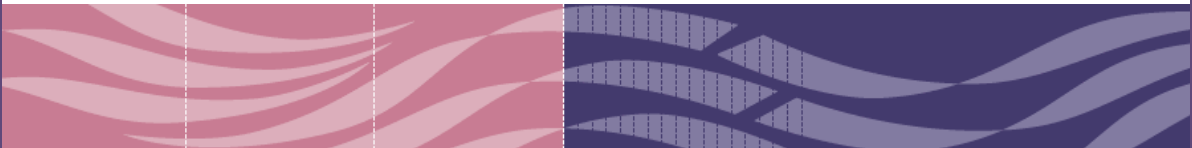




Trust and Confidence Survey - Report

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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.

In 2008 the Commission commissioned UMR Research 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.

In 2010 they asked UMR research to repeat the 2008 survey to gain a measure of how levels of trust and confidence may have changed through this period. The 2010 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 and 2010 data.

1.2 Methodology

The 2010 results in this report are based on an online survey of 2,210 general public respondents from UMR's SAYit online research panel. The 2008 results also included in this report are based on a similar online survey sample of 2,120 general public respondents.

For both these sample sizes the margin of error for a 50% figure at the '95% confidence level' is plus or minus 2.1%. The data for both of 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 e-mailed a link to the survey and given the opportunity to complete the survey from 20-25 May 2010.

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. Three factors were extracted from 21 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 three newly created factors.

2. Executive summary

2.1 The Charities Commission

- This year there has been a significant increase (up 10% to 67%) in the percentage of respondents who had heard of the Charities Commission (the Commission). Among respondents who had heard about the Commission, however, reports of more detailed knowledge remained unchanged at only 13%.
- 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% (a 3% increase from 2008).

The Charities Register

- An increase of 10% to 38% of respondents reported that they were aware that charities registered with the Commission were required to have and make available their charities registration number. Less than half (48%), however, said that they would be likely to ask for this registration number in the future.
- Twenty-seven percent of respondents reported that they were aware that information about charities registered with the Commission was publicly available on the Charities Register.

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

- almost one third (30%) reported that they had referred to the Charities Register to find out information about a charity, and
- almost one half (47%) thought that they would refer to the Charities Register in the future.
- The vast majority (84%) of all respondents felt that they were, 'More likely to trust charities that are registered with the Commission', the remainder of respondents felt that the registration would either make no difference to them or they were unsure if it would be a factor in their trust of charities.

2.2. Trust and confidence in charities

Trust and confidence

- A majority of respondents (55%) continue to report high levels of trust and confidence in charities, however this figure has slipped slightly from 58% in 2008.

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 6% down to 34% of respondents reporting high levels of trust that charities, 'Ensure a reasonable proportion of donations get to the end cause'.

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 remained unchanged from the 2008 results at 55% was, 'Make a positive difference to the matters they address'.

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.

Eighty-two percent (down 2%) of respondents agreed that, 'I feel more confident in charities that are open about how they use their resources'. 70% (down 3%) of respondents agreed that, 'I trust charities more if they are clear about how they are managed'.

Compared to the 2008 results the movements in levels of agreement have generally been negative for charities. The largest example of this was a 7% increase up to 38% of respondents who agreed with the statement, 'Charities use more dubious fundraising techniques these days'.

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' (67% agreement down 8% from 2008), and;
 - 'I trust charities that I have a personal connection to' (65% agreement – new statement this year).

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' (11% unchanged).

Compared to the 2008 results there has been a general decrease in respondent levels of agreement with the statements tested, the most significant decrease was reported for the statement:

- 'I trust charities with well known supporters and patrons' (32% agreement down 12%).

Strengths and needs of charitable sector in New Zealand

When asked what they think the key strengths of the charitable sector are 31% of respondents said it was that it provides for needs. 27% said that the organisations themselves are the strength because of their good intentions and how they are run.

However, one third of respondents commented that there needs to be more transparency in the sector, and a further 27% would like to see an improvement in the regulation/ governance in the sector.

The majority of respondents (65%) said that greater transparency would make them feel more confident about donating to charities.

2.3 Donation behaviour

Influences on donation behaviour

- From a list of potential influences, the greatest percentage of respondents (26%) 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 new potential influence added to the list this year appears to have 'split the vote' and pushed the most common influencing characteristic from 2008, 'They make a positive difference to the matters they address', into second place which dropped from 41% down to 17% this year.

Amount donated to charity

- Interestingly, the slide in trust and confidence, reported earlier, has not been reflected in the amount of dollars respondents declared to have donated to charities within the last 12 months. 31% of respondents declared they had donated over \$250 to charities within the last 12 months up from 25% 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, continues to be health and medical type organisations (at 55%). The most significant winners were organisations involved in international aid such as disaster relief and child sponsorship which increased 7% to 43%.

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.

In 2010, compared to 2008 respondents were less likely to, 'Check that it was a genuine charity' (down 5% to 27%) and slightly less likely to, 'Ask for proof of identification of the person who had approached them' (down 2% to 26%).

Methods of donating

- The most common mode that respondents reported donating via within the last 12 months continues to be street collections at (54%). The greatest movement in respondents most common mode of donating came for door to door collections which decreased 6% down to 27% 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 decreases (all less than the margin of error) across the board in the percentages of respondents who were involved in organisations. While these movements on their own are too small to be significant it would be interesting to see if the trend continues the next time this survey is conducted.

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'. 32% of respondents reported that they were involved with this type of organisation down from 35% in 2008.

2.5 Experiences of charity services

Recipients of charity services

- Eight percent 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'. For both of the following statements 88% of respondents agreed that, 'I will support that charity in the future' and, 'Staff were competent'. The lowest level of respondent agreement with the statements tested was still a majority of agreement where 75% 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:
 - Sixty-two percent expected to receive a good service from the charity and 77% received a service that was better than expected, and;
 - Ninety 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

- Three general public segments were identified based on demographic, attitudinal and behavioural similarities. These included Supporters, Mainstreamers and Sceptics and remained relatively unchanged from the 2008 segments.
 - **Supporters** make up 38% of the population. They are more positive towards charities, declaring higher levels of trust and confidence across all measures, higher agreement with all positive statements regarding charities, and lower agreement with negative ones.
 - **Mainstreamers** are the largest group, they made up of 45% of the population. Mainstreamers closely mirror trust and confidence levels of the total population.
 - **Sceptics** were the smallest segment at 17% of the population. They are less positive towards charities, declaring lower levels of trust and confidence across all measures, lower agreement with all positive statements regarding charities, and higher agreement with negative ones.

2.7 Drivers of trust and confidence in charities

- The strongest drivers of overall trust and confidence in charities were found to be agreement with statements that relate to the **management and outcomes** of charities.

Management and outcomes was the factor with the strongest correlation to overall trust and confidence in charities. It included respondents' opinions about how charities spend their money, ensuring money gets to the end cause, making a positive difference, being well managed plus a few statements about the profile of charities such as 'trusting charities because they are well known' and 'trusting charities that you have a personal connection to.'

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

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

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 10% from 2008 up to 67% this year.

AWARENESS OF THE CHARITIES COMMISSION		
<i>Have you heard of the Charities Commission?</i>		
	2008 All (n=2121) %	2010 All (n=2210) %
Yes	57	67
No	35	26
Unsure	8	8

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 (89%);
- who donated over \$700 to charity in the last 12 months (87%);
- aged over 60 years (78%), and;
- living in Wellington (76%).

Lower awareness of the Commission

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

- aged 18 to 29 years (50%);
- not aware of the Charities Registration Number (52%);
- who were Māori (56%), and;
- living in Auckland (60%).

3.1.1 Knowledge of the Commission

The increase in awareness about the Commission appears to be largely superficial. Among respondents who noted that they had heard of the Commission, reported high levels of knowledge about the Commission remained unchanged at only 13%.

KNOWLEDGE OF THE CHARITIES COMMISSION		
<i>How much would you say you know about the Charities Commission?</i>		
	2008 Those who are aware of the Charities Commission (n=1218) %	2010 Those who are aware of the Charities Commission (n=1471) %
0 You know very little about it	15	12
1	14	14
2	20	21
3	15	16
TOTAL 0-3	64	63
4	8	7
5	8	10
6	6	7
TOTAL 4-6	22	24
7	5	6
8	4	4
9	2	2
10 You know a lot about it	2	1
TOTAL 7-10	13	13
<i>Mean*</i>	3.2	3.3

Base: Those who are aware of the Charities Commission

Higher awareness about the Commission

- Respondents who were either a trustee or board members at 41% or committee members at 25% were more likely to report high levels of awareness about the Commission.

Lower awareness about the Commission

- Younger respondents aged 18 to 29 years were less likely to report high levels of knowledge about the Commission (4%).

3.1.2 Importance of the Commission

Given a brief description about the main functions of the Commission, a strong majority 81% (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 All (n=2121) %	2010 All (n=2210) %
0 Not important at all	1	1
1	1	-
2	2	1
3	2	1
TOTAL 0-3	6	3
4	1	1
5	5	6
6	6	5
TOTAL 4-6	12	12
7	12	12
8	17	20
9	9	14
10 Very important	40	35
TOTAL 7-10	78	81
Unsure	4	4
<i>Mean*</i>	<i>8.1</i>	<i>8.1</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:

- their most influential characteristic for why they donated to charity was, 'They are a registered charity' (91%);
- reported higher levels of knowledge about the Commission (also 91%), and;
- were students (88%).

Lower importance

Respondents less likely to place importance on this topic included:

- respondents who reported lower levels of trust and confidence in charities (65%).

3.2 The Charities Register

3.2.1 Awareness of the Charities Registration Number

Awareness of the Charities Registration Number increased 10% from 2008 to 38% this year.

AWARENESS OF CHARITIES REGISTRATION NUMBER		
<i>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?</i>		
	2008 All (n=2121) %	2010 All (n=2210) %
Yes	28	38
No	68	58
Unsure	4	5

Base: All respondents

Greater awareness

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

- reported high levels of knowledge about the Commission (94%);
- donated over \$700 to charity over the last 12 months (61%);
- were a trustee or board member (70%) or committee member (57%);
- had a household income of over \$150,000 (49%);
- were aged 60 years and over (45%);
- their most influential reason for donating to charities was 'They are a registered charity' (44%), and;
- were living in Wellington (43%).

Lower awareness

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

- were not aware of the Commission (10%);
- had donated \$20 or less over the last 12 months (18%);
- worked in blue collar professions (25%), and;
- were aged between 18 and 29 years (26%).

3.2.2 Likelihood of requesting Registration Number

Just under half (48%) reported that they would be likely to ask for the registration number in the future, 21% were unsure if they would ask.

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

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:

- 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' at 64% and 'They are a registered charity' at 60%;
- their household income was less than \$20,000, (57%);
- lived in rural areas (55%), and;
- were living as a single older person (54%).

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 (37%);
- young couples with no children (38%);
- respondents whose most influential reason for donating to charities was that, 'They had a personal connection to the charity' (39%), and;
- Māori (41%).

3.2.3 Awareness availability of information about registered charities

Twenty-seven percent reported that they were aware that information about charities registered with the Commission was publicly available on the Charities Register.

CHARITIES REGISTER	
<i>Information about charities registered with the Charities Commission is publicly available on the Charities Register. Were you aware of this?</i>	
	2010 All (n=2210) %
Yes	27
No	69
Unsure	4

Base: All respondents

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:

- reported having higher levels of knowledge about the Commission (90%);
- donated more than \$700 to charity over the last 12 months (50%);
- were actively involved as either a Trustee or board member (65%) or a committee member (48%);
- had heard of the Commission (40%);
- their household incomes were greater than \$150,000 (38%);
- were aged over 60 years (33%), and;
- worked as professionals and managers (33%).

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 not aware of the Charities Registration Number (7%);
- donated \$20 or less to charity over the last 12 months (14%);
- were aged between 18 and 29 years (18%);
- were homemakers/mothers (18%);
- were blue collar workers (19%), and;
- were students (19%).

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.

CURRENT USE OF CHARITIES REGISTER	
<i>Have you referred to the Charities Register to find out information about a charity?</i>	
	2010 Those aware (n=605) %
Yes	30
No	69
Unsure	1

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

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:

- had high levels of knowledge about the Commission (53%), and;
- were actively involved as a trustee or board member (49%) or committee member (42%).

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 with lower levels of knowledge about the Commission (16%).

3.2.5 Likely future use of the Charities Register

Forty-seven percent thought that they would refer to the Charities Register in the future.

FUTURE USE OF CHARITIES REGISTER	
<i>Do you think you will refer to the Charities Register in the future?</i>	
	2010 Those aware (n=605) %
Yes	47
No	27
Unsure	26

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:

- were actively involved as a trustee or board member (62%), and;
- reported high levels of knowledge about the Commission (61%).

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 reported low levels of knowledge about the Commission (42%).

A strong majority (84%) reported that they were, 'More likely to trust charities that are registered with the Commission', 13% thought that it would make no difference.

CHARITIES REGISTER

Thinking about charities and if they are registered with the Charities Commission, would you say you are:

	2010 All (n=2210) %
More likely to trust charities that are registered with the Charities Commission	84
Less likely to trust charities that are registered with the Charities Commission	-
Makes no difference	13
Unsure	3

Base: All respondents

More likely to trust

Respondents who reported that they were 'More likely to trust charities that are registered with the Commission' included respondents who:

- were homemakers or mothers (92%);
- reported that the most influential characteristic to them when donating was, 'They are a registered charity' (92%);
- had a household income between \$40,001 and \$50,000 (91%);
- were likely to ask for the Registration Number in the future (91%);
- reported higher levels of trust and confidence in charities (90%), and;
- placed high levels of importance on the Commission building trust and confidence in the charitable sector (90%).

Make no difference

Respondents who were more likely to report that it would make no difference to them included respondents who:

- were Māori (20%);
- worked in blue collar professions (22%), and;
- reported low levels of trust and confidence in charities (25%).

4. Trust and confidence in charities

4.1 Trust and confidence

A majority (55%) of respondents continue to have high levels of trust and confidence in charities; however this figure has slipped slightly from the 58% reported in 2008.

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

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:

- reported high levels of knowledge about the Commission (73%);
- donated over \$700 to charities over the last 12 months (69%);
- their most influential characteristic why they donated to a charity was they, 'Work towards an end cause that is important to me' (66%);
- were homemakers or mothers (65%);
- were single (64%);
- were aged between 18 and 29 years (63%), and;
- their most influential characteristic why they donated to a charity was, 'They react in times of natural disasters' (62%).

4.1.1 Trust in charities operating effectively

There has also been a slight 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 remained unchanged from 2008, while the remaining five statements showed a decrease in the level of trust in charities to be operating effectively.

The statement that remained unchanged and also garnered the highest level of trust that charities were doing what the statement said at 55% was, 'Make a positive difference to the matters they address'. Respondents more likely to agree with this statement included those who:

- earn between \$40,001 and \$50,000 (65%);
- were young couples with no children (65%);
- lived in Wellington (64%), and;
- were aged 18 to 29 years (63%).

The remaining statements in descending order of trust were:

- Ensure that their fundraisers are ethical and honest (46% down 5%).

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

- reported high levels of trust and confidence in charities (69%);
- were single (56%), and;
- were aged 18 to 29 years (55%).

- Spend their money wisely and effectively (38% down 3%).

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

- reported high levels of trust and confidence in charities (62%);
- reported high levels of knowledge about the Commission (51%);
- were committee members (46%), and;
- were single older persons (45%).

- Be well managed (37% down 3%).

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

- reported high levels of trust and confidence in charities (58%);
- reported high levels of knowledge about the Commission (51%), and;
- donated over \$700 to charity over the last 12 months (48%).

- Ensure a reasonable proportion of donations get to the end cause (34% down 6%).

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

- reported high levels of trust and confidence in charities (56%);
- reported high levels of knowledge about the Commission (49%), and;
- donated over \$700 to charity over the last 12 months (46%).

- Let the public know how they use their resources, including money from donations (26% down 2%)

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

- reported high levels of trust and confidence in charities (41%);
- donated over \$700 to charity over the last 12 months (38%), and;
- reported high levels of knowledge about the Commission (36%).

**TRUST CHARITIES OPERATING EFFECTIVELY BY DOING THE FOLLOWING - SUMMARY TABLE:
TOTAL TRUST (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 All (n=2121) %	2010 All (n=2210) %
Make a positive difference to the matters they address	55	55
Ensure that their fundraisers are ethical and honest	51	46
Spend their money wisely and effectively	41	38
Be well managed	40	37
Ensure a reasonable proportion of donations get to the end cause	40	34
Let the public know how they use their resources, including money from donations	28	26

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 and there were two **significant increases** in the percentage of respondents who agreed with the negative statements about charities.

Positive statements: confidence that charities are transparent

Eighty-two percent (down 2%) of respondents agreed with this statement. Respondents more likely to agree included those who:

- reported that their most influential characteristic why they donated to a charity was they, 'Make a positive difference to the matters they address' (90%) and, 'Let the public know how they use their resources including money from donations (90%);
- donated over \$700 dollars to charity over the last 12 months (90%);
- earn a household income of over \$150,000 (89%);
- reported high levels of trust and confidence in charities (89%);
- young couples with no children (88%);
- held high levels of knowledge about the Commission (87%);
- were 18 to 29 year olds (87%);
- were students (87%), and;
- placed higher levels of importance on the role of the Commission promoting trust and confidence in the charitable sector (86%).

Positive statements: trust charities if clear how they are managed

Seventy percent (down 3%) of respondents agreed with this statement. Respondents more likely to agree included those who:

- reported that their most influential characteristic why they donated to a charity was, 'They are a registered charity' (81%);
- donated higher amounts of money to charity, 80% (\$251 to \$550) and 79% (over \$700)
- were located in Wellington (75%), and;
- reported high levels of trust and confidence in charities (79%), high levels of knowledge about the Commission (79%), and place higher levels of importance on the role of the Commission promoting trust and confidence in the charitable sector (74%).

Negative statements: charities spend too much on administration

There was an increase of 4% to 54% of respondents who agreed with this statement. Respondents more likely to agree included:

- more likely to report lower levels of trust and confidence in charities (81%) and place lower levels of importance on the role of the Commission promoting trust and confidence in the charitable sector (66%);
- on a household income \$30,001 to \$40,000 (62%);
- older couples with no children (65%), aged 60 years or older (62%) or living in a rural area (59%);
- self-employed (65%), worked in a blue collar profession (62%), retired (60%), and;
- more likely to report that their most influential characteristics why they donated to a charity were, 'Let the public know how they use their resources including money from donations, (70%) and 'Ensure a reasonable proportion of donations get to the end cause' (69%).

Negative statements: charities use dubious fundraising techniques

While still a minority there was a significant increase from 31% to 38% of respondents who agreed with this statement. Respondents more likely to agree included those who:

- reported lower levels of trust and confidence in charities (61%) and place lower levels of importance on the role of the Commission promoting trust and confidence in the charitable sector (57%);
- reported that their most influential characteristics why they donated to a charity was they, 'Let the public know how they use their resources including money from donations' (48%);
- were aged 60 years or older (48%);
- were retired (47%);
- were an older single person (45%);
- worked in blue collar professions (45%);
- earn a household income of between \$30,001 and \$40,000 (45%);
- lived in a rural area (44%);
- were male (43%), and;
- were self-employed (43%).

Negative statements: Know little how charities are run

Thirty-eight percent of respondents agreed with this statement (unchanged from 2008). Respondents more likely to agree included those who:

- reported that their most influential characteristics why they donated to a charity was, 'They react in time of natural disasters' (47%);
- had not heard of the Commission (47%);
- were not aware of the Charities Registration Number (44%), and;
- worked in blue collar professions (44%).

**ATTITUDES TOWARDS CHARITIES: ADMINISTRATION OF CHARITIES
- SUMMARY TABLE :
TOTAL AGREE (7,8,9,10)**

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

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

Base: All respondents

*Not included in the 2008 survey

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 2008 results there has been a general decrease in respondent levels of agreement with the statements tested, the most significant decrease was reported for the statement, 'I trust charities with well known supporters and patrons' 32% down 12%.

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

- I trust charities more if I have heard of them (67% agreement down 8% from 2008).

Respondents more likely to agree with this statement included those:

- who reported high levels of trust and confidence in charities (78%).
- I trust charities that I have a personal connection to (65% agreement – new statement this year).

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' (84%);
- who donated more than \$700 to charity over the last 12 months (80%), and;
- who reported higher levels of knowledge about the Commission (77%).

- I trust charities if they assist locally (45% down 9%).

Respondents more likely to agree with this statement included those:

- who reported their most influential reason why they donated to a charity was, 'They are there for New Zealanders' (56%), and;
- who reported higher levels of trust and confidence in charities (54%).

- I trust charities with well known supporters and patrons (32% down 12%).

Respondents more likely to agree with this statement included those:

- were 18 to 29 year olds (44%);
- who earn low household incomes between \$20,001 and \$30,000 (44%), and;
- were homemakers and mothers (42%).

- I trust big charities more than smaller ones (24% down 4%).

Respondents more likely to agree with this statement included those:

- who were aged between 18 and 29 years (37%), and;
- homemakers and mothers (32%).

- I trust charities if they assist overseas (13% unchanged).

Respondents more likely to agree with this statement included those:

- who donated more than \$700 to charity over the last 12 months (25%);
- who were flatting with others (24%), and;
- were students (22%).

- I feel confident donating to an unknown charity if the cause is good (11% unchanged).

Respondents more likely to agree with this statement included those:

- who were students (27%);
- Māori (21%), and;
- aged 18 to 29 years (18%).

**ATTITUDES TOWARDS CHARITIES: PROFILE OF CHARITIES
SUMMARY TABLE:
TOTAL AGREE (7,8,9,10)**

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

	2008 All (n=2121) %	2010 All (n=2210) %
I trust charities more if I have heard of them	75	67
I trust charities that I have a personal connection to*	-	65
I trust charities if they assist locally	54	45
I trust charities with well known supporters and patrons	44	32
I trust big charities more than smaller ones	28	24
I trust charities if they assist overseas	13	13
I feel confident donating to an unknown charity if the cause is good	11	11

Base: All respondents

*Not included in the 2008 survey

4.1.4 Importance of charities

While there was strong agreement that charities played an important role in society there was low agreement that charities were sufficiently regulated to ensure that they acted for the public benefit.

Seventy-two percent (down 2%) of respondents agreed that, 'Charities play a very important role in society today', while only 19% (down 5%) agreed that, 'Charities are sufficiently regulated to ensure they act for the public benefit'.

ATTITUDES TOWARDS CHARITIES: ROLE IN SOCIETY		
SUMMARY TABLE:		
TOTAL AGREE (7,8,9,10)		
<i>How much do you agree or disagree with the following statements:</i>		
<i>0=You don't agree at all</i>		
<i>10=You totally agree</i>		
	2008 All (n=2121) %	2010 All (n=2210) %
Charities play a very important role in society today	74	72
Charities are sufficiently regulated to ensure they act for the public benefit	24	19

Base: All respondents
*Not included in the 2008 survey

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 knowledge about the Commission (87%);
- reported high levels of trust and confidence in charities (86%);
- donated more than \$700 to charity over the last 12 months (86%), and;
- were actively involved as a trustee or a board member (81%).

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 knowledge about the Commission (35%);
- more likely to report that their most influential characteristics why they donated to a charity was, 'Fundraisers are ethical and honest' (32%);
- reported high levels of trust and confidence in charities (30%);
- donated more than \$700 to charity over the last 12 months (30%), and;
- homemakers and mothers (27%).

4.1.5 Key strengths of the charitable sector in New Zealand

Nearly a third (31%) of respondents said that the key strength of the charitable sector is that it provides for needs. 27% commented that the organisations themselves are the key strength because of their intentions and how they are run. 12% think that the people who work/ volunteer in the charitable sector are its key strength, while a further 12% think that the support that New Zealanders show to charities is the key strength of the sector.

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=2210) %
PROVIDING FOR NEEDS Help where it's needed most (9.9%), Charities providing services that otherwise not available/not met by government (7.4%), Provide help locally/ to the community (4.7%), Vitally important for NZ (some couldn't survive without them) (2.7%), Put money back into the community (2.1%), Help overseas/ international aid (1.8%), Quick to respond to crises (1.4%), Many help in the health sector (0.7%), Some involved for personal/ social reasons (0.3%), Charity begins at home (0.2%)	31.2
ORGANISATIONS Charities generally honest, well managed, cost effective (15.4%), Wide variety of charities (4.7%), Charities good at what they do/well organised (2.7%) Have good intentions (2.1%), Because of small country everything quite transparent (1.0%), Smaller charities have lower overheads (0.9%), Independent from Government (0.4%), Part of international organisations (0.1%)	27.3
DEDICATED HARDWORKING STAFF/ VOLUNTEERS	11.9
PUBLIC SUPPORT New Zealanders generous/like to help charities (8.1%), Local organisations foster community spirit/involve people from all sorts of backgrounds in a single cause (3.5%)	11.6
MONITORING OF CHARITABLE ORGANISATIONS	4.5
MEDIA/ PROFILE Good support from media (1.6%), Highlight public awareness (1.1%), Use high profile personalities to deliver message (0.2%)	2.9
NEGATIVE COMMENTS No good points (1.6%), Providing too much help for overseas causes (0.4%), Charities allow State to opt out of responsibilities (0.3%), Too many charities (0.2%), Bad experience with charities (0.1%), Don't need charities in a country like NZ (0.1%), Large ones can be expensive (0.1%)	2.8
TAX REFUNDS ON DONATIONS	1.3
UNSURE	20.1

Base: All respondents; multiple response

4.1.6 Needs in the sector

One third of respondents said that there needs to be more transparency in the charitable sector, while a further 27% said that regulation/ governance of the sector needs to improve.

Similarly, nearly two-thirds (65%) of respondents reported that greater transparency would make them feel more confident about charities. A further 21% 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=2210) %
MORE TRANSPARENCY/HONESTY/PUBLIC INFORMATION ABOUT WHERE MONEY IS GOING/AWARENESS OF THE CHARITY/ MORE INFORMATION	32.9
REGULATION/ GOVERNANCE Improve governance/business/strategic skills (11.3%), Better regulation/ compulsory registration with Charities Commission (3.4%), More publicity about Charities Commission (2.7%), More tax, other incentives to donate to charities/do voluntary work (2.1%), Tighten up on charitable status (1.6%), Less bureaucracy for charities/reduce compliance costs/less regulation (1.5%), Get rid of professional fundraising organisations (1.4%), Charities commission should provide support, not just regulation/ be independent (1.3%), Ban/restrict Pokies/dependence on gambling for funding (0.6%), Publicise their Charities Commission number (0.5%), Get rid of Charities Commission - not independent of Government (0.1%)	26.5
ADVERTISING, COLLECTIONS Find acceptable/ effective fundraising methods (3.9%), Need to ensure charity is real/less fringe causes (3.3%), Stop using telemarketing/ can't check credentials/ring at night/ intrusive (2.1%), Too many collections/ feel harassed (1.9%), More advertising /media support (1.4%), Less TV advertising (0.7%)	13.3
MAKE SURE HIGH PROPORTION OF DONATED MONEY GOES TO PURPOSE	9.1
NUMBER OF CHARITIES Too many charities doing similar work - need to consolidate/ cooperate (4.0%), Too many charities - money spent too thinly (1.5%), Dispose of religious based charities (0.5%), Get rid of charities (0.2%)	6.2
FUNDING/ SUPPORT Finding ways to encourage more contributions/volunteers/more support from community (1.6%), More money needed (general) (1.0%), Need recognition of that some people prefer to donate smaller amounts - \$20 too big to be minimum contribution (0.4%), High profile charities more successful/deserving but less high profile/attractive miss out (0.4%), Economic situation not helping charities (0.3%), Encourage more business donations/support (0.2%)	3.9
MORE STATE FUNDING	3.4
CAUSES Ensure donations go to those who need assistance/ not sports clubs (1.2%), Money should be spent in NZ/not overseas (0.9%), Should be more emphasis on people helping themselves, not dependent on charities (0.3%), Other causes: domestic violence/punishment/ poor /families/ administration costs (0.1%)	2.5
VOLUNTEERS Money should be spent locally/where it is collected (0.7%), Use volunteers more (0.6%), Need to recognise time people spend as volunteers (0.5%), Help should go regardless of ethnicity/income/religion (0.1%)	1.9
POSITIVE COMMENTS They are doing okay	1.4
UNSURE	17.7

Base: All respondents; multiple response

INCREASING CONFIDENCE IN CHARITIES

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

	All (n=295) %
TRANSPARENCY	
More transparency/ honesty/ public information about where money is going (54.1%), Show they achieve their objectives/ results (8.2%), Website information (2.9%)	65.2
ENSURE MONEY GOES TO CAUSE	
Make sure high proportion of donated money goes to purpose (13.7%), Reduce administration costs/ marketing (6.2%), Give all the money to the cause (0.7%)	20.6
ADVERTISING, COLLECTIONS	
Object to hard sell/ guilt trips (4.1%), Need to ensure charity is real/less fringe causes (2.7%), Find acceptable/ effective fundraising methods (2.4%), Stop using telemarketing/ can't check credentials/ring at night/ intrusive (2.3%), Too many collections/ feel harassed (0.6%), More advertising /media support (0.6%), Less TV advertising (0.2%)	12.9
REGULATION/ GOVERNANCE	
Improve governance/business/strategic skills (5.7%), Get rid of professional fundraising organisations (5.2%), Better regulation/ compulsory registration with Charities Commission (1.7%), Publicise their Charities Commission number (1.4%), Tighten up on charitable status (0.9%), Less bureaucracy for charities/reduce compliance costs/less regulation (0.7%), More publicity about Charities Commission (0.4%), Charities commission should provide support, not just regulation/ be independent (0.3%) Reply to my correspondence (0.3%)	16.6
MORE STATE FUNDING	0.3
NUMBER OF CHARITIES	
Too many charities doing similar work - need to consolidate/ cooperate (1.4%)	1.4
VOLUNTEERS	
Use volunteers more (1.9%), Have passionate/ presentable people for the cause (1.5%), Money should be spent locally/where it is collected (0.5%), Help should go regardless of ethnicity/income/religion (0.3%)	4.2
CAUSES	
Money should be spent in NZ/not overseas (2.1%), Ensure donations go to those who need assistance/ not sports clubs (0.8%), More money should go overseas (0.3%), Dispose Catholic Church (0.3%), Salvation Army/ Red Cross (0.2%)	3.7
FUNDING/ SUPPORT	
Finding ways to encourage more contributions/volunteers/more support from community (0.9%) Get rid of paid celebrities (0.6%), Need recognition of that some people prefer to donate smaller amounts - \$20 too big to be minimum contribution (0.5%), Who are patrons? (0.5%), Economic situation not helping charities (0.3%), High profile charities more successful/deserving but less high profile/attractive miss out (0.3%)	3.1
NEGATIVE COMMENTS	
Do not trust/ do not give (1.1%), Do away with charities (0.2%)	1.3
NOTHING/UNSURE	10.6

Base: All respondents; 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 (26%) was, 'They work towards an end cause that is important to me'. This was a new potential influence added this year and it appears to have split the vote and pushed the most common influencing characteristic from 2008, 'They make a positive difference to the matters they address', into second place which dropped from 41% down to 17% this year.

Third on the list of the most influential characteristic for why respondents donated to charity at 12% down 6% was, 'They [the charity] ensure a reasonable proportion of donations get to the end cause'.

INFLUENCES ON YOUR DECISION TO SUPPORT A CHARITY		
<i>Which of the following characteristics most influences your decision to support a charity?</i>		
	2008 All (n=2121) %	2010 All (n=2210) %
They work towards an end cause that is important to me*	-	26
They make a positive difference to the matters they address	41	17
They ensure a reasonable proportion of donations get to the end cause	18	12
That you have a personal connection to them*	-	10
That they are there for New Zealanders*	-	9
They let the public know how they use their resources including money from donations	13	6
That they are a registered charity*	-	5
They spend their money wisely and effectively	9	4
That they react in times of natural disasters*	-	3
Who their supporters and patrons are	6	2
Their fundraisers are ethical and honest	5	2
They are well managed	2	1
I can claim a tax credit on my donations to them*	-	1
I can support them through payroll giving*	-	-
Unsure	6	2

Base: All respondents

*Not available for selection in the 2008 survey

5.2 Amount donated to charity

Interestingly, the general 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. 31% of respondents reported they had donated over \$250 to charities within the last 12 months up from 25% in 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:

- reported they had high levels of knowledge about the Commission (56%);
- were actively involved as a trustee or board member (54%);
- earned a household income of more than \$150,000 (54%) and a personal income of more than \$70,000 (48%);
- their most influential characteristic why they donated to charity was, 'I can claim a tax credit on my donations to them' (46%);
- were actively involved doing volunteering or paid work in an organisation (46%), and;
- were aged over 60 years (41%).

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 All (n=2121) %	2010 All (n=2210) %
Nothing	5	4
Up to and including \$20	14	14
\$21 - \$50	20	16
\$51 - \$100	19	18
\$101 - \$250	16	16
\$251* - \$400	-	9
\$401 - \$550	-	6
\$551 - \$700	-	4
Over \$700	-	12
TOTAL OVER \$250	25	31
Unsure	2	2

Base: All respondents

* 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:

- Health and medical (55%).
- International aid such as disaster relief and child sponsorship (up 7% to 43%).
- Social and community development e.g. family support, welfare or rehabilitation services 36% down 2% from 2008.
- Organisations involved in animal care and welfare relatively unchanged on 34%.
- Organisations involved in education including preschool, Kohanga Reo, primary, secondary and tertiary education, experienced the greater decrease this year of 6% down to 28%.

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

Health and medical (55%)

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

- were retired (66%);
- their most influential characteristic why they donated to a charity was, 'That they had a personal connection with them' (66%);
- were aged over 60 years (65%);
- donated between \$101 and \$250 (63%);
- live in Wellington (62%);
- earned a household income over \$150,000 (62%), and;
- report medium levels of knowledge about the Commission (62%).

International aid (43%)

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

- donated over \$700 to charity within the last 12 months (77%);
- earned a household income over \$150,000 (52%);
- reported medium levels of knowledge about the Commission (52%);
- were actively involved as a trustee or board member (51%);
- were living in Wellington (51%), and;
- were retired (51%).

Social and community (36%)

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

- had donated over \$700 to charity within the last 12 months (50%);
- were actively involved as a trustee or board member (50%) or committee member (45%) and volunteering or doing unpaid work (45%);
- earned a household income over \$150,000 (46%);
- were living in Wellington (44%);
- were aged over 60 years (42%), and;
- are self-employed (42%).

Animal care and welfare (34%)

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

- worked in service, sales or the armed forces (48%);
- are young couples with no children (43%);
- donate between \$51 and \$100 (41%);
- are Māori (41%);
- are females (41%), and;
- place a medium level of importance on the Commission's role of promoting trust and confidence in the charitable sector (40%).

Education (28%)

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

- are actively involved as trustee or board members (46%), committee members (44%), or paid employee (38%);
- are Māori (43%);
- are in a family with children at home (43%);
- are aged between 30 and 44 years (40%);
- earn a household income of more than \$150,000 (38%);
- donate between \$251 and \$400 (36%);
- reported medium levels of knowledge about the Commission (35%);
- were females (34%), and;
- were living in the Upper North Island (34%).

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 All (n=2121) %	2010 All (n=2210) %
Health and medical	53.7	55.0
International aid e.g. disaster relief, child sponsorship	36.1	42.9
Social and community development e.g. family support, welfare or rehabilitation services	38.4	36.2
Animal care and welfare	35.0	34.2
Education including preschool, Kohanga Reo, primary, secondary and tertiary education	33.7	28.4
Faith based or church related	23.2	23.5
Culture and recreation e.g. arts, culture, sports clubs	23.0	23.0
Environmental	17.2	17.3
Political parties	5.0	6.2
Marae or Marae related	2.5	2.4
Other	2.8	4.9
Have not donated to any organisation	4.7	4.1

Base: All respondents; multiple response

5.4 Charity checks

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 four most common behaviours that respondents reported doing in order of most common are discussed next.

Claimed tax refund

Forty-one percent of respondents reported that they claim a tax refund on their donations to charity. Respondents more likely to claim a tax refund included:

- retired respondents (58%);
- those aged over 60 years (55%);
- those who earned household incomes over \$150,000 (55%) and;
- males (45%).

Check genuine charity

Twenty-seven percent of respondents down 5% from 2008 reported that when they have given money donations they checked that it was a genuine charity. Respondents more likely to take this precaution included those who were:

- retired (41%);
- aged over 60 years (38%), and;
- living in the Central North Island (33%).

Seek proof of identification

Twenty-six percent of respondents down 2% 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:

- retired (38%);
- aged over 60 years (37%);
- earning household incomes over \$150,000 (35%) and;
- living in Canterbury (33%).

Asked how your money would be spent

Twenty-six percent of respondents reported that when they have given money donations they asked how the money would be spent. Respondents more likely to ask how their money would be spent included those who were:

- self-employed (37%);
- aged between 45 and 59 years (33%), and;
- earning a personal income of more than \$70,000 (32%).

CHARITY CHECKS

When you have given money donations, have you ever done any of the following?

	2008 All (n=2021) %	2010 All (n=2123) %
Claimed a tax refund	40.9	40.5
Checked that it was a genuine charity	31.6	26.6
Asked for proof of identification of the person who has approached you	27.8	25.8
Asked how your money would be spent	25.4	25.8
Found out how the charity was run	13.8	13.3
Given to a charity you hadn't heard of	10.4	10.1
Requested if registered and asked for registration number	-*	4.9
None of these	30.5	30.9

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

* Not available for selection in 2008 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 (54%) followed by in descending order:

- The collection tin (38% down 4%).
- The telephone appeal (32% down 2%).
- Sponsored someone (30% down 3%).
- Mail/postal appeal (30% down 1%).
- Door to door collections (27% down 6%).

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 (74%), and;
- earning a household income of over \$150,000 (67%).

The collection tin

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

- in a long term/defacto relationship (55%);
- young couples with no children (50%);
- females (44%);
- 18 to 29 year olds (44%), and;
- students (44%).

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 (56%);
- earn a household income of over \$150,000 (44%);
- are Māori (43%), and;
- are aged 45 to 59 years (37%).

Mail/postal appeal

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

- retired (54%), and;
- aged 60 years or older (52%).

Door to door collections

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

- aged 45 to 59 years (35%);
- earning a household income of over \$150,000 (35%), and;
- committee members (35%).

METHODS OF DONATING		
<i>Which of the following ways have you given to charities over the last year?</i>		
	2008 All (n=2121) %	2008 All (n=2121) %
Street collection	53.5	54.2
Collection tin	42.3	38.0
Telephone appeal	33.8	32.0
Sponsored someone	33.1	30.0
Mail/ postal appeal	29.0	29.9
Door to door collection	32.7	26.8
Ongoing direct debit	21.0	22.2
Church plate collection	.*	18.9
Joined a charity as a member	15.8	14.5
Over the internet	11.1	15.9
Workplace/payroll giving	7.1	4.6
None of these	7.2	4.8

Base: All respondents; multiple response
 *. Not available for selection in the 2008 survey

6. Personal charitable activity

6.1 Actively involved in organisations

There was a slight increase (1%) to 57% in the percentage of respondents who reported that they were not actively involved with any organisations. This was mirrored by slight decreases (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 increase in the percentage employed) While these movements on their own are too small to be significant it would be interesting to see if the trend continues the next time this survey is conducted.

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

Base: All respondents; multiple response

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

- who donated up to and including \$20 to charity over the last 12 months (73%);
- who had not heard of the Commission (70%);
- aged between 18 and 29 years (68%);
- who worked in the service, sales and armed forces (68%);
- living in Auckland (63%), and;
- young couples with no children (63%).

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'. 32% of respondents reported that they were involved with this type of organisation down from 35% in 2008.

The next most popular type of organisation for respondents to be involved with was education (28% down 4%) followed by social and community development (24% down 5%) then church related (25% down 2%).

TYPES OF ORGANISATIONS ACTIVELY INVOLVED IN ORGANISATIONS		
<i>Which of the following types of organisations have you been actively involved with in the last 12 months?</i>		
	2008 All (n=934) %	2010 All (n=950) %
Culture and recreation e.g. arts, culture, sports clubs	35.4	31.5
Education including preschool, Kohanga Reo, primary, secondary and tertiary education	31.8	28.2
Social and community development e.g. family support, welfare or rehabilitation services	28.7	24.4
Faith based or church related	27.3	25.4
Health and medical	20.5	21.2
Environmental	11.6	12.5
International aid e.g. disaster relief, child sponsorship	10.9	10.0
Animal care and welfare	7.8	8.4
Political parties	6.2	6.8
Marae or Marae related	3.6	3.2
Other	4.0	6.5

Base: Those actively involved; multiple response

6.3 Provided support to extended family

Forty-four 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		
<i>In the last twelve months have you provided financial or other significant support to your extended family? (i.e. more than usual family activities)</i>		
	2008 All (n=2121) %	2010 All (n=2210) %
Yes	46	44
No	49	52
Unsure	4	4

Base: All respondents

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

- aged over 60 years (62%);
- older couples with no children (62%);
- divorced/separated (62%);
- retired (57%);
- earning a household income of over \$150,000 (56%), and;
- Māori (52%).

6.4 Activities participated in

From a list of charity related activities 41% of respondents reported visiting an art gallery and 20% reported being involved in church activities.

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

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 63%, followed by environmental organisations on 55%.

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 All (n=2121)			2010 All (n=2210)		
	Charity %	Not a Charity %	Don't know %	Charity %	Not a Charity %	Don't know %
Human rights organisations	64	21	15	63	20	17
Environmental improvement groups	52	30	18	55	24	21
Service organisations	48	33	18	48	29	24
Public morality groups	22	50	28	22	45	33
Kohanga Reo	16	57	27	15	54	31
Local primary schools	16	76	8	15	73	11
Marae	14	65	22	14	61	25
Rugby clubs	14	76	10	13	74	13
Barbershops quartets and choirs	8	77	16	8	72	20

Base: All respondents

7. Experiences of charity services

7.1 Recipients of charity services

In a new set of questions asked this year. 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.

Eight percent 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 All (n=2210) %
Yes	8
No	89
Unsure	3
Yes	8

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'. For both of the following statements 88% of respondents agreed that, 'I will support that charity in the future' and, 'Staff were competent'. The lowest level of respondent agreement was still a majority of agreement where 75% 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)

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

5=Strongly agree

	2010 Those who received services from a charity (n=185) %
I would trust the charity in the future	92
I will support that charity in the future	88
Staff were competent	88
I was treated fairly	86
It was easy to contact the charity	85
Staff did what they said they would do	84
I feel my individual circumstances were taken into account	83
It's an example of good value for tax dollars spent	75

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

Sixty-two percent had expected to receive a good service from the charity and 77% 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 Those who received services from a charity (n=185) %
1 Very poor service	-
2	2
TOTAL 1 + 2	2
3	21
4	28
5 Very good service	34
TOTAL 4 + 5	62
Unsure	15

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 Those who received services from a charity (n=185) %
1 Much worse than I expected	-
2	1
TOTAL 1 + 2	1
3	19
4	32
5 Much better than I expected	45
TOTAL 4 + 5	77
Unsure	3

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

Ninety percent of these charity users were satisfied with the overall quality of the service delivery and a further 90% also felt they got what they needed.

SATISFACTION WITH OVERALL QUALITY OF SERVICE	
<i>How satisfied were you with the overall quality of service delivery?</i>	
	2010 Those who received services from a charity (n=185) %
1 Very dissatisfied	1
2	1
TOTAL 1 + 2	2
3	3
4	27
5 Very satisfied	63
TOTAL 4 + 5	90
Unsure	5

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

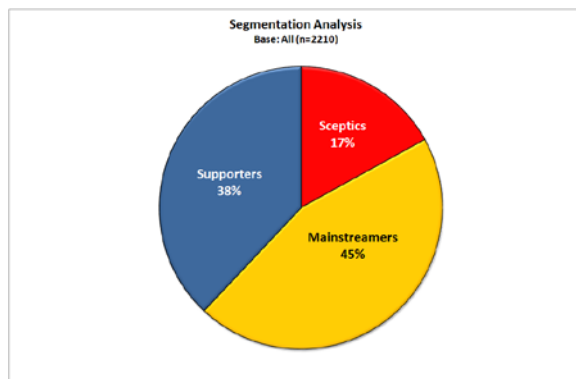
OBTAIN WHAT WAS REQUIRED	
<i>In the end, did you get what you needed?</i>	
	2010 Those who received services from a charity (n=185) %
Yes	90
I got part of what I needed	9
No	1

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

8. Segmentation analysis

8.1 Segments

The segmentation analysis detected three distinct segments among the New Zealand population. These segments provide a picture of the attitudes, demographics and behaviours of New Zealanders in relation to charity. The three segments identified were: Supporters, mainstreamers and sceptics.



Supporters (38%)

This group is characterised by a sub population who are generally more positive towards charities. They report higher levels of trust and confidence across all measures, higher agreement with positive statements about charities and lower agreement with negative statements

Supporters were more likely than other segments to be populated with people who were:

- female;
- 18-29 years;
- single, and;
- urban.

In addition to these demographics, supporters were more likely than other segments to:

- have donated over \$700 to charities over the last 12 months;
- say that the Commission has an important role in building trust and confidence in the charitable sector, and;
- trust charities that are registered with the Commission.

They were less likely than other segments to have provided financial support to their extended family over the past 12 months.

Mainstreamers (45%)

The Mainstreamers trust and confidence in charities was very similar to that of the general population.

Sceptics (17%)

The smallest segment is the sceptics, they are the most negative towards charities. Sceptics have the lowest level of trust and confidence in charities and have the lowest level of trust in charities carrying out a variety of positive functions. They have lower levels of agreement with positive statements about charities and higher levels of agreement with negative statements.

Sceptics were more likely than other segments to be populated with people who were:

- male;
- older;
- married;
- older couples with no children at home;
- personal incomes of more than \$70,000, and;
- blue collar workers.

In addition to these demographics, sceptics were more likely than other segments to:

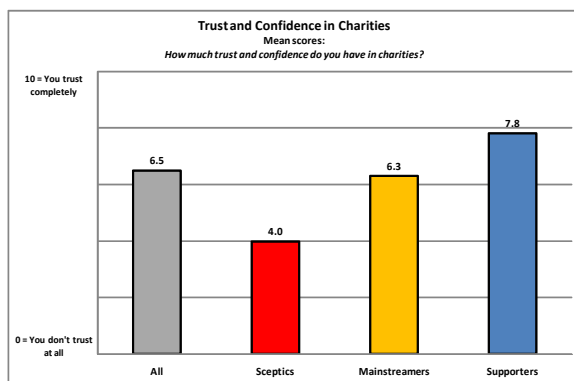
- have donated nothing to charities over the past 12 months, and;
- have provided financial support to their extended family over the past 12 months.

On the other hand, sceptics were less likely than other segments to:

- say that an organisation was a charity;
- say they knew a lot about the Commission;
- say the Commission has an important role in building trust and confidence in the charitable sector;
- say they will refer to the Charities Register in the future, and;
- say they trust charities that are registered with the Commission.

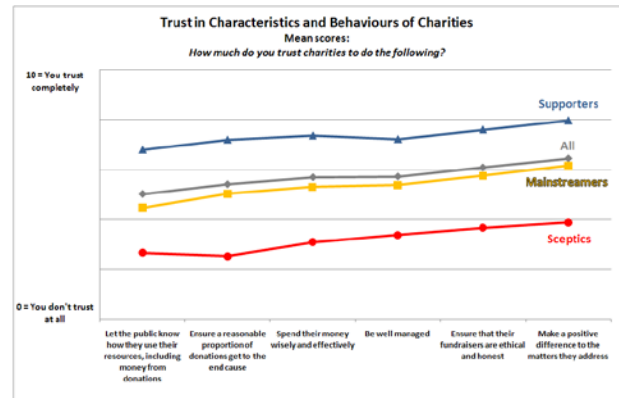
8.2 Trust and confidence in charities

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 6.5 on a scale of 0 to 10. Mainstreamers were very close to the mean score at 6.3. Supporters scored a mean of 7.8 and sceptics a low of 4.0. All these scores were similar to what was reported in 2008.



8.3 Trust in characteristics and behaviours of charities

Supporters consistently rated trust higher than All respondents for tested areas. Sceptics were consistently lower for trust and confidence and mainstreamers were very close to All respondents.



8.4 Statements

Supporters rated higher levels of agreement for all positive statements, and sceptics rated lower.

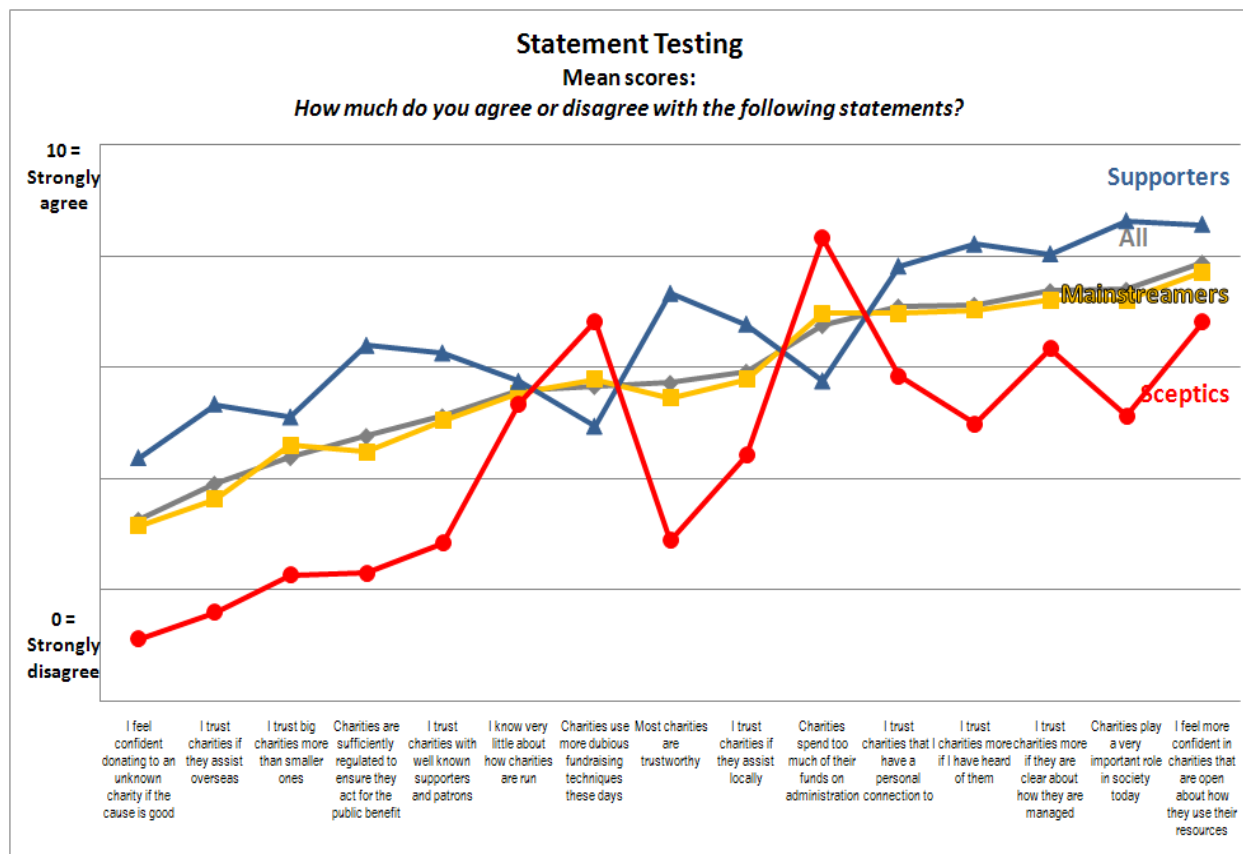
Positive statements were more likely to be agreed to by supporters:

- Charities are sufficiently regulated to ensure they act for the public benefit (All: 4.8, mainstreamers: 4.5, supporters: 6.4, sceptics: 2.3).
- Most charities are trustworthy (All: 5.7, mainstreamers: 5.6, supporters: 7.3, sceptics: 2.9).

Negative statements were more likely to be agreed to by sceptics:

- Charities use more dubious fundraising techniques these days (All: 5.7, mainstreamers: 5.8, supporters: 4.9, sceptics: 6.8).
- Charities spend too much of their funds on administration (All: 6.7, mainstreamers: 6.9, supporters: 5.8, sceptics: 8.3).

Mainstreamers were very close to All respondents for mean ratings of agreement to statements.



9. Drivers of Trust and Confidence in Charities

9.1 Individual statement correlations

The strongest drivers of overall trust and confidence in charities were found to be 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.
- Ensure that their fundraisers are ethical and honest.
- Spend their money wisely and effectively.
- Be well managed.
- Ensure a reasonable proportion of donations get to the end cause.

STATEMENTS WITH POSITIVE CORRELATIONS TO TRUST AND CONFIDENCE IN CHARITIES

Correlation value: 0.7

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

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 are sufficiently regulated to ensure they act for the public benefit
- Charities play a very important role in society today

Correlation value: 0.4

- I trust charities more if I have heard of them
- I trust charities if they assist overseas

Correlation value: 0.4

- I trust charities more if I have heard of them
- I trust charities if they assist overseas

Correlation value: 0.3

- That are open I trust charities if they assist locally
- I trust charities more if they are clear about how they are managed
- I feel more confident in charities about how they use their resources
- I feel confident donating to an unknown charity if the cause is good
- I trust charities with well known supporters and patrons

Correlation value: 0.2

- I trust charities that I have a personal connection to
- I trust big charities more than smaller ones

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
Correlation value: -0.0	
➤	I know very little about how charities are run

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.

Three factors were extracted from the 21 statements asked in the survey. These three factors accounted for 50% of the total variance.

Management and outcomes

The first factor was the most important one since it accounted for 34% of the total variance. The two statements in factor one that showed the highest correlation were:

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

The remainder of statements that made up this factor were mainly to do with the management and outcomes of charities and included statements on topics such as: being well managed, ethical and honest, open with how resources are managed and being trustworthy. Rounding out the statements in this factor was a group of five statements that related to the profile of a charity which included such topics as: trusting charities if respondents had heard of them before or they had well known supporters and patrons and trusting charities if they assisted locally or if they had a personal connection to the charity.

Openness

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

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

The final two statements that completed this factor included ones to do with charities spending too much money on administration and using more dubious fundraising techniques these days.

Doubt

The third factor which was composed of four statements accounted for 7% of the variance. The statements in this final factor could be defined as being related to doubt. The statements that make up this factor included:

- I trust charities more if they are clear about how they are managed.
- I know very little about how charities are run.
- I feel confident in charities that are open about how they use their resources.
- I trust charities with well known supporters and patrons.

FACTOR ANALYSIS
Correlation to Factors

	Management and Outcomes	Openness	Doubt
Trust charities to: Ensure a reasonable proportion of donations get to the end cause	.830		
Trust charities to: Spend their money wisely and effectively	.827		
Trust charities to: Make a positive difference to the matters they address	.817		
Trust charities to: : Be well managed	.794		
Trust charities to: : Ensure that their fundraisers are ethical and honest	.759		
Trust charities to: : Let the public know how they use their resources, including money from donations	.756		
Agree or disagree: Most charities are trustworthy	.725		
Agree or disagree: Charities are sufficiently regulated to ensure they act for the public benefit	.611		
Agree or disagree: Charities play a very important role in society today	.604		
Agree or disagree: I trust charities if they assist overseas	.577		
Agree or disagree: I trust charities more if I have heard of them	.550		
Agree or disagree: I trust charities with well known supporters and patrons	.499		.422
Agree or disagree: I feel confident donating to an unknown charity if the cause is good	.453		
Agree or disagree: I trust charities if they assist locally	.416		
Agree or disagree: I trust charities that I have a personal connection to	.400		
Agree or disagree: I trust charities more if they are clear about how they are managed	.417	.533	
Agree or disagree: I feel more confident in charities that are open about how they use their resources	.446	.466	-.438
Agree or disagree: Charities spend too much of their funds on administration		.451	
Agree or disagree: Charities use more dubious fundraising techniques these days		.437	
Agree or disagree: I trust big charities more than smaller ones			.582
Agree or disagree: I know very little about how charities are run			.470

9.3 Drivers of trust and confidence in charities

After the factor analysis was performed, correlations were computed for overall trust and confidence in charities and the newly created factors. The following table shows the value of these correlations:

Management and outcomes clearly showed the highest correlation, at 0.7, meaning that increased scores for measures here were most likely to affect overall trust and confidence in charities, and that focusing on increasing agreement with the statements contained in this factor is likely to increase overall trust and confidence in charities.

The correlations for openness and doubt were lower, meaning that changes in scores here were less likely to result in overall changes in trust and confidence. Increases in scores for Doubt were likely to result in a mild decrease in overall trust and confidence in charities.

The following table shows the value of the correlations between the three identified factors and overall trust and confidence:

FACTORS SHOWING CORRELATIONS AGAINST TRUST AND CONFIDENCE IN CHARITIES	
	Correlation value: 0.7
➤ Management and outcomes	
	Correlation value: 0.3
➤ Openness	
	Correlation value: 0.1
➤ Doubt	

Compared to 2009

When comparing the total agree/ total trust percentages from 2008 to 2010 there has generally been more decreases in these individual measures and this has been mirrored by the decrease in the general trust and confidence in charities.

10. Appendix 1: Full tables

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 %	1 %	2 %	3 %	TOTAL 0-3 %	4 %	5 %	6 %	TOTAL 4-6 %	7 %	8 %	9 %	10=You trust them completely %	TOTAL 7-10 %	Unsure %	Mean*
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 %	1 %	2 %	3 %	TOTAL 0-3 %	4 %	5 %	6 %	TOTAL 4-6 %	7 %	8 %	9 %	10=You trust them completely %	TOTAL 7-10 %	Unsure %	Mean*
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 (2010)

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

	0=You don't agree at all %	1 %	2 %	3 %	TOTAL 0-3 %	4 %	5 %	6 %	TOTAL 4-6 %	7 %	8 %	9 %	10=You totally agree %	TOTAL 7-10 %	Unsure %	Mean*
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 %	1 %	2 %	3 %	TOTAL 0-3 %	4 %	5 %	6 %	TOTAL 4-6 %	7 %	8 %	9 %	10=You totally agree %	TOTAL 7-10 %	Unsure %	Mean*
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	19	23	11	20	73	2	7.5
I trust charities if they assist locally	4	1	2	3	10	4	19	13	36	19	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	15	15	6	14	50	9	6.6
Most charities are trustworthy	3	1	3	5	12	6	17	12	35	21	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	18	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	14	11	5	8	38	1	5.6
Charities use more dubious fundraising techniques these days	6	2	7	10	25	8	17	10	35	12	9	3	7	31	8	5.3
I trust big charities more than smaller ones	15	3	7	9	34	7	20	9	36	12	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	11	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 (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)