



Public Trust in Charities 2024

Prepared for the Charity Commission for England and Wales by BMG Research

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Executive Summary

Executive Summary

- Overall trust in charities has been stable since 2020, with new analysis showing that levels are actually quite high. For some, trust is implicit until proven otherwise, driven mostly by a charity's aim to do good. For others, low trust stems from media coverage, contact with charities or disagreement with a charity's actions.
- Media coverage is particularly influential in leading to distrust in charities, but generally the public are cautious to not let the actions of one charity influence how they feel about others. However, for any charities where the media uncovers wrongdoing, there is little they can do to redeem their reputation; once sullied the trust is lost.
- The majority want information about charities to be available, and information tends to lead to greater trust. However, not all would access the information, knowing that it is there tend to be enough. Ease of access of information and signposting to it could be important. Financial transparency is an important type of information in driving trust.

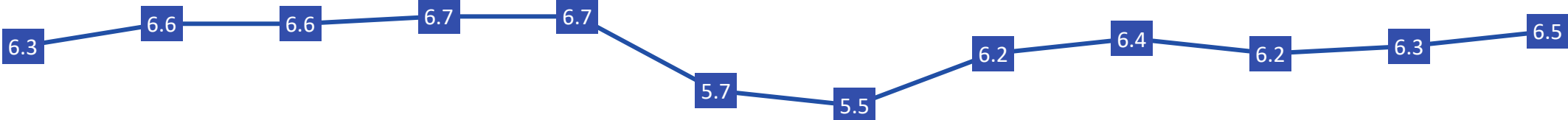
Executive Summary

- Awareness of and claimed knowledge about the Charity Commission are stable with around 1 in 5 claiming they know the Commission well. Most of those who claim to know the Commission well have a broad grasp of its role. However, the intricacies of the Commission's role are less well understood and the public have questions about how the Commission regulates all charities.
- Around half are more likely to support charities after learning about the role of the charity commission. Having a body to regulate charities reassures that the sector is operating to a high standard. The existence of the register also reassures that the information they need is out there and accessible. However, there is a belief that the Commission can't forensically monitor all charities due to the resources this would require and so it is likely there is wrongdoing that is going undetected.
- Knowing a charity is registered continues to reassure the public, although most people don't check the register; just seeing a registration number or the charity claiming to be registered tends to be enough to drive trust. Most would only check the register if they suspected any wrongdoing and if they were to look, they would like to see financial information about charities.

Overall Trust in Charities

Overall trust in charities has been relatively stable since 2020

Overall Trust in Charities over time (mean score)

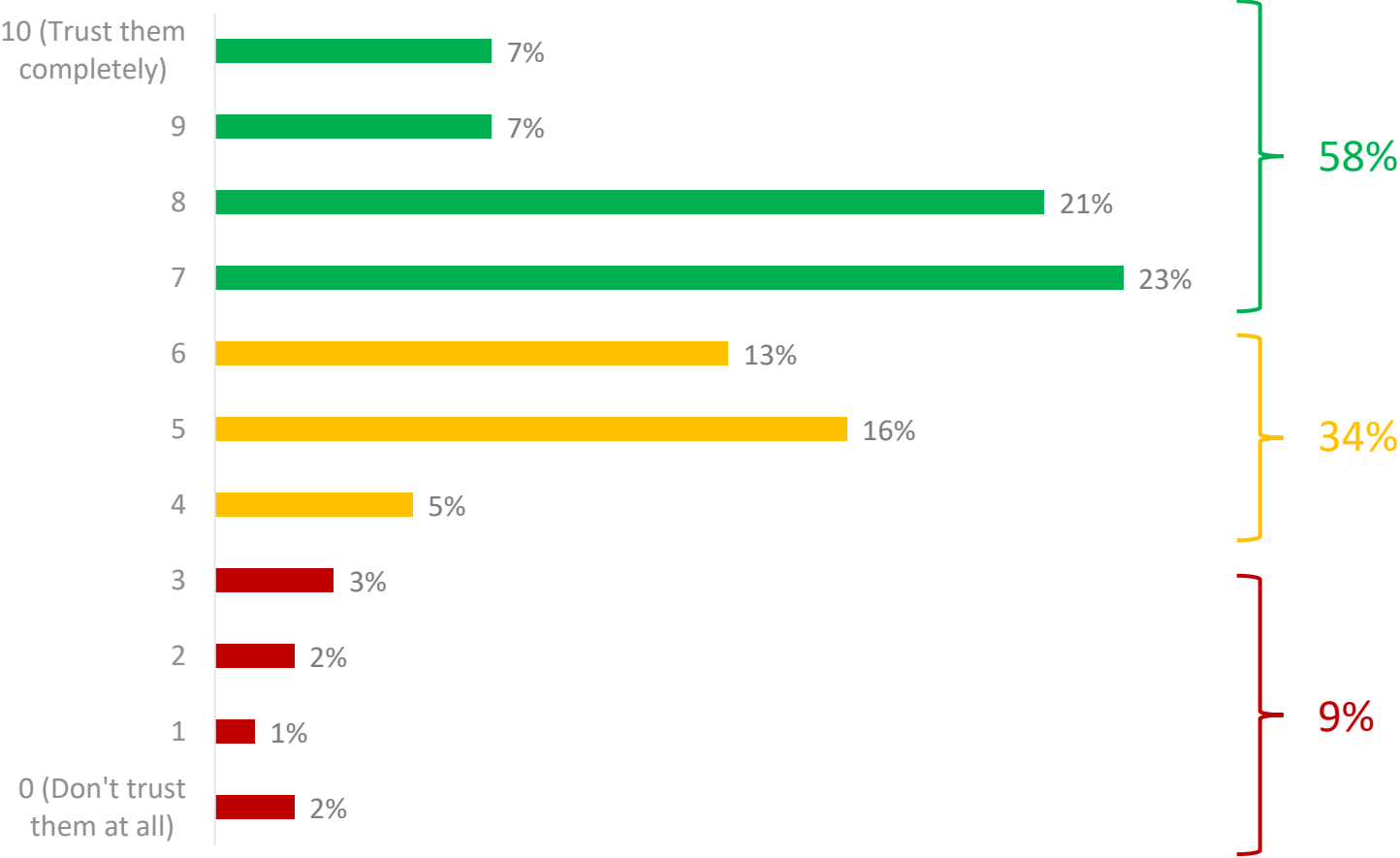


From 2018 onwards, the survey was conducted online rather than via telephone. This question, however, was also asked on a concurrent telephone survey as a comparison in 2018, giving a mean score of 5.7/10 (a difference of +0.2)

2005 2008 2010 2012 2014 2016 2018 2020 2021 2022 2023 2024

In 2024, almost 6 in 10 say they have high trust in charities while 1 in 10 have very low trust

Trust in Charities



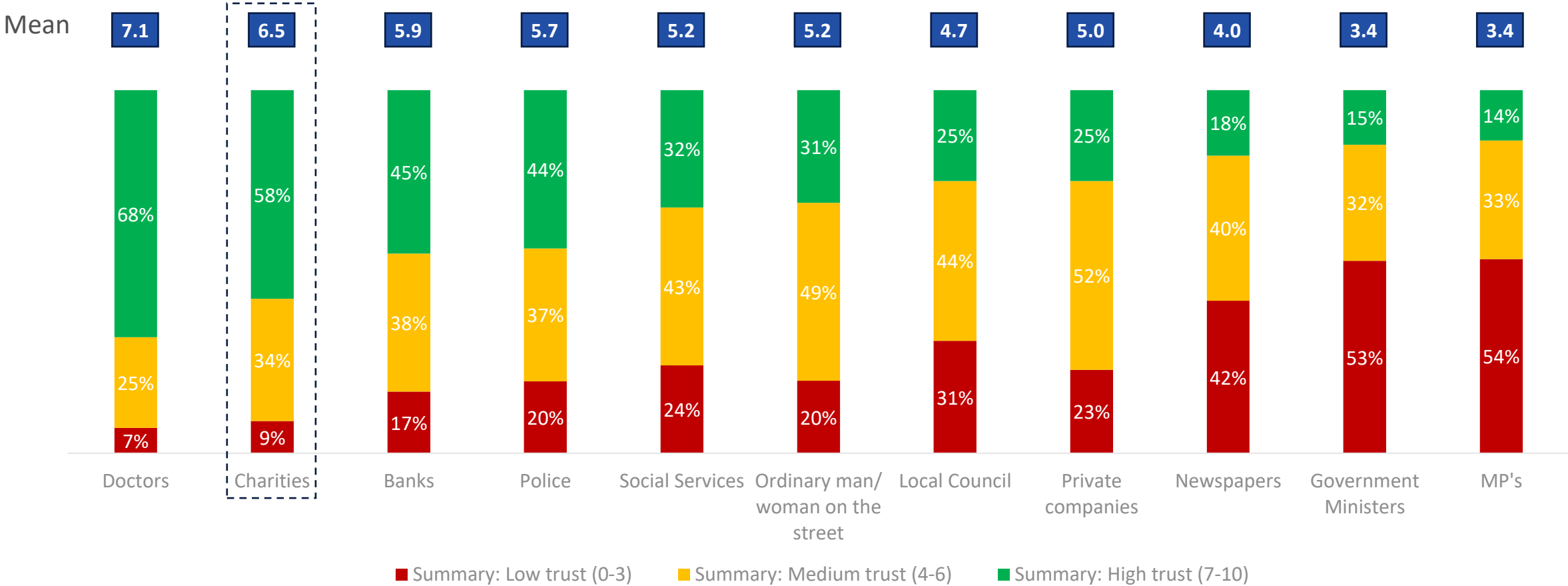
Analysis

Trust in charities differs between different demographics and experiences:

- Men are more likely to have low trust in charities (10% vs. 7% of women)
- Those with a degree or higher are more likely to have high trust in charities (65% vs. 57% below degree and 39% with no qualifications)
- Those that have recently seen/heard charities in the news are more likely to have high trust in charities (64% vs. 54% that haven't)
- Those that have heard of the Charity Commission are more likely to have high trust in charities (63% vs. 52% that have not heard)

Trust in charities ranks very high compared to other organisations, with only trust in doctors ranking higher

Trust in other organisations

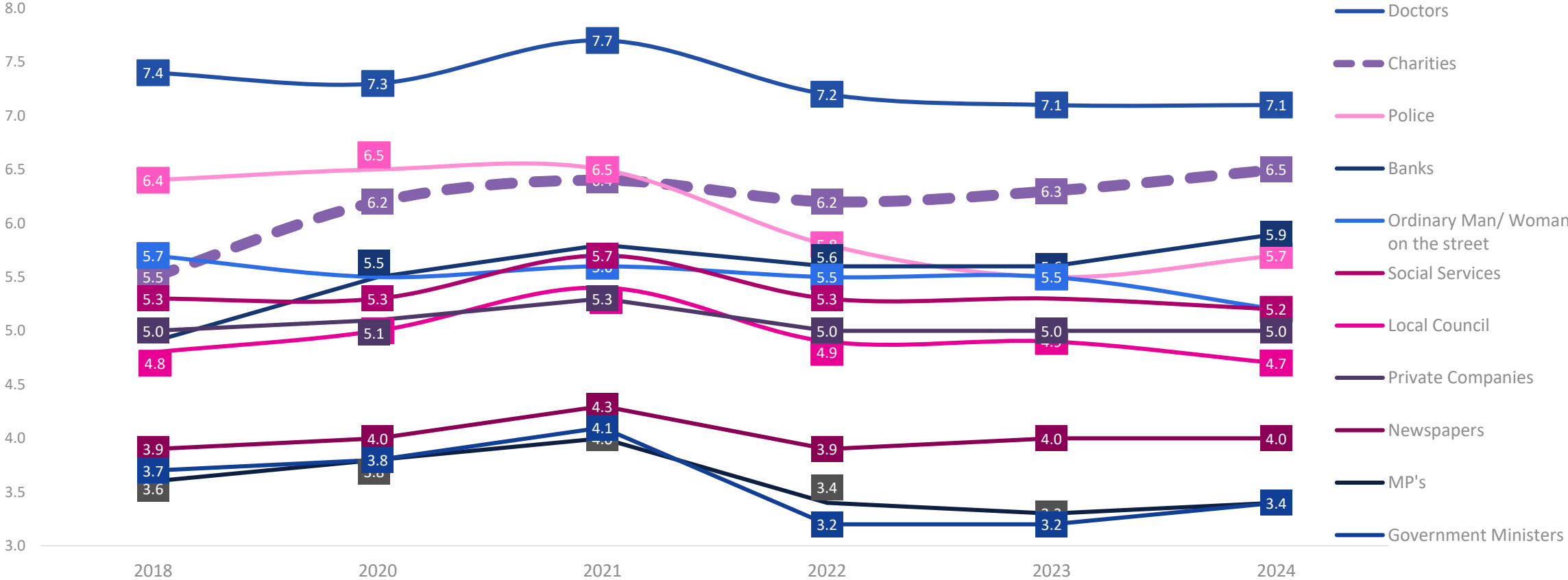


Summary: A2. On a scale of 0-10 where 10 means you trust them completely and 0 means you don't trust them at all, please tell me how much trust and confidence you have in each? Base: All respondents (4599)



There has been very little change in trust since 2022, with charities being the second most trusted organisation type

Trust in other organisations over time (mean scores)



Low trust in charities stemmed from the media, contact and disagreement with the charities' actions, while high trust was more implicit until wrongdoing was uncovered



Focus Groups

Sources of Low Trust

- Those with less knowledge of the Charity Commission tended to be less trusting of charities in general
- National charities tend to be trusted less
- Disagreement with the charity's actions can lead to distrust, such as the RSPCA's use of euthanasia, the RNLI picking up migrants crossing the channel and Children in Need using celebrities to 'take money' from the public
- Lack of financial information on charities also contributes to lower levels of trust, as does low visibility and transparency
- Some spontaneously mentioned door knocking and chugging as causes of lower trust in specific charities
- Negative news stories can lead to lower trust, but in most cases, this is limited to the specific charity the story is about

Sources of High Trust

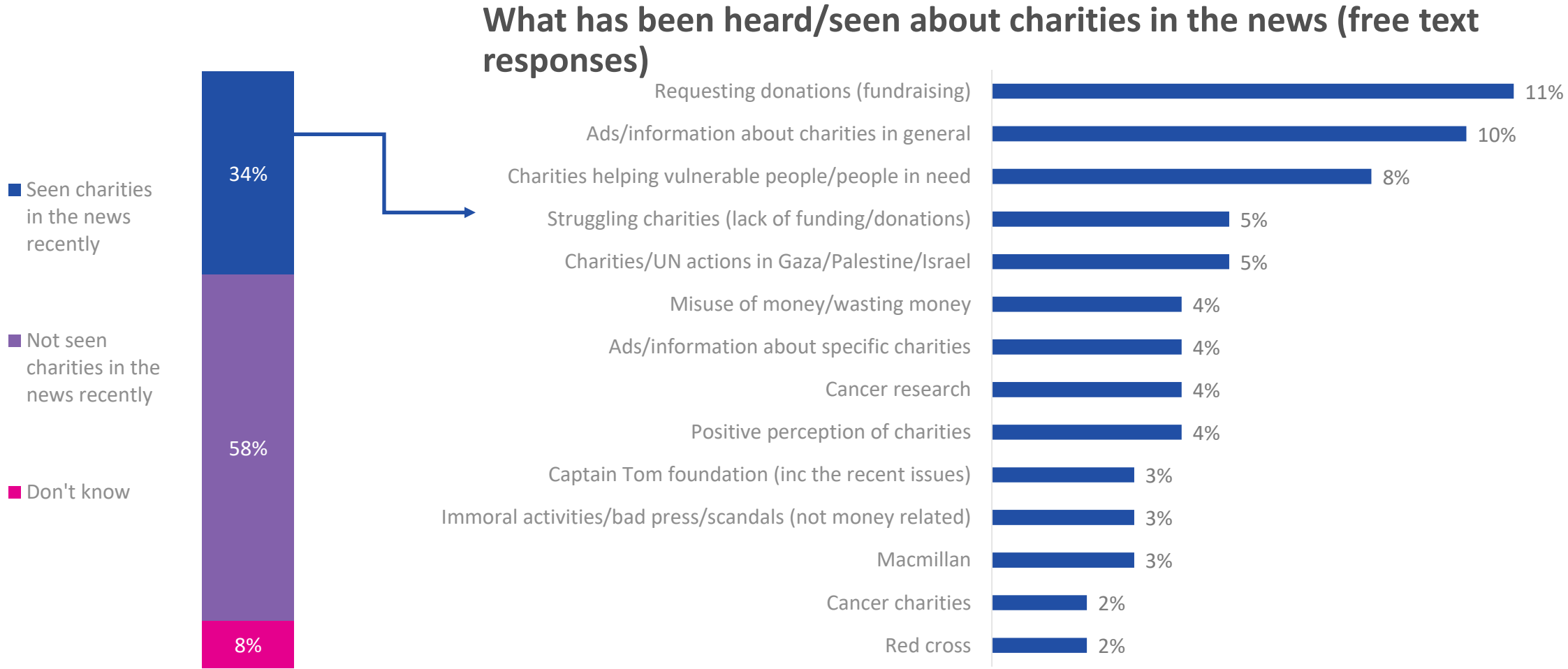
- Those with more knowledge of the Charity Commission tended to be more trusting of charities in general
- Local and smaller charities tend to be trusted more
- Reasons for higher trust include the charitable cause aligning with individual's views and seeing the impact of the charities work
- Charities that are seen to achieve their purpose well tend to be trusted more, as are those that are seen to maximise how much money reaches the end cause
- Transparency is also key to trust, particularly in relation to the financial aspect of charities and who is running the charity

"Trust is based on visibly seeing what the charity does"

"In general, I have high trust with charities and am willing to give them the benefit of doubt until they do something wrong"

Drivers of Trust in Charities

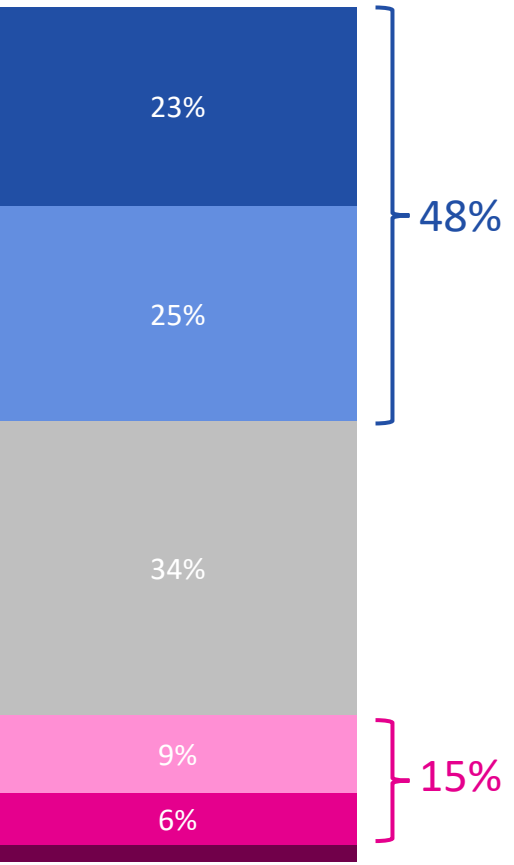
34% claim to have seen something in the news about charities recently. Most coverage has been about fundraising, information or advising what charities do



Most recent news coverage of charities has left the public feeling more positive about charities or indifferent. Just 15% said it left them feeling more negative.

How what they have seen has changed opinions of charities

- It made me a lot more positive about charities
- It made me a little more positive about charities
- It made no difference to my opinion of charities
- It made me a little more negative about charities
- It made me a lot more negative about charities
- Don't know



Analysis

The *Untrusting and Uninvolved* segment (see pp. 41-45) were more likely to not think any differently about charities (43%) after seeing/reading/hearing something about them, whereas *Trusting Helpers* were more likely to feel positively (51%).

Disengaged Donors were more likely to feel negatively about charities after seeing something about them (23%).

Negative stories in the media about charities stick in participants minds

Focus Groups

When reflecting on charities in the media, negative stories tended to stick out in participants minds. Examples of negative stories were misuse of funds and impersonating charities.

Negative stories tended to lead to some distrust in charities, but, particularly for those with lower knowledge of CCEW, distrust in the media muted this impact. There was agreement that the media often sensationalises stories and only picks the negative cases, saying *“good news doesn’t sell stories”*.

Some said they don’t hear about the outcomes of charities that have been accused of wrongdoing, such as Oxfam, as the media only portray part of the story.

“I don't know what happened with Oxfam, I think Oxfam should respond to the allegations and the findings should come out”

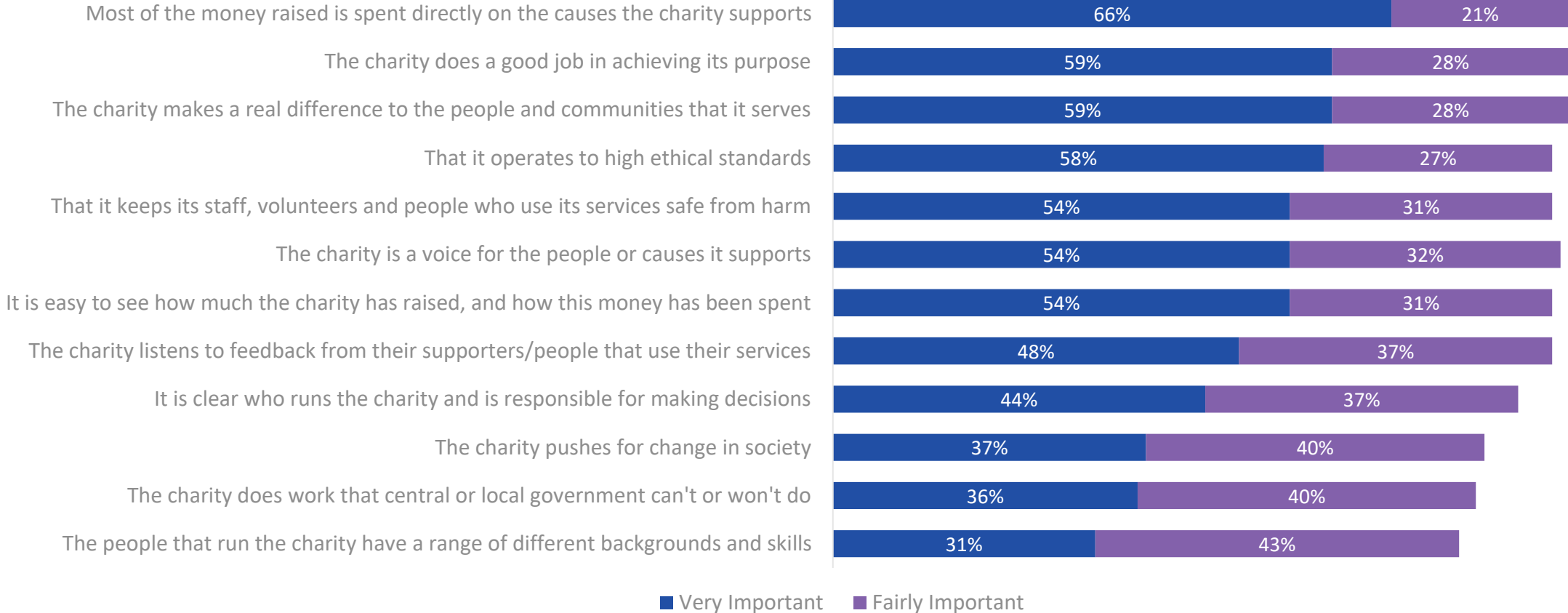
Local news is also seen to be important and to be beneficial to smaller charities – something also uncovered with trustees. There was also discussion around the power which the local media has in regards to keeping charities ‘in line’ and that reporting on local charities acts as an incentive for other charities to want to feature.

When asked whether participants think that negative news stories have a lasting impact on charities, there was some agreement that while individual charities may be approached with more caution than they would have previously, it is important *“not to tarnish everybody with the same brush.”*

Participants generally felt that if serious wrongdoing is uncovered for a charity, the charity was unable to redeem their reputation. Participants felt their only way back would be a complete rebrand and change of personnel, but most charities would not be able to recover.

Generally all information about how a charity is run contributes to trust in the charity, but knowing where the money is spent and that the charity achieves its purpose and makes a difference are the most important factors.

Importance in whether trust a charity or not

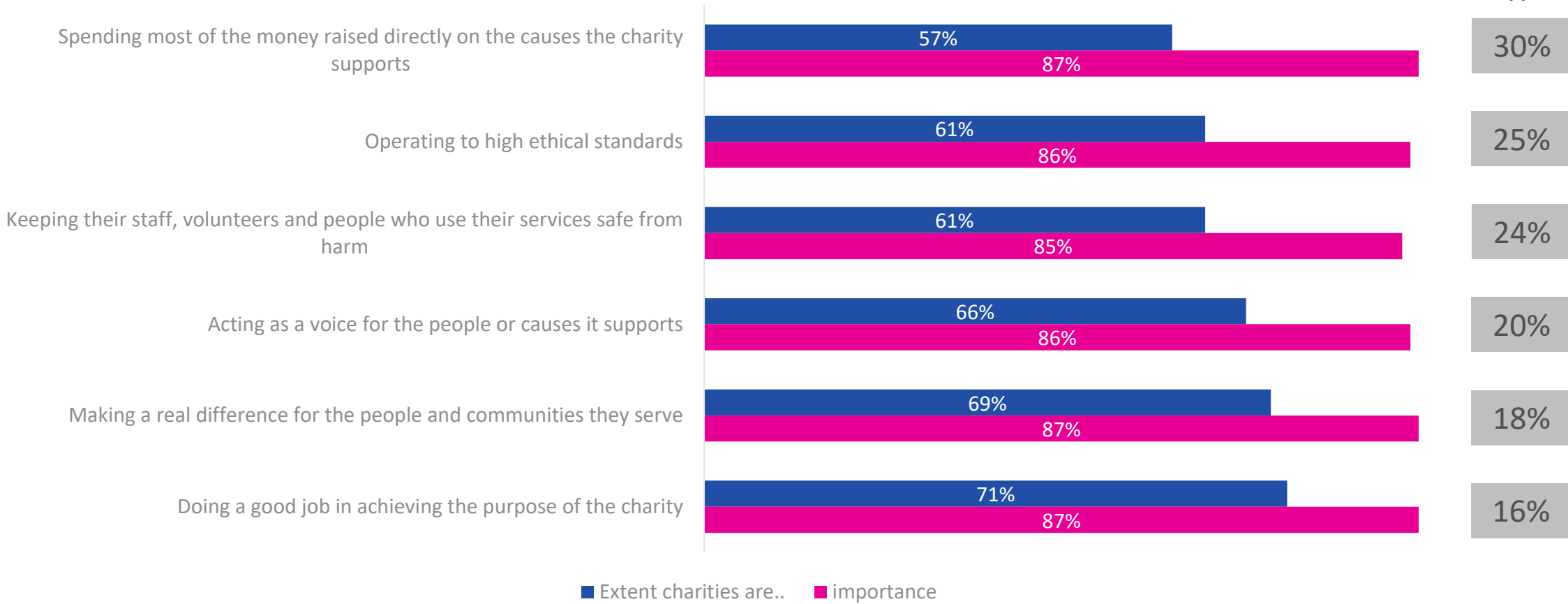


C2. How important, if at all, are the following in whether you trust a charity or not? Base: All respondents (4599)

There are some discrepancies in how important aspects are to whether the public trust a charity and whether charities they know about are displaying these attributes

Extent charities you know about are.... and the importance of each aspect

Gap between importance and extent it is happening



High knowledge of the Charity Commission correlated with wanting a variety of information, whereas low knowledge correlated with just wanting financial information



Having high knowledge of the Charity Commission links to wanting more information

- Participants with high knowledge were interested in most aspects of the charity, such as why it was set up, the end cause, how they achieve the end cause, who runs the charity and how money is used



Low knowledge of CCEW links to only wanting financial information

- Those who had very low knowledge of the charity commission only wanted information from a charity about what was raised and how much was spent
- They wanted a clear breakdown of how much money reached the end cause and how much was paid to those running the charity
- They also wanted to understand where every pound they donated ended up



"I want to know how much they raise and how much goes to the cause"

Across knowledge levels, there was consensus that they wanted stories and examples of the charities work

- Most participants agreed they wanted *"a story they could connect with"*
- Those with high knowledge wanted to see why a charity was set up, who it had helped and statistics on what it had achieved
- Those with lower knowledge were also interested in examples, such as *"x amount has been raised which has resulted in x amount of wells being built and x amount of lives changed"*
- Participants wanted to see the tangible difference charities were making, and stories were a good way to connect with the audience



There was agreement that too much information could be off-putting



Level of Information

- There was agreement that there is a 'right' amount of information which can be provided by charities
- Some felt that too much information provided by charities can make them less inclined to donate to those charities, though a certain amount is needed in order to trust
- "Quality over quantity" was discussed, as information needs to be simple, digestible and contain what they are looking for

"You don't want to be overwhelmed by information, there can be too much"

Accessing Information

- For those with high knowledge of CCEW, having all types of information was beneficial and led to higher trust
- For those with low knowledge, just knowing the information was available was enough and they would only check it if they thought there might have been wrongdoing

"Knowing that the information is out there is enough, I would only check for more when I think there might be wrongdoing"

Information from TV Adverts



- Television adverts were a form of media which participants felt compelled them to involve themselves with charities
- There was specific mention of adverts and charities relating to malnourished children – something which Comic Relief may have primed them to think about

Leaflets from Charities



- There was some discussion around leafleting from charities, which participants did not feel were useful sources of information – participants tended to agree that leaflets get discarded as soon as they arrive.

Being approached by Charities

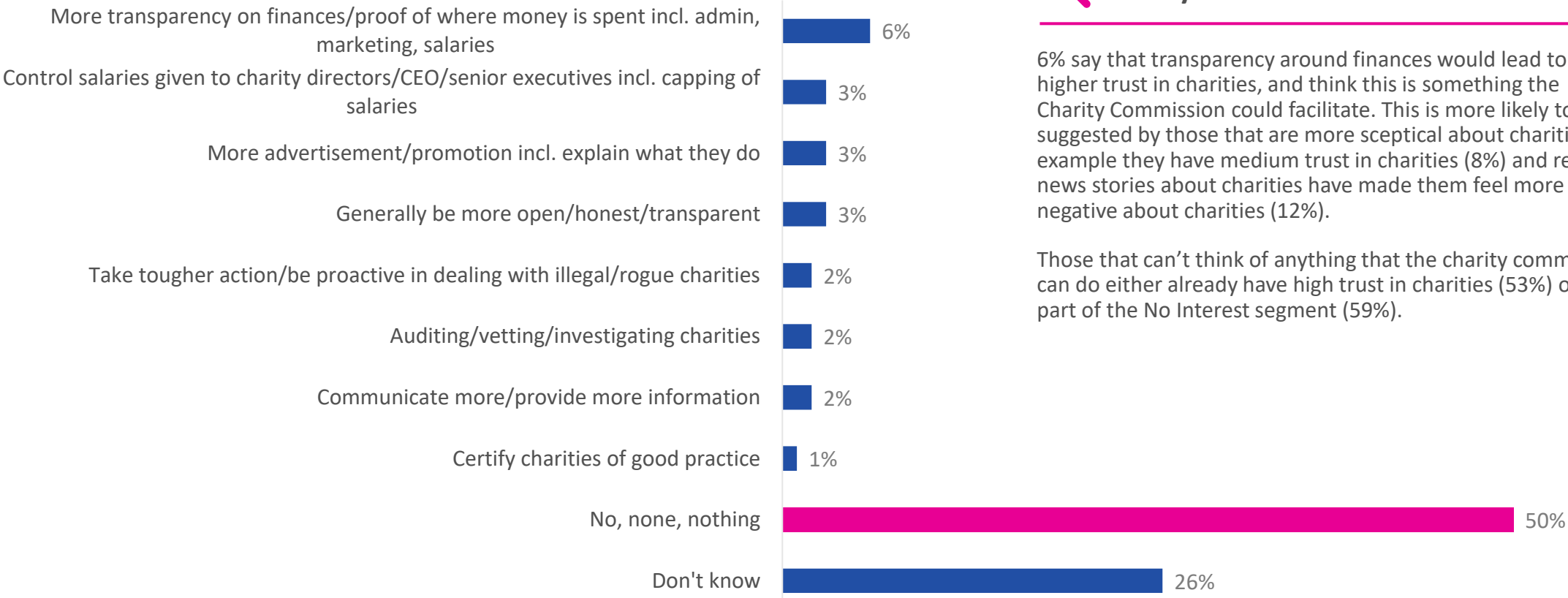


- Charities using techniques such as door knocking would lead them to be more distrusting of the charity, and less inclined to donate
- Charities who door knock and/or stop people on the street were seen to be less trusted, though no specific charities were mentioned

"Chuggers' ambush you in the high street...they position themselves near a cashpoint"

The majority didn't have any suggestions for what more the Charity Commission could do to increase trust, but of those that did, transparency around finances and limits to salaries were the main suggestions

What more the Charity Commission could do to increase trust



Analysis

6% say that transparency around finances would lead to higher trust in charities, and think this is something the Charity Commission could facilitate. This is more likely to be suggested by those that are more sceptical about charities, for example they have medium trust in charities (8%) and recent news stories about charities have made them feel more negative about charities (12%).

Those that can't think of anything that the charity commission can do either already have high trust in charities (53%) or are part of the No Interest segment (59%).

Participants felt the Charity Commission could do more to increase awareness and let the public know what role they could play



Focus Groups

1) Increase Awareness

- Among those with higher knowledge, awareness of the role of the charity commission links to increased trust in charities as they knew they were regulated
- However, there was an understanding that the Charity Commission does not have the resources to forensically investigate all charities, especially among the low knowledge group
- Participants wanted to know how the Charity Commission discover wrongdoing and what actions it takes
- They also wanted to understand if it was possible for all wrongdoing to be found by the Charity Commission, as many believed several charities could be getting away with wrongdoing or mismanagement of funds
- Participants wanted more understanding of the role of the Charity Commission and how it can regulate all charities in England and Wales to reassure them that charities can not get away with wrongdoing

"I want to know how the Charity Commission decide who to investigate, is it just those that are high profile and get a lot of media attention?"

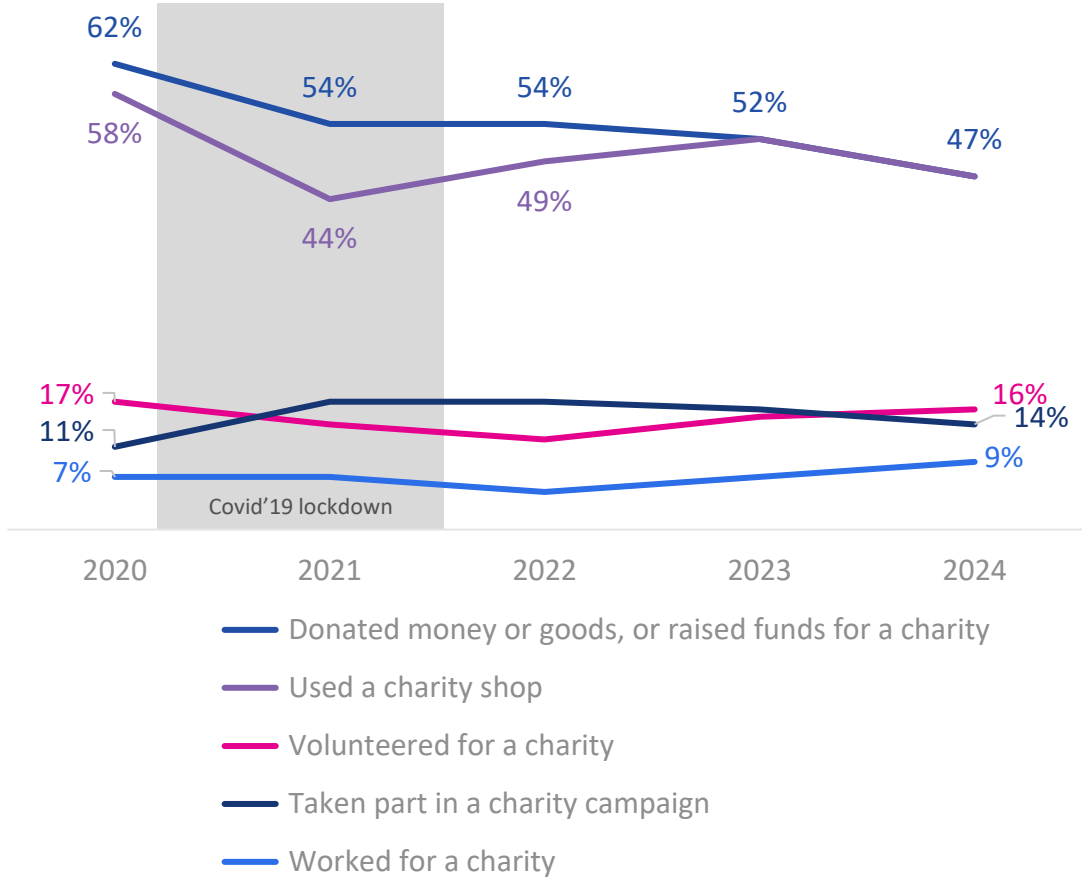
2) The Public's Role

- Participants also felt the Charity Commission should do more to let the public know what role they can play in monitoring charities
- General consensus was that the Charity Commission could not possibly be across all wrongdoing, so they were unclear when wrongdoing was uncovered how it came to the Commission's attention (many thought it was just media stories it investigated)
- Participants wanted the public to be able to get in touch and report any wrongdoing they believed was happening, so it was not just the Charity Commission's investigations they were relying on to stop misconduct
- This raises the possibility of a comms piece around how the public can report any wrongdoing they suspect, to reassure the public it is not just the Commission that has a say on which charities need investigating

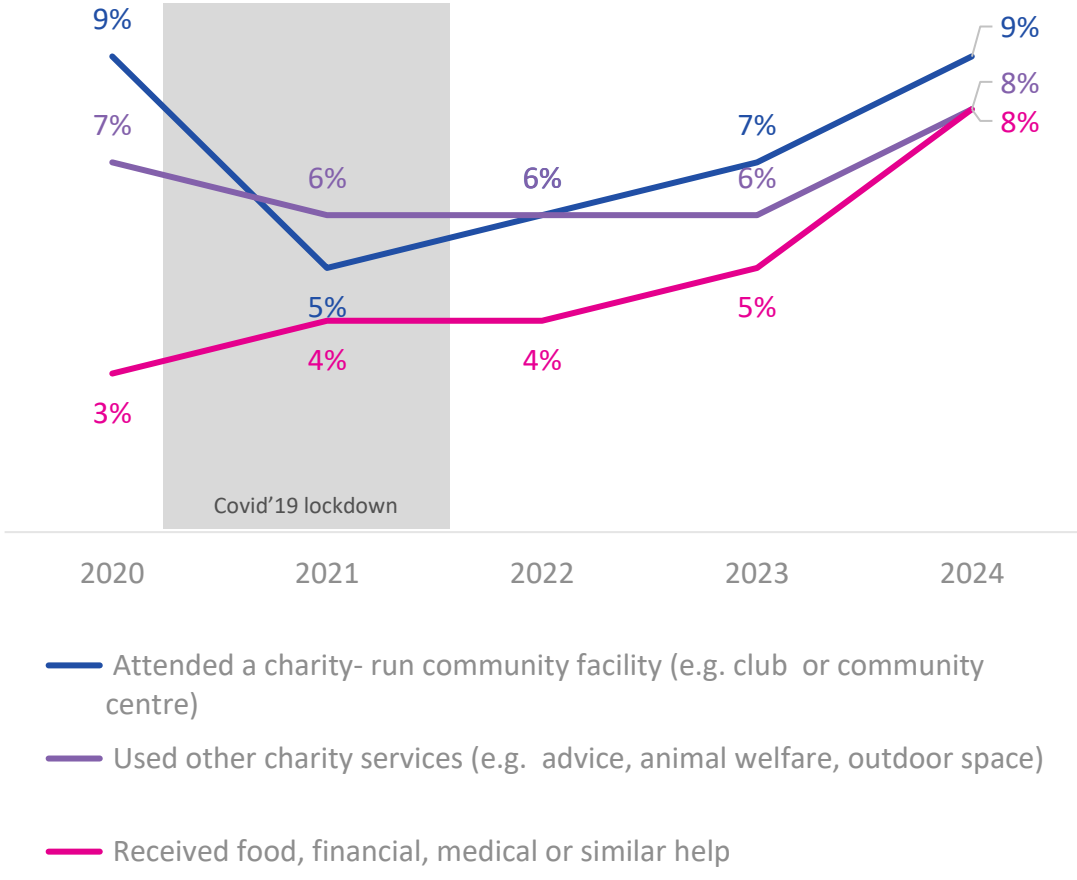
"We only hear about the high-profile cases, they can't be across all charities... I don't know of any way I can contact them to let them know about charities"

Contact with charities also correlates with trust. Post-Covid, fewer people are donating to charity or using charity shops, while demand for charities' services has risen

Charitable giving over time



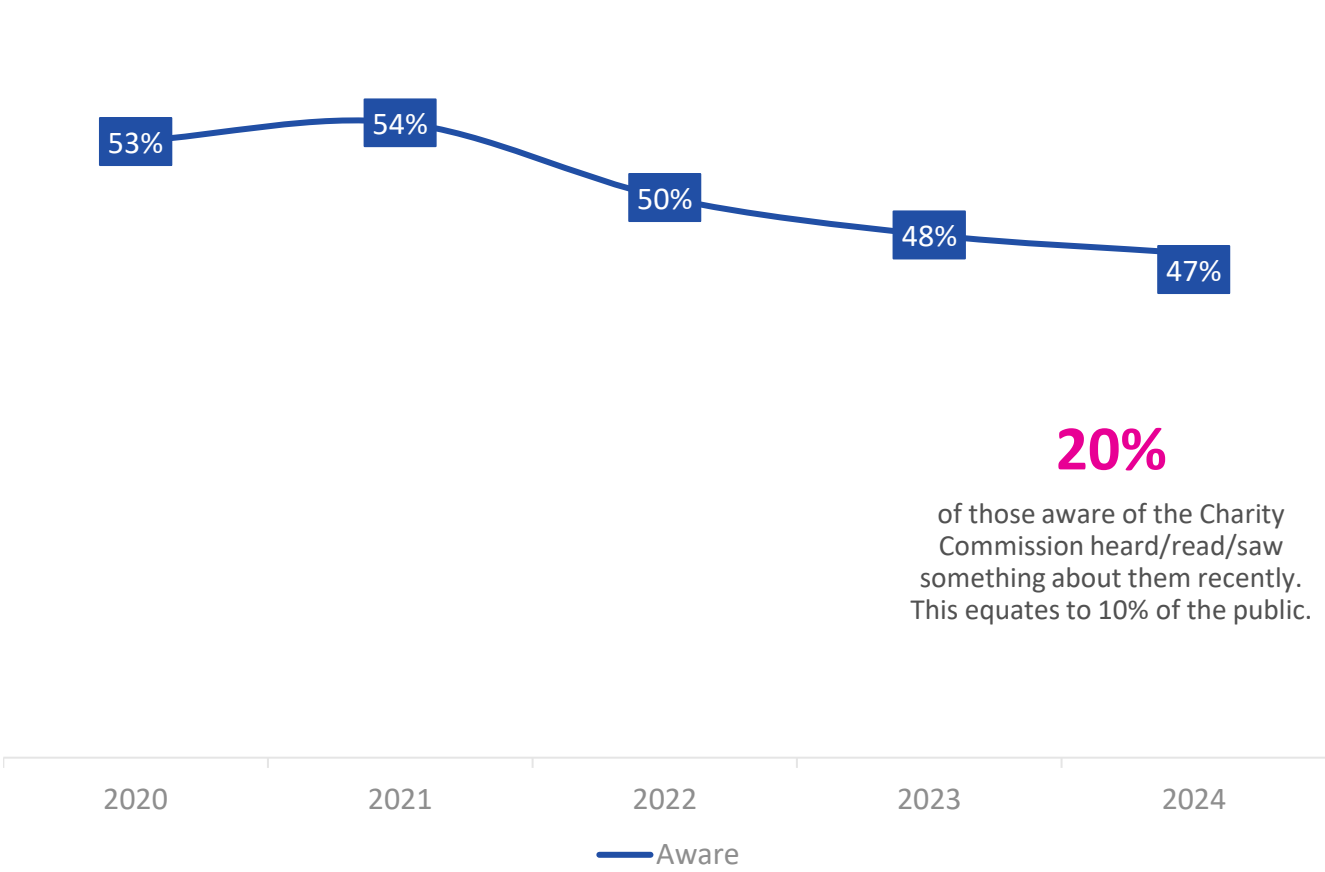
Receiving from charities over time



Heard of the Charity Commission

Around half of the public have heard of the Charity Commission, with a slow decline in awareness since 2021

Heard of the Charity Commission



Analysis

Those that are older and less deprived tend to be more likely to have heard about the Charity Commission:

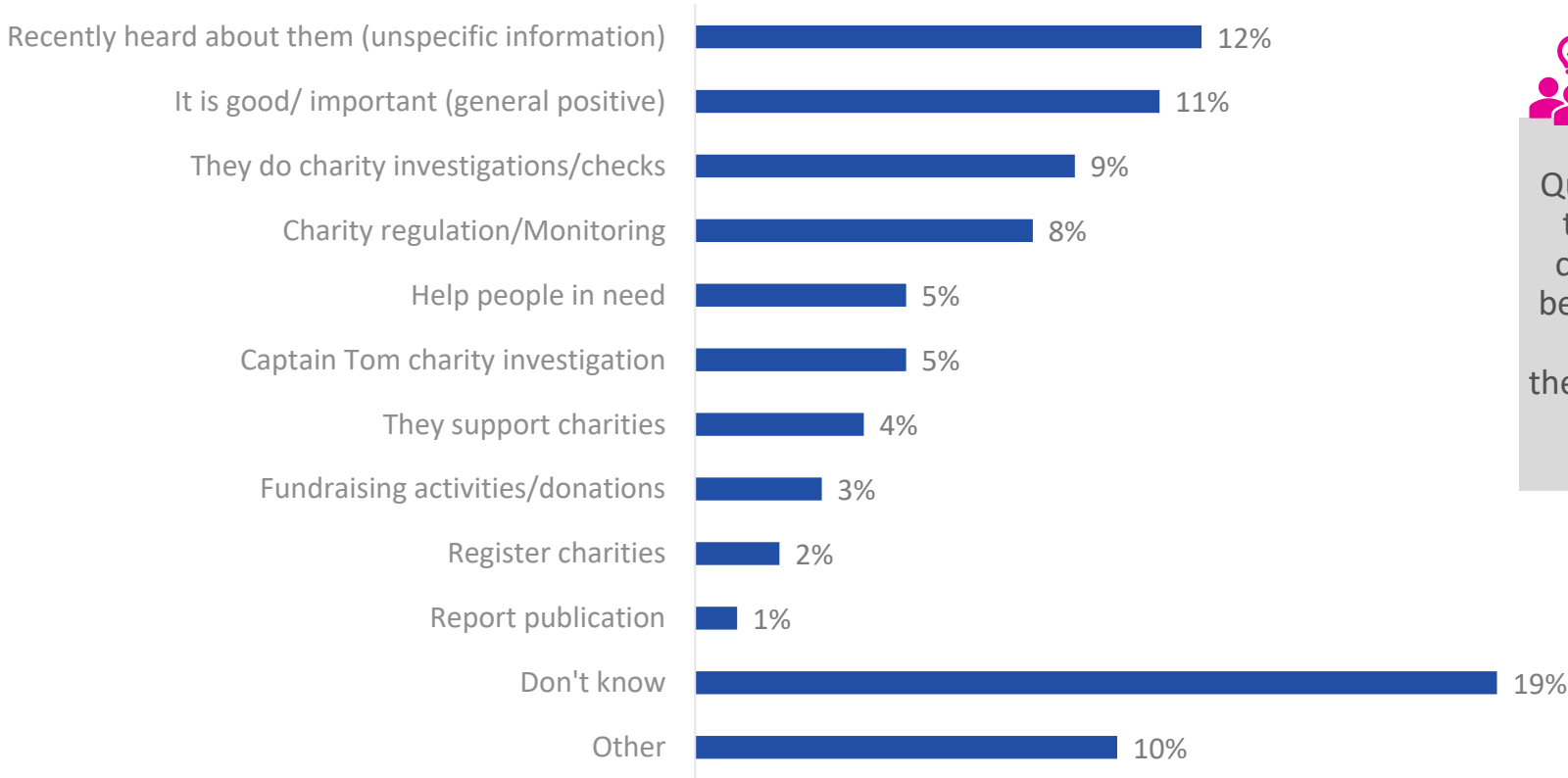
- 65+ (67%)
- Live in the least deprived areas (58%)
- Have a degree or higher (58%)
- Social grade AB (61%)
- Had contact with a charity in the past year (51%)

Surprisingly, those belonging to the Untrusting and Uninvolved and Disengaged Donors segments tend to have higher awareness than average, despite having low engagement/involvement.

Trusting Helpers are also more likely to be aware of the Charity Commission, but this group have high trust and high involvement with charities.

1 in 5 that have heard of the Charity Commission recall seeing them in the media recently

What they have seen recently about the Charity Commission



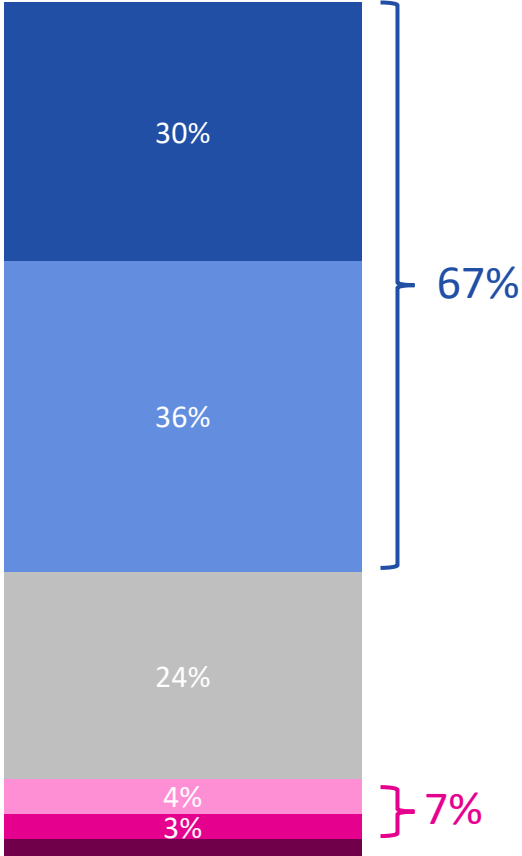
Focus Groups

Qualitative participants awareness of the Charity Commission tended to come from media cases of charities being investigated for wrongdoing, or being involved in charities and therefore knowing the importance and the role of the Commission

Where the public have seen media coverage, it tends to make them feel more positive about the Charity Commission. Just 7% said it left them feeling more negative.

How what they have seen has changed opinions of the Charity Commission

- It made me a lot more positive about the Charity Commission
- It made me a little more positive about the Charity Commission
- It made no difference to my opinion of the Charity Commission
- It made me a little more negative about the Charity Commission
- It made me a lot more negative about the Charity Commission
- Don't know



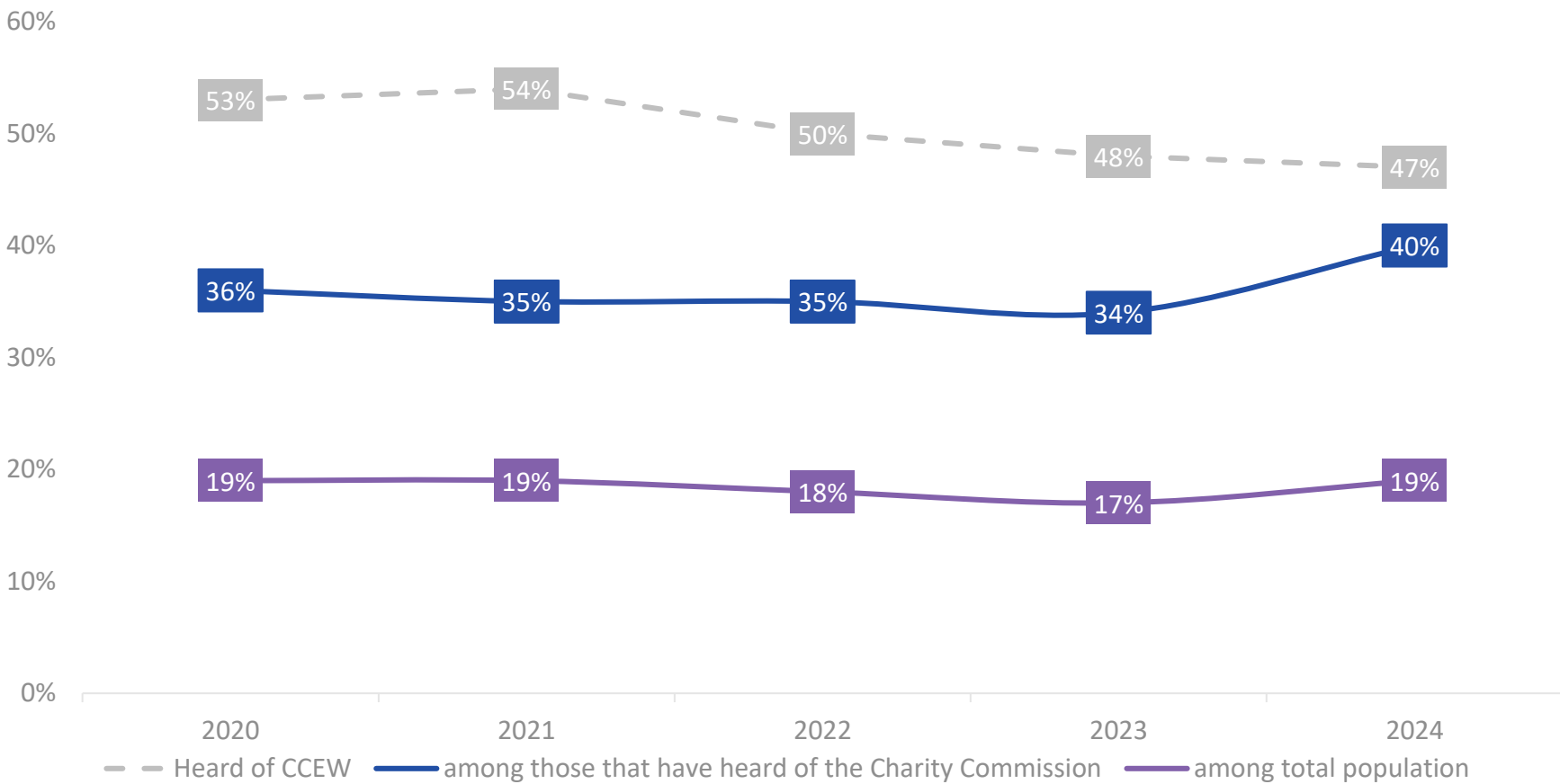
Analysis

Not many differences were seen among segments, apart from Untrusting and Uninvolved, who were less likely to feel positively about the Charity Commission after reading/seeing/hearing something (46%), but no more likely to feel negatively (9%).

Claimed depth of knowledge of the Charity Commission

Despite awareness of the Charity Commission declining, claimed depth of knowledge has remained steady

Percentage that claim to know the Charity Commission well



Analysis

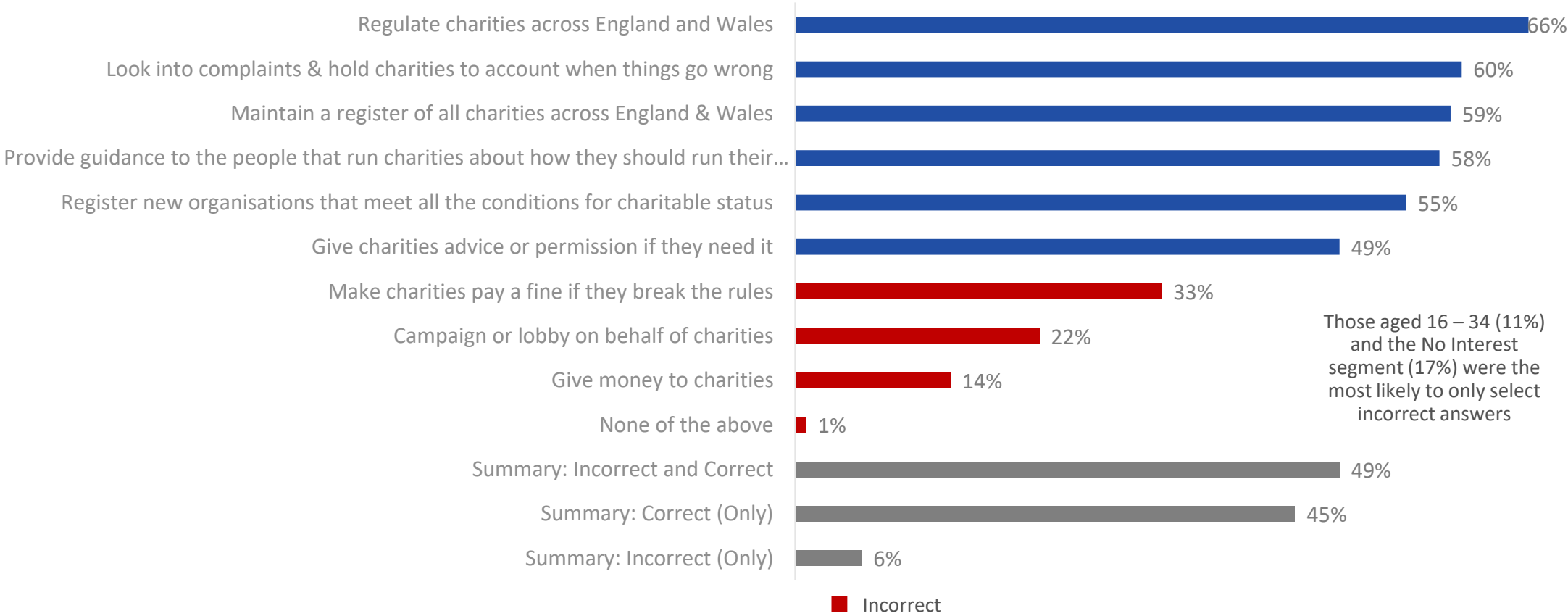
Those who claim to know the Charity Commission well are more likely to be:

- Male (47%)
- 16 – 34 (61%)
- Live in London (57%)
- Live in the most deprived areas (47%)
- Social grade AB (50%)
- High trust in charities (45%)
- Have had contact with a charity in the past year (43%)
- No Interest segment (52%)

Those that are 16 – 34 and in the No Interest segment are more likely to claim they know the Charity Commission well, but when asked what the role of the Charity Commission is, they were more likely to only select incorrect answers.

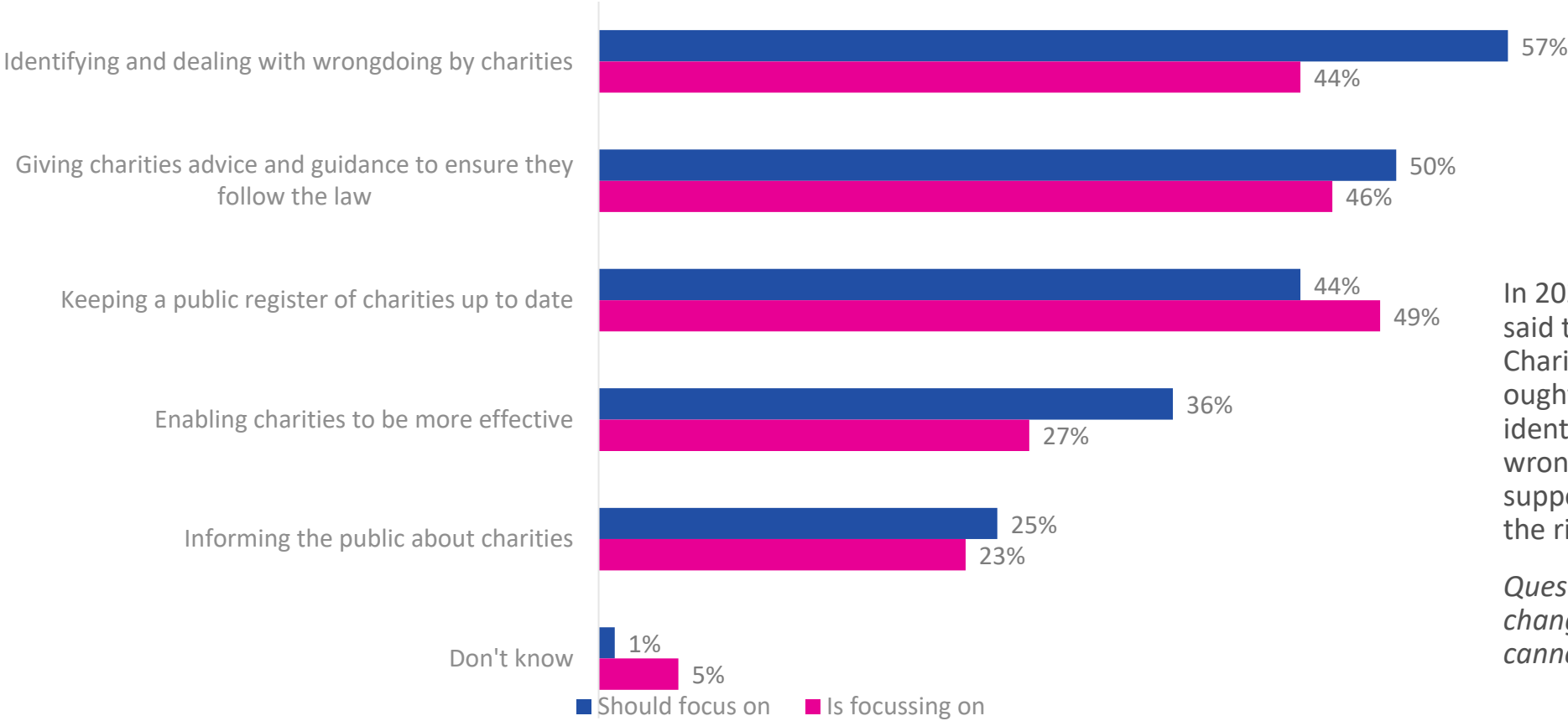
The majority of those who claim to know the Charity Commission well have a good grasp of the role, although some think it fines charities or campaigns on their behalf

The role of the Charity Commission (among those with claimed depth of knowledge)



Most of the public believe the balance of the Commission’s focus should be more on identifying and dealing with wrongdoing

The Charity Commission’s Focus

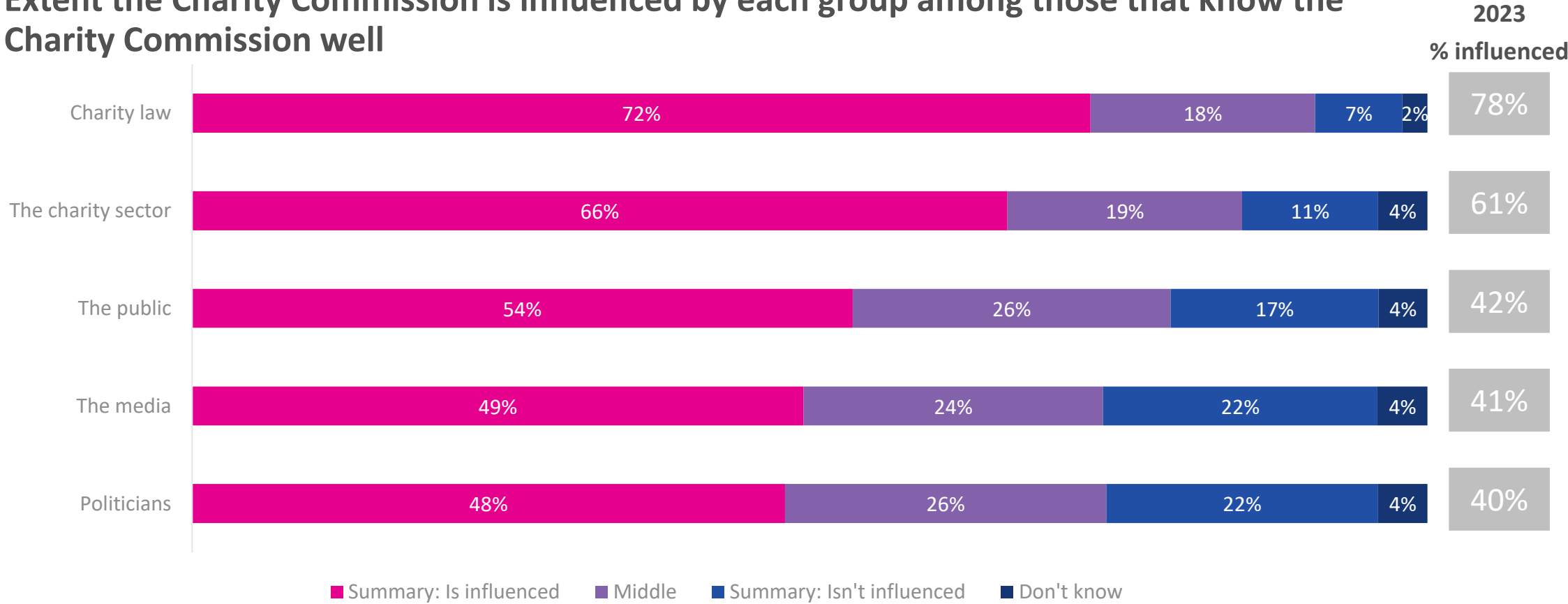


In 2023, the majority (61%) said the balance of the Charity Commissions work ought to lie equally on identifying and dealing with wrongdoing and on supporting charities to do the right thing

Question wording has changed since 2023 so cannot be directly compared.

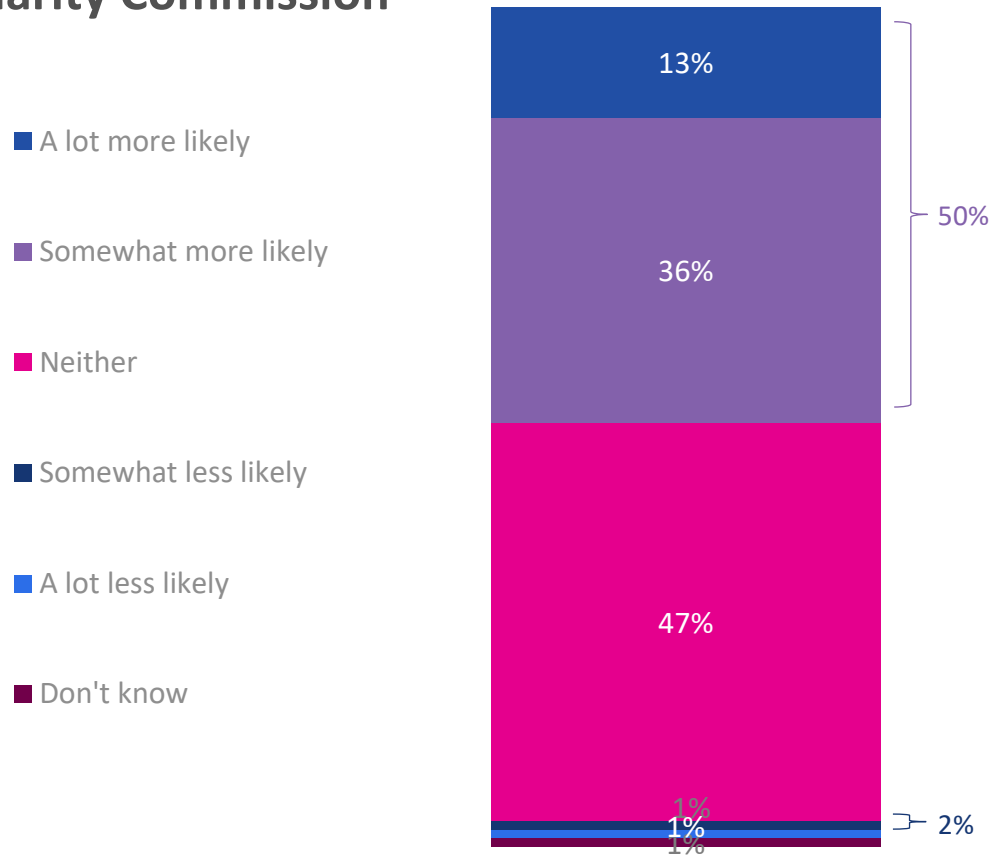
The public believe charity law has the largest influence on the Commission, followed by the charity sector

Extent the Charity Commission is influenced by each group among those that know the Charity Commission well



Half are more likely to support charities after learning about the role of the Charity Commission, but a similar proportion are not impacted at all

Likelihood to support charities after learning about the Charity Commission



Analysis

Half of respondents say they are more likely to support charities after reading about the role of the Charity Commission and just under half (47%) say it makes no difference.

Those that are more likely to support charities after reading about the role of the Charity Commission tend to be educated to degree level or above (58%), in socioeconomic grade AB (53%) and have high trust in charities (60%).

The opposite is seen for those that are not impacted by reading about the role of the Charity Commission, for example they are educated below degree level (49%), social grade DE (49%) and have low trust in charities (64%).

The Untrusting and Uninvolved segment (65%) and the No Interest segment (55%) were more likely to not be influenced by knowledge of the Charity Commission (selected neither), suggesting information does not increase trust for these segments, while the Trusting Helpers were more likely to support charities after learning about the role of the Charity Commission (56%).

In focus groups, participants' views were also mixed depending on how much they knew about the Charity Commission



Low knowledge of the Charity Commission

- For those with less knowledge of the Charity Commission, learning about the role of the Charity Commission did not increase trust in charities
- Participants felt that charities would be registered and set up properly with the oversight of the Charity Commission, but did not think the Charity Commission could oversee all charities in England and Wales, therefore misconduct and mismanagement would still happen across charities
- Participants needed reassurance that the Charity Commission could monitor all charities, and to understand how the Charity Commission could do this

“They can’t easily be across all charities... they can’t have enough staff to monitor all these charities”

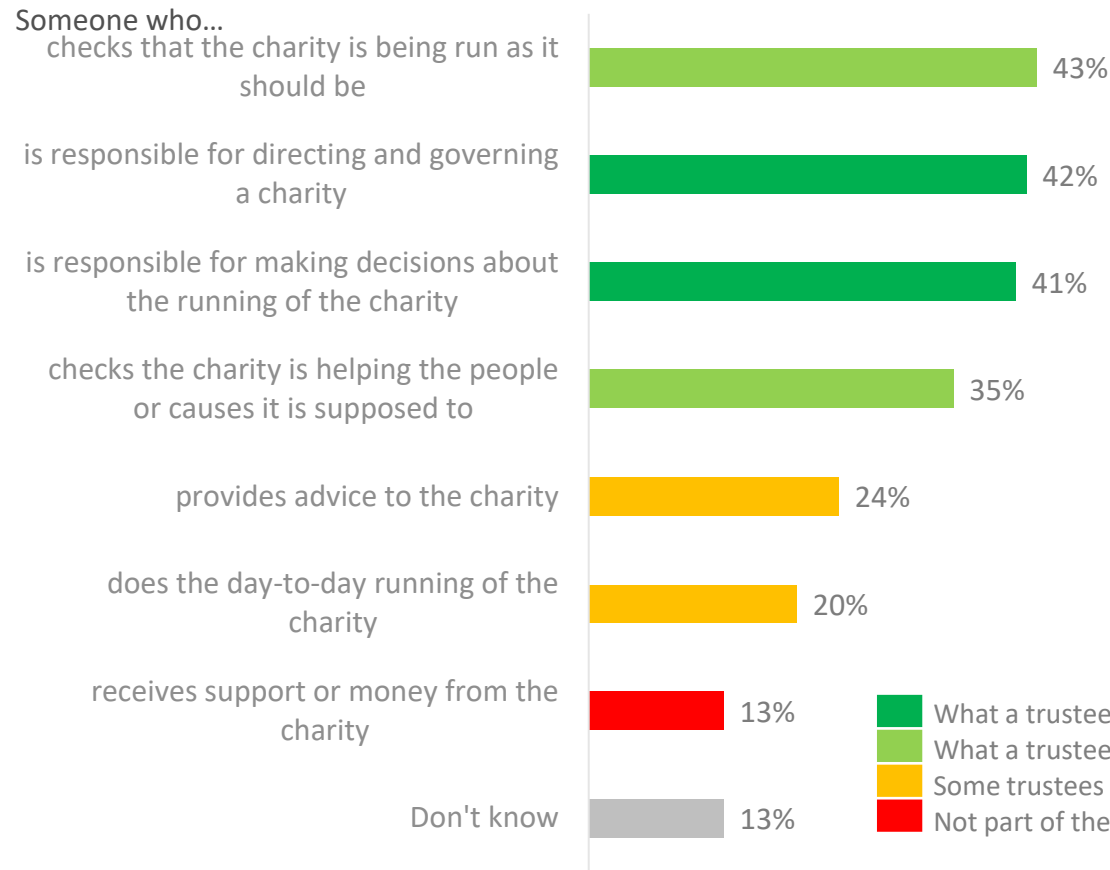
“I trust that they only register charities that meet the criteria, but it is the after bit that has the question marks. Once the charity is set up I’m not sure the confidence is there that the Charity Commission can be on top of monitoring them all, they are looking into it once the damage is done”

High Knowledge of the Charity Commission

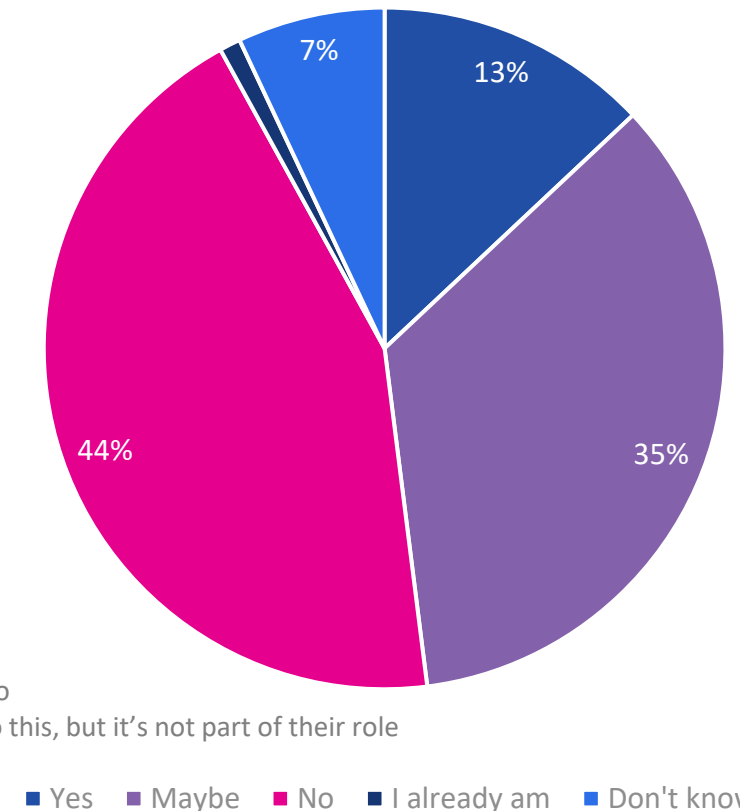
- Those with more knowledge of the Charity Commission tended to have more trust in charities from knowing about the role of the Charity Commission
- Having a body to regulate charities reassured them that the charity sector, as a whole, would be operating to a high standard
- Existence of the register also reassured them that the information they needed was out there and accessible should they need to use it

Understanding of what a trustee does is relatively high and a sizeable minority would consider being a trustee

What is a charity trustee?



Would you consider becoming a trustee?



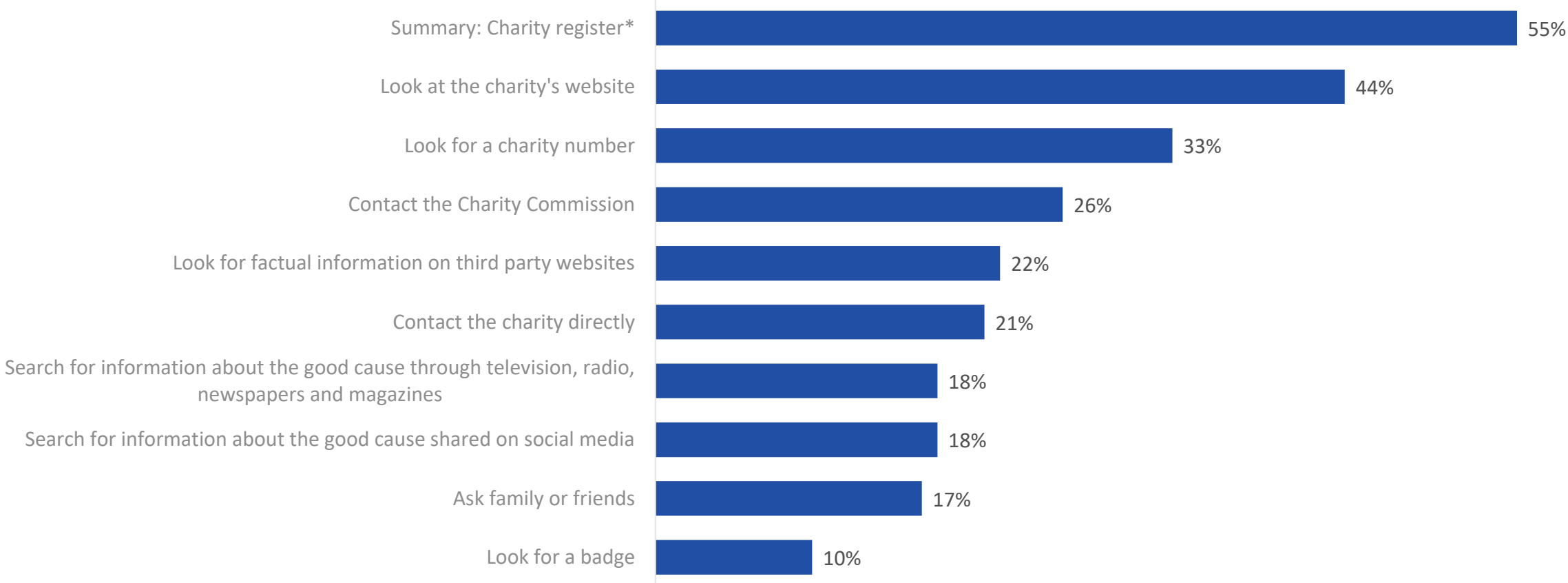
Unsurprisingly, those most engaged in the charity sector are more likely to consider becoming a trustee:

- 16 - 34 (20%)
- Degree educated (22%)
- High trust in charities (16%)
- Contact with a charity in the past year (16%)
- Trusting Helpers (14%)
- Heard of the Charity Commission (19%)

Register of Charities

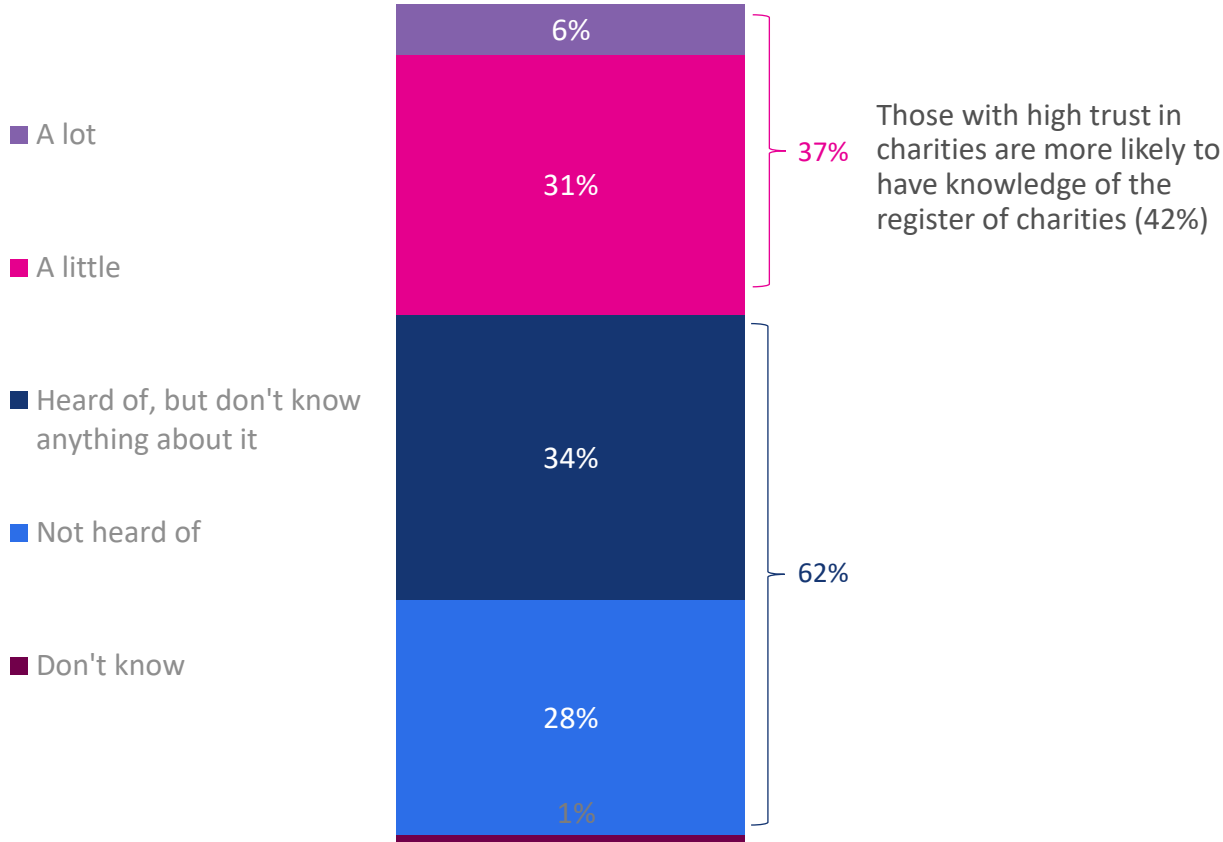
6 in 10 said they would use the charity register to check a charity is real, although checking a charity's website is also a common way of verifying a charity

How would you check a charity was real?

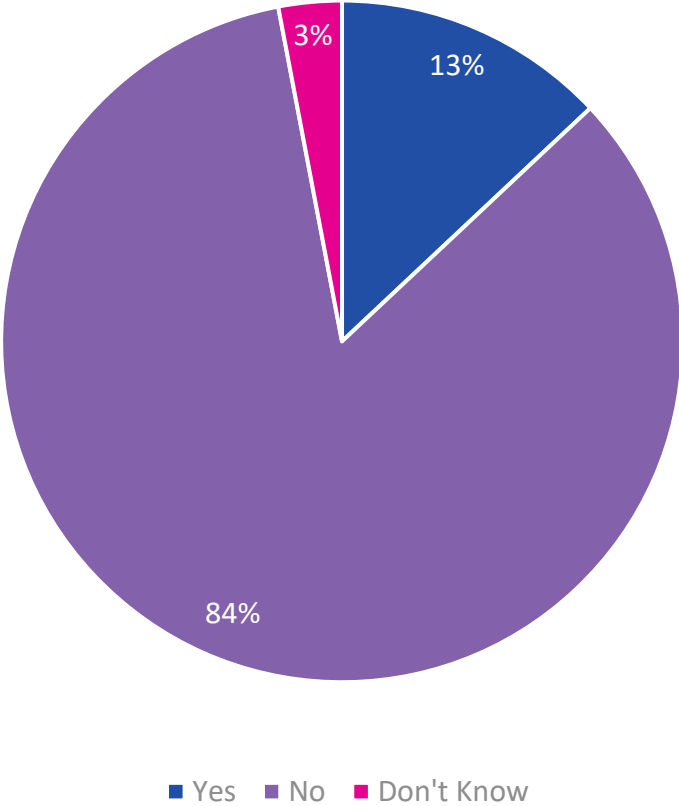


Close to 4 in 10 have at least some knowledge of the register of charities, but just 13% have ever accessed it

Knowledge of the register of charities



Accessed the register of charities



The majority would not look at the charity register unless they suspected wrongdoing



The majority would not tend to look at the charity register

- There tends to be implicit trust that a charity is real so the public don't feel they have to check if a charity is set up correctly, as by virtue of being a charity, it already should be
- Having a charity number on display is usually enough reassurance that they don't need to verify if the charity number is real or not
- Understanding the end cause of the charity is more of a priority over checking if the charity is legitimate or not

Most would only use the register if they suspected wrongdoing

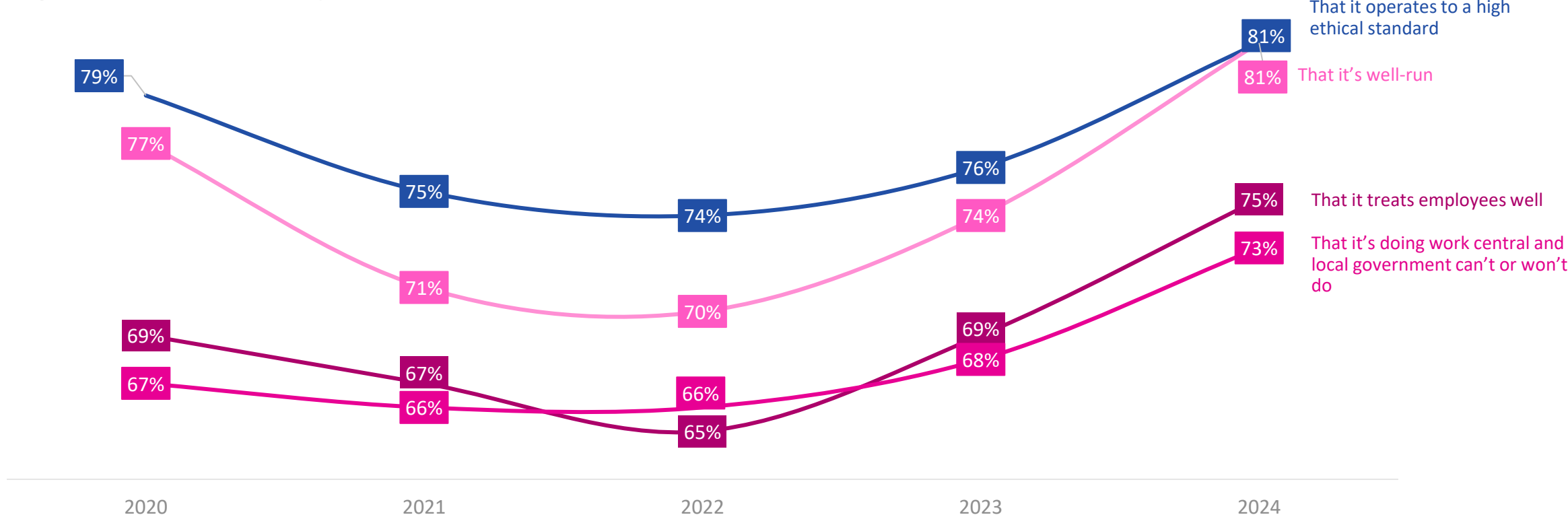
- Most would only consider using the register if they suspected there was wrongdoing as they feel they have no reason to check it otherwise
- Those with high knowledge of the Charity Commission are most likely to use the register as they know it exists and some see it as authoritative
- Discussing the register left a lot of participants intrigued and they were interested to see what was on it, suggesting more awareness of the register may increase interest

Participants wanted to be able to see financial information

- They wanted to be able to see information about finances in a simple and digestible format, however there was criticism that the register didn't highlight misuse of money which is what participants wanted to be able to check for themselves

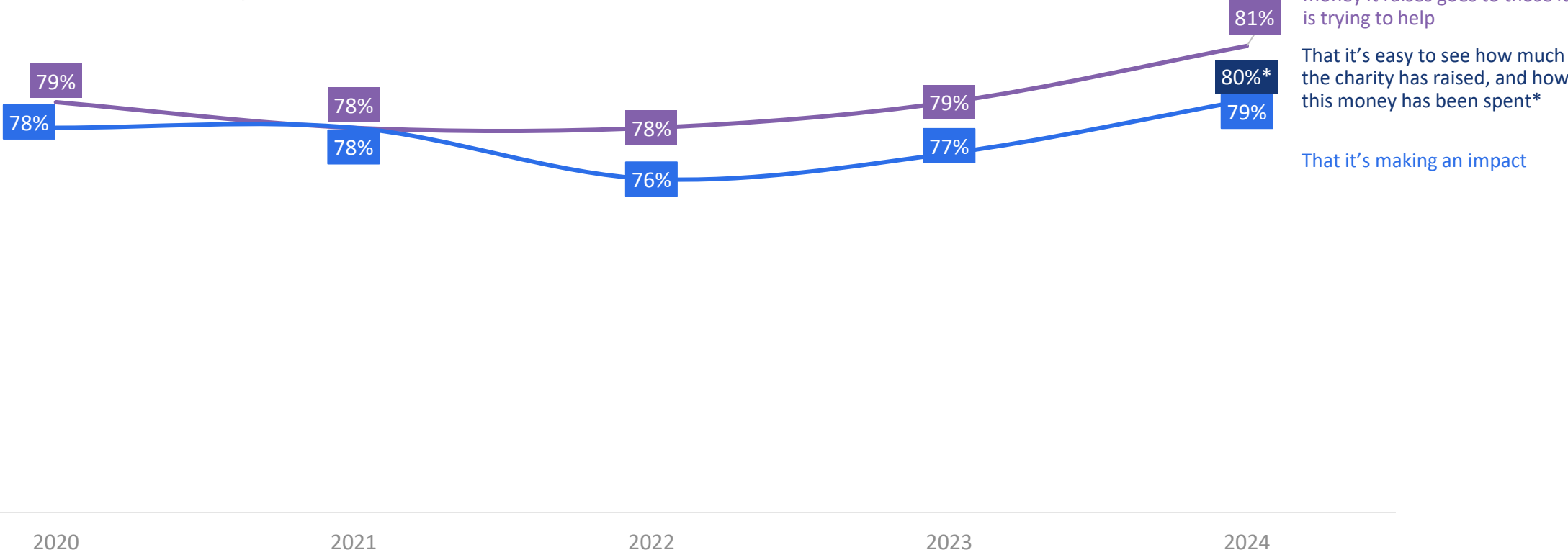
Knowing that a charity is registered is now more likely to make the public think positively about the charity across a number of factors, in particular that it's well run

% that feel slightly/a lot more confident about each aspect after learning it is registered as a charity (Part 1)



Knowing a charity is registered also makes the public more confident that it is financially responsible

% that feel slightly/a lot more confident about each aspect after learning it is registered as a charity (Part 2)



Segmentation

Public Trust in Charities Segmentation

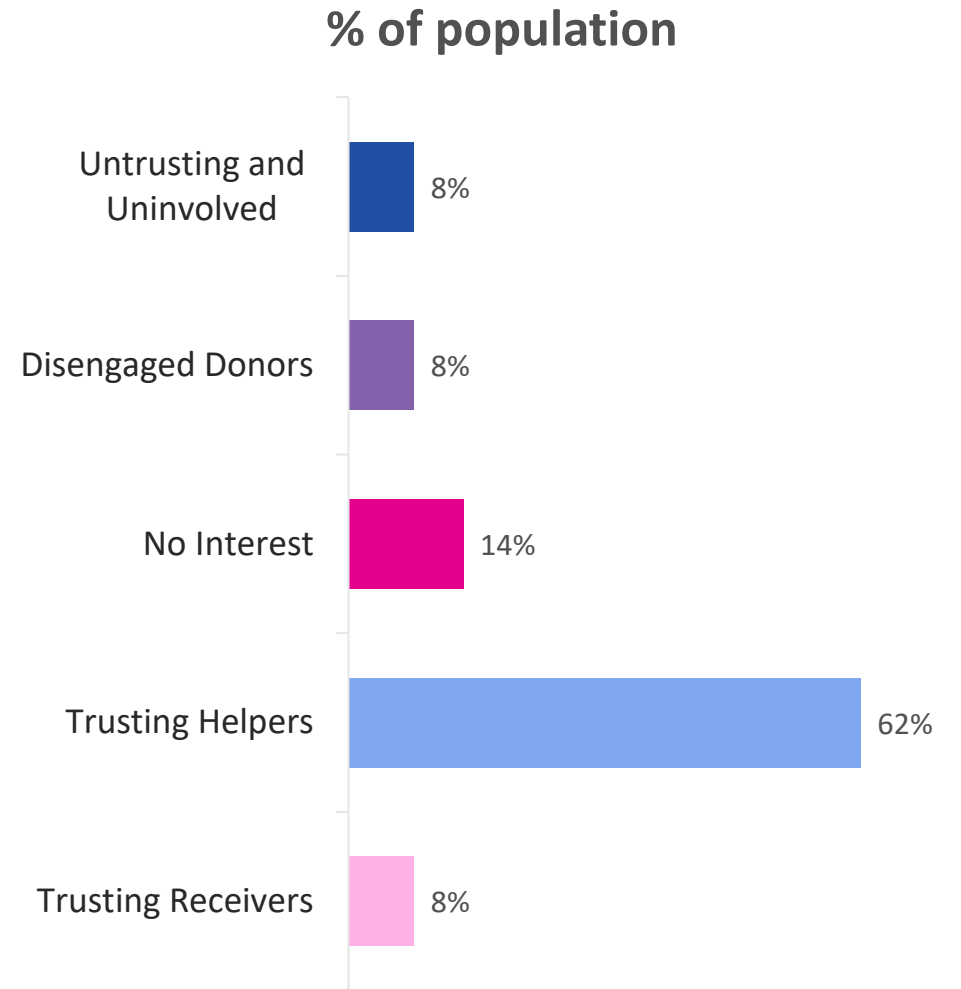
In 2024, a new segmentation was created to help the Charity Commission understand drivers of trust in Charities and how these differ by different groups in the population.

The segmentation divides respondents into groups based on their answers to the following questions:

- Importance of factors in trust in charities:
 - C2.2. The people that run the charity have a range of different backgrounds and skills
 - C2.3. It is easy to see how much the charity has raised, and how this money has been spent
 - C2.6. The charity pushes for change in society
 - C2.8. The charity does work that central or local government can't or won't do
 - C2.10. It is clear who runs the charity and is responsible for making decisions
- A1. Trust and confidence in charities overall
- B7. Know the Charity Commission and what it does
- E1. Level of contact with a charity in the last year

Not all statements at C2 were used as they did not provide enough differentiation between segments. (There was overall agreement on which were the most important.)

A breakdown of the demographics for each segment, and a further exploration of their differences can be found in the appendix.



Segment Profiles

Untrusting and Uninvolved (8%)

This segment are less trusting of charities overall and tend not to have any involvement with them. Transparency is important to them.



Drivers of Trust



Disengaged Donors (8%)

Overall trust in charities is relatively low, as is contact, but they are more likely to have donated money or goods to a charity.



Drivers of Trust

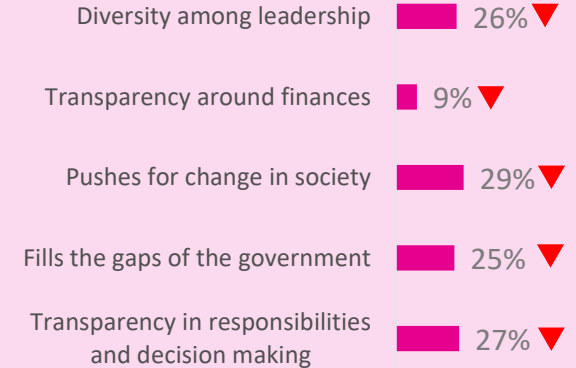


No Interest (14%)

This segment have low trust and contact with charities, and information about the charity in any form does not tend to drive trust.



Drivers of Trust

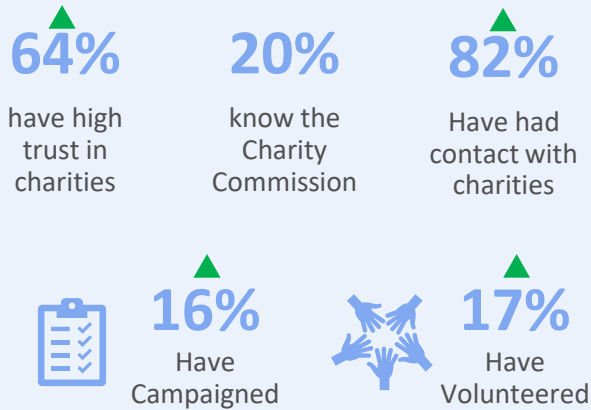


▲ Significant difference against total at 95% confidence interval
▼

Segment Profiles

Trusting Helpers (62%)

This segment has high trust and involvement (volunteering both time and money) with charities. The more information the better.

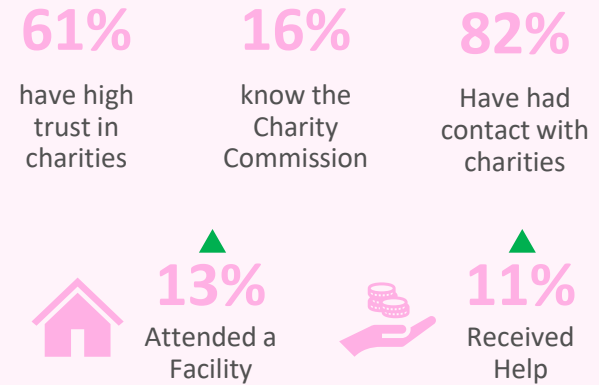


Drivers of Trust



Trusting Receivers (8%)

This segment mainly have contact with charities to receive goods, money or services. They tend to trust charities and want transparency.



Drivers of Trust



▲ Significant difference against total at 95% confidence interval
▼

Possible Actions by Segment

Segment	Easy Wins	Challenges	Recommended Actions
Untrusting and Uninvolved	Transparency around finances and who is responsible for decisions are likely to build trust	Engaging with this group will be difficult as they don't like to be too involved with the sector	Make the information as widely available and digestible as possible to reach this segment
Disengaged Donors	They want transparency around how the charity operates and where the money goes, and to know the charity is pushing for change	Getting this segment to engage with this information will be difficult as they have relatively low trust	Consider if there is a way to offer the information they need at the point they are making a donation, or making a decision about a donation
No Interest	There are no easy wins for this group – this group are not trusting or engaged with the charity sector	Getting them to engage with the charity sector	Don't take action with this group as there is likely to be little gain from lots of resources
Trusting Helpers	They want access to all types of information, make it easy for them to access it and ensure it is clearly signposted	Making it easy to access all the information in an easily digestible way and making it available where they would expect it to be	Keep it simple so they can take in a range of information
Trusting Receivers	They want transparency from the charity around finances and to know that the charity helps the end cause	Providing transparency around finances in a simple way	Provide case studies of how money has been spent and how it has helped the end cause. Clearly signpost financial information.

Background and Methodology

Background and Methodology

- **Background:** The Charity Commission has been collecting data on public trust in charities since 2005. BMG Research were commissioned by the Charity Commission to run 3 waves of their public tracker, starting with the 2024 wave. 2024 marks the last year of the current CCEW strategy so impact measures are tracked back where possible.
- **Research objectives:** To understand public trust in charities, what affects public trust in charities, and awareness and knowledge of the Charity Commission.
- **Methodology:** Research was split into two phases, a quantitative and qualitative phase. In the quantitative phase, an online panel was used to achieve a nationally representative split of participants from England and Wales. A boost was conducted to achieve a higher number of Welsh completes to allow for analysis for nation. Weighting has been applied to give a representative view of England and Wales. The qualitative phase was then conducted to explore the themes from the data. 3 focus groups were conducted with between 5 and 7 participants in each group. Each group had a mix of genders, ages, ethnicities and regions. The focus groups were split into those with high knowledge of the Charity Commission, medium knowledge and low knowledge.
- **Fieldwork dates:** Quantitative fieldwork took place between the 12th of January and 2nd of February 2024 and the focus groups took place between the 17th of April and 2nd of May.
- **Number of completes:** 4599 completes were achieved.
- **Weighting:** The data was weighted by age by gender, region, education and ethnicity. Checks were also carried out to ensure the data collected was broadly representative by IMD and urban/rural. Targets were set to be nationally representative.

Comparability Over Time

It is important to note that the survey contents, and its administration have undergone a number of changes compared to previous years. These changes were necessary to improve the relevance and robustness of the data collected, and to facilitate a new research partner.

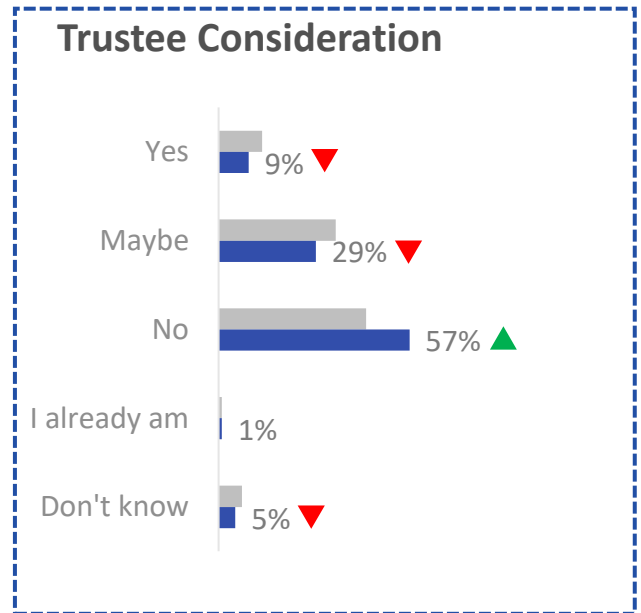
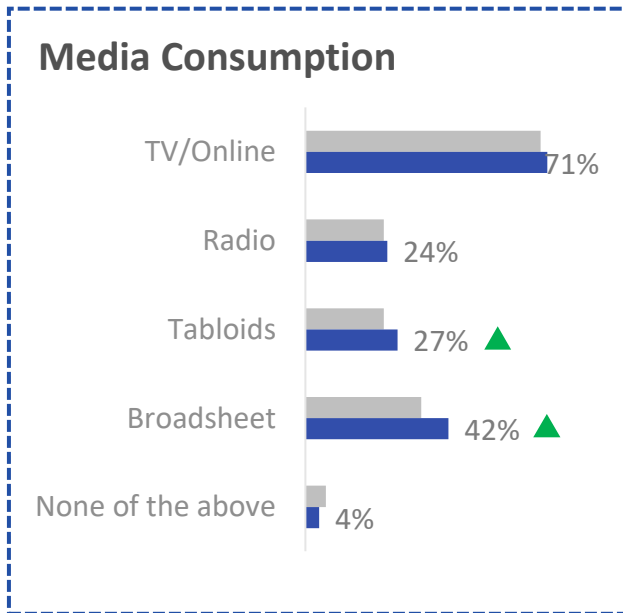
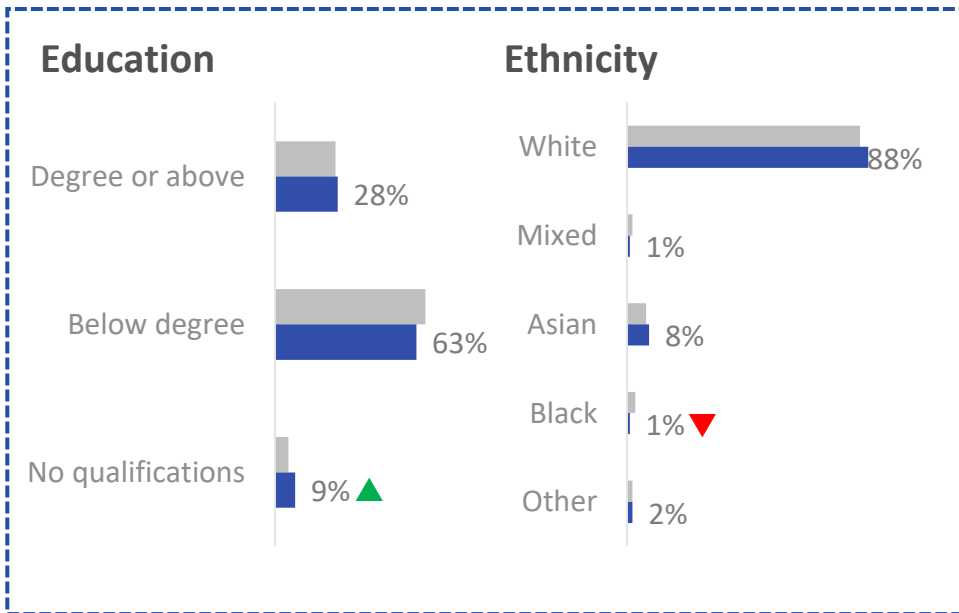
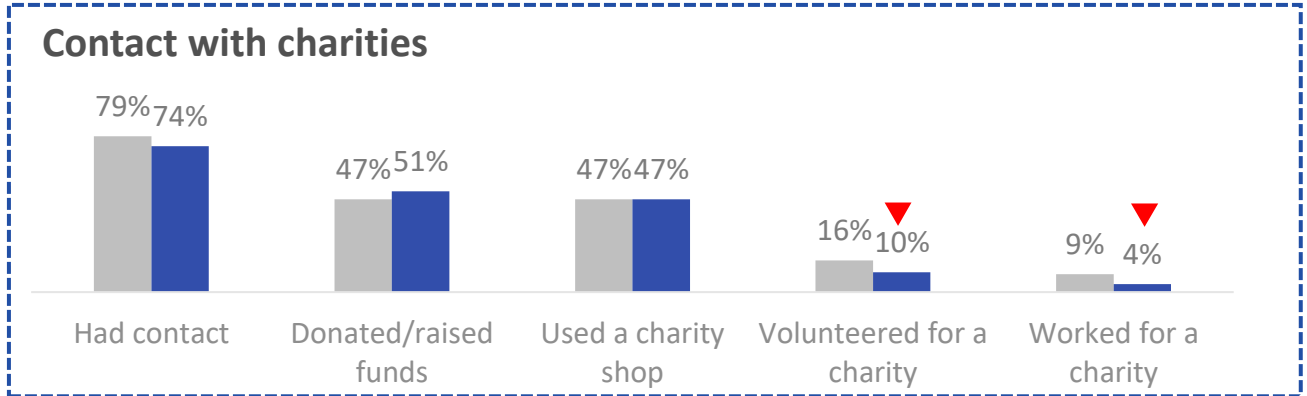
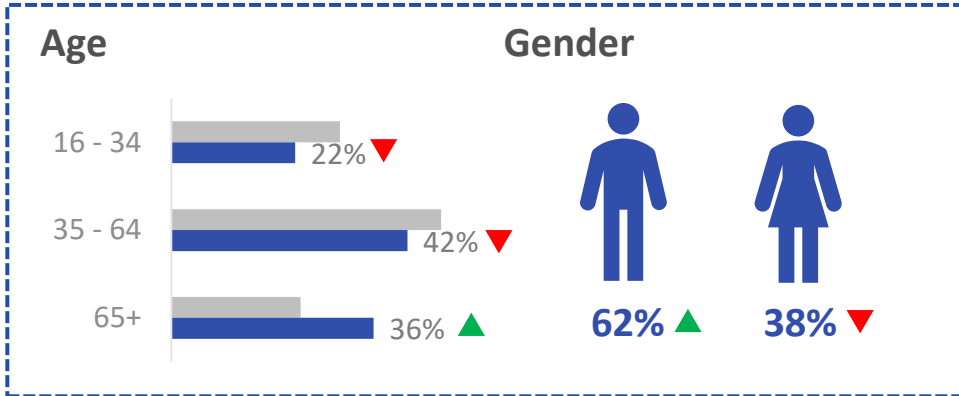
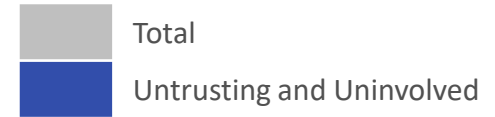
Throughout this report comparisons are made to previous waves where there have been no substantial changes to the question wording or routing. However, these comparisons should be treated as indicative only as there is likely to be some impact on the data from the changes detailed below. A such, statistical significance testing across waves has not been carried out.

The changes include:

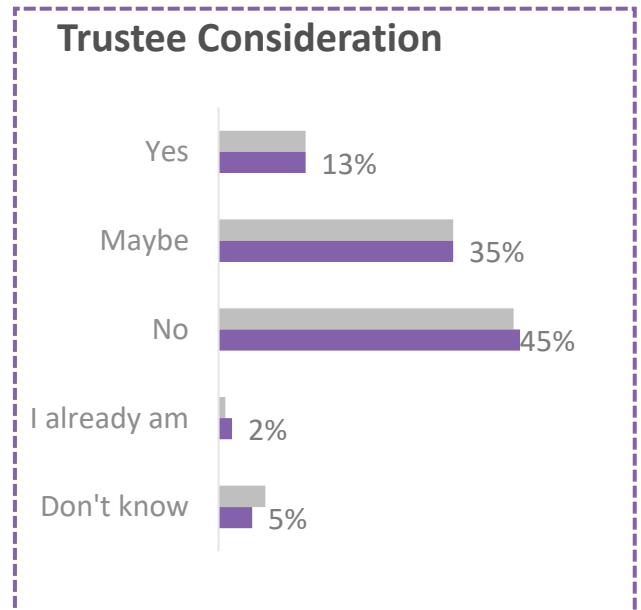
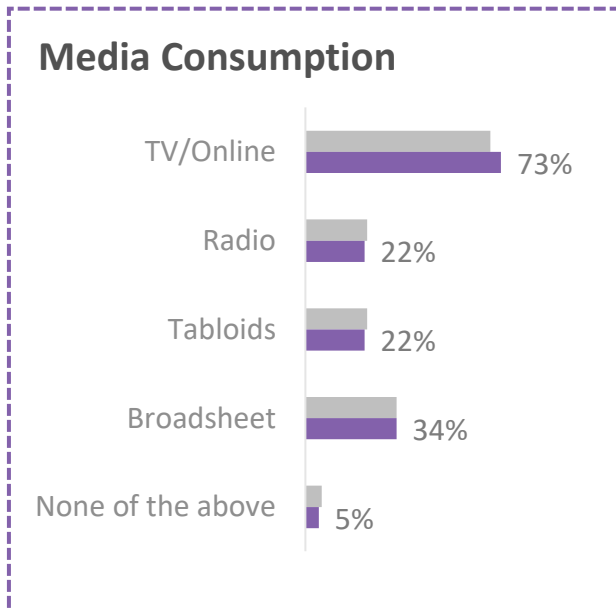
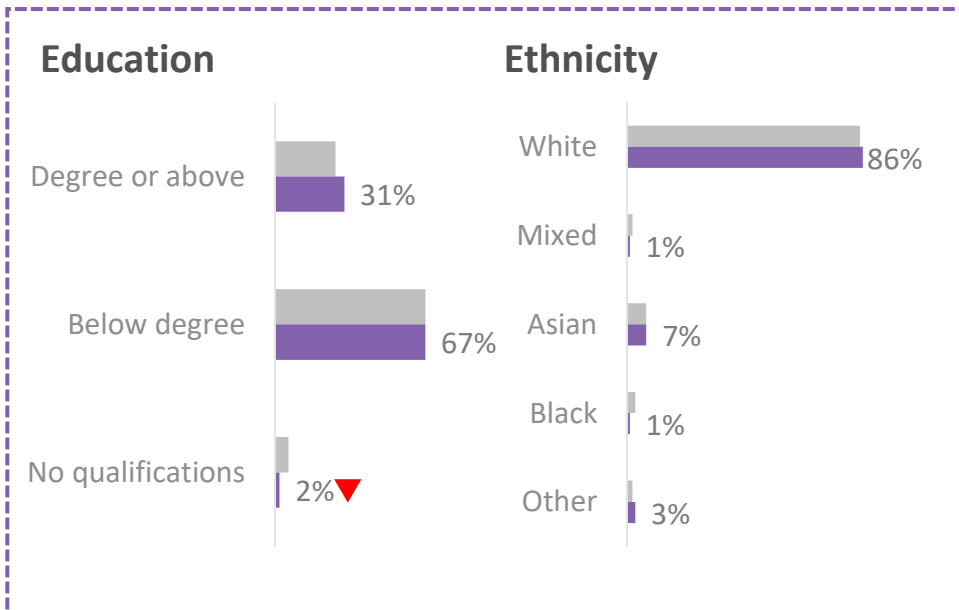
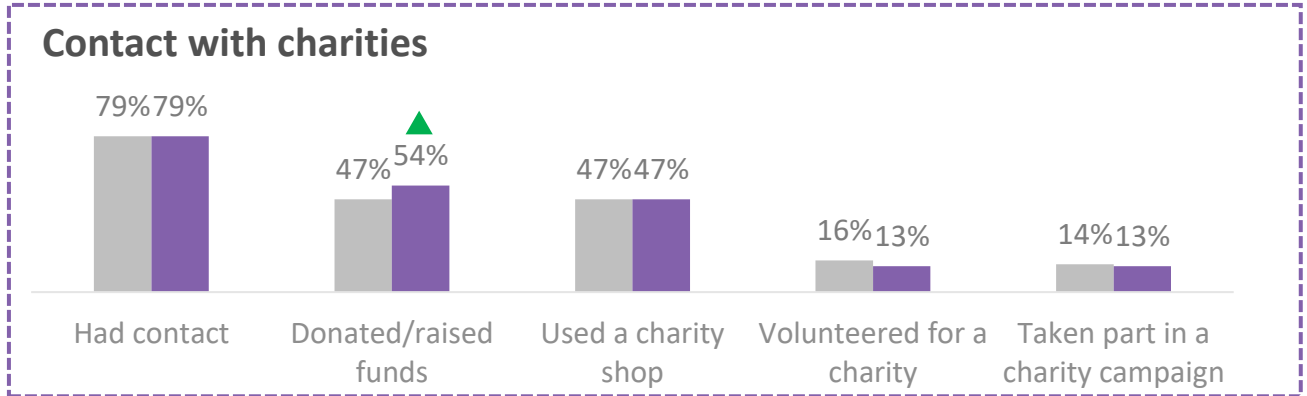
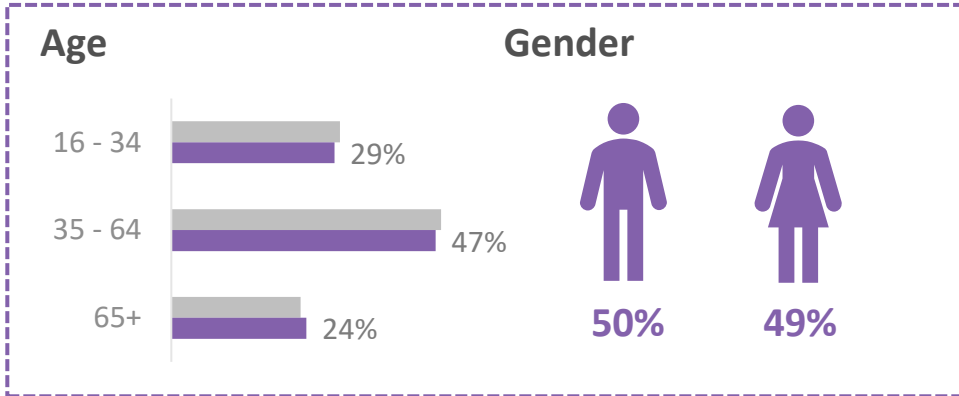
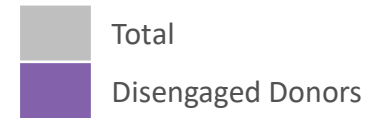
- **A number of new questions:** These have been added to reflect the current needs of the Charity Commission. As new questions have been added at various points throughout the survey there is a risk that responses to existing questions could have been impacted by the presence of the new questions. Some questions from previous waves have also been removed from the survey.
- **Some small changes to existing questions:** These changes have been made to improve the quality of the data collected, and include changes such as adding in 'don't know' options to allow respondents to answer more accurately. Direct comparisons to previous years data for questions have not been made.
- **A change in research partner:** BMG were commissioned as a new research partner in 2023. Due to this change in research partner, there has also been a change in the panel providers that have been used. Although quotas have been used to ensure the sample is as representative of the population as possible, and a mix of panels have been used, each panel introduces their own inherent bias.
- **Likely change in weighting criteria:** Although the survey results have been weighted to population statistics in previous years it was not clear what weighting criteria were used. Therefore, it was not possible to replicate the weighting scheme used previously.

Appendix

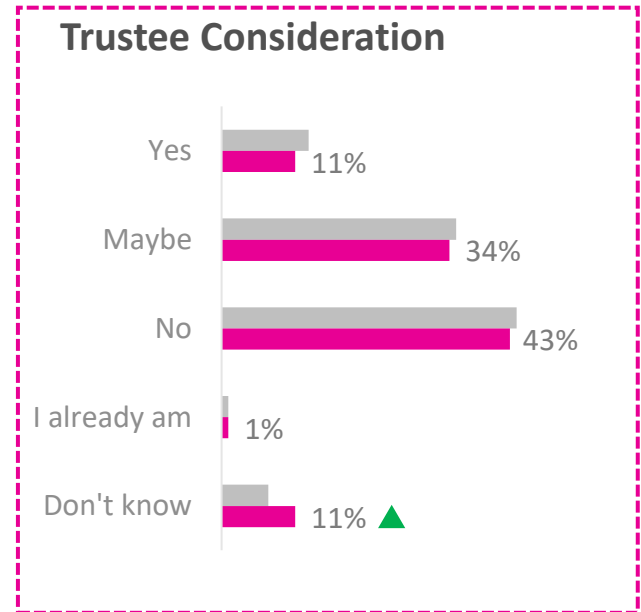
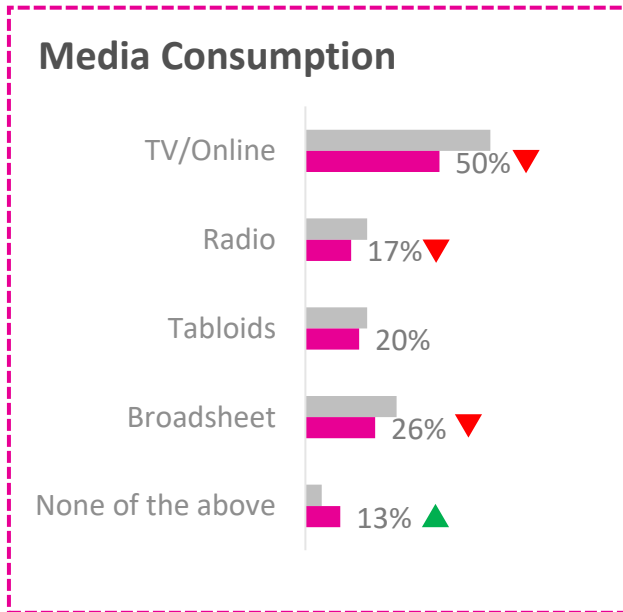
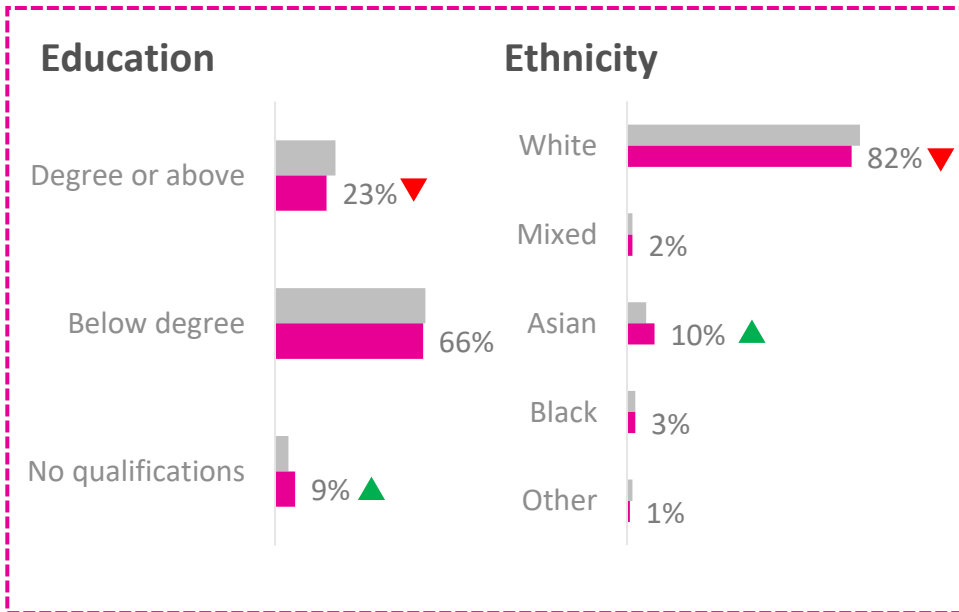
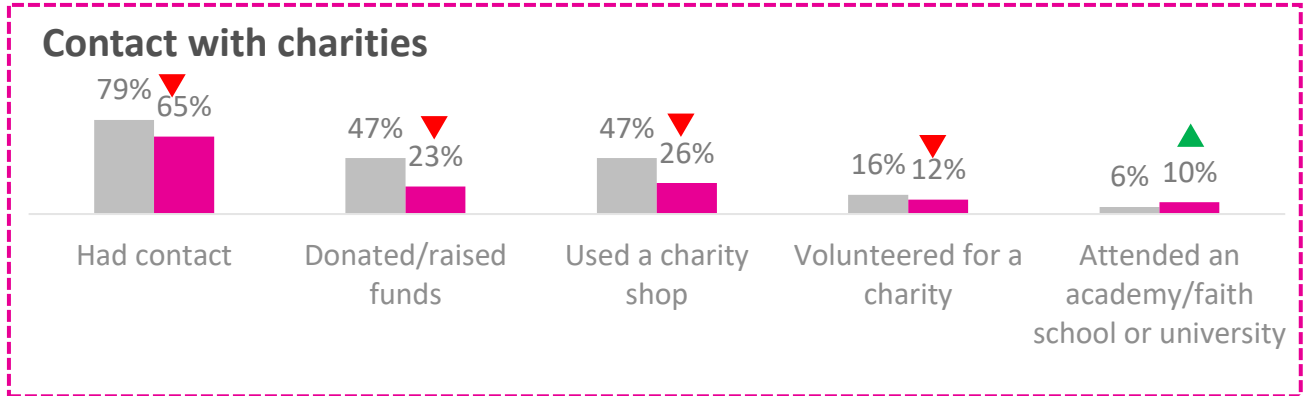
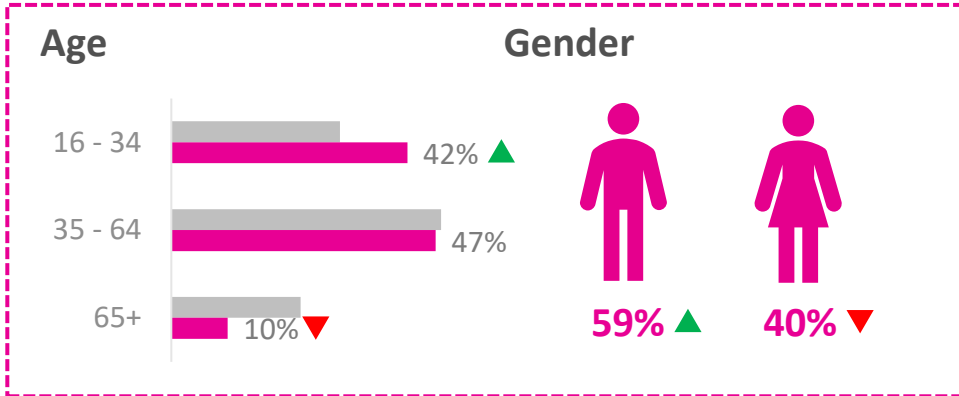
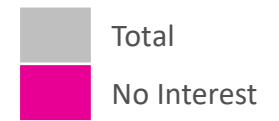
Untrusting and Uninvolved



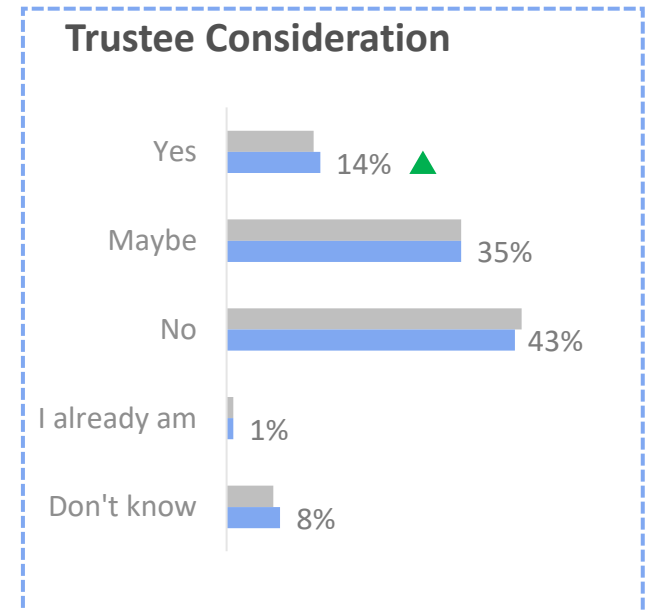
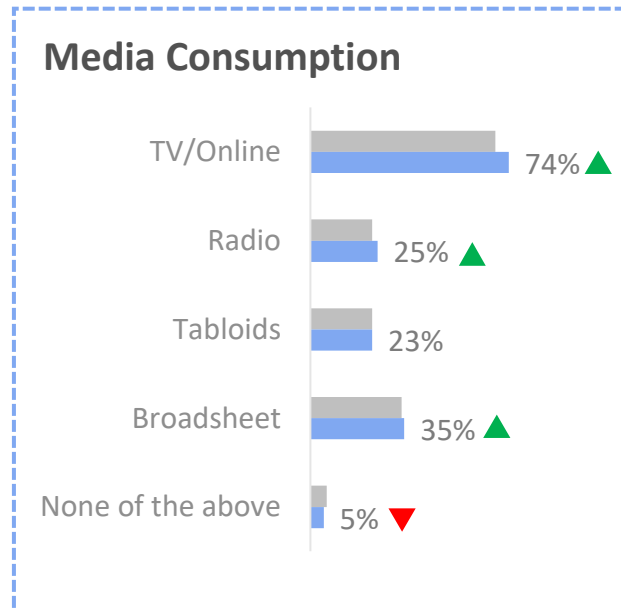
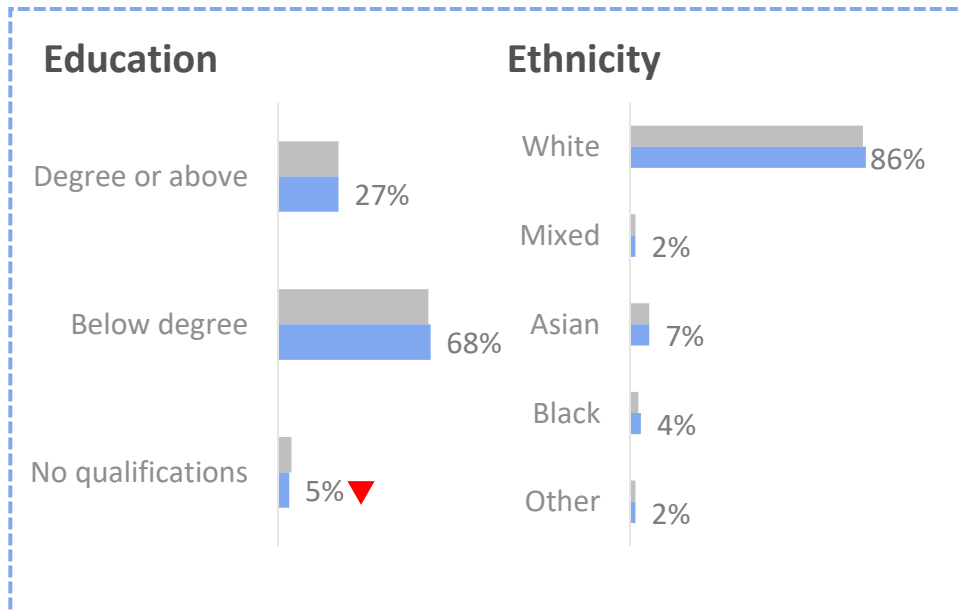
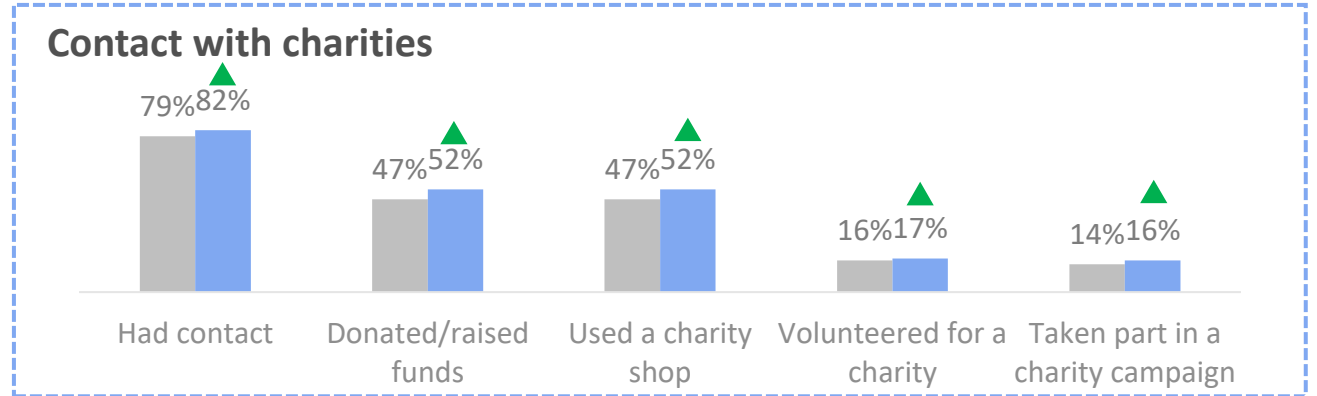
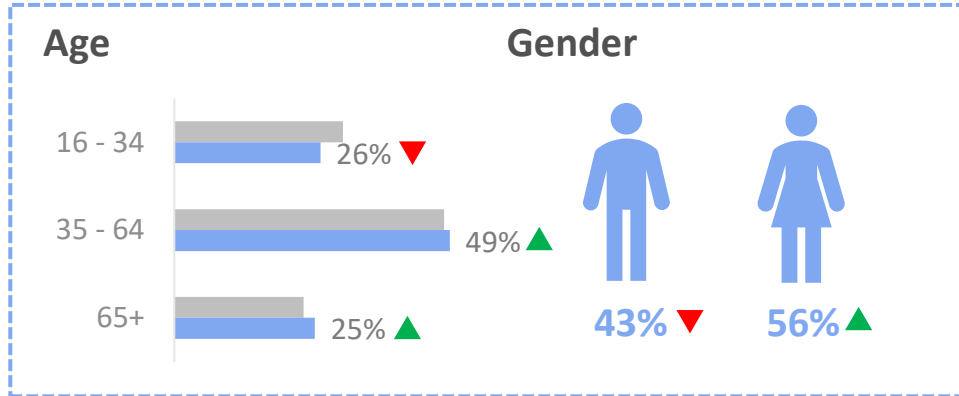
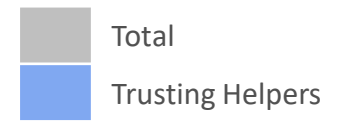
Disengaged Donors



No Interest



Trusting Helpers



Trusting Receivers

