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In June 2019, an online survey was conducted on behalf of Internal Affairs with the general public. The purpose of this survey was to measure public trust and confidence in the New Zealand Charities sector.

This memorandum briefly outlines the methodology that was used to conduct this research and a summary of the key results. A copy of the question set is provided as an appendix. A clean copy of the dataset has also been provided.

## Methodology

This survey was conducted via Dynata's OmniPulse Omnibus service<sup>1</sup>. The question set was provided by Internal Affairs and was based on previous, more substantial surveys conducted on this same topic in previous years. The question wording was retained to enable comparisons to those earlier measures. A copy of the question set is attached.

The Omnibus survey results are based on a nationally representative sample of n=2,000 adults aged 18 years and over. Interviewing for this survey was conducted online between 7 - 17 June 2019.

### Weighting and margins of error

The data presented in this report has been weighted to ensure that the results are representative of the New Zealand population by gender and age. The weighting parameters were sourced from Statistics New Zealand and are based on the 2013 Census of Population and Dwellings. A demographic profile of respondents is provided in Table 1 overleaf.

Results based on the (weighted) total sample are subject to a maximum margin of error of +/- 2.5 percent (at the 95 percent confidence level)<sup>2</sup>. This means, for example, that if 50 percent of respondents reported having full trust and confidence in the charities sector, we could be 95 percent sure of getting the same result, plus or minus 2.5 percent, had we interviewed everyone in the population.

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<sup>1</sup> Dynata is New Zealand's largest panel provider with over 250,000 active New Zealand panel members.

<sup>2</sup> The margin of error is slightly higher than the conventional margin of error calculation as it takes into account the fact that the data has been weighted.



**Table 1: Demographic profile of the research respondents (unweighted)**

Unweighted base =	2019 OmniPulse data 2,000 %	NZ popn (18+) 2013 Census 3,202,476 %
Male	48	48
Female	52	52
18-24	23	13
25-34	21	16
35-44	17	18
45-54	15	19
55-64	15	15
65+	9	19
Northland	3	4
Auckland	34	33
Waikato	10	9
Bay of Plenty	5	6
Gisborne	0	1
Hawkes Bay	3	4
Taranaki	2	3
Manawatu-Wanganui	6	5
Wellington	12	11
Tasman	1	1
Nelson	2	1
Marlborough	1	1
West Coast	1	1
Canterbury	13	13
Otago	5	5
Southland	2	2
European	73	71
Maori	5	11
Pacific	2	5
Asian	13	11
Other	5	5
Refused to specify	2	-



## Key findings

Public trust and confidence in the charities sector is moderate, with a mean rating of 5.9 out of 10. This is unchanged from the previous measure in 2016 (also 5.9).

Approximately one-quarter (23%) of respondents reported having high trust and confidence in the charities sector (rating of 8-10 out of 10), 27% provided a neutral rating (5 out of 10), whilst the remainder (17%) had low trust and confidence in the sector (rating of 0-4).

- There were no significant differences in trust and confidence ratings by gender, but there was some variation by age, with the lowest score recorded for those aged 55-64 years (mean score of 5.54) and the highest recorded for those aged 25-34 years (6.19).

When asked to identify the particular characteristics that inspire trust and confidence in a particular charity, approximately one-half or more of all respondents identified the following drivers:

- That they make a positive difference (62%)
- They are a registered charity (56%)
- They spend their money wisely and effectively (50%)
- They ensure the majority of donations get to the end cause (49%).

Respondents were also asked to rate how important or essential they believe it is that the charities sector is regulated. The majority of respondents indicated that this was indeed a very important function, with a mean score rating of 8.12 out of 10 (where 10 meant that regulation was 'essential').

One-half of all respondents (51%) rated the importance of a charities regulator very highly (as a 9-10 out of 10), whilst another third (33%) provided a moderate rating of 6-8. Fourteen percent provided a neutral rating of 5 out of 10 and only 2 percent provided a rating of less than 5.



**Table 2:**

*Q1 On a scale from 0 to 10, where 0 means you don't trust charities at all, and 10 means you trust charities completely, generally how much trust and confidence do you have in charities?*

Unweighted base =	Total 2000 %
0 -I don't trust them at all	3
1	2
2	3
3	4
4	5
Neutral 5	27
6	14
7	19
8	15
9	5
10 -I trust them completely	3
<b>Total</b>	<b>100</b>

Total may not sum to 100% due to rounding.

**Table 3:**

*Q2 Which of the following characteristics makes you have trust and confidence in an individual charity?*

Unweighted base =	Total 2000 %
They make a positive difference	62
They are a registered charity	56
They spend their money wisely and effectively	50
They ensure the majority of donations get to the end cause	49
Their fundraisers are ethical and honest	47
They let the public know how they use their resources including money from donations	47
They are well managed	41
How the charity raises funds	34
They are there for New Zealanders	34
They react in times of natural disasters	29
They work towards an end cause, that is important to me	29
They are publicly supported by well-known people	21
I feel a personal connection to them	17
I can claim a tax credit on my donations to them	13
I can support them through payroll giving	4
I'm not really sure	8
None of these	4

Total may exceed 100% because of multiple responses.



**Table 4:**

*Q3 On a scale from 0 to 10, where 0 means not at all important and 10 means essential, how important do you think it is to have a regulator that performs these functions?*

Unweighted base =	Total 2000 %
0- Not at all important	0
1	0
2	0
3	1
4	1
Neutral 5	14
6	6
7	11
8	16
9	13
10 - Essential 10	38
Total	100

Total may not sum to 100% due to rounding.



## Question set

Theme	Question
Overall level of trust and confidence in charities	<p>On a scale from 0 to 10, where 0 means you don't trust charities at all, and 10 means you trust charities completely, generally how much trust and confidence do you have in charities?</p> <ul style="list-style-type: none"><li>a. 0 I don't trust them at all</li><li>b. 1</li><li>c. 2</li><li>d. 3</li><li>e. 4</li><li>f. 5</li><li>g. 6</li><li>h. 7</li><li>i. 8</li><li>j. 9</li><li>k. 10 I trust them completely</li></ul>
Drivers of trust and confidence in individual charities	<p>Which of the following characteristics makes you have trust and confidence in an individual charity?</p> <p><i>Please select all that apply</i></p> <ul style="list-style-type: none"><li>a. They make a positive difference</li><li>b. Their fundraisers are ethical and honest</li><li>c. How the charity raise funds</li><li>d. They spend their money wisely and effectively</li><li>e. They are well managed</li><li>f. They are publicly supported by well-known people</li><li>g. They are a registered charity</li><li>h. They ensure the majority of donations get to the end cause</li><li>i. They let the public know how they use their resources including money from donations</li><li>j. They are there for New Zealanders</li><li>k. They react in times of natural disasters</li><li>l. I feel a personal connection to them</li><li>m. They work towards an end cause that is important to me</li><li>n. I can claim a tax credit on my donations to them</li><li>o. I can support them through payroll giving</li><li>p. None of these</li><li>q. I'm not really sure</li></ul>



<p>Importance of being regulated</p>	<p><i>Intro: Charities Services is part of the Department of Internal Affairs. Its role is to ensure the public can support charities with confidence by registering and regulating charities in New Zealand. They:</i></p> <ul style="list-style-type: none"><li><i>• Register charities, after examining their purposes, rules and activities, with the support of the independent Charities Registration Board</i></li><li><i>• Regulate charities by ensuring they stay within the law and are run for the public benefit, investigate allegations of serious wrongdoing by charities, and provide information and resources to support charities.</i></li></ul> <p>On a scale from 0 to 10, where 0 means not at all important and 10 means essential, how important do you think it is to have a regulator that performs these functions?</p> <ol style="list-style-type: none"><li>0 Not at all important</li><li>1</li><li>2</li><li>3</li><li>4</li><li>5</li><li>6</li><li>7</li><li>8</li><li>9</li><li>10 Essential</li></ol>
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