

**June 2014**

# **Public trust and confidence in charities**

**Research study conducted by Ipsos MORI on behalf of the Charity Commission**



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# Summary

## Overview

This report presents the findings of the 2014 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 response to the Charities Bill 2005, which introduced a statutory objective for the Charity Commission to increase levels of public trust and confidence in charities when it was enacted in 2006. The research was repeated in 2008, 2010 and 2012. As with previous surveys, the 2014 research monitors progress on improving public trust and confidence in the sector as well as other key questions.

A representative survey of 1,163 adults aged 18 and over in England and Wales was conducted by telephone. Interviewing was conducted between 3rd and 23rd March 2014. Telephone leads were generated at random, using Random Digit Dialling (RDD) sample. Quotas were set on key demographic variables to ensure the final sample was representative of adults in England and Wales.

In addition to the quantitative survey, four discussion groups were conducted to allow us to explore some of the issues in greater depth and to add context and understanding to the quantitative data. Two groups were held in London, on the 1<sup>st</sup> April, and two were held in Hay-on-Wye on 7<sup>th</sup> April.

## Key findings

There is a great deal of trust in the charity sector and an appreciation of the important role of charities across England and Wales. The public gives an average score of 6.7 out of ten when asked *how much trust and confidence do you have in charities*, which is consistent with levels of trust in previous surveys (6.7 in 2012 and 6.6 in 2010). Charities also continue to fare well when compared to other public bodies or institutions - only doctors (7.6) and the police (7.0) have higher trust scores.

However, there are indications that the public's impression (whether accurate or unfounded) of charities' behaviour is affecting certain aspects of their trust and confidence in the sector. Much of this is in the specific area of expenditure and how charities use their funds. There is a greater emphasis in the 2014 findings than in previous years on ensuring that donations are being spent on the end cause rather than salaries and administration and on fundraising methods that the public are not comfortable with.

# 6.7



Average trust score  
given to charities.

A second interesting observation from the 2014 survey is the continuation of the trend noted in 2012 – namely the increasing number of people who report using charity services. Two fifths (40%) of the public now say that they or their close family or friends have ever benefitted from or used the services of a charity (up from 34% in 2012). This proportion has increased steadily from 2005 when only 9% gave this response. The qualitative research suggests that in addition to more people needing to use charitable services, there is possibly less stigma involved in doing so than there might have been in the past.

The 2014 research has shown continuing concerns that charities may be having to ‘fill the gap’ in providing public services. In the 2012 report we noted the timing of the research, with austerity measures appearing to place greater pressure on charities to supplement public service provision, at the same time as an increasingly challenging funding environment. There is, however a contrast in the fairly pessimistic economic outlook in England and Wales at the time of the 2012 survey, with the more optimistic projections for 2014, which will be interesting when looking at future trends.

A third interesting finding in the 2014 survey, which arose in the discussion groups, is that in addition to more being expected of charities in the sector, there is perceived to be a greater proliferation of charities. Related to the greater emphasis on ensuring that donations are reaching the end cause, this was accompanied by questions over the *need* for many different charities to be working for similar causes. This sense of charities working in competition, rather than in partnership, could potentially exacerbate perceptions of insufficient donations reaching the end cause and lead to reduced trust in the sector as a whole.

Though over half of adults in England and Wales have heard of the Charity Commission, few know in detail what the organisation does, and most assume it has a more active role in the day-to-day running of charities than is the case. There is a desire for strong and effective charity regulation, and for the organisation to be more bold in both publicising its activities and penalising charities that fall short of the required standard. The public believes that this would also help to raise the profile of the Commission and increase trust and confidence in both its own work, and the work of the charity sector.

As the Commission’s previous public trust surveys have demonstrated, people who are more knowledgeable about the charity sector – for example: those who personally work in the sector (or have family or friends who do); those who have used the services of a charity; and those who are aware of the Commission – are more likely to give higher overall trust scores in charities. Conversely those with lower levels of knowledge tend to have lower trust. This indicates how it is often negative *perceptions* (the survey shows these are typically media-led and often based on isolated incidents) that lead to lower levels of trust rather than personal experiences.

# 40%



Of the public say they, or any of their close family or friends have ever benefitted from or used the services of a charity



## Trust and confidence in charities

As in 2012, in 2014 the majority of people report that their trust in the sector has stayed the same over the last two years. That said, there is a small increase in the percentage reporting that their level of trust has changed. One in ten people say their trust has increased (10% compared to 9% in 2012), and two in ten people say their trust has decreased (18% compared to 16% in 2012).

Looking into the different roles that charities play in more depth, the public generally trust charities to *make a positive difference to the cause they are working for* (7.1), to *make independent decisions to further the cause they work for* (6.7) and to *ensure fundraisers are honest and ethical* (6.7).

Reflecting the previous public trust surveys people are less likely to trust in charities to ensure that *a reasonable amount of donations make it to the end cause* (6.1). At the same time, the public is now placing even greater emphasis on ensuring that this is the case.

For the first time, the statistical Key Drivers Analysis<sup>1</sup> shows that *ensuring that a reasonable proportion of donations make it to the end cause* is the most important factor driving trust and confidence in charities overall, displacing *making a positive difference to the cause they work for*. This contrast between *ensuring a reasonable amount of donations get to the end cause* being the strongest driver of trust; while receiving the public's lowest trust rating highlights its increasing importance.

The vast majority of people in England and Wales agree that *it is important for charities to provide the public with information about how they spend their money*, that it is *crucial for charities to demonstrate how they benefit the public* and that it is *important that charities explain in a published annual report what they have actually achieved*.

## Overall perceptions of charities

The public clearly feel that charities continue to play a valuable role in society. As in the previous surveys, most people agree that *charities provide society with something unique* (80%) and that *charities are effective at bringing about social change* (73%). In 2012, a higher proportion of respondents than in previous years agreed that charities play an essential role in society (37%), and the proportion who hold this view is unchanged in 2014. The vast majority (96%) of the public say that charities play an essential, very or fairly important role in society.



**I mean it's easy to criticise charities... they annoy us from time to time don't they but how else do they actually get in the public eye and how do they get money?**

Female  
Mixed Trust  
Hay-on Wye



<sup>1</sup> Please see section 2.3.2 of the main report for more detail on the Key Drivers Analysis.

However, although trust remains high overall there are certain areas in which public trust has fallen. In 2014 71% of the public agree with the statement *most charities are trustworthy and act in the public interest* compared to 74% in 2012 (and 75% in 2010). Additionally, three fifths of the public now agree (60%) that *charities are regulated and controlled to ensure that they are working for the public benefit*, compared to 64% in 2012, and 68% in 2010. In a separate question new to the 2014 survey, 54% of the public feel that charities in England and Wales are regulated fairly effectively, and a further 14% feel they are regulated very effectively.

There has also been a decline in the proportion of people who say they *trust charities to work independently*. In 2010 it was 68%, and this has now dropped to 62% in 2014.

Another major source of concern is fundraising techniques used by charities. Two thirds of the public agree with the statement *some of the fundraising methods used by charities make me uncomfortable*. In 2012 this increased significantly from 2010 (from 60% up to 67%) although it has remained stable in 2014, at 66%. Three in five agree that *charities spend too much of their funds on salaries and administration* although there is a significant difference between the views of younger and older people; those aged 18-34 are much less likely to be concerned about levels of expenditure in this area compared with those aged 55 or older.

## Charities and service provision

The issue of charities providing public services was explored in the survey. When asked whether they would be more or less confident if a public service was provided by a charity rather than another type of service provider, seven in ten respondents said that it would make no difference.

Two in ten would be **more** confident if a public service was provided by a charity (20%). This is a drop of five percentage points compared to 2012. Also, people feel that charities are less likely to provide *a high quality or a professional service* than the private or public sector.

Despite this, when charities do provide public services, they are thought to provide a high level of care; just over two fifths feel that charities are best at providing *a caring approach* to service provision (44%). This is far higher than the private sector (5%) and public authorities (21%).

## Public awareness and understanding of the Charity Commission

Over half of respondents (55%) have heard of the Charity Commission. This proportion has remained unchanged since 2012 when it was also 55%. Public awareness of the organisation remains consistent with 2010 and 2008, though this is an appreciable rise from 2005 when 46% had heard of it.

In total, 98% feel the Charity Commission's role is important, the same percentage as 2012; 56% feel that it is essential.

Of those aware of the Charity Commission, three in ten (31%) feel that they know the Commission either very or fairly well, in line with previous findings. People who are aware of the organisation give it a mean score of 6.1 (on a scale of 0-10) when assessing how much trust and confidence they have in the organisation, while those who know the Commission very or fairly well give the Commission a mean score of 6.9.

## Charity beneficiaries and active involvement

Over a third of people in England and Wales (36%) say that they, or a member of their close circle of family or friends, work for a charity, closely matching the 2012 percentage (37%). The percentage that claim to volunteer has fallen from 26% to 22%.

# 1 Background and methodology

This report presents the findings of the 2014 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 2005, in response to the Charities Bill, which proposed a new statutory objective for the Charity Commission to increase public trust and confidence in charities. This was introduced in the Charities Act 2006. The study was repeated in 2008, 2010 and 2012 to track progress towards this aim. This latest research again monitors progress on this measure as well as other key questions.

The main objectives of the 2014 research were to:

- Investigate public trust, confidence and general attitudes towards charities in 2014, and reflect on any changes since the previous research was conducted, including:
  - overall trust and confidence in charities;
  - factors affecting trust in charities;
  - general perceptions of charities;
  - trust in specific aspects of charities' performance;
  - trust in charities to provide public services;
  - awareness and understanding of charity regulation and the Charity Commission's role (this included a new question about how effectively charities are regulated in England and Wales); and
  - levels of involvement with, and benefit from, charities.
- Explore the key drivers for overall trust.
- Explore variations in results by age, gender, region, socio-economic group and other key demographic characteristics.
- Compare the results for trust in charities against other areas of society e.g. doctors, police, other key public institutions and politicians. A new question was asked in 2014 measuring trust in the Charity Commission itself amongst those that were aware of it.

## Methodology

### Quantitative Methodology

A representative survey of 1,163 adults aged 18 and over in England and Wales was conducted by telephone. Interviewing was conducted between 3rd and 23rd March 2014.

Telephone leads were generated at random, using a Random Digit Dialling (RDD) sample.

Quotas were set on the following demographic variables to ensure the final sample was representative of the adult population in England and Wales:

1. gender;
2. age;
3. socio-economic group;
4. working status;
5. region; and
6. ethnicity.

The sample size was 'boosted' to at least 100 respondents in regions which otherwise would have contained fewer than 100 respondents (in a purely random representative sample), to allow reliable analysis by region. Down-weighting was then used to ensure that the final sample remained representative of the overall population.

Weighting was also used to correct for minor differences between the final sample profile and the population profile. Weighting is applied to surveys as standard and adjusts the data to account for potential differences between the demographic profile of all members of the public and those who are surveyed.

### Qualitative Methodology

In addition to the quantitative survey, four discussion groups were conducted. There were 8-10 participants in each group.

This allowed the research team to explore some of the issues in greater depth and to add context and understanding to the quantitative data.

Two groups were held in London, on the 1<sup>st</sup> April, and two were held in Hay-on-Wye on 7<sup>th</sup> April (one with Welsh participants, the other with English). The two locations were very different, allowing us to collect the views of both urban and rural participants.

Quotas were set for each group based on responses to particular survey questions, including:

- trust in charities: one group with higher trust (those who allocate the sector a score of between 7-10 out of 10); two groups with lower trust (0-6) and the Welsh group with mixed levels of trust; and
- level of familiarity with the Charity Commission: at least two per group who knew the Charity Commission fairly/very well.

Participants were recruited in public places using qualitative recruitment specialists.

## Reporting

The results reported and presented graphically in this report are based on the 1,163 representative interviews with adults aged 18 or over across England and Wales, unless otherwise stated.

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 percentage finding itself, as noted in the appendices.

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 of decimal points up or down. Computer rounding may also lead to a one percentage point difference in combination figures (such as total agree or disagree) between those in the text and in the charts.

## Interpretation of the qualitative data

While qualitative research was an integral part of this study, it is important to bear in mind that qualitative research is based on very small samples, and is designed to be illustrative rather than to produce statistics. This should be taken into account when interpreting the research findings. It is also important to remember that the research deals with perceptions rather than facts (though perceptions *are* facts to those that hold them).

Throughout this report, the findings from the qualitative research are woven into the text and we have made use of verbatim comments to expand upon and provide further insight into the quantitative findings. However, it is important to be aware that these views do not necessarily represent the views of all discussion group participants.

## 2 Trust and confidence in charities and other organisations

### Key findings

Overall trust in charities is unchanged since 2012, but *ensuring a reasonable proportion of donations make it to the end cause* has now become the most important driver of public trust.

- The public gave an overall mean rating of 6.7 for their trust in charities. The largest difference in average scores is between people aged 18-34 and people who are 65 and over, with younger people tending to have higher levels of trust and confidence.
- 49% of the public say that *ensuring a reasonable proportion of donations make it to the end cause* is the most important factor in their trust and confidence in the charity sector.
- The public are most likely to mention health-related charities when asked which charities they trust the most. They are most likely to mention international charities when asked which charities they trust the least.
- Those who say their trust in charities has increased most commonly cite usage and experience of charities' services as the reason (34%).
- In contrast, those who say their trust in charities has decreased most commonly mention negative media coverage of how money is spent and/or wastage of money as the reason (each 22%).

### 2.1 Overall trust and confidence in charities

Trust in charities overall has been consistent over the last four years. The public were asked to give an overall trust and confidence rating for charities using a scale of 0 to 10, where 0 means they do not trust charities at all, and 10 means that they trust charities completely. As figure 2.1 shows, in 2014, the public gave an average score of 6.7 when asked *how much trust and confidence do you have in charities*. This has been consistent with the mean scores in the previous years (6.7 in 2012 and 6.6 in 2010).

Both having good experiences with the charity sector and *not* having a negative view of a particular charity are important to overall trust. People who say that they, or friends or family, have benefitted from a charity are more likely to give a higher score (6.9), as are people who cannot name a charity they trust less than others (7.0).

6.7

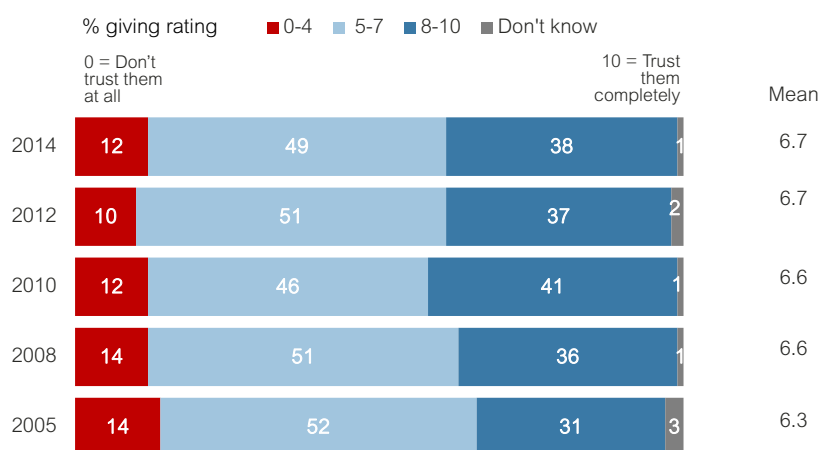


Average trust score  
given to charities

Age and social grade show the greatest degree of divergence from the average score. The highest level of trust is found amongst younger people; those aged 18-34 having the highest level of trust (7.0), whilst people above retirement age give charities the lower average score of 6.3. People over the age of 65 are less likely to say they have benefitted from a charity (30% compared to 40% of people aged 65 or below) which may explain their lower trust score.

Also, people in social grade AB and C1 are significantly more likely to trust charities overall than those in grade DE (those in AB give an average of 6.9 and those in C1 give 6.8, whereas those in DE give an average rating of 6.3). For a full explanation of social grades please see appendix 1.

**Figure 2.1 – On a scale of 0-10....how much trust and confidence do you have in charities?**



Base: Adults aged 18+ in England and Wales –  
2014 (1,163); 2012 (1,142); 2010 (1,150); 2008 (1,008), and 2005 (1,001)

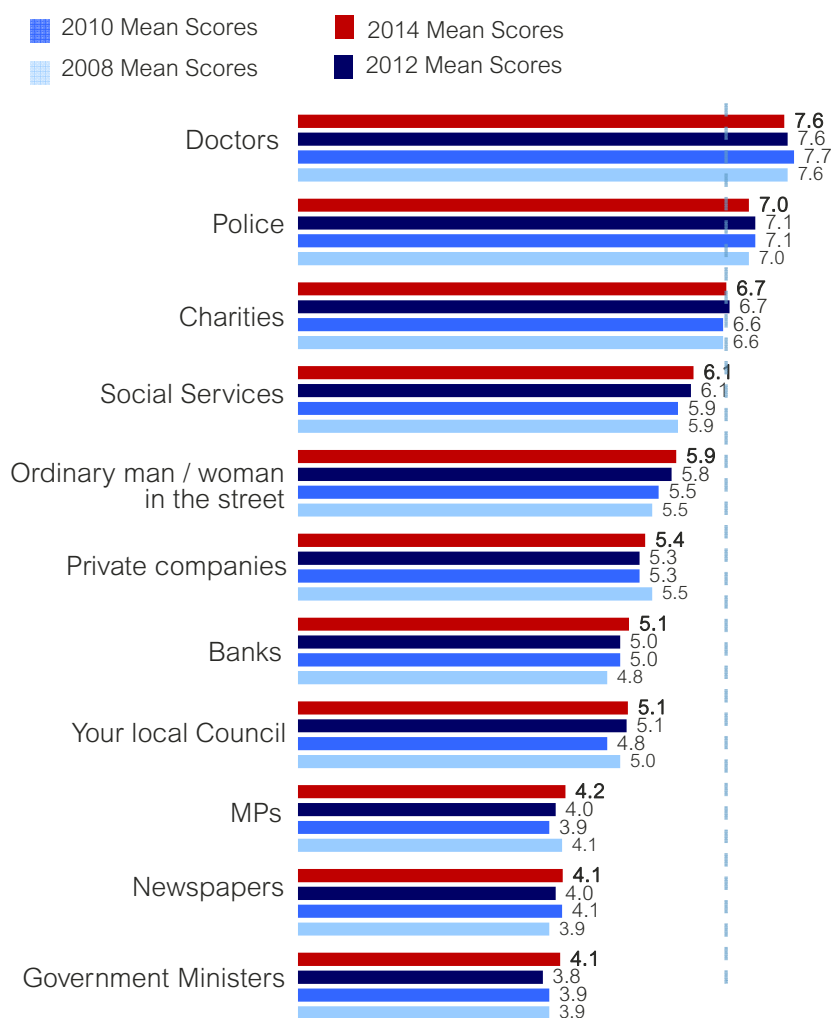
Source: Ipsos MORI



## 2.2 Placing this trust in context

As seen in previous years, charities fare well when compared to other public bodies or institutions. As figure 2.2 below shows, only doctors and the police have higher trust scores (7.6 and 7.0), whilst other organisations all score lower than charities. This provides context for how the public views charities, which clearly hold a place as one of the more trusted institutions within the public sphere.

**Figure 2.2 – Trust scores compared to other organisations and bodies in the public sphere**



Base: Adults aged 18+ in England and Wales – 2014 (1163); 2012 (1,142); 2010 (1,150); 2008 (1,008)

Source: Ipsos MORI

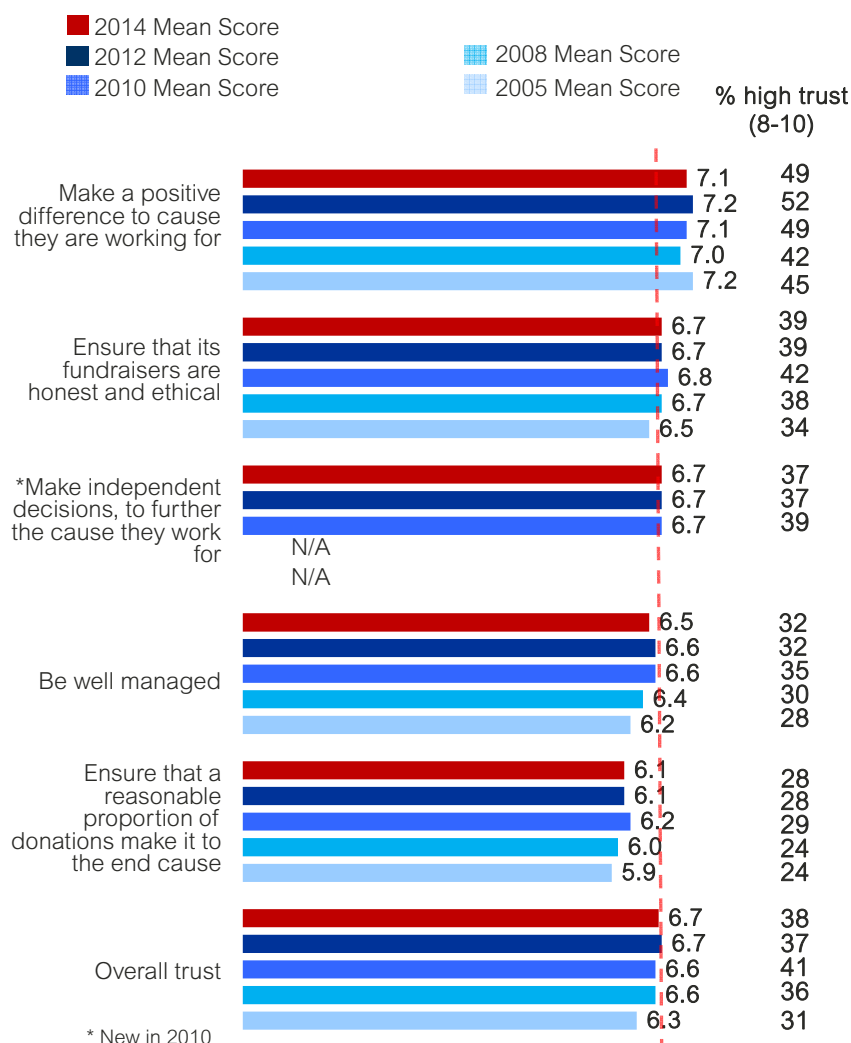
## 2.3 What is driving overall trust in charities?

### 2.3.1 Specific aspects of their work

As we have seen in previous years, the public generally trust that charities *make a positive difference to the cause they are working for*, that they *make independent decisions to further the cause they work for* and they *ensure fundraisers are honest and ethical*. They are slightly more likely to trust in these areas than they are to trust that charities *ensure a reasonable amount of donations make it to the end cause*. The public were asked to use the same 0 to 10 scale to rate the trust and confidence they had in charities to do the following:

- Make a positive difference to cause they are working for;
- Ensure its fundraisers are honest and ethical;
- Make independent decisions, to further the cause they work for;
- Be well managed; and
- Ensure that a reasonable proportion of donations make it to the end cause.

Figure 2.3 – Public trust in charities to...



Base: Adults aged 18+ in England and Wales – 2014 (1,163); 2012 (1,142); 2010 (1,150); 2008 (1,008), and 2005 (1,001)  
Source: Ipsos MORI

As the chart shows, the public are most likely to trust and have confidence in charities to *make a positive difference to the cause they work for* (7.1) with almost half of the public (49%) giving charities a score of 8 or greater. This has changed very little since 2005 and may reflect the work charities do to demonstrate the difference their work makes. As one group participant said.

***“...it’s good when they put things across and they say, £7 a month will feed a village... because at least then it breaks it down so that we know... that type of donation is going to make a world of difference to someone.”***

Male, low trust, London

The next highest scores are trusting charities to *ensure its fundraisers are honest and ethical* and to *make independent decisions to further the cause they work for* (both 6.7).

7.1



Rating for trust in charities to: *make a positive difference to the cause they are working for*

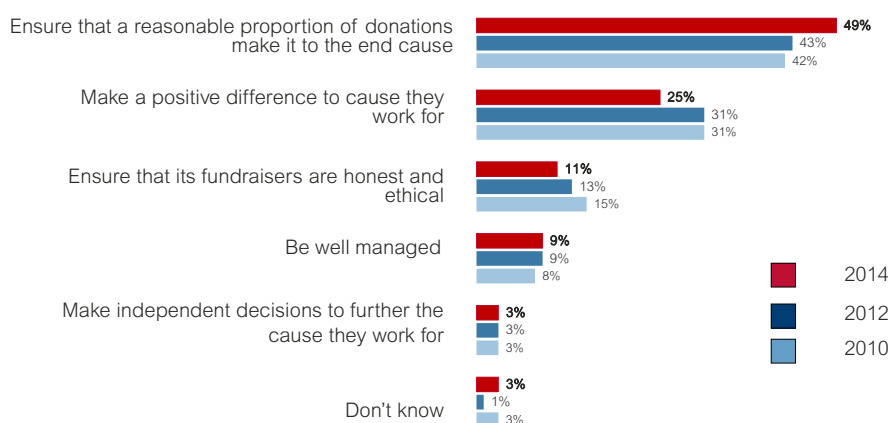
For each of these measures, having a negative experience with individual charities or certain types of charity appears to influence trust. Trust scores are, on average, consistently higher if the respondent has not mentioned a charity or charity type that they trust less than others.

Of all the measures, the public have the least amount of trust in charities to *ensure that a reasonable proportion of donations make it to the end cause*. This has a mean score of 6.1 and only three in ten give a rating of eight or higher (28%). In contrast almost half (49%) of the public give an eight or above score when asked if they trust charities to *make a positive difference to the cause they are working for*. Both these trust scores have been consistent since 2010.

### 2.3.2 What is important to the public in terms of trust?

Overall trust in charities and the perception of charities in certain areas have not changed in recent years. However people are placing even greater emphasis on ensuring that donations are going to the end cause. As figure 2.4 shows, one in two people (49%) say this is the most important factor. This has risen from two in five people in 2012 and in 2010 (43% and 42%). This is in conjunction with a drop in the proportion who feel *a positive difference to the cause they work for* is the most important factor, falling from three in ten people in 2012 (31%) to a quarter of people in 2014 (25%).

**Figure 2.4 – Most important aspects of trust and confidence in charities**



Base: All respondents – 2014 (1,163); 2012 (1,142), 2010 (1,150), 2008 (1,008), 2005 (1,001)

Source: Ipsos MORI

The importance the public place on donations reaching the end cause has increased, but interestingly, as we have seen above, the public are no more or less confident in charities' ability to ensure this happens. Leading media stories at the time of research can often have an impact on the public's perceived priorities and during the qualitative groups it was clear that CEO pay was on some people's minds when talking about what charity expenses are 'unreasonable'. We explore this further in section 3.1.1.

### 2.3.3 Exploring the trust scores people give

Key Driver Analysis (KDA) demonstrates the importance the public place on charities ensuring *that a reasonable proportion of donations make it to the end cause* to the overall level of trust in charities.

KDA is a technique that looks at how strongly the different attributes rated at this question are associated with the overall trust score. Essentially we see what is 'driving' the overall trust score<sup>2</sup>. Please see the technical appendix for further information on the KDA.

Figure 2.5 shows the results of the KDA from 2014, while figure 2.6 below shows the analysis from 2012. The KDA in 2014 confirms what the public generally say is the most important factor for them. *Ensuring that a reasonable proportion of donations make it to the end cause* has the highest association with a person's overall trust score and it is also what people are most likely to say is important to them. This is followed by *making a positive difference to the cause they are working for* and *making independent decisions for the cause they work for*.

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<sup>2</sup> It is arguably a more 'objective' measure of what drives overall trust and confidence as it examines a range of scores people give rather than relying simply on what people say is most important to them when asked directly.

Figure 2.5 – Key Driver Analysis: Overall trust and confidence in charities 2014

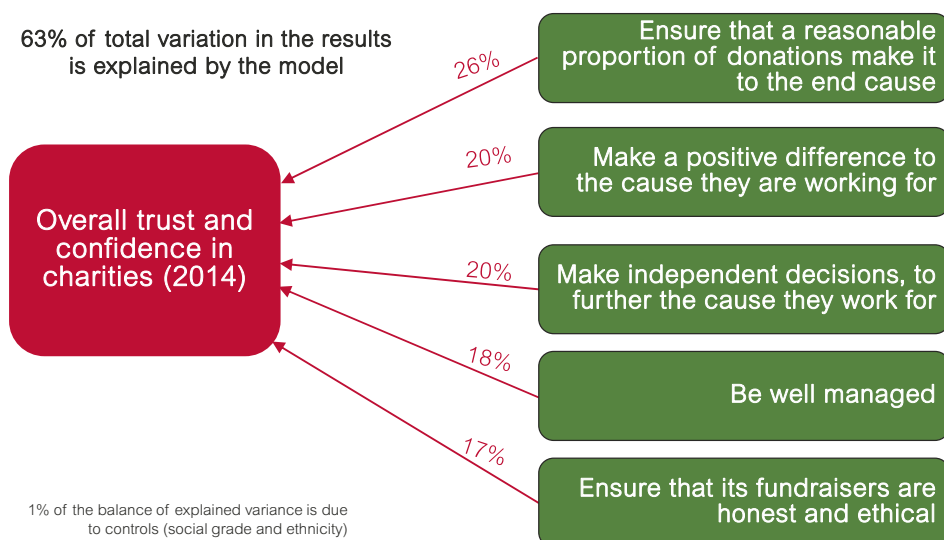
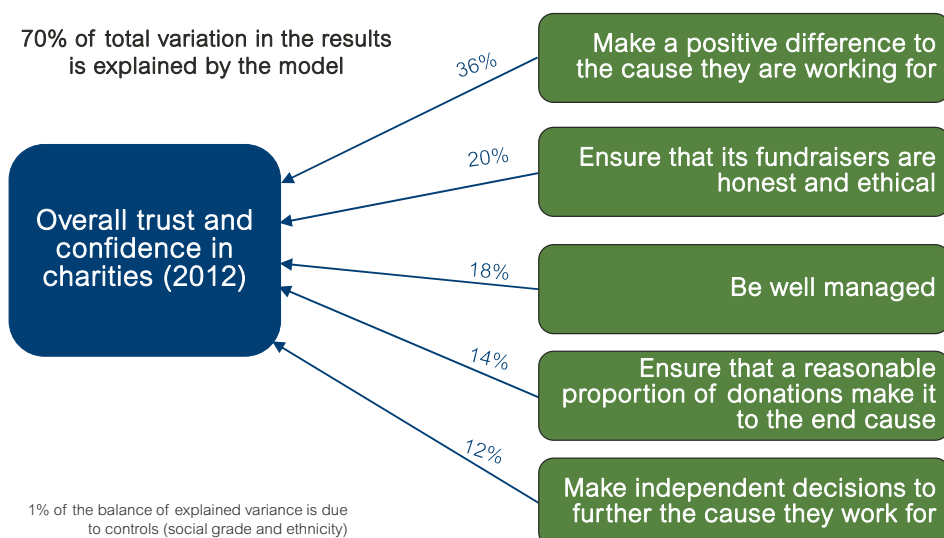


Figure 2.6 – Key Driver Analysis: Overall trust and confidence in charities 2012



There has been an increase since 2012 in the proportion of people who say *ensure that a reasonable proportion of donations make it to the end cause* is the most important aspect of trust and confidence in charities. A comparison between the equivalent KDA carried out in 2012 also demonstrates that donations reaching the end cause has become more important to overall trust. As figure 2.6 shows, in 2012 *ensure that a reasonable proportion of donations make it to the end cause* only had the fourth highest association with overall trust. However, in 2005 and 2008 the highest association with overall trust was *the belief that charities spend their money wisely and effectively*, although this was not a response option from 2010 onwards.

## 2.4 Reasons for trusting a specific charity more or less

### 2.4.1 The charities people trust more

Seven in ten people (70%) say that they trust at least one charity, or type of charity, more than others. As seen in previous years, health-related charities are mentioned most frequently when people are asked to name specific charities or types of charity they *would trust more than others*. Three in twenty people mention Cancer Research UK (13%), just over one in twenty mention Macmillan Cancer Support (6%) and one in twenty mention British Heart Foundation (5%), whilst just under two in twenty generally mention 'health-related charities' (8%).

This may tie in with the idea that people who have benefitted from a charity's work are more likely to trust the charity. This was demonstrated in the qualitative discussion groups when some participants spoke about how they have seen the benefit of a particular charity and how appreciative they are.

***A girlfriend of mine, I mean she's had double mastectomy but she had Macmillan and she said they were absolutely marvellous.***

Male, high trust, London,

***Lots of people give to the hospice because you never know when you might need them, but probably you've had somebody in your family who've either ended up there or somebody you know.***

Female, low trust, Hay-on-Wye

The NSPCC and Oxfam are also likely to be mentioned as charities that people trust more than most (both 5%). One in twenty people mention 'local charities' (7%) and 'well-known charities' (6%) as types of charities that they are more likely to trust. This demonstrates the strength of the Oxfam brand in distinguishing it from more generic 'international' charities.

13%



Mention Cancer Research UK as the charity they trust most

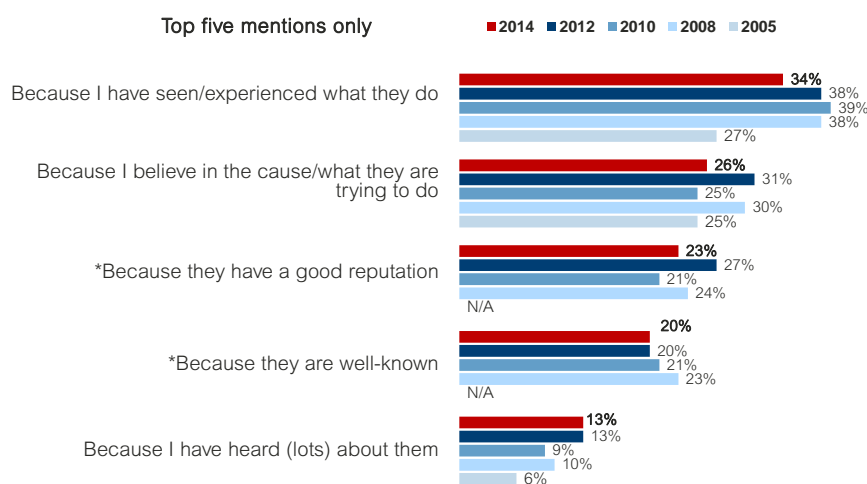
### 2.4.2 Reasons people give for trusting one charity or charity type more than others

People say that being able to see or experience a charity's work, as well as believing in what the charity does, are key reasons for trusting a particular charity or charity type more than another. However, compared to 2012, fewer people are giving these as reasons for trusting a charity more.

If people trust one charity or charity type more than others, they are most likely to say that it is because they have seen/experienced what it does. A third of people (34%) say that this is why they trust a certain charity type more.

The next most commonly cited reason is that they believe in the cause/what they are trying to do. A quarter of people (26%) who say they trust a charity or type of charity more than another give this as a reason.

**Figure 2.7 – Top reasons why people trust a charity or charity type more**



Base: All respondents mentioning a charity/charity type – 2014 (808); 2012 (745); 2010 (702); 2008 (678); 2005 (725).

\*Response options were grouped in 2005 but separated out in the 2008 and 2010 studies. 2005 result for this grouped code was 30%.

### 2.4.3 The charities people trust less than others

Half of the public (50%) name at least one charity, or charity type that they trust less than others. One in ten people (10%) say that they trust international charities less than other charities, or types. There is no significant difference between demographic categories on this.

One in five people (18%) who say their trust in charities has decreased in the last year also say they trust 'international charities' less than other charity types.

# 10%



Say they trust 'international charities' less than other charities or charity types



In a recent poll for New Philanthropy Capital (NPC) by Ipsos MORI<sup>3</sup> three in ten people (29%) selected *charities spend too much money abroad/should focus on issues closer to home* when asked which were the main things charities do wrong. This was the third most commonly selected option. One participant expressed this view in the London group.

***I can't understand why they're sending money to all these different things when they're in trouble over here.***

Female, high trust, London

This gives an insight into why the public are less likely to trust international charities; many people see causes at home to be a higher priority. Moreover, it may be argued that people are less able to see/experience what an 'international charity' does – which is the most common reason people give for trusting a particular charity or charity type.

#### 2.4.4 Reasons people give for trusting a charity or charity type less than another

Consistent with the last four years, a lack of clarity around expenditure and a poor reputation are the most frequently cited reasons people give for trusting one charity less than another. A third of people say that they trust a charity or charity type less because they do not know how they spend their money (35%) and a fifth say they do not trust a charity because they have heard bad stories about them (20%).

One group participant highlighted how stories about charities misusing money affect the reputation of charities in general.

***There are some charities, everyone knows about it, you know, where money goes astray. You donate £1, they're lucky if they get ten pence, do you know what I mean?***

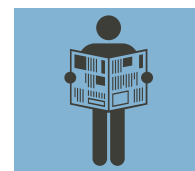
Male, high trust, London

Group participants felt it was important to know how the funding is being spent in order to make an informed decision on how effective this was.

***It's down to percentages...how is it broken down? Who decides how much should be spent on lobbying? Who decides how much should be spent on wages? Who decides how much actually goes to the homeless? Without that it's hard to make a decision about what's right and wrong.***

Female, low trust, London

20%



Of those who mention they trust a charity or charity type less say this is because they have heard bad stories about them

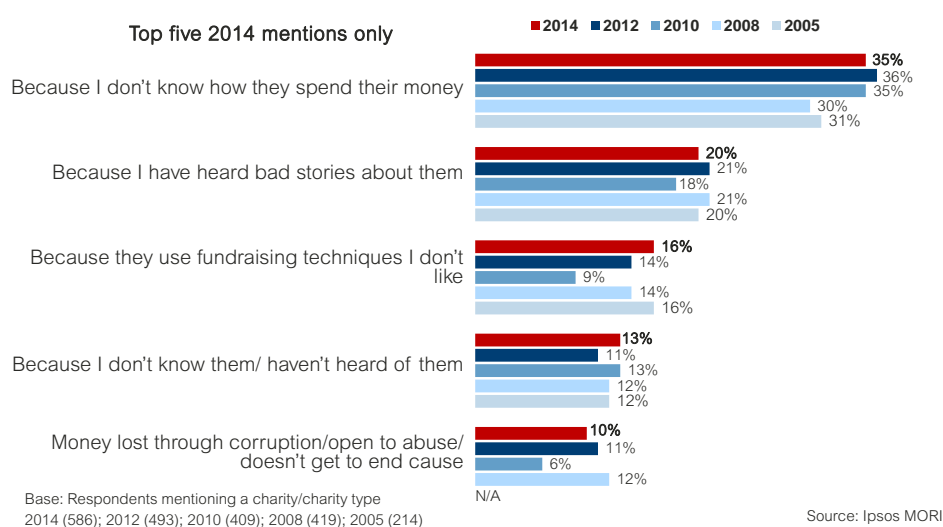
<sup>3</sup> The report can be found at [http://www.ipsos-mori.com/researchpublications/researcharchive/3352/State-of-the-Charities-Sector-poll-for-New-Philanthropy-Capital.aspx#gallery\[m\]/1/](http://www.ipsos-mori.com/researchpublications/researcharchive/3352/State-of-the-Charities-Sector-poll-for-New-Philanthropy-Capital.aspx#gallery[m]/1/)

Others talk about charity 'scams' and feel that these have affected their trust in the sector as a whole.

***That's the thing though that you have to be careful of. You want to give to charity but I think people who scam you, you know, they scam you on your good (nature).***

Male, high trust, London

**Figure 2.8 – Top reasons why people trust a charity or charity type less than another**



## 2.5 Importance of transparency and reporting

As mentioned earlier in this report most people think that a reasonable amount of donations should go to the end cause. The public also want to be able to access information on whether or not this is happening. The vast majority of people in England and Wales agree that *it is important to me that charities provide the public with information about how they spend their money* (96%). This is consistent with previous years (96% in 2012 and 95% in 2010).

In 2012, those who said their trust and confidence in charities had decreased in the last two years were more likely to strongly agree that *it is important to me that charities provide the public with information about how they spend their money*. This finding holds true in 2014, with nine in ten people who report their trust in charities has decreased strongly agreeing with the statement (89%).

As with the findings in 2012, the majority of the public (94%) agree *it is crucial that charities demonstrate how they benefit the public*, though a slightly lower proportion (90%), albeit still the overwhelming majority, agree *it is important to me that charities explain in a published annual report what they have actually achieved*.

Discussion group participants suggested various ways in which they might expect to receive information about how money is spent by charities. These included using newsletters, social media and advertising. However, as there is an associated expense it could be argued that these ideas may be in conflict with the desire for charities to not direct donations away from the end cause. This conflict between what people say they want in terms of accountability from charities, and the reality of how charities can actually provide it, remains a major challenge for the sector.

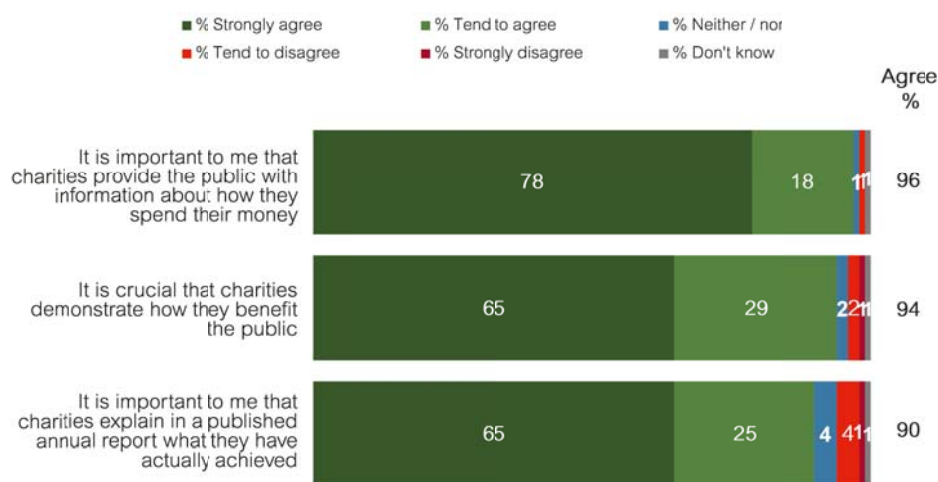


...social media is massive and it's free. So there's so much opportunity when they can be updating us

Female  
Low trust  
London



Figure 2.9 – Transparency and reporting



Base: 1,163 adults aged 18+ in England and Wales. 3rd<sup>rd</sup> – 23<sup>rd</sup> March 2014

Source: Ipsos MORI

## 2.6 Reported changes in trust and confidence in charities

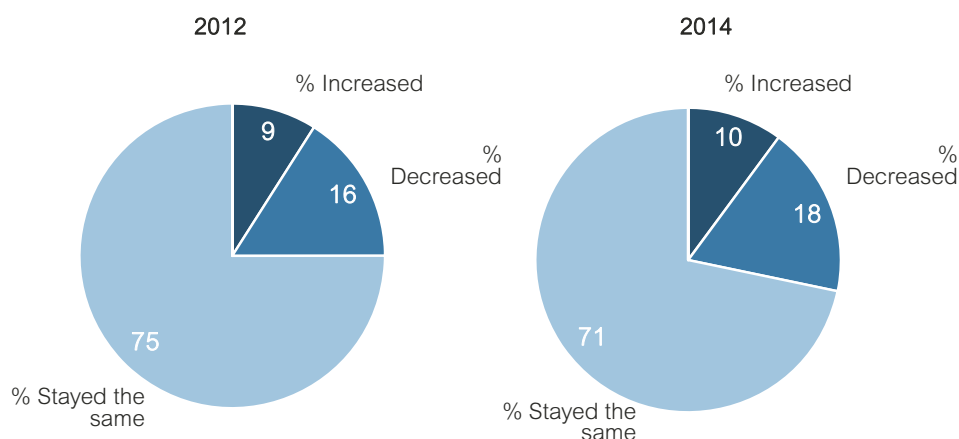
As in 2012, the majority of people report that their trust in the sector has stayed the same over the last two years. However there is an increase in the percentage reporting that their level of trust has changed. As figure 2.10 shows, 71% of adults say that their trust has stayed the same, which has decreased from 75% in 2012.

That said, there is no statistically significant difference between those saying their trust has increased or decreased. One in ten people say their trust has increased (10% compared to 9% in 2012), and two in ten people say their trust has decreased (18% compared to 16% in 2012).

Mirroring what we saw for overall trust, there is a divergence between the views of younger and older people. 17% of those aged 18-34 say that their trust in charities has *increased* over the last two years, compared to just 3% of those aged 65 or over. Likewise, a quarter (27%) of people aged 65 or over say that their trust has decreased, compared to 14% of 18-34 year olds.

People living in London are more likely to report an increase in trust in charities than people in other regions (21% compared to 10% overall). This is a significant increase from 2012, when only 10% of Londoners reported an increase in trust.

**Figure 2.10 – Over the past two years, has your trust and confidence in charities increased, decreased or stayed the same?**



Base: Adults aged 18+ in England and Wales – 2014 (1,163); 2012 (1,142); 2010 (1,150); 2008 (1,008), and 2005 (1,001)

### 2.6.1 Reasons for an increase in trust

Direct experience of a charity, whether as a beneficiary or through working or volunteering for a charity, comes out as a key reason why people report that their trust in the charity sector has increased. Just under a quarter (24%) of people who say their trust has increased say that this is because they have been using/experiencing a charity's services directly. Just fewer than one in five (18%) say that their trust has increased because they began volunteering for a charity.

This supports the finding that people who benefit from charities are more likely to give higher trust scores - and more people are in fact using charities (an issue that is explored further in chapter six). However, we have not seen a corresponding increase in the overall trust score. This is mainly because a large proportion of people who say that their trust in charities has decreased are likely to give five or below as a trust score, which impacts on the overall mean.

The media also features as a core reason why people report that their trust has increased. 16% of people say that media stories about charities in general have increased their trust in the charity sector, whilst 9% say that media coverage about how a charity has spent donations has helped increase their trust in the sector.

**24%**



Say their trust has increased due to using/experiencing a charity's services directly

Figure 2.11 – Reasons trust has increased<sup>4</sup>

22%



Say their trust has decreased due to negative media stories about how a charity spends donations

Base: All respondents who said their trust in charities has in the past two years (107)

Source: Ipsos MORI

## 2.6.2 Reasons for a decrease in trust

The media also has the power to corrode trust - one in five people (22%) who say that their trust in charities has decreased say that this is because of negative media coverage about how charities spend donations. A matching percentage (22%) cite a concern that charities are wasting money as the reason their trust has decreased in the last two years.

Looking at other reasons cited, fundraising techniques that put pressure on people, and the quantity of post they receive from charities, are mentioned by three in twenty people (14%) who report their trust in charities has decreased.

<sup>4</sup> Please note that bases here are very small here

A number of group members highlighted the pressure felt by some people, particularly the elderly, as a result of direct mail from charities.

***I had another lady who I used to take around and she was so guilty of every little thing that came through the post, she felt she had to keep giving.... My father got the same as he got older and anything that came in the post he thought he should give to.***

Female, low trust, Hay-on-Wye

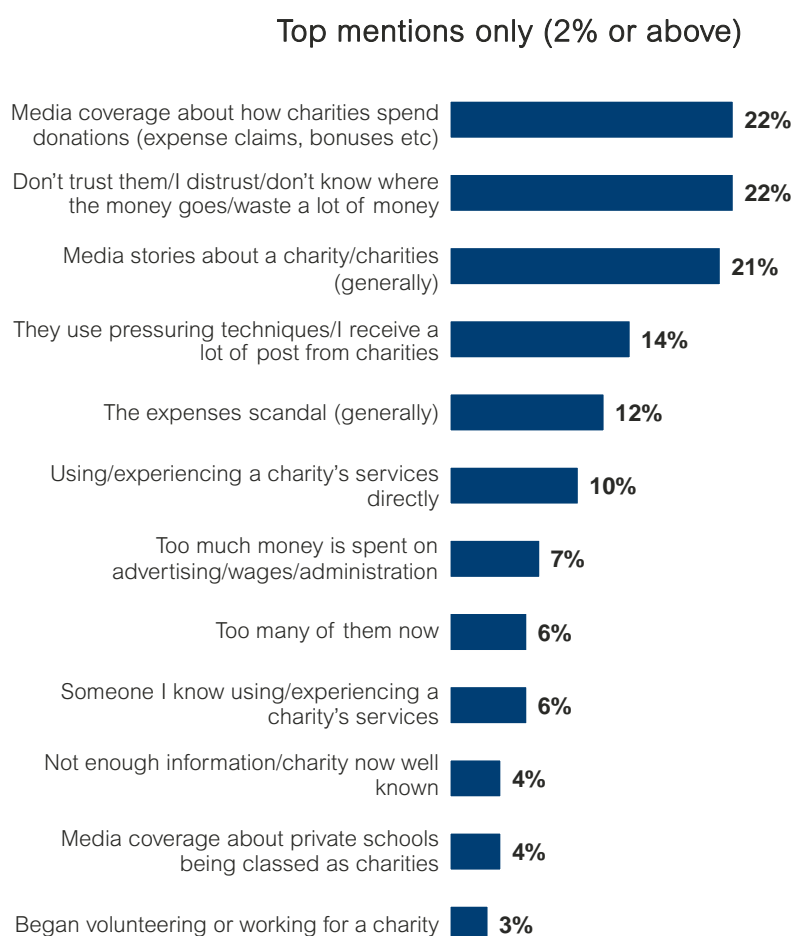
Another participant explained how direct mail and its association with waste paper has persuaded her to stop giving to a particular charity.

***That's exactly what they do, they send a letter with a pen and ...I stopped because of that.***

Female, low trust, London

One in ten (10%) of those whose trust has decreased cite a direct experience with charity as the reason.

Figure 2.12 – Reasons why trust has decreased



Base: All respondents who said their trust in charities has decreased in the past two years (209)

Source: Ipsos MORI

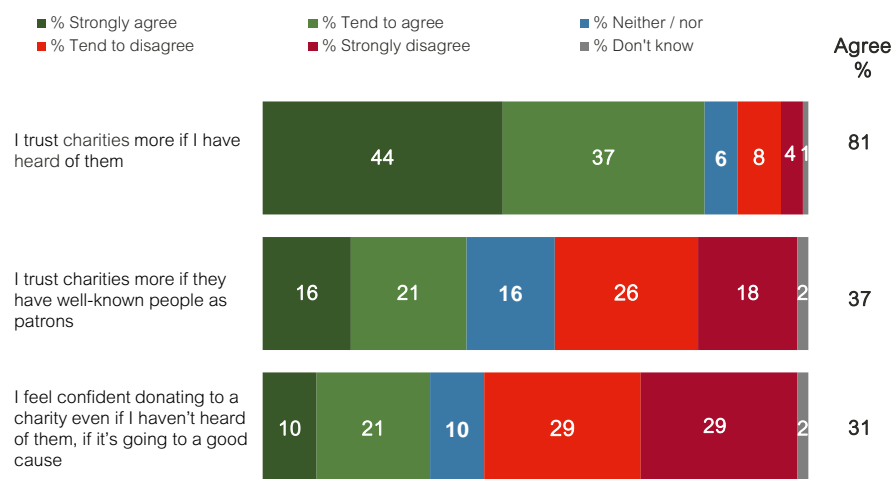
## 2.7 Impact of size and familiarity

### 2.7.1 Familiarity and fame

Familiarity is key to public trust in a charity, and the idea that the donation is 'going to a good cause' is second. As seen in 2012 and 2010, four in five people (81%) agree that *they trust charities more if they have heard of them*. They are less confident in donating to charities they have not heard of even if they feel that the donation is going to a good cause. Three in five (58%) disagree with the statement *I feel confident donating to a good charity even if I haven't heard of them, if it's going to a good cause*.

Familiarity with a charity does not necessarily mean that the charity needs to be associated with a well-known patron to increase trust. Only 37% of respondents agree with the statement *I trust charities more if they have well-known people as patrons*.

Figure 2.13 – Impact of fame and familiarity on trust



Base: 1,163 adults aged 18+ in England and Wales, 3-23<sup>rd</sup> March 2014.

Source: Ipsos MORI

### 2.7.2 Size and local service

Overall, bigger charities do not tend to garner more trust than smaller charities. Only 35% of the public agree with the statement *I trust big charities more than small charities*, compared to 49% who disagree.

Indeed, in Hay-on-Wye, a rural town, smaller charities were often more trusted as they spend money locally and therefore were felt to benefit local people. By contrast larger charities are perceived both to distribute funds more widely, and to spend a lower proportion of total donations on their cause.

For the residents of Hay-on-Wye, local charities are felt to be a much greater part of their lives as they are helping to deliver services to vulnerable and isolated people, and they are a key part of the retail scene, with a presence on the high street.

One discussion group participant expressed the fear that the size of the charity will increase the proportion of money not spent on the end cause.

***On a bigger scale I think I kind of worry you know as lots of people do with bigger charities that our money just isn't getting out to the people that really need it.***

Female, mixed trust, Hay-on-Wye

***Because the bigger there are, the more of a corporation they are and the more there can be dodgy dealings going on.***

Female, mixed trust, Hay-on-Wye,

That said, young people and Londoners are more likely to strongly agree that they *trust big charities more than smaller ones* (20% of 18-34s and 22% of Londoners compared with 15% overall). The London discussion groups picked up on this sentiment.

***I tend to (donate to) the big ones because that's where you think they're more trustworthy.***

Female, high trust, London,

***'Well, I think it's because...the ones at the top there, it's because they're well-known and big charities. I find them more trustworthy.'***

Male, high trust, London,

A London group participant directly connected a charity appearing on television with it being more reputable.

***That's why it goes back to the fact where you go to the bigger ones... the ones on the telly, the more reputable ones.***

Female, high trust, London

The gap between London and the rest of England and Wales is also apparent when considering charities that provide services in the local community. Overall, 58% agree that *they trust charities more if they are providing services within my local community*, however only 46% of Londoners agree with this statement.



**Locals will give to locals because they trust the locals**

Female  
Low trust  
Hay-on-Wye





A participant in one of the discussion groups described how her ability to see what a local charity does helps to foster trust.

***The bigger charities we hear about on TV and in the newspaper or whatever, media, and we kind of know what they do, but the smaller ones that are in your area you can actually go along and you can see what they're doing.***

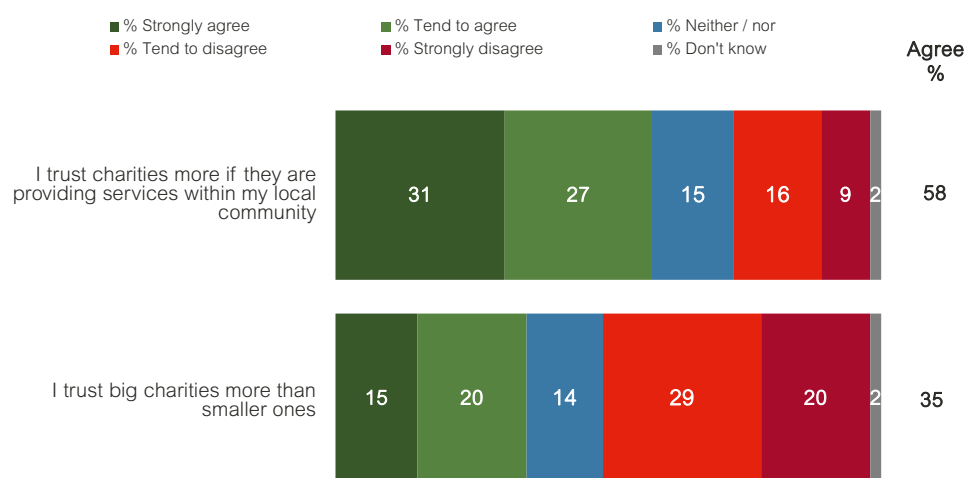
Female, high trust, Hay-on-Wye

***I certainly trust the smaller, more local ones where... you know that I've actually had something to do with where my money's going.***

Female, mixed trust, Hay-on-Wye

As we have seen above, trust in a charity is directly related to familiarity with the charity. However it might be argued that the familiarity is more likely to be gained through the provision of local services outside London. In contrast, within London it is more likely to be gained by being a larger organisation and having a strong charity brand.

**Figure 2.14 – Impact of local service provision and charity size on trust**



Base: 1,163 adults aged 18+ in England and Wales, 3<sup>rd</sup> – 23<sup>rd</sup> March 2014

Source: Ipsos MORI

## 3 Overall perception of charities

### Key findings

- There has been a decline in the proportion of people who agree that *most charities are trustworthy and act in the public interest* from 75% in 2010 to 71% in 2014.
- Since 2010, there has also been a decline in the proportion of people who agree *charities are regulated and controlled to ensure that they are working for the public benefit* (from 68% to 60%).
- From 2010 to 2012 there was a rise in the number of people who agree that *some fundraising methods used by charities make me uncomfortable* and this is more or less unchanged in 2014 (66%).
- 58% agree that *charities spend too much of their funds on salaries and administration*, but it seems that people make a distinction between executive pay and general staff costs.

### 3.1 Perceptions of charities' conduct

Although the public still tend to agree that charities are trustworthy and act in the public interest, this belief has been slightly eroded over the last four years. In 2010 three quarters (75%) of the public agreed with the statement *most charities are trustworthy and act in the public interest*. In 2014 this dropped to 71%. This seems to be linked to people's thoughts about how effectively the charity sector is regulated. Eight in ten (80%) who think the sector is effectively regulated also think that charities act in the public interest. In contrast, only four in ten (43%) who **do not** think the sector is effectively regulated think charities act in the public interest.

The relationship is more apparent when looking at the change in the perception of regulation over the last four years. In line with the downward trend in the belief that charities act in the public interest, three fifths of the public (60%) agree that *charities are regulated and controlled to ensure that they are working for the public benefit*, compared to 64% in 2012 and 68% in 2010.

Furthermore, there is perhaps a discrepancy in what the public understands by the term 'regulation'. Indications from the discussion groups are that, for most, regulation is seen as 'light-touch' and passive, whereas for a minority a regulator is in some way involved, however briefly, in the day-to-day workings of a charity.

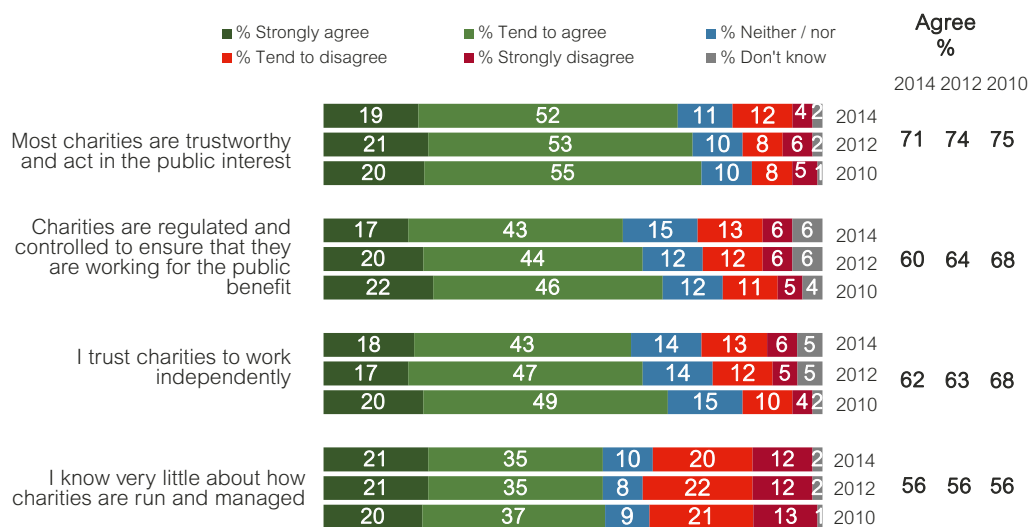
***(Regulation is) like people who have gone through British Standards or something like that. They've got accredited ...I don't know what you call it.***

Male, high trust, London

There has also been a decline in the proportion of people who say they *trust charities to work independently*. In 2010 68% of people in England and Wales trusted charities to work independently. This dropped to 63% in 2012 and is now 62% in 2014. Again, there is a relationship between how effectively a person thinks the sector is regulated and how much they trust charities to work independently. Six in ten (60%) think *charities are regulated and controlled to ensure that they are working in the public benefit* versus a fifth (19%) who do not. The remaining 21% neither agree nor disagree, or say they don't know.

People who have higher trust and confidence in the sector overall are also more likely to trust charities to work independently. Three quarters (77%) who gave an overall trust rating of 8 or above agree or strongly agree that *I trust charities to work independently*.

**Figure 3.1 – The conduct of charities**



Base: Adults aged 18+ in England and Wales – 2014 (1,163); 2012 (1,142); 2010 (1,150)

Source: Ipsos MORI

There has not been an increase in the proportion of people who feel they know about the internal workings and management of a charity. 56% of the public agree that *I know very little about how charities are run and managed*. This figure has not changed since 2010, and perhaps indicates either a lack of transparency in relation to the workings of the sector, or more likely, a lack of appetite to actively seek this information out.

People in social grade C2DE are least likely to know about the internal workings of the charity sector. Approximately two thirds agree that *I know very little about how charities are run and managed* (65% compared to 50% of ABC1s). This is reflected in the greater likelihood of people in higher social grades to work in the charity sector – 42% of people in social grades AB say they or any of their close friends or family work for a charity either as a paid employee, trustee, volunteer or member of a charity’s executive or management committee. This compares to 28% of those in DE (38% of those in C1 and 35% in C2). Similarly people in higher social grades are more likely to be aware of the Charity Commission – 74% of those in grade AB, 59% in grade C1, 45% in grade C2 and 42% in grade DE.

This has a negative effect on trust in the sector overall; people who feel that they know only a little about how charities are run and managed tend to be less trusting of charities. A quarter of people who gave a score of 5 or less as an overall trust score strongly agree they have very little knowledge about how charities are managed and run (24% compared to 13% of those who give a score of 6 or more). For example people in social grade AB, who are more likely to have knowledge about or being involved in the sector, give a mean overall trust score of 6.9 compared to those in DE who give a trust score of 6.3.

This reflects the overall findings that people with direct experience of charities and who are more involved and knowledgeable about the sector tend to have greater overall trust in charities. People who give lower trust ratings tend to have less direct experience or knowledge, indicating that their lower trust is more likely to be based on *perceptions* (the data shows this is often media-led) rather than actual experiences.

Two thirds (66%) of the public agree with the statement *some of the fundraising methods used by charities make me uncomfortable*. In 2012 this was seen to have increased significantly since 2010 (from 60% up to 67%), though it has remained stable in 2014.

As in 2012 and 2010, people who are 65 or over (74%) and people in social grade AB (75%) tend to be more uncomfortable with charity fundraising methods.

Participants in many of the discussion groups highlighted the number of street fundraisers as a source of irritation.

***“...you couldn’t walk through (the) city centre; we counted one day if you’re coming off the bus we walked a mile down and round and there was 33 (fundraisers).”***

Female, mixed trust, Hay-on-Wye,

Persistent telephone fundraising of a persuasive nature was also a source of annoyance for some participants.

# 56%



Agree that they know very little about how charities are run

***“My mum had signed up to a charity who she gave to but the negative part is that they just kept cold calling and bombarding which completely put us off. We had to be quite rude to them in the end.***

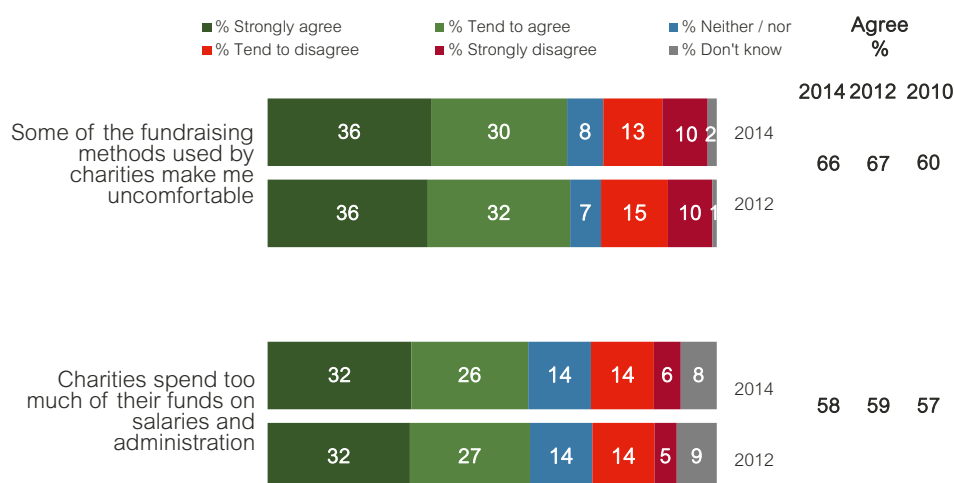
Female, low trust, London,

However a minority felt that by not using emotive marketing methods charities could risk a fall in donations.

***I mean they annoy us from time to time don't they but how else do they actually get in the public eye and how do they get money?***

Female, mixed trust, Hay-on-Wye,

Figure 3.2 – Fundraising and salary/administration expenditure



Base: Adults aged 18+ in England and Wales – 2014 (1,163); 2012 (1,142); 2010 (1,150)

Source: Ipsos MORI

Three in five (58%) agree that charities spend too much on salaries and administration. Perhaps unsurprisingly this perception is more common among those who feel that having a reasonable proportion of donations going to the end cause is the most important factor out of the statements listed earlier (67% of these feel charities spend too much in this way).

The perception of levels of expenditure on salaries and administration also relates to the overall trust score given to charities and, furthermore, whether people feel their trust has increased or decreased. Almost nine in ten (87%) of those who give the charity sector a score of four or below feel that the sector spends too much on salaries and administration, along with over eight in ten (83%) who say their trust in charities has decreased in the last two years.

As with overall trust, the same gap between the opinions of younger and older members of society exists on the issue of expenditure on salaries and administration. People aged 18-34 are far *less* likely to agree, and people who are aged 65 and over are far *more* likely to agree, that *charities spend too much of their funds on salaries and administration*.

### 3.1.1 Perception of salaries in charities

It is important to note that the proportion of people agreeing that *charities spend too much of their funds on salaries and administration* has not changed significantly since 2010. More people are demonstrating that ensuring *that a reasonable proportion of donations going to the end cause* is most important to them as a driver of trust, but there are **not** more people agreeing that *charities spend too much of their funds on salaries and administration*; this figure has stayed the same.

One interpretation of this is that the public are more likely to make value judgements about the things that are reasonable and unreasonable to spend donations on other than the end cause. This is highlighted in a recent poll carried out by Ipsos MORI and NPC<sup>5</sup>.

The NPC poll asked *Which if any, of the following, do you think are the main things that charities are doing wrong?* Two in five (42%) selected the option that *charities spend too much money on executive salaries* as the main thing charities do wrong. This contrasts with the fact that only one in ten (11%) selected the option *charities spend too much money on employee salaries*. It can be argued that people see the two as separate things.

The high salaries of some charity CEOs has been a high-profile media story in the last year, and may have resulted in more people being conscious of the proportion of their donation that is not spent on the end cause. In fact, the Ipsos MORI/ NPC poll found that 86% of the public believe that a charity CEO should be paid no more than an MP at £66,000 a year<sup>6</sup>.

However, as there has not been an increase in the proportion of people who say that charities spend too much on salaries and administration, this suggests that people are not conflating negative stories about executive pay with overall staff costs.



**A charity shouldn't be offering that [high] wage to a CEO because it is a charity**

Female  
High trust  
London



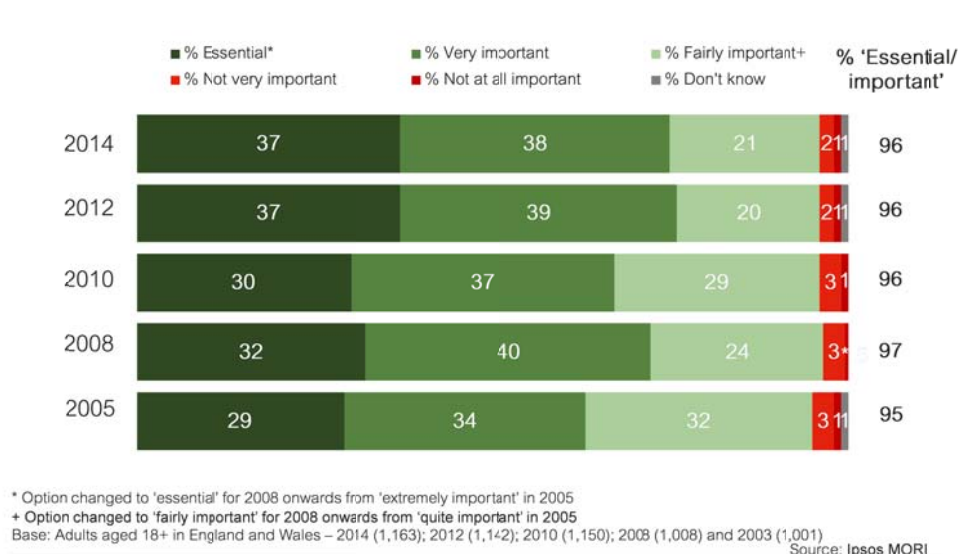
<sup>5</sup> [http://www.ipsos-mori.com/researchpublications/researcharchive/3352/State-of-the-Charities-Sector-poll-for-New-Philanthropy-Capital.aspx#gallery\[m\]/2/](http://www.ipsos-mori.com/researchpublications/researcharchive/3352/State-of-the-Charities-Sector-poll-for-New-Philanthropy-Capital.aspx#gallery[m]/2/)

<sup>6</sup> Options were: 'I don't have a strong view on what charity CEOs are paid', 'I don't think the chief executive should be paid at all', 'Less than an MP on £66,000 per year', 'The same as an MP on £66,000 per year', 'More than an MP on £66,000 per year'

### 3.2 Charities' importance in society

It was reported in 2012 that more people say that charities play an essential role in society than in previous years. This figure has remained the same in 2014. Just fewer than two in five (37%) say that charities play an essential role in society. Only three percent of the population say that charities are not very important, or not important at all.

**Figure 3.3 – Overall, how important a role do you think charities play in society today?**



As in 2012, more women than men believe charities play an essential or very important role within society (83% compared to 65%).

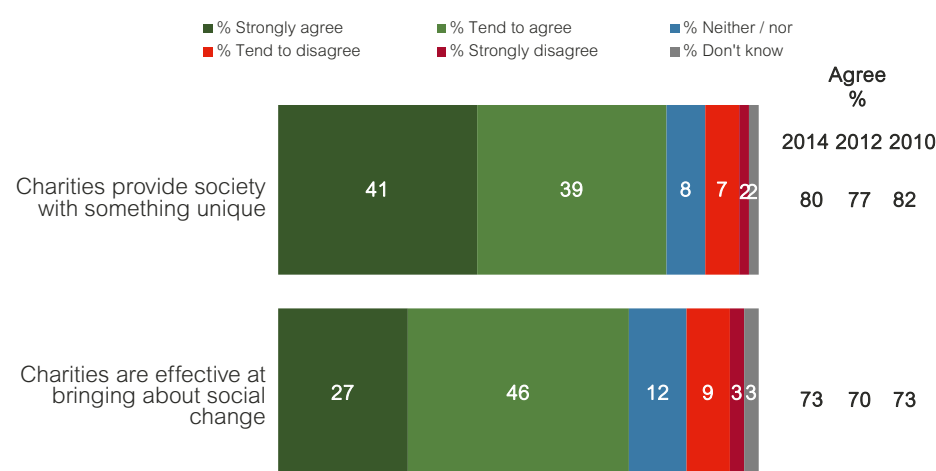
People who have close friends or family who work for a charity, or work for a charity themselves, are more likely to feel that charities play an essential or very important role in society (82% compared to 71% of those who do not). Likewise, people that have either benefitted from a charity themselves, or had friends and family benefit from charity, also feel that charities play an essential or very important role in society (again, 82% compared to 70% who have not).

### 3.2.1 Impact on society

The majority of people agree that charities provide something unique to society and are effective at bringing about social change. As in previous years, four fifths of people (80%) agree that *charities provide something unique to society*.

Almost three quarters (73%) of the public agree that *charities are effective at bringing about social change*.

**Figure 3.4 – Charities' impact on wider society**



Base: Adults aged 18+ in England and Wales – 2014 (1,163); 2012 (1,142); 2010 (1,150)

Source: Ipsos MORI



## 4 Charities and service provision

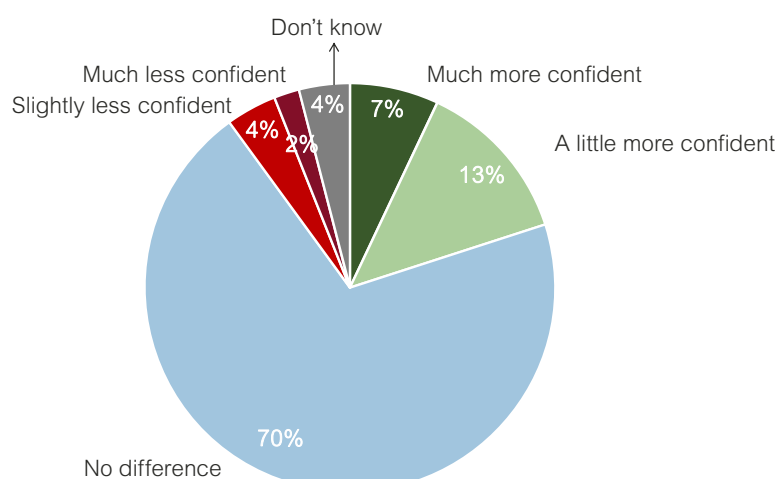
### Key findings

- 20% of the public in England and Wales say that if they or their family needed support from a public service they would be more confident if a public service was provided by a charity. This is a drop of five percentage points from the 2012 figure. However, seven in ten say it would make no difference.
- 44% of the public say that charities would be best at *providing a caring approach* when compared to private companies or public authorities.
- However the public are more likely to say that both private companies and public authorities are would be best at providing a *professional service* and a *high quality service*.

The public were asked about charities and the provision of public services. When asked whether they would be more or less confident if a public service was provided by a charity, seven in ten said that it would make no difference (70%). Two in ten would be more confident if a public service was provided by a charity (20%), which is a drop of five percentage points compared to 2012.

People who have previously benefitted from a charity's service tend to be slightly more confident in charities providing a public service (25% compared to 17% of those who have not).

**Figure 4.1 – ...would you be more or less confident if the service was provided by a charity than another type of service provider, or would it make no difference?**



Base: 1,163 adults aged 18+ in England and Wales, 3<sup>rd</sup> – 23<sup>rd</sup> March 2014.

Source: Ipsos MORI

It is interesting that although the public give a higher overall trust rating to charities compared to other bodies that deliver public services (6.7 for charities compared to 5.4 for private companies and 5.1 for local Councils), this does not necessarily translate into confidence that they will be able to effectively deliver public services.

Similar themes came up in the discussion groups, just as they did in the qualitative component of the 2012 study. In these instances it was generally seen that public service provision by charities was more **cost-effective**.

***I think government can sometimes use charities as a cheap way of providing public services.***

Male, low trust, Hay-on-Wye

However a number of people were concerned that some services ought to be provided by the state rather than charities, and that the government was shifting responsibility.

***There is but the downside to (charities providing services) is, the Social Services then can take very much a back seat, literally put their feet up on the Aga, have a cup of tea and say, well let them get on with it.***

Male, mixed trust, Hay-on-Wye

One participant suggested using charities to run public services may lead to a decline in standards due to inadequate expertise.

***We want skill and want experience, the charity in the voluntary sector doesn't always have (that) expertise.***

Male, low trust, London

Group participants in London had some concern about this issue, whereas in Hay-on-Wye there was a belief that, were it not for charities, some of these services would not exist at all.

***I think there's huge risks involved in things like that... we want skill and want experience, the charity in the voluntary sector doesn't always have those expertise and I'm worried about how does the government decide.***

Male, low trust, London

#### 4.1.1 Aspects of service provision

To explore this further the public were asked whether charities, private organisations or public authorities would be best at providing certain aspects of service. As figure 4.2 shows, just over two fifths feel that charities are best at providing a *caring approach* (44%). This is far higher than the private sector (4%) and public authorities (21%). One group participant gave an insight into why this might be.

***I reckon they'll be committed 'cause they're a charity so they're doing it to help people, so I reckon they'll be more committed to their services.***

Male, low trust, London

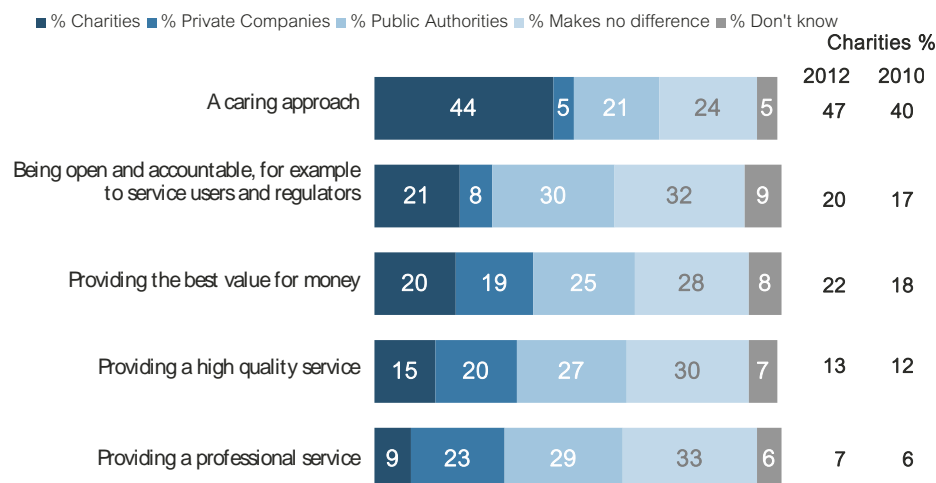


**I just feel they care more**

Female  
Low trust  
London



**Figure 4.2 Which of these do you think would be best at each of the following, or does it make no difference...?**



Base: adults aged 18+ in England and Wales — 2014 (1,163); 2012 (1,142); 2010 (1,150); 2008 (1,008) and 2003 (1,001)

Source: Ipsos MORI

The public feels that charities are better at *being open and accountable* than private companies (21% compared to 8%), and, as in 2012, equal proportions of people think that charities provide *the best value for money* compared to private companies (20% compared to 19%).

Fewer people feel that charities are likely to provide a *high quality service*, and far fewer people feel that charities are likely to provide a *professional service* than the private or public sector.

## 5 Public awareness and understanding of the Charity Commission

### Key findings

- Recognition of the Charity Commission's name is fairly high (55% have heard of it). This matches awareness in the last three public trust surveys and compares to 46% of respondents who had heard of the Charity Commission when this question was first asked in 2005. In 2014, 17% of the population claim to know the organisation very or fairly well.
- Amongst those who have heard of the Commission average mean trust in the organisation is 6.1 out of ten, although those who know the Commission very or fairly well give an average score of 6.9 out of ten. Lower levels of trust in the Commission are associated with a lack of awareness of how the organisation operates.
- The findings from the discussion groups indicate an appetite for a more assertive Charity Commission that communicates clearly with the public about its role as the charity regulator. Participants were keen for the Commission to be vocal about its powers to penalise fraud and irregularity, and for it to use these powers more frequently and more overtly.
- There was awareness of a charity registration number, but little understanding of what it represents. Participants felt the Commission could strengthen its 'brand' by creating a 'kite mark' that it awards charities to show it endorses them as being regulated and authentic organisations.

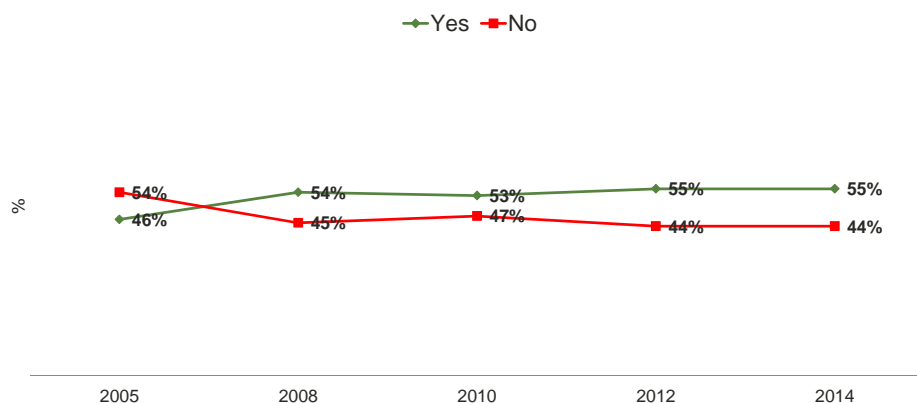
### 5.1 Awareness and familiarity

With scores unchanged from 2012, just over half of respondents (55%) have heard of the Charity Commission. Public awareness of the Charity Commission remains consistent with 2010 and 2008 (when 53% and 54% respectively had heard of it), though this is an appreciable rise from 2005 when 46% had heard of it.

Levels of awareness rise to three quarters (75%) of those aged 55-64 and a similar percentage (74%) of those in social group AB. They also rise to 63% of those who work for a charity – some of the discussion group participants with experience setting up small charities or working in charity shops in Hay-on-Wye mentioned the organisation, but still felt that they knew very little about it.

Importantly, when thinking about the role that the Charity Commission plays in society, these subgroups also have higher overall trust in charities (with the exception of older people – younger people are more likely to have higher trust).

Figure 5.1 – Have you ever heard of the Charity Commission?



Base: Adults aged 18+ in England and Wales – 2014 (1163); 2012 (1,142); 2010 (1,150); 2008 (1,008), and 2005 (1,001).

Source: Ipsos MORI

Many group participants had heard of the Commission, but were unsure exactly what the organisation did. For most, the 'official' sounding nature of the organisation's name meant that they thought it was a government department, but there was no knowledge amongst the overwhelming majority about how it is run or funded. One participant, however, was aware of recent reductions in funding at the organisation.

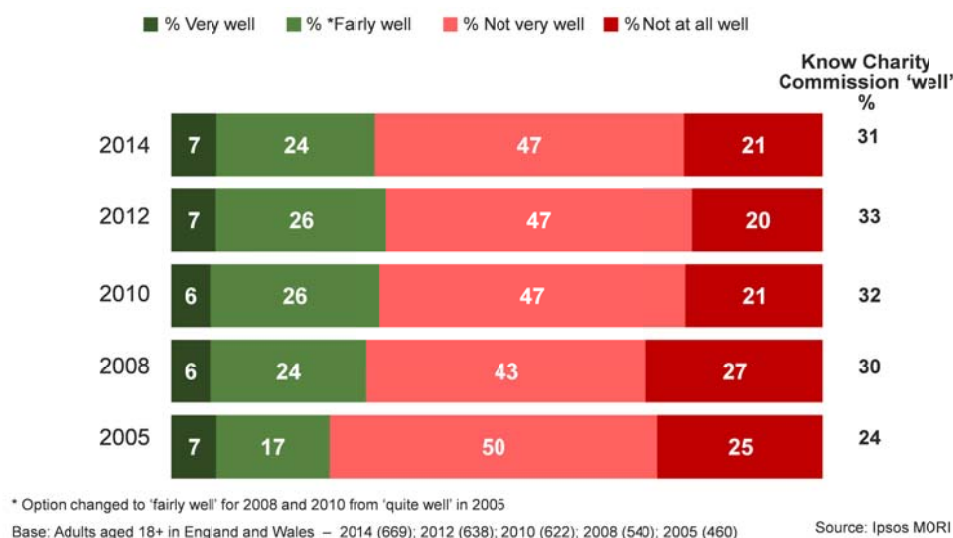
Of those aware of the Charity Commission, three in ten (31%) feel that they know the Commission either very or fairly well, which is in line with the proportions from 2012 (33%) and 2010 (32%), suggesting that familiarity has remained more or less the same after an initial increase in 2008. This equates to around 17% of the adult population of England and Wales as a whole.

55%



Of the public have heard of the Charity Commission, but only 17% of this group know it very or fairly well

Figure 5.2 – How well, if at all, do you feel you know the Charity Commission and what it does?

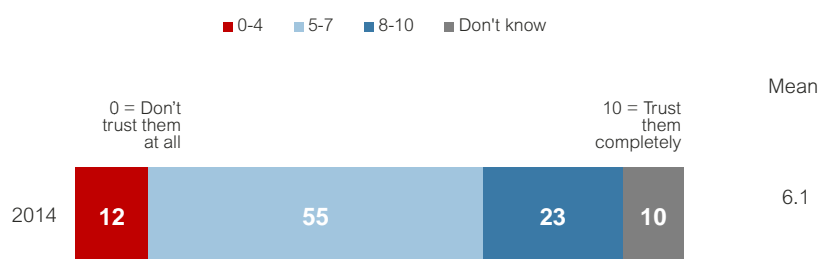


The percentage who know the Commission well rises to 61% amongst those with the highest levels of trust (8 or 9 out of 10) in the organisation, indicating a link between familiarity and favourable perceptions.

## 5.2 Trust in the Commission

Those who had heard of the Commission were asked to give an overall trust and confidence rating of the organisation using a scale of 0 to 10, where 0 means they do not trust the Commission at all, and 10 means that they trust the Commission completely. As figure 5.3 shows, respondents gave a mean score of 6.1, compared with a mean score of 6.7 in terms of their trust and confidence in the sector overall.

**Figure 5.3 – On a scale of 0-10 where 10 means you trust it completely and 0 means you don't trust it at all, how much trust and confidence do you have in the Charity Commission?**



Base: 669 adults aged 18+ in England and Wales, 3<sup>rd</sup> – 23<sup>rd</sup> March 2014.

Source: Ipsos MORI

Those who give higher trust ratings in general are more likely to give the Commission a higher trust rating; those who give the sector a trust score of between 8-10 give the Commission a higher score (6.8, compared with 6.1 overall).

When open-ended responses from the question 'Why do you say that?' were collected, the most frequently cited sentiment with regards to the Commission is that respondents do not know enough about the organisation and what it does.

Two fifths (41%) of those who have heard of the organisation give this response. However, looking at subgroups within this, the likelihood of saying that they didn't know enough about what the Commission does decreases with age, from 60% of those aged 18-34 to 27% of those aged 65 and over.

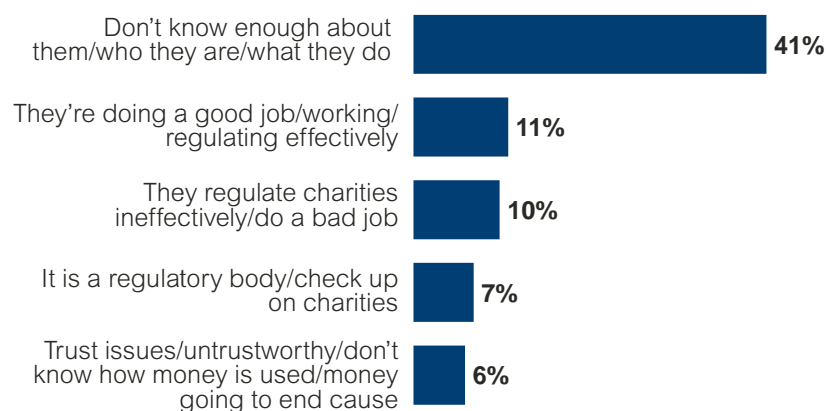


**Well I've used them ... a friend said try the Charity Commission. And I spoke to them and they helped me deal with it**

Female, mixed levels of trust, Hay-on-Wye



Figure 5.4 – Why do you say that (reason for trust score)?



Base: 669 adults aged 18+ in England and Wales, 3<sup>rd</sup> – 23<sup>rd</sup> March 2014.

In the group discussions it seemed that there was a strong appetite for effective charity regulation. However, there was a lack of certainty, when participants were prompted with information about the Commission, both about how it currently operates and what its remit might be.

Broadly speaking, the fact that the Commission exists, and has certain responsibilities, did not surprise participants. Upon reflection, they accepted that this system of regulation seemed to fit with their understanding of how charities come into being, though they had given little thought to it prior to the discussion.

Another observation was that the Commission needs to do more to promote its work. This would increase the public's awareness of the organisation and its 'brand', and, by doing so, it would reassure people that there is a regulatory system in place, with the Commission at its heart. For many, the fact that they feel they are simply not informed about what the Commission does leads them to presume that it is ineffective.

***I don't really know how good or bad they are, but I think they could be doing a better job.***

Female, low trust, London

***When you have these charities, they should say 'We're regulated by the blah blah blah.'***

Female, high trust, London.

# 60%



Of the public believe that charities are regulated to ensure that they are working for the public benefit



There must be some kind of governing body that checks it all out....Isn't there a Charity Commission?

Participants, low trust group, London





Many participants in the discussion groups felt that the Commission should feature more prominently in the communications and marketing materials that individual charities produce. In one of the London groups participants talked about a 'kite mark' which could be included in such literature, while others talked about the Commission providing a rating system – akin to 'tripadvisor' – thereby encouraging individual charities to increase their ratings.

***Give them a star rating, say from 0 to 10. To make them more accountable, they've still got to have a star rating. In other words, if their accounts look squeaky clean they give them 10.***

Male, low trust, Hay-on-Wye

At the same time, there was a feeling that there are now many charities that appear to be working towards similar causes “competing” for donations amongst the general public instead of working together towards common causes. This raises questions over whether the qualifying criteria for becoming a charity could be tightened to ensure that a new charity's exact purpose is not identical to other, pre-existing charities.

On further consideration, participants were able to identify a 'carrot and stick' approach to regulation. As well as commending charities who comply with the system of regulation it was felt that the Charity Commission should act to deter those who do not, by publicising bad practice.

***I don't know whether they do press releases and what have you but they could raise awareness of charities that they have closed down.***

Female, low trust, London

Furthermore, thinking perhaps of the way that other regulators operate, some participants suggested that the Commission carry out surprise on-site inspections. These would ensure that charities are consistently following best practice rather than simply creating the appearance of doing so by submitting the relevant paperwork to the Commission once a year. However, no consideration was given to the associated administrative cost of this.

***Like in catering, like the health inspector, they could walk in off the street like that.***

Male, high trust, London



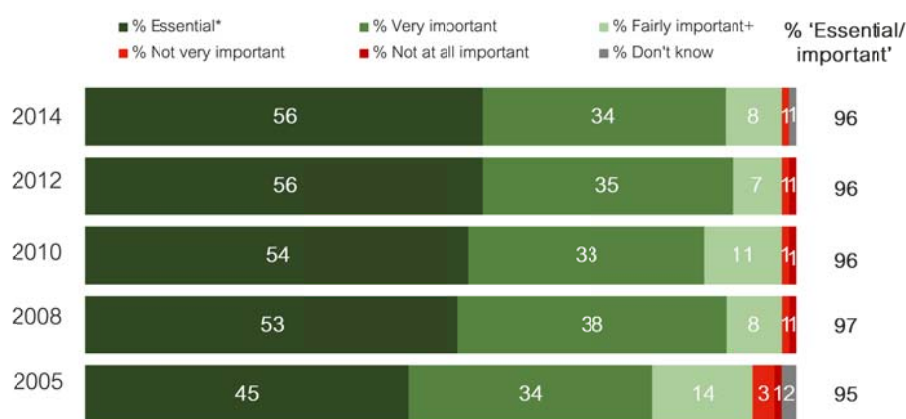
**Act faster on reporting problems. And be seen to be acting faster**

Female, mixed trust,  
Hay-on-Wye



Whilst the survey findings reveal that 55% of people have heard of the Charity Commission, there is much wider consensus on the importance of the Charity Commission's role once this is explained<sup>7</sup>. Matching the 2012 findings very closely, just over half (56%) feel its role to be essential, a further third (34%) feel it to be very important, and 8% say it is fairly important. In total, 98% feel the Charity Commission's role is important, the same percentage as 2012.

**Figure 5.5 – How important do you personally regard [the role of the Charity Commission]?**



\* Option changed to 'essential' for 2008 and 2010 from 'extremely important' in 2005

+ Option changed to 'fairly important' for 2008 and 2010 from 'quite important' in 2005

Base: Adults aged 18+ in England and Wales – 2014 (1,163); 2012 (1,142); 2010 (1,150); 2008 (1,008) and 2003 (1,001)

Source: Ipsos MORI

The discussion groups uncovered some key regional differences in terms of the types of problems that participants felt that the Commission ought to address. Participants in the London groups were particularly concerned about fraud in relation to smaller charities. They were concerned that many small 'charities' in the capital, particularly those with a relief and/or religious focus, might be sham operations. They felt there was a risk that the money raised from street cash collections was being fraudulently diverted.

***Like the guy in the pub collecting at 11 o'clock on Friday with a bucket – he could be fraudulent.***

Male, low trust, London

<sup>7</sup> Explanation given: 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.

Two participants in the Hay-on-Wye groups volunteered in charity shops; they talked about how the sale of new (as opposed to second-hand) goods annoyed other retailers in the town, and how frustrated they were that they were given sales targets. They wondered if there was more of a role for the Commission in regulating the retail side of a charity's business.

***We at the (charity name) are given a target that we have to reach every day and I don't agree with that.***

Female, mixed trust, Hay-on-Wye

### 5.3 The Commission's online presence

Of those who are aware of the Commission, one in ten (10%) have used the Charity Commission's website in the last year, a percentage unchanged from 2010. It was explained to participants that the register of charities in England and Wales is hosted on the Commission's website. Most participants were unaware of its existence but felt that it could offer the public useful information.

When participants were asked how the Charity Commission should present information about charities, many endorsed the current system, in which financial data from charities' accounts is displayed on the Commission's website in the form of graphs and pie charts. Participants were surprised, and more importantly reassured, that this information *is* currently available, and felt that publicity to promote the register itself would serve as a key driver of trust amongst the wider public.

However, despite this appetite existing, participants admitted that they would be unlikely to use the Charity Commission's website, and more likely to use charities' own websites. Therefore it may be helpful to encourage charities to draw more attention to their charity registration number on their website as a Charity Commission 'seal of approval,' along with an explanation of what it means.

In the London groups, participants talked about a Charity Commission 'kite mark' that charities could display as proof of legitimacy. This was partly due to a lack of understanding about what the registration number represented, but also a sense that it was insufficient, and there needed to be an additional mark of authenticity.

Participants felt that this might positively impact on charities' relationship with the Commission – that charities should be proud to demonstrate this kite mark as an ongoing sign of their relationship with the organisation.

***If you google a website and then you've got links to the Charity Commission then you know instantly that it's legitimate.***

Female, mixed trust, Hay-on-Wye

10%



Of those aware of the Commission have used its site in the last year, rising to 17% of those who work for a charity

## 6 Charity beneficiaries and active involvement

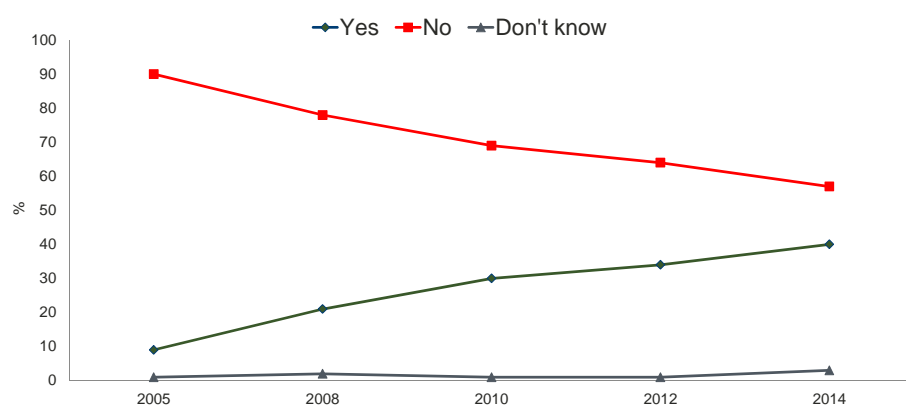
### Key findings

- Two fifths (40%) say that they, or their close family or friends, have *ever benefitted from, or used the services of, a charity*. This is a six percentage point increase from 2012.
- A similar proportion (42%) claim, when prompted, to have *used a charity's services*, and there has been a steady increase in this measure from 17% since 2005.
- 37% claim to be involved in charities in some way, though the proportion who volunteer has fallen from 26% to 22% since 2012.

### 6.1 Charity beneficiaries

Two fifths (40%) of people in England and Wales say that they, or their close family or friends, have benefitted from, or used the services of, a charity. This is a six percentage point increase from 2012, and indeed this proportion has increased steadily from 2005 when only 9% gave this response.

Figure 6.1 – Have you, or any of your close family or friends, ever benefitted from or used the services of a charity?



Base: Adults aged 18+ in England and Wales – 2014 (1,163); 2012 (1,142); 2010 (1,150); 2008 (1,008), and 2005 (1,001).

Source: Ipsos MORI

Those that have benefitted from charities, or know people who have, tend to trust them more. Only 28% of those who give a trust score of 0-4 have benefitted from charities, compared to 46% of those who give a trust score of between 8-10.



They [charities] shouldn't have to do it [provide services] but you feel very grateful that they do, because, otherwise, you know...

Female, low trust group, Hay-on-Wye

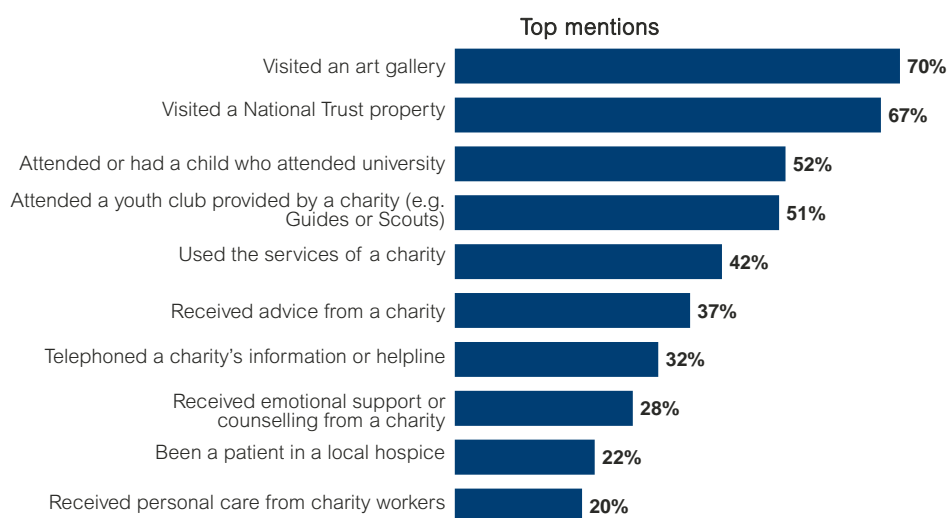


As was the case in 2012, people aged 65 or above are less likely than younger people to say that they have personally benefitted from a charity (or have close family or friends who have). One in five (30%) of those aged 65 and over say they have benefitted compared with almost half (46%) of those aged 35-44. However, in the case of those aged 65 and over, this is still an increase compared with 22% in 2012.

This overall increase may, in part, be explained by the prevalence of charities providing public services as the result of austerity measures, but it equally may be that there is less of a stigma associated with using charities, as well as a greater awareness of the role that charities play.

When prompted with a wider range of activities and services that charities might provide, and asked, *have you or your close friends ever done any of the following?* the vast majority (93%) report having benefitted personally, or having close family or friends who have. This is detailed in the following chart.

**Figure 6.2 – Have you, or any of your close friends, ever done any of the following?**

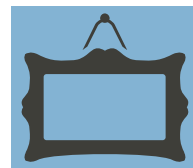


Base: 1,163 adults aged 18+ in England and Wales, 3rd – 23rd March 2014

Source: Ipsos MORI

The most common ways of benefiting from a charity's services are to have visited an art gallery or a National Trust property. These are mentioned by 70% and 67% respectively. Around half (52%) have attended university, or have a child who has, and the same proportion (51%) have attended a charity youth club.

**93%**



Of the public, when prompted, report having benefitted from the services of a charity when prompted with a diverse list of charity services

**42%**



Of the public report that they have used the services of a charity, an increase from 17% in 2005

Two in five (42%) have used the services of a charity, an increase from 37% in 2012 and a continuation of a steady increase from 17% in 2005. In the group discussions, participants referred to the recent proliferation of charities, with increasing involvement in public services, and this may explain the reported increase in their use.

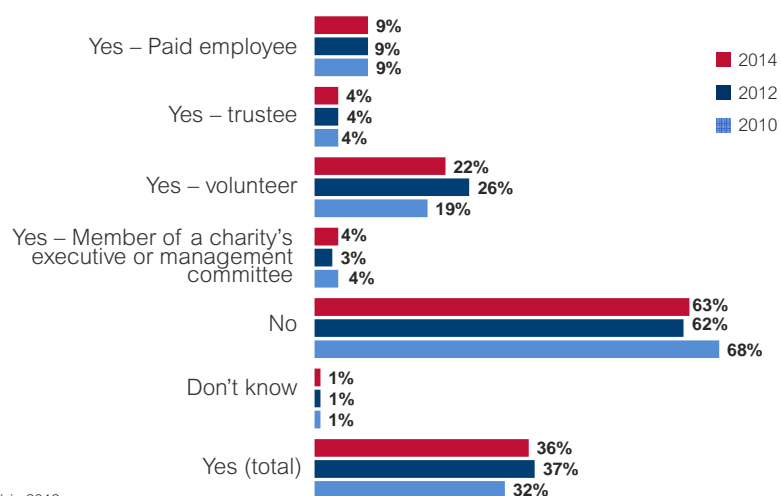
***We seem to have got a lot more charities now. I think people are finding out how hard it is to make ends meet.***

Female, low trust, Hay-on-Wye

Even when prompted with a wider list of charities and services, it is still the case that the oldest group (aged 65+) are less likely across all measures, apart from visiting an art gallery or National Trust property, to have used these services (or know someone who has).

## 6.2 Active public involvement with charities

**Figure 6.3 – 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?**



Yes other = 1% in 2012.

Base: Adults aged 18+ in England and Wales – 2014 (1,163); 2012 (1,142); 2010 (1,150); 2008 (1,008), and 2005 (1,001).

Source: Ipsos MORI

Over a third (36%) say that they, or a member of their close circle of family or friends, work for a charity in one of the stated ways, closely matching the 2012 percentage (37%). Women are more likely than men to be involved (42% compared to 30%). As was the case in 2012, those in social grade AB are also more likely to be involved than those in social grade DE (42% compared to 28%).

Interestingly, the proportion that claim to volunteer has fallen significantly, from 26% to 22%.

# Appendix 1

## Social Grade classification

Social Grade coding (rather than Standard Occupational Classification coding) was conducted for both the main and boost surveys. Social grade is a classification system based on occupation and it enables a household and all its members to be classified according to the occupation of the Chief Income Earner (CIE).

A number of questions need to be asked in the interview in order to assign social grade accurately. The interviewer probes the respondent for information about the occupation of the CIE, the type of organisation he or she works for, the job actually done, the job title/rank/grade, and whether the CIE is self-employed. Also relevant are details of the number of people working at the place of employment and whether the CIE manages other staff, together with confirmation of qualifications. Back-checking of social grade classifications was undertaken by the research team for a sample of cases. The social grade definitions are shown in Table 0.1.

Table 0.1 – social Grade definitions

Grade	Definition
A	Higher managerial, administrative or professional
B	Intermediate managerial, administrative or professional
C1	Supervisory or clerical and junior managerial, administrative or professional
C2	Skilled manual workers
D	Semi and unskilled manual workers

Source: National Readership Survey

# Appendix 2

## The Key driver analysis explained

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.

A good example of this working in practice is in the context of staff satisfaction surveys. Employees often cite pay as most important to them when asked directly, but KDA can reveal that other factors, such as finding their day-to-day work interesting and varied, are in fact more strongly associated with overall job satisfaction.



# Appendix 3

## Public Trust and Confidence in Charities Topline Results – Final 3 April 2014

1,163 respondents aged 18 and over across England and Wales

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

Results based on all respondents unless otherwise stated.

Results are weighted to the known population profile of England and Wales. All bases reflect the *unweighted* number of responses.

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 2005, 2008, 2010, 2012 has been included

Fieldwork was conducted between 3-23<sup>rd</sup> March 2014. Results for 2014 are based on all (1,163) unless otherwise stated.

Fieldwork for the 2012 survey was conducted between 4 and 21 May 2012. Results for 2010 are based on all (1,142) unless otherwise stated.

Fieldwork for the 2010 survey was conducted between 7 and 17 May 2010. Results for 2010 are based on all (1,150) unless otherwise stated.

Fieldwork for the 2008 survey was conducted between 8 and 24 February 2008. Results for 2008 are based on all (1,008) unless otherwise stated.

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	Mean
<b>2014</b>	%	1	1	2	3	4	15	13	21	24	8	6	1	6.65
<b>2012</b>	%	2	*	2	3	3	16	13	23	23	8	6	2	6.68
<b>2010</b>	%	1	1	2	4	4	17	10	19	26	9	5	1	6.64
<b>2008</b>	%	1	1	2	3	4	18	11	22	22	8	6	1	6.56
<b>2005</b>	%	3	1	3	3	5	23	10	19	20	5	6	3	6.27

## 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	Make independent decisions, to further the cause they work for	2005	%	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
		2008	%	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
		2010	%	1	1	2	2	3	17	12	19	24	8	7
		2012	%	2	1	2	2	4	14	13	20	22	9	6
		2014	%	1	1	2	4	5	15	13	19	23	8	6
B	Ensure that a reasonable proportion of donations make it to the end cause	2005	%	2	1	5	7	7	19	12	18	14	6	5
		2008	%	2	2	3	7	7	18	15	20	15	5	5
		2010	%	1	2	4	5	8	15	14	21	18	6	5
		2012	%	2	1	4	5	7	17	16	17	17	7	5
		2014	%	2	2	4	5	6	17	14	20	16	5	6
C	Ensure that its fundraisers are honest and ethical	2005	%	2	*	2	3	5	17	13	19	20	6	8
		2008	%	1	1	1	3	6	15	12	21	23	8	7
		2010	%	1	1	2	2	4	16	12	18	24	10	8
		2012	%	2	*	2	2	4	13	15	20	22	10	7
		2014	%	1	1	3	2	5	14	14	20	22	9	8
D	Be well managed	2005	%	1	1	3	4	7	21	13	17	18	4	6
		2008	%	1	1	2	4	5	18	15	21	19	6	5
		2010	%	1	1	3	3	5	15	14	21	22	7	6
		2012	%	2	1	1	4	5	14	15	25	20	7	5
		2014	%	2	1	2	4	6	15	15	21	19	7	7
E	Make a positive difference to the cause they are working for	2005	%	1	*	1	4	3	14	11	17	23	11	11
		2008	%	1	1	2	3	4	13	11	22	22	11	9
		2010	%	1	1	2	2	3	15	8	18	24	15	10
		2012	%	1	1	1	2	4	8	9	20	28	13	12
		2014	%	1	*	2	3	4	11	11	17	24	13	12

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	2008	2010	2012	2014
	%	%	%	%	%
Ensure that a reasonable proportion of donations make it to the end cause	30	32	42	43	49
Make a positive difference to the cause they are working for	27	35	31	31	25
Ensure that its fundraisers are honest and ethical	11	8	15	13	11
Be well managed	9	5	8	9	9
Make independent decisions, to further the cause they work for	n/a	n/a	3	3	3
Don't know	3	2	1	1	3

ASK ALL

Q3b. Overall, how effectively do you think charities are regulated in England and Wales?

SINGLE CODE ONLY

	%
Very effectively	14
Fairly effectively	54
Not very effectively	16
Not at all effectively	4
Don't know	12

## 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**  
 TOP MENTIONS ONLY – 1% OR MORE (2014)

	2005 %	2008 %	2010 %	2012 %	2014 %
<b>Charities by name</b>					
Cancer Research UK	12	15	12	12	13
Macmillan Cancer Support	1	6	3	4	6
Oxfam	6	9	4	6	5
British Heart Foundation	3	4	5	5	5
British Red Cross	4	4	3	5	5
NSPCC	4	9	6	4	5
RSPCA	2	6	3	3	3
The Salvation Army	2	2	2	3	3
Save the Children	2	3	1	3	2
RNLI	1	4	2	2	2
Marie Curie	-	2	1	1	2
Air ambulance	1	1	1	1	2
Barnardo's	*	2	1	2	1
Christian Aid	1	2	1	2	1
Unicef	1	1	1	1	1
Guide Dogs for the Blind	*	1	1	1	1
ChildLine	1	2	1	1	1
Breakthrough Breast Cancer	*	1	1	1	1
Alzheimer's Society	*	*	*	1	1
WaterAid	*	*	*	1	1
WWF	*	1	1	1	1
Medicine Sans Frontiers					1
<b>Type of charity Mentioned</b>					
Health-related charities	2	2	4	6	8
Local charities	3	5	3	6	7
Well-known charities	1	4	4	5	6
Big charities	3	2	2	3	5
Animal charities	3	4	4	6	4
Small charities	*	2	2	3	4
Children's charities	3	3	2	4	3
Hospital/hospice charities	N/A	N/A	1	3	2
Religious charities	2	3	2	2	2
Armed Forces charities/Help for Heroes	-	-	1	2	2
UK/British based charities	N/A	N/A	1	1	2
International charities	2	1	1	1	2
Cancer charities	3	2	2	2	1
Charities that alleviate hardship	*	1	1	1	1
Don't know/None	50	34	39	36	31

*Plus 'other' responses – not shown (responses of less than 1%)*

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

TOP MENTIONS ONLY – 2% OR MORE

	2005	2008	2010	2012	2014
Base: All who mention a charity/charity type	(725)	(678)	(702)	(742)	(808)
	%	%	%	%	%
Because I have seen/experienced what they do	27	38	39	38	34
Because I believe in the cause/what they are trying to do	25	30	25	31	26
Because they have a good reputation†	-	24	21	27	23
Because they are well-known†	-	23	21	20	20
Because they do an important job	11	15	7	17	9
Because I have heard (lots) about them	6	10	9	13	13
Because they are set up for the public good	6	10	8	9	10
Because they are regulated	8	6	5	9	6
Because they are big	5	9	6	8	6
Because they are local	2	7	5	8	8
Because they are small	-	2	2	4	3
Because they are national	4	6	4	3	3
Because a public figure is associated with them	3	2	1	2	2
<b>New codes raised in 2008</b>					
The money they raise goes to the end cause/where it's meant to	N/A	7	2	6	11
Transparency/openness/visibility	N/A	4	2	4	4
Well managed/organised/professional organisation	N/A	4	2	4	3
I know someone who works/I work/have worked for/with them	N/A	3	2	3	3
Well established/been around a long time	N/A	3	1	3	2
Communicate well/provide feedback/updates	N/A	1	1	2	3
They make a difference/improvement to people's lives	N/A	4	1	2	3
High profile through advertising/media	N/A	4	1	2	2
<b>New codes raised in 2012</b>					
I like the cause of the charity	N/A	N/A	N/A	2	4
<b>New codes raised in 2014</b>					
Strong ethical stance	N/A	1	1	N/A	2
They are accountable	N/A	N/A	1	N/A	2
Focus on specific line of activity	N/A	*	*	N/A	2

*Plus 'other' responses – not shown (responses less than 2%)*

† 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.

TOP MENTIONS ONLY – 1% OR MORE (2014)

	2005 %	2008 %	2010 %	2012 %	2014 %
<b>Charities by name</b>					
Oxfam	3	4	3	3	4
RSPCA	1	1	1	1	3
Cancer Research UK	1	1	*	1	1
Save the Children	*	1	*	1	1
WaterAid	*	*	*	*	1*
<b>Charities by type</b>					
International charities	2	7	5	5	10
Small charities	2	3	3	3	4
Animal charities	1	3	3	3	4
Big charities	1	2	1	3	3
Door to door collections/charities†	N/A	2	1	1	3
Clothing charities	N/A	1	1	3	2
Foreign/abroad/overseas charities	N/A	N/A	2	3	2
Charities that come up to you in the street/other public places†	N/A	2	1	3	2
Religious charities	1	1	1	1	2
Less well known charities	-	3	1	1	2
Charities I haven't heard of	N/A	N/A	1	1	2
Political charities	-	-	-	1	1
Children's charities	N/A	*	1	1	1
Health-related charities	*	*	1	1	1
Ones that I haven't heard of	-	-	-	-	2
Charities that don't have an exact cause/clear objectives/unethical/utilise money unwisely	-	-	-	-	1
New Charities	-	-	-	-	1
Muslim/Islamic Charities	-	-	-	-	1
Charities that alleviate hardship	-	-	-	-	1
Charities that advertise on TV	-	-	-	-	1
Charities that cold call	-	-	-	-	1
Schools/schools that have charities	-	-	-	-	1
None/NA/Don't know	80	60	65	57	50

*Plus 'other' responses – not shown, inc.. responses of less than 1%)*

† Combined as street/door collection in 2005 (3%)

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

TOP MENTIONS ONLY – 1% OR MORE (2014)

	2005 (214) %	2008 (419) %	2010 (409) %	2012 (493) %	2014 (601) %
Base: All who mention a charity/charity type					
Because I don't know how they spend their money	31	30	35	36	35
Because I have heard bad stories about them	20	21	18	21	20
Because they use fundraising techniques I don't like	16	14	9	14	16
Because I don't know them/ haven't heard of them	12	12	13	11	13
Because they don't work for the public good	6	6	5	7	6
Because they are big	2	2	3	3	2
Because they are international	1	4	2	3	5
Because they are small	1	2	1	1	3
<b>New codes raised in 2008</b>					
Money lost through corruption/open to abuse/doesn't get to end cause	N/A	12	6	11	10
They waste money/Don't like the way they spend their money	13	3	2	3	8
Mistrust their motives	N/A	10	3	3	4
They don't seem to make a difference/cannot see the improvement	N/A	3	2	2	4
Don't seem genuine	N/A	*	*	2	3
Due to personal experience	N/A	2	2	4	2
They take a political slant	N/A	1	*	3	2
Badly managed/Mismanagement	N/A	3	2	2	2
Not well regulated	N/A	1	2	1	2
They are less well known	N/A	3	1	1	2
Run too much like a business	N/A	1	*	1	2
Don't believe in their cause	N/A	*	*	3	1
Large administration costs	N/A	2	1	2	1
Unethical	N/A	2	1	1	1
Charity shouldn't be about religion/mistrust religious charities	N/A	1	1	1	1
Too much money goes on advertising	N/A	1	1	1	1
<b>New codes raised in 2010</b>					
They aren't transparent/can't check on them	N/A	N/A	*	2	3
They are not accountable	N/A	N/A	1	1	1
<b>New codes raised in 2012</b>					
CEOs/Executives getting paid too much/big bonuses	N/A	N/A	N/A	2	2
They're doing it for the wrong reasons/run it for tax purposes/to claim from government	N/A	N/A	N/A	4	1
Too many of them	N/A	N/A	N/A	1	1
Prefer to donate to a different/human charity	N/A	N/A	N/A	1	1
Don't know/no answer	6	3	2	2	1

*Plus 'other' responses – not shown, (inc. responses of less than 1%)*

## TRUST AND ATTITUDES

2008, 2010 AND 2012 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	
A	I trust big charities more than smaller ones	2008	%	15	23	10	32	19	1
		2010	%	17	20	14	31	16	1
		2012	%	15	22	14	27	20	2
		2014	%	15	20	14	29	20	2
B	I trust charities more if I have heard of them	2008	%	44	41	4	8	4	*
		2010	%	44	39	5	8	4	*
		2012	%	44	38	6	7	5	1
		2014	%	44	37	6	8	4	1
C	I trust charities more if they have well-known people as patrons	2008	%	15	26	10	33	14	1
		2010	%	16	24	18	27	14	1
		2012	%	16	23	17	26	16	1
		2014	%	16	21	16	26	18	2
D	I trust charities more if they are providing services within my local community	2008	%	30	29	11	20	8	1
		2010	%	26	31	17	18	7	1
		2012	%	31	28	14	17	7	2
		2014	%	31	27	15	16	9	2
E	I trust charities to work independently	2008	%	N/A	N/A	N/A	N/A	N/A	N/A
		2010	%	20	49	15	10	4	2
		2012	%	17	47	14	12	5	5
		2014	%	18	43	14	13	6	5
F	I feel confident donating to a charity even if I haven't heard of them, if it's going to a good cause	2008	%	9	20	6	32	32	1
		2010	%	9	21	8	32	28	1
		2012	%	9	20	9	34	27	1
		2014	%	10	21	10	29	29	2



			Strongly agree	Tend to agree	Neither agree nor disagree	Tend to disagree	Strongly disagree	Don't know/ No opinion	
G	Charities are regulated and controlled to ensure that they are working for the public benefit	2008	%	20	44	10	14	6	7
		2010	%	22	46	12	11	5	4
		2012	%	20	44	12	12	6	6
		2014	%	17	43	15	13	6	6
H	I know very little about how charities are run and managed	2008	%	22	36	7	21	11	2
		2010	%	20	37	9	21	13	1
		2012	%	21	35	8	22	12	2
		2014	%	21	35	10	20	12	2
I	Charities spend too much of their funds on salaries and administration	2008	%	31	28	11	16	6	8
		2010	%	30	27	16	15	6	6
		2012	%	32	27	14	14	5	9
		2014	%	32	26	14	14	6	8
J	Most charities are trustworthy and act in the public interest	2008	%	21	55	7	11	6	2
		2010	%	20	55	10	8	5	1
		2012	%	21	53	10	8	6	2
		2014	%	19	52	11	12	4	2
K	Some of the fundraising methods used by charities make me uncomfortable	2008	%	N/A	N/A	N/A	N/A	N/A	N/A
		2010	%	27	33	9	19	10	2
		2012	%	36	32	7	15	10	1
		2014	%	36	30	8	13	10	2

## TRUST AND IMPORTANCE

ASK ALL

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

SINGLE CODE ONLY

	2005	2008	2010	2012	2014
	%	%	%	%	%
Essential†	29	32	30	37	37
Very important	34	40	37	39	38
Fairly important†	32	24	29	20	21
Not very important	3	3	3	2	2
Not at all important	1	*	1	1	1
Don't know	1	*	*	1	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.

Q8-9 NOT ASKED FROM 2010

## 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?/ Have you, or any of your close family or friends, ever benefitted from or used the services of a charity? SINGLE CODE ONLY

	2005	2008	2010	2012	2014
	%	%	%	%	%
Yes	9	21	30	34	40
No	90	78	69	64	57
Don't know	1	2	1	1	3

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

TOP MENTIONS ONLY – 2% OR MORE (2010)

	2005 %	2008 %	2010 %	2012 %	2014 %
Visited an art gallery	51	60	68	73	70
Visited a National Trust property	47	61	70	71	67
Attended or had a child who attended university	N/A	N/A	44	46	52
Attended a youth club provided by a charity – for example Girl Guides, Scouts or Girls or Boys Brigade	N/A	N/A	51	52	51
Used the services of a charity	17	23	33	37	42
Received advice from a charity	16	26	31	37	37
Received financial help from a charity	4	8	8	11	12
Telephoned a charity's information or helpline	N/A	N/A	27	30	32
Received emotional support or counselling from a charity	N/A	N/A	21	26	28
Been a patient in a local hospice	15	16	19	22	22
Received personal care from charity workers	8	12	16	20	20
Benefitted from a charity in any† other way	N/A	N/A	2	2	3
Support / help with health / illnesses / medical treatment	N/A	N/A	1	2	2
Gained pleasure from helping / being a volunteer	N/A	N/A	1	2	2
None of these/Don't know†	27	17	7	8	7

† 'Other specify' option added in 2010 – therefore the none/don't know figures are not comparable (new codes have also been created from 'other specify', but only responses of 2% or more are shown)

ASK ALL

Q10C. **Over the past two years, has your trust and confidence in charities increased, decreased or stayed the same? SINGLE CODE**

	2010 %	2012 %	2014 %
Increased	7	9	10
Decreased	11	16	18
Stayed the same	81	75	71
Don't know	*	*	1

ASK THOSE WHO SAID INCREASED (CODE 1) AT Q10C

Q10D. **Why do you think your trust and confidence in charities has increased? THEN PROMPT (UNLESS RESPONDENT SAYS DON'T KNOW) And has anything else influenced this change? MULTICODE OK.**

	2010 (90) %	2012 (96) %	2014 (107) %
Base: all who say their trust has increased			
Using/experiencing a charity's services directly	34	38	24
Began volunteering or working for a charity	17	15	18
Media stories about a charity/charities (generally)	10	17	16
Someone I know using/experiencing a charity's services	13	13	13
Media coverage about how charities spend donations – e.g. expenses claims, bonuses etc	10	8	9
Doing a good job/what they are supposed to do	6	6	6
Good research/information/updates	N/A	N/A	6
Knowing more about them – e.g. staff, different charities	8	7	5
They do well with less funding	N/A	N/A	3
Don't know	2	5	1

CAUTION: SMALL BASE SIZE (<100) – INDICATIVE ONLY. Plus 'other' responses – not shown, (inc.responses of less than 3%)

ASK THOSE WHO SAID DECREASED (CODE 2) AT Q10C

**Q10E. Why do you think your trust and confidence in charities has decreased?**  
**THEN PROMPT (UNLESS RESPONDENT SAYS DON'T KNOW) And has anything else**  
**influenced this change? MULTICODE OK.**

	2010	2012	2014
Base: all who say their trust has decreased	(127)	(179)	(209)
	%	%	%
Media coverage about how charities spend donations – e.g. expenses claims, bonuses etc	28	22	22
Don't trust them/I distrust/don't know where the money goes/waste a lot of money	9	16	22
Media stories about a charity/charities (generally)	24	18	21
They use pressurising techniques/I receive a lot of post from charities	6	8	14
The expenses scandal (generally)	21	7	12
Using/experiencing a charity's services directly	11	8	10
Too much money is spent on advertising/wages/administration	-	3	7
Too many of them now	4	9	6
Someone I know using/experiencing a charity's services	5	5	6
Not enough information/charity not well known	NA	NA	4
Media coverage about private schools being classed as charities	1	1	4
Began volunteering or working for a charity	2	5	3
They need to be become more efficient/better run/organised	1	3	3
Don't know if charity bags are a charity/don't think the money goes to the cause	2	2	3
Don't know	1	1	1

*Plus 'other' responses – not shown, (inc.responses of less than 3%)*

## 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

	2005	2008	2010	2012	2014
	%	%	%	%	%
Yes - Paid employee	6	8	9	9	9
Yes - Trustee	3	5	4	4	4
Yes - Volunteer	21	24	19	26	22
Yes - Member of a charity's executive or management committee	2	4	4	3	4
Yes – other [specify]	*	1	*	1	1
No	72	63	68	62	63
Don't know/No answer	1	1	*	*	1

Q12 NOT ASKED SINCE 2010

## TRUST AND CHARITY COMMISSION

ASK ALL

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

	2005	2008	2010	2012	2014
	%	%	%	%	%
Yes	46	54	53	55	55
No	54	45	47	44	44
Don't know	0	1	*	1	1

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

	2005	2008	2010	2012	2014
Base: all who have heard of the Charity Commission	(460)	(540)	(622)	(638)	(669)
	%	%	%	%	%
Very well	7	6	6	7	7
Fairly well†	17	24	26	26	24
Not very well	50	43	47	47	47
Not at all well	25	27	21	20	21
Don't know	0	*	*	*	1

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

Q13C. **On a scale of 0-10 where 10 means you trust it completely and 0 means you don't trust it at all, how much trust and confidence do you have in the Charity Commission? (669)**

	0 Have no trust and confidence in it	1	2	3	4	5	6	7	8	9	10 Have complete trust and confidence in it	DK	Mean
2014	1	1	2	3	5	28	11	16	15	5	3	10	6.05

## Q13D. Why do you say that? (Base = 669)

	%
Don't know enough about them/who they are/what they do	41
They're doing a good job/working/regulating effectively	11
They regulate charities ineffectively/do a bad job	10
It is a regulatory body/check up on charities	7
Trust issues/untrustworthy/don't know how money is used/money going to end cause	6
Trustworthy	4
Lack of resources/power	4
Lack of transparency/visibility/accountability	4
Too much bureaucracy/admin/detached thinking	3
Previous experience/have worked with/for them	3
Heard good things/nothing bad/positive media stories	2
I know them/positive past experience	2
Heard/seen bad things/negative media	2
Always room for improvement/everyone has weaknesses	2
Issues surrounding what should or should not be a charity	2
Too much money being paid out in salaries/should be voluntary work	2
Politically motivated/government backed body	2
Because of the information I've heard about them	2
My opinion/how I feel	2
Accountable	1
Good advice given	1
It is well managed/run	1
Well known/good reputation	1
Poor management/not well run	1
Should have greater regulation over charity financial efficiency	*
Other positive comments	1
Other negative comments	1
Other	3
Don't know	2
No Answer	*
None	1

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	2010	2012	2014
	%	%	%	%	%
Essential†	45	53	54	56	56
Very important	34	38	33	35	34
Fairly important†	14	8	11	7	8
Not very important	3	1	1	1	1
Not at all important	1	1	1	1	*
Don't know	2	*	*	*	1

† 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.

Q14B, C, D AND E NOT ASKED IN 2012

ASK OF ALL AWARE OF THE CHARITY COMMISSION AT Q13A (CODE 1). OTHERS GO TO Q15

**Q14F. Have you used the Charity Commission's website in the past year?**

SINGLE CODE ONLY

	2010	2012	2014
	(622)	(638)	(669)
	%	%	%
Base: all who have heard of the charity commission			
Yes	11	11	10
No	89	88	90
Don't know	*	*	-



ASK ALL

**Q14G 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. SINGLE CODE ONLY

			Strongly agree	Tend to agree	Neither agree nor disagree	Tend to disagree	Strongly disagree	DK/ No opinion
Charities are effective at bringing about social change	2008	%	20	51	11	12	4	2
	2010	%	22	50	11	10	4	2
	2012	%	24	45	12	11	4	3
	2014	%	27	46	12	9	3	3
Charities are unprofessional (not asked in 2014)	2008	%	2	8	7	50	30	2
	2010	%	4	8	8	42	35	2
	2012	%	N/A	N/A	N/A	N/A	N/A	N/A
	2014	%	-	-	-	-	-	-
It is crucial that charities demonstrate how they benefit the public	2008	%	N/A	N/A	N/A	N/A	N/A	N/A
	2010	%	58	35	2	3	1	1
	2012	%	63	31	2	2	1	1
	2014	%	65	29	2	2	1	1
It is important to me that charities explain in a published annual report what they have actually achieved	2008	%	59	30	3	5	1	1
	2010	%	60	28	4	5	2	1
	2012	%	66	24	3	5	2	*
	2014	%	65	25	4	4	1	1
It is important to me that charities provide the public with information about how they spend their money	2008	%	74	22	1	1	1	*
	2010	%	73	22	1	2	1	*
	2012	%	76	20	1	2	1	*
	2014	%	78	18	1	1	*	1
Charities provide society with something unique	2008	%	N/A	N/A	N/A	N/A	N/A	N/A
	2010	%	38	44	8	6	2	1
	2012	%	38	39	8	9	3	2
	2014	%	41	39	8	7	2	2

## TRUST IN OTHER ORGANISATIONS

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 compl- etely	DK
A	Private companies	2008	%	4	3	5	7	12	28	17	14	5	1	1	
		2010	%	3	2	2	5	10	30	19	16	8	1	1	2
		2012	%	3	1	5	6	10	29	19	18	6	1	1	3
		2014	%	2	2	4	6	10	27	19	19	8	1	1	3
B	Newspapers	2008	%	9	6	12	13	16	22	11	6	3	*	1	1
		2010	%	9	6	9	13	17	23	11	7	3	1	1	*
		2012	%	8	6	11	12	17	21	9	9	2	1	1	2
		2014	%	8	6	11	11	15	22	11	8	3	1	1	2
C	Social services	2008	%	3	2	4	6	6	18	17	19	15	5	4	1
		2010	%	4	1	3	4	8	20	15	20	16	4	3	2
		2012	%	2	1	3	4	6	19	15	21	16	6	4	2
		2014	%	2	2	2	4	7	18	15	22	17	4	4	3
D	MPs	2008	%	11	7	10	10	13	19	13	10	5	1	1	*
		2010	%	11	7	11	13	11	19	12	9	4	1	1	*
		2012	%	11	6	10	10	15	19	12	9	4	1	1	1
		2014	%	11	6	10	9	15	18	13	10	4	1	1	2

E	Government Ministers	2008	%	12	6	13	10	13	18	12	9	4	1	1	1
		2010	%	11	7	11	13	11	20	12	9	4	1	1	1
		2012	%	13	7	10	12	13	19	12	8	4	1	1	1
		2014	%	11	7	10	10	14	18	11	10	4	1	1	2
F	Your local Council	2008	%	6	5	7	8	12	21	13	16	8	2	2	1
		2010	%	7	5	7	9	10	22	15	12	9	2	2	1
		2012	%	7	3	6	6	11	21	15	14	9	3	2	1
		2014	%	5	4	5	9	10	18	17	15	11	2	2	1
G	Banks	2008	%	5	3	5	7	10	18	14	15	15	5	4	*
		2010	%	6	5	6	8	12	19	13	12	11	4	3	*
		2012	%	7	3	6	9	10	18	14	16	8	3	3	1
		2014	%	7	4	7	8	9	19	13	12	11	5	4	1
H	Doctors	2008	%	1	*	1	2	2	8	9	16	28	18	14	*
		2010	%	1	*	1	1	2	8	8	15	32	19	14	-
		2012	%	1	*	*	1	2	7	9	18	29	18	13	*
		2014	%	1	*	1	2	2	7	8	18	28	19	13	1
I	Police	2008	%	2	1	2	3	4	11	12	18	24	15	10	*
		2010	%	1	1	2	3	3	11	12	18	26	15	9	*
		2012	%	1	1	1	1	4	10	11	20	26	12	11	*
		2014	%	1	1	2	2	4	10	11	21	25	12	9	1
J	Ordinary man/woman in the street	2008	%	4	2	4	5	6	29	13	18	12	4	2	2
		2010	%	4	2	3	4	5	31	16	19	13	2	1	1
		2012	%	3	1	3	4	6	26	15	20	14	4	2	2
		2014	%	3	2	3	5	5	21	15	23	14	3	3	3

## TRUST AND SERVICE PROVISION

Q15B FROM 2012 NOT ASKED IN 2014

ASK ALL

**Q16** And which of these do you think would be best at each of the following, or does it make no difference...?

IF NECESSARY REPEAT OPTIONS: CHARITIES, PRIVATE COMPANIES AND PUBLIC AUTHORITIES OR NO DIFFERENCE  
READ OUT. ROTATE ORDER

		Charities		Private companies		Public authorities		Makes no difference		Don't know	
		2010	2012	2010	2012	2010	2012	2010	2012	2010	2012
Providing a high quality service	%	12	13	25	26	24	24	35	32	4	4
Providing a professional service	%	6	7	32	29	25	27	35	33	2	5
Providing the best value for money	%	18	22	24	19	25	27	29	27	4	6
Being open and accountable, for example to service users and regulators	%	17	20	11	8	34	33	33	31	5	7
A caring approach	%	40	47	6	4	21	19	30	26	3	4

		Charities	Private companies	Public authorities	Makes no difference	Don't know
		2014	2014	2014	2014	2014
Providing a high quality service	%	15	20	27	30	7
Providing a professional service	%	9	23	29	33	6
Providing the best value for money	%	20	19	25	28	8
Being open and accountable, for example to service users and regulators	%	21	8	30	32	9
A caring approach	%	44	5	21	24	5

ASK ALL

**Q17** Thinking generally, if you or your family needed support from a public service, would you be more or less confident if the service was provided by a charity than another type of service provider, or would it make no difference?

IF MORE OR LESS THEN ASK: **Is that much or a little more/less?**  
SINGLE CODE

	2010	2012	2014
	%	%	%
Much more confident	6	10	7
A little more confident	13	15	13
No difference	73	65	70
Slightly less confident	5	5	4
Much less confident	2	3	2
Don't know	1	2	4

**DEMOGRAPHICS 2014 – ASK ALL****UNWEIGHTED DATA****Gender**

	%
Male	43
Female	57

**Age**

	%
18-24	10
25-34	15
35-44	17
45-54	18
55-64	16
65+	22

**Working Status of Respondent:**

	%
Working - Full time (30+ hrs)	42
- Part-time (9-29 hrs)	15
Unemployed	4
Not working - retired	26
- looking after house/children	4
- invalid/disabled	2
Student	4
Other	2

**Class**

	%
AB	26
C1	30
C2	17
DE	21

**Respondent is:**

	%
Chief Income Earner	63
Not Chief Income Earner	37

**What is your ethnic group?****SINGLE CODE ONLY**

	%
<b>WHITE</b>	88
British	84
Irish	1
Any other white background	4
<b>MIXED</b>	2
White and Black Caribbean	1
White and Black African	*
White and Asian	*
Any other mixed background	*
<b>ASIAN OR ASIAN BRITISH</b>	5
Indian	2
Pakistani	1
Bangladeshi	1
Any other Asian background	1
<b>BLACK OR BLACK BRITISH</b>	2
Caribbean	1
African	1
Any other black background	*
<b>Arab OR OTHER ETHNIC GROUP</b>	1
Refused	2

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The Social Research Institute works closely with national governments, local public services and the not-for-profit sector. Its c.200 research staff focus on public service and policy issues. Each has expertise in a particular part of the public sector, ensuring we have a detailed understanding of specific sectors and policy challenges. This, combined with our methodological and communications expertise, helps ensure that our research makes a difference for decision makers and communities.