

Trust in Charities 2018

CATI Fieldwork : 22nd - 26th February 2018

Absolutes/col percents

Table 1

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?

Base: All respondents

	Total	Gender		Age							Age II		Age III		Social Grade			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35+	18-44	45+	AB	C1	C2	DE	
Unweighted base	1082	517	565	75	137	148	189	214	319	212	870	360	722	435	269	134	244	
Weighted base	1082	530	552	130	173	206	184	162	227	303	779	509	573	295	317	229	241	
NET: 8-10	283 26%	134 25%	150 27%	36 28%	38 22%	67 33%	47 26%	42 26%	52 23%	74 25%	209 27%	142 28%	142 25%	83 28%	90 28%	53 23%	57 24%	
NET: 3-7	670 62%	317 60%	352 64%	86 66%	118 68%	125 61%	117 64%	94 58%	130 57%	203 67%	466 60%	328 65%	341 60%	194 66%	195 61%	145 63%	136 57%	
NET: 0-2	129 12%	79 15%	50 9%	8 6%	17 10%	13 7%	19 10%	27 16%	45 20%	25 8%	104 13%	39 8%	90 16%	18 6%	32 10%	32 14%	47 20%	
NET: 7-10	481 44%	230 43%	251 45%	57 44%	81 47%	111 54%	88 48%	64 39%	79 35%	139 46%	342 44%	250 49%	231 40%	147 50%	146 46%	101 44%	86 36%	
NET: 4-6	413 38%	190 36%	223 40%	50 39%	68 39%	74 36%	66 36%	62 38%	93 41%	118 39%	295 38%	193 38%	220 38%	110 37%	124 39%	81 35%	98 41%	
NET: 0-3	188 17%	110 21%	78 14%	22 17%	24 14%	20 10%	30 16%	37 23%	55 24%	46 15%	142 18%	66 13%	122 21%	38 13%	46 15%	47 21%	57 24%	
Trust them completely	(10) 42 4%	22 4%	20 4%	11 8%	7 4%	6 3%	5 2%	8 5%	6 3%	17 6%	24 3%	23 5%	19 3%	9 3%	8 3%	11 5%	14 6%	
	(9) 56 5%	24 5%	32 6%	4 3%	5 3%	22 10%	6 3%	9 5%	11 5%	9 3%	47 6%	31 6%	25 4%	19 7%	18 6%	7 3%	11 5%	
	(8) 186 17%	87 16%	98 18%	21 16%	27 15%	40 19%	37 20%	25 16%	35 16%	48 16%	138 18%	88 17%	98 17%	55 19%	64 20%	35 15%	33 14%	
	(7) 197 18%	96 18%	101 18%	21 16%	43 25%	44 21%	41 22%	22 13%	27 12%	64 21%	133 17%	108 21%	89 16%	64 22%	56 18%	49 21%	29 12%	
	(6) 110 10%	58 11%	52 9%	15 12%	25 15%	16 8%	23 13%	16 10%	15 7%	41 13%	69 9%	56 11%	54 9%	38 13%	33 11%	19 8%	20 8%	
	(5) 250 23%	102 19%	148 27%	29 22%	28 16%	46 22%	41 22%	38 23%	69 30%	57 19%	194 25%	103 20%	147 26%	63 21%	65 21%	53 23%	69 29%	
	(4) 53 5%	30 6%	23 4%	7 5%	15 8%	13 6%	2 1%	8 5%	9 4%	21 7%	32 4%	34 7%	19 3%	9 3%	26 8%	9 4%	9 4%	
	(3) 59 5%	31 6%	28 5%	14 11%	6 4%	7 3%	11 6%	10 6%	11 5%	21 7%	39 5%	27 5%	32 6%	20 7%	14 5%	16 7%	10 4%	
	(2) 36 3%	21 4%	15 3%	- 2%	3 2%	8 4%	7 4%	7 4%	11 5%	3 1%	33 4%	11 2%	25 4%	7 2%	8 3%	6 3%	15 6%	
	(1) 14 1%	6 1%	8 1%	3 3%	2 1%	- -	2 1%	2 1%	5 2%	5 2%	9 1%	5 1%	9 2%	4 1%	4 1%	2 1%	4 2%	
Don't trust them at all	(0) 79 7%	52 10%	27 5%	5 3%	12 7%	6 3%	10 5%	18 11%	29 13%	16 5%	63 8%	22 4%	57 10%	8 3%	20 6%	23 10%	28 12%	
Mean	5.71	5.53	5.88	5.93	5.81	6.27	5.86	5.39	5.09	5.86	5.65	6.03	5.42	6.12	5.81	5.52	5.24	
Standard deviation	2.50	2.67	2.33	2.40	2.37	2.17	2.32	2.76	2.76	2.38	2.55	2.31	2.64	2.14	2.41	2.64	2.80	
Standard error	0.08	0.12	0.10	0.28	0.20	0.18	0.17	0.19	0.15	0.16	0.09	0.12	0.10	0.10	0.15	0.23	0.18	

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Table 2

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?

Base: All respondents

	Region											Working Status		Ethnicity			Trust in Charities (Q1)			Trust in Charities II (Q1)			Importance of charities (Q7)	Change in Trust (Q9)		
	Total	North	North West	Yorkshire & Humberside	East Midlands	West Midlands	Wales	East-ern	London	South East	South West	Work-ing	Not work-ing	White	Not white	8-10	3-7	0-2	7-10	4-6	0-3	Essen-tial	Increa-sed	Decrea-sed	Stayed the same	
Unweighted base	1082	100	110	100	100	100	101	100	129	142	100	621	461	943	98	287	662	133	475	417	190	344	53	448	579	
Weighted base	1082	54	139	107	96	107	64	107	150	150	107	606	476	916	120	283	670	129	481	413	188	329	62	429	586	
NET: 8-10	283 26%	14 26%	22 16%	25 24%	23 23%	21 19%	19 29%	26 25%	49 33%	49 33%	34 32%	163 27%	121 25%	250 27%	25 21%	283 100%	-	-	283 59%	-	-	134 41%	37 59%	43 10%	204 35%	
NET: 3-7	670 62%	32 59%	101 73%	67 63%	61 63%	69 64%	36 56%	62 58%	84 56%	93 62%	64 60%	381 63%	289 61%	554 60%	83 70%	-	670 100%	-	197 41%	413 100%	59 32%	182 55%	25 39%	304 71%	339 58%	
NET: 0-2	129 12%	8 15%	16 11%	14 13%	13 13%	18 17%	9 15%	18 17%	17 11%	8 5%	8 8%	62 10%	67 14%	113 12%	12 10%	-	-	129 100%	-	-	129 68%	12 4%	1 2%	83 19%	43 7%	
NET: 7-10	481 44%	23 42%	48 35%	50 47%	39 41%	41 38%	28 44%	39 36%	76 51%	80 53%	57 53%	286 47%	195 41%	418 46%	44 37%	283 100%	197 29%	-	481 100%	-	-	201 61%	44 70%	114 26%	323 55%	
NET: 4-6	413 38%	22 41%	58 42%	42 39%	38 39%	35 33%	26 40%	46 43%	51 34%	59 39%	37 34%	225 37%	188 40%	336 37%	57 48%	-	413 62%	-	-	413 100%	-	111 34%	17 27%	193 45%	202 35%	
NET: 0-3	188 17%	9 16%	33 24%	15 14%	20 20%	31 29%	10 15%	22 21%	23 15%	12 8%	13 12%	95 16%	93 20%	162 18%	19 16%	-	59 9%	129 100%	-	-	188 100%	16 5%	1 2%	122 28%	60 10%	
Trust them completely	(10) 4%	4 7%	4 3%	3 2%	1 2%	5 5%	4 7%	-	11 7%	3 2%	6 6%	21 4%	20 4%	35 4%	6 5%	42 15%	-	-	42 9%	-	-	26 8%	16 26%	4 1%	21 4%	
	(9) 5%	2 4%	2 2%	10 9%	9 9%	1 1%	1 1%	7 7%	10 7%	10 7%	5 4%	39 6%	17 4%	51 6%	4 3%	56 20%	-	-	56 12%	-	-	30 9%	2 4%	6 1%	48 8%	
	(8) 17%	8 15%	16 12%	13 12%	12 13%	15 14%	14 22%	19 18%	28 19%	36 24%	23 22%	102 17%	84 18%	164 18%	15 13%	186 66%	-	-	186 39%	-	-	77 24%	18 30%	33 8%	135 23%	
	(7) 18%	9 16%	26 19%	25 23%	17 17%	20 19%	9 15%	12 12%	27 18%	31 20%	23 21%	124 20%	74 15%	169 18%	19 16%	-	197 29%	-	197 41%	-	-	67 20%	7 12%	71 17%	119 20%	
	(6) 10%	5 10%	11 8%	5 5%	11 11%	11 11%	7 11%	11 11%	17 11%	20 13%	10 9%	74 12%	36 7%	84 9%	20 17%	-	110 16%	-	-	110 27%	-	38 12%	6 10%	47 11%	57 10%	
	(5) 23%	12 22%	42 30%	31 29%	21 22%	22 20%	14 22%	31 29%	25 17%	31 21%	22 20%	122 20%	129 27%	213 23%	27 23%	-	250 37%	-	-	250 61%	-	58 18%	9 14%	116 27%	125 21%	
	(4) 5%	5 9%	5 3%	6 6%	6 6%	2 2%	5 7%	4 4%	8 6%	8 5%	5 5%	29 5%	24 5%	39 4%	10 8%	-	53 8%	-	-	53 13%	-	16 5%	2 4%	30 7%	21 4%	
	(3) 5%	1 2%	17 12%	1 1%	7 7%	13 12%	1 1%	4 4%	6 4%	4 3%	5 5%	33 5%	27 6%	49 5%	7 6%	-	59 9%	-	-	-	59 32%	4 1%	* 1%	40 9%	17 3%	
	(2) 3%	2 3%	6 4%	6 6%	2 2%	5 5%	2 3%	6 6%	4 3%	1 1%	1 1%	18 3%	18 4%	32 4%	3 2%	-	-	36 28%	-	-	36 19%	6 2%	-	17 4%	19 3%	
	(1) 1%	2 4%	3 2%	-	1 1%	2 2%	-	1 1%	2 1%	1 1%	1 1%	8 1%	6 1%	11 2%	3 2%	-	-	14 11%	-	-	14 7%	3 1%	1 1%	11 3%	2 *	

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Table 2

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?

Base: All respondents

	Region											Working Status	Ethnicity		Trust in Charities (Q1)			Trust in Charities II (Q1)			Importance of charities (Q7)	Change in Trust (Q9)			
	Total	North	North West	Yorkshire & Humberside	East Midlands	West Midlands	Wales	East-ern	London	South East	South West		Work-ing	Not work-ing	White	Not white	8-10	3-7	0-2	7-10		4-6	0-3	Essen-tial	Increa-sed
Weighted base	1082	54	139	107	96	107	64	107	150	150	107	606	476	916	120	283	670	129	481	413	188	329	62	429	586
Don't trust them at all	(0) 7%	4 8%	6 5%	8 7%	10 10%	10 10%	7 11%	11 10%	10 7%	5 4%	7 6%	36 6%	43 9%	69 8%	6 5%	-	-	79 61%	-	-	79 42%	4 1%	1 1%	54 13%	22 4%
Mean	5.71	5.65	5.27	5.74	5.47	5.19	5.68	5.30	6.04	6.29	6.13	5.87	5.49	5.73	5.62	8.49	5.50	0.67	7.88	5.14	1.40	6.79	7.50	4.66	6.31
Standard deviation	2.50	2.69	2.29	2.46	2.62	2.67	2.71	2.59	2.62	2.06	2.42	2.42	2.60	2.53	2.33	0.74	1.24	0.89	0.93	0.61	1.31	2.01	2.11	2.49	2.22
Standard error	0.08	0.27	0.22	0.25	0.26	0.27	0.27	0.26	0.23	0.17	0.24	0.10	0.12	0.08	0.24	0.04	0.05	0.08	0.04	0.03	0.10	0.11	0.29	0.12	0.09

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Table 3

Q2. And on the same 0-10 scale, how much would you trust charities to ...

- Summary

Base: All respondents

		Q2. Summary				
		Make independent decisions, to further the cause they work for	Ensure that a reasonable proportion of donations make it to the end cause	Ensure that its fundraisers are honest and ethical	Be well managed	Make a positive difference to the cause they are working for
Unweighted base		1082	1082	1082	1082	1082
Weighted base		1082	1082	1082	1082	1082
NET: 8-10		322 30%	239 22%	317 29%	245 23%	437 40%
NET: 3-7		650 60%	667 62%	613 57%	688 64%	548 51%
NET: 0-2		110 10%	177 16%	151 14%	149 14%	97 9%
NET: 7-10		508 47%	414 38%	493 46%	417 39%	607 56%
NET: 4-6		401 37%	420 39%	385 36%	452 42%	341 32%
NET: 0-3		173 16%	248 23%	204 19%	213 20%	134 12%
Trust them completely	(10)	56 5%	59 5%	65 6%	51 5%	106 10%
	(9)	83 8%	47 4%	65 6%	51 5%	115 11%
	(8)	183 17%	133 12%	187 17%	143 13%	216 20%
	(7)	187 17%	175 16%	176 16%	172 16%	170 16%
	(6)	131 12%	117 11%	130 12%	135 13%	103 10%
	(5)	221 20%	240 22%	193 18%	249 23%	194 18%
	(4)	49 5%	64 6%	62 6%	68 6%	44 4%
	(3)	63 6%	71 7%	53 5%	64 6%	37 3%
	(2)	41 4%	66 6%	56 5%	57 5%	21 2%
	(1)	13 1%	32 3%	22 2%	20 2%	21 2%
Don't trust them at all	(0)	57 5%	79 7%	73 7%	73 7%	55 5%
Mean		5.95	5.39	5.78	5.52	6.43
Standard deviation		2.46	2.63	2.63	2.52	2.57

Prepared by Populus

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Absolutes/col percents

Table 3

Q2. And on the same 0-10 scale, how much would you trust charities to ...

- Summary

Base: All respondents

	<u>Q2. Summary</u>				
	<u>Make independent decisions, to further the cause they work for</u>	<u>Ensure that a reasonable proportion of donations make it to the end cause</u>	<u>Ensure that its fundraisers are honest and ethical</u>	<u>Be well managed</u>	<u>Make a positive difference to the cause they are working for</u>
Weighted base	1082	1082	1082	1082	1082
Standard error	0.07	0.08	0.08	0.08	0.08

Trust in Charities 2018

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Absolutes/col percents

Table 4

Q2. And on the same 0-10 scale, how much would you trust charities to ...

- Make independent decisions, to further the cause they work for

Base: All respondents

	Total	Gender		Age						Age II		Age III		Social Grade				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35+	18-44	45+	AB	C1	C2	DE	
Unweighted base	1082	517	565	75	137	148	189	214	319	212	870	360	722	435	269	134	244	
Weighted base	1082	530	552	130	173	206	184	162	227	303	779	509	573	295	317	229	241	
NET: 8-10	322 30%	155 29%	167 30%	29 22%	54 31%	68 33%	60 33%	46 28%	66 29%	82 27%	240 31%	150 29%	172 30%	99 34%	94 30%	57 25%	72 30%	
NET: 3-7	650 60%	309 58%	341 62%	92 71%	104 60%	125 61%	110 60%	94 58%	126 55%	196 65%	454 58%	320 63%	330 57%	177 60%	190 60%	151 66%	132 55%	
NET: 0-2	110 10%	66 12%	45 8%	9 7%	16 9%	13 6%	14 8%	23 14%	35 16%	25 8%	85 11%	38 8%	72 13%	19 7%	33 10%	22 9%	36 15%	
NET: 7-10	508 47%	247 47%	261 47%	50 39%	87 50%	115 56%	98 53%	63 39%	96 42%	137 45%	372 48%	252 49%	257 45%	152 51%	151 48%	103 45%	102 43%	
NET: 4-6	401 37%	182 34%	219 40%	54 42%	65 38%	71 35%	62 34%	65 40%	83 36%	119 39%	282 36%	191 37%	210 37%	111 38%	112 35%	89 39%	89 37%	
NET: 0-3	173 16%	101 19%	72 13%	26 20%	21 12%	19 9%	24 13%	34 21%	49 21%	47 16%	126 16%	66 13%	107 19%	33 11%	53 17%	37 16%	50 21%	
Trust them completely	(10)	56 5%	25 5%	31 6%	3 2%	10 6%	10 5%	11 6%	10 6%	11 5%	13 4%	42 5%	23 6%	32 6%	16 4%	12 4%	6 3%	21 9%
	(9)	83 8%	39 7%	44 8%	9 7%	10 6%	21 10%	14 8%	11 7%	19 8%	19 6%	64 8%	40 8%	44 8%	28 9%	18 6%	21 9%	16 7%
	(8)	183 17%	91 17%	92 17%	16 13%	34 19%	37 18%	35 19%	24 15%	37 16%	50 16%	133 17%	87 17%	96 19%	64 20%	29 13%	35 15%	
	(7)	187 17%	92 17%	95 17%	22 17%	33 19%	47 23%	38 21%	17 11%	30 13%	55 18%	132 17%	102 20%	85 15%	53 18%	57 18%	46 20%	30 13%
	(6)	131 12%	71 13%	60 11%	21 16%	22 13%	23 11%	26 14%	21 13%	19 8%	43 14%	88 11%	66 13%	65 11%	43 15%	46 14%	24 10%	18 8%
	(5)	221 20%	86 16%	135 24%	27 21%	33 19%	37 18%	31 17%	39 24%	54 24%	60 20%	161 21%	96 19%	125 22%	50 17%	53 17%	55 24%	62 26%
	(4)	49 5%	25 5%	24 4%	6 5%	10 6%	12 6%	5 3%	5 3%	10 4%	16 5%	32 4%	28 6%	20 4%	17 4%	14 4%	10 5%	8 3%
	(3)	63 6%	35 7%	28 5%	16 13%	5 3%	6 3%	10 6%	11 7%	13 6%	22 7%	41 5%	28 5%	35 6%	13 5%	20 6%	16 7%	13 6%
	(2)	41 4%	24 5%	16 3%	3 3%	3 1%	8 4%	7 4%	7 4%	14 6%	6 2%	35 4%	13 3%	27 5%	10 3%	11 4%	8 3%	12 5%
	(1)	13 1%	9 2%	4 1%	3 2%	4 2%	- -	2 1%	2 1%	2 1%	7 2%	6 1%	7 1%	6 1%	2 1%	5 1%	4 2%	2 1%
Don't trust them at all	(0)	57 5%	33 6%	24 4%	3 2%	10 6%	6 3%	5 3%	14 8%	20 9%	13 4%	44 6%	19 4%	39 7%	7 2%	17 5%	10 4%	23 9%
Mean	5.95	5.83	6.07	5.69	6.08	6.39	6.29	5.62	5.58	5.91	5.97	6.11	5.82	6.32	5.92	5.83	5.67	
Standard deviation	2.46	2.57	2.36	2.23	2.44	2.19	2.28	2.70	2.72	2.36	2.51	2.30	2.60	2.23	2.44	2.36	2.81	
Standard error	0.07	0.11	0.10	0.26	0.21	0.18	0.17	0.18	0.15	0.16	0.08	0.12	0.10	0.11	0.15	0.20	0.18	

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Table 5

Q2. And on the same 0-10 scale, how much would you trust charities to ...
- Make independent decisions, to further the cause they work for
Base: All respondents

	Region											Working Status	Ethnicity		Trust in Charities (Q1)			Trust in Charities II (Q1)			Importance of charities (Q7)	Change in Trust (Q9)			
	Total	North	North West	Yorkshire & Humberside	East Midlands	West Midlands	Wales	East-ern	London	South East	South West		Work-ing	Not work-ing	White	Not white	8-10	3-7	0-2	7-10		4-6	0-3	Essen-tial	Increa-sed
Unweighted base	1082	100	110	100	100	100	101	100	129	142	100	621	461	943	98	287	662	133	475	417	190	344	53	448	579
Weighted base	1082	54	139	107	96	107	64	107	150	150	107	606	476	916	120	283	670	129	481	413	188	329	62	429	586
NET: 8-10	322 30%	14 26%	33 23%	39 36%	27 28%	28 26%	21 33%	27 25%	48 32%	47 32%	38 36%	180 30%	142 30%	285 31%	28 23%	205 72%	108 16%	9 7%	267 55%	42 10%	13 7%	157 48%	39 63%	78 18%	200 34%
NET: 3-7	650 60%	32 61%	96 69%	56 53%	57 60%	62 58%	34 53%	65 61%	90 60%	97 65%	59 55%	369 61%	280 59%	539 59%	82 68%	76 27%	538 80%	36 28%	212 44%	357 86%	81 43%	161 49%	22 35%	283 66%	345 59%
NET: 0-2	110 10%	7 14%	10 7%	12 11%	12 13%	17 15%	9 14%	15 14%	12 8%	5 3%	10 9%	56 9%	54 11%	92 10%	10 8%	3 1%	24 4%	84 65%	3 1%	14 3%	94 50%	11 3%	1 2%	68 16%	41 7%
NET: 7-10	508 47%	23 43%	49 35%	54 51%	43 44%	51 48%	31 48%	39 37%	75 50%	77 51%	66 61%	295 49%	214 45%	433 47%	60 50%	248 87%	250 37%	11 8%	403 84%	88 21%	18 9%	211 64%	48 76%	138 32%	319 54%
NET: 4-6	401 37%	23 43%	63 45%	39 36%	33 33%	33 31%	22 34%	47 44%	55 36%	60 40%	27 25%	230 38%	171 36%	338 37%	45 37%	32 11%	344 51%	24 19%	74 15%	286 69%	41 22%	99 30%	12 20%	182 42%	206 35%
NET: 0-3	173 16%	8 14%	28 20%	14 13%	21 21%	22 21%	12 18%	21 19%	21 14%	13 8%	15 14%	81 13%	92 19%	146 16%	15 13%	3 1%	75 11%	94 73%	4 1%	39 9%	130 69%	18 6%	2 4%	110 26%	61 10%
Trust them completely	(10) 56 5%	4 8%	6 4%	3 3%	3 3%	3 3%	3 5%	3 2%	15 10%	12 8%	5 4%	30 5%	25 5%	48 5%	6 5%	41 14%	14 2%	1 1%	45 9%	9 2%	1 1%	33 10%	9 14%	7 2%	40 10%
	(9) 83 8%	2 4%	6 5%	12 11%	9 10%	8 8%	5 8%	8 7%	16 11%	9 6%	7 7%	50 8%	34 7%	76 8%	6 5%	58 21%	22 3%	3 3%	73 15%	5 1%	5 3%	38 12%	9 14%	13 3%	57 10%
	(8) 183 17%	8 14%	21 15%	24 22%	14 15%	17 16%	13 20%	16 15%	17 11%	27 18%	27 25%	100 16%	83 17%	161 18%	16 13%	105 37%	73 11%	5 4%	148 31%	27 7%	7 4%	86 26%	22 35%	58 13%	103 18%
	(7) 187 17%	9 18%	16 12%	16 15%	16 17%	23 22%	10 15%	12 12%	27 18%	30 20%	27 26%	115 19%	72 15%	147 16%	32 26%	43 15%	142 21%	1 1%	136 28%	46 11%	4 2%	54 17%	8 14%	59 14%	119 20%
	(6) 131 12%	3 6%	14 10%	14 13%	11 11%	11 10%	6 10%	11 10%	28 19%	19 13%	13 12%	85 14%	46 10%	104 11%	18 15%	21 8%	108 16%	2 1%	47 10%	81 20%	3 2%	34 10%	6 9%	47 11%	78 13%
	(5) 221 20%	17 32%	36 26%	22 20%	18 18%	18 17%	12 19%	32 29%	21 14%	38 25%	8 7%	112 18%	109 23%	195 21%	16 14%	11 4%	197 29%	13 10%	25 5%	176 43%	20 10%	57 17%	7 11%	104 24%	110 19%
	(4) 49 5%	2 5%	13 9%	3 3%	4 4%	4 4%	3 5%	5 5%	5 4%	4 2%	6 5%	34 6%	15 3%	38 4%	10 9%	- 6%	40 7%	9 7%	2 7%	29 10%	18 10%	9 3%	- 7%	31 7%	18 3%
	(3) 63 6%	* *	18 13%	2 2%	8 9%	6 5%	3 4%	6 5%	8 6%	8 5%	5 4%	25 4%	38 8%	54 6%	5 4%	1 *	51 8%	11 8%	2 *	25 6%	36 19%	8 2%	1 2%	42 10%	20 3%
	(2) 41 4%	2 3%	2 1%	7 6%	8 8%	7 6%	1 2%	6 5%	5 3%	3 2%	1 1%	23 4%	17 4%	31 3%	5 4%	- 3%	17 18%	23 18%	- 2%	10 16%	31 16%	7 2%	- 4%	18 4%	22 4%
	(1) 13 1%	2 3%	3 2%	1 1%	- -	2 2%	2 2%	- -	1 *	- -	2 2%	9 1%	3 1%	10 1%	2 2%	- -	4 1%	8 6%	- -	4 1%	9 5%	3 1%	1 1%	11 3%	1 *

Trust in Charities 2018
CATI Fieldwork : 22nd - 26th February 2018

Absolutes/col percents

Table 5

Q2. And on the same 0-10 scale, how much would you trust charities to ...

- Make independent decisions, to further the cause they work for

Base: All respondents

	Region										Working Status	Ethnicity		Trust in Charities (Q1)			Trust in Charities II (Q1)			Importance of charities (Q7)	Change in Trust (Q9)					
	Total	North	North West	Yorkshire & Humberside	East Midlands	West Midlands	Wales	East-ern	London	South East		South West	Work-ing	Not work-ing	White	Not white	8-10	3-7	0-2		7-10	4-6	0-3	Essen-tial	Increa-sed	Decrea-sed
Weighted base	1082	54	139	107	96	107	64	107	150	150	107	606	476	916	120	283	670	129	481	413	188	329	62	429	586	
Don't trust them at all	(0)	57 5%	4 7%	5 4%	4 4%	5 5%	8 7%	6 10%	10 9%	7 4%	2 2%	6 6%	24 4%	33 7%	51 6%	3 2%	3 1%	2 *	52 41%	3 1%	1 *	54 29%	2 1%	1 1%	39 9%	18 3%
Mean	5.95	5.73	5.50	6.17	5.76	5.70	5.79	5.45	6.33	6.43	6.30	6.08	5.79	5.97	6.05	7.99	5.81	2.22	7.63	5.48	2.72	6.99	7.55	5.05	6.43	
Standard deviation	2.46	2.62	2.34	2.39	2.51	2.63	2.77	2.55	2.48	2.05	2.46	2.36	2.58	2.49	2.23	1.50	1.77	2.56	1.43	1.58	2.48	2.02	1.87	2.52	2.25	
Standard error	0.07	0.26	0.22	0.24	0.25	0.26	0.28	0.26	0.22	0.17	0.25	0.09	0.12	0.08	0.22	0.09	0.07	0.22	0.07	0.08	0.18	0.11	0.26	0.12	0.09	

Trust in Charities 2018

CATI Fieldwork : 22nd - 26th February 2018

Absolutes/col percents

Table 6

Q2. And on the same 0-10 scale, how much would you trust charities to ...
- Ensure that a reasonable proportion of donations make it to the end cause
Base: All respondents

	Total	Gender		Age						Age II		Age III		Social Grade			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35+	18-44	45+	AB	C1	C2	DE
Unweighted base	1082	517	565	75	137	148	189	214	319	212	870	360	722	435	269	134	244
Weighted base	1082	530	552	130	173	206	184	162	227	303	779	509	573	295	317	229	241
NET: 8-10	239 22%	117 22%	122 22%	28 22%	43 25%	51 25%	36 20%	40 24%	41 18%	71 24%	167 21%	122 24%	116 20%	69 23%	73 23%	45 20%	50 21%
NET: 3-7	667 62%	306 58%	361 65%	71 55%	103 59%	133 65%	127 69%	91 56%	141 62%	174 57%	493 63%	307 60%	360 63%	196 66%	195 62%	136 59%	139 58%
NET: 0-2	177 16%	107 20%	69 13%	30 23%	27 16%	22 11%	21 11%	31 19%	45 20%	58 19%	119 15%	79 16%	97 17%	30 10%	48 15%	48 21%	51 21%
NET: 7-10	414 38%	198 37%	216 39%	49 37%	69 40%	101 49%	68 37%	59 37%	68 30%	118 39%	296 38%	219 43%	195 34%	121 41%	126 40%	88 38%	78 33%
NET: 4-6	420 39%	192 36%	228 41%	45 35%	64 37%	67 32%	85 46%	62 38%	98 43%	110 36%	311 40%	176 35%	244 43%	120 41%	125 39%	78 34%	98 41%
NET: 0-3	248 23%	139 26%	108 20%	36 28%	39 23%	38 19%	31 17%	41 25%	62 27%	75 25%	172 22%	114 22%	134 23%	54 18%	66 21%	64 28%	64 27%
Trust them completely	(10) 59 5%	28 5%	32 6%	6 5%	12 7%	14 7%	11 6%	9 5%	8 3%	18 6%	41 5%	33 6%	27 5%	12 4%	13 4%	11 5%	23 10%
	(9) 47 4%	21 4%	26 5%	7 5%	9 5%	10 5%	6 3%	8 5%	7 3%	15 5%	32 4%	25 5%	22 4%	16 5%	15 5%	9 4%	6 3%
	(8) 133 12%	68 13%	64 12%	15 12%	23 13%	27 13%	19 11%	23 14%	25 11%	38 13%	95 12%	65 13%	68 12%	42 14%	45 14%	25 11%	21 9%
	(7) 175 16%	82 15%	94 17%	20 16%	26 15%	50 24%	32 17%	20 12%	27 12%	47 15%	129 17%	97 19%	79 14%	52 18%	53 17%	42 18%	28 12%
	(6) 117 11%	64 12%	53 10%	15 12%	18 10%	19 9%	25 14%	16 10%	24 11%	33 11%	84 11%	52 10%	65 11%	42 14%	33 10%	23 10%	20 8%
	(5) 240 22%	91 17%	149 27%	21 16%	37 22%	41 20%	51 28%	37 23%	53 23%	58 19%	182 23%	99 19%	141 25%	58 20%	73 23%	48 21%	61 25%
	(4) 64 6%	38 7%	26 5%	10 8%	9 5%	7 3%	9 5%	9 5%	20 9%	19 6%	45 6%	26 5%	38 7%	20 7%	19 6%	7 3%	17 7%
	(3) 71 7%	32 6%	39 7%	5 4%	12 7%	17 8%	10 6%	10 6%	16 7%	18 6%	53 7%	34 7%	37 6%	24 8%	18 6%	16 7%	13 6%
	(2) 66 6%	37 7%	29 5%	18 14%	9 5%	10 5%	8 4%	8 5%	14 6%	27 9%	39 5%	37 7%	29 5%	12 4%	19 6%	21 9%	14 6%
	(1) 32 3%	16 3%	16 3%	7 5%	2 1%	7 3%	1 1%	6 4%	8 4%	9 3%	23 3%	16 3%	16 3%	8 3%	8 2%	6 2%	10 4%
Don't trust them at all	(0) 79 7%	54 10%	24 4%	5 4%	16 9%	5 2%	12 6%	17 11%	23 10%	21 7%	57 7%	26 5%	52 9%	10 3%	21 7%	21 9%	27 11%
Mean	5.39	5.20	5.58	5.23	5.48	5.92	5.59	5.22	4.91	5.37	5.40	5.59	5.22	5.70	5.48	5.20	5.09
Standard deviation	2.63	2.79	2.46	2.68	2.75	2.42	2.40	2.83	2.66	2.72	2.60	2.61	2.64	2.35	2.56	2.73	2.91
Standard error	0.08	0.12	0.10	0.31	0.24	0.20	0.17	0.19	0.15	0.19	0.09	0.14	0.10	0.11	0.16	0.24	0.19

Trust in Charities 2018

CATI Fieldwork : 22nd - 26th February 2018

Absolutes/col percents

Table 7

Q2. And on the same 0-10 scale, how much would you trust charities to ...
- Ensure that a reasonable proportion of donations make it to the end cause
Base: All respondents

	Region											Working Status		Ethnicity		Trust in Charities (Q1)			Trust in Charities II (Q1)			Importance of charities (Q7)	Change in Trust (Q9)		
	Total	North	North West	Yorkshire & Humberside	East Midlands	West Midlands	Wales	East-ern	London	South East	South West	Work-ing	Not work-ing	White	Not white	8-10	3-7	0-2	7-10	4-6	0-3	Essen-tial	Increa-sed	Decrea-sed	Stayed the same
Unweighted base	1082	100	110	100	100	100	101	100	129	142	100	621	461	943	98	287	662	133	475	417	190	344	53	448	579
Weighted base	1082	54	139	107	96	107	64	107	150	150	107	606	476	916	120	283	670	129	481	413	188	329	62	429	586
NET: 8-10	239 22%	11 20%	19 14%	26 24%	25 25%	14 13%	12 19%	22 20%	41 27%	39 26%	32 30%	137 23%	101 19%	208 23%	23 19%	179 63%	55 8%	5 210	24 44%	6 6%	5 3%	120 37%	41 66%	36 8%	160 27%
NET: 3-7	667 62%	34 63%	84 60%	65 60%	55 57%	73 68%	41 63%	62 58%	90 60%	101 67%	63 59%	384 63%	283 59%	556 61%	81 67%	104 37%	543 81%	20 15%	270 56%	350 85%	47 25%	191 58%	19 31%	281 65%	367 63%
NET: 0-2	177 16%	9 17%	36 26%	17 16%	17 17%	21 20%	11 18%	24 22%	19 13%	11 7%	12 11%	84 14%	92 19%	153 17%	16 13%	1 *	72 11%	104 81%	1 *	39 10%	136 72%	17 5%	2 4%	113 26%	60 10%
NET: 7-10	414 38%	19 36%	35 25%	43 40%	36 38%	43 40%	27 42%	34 32%	67 45%	65 43%	45 42%	244 40%	170 36%	359 39%	43 36%	237 84%	172 26%	5 4%	366 76%	42 10%	5 3%	183 56%	47 75%	89 21%	276 47%
NET: 4-6	420 39%	23 42%	52 37%	42 39%	35 36%	35 33%	22 34%	42 39%	55 37%	69 46%	45 42%	232 38%	188 40%	345 38%	53 44%	42 15%	365 55%	13 10%	109 23%	286 69%	25 13%	122 37%	12 19%	189 44%	220 37%
NET: 0-3	248 23%	12 22%	52 38%	22 21%	25 26%	30 28%	15 24%	31 29%	27 18%	16 11%	17 16%	130 21%	118 25%	212 23%	24 20%	4 1%	133 20%	111 86%	5 1%	85 20%	158 84%	24 7%	3 5%	152 35%	90 15%
Trust them completely	(10) 59 5%	5 9%	4 3%	2 2%	7 8%	5 4%	2 3%	3 3%	15 10%	9 6%	8 7%	35 6%	25 5%	49 5%	9 8%	50 18%	9 1%	1 11%	54 1%	4 1%	1 *	29 9%	15 24%	9 2%	35 6%
	(9) 47 4%	3 5%	1 1%	4 4%	4 5%	2 2%	2 3%	3 3%	10 7%	8 6%	9 8%	35 6%	12 2%	38 4%	7 6%	33 12%	12 2%	2 1%	40 8%	4 1%	2 1%	20 6%	7 11%	3 1%	35 6%
	(8) 133 12%	3 6%	14 10%	20 18%	13 13%	7 6%	8 13%	16 15%	16 11%	21 14%	15 14%	68 11%	65 14%	121 13%	7 6%	96 34%	34 5%	3 2%	115 24%	15 4%	3 1%	72 22%	19 31%	24 6%	89 15%
	(7) 175 16%	9 16%	16 11%	17 16%	12 12%	29 27%	15 23%	12 12%	26 18%	26 18%	13 12%	107 18%	69 14%	151 16%	20 17%	58 21%	117 17%	- -	157 33%	19 4%	- -	62 19%	6 10%	53 12%	117 20%
	(6) 117 11%	6 11%	9 7%	13 13%	13 13%	6 5%	7 11%	12 12%	24 16%	12 8%	15 14%	71 12%	46 10%	95 10%	18 15%	20 7%	97 14%	- -	46 9%	71 17%	* *	32 10%	4 7%	47 11%	66 11%
	(5) 240 22%	13 25%	35 25%	24 22%	16 17%	22 20%	12 18%	22 21%	27 18%	47 31%	23 22%	127 21%	113 24%	201 22%	25 21%	20 7%	213 32%	7 5%	53 11%	172 42%	15 8%	69 21%	8 13%	100 23%	132 22%
	(4) 64 6%	4 7%	8 6%	5 5%	6 7%	7 7%	3 5%	7 7%	4 3%	11 7%	7 7%	34 6%	29 6%	49 5%	9 8%	2 1%	56 8%	6 5%	11 2%	43 10%	10 5%	20 6%	- -	41 10%	22 4%
	(3) 71 7%	2 4%	16 12%	5 5%	8 9%	9 8%	4 6%	8 7%	8 5%	6 4%	5 5%	46 8%	25 5%	60 7%	8 7%	3 1%	61 9%	7 5%	4 1%	45 11%	21 11%	7 2%	1 1%	40 9%	30 5%
	(2) 66 6%	1 2%	21 15%	9 9%	5 5%	7 7%	3 5%	4 4%	7 4%	5 3%	4 4%	29 5%	37 8%	58 6%	8 7%	- -	47 7%	20 15%	- -	30 7%	36 19%	9 3%	2 3%	40 9%	24 4%
	(1) 32 3%	4 7%	5 4%	1 1%	2 2%	6 5%	2 3%	8 8%	3 2%	2 1%	1 1%	16 3%	16 3%	25 3%	4 3%	1 *	14 2%	17 13%	1 *	5 1%	26 14%	3 1%	1 1%	15 3%	16 3%

Trust in Charities 2018

CATI Fieldwork : 22nd - 26th February 2018

Absolutes/col percents

Table 7

Q2. And on the same 0-10 scale, how much would you trust charities to ...
- Ensure that a reasonable proportion of donations make it to the end cause
Base: All respondents

	Region											Working Status	Ethnicity		Trust in Charities (Q1)			Trust in Charities II (Q1)			Importance of charities (Q7)	Change in Trust (Q9)			
	Total	North	North West	Yorkshire & Humberside	East Midlands	West Midlands	Wales	East-ern	London	South East	South West		Work-ing	Not work-ing	White	Not white	8-10	3-7	0-2	7-10		4-6	0-3	Essen-tial	Increa-sed
Weighted base	1082	54	139	107	96	107	64	107	150	150	107	606	476	916	120	283	670	129	481	413	188	329	62	429	586
Don't trust them at all	(0) 79	4	10	7	10	8	7	11	10	4	7	39	40	70	4	-	11	67	-	4	74	5	-	57	19
	7%	8%	7%	6%	11%	8%	10%	10%	7%	3%	7%	6%	8%	8%	4%	-	2%	52%	-	1%	39%	2%	-	13%	3%
Mean	5.39	5.38	4.52	5.49	5.35	5.06	5.30	4.87	5.93	5.95	5.87	5.54	5.20	5.40	5.55	7.80	5.14	1.41	7.31	4.82	1.73	6.51	7.68	4.29	5.97
Standard deviation	2.63	2.81	2.51	2.46	2.87	2.63	2.69	2.76	2.68	2.23	2.60	2.59	2.68	2.65	2.51	1.57	1.93	2.11	1.56	1.66	2.00	2.16	2.08	2.54	2.39
Standard error	0.08	0.28	0.24	0.25	0.29	0.26	0.27	0.28	0.24	0.19	0.26	0.10	0.12	0.09	0.25	0.09	0.08	0.18	0.07	0.08	0.15	0.12	0.29	0.12	0.10

Trust in Charities 2018

CATI Fieldwork : 22nd - 26th February 2018

Absolutes/col percents

Table 8

Q2. And on the same 0-10 scale, how much would you trust charities to ...

- Ensure that its fundraisers are honest and ethical

Base: All respondents

	Total	Gender		Age						Age II		Age III		Social Grade			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35+	18-44	45+	AB	C1	C2	DE
Unweighted base	1082	517	565	75	137	148	189	214	319	212	870	360	722	435	269	134	244
Weighted base	1082	530	552	130	173	206	184	162	227	303	779	509	573	295	317	229	241
NET: 8-10	317	151	166	44	53	58	49	52	62	97	220	155	163	91	80	72	75
	29%	29%	30%	34%	31%	28%	27%	32%	27%	32%	30%	28%	31%	25%	32%	31%	
NET: 3-7	613	290	323	63	95	139	112	85	119	159	455	298	316	181	194	126	113
	57%	55%	59%	49%	55%	67%	61%	52%	53%	52%	58%	58%	55%	61%	61%	55%	47%
NET: 0-2	151	88	63	22	24	9	23	26	46	47	104	56	95	23	43	31	53
	14%	17%	11%	17%	14%	5%	12%	16%	20%	15%	13%	11%	17%	8%	14%	14%	22%
NET: 7-10	493	244	249	63	85	108	80	72	85	149	344	257	236	138	143	112	101
	46%	46%	45%	49%	49%	53%	44%	44%	37%	49%	44%	50%	41%	47%	45%	49%	42%
NET: 4-6	385	178	207	37	58	82	71	53	85	94	291	176	209	113	123	72	77
	36%	34%	38%	28%	33%	40%	39%	33%	38%	31%	37%	35%	36%	38%	39%	31%	32%
NET: 0-3	204	108	95	30	30	16	33	38	57	60	144	76	128	44	51	46	63
	19%	20%	17%	23%	17%	8%	18%	23%	25%	20%	18%	15%	22%	15%	16%	20%	26%
Trust them completely	(10)	65	31	34	12	13	7	9	14	25	40	32	33	12	14	12	26
		6%	6%	6%	9%	8%	4%	5%	5%	6%	8%	5%	6%	6%	4%	5%	11%
(9)	65	30	36	4	11	17	14	12	8	15	50	32	33	20	15	17	13
		6%	6%	7%	3%	6%	8%	7%	7%	3%	5%	6%	6%	7%	5%	7%	5%
(8)	187	91	96	28	29	33	27	31	39	57	130	90	97	58	51	43	36
		17%	17%	17%	22%	17%	16%	14%	19%	17%	19%	18%	17%	20%	16%	19%	15%
(7)	176	92	83	19	32	51	31	20	23	51	124	102	74	47	63	39	26
		16%	17%	15%	15%	18%	25%	17%	12%	10%	17%	16%	20%	13%	16%	20%	11%
(6)	130	56	74	17	24	29	25	11	24	41	89	70	60	45	37	26	22
		12%	11%	13%	13%	14%	14%	7%	11%	13%	11%	14%	10%	15%	12%	12%	9%
(5)	193	84	110	14	28	42	38	30	43	42	152	83	110	53	57	37	46
		18%	16%	20%	10%	16%	20%	20%	18%	19%	14%	19%	16%	18%	18%	16%	19%
(4)	62	38	23	6	6	11	8	12	19	12	50	23	39	15	29	9	9
		6%	7%	4%	4%	3%	5%	7%	8%	4%	6%	4%	7%	5%	9%	4%	4%
(3)	53	20	32	8	6	6	10	12	11	13	39	20	33	21	8	14	10
		5%	4%	6%	6%	3%	3%	5%	7%	5%	4%	5%	4%	6%	7%	6%	4%
(2)	56	29	27	14	9	4	8	7	15	23	33	27	30	10	15	13	19
		5%	6%	5%	11%	5%	2%	4%	4%	6%	8%	4%	5%	3%	5%	6%	8%
(1)	22	9	12	-	6	1	8	3	4	6	16	7	15	7	6	2	6
		2%	2%	-	3%	*	4%	2%	2%	2%	2%	1%	3%	2%	2%	1%	3%
Don't trust them at all	(0)	73	50	23	8	10	5	8	16	27	18	55	23	50	7	22	28
		7%	9%	4%	6%	6%	2%	4%	10%	12%	6%	7%	4%	9%	2%	7%	12%
Mean	5.78	5.63	5.92	5.85	5.98	6.33	5.80	5.54	5.24	5.93	5.72	6.09	5.50	6.05	5.70	5.86	5.47
Standard deviation	2.63	2.77	2.49	2.76	2.64	2.02	2.50	2.84	2.89	2.69	2.61	2.44	2.76	2.28	2.54	2.65	3.08
Standard error	0.08	0.12	0.10	0.32	0.23	0.17	0.18	0.19	0.16	0.18	0.09	0.13	0.10	0.11	0.15	0.23	0.20

Trust in Charities 2018

CATI Fieldwork : 22nd - 26th February 2018

Absolutes/col percents

Table 9

Q2. And on the same 0-10 scale, how much would you trust charities to ...
- Ensure that its fundraisers are honest and ethical
Base: All respondents

	Region											Working Status		Ethnicity		Trust in Charities (Q1)			Trust in Charities II (Q1)			Importance of charities (Q7)	Change in Trust (Q9)		
	Total	North	North West	Yorkshire & Humberside	East Midlands	West Midlands	Wales	East-ern	London	South East	South West	Work-ing	Not work-ing	White	Not white	8-10	3-7	0-2	7-10	4-6	0-3	Essen-tial	Increa-sed	Decrea-sed	Stayed the same
Unweighted base	1082	100	110	100	100	100	101	100	129	142	100	621	461	943	98	287	662	133	475	417	190	344	53	448	579
Weighted base	1082	54	139	107	96	107	64	107	150	150	107	606	476	916	120	283	670	129	481	413	188	329	62	429	586
NET: 8-10	317 29%	15 28%	35 25%	37 34%	24 25%	31 29%	17 26%	23 22%	43 28%	48 32%	45 42%	181 30%	137 29%	284 31%	25 21%	200 70%	109 16%	9 7%	257 53%	50 12%	11 6%	140 43%	47 75%	67 16%	204 35%
NET: 3-7	613 57%	30 55%	82 59%	56 52%	55 57%	62 58%	39 61%	62 57%	84 56%	90 60%	55 51%	365 60%	248 52%	503 55%	80 67%	81 29%	505 75%	27 21%	219 45%	333 81%	62 33%	174 53%	13 21%	272 63%	329 56%
NET: 0-2	151 14%	9 16%	22 16%	15 14%	18 18%	14 14%	9 13%	22 21%	23 15%	12 8%	8 7%	60 10%	91 19%	130 14%	14 12%	3 1%	56 8%	93 72%	6 1%	30 7%	116 61%	14 4%	2 4%	91 21%	54 9%
NET: 7-10	493 46%	25 48%	44 32%	59 55%	37 39%	50 46%	29 45%	38 36%	70 47%	79 53%	61 57%	296 49%	197 41%	431 47%	46 38%	244 86%	240 36%	9 7%	369 77%	112 27%	12 6%	206 63%	49 78%	123 29%	321 55%
NET: 4-6	385 36%	17 32%	63 45%	30 28%	35 37%	34 32%	23 35%	44 41%	51 34%	53 35%	34 32%	220 36%	165 22%	311 34%	55 46%	37 13%	330 49%	19 15%	105 22%	248 60%	32 17%	95 29%	11 17%	182 42%	192 33%
NET: 0-3	204 19%	11 20%	32 23%	18 17%	24 24%	23 22%	13 20%	25 23%	28 19%	18 12%	13 12%	90 15%	114 24%	173 19%	20 16%	3 1%	100 15%	101 79%	6 1%	54 13%	144 76%	27 8%	3 5%	124 29%	73 12%
Trust them completely	(10) 65 6%	6 12%	7 5%	8 7%	2 2%	7 7%	5 8%	3 3%	8 5%	9 6%	11 10%	33 5%	33 7%	57 6%	7 4%	45 16%	18 3%	2 1%	51 11%	12 3%	2 1%	25 8%	18 30%	12 3%	35 9%
	(9) 65 6%	3 6%	2 1%	9 9%	10 10%	6 6%	2 3%	3 3%	10 7%	14 9%	5 5%	46 8%	19 4%	59 6%	5 4%	48 17%	17 3%	- -	60 12%	4 1%	1 1%	30 9%	6 9%	9 2%	50 9%
	(8) 187 17%	6 11%	27 19%	20 19%	12 12%	17 16%	10 15%	17 16%	24 16%	25 17%	29 27%	102 17%	85 18%	169 18%	14 11%	106 38%	74 11%	7 5%	145 30%	34 8%	8 4%	85 26%	23 37%	46 11%	119 20%
	(7) 176 16%	10 19%	9 7%	22 21%	13 14%	19 18%	12 19%	15 14%	28 18%	31 21%	16 15%	115 19%	60 13%	147 16%	20 17%	44 16%	131 20%	* *	113 23%	62 15%	1 1%	67 20%	2 3%	56 13%	117 20%
	(6) 130 12%	4 7%	15 11%	8 7%	12 13%	9 8%	9 14%	17 16%	28 19%	18 12%	10 9%	89 15%	41 9%	106 12%	22 19%	18 6%	110 16%	2 1%	58 12%	69 17%	3 1%	36 11%	4 6%	48 11%	78 13%
	(5) 193 18%	10 19%	36 26%	15 14%	20 21%	21 19%	11 17%	20 18%	18 12%	26 18%	17 16%	99 16%	94 20%	162 18%	17 14%	16 6%	169 25%	9 7%	38 8%	138 33%	17 9%	47 14%	7 11%	85 20%	101 17%
	(4) 62 6%	4 7%	12 9%	7 7%	3 3%	4 4%	2 4%	8 7%	6 4%	8 6%	7 6%	32 5%	30 6%	44 5%	15 12%	3 1%	50 8%	8 7%	9 2%	40 10%	13 7%	12 4%	* 1%	49 11%	13 2%
	(3) 53 5%	2 4%	10 7%	3 3%	6 6%	9 8%	4 7%	2 2%	5 4%	6 4%	5 4%	30 5%	23 5%	44 5%	5 4%	- -	44 7%	8 7%	1 *	24 6%	28 15%	13 4%	1 1%	33 8%	19 3%
	(2) 56 5%	3 6%	12 8%	6 5%	3 3%	9 8%	1 2%	9 9%	7 5%	7 4%	* *	20 3%	37 8%	49 5%	4 4%	1 *	33 5%	22 17%	2 *	19 5%	35 19%	5 2%	2 3%	35 8%	20 3%
	(1) 22 2%	3 5%	1 1%	3 3%	6 6%	1 1%	2 2%	1 1%	1 1%	2 1%	2 2%	12 2%	10 2%	20 2%	* *	- -	12 2%	9 7%	1 *	4 1%	17 9%	1 *	- -	13 3%	6 1%

Trust in Charities 2018
CATI Fieldwork : 22nd - 26th February 2018

Absolutes/col percents

Table 9

Q2. And on the same 0-10 scale, how much would you trust charities to ...

- Ensure that its fundraisers are honest and ethical

Base: All respondents

	Region											Working Status	Ethnicity		Trust in Charities (Q1)			Trust in Charities II (Q1)			Importance of charities (Q7)	Change in Trust (Q9)				
	Total	North	North West	Yorkshire & Humberside	East Midlands	West Midlands	Wales	East-ern	London	South East	South West		Work-ing	Not work-ing	White	Not white	8-10	3-7	0-2	7-10		4-6	0-3	Essen-tial	Increa-sed	Decrea-sed
Weighted base	1082	54	139	107	96	107	64	107	150	150	107	606	476	916	120	283	670	129	481	413	188	329	62	429	586	
Don't trust them at all	(0)	73 7%	3 5%	9 6%	6 5%	10 10%	5 5%	6 10%	12 11%	15 10%	3 2%	5 5%	28 5%	45 9%	61 7%	10 8%	1 *	10 1%	62 48%	3 1%	7 2%	63 33%	8 2%	1 1%	43 10%	27 5%
Mean	5.78	5.80	5.27	6.08	5.34	5.78	5.71	5.20	5.81	6.28	6.39	6.05	5.44	5.83	5.58	7.93	5.62	1.86	7.46	5.42	2.26	6.74	7.90	4.79	6.31	
Standard deviation	2.63	2.84	2.51	2.68	2.82	2.59	2.74	2.69	2.73	2.26	2.51	2.43	2.83	2.65	2.52	1.54	2.03	2.45	1.62	1.88	2.33	2.15	2.12	2.60	2.39	
Standard error	0.08	0.28	0.24	0.27	0.28	0.26	0.27	0.27	0.24	0.19	0.25	0.10	0.13	0.09	0.25	0.09	0.08	0.21	0.07	0.09	0.17	0.12	0.29	0.12	0.10	

Trust in Charities 2018

CATI Fieldwork : 22nd - 26th February 2018

Absolutes/col percents

Table 10
Q2. And on the same 0-10 scale, how much would you trust charities to ...
- Be well managed
Base: All respondents

	Total	Gender		Age						Age II		Age III		Social Grade				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35+	18-44	45+	AB	C1	C2	DE	
Unweighted base	1082	517	565	75	137	148	189	214	319	212	870	360	722	435	269	134	244	
Weighted base	1082	530	552	130	173	206	184	162	227	303	779	509	573	295	317	229	241	
NET: 8-10	245 23%	122 23%	123 22%	33 25%	36 21%	48 23%	42 23%	35 22%	51 22%	69 23%	176 23%	117 23%	128 22%	72 25%	67 21%	52 23%	53 22%	
NET: 3-7	688 64%	321 61%	367 66%	82 63%	114 66%	147 71%	120 65%	98 60%	128 56%	196 65%	492 63%	343 67%	345 60%	197 67%	208 66%	144 63%	138 57%	
NET: 0-2	149 14%	87 16%	62 11%	15 12%	23 13%	11 5%	23 12%	29 18%	48 21%	38 13%	111 14%	49 10%	100 17%	25 9%	41 13%	33 14%	49 21%	
NET: 7-10	417 39%	200 38%	217 39%	50 39%	59 34%	93 45%	78 43%	60 37%	76 34%	109 36%	308 39%	203 40%	214 37%	130 44%	122 38%	85 37%	81 33%	
NET: 4-6	452 42%	217 41%	234 42%	58 44%	77 44%	95 46%	71 39%	61 37%	91 40%	134 44%	317 41%	229 45%	223 39%	118 40%	140 44%	95 41%	99 41%	
NET: 0-3	213 20%	113 21%	100 18%	22 17%	38 22%	17 8%	35 19%	42 26%	60 26%	59 20%	154 20%	77 15%	137 24%	47 16%	55 17%	50 22%	61 25%	
Trust them completely	(10)	51 5%	30 6%	21 4%	17 13%	6 3%	8 4%	9 5%	5 3%	6 3%	23 8%	29 4%	31 6%	20 4%	9 3%	12 4%	13 6%	17 7%
	(9)	51 5%	19 4%	32 6%	3 2%	8 5%	15 7%	5 3%	9 6%	10 4%	11 4%	40 5%	26 5%	24 4%	16 5%	14 4%	8 4%	13 5%
	(8)	143 13%	72 14%	71 13%	13 10%	23 13%	25 12%	28 15%	20 13%	34 15%	35 12%	108 14%	60 12%	83 14%	48 16%	41 13%	31 13%	23 10%
	(7)	172 16%	78 15%	94 17%	18 14%	22 13%	45 22%	37 20%	25 15%	25 11%	40 13%	132 17%	85 17%	87 15%	58 20%	54 17%	32 14%	27 11%
	(6)	135 13%	62 12%	73 13%	12 10%	37 22%	23 11%	21 12%	16 10%	26 11%	50 16%	85 11%	73 14%	62 11%	36 12%	38 12%	31 13%	31 13%
	(5)	249 23%	117 22%	132 24%	31 24%	29 17%	54 26%	40 22%	38 24%	56 25%	60 20%	189 24%	114 22%	135 24%	64 22%	79 25%	49 21%	57 24%
	(4)	68 6%	38 7%	30 5%	14 11%	10 6%	18 9%	9 5%	7 4%	9 4%	25 8%	43 6%	42 8%	25 4%	18 7%	23 6%	15 6%	11 5%
	(3)	64 6%	26 5%	38 7%	6 5%	15 9%	7 3%	12 7%	13 8%	11 5%	21 7%	43 6%	28 6%	36 6%	21 7%	14 4%	17 8%	12 5%
	(2)	57 5%	33 6%	23 4%	8 6%	8 5%	5 2%	9 5%	11 7%	16 7%	16 5%	40 5%	21 4%	35 6%	11 4%	15 5%	9 4%	21 9%
	(1)	20 2%	7 1%	13 2%	3 2%	2 1%	2 1%	5 3%	4 3%	4 2%	4 1%	15 2%	6 1%	14 2%	6 2%	8 2%	2 1%	4 2%
Don't trust them at all	(0)	73 7%	47 9%	26 5%	5 3%	13 7%	4 2%	9 5%	14 9%	29 13%	17 6%	55 7%	21 4%	51 9%	9 3%	18 6%	21 9%	24 10%
Mean	5.52	5.40	5.63	5.76	5.43	6.05	5.64	5.23	5.06	5.57	5.50	5.77	5.29	5.82	5.53	5.41	5.24	
Standard deviation	2.52	2.65	2.39	2.59	2.49	2.06	2.42	2.66	2.77	2.53	2.52	2.36	2.64	2.25	2.43	2.65	2.81	
Standard error	0.08	0.12	0.10	0.30	0.21	0.17	0.18	0.18	0.16	0.17	0.09	0.12	0.10	0.11	0.15	0.23	0.18	

Trust in Charities 2018

CATI Fieldwork : 22nd - 26th February 2018

Absolutes/col percents

Table 11
Q2. And on the same 0-10 scale, how much would you trust charities to ...
- Be well managed
Base: All respondents

	Region											Working Status		Ethnicity		Trust in Charities (Q1)			Trust in Charities II (Q1)			Importance of charities (Q7)	Change in Trust (Q9)			
	Total	North	North West	Yorkshire & Humberside	East Midlands	West Midlands	Wales	East-ern	London	South East	South West	Work-ing	Not work-ing	White	Not white	8-10	3-7	0-2	7-10	4-6	0-3	Essen-tial	Increa-sed	Decrea-sed	Stayed the same	
Unweighted base	1082	100	110	100	100	100	101	100	129	142	100	621	461	943	98	287	662	133	475	417	190	344	53	448	579	
Weighted base	1082	54	139	107	96	107	64	107	150	150	107	606	476	916	120	283	670	129	481	413	188	329	62	429	586	
NET: 8-10	245 23%	12 22%	33 23%	28 26%	21 22%	23 22%	17 26%	22 21%	33 22%	31 21%	26 24%	138 23%	107 22%	214 23%	27 22%	173 61%	69 10%	3 2%	212 44%	30 7%	4 2%	111 34%	55%	34 10%	45 28%	166
NET: 3-7	688 64%	34 64%	90 65%	67 62%	59 61%	65 61%	38 59%	61 57%	97 65%	105 70%	72 67%	395 65%	293 62%	573 63%	83 69%	109 38%	554 83%	25 19%	268 56%	353 86%	67 36%	204 62%	25 40%	286 67%	376 64%	
NET: 0-2	149 14%	8 14%	17 12%	13 12%	17 17%	19 17%	9 14%	23 22%	20 13%	14 10%	9 9%	73 12%	76 16%	128 14%	10 9%	*	47 7%	101 78%	*	30 7%	117 62%	13 4%	3 5%	99 23%	45 8%	
NET: 7-10	417 39%	21 40%	46 33%	49 45%	33 34%	33 31%	24 38%	36 33%	60 40%	65 43%	51 47%	249 41%	167 35%	356 39%	52 44%	243 86%	170 25%	4 3%	351 73%	60 15%	6 3%	169 51%	48 78%	89 21%	279 48%	
NET: 4-6	452 42%	22 41%	62 45%	42 39%	39 40%	45 42%	28 44%	41 38%	65 43%	65 43%	42 40%	246 41%	206 43%	378 41%	50 41%	36 13%	394 59%	22 17%	124 26%	286 69%	42 22%	133 41%	11 17%	201 47%	238 41%	
NET: 0-3	213 20%	10 19%	31 22%	17 16%	25 26%	29 27%	12 18%	30 28%	25 17%	20 14%	14 13%	111 18%	102 22%	182 20%	17 14%	4 2%	106 16%	103 80%	6 1%	67 16%	141 75%	27 8%	3 5%	139 32%	69 12%	
Trust them completely	(10) 51 5%	5 10%	5 4%	3 3%	2 2%	6 6%	3 5%	1 1%	9 6%	5 3%	11 10%	27 5%	24 5%	40 4%	10 9%	35 12%	15 2%	2 1%	42 9%	7 1%	2 1%	23 7%	20 9%	7 1%	24 7%	
	(9) 51 5%	2 3%	4 3%	9 8%	5 5%	4 3%	3 5%	3 3%	9 6%	8 6%	4 4%	32 5%	19 4%	43 5%	6 5%	40 14%	10 2%	1 *	45 9%	5 1%	1 *	24 7%	6 9%	6 1%	39 7%	
	(8) 143 13%	5 9%	23 17%	16 15%	14 14%	13 12%	10 16%	18 17%	15 10%	18 12%	10 10%	79 13%	64 13%	132 14%	10 8%	99 35%	44 7%	1 1%	124 26%	17 4%	1 1%	65 20%	9 14%	32 7%	102 17%	
	(7) 172 16%	9 18%	14 10%	21 19%	12 12%	10 9%	7 11%	13 13%	27 18%	34 22%	25 23%	111 18%	61 13%	141 15%	25 21%	69 25%	101 15%	1 1%	139 29%	31 7%	2 1%	57 17%	14 22%	44 10%	114 19%	
	(6) 135 13%	7 13%	13 9%	8 7%	16 17%	15 14%	9 14%	12 12%	24 16%	16 11%	15 14%	88 14%	48 10%	114 12%	18 15%	20 7%	113 17%	3 2%	56 12%	76 18%	3 2%	40 12%	3 5%	49 11%	83 14%	
	(5) 249 23%	11 21%	39 28%	25 23%	17 18%	27 25%	15 24%	23 21%	37 25%	36 24%	19 18%	128 21%	121 25%	213 23%	26 21%	16 6%	216 32%	16 13%	56 12%	167 40%	25 13%	72 22%	5 9%	116 27%	126 22%	
	(4) 68 6%	4 8%	10 7%	9 8%	5 5%	3 3%	4 6%	6 3%	4 3%	13 9%	8 8%	30 5%	38 8%	52 6%	7 6%	- -	65 10%	3 2%	12 10%	42 10%	13 7%	21 6%	2 3%	37 9%	29 5%	
	(3) 64 6%	3 5%	14 10%	4 4%	9 9%	10 10%	2 4%	7 6%	5 3%	6 4%	5 4%	38 6%	26 5%	54 6%	7 6%	3 1%	60 9%	2 1%	5 1%	36 9%	23 12%	13 4%	- -	40 9%	24 4%	
	(2) 57 5%	2 4%	5 3%	6 5%	5 5%	7 7%	2 4%	11 10%	8 6%	9 6%	1 1%	28 5%	28 6%	47 5%	4 3%	- -	34 5%	23 17%	- -	23 6%	33 18%	6 2%	2 3%	27 6%	26 4%	
	(1) 20 2%	2 4%	4 3%	- -	3 3%	4 4%	1 2%	1 1%	2 2%	1 1%	2 2%	11 2%	8 2%	16 2%	3 2%	1 *	5 1%	13 10%	1 *	2 1%	16 9%	2 1%	1 1%	17 4%	2 *	

Trust in Charities 2018
CATI Fieldwork : 22nd - 26th February 2018

Absolutes/col percents

Table 11

Q2. And on the same 0-10 scale, how much would you trust charities to ...

- Be well managed

Base: All respondents

	Region											Working Status	Ethnicity		Trust in Charities (Q1)			Trust in Charities II (Q1)			Importance of charities (Q7)	Change in Trust (Q9)				
	Total	North	North West	Yorkshire & Humberside	East Midlands	West Midlands	Wales	East-ern	London	South East	South West		Work-ing	Not work-ing	White	Not white	8-10	3-7	0-2	7-10		4-6	0-3	Essen-tial	Increa-sed	Decrea-sed
Weighted base	1082	54	139	107	96	107	64	107	150	150	107	606	476	916	120	283	670	129	481	413	188	329	62	429	586	
Don't trust them at all	(0)	73 7%	4 7%	8 6%	7 6%	9 9%	8 7%	6 9%	12 11%	10 6%	4 3%	7 6%	33 5%	40 8%	65 7%	3 3%	-	7 1%	65 51%	-	5 1%	68 36%	5 2%	1 1%	55 13%	18 3%
Mean	5.52	5.60	5.32	5.74	5.20	5.20	5.54	4.97	5.71	5.78	6.00	5.67	5.32	5.51	5.96	7.74	5.32	1.63	7.23	5.07	2.12	6.39	7.67	4.43	6.10	
Standard deviation	2.52	2.69	2.45	2.46	2.65	2.66	2.66	2.64	2.50	2.19	2.52	2.44	2.61	2.53	2.36	1.45	1.83	2.27	1.56	1.68	2.17	2.11	2.30	2.52	2.19	
Standard error	0.08	0.27	0.23	0.25	0.26	0.27	0.26	0.26	0.22	0.18	0.25	0.10	0.12	0.08	0.24	0.09	0.07	0.20	0.07	0.08	0.16	0.11	0.32	0.12	0.09	

Trust in Charities 2018

CATI Fieldwork : 22nd - 26th February 2018

Absolutes/col percents

Table 12

Q2. And on the same 0-10 scale, how much would you trust charities to ...

- Make a positive difference to the cause they are working for

Base: All respondents

	Total	Gender		Age							Age II		Age III		Social Grade			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35+	18-44	45+	AB	C1	C2	DE	
Unweighted base	1082	517	565	75	137	148	189	214	319	212	870	360	722	435	269	134	244	
Weighted base	1082	530	552	130	173	206	184	162	227	303	779	509	573	295	317	229	241	
NET: 8-10	437	217	220	51	65	98	80	62	81	116	321	214	223	127	135	83	92	
	40%	41%	40%	39%	38%	48%	44%	38%	36%	38%	41%	42%	39%	43%	43%	36%	38%	
NET: 3-7	548	252	296	64	96	100	93	83	112	161	387	260	288	155	157	119	117	
	51%	47%	54%	50%	56%	48%	50%	51%	49%	53%	50%	51%	50%	53%	49%	52%	49%	
NET: 0-2	97	62	35	14	12	8	11	17	34	26	71	34	63	13	25	28	31	
	9%	12%	6%	11%	7%	4%	6%	11%	15%	9%	9%	7%	11%	4%	8%	12%	13%	
NET: 7-10	607	287	321	69	103	128	111	85	111	172	436	300	307	181	189	118	119	
	56%	54%	58%	53%	59%	62%	60%	52%	49%	57%	56%	59%	54%	61%	60%	51%	50%	
NET: 4-6	341	163	178	44	56	61	57	48	75	101	240	161	180	91	93	75	82	
	32%	31%	32%	34%	33%	29%	31%	29%	33%	33%	31%	32%	31%	31%	29%	33%	34%	
NET: 0-3	134	80	53	16	14	17	16	29	41	30	103	47	86	23	35	36	39	
	12%	15%	10%	13%	8%	8%	9%	18%	18%	10%	13%	9%	15%	8%	11%	16%	16%	
Trust them completely	(10)	106	56	50	20	17	15	20	14	19	38	68	53	30	27	17	32	
		10%	10%	9%	16%	10%	7%	11%	9%	8%	12%	9%	10%	9%	10%	9%	13%	
	(9)	115	46	69	8	16	37	14	14	26	24	91	61	54	34	37	24	
		11%	9%	13%	6%	10%	18%	7%	9%	11%	8%	12%	12%	9%	11%	12%	11%	
	(8)	216	115	100	23	32	45	46	33	36	55	161	100	116	64	71	41	
		20%	22%	18%	18%	18%	22%	25%	21%	16%	18%	21%	20%	20%	22%	22%	18%	
	(7)	170	70	101	18	38	31	30	23	30	56	115	86	84	54	54	35	
		16%	13%	18%	14%	22%	15%	17%	14%	13%	18%	15%	17%	15%	18%	17%	15%	
	(6)	103	52	51	19	28	20	10	10	17	47	57	66	37	31	33	24	
		10%	10%	9%	14%	16%	9%	5%	6%	7%	15%	7%	13%	6%	10%	10%	7%	
	(5)	194	90	104	20	25	32	40	31	45	45	148	78	116	45	52	41	
		18%	17%	19%	16%	14%	16%	22%	19%	20%	15%	19%	15%	20%	15%	17%	18%	
	(4)	44	21	22	5	3	9	8	7	12	8	35	17	27	15	8	10	
		4%	4%	4%	4%	2%	4%	4%	4%	5%	3%	5%	3%	5%	5%	2%	4%	
	(3)	37	18	18	2	2	8	5	12	7	4	32	13	24	10	10	9	
		3%	3%	3%	2%	1%	4%	3%	8%	3%	1%	4%	3%	4%	3%	4%	3%	
	(2)	21	15	6	2	1	2	*	4	11	3	18	6	15	2	3	8	
		2%	3%	1%	2%	1%	1%	*	2%	5%	1%	2%	1%	3%	1%	1%	4%	
	(1)	21	14	6	10	2	1	3	2	2	12	8	13	7	4	6	7	
		2%	3%	1%	8%	1%	*	2%	1%	1%	4%	1%	3%	1%	1%	2%	3%	
Don't trust them at all	(0)	55	32	23	2	8	5	8	12	21	10	45	15	40	6	16	21	
		5%	6%	4%	2%	5%	2%	4%	7%	9%	3%	6%	3%	7%	2%	5%	9%	
Mean	6.43	6.28	6.57	6.46	6.67	6.85	6.62	6.08	5.93	6.58	6.37	6.69	6.19	6.77	6.56	6.13	6.10	
Standard deviation	2.57	2.71	2.41	2.65	2.33	2.24	2.41	2.73	2.86	2.47	2.60	2.38	2.70	2.24	2.49	2.64	2.89	
Standard error	0.08	0.12	0.10	0.31	0.20	0.18	0.18	0.19	0.16	0.17	0.09	0.13	0.10	0.11	0.15	0.23	0.19	

Trust in Charities 2018

CATI Fieldwork : 22nd - 26th February 2018

Absolutes/col percents

Table 13
Q2. And on the same 0-10 scale, how much would you trust charities to ...
- Make a positive difference to the cause they are working for
Base: All respondents

	Region											Working Status		Ethnicity		Trust in Charities (Q1)			Trust in Charities II (Q1)			Importance of charities (Q7)	Change in Trust (Q9)			
	Total	North	North West	Yorkshire & Humberside	East Midlands	West Midlands	Wales	East-ern	London	South East	South West	Work-ing	Not work-ing	White	Not white	8-10	3-7	0-2	7-10	4-6	0-3	Essen-tial	Increa-sed	Decrea-sed	Stayed the same	
Unweighted base	1082	100	110	100	100	100	101	100	129	142	100	621	461	943	98	287	662	133	475	417	190	344	53	448	579	
Weighted base	1082	54	139	107	96	107	64	107	150	150	107	606	476	916	120	283	670	129	481	413	188	329	62	429	586	
NET: 8-10	437 40%	20 37%	46 33%	46 43%	35 36%	35 32%	30 46%	38 35%	72 48%	68 45%	49 45%	255 42%	182 38%	393 43%	34 29%	248 87%	186 28%	4 3%	351 73%	79 19%	6 3%	200 61%	41 65%	108 25%	289 49%	
NET: 3-7	548 51%	30 56%	75 54%	55 52%	48 50%	57 53%	28 44%	58 54%	66 44%	77 51%	53 50%	310 51%	238 50%	438 48%	78 66%	35 12%	463 69%	50 39%	128 27%	328 79%	92 49%	122 37%	19 30%	258 60%	267 46%	
NET: 0-2	97 9%	4 7%	19 13%	6 6%	13 14%	15 14%	7 10%	11 11%	12 8%	5 3%	5 5%	41 7%	56 12%	86 9%	7 6%	1 *	21 3%	75 59%	1 *	6 1%	90 48%	7 2%	3 5%	63 15%	31 5%	
NET: 7-10	607 56%	27 49%	58 42%	63 59%	52 54%	56 52%	37 58%	56 53%	99 66%	95 63%	64 60%	359 59%	249 52%	534 58%	60 51%	267 94%	335 50%	6 4%	443 92%	156 38%	8 4%	250 76%	47 76%	176 41%	382 65%	
NET: 4-6	341 32%	19 35%	54 39%	37 35%	25 26%	31 29%	20 31%	37 34%	37 25%	48 32%	33 31%	186 31%	155 33%	263 29%	51 29%	15 5%	289 43%	37 28%	36 8%	240 58%	64 34%	68 21%	12 19%	164 38%	163 28%	
NET: 0-3	134 12%	8 16%	27 19%	7 6%	19 20%	20 19%	7 11%	14 13%	14 9%	8 5%	10 9%	61 10%	72 15%	119 13%	8 7%	1 *	46 7%	87 67%	1 *	17 4%	115 61%	11 3%	3 5%	89 21%	41 7%	
Trust them completely	(10) 106 10%	7 14%	9 7%	11 10%	6 6%	7 6%	7 10%	6 5%	20 13%	18 12%	17 16%	56 9%	50 11%	96 10%	9 7%	77 27%	27 4%	1 1%	89 18%	16 4%	1 1%	56 17%	20 32%	18 4%	68 12%	
	(9) 115 11%	4 8%	9 6%	16 15%	14 14%	8 8%	5 7%	12 12%	15 10%	19 12%	13 12%	71 12%	44 9%	102 11%	11 9%	79 28%	36 5%	1 1%	100 21%	15 4%	1 *	56 17%	12 19%	23 5%	81 14%	
	(8) 216 20%	9 16%	28 20%	19 18%	15 16%	20 19%	18 29%	20 18%	37 25%	31 21%	18 17%	128 21%	88 18%	195 21%	14 12%	92 32%	122 18%	1 1%	163 34%	49 12%	4 2%	88 27%	9 14%	67 16%	140 24%	
	(7) 170 16%	7 12%	12 9%	17 16%	17 18%	21 20%	8 12%	19 17%	27 18%	27 18%	15 14%	104 17%	67 14%	141 15%	26 22%	19 7%	149 22%	2 1%	92 19%	76 19%	2 1%	50 15%	7 11%	68 16%	93 16%	
	(6) 103 10%	6 10%	11 8%	7 7%	9 9%	9 9%	5 7%	5 5%	14 9%	23 15%	15 14%	61 10%	43 9%	69 8%	22 9%	94 14%	9 3%	94 14%	* 3%	15 20%	82 3%	6 3%	26 8%	9 15%	47 11%	47 8%
	(5) 194 18%	10 19%	39 28%	23 22%	12 12%	14 13%	13 20%	23 21%	20 13%	22 14%	18 17%	100 16%	94 20%	160 17%	23 19%	6 2%	164 25%	23 18%	20 4%	136 33%	38 20%	40 12%	3 4%	93 22%	98 17%	
	(4) 44 4%	3 5%	4 3%	7 6%	5 5%	8 7%	2 3%	9 9%	3 2%	3 2%	- 4%	25 4%	18 4%	34 4%	5 5%	- 5%	31 10%	13 10%	1 *	22 5%	20 11%	3 1%	- 1%	23 5%	18 3%	
	(3) 37 3%	5 9%	8 6%	1 1%	6 6%	5 5%	* 1%	3 2%	1 1%	3 2%	5 4%	20 3%	16 3%	33 4%	2 1%	- -	25 4%	11 9%	- -	11 3%	25 13%	4 1%	- -	26 6%	11 2%	
	(2) 21 2%	1 2%	- 2%	3 3%	3 3%	3 3%	1 1%	6 5%	3 2%	1 *	1 1%	8 1%	13 3%	19 2%	2 2%	1 *	6 11%	14 9%	1 *	3 1%	17 9%	4 1%	1 1%	12 3%	9 1%	
	(1) 21 2%	* 1%	11 8%	- -	4 4%	2 2%	* *	- -	2 1%	1 1%	1 1%	8 1%	12 3%	17 2%	2 2%	- -	10 8%	10 8%	- -	1 *	19 10%	1 *	1 1%	16 4%	4 1%	

Trust in Charities 2018
CATI Fieldwork : 22nd - 26th February 2018

Absolutes/col percents

Table 13

Q2. And on the same 0-10 scale, how much would you trust charities to ...

- Make a positive difference to the cause they are working for

Base: All respondents

	Region											Working Status	Ethnicity		Trust in Charities (Q1)			Trust in Charities II (Q1)			Importance of charities (Q7)	Change in Trust (Q9)			
	Total	North	North West	Yorkshire & Humberside	East Midlands	West Midlands	Wales	East-ern	London	South East	South West		Work-ing	Not work-ing	White	Not white	8-10	3-7	0-2	7-10		4-6	0-3	Essen-tial	Increa-sed
Weighted base	1082	54	139	107	96	107	64	107	150	150	107	606	476	916	120	283	670	129	481	413	188	329	62	429	586
Don't trust them at all	(0) 55 5%	2 4%	8 6%	3 2%	7 7%	10 9%	6 9%	6 5%	8 6%	3 2%	3 2%	24 4%	31 7%	50 5%	3 2%	- -	4 1%	51 40%	- -	2 *	53 28%	2 1%	2 3%	36 8%	18 3%
Mean	6.43	6.29	5.70	6.73	6.02	5.87	6.43	6.11	6.84	7.03	6.94	6.60	6.20	6.47	6.42	8.60	6.31	2.25	8.17	6.09	2.69	7.60	7.94	5.50	6.95
Standard deviation	2.57	2.61	2.72	2.30	2.82	2.79	2.71	2.52	2.52	2.11	2.36	2.42	2.73	2.62	2.15	1.24	1.88	2.37	1.31	1.65	2.33	1.91	2.31	2.65	2.29
Standard error	0.08	0.26	0.26	0.23	0.28	0.28	0.27	0.25	0.22	0.18	0.24	0.10	0.13	0.09	0.22	0.07	0.07	0.21	0.06	0.08	0.17	0.10	0.32	0.13	0.10

Trust in Charities 2018
CATI Fieldwork : 22nd - 26th February 2018

Absolutes/col percents

Table 14

Q5. Overall, how effectively do you think charities are regulated in England and Wales?**Base: All respondents**

	Total	Gender		Age						Age II		Age III		Social Grade				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35+	18-44	45+	AB	C1	C2	DE	
Unweighted base	1082	517	565	75	137	148	189	214	319	212	870	360	722	435	269	134	244	
Weighted base	1082	530	552	130	173	206	184	162	227	303	779	509	573	295	317	229	241	
NET: Effectively	682	321	361	84	118	144	120	91	124	202	480	346	335	201	209	136	136	
	63%	61%	65%	65%	68%	70%	65%	56%	54%	67%	62%	68%	59%	68%	66%	59%	56%	
Very effectively	(4)	114	59	55	7	19	33	23	16	17	26	88	59	56	35	33	17	29
		11%	11%	10%	5%	11%	16%	12%	10%	7%	8%	11%	12%	10%	12%	11%	8%	12%
Fairly effectively	(3)	568	262	306	77	99	111	97	76	107	177	391	288	280	166	175	119	107
		52%	49%	55%	59%	57%	54%	53%	47%	47%	58%	50%	57%	49%	56%	55%	52%	45%
Not very effectively	(2)	282	143	140	37	33	44	49	52	67	70	212	114	168	65	72	76	69
		26%	27%	25%	28%	19%	21%	26%	32%	30%	23%	27%	22%	29%	22%	23%	33%	29%
Not at all effectively	(1)	81	49	32	8	14	11	13	14	22	21	60	32	49	22	28	9	22
		8%	9%	6%	6%	8%	5%	7%	8%	10%	8%	6%	9%	8%	9%	4%	9%	
NET: Not effectively		364	192	172	45	47	55	62	66	89	92	272	147	217	87	101	85	91
		34%	36%	31%	34%	27%	27%	34%	41%	39%	30%	35%	29%	38%	30%	32%	37%	38%
Don't know		36	17	19	1	8	6	2	5	14	9	27	16	21	7	8	9	13
		3%	3%	3%	1%	5%	3%	1%	3%	6%	3%	3%	3%	4%	2%	2%	4%	5%
Mean		2.68	2.65	2.72	2.65	2.75	2.83	2.71	2.60	2.56	2.70	2.68	2.76	2.62	2.74	2.69	2.65	2.63
Standard deviation		0.77	0.81	0.73	0.68	0.77	0.76	0.78	0.79	0.78	0.73	0.78	0.75	0.78	0.77	0.78	0.68	0.83
Standard error		0.02	0.04	0.03	0.08	0.07	0.06	0.06	0.05	0.04	0.05	0.03	0.04	0.03	0.04	0.05	0.06	0.05

Trust in Charities 2018

CATI Fieldwork : 22nd - 26th February 2018

Absolutes/col percents

Table 15

Q5. Overall, how effectively do you think charities are regulated in England and Wales?

Base: All respondents

	Region											Working Status		Ethnicity		Trust in Charities (Q1)			Trust in Charities II (Q1)			Importance of charities (Q7)	Change in Trust (Q9)		
	Total	North	North West	Yorkshire & Humberside	East Midlands	West Midlands	Wales	East-ern	London	South East	South West	Work-ing	Not work-ing	White	Not white	8-10	3-7	0-2	7-10	4-6	0-3	Essen-tial	Increa-sed	Decrea-sed	Stayed the same
Unweighted base	1082	100	110	100	100	100	101	100	129	142	100	621	461	943	98	287	662	133	475	417	190	344	53	448	579
Weighted base	1082	54	139	107	96	107	64	107	150	150	107	606	476	916	120	283	670	129	481	413	188	329	62	429	586
NET: Effectively	682	28	78	65	63	61	39	68	107	90	82	395	287	584	77	253	412	17	418	235	29	250	56	189	437
	63%	53%	56%	60%	65%	57%	61%	64%	71%	60%	76%	65%	60%	64%	65%	89%	61%	13%	87%	57%	16%	76%	91%	44%	74%
Very effectively	(4) 114	7	11	18	11	8	6	10	20	12	11	69	45	95	15	59	54	1	82	26	6	55	16	30	68
	11%	13%	8%	17%	12%	7%	10%	9%	13%	8%	11%	11%	9%	10%	12%	21%	8%	1%	17%	6%	3%	17%	26%	7%	12%
Fairly effectively	(3) 568	21	67	47	51	54	33	59	87	78	71	325	242	488	63	194	358	16	336	208	24	194	40	159	368
	52%	40%	48%	44%	53%	50%	51%	55%	58%	52%	66%	54%	51%	53%	52%	69%	53%	12%	70%	50%	13%	59%	65%	37%	63%
Not very effectively	(2) 282	18	42	29	23	31	19	30	26	49	16	150	133	234	29	19	203	60	45	141	96	53	4	174	102
	26%	33%	30%	27%	24%	29%	30%	28%	17%	32%	15%	25%	28%	26%	24%	7%	30%	47%	9%	34%	51%	16%	7%	40%	17%
Not at all effectively	(1) 81	3	10	11	9	11	5	8	13	7	4	45	37	67	10	3	31	47	5	21	55	14	1	55	26
	8%	6%	7%	10%	9%	10%	7%	7%	9%	5%	4%	7%	8%	7%	9%	1%	5%	37%	1%	5%	29%	4%	1%	13%	4%
NET: Not effectively	364	21	52	39	32	42	24	38	39	56	21	194	170	301	39	23	234	108	50	162	152	67	5	228	128
	34%	39%	37%	37%	33%	39%	38%	35%	26%	37%	19%	32%	36%	33%	33%	8%	35%	83%	10%	39%	81%	20%	8%	53%	22%
Don't know	36	4	9	3	2	4	1	1	4	4	5	17	19	31	3	8	25	4	13	16	7	12	1	12	21
	3%	8%	6%	3%	2%	4%	2%	1%	2%	2%	4%	3%	4%	3%	2%	3%	4%	3%	3%	4%	4%	4%	1%	3%	4%
Mean	2.68	2.65	2.61	2.69	2.69	2.57	2.64	2.66	2.78	2.65	2.87	2.71	2.65	2.69	2.70	3.12	2.67	1.77	3.06	2.60	1.89	2.92	3.17	2.39	2.85
Standard deviation	0.77	0.81	0.76	0.88	0.80	0.78	0.77	0.75	0.79	0.70	0.66	0.77	0.77	0.76	0.80	0.56	0.70	0.71	0.56	0.69	0.74	0.72	0.59	0.80	0.68
Standard error	0.02	0.08	0.07	0.09	0.08	0.08	0.08	0.08	0.07	0.06	0.07	0.03	0.04	0.03	0.08	0.03	0.03	0.06	0.03	0.03	0.06	0.04	0.08	0.04	0.03

Trust in Charities 2018
CATI Fieldwork : 22nd - 26th February 2018

Absolutes/col percents

Table 16

Q7. Overall, how important a role do you think charities play in society today?**Base: All respondents**

	Total	Gender		Age						Age II		Age III		Social Grade			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35+	18-44	45+	AB	C1	C2	DE
Unweighted base	1082	517	565	75	137	148	189	214	319	212	870	360	722	435	269	134	244
Weighted base	1082	530	552	130	173	206	184	162	227	303	779	509	573	295	317	229	241
NET: Essential/ very important	673	306	367	69	107	150	125	97	124	176	496	327	346	210	208	124	130
	62%	58%	66%	53%	62%	73%	68%	60%	55%	58%	64%	64%	60%	71%	66%	54%	54%
NET: Essential/ important	993	472	522	124	163	192	176	143	195	287	706	480	514	277	289	215	212
	92%	89%	95%	96%	94%	93%	95%	88%	86%	95%	91%	94%	90%	94%	91%	94%	88%
NET: Not important	87	58	29	5	10	14	8	19	30	16	71	29	57	17	27	15	28
	8%	11%	5%	4%	6%	7%	5%	12%	13%	5%	9%	6%	10%	6%	8%	6%	12%
Essential	(5) 329	139	190	32	50	79	67	42	58	82	246	161	167	119	104	40	66
	30%	26%	34%	25%	29%	38%	37%	26%	26%	27%	32%	32%	29%	40%	33%	18%	27%
Very important	(4) 344	167	177	37	57	71	58	55	66	94	250	165	179	92	104	84	64
	32%	32%	32%	28%	33%	35%	31%	34%	29%	31%	32%	32%	31%	31%	33%	37%	27%
Fairly important	(3) 321	166	155	55	56	42	50	46	71	111	210	153	168	67	81	90	82
	30%	31%	28%	43%	32%	20%	27%	28%	31%	37%	27%	30%	29%	23%	26%	39%	34%
Not very important	(2) 61	41	20	3	9	9	5	13	22	12	49	21	40	15	22	11	14
	6%	8%	4%	3%	5%	4%	3%	8%	10%	4%	6%	4%	7%	5%	7%	5%	6%
Not at all important	(1) 25	16	9	2	1	4	3	6	8	3	22	8	17	2	5	4	14
	2%	3%	2%	2%	1%	2%	2%	4%	4%	1%	3%	2%	3%	1%	2%	2%	6%
Don't know	2	1	1	-	-	-	-	-	2	-	2	-	2	1	1	-	1
	*	*	*	-	-	-	-	-	1%	-	*	-	*	*	-	-	*
Mean	3.82	3.70	3.94	3.72	3.84	4.03	3.98	3.70	3.64	3.79	3.84	3.89	3.77	4.05	3.89	3.63	3.64
Standard deviation	1.00	1.04	0.96	0.92	0.93	0.98	0.95	1.06	1.08	0.93	1.03	0.95	1.04	0.95	1.00	0.88	1.12
Standard error	0.03	0.05	0.04	0.11	0.08	0.08	0.07	0.07	0.06	0.06	0.04	0.05	0.04	0.05	0.06	0.08	0.07

Trust in Charities 2018

CATI Fieldwork : 22nd - 26th February 2018

Absolutes/col percents

Table 17

Q7. Overall, how important a role do you think charities play in society today?**Base: All respondents**

	Region											Working Status		Ethnicity		Trust in Charities (Q1)			Trust in Charities II (Q1)			Importance of charities (Q7)	Change in Trust (Q9)			
	Total	North	North West	Yorkshire & Humberside	East Midlands	West Midlands	Wales	East-ern	London	South East	South West	Work-ing	Not work-ing	White	Not white	8-10	3-7	0-2	7-10	4-6	0-3	Essen-tial	Increa-sed	Decrea-sed	Stayed the same	
Unweighted base	1082	100	110	100	100	100	101	100	129	142	100	621	461	943	98	287	662	133	475	417	190	344	53	448	579	
Weighted base	1082	54	139	107	96	107	64	107	150	150	107	606	476	916	120	283	670	129	481	413	188	329	62	429	586	
NET: Essential/ very important	673	36	83	80	56	49	41	50	100	107	70	387	286	571	74	247	396	30	391	235	47	329	46	230	392	
	62%	68%	60%	75%	58%	46%	63%	47%	67%	71%	65%	64%	60%	62%	61%	87%	59%	23%	81%	57%	25%	100%	74%	54%	67%	
NET: Essential/ important	993	49	122	101	90	92	55	93	142	146	103	564	429	837	114	283	633	77	480	390	123	329	62	377	550	
	92%	91%	88%	94%	93%	86%	85%	87%	95%	97%	96%	93%	90%	91%	95%	100%	95%	60%	100%	95%	66%	100%	100%	88%	94%	
NET: Not important	87	5	16	6	6	14	10	14	8	4	5	42	45	77	6	1	35	51	1	22	63	-	-	51	35	
	8%	9%	11%	6%	7%	13%	15%	13%	5%	3%	4%	7%	9%	8%	*	5%	39%	*	5%	33%	-	-	-	12%	6%	
Essential	(5)	329	19	38	41	25	23	22	29	45	53	32	195	134	292	33	134	182	12	201	111	16	329	24	104	201
		30%	36%	28%	38%	26%	35%	27%	30%	35%	29%	32%	28%	32%	27%	47%	27%	10%	42%	27%	8%	100%	38%	24%	34%	
Very important	(4)	344	17	45	39	31	26	18	21	55	54	39	192	152	279	41	112	214	18	189	123	31	-	23	126	191
		32%	31%	32%	37%	32%	24%	28%	20%	36%	36%	36%	32%	32%	30%	34%	40%	32%	14%	39%	30%	17%	-	37%	29%	33%
Fairly important	(3)	321	13	39	21	34	43	14	43	42	38	33	177	143	266	41	36	237	47	89	156	76	-	16	146	158
		30%	24%	28%	20%	35%	40%	22%	40%	28%	26%	30%	29%	30%	29%	34%	13%	35%	37%	18%	38%	40%	-	26%	34%	27%
Not very important	(2)	61	3	10	4	4	9	7	12	6	4	3	32	29	54	4	1	32	28	1	21	39	-	-	38	24
		6%	6%	7%	4%	5%	8%	11%	11%	4%	3%	2%	5%	6%	6%	3%	*	5%	22%	*	5%	21%	-	-	9%	4%
Not at all important	(1)	25	1	6	2	2	6	2	2	2	2	9	16	23	2	-	3	22	-	2	23	-	-	-	14	12
		2%	3%	4%	2%	2%	5%	4%	2%	1%	-	2%	2%	3%	3%	1%	-	*	17%	-	*	12%	-	-	3%	2%
Don't know		2	-	1	-	-	1	-	-	-	-	-	2	2	-	-	1	1	-	-	2	-	-	1	1	
		*	-	1%	-	-	1%	-	-	-	-	*	*	-	-	*	1%	-	-	-	1%	-	-	*	*	
Mean		3.82	3.93	3.72	4.05	3.76	3.50	3.80	3.59	3.91	4.04	3.89	3.88	3.76	3.83	3.83	4.34	3.81	2.76	4.23	3.78	2.88	5.00	4.12	3.63	3.93
Standard deviation		1.00	1.04	1.08	0.95	0.97	1.09	1.15	1.07	0.91	0.86	0.92	0.98	1.04	1.02	0.92	0.70	0.91	1.18	0.75	0.92	1.10	0.00	0.79	1.04	0.98
Standard error		0.03	0.10	0.10	0.10	0.10	0.11	0.11	0.11	0.08	0.07	0.09	0.04	0.05	0.03	0.09	0.04	0.04	0.10	0.03	0.04	0.08	0.00	0.11	0.05	0.04

Trust in Charities 2018
CATI Fieldwork : 22nd - 26th February 2018

Absolutes/col percents

Table 18

Q8. Have you, or any of your close family or friends, ever received money, support or help from a charity, or used a charity's services?

Base: All respondents

	Total	Gender		Age						Age II		Age III		Social Grade			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35+	18-44	45+	AB	C1	C2	DE
Unweighted base	1082	517	565	75	137	148	189	214	319	212	870	360	722	435	269	134	244
Weighted base	1082	530	552	130	173	206	184	162	227	303	779	509	573	295	317	229	241
Yes	208 19%	72 14%	136 25%	25 19%	44 25%	53 26%	38 20%	23 14%	25 11%	69 23%	140 18%	122 24%	86 15%	54 18%	48 15%	55 24%	51 21%
No	866 80%	451 85%	415 75%	102 79%	128 74%	151 74%	144 78%	139 85%	202 89%	230 76%	636 82%	381 75%	485 85%	239 81%	264 83%	174 76%	189 78%
Don't know	8 1%	7 1%	1 *	2 2%	2 1%	1 *	2 1%	1 *	-	4 1%	3 *	5 1%	2 *	2 1%	4 1%	-	1 *

Trust in Charities 2018

CATI Fieldwork : 22nd - 26th February 2018

Absolutes/col percents

Table 19

Q8. Have you, or any of your close family or friends, ever received money, support or help from a charity, or used a charity's services?

Base: All respondents

	Region										Working Status		Ethnicity		Trust in Charities (Q1)			Trust in Charities II (Q1)			Importance of charities (Q7)	Change in Trust (Q9)			
	Total	North	North West	Yorkshire & Humberside	East Midlands	West Midlands	Wales	East-ern	London	South East	South West	Work-ing	Not work-ing	White	Not white	8-10	3-7	0-2	7-10	4-6	0-3	Essen-tial	Increa-sed	Decrea-sed	Stayed the same
Unweighted base	1082	100	110	100	100	100	101	100	129	142	100	621	461	943	98	287	662	133	475	417	190	344	53	448	579
Weighted base	1082	54	139	107	96	107	64	107	150	150	107	606	476	916	120	283	670	129	481	413	188	329	62	429	586
Yes	208	10	26	17	26	16	10	18	22	43	19	124	84	191	16	62	139	7	120	73	16	91	25	52	130
	19%	18%	19%	16%	27%	15%	16%	17%	15%	29%	18%	20%	18%	21%	14%	22%	21%	6%	25%	18%	8%	28%	40%	12%	22%
No	866	44	113	90	71	90	53	88	124	105	88	477	389	722	101	218	526	122	356	338	172	235	35	377	452
	80%	82%	81%	84%	73%	84%	82%	82%	83%	70%	82%	79%	82%	79%	85%	77%	79%	94%	74%	82%	92%	71%	56%	88%	77%
Don't know	8	-	-	-	-	1	1	1	3	2	-	5	3	3	2	3	5	-	5	3	-	3	2	1	5
	1%	-	-	-	-	1%	2%	*	2%	1%	-	1%	1%	*	2%	1%	1%	-	1%	1%	-	1%	4%	*	1%

Trust in Charities 2018
CATI Fieldwork : 22nd - 26th February 2018

Absolutes/col percents

Table 20

Q9. Over the past two years, has your trust and confidence in charities increased, decreased or stayed the same?

Base: All respondents

	Total	Gender		Age						Age II		Age III		Social Grade			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35+	18-44	45+	AB	C1	C2	DE
Unweighted base	1082	517	565	75	137	148	189	214	319	212	870	360	722	435	269	134	244
Weighted base	1082	530	552	130	173	206	184	162	227	303	779	509	573	295	317	229	241
Increased	62 6%	28 5%	34 6%	17 13%	16 9%	9 4%	9 5%	4 2%	7 3%	33 11%	29 4%	42 8%	20 3%	13 4%	12 4%	15 6%	23 10%
Decreased	429 40%	201 38%	228 41%	53 41%	61 35%	63 31%	72 39%	67 41%	113 50%	114 38%	315 40%	177 35%	252 44%	111 38%	128 40%	97 42%	93 39%
Stayed the same	586 54%	299 56%	287 52%	59 46%	96 56%	133 65%	100 55%	92 57%	105 46%	156 51%	430 55%	289 57%	297 52%	171 58%	177 56%	114 50%	124 52%
Don't know	4 *	2 *	2 *	- -	- -	- -	2 1%	- -	2 1%	- -	4 1%	- -	4 1%	- -	- -	4 2%	- -

Trust in Charities 2018

CATI Fieldwork : 22nd - 26th February 2018

Absolutes/col percents

Table 21

Q9. Over the past two years, has your trust and confidence in charities increased, decreased or stayed the same?

Base: All respondents

	Region										Working Status		Ethnicity		Trust in Charities (Q1)			Trust in Charities II (Q1)			Importance of charities (Q7)	Change in Trust (Q9)			
	Total	North	North West	Yorkshire & Humberside	East Midlands	West Midlands	Wales	East-ern	London	South East	South West	Work-ing	Not work-ing	White	Not white	8-10	3-7	0-2	7-10	4-6	0-3	Essen-tial	Increa-sed	Decrea-sed	Stayed the same
Unweighted base	1082	100	110	100	100	100	101	100	129	142	100	621	461	943	98	287	662	133	475	417	190	344	53	448	579
Weighted base	1082	54	139	107	96	107	64	107	150	150	107	606	476	916	120	283	670	129	481	413	188	329	62	429	586
Increased	62 6%	5 9%	4 3%	1 *	6 6%	5 5%	2 3%	2 2%	16 11%	3 2%	18 17%	29 5%	33 7%	42 5%	15 12%	37 13%	25 4%	1 1%	44 9%	17 4%	1 1%	24 7%	62 100%	-	-
Decreased	429 40%	24 44%	62 44%	48 45%	35 36%	47 44%	28 44%	49 46%	46 30%	54 36%	36 34%	215 36%	214 45%	380 41%	35 29%	43 15%	304 45%	83 64%	114 24%	193 47%	122 65%	104 32%	-	429 100%	-
Stayed the same	586 54%	25 47%	74 53%	58 54%	54 56%	55 51%	34 53%	55 52%	86 57%	93 62%	52 49%	359 59%	227 48%	493 54%	68 57%	204 72%	339 51%	43 33%	323 67%	202 49%	60 32%	201 61%	-	-	586 100%
Don't know	4 *	-	-	-	2 2%	-	-	-	2 1%	-	-	2 *	2 *	2 *	2 2%	-	2 *	2 1%	-	-	4 2%	-	-	-	-

Trust in Charities 2018
CATI Fieldwork : 22nd - 26th February 2018

Absolutes/col percents

Table 22
Gender
Base: All respondents

	Total	Gender		Age						Age II		Age III		Social Grade			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35+	18-44	45+	AB	C1	C2	DE
Unweighted base	1082	517	565	75	137	148	189	214	319	212	870	360	722	435	269	134	244
Weighted base	1082	530	552	130	173	206	184	162	227	303	779	509	573	295	317	229	241
Male	530	530	-	79	98	92	81	83	97	176	354	269	261	151	163	115	101
	49%	100%	-	61%	56%	45%	44%	51%	43%	58%	45%	53%	46%	51%	51%	50%	42%
Female	552	-	552	51	76	113	103	79	130	126	425	240	312	144	154	114	139
	51%	-	100%	39%	44%	55%	56%	49%	57%	42%	55%	47%	54%	49%	49%	50%	58%

Trust in Charities 2018
CATI Fieldwork : 22nd - 26th February 2018

Absolutes/col percents

Table 23
Gender
Base: All respondents

	Region											Working Status		Ethnicity		Trust in Charities (Q1)			Trust in Charities II (Q1)			Importance of charities (Q7)	Change in Trust (Q9)		
	Total	North	North West	Yorkshire & Humberside	East Midlands	West Midlands	Wales	East-ern	London	South East	South West	Work-ing	Not work-ing	White	Not white	8-10	3-7	0-2	7-10	4-6	0-3	Essen-tial	Increa-sed	Decrea-sed	Stayed the same
Unweighted base	1082	100	110	100	100	100	101	100	129	142	100	621	461	943	98	287	662	133	475	417	190	344	53	448	579
Weighted base	1082	54	139	107	96	107	64	107	150	150	107	606	476	916	120	283	670	129	481	413	188	329	62	429	586
Male	530	23	76	49	42	52	28	41	93	69	57	325	205	429	66	134	317	79	230	190	110	139	28	201	299
	49%	43%	55%	46%	43%	48%	43%	38%	62%	46%	54%	54%	43%	47%	55%	47%	47%	61%	48%	46%	59%	42%	45%	47%	51%
Female	552	31	63	58	55	55	37	66	57	81	50	280	272	487	54	150	352	50	251	223	78	190	34	228	287
	51%	57%	45%	54%	57%	52%	57%	62%	38%	54%	46%	46%	57%	53%	45%	53%	53%	39%	52%	54%	41%	58%	55%	53%	49%

Trust in Charities 2018
CATI Fieldwork : 22nd - 26th February 2018

Absolutes/col percents

Table 24

Age
Base: All respondents

	Total	Gender		Age						Age II		Age III		Social Grade			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35+	18-44	45+	AB	C1	C2	DE
Unweighted base	1082	517	565	75	137	148	189	214	319	212	870	360	722	435	269	134	244
Weighted base	1082	530	552	130	173	206	184	162	227	303	779	509	573	295	317	229	241
18-24	130	79	51	130	-	-	-	-	-	130	-	130	-	22	44	43	21
	12%	15%	9%	100%	-	-	-	-	-	43%	-	26%	-	8%	14%	19%	9%
25-34	173	98	76	-	173	-	-	-	-	173	-	173	-	47	60	36	30
	16%	18%	14%	-	100%	-	-	-	-	57%	-	34%	-	16%	19%	16%	12%
35-44	206	92	113	-	-	206	-	-	-	-	206	206	-	77	71	33	26
	19%	17%	21%	-	-	100%	-	-	-	-	26%	40%	-	26%	22%	14%	11%
45-54	184	81	103	-	-	-	184	-	-	-	184	-	184	64	45	46	29
	17%	15%	19%	-	-	-	100%	-	-	-	24%	-	32%	22%	14%	20%	12%
55-64	162	83	79	-	-	-	-	162	-	-	162	-	162	45	46	26	45
	15%	16%	14%	-	-	-	-	100%	-	-	21%	-	28%	15%	15%	11%	19%
65 or older	227	97	130	-	-	-	-	-	227	-	227	-	227	41	51	46	90
	21%	18%	24%	-	-	-	-	-	100%	-	29%	-	40%	14%	16%	20%	37%
Average age	46.78	45.16	48.34	21.00	29.50	39.50	49.50	59.50	70.00	25.86	54.92	31.37	60.45	45.97	44.25	44.85	52.96

Trust in Charities 2018

CATI Fieldwork : 22nd - 26th February 2018

Absolutes/col percents

Table 25
Age
Base: All respondents

	Region											Working Status		Ethnicity		Trust in Charities (Q1)			Trust in Charities II (Q1)			Importance of charities (Q7)	Change in Trust (Q9)		
	Total	North	North West	Yorkshire & Humberside	East Midlands	West Midlands	Wales	East-ern	London	South East	South West	Work-ing	Not work-ing	White	Not white	8-10	3-7	0-2	7-10	4-6	0-3	Essen-tial	Increa-sed	Decrea-sed	Stayed the same
Unweighted base	1082	100	110	100	100	100	101	100	129	142	100	621	461	943	98	287	662	133	475	417	190	344	53	448	579
Weighted base	1082	54	139	107	96	107	64	107	150	150	107	606	476	916	120	283	670	129	481	413	188	329	62	429	586
18-24	130 12%	6 10%	17 12%	8 7%	4 4%	12 12%	1 2%	12 11%	25 17%	23 15%	21 20%	65 11%	64 14%	95 10%	29 25%	36 13%	86 13%	8 6%	57 12%	50 12%	22 12%	32 10%	17 27%	53 12%	59 10%
25-34	173 16%	7 13%	22 16%	16 15%	15 16%	10 9%	10 16%	9 9%	30 20%	31 21%	23 21%	142 24%	31 6%	149 16%	19 16%	38 13%	118 18%	17 13%	81 17%	68 16%	24 13%	50 15%	16 26%	61 14%	96 16%
35-44	206 19%	8 15%	26 19%	24 23%	21 21%	30 28%	11 17%	10 10%	27 18%	30 20%	18 17%	167 28%	39 8%	158 17%	36 30%	67 24%	125 19%	13 10%	111 23%	74 18%	20 11%	79 24%	9 15%	63 15%	133 23%
45-54	184 17%	7 13%	21 15%	19 17%	16 17%	10 9%	12 19%	18 17%	32 22%	31 21%	17 15%	136 22%	48 10%	150 16%	20 17%	47 17%	117 18%	19 15%	88 18%	66 16%	30 16%	67 20%	9 15%	72 17%	100 17%
55-64	162 15%	13 24%	23 16%	13 12%	15 16%	18 17%	11 18%	21 20%	19 12%	16 10%	13 12%	83 14%	79 17%	148 16%	9 7%	42 15%	94 14%	27 21%	64 13%	62 15%	37 20%	42 13%	4 6%	67 16%	92 16%
65 or older	227 21%	13 25%	30 21%	27 25%	25 26%	26 24%	19 29%	36 33%	17 11%	19 12%	16 15%	12 2%	215 45%	217 24%	6 5%	52 18%	130 19%	45 35%	79 16%	93 23%	55 29%	58 18%	7 12%	113 26%	105 18%
Average age	46.78	49.87	46.97	48.63	49.93	48.21	51.82	52.43	42.42	42.50	42.30	40.74	54.47	48.05	38.11	46.04	45.86	53.21	45.08	47.04	50.55	46.16	38.06	48.61	46.28

Trust in Charities 2018
CATI Fieldwork : 22nd - 26th February 2018

Absolutes/col percents

Table 26
Current working status
Base: All respondents

	Total	Gender		Age						Age II		Age III		Social Grade			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35+	18-44	45+	AB	C1	C2	DE
Unweighted base	1082	517	565	75	137	148	189	214	319	212	870	360	722	435	269	134	244
Weighted base	1082	530	552	130	173	206	184	162	227	303	779	509	573	295	317	229	241
NET: Working	606	325	280	65	142	167	136	83	12	208	398	375	231	203	196	131	75
	56%	61%	51%	50%	82%	81%	74%	51%	5%	69%	51%	74%	40%	69%	62%	57%	31%
Working full time - working 30 hours per week or more	476	286	190	47	125	138	103	58	6	172	304	310	166	177	154	93	52
	44%	54%	34%	36%	72%	67%	56%	36%	3%	57%	39%	61%	29%	60%	49%	41%	21%
Working part time - working between 8 and 29 hours per week	130	39	91	18	18	29	34	25	6	36	94	65	65	26	42	38	24
	12%	7%	16%	14%	10%	14%	18%	16%	3%	12%	12%	13%	11%	9%	13%	16%	10%
NET: Not Working	476	205	272	64	31	39	48	79	215	95	381	134	342	92	121	98	165
	44%	39%	49%	50%	18%	19%	26%	49%	95%	31%	49%	26%	60%	31%	38%	43%	69%
Not working but seeking work or temporarily unemployed or sick	83	36	47	16	5	18	25	16	2	21	62	39	44	5	18	26	34
	8%	7%	8%	13%	3%	9%	14%	10%	1%	7%	8%	8%	8%	2%	6%	11%	14%
Not working and not seeking work/ student	56	31	25	36	1	5	7	6	1	37	19	42	15	13	22	7	14
	5%	6%	4%	28%	1%	2%	4%	4%	1%	12%	2%	8%	3%	4%	7%	3%	6%
Retired on a state pension only	110	39	71	5	3	-	1	6	95	8	102	8	102	6	8	15	81
	10%	7%	13%	4%	2%	-	*	4%	42%	3%	13%	1%	18%	2%	3%	6%	34%
Retired with a private pension	160	84	76	-	4	-	3	41	113	4	157	4	157	53	58	31	18
	15%	16%	14%	-	2%	-	2%	25%	50%	1%	20%	1%	27%	18%	18%	14%	8%
House person, housewife, househusband, etc.	67	14	53	7	19	16	12	9	3	26	41	42	25	15	16	18	18
	6%	3%	10%	6%	11%	8%	7%	6%	1%	9%	5%	8%	4%	5%	5%	8%	7%

Trust in Charities 2018

CATI Fieldwork : 22nd - 26th February 2018

Absolutes/col percents

Table 27
Current working status
Base: All respondents

	Region											Working Status		Ethnicity		Trust in Charities (Q1)			Trust in Charities II (Q1)			Importance of charities (Q7)			Change in Trust (Q9)		
	Total	North	North West	Yorkshire & Humberside	East Midlands	West Midlands	Wales	East-ern	London	South East	South West	Work-ing	Not work-ing	White	Not white	8-10	3-7	0-2	7-10	4-6	0-3	Essen-tial	Increa-sed	Decrea-sed	Stayed the same		
Unweighted base	1082	100	110	100	100	100	101	100	129	142	100	621	461	943	98	287	662	133	475	417	190	344	53	448	579		
Weighted base	1082	54	139	107	96	107	64	107	150	150	107	606	476	916	120	283	670	129	481	413	188	329	62	429	586		
NET: Working	606	27	83	58	56	54	36	39	110	90	53	606	-	495	91	163	381	62	286	225	95	195	29	215	359		
	56%	51%	59%	54%	58%	51%	56%	36%	73%	60%	50%	100%	-	54%	76%	57%	57%	48%	60%	54%	50%	59%	47%	50%	61%		
Working full time - working 30 hours per week or more	476	19	67	51	45	40	24	27	82	76	45	476	-	386	74	129	295	53	221	177	77	155	20	162	291		
	44%	35%	48%	48%	46%	38%	38%	25%	54%	51%	42%	79%	-	42%	62%	45%	44%	41%	46%	43%	41%	47%	33%	38%	50%		
Working part time - working between 8 and 29 hours per week	130	9	16	7	11	14	11	12	28	14	8	130	-	109	17	34	87	9	65	47	18	40	9	53	68		
	12%	16%	11%	6%	12%	13%	18%	11%	19%	9%	8%	21%	-	12%	14%	12%	13%	7%	14%	11%	9%	12%	14%	12%	12%		
NET: Not Working	476	26	56	49	41	53	28	68	40	60	54	-	476	421	29	121	289	67	195	188	93	134	33	214	227		
	44%	49%	41%	46%	42%	49%	44%	64%	27%	40%	50%	-	100%	46%	24%	43%	43%	52%	40%	46%	50%	41%	53%	50%	39%		
Not working but seeking work or temporarily unemployed or sick	83	2	15	8	3	9	6	7	13	13	6	-	83	72	6	26	47	10	48	17	18	28	8	26	49		
	8%	4%	11%	8%	3%	9%	10%	7%	9%	9%	5%	-	17%	8%	5%	9%	7%	8%	10%	4%	9%	9%	12%	6%	8%		
Not working and not seeking work/ student	56	2	2	4	2	9	1	6	5	15	11	-	56	41	8	19	34	3	28	20	7	12	11	18	27		
	5%	4%	1%	4%	2%	8%	1%	6%	3%	10%	10%	-	12%	4%	7%	7%	5%	3%	6%	5%	4%	4%	17%	4%	5%		
Retired on a state pension only	110	6	13	12	11	10	11	18	9	8	10	-	110	103	5	25	60	25	37	44	30	28	4	54	50		
	10%	12%	9%	11%	12%	9%	18%	17%	6%	5%	10%	-	23%	11%	4%	9%	9%	19%	8%	11%	16%	9%	7%	13%	9%		
Retired with a private pension	160	12	22	18	19	18	10	27	9	14	12	-	160	157	1	41	92	27	60	66	35	38	3	78	79		
	15%	23%	15%	16%	20%	17%	15%	26%	6%	9%	11%	-	34%	17%	1%	15%	14%	21%	12%	16%	19%	12%	4%	18%	14%		
House person, housewife, househusband, etc.	67	3	5	7	5	6	1	10	4	10	16	-	67	48	8	9	56	1	22	41	4	27	7	38	22		
	6%	6%	3%	7%	5%	6%	1%	9%	3%	7%	14%	-	14%	5%	7%	3%	8%	1%	5%	10%	2%	8%	12%	9%	4%		

Trust in Charities 2018
CATI Fieldwork : 22nd - 26th February 2018

Absolutes/col percents

Table 28
SEG
Base: All respondents

	Total	Gender		Age						Age II		Age III		Social Grade			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35+	18-44	45+	AB	C1	C2	DE
Unweighted base	1082	517	565	75	137	148	189	214	319	212	870	360	722	435	269	134	244
Weighted base	1082	530	552	130	173	206	184	162	227	303	779	509	573	295	317	229	241
NET: AB	295	151	144	22	47	77	64	45	41	69	226	145	150	295	-	-	-
	27%	29%	26%	17%	27%	37%	35%	27%	18%	23%	29%	29%	26%	100%	-	-	-
A	77	38	39	8	11	12	23	11	12	19	58	31	46	77	-	-	-
	7%	7%	7%	6%	6%	6%	12%	7%	5%	6%	7%	6%	8%	26%	-	-	-
B	218	113	105	14	35	65	41	34	29	50	169	114	104	218	-	-	-
	20%	21%	19%	11%	20%	31%	22%	21%	13%	16%	22%	22%	18%	74%	-	-	-
C1	317	163	154	44	60	71	45	46	51	104	213	175	142	-	317	-	-
	29%	31%	28%	34%	35%	34%	24%	29%	22%	34%	27%	34%	25%	-	100%	-	-
C2	229	115	114	43	36	33	46	26	46	79	151	112	118	-	-	229	-
	21%	22%	21%	33%	21%	16%	25%	16%	20%	26%	19%	22%	21%	-	-	100%	-
D	107	55	52	15	18	16	17	25	17	32	75	49	58	-	-	-	107
	10%	10%	9%	11%	10%	8%	9%	15%	7%	11%	10%	10%	10%	-	-	-	45%
E	133	46	87	7	12	9	12	21	73	19	115	28	105	-	-	-	133
	12%	9%	16%	5%	7%	4%	7%	13%	32%	6%	15%	5%	18%	-	-	-	55%
NET: DE	241	101	139	21	30	26	29	45	90	51	189	77	164	-	-	-	241
	22%	19%	25%	16%	17%	12%	16%	28%	39%	17%	24%	15%	29%	-	-	-	100%

Trust in Charities 2018

CATI Fieldwork : 22nd - 26th February 2018

Absolutes/col percents

Table 29
SEG
Base: All respondents

	Region											Working Status		Ethnicity		Trust in Charities (Q1)			Trust in Charities II (Q1)			Importance of charities (Q7)	Change in Trust (Q9)		
	Total	North	North West	Yorkshire & Humberside	East Midlands	West Midlands	Wales	East-ern	London	South East	South West	Work-ing	Not work-ing	White	Not white	8-10	3-7	0-2	7-10	4-6	0-3	Essen-tial	Increa-sed	Decrea-sed	Stayed the same
Unweighted base	1082	100	110	100	100	100	101	100	129	142	100	621	461	943	98	287	662	133	475	417	190	344	53	448	579
Weighted base	1082	54	139	107	96	107	64	107	150	150	107	606	476	916	120	283	670	129	481	413	188	329	62	429	586
NET: AB	295	10	44	38	25	21	12	28	52	43	22	203	92	242	38	83	194	18	147	110	38	119	13	111	171
	27%	19%	31%	35%	26%	20%	19%	26%	34%	29%	21%	34%	19%	26%	32%	29%	29%	14%	31%	27%	20%	36%	21%	26%	29%
A	77	4	11	11	4	2	4	10	15	11	5	50	26	69	2	23	46	7	37	27	13	29	3	28	46
	7%	7%	8%	10%	5%	2%	6%	10%	10%	7%	5%	8%	6%	8%	2%	8%	7%	6%	8%	6%	7%	9%	4%	7%	8%
B	218	7	33	26	20	19	8	18	37	32	17	153	66	173	36	60	148	11	110	83	24	89	10	83	124
	20%	13%	24%	25%	21%	18%	13%	16%	25%	21%	16%	25%	14%	19%	30%	21%	22%	8%	23%	20%	13%	27%	17%	19%	21%
C1	317	16	27	33	23	34	16	30	55	51	31	196	121	266	41	90	195	32	146	124	46	104	12	128	177
	29%	30%	19%	31%	24%	32%	25%	28%	37%	34%	29%	32%	25%	29%	34%	32%	29%	25%	30%	30%	25%	32%	19%	30%	30%
C2	229	12	44	16	18	26	14	17	19	30	33	131	98	195	24	53	145	32	101	81	47	40	15	97	114
	21%	23%	31%	15%	19%	24%	21%	16%	13%	20%	31%	22%	21%	21%	20%	19%	22%	25%	21%	20%	25%	12%	24%	23%	19%
D	107	6	15	9	20	8	8	13	8	14	6	67	40	89	11	29	61	18	41	46	20	21	10	34	63
	10%	11%	11%	9%	21%	8%	13%	12%	5%	9%	5%	11%	8%	10%	9%	10%	9%	14%	9%	11%	10%	6%	16%	8%	11%
E	133	9	10	11	11	18	14	20	16	12	14	9	125	123	6	28	75	30	45	51	37	44	13	59	61
	12%	16%	7%	10%	11%	17%	22%	18%	11%	8%	14%	1%	26%	13%	5%	10%	11%	23%	9%	12%	20%	14%	21%	14%	10%
NET: DE	241	15	25	20	31	26	22	33	24	26	20	75	165	212	17	57	136	47	86	98	57	66	23	93	124
	22%	27%	18%	19%	32%	24%	35%	31%	16%	17%	19%	12%	35%	23%	14%	20%	20%	37%	18%	24%	30%	20%	37%	22%	21%

Trust in Charities 2018
CATI Fieldwork : 22nd - 26th February 2018

Absolutes/col percents

Table 30
Is the house or flat in which you live...?
Base: All respondents

	Total	Gender		Age						Age II		Age III		Social Grade			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35+	18-44	45+	AB	C1	C2	DE
Unweighted base	1082	517	565	75	137	148	189	214	319	212	870	360	722	435	269	134	244
Weighted base	1082	530	552	130	173	206	184	162	227	303	779	509	573	295	317	229	241
NET: Owners	739	354	385	48	92	153	144	124	178	141	598	294	445	248	217	132	142
	68%	67%	70%	37%	53%	75%	78%	76%	78%	46%	77%	58%	78%	84%	69%	57%	59%
Owned outright - without mortgage	364	183	181	17	18	26	44	91	169	35	330	61	304	92	101	69	102
	34%	35%	33%	13%	10%	13%	24%	56%	75%	12%	42%	12%	53%	31%	32%	30%	42%
Owned with a mortgage or loan	375	171	203	31	75	127	100	33	9	106	269	233	142	156	116	62	40
	35%	32%	37%	24%	43%	62%	54%	20%	4%	35%	35%	46%	25%	53%	37%	27%	17%
NET: Renters	322	162	160	76	74	51	38	35	47	150	171	201	120	42	94	91	95
	30%	31%	29%	59%	43%	25%	21%	22%	21%	50%	22%	40%	21%	14%	30%	40%	39%
Rented from the council	139	75	64	38	21	10	19	21	29	60	80	70	69	9	31	55	44
	13%	14%	12%	30%	12%	5%	10%	13%	13%	20%	10%	14%	12%	3%	10%	24%	18%
Rented from a housing association	67	31	37	7	10	24	9	6	11	17	50	41	26	11	16	16	24
	6%	6%	7%	6%	6%	12%	5%	4%	5%	6%	6%	8%	5%	4%	5%	7%	10%
Rented from someone else	115	56	59	30	43	17	10	8	7	73	42	91	24	22	46	20	27
	11%	11%	11%	23%	25%	8%	5%	5%	3%	24%	5%	18%	4%	7%	15%	9%	11%
Rent free	21	14	7	6	7	1	2	3	2	12	9	13	8	5	6	7	3
	2%	3%	1%	4%	4%	1%	1%	2%	1%	4%	1%	3%	1%	2%	2%	3%	1%

Trust in Charities 2018

CATI Fieldwork : 22nd - 26th February 2018

Absolutes/col percents

Table 31
Is the house or flat in which you live...?
Base: All respondents

	Region											Working Status		Ethnicity		Trust in Charities (Q1)			Trust in Charities II (Q1)			Importance of charities (Q7)	Change in Trust (Q9)		
	Total	North	North West	Yorkshire & Humberside	East Midlands	West Midlands	Wales	East-ern	London	South East	South West	Work-ing	Not work-ing	White	Not white	8-10	3-7	0-2	7-10	4-6	0-3	Essen-tial	Increa-sed	Decrea-sed	Stayed the same
Unweighted base	1082	100	110	100	100	100	101	100	129	142	100	621	461	943	98	287	662	133	475	417	190	344	53	448	579
Weighted base	1082	54	139	107	96	107	64	107	150	150	107	606	476	916	120	283	670	129	481	413	188	329	62	429	586
NET: Owners	739	42	96	81	72	72	53	76	94	99	54	419	320	642	74	190	468	81	343	286	110	246	27	299	411
	68%	79%	69%	76%	74%	68%	82%	71%	62%	66%	51%	69%	67%	70%	62%	67%	70%	63%	71%	69%	58%	75%	43%	70%	70%
Owned outright - without mortgage	364	24	48	39	35	32	32	55	31	46	23	117	247	330	19	86	223	55	152	145	67	104	12	163	189
	34%	45%	35%	37%	36%	30%	49%	51%	20%	31%	21%	19%	52%	36%	16%	30%	33%	43%	32%	35%	36%	32%	19%	38%	32%
Owned with a mortgage or loan	375	18	48	42	37	40	21	21	63	53	31	302	72	312	55	104	245	25	191	141	43	143	15	136	221
	35%	34%	35%	39%	38%	37%	32%	20%	42%	35%	29%	50%	15%	34%	46%	37%	37%	20%	40%	34%	23%	43%	24%	32%	38%
NET: Renters	322	11	41	26	24	30	11	30	52	49	47	173	148	260	44	85	189	47	126	119	77	77	32	122	165
	30%	21%	30%	24%	25%	28%	17%	28%	35%	32%	44%	29%	31%	28%	37%	30%	28%	37%	26%	29%	41%	24%	52%	29%	28%
Rented from the council	139	4	24	8	10	20	6	14	19	17	18	60	79	111	21	33	79	27	42	49	49	28	12	58	67
	13%	8%	17%	8%	10%	19%	9%	13%	13%	11%	17%	10%	17%	12%	18%	12%	12%	21%	9%	12%	26%	8%	19%	14%	11%
Rented from a housing association	67	3	10	7	6	7	2	3	9	8	12	34	34	46	13	16	38	13	28	23	16	15	9	25	33
	6%	5%	7%	6%	6%	7%	3%	3%	6%	6%	11%	6%	7%	5%	11%	6%	6%	10%	6%	6%	8%	5%	14%	6%	6%
Rented from someone else	115	4	7	10	9	3	3	13	25	24	17	80	35	103	10	35	72	7	57	46	13	34	12	40	64
	11%	8%	5%	10%	9%	3%	5%	12%	17%	16%	16%	13%	7%	11%	8%	13%	11%	6%	12%	11%	7%	10%	19%	9%	11%
Rent free	21	*	2	-	*	4	1	1	4	3	6	13	8	15	1	8	12	1	12	8	2	5	3	8	11
	2%	*	1%	-	*	4%	2%	1%	3%	2%	6%	2%	2%	2%	1%	3%	2%	1%	2%	2%	1%	1%	5%	2%	2%

Trust in Charities 2018
CATI Fieldwork : 22nd - 26th February 2018

Absolutes/col percents

Table 32
How many cars are there in your household?
Base: All respondents

	Total	Gender		Age						Age II		Age III		Social Grade			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35+	18-44	45+	AB	C1	C2	DE
Unweighted base	1082	517	565	75	137	148	189	214	319	212	870	360	722	435	269	134	244
Weighted base	1082	530	552	130	173	206	184	162	227	303	779	509	573	295	317	229	241
None	216	91	126	35	35	25	31	32	58	71	146	95	121	32	59	43	83
	20%	17%	23%	27%	21%	12%	17%	20%	26%	23%	19%	19%	21%	11%	19%	19%	34%
1	444	210	234	37	66	94	61	66	120	103	341	197	247	100	130	103	111
	41%	40%	42%	29%	38%	46%	33%	41%	53%	34%	44%	39%	43%	34%	41%	45%	46%
2	325	171	153	35	59	76	67	44	43	94	231	170	155	132	100	57	35
	30%	32%	28%	27%	34%	37%	37%	27%	19%	31%	30%	33%	27%	45%	32%	25%	15%
3+	97	58	39	22	13	12	25	20	6	35	62	47	50	32	28	27	12
	9%	11%	7%	17%	8%	6%	13%	12%	3%	12%	8%	9%	9%	11%	9%	12%	5%
Mean	1.33	1.44	1.23	1.51	1.32	1.37	1.52	1.38	1.00	1.40	1.30	1.39	1.28	1.60	1.34	1.38	0.93
Standard deviation	1.02	1.06	0.97	1.39	0.99	0.79	1.06	1.08	0.81	1.18	0.95	1.04	1.00	0.95	0.97	1.11	0.95
Standard error	0.03	0.05	0.04	0.16	0.08	0.07	0.08	0.07	0.05	0.08	0.03	0.05	0.04	0.05	0.06	0.10	0.06

Trust in Charities 2018

CATI Fieldwork : 22nd - 26th February 2018

Absolutes/col percents

Table 33
How many cars are there in your household?
Base: All respondents

	Region										Working Status		Ethnicity		Trust in Charities (Q1)			Trust in Charities II (Q1)			Importance of charities (Q7)	Change in Trust (Q9)			
	Total	North	North West	Yorkshire & Humberside	East Midlands	West Midlands	Wales	East-ern	London	South East	South West	Work-ing	Not work-ing	White	Not white	8-10	3-7	0-2	7-10	4-6	0-3	Essen-tial	Increa-sed	Decrea-sed	Stayed the same
Unweighted base	1082	100	110	100	100	100	101	100	129	142	100	621	461	943	98	287	662	133	475	417	190	344	53	448	579
Weighted base	1082	54	139	107	96	107	64	107	150	150	107	606	476	916	120	283	670	129	481	413	188	329	62	429	586
None	216	12	26	21	19	17	7	20	37	37	21	74	143	175	18	70	127	19	100	74	43	68	21	68	123
	20%	22%	18%	20%	19%	16%	11%	19%	25%	24%	20%	12%	30%	19%	15%	25%	19%	15%	21%	18%	23%	21%	34%	16%	21%
1	444	21	57	44	34	52	24	40	67	64	41	235	209	382	48	117	271	56	186	188	70	124	24	177	242
	41%	38%	41%	41%	35%	49%	38%	37%	45%	42%	39%	39%	44%	42%	40%	41%	40%	43%	39%	45%	37%	38%	38%	41%	41%
2	325	19	47	33	34	28	27	34	31	40	33	226	99	278	39	76	207	41	151	115	59	114	17	139	168
	30%	35%	34%	31%	35%	26%	41%	31%	21%	27%	30%	37%	21%	30%	32%	27%	31%	32%	31%	28%	31%	35%	27%	32%	29%
3+	97	3	9	9	10	11	6	14	14	10	12	71	26	82	15	20	65	12	44	36	17	23	*	44	53
	9%	5%	6%	8%	11%	10%	10%	13%	9%	7%	12%	12%	5%	9%	12%	7%	10%	9%	9%	9%	9%	7%	1%	10%	9%
Mean	1.33	1.27	1.30	1.32	1.41	1.41	1.51	1.48	1.20	1.19	1.37	1.55	1.05	1.34	1.48	1.20	1.37	1.40	1.35	1.31	1.32	1.33	0.95	1.43	1.31
Standard deviation	1.02	0.98	0.88	1.00	1.02	1.14	0.89	1.17	1.04	0.96	1.04	1.02	0.95	1.01	1.05	0.98	1.05	0.95	1.06	0.96	1.04	1.02	0.84	1.03	1.02
Standard error	0.03	0.10	0.08	0.10	0.10	0.11	0.09	0.12	0.09	0.08	0.10	0.04	0.04	0.03	0.11	0.06	0.04	0.08	0.05	0.05	0.08	0.06	0.12	0.05	0.04

Trust in Charities 2018
CATI Fieldwork : 22nd - 26th February 2018

Absolutes/col percents

Table 34

Have you taken a foreign holiday in the last 3 years?**Base: All respondents**

	Total	Gender		Age						Age II		Age III		Social Grade			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35+	18-44	45+	AB	C1	C2	DE
Unweighted base	1082	517	565	75	137	148	189	214	319	212	870	360	722	435	269	134	244
Weighted base	1082	530	552	130	173	206	184	162	227	303	779	509	573	295	317	229	241
Yes	671	329	342	74	125	144	121	102	106	198	472	342	329	236	218	119	98
	62%	62%	62%	57%	72%	70%	66%	63%	47%	65%	61%	67%	57%	80%	69%	52%	41%
No	411	201	210	56	48	62	63	60	121	105	307	167	244	60	99	110	142
	38%	38%	38%	43%	28%	30%	34%	37%	53%	35%	39%	33%	43%	20%	31%	48%	59%

Trust in Charities 2018

CATI Fieldwork : 22nd - 26th February 2018

Absolutes/col percents

Table 35

Have you taken a foreign holiday in the last 3 years?

Base: All respondents

	Region											Working Status		Ethnicity		Trust in Charities (Q1)			Trust in Charities II (Q1)			Importance of charities (Q7)	Change in Trust (Q9)		
	Total	North	North West	Yorkshire & Humberside	East Midlands	West Midlands	Wales	East-ern	London	South East	South West	Work-ing	Not work-ing	White	Not white	8-10	3-7	0-2	7-10	4-6	0-3	Essen-tial	Increa-sed	Decrea-sed	Stayed the same
Unweighted base	1082	100	110	100	100	100	101	100	129	142	100	621	461	943	98	287	662	133	475	417	190	344	53	448	579
Weighted base	1082	54	139	107	96	107	64	107	150	150	107	606	476	916	120	283	670	129	481	413	188	329	62	429	586
Yes	671	34	86	60	61	67	37	58	104	104	61	444	227	565	79	180	419	72	322	243	106	217	28	272	372
	62%	64%	62%	56%	64%	62%	58%	54%	69%	69%	57%	73%	48%	62%	66%	63%	63%	56%	67%	59%	56%	66%	44%	63%	63%
No	411	19	54	47	35	41	27	49	46	46	47	162	249	352	41	104	251	57	159	170	82	112	35	158	215
	38%	36%	38%	44%	36%	38%	42%	46%	31%	31%	43%	27%	52%	38%	34%	37%	37%	44%	33%	41%	44%	34%	56%	37%	37%

Trust in Charities 2018
CATI Fieldwork : 22nd - 26th February 2018

Absolutes/col percents

Table 36
Ethnicity
Base: All respondents

	Total	Gender		Age						Age II		Age III		Social Grade			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35+	18-44	45+	AB	C1	C2	DE
Unweighted base	1082	517	565	75	137	148	189	214	319	212	870	360	722	435	269	134	244
Weighted base	1082	530	552	130	173	206	184	162	227	303	779	509	573	295	317	229	241
White	916	429	487	95	149	158	150	148	217	244	673	401	515	242	266	195	212
	85%	81%	88%	73%	86%	77%	82%	91%	95%	80%	86%	79%	90%	82%	84%	85%	88%
NET: BAME	120	66	54	29	19	36	20	9	6	48	71	84	35	38	41	24	17
	11%	12%	10%	23%	11%	17%	11%	5%	3%	16%	9%	17%	6%	13%	13%	10%	7%
Mixed	23	13	10	3	5	6	7	2	-	8	15	14	9	11	5	6	1
	2%	2%	2%	2%	3%	3%	4%	1%	-	3%	2%	3%	2%	4%	2%	2%	1%
NET: Asian	41	26	16	4	6	20	7	2	1	10	31	30	11	14	15	2	11
	4%	5%	3%	3%	3%	10%	4%	1%	1%	3%	4%	6%	2%	5%	5%	1%	5%
Indian	17	13	5	1	1	12	1	1	*	3	14	15	2	5	4	2	7
	2%	2%	1%	1%	1%	6%	*	1%	*	1%	2%	3%	*	2%	1%	1%	3%
Pakistani	13	6	7	3	1	7	1	1	-	4	9	11	2	2	7	-	3
	1%	1%	1%	2%	1%	3%	1%	1%	-	1%	1%	2%	*	1%	2%	-	1%
Bangladeshi	2	1	1	-	-	-	2	-	-	-	2	-	2	1	1	-	-
	*	*	*	-	-	-	1%	-	-	-	*	-	*	*	*	-	-
Other Asian background	9	6	3	-	3	1	4	-	1	3	6	5	5	6	2	-	1
	1%	1%	1%	-	2%	1%	2%	-	*	1%	1%	1%	1%	2%	1%	-	*
NET: Black	38	17	21	18	5	7	3	2	3	23	15	30	8	9	15	12	3
	4%	3%	4%	14%	3%	3%	2%	1%	1%	8%	2%	6%	1%	3%	5%	5%	1%
Black Caribbean	17	6	10	5	1	3	3	2	3	5	11	9	8	2	2	12	1
	2%	1%	2%	4%	*	2%	1%	1%	1%	2%	1%	2%	1%	1%	1%	5%	*
Black African	16	8	8	14	1	1	-	-	-	15	1	16	-	6	10	-	-
	1%	2%	1%	11%	1%	*	-	-	-	5%	*	3%	-	2%	3%	-	-
Other Black background	6	3	3	-	3	3	*	-	-	3	3	5	*	2	3	-	2
	1%	*	1%	-	2%	1%	*	-	-	1%	*	1%	*	1%	1%	-	1%
Chinese	2	2	-	-	-	-	2	-	-	-	2	-	2	2	-	-	-
	*	*	-	-	-	-	1%	-	-	-	*	-	*	1%	-	-	-
Other	15	9	7	4	3	3	2	2	2	7	8	10	6	3	6	5	2
	1%	2%	1%	3%	2%	1%	1%	1%	1%	2%	1%	2%	1%	1%	2%	2%	1%
Refused	46	35	11	6	5	12	13	5	4	11	35	23	23	14	10	11	11
	4%	7%	2%	5%	3%	6%	7%	3%	2%	4%	5%	5%	4%	5%	3%	5%	5%

Trust in Charities 2018

CATI Fieldwork : 22nd - 26th February 2018

Absolutes/col percents

Table 37
Ethnicity
Base: All respondents

	Region											Working Status		Ethnicity		Trust in Charities (Q1)			Trust in Charities II (Q1)			Importance of charities (Q7)	Change in Trust (Q9)		
	Total	North	North West	Yorkshire & Humberside	East Midlands	West Midlands	Wales	East-ern	London	South East	South West	Work-ing	Not work-ing	White	Not white	8-10	3-7	0-2	7-10	4-6	0-3	Essen-tial	Increa-sed	Decrea-sed	Stayed the same
Unweighted base	1082	100	110	100	100	100	101	100	129	142	100	621	461	943	98	287	662	133	475	417	190	344	53	448	579
Weighted base	1082	54	139	107	96	107	64	107	150	150	107	606	476	916	120	283	670	129	481	413	188	329	62	429	586
White	916	53	130	94	85	86	61	98	99	118	92	495	421	916	-	250	554	113	418	336	162	292	42	380	493
	85%	99%	93%	88%	88%	81%	96%	92%	66%	79%	86%	82%	88%	100%	-	88%	83%	87%	87%	81%	86%	89%	67%	88%	84%
NET: BAME	120	-	8	11	9	13	*	6	44	17	11	91	29	-	120	25	83	12	44	57	19	33	15	35	68
	11%	-	6%	10%	9%	12%	1%	5%	29%	11%	10%	15%	6%	-	100%	9%	12%	9%	9%	14%	10%	10%	23%	8%	12%
Mixed	23	-	2	1	1	2	*	1	6	6	4	17	6	-	23	5	18	-	11	11	1	9	1	6	16
	2%	-	1%	1%	1%	2%	1%	1%	4%	4%	4%	3%	1%	-	19%	2%	3%	-	2%	3%	*	3%	2%	1%	3%
NET: Asian	41	-	1	7	8	5	-	3	15	2	-	32	9	-	41	10	28	4	17	19	6	10	6	12	23
	4%	-	1%	6%	8%	5%	-	3%	10%	1%	-	5%	2%	-	35%	3%	4%	3%	4%	5%	3%	3%	10%	3%	4%
Indian	17	-	-	-	5	4	-	1	6	1	-	16	1	-	17	3	11	3	8	6	3	3	2	4	12
	2%	-	-	-	5%	4%	-	1%	4%	1%	-	3%	*	-	14%	1%	2%	2%	2%	1%	2%	1%	3%	1%	2%
Pakistani	13	-	1	7	1	-	-	1	3	-	-	10	3	-	13	3	9	1	5	5	2	3	-	6	7
	1%	-	1%	6%	1%	-	-	1%	2%	-	-	2%	1%	-	11%	1%	1%	1%	1%	1%	1%	1%	-	1%	1%
Bangladeshi	2	-	-	-	-	1	-	-	1	-	-	2	-	-	2	1	1	-	2	-	-	-	-	-	2
	*	-	-	-	-	1%	-	-	1%	-	-	*	-	-	2%	*	*	-	*	-	-	-	-	-	*
Other Asian background	9	-	-	-	1	*	-	1	5	1	-	4	5	-	9	2	7	-	2	7	-	4	4	2	3
	1%	-	-	-	1%	*	-	1%	4%	1%	-	1%	1%	-	8%	1%	1%	-	*	2%	-	1%	7%	1%	*
NET: Black	38	-	5	-	*	1	-	1	20	6	5	26	12	-	38	5	29	5	9	22	7	12	7	11	18
	4%	-	3%	-	*	1%	-	1%	13%	4%	5%	4%	3%	-	32%	2%	4%	4%	2%	5%	4%	4%	12%	3%	3%
Black Caribbean	17	-	-	-	-	1	-	1	8	2	4	14	3	-	17	1	13	3	4	10	3	*	1	5	8
	2%	-	-	-	-	1%	-	1%	5%	1%	4%	2%	1%	-	14%	1%	2%	2%	1%	2%	1%	*	2%	1%	2%
Black African	16	-	2	-	-	-	-	-	9	4	1	7	9	-	16	3	11	2	5	8	3	11	4	3	9
	1%	-	2%	-	-	-	-	-	6%	2%	1%	1%	2%	-	13%	1%	2%	2%	1%	2%	2%	3%	7%	1%	2%
Other Black background	6	-	3	-	*	-	-	-	3	-	-	6	-	-	6	-	6	-	4	2	-	-	2	4	*
	1%	-	2%	-	*	-	-	-	2%	-	-	1%	-	-	5%	-	1%	-	1%	1%	-	-	3%	1%	*
Chinese	2	-	-	-	-	-	-	1	1	-	-	2	-	-	2	-	2	-	-	1	1	-	-	-	2
	*	-	-	-	-	-	-	1%	1%	-	-	*	-	-	1%	-	*	-	-	*	*	-	-	-	*
Other	15	-	1	3	-	4	-	-	2	3	2	14	1	-	15	5	7	2	6	5	4	2	-	5	10
	1%	-	*	3%	-	4%	-	-	1%	2%	2%	2%	*	-	13%	2%	1%	2%	1%	1%	2%	1%	-	1%	2%
Refused	46	1	1	2	2	8	2	3	7	15	5	19	27	-	-	9	32	5	19	20	8	4	6	15	26
	4%	1%	1%	2%	2%	7%	4%	3%	5%	10%	4%	3%	6%	-	-	3%	5%	4%	4%	5%	4%	1%	9%	3%	4%

Trust in Charities 2018
CATI Fieldwork : 22nd - 26th February 2018

Absolutes/col percents

Table 38
Region
Base: All respondents

	Total	Gender		Age						Age II		Age III		Social Grade			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35+	18-44	45+	AB	C1	C2	DE
Unweighted base	1082	517	565	75	137	148	189	214	319	212	870	360	722	435	269	134	244
Weighted base	1082	530	552	130	173	206	184	162	227	303	779	509	573	295	317	229	241
North East	54 5%	23 4%	31 6%	6 4%	7 4%	8 4%	7 4%	13 8%	13 6%	13 4%	41 5%	21 4%	33 6%	10 4%	16 5%	12 5%	15 6%
North West	139 13%	76 14%	63 11%	17 13%	22 13%	26 13%	21 12%	23 14%	30 13%	39 13%	100 13%	65 13%	74 13%	44 15%	27 9%	44 19%	25 10%
Yorkshire & Humberside	107 10%	49 9%	58 10%	8 6%	16 9%	24 12%	19 10%	13 8%	27 12%	24 8%	84 11%	48 9%	59 10%	38 13%	33 10%	16 7%	20 8%
West Midlands	107 10%	52 10%	55 10%	12 10%	10 6%	30 15%	10 6%	18 11%	26 11%	22 7%	85 11%	53 10%	55 10%	21 7%	34 11%	26 11%	26 11%
East Midlands	96 9%	42 8%	55 10%	4 3%	15 9%	21 10%	16 9%	15 9%	25 11%	19 6%	77 10%	40 8%	57 10%	25 8%	23 7%	18 8%	31 13%
Wales	64 6%	28 5%	37 7%	1 1%	10 6%	11 5%	12 6%	11 7%	19 8%	11 4%	53 7%	22 4%	42 7%	12 4%	16 5%	14 6%	22 9%
Eastern	107 10%	41 8%	66 12%	12 9%	9 5%	10 5%	18 10%	21 13%	36 16%	21 7%	86 11%	32 6%	75 13%	28 9%	30 9%	17 7%	33 14%
London	150 14%	93 18%	57 10%	25 20%	30 17%	27 13%	32 18%	19 12%	17 7%	55 18%	95 12%	82 16%	68 12%	52 18%	55 17%	19 8%	24 10%
South East	150 14%	69 13%	81 15%	23 18%	31 18%	30 15%	31 17%	16 10%	19 8%	54 18%	96 12%	84 17%	66 11%	43 15%	51 16%	30 13%	26 11%
South West	107 10%	57 11%	50 9%	21 16%	23 13%	18 9%	17 9%	13 8%	16 7%	44 14%	64 8%	62 12%	46 8%	22 8%	31 10%	33 15%	20 8%

Trust in Charities 2018

CATI Fieldwork : 22nd - 26th February 2018

Absolutes/col percents

Table 39
Region
Base: All respondents

	Region										Working Status		Ethnicity		Trust in Charities (Q1)			Trust in Charities II (Q1)			Importance of charities (Q7)	Change in Trust (Q9)			
	Total	North	North West	Yorkshire & Humberside	East Midlands	West Midlands	Wales	Eastern	London	South East	South West	Work-ing	Not work-ing	White	Not white	8-10	3-7	0-2	7-10	4-6	0-3	Essen-tial	Increa-sed	Decrea-sed	Stayed the same
Unweighted base	1082	100	110	100	100	100	101	100	129	142	100	621	461	943	98	287	662	133	475	417	190	344	53	448	579
Weighted base	1082	54	139	107	96	107	64	107	150	150	107	606	476	916	120	283	670	129	481	413	188	329	62	429	586
North East	54	54	-	-	-	-	-	-	-	-	-	27	26	53	-	14	32	8	23	22	9	19	5	24	25
	5%	100%	-	-	-	-	-	-	-	-	-	4%	6%	6%	-	5%	5%	6%	5%	5%	5%	6%	7%	6%	4%
North West	139	-	139	-	-	-	-	-	-	-	-	83	56	130	8	22	101	16	48	58	33	38	4	62	74
	13%	-	100%	-	-	-	-	-	-	-	-	14%	12%	14%	7%	8%	15%	12%	10%	14%	17%	12%	6%	14%	13%
Yorkshire & Humberside	107	-	-	107	-	-	-	-	-	-	-	58	49	94	11	25	67	14	50	42	15	41	1	48	58
	10%	-	-	100%	-	-	-	-	-	-	-	10%	10%	10%	9%	9%	10%	11%	10%	10%	8%	12%	1%	11%	10%
West Midlands	107	-	-	-	-	107	-	-	-	-	-	54	53	86	13	21	69	18	41	35	31	23	5	47	55
	10%	-	-	-	-	100%	-	-	-	-	-	9%	11%	9%	11%	7%	10%	14%	8%	9%	16%	7%	9%	11%	9%
East Midlands	96	-	-	-	96	-	-	-	-	-	-	56	41	85	9	23	61	13	39	38	20	25	6	35	54
	9%	-	-	-	100%	-	-	-	-	-	-	9%	9%	9%	8%	8%	9%	10%	8%	9%	10%	8%	10%	8%	9%
Wales	64	-	-	-	-	-	64	-	-	-	-	36	28	61	*	19	36	9	28	26	10	22	2	28	34
	6%	-	-	-	-	-	100%	-	-	-	-	6%	6%	7%	*	7%	5%	7%	6%	6%	5%	7%	3%	7%	6%
Eastern	107	-	-	-	-	-	-	107	-	-	-	39	68	98	6	26	62	18	39	46	22	29	2	49	55
	10%	-	-	-	-	-	-	100%	-	-	-	6%	14%	11%	5%	9%	9%	14%	8%	11%	12%	9%	4%	12%	9%
London	150	-	-	-	-	-	-	-	150	-	-	110	40	99	44	49	84	17	76	51	23	45	16	46	86
	14%	-	-	-	-	-	-	-	100%	-	-	18%	8%	11%	37%	17%	12%	13%	16%	12%	12%	14%	26%	11%	15%
South East	150	-	-	-	-	-	-	-	-	150	-	90	60	118	17	49	93	8	80	59	12	53	3	54	93
	14%	-	-	-	-	-	-	-	-	100%	-	15%	13%	13%	14%	17%	14%	6%	17%	14%	6%	16%	5%	13%	16%
South West	107	-	-	-	-	-	-	-	-	-	107	53	54	92	11	34	64	8	57	37	13	32	18	36	52
	10%	-	-	-	-	-	-	-	-	-	100%	9%	11%	10%	9%	12%	10%	6%	12%	9%	7%	10%	29%	8%	9%