



Trust and Confidence Survey - *Online Research*

[April 2012]



Email: umr@umr.co.nz
Website: www.umr.co.nz
Facebook: www.facebook.com/umr.research

WELLINGTON
3 Collina Terrace
Thorndon
WELLINGTON 6011
NEW ZEALAND
Tel: +64 4 473 1061
Fax: +64 4 472 3501

AUCKLAND
46 Parnell Road
Parnell
AUCKLAND 1052
NEW ZEALAND
Tel: +64 9 373 8700
Fax: +64 9 373 8704

SYDNEY
Level One, Suite 105
332-342 Oxford Street
SYDNEY NSW 2022
AUSTRALIA
Tel: +61 2 9386 1622
Fax: +61 2 9386 1633

Table of contents

1.	Introduction	4
1.1	Background.....	4
1.2	Methodology	4
1.3	Analysis.....	5
2.	Executive summary.....	6
2.1	The Charities Commission	6
2.2	Trust and confidence in charities	6
2.3	Donation behaviour.....	7
2.4	Personal charitable activity	8
2.5	Experiences of charity services.....	8
2.6	Segmentation analysis.....	9
2.7	Drivers of trust and confidence in charities	10
3.	The Charities Commission	11
3.1	Awareness/ Importance of the Charities Commission.....	11
3.1.1	Importance of the Commission.....	12
3.2	The Charities Register.....	13
3.2.1	Awareness of the Charities Registration Number.....	13
3.2.2	Likelihood of requesting Registration Number.....	14
3.2.3	Awareness availability of information about registered charities.....	15
3.2.4	Current Use of the Charities Register	16
3.2.5	Information on the Charities Register.....	17
3.2.6	Presentation of information on the Charities Register	17
3.2.7	Advanced search function on the Charities Register	17
3.2.8	Likely future use of the Charities Register	18
4.	Trust and confidence in charities.....	19
4.1	Trust and confidence.....	19
4.1.1	Trust in charities operating effectively	20
4.1.2	Administration of charities.....	21
4.1.3	Profile of charities	23
4.1.4	Importance of charities	26
4.1.5	Key strengths of the charitable sector in New Zealand	27
4.1.6	Needs in the sector	28
5.	Donation behaviour	31
5.1	Influences on donation behaviour	31
5.2	Amount donated to charity.....	32
5.3	Types of organisations donated to.....	33
5.4	Charity checks.....	35
5.5	Methods of donating.....	36
6.	Personal charitable activity	38
6.1	Actively involved in organisations	38
6.2	Types of organisations actively involved in	38
6.3	Provided support to extended family.....	39
6.4	Activities participated in.....	40
6.5	Knowledge about charities.....	40

7.	Experiences of charity services	41
7.1	Recipients of charity services	41
7.2	Satisfaction with charity services	41
8.	Segmentation analysis	44
8.1	Segments	44
8.2	Trust and confidence in charities	46
8.3	Trust in characteristics and behaviours of charities.....	46
8.4	Statements	46
9.	Drivers of Trust and Confidence in Charities	49
9.1	Individual statement correlations	49
9.2	Factor analysis	50
10.	Appendix 1: Full tables.....	53

1. Introduction

1.1 Background

The Charities Commission is responsible for:

- registering organisations seeking charitable status;
- monitoring their activities;
- receiving annual returns;
- providing education and support to the sector in relation to matters of good governance and management;
- advising the government on charity-related issues;
- promoting public trust and confidence in the charity sector.

This research study has been conducted to assist the Commission primarily in its role of promoting public trust and confidence in the charity sector.

UMR Research have been commissioned by the Commission to conduct an online survey in order to:

- identify the current state of public trust and confidence in the charitable sector;
- identify, using statistical analysis, what are the critical factors driving public trust and confidence.

The survey has been asked in 2008, 2010 and 2012 to gain a measure of how levels of trust and confidence may have changed through this period. The 2010/ 2012 survey also included some additional questions to measure New Zealanders uptake and experiences of services provided to them by charities.

This report shows comparisons between the 2008, 2010 and 2012 data.

This year, the report includes commentary on Māori, Asian and Pacific Island respondents. The base for these respondents is small and so commentary is given as indicative of the population.

1.2 Methodology

The results in this report are based on an online survey of general public respondents from UMR's SAYit online research panel.

SURVEY INFORMATION		
Year	Sample Size	Margin of error at the 95% confidence level %
2012	2,000	2.2
2010	2,210	2.1
2008	2,120	2.1

The data for these surveys has been weighted by age, sex and region. Some percentages in this report may not add to 100% due to rounding.

Respondents were emailed a link to the survey and given the opportunity to complete the survey from 20th March - 2nd April 2012.

More information about SAYit can be found at www.sayit.co.nz.

1.3 Analysis

Cluster analysis

The analysis was performed using hierarchical clustering. This procedure attempts to identify relatively homogeneous groups of respondents based on selected characteristics, using an algorithm that starts with each respondent in a separate cluster and combines clusters until only one is left.

It should be noted that cluster analysis is not a statistical test. Rather, cluster analysis methods are used to organise the data into meaningful groups.

To determine the segments in the analysis factor scores were derived from:

- levels of trust in characteristics and behaviours of charities, and;
- statement testing, which measured a respondent's level of agreement with particular statements to do with charities.

Correlations

Correlation analysis was used to show which individual statements were linked more strongly to respondents' trust and confidence in charities.

Factor analysis

Factor analysis attempts to identify underlying factors that explain the pattern of correlations within a wider set of observed variables. Four factors were extracted from 24 statements which together accounted for half of the total variance.

After the factor analysis was performed correlations were computed for overall trust and confidence in charities and the four newly created factors.

2. Executive summary

2.1 The Charities Commission

- Following the findings in the previous surveys, there has been a significant increase (up 13% from 2010 and 23% from 2008) to 80% this year, in the percentage of respondents who have heard of the Charities Commission (the Commission).
- Given a brief description about the Commission, the percentage of all respondents who think the role of the Commission is important, remains high at 81% (unchanged from 2010 and a 3% increase from 2008).

The Charities Register

- An increase of 3% from 2010 and 13% from 2008 to 41% of respondents reported that they were aware that charities registered with the Commission were required to have, and to make available, their charities registration number. Less than half (48%, unchanged since 2010), however, said that they would be likely to ask for this registration number in the future.
- Thirty-seven percent of respondents, up 10% since 2010, reported that they were aware that information about charities registered with the Commission was publicly available on the Charities Register.

Out of the respondents who were aware of the Charities Register:

- Three in ten (30%) reported that they had referred to the Charities Register to find out information about a charity, remaining unchanged since 2010, and;
- almost three fifths (56%) thought that they would refer to the Charities Register in the future, up 9% since 2010.
- More than half (55%) of all respondents agreed that they 'trust charities that are registered with the Charities Commission.

2.2. Trust and confidence in charities

Trust and confidence

- There has been a decline in the proportion of respondents who report high levels of trust and confidence in charities, down by 11% since 2010 and 14% since 2008 to 44%.

Trust in charities operating effectively

- There has also been a slight decrease in the levels of trust that charities are operating effectively. Of the six statements tested on this topic, the greatest decrease was 5% from 2010 and 10% from 2008 down to only 41% of respondents reporting high levels of trust that charities, 'Ensure their fundraisers are ethical and honest'.

All but one of the remaining statements also showed a decrease in high levels of trust that charities were operating effectively. The one statement that increased by 1% from 2010, recorded 27% agreeing that they trust charities to 'let the public know how they use their resources, including money from donations'.

Administration of charities

- On a similar theme respondents were also asked their level of agreement with a range of statements that related to the administration of charities. This statement testing showed that respondents were far more comfortable with charities that were transparent in the way they operated.

Seventy-seven percent (down 5% from 2010 and 7% from 2008) of respondents agreed that, 'I feel more confident in charities that are open about how they use their resources'. In addition, 67% (down 3% from 2010 and 6% from 2008) of respondents agreed that, 'I trust charities more if they are clear about how they are managed'.

Profile of charities

- Also in the statement testing respondents were asked their level of agreement with a range of statements that related to the profile of charities. These series of statements showed that respondents were more likely to trust charities if they had heard of them before, or had a personal connection with the charity, as shown with the solid levels of agreement with the statements below:
 - 'I trust charities more if I have heard of them' (62% agreement, down 5% from 2010 and 13% from 2008), and;
 - 'I trust charities that I have a personal connection to' (58% agreement, down 7% from 2010 when this was first asked).

Even if the charity was for a good cause, respondents were unlikely to feel confident donating if the charity was unknown, as shown with the low level of agreement with the statement below:

- 'I feel confident donating to an unknown charity if the cause is good' (12% up by only 1% from the previous surveys).

2.3 Donation behaviour

Influences on donation behaviour

- From a list of potential influences, the greatest percentage of respondents (25%) reported that the characteristic that most influenced them to donate towards charities was, 'They work towards an end cause that is important to me'. This follows the findings from the survey in 2010 when this factor was added, and scored 26%.

Amount donated to charity

- Interestingly, the slide in trust and confidence has not been reflected in the amount of dollars respondents declared to have donated to charities within the last 12 months. 34% of respondents declared they had donated over \$250 to charities within the last 12 months up from 32% in 2010 and 26% in 2008.

Types of organisations donated to

- The general type of organisation that respondents were most likely to donate to, within the last 12 months, has shifted to those providing support and services to help Christchurch (47%); support for every other organisation has declined in favour of these charities. Health and medical type organisations (47%) has declined by 8% since 2010 and 7% in 2008 while international aid (33%) has declined by 10% in 2010 and 3% in 2008. The biggest losers however, were Social and community development charities (25%) which has decreased by 11% since 2010 and 13% in 2008.

Charity checks

- The general decreases in respondents' level of trust and confidence in charities has not been matched by an increase in them being more cautious when donating to charities.

Across a series of statements designed to gauge if respondents were being more cautious when donating to charities, results remained either unchanged or showed slightly less cautious behaviour.

Most significantly in 2012, compared to the 2010 and 2008 findings, respondents were less likely to, 'ask for proof of identification of the person who had approached them' (down 6% from 2010 and 8% from 2008 to 20%).

Methods of donating

- The most common mode that respondents reported donating via within the last 12 months continues to be street collections at 51%, which also had the greatest movement in respondents decreasing 6% from the previous surveys of respondents who reported they had donated this way over the last year.

2.4 Personal charitable activity

Actively involved in organisations

- There were slight increases (all less than the margin of error) across the board in the percentages of respondents who were involved in organisations.

Types of organisations actively involved in

- The respondents who were involved in charity organisations were asked what type of organisation they were involved in. From a list of organisation types the most common type that respondents were involved with were, 'Culture and recreational organisations such as arts, culture and sports clubs'; 40% of respondents reported that they were involved with this type of organisation up from 32% in 2010 and 35% in 2008.

2.5 Experiences of charity services

Recipients of charity services

- Similar to 2010, 8% of respondents reported that within the last 12 months they had received services from a charity.

These respondents were read a list of statements designed to gauge how happy they had been with their most recent experience of a charity service, overwhelmingly, their experiences were positive.

Satisfaction with charity services

Ninety-two percent agreed with the statement, 'I would trust the charity in the future', the same as the 2010 survey. Ninety percent agreed that 'I was treated fairly' while 88% of respondents agreed that, 'I will support that charity in the future' while 87% agreed that the 'Staff were competent'. The lowest level of respondent agreement with the statements tested was still a majority agreement; 73% agreed that, 'It's an example of good value for tax dollars spent'.

- Remaining with the 8% of all respondents who had received a service from a charity within the last 12 months:
 - Seventy-one percent expected to receive a good service from the charity and 79% received a service that was better than expected, and;
 - Eighty-six percent were satisfied with the overall quality of the service delivery and a further 90% also felt they got what they needed.

2.6 Segmentation analysis

Additional statements in the 2012 survey followed through to an increase in the number of segments. Five general public segments were identified based on attitudinal and behavioural similarities. These included Agreeable advocates (23%), Conservative supporters (17%), Engaged supporters (18%), Cautious sceptics (27%) and Unengaged sceptics (14%).

Agreeable advocates (23%). This group are generally more positive towards charities. They report a higher than average level of trust and confidence in charities, higher than average levels of trust in charities to carry out their tasks, higher than average agreement with positive statements about charities and lower than average agreement with general negative statements about charities.

Conservative supporters (17%). This group are also generally more positive towards charities. They report a higher than average level of trust and confidence in charities and higher than average levels of trust in charities to carry out their tasks. However, for they recorded below average mean scores (lower agreement) with the majority of the positive statements about charities.

Engaged supporters (18%). This group are the most positive towards charities. They report a higher than average level of trust and confidence in charities, higher than average levels of trust in charities to carry out their tasks and higher than average agreement with positive statements about charities. They are more likely to report lower than average agreement with negative statements.

This group have the most knowledge about how charities are run; their mean score for 'I know very little about how charities are run' was much lower (therefore, lower agreement) than the total sample and against the other segments. Similarly, they were unlikely to agree with the statement: 'Charities spend too much of their funds on administration'.

Cautious sceptics (27%). This group aren't overly positive towards charities. They report a lower than average level of trust and confidence in charities, lower than average levels of trust in charities to carry out their tasks and generally lower than average agreement with positive statements.

Unengaged sceptics (14%). This group are not very positive towards charities and have the lowest mean score for their level of trust and confidence in charities and lower than average levels of trust in charities to carry out their tasks. The mean scores for this group, on the positive statements are significantly lower than the other segments and generally higher with the negative statements.

2.7 Drivers of trust and confidence in charities

- The strongest drivers of overall trust and confidence in charities were found to be with statements that measured respondents agreement with the management and outcome of the charity.

The statements that showed the strongest correlation towards developing trust and confidence in charities were:

- make a positive difference to the matters they address;
- spend their money wisely and effectively;
- ensure a reasonable proportion of donations get to the end cause;
- ensure that their fundraisers are ethical and honest;
- be well managed.

3. The Charities Commission

3.1 Awareness/ Importance of the Charities Commission

A strong majority of respondents reported that they had heard of the Commission. Awareness of the Commission increased 13% from 2010 and 23% from 2008 up to 80% this year.

AWARENESS OF THE CHARITIES COMMISSION			
<i>Have you heard of the Charities Commission?</i>			
	2008	2010	2012
	%	%	%
Base: n=	2121	2210	2000
Yes	57	67	80
No	35	26	18
Unsure	8	8	2

Base: All respondents

Higher awareness of the Commission

Respondents most likely to report that they had heard of the Commission included those:

- who were actively involved as a trustee or board member (96%);
- who donated over \$700 to charity in the last 12 months (91%);
- aged 45 and over (88%);
- living in Christchurch (86%), and;
- who were Māori (74%).

Lower awareness of the Commission

Respondents less likely to report that they had heard of the Commission included those:

- not aware of the Charities Registration Number (69%);
- aged 18 to 29 years (62%); and,
- who were Asian (43%).

3.1.1 Importance of the Commission

Given a brief description about the main functions of the Commission, a strong majority 81% (equal to the score given in 2010 and up 3% from 2008) placed a high importance on the role of the Commission.

IMPORTANCE OF THE CHARITIES COMMISSION ROLE

The Charities Commission is responsible for registering organisations seeking charitable status, monitoring their activities, receiving annual returns, providing education and support to the sector in relation to matters of good governance and management, and advising the government on charity-related issues.

Given this statement, how important do you think the role is that the Charities Commission is performing in building trust and confidence in the charitable sector?

	2008 %	2010 %	2012 %
Base: n=	2121	2210	2000
0 Not important at all	1	1	1
1	1	-	-
2	2	1	1
3	2	1	2
TOTAL 0-3	6	3	4
4	1	1	1
5	5	6	7
6	6	5	5
TOTAL 4-6	12	12	13
7	12	12	11
8	17	20	20
9	9	14	10
10 Very important	40	35	40
TOTAL 7-10	78	81	81
Unsure	4	4	2
<i>Mean*</i>	<i>8.1</i>	<i>8.1</i>	<i>8.2</i>

Base: All respondents

Higher importance

Respondents more likely to place higher importance on the Commission building trust and confidence in the charitable sector included those who:

- were Pacific Islanders (94%);
- reported high levels of trust and confidence in charities (90%);
- were young couples with no children (90%);
- stated that the most influential characteristic for why they donated to charity was, '[the charity] are well managed' (87%);
- reported awareness of the charities registration number (85%), and;
- reported that they had heard about the Commission (83%).

Lower importance

Respondents less likely to place importance on this topic included:

- those who had not donated anything to charity in the past 12 months (69%);
- the most influential characteristic for why they donated to charity was, '[the charity] are active in helping in Christchurch' (65%), and;
- respondents who reported lower levels of trust and confidence in charities (61%).

3.2 The Charities Register

3.2.1 Awareness of the Charities Registration Number

Awareness of the Charities Registration Number increased 3% from 2010 and 13% from 2008, to 41% this year.

AWARENESS OF CHARITIES REGISTRATION NUMBER			
<i>Were you aware that charities registered under the Charities Act 2005 are required to have and make available a charities registration number on request to prove they are a registered charity?</i>			
	2008	2010	2012
	%	%	%
Base: n=	2121	2210	2000
Yes	28	38	41
No	68	58	57
Unsure	4	5	2

Base: All respondents

2008 and 2010 question read:

“Charities registered with the Charities Commission are required to have and make available a Charities Registration Number on request to prove they are a registered charity. Were you aware of this?”

Greater awareness

Respondents who reported they were aware about the Charities Registration Number included respondents who:

- were active as a trustee or board member (70%) or committee member/ paid employee (both 59%);
- donated over \$700 to charity over the last 12 months (63%);
- reported the most influential reasons for donating to charities was:
 - ‘[the charity] react in times of natural disasters’ (53%);
 - ‘[The charity] are well managed’ (52%);
 - ‘[the charity] spend their money wisely and effectively (51%);
 - ‘I can claim a tax credit on my donations’ (51%);
- were aged 60 years and over (50%), and;
- had a household income of over \$150,000 (49%).

Lower awareness

Respondents who reported lower levels of awareness about the Charities Registration Number included respondents who:

- were Asian (32%) or Māori (34%);
- had donated \$20 or less to charity over the last 12 months (28%);
- worked in blue collar professions (30%);
- were students (28%), and;
- were aged between 18 and 29 years (24%).

3.2.2 Likelihood of requesting Registration Number

Similarly to 2010, just under half (48%) reported that they would be likely to ask for the registration number in the future, 40% would not ask for the number.

LIKELIHOOD OF REQUESTING REGISTRATION NUMBER			
<i>Would you be likely to ask for this registration number in the future?</i>			
	2008	2010	2012
	%	%	%
Base: n=	2121	2210	2000
Yes	50	48	48
No	28	31	40
Unsure	22	21	12

Base: All respondents

More likely to request

Respondents more likely to indicate that they would ask for the Registration Number in the future included those who:

- stated their most influential reason for donating to charities was that the charity:
 - 'Let the public know how they use their resources including money from donations' (63%);
 - and 'I can claim a tax refund' (59%);
- were Asian (58%) or Pacific Islanders (56%), and;
- were older couples with no children at home (50%).

Less likely to request

Respondents less likely to indicate that they would ask for the Registration Number in the future included:

- those living in Wellington (42%);
- respondents whose most influential reason for donating to charities was, 'who their supporters and patrons are' (36%);
- those who donate up to and including \$20 (36%), and;
- the unemployed (31%).

3.2.3 Awareness availability of information about registered charities

Thirty-seven percent reported that they were aware that information about charities registered with the Commission was publicly available on the Charities Register, an increase of 10% since 2010.

CHARITIES REGISTER		
<i>Were you aware that information about charities registered under the Charities Act is publicly available on the Charities Register?</i>		
	2010 %	2012 %
Base: n=	2210	2000
Yes	27	37
No	69	62
Unsure	4	1

Base: All respondents

2008 and 2010 question read:

“Information about charities registered with the Charities Commission is publicly available on the Charities Register. Were you aware of this?”

Greater awareness information available

Respondents who were more likely to report that they were aware that information about charities registered with the Commission was publicly available included respondents who:

- were actively involved as either a Trustee or board member (67%) or a paid employee (62%);
- donated more than \$700 to charity over the last 12 months (60%);
- stated their most influential reason for donating to charities was that the charity, ‘are active in helping in Christchurch’ (46%);
- reported to have heard about the Commission (45%);
- were aged over 60 years (43%);
- reported household incomes between \$100,001 and \$150,000 (42%), and;
- worked as professional manager or were retired (both 42%).

Lower awareness information available

Respondents who were less likely to report that they were aware that information about charities registered with the Commission was publicly available on the Charities Register included respondents who:

- were on a lower household income (between \$20,001 and \$30,000) (29%);
- were blue collar workers (27%);
- donated between \$21 and \$50 to charity over the last 12 months (24%) or had not donated anything to charity in the last 12 months (23%);
- were aged between 18 and 29 years (23%), and;
- were students (20%).

3.2.4 Current Use of the Charities Register

Thirty percent of those respondents who were aware of the Charities Register reported that they had referred to this Register to find out information about a charity. This result has not changed since 2010.

CURRENT USE OF CHARITIES REGISTER		
<i>Have you referred to the Charities Register to find out information about a particular charity?</i>		
	2010 %	2012 %
Base: n=	605	738
Yes	30	30
No	69	70
Unsure	1	-

Base: Those aware of information about charities registered with the Charities Commission being publicly available on the Charities Register

2008 and 2010 question read:

“Have you referred to the Charities Register to find out information about a charity?”

More likely to use Charities Register

Respondents aware of the Charities Register, who were more likely to report that they had referred to it included respondents who:

- were actively involved as a trustee or board member (48%) or a paid employee (41%);
- were Māori (47%), and;
- those with a higher household income (over \$150,000) (41%).

Less likely to use Charities Register

Respondents aware of the Charities Register who were less likely to report that they had referred to it included:

- those who have donated up to and including \$20 to charity in the last 12 months (19%);
- blue collar workers (18%), and;
- Asian respondents (16%).

3.2.5 Information on the Charities Register

Ninety percent of those who have referred to the register to find out about a particular charity state that it had the information that they were looking for.

CHARITIES REGISTER INFORMATION	
<i>Did the Charities Register have the right information you were looking for?</i>	
	2012 %
Base: n=	220
Yes	90
No	7
Unsure	3

Base: Those aware of information about charities registered with the Charities Commission being publicly available on the Charities Register AND have referred to the register to find out about a particular charity.
Question not asked in 2008/ 2010

3.2.6 Presentation of information on the Charities Register

Ninety -four percent thought that the information was presented in a clear and useful way.

PRESENTATION OF INFORMATION ON THE CHARITIES REGISTER	
<i>Was the information presented in a way that was clear and useful?</i>	
	2012 %
Base: n=	198
Yes	94
No	5
Unsure	1

Base: Those aware of information about charities registered with the Charities Commission being publicly available on the Charities Register AND have referred to the register to find out about a particular charity AND declared that the register had the right information
Question not asked in 2008/ 2010

3.2.7 Advanced search function on the Charities Register

A majority (65%) of users of the register had not used the advanced search function.

CHARITIES REGISTER ADVANCED SEARCH FUNCTION	
<i>Have you used the advanced search function on the Charities Register?</i>	
	2012 %
Base: n=	220
Yes	27
No	65
Unsure	8

Base: Those aware of information about charities registered with the Charities Commission being publicly available on the Charities Register AND have referred to the register to find out about a particular charity.
Question not asked in 2008/ 2010

3.2.8 Likely future use of the Charities Register

Almost three fifths (56%) of respondents who knew the register was publically available thought that they would refer to the Charities Register in the future, this is an increase of 9% since 2010.

FUTURE USE OF CHARITIES REGISTER		
<i>Do you think you will refer to the Charities Register in the future?</i>		
	2010	2012
	%	%
Base: n=	605	738
Yes	47	56
No	27	27
Unsure	26	17

Base: Those aware of information about charities registered with the Charities Commission being publicly available on the Charities Register

More likely to use Register

Respondents who were more likely to think that they would refer to the Charities Register in the future included those who:

- will ask for the registration number in future (80%);
- were Pacific Islanders (76%), and;
- were actively involved as a trustee or board member (65%).

Less likely to use Register

Respondents who were less likely to think that they would refer to the Charities Register in the future included:

- respondents who donated less than \$20 to charity in the past 12 months (including those who had not donated anything) (42%), and;
- those who say the most influential reason for donating to charities was that the charity, 'react in times of natural disasters' (36%) and those who are influenced by 'who their supporters and patrons are' (37%).

4. Trust and confidence in charities

4.1 Trust and confidence

2012 recorded a drop in the number of respondents who have high levels of trust and confidence in charities - 44% rated their trust and confidence in charities as high (scoring between 7 -10), down by 11% since 2010 and 14% reported in 2008. In 2012, respondents were more likely to be neutral in their ratings - with the mean score at 5.9.

TRUST AND CONFIDENCE IN CHARITIES			
<i>How much trust and confidence do you have in charities?</i>			
	2008	2010	2012
	%	%	%
Base: n=	2121	2210	2000
0 You don't trust at all	-	1	2
1	1	-	1
2	2	2	3
3	4	5	7
TOTAL 0-3	7	8	13
4	4	6	7
5	14	15	20
6	14	14	14
TOTAL 4-6	32	35	41
7	24	23	22
8	23	22	17
9	8	7	4
10 You trust completely	3	3	1
TOTAL 7-10	58	55	44
Unsure	2	2	1
Mean*	6.6	6.5	5.9
Base: All respondents			

Higher levels of trust and confidence

Respondents more likely to report higher levels of trust and confidence in charities included respondents who:

- donated \$401 - \$550 to charity over the last 12 months (63%);
- were Students (57%);
- were Pacific Islanders (56%);
- the most influential characteristics of why they donated to a charity was they:
 - 'Work towards an end cause that is important to me' (54%), and;
 - 'make a positive difference to the matters they address' (53%);
- flattening with others (54%) or were single young people (49%), and;
- were aged between 18 and 29 years (51%).

4.1.1 Trust in charities operating effectively

Following the shift in 2010, there continues to be a decrease in the levels of trust that charities are operating effectively. Six statements were used to gauge respondents' opinions on this topic. Out of the six statements tested only one statement showed an increase (of 1%), while the remaining five statements showed a decrease in the level of trust in charities to be operating effectively.

The statement that increased was also the one that recorded the lowest level of trust that charities were doing what the statement said; 27% trust charities to 'let the public know how they use their resources, including money from donations'. Respondents more likely to agree with this statement included those who:

- had donated more than \$550 to charity in the last year (37%);
- were single young people (36%) or flatting with others (33%);
- were Pacific Islanders (33%) or Asian (34%)
- lived in the West Coast (34%), and;
- were students (33%).

The remaining statements in descending order of trust were:

- Make a positive difference to the matters they address (50%, down 5% from 2010 and 2008)

Respondents more likely to agree with this statement included those who:

- reported high levels of trust and confidence in charities (82%);
- were young couples with no children (64%) or flatting with others (61%);
- had donated over \$400 to charity in the last year (61%), and;
- were aged 18 to 29 years (61%).

- Ensure that their fundraisers are ethical and honest (41%, down 5% from 2010 and 10% from 2008).

Respondents more likely to agree with this statement included those who:

- were aged 18 to 29 years (51%);
- had donated more than \$400 to charity in the past year (50%), and;
- were flatting with others (51%) or young couples with no children (48%).

- Spend their money wisely and effectively (35%, down 3% from 2010 and 6% from 2008).

Respondents more likely to agree with this statement included those who:

- reported high levels of trust and confidence in charities (63%);
- were Pacific islanders (55%), and;
- had donated over \$700 to charity in the past year (49%).

- Be well managed (35%, down 2% from 2010 and 5% from 2008).

Respondents more likely to agree with this statement included those who:

- reported high levels of trust and confidence in charities (63%);
- were Pacific Islanders (59%);
- donated between \$551 and \$700 to charity over the last 12 months (47%), and;
- were aged 18 -29 years (45%).

- Ensure a reasonable proportion of donations get to the end cause (33%, down 1% from 2010 and 7% from 2008).

Respondents more likely to agree with this statement included those who:

- reported high levels of trust and confidence in charities (62%);
- donated over \$400 to charity over the last 12 months (44%), and;
- were actively involved as a trust board member (43%).

TRUST CHARITIES TO DO THE FOLLOWING - SUMMARY TABLE TOTAL 7,8,9,10

How much do you trust charities to do the following:

0= You don't trust them at all

10=You trust them completely

	2008 %	2010 %	2012 %
Base: n=	2121	2210	2000
Make a positive difference to the matters they address	55	55	50
Ensure that their fundraisers are ethical and honest	51	46	41
Be well managed	40	37	35
Spend their money wisely and effectively	41	38	35
Ensure a reasonable proportion of donations get to the end cause	40	34	33
Let the public know how they use their resources, including money from donations	28	26	27

Base: All respondents

4.1.2 Administration of charities

Respondents were asked their level of agreement with a range of statements that related to the administration of charities. This statement testing showed that respondents were far more comfortable with charities that were transparent in the way they operated.

There was a higher level of agreement with the more positive statements about the administration of charities and lower levels of agreement with the more negative statements about charities. However, across the board there were **small decreases** in the percentage of respondents who agreed with the positive statements about charities including four **significant decreases** in the percentage of respondents who agreed with positive statements about charities.

Positive statements: confidence in charities that are open about how they use their resources

Just under one in eight (77%, down 5% since 2010 and 7% since 2008) of respondents agreed with this statement. Respondents more likely to agree included those who:

- reported high levels of trust and confidence in charities (88%)
- reported that the most influential characteristic as to why they donated to a charity was they, 'Ensure a reasonable proportion of donations get to the end cause' (85%), and;
- donated between \$401 and \$550 to charity in the past year (87%).

Negative statements: charities spend too much on administration

There was an increase of 1% from the previous two surveys to 55% of respondents who agreed with this statement. Respondents more likely to agree included:

- those who were more likely to report that the most influential characteristics for why they donated to a charity were:
 - 'who their supporters and patrons are' (77%), and;
 - '[the charity] are active in helping Christchurch' (71%);
- those who were more likely to report lower levels of trust and confidence in charities (78%);
- were retired (66%);
- were aged 60 or over (63%), and;
- place lower levels of importance on the role of the Commission promoting trust and confidence in the charitable sector (62%).

Negative statements: charities use dubious fundraising techniques

There was a slight decrease from 38% to 35% of respondents who agreed with this statement, however, this is still higher than the 31% of respondents who agreed with this statement in 2008. Respondents more likely to agree included those who:

- reported that the most influential characteristic of why they donated to a charity was they, 'are active in helping in Christchurch' (71%);
- were from the Pacific Islands (54%);
- reported lower levels of trust and confidence in charities (53%);
- place lower levels of importance on the role of the Commission promoting trust and confidence in the charitable sector (48%);
- were retired (46%);
- were aged 60 years or older (42%);
- were older couples with no children (42%), and;
- were male (41%).

Negative statements: Know little how charities are run

Thirty-nine percent of respondents agreed with this statement (an increase of 1% since 2010 and 2008). Respondents more likely to agree included those who:

- had not heard of the Commission (50%);
- were aged 18-29 (46%);
- reported that their most influential characteristic why they donated to a charity was, 'they are actively helping in Christchurch' (46%);
- were not aware of the Charities Registration Number (46%), and;
- worked in blue collar professions (46%) or were homemakers (46%).

STATEMENT TESTING - SUMMARY TABLE
TOTAL 7,8,9,10

How much do you trust charities to do the following:
0= Strongly disagree
10=Strongly agree

	2008 %	2010 %	2012 %
Base: n=	2121	2210	2000
POSITIVE STATEMENTS			
I feel more confident in charities that are open about how they use their resources	84	82	77
I trust charities more if they are clear about how they are managed	73	70	67
NEGATIVE STATEMENTS			
Charities spend too much of their funds on administration	50	54	55
I know very little about how charities are run	38	38	39
Charities use more dubious fundraising techniques these days	31	38	35

Base: All respondents

* Not asked in previous survey(s)

4.1.3 Profile of charities

Respondents were asked their level of agreement with a range of statements that related to the profile of charities. These series of statements showed that respondents were more likely to trust charities if they had heard of them before or had a personal connection with the charity. Even if the charity was for a good cause respondents were unlikely to feel confident donating if the charity was unknown to them.

Compared to the 2010 and 2008 results there has been significant decreases in respondent levels of agreement with the following statements tested:

In descending order of level of agreement the results for the remaining statements were:

- I trust charities more if I have heard of them (62% agreement down 5% from 2010 and 13% from 2008).

Respondents more likely to agree with this statement included those:

- reported high levels of trust and confidence in charities (78%);
- were young couples with no children (77%) or single young people (75%);
- who lived in Wellington (68%).

- I trust charities that I have a personal connection to (58% agreement, down 7% from 2010).

Respondents more likely to agree with this statement included those:

- who reported their most influential reason why they donated to a charity was that 'they had a personal connection to them' (76%);
- reported high levels of trust and confidence in charities (71%);
- were single young people (70%), and;
- who donated over \$700 to charity over the last 12 months (71%).

- I trust charities if they assist locally (43% down 2% from 2010 and 11% from 2008).

Respondents more likely to agree with this statement included those:

- who reported their most influential reasons why they donated to a charity was:
 - 'they are actively helping in Christchurch' (61%), and;
 - 'they are there for New Zealanders (57%);
- were Pacific Islanders (56%) or Māori (53%);
- were students (54%), and;
- who reported higher levels of trust and confidence in charities (54%).

- I trust charities with well known supporters and patrons (30% down 2% from 2010 and 14% from 2008).

Respondents more likely to agree with this statement included those who:

- were Pacific Islanders (48%);
- reported their most influential reasons why they donated to a charity was:
 - 'who their patrons and supporters are' (50%), and;
 - 'they are actively helping in Christchurch' (43%);
- reported higher levels of trust and confidence in charities (43%);
- were 18 to 29 year olds (37%), and;
- were clerks/service or sales workers (37%) or homemakers (36%).

- I trust big charities more than smaller ones (22% down 2% from 2010 and 6% from 2008).

Respondents more likely to agree with this statement included those who:

- Young couples with no children (35%);
- reported their most influential reasons why they donated to a charity was:
 - 'they are actively helping in Christchurch' (34%), and;
 - 'I can claim a tax credit on my donations to them' (32%),
- reported higher levels of trust and confidence in charities (33%);
- were Asian respondents (31%), and;
- were students (29%).

- I trust charities if they assist overseas (15% up 2% from 2010 and 2008).

Respondents more likely to agree with this statement included those who:

- were single young people (32%) or flatting with others (25%);
- were students (32%);
- were aged between 18 and 29 (29%);
- were Pacific Islanders (28%);
- reported higher levels of trust and confidence in charities (28%), and;
- donated more than \$400 to charity over the last 12 months (23%).

- I trust charities that are active in Christchurch (22% - new question this year).

Respondents more likely to agree with this statement included those who:

- were students (37%);
- were single young people (36%);
- who reported higher levels of trust and confidence in charities (33%);
- residents of Christchurch or Timaru (31%), and;
- were aged 18-29 (30%).

- I feel confident donating to an unknown charity if the cause is good (12%, up 1% from 2010 and 2008).

Respondents more likely to agree with this statement included those:

- Pacific Islanders (35%);
- who reported their most influential reason why they donated to a charity was, 'they are actively helping in Christchurch' (28%);
- who were students (27%);
- were flatting with others (26%), and;
- aged 18 to 29 years (22%).

STATEMENT TESTING - SUMMARY TABLE
TOTAL 7,8,9,10

How much do you trust charities to do the following:

0= Strongly disagree

10=Strongly agree

	2008 %	2010 %	2012 %
Base: n=	2121	2210	2000
I trust charities more if I have heard of them	75	67	62
I trust charities that I have a personal connection to*	-	65	58
I trust charities if they assist locally	54	45	43
I know very little about how charities are run	38	38	39
I trust charities with well known supporters and patrons	44	32	30
I trust big charities more than smaller ones	28	24	22
I trust charities that are active in Christchurch*	-	-	22
I trust charities if they assist overseas	13	13	15
I feel confident donating to an unknown charity if the cause is good	11	11	12

Base: All respondents

* Not asked in previous survey(s)

4.1.4 Importance of charities

While there was strong agreement that charities played an important role in society, the level of agreement for this statement has fallen significantly (64% agree, down 8% from 2010 and 10% from 2008). There was low agreement that charities were sufficiently regulated to ensure that they acted for the public benefit (a quarter (25%) agree with this statement, up 6% from 2010 and back to similar levels recorded in 2008 (24%).

A further 55% agree that they trust charities that are registered with the Charities Commission while 38% of respondents agree that they support business that support charities.

STATEMENT TESTING - SUMMARY TABLE TOTAL 7,8,9,10

How much do you trust charities to do the following:

0= Strongly disagree

10=Strongly agree

	2008 %	2010 %	2012 %
Base: n=	2121	2210	2000
Charities play a very important role in society today	74	72	64
I trust charities that are registered with the Charities Commission*	-	-	55
I support businesses that support charities*	-	-	38
Charities are sufficiently regulated to ensure they act for the public benefit	24	19	25

Base: All respondents

* Not asked in previous survey(s)

More likely to agree charities play an important role

Respondents more likely to agree that charities play an important role in society today were those who:

- reported high levels of trust and confidence in charities (82%);
- were actively involved as a trustee or a board member (78%) or a committee member (74%);
- Pacific islanders (76%), and;
- donated over \$700 to charity over the last 12 months (80%).

More likely to agree charities are sufficiently regulated

Respondents more likely to agree that charities are sufficiently regulated to ensure they act for the public benefit included those who:

- reported high levels of trust and confidence in charities (40%);
- were Asian (37%);
- donated more than \$400 to charity over the last 12 months (35%)
- were actively involved as a trustee or a board member (34%) or a paid employee (34%);
- more likely to report that their most influential characteristics why they donated to a charity was, '[the charity] is well managed (32%), and;
- were aware of the charities registration number (31%).

More likely to agree I support business that support charities

Respondents more likely to agree that they support businesses that support charities included those who:

- were young couples with no children (56%);
- were students (55%);
- reported high levels of trust and confidence in charities (50%);
- were aged between 18-29 (50%), and;
- were more likely to report that their most influential characteristics why they donated to a charity was, 'they are actively helping in Christchurch' (47%).

4.1.5 Key strengths of the charitable sector in New Zealand

Nearly a third (32%) of respondents said that the key strength of the charitable sector is that it provides for needs while a similar percentage 32% commented that the organisations themselves are the key strength because of their intentions and how they are run. 12% think that the support that New Zealanders show to charities is the key strength of the sector while a further 7% think that the people who work/ volunteer in the charitable sector are its key strength, down from 12% in 2010.

KEY STRENGTHS OF CHARITABLE SECTOR IN NEW ZEALAND	
<i>What do you think are the key strengths of the charitable sector in New Zealand?</i>	
	All (n=2000) %
PROVIDING FOR NEEDS Help where it's needed most (11.4%), Charities providing services that otherwise not available/not met by government (7.8%), Provide help locally/ to the community (5.2%), Put money back into the community (2.4%), Quick to respond to crises (2.1%), Vitally important for NZ (some couldn't survive without them) (1.8%), Raise awareness of particular issues (1.1%), Many help in the health sector (0.6%)	32.4
ORGANISATIONS Charities generally honest, well managed, cost effective (14.1%), Charities good at what they do/well organised (4.9%), Monitoring/ Accountability of charitable organisations (4.8%), Because of small country everything quite transparent (3.4%), Smaller Wide variety of charities (2.8%), Have good intentions (1.1%), charities have lower overheads (0.4%), Independent from Government (0.4%), Part of international organisations (0.1%)	32.0
PUBLIC SUPPORT New Zealanders generous/like to help charities (10.1%), Local organisations foster community spirit/involve people from all sorts of backgrounds in a single cause (1.3%)	11.4
DEDICATED HARDWORKING STAFF/ VOLUNTEERS	6.7
MONITORING OF CHARITABLE ORGANISATIONS	4.8
MEDIA/ PROFILE Highlight public awareness (1.7%), Good support from media (1.2%), Use high profile personalities to deliver message (0.2%)	3.1
NEGATIVE COMMENTS No good points (1.3%), General negative comment (1.0%), Charities allow State to opt out of responsibilities (0.1%), Too many charities (0.2%)	2.6
TAX REFUNDS ON DONATIONS	0.4
UNSURE	18.6

Base: All respondents; multiple response

4.1.6 Needs in the sector

Almost three in ten (29%) of respondents said that charities need to make sure that a high proportion of donated money goes to purpose while almost a quarter (23%) said there needs to be more transparency in the charitable sector. A further 22% said that regulation/ governance of the sector needs to improve.

Similarly, sixty percent of respondents reported that greater transparency would make them feel more confident about charities. A further 11%, down from 21% in 2010, said that ensuring the donated money goes to the cause would increase their confidence.

NEEDS IN SECTOR	
<i>What do you think needs to be addressed within the charitable sector in New Zealand to help them achieve their purposes?</i>	
	All (n=2000) %
MORE TRANSPARENCY/HONESTY/PUBLIC INFORMATION ABOUT WHERE MONEY IS GOING/AWARENESS OF THE CHARITY/ MORE INFORMATION	23.1
REGULATION/ GOVERNANCE Improve governance/business/strategic skills (11.4%), Better regulation/ compulsory registration with Charities Commission (5.2%), More publicity about Charities Commission (1.0%), Get rid of professional fundraising organisations (1%), Tighten up on charitable status (0.9%), Less bureaucracy for charities/reduce compliance costs/less regulation (0.9%), More tax, other incentives to donate to charities/do voluntary work (0.7%), Ban/restrict Pokies/dependence on gambling for funding (0.3%), Publicise their Charities Commission number (0.2%), Get rid of Charities Commission - not independent of Government (0.1%), Protect independence /rights to advocacy (0.1%)	21.8
ADVERTISING, COLLECTIONS More awareness of the charity/ more information (3.5%), Need to ensure charity is real/less fringe causes (3.0%), Find acceptable/ effective fundraising methods (2.8%), Evidence of/showing their achievements (1.7%), Stop using telemarketing/ can't check credentials/ring at night/ intrusive (1.5%), More advertising /media support (1.4%), Too many collections/ feel harassed (1.2%), Ensure people involved in the charity are of good character (0.6%), Better communication with the public (0.5%), Less money spent on advertising/publicity (0.2%), Less money spent on advertising/publicity (0.2%)	16.6
NUMBER OF CHARITIES Too many charities doing similar work - need to consolidate/ cooperate (3.6%), Too many charities - money spent too thinly (1.8%), Dispose of religious based charities (0.4%), Get rid of charities (0.3%)	6.1
MAKE SURE HIGH PROPORTION OF DONATED MONEY GOES TO PURPOSE	5.6
FUNDING/ SUPPORT More money needed (general) (2.1%), Need recognition of that some people prefer to donate smaller amounts - \$20 too big to be minimum contribution (0.7%), Encourage more business donations/support (0.7%), Economic situation not helping charities (0.5%), Finding ways to encourage more contributions/volunteers/more support from community (0.2%), Need more funding for sports (0.1%)	4.3

Continued over page

NEEDS IN SECTOR (continued)

What do you think needs to be addressed within the charitable sector in New Zealand to help them achieve their purposes?

	All (n=2000) %
POSITIVE COMMENTS	
They are doing okay (2.3%), Change negative attitudes towards charities (0.3%)	2.6
MORE STATE FUNDING	2.5
CAUSES	
Ensure donations go to those who need assistance/ not sports clubs (0.9%), Money should be spent in NZ/not overseas (0.5%), Should be more emphasis on people helping themselves, not dependent on charities (0.4%), Other causes: domestic violence/punishment/ poor /families/ administration costs (0.1%)	1.9
VOLUNTEERS	
Use volunteers more (0.8%), Money should be spent locally/where it is collected (0.2%), Need to recognise time people spend as volunteers (0.1%), Help should go regardless of ethnicity/income/religion (0.1%)	1.2
UNSURE	
Base: All respondents; multiple response	

INCREASING CONFIDENCE IN CHARITIES

What could charities do to make you feel more confident and trustworthy?

	All (n=398) %
TRANSPARENCY More transparency/ honesty/ public information about where money is going (51.6%), Show they achieve their objectives/ results (8.3%)	59.9
ENSURE MONEY GOES TO CAUSE Reduce administration costs/ marketing (5.3%), Give all the money to the cause (3.2%), Make sure high proportion of donated money goes to purpose (2.3%)	10.8
ADVERTISING, COLLECTIONS More advertising /media support (2.3%), Find acceptable/ effective fundraising methods (1.7%), Stop using telemarketing/ can't check credentials/ring at night/ intrusive (1.6%), Object to hard sell/ guilt trips (1.4%), Less TV advertising (0.2%)	7.2
REGULATION/ GOVERNANCE Better regulation/ compulsory registration with Charities Commission (2.1%), Less bureaucracy for charities/reduce compliance costs/less regulation (1.9%), Publicise their Charities Commission number (1.4%), Get rid of professional fundraising organisations (0.2%), More publicity about Charities Commission (0.2%)	5.8
VOLUNTEERS Use volunteers more (1.4%), Have passionate/ presentable people for the cause (1.4%), Money should be spent locally/where it is collected (1.2%), Help should go regardless of ethnicity/income/religion (0.6%)	4.6
FUNDING/ SUPPORT Finding ways to encourage more contributions/volunteers/more support from community (0.8%), I only support established charities (0.7%), Get rid of paid celebrities (0.2%), Encourage more business donations/support (0.2%), Give up tax free status (0.2%)	2.1
NEGATIVE COMMENTS Do not trust/ do not give (0.5%), Do away with charities (0.5%), Get rid of Charities Commission - not independent of Government (0.2%)	1.2
NUMBER OF CHARITIES Too many charities doing similar work - need to consolidate/ cooperate (0.2%), Too many charities - money spent too thinly (0.2%)	0.4
CAUSES Money should be spent in NZ/not overseas (0.8%)	0.8
NOTHING/UNSURE	3.7

Base: Those who gave a 0-4 rating for their trust and confidence in charities; multiple response

5. Donation behaviour

5.1 Influences on donation behaviour

Respondents were asked to select the single most influential characteristic for their decision to support a charity.

The most selected characteristic (25%) was, 'They work towards an end cause that is important to me'. This is similar to the 2010 finding (26%) and asserts that this is the most common influencing characteristic. The highest scoring characteristic in 2008, 'They make a positive difference to the matters they address', stays in second place, dropping from 41% in 2008, down to 17% in 2010 and down to 14% this year.

INFLUENCES ON YOUR DECISION TO SUPPORT A CHARITY

*Which of the following characteristics **most** influences your decision to support a charity?*

	2008 %	2010 %	2012 %
Base: n=	2121	2210	2000
They work towards an end cause that is important to me*	-	26	25
They make a positive difference to the matters they address	41	17	14
That you have a personal connection to them*	-	10	11
They ensure a reasonable proportion of donations get to the end cause	18	12	9
That they are there for New Zealanders*	-	9	8
They let the public know how they use their resources including money from donations	13	6	7
That they are a registered charity*	-	5	6
They spend their money wisely and effectively	9	4	6
Their fundraisers are ethical and honest	5	2	4
That they react in times of natural disasters*	-	3	2
They are well managed	2	1	2
Who their supporters and patrons are	6	2	1
I can claim a tax credit on my donations to them*	-	1	1
They are active in helping Christchurch*	-	-	1
I can support them through payroll giving*	-	-	-
Unsure	6	2	2

Base: All respondents

*Not available for selection in previous survey(s)

5.2 Amount donated to charity

The overall slide in trust and confidence, noted earlier, has not been reflected in the amount of dollars respondents report to have donated to charities within the last 12 months. 34% of respondents reported they had donated over \$250 to charities within the last 12 months up from 32% in 2010 and 26% 2008.

Respondents more likely to donate over \$250

- Respondents who were more likely to donate over \$250 to charity in the last 12 months included respondents who:
- earned a household income of more than \$150,000 (56%) and a personal income of more than \$70,000 (46%);
 - were actively involved as a trustee or board member (53%);
 - were actively volunteering in an organisation (46%);
 - were aged 60+ (44%);
 - were aware of the charities registration number (42%), and;
 - reported they had high levels of trust and confidence in charities (41%), and;
 - the most influential characteristics of why they donated to charity were:
 - 'I can claim a tax credit on my donations to them' (41%);
 - '[the charity] Spend their money wisely and effectively' (41%), and;
 - [the charity] works to an end cause that is important to me (40%).

AMOUNT DONATED TO CHARITY IN LAST 12 MONTHS			
<i>Approximately how much money in total did you donate to charities in the last 12 months?</i>			
	2008 %	2010 %	2012 %
Base: n=	2021	2119	1824
Up to and including \$20	15	15	12
\$21 - \$50	21	17	15
\$51 - \$100	20	19	18
\$101 - \$250	16	17	18
\$251* - \$400	26	9	10
\$401 - \$550	-	6	6
\$551 - \$700	-	4	4
Over \$700	-	13	14
TOTAL OVER \$250	26	32	34
Unsure	2	2	3

Base: Those who have donated to charity in the last 12 months

* Over \$250 was the top value in the 2008 survey

5.3 Types of organisations donated to

In descending order of popularity the general type of organisations that respondents were most likely to donate to were:

- Providers of support and services to Christchurch (47%).
- Health and medical (47%, down 8%).
- International aid such as disaster relief and child sponsorship (down 10% to 33%).
- Organisations involved in animal care and welfare (down 3% to 31%)
- Organisations involved in education including preschool, Kohanga Reo, primary, secondary and tertiary education (down 3% to 25%).
- Organisations involved in social and community development e.g. family support, welfare or rehabilitation services (down 11% to 25% the greatest decrease this year).

The respondents most likely to support each type of organisation are listed next.

Christchurch support and services (47%)

Respondents more likely to support these types of organisations included those who:

- were residents of Christchurch or Timaru (60%);
- donated over \$250 to charity in the past year (58%), and;
- the most influential characteristics of why they donated to a charity were:
 - 'they are actively helping in Christchurch' (73%), and;
 - 'they are there for New Zealanders' (56%).

Health and medical (47%)

Respondents more likely to support these types of organisations included those who:

- their most influential characteristics of why they donated to a charity were:
 - 'I can claim a tax credit on my donations to them' (71%), and;
 - 'fundraisers are ethical and honest' (55%);
- donated between \$250 and \$700 to charity in the last year(56%);

International aid (33%)

Respondents who were more likely to support these types of organisations included those who:

- donated over \$700 to charity within the last 12 months (65%);
- the most influential characteristics of why they donated to a charity were:
 - 'who their supporters and patrons are' (52%);
 - 'they spend their money wisely and effectively' (43%)
 - 'they make a positive difference to the matters they address' (42%), and;
 - 'I can claim a tax credit on my donations to them (40%);
- were Asian (50%) and Pacific Islanders (43%);
- were actively involved as a trustee or board member (43%);
- reported higher levels of trust and confidence in charities (42%);
- earned a household income over \$150,000 (41%), and;
- were students (41%).

Animal care and welfare (31%)

Respondents more likely to support animal care and welfare type organisations included those who:

- donated up to \$20 to charity in the last year (45%);
- are young couples with no children (42%);
- had a household income of between \$40,001 and \$50,000 (39%)
- are females (39%), and;
- their most influential characteristics as to why they donated to a charity was:
 - 'they are there for New Zealanders' (40%), and;
 - 'they ensure a reasonable proportion of donations get to the end cause' (39%).

Education (25%)

Respondents more likely to support education type organisations included those who:

- were homemakers (45%),
- are in a family with children at home (40%);
- were Pacific Islanders (39%);
- are aged between 30 and 44 years (35%), and;
- are actively involved as trustee or board members (34%).

Social and community (25%)

Respondents more likely to support social and community type organisation included those who:

- had donated over \$700 to charity within the last 12 months (43%);
- Pacific Islander (40%);
- were actively involved as a trustee or board member (39%) or committee member (33%) and paid employees (33%).

TYPES OF ORGANISATIONS YOU HAVE DONATED TO IN LAST 12 MONTHS

Which of the following types of organisations have you donated to in the last 12 months?

	2008 %	2010 %	2012 %
Base: n=	2121	2210	2000
Those providing support and services to help Christchurch*	-	-	47.3
Health and medical	53.7	55.0	46.6
International aid e.g. disaster relief, child sponsorship	36.1	42.9	32.5
Animal care and welfare	35.0	34.2	31.3
Education including preschool, Kohanga Reo, primary, secondary and tertiary education	33.7	28.4	25.2
Social and community development e.g. family support, welfare or rehabilitation services	38.4	36.2	24.6
Culture and recreation e.g. arts, culture, sports clubs	23.0	23.0	21.5
Faith based or church related	23.2	23.5	21.2
Environmental	17.2	17.3	18.5
Political parties	5.0	6.2	7.0
Marae or Marae related	2.5	2.4	2.8
Other	2.8	4.9	3.8
Have not donated to any organisation	4.7	4.1	8.8

Base: All respondents; multiple response

*Not available for selection in previous surveys

5.4 Charity checks

As in previous years, the general decreases in respondents' levels of trust and confidence in charities has not been matched by an increase in them showing more caution when donating to charities.

Across a series of statements designed to gauge if respondents were being more cautious when donating to charities, results remained either unchanged or showed slightly less cautious behaviour. The three most common behaviours that respondents reported doing in order of most common are discussed next.

Asked how your money would be spent

Twenty-four percent of respondents, down 2% from 2010 and 1% from 2008 reported that when they have given money donations they asked how their money would be spent. Respondents more likely to do this included those who:

- donated between \$551 and \$700 to charity in the last year (39%);
- were actively involved as a trustee or board member (35%);
- stated the most influential characteristics of why they donated to a charity were:
 - 'they Let the public know how they use their resources including money from donations' (35%);
 - 'they spend their money wisely and effectively' (32%), and;
 - 'they are well managed' (33%);
- were likely to ask for the registration number (32%);
- were Homemakers (30%), and;
- were earning household incomes over \$150,000 (30%).

Seek proof of identification

Twenty percent of respondents down 6% from 2010 and 8% from 2008 reported that when they have given money donations they asked for proof of identification. Respondents more likely to take this precaution included those who:

- were likely to ask for the registration number (30%);
- donated between \$251 and \$700 to charity in the last year (26%), and;
- were actively involved as a trustee or board member (26%).

Found out how the charity was run

Fourteen percent of respondents (up 1% from 2010 and unchanged from 2008) reported that they asked how the charity was run when they gave money donations. Respondents more likely to do this included those who:

- were Pacific Islanders (30%);
- donated over \$700 to charity in the past year (28%), and;
- were actively involved as a trustee or board member (25%).

Checked on the Charities Register that it was a genuine charity

Only 8% of respondents reported that they checked on the Charities Register that it was a genuine charity.

CHARITY CHECKS			
<i>When you have given money donations, have you ever done any of the following?</i>			
	2008 %	2010 %	2012 %
Base: n=	2021	2119	1824
Asked how your money would be spent	25.4	25.8	24.1
Asked for proof of identification of the person who has approached you	27.8	25.8	20.0
Found out how the charity was run	13.8	13.3	14.3
Given to a charity you hadn't heard of	10.4	10.1	8.3
Checked on the Charities Register that it was a genuine charity*	-	-	7.9
Requested if registered and asked for registration number*	-	4.9	3.9
Claimed a tax refund*	40.9	40.6	-
Checked that it was a genuine charity*	31.6	26.7	-
None of these	30.5	31.0	54.4

Base: Respondents who had donated to charity in the last 12 months; multiple response

* Not available for selection in survey

5.5 Methods of donating

The most common mode that respondents reported donating via over the last 12 months continues to be street collections at (51%) followed by in descending order:

- The collection tin (36% down 4% from 2010 and 8% from 2008).
- The telephone appeal (27% down 6% from 2010 and 8% from 2008).
- Sponsored someone (25% down 6% from 2010 and 10% from 2008).
- Mail/ postal appeal (28% down 3% from 2010 and 2% from 2008).
- Door to door collections (23% down 5% from 2010 and 9% from 2008).

Respondents more likely to donate in each of the various ways shown here are listed next.

Street collections

Respondents most likely to donate via this mode included those who were:

- living in Wellington (65%) and the West Coast (61%), and;
- students (61%).

The collection tin

Respondents most likely to donate via this mode included those who were:

- the most influential characteristic of why they donated to a charity was, 'who their supporters and patrons are' (52%)
- 18 to 29 year olds (46%)
- single young people (45%), and;
- students (42%).

Sponsored someone

Respondents most likely to donate via this mode included those who:

- had donated more than \$700 to charity over the last 12 months (42%);
- their most influential characteristic why they donated to a charity was, 'I can claim a tax credit on my donations' (39%), and;
- were actively involved as a trustee or board member (35%) or a paid employee (36%).

Mail/postal appeal

Respondents most likely to donate via this mode included those who were:

- retired (54%);
- aged 60 years or older (49%);
- donated over \$700 to charity in the past year (42%);
- were actively involved as a trustee or board member (38%), and;
- reside in a rural area (35%).

METHODS OF DONATING			
<i>Which of the following ways have you given to charities over the last year?</i>			
	2008 %	2010 %	2012 %
	2021	2119	1824
Street collection	56.1	56.5	50.7
Collection tin	44.4	39.6	35.7
Telephone appeal	35.5	33.4	27.3
Sponsored someone	34.7	31.3	25.4
Mail/ postal appeal	30.4	31.2	27.7
Door to door collection	34.3	28.0	22.6
Ongoing direct debit	22.0	23.2	24.4
Church plate collection*	-	19.7	19.2
Joined a charity as a member	16.6	15.1	11.1
Over the internet	11.6	16.6	22.6
Workplace/payroll giving	7.5	4.8	6.3
None of these	2.9	2.1	1.6

Base: Respondents who had donated to charity in the last 12 months; multiple response

* Not available for selection in the 2008 survey

6. Personal charitable activity

6.1 Actively involved in organisations

There was a decrease (4%) to 53% of respondents who reported that they were not actively involved with any organisations. This was mirrored by slight increases (all less than the margin of error) across the board in the percentages of respondents who were involved in various organisations (the one slight reversal to this trend was a small decrease in the percentage employed).

ACTIVELY INVOLVED IN ORGANISATIONS			
<i>Are you actively involved in organisations in any of the following ways?</i>			
	2008	2010	2012
	%	%	%
Base: n=	2121	2210	2000
Not actively involved with any organisation	56.0	57.4	52.7
Volunteering or doing unpaid work	33.0	31.7	35.8
Committee member	17.1	15.3	17.6
Paid employee	9.3	9.9	5.9
Trustee or board member	9.3	7.9	9.1
Other	1.2	1.0	1.4

Base: All respondents; multiple response

Respondents most likely to not be actively involved in organisations included:

- those who had not heard of the Commission (71%);
- those who donated up to and including \$20 to charity over the last 12 months (70%);
- those who have a low level of trust and confidence in charities (66%);
- young couples with no children (66%) and single younger people (62%);
- blue collar workers (63%)
- aged between 18 and 29 years (62%);
- Asian respondents (62%), and;
- homemakers (61%).

6.2 Types of organisations actively involved in

The respondents who were involved in charity organisations were asked what type of organisation they were involved in. From a list of organisation types the most common type that respondents were involved with were, 'Culture and recreational organisations such as arts, culture and sports clubs'. 40% of respondents reported that they were involved with this type of organisation up from 32% in 2010 and 35% in 2008.

The next most popular type of organisation for respondents to be involved with was education (29%, similar to 2010 and down 3% from 2008) followed by social and community development (28% up 4% from 2010 and just lower than found in 2008 (32%)) then church related (25% - the same as 2010 and down 2% from 2008).

TYPES OF ORGANISATIONS ACTIVELY INVOLVED IN ORGANISATIONS

Which of the following types of organisations have you been actively involved with in the last 12 months?

	2008 %	2010 %	2012 %
	934	950	945
Culture and recreation e.g. arts, culture, sports clubs	35.4	31.5	40.1
Education including preschool, Kohanga Reo, primary, secondary and tertiary education	31.8	28.2	28.7
Social and community development e.g. family support, welfare or rehabilitation services	28.7	24.4	28.0
Faith based or church related	27.3	25.4	24.5
Health and medical	20.5	21.2	21.5
Environmental	11.6	12.5	14.5
International aid e.g. disaster relief, child sponsorship	10.9	10.0	13.4
Animal care and welfare	7.8	8.4	8.8
Political parties	6.2	6.8	7.9
Marae or Marae related	3.6	3.2	4.6
Other	4.0	6.5	9.9

Base: Those actively involved; multiple response

6.3 Provided support to extended family

Forty-one percent of respondents reported providing financial or other significant support to extended family sometime over the last 12 months.

PROVIDED SIGNIFICANT SUPPORT TO EXTENDED FAMILY

In the last twelve months have you provided financial or other significant support to your extended family? (i.e. more than usual family activities)

	2008 %	2010 %	2012 %
Base: n=	2121	2210	2000
Yes	46	44	41
No	49	52	58
Unsure	4	4	1

Base: All respondents

Respondents most likely to report providing support to extended family included those who were:

- Pacific Islanders (60%);
- widowed (60%);
- older couples with no children (57%);
- retired (55%);
- aged over 45 years (55%) , and;
- residing in a rural area (50%).

6.4 Activities participated in

From a list of charity related activities 39% of respondents reported visiting an art gallery and 21% reported being involved in church activities.

ACTIVITIES IN THE PAST 12 MONTHS			
<i>In the past 12 months have you?</i>			
	2008 %	2010 %	2012 %
Base: n=	2121	2210	2000
Visited an art gallery	40.2	40.8	38.6
Been involved in church activities	21.8	20.1	20.5
Received advice from a charity	7.2	6.4	6.1
Been to a Marae to help with an event	6.5	5.5	7.5
Received personal care from charity workers	1.6	1.3	2.9
Received financial help from a charity	1.2	0.9	2.3
Been a patient in a local hospice	0.8	0.3	0.5
None of these	41.4	42.1	42.6
Unsure	0.8	0.9	0.4

Base: All respondents; multiple response

6.5 Knowledge about charities

There were no significant changes in the types of organisations that respondents felt could be classified as charities. Human rights organisations were most likely to be nominated as being charities at 59%, followed by environmental organisations on 54%.

ORGANISATIONS THAT ARE CHARITIES									
<i>To the best of your knowledge, can you say if each of the following types of organisation is or is not a charity?</i>									
	2008			2010			2012		
	Charity %	Not a Charity %	Unsure %	Charity %	Not a Charity %	Unsure %	Charity %	Not a Charity %	Unsure %
Base: n=	2121			2210			2000		
Human rights organisations	64	21	15	63	20	17	59	24	18
Environmental improvement groups	52	30	18	55	24	21	54	24	22
Service organisations	48	33	18	48	29	24	45	29	25
Public morality groups	22	50	28	22	45	33	21	46	33
Kohanga Reo	16	57	27	15	54	31	18	50	32
Marae	14	65	22	14	61	25	18	55	27
Rugby clubs	14	76	10	13	74	13	17	67	16
Local primary schools	16	76	8	15	73	11	13	74	13
Barbershops quartets and choirs	8	77	16	8	72	20	9	71	20

Base: All respondents

7. Experiences of charity services

7.1 Recipients of charity services

Respondents were asked if they had received any services from a charity over the last 12 months. Those who have received some services were then asked some follow up questions about that service.

Similar to 2010, 8% of respondents reported that they had received services provided by a charity.

RECEIVED SERVICES		
<i>Have you received services from a charity in the last 12 months?</i>		
	2010 %	2012 %
Base: n=	2210	2000
Yes	8	8
No/ Unsure	92	92

Base: All respondents

7.2 Satisfaction with charity services

Out of the 8% of respondents who had received charity services 92% agreed with the statement, 'I would trust the charity in the future'. 90% of respondents agreed that, 'they were treated fairly' (up 4% from 2010) while 88% stated that '[they] will support that charity in the future'. A further 87% agreed that 'Staff were competent'. The lowest level of respondent agreement was still a majority of agreement where 73% agreed that, 'It's an example of good value for tax dollars spent'.

STATEMENT TESTING - ASPECTS OF SERVICE RECEIVED SUMMARY TABLE: TOTAL AGREE (4+5)		
<i>Thinking about your MOST RECENT occasion when you received services from a charity, how much do you agree or disagree with the following statements:</i>		
1=Strongly disagree		
5=Strongly agree		
	2010 %	2012 %
Base: n=	185	164
I would trust the charity in the future	92	92
I was treated fairly	86	90
I will support that charity in the future	88	88
Staff were competent	88	87
Staff did what they said they would do	84	89
It was easy to contact the charity	85	83
I feel my individual circumstances were taken into account	83	82
It's an example of good value for tax dollars spent	75	73

Base: Those who received services from a charity in last 12 months

A higher proportion of respondents (71%, up 9% from 2010) had expected to receive a good service from the charity. Of these 79% received a service that was better than expected.

SERVICE EXPECTATIONS		
<i>Before going to the charity for this service, what quality of service did you expect?</i>		
	2010 %	2012 %
Base: n=	185	164
1 Very poor service	-	1
2	2	3
TOTAL 1 + 2	2	4
3	21	17
4	28	34
5 Very good service	34	37
TOTAL 4 + 5	62	71
Unsure	15	8

Base: Those who received services from a charity in last 12 months

EXPECTATIONS OF SERVICE VS. ACTUAL SERVICE		
<i>Looking back how did the service you got from the charity compare to what you expected?</i>		
	2010 %	2012 %
Base: n=	185	164
1 Much worse than I expected	-	1
2	1	2
TOTAL 1 + 2	1	3
3	19	15
4	32	34
5 Much better than I expected	45	45
TOTAL 4 + 5	77	79
Unsure	3	3

Base: Those who received services from a charity in last 12 months

Slightly fewer charity users were satisfied with the overall quality of the service delivery (86% down 4% from 2010) although 90% felt they got what they needed.

SATISFACTION WITH OVERALL QUALITY OF SERVICE

How satisfied were you with the overall quality of service delivery?

	2010 %	2012 %
Base: n=	185	164
1 Very dissatisfied	1	4
2	1	5
TOTAL 1 + 2	2	9
3	3	5
4	27	18
5 Very satisfied	63	68
TOTAL 4 + 5	90	86
Unsure	5	1

Base: Those who received services from a charity in last 12 months

OBTAIN WHAT WAS REQUIRED

In the end, did you get what you needed?

	2010 %	2012 %
Base: n=	185	164
Yes	90	90
I got part of what I needed	9	2
No	1	8

Base: Those who received services from a charity in last 12 months

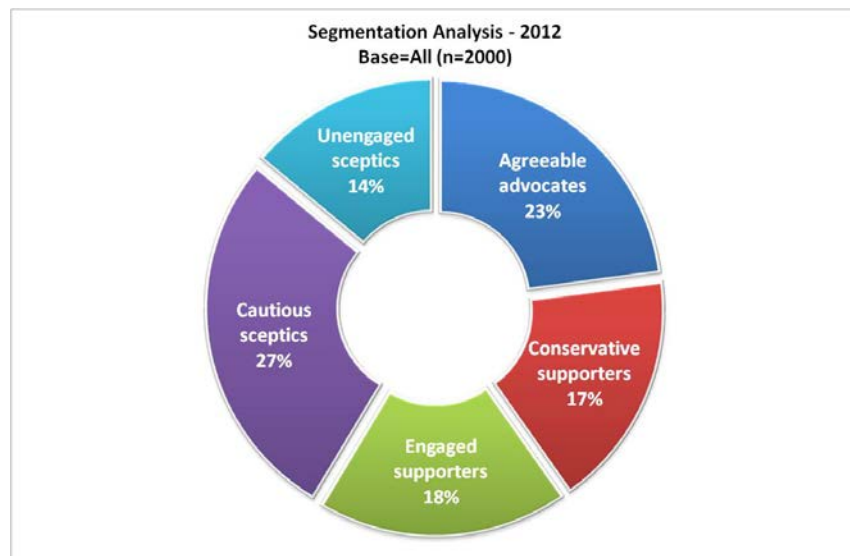
8. Segmentation analysis

8.1 Segments

Additional statements in the 2012 survey followed through to an increase in the number of segments.

Five general public segments were identified based on attitudinal and behavioural similarities.

These included Agreeable advocates (23%), Conservative supporters (17%), Engaged supporters (18%), Cautious sceptics (27%) and Unengaged sceptics (14%).



Agreeable advocates (23%)

This group are generally more positive towards charities. They report a higher than average level of trust and confidence in charities, higher than average levels of trust in charities to carry out their tasks and higher than average agreement with positive statements about charities. This group were less likely than average to agree with negative statements.

Agreeable advocates were more likely be:

- 18-29;
- have a low personal income, and;
- be single.

In addition to these demographics, Agreeable advocates were more likely to say that the Commission has an important role in building trust and confidence in the charitable sector. They were less likely to have provided financial support to their extended family over the past 12 months and less likely to be aware of the charities registration number.

Conservative supporters (17%)

This group are generally positive towards charities. They report a higher than average level of trust and confidence in charities generally and a higher than average levels of trust in charities to carry out their tasks. However, this group do record a below average mean score (lower agreement) with the majority of the positive statements about charities.

In terms of demographics and other key questions in the survey, the Conservative supporters were not too different to the total sample.

Engaged supporters (18%)

This group are the most positive towards charities. They report a higher than average level of trust and confidence in charities in general, higher than average levels of trust in charities to carry out their tasks and higher than average agreement with positive statements about charities. They also report lower than average agreement with negative statements.

This group has the most knowledge about how charities are run; their mean score for 'I know very little about how charities are run' was much lower (therefore, lower agreement) than the total sample and the other segments. Similarly, this group recorded lower than average agreement with the statement 'Charities spend too much of their funds on administration'.

In terms of demographics, Engaged supporters were more likely to be female.

Engaged supporters were more likely to have donated over \$700 to charities over the last 12 months, have heard of the Charities Commission and say that the Commission has an important role in building trust and confidence in the charitable sector.

Cautious sceptics (27%)

This group were less positive towards charities. They report a lower than average level of trust and confidence in charities, lower than average levels of trust in charities to carry out their tasks and generally lower than average agreement with positive statements.

In terms of demographics Cautious sceptics were not too different to the whole sample.

Cautious sceptics were less likely to say that the Commission has an important role in building trust and confidence in the charitable sector.

Unengaged sceptics (14%)

This group are not very positive towards charities and have the lowest mean score for their level of trust and confidence in charities and lower than average levels of trust in charities to carry out their tasks. Their mean scores on the positive statements are significantly lower than the other segments and generally higher with the negative statements.

In terms of demographics Unengaged sceptics were more likely to be:

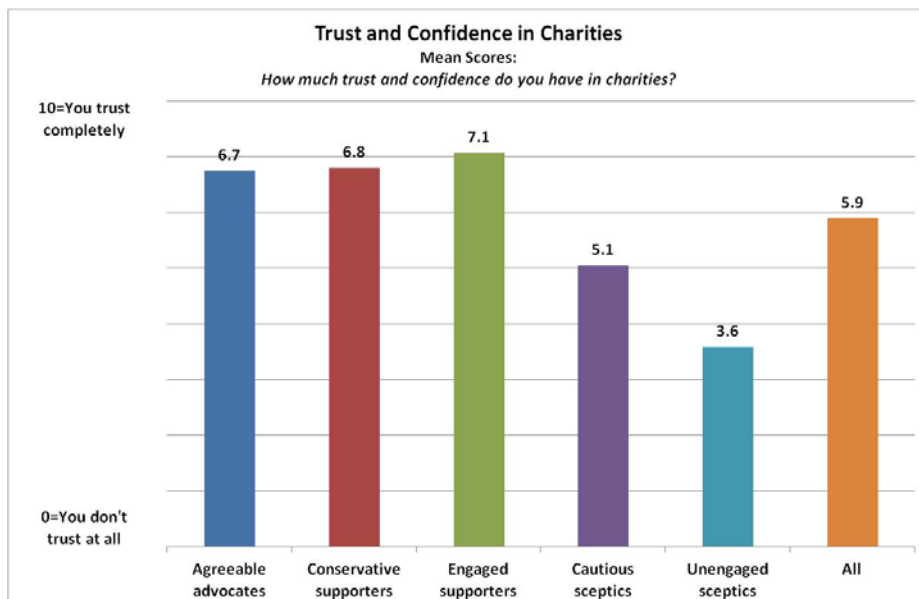
- male
- older
- have the highest proportion residing in a rural area
- empty nesters.

In addition to these demographic differences, unengaged sceptics were more likely to have provided financial support to their extended family over the past 12 months, and were less likely to say that the Commission has an important role in building trust and confidence in the charitable sector.

8.2 Trust and confidence in charities

The most significant difference between the segments was shown in the mean scores for trust and confidence in charities. The mean score for the entire sample was 5.9 on a scale of 0 to 10.

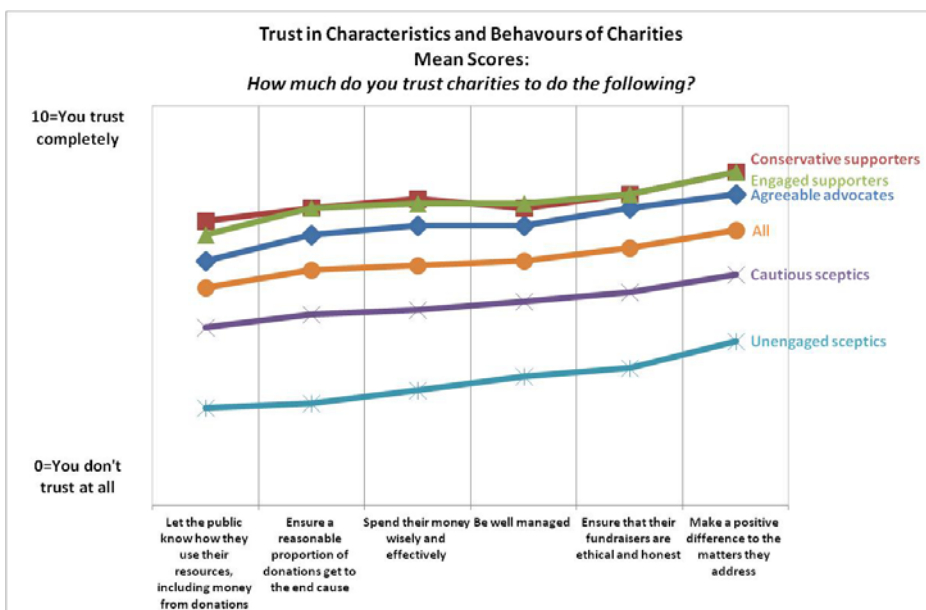
Engaged supporters scored the highest mean of 7.1, followed closely by Conservative supporters with a mean of 6.8. Unengaged sceptics scored the lowest mean of 3.6. Cautious sceptics also scored lower than All with a mean score of 5.1.



8.3 Trust in characteristics and behaviours of charities

Conservative supporters, Engaged supporters and Agreeable advocates consistently rated trust characteristics higher than the rest of the respondents for tested areas.

Both groups of Sceptics were consistently lower for trust characteristics.



8.4 Statements

Agreeable advocates had consistently higher mean scores than the mean scores recorded for the whole sample on all statements tested. Their highest mean scores were:

- I feel more confident in charities that are open about how they use their resources (8.5 compared to 7.7 recorded for All).
- I trust charities more if they are clear about how they are managed (8.1 compared to 7.2 recorded for All).
- I trust charities more if I have heard of them (8.0 compared to 6.8 recorded for All).

A number of mean scores recorded for the Conservative supporters were lower than the mean scores recorded for the whole sample, nevertheless, their highest mean scores were in areas where they scored higher than the total sample:

- I feel more confident in charities that are open about how they use their resources (8.1 compared to 7.7 recorded for All).
- Charities play a very important role in society today (7.5 compared to 7.0 recorded for All).

Engaged supporters differed vastly from the total sample in the following areas:

- I know very little about how charities are run (3.3 compared to 5.6 recorded for All).
- Charities play a very important role in society today (8.6 compared to 7.0 recorded for All).
- I trust charities that I have a personal connection to (8.4 compared to 6.8 recorded for All).

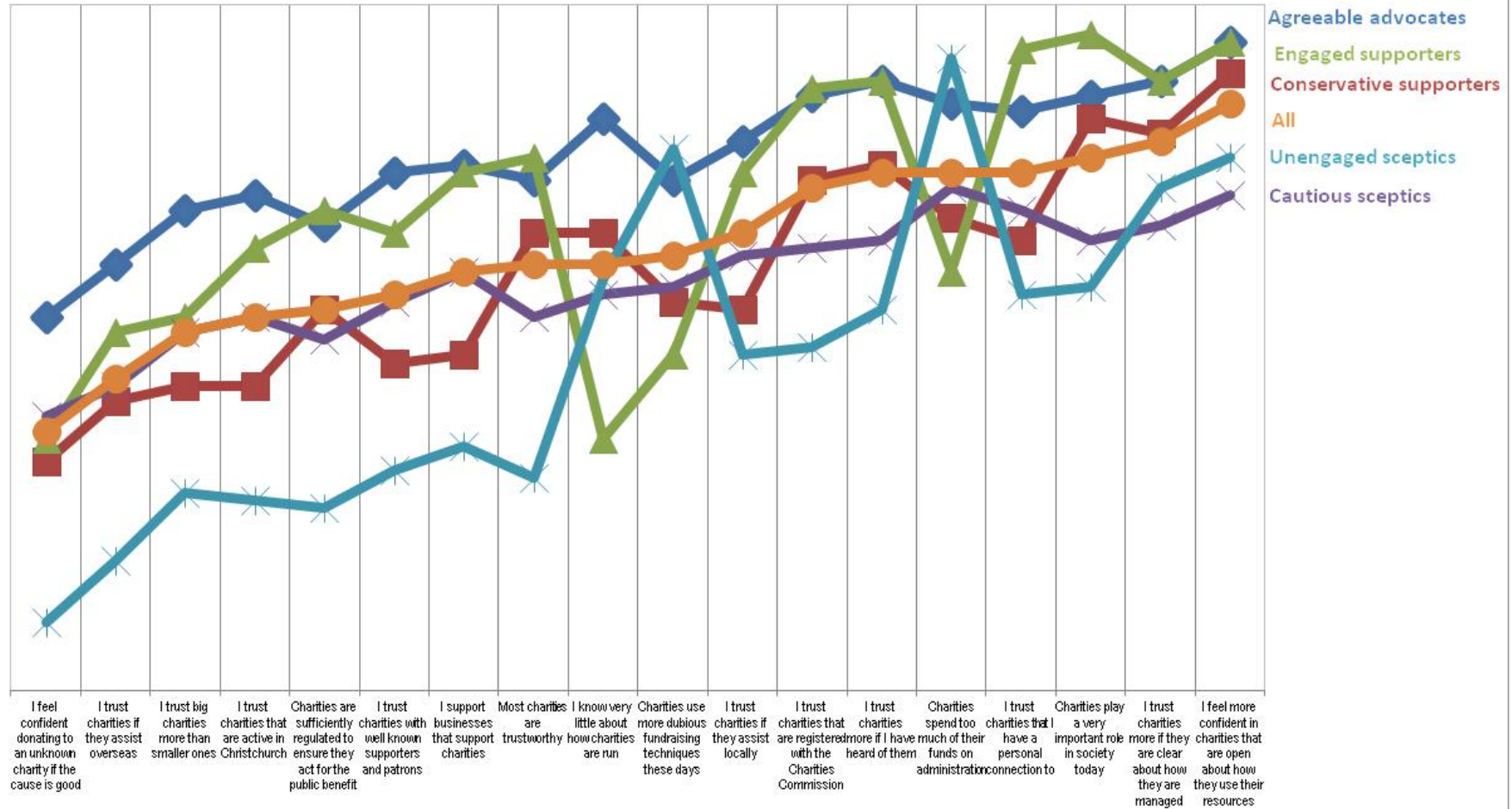
The mean scores recorded for Cautious sceptics were lower than those recorded for the total sample for most statements tested. Their highest mean score (still lower than the whole sample) was recorded for 'Charities spend too much of their funds on administration' - 6.6 compared to 6.8 for All.

Mean scores recorded for the unengaged sceptics were consistently lower for positive statements. The two areas where the mean scores were higher than the total sample were: 'Charities spend too much of their funds on administration' (8.3 compared to 6.8 for All) and 'Charities use more dubious fundraising techniques these days' (7.1 compared to 5.7 for All).

Statement testing

Mean Scores:

How much do you agree or disagree with the following? 0=You don't agree at all/ 10=You totally agree



9. Drivers of Trust and Confidence in Charities

9.1 Individual statement correlations

The strongest drivers of overall trust and confidence in charities were agreement with statements that related to the management and outcomes of charities.

Correlation analysis shows which statements have the strongest relationship. In this study correlation analysis has been used to show which statements used in the survey are linked more strongly to respondents' trust and confidence in charities; higher correlation scores represent stronger relationships between the statements and trust and confidence in charities. Higher scores for the following statements would generally equate with increased trust and confidence in charities.

Positive correlations

The strongest relationships were present for the following statements:

- Make a positive difference to the matters they address.
- Spend their money wisely and effectively.
- Ensure a reasonable proportion of donations get to the end cause.
- Ensure that their fundraisers are ethical and honest.
- Be well managed.

STATEMENTS WITH POSITIVE CORRELATIONS TO TRUST AND CONFIDENCE IN CHARITIES

Correlation value: 0.7

- Make a positive difference to the matters they address
- Spend their money wisely and effectively
- Ensure a reasonable proportion of donations get to the end cause
- Ensure that their fundraisers are ethical and honest
- Be well managed

Correlation value: 0.6

- Let the public know how they use their resources, including money from donations
- Most charities are trustworthy

Correlation value: 0.5

- Charities play a very important role in society today
- I trust charities that are registered with the Charities Commission
- Charities are sufficiently regulated to ensure they act for the public benefit

Correlation value: 0.4

- I trust charities more if I have heard of them
- I trust charities if they assist overseas
- I trust charities that are active in Christchurch
- I trust charities with well known supporters and patrons
- I feel confident donating to an unknown charity if the cause is good
- I feel more confident in charities that are open about how they use their resources

Correlation value: 0.3

- I trust charities more if they are clear about how they are managed
- I support businesses that support charities
- I trust charities that I have a personal connection to
- I trust big charities more than smaller ones
- That are open I trust charities if they assist locally

Correlation value: 0.0

- I know very little about how charities are run

Negative correlations

A negative correlation in this analysis means that the higher level of agreement with these negative statements results in a lower trust and confidence in charities. Agreement with the statement that charities spend too much of their funds on administration had the most detrimental influence on overall trust and confidence, followed by agreement with the statement that charities use more dubious fundraising techniques these days .

STATEMENTS WITH NEGATIVE CORRELATIONS TO TRUST AND CONFIDENCE IN CHARITIES

Correlation value: -0.3

- Charities spend too much of their funds on administration

Correlation value: -0.2

- Charities use more dubious fundraising techniques these days

9.2 Factor analysis

Often, it is not possible to look at each statement in isolation; an increase in the percentage of agreement with one statement may also bring about an increase in agreement with another statement. Factor analysis attempts to identify underlying variables, or factors, that explain the pattern of correlations within a wider set of observed variables. Factor analysis is often used to identify a small number of factors that explain most of the variance.

Four factors were extracted from the 24 statements asked in the survey. These four factors accounted for 57% of the total variance.

Factor One

The first factor was the most important one and it accounted for 37% of the total variance. The two statements in factor one that showed the highest correlations were:

- Trust charities to spend their money wisely and effectively.
- Trust charities to ensure a reasonable proportion of donations get to the end cause.

The remainder of statements that made up this factor were: being well managed, ethical and honest, make a positive difference to the matters they address, being open with how resources are managed and being trustworthy.

Factor Two

The second factor accounted for 9% of the variance, this factor consisted of eight statements. The two statements with the highest correlations on this factor were respondents' agreement with:

- I trust charities that are active in Christchurch.
- I trust charities with well known supports and patrons.

The other statements that made up this factor were: feeling confident donating to an unknown charity if the cause is good, supporting businesses that support charities, trusting charities if they assist overseas, trusting big charities more than smaller ones, trusting charities if they assist locally, and charities being sufficiently regulated to ensure they act for the public benefit.

Factor Three

The third factor which was composed of six statements accounted for 6% of the variance. For this factor, the two statements with the highest correlations on or were respondents' agreement with:

- I trust charities more if they are clear about how they are managed.
- I feel confident in charities that are open about how they use their resources.

And the four statements that made up the rest of this factor were: charities play a very important role in society today, trusting charities that are registered with the Charities Commission, trusting charities they have a personal connection to, and trusting charities more if aware of them.

Factor Four

The fourth factor which was composed of the final three statements accounted for just 4% of the variance. For this factor, the statement with the highest correlation was respondents' agreement with:

- I know very little about how charities are run.

And the remaining two statements that made up the rest of this factor were: charities spend too much of their funds on administration and charities use more dubious fundraising techniques these days.

FACTOR ANALYSIS
Correlation to Factors

	1	2	3	4
Spend their money wisely and effectively	0.850			
Ensure a reasonable proportion of donations get to the end cause	0.841			
Be well managed	0.801			
Ensure that their fundraisers are ethical and honest	0.798			
Make a positive difference to the matters they address	0.795			
Let the public know how they use their resources, including money from donations	0.793			
Most charities are trustworthy	0.526			
I trust charities that are active in Christchurch		0.676		
I trust charities with well known supporters and patrons		0.630		
I feel confident donating to an unknown charity if the cause is good		0.568		
I support businesses that support charities		0.561		
I trust charities if they assist overseas		0.553		
I trust big charities more than smaller ones		0.536		
I trust charities if they assist locally		0.523		
Charities are sufficiently regulated to ensure they act for the public benefit		0.428		
I trust charities more if they are clear about how they are managed			0.764	
I feel more confident in charities that are open about how they use their resources			0.750	
Charities play a very important role in society today			0.576	
I trust charities that are registered with the Charities Commission			0.543	
I trust charities that I have a personal connection to			0.539	
I trust charities more if I have heard of them			0.526	
I know very little about how charities are run				0.734
Charities spend too much of their funds on administration				0.590
Charities use more dubious fundraising techniques these days				0.555

Statements in **bold** are on a 0 to 10 scale where 0=You don't trust them at all and 10=You completely trust them.
Statements NOT in bold are on a 0 to 10 scale where 0=You don't agree at all and 10=You totally agree.

10. Appendix 1: Full tables

TRUST CHARITIES TO DO THE FOLLOWING (2012)

How much do you trust charities to do the following:

	0=You don't trust them at all 10=You trust them completely														TOTAL 7-10 %	Unsur- e %	Mea- n*
	0 %	1 %	2 %	3 %	TOTAL 0-3 %	4 %	5 %	6 %	TOTAL 4-6 %	7 %	8 %	9 %	10 %				
Make a positive difference to the matters they address	2	1	3	4	10	7	16	15	38	21	18	8	3	50	1	6.2	
Ensure that their fundraisers are ethical and honest	2	2	4	7	15	9	18	15	42	18	14	7	2	41	1	5.8	
Spend their money wisely and effectively	2	3	5	9	19	11	18	17	46	18	10	5	2	35	1	5.4	
Be well managed	2	2	4	8	16	10	21	16	47	18	11	4	2	35	1	5.5	
Ensure a reasonable proportion of donations get to the end cause	3	4	6	9	22	11	18	15	44	15	11	5	2	33	1	5.3	
Let the public know how they use their resources, including money from donations	4	5	8	12	29	12	18	13	43	13	8	4	2	27	1	4.9	

Base: All respondents

TRUST CHARITIES TO DO THE FOLLOWING (2010)

How much do you trust charities to do the following:

	0=You don't trust them at all 10=You trust them completely														TOTAL Unsur e %	Mea n*
	0 %	1 %	2 %	3 %	TOTA L 0-3 %	4 %	5 %	6 %	TOTA L 4-6 %	7 %	8 %	9 %	10 %	TOTA L 7-10 %		
Make a positive difference to the matters they address	1	1	2	5	9	7	14	15	36	21	21	9	4	55	1	6.4
Ensure that their fundraisers are ethical and honest	1	1	3	6	11	8	18	15	41	21	16	6	3	46	3	6.1
Spend their money wisely and effectively	2	1	4	8	15	10	18	18	46	20	13	3	2	38	2	5.7
Be well managed	1	1	3	7	12	10	20	17	47	20	12	3	2	37	2	5.7
Ensure a reasonable proportion of donations get to the end cause	3	2	5	9	19	12	17	16	45	18	11	3	2	34	2	5.4
Let the public know how they use their resources, including money from donations	2	3	8	13	26	12	19	15	46	13	8	3	2	26	2	5.0

Base: All respondents

TRUST CHARITIES TO DO THE FOLLOWING (2008)

How much do you trust charities to do the following:

	0=You don't trust them at all 10=You trust them completely														TOTAL Unsur e %	Mea n*
	0 %	1 %	2 %	3 %	TOTA L 0-3 %	4 %	5 %	6 %	TOTA L 4-6 %	7 %	8 %	9 %	10 %	TOTA L 7-10 %		
Make a positive difference to the matters they address	1	1	2	5	9	5	14	16	35	23	19	9	4	55	1	6.5
Ensure that their fundraisers are ethical and honest	1	1	3	5	10	6	16	15	37	22	17	8	4	51	2	6.3
Spend their money wisely and effectively	1	1	3	7	12	8	18	17	43	21	14	4	2	41	4	5.9
Be well managed	1	1	3	6	11	9	20	18	47	21	13	4	2	40	3	5.9
Ensure a reasonable proportion of donations get to the end cause	2	2	5	8	17	8	16	18	42	19	13	5	3	40	2	5.8
Let the public know how they use their resources, including money from donations	2	3	7	11	23	13	20	13	46	14	9	3	2	28	2	5.1

Base: All respondents

STATEMENT TESTING (2012)

How much do you agree or disagree with the following statements:

	0=You don't agree at all 10=You totally agree														TOT AL 7-10 %	Unsur e %	Mea n*
	0	1	2	3	TOT AL 0-3 %	4	5	6	TOT AL 4-6 %	7	8	9	10				
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
I feel more confident in charities that are open about how they use their resources	1	-	1	2	4	2	7	9	18	19	23	16	19	77	1	7.7	
I trust charities more if they are clear about how they are managed	1	1	1	2	5	3	10	13	26	21	20	13	13	67	2	7.2	
Charities play a very important role in society today	2	1	2	3	8	5	12	11	28	19	17	11	17	64	1	7.0	
I trust charities more if I have heard of them	3	2	3	3	11	3	11	12	26	19	18	12	13	62	1	6.8	
I trust charities that I have a personal connection to	3	1	2	3	9	4	14	12	30	16	18	12	12	58	3	6.8	
Charities spend too much of their funds on administration	1	1	2	3	7	4	16	11	31	16	15	10	14	55	6	6.8	
I trust charities that are registered with the Charities Commission	3	1	2	3	9	4	16	12	32	18	17	11	9	55	4	6.6	
I trust charities if they assist locally	4	1	4	5	14	6	21	15	42	17	14	7	5	43	2	6.0	
I know very little about how charities are run	4	3	7	8	22	8	19	12	39	14	11	7	7	39	1	5.6	
I support businesses that support charities	6	3	4	7	20	6	21	13	40	15	12	5	6	38	2	5.5	
Most charities are trustworthy	4	2	4	6	16	7	21	16	44	18	9	5	4	36	3	5.6	
Charities use more dubious fundraising techniques these days	3	2	5	8	18	9	18	12	39	14	9	5	7	35	7	5.7	
I trust charities with well known supporters and patrons	5	3	5	9	22	8	22	15	45	12	9	6	3	30	1	5.2	
Charities are sufficiently regulated to ensure they act for the public benefit	5	3	6	9	23	10	20	12	42	12	8	3	2	25	10	5.0	
I trust charities that are active in Christchurch	5	3	5	8	21	10	28	12	50	10	6	4	2	22	6	4.9	
I trust big charities more than smaller ones	9	4	7	9	29	9	25	11	45	10	7	3	2	22	2	4.7	
I trust charities if they assist overseas	10	7	8	12	37	11	25	9	45	8	4	2	1	15	2	4.1	
I feel confident donating to an unknown charity if the cause is good	18	9	13	13	53	11	14	8	33	6	4	1	1	12	2	3.4	

Base: All respondents

STATEMENT TESTING (2010)

How much do you agree or disagree with the following statements:

	0=You don't agree at all 10=You totally agree														Unsur e %	Mea n*
	0	1	2	3	TOT AL 0-3 %	4	5	6	TOT AL 4-6 %	7	8	9	10	TOT AL 7-10 %		
I feel more confident in charities that are open about how they use their resources	-	-	-	1	1	2	5	7	14	19	28	12	23	82	-	7.9
Charities play a very important role in society today	2	-	2	3	7	3	8	10	21	17	21	11	23	72	1	7.4
I trust charities more if they are clear about how they are managed	1	-	1	2	4	2	10	12	24	21	24	9	16	70	1	7.4
I trust charities more if I have heard of them	2	1	2	3	8	4	9	12	25	19	20	10	18	67	-	7.1
I trust charities that I have a personal connection to	3	1	2	3	9	3	11	10	24	18	19	11	17	65	3	7.1
Charities spend too much of their funds on administration	1	-	2	4	7	5	15	13	33	17	15	7	15	54	5	6.8
I trust charities if they assist locally	4	2	3	5	14	5	22	13	40	18	15	6	6	45	2	5.9
Most charities are trustworthy	4	1	4	6	15	6	19	15	40	18	13	4	4	39	3	5.7
Charities use more dubious fundraising techniques these days	4	2	6	8	20	8	16	12	36	14	12	4	8	38	7	5.7
I know very little about how charities are run	4	2	6	10	22	8	19	13	40	15	11	5	7	38	-	5.6
I trust charities with well known supporters and patrons	8	2	6	10	26	7	20	12	39	14	11	4	3	32	1	5.1
I trust big charities more than smaller ones	15	3	8	10	36	9	21	9	39	11	7	4	2	24	2	4.4
Charities are sufficiently regulated to ensure they act for the public benefit	6	2	6	11	25	9	21	11	41	9	6	2	2	19	14	4.8
I trust charities if they assist overseas	14	5	10	12	41	10	23	10	43	7	4	1	1	13	3	3.9
I feel confident donating to an unknown charity if the cause is good	21	7	14	15	57	10	13	7	30	6	3	1	1	11	1	3.3

Base: All respondents

STATEMENT TESTING (2008)

How much do you agree or disagree with the following statements:

	0=You don't agree at all 10=You totally agree														TOT AL 7-10 %	Unsur e %	Mea n*
	0 %	1 %	2 %	3 %	TOT AL 0-3 %	4 %	5 %	6 %	TOT AL 4-6 %	7 %	8 %	9 %	10 %				
I feel more confident in charities that are open about how they use their resources	1	-	-	2	3	1	5	7	13	17	24	13	30	84	1	8.1	
I trust charities more if I have heard of them	2	1	2	2	7	2	8	8	18	17	22	10	26	75	1	7.5	
Charities play a very important role in society today	1	1	1	3	6	3	9	8	20	16	20	10	28	74	1	7.6	
I trust charities more if they are clear about how they are managed	1	-	1	2	4	2	8	11	21	9	23	11	20	73	2	7.5	
I trust charities if they assist locally	4	1	2	3	10	4	19	13	36	9	18	8	9	54	2	6.5	
Charities spend too much of their funds on administration	1	1	2	5	9	6	16	12	34	5	15	6	14	50	9	6.6	
Most charities are trustworthy	3	1	3	5	12	6	17	12	35	1	15	6	5	47	4	6.1	
I trust charities with well known supporters and patrons	6	1	4	7	18	5	18	13	36	8	14	5	7	44	1	5.9	
I know very little about how charities are run	5	2	7	9	23	8	18	13	39	4	11	5	8	38	1	5.6	
Charities use more dubious fundraising techniques these days	6	2	7	10	25	8	17	10	35	2	9	3	7	31	8	5.3	
I trust big charities more than smaller ones	15	3	7	9	34	7	20	9	36	2	9	3	4	28	2	4.6	
Charities are sufficiently regulated to ensure they act for the public benefit	5	2	4	9	20	8	18	10	36	1	7	3	3	24	18	5.0	
I trust charities if they assist overseas	16	4	10	12	42	10	21	9	40	6	5	1	1	13	3	3.8	
I feel confident donating to an unknown charity if the cause is good	24	7	11	14	56	11	13	7	31	5	3	1	2	11	2	3.2	

Base: All respondents

STATEMENT TESTING - ASPECTS OF SERVICE RECEIVED (2012)

Thinking about your MOST RECENT occasion when you received services from a charity, how much do you agree or disagree with the following statements:

	1 Strongly disagree %	2 %	TOTAL 1+2 %	3 %	4 %	5 Strongly agree %	TOTAL 4+5 %	Unsure %
I would trust the charity in the future	2	1	3	5	18	74	92	1
I was treated fairly	1	2	3	5	17	73	90	1
Staff did what they said they would do	2	2	4	6	23	66	89	1
I will support that charity in the future	2	2	4	6	17	71	88	3
Staff were competent	1	3	4	9	21	66	87	1
It was easy to contact the charity	1	3	4	9	18	65	83	4
I feel my individual circumstances were taken into account	2	6	8	7	14	68	82	3

Base: Those who received services from a charity in last 12 months (n=164)

STATEMENT TESTING - ASPECTS OF SERVICE RECEIVED (2010)

Thinking about your MOST RECENT occasion when you received services from a charity, how much do you agree or disagree with the following statements:

	1 Strongly disagree %	2 %	TOTAL 1+2 %	3 %	4 %	5 Strongly agree %	TOTAL 4+5 %	Unsure %
I would trust the charity in the future	1	-	1	5	18	74	92	2
I will support that charity in the future	1	1	2	7	17	71	88	3
Staff were competent	1	1	2	9	25	63	88	2
I was treated fairly	1	-	1	9	15	71	86	3
It was easy to contact the charity	-	2	2	10	20	65	85	3
Staff did what they said they would do	-	1	1	7	15	69	84	7
I feel my individual circumstances were taken into account	-	3	3	9	23	60	83	5

Base: Those who received services from a charity in last 12 months (n=185)

STATEMENT TESTING - ASPECTS OF SERVICE RECEIVED (2010)

Thinking about your **MOST RECENT** occasion when you received services from a charity, how much do you agree or disagree with the following statements:

	1 Strongly disagree %	2 %	TOTAL 1+2 %	3 %	4 %	5 Strongly agree %	TOTAL 4+5 %	Unsure %
I would trust the charity in the future	1	-	1	5	18	74	92	2
I will support that charity in the future	1	1	2	7	17	71	88	3
Staff were competent	1	1	2	9	25	63	88	2
I was treated fairly	1	-	1	9	15	71	86	3
It was easy to contact the charity	-	2	2	10	20	65	85	3
Staff did what they said they would do	-	1	1	7	15	69	84	7
I feel my individual circumstances were taken into account	-	3	3	9	23	60	83	5

Base: Those who received services from a charity in last 12 months (n=185)