'THE BIG SQUEEZE’ IS A MAIL METRO MEDIA RESEARCH SERIES THAT TRACKS THE ONGOING IMPACT THAT THE COST OF LIVING CRISIS IS HAVING ON CONSUMERS FINANCES AND BEHAVIOURS ACROSS A BROAD RANGE OF CATEGORIES.

EACH WEEK WE ASK OUR MATTERS COMMUNITY MEMBERS ABOUT THEIR BEHAVIOURS IN ONE CATEGORY TO ASCERTAIN IF AND HOW IT HAS BEEN IMPACTED BY THE COST OF LIVING CRISIS.

OUR AIM IS TO OFFER USEFUL INSIGHTS AND PRACTICAL GUIDANCE ON HOW BRANDS CAN NAVIGATE THIS DIFFICULT AND TUMULTUOUS PERIOD.

THIS WEEK WE’RE FOCUSING ON CHARITIES. WE WANTED TO FIND OUT HOW THE INCREASE IN THE COST OF LIVING MAY INFLUENCE PEOPLE’S ATTITUDES AND BEHAVIOURS TOWARDS SUPPORTING CHARITABLE CAUSES.
We wanted to find out people’s attitudes and behaviours around supporting charities including barriers and key motivations to donating. We also explored their behaviours around supporting charities and how they may have changed recently and how they might change in coming months as a result of the cost-of-living-crisis.

**Approach:**
10 mins online survey, respondents recruited through Matters Community Survey

**Fieldwork:**
29th November – 8th December 2022

**Sample:**
542 Respondents

Data weighted to be representative of Mail Metro Media readers by gender, age and social grade
WHAT WILL WE COVER?

1. KEY FINDINGS
2. CURRENT CHARITABLE BEHAVIOURS
3. THE BIG SQUEEZE – CHANGING CHARITABLE BEHAVIOURS
4. THE BIG SQUEEZE – 4 KEY CHARITABLE GIVING TRENDS
5. NEWSBRANDS, MAIL METRO MEDIA AND CHARITIES
6. IMPLICATIONS FOR CHARITIES
CHARTERABLE GIVING BEHAVIOURS

• 4 in 5 have supported a charity in the last 6 months, 5% have been supported by a charity

• 3 in 5 have donated money and 1 in 5 have given time to charity in the last 6 months

• Regular donations or support are most likely to be focused on a single charity

• Health related causes have been the most popular causes to support in the last 6 months

• For their last donation, the primary motivation for 1 in 4 was feeling their donation/support was making a real difference. For 1 in 5, it was trusting an organisation was using donations well

• The largest barrier to supporting charities is lack of affordability followed distrust of charities’ use of donations/support

CHANGING CHARITABLE BEHAVIOURS

• Methods of support are changing – 30% are giving time to charities more vs 5% less, and 22% are donating goods to charities more vs 9% less

• 1 in 2 regular donors are unlikely to increase their financial support to charities over the next 6 months
4 KEY CHARITABLE GIVING TRENDS

1. Increasing Empathy – 1 in 4 have been taking a more proactive approach in helping others recently

2. Giving Less Money and Streamlining Donations – 1 in 4 have donated less money to charity in the last 6 months (vs. 10% more)

3. Giving More Time and Items – 3 in 10 have given more time to charity in the last 6 months (vs. 10% less), 22% have donated more items to charity in the last 6 months (vs. 9% less)

4. Closer to Home – 59% are more interested in supporting local causes rather than international ones

NEWBRANDS, MAIL METRO MEDIA & CHARITIES

• Newspapers are seen as an important voice for charities (64%) and 1 in 5 have given to appeals they have seen in our titles.
“CURRENT CHARITABLE BEHAVIOURS”
4 in 5 have supported a charity in the last 6 months – 1 in 20 have been supported by a charity.

3 in 5 have donated money whilst 1 in 5 have given time to charity.

Q - How, if at all, have you donated to or supported a charity in the last 6 months?
Q - Thinking again about donating to or supporting a charity in the last 6 months which of the following have you done?

METHODS USED TO SUPPORT

- Donated money: 62%
- Donated goods: 52%
- Given time: 19%

Charitable Actions – Base: Have Charitable Involvement

- Gifted items to a charity: 55%
- Bought products from a charity: 43%
- Bought products whereby proceeds go to charity: 42%
- Signed an online petition: 34%
- Donated to a foodbank: 32%
- Volunteered: 19%
- Took part in an event to raise funds: 16%
- Been a member/trustee of a charity: 14%
- Promoted a charity on social media: 14%
- Asked for donations for a charity: 7%
- Hosted a fundraising event: 4%

Source: Charities Matters Community Survey
Base: 542 Respondents
REGULAR DONATIONS OR SUPPORT OF ANY KIND ARE MOST LIKELY TO BE FOCUSED ON A SINGLE CHARITY

1 in 5 of those who have donated money or goods to charity in the last 6 months, regularly do so for two charities

Q – For each of the following methods please indicate how many charities you support each month?

Number of Charities Regularly Supported by Support Type
Base: Donated or Supported in Last 6 Months

Average number of charities donated to

<table>
<thead>
<tr>
<th></th>
<th>Give time</th>
<th>Donate money</th>
<th>Donate goods</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>47%</td>
<td>38%</td>
<td>29%</td>
</tr>
<tr>
<td>2</td>
<td>16%</td>
<td>22%</td>
<td>22%</td>
</tr>
<tr>
<td>3</td>
<td>10%</td>
<td>15%</td>
<td>13%</td>
</tr>
<tr>
<td>4</td>
<td>6%</td>
<td>6%</td>
<td>4%</td>
</tr>
<tr>
<td>5</td>
<td>8%</td>
<td>2%</td>
<td>1%</td>
</tr>
<tr>
<td>6+</td>
<td>3%</td>
<td>5%</td>
<td>2%</td>
</tr>
</tbody>
</table>

Source: Charities Matters Community Survey
Base: 440 Respondents
HEALTH RELATED CAUSES ARE THE MOST POPULAR CHARITABLE CAUSES SUPPORTED IN THE LAST 6 MONTHS

31% have supported animal welfare related causes whilst over 1 in 4 have supported causes relating to children and young people.

Q – Which of the following charitable causes have you donated to or supported in the last 6 months?

Top 10 Charitable Causes Supported – Last 6 Months

- HEALTH (58%)
- ANIMAL WELFARE (31%)
- CHILDREN/YOUNG (27%)
- HOMELESSNESS (25%)
- WILDLIFE (19%)
- ARMED FORCES (18%)
- END OF LIFE CARE (18%)
- OLDER PEOPLE (17%)
- EMERGENCY RELIEF (16%)
- RESCUE SERVICES (15%)

Source: Charities Matters Community Survey
Base: 440 Respondents

△ = significant at 95% confidence
FOR THEIR LAST DONATION, THE PRIMARY MOTIVATION FOR 1 IN 4 WAS FEELING THEIR DONATION OR SUPPORT WAS MAKING A REAL DIFFERENCE

Trustin how their donation(s) or support was being used was the primary motivation for 1 in 5

Q – Thinking about the last charitable cause you donated to or supported. Which, one if any, of the following factors best describe why you chose to do this?

Main Motivation for Last Donation

- I felt that my support was making a real difference: 25%
- I trust how it was being used by the charity: 21%
- I felt that giving is my moral duty: 13%
- I was donating to a recipient who was carrying out a charity activity: 5%
- I enjoyed attending/participating in the charity event: 3%

Source: Charities Matters Community Survey
Base: 440 Respondents

I/someone I know has been impacted by the cause previously: 11%
It made me feel good: 8%
THE LARGEST BARRIER TO SUPPORTING CHARITIES IS AFFORDABILITY (55%)

Distrust in charities and their usage of donations is the second biggest barrier amongst those who have not supported a charity in the last 6 months or who are scaling back their support.

Q – Which, if any, of the following statements apply for why you [have not donated or supported a charity in the last 6 months/are supporting/donating to charitable causes less]? 

Main Barrier to Donating

- I cannot afford to give money to charity: 55%
- I don’t trust organisations to use my money and/or support well: 22%
- I cannot afford to give my time to charity: 17%
- I don’t believe my donation or support will make a difference: 11%
- I prefer to give money directly to those in need: 12%
- I’ve had fewer opportunities to donate: 6%
- I don’t believe it is my responsibility to help: 5%

Source: Charities Matters Community Survey
Base: 194 Respondents
“THE BIG SQUEEZE – CHANGING CHARITABLE GIVING BEHAVIOURS”
### METHODS OF SUPPORTING CHARITABLE CAUSES ARE CHANGING WITH A MOVE TOWARDS GIVING TIME AND DONATING GOODS

Nearly 1 in 4 are supporting charitable causes less when it comes to donating money.

**Source:** Charities Matters Community Survey  
**Base:** 338 Respondents

<table>
<thead>
<tr>
<th>Method</th>
<th>More</th>
<th>About the Same</th>
<th>Less</th>
<th>NET</th>
</tr>
</thead>
<tbody>
<tr>
<td>Give time</td>
<td>30%</td>
<td>59%</td>
<td>5%</td>
<td>+25%</td>
</tr>
<tr>
<td>Donate goods</td>
<td>22%</td>
<td>65%</td>
<td>9%</td>
<td>+13%</td>
</tr>
<tr>
<td>Donate money</td>
<td>10%</td>
<td>64%</td>
<td>23%</td>
<td>-13%</td>
</tr>
</tbody>
</table>

- I am supporting/donating to charitable causes more
- I am supporting/donating to charitable causes about the same amount
- I am supporting/donating to charitable causes less
1 IN 2 ARE UNLIKELY TO INCREASE THEIR FINANCIAL DONATIONS TO CHARITY OVER THE NEXT 6 MONTHS

Only 14% say they are likely to increase financial support over the next 6 months

Q – Thinking about your charitable donations and the current state of your finances. How likely or unlikely are you to increase the value of your financial donations to charity over the next 6 months?

<table>
<thead>
<tr>
<th></th>
<th>Very likely</th>
<th>Quite likely</th>
<th>Neither likely nor unlikely</th>
<th>Quite unlikely</th>
<th>Very unlikely</th>
<th>Don’t know / Not sure</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>4%</td>
<td>10%</td>
<td>35%</td>
<td>15%</td>
<td>32%</td>
<td>4%</td>
</tr>
<tr>
<td>Net More: 14%</td>
<td>6%</td>
<td>20%</td>
<td>22%</td>
<td>13%</td>
<td>33%</td>
<td>5%</td>
</tr>
<tr>
<td>Net Less: 47%</td>
<td>7%</td>
<td>5%</td>
<td>38%</td>
<td>13%</td>
<td>33%</td>
<td>4%</td>
</tr>
<tr>
<td>Net More – Less</td>
<td>35%</td>
<td>34%</td>
<td>39%</td>
<td>33%</td>
<td>32%</td>
<td>33%</td>
</tr>
</tbody>
</table>

Source: Charities Matters Community Survey
Base: 473 Respondents
“THE BIG SQUEEZE – 4 KEY CHARITABLE GIVING TRENDS”
INCREASING EMPATHY

Many are feeling the impacts of the cost-of-living-crisis themselves or witnessing its impact on those around them. This is leading to increased empathy for those most in need.

Q – Please state your level of agreement or disagreement with each of the following statements. [NET: Agree]

Q – Thinking about donating to/supporting charitable causes. How, if at all, have your habits changed as a result of the cost-of-living crisis?

- “Although I’m not much affected by the cost of living crisis, I am aware that many people are, so I have increased my level of donations over the past 12 months.”
- “I think more about those without food or able to afford their heating bills, so I try to donate to help people in this situation now at moment.”

60% Have been thinking of people in need more due to the cost-of-living crisis (19% strongly agree)

1 in 4 Have been taking a more proactive approach in helping others recently

- “I’m a bit more inclined to support UK homeless/food banks.”
- “My giving has remained the same. I have become a bit more aware of and interested in giving donations to foodbanks, however.”
- “Donating more to foodbanks.”
GIVING LESS MONEY AND STREAMLINING DONATIONS

Despite increasing empathy, the financial impacts of the cost-of-living crisis has led to a net decrease in donations and a streamlining on where readers are donating money.

Q – Please state your level of agreement or disagreement with each of the following statements. [NET: Agree]
Q – Thinking about donating to/supporting charitable causes. How, if at all, have your habits changed as a result of the cost-of-living crisis?

1 in 4
have donated less money to charity in the last 6 months
(vs. 10% more)

1 in 2
are unlikely to increase donations in next 6 months
(vs. 14% more)

“I am making fewer one-off donations and concentrating on the monthly payments I already make.”

“We continue our regular direct debits to 5 charities - this might change of course as we are pensioners on fixed incomes.”

“I am a pensioner living on a state pension and at this present time with gas, electric and food prices going up, I just cannot afford to make any donations to charities like I used to do.”

“My giving is getting less each time as our outgoings are growing more than income.”

“With prices rising almost daily it is difficult to spare money for charities.”

Source: Charities Matters Community Survey. Respondents: 542 / 349
GIVING MORE TIME AND ITEMS

Readers are looking for alternative ways to continue supporting charities whilst battling increased expenses, moving towards donating unwanted items and volunteering their time rather than money.

Q – Please state your level of agreement or disagreement with each of the following statements. [NET: Agree]
Q – Thinking about donating to/supporting charitable causes, how, if at all, have your habits changed as a result of the cost-of-living crisis?

- “I no longer give money but prefer to give unwanted stuff or buy stuff from charity shops.”
- “I volunteer more, but my regular donation has remained the same.”
- “We need to be a lot more careful now so I tend to donate items and give less money.”
- “Less cash to give but unwanted goods and gifts are a viable option.”
- “Less donating money and more donating goods.”

3 in 10 have donated more time to charity in the last 6 months (vs. 5% less)

22% have donated more items to charity in the last 6 months (vs. 9% less)

46% shop in charity shops to make an ethical choice whilst saving money*

Source: Charities Matters Community Survey, TGI November 2022*
Respondents: 542 / 349
CLOSER TO HOME

A combination of the local impact of the cost-of-living crisis and the perceived transparency of smaller charities is making readers more inclined to support local charities over international ones.

Q – Please state your level of agreement or disagreement with each of the following statements. [NET: Agree]

Q – Thinking about donating to/supporting charitable causes, how, if at all, have your habits changed as a result of the cost-of-living crisis?

“We don’t give to big charities. We now only support small local causes where we know money is well used. We do not give to any charity that can afford TV advertising.”

“We never send money to any big charity. I prefer to support the charity shops locally by donating unwanted items or buying from them because this stays within my budget and helps other people. I don’t trust the organisers of big charities.”

“I donate less money because it looks like most of the larger charities spend money on other things. I now support local charity shops.”

“I will only donate to a local charity that I know where the money is going.”

“I’ve become more local in my vision as national charities have more promotional budgets.”

59% are more interested in supporting local causes than international (29% strongly agree)

75% want to know where their money goes before donating*

Source: Charities Matters Community Survey, TGI November 2022* Respondents: 542 / 349
"NEWSBRANDS, MAIL METRO MEDIA, AND CHARITIES"

"
NEWSPAPERS ARE SEEN TO PROVIDE A VOICE FOR CHARITIES AND OUR READERS NOTICE AND RESPOND TO CAMPAIGNS

Advertisers use our trusting our titles to deliver key messaging and promote what our partnerships are delivering.

Q – Thinking about newspapers’ coverage of charitable causes, please state your level of agreement or disagreement with each of the following statements.

Consumers think newsbrands provide a platform for charities

- **64%** agree

Newspapers can often provide an important voice for charitable causes (any disagree: 10%)

Our readers notice and respond to charity appeals in our titles

- **42%** agree

I often notice charitable appeals in the newspaper(s) I read

1 in 5 have given to appeals they have seen in our titles

Advertisers trusting our titles to deliver vital messaging

Our partnerships deliver results

RNIB Winner of AOP and Newsworks awards

#1 campaign for ‘new information’ and ‘improved perception’
"IMPLICATIONS"

""
### DONATING MORE TIME AND GOODS

30% of our readers say they are donating time to charitable causes more (vs 5% less). 22% say they are donating goods to charitable causes more (vs 9% less).

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### DONATING LESS MONEY

1 in 4 have donated less money to charity in the last 12 months, and lack of funds is the key barrier to donating.

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### A QUESTION OF TRUST

#2 Trusting their donation and/or support was being used well by the organisation is the second most important motivating factor as to why people donate.

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### CLOSER TO HOME

3 in 5 Mail Metro Media readers are more interested in supporting local causes than international causes.

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### POWER OF NEWSPAPERS

2 in 3 Mail Metro Media readers say newspapers can provide an important voice for charities and 1 in 5 have responded to a charity they have seen in our titles.

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### IMPLICATIONS FOR ADVERTISERS

#### THEMES THAT MATTER

**HIGHLIGHT OTHER WAYS TO SUPPORT**

With consumer finances squeezed there is a move towards giving more time and donating goods.

Highlight alternative ways people are able to support charities using their spare time and unwanted goods to encourage engagement.

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**BE CLEAR WITH INTENTIONS**

A key factor in motivating donations and/or supporting charities is confidence in them being used well.

Highlight the final destination of donations/support and showcase the positive outcomes of charitable appeals to encourage action from current and potential donors.

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**PROMOTE LOCAL SUPPORT**

Consumers have shown to be more inclined to support local charities due to local impact and a lack of confidence in how donations are being used.

Promote local charitable causes and opportunities to provide support to maximise community involvement. For larger charities, show how you are helping locally.

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**USE NEWSBRANDS**

Distrust for charities is prevalent amongst non-donors. Newsbrands have shown themselves to be a valued source in helping to create trust of charities.

Consider utilising newsbrands during charitable appeals to entice non-regular supporters through changing perceptions.
# Use Mail Metro Media and Watch Your Campaign Take Off

## POWER OF MAIL METRO MEDIA

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>67%</td>
<td>67% of all personal charity donations last year were given by our readers (£1.2bn)</td>
</tr>
</tbody>
</table>

## REACHING ALL AUDIENCES

<table>
<thead>
<tr>
<th>Number</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>16M</td>
<td>Charity donors reached by our brands monthly (68% reach)</td>
</tr>
<tr>
<td>3.6M</td>
<td>Adults who belong to or help out with a charity (68% reach)</td>
</tr>
<tr>
<td>7.2M</td>
<td>Adults who have taken a more proactive approach in helping others since the coronavirus pandemic (69% reach)</td>
</tr>
</tbody>
</table>

## TARGETABLE DATA SEGMENTS

<table>
<thead>
<tr>
<th>Segment</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Charity</td>
<td>3.7m</td>
</tr>
<tr>
<td>55+</td>
<td>2.8m</td>
</tr>
<tr>
<td>Affluent</td>
<td>1.2m</td>
</tr>
</tbody>
</table>

Source: TGI November 2022
“APPENDIX”
1 in 4 regular financial donors have given £11-£20 to charity on average per month over the last 6 months.

18-34’s are significantly less likely to donate over £60 compared to older demographics.

Q – Approximately how much money on average have you donated to charity per month across the last 6 months?

- £10 or less: 21%
- £11-£20: 25%
- £21-£30: 15%
- £31-£40: 6%
- £41-£50: 8%
- £51-£60: 4%
- Over £60: 13%

Source: Charities Matters Community Survey
Base: 269 Respondents
THE MOST COMMON METHOD OF PAYMENT IS THROUGH ONE-OFF CASH DONATIONS FOLLOWED BY REGULAR DIRECT DEBITS

Those aged 55+ are significantly more likely to have donated money to charity through a regular direct debit in the last 6 months

Q – Which of the following means have you used to donate money to charity in the last 6 months?

Methods of Payment

- One-Off Cash Donation: 47%
- Regular Direct Debit: 45%
- One-Off Online Donation: 42%
- Rounding Up Payments in Store: 25%
- Donated to Collector on Street/At Door: 20%
- Text Donation: 11%
- Automatic Deduction From Salary: 4%

18-34: 16%
35-54: 42%
55+: 59% ▲

▲ = significant at 95% confidence

Source: Charities Matters Community Survey
Base: 338 Respondents
HEALTH RELATED CAUSES ARE THE MOST POPULAR CAUSES TO SUPPORT OVER THE NEXT 6 MONTHS

Nearly 1 in 4 are likely to support children and young people and animal welfare related causes over the next 6 months.

Q – Which of the following charitable causes are you likely to donate to or support over the next 6 months?

Top 10 Charitable Causes To Support – Next 6 Months

- **Health**: 48%
- **Children/Young**: 24%
- **Animal Welfare**: 23%
- **Homelessness**: 22%
- **Older People**: 18%
- **Wildlife**: 18%
- **End of Life Care**: 18%
- **Armed Forces**: 14%
- **Rescue Services**: 14%
- **Emergency Relief**: 13%

Source: Charities Matters Community Survey
Base: 542 Respondents

※ significant at 95% confidence