

Release Date: 5th June 2008



Local Opinion
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PRESS RELEASE:

Charity begins in Kent

92% of Kent residents give money to charity. 45% give on a regular basis, whilst 47% give “sometimes”. Nearly one in ten (8%) don’t give to charity, with men (10%) slightly more likely not to give than women, (7%).

Age seems to be a key driver of “charity giving” just 24% of those aged 16-24 giving regularly, compared to 56% of those aged 65-74. 16% of those aged 16-24 stated that they do not give to charity.

Medical research and health charities top the list of organisations that Kent people give to charity, with 58% giving to these worthy causes. This was closely followed by children’s charities with 49% giving to these causes.

Position	Charities currently supported	%
1	Medical research/health charities	58%
2	Children’s Charities	49%
3	Animal charities	31%
4	Overseas Aid Charities	19%
5	Environmental charities	14%
6	Other	16%

Base: all those giving to charity (822 respondents)

For the majority (94%) personal choice is what encourages people to give money. 5% are influenced by street recruitment and advertising on TV, and 3% stated that they were influenced by direct mail.

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Notes to editors:

Local Opinion is a independent online panel of 2,000 Kent residents who have been recruited to offer their opinions on a variety of topical issues. Local Opinion is run by Lake Market Research, a division of Lake Communications Limited. Local Opinion complies with the Market Research Society's Code of Conduct.

Please include the sample size when reporting results. Respondents are free to withdraw from the Local Opinion Panel at any time.

Fieldwork was undertaken between 18th April and 9th May 2008.

Base: A total of 902 Panel members took part in the survey using online, telephone and post.

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