

The power of place.

Charitable engagement across the UK's nations and regions.

March 2026

CharityTracker.
Nations & Regions



This overview draws on CharityTracker data to present a national and regional view of charitable engagement across the UK.

It demonstrates the depth and breadth of the dataset, showing how attitudes, cause priorities and patterns of support vary by place – and how this insight can inform place-based strategy, brand tracking and audience insight at national and regional level.

See the back page for more information about CharityTracker.

CharityTracker.
Nations & Regions

Across the UK, charitable engagement is not evenly spread or neatly uniform. It carries the imprint of place.

National charities increasingly want strategies that reflect regional difference. At the same time, charities working within Scotland, Wales, Northern Ireland or the English regions need robust, comparable insight into the characteristics of their own area and how it differs from the rest of the country.

This overview provides a structured profile of that landscape, drawing on CharityTracker, the UK's leading brand and issues tracker for the sector.

It brings together nationally representative insight to show how trust in charities, perceptions of local need, community belonging, cause preference and modes of support create distinctive national and regional signatures in how and why people support charities.

If place shapes charitable engagement, understanding how allows charities – national and regionally rooted alike – to plan with greater precision.

This overview brings together four core elements:

01
A practical framework of attitudinal and behavioural archetypes – the building blocks for understanding national and regional difference.

02
Insight into how these factors are associated with **higher value giving**.

03
A set of national and regional profiles, showing how these elements combine in each place.

04
Headline implications for both UK-wide and place-based charities.

01

The archetypes.

Building blocks of difference.

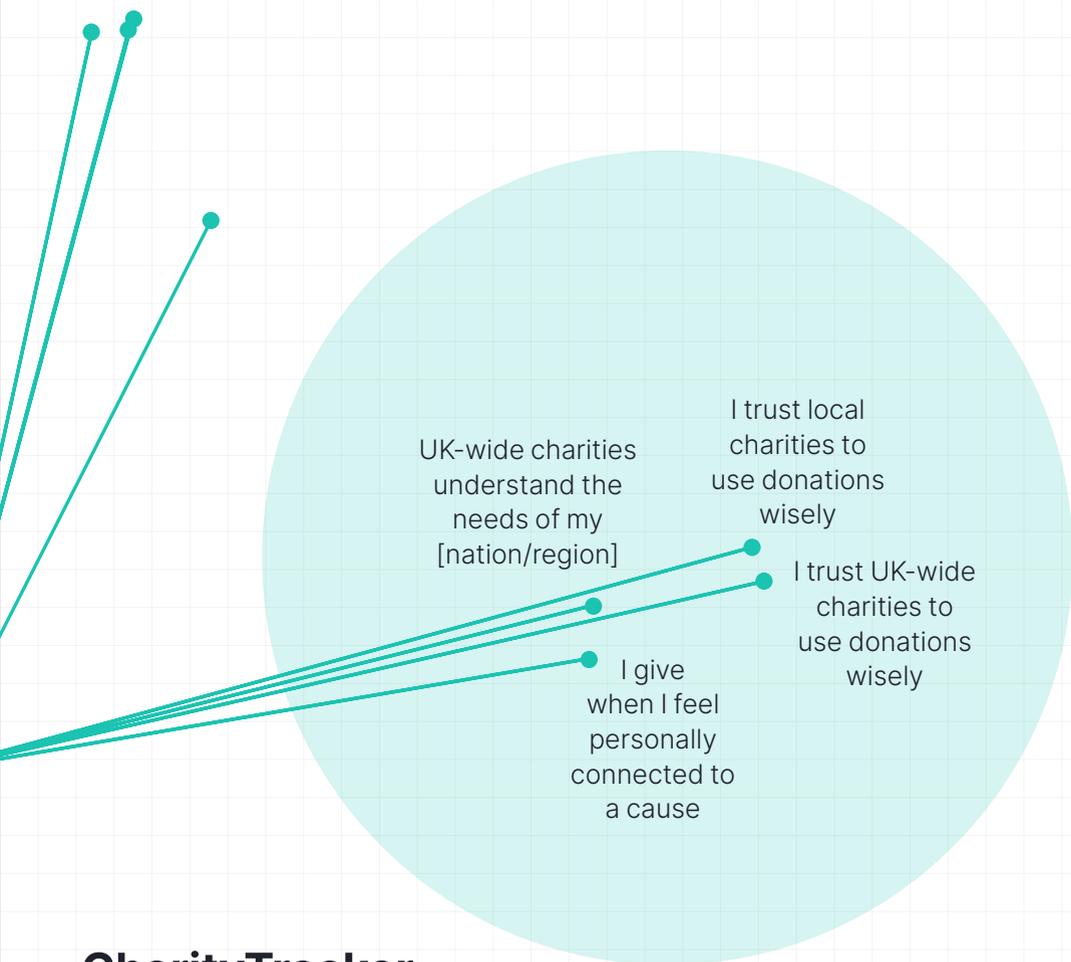
These archetypes capture recurring patterns in how people relate to charities – how they think about need, which causes they prioritise and how they prefer to engage.

They are derived from statistical modelling of attitudinal and behavioural measures, summarised in the methodology section. They are not fixed segments but organising orientations – individuals may align with several at once. Across nations and regions, what shifts is relative emphasis, which helps explain the distinctive character of charitable engagement in each place.

The archetypes →

Place-based attitudes.

Underlying beliefs and perceptions – about trust, community, need and visibility – that shape how people view charities where they live.



CharityTracker.

Archetype 01

← Institutional trust

This archetype reflects strong confidence in charities. Higher scores indicate trust in both UK-wide and local organisations to use donations wisely. There is a belief that charities understand the needs of their area and demonstrate organisational competence.

Drawn from 16 statements capturing perceptions of charities and community within each place.

I trust UK-wide charities to use donations wisely	0.816
I trust local charities to use donations wisely	0.804
UK-wide charities understand the needs of my [nation/region]	0.649
I give when I feel personally connected to a cause	0.645
People in the area where I live are supportive: people help one another	0.198
People in the area where I live are generous: people give readily to others	0.193
People in the area where I live are open: people are welcoming to outsiders	0.157
I feel a sense of belonging to the area where I live	0.274
Charities should focus more of their services my [nation/region] than other parts of the UK	0.023
Charities in my area need financial support more than charities elsewhere in the UK	0.102
I give when I see others in my local community taking part	0.440
I prefer taking part in fundraising activities that involve my local community	0.403
People in the area where I live are reserved: people tend to keep to themselves	0.113
Charity services and projects are visible in my everyday life	0.165
Charity fundraisers are visible in my daily life	0.142
Charity shops are visible in my daily life	0.174

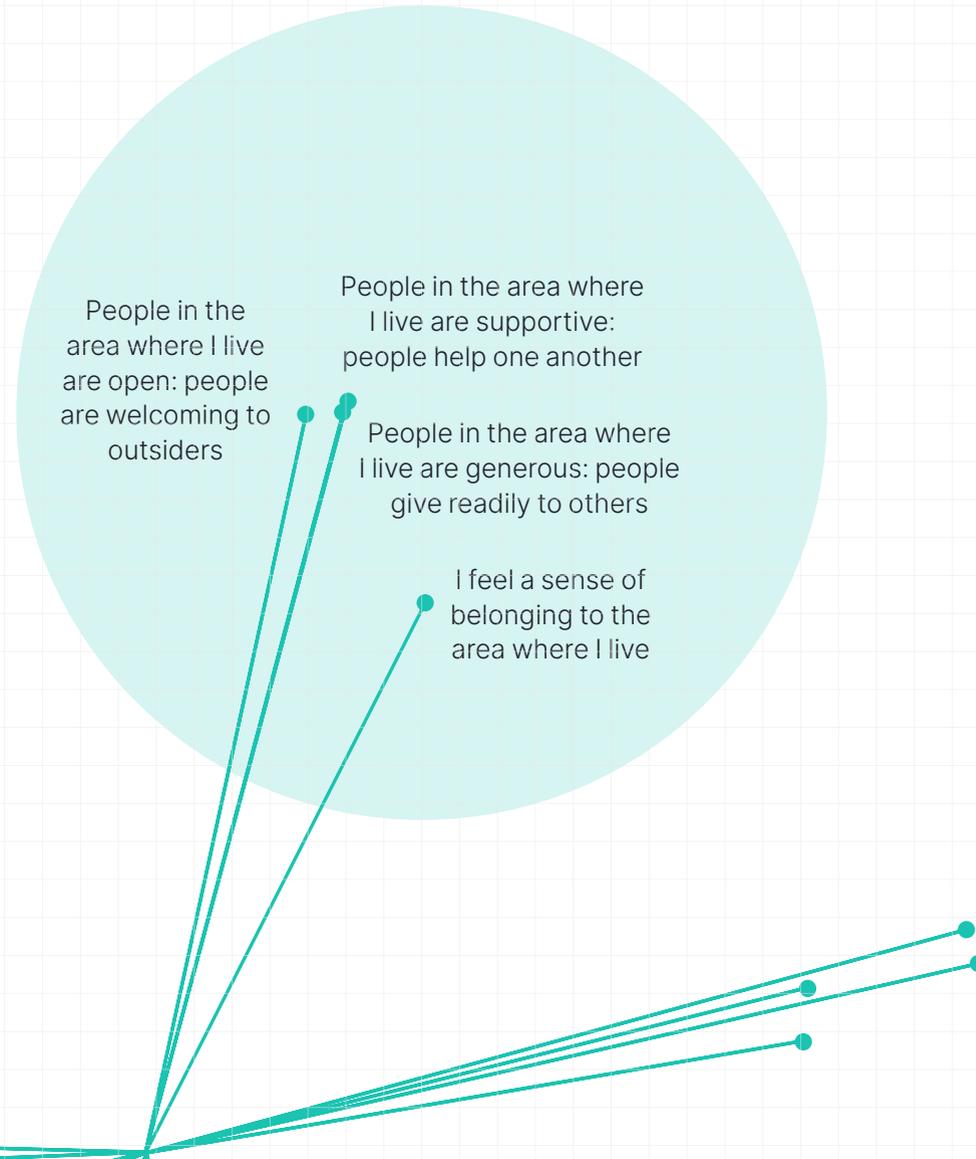
The archetypes →

Place-based attitudes.

Archetype 02

Community belonging →

This archetype captures a positive orientation towards the local community. It reflects seeing people in one's area as supportive, generous and open, alongside a clear personal sense of belonging. The emphasis is on social cohesion and pride in place.



Drawn from 16 statements capturing perceptions of charities and community within each place.

I trust UK-wide charities to use donations wisely	0.203
I trust local charities to use donations wisely	0.239
UK-wide charities understand the needs of my [nation/region]	0.177
I give when I feel personally connected to a cause	0.120
People in the area where I live are supportive: people help one another	0.803
People in the area where I live are generous: people give readily to others	0.791
People in the area where I live are open: people are welcoming to outsiders	0.789
I feel a sense of belonging to the area where I live	0.588
Charities should focus more of their services my [nation/region] than other parts of the UK	0.161
Charities in my area need financial support more than charities elsewhere in the UK	0.169
I give when I see others in my local community taking part	0.215
I prefer taking part in fundraising activities that involve my local community	0.250
People in the area where I live are reserved: people tend to keep to themselves	-0.171
Charity services and projects are visible in my everyday life	0.192
Charity fundraisers are visible in my daily life	0.206
Charity shops are visible in my daily life	0.038

The archetypes →

Place-based attitudes.

Archetype 03

Unmet local need →

This archetype centres on the belief that local needs are high and not sufficiently met. It reflects the view that charities in the area require greater financial support and should focus more of their services locally than elsewhere in the UK.



Drawn from 16 statements capturing perceptions of charities and community within each place.

I trust UK-wide charities to use donations wisely	0.047
I trust local charities to use donations wisely	0.060
UK-wide charities understand the needs of my [nation/region]	0.210
I give when I feel personally connected to a cause	0.158
People in the area where I live are supportive: people help one another	0.055
People in the area where I live are generous: people give readily to others	0.107
People in the area where I live are open: people are welcoming to outsiders	0.085
I feel a sense of belonging to the area where I live	0.179
Charities should focus more of their services my [nation/region] than other parts of the UK	0.797
Charities in my area need financial support more than charities elsewhere in the UK	0.774
I give when I see others in my local community taking part	0.536
I prefer taking part in fundraising activities that involve my local community	0.471
People in the area where I live are reserved: people tend to keep to themselves	0.350
Charity services and projects are visible in my everyday life	0.222
Charity fundraisers are visible in my daily life	0.249
Charity shops are visible in my daily life	-0.140

The archetypes →

Place-based attitudes.



Archetype 04

Charity salience →

This archetype reflects the visibility of charities in everyday life. Charity shops, services and fundraising activity are seen as present and noticeable in the local area. The emphasis is on visibility and everyday presence.

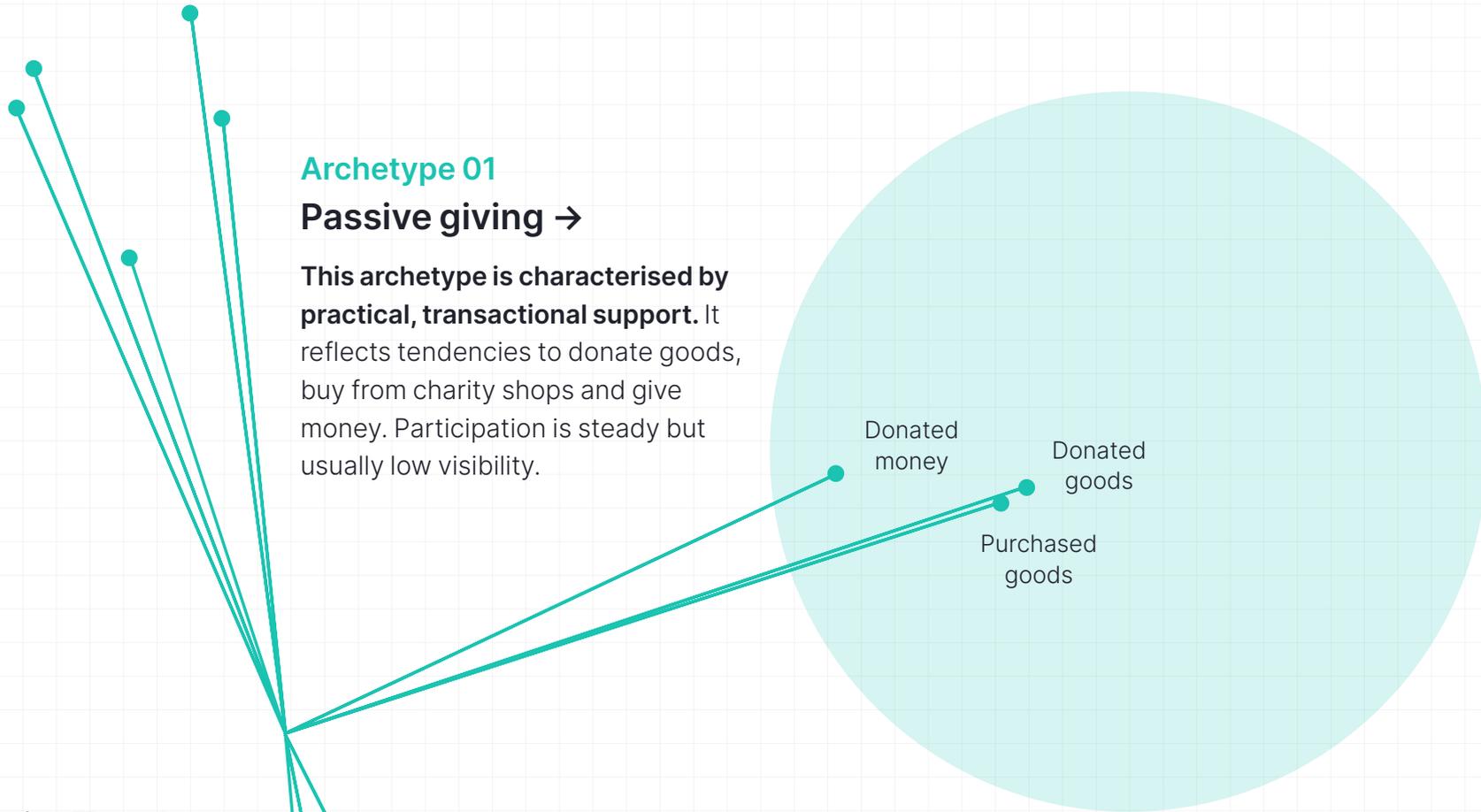
Drawn from 16 statements capturing perceptions of charities and community within each place.

I trust UK-wide charities to use donations wisely	0.122
I trust local charities to use donations wisely	0.130
UK-wide charities understand the needs of my [nation/region]	0.152
I give when I feel personally connected to a cause	0.162
People in the area where I live are supportive: people help one another	0.138
People in the area where I live are generous: people give readily to others	0.141
People in the area where I live are open: people are welcoming to outsiders	0.118
I feel a sense of belonging to the area where I live	0.059
Charities should focus more of their services my [nation/region] than other parts of the UK	-0.023
Charities in my area need financial support more than charities elsewhere in the UK	0.033
I give when I see others in my local community taking part	0.151
I prefer taking part in fundraising activities that involve my local community	0.127
People in the area where I live are reserved: people tend to keep to themselves	0.162
Charity services and projects are visible in my everyday life	0.773
Charity fundraisers are visible in my daily life	0.759
Charity shops are visible in my daily life	0.680

The archetypes →

Mode of support.

The primary ways people express their support, from steady financial giving to hands-on participation or public advocacy.



Archetype 01

Passive giving →

This archetype is characterised by **practical, transactional support**. It reflects tendencies to donate goods, buy from charity shops and give money. Participation is steady but usually low visibility.

Distinct ways of expressing support, summarised from 13 behaviours.

Donated goods	0.735
Purchased goods	0.707
Donated money	0.570
None of these	-0.443
Sponsored somebody	0.373
Organised a fundraising activity/event	-0.01
Took part in a fundraising activity/event	0.147
Fundraised through a sporting activity/event	-0.038
Volunteered time	0.141
Pledged a gift in will	0.014
Signed a petition	0.165
Shared content online	0.094
Wrote a letter or email	-0.061

The archetypes →

Mode of support.

Archetype 02

Active engagement →

This archetype reflects hands-on participation. Higher alignment is associated with organising or taking part in fundraising events, completing sporting challenges or volunteering time. The defining feature is effort and presence – support involves personal commitment and direct involvement in charitable activity.



Distinct ways of expressing support, summarised from 13 behaviours.

Donated goods	-0.018
Purchased goods	-0.023
Donated money	0.046
None of these	-0.09
Sponsored somebody	0.156
Organised a fundraising activity/event	0.590
Took part in a fundraising activity/event	0.588
Fundraised through a sporting activity/event	0.564
Volunteered time	0.497
Pledged a gift in will	0.415
Signed a petition	-0.101
Shared content online	0.113
Wrote a letter or email	0.163

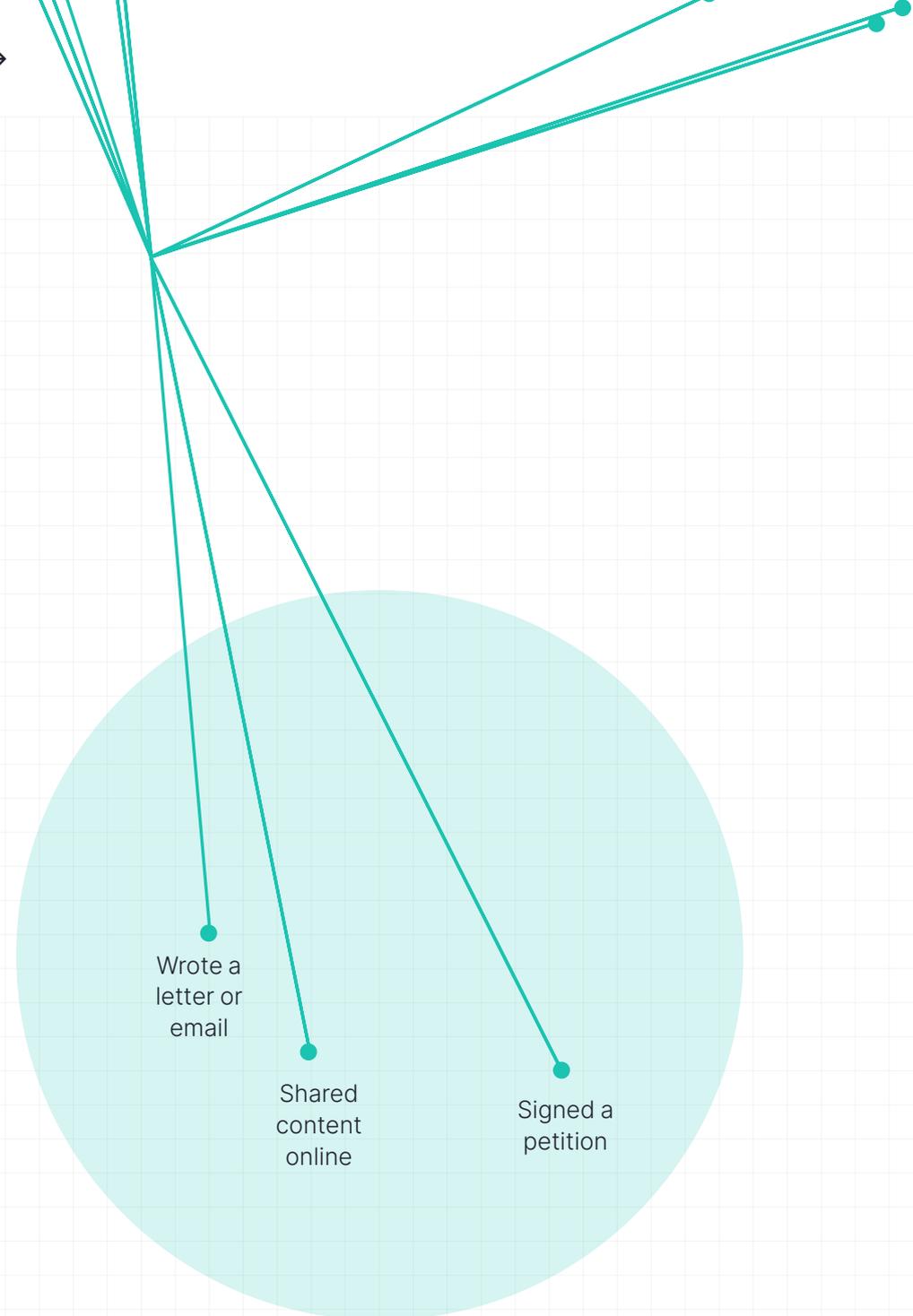
The archetypes →

Mode of support.

Archetype 03

Public advocacy →

This archetype centres on voice and amplification. Stronger alignment is linked to signing petitions, sharing content online or writing letters and emails in support of causes. Support is outward-facing and expressive, with commitment shown through public endorsement and visible backing.



Distinct ways of expressing support, summarised from 13 behaviours.

Donated goods	-0.078
Purchased goods	0.011
Donated money	0.138
None of these	-0.044
Sponsored somebody	0.265
Organised a fundraising activity/event	-0.029
Took part in a fundraising activity/event	0.145
Fundraised through a sporting activity/event	0.047
Volunteered time	0.130
Pledged a gift in will	0.014
Signed a petition	0.744
Shared content online	0.659
Wrote a letter or email	0.539

The archetypes →

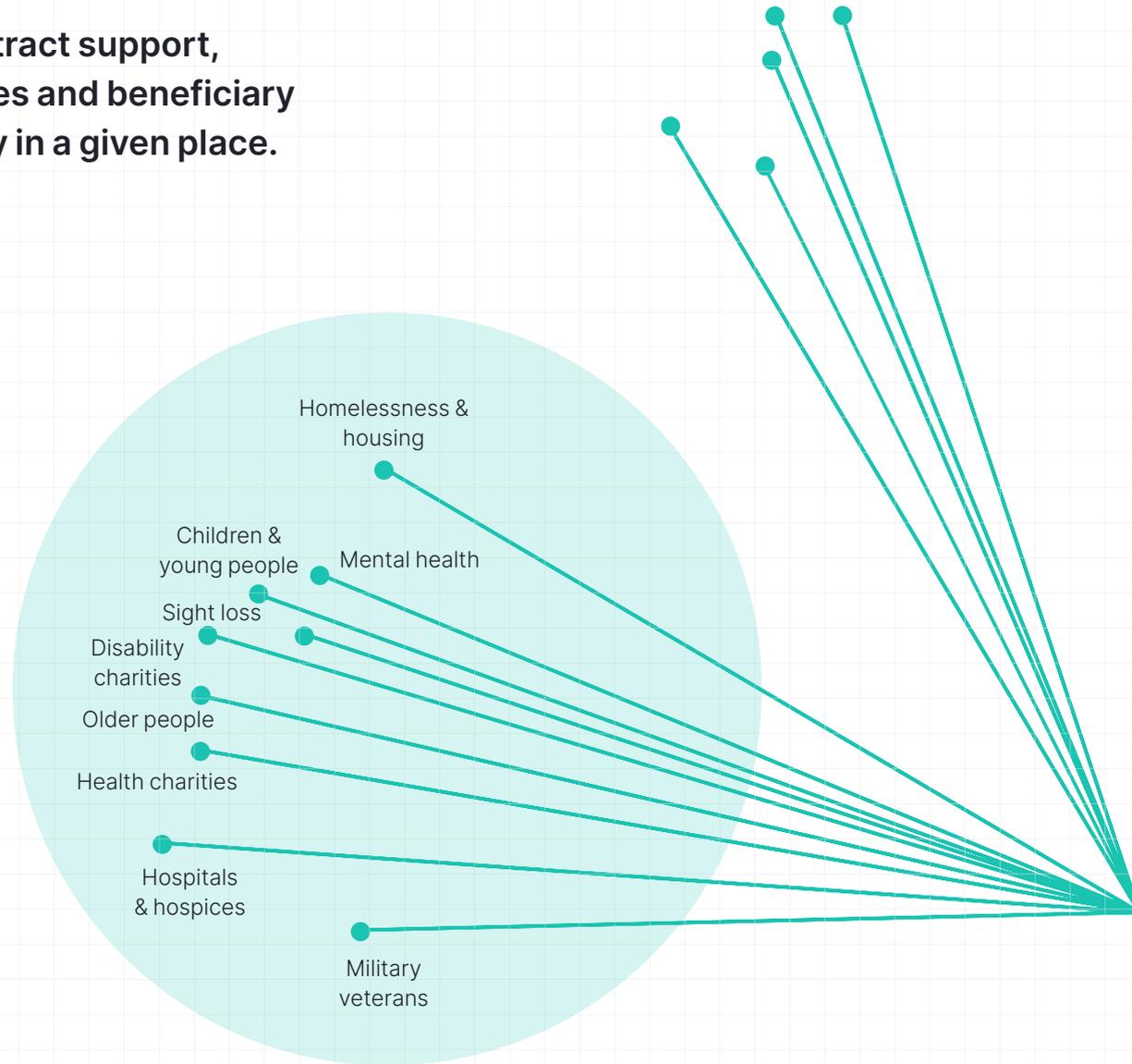
Cause focus.

The thematic priorities that attract support, indicating which types of issues and beneficiary groups resonate most strongly in a given place.

Archetype 01

Social care →

This archetype reflects a strong orientation towards the traditional charitable causes of care and protection. Support clusters around causes linked to health, ageing, disability and children – areas where vulnerability is visible and support feels immediate.



Distinct ways of expressing support, summarised from 13 behaviours.

Hospitals & hospices	0.741
Health charities	0.706
Older people	0.702
Disability charities	0.693
Children/Young people	0.652
Blindness / sight loss	0.619
Mental health	0.604
Military/War veterans	0.595
Homelessness/Housing	0.548
Human rights (International)	0.222
Overseas development	0.171
Overseas emergency relief	0.227
Human rights (in the UK)	0.309
Religious groups	0.239
Wildlife and conservation	0.251
Animal welfare	0.259
Environment	0.264

The archetypes →

Cause focus.

Archetype 02

Global justice →

This archetype reflects an outward-looking orientation. Support is more likely to be directed towards international human rights, overseas development and emergency relief, alongside human rights in the UK. The defining feature is concern with fairness, justice and inequality – often beyond one’s immediate locality.



Distinct ways of expressing support, summarised from 13 behaviours.

Hospitals & hospices	0.127
Health charities	0.203
Older people	0.250
Disability charities	0.301
Children/Young people	0.332
Blindness / sight loss	0.294
Mental health	0.344
Military/War veterans	0.039
Homelessness/Housing	0.429
Human rights (International)	0.787
Overseas development	0.783
Overseas emergency relief	0.750
Human rights (in the UK)	0.700
Religious groups	0.660
Wildlife and conservation	0.227
Animal welfare	0.084
Environment	0.497

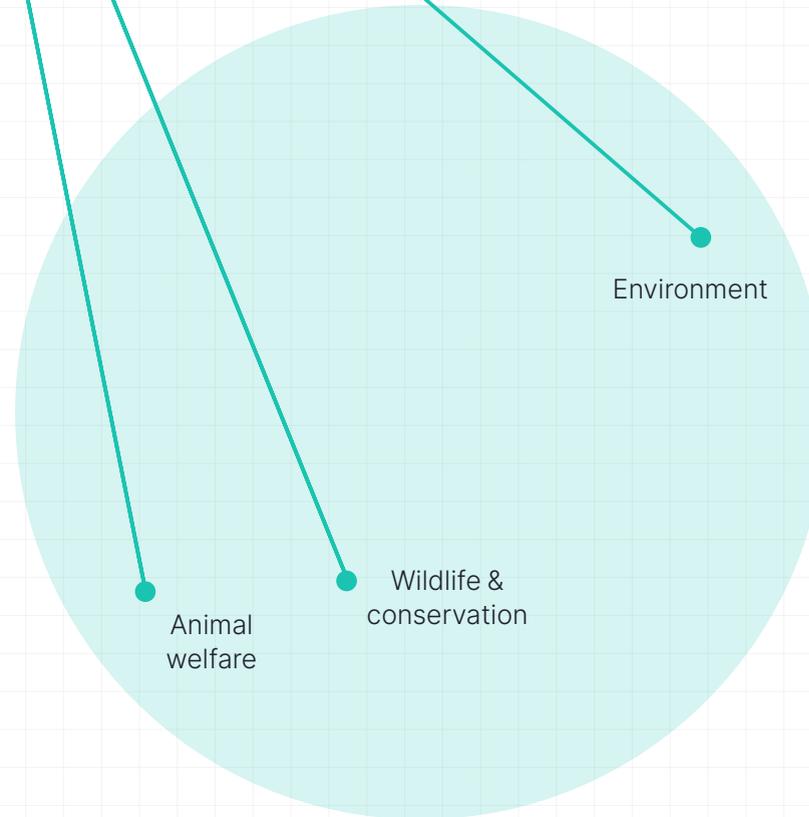
The archetypes →

Cause focus.

Archetype 03

Nature protection →

This archetype is defined by environmental concern. Wildlife and conservation, animal welfare and environmental causes are the strongest markers. The emphasis is on protecting nature and the natural world, with support directed towards preservation, sustainability and the welfare of animals and ecosystems.



Distinct ways of expressing support, summarised from 13 behaviours.

Hospitals & hospices	0.114
Health charities	0.071
Older people	0.184
Disability charities	0.215
Children/Young people	0.160
Blindness / sight loss	0.221
Mental health	0.199
Military/War veterans	0.226
Homelessness/Housing	0.215
Human rights (International)	0.206
Overseas development	0.165
Overseas emergency relief	0.119
Human rights (in the UK)	0.239
Religious groups	-0.008
Wildlife and conservation	0.811
Animal welfare	0.807
Environment	0.564

The archetypes →

Combined engagement archetypes.

Broad, simplified patterns that draw together the previous models: place-based attitudes, cause focus and mode of engagement into recognisable styles of charitable support – giving a practical summary of much more complex variation within the data.

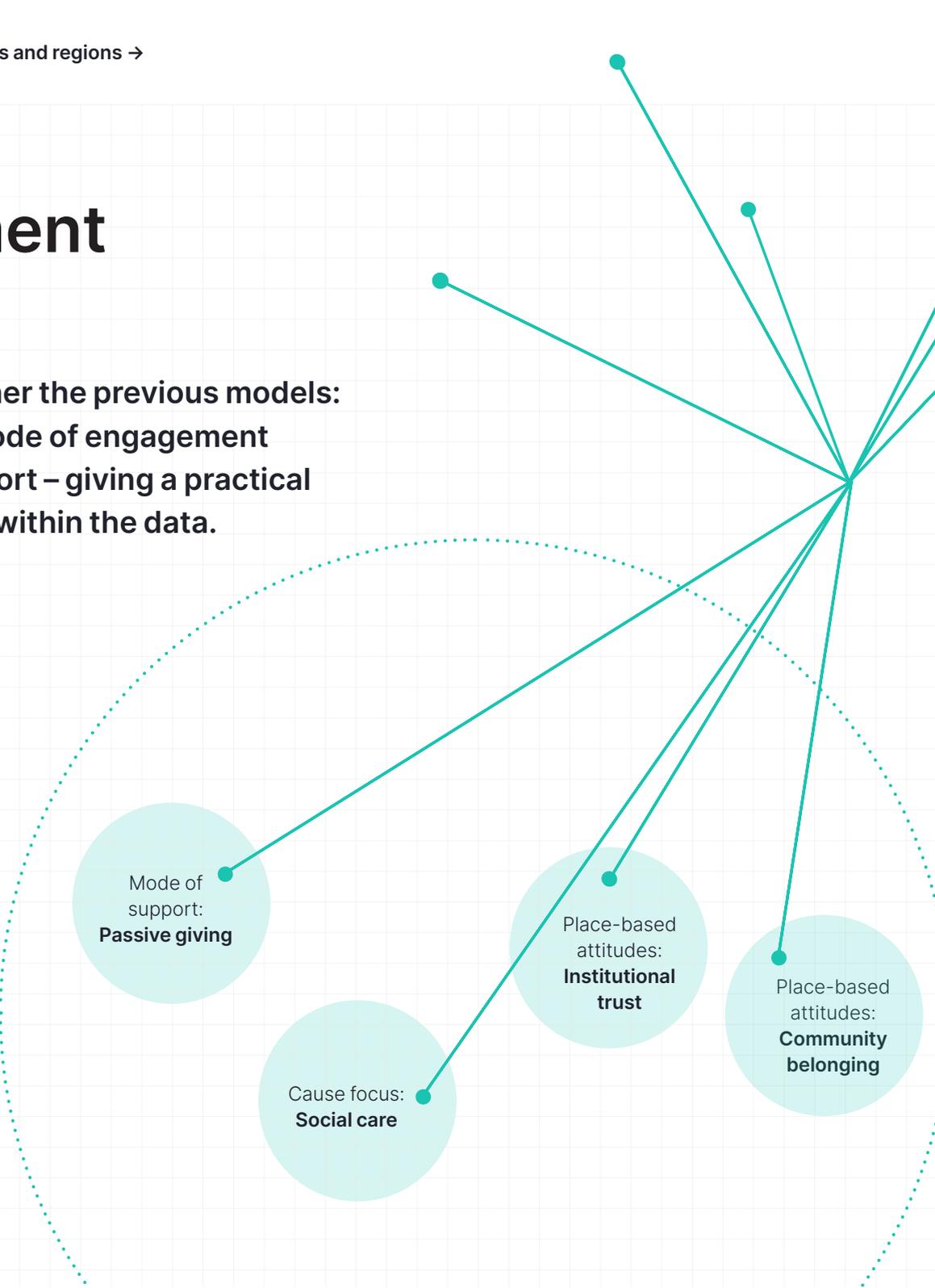
Archetype 01

Charity heartlands →

This archetype reflects a settled, mainstream relationship with charities.

Support tends to cluster around traditional social care causes such as health, disability, older people and children. Giving is steady and practical – donating money or goods, supporting through familiar channels – and charities are seen as visible and established within everyday life. Trust in organisations is relatively strong, and there is a quiet sense that charities are part of the social fabric. Overall, this represents a confident and habitual pattern of support.

CharityTracker.



A single model combining place-based attitudes, cause focus and modes of support.

Typology	Archetype	
Place-based attitudes	Institutional trust	0.461
Place-based attitudes	Community belonging	0.421
Mode of support	Passive giving	0.692
Cause focus	Social care	0.747
Place-based attitudes	Unmet local need	-0.231
Mode of support	Active engagement	0.277
Cause focus	Global justice	0.001
Place-based attitudes	Charity salience	0.283
Mode of support	Public advocacy	0.023
Cause focus	Nature protection	0.054

Factor loadings from principal component analysis. See back pages for methodology.

The archetypes →

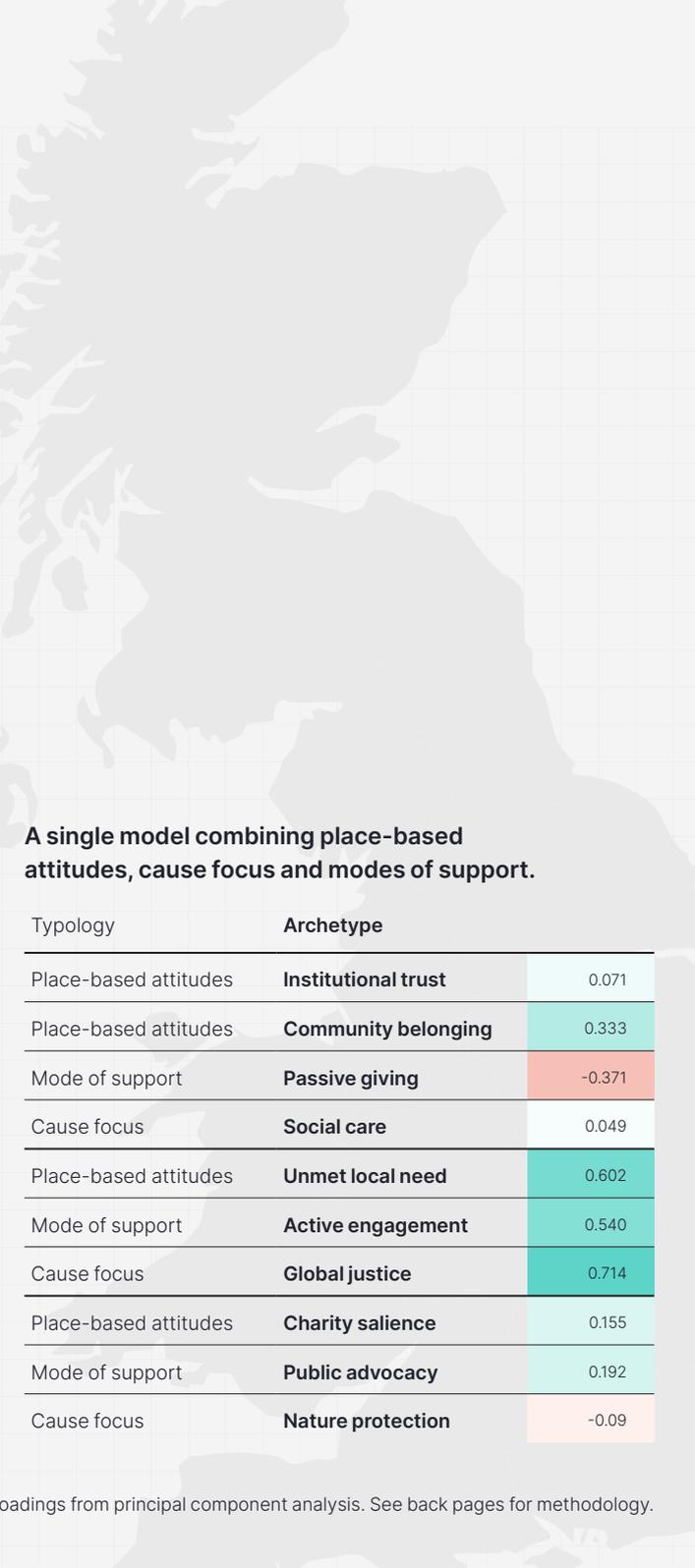
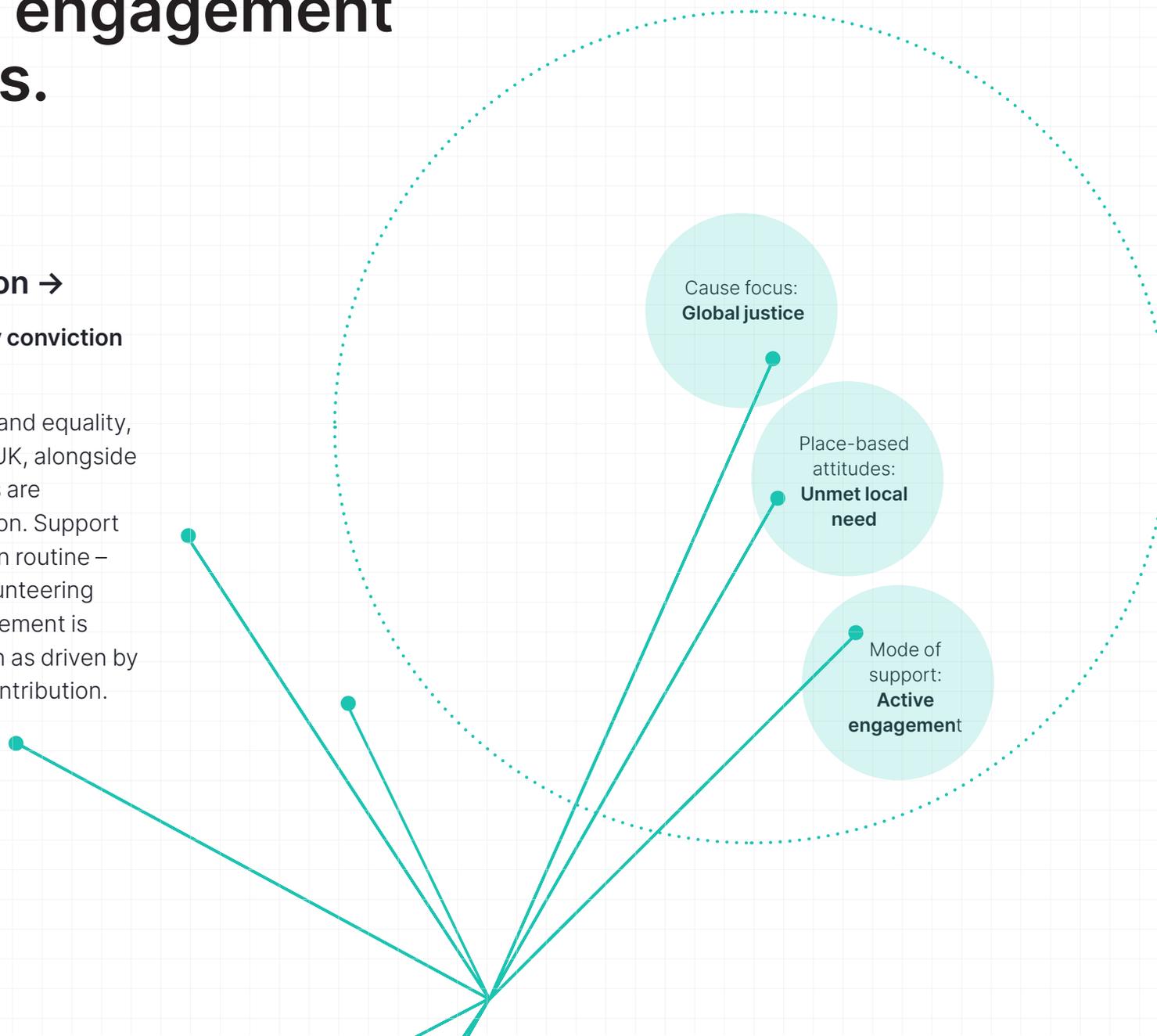
Combined engagement archetypes.

Archetype 02

Justice & participation →

This archetype is defined by conviction and involvement.

Concern centres on fairness and equality, both globally and within the UK, alongside a clear belief that local needs are pressing and deserve attention. Support is more likely to be active than routine – organising, participating, volunteering and stepping forward. Engagement is purposeful, with change seen as driven by action rather than passive contribution.



A single model combining place-based attitudes, cause focus and modes of support.

Typology	Archetype	
Place-based attitudes	Institutional trust	0.071
Place-based attitudes	Community belonging	0.333
Mode of support	Passive giving	-0.371
Cause focus	Social care	0.049
Place-based attitudes	Unmet local need	0.602
Mode of support	Active engagement	0.540
Cause focus	Global justice	0.714
Place-based attitudes	Charity salience	0.155
Mode of support	Public advocacy	0.192
Cause focus	Nature protection	-0.09

The archetypes →

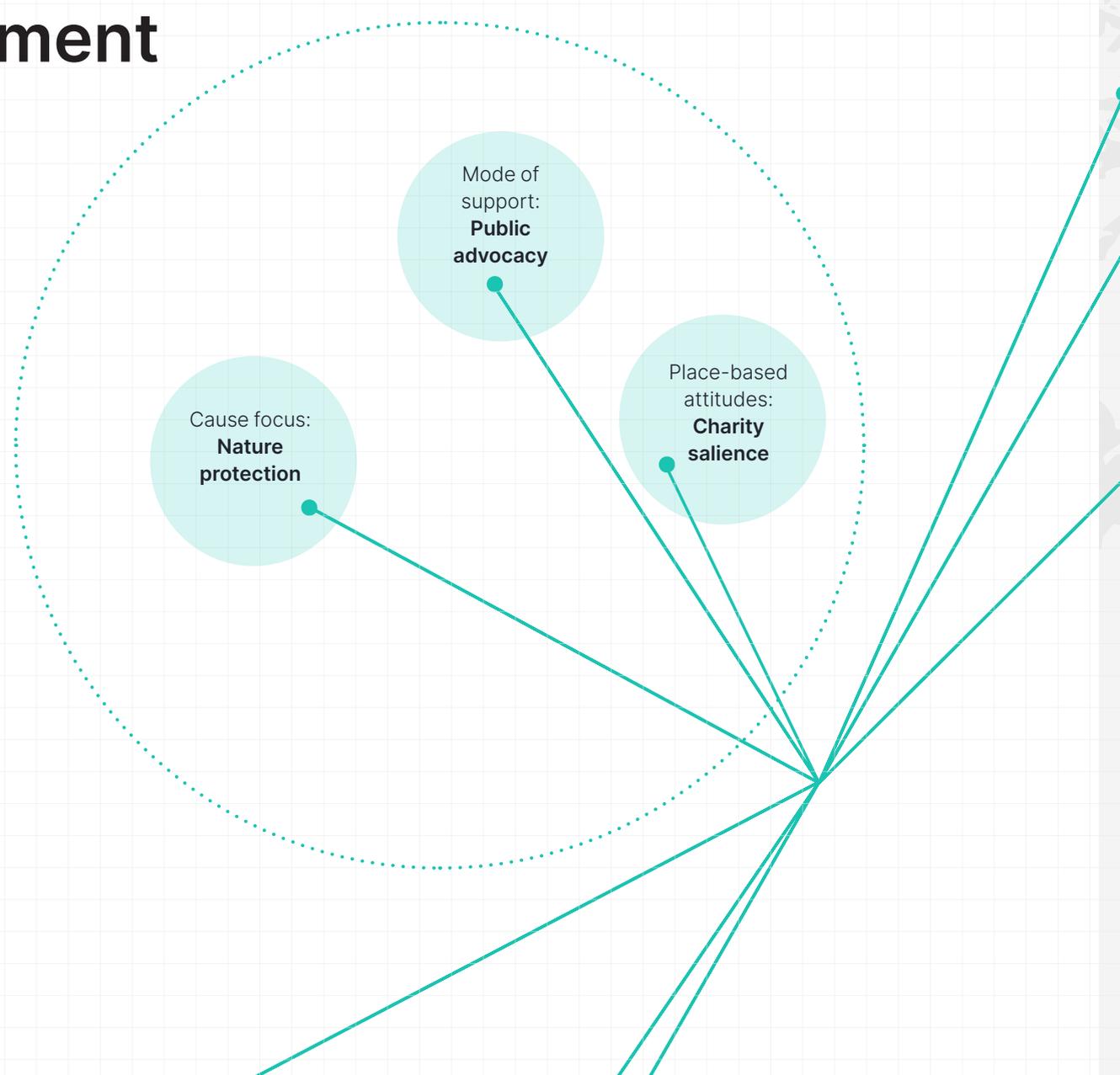
Combined engagement archetypes.

Archetype 03

Environmental awareness →

This archetype is anchored in environmental and animal welfare concerns.

Protection of wildlife, conservation and sustainability are central priorities. Support is often outward-facing and expressive – sharing, advocating and publicly backing causes. Charities are visible and broadly trusted, but attachment is driven more by the issue itself than by local identity. This represents a cause-led pattern of engagement rooted in concern for nature.



A single model combining place-based attitudes, cause focus and modes of support.

Typology	Archetype	Value
Place-based attitudes	Institutional trust	0.375
Place-based attitudes	Community belonging	-0.355
Mode of support	Passive giving	0.128
Cause focus	Social care	0.056
Place-based attitudes	Unmet local need	0.092
Mode of support	Active engagement	-0.084
Cause focus	Global justice	0.199
Place-based attitudes	Charity salience	0.355
Mode of support	Public advocacy	0.633
Cause focus	Nature protection	0.645

02

What drives higher value giving?

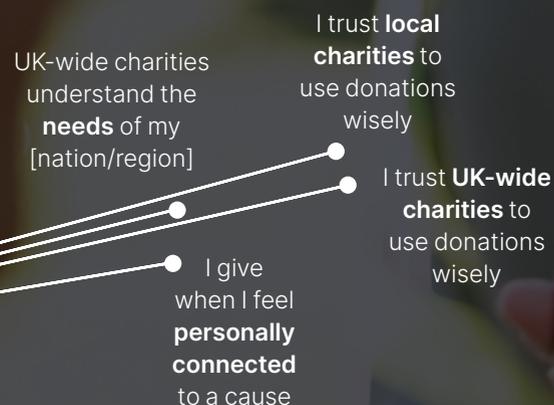
Within this broader picture of how people relate to charities in their national and regional context, one question stands out: what is most closely associated with higher value giving?

Several of the factors explored in this overview – trust in charities, community belonging, perceptions of local need and the visibility of charities in everyday life – are rooted in people's relationship with the place they live.

Analysing donation band against these place-based attitudes, alongside cause focus and mode of support, reveals a clear pattern.

01

Trust is the single strongest attitudinal driver.



Place-based attitudes alone account for **18% of the variation in donation value, even after allowing for age.**

The standout factor is **Institutional trust**. People who believe charities use donations wisely and understand local needs give significantly more.

Alongside trust, two other regional signals matter:

- **Community belonging** – feeling connected to your local area.
- **Charity salience** – seeing charities visibly present in everyday life.

By contrast, perceiving higher local need does not, on its own, predict higher donation value.



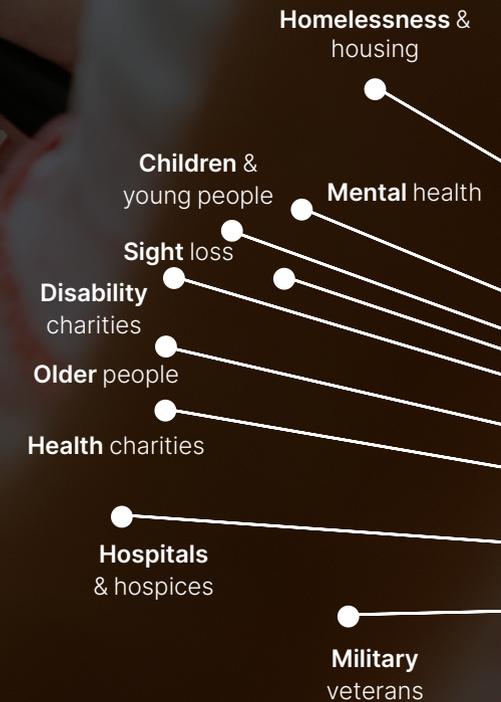
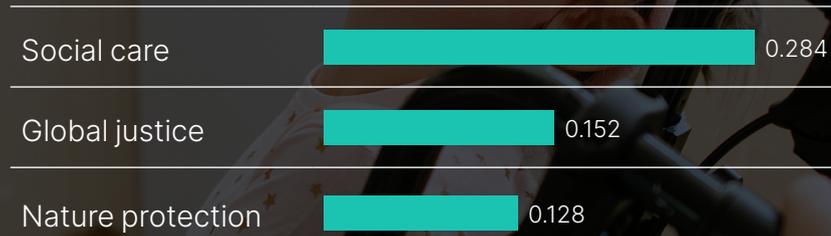
02

Cause alignment also matters.

When the types of causes people prioritise are taken into account, they explain a further 9% of variation in donation value.

The strongest association comes from alignment with traditional **social care** causes that directly support vulnerable people, such as health, disability, children and families, or homelessness.

Support for **global justice** and **nature protection** is also linked to higher value giving, though more modestly.



03

Quiet, steady giving remains the backbone.

Donated money

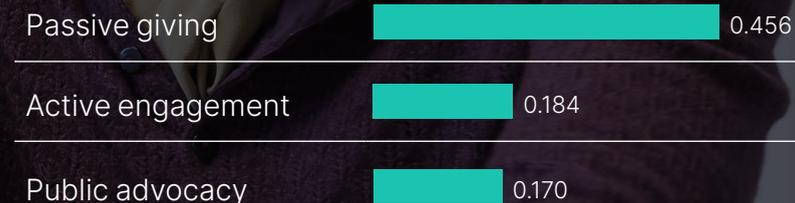
Donated goods

Purchased goods

When mode of support is included, the combined model explains close to 38% of overall variation in donation value.

Passive giving – steady, practical acts such as donating money or goods – is the single strongest behavioural predictor. Quiet, habitual support remains the backbone of charitable income from individuals.

Active engagement and **public advocacy** also contribute, but to a lesser degree.

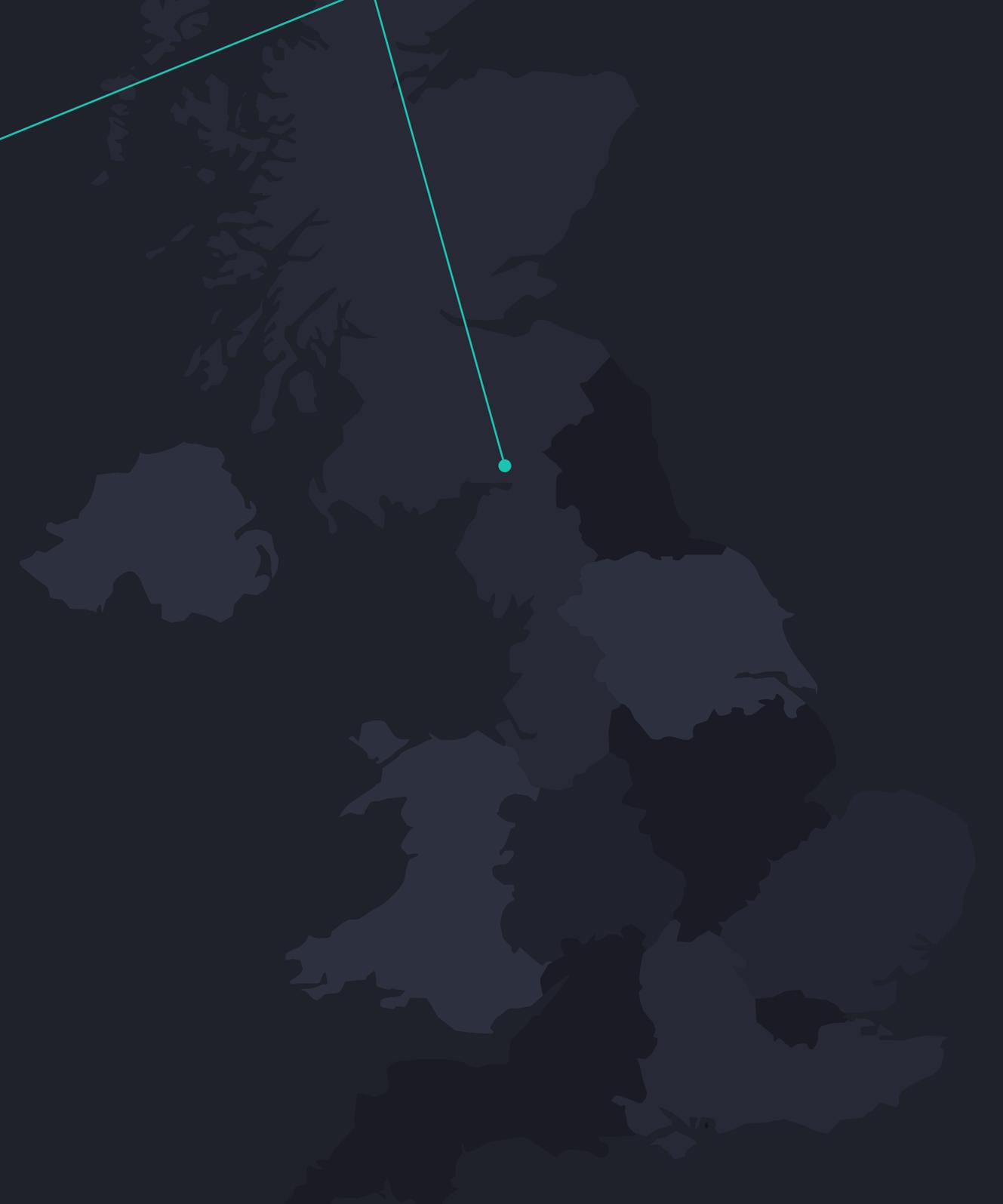


These drivers are not evenly distributed across the UK.

Levels of trust, cause alignment and engagement style vary meaningfully between the nations and English regions. Where these factors are stronger, higher value giving is more likely to follow.

03

The nations and regions.

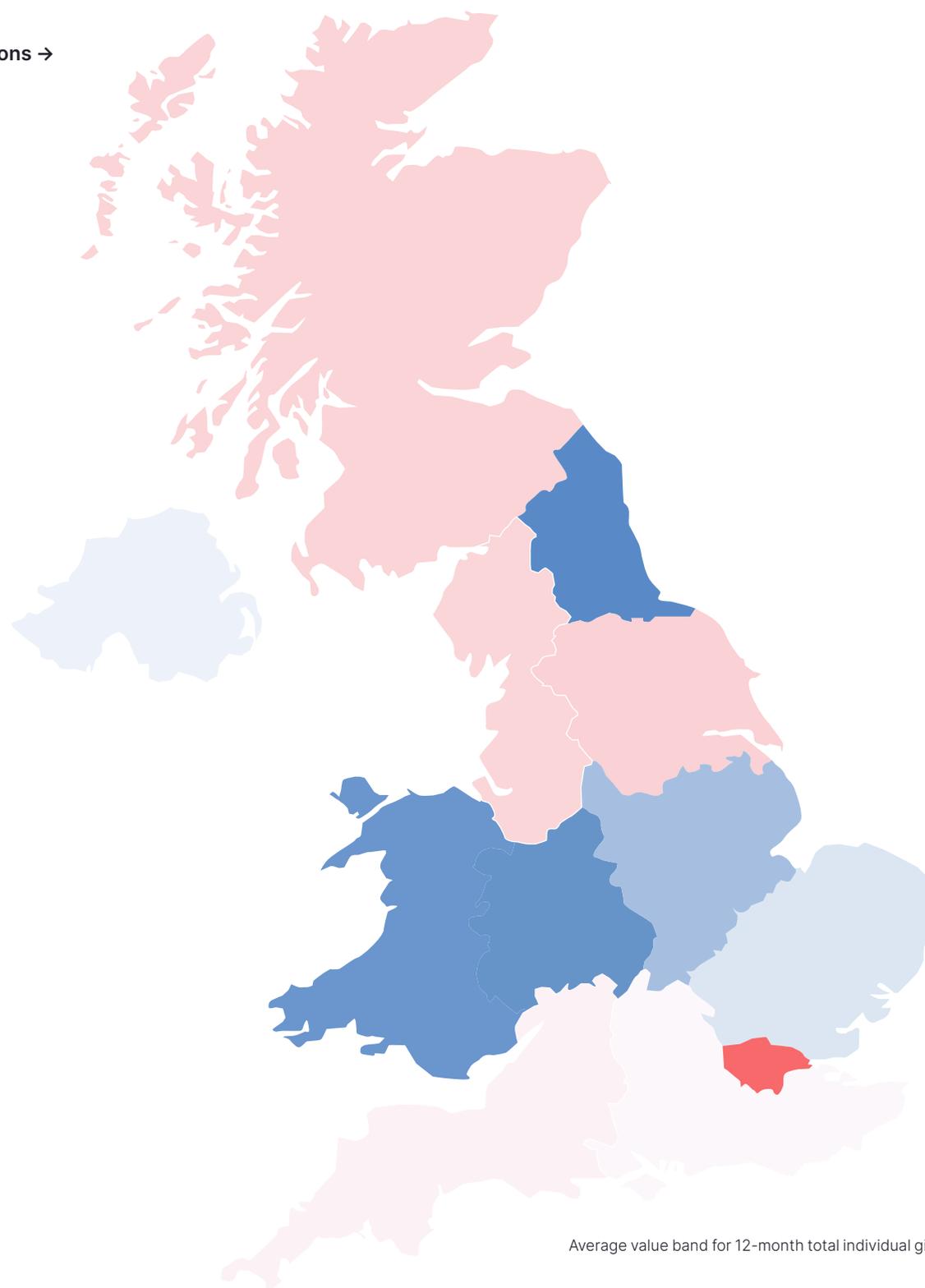


Donation value varies meaningfully across the UK.

Some areas consistently sit towards the top of the national range, while others are more constrained.

Alongside demographic factors, this variation reflects differences in trust, cause alignment and modes of engagement described earlier.

The profiles that follow show how these patterns combine within each nation and region – and what sits behind their donation levels.



Region	Donation value band
London	4.62
Yorkshire and the Humber	4.16
Scotland	4.15
North West	4.14
South West	4.01
South East	3.99
Northern Ireland	3.93
East of England	3.90
East Midlands	3.80
Wales	3.69
West Midlands	3.68
North East	3.65

National and regional profiles.



Across the nations and English regions, the same place-based attitudes, cause preferences and modes of support are present. What differs is their relative strength.

In some places, community belonging and local focus are more pronounced. In others, fairness and global outlook carry greater weight. In some, engagement is steady and habitual; in others, it is more visible and participatory.

The following profiles show how these patterns combine in each nation and region.

The nations and regions →

Scotland.

Population →

5.5m total population **8.1%** of the UK

Scotland presents a balanced profile, but its defining feature is place.

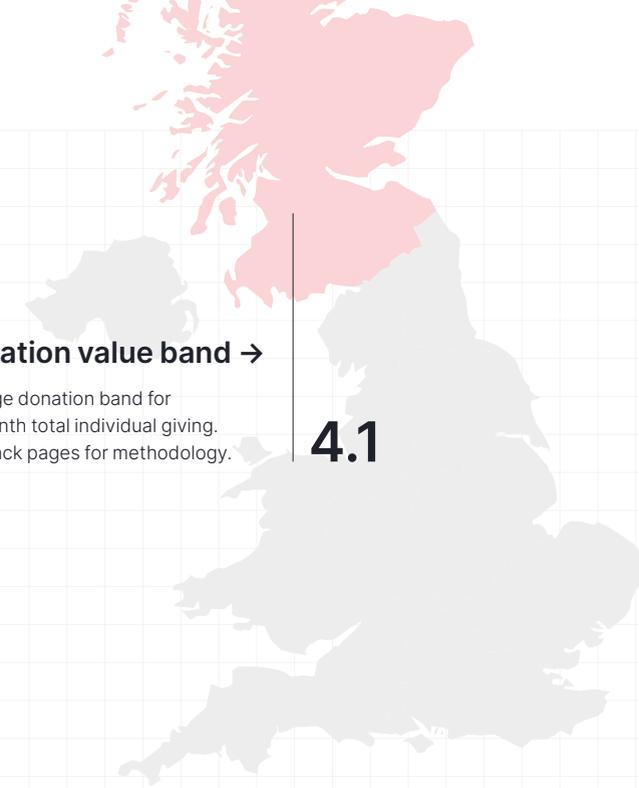
There is a powerful sense of pride in community and a clear belief that the needs of Scotland are pressing. That national and local conviction shapes giving behaviour: support is far more likely to be directed towards Scottish charities than to UK-wide or international organisations.

Participation is less hands-on, but public expression is relatively strong. Donation levels sit near the top of the UK range.

Donation value band →

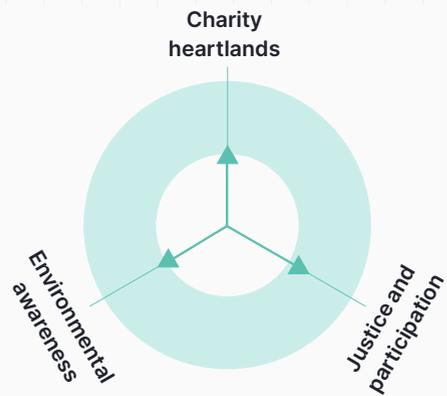
Average donation band for 12-month total individual giving. See back pages for methodology.

4.1



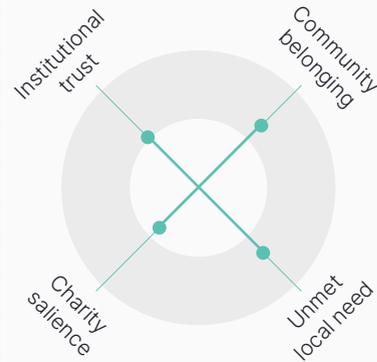
Main orientations →

A single model combining place-based attitudes, cause focus and modes of support.



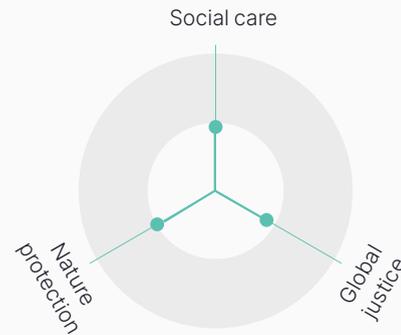
Place-based attitudes →

Drawn from 16 statements capturing perceptions of charities and community within each place.



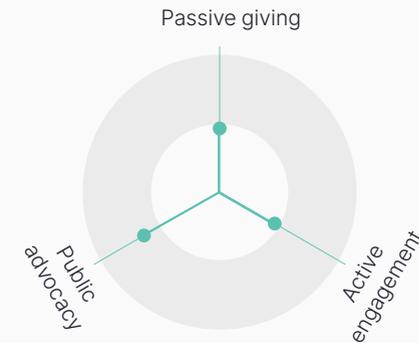
Cause focus →

Patterns of alignment across 17 cause areas.



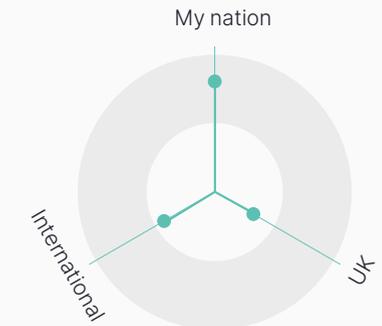
Mode of support →

Distinct ways of expressing support, summarised from 13 behaviours.



Sphere of interest →

Ranking of preferred geographical focus for charitable support.



The nations and regions →

Northern Ireland.

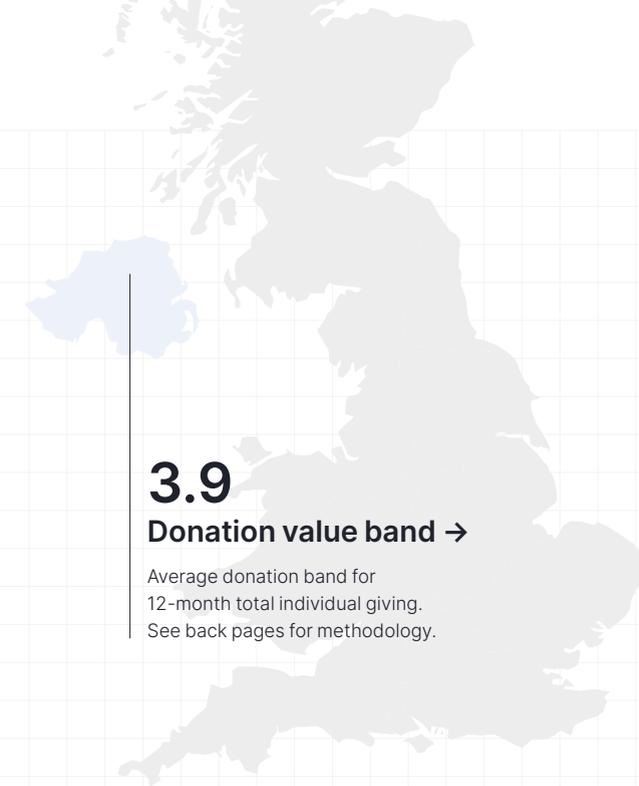
Population →

1.9m **2.8%**
total population of the UK

Northern Ireland combines conviction with proximity.

There is a clear appetite for fairness and equality, alongside strong concern for environmental issues, but this sits against a backdrop of intense focus on needs close to home. Perceived local pressure is high, even where broader social cohesion feels less secure.

Charities are visible in everyday life, and support is as much about voice as money: signing, sharing and speaking out are relatively common. While giving spans a range of causes, it is firmly centred on Northern Ireland itself, with much less emphasis on UK-wide or international organisations. Donation levels sit in the upper-middle tier.

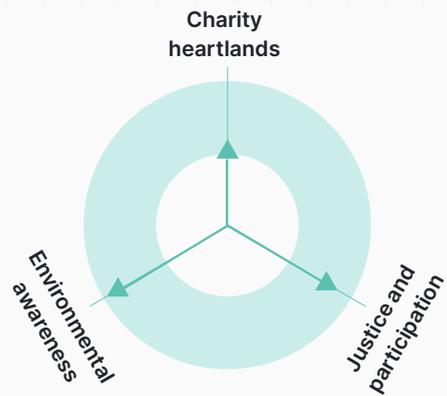


3.9
Donation value band →

Average donation band for 12-month total individual giving. See back pages for methodology.

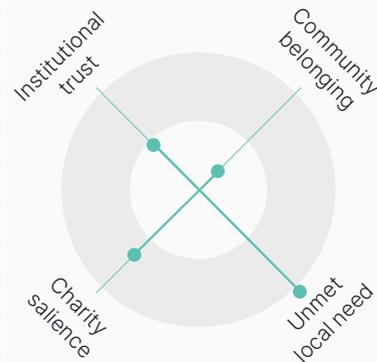
Main orientations →

A single model combining place-based attitudes, cause focus and modes of support.



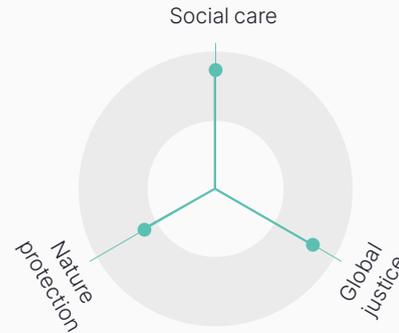
Place-based attitudes →

Drawn from 16 statements capturing perceptions of charities and community within each place.



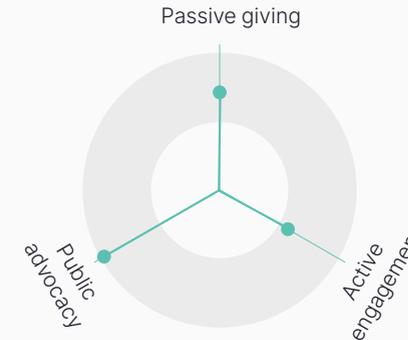
Cause focus →

Patterns of alignment across 17 cause areas.



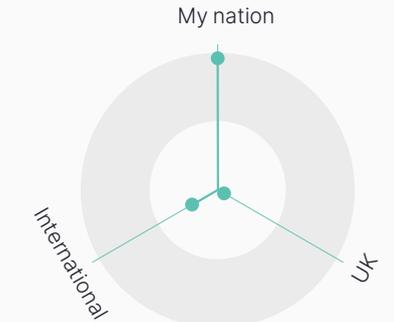
Mode of support →

Distinct ways of expressing support, summarised from 13 behaviours.



Sphere of interest →

Ranking of preferred geographical focus for charitable support.



The nations and regions →

Wales.

Population →

3.2m

total population

4.7%

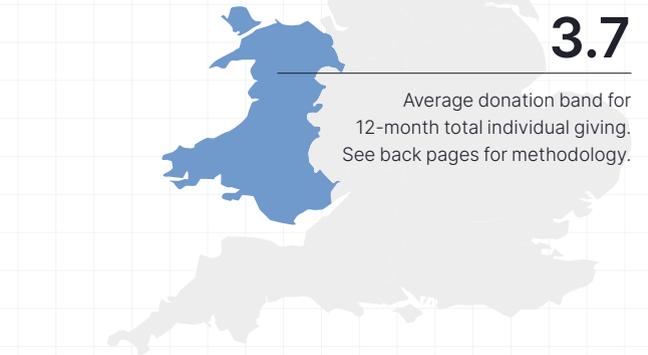
of the UK

Wales has a quieter profile overall, with fewer strong spikes in engagement.

The clearest distinction is environmental support. Compared with other causes, conservation and nature stand out more visibly here than justice-led or traditional care-focused charities.

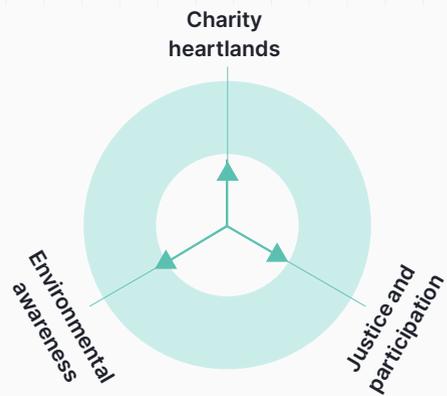
It is the most consistent area of relative strength. Giving itself remains low-visibility, with limited uplift in volunteering or public voice. Geographically, support is centred on Welsh and UK-wide charities rather than international work. Donation values sit towards the lower end of the UK range, reflecting a quieter overall engagement profile.

Donation value band →



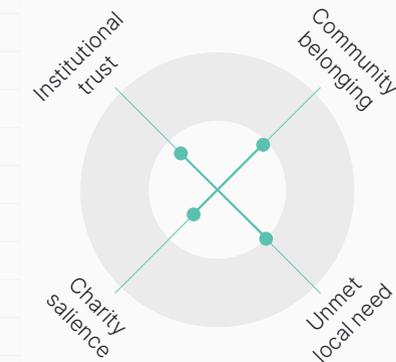
Main orientations →

A single model combining place-based attitudes, cause focus and modes of support.



Place-based attitudes →

Drawn from 16 statements capturing perceptions of charities and community within each place.



Cause focus →

Patterns of alignment across 17 cause areas.



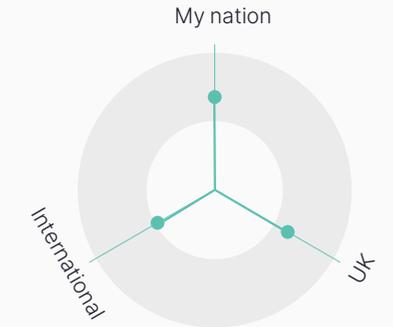
Mode of support →

Distinct ways of expressing support, summarised from 13 behaviours.



Sphere of interest →

Ranking of preferred geographical focus for charitable support.



The nations and regions →

North West.

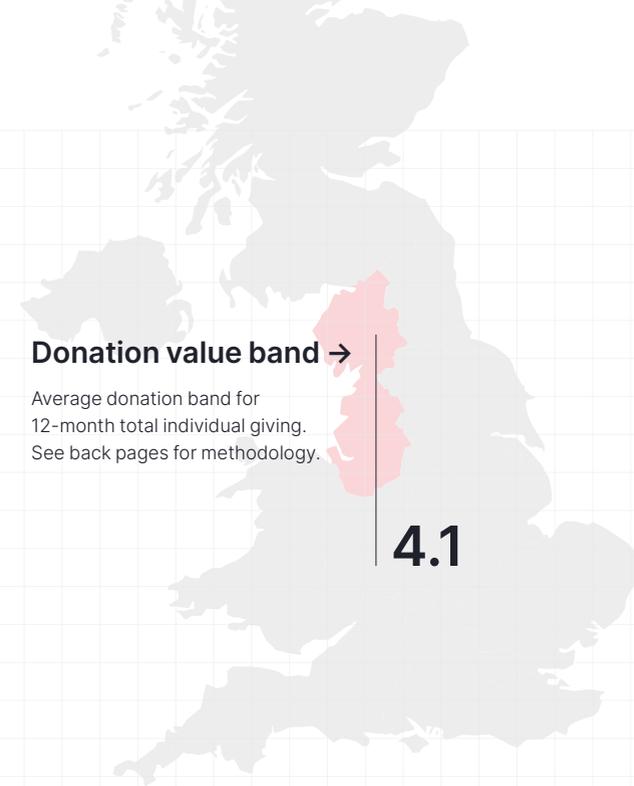
Population →

7.6m **11.1%**
total population of the UK

The North West has a purposeful feel.

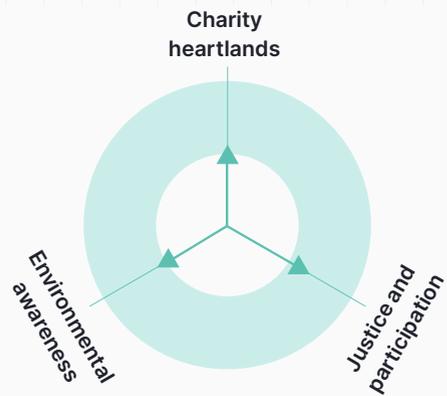
There is a stronger-than-average concern with fairness and inequality, while environmental causes carry a little less weight. Support spans both care-focused charities and those tackling injustice, with less emphasis on nature and conservation.

Place matters here. People are more likely to feel connected to their communities and to believe that local needs are significant. That sense of proximity shapes attitudes, even though behaviour itself is fairly steady and unflashy. Its strength lies in conviction rather than visibility. Geographically, support stretches from local charities through to international work. Donation levels sit towards the higher end compared with most other regions.



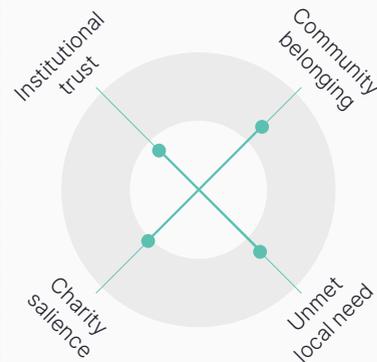
Main orientations →

A single model combining place-based attitudes, cause focus and modes of support.



Place-based attitudes →

Drawn from 16 statements capturing perceptions of charities and community within each place.



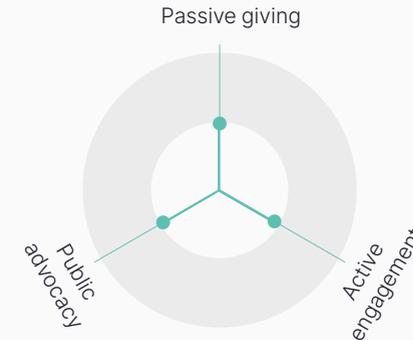
Cause focus →

Patterns of alignment across 17 cause areas.



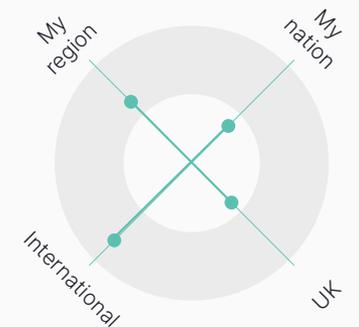
Mode of support →

Distinct ways of expressing support, summarised from 13 behaviours.



Sphere of interest →

Ranking of preferred geographical focus for charitable support.



The nations and regions →

North East.

Population →

2.7m **4.0%**
total population of the UK

The North East is defined more by place than by cause.

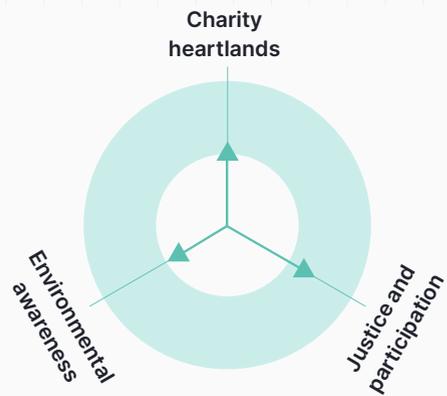
People are more likely to feel connected to their communities and to believe that local needs are acute. At the same time, charities feel slightly less visible and command a little less confidence than elsewhere.

Giving is firmly rooted in the region itself, though there is also a notable openness to international causes, with less emphasis on UK-wide organisations. Donation levels sit towards the lower end of the UK range, despite strong local belonging.



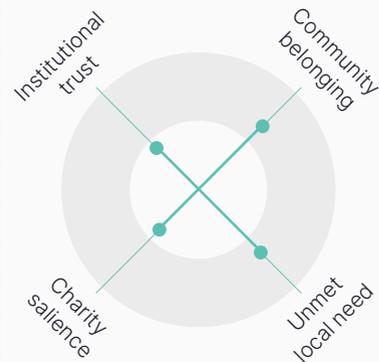
Main orientations →

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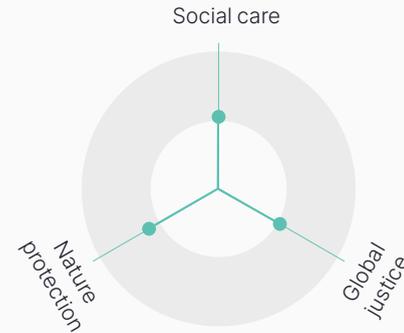
Place-based attitudes →

Drawn from 16 statements capturing perceptions of charities and community within each place.



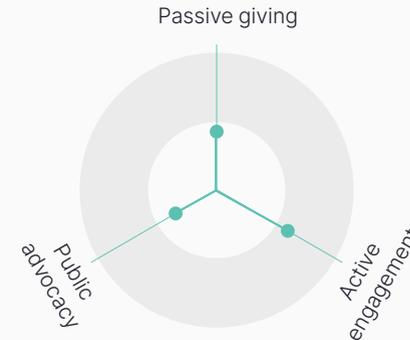
Cause focus →

Patterns of alignment across 17 cause areas.



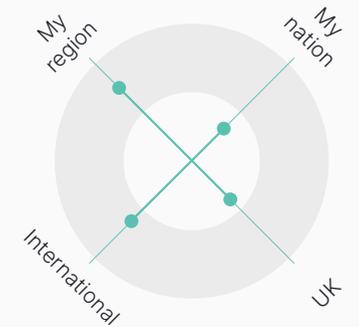
Mode of support →

Distinct ways of expressing support, summarised from 13 behaviours.



Sphere of interest →

Ranking of preferred geographical focus for charitable support.



The nations and regions →

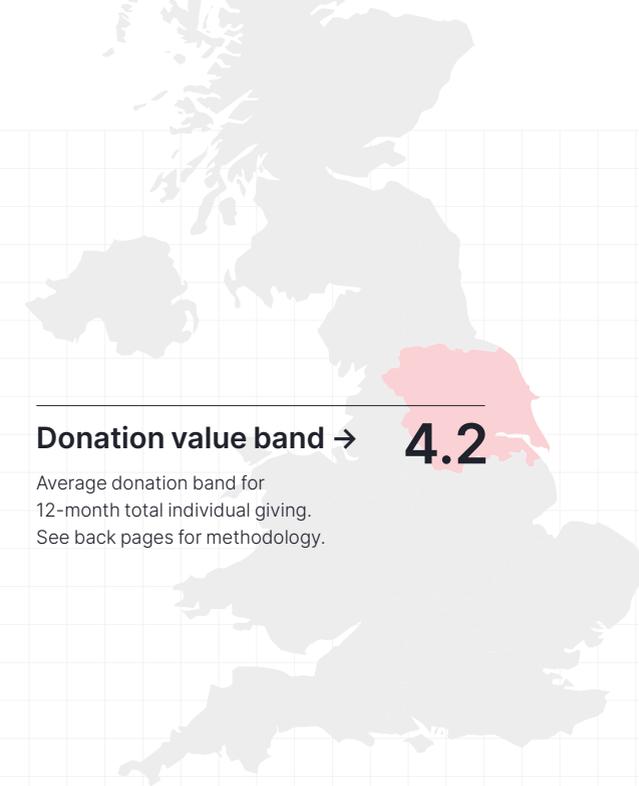
Yorkshire and the Humber.

Population →
5.6m **8.2%**
total population of the UK

Yorkshire and the Humber reflects a steady, mainstream relationship with charities.

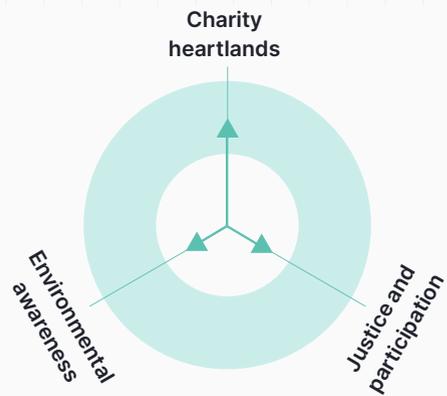
Support gravitates towards familiar, service-led causes, with less appetite for campaigning around global inequality or environmental protection. Engagement is practical rather than activist.

The strongest defining feature is its local focus. People here are far more likely to direct support towards charities rooted in their own area, and markedly less likely to prioritise national or international organisations. Giving tends to be straightforward and low-visibility – donating money or goods rather than speaking out publicly. Despite this low-key style, donation levels are near the top of the UK range.



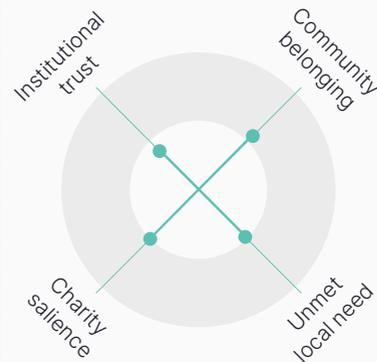
Main orientations →

A single model combining place-based attitudes, cause focus and modes of support.



Place-based attitudes →

Drawn from 16 statements capturing perceptions of charities and community within each place.



Cause focus →

Patterns of alignment across 17 cause areas.



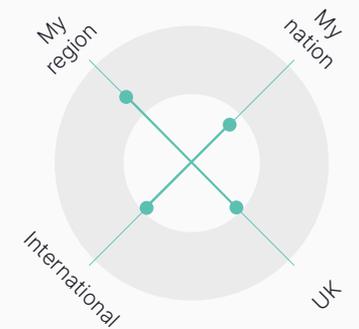
Mode of support →

Distinct ways of expressing support, summarised from 13 behaviours.



Sphere of interest →

Ranking of preferred geographical focus for charitable support.



The nations and regions →

West Midlands.

Population →

6.1m **8.9%**
total population of the UK

The West Midlands leans more towards fairness and traditional care-led causes than towards environmental concerns.

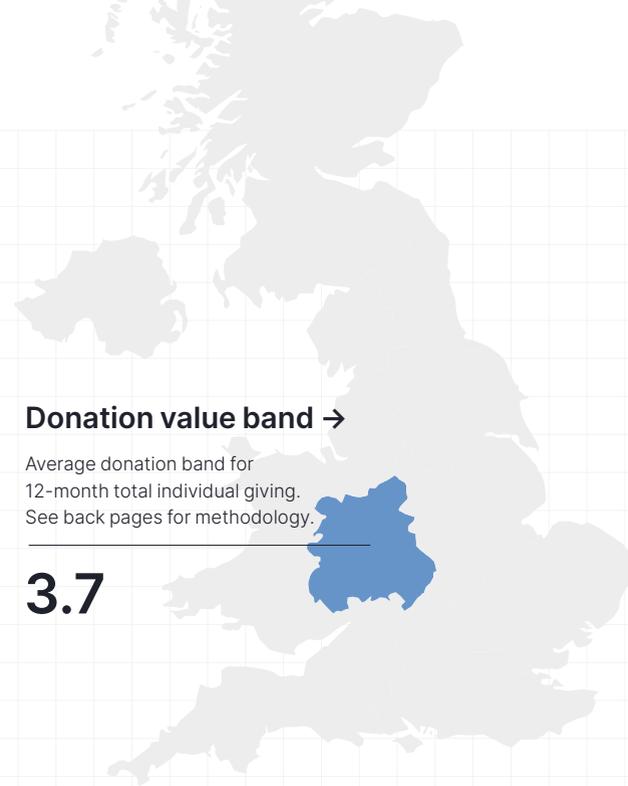
Support is not confined to quiet donation; there is a modest tilt towards public expression, even if levels of hands-on participation are not especially high.

Alongside this sits an awareness of need closer to home, giving the region a mix of local pressure and global outlook. Donation levels sit around the middle of the range.

Donation value band →

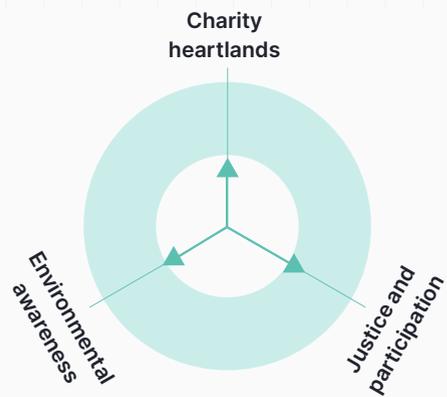
Average donation band for 12-month total individual giving. See back pages for methodology.

3.7



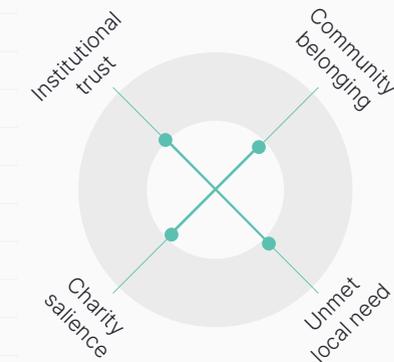
Main orientations →

A single model combining place-based attitudes, cause focus and modes of support.



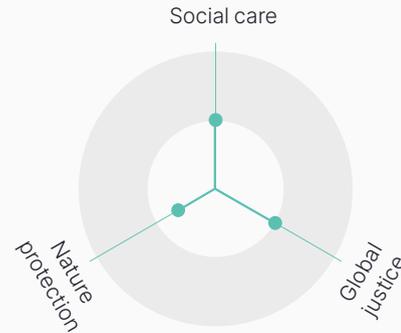
Place-based attitudes →

Drawn from 16 statements capturing perceptions of charities and community within each place.



Cause focus →

Patterns of alignment across 17 cause areas.



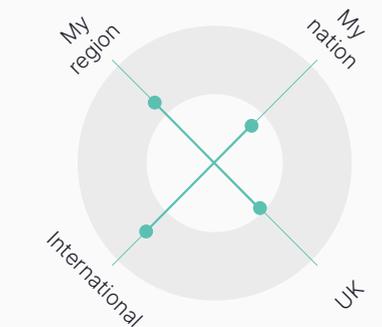
Mode of support →

Distinct ways of expressing support, summarised from 13 behaviours.



Sphere of interest →

Ranking of preferred geographical focus for charitable support.



The nations and regions →

East Midlands.

Population →

5.0m **7.3%**
total population of the UK

The East Midlands has a practical, grounded pattern of engagement, without a strong ideological tilt.

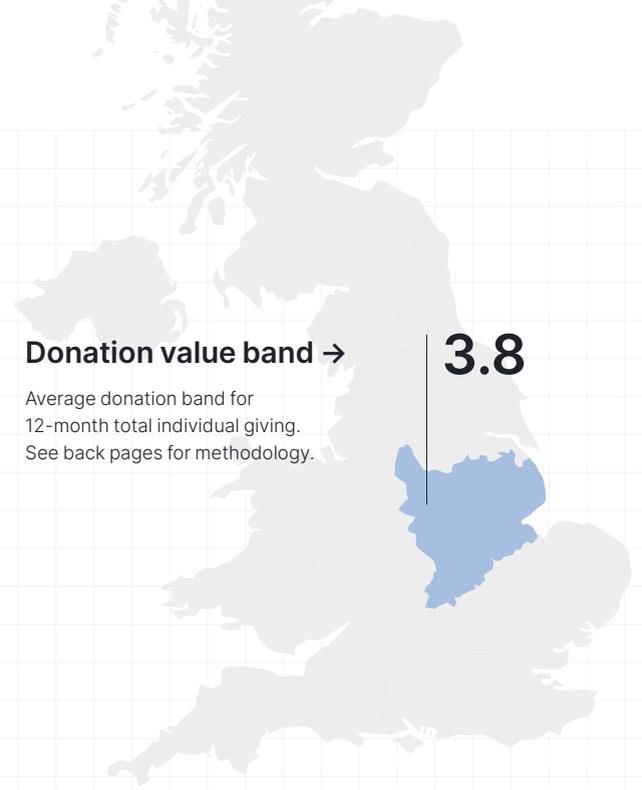
Within that profile, there is a modest tilt towards doing as well as giving. People show a slight uplift in hands-on participation alongside straightforward financial support, suggesting involvement that is active but not overtly vocal.

There is a modest pull towards regionally rooted charities, alongside recognition of local need. Charities feel reasonably visible in everyday life, and donation levels sit close to the UK mid point.

Donation value band →

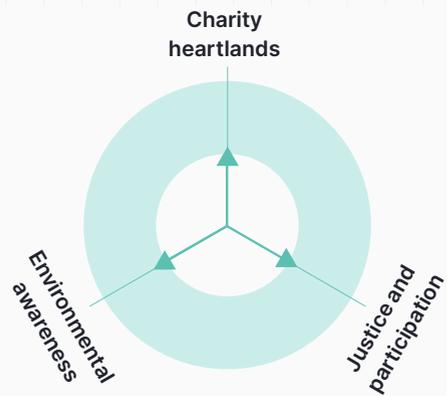
3.8

Average donation band for 12-month total individual giving. See back pages for methodology.



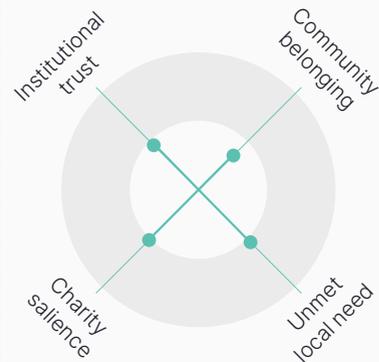
Main orientations →

A single model combining place-based attitudes, cause focus and modes of support.



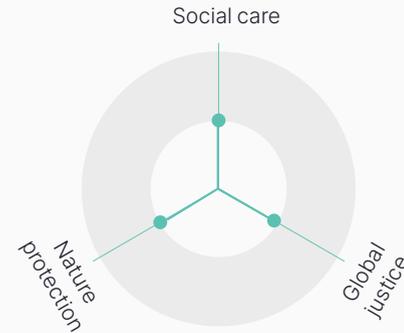
Place-based attitudes →

Drawn from 16 statements capturing perceptions of charities and community within each place.



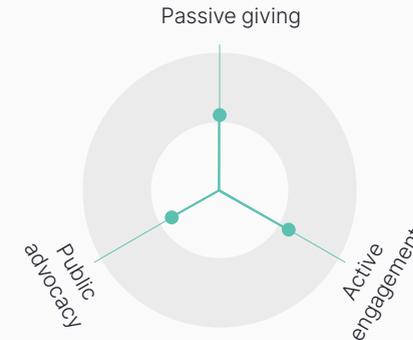
Cause focus →

Patterns of alignment across 17 cause areas.



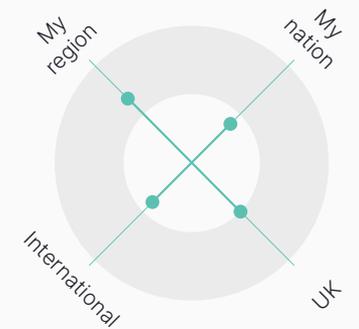
Mode of support →

Distinct ways of expressing support, summarised from 13 behaviours.



Sphere of interest →

Ranking of preferred geographical focus for charitable support.



The nations and regions →

East of England.

Population →
6.5m total population
9.5% of the UK

The East of England shows a settled pattern of support.

Giving leans towards familiar, service-led charities focused on health, disability and children, but there is also a noticeable environmental thread, with nature and conservation carrying modest extra weight. Engagement is practical, without a strong activist edge.

Confidence in charities is slightly firmer here, reinforcing that steady relationship. Support is most often expressed through straightforward acts of giving, though there is also a mild uplift in hands-on participation. Geographically, support tilts towards UK-wide organisations, with less emphasis on international work. Donation levels are comparatively strong, placing the region in the upper tiers.



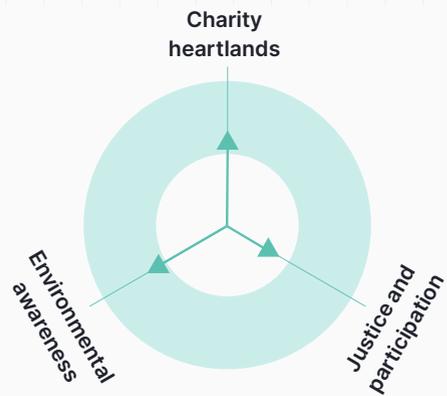
Donation value band →

Average donation band for 12-month total individual giving. See back pages for methodology.

3.9

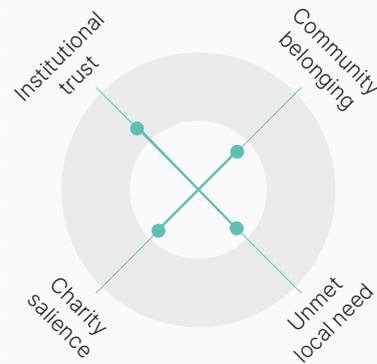
Main orientations →

A single model combining place-based attitudes, cause focus and modes of support.



Place-based attitudes →

Drawn from 16 statements capturing perceptions of charities and community within each place.



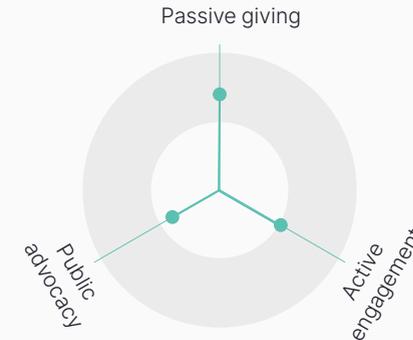
Cause focus →

Patterns of alignment across 17 cause areas.



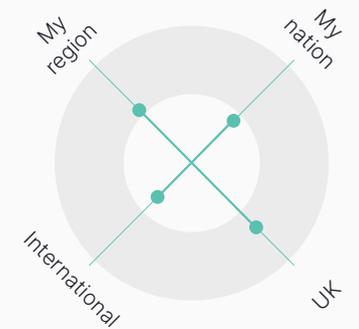
Mode of support →

Distinct ways of expressing support, summarised from 13 behaviours.



Sphere of interest →

Ranking of preferred geographical focus for charitable support.



The nations and regions →

South West.

Population →

5.8m **8.5%**
total population of the UK

The South West has a clear environmental signature.

Within an otherwise steady profile, conservation, wildlife and sustainability stand out as the strongest thematic pull. That concern carries more weight than justice-led campaigning or traditional care-focused giving, giving the region a distinctive cause emphasis. Attitudes are measured rather than highly energised, but charities feel present in everyday life and broadly trusted.

Support tends to be expressed through straightforward donation, and when people move beyond giving, it is more often through lending their voice or signalling support publicly than through hands-on participation. Geographically, giving leans towards local and UK-wide organisations, with less focus on international causes. Donation levels sit in the upper half of the UK range, reflecting solid commitment.

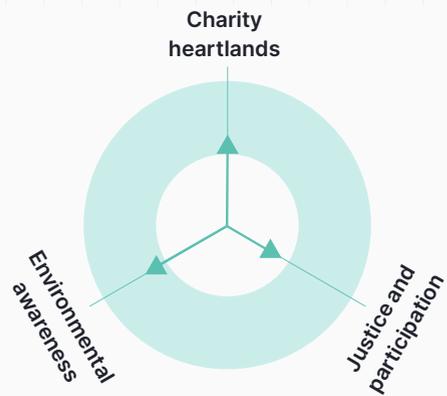
Donation value band →

Average donation band for 12-month total individual giving. See back pages for methodology.

4.0

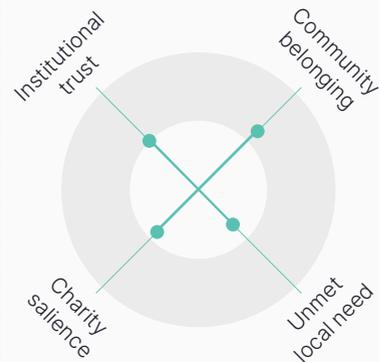
Main orientations →

A single model combining place-based attitudes, cause focus and modes of support.



Place-based attitudes →

Drawn from 16 statements capturing perceptions of charities and community within each place.



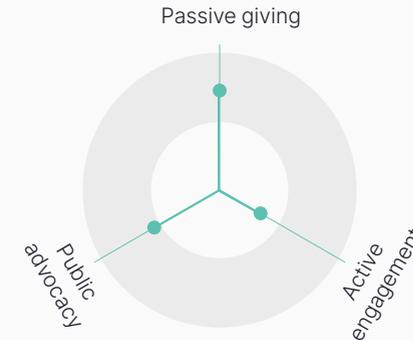
Cause focus →

Patterns of alignment across 17 cause areas.



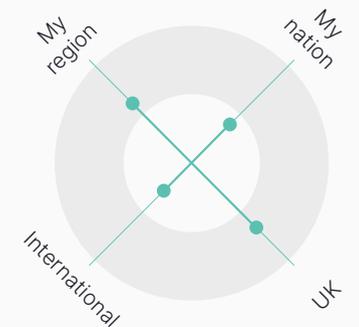
Mode of support →

Distinct ways of expressing support, summarised from 13 behaviours.



Sphere of interest →

Ranking of preferred geographical focus for charitable support.



The nations and regions →

London.

Population →

8.9m **13.0%**
total population of the UK

London has a distinctly outward-facing character.

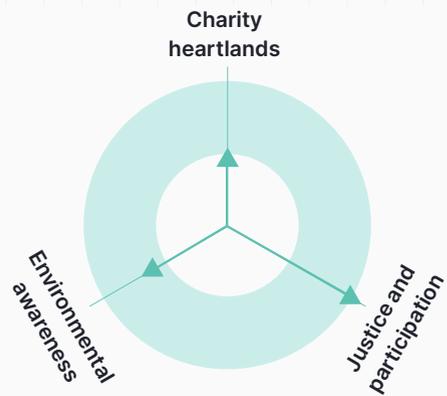
Support is strongly shaped by concern with fairness and inequality, and people are far more likely to back causes that work internationally than those focused purely on their immediate locality. Giving reflects the perspective of a global city, with horizons beyond regional or national boundaries.

Engagement is visible and participatory. Londoners are more inclined to volunteer, organise or lend their voice publicly than simply give quietly. Confidence in charities is solid, underpinning that activity. With very high donation levels, London sits at the top end of the range – pairing strong financial commitment with a willingness to step forward and be counted.



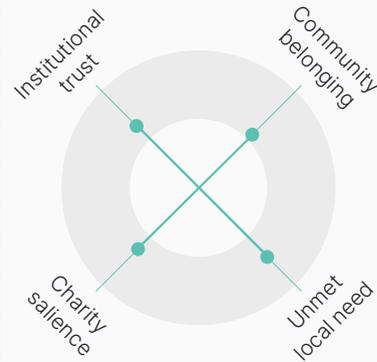
Main orientations →

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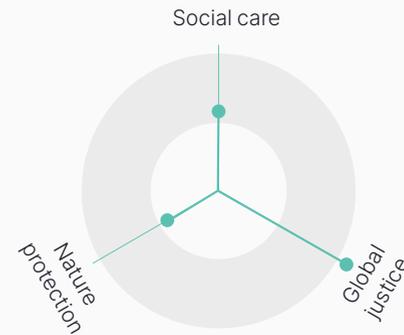
Place-based attitudes →

Drawn from 16 statements capturing perceptions of charities and community within each place.



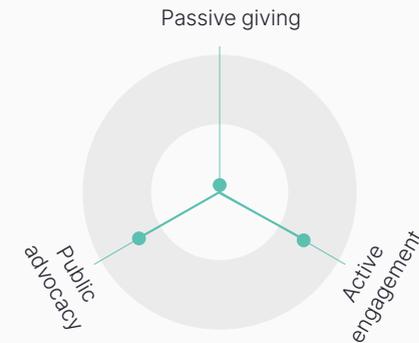
Cause focus →

Patterns of alignment across 17 cause areas.



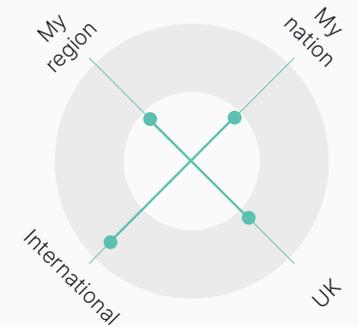
Mode of support →

Distinct ways of expressing support, summarised from 13 behaviours.



Sphere of interest →

Ranking of preferred geographical focus for charitable support.



The nations and regions →

South East.

Population →

9.5m **13.9%**
total population of the UK

The South East is defined by a mainstream giving style, with a modest tilt towards environmental and conservation causes.

Charities feel quite visible in everyday life, and support is expressed mainly through straightforward donation rather than overt public voice or intensive participation. The strongest geographical signal is a clear preference for UK-wide organisations, with much less emphasis on locally rooted giving or international causes. Donation value sits above the UK midpoint.

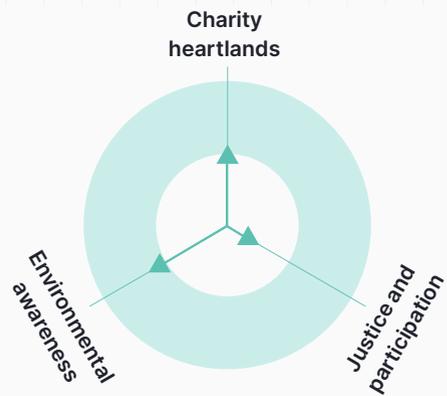
Donation value band →

Average donation band for 12-month total individual giving. See back pages for methodology.

4.0

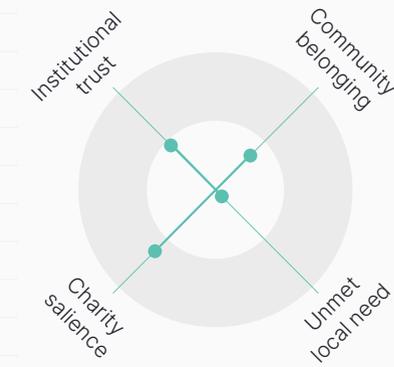
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Place-based attitudes →

Drawn from 16 statements capturing perceptions of charities and community within each place.



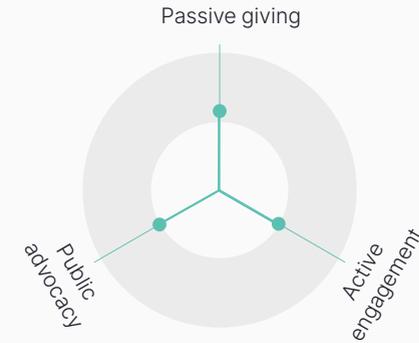
Cause focus →

Patterns of alignment across 17 cause areas.



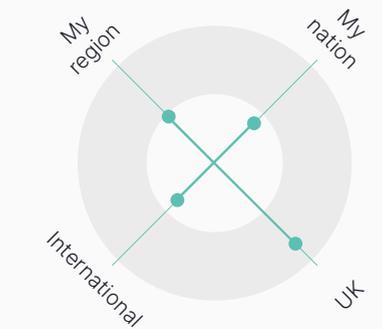
Mode of support →

Distinct ways of expressing support, summarised from 13 behaviours.



Sphere of interest →

Ranking of preferred geographical focus for charitable support.



04

How to use these profiles.

Across Scotland, Wales, Northern Ireland and the English regions, charitable engagement follows a shared pattern with clear local inflections.

Those differences are strategically meaningful. They shape where higher value support is most likely to sit – and how it can be unlocked.

For UK-wide charities.

- Regional weightings indicate where particular messages will land more readily, and where they could be re-framed.
- Trust-building is not simply reputational. It is linked to financial value.
- Cause framing can often be tuned without changing mission. The same work may resonate through a justice lens, a community lens or a protection lens, depending on place.

CharityTracker.

For charities working within a nation or English region.

- Every area has its own signature. Understanding that profile clarifies both strengths and constraints.
- Visibility and community embeddedness reinforce confidence – and confidence underpins value.
- Pride in place alone does not guarantee higher donations. But when local belonging is paired with strong trust, support is more resilient.



CharityTracker.

Nations & Regions

CharityTracker enables organisations to explore these patterns in greater depth – comparing regions, tracking change over time and identifying where trust, cause alignment and engagement style create the strongest potential for growth.

It also allows charities to monitor their own brand performance at national and regional level, placing local insight alongside brand metrics within a single, consistent framework.

05

Understanding the data.

Understanding the data →

Methodology.

This analysis draws on CharityTracker data collected in January 2026. The sample comprised 4,008 UK adults aged 18 and over.

Sample quotas were interlocking on age and gender, with region, socio-economic group and ethnicity. The final dataset is weighted back to these targets to ensure it reflects the UK adult population.

Reducing complexity into interpretable profiles.

- The **attitudinal and behavioural archetypes** were derived using factor analysis. This technique reduces a large number of individual survey measures into a smaller set of grouped concepts by identifying responses that tend to move together.
- This allows us to work with a concise set of coherent archetypes that summarise how attitudes and behaviours cluster. These archetypes are not mutually exclusive segments. Individuals may align with several at once. At national and regional level, what varies is relative emphasis, not exclusive presence.

- The **sphere of interest** model for causes was constructed differently. Rather than using factor analysis, we calculated z-scores to standardise responses across cause areas. This ensures that no single cause dimension dominates purely because of scale, allowing clearer comparison of relative leanings by nation and region.
- **Donation value bands** were created by dividing donors into ten value deciles, scored 1–10, based on their total reported giving over the past 12 months. Non-donors were included in the model and assigned a score of 0. This produced 11 value bands in total (0–10). The charts display the mean band score.

Understanding the data →

How to interpret the scores.

Both factor scores and z-scores are standardised to the UK average. In the nation and region profiles, zero represents the UK average and acts as the index point.

Positive values mean a nation or region over-indexes compared with the UK overall. Negative values mean it under-indexes.

These scores show relative differences between nations and regions. They are not intended to compare the overall size or importance of one dimension against another. In other words, the charts show where a place leans more or less strongly than the UK average, not which issues matter most overall.

Understanding the data →

Understanding what predicts higher-value giving.

To understand what is linked to higher levels of giving, we used multiple linear regression to examine how attitudinal archetypes, cause focus and mode of support relate to donation band.

Age was included to account for life-stage effects, but this made little difference to the overall pattern of results.

The modelling shows statistical associations rather than definitive proof of cause and effect, but the patterns are consistent with a reasonable logical interpretation that certain attitudes, cause orientations and behaviours drive higher levels of financial support.

On the archetype pages, the figures are different. They are factor loadings from principal component analysis, which indicate how strongly each variable contributes to the archetype. Put simply, the higher the value, the more strongly that characteristic defines the archetype.

CharityTracker is the next-generation tracking service for the UK charity sector.

It provides always-on, nationally representative insight into brand performance, public attitudes and wider social trends, alongside audience segmentation to support strategy, planning and evaluation. Its large monthly sample and robust design enable detailed sub-national analysis that is not achievable through other syndicated services.

Members use CharityTracker to understand how different audiences think, feel and behave – and how that is changing over time – through intuitive, self-serve dashboards supported by strategic analysis from the CharityTracker team.

With the addition of the Nations & Regions edition, CharityTracker extends this capability further. It enables national organisations to compare regional performance, identify areas of relative strength or constraint, and track brand performance within defined geographies.

It also delivers robust place-based insight for charities serving specific parts of the UK, helping them understand their local audience, monitor awareness and consideration within their service area, and benchmark performance against the wider national context.

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