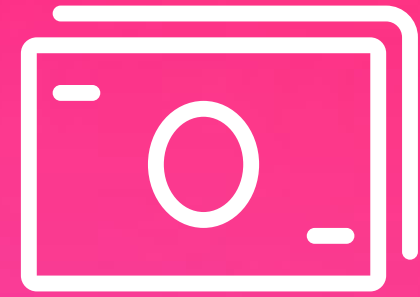


Profile Peek:



# How the cost-of-living crisis is affecting the charity sector

 **2,000**  
adults

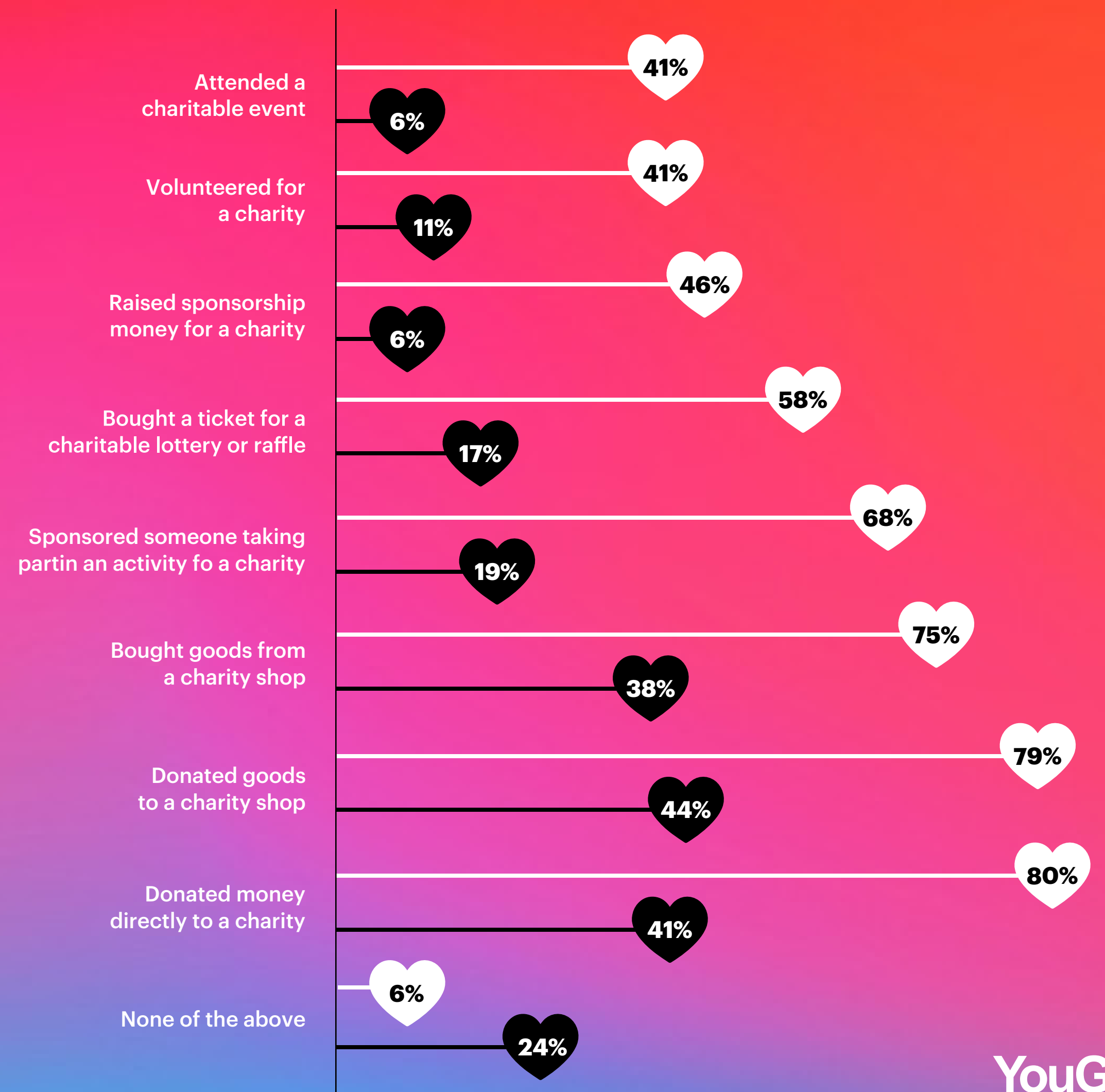
 Based in  
**Great Britain**

 Aged  
**18+**

# Methods of donating to charity

 Which method of donating to charity have you ever done?

 Which method of donating to charity have you done in the past three months?



# Before taking this survey, have you **EVER** received any support or assistance from a charity previously?

8%

Have previously received non-financial support and assistance from a charity in the past.

6%

Have previously received financial support and assistance from a charity in the past.

2%

Are currently receiving financial support and assistance from a charity.

2%

Are currently receiving non-financial support and assistance from a charity.

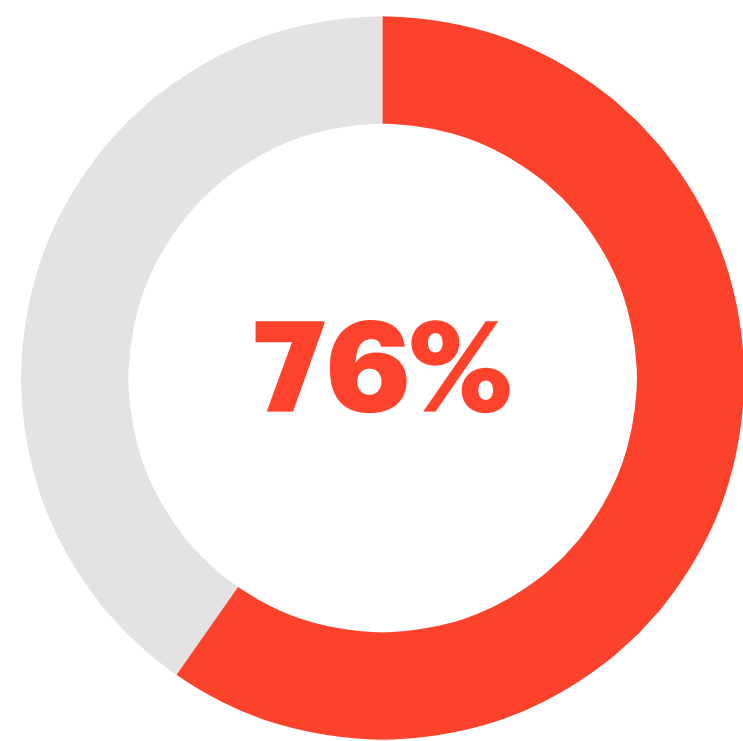
18-24 year olds are more likely to be seeking support from charities, in particular financial support (6%)



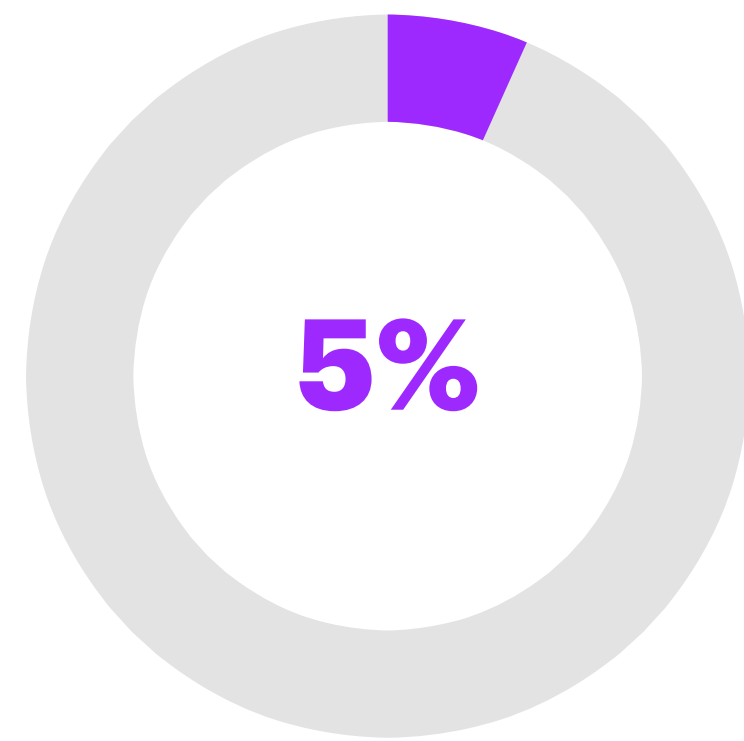
# The Cost-of-living crisis

To what extent, do you agree or disagree with the following statement...

***“Relevant charities should be providing help and support to those who are most affected by the current cost of living crisis”***



Agree

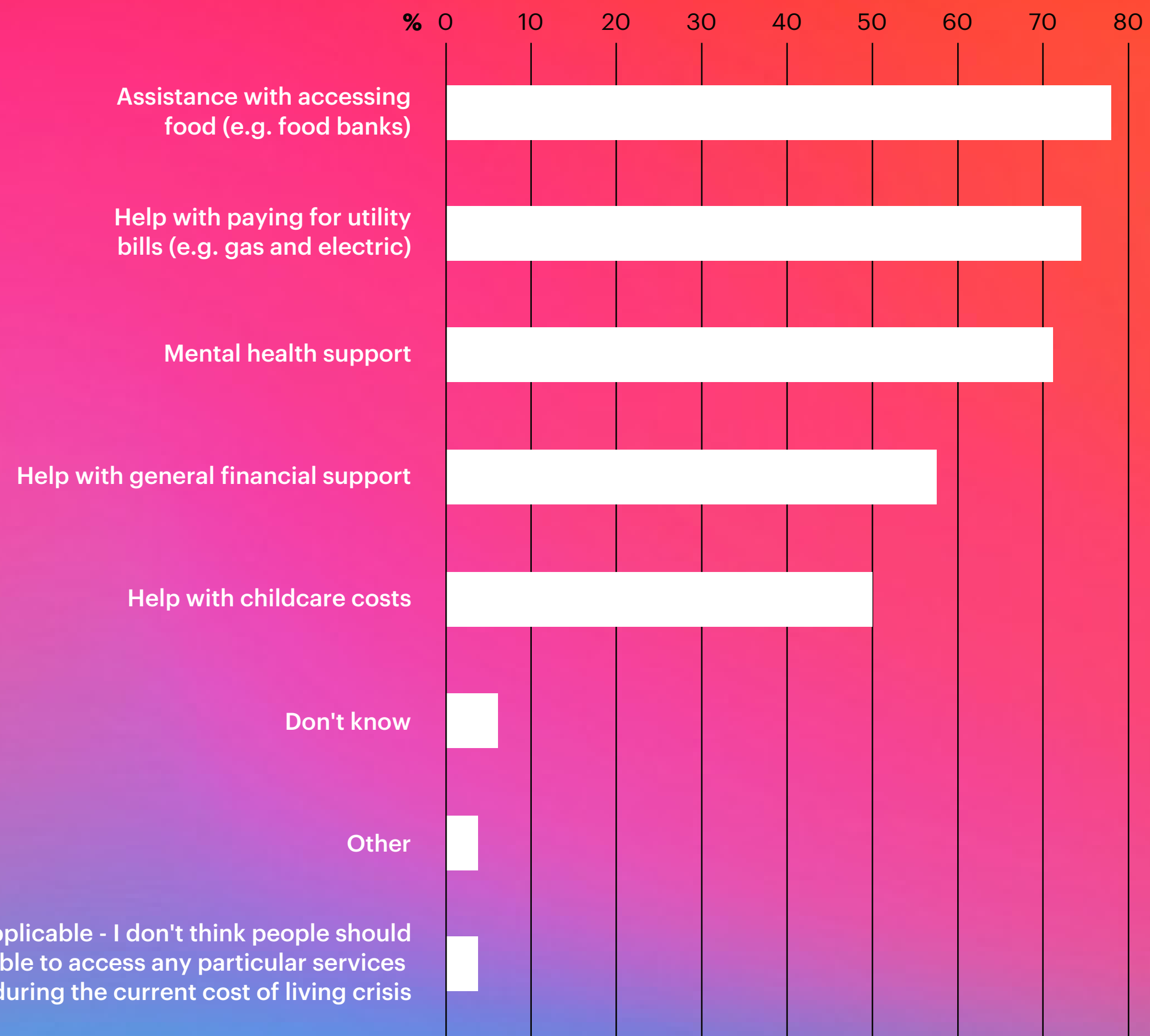


Disagree

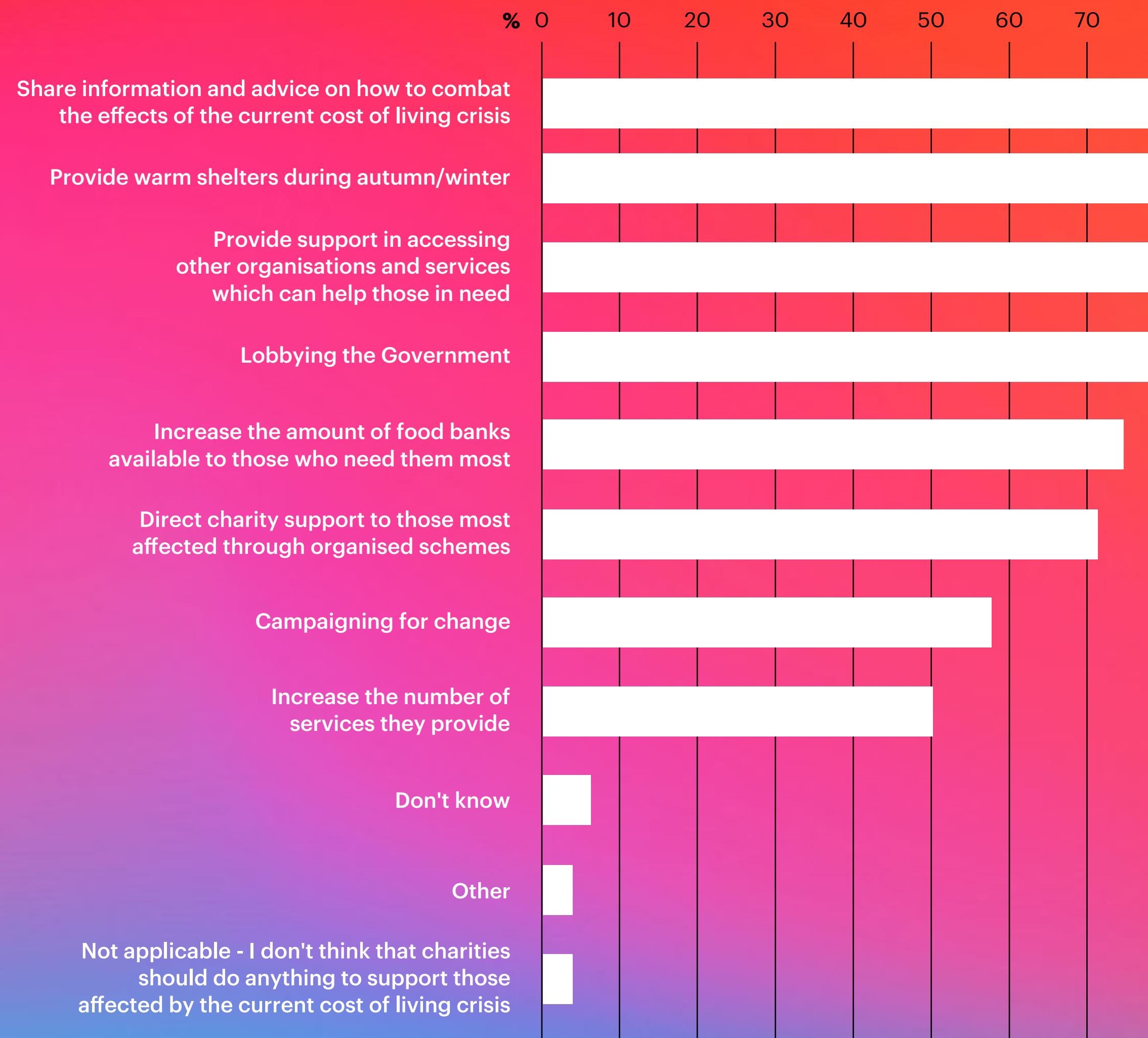
This number is significantly higher (81%) in 18-24 year olds.



# Types of support people should be able to access during the current cost of living crisis



# How should charities be offering support during the cost-of-living crisis

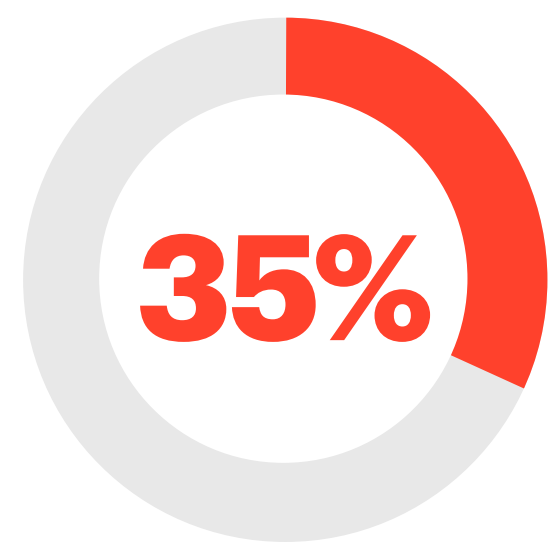


**Brits who are 55+ years old**, believe it is most important for charities to share information and advice on how to combat the effects of the crisis (**61%**), and to support in accessing other organisations and services which can help those in need (**60%**).

Whereas **18-24-year-olds** say charities should increase the number of food banks available (**55%**).



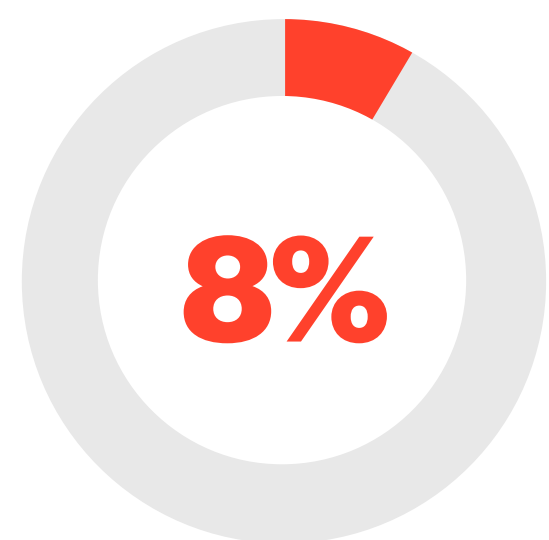
# ▶ Has the cost-of-living crisis impacted how much you financially donate to charities?



say that regardless of the cost-of-living crisis they financially donate the same amount as usual.



say that since the cost-of-living crisis they financially donate less to charity.



say that since the cost-of-living crisis they financially donate more to charity.

This percentage is higher amongst 18-24 year olds (12%).

To what extent, if at all, **do you think it is important for charities to seek both financial and non-financial aid from their supporters**, during the current cost-of-living crisis?

A tall red bar representing 69% of the total.

● of respondents think that it is important for charities to seek financial and non-financial aid from their supporters during the cost-of-living crisis

● of respondents think that it is unimportant for charities to seek financial and non-financial aid from their supporters during the cost-of-living crisis

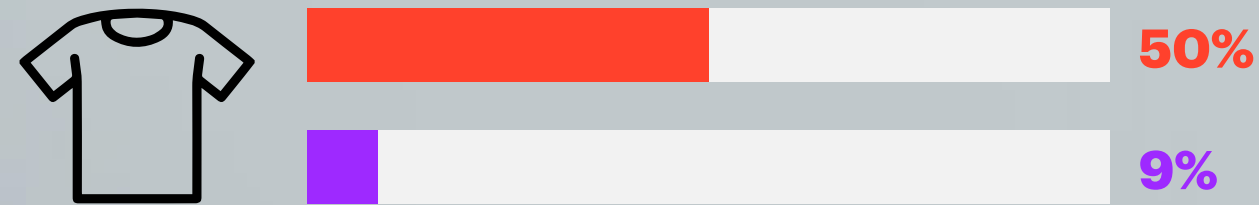
A shorter purple bar representing 4% of the total.

Due to the cost-of-living crisis,

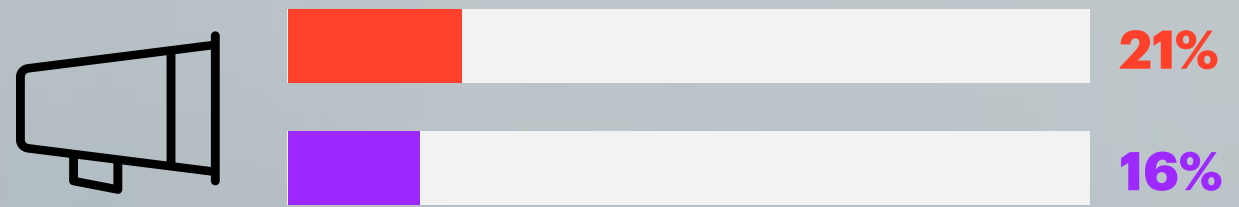
# are you more or less likely to partake in charitable activities?

## Donate financially to charities

More likely Less likely

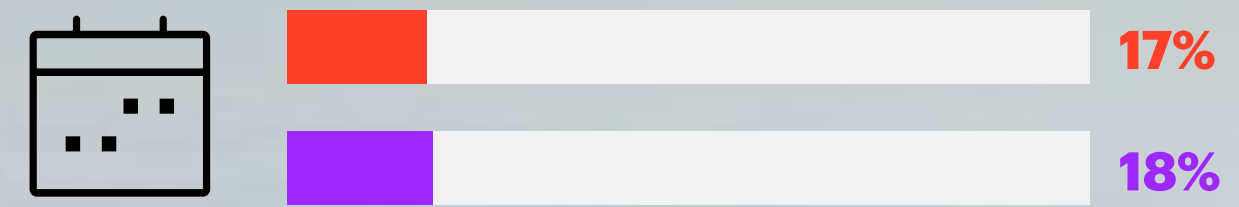


## Donate goods to charities



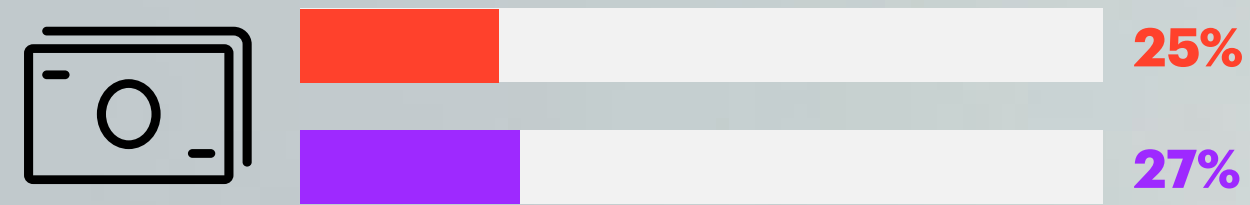
## Campaign for a charitable cause

Higher for 25-34 year olds at 29% and 18 to 24 at 25%



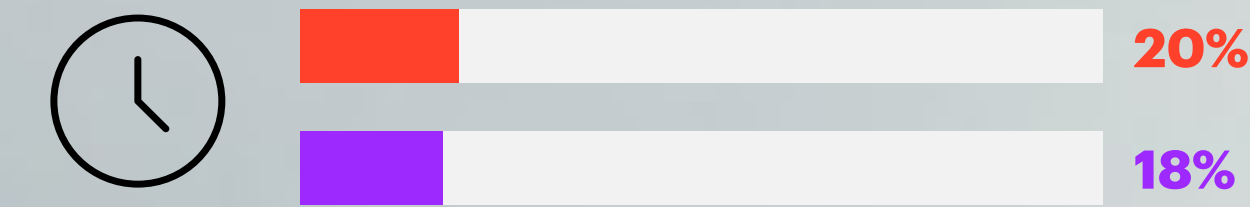
## Take part in a sponsored event for charity

higher for 18 to 24 at 27% and 24-34 at 25%

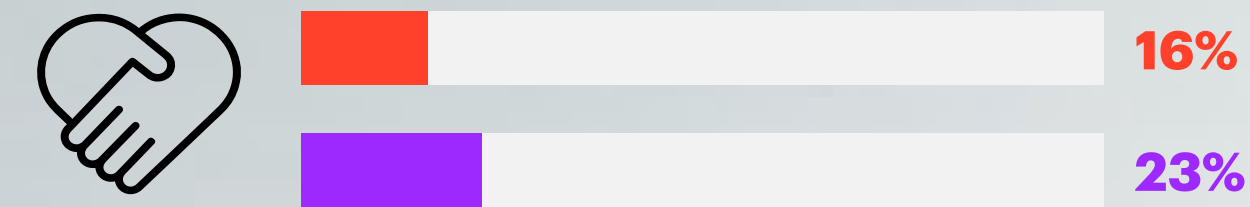


## Donate financially to charities

18-24 year olds are more likely to donate financially to charities (30%) since the cost-of-living crisis compared to the national average.



## Donate your time



## Seek help from a charity

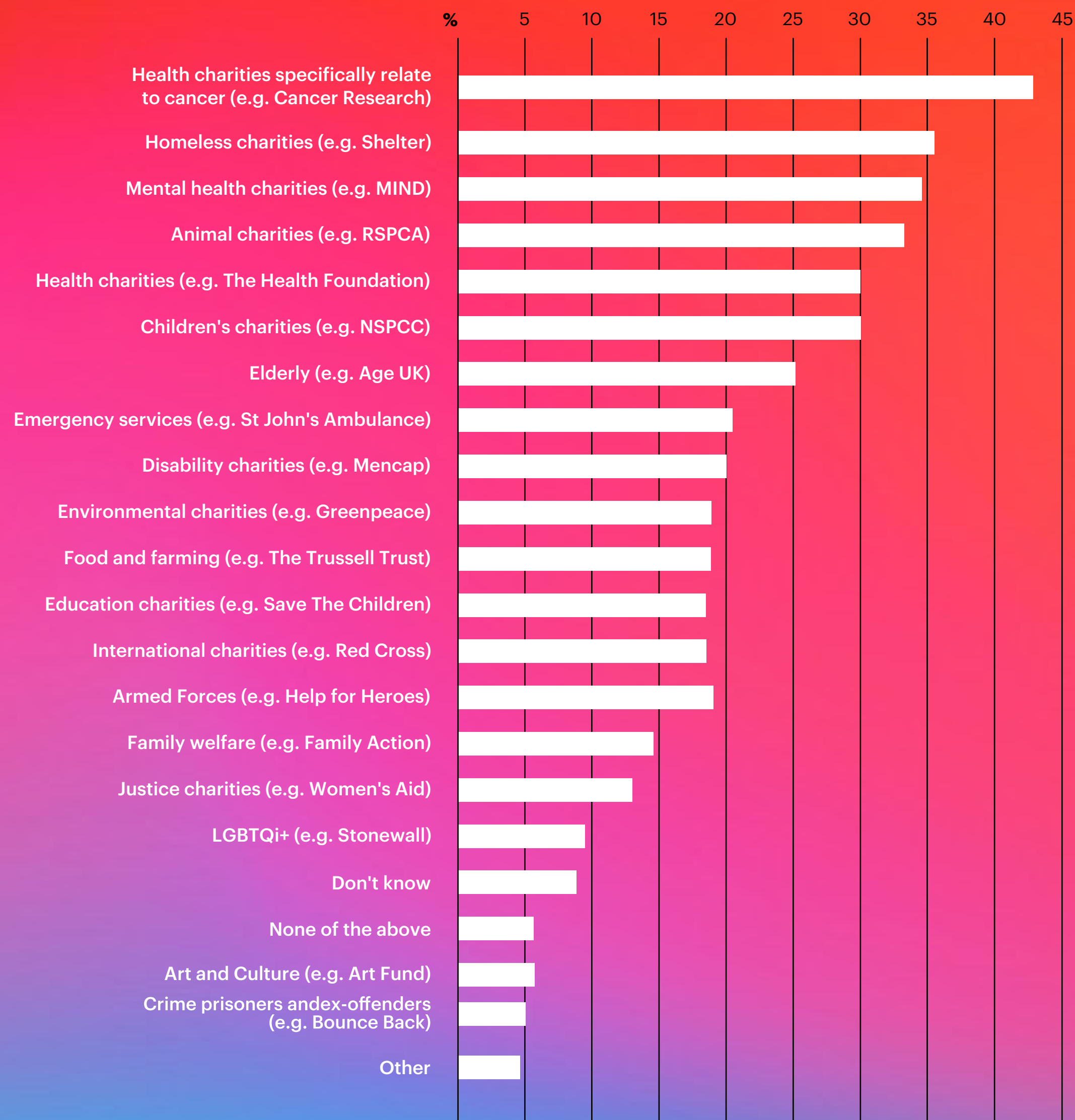
Higher for 25-34 year olds at 29% and 18 to 24 at 25%





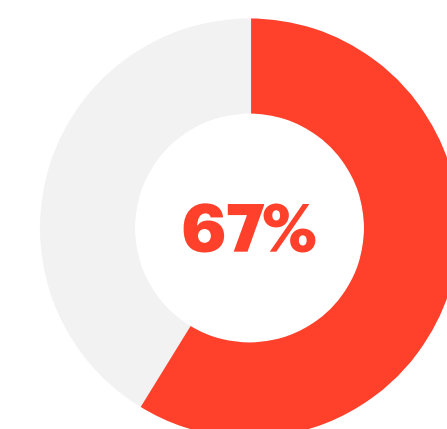
# Day-to-day charity interactions

What types of charities are you likely to support?

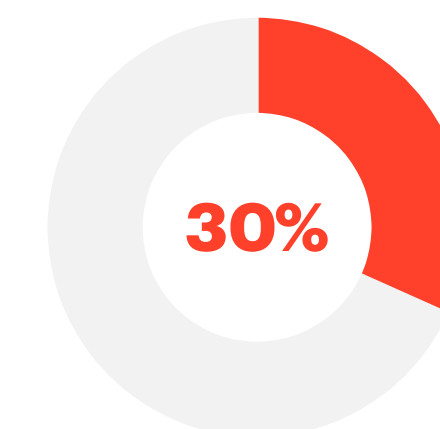


What **source** are you likely to use when seeking information about charities?

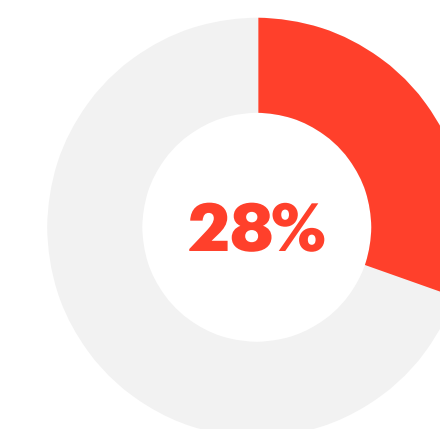
**67%** of Brits are most likely to search online to find out more information about charities. **30%** will use social media (national average), however this is higher amongst 18-24 year olds (**39%**) and for 25-34 year olds (**37%**).



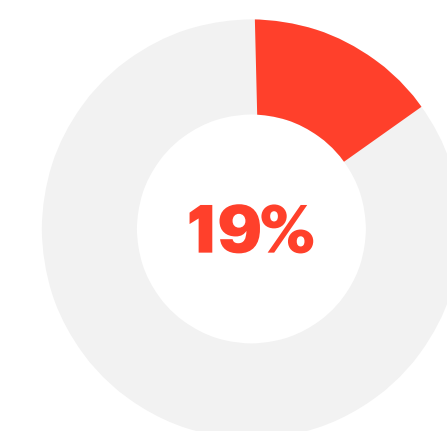
Online internet search



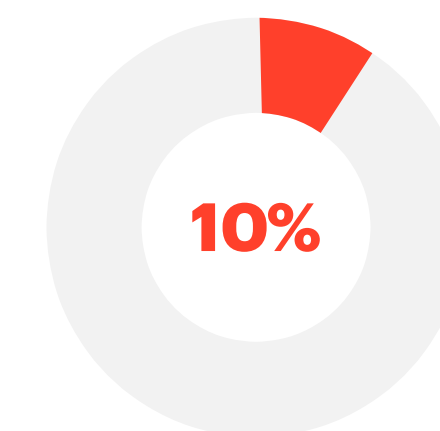
Social media



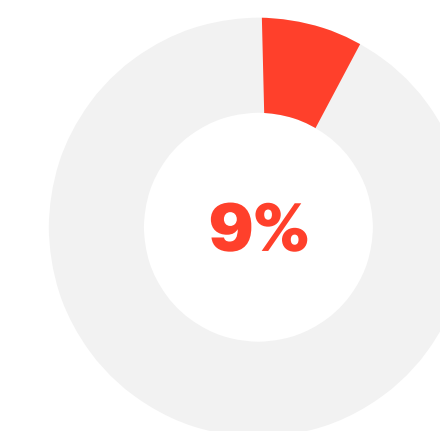
Speaking to others



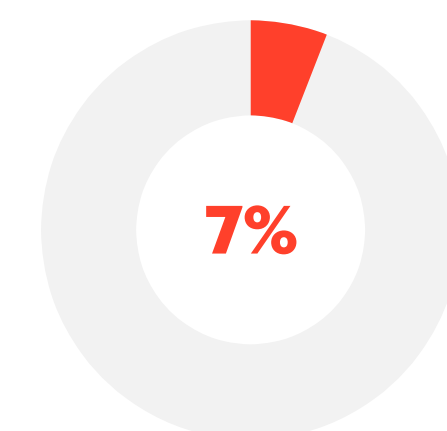
Community resources (e.g. local library or community centre)



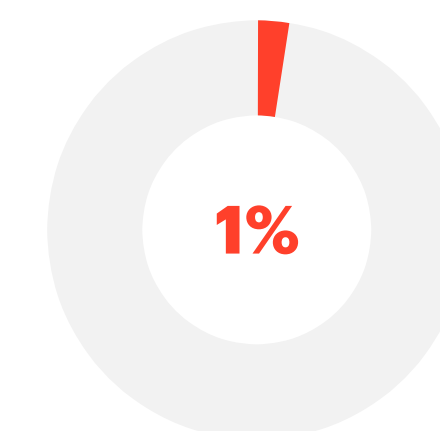
Newspapers



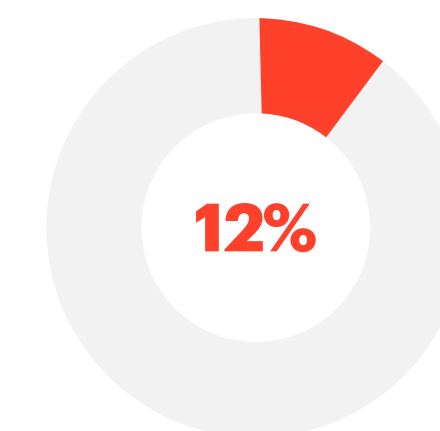
Local TV or Radio stations



Don't know



Others



Not applicable - I wouldn't want to find out about the different services charities can offer me or my local community

**For more information, visit  
yougov.co.uk**

Or, contact Charlotte Smith [charlotte.smith@yougov.com](mailto:charlotte.smith@yougov.com)

15th September, 2022

Data as of 13th March 2022. This data has been gathered from Profiles, YouGov's audience profiling and segmentation platform collecting 300,000 variables on 350,000 panellists. Covering demographic, psychographic, attitudinal and behavioural consumer metrics, our data is collected daily and updated weekly. YouGov Profiles is part of an ever-growing source of constantly evolving, connected intelligence. We call it living data. Plan your strategy with YouGov Profiles, then easily connect to YouGov's other solutions; Track brand health, Explore online behaviour, Activate campaigns and more. A truly 360° view of your audience.