



2008 Charity Commission Study into Public Trust and Confidence in Charities

Research Study conducted by Ipsos MORI on behalf of the
Charity Commission

May 2008

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Introduction

This report presents the findings of the 2008 Charity Commission study into Public Trust and Confidence in Charities, conducted by Ipsos MORI on behalf of the Commission.

The study was first conducted by the Charity Commission in 2005¹, in response to the Draft Charities Bill (now the Charities Act 2006), which proposed a new statutory objective for the Charity Commission to increase public trust and confidence in charities.

The first wave of the study developed key baseline measures of public trust and confidence, explored public attitudes towards charities, and gauged awareness of, and familiarity with, the Charity Commission.

The main objectives of the 2008 research are to:

- o Investigate public trust, confidence and attitudes towards charities in 2008;
- o Track changes in public trust and confidence since 2005;
 - Trust and performance of charities
 - Trust and giving
 - Trust and involvement in charities
 - Trust and scrutiny of charities
 - Trust and understanding of charities
- o Explore the key drivers for overall trust; developing the key driver findings from the 2005 research;
- o Explore variations in results by age, gender, socio-economic group and other key demographic characteristics;
- o Compare how trust and confidence in charities varies by ethnic group. There was a perception from the 2005 research that trust and confidence in charities amongst respondents of black or minority ethnic background might be lower. The 2008 research examines this further; and
- o Benchmark the results for trust in charities against other areas of society e.g. doctors, police, key public institutions, politicians.

Methodology

A representative survey of 1,008 adults aged 18+ in England and Wales was conducted by telephone. Interviewing was conducted between the 8th and 24th of February 2008.

Telephone leads were generated at random, using Random Digit Dialling (RDD). Quotas were set on the following demographic variables:

¹ The 2005 study was conducted by Opinion Leader Research on behalf of the Charity Commission.

- Gender
- Age
- Socio-economic group
- Working Status; and
- Nation/Region (Wales, and the nine standard regions of England)²

A boost of 202 interviews was also conducted amongst people of black or minority ethnic background using RDD leads from areas with an incidence of people of black or minority ethnic background of 15% or more, to supplement interviews with black or minority ethnic background respondents captured as part of the main representative sample.

The 2008 research will allow the Commission to track changes in public trust and confidence since the 2005 study (some questions have been refined in light of the 2005 study; in these instances comparisons in results cannot be made); explore variations in trust and confidence within the general population; and benchmark how the public's trust and confidence in charities compares to other key institutions or services.

Reporting

The results reported and presented graphically in this report are based on the 1,008 representative interviews with adults 18+ across England and Wales (which include a representative proportion of people of black or minority ethnic background), unless otherwise stated.

The results from the black or minority ethnic boost interviews have been combined with the results from those of black or minority ethnic background from the main survey in order to generate a robust black or minority ethnic sub-sample. Differences in results between this sample and people of white background have been reported on throughout where the difference is significant.

All data have been weighted to the national profile of England and Wales.

Figures quoted in graphs and tables are percentages. The size of the sample base from which the percentage is derived is indicated. Note that the base may vary – the percentage is not always based on the total sample. Caution is advised when comparing responses between small sample sizes.

As a rough guide, please note that the percentage figures for the various sub-samples or groups generally need to differ by a certain number of percentage points for the difference to be statistically significant. This number will depend on the size of the sub-group sample and the % finding itself - as noted in the appendix.

Where an asterisk (*) appears it indicates a percentage of less than one, but greater than zero. Where percentages do not add up to 100% this can be due to a variety of factors – such as the exclusion of 'Don't know' or 'Other' responses, multiple responses or computer rounding the decimal points up or down.

² The methodology for the 2008 research was designed to match the research conducted by Opinion Leader Research in 2005, according to the information available.

Further information on statistical reliability can be found in the appendices of this report.

Publication of Data

Our standard Terms and Conditions apply to this, as to all studies we carry out. Compliance with the MRS Code of Conduct and our clearing is necessary of any copy or data for publication, web-siting or press releases which contain any data derived from Ipsos MORI research. This is to protect our client's reputation and integrity as much as our own. We recognise that it is in no-one's best interests to have research findings published which could be misinterpreted, or could appear to be inaccurately, or misleadingly represented.

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Executive Summary

Public trust and confidence in charities has increased. Since 2005 there has been a slight increase in public trust and confidence - the key mean score measure has increased slightly but significantly from 6.3 in 2005 to 6.6 in 2008.

When compared with trust and confidence in a number of other key professions and institutions, trust in charities was higher than in many others, including central or local government, private companies, banks, or social services. Only trust and confidence in doctors and the police was higher than in charities.

Seventy-five percent of people agree that most charities are trustworthy and act in the public interest. However 16% do not believe that charities are trustworthy. It appears from the survey that the majority of people (80%) feel that charities are professional.

Having experienced what a particular charity does is the most common reason cited for trusting a specific charity more: 25% of people trust a charity more if they have experience of its work. Belief in the charity's cause is another common reason: 19% of people trust a charity more because they believe in what the charity is trying to do.

The vast majority of the public (73%) view charities as playing an 'essential' or 'very important' role in society. Seventy-one percent agree that charities are effective at bringing about social change, and 69% claim to have a good understanding of how charities benefit the public. The quality of a charity cited most commonly as the most important, at 35%, is making a positive difference to the cause they work for. However, further analysis indicates that it is the belief that charities spend their money wisely and effectively which is the most important aspect driving overall trust and confidence. It is important to note that the majority of the public say they know very little about how charities are run and managed. This highlights that attitudes which inform the public's overall view of charities rely as much on perception as reality.

From detailed analysis of the survey data on the public at large, four distinct groups emerged:

- o Those who are both knowledgeable and trusting;
- o Those who are less knowledgeable but have high inherent belief in charities;
- o Those who know very little about how charities are run and managed but also have comparatively high levels of overall trust and confidence in charities; and
- o Those with lower levels of overall trust and confidence, who are more trusting of charities that provide services in their local community, but are concerned about fundraising techniques, and the amount of money charities spend on salaries and administration.

The factors influencing which of these groups the general public fall into are based on perceptions of the importance of good practice, familiarity with the charity, the charity's conduct, levels of confidence, knowledge and area of operation of the charity.

There is a clear consensus from the public on the importance of charities publishing information relating to how they spend their money, and what they have actually achieved. It is also the most common reason cited for trusting a charity less. When asked if they trust any specific charities less than others, and to provide a reason; 26% of those people say they trust a charity less because they do not know how it spends its money. Fifty-nine percent of people admit to knowing very little about how charities are run and managed. Nine out of ten people agree, or tend to agree, that it is important that charities explain, in a published annual report, what they have actually achieved.

The perception of fundraising techniques plays a key part in trust and confidence in charities. The belief that charities ensure that fundraisers are ethical and honest is another main driver of overall trust and confidence, but half of those surveyed agree with the statement that charities these days are using more dubious fundraising techniques. As in 2005, the majority of the public had put money into a collection tin in the last year, and the percentage of people doing so has varied little.

As in 2005, 85% of people say they have donated money to charity within the last year, and a fifth (21%) of those people now give more than £200; an increase of eight percentage points since 2005. Nearly half (47%) of the people surveyed have given goods, and a third (32%) have given time over the last year. The proportion of donors giving by direct debit/standing order has significantly increased in the last three years from 29% to 46%.

Levels of public trust and confidence in charities varies according to age, socio-economic group, and ethnicity. Younger people (aged 18-44) have greater public trust and confidence in charities; they scored charities an average of 6.8 out of 10, compared to those aged 45-64 who gave an average score of 6.3.

People in higher or intermediate managerial, professional or administrative roles (social economic groups AB) also give higher overall trust scores (6.8, compared to 6.2 amongst those in semi or unskilled manual roles, or on the lowest level of subsistence, such as state pensioners, socio-economic groups DE). People from black or minority ethnic backgrounds are less likely to think that charities are trustworthy (66% compared to 75 % of people from white background), and less likely to think that charities are professional (17% agree charities are unprofessional compared to 10% of people of white background). People of black or minority ethnic backgrounds, however, are more likely to think that charities are effective at bringing about social change (80% compared to 71%), and trust charities more if they are providing services in other countries (54% compared to 19%).

Sixty-four percent of respondents say they are aware that charities are regulated and controlled to ensure that they are working for public benefit. Awareness and familiarity with the Charity Commission is increasing. Just

over half of people (54%) in 2008 have heard of the Commission (compared to 46% in 2005) and of these, more feel that they know the Charity Commission well. There is clear endorsement of the Charity's Commission's role too. Ninety-one percent of respondents feel that the Charity Commission's role is 'essential' or 'very important'; that charities are regulated and that there is a body that does that.

Public Trust and Confidence in Charities

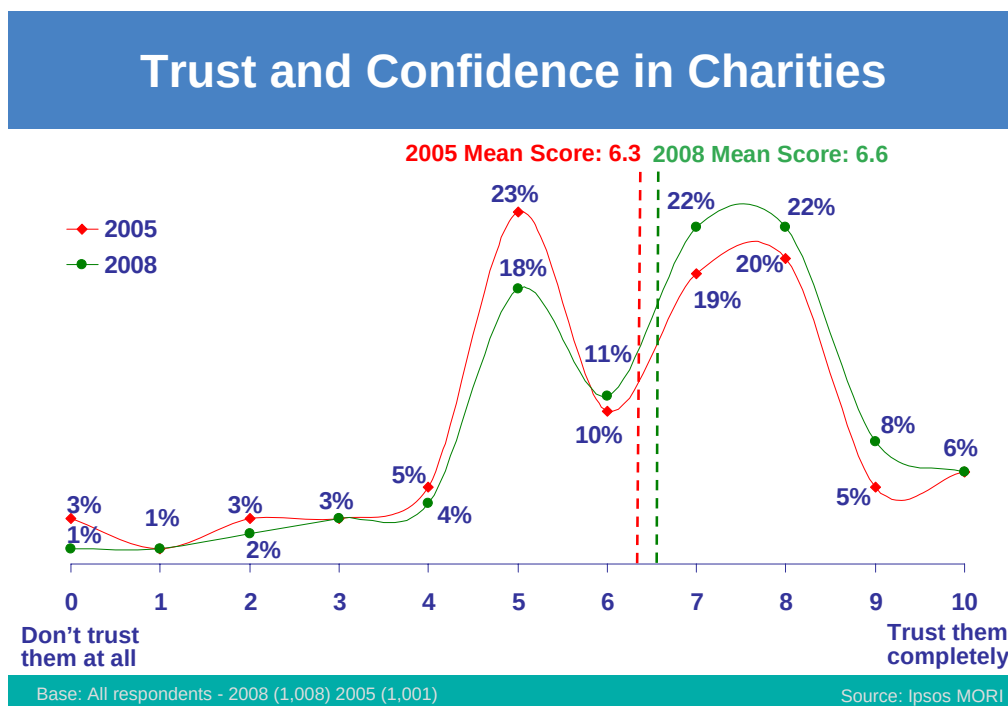
The public were asked to give an overall trust and confidence rating in charities on a scale of 0 to 10, where 0 meant they do not trust charities at all, and 10 meant they trust charities completely.

The mean score has increased from 6.3 in 2005, to 6.6 in 2008 – a small but significant increase.

Over two thirds (68%) of the public give a trust and confidence rating of six out of ten or above, and over a third of the public (35%) give a trust rating of eight out of ten or above.

The distribution of trust and confidence scores across the scale of 0 to 10 is similar to that in 2005, as shown in the chart below. However, the mode scores (the ones cited most often) are now seven and eight, compared to five in 2005.

Q – Firstly, thinking about how much trust and confidence you have in charities in overall, on a scale of 1-10, where 10 means you trust them completely and 0 means you don't trust them at all, how much trust do you have in charities?



Younger members of the public (those aged below 45) tend to have more trust and confidence in charities than those in the middle age groups (aged 45-64). The mean trust and confidence score for 18-44s is 6.8 compared to 6.3 for 45-64s.

The overall trust and confidence level of people aged 65+ (at 6.5) is not statistically higher than other age groups.

People in socio-economic groups AB (people in higher and intermediate managerial, professional or administrative roles) also give higher overall trust scores (mean score 6.8), compared to people in socio-economic groups DE (those in semi-skilled or unskilled manual roles or on the lowest level of subsistence, such as state pensioners), whose mean score is 6.2.

Gender does not seem to have an impact on people's overall trust and confidence in charities. The mean score for men is 6.5 whilst for women it is 6.6 (the difference is not statistically significant).

The importance people place on charities in society has an impact on their overall trust. People who feel that charities play an *essential* or *very important* role have significantly higher overall trust scores (7.1 and 6.7 respectively) compared to those who feel charities play a *fairly important* role (5.8). The number of people who say that charities play a *not very/at all important* role is too small to be able to reliably compare results.

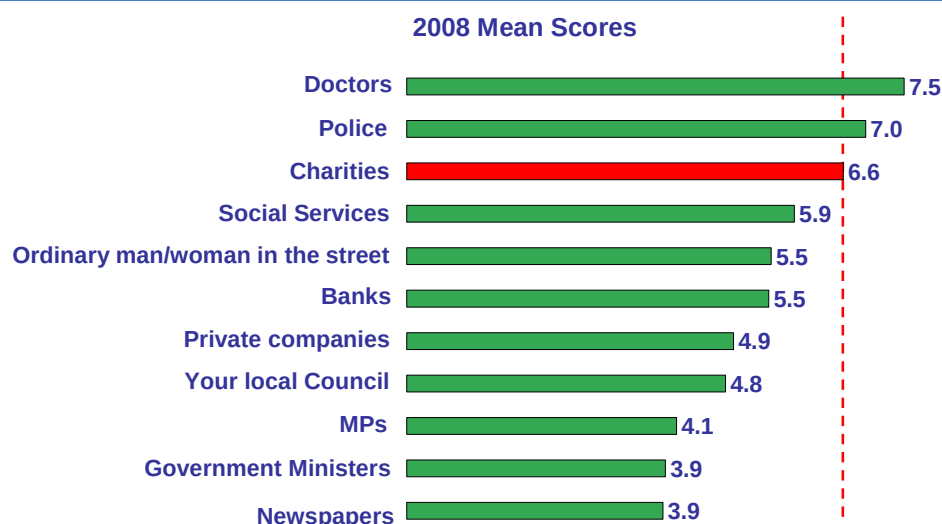
The number of interviews conducted with people of black or minority ethnic background in 2005 was too small to reliably analyse the results from this sub-sample. There was a sense, however, that the overall trust level amongst this group might be lower than average. Re-running the survey in 2008, and including the black and minority ethnic group booster sample for more robust comparison, has enabled further analysis, which shows that the difference in overall trust between these two groups is not statistically significant (the overall trust and confidence score amongst those of a white background is 6.6 compared to 6.3 amongst those of black and minority ethnic background)³.

Benchmarking overall public trust in charities against other key public institutions, services and professions is crucial in understanding whether the level of public trust in charities is high or not in real terms. Comparing the mean trust score of each institution or profession asked about (charted overleaf) gives the clearest picture of how the public trust rating in charities fits into the broader context.

³ This difference in overall trust scores between people of white and black or minority ethnic background is the same as the difference in overall trust and confidence in 2005 (6.3) and 2008 (6.6). The difference between 2005 and 2008 is statistically significant, whereas the difference according to ethnic background is not – due to the smaller sample sizes involved in the ethnic background comparisons.

Q – Now for some other types of organisations and professions. On a scale of 1-10 where 10 means you trust them completely and 0 means you don't trust them at all, please tell me how much trust and confidence you have in each?

Public Trust and Confidence in Charities



Base: All respondents - 2008 (1,008)

Source: Ipsos MORI

The mean trust score for charities is significantly higher than all the professions and institutions asked about, with the exception of doctors and the police. Notably, the mean score for charities is significantly higher than that for social services, which was included to represent as close a comparison in terms of organisation/institution to charities as possible.

Mean trust scores for doctors and the police are significantly higher than that for charities, but regular Ipsos MORI tracking research into public trust in certain professions (dating back to 1983) shows that public trust in doctors and the police has been consistently high⁴.

The overall public trust score for charities is therefore relatively high in context.

⁴ Source: Ipsos MORI/RCP/BMA/Cancer Research Campaign/Sunday Times 1983-2007, c.2,000 British adults. For information on the professions asked about and results go to <http://www.ipsos-mori.com/publications/rmw/most-trusted-profession.shtml>

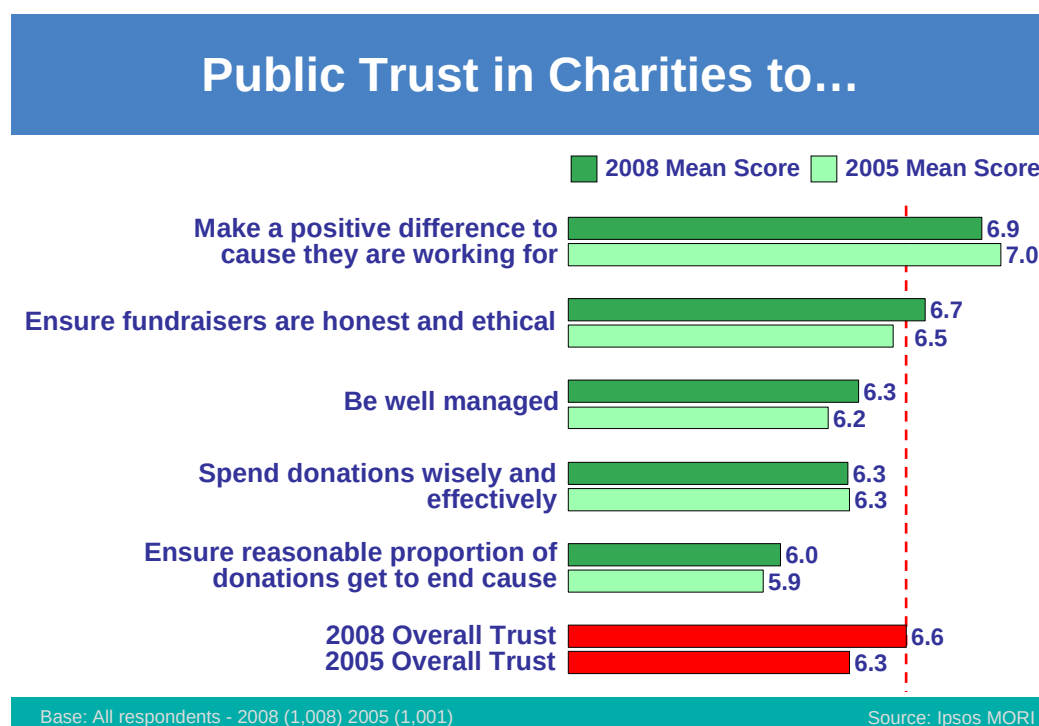
Trust in and Performance of Charities

Breaking down overall trust and confidence in charities into several key aspects of a charity's purpose and activities makes it possible to see which areas the public have more trust in than others.

Making a positive difference to the cause and ensuring fundraisers are ethical and honest are areas where the public have the highest levels of trust (at mean scores of 6.9 and 6.7 respectively). The mean score for achieving positive outcomes (at 6.9) in particular is significantly higher than the overall trust score of 6.6.

The public have comparatively less trust in charities to be well managed (6.4) and spend donations wisely and effectively (6.3). With a mean score of 6.0, the public have least trust in charities ensuring that a reasonable proportion of donations make it to the end cause. These scores are all slightly but significantly below the overall trust score of 6.6.

Q – And on the same 0-10 scale, how much would you trust charities to...



The results for 2008 remain in line with those of 2005. Although there have been some small variations in mean scores (as charted above) these are not significant.

Mean trust scores for each of these performance measures are higher amongst people who have greater overall trust in charities. This is also the case amongst people who feel that charities have an *essential* or *important* role in society. For example, people who feel charities play an *essential* role in society have a trust score of 7.5 in terms of charities making a positive

difference to the cause they work for. This compares to 5.9 amongst people who feel that charities play only a *fairly* important role in society.

Asked to prioritise which quality is most important to their trust and confidence in charities, the public prioritise **making a positive difference to the cause they work for** - the quality they are most likely to have trust and confidence in. In this crucial sense then, charities are most trusted by the public to carry out what they see as its primary role.

Q – Which one, if any, of these qualities, is most important to your trust and confidence in charities overall?



People in age group 35-44 give the highest trust score in charities making a positive difference to the cause they work for (7.2). This is significantly higher than the trust scores amongst people in age groups 45-54 and 55-64 (trust score 6.6 and 6.7 respectively).

A sizeable proportion of the public also prioritise qualities relating to financial management: 32% prioritise ensuring that a reasonable proportion of donations make it to the end cause, whilst a further 18% feel that the wise and effective spending of donations is key.

There has been a significant increase in the proportion of the public prioritising charities making a positive difference to the cause they work for (up from 27% in 2005 to 35% in 2008). There has also been a small but significant decrease in the proportion of the public prioritising charities ensuring their fundraisers are ethical and honest (down from 11% in 2005 to 8% in 2008), and being well managed (down from 9% to 5%).

Key drivers analysis in 2005 identified a difference between what the public overtly says is the most important quality, and what covertly *actually* drives overall trust and confidence in charities. In analysing people's responses in

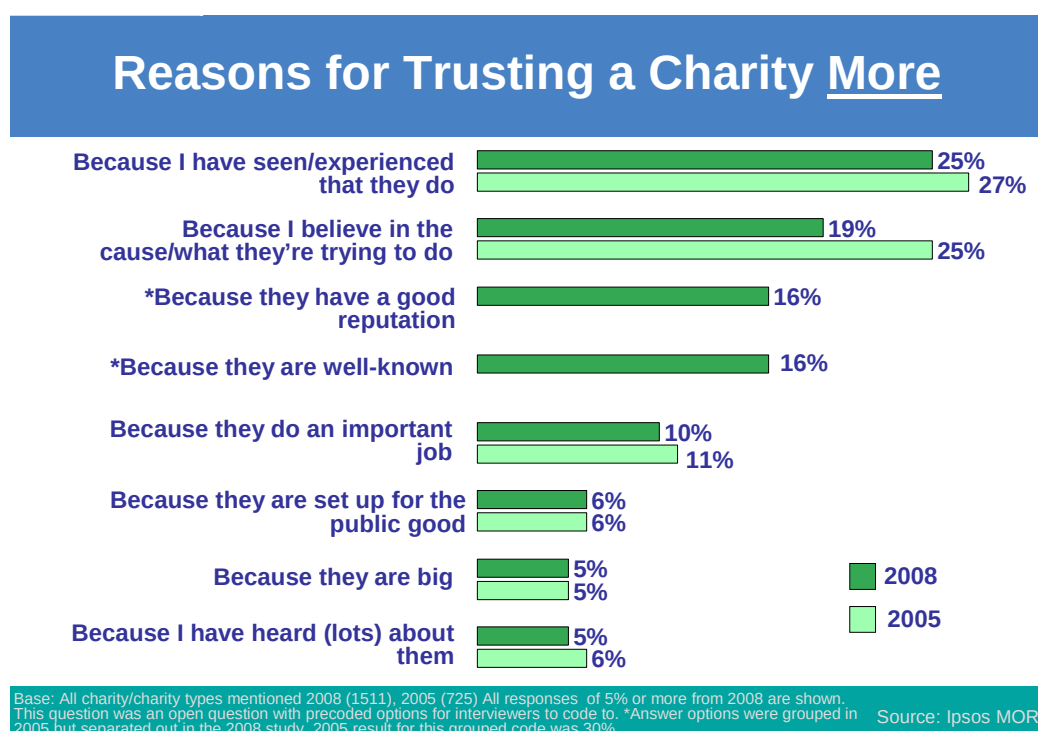
2008⁵ to all the questions, it emerges that it is the **belief that charities spend their donations wisely and effectively** (as in 2005) that is the **single most important factor in driving overall trust and confidence in charities** (despite the public saying, as in 2005, that it is charities making a positive difference to the cause they work for that is most important).

Trust in individual charities

Sixty-six percent of people mention specific charities or types of charities that they trust more than others. As in 2005 (where 50% of respondents mentioned a charity or charity type), there is little consensus on the specific charities or charity types mentioned. The charities cited most often include Cancer Research UK (15% in 2008, 12% in 2005), NSPCC (9% in 2008, 4% in 2005, and Oxfam (9% in 2008, 6% in 2005).

Higher trust appears to stem from contact or familiarity with a charity: having seen or experienced what they do (25%); because they believe in the cause (19%) have a good reputation (16%); and because they are well known (16%).

Q – Why do you say that? Why do you trust XXX more than others?



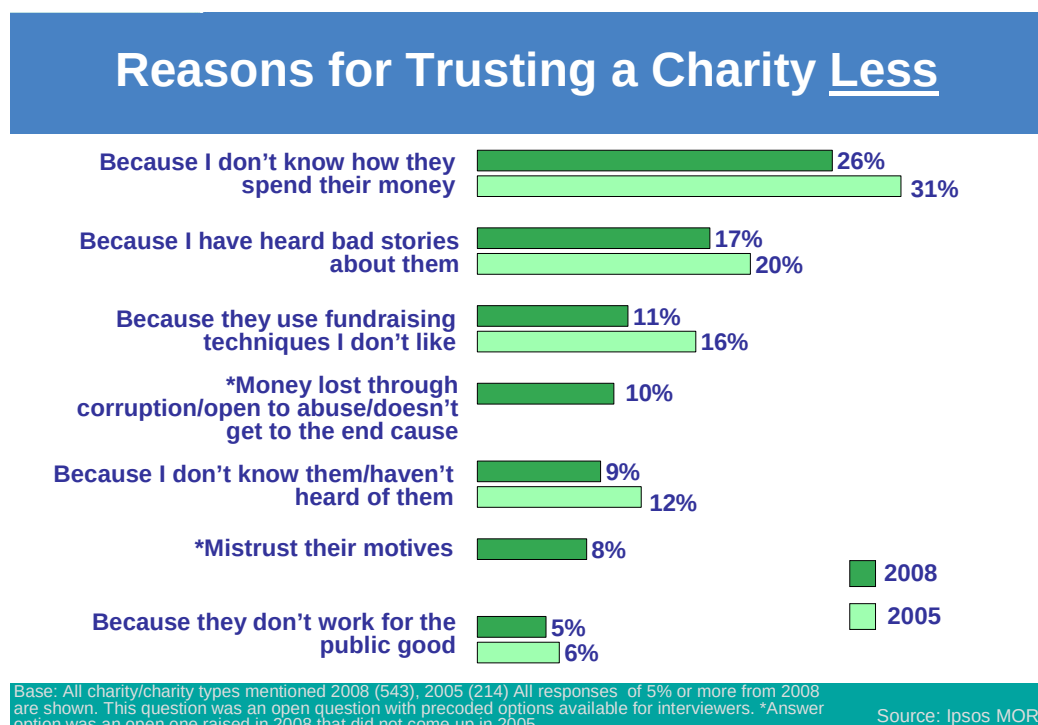
Forty percent of people mention specific charities or types of charities they trust less than others (20% of people did the same in 2005). There is even less consensus on the specific charities mentioned here, and they mainly include *types* of charities rather than specific, individual ones. The most frequently cited charities/charity types include: international charities (7% in

⁵ Please see the Appendix to this report for the full details of the Key Driver Analysis conducted in 2005 and 2008.

2008, 2% in 2005), Oxfam (4% in 2008, 4% in 2005), less well-known charities (3% in 2008, not mentioned in 2005) and small charities (3% in 2008, 2% in 2005).

The most frequently cited reasons for not trusting particular charities or types of charities include not knowing how a charity spends its money (26% in 2008, 31% in 2005), and bad press (17% in 2008, 20% in 2005).

Q – Why do you say that? Why do you trust XXX less than others?



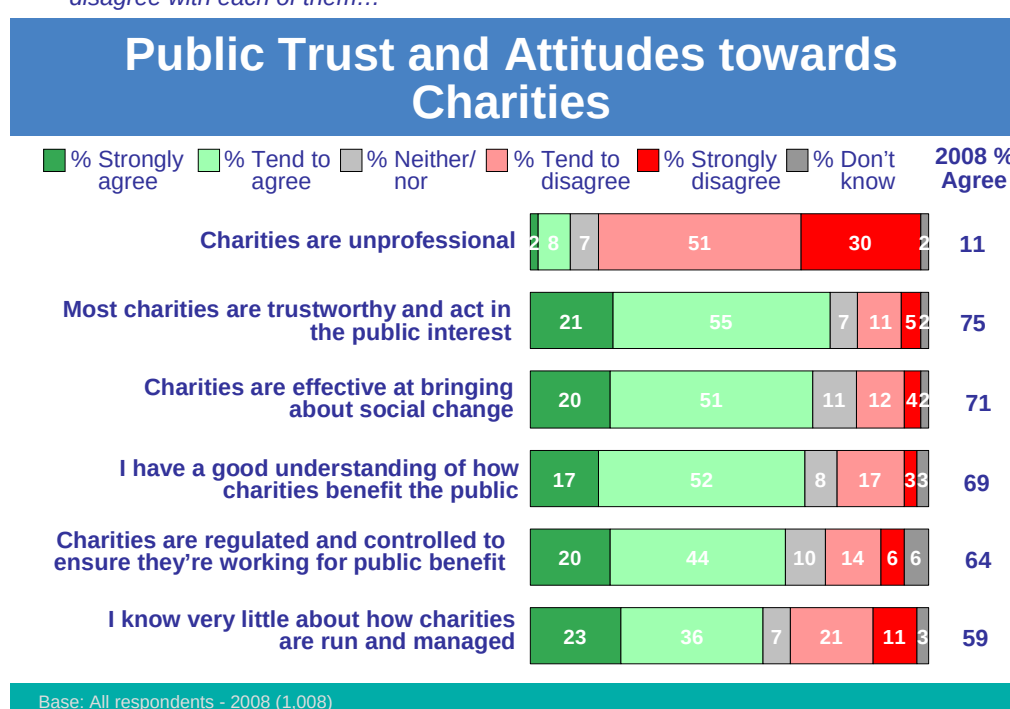
Public Trust and Attitudes towards Charities

Exploring general attitudes the public holds towards charities is also key to understanding what ultimately drives public trust and confidence in charities.

Knowledge and General Perceptions of Charities

The vast majority of the public trust charities to act with probity - three quarters (75%) believe that most charities are trustworthy and act in the public interest, and 80% do not feel that charities are unprofessional.

Q – I'm now going to read out a list of statements and ask you how much you agree or disagree with each of them...



Whilst a lower proportion of the public (64%) believe that charities are regulated and controlled to ensure they work for public benefit, it is important to consider that people's response to this question is based on perception. This reflects the high proportion (59%) that say they know very little about how charities are run and managed. Women are more likely to admit to knowing very little (62% compared to 55% of men) as are people in socio-economic groups C1, C2 and DE compared to people in socio-economic groups AB (58%, 64% and 64% respectively, compared to 50% of ABs).

The public also believe in the transformative power of charities; 71% agree that charities are effective at bringing about social change. This result is bolstered by two-thirds (69%) of people claiming to have a good understanding of how charities benefit the public.

A small but notable minority (20%) of the population do not understand that charities are regulated and controlled to ensure they are working for public benefit. One in six people (16%) feel that charities are untrustworthy, and just over one in ten (11%) feel that charities are unprofessional.

Several of these attitudes are linked to overall trust and confidence in charities, and the importance that people place on charities in society. For example, one in four (25%) who give an overall charity trust and confidence rating of between 2 and 5 do not believe that charities are effective at bringing about social change. Just seven percent of those who give an overall trust rating of 8 to 10 feel the same.

Key drivers analysis highlights that a belief in charities being regulated and controlled to ensure they work for public benefit, and the belief that charities are professional, are both primary drivers of overall trust and confidence.

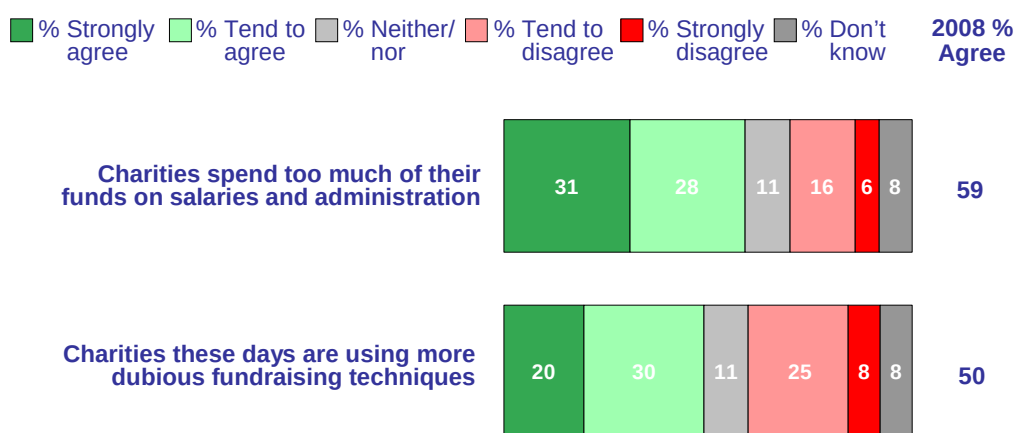
People of black or minority ethnic background are more positive about the effectiveness of charities. Eighty percent of people of black or minority ethnic background feel that charities are effective at bringing about social change, compared to 71% of people of white background. People of black or minority ethnic background are, however, less likely to think that charities are trustworthy (66%, compared to 75% of people of white background), and more likely to feel they are unprofessional (17%, compared to 10% of people of white background). People from both white and black or minority ethnic backgrounds claim similar levels of understanding about charities although, as detailed later in the report, people of black or minority ethnic background are less likely to say they have benefited from a charity (26% claim to have received money, advice or support from charities compared to 40% of people of white background).

Public Perceptions about Fundraising and Spending

Although three out of five people (59%) admit to knowing very little about how charities are run and managed, there is a *perception* amongst a large proportion of the public that charities spend too much of their funds on salaries and administration. Three in five (59%) feel this to be true, whilst half (50%) feel that charities these days are using more dubious fundraising techniques. The belief that charities these days are using more dubious fundraising techniques in particular is an important one to address; key drivers analysis shows this is an important driver of trust and confidence.

Q – I'm now going to read out a list of statements and ask you how much you agree or disagree with each of them...

Public Trust and Attitudes towards Charities



Base: All respondents - 2008 (1,008)

The questions charted above were also asked in the 2005 research. Although the questions themselves were phrased in the same way, the results cannot be directly compared as the answer scale provided to respondents was refined in the 2008 research.

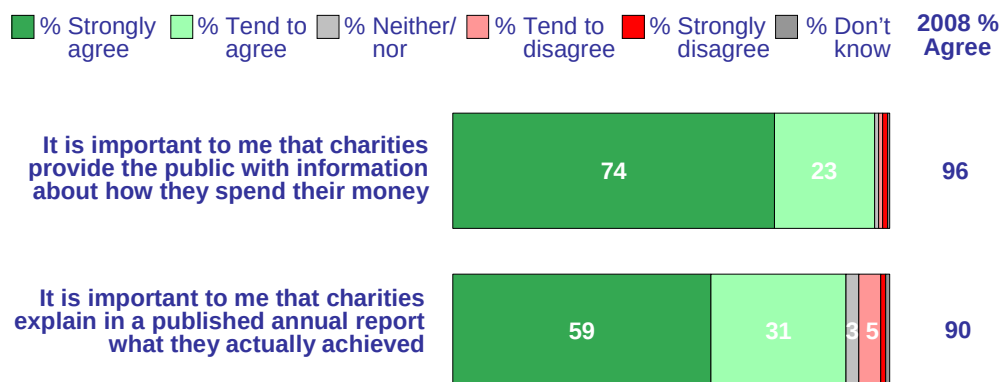
With the answer scale provided in 2005 (which did not give the option of a 'neutral' response of 'neither agree nor disagree'), 60% of people agreed with the statement that charities these days are using more dubious fundraising techniques. Looking at the 2008 results we see that fifty percent of people agree with the same statement. Whilst not directly comparable, this difference may *indicate* that fewer people think charities are using more dubious fundraising techniques. However, it is more likely to be explained by people in 2008 being able to express having no opinion ('neither agree nor disagree') – an option not available in 2005.

Transparency and Reporting

There is near-total agreement from the public about the importance of charities publishing information about their spending and achievements. Ninety-six percent say that it is important to them that charities provide the public with information about how they spend their money (74% *strongly* agree), whilst 90% say it is important for charities to publish an annual report of what they actually achieve (59% *strongly* agree).

Q – I'm now going to read out a list of statements and ask you how much you agree or disagree with each of them...

Public Trust and Attitudes towards Charities



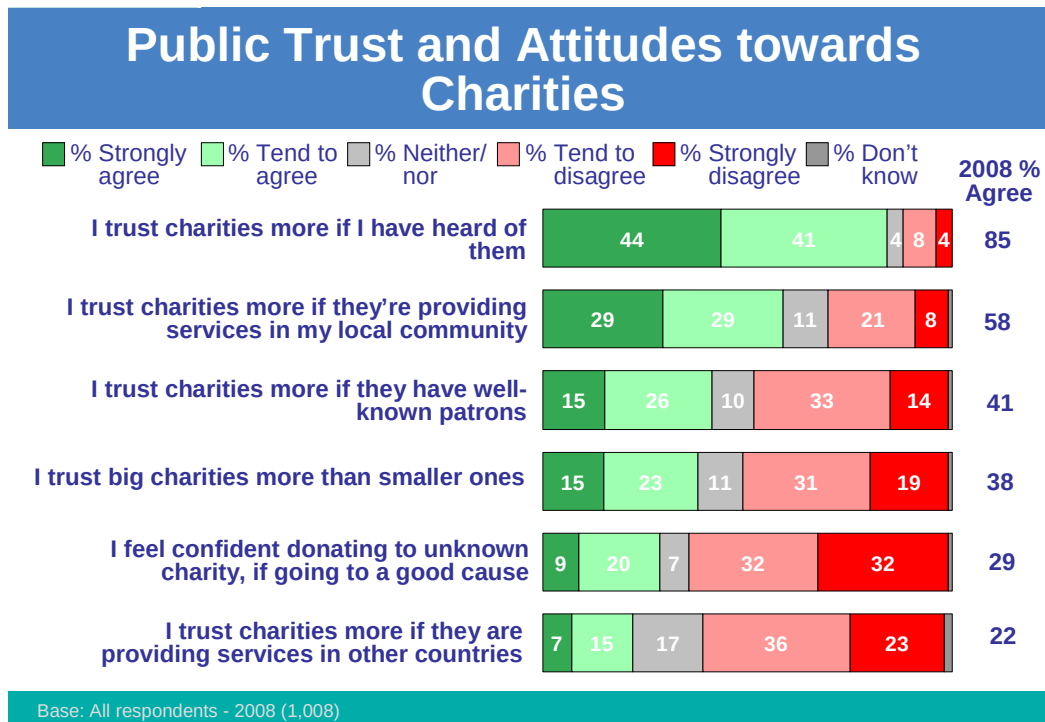
Base: All respondents - 2008 (1,008)

Size, Image and Familiarity with Charities

The vast majority (85%) of the public place greater trust in charities they have heard of.

Forty-one percent of the population in 2008 place greater trust in charities with a well-known patron, whilst 38% trust bigger charities more than smaller ones.

Q – I'm now going to read out a list of statements and ask you how much you agree or disagree with each of them...



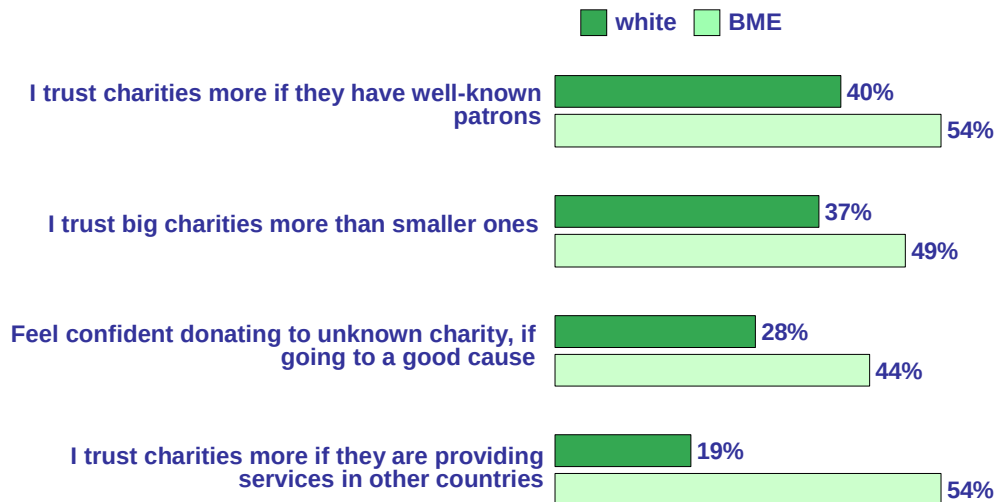
Familiarity in terms of the geographical scope of a charity also seems to impact on levels of trust. Almost three in five (59%) trust charities more if they are providing services in their local community.

A small minority (22%) trust charities more if they are providing services in other countries, although this is linked to ethnicity - outlined in more detail below.

Ethnicity seems to have an impact on several attitudes towards charities. The chart overleaf compares results for people of white and black or minority ethnic background for those statements where the difference between the two is statistically significant.

Q – I'm now going to read out a list of statements and ask you how much you agree or disagree with each of them...

Public Trust and Attitudes towards Charities - Ethnicity



Base: All respondents plus BME boost (1,210). Unweighted base sizes: white (928) BME (278). All BME data weighted back to national profile of England and Wales. Only attitude statements where there is significant difference in results by ethnicity are charted above.

Source: Ipsos MORI

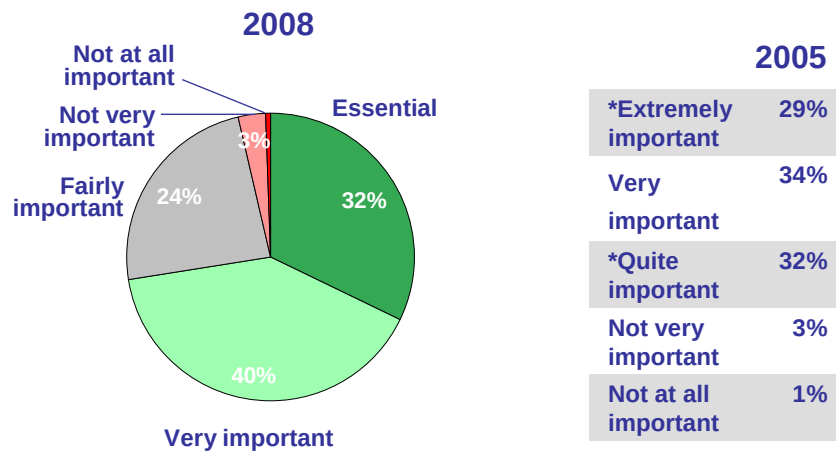
People of black or minority ethnic background are significantly more likely to trust bigger charities than smaller ones and charities with well-known patrons. They are also more likely to donate to an unknown charity if they think the money is going to a good cause.

Perception of Charities' Importance in Society

As in 2005, the vast majority of the public feels that charities play an important role in society. A third (32%) claim charities to be *essential* and a further 40% claim them to be *very important*. Just 3% of the population feel that charities are not important in society, consistent with the results from 2005.

Q – Overall, how important a role do you think charities play in society today?

Importance of Charities in Society



Base: All respondents - 2008 (1,008) 2005 (1,001). *Answer option changed from the 2005 version Source: Ipsos MORI

Charitable Giving

As in 2005, most of the public (85%) say they have donated money to a charity within the last year.

However, the proportion of people donating time and goods has increased significantly since 2005. Almost half (47%) say they have given goods (compared with 37% in 2005); whilst a third (32%) say they have given time (compared with 23% in 2005).

Just under a fifth (18%) say they have given time, money *and* goods within the last year.

In terms of the frequency of giving, the majority of the public, as in 2005, claim to have given time, money or goods more than six times within the last year.

Claimed frequency of giving has increased significantly since 2005 for those giving time or money (but not goods). Over half of the people who have given time say they did so more than six times in the last year (53%, compared to 44% in 2005), and almost two thirds in 2008 claim to have given money more than six times in the last year (63%, compared to 52% in 2005).

A small minority (six percent in 2008, eight percent in 2005) claim not to have given any time, money or goods over the last year.

How the Public Give Money

The majority of the public (69%), as in 2005 (71%) have put money into a collection tin over the last year. Just over half (51%) have given money to a street collector. There has been a significant increase in the proportion of people giving money via an ongoing direct debit/standing order (from 29% of donors in 2005 to 46% in 2008).

Similar to the profile of donors in 2005 who gave money by an ongoing direct debit/standing order, donors from the 2008 research in socio-economic groups AB and C1 are significantly more likely to have donated in this way (49% and 51% respectively) compared to those in socio-economic groups DE (37%). Donors who feel that charities play an *essential* role in society are also significantly more likely to give money in this way (54%) compared to people who feel charities play a *very important* (44%) or *fairly important* (38%) role in society.

There have been decreases in the proportion making certain types of one-off donations – such as putting money in a collection envelope (down from 43% to 32%), supporting a telethon (down from 42% to 27%), and giving money to a door-to-door collection (down from 31% to 24%). It is not clear what proportion of this difference might be accounted for by the timing of the 2005 study - shortly after the tsunami disaster. Seventy-five percent of people who claimed to have given money in the last year in the 2005 survey claimed to have donated money to the tsunami appeal, amongst other things.

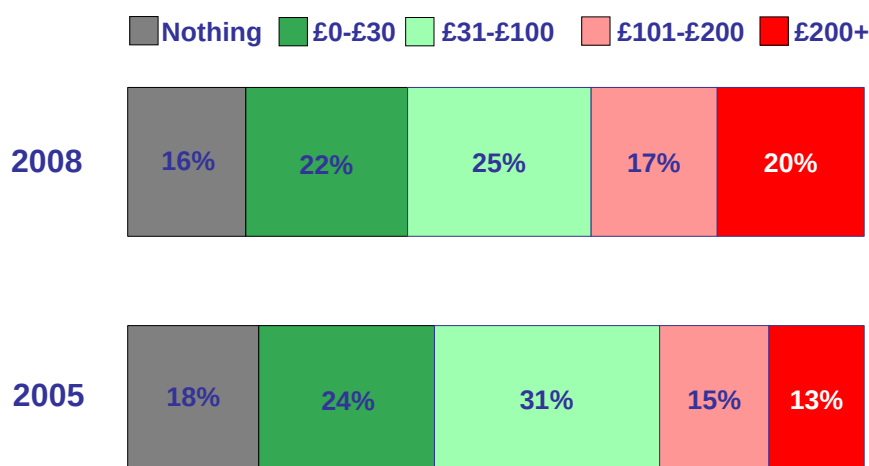
Level of Public Giving

The amount of money the public claim to have donated has increased slightly. Decreases in the proportion of people donating up to £30 and up to £100 are due to more people saying they have given more than £100 or £200 over the last year.

The chart below illustrates the amount money given by people within the last year (based on those who gave a response – excluding 'don't know' and 'refused responses', as in 2005). On this basis, one in five (20%) in 2008 say they have given more than £200, compared to 13% in 2005.

In total 18% of people have given more than £200 in the last year, and amongst donors 21% have given more than £200 over the last year.

Money Given to Charities over the Last Year



Base: All respondents, excluding Don't know and Refused - 2008 (937), 2005 (841)

Source: Ipsos MORI

Scrutiny of Charities when Giving

Public scrutiny when giving, of the charity or of its fundraising methods,, remains quite low. Although there has been an increase in the proportion of people who say they have checked that the charity was genuine (up from 36% to 42%) and more people say they have found out how a charity is run or managed (up from 20% to 28%), fewer people have asked to see proof of identification from a fundraiser (33% in 2008, compared to 40% in 2005).

Q – When you have given money donations, have you ever done any of the following?...

Scrutiny of Charities when Giving Money



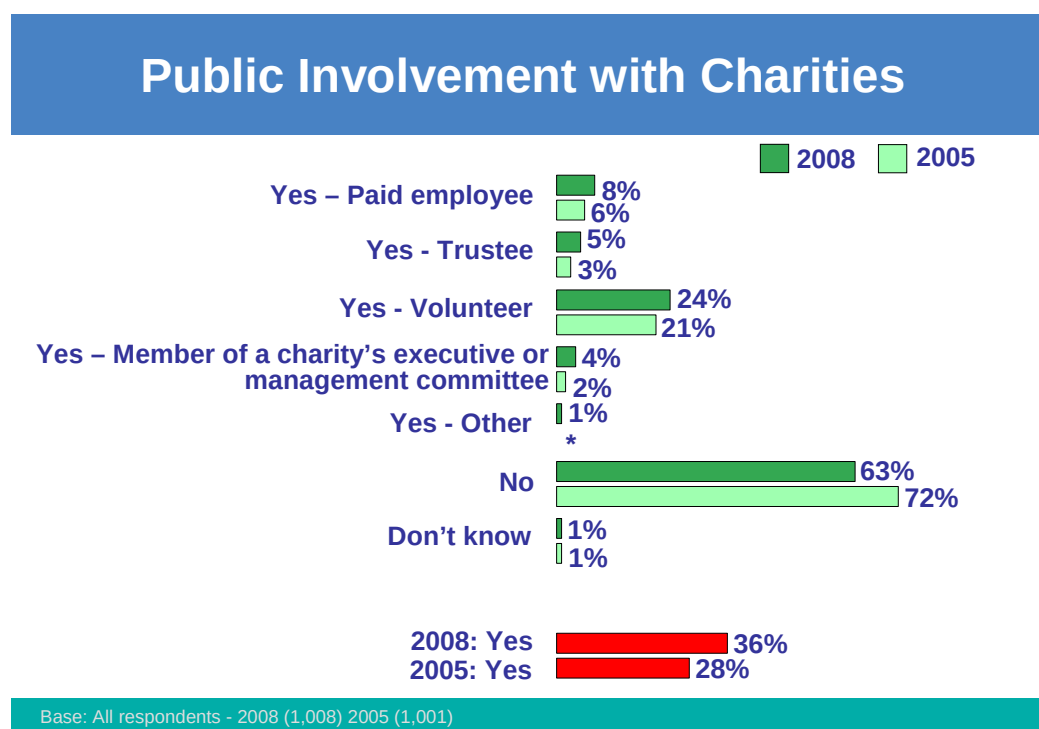
Base: All respondents who have given money over the last year – 2008 (857), 2005 (853)

Source: Ipsos MORI

Active Public Involvement with Charities

Over one in three people (36%) say they are actively involved with charities in some capacity (either as an employee, volunteer or trustee) compared to 28% in 2005.

Q – Do you or any of your close family or friends work for a charity, either as a paid employee, a trustee, a volunteer, or member of a charity's executive or management committee?



A question added in 2008 shows that just under two in five people (37%) say they have signed a petition, 36% say they have volunteered their time, and just under one in five (18%) say they have attended a campaign event.

Public Understanding of Charities

Public understanding of what charitable status can encompass remains narrow. The table below outlines each of the charities asked about, their charitable status, and the proportion of people in 2005 and 2008 who believe them to be charities.

	Charitable status ⁶	2008 - % Public think has charitable status	2005 - % Public think has charitable status
Oxfam	Yes	98	97
Macmillan Cancer Relief	Yes	96	91
RSPCA	Yes	96	92
Multiple Sclerosis Society*	Yes	91	71
The Prince's Trust	Yes	83	78
Amnesty International	No	69	64
Greenpeace	No	65	51
National Sports Foundation	No	49	45
Methodist Church	Yes	26	25
Citizenship Foundation	Yes	23	20
Tate Modern Gallery	Yes	22	15
Eton School	Yes	17	7

Base: All respondents – 2008 (1,008), 2005 (1,001). *In 2005 Multiple Sclerosis Society was asked as 'MS Society'

Source: Ipsos MORI

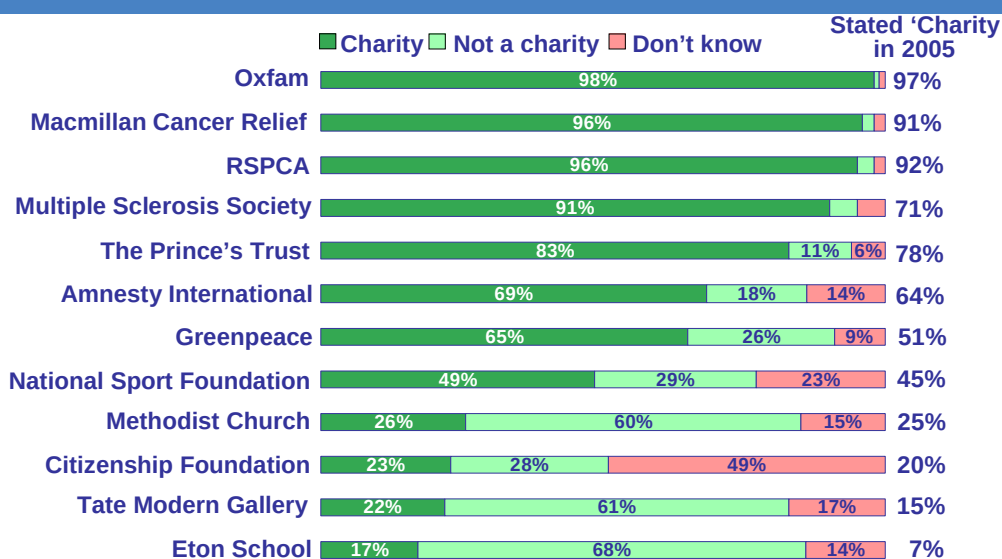
As in 2005, only around a quarter (26%) of people are aware that the Methodist Church has charitable status, whilst only 17% know that Eton School is a charity (although this has increased from 7% in 2005). By contrast, just under half (49%), as in 2005, think the government-led initiative, the National Sports Foundation, is a charity.

A notable proportion of people are simply unsure whether some organisations are charities or not. The chart overleaf (illustrating the proportion of people stating 'charity', 'not a charity' and 'don't know' to each of the organisations asked about) shows for example that almost half of people (49%) are unsure whether the Citizenship Foundation is a charity or not.

⁶ While Amnesty International and Greenpeace are not charities they each have charities connected to them: Amnesty International Charity Limited, Amnesty International UK Section Charitable Trust, and Greenpeace Environmental Trust.

Q – Which of the following organisations do you think are charities, and which do you think are not charities?

Public Understanding of Charities



Base: All respondents - 2008 (1,008) 2005 (1,001)

Source: Ipsos MORI

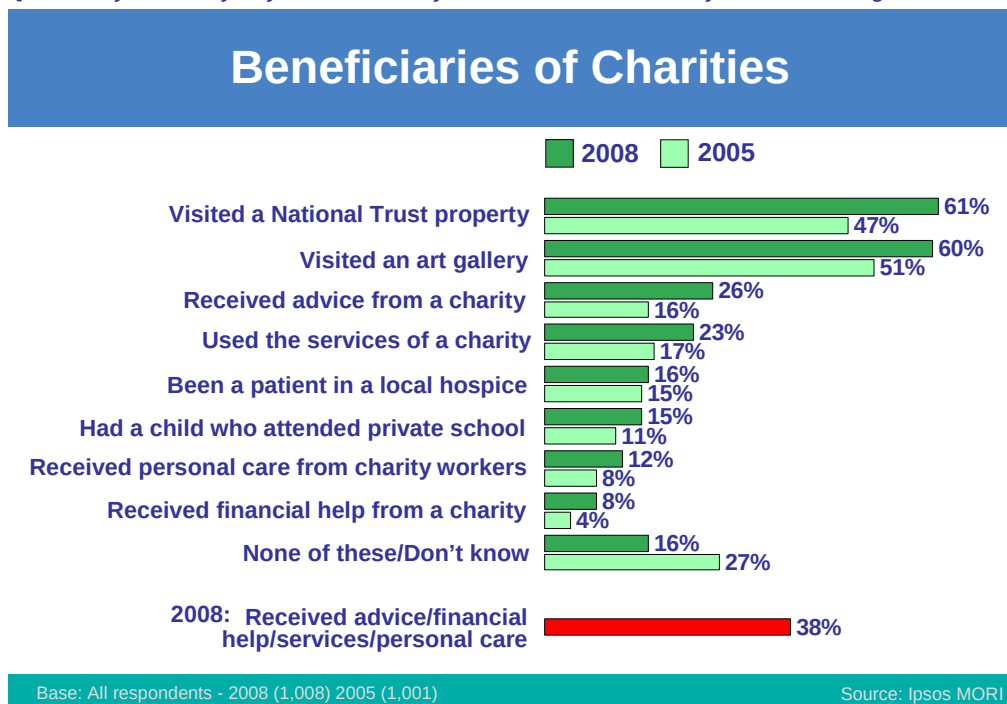
Beneficiaries of Charities

More people recognise themselves as beneficiaries of charities than in 2005. Asked directly whether they, or their close friends and family have ever received money, support or help from a charity, one in five (21%) say they have, compared to just 9% in 2005.

When prompted with more specific ways in which they might have benefited from a charity, almost two in five (38%) reveal they have received advice, financial help, services or personal care from a charity.

More broadly, over four in five people (83%) reveal they have benefited from a charity in some way, compared to the almost three in four (73%) who said the same in 2005. This is perhaps accounted for by the increase in people who say they have visited a National Trust property, an art gallery, or received advice from a charity.

Q – Have you, or any of your close family or friends, ever done any of the following?...



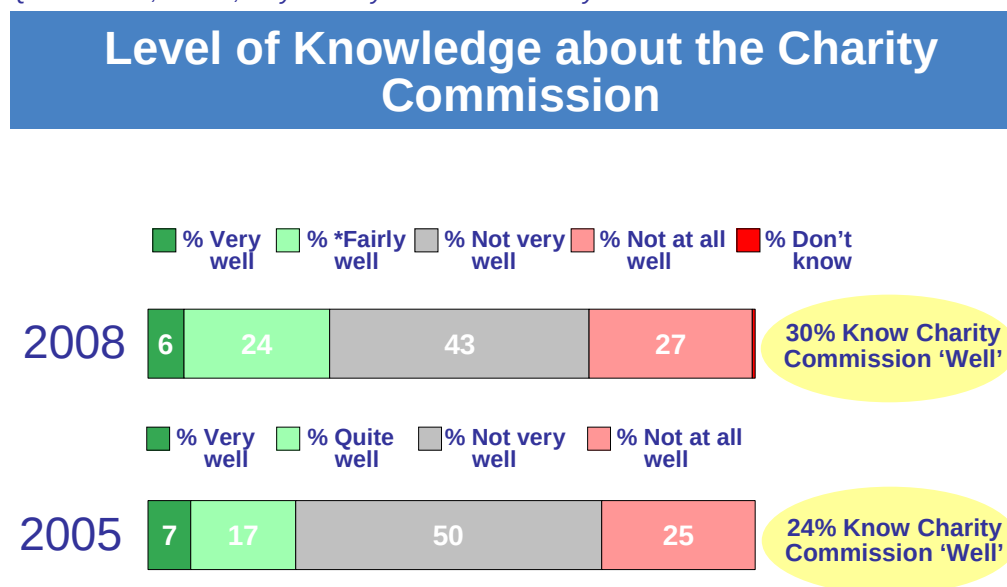
People of black or minority ethnic background are less likely to have benefited from a charity. Around a quarter (26%) of people of black or minority ethnic background say have received advice, money or support from charity, compared to two in five (40%) people of white background.

Public Awareness and Understanding of the Charity Commission

Public awareness of the Charity Commission has increased significantly since 2005. Just under half (46%) of the population had heard of the Commission in 2005 – this has risen to just over half (54%) in 2008, an increase of eight percentage points.

Of those aware of the Charity Commission in 2008, almost a third (30%) feel that they know the Commission either *very* or *fairly* well. The 2005 results (with a slightly different answer scale wording) showed that a quarter (24%) felt that they knew the Commission either *very* or *quite* well.

Q – How well, if at all, do you feel you know the Charity Commission and what it does?



Base: All respondents aware of the Charity Commission – 2008 (532), 2005 (460). *Answer options changed from the 2005 survey

People of black or minority ethnic background are considerably less likely to have heard of the Commission (38% compared to 54% from a white background), although those who are aware of the Commission claim similar knowledge levels as those from white backgrounds.

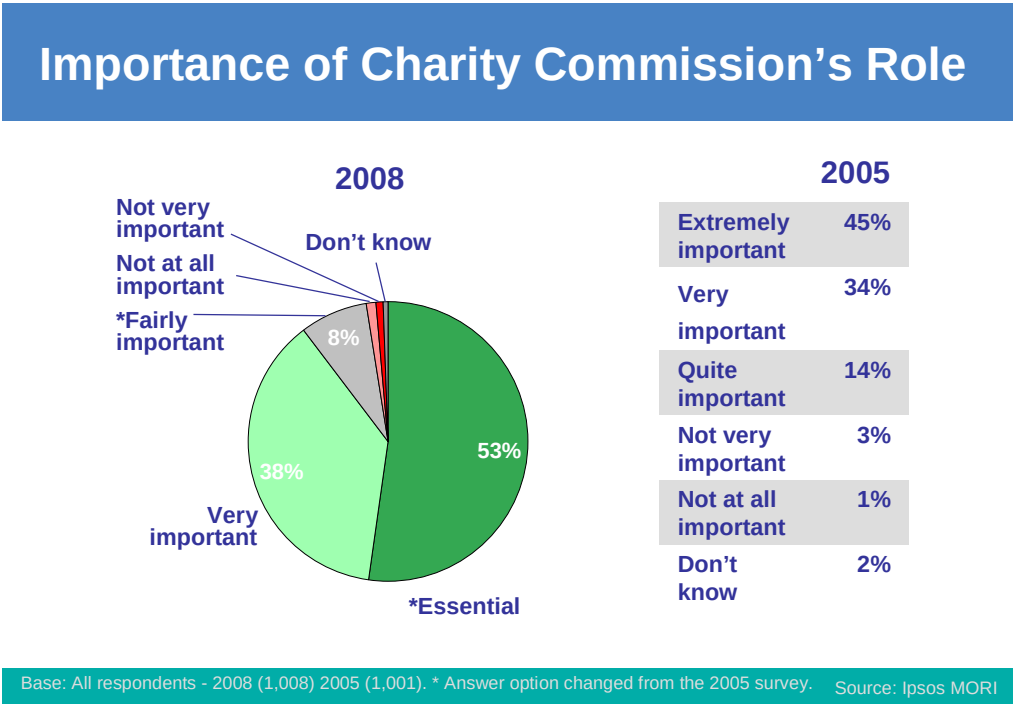
People aged 18-34 are also significantly less likely than all other age groups to have heard of the Commission (33% compared to 57% of 35-44s, 59% of 45-54s, 64% of 55-64s, and 67% of 65+s).

Those in socio-economic groups DE (41%) and women (48%) are also less likely to have heard of the Commission (compared to 69% of those in socio-

economic groups AB and 58% of those in socio-economic group C1; and 60% of men respectively).

Although just over half (54%) of the population have actually heard of the Charity Commission, there is much wider consensus on the importance of the Charity Commission's role once explained to respondents. Just over half (53%) feel its role to be 'essential', two in five (38%) feel it to be 'very important', whilst a further 8% state it to be 'fairly important'. In total, **98% feel the Charity Commission's role is important.**

Q – The Charity Commission is an independent body responsible for registering and regulating charities in England and Wales. They register applicants for registration as a charity after examining their purposes, accounts and structure. They regulate charities by ensuring they stay within the law and are run for the public benefit, and by investigating any allegations of wrong-doing by charities. How important do you personally regard this role?



Key Drivers Analysis - Overview

Key drivers analysis (KDA) is a multivariate technique that has been used to identify how strongly attitudes and behaviour towards charities are associated with overall trust and confidence in charities. It is arguably a more 'objective' measure of what drives overall trust and confidence as it examines a range of responses that people give to a number of questions throughout the survey, rather than relying simply on what people say is most important to them when asked directly.

The 2005 key drivers analysis showed that overall trust and confidence was explained by the five key beliefs in how charities operate, namely: the belief that charities spend their money wisely and effectively, are well managed, ensure that a reasonable proportion of donations make it to the end cause, make a positive difference to the cause they work for, and ensure that fundraisers are ethical and honest. These five key beliefs are intrinsically linked to the overall trust and confidence measure in the questionnaire, and as the results for each of these questions is very similar to overall trust and confidence, the assumption would be that they will be strong drivers of overall trust and confidence.

The 2008 research therefore looked to build on the insights of the 2005 KDA by 'unpacking' the five key beliefs which have been shown to drive overall trust and confidence, enabling further insight into the results. For [a full explanation of the key drivers analysis method and more detailed results](#), please see the appendices to this report.

The belief that charities spend their money wisely and effectively is, as in 2005, **the principal driver** of overall trust. It is this more than anything else that is key to people's overall trust in charities – at odds with what people say is most important to them – namely charities making a positive difference to the cause they work for. It is important to remember that these beliefs are not necessarily based on knowledge; almost three in five people (59%) admit to knowing very little about how charities are run and managed. People's perception of charities in these ways is therefore as important as the reality. The belief that charities **ensure that a reasonable proportion of donations make it to the end cause** and **ensure that fundraisers are ethical and honest** are also **important drivers** at this top level.

The belief that charities make a positive difference to the cause they work for, the aspect of trust most commonly cited as most important by people when asked directly what was key to their trust and confidence in charities, actually has **a much lower impact** on people's overall trust, according to the key driver model results.

Looking at the key drivers of *each* of the five main beliefs, there are a number of attitudes or beliefs which have a notable impact across all five aspects of trust. The **belief that charities are regulated and controlled** to ensure they work for public benefit, and the **belief that charities these days are using more dubious fundraising techniques** are primary drivers. It is important to highlight that one of these primary drivers - the belief that charities these days are using more dubious fundraising techniques - is a negative driver, in other

words agreement with this statement negatively impacts trust. The belief that **charities are unprofessional**, another negative driver, also has a notable impact on each of the five key aspects of trust.

Other positive drivers of these five key trust aspects include: people who agree that they **trust charities more if they have heard of them**, and people who agree that they are **confident donating to a charity that they have not heard of**, if it's going to a good cause.

Segmentation Analysis

Segmentation analysis is a statistical technique that can provide insight into the possible existence of any particular groups or 'segments' within the population at large, with distinctive set of attitudes, behaviours or characteristics.

Although the questionnaire for this research was not originally designed explicitly with segmentation analysis in mind, it is possible to apply the technique to see if there are any 'segments' within the population with distinctive attitudes or behaviours towards charities.

Methodology

Segmentation analysis focuses on the identification of primary 'target segments' within the population. A number of techniques are applied to the results before a final segmentation model is chosen, and although the technique is a statistical one, there are subjective elements to the process.

Firstly, six factors (groups of questions or statements) were identified in the initial stages of the analysis to be used to examine potential target 'segments'. These are outlined below:

Factor	Questions/statements included
Good Practice	Most charities are trustworthy and act in the public interest
	Charities are unprofessional
	Charities are effective at bringing about social change
	Charities are regulated and controlled to ensure they are working for the public benefit
Familiarity	I trust big charities more than smaller ones
	I trust charities more if they have well-known people as patrons
	I trust charities more if I have heard of them
Conduct	Charities spend too much of their funds on salaries and administration
	Charities these days are using more dubious fundraising techniques
Confidence	I feel confident donating to a charity even if I haven't heard of them, as long as it's going to a good cause
	I trust charities more if they are providing services in other countries
Knowledge	I know very little about how charities are run and managed
	I have a good understanding of how charities benefit the public
Local	I trust charities more if they are providing services within my local community

Examining people's responses to these factors (or groups of questions) enables one to see if there are groups of people with similar attributes who answer questions in similar ways.

Depending on the subject area, the range of questions asked, and the complexity and type of questionnaire, a varying number of useful 'target segments' might be identified. Different models which generate different numbers and types of 'segments' were produced using the 2008 results. The final model was chosen based on subjective assessment of the 'segments' it identified; whether they were meaningful, of large enough size to be of value, and whether they could potentially be targeted.

A model identifying four key 'segments' was derived for the results from 2008. The table below outlines the name given to each segment, the main features which characterise it (i.e. high levels of agreement or disagreement with the factors outlined in the table on the previous page), as well as other features distinctive to each of them.

Segment Name	Main Feature	Other Features
Informed Optimists	Distinctly low level of agreement with Conduct statements	Most knowledgeable, high agreement with Familiarity statements
Suspicious Localites	Highest agreement with Local statements	High agreement with Conduct statements, low agreement with Good Practice and Confidence statements
Uninformed Optimists	Distinctly low agreement with Local statements	High agreement with Good Practice statements, low agreement with Familiarity statements
Confident Agreers	Highest agreement with Confidence statements, high agreement also with Familiarity statements	High agreement with most other statements

Results

To interpret the results of the segmentation analysis more fully, it is important to explore the relative size of each of the segments, their overall levels of trust and confidence, their main characteristics, and the types of people more likely to fall into one particular segment rather than another.

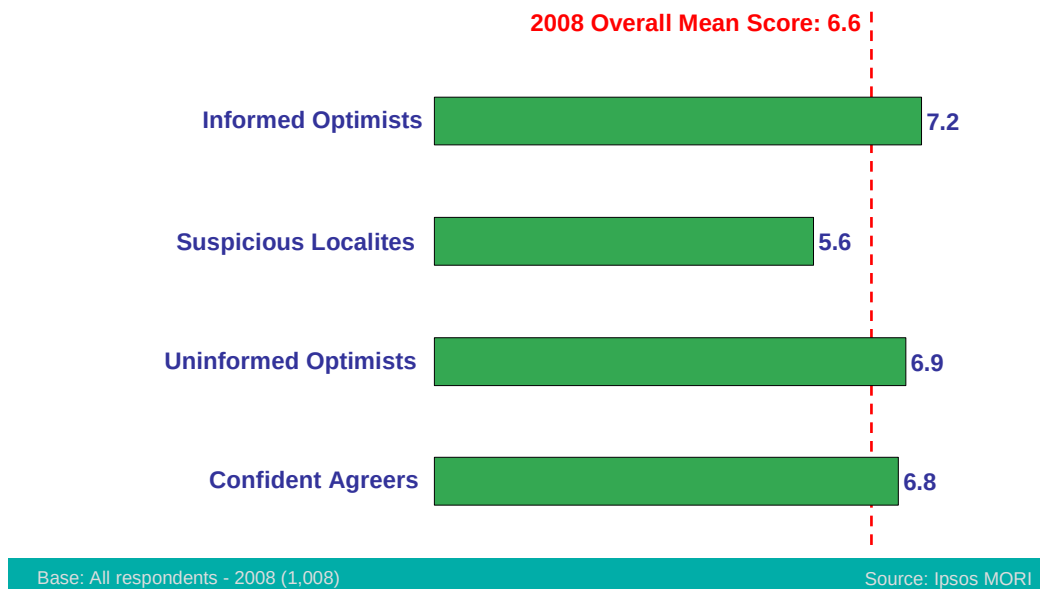
The proportion of people who fit into any one of the four 'segments' is quite evenly split. Just over one in five people (22%) fall into the Informed Optimist segment, whilst under one in three (28%) fit into the Suspicious Localites. A quarter of people fall into the Uninformed Optimist and Confident Agreers segments.

Informed Optimists 22%	Suspicious Localites 28%	Uninformed Optimists 25%	Confident Agreers 25%
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Overall Trust and Confidence in Charities by Segment

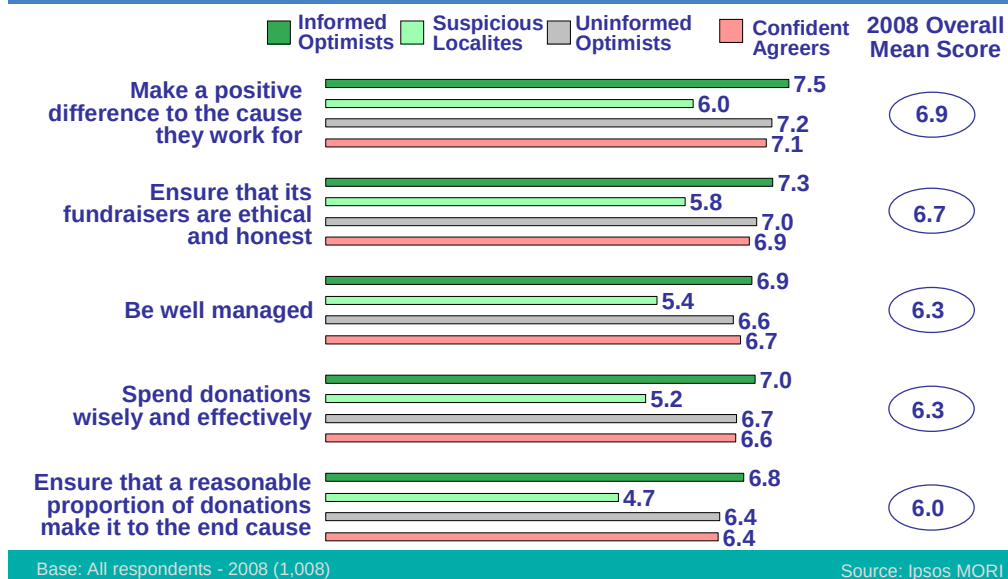
'Informed optimists' have the highest level of overall trust and confidence in charities, followed by 'Uninformed Optimists' and 'Confident Agreers'. 'Suspicious Localites' have markedly lower overall trust and confidence in charities.

Segmentation Analysis – Overall Trust and Confidence in Charities



The chart below shows clearly that 'Suspicious Localites' have much lower trust in **all five key beliefs** about charities than all the other segments, and compared to the overall mean score for each belief. 'Informed Optimists', on the other hand, have notably **higher trust scores** for all five beliefs.

Segmentation Analysis – Trust in Charities to...



Segment Characteristics

Informed Optimists - 22% of the population

- o This group are the **most knowledgeable of the four segments**: 54% disagree that they know very little about how charities are run and managed (compared to 32% of Suspicious Localites, 27% of Uninformed Optimists and 19% of Confident Agreers). Seventy-eight percent also feel they have a **good understanding of how charities benefit** the public (compared to 64% of Suspicious Localites and Uninformed Optimists, and 72% of Confident Agreers).
- o They are the most likely of the four segments to have **heard of the Charity Commission** (64%), and to say they know either **very or fairly well** (41%). They are also most likely to state that they feel charities play an **'essential'** role in society (42%).
- o They have the **highest overall trust and confidence score** in charities, at 7.15, and the **highest trust scores in each of the five** key beliefs about charities (see charts on page 36).
- o This group are **much more likely to disagree** that charities spend too much of their funds on salaries and administration (70% disagree) and that charities these days are using more dubious fundraising techniques (63% disagree).

Suspicious Localites - 28% of the population

- o This group is characterised by the **lowest overall trust and confidence** score in charities, at 5.53, as well as the **lowest trust score in each of the five** key beliefs about charities (see charts overleaf).
- o They are also the **most likely to agree** that they trust charities more if they are providing **services in their local community** (89% agree, compared to 53% of Informed Optimists, 8% of Uninformed Optimists, and 83% of Confident Agreers).
- o This group are **most likely to agree that charities spend too much of their funds on salaries and administration** (86% agree, compared to 12% of Informed Optimists, 60% of Uninformed Optimists, and 70% of Confident Agreers), and that **charities these days are using more dubious fundraising techniques** (66% agree compared to 23% of Informed Optimists, 39% of Uninformed Optimists, and 65% of Confident Agreers).

Uninformed Optimists - 25% of the population

- o This group have the **second highest level of overall trust and confidence** in charities, at 6.94, as well as the **second highest trust score for four out of the five** key belief statements about charities (see charts on page 36).
- o The majority of this group **admit to knowing very little about how charities are run and managed** (66% agree compared to 39% of Informed Optimists, 59% of Suspicious Localites and 67% of Confident Agreers).
- o They are **likely however to agree with statements relating to charities and good practice** (see the table on page 34 for the statements that fall into this category). For example, 91% disagree

that charities are unprofessional (compared to 87% of Informed Optimists, 75% of Suspicious Localites and 70% of Confident Agreers).

- o They are **least likely to trust charities more if they are providing services in their local community** (8% agree with this statement, compared to 53% of Informed Optimists, 89% of Suspicious Localites, and 83% of Confident Agreers), but not more likely to trust charities who provide services in other countries (8% agree with this statement, compared to 22% of Informed Optimists, 9% of Suspicious Localites, and 50% of Confident Agreers).

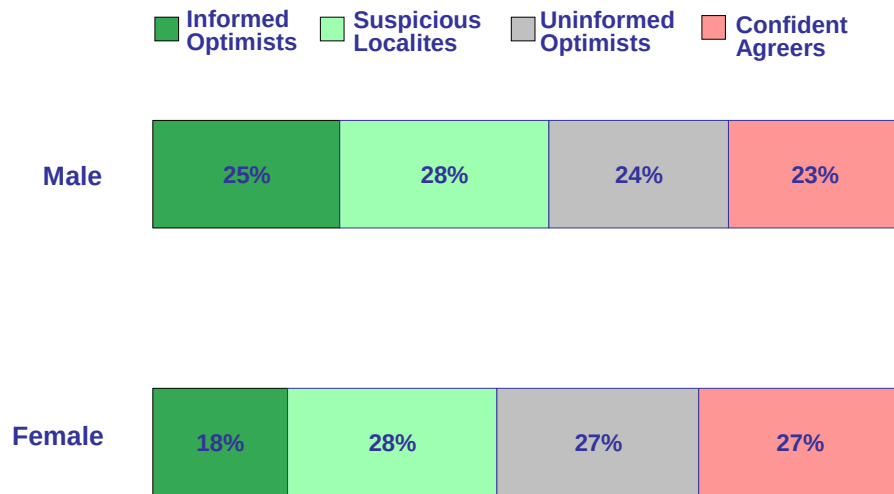
Confident Agreers - 25% of population

- o Confident Agreers have **comparatively high level of overall trust and confidence** in charities, at 6.80, and similar levels of trust in the five key beliefs about charities as Uninformed Optimists (see charts on page 36).
- o They are **most likely to admit to knowing very little about how charities are run and managed**, at 67%, and the **second most likely** (after Suspicious Localites) to feel that **charities spend too much of their funds on salaries and administration**, at 70%, and that **charities these days are using more dubious fundraising techniques**, at 65% (please see the charts overleaf for comparisons to the other segments).
- o The majority, unlike all other segments, are **confident donating to a charity that they haven't heard of**, if it's going to a good cause (60% compared to 16% of Informed Optimists, 6% of Suspicious Localites, and 34% of Uninformed Optimists), but are **also likely to agree with statements relating to familiarity with charities** – 64% would trust a charity with a **well-known patron** more (compared to 62% of Informed Optimists, 28% of Suspicious Localites, and 17% of Uninformed Optimists), and 53% trust **big charities more than smaller ones** (compared to 46% of Informed Optimists, 16% of Suspicious Localites, and 41% of Uninformed Optimists)

Segment Demographics

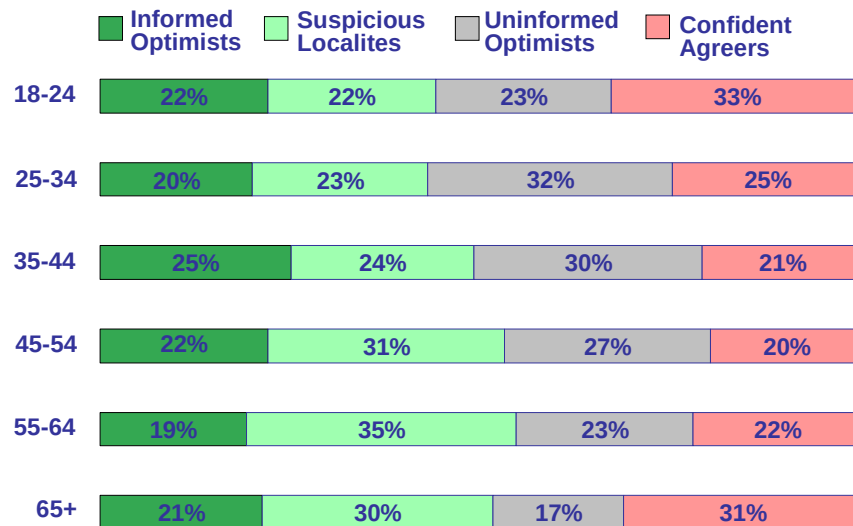
The demographic charts that follow show the make-up each of the four segments according to gender, age, socio-economic group, and working status. They illustrate that the segments identified in the analysis are **not clearly led by any particular demographic characteristics**: people fall quite evenly into each of the four segments when analysed along these lines. It is people's **distinctive attitudes, views or perceptions** about charities which will determine which of the four segments they fall into.

Segmentation Analysis – Gender



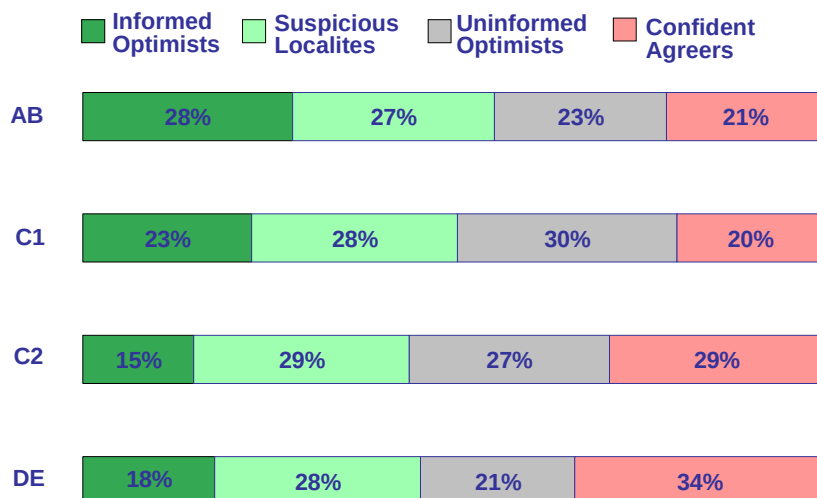
Source: Ipsos MORI

Segmentation Analysis – Age



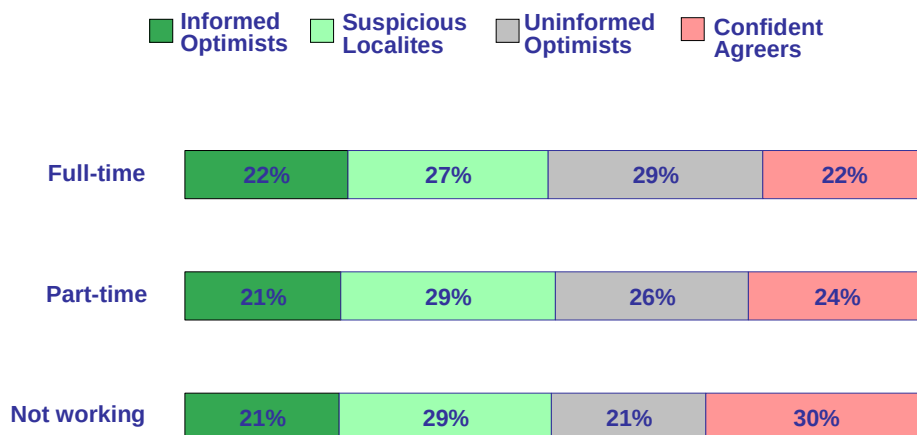
Source: Ipsos MORI

Segmentation Analysis – Social Grade



Source: Ipsos MORI

Segmentation Analysis – Working Status



Source: Ipsos MORI

Appendices

Key Drivers Analysis – Full Method and Results

Key drivers analysis (KDA) is a multivariate technique that has been used to identify how strongly attitudes and behaviour towards charities are associated with overall trust and confidence in charities. It is arguably a more 'objective' measure of what drives overall trust and confidence as it examines a range of responses that people give to a number of questions throughout the survey, rather than relying simply on what people say is most important to them when asked directly.

The 2005 key drivers analysis showed that overall trust and confidence was explained by the five key beliefs in how charities operate, namely: the belief that charities spend their money wisely and effectively, are well managed, ensure that a reasonable proportion of donations make it to the end cause, make a positive difference to the cause they work for, and ensure that fundraisers are ethical and honest. These five key beliefs are intrinsically linked to the overall trust and confidence measure in the questionnaire, and as the results for each of these questions is very similar to overall trust and confidence, the assumption would be that they will be strong drivers of overall trust and confidence.

The 2008 research therefore looked to build on the insights of the 2005 KDA by 'unpacking' the five key beliefs which have been shown to drive overall trust and confidence, enabling further insight into the results.

Firstly, in order to check that the results in 2008 followed the same broad findings as 2005, the 2005 model was reproduced in two ways. Firstly, the model was replicated exactly, taking the main drivers that the 2005 model had found and applying them to 2008 results (whether the driver might be an important one in 2008 or not). This updated model found that in fact, the five key beliefs were still the principal drivers of overall trust and confidence. The 2005 model was also reproduced methodologically, by using the same *approach* which led the 2005 model to find the drivers that it had done. Reproducing this for 2008 also found that the five key beliefs dominated the model.

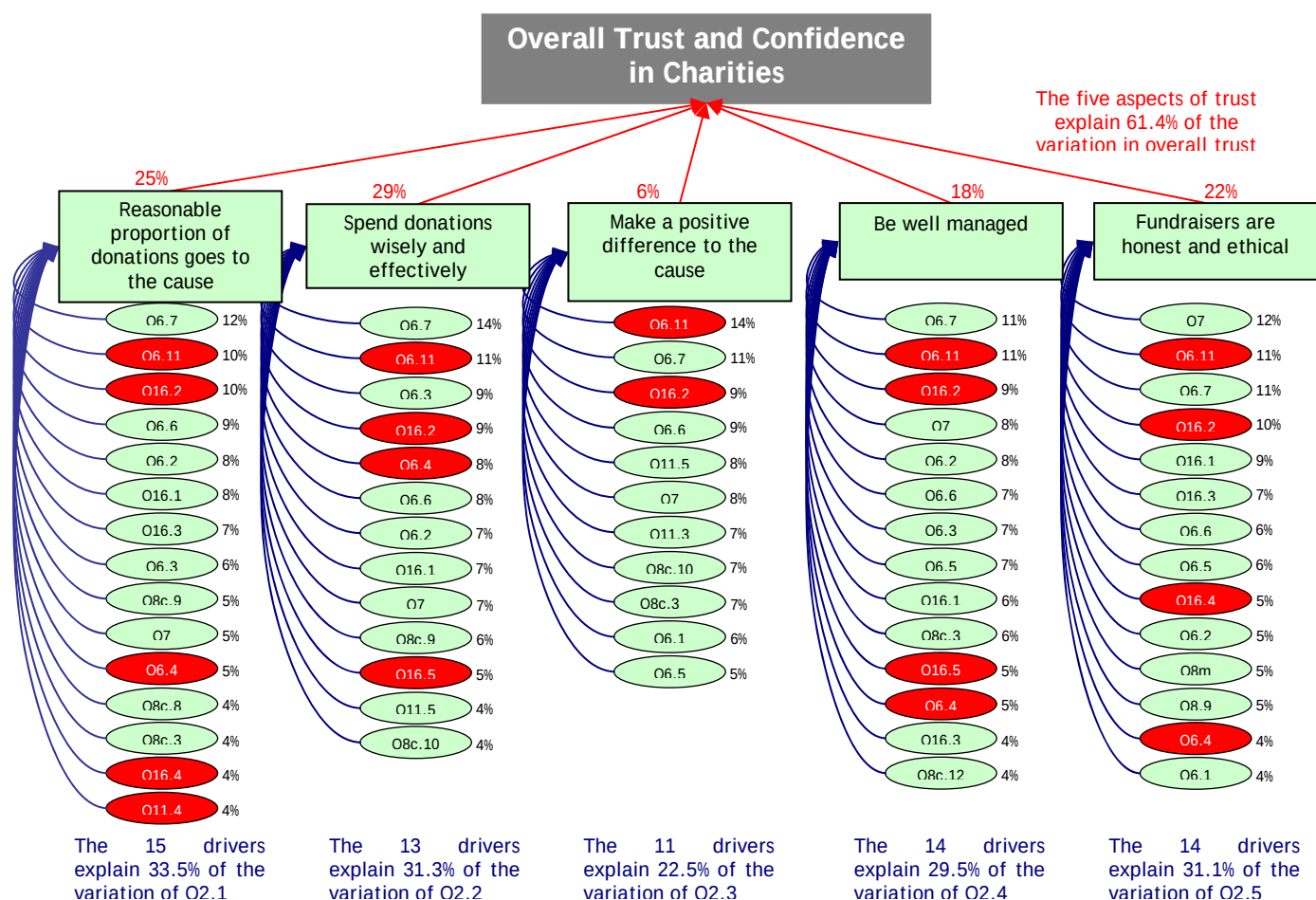
For the 2008 KDA model, a two-tiered approach was therefore used; the top-level exploring the relative importance of each of the five key beliefs on overall trust and confidence, and the lower level exploring the key drivers of the five beliefs.

The belief that charities spend their money wisely and effectively is, as in 2005, the principal driver of overall trust. It is this more than anything else that is key to people's overall trust in charities – at odds with what people say is most important to them – namely charities making a positive difference to the cause they work for. It is important to remember that these beliefs are not necessarily based on knowledge; almost three in five people (59%) admit to knowing very little about how charities are run and managed. People's perception of charities in these ways is therefore as important as the reality. The belief that charities **ensure that a reasonable proportion of donations**

make it to the end cause and ensure that fundraisers are ethical and honest are also important drivers at this top level.

The belief that charities make a positive difference to the cause they work for, the aspect of trust said to be most important by people when asked directly what was key to their trust and confidence in charities, actually has a **much lower impact** on people's overall trust, according to the key driver model results.

The KDA model below presents the results of this analysis graphically:



INTERPRETING THE KDA MODEL

- The five rectangular boxes represent the key aspects of trust asked about in the survey. All five aspects were entered into a regression model with the dependent variable (overall trust). The relative influence of each of the five aspects is given in the percentage figure about it, which sums to 100%.
- The figures in ovals represent the lower level drivers, or the factors driving each of the five key trust aspects asked about. The percentage figure beside each oval represents the relative strength of each lower level driver (i.e. the amount of influence that the driver has on the higher-tier aspect of trust). The sum of these figures will total 100%, as each one can be seen as a share of the total influence that the set of variables has on an aspect of trust (the five aspects of trust are in the rectangular boxes).
- Red oval or rectangular boxes represent a negative driver, green for positive. A negative driver for example, would be the belief that charities are unprofessional. Agreement with the statement has a negative impact on overall trust.
- Please see the table on page 32 for the key to the statements/questions referred to in the oval boxes in the model above

Looking at the key drivers of *each* of the five main beliefs outlined earlier, there are a number of attitudes or beliefs which have a notable impact on across all five. The **belief that charities are regulated and controlled** to ensure they work for public benefit (Q6.7 in model above), and the **belief that charities these days are using more dubious fundraising techniques** (Q6.11) are primary drivers. It is important to highlight that one of these primary drivers - the belief that charities these days are using more dubious fundraising techniques - is a negative driver, in other words agreement with this statement negatively impacts trust. The belief that **charities are unprofessional**, another negative driver, also has a notable impact on each of the five key aspects of trust.

Other positive drivers of these five key trust aspects include: people who agree that they **trust charities more if they have heard of them** (Q6.2 in model), and people who agree that they are **confident donating to a charity that they have not heard of** (Q6.6 in model), if it's going to a good cause.

The table below provides a key for the questions referred to in the oval boxes beneath the five aspects of trust in the rectangular boxes. It also shows the ranking of each driver within each of the five 'top-level' aspects of trust. Questions which have higher rankings (of 1,2 or 3 for example) for a number of the five aspects of trust are more powerful than those with lower rankings.

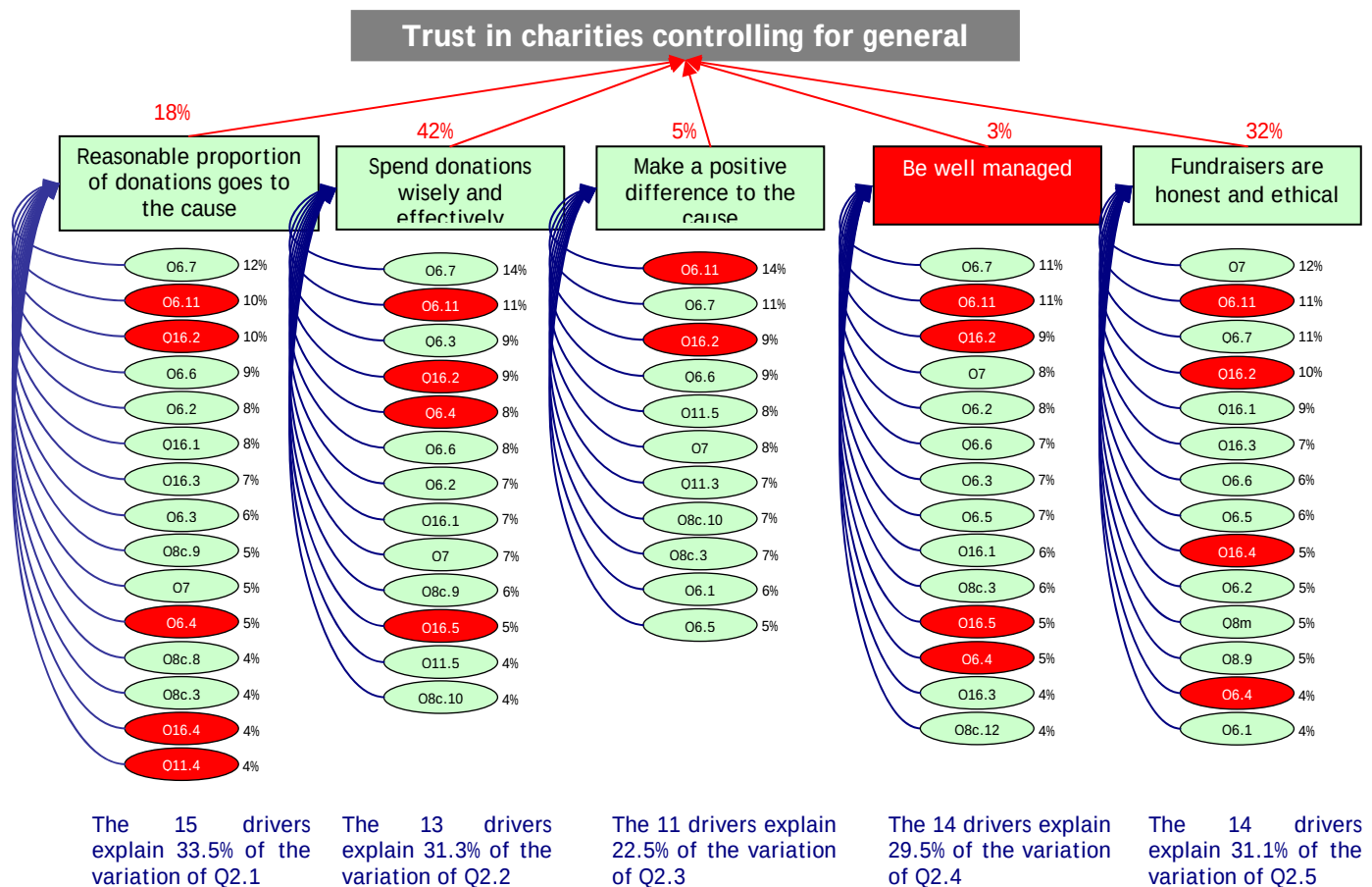
Question no.	Description	Rank of relative strength				
		Q2.1 Model	Q2.2 Model	Q2.3 Model	D2.4 Model	Q2.5 Model
Q6.1	Q.6. I trust big charities more than smaller ones	-	-	10	-	14
Q6.2	Q.6. I trust charities more if I have heard of them	5	7	-	5	10
Q6.3	Q.6. I trust charities more if they have well-known people as patrons	8	3	-	7	-
Q6.4	Q.6. I trust charities more if they are providing services within my local community	11	5	-	12	13
Q6.5	Q.6. I trust charities more if they are providing services in other countries	-	-	11	8	8
Q6.6	Q.6. I feel confident donating to a charity even if I haven't heard of them, if it's going to a good cause	4	6	4	6	7
Q6.7	Q.6. Charities are regulated and controlled to ensure that they are working for the public benefit	1	1	2	1	3
Q6.11	Q.6. Charities these days are using more dubious fundraising techniques	2	2	1	2	2
Q7	Q.7. Overall, how important a role do you think charities play in society today?	10	9	6	4	1
Q8m	Q.8A. Have you given any money to a charity within the last year, or not?	-	-	-	-	11
Q8c3	Q.8C. How have you given money to charities over the last year? Put money in a collection tin	13	-	9	10	-
Q8c8	Q.8C. How have you given money to charities over the last year? Made a credit or debit card donation by phone	12	-	-	-	-
Q8c9	Q.8C. How have you given money to charities over the last year? Made a credit or debit card donation over the internet	9	10	-	-	12
Q8c10	Q.8C. How have you given money to charities over the last year? Through an ongoing direct debit or standing order donation	-	13	8	-	-
Q8c12	Q.8C. How have you given money to charities over the last year? Joined a charity as a member	-	-	-	14	-
Q11.3	Q.11. Do you or any of your close family or friends work as a volunteer for a charity?	-	-	7	-	-
Q11.4	Q.11. Do you or any of your close family or friends work as a member of a charity's executive or management committee?	15	-	-	-	-
Q11.5	Q.11. Do you or any of your close family or friends work in any other capacity for a charity?	-	12	5	-	-
Q16.1	Q.16. Charities are effective at bringing about social change	6	8	-	9	5
Q16.2	Q.16. Charities are unprofessional	3	4	3	3	4
Q16.3	Q.16. I have a good understanding of how charities benefit the public	7	-	-	13	6
Q16.4	Q.16. It is important to me that charities explain in a published annual report what they have actually achieved	14	-	-	-	9
Q16.5	Q.16. It is important to me that charities provide the public with information about how they spend their money	-	11	-	11	-

Controlling for General Trust – Secondary Key Driver Analysis

An additional piece of analysis was conducted to take into consideration a person's *general* level of trust in professions or institutions when examining their trust in charities specifically. An arguably more 'true' picture of what is driving overall trust in charities might be gained by *controlling* for people's trust in other professions/institutions (i.e. removing their average level of trust in professions/institutions from the level of trust they express in charities). A second key drivers model was therefore constructed on this basis.

Firstly, an average trust score for the ten other professions/organisations asked about was calculated for each respondent. This figure was then subtracted from the trust they claim to have in charities – indicating if overall, they are *more* or *less* trusting of charities than of other professions/institutions in general. The key driver model was then recreated using these figures – see overleaf. In this model we see that the five trust aspects account for less of the variation in overall trust, in part due to the fact the model is based on these arbitrary 'new' trust figures, which are represent a step away from the 'raw' data gathered from respondents. The results from this second model

The belief that charities spend their money wisely and effectively is still the primary driver of overall trust, even when accounting for the 'general trust' that people have in other professions/institutions. Ensuring that fundraisers are ethical and honest, and ensuring that a reasonable proportion of donations make it to the end cause are also key subsidiary drivers to overall trust in confidence as before.



Guide to Statistical Reliability

The sampling tolerances that apply to the percentage results are given in the table below. This table shows the possible variation that might be anticipated because a sample, rather than the entire population, was interviewed. **As indicated below, sampling tolerances vary with the size of the sample and the size of the percentage result.** For example, on a question where 50% of the people in a sample of c.1,000 respond with a particular answer, the chances are 95 in 100 that this result would not vary by more than 3 percentage points, plus or minus, from a complete coverage of the entire population using the same procedures (i.e., between 47% and 53%).

Approximate sampling tolerances applicable to percentages at or near these levels

	10% or 90%	20% or 80%	30% or 70%	40% or 60%	50%
Size of sample on which survey result is based					
1,008	2	3	3	3	3

Source: Ipsos MORI

Tolerances are also involved in the comparison of results from different parts of the sample. A difference, in other words, must be of at least a certain size to be considered statistically significant. The following table is a guide to the sampling tolerances applicable to comparisons.

Strictly speaking these tolerances are based on perfect random samples. In practice, good quality quota sampling has been found to be as accurate.

Approximate differences required for significant at or near these percentages

	10% or 90%	20% or 80%	30% or 70%	40% or 60%	50%
Men vs. Women (432 vs. 576)	4	5	6	6	6
Those who see Charity Commission's role as essential vs. those who see Charity Commission's role as fairly important (334 vs. 238)	5	7	8	8	8

Source: Ipsos MORI

Definition of Socio-Economic Groups

The groups detailed below are the social class definitions as used by the Institute of Practitioners in Advertising (IPA), and are standard on all surveys carried out by Ipsos MORI.

Socio-economic groups			
	Social Class	Occupation of Chief Income Earner	Percentage of Population
A	Upper Middle Class	Higher managerial, administrative or professional	2.9
B	Middle Class	Intermediate managerial, administrative or professional	18.9
C1	Lower Middle Class	Supervisor or clerical and junior managerial, administrative or professional	27.0
C2	Skilled Working Class	Skilled manual workers	22.6
D	Working Class	Semi and unskilled manual workers	16.9
E	Those at the lowest levels of subsistence	State pensioners, etc, with no other earnings	11.7

**Public Trust and Confidence in Charities
Topline Results - FINAL**

1,008 respondents aged 18+ across England and Wales

Interviews carried out by telephone, using CATI (Computer Assisted Telephone Interviewing)

Fieldwork conducted between 8th and 24th February 2008

Results based on all (1,008) unless otherwise stated

Results are weighted to the known population profile of England and Wales

An asterisk (*) denotes a finding of less than 0.5%, but greater than zero

Where figures do not add up to 100, this is due to multiple coding or computer rounding

Where available, trend data from the 2005 has been added. Fieldwork for the 2005 survey was conducted in February 2005. Results for 2005 are based on all (1,001) unless otherwise stated.

OVERALL TRUST METRIC

ASK ALL

Q1. Firstly, thinking about how much trust and confidence you have in charities overall, on a scale of 0-10 where 10 means you trust them completely and 0 means you don't trust them at all, how much trust and confidence do you have in charities? IF DEPENDS: Generally speaking, how much trust and confidence do you have in charities? SINGLE CODE ONLY

		0 Don't trust them	1	2	3	4	5	6	7	8	9	10 Trust them completely	DK/ No answer
2008	%	1	1	2	3	4	18	11	22	22	8	6	1
2005	%	3	1	3	3	5	23	10	19	20	5	6	3

Base sizes: All – 2005 (1,001), 2008 (1,008)

TRUST AND PERFORMANCE

ASK ALL

Q2. And on the same 0-10 scale, how much would you trust charities to... READ OUT A-E
RANDOMISE ORDER

				0 Don't trust them	1	2	3	4	5	6	7	8	9	10 Trust them completely	DK/ No answer
A	Spend donations wisely and effectively	2008 %		1	1	2	5	7	16	14	22	19	6	5	2
		2005 %		1	1	3	4	6	19	12	20	18	6	6	3
B	Ensure that a reasonable proportion of donations make it to the end cause	2008 %		2	2	3	7	7	18	15	20	15	5	5	2
		2005 %		2	1	5	7	7	19	12	18	14	6	5	4
C	Ensure that its fundraisers are honest and ethical	2008 %		1	1	1	3	6	15	12	21	23	8	7	2
		2005 %		2	*	2	3	5	17	13	19	20	6	8	4
D	Be well managed	2008 %		1	1	2	4	5	18	15	21	19	6	5	2
		2005 %		1	1	3	4	7	21	13	17	18	4	6	4
E	Make a positive difference to the cause they are working for	2008 %		1	1	2	3	4	13	11	22	22	11	9	2
		2005 %		1	*	1	4	3	14	11	17	23	11	11	3

Base sizes: All – 2005 (1,001); 2008 (1,008)

ASK ALL

Q3. Which one, if any, of these qualities is most important to your trust and confidence in charities overall? RANDOMISE ORDER. REPEAT LIST IF NECESSARY. SINGLE CODE ONLY

	2005 (1,001)	2008 (1,008)
Base	%	%
Make a positive difference to the cause they are working for	27	35
Ensure that a reasonable proportion of donations make it to the end cause	30	32
Spend donations wisely and effectively	20	18
Ensure that its fundraisers are honest and ethical	11	8
Be well managed	9	5
Don't know	3	2

TRUST AND SPECIFIC CHARITIES

ASK ALL

Q4A. Are there any specific charities or types of charities that you would trust more than others? DO NOT PROMPT. IF YES PROBE FOR NAMES

	Base	2005 (1,001) %	2008 (1,008) %
Charities by name			
Cancer Research UK		12	15
NSPCC		4	9
Oxfam		6	9
Macmillan Cancer Relief		1	6
RSPCA		2	6
British Heart Foundation		3	4
British Red Cross		4	4
Life Boat/RNLI		1	4
Save the Children		2	3
Age Concern		1	2
Barnardo's		*	2
Christian Aid		1	2
Help the Aged		*	2
RNIB		*	2
The Salvation Army		2	2
Marie Curie		-	2
British Legion		-	2
Children in Need		-	2
Breakthrough Breast Cancer		*	1
Guide Dogs for the Blind		*	1
Imperial Cancer Research Fund		*	1
Samaritans		*	1
Shelter		*	1
The National Trust		*	1
Unicef		1	1
WaterAid		*	1
WWF		*	1
Amnesty International		1	1
Air ambulance		1	1
Gt. Ormond Street		-	1
PDSA		-	1
Greenpeace		*	1
CAFOD		-	1
Friends of the Earth		-	1
TearFund		-	1
RSPB		-	1
Alzheimer's Society		*	*
ChildLine		1	-
MS Society		*	*
National Asthma Campaign		-	*
Charities by type			
Local charities		3	5
Animal charities		3	4
Well-known charities		1	4
Religious charities		2	3
Children's charities		3	3
Health-related charities		2	2
Big charities		3	2
Small charities		*	2
Cancer charities		3	2
International charities		2	1
Blind charities		*	1
National charities		-	1
Charities that alleviate hardship		*	*

Third world causes	1	-
Tsunami related causes	1	-
Other (includes 'Other' and any responses below 1%, for both specific charities AND charity types)	3	20
Don't know/None	50	34

ASK Q4B OF ALL THOSE WHO MENTIONED A CHARITY (OR CHARITY TYPE) AT Q4A. NULL/DK/REF GO TO Q5A. ASK Q4B FOR **EACH CHARITY/CHARITY TYPE** MENTIONED AT Q4A.

Q4B. Why do you say that? Why do you trust xxx more than others? DO NOT PROMPT.
MULTICODE OK

Base: All charity/charity types mentioned	2005 (725) %	2008 (1511) %
Because I have seen/ experienced what they do	27	25
Because I believe in the cause/ what they are trying to do	25	19
Because they are well-known†	-	16
Because they have a good reputation†	-	16
Because they do an important job	11	10
Because they are set up for the public good	6	6
Because they are big	5	5
Because I have heard (lots) about them	6	5
Because they are local	2	4
Because they are national	4	3
Because they are regulated	8	3
Because they are small	-	1
Because a public figure is associated with them	3	1
New codes raised in 2008		
The money they raise goes to the end cause/where it's meant to	-	4
Staff/Volunteers are more trustworthy/provide a personal touch	-	3
Well managed/Organised/Professional organisation	-	2
High profile through advertising/media	-	2
Well established/Been around a long time	-	2
They make a difference/Improvement to people's lives	-	2
Transparency/Openness/Visibility	-	2
Strong ethical stance	-	1
Due to my/their religious beliefs	-	1
I know someone who works/I work/have worked for/with them	-	1
I am a member	-	1
Communicate well/Provide feedback/Updates	-	1
More trustworthy in general/just a feeling	-	1
Not government funded/No help from government	-	1
Other (includes individual responses of less than 1%)	11	7
Don't know/No answer	5	3

† These two statements were asked as one question in the 2005 survey "Because they are well known/have a good reputation" so the results from 2008 are not comparable. The 2005 result for the combined question was 30%

ASK ALL

Q5A. Are there any specific charities or types of charities that you trust less than others?
DO NOT PROMPT. IF YES PROBE FOR NAMES.

	Base	2005 (1,001) %	2008 (1,008) %
Charities by name			
Oxfam		3	4
Cancer Research UK		1	1
NSPCC		*	1
RSPCA		1	1
Save the Children		*	1
Comic Relief		-	1
Children in Need		-	1
Age Concern		*	*
Alzheimer's Society		*	*
Barnardo's		*	*
British Red Cross		*	*
ChildLine		-	*
Christian Aid		*	*
Guide Dogs for the Blind		*	*
Help the Aged		-	*
Macmillan Cancer Relief		-	*
MS Society		-	*
RNIB		*	*
Shelter		-	*
Unicef		-	*
WaterAid		-	*
WWF		-	*
Lottery/Camelot		1	-
British Heart Foundation		*	-
The Salvation Army		*	-
Charities by type			
International charities		2	7
Animal charities		1	3
Small charities		2	3
Less well known charities		-	3
Big charities		1	2
Street/door collections		3	2
Charities that come to you in the street/door collection		3	2
Local charities		*	1
Religious charities		1	1
Disaster Appeal/Disaster Charities		*	1
Clothing charity		-	1
Charities that alleviate hardship		*	*
Health-related charities		*	*
New ones		1	-
Other (includes 'Other' plus any from 2005 with less than 1%)		1	12
No/Don't know		80	60

ASK Q5B OF ALL THOSE WHO MENTION A CHARITY (OR CHARITY TYPE) AT Q5A. NULL/DK/REF GO TO Q6. ASK Q5B FOR **EACH CHARITY** MENTIONED AT Q5A

Q5B. Why do you say that? Why do you trust xxx less than others? DO NOT PROMPT. MULTICODE OK

	2005	2008
Base: All charities/charity types mentioned	(214)	(543)
	%	%
Because I don't know how they spend their money	31	26
Because I have heard bad stories about them	20	17
Because they use fundraising techniques I don't like	16	11
Because I don't know them/ haven't heard of them	12	9
Because they don't work for the public good	6	5
Because they are international	1	3
Because they are small	1	2
Because they are big	2	1
They waste money/Don't like the way they spend their money	13	2
New codes raised in 2008		
Money lost through corruption/Open to abuse/Doesn't get to end cause	-	10
Mistrust their motives	-	8
Badly managed/Mismanagement	-	3
Unethical	-	2
Due to personal experience	-	2
They take a political slant	-	2
They don't seem to make a difference/Cannot see the improvement	-	2
Prefer for money to be spent in own country	-	2
They are less well known	-	2
Don't believe in their cause	-	1
Prefer to donate to a different/Human charity	-	1
Charity shouldn't be about religion/Mistrust religious charities	-	1
Large administration costs	-	1
Too much money goes on advertising	-	1
Don't seem genuine	-	1
Top-heavy management	-	1
Disagree with celebrity involvement	-	1
Not well regulated	-	1
Run too much like a business	-	1
Other (includes individual responses of less than 1%)	10	7
Don't know/No answer	6	3

TRUST AND ATTITUDES

ASK ALL

2008 RESULTS ONLY ARE SHOWN BELOW – THE ANSWER SCALE FOR 2008 INCLUDES 'NEITHER DISAGREE NOR DISAGREE', SO RESULTS FROM 2005 ARE NOT COMPARABLE

Q6. I'm now going to read you a list of statements and ask you how much you agree or disagree with each of them. Firstly,... Next, ...Is that *strongly or tend to agree/disagree*? READ OUT A-K. RANDOMISE ORDER, REPEAT SCALE IF NECESSARY.

		Strongly agree	Tend to agree	Neither agree nor disagree	Tend to disagree	Strongly disagree	Don't know/ No opinion
	Base (1,008)	%	%	%	%	%	%
A	I trust big charities more than smaller ones	15	23	10	32	19	1
B	I trust charities more if I have heard of them	44	41	4	8	4	*
C	I trust charities more if they have well-known people as patrons	15	26	10	33	14	1
D	I trust charities more if they are providing services within my local community	30	29	11	20	8	1
E	I trust charities more if they are providing services in other countries	7	15	17	36	23	2
F	I feel confident donating to a charity even if I haven't heard of them, if it's going to a good cause	9	20	6	32	32	1
G	Charities are regulated and controlled to ensure that they are working for the public benefit	20	44	10	14	6	7
H	I know very little about how charities are run and managed	22	36	7	21	11	2
I	Charities spend too much of their funds on salaries and administration	31	28	11	16	6	8
J	Most charities are trustworthy and act in the public interest	21	55	7	11	6	2
K	Charities these days are using more dubious fundraising techniques	20	30	10	25	8	8

TRUST AND IMPORTANCE

ASK ALL

Q7. Overall, how important a role do you think charities play in society today? SINGLE CODE ONLY

	Base	2005 (1,001) %	2008 (1,008) %
Essential†		29	32
Very important		34	40
Fairly important†		32	24
Not very important		3	3
Not at all important		1	*
Don't know		1	*

† The answer scale for this question was changed in the 2008 survey. 'Essential' was used instead of 'Extremely important' and 'Fairly important' instead of 'Quite important'. The 2005 data is therefore not directly comparable.

TRUST AND INVOLVEMENT

ASK ALL

Q8A. Have you given any time, goods or money to a charity within the last year, or not? IF NECESSARY PROMPT WITH: I mean volunteering, giving clothes or food, or making a financial donation. MULTICODE OK

	Base	2005 (1,001) %	2008 (1,008) %
Yes – time		23	32
Yes – money		85	85
Yes – goods		37	47
No		8	6
Refused		*	-

ASK Q8B OF ALL WHO SAY 'YES' AT Q8A. OTHERS GO TO Q8D

Q8B. (i) IF TIME: How many times have you given time over the last year?
(ii) IF GOODS: How many times have you given goods over the last year?
(iii) IF MONEY: How many times have you given money over the last year?

		(i) IF TIME %	(ii) IF GOODS %	(iii) IF MONEY %
Once	2008	11	5	6
	2005	9	8	5
Twice	2008	12	13	5
	2005	21	18	9
Three times	2008	9	15	7
	2005	9	12	10
Four times	2008	5	14	9
	2005	6	17	8
Five times	2008	3	9	3
	2005	5	7	7
Six times	2008	6	10	5
	2005	4	7	4
More than six times	2008	53	33	63
	2005	44	29	52
Don't know/Refused	2008	1	2	2
	2005	1	2	3

Base sizes: **Q8b(i)** - All who have given time over the previous year: 2005 (233), 2008 (326); **Q8b(ii)** - All who have given goods over the previous year: 2005 (369), 2008 (472); **Q8b(iii)** - All who have given money over the previous year: 2005 (853), 2008 (862).

ASK Q8C OF ALL WHO SAY THEY HAVE GIVEN MONEY AT Q8A (CODE 2). OTHERS GO TO Q8D.

Q8C. How have you given money to charities over the last year? Have you... READ OUT A-L.
ROTATE ORDER . MULTICODE OK.

	2005	2008
Base: All who have given money in the previous year	(853)	(862)
	%	%
Put money into a collection tin	71	69
Given money to a street collector	56	51
Sponsored someone	41	49
Through an ongoing direct debit or standing order donation	29	46
Put money into a collection envelope	43	32
Sent a cheque by post	30	31
Supported a telethon, e.g. Children in Need; Comic Relief; Sport Relief	42	27
Given money to a door-to-door collector	31	24
Made a credit or debit card donation by phone	21	19
Joined a charity as a member	16	18
Made a credit or debit card donation over the internet	7	12
Signed up to a direct debit on the street	7	4
Given cash (non-specific)	1	-
Other (includes 'other' and other responses from 2005 with less than 1%)	2	7
None of these/Don't know	*	

ASK Q8E OF ALL WHO SAY THEY HAVE GIVEN MONEY AT Q8A (CODE 2). OTHERS GO TO Q10A.

Q8E. Thinking about your money donations over the last year, approximately how much did you donate in total? READ OUT CODES IF NECESSARY. SINGLE CODE ONLY.

	2005	2008
Base: All who have given money in the previous year	(853)	(862)
£5 or less	3	3
£6-£10	5	6
£11-£20	9	9
£21-30	6	7
£31-50	12	11
£51-75	6	7
£76-£100	12	9
£101-£150	7	11
£151-£200	8	8
More than £200	13	21
Don't know/Refused	19	8

TRUST AND SCRUTINY

ASK Q9A OF ALL WHO SAY THEY HAVE GIVEN MONEY AT Q8A (CODE 2). OTHERS GO TO Q10A. .

Q9A. When you have given money donations, have you ever done any of the following...

READ OUT A-E. ROTATE ORDER. MULTICODE OK.

	2005	2008
Base: All who have given money in the previous year	(853)	(862)
	%	%
Checked that it was a genuine charity	36	42
Asked to see proof of identification from a fundraiser	40	33
Found out how the charity was run or managed	20	28
Given to a charity that you hadn't previously heard of	21	24
Asked how your money would be specifically spent	20	20
None of these/Don't know	33	29

New Question

ASK ALL

Q8D. And which, if any, of the following have you personally done over the last year to support a campaign run by a charity? READ OUT. ROTATE ORDER. MULTICODE OK

	2008
Base	(1,008)
	%
Signed a petition	37
Volunteered your time	36
Attended a campaign event	18
Written a letter	15
Attended a public meeting	12
Lobbied your MP	9
Other	7
None of these	34
Don't know	*

TRUST AND BENEFICIARY

ASK ALL

Q10A. Have you, or any of your close family or friends, ever received money, support or help from a charity? SINGLE CODE ONLY

	2005	2008
Base	(1,001)	(1,008)
	%	%
Yes	9	21
No	90	78
Don't know	1	2

ASK ALL

Q10B. Have you, or any of your close family or friends, ever done any of the following? READ OUT A-H. ROTATE ORDER. MULTICODE OK

Base	2005 (1,001) %	2008 (1,008) %
Visited a National Trust property	47	61
Visited an art gallery	51	60
Received advice from a charity	16	26
Used the services of a charity	17	23
Been a patient in a local hospice	15	16
Had a child who attended a private school	11	14
Received personal care from charity workers	8	12
Received financial help from a charity	4	8
None of these/Don't know	27	17

TRUST AND INVOLVEMENT

ASK ALL

Q11. Do you or any of your close family or friends work for a charity, either as a paid employee, a trustee, a volunteer or member of a charity's executive or management committee? PROMPT IF NECESSARY. MULTICODE OK

Base	2005 (1,001) %	2008 (1,008) %
Yes - Paid employee	6	8
Yes - Trustee	3	5
Yes - Volunteer	21	24
Yes - Member of a charity's executive or management committee	2	4
Yes – other [specify]	*	1
No	72	63
Don't know/No answer	1	1

TRUST AND DEFINITION OF CHARITIES
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ASK ALL

Q12. Which of the following organisations do you think are charities, and which do you think are not charities? READ OUT A-K. RANDOMISE ORDER.

			Charity %	Not a charity %	DK %
A	Oxfam	2008	98	1	1
		2005	97	2	1
B	Eton School	2008	17	68	15
		2005	7	73	19
C	Methodist Church	2008	26	60	15
		2005	25	60	15
D	Macmillan Cancer Relief	2008	96	2	2
		2005	91	5	4
E	The Citizenship Foundation	2008	23	28	49
		2005	20	34	46
F	The Prince's Trust	2008	83	11	6
		2005	78	15	7
G	National Sport Foundation	2008	49	28	23
		2005	45	33	22
H	Tate Modern Gallery	2008	22	61	17
		2005	15	64	21
I	Amnesty International	2008	69	18	14
		2005	64	19	17
J	*Multiple Sclerosis Society	2008	91	5	4
		2005	71	12	16
K	RSPCA	2008	96	3	2
		2005	92	5	3
L	Greenpeace	2008	65	26	9
		2005	51	38	11

Base size: All –2005 (1,001); 2008 (1,008). *In the 2005 survey – the organisation was read out at 'MS Society' rather than in 2008, where the full 'Multiple Sclerosis Society' name was read out to respondents.

TRUST AND CHARITY COMMISSION

ASK ALL

Q13A. Have you ever heard of the Charity Commission? SINGLE CODE ONLY

	2005 (1,001) %	2008 (1,008) %
Base		
Yes	46	54
No	54	45
Don't know	0	1

ASK Q13B OF ALL WHO ANSWERED 'YES' AT Q13A (CODE 1). OTHERS GO TO Q14

Q13B. How well, if at all, do you feel you know the Charity Commission and what it does? SINGLE CODE ONLY

	2005 (460) %	2008 (540) %
Base: All those who have heard of the Charity Commission		
Very well	7	6
Fairly well†	17	24
Not very well	50	43
Not at all well	25	27
Don't know	0	*

†Answer scale was changed in 2008 from 'Fairly well' to 'Quite well' so results not strictly comparable

ASK ALL

Q14. The Charity Commission is an independent body responsible for registering and regulating charities in England and Wales. They register applicants for registration as a charity after examining their purposes, accounts and structure.. They regulate charities by ensuring they stay within the law and are run for the public benefit, and by investigating any allegations of wrong-doing by charities.

How important do you personally regard this role? SINGLE CODE ONLY

	2005	2008
Base	(1,001)	(1,008)
	%	%
Essential†	45	53
Very important	34	38
Fairly important†	14	8
Not very important	3	1
Not at all important	1	1
Don't know	2	*

† Answer scale as changed in the 2008 questionnaire: from 'Extremely important' to 'Essential'; and 'Quite important' to 'Fairly important'. Results from 2005 are therefore not strictly comparable.

New Questions

ASK ALL

Q15. Now for some other types of organisations.

I'm going to read out some different types of organisations and professions. On a scale of 0-10 where 10 means you trust them completely and 0 means you don't trust them at all, please tell me how much trust and confidence you have in each? IF

DEPENDS: Generally speaking, how much trust and confidence do you have? ROTATE ORDER, SINGLE CODE ONLY

	0 Don't trust them	1	2	3	4	5	6	7	8	9	10 Trust them completely	DK
Base (1,008)	%	%	%	%	%	%	%	%	%	%	%	%
A Private companies	4	3	5	7	12	28	17	14	5	1	1	3
B Newspapers	9	6	12	13	16	22	11	6	3	*	1	1
C Social services	3	2	4	6	6	18	17	19	15	5	4	1
D MPs	11	7	10	10	13	19	13	10	5	1	1	*
E Government Ministers	12	6	13	10	13	18	12	9	4	1	1	1
F Your local Council	6	5	7	8	12	21	13	16	8	2	2	1
G Banks	5	3	5	7	10	18	14	15	15	5	4	*
H Doctors	1	*	1	2	2	8	9	16	28	18	14	*
I Police	2	1	2	3	4	11	12	18	24	15	10	*
J Ordinary man/woman in the street	4	2	4	5	6	29	13	18	12	4	2	2

ASK ALL

Q16. Thinking about charities in general, to what extent do you agree or disagree with each of the following statements. Is that *strongly* or *tend to agree/disagree*? READ OUT A-E.
SINGLE CODE ONLY

	Strongly agree	Tend to agree	Neither agree nor disagree	Tend to disagree	Strongly disagree	DK/ No opinion
Base (1,008)	%	%	%	%	%	%
Charities are effective at bringing about social change	20	51	11	12	4	2
Charities are unprofessional	2	8	7	50	30	2
I have a good understanding of how charities benefit the public	17	52	8	17	3	3
It is important to me that charities explain in a published annual report what they have actually achieved	59	30	3	5	1	1
It is important to me that charities provide the public with information about how they spend their money	74	22	1	1	1	*

DEMOGRAPHICS 2008- ASK ALL

Gender

	%
Male	43
Female	57

Age

	%
18-24	10
25-34	15
35-44	20
45-54	19
55-64	17
65+	18

Working Status of Respondent:

	%
Working - Full time (30+ hrs)	44
- Part-time (9-29 hrs)	16
Unemployed	3
Not working - retired	24
- looking after house/children	4
- invalid/disabled	3
Student	4
Other	2

Class

	%
AB	30
C1	29
C2	19
DE	22

Respondent is:

	%
Chief Income Earner	61
Not Chief Income Earner	39

What is your ethnic group? SINGLE CODE ONLY

	%
WHITE	
British	85
Irish	1
Any other white background (PLEASE WRITE IN)	5
MIXED	
White and Black Caribbean	*
White and Black African	1
White and Asian	*
Any other mixed background (PLEASE WRITE IN)	1
ASIAN OR ASIAN BRITISH	
Indian	1
Pakistani	1
Bangladeshi	*
Any other Asian background (PLEASE WRITE IN)	*
BLACK OR BLACK BRITISH	
Caribbean	1
African	2
Any other black background (PLEASE WRITE IN)	*
CHINESE OR OTHER ETHNIC GROUP	
Chinese	0
Any other background (PLEASE WRITE IN)	0
Refused	*

Which, if any, daily newspapers do you read or look at regularly? By regularly I mean on average at least three out of four issues. DO NOT READ OUT. MULTICODE OK

	%
Local newspaper	18
Daily Mail	17
The Sun	12
The Guardian	9
The Mirror	8
The Times	8
Daily Telegraph	7
Sunday newspaper	7
Daily Express	5
The Independent	4
Metro	4
Daily Star	3
Financial Times	2
Evening Standard	1
Daily Record	*
The Herald (Glasgow)	*
The Scotsman	*
Other	1
None of these	34
Don't know	*