

Charities Regulatory Authority

Pre-Christmas Poll

November 2023



Methodology

Questions were placed on the Amárach Research online omnibus survey.



Sample

Interviewing was conducted with a nationally representative sample of 1,000 adults 18+ years in the Republic of Ireland



Fieldwork

Interviewing took place:
Wave 1: 13th – 17th October 2022
Wave 2: 15th – 17th November 2023



Margin of Error

$\pm 3.1\%$ at 95% confidence interval

The margin of error indicates the percentage points the results may differ from the overall population.

Margin of error changes with the size of sample and the observed percentage.



- 82% of adults plan to give or will probably give to a charity this Christmas. Almost 1 in 5 (18%) indicated they would not make a charity donation at the time of interview, a level that has increased significantly since last year.
- The 46% who are committed to donating include a higher proportion of women and those aged 55+ years. The 36% who will probably donate (but are not fully decided yet) exhibit very few demographic differences when compared to the total population while those who do not intend to donate have a greater representation of males and those aged under 25.
- Donors/potential donors are most likely to give money (77%) this Christmas, followed by charity Christmas cards/charity merchandise (47%), food/beverages (33%) and a gift bought specifically to donate to a charitable cause (25%).
- Confirmed donors tend to give more at this time of year and to always donate to the same charity. One-third (33%) of potential donors don't know yet which charity they will support for Christmas 2023.
- Irrespective of donating intentions, c. 1 in 4 plan to support a local charity or a charity that has been of help to them personally or someone they know.
- With regards to the type of charities most likely supported this Christmas, homelessness (49%), health or disability (37%) and children or youth (33%) are reported as most likely. The intention to donate to a health or disability charity increased by 12%pts this wave.
- Factors influencing the decision to donate this Christmas include the cost of living, with 40% donating less this year due to this reason. Other factors include the method to donate, with 26% only willing to donate online and 17% only donating to an on street charity via a contactless payment.

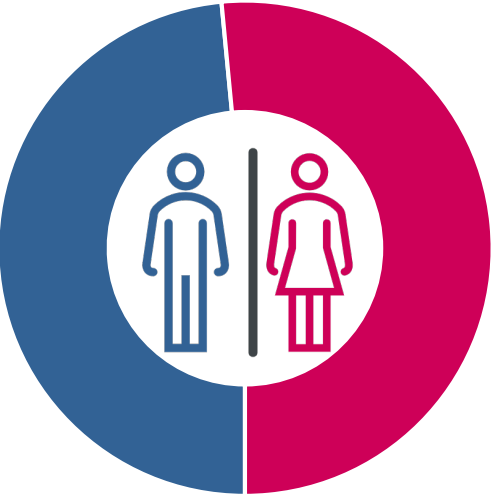


Sample profile

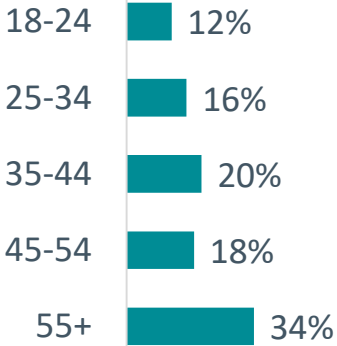
Gender

49% 51%

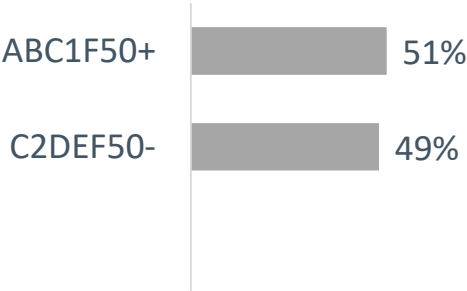
Male Female



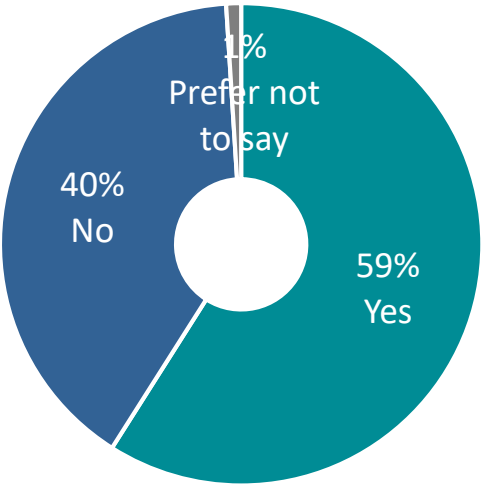
Age



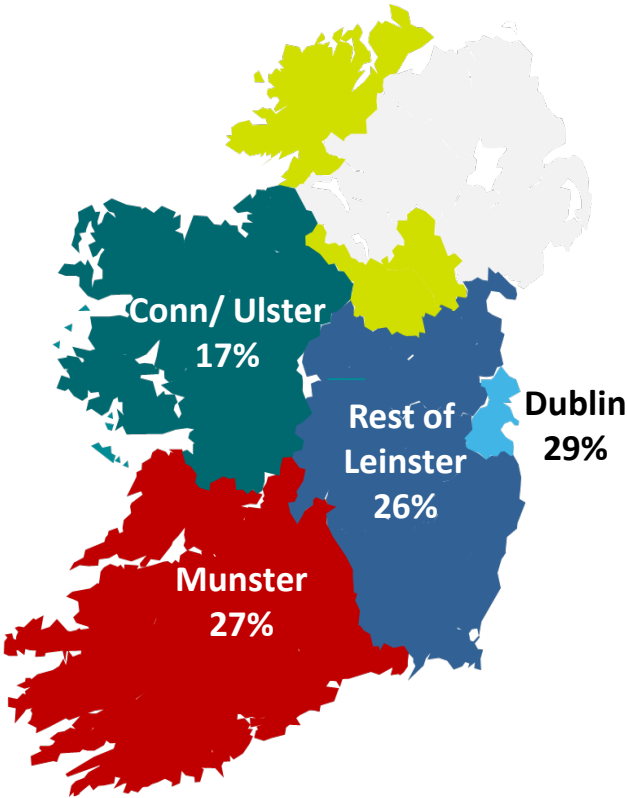
Social class



Children



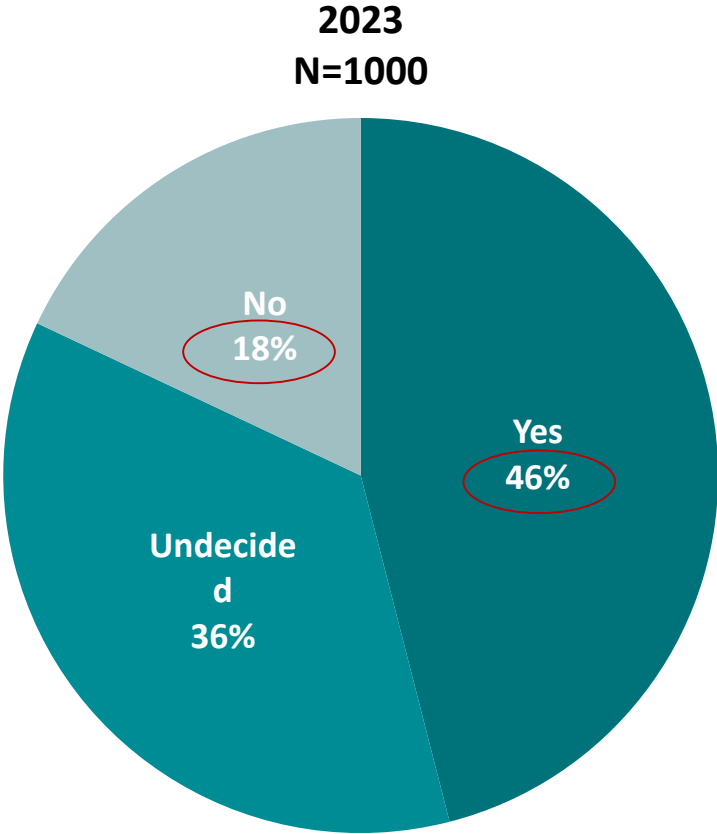
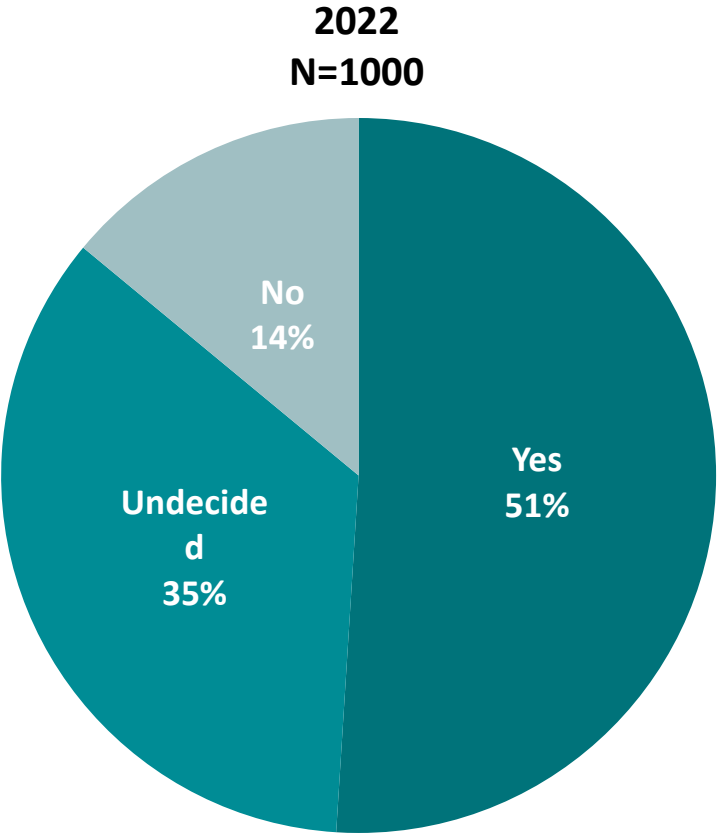
Region





Those committed to donating has decreased significantly with an equivalent uplift in those who will not be donating this Christmas.

(BASE: All Respondents)



Profile of those who plan to give or will probably give this Christmas



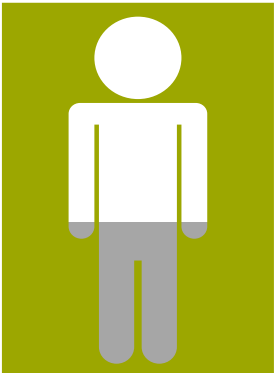
	Intend to donate Christmas 2023
Total	82%
Male	78%
Female	86%
18-34	75%
35-54	82%
55+	89%
ABC1F50+	83%
C2DEF50-	81%
Dublin	81%
Rest of Leinster	84%
Munster	82%
Conn/Ulster	81%



The profile of committed donators in 2023 continues to be skewed towards women and the over 55's.

(BASE: 457)

GENDER

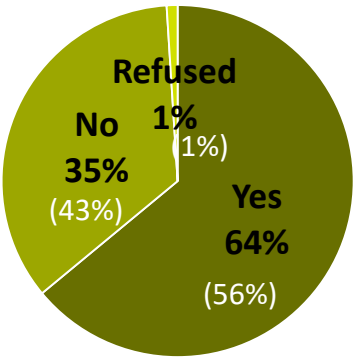


43% (43%)



57% (57%)

CHILDREN

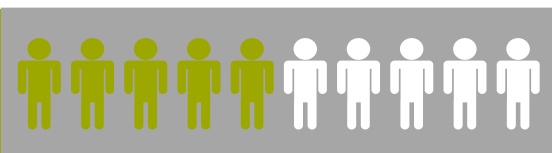


SOCIAL CLASS

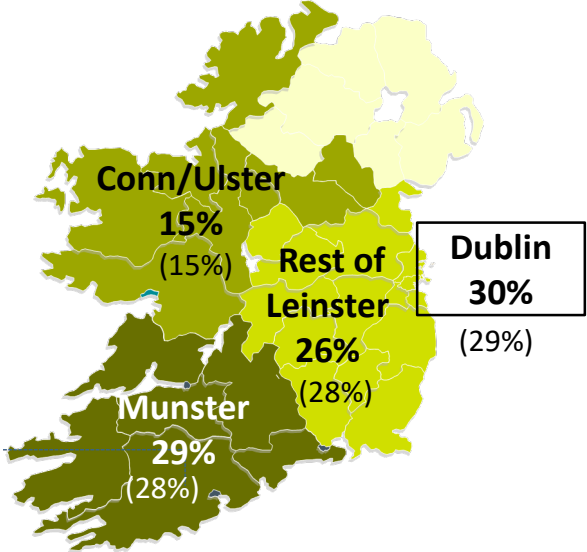
Higher Social Grades: 50% (50%)



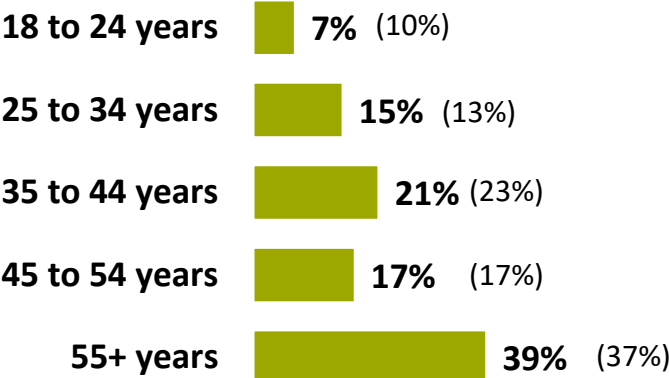
Lower Social Grades: 50% (50%)



REGION



AGE

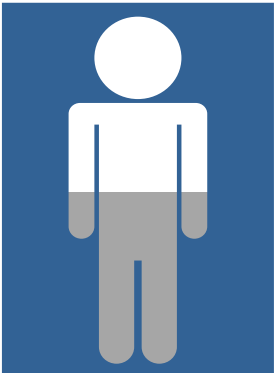


The profile of those undecided about donating is aligned to the wider population profile.

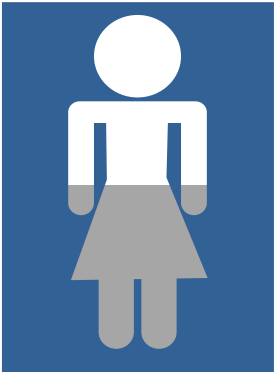
(BASE: 364)



GENDER

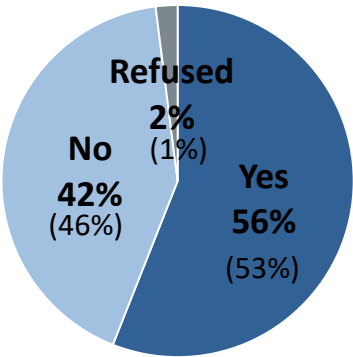


51% (52%)



49% (48%)

CHILDREN

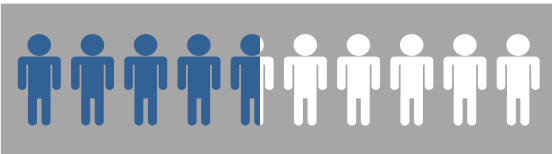


SOCIAL CLASS

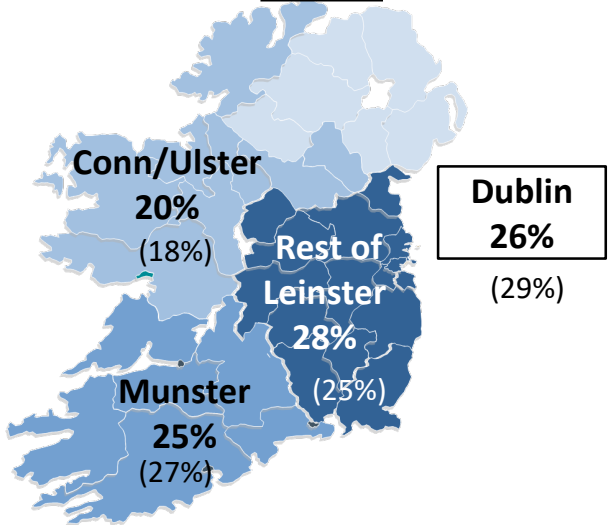
Higher Social Grades: 53% (51%)



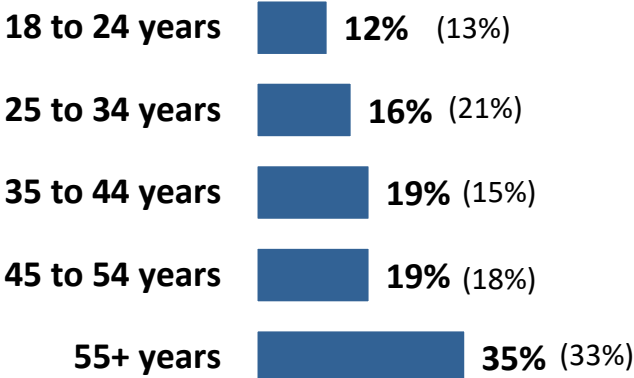
Lower Social Grades: 47% (49%)



REGION



AGE

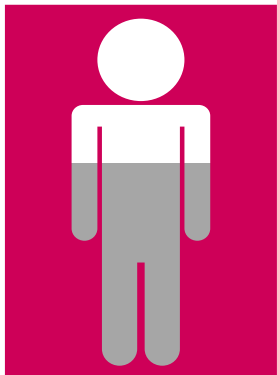


Gender, age and the absence of children in the household are the greatest differentiators for those who won't be making a charity donation this Christmas.



(BASE: 179)

GENDER

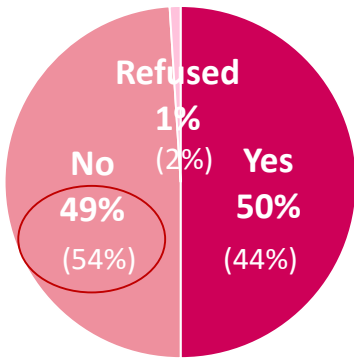


61% (62%)



39% (38%)

CHILDREN



SOCIAL CLASS

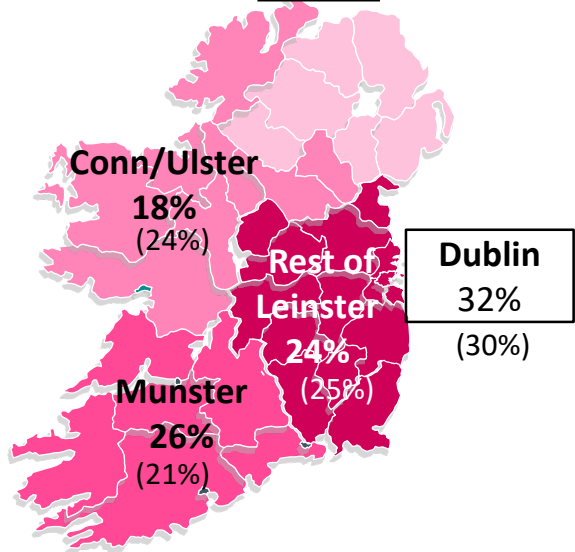
Higher Social Grades: 48% (51%)



Lower Social Grades: 52% (49%)



REGION



AGE

18 to 24 years 21% (15%)

25 to 34 years 18% (15%)

35 to 44 years 21% (23%)

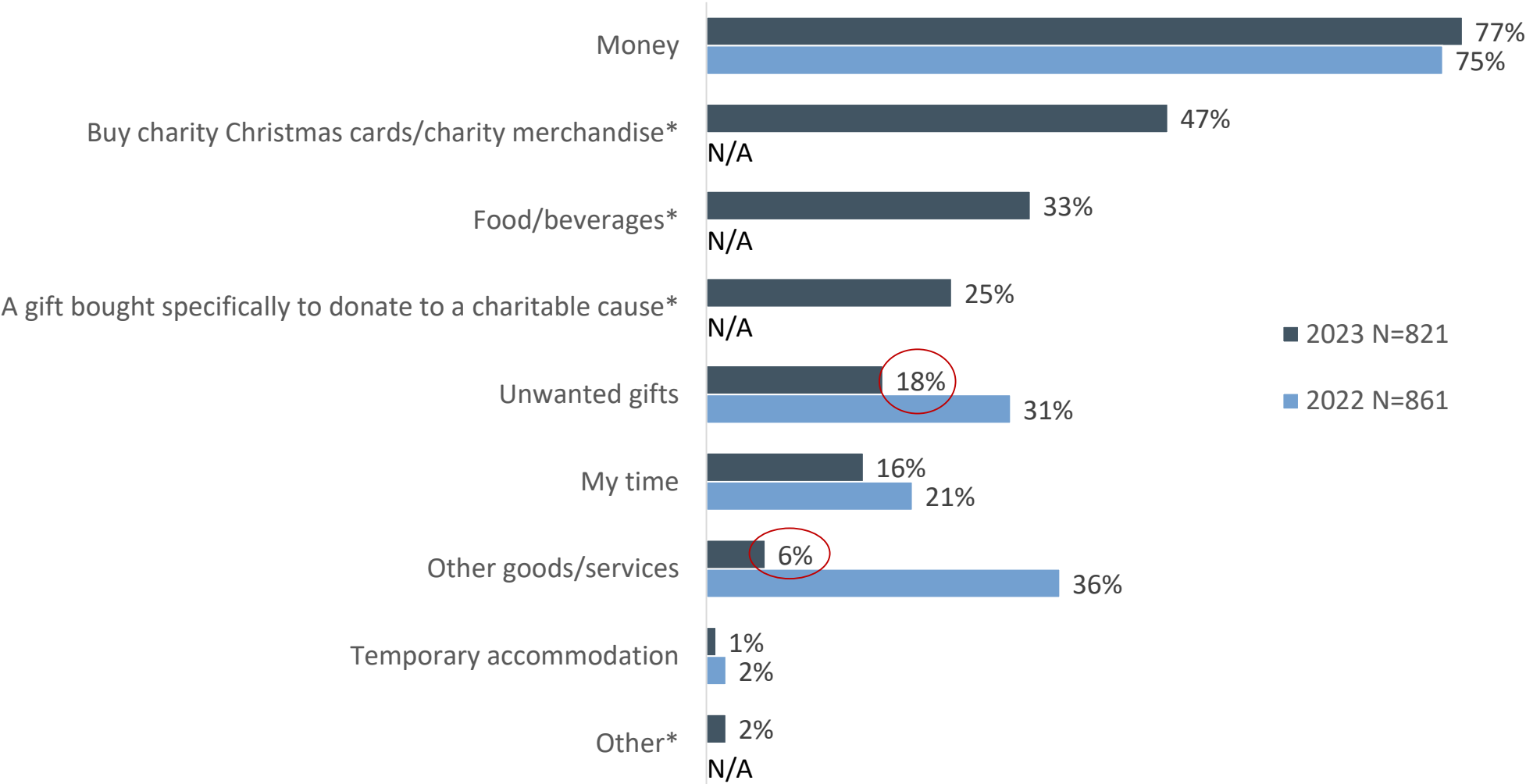
45 to 54 years 18% (20%)

55+ years 22% (28%)

Those who intend to donate (definitely/probably) remain most likely to give money with half of donors intending to buy charity cards/merchandise in 2023



(BASE: Intend to donate money, time or goods to a charity this Christmas)



***New response option in 2023**

Q2. If you intend to donate to a charity this Christmas, which of the following are you likely to give?

Donation preferences show interesting skews in terms of demographics.



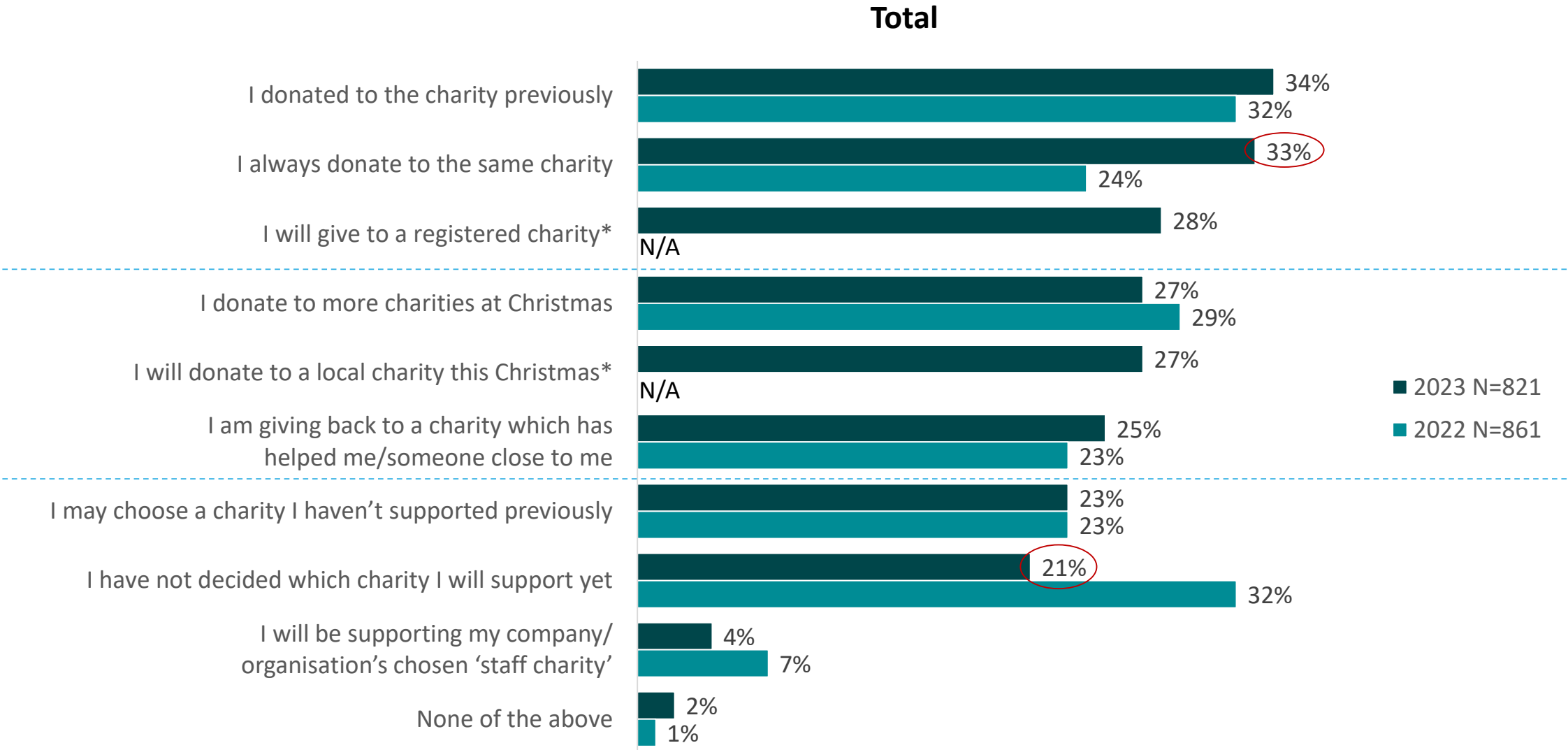
(BASE: Intend to donate to a charity this Christmas)

		GENDER		AGE					CLASS		REGION				CHILDREN		INTEND TO DONATE	
		Male	Female	18-24	25-34	35-44	45-54	55+	ABC1 F50+	C2DE F50-	Dublin	Leinster (excl Dublin)	Munster	Conn/ Ulster	Yes	No	Yes	Probably / Undecided
Total		381	440	78	128	166	147	302	423	399	235	223	222	142	496	313	457	364
821																		
Money	77%	81%	74%	83%	75%	77%	65%	83%	79%	75%	78%	75%	78%	79%	75%	81%	85%	68%
Charity Christmas Cards/ other charity merchandise	47%	38%	55%	19%	31%	51%	49%	58%	46%	48%	47%	49%	47%	44%	54%	37%	50%	43%
Food/Beverages	33%	27%	38%	48%	32%	37%	31%	28%	30%	35%	36%	37%	32%	22%	32%	34%	33%	32%
A gift bought specifically to donate	25%	20%	29%	27%	28%	29%	25%	21%	25%	25%	28%	27%	20%	26%	26%	23%	28%	21%
Unwanted gifts	18%	12%	24%	24%	16%	27%	16%	14%	22%	15%	17%	21%	19%	15%	19%	17%	20%	16%
My time	16%	16%	16%	18%	18%	13%	20%	14%	17%	15%	15%	14%	17%	17%	16%	16%	20%	11%
Other goods/services	6%	4%	8%	14%	5%	6%	4%	7%	7%	6%	7%	4%	7%	7%	5%	8%	7%	6%
Temporary accommodation	1%	1%	*	3%	1%	-	-	*	*	1%	-	1%	1%	-	*	1%	1%	*
Other	2%	3%	2%	1%	4%	1%	4%	2%	2%	3%	4%	2%	2%	1%	2%	3%	2%	3%



Habit and past contributions are key drivers when choosing a charity. Just 1 in 5 are undecided on the charity they will support, exhibiting a significant decline since last year.

(BASE: Intend to donate to a charity this Christmas)



***New response option in 2023**

Q3. Thinking about choosing which charity you will support, which of the following will apply?

Older donors are more likely to donate to familiar, local or registered charities whilst those aged 25-34 are more likely to support a company charity.



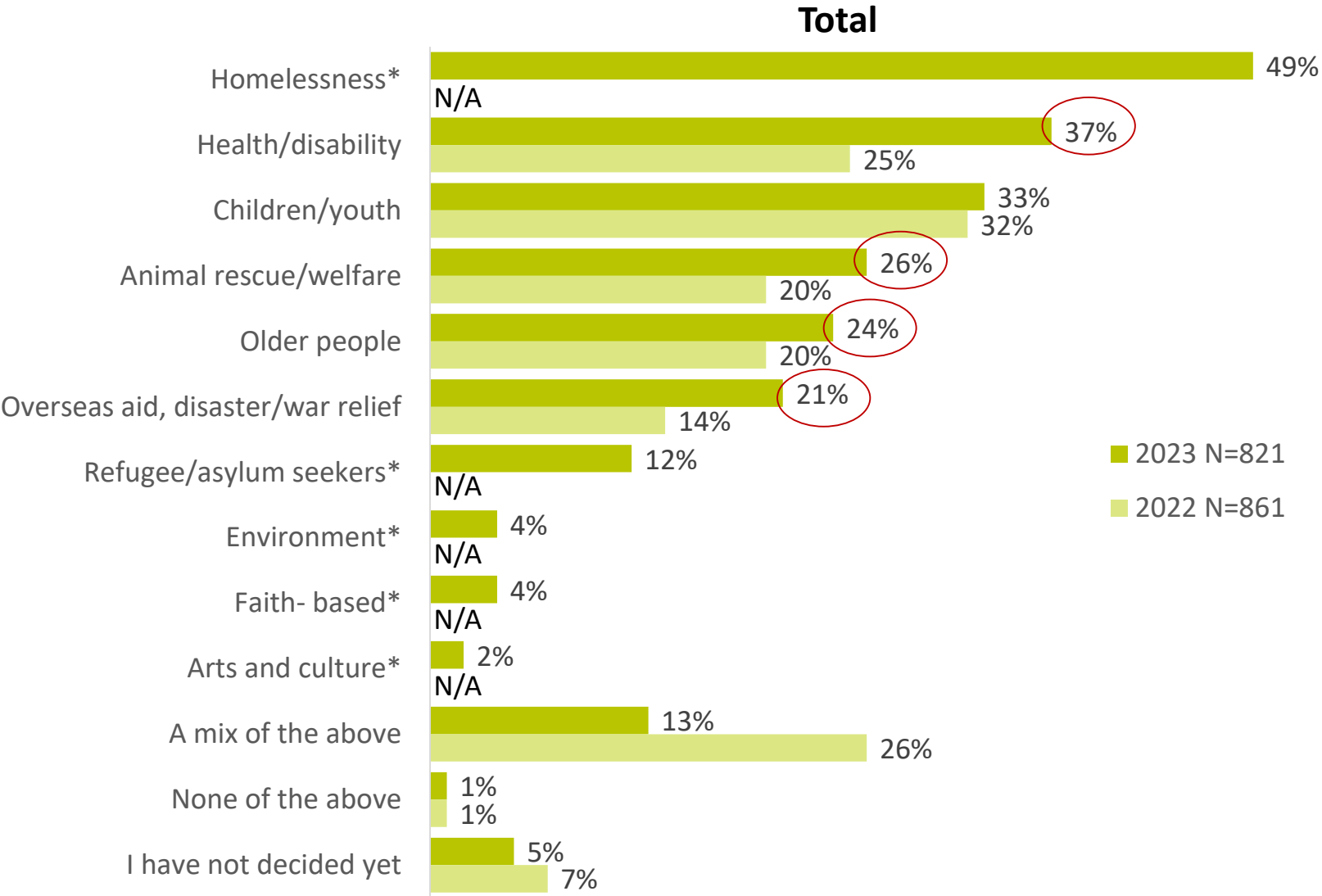
(BASE: Intend to donate to a charity this Christmas)

		GENDER		AGE					CLASS		REGION			CHILDREN		INTEND TO DONATE		
	TOTAL	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1 F50+	C2DE F50-	Dublin	Leinster (excl Dublin)	Munster	Conn/ Ulster	Yes	No	Yes	Probably/ Undecided
	821	381	440	78	128	166	147	302	423	399	235	223	222	142	496	313	457	364
I donated to the charity previously	34%	38%	30%	31%	23%	29%	30%	43%	33%	35%	35%	31%	37%	30%	34%	33%	37%	29%
I always donate to the same charity	33%	36%	30%	22%	28%	30%	33%	39%	32%	34%	32%	31%	37%	30%	36%	28%	42%	21%
I will give to a registered charity	28%	28%	28%	8%	17%	29%	28%	37%	29%	27%	33%	29%	25%	22%	31%	24%	33%	21%
I donate to more charities at Christmas	27%	26%	28%	34%	23%	29%	19%	31%	29%	26%	31%	26%	27%	23%	26%	30%	33%	20%
I will donate to a local charity this Christmas	27%	25%	29%	17%	17%	26%	24%	35%	25%	29%	24%	31%	25%	29%	30%	23%	31%	22%
I am giving back to a charity which has helped me or someone close to me	25%	24%	26%	25%	29%	25%	32%	20%	25%	26%	26%	22%	25%	29%	24%	27%	27%	23%
I may choose a charity that I haven't supported previously	23%	22%	23%	20%	30%	24%	16%	23%	23%	22%	26%	25%	19%	19%	20%	27%	24%	20%
I have not decided which charity I will support yet	21%	21%	20%	22%	27%	22%	15%	20%	23%	18%	22%	21%	16%	25%	18%	24%	11%	33%
I will be supporting my company/organisation's chosen 'staff charity'	4%	5%	3%	4%	8%	7%	2%	3%	7%	2%	5%	6%	3%	2%	3%	6%	5%	4%

Homeless charities will be most widely supported this Christmas, though increases in support are noted for other causes this year, particularly overseas aid.



(BASE: Intend to donate to a charity this Christmas)



***New response option in 2023**

Q4. What type of charities are you most likely to support this Christmas?

The appeal of specific charities shows few significant demographic variations – mid age ranges are more likely to support child/animal causes with older donors more likely to support overseas aid charities.



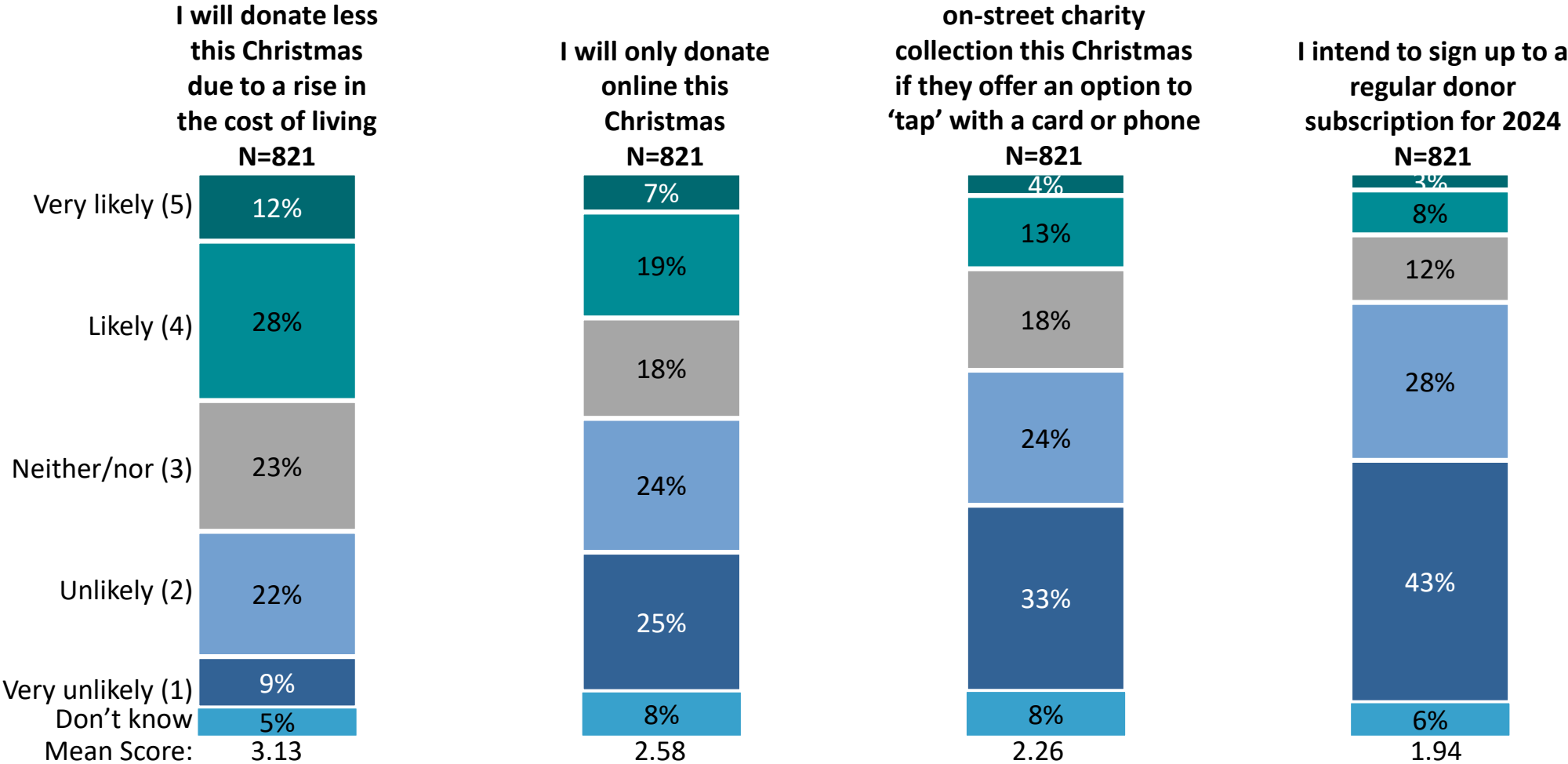
(BASE: Intend to donate to a charity this Christmas)

	GENDER			AGE					CLASS			REGION			CHILDREN		INTEND TO DONATE	
	TOTAL	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1 F50+	C2DE F50-	Dublin	Leinster (excl Dublin)	Munster	Conn/ Ulster	Yes	No	Yes	Probably / Undecided
	821	381	440	78	128	166	147	302	423	399	235	223	222	142	496	313	457	364
Homelessness	49%	48%	49%	59%	49%	51%	39%	49%	47%	51%	49%	49%	49%	48%	47%	52%	52%	44%
Health/disability	37%	34%	39%	28%	36%	45%	40%	33%	40%	33%	35%	34%	43%	35%	39%	34%	38%	36%
Children/youth	33%	29%	36%	36%	39%	46%	32%	23%	35%	30%	29%	38%	31%	35%	36%	29%	35%	30%
Animal rescue/welfare	26%	22%	29%	29%	29%	34%	23%	20%	25%	26%	25%	26%	29%	21%	20%	35%	28%	23%
Older people	24%	24%	24%	17%	23%	26%	29%	23%	26%	22%	22%	30%	26%	14%	25%	22%	24%	24%
Overseas aid, disaster/war relief	21%	23%	20%	15%	19%	21%	14%	28%	23%	20%	24%	25%	17%	18%	23%	20%	27%	14%
Refugee/asylum seekers	12%	14%	11%	19%	12%	15%	7%	11%	14%	10%	15%	12%	12%	8%	10%	16%	14%	10%
Environment	4%	3%	5%	4%	3%	7%	4%	3%	4%	4%	4%	5%	4%	3%	4%	5%	4%	4%
Faith- based	4%	5%	2%	3%	2%	3%	2%	6%	3%	4%	4%	3%	2%	5%	4%	3%	5%	2%
Arts and culture	2%	2%	1%	3%	3%	1%	1%	2%	2%	2%	2%	1%	2%	1%	1%	3%	2%	2%
A mix of the above	13%	12%	13%	13%	12%	8%	13%	16%	14%	12%	17%	12%	9%	14%	13%	12%	13%	12%
None of the above	1%	1%	1%	-	-	2%	2%	1%	1%	1%	1%	1%	*	1%	1%	1%	1%	1%
I have not decided yet	5%	6%	5%	3%	7%	4%	3%	7%	3%	7%	6%	6%	4%	5%	5%	6%	2%	9%



2 in 5 will donate less this Christmas, 1 in 4 will only donate online, 1 in 6 will only tap to donate to on-street charities and just 1 in 10 intend to become a regular donor in 2024.

(BASE: Intend to donate to a charity this Christmas)



*New question in 2023

Q5. How strongly do you agree or disagree with the following statements:

The preference to donate online/contactlessly is much greater amongst under 34s and almost half of women will donate less in 2023 because of cost of living pressures.



(BASE: Intend to donate to a charity this Christmas)

LIKELY %	TOTAL	GENDER		AGE					CLASS		REGION				CHILDREN		INTEND TO DONATE	
		Male	Female	18-24	25-34	35-44	45-54	55+	ABC1 F50+	C2DE F50-	Dublin	Leinster (excl Dublin)	Munster	Conn/ Ulster	Yes	No	Yes	Probably but haven't decided yet
	821	381	440	78	128	166	147	302	423	399	235	223	222	142	496	313	457	364
I will donate less this Christmas due to a rise in the cost of living	40%	34%	46%	51%	48%	42%	49%	29%	41%	40%	32%	44%	42%	45%	41%	40%	38%	43%
I will only donate online this Christmas	26%	28%	25%	37%	34%	28%	25%	20%	29%	24%	31%	29%	21%	24%	24%	30%	31%	20%
I will only donate to an on-street charity collection this Christmas if they offer an option to 'tap' with a card or phone	17%	17%	17%	29%	28%	13%	18%	11%	20%	15%	18%	16%	19%	15%	14%	23%	19%	15%
I intend to sign up to a regular donor subscription for 2024.	11%	15%	8%	10%	10%	8%	13%	12%	10%	13%	14%	12%	9%	8%	13%	9%	15%	7%

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