

Data Set	Propensity to give to Charity																																						
MM Code	70001	Methodology	MM SAE	Latest version	31/10/2018																																		
Description	Propensity to give to charity																																						
Geography	UK (England, Wales, Scotland, Northern Ireland)																																						
Uses	Marketing, sales, insurance pricing, reporting. Not when subject to race discrimination legislation (refer to MM)																																						
GDPR status	Not Individual Personalised Data. No Individual Personalised Data used to produce it.																																						
Source data	HMRC Gift Aid Donations		Predictor data	Full MM 2011 set																																			
Keys (3)	Output Areas 2011, AgeBand3 (16-25, 26-34, then 10 yearly to 65+)																																						
Data (1)	PropCharity (0.000-1.0000)																																						
Formats	70001.01.R	Relational on both keys (1,393,776 x 3)																																					
	70001.01.OA	Keyed just on OA11 (232,296 x 7)																																					
Example data	<table border="1"> <thead> <tr> <th rowspan="2">On map</th> <th colspan="6">Props for Age Bands</th> </tr> <tr> <th>16-25</th> <th>26-34</th> <th>35-44</th> <th>45-54</th> <th>55-64</th> <th>65+</th> </tr> </thead> <tbody> <tr> <td>A</td> <td>0.0041</td> <td>0.0100</td> <td>0.0210</td> <td>0.0243</td> <td>0.0287</td> <td>0.0531</td> </tr> <tr> <td>B</td> <td>0.0278</td> <td>0.0661</td> <td>0.1308</td> <td>0.1489</td> <td>0.1716</td> <td>0.2827</td> </tr> <tr> <td>C</td> <td>0.0623</td> <td>0.1411</td> <td>0.2588</td> <td>0.2888</td> <td>0.3247</td> <td>0.4777</td> </tr> </tbody> </table>					On map	Props for Age Bands						16-25	26-34	35-44	45-54	55-64	65+	A	0.0041	0.0100	0.0210	0.0243	0.0287	0.0531	B	0.0278	0.0661	0.1308	0.1489	0.1716	0.2827	C	0.0623	0.1411	0.2588	0.2888	0.3247	0.4777
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Geographic spread	<p>Liverpool, Wirral and surrounds</p> <p>55-64</p>																																						
Data value spread																																							

OA11 key	For use of Postcode to provide >99.8% match to OA11 key refer to Data Sheet 20001 Postcode to OA11.
Notes	<p>The model uses open source data provided by HMRC of Gift Aid declarations reported through Self-Assessment. It combines different geographic and age-split data.</p> <p>The data source available means that this care should be taken when extrapolating to non-higher rate taxpayers, or to the propensity for cash or volunteering donations. Users may wish to use as a relative, rather than an absolute, measure.</p>
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