

# Public trust and confidence in charities

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

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# Introduction

This report presents the findings of the 2010 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 Draft Charities Bill (now the Charities Act 2006), which proposed a new statutory objective for the Charity Commission to increase public trust and confidence in charities. The study was repeated in 2008 to track progress towards this aim. This wave of research again monitors progress on this measure as well as other key questions. It also covers new areas of interest, including trust in charities to provide various public services.

The main **objectives** of the 2010 research are to:

- Investigate public trust, confidence and general attitudes towards charities in 2010 (and change since 2005 and 2008 where applicable), including:
  - overall trust and confidence in charities;
  - trust in specific aspects of charities' performance;
  - factors affecting trust in charities;
  - general perceptions of charities;
  - trust in charities to provide public services;
  - awareness and understanding of the Charity Commission's role; and
  - level of involvement with, and benefit from, charities.
- Explore the key drivers for overall trust, updating the key driver findings from the 2008 research.
- 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, key public institutions, and politicians.

## Methodology

### Quantitative Methodology

A representative **survey of 1,150 adults aged 18+ in England and Wales was conducted by telephone**. Interviewing was conducted between 7 and 17 May 2010.

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

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

- gender;
- age;
- socio-economic group;
- working status;
- region; and
- ethnicity.

The sample size was 'boosted' to at least 100 respondents in regions which otherwise would have contained fewer than 100 respondents (in a 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.

### Qualitative Methodology

In addition to the quantitative survey, ten in-depth interviews were conducted over the telephone from 17 May – 1 June 2010. This was to allow us to explore some of the issues in greater depth; to add context and understanding to the quantitative data.

As part of the survey, participants were asked whether they would mind being re-contacted to take part in further research on this project. Those who were happy to be re-contacted formed the sample for the recruitment for the qualitative depth interviews.

Loose quotas were set, based on responses to particular survey questions, including:

- **trust in charities:** five with higher trust (6-10); five with lower trust (0-4) (Q1);
- **positive/negative effects of Charity Commission:** at least two who have noticed a positive effect (answer Yes at Q14B); at least two who have noticed a negative effect (answer Yes at Q14D)<sup>1</sup>; and
- **level of familiarity with the Charity Commission:** at least two who know the Charity Commission fairly/very well; at least two who know the Charity Commission not very/not at all well (Q13B).

Participants were recruited using Ipsos MORI's in-house qualitative recruitment specialists.

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<sup>1</sup> It was only possible to recruit one person who had noticed a negative effect of the Charity Commission, due to the overall proportion reporting this in the survey being low (only three percent of those who have heard of the Charity Commission).

## Reporting

The results reported and presented graphically in this report are based on the 1,150 representative interviews with adults 18+ 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 the 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 bear in mind that the research deals with perceptions rather than facts (though perceptions *are* facts to those that hold them).

Throughout this report, the qualitative findings are clearly differentiated from the quantitative findings using coloured boxes. 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 participants.

# Executive Summary

## Overall trust and confidence in charities

Public trust and confidence in charities remains high. Charities are still the third most trusted group, just behind doctors and the police and ahead of social services, local authorities and private companies. Overall trust and confidence in charities remains in line with the 2008 survey (mean 6.6 for both waves) and there has been a slight positive change in that the proportion of people reporting *high trust* has increased by five percentage points (from 36% to 41% giving a score of 8-10).

The most noticeable change to public attitudes to charities relates to the factors that affect their level of trust. While in 2008 the most important factor influencing trust was a charity's ability to make a positive difference to the cause they work for (35%), in 2010, the most important factor is that charities ensure a reasonable proportion of donations get to the end cause (42%). The importance of the ways in which charities spend their donations is underlined by the finding that, compared to all the key aspects of charities' work asked about, the public have the lowest level of trust in charities to ensure their money goes to the end cause (mean of 6.2).

Personal experience of and familiarity with charities remain important factors relating to trust. Among those saying that their trust and confidence in charities has increased in the last two years, most link this to having had personal experience of a charity's work, either as a service user or a volunteer/ charity employee.<sup>2</sup>

Of the 11% of people who say their trust and confidence in charities has declined over the past two years, the most common reason for this is negative media coverage about the ways in which charities spend donations (28%).

Independence is also more important than might be indicated by an initial overview of the findings. Key Drivers Analysis of the findings – see page 46 - shows that faith in charities to make 'independent decisions to further the cause they work for' is strongly associated with overall trust even though only three percent say it is the quality *most* important to their overall trust and confidence in charities, when asked to rank this against other attributes.

Analysis of those surveyed shows that younger people (those aged 18-44) and those in higher socio-economic groupings (AB) have higher trust in charities, both overall and in specific aspects of their work.<sup>3</sup> Older people (aged 65+) are more likely to find that the fundraising methods used by charities make them uncomfortable and believe that charities spend too much on salaries and administration. Gender is also linked to trust and confidence overall, with women reporting higher overall levels of trust and confidence in charities than men (mean 6.8 vs. 6.5).

People place high importance on accounting and reporting. The vast majority of people (94%) say they believe it is crucial that charities should demonstrate their benefit to the public and 96% say it is important to them that charities provide information about how they spend their money. Approaching nine in ten (89%) also say that it is important to them that charities explain in a published report what they have actually achieved.

<sup>2</sup> Small base size (90). This finding should be treated as indicative only.

<sup>3</sup> See <http://www.nrs.co.uk/lifestyle.html> for definition of social grades used

## Charity beneficiaries

Some people are beneficiaries of a charity without being aware of this, often because they do not know that organisations they come into contact with have charitable status. One in three (30%) say they have benefitted personally, or had close friends or family benefit from a charity when asked directly.

However, when prompted, a much greater proportion say they have personally, or have close friends or family, who have made use of the services or facilities provided by a charity. For example, many have visited a National Trust property (70%) or an art gallery (68%). Half (51%) have personally, or have close friends or family who have, attended a youth group, and three in ten (31%) have received advice from a charity.

## Charities and public service provision

Overall, the data indicates that when asked what type of provider (charities, private companies or public authorities) would be best at providing different areas of service delivery, public authorities tend to be favoured.

However, around one in six (16%) think that charities would be best at providing information and advice. This was also found in the qualitative research; people trust charities to offer objective, non-judgemental advice because they are more trusting of their motives than private organisations.

People also tend to think charities would be better than private companies or public bodies at delivering services with a caring approach, with 40% of those asked placing charities ahead of the private and public sectors. However, only six percent of those asked say charities are best at providing a professional service. This may be explained, in part, by the perception that charities have more limited resources, which was found in the qualitative research.

When asked whether they would be more or less confident, in general, if a service was provided by a charity than another type of service provider, most (73%) say it would make no difference. Around one in five (19%) feel they would be more confident, while eight percent would be less confident.

## Awareness and perceived importance of the Charity Commission

Awareness of the Charity Commission among the public remains consistent with 2008 (53% in 2010). Once explained, people's appreciation of the Commission's role is very high, with 98% believing its role essential, very or fairly important.

Among those who know the work of the Commission very or fairly well, overall trust in charities is significantly higher than among those who have not heard of the charity regulator (mean 7.0 vs. 6.5).

When the concept of regulation was explained, those interviewed as part of the qualitative research responded positively to it. People are reassured that charities must prepare their accounts for the Commission.



# Detailed findings

# Trust and confidence in charities and other organisations

## Key Findings

- Overall trust and confidence in charities remains consistent with the 2008 survey (mean 6.6), although the proportion reporting high trust (8-10) has increased by five percentage points.
- Trust and confidence continues to be high for charities compared to other organisations; third behind only doctors and the police.
- In terms of confidence in key aspects of charities' work, the public have the greatest confidence in charities making a positive difference to the cause they work for (mean 7.1). However, the most important factor in trusting charities in general is ensuring a reasonable proportion of donations make it to the end cause (42%). Trust in charities to do this, in contrast, is the lowest of all aspects of their work asked about (mean 6.2). People choose to make donations to causes they feel strongly about, or have a personal connection to, and hence seek reassurance that their money will reach the end cause. The importance of this is confirmed by the Key Drivers Analysis (see page 46).
- Familiarity and size of charities are also key factors in trust. Personal experience is cited as the most common reason why people trust certain charities more than others (39% who trust certain charities more than others mention this). The qualitative research reveals well-known brands tend to be trusted, as well as large charities, which are perceived to be better regulated internally.
- The most common reason why some charities are trusted less is not knowing how their money is spent (35% who trust certain charities less than others mention this). Most people interviewed qualitatively are concerned that too much will be spent on staff and administration costs, while a minority believe smaller charities have less internal regulation and, as such, money may be spent in questionable ways.
- Trust in charities, both overall and in specific aspects of their work, is higher among younger generations (aged 18-44) and those in higher social grades (AB) (e.g. 46% and 48% respectively give an overall trust score of 8-10 vs. 41% overall). Women also have higher overall trust and confidence in charities than men (mean of 6.8 vs. 6.5). Trust is particularly low in the West Midlands (mean 6.2 vs. 6.6 overall).

## Overall trust and confidence in charities

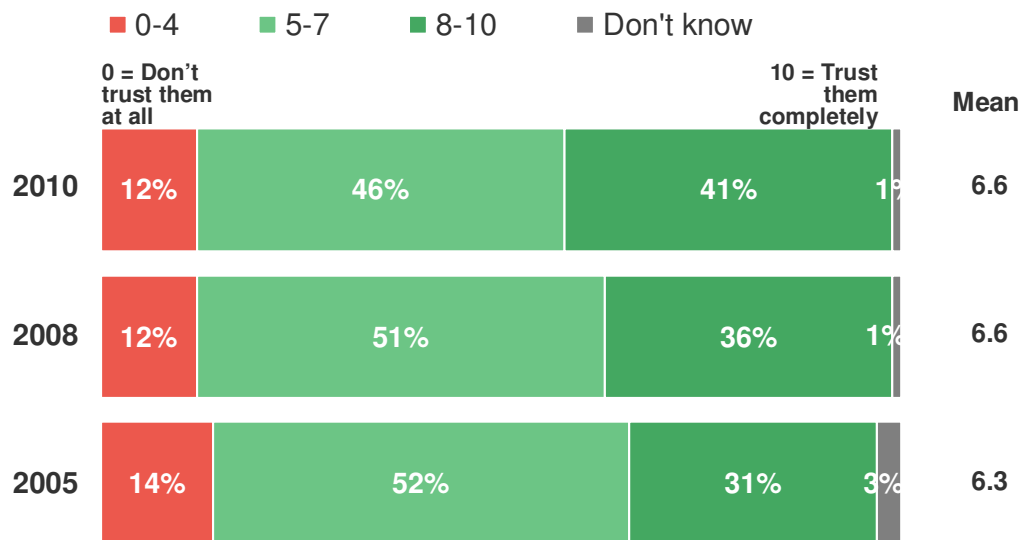
The public were asked to give an overall trust and confidence rating in charities using a scale of 0 to 10, where 0 means they do not trust charities at all, and 10 means they trust charities completely.

The distribution of trust and confidence scores across the scale of 0 to 10 is similar to 2008, and the mean score remains unchanged, at 6.6 (as shown in the following chart). As in 2008, seven in ten (70% and 68% in 2008) adults give a trust and confidence rating of at least six out of ten.

There is, however some indication of a more positive shift. Two in five (41%) now have a high level of trust and confidence in charities, giving a rating of eight or above, which is an increase of five percentage points since 2008 (36%), as the chart below illustrates.

*Q - 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?*

## Trust and confidence in charities



Base: All respondents – 2010 (1,150); 2008 (1,008), and 2005 (1,001)

Source: Ipsos MORI

Ipsos MORI



Those who feel they know the Charity Commission ‘very’ or ‘fairly’ well rate their trust and confidence in charities slightly higher than those who have never heard of it (7.0 compared with 6.5).

The following groups also tend to have higher levels of trust and confidence in charities generally (mean scores):

- charity beneficiaries (7.1 vs. 6.5 among non-beneficiaries);
- charity employees/volunteers (6.9 vs. 6.5 among those who are not); and
- those who believe charities play an ‘essential’ or ‘very important’ role in society (7.3 and 6.8 vs. 6.2 among those who say their role is ‘fairly important’ and 3.5 among those who say it is ‘not very/at all important’<sup>4</sup>).

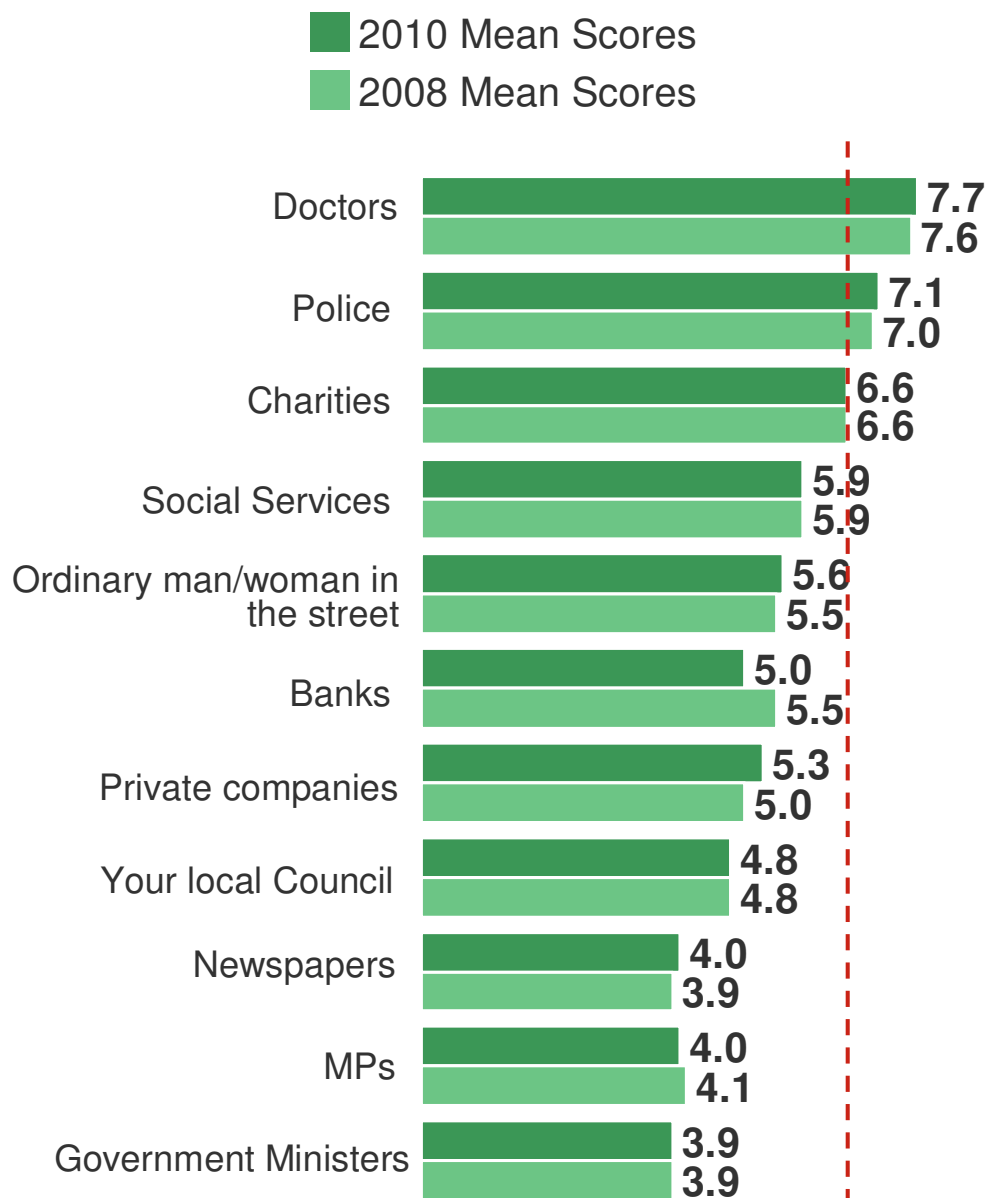
<sup>4</sup> Small base size (43). This finding should be treated as indicative only.

## Comparison with other organisations

The public continues to have a higher level of trust and confidence in charities than most other organisations, the only exceptions being doctors and the police. These findings are comparable with 2008, as shown in the chart below.

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

### Public trust and confidence in Charities vs. other organisations



Base: All respondents – 2010 (1,150), 2008 (1,008)

Source: Ipsos MORI

## Trust in specific aspects of charities' performance

Breaking down overall trust and confidence in charities into several key aspects indicates that charities are perceived to be stronger in some areas than others, as shown in the following chart.

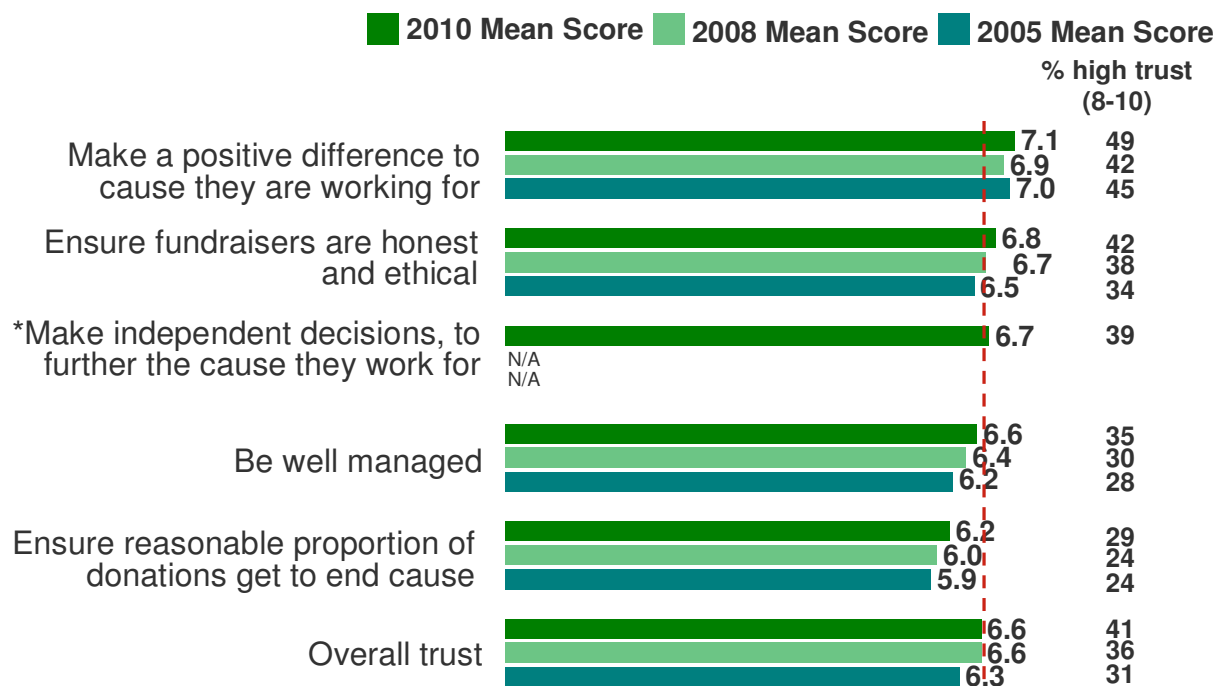
Making a positive difference to their cause and ensuring fundraisers are ethical and honest remain areas where the public have the highest levels of trust (mean scores of 7.1 and 6.8 respectively).

As in 2008, the public is somewhat less confident in charities ensuring that a reasonable proportion of donations get to the end cause – mean score of 6.2.

Although the changes in the means look small, the chart below illustrates that the proportion of people giving a high trust score (8-10) has actually increased since 2008 for each of the measures that were also included in previous years.

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

### Public trust in charities to...



Base: All respondents – 2010 (1,150), 2008 (1,008), 2005 (1,001)  
Ipsos MORI \*New in 2010

Source: Ipsos MORI



Trust in charities, both overall and in specific aspects of their work, is higher among younger generations (aged 18-44) and those in higher social grades (AB) (e.g. 46% and 48% respectively give an overall trust score of 8-10 vs. 41% overall). For trust and confidence overall, gender also plays a role. Women have higher overall trust and confidence in charities than men (mean of 6.8 vs. 6.5), although there are no significant differences between genders for specific aspects of charities' work.

Looking at region, those living in the West Midlands have a particularly low overall trust and confidence score (mean 6.12 vs. 6.6 overall). They also have a lower tendency than average to trust charities to: make independent decisions to further the cause they work for (mean 6.2 vs. 6.7 overall); and ensure their fundraisers are honest and ethical (mean 6.3 vs. 6.8 overall).

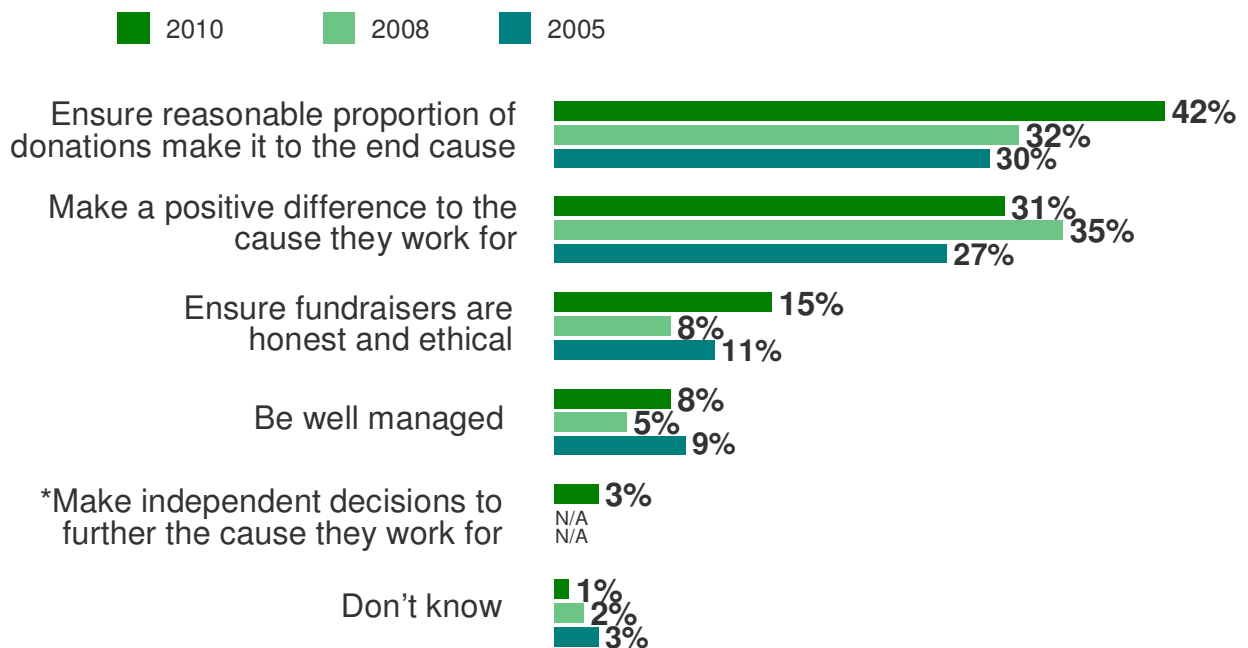
Members of the public who are generally positive about charities tend to have higher levels of trust and confidence in them overall, and in specific aspects of their work, than those who are not. For example, those who agree that charities provide society with something unique are more likely to trust that a reasonable proportion of donations make it to the end cause than those who disagree (mean 6.3 vs. 5.0).

## Most important quality for trust in charities

Asked which quality is most important to their trust and confidence in charities, the public choose **ensuring that a reasonable proportion of donations make it to the end cause** (42%). This is a change from 2008, when making a positive difference to the cause they work for was most often cited as the most important area. This shift in priorities may well be a reflection of the difficult economic climate at the current time, in which people are tightening their belts and perhaps expecting charities to do the same. The public are gave less to charity in 2008/09 than in 2007/8, meaning that every penny must be made to count<sup>5</sup>.

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

### Most important qualities for trust and confidence



Base: All respondents – 2010 (1,150), 2008 (1,008), 2005 (1,001)

Source: Ipsos MORI

Ipsos MORI \*New in 2010



<sup>5</sup> NCVO – The impact of the recession on charitable giving in the UK  
[http://www.ncvo-vol.org.uk/sites/default/files/UploadedFiles/NCVO/Research/Giving\\_Research/Recession\\_paper\\_final\\_PDF.pdf](http://www.ncvo-vol.org.uk/sites/default/files/UploadedFiles/NCVO/Research/Giving_Research/Recession_paper_final_PDF.pdf)

## Understanding the feelings behind trust in charities

The issue of trust in charities was explored in more depth during the qualitative interviews. It is interesting to highlight that trust in charities isn't an issue that most respondents had considered in any depth prior to the research. It is clear that there are a series of innate connotations when thinking about charities – many think about particular causes, and use words or phrases such as “ethical,” “not for profit,” “voluntary” and “helping people.” Instinctive associations are positive, and at this stage of the quantitative questionnaire (the metric was asked at the start of the questionnaire) many respondents were thinking more about larger charity brands e.g. national or international charities as opposed to local organisations.

What this means is that where some people gave a lower score in the quantitative questionnaire they weren't necessarily able to give a clear reason why. Rather than mistrusting charities, it was more that they could not identify a reason for giving a high trust score because they were not used to thinking about charities in these terms. Sometimes by the end of the qualitative interview the respondent felt that having discussed their views of charities in more detail, (and in some cases been educated on the role of Charity Commission during the interview), they would likely give a higher rating if asked again.

I'd trust a charity, providing the charity does what it says.

**Male, low trust in charities, not aware of the Charity Commission**

If I knew that, for example, I was giving to breast cancer and it was going to go to a special machine that was going to help cure or find out if people have got breast cancer and help them survive, then I'd know, OK, yeah, I'll give to that charity.

**Male, low trust in charities, not aware of the Charity Commission**

Familiarity with specific charities tends to breed much greater trust in the sector as a whole. This is a theme that runs throughout both the qualitative and quantitative data. *However, the reverse can also be true* - exposure to negative media coverage about a specific charity tends to result in reduced trust across the sector as a whole. Again, this theme will be revisited during the course of this report.

A widely mentioned example is the issue of charities' overheads and it is evident there has been cut-through of an industry issue regarding the proportion of charitable donations that reach the end cause. Some respondents who had given lower trust scores without being fully conscious why later raised this issue, and felt it had been an underlying motivation behind their lower trust score. On thinking the issue through respondents accept that overheads are inevitable, but at the same time there is a reluctance to accept charities spending donations on administration and staff salaries rather than on beneficiaries – where this happens the public feel they're being cheated in some way. People want to know that their money is making a difference and there is clear sense that regardless of necessary overheads, I want *all of my* donation to go the charitable cause.

I think there's a lot about thinking how much of this money is actually going to do what they say it's going to do, and how much money's getting sliced off in administration.

**Female, high trust in charities, familiar with the Charity Commission**

The company I work for, we don't need to think about whether if we all go out for a lunch or something; we're just spending the company money. But I wouldn't like to think of charities going out for gin and tonics every Friday.

**Female, high trust in charities, familiar with the Charity Commission**

Essentially, there is an understanding that overheads are a necessary cost but they should not be too high.



...but at the same time I do appreciate that charities have enormous difficulties fundraising for their administration costs and things and sometimes the administration is what's important about the charity. It's a tricky one isn't it?

**Female, high trust in charities, familiar with the Charity Commission**

It would be good if there was some sort of benchmark around charities' expenditure on running the charity in comparison...like what percentage of overall income should be spent on that compared to delivering services.

**Female, high trust in charities, familiar with the Charity Commission**

For some members of the public by donating to a charity they are creating almost a sense of ownership of that charity, particularly where it works for a cause that they feel passionately about. There are mixed needs as to the level of feedback that they wish to receive (for example, one respondent appreciates the regular mail-shots he receives on how donations are being used), but all feel that the charity is in some way accountable to them. All want to know that their donations are being spent wisely and effectively (regardless of whether they are actually making a donation or just thinking in conceptual terms).

## Reasons for trusting specific charities more or less

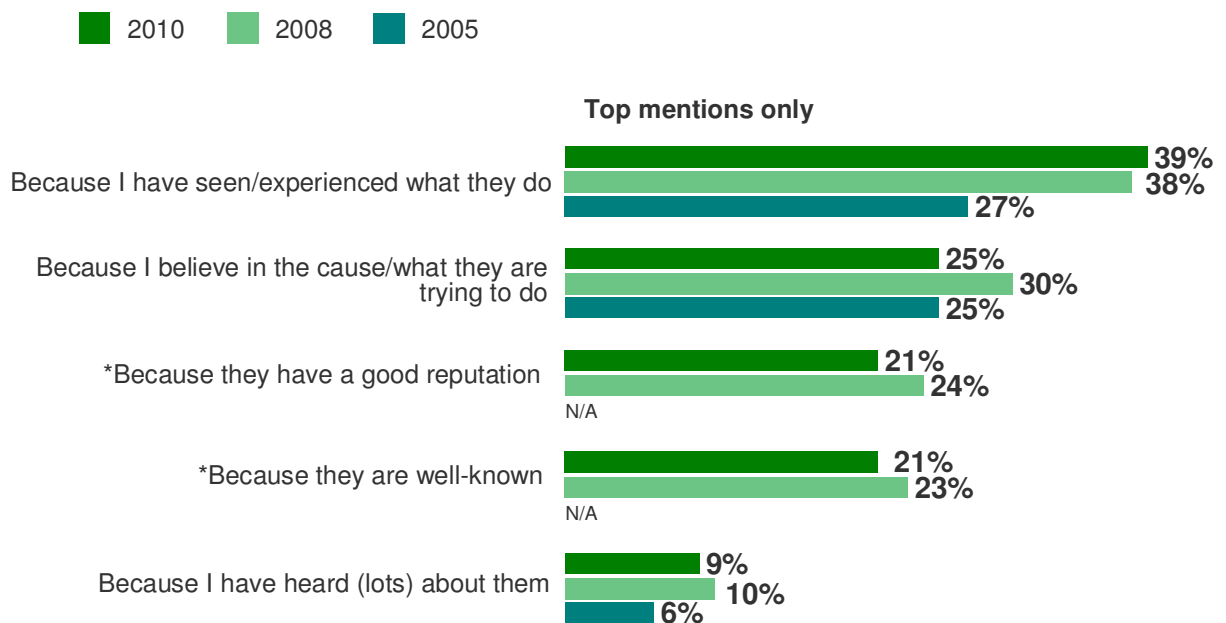
Most (61%) can name a specific charity or type of charity that they **trust more** than others. As in 2008 and 2005, there is little consensus on the specific charities or charity types mentioned, which highlights the quite personal relationship that members of the public can have with particular charities. The charities cited most often tend to be larger, well-known charities, which suggests that the public are more likely to trust charities that are familiar brands: Cancer Research UK (12%); NSPCC (6%); the British Heart Foundation (5%) and Oxfam (4%).<sup>6</sup>

Reflecting this, the most common reasons given for higher trust include contact or familiarity with a charity, such as having seen or experienced what they do (39%); because they believe in the cause (25%); because they have a good reputation (21%); and because they are well known (21%).

The following chart shows a decrease in the proportion mentioning belief in the cause (from 30% to 25%). This possibly reflects the shift from ‘the impact of the charity on the cause it supports’ towards ‘ensuring donations reach the end cause’ as the most important quality for trust in charities, discussed in the preceding section.

Q - Why do you say that? Why do you trust xxx more than others?

### Reasons for trusting a charity more than others



Source: Ipsos MORI

Base: Respondents mentioning a charity/charity type – 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%.

Ipsos MORI



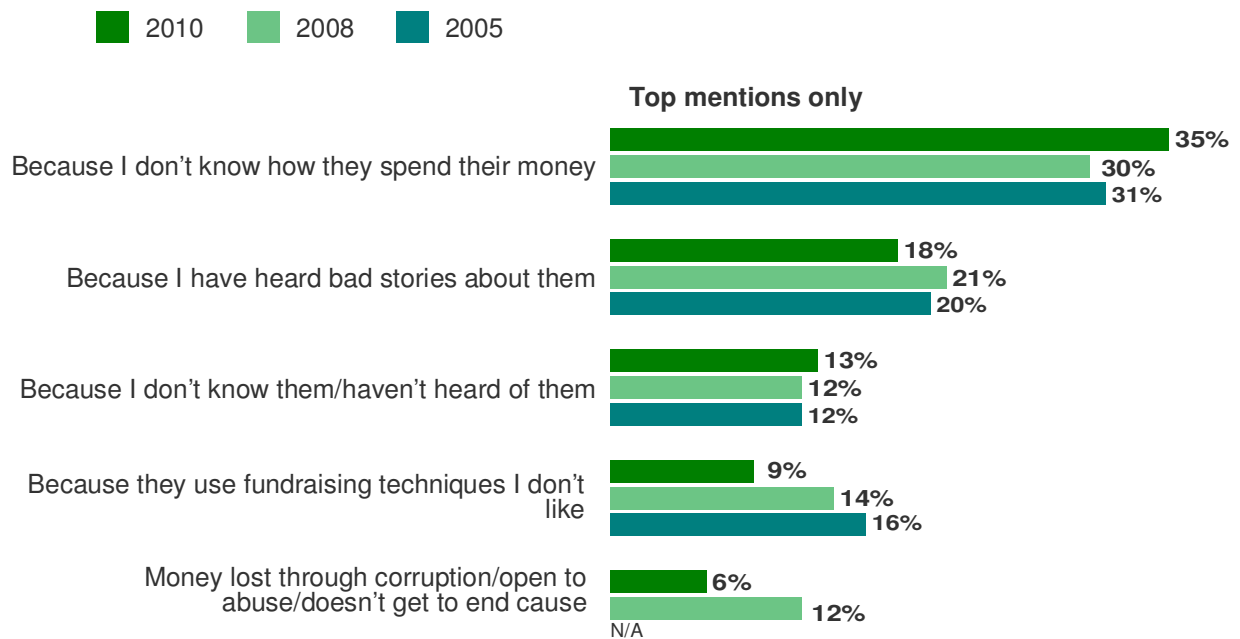
<sup>6</sup> Please refer to the topline in the appendices for full table of figures relating to this question.

Over a third (35%) of the public identify charities or types of charity that they trust less than others. There is little consensus on the specific charities mentioned here, with just a few people mentioning particular charities. Oxfam receives the greatest number of mentions (three percent) but this may, again, simply be because it is familiar to the public. In terms of type of charity, international charities are mentioned most often, but still only by five percent.

As in 2008, the most frequently cited reasons for not trusting particular charities or types of charities include: not knowing how they spend their money (35%); hearing ‘bad stories’ about them (18%); lack of familiarity (13%); and a dislike of fundraising techniques used (9%).

Q - Why do you say that? Why do you trust xxx less than others?

## Reasons for trusting a charity less than others



Base: Respondents mentioning a charity/charity type – 2010 (409), 2008 (419), 2005 (214).

Source: Ipsos MORI

Ipsos MORI



Those who have a low level of trust overall in charities (0-5) are more likely to be able to name a specific charity or type of charity they trust less than others than those who have high trust (8-10) (41% vs. 31%). This reflects both the quantitative and qualitative findings that distrust of one particular charity or type of charity can have a negative influence on trust in the sector overall.

For older people, believing in the cause a charity stands for is a particularly important reason why they trust some charities more than others (34% aged 65+ vs. 25% overall). Conversely, not knowing how they spend their money is a particularly important reason why older people trust certain charities *less* than others (51% aged 65+ vs. 35% overall).

For those in social grades DE (33%), personal experience is a particularly important reason why they trust some charities more than others; they trust certain charities more when they have seen or experienced the work they do (45% vs. 39% overall).

This theme was explored in the qualitative research, as discussed in the previous section. It is clear that given their remit, members of the public feel charities have a *moral obligation* to spend donations wisely and effectively. Given the active choice that a person makes to donate money to a charity and, perhaps more importantly, the *emotional investment* they have in particular charities, any misuse of funds is felt at a much more personal level than for organisations operating in other industries.

Some people interviewed admit that they have higher expectations of the conduct of charities than other organisations. They expect the staff to be honest, have integrity and to believe in the cause they work for, more so than for a private or public sector organisation. This means that what a charity may perceive to be small issues may have a larger impact on public trust than they would for other organisations.

Obviously not all people who work within charities are there voluntarily. But the types of people that will work in a charity is maybe a more, conscientious about what they're doing. There's a real sense of purpose.

**Female, high trust in charities, familiar with the Charity Commission**

One example of this is expecting contracts to be awarded on merit rather than nepotism, which one participant is less concerned about in other types of organisations. Again, this is based on the idea that money given by donation should be spent ethically.

My boss's son designs websites. If she wants to employ him to design our company website I have no problem with that. It's ultimately the company's money. But if I've dug into my purse and given 20 quid to a charity, I'd like to think that the person who got the contract got it because they were the best person for the job, not because they were related to one of the trustees.

**Female, high trust in charities, familiar with the Charity Commission**

When asked specifically about the types of charities they trust more or less than others, in general those interviewed are more inclined to trust well-established, well-known charities than smaller charities they have not heard of. While there is disdain for the idea of charities spending donations on marketing, it is clear that strong brands have a highly positive effect on people's perceptions of the industry as a whole. This is reinforced by research conducted by the Economic and Social Research Council in 2005,<sup>7</sup> which identified the positive impact of branding on a charity's performance; and there is a great deal of evidence that greater brand awareness and understanding has a positive impact on a charity's publically-generated income<sup>8</sup>.

The survey found the second most common reason for not trusting a charity is due to hearing negative stories about them, and this view is shared by some of the people interviewed. That said, few could identify a specific report, but instead talked in more general terms. It is clear that when there is a scandal in the media, about misuse of donations for example, this seems to have a lasting impact on trust of charities as a whole rather than just the specific charity involved.

It only takes one bad high profile example for people to lose a bit of trust in lots of other charities as well.

**Female, high trust in charities, familiar with the Charity Commission**

<sup>7</sup> *Conceptualising brand values in the charity sector*, Economic and Social Research Council (ESRC). Nine focus groups were conducted with donors from each of nine charities - three each dedicated to the causes of children, animal welfare and visual impairment. A quantitative postal survey was conducted of a sample of 9000 donors - 1000 from each charity.

<sup>8</sup> See reports such as PR Week and Third Sector's *Charity Brand Index 2009* based on public perception data <http://www.charitybrandindex.com/> and *The UK's most valuable charity brands 2006* based on sales data <http://www.intangiblebusiness.com/Reports/The-UKs-Most-Valuable-Charity-Brands-2006-379.html>

On the other hand, when a negative story is reported in the media, for example a charity being stripped of its charitable status (as mentioned in one of the depth interviews), it can boost faith in the Charity Commission and offer reassurance that charities are being regulated. On balance it seems that the negative impact of the incident having occurred in the first place possibly outweighs the positive impact of it having been dealt with. Further, as there is a perception that this relies on someone reporting the incident to the Charity Commission it can raise questions over the number of other incidents that the Charity Commission may not be aware of.

## Importance of transparency and reporting

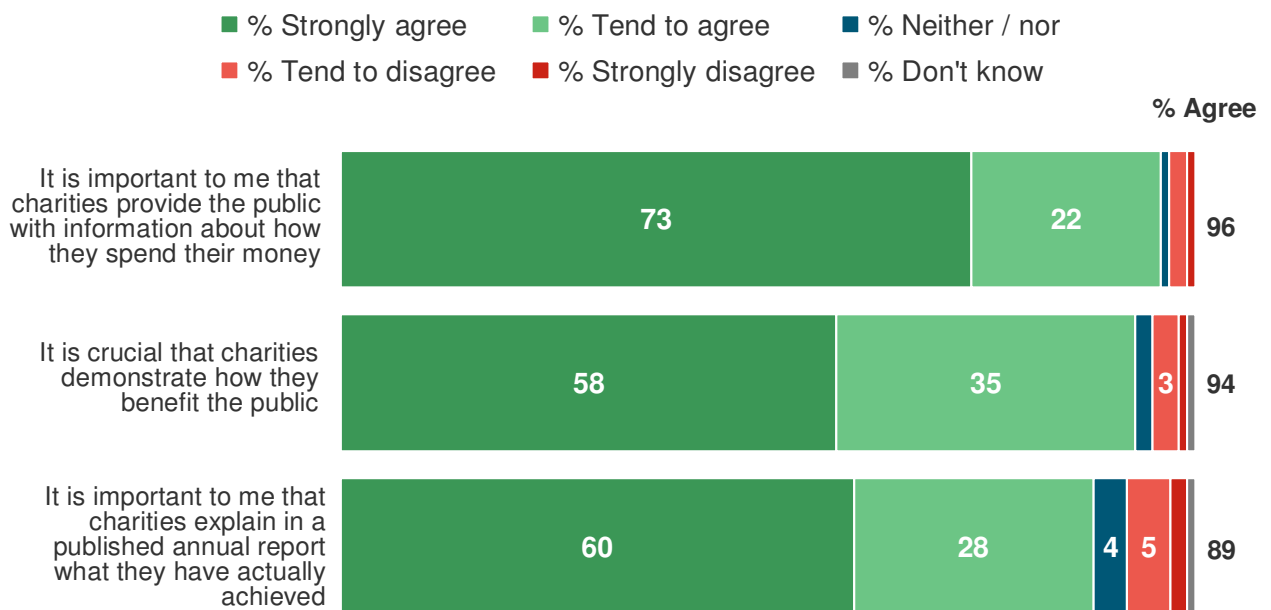
As in 2008, there is almost universal consensus on the importance of charities providing the public with information on how they spend their money (96% now and in 2008) – and around three quarters agree *strongly* (73% now and 74% in 2008).

The vast majority of the public also believe that charities should demonstrate their benefit to the public (94% agree this should be the case), although feelings on this are not as strong as for providing information on how they spend their money (58% vs. 73% agree strongly).

That demonstrating their benefit to the public is regarded as important is encouraging given the requirement, introduced in April 2008, that the Trustee’s Annual Report must include ‘a report of those activities undertaken by a charity to further its charitable purposes for the public benefit.’<sup>9</sup> However, charities publishing an annual report explaining what they have achieved is considered to be slightly less important than actually ‘demonstrating their benefit’ - 89% agree (as did 90% in 2008) and 60% agree strongly.

*Q - 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?*

## Transparency and reporting



Base: 1,150 British adults, 7<sup>th</sup> – 17<sup>th</sup> May 2010

Source: Ipsos MORI

<sup>9</sup>[http://www.charitycommission.gov.uk/Charity\\_requirements\\_guidance/Accounting\\_and\\_reporting/Preparing\\_annual\\_reports/Demonstrating\\_public\\_benefit\\_index.aspx](http://www.charitycommission.gov.uk/Charity_requirements_guidance/Accounting_and_reporting/Preparing_annual_reports/Demonstrating_public_benefit_index.aspx)

Among different groups there is general agreement that all of the above are important.

Qualitatively, when thinking about charities, transparency and reporting are not top of mind concerns for the public, as the focus is more on the good works that charities do. This highlights the running theme throughout the qualitative analysis that during these interviews most respondents found themselves having to change the way they think about charities – moving from seeing them purely in terms of a particular *cause*, to the need for them to operate like a business.

Given the importance of spending donations wisely and effectively, the notion of an annual report is well received, particularly one that provides information about how money has been spent. Most respondents have little interest in reading such a report themselves, but are reassured that it means charities are being held accountable.

I don't know if they have to provide accounts on a routine basis to the Charity Commission, but that would seem like a good idea.

**Male, high trust in charities, familiar with the Charity Commission**

## Impact of size and familiarity on trust in charities

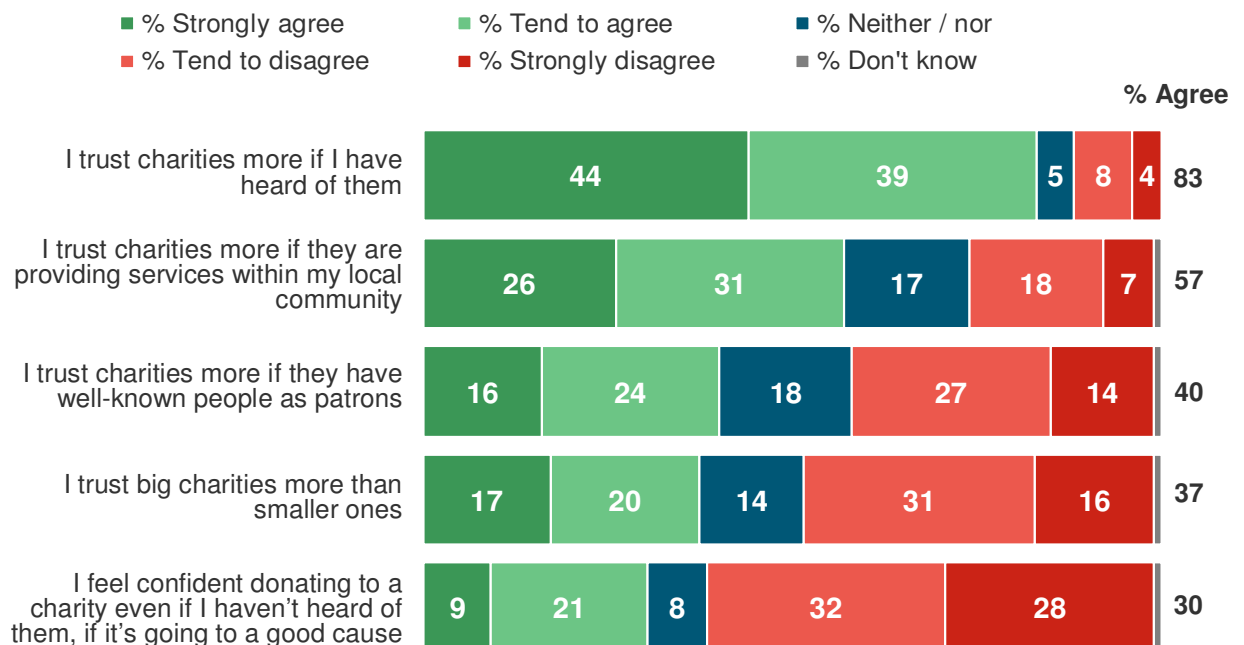
Understandably, the vast majority (83%) of the public place greater trust in charities they have heard of. In addition, two in five (40%) have greater trust in charities with a well-known patron.

Charities working locally also engender more trust for almost three in five people (57%). The size of a charity is less important, with only around one third (37%) agreeing that they trust bigger charities more than smaller ones. This indicates that the size of a charity is secondary to a person's level of familiarity with it. This is consistent with the 2008 findings. This point is discussed further overleaf.

A new question for 2010 confirms the importance for charities of maximising their public profile; people are twice as likely to disagree than agree that 'I feel confident donating to a charity even I haven't heard of them, if it's going to a good cause' (60% disagree vs. 30% agree).

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

## Public trust and attitudes towards charities



Base: 1,150 British adults, 7<sup>th</sup> – 17<sup>th</sup> May 2010

Source: Ipsos MORI

Ipsos MORI



Looking at particular groups in more detail, charity size is particularly important to younger people (aged 18-34) in whether or not they trust a charity (45% vs. 37% overall trust big charities more than smaller ones). It is also the case that for people who may have less knowledge about charities and the charity sector, size matters. For example, those who do not work for a charity (41%) and those who have not heard of the Charity Commission (44%) are particularly likely to agree that they trust bigger charities more than smaller charities (37% overall).



Although size does not appear to be as important as familiarity in the survey, in many cases, the two are interlinked (and well-known charities are more likely to be larger). From the qualitative interviews it is clear that trust in familiar or larger charities is to a large extent due to their high profile and the impact of their work being much more visible.

For some people interviewed, large charities are thought to be better organised and have a greater degree of internal regulation, which they believe will help ensure money is spent as it should be. Having started to think about charities in terms of their business functionality, there is the assumption that larger charities will have the necessary skills and infrastructure in place to operate effectively. To sum it up, one person interviewed described having more faith in *institutions* than *individuals* to be trustworthy.

I'm just more inclined to think that the structures that a [bigger] organisation provides would almost require people to be more above board ...if you're talking about a charity that's just a handful of people, there's less of a check on the individuals I think.

**Male, high trust in charities, familiar with the Charity Commission**

At the same time, however, some observe that larger organisations will also have higher administrative and staffing costs, which may prevent donations reaching the end cause.

A much bigger, high profile organisations, some people might be suspicious of that, they've got lots of committees and boards and officers, they'll be thinking, oh, well how much money [will go to the end cause]?

**Female, high trust in charities, familiar with the Charity Commission**

At a general level there tends to be more scepticism towards smaller charities. The assumption is that staff will be less experienced and have less sophisticated business skills, which may lead to inefficiencies. There is also the perception that smaller charities are less tightly regulated than larger ones (both internally and by the Charity Commission). For others, the greatest concern is the legitimacy of smaller, previously unknown charities. In these cases people may check the registered charity number or ask representatives further questions about their aims and beneficiaries to try to establish their legitimacy.

If there's a small charity that you've never heard of and they're asking you for money, I would probably be reluctant to give them anything until I'd made sure they were a legitimate charity.

**Female, high trust in charities, familiar with the Charity Commission**

When it comes to smaller charities that a person is directly involved with, however, the personal relationship has a great bearing on their level of trust in the organisation. This sets it apart from general views about the industry as a whole as, rather than simply being 'a charity,' the organisation is represented by the *people* who work in that charity and the direct impact it has on people's lives.

My son's gone off on sort of PGL weekends and things with various charities and things. And I think I would need to trust a charity pretty well before I would allow him to go off with them or something like that.

**Female, high trust in charities, familiar with the Charity Commission**

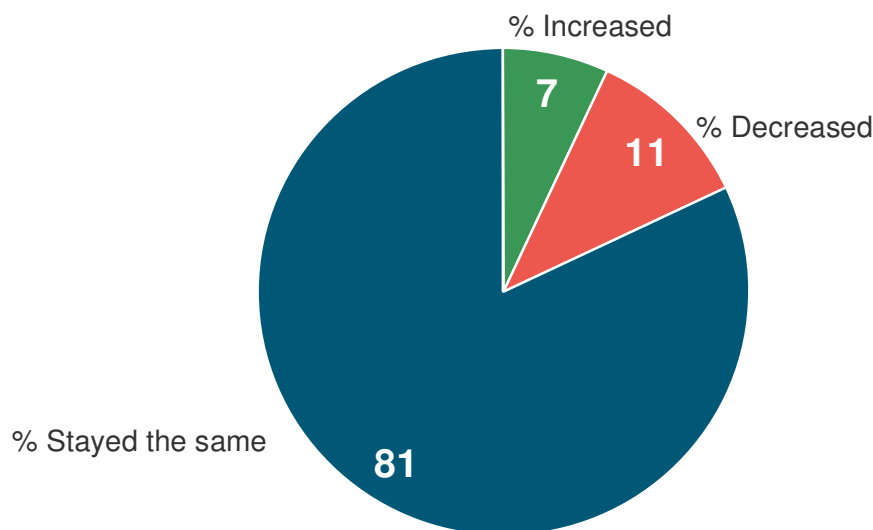
Essentially, for many, trust in familiar charities that are household names, such as Oxfam or Cancer Research UK, tend to be based on buy-in to the brand - because they are well-known, long established institutions, people assume they are trustworthy. Some take it a step further and feel their trust in large charities is grounded in perceptions of better internal regulation and higher levels of professionalism. Meanwhile, trust in smaller, or more local charities, is often built around direct experience and familiarity.

## Reported change in trust and confidence in charities

The vast majority (81%) state that their trust in charities has stayed the same over the past two years. While a direct comparison cannot be made between this question and respondents' rating of overall trust in charities, the finding that most say their trust has stayed the same, coupled with the balance of those feeling their trust has increased against those who feel their trust has decreased, reflects the consistency of the mean overall trust score between 2008 and 2010 (6.6).

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

### Change in trust and confidence in charities



Base: All respondents (1,150), 7<sup>th</sup> – 17<sup>th</sup> May 2010

Source: Ipsos MORI

Ipsos MORI



Reflecting the importance already discussed of familiarity and trust in charities, the most common reasons for increased trust are personal experience as a service user (34%), volunteering or working for a charity (17%) and/or knowing someone who has used a charity's services (13%)<sup>10</sup>.

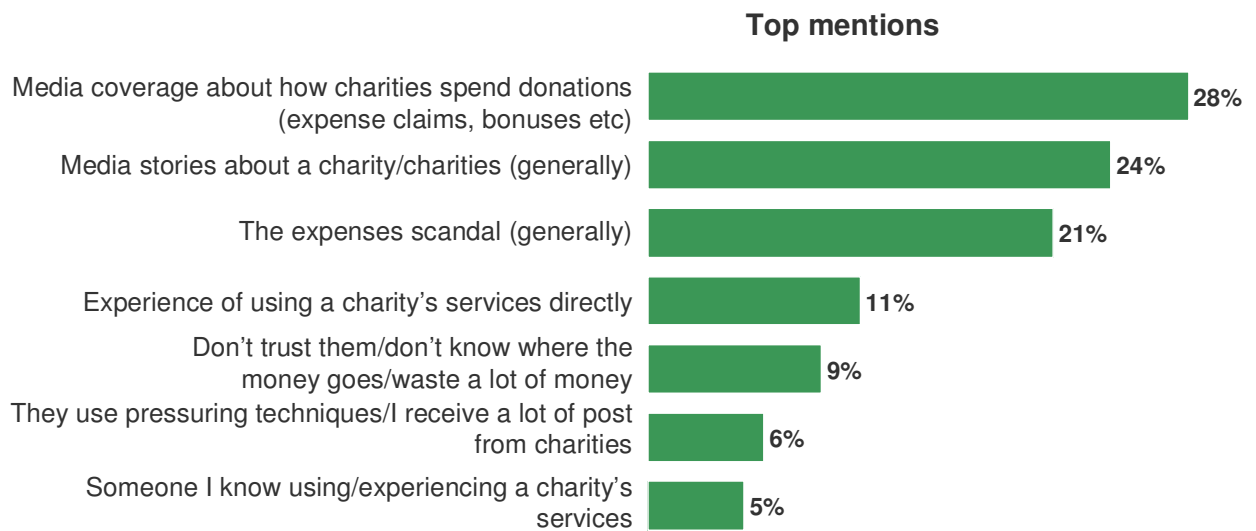
Negative media coverage about how donations are spent, as well as more general media stories about charities, are the primary reported causes of a fall in trust and confidence (28% and 24% respectively), as shown in the following chart. The expenses scandal also appears to have had an impact (21%). As already noted, some who took part in the qualitative interviews mentioned negative media coverage as affecting overall trust and confidence, although were not necessarily able to describe specific examples. This highlights the lasting impact that negative media coverage can have, enduring far beyond the specifics of the particular story.

It is perhaps concerning that 11% say their trust has fallen since experiencing a charity's services directly (although it should be remembered that just 14 out of 127 people gave this answer).

<sup>10</sup> Small base size (90). This finding should be treated as indicative only.

Q - Why do you think your trust and confidence in charities has decreased? And has anything else influenced this change?

## Reasons for decrease in trust and confidence



Base: All respondents who said their trust in charities has decreased in the past two years (127)

Source: Ipsos MORI



## Overall perception of charities

### Key Findings

- In general, the public are largely positive about the conduct of charities. Three quarters (75%) believe most are trustworthy and act in the public interest.
- The qualitative research reveals that the public have very high expectations for the conduct of charities, due to perceptions of what a charity is or should be (ethical, not for profit etc). Therefore, proper conduct is especially important within the charity sector to maintain faith in charities.
- How charities both raise and spend donations is of importance to the public. Aggressive forms of fundraising are disliked by those interviewed qualitatively, which affects their propensity to donate, but not their trust of a charity. The quantitative findings also show that the majority (60%) of the public agree that some fundraising methods used by charities make them uncomfortable.
- Almost three in five (57%) believe charities spend too much on salaries and administration. There is an understanding among those interviewed qualitatively that this is a necessary cost within reason, however, respondents suggest that this could perhaps be capped or limited in some way.
- The majority of the public believe charities play an important role in society (96%), and are effective at bringing about social change (73%). Some concerns were raised in the depth interviews about the ability of charities to bring about change if they are to become more involved in providing public services.

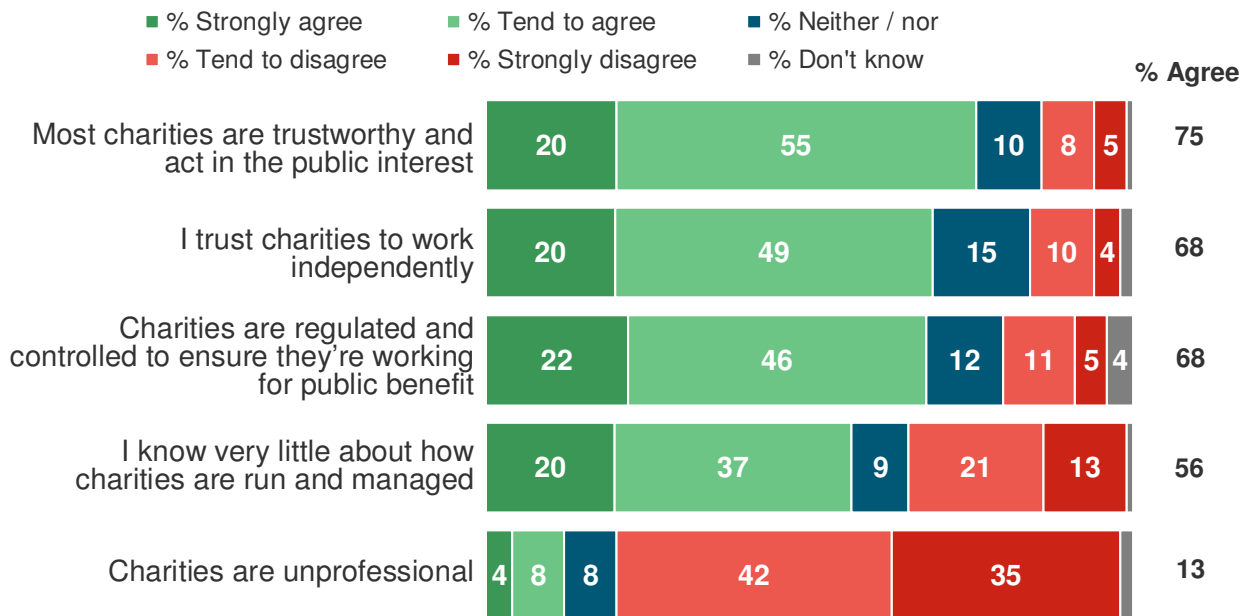
### Perceptions of charities' conduct

The vast majority of the public have positive perceptions of charities' conduct and intentions. Three quarters (75%) believe that most are trustworthy and act in the public interest and a high proportion trust them to work independently (68%). However, over half (56%) admit that they know very little about how charities are run and managed. This mismatch, or 'blind faith', is also found in the qualitative research: those interviewed have trust and faith in certain charities, without really being able to articulate why.

Positively, at a prompted level most people are aware that charities are regulated; almost seven in ten (68%) agree that they are 'controlled and regulated to ensure that they are working for the public benefit.' The difference compared with 2008 (64%) is not large enough to be considered significant.

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

## Perceptions of charities' conduct



Base: All respondents (1,150), 7<sup>th</sup> – 17<sup>th</sup> May 2010

Source: Ipsos MORI

Ipsos MORI



Awareness that charities are regulated is similar across different demographic groups.

There is a connection between awareness of a regulator and overall trust and confidence. Four in five (80%) who agree that charities are regulated for the public benefit have a high level of overall trust (a score of 8-10), which is around double the proportion overall (41%).

Furthermore, as already mentioned, knowledge about charities and the charity sector appears to be connected to overall trust and confidence: trust is lower (a score of 0-5) among those saying they know very little about how charities are run and managed than overall (59% vs. 29% overall). Therefore trust and confidence in charities could potentially be increased if the public knew more about charities and how they are regulated.

As might be expected, those who have negative perceptions of the ways in which charities are run tend to have lower levels of trust overall. For example, those who agree charities are unprofessional are more likely to offer a very low overall trust score (0-1) than those who disagree (9% vs. 2%).

During the qualitative interviews the people who are involved with charities, for example through volunteering, tend to exhibit higher opinions of charity conduct. This emphasises the impact of direct experience in shaping positive perceptions.

While the small qualitative sample makes this anecdotal, it is interesting to note that one person interviewed who is very involved with a particular charity is concerned that charities may have to stray from their objectives and primary focus in order to receive the funding they need. The voluntary and community sector is potentially set to change a great deal in response to the policies of the new Coalition government including its *Big Society* proposals.<sup>11</sup> It will be interesting to explore if such issues start to break through to the consciousness of the general public and those who aren't yet directly involved with charities. Naturally another fascinating issue will be the extent to which those who do not currently participate are brought into the sector.

They may end up thinking, well, that isn't really our main bit of service, but they're saying they won't give us any money unless we do this as well.

**Female, high trust in charities, familiar with the Charity Commission**

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<sup>11</sup> Visit <http://www.ipsos-mori.com/researchpublications/researcharchive/poll.aspx?oltemId=2616> for recent public perception data on coalition policy areas

## Fundraising and spending

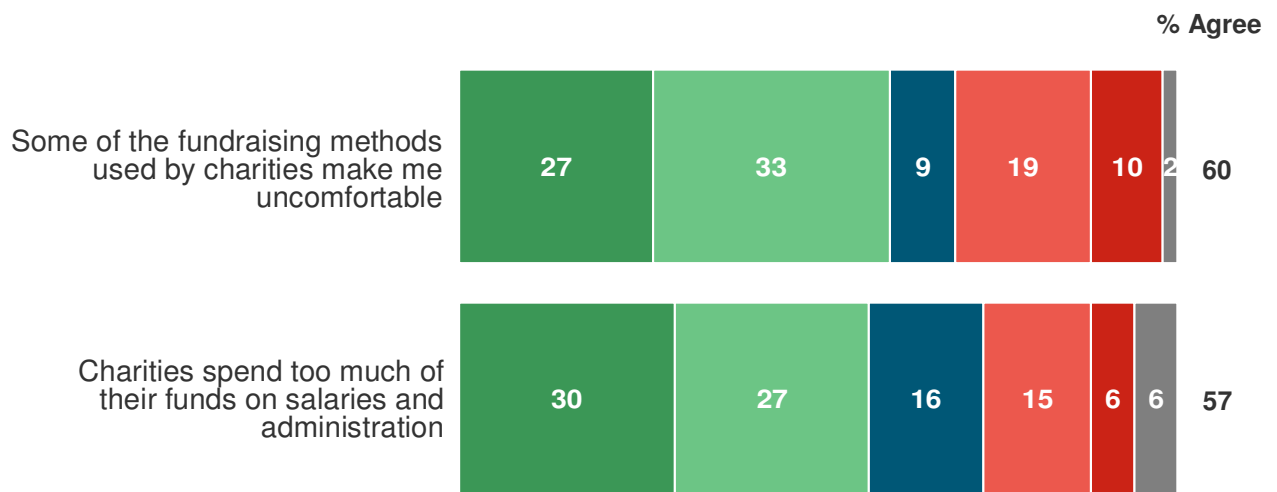
Although approaching three in five (56%) people admit to knowing very little about how charities are run and managed, there is a *perception* amongst a large proportion of the public that charities spend too much of their funds on salaries and administration - three in five (57%) feel this to be true. This is of particular importance given that the most important issue affecting trust and confidence overall is ensuring a reasonable proportion of donations get to the end cause (42%).

In addition, three in five (60%) say that some of the fundraising methods used by charities make them feel uncomfortable.

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

## Fundraising and spending

■ % Strongly agree   
 ■ % Tend to agree   
 ■ % Neither / nor  
■ % Tend to disagree   
 ■ % Strongly disagree   
 ■ % Don't know



Base: All respondents (1,150), 7<sup>th</sup> – 17<sup>th</sup> May 2010

Source: Ipsos MORI

Ipsos MORI



Older people (aged 65+) are more likely to agree that they find some of the fundraising methods used by charities make them uncomfortable (70% vs. 60% overall) and that charities spend too much on salaries and administration (70% vs. 57% overall). This reflects their generally lower trust and confidence in charities overall. Higher social grades (AB) are also likely to find some fundraising methods make them uncomfortable (68% vs. 60% overall), whereas those in social grades C2DE are more likely to believe charities spend too much on admin and staff salaries (66% vs. 57% overall).

People living in the West Midlands are also particularly likely to agree charities spend too much on salaries and administration (67% vs. 57% overall), and it is this region where overall trust and confidence scores are lower than average (mean 6.2 vs. 6.6 overall).

When exploring the issue of fundraising qualitatively many instinctively think of paid street fundraisers, or “Chuggers”, which they describe as an “aggressive” form of fundraising. Such fundraisers are seen as not working for the charity and hence their motives and methods may not be as ethical. When it comes down to it, however, dislike of this method essentially lies in feeling uncomfortable at being put on the spot.

I just don't get the feeling that the people who are doing it are really committed to the charity, really...But I know they have to try every way they can to get money really.

**Male, high trust in charities, familiar with the Charity Commission**

It is important to point out that a dislike of these fundraising methods does not appear to affect trust of a particular charity as there is a distinction made between the street fundraiser and the charity itself. A negative experience can make someone less willing to donate to that charity though. Giving on a person's own terms is preferred, but recognised as being less effective.

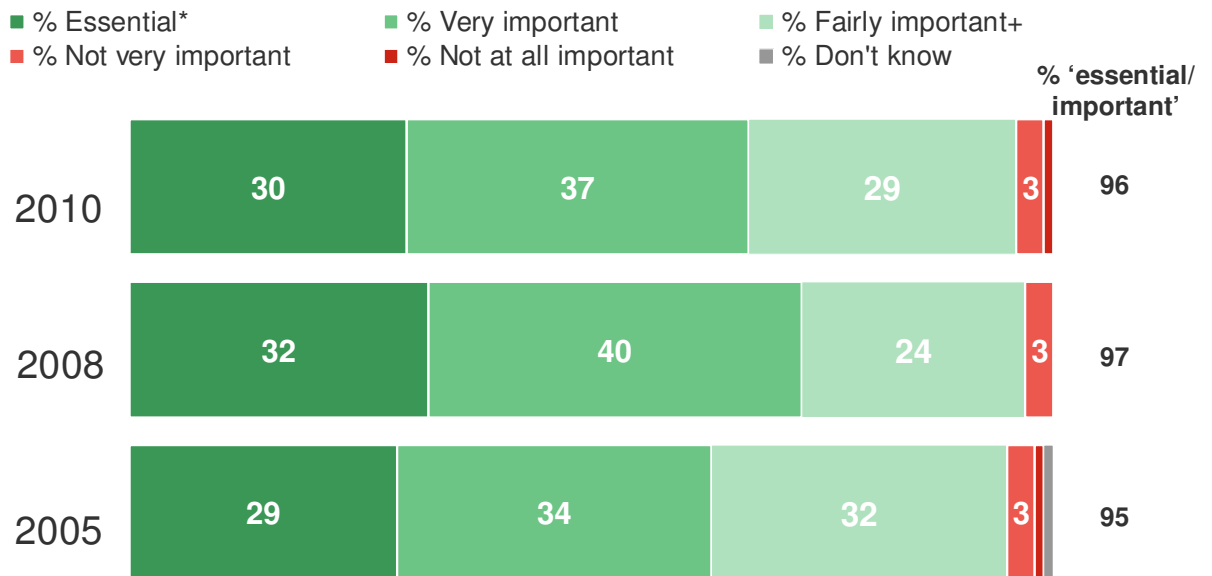


## Charities' importance in society

As in 2008 and 2005, the vast majority of the public feel that charities play an important role in society. Three in ten (30%) claim charities are *essential* and a further 37% feel they are *very important*. Just four percent of the population feel that charities are not very/at all important in society.

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

### Importance of charities in society



\* 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.

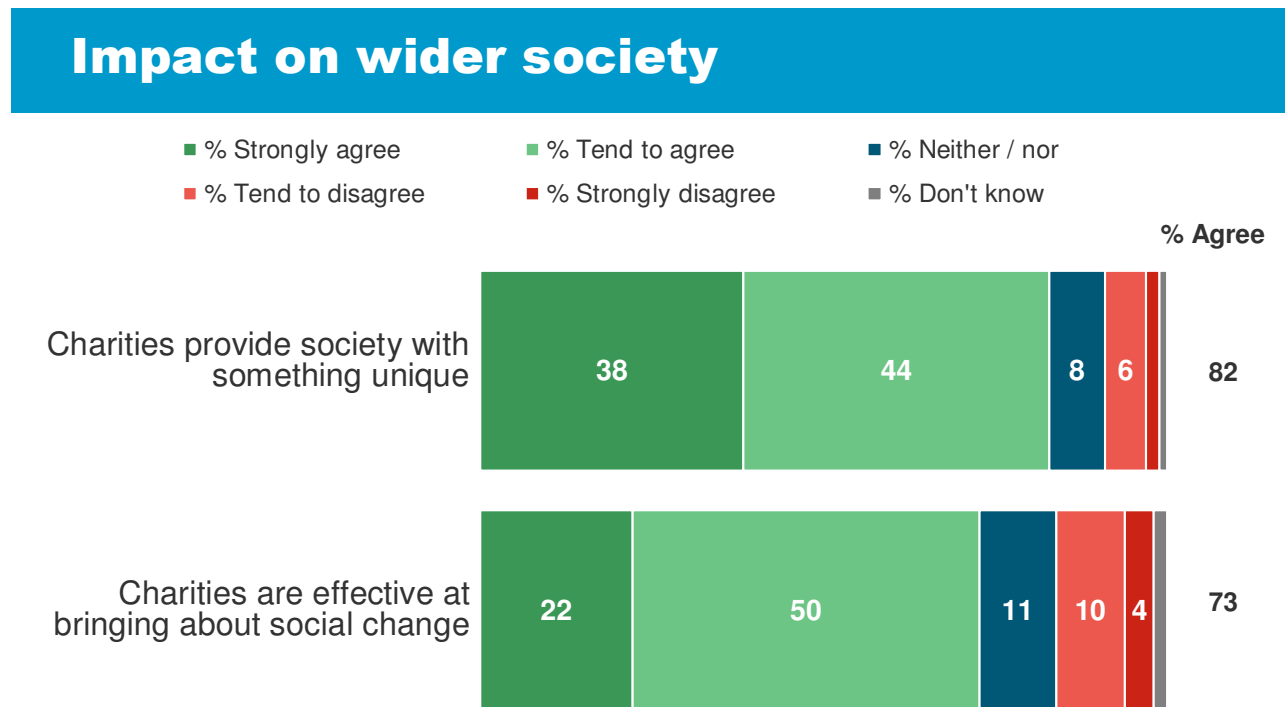
Source: Ipsos MORI

Ipsos MORI Base: All respondents 2010 (1,150), 2008 (1,008) and 2003 (1,001)



The majority agree that charities have a positive impact on wider society. Three quarters (73%) feel they are effective at bringing about social change (22% agree strongly) and four in five (82%) agree that they provide society with something unique - two in five (38%) agree strongly with this.

Q - Thinking about charities in general, to what extent do you agree or disagree with each of the following statements?.



Base: All respondents (1,150), 7<sup>th</sup> – 17<sup>th</sup> May 2010

Source: Ipsos MORI

Ipsos MORI



As previously mentioned, trust in charities tends to be higher amongst those who believe charities play an important role and who think charities have a positive impact on society. One in five (22%) who think charities are essential give an overall trust score of 9 or 10, compared with only two percent of those who think charities are not very or not at all important.<sup>12</sup> Furthermore, people who believe charities are effective at bringing about social change are more likely to have very high overall trust (score of 9 or 10) than those who disagree (17% vs. 7%). This illustrates that trust is linked not only to the belief that charities are well-run, but also that they play an important role in society and do an effective job at bringing about social change.

<sup>12</sup> Small base size (43). This finding should be treated as indicative only

During the qualitative interviews respondents elaborate on the vital role that charities play in society and their ability to identify needs that aren't being met by public sector agencies, or to create public awareness of otherwise neglected causes. However, some maintain that charities would not be needed if "the government was doing its job properly". In this viewpoint charities that serve to alleviate poverty or address social issues should not need to exist, as this is believed to be the responsibility of the government. There is also the concern that as charities have limited resources, increasing their role in service provision will impact on their ability to act as a force for social change through other activities such as lobbying. It will be interesting to explore how such views evolve with the development of a Big Society.

Despite these concerns, there is agreement that the ethical motivations of charities may actually mean that charitable services are more focused on users' needs, and hence higher quality, than if delivered by governments without the same ethos. This will be discussed in greater detail in relation to service provision in the next section.

I would like a world where we didn't need to have charities, because we have a social system run by governments that are taking on those sorts of responsibilities.

**Female, high trust in charities, familiar with the Charity Commission**

# Trust in charities to provide public services

## Key Findings

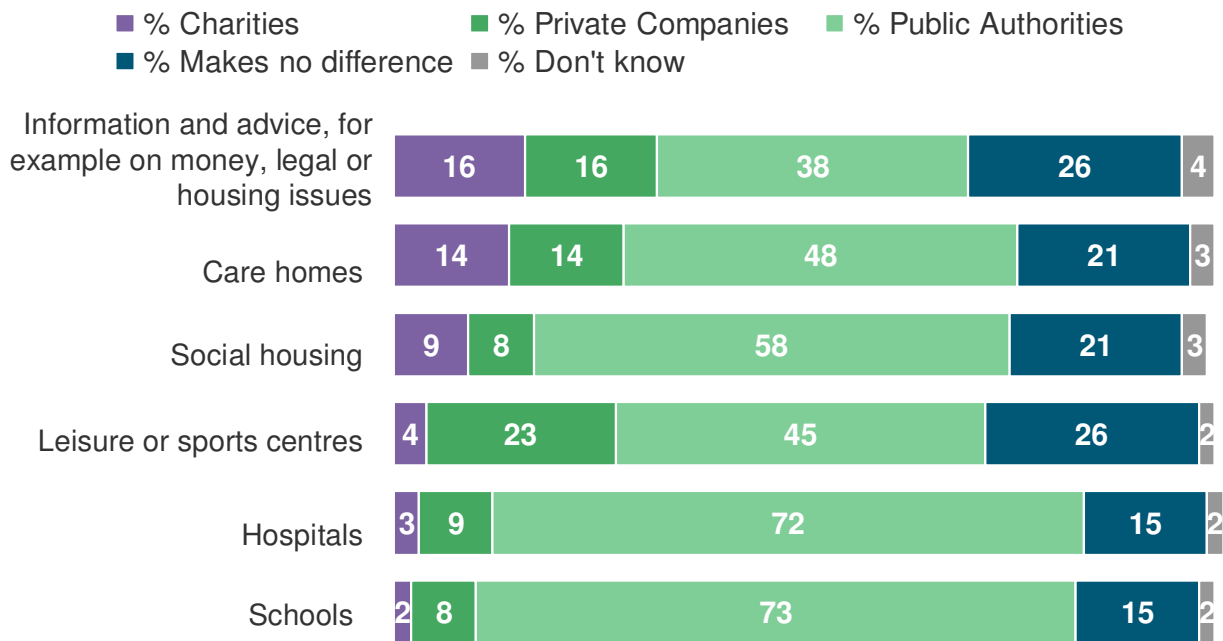
- When asked generally, 19% of the public say they would feel more confident if a charity was providing a public service to them or their family rather than another type of service provider. Three quarters (73%) say it would make no difference to their confidence.
- When asked about some specific types of service, the largest proportion of people in each case said that public authorities are best at providing these services.
- Given the choice between charities, private companies or public authorities, the public think that charities would be best at providing a caring approach (40%).
- Of the different *types* of services provided, one in six (16%) believes charities are best at providing information and advice. The qualitative research finds people have trust in charities to offer objective, non-judgemental advice.
- The qualitative research highlights the need for charities to function with a business-like efficiency when providing services, while maintaining their caring, charitable ethos.

## Types of service

The public were asked which out of charities, private companies or public authorities would be best at providing a number of public services including care homes, social housing, leisure or sports centres, hospitals, schools and information/advice services. For each type of service, the largest proportion of people said that public authorities would be best at providing these services, as shown in the following chart.

Q Which of these – charities, private companies or public authorities – do you think would be best at providing each of the following types of services or does it make no difference?

## Trust and service provision – type of service



Base: All respondents (1,150), 7<sup>th</sup> – 17<sup>th</sup> May 2010

Source: Ipsos MORI

Ipsos MORI



Young people (aged 18-34) are more likely than older people to believe charities would be best at providing care homes (19% vs. 10% aged 65+) and sports or leisure centres (7% vs. 2% aged 55+). However, those in middle age (aged 45-54) are more likely to think charities are the best at giving information and advice (21% vs. 16% overall).

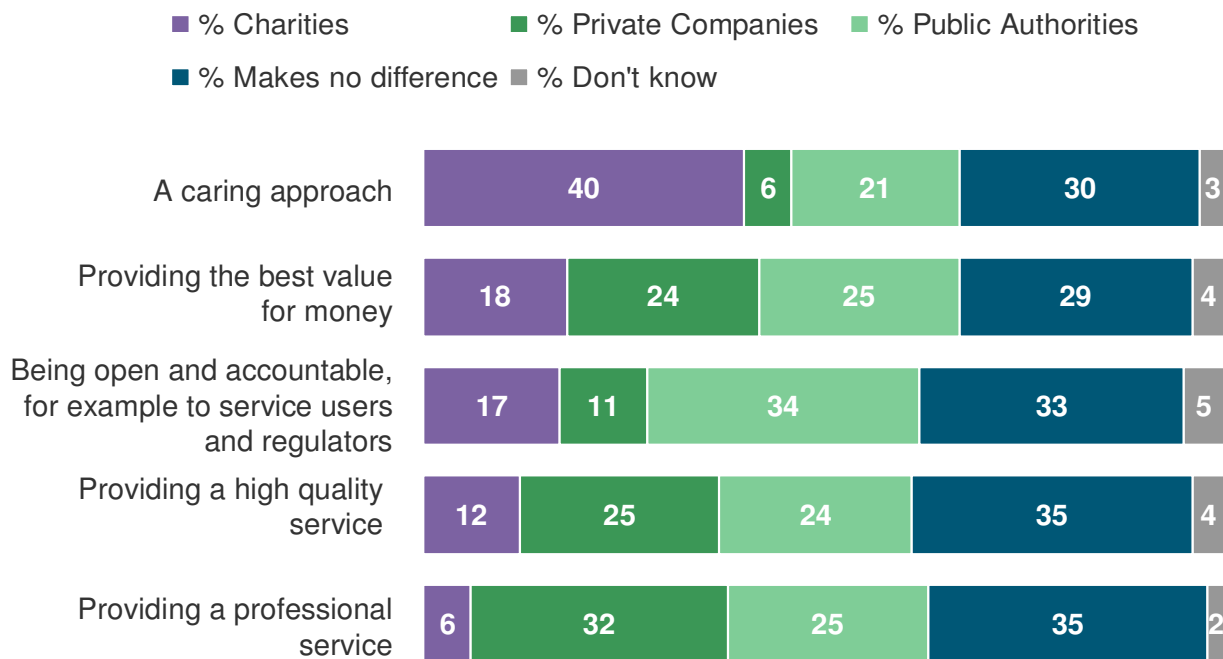
## Specific aspects of service provision

When asked which of these three would be best in terms of certain attributes or aspects of service provision, charities are seen as best placed for providing a caring approach (40%). They are less likely than private companies and/or the public sector to be seen as top in other respects, as shown below.

In particular, despite 77% disagreeing that charities are *unprofessional*, only six percent feel that charities would be *best* at providing a professional service.

Q Which of these do you think would be best at providing each of the following, or does it make no difference?

## Specific aspects of service provision



Base: All respondents (1,150), 7<sup>th</sup> – 17<sup>th</sup> May 2010

Source: Ipsos MORI

Ipsos MORI



People living in London are more likely than those living in other regions to believe charities are the best at providing a high quality service (19% vs. 12% overall) and at being open and accountable (25% vs. 17%). Those living in the South West and those in social grades AB are more likely to think charities provide the best value for money (26% and 22% respectively vs. 18% overall).

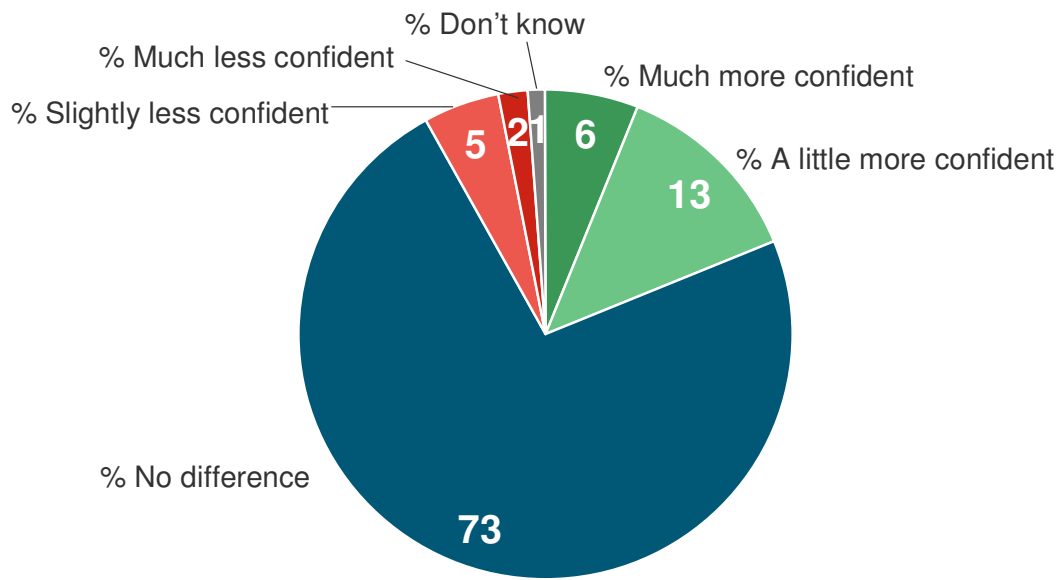
The higher social grades (ABC1) are also more likely to think that charities are the best at being open and accountable (21% vs. 17% overall), which may help explain why they have higher overall levels of trust and confidence in charities. Furthermore, those who are a beneficiary of, or have worked/volunteered for a charity are also particularly likely to think charities are the best at being open and accountable (24% and 23% respectively vs. 17% overall)

Just as they have high trust and confidence in charities overall, younger people (aged 18-44) are also much more likely than older people (aged 65+) to think charities are the best at providing a caring approach (47% vs. 28%).

For most (73%), if they needed support from a public service it would, hypothetically, make no difference to them whether it was provided by a charity or another type of service provider. However, around one in five (19%) would feel more confident, while eight percent would be less confident.

*Q - 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?*

## Confidence in services provided by charities



Base: All respondents (1,150), 7<sup>th</sup> – 17<sup>th</sup> May 2010

Ipsos MORI

Source: Ipsos MORI



Exploring this issue in a qualitative manner, when asked directly about the ability of charities to provide certain public services, opinion is not clear cut. On the one hand, there is the belief that the ethos of a charity, which has been created to help people, would be more focused on their users' needs than a private company, which is motivated by profit.

I think [charities] can fulfil a need that maybe the state can't, and maybe other private organisations can't. Because charities aren't necessarily run for profit, they're run for compassionate reasons.

**Female, high trust in charities, familiar with the Charity Commission**

In particular, charities are thought to be good at giving independent, objective advice, whereas some are more sceptical about the agenda behind advice given by private organisations.

I'd be more inclined to go to a charity for impartial information. I would definitely be more suspicious of a purely private body that was claiming to offer impartial information on a subject.

**Male, high trust in charities, familiar with the Charity Commission**

I think there are certain things that charities are better at, like counselling or providing non-judgemental advice. I think raising awareness of issues too, because if the state is doing something, or a private organisation is doing something, you might think, well what is their motive backing this cause?

**Female, high trust in charities, familiar with the Charity Commission**

On the other hand, some question the ability of local charities to deliver services as effectively as other private or public sector organisations because of their smaller size, potentially more limited funds, and because they are *not* motivated by profit. As such, their efficiency and capacity to deliver services is questioned.

I'm probably inclined to think actually that the private, the business would actually probably be more efficient...because they're more focused on the bottom line.

**Male, high trust in charities, familiar with the Charity Commission**

Furthermore, some admit that their trust and confidence in a charity is affected by how professional their branding and marketing material appears. Therefore, to have confidence in a charity to provide services, charities must be seen to be run in an efficient, business-like manner but with the ethical and moral ethos of a charity. The difficulty here, of course, is that people do not like to think of their donations being spent on marketing and advertising (as discussed in the first section of this report).



# Public awareness and understanding of the Charity Commission

## Key Findings

- Awareness among the general public of the Charity Commission has remained in line with 2008 (53% in 2010).
- Once explained, nearly all (98%) believe that the role of the Charity Commission is essential, very or fairly important.
- Familiarity with the Charity Commission is linked to higher overall trust and confidence in charities. Those who know the Charity Commission very or fairly well are more likely to give an overall trust score of 6-10 than those who have not heard of them (78% vs. 67%).
- Around one in eight (12%) of those aware of the Charity Commission say they have noticed positive affects of the Charity Commission's work in the last year. Just three percent say they have noticed any negative affects. Most have not noticed any effects at all.
- The qualitative research reveals that those interviewed do not tend to really think about the regulation of charities. However, when prompted, the idea of regulation, particularly of accounts, is received positively. Knowing this, even if only at the back of one's mind, does contribute to overall trust.
- The qualitative research also finds that although people probably would not actively seek out details such as annual reports, simply knowing that this occurs is enough to reassure and give people confidence that charities are being regulated effectively.

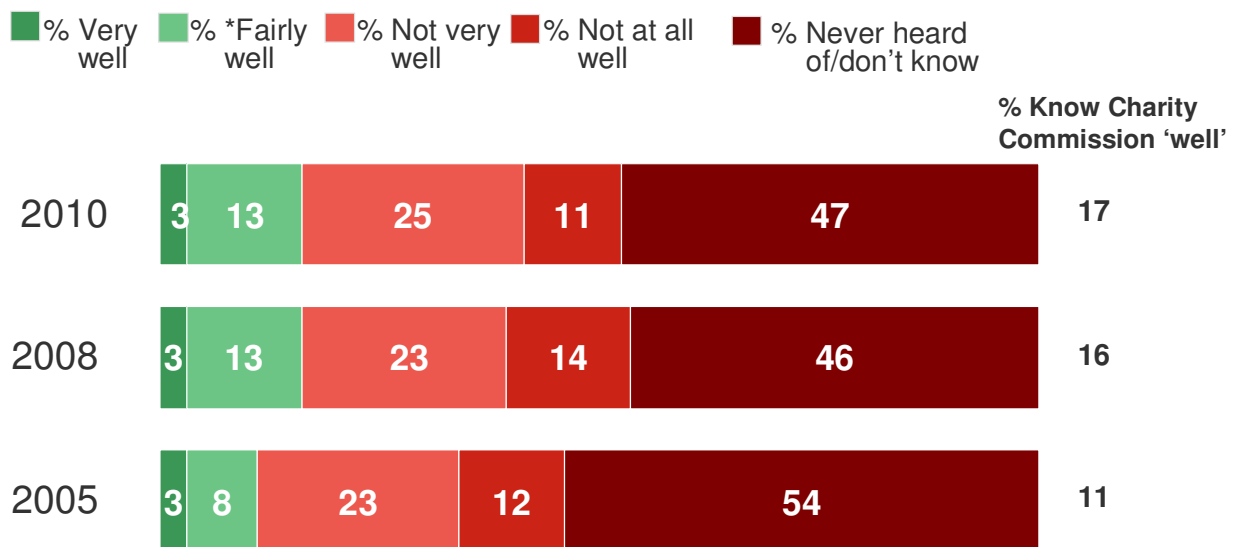
## Awareness and familiarity

Public awareness of the Charity Commission remains consistent with 2008 (53% and 54% respectively have heard of it).

Of those aware of the Charity Commission in 2010, almost a third (32%) feel that they know the Commission either very or fairly well, which is broadly in-line with 2008 (30%). This equates to around 17% of the adult population as a whole.

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

### Level of knowledge about the Charity Commission



\* Option changed to 'fairly well' for 2008 and 2010 from 'quite well' in 2005

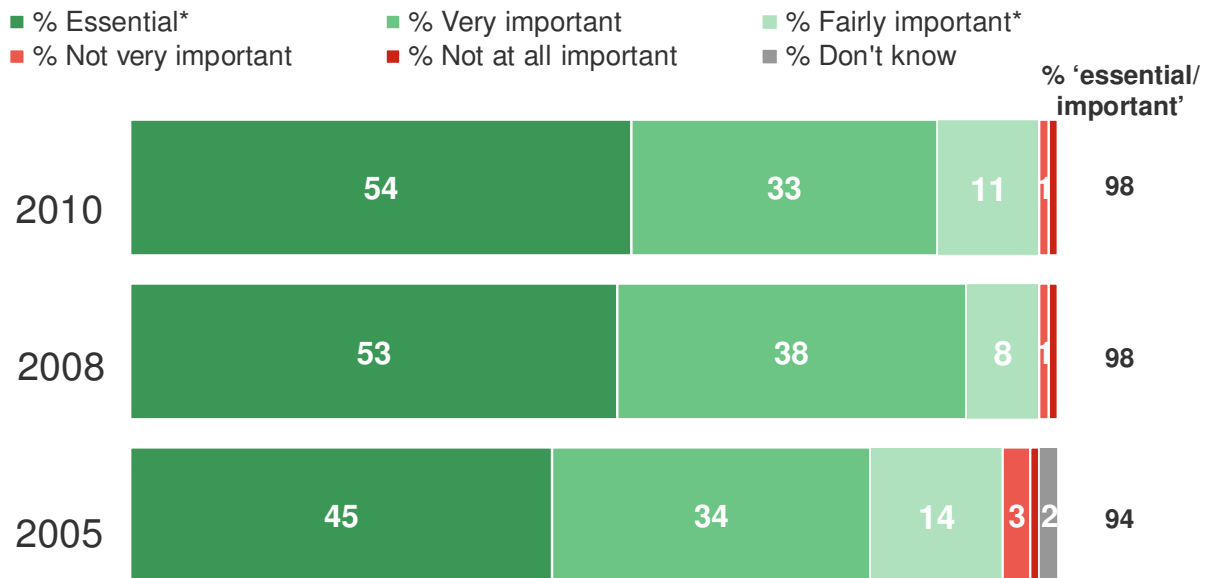
Base: All respondents – 2010 (1,150), 2008 (1,008), 2005 (1,001)

Source: Ipsos MORI

Although only around half (53%) 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>13</sup>. Just over half (54%) feel its role to be 'essential', a further third (33%) feel it to be 'very important', and 11% say it is 'fairly important'. In total, 98% feel the Charity Commission's role is important.

Q - How important do you personally regard this role?

## Importance of Charity Commission's Role



Base: All respondents – 2010 (1,150), 2008 (1,008), 2005 (1,001). \*Question options 'Extremely important' and 'Quite important' in 2005 instead of 'Essential' and 'Fairly important'.

Source: Ipsos MORI

Ipsos MORI



As mentioned previously, there is a link between awareness of a regulator and overall trust. It follows that knowledge of the Charity Commission is also linked to high trust in charities. Those who know the Charity Commission very or fairly well are more likely to give an overall trust score of 6-10 than those who have not heard of them (78% vs. 67%).

It is therefore useful to look at who is aware of the Charity Commission. Older people (aged 45+) are more likely than younger generations (aged 18-34) to have heard of the Charity Commission (64% vs. 30%). So too are those in social grades AB (67% vs. 53% overall) and those who personally, or have close friends of family that work for or are a beneficiary of a charity (63% and 64% respectively vs. 53% overall). All of these groups also have higher overall trust in charities aside from older people (younger people are in fact more likely to have higher trust).

<sup>13</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.

## Understanding the issue of regulation

Qualitatively, the regulation of charities is not something those interviewed have necessarily considered prior to this research.

I think it [regulation of charities] probably passes most people by, I think it's just one of those things you just assume that there is a body somewhere that does that.

**Male, high trust in charities, familiar with the Charity Commission**

Those who are not familiar with the Charity Commission suggest various ways in which they would try to determine the legitimacy of a charity such as Companies House, a registered charity number and using the internet to search for a website or any discussion of the charity.

Amongst those who are aware of the Charity Commission, little is known about how the Charity Commission actually regulates charities. Some make general comments about investigating wrong-doing and submitting reports of accounts, but this is not something they are sure about. The Commission's ability to regulate smaller charities, in particular, is questioned. They are also unsure about the extent to which the Charity Commission is able to monitor *all* charities.

They're accountable in that they have to submit their finances and their reports, although a lot of them don't, I think; and they have to justify what their purpose is.

**Male, high trust in charities, familiar with the Charity Commission**

I also do know that they don't seem to regulate charities very closely. Or certainly they don't seem to regulate small charities very closely. Maybe something like the British Heart Foundation is regulated quite tightly, I don't know. I hope so.

**Female, high trust in charities, familiar with the Charity Commission**

Overall, there is general agreement that knowing there is a regulator of charities makes people more confident about the legitimacy and conduct of charities, even if they do not consciously think about it on a day-to-day basis.

I didn't know there was [a regulator], so if they are regulated, then yes, that probably is a good thing because then it stops all the bogus ones or the false ones and all the rubbish that's coming through.

**Male, low trust in charities, not aware of the Charity Commission**

Despite a dislike of some fundraising methods, most think fundraising methods are something that the charity itself should be responsible for regulating rather than the Commission.

The idea of a more *pro-active* investigation into whether a charity is meeting its objectives and how it is spending money is suggested by some. People are unlikely to actively look into or try to find the outcomes of such investigations, or look at reports of accounts themselves. There is, however, agreement that they want to know that *someone* is ensuring that charities are legitimate, well-run and spending donations effectively.

## Perceived impact of the Charity Commission's work

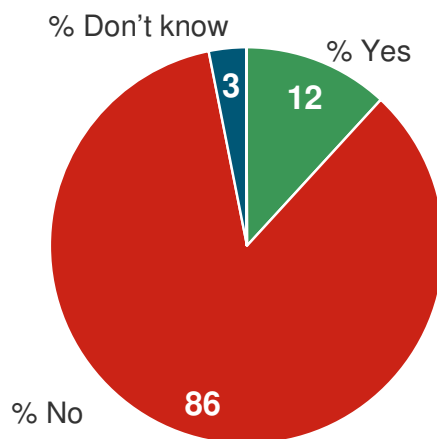
When asked directly about the last year, around one in eight (12%) say they have noticed positive affects of the Charity Commission's work. Only three percent say they have noticed any negative affects.

While this is a useful indicator of possible impact, especially to monitor any change in future research, it should be remembered that it follows a question which describes the Commission's work, which may lead people to make assumptions about its effect.

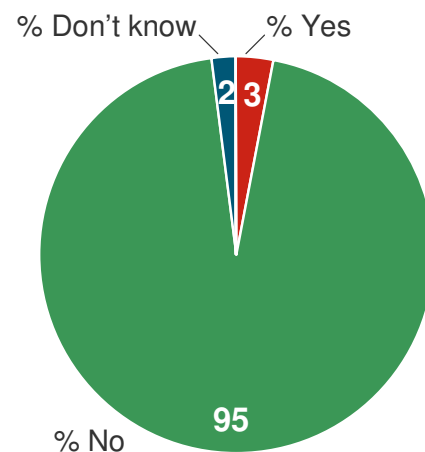
*Q - In the last year have you noticed any...[positive/negative]... effect(s) of the work of the Charity Commission?*

### Impact of the Charity Commission's work

Noticed positive effects of the work of the Charity Commission?



Noticed negative effects of the work of the Charity Commission?



Base: All respondents who stated that they are aware of the Charity Commission (622)

Source: Ipsos MORI

Ipsos MORI



Bearing these issues in mind, it is perhaps not surprising that, when asked what positive changes have occurred, people seem to struggle to think of specific examples. 'Regulation' is the most common response (38%), followed by charity work they are doing (19%) and investigating wrong doing (13%)<sup>14</sup>.

The number of respondents mentioning any negative affects are too small (19) to draw any firm conclusions on the reasons for this perception.

Only one person interviewed qualitatively mentioned noticing a positive effect of the Charity Commission: they saw in the news that a charity had been stripped of its charitable status after 'dodgy financial dealings' were investigated by the Charity Commission. However, this is a 'double-edged sword' as negative publicity about charities in the media is also cited as having a negative impact people's trust and confidence in charities overall.

<sup>14</sup> Small base size (72). These findings should be treated as indicative only.

# Charity beneficiaries and active involvement

## Key Findings

- One in three (30%) people say they have benefitted personally, or had close friends or family benefit from a charity. However, when prompted with specific examples, a much greater proportion say they or close friends/family have, for example, visited a National Trust property (70%) or an art gallery (68%). In addition, half (51%) say they have attended a youth group, and three in ten (31%) have received advice from a charity.
- In total, a third (32%) of the public are personally, or have close friends or family members, who are involved with charities.
- Being a beneficiary or actively involved with a charity (or having close friends/family that are) is linked to higher overall trust and confidence in charities.

## Charity beneficiaries

One in three (30%) say they have benefited from, or used the services of a charity when asked directly<sup>15</sup>.

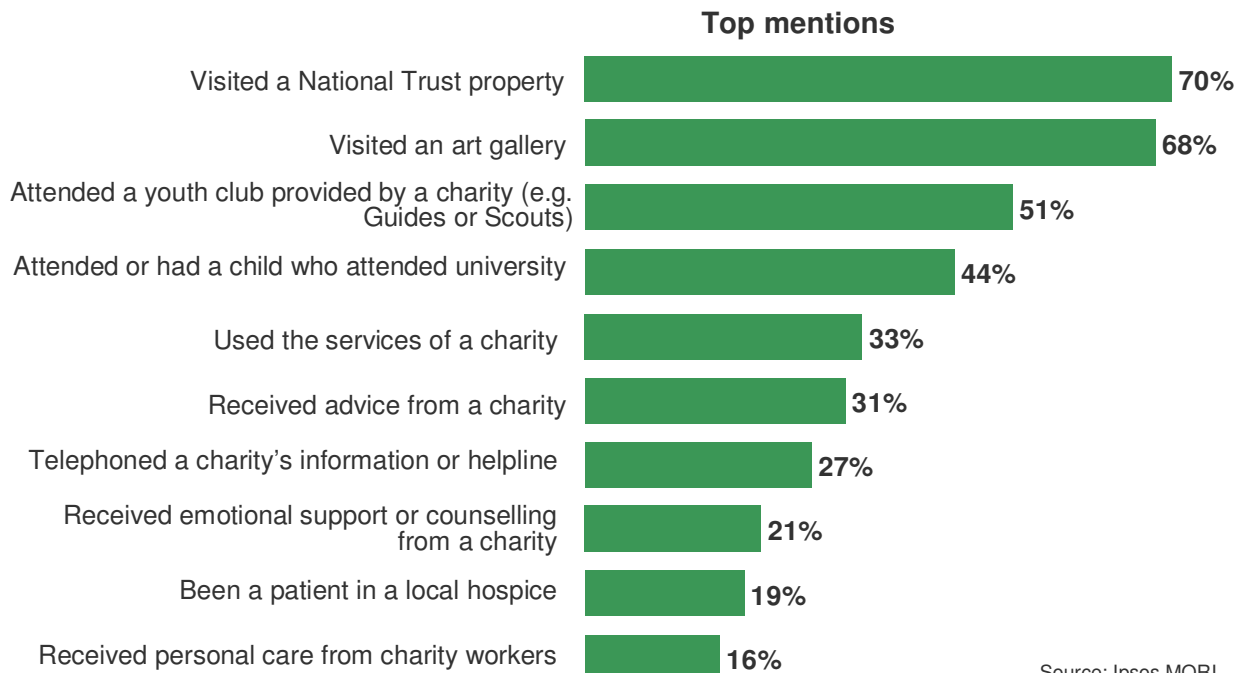
When prompted with a wider range of activities and services that charities might provide, which may not be as readily associated with a charity, around nine in ten (93%) report having personally, or close friends or family, who have benefited in some way from organisations likely to be classed as charities. This is detailed in the following chart<sup>16</sup>.

<sup>15</sup> In this survey people were asked whether or not they 'or any of their close family or friends, ever benefited from or used the services of a charity' rather than whether or not they 'or any of their close family or friends, ever received money, support or help from a charity'. This means the findings are not directly comparable with 2008.

<sup>16</sup> This question is not directly comparable with 2008 as new options, plus an 'other specify' option were added in 2010

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

## Charity beneficiaries



Base: All respondents (1,150), 7<sup>th</sup> – 17<sup>th</sup> May 2010

Ipsos MORI

Source: Ipsos MORI



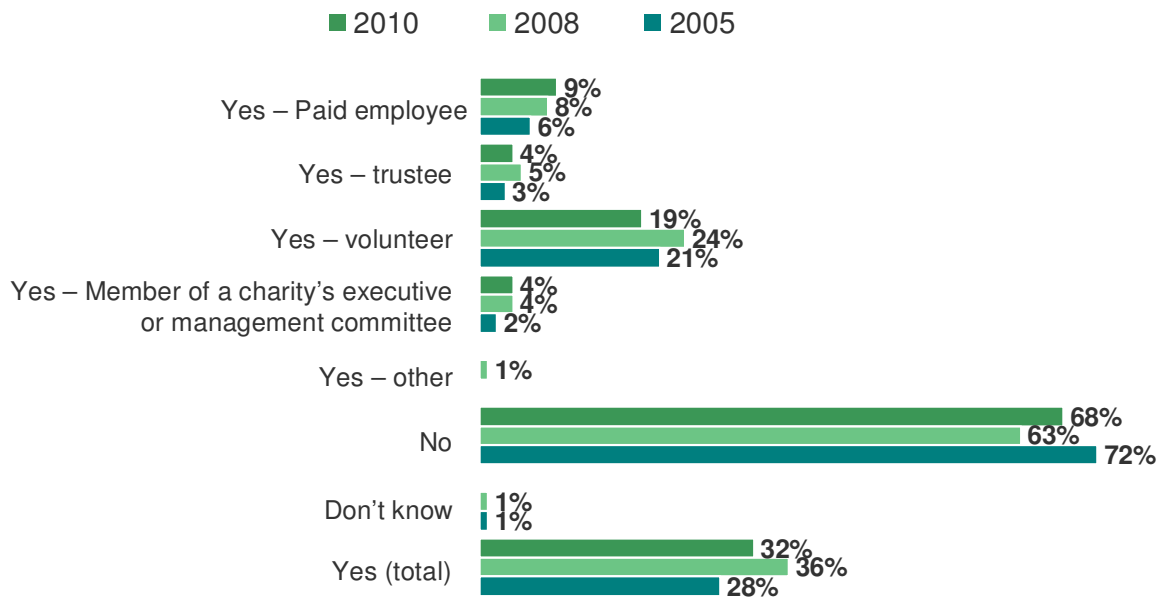
Looking at who has personally benefitted from a charity (or have close family or friends who have benefitted from a charity), these are more likely to be younger than older people (34% aged 18-54 vs. 21% aged 65+). Those from social grades AB are also more likely to have benefitted (35% vs. 30% overall). These two groups, younger generations and social grades AB, also tend to have higher trust in charities overall, which could be due to this interaction. Indeed, those who say they have benefitted from a charity are more likely to give a very high overall trust score than those who have not (18% give a score of 9-10 vs. 13%).

## Active public involvement with charities

A third (32%) say they, or close friends or family members, are actively involved with charities in some capacity (either as an employee, volunteer or trustee) compared to 36% in 2008 and 28% in 2005.

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

### Active involvement with charities



Base: All respondents – 2010 (1,150), 2008 (1,008), 2005 (1,001)

Source: Ipsos MORI

Ipsos MORI



As might be expected, those who personally work for a charity, or have close friends or family that do so, are more likely than those who do not to give a higher overall trust rating (77% give a score of 6-10 vs. 66%).

Women are more likely than men to work for a charity (or have close family or friends who do) (35% vs. 29%), and so too are those in social grades AB (42% vs. 32% overall). Again, these are two groups whose trust in charities overall tends to be higher.

This finding reflects the qualitative research findings: those who are actively involved with a charity, for example as a trustee or volunteer, tend to have more faith in charities more generally, as they feel more informed about how they operate.



# **Key drivers of trust and confidence in charities**

# Key drivers of trust and confidence in charities

## Key Findings

- Key Drivers Analysis (KDA) indicates that of five key aspects of charities' work, believing 'charities ensure a reasonable proportion of donations make it to the end cause' is the strongest driver of overall trust in charities, reflecting what people say is most important when asked to rank this against the other attributes.
- Faith in charities to make 'independent decisions to further the cause they work for' is also strongly associated with overall trust, even though only three percent cite this quality as most important when asked to rank the various attributes.
- A second tier of analysis, conducted to identify drivers of trust in each of the five key aspects of charities' work, shows that the attitudes associated with/driving trust in each aspect tend to be similar. However, the relative strength of these attitudes does vary for each of the five key beliefs. For example:
  - charities being effective at bringing about social change' is particularly strongly associated with trust in the independence of charities;
  - regulation appears to be particularly important in relation to the public's trust in charities to ensure that fundraisers are honest and ethical; and
  - trust in charities to work independently is a key driver of believing that charities are well managed.
- Additional analysis including/accounting for demographic characteristics indicates that attitudes are far more important for trust and confidence in charities than demographics, despite the fact that some groups tend to have higher levels of trust than others.

## Approach

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, where 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 for example, are in fact more strongly associated with overall job satisfaction.

KDA performed on the 2005 trust and public confidence survey showed that overall trust and confidence was primarily explained by five key beliefs in how charities operate, namely: the belief that charities spend their money wisely and effectively; are well managed; ensure that a reasonable proportion of donations make it to the end cause; make a positive difference to the cause they work for; and ensure that fundraisers are ethical and honest.

The 2008 research looked to build on the insights of the 2005 KDA by 'unpacking' the five key beliefs, which have been shown to drive overall trust and confidence, enabling further insight into the results. A two-tiered approach was used; the top-level exploring the relative importance of each of the five key beliefs on overall trust and confidence, and the lower level exploring the key drivers of the five beliefs.

In 2010 a change was made to the questionnaire, replacing the measure ‘trust in charities to spend their money wisely and effectively,’ with ‘trust in charities to make independent decisions to further the cause they work for’. In order to investigate the relative importance of this belief in comparison to the other four key beliefs a two-tiered KDA approach was again conducted.

The following questions were included in the second tier analysis (see appended topline for full details): Q6, Q7, Q10a, Q10b, Q10c, Q11, Q13 (a and b combined), Q14, Q14g, Q15b, Q15c and Q15d<sup>17</sup>.

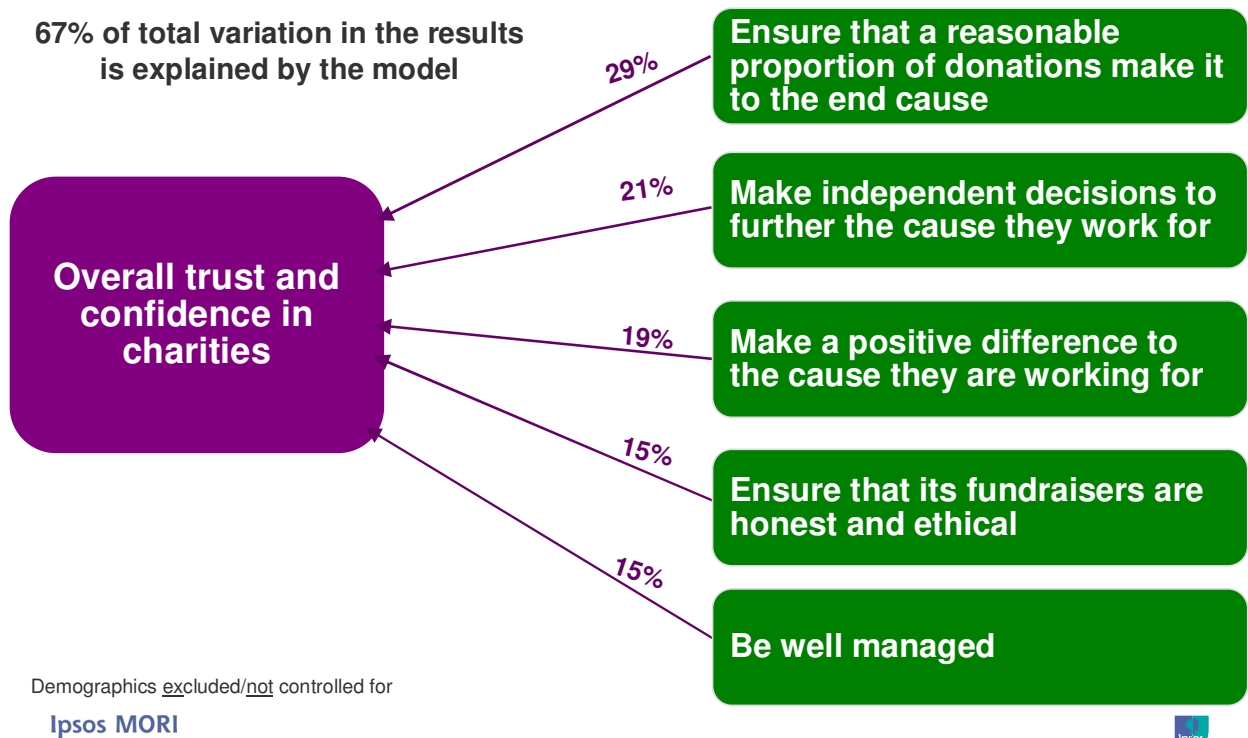
## Key findings

The belief that ‘charities ensure a reasonable proportion of donations make it to the end cause’ is the strongest driver of overall trust in charities, reflecting what people say is most important when asked to rank this against various other attributes. This also reflects the 2008 findings where this attribute, along with ‘spending donations wisely and effectively’ (not included this year) were the two strongest drivers. It is of course important to remember that these beliefs are not necessarily based on knowledge; approaching three in five people (56%) admit to knowing very little about how charities are run and managed, indicating that people’s perceptions of charities are therefore as important as the reality.

Even though only three percent cite charities making ‘independent decisions to further the cause they work for’ as the quality *most* important to their overall trust and confidence in charities when asked to rank this against other attributes, the key drivers analysis indicates that this belief is in fact very closely associated with overall trust.

The following KDA model presents the results of this first tier of analysis graphically:

### Tier 1 analysis – overall trust and confidence in charities



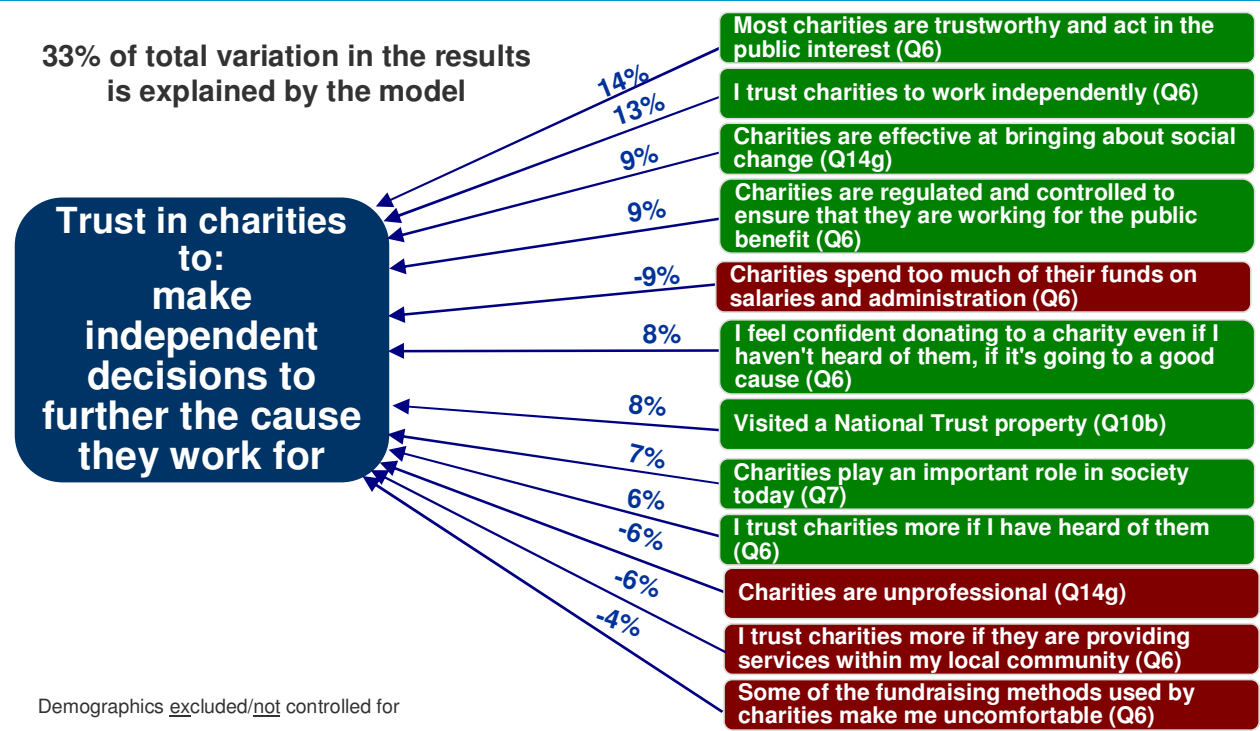
<sup>17</sup> Some of the responses to Q10b and Q11 were very skewed, i.e. a very high proportion saying either ‘yes’ or ‘no’ to particular response options. These skewed options were therefore not included in the final analysis.

The second tier analysis, conducted for each of the five key belief measures is illustrated below. The beliefs and attitudes shown in green are positive drivers. For example, looking at the first chart, ‘most charities are trustworthy and act in the public interest’ is a positive driver, meaning that agreement with this statement is strongly associated with *higher* levels of ‘trust in charities to make independent decisions’. The beliefs shown in red are negative drivers, for example, ‘charities spend too much of their funds on salaries and administration,’ meaning that agreement with this is associated with *lower* levels of ‘trust in charities to make independent decisions’.

The factors most strongly associated with each belief tend to be similar across all five of the beliefs analysed. For example, agreement that ‘most charities are trustworthy and act in the public interest’ is strongly associated with a higher trust score across all five, while agreement that ‘charities spend too much of their funds on salaries and administration’ is consistently associated with a lower trust score.

However, there are some differences. For example, ‘charities being effective at bringing about social change’ is particularly strongly associated with ‘trust in the independence of charities’, as shown in the following chart.

## Tier 2 analysis – trust in charities to make independent decisions



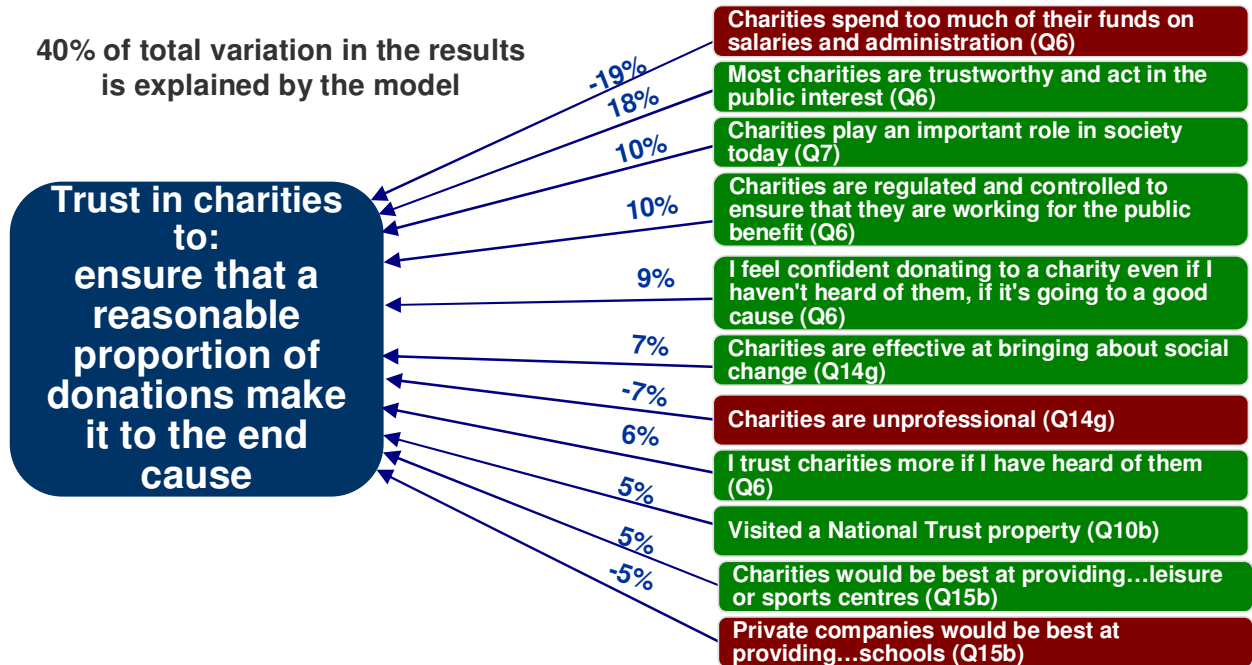
Demographics excluded/not controlled for

Ipsos MORI



This research has found that the public are concerned about the proportion of donations spent on administration compared with the end cause. It is therefore to be expected that feeling ‘charities spend too much on salaries and administration’ has a strong negative association with ‘trust in charities to ensure that a reasonable proportion of donations’ make it to the end cause, as shown below.

## Tier 2 analysis – trust in charities to ensure that donations reach the end cause



Demographics excluded/not controlled for

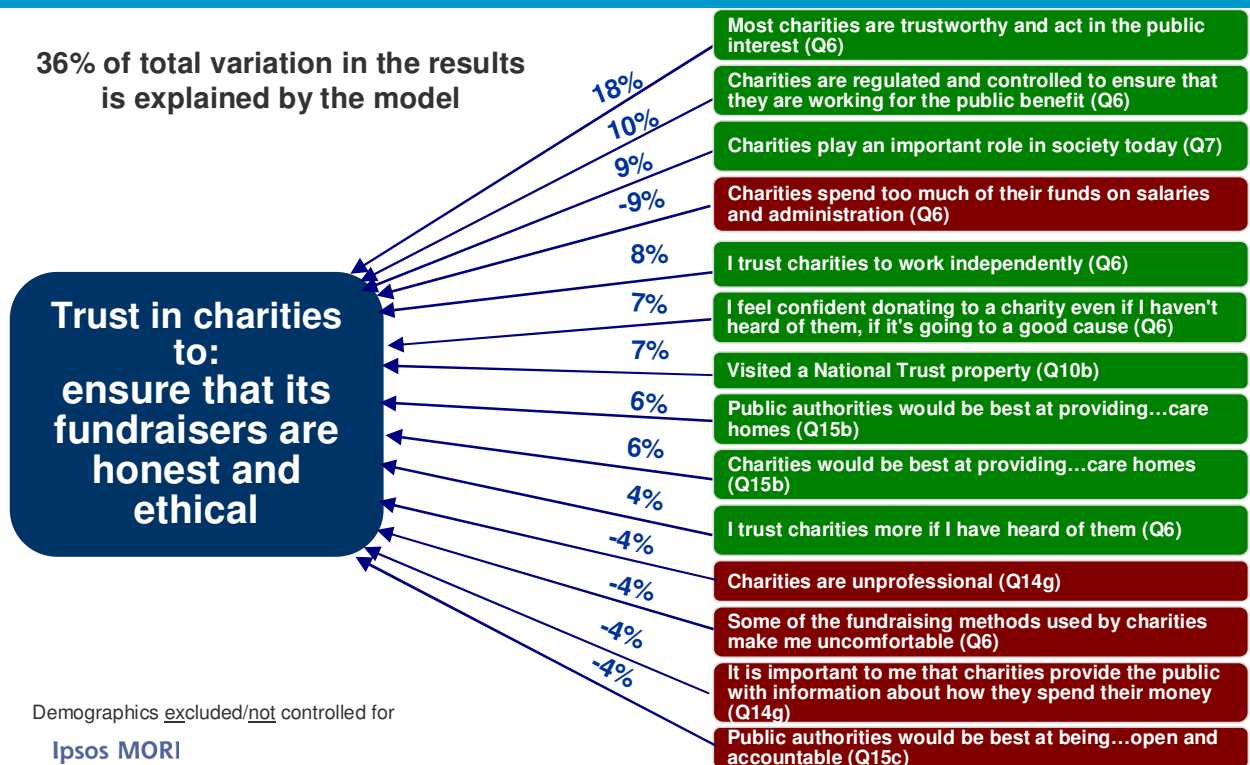
Ipsos MORI



Regulation appears to be particularly important for the public in relation to their ‘trust in charities to ensure that fundraisers are honest and ethical’; agreement that ‘charities are regulated and controlled’ is the second strongest driver of ‘trust in charities to ensure that its fundraisers are honest and ethical’.

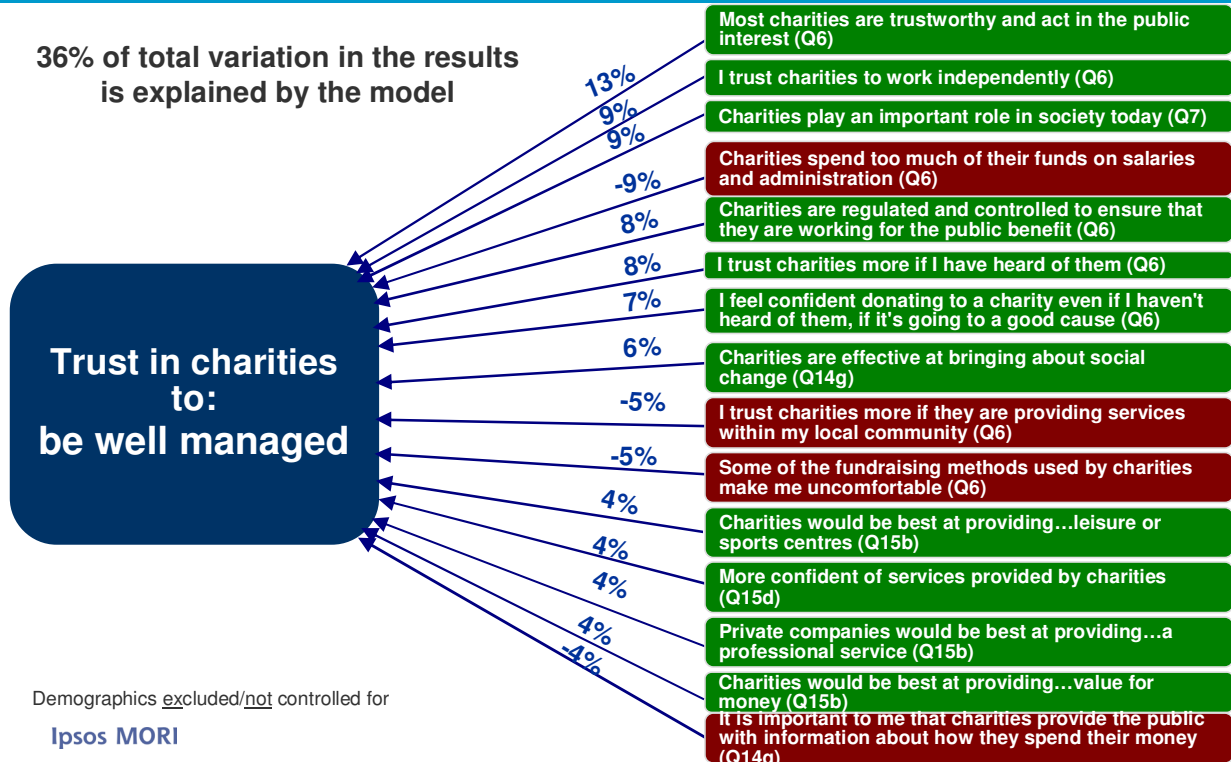
There is also evidence that being happy to donate to an unknown charity ‘if it’s is going to a good cause’ is a driver of/associated with ‘trust in charities to use honest and ethical fundraisers’, suggesting that if people believe fundraisers for a charity are honest and ethical they have more faith that the money will go to a good cause and visa versa. This association perhaps also reflects the suggestion from the qualitative research that fundraising techniques are linked to propensity to donate; i.e. people are less keen to donate to charities that use fundraising techniques they dislike.

## Tier 2 analysis – trust in charities to make ensure its fundraisers are honest and ethical



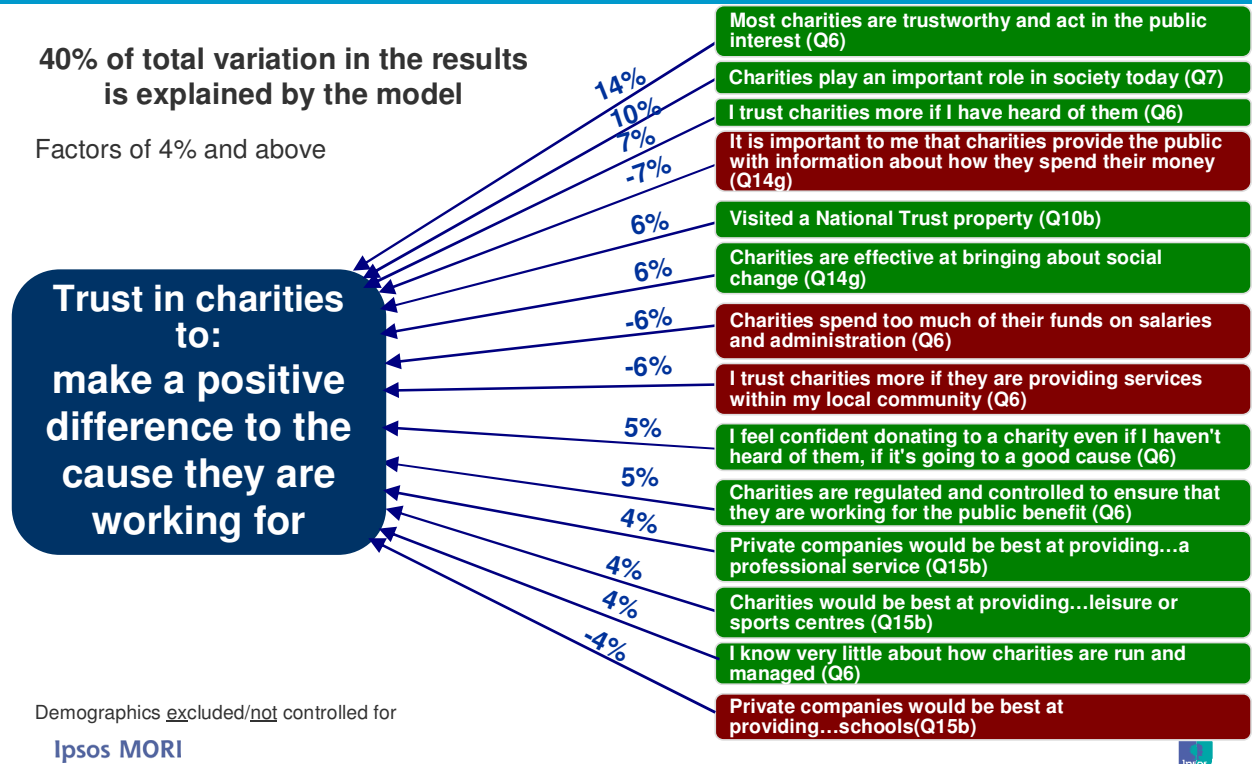
The chart below shows that, along with believing that ‘most charities are trustworthy and act in the public interest’, ‘trusting charities to work independently’ is a key driver of ‘believing that charities are well managed’. It also reiterates the overall importance of independence, as it was also one of the strongest drivers in tier one of the analysis.

## Tier 2 analysis – trust in charities to be well managed



It is perhaps surprising that belief in the 'importance of charities providing the public with information about how they spend their money' is a negative driver of having 'trust in charities to make a positive difference to their cause'. However, this may indicate those who do not feel it is important for charities provide this information intrinsically trust charities and therefore do not feel the need to see 'proof' that they are spending their money wisely.

## Tier 2 analysis – trust in charities to make a positive difference to the cause they are working for



## Controlling for demographic variables – additional analysis

An additional piece of analysis was conducted to take into consideration the possible influence that the demographic make-up of each respondent could have on a person's level of trust. Controlling for demographics takes away this influence from each of the attitudinal questions included in the KDA<sup>18</sup>.

To control for demographics, two regression models were run on each target variable - overall trust and confidence in charities (Q1) and the five key beliefs (Q2);

- In the first model only the demographic variables were used as input variables.
- A second model was then run, adjusted by/including the demographics which were found to be significant in the first model above.

The second model thus contains the demographic variables as well as a set of significant attitudinal variables. As the demographic variables are 'forced' in the model, their impact on driving the target variable of trust is taken into account, so the driver strength of the attitudinal variables is a more 'true' representation on their impact on trust and is not a result of the demographic make-up of each respondent.

<sup>18</sup> The demographic variables controlled for were; gender, age, social grade, whether or not the respondent is the chief income earner, working status and region.

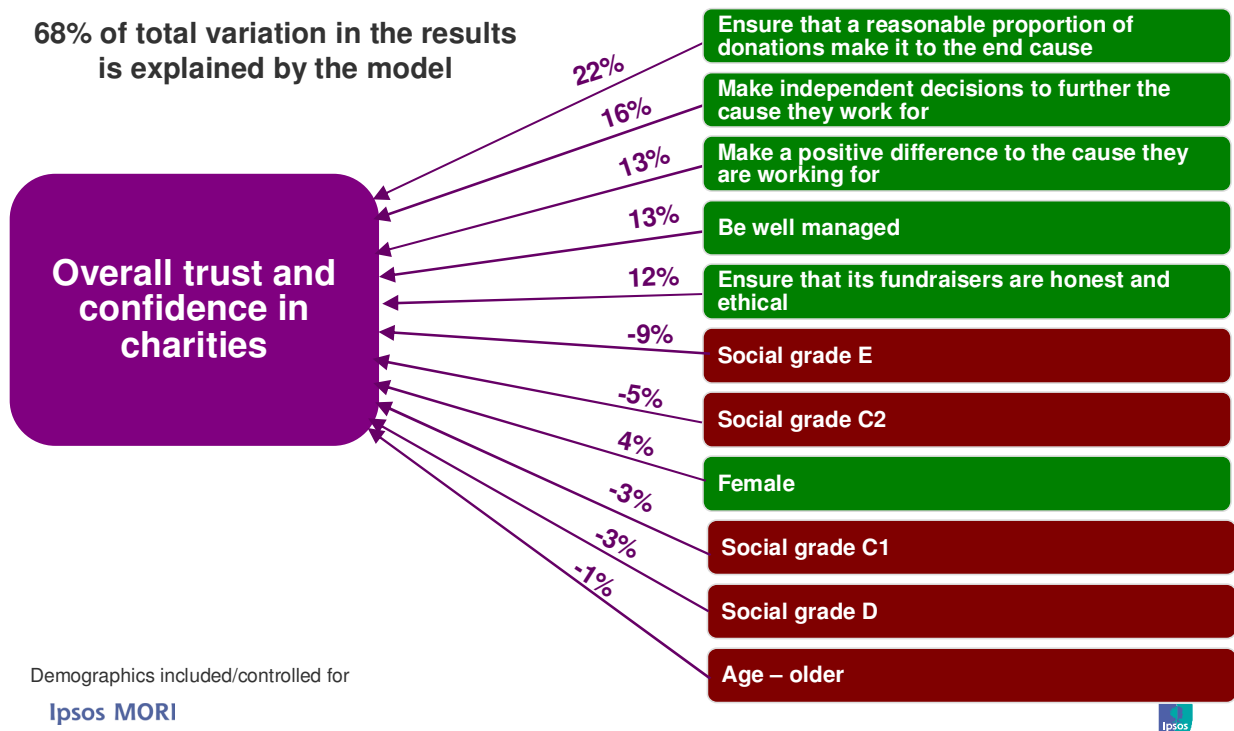


This analysis indicates that controlling for demographics makes very little difference to the KDA models, suggesting that *attitudes* are far more important for overall trust and confidence in charities than *demographic classification*, despite the fact that some groups tend to have somewhat higher levels of trust than others (such as younger people and those in higher social grades).

So, for example, the original first tier KDA conducted on trust in charities indicated a particularly strong association between ‘overall trust in charities’ and the ‘belief that charities ensure a reasonable proportion of donations make it to the end cause’. We know from conducting standard sub-group analysis that people in social grades AB tend to give higher overall trust scores and that they also tend to give a higher mean scores for ‘trusting charities to ensure that a reasonable proportion of donations make it to the end cause’ (one of the key drivers of overall trust).

However, the KDA model below indicates that while being in a lower social grades is indeed negatively associated with overall trust in charities, this association is relatively weak, meaning that social grade is not as important for overall trust as attitudes (it also suggests that people from across all the social grades hold the beliefs most strongly associated with trust and confidence in charities).

### Tier 1 analysis – overall trust and confidence in charities - including demographics



# Appendices

# Appendices

## Guide to statistical reliability

The sampling tolerances that apply to the percentage results are given in the table below. This table shows the possible variation that might be anticipated because a sample, rather than the entire population, was interviewed. **As indicated below, sampling tolerances vary with the size of the sample and the size of the percentage result.** For example, on a question where 50% of the people in a sample of c.1,150 respond with a particular answer, the chances are 95 in 100 that this result would not vary by more than 3 percentage points, plus or minus, from a complete coverage of the entire population using the same procedures (i.e., between 47% and 53%).

### Approximate sampling tolerances applicable to percentages at or near these levels

|  | 10% or<br>90% | 20% or<br>80% | 30% or<br>70% | 40% or<br>60% | 50% |
|--|---------------|---------------|---------------|---------------|-----|
| Size of sample on which survey result is based |               |               |               |               |     |
| 1,150  | 2             | 3             | 3             | 3             | 3   |

*Source: Ipsos MORI*

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

It should be highlighted that these tolerances are based on perfect random samples, and design effects such as clustering and weighting are likely to increase them. In practice, good quality quota sampling has been found to be as accurate as random samples with a similar design.

### Approximate differences required for significant at or near these percentages

|                                       | 10% or<br>90% | 20% or<br>80% | 30% or<br>70% | 40% or<br>60% | 50% |
|---------------------------------------|---------------|---------------|---------------|---------------|-----|
| Men vs. Women (512 vs. 638)           | 4             | 5             | 6             | 6             | 6   |
| 18-24 year olds vs. 65+ (312 vs. 225) | 3             | 4             | 5             | 5             | 6   |

*Source: Ipsos MORI*

## Topline findings

Ipsos MORI 10-008894-01

### Public Trust and Confidence in Charities Topline Results - final 7 June 2010

1,150 respondents aged 18+ across England and Wales

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

Fieldwork conducted between 7 and 17 May 2010.

Results based on all unless otherwise stated.

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

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

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

Where available, trend data from 2005 and 2008 has been added.

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<br>Don't<br>trust<br>them | 1 | 2 | 3 | 4 | 5  | 6  | 7  | 8  | 9 | 10<br>Trust them<br>completely | DK/<br>No<br>answer | Mean |
|---------------|-----------------------------|---|---|---|---|----|----|----|----|---|--------------------------------|---------------------|------|
| <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 |

|                              |
|------------------------------|
| <b>TRUST AND PERFORMANCE</b> |
|------------------------------|

ASK ALL

**Q2. And on the same 0-10 scale, how much would you trust charities to...**

READ OUT A-E RANDOMISE ORDER

|   |   |      | 0<br>Don't<br>trust<br>them | 1   | 2   | 3   | 4   | 5   | 6   | 7   | 8   | 9   | 10<br>Trust<br>them<br>completely | DK/<br>No<br>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                   | 2 |
| 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                   | 4 |
|   |   | 2008 | %                           | 2   | 2   | 3   | 7   | 7   | 18  | 15  | 20  | 15  | 5                                 | 5                   | 2 |
|   |   | 2010 | %                           | 1   | 2   | 4   | 5   | 8   | 15  | 14  | 21  | 18  | 6                                 | 5                   | 1 |
| C | Ensure that its fundraisers are honest and ethical                        | 2005 | %                           | 2   | *   | 2   | 3   | 5   | 17  | 13  | 19  | 20  | 6                                 | 8                   | 4 |
|   |   | 2008 | %                           | 1   | 1   | 1   | 3   | 6   | 15  | 12  | 21  | 23  | 8                                 | 7                   | 2 |
|   |   | 2010 | %                           | 1   | 1   | 2   | 2   | 4   | 16  | 12  | 18  | 24  | 10                                | 8                   | 1 |
| D | Be well managed   | 2005 | %                           | 1   | 1   | 3   | 4   | 7   | 21  | 13  | 17  | 18  | 4                                 | 6                   | 4 |
|   |   | 2008 | %                           | 1   | 1   | 2   | 4   | 5   | 18  | 15  | 21  | 19  | 6                                 | 5                   | 2 |
|   |   | 2010 | %                           | 1   | 1   | 3   | 3   | 5   | 15  | 14  | 21  | 22  | 7                                 | 6                   | 2 |
| E | Make a positive difference to the cause they are working for              | 2005 | %                           | 1   | *   | 1   | 4   | 3   | 14  | 11  | 17  | 23  | 11                                | 11                  | 3 |
|   |   | 2008 | %                           | 1   | 1   | 2   | 3   | 4   | 13  | 11  | 22  | 22  | 11                                | 9                   | 2 |
|   |   | 2010 | %                           | 1   | 1   | 2   | 2   | 3   | 15  | 8   | 18  | 24  | 15                                | 10                  | 1 |

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

|                                     |
|-------------------------------------|
| <b>TRUST AND SPECIFIC CHARITIES</b> |
|-------------------------------------|

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 (2010)

|                               | 2005<br>% | 2008<br>% | 2010<br>% |
|-------------------------------|-----------|-----------|-----------|
| <b>Charities by name</b>      |           |           |           |
| Cancer Research UK            | 12        | 15        | 12        |
| NSPCC                         | 4         | 9         | 6         |
| British Heart Foundation      | 3         | 4         | 5         |
| Oxfam                         | 6         | 9         | 4         |
| Macmillan Cancer Relief       | 1         | 6         | 3         |
| RSPCA                         | 2         | 6         | 3         |
| British Red Cross             | 4         | 4         | 3         |
| RNLI                          | 1         | 4         | 2         |
| The Salvation Army            | 2         | 2         | 2         |
| Save the Children             | 2         | 3         | 1         |
| Age Concern                   | 1         | 2         | 1         |
| Barnardo's                    | *         | 2         | 1         |
| Christian Aid                 | 1         | 2         | 1         |
| RNIB                          | *         | 2         | 1         |
| Marie Curie                   | -         | 2         | 1         |
| British Legion                | -         | 2         | 1         |
| Children in Need              | -         | 2         | 1         |
| Breakthrough Breast Cancer    | *         | 1         | 1         |
| Guide Dogs for the Blind      | *         | 1         | 1         |
| Imperial Cancer Research Fund | *         | 1         | 1         |
| Unicef                        | 1         | 1         | 1         |
| WWF                           | *         | 1         | 1         |
| Amnesty International         | 1         | 1         | 1         |
| Air ambulance                 | 1         | 1         | 1         |
| Gt. Ormond Street             | -         | 1         | 1         |
| Greenpeace                    | *         | 1         | 1         |
| RSPB                          | -         | 1         | 1         |
| ChildLine                     | 1         | 2         | 1         |
| MS Society                    | *         | *         | 1         |
| Scope                         | *         | *         | 1         |
| Dogs Trust                    | -         | *         | 1         |
| Help for Heroes               | -         | -         | 1         |
| St. John Ambulance            | -         | -         | 1         |
| Help the Aged                 | *         | 2         | 1         |
| <b>Charities by type</b>      |           |           |           |
| Animal charities              | 3         | 4         | 4         |
| Well-known charities          | 1         | 4         | 4         |
| Health-related charities      | 2         | 2         | 4         |
| Local charities               | 3         | 5         | 3         |
| Religious charities           | 2         | 3         | 2         |
| Children's charities          | 3         | 3         | 2         |
| Big charities                 | 3         | 2         | 2         |
| Small charities               | *         | 2         | 2         |
| Cancer charities              | 3         | 2         | 2         |
| International charities       | 2         | 1         | 1         |
| Blind charities               | *         | 1         | 1         |
| Hospital/hospice charities    | N/A       | N/A       | 1         |
| UK/British based charities    | N/A       | N/A       | 1         |
| Don't know/None               | 50        | 34        | 39        |

Plus 'other' responses – not shown (11% in 2010, inc. 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 – 1% OR MORE (2010)

|  | 2005  | 2008  | 2010  |
|--|-------|-------|-------|
| Base: All who mention a charity/charity type                   | (725) | (678) | (702) |
|  | %     | %     | %     |
| Because I have seen/ experienced what they do                  | 27    | 38    | 39    |
| Because I believe in the cause/ what they are trying to do     | 25    | 30    | 25    |
| Because they are well-known†                                   | -     | 23    | 21    |
| Because they have a good reputation†                           | -     | 24    | 21    |
| Because I have heard (lots) about them                         | 6     | 10    | 9     |
| Because they are set up for the public good                    | 6     | 10    | 8     |
| Because they do an important job                               | 11    | 15    | 7     |
| Because they are big   | 5     | 9     | 6     |
| Because they are local   | 2     | 7     | 5     |
| Because they are regulated                                     | 8     | 6     | 5     |
| Because they are national                                      | 4     | 6     | 4     |
| Because they are small   | -     | 2     | 2     |
| Because a public figure is associated with them                | 3     | 2     | 1     |
| <b>New codes raised in 2008</b>                                |       |       |       |
| I know someone who works/I work/have worked for/with them      | N/A   | 3     | 2     |
| The money they raise goes to the end cause/where it's meant to | N/A   | 7     | 2     |
| Well managed/organised/professional organisation               | N/A   | 4     | 2     |
| Transparency/openness/visibility                               | N/A   | 4     | 2     |
| Less administrative/bureaucratic work                          | N/A   | *     | 1     |
| Communicate well/provide feedback/updates                      | N/A   | 1     | 1     |
| More trustworthy in general/just a feeling                     | N/A   | 1     | 1     |
| I am a member  | N/A   | 1     | 1     |
| Staff/volunteers are more trustworthy/provide a personal touch | N/A   | 5     | 1     |
| High profile through advertising/media                         | N/A   | 4     | 1     |
| Well established/been around a long time                       | N/A   | 3     | 1     |
| They make a difference/improvement to people's lives           | N/A   | 4     | 1     |
| Due to my/their religious beliefs                              | N/A   | 3     | 1     |
| Strong ethical stance  | N/A   | 1     | 1     |
| <b>New codes raised in 2010</b>                                |       |       |       |
| They are accountable   | N/A   | N/A   | 1     |
| People work for them voluntarily/they are mostly volunteers    | N/A   | N/A   | 1     |
| They are in the UK/British based                               | N/A   | N/A   | 1     |
| Don't know/No answer   | 5     | 2     | 2     |

Plus 'other' responses – not shown (7% in 2010, inc. responses of less than 1%)

† 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 (2010)

|  | 2005 | 2008 | 2010 |
|--|------|------|------|
|  | %    | %    | %    |
| <b>Charities by name</b>   |      |      |      |
| Oxfam  | 3    | 4    | 3    |
| NSPCC  | *    | 1    | 1    |
| RSPCA  | 1    | 1    | 1    |
| Christian Aid  | *    | *    | 1    |
| <b>Charities by type</b>   |      |      |      |
| International charities  | 2    | 7    | 5    |
| Animal charities   | 1    | 3    | 3    |
| Small charities  | 2    | 3    | 3    |
| Foreign/abroad/overseas charities                                | N/A  | N/A  | 2    |
| Less well known charities  | -    | 3    | 1    |
| Big charities  | 1    | 2    | 1    |
| Local charities  | *    | 1    | 1    |
| Religious charities  | 1    | 1    | 1    |
| Clothing charities   | N/A  | 1    | 1    |
| Health-related charities   | *    | *    | 1    |
| Door to door collections/charities†                              | N/A  | 2    | 1    |
| Charities I haven't heard of                                     | N/A  | N/A  | 1    |
| Charities that come up to you in the street/other public places† | N/A  | 2    | 1    |
| Third world country charities                                    | N/A  | *    | 1    |
| Children's charities   | N/A  | *    | 1    |
| None/NA/Don't know   | 80   | 60   | 65   |

*Plus 'other' responses – not shown (10% in 2010, 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 (2010)

|  | 2005<br>(214)<br>% | 2008<br>(419)<br>% | 2010<br>(409)<br>% |
|--|--------------------|--------------------|--------------------|
| Base: All who mention a charity/charity type                         |                    |                    |                    |
| Because I don't know how they spend their money                      | 31                 | 30                 | 35                 |
| Because I have heard bad stories about them                          | 20                 | 21                 | 18                 |
| Because I don't know them/ haven't heard of them                     | 12                 | 12                 | 13                 |
| Because they use fundraising techniques I don't like                 | 16                 | 14                 | 9                  |
| Because they don't work for the public good                          | 6                  | 6                  | 5                  |
| Because they are big   | 2                  | 2                  | 3                  |
| Because they are international                                       | 1                  | 4                  | 2                  |
| They waste money/Don't like the way they spend their money           | 13                 | 3                  | 2                  |
| Because they are small   | 1                  | 2                  | 1                  |
| <b>New codes raised in 2008</b>                                      |                    |                    |                    |
| Money lost through corruption/open to abuse/doesn't get to end cause | N/A                | 12                 | 6                  |
| Mistrust their motives   | N/A                | 10                 | 3                  |
| Badly managed/Mismanagement  | N/A                | 3                  | 2                  |
| Due to personal experience   | N/A                | 2                  | 2                  |
| They don't seem to make a difference/cannot see the improvement      | N/A                | 3                  | 2                  |
| Not well regulated   | N/A                | 1                  | 2                  |
| Unethical  | N/A                | 2                  | 1                  |
| Prefer for money to be spent in own country                          | N/A                | 2                  | 1                  |
| They are less well known   | N/A                | 3                  | 1                  |
| Charity shouldn't be about religion/mistrust religious charities     | N/A                | 1                  | 1                  |
| Large administration costs   | N/A                | 2                  | 1                  |
| Too much money goes on advertising                                   | N/A                | 1                  | 1                  |
| Not important to me  | N/A                | *                  | 1                  |
| <b>New codes raised in 2010</b>                                      |                    |                    |                    |
| My own opinion/no evidence   | N/A                | N/A                | 2                  |
| Don't like their attitude  | N/A                | N/A                | 1                  |
| They are getting paid to do it                                       | N/A                | N/A                | 1                  |
| They are not accountable   | N/A                | N/A                | 1                  |
| Don't know/no answer   | 6                  | 3                  | 2                  |

*Plus 'other' responses – not shown (9% in 2010, inc. responses of less than 1%)*

|                            |
|----------------------------|
| <b>TRUST AND ATTITUDES</b> |
|----------------------------|

ASK ALL

2008 AND 2010 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                      |
| B | I trust charities more if I have heard of them  | 2008 | % | 44             | 41            | 4                          | 8                | 4                 | *                      |
|   |   | 2010 | % | 44             | 39            | 5                          | 8                | 4                 | *                      |
| 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                      |
| 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                      |
| 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                      |
| 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                      |
| 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                      |
| 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                      |
| 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                      |
| 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                      |
| 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                      |

|                             |
|-----------------------------|
| <b>TRUST AND IMPORTANCE</b> |
|-----------------------------|

ASK ALL

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

SINGLE CODE ONLY

|                      | <b>2005</b> | <b>2008</b> | <b>2010</b> |
|----------------------|-------------|-------------|-------------|
|                      | %           | %           | %           |
| Essential†           | 29          | 32          | 30          |
| Very important       | 34          | 40          | 37          |
| Fairly important†    | 32          | 24          | 29          |
| Not very important   | 3           | 3           | 3           |
| Not at all important | 1           | *           | 1           |
| Don't know           | 1           | *           | *           |

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

Q8-9 NOT ASKED THIS YEAR

|                              |
|------------------------------|
| <b>TRUST AND BENEFICIARY</b> |
|------------------------------|

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 benefited from or used the services of a charity?** SINGLE CODE ONLY

|            | <b>2005</b> | <b>2008</b> | <b>2010</b> |
|------------|-------------|-------------|-------------|
|            | %           | %           | %           |
| Yes        | 9           | 21          | 30          |
| No         | 90          | 78          | 69          |
| Don't know | 1           | 2           | 1           |

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 |
|--|------|------|------|
|  | %    | %    | %    |
| Visited a National Trust property  | 47   | 61   | 70   |
| Visited an art gallery   | 51   | 60   | 68   |
| Attended a youth club provided by a charity – for example Girl Guides, Scouts or Girls or Boys Brigade | N/A  | N/A  | 51   |
| Attended or had a child who attended university  | N/A  | N/A  | 44   |
| Used the services of a charity   | 17   | 23   | 33   |
| Received advice from a charity   | 16   | 26   | 31   |
| Telephoned a charity's information or helpline   | N/A  | N/A  | 27   |
| Received emotional support or counselling from a charity   | N/A  | N/A  | 21   |
| Been a patient in a local hospice  | 15   | 16   | 19   |
| Received personal care from charity workers  | 8    | 12   | 16   |
| Received financial help from a charity   | 4    | 8    | 8    |
| I/parent works for a charity   | N/A  | N/A  | 2    |
| None of these/Don't know†  | 27   | 17   | 7    |
| Benefited from a charity in any† other way (SPECIFY)   | N/A  | N/A  | 2    |

† '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')

ASK ALL

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

|                 | 2010 |
|-----------------|------|
| Increased       | 7    |
| Decreased       | 11   |
| Stayed the same | 81   |
| Don't know      | *    |

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. DO NOT READ OUT**2010**

|  |      |
|--|------|
| Base: all who say their trust has increased  | (90) |
|  | %    |
| Using/experiencing a charity's services directly                                       | 34   |
| Began volunteering or working for a charity  | 17   |
| Someone I know using/experiencing a charity's services                                 | 13   |
| Media coverage about how charities spend donations – e.g. expenses claims, bonuses etc | 10   |
| Media stories about a charity/charities (generally)                                    | 10   |
| Knowing more about them – e.g. staff, different charities                              | 8    |
| Doing a good job/what they are supposed to do  | 6    |
| The work of the Charity Commission   | 1    |
| The expenses scandal (generally)   | 1    |
| Media coverage about private schools being classed as charities                        | -    |
| Other (SPECIFY)  | 7    |
| Don't know (SINGLE CODE)   | 2    |

**CAUTION: SMALL BASE SIZE (<100) – INDICATIVE ONLY**

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. DO NOT READ OUT**2010**

|  |       |
|--|-------|
| Base: all who say their trust has decreased  | (127) |
|  | %     |
| Media coverage about how charities spend donations – e.g. expenses claims, bonuses etc | 28    |
| Media stories about a charity/charities (generally)                                    | 24    |
| The expenses scandal (generally)   | 21    |
| Using/experiencing a charity's services directly                                       | 11    |
| Don't trust them/I distrust/don't know where the money goes/waste a lot of money       | 9     |
| They use pressurising techniques/I receive a lot of post from charities                | 6     |
| Someone I know using/experiencing a charity's services                                 | 5     |
| Too many of them now   | 4     |
| You never see the benefits/don't think they make a difference                          | 3     |
| Began volunteering or working for a charity  | 2     |
| Political bias/pressure  | 2     |
| Don't know if charity bags are a charity/don't think the money goes to the cause       | 2     |
| They need to be become more efficient/better run/organised                             | 1     |
| The work of the Charity Commission   | 1     |
| The money is going out of the country/spend more abroad than in the UK                 | 1     |
| Media coverage about private schools being classed as charities                        | 1     |
| Other (SPECIFY)  | 6     |
| Don't know (SINGLE CODE)   | 1     |
| No answer  | 1     |

|                              |
|------------------------------|
| <b>TRUST AND INVOLVEMENT</b> |
|------------------------------|

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

|                                     |
|-------------------------------------|
| <b>TRUST AND CHARITY COMMISSION</b> |
|-------------------------------------|

ASK ALL

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

|            | 2005 | 2008 | 2010 |
|------------|------|------|------|
|            | %    | %    | %    |
| Yes        | 46   | 54   | 53   |
| No         | 54   | 45   | 47   |
| Don't know | 0    | 1    | *    |

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

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

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

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

ASK ALL

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

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

|                      | 2005 | 2008 | 2010 |
|----------------------|------|------|------|
|                      | %    | %    | %    |
| Essential†           | 45   | 53   | 54   |
| Very important       | 34   | 38   | 33   |
| Fairly important†    | 14   | 8    | 11   |
| Not very important   | 3    | 1    | 1    |
| Not at all important | 1    | 1    | 1    |
| Don't know           | 2    | *    | *    |

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

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

**Q14B. In the last year have you noticed any positive affect(s) of the work of the Charity Commission?**

|  | <b>2010</b> |
|--|-------------|
| Base: all who have heard of the charity commission | (622)       |
|  | %           |
| Yes  | 12          |
| No   | 86          |
| Don't know   | 3           |

ASK OF ALL WHO SAID YES AT Q14B (CODE 1). OTHERS GO TO Q14D

**Q14C. What was it or were they?**

RECORD VERBATIM RESPONSE

|   | <b>2010</b> |
|---|-------------|
| Base: all who have noticed positive affects                                   | (72)        |
|   | %           |
| Regulation  | 38          |
| Charity work they are doing/helping abroad/children in need                   | 19          |
| Investigating wrong doing   | 13          |
| They give advice/support  | 6           |
| Gives publicly to charities/makes charities more well known/raising awareness | 4           |
| Received paperwork from a charity telling me what they were doing             | 4           |
| I can check the validity of charities via the Charity Commission              | 2           |
| Other   | 13          |
| Can't remember  | 1           |
| No answer   | 3           |

*CAUTION: SMALL BASE SIZE (<100) – INDICATIVE ONLY*

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

**Q14D. In the last year have you noticed any negative affect(s) of the work of the Charity Commission?**

|  | <b>2010</b> |
|--|-------------|
| Base: all who have heard of the charity commission | (622)       |
|  | %           |
| Yes  | 3           |
| No   | 95          |
| Don't know   | 2           |



ASK OF ALL WHO SAID YES AT Q14D (CODE 1). OTHERS GO TO Q14F

**Q14E. What was it or were they?**

RECORD VERBATIM RESPONSE

|  | <b>2010</b> |
|--|-------------|
| Base: all who have noticed negative affects                                | (19)        |
|  | No.         |
| They are bureaucratic/create a lot of work for small charities/dictatorial | 4           |
| Not regulating/investigating enough  | 3           |
| Too much advertising/too many collectors                                   | 2           |
| Media led stories  | 2           |
| Questioning the role of religious charities                                | 2           |
| The time taken to register us as a charity                                 | 1           |
| Other  | 3           |

*CAUTION: VERY SMALL BASE SIZE (<30) - ACTUAL NUMBERS SHOWN – INDICATIVE ONLY*

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

|  | <b>2010</b> |
|--|-------------|
| Base: all who have heard of the charity commission | (622)       |
|  | %           |
| Yes  | 11          |
| No   | 89          |
| Don't know   | *           |

ASK ALL

**Q14** 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*?  
**G** READ OUT. SINGLE CODE ONLY

|   |             |   | Strongly agree | Tend to agree | Neither agree nor disagree | Tend to disagree | Strongly disagree | DK/ No opinion |
|---|-------------|---|----------------|---------------|----------------------------|------------------|-------------------|----------------|
| <b>Charities are effective at bringing about social change</b>  | <b>2008</b> | % | 20             | 51            | 11                         | 12               | 4                 | 2              |
|   | <b>2010</b> | % | 22             | 50            | 11                         | 10               | 4                 | 2              |
| <b>Charities are unprofessional</b>   | <b>2008</b> | % | 2              | 8             | 7                          | 50               | 30                | 2              |
|   | <b>2010</b> | % | 4              | 8             | 8                          | 42               | 35                | 2              |
| <b>It is crucial that charities demonstrate how they benefit the public</b>                                       | <b>2008</b> | % | N/A            | N/A           | N/A                        | N/A              | N/A               | N/A            |
|   | <b>2010</b> | % | 58             | 35            | 2                          | 3                | 1                 | 1              |
| <b>It is important to me that charities explain in a published annual report what they have actually achieved</b> | <b>2008</b> | % | 59             | 30            | 3                          | 5                | 1                 | 1              |
|   | <b>2010</b> | % | 60             | 28            | 4                          | 5                | 2                 | 1              |
| <b>It is important to me that charities provide the public with information about how they spend their money</b>  | <b>2008</b> | % | 74             | 22            | 1                          | 1                | 1                 | *              |
|   | <b>2010</b> | % | 73             | 22            | 1                          | 2                | 1                 | *              |
| <b>Charities provide society with something unique</b>  | <b>2008</b> | % | N/A            | N/A           | N/A                        | N/A              | N/A               | N/A            |
|   | <b>2010</b> | % | 38             | 44            | 8                          | 6                | 2                 | 1              |

|                                     |
|-------------------------------------|
| <b>TRUST IN OTHER ORGANISATIONS</b> |
|-------------------------------------|

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<br>Don't<br>trust<br>them | 1  | 2 | 3  | 4  | 5  | 6  | 7  | 8  | 9  | 10<br>Trust<br>them<br>comple-<br>tely | 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 |
| 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  | * |
| 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 |
| 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  | * |
| 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 |
| 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 |
| 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  | * |
| H | Doctors                          | 2008 | %                           | 1  | * | 1  | 2  | 2  | 8  | 9  | 16 | 28 | 18                                     | 14 | * |
|   |                                  | 2010 | %                           | 1  | * | 1  | 1  | 2  | 8  | 8  | 15 | 32 | 19                                     | 14 | - |
| 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  | * |
| 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 |

|                                    |
|------------------------------------|
| <b>TRUST AND SERVICE PROVISION</b> |
|------------------------------------|

ASK ALL

**Q15 B** Some charities and some private companies receive funding from government to provide certain public services, such as healthcare services, care for the elderly and services for disabled people etc. Other public services are provided directly by public authorities such as the NHS or local councils.

**Which of these - charities, private companies or public authorities - do you think would be best at providing each of the following types of services or does it make no difference?**

IF NECESSARY REPEAT OPTIONS: CHARITIES, PRIVATE COMPANIES AND PUBLIC AUTHORITIES OR NO DIFFERENCE. READ OUT A-F. RANDOMISE ORDER

|   |   | Charities | Private companies | Public authorities | Makes no difference | Don't know |
|---|---|-----------|-------------------|--------------------|---------------------|------------|
| Care homes  | % | 14        | 14                | 48                 | 21                  | 3          |
| Social housing  | % | 9         | 8                 | 58                 | 21                  | 3          |
| Leisure or sports centres   | % | 4         | 23                | 45                 | 26                  | 2          |
| Hospitals   | % | 3         | 9                 | 72                 | 15                  | 2          |
| Schools   | % | 2         | 8                 | 73                 | 15                  | 2          |
| Information and advice, for example on money, legal or housing issues | % | 16        | 16                | 38                 | 26                  | 4          |

ASK ALL

**Q15C** 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 |
|---|---|-----------|-------------------|--------------------|---------------------|------------|
| Providing a high quality service  | % | 12        | 25                | 24                 | 35                  | 4          |
| Providing a professional service  | % | 6         | 32                | 25                 | 35                  | 2          |
| Providing the best value for money                                      | % | 18        | 24                | 25                 | 29                  | 4          |
| Being open and accountable, for example to service users and regulators | % | 17        | 11                | 34                 | 33                  | 5          |
| A caring approach   | % | 40        | 6                 | 21                 | 30                  | 3          |

ASK ALL

**Q15D** 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 |
|-------------------------|------|
|                         | %    |
| Much more confident     | 6    |
| A little more confident | 13   |
| No difference           | 73   |
| Slightly less confident | 5    |
| Much less confident     | 2    |
| Don't know              | 1    |

|                                   |
|-----------------------------------|
| <b>DEMOGRAPHICS 2010– ASK ALL</b> |
|-----------------------------------|

**UNWEIGHTED DATA****Gender**

|        | %  |
|--------|----|
| Male   | 45 |
| Female | 55 |

**Age**

|       | %  |
|-------|----|
| 18-24 | 11 |
| 25-34 | 16 |
| 35-44 | 19 |
| 45-54 | 18 |
| 55-64 | 17 |
| 65+   | 20 |

**Working Status of Respondent:**

|                                | %  |
|--------------------------------|----|
| Working - Full time (30+ hrs)  | 45 |
| - Part-time (9-29 hrs)         | 15 |
| Unemployed                     | 3  |
| Not working - retired          | 24 |
| - looking after house/children | 6  |
| - invalid/disabled             | 2  |
| Student                        | 5  |
| Other                          | *  |

**Social grade**

|    | %  |
|----|----|
| AB | 29 |
| C1 | 29 |
| C2 | 17 |
| DE | 26 |

**Respondent is:**

|                         | %  |
|-------------------------|----|
| Chief Income Earner     | 63 |
| Not Chief Income Earner | 37 |

**What is your ethnic group?**

SINGLE CODE ONLY

|   | %  |
|---|----|
| <b>WHITE</b>                                    | 91 |
| British   | 86 |
| Irish   | 1  |
| Any other white background<br>(PLEASE WRITE IN) | 3  |
| <b>MIXED</b>                                    | 1  |
| White and Black Caribbean                       | *  |
| White and Black African                         | *  |
| White and Asian                                 | *  |
| Any other mixed background<br>(PLEASE WRITE IN) | *  |
| <b>ASIAN OR ASIAN BRITISH</b>                   | 5  |
| Indian  | 2  |
| Pakistani                                       | 1  |
| Bangladeshi                                     | *  |
| Any other Asian background<br>(PLEASE WRITE IN) | 1  |
| <b>BLACK OR BLACK BRITISH</b>                   | 2  |
| Caribbean                                       | 1  |
| African   | 1  |
| Any other black background<br>(PLEASE WRITE IN) | *  |
| <b>CHINESE OR OTHER<br/>ETHNIC GROUP</b>        | 1  |
| Chinese   | *  |
| Any other background<br>(PLEASE WRITE IN)       | 1  |
| Refused   | -  |