LoopMe Consumer Snapshot: Charity

LoopMe surveyed 1,970 UK consumers on 20-22 October, 2020 to understand charity donation intent during COVID-19. We also analysed which charity sector consumers have the most affinity to and the factors that increase the likelihood of a charity donation being made.

1 in 2 consumers (50%) are likely to make a charity donation within the next three months.

1 in 5 consumers (20%) currently have the most affinity to Homelessness/Poverty charities.

24% of consumers have the most affinity to Medical Research charities right now.

What charity sector do you have the most affinity to right now?

- Medical Research: 24%
- Animal Rights: 20%
- Human Rights: 14%
- Environmental: 10%
- Homelessness/Poverty: 8%
- Other: 24%

Over a third of consumers (36%) are most likely to make a charity donation due to Passion for Cause.

28% of consumers are most likely to make a charity donation due to Personal Experience.

What is most likely to prompt you to make a charity donation?

- Passion for Cause: 36%
- Personal Experience: 28%
- Other: 25%
- Advertisements: 7%
- Word of Mouth: 4%

When are you most likely to make a charity donation?

- Seasonal Holidays (i.e. Christmas): 53%
- After a National Disaster: 18%
- TV Charity Events (i.e. Children in Need): 17%
- Shopping Events (i.e. Black Friday): 7%

53% of consumers are most likely to make a charity donation at Random throughout the year.

18% of consumers are most likely to make a charity donation during Seasonal Holidays.

How have your donation habits changed during the pandemic?

- Donating More: 14%
- Donating Less: 16%
- No Change: 70%

7 in 10 consumers have not changed their donation habits during the pandemic.

14% of consumers are Donating More as a result of COVID-19.