

		Base size:	143
Q.S1	How much, if anything did you donate to charity in the last 12 months?		
	£0 / Nothing		64%
	£1-£25		25%
	£26-49		11%
	£50-75		-
	£76-100		-
	£101-200		-
	£201-500		-
	£501+		-
	Mean (excluding top/ bottom 5 values)		21.6
	Std Dev.		6.78
		Base size:	143
Q.N1a	What is the most important reason why you personally do not donate more to charity?		
	Reasons for not donating (more) money		94%
	Financial reasons		16%
	I can't afford it/ can not afford any more/lack of funds/ financial reasons		15%
	Other financial mentions		1%
	Distrust of charities		25%
	Don't trust them/do not know where it is going/do not believe the money		12%
	Too much money wasted/spent on administration/ expenses		13%
	Indifference		13%
	Don't think about it		3%
	Inertia/I can't be bothered/laziness		1%
	Lack of time/too busy		1%
	I don't care enough/ uncharitable/not my problem/don't believe in it/not		6%
	Fed up of being asked all the time/ too many requests		1%
	Other indifferent mentions		1%
	I do donate/in other ways		12%
	I do donate/give enough/do not wish to give anymore		6%
	I donate my time/I work for a charity/ help directly		3%
	Buy lottery tickets also		1%
	Other ways of donating mentions		2%
	Choice of charities		10%
	Too many charities/ to choose from		4%
	I will not donate to any charity that employs fundraisers/ not to collection		1%
	Only support/donate certain charities/to one charity		2%
	I do not associate with many of them/ some are not important/personal		3%
	Other choice of charity mentions		1%
	Other reasons		17%
	Charity begins at home/any spare money I spend on my family		6%
	The government should do more to support charities/it is the governme		3%
	Increase in the government's foreign aid budget I now feel that I would		1%
	Seldom encounter requests for donation/haven't been approached this		1%
	Would rather give directly to the person/where needed/ prefer to make		1%
	Usually spur of the moment decision/ donate on an ad hoc basis		1%
	No but I want to		1%
	To help/those less fortunate		1%
	Other mentions		3%
	No (other) reason/none		3%
	Don't know		1%
	No answer		5%

	Base size:	143
Q.N1b	What are the other reasons that you personally do not donate more to charity?	
	Reasons for not donating (more) money	62%
	Financial reasons	5%
	I can't afford it/ can not afford any more/lack of funds/ financial reasons	4%
	Other financial mentions	1%
	Distrust of charities	19%
	Don't trust them/do not know where it is going/do not believe the money	14%
	Too much money wasted/spent on administration/ expenses	6%
	Other distrust of charities mentions	1%
	Indifference	6%
	Inertia/I can't be bothered/laziness	1%
	I don't care enough/ uncharitable/not my problem/don't believe in it/not	2%
	Fed up of being asked all the time/ too many requests	2%
	Other indifferent mentions	1%
	I do donate/in other ways	10%
	I do donate/give enough/do not wish to give anymore	3%
	I donate items/to charity shops	1%
	I donate my time/I work for a charity/ help directly	3%
	Buy lottery tickets also	1%
	Other ways of donating mentions	1%
	Choice of charities	15%
	Too many charities/ to choose from	4%
	I will not donate to any charity that employs fundraisers/ not to collection	3%
	I don't believe in supporting any charities where money goes outside th	1%
	Only support/donate certain charities/to one charity	1%
	I do not associate with many of them/ some are not important/personal	3%
	Other choice of charity mentions	3%
	Other reasons	17%
	Charity begins at home/any spare money I spend on my family	3%
	The government should do more to support charities/it is the governme	1%
	Increase in the government's foreign aid budget I now feel that I would l	2%
	Other countries not doing enough for their poor/too many causes supp	1%
	Seldom encounter requests for donation/haven't been approached this	2%
	Would rather give directly to the person/where needed/ prefer to make	1%
	Not always easy to donate/not a good way to donate	2%
	Other mentions	4%
	Don't know	1%
	No answer	37%
	Base size:	143
Q.N1ab	What are the most important/any other reasons why you personally do not donate more to charity	
	Reasons for not donating (more) money	94%
	Financial reasons	20%
	I can't afford it/ can not afford any more/lack of funds/ financial reasons	18%
	Other financial mentions	1%
	Distrust of charities	41%
	Don't trust them/do not know where it is going/do not believe the money	26%
	Too much money wasted/spent on administration/ expenses	19%
	Other distrust of charities mentions	1%
	Indifference	16%
	Don't think about it	3%
	Inertia/I can't be bothered/laziness	1%
	Lack of time/too busy	1%
	I don't care enough/ uncharitable/not my problem/don't believe in it/not	6%
	Fed up of being asked all the time/ too many requests	3%
	Other indifferent mentions	1%
	I do donate/in other ways	18%
	I do donate/give enough/do not wish to give anymore	7%
	I donate items/to charity shops	1%

	I donate my time/I work for a charity/ help directly	6%
	Buy lottery tickets also	2%
	Other ways of donating mentions	3%
	Choice of charities	23%
	Too many charities/ to choose from	8%
	I will not donate to any charity that employs fundraisers/ not to collection	3%
	I don't believe in supporting any charities where money goes outside th	1%
	Only support/donate certain charities/to one charity	3%
	I do not associate with many of them/ some are not important/personal	6%
	Other choice of charity mentions	3%
	Other reasons	31%
	Charity begins at home/any spare money I spend on my family	8%
	The government should do more to support charities/it is the governme	4%
	Increase in the government's foreign aid budget I now feel that I would l	2%
	Other countries not doing enough for their poor/too many causes supp	1%
	Seldom encounter requests for donation/haven't been approached this	3%
	Would rather give directly to the person/where needed/ prefer to make	2%
	Usually spur of the moment decision/ donate on an ad hoc basis	1%
	No but I want to	1%
	Not always easy to donate/not a good way to donate	2%
	To help/those less fortunate	1%
	Other mentions	6%
	Don't know	2%
	No answer	37%
	Base size:	143
Q.N2	The following are reasons that some people have given that would encourage them to donate more to charity. For each of the following please could you	
	<u>select how likely or less likely this would be to encourage you personally to donate more to charity? I find a cause I'm interested in</u>	
	Much more likely	31%
	A little more likely	45%
	Makes no difference	19%
	A little less likely	2%
	Much less likely	3%
	Likely	76%
	Unlikely	6%
	Net likely	70%
	Base size:	143
Q.N2	The following are reasons that some people have given that would encourage them to donate more to charity. For each of the following please could you	
	<u>select how likely or less likely this would be to encourage you personally to donate more to charity? I am asked by friends/family/colleagues to donate</u>	
	Much more likely	14%
	A little more likely	43%
	Makes no difference	34%
	A little less likely	3%
	Much less likely	6%
	Likely	57%
	Unlikely	8%
	Net likely	49%
	Base size:	143
Q.N2	The following are reasons that some people have given that would encourage them to donate more to charity. For each of the following please could you	

	<u>select how likely or less likely this would be to encourage you personally to donate more to charity? I am asked by a charity collector / by a charity directly to donate</u>	
	Much more likely	3%
	A little more likely	6%
	Makes no difference	49%
	A little less likely	18%
	Much less likely	24%
	Likely	8%
	Unlikely	43%
	Net likely	-34%
	Base size:	143
Q.N2	The following are reasons that some people have given that would encourage them to donate more to charity. For each of the following please could you	
	<u>select how likely or less likely this would be to encourage you personally to donate more to charity? A charity allows me to specify exactly how my donation is used</u>	
	Much more likely	17%
	A little more likely	36%
	Makes no difference	36%
	A little less likely	2%
	Much less likely	8%
	Likely	53%
	Unlikely	10%
	Net likely	43%
	Base size:	143
Q.N2	The following are reasons that some people have given that would encourage them to donate more to charity. For each of the following please could you	
	<u>select how likely or less likely this would be to encourage you personally to donate more to charity? I believe my donation will make a real difference</u>	
	Much more likely	29%
	A little more likely	35%
	Makes no difference	27%
	A little less likely	4%
	Much less likely	5%
	Likely	64%
	Unlikely	9%
	Net likely	55%
	Base size:	143
Q.N2	The following are reasons that some people have given that would encourage them to donate more to charity. For each of the following please could you	
	<u>select how likely or less likely this would be to encourage you personally to donate more to charity? My financial circumstances change for the better</u>	
	Much more likely	16%
	A little more likely	27%
	Makes no difference	50%
	A little less likely	1%
	Much less likely	6%
	Likely	43%
	Unlikely	7%
	Net likely	36%
	Base size:	143

Q.N2	The following are reasons that some people have given that would encourage them to donate more to charity. For each of the following please could you	
	<u>select how likely or less likely this would be to encourage you personally to donate more to charity? I receive thanks from the charity for my donation</u>	
	Much more likely	4%
	A little more likely	23%
	Makes no difference	62%
	A little less likely	2%
	Much less likely	8%
	Likely	27%
	Unlikely	10%
	Net likely	17%
	Base size:	143
Q.N2	The following are reasons that some people have given that would encourage them to donate more to charity. For each of the following please could you	
	<u>select how likely or less likely this would be to encourage you personally to donate more to charity? I receive a public acknowledgement of my donation</u>	
	Much more likely	2%
	A little more likely	8%
	Makes no difference	70%
	A little less likely	6%
	Much less likely	13%
	Likely	10%
	Unlikely	20%
	Net likely	-9%
	Base size:	143
Q.N2	The following are reasons that some people have given that would encourage them to donate more to charity. For each of the following please could you	
	<u>select how likely or less likely this would be to encourage you personally to donate more to charity? I am invited to social events e.g. charity dinners / fundraisers</u>	
	Much more likely	6%
	A little more likely	21%
	Makes no difference	55%
	A little less likely	8%
	Much less likely	10%
	Likely	27%
	Unlikely	18%
	Net likely	9%
	Base size:	143
Q.N2	The following are reasons that some people have given that would encourage them to donate more to charity. For each of the following please could you	
	<u>select how likely or less likely this would be to encourage you personally to donate more to charity? I have the opportunity to take advantage of tax efficient giving, which benefits me and/or the charity</u>	
	Much more likely	14%
	A little more likely	43%
	Makes no difference	36%
	A little less likely	1%
	Much less likely	6%
	Likely	57%
	Unlikely	7%
	Net likely	50%

	Base size:	143
Q.N2	The following are reasons that some people have given that would encourage them to donate more to charity. For each of the following please could you	
	<u>select how likely or less likely this would be to encourage you personally to donate more to charity? I have the opportunity to provide a loan or other form of social investment</u>	
	Much more likely	2%
	A little more likely	10%
	Makes no difference	73%
	A little less likely	5%
	Much less likely	10%
	Likely	12%
	Unlikely	15%
	Net likely	-3%
	Base size:	143
Q.N2	The following are reasons that some people have given that would encourage them to donate more to charity. For each of the following please could you	
	<u>select how likely or less likely this would be to encourage you personally to donate more to charity? I have the opportunity to donate in the form of assets or shares</u>	
	Much more likely	-
	A little more likely	3%
	Makes no difference	78%
	A little less likely	6%
	Much less likely	13%
	Likely	3%
	Unlikely	18%
	Net likely	-15%
	Base size:	143
Q.N2	The following are reasons that some people have given that would encourage them to donate more to charity. For each of the following please could you	
	<u>select how likely or less likely this would be to encourage you personally to donate more to charity? If I can set up a trust or foundation to manage and administer a substantial donation</u>	
	Much more likely	1%
	A little more likely	8%
	Makes no difference	73%
	A little less likely	7%
	Much less likely	11%
	Likely	8%
	Unlikely	18%
	Net likely	-10%