



# TEXT-TO-DONATE IN THE UK AT A GLANCE



People in the UK check their smartphones, on average, **every 12 minutes** of the day

**95%**

of UK households own a mobile phone, or **5 billion people** globally (that's two thirds of the world's population)

There were roughly

**82 billion**

SMS messages sent in the UK in 2017

## THE RISE OF TEXT GIVING

While cash remains the biggest proportion of charity donations, giving via text message (SMS) has seen the **biggest increase** alongside online donations in 2017

People in the UK donated **£37.5m** via text in 2017/18 - the largest service user category of any paid phone services



Charity donations by text messages are expected to rise by **34%** in the next year

## WHY GIVE BY TEXT?

'Convenience' is cited as the main driver for charity donations by text, with

**37%**

of donors citing this reason

**88.5%**

of donors say they trust charity donation text services

It takes the average person

**90 minutes**

to respond to email, but only

**90 seconds**

to respond to a text message

## WHO'S GIVING THIS WAY?

**92%**

of Millennials (born after 1980) and Gen Z (born after 1995) would be willing to give via a **mobile device**, compared to just

**44%**

of Baby Boomers and

**26%**

of Mature givers



**32%**

of Millennials and Gen Z would give via **text**, compared to

**20%**

of GenXers and

**16%**

of Baby Boomers



Younger donors also the most open to receiving charity communications by text, with

**56%**

saying they would



This group is more likely to give overall - younger donors gave



to charity in 2017 - **30%** of the total, making them the **largest cohort** of donors

Donors aged between **35-54** say they gave an average of **£265** to charity,

followed by **£246** from **under 25s**

## Sources:

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