

Table 10.5 Activities that respondents think they could use, and those they plan to use in the next 12 months, to help people in developing countries by social class

| Activities | Social Class** | | All |
|---|----------------|------------|-------------|
| | Non-Manual | Manual | |
| | % | % | % |
| ...could use | | | |
| Buy fair trade goods | 47 | 36 | 42 |
| Support socially responsible business and investment | 33 | 15 | 25 |
| I development issues | 32 | 25 | 29 |
| Contribute to charities or other appeals on behalf of developing countries | 63 | 56 | 60 |
| Become involved in church or campaigning groups working on behalf of developing countries | 17 | 12 | 14 |
| Work in a developing country to promote development | 15 | 13 | 14 |
| Tourism or travel to a developing country | 17 | 12 | 15 |
| Other | 1 | 0 | 1 |
| I don't think I can help | 10 | 14 | 12 |
| Don't know | 1 | 5 | 3 |
| ...plan to use in the next 12 months | | | |
| Buy fair trade goods | 43 | 29 | 36 |
| Support socially responsible business and investment | 13 | 5 | 10 |
| Put pressure on politicians to promote development issues | 5 | 6 | 6 |
| Contribute to charities or other appeals on behalf of developing countries | 66 | 58 | 62 |
| Become involved in church or campaigning groups working on behalf of developing countries | 9 | 9 | 9 |
| Work in a developing country to promote development | 1 | 1 | 1 |
| Tourism or travel to a developing country | 13 | 7 | 10 |
| Other | 0 | 0 | 0 |
| I don't think I can help | 13 | 19 | 16 |
| Don't know | 1 | 4 | 3 |
| Base* | 942 | 734 | 1723 |

* percentages may add to more than 100 because respondents could give more than one answer

** Bases for Non-Manual and Manual respondents do not sum to total number of respondents who answered this question because social class could not be coded for a small number of respondents (i.e. they had never worked, were long-term unemployed, were full-time students or they were unclassifiable)