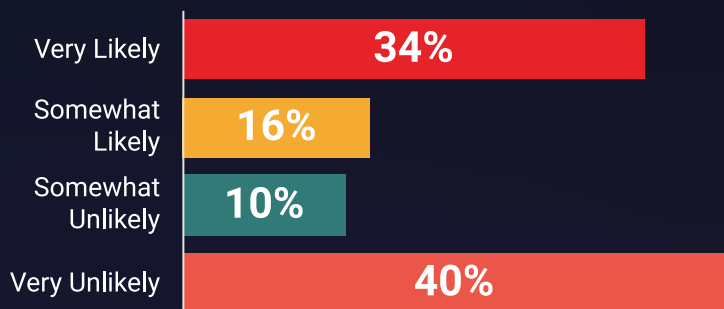




## LoopMe Consumer Snapshot: Charity

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.

How likely are you to donate to charity within the next three months?



1 in 2

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

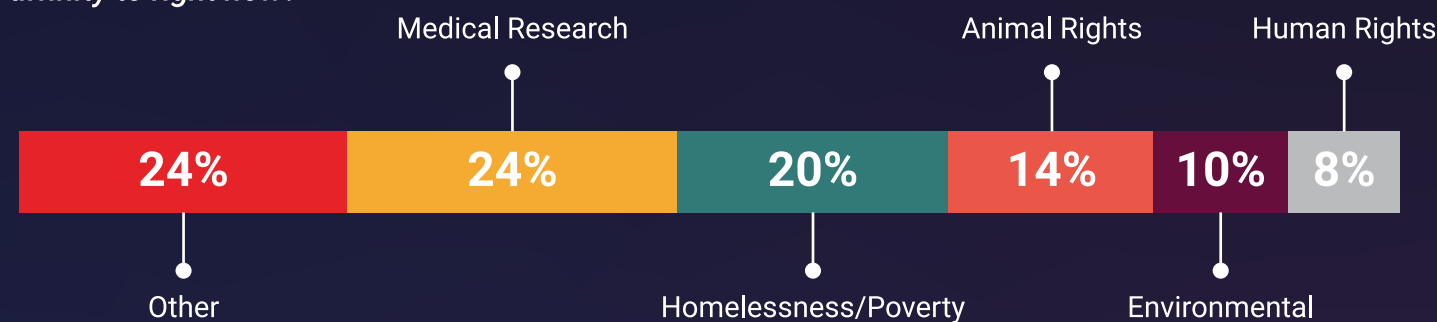
1 in 5

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?

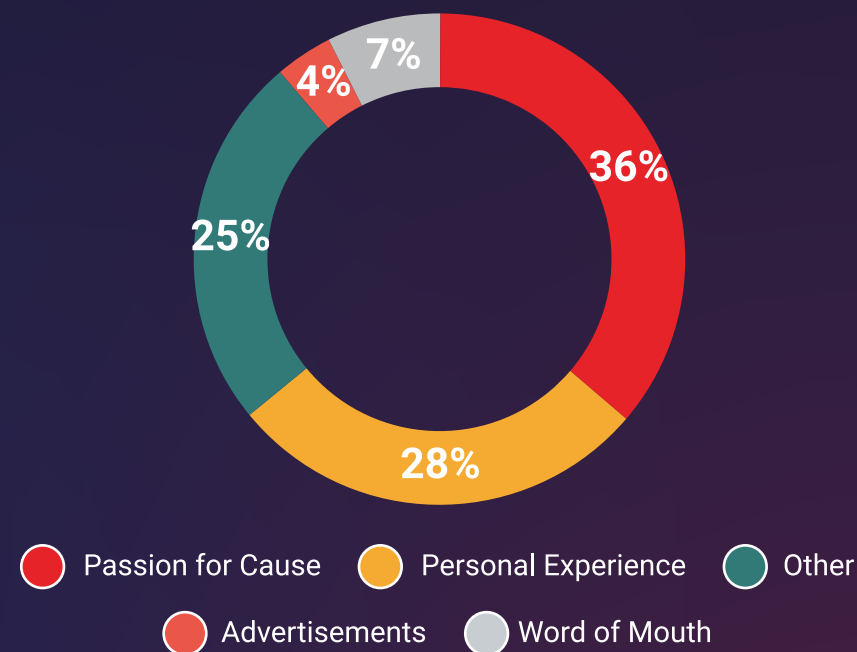


Over a third of consumers (36%) are most likely to make a charity donation due to **Passion for Cause**.

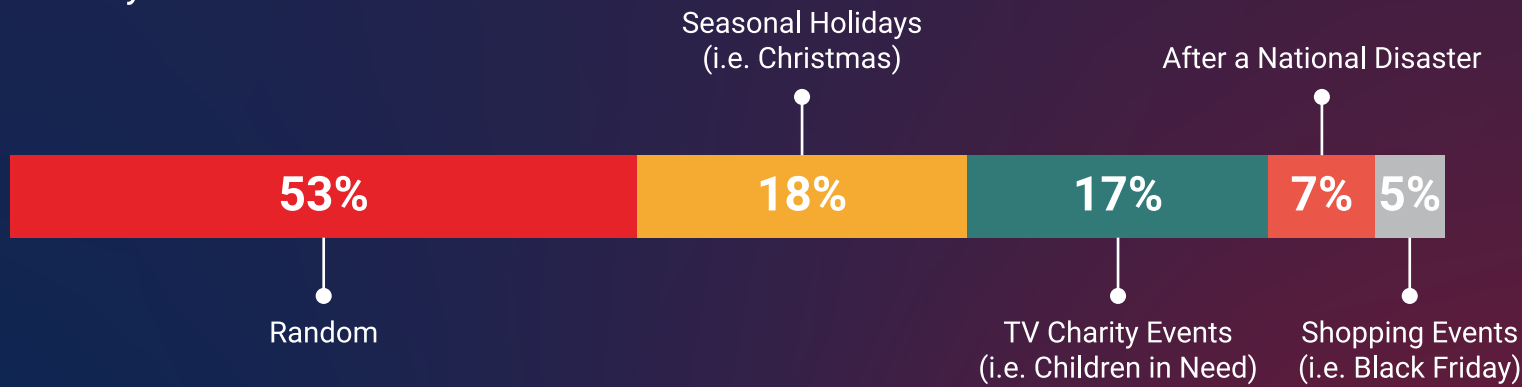
28%

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?



When are you most likely to make a charity donation?



53%

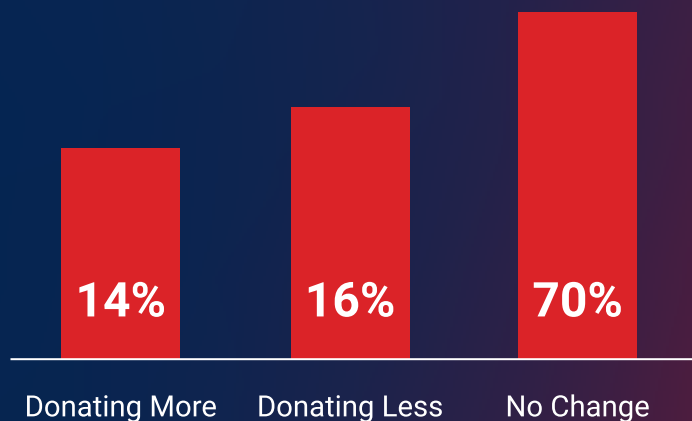
of consumers are most likely to make a charity donation at **Random** throughout the year.

**TV Charity Events** are the most likely time for 17% of consumers to make a donation.

18%

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

How have your donation habits changed during the pandemic?



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.