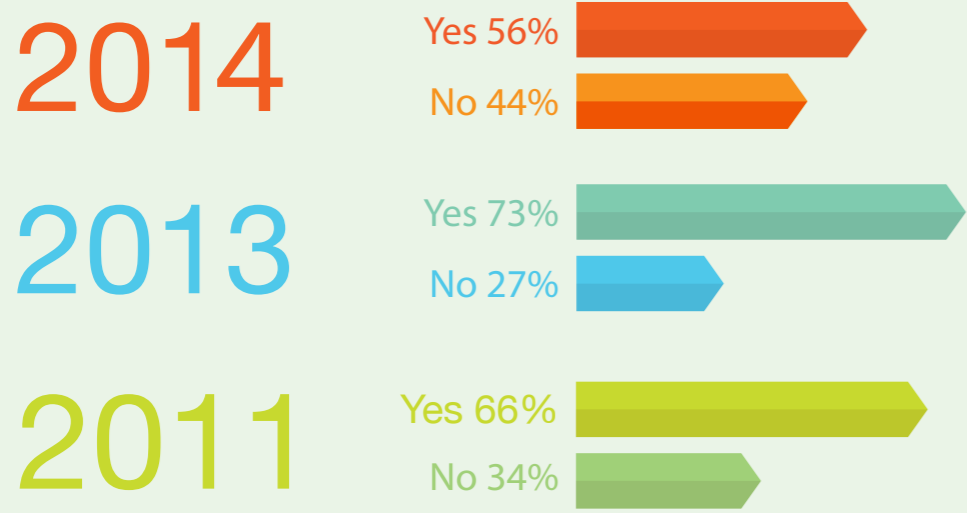
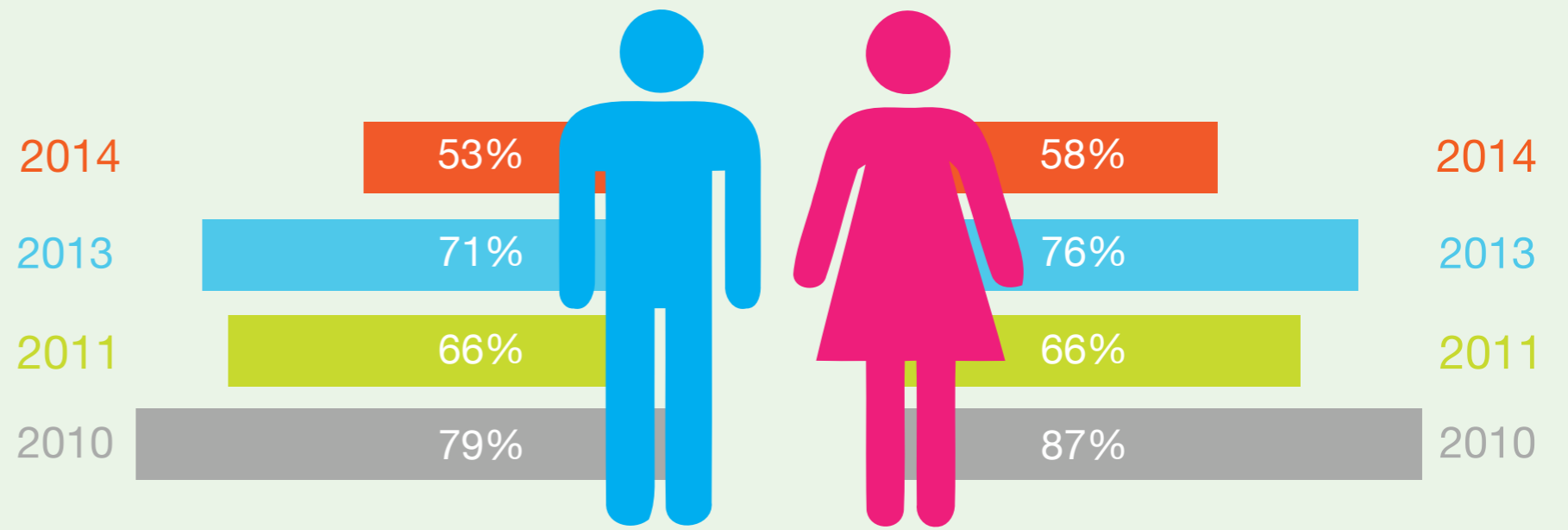


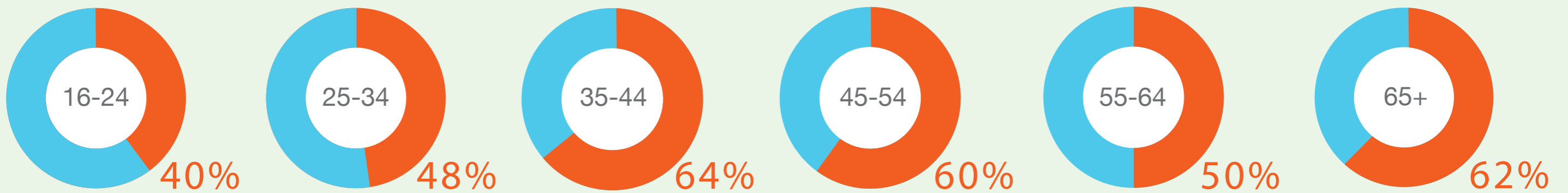
## Proportion of people that give to charity



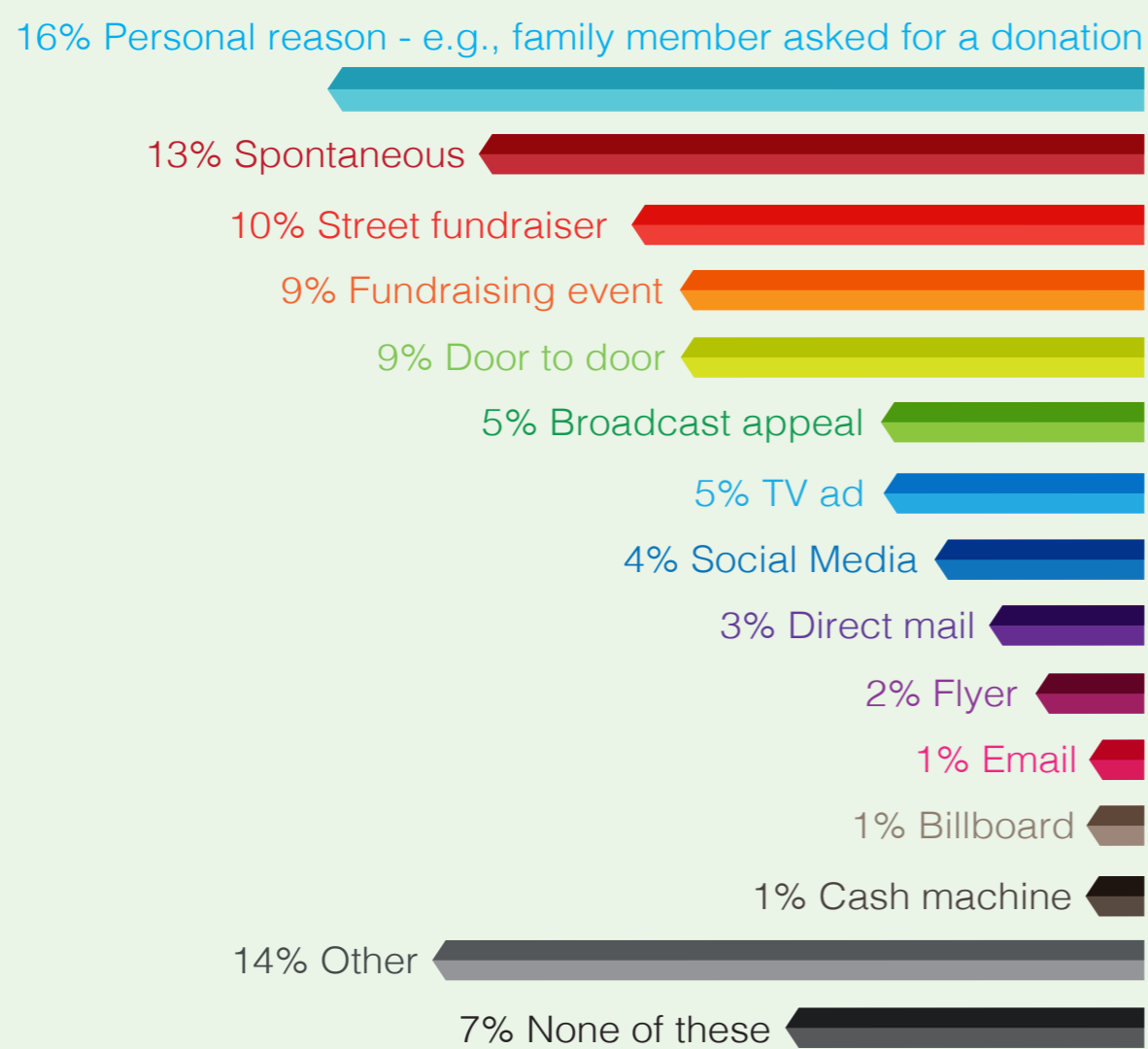
## Who gives to charity?



## Proportion of those that give to charity by age (%)



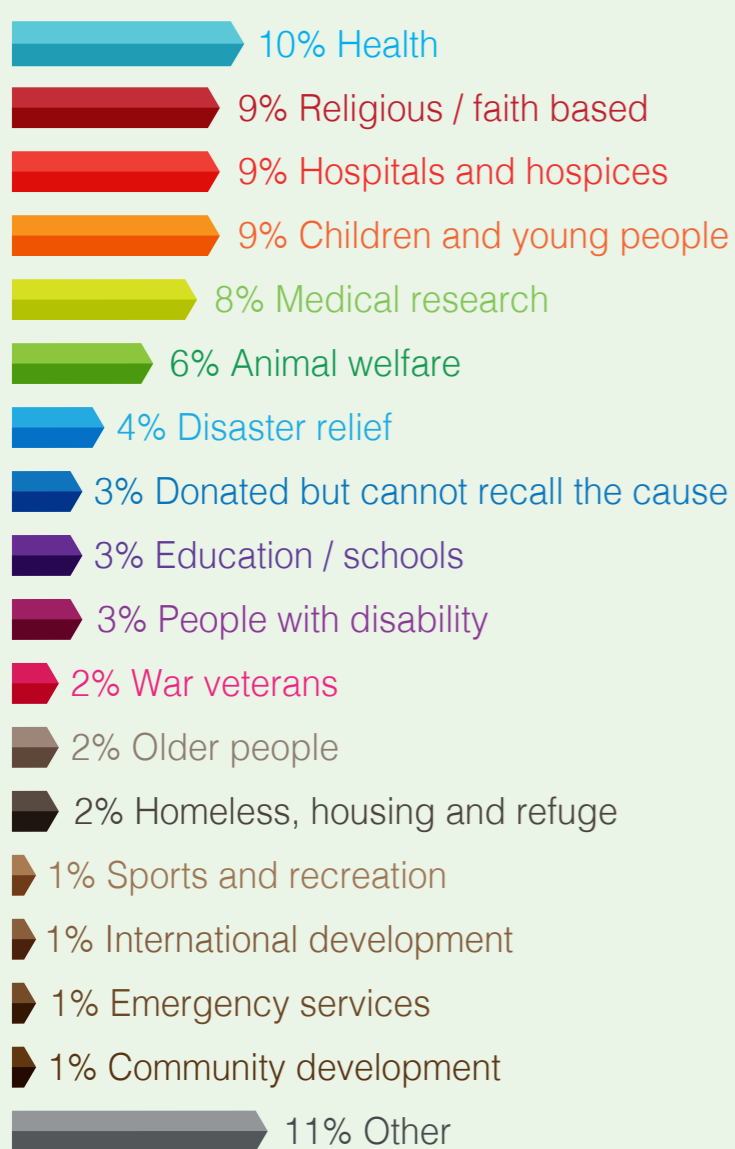
## Fundraising techniques which prompted individuals to donate



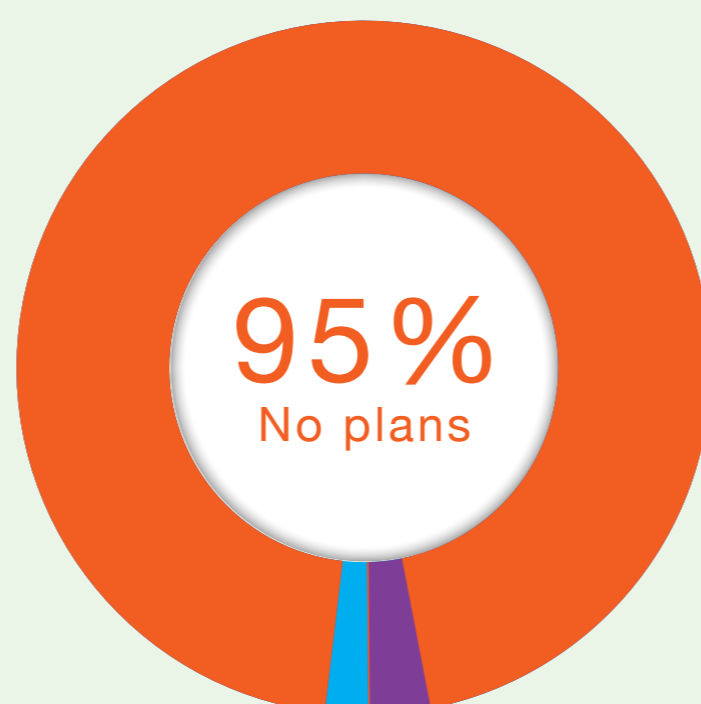
## Method of Donation



## Causes donated to in the past four weeks (%)



## Plans made for leaving a legacy



3% Considered leaving a legacy  
2% have already made a legacy pledge

## What would encourage individuals to leave a legacy?



44% I have not donated in the last four weeks