

Ipsos MORI

Total

Base size: 861

Q.S1	How much, if anything did you donate to charity in the last 12 months? £0 / Nothing £1-£25 £26-49 £50-75 £76-100 £101-200 £201-500 £501+ Mean (excluding top 6 values) Std Dev.	- - - 7% 11% 16% 31% 36% 1282.44 3226.98
Base size:		861
Q.S2	What is your total annual household income from all sources before deductions for income tax, National Insurance etc. Less than £20,000 £20,000-£49,999 £50,000-£99,999 £100,000-£149,999 £150,000-£299,999 £300,000+ Don't know Prefer not to answer	- - - - 81% 19% - -
Base size:		861
Q.S3	Are you? Male Female	69% 31%
Base size:		861
Q.AGE	Age 18 - 34 35 - 44 45 - 54 55+	9% 26% 35% 29%
Base size:		861
Q.S5	Social Grade A - Upper middle class B - Middle class C1 - Lower middle class Not stated	40% 50% 9% 1%
Base size:		861
Q.S6	In which of the following regions do you live? North & Yorkshire North-West Midlands	4% 4% 8%

	South-West & Wales	7%
	South-East & Anglia	36%
	London	35%
	Scotland	5%
	Northern Ireland	*
	Base size:	861
Q.D1	How important is your ethnic or racial background to your sense of who you are?	
	Very important	15%
	Fairly important	27%
	Neither important nor unimportant	31%
	Fairly unimportant	15%
	Very unimportant	11%
	Important	42%
	Not important	27%
	Net importance	16%
	Base size:	861
Q.D1	How important is your occupation to your sense of who you are?	
	Very important	19%
	Fairly important	48%
	Neither important nor unimportant	19%
	Fairly unimportant	10%
	Very unimportant	4%
	Important	66%
	Not important	15%
	Net importance	52%
	Base size:	861
Q.D1	How important is supporting charitable causes to your sense of who you are?	
	Very important	9%
	Fairly important	37%
	Neither important nor unimportant	37%
	Fairly unimportant	14%
	Very unimportant	3%
	Important	45%
	Not important	18%
	Net importance	28%
	Base size:	861
Q.D1	How important is your family to your sense of who you are?	
	Very important	64%
	Fairly important	20%
	Neither important nor unimportant	5%
	Fairly unimportant	4%
	Very unimportant	7%
	Important	84%
	Not important	11%
	Net importance	73%
	Base size:	861
Q.D1	How important is being part of your local community to your sense of who you are?	
	Very important	7%
	Fairly important	39%
	Neither important nor unimportant	34%

	Fairly unimportant	15%
	Very unimportant	4%
	Important	47%
	Not important	20%
	Net importance	27%
	Base size:	861
Q.D1	How important is your level of income to your sense of who you are?	
	Very important	16%
	Fairly important	48%
	Neither important nor unimportant	23%
	Fairly unimportant	11%
	Very unimportant	3%
	Important	63%
	Not important	14%
	Net importance	49%
	Base size:	861
Q.D2	To what extent do you agree or disagree with the following statements?	
	<u>I like to have a plan to work to</u>	
	Strongly agree	20%
	Tend to agree	54%
	Neither agree nor disagree	18%
	Tend to disagree	7%
	Strongly disagree	*
	Agree	74%
	Disagree	8%
	Net agree	66%
	Base size:	861
Q.D2	To what extent do you agree or disagree with the following statements?	
	<u>I like to be seen as a role model</u>	
	Strongly agree	11%
	Tend to agree	46%
	Neither agree nor disagree	34%
	Tend to disagree	6%
	Strongly disagree	2%
	Agree	58%
	Disagree	8%
	Net agree	50%
	Base size:	861
Q.D2	To what extent do you agree or disagree with the following statements?	
	<u>It is important to continue learning new things throughout your life</u>	
	Strongly agree	58%
	Tend to agree	37%
	Neither agree nor disagree	4%
	Tend to disagree	1%
	Strongly disagree	*
	Agree	95%
	Disagree	1%
	Net agree	93%
	Base size:	861

Q.D2	To what extent do you agree or disagree with the following statements? I thoroughly research products and services before buying	
	Strongly agree	27%
	Tend to agree	52%
	Neither agree nor disagree	15%
	Tend to disagree	5%
	Strongly disagree	1%
	Agree	79%
	Disagree	6%
	Net agree	73%
	Base size:	861
Q.D2	To what extent do you agree or disagree with the following statements? I like to keep up with new technology	
	Strongly agree	25%
	Tend to agree	48%
	Neither agree nor disagree	19%
	Tend to disagree	7%
	Strongly disagree	1%
	Agree	73%
	Disagree	8%
	Net agree	65%
	Base size:	861
Q.D2	To what extent do you agree or disagree with the following statements? I often do things on the spur of the moment	
	Strongly agree	12%
	Tend to agree	36%
	Neither agree nor disagree	31%
	Tend to disagree	20%
	Strongly disagree	1%
	Agree	48%
	Disagree	22%
	Net agree	26%
	Base size:	861
Q.D2	To what extent do you agree or disagree with the following statements? I like to stand out from the crowd	
	Strongly agree	8%
	Tend to agree	30%
	Neither agree nor disagree	37%
	Tend to disagree	22%
	Strongly disagree	2%
	Agree	39%
	Disagree	24%
	Net agree	14%
	Base size:	861
Q.D2	To what extent do you agree or disagree with the following statements? I like to take risks	
	Strongly agree	8%
	Tend to agree	34%
	Neither agree nor disagree	33%
	Tend to disagree	23%

	Strongly disagree	3%
	Agree	42%
	Disagree	25%
	Net agree	17%
	Base size:	861
Q.D3	Which of the following statements do you most agree with?	
	People should not feel obliged to donate money to charity	44%
	People should donate to charity if they have the means	46%
	I do not agree with either of these statements	10%
	Base size:	861
Q.D4A	Methods used to make a donation to any charity in the past 12 months : Which, if any, of the following methods... a) Have you used to make a donation to any charity in the past 12 months?	
	Sponsored someone	75%
	Put money in a collection tin	64%
	Given money through social events (charity dinners, auctions, commu	61%
	An occasional donation by debit card or credit card	51%
	An ongoing direct debit or standing order	48%
	Collection at place of worship	32%
	Sent an occasional cheque by post / given a cheque in person	28%
	Joined a charity as a member (i.e. paid membership fees)	21%
	Made a donation by text	15%
	Through a giving network (i.e. coming together in a group of people to	15%
	Given through payroll giving	9%
	Gift of assets	8%
	A charitable trust/ foundation that I have set up	4%
	A loan or social investment	3%
	Other	6%
	None of these	*
	Committed donors	59%
	Ad hoc donors	92%
	Committed and ad hoc donors	54%
	Committed or ad hoc donors	97%
	Mean number of mentions	4.4
	Base size:	861
Q.D4B	Methods most preferred to use to make a donation to a charity : Which, if any, of the following methods... b) Do you most prefer to use to make a donation to a charity?	
	An ongoing direct debit or standing order	36%
	Sponsored someone	30%
	An occasional donation by debit card or credit card	26%
	Given money through social events (charity dinners, auctions, commu	25%
	Put money in a collection tin	14%
	Sent an occasional cheque by post / given a cheque in person	10%
	Joined a charity as a member (i.e. paid membership fees)	9%
	Given through payroll giving	8%
	Made a donation by text	7%
	Through a giving network (i.e. coming together in a group of people to	6%
	Collection at place of worship	6%
	Gift of assets	3%
	A charitable trust/ foundation that I have set up	3%
	A loan or social investment	1%
	Other	4%

	None of these	4%
	Committed donors	46%
	Ad hoc donors	62%
	Committed and ad hoc donors	24%
	Committed or ad hoc donors	84%
	Mean number of mentions	1.85
	Base size:	861
D5.	To approximately how many charities did you make a financial donation in the last 12 months?	
	03-Jan	24%
	06-Apr	54%
	10-Jul	18%
	11+	5%
	Mean (excluding top 4 values)	5.45
	Std Dev.	2.92
	Base size:	861
Q.D6	Have you volunteered or donated time to a charitable cause in the past 12 months, or not?	
	Yes, I gave time at least once a week to one or more causes	7%
	Yes I gave time at least once a month to one or more causes	13%
	Yes, I gave time at least once in the past 12 months	23%
	No, I have not given time	57%
	Yes	43%
	Base size:	372
Q.D7	Which, if any, of the following types of activity have you done for this cause/ these causes in the past 12 months?	
	Provided professional skills / expertise (such as legal, financial, strate	39%
	Been a committee member / trustee	36%
	Taken part in sponsored events (e.g. Movember, Race for life, marath	31%
	Helped to run an activity or event	31%
	Given other practical help (e.g. helped out at school, group, shopping)	30%
	Represented / campaigned on behalf of the charity	18%
	Undertaken secretarial, admin or clerical work	15%
	Given advice or information to beneficiaries	13%
	Befriended, mentored or counselled beneficiaries	10%
	Volunteered at a charity shop	4%
	Other help	3%
	None of the above	7%
	Base size:	372
Q.D8	And do you also donate money to the charity you give time to?	
	Yes	72%
	No	28%
	Base size:	267
Q.D9	Thinking about the main charity to which you give your time, how does this link to the money that you donate to it?	
	I began giving time and money at the same point	36%
	I was already giving money when I started to give time	47%
	I was already giving time when I started to give money	17%
	Base size:	489
Q.D10	Which, if any, of the following best describe why you have not given time?	
	I don't have time	58%

	I have not been asked but I might consider volunteering if asked to help	20%
	I've never really considered it	19%
	I have thought about volunteering but I have not found a suitable opportunity	14%
	I feel that giving money is sufficient	9%
	I don't know how to find out how to do it	5%
	I don't think I'd be good at it or have the right skills	5%
	I don't feel confident enough to do it	4%
	They have enough volunteers already	2%
	Other reason	4%
	None of the above	1%
	Base size:	861
Q.D11	Max-Diff scores (statistical analysis)	
	I'm interested in the cause the charity represents	16.72
	The charity deals with a cause that has had a direct impact on me or someone I care about	12.87
	The organisation has more impact than others on the cause I care about	12.66
	I can see the difference my money makes	10.89
	The organisation is well-established and has a good reputation	10.81
	This organisation focuses on a neglected or under-funded issue	9.31
	A friend, colleague, or family member asks me to give / sponsor them	8.78
	The organisation works in my local community	5.24
	It makes me feel good to donate to charity	4.91
	Someone in my position ought to give to charity	3.64
	Tax incentives encourage me to give	2.35
	My giving is driven by my religious beliefs	1.82
	Base size:	861
Q.D12.	How much attention, if any, do you pay to each of the following when giving to charity?	
	Evidence that the organisation is having an impact	
	I pay extremely close attention to this	18%
	I pay close attention to this	43%
	I pay some attention to this	30%
	I pay little attention to this	7%
	I pay no attention to this	3%
	Pay close attention	61%
	Pay attention	91%
	Do not pay attention	9%
	Base size:	861
Q.D12.	How much attention, if any, do you pay to each of the following when giving to charity?	
	Regular progress reports on the organisation's work	
	I pay extremely close attention to this	5%
	I pay close attention to this	21%
	I pay some attention to this	37%
	I pay little attention to this	25%
	I pay no attention to this	12%
	Pay close attention	26%
	Pay attention	63%
	Do not pay attention	37%
	Base size:	861
Q.D12.	How much attention, if any, do you pay to each of the following when giving to charity?	
	Ability to get involved with the organisation	
	I pay extremely close attention to this	2%
	I pay close attention to this	10%
	I pay some attention to this	25%

	I pay little attention to this	37%
	I pay no attention to this	26%
	Pay close attention	12%
	Pay attention	37%
	Do not pay attention	63%
	Base size:	861
Q.D12.	How much attention, if any, do you pay to each of the following when giving to charity?	
	How easy it is for me to donate	
	I pay extremely close attention to this	9%
	I pay close attention to this	32%
	I pay some attention to this	41%
	I pay little attention to this	13%
	I pay no attention to this	6%
	Pay close attention	40%
	Pay attention	81%
	Do not pay attention	19%
	Base size:	861
Q.D12.	How much attention, if any, do you pay to each of the following when giving to charity?	
	Whether the organisation takes a novel or innovative approach	
	I pay extremely close attention to this	2%
	I pay close attention to this	15%
	I pay some attention to this	40%
	I pay little attention to this	27%
	I pay no attention to this	15%
	Pay close attention	18%
	Pay attention	58%
	Do not pay attention	42%
	Base size:	861
Q.D12.	How much attention, if any, do you pay to each of the following when giving to charity?	
	How the organisation will use my donation	
	I pay extremely close attention to this	23%
	I pay close attention to this	41%
	I pay some attention to this	28%
	I pay little attention to this	7%
	I pay no attention to this	2%
	Pay close attention	63%
	Pay attention	91%
	Do not pay attention	9%
	Base size:	861
Q.D12.	How much attention, if any, do you pay to each of the following when giving to charity?	
	Thanks and appreciation I receive for my donation	
	I pay extremely close attention to this	3%
	I pay close attention to this	7%
	I pay some attention to this	27%
	I pay little attention to this	38%
	I pay no attention to this	25%
	Pay close attention	10%
	Pay attention	36%
	Do not pay attention	64%

	Base size:	861
Q.D12.	How much attention, if any, do you pay to each of the following when giving to charity?	
	Quality of the organisation's leadership	
	I pay extremely close attention to this	8%
	I pay close attention to this	29%
	I pay some attention to this	35%
	I pay little attention to this	20%
	I pay no attention to this	8%
	Pay close attention	38%
	Pay attention	72%
	Do not pay attention	28%
	Base size:	861
Q.D12.	How much attention, if any, do you pay to each of the following when giving to charity?	
	How often the organisation asks me for money	
	I pay extremely close attention to this	5%
	I pay close attention to this	19%
	I pay some attention to this	43%
	I pay little attention to this	21%
	I pay no attention to this	13%
	Pay close attention	24%
	Pay attention	67%
	Do not pay attention	33%
	Base size:	861
Q.D13	And now please could you rate how well, if at all, you think the charities to which you give generally perform on each of the following	
	Provide evidence that they are having an impact	
	Extremely well	11%
	Very well	34%
	Quite well	35%
	Not very well	13%
	Not at all well	2%
	Don't know	5%
	Extremely/very well	45%
	Not very/not at all	15%
	Base size:	861
Q.D13	And now please could you rate how well, if at all, you think the charities to which you give generally perform on each of the following	
	Provide progress reports on their work	
	Extremely well	8%
	Very well	29%
	Quite well	38%
	Not very well	15%
	Not at all well	3%
	Don't know	7%
	Extremely/very well	37%
	Not very/not at all	18%
	Base size:	861
Q.D13	And now please could you rate how well, if at all, you think the charities to which you give generally perform on each of the following	
	Allow me to get involved	

	Extremely well	7%
	Very well	17%
	Quite well	34%
	Not very well	17%
	Not at all well	5%
	Don't know	21%
	Extremely/very well	24%
	Not very/not at all	22%
	Base size:	861
Q.D13	And now please could you rate how well, if at all, you think the charities to which you give generally perform on each of the following	
	<u>Make it easy for me to donate</u>	
	Extremely well	21%
	Very well	44%
	Quite well	30%
	Not very well	3%
	Not at all well	1%
	Don't know	2%
	Extremely/very well	64%
	Not very/not at all	4%
	Base size:	861
Q.D13	And now please could you rate how well, if at all, you think the charities to which you give generally perform on each of the following	
	<u>Take a novel or innovative approach</u>	
	Extremely well	4%
	Very well	17%
	Quite well	45%
	Not very well	18%
	Not at all well	3%
	Don't know	14%
	Extremely/very well	21%
	Not very/not at all	20%
	Base size:	861
Q.D13	And now please could you rate how well, if at all, you think the charities to which you give generally perform on each of the following	
	<u>Explain how my donations are used</u>	
	Extremely well	12%
	Very well	30%
	Quite well	40%
	Not very well	12%
	Not at all well	3%
	Don't know	3%
	Extremely/very well	42%
	Not very/not at all	15%
	Base size:	861
Q.D13	And now please could you rate how well, if at all, you think the charities to which you give generally perform on each of the following	
	<u>Thank me and appreciate my donation</u>	
	Extremely well	8%
	Very well	28%
	Quite well	45%

	Not very well	12%
	Not at all well	2%
	Don't know	4%
	Extremely/very well	37%
	Not very/not at all	14%
	Base size:	861
Q.D13	And now please could you rate how well, if at all, you think the charities to which you give generally perform on each of the following	
	Show high quality leadership	
	Extremely well	9%
	Very well	24%
	Quite well	39%
	Not very well	10%
	Not at all well	2%
	Don't know	16%
	Extremely/very well	33%
	Not very/not at all	12%
	Base size:	861
Q.D13	And now please could you rate how well, if at all, you think the charities to which you give generally perform on each of the following	
	Do not ask for money too often	
	Extremely well	7%
	Very well	21%
	Quite well	48%
	Not very well	15%
	Not at all well	5%
	Don't know	4%
	Extremely/very well	28%
	Not very/not at all	20%
	Base size:	861
Q.D14	If charitable organisations did a better job in the areas you pay attention to, would that change how you make donations, or make no difference?	
	Yes, I would give more money but only to the organisations to which I	13%
	Yes, I would give the same total amount, but would shift some money	19%
	Yes, I would give more to the organisations I give to today as well as	21%
	No, I would not make any substantial changes in my giving	46%
	Yes	54%
	Base size:	300
Q.D15	How much more would you be willing and/or able to give to charity if charitable organisations did a better job in the areas that are important to you?	
	£0	3%
	£1-50	5%
	£51-100	11%
	£101-200	11%
	£201-500	34%
	£501-1000	14%
	£1001+	22%
	Mean (excluding bottom value and top 6 values)	831.87
	Std Dev.	1104.84
	Base size:	300

Q.D16	How certain are you that you would give that increased amount?	
	Certain	16%
	Somewhat certain	62%
	Somewhat uncertain	14%
	Uncertain	5%
	I don't know	3%
	Certain	78%
Uncertain	19%	
Net certain	59%	
Base size:		300
Q.D17	Where would your increased giving come from?	
	Increased income - I am expecting to earn more in the next 12 months	18%
	Reduced savings / investments - would put less into savings or take s	25%
	Reduced discretionary spending - would cut down on 'fun' spending	41%
	Reduced day to day spending (i.e. food)	3%
	I don't know	10%
	Actually I'm rethinking it - am not likely to increase my giving	3%
Base size:		300
Calibrated	increased giving if charitable organisations did a better job in the areas that are important	
	£0	13%
	£1-50	6%
	£51-100	12%
	£101-200	18%
	£201-500	21%
	£501-1000	12%
	£1001+	17%
	Mean (excluding bottom value and top 6 values)	603.41
	Std Dev.	817.01
Base size:		861
Q.D18	Which, if any, of the following causes...	
	Have you donated money to in the past year?	
	Medical Research	59%
	Children or young people	46%
	Hospitals and hospices	44%
	Overseas aid and disaster relief	39%
	Physical and mental health care	29%
	Conservation, the environment and heritage	27%
	Disabled people (including blind and deaf people)	26%
	Homeless people, housing and refuge shelters in the UK	26%
	Animal welfare	25%
	Schools, colleges, universities and other education	24%
	Religious organisations (including churches, mosques and synagogue	23%
	Elderly people	16%
	Arts	14%
	Sports and recreation	11%
Other (including rescue services, human rights, benevolent funds and	27%	
None of these	2%	
Mean number of mentions	4.36	
Base size:		861
Q.D18	Which, if any, of the following causes...	
	Have you given time to in the past year?	
	Children or young people	13%
Schools, colleges, universities and other education	11%	

	Medical Research	9%
	Religious organisations (including churches, mosques and synagogues)	8%
	Hospitals and hospices	7%
	Sports and recreation	6%
	Physical and mental health care	6%
	Disabled people (including blind and deaf people)	6%
	Homeless people, housing and refuge shelters in the UK	5%
	Elderly people	5%
	Overseas aid and disaster relief	5%
	Conservation, the environment and heritage	4%
	Arts	4%
	Animal welfare	4%
	Other (including rescue services, human rights, benevolent funds and trusts)	6%
	None of these	53%
	Mean number of mentions	0.99
	Base size:	861
Q.D18	Which, if any, of the following causes... Do you most prefer to support (either by giving time or money)	
	Medical Research	34%
	Children or young people	26%
	Hospitals and hospices	20%
	Overseas aid and disaster relief	17%
	Physical and mental health care	15%
	Animal welfare	14%
	Disabled people (including blind and deaf people)	13%
	Schools, colleges, universities and other education	12%
	Homeless people, housing and refuge shelters in the UK	11%
	Conservation, the environment and heritage	11%
	Elderly people	8%
	Religious organisations (including churches, mosques and synagogues)	8%
	Arts	8%
	Sports and recreation	5%
	Other (including rescue services, human rights, benevolent funds and trusts)	11%
	None of these	10%
	Mean number of mentions	2.13
	Base size:	861
Q.D19	What's the most you gave to a single charity in the last 12 months?	
	£0-50	22%
	£51-100	18%
	£101-200	16%
	£201-500	24%
	£501-1000	9%
	£1001+	10%
	Mean (excluding bottom 2 and top 4 values)	557.46
	Std Dev.	1334.96
	Base size:	861
Q.D20	Including 2012, in how many of the last three years have you given to this organisation?	
	All three years	62%
	Two of the three years	14%
	Just 2012	13%
	Don't know/can't remember	12%
	Base size:	861

Q.D21	How likely, if at all are you to give to this organisation again in 2013?	
	Very likely	64%
	Fairly likely	23%
	Not very likely	4%
	Not at all likely	2%
	Don't know	6%
	Likely	87%
	Unlikely	7%
	Net likely	80%
	Base size:	861
Q.D22	Thinking about your donations to this organisation, did you spend time doing any research (including talking to others) before donating to this particular charity?	
	No, I didn't do any research	59%
	Yes, I did research to determine whether I would make a gift to the charity	28%
	Yes, I did research to help me decide how much to give	9%
	Yes, I did research to help me choose between multiple charities	7%
	Yes	41%
	Base size:	353
Q.D23A	What were you looking for when doing this research?	
	Information on how much impact the organisation has	65%
	Basic information on the organisation (e.g. mission, leadership, programmes)	60%
	Information about the cause or level of need	59%
	Financial information on the organisation, including where they spend	51%
	Information on the organisation's legal status and legitimacy	33%
	Reviews or endorsements by others	29%
	Other	3%
	None of these	3%
	Base size:	353
Q.D23B	What were you most looking for when doing this research, or what made most difference to you?	
	Information on how much impact the organisation has	32%
	Information about the cause or level of need	22%
	Financial information on the organisation, including where they spend	16%
	Basic information on the organisation (e.g. mission, leadership, programmes)	10%
	Reviews or endorsements by others	6%
	Information on the organisation's legal status and legitimacy	4%
	Other	2%
	None of these	8%
	Base size:	124
Q.D24	You told us earlier that you did not seek information on how much impact the organisation has before donating. What were your reasons for not seeking this information?	
	I trust that this charity is effective and has an impact	53%
	I sometimes research performance or impact information on charities.	19%
	Even if I had data on the impact an organisation has, I would not know	18%
	I don't think this information is important to my donation	11%
	I do not trust measures of performance or impact	10%
	Other	2%
	Base size:	861
Q.D25A	Which, if any, of the following information sources have directly led to you making a donation to charity in the past 12 months?	

Being asked to sponsor a friend / family / colleague	47%
Through a friend / family / colleague	37%
Personalised communication from the organisation based on an existing relationship	34%
A charity event / fundraiser	32%
News coverage, documentary, or TV fundraising appeal	23%
The organisation's website	16%
Talking to a charity representative (executive / employee / volunteer) etc.	14%
Advertising by the charity (poster, radio or television)	14%
Communication from the organisation not based on an existing / previous relationship	13%
Visit to the organisation	13%
Other online source (e.g. internet search or third party information source)	9%
Social media campaign e.g. Facebook, Twitter, blogging etc.	6%
Local information source (e.g. community notice board or newspaper)	5%
A grant proposal, business plan or annual report	4%
Other	3%
None of these	9%

Base size: 861

Q.D25B Which was the most important information source?

Personalised communication from the organisation based on an existing relationship	17%
Being asked to sponsor a friend / family / colleague	17%
Through a friend / family / colleague	12%
A charity event / fundraiser	6%
News coverage, documentary, or TV fundraising appeal	6%
The organisation's website	5%
Advertising by the charity (poster, radio or television)	4%
Visit to the organisation	4%
Communication from the organisation not based on an existing / previous relationship	3%
Talking to a charity representative (executive / employee / volunteer) etc.	3%
Other online source (e.g. internet search or third party information source)	2%
Social media campaign e.g. Facebook, Twitter, blogging etc.	1%
Local information source (e.g. community notice board or newspaper)	1%
A grant proposal, business plan or annual report	1%
Other	2%
None of these	16%

Base size: 861

Q.D26 And finally on charity donations, thinking generally, what proportion, if any, of a person's income do you think they should aim to donate to charity?

05-Jan	10%
10-Jun	3%
11+	*
I don't think a person should aim to donate a certain proportion of their income	76%
Don't know	10%
Mean (excluding top 3 values)	4.69

Base size: 861

Q.F1 Which group do you consider you belong to?

White - British	81%
White - Any other White background	8%
Mixed - White and Black Caribbean	-
Mixed - White and Black African	*
Mixed - White and Asian	1%
Mixed - Any other Mixed / multiple ethnic background	1%
Asian - Indian	3%
Asian - Pakistani	*
Asian - Bangladeshi	*
Asian - Chinese	1%

	Asian - Any other Asian background	1%
	Black - African	1%
	Black - Caribbean	1%
	Black - Any other Black / African / Caribbean background	*
	Any other ethnic group	*
	Prefer not to say	2%
	White	89%
	BME	9%
	Base size:	861
F2.	Which of these best describes your faith?	
	None	34%
	Christian	54%
	Buddhist	1%
	Hindu	2%
	Jewish	4%
	Muslim	2%
	Sikh	1%
	Pagan	*
	Other	1%
	Prefer not to say	2%
	Any religion	64%
	Base size:	861
F3.	Do you have children?	
	Yes	68%
	No	30%
	Prefer not to say	1%
	Base size:	587
F4.	What age(s) of children do you have?	
	0-5 years old	18%
	6-10 years old	19%
	11-17 years old	33%
	18+ years old	56%
	Prefer not to say	1%