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## A third would give time, not money

By Rosie Walker, Third Sector Online, 6 January 2009

### Volunteering is popular but most would still donate cash, says consumer poll

A third of UK consumers are more likely to donate their time than their money to charities during the economic downturn, a poll has suggested.

Market research company [G2 Data Dynamics](#) asked 30,000 people online whether they would be more likely to give time or money to charity during a recession. Of the 990 who responded, 32 per cent said they would give time, 41 per cent said money and 27 per cent said they did not give to charities.

Kevin Slatter, managing director of G2 Data Dynamics, said: "Charities would do well to take note of the rising tide of people willing to volunteer their free time, which can be just as precious as money for many organisations."

South-west England emerged as the region with the highest proportion of donors who would rather give time than money - 56 per cent.

Retired people generally said they preferred to give money, and people on low incomes were more willing to give time. Those respondents most willing to donate money generally had gross incomes of more than £50,000; those preferring to donate time generally earned under £9,999.

