

Ipsos MORI
Social Research Institute



Public perceptions of charity

**A report for the Charities Act 2006
review**

15 May 2012

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Executive summary

Executive summary

This report presents the findings of a survey of the general public conducted to inform the Review of The Charities Act 2006. A representative sample of 1,004 adults in England and Wales aged 18+ were interviewed by telephone between 20th-22nd April to capture their views on the following areas:

- The nature and role of charities
- The Charity Commission and regulation
- Information and complaints about charities
- The role of trustees
- Fundraising practices.

The nature and role of charities

Over a third of the general public have high levels of trust and confidence in charities (35%), defined as those giving a score of 8 or higher on a 10 point scale. The mean score given by the public is 6.45. How charities spend their money is a key issue for those who lack trust and confidence. Over two fifths (45%) of those with low trust and confidence in charities feel charities 'spend too much of their funds on salaries/administration', while a quarter say they do 'not know how charities spend their money' (27%) and a fifth think charities 'waste money' (21%).

More than half of people see the main role of charities as funding research (55%) and providing advice, guidance and support to individuals (53%). These were overwhelmingly seen as the two most important activities, with less than three in ten seeing providing services (28%) and overseas poverty relief (27%) as important.

The Charity Commission and regulation

Over half of people agree that charities are effectively held to account for how they spend the money they receive (56%), whilst one fifth disagree (20%). Nearly half of those surveyed had heard of the Charity Commission before the survey (47%). Amongst those who have heard of the Charity Commission, understanding of what it does is mixed with just under half feeling they understand what the Charity Commission does well (48%), and a similar proportion feeling they do not (51%).

The public were given a list of possible roles or functions of the Charity Commission and asked whether they thought it was likely or unlikely that these were areas the Charity Commission had responsibility for. All of the options given were felt to be likely responsibilities of the Commission by the majority of the public. It is clear from the findings that the public have a misconception over what the Charity Commission's roles are. The most identified likely role is 'investigating complaints about charities' work' (91%), which is not something the Charity Commission has responsibility for. This is followed by 'inspecting charities to ensure they are meeting their legal obligations' (88%), a role the Commission does play.

Following this, respondents were given some more information about the roles of the Charity Commission and asked if they felt these were being fulfilled. Two thirds of the public feel that the Commission does fulfil these functions (64%) and less than one in ten disagree (8%). A large minority are undecided, however, with three in ten (29%) neither agreeing nor disagreeing, or saying they don't know.

Information and complaints about charities

Respondents were asked, from a choice of nine aspects, what was important to them when deciding whether to support a charity. Nearly all feel that details about what the charity does (98%), what the charity spends its money on (97%) and evidence of the impact the charity has (97%) are the most important factors. All the options given were seen as important, with the lowest result being for details of salaries of its executives and staff, which is still seen as important by two thirds of people (76%).

When it comes to complaining about charities where people are unhappy with service or conduct of a charity, most would raise this complaint with another person or department in the charity (71%) or with the Charity Commission (67%). However, when the issue is around a charity's funds not being used properly, seven out of ten would raise this with the Charity Commission (72%), and just over half with another person or department in the charity (53%).

The role of trustees

Current involvement with charities was low, with one in seven working for a charity as a paid employee, trustee, volunteer or member of a charity's executive and only two per cent saying they were a trustee of a charity. Four in ten said they did not have the time to be a trustee (39%) while a quarter had never thought about it (25%). Those who were not currently trustees were asked if they thought trustees got paid; over a third think they are not paid (37%) while three in ten think they are (31%), and the rest do not know (32%).

When asked what they the role of trustees was, from a provided list, eight in ten feel trustees "ensure that the Charity complies with the law" (80%), and seven in ten identify "financial management" (71%) and "oversight of management" (68%) as roles.

When given more information about the role of trustees, the majority of the public feel that trustees should not be paid (61%), other than expenses. However, views here do vary widely on demographic grounds, with nearly half of 18-24 year olds thinking trustees should be paid (47%), and half of BME people (50%) compared to a third of White people (32%). In addition, two thirds of people agree that paying trustees would encourage a wider range of people to consider signing up to be one (65%), while just one in five disagree (20%).

Fundraising practices

Respondents were asked about the ways they had been asked to give to charity, and the ways they preferred to give to charity. Most had been asked to put money in a collection tin (86%) and also preferred to give this way (79%). Sponsoring someone was also a common way to be asked (75%) and a popular way to give (77%). Six in ten had been asked to donate via an ongoing direct debit (58%) but fewer preferred to give this way (41%).

A third have been asked to give money to a door-to-door collector (34%) but only a fifth prefer to give this way (17%). Similarly, a third have been asked to sign up to a direct debit off the street (34%) but few prefer to give this way (6%).

Seven out of ten believe that more should be done to regulate the fundraising activities of charities, but very few have heard of the Fundraising Standard Board (FRSB) which fulfils the role. Nine in ten have not heard of the FRSB (90%). When given information about what the FRSB does, the public are split in their views on whether the scheme should be compulsory or voluntary, with 50% saying compulsory, 43% voluntary and 7% undecided.

Where a charity continually fails to follow fundraising standards, over half feel it should have its charitable status removed (54%), by far the most popular sanction. Other options given include naming and shaming of charities, (15%), fines (14%) and sanctions against the trustees of the charity (12%).

Introduction and methodology

Introduction

Background

This study forms one part of the evidence underpinning the Review of the Charities Act 2006 being conducted by Lord Hodgson, the Review being a statutory obligation under the terms of the Act (which in turn resulted from The Cabinet Office's Strategic Review of 2002).

Very broadly, there are two underlying aims:

- 1) To report on the operation and effectiveness of the provisions of the 2006 Act;
- 2) To consider whether further changes could be made to improve the legal and regulatory framework for charities

The Review's work is framed by four wider core principles:

- The need to maintain public trust and confidence in charities;
- The need to maintain the independence and diversity of the sector;
- The need to ensure the sustainability and resilience of the sector;
- The need to facilitate innovation and growth in the sector.

More specifically, under Section 73 of the Act, the Review must consider the Act's impact on:

- i) public confidence in charities;
- ii) the level of charitable donations;
- iii) the willingness of individuals to volunteer;
- iv) charities that were "excepted" but have had to register as a result of the Act;
- v) the status of the Charity Commission as a non-Ministerial Department.

However, as it is the public who are the beneficiaries of charities, this research was commissioned to ensure that the Review is grounded in a clear understanding of what the public want from charities and their regulator. Public trust and confidence is what the charity sector relies on to sustain it and so the public's views are essential in order to make sure that this trust and confidence remains.

Research objectives

To meet these objectives, this survey of the general public was conducted to ascertain the public's views in five key areas:

- The nature and role of charities
- The Charity Commission and regulation
- Information and complaints about charities

- The role of trustees
- Fundraising practices

...and in particular:

- 1) **To understand how charities are perceived by the public and the impact that the 2006 Act has had on this perception;**
- 2) **To understand whether the charity sector is seen as sufficiently accountable (and its regulator as sufficiently effective) to have and retain the public's confidence;**
- 3) **To understand whether existing information provision and avenues of complaint are sufficient to generate and maintain public satisfaction and confidence;**
- 4) **To understand if and how the recruitment and work of trustees can be better supported;**
- 5) **To understand whether current fundraising regulation framework is effective in generating and maintaining public satisfaction and confidence.**

Guide to data analysis and reporting

This report presents the findings for a survey of 1,004 adults in England and Wales on public trust and confidence in charities. The research was conducted by Ipsos MORI on behalf of the Cabinet Office.

Comparison is made with data from other surveys where questions have been repeated. These comparisons are indicative only.

Please note that percentages for sub-samples or groups need to differ by a certain number of percentage points for the difference to be statistically significant. The number will depend on the size of the sub-group sample and the percentage finding itself. Further explanation and an example are given in the section of this document entitled "Statistical Reliability".

When an asterisk (*) appears, this indicates a percentage of less than half, but greater than zero. Where percentages do not add up to 100% this can be due to a variety of factors – such as the exclusion of 'Don't know' or 'Other' responses, multiple responses or computer rounding.

Methodology

The questions were administered via Ipsos MORI's Telephone Omnibus service, the regular Ipsos MORI survey among the general public. A nationally representative sample of adults (aged 18+) in England and Wales was interviewed by Ipsos MORI. Interviews were conducted between 20th and 22nd April 2012.

Sampling

A nationally representative sample of n=1,000 adults aged 18+ in GB is interviewed on each telephone omnibus. Respondents are recruited via a process of Random Digit Dialling (RDD) with quotas set on age, sex and region (see appendices IV. for actual quotas). The data is

post weighted to the profile of all adults aged 18+ (including non telephone owning households) using 8 key demographic variables: age, sex, region, social class, household tenure, work status, number of cars in the household and whether or not respondent has taken a foreign holiday in the last 3 years. Targets for the weighted data are derived from the National Readership survey, a random probability survey comprising 34,000 random face-to-face interviews conducted annually. Omnibus interviews are conducted via a CATI (Computer Aided Telephone Interviewing) system from our wholly owned call centres where we have over 300 CATI stations.

Acknowledgements

Ipsos MORI would like to thank Rebecca Crosier from the Cabinet Office for her help and advice throughout the research, as well as the 1,004 members of the public who gave up their time to take part in the survey.

Publication of data

Compliance with the Market Research Society Code of Conduct and our clearing is necessary of any copy or data for publication, web-citing or press releases which contain any data derived from Ipsos MORI research. This is to protect our client's reputation and integrity as much as our own. We recognise that it is not in anybody's interests to publish survey findings which could be misinterpreted or presented inaccurately, or misleadingly.

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Trust and confidence in charities

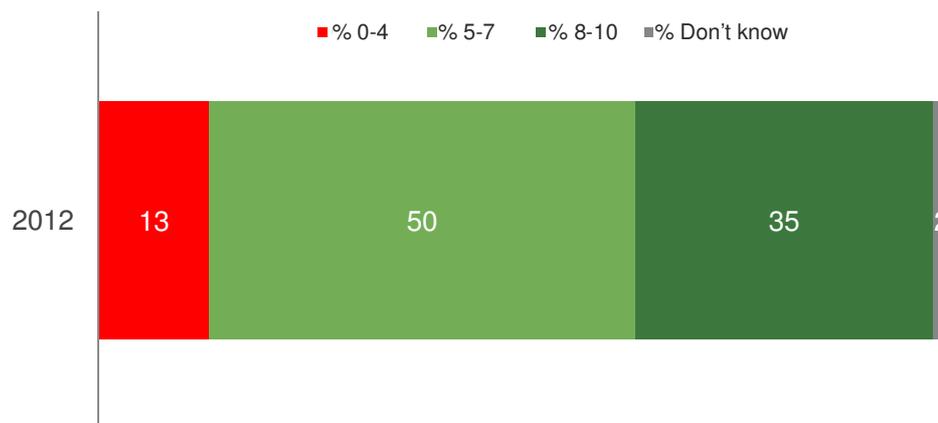
Trust and confidence in charities

The public were asked to give an overall trust and confidence rating in charities using a scale of 0 to 10, where 0 means they do not trust charities at all, and 10 means they trust charities completely. The mean score is 6.45; the last time this question was asked of the general public in 2010¹ the mean score was 6.6, so the public's views remain similar.

However, the proportion of people with high levels of trust, a rating of 8-10, is 35%, which is lower than the proportion in 2010 (41%) but in line with the figures from 2008² (36%). Trust is higher amongst those who have heard of the Charity Commission and those who believe that charities are held to account for how they spend the money they receive (all statements asked later in the study).

Trust and confidence in charities

Q Firstly, thinking about how much trust and confidence you have in charities overall, on a scale of 0-10 where 10 means you trust them completely and 0 means you don't trust them at all, how much trust and confidence do you have in charities?



Base: All respondents (1,004). Fieldwork: 20th – 22nd April 2012.

Source: Ipsos MORI

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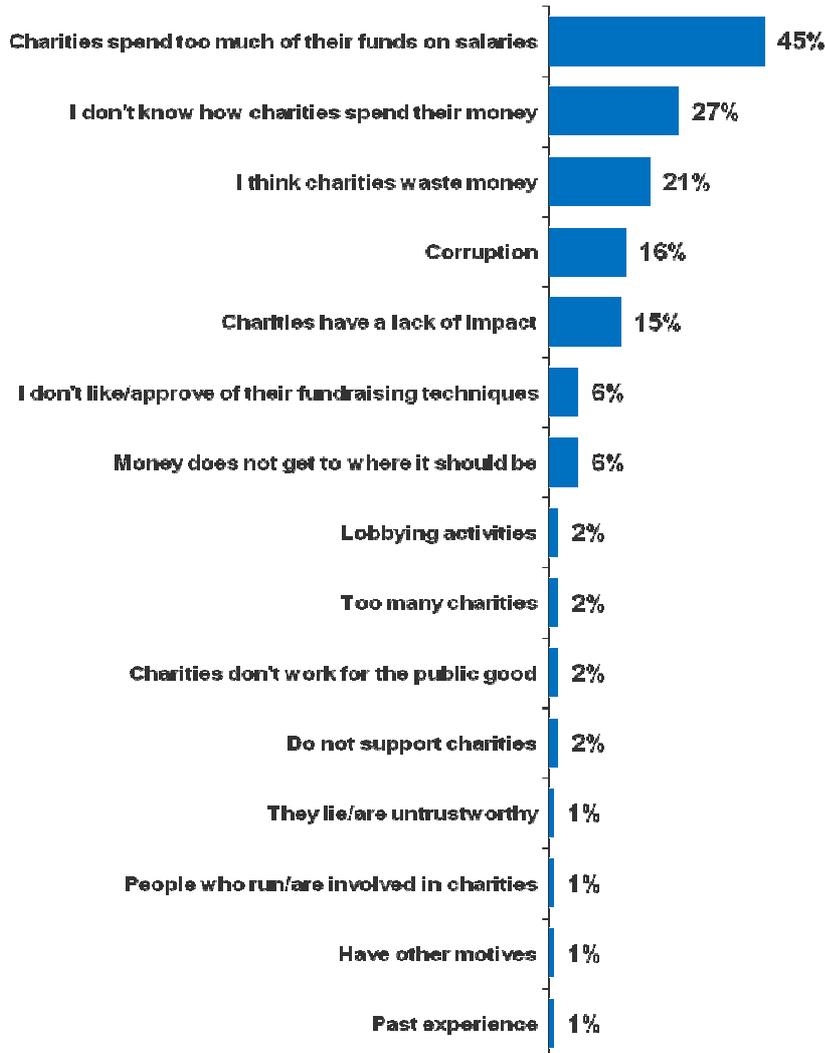
¹ Public Trust and Confidence in Charities 2010, a research study by Ipsos MORI for the Charity Commission. A representative survey of 1,150 adults aged 18+ in England and Wales was conducted by telephone. Interviewing was conducted between 7 and 17 May 2010.

² Public Trust and Confidence in Charities 2008, a research study by Ipsos MORI for the Charity Commission. A representative survey of 1,008 adults 18+ in England and Wales was conducted by telephone. Interviewing was conducted between 8th and 24th February 2008.

Those who give the lowest scores on this measure (a score of 4 or less) were then asked, unprompted, *why* they lacked trust and confidence in charities. The top three reasons given all relate to charity financing. By far the most common reason (as the following chart shows) is that ‘charities spend too much of their funds on salaries/administration’ (45%), followed by ‘not knowing how charities spend their money’ (21%), and ‘thinking charities waste money’ (21%). How charities actually raise money was less of a concern, with 6% saying they lacked trust and confidence because they ‘don’t like/approve of their fundraising techniques/activities’.

Reasons behind lack of trust

Q Why do you lack trust and confidence in charities?



Base: All respondents who lack trust and confidence in charities (119)
 Fieldwork 20th – 22nd April 2012

Source: Ipsos MORI

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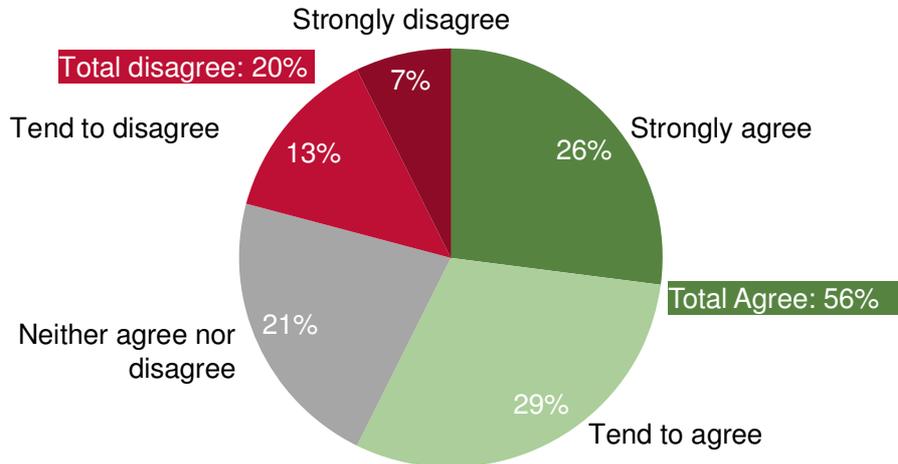


Source: Ipsos MORI

Over half of respondents (56%) agree that charities are effectively held to account for how they spend the money they receive, while one in five (20%) disagree. One quarter (25%) are either neutral (neither agree not disagree) or have no opinion at all.

Holding charities to account

Q To what extent do you agree or disagree that charities are effectively held to account for how they spend the money they receive?



Base: All respondents (1,004). Fieldwork: 20th – 22nd April 2012.

Source: Ipsos MORI

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The elderly are more likely to disagree that charities are effectively held to account, with one in four (25%) aged 65 or over saying they disagree compared with one in five overall. As might be expected, those who lack trust and confidence in charities are less likely to agree that they are effectively held to account for how they spend their money with half (51%) of those who rate their trust and confidence in charities as four or less out of ten saying they disagree that they are effectively held to account. Conversely, three in four (73%) of those who have high trust and confidence in charities agree that charities are effectively held to account for how they spend their money.

Respondents who work for a charity and those who have heard of the Charity Commission are also significantly more likely than average to agree that charities are effectively held to account (66% and 59%, respectively).

Complaints about charities

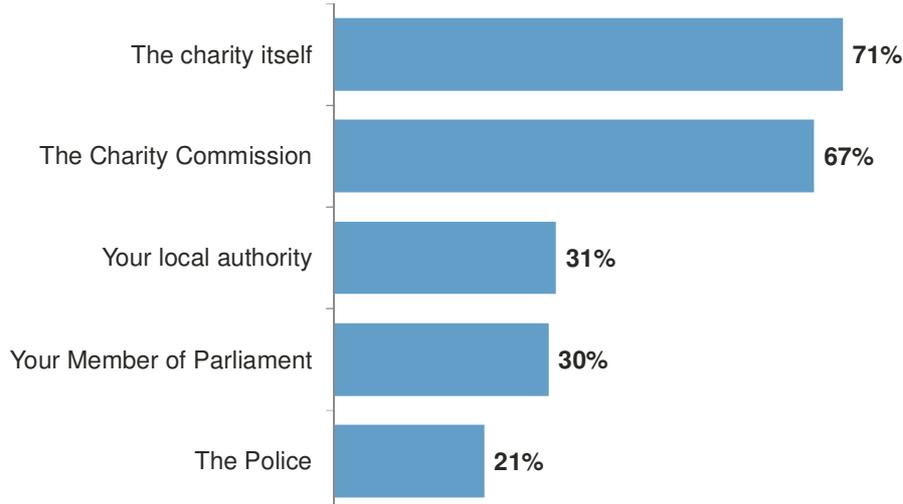
The public were asked about how they would raise complaints about charities where they were unhappy with the service or conduct of a charity and where they felt a charity was misusing its funds.

Of five provided options outlined in the following chart, the public are most likely to make a complaint about the service or conduct of a charity to either another person at the charity itself (71%) or the Charity Commission (67%). Those who have heard of the Charity Commission are more likely to complain to them (78%) while those who haven't are more likely to complain to the charity itself (77%). This does indicate that those who have heard of the Charity Commission may not have a good understanding of its role, as investigating

complaints is not one of its responsibilities. At the other end of the scale, those who lack trust and confidence in charities are more likely to not complain to anyone (7% compared to 2% of the general public).

Preferred methods of complaint (prompted)

Q *Thinking generally, if you wanted to make a complaint about the service or the conduct of a charity and you felt the charity itself was unable or unwilling to help you to resolve the complaint – who, if any, of the following would you next consider contacting?*



Base: All respondents (1,004). Fieldwork: 20th – 22nd April 2012.

Source: Ipsos MORI

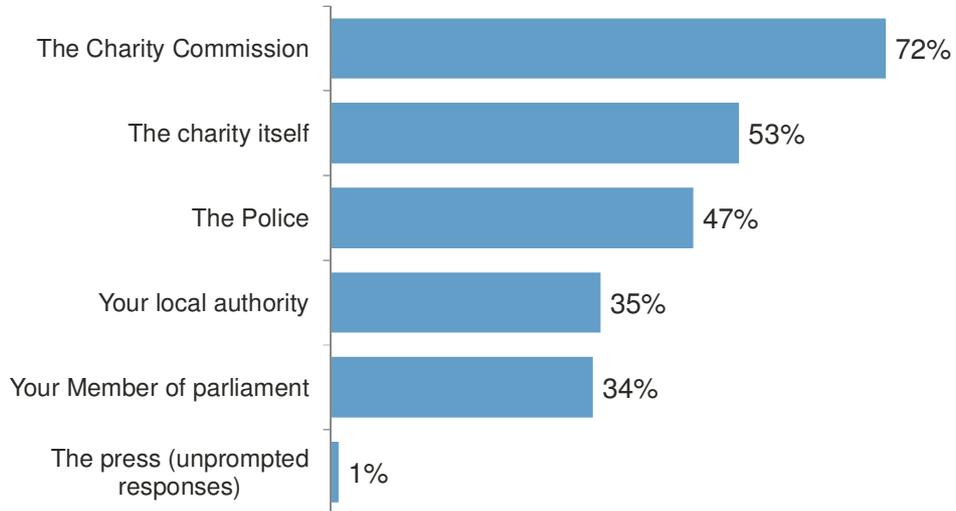
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Where the public had concerns about a charity’s funds not being used properly, seven out of ten would report this to the Charity Commission (72%), with just over half saying they would report to the charity itself (53%), and just under half to the police (47%). The Charity Commission is responsible for investigating complaints in this area, so it is encouraging that the majority would turn to it. Again, those who have heard of the Charity Commission were more likely to say they would report concerns to them (82%).

Raising concerns over use of funds – preferred avenues (prompted)

Q *Who would you notify if you had serious concerns that a charity's funds were not being used properly?*



Base: All respondents (1,004). Fieldwork: 20th – 22nd April 2012.

Source: Ipsos MORI

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The role of charities and trustees

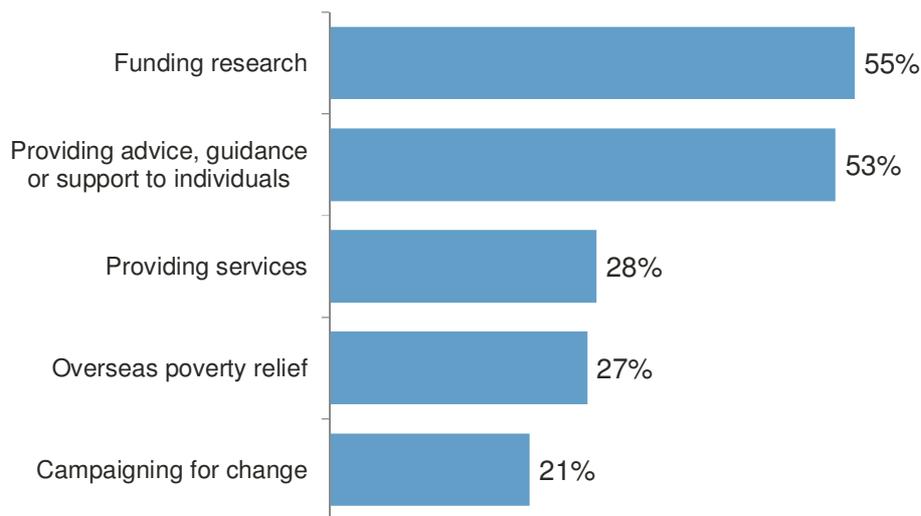
The role of charities and trustees

The role of charities

Respondents were asked to name the most important activities for charities to do from a prompted list of five options: funding research; providing advice, guidance or support to individuals; providing services; overseas poverty relief and campaigning for change. As shown in the following chart, more than half of people place funding research (55%) and providing advice, guidance or support to individuals (53%) in the top two most important activities. These two roles are overwhelmingly considered the most important of the five. By contrast, less than 3 in 10 think providing services (28%) is among the two most important things for charities to do and a similar number see overseas poverty relief as among the two most important (27%). Only one in five see campaigning for change (21%) as among the two most important of the five activities.

Most important roles of charities (prompted)

Q *What two of the following, if any, do you think it is most important for charities to do?*



Base: All respondents (1,004). Fieldwork: 20th – 22nd April 2012.

Source: Ipsos MORI

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Ethnicity is an important factor in shaping these views, with over half of people from BME backgrounds choosing overseas poverty relief as most important (52%), compared to a quarter of people from white backgrounds (24%). Those from white backgrounds are much more likely to see funding research as important, with 58% choosing this compared to 33% of BMEs.

The views of members of the public who work for charities and those who don't diverge slightly in terms of importance placed on the various activities. Those who do not work for a charity are most likely to regard funding research as among the most important two activities

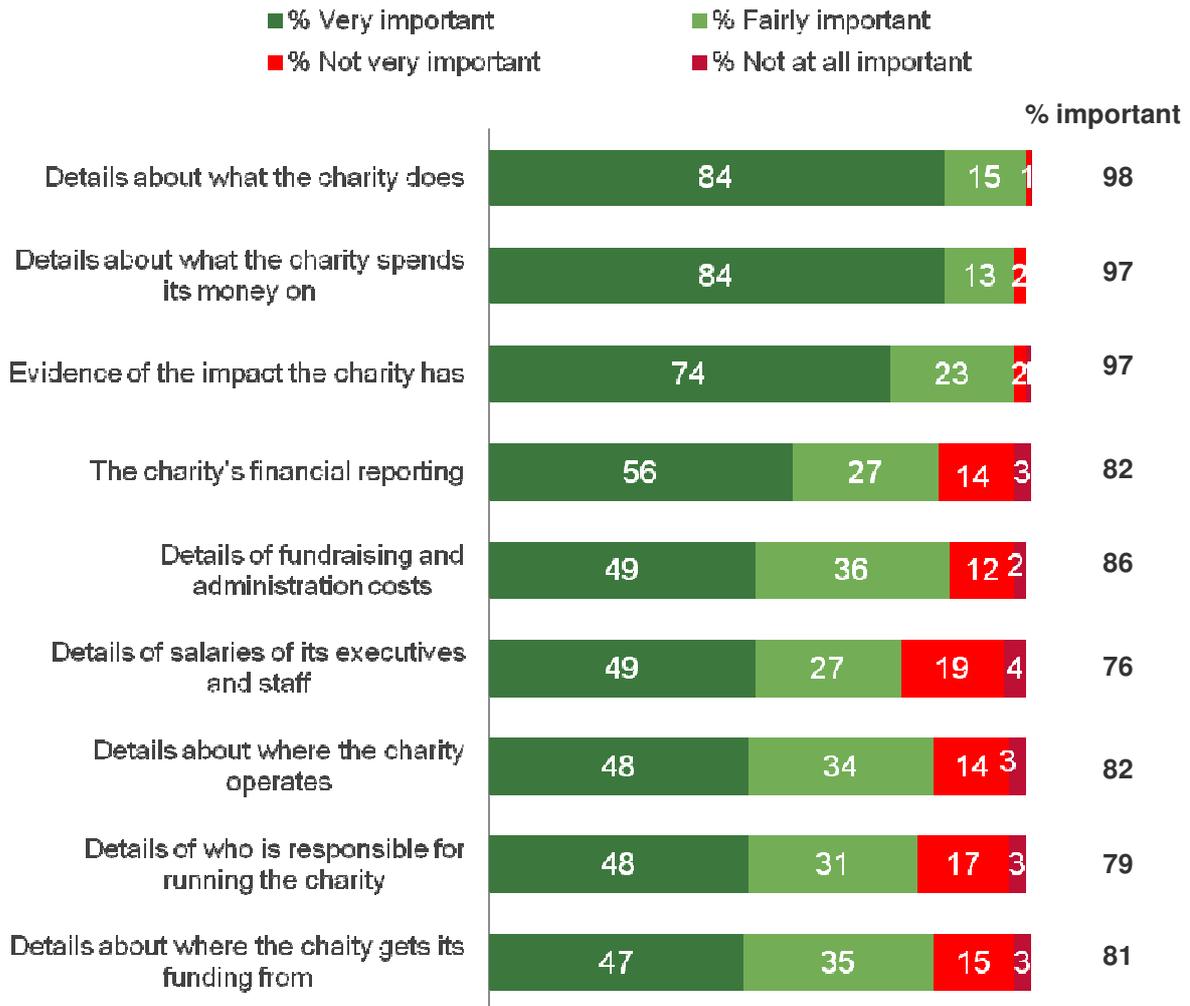
than those who work for a charity; the proportion selecting this is significantly higher than the proportion of those who work for a charity (57% vs. 47%). Those who work for a charity are most likely to consider providing advice, guidance or support to individuals as one of the two most important things for charities to do (59%).

What is most important to people in deciding whether to support a charity?

The public were asked how important each of nine aspects of charities is to them in deciding whether to support a charity. As the following chart shows, the public overwhelmingly regard 'details about what the charity does' (98%); 'details about what the charity spends its money on (97%); and 'evidence of the impact the charity has' (97%) as important.

Deciding whether to support a charity

Q *I'm now going to read you a list of aspects of charities. How important, if at all, are each of the following aspects to you in deciding whether to support a charity?*



Base: All respondents (1004)
Fieldwork 20th – 22nd April 2012

Source: Ipsos MORI

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'Details of salaries of a charity's executives and staff' (76%) and 'details of who is responsible for running the charity' (79%) are viewed as important by the lowest proportion of respondents. In terms of 'net importance', that is the proportion who view them as important minus the proportion who do not, only half (53%) regard details of salaries of executives and staff and six in ten (59%) regard details of who is responsible for running the charity as important.

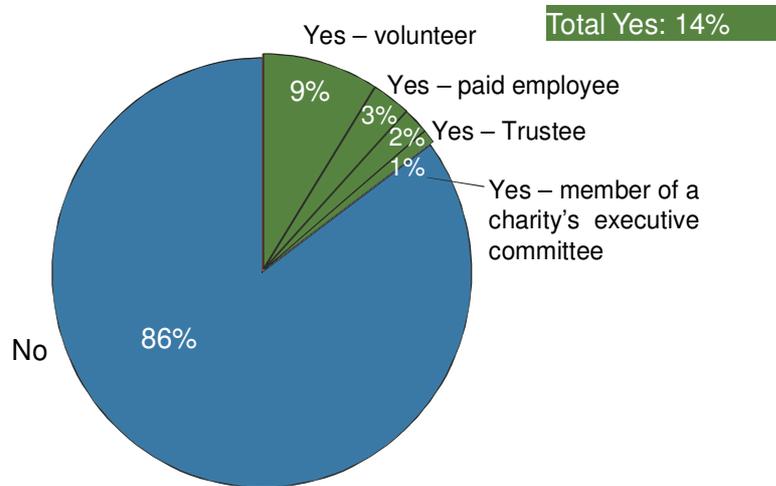
As might be expected, overall trust and confidence in charities is closely related to views of importance of knowing about a charity's finances. For example, whilst three quarters of respondents overall (76%) say that 'details of salaries of its executives and staff' is important to them in deciding whether to support a charity, this falls to around two thirds (68%) of those who have high trust (a trust rating of 8 to 10 out of 10) in charities but rises to well over nine in ten (95%) who lack trust in charities (a trust rating of 0 to 4 out of 10).

Being a trustee of a charity

Around one in seven (14%) of respondents stated that they work for a charity, either as a paid employee, a trustee, a volunteer or a member of a charity's executive or management committee, yet only two per cent state that they are a trustee of a charity.

Working for a charity

Q Do you work for a charity, either as a paid employee, a trustee, a volunteer or a member of a charity's executive or management committee?



Base: All respondents (1,004). Fieldwork: 20th – 22nd April 2012

Source: Ipsos MORI

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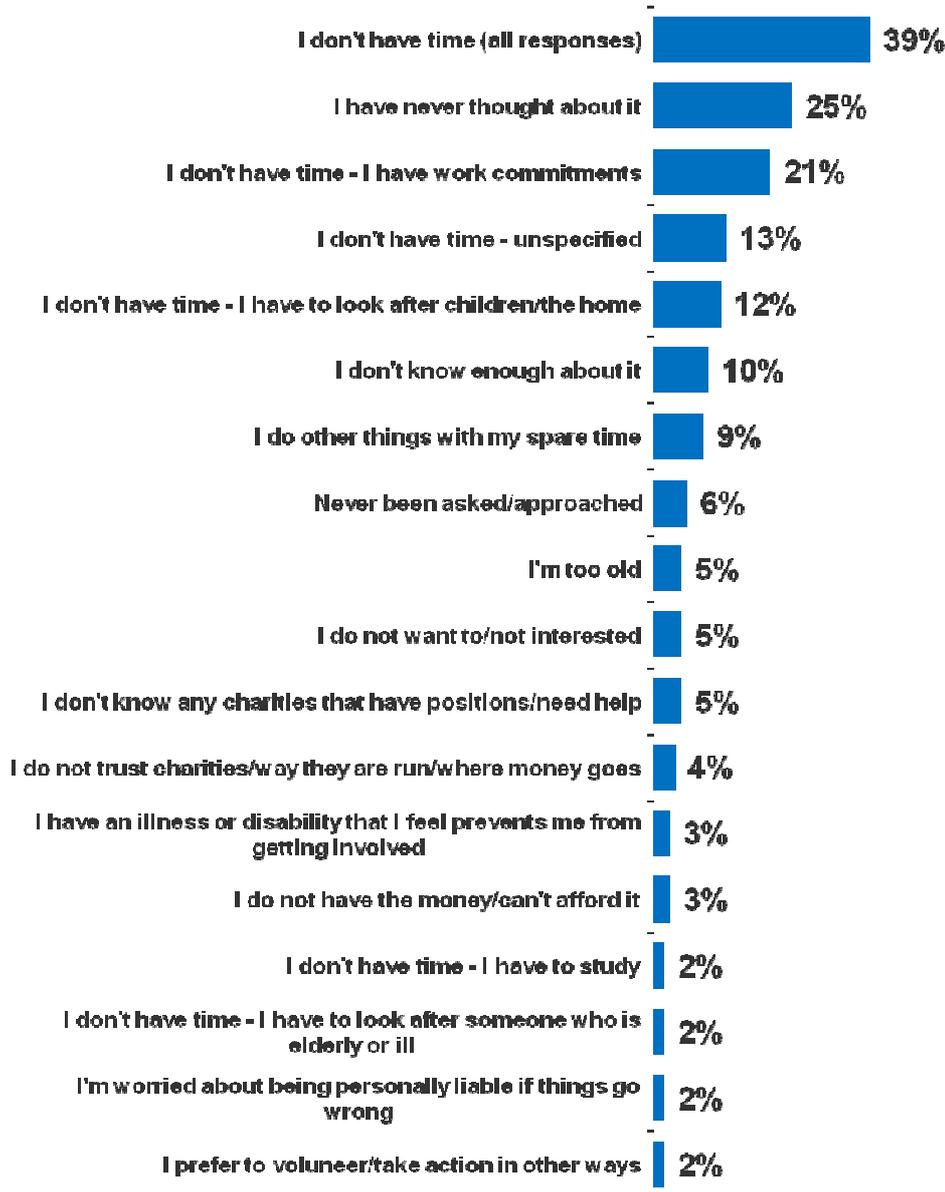


The 98% of overall respondents who are not currently a trustee of a charity were asked to provide unprompted reasons why. 'I don't have the time' (39%) and 'I have never thought about it' (25%) were by far the two most commonly cited reasons. A detailed breakdown of reasons provided is displayed in the following table. Of those who said they don't have the time, 'work commitments' (21% of all non-trustees) and looking after children/the home (12% of all non-trustees) were the most commonly cited reasons.

Work and family commitments seem to be particular barriers for adults in the 35-44 age group. A third (32%) of adults in this age group cite work commitments and a quarter (26%) cite children/home commitment, a significantly higher proportion than overall respondents (12%). Younger people in the 25-34 age group are significantly more likely say they have never thought about becoming a trustee (34% vs. 25% overall).

Reasons for not being a trustee

Q Why are you not currently a trustee of a charity?



Base: All respondents who are not a trustee of a charity (976)

Fieldwork 20th – 22nd April 2012

Source: Ipsos MORI

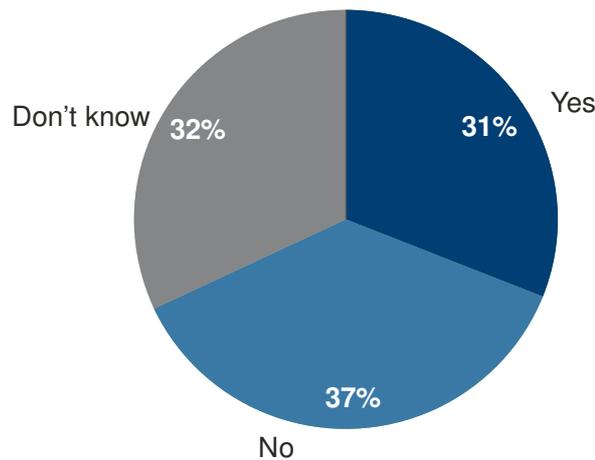
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Respondents who are not currently trustees of charities were asked, unprompted, whether they think charities currently pay their trustees. Responses were mixed; three in ten (31%) think they do, around a third (37%) think they do not and a further third (32%) said they don't know.

Public perceptions on whether charities pay their trustees

Q Do you think that charities currently pay their trustees?



Base: All respondents who are not a trustee of a charity (976). Fieldwork: 20th – 22nd April 2012

Source: Ipsos MORI

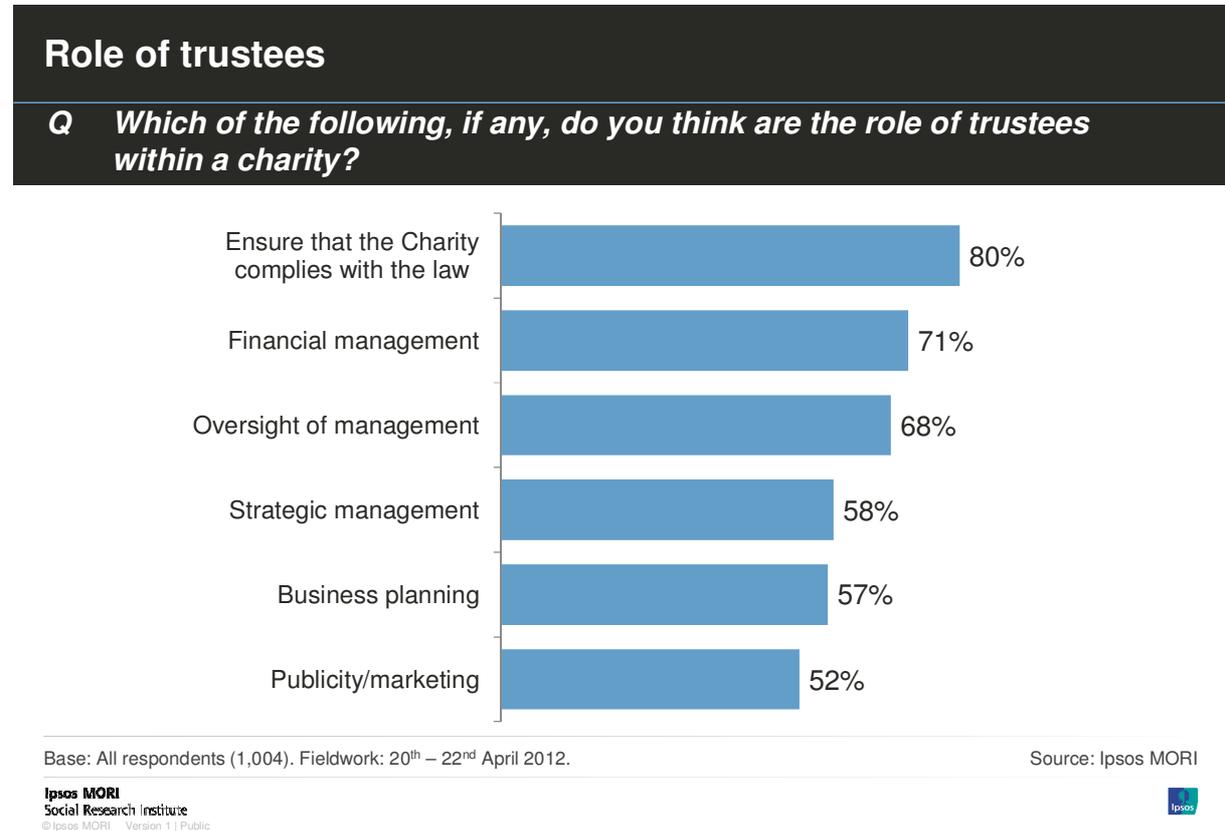
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Respondents who have heard of the Charity Commission are more likely to think that charities do not pay their trustees than those who have not heard of the Commission (47% vs. 28%). Overall trust in charities is also correlated with views on this measure – those who lack trust in charities are significantly more likely to believe they pay their trustees than those who have high trust in charities (43% vs. 26%).

The role of trustees

The public were asked which roles from a prompted list of six are the roles of trustees within a charity. As the following chart outlines, four in five (80%) think 'ensuring that the Charity complies with the law and regulatory requirements' is a role of trustees; this is followed by 'financial management' (71%); and 'oversight of management' (68%).



While around half of all respondents (52%) think 'publicity/ marketing' is a role of trustees within a charity, those who haven't heard of the Charity Commission are significantly more likely than who have heard of the Commission to believe it is a role of trustees (57% vs. 46%).

After being asked for their views on the roles of trustees, respondents were then informed that (through a read out statement by the interviewer):

Trustees are groups of people who run charities and have overall responsibility for making sure that their charity is properly run (including its financial management) and is achieving its charitable aims.

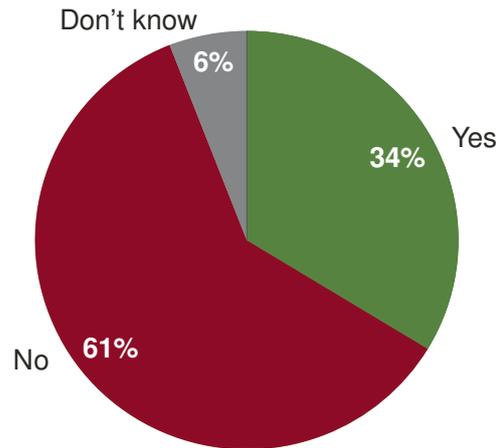
The vast majority of charity trustees are volunteers and are generally paid only their expenses.

After being provided this information, the public were asked whether they think that charities should be allowed to pay their trustees, other than expenses. Whilst a third (34%) think

charities should be allowed to pay their trustees in this way, the majority (61%) are against the idea. This is outlined in the following chart.

Should charities pay trustees?

Q Do you think that charities should be allowed to pay their trustees, other than expenses?



Base: All respondents (1,004)

Source: Ipsos MORI

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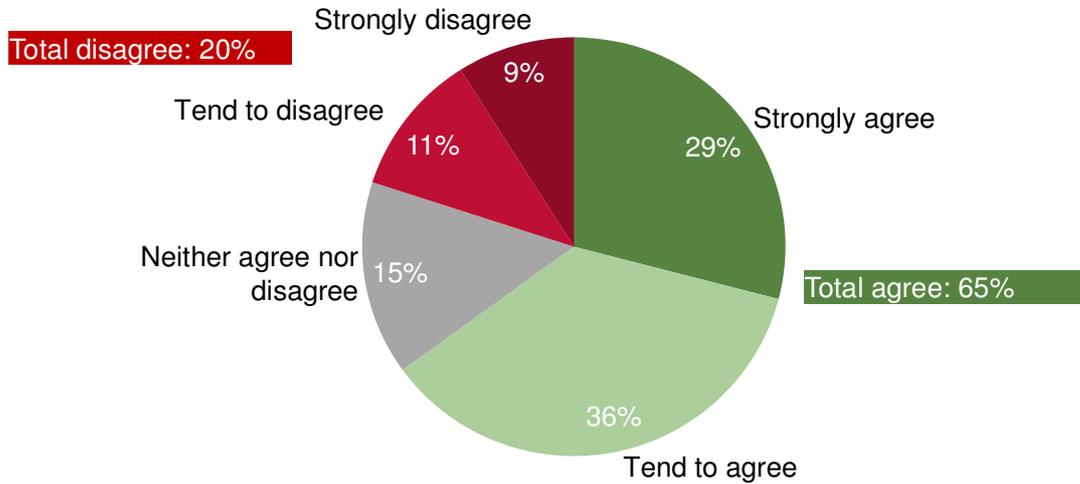
There are some distinct differences in opinions at sub-group levels. For example, younger respondents are far more likely than older respondents to support the idea with around half (47%) of 18-24 year olds in favour of paying trustees compared with just one in five (22%) of those aged 65 or over. BME respondents are also far more likely to support paying trustees than white respondents (50% vs. 32%).

Although the majority of people are against trustees being paid, other than expenses, two thirds agree that paying trustees would encourage a wider range of people to consider signing up to be one (65%). Agreement is particularly strong amongst younger people, with four in five of those aged 18-24 agreeing (81%) and seven in ten of 25-34 year olds (72%) and 35-44 year olds (72%). Agreement also differs by social class, with those in the C1 social grade more likely to agree (71%) than those in the highest AB grade (59%).

Taken together, these findings indicate that remuneration may be an effective mechanism for broadening the demographic profile of charity trustees. However, given that the majority are against paying trustees, such a move would not be welcomed by all and careful consideration of the impact of paying trustees on the public's view of charities would be required.

Impact of paying trustees

Q To what extent do you agree or disagree that paying charity trustees would encourage a wider range of people to consider signing up to be one?



Base: All respondents (1,004). Fieldwork: 20th – 22nd April 2012.

Source: Ipsos MORI

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The Charity Commission

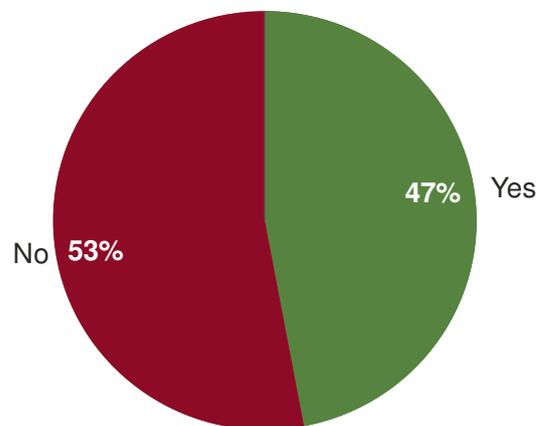
The Charity Commission

Awareness of the Charity Commission

Respondents were asked whether they had heard of the Charity Commission prior to the survey. Around half of those who took part in the survey said they had heard of the Charity Commission (47%) while half said they had not heard of the Commission (53%).

Knowledge of the Charity Commission

Q Prior to this interview, had you ever heard of the Charity Commission?



Base: All respondents (1,004). Fieldwork: 20th – 22nd April 2012.

Source: Ipsos MORI

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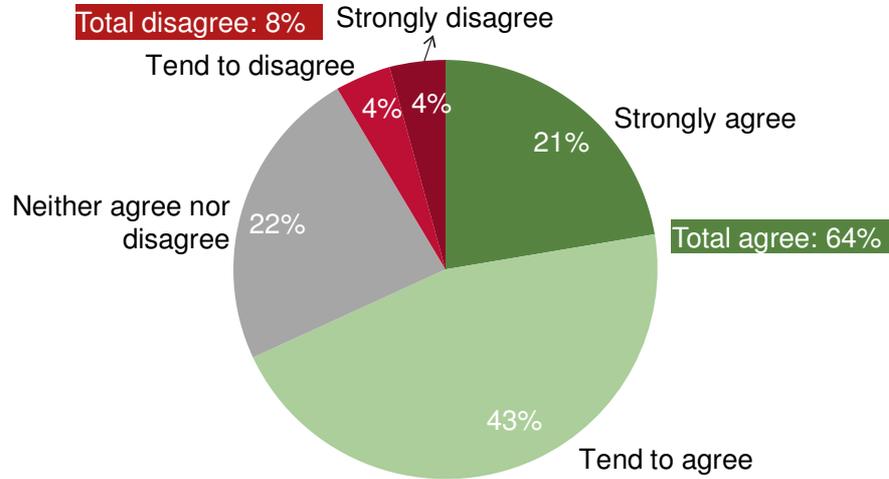
Age and social class are related to awareness of the Charity Commission, with older people and those in social class AB significantly more likely to have heard of it. For instance, three in five (60%) of those aged 65 or over say they had heard of the Commission compared with just one in five (22%) of those aged 18-24. Those in social class AB are more likely than average to say they have heard of the Commission (59%), while just three in ten (29%) of those in social class C2 report that they had previously heard of the Commission.

Those who have heard of the Charity Commission were asked how well they understand what the Commission does. Around half (48%) say they feel they understand well what the Commission does well (either fairly well or very well), though half (51%) say they don't understand well. Those who have heard of the Charity Commission and rate their trust and confidence in charities as high (8 or more out of 10) are significantly more likely to say they understand well what the Charity Commission does with three in five (59%) stating this compared with two in five (42%) who rate their trust and confidence in charities as seven out of ten or less.

Does the Charity Commission fulfil its functions?

Q The Charity Commission is an independent body responsible for registering and regulating charities in England and Wales. Its main roles are: determining whether institutions are or are not charities and keeping a register; encouraging and supporting better administration by providing advice and guidance; and identifying and investigating apparent misconduct or mismanagement and taking action to deal with it.

Do you agree or disagree that the Charity Commission fulfils these functions?



Base: All respondents (1,004). Fieldwork: 20th – 22nd April 2012.

Source: Ipsos MORI

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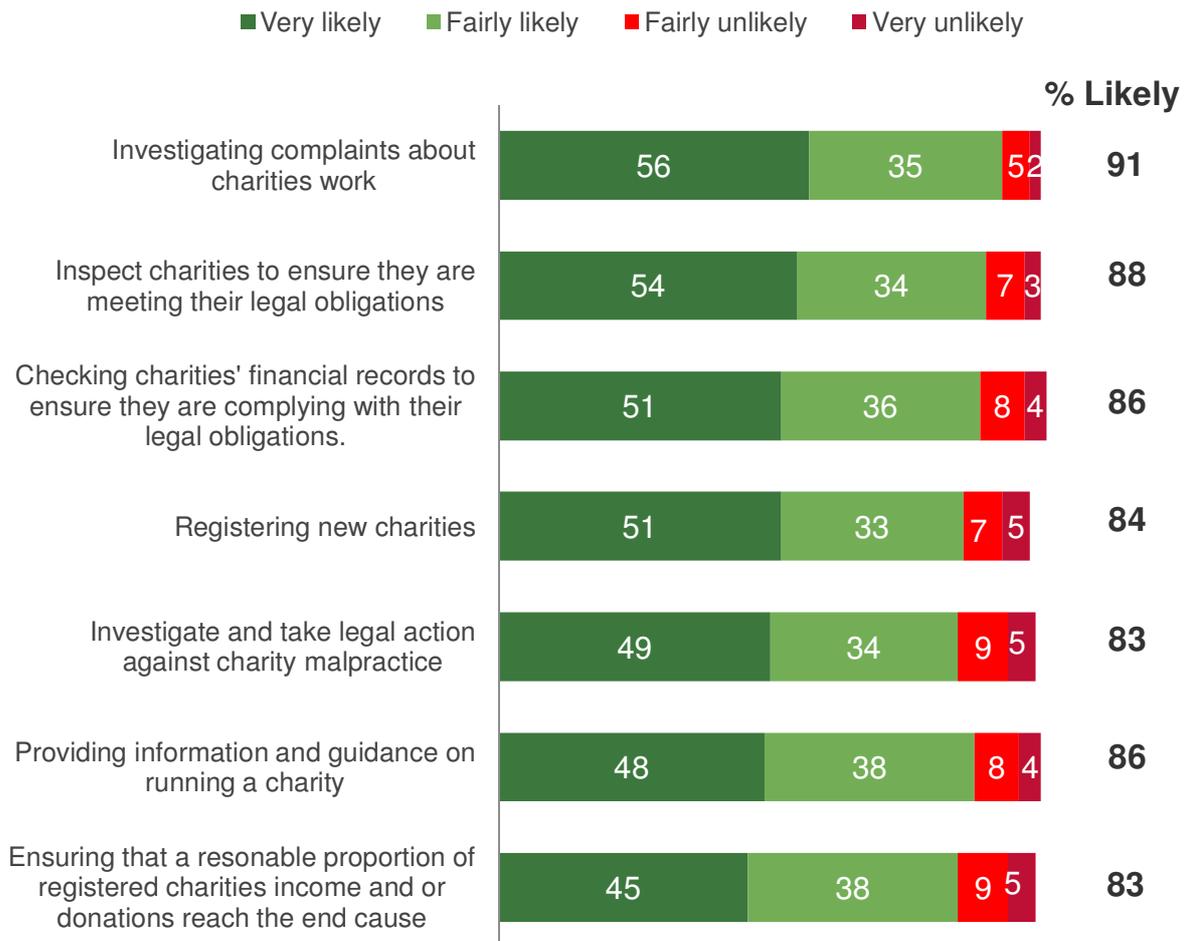


The Role and Responsibility of the Charity Commission

Interviewers read out to respondents seven possible roles or functions that the Charity Commission might be responsible for. For each one, respondents were asked how likely they think it is something that the Commission has responsibility for. As shown in the following chart, all possible roles were regarded by a majority of respondents as likely to be something that the Commission has responsibility for, despite not all of them actually being so. 'Investigating complaints about charities' work or the services they provide' is most widely regarded as a likely responsibility of the Commission, with nine in ten (91%) saying that it is very or fairly likely to be a role of the Commission. This is not a role the Charity Commission takes, and indicates that there is a lack of clarity on the Commission's role.

Role of the Charity Commission

Q *I'm now going to read out a list of possible roles or functions that the Charity Commission might have responsibility for. For each one, please tell me if you think this is, or isn't something that the Commission has responsibility for?*



Base: All respondents (1004)
Fieldwork 20th – 22nd April 2012

Source: Ipsos MORI

Ipsos MORI



There are demographic and attitudinal differentials related to perceptions of responsibilities of the Charity Commission. For example:

- Those aged 65 or over are less likely than average to regard the following as likely responsibilities of the Commission: 'registering new charities' (76% vs. 84%); 'investigating complaints about charities' work or the services they provide (87% vs. 91%); 'inspect charities to ensure they are meeting their legal obligation' (84% vs. 88%); and 'investigate and take legal action against charity malpractice' (78% vs. 83%)
- Those who have a high level of trust and confidence in charities are more likely than those who have low trust and confidence to regard all seven roles or functions to be responsibilities of the Commission: 'Registering new charities' (89% vs. 72%); 'providing information and guidance on running a charity' (90% vs. 78%); 'ensuring that a reasonable proportion of registered charities' income and or donations reach the end cause' (91% vs. 66%); 'checking charities' financial records to ensure they are complying with their legal obligations' (92% vs. 75%); 'investigating complaints about charities' work or the services they provide' (96% vs. 81%); 'inspect charities to ensure they are meeting their legal obligation' (93% vs. 77%); and 'investigate and take legal action against charity malpractice (88% vs. 73%)

The above suggests a high correlation between the perception of a strong regulator with a wide and varied remit and high trust and confidence in charities, with the public assuming the Charity Commission possesses more powers than it actually does.

Respondents were then informed that (again through a read out statement by the interviewer):

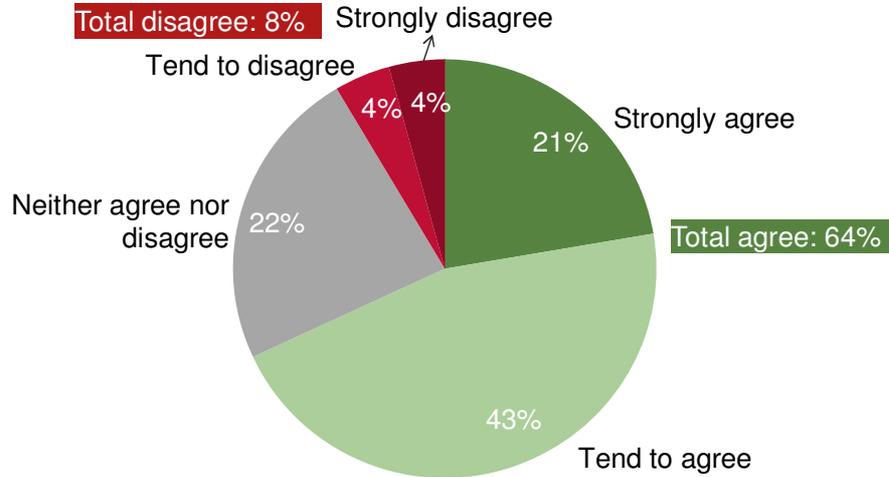
...the Charity Commission is an independent body responsible for registering and regulating charities in England and Wales. Its main roles are: determining whether institutions are or are not charities and keeping a register; encouraging and supporting better administration by providing advice and guidance; and identifying and investigating apparent misconduct or mismanagement and taking action to deal with it.

As shown in the following chart, two thirds (64%) of respondents agree that the Commission fulfils these functions; only around one in ten (8%) disagree, though around three in ten (29%) neither agree nor disagree or don't know.

Does the Charity Commission fulfil its functions?

Q *The Charity Commission is an independent body responsible for registering and regulating charities in England and Wales. Its main roles are: determining whether institutions are or are not charities and keeping a register; encouraging and supporting better administration by providing advice and guidance; and identifying and investigating apparent misconduct or mismanagement and taking action to deal with it.*

Do you agree or disagree that the Charity Commission fulfils these functions?



Base: All respondents (1,004). Fieldwork: 20th – 22nd April 2012.

Source: Ipsos MORI

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The extent of agreement varies along the same demographic and attitudinal differentials as views around likelihood of roles being responsibilities of the Commission. Respondents aged 65 or over are more likely to disagree that the Charity Commission fulfils the named functions (13% vs. 8%), as are those who have low trust and confidence in charities (30% vs. 8%). Furthermore, while around two thirds of overall respondents agree that the Commission fulfils the named functions, this rises to three in four (77%) of those with high trust and confidence in charities. Finally, as might be expected, those people who had previously heard of the Charity Commission are more likely than those who had not to agree that it fulfils the functions (71% vs. 57%).

Fundraising practices

Fundraising practices

Donating to Charity

The public were asked from a prompted list of ten ways of donating to charity which, if any, they had they **been asked** to donate through in the past year. As is shown in the following chart, almost all respondents (97%) recall being asked to donate via at least one of the ten methods. Being asked to 'put money in a collection tin' is the most common method by which the public recall being asked to donate to charities, with almost nine in ten (86%) citing this when prompted. Being asked to 'volunteer to help'; 'send a cheque by post' and 'join a charity as a member' are less likely to resonate with the public, with only around three in ten saying that they recall being asked to donate via these mechanisms.

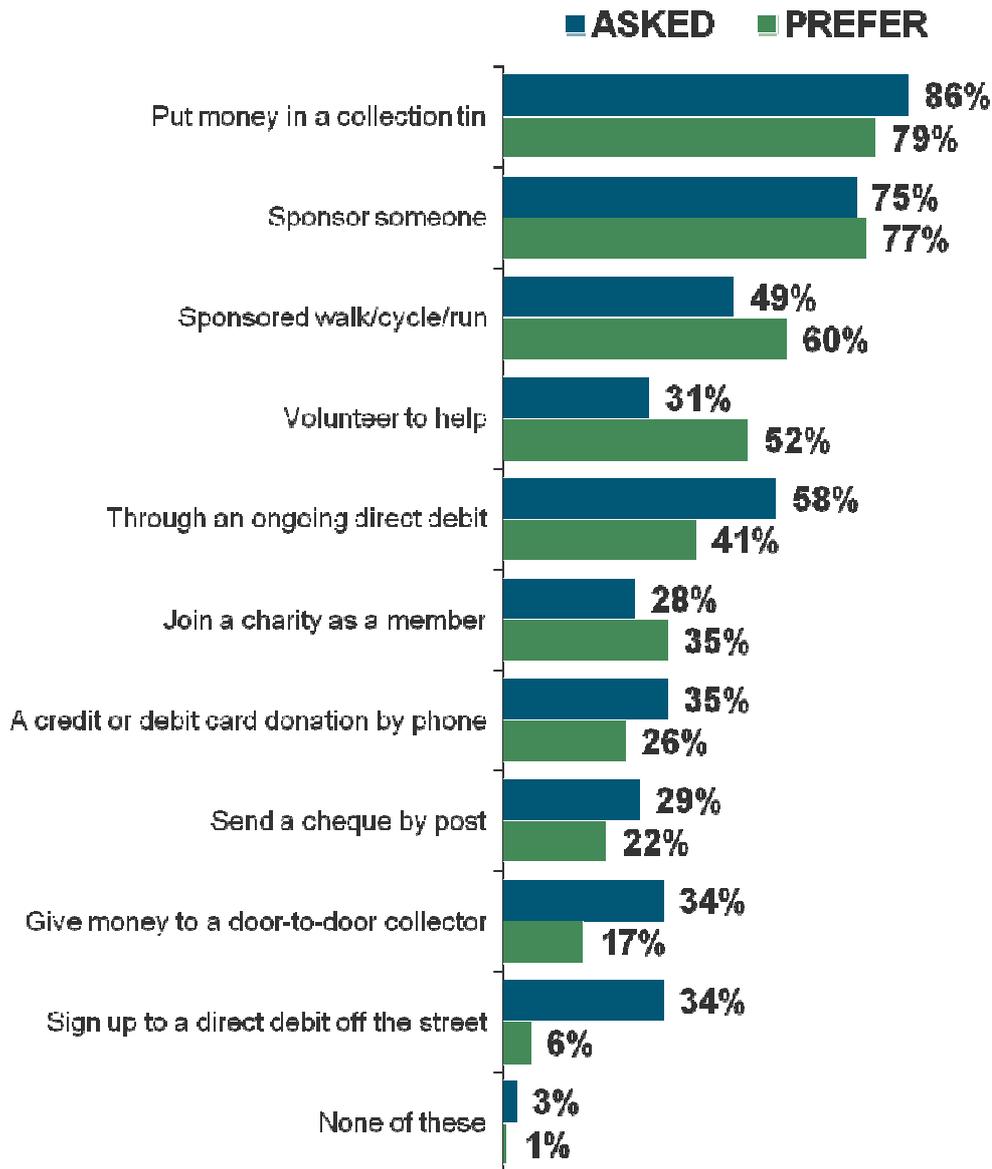
Along with being the method by which the public most widely remember being asked to donate to charity, putting money in a collection tin is the most widely **preferred** of the ten prompted methods of donating to charities with four in five (79%) stating that they prefer to donate in this way. This is closely followed by 'sponsoring someone' (77%).

The following chart provides an outline of propensity of being asked to donate and preferred methods to donate. The chart is ranked by the latter.

Giving to charity

Q Which, if any, of the following methods have you been ASKED to use to make a donation to a charity?

Q Which, if any of the following methods do you PREFER to use to make a donation to a charity?



Base: All respondents (1004)
Fieldwork 20th – 22nd April 2012

Source: Ipsos MORI

Ipsos MORI



As shown previously, the public have little apparent desire for giving money to door-to-door collectors and signing up to direct debits off the street; just one in six (17%) and around one in twenty (six per cent) prefer to donate to charity by these methods, respectively. This is despite a third (34%) of respondents stating that they have been asked to donate via these methods in the past year.

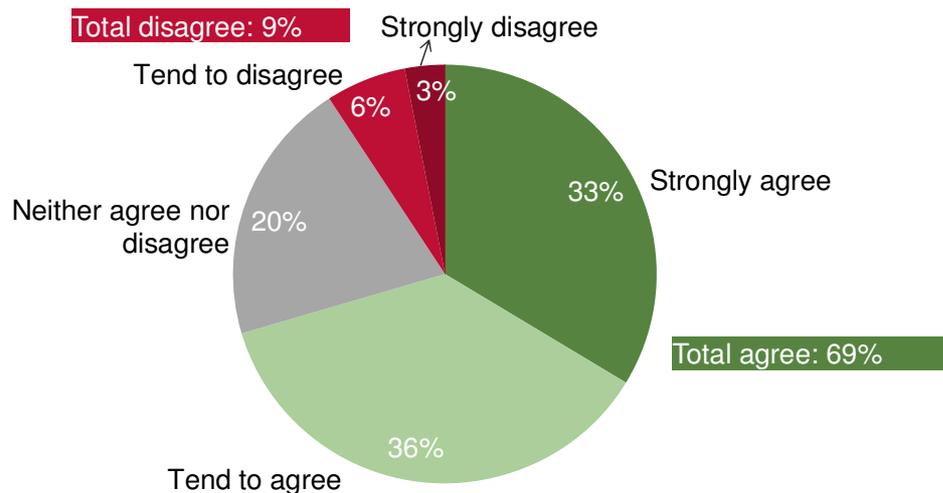
Younger people are more likely to prefer putting money in a collection tin, with more than nine in ten (94%) of 18-24 year olds choosing this. They are also the most likely to choose more active ways of supporting, with more than four in five (82%) saying they prefer to do a sponsored walk/cycle/run and three quarters (76%) saying they would prefer to volunteer. Those aged 45-54 are more likely than other age groups to prefer giving through an ongoing direct debit or by standing order, with half choosing this option (50%).

Fundraising regulation

The public believe that more should be done to regulate the fundraising activities of charities, with seven out of ten agreeing (69%) and just one in ten disagreeing (9%).

Regulating fundraising activities

Q Fundraising rules regulate the ways in which charities can raise money from the public. Based on your own experience of being asked to give, to what extent do you agree or disagree that more should be done to regulate fundraising activities of charities?



Base: All respondents (1,004). Fieldwork: 20th – 22nd April 2012.

Source: Ipsos MORI

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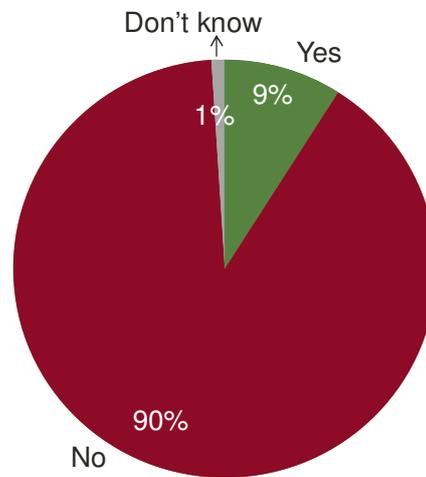


Views are consistent here even when compared with levels of trust and confidence in charities. Those who lack trust and confidence in charities are no more likely to agree that more should be done to regulate fundraising than those with who express a high level of trust and confidence in them. In addition to this, views are broadly consistent across demographic sub-groups, though those in social class AB are significantly less likely to agree that more should be done (64%).

The overwhelming majority have not heard of the Fundraising Standards Board (FRSB), the organisation that plays a role in regulating activities; nine in ten (90%) say they have not heard of it. Awareness of the FRSB is low even amongst those who have heard of the Charity Commission (11%) and those who work for a Charity (14%).

Knowledge of the Fundraising Standards Board

Q Have you heard of the Fundraising Standards Board (FRSB)?



Base: All respondents (1,004). Fieldwork: 20th – 22nd April 2012.

Source: Ipsos MORI

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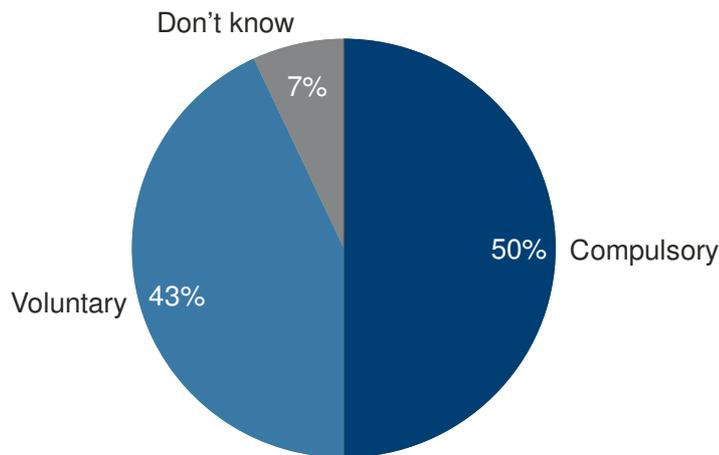
Respondents were then informed that (again through a read out statement by the interviewer):

....the FRSB is an independent body set up by the charity sector to promote high standards in fundraising practice, and deal with public complaints about poor fundraising practice. Members of the FRSB use its 'give with confidence' tick logo on their fundraising material. At the moment, the charity sector self-regulates fundraising through the FRSB. This is a voluntary scheme that fundraising charities can choose to sign up to, but they must pay to do so and the sum they pay will depend on the size of the charity.

Respondents were asked their views on whether the scheme should remain voluntary or whether it should become compulsory for fundraising activities. The public are divided over the question. Half of people believe it should be made compulsory (50%), but four in ten believe it should remain voluntary (43%) with the remainder undecided (7%).

Should the FRSB be voluntary or compulsory?

Q *In your opinion, should the scheme remain voluntary, or should it become compulsory for fundraising charities?*



Base: All respondents (1,004). Fieldwork: 20th – 22nd April 2012.

Source: Ipsos MOR I

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Younger people and those in social class AB are more likely to favour the option of the scheme becoming compulsory, with two thirds (64%) of those aged 25-34 and over half of those in social class AB (56%) favouring that option. Those aged 55 or over are more likely to favour retaining the voluntary approach (53%).

When it comes to sanctions against charities who continually fail to follow fundraising standards, over half of the public feel the correct response is removing a charity's charitable status (54%), this is by far the most widely favoured option. Opinion is shared over other outcomes, the next three most popular actions are: naming and shaming of charities that fail

to adhere to the standards (15%), fines (14%) and sanctions against the trustees of the charity (12%).

The following chart illustrates all responses of one per cent or more.

Penalties for not following fundraising standards

Q *In your opinion, what should happen to charities that continually fail to follow fundraising standards?*



Base: All respondents (1,004). Fieldwork: 20th – 22nd April 2012.

Source: Ipsos MORI

Appendix

Appendix

Topline results

12-019441-01 Public perceptions of charities Topline Results 27 April 2012

Fieldwork 20-22 April 2012

Results are based on 1,004 telephone interviews with a nationally representative sample of adults in England and Wales aged 18+. Data have been weighted to the known population.

The data is based on all respondents unless indicated otherwise.

Where figures do not add up exactly to 100%, this will be due to computer rounding, or multiple response answers.

Where the figure (*) is given this indicates a figure of less than 1%

ASK ALL

Q1. Firstly, thinking about how much trust and confidence you have in charities overall, on a scale of 0-10 where 10 means you trust them completely and 0 means you don't trust them at all, how much trust and confidence do you have in charities? IF DEPENDS: Generally speaking, how much trust and confidence do you have in charities? SINGLE CODE ONLY

	0 Don't trust them	1	2	3	4	5	6	7	8	9	10 Trust them completely	DK/ No answer	Mean
%	3	1	3	2	4	19	11	21	22	7	6	2	6.45

ASK ALL WHO ANSWER 4 OR BELOW AT QUESTION 1

Base: 119

Q2. **Why do you lack trust and confidence in charities?**

MULTICODE, UNPROMPTED

	%
Charities spend too much of their funds on salaries/administration	45
I don't know how charities spend their money	27
I think charities waste money	21
Corruption	16
Charities have a lack of impact/I don't see where the money is spent	15
I don't like/approve of their fundraising techniques/activities	6
Money does not get to where it should be/whole sum does not reach the needy	6
Lobbying activities	2
Too many charities	2
Charities don't work for the public good	2
Do not support charities	2
They lie/are untrustworthy	1
People who run/are involved in charities	1
Have other motives/political/meddle in other countries	1
Past experience	1
Don't know	1

Q3. What **two** of the following, if any, do you think it is most important for charities to do? MULTICODE UP TO TWO

	%
Funding research	55
Providing advice, guidance or support to individuals	53
Providing services	28
Overseas poverty relief	27
Campaigning for change	21
Ensuring money is spent at home/in the UK	1
Support children	*
Ensuring money goes to where it should/right cause	*
Support the disabled	*
Fundraising/constant provision of funds to needy	*
General relief	*
Support cancer research/sufferers	*
Other	*
Nothing	1
Don't know	2

ASK ALL

Q4. To what extent do you agree or disagree that charities are effectively held to account for how they spend the money they receive? Is that strongly or tend to agree/disagree SINGLE CODE

	%
Strongly agree	26
Tend to agree	29
Neither agree nor disagree	21
Tend to disagree	13
Strongly disagree	7
Don't know	4

ASK ALL

Q5. **Thinking generally, if you wanted to make a complaint about the service or the conduct of a charity and you felt the charity itself was unable or unwilling to help you to resolve the complaint; who, if any, of the following would you next consider contacting?** MULTICODE. PROMPTED.

	%
The charity itself (another person or department within the charity)	71
The Charity Commission	67
Your local authority	31
Your Member of Parliament	30
The Police	21
Other	*
None of these	2
Don't know	1

ASK ALL

Q6. **And who would you notify if you had serious concerns that a charity's funds were not being used properly?** MULTICODE. PROMPTED.

	%
The Charity Commission	72
The charity itself (another person or department within the charity)	53
The Police	47
Your local authority	35
Your Member of Parliament	34
The press (unprompted)	1
No one	1
Other	*
Don't know	1

ASK ALL

Q7. **Prior to this interview, had you ever heard of the Charity Commission?** SINGLE CODE

	%
Yes	47
No	53
Don't Know	*

ASK THOSE WHO HAVE HEARD OF CHARITY COMMISSION

Base: 501

Q8. **How well do you feel you understand what the Charity Commission does?**

SINGLE CODE

If well: Is that very well or fairly well. If not well: Is that not well or not at all well?

	%
Very well	6
Fairly well	42
Not well	33
Not at all well	17
Don't know	1

ASK ALL

Q9. **I'm now going to read you a list of possible roles or functions that the Charity Commission might have responsibility for. For each one, please tell me if you think this is, or isn't, something that the Commission has responsibility for?**

SINGLE CODE

	Very likely %	Fairly likely %	Fairly unlikely %	Very unlikely %	Don't know %
Registering new charities	51	33	7	5	4
Providing information and guidance on running a charity	48	38	8	4	3
Ensuring that a reasonable proportion of registered charities' income and/or donations reach the end cause	45	38	9	5	3
Checking charities' financial records to ensure they are complying with their legal obligations	51	36	8	4	2
Investigating complaints about charities' work or the services they provide	56	35	5	2	2
Inspect charities to ensure they meet they are meeting their legal obligations	54	34	7	3	2
Investigate and take legal action against charity malpractice	49	34	9	5	3

ASK ALL

Q10. **The Charity Commission is an independent body responsible for registering and regulating charities in England and Wales. Its main roles are: determining whether institutions are or are not charities and keeping a register, encouraging and supporting better administration by providing advice and guidance and identifying and investigating apparent misconduct or mismanagement and taking action to deal with it. Do you agree or disagree that the Charity Commission fulfils these functions? Is that strongly or tend to agree/disagree? SINGLE CODE**

	%
Strongly agree	21
Tend to agree	43
Neither agree nor disagree	22
Tend to disagree	4
Strongly disagree	4
Don't know	7

ASK ALL

Q11. **I'm now going to read you a list of aspects of charities. How important, if at all, are each of the following aspects to you in deciding whether to support a charity? SINGLE CODE**

	Very important %	Fairly important %	Not very important %	Not at all important %	Don't know/ no opinion %
Details about what the charity does	84	15	1	1	*
Details about where the charity operates	48	34	14	3	1
Details about where the charity gets its funding from	47	35	15	3	1
Details about what the charity spends its money on	84	13	2	*	*
Details of fundraising and administration costs	49	36	12	2	1
Details of salaries of its executives and staff	49	27	19	4	1
Details of who is responsible for running the charity	48	31	17	3	1
The charity's financial reporting (reports and accounts)	56	27	14	3	1

Evidence of the impact the charity has	74	23	2	1	1
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ASK ALL

Q12. **Do you work for a charity, either as a paid employee, a trustee, a volunteer or member of a charity's executive or management committee?** MULTICODE

	%
Yes (NET)	14
Yes - Volunteer	9
Yes - Paid employee	3
Yes - Trustee	2
Yes - Member of a charity's executive or management committee	1
Yes – Sponsor	*
No	86

ASK ALL WHO ARE NOT TRUSTEES

Base: 976

Q13. **Why are you not currently a trustee of a charity? Feel free to give as many reasons you can think of.** Prompt: Any other reasons?
MULTICODE. SPONTANEOUS.

	%
I have never thought about it	25
I don't have the time - I have work commitments	21
I don't have the time – unspecified	13
I don't have the time - I have to look after children/the home	12
I don't know enough about it/what's involved	10
I do other things with my spare time	9
Never been asked/approached	6
I'm too old	5
I do not want to/not interested	5
I don't know any charities that have positions/need help	5
I do not trust charities/way they are run/where money goes	4
I have an illness or disability that I feel prevents me from getting involved	3
I do not have the money/can't afford it	3
I don't have the time - I have to study	2

I'm worried about being personally liable if things go wrong	2
Prefer to volunteer/take action in other ways	2
I don't have the time - I have to look after someone who is elderly or ill	2
I do not want the responsibility/level of involvement	1
Do not like/support charities	1
Lack experience/skills	1
Had a bad experience in the past	1
I'm too young	1
Do not feel I could help/make a difference	1
I do not work	*
Not a lot of charity work where I live	*
Depends on the charity	*
Legal reasons	*
Not from the UK/ migrant/not based in the country long	*
There is a hierarchy/structure in place	*
Charity I worked for closed down	*
Other answers	1
Nothing/no reason	2
Don't know	4

ASK ALL WHO ARE NOT TRUSTEES

Base: 976

Q14 **Do you think that charities currently pay their trustees?**

. SINGLE CODE

	%
Yes	31
No	37
Don't Know	32

ASK ALL WHO ARE NOT TRUSTEES

Base: 976

Q15. **Which of the following, if any, do you think are the role of trustees within a charity:**

MULTICODE. PROMPTED.

	%
Ensure that the Charity complies with the law and regulatory requirements	80
Financial management	71
Oversight of management	68
Strategic management	58
Business planning	57
Publicity/marketing	52
Assessment of how charity works/is running (unprompted)*	1
Fundraising (unprompted)*	*
Ensure money/donations go where they are supposed to (unprompted)*	*
Overall management of charity and staff (unprompted)*	*
Providing help/assistance where needed (unprompted)*	*
Act as figure head/give credibility (unprompted)*	*
Attend meetings (unprompted)*	*
Other (please specify)	*
None of these	1
Don't know	5

* Coded from 'Other (please specify)'

ASK ALL

Q16 Trustee are groups of people who run charities and have overall responsibility for making sure that their charity is properly run (including its financial management) and is achieving its charitable aims. The vast majority of charity trustees are volunteers and are generally paid only their expenses. **Do you think that charities should be allowed to pay their trustees, other than expenses?**

SINGLE CODE

	%
Yes	34
No	61
Don't Know	57

ASK ALL

Q17. **To what extent do you agree or disagree that paying charity trustees would encourage a wider range of people to consider signing up to be one? Is that strongly or tend to agree/disagree? SINGLE CODE**

	%
Strongly agree	29
Tend to agree	36
Neither agree nor disagree	15
Tend to disagree	11
Strongly disagree	9
Don't know	1

ASK ALL

Q18 **I'd like you to think about the ways in which you may have been asked to donate to charity in the past year. Which, if any, of the following methods have you been ASKED to use to make a donation to a charity MULTICODE. PROMPTED.**

	%
Put money in a collection tin	86
Sponsored someone	75
Through an ongoing direct debit or by standing order	58
Sponsored walk/cycle/run	49
Made a credit or debit card donation by phone	35
Signed up to a direct debit off the street	34
Given money to a door-to-door collector	34
Volunteered to help	31
Sent a cheque by post	29
Joined a charity as a member	28
None of these	3
Don't know	*

ASK ALL

Q18 Which, if any, of the following methods do you PREFER to use to make a donation to a charity

b. MULTICODE. PROMPTED.

	%
Put money in a collection tin	79
Sponsor someone	77
Sponsored walk/cycle/run	60
Volunteer to help	52
Through an ongoing direct debit or by standing order	41
Join a charity as a member	35
Made a credit or debit card donation by phone	26
Send a cheque by post	22
Give money to a door-to-door collector	17
Sign up to a direct debit off the street	6
None of these	1
Don't know	*

ASK ALL

Q19. Fundraising rules regulate the ways in which charities can raise money from the public. Based on your own experience of being asked to give, to what extent do you agree or disagree that more should be done to regulate fundraising activities of charities? SINGLE CODE

	%
Strongly agree	33
Tend to agree	36
Neither agree nor disagree	20
Tend to disagree	6
Strongly disagree	3
Don't know	1

ASK ALL

Q20 **Have you heard of the Fundraising Standards Board (FRSB)?**

. SINGLE CODE

	%
Yes	9
No	90
Don't Know	1

ASK ALL

Q21. The FRSB is an independent body set up by the charity sector to promote high standards in fundraising practice, and deal with public complaints about poor fundraising practice. Members of the FRSB use its 'give with confidence' tick logo on their fundraising material. At the moment, the charity sector self-regulates fundraising through the FRSB. This is a voluntary scheme that fundraising charities can choose to sign up to, but they must pay to do so and the sum they pay will depend on the size of the charity.

In your opinion, should the scheme remain voluntary, or should it become compulsory for fundraising charities? SINGLE CODE

	%
Compulsory	50
Voluntary	43
Don't Know	7

ASK ALL

Q22. In your opinion, what should happen to charities that continually fail to follow fundraising standards? MULTICODE. SPONTANEOUS.

	%
Removing Charitable Status	54
Naming and shaming of charities that fail to adhere to the standards	15
Fines	14
Sanctions against the trustees of the charity	12
Restriction on the ability to fundraise	11
Closed down/cease operating	9
Removal of the charity's Gift Aid status	8
A requirement to apologise to complainants	7
They should be investigated/ more often/closely	6
Prosecuted/taken to court/legal action	5
Given help/support/retraining/ chance to improve	2
Given warning	2
To be taken over/new management	2
Penalties/sanctions/ punishment (non-specific)	2
Liquidate/strip of assets/funds	1
Charity Commission/ FRSB/official body should get involved	1
Stricter regulations in place	1
Staff to be sacked	*
Provide information/reasons for their actions/what they have done	*
Find alternate methods to fundraise	*
Measures taken to ensure cannot be involved/start new charities	*
Other answers	1
Nothing	1
Don't know	10