

CHARITABLE GIVING IN 2023

AN ONLINE SURVEY IN
JERSEY, GUERNSEY AND THE
ISLE OF MAN



Island Global Research

CONTENTS

This report presents findings from an online survey of residents in Jersey, Guernsey and the Isle of Man undertaken in December 2023 about the support people gave to charity in the last year.

Background and Approach	3
Profile of Survey Respondents	4
Definitions of Charity Type	5
Results from Jersey	6-12
Results from Guernsey	13-19
Results from the Isle of Man	20-26

About Island Global Research

Island Global Research is a market research and consultancy company with experience in both quantitative and qualitative research methods. We regularly conduct market research for clients in the Crown Dependencies.

From time to time, we also undertake our own research that we hope will be of interest to people living in Jersey, Guernsey and the Isle of Man. This is one of our surveys and is an opportunity for us to give back to the Island Communities who participate in our market research.

We hope that you find the results interesting and that they are useful for islanders who support and work with charitable organisations.

We are very grateful to everyone who completes our surveys. If you would like to participate in our surveys or hear more from us, please go to our website to find out more: www.islandglobalresearch.com.

Island Global Research is part of the BWCI Group.




BACKGROUND AND APPROACH

Island Global Research conducted a survey on giving to charity . Questions included whether people had given money, time or goods during 2023, what their preferences were over different charities and how charities can communicate to people.

The survey was conducted online across Jersey, Guernsey and the Isle of Man. Responses were collected between 18th to 29th December 2023. We invited our market research panel in the islands to participate in the survey. We also promoted the survey using social media. Results are presented for each island separately. Most of the questions can be benchmarked with results from 2020, where similar questions were asked.

We acknowledge that the survey could appeal more to those who already give to charity, resulting in some selection bias, that can be difficult to correct for. However, the results include responses from many people who gave less than £100 to charity, which suggests we have responses from across the resident populations. The survey results in the report are unweighted and all percentages are of respondents unless noted otherwise.

It should also be noted that no voucher incentive was offered to people to fill in the survey.

2023 survey was completed by 1,903 residents across the Crown Dependencies			
	Jersey	Guernsey	Isle of Man
			
2023	562	713	628
2020	517	561	497

PROFILE OF SURVEY RESPONDENTS

The table shows the sample of profile of respondents who completed the survey on charitable giving in 2023 and 2020. The survey was completed by a slightly older demographic in 2023 but is otherwise similar.

	Jersey		Guernsey		Isle Of Man	
	2023	2020	2023	2020	2023	2020
By age group						
Under 40 years	9%	11%	7%	13%	5%	10%
40 to 64 years	51%	53%	56%	57%	49%	55%
65 years and over	40%	35%	37%	30%	46%	35%
By gender						
Female	72%	73%	71%	71%	64%	65%
Male	26%	26%	29%	29%	35%	33%
Prefer to self-describe	<1%	<1%	<1%	<1%	<1%	<1%
Prefer not to say	1%	1%	<1%	1%	1%	1%
Annual household income						
£20,000 or less	11%	12%	9%	10%	15%	17%
£20,001-£40,000	21%	23%	20%	20%	28%	28%
£40,001-£60,000	15%	17%	14%	18%	19%	19%
£60,001-£80,000	15%	12%	11%	11%	11%	12%
£80,001-£100,000	8%	8%	11%	10%	7%	9%
£100,001-£150,000	9%	7%	10%	7%	6%	5%
Over £150,000	5%	4%	7%	5%	2%	3%
Prefer not to say	15%	17%	17%	19%	13%	9%

DEFINITIONS OF CHARITY TYPE

Respondents were provided the following definitions when asked **which types of charities they had supported**. There are a wide range of different types of charitable organisations and the question focused on ten different types, though we recognise that an individual charity could fall under more than one type.



Environmental

e.g. environmental conservation and protection/no for-profit national parks, gardens and nature centres



Arts, Culture or Sport

e.g. not-for-profit museums & galleries/historical sites/cultural, sporting & performing arts societies



Children's Services

e.g. education charities/parent-teacher association (school PTA's)/children's and family services/youth development, shelter or crisis/child sponsorship



International

e.g. development and relief/ International peace & security/ humanitarian and disaster relief/ human rights



Health/Medical

(physical or mental health)
e.g. charities which support or provide medical research/medical or health services & treatment/ patient or family support



Other Community Services

not specifically children, elderly or health related
e.g. charities which support or provide (emergency) services such as lifeboats/food banks/homeless services/veteran support/ neighbourhood development and other community services
(before 2019 also included services for the elderly)



Animal

e.g. wildlife conservation/pet and animal welfare/animal sponsorship



Religious

e.g. charities which support or provide religious activities or media



Services for the Elderly

(added in 2019)
e.g. charities which provide care and support

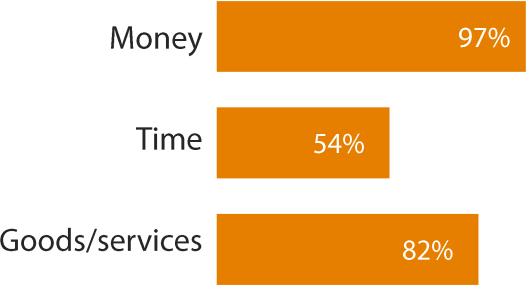


Research & Public Policy

e.g. non-medical science & technology research/social and public policy research

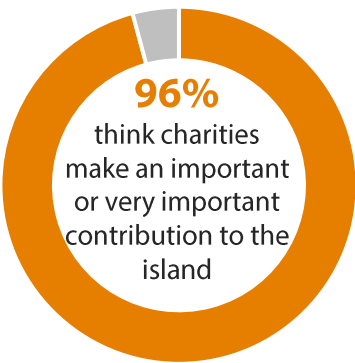
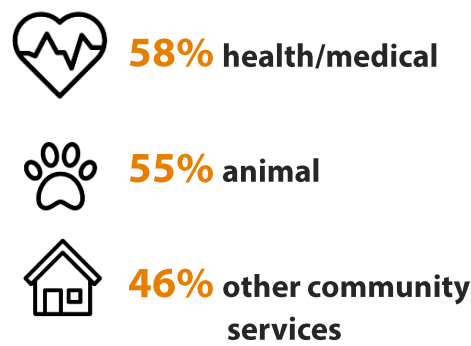
RESULTS FROM JERSEY

98% of Jersey respondents gave money, time, goods and/or services to charity in 2023



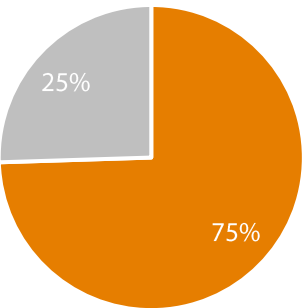
37% gave time at least once a month

Top 3 charitable causes supported:

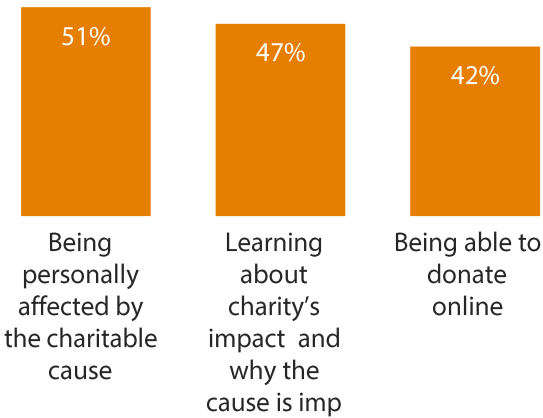


31% have directly benefited by the work of charity or know somebody who has

75% prefer giving to local charities compared to UK / International



Factors that encourage giving:



94% would like charities to communicate about the work they do, via top three channels:



TYPES OF CHARITIES SUPPORTED IN 2023

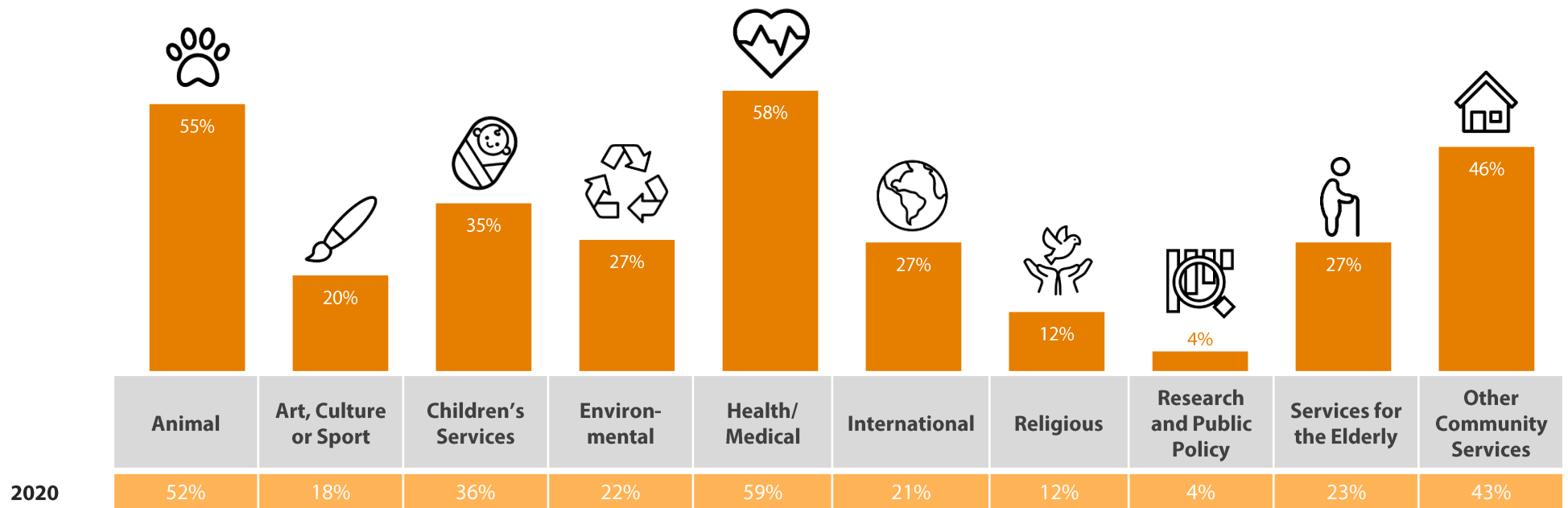
Respondents were asked: “During 2023, which of the following types of charities did you support?” They could select more than one type, and the support could be through giving money, time, goods, and/or services.

In Jersey, more than half of the respondents said they supported health/medical and animal charities in 2023. 46% said they supported charities with other community services and more than a third said they supported charities with children’s services.

Females were more likely to support charities with animal, children’s and community services compared to males.

Other types of charities supported were those for learning disabilities, educational, RBL and other local charities.

Types of Charities Supported in 2023
% of those who gave money, time, goods/services to charity



AMOUNT OF MONEY GIVEN TO CHARITY

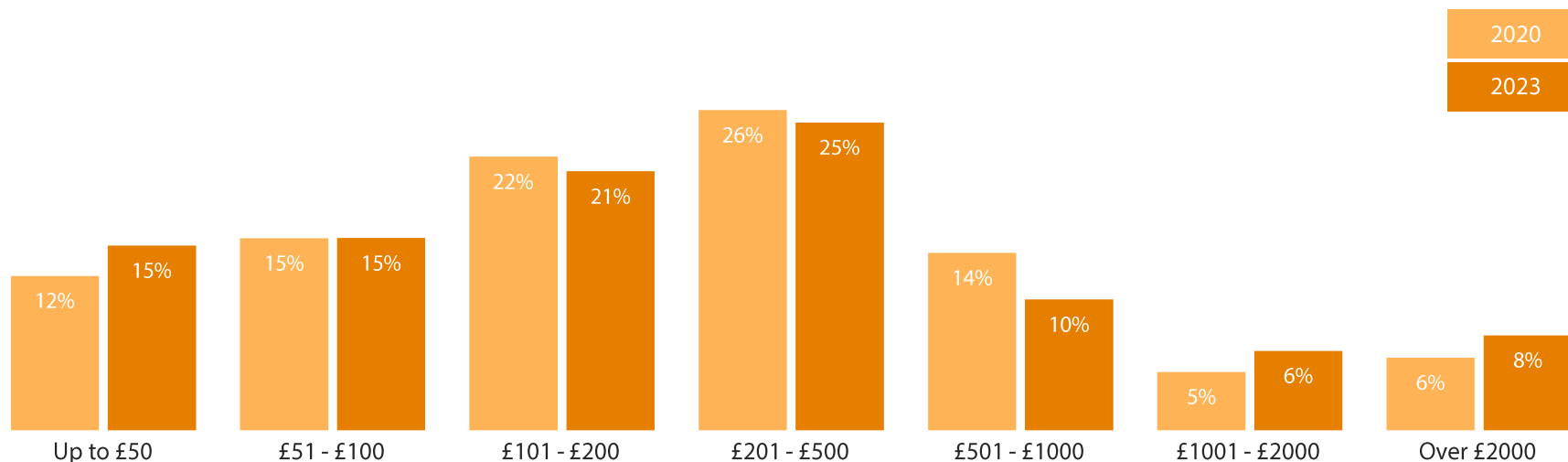
Respondents who gave money to charity last year were asked: "Overall, how much money did you donate to charity during 2023?"

The graph below shows the distribution of the amount of money donated by respondents in 2023 compared to 2020.

- 30% of the respondents said they donated up to £100 in 2023. More than half of the respondents aged under 40 said they donated up to £100 to charities in 2023.
- 45% said they donated between £100 to £500.
- About a quarter of respondents from Jersey reported donating more than £500 to charities in 2023, with 8% donating over £2000. This suggests a slight increase in donations of higher amounts to charity when compared to 2020. Around 25% of respondents aged 40 years and above said they donated more than £500 in the last year.

31% of respondents who said they had given £500 or more to charities also gave time in 2023.

Monetary donations in 2023 vs 2020
% of those who gave money



HOW DID PEOPLE GIVE MONEY?

Respondents who gave money to charity last year were asked: “How did you give money to charity during 2023?” Respondents could select all the methods applied.

The graph below shows different ways in which people gave to charity in 2023. Ad-hoc and one-off donations was the most frequently selected by more than two-thirds of the respondents. This was followed by 58% and 55% who said they buy from or donate money to charity shops and donate online.

41% respondents made a regular donation last year by direct debit to charity. When compared to 2020, donation to charity by attending fundraising events in person increased to 37% (23% in 2020) while donation via online fundraising events dropped to 5% when compared to 17% in 2020.

	2020	2023
Ad-hoc/one-off individual donation(s)	70%	67%
Buy from or donate money to charity shops	55%	58%
Donated online (e.g. via social media, charity websites, etc)	57%	55%
Regular direct debit or similar direct to charity	43%	41%
By attending or participating in fundraising event(s) in person	23%	37%
Sponsored an activity for charity	19%	24%
By attending or participating in virtual or online fundraising event(s)	17%	5%
Through a workplace giving scheme	8%	4%
Other	5%	6%

HOW MUCH TIME DID PEOPLE GIVE?

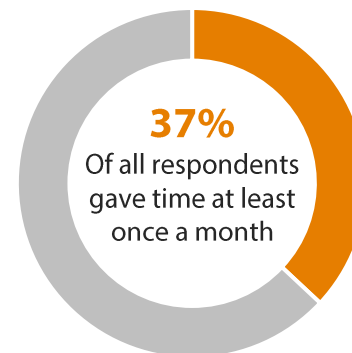
Respondents were then asked, “In general, how frequently did you give your time to charity?”

Of all respondents, 37% gave time at least once a month in 2023 (i.e. 17% gave time but less often and the remainder did not donate their time).

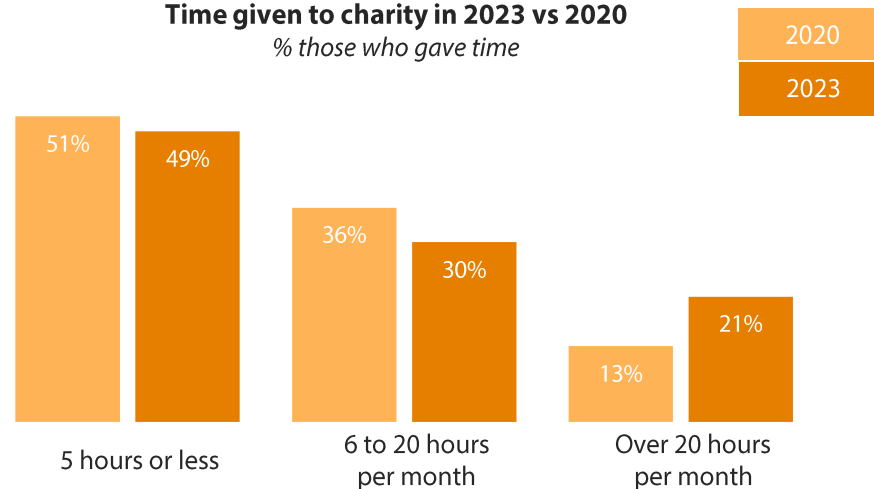
Those who donated their time were also asked to estimate how many hours they had given to charity in the last year.

- In 2023, around half of respondents who gave time said they gave 5 hours or less per month to charities.
- 30% said they gave between 6 to 20 hours per month
- While 21% gave over 20 hours per month to charities in the last year (up on 13% in 2020).

Respondents aged 65 years and above were more likely to give over 20 hours or more per month to charities compared to the younger age groups (28% 65+, 17% 40-64 and 19% under 40).



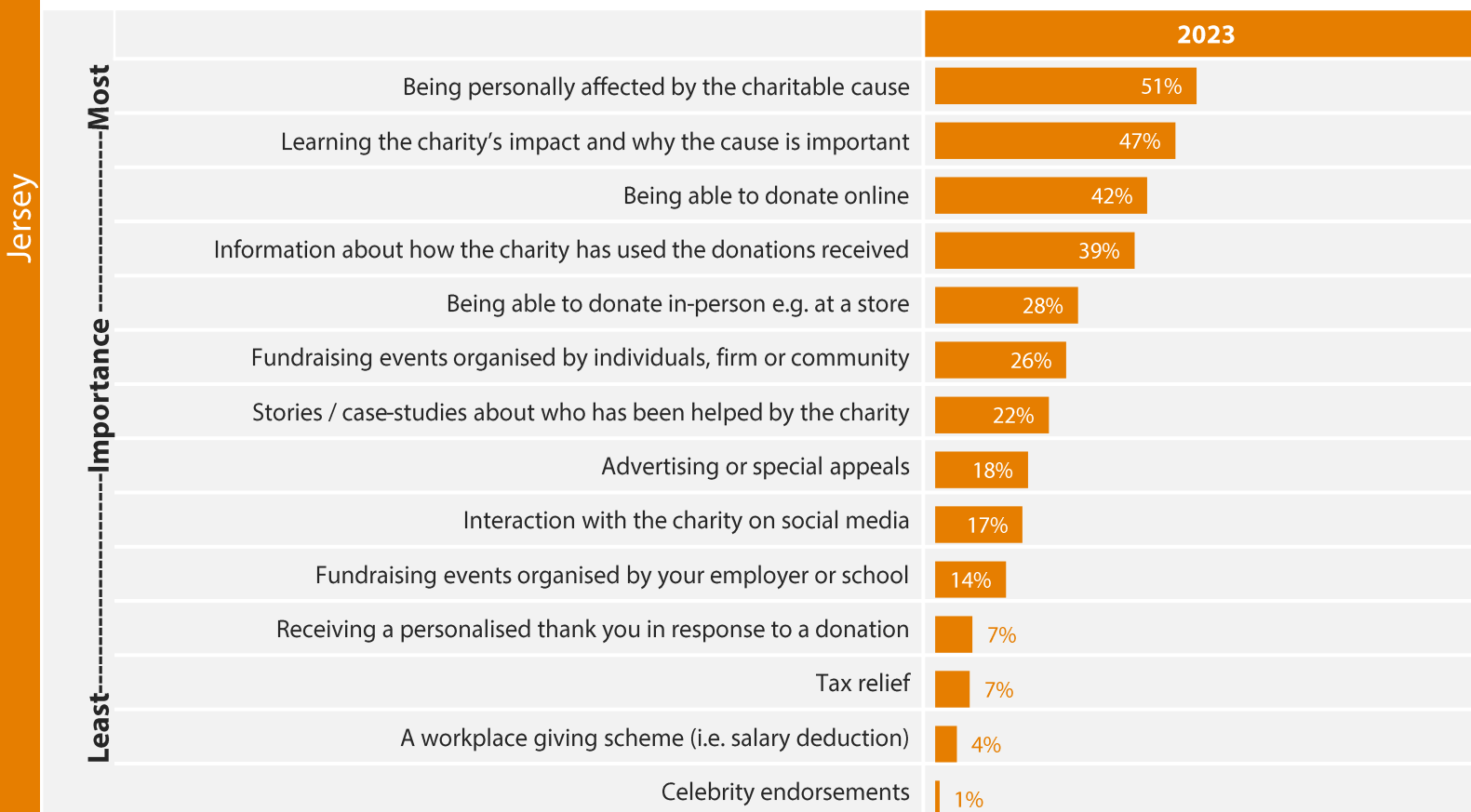
Time given to charity in 2023 vs 2020
% those who gave time



FACTORS THAT ENCOURAGE CHARITABLE GIVING

Respondents were asked to select which factors encouraged them to give to a charity for which they support the cause.

The latest survey suggests, being personally affected by the charitable cause is the key motivation to give to charity. Followed by learning the charity's impact, being able to donate online and information on how the donations are used are also encouraging factors. Younger respondents said they are encouraged to give if they can donate online (52% aged under 40 vs 44% aged 40-64 and 37% aged 65+), via fundraising event organised by employer (28% aged under 40 vs 17% aged 40-64 and 7% aged 65+) and via workplace scheme (14% aged under 40 vs 5% aged 40-64 and 1% aged 65+).



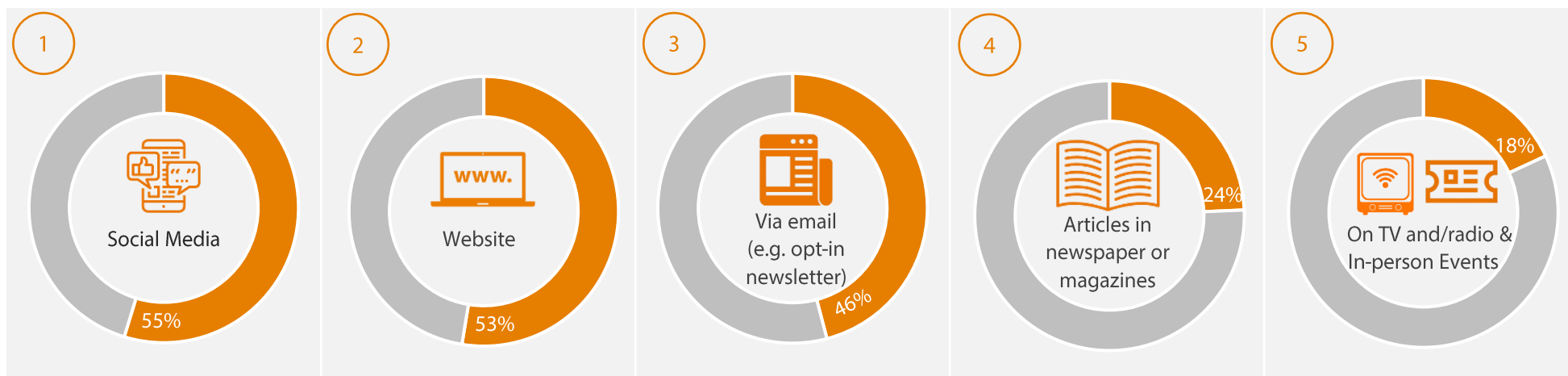
PREFERENCES FOR COMMUNICATION

Respondents were asked: “ How would you like charities to communicate to you about the work they do?”

94% of the respondents said they would like charities to communicate to them about the work they do. Below are the top five communication channels respondents have selected for charities to share their work.

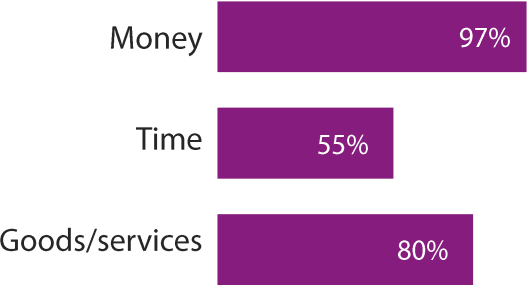
- More than half of the Jersey respondents would like charities to communicate via social media and their website. Social media was mainly selected by young respondents with 80% of those aged under 40 compared to 60% aged 40-64 and 43% of those aged 65 years and above.
- 46% said they would prefer via email or a newsletter. This was mainly selected by older respondents (50% those aged 65+ vs 46% aged 40-64 and 30% of those aged under 40).
- Less than a quarter suggested using newspaper, magazine or in-person events to communicate about their work.

The top three selected by respondents who had given their time to charity in 2023 are via social media, website and via email.



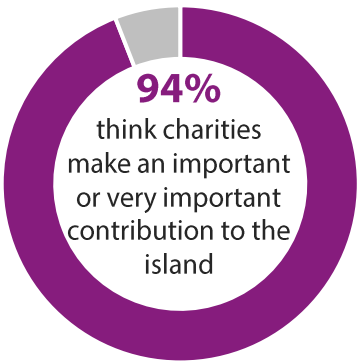
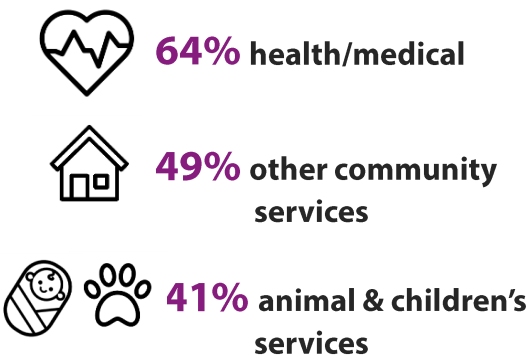
RESULTS FROM GUERNSEY

98% of respondents in Guernsey gave money, time, goods and/or services to charity in 2023



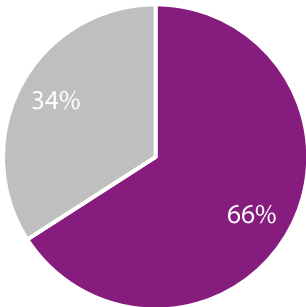
38% gave time at least once a month

Top 3 charitable causes supported:

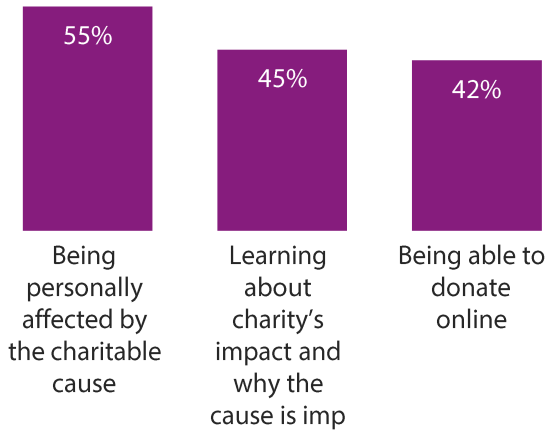


26% have directly benefited by the work of charity or know somebody who has

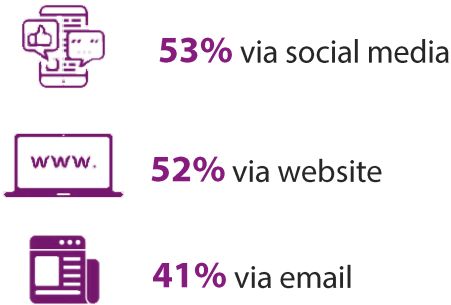
66% prefer giving to local charities compared to UK / International



Factors that encourage giving:



95% would like charities to communicate about the work they do, via top three channels:



TYPES OF CHARITIES SUPPORTED IN 2023

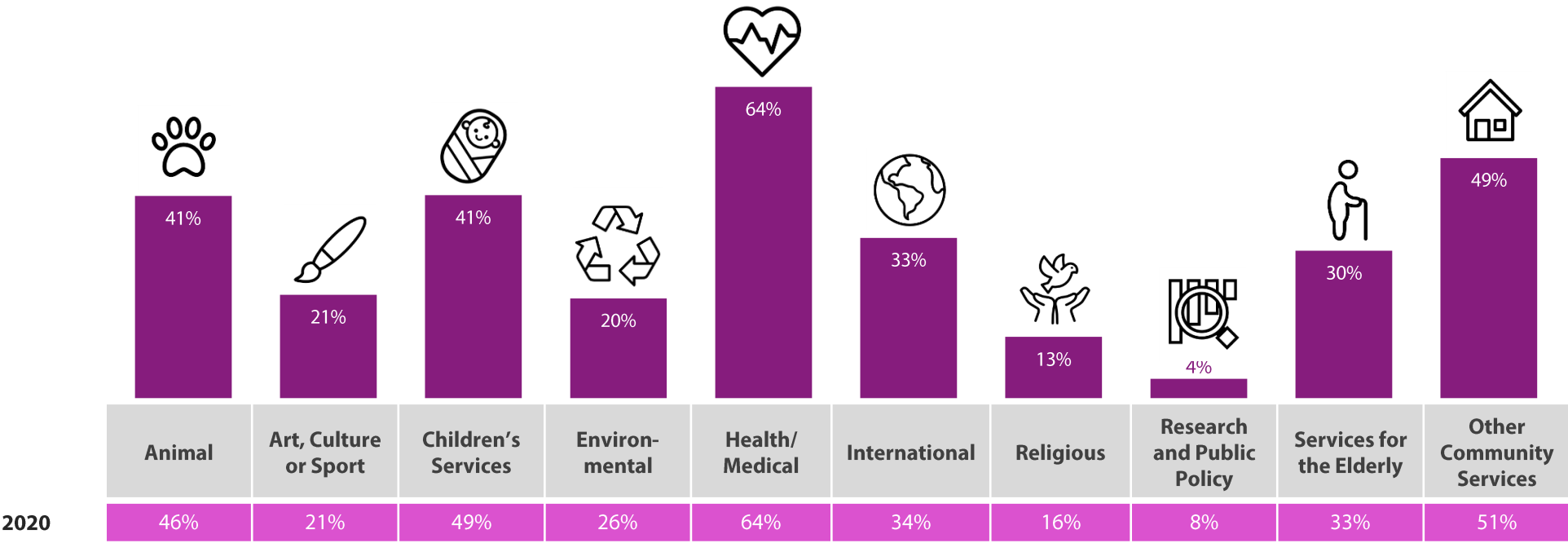
Respondents were asked: “During 2023, which of the following types of charities did you support?” They could select more than one type, and the support could be through giving money, time, goods, and/or services.

In Guernsey, around two-thirds of the respondents said they supported health/medical charities in 2023, followed by 49% who supported other community services. 41% said they supported charities with animal and children’s services.

Females were more likely to support charities with animal, children’s and other community services compared to males.

Other types of charities supported were those for learning disabilities, hospice, lifeboat, military, sports and women’s charities.

Types of Charities Supported in 2023
% of those who gave money, time, goods/services to charity in the last year



AMOUNT OF MONEY GIVEN TO CHARITY

Respondents who gave money to charity last year were asked: “Overall, how much money did you donate to charity during 2023?”

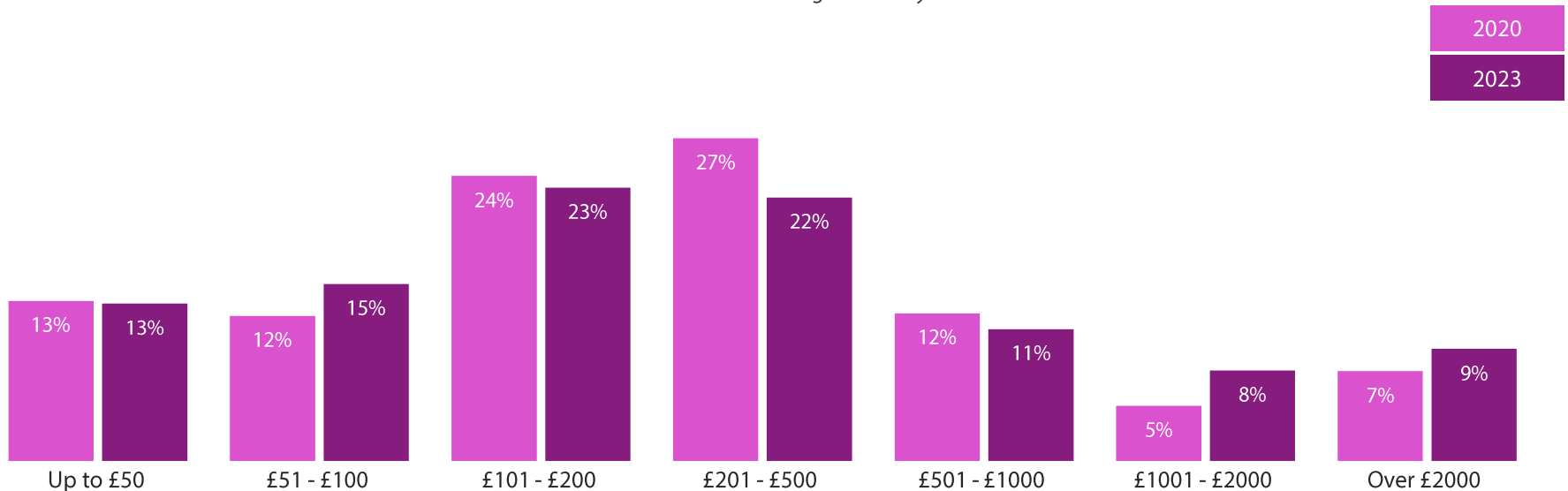
The graph below shows the distribution of the amount of money donated by respondents in 2023 compared to 2020.

- 28% of the respondents said they donated up to £100 in 2023. More than half of the respondents aged under 40 said they donated up to £100 to charities in 2023.
- 45% of respondents said they donated between £100 to £500.
- 28% of respondents from Guernsey reported donating more than £500 to charities in 2023, with 8% donating between £1000 to £2000 and 9% donating over £2000. This suggests a slight increase in donations of higher amounts when compared to 2020. 30% of those aged 65+ said they donated more than £500 in the last year.

37% of respondents who said they had given £500 or more to charities also gave time in 2023.

Monetary donations in 2023 vs 2020

% of those who gave money

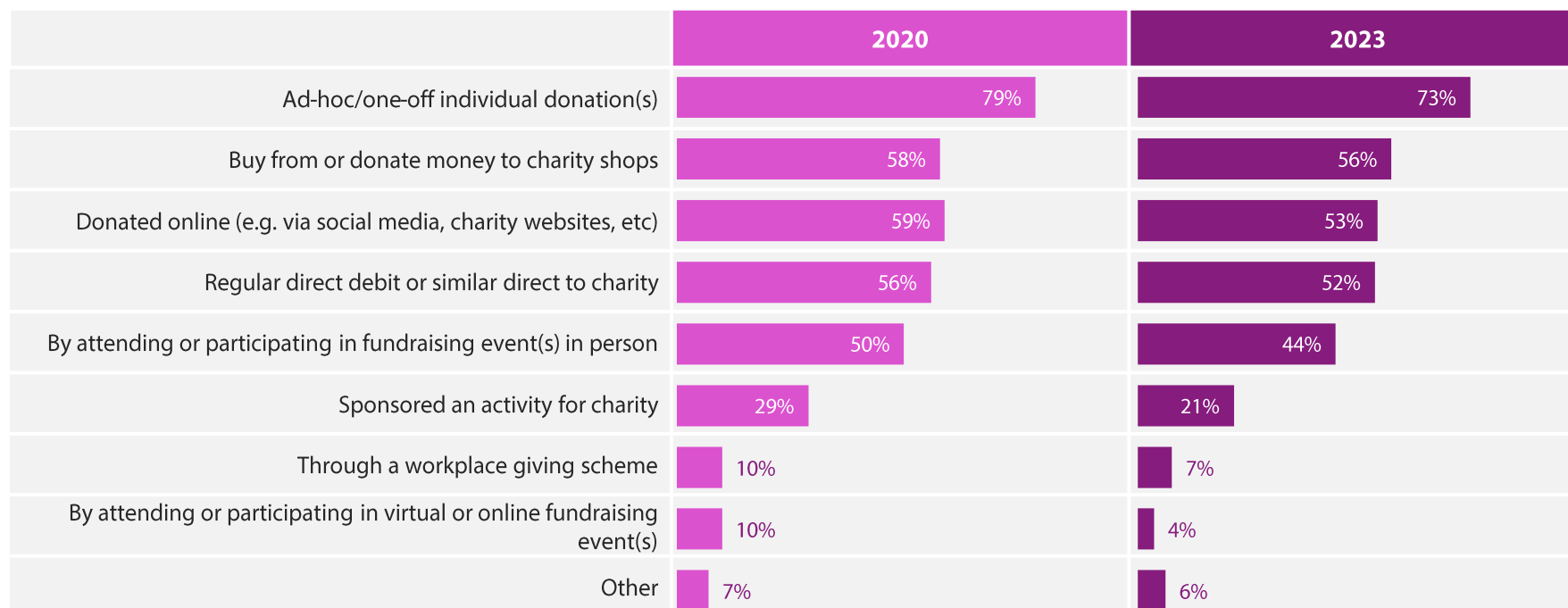


HOW DID PEOPLE GIVE MONEY?

Respondents who gave money to charity last year were asked: “How did you give money to charity during 2023?” Respondents could select all the methods applied.

The graph below shows different ways in which people gave to charity in 2023. Ad-hoc and one-off donations was the most frequently selected by 73% of the respondents. This was followed by more than half of the respondents saying they buy from or donate money to charity shops 56% and they donate online 53%.

52% respondents made a regular donation last year by direct debit to charity. When compared to 2020, donation to charity by attending fundraising events in person and via online dropped to 44% and 4%, respectively.



HOW MUCH TIME DID PEOPLE GIVE?

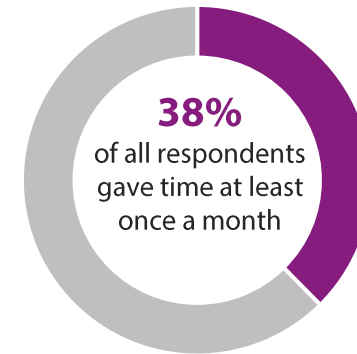
Respondents were then asked, “In general, how frequently did you give your time to charity?”

38% of all respondents gave time at least once a month in 2023 (i.e. 17% gave time but less often and the remainder did not donate their time).

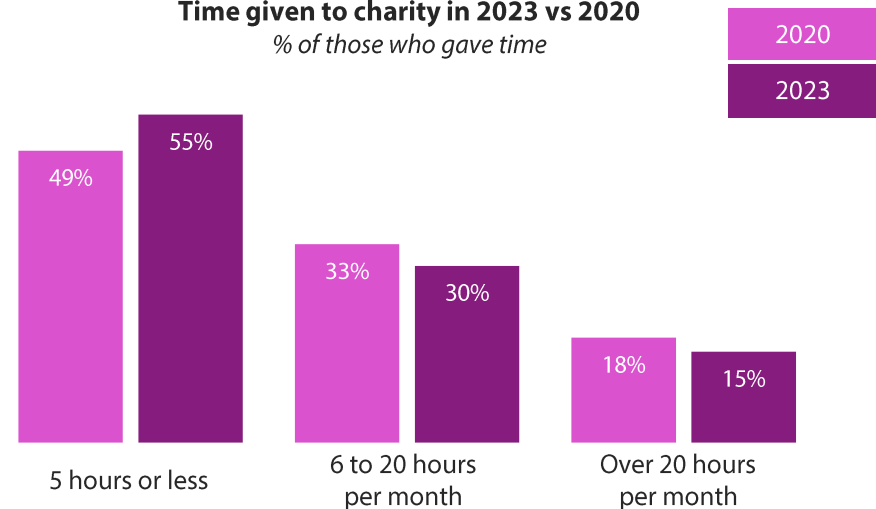
Those who donated their time were also asked to estimate how many hours they had given to charity in the last year.

- In 2023, more than half of the respondents gave 5 hours or less per month to charities.
- 30% said they gave between 6 to 20 hours per month
- While 15% said they gave over 20 hours per month to charities in the last year which is slightly less compared to 18% in 2020.

Respondents aged 65 years and above were more likely to give over 20 hours or more per month to charities compared to the younger age groups (22% 65+, 12% 40-64 and 4% under 40).



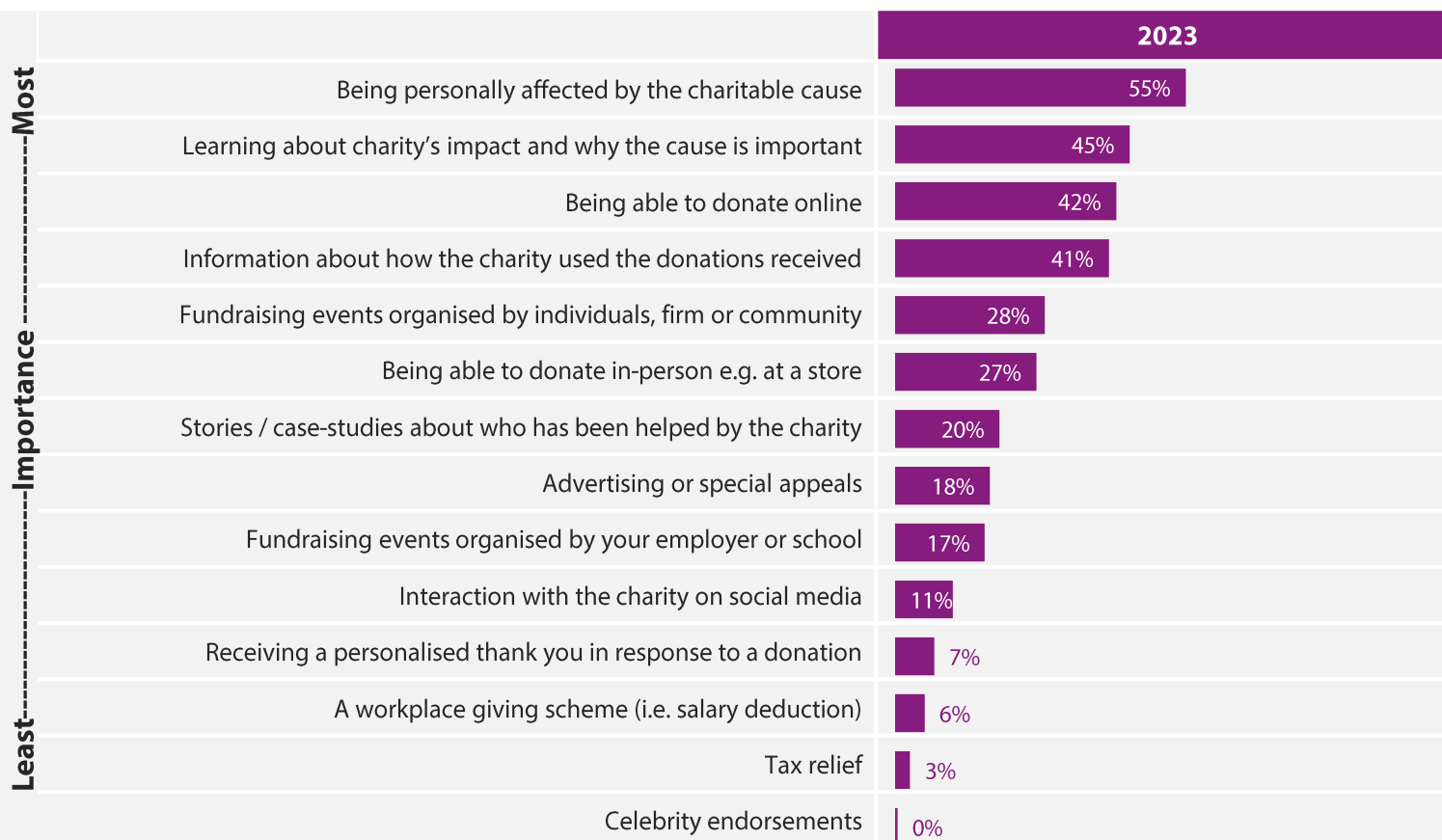
Time given to charity in 2023 vs 2020
% of those who gave time



FACTORS THAT ENCOURAGE CHARITABLE GIVING

Respondents were asked to select which factors encouraged them to give to a charity for which they support the cause.

The latest survey suggests, being personally affected by the charitable cause is the key motivation to give to charity. Followed by learning the charity's impact, being able to donate online and information on how the donations are used are also encouraging factors. Younger people are encouraged to give if they are personally affected (78% aged under 40 vs 56% aged 40-64 and 50% aged 65+), can donate online (53% under 40 vs 43% aged 40-64 and 38% aged 65+) and via fundraising event organised by employer (39% under 40 vs 22% aged 40-64 and 6% aged 65+).



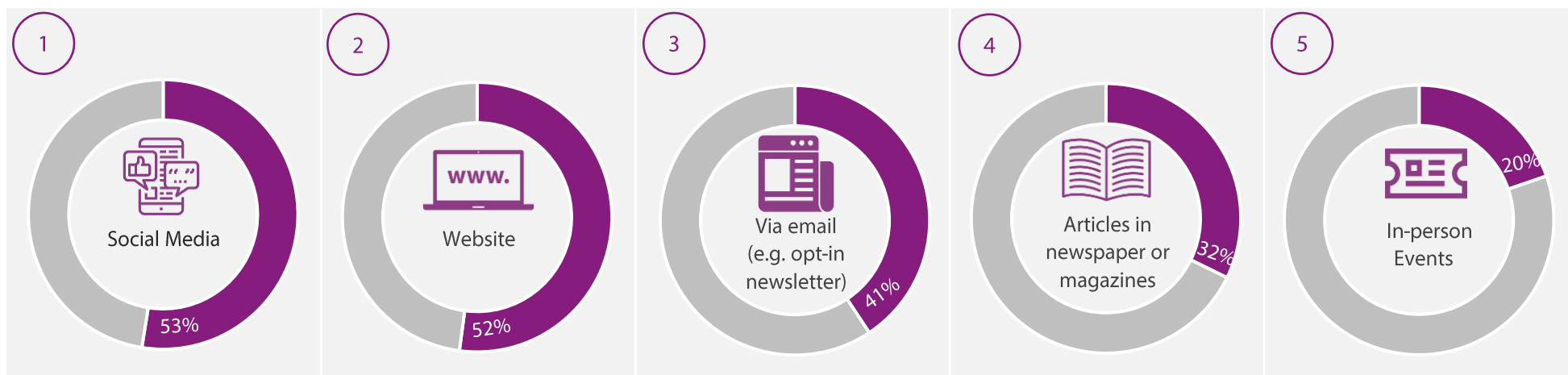
PREFERENCES FOR COMMUNICATION

Respondents were asked: “How would you like charities to communicate to you about the work they do?”

95% of the respondents said they would like charities to communicate to them about the work they do. Below are the top five communication channels respondents have selected for charities to share their work.

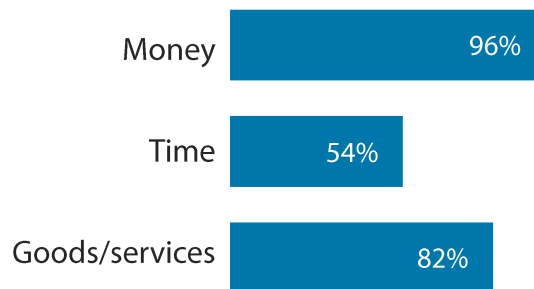
- More than half of the respondents would like charities to communicate via social media and their website. Social media was mainly selected by young residents with 72% of those aged under 40 compared to 62% aged 40-64 and 35% of those aged 65 years and above.
- 41% of respondents said they would prefer via email or a newsletter. This was mainly selected by older respondents (42% those aged 65+ and 40% aged 40-64 vs 34% of those aged under 40).
- About a third said articles in newspaper or magazine, mainly selected by older respondents. 20% suggested using in-person events to communicate about their work mainly selected by younger respondents.

The top three preference selected by respondents who had given their time to charity in 2023 are via social media, website and via email.



RESULTS FROM THE ISLE OF MAN

98% of respondents in the Isle of Man gave money, time, goods and/or services to charity in 2023



37% of respondents gave time at least once a month

Top 3 charitable causes supported:



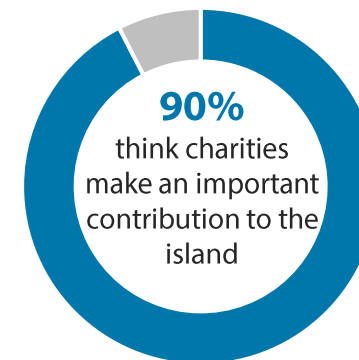
61% health/medical



47% other community services

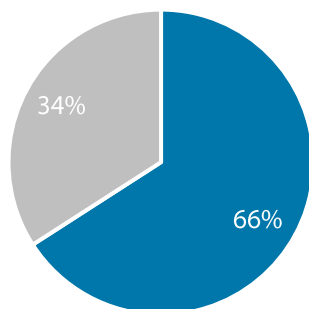


45% animal



26% have directly benefited by the work of charity or know somebody who has

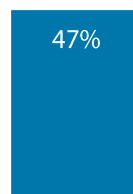
66% prefer giving to local charities compared to UK / International



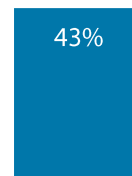
Factors that encourage giving:



Being personally affected by the charitable cause



Learning about charity's impact and why the cause is imp



Information on how the charity has used the donations

92% would like charities to communicate about the work they do, via top three channels:



49% via website



48% via social media



41% via email

TYPES OF CHARITIES SUPPORTED IN 2023

Respondents were asked: “During 2023, which of the following types of charities did you support?” They could select more than one type, and the support could be through giving money, time, goods, and/or services.

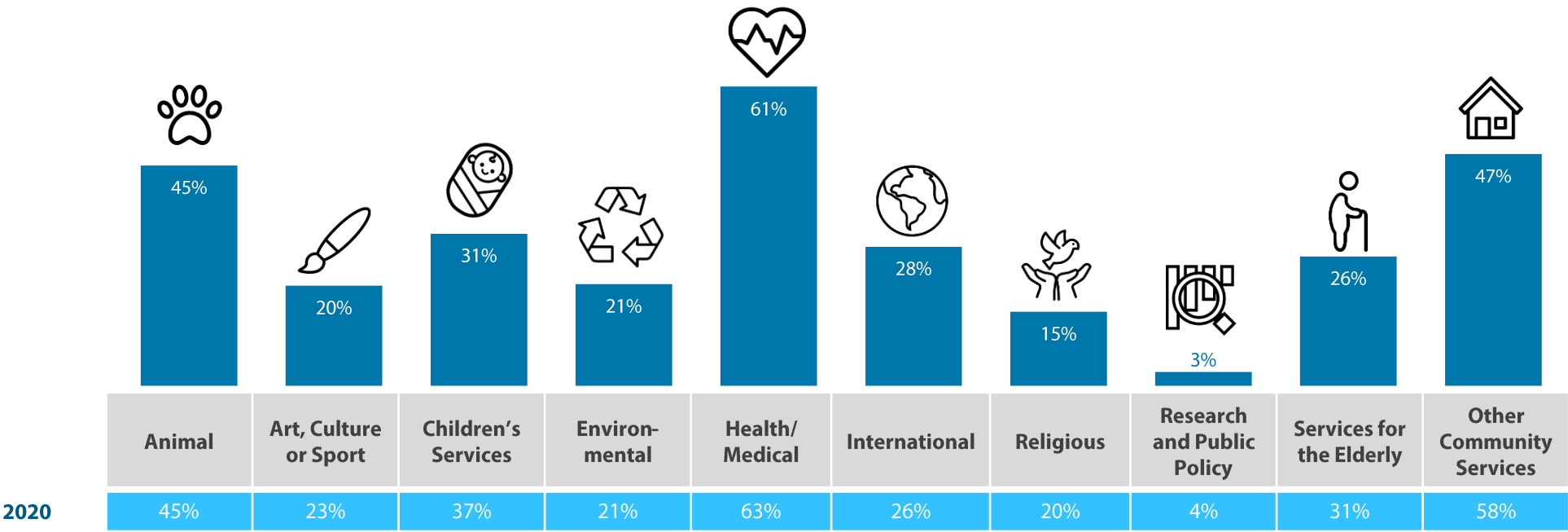
In the Isle of Man, 61% of the respondents said they supported health/medical charities in 2023, followed by 47% who supported other community services. 45% said they supported animal charities and just under a third said they supported charities with children’s services.

Females were more likely to support health/medical, animal and children’s services compared to males.

Other types of charities supported were those for heritage railways, hospice, charities for the blind, RBL, RNLI, sports charities.

Isle of Man

Types of Charities Supported in 2023
% of those who gave money, time, goods/services to charity in the last year



AMOUNT OF MONEY GIVEN TO CHARITY

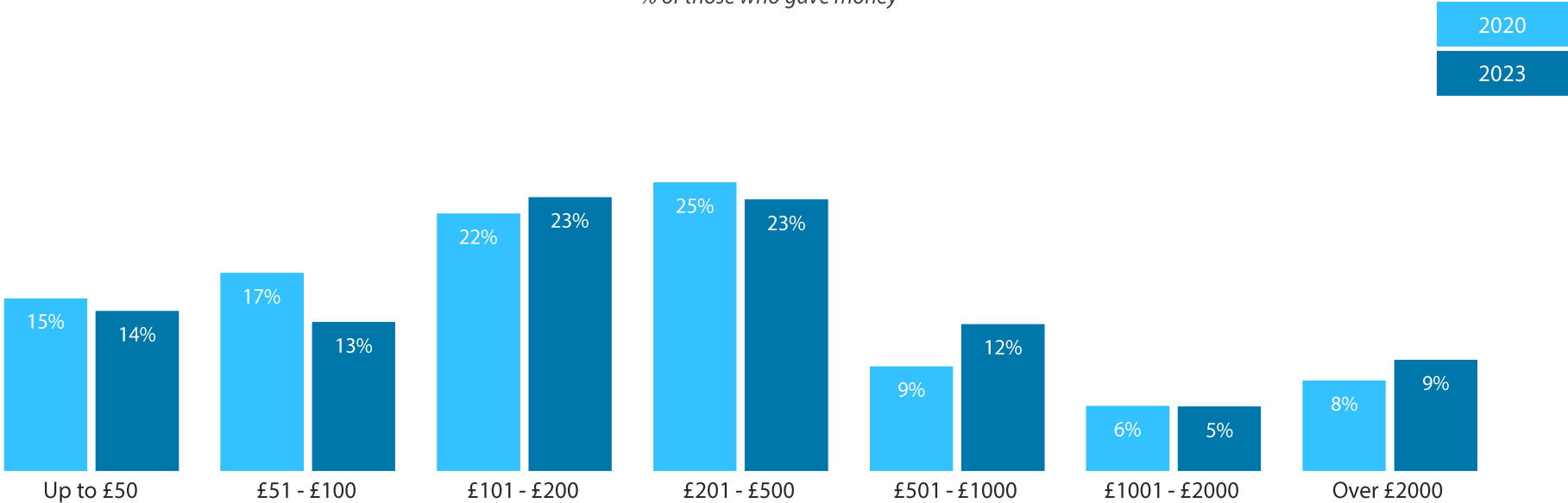
Respondents who gave money to charity last year were asked: “Overall, how much money did you donate to charity during 2023?”

The graph below shows the distribution of the amount of money donated by respondents in 2023 compared to 2020.

- 26% of the respondents said they donated up to £100 in 2023. 46% of the respondents aged under 40 said they donated up to £100 to charities in 2023.
- 46% of respondents said they donated between £100 to £500.
- 27% of respondents reported donating more than £500 to charities in 2023 (22% in 2020). This suggests a slight increase in donations of higher amounts when compared to 2020. Just under a third of those aged 65+ said they donated more than £500 in the last year.

39% of respondents who said they had given £500 or more to charities also gave time in 2023.

Monetary donations in 2023 vs 2020
% of those who gave money



HOW DID PEOPLE GIVE MONEY?

Respondents who gave money to charity last year were asked: “How did you give money to charity during 2023?” Respondents could select all the methods applied.

The graph below shows different ways in which people gave to charity in 2023. Ad-hoc and one-off donations was the most frequently selected by 74% of the respondents. This was followed by more than half of the respondents saying they buy from or donate money to charity shops 58% and they donate online 53%. 47% respondents made a regular donation last year by direct debit to charity. When compared to 2020, donation to charity by attending fundraising events in person and via online dropped to 42% and 4%, respectively.

	2020	2023
Ad-hoc/one-off individual donation(s)	80%	74%
Buy from or donate money to charity shops	58%	58%
Donated online (e.g. via social media, charity websites, etc)	54%	53%
Regular direct debit or similar direct to charity	50%	47%
By attending or participating in fundraising event(s) in person	48%	42%
Sponsored an activity for charity	25%	20%
Through a workplace giving scheme	7%	5%
By attending or participating in virtual or online fundraising event(s)	12%	4%
Other	7%	7%

HOW MUCH TIME DID PEOPLE GIVE?

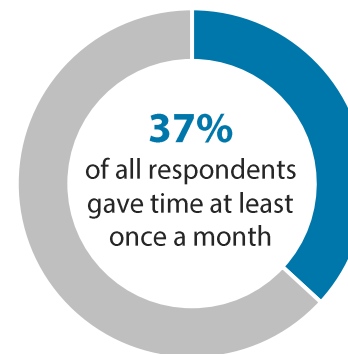
Respondents were then asked, “In general, how frequently did you give your time to charity?”

37% of all respondents gave time at least once a month in 2023 (i.e. 17% gave time but less often and the remainder did not donate their time).

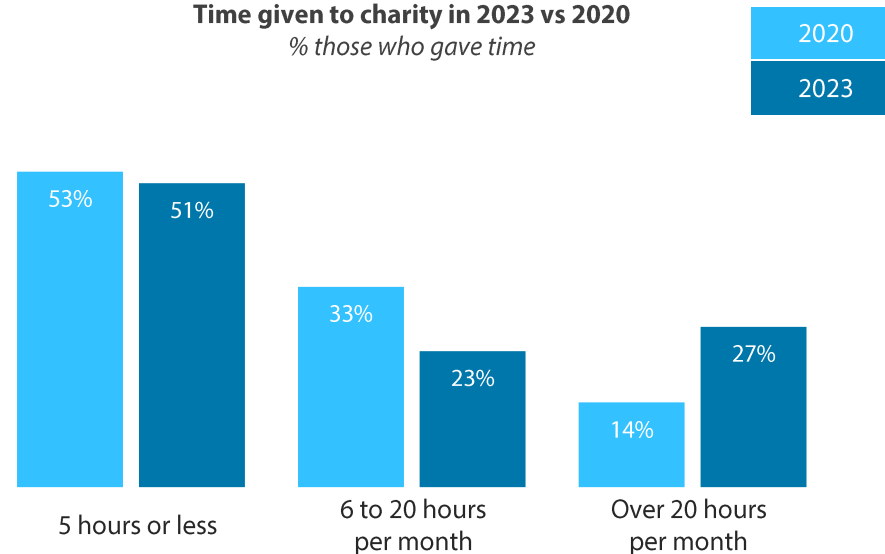
Those who donated their time were also asked to estimate how many hours they had given to charity in the last year.

- In 2023, more than half of the respondents gave 5 hours or less per month to charities.
- 23% said they gave between 6 to 20 hours per month
- While more than a quarter of respondents said they gave over 20 hours per month to charities in the last year which is more compared to 14% in 2020.

Respondents aged 40 and above were more likely to give over 20 hours or more per month to charities compared to the younger age groups (28% 65+, 27% 40-64 and 9% under 40).



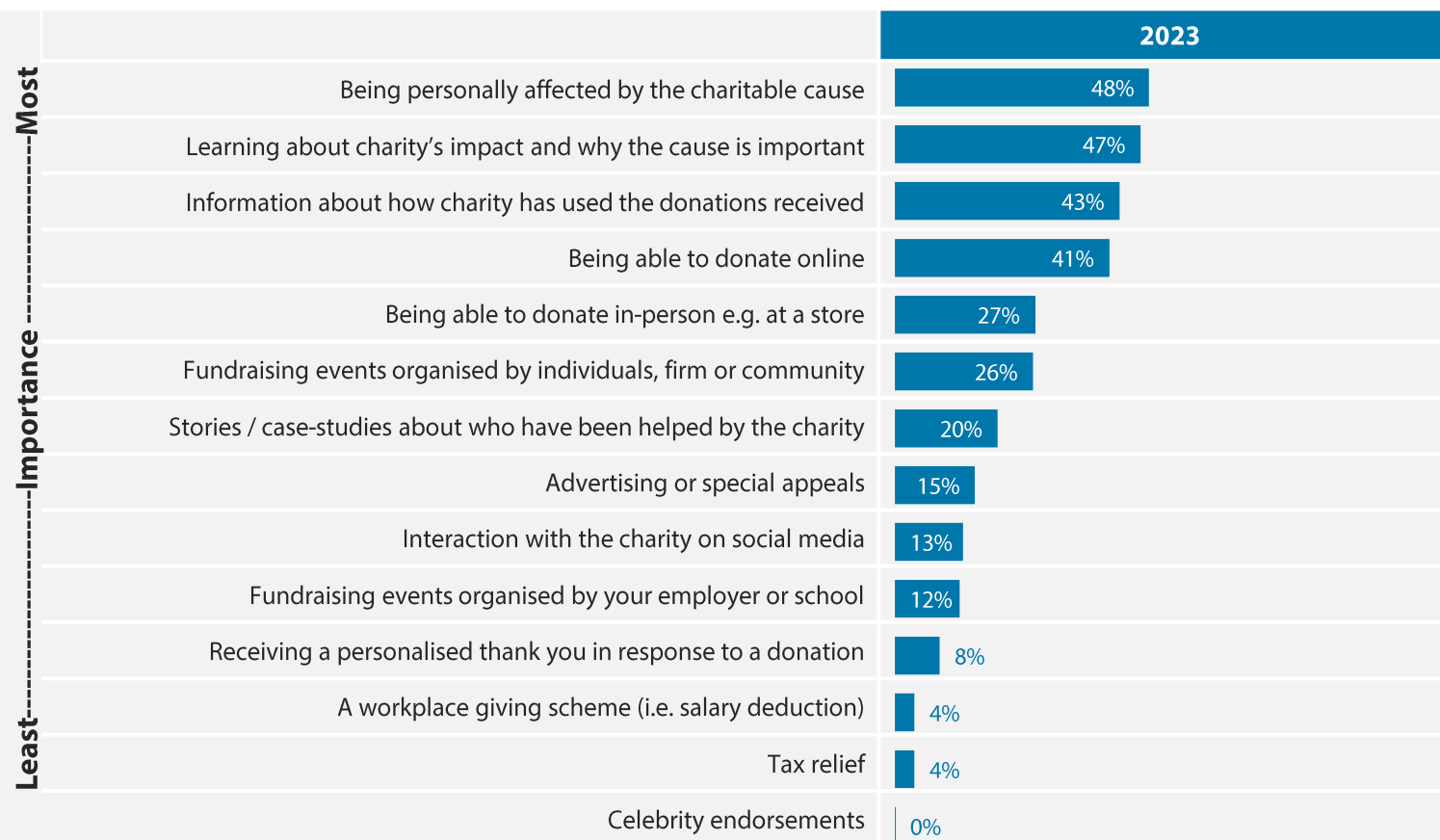
Time given to charity in 2023 vs 2020
% those who gave time



FACTORS THAT ENCOURAGE CHARITABLE GIVING

Respondents were asked to select which factors encouraged them to give to a charity for which they support the cause.

The latest survey suggests, being personally affected by the charitable cause is the key motivation to give to charity. Followed by learning about the charity's impact, information on how the donations are used and being able to donate online are also encouraging factors. Younger people are encouraged to give if they can donate online (52% aged under 40 vs 44% aged 40-64 and 36% aged 65+), via fundraising event organised by employer (35% aged under 40 vs 18% aged 40-64 and 4% aged 65+) and via workplace scheme (16% aged under 40 vs 5% aged 40-64 and 1% aged 65+).



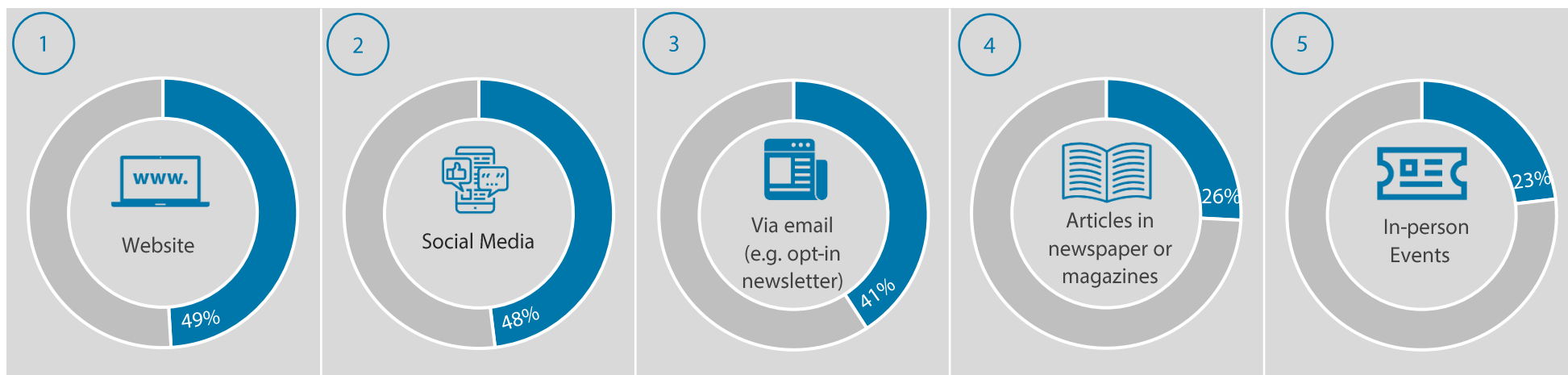
PREFERENCES FOR COMMUNICATION

Respondents were asked: “How would you like charities to communicate to you about the work they do?”

92% of the respondents said they would like charities to communicate to them about the work they do. Below are the top five communication channels respondents have selected for charities to share their work.

- Around half of respondents said they would like charities to communicate via their website.
- 48% of respondents said they prefer communicating via social media channels. This was mainly selected by young residents with 68% of those aged under 40 compared to 57% aged 40-64 and 36% of those aged 65 years and above.
- 41% said they would prefer via email or a newsletter. This was mainly selected by those aged 40 and above (42% those aged 65+ and 42% aged 40-64 vs 23% of those aged under 40).
- About a quarter of respondents said articles in newspaper or magazine (mainly selected by those aged 65 years and older) and in-person events (mainly selected by younger population).

The top three selected by respondents who have given their time to charity in 2023 are via social media, website and via email.





Island Global Research

Island Global Research

PO Box 68
Albert House
South Esplanade, St Peter Port
Guernsey, GY1 3BY
+44 (0) 1481 716227
info@islandglobalresearch.com
www.islandglobalresearch.com

IGR is a member of Abelica Global