

Trust in Charities 2018

ONLINE Fieldwork: 22nd-25th 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 | | | | Working Status | | Ethnicity | | |
|-------------------------|-------|------------|-----------------------|------------|--------------------|---------------|------------|-------------|--------------|--------------|-------------|-------------|-------------|--------------|--------------|-------------|-------------|----------------|-----------------|-------------|---------------|-----------------------|
| | | Male (a) | Female (b) | 18-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-64 (g) | 65+ (h) | 18-34 (i) | 35+ (j) | 18-44 (k) | 45+ (l) | AB (m) | C1 (n) | C2 (o) | DE (p) | Working (q) | Not working (r) | White (s) | Non White (t) | |
| Unweighted base | 2059 | 1059 | 1000 | 265 | 310 | 370 | 368 | 290 | 456 | 575 | 1484 | 945 | 1114 | 580 | 592 | 404 | 483 | 1116 | 943 | 1867 | 176 | |
| Weighted base | 2059 | 1009 | 1050 | 247 | 330 | 391 | 350 | 309 | 432 | 577 | 1482 | 968 | 1091 | 562 | 603 | 437 | 457 | 1153 | 906 | 1874 | 170 | |
| Trust them completely | (10) | 34 2% | 14 1% | 20 2% | 6 2%h | 12 4%gh | 8 2%h | 5 1% | 3 1% | 1 * | 17 3%j | 16 1% | 25 3%l | 9 1% | 9 2% | 9 2% | 7 1% | 23 2% | 11 1% | 31 2% | 3 2% | |
| 9 | (9) | 64 3% | 35 3% | 29 3% | 12 5%gh | 9 3% | 18 4%gh | 12 3% | 5 2% | 9 2% | 20 4% | 43 3% | 38 4%l | 26 2% | 22 4% | 15 2% | 11 3% | 16 3% | 40 3% | 24 3% | 54 3% | 10 6% _s |
| 8 | (8) | 258 13% | 131 13% | 127 12% | 34 14% | 43 13% | 46 12% | 47 13% | 32 10% | 56 13% | 77 13% | 181 12% | 124 13% | 134 12% | 80 14% | 81 13% | 49 11% | 49 11% | 144 12% | 114 13% | 242 13% | 15 9% |
| 7 | (7) | 404 20% | 184 18% | 220 21% | 75 30%defg h | 67 20% | 69 18% | 71 20% | 54 17% | 68 16% | 142 25%j | 262 18% | 210 22%l | 194 18% | 126 22%op | 133 22%o | 66 15% | 79 17% | 231 20% | 172 19% | 367 20% | 32 19% |
| 6 | (6) | 342 17% | 153 15% | 190 18% | 51 20%fg | 75 23%efgh | 62 16% | 49 14% | 38 12% | 68 16% | 125 22%j | 217 15% | 188 19%l | 155 14% | 96 17% | 116 19%p | 67 15% | 63 14% | 196 17% | 146 16% | 315 17% | 27 16% |
| 5 | (5) | 426 21% | 198 20% | 228 22% | 39 16% | 53 16% | 73 19% | 75 22% | 81 26%cde | 103 24%cd | 93 16% | 333 22%i | 165 17% | 260 24%k | 98 17% | 121 20% | 107 25%m | 99 22% | 218 19% | 208 23%q | 386 21% | 37 22% |
| 4 | (4) | 139 7% | 69 7% | 70 7% | 11 4% | 23 7% | 30 8% | 16 5% | 31 10%cf | 28 7% | 34 6% | 105 7% | 64 7% | 76 7% | 30 5% | 43 7% | 36 8% | 31 7% | 80 7% | 59 7% | 121 6% | 18 10% |
| 3 | (3) | 164 8% | 86 8% | 79 7% | 12 5% | 26 8% | 38 10%c | 27 8% | 29 9%c | 32 7% | 38 7% | 127 9% | 76 8% | 88 8% | 48 9% | 37 6% | 34 8% | 45 10%n | 100 9% | 64 7% | 153 8% | 10 6% |
| 2 | (2) | 96 5% | 54 5% | 42 4% | 5 2% | 3 1% | 19 5%d | 25 7%cdg | 10 3%d | 33 8%cdg | 9 1% | 87 6%i | 28 3% | 69 6%k | 16 3% | 25 4% | 23 5% | 32 7%mn | 51 4% | 45 5% | 84 4% | 10 6% |
| 1 | (1) | 45 2% | 27 3% | 18 2% | - - | 8 2%c | 9 2%c | 8 2%c | 9 3%c | 11 2%c | 8 1% | 37 2% | 17 2% | 27 3% | 15 3% | 10 2% | 10 2% | 9 2% | 26 2% | 19 2% | 40 2% | 5 3% |
| Don't trust them at all | (0) | 87 4% | 59 6% _b | 28 3% | 3 1% | 10 3% | 20 5%c | 15 4%c | 16 5%c | 23 5%c | 13 2% | 74 5%i | 34 3% | 53 5% | 22 4% | 14 2% | 25 6%n | 26 6%n | 43 4% | 44 5% | 82 4% | 3 2% |
| NET: 8-10 | | 356 17% | 179 18% | 176 17% | 51 21%g | 64 19%g | 71 18% | 63 18% | 40 13% | 65 15% | 115 20%j | 240 16% | 187 19%l | 169 15% | 111 20% | 105 17% | 69 16% | 71 16% | 207 18% | 149 16% | 327 17% | 27 16% |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j - k/l - m/n/o/p - q/r - s/t

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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

| | Gender | | Age | | | | | | Age II | | Age III | | Social Grade | | | | Working Status | | Ethnicity | | |
|--------------------|-------------|-------------|---------------|---------------------|--------------|--------------|--------------|--------------|-------------|--------------|-------------|--------------|--------------|--------------|--------------|-------------|----------------|----------------|-----------------------|--------------|---------------------|
| | Total | Male (a) | Female (b) | 18-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-64 (g) | 65+ (h) | 18-34 (i) | 35+ (j) | 18-44 (k) | 45+ (l) | AB (m) | C1 (n) | C2 (o) | DE (p) | Working (q) | Not working (r) | White (s) | Non White (t) |
| Weighted base | 2059 | 1009 | 1050 | 247 | 330 | 391 | 350 | 309 | 432 | 577 | 1482 | 968 | 1091 | 562 | 603 | 437 | 457 | 1153 | 906 | 1874 | 170 |
| NET: 3-7 | 1476 72% | 690 68% | 786 75%a | 188 76%f | 244 74% | 272 69% | 239 68% | 233 76%f | 301 70% | 431 75% | 1044 70% | 703 73% | 773 71% | 398 71% | 449 74% | 310 71% | 318 70% | 826 72% | 649 72% | 1341 72% | 125 73% |
| NET: 0-2 | 228 11% | 140 14%b | 88 8% | 8 3% | 22 7% | 48 12%cd | 48 14%cd | 35 11%cd | 66 15%cd | 30 5% | 198 13%i | 79 8% | 149 14%k | 52 9% | 50 8% | 58 13%n | 68 15%mn | 120 10% | 108 12% | 206 11% | 18 11% |
| NET: 7-10 | 759 37% | 363 36% | 396 38% | 126 51%defg h | 131 40%gh | 140 36% | 135 38%gh | 94 30% | 134 31% | 257 45%j | 503 34% | 397 41%l | 363 33% | 237 42%op | 237 39%op | 134 31% | 151 33% | 438 38% | 321 35% | 694 37% | 60 35% |
| NET: 4-6 | 907 44% | 420 42% | 487 46%a | 101 41% | 151 46% | 165 42% | 140 40% | 150 49%f | 200 46% | 252 44% | 656 44% | 417 43% | 491 45% | 223 40% | 280 46%m | 211 48%m | 193 42% | 495 43% | 413 46% | 822 44% | 82 48% |
| NET: 0-3 | 392 19% | 225 22%b | 167 16% | 20 8% | 47 14%c | 87 22%cd | 75 21%cd | 65 21%cd | 98 23%cd | 68 12% | 324 22%i | 155 16% | 238 22%k | 101 18% | 86 14% | 92 21%n | 113 25%mn | 220 19% | 172 19% | 359 19% | 29 17% |
| Mean | 5.48 | 5.31 | 5.63a | 6.26def gh | 5.80efg h | 5.37 | 5.43 | 5.13 | 5.15 | 6.00j | 5.27 | 5.74l | 5.24 | 5.68op | 5.70op | 5.22 | 5.17 | 5.53 | 5.40 | 5.48 | 5.49 |
| Standard deviation | 2.23 | 2.37 | 2.07 | 1.77 | 2.14 | 2.36 | 2.30 | 2.19 | 2.25 | 2.00 | 2.28 | 2.17 | 2.25 | 2.23 | 2.02 | 2.30 | 2.36 | 2.23 | 2.23 | 2.23 | 2.15 |
| Standard error | 0.05 | 0.07 | 0.07 | 0.11 | 0.12 | 0.12 | 0.12 | 0.13 | 0.11 | 0.08 | 0.06 | 0.07 | 0.07 | 0.09 | 0.08 | 0.11 | 0.11 | 0.07 | 0.07 | 0.05 | 0.16 |

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j - k/l - m/n/o/p - q/r - s/t

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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

| | Total | Region | | | | | | | | | | Trust in Charities | | | Trust in Charities II | | | Importance of Charities | Change in trust | | | |
|-------------------------|-------|----------------|----------------|----------------------------|-------------------|--------------------|------------|--------------|------------|-------------------|----------------|--------------------|--------------|--------------|-----------------------|--------------|--------------|-------------------------|-----------------|----------------|---------------------|--------------|
| | | North East (a) | North West (b) | Yorkshire & Humberside (c) | West Midlands (d) | East Midlands (e) | Wales (f) | East-ern (g) | London (h) | South East (i) | South West (j) | 8-10 (k) | 3-7 (l) | 0-2 (m) | 7-10 (n) | 4-6 (o) | 0-3 (p) | Essential | In-creased (r) | De-creased (s) | Stayed the same (t) | |
| Unweighted base | 2059 | 95 | 244 | 217 | 204 | 166 | 120 | 235 | 303 | 301 | 174 | 359 | 1472 | 228 | 759 | 909 | 391 | 419 | 98 | 931 | 982 | |
| Weighted base | 2059 | 102* | 265 | 204 | 204 | 183 | 122 | 204 | 285 | 285 | 204 | 356 | 1476 | 228 | 759 | 907 | 392 | 419 | 97* | 929 | 983 | |
| Trust them completely | (10) | 34 2% | 3 3% | 2 1% | 4 2% | 5 3% | 3 2% | 2 2% | 3 1% | 6 2% | 3 1% | 3 1% | 34 9%lm | - | - | 34 4%op | - | - | 16 4% | 10 10%st | 4 * | 18 2%st |
| 9 | (9) | 64 3% | 4 4% | 10 4% | 6 3% | 8 4% | 8 4% | 3 2% | 6 3% | 7 2% | 7 2% | 5 2% | 64 18%lm | - | - | 64 8%op | - | - | 24 6% | 10 10%st | 10 1% | 44 4%st |
| 8 | (8) | 258 13% | 14 14% | 38 14%c | 15 7% | 25 13% | 18 10% | 17 14% | 31 15%c | 39 14%c | 42 15%c | 18 9% | 258 73%lm | - | - | 258 34%op | - | - | 98 23% | 24 25%st | 50 5% | 181 18%st |
| 7 | (7) | 404 20% | 18 18% | 56 21%g | 32 16% | 39 19% | 41 22%g | 21 17% | 29 14% | 58 20% | 68 24%cg | 40 20% | - | 404 27%km | - | 404 53%op | - | - | 102 24% | 24 24%st | 130 14% | 241 25%st |
| 6 | (6) | 342 17% | 21 21% | 39 15% | 42 20%i | 32 16% | 29 16% | 19 16% | 37 18% | 44 15% | 37 13% | 44 21%i | - | 342 23%km | - | - | 342 38%np | - | 67 16% | 17 17% | 128 14% | 191 19%st |
| 5 | (5) | 426 21% | 21 20% | 47 18% | 53 26%b | 38 19% | 39 21% | 25 20% | 50 25% | 54 19% | 56 20% | 42 21% | - | 426 29%km | - | - | 426 47%np | - | 59 14% | 10 10% | 227 24%rt | 174 18% |
| 4 | (4) | 139 7% | 5 5% | 19 7% | 15 7% | 9 5% | 11 6% | 8 6% | 17 8% | 27 9% <i>d</i> | 18 6% | 11 5% | - | 139 9%km | - | - | 139 15%np | - | 16 4% | 1 1% | 85 9%rt | 48 5% |
| 3 | (3) | 164 8% | 6 6% | 24 9% | 11 5% | 22 11% <i>c</i> | 14 7% | 11 9% | 13 6% | 19 7% | 27 9% | 17 8% | - | 164 11%km | - | - | 164 42%no | 8 2% | 1 1% | 122 13%rt | 38 4% | |
| 2 | (2) | 96 5% | 5 5% | 10 4% | 14 7% | 10 5% | 9 5% | 9 7% | 9 4% | 13 4% | 10 4% | 8 4% | - | - | 96 42%kl | - | - | 96 25%no | 11 3% | 1 1% | 67 7%rt | 25 3% |
| 1 | (1) | 45 2% | 2 2% | 7 3% | 3 1% | 5 3% | 1 1% | 4 4% | 4 2% | 5 2% | 6 2% | 7 4% | - | - | 45 20%kl | - | - | 45 11%no | 5 1% | - | 38 4%rt | 7 1% |
| Don't trust them at all | (0) | 87 4% | 2 2% | 13 5% | 10 5% | 9 5% | 12 6% | 3 3% | 5 3% | 14 5% | 10 3% | 10 5% | - | - | 87 38%kl | - | - | 87 22%no | 14 3% | 1 1% | 69 7%rt | 16 2% |

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j - k/l/m - n/o/p - r/s/t

* small base

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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 | | | | | | | | | | Trust in Charities | | | Trust in Charities II | | | Importance of Charities | Change in trust | | | |
|--------------------|-------------|------------------------|-------------------------|------------------------------|------------------------|------------------------|-----------|---------------------------|-------------------------|---------------------------|--------------------|---------------------------|----------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-----------------|-------------------------|--------------------------|-------------------------|
| | Total | North East (a) | North West (b) | Yorkshire & Humber (c) | West Midlands (d) | East Midlands (e) | Wales (f) | Eastern (g) | London (h) | South East (i) | South West (j) | 8-10 (k) | 3-7 (l) | 0-2 (m) | 7-10 (n) | 4-6 (o) | 0-3 (p) | Essential | In-creased (r) | De-creased (s) | Stayed the same (t) |
| Weighted base | 2059 | 102* | 265 | 204 | 204 | 183 | 122 | 204 | 285 | 285 | 204 | 356 | 1476 | 228 | 759 | 907 | 392 | 419 | 97* | 929 | 983 |
| NET: 8-10 | 356 17% | 22 21% ^c | 50 19% | 25 12% | 39 19% | 29 16% | 22 18% | 40 19% ^c | 52 18% | 53 18% | 26 13% | 356 100% ^{lm} | - | - | 356 47% ^{op} | - | - | 138 33% | 44 45% st | 64 7% | 243 25% ^s |
| NET: 3-7 | 1476 72% | 71 70% | 185 70% | 153 75% | 141 69% | 133 73% | 84 69% | 146 72% | 202 71% | 207 73% | 154 75% | - | 1476 100% ^{km} | - | 404 53% ^p | 907 100% ^{np} | 164 42% | 252 60% | 52 53% | 691 74% ^r | 692 70% ^r |
| NET: 0-2 | 228 11% | 9 9% | 30 11% | 26 13% | 24 12% | 21 12% | 16 13% | 19 9% | 31 11% | 26 9% | 25 12% | - | - | 228 100% ^{kl} | - | - | 228 58% ^{no} | 30 7% | 2 2% | 174 19% ^{rt} | 48 5% |
| NET: 7-10 | 759 37% | 40 39% | 107 40% ^c | 57 28% | 78 38% ^c | 70 38% ^c | 43 35% | 68 33% | 110 39% ^c | 121 42% ^{cgj} | 66 32% | 356 100% ^{lm} | 404 27% ^m | - | 759 100% ^{op} | - | - | 239 57% | 67 69% st | 193 21% | 484 49% ^s |
| NET: 4-6 | 907 44% | 47 46% | 105 40% | 110 54% ^{bdefhi} | 80 39% | 79 43% | 52 42% | 104 51% ^{bdi} | 125 44% | 112 39% | 96 47% | - | 907 61% ^{km} | - | - | 907 100% ^{np} | - | 142 34% | 27 28% | 440 47% ^{rt} | 413 42% ^r |
| NET: 0-3 | 392 19% | 16 15% | 54 20% | 37 18% | 46 23% | 35 19% | 28 23% | 32 16% | 51 18% | 53 19% | 42 20% | - | 164 11% ^k | 228 100% ^{kl} | - | - | 392 100% ^{no} | 37 9% | 3 3% | 296 32% ^{rt} | 87 9% ^r |
| Mean | 5.48 | 5.80 ^c | 5.49 | 5.27 | 5.47 | 5.46 | 5.35 | 5.54 | 5.49 | 5.59 | 5.33 | 8.37 ^{lm} | 5.46 ^m | 1.04 | 7.64 ^{op} | 5.22 ^p | 1.86 | 6.40 | 7.20 st | 4.53 | 6.19 ^s |
| Standard deviation | 2.23 | 2.12 | 2.29 | 2.17 | 2.37 | 2.31 | 2.26 | 2.08 | 2.26 | 2.17 | 2.22 | 0.65 | 1.29 | 0.90 | 0.82 | 0.69 | 1.19 | 2.12 | 1.73 | 2.24 | 1.88 |
| Standard error | 0.05 | 0.22 | 0.15 | 0.15 | 0.17 | 0.18 | 0.21 | 0.14 | 0.13 | 0.13 | 0.17 | 0.03 | 0.03 | 0.06 | 0.03 | 0.02 | 0.06 | 0.10 | 0.17 | 0.07 | 0.06 |

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j - k/l/m - n/o/p - r/s/t

* small base

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Table 3

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

| | | Heard of the CC | | Knowledge of CC | | Importance of CC | |
|-------------------------|------|-----------------|------------|-----------------|------------------------|------------------------------|------------|
| | | Total | Yes (a) | No (b) | Very/Fairly well (c) | Not at all/Not very well (d) | Essential |
| Unweighted base | | 2059 | 1077 | 982 | 272 | 755 | 1015 |
| Weighted base | | 2059 | 1072 | 987 | 267 | 756 | 1013 |
| Trust them completely | (10) | 34 2% | 15 1% | 19 2% | 13 5% ^d | 2 * | 13 1% |
| 9 | (9) | 64 3% | 37 3% | 27 3% | 20 7% ^d | 15 2% | 33 3% |
| 8 | (8) | 258 13% | 145 14% | 113 11% | 57 21% ^d | 86 11% | 154 15% |
| 7 | (7) | 404 20% | 226 21% | 177 18% | 60 22% | 157 21% | 218 21% |
| 6 | (6) | 342 17% | 179 17% | 164 17% | 37 14% | 130 17% | 155 15% |
| 5 | (5) | 426 21% | 208 19% | 218 22% | 38 14% | 159 21% ^c | 191 19% |
| 4 | (4) | 139 7% | 64 6% | 75 8% | 10 4% | 49 7% | 68 7% |
| 3 | (3) | 164 8% | 87 8% | 77 8% | 15 6% | 69 9% | 68 7% |
| 2 | (2) | 96 5% | 52 5% | 44 4% | 9 3% | 41 5% | 48 5% |
| 1 | (1) | 45 2% | 20 2% | 25 3% | 3 1% | 17 2% | 23 2% |
| Don't trust them at all | (0) | 87 4% | 40 4% | 47 5% | 6 2% | 31 4% | 42 4% |

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d

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Base: All respondents

| | <u>Heard of the CC</u> | | <u>Knowledge of CC</u> | | <u>Importance of CC</u> | |
|--------------------|------------------------|-------------------------|------------------------|-------------------------|------------------------------|------------|
| | Total | Yes (a) | No (b) | Very/Fairly well (c) | Not at all/Not very well (d) | Essential |
| Weighted base | 2059 | 1072 | 987 | 267 | 756 | 1013 |
| NET: 8-10 | 356 17% | 197 18% | 159 16% | 90 34% ^d | 103 14% | 201 20% |
| NET: 3-7 | 1476 72% | 764 71% | 712 72% | 160 60% | 565 75% ^c | 700 69% |
| NET: 0-2 | 228 11% | 112 10% | 116 12% | 18 7% | 89 12% ^c | 112 11% |
| NET: 7-10 | 759 37% | 423 39% ^b | 336 34% | 149 56% ^d | 260 34% | 419 41% |
| NET: 4-6 | 907 44% | 450 42% | 457 46% | 85 32% | 338 45% ^c | 414 41% |
| NET: 0-3 | 392 19% | 198 19% | 194 20% | 33 12% | 158 21% ^c | 181 18% |
| Mean | 5.48 | 5.58 ^b | 5.36 | 6.35 ^d | 5.32 | 5.60 |
| Standard deviation | 2.23 | 2.20 | 2.26 | 2.20 | 2.15 | 2.24 |
| Standard error | 0.05 | 0.07 | 0.07 | 0.13 | 0.08 | 0.07 |

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d

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Table 4

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

Base: All respondents

Summary table

| | | 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 | | 2059 | 2059 | 2059 | 2059 | 2059 |
| Weighted base | | 2059 | 2059 | 2059 | 2059 | 2059 |
| Trust them completely | (10) | 54 3% | 57 3% | 54 3% | 42 2% | 105 5% |
| 9 | (9) | 99 5% | 84 4% | 94 5% | 73 4% | 179 9% |
| 8 | (8) | 312 15% | 271 13% | 254 12% | 223 11% | 382 19% |
| 7 | (7) | 444 22% | 323 16% | 330 16% | 367 18% | 456 22% |
| 6 | (6) | 317 15% | 313 15% | 319 15% | 323 16% | 300 15% |
| 5 | (5) | 417 20% | 337 16% | 388 19% | 388 19% | 292 14% |
| 4 | (4) | 143 7% | 192 9% | 160 8% | 197 10% | 122 6% |
| 3 | (3) | 98 5% | 168 8% | 161 8% | 152 7% | 78 4% |
| 2 | (2) | 73 4% | 141 7% | 132 6% | 136 7% | 60 3% |
| 1 | (1) | 33 2% | 66 3% | 68 3% | 57 3% | 24 1% |
| Don't trust them at all | (0) | 68 3% | 107 5% | 98 5% | 101 5% | 61 3% |
| NET: 8-10 | | 465 23% | 412 20% | 402 20% | 337 16% | 666 32% |
| NET: 3-7 | | 1420 69% | 1333 65% | 1358 66% | 1427 69% | 1248 61% |

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Table 4

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

Base: All respondents

Summary table

| | 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 |
|--------------------|--|---|--|-----------------|--|
| Weighted base | 2059 | 2059 | 2059 | 2059 | 2059 |
| NET: 0-2 | 174 8% | 314 15% | 298 14% | 295 14% | 145 7% |
| NET: 7-10 | 909 44% | 735 36% | 733 36% | 705 34% | 1122 54% |
| NET: 4-6 | 877 43% | 842 41% | 866 42% | 908 44% | 714 35% |
| NET: 0-3 | 272 13% | 482 23% | 460 22% | 447 22% | 223 11% |
| Mean | 5.86 | 5.31 | 5.36 | 5.28 | 6.33 |
| Standard deviation | 2.17 | 2.46 | 2.42 | 2.34 | 2.24 |
| Standard error | 0.05 | 0.05 | 0.05 | 0.05 | 0.05 |

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Table 5
Q2. And on the same 0-10 scale, how much would you trust charities to ...?
Base: All respondents
Make independent decisions, to further the cause they work for

| | | Gender | | Age | | | | | | Age II | | Age III | | Social Grade | | | | Working Status | | Ethnicity | | |
|-------------------------|------|------------|-------------|---------------|---------------|--------------|--------------|--------------|--------------|------------|--------------|-------------|--------------|--------------|-------------|-------------|---------------|----------------|----------------|-----------------------|--------------|---------------------|
| | | Total | Male (a) | Female (b) | 18-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-64 (g) | 65+ (h) | 18-34 (i) | 35+ (j) | 18-44 (k) | 45+ (l) | AB (m) | C1 (n) | C2 (o) | DE (p) | Working (q) | Not working (r) | White (s) | Non White (t) |
| Unweighted base | | 2059 | 1059 | 1000 | 265 | 310 | 370 | 368 | 290 | 456 | 575 | 1484 | 945 | 1114 | 580 | 592 | 404 | 483 | 1116 | 943 | 1867 | 176 |
| Weighted base | | 2059 | 1009 | 1050 | 247 | 330 | 391 | 350 | 309 | 432 | 577 | 1482 | 968 | 1091 | 562 | 603 | 437 | 457 | 1153 | 906 | 1874 | 170 |
| Trust them completely | (10) | 54 3% | 21 2% | 32 3% | 11 4%h | 9 3% | 12 3%h | 8 2% | 9 3% | 5 1% | 19 3% | 34 2% | 32 3% | 22 2% | 18 3% | 16 3% | 8 2% | 13 3% | 27 2% | 27 3% | 50 3% | 4 2% |
| 9 | (9) | 99 5% | 61 6%b | 38 4% | 11 5% | 16 5% | 16 4% | 23 7% | 13 4% | 20 5% | 27 5% | 72 5% | 43 4% | 56 5% | 33 6% | 25 4% | 25 6% | 16 4% | 56 5% | 43 5% | 93 5% | 5 3% |
| 8 | (8) | 312 15% | 153 15% | 159 15% | 45 18%eg | 62 19%eg | 47 12% | 52 15% | 36 12% | 70 16% | 107 19%j | 205 14% | 154 16% | 158 15% | 89 16% | 109 18%o | 52 12% | 62 14% | 179 16% | 133 15% | 282 15% | 28 16% |
| 7 | (7) | 444 22% | 186 18% | 258 25%a | 69 28%efgh | 81 25% | 77 20% | 70 20% | 64 21% | 83 19% | 150 26%j | 295 20% | 227 23% | 217 20% | 128 23% | 138 23% | 86 20% | 93 20% | 257 22% | 188 21% | 411 22% | 28 17% |
| 6 | (6) | 317 15% | 156 15% | 161 15% | 48 19%h | 53 16% | 63 16% | 54 16% | 46 15% | 53 12% | 100 17% | 217 15% | 163 17% | 154 14% | 91 16% | 95 16% | 66 15% | 66 15% | 182 16% | 135 15% | 289 15% | 26 15% |
| 5 | (5) | 417 20% | 208 21% | 209 20% | 38 15% | 56 17% | 82 21% | 70 20% | 75 24%cd | 98 23%c | 93 16% | 324 22%i | 175 18% | 243 22%k | 96 17% | 119 20% | 113 26%mpn | 90 20% | 224 19% | 193 21% | 369 20% | 47 28% s |
| 4 | (4) | 143 7% | 71 7% | 72 7% | 9 4% | 22 7% | 37 10%cf | 13 4% | 23 8%f | 38 9%cf | 31 5% | 111 8% | 69 7% | 74 7% | 38 7% | 39 6% | 26 6% | 39 9% | 77 7% | 66 7% | 127 7% | 15 9% |
| 3 | (3) | 98 5% | 51 5% | 47 5% | 10 4% | 13 4% | 19 5% | 16 5% | 17 5% | 23 5% | 24 4% | 74 5% | 42 4% | 56 5% | 28 5% | 30 5% | 16 4% | 24 5% | 56 5% | 42 5% | 87 5% | 10 6% |
| 2 | (2) | 73 4% | 38 4% | 35 3% | 2 1% | 8 2% | 12 3% | 22 6%cde | 11 4%c | 17 4%c | 10 2% | 63 4%i | 22 2% | 51 5%k | 15 3% | 18 3% | 16 4% | 24 5% m | 41 4% | 32 4% | 68 4% | 4 2% |
| 1 | (1) | 33 2% | 18 2% | 15 1% | - - | 3 1% | 11 3%c | 9 3%c | 2 1% | 8 2%c | 3 1% | 30 2%i | 14 1% | 19 2% | 9 2% | 7 1% | 10 2% | 7 2% | 21 2% | 12 1% | 32 2% | 1 1% |
| Don't trust them at all | (0) | 68 3% | 45 4%b | 23 2% | 3 1% | 8 2% | 16 4% | 11 3% | 14 5%c | 16 4% | 11 2% | 57 4%i | 27 3% | 41 4% | 16 3% | 9 2% | 19 4% n | 24 5% n | 32 3% | 36 4% | 64 3% | 3 2% |
| NET: 8-10 | | 465 23% | 235 23% | 230 22% | 67 27%eg | 87 26%eg | 75 19% | 84 24% | 57 18% | 95 22% | 154 27%j | 311 21% | 229 24% | 236 22% | 140 25%o | 150 25%o | 84 19% | 91 20% | 262 23% | 203 22% | 426 23% | 37 22% |

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j - k/l - m/n/o/p - q/r - s/t

Trust in Charities 2018

ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 5

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

Base: All respondents

Make independent decisions, to further the cause they work for

| | Gender | | Age | | | | | | | Age II | | Age III | | Social Grade | | | | Working Status | | Ethnicity | |
|--------------------|-------------|-------------------------|-------------------------|----------------------------|----------------------------|-------------------------|-------------------------|-------------------------|-------------------------|-------------------------|-------------------------|-------------------------|-------------------------|--------------------------|--------------------------|-------------------------|-------------------------|----------------|-----------------------|--------------|------------------------|
| | Total | Male (a) | Female (b) | 18-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-64 (g) | 65+ (h) | 18-34 (i) | 35+ (j) | 18-44 (k) | 45+ (l) | AB (m) | C1 (n) | C2 (o) | DE (p) | Working (q) | Not working (r) | White (s) | Non White (t) |
| Weighted base | 2059 | 1009 | 1050 | 247 | 330 | 391 | 350 | 309 | 432 | 577 | 1482 | 968 | 1091 | 562 | 603 | 437 | 457 | 1153 | 906 | 1874 | 170 |
| NET: 3-7 | 1420 69% | 672 67% | 747 71% ^a | 174 70% | 225 68% | 278 71% ^f | 224 64% | 224 73% ^f | 295 68% | 398 69% | 1021 69% | 676 70% | 743 68% | 382 68% | 419 69% | 307 70% | 312 68% | 797 69% | 623 69% | 1284 68% | 126 74% |
| NET: 0-2 | 174 8% | 101 10% ^b | 73 7% | 6 2% | 19 6% | 39 10% ^{cd} | 42 12% ^{cd} | 28 9% ^c | 41 10% ^{cd} | 24 4% | 150 10% ⁱ | 63 7% | 111 10% ^k | 40 7% | 34 6% | 45 10% ⁿ | 54 12% ^{mn} | 95 8% | 80 9% | 165 9% | 8 5% |
| NET: 7-10 | 909 44% | 422 42% | 488 46% ^a | 136 55% ^{efgh} | 168 51% ^{efgh} | 152 39% | 154 44% | 121 39% | 179 41% | 304 53% ^j | 605 41% | 456 47% ^l | 453 42% | 268 48% ^{op} | 288 48% ^{op} | 170 39% | 184 40% | 519 45% | 391 43% | 837 45% | 65 38% |
| NET: 4-6 | 877 43% | 435 43% | 442 42% | 95 38% | 130 39% | 182 47% ^c | 138 39% | 144 47% | 189 44% | 225 39% | 652 44% ⁱ | 407 42% | 470 43% | 225 40% | 252 42% | 205 47% ^m | 195 43% | 484 42% | 394 43% | 785 42% | 88 52% ^s |
| NET: 0-3 | 272 13% | 152 15% ^b | 120 11% | 16 7% | 32 10% | 57 15% ^c | 58 17% ^{cd} | 44 14% ^c | 64 15% ^{cd} | 48 8% | 224 15% ⁱ | 105 11% | 167 15% ^k | 68 12% | 64 11% | 62 14% | 78 17% ^{mn} | 151 13% | 122 13% | 252 13% | 17 10% |
| Mean | 5.86 | 5.75 | 5.97 ^a | 6.48 ^{efgh} | 6.17 ^{efgh} | 5.64 | 5.81 | 5.66 | 5.66 | 6.30 ^j | 5.69 | 6.03 ^l | 5.71 | 6.03 ^{op} | 6.08 ^{op} | 5.66 | 5.57 | 5.90 | 5.82 | 5.87 | 5.83 |
| Standard deviation | 2.17 | 2.28 | 2.06 | 1.80 | 2.02 | 2.25 | 2.30 | 2.20 | 2.20 | 1.93 | 2.24 | 2.09 | 2.23 | 2.16 | 1.99 | 2.22 | 2.33 | 2.14 | 2.22 | 2.19 | 1.92 |
| Standard error | 0.05 | 0.07 | 0.07 | 0.11 | 0.11 | 0.12 | 0.12 | 0.13 | 0.10 | 0.08 | 0.06 | 0.07 | 0.07 | 0.09 | 0.08 | 0.11 | 0.11 | 0.06 | 0.07 | 0.05 | 0.14 |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j - k/l - m/n/o/p - q/r - s/t

Trust in Charities 2018

ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 6

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

Base: All respondents

Make independent decisions, to further the cause they work for

| | Total | Region | | | | | | | | | | Trust in Charities | | | Trust in Charities II | | | Importance of Charities | Change in trust | | | |
|-------------------------|-------|----------------|----------------|----------------------------|-------------------|-------------------|-----------|----------------|------------|----------------|----------------|--------------------|------------------|------------------|-----------------------|------------------|------------------|-------------------------|-----------------|-----------------|---------------------|-----------------|
| | | North East (a) | North West (b) | Yorkshire & Humberside (c) | West Midlands (d) | East Midlands (e) | Wales (f) | East-ern (g) | London (h) | South East (i) | South West (j) | 8-10 (k) | 3-7 (l) | 0-2 (m) | 7-10 (n) | 4-6 (o) | 0-3 (p) | Essential | In-creased (r) | De-creased (s) | Stayed the same (t) | |
| Unweighted base | 2059 | 95 | 244 | 217 | 204 | 166 | 120 | 235 | 303 | 301 | 174 | 359 | 1472 | 228 | 759 | 909 | 391 | 419 | 98 | 931 | 982 | |
| Weighted base | 2059 | 102* | 265 | 204 | 204 | 183 | 122 | 204 | 285 | 285 | 204 | 356 | 1476 | 228 | 759 | 907 | 392 | 419 | 97* | 929 | 983 | |
| Trust them completely | (10) | 54 3% | 4 4% | 7 3% | 6 3% | 8 4% | 3 2% | 4 4% | 4 2% | 5 2% | 6 3% | 5 12%lm | 13 1% | - - | 49 6%op | 5 1% | - - | 29 7% | 4 5% s | 7 1% | 41 4% s | |
| 9 | (9) | 99 5% | 7 7% | 15 6% | 6 3% | 13 6% | 7 4% | 5 4% | 13 6% | 10 4% | 16 6% | 6 3% | 65 18%lm | 31 2% | 3 1% | 84 11%op | 9 1% | 6 1% | 38 9% | 12 13% st | 20 2% | 64 7% s |
| 8 | (8) | 312 15% | 13 13% | 38 14% | 27 13% | 21 10% | 30 16% | 20 16% | 28 14% | 55 19% d | 49 17% d | 32 16% | 147 41% lm | 163 11% m | 2 1% | 248 33% op | 60 7% p | 4 1% | 112 27% | 29 30% st | 88 9% | 195 20% s |
| 7 | (7) | 444 22% | 21 21% | 69 26% df | 44 22% | 36 18% | 40 22% | 20 17% | 52 25% | 64 23% | 57 20% | 41 20% | 64 18% m | 377 26% km | 3 2% | 249 33% op | 185 20% p | 11 3% | 100 24% | 25 26% s | 156 17% | 255 26% s |
| 6 | (6) | 317 15% | 13 13% | 39 15% | 31 15% | 42 21% h | 24 13% | 23 19% | 34 16% | 37 13% | 44 15% | 31 15% | 23 6% | 288 19% km | 7 3% | 75 10% | 215 24% np | 27 7% | 42 10% | 9 9% | 150 16% | 150 15% |
| 5 | (5) | 417 20% | 23 22% | 43 16% | 49 24% bf | 39 19% | 42 23% | 18 15% | 42 21% | 62 22% | 64 22% | 36 18% | 12 3% | 364 25% km | 41 18% k | 39 5% | 297 33% np | 82 21% n | 53 13% | 13 13% | 222 24% rt | 162 17% |
| 4 | (4) | 143 7% | 5 5% | 22 8% i | 18 9% i | 15 7% | 11 6% | 12 10% i | 9 4% | 15 5% | 11 4% | 24 12% ghi | 2 1% | 122 8% k | 19 8% k | 8 1% | 78 9% n | 57 14% no | 16 4% | 3 3% | 95 10% rt | 43 4% |
| 3 | (3) | 98 5% | 5 5% | 9 3% | 9 4% | 9 4% | 9 5% | 8 7% | 9 5% | 17 6% | 13 4% | 11 5% | 1 * | 68 5% k | 29 13% kl | 5 1% | 37 4% n | 56 14% no | 7 2% | 1 1% | 62 7% rt | 32 3% |
| 2 | (2) | 73 4% | 3 3% | 7 3% | 8 4% | 7 4% | 7 4% | 5 4% | 8 4% | 6 2% | 12 4% | 9 4% | - - | 37 2% k | 36 16% kl | - - | 16 2% n | 57 15% no | 9 2% | - - | 49 5% rt | 21 2% |
| 1 | (1) | 33 2% | 4 4% eg | 5 2% | 2 1% | 7 3% g | 1 1% | 2 2% | 1 * | 4 1% | 4 1% | 2 1% | - - | 8 1% | 25 11% kl | 1 * | 2 * | 30 8% no | 5 1% | - - | 30 3% t | 3 * |
| Don't trust them at all | (0) | 68 3% | 3 3% | 11 4% | 6 3% | 6 3% | 10 5% | 4 3% | 4 2% | 9 3% | 9 3% | 7 3% | - - | 6 * | 63 28% kl | 1 * | 3 * | 64 16% no | 7 2% | 1 1% | 51 5% rt | 16 2% |

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j - k/l/m - n/o/p - r/s/t

* small base

Prepared by Populus

Trust in Charities 2018

ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 6

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

Base: All respondents

Make independent decisions, to further the cause they work for

| | Region | | | | | | | | | | Trust in Charities | | | Trust in Charities II | | | Importance of Charities | Change in trust | | | |
|--------------------|-------------|----------------|-------------------------|-----------------------------|-------------------|-------------------|-----------|--------------|-------------------------|----------------|--------------------|--------------|--------------------------|--------------------------|--------------|--------------------------|--------------------------|-----------------|-------------------------|--------------------------|-------------------------|
| | Total | North East (a) | North West (b) | Yorkshire & Humber-side (c) | West Midlands (d) | East Midlands (e) | Wales (f) | East-ern (g) | London (h) | South East (i) | South West (j) | 8-10 (k) | 3-7 (l) | 0-2 (m) | 7-10 (n) | 4-6 (o) | 0-3 (p) | Essen-tial | In-creased (r) | De-creased (s) | Stayed the same (t) |
| Weighted base | 2059 | 102* | 265 | 204 | 204 | 183 | 122 | 204 | 285 | 285 | 204 | 356 | 1476 | 228 | 759 | 907 | 392 | 419 | 97* | 929 | 983 |
| NET: 8-10 | 465 23% | 24 24% | 59 22% | 38 19% | 42 21% | 41 22% | 30 24% | 45 22% | 71 25% | 71 25% | 43 21% | 253 71%lm | 207 14%lm | 5 2% | 381 50%op | 74 8%p | 10 2% | 180 43% | 46 47%st | 115 12% | 300 31%st |
| NET: 3-7 | 1420 69% | 67 66% | 182 69% | 150 74% | 141 69% | 125 68% | 81 66% | 145 71% | 196 69% | 189 66% | 142 70% | 102 29% | 1218 83%km | 99 44%k | 376 49% | 812 90%np | 231 59%no | 219 52% | 50 52% | 685 74%rt | 642 65%r |
| NET: 0-2 | 174 8% | 10 10% | 24 9% | 15 8% | 21 10% | 18 10% | 11 9% | 13 7% | 19 7% | 25 9% | 18 9% | - - | 51 3%k | 124 54%kl | 2 * | 21 2%n | 151 39%no | 20 5% | 1 1% | 130 14%rt | 41 4% |
| NET: 7-10 | 909 44% | 46 45% | 128 48% ^d | 82 40% | 78 38% | 81 44% | 50 41% | 97 47% | 135 47% ^d | 129 45% | 84 41% | 318 89%lm | 584 40% ^m | 8 4% | 630 83%op | 258 28% ^p | 21 5% | 280 67% | 71 73% st | 271 29% | 555 56% ^s |
| NET: 4-6 | 877 43% | 41 41% | 104 39% | 98 48% | 96 47% | 76 42% | 53 43% | 84 41% | 114 40% | 119 42% | 90 44% | 37 10% | 773 52% ^{km} | 67 29% ^k | 121 16% | 591 65% ^{np} | 165 42% ⁿ | 111 26% | 24 25% | 467 50% ^{rt} | 356 36% ^r |
| NET: 0-3 | 272 13% | 15 15% | 33 12% | 24 12% | 30 15% | 26 14% | 19 16% | 23 11% | 36 13% | 37 13% | 29 14% | 1 * | 118 8% ^k | 153 67% ^{kl} | 8 1% | 58 6% ⁿ | 207 53% ^{no} | 28 7% | 2 2% | 192 21% ^{rt} | 72 7% ^r |
| Mean | 5.86 | 5.87 | 5.93 | 5.76 | 5.77 | 5.75 | 5.77 | 6.07 | 5.95 | 5.94 | 5.70 | 7.96lm | 5.87m | 2.51 | 7.46op | 5.66p | 3.23 | 6.84 | 7.17st | 5.11 | 6.47s |
| Standard deviation | 2.17 | 2.33 | 2.24 | 2.06 | 2.28 | 2.24 | 2.29 | 2.00 | 2.10 | 2.17 | 2.19 | 1.25 | 1.64 | 2.20 | 1.33 | 1.43 | 2.17 | 2.05 | 1.61 | 2.22 | 1.93 |
| Standard error | 0.05 | 0.24 | 0.14 | 0.14 | 0.16 | 0.17 | 0.21 | 0.13 | 0.12 | 0.12 | 0.17 | 0.07 | 0.04 | 0.15 | 0.05 | 0.05 | 0.11 | 0.10 | 0.16 | 0.07 | 0.06 |

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j - k/l/m - n/o/p - r/s/t

* small base

Trust in Charities 2018
ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 7

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

Base: All respondents

Make independent decisions, to further the cause they work for

| | | <u>Heard of the CC</u> | | <u>Knowledge of CC</u> | | <u>Importance of CC</u> | |
|-------------------------|------|------------------------|-------------------------|-------------------------|------------------------|------------------------------|------------|
| | | Total | Yes (a) | No (b) | Very/Fairly well (c) | Not at all/Not very well (d) | Essential |
| Unweighted base | | 2059 | 1077 | 982 | 272 | 755 | 1015 |
| Weighted base | | 2059 | 1072 | 987 | 267 | 756 | 1013 |
| Trust them completely | (10) | 54 3% | 26 2% | 27 3% | 17 6% ^d | 9 1% | 34 3% |
| 9 | (9) | 99 5% | 64 6% ^b | 35 4% | 36 14% ^d | 23 3% | 61 6% |
| 8 | (8) | 312 15% | 187 17% ^b | 125 13% | 59 22% ^d | 122 16% | 186 18% |
| 7 | (7) | 444 22% | 243 23% | 201 20% | 56 21% | 174 23% | 215 21% |
| 6 | (6) | 317 15% | 158 15% | 160 16% | 35 13% | 116 15% | 151 15% |
| 5 | (5) | 417 20% | 192 18% | 226 23% ^a | 35 13% | 148 20% ^c | 181 18% |
| 4 | (4) | 143 7% | 73 7% | 70 7% | 9 3% | 60 8% ^c | 57 6% |
| 3 | (3) | 98 5% | 49 5% | 49 5% | 6 2% | 41 5% ^c | 45 4% |
| 2 | (2) | 73 4% | 37 3% | 37 4% | 8 3% | 27 4% | 35 3% |
| 1 | (1) | 33 2% | 15 1% | 18 2% | 2 1% | 12 2% | 19 2% |
| Don't trust them at all | (0) | 68 3% | 29 3% | 39 4% | 2 1% | 23 3% ^c | 30 3% |

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d

Prepared by Populus

Trust in Charities 2018
ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 7

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

Base: All respondents

Make independent decisions, to further the cause they work for

| | <u>Heard of the CC</u> | | <u>Knowledge of CC</u> | | <u>Importance of CC</u> | |
|--------------------|------------------------|-------------------------|-------------------------|-------------------------|------------------------------|------------|
| | Total | Yes (a) | No (b) | Very/Fairly well (c) | Not at all/Not very well (d) | Essential |
| Weighted base | 2059 | 1072 | 987 | 267 | 756 | 1013 |
| NET: 8-10 | 465 23% | 277 26% ^b | 188 19% | 113 42% ^d | 154 20% | 282 28% |
| NET: 3-7 | 1420 69% | 714 67% | 705 71% ^a | 141 53% | 540 71% ^c | 648 64% |
| NET: 0-2 | 174 8% | 80 8% | 94 10% | 13 5% | 63 8% | 83 8% |
| NET: 7-10 | 909 44% | 521 49% ^b | 389 39% | 169 63% ^d | 328 43% | 497 49% |
| NET: 4-6 | 877 43% | 422 39% | 455 46% ^a | 79 30% | 324 43% ^c | 389 38% |
| NET: 0-3 | 272 13% | 130 12% | 143 14% | 19 7% | 104 14% ^c | 128 13% |
| Mean | 5.86 | 6.03 ^b | 5.68 | 6.84 ^d | 5.76 | 6.07 |
| Standard deviation | 2.17 | 2.14 | 2.19 | 2.04 | 2.09 | 2.21 |
| Standard error | 0.05 | 0.07 | 0.07 | 0.12 | 0.08 | 0.07 |

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d

Trust in Charities 2018

ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 8
Q2. And on the same 0-10 scale, how much would you trust charities to ...?
Base: All respondents
Ensure that a reasonable proportion of donations make it to the end cause

| | | Gender | | Age | | | | | | Age II | | Age III | | Social Grade | | | | Working Status | | Ethnicity | | |
|-------------------------|------|--------|----------|------------|-----------|-----------|-----------|-----------|-----------|---------|-----------|---------|-----------|--------------|--------|--------|--------|----------------|-------------|-----------------|-----------|---------------|
| | | Total | Male (a) | Female (b) | 18-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-64 (g) | 65+ (h) | 18-34 (i) | 35+ (j) | 18-44 (k) | 45+ (l) | AB (m) | C1 (n) | C2 (o) | DE (p) | Working (q) | Not working (r) | White (s) | Non White (t) |
| Unweighted base | | 2059 | 1059 | 1000 | 265 | 310 | 370 | 368 | 290 | 456 | 575 | 1484 | 945 | 1114 | 580 | 592 | 404 | 483 | 1116 | 943 | 1867 | 176 |
| Weighted base | | 2059 | 1009 | 1050 | 247 | 330 | 391 | 350 | 309 | 432 | 577 | 1482 | 968 | 1091 | 562 | 603 | 437 | 457 | 1153 | 906 | 1874 | 170 |
| Trust them completely | (10) | 57 | 27 | 30 | 9 | 12 | 11 | 9 | 8 | 8 | 21 | 36 | 32 | 25 | 15 | 15 | 14 | 14 | 35 | 22 | 48 | 8 |
| | | 3% | 3% | 3% | 4% | 4% | 3% | 2% | 3% | 2% | 4% | 2% | 3% | 2% | 3% | 2% | 3% | 3% | 3% | 2% | 3% | 5% |
| 9 | (9) | 84 | 44 | 40 | 10 | 10 | 24 | 18 | 9 | 13 | 20 | 64 | 44 | 40 | 31 | 23 | 13 | 17 | 45 | 39 | 75 | 9 |
| | | 4% | 4% | 4% | 4% | 3% | 6%h | 5% | 3% | 3% | 3% | 4% | 5% | 4% | 6%o | 4% | 3% | 4% | 4% | 4% | 4% | 5% |
| 8 | (8) | 271 | 115 | 156 | 43 | 43 | 47 | 48 | 34 | 57 | 86 | 185 | 133 | 139 | 90 | 86 | 46 | 48 | 158 | 113 | 253 | 16 |
| | | 13% | 11% | 15%a | 18%eg | 13% | 12% | 14% | 11% | 13% | 15% | 13% | 14% | 13% | 16%op | 14% | 11% | 11% | 14% | 12% | 13% | 9% |
| 7 | (7) | 323 | 161 | 162 | 49 | 67 | 52 | 52 | 36 | 67 | 116 | 207 | 168 | 155 | 90 | 99 | 59 | 75 | 182 | 141 | 301 | 21 |
| | | 16% | 16% | 15% | 20%eg | 20%eg | 13% | 15% | 12% | 15% | 20%j | 14% | 17% | 14% | 16% | 16% | 13% | 16% | 16% | 16% | 16% | 12% |
| 6 | (6) | 313 | 142 | 170 | 46 | 53 | 59 | 58 | 43 | 54 | 99 | 214 | 158 | 154 | 81 | 98 | 74 | 59 | 178 | 135 | 284 | 26 |
| | | 15% | 14% | 16% | 19%h | 16% | 15% | 17% | 14% | 12% | 17% | 14% | 16% | 14% | 14% | 16% | 17% | 13% | 15% | 15% | 15% | 15% |
| 5 | (5) | 337 | 160 | 177 | 33 | 50 | 65 | 55 | 43 | 80 | 83 | 254 | 147 | 189 | 82 | 103 | 77 | 75 | 176 | 161 | 299 | 37 |
| | | 16% | 16% | 17% | 13% | 15% | 16% | 16% | 18% | 18% | 14% | 17% | 15% | 17% | 15% | 17% | 18% | 16% | 15% | 18% | 16% | 22%g |
| 4 | (4) | 192 | 99 | 93 | 22 | 26 | 43 | 29 | 23 | 48 | 48 | 144 | 91 | 101 | 50 | 59 | 42 | 42 | 105 | 87 | 175 | 16 |
| | | 9% | 10% | 9% | 9% | 8% | 11% | 8% | 8% | 11% | 8% | 10% | 9% | 9% | 9% | 10% | 10% | 9% | 9% | 10% | 9% | 9% |
| 3 | (3) | 168 | 77 | 91 | 23 | 18 | 28 | 21 | 42 | 35 | 41 | 127 | 69 | 99 | 51 | 43 | 31 | 43 | 93 | 74 | 153 | 14 |
| | | 8% | 8% | 9% | 9% | 6% | 7% | 6% | 14%defh | 8% | 7% | 9% | 7% | 9% | 9% | 7% | 7% | 9% | 8% | 8% | 8% | 8% |
| 2 | (2) | 141 | 73 | 68 | 4 | 26 | 24 | 27 | 25 | 35 | 30 | 111 | 55 | 87 | 31 | 45 | 34 | 32 | 84 | 57 | 132 | 9 |
| | | 7% | 7% | 6% | 2% | 8%c | 6%c | 8%c | 8%c | 8%c | 5% | 7% | 6% | 8%k | 6% | 7% | 8% | 7% | 7% | 6% | 7% | 5% |
| 1 | (1) | 66 | 40 | 26 | 4 | 9 | 16 | 12 | 12 | 13 | 13 | 53 | 29 | 37 | 19 | 15 | 14 | 17 | 42 | 23 | 59 | 7 |
| | | 3% | 4% | 3% | 2% | 3% | 4% | 4% | 4% | 3% | 2% | 4% | 3% | 3% | 3% | 3% | 3% | 4% | 4% | 3% | 3% | 4% |
| Don't trust them at all | (0) | 107 | 71 | 36 | 3 | 16 | 22 | 22 | 21 | 23 | 19 | 87 | 41 | 65 | 20 | 17 | 33 | 36 | 54 | 53 | 96 | 9 |
| | | 5% | 7%b | 3% | 1% | 5%c | 6%c | 6%c | 7%c | 5%c | 3% | 6%i | 4% | 6% | 4% | 3% | 8%mn | 8%mn | 5% | 6% | 5% | 5% |
| NET: 8-10 | | 412 | 186 | 226 | 62 | 65 | 81 | 74 | 52 | 77 | 127 | 285 | 209 | 204 | 137 | 124 | 73 | 79 | 238 | 174 | 376 | 33 |
| | | 20% | 18% | 22% | 25%gh | 20% | 21% | 21% | 17% | 18% | 22% | 19% | 22% | 19% | 24%op | 21% | 17% | 17% | 21% | 19% | 20% | 19% |

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j - k/l - m/n/o/p - q/r - s/t

Trust in Charities 2018

ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 8

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

Base: All respondents

Ensure that a reasonable proportion of donations make it to the end cause

| | Gender | | Age | | | | | | Age II | | Age III | | Social Grade | | | | Working Status | | Ethnicity | | |
|--------------------|-------------|-------------------------|-------------------|----------------------------|-------------------------|------------------------|-------------------------|---------------------------|-------------------------|-------------------------|-------------------------|-------------------------|-------------------------|--------------------------|-------------------------|-------------------------|--------------------------|----------------|-----------------------|--------------|---------------------|
| | Total | Male (a) | Female (b) | 18-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-64 (g) | 65+ (h) | 18-34 (i) | 35+ (j) | 18-44 (k) | 45+ (l) | AB (m) | C1 (n) | C2 (o) | DE (p) | Working (q) | Not working (r) | White (s) | Non White (t) |
| Weighted base | 2059 | 1009 | 1050 | 247 | 330 | 391 | 350 | 309 | 432 | 577 | 1482 | 968 | 1091 | 562 | 603 | 437 | 457 | 1153 | 906 | 1874 | 170 |
| NET: 3-7 | 1333 65% | 639 63% | 694 66% | 173 70% ^f | 214 65% | 248 63% | 215 61% | 200 65% | 283 66% | 387 67% | 946 64% | 635 66% | 698 64% | 354 63% | 402 67% | 283 65% | 294 64% | 735 64% | 598 66% | 1211 65% | 114 67% |
| NET: 0-2 | 314 15% | 184 18% ^b | 130 12% | 11 5% | 51 15% ^c | 62 16% ^c | 61 17% ^c | 57 18% ^c | 71 17% ^c | 62 11% | 251 17% ⁱ | 125 13% | 189 17% ^k | 71 13% | 77 13% | 81 19% ^{mn} | 84 18% ^{mn} | 180 16% | 134 15% | 287 15% | 24 14% |
| NET: 7-10 | 735 36% | 347 34% | 388 37% | 112 45% ^{efgh} | 132 40% ^g | 134 34% | 126 36% ^g | 88 29% | 144 33% | 243 42% ^j | 492 33% | 377 39% ^l | 359 33% | 227 40% ^{op} | 223 37% ^o | 131 30% | 154 34% | 420 36% | 315 35% | 677 36% | 54 31% |
| NET: 4-6 | 842 41% | 401 40% | 441 42% | 102 41% | 129 39% | 167 43% | 142 41% | 121 39% | 182 42% | 230 40% | 612 41% | 397 41% | 445 41% | 213 38% | 260 43% | 193 44% | 176 38% | 460 40% | 382 42% | 757 40% | 79 46% |
| NET: 0-3 | 482 23% | 261 26% ^b | 221 21% | 34 14% | 69 21% ^c | 91 23% ^c | 82 23% ^c | 99 32% ^{cdef} | 106 25% ^c | 103 18% | 378 26% ⁱ | 194 20% | 288 26% ^k | 121 22% | 120 20% | 113 26% ⁿ | 128 28% ^{mn} | 273 24% | 208 23% | 440 23% | 38 22% |
| Mean | 5.31 | 5.13 | 5.49 ^a | 6.00 ^{def} gh | 5.48 ^{gh} | 5.28 | 5.31 ^g | 4.89 | 5.13 | 5.71 ^j | 5.16 | 5.53 ^l | 5.12 | 5.55 ^{op} | 5.49 ^{op} | 5.04 | 5.04 | 5.34 | 5.28 | 5.32 | 5.29 |
| Standard deviation | 2.46 | 2.57 | 2.34 | 2.09 | 2.45 | 2.53 | 2.54 | 2.53 | 2.41 | 2.31 | 2.50 | 2.41 | 2.49 | 2.43 | 2.30 | 2.53 | 2.59 | 2.47 | 2.45 | 2.46 | 2.50 |
| Standard error | 0.05 | 0.08 | 0.07 | 0.13 | 0.14 | 0.13 | 0.13 | 0.15 | 0.11 | 0.10 | 0.06 | 0.08 | 0.07 | 0.10 | 0.09 | 0.13 | 0.12 | 0.07 | 0.08 | 0.06 | 0.19 |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j - k/l - m/n/o/p - q/r - s/t

Trust in Charities 2018

ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 9

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

Base: All respondents

Ensure that a reasonable proportion of donations make it to the end cause

| | Total | Region | | | | | | | | | | Trust in Charities | | | Trust in Charities II | | | Importance of Charities | Change in trust | | | |
|-------------------------|-------|----------------|----------------|----------------------------|-------------------|-------------------|-----------|--------------|------------|----------------|----------------|--------------------|--------------|--------------|-----------------------|--------------|--------------|-------------------------|-----------------|----------------|---------------------|--------------|
| | | North East (a) | North West (b) | Yorkshire & Humberside (c) | West Midlands (d) | East Midlands (e) | Wales (f) | East-ern (g) | London (h) | South East (i) | South West (j) | 8-10 (k) | 3-7 (l) | 0-2 (m) | 7-10 (n) | 4-6 (o) | 0-3 (p) | Essential | In-creased (r) | De-creased (s) | Stayed the same (t) | |
| Unweighted base | 2059 | 95 | 244 | 217 | 204 | 166 | 120 | 235 | 303 | 301 | 174 | 359 | 1472 | 228 | 759 | 909 | 391 | 419 | 98 | 931 | 982 | |
| Weighted base | 2059 | 102* | 265 | 204 | 204 | 183 | 122 | 204 | 285 | 285 | 204 | 356 | 1476 | 228 | 759 | 907 | 392 | 419 | 97* | 929 | 983 | |
| Trust them completely | (10) | 57 3% | 4 4% | 7 3% | 3 1% | 8 4% | 6 3% | 4 4% | 4 2% | 7 2% | 7 3% | 43 12%lm | 12 1% | 2 1% | 48 6%op | 7 1% | 2 * | 30 7% | 10 10%st | 13 1% | 34 3%st | |
| 9 | (9) | 84 4% | 9 8%c | 10 4% | 3 2% | 10 5% | 7 4% | 4 3% | 7 3% | 13 5% | 14 5% | 7 3% | 58 16%lm | 25 2% | 1 * | 76 10%op | 7 1% | 1 * | 32 8% | 10 10%st | 17 2% | 56 6%st |
| 8 | (8) | 271 13% | 13 12% | 45 17%j | 25 12% | 25 12% | 22 12% | 12 10% | 28 14% | 43 15%j | 41 14% | 17 9% | 139 39%lm | 131 9%lm | 1 1% | 221 29%op | 47 5%p | 3 1% | 86 21% | 28 29%st | 57 6% | 186 19%st |
| 7 | (7) | 323 16% | 15 15% | 39 15% | 27 13% | 35 17% | 37 20% | 17 14% | 29 14% | 46 16% | 41 14% | 37 18% | 64 18%lm | 259 18%lm | - | 217 29%op | 102 11%p | 4 1% | 81 19% | 15 15% | 99 11% | 197 20%st |
| 6 | (6) | 313 15% | 15 15% | 46 17% | 34 17% | 24 12% | 26 14% | 23 19% | 31 15% | 40 14% | 47 17% | 27 13% | 26 7%lm | 282 19%km | 5 2% | 108 14%p | 195 22%np | 10 2% | 61 15% | 16 16% | 116 13% | 178 18%st |
| 5 | (5) | 337 16% | 15 15% | 35 13% | 36 17% | 29 14% | 23 13% | 22 18% | 40 20% | 48 17% | 53 19% | 35 17% | 17 5% | 310 21%km | 10 4% | 56 7% | 254 28%np | 27 7% | 47 11% | 5 6% | 172 18%rt | 142 14%r |
| 4 | (4) | 192 9% | 11 10% | 19 7% | 22 11% | 19 9% | 18 10% | 10 8% | 19 9% | 33 11% | 21 7% | 22 11% | 3 1% | 180 12%km | 10 4%k | 17 2% | 131 14%n | 45 11%n | 23 5% | 9 9% | 110 12%t | 69 7% |
| 3 | (3) | 168 8% | 5 4% | 23 9% | 26 13%ae | 20 10% | 11 6% | 8 6% | 19 10% | 19 7% | 21 7% | 17 8% | 1 * | 144 10%k | 23 10%k | 9 1% | 86 10%n | 72 18%no | 19 5% | 4 4% | 122 13%rt | 37 4% |
| 2 | (2) | 141 7% | 12 12%cj | 18 7% | 8 4% | 16 8% | 17 9%c | 10 8% | 15 7% | 17 6% | 20 7% | 9 4% | 4 1% | 89 6%k | 49 21%kl | 5 1% | 53 6%n | 83 21%no | 13 3% | - | 95 10%rt | 44 4%r |
| 1 | (1) | 66 3% | 3 3% | 9 4% | 10 5%ei | 9 4% | 2 1% | 7 6%ei | 4 2% | 6 2% | 5 2% | 11 5%ei | - | 22 2%k | 44 19%kl | 1 * | 11 1%n | 54 14%no | 12 3% | - | 52 6%rt | 14 1% |
| Don't trust them at all | (0) | 107 5% | 1 1% | 15 6% | 10 5% | 10 5% | 15 8%a | 5 4% | 7 4% | 13 4% | 16 5%a | 16 8%a | 1 * | 22 1% | 84 37%kl | 1 * | 15 2%n | 91 23%no | 14 3% | 1 1% | 75 8%rt | 30 3% |

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j - k/l/m - n/o/p - r/s/t

* small base

Prepared by Populus

Trust in Charities 2018

ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 9

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

Base: All respondents

Ensure that a reasonable proportion of donations make it to the end cause

| | Region | | | | | | | | | | Trust in Charities | | | Trust in Charities II | | | Importance of Charities | Change in trust | | | |
|--------------------|-------------|----------------|----------------|-----------------------------|-------------------|-------------------|-----------|--------------|-------------|----------------|--------------------|--------------|---------------|-----------------------|--------------|--------------|-------------------------|-----------------|----------------|----------------|---------------------|
| | Total | North East (a) | North West (b) | Yorkshire & Humber-side (c) | West Midlands (d) | East Midlands (e) | Wales (f) | East-ern (g) | London (h) | South East (i) | South West (j) | 8-10 (k) | 3-7 (l) | 0-2 (m) | 7-10 (n) | 4-6 (o) | 0-3 (p) | Essen-tial | In-creased (r) | De-creased (s) | Stayed the same (t) |
| Weighted base | 2059 | 102* | 265 | 204 | 204 | 183 | 122 | 204 | 285 | 285 | 204 | 356 | 1476 | 228 | 759 | 907 | 392 | 419 | 97* | 929 | 983 |
| NET: 8-10 | 412 20% | 26 25%j | 62 23%cj | 32 16% | 43 21% | 35 19% | 20 17% | 39 19% | 63 22% | 62 22% | 31 15% | 240 68%lm | 169 11%cm | 4 2% | 345 45%op | 61 7%p | 6 2% | 148 35% | 47 48%st | 87 9% | 275 28%st |
| NET: 3-7 | 1333 65% | 60 59% | 161 61% | 144 71%ab | 126 62% | 115 63% | 80 65% | 138 68% | 186 65% | 183 64% | 138 68% | 111 31%cm | 1174 80%km | 48 21% | 407 54%op | 768 85%np | 158 40% | 231 55% | 49 51% | 620 67%r | 621 63%r |
| NET: 0-2 | 314 15% | 16 16% | 42 16% | 28 14% | 35 17% | 34 18% | 22 18% | 26 13% | 36 13% | 40 14% | 35 17% | 4 1% | 133 9%k | 176 77%kl | 7 1% | 79 9%n | 228 58%no | 40 10% | 1 1% | 223 24%rt | 87 9%r |
| NET: 7-10 | 735 36% | 40 40% | 101 38%c | 59 29% | 78 38%c | 71 39%c | 38 31% | 68 33% | 110 38%c | 103 36% | 68 33% | 304 86%lm | 427 29%cm | 4 2% | 562 74%op | 163 18%p | 10 3% | 228 54% | 62 64%st | 186 20% | 471 48%st |
| NET: 4-6 | 842 41% | 41 40% | 99 38% | 92 45%d | 71 35% | 68 37% | 55 45% | 90 44% | 121 42% | 121 42% | 84 41% | 46 13% | 771 52%km | 24 11% | 181 24% | 580 64%np | 81 21% | 131 31% | 30 31% | 398 43%r | 388 39% |
| NET: 0-3 | 482 23% | 21 20% | 65 24% | 54 26% | 55 27% | 44 24% | 29 24% | 46 22% | 55 19% | 61 21% | 52 26% | 5 1% | 277 19%k | 200 88%kl | 16 2% | 165 18%n | 300 77%no | 59 14% | 5 5% | 345 37%rt | 124 13%r |
| Mean | 5.31 | 5.65c | 5.40 | 5.03 | 5.27 | 5.27 | 5.20 | 5.32 | 5.49c | 5.43 | 5.05 | 7.81lm | 5.29m | 1.59 | 7.22op | 5.03p | 2.27 | 6.27 | 7.00st | 4.35 | 6.06s |
| Standard deviation | 2.46 | 2.43 | 2.53 | 2.32 | 2.60 | 2.59 | 2.46 | 2.30 | 2.38 | 2.42 | 2.57 | 1.49 | 1.94 | 1.84 | 1.53 | 1.76 | 1.91 | 2.45 | 1.97 | 2.41 | 2.22 |
| Standard error | 0.05 | 0.25 | 0.16 | 0.16 | 0.18 | 0.20 | 0.22 | 0.15 | 0.14 | 0.14 | 0.19 | 0.08 | 0.05 | 0.12 | 0.06 | 0.06 | 0.10 | 0.12 | 0.20 | 0.08 | 0.07 |

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j - k/l/m - n/o/p - r/s/t

* small base

Trust in Charities 2018
ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

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

| | | <u>Heard of the CC</u> | | <u>Knowledge of CC</u> | | <u>Importance of CC</u> | |
|-------------------------|------|------------------------|-------------------------|------------------------|------------------------|------------------------------|------------|
| | | Total | Yes (a) | No (b) | Very/Fairly well (c) | Not at all/Not very well (d) | Essential |
| Unweighted base | | 2059 | 1077 | 982 | 272 | 755 | 1015 |
| Weighted base | | 2059 | 1072 | 987 | 267 | 756 | 1013 |
| Trust them completely | (10) | 57 3% | 32 3% | 25 3% | 19 7% ^d | 12 2% | 41 4% |
| 9 | (9) | 84 4% | 45 4% | 39 4% | 22 8% ^d | 20 3% | 48 5% |
| 8 | (8) | 271 13% | 148 14% | 124 13% | 51 19% ^d | 93 12% | 148 15% |
| 7 | (7) | 323 16% | 196 18% ^b | 127 13% | 51 19% | 132 17% | 157 15% |
| 6 | (6) | 313 15% | 154 14% | 159 16% | 35 13% | 114 15% | 140 14% |
| 5 | (5) | 337 16% | 161 15% | 176 18% | 31 12% | 121 16% | 151 15% |
| 4 | (4) | 192 9% | 99 9% | 93 9% | 15 6% | 83 11% ^c | 91 9% |
| 3 | (3) | 168 8% | 83 8% | 85 9% | 22 8% | 59 8% | 83 8% |
| 2 | (2) | 141 7% | 69 6% | 72 7% | 9 3% | 57 8% ^c | 65 6% |
| 1 | (1) | 66 3% | 37 3% | 29 3% | 2 1% | 32 4% ^c | 34 3% |
| Don't trust them at all | (0) | 107 5% | 49 5% | 58 6% | 10 4% | 35 5% | 55 5% |

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d

Prepared by Populus

Trust in Charities 2018
ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

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

| | <u>Heard of the CC</u> | | <u>Knowledge of CC</u> | | <u>Importance of CC</u> | |
|--------------------|------------------------|-------------------------|-------------------------|-------------------------|------------------------------|------------|
| | Total | Yes (a) | No (b) | Very/Fairly well (c) | Not at all/Not very well (d) | Essential |
| Weighted base | 2059 | 1072 | 987 | 267 | 756 | 1013 |
| NET: 8-10 | 412 20% | 224 21% | 188 19% | 92 35% ^d | 124 16% | 236 23% |
| NET: 3-7 | 1333 65% | 693 65% | 639 65% | 154 58% | 508 67% ^c | 623 61% |
| NET: 0-2 | 314 15% | 155 14% | 159 16% | 21 8% | 124 16% ^c | 154 15% |
| NET: 7-10 | 735 36% | 420 39% ^b | 316 32% | 143 54% ^d | 255 34% | 393 39% |
| NET: 4-6 | 842 41% | 414 39% | 428 43% ^a | 81 30% | 317 42% ^c | 383 38% |
| NET: 0-3 | 482 23% | 238 22% | 244 25% | 43 16% | 183 24% ^c | 237 23% |
| Mean | 5.31 | 5.43 ^b | 5.19 | 6.24 ^d | 5.15 | 5.42 |
| Standard deviation | 2.46 | 2.45 | 2.47 | 2.44 | 2.38 | 2.56 |
| Standard error | 0.05 | 0.07 | 0.08 | 0.15 | 0.09 | 0.08 |

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d

Trust in Charities 2018

ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 11
Q2. And on the same 0-10 scale, how much would you trust charities to ...?
Base: All respondents
Ensure that its fundraisers are honest and ethical

| | | Gender | | Age | | | | | | Age II | | Age III | | Social Grade | | | | Working Status | | Ethnicity | | |
|-------------------------|------|-------------|------------|-------------|---------------|---------------|-------------|------------|------------|--------------|-------------|-------------|-------------|--------------|------------|-------------|------------|----------------|-------------|-----------------|-------------|---------------|
| | | Total | Male (a) | Female (b) | 18-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-64 (g) | 65+ (h) | 18-34 (i) | 35+ (j) | 18-44 (k) | 45+ (l) | AB (m) | C1 (n) | C2 (o) | DE (p) | Working (q) | Not working (r) | White (s) | Non White (t) |
| Unweighted base | | 2059 | 1059 | 1000 | 265 | 310 | 370 | 368 | 290 | 456 | 575 | 1484 | 945 | 1114 | 580 | 592 | 404 | 483 | 1116 | 943 | 1867 | 176 |
| Weighted base | | 2059 | 1009 | 1050 | 247 | 330 | 391 | 350 | 309 | 432 | 577 | 1482 | 968 | 1091 | 562 | 603 | 437 | 457 | 1153 | 906 | 1874 | 170 |
| Trust them completely | (10) | 54 3% | 26 3% | 28 3% | 11 4%h | 10 3%h | 16 4%h | 8 2% | 6 2% | 3 1% | 21 4% | 34 2% | 37 4%l | 17 2% | 14 2% | 17 3% | 10 2% | 13 3% | 34 3% | 20 2% | 46 2% | 8 4% |
| 9 | (9) | 94 5% | 42 4% | 52 5% | 15 6% | 19 6% | 15 4% | 17 5% | 12 4% | 16 4% | 34 6% | 59 4% | 49 5% | 45 4% | 36 6%o | 25 4% | 12 3% | 20 4% | 52 5% | 41 5% | 84 4% | 10 6% |
| 8 | (8) | 254 12% | 121 12% | 134 13% | 40 16%ef | 59 18%efgh | 36 9% | 37 11% | 34 11% | 48 11% | 99 17%j | 156 11% | 135 14%l | 120 11% | 68 12% | 82 14% | 56 13% | 49 11% | 142 12% | 112 12% | 237 13% | 15 9% |
| 7 | (7) | 330 16% | 153 15% | 178 17% | 57 23%efgh | 63 19%h | 60 15% | 49 14% | 47 15% | 55 13% | 119 21%j | 211 14% | 180 19%l | 151 14% | 84 15% | 106 18% | 71 16% | 69 15% | 190 16% | 141 16% | 305 16% | 22 13% |
| 6 | (6) | 319 15% | 136 13% | 183 17%a | 45 18% | 51 15% | 63 16% | 60 17% | 38 12% | 62 14% | 95 17% | 224 15% | 158 16% | 161 15% | 88 16% | 108 18%o | 57 13% | 67 15% | 182 16% | 137 15% | 288 15% | 30 17% |
| 5 | (5) | 388 19% | 199 20% | 189 18% | 33 14% | 47 14% | 81 21%cd | 65 19% | 62 20%c | 101 23%cd | 80 14% | 308 21%i | 161 17% | 227 21%k | 98 18% | 103 17% | 87 20% | 100 22%n | 211 18% | 177 19% | 351 19% | 36 21% |
| 4 | (4) | 160 8% | 82 8% | 77 7% | 19 8% | 19 6% | 28 7% | 29 8% | 26 8% | 39 9% | 38 7% | 121 8% | 66 7% | 93 9% | 51 9%p | 50 8%p | 37 8%p | 21 5% | 88 8% | 72 8% | 144 8% | 15 9% |
| 3 | (3) | 161 8% | 77 8% | 84 8% | 13 5% | 26 8% | 33 9% | 25 7% | 28 9% | 35 8% | 39 7% | 122 8% | 73 8% | 88 8% | 50 9% | 42 7% | 35 8% | 34 8% | 91 8% | 70 8% | 142 8% | 17 10% |
| 2 | (2) | 132 6% | 73 7% | 60 6% | 8 3% | 19 6% | 29 7%c | 27 8%c | 22 7%c | 26 6% | 27 5% | 105 7% | 56 6% | 76 7% | 34 6% | 35 6% | 29 7% | 34 7% | 80 7% | 52 6% | 121 6% | 11 6% |
| 1 | (1) | 68 3% | 40 4% | 28 3% | 2 1% | 9 3% | 11 3% | 14 4%c | 12 4%c | 19 4%c | 11 2% | 57 4%i | 22 2% | 46 4%k | 17 3% | 13 2% | 14 3% | 24 5%n | 35 3% | 33 4% | 65 3% | 3 2% |
| Don't trust them at all | (0) | 98 5% | 61 6%b | 37 4% | 3 1% | 9 3% | 19 5%c | 19 5%c | 22 7%cd | 26 6%cd | 12 2% | 86 6%i | 31 3% | 67 6%k | 21 4% | 22 4% | 29 7%mn | 27 6% | 48 4% | 50 6% | 91 5% | 5 3% |
| NET: 8-10 | | 402 20% | 189 19% | 214 20% | 66 27%efgh | 88 27%efgh | 67 17% | 61 18% | 52 17% | 68 16% | 153 27%j | 249 17% | 221 23%l | 182 17% | 118 21% | 124 18% | 78 18% | 82 18% | 229 20% | 174 19% | 367 20% | 32 19% |
| NET: 3-7 | | 1358 66% | 647 64% | 711 68% | 168 68% | 205 62% | 265 68% | 228 65% | 200 65% | 292 68% | 372 65% | 986 66% | 637 66% | 721 66% | 372 66% | 410 68% | 286 65% | 291 64% | 762 66% | 597 66% | 1230 66% | 119 70% |

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j - k/l - m/n/o/p - q/r - s/t

Prepared by Populus

Trust in Charities 2018
ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 11
Q2. And on the same 0-10 scale, how much would you trust charities to ...?
Base: All respondents
Ensure that its fundraisers are honest and ethical

| | Gender | | Age | | | | | | | Age II | | Age III | | Social Grade | | | | Working Status | | Ethnicity | |
|--------------------|------------|-------------|---------------|----------------|----------------|--------------|--------------|--------------|-------------|--------------|-------------|--------------|-------------|--------------|------------|-------------|-------------|----------------|-----------------------|--------------|---------------------|
| | Total | Male (a) | Female (b) | 18-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-64 (g) | 65+ (h) | 18-34 (i) | 35+ (j) | 18-44 (k) | 45+ (l) | AB (m) | C1 (n) | C2 (o) | DE (p) | Working (q) | Not working (r) | White (s) | Non White (t) |
| Weighted base | 2059 | 1009 | 1050 | 247 | 330 | 391 | 350 | 309 | 432 | 577 | 1482 | 968 | 1091 | 562 | 603 | 437 | 457 | 1153 | 906 | 1874 | 170 |
| NET: 0-2 | 298 14% | 173 17%b | 125 12% | 14 6% | 37 11%c | 59 15%c | 61 17%cd | 56 18%cd | 72 17%cd | 51 9% | 248 17%i | 110 11% | 189 17%k | 72 13% | 70 12% | 73 17%n | 85 18%mn | 163 14% | 136 15% | 276 15% | 19 11% |
| NET: 7-10 | 733 36% | 342 34% | 391 37% | 122 50%efgh | 151 46%efgh | 127 33% | 110 32% | 99 32% | 123 29% | 273 47%j | 460 31% | 400 41%l | 333 30% | 203 36% | 230 38% | 149 34% | 151 33% | 418 36% | 314 35% | 673 36% | 54 32% |
| NET: 4-6 | 866 42% | 417 41% | 449 43% | 98 39% | 116 35% | 171 44%d | 154 44%d | 126 41% | 202 47%d | 214 37% | 653 44%i | 385 40% | 481 44%k | 237 42% | 262 43% | 180 41% | 188 41% | 481 42% | 385 43% | 783 42% | 80 47% |
| NET: 0-3 | 460 22% | 250 25%b | 210 20% | 27 11% | 63 19%c | 93 24%c | 86 25%c | 84 27%cd | 107 25%c | 90 16% | 370 25%i | 183 19% | 277 25%k | 122 22% | 111 18% | 107 25%n | 119 26%n | 254 22% | 206 23% | 418 22% | 36 21% |
| Mean | 5.36 | 5.18 | 5.54a | 6.19efg h | 5.82efg h | 5.28 | 5.17 | 5.02 | 5.01 | 5.98j | 5.12 | 5.70l | 5.07 | 5.44 | 5.58op | 5.16 | 5.17 | 5.42 | 5.29 | 5.36 | 5.44 |
| Standard deviation | 2.42 | 2.51 | 2.32 | 2.07 | 2.36 | 2.44 | 2.47 | 2.52 | 2.38 | 2.24 | 2.44 | 2.35 | 2.44 | 2.39 | 2.29 | 2.48 | 2.53 | 2.40 | 2.44 | 2.42 | 2.34 |
| Standard error | 0.05 | 0.08 | 0.07 | 0.13 | 0.13 | 0.13 | 0.13 | 0.15 | 0.11 | 0.09 | 0.06 | 0.08 | 0.07 | 0.10 | 0.09 | 0.12 | 0.12 | 0.07 | 0.08 | 0.06 | 0.18 |

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j - k/l - m/n/o/p - q/r - s/t

Trust in Charities 2018

ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 12
Q2. And on the same 0-10 scale, how much would you trust charities to ...?
Base: All respondents
Ensure that its fundraisers are honest and ethical

| | Total | Region | | | | | | | | | | Trust in Charities | | | Trust in Charities II | | | Importance of Charities | Change in trust | | | |
|-------------------------|-------|----------------|----------------|----------------------------|-------------------|-------------------|-----------|--------------|------------|----------------|----------------|--------------------|--------------|--------------|-----------------------|--------------|--------------|-------------------------|-----------------|----------------|---------------------|--------------|
| | | North East (a) | North West (b) | Yorkshire & Humberside (c) | West Midlands (d) | East Midlands (e) | Wales (f) | East-ern (g) | London (h) | South East (i) | South West (j) | 8-10 (k) | 3-7 (l) | 0-2 (m) | 7-10 (n) | 4-6 (o) | 0-3 (p) | Essential | In-creased (r) | De-creased (s) | Stayed the same (t) | |
| Unweighted base | 2059 | 95 | 244 | 217 | 204 | 166 | 120 | 235 | 303 | 301 | 174 | 359 | 1472 | 228 | 759 | 909 | 391 | 419 | 98 | 931 | 982 | |
| Weighted base | 2059 | 102* | 265 | 204 | 204 | 183 | 122 | 204 | 285 | 285 | 204 | 356 | 1476 | 228 | 759 | 907 | 392 | 419 | 97* | 929 | 983 | |
| Trust them completely | (10) | 54 3% | 4 4% | 8 3% | 4 2% | 7 4% | 4 2% | 5 4% | 5 2% | 7 2% | 4 2% | 6 3% | 37 10%lm | 15 1% | 3 1% | 42 6%op | 8 1% | 4 1% | 20 5% | 8 8%st | 10 1% | 35 4%st |
| 9 | (9) | 94 5% | 6 6% | 14 5% | 9 4% | 8 4% | 10 5% | 3 3% | 9 5% | 12 4% | 15 5% | 8 4% | 66 19%lm | 27 2%lm | - | 82 11%op | 12 1%op | - | 39 9% | 11 11%st | 20 2% | 62 6%st |
| 8 | (8) | 254 12% | 13 13% | 32 12% | 27 13% | 26 13% | 15 8% | 13 11% | 25 12% | 33 12% | 45 16%e | 24 12% | 134 38%lm | 118 8%lm | 2 1% | 202 27%op | 50 6%op | 2 1% | 81 19% | 25 26%st | 55 6% | 168 17%st |
| 7 | (7) | 330 16% | 21 21% | 43 16% | 31 15% | 29 14% | 28 15% | 21 17% | 41 20%i | 47 16% | 39 14% | 31 15% | 64 18%lm | 265 18%lm | 1 1% | 203 27%op | 121 13%op | 7 2% | 72 17% | 20 21%st | 91 10% | 212 22%st |
| 6 | (6) | 319 15% | 10 10% | 42 16% | 28 14% | 31 15% | 27 15% | 18 15% | 35 17% | 42 15% | 49 17% | 37 18% | 28 8%lm | 290 20%km | 1 1% | 129 17%op | 175 19%op | 15 4% | 67 16% | 17 17% | 131 14% | 166 17% |
| 5 | (5) | 388 19% | 18 18% | 47 18% | 42 21% | 35 17% | 43 24% | 24 20% | 32 16% | 55 19% | 52 18% | 40 20% | 17 5% | 357 24%km | 15 6% | 66 9% | 292 32%np | 30 8% | 64 15% | 8 8% | 182 20%r | 181 18%r |
| 4 | (4) | 160 8% | 9 9% | 17 7% | 15 7% | 24 12%ej | 10 6% | 9 7% | 17 8% | 22 8% | 25 9% | 11 5% | 3 1% | 141 10%k | 15 7%k | 13 2% | 103 11%n | 43 11%n | 17 4% | 6 6% | 106 11%t | 44 5% |
| 3 | (3) | 161 8% | 8 8% | 21 8% | 23 11%f | 14 7% | 11 6% | 5 4% | 15 7% | 24 8% | 25 9% | 16 8% | 4 1% | 140 9%k | 17 8%k | 11 1% | 78 9%n | 73 18%no | 19 5% | 1 1% | 116 12%rt | 41 4% |
| 2 | (2) | 132 6% | 6 6% | 17 6% | 13 7% | 10 5% | 12 6% | 14 12%dgi | 10 5% | 21 7% | 13 4% | 16 8% | 3 1% | 80 5%k | 50 22%kl | 6 1% | 44 5%n | 82 21%no | 15 4% | 1 1% | 90 10%rt | 39 4% |
| 1 | (1) | 68 3% | 4 4% | 8 3% | 4 2% | 11 6%ch | 10 6%c | 4 3% | 7 3% | 6 2% | 7 3% | 6 3% | - | 23 2%k | 45 20%kl | 5 1% | 12 1% | 51 13%no | 12 3% | - | 58 6%rt | 10 1% |
| Don't trust them at all | (0) | 98 5% | 2 2% | 17 6% | 9 4% | 8 4% | 12 7% | 6 5% | 9 4% | 16 5% | 11 4% | 9 5% | - | 20 1%k | 78 34%kl | 1 * | 12 1%n | 85 22%no | 12 3% | 1 1% | 72 8%rt | 25 3% |

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j - k/l/m - n/o/p - r/s/t
 * small base

Prepared by Populus



Trust in Charities 2018

ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 12
Q2. And on the same 0-10 scale, how much would you trust charities to ...?
Base: All respondents
Ensure that its fundraisers are honest and ethical

| | Region | | | | | | | | | | Trust in Charities | | | Trust in Charities II | | | Importance of Charities | Change in trust | | | |
|--------------------|-------------|----------------|----------------|-----------------------------|-------------------|-------------------|------------|--------------|------------|----------------|--------------------|--------------|---------------|-----------------------|--------------|--------------|-------------------------|-----------------|----------------|----------------|---------------------|
| | Total | North East (a) | North West (b) | Yorkshire & Humber-side (c) | West Midlands (d) | East Midlands (e) | Wales (f) | East-ern (g) | London (h) | South East (i) | South West (j) | 8-10 (k) | 3-7 (l) | 0-2 (m) | 7-10 (n) | 4-6 (o) | 0-3 (p) | Essen-tial | In-creased (r) | De-creased (s) | Stayed the same (t) |
| Weighted base | 2059 | 102* | 265 | 204 | 204 | 183 | 122 | 204 | 285 | 285 | 204 | 356 | 1476 | 228 | 759 | 907 | 392 | 419 | 97* | 929 | 983 |
| NET: 8-10 | 402 20% | 24 23% | 54 20% | 40 20% | 42 20% | 29 16% | 21 17% | 39 19% | 52 18% | 64 23% | 38 19% | 237 67%lm | 160 11%cm | 5 2% | 326 43%op | 70 8%p | 6 2% | 140 33% | 44 45%st | 84 9% | 265 27%st |
| NET: 3-7 | 1358 66% | 67 65% | 170 64% | 138 68% | 133 65% | 120 65% | 77 63% | 139 68% | 191 67% | 190 67% | 134 66% | 116 33%km | 1193 81%km | 50 22% | 421 55%np | 769 85%np | 168 43% | 240 57% | 51 53% | 625 67%r | 644 66%r |
| NET: 0-2 | 298 14% | 12 11% | 41 16% | 26 13% | 30 15% | 34 19%i | 25 20%i | 26 13% | 43 15% | 31 11% | 32 16% | 3 1% | 123 8%k | 173 76%kl | 12 2% | 69 8%n | 218 56%no | 40 9% | 2 2% | 220 24%rt | 74 7%r |
| NET: 7-10 | 733 36% | 45 44%e | 97 36% | 71 35% | 70 35% | 58 32% | 42 34% | 80 39% | 98 34% | 103 36% | 69 34% | 301 85%lm | 425 29%cm | 6 3% | 529 70%op | 191 21%p | 13 3% | 211 50% | 64 66%st | 175 19% | 477 49%st |
| NET: 4-6 | 866 42% | 38 37% | 106 40% | 84 41% | 90 44% | 81 44% | 51 42% | 83 41% | 120 42% | 126 44% | 87 43% | 47 13% | 788 53%km | 31 14% | 207 27% | 570 63%np | 89 23% | 148 35% | 30 31% | 418 45%rt | 391 40% |
| NET: 0-3 | 460 22% | 20 19% | 62 23% | 49 24% | 44 21% | 45 25% | 29 24% | 40 20% | 67 23% | 56 20% | 48 24% | 7 2% | 263 18%k | 190 84%kl | 23 3% | 147 16%n | 290 74%no | 59 14% | 3 3% | 336 36%rt | 115 12%r |
| Mean | 5.36 | 5.68 | 5.36 | 5.33 | 5.33 | 5.12 | 5.20 | 5.52 | 5.28 | 5.51 | 5.34 | 7.78lm | 5.34m | 1.73 | 7.11op | 5.17p | 2.43 | 6.18 | 7.08st | 4.36 | 6.13st |
| Standard deviation | 2.42 | 2.38 | 2.52 | 2.35 | 2.46 | 2.53 | 2.50 | 2.36 | 2.42 | 2.30 | 2.42 | 1.47 | 1.90 | 1.95 | 1.61 | 1.75 | 2.00 | 2.37 | 1.80 | 2.38 | 2.14 |
| Standard error | 0.05 | 0.24 | 0.16 | 0.16 | 0.17 | 0.20 | 0.23 | 0.15 | 0.14 | 0.13 | 0.18 | 0.08 | 0.05 | 0.13 | 0.06 | 0.06 | 0.10 | 0.12 | 0.18 | 0.08 | 0.07 |

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j - k/l/m - n/o/p - r/s/t

* small base

Trust in Charities 2018
ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 13
Q2. And on the same 0-10 scale, how much would you trust charities to ...?
Base: All respondents
Ensure that its fundraisers are honest and ethical

| | | <u>Heard of the CC</u> | | <u>Knowledge of CC</u> | | <u>Importance of CC</u> | |
|-------------------------|------|------------------------|------------|------------------------|----------------------|------------------------------|------------|
| | | Total | Yes (a) | No (b) | Very/Fairly well (c) | Not at all/Not very well (d) | Essential |
| Unweighted base | | 2059 | 1077 | 982 | 272 | 755 | 1015 |
| Weighted base | | 2059 | 1072 | 987 | 267 | 756 | 1013 |
| Trust them completely | (10) | 54 3% | 24 2% | 30 3% | 18 7%d | 6 1% | 34 3% |
| 9 | (9) | 94 5% | 51 5% | 42 4% | 26 10%d | 22 3% | 56 6% |
| 8 | (8) | 254 12% | 134 13% | 120 12% | 48 18%d | 82 11% | 138 14% |
| 7 | (7) | 330 16% | 180 17% | 150 15% | 41 15% | 132 17% | 148 15% |
| 6 | (6) | 319 15% | 169 16% | 150 15% | 47 18% | 115 15% | 158 16% |
| 5 | (5) | 388 19% | 188 18% | 200 20% | 37 14% | 141 19% | 180 18% |
| 4 | (4) | 160 8% | 97 9%b | 63 6% | 12 4% | 79 10%c | 74 7% |
| 3 | (3) | 161 8% | 80 7% | 81 8% | 9 3% | 66 9%c | 77 8% |
| 2 | (2) | 132 6% | 72 7% | 61 6% | 14 5% | 56 7% | 61 6% |
| 1 | (1) | 68 3% | 32 3% | 36 4% | 4 2% | 25 3% | 35 3% |
| Don't trust them at all | (0) | 98 5% | 46 4% | 53 5% | 11 4% | 32 4% | 52 5% |

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d

Prepared by Populus

Trust in Charities 2018
ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 13
Q2. And on the same 0-10 scale, how much would you trust charities to ...?
Base: All respondents
Ensure that its fundraisers are honest and ethical

| | <u>Heard of the CC</u> | | <u>Knowledge of CC</u> | | <u>Importance of CC</u> | |
|--------------------|------------------------|------------|------------------------|----------------------|------------------------------|------------|
| | Total | Yes (a) | No (b) | Very/Fairly well (c) | Not at all/Not very well (d) | Essential |
| Weighted base | 2059 | 1072 | 987 | 267 | 756 | 1013 |
| NET: 8-10 | 402 20% | 210 20% | 192 19% | 92 35%d | 110 15% | 228 22% |
| NET: 3-7 | 1358 66% | 713 67% | 645 65% | 146 55% | 533 71%c | 637 63% |
| NET: 0-2 | 298 14% | 149 14% | 150 15% | 29 11% | 113 15% | 148 15% |
| NET: 7-10 | 733 36% | 390 36% | 342 35% | 133 50%d | 242 32% | 376 37% |
| NET: 4-6 | 866 42% | 453 42% | 413 42% | 96 36% | 334 44%c | 412 41% |
| NET: 0-3 | 460 22% | 229 21% | 231 23% | 38 14% | 179 24%c | 225 22% |
| Mean | 5.36 | 5.41 | 5.32 | 6.22d | 5.13 | 5.44 |
| Standard deviation | 2.42 | 2.38 | 2.46 | 2.47 | 2.28 | 2.50 |
| Standard error | 0.05 | 0.07 | 0.08 | 0.15 | 0.08 | 0.08 |

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d

Trust in Charities 2018

ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 14
Q2. And on the same 0-10 scale, how much would you trust charities to ...?
Base: All respondents
Be well managed

| | Total | Gender | | Age | | | | | | Age II | | Age III | | Social Grade | | | | Working Status | | Ethnicity | |
|-------------------------|----------------|------------|-------------|---------------|-------------|------------|------------|-------------|-------------|-------------|------------|-------------|------------|--------------|-------------|-----------|-------------|----------------|-----------------|------------|---------------|
| | | Male (a) | Female (b) | 18-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-64 (g) | 65+ (h) | 18-34 (i) | 35+ (j) | 18-44 (k) | 45+ (l) | AB (m) | C1 (n) | C2 (o) | DE (p) | Working (q) | Not working (r) | White (s) | Non White (t) |
| Unweighted base | 2059 | 1059 | 1000 | 265 | 310 | 370 | 368 | 290 | 456 | 575 | 1484 | 945 | 1114 | 580 | 592 | 404 | 483 | 1116 | 943 | 1867 | 176 |
| Weighted base | 2059 | 1009 | 1050 | 247 | 330 | 391 | 350 | 309 | 432 | 577 | 1482 | 968 | 1091 | 562 | 603 | 437 | 457 | 1153 | 906 | 1874 | 170 |
| Trust them completely | (10) 42 2% | 15 1% | 27 3% | 5 2% | 10 3%h | 11 3%h | 5 2% | 7 2%h | 3 1% | 15 3% | 26 2% | 26 3%l | 16 1% | 12 2% | 11 2% | 7 2% | 12 3% | 25 2% | 17 2% | 35 2% | 7 4% |
| 9 | (9) 73 4% | 37 4% | 35 3% | 10 4% | 17 5%h | 16 4% | 14 4% | 8 2% | 8 2% | 28 5% | 45 3% | 43 4%l | 30 3% | 24 4% | 13 2% | 19 4% | 17 4% | 45 4% | 28 3% | 64 3% | 9 5% |
| 8 | (8) 223 11% | 109 11% | 114 11% | 35 14%gh | 40 12% | 46 12% | 40 11% | 25 8% | 37 8% | 75 13% | 148 10% | 121 12%l | 102 9% | 65 12% | 74 12%p | 46 10% | 38 8% | 130 11% | 93 10% | 208 11% | 14 8% |
| 7 | (7) 367 18% | 162 16% | 205 20%a | 61 25%efgh | 69 21%e | 53 14% | 59 17% | 49 16% | 76 18% | 131 23%j | 237 16% | 184 19% | 183 17% | 94 17% | 126 21%o | 63 14% | 84 18% | 196 17% | 171 19% | 335 18% | 29 17% |
| 6 | (6) 323 16% | 155 15% | 168 16% | 54 22%degh | 45 14% | 57 15% | 58 17% | 40 13% | 68 16% | 99 17% | 224 15% | 156 16% | 167 15% | 86 15% | 109 18%p | 69 16% | 60 13% | 176 15% | 147 16% | 298 16% | 23 14% |
| 5 | (5) 388 19% | 182 18% | 205 20% | 42 17% | 57 17% | 88 23% | 62 18% | 60 20% | 78 18% | 99 17% | 289 19% | 187 19% | 200 18% | 97 17% | 105 17% | 97 22% | 89 19% | 230 20% | 158 17% | 350 19% | 34 20% |
| 4 | (4) 197 10% | 93 9% | 104 10% | 15 6% | 34 10% | 34 9% | 24 7% | 36 12%cf | 54 12%cf | 48 8% | 148 10% | 82 9% | 115 11% | 62 11% | 54 9% | 38 9% | 43 9% | 109 9% | 88 10% | 172 9% | 23 14% |
| 3 | (3) 152 7% | 79 8% | 73 7% | 10 4% | 20 6% | 30 8% | 24 7% | 29 10%c | 38 9%c | 30 5% | 122 8%i | 61 6% | 91 8% | 43 8% | 43 7% | 29 7% | 37 8% | 77 7% | 75 8% | 140 7% | 10 6% |
| 2 | (2) 136 7% | 76 8% | 60 6% | 7 3% | 17 5% | 26 7%cd | 26 8%cd | 23 8%cd | 36 8%cd | 25 4% | 112 8%i | 51 5% | 85 8%k | 35 6% | 38 6% | 30 7% | 33 7% | 83 7% | 53 6% | 126 7% | 10 6% |
| 1 | (1) 57 3% | 37 4%b | 20 2% | 2 1% | 8 2% | 8 2% | 13 4%cd | 11 4%cd | 14 3%cd | 10 2% | 47 3% | 18 2% | 39 4%k | 20 4% | 12 2% | 16 4% | 10 2% | 34 3% | 23 3% | 54 3% | 3 2% |
| Don't trust them at all | (0) 101 5% | 62 6%b | 39 4% | 4 2% | 12 4% | 21 5%cd | 23 7%cd | 19 6%cd | 21 5%cd | 17 3% | 84 6%i | 38 4% | 63 6%k | 24 4% | 19 3% | 24 5% | 35 8%lmn | 49 4% | 52 6% | 93 5% | 7 4% |
| NET: 8-10 | 337 16% | 161 16% | 176 17% | 51 21%gh | 67 20%gh | 72 19%h | 60 17%h | 41 13% | 47 11% | 118 20%j | 220 15% | 190 20%l | 147 13% | 101 18% | 99 16% | 71 16% | 67 15% | 200 17% | 137 15% | 306 16% | 30 18% |

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j - k/l - m/n/o/p - q/r - s/t

Trust in Charities 2018
ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 14
Q2. And on the same 0-10 scale, how much would you trust charities to ...?
Base: All respondents
Be well managed

| | Gender | | Age | | | | | | Age II | | Age III | | Social Grade | | | | Working Status | | Ethnicity | | |
|--------------------|-------------|-------------|---------------|----------------|----------------|--------------|--------------|--------------|--------------|--------------|-------------|--------------|--------------|------------|-------------|------------|----------------|----------------|-----------------------|--------------|---------------------|
| | Total | Male (a) | Female (b) | 18-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-64 (g) | 65+ (h) | 18-34 (i) | 35+ (j) | 18-44 (k) | 45+ (l) | AB (m) | C1 (n) | C2 (o) | DE (p) | Working (q) | Not working (r) | White (s) | Non White (t) |
| Weighted base | 2059 | 1009 | 1050 | 247 | 330 | 391 | 350 | 309 | 432 | 577 | 1482 | 968 | 1091 | 562 | 603 | 437 | 457 | 1153 | 906 | 1874 | 170 |
| NET: 3-7 | 1427 69% | 672 67% | 755 72%a | 182 74%f | 225 68% | 264 67% | 227 65% | 215 70% | 314 73%f | 407 71% | 1020 69% | 671 69% | 756 69% | 382 68% | 436 72% | 296 68% | 313 68% | 787 68% | 640 71% | 1295 69% | 120 71% |
| NET: 0-2 | 295 14% | 176 17%b | 119 11% | 14 6% | 38 11%c | 55 14%c | 63 18%cd | 53 17%cd | 71 16%c | 52 9% | 243 16%i | 107 11% | 188 17%k | 79 14% | 68 11% | 70 16%n | 78 17%n | 166 14% | 129 14% | 273 15% | 20 12% |
| NET: 7-10 | 705 34% | 324 32% | 381 36%a | 112 45%efgh | 136 41%efgh | 126 32% | 118 34% | 89 29% | 123 28% | 248 43%j | 456 31% | 374 39%l | 331 30% | 194 35% | 225 37%o | 134 31% | 151 33% | 396 34% | 308 34% | 641 34% | 59 35% |
| NET: 4-6 | 908 44% | 431 43% | 477 45% | 110 45% | 136 41% | 180 46% | 145 41% | 137 44% | 200 46% | 246 43% | 661 45% | 426 44% | 482 44% | 246 44% | 267 44% | 203 47% | 191 42% | 514 45% | 394 43% | 820 44% | 81 48% |
| NET: 0-3 | 447 22% | 254 25%b | 192 18% | 24 10% | 58 18%c | 86 22%c | 87 25%cd | 83 27%cd | 109 25%cd | 82 14% | 365 25%i | 168 17% | 279 26%k | 122 22% | 111 18% | 99 23% | 115 25%n | 243 21% | 204 22% | 413 22% | 30 18% |
| Mean | 5.28 | 5.09 | 5.47a | 6.06def gh | 5.61fgh | 5.27h | 5.17 | 4.92 | 4.94 | 5.80j | 5.08 | 5.59l | 5.01 | 5.30 | 5.49op | 5.17 | 5.09 | 5.32 | 5.23 | 5.27 | 5.44 |
| Standard deviation | 2.34 | 2.44 | 2.24 | 1.92 | 2.33 | 2.39 | 2.49 | 2.41 | 2.24 | 2.17 | 2.38 | 2.28 | 2.37 | 2.36 | 2.17 | 2.38 | 2.49 | 2.34 | 2.36 | 2.35 | 2.35 |
| Standard error | 0.05 | 0.07 | 0.07 | 0.12 | 0.13 | 0.12 | 0.13 | 0.14 | 0.11 | 0.09 | 0.06 | 0.07 | 0.07 | 0.10 | 0.09 | 0.12 | 0.11 | 0.07 | 0.08 | 0.05 | 0.18 |

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j - k/l - m/n/o/p - q/r - s/t

Trust in Charities 2018

ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 15
Q2. And on the same 0-10 scale, how much would you trust charities to ...?
Base: All respondents
Be well managed

| | Total | Region | | | | | | | | | | Trust in Charities | | | Trust in Charities II | | | Importance of Charities | Change in trust | | |
|-----------------------|----------------|----------------------|----------------|------------------------|-------------------|-------------------|-------------|--------------|------------|----------------|----------------|--------------------|--------------|-------------|-----------------------|--------------|-------------|-------------------------|-----------------|----------------|----------------|
| | | North East (a) | North West (b) | Yorkshire & Humber (c) | West Midlands (d) | East Midlands (e) | Wales (f) | East-ern (g) | London (h) | South East (i) | South West (j) | 8-10 (k) | 3-7 (l) | 0-2 (m) | 7-10 (n) | 4-6 (o) | 0-3 (p) | | Essen-tial | In-creased (r) | De-creased (s) |
| Unweighted base | 2059 | 95 | 244 | 217 | 204 | 166 | 120 | 235 | 303 | 301 | 174 | 359 | 1472 | 228 | 759 | 909 | 391 | 419 | 98 | 931 | 982 |
| Weighted base | 2059 | 102* | 265 | 204 | 204 | 183 | 122 | 204 | 285 | 285 | 204 | 356 | 1476 | 228 | 759 | 907 | 392 | 419 | 97* | 929 | 983 |
| Trust them completely | (10) 42 2% | 3 3% | 5 2% | 4 2% | 4 2% | 4 2% | 5 4% | 4 2% | 4 1% | 6 2% | 3 1% | 33 9%lm | 8 1% | 1 * | 34 4%op | 6 1% | 2 * | 18 4% | 9 9%st | 6 1% | 25 3%st |
| 9 | (9) 73 4% | 11 11%bcfgh ij | 11 4% | 3 1% | 9 5% | 8 4% | 1 1% | 7 3% | 8 3% | 9 3% | 6 3% | 54 15%lm | 17 1% | 2 1% | 62 8%op | 8 1% | 3 1% | 28 7% | 5 5%st | 16 2% | 51 5%st |
| 8 | (8) 223 11% | 9 9% | 32 12%e | 25 12%e | 21 10% | 10 6% | 14 12% | 26 13%e | 34 12%e | 34 12%e | 18 9% | 116 33%lm | 105 7%lm | 2 1% | 184 24%op | 36 4%p | 3 1% | 67 16% | 31 32%st | 35 4% | 153 16%st |
| 7 | (7) 367 18% | 18 18% | 58 22%ce | 26 13% | 43 21%c | 26 14% | 19 15% | 34 17% | 52 18% | 49 17% | 41 20% | 91 25%lm | 274 19%lm | 2 1% | 248 33%op | 115 13%p | 4 1% | 92 22% | 24 25%st | 103 11% | 231 23%st |
| 6 | (6) 323 16% | 17 16% | 41 15% | 26 13% | 28 14% | 38 21%c | 24 19% | 39 19% | 42 15% | 43 15% | 27 13% | 33 9%lm | 285 19%km | 5 2% | 126 17%p | 185 20%p | 12 3% | 67 16% | 12 13% | 136 15% | 168 17% |
| 5 | (5) 388 19% | 19 18% | 44 17% | 47 23%d | 30 15% | 30 17% | 22 18% | 35 17% | 52 18% | 64 22%d | 46 22% | 19 5% | 356 24%km | 14 6% | 67 9% | 287 32%np | 35 9% | 60 14% | 7 8% | 180 19%r | 179 18%r |
| 4 | (4) 197 10% | 7 7% | 16 6% | 27 13%b | 25 12%b | 18 10% | 8 7% | 20 10% | 26 9% | 26 9% | 24 12%b | 7 2% | 176 12%km | 14 6%k | 24 3% | 134 15%np | 39 10%n | 31 7% | 6 6% | 123 13%rt | 66 7% |
| 3 | (3) 152 7% | 4 4% | 15 6% | 19 9% | 15 7% | 17 9% | 14 12%ab | 16 8% | 22 8% | 18 6% | 12 6% | 1 * | 131 9%k | 20 9%k | 9 1% | 80 9%n | 63 16%no | 16 4% | 2 2% | 108 12%rt | 40 4% |
| 2 | (2) 136 7% | 9 8% | 21 8% | 11 5% | 13 6% | 12 6% | 8 6% | 13 6% | 26 9% | 15 5% | 10 5% | 1 * | 90 6%k | 45 20%kl | 3 * | 41 4%n | 92 24%no | 16 4% | - - | 106 11%rt | 28 3% |
| 1 | (1) 57 3% | 3 3% | 11 4% | 4 2% | 3 2% | 6 3% | 3 2% | 4 2% | 9 3% | 8 3% | 6 3% | - - | 18 1%k | 39 17%kl | - - | 11 1%n | 46 12%no | 10 2% | - - | 41 4%rt | 16 2% |

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j - k/l/m - n/o/p - r/s/t
 * small base

Trust in Charities 2018

ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 15
Q2. And on the same 0-10 scale, how much would you trust charities to ...?
Base: All respondents
Be well managed

| | Total | Region | | | | | | | | | | Trust in Charities | | | Trust in Charities II | | | Importance of Charities | Change in trust | | |
|-------------------------|---------------|-----------------|------------------|----------------------------|-------------------|-------------------|-----------|--------------|------------|----------------|----------------|--------------------|-------------------|------------------|-----------------------|------------------|------------------|-------------------------|-----------------|------------------|---------------------|
| | | North East (a) | North West (b) | Yorkshire & Humberside (c) | West Midlands (d) | East Midlands (e) | Wales (f) | East-ern (g) | London (h) | South East (i) | South West (j) | 8-10 (k) | 3-7 (l) | 0-2 (m) | 7-10 (n) | 4-6 (o) | 0-3 (p) | Essential | In-creased (r) | De-creased (s) | Stayed the same (t) |
| Weighted base | 2059 | 102* | 265 | 204 | 204 | 183 | 122 | 204 | 285 | 285 | 204 | 356 | 1476 | 228 | 759 | 907 | 392 | 419 | 97* | 929 | 983 |
| Don't trust them at all | (0) 101 5% | 2 2% | 11 4% | 11 6% | 12 6% | 14 7% | 6 5% | 7 3% | 13 5% | 13 5% | 12 6% | 1 * | 16 1% | 84 37%kl | 2 * | 6 1% | 93 24%no | 14 3% | 1 1% | 75 8%rt | 25 3% |
| NET: 8-10 | 337 16% | 23 22%e | 48 18% | 32 16% | 35 17% | 23 13% | 20 16% | 36 18% | 45 16% | 50 17% | 27 13% | 203 57%lm | 130 9% m | 5 2% | 280 37%op | 50 5% p | 8 2% | 113 27% | 45 47%st | 57 6% | 230 23% s |
| NET: 3-7 | 1427 69% | 65 64% | 175 66% | 146 72% | 141 69% | 129 70% | 86 71% | 144 71% | 193 68% | 200 70% | 149 73% | 150 42% m | 1222 83% km | 54 24% | 474 62% p | 800 88% np | 153 39% | 266 64% | 51 53% | 650 70% r | 685 70% r |
| NET: 0-2 | 295 14% | 14 14% | 43 16% | 26 13% | 29 14% | 32 17% | 16 13% | 23 12% | 48 17% | 36 13% | 28 14% | 2 1% | 124 8% k | 169 74% kl | 6 1% | 57 6% n | 231 59% no | 40 9% | 1 1% | 222 24% rt | 69 7% r |
| NET: 7-10 | 705 34% | 41 40% ce | 106 40% ce | 58 28% | 77 38% ce | 49 26% | 39 32% | 71 35% | 97 34% | 99 35% | 68 33% | 294 83% lm | 404 27% m | 7 3% | 528 69% op | 165 18% p | 12 3% | 205 49% | 69 71% st | 160 17% | 461 47% s |
| NET: 4-6 | 908 44% | 43 42% | 101 38% | 101 49% b | 83 41% | 86 47% | 53 43% | 94 46% | 119 42% | 132 46% | 96 47% | 59 16% | 817 55% km | 32 14% | 217 29% p | 605 67% np | 86 22% | 158 38% | 25 26% | 439 47% rt | 414 42% r |
| NET: 0-3 | 447 22% | 18 18% | 58 22% | 45 22% | 44 21% | 49 27% | 31 25% | 39 19% | 70 24% | 54 19% | 39 19% | 3 1% | 255 17% k | 189 83% kl | 15 2% | 137 15% n | 294 75% no | 55 13% | 3 3% | 330 36% rt | 109 11% r |
| Mean | 5.28 | 5.73ceh | 5.43 | 5.06 | 5.33 | 4.97 | 5.25 | 5.45e | 5.16 | 5.38 | 5.21 | 7.60lm | 5.27m | 1.75 | 7.01op | 5.11p | 2.34 | 6.04 | 7.11st | 4.30 | 6.02s |
| Standard deviation | 2.34 | 2.38 | 2.40 | 2.27 | 2.42 | 2.46 | 2.35 | 2.22 | 2.35 | 2.30 | 2.29 | 1.47 | 1.82 | 2.01 | 1.50 | 1.62 | 2.00 | 2.31 | 1.73 | 2.28 | 2.08 |
| Standard error | 0.05 | 0.24 | 0.15 | 0.15 | 0.17 | 0.19 | 0.21 | 0.14 | 0.14 | 0.13 | 0.17 | 0.08 | 0.05 | 0.13 | 0.05 | 0.05 | 0.10 | 0.11 | 0.17 | 0.07 | 0.07 |

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j - k/l/m - n/o/p - r/s/t
*** small base**

Trust in Charities 2018
ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 16
Q2. And on the same 0-10 scale, how much would you trust charities to ...?
Base: All respondents
Be well managed

| | | <u>Heard of the CC</u> | | <u>Knowledge of CC</u> | | <u>Importance of CC</u> | |
|-------------------------|------|------------------------|-------------|------------------------|----------------------|------------------------------|------------|
| | | Total | Yes (a) | No (b) | Very/Fairly well (c) | Not at all/Not very well (d) | Essential |
| Unweighted base | | 2059 | 1077 | 982 | 272 | 755 | 1015 |
| Weighted base | | 2059 | 1072 | 987 | 267 | 756 | 1013 |
| Trust them completely | (10) | 42 2% | 23 2% | 18 2% | 16 6%d | 6 1% | 23 2% |
| 9 | (9) | 73 4% | 37 3% | 36 4% | 19 7%d | 17 2% | 40 4% |
| 8 | (8) | 223 11% | 117 11% | 106 11% | 46 17%d | 67 9% | 121 12% |
| 7 | (7) | 367 18% | 193 18% | 175 18% | 55 21% | 130 17% | 176 17% |
| 6 | (6) | 323 16% | 165 15% | 158 16% | 41 15% | 119 16% | 158 16% |
| 5 | (5) | 388 19% | 188 17% | 200 20% | 32 12% | 144 19%c | 174 17% |
| 4 | (4) | 197 10% | 117 11%b | 80 8% | 21 8% | 88 12% | 104 10% |
| 3 | (3) | 152 7% | 71 7% | 81 8% | 11 4% | 57 8%c | 73 7% |
| 2 | (2) | 136 7% | 81 8% | 55 6% | 12 4% | 67 9%c | 62 6% |
| 1 | (1) | 57 3% | 31 3% | 26 3% | 6 2% | 24 3% | 32 3% |
| Don't trust them at all | (0) | 101 5% | 50 5% | 51 5% | 10 4% | 37 5% | 52 5% |

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d

Prepared by Populus

Trust in Charities 2018
ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 16
Q2. And on the same 0-10 scale, how much would you trust charities to ...?
Base: All respondents
Be well managed

| | <u>Heard of the CC</u> | | <u>Knowledge of CC</u> | | <u>Importance of CC</u> | |
|--------------------|------------------------|------------|------------------------|----------------------|------------------------------|------------|
| | Total | Yes (a) | No (b) | Very/Fairly well (c) | Not at all/Not very well (d) | Essential |
| Weighted base | 2059 | 1072 | 987 | 267 | 756 | 1013 |
| NET: 8-10 | 337 16% | 177 17% | 160 16% | 81 30%d | 90 12% | 184 18% |
| NET: 3-7 | 1427 69% | 733 68% | 694 70% | 158 59% | 538 71%c | 684 67% |
| NET: 0-2 | 295 14% | 162 15% | 132 13% | 28 10% | 128 17%c | 146 14% |
| NET: 7-10 | 705 34% | 370 34% | 335 34% | 136 51%d | 220 29% | 360 36% |
| NET: 4-6 | 908 44% | 470 44% | 438 44% | 93 35% | 351 46%c | 435 43% |
| NET: 0-3 | 447 22% | 233 22% | 214 22% | 38 14% | 185 24%c | 218 22% |
| Mean | 5.28 | 5.27 | 5.30 | 6.11d | 4.99 | 5.32 |
| Standard deviation | 2.34 | 2.36 | 2.33 | 2.43 | 2.27 | 2.40 |
| Standard error | 0.05 | 0.07 | 0.07 | 0.15 | 0.08 | 0.08 |

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d

Trust in Charities 2018

ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 17
Q2. And on the same 0-10 scale, how much would you trust charities to ...?
Base: All respondents
Make a positive difference to the cause they are working for

| | | Gender | | Age | | | | | | Age II | | Age III | | Social Grade | | | | Working Status | | Ethnicity | | |
|-------------------------|------|--------|----------|------------|-----------|-----------|-----------|-----------|-----------|---------|-----------|---------|-----------|--------------|--------|--------|--------|----------------|-------------|-----------------|-----------|---------------|
| | | Total | Male (a) | Female (b) | 18-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-64 (g) | 65+ (h) | 18-34 (i) | 35+ (j) | 18-44 (k) | 45+ (l) | AB (m) | C1 (n) | C2 (o) | DE (p) | Working (q) | Not working (r) | White (s) | Non White (t) |
| Unweighted base | | 2059 | 1059 | 1000 | 265 | 310 | 370 | 368 | 290 | 456 | 575 | 1484 | 945 | 1114 | 580 | 592 | 404 | 483 | 1116 | 943 | 1867 | 176 |
| Weighted base | | 2059 | 1009 | 1050 | 247 | 330 | 391 | 350 | 309 | 432 | 577 | 1482 | 968 | 1091 | 562 | 603 | 437 | 457 | 1153 | 906 | 1874 | 170 |
| Trust them completely | (10) | 105 | 50 | 55 | 23 | 17 | 17 | 18 | 15 | 14 | 40 | 65 | 58 | 48 | 30 | 31 | 21 | 23 | 57 | 48 | 95 | 10 |
| | | 5% | 5% | 5% | 9%efgh | 5% | 4% | 5% | 5% | 3% | 7%j | 4% | 6% | 4% | 5% | 5% | 5% | 5% | 5% | 5% | 5% | 6% |
| 9 | (9) | 179 | 93 | 85 | 26 | 35 | 31 | 33 | 26 | 28 | 61 | 117 | 92 | 87 | 58 | 57 | 33 | 31 | 102 | 77 | 163 | 13 |
| | | 9% | 9% | 8% | 11%h | 11%h | 8% | 9% | 8% | 6% | 11% | 8% | 9% | 8% | 10%p | 9% | 7% | 7% | 9% | 8% | 9% | 8% |
| 8 | (8) | 382 | 175 | 208 | 60 | 63 | 68 | 59 | 50 | 81 | 124 | 259 | 192 | 191 | 109 | 127 | 74 | 71 | 214 | 169 | 353 | 28 |
| | | 19% | 17% | 20% | 24%efg | 19% | 17% | 17% | 16% | 19% | 21%j | 17% | 20% | 17% | 19% | 21%p | 17% | 16% | 19% | 19% | 19% | 16% |
| 7 | (7) | 456 | 214 | 242 | 59 | 82 | 78 | 82 | 65 | 90 | 141 | 315 | 219 | 237 | 141 | 134 | 83 | 98 | 263 | 193 | 414 | 39 |
| | | 22% | 21% | 23% | 24% | 25% | 20% | 24% | 21% | 21% | 24% | 21% | 23% | 22% | 25%o | 22% | 19% | 21% | 23% | 21% | 22% | 23% |
| 6 | (6) | 300 | 143 | 157 | 33 | 48 | 59 | 50 | 40 | 69 | 81 | 219 | 140 | 159 | 79 | 93 | 60 | 68 | 161 | 138 | 272 | 26 |
| | | 15% | 14% | 15% | 14% | 14% | 15% | 14% | 13% | 16% | 14% | 15% | 15% | 15% | 14% | 15% | 14% | 15% | 14% | 15% | 14% | 15% |
| 5 | (5) | 292 | 145 | 147 | 23 | 43 | 66 | 41 | 56 | 62 | 66 | 225 | 132 | 159 | 71 | 82 | 83 | 55 | 171 | 120 | 255 | 33 |
| | | 14% | 14% | 14% | 9% | 13% | 17%c | 12% | 18%cf | 14% | 12% | 15%i | 14% | 15% | 13% | 14% | 19%mp | 12% | 15% | 13% | 14% | 19%h |
| 4 | (4) | 122 | 66 | 56 | 10 | 18 | 25 | 16 | 22 | 31 | 28 | 94 | 54 | 69 | 28 | 34 | 29 | 31 | 71 | 52 | 114 | 7 |
| | | 6% | 7% | 5% | 4% | 6% | 7% | 5% | 7% | 7% | 5% | 6% | 6% | 6% | 5% | 6% | 7% | 7% | 6% | 6% | 6% | 4% |
| 3 | (3) | 78 | 41 | 37 | 3 | 10 | 18 | 15 | 13 | 20 | 12 | 66 | 30 | 49 | 17 | 18 | 17 | 27 | 42 | 36 | 72 | 5 |
| | | 4% | 4% | 4% | 1% | 3% | 4%c | 4%c | 4%c | 5%c | 2% | 4%i | 3% | 4% | 3% | 3% | 4% | 6%mn | 4% | 4% | 4% | 3% |
| 2 | (2) | 60 | 29 | 30 | 3 | 5 | 12 | 15 | 9 | 16 | 8 | 51 | 20 | 39 | 13 | 11 | 13 | 22 | 31 | 29 | 57 | 3 |
| | | 3% | 3% | 3% | 1% | 2% | 3% | 4%cd | 3% | 4% | 1% | 3%i | 2% | 4%k | 2% | 2% | 3% | 5%mn | 3% | 3% | 3% | 2% |
| 1 | (1) | 24 | 14 | 10 | 2 | 2 | 3 | 12 | 1 | 4 | 4 | 20 | 7 | 17 | 4 | 6 | 5 | 9 | 14 | 10 | 21 | 3 |
| | | 1% | 1% | 1% | 1% | 1% | 1% | 3%cddegh* | 1% | 1% | 1% | 1% | 2% | 2% | 1% | 1% | 1% | 2% | 1% | 1% | 1% | 2% |
| Don't trust them at all | (0) | 61 | 38 | 23 | 3 | 7 | 15 | 8 | 12 | 17 | 10 | 51 | 25 | 37 | 11 | 10 | 18 | 22 | 27 | 34 | 57 | 3 |
| | | 3% | 4%b | 2% | 1% | 2% | 4% | 2% | 4% | 4% | 2% | 3%i | 3% | 3% | 2% | 2% | 4%n | 5%mn | 2% | 4% | 3% | 2% |
| NET: 8-10 | | 666 | 318 | 348 | 110 | 115 | 116 | 110 | 92 | 123 | 225 | 441 | 341 | 325 | 198 | 216 | 128 | 125 | 372 | 294 | 611 | 51 |
| | | 32% | 32% | 33% | 45%defg | 35% | 30% | 31% | 30% | 29% | 39%j | 30% | 35%l | 30% | 35%p | 36%op | 29% | 27% | 32% | 32% | 33% | 30% |

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j - k/l - m/n/o/p - q/r - s/t

Trust in Charities 2018

ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 17
Q2. And on the same 0-10 scale, how much would you trust charities to ...?
Base: All respondents
Make a positive difference to the cause they are working for

| | Gender | | | Age | | | | | | Age II | | Age III | | Social Grade | | | | Working Status | | Ethnicity | |
|--------------------|-------------|-------------|-------------------|---------------------------------|----------------------------|--------------------------|-------------------------|--------------------------|--------------------------|-------------------------|-------------------------|-------------------------|-------------------------|--------------------------|--------------------------|-------------------------|--------------------------|----------------|-----------------------|--------------|---------------------|
| | Total | Male (a) | Female (b) | 18-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-64 (g) | 65+ (h) | 18-34 (i) | 35+ (j) | 18-44 (k) | 45+ (l) | AB (m) | C1 (n) | C2 (o) | DE (p) | Working (q) | Not working (r) | White (s) | Non White (t) |
| Weighted base | 2059 | 1009 | 1050 | 247 | 330 | 391 | 350 | 309 | 432 | 577 | 1482 | 968 | 1091 | 562 | 603 | 437 | 457 | 1153 | 906 | 1874 | 170 |
| NET: 3-7 | 1248 61% | 609 60% | 639 61% | 128 52% | 201 61% ^c | 246 63% ^c | 205 59% | 196 63% ^c | 272 63% ^c | 329 57% | 919 62% ⁱ | 575 59% | 673 62% | 336 60% | 360 60% | 272 62% | 280 61% | 709 61% | 539 60% | 1128 60% | 111 65% |
| NET: 0-2 | 145 7% | 82 8% | 63 6% | 9 3% | 14 4% | 29 7% ^c | 35 10% ^{cd} | 21 7% | 37 9% ^{cd} | 23 4% | 122 8% ⁱ | 52 5% | 93 9% ^k | 28 5% | 27 5% | 37 8% ^{mn} | 53 11% ^{mn} | 72 6% | 73 8% | 136 7% | 8 5% |
| NET: 7-10 | 1122 54% | 532 53% | 590 56% | 169 68% ^{defg} h | 197 60% ^{efgh} | 194 50% | 193 55% | 156 51% | 213 49% | 366 63% ^j | 756 51% | 560 58% ^l | 562 51% | 339 60% ^{op} | 349 58% ^{op} | 211 48% | 223 49% | 635 55% | 486 54% | 1025 55% | 90 53% |
| NET: 4-6 | 714 35% | 354 35% | 360 34% | 67 27% | 109 33% | 151 38% ^{cf} | 108 31% | 118 38% ^{cf} | 162 38% ^{cf} | 176 30% | 538 36% ⁱ | 326 34% | 388 36% | 178 32% | 209 35% | 172 39% ^m | 155 34% | 403 35% | 310 34% | 641 34% | 67 39% |
| NET: 0-3 | 223 11% | 123 12% | 100 10% | 11 5% | 24 7% | 47 12% ^{cd} | 50 14% ^{cd} | 35 11% ^c | 57 13% ^{cd} | 35 6% | 188 13% ⁱ | 82 8% | 142 13% ^k | 45 8% | 45 7% | 53 12% ^{mn} | 80 17% ^{mno} | 114 10% | 109 12% | 208 11% | 13 8% |
| Mean | 6.33 | 6.22 | 6.43 ^a | 7.04 ^{def} gh | 6.61 ^{efg} h | 6.15 | 6.24 | 6.18 | 6.05 | 6.79 ^j | 6.15 | 6.53 ^l | 6.15 | 6.60 ^{op} | 6.57 ^{op} | 6.07 | 5.92 | 6.37 | 6.28 | 6.33 | 6.40 |
| Standard deviation | 2.24 | 2.33 | 2.14 | 1.97 | 2.05 | 2.27 | 2.37 | 2.27 | 2.27 | 2.02 | 2.29 | 2.15 | 2.30 | 2.08 | 2.05 | 2.32 | 2.48 | 2.17 | 2.32 | 2.25 | 2.06 |
| Standard error | 0.05 | 0.07 | 0.07 | 0.12 | 0.12 | 0.12 | 0.12 | 0.13 | 0.11 | 0.08 | 0.06 | 0.07 | 0.07 | 0.09 | 0.08 | 0.12 | 0.11 | 0.07 | 0.08 | 0.05 | 0.16 |

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j - k/l - m/n/o/p - q/r - s/t

Trust in Charities 2018

ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 18
Q2. And on the same 0-10 scale, how much would you trust charities to ...?
Base: All respondents
Make a positive difference to the cause they are working for

| | Total | Region | | | | | | | | | | Trust in Charities | | | Trust in Charities II | | | Importance of Charities | Change in trust | | |
|-------------------------|----------------|----------------|-----------------|------------------------|-------------------|-------------------|-----------|----------------|----------------|----------------|----------------|--------------------|------------------|-----------------|-----------------------|------------------|-----------------|-------------------------|-----------------|------------------|---------------------|
| | | North East (a) | North West (b) | Yorkshire & Humber (c) | West Midlands (d) | East Midlands (e) | Wales (f) | East-ern (g) | London (h) | South East (i) | South West (j) | 8-10 (k) | 3-7 (l) | 0-2 (m) | 7-10 (n) | 4-6 (o) | 0-3 (p) | Essen-tial | In-creased (r) | De-creased (s) | Stayed the same (t) |
| Unweighted base | 2059 | 95 | 244 | 217 | 204 | 166 | 120 | 235 | 303 | 301 | 174 | 359 | 1472 | 228 | 759 | 909 | 391 | 419 | 98 | 931 | 982 |
| Weighted base | 2059 | 102* | 265 | 204 | 204 | 183 | 122 | 204 | 285 | 285 | 204 | 356 | 1476 | 228 | 759 | 907 | 392 | 419 | 97* | 929 | 983 |
| Trust them completely | (10) 105 5% | 8 8% | 16 6% | 7 4% | 12 6% | 9 5% | 8 7% | 11 6% | 10 4% | 12 4% | 11 5% | 75 21%lm | 28 2% | 2 1% | 89 12%op | 13 1% | 3 1% | 55 13% | 10 10% s | 26 3% | 67 7% s |
| 9 | (9) 179 9% | 12 12% e | 24 9% | 18 9% | 19 9% | 9 5% | 7 6% | 22 11% e | 30 10% | 19 7% | 17 8% | 99 28% lm | 78 5% m | 1 1% | 148 19% op | 27 3% p | 3 1% | 75 18% | 12 13% s | 48 5% | 118 12% s |
| 8 | (8) 382 19% | 15 15% | 47 18% | 39 19% | 29 14% | 37 20% | 19 15% | 33 16% | 64 22% d | 64 22% d | 36 18% | 120 34% lm | 257 17% m | 5 2% | 259 34% op | 117 13% p | 5 1% | 112 27% | 36 37% st | 113 12% | 226 23% s |
| 7 | (7) 456 22% | 19 19% | 73 28% ch | 39 19% | 46 22% | 46 25% | 23 19% | 49 24% | 52 18% | 61 21% | 47 23% | 42 12% m | 408 28% km | 6 2% | 196 26% p | 237 26% p | 23 6% | 80 19% | 24 24% | 169 18% | 252 26% s |
| 6 | (6) 300 15% | 20 20% b | 28 11% | 37 18% bi | 33 16% | 27 15% | 20 16% | 28 14% | 46 16% | 34 12% | 27 13% | 12 3% | 276 19% km | 12 5% | 45 6% | 213 23% np | 41 11% n | 38 9% | 6 6% | 161 17% rt | 123 12% |
| 5 | (5) 292 14% | 15 14% | 36 14% | 29 14% | 27 13% | 23 13% | 19 16% | 30 15% | 39 14% | 48 17% | 24 12% | 5 1% | 254 17% k | 32 14% k | 17 2% | 201 22% n | 73 19% n | 31 7% | 6 6% | 162 17% rt | 111 11% |
| 4 | (4) 122 6% | 6 6% | 15 6% | 13 6% | 11 6% | 6 3% | 9 7% | 12 6% | 18 6% | 16 6% | 15 7% | 1 * | 92 6% k | 29 13% kl | 1 * | 63 7% n | 58 15% no | 6 2% | 3 3% | 84 9% rt | 35 4% |
| 3 | (3) 78 4% | 1 1% | 8 3% | 9 4% | 6 3% | 6 3% | 7 6% | 9 4% | 11 4% | 12 4% | 10 5% | 1 * | 48 3% k | 30 13% kl | 3 * | 21 2% n | 54 14% no | 8 2% | - - | 64 7% rt | 13 1% |
| 2 | (2) 60 3% | 1 1% | 6 2% | 8 4% | 9 5% | 8 5% | 3 3% | 5 3% | 6 2% | 6 2% | 7 3% | - - | 25 2% k | 35 15% kl | - - | 10 1% n | 50 13% no | 6 2% | - - | 44 5% rt | 14 1% |
| 1 | (1) 24 1% | 2 2% g | 4 2% | 1 * | 6 3% g | 3 2% | 1 1% | - - | 2 1% | 3 1% | 2 1% | - - | 3 * | 21 9% kl | - - | - - | 24 6% no | 3 1% | - - | 18 2% t | 7 1% |
| Don't trust them at all | (0) 61 3% | 2 2% | 8 3% | 5 2% | 5 3% | 8 5% | 5 4% | 4 2% | 7 2% | 10 3% | 7 4% | - - | 7 * | 55 24% kl | - - | 4 * | 57 14% no | 5 1% | 1 1% | 41 4% t | 18 2% |

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j - k/l/m - n/o/p - r/s/t
 * small base

Trust in Charities 2018

ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 18
Q2. And on the same 0-10 scale, how much would you trust charities to ...?
Base: All respondents
Make a positive difference to the cause they are working for

| | Region | | | | | | | | | | Trust in Charities | | | Trust in Charities II | | | Importance of Charities | Change in trust | | | |
|--------------------|-------------|----------------|------------------|-----------------------------|-------------------|-------------------|-----------|--------------|------------|----------------|--------------------|------------------|-------------------|-----------------------|------------------|------------------|-------------------------|-----------------|-----------------|------------------|---------------------|
| | Total | North East (a) | North West (b) | Yorkshire & Humber-side (c) | West Midlands (d) | East Midlands (e) | Wales (f) | East-ern (g) | London (h) | South East (i) | South West (j) | 8-10 (k) | 3-7 (l) | 0-2 (m) | 7-10 (n) | 4-6 (o) | 0-3 (p) | Essen-tial | In-creased (r) | De-creased (s) | Stayed the same (t) |
| Weighted base | 2059 | 102* | 265 | 204 | 204 | 183 | 122 | 204 | 285 | 285 | 204 | 356 | 1476 | 228 | 759 | 907 | 392 | 419 | 97* | 929 | 983 |
| NET: 8-10 | 666 32% | 36 35% | 87 33% | 64 32% | 60 30% | 55 30% | 34 28% | 66 32% | 104 37% | 95 33% | 64 31% | 294 83%lm | 363 25% m | 9 4% | 496 65% op | 158 17% p | 11 3% | 242 58% | 58 60% st | 187 20% | 412 42% s |
| NET: 3-7 | 1248 61% | 62 60% | 160 60% | 127 62% | 123 61% | 108 59% | 79 64% | 129 63% | 167 58% | 171 60% | 124 61% | 62 17% | 1078 73% km | 108 48% k | 263 35% | 735 81% np | 250 64% n | 163 39% | 38 39% | 640 69% rt | 533 54% r |
| NET: 0-2 | 145 7% | 5 5% | 18 7% | 13 6% | 20 10% gh | 20 11% gh | 9 8% | 9 5% | 15 5% | 19 7% | 16 8% | - - | 34 2% k | 111 49% kl | - - | 14 2% n | 131 33% no | 14 3% | 1 1% | 103 11% rt | 38 4% |
| NET: 7-10 | 1122 54% | 55 54% | 160 61% cf | 103 51% | 106 52% | 102 55% | 57 47% | 115 56% | 157 55% | 156 55% | 111 55% | 336 94% lm | 771 52% m | 14 6% | 692 91% op | 395 43% p | 35 9% | 322 77% | 82 84% st | 356 38% | 663 67% s |
| NET: 4-6 | 714 35% | 41 40% | 79 30% | 79 39% b | 72 35% | 56 31% | 48 39% | 71 35% | 103 36% | 99 35% | 66 32% | 19 5% | 622 42% km | 73 32% k | 64 8% | 477 53% np | 173 44% n | 75 18% | 15 15% | 407 44% rt | 268 27% r |
| NET: 0-3 | 223 11% | 6 6% | 25 10% | 22 11% | 26 13% | 26 14% a | 17 14% | 18 9% | 26 9% | 31 11% | 26 13% | 1 * | 82 6% k | 140 62% kl | 3 * | 36 4% n | 185 47% no | 22 5% | 1 1% | 167 18% rt | 52 5% |
| Mean | 6.33 | 6.63 | 6.47 | 6.28 | 6.22 | 6.17 | 6.05 | 6.48 | 6.45 | 6.27 | 6.24 | 8.44lm | 6.36m | 2.82 | 7.96op | 6.16p | 3.56 | 7.47 | 7.61st | 5.58 | 6.93s |
| Standard deviation | 2.24 | 2.13 | 2.23 | 2.14 | 2.36 | 2.38 | 2.38 | 2.11 | 2.13 | 2.23 | 2.34 | 1.20 | 1.68 | 2.34 | 1.22 | 1.52 | 2.28 | 1.99 | 1.56 | 2.32 | 1.98 |
| Standard error | 0.05 | 0.22 | 0.14 | 0.15 | 0.17 | 0.18 | 0.22 | 0.14 | 0.12 | 0.13 | 0.18 | 0.06 | 0.04 | 0.15 | 0.04 | 0.05 | 0.12 | 0.10 | 0.16 | 0.08 | 0.06 |

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j - k/l/m - n/o/p - r/s/t

* small base

Trust in Charities 2018
ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 19
Q2. And on the same 0-10 scale, how much would you trust charities to ...?
Base: All respondents
Make a positive difference to the cause they are working for

| | | <u>Heard of the CC</u> | | <u>Knowledge of CC</u> | | <u>Importance of CC</u> | |
|-------------------------|------|------------------------|-------------------------|-------------------------|------------------------|------------------------------|------------|
| | | Total | Yes (a) | No (b) | Very/Fairly well (c) | Not at all/Not very well (d) | Essential |
| Unweighted base | | 2059 | 1077 | 982 | 272 | 755 | 1015 |
| Weighted base | | 2059 | 1072 | 987 | 267 | 756 | 1013 |
| Trust them completely | (10) | 105 5% | 57 5% | 49 5% | 30 11% ^d | 25 3% | 76 8% |
| 9 | (9) | 179 9% | 111 10% ^b | 68 7% | 47 17% ^d | 58 8% | 119 12% |
| 8 | (8) | 382 19% | 223 21% ^b | 159 16% | 56 21% | 156 21% | 211 21% |
| 7 | (7) | 456 22% | 243 23% | 213 22% | 50 19% | 183 24% | 217 21% |
| 6 | (6) | 300 15% | 154 14% | 145 15% | 35 13% | 109 14% | 125 12% |
| 5 | (5) | 292 14% | 127 12% | 165 17% ^a | 20 8% | 106 14% ^c | 109 11% |
| 4 | (4) | 122 6% | 61 6% | 62 6% | 8 3% | 49 6% ^c | 57 6% |
| 3 | (3) | 78 4% | 31 3% | 48 5% ^a | 6 2% | 24 3% | 34 3% |
| 2 | (2) | 60 3% | 30 3% | 29 3% | 9 3% | 20 3% | 27 3% |
| 1 | (1) | 24 1% | 11 1% | 13 1% | 2 1% | 8 1% | 10 1% |
| Don't trust them at all | (0) | 61 3% | 24 2% | 37 4% | 3 1% | 18 2% | 28 3% |

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d

Prepared by Populus

Trust in Charities 2018
ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 19
Q2. And on the same 0-10 scale, how much would you trust charities to ...?
Base: All respondents
Make a positive difference to the cause they are working for

| | <u>Heard of the CC</u> | | <u>Knowledge of CC</u> | | <u>Importance of CC</u> | |
|--------------------|------------------------|-------------------------|-------------------------|-------------------------|------------------------------|------------|
| | Total | Yes (a) | No (b) | Very/Fairly well (c) | Not at all/Not very well (d) | Essential |
| Weighted base | 2059 | 1072 | 987 | 267 | 756 | 1013 |
| NET: 8-10 | 666 32% | 391 36% ^b | 275 28% | 133 50% ^d | 239 32% | 406 40% |
| NET: 3-7 | 1248 61% | 616 57% | 632 64% ^a | 120 45% | 471 62% ^c | 542 54% |
| NET: 0-2 | 145 7% | 66 6% | 79 8% | 14 5% | 47 6% | 65 6% |
| NET: 7-10 | 1122 54% | 634 59% ^b | 488 49% | 183 69% ^d | 421 56% | 623 62% |
| NET: 4-6 | 714 35% | 342 32% | 372 38% ^a | 63 24% | 264 35% ^c | 291 29% |
| NET: 0-3 | 223 11% | 96 9% | 127 13% ^a | 20 8% | 71 9% | 99 10% |
| Mean | 6.33 | 6.55 ^b | 6.09 | 7.14 ^d | 6.34 | 6.64 |
| Standard deviation | 2.24 | 2.16 | 2.30 | 2.17 | 2.10 | 2.28 |
| Standard error | 0.05 | 0.07 | 0.07 | 0.13 | 0.08 | 0.07 |

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d

Trust in Charities 2018

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Absolutes/col percents

Table 20

Q3. Which one, if any, of these qualities is most important to your trust and confidence in charities overall?

Base: All respondents

| | Gender | | Age | | | | | | | Age II | | Age III | | Social Grade | | | | Working Status | | Ethnicity | |
|--|------------|-------------|---------------|--------------------------|-----------------------|------------------------|-----------------------|------------------------|-------------------------|--------------|-------------------------|--------------|-------------------------|--------------|------------|------------------------|------------|-----------------------|-----------------------|--------------|-----------------------|
| | Total | Male (a) | Female (b) | 18-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-64 (g) | 65+ (h) | 18-34 (i) | 35+ (j) | 18-44 (k) | 45+ (l) | AB (m) | C1 (n) | C2 (o) | DE (p) | Working (q) | Not working (r) | White (s) | Non White (t) |
| Unweighted base | 2059 | 1059 | 1000 | 265 | 310 | 370 | 368 | 290 | 456 | 575 | 1484 | 945 | 1114 | 580 | 592 | 404 | 483 | 1116 | 943 | 1867 | 176 |
| Weighted base | 2059 | 1009 | 1050 | 247 | 330 | 391 | 350 | 309 | 432 | 577 | 1482 | 968 | 1091 | 562 | 603 | 437 | 457 | 1153 | 906 | 1874 | 170 |
| That charities ensure that a reasonable proportion of donations make it to the end cause | 771 37% | 380 38% | 391 37% | 92 37% | 138 42% | 141 36% | 128 36% | 116 38% | 156 36% | 230 40% | 542 37% | 371 38% | 401 37% | 207 37% | 233 39% | 150 34% | 182 40% | 426 37% | 345 38% | 703 38% | 66 39% |
| That charities make a positive difference to the cause they are working for | 733 36% | 345 34% | 388 37% | 105 42% ^{dh} | 109 33% | 138 35% | 127 36% | 110 36% | 145 34% | 214 37% | 519 35% | 351 36% | 381 35% | 210 37% | 220 36% | 152 35% | 151 33% | 412 36% | 321 35% | 679 36% | 49 29% |
| That charities ensure that its fundraisers are honest and ethical | 314 15% | 155 15% | 159 15% | 24 10% | 40 12% | 62 16% ^c | 52 15% | 52 17% ^c | 84 20% ^{cd} | 64 11% | 250 17% ⁱ | 126 13% | 188 17% ^k | 76 13% | 85 14% | 80 18% ^m | 74 16% | 165 14% | 149 16% | 277 15% | 31 18% |
| That charities are well managed | 164 8% | 83 8% | 81 8% | 16 6% | 27 8% | 33 8% | 28 8% | 23 7% | 38 9% | 42 7% | 122 8% | 76 8% | 89 8% | 42 8% | 48 8% | 41 9% | 33 7% | 95 8% | 69 8% | 151 8% | 11 6% |
| That charities make independent decisions, to further the cause they work for | 77 4% | 46 5% | 31 3% | 11 5% ^h | 16 5% ^h | 17 4% ^h | 16 4% ^h | 8 3% | 8 2% | 27 5% | 49 3% | 44 5% | 32 3% | 27 5% | 19 3% | 14 3% | 17 4% | 55 5% ^r | 21 2% | 64 3% | 13 8% ^s |

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j - k/l - m/n/o/p - q/r - s/t

Trust in Charities 2018

ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 21

Q3. Which one, if any, of these qualities is most important to your trust and confidence in charities overall?

Base: All respondents

| | Total | Region | | | | | | | | | | Trust in Charities | | | Trust in Charities II | | | Importance of Charities | Change in trust | | |
|--|------------|----------------|----------------|----------------------------|-------------------|-------------------|-----------|--------------------------|------------|-----------------|----------------|--------------------|-----------------|-----------------|-----------------------|-----------------|-----------------|-------------------------|-----------------|-----------------|---------------------|
| | | North East (a) | North West (b) | Yorkshire & Humberside (c) | West Midlands (d) | East Midlands (e) | Wales (f) | Eastern (g) | London (h) | South East (i) | South West (j) | 8-10 (k) | 3-7 (l) | 0-2 (m) | 7-10 (n) | 4-6 (o) | 0-3 (p) | Essential | In-creased (r) | De-creased (s) | Stayed the same (t) |
| Unweighted base | 2059 | 95 | 244 | 217 | 204 | 166 | 120 | 235 | 303 | 301 | 174 | 359 | 1472 | 228 | 759 | 909 | 391 | 419 | 98 | 931 | 982 |
| Weighted base | 2059 | 102* | 265 | 204 | 204 | 183 | 122 | 204 | 285 | 285 | 204 | 356 | 1476 | 228 | 759 | 907 | 392 | 419 | 97* | 929 | 983 |
| That charities ensure that a reasonable proportion of donations make it to the end cause | 771 37% | 38 37% | 98 37% | 73 36% | 77 38% | 66 36% | 48 39% | 99 49% bcde hij | 101 35% | 99 35% | 73 36% | 123 35% | 562 38% | 86 38% | 264 35% | 341 38% | 166 42% n | 155 37% | 29 30% | 352 38% | 374 38% |
| That charities make a positive difference to the cause they are working for | 733 36% | 35 35% | 93 35% | 72 35% | 65 32% | 67 37% | 43 35% | 66 32% | 98 34% | 116 41% g | 77 38% | 138 39% m | 539 37% m | 56 25% | 306 40% p | 329 36% p | 98 25% | 163 39% | 37 38% | 295 32% | 386 39% s |
| That charities ensure that its fundraisers are honest and ethical | 314 15% | 14 13% | 46 17% g | 33 16% | 35 17% g | 28 15% | 19 16% | 20 10% | 44 15% | 40 14% | 36 18% g | 50 14% | 206 14% | 58 26% kl | 102 13% | 127 14% | 85 22% no | 65 16% | 12 12% | 167 18% t | 128 13% |
| That charities are well managed | 164 8% | 10 9% | 19 7% | 19 9% | 16 8% | 17 9% | 10 8% | 14 7% | 30 11% | 18 6% | 12 6% | 26 7% | 124 8% | 15 6% | 57 8% | 82 9% | 25 6% | 31 7% | 12 13% t | 82 9% | 66 7% |
| That charities make independent decisions, to further the cause they work for | 77 4% | 5 5% | 9 3% | 7 4% | 11 5% | 6 3% | 3 2% | 5 2% | 12 4% | 12 4% | 6 3% | 19 5% l | 45 3% | 13 6% l | 30 4% | 28 3% | 19 5% | 4 1% | 6 6% | 33 4% | 30 3% |

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j - k/l/m - n/o/p - r/s/t

* small base

Trust in Charities 2018
ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 22

Q3. Which one, if any, of these qualities is most important to your trust and confidence in charities overall?

Base: All respondents

| | Heard of the CC | | Knowledge of CC | | Importance of CC | |
|--|-----------------|------------|-----------------|----------------------|------------------------------|------------|
| | Total | Yes (a) | No (b) | Very/Fairly well (c) | Not at all/Not very well (d) | Essential |
| Unweighted base | 2059 | 1077 | 982 | 272 | 755 | 1015 |
| Weighted base | 2059 | 1072 | 987 | 267 | 756 | 1013 |
| That charities ensure that a reasonable proportion of donations make it to the end cause | 771 37% | 412 38% | 360 36% | 90 34% | 304 40% | 405 40% |
| That charities make a positive difference to the cause they are working for | 733 36% | 386 36% | 347 35% | 103 38% | 264 35% | 362 36% |
| That charities ensure that its fundraisers are honest and ethical | 314 15% | 155 15% | 158 16% | 38 14% | 110 15% | 159 16% |
| That charities are well managed | 164 8% | 87 8% | 78 8% | 21 8% | 63 8% | 70 7% |
| That charities make independent decisions, to further the cause they work for | 77 4% | 32 3% | 44 4% | 16 6% | 15 2% | 19 2% |

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d

Trust in Charities 2018
ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 23

Q4. When you think of 'charities', what types of organisation immediately come to mind? What are their characteristics?

Base: All respondents

| | Gender | | Age | | | | | | Age II | | Age III | | Social Grade | | | | Working Status | | Ethnicity | | |
|-----------------|--------|-------------|---------------|--------------|--------------|--------------|--------------|--------------|------------|--------------|------------|--------------|--------------|-----------|-----------|-----------|----------------|----------------|-----------------------|--------------|---------------------|
| | Total | Male (a) | Female (b) | 18-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-64 (g) | 65+ (h) | 18-34 (i) | 35+ (j) | 18-44 (k) | 45+ (l) | AB (m) | C1 (n) | C2 (o) | DE (p) | Working (q) | Not working (r) | White (s) | Non White (t) |
| Unweighted base | 2059 | 1059 | 1000 | 265 | 310 | 370 | 368 | 290 | 456 | 575 | 1484 | 945 | 1114 | 580 | 592 | 404 | 483 | 1116 | 943 | 1867 | 176 |
| Weighted base | 2059 | 1009 | 1050 | 247 | 330 | 391 | 350 | 309 | 432 | 577 | 1482 | 968 | 1091 | 562 | 603 | 437 | 457 | 1153 | 906 | 1874 | 170 |
| Don't know | 2059 | 1009 | 1050 | 247 | 330 | 391 | 350 | 309 | 432 | 577 | 1482 | 968 | 1091 | 562 | 603 | 437 | 457 | 1153 | 906 | 1874 | 170 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j - k/l - m/n/o/p - q/r - s/t

Trust in Charities 2018

ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 24

Q4. When you think of 'charities', what types of organisation immediately come to mind? What are their characteristics?

Base: All respondents

| | Region | | | | | | | | | | Trust in Charities | | | Trust in Charities II | | | Importance of Charities | Change in trust | | | |
|-----------------|--------|----------------|----------------|----------------------------|-------------------|-------------------|-----------|--------------|------------|----------------|--------------------|----------|---------|-----------------------|----------|---------|-------------------------|-----------------|----------------|----------------|---------------------|
| | Total | North East (a) | North West (b) | Yorkshire & Humberside (c) | West Midlands (d) | East Midlands (e) | Wales (f) | East-ern (g) | London (h) | South East (i) | South West (j) | 8-10 (k) | 3-7 (l) | 0-2 (m) | 7-10 (n) | 4-6 (o) | 0-3 (p) | Essen-tial | In-creased (r) | De-creased (s) | Stayed the same (t) |
| Unweighted base | 2059 | 95 | 244 | 217 | 204 | 166 | 120 | 235 | 303 | 301 | 174 | 359 | 1472 | 228 | 759 | 909 | 391 | 419 | 98 | 931 | 982 |
| Weighted base | 2059 | 102* | 265 | 204 | 204 | 183 | 122 | 204 | 285 | 285 | 204 | 356 | 1476 | 228 | 759 | 907 | 392 | 419 | 97* | 929 | 983 |
| Don't know | 2059 | 102 | 265 | 204 | 204 | 183 | 122 | 204 | 285 | 285 | 204 | 356 | 1476 | 228 | 759 | 907 | 392 | 419 | 97 | 929 | 983 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j - k/l/m - n/o/p - r/s/t

* small base

Trust in Charities 2018
ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 25

Q4. When you think of 'charities', what types of organisation immediately come to mind? What are their characteristics?
Base: All respondents

| | <u>Heard of the CC</u> | | <u>Knowledge of CC</u> | | <u>Importance of CC</u> | |
|-----------------|------------------------|----------------|------------------------|-----------------------------|-------------------------------------|------------------|
| | <u>Total</u> | <u>Yes (a)</u> | <u>No (b)</u> | <u>Very/Fairly well (c)</u> | <u>Not at all/Not very well (d)</u> | <u>Essential</u> |
| Unweighted base | 2059 | 1077 | 982 | 272 | 755 | 1015 |
| Weighted base | 2059 | 1072 | 987 | 267 | 756 | 1013 |
| Don't know | 2059 | 1072 | 987 | 267 | 756 | 1013 |
| | 100% | 100% | 100% | 100% | 100% | 100% |

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d

Trust in Charities 2018

ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 26

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 | | | | Working Status | | Ethnicity | | |
|---------------------------------------|-------------|-------------------------|-------------------------|-----------------------------|--------------------------|-------------------------|--------------------------|--------------------------|----------------------------|-----------------------------|-------------------------|-------------------------|-------------------------|--------------------------|--------------------------|-------------------------|-------------------------|-------------------|-----------------------|--------------|------------------------|-----------|
| | | Male (a) | Female (b) | 18-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-64 (g) | 65+ (h) | 18-34 (i) | 35+ (j) | 18-44 (k) | 45+ (l) | AB (m) | C1 (n) | C2 (o) | DE (p) | Working (q) | Not working (r) | White (s) | Non White (t) | |
| Unweighted base | 2059 | 1059 | 1000 | 265 | 310 | 370 | 368 | 290 | 456 | 575 | 1484 | 945 | 1114 | 580 | 592 | 404 | 483 | 1116 | 943 | 1867 | 176 | |
| Weighted base | 2059 | 1009 | 1050 | 247 | 330 | 391 | 350 | 309 | 432 | 577 | 1482 | 968 | 1091 | 562 | 603 | 437 | 457 | 1153 | 906 | 1874 | 170 | |
| NET: Very/ Fairly effectively | 1122 55% | 536 53% | 587 56% | 167 67% ^{defgh} | 187 57% ^h | 209 53% | 195 56% | 153 50% | 212 49% | 353 61% ^j | 769 52% | 563 58% ^l | 560 51% | 325 58% ^{op} | 354 59% ^{op} | 221 50% | 223 49% | 640 55% | 483 53% | 1027 55% | 88 52% | |
| Very effectively | (4) 6% | 124 7% | 69 5% | 55 8% ^h | 20 8% ^{gh} | 28 7% | 27 5% | 19 4% | 13 4% | 17 4% | 47 8% ^j | 77 5% | 75 8% ^l | 49 5% | 44 8% ⁿ | 25 4% | 26 6% | 28 6% | 84 7% ^r | 40 4% | 113 6% | 10 6% |
| Fairly effectively | (3) 49% | 999 46% | 467 51% ^a | 532 60% ^{defgh} | 147 48% | 159 46% | 182 50% | 176 45% | 140 45% | 195 53% ^j | 693 47% | 488 50% | 511 47% | 281 50% ^p | 328 54% ^{op} | 194 44% | 195 43% | 556 48% | 443 49% | 915 49% | 77 45% | |
| Not very effectively | (2) 26% | 536 27% | 273 25% | 263 19% | 46 19% | 73 22% | 94 24% | 89 25% ^c | 84 27% ^c | 150 35% ^{cdefg} | 119 21% | 417 28% ⁱ | 213 22% | 323 30% ^k | 143 25% | 147 24% | 116 27% | 130 28% | 282 24% | 254 28% | 492 26% | 42 25% |
| Not at all effectively | (1) 7% | 139 9% ^b | 93 4% | 45 3% | 6 3% | 12 4% | 23 6% | 35 10% ^{cde} | 28 9% ^{cd} | 35 8% ^{cd} | 18 3% | 120 8% ⁱ | 41 4% | 97 9% ^k | 33 6% | 31 5% | 39 9% ⁿ | 36 8% | 76 7% | 63 7% | 126 7% | 10 6% |
| NET: Not at all/ Not very effectively | 675 33% | 366 36% ^b | 308 29% | 53 21% | 85 26% | 117 30% ^c | 124 35% ^{cd} | 112 36% ^{cd} | 184 43% ^{cdef} | 138 24% | 537 36% ⁱ | 255 26% | 420 39% ^k | 176 31% | 178 29% | 155 36% ⁿ | 166 36% ⁿ | 358 31% | 317 35% | 618 33% | 52 31% | |
| Don't know | 262 13% | 107 11% | 155 15% ^a | 28 11% | 58 18% ^{cfh} | 65 17% ^{fh} | 31 9% | 44 14% ^{fh} | 35 8% | 86 15% | 176 12% | 151 16% ^l | 111 10% | 61 11% | 72 12% | 61 14% | 68 15% ^m | 155 13% | 107 12% | 229 12% | 30 18% ^s | |
| Mean | 2.62 | 2.57 | 2.67 ^a | 2.82 ^{efgh} | 2.74 ^{fgh} | 2.66 ^{gh} | 2.56 | 2.52 | 2.49 | 2.78 ^j | 2.56 | 2.73 ^l | 2.52 | 2.67 ^{op} | 2.66 ^{op} | 2.55 | 2.55 | 2.65 ^r | 2.57 | 2.62 | 2.63 | |
| Standard deviation | 0.73 | 0.78 | 0.67 | 0.62 | 0.69 | 0.73 | 0.77 | 0.75 | 0.72 | 0.66 | 0.74 | 0.69 | 0.74 | 0.73 | 0.66 | 0.77 | 0.76 | 0.74 | 0.71 | 0.73 | 0.73 | |
| Standard error | 0.02 | 0.03 | 0.02 | 0.04 | 0.04 | 0.04 | 0.04 | 0.05 | 0.03 | 0.03 | 0.02 | 0.02 | 0.02 | 0.03 | 0.03 | 0.04 | 0.04 | 0.02 | 0.02 | 0.02 | 0.06 | |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j - k/l - m/n/o/p - q/r - s/t

Trust in Charities 2018

ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 27

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

Base: All respondents

| | Total | Region | | | | | | | | | | Trust in Charities | | | Trust in Charities II | | | Importance of Charities | Change in trust | | |
|---------------------------------------|-------------|---------------------|----------------|------------------------|-------------------|-------------------|------------|---------------------|------------|----------------|----------------|--------------------|-------------|--------------|-----------------------|--------------|--------------|-------------------------|-----------------|----------------|---------------------|
| | | North East (a) | North West (b) | Yorkshire & Humber (c) | West Midlands (d) | East Midlands (e) | Wales (f) | East of England (g) | London (h) | South East (i) | South West (j) | 8-10 (k) | 3-7 (l) | 0-2 (m) | 7-10 (n) | 4-6 (o) | 0-3 (p) | Essential (q) | In-creased (r) | De-creased (s) | Stayed the same (t) |
| Unweighted base | 2059 | 95 | 244 | 217 | 204 | 166 | 120 | 235 | 303 | 301 | 174 | 359 | 1472 | 228 | 759 | 909 | 391 | 419 | 98 | 931 | 982 |
| Weighted base | 2059 | 102* | 265 | 204 | 204 | 183 | 122 | 204 | 285 | 285 | 204 | 356 | 1476 | 228 | 759 | 907 | 392 | 419 | 97* | 929 | 983 |
| NET: Very/ Fairly effectively | 1122 55% | 66 65%cfhj | 141 53% | 106 52% | 109 54% | 108 59% | 62 51% | 116 57% | 145 51% | 163 57% | 105 52% | 304 86%lm | 796 54%m | 22 10% | 601 79%op | 454 50%p | 68 17% | 274 66% | 88 91%st | 353 38% | 665 68%st |
| Very effectively | (4) 6% | 14 13%ceghi j | 18 7%cd | 5 2% | 17 8%cd | 10 5% | 11 9%cd | 12 6% | 17 6%cd | 11 4% | 9 4% | 82 23%lm | 41 3%m | 1 * | 102 13%op | 20 2%p | 2 * | 59 14% | 32 33%st | 18 2% | 72 7%st |
| Fairly effectively | (3) 49% | 52 51% | 123 47% | 102 50% | 92 45% | 98 53% | 51 42% | 104 51% | 127 45% | 152 53%fh | 97 47% | 223 63%lm | 755 51%m | 21 9% | 499 66%op | 433 48%p | 66 17% | 216 52% | 56 58%st | 335 36% | 593 60%st |
| Not very effectively | (2) 26% | 20 19% | 65 25% | 60 29% | 55 27% | 42 23% | 30 24% | 52 25% | 76 27% | 77 27% | 59 29% | 23 6% | 413 28%k | 100 44%kl | 76 10% | 284 31%n | 177 45%no | 92 22% | 4 4% | 384 41%rt | 146 15%rt |
| Not at all effectively | (1) 7% | 6 6% | 19 7%g | 14 7% | 13 7% | 17 10%g | 11 9%g | 6 3% | 20 7% | 15 5% | 17 8%g | 4 1% | 53 4%k | 82 36%kl | 7 1% | 28 3%n | 103 26%no | 18 4% | 2 2% | 112 12%rt | 22 2% |
| NET: Not at all/ Not very effectively | 675 33% | 26 25% | 85 32% | 73 36% | 68 33% | 60 32% | 41 33% | 58 29% | 96 34% | 92 32% | 76 37%a | 26 7% | 466 32%k | 182 80%kl | 83 11% | 312 34%n | 280 71%no | 110 26% | 6 6% | 496 53%rt | 168 17%rt |
| Don't know | 262 13% | 10 10% | 39 15% | 24 12% | 26 13% | 16 9% | 19 16% | 29 14% | 45 16%e | 31 11% | 23 11% | 25 7% | 213 14%k | 24 10% | 76 10% | 142 16%np | 44 11% | 35 8% | 3 3% | 80 9% | 150 15%rs |
| Mean | 2.62 | 2.80ceh ij | 2.62 | 2.54 | 2.64 | 2.60 | 2.60 | 2.70cj | 2.59 | 2.62 | 2.54 | 3.16lm | 2.62m | 1.71 | 3.02op | 2.58p | 1.90 | 2.82 | 3.26st | 2.31 | 2.86s |
| Standard deviation | 0.73 | 0.77 | 0.75 | 0.68 | 0.76 | 0.75 | 0.82 | 0.65 | 0.74 | 0.66 | 0.73 | 0.58 | 0.62 | 0.66 | 0.55 | 0.61 | 0.71 | 0.74 | 0.64 | 0.72 | 0.59 |
| Standard error | 0.02 | 0.08 | 0.05 | 0.05 | 0.06 | 0.06 | 0.08 | 0.05 | 0.05 | 0.04 | 0.06 | 0.03 | 0.02 | 0.05 | 0.02 | 0.02 | 0.04 | 0.04 | 0.07 | 0.02 | 0.02 |

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j - k/l/m - n/o/p - r/s/t

* small base

Trust in Charities 2018
ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 28

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

Base: All respondents

| | Total | Heard of the CC | | Knowledge of CC | | Importance of CC |
|---------------------------------------|-------------|-------------------------|-------------------------|-------------------------|------------------------------|------------------|
| | | Yes (a) | No (b) | Very/Fairly well (c) | Not at all/Not very well (d) | Essential |
| Unweighted base | 2059 | 1077 | 982 | 272 | 755 | 1015 |
| Weighted base | 2059 | 1072 | 987 | 267 | 756 | 1013 |
| NET: Very/ Fairly effectively | 1122 55% | 622 58% ^b | 500 51% | 202 76% ^d | 399 53% | 563 56% |
| Very effectively | (4) 6% | 124 7% | 52 5% | 43 16% ^d | 24 3% | 71 7% |
| Fairly effectively | (3) 49% | 999 51% ^b | 448 45% | 159 60% ^d | 375 50% | 493 49% |
| Not very effectively | (2) 26% | 536 28% | 240 24% | 47 18% | 245 32% ^c | 267 26% |
| Not at all effectively | (1) 7% | 139 7% | 64 6% | 13 5% | 58 8% | 76 7% |
| NET: Not at all/ Not very effectively | 675 33% | 371 35% | 304 31% | 60 22% | 303 40% ^c | 343 34% |
| Don't know | 262 13% | 79 7% | 183 19% ^a | 5 2% | 55 7% ^c | 107 11% |
| Mean | 2.62 | 2.62 | 2.61 | 2.89 ^d | 2.52 | 2.62 |
| Standard deviation | 0.73 | 0.73 | 0.73 | 0.73 | 0.70 | 0.75 |
| Standard error | 0.02 | 0.02 | 0.03 | 0.04 | 0.03 | 0.02 |

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d

Trust in Charities 2018

ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 29
Q6. To what extent do you agree or disagree with the following statements?
Base: All respondents
Summary table

| | | Charities are regulated and controlled to ensure that they are working for the public benefit | I know very little about how charities are run and managed | Charities spend too much of their funds on salaries and administration | Most charities are trustworthy and act in the public interest | Some of the fundraising methods used by charities make me uncomfortable |
|----------------------------|------|---|--|--|---|---|
| Unweighted base | | 2059 | 2059 | 2059 | 2059 | 2059 |
| Weighted base | | 2059 | 2059 | 2059 | 2059 | 2059 |
| NET: Agree | | 873 42% | 1183 57% | 1389 67% | 1211 59% | 1311 64% |
| Strongly agree | (+2) | 123 6% | 270 13% | 665 32% | 203 10% | 484 24% |
| Tend to agree | (+1) | 750 36% | 912 44% | 724 35% | 1007 49% | 827 40% |
| Neither agree nor disagree | (0) | 822 40% | 609 30% | 551 27% | 602 29% | 538 26% |
| Tend to disagree | (-1) | 306 15% | 221 11% | 105 5% | 200 10% | 189 9% |
| Strongly disagree | (-2) | 58 3% | 46 2% | 14 1% | 46 2% | 21 1% |
| NET: Disagree | | 364 18% | 267 13% | 119 6% | 246 12% | 210 10% |
| Mean | | 0.28 | 0.55 | 0.93 | 0.54 | 0.76 |
| Standard deviation | | 0.89 | 0.93 | 0.92 | 0.88 | 0.95 |
| Standard error | | 0.02 | 0.02 | 0.02 | 0.02 | 0.02 |

Trust in Charities 2018
ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 30
Q6. To what extent do you agree or disagree with the following statements?
Base: All respondents
Charities are regulated and controlled to ensure that they are working for the public benefit

| | Gender | | | Age | | | | | | Age II | | Age III | | Social Grade | | | | Working Status | | Ethnicity | |
|----------------------------|----------|-----------------|--------|---------|---------|-------|-------------------|-------------------|-------------------|-------------------|------------------|-------------------|------------------|--------------|------|------------------|-------------------|-------------------|------------------|-----------|------------------|
| | Total | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | 18-34 | 35+ | 18-44 | 45+ | AB | C1 | C2 | DE | Working | Not working | White | Non White |
| | (a) | (b) | (c) | (d) | (e) | (f) | (g) | (h) | (i) | (j) | (k) | (l) | (m) | (n) | (o) | (p) | (q) | (r) | (s) | (t) | |
| Unweighted base | 2059 | 1059 | 1000 | 265 | 310 | 370 | 368 | 290 | 456 | 575 | 1484 | 945 | 1114 | 580 | 592 | 404 | 483 | 1116 | 943 | 1867 | 176 |
| Weighted base | 2059 | 1009 | 1050 | 247 | 330 | 391 | 350 | 309 | 432 | 577 | 1482 | 968 | 1091 | 562 | 603 | 437 | 457 | 1153 | 906 | 1874 | 170 |
| NET: Agree | 873 | 420 | 453 | 130 | 160 | 158 | 156 | 118 | 151 | 290 | 583 | 448 | 425 | 258 | 266 | 176 | 174 | 526 | 347 | 797 | 72 |
| | 42% | 42% | 43% | 53%efgh | 48%egh | 40% | 45%h | 38% | 35% | 50%j | 39% | 46%l | 39% | 46%p | 44%p | 40% | 38% | 46%r | 38% | 43% | 42% |
| Strongly agree | (+2) 123 | 60 | 62 | 20 | 31 | 23 | 21 | 17 | 11 | 51 | 72 | 74 | 48 | 42 | 35 | 20 | 26 | 81 | 42 | 106 | 17 |
| | 6% | 6% | 6% | 8%h | 9%h | 6%h | 6%h | 5% | 3% | 9%j | 5% | 8%l | 4% | 7% | 6% | 5% | 6% | 7%r | 5% | 6% | 10% ^s |
| Tend to agree | (+1) 750 | 359 | 391 | 110 | 129 | 135 | 136 | 102 | 139 | 239 | 511 | 373 | 377 | 217 | 231 | 155 | 148 | 445 | 305 | 691 | 56 |
| | 36% | 36% | 37% | 45%egh | 39% | 34% | 39% | 33% | 32% | 41%j | 34% | 39% | 35% | 39%p | 38%p | 36% | 32% | 39%r | 34% | 37% | 33% |
| Neither agree nor disagree | (0) 822 | 394 | 428 | 85 | 127 | 163 | 133 | 123 | 192 | 211 | 611 | 375 | 447 | 193 | 230 | 191 | 208 | 434 | 389 | 746 | 69 |
| | 40% | 39% | 41% | 34% | 38% | 42% | 38% | 40% | 44% ^c | 37% | 41% | 39% | 41% | 34% | 38% | 44% ^m | 45% ^{mn} | 38% | 43% ^q | 40% | 40% |
| Tend to disagree | (-1) 306 | 152 | 154 | 28 | 37 | 58 | 49 | 55 | 80 | 65 | 242 | 122 | 184 | 96 | 97 | 55 | 59 | 159 | 147 | 281 | 23 |
| | 15% | 15% | 15% | 11% | 11% | 15% | 14% | 18% ^{cd} | 19% ^{cd} | 11% | 16% ⁱ | 13% | 17% ^k | 17% | 16% | 13% | 13% | 14% | 16% | 15% | 14% |
| Strongly disagree | (-2) 58 | 43 | 15 | 4 | 6 | 13 | 12 | 13 | 9 | 10 | 47 | 23 | 35 | 14 | 11 | 15 | 17 | 34 | 24 | 49 | 6 |
| | 3% | 4% ^b | 1% | 2% | 2% | 3% | 3% | 4% | 2% | 2% | 3% | 2% | 3% | 2% | 2% | 3% | 4% | 3% | 3% | 3% | 4% |
| NET: Disagree | 364 | 195 | 169 | 32 | 43 | 70 | 61 | 68 | 89 | 75 | 289 | 145 | 218 | 110 | 108 | 70 | 76 | 193 | 171 | 331 | 29 |
| | 18% | 19% | 16% | 13% | 13% | 18% | 18% | 22% ^{cd} | 21% ^{cd} | 13% | 19% ⁱ | 15% | 20% ^k | 20% | 18% | 16% | 17% | 17% | 19% | 18% | 17% |
| Mean | 0.28 | 0.24 | 0.32 | 0.46efg | 0.43egh | 0.25 | 0.30 ^h | 0.17 | 0.15 | 0.44 ^j | 0.21 | 0.37 ^l | 0.20 | 0.31 | 0.30 | 0.25 | 0.23 | 0.33 ^r | 0.21 | 0.28 | 0.31 |
| Standard deviation | 0.89 | 0.93 | 0.84 | 0.86 | 0.88 | 0.89 | 0.90 | 0.93 | 0.82 | 0.87 | 0.88 | 0.88 | 0.88 | 0.93 | 0.87 | 0.86 | 0.88 | 0.90 | 0.86 | 0.88 | 0.95 |
| Standard error | 0.02 | 0.03 | 0.03 | 0.05 | 0.05 | 0.05 | 0.05 | 0.05 | 0.04 | 0.04 | 0.02 | 0.03 | 0.03 | 0.04 | 0.04 | 0.04 | 0.04 | 0.03 | 0.03 | 0.02 | 0.07 |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j - k/l - m/n/o/p - q/r - s/t

Trust in Charities 2018

ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 31

Q6. To what extent do you agree or disagree with the following statements?

Base: All respondents

Charities are regulated and controlled to ensure that they are working for the public benefit

| | Total | Region | | | | | | | | | | Trust in Charities | | | Trust in Charities II | | | Importance of Charities | Change in trust | | |
|--------------------------------|------------|----------------|----------------|------------------------|-------------------|-------------------|-----------|--------------|------------|----------------|----------------|--------------------|--------------|--------------|-----------------------|--------------|--------------|-------------------------|-----------------|----------------|---------------------|
| | | North East (a) | North West (b) | Yorkshire & Humber (c) | West Midlands (d) | East Midlands (e) | Wales (f) | East-ern (g) | London (h) | South East (i) | South West (j) | 8-10 (k) | 3-7 (l) | 0-2 (m) | 7-10 (n) | 4-6 (o) | 0-3 (p) | Essential | In-creased (r) | De-creased (s) | Stayed the same (t) |
| Unweighted base | 2059 | 95 | 244 | 217 | 204 | 166 | 120 | 235 | 303 | 301 | 174 | 359 | 1472 | 228 | 759 | 909 | 391 | 419 | 98 | 931 | 982 |
| Weighted base | 2059 | 102* | 265 | 204 | 204 | 183 | 122 | 204 | 285 | 285 | 204 | 356 | 1476 | 228 | 759 | 907 | 392 | 419 | 97* | 929 | 983 |
| NET: Agree | 873 42% | 44 44% | 110 42% | 82 40% | 92 45% | 78 43% | 59 48% | 85 42% | 118 41% | 127 44% | 77 38% | 269 76%lm | 583 39%lm | 21 9% | 491 65%op | 329 36%p | 53 13% | 247 59% | 76 78%st | 277 30% | 510 52%st |
| Strongly agree (+2) | 123 6% | 9 8% | 11 4% | 10 5% | 12 6% | 11 6% | 11 9% | 11 6% | 21 7% | 17 6% | 9 4% | 67 19%lm | 51 3% | 5 2% | 87 11%op | 30 3% | 6 2% | 57 14% | 19 19%st | 26 3% | 78 8%st |
| Tend to agree (+1) | 750 36% | 36 35% | 99 37% | 72 35% | 80 39% | 68 37% | 48 39% | 74 36% | 97 34% | 110 38% | 68 33% | 202 57%lm | 532 36%lm | 16 7% | 404 53%op | 300 33%p | 47 12% | 190 45% | 57 59%st | 251 27% | 432 44%st |
| Neither agree nor disagree (0) | 822 40% | 42 41% | 108 41% | 84 41% | 80 39% | 76 41% | 45 36% | 86 42% | 104 36% | 113 39% | 86 42% | 76 21% | 664 45%km | 82 36%k | 236 31% | 435 48%np | 152 39%no | 121 29% | 19 19% | 368 40%r | 399 41%r |
| Tend to disagree (-1) | 306 15% | 15 14% | 43 16% | 30 15% | 28 14% | 21 12% | 16 13% | 27 13% | 52 18% | 40 14% | 33 16% | 10 3% | 210 14%k | 87 38%kl | 31 4% | 135 15%no | 140 36%no | 40 10% | 1 1% | 236 25%rt | 66 7%rt |
| Strongly disagree (-2) | 58 3% | 1 1% | 3 1% | 8 4% | 4 2% | 8 4% | 3 2% | 5 2% | 12 4%b | 6 2% | 8 4% | 1 * | 19 1% | 37 16%kl | 2 * | 8 1% | 48 12%no | 10 2% | 1 1% | 49 5%t | 7 1% |
| NET: Disagree | 364 18% | 16 15% | 47 18% | 38 19% | 32 16% | 29 16% | 19 15% | 32 16% | 64 22% | 46 16% | 41 20% | 10 3% | 229 16%k | 125 55%kl | 33 4% | 143 16%no | 187 48%no | 51 12% | 2 2% | 285 31%rt | 74 7% |
| Mean | 0.28 | 0.36 | 0.27 | 0.22 | 0.33 | 0.28 | 0.40j | 0.29 | 0.22 | 0.32 | 0.18 | 0.91lm | 0.26m | -0.60 | 0.72op | 0.23p | -0.45 | 0.58 | 0.94st | -0.03 | 0.52st |
| Standard deviation | 0.89 | 0.87 | 0.83 | 0.90 | 0.86 | 0.90 | 0.91 | 0.86 | 0.97 | 0.86 | 0.90 | 0.72 | 0.79 | 0.92 | 0.73 | 0.77 | 0.91 | 0.93 | 0.74 | 0.92 | 0.77 |
| Standard error | 0.02 | 0.09 | 0.05 | 0.06 | 0.06 | 0.07 | 0.08 | 0.06 | 0.06 | 0.05 | 0.07 | 0.04 | 0.02 | 0.06 | 0.03 | 0.03 | 0.05 | 0.05 | 0.07 | 0.03 | 0.02 |

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j - k/l/m - n/o/p - r/s/t

* small base

Trust in Charities 2018
ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 32

Q6. To what extent do you agree or disagree with the following statements?

Base: All respondents

Charities are regulated and controlled to ensure that they are working for the public benefit

| | Total | Heard of the CC | | Knowledge of CC | | Importance of CC |
|--------------------------------|------------|-------------------------|-------------------------|-------------------------|------------------------------|------------------|
| | | Yes (a) | No (b) | Very/Fairly well (c) | Not at all/Not very well (d) | Essential |
| Unweighted base | 2059 | 1077 | 982 | 272 | 755 | 1015 |
| Weighted base | 2059 | 1072 | 987 | 267 | 756 | 1013 |
| NET: Agree | 873 42% | 514 48% ^b | 359 36% | 186 70% ^d | 308 41% | 465 46% |
| Strongly agree (+2) | 123 6% | 72 7% | 51 5% | 41 15% ^d | 27 4% | 77 8% |
| Tend to agree (+1) | 750 36% | 442 41% ^b | 308 31% | 145 54% ^d | 281 37% | 388 38% |
| Neither agree nor disagree (0) | 822 40% | 365 34% | 457 46% ^a | 55 21% | 290 38% ^c | 376 37% |
| Tend to disagree (-1) | 306 15% | 165 15% | 141 14% | 21 8% | 138 18% ^c | 145 14% |
| Strongly disagree (-2) | 58 3% | 27 3% | 30 3% | 5 2% | 20 3% | 27 3% |
| NET: Disagree | 364 18% | 193 18% | 171 17% | 26 10% | 158 21% ^c | 172 17% |
| Mean | 0.28 | 0.34 ^b | 0.21 | 0.73 ^d | 0.21 | 0.34 |
| Standard deviation | 0.89 | 0.91 | 0.86 | 0.88 | 0.87 | 0.91 |
| Standard error | 0.02 | 0.03 | 0.03 | 0.05 | 0.03 | 0.03 |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d

Trust in Charities 2018
ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 33
Q6. To what extent do you agree or disagree with the following statements?
Base: All respondents
I know very little about how charities are run and managed

| | Gender | | | Age | | | | | | Age II | | Age III | | Social Grade | | | | Working Status | | Ethnicity | |
|--------------------------------|-------------|-------------------------|-------------------------|---------------------------|--------------|-------------------------|--------------------------|------------------------|-------------------------|--------------|-------------------------|-------------------------|------------|-------------------------|------------|------------|------------------------|-------------------------|-------------------------|--------------|---------------------|
| | Total | Male (a) | Female (b) | 18-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-64 (g) | 65+ (h) | 18-34 (i) | 35+ (j) | 18-44 (k) | 45+ (l) | AB (m) | C1 (n) | C2 (o) | DE (p) | Working (q) | Not working (r) | White (s) | Non White (t) |
| Unweighted base | 2059 | 1059 | 1000 | 265 | 310 | 370 | 368 | 290 | 456 | 575 | 1484 | 945 | 1114 | 580 | 592 | 404 | 483 | 1116 | 943 | 1867 | 176 |
| Weighted base | 2059 | 1009 | 1050 | 247 | 330 | 391 | 350 | 309 | 432 | 577 | 1482 | 968 | 1091 | 562 | 603 | 437 | 457 | 1153 | 906 | 1874 | 170 |
| NET: Agree | 1183 57% | 551 55% | 632 60% ^a | 157 64% ^{fgh} | 192 58% | 239 61% ^f | 188 54% | 169 55% | 237 55% | 349 61% | 833 56% | 589 61% ^l | 594 54% | 319 57% | 348 58% | 254 58% | 262 57% | 675 59% | 507 56% | 1077 57% | 102 60% |
| Strongly agree (+2) | 270 13% | 134 13% | 136 13% | 37 15% | 46 14% | 59 15% | 40 11% | 33 11% | 55 13% | 83 14% | 187 13% | 143 15% ^l | 128 12% | 76 13% | 69 11% | 53 12% | 73 16% ⁿ | 153 13% | 118 13% | 239 13% | 30 17% |
| Tend to agree (+1) | 912 44% | 417 41% | 496 47% ^a | 120 49% | 146 44% | 180 46% | 148 42% | 136 44% | 183 42% | 266 46% | 646 44% | 446 46% | 466 43% | 244 43% | 279 46% | 201 46% | 189 41% | 523 45% | 390 43% | 838 45% | 72 42% |
| Neither agree nor disagree (0) | 609 30% | 302 30% | 307 29% | 56 23% | 96 29% | 115 29% | 100 28% | 96 31% ^c | 147 34% ^c | 152 26% | 457 31% ⁱ | 266 28% | 343 31% | 150 27% | 180 30% | 136 31% | 143 31% | 311 27% | 298 33% ^q | 559 30% | 45 26% |
| Tend to disagree (-1) | 221 11% | 127 13% ^b | 94 9% | 30 12% ^e | 33 10% | 28 7% | 54 16% ^{deh} | 38 12% ^e | 37 9% | 63 11% | 158 11% | 92 9% | 129 12% | 77 14% ^{op} | 61 10% | 38 9% | 44 10% | 137 12% | 84 9% | 197 10% | 19 11% |
| Strongly disagree (-2) | 46 2% | 29 3% | 17 2% | 4 2% | 8 3% | 9 2% | 8 2% | 7 2% | 10 2% | 12 2% | 34 2% | 21 2% | 25 2% | 15 3% | 14 2% | 9 2% | 8 2% | 30 3% | 16 2% | 42 2% | 5 3% |
| NET: Disagree | 267 13% | 156 15% ^b | 112 11% | 34 14% | 41 13% | 37 10% | 63 18% ^{eh} | 45 14% | 47 11% | 75 13% | 192 13% | 113 12% | 154 14% | 92 16% ^{op} | 75 12% | 47 11% | 53 12% | 167 14% ^r | 101 11% | 238 13% | 24 14% |
| Mean | 0.55 | 0.50 | 0.61 ^a | 0.63 ^f | 0.57 | 0.64 ^{fg} | 0.45 | 0.49 | 0.54 | 0.60 | 0.54 | 0.62 ^l | 0.50 | 0.51 | 0.54 | 0.57 | 0.60 | 0.55 | 0.56 | 0.55 | 0.60 |
| Standard deviation | 0.93 | 0.97 | 0.88 | 0.94 | 0.94 | 0.90 | 0.96 | 0.92 | 0.90 | 0.94 | 0.92 | 0.92 | 0.93 | 0.98 | 0.90 | 0.89 | 0.93 | 0.95 | 0.89 | 0.92 | 0.99 |
| Standard error | 0.02 | 0.03 | 0.03 | 0.06 | 0.05 | 0.05 | 0.05 | 0.05 | 0.04 | 0.04 | 0.02 | 0.03 | 0.03 | 0.04 | 0.04 | 0.04 | 0.04 | 0.03 | 0.03 | 0.02 | 0.07 |

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j - k/l - m/n/o/p - q/r - s/t

Trust in Charities 2018

ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 34

Q6. To what extent do you agree or disagree with the following statements?

Base: All respondents

I know very little about how charities are run and managed

| | Total | Region | | | | | | | | | | Trust in Charities | | | Trust in Charities II | | | Importance of Charities | Change in trust | | |
|--------------------------------|-------------|----------------|----------------|----------------------------|-------------------|-------------------|-----------|--------------|------------|----------------|----------------|--------------------|--------------|------------|-----------------------|--------------|------------|-------------------------|-----------------|----------------|---------------------|
| | | North East (a) | North West (b) | Yorkshire & Humberside (c) | West Midlands (d) | East Midlands (e) | Wales (f) | East-ern (g) | London (h) | South East (i) | South West (j) | 8-10 (k) | 3-7 (l) | 0-2 (m) | 7-10 (n) | 4-6 (o) | 0-3 (p) | Essen-tial | In-creased (r) | De-creased (s) | Stayed the same (t) |
| Unweighted base | 2059 | 95 | 244 | 217 | 204 | 166 | 120 | 235 | 303 | 301 | 174 | 359 | 1472 | 228 | 759 | 909 | 391 | 419 | 98 | 931 | 982 |
| Weighted base | 2059 | 102* | 265 | 204 | 204 | 183 | 122 | 204 | 285 | 285 | 204 | 356 | 1476 | 228 | 759 | 907 | 392 | 419 | 97* | 929 | 983 |
| NET: Agree | 1183 57% | 59 57% | 163 62% | 111 54% | 111 55% | 99 54% | 75 61% | 123 60% | 174 61% | 158 55% | 111 55% | 189 53% | 881 60%km | 112 49% | 444 58%p | 543 60%p | 196 50% | 229 55% | 59 61% | 549 59% | 554 56% |
| Strongly agree (+2) | 270 13% | 13 13% | 51 19%ceij | 16 8% | 26 13% | 19 10% | 14 11% | 30 15%c | 46 16%c | 36 13% | 20 10% | 44 12% | 187 13% | 40 17% | 101 13% | 113 12% | 56 14% | 58 14% | 13 14% | 121 13% | 132 13% |
| Tend to agree (+1) | 912 44% | 45 45% | 112 42% | 95 47% | 85 42% | 80 43% | 61 50% | 93 46% | 128 45% | 121 42% | 91 45% | 145 41%km | 694 47%km | 73 32% | 343 45%p | 429 47%p | 140 36% | 172 41% | 46 47% | 429 46% | 423 43% |
| Neither agree nor disagree (0) | 609 30% | 33 32% | 72 27% | 69 34%h | 63 31% | 63 34%h | 32 26% | 61 30% | 70 24% | 87 30% | 61 30% | 105 29% | 441 30% | 64 28% | 200 26% | 288 32%kn | 121 31% | 111 26% | 22 23% | 249 27% | 309 31%st |
| Tend to disagree (-1) | 221 11% | 9 9% | 28 11% | 23 12% | 23 11% | 17 9% | 12 9% | 18 9% | 32 11% | 35 12% | 25 12% | 48 14%l | 133 9% | 40 17%l | 99 13%o | 67 7% | 55 14%o | 62 15% | 15 15% | 104 11% | 101 10% |
| Strongly disagree (-2) | 46 2% | 2 2% | 2 1% | 1 * | 7 3%c | 6 3% | 4 4%c | 2 1% | 10 3%bc | 6 2% | 6 3% | 14 4%l | 21 1% | 12 5%l | 16 2% | 10 1% | 20 5%no | 17 4% | 1 1% | 27 3% | 19 2% |
| NET: Disagree | 267 13% | 11 10% | 30 11% | 24 12% | 29 14% | 22 12% | 16 13% | 19 10% | 42 15% | 41 14% | 32 16% | 62 17%l | 154 10% | 52 23%l | 115 15%o | 77 9% | 75 19%o | 79 19% | 15 16% | 131 14% | 120 12% |
| Mean | 0.55 | 0.58 | 0.68cde ij | 0.50 | 0.49 | 0.49 | 0.56 | 0.65j | 0.59 | 0.51 | 0.46 | 0.44 | 0.61km | 0.39 | 0.54p | 0.63p | 0.40 | 0.46 | 0.58 | 0.55 | 0.56 |
| Standard deviation | 0.93 | 0.89 | 0.93 | 0.81 | 0.97 | 0.91 | 0.94 | 0.87 | 1.00 | 0.94 | 0.94 | 1.00 | 0.87 | 1.12 | 0.95 | 0.84 | 1.06 | 1.03 | 0.94 | 0.95 | 0.91 |
| Standard error | 0.02 | 0.09 | 0.06 | 0.06 | 0.07 | 0.07 | 0.09 | 0.06 | 0.06 | 0.05 | 0.07 | 0.05 | 0.02 | 0.07 | 0.03 | 0.03 | 0.05 | 0.05 | 0.09 | 0.03 | 0.03 |

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j - k/l/m - n/o/p - r/s/t

* small base

Trust in Charities 2018
ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 35
Q6. To what extent do you agree or disagree with the following statements?
Base: All respondents
I know very little about how charities are run and managed

| | Total | Heard of the CC | | Knowledge of CC | | Importance of CC |
|--------------------------------|-------------|-----------------|-------------|----------------------|------------------------------|------------------|
| | | Yes (a) | No (b) | Very/Fairly well (c) | Not at all/Not very well (d) | Essential |
| Unweighted base | 2059 | 1077 | 982 | 272 | 755 | 1015 |
| Weighted base | 2059 | 1072 | 987 | 267 | 756 | 1013 |
| NET: Agree | 1183 57% | 553 52% | 629 64%a | 81 31% | 439 58%c | 616 61% |
| Strongly agree (+2) | 270 13% | 109 10% | 161 16%a | 19 7% | 79 10% | 156 15% |
| Tend to agree (+1) | 912 44% | 444 41% | 468 47%a | 62 23% | 360 48%c | 460 45% |
| Neither agree nor disagree (0) | 609 30% | 329 31% | 280 28% | 72 27% | 244 32% | 265 26% |
| Tend to disagree (-1) | 221 11% | 154 14%b | 67 7% | 87 32%d | 66 9% | 109 11% |
| Strongly disagree (-2) | 46 2% | 36 3%b | 11 1% | 27 10%d | 8 1% | 22 2% |
| NET: Disagree | 267 13% | 190 18%b | 77 8% | 114 43%d | 74 10% | 131 13% |
| Mean | 0.55 | 0.41 | 0.71a | -0.15 | 0.58c | 0.61 |
| Standard deviation | 0.93 | 0.97 | 0.86 | 1.11 | 0.83 | 0.95 |
| Standard error | 0.02 | 0.03 | 0.03 | 0.07 | 0.03 | 0.03 |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d

Trust in Charities 2018

ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 36

Q6. To what extent do you agree or disagree with the following statements?

Base: All respondents

Charities spend too much of their funds on salaries and administration

| | Gender | | | Age | | | | | | Age II | | Age III | | Social Grade | | | | Working Status | | Ethnicity | |
|--------------------------------|-------------|-------------------------|-----------------------|----------------------------|----------------------------|----------------------------|--------------------------|----------------------------|----------------------------|-------------------------|--------------------------|-------------------------|-------------------------|------------------------|--------------------------|--------------------------|--------------------------|-------------------------|-------------------------|--------------|---------------------|
| | Total | Male (a) | Female (b) | 18-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-64 (g) | 65+ (h) | 18-34 (i) | 35+ (j) | 18-44 (k) | 45+ (l) | AB (m) | C1 (n) | C2 (o) | DE (p) | Working (q) | Not working (r) | White (s) | Non White (t) |
| Unweighted base | 2059 | 1059 | 1000 | 265 | 310 | 370 | 368 | 290 | 456 | 575 | 1484 | 945 | 1114 | 580 | 592 | 404 | 483 | 1116 | 943 | 1867 | 176 |
| Weighted base | 2059 | 1009 | 1050 | 247 | 330 | 391 | 350 | 309 | 432 | 577 | 1482 | 968 | 1091 | 562 | 603 | 437 | 457 | 1153 | 906 | 1874 | 170 |
| NET: Agree | 1389 67% | 703 70% ^b | 686 65% | 130 53% | 191 58% | 245 63% ^c | 242 69% ^{cd} | 235 76% ^{cdef} | 346 80% ^{cdef} | 321 56% | 1068 72% ⁱ | 566 58% | 823 75% ^k | 360 64% | 381 63% | 319 73% ^{mn} | 328 72% ^{mn} | 753 65% | 636 70% ^q | 1273 68% | 107 63% |
| Strongly agree (+2) | 665 32% | 355 35% ^b | 310 30% | 49 20% | 80 24% | 113 29% ^c | 106 30% ^c | 131 42% ^{cdef} | 186 43% ^{cdef} | 130 23% | 535 36% ⁱ | 243 25% | 422 39% ^k | 162 29% | 155 26% | 168 38% ^{mn} | 180 39% ^{mn} | 342 30% | 323 36% ^q | 607 32% | 54 32% |
| Tend to agree (+1) | 724 35% | 347 34% | 376 36% | 80 33% | 111 34% | 132 34% | 136 39% | 105 34% | 160 37% | 191 33% | 532 36% | 323 33% | 401 37% | 198 35% | 227 38% | 151 35% | 148 32% | 410 36% | 313 35% | 666 36% | 52 31% |
| Neither agree nor disagree (0) | 551 27% | 254 25% | 297 28% | 82 33% ^{efgh} | 117 35% ^{efgh} | 126 32% ^{efgh} | 86 25% ^h | 65 21% | 74 17% | 199 35% ^j | 352 24% | 325 34% ^l | 226 21% | 154 27% | 184 31% ^{op} | 101 23% | 111 24% | 328 28% ^r | 222 25% | 492 26% | 55 32% |
| Tend to disagree (-1) | 105 5% | 49 5% | 57 5% | 31 13% ^{defgh} | 19 6% ^h | 18 5% ^h | 20 6% ^h | 9 3% | 9 2% | 50 9% ^j | 55 4% | 68 7% ^l | 37 3% | 43 8% ^{op} | 34 6% ^o | 11 3% | 17 4% | 63 5% | 43 5% | 96 5% | 8 5% |
| Strongly disagree (-2) | 14 1% | 3 * | 11 1% ^a | 4 2% ^g | 3 1% | 2 1% | 2 1% | - - | 3 1% | 7 1% | 7 * | 9 1% | 5 * | 4 1% | 4 1% | 5 1% | 1 * | 9 1% | 5 1% | 14 1% | - - |
| NET: Disagree | 119 6% | 52 5% | 67 6% | 35 14% ^{defgh} | 21 6% ^{gh} | 20 5% | 22 6% ^{gh} | 9 3% | 11 3% | 56 10% ^j | 63 4% | 77 8% ^l | 42 4% | 47 8% ^{op} | 38 6% | 16 4% | 18 4% | 72 6% | 47 5% | 110 6% | 8 5% |
| Mean | 0.93 | 0.99 ^b | 0.87 | 0.57 | 0.75 ^c | 0.86 ^c | 0.92 ^{cd} | 1.16 ^{cde} | 1.20 ^{cde} | 0.67 | 1.03 ⁱ | 0.75 | 1.10 ^k | 0.84 | 0.82 | 1.07 ^{mn} | 1.07 ^{mn} | 0.88 | 1.00 ^q | 0.94 | 0.90 |
| Standard deviation | 0.92 | 0.91 | 0.93 | 1.00 | 0.92 | 0.91 | 0.91 | 0.85 | 0.84 | 0.96 | 0.89 | 0.94 | 0.87 | 0.96 | 0.90 | 0.90 | 0.89 | 0.93 | 0.91 | 0.92 | 0.91 |
| Standard error | 0.02 | 0.03 | 0.03 | 0.06 | 0.05 | 0.05 | 0.05 | 0.05 | 0.04 | 0.04 | 0.02 | 0.03 | 0.03 | 0.04 | 0.04 | 0.04 | 0.04 | 0.03 | 0.03 | 0.02 | 0.07 |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j - k/l - m/n/o/p - q/r - s/t

Trust in Charities 2018

ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 37
Q6. To what extent do you agree or disagree with the following statements?
Base: All respondents
Charities spend too much of their funds on salaries and administration

| | Total | Region | | | | | | | | | | Trust in Charities | | | Trust in Charities II | | | Importance of Charities | Change in trust | | |
|--------------------------------|-------------|---------------------------|-------------------------|-------------------------|------------------------|-------------------|---------------------------|--------------------|------------|--------------------------|----------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|-------------------------|-------------------------|--------------------------|-------------------------|
| | | North East (a) | North West (b) | Yorkshire & Humber (c) | West Midlands (d) | East Midlands (e) | Wales (f) | East of London (g) | London (h) | South East (i) | South West (j) | 8-10 (k) | 3-7 (l) | 0-2 (m) | 7-10 (n) | 4-6 (o) | 0-3 (p) | Essential | In-creased (r) | De-creased (s) | Stayed the same (t) |
| Unweighted base | 2059 | 95 | 244 | 217 | 204 | 166 | 120 | 235 | 303 | 301 | 174 | 359 | 1472 | 228 | 759 | 909 | 391 | 419 | 98 | 931 | 982 |
| Weighted base | 2059 | 102* | 265 | 204 | 204 | 183 | 122 | 204 | 285 | 285 | 204 | 356 | 1476 | 228 | 759 | 907 | 392 | 419 | 97* | 929 | 983 |
| NET: Agree | 1389 67% | 72 71% | 180 68% | 139 68% | 128 63% | 128 70% | 93 76% ^{dh} | 135 66% | 186 65% | 188 66% | 140 69% | 164 46% | 1018 69% ^k | 207 91% ^{kl} | 388 51% | 649 72% ⁿ | 352 90% ^{no} | 260 62% | 53 55% | 777 84% ^{rt} | 542 55% |
| Strongly agree (+2) | 665 32% | 25 24% | 90 34% ⁱ | 75 37% ^{ai} | 66 32% | 60 33% | 54 44% ^{adgh} | 65 32% | 88 31% | 73 26% | 69 34% | 59 17% | 439 30% ^k | 167 73% ^{kl} | 120 16% | 283 31% ⁿ | 263 67% ^{no} | 114 27% | 17 17% | 459 49% ^{rt} | 185 19% |
| Tend to agree (+1) | 724 35% | 48 47% ^{abcd} | 90 34% ^{gh} | 63 31% | 62 31% | 67 37% | 39 32% | 70 34% | 98 34% | 115 40% ^{cd} | 71 35% | 105 29% ^m | 579 39% ^{km} | 40 18% | 267 35% ^p | 367 40% ^{np} | 90 23% | 146 35% | 36 38% | 317 34% | 357 36% |
| Neither agree nor disagree (0) | 551 27% | 22 22% | 68 26% | 56 27% | 61 30% ^f | 50 27% | 23 19% | 54 26% | 79 28% | 84 29% ^f | 54 26% | 144 40% ^{lm} | 392 27% ^m | 15 7% | 289 38% ^{op} | 231 25% ^p | 32 8% | 117 28% | 28 29% ^s | 120 13% | 372 38% ^s |
| Tend to disagree (-1) | 105 5% | 8 7% | 15 6% | 8 4% | 13 6% | 6 3% | 6 5% | 12 6% | 19 7% | 11 4% | 8 4% | 41 12% ^{lm} | 61 4% | 3 1% | 73 10% ^{op} | 27 3% | 5 1% | 35 8% | 10 10% ^s | 30 3% | 65 7% ^s |
| Strongly disagree (-2) | 14 1% | - - | 1 * | 1 * | 1 1% | - - | 1 1% | 3 1% | 1 * | 3 1% | 3 1% | 7 2% ^l | 5 * | 2 1% | 10 1% ^o | 1 * | 3 1% ^o | 8 2% | 6 6% st | 3 * | 5 * |
| NET: Disagree | 119 6% | 8 7% | 16 6% | 9 5% | 14 7% | 6 3% | 7 6% | 15 7% | 20 7% | 14 5% | 10 5% | 48 14% ^{lm} | 66 4% | 5 2% | 83 11% ^{op} | 27 3% | 8 2% | 42 10% | 16 17% st | 33 4% | 69 7% ^s |
| Mean | 0.93 | 0.88 | 0.95 | 1.00 | 0.88 | 0.99 | 1.14 ^{adg} | 0.89 | 0.88 | 0.86 | 0.96 | 0.47 | 0.94 ^k | 1.61 ^{kl} | 0.55 | 1.00 ⁿ | 1.54 ^{no} | 0.77 | 0.49 | 1.29 ^{rt} | 0.66 |
| Standard deviation | 0.92 | 0.87 | 0.93 | 0.92 | 0.96 | 0.86 | 0.94 | 0.97 | 0.94 | 0.88 | 0.93 | 0.96 | 0.87 | 0.76 | 0.91 | 0.83 | 0.77 | 1.00 | 1.09 | 0.83 | 0.87 |
| Standard error | 0.02 | 0.09 | 0.06 | 0.06 | 0.07 | 0.07 | 0.09 | 0.06 | 0.05 | 0.05 | 0.07 | 0.05 | 0.02 | 0.05 | 0.03 | 0.03 | 0.04 | 0.05 | 0.11 | 0.03 | 0.03 |

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j - k/l/m - n/o/p - r/s/t
 * small base

Trust in Charities 2018
ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 38

Q6. To what extent do you agree or disagree with the following statements?

Base: All respondents

Charities spend too much of their funds on salaries and administration

| | Total | Heard of the CC | | Knowledge of CC | | Importance of CC |
|--------------------------------|-------------|-------------------------|-------------------------|----------------------|------------------------------|------------------|
| | | Yes (a) | No (b) | Very/Fairly well (c) | Not at all/Not very well (d) | Essential |
| Unweighted base | 2059 | 1077 | 982 | 272 | 755 | 1015 |
| Weighted base | 2059 | 1072 | 987 | 267 | 756 | 1013 |
| NET: Agree | 1389 67% | 772 72% ^b | 617 62% | 185 69% | 558 74% | 726 72% |
| Strongly agree (+2) | 665 32% | 390 36% ^b | 275 28% | 90 34% | 281 37% | 360 36% |
| Tend to agree (+1) | 724 35% | 382 36% | 342 35% | 95 36% | 277 37% | 366 36% |
| Neither agree nor disagree (0) | 551 27% | 236 22% | 315 32% ^a | 60 23% | 159 21% | 225 22% |
| Tend to disagree (-1) | 105 5% | 58 5% | 48 5% | 20 8% | 34 5% | 54 5% |
| Strongly disagree (-2) | 14 1% | 6 1% | 8 1% | 2 1% | 4 1% | 8 1% |
| NET: Disagree | 119 6% | 64 6% | 55 6% | 22 8% | 39 5% | 62 6% |
| Mean | 0.93 | 1.02 ^b | 0.84 | 0.94 | 1.05 | 1.00 |
| Standard deviation | 0.92 | 0.92 | 0.91 | 0.96 | 0.90 | 0.93 |
| Standard error | 0.02 | 0.03 | 0.03 | 0.06 | 0.03 | 0.03 |

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d

Trust in Charities 2018

ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 39
Q6. To what extent do you agree or disagree with the following statements?

Base: All respondents

Most charities are trustworthy and act in the public interest

| | Gender | | | Age | | | | | | Age II | | Age III | | Social Grade | | | | Working Status | | Ethnicity | | |
|----------------------------|--------|------|--------|-------|-------|-------|-------|-------|------|--------|------|---------|------|--------------|------|------|------|----------------|-------------|-----------|-----------|------|
| | Total | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | 18-34 | 35+ | 18-44 | 45+ | AB | C1 | C2 | DE | Working | Not working | White | Non White | |
| | (a) | (b) | (c) | (d) | (e) | (f) | (g) | (h) | (i) | (j) | (k) | (l) | (m) | (n) | (o) | (p) | (q) | (r) | (s) | (t) | | |
| Unweighted base | 2059 | 1059 | 1000 | 265 | 310 | 370 | 368 | 290 | 456 | 575 | 1484 | 945 | 1114 | 580 | 592 | 404 | 483 | 1116 | 943 | 1867 | 176 | |
| Weighted base | 2059 | 1009 | 1050 | 247 | 330 | 391 | 350 | 309 | 432 | 577 | 1482 | 968 | 1091 | 562 | 603 | 437 | 457 | 1153 | 906 | 1874 | 170 | |
| NET: Agree | 1211 | 581 | 629 | 165 | 184 | 223 | 219 | 170 | 249 | 349 | 862 | 572 | 638 | 356 | 383 | 228 | 243 | 677 | 533 | 1112 | 91 | |
| | 59% | 58% | 60% | 67% | 56% | 57% | 63% | 55% | 58% | 60% | 58% | 59% | 59% | 63% | 64% | 52% | 53% | 59% | 59% | 59% | 54% | |
| Strongly agree | (+2) | 203 | 118 | 86 | 27 | 37 | 30 | 41 | 31 | 37 | 65 | 139 | 94 | 109 | 62 | 58 | 41 | 42 | 122 | 81 | 187 | 13 |
| | | 10% | 12% | 8% | 11% | 11% | 8% | 12% | 10% | 8% | 11% | 9% | 10% | 11% | 10% | 9% | 9% | 11% | 9% | 10% | 8% | |
| Tend to agree | (+1) | 1007 | 464 | 544 | 137 | 147 | 194 | 178 | 139 | 212 | 284 | 723 | 478 | 529 | 294 | 325 | 187 | 201 | 555 | 453 | 925 | 78 |
| | | 49% | 46% | 52% | 56% | 45% | 50% | 51% | 45% | 49% | 49% | 49% | 49% | 52% | 54% | 43% | 44% | 48% | 50% | 49% | 46% | |
| Neither agree nor disagree | (0) | 602 | 286 | 317 | 59 | 105 | 115 | 89 | 98 | 136 | 164 | 439 | 279 | 324 | 135 | 160 | 152 | 156 | 335 | 267 | 544 | 55 |
| | | 29% | 28% | 30% | 24% | 32% | 29% | 26% | 32% | 31% | 28% | 30% | 29% | 30% | 24% | 26% | 35% | 34% | 29% | 30% | 29% | 32% |
| Tend to disagree | (-1) | 200 | 108 | 92 | 19 | 33 | 42 | 34 | 31 | 41 | 52 | 148 | 94 | 106 | 59 | 52 | 44 | 45 | 115 | 85 | 179 | 18 |
| | | 10% | 11% | 9% | 8% | 10% | 11% | 10% | 10% | 9% | 9% | 10% | 10% | 10% | 10% | 9% | 10% | 10% | 10% | 9% | 10% | 11% |
| Strongly disagree | (-2) | 46 | 34 | 12 | 5 | 7 | 11 | 7 | 10 | 6 | 12 | 34 | 23 | 23 | 12 | 8 | 13 | 13 | 26 | 20 | 40 | 6 |
| | | 2% | 3% | 1% | 2% | 2% | 3% | 2% | 3% | 2% | 2% | 2% | 2% | 2% | 2% | 1% | 3% | 3% | 2% | 2% | 2% | 4% |
| NET: Disagree | | 246 | 142 | 104 | 24 | 40 | 53 | 41 | 40 | 47 | 64 | 182 | 117 | 129 | 71 | 60 | 57 | 58 | 141 | 105 | 218 | 25 |
| | | 12% | 14% | 10% | 10% | 12% | 14% | 12% | 13% | 11% | 11% | 12% | 12% | 13% | 10% | 13% | 13% | 12% | 12% | 12% | 12% | 14% |
| Mean | | 0.54 | 0.52 | 0.57 | 0.66 | 0.53 | 0.48 | 0.60 | 0.49 | 0.54 | 0.59 | 0.53 | 0.54 | 0.55 | 0.60 | 0.62 | 0.46 | 0.47 | 0.55 | 0.54 | 0.56 | 0.43 |
| Standard deviation | | 0.88 | 0.95 | 0.81 | 0.85 | 0.90 | 0.89 | 0.89 | 0.92 | 0.84 | 0.88 | 0.88 | 0.88 | 0.88 | 0.89 | 0.83 | 0.91 | 0.90 | 0.89 | 0.87 | 0.87 | 0.92 |
| Standard error | | 0.02 | 0.03 | 0.03 | 0.05 | 0.05 | 0.05 | 0.05 | 0.05 | 0.04 | 0.04 | 0.02 | 0.03 | 0.03 | 0.04 | 0.03 | 0.05 | 0.04 | 0.03 | 0.03 | 0.02 | 0.07 |

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j - k/l - m/n/o/p - q/r - s/t

Trust in Charities 2018

ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 40

Q6. To what extent do you agree or disagree with the following statements?

Base: All respondents

Most charities are trustworthy and act in the public interest

| | Total | Region | | | | | | | | | | Trust in Charities | | | Trust in Charities II | | | Importance of Charities | Change in trust | | |
|--------------------------------|-------------|----------------|----------------|----------------------------|--------------------|------------------------|-----------|------------------------|------------|----------------|--------------------|---------------------|---------------------|----------------------|-----------------------|---------------------|----------------------|-------------------------|-----------------|----------------------|---------------------|
| | | North East (a) | North West (b) | Yorkshire & Humberside (c) | West Midlands (d) | East Midlands (e) | Wales (f) | East-ern (g) | London (h) | South East (i) | South West (j) | 8-10 (k) | 3-7 (l) | 0-2 (m) | 7-10 (n) | 4-6 (o) | 0-3 (p) | Essential | In-creased (r) | De-creased (s) | Stayed the same (t) |
| Unweighted base | 2059 | 95 | 244 | 217 | 204 | 166 | 120 | 235 | 303 | 301 | 174 | 359 | 1472 | 228 | 759 | 909 | 391 | 419 | 98 | 931 | 982 |
| Weighted base | 2059 | 102* | 265 | 204 | 204 | 183 | 122 | 204 | 285 | 285 | 204 | 356 | 1476 | 228 | 759 | 907 | 392 | 419 | 97* | 929 | 983 |
| NET: Agree | 1211 59% | 59 58% | 163 61% | 121 59% | 116 57% | 120 65%hj | 68 55% | 128 63% | 159 56% | 168 59% | 109 54% | 315 89%lm | 871 59%m | 24 11% | 657 86%op | 491 54%p | 64 16% | 329 79% | 80 82%st | 432 47% | 684 70% s |
| Strongly agree (+2) | 203 10% | 11 11% | 31 12% | 15 7% | 16 8% | 18 15%cg | 15 7% | 33 12% | 28 10% | 19 10% | 111 31%lm | 89 6%m | 4 2% | 162 21%op | 34 4% | 8 2% | 95 23% | 30 31%st | 48 5% | 125 13% s | |
| Tend to agree (+1) | 1007 49% | 48 47% | 132 50% | 106 52% f | 100 49% | 105 57% f hj | 50 41% | 112 55% f hj | 126 44% | 140 49% | 90 44% | 204 57% m | 783 53% m | 20 9% | 495 65% op | 457 50% p | 56 14% | 234 56% | 50 52% | 384 41% | 558 57% s |
| Neither agree nor disagree (0) | 602 29% | 30 29% | 72 27% | 60 29% | 55 27% | 44 24% | 37 30% | 59 29% | 90 31% | 87 31% | 70 34% e | 38 11% | 481 33% k | 83 36% k | 96 13% | 350 39% n | 157 40% n | 63 15% | 11 11% | 313 34% rt | 246 25% r |
| Tend to disagree (-1) | 200 10% | 13 13% | 26 10% | 20 10% | 26 13% g | 14 8% | 15 12% | 14 7% | 29 10% | 25 9% | 18 9% | 2 1% | 111 7% k | 87 38% kl | 6 1% | 61 7% n | 133 34% no | 23 5% | 5 5% | 147 16% rt | 46 5% |
| Strongly disagree (-2) | 46 2% | - - | 4 2% | 4 2% | 7 3% | 6 3% | 3 3% | 3 2% | 8 3% | 5 2% | 7 4% | - - | 12 1% | 34 15% kl | 1 * | 6 1% | 39 10% no | 4 1% | 1 1% | 37 4% t | 8 1% |
| NET: Disagree | 246 12% | 13 13% | 30 11% | 23 11% | 33 16% g | 20 11% | 18 15% | 17 9% | 36 13% | 30 10% | 25 12% | 2 1% | 123 8% k | 121 53% kl | 7 1% | 67 7% n | 172 44% no | 27 6% | 6 6% | 184 20% rt | 54 6% |
| Mean | 0.54 | 0.55 | 0.60 | 0.53 | 0.46 | 0.60 | 0.53 | 0.60 | 0.52 | 0.57 | 0.47 | 1.19 lm | 0.56 m | -0.56 | 1.07 op | 0.50 p | -0.36 | 0.94 | 1.06 st | 0.28 | 0.76 s |
| Standard deviation | 0.88 | 0.85 | 0.88 | 0.84 | 0.93 | 0.87 | 0.97 | 0.79 | 0.92 | 0.85 | 0.91 | 0.64 | 0.75 | 0.91 | 0.62 | 0.71 | 0.91 | 0.83 | 0.86 | 0.93 | 0.76 |
| Standard error | 0.02 | 0.09 | 0.06 | 0.06 | 0.06 | 0.07 | 0.09 | 0.05 | 0.05 | 0.05 | 0.07 | 0.03 | 0.02 | 0.06 | 0.02 | 0.02 | 0.05 | 0.04 | 0.09 | 0.03 | 0.02 |

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j - k/l/m - n/o/p - r/s/t

* small base

Trust in Charities 2018
ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 41
Q6. To what extent do you agree or disagree with the following statements?
Base: All respondents
Most charities are trustworthy and act in the public interest

| | Total | Heard of the CC | | Knowledge of CC | | Importance of CC |
|--------------------------------|-------------|-------------------------|-------------------------|-------------------------|------------------------------|------------------|
| | | Yes (a) | No (b) | Very/Fairly well (c) | Not at all/Not very well (d) | Essential |
| Unweighted base | 2059 | 1077 | 982 | 272 | 755 | 1015 |
| Weighted base | 2059 | 1072 | 987 | 267 | 756 | 1013 |
| NET: Agree | 1211 59% | 700 65% ^b | 511 52% | 212 80% ^d | 456 60% | 651 64% |
| Strongly agree (+2) | 203 10% | 125 12% ^b | 78 8% | 66 25% ^d | 54 7% | 130 13% |
| Tend to agree (+1) | 1007 49% | 574 54% ^b | 433 44% | 146 55% | 402 53% | 522 51% |
| Neither agree nor disagree (0) | 602 29% | 259 24% | 343 35% ^a | 39 15% | 206 27% ^c | 245 24% |
| Tend to disagree (-1) | 200 10% | 88 8% | 111 11% ^a | 11 4% | 75 10% ^c | 99 10% |
| Strongly disagree (-2) | 46 2% | 25 2% | 21 2% | 4 1% | 19 2% | 18 2% |
| NET: Disagree | 246 12% | 113 11% | 133 13% ^a | 15 6% | 94 12% ^c | 117 12% |
| Mean | 0.54 | 0.64 ^b | 0.44 | 0.97 ^d | 0.53 | 0.64 |
| Standard deviation | 0.88 | 0.88 | 0.87 | 0.84 | 0.86 | 0.89 |
| Standard error | 0.02 | 0.03 | 0.03 | 0.05 | 0.03 | 0.03 |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d

Trust in Charities 2018

ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 42
Q6. To what extent do you agree or disagree with the following statements?
Base: All respondents
Some of the fundraising methods used by charities make me uncomfortable

| | Gender | | | Age | | | | | | Age II | | Age III | | Social Grade | | | | Working Status | | Ethnicity | |
|--------------------------------|-------------|-------------------------|-------------------------|---------------------------|--------------------------|--------------------------|--------------------------|---------------------------|----------------------------|-------------------------|--------------------------|-------------------------|-------------------------|-------------------------|-------------------------|----------------------|-------------------------|----------------|-----------------------|--------------------------|------------------------|
| | Total | Male (a) | Female (b) | 18-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-64 (g) | 65+ (h) | 18-34 (i) | 35+ (j) | 18-44 (k) | 45+ (l) | AB (m) | C1 (n) | C2 (o) | DE (p) | Working (q) | Not working (r) | White (s) | Non White (t) |
| Unweighted base | 2059 | 1059 | 1000 | 265 | 310 | 370 | 368 | 290 | 456 | 575 | 1484 | 945 | 1114 | 580 | 592 | 404 | 483 | 1116 | 943 | 1867 | 176 |
| Weighted base | 2059 | 1009 | 1050 | 247 | 330 | 391 | 350 | 309 | 432 | 577 | 1482 | 968 | 1091 | 562 | 603 | 437 | 457 | 1153 | 906 | 1874 | 170 |
| NET: Agree | 1311 64% | 701 70% ^b | 610 58% | 117 47% | 185 56% ^c | 237 61% ^c | 233 67% ^{cd} | 218 71% ^{cde} | 321 74% ^{cdef} | 302 52% | 1009 68% ⁱ | 539 56% | 772 71% ^k | 374 67% | 377 62% | 279 64% | 281 62% | 718 62% | 594 66% | 1216 65% ^t | 86 50% |
| Strongly agree (+2) | 484 24% | 265 26% ^b | 219 21% | 34 14% | 63 19% | 88 23% ^c | 92 26% ^{cd} | 92 30% ^{cde} | 115 27% ^{cd} | 97 17% | 387 26% ⁱ | 185 19% | 299 27% ^k | 136 24% | 128 21% | 100 23% | 121 26% ⁿ | 271 24% | 213 24% | 448 24% | 31 18% |
| Tend to agree (+1) | 827 40% | 436 43% ^b | 391 37% | 83 34% | 122 37% | 149 38% | 141 40% | 126 41% | 206 48% ^{cdef} | 205 36% | 622 42% ⁱ | 354 37% | 473 43% ^k | 238 42% ^p | 249 41% ^p | 179 41% | 161 35% | 447 39% | 380 42% | 767 41% ^t | 55 32% |
| Neither agree nor disagree (0) | 538 26% | 223 22% | 315 30% ^a | 84 34% ^{fgh} | 97 29% ^h | 116 30% ^{gh} | 88 25% ^h | 70 23% | 83 19% | 181 31% ^j | 357 24% | 297 31% ^l | 241 22% | 123 22% | 165 27% ^m | 114 26% | 136 30% ^m | 315 27% | 223 25% | 470 25% | 65 38% ^s |
| Tend to disagree (-1) | 189 9% | 78 8% | 111 11% ^a | 43 17% ^{efgh} | 40 12% ^{gh} | 34 9% | 27 8% | 21 7% | 24 5% | 83 14% ^j | 106 7% | 117 12% ^l | 72 7% | 58 10% | 59 10% | 36 8% | 36 8% | 107 9% | 82 9% | 171 9% | 17 10% |
| Strongly disagree (-2) | 21 1% | 7 1% | 14 1% | 3 1% ^g | 8 2% ^{fg} | 4 1% | 2 1% | - | 4 1% | 11 2% ^j | 10 1% | 15 2% ^l | 6 1% | 7 1% | 3 * | 8 2% ⁿ | 4 1% | 14 1% | 7 1% | 18 1% | 3 2% |
| NET: Disagree | 210 10% | 85 8% | 125 12% ^a | 46 19% ^{efgh} | 47 14% ^{fgh} | 38 10% | 29 8% | 21 7% | 28 6% | 94 16% ^j | 116 8% | 132 14% ^l | 78 7% | 65 11% | 62 10% | 44 10% | 40 9% | 121 10% | 89 10% | 189 10% | 20 11% |
| Mean | 0.76 | 0.87 ^b | 0.66 | 0.41 | 0.59 ^c | 0.72 ^c | 0.84 ^{cd} | 0.93 ^{cde} | 0.94 ^{cde} | 0.51 | 0.86 ⁱ | 0.60 | 0.90 ^k | 0.78 | 0.73 | 0.75 | 0.78 | 0.74 | 0.78 | 0.78 ^t | 0.56 |
| Standard deviation | 0.95 | 0.92 | 0.97 | 0.97 | 1.01 | 0.94 | 0.92 | 0.89 | 0.87 | 1.00 | 0.91 | 0.98 | 0.89 | 0.97 | 0.92 | 0.96 | 0.95 | 0.96 | 0.93 | 0.94 | 0.96 |
| Standard error | 0.02 | 0.03 | 0.03 | 0.06 | 0.06 | 0.05 | 0.05 | 0.05 | 0.04 | 0.04 | 0.02 | 0.03 | 0.03 | 0.04 | 0.04 | 0.05 | 0.04 | 0.03 | 0.03 | 0.02 | 0.07 |

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j - k/l - m/n/o/p - q/r - s/t

Trust in Charities 2018

ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 43

Q6. To what extent do you agree or disagree with the following statements?

Base: All respondents

Some of the fundraising methods used by charities make me uncomfortable

| | Total | Region | | | | | | | | | | Trust in Charities | | | Trust in Charities II | | | Importance of Charities | Change in trust | | |
|--------------------------------|-------------|----------------|----------------|----------------------------|-------------------|-------------------|-----------|-------------|------------|----------------|----------------|--------------------|--------------|--------------|-----------------------|-------------|--------------|-------------------------|-----------------|----------------|---------------------|
| | | North East (a) | North West (b) | Yorkshire & Humberside (c) | West Midlands (d) | East Midlands (e) | Wales (f) | Eastern (g) | London (h) | South East (i) | South West (j) | 8-10 (k) | 3-7 (l) | 0-2 (m) | 7-10 (n) | 4-6 (o) | 0-3 (p) | Essential | In-creased (r) | De-creased (s) | Stayed the same (t) |
| Unweighted base | 2059 | 95 | 244 | 217 | 204 | 166 | 120 | 235 | 303 | 301 | 174 | 359 | 1472 | 228 | 759 | 909 | 391 | 419 | 98 | 931 | 982 |
| Weighted base | 2059 | 102* | 265 | 204 | 204 | 183 | 122 | 204 | 285 | 285 | 204 | 356 | 1476 | 228 | 759 | 907 | 392 | 419 | 97* | 929 | 983 |
| NET: Agree | 1311 64% | 66 65% | 169 64% | 132 65% | 120 59% | 128 70%dj | 80 65% | 134 66% | 180 63% | 181 64% | 121 59% | 176 49% | 944 64%k | 191 84%kl | 421 55% | 577 64%n | 313 80%no | 258 62% | 58 59% | 721 78%rt | 514 52% |
| Strongly agree (+2) | 484 24% | 25 25% | 61 23% | 56 27% | 48 24% | 43 23% | 30 24% | 50 25% | 65 23% | 62 22% | 45 22% | 43 12% | 310 21%k | 132 58%kl | 102 13% | 192 21%n | 191 49%no | 96 23% | 18 19% | 316 34%rt | 145 15% |
| Tend to agree (+1) | 827 40% | 41 40% | 109 41% | 76 37% | 72 35% | 86 47%d | 50 41% | 84 41% | 115 40% | 120 42% | 76 37% | 133 37%lm | 634 43%lm | 60 26% | 319 42%p | 385 42%p | 122 31% | 162 39% | 39 41% | 405 44%t | 369 37% |
| Neither agree nor disagree (0) | 538 26% | 21 20% | 72 27% | 54 26% | 62 30%e | 38 21% | 33 27% | 46 23% | 77 27% | 79 28% | 54 27% | 106 30%lm | 406 28%lm | 25 11% | 219 29%p | 263 29%p | 55 14% | 100 24% | 20 21% | 152 16% | 339 34%rs |
| Tend to disagree (-1) | 189 9% | 13 13% | 21 8% | 18 9% | 19 9% | 17 9% | 8 6% | 22 11% | 25 9% | 20 7% | 27 13%i | 63 18%lm | 119 8%lm | 8 3% | 106 14%op | 64 7% | 19 5% | 52 12% | 14 14%st | 53 6% | 119 12%st |
| Strongly disagree (-2) | 21 1% | 2 2% | 2 1% | 1 * | 3 1% | - - | 2 2% | 2 1% | 3 1% | 4 2% | 2 1% | 11 3%l | 6 * | 3 2% | 14 2%o | 3 * | 5 1% | 9 2% | 5 6%st | 4 * | 12 1% |
| NET: Disagree | 210 10% | 15 15% | 23 9% | 18 9% | 22 11% | 17 9% | 10 8% | 23 11% | 28 10% | 25 9% | 28 14% | 74 21%lm | 125 8% | 11 5% | 119 16%op | 67 7% | 24 6% | 61 15% | 19 20%st | 57 6% | 131 13%st |
| Mean | 0.76 | 0.73 | 0.77 | 0.83 | 0.70 | 0.84 | 0.80 | 0.78 | 0.75 | 0.75 | 0.67 | 0.38 | 0.76k | 1.35kl | 0.51 | 0.77n | 1.21no | 0.68 | 0.53 | 1.05rt | 0.53 |
| Standard deviation | 0.95 | 1.04 | 0.92 | 0.95 | 0.98 | 0.89 | 0.93 | 0.97 | 0.94 | 0.93 | 0.99 | 1.01 | 0.89 | 0.91 | 0.95 | 0.87 | 0.94 | 1.03 | 1.12 | 0.88 | 0.93 |
| Standard error | 0.02 | 0.11 | 0.06 | 0.06 | 0.07 | 0.07 | 0.09 | 0.06 | 0.05 | 0.05 | 0.07 | 0.05 | 0.02 | 0.06 | 0.03 | 0.03 | 0.05 | 0.05 | 0.11 | 0.03 | 0.03 |

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j - k/l/m - n/o/p - r/s/t

* small base

Trust in Charities 2018
ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 44
Q6. To what extent do you agree or disagree with the following statements?
Base: All respondents
Some of the fundraising methods used by charities make me uncomfortable

| | Total | Heard of the CC | | Knowledge of CC | | Importance of CC |
|--------------------------------|-------------|-------------------------|-------------------------|----------------------|------------------------------|------------------|
| | | Yes (a) | No (b) | Very/Fairly well (c) | Not at all/Not very well (d) | Essential |
| Unweighted base | 2059 | 1077 | 982 | 272 | 755 | 1015 |
| Weighted base | 2059 | 1072 | 987 | 267 | 756 | 1013 |
| NET: Agree | 1311 64% | 775 72% ^b | 536 54% | 191 72% | 551 73% | 681 67% |
| Strongly agree (+2) | 484 24% | 308 29% ^b | 177 18% | 74 28% | 216 29% | 281 28% |
| Tend to agree (+1) | 827 40% | 468 44% ^b | 359 36% | 117 44% | 334 44% | 400 40% |
| Neither agree nor disagree (0) | 538 26% | 201 19% | 336 34% ^a | 49 18% | 141 19% | 235 23% |
| Tend to disagree (-1) | 189 9% | 86 8% | 103 10% | 25 9% | 57 8% | 86 9% |
| Strongly disagree (-2) | 21 1% | 10 1% | 11 1% | 3 1% | 7 1% | 11 1% |
| NET: Disagree | 210 10% | 96 9% | 114 12% ^a | 27 10% | 64 8% | 97 10% |
| Mean | 0.76 | 0.91 ^b | 0.59 | 0.88 | 0.92 | 0.84 |
| Standard deviation | 0.95 | 0.93 | 0.94 | 0.95 | 0.92 | 0.96 |
| Standard error | 0.02 | 0.03 | 0.03 | 0.06 | 0.03 | 0.03 |

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d

Trust in Charities 2018

ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 45

Q7. Overall, how important a role do you think charities play in society today?

Base: All respondents

| | Gender | | | Age | | | | | | Age II | | Age III | | Social Grade | | | | Working Status | | Ethnicity | |
|-------------------------------------|---------|-----------------|-------------------|-------------------|-------------------|--------------|-------------------|-------------------|------------------|--------------|------------------|--------------|-------------------|-------------------|--------------------|-----------------|------------------|----------------|-----------------------|--------------|---------------------|
| | Total | Male (a) | Female (b) | 18-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-64 (g) | 65+ (h) | 18-34 (i) | 35+ (j) | 18-44 (k) | 45+ (l) | AB (m) | C1 (n) | C2 (o) | DE (p) | Working (q) | Not working (r) | White (s) | Non White (t) |
| Unweighted base | 2059 | 1059 | 1000 | 265 | 310 | 370 | 368 | 290 | 456 | 575 | 1484 | 945 | 1114 | 580 | 592 | 404 | 483 | 1116 | 943 | 1867 | 176 |
| Weighted base | 2059 | 1009 | 1050 | 247 | 330 | 391 | 350 | 309 | 432 | 577 | 1482 | 968 | 1091 | 562 | 603 | 437 | 457 | 1153 | 906 | 1874 | 170 |
| NET: Essential/ Very important | 1199 | 549 | 650 | 135 | 185 | 216 | 219 | 193 | 252 | 320 | 879 | 536 | 663 | 345 | 375 | 230 | 249 | 682 | 517 | 1103 | 88 |
| | 58% | 54% | 62% ^a | 54% | 56% | 55% | 62% ^{ce} | 62% | 58% | 55% | 59% | 55% | 61% ^k | 61% ^{op} | 62% ^{op} | 53% | 54% | 59% | 57% | 59% | 52% |
| Essential | (5) 419 | 190 | 228 | 35 | 64 | 75 | 74 | 78 | 93 | 99 | 320 | 173 | 245 | 121 | 134 | 76 | 88 | 234 | 185 | 383 | 33 |
| | 20% | 19% | 22% | 14% | 19% | 19% | 21% ^c | 25% ^c | 21% ^c | 17% | 22% ⁱ | 18% | 22% ^k | 21% | 22% | 17% | 19% | 20% | 20% | 20% | 19% |
| Very important | (4) 780 | 359 | 421 | 100 | 121 | 141 | 144 | 114 | 159 | 221 | 559 | 363 | 418 | 224 | 241 | 154 | 161 | 449 | 332 | 720 | 56 |
| | 38% | 36% | 40% ^a | 40% | 37% | 36% | 41% | 37% | 37% | 38% | 38% | 37% | 38% | 40% | 40% | 35% | 35% | 39% | 37% | 38% | 33% |
| Fairly important | (3) 654 | 339 | 314 | 93 | 104 | 130 | 102 | 87 | 139 | 196 | 458 | 326 | 328 | 178 | 181 | 149 | 146 | 356 | 297 | 587 | 63 |
| | 32% | 34% | 30% | 38% ^{fg} | 31% | 33% | 29% | 28% | 32% | 34% | 31% | 34% | 30% | 32% | 30% | 34% | 32% | 31% | 33% | 31% | 37% |
| Not very important | (2) 91 | 67 | 23 | 11 | 11 | 19 | 16 | 10 | 24 | 22 | 69 | 40 | 50 | 23 | 23 | 25 | 20 | 47 | 44 | 81 | 8 |
| | 4% | 7% ^b | 2% | 5% | 3% | 5% | 5% | 3% | 6% | 4% | 5% | 4% | 5% | 4% | 4% | 6% | 4% | 4% | 5% | 4% | 5% |
| Not at all important | (1) 24 | 19 | 5 | 2 | 7 | 5 | 2 | 5 | 4 | 8 | 15 | 14 | 10 | 6 | 3 | 6 | 8 | 13 | 11 | 20 | 3 |
| | 1% | 2% ^b | * | 1% | 2% | 1% | 1% | 2% | 1% | 1% | 1% | 1% | 1% | 1% | * | 1% | 2% ⁿ | 1% | 1% | 1% | 2% |
| NET: Not at all/ Not very important | 114 | 86 | 29 | 13 | 17 | 24 | 18 | 15 | 27 | 30 | 84 | 54 | 61 | 29 | 26 | 31 | 28 | 60 | 54 | 102 | 12 |
| | 6% | 9% ^b | 3% | 5% | 5% | 6% | 5% | 5% | 6% | 5% | 6% | 6% | 6% | 5% | 4% | 7% ⁿ | 6% | 5% | 6% | 5% | 7% |
| Don't know | 92 | 35 | 57 | 7 | 24 | 22 | 11 | 14 | 14 | 30 | 62 | 52 | 39 | 10 | 22 | 26 | 34 | 54 | 38 | 82 | 8 |
| | 4% | 3% | 5% ^a | 3% | 7% ^{cfh} | 6% | 3% | 5% | 3% | 5% | 4% | 5% | 4% | 2% | 4% | 6% ^m | 7% ^{mn} | 5% | 4% | 4% | 4% |
| Mean | 3.75 | 3.65 | 3.85 ^a | 3.64 | 3.74 | 3.71 | 3.81 ^c | 3.85 ^c | 3.75 | 3.70 | 3.77 | 3.70 | 3.80 ^k | 3.78 ^o | 3.83 ^{op} | 3.65 | 3.71 | 3.77 | 3.73 | 3.76 | 3.65 |
| Standard deviation | 0.88 | 0.93 | 0.82 | 0.81 | 0.90 | 0.89 | 0.85 | 0.91 | 0.89 | 0.86 | 0.89 | 0.88 | 0.89 | 0.87 | 0.85 | 0.90 | 0.91 | 0.87 | 0.89 | 0.88 | 0.93 |
| Standard error | 0.02 | 0.03 | 0.03 | 0.05 | 0.05 | 0.05 | 0.05 | 0.05 | 0.04 | 0.04 | 0.02 | 0.03 | 0.03 | 0.04 | 0.04 | 0.05 | 0.04 | 0.03 | 0.03 | 0.02 | 0.07 |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j - k/l - m/n/o/p - q/r - s/t

Trust in Charities 2018

ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 46

Q7. Overall, how important a role do you think charities play in society today?

Base: All respondents

| | Total | Region | | | | | | | | | | Trust in Charities | | | Trust in Charities II | | | Importance of Charities | Change in trust | | |
|-------------------------------------|-------------|------------------------|----------------|------------------------|-------------------------|-----------------------|-----------------------|-------------|------------------------|------------------------|------------------------|--------------------------|-------------------------|-------------------------|--------------------------|-------------------------|-------------------------|-------------------------|-------------------------|-------------------------|-------------------------|
| | | North East (a) | North West (b) | Yorkshire & Humber (c) | West Midlands (d) | East Midlands (e) | Wales (f) | Eastern (g) | London (h) | South East (i) | South West (j) | 8-10 (k) | 3-7 (l) | 0-2 (m) | 7-10 (n) | 4-6 (o) | 0-3 (p) | Essential | In-creased (r) | De-creased (s) | Stayed the same (t) |
| Unweighted base | 2059 | 95 | 244 | 217 | 204 | 166 | 120 | 235 | 303 | 301 | 174 | 359 | 1472 | 228 | 759 | 909 | 391 | 419 | 98 | 931 | 982 |
| Weighted base | 2059 | 102* | 265 | 204 | 204 | 183 | 122 | 204 | 285 | 285 | 204 | 356 | 1476 | 228 | 759 | 907 | 392 | 419 | 97* | 929 | 983 |
| NET: Essential/ Very important | 1199 58% | 63 62% | 152 57% | 109 54% | 130 64% _c | 101 55% | 70 57% | 120 59% | 166 58% | 174 61% | 114 56% | 304 85% _{lm} | 826 56% _m | 69 30% | 598 79% _{op} | 479 53% _p | 122 31% | 419 100% | 80 83% _{st} | 504 54% | 594 60% _s |
| Essential (5) | 419 20% | 26 25% _c | 43 16% | 29 14% | 44 22% _c | 35 19% | 25 21% | 41 20% | 64 22% _c | 64 24% _c | 48 22% _c | 138 39% _{lm} | 252 17% | 30 13% | 239 32% _{op} | 142 16% _p | 37 10% | 419 100% | 24 25% | 178 19% | 213 22% |
| Very important (4) | 780 38% | 37 37% | 109 41% | 80 39% | 86 42% | 66 36% | 45 36% | 79 39% | 102 36% | 110 38% | 66 33% | 166 47% _{lm} | 575 39% _m | 39 17% | 359 47% _{op} | 337 37% _p | 84 21% | - | 56 58% _{st} | 326 35% | 381 39% |
| Fairly important (3) | 654 32% | 33 33% | 85 32% | 71 35% | 53 26% | 63 34% | 37 30% | 64 31% | 95 33% | 92 32% | 62 30% | 48 14% | 529 36% _k | 77 34% _k | 152 20% | 341 38% _n | 160 41% _n | - | 16 16% | 324 35% _r | 301 31% _r |
| Not very important (2) | 91 4% | 3 3% | 11 4% | 9 4% | 10 5% | 10 6% _i | 8 6% _i | 10 5% | 12 4% | 6 2% | 11 6% _i | 1 * | 48 3% _k | 42 18% _{kl} | 3 * | 30 3% _n | 58 15% _{no} | - | - | 58 6% _{rt} | 33 3% |
| Not at all important (1) | 24 1% | - | 3 1% | 4 2% | 1 1% | 3 2% | 2 2% | 2 1% | 2 1% | 3 1% | 4 2% | - | 6 * | 18 8% _{kl} | - | 2 * | 21 5% _{no} | - | - | 18 2% _t | 5 * |
| NET: Not at all/ Not very important | 114 6% | 3 3% | 15 6% | 13 6% | 11 6% | 14 8% _i | 10 8% _i | 11 6% | 14 5% | 9 3% | 15 7% _i | 1 * | 53 4% _k | 60 26% _{kl} | 3 * | 32 4% _n | 79 20% _{no} | - | - | 76 8% _{rt} | 37 4% |
| Don't know | 92 4% | 2 2% | 13 5% | 11 5% | 9 5% | 6 3% | 6 5% | 9 4% | 11 4% | 11 4% | 13 6% | 2 1% | 67 5% _k | 23 10% _{kl} | 6 1% | 55 6% _n | 31 8% _n | - | 1 1% | 25 3% | 51 5% _s |
| Mean | 3.75 | 3.86 _c | 3.70 | 3.63 | 3.83 _c | 3.67 | 3.71 | 3.76 | 3.78 | 3.82 _c | 3.75 | 4.25 _{lm} | 3.72 _m | 3.10 | 4.11 _{op} | 3.69 _p | 3.16 | 5.00 | 4.09 _{st} | 3.65 | 3.82 _s |
| Standard deviation | 0.88 | 0.84 | 0.85 | 0.86 | 0.86 | 0.92 | 0.94 | 0.87 | 0.88 | 0.85 | 0.96 | 0.69 | 0.81 | 1.15 | 0.72 | 0.80 | 1.01 | 0.00 | 0.64 | 0.93 | 0.84 |
| Standard error | 0.02 | 0.09 | 0.06 | 0.06 | 0.06 | 0.07 | 0.09 | 0.06 | 0.05 | 0.05 | 0.07 | 0.04 | 0.02 | 0.08 | 0.03 | 0.03 | 0.05 | 0.00 | 0.06 | 0.03 | 0.03 |

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j - k/l/m - n/o/p - r/s/t

* small base

Trust in Charities 2018
ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 47

Q7. Overall, how important a role do you think charities play in society today?

Base: All respondents

| | Total | Heard of the CC | | Knowledge of CC | | Importance of CC |
|-------------------------------------|-------------------|-----------------|-------------|----------------------|------------------------------|------------------|
| | | Yes (a) | No (b) | Very/Fairly well (c) | Not at all/Not very well (d) | Essential |
| Unweighted base | 2059 | 1077 | 982 | 272 | 755 | 1015 |
| Weighted base | 2059 | 1072 | 987 | 267 | 756 | 1013 |
| NET: Essential/ Very important | 1199 58% | 695 65%b | 504 51% | 197 74%d | 463 61% | 723 71% |
| Essential | (5) 419 20% | 278 26%b | 141 14% | 86 32%d | 176 23% | 316 31% |
| Very important | (4) 780 38% | 417 39% | 363 37% | 110 41% | 287 38% | 407 40% |
| Fairly important | (3) 654 32% | 307 29% | 346 35%a | 57 21% | 238 31%c | 237 23% |
| Not very important | (2) 91 4% | 44 4% | 46 5% | 9 3% | 35 5% | 24 2% |
| Not at all important | (1) 24 1% | 11 1% | 13 1% | 1 * | 9 1% | 7 1% |
| NET: Not at all/ Not very important | 114 6% | 55 5% | 60 6% | 10 4% | 44 6% | 30 3% |
| Don't know | 92 4% | 15 1% | 77 8%a | 3 1% | 11 1% | 22 2% |
| Mean | 3.75 | 3.86b | 3.63 | 4.03d | 3.79 | 4.01 |
| Standard deviation | 0.88 | 0.89 | 0.86 | 0.85 | 0.90 | 0.84 |
| Standard error | 0.02 | 0.03 | 0.03 | 0.05 | 0.03 | 0.03 |

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d

Trust in Charities 2018
ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 48

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

| | Gender | | Age | | | | | | Age II | | Age III | | Social Grade | | | | Working Status | | Ethnicity | | |
|-----------------|-------------|-------------|---------------|-----------------|-----------------|-----------------|--------------|--------------|-----------------|---------------|--------------|---------------|--------------|------------|------------|-------------|----------------|----------------|-----------------------|--------------|---------------------|
| | Total | Male (a) | Female (b) | 18-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-64 (g) | 65+ (h) | 18-34 (i) | 35+ (j) | 18-44 (k) | 45+ (l) | AB (m) | C1 (n) | C2 (o) | DE (p) | Working (q) | Not working (r) | White (s) | Non White (t) |
| Unweighted base | 2059 | 1059 | 1000 | 265 | 310 | 370 | 368 | 290 | 456 | 575 | 1484 | 945 | 1114 | 580 | 592 | 404 | 483 | 1116 | 943 | 1867 | 176 |
| Weighted base | 2059 | 1009 | 1050 | 247 | 330 | 391 | 350 | 309 | 432 | 577 | 1482 | 968 | 1091 | 562 | 603 | 437 | 457 | 1153 | 906 | 1874 | 170 |
| Yes | 455 22% | 207 21% | 248 24% | 55 22% | 73 22% | 88 23% | 89 25%h | 76 25%h | 74 17% | 128 22% | 327 22% | 216 22% | 239 22% | 119 21% | 130 22% | 85 19% | 120 26%o | 234 20% | 221 24%q | 424 23% | 28 17% |
| No | 1513 73% | 752 75% | 761 72% | 171 69% | 231 70% | 281 72% | 252 72% | 228 74% | 349 81% g | 402 70% | 1111 75%i | 684 71% | 829 76%k | 419 75% | 439 73% | 337 77%p | 317 69% | 862 75% | 651 72% | 1379 74% | 126 74% |
| Don't know | 91 4% | 50 5% | 41 4% | 21 9% fgh | 25 8% fgh | 22 6% fgh | 9 3% | 4 1% | 9 2% | 46 8% j | 45 3% | 68 7% l | 23 2% | 23 4% | 34 6% | 14 3% | 20 4% | 57 5% | 34 4% | 72 4% | 16 10% s |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j - k/l - m/n/o/p - q/r - s/t

Trust in Charities 2018

ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 49

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 | | | | | | | | | | Trust in Charities | | | Trust in Charities II | | | Importance of Charities | Change in trust | | | |
|-----------------|-------------|------------------------|----------------|------------------------|-------------------|-------------------|-----------|---------------------|------------------------|----------------|------------------------|-------------------------|--------------------------|--------------------------|--------------------------|-------------------------|--------------------------|-----------------|-------------------------|--------------------------|-------------------------|
| | Total | North East (a) | North West (b) | Yorkshire & Humber (c) | West Midlands (d) | East Midlands (e) | Wales (f) | East of England (g) | London (h) | South East (i) | South West (j) | 8-10 (k) | 3-7 (l) | 0-2 (m) | 7-10 (n) | 4-6 (o) | 0-3 (p) | Essential | Increased (r) | Decreased (s) | Stayed the same (t) |
| Unweighted base | 2059 | 95 | 244 | 217 | 204 | 166 | 120 | 235 | 303 | 301 | 174 | 359 | 1472 | 228 | 759 | 909 | 391 | 419 | 98 | 931 | 982 |
| Weighted base | 2059 | 102* | 265 | 204 | 204 | 183 | 122 | 204 | 285 | 285 | 204 | 356 | 1476 | 228 | 759 | 907 | 392 | 419 | 97* | 929 | 983 |
| Yes | 455 22% | 31 30% ^j | 61 23% | 42 21% | 43 21% | 47 25% | 25 21% | 49 24% | 58 20% | 63 22% | 36 18% | 98 28% ^{lm} | 328 22% ^m | 29 13% | 206 27% ^{op} | 193 21% ^p | 57 15% | 136 32% | 56 58% st | 163 18% | 234 24% ^s |
| No | 1513 73% | 67 66% | 191 72% | 157 77% | 152 75% | 130 71% | 93 76% | 148 73% | 207 73% | 214 75% | 153 75% | 234 66% | 1086 74% ^k | 192 84% ^{kl} | 505 66% | 685 76% ⁿ | 323 82% ^{no} | 264 63% | 36 37% | 741 80% ^{rt} | 694 71% ^r |
| Don't know | 91 4% | 4 4% | 13 5% | 5 2% | 9 4% | 7 4% | 4 3% | 7 3% | 19 7% ^{ci} | 9 3% | 14 7% ^{ci} | 23 6% | 61 4% | 7 3% | 49 6% ^{op} | 29 3% | 12 3% | 19 5% | 4 5% | 25 3% | 55 6% ^s |

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j - k/l/m - n/o/p - r/s/t

* small base

Trust in Charities 2018
ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 50

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

| | Heard of the CC | | Knowledge of CC | | Importance of CC | |
|-----------------|-----------------|-------------------------|-------------------------|------------------------|------------------------------|------------|
| | Total | Yes (a) | No (b) | Very/Fairly well (c) | Not at all/Not very well (d) | Essential |
| Unweighted base | 2059 | 1077 | 982 | 272 | 755 | 1015 |
| Weighted base | 2059 | 1072 | 987 | 267 | 756 | 1013 |
| Yes | 455 22% | 286 27% ^b | 169 17% | 97 36% ^d | 178 24% | 247 24% |
| No | 1513 73% | 746 70% | 767 78% ^a | 162 61% | 548 72% ^c | 726 72% |
| Don't know | 91 4% | 41 4% | 50 5% | 8 3% | 30 4% | 40 4% |

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d

Trust in Charities 2018

ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 51

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

Base: All respondents

| | Gender | | Age | | | | | | Age II | | Age III | | Social Grade | | | | Working Status | | Ethnicity | | |
|-----------------|------------|-------------|---------------|---------------|--------------|--------------|--------------|---------------|----------------|--------------|-------------|--------------|--------------|-------------|------------|------------|----------------|----------------|-----------------------|--------------|---------------------|
| | Total | Male (a) | Female (b) | 18-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-64 (g) | 65+ (h) | 18-34 (i) | 35+ (j) | 18-44 (k) | 45+ (l) | AB (m) | C1 (n) | C2 (o) | DE (p) | Working (q) | Not working (r) | White (s) | Non White (t) |
| Unweighted base | 2059 | 1059 | 1000 | 265 | 310 | 370 | 368 | 290 | 456 | 575 | 1484 | 945 | 1114 | 580 | 592 | 404 | 483 | 1116 | 943 | 1867 | 176 |
| Weighted base | 2059 | 1009 | 1050 | 247 | 330 | 391 | 350 | 309 | 432 | 577 | 1482 | 968 | 1091 | 562 | 603 | 437 | 457 | 1153 | 906 | 1874 | 170 |
| Increased | 97 5% | 45 4% | 52 5% | 29 12%efgh | 29 9%efgh | 18 5%gh | 13 4%gh | 4 1% | 4 1% | 58 10%j | 39 3% | 76 8%l | 21 2% | 29 5% | 34 6% | 17 4% | 17 4% | 69 6%r | 28 3% | 84 4% | 12 7% |
| Stayed the same | 983 48% | 484 48% | 499 48% | 123 50%h | 172 52%h | 199 51%h | 176 50%h | 140 45% | 174 40% | 294 51% | 689 46% | 493 51%l | 490 45% | 257 46% | 300 50% | 204 47% | 222 49% | 572 50% | 412 45% | 897 48% | 80 47% |
| Decreased | 929 45% | 460 46% | 470 45% | 86 35% | 110 33% | 168 43%cd | 156 44%cd | 159 51%cde | 251 58%cdef | 196 34% | 734 49%i | 364 38% | 565 52%k | 270 48%n | 255 42% | 201 46% | 203 44% | 483 42% | 447 49%q | 849 45% | 74 43% |
| Don't know | 49 2% | 21 2% | 29 3% | 10 4%eh | 19 6%efgh | 6 1% | 6 2% | 6 2% | 3 1% | 29 5%j | 21 1% | 35 4%l | 15 1% | 5 1% | 14 2% | 14 3%m | 15 3%m | 30 3% | 19 2% | 45 2% | 5 3% |

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j - k/l - m/n/o/p - q/r - s/t

Trust in Charities 2018

ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 52

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

Base: All respondents

| | Region | | | | | | | | | | | Trust in Charities | | | Trust in Charities II | | | Importance of Charities | Change in trust | | |
|-----------------|------------|----------------|----------------|------------------------|-------------------|-------------------|-----------|---------------------|------------|----------------|----------------|--------------------|-------------|--------------|-----------------------|-------------|--------------|-------------------------|-----------------|---------------|---------------------|
| | Total | North East (a) | North West (b) | Yorkshire & Humber (c) | West Midlands (d) | East Midlands (e) | Wales (f) | East of England (g) | London (h) | South East (i) | South West (j) | 8-10 (k) | 3-7 (l) | 0-2 (m) | 7-10 (n) | 4-6 (o) | 0-3 (p) | Essential | Increased (r) | Decreased (s) | Stayed the same (t) |
| Unweighted base | 2059 | 95 | 244 | 217 | 204 | 166 | 120 | 235 | 303 | 301 | 174 | 359 | 1472 | 228 | 759 | 909 | 391 | 419 | 98 | 931 | 982 |
| Weighted base | 2059 | 102* | 265 | 204 | 204 | 183 | 122 | 204 | 285 | 285 | 204 | 356 | 1476 | 228 | 759 | 907 | 392 | 419 | 97* | 929 | 983 |
| Increased | 97 5% | 3 3% | 15 6% | 10 5% | 13 6%j | 8 4% | 6 5% | 8 4% | 15 5% | 15 5% | 4 2% | 44 12%lm | 52 4%m | 2 1% | 67 9%op | 27 3%p | 3 1% | 24 6% | 97 100%st | - | - |
| Stayed the same | 983 48% | 51 50% | 120 45% | 84 41% | 86 42% | 84 46% | 63 51% | 108 53%cd | 136 48% | 143 50%c | 108 53%cd | 243 68%lm | 692 47%m | 48 21% | 484 64%op | 413 45%p | 87 22% | 213 51% | - | - | 983 100%rs |
| Decreased | 929 45% | 47 46% | 124 47% | 106 52%gi | 95 47% | 88 48% | 50 41% | 85 41% | 128 45% | 119 42% | 89 44% | 64 18% | 691 47%k | 174 77%kl | 193 25% | 440 48%n | 296 76%no | 178 42% | - | 929 100%rt | - |
| Don't know | 49 2% | 1 1% | 7 3% | 4 2% | 10 5%j | 4 2% | 3 3% | 3 2% | 6 2% | 9 3% | 2 1% | 6 2% | 40 3% | 3 1% | 15 2% | 28 3% | 6 2% | 5 1% | - | - | - |

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j - k/l/m - n/o/p - r/s/t

* small base

Trust in Charities 2018
ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 53

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

Base: All respondents

| | Heard of the CC | | Knowledge of CC | | Importance of CC | |
|-----------------|-----------------|-------------------------|-----------------------|------------------------|------------------------------|------------|
| | Total | Yes (a) | No (b) | Very/Fairly well (c) | Not at all/Not very well (d) | Essential |
| Unweighted base | 2059 | 1077 | 982 | 272 | 755 | 1015 |
| Weighted base | 2059 | 1072 | 987 | 267 | 756 | 1013 |
| Increased | 97 5% | 47 4% | 50 5% | 28 11% ^d | 17 2% | 37 4% |
| Stayed the same | 983 48% | 496 46% | 488 49% | 134 50% | 342 45% | 461 46% |
| Decreased | 929 45% | 522 49% ^b | 407 41% | 105 39% | 392 52% ^c | 505 50% |
| Don't know | 49 2% | 8 1% | 41 4% ^a | - - | 5 1% | 9 1% |

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d

Trust in Charities 2018

ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 54

Q10. You said that your trust and confidence in charities has increased. How, if at all, has this affected your interaction with charities?

Base: All respondents whose trust and confidence in charities has increased over the past 2 years

| | Gender | | Age | | | | | | | Age II | | Age III | | Social Grade | | | | Working Status | | Ethnicity | |
|---|-----------|-------------|---------------|--------------|--------------|--------------|--------------|--------------|------------|--------------|------------|--------------|------------|--------------|-----------|-----------|-----------|----------------|-----------------------|--------------|---------------------|
| | Total | Male (a) | Female (b) | 18-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-64 (g) | 65+ (h) | 18-34 (i) | 35+ (j) | 18-44 (k) | 45+ (l) | AB (m) | C1 (n) | C2 (o) | DE (p) | Working (q) | Not working (r) | White (s) | Non White (t) |
| Unweighted base | 98 | 47 | 51 | 31 | 28 | 17 | 14 | 4 | 4 | 59 | 39 | 76 | 22 | 29 | 34 | 16 | 19 | 69 | 29 | 83 | 14 |
| Weighted base | 97* | 45* | 52* | 29* | 29** | 18** | 13** | 4** | 4** | 58* | 39* | 76* | 21** | 29** | 34* | 17** | 17** | 69* | 28** | 84* | 12** |
| I donate more to charities than before | 50 52% | 19 43% | 31 60% | 16 55% | 14 50% | 11 57% | 6 43% | 2 48% | 2 56% | 30 52% | 20 51% | 41 54% | 10 46% | 16 54% | 12 34% | 12 75% | 11 61% | 37 53% | 14 50% | 43 52% | 6 50% |
| I volunteer more of my time to charities than before | 33 34% | 17 38% | 16 31% | 7 25% | 10 35% | 6 35% | 7 50% | 1 29% | 2 44% | 17 30% | 16 40% | 24 31% | 9 45% | 17 59% | 12 34% | 2 12% | 3 16% | 27 39% | 7 24% | 28 34% | 4 35% |
| I do less research before choosing to support charities | 14 14% | 5 11% | 9 17% | 6 21% | 4 14% | 2 10% | 2 14% | - - | - - | 10 18% | 4 9% | 12 16% | 2 9% | 3 11% | 7 21% | - - | 4 21% | 12 17% | 2 7% | 9 11% | 4 36% |
| It has made no difference | 17 18% | 9 20% | 8 15% | 4 15% | 7 24% | 3 18% | 1 6% | 1 23% | 1 25% | 11 19% | 6 15% | 14 19% | 3 13% | 3 9% | 8 24% | 3 18% | 3 18% | 10 14% | 7 26% | 16 19% | 1 7% |

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j - k/l - m/n/o/p - q/r - s/t

*** small base; ** very small base (under 30) ineligible for sig testing**

Trust in Charities 2018

ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 55

Q10. You said that your trust and confidence in charities has increased. How, if at all, has this affected your interaction with charities?
Base: All respondents whose trust and confidence in charities has increased over the past 2 years

| | Region | | | | | | | | | | Trust in Charities | | | Trust in Charities II | | | Importance of Charities | Change in trust | | | |
|---|-----------|----------------|----------------|----------------------------|-------------------|-------------------|-----------|--------------|------------|----------------|--------------------|-----------|-----------|-----------------------|-----------|-----------|-------------------------|-----------------|----------------|----------------|---------------------|
| | Total | North East (a) | North West (b) | Yorkshire & Humberside (c) | West Midlands (d) | East Midlands (e) | Wales (f) | East-ern (g) | London (h) | South East (i) | South West (j) | 8-10 (k) | 3-7 (l) | 0-2 (m) | 7-10 (n) | 4-6 (o) | 0-3 (p) | Essential | In-creased (r) | De-creased (s) | Stayed the same (t) |
| Unweighted base | 98 | 3 | 13 | 11 | 13 | 8 | 6 | 9 | 16 | 15 | 4 | 44 | 52 | 2 | 67 | 28 | 3 | 25 | 98 | - | - |
| Weighted base | 97* | 3** | 15** | 10** | 13** | 8** | 6** | 8** | 15** | 15** | 4** | 44* | 52* | 2** | 67* | 27** | 3** | 24* | 97* | ** | ** |
| I donate more to charities than before | 50 52% | 2 65% | 7 46% | 5 53% | 7 52% | 4 53% | 2 34% | 2 29% | 8 52% | 11 75% | 2 47% | 27 62% | 22 42% | 2 100% | 38 57% | 10 39% | 2 64% | 13 53% | 50 52% | - | - |
| I volunteer more of my time to charities than before | 33 34% | 3 100% | 5 31% | 2 16% | 5 39% | 3 35% | 2 30% | 2 32% | 7 44% | 4 28% | 1 26% | 20 45% | 13 25% | 1 43% | 26 39% | 7 25% | 1 27% | 10 40% | 33 34% | - | - |
| I do less research before choosing to support charities | 14 14% | - | 3 22% | 2 19% | 2 13% | - | 1 16% | 1 10% | 3 20% | 1 6% | 1 27% | 4 9% | 10 19% | - | 9 14% | 5 17% | - | 3 11% | 14 14% | - | - |
| It has made no difference | 17 18% | - | 2 14% | 2 21% | 1 8% | 2 23% | 1 20% | 2 29% | 4 25% | 3 19% | - | 1 2% | 16 31% | - | 8 12% | 8 31% | 1 36% | 4 15% | 17 18% | - | - |

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j - k/l/m - n/o/p - r/s/t

* small base; ** very small base (under 30) ineligible for sig testing

Trust in Charities 2018

ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 56

Q10. You said that your trust and confidence in charities has increased. How, if at all, has this affected your interaction with charities?
Base: All respondents whose trust and confidence in charities has increased over the past 2 years

| | Heard of the CC | | Knowledge of CC | | Importance of CC | |
|---|-----------------|-----------|-----------------|----------------------|------------------------------|-----------|
| | Total | Yes (a) | No (b) | Very/Fairly well (c) | Not at all/Not very well (d) | Essential |
| Unweighted base | 98 | 46 | 52 | 29 | 16 | 39 |
| Weighted base | 97* | 47* | 50* | 28** | 17** | 37* |
| I donate more to charities than before | 50 52% | 23 50% | 27 54% | 13 47% | 10 58% | 20 54% |
| I volunteer more of my time to charities than before | 33 34% | 19 41% | 14 28% | 16 56% | 2 12% | 15 39% |
| I do less research before choosing to support charities | 14 14% | 6 13% | 8 15% | 5 18% | 1 6% | 3 9% |
| It has made no difference | 17 18% | 9 19% | 8 16% | 3 9% | 6 36% | 6 15% |

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d

* small base; ** very small base (under 30) ineligible for sig testing

Trust in Charities 2018

ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 57

Q11. You said that your trust and confidence in charities has decreased. How, if at all, has this affected your interaction with charities?

Base: All respondents whose trust and confidence in charities has decreased over the past 2 years

| | Gender | | Age | | | | | | Age II | | Age III | | Social Grade | | | | Working Status | | Ethnicity | | |
|---|------------|-------------|---------------|--------------|--------------|--------------|-------------------------|------------------------|------------------------|------------------------|-------------------------|--------------|--------------|-------------------------|-----------|-----------|----------------|----------------|-----------------------|--------------|-----------------------|
| | Total | Male (a) | Female (b) | 18-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-64 (g) | 65+ (h) | 18-34 (i) | 35+ (j) | 18-44 (k) | 45+ (l) | AB (m) | C1 (n) | C2 (o) | DE (p) | Working (q) | Not working (r) | White (s) | Non White (t) |
| Unweighted base | 931 | 485 | 446 | 91 | 103 | 161 | 164 | 148 | 264 | 194 | 737 | 355 | 576 | 281 | 252 | 186 | 212 | 469 | 462 | 849 | 75 |
| Weighted base | 929 | 460 | 470 | 86* | 110 | 168 | 156 | 159 | 251 | 196 | 734 | 364 | 565 | 270 | 255 | 201 | 203 | 483 | 447 | 849 | 74* |
| I donate less to charities than before | 376 41% | 200 44% | 176 38% | 26 31% | 40 37% | 70 41% | 76 49% ^{ch} | 72 45% ^c | 92 37% | 66 34% | 310 42% ⁱ | 136 37% | 240 42% | 98 36% | 97 38% | 90 45% | 91 45% | 209 43% | 168 38% | 344 41% | 29 40% |
| I volunteer less of my time to charities than before | 41 4% | 25 5% | 16 3% | 6 7% | 6 6% | 6 3% | 4 2% | 8 5% | 10 4% | 12 6% | 28 4% | 18 5% | 22 4% | 14 5% | 11 4% | 5 3% | 10 5% | 24 5% | 16 4% | 31 4% | 9 12% ^s |
| I do more research before choosing to support charities | 301 32% | 137 30% | 164 35% | 33 39% | 43 39% | 53 31% | 48 31% | 48 30% | 76 30% | 77 39% ^j | 225 31% | 129 35% | 172 30% | 102 38% ^p | 83 33% | 60 30% | 56 28% | 148 31% | 153 34% | 267 31% | 31 42% |
| It has made no difference | 300 32% | 147 32% | 153 33% | 31 36% | 32 29% | 54 32% | 46 30% | 43 27% | 95 38% ^g | 63 32% | 238 32% | 116 32% | 184 33% | 81 30% | 83 33% | 70 35% | 66 33% | 150 31% | 150 34% | 280 33% | 19 26% |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j - k/l - m/n/o/p - q/r - s/t

* small base

Trust in Charities 2018

ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 58

Q11. You said that your trust and confidence in charities has decreased. How, if at all, has this affected your interaction with charities?

Base: All respondents whose trust and confidence in charities has decreased over the past 2 years

| | Region | | | | | | | | | | Trust in Charities | | | Trust in Charities II | | | Importance of Charities | Change in trust | | | |
|---|------------|----------------|----------------|----------------------------|-------------------|-------------------|---------------|--------------|------------|----------------|--------------------|------------|-------------|-----------------------|------------|-------------|-------------------------|-----------------|----------------|----------------|---------------------|
| | Total | North East (a) | North West (b) | Yorkshire & Humberside (c) | West Midlands (d) | East Midlands (e) | Wales (f) | East-ern (g) | London (h) | South East (i) | South West (j) | 8-10 (k) | 3-7 (l) | 0-2 (m) | 7-10 (n) | 4-6 (o) | 0-3 (p) | Essential | In-creased (r) | De-creased (s) | Stayed the same (t) |
| Unweighted base | 931 | 44 | 116 | 111 | 96 | 80 | 49 | 97 | 135 | 127 | 76 | 66 | 689 | 176 | 196 | 438 | 297 | 177 | - | 931 | - |
| Weighted base | 929 | 47* | 124 | 106 | 95* | 88* | 50* | 85* | 128 | 119 | 89* | 64* | 691 | 174 | 193 | 440 | 296 | 178 | ** | 929 | ** |
| I donate less to charities than before | 376 41% | 14 30% | 44 35% | 37 35% | 41 44% | 36 41% | 27 53%abcg | 30 36% | 49 38% | 62 52%abcg | 36 41% | 22 35% | 248 36% | 106 61%kl | 56 29% | 159 36% | 162 55%no | 49 28% | - | 376 41% | - |
| I volunteer less of my time to charities than before | 41 4% | 2 4% | 11 9%cd | 1 1% | 1 1% | 3 4% | 3 6% | 3 4% | 8 6%cd | 3 3% | 5 6% | 1 1% | 31 5% | 8 5% | 5 2% | 19 4% | 17 6% | 9 5% | - | 41 4% | - |
| I do more research before choosing to support charities | 301 32% | 15 32% | 39 31% | 30 28% | 27 28% | 29 33% | 12 23% | 31 36% | 41 32% | 44 37% | 34 39% | 16 25% | 249 36%m | 36 21% | 75 39%p | 154 35%p | 72 24% | 66 37% | - | 301 32% | - |
| It has made no difference | 300 32% | 19 41%i | 42 34%i | 44 41%i | 33 35%i | 26 30% | 17 35% | 25 29% | 44 34%i | 25 21% | 25 28% | 27 43%m | 226 33% | 47 27% | 69 36% | 146 33% | 86 29% | 74 42% | - | 300 32% | - |

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j - k/l/m - n/o/p - r/s/t

*** small base; ** very small base (under 30) ineligible for sig testing**

Trust in Charities 2018
ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 59

Q11. You said that your trust and confidence in charities has decreased. How, if at all, has this affected your interaction with charities?
Base: All respondents whose trust and confidence in charities has decreased over the past 2 years

| | Heard of the CC | | Knowledge of CC | | Importance of CC | |
|---|-----------------|-------------------------|-------------------------|------------------------|------------------------------|------------|
| | Total | Yes (a) | No (b) | Very/Fairly well (c) | Not at all/Not very well (d) | Essential |
| Unweighted base | 931 | 525 | 406 | 106 | 394 | 502 |
| Weighted base | 929 | 522 | 407 | 105 | 392 | 505 |
| I donate less to charities than before | 376 41% | 216 41% | 161 39% | 38 36% | 168 43% | 206 41% |
| I volunteer less of my time to charities than before | 41 4% | 27 5% | 14 3% | 15 14% ^d | 10 3% | 21 4% |
| I do more research before choosing to support charities | 301 32% | 185 35% ^b | 117 29% | 46 44% ^d | 130 33% | 175 35% |
| It has made no difference | 300 32% | 150 29% | 150 37% ^a | 26 25% | 115 29% | 159 31% |

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d

Trust in Charities 2018

ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 60

Q12. Why do you think your trust and confidence in charities has increased?**Base: All respondents whose trust and confidence in charities has increased over the past 2 years**

| | Gender | | Age | | | | | | | Age II | | Age III | | Social Grade | | | | Working Status | | Ethnicity | | |
|---|-----------|-------------|---------------|--------------|--------------|--------------|--------------|--------------|------------|--------------|------------|--------------|------------|--------------|-----------|-----------|-----------|----------------|-----------------------|--------------|---------------------|---|
| | Total | Male (a) | Female (b) | 18-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-64 (g) | 65+ (h) | 18-34 (i) | 35+ (j) | 18-44 (k) | 45+ (l) | AB (m) | C1 (n) | C2 (o) | DE (p) | Working (q) | Not working (r) | White (s) | Non White (t) | |
| Unweighted base | 98 | 47 | 51 | 31 | 28 | 17 | 14 | 4 | 4 | 59 | 39 | 76 | 22 | 29 | 34 | 16 | 19 | 69 | 29 | 83 | 14 | |
| Weighted base | 97* | 45* | 52* | 29* | 29** | 18** | 13** | 4** | 4** | 58* | 39* | 76* | 21** | 29** | 34* | 17** | 17** | 69* | 28** | 84* | 12** | |
| Doing a good job/ doing what they are supposed to do | 34 35% | 13 30% | 21 40% | 13 44% | 9 32% | 3 18% | 7 50% | 3 71% | - | 22 38% | 13 32% | 25 33% | 9 45% | 7 25% | 11 31% | 6 36% | 11 61% | 22 32% | 12 45% | 33 39% | 2 13% | |
| Knowing more about them | 33 34% | 16 36% | 17 32% | 7 25% | 11 40% | 3 19% | 6 43% | 3 74% | 2 56% | 19 33% | 14 36% | 22 29% | 11 51% | 9 31% | 12 35% | 6 39% | 6 32% | 23 34% | 10 34% | 28 33% | 4 36% | |
| From someone I know using/ experiencing a charity's services | 29 29% | 13 28% | 16 31% | 8 26% | 13 44% | 5 25% | 4 29% | - | - | 20 35% | 8 21% | 25 32% | 4 19% | 9 31% | 11 32% | 7 40% | 2 13% | 21 30% | 8 28% | 24 29% | 3 28% | |
| From using/ experiencing a charity's services directly | 26 27% | 11 24% | 15 29% | 5 18% | 6 22% | 7 36% | 4 27% | 2 52% | 2 56% | 11 20% | 14 37% | 18 24% | 8 37% | 10 33% | 9 26% | 4 24% | 3 20% | 16 23% | 10 35% | 24 29% | 2 14% | |
| Receiving information about good research/ information/ updates | 23 23% | 14 32% | 8 16% | 5 18% | 10 33% | 4 23% | 2 13% | 1 26% | 1 25% | 15 26% | 8 20% | 19 25% | 4 18% | 5 19% | 6 18% | 6 35% | 5 31% | 17 24% | 6 22% | 19 23% | 4 29% | |
| I began volunteering or working for a charity | 23 23% | 11 25% | 12 22% | 9 32% | 6 20% | 2 13% | 3 20% | 1 23% | 2 44% | 15 26% | 8 20% | 17 23% | 5 25% | 5 17% | 11 33% | 3 17% | 4 21% | 15 21% | 8 29% | 20 24% | 2 13% | |
| They engage in campaigning | 22 23% | 10 23% | 12 23% | 7 26% | 9 32% | 2 11% | 3 21% | 1 23% | - | 17 29% | 6 14% | 19 25% | 4 17% | 8 28% | 7 20% | 3 19% | 4 25% | 18 26% | 5 17% | 18 21% | 4 36% | |
| They are doing well with less funding | 17 18% | 7 16% | 10 20% | 3 10% | 5 18% | 6 35% | 2 14% | - | 1 25% | 8 14% | 9 24% | 15 19% | 3 14% | 5 18% | 6 18% | 4 24% | 2 13% | 12 18% | 5 18% | 16 20% | 1 8% | |
| Media stories about a charity or charities (generally) | 17 18% | 7 15% | 10 20% | 6 21% | 6 23% | 3 16% | 1 7% | 1 26% | - | 13 22% | 5 12% | 15 20% | 2 9% | 7 23% | 6 16% | 1 7% | 4 23% | 12 17% | 6 21% | 15 18% | 3 22% | |
| Other (please specify) | 1 1% | 1 2% | - | - | 1 2% | - | - | - | - | 1 1% | - | 1 1% | - | - | - | - | - | 1 4% | 1 1% | - | 1 1% | - |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j - k/l - m/n/o/p - q/r - s/t

*** small base; ** very small base (under 30) ineligible for sig testing**

Trust in Charities 2018

ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 61

Q12. Why do you think your trust and confidence in charities has increased?

Base: All respondents whose trust and confidence in charities has increased over the past 2 years

| | Region | | | | | | | | | | Trust in Charities | | | Trust in Charities II | | | Importance of Charities | Change in trust | | | |
|---|-----------|----------------|----------------|------------------------|-------------------|-------------------|-----------|-------------|------------|----------------|--------------------|-----------|-----------|-----------------------|-----------|-----------|-------------------------|-----------------|-----------|---------------|---------------|
| | Total | North East (a) | North West (b) | Yorkshire & Humber (c) | West Midlands (d) | East Midlands (e) | Wales (f) | Eastern (g) | London (h) | South East (i) | South West (j) | 8-10 (k) | 3-7 (l) | 0-2 (m) | 7-10 (n) | 4-6 (o) | | 0-3 (p) | Essential | Increased (r) | Decreased (s) |
| Unweighted base | 98 | 3 | 13 | 11 | 13 | 8 | 6 | 9 | 16 | 15 | 4 | 44 | 52 | 2 | 67 | 28 | 3 | 25 | 98 | - | - |
| Weighted base | 97* | 3** | 15** | 10** | 13** | 8** | 6** | 8** | 15** | 15** | 4** | 44* | 52* | 2** | 67* | 27** | 3** | 24* | 97* | ..** | ..** |
| Doing a good job/ doing what they are supposed to do | 34 35% | - - | 5 36% | 5 50% | 7 55% | 3 38% | 2 32% | 3 45% | 3 22% | 5 34% | - - | 15 35% | 18 35% | 1 57% | 27 40% | 7 25% | 1 37% | 9 37% | 34 35% | - - | - - |
| Knowing more about them | 33 34% | - - | 7 47% | 3 25% | 4 31% | 1 11% | 2 32% | 3 34% | 10 63% | 2 14% | 2 55% | 16 37% | 17 33% | - - | 25 38% | 8 28% | - - | 10 41% | 33 34% | - - | - - |
| From someone I know using/ experiencing a charity's services | 29 29% | 1 39% | 3 18% | 5 48% | 2 16% | 4 52% | 1 16% | 2 24% | 7 43% | 4 28% | - - | 9 21% | 19 36% | 1 57% | 17 26% | 10 37% | 1 37% | 7 29% | 29 29% | - - | - - |
| From using/ experiencing a charity's services directly | 26 27% | 1 39% | 1 7% | 4 42% | 3 21% | 2 27% | 3 48% | 1 11% | 3 21% | 5 34% | 2 55% | 12 28% | 14 27% | - - | 18 27% | 8 29% | - - | 5 22% | 26 27% | - - | - - |
| Receiving information about good research/ information/ updates | 23 23% | 1 39% | 3 20% | - - | 2 13% | 1 11% | 2 36% | 1 19% | 5 34% | 5 36% | 2 45% | 13 29% | 10 20% | - - | 19 29% | 4 13% | - - | 9 38% | 23 23% | - - | - - |
| I began volunteering or working for a charity | 23 23% | - - | 2 16% | 3 34% | 2 14% | 4 48% | 2 30% | 1 19% | 4 25% | 4 28% | - - | 10 24% | 12 24% | - - | 17 26% | 5 20% | - - | 8 31% | 23 23% | - - | - - |
| They engage in campaigning | 22 23% | - - | 3 20% | 2 19% | 5 39% | 3 32% | 1 16% | 2 24% | 6 39% | 1 7% | - - | 13 30% | 9 18% | - - | 17 25% | 4 17% | 1 36% | 6 24% | 22 23% | - - | - - |
| They are doing well with less funding | 17 18% | 2 61% | 4 25% | 2 17% | 1 9% | 2 25% | - - | - - | 3 20% | 4 27% | - - | 9 21% | 8 15% | 1 43% | 11 17% | 4 17% | 2 63% | 5 21% | 17 18% | - - | - - |
| Media stories about a charity or charities (generally) | 17 18% | 1 39% | 3 21% | - - | 3 23% | 3 37% | 2 34% | - - | 1 6% | 4 29% | - - | 11 25% | 7 13% | - - | 16 24% | 1 4% | - - | 7 28% | 17 18% | - - | - - |

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j - k/l/m - n/o/p - r/s/t

*** small base; ** very small base (under 30) ineligible for sig testing**

Trust in Charities 2018

ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 61

Q12. Why do you think your trust and confidence in charities has increased?

Base: All respondents whose trust and confidence in charities has increased over the past 2 years

| | Region | | | | | | | | | | | Trust in Charities | | | Trust in Charities II | | | Importance of Charities | Change in trust | | |
|------------------------|---------|----------------|----------------|----------------------------|-------------------|-------------------|-----------|--------------|------------|----------------|----------------|--------------------|---------|---------|-----------------------|---------|---------|-------------------------|-----------------|----------------|---------------------|
| | Total | North East (a) | North West (b) | Yorkshire & Humberside (c) | West Midlands (d) | East Midlands (e) | Wales (f) | East-ern (g) | London (h) | South East (i) | South West (j) | 8-10 (k) | 3-7 (l) | 0-2 (m) | 7-10 (n) | 4-6 (o) | 0-3 (p) | Essential | In-creased (r) | De-creased (s) | Stayed the same (t) |
| Weighted base | 97* | 3** | 15** | 10** | 13** | 8** | 6** | 8** | 15** | 15** | 4** | 44* | 52* | 2** | 67* | 27** | 3** | 24* | 97* | -** | -** |
| Other (please specify) | 1 1% | - | - | - | - | - | - | - | - | 1 5% | - | - | 1 1% | - | 1 1% | - | - | 1 3% | 1 1% | - | - |

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j - k/l/m - n/o/p - r/s/t

*** small base; ** very small base (under 30) ineligible for sig testing**

Trust in Charities 2018

ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 62

Q12. Why do you think your trust and confidence in charities has increased?

Base: All respondents whose trust and confidence in charities has increased over the past 2 years

| | Heard of the CC | | Knowledge of CC | | Importance of CC | |
|---|-----------------|-----------|-----------------|----------------------|------------------------------|-----------|
| | Total | Yes (a) | No (b) | Very/Fairly well (c) | Not at all/Not very well (d) | Essential |
| Unweighted base | 98 | 46 | 52 | 29 | 16 | 39 |
| Weighted base | 97* | 47* | 50* | 28** | 17** | 37* |
| Doing a good job/ doing what they are supposed to do | 34 35% | 12 25% | 23 45%a | 6 20% | 6 35% | 14 39% |
| Knowing more about them | 33 34% | 16 34% | 17 34% | 9 32% | 6 33% | 14 38% |
| From someone I know using/ experiencing a charity's services | 29 29% | 15 33% | 13 27% | 6 21% | 9 54% | 10 28% |
| From using/ experiencing a charity's services directly | 26 27% | 14 30% | 12 24% | 9 30% | 4 24% | 9 23% |
| Receiving information about good research/ information/ updates | 23 23% | 12 26% | 11 21% | 9 31% | 3 18% | 9 23% |
| I began volunteering or working for a charity | 23 23% | 12 26% | 11 21% | 10 35% | 2 11% | 13 35% |
| They engage in campaigning | 22 23% | 11 23% | 11 23% | 8 29% | 3 16% | 11 28% |
| They are doing well with less funding | 17 18% | 10 21% | 8 15% | 7 23% | 3 18% | 6 17% |
| Media stories about a charity or charities (generally) | 17 18% | 7 15% | 10 20% | 3 11% | 4 25% | 8 20% |

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d

*** small base; ** very small base (under 30) ineligible for sig testing**

Prepared by Populus

Trust in Charities 2018
ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 62

Q12. Why do you think your trust and confidence in charities has increased?

Base: All respondents whose trust and confidence in charities has increased over the past 2 years

| | Heard of the CC | | Knowledge of CC | | Importance of CC | |
|------------------------|-----------------|---------|-----------------|----------------------|------------------------------|-----------|
| | Total | Yes (a) | No (b) | Very/Fairly well (c) | Not at all/Not very well (d) | Essential |
| Weighted base | 97* | 47* | 50* | 28** | 17** | 37* |
| Other (please specify) | 1 1% | 1 2% | - | 1 2% | - | 1 2% |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d

*** small base; ** very small base (under 30) ineligible for sig testing**

Trust in Charities 2018

ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 63

Q13. Why do you think your trust and confidence in charities has decreased?**Base: All respondents whose trust and confidence in charities has decreased over the past 2 years**

| | Gender | | | Age | | | | | | Age II | | Age III | | Social Grade | | | | Working Status | | Ethnicity | |
|---|------------|-------------|-----------------|--------------|----------------|----------------|-----------------|-----------------|------------------|--------------|-----------------|--------------|-----------------|--------------|----------------|----------------|-----------------|-----------------|-----------------------|-----------------|---------------------|
| | Total | Male (a) | Female (b) | 18-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-64 (g) | 65+ (h) | 18-34 (i) | 35+ (j) | 18-44 (k) | 45+ (l) | AB (m) | C1 (n) | C2 (o) | DE (p) | Working (q) | Not working (r) | White (s) | Non White (t) |
| Unweighted base | 931 | 485 | 446 | 91 | 103 | 161 | 164 | 148 | 264 | 194 | 737 | 355 | 576 | 281 | 252 | 186 | 212 | 469 | 462 | 849 | 75 |
| Weighted base | 929 | 460 | 470 | 86* | 110 | 168 | 156 | 159 | 251 | 196 | 734 | 364 | 565 | 270 | 255 | 201 | 203 | 483 | 447 | 849 | 74* |
| Media stories about a charity or charities (generally) | 574 62% | 244 53% | 330 70%a | 49 57% | 58 52% | 90 54% | 114 74%cd | 107 67%de | 156 62% | 106 54% | 468 64%i | 196 54% | 378 67%k | 179 66%op | 164 64% | 114 57% | 116 57% | 285 59% | 289 65% | 533 63% | 38 52% |
| Too much money is spent on advertising/ wages/ administration | 558 60% | 263 57% | 295 63% | 30 34% | 52 47% | 76 45% | 83 53%c | 120 75%cd | 198 79%cd | 81 42% | 477 65%i | 157 43% | 401 71%k | 151 56% | 154 60% | 122 60% | 132 65% m | 257 53% | 301 67%q | 519 61% t | 36 49% |
| The expenses scandal (generally) | 488 53% | 236 51% | 253 54% | 33 38% | 51 46% | 76 45% | 71 46% | 102 64%cd | 156 62%cd | 84 43% | 405 55%i | 160 44% | 329 58%k | 132 49% | 129 51% | 109 54% | 119 58% m | 232 48% | 256 57%q | 446 53% | 38 52% |
| I don't trust them/ I distrust where the money goes | 464 50% | 236 51% | 228 48% | 33 38% | 53 48% | 90 53% c | 76 49% | 88 56% c | 124 49% | 85 44% | 378 52% | 175 48% | 288 51% | 126 47% | 124 49% | 107 53% | 107 53% | 258 53% r | 206 46% | 425 50% | 34 46% |
| They use pressurising fundraising techniques/ I receive a lot of post from charities | 437 47% | 209 46% | 228 48% | 24 29% | 36 33% | 67 40% | 67 43% c | 92 58% cd | 150 60% cd | 61 31% | 376 51% i | 127 35% | 309 55% k | 129 48% | 119 47% | 91 45% | 99 49% | 205 42% | 232 52% q | 415 49% t | 20 27% |
| They need to become more efficient/ better run/ organised | 327 35% | 161 35% | 166 35% | 18 21% | 31 28% | 49 29% | 54 35% c | 72 45% cd | 103 41% cd | 49 25% | 279 38% i | 98 27% | 229 41% k | 96 35% | 91 36% | 74 37% | 66 33% | 162 34% | 165 37% | 302 36% | 24 32% |
| There are too many of them now | 317 34% | 170 37% | 147 31% | 6 7% | 22 20% c | 52 31% c | 59 38% cd | 58 37% cd | 120 48% cd | 28 14% | 289 39% i | 80 22% | 237 42% k | 76 28% | 87 34% | 73 36% | 82 40% m | 145 30% | 172 38% q | 297 35% | 18 24% |
| I don't know if charity clothes bags are a charity/ don't think the money goes to the cause | 312 34% | 130 28% | 182 39% a | 17 20% | 26 24% | 41 24% | 52 34% c | 68 42% cd | 108 43% cd | 44 22% | 269 37% i | 85 23% | 228 40% k | 77 28% | 95 37% m | 74 37% | 67 33% | 141 29% | 171 38% q | 287 34% | 22 30% |
| They should be run completely by volunteers | 174 19% | 90 20% | 84 18% | 5 5% | 14 12% | 25 15% c | 26 17% c | 36 23% cd | 68 27% cd | 18 9% | 156 21% i | 43 12% | 131 23% k | 33 12% | 44 17% | 43 21% m | 54 27% mn | 76 16% | 98 22% q | 162 19% | 10 14% |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j - k/l - m/n/o/p - q/r - s/t

* small base

Prepared by Populus

Trust in Charities 2018

ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 63

Q13. Why do you think your trust and confidence in charities has decreased?**Base: All respondents whose trust and confidence in charities has decreased over the past 2 years**

| | Gender | | | Age | | | | | | Age II | | Age III | | Social Grade | | | | Working Status | | Ethnicity | |
|---|------------|-----------|-----------|------------|-----------|-----------|-------------|-------------|------------|-----------|-------------|-----------|-------------|--------------|-----------|-----------|------------|----------------|-------------|------------|-----------|
| | Total | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | 18-34 | 35+ | 18-44 | 45+ | AB | C1 | C2 | DE | Working | Not working | White | Non White |
| | (a) | (b) | (c) | (d) | (e) | (f) | (g) | (h) | (i) | (j) | (k) | (l) | (m) | (n) | (o) | (p) | (q) | (r) | (s) | (t) | |
| Weighted base | 929 | 460 | 470 | 86* | 110 | 168 | 156 | 159 | 251 | 196 | 734 | 364 | 565 | 270 | 255 | 201 | 203 | 483 | 447 | 849 | 74* |
| Media coverage about private schools being classed as charities | 150 16% | 74 16% | 76 16% | 8 10% | 11 10% | 21 13% | 31 20%cd | 32 20%cd | 46 18% | 20 10% | 130 18%i | 41 11% | 109 19%k | 46 17% | 44 17% | 27 14% | 33 16% | 71 15% | 79 18% | 138 16% | 11 15% |
| There is not enough information/ the charity is not well known | 95 10% | 49 11% | 46 10% | 8 9% | 13 11% | 11 6% | 19 12% | 20 12% | 25 10% | 20 10% | 74 10% | 31 9% | 64 11% | 18 7% | 27 11% | 20 10% | 29 14%m | 39 8% | 56 13%q | 88 10% | 6 8% |
| They engage in campaigning | 76 8% | 45 10% | 31 7% | 1 1% | 7 7% | 10 6% | 14 9%c | 15 10%c | 28 11%c | 8 4% | 68 9%i | 19 5% | 57 10%k | 26 10% | 23 9% | 14 7% | 13 7% | 42 9% | 34 8% | 69 8% | 6 8% |
| I began volunteering or working for a charity | 29 3% | 14 3% | 14 3% | 7 8%efg | 6 5% | 2 1% | 4 2% | 2 1% | 8 3% | 13 6%j | 16 2% | 15 4% | 14 2% | 8 3% | 13 5% | 5 2% | 3 2% | 17 3% | 12 3% | 24 3% | 5 7% |
| From using/ experiencing a charity's services directly | 28 3% | 16 3% | 12 3% | - - | 7 7%ce | 3 2% | 4 2% | 7 4% | 7 3% | 7 4% | 21 3% | 10 3% | 18 3% | 9 3% | 5 2% | 8 4% | 7 4% | 17 3% | 11 3% | 24 3% | 3 4% |
| Someone I know using/ experiencing a charity's services | 19 2% | 11 2% | 8 2% | 2 2% | 4 4% | 3 2% | 2 1% | 3 2% | 6 2% | 6 3% | 14 2% | 9 2% | 11 2% | 6 2% | 5 2% | 5 2% | 4 2% | 12 3% | 7 2% | 18 2% | 1 1% |
| Other (please specify) | 58 6% | 36 8% | 22 5% | 6 8% | 4 4% | 9 5% | 13 8% | 15 10%h | 11 4% | 10 5% | 48 6% | 19 5% | 39 7% | 15 6% | 19 7% | 8 4% | 15 7% | 34 7% | 24 5% | 54 6% | 3 4% |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j - k/l - m/n/o/p - q/r - s/t

* small base

Trust in Charities 2018

ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 64

Q13. Why do you think your trust and confidence in charities has decreased?

Base: All respondents whose trust and confidence in charities has decreased over the past 2 years

| | Region | | | | | | | | | | | Trust in Charities | | | Trust in Charities II | | | Importance of Charities | Change in trust | | |
|---|------------|----------------|----------------|-----------------------------|-------------------|-------------------|------------|---------------|------------|----------------|----------------|--------------------|-------------|--------------|-----------------------|-------------|--------------|-------------------------|-----------------|----------------|---------------------|
| | Total | North East (a) | North West (b) | Yorkshire & Humber-side (c) | West Midlands (d) | East Midlands (e) | Wales (f) | East-ern (g) | London (h) | South East (i) | South West (j) | 8-10 (k) | 3-7 (l) | 0-2 (m) | 7-10 (n) | 4-6 (o) | 0-3 (p) | Essential | In-creased (r) | De-creased (s) | Stayed the same (t) |
| Unweighted base | 931 | 44 | 116 | 111 | 96 | 80 | 49 | 97 | 135 | 127 | 76 | 66 | 689 | 176 | 196 | 438 | 297 | 177 | - | 931 | - |
| Weighted base | 929 | 47* | 124 | 106 | 95* | 88* | 50* | 85* | 128 | 119 | 89* | 64* | 691 | 174 | 193 | 440 | 296 | 178 | ** | 929 | ** |
| Media stories about a charity or charities (generally) | 574 62% | 29 62% | 80 65% | 56 53% | 63 66% | 48 55% | 27 55% | 58 69%ch | 69 54% | 78 66% | 64 72%ceh | 33 52% | 446 65%m | 95 54% | 129 67%p | 282 64%p | 164 55% | 130 73% | - | 574 62% | - |
| Too much money is spent on advertising/ wages/ administration | 558 60% | 27 58% | 78 63%h | 58 55% | 63 66%h | 51 59% | 31 61% | 54 63% | 65 51% | 71 60% | 60 68%h | 24 38% | 410 59%k | 123 71%kl | 90 46% | 261 59%n | 207 70%no | 109 61% | - | 558 60% | - |
| The expenses scandal (generally) | 488 53% | 17 36% | 70 56%a | 50 47% | 54 57%a | 41 47% | 30 59%a | 46 55%a | 68 53% | 58 49% | 54 61%a | 28 45% | 347 50% | 113 65%kl | 85 44% | 217 49% | 186 63%no | 94 53% | - | 488 53% | - |
| I don't trust them/ I distrust where the money goes | 464 50% | 27 58%c | 68 55%c | 42 40% | 49 52% | 38 43% | 21 42% | 51 61%cefi | 67 52% | 53 44% | 47 53% | 7 12% | 317 46%k | 140 80%kl | 43 22% | 200 46%n | 220 74%no | 73 41% | - | 464 50% | - |
| They use pressurising fundraising techniques/ I receive a lot of post from charities | 437 47% | 25 54% | 53 43% | 49 46% | 44 46% | 44 51% | 21 41% | 50 59%bfh | 56 44% | 55 46% | 41 46% | 19 30% | 327 47%k | 91 52%k | 81 42% | 200 45% | 156 53%n | 93 52% | - | 437 47% | - |
| They need to become more efficient/ better run/ organised | 327 35% | 14 30% | 46 37% | 27 25% | 33 34% | 26 29% | 19 37% | 36 43%c | 47 37% | 40 34% | 40 45%c | 17 26% | 245 35% | 66 38% | 60 31% | 153 35% | 115 39% | 75 42% | - | 327 35% | - |
| There are too many of them now | 317 34% | 13 29% | 46 37% | 43 41%i | 32 33% | 30 34% | 17 35% | 28 33% | 43 34% | 30 26% | 34 38% | 9 13% | 228 33%k | 81 46%kl | 47 24% | 146 33%n | 124 42%no | 49 27% | - | 317 34% | - |
| I don't know if charity clothes bags are a charity/ don't think the money goes to the cause | 312 34% | 11 23% | 43 35% | 30 28% | 38 40% | 27 31% | 14 27% | 35 42%ac | 52 40%a | 35 30% | 27 30% | 16 25% | 236 34% | 60 34% | 49 25% | 162 37%n | 101 34%n | 62 35% | - | 312 34% | - |

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j - k/l/m - n/o/p - r/s/t

*** small base; ** very small base (under 30) ineligible for sig testing**

Prepared by Populus

Trust in Charities 2018

ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 64

Q13. Why do you think your trust and confidence in charities has decreased?

Base: All respondents whose trust and confidence in charities has decreased over the past 2 years

| | Region | | | | | | | | | | Trust in Charities | | Trust in Charities II | | | Importance of Charities | Change in trust | | | | |
|---|------------|----------------|----------------|----------------------------|-------------------|-------------------|-----------|--------------|------------|----------------|--------------------|------------|-----------------------|-------------|-----------|-------------------------|-----------------|-----------|----------------|----------------|---------------------|
| | Total | North East (a) | North West (b) | Yorkshire & Humberside (c) | West Midlands (d) | East Midlands (e) | Wales (f) | East-ern (g) | London (h) | South East (i) | South West (j) | 8-10 (k) | 3-7 (l) | 0-2 (m) | 7-10 (n) | 4-6 (o) | 0-3 (p) | Essential | In-creased (r) | De-creased (s) | Stayed the same (t) |
| Weighted base | 929 | 47* | 124 | 106 | 95* | 88* | 50* | 85* | 128 | 119 | 89* | 64* | 691 | 174 | 193 | 440 | 296 | 178 | -** | 929 | -** |
| They should be run completely by volunteers | 174 19% | 13 28%h | 20 17% | 23 22% | 17 18% | 19 22% | 13 26% | 18 21% | 18 14% | 18 15% | 14 16% | 7 11% | 116 17% | 51 29%kl | 20 11% | 75 17%n | 78 26%no | 28 16% | - | 174 19% | - |
| Media coverage about private schools being classed as charities | 150 16% | 5 11% | 18 15% | 13 12% | 21 22% | 18 20% | 7 14% | 14 16% | 20 15% | 19 16% | 15 17% | 9 15% | 105 15% | 36 21% | 31 16% | 68 16% | 50 17% | 45 25% | - | 150 16% | - |
| There is not enough information/ the charity is not well known | 95 10% | 4 8% | 13 10% | 11 10% | 12 12% | 8 9% | 8 17%j | 9 10% | 14 11% | 14 12% | 4 4% | 12 18%l | 67 10% | 16 9% | 22 11% | 46 10% | 27 9% | 26 15% | - | 95 10% | - |
| They engage in campaigning | 76 8% | 4 9% | 8 7% | 8 7% | 8 8% | 4 5% | 6 11% | 8 9% | 13 10% | 6 5% | 11 13% | 4 7% | 54 8% | 18 10% | 14 7% | 28 6% | 34 11%o | 11 6% | - | 76 8% | - |
| I began volunteering or working for a charity | 29 3% | - | 3 3% | 2 2% | 2 2% | 4 5% | 1 2% | 2 3% | 5 4% | 6 5% | 3 4% | 3 5% | 22 3% | 3 2% | 5 3% | 14 3% | 10 3% | 6 3% | - | 29 3% | - |
| From using/ experiencing a charity's services directly | 28 3% | - | 4 3% | 2 2% | 2 2% | 2 3% | - | 5 6% | 6 5% | 4 4% | 2 3% | 3 5% | 23 3% | 2 1% | 7 4% | 10 2% | 11 4% | 4 2% | - | 28 3% | - |
| Someone I know using/ experiencing a charity's services | 19 2% | - | 4 3% | - | 3 3% | 1 1% | 1 2% | 1 1% | 4 3% | 3 3% | 2 3% | 1 2% | 14 2% | 5 3% | 1 1% | 8 2% | 10 3%n | 1 1% | - | 19 2% | - |
| Other (please specify) | 58 6% | 1 2% | 7 6% | 7 6% | 7 7% | 7 7% | 4 9% | 6 7% | 7 5% | 5 4% | 7 8% | 5 8% | 46 7% | 7 4% | 17 9% | 26 6% | 15 5% | 12 7% | - | 58 6% | - |

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j - k/l/m - n/o/p - r/s/t

*** small base; ** very small base (under 30) ineligible for sig testing**

Trust in Charities 2018

ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 65

Q13. Why do you think your trust and confidence in charities has decreased?

Base: All respondents whose trust and confidence in charities has decreased over the past 2 years

| | <u>Heard of the CC</u> | | <u>Knowledge of CC</u> | | <u>Importance of CC</u> | |
|---|------------------------|-------------------------|------------------------|----------------------|------------------------------|------------|
| | Total | Yes (a) | No (b) | Very/Fairly well (c) | Not at all/Not very well (d) | Essential |
| Unweighted base | 931 | 525 | 406 | 106 | 394 | 502 |
| Weighted base | 929 | 522 | 407 | 105 | 392 | 505 |
| Media stories about a charity or charities (generally) | 574 62% | 334 64% | 240 59% | 61 58% | 254 65% | 349 69% |
| Too much money is spent on advertising/ wages/ administration | 558 60% | 346 66% ^b | 212 52% | 63 60% | 267 68% | 328 65% |
| The expenses scandal (generally) | 488 53% | 290 56% ^b | 198 49% | 61 58% | 216 55% | 289 57% |
| I don't trust them/ I distrust where the money goes | 464 50% | 255 49% | 209 51% | 45 43% | 194 50% | 249 49% |
| They use pressurising fundraising techniques/ I receive a lot of post from charities | 437 47% | 291 56% ^b | 146 36% | 50 48% | 230 59% | 260 51% |
| They need to become more efficient/ better run/ organised | 327 35% | 211 40% ^b | 117 29% | 39 37% | 163 42% | 203 40% |
| There are too many of them now | 317 34% | 207 40% ^b | 110 27% | 39 37% | 163 42% | 170 34% |
| I don't know if charity clothes bags are a charity/ don't think the money goes to the cause | 312 34% | 191 37% ^b | 121 30% | 31 29% | 154 39% | 195 39% |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d

Prepared by Populus

Trust in Charities 2018

ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 65

Q13. Why do you think your trust and confidence in charities has decreased?

Base: All respondents whose trust and confidence in charities has decreased over the past 2 years

| | Heard of the CC | | Knowledge of CC | | Importance of CC | |
|---|-----------------|-------------------------|-----------------|-----------------------|------------------------------|------------|
| | Total | Yes (a) | No (b) | Very/Fairly well (c) | Not at all/Not very well (d) | Essential |
| Weighted base | 929 | 522 | 407 | 105 | 392 | 505 |
| They should be run completely by volunteers | 174 19% | 97 19% | 76 19% | 16 15% | 79 20% | 102 20% |
| Media coverage about private schools being classed as charities | 150 16% | 111 21% ^b | 39 10% | 29 28% | 78 20% | 98 19% |
| There is not enough information/ the charity is not well known | 95 10% | 56 11% | 39 10% | 9 8% | 44 11% | 55 11% |
| They engage in campaigning | 76 8% | 56 11% ^b | 20 5% | 14 13% | 39 10% | 43 8% |
| I began volunteering or working for a charity | 29 3% | 20 4% | 8 2% | 10 9% ^d | 11 3% | 19 4% |
| From using/ experiencing a charity's services directly | 28 3% | 15 3% | 13 3% | 6 6% ^d | 8 2% | 18 3% |
| Someone I know using/ experiencing a charity's services | 19 2% | 10 2% | 9 2% | 2 2% | 7 2% | 9 2% |
| Other (please specify) | 58 6% | 37 7% | 21 5% | 11 11% | 24 6% | 33 6% |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d

Trust in Charities 2018

ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 66

Q14. Do you or any of your close family or friends work for a charity, either as a paid employee, a trustee, a volunteer or member of a charity's executive or management committee?

Base: All respondents

| | Gender | | Age | | | | | | | Age II | | Age III | | Social Grade | | | | Working Status | | Ethnicity | |
|---|--------|------|--------|-------|-------|-------|-------|-------|-----|--------|------|---------|------|--------------|-----|-----|-----|----------------|-------------|-----------|-----------|
| | Total | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | 18-34 | 35+ | 18-44 | 45+ | AB | C1 | C2 | DE | Working | Not working | White | Non White |
| | (a) | (b) | (c) | (d) | (e) | (f) | (g) | (h) | (i) | (j) | (k) | (l) | (m) | (n) | (o) | (p) | (q) | (r) | (s) | (t) | |
| Unweighted base | 2059 | 1059 | 1000 | 265 | 310 | 370 | 368 | 290 | 456 | 575 | 1484 | 945 | 1114 | 580 | 592 | 404 | 483 | 1116 | 943 | 1867 | 176 |
| Weighted base | 2059 | 1009 | 1050 | 247 | 330 | 391 | 350 | 309 | 432 | 577 | 1482 | 968 | 1091 | 562 | 603 | 437 | 457 | 1153 | 906 | 1874 | 170 |
| NET: Yes | 422 | 192 | 229 | 74 | 71 | 70 | 60 | 61 | 86 | 145 | 277 | 215 | 207 | 141 | 118 | 89 | 74 | 235 | 187 | 378 | 39 |
| | 20% | 19% | 22% | 30% | 21% | 18% | 17% | 20% | 20% | 25% | 19% | 22% | 19% | 25% | 20% | 20% | 16% | 20% | 21% | 20% | 23% |
| Yes - volunteer | 303 | 133 | 170 | 56 | 45 | 40 | 46 | 47 | 69 | 101 | 202 | 142 | 162 | 99 | 84 | 64 | 56 | 157 | 146 | 275 | 25 |
| | 15% | 13% | 16% | 23% | 14% | 10% | 13% | 15% | 16% | 18% | 14% | 15% | 15% | 18% | 14% | 15% | 12% | 14% | 16% | 15% | 15% |
| Yes - paid employee | 102 | 49 | 53 | 15 | 29 | 24 | 11 | 14 | 10 | 44 | 58 | 68 | 34 | 37 | 33 | 16 | 17 | 76 | 27 | 92 | 10 |
| | 5% | 5% | 5% | 6% | 9% | 6% | 3% | 5% | 2% | 8% | 4% | 7% | 3% | 7% | 5% | 4% | 4% | 7% | 3% | 5% | 6% |
| Yes - trustee | 37 | 20 | 17 | 7 | 7 | 8 | 4 | 4 | 7 | 13 | 23 | 21 | 16 | 15 | 11 | 6 | 5 | 21 | 15 | 30 | 6 |
| | 2% | 2% | 2% | 3% | 2% | 2% | 1% | 1% | 2% | 2% | 2% | 2% | 1% | 3% | 2% | 1% | 1% | 2% | 2% | 2% | 3% |
| Yes - member of a charity's executive or management committee | 27 | 15 | 12 | 4 | 3 | 5 | 7 | 4 | 4 | 8 | 20 | 13 | 15 | 8 | 8 | 9 | 2 | 12 | 15 | 23 | 4 |
| | 1% | 1% | 1% | 2% | 1% | 1% | 2% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 2% | * | 1% | 2% | 1% | 3% |
| Yes - other (please specify) | 11 | 5 | 6 | - | 1 | 2 | 2 | 2 | 4 | 1 | 10 | 3 | 8 | 4 | 4 | 2 | 1 | 4 | 7 | 10 | 1 |
| | 1% | * | 1% | - | * | 1% | * | 1% | 1% | * | 1% | * | 1% | 1% | 1% | 1% | * | * | 1% | 1% | 1% |
| No | 1616 | 802 | 814 | 169 | 253 | 318 | 289 | 243 | 344 | 422 | 1194 | 740 | 876 | 417 | 478 | 342 | 378 | 904 | 711 | 1480 | 126 |
| | 78% | 79% | 77% | 68% | 77% | 81% | 82% | 79% | 80% | 73% | 81% | 76% | 80% | 74% | 79% | 78% | 83% | 78% | 79% | 79% | 74% |
| Don't know | 22 | 15 | 7 | 4 | 6 | 4 | 2 | 4 | 2 | 10 | 12 | 13 | 8 | 4 | 7 | 6 | 5 | 14 | 8 | 16 | 6 |
| | 1% | 1% | 1% | 1% | 2% | 1% | 1% | 1% | 1% | 2% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 3% |

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j - k/l - m/n/o/p - q/r - s/t

Trust in Charities 2018

ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 67

Q14. Do you or any of your close family or friends work for a charity, either as a paid employee, a trustee, a volunteer or member of a charity's executive or management committee?

Base: All respondents

| | Total | Region | | | | | | | | | | Trust in Charities | | | Trust in Charities II | | | Importance of Charities | Change in trust | | |
|---|-------------|----------------------|----------------|----------------------------|----------------------|----------------------|-----------|----------------------|------------------------|----------------|----------------|-----------------------|--------------------------|--------------------------|-----------------------|-------------------------|--------------------------|-------------------------|-----------------------|-------------------------|-------------------------|
| | | North East (a) | North West (b) | Yorkshire & Humberside (c) | West Midlands (d) | East Midlands (e) | Wales (f) | Eastern (g) | London (h) | South East (i) | South West (j) | 8-10 (k) | 3-7 (l) | 0-2 (m) | 7-10 (n) | 4-6 (o) | 0-3 (p) | | Essential | Increased (r) | Decreased (s) |
| Unweighted base | 2059 | 95 | 244 | 217 | 204 | 166 | 120 | 235 | 303 | 301 | 174 | 359 | 1472 | 228 | 759 | 909 | 391 | 419 | 98 | 931 | 982 |
| Weighted base | 2059 | 102* | 265 | 204 | 204 | 183 | 122 | 204 | 285 | 285 | 204 | 356 | 1476 | 228 | 759 | 907 | 392 | 419 | 97* | 929 | 983 |
| NET: Yes | 422 20% | 20 20% | 53 20% | 36 18% | 36 18% | 47 26% | 23 19% | 41 20% | 62 22% | 58 20% | 45 22% | 124 35%lm | 270 18%m | 27 12% | 214 28%op | 158 17%p | 50 13% | 119 28% | 48 49%st | 180 19% | 189 19% |
| Yes - volunteer | 303 15% | 12 12% | 39 15% | 26 13% | 26 13% | 35 19%g | 17 14% | 24 12% | 41 14% | 49 17% | 34 17% | 87 25%lm | 198 13%m | 19 8% | 149 20%op | 118 13% | 36 9% | 82 20% | 29 30%st | 124 13% | 145 15% |
| Yes - paid employee | 102 5% | 8 8% ^d | 11 4% | 9 4% | 6 3% | 12 7% | 5 4% | 12 6% | 22 8% ^{dj} | 12 4% | 6 3% | 36 10%lm | 62 4% | 4 2% | 54 7%op | 39 4% | 9 2% | 33 8% | 19 20%st | 38 4% | 44 4% |
| Yes - trustee | 37 2% | 1 1% | 3 1% | 4 2% | 6 3% | 2 1% | 1 1% | 2 1% | 6 2% | 5 2% | 7 3% | 11 3% ^m | 25 2% | 1 * | 19 2% | 14 2% | 4 1% | 15 4% | 8 8% st | 16 2% | 11 1% |
| Yes - member of a charity's executive or management committee | 27 1% | 2 2% | 4 1% | 2 1% | 4 2% | 1 1% | - | 4 2% | 4 1% | 4 1% | 3 2% | 6 2% | 18 1% | 3 1% | 12 2% | 12 1% | 4 1% | 13 3% | 3 3% ^t | 14 1% | 10 1% |
| Yes - other (please specify) | 11 1% | - | 2 1% | 1 1% | - | 1 1% | 1 1% | 3 1% ⁱ | 2 1% | - | 1 1% | - | 10 1% | 1 1% | 2 * | 5 1% | 4 1% | 3 1% | - | 9 1% ^t | 2 * |
| No | 1616 78% | 82 80% | 211 79% | 168 82% ^e | 164 81% | 132 72% | 99 81% | 160 79% | 219 77% | 224 78% | 157 77% | 227 64% | 1190 81% ^k | 199 87% ^{kl} | 538 71% | 739 81% ⁿ | 338 86% ^{no} | 297 71% | 47 48% | 744 80% ^r | 784 80% ^r |
| Don't know | 22 1% | - | 1 * | - | 4 2% ^c | 4 2% ^c | - | 3 1% | 5 2% | 3 1% | 2 1% | 5 1% | 15 1% | 2 1% | 8 1% | 10 1% | 4 1% | 3 1% | 3 3% ^s | 5 1% | 10 1% |

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j - k/l/m - n/o/p - r/s/t

*** small base**

Trust in Charities 2018
ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 68

Q14. Do you or any of your close family or friends work for a charity, either as a paid employee, a trustee, a volunteer or member of a charity's executive or management committee?

Base: All respondents

| | <u>Heard of the CC</u> | | <u>Knowledge of CC</u> | | <u>Importance of CC</u> | |
|---|------------------------|-------------------------|-------------------------|-------------------------|------------------------------|------------|
| | Total | Yes (a) | No (b) | Very/Fairly well (c) | Not at all/Not very well (d) | Essential |
| Unweighted base | 2059 | 1077 | 982 | 272 | 755 | 1015 |
| Weighted base | 2059 | 1072 | 987 | 267 | 756 | 1013 |
| NET: Yes | 422 20% | 260 24% ^b | 162 16% | 116 44% ^d | 136 18% | 238 23% |
| Yes - volunteer | 303 15% | 189 18% ^b | 114 12% | 77 29% ^d | 109 14% | 172 17% |
| Yes - paid employee | 102 5% | 62 6% | 41 4% | 31 12% ^d | 27 4% | 52 5% |
| Yes - trustee | 37 2% | 26 2% ^b | 11 1% | 21 8% ^d | 4 * | 24 2% |
| Yes - member of a charity's executive or management committee | 27 1% | 17 2% | 11 1% | 12 5% ^d | 5 1% | 17 2% |
| Yes - other (please specify) | 11 1% | 11 1% ^b | - | 7 3% ^d | 4 1% | 7 1% |
| No | 1616 78% | 804 75% | 812 82% ^a | 149 56% | 613 81% ^c | 768 76% |
| Don't know | 22 1% | 9 1% | 13 1% | 1 * | 7 1% | 7 1% |

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d

Trust in Charities 2018

ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 69
Q15. Have you ever heard of the Charity Commission?
Base: All respondents

| | Gender | | Age | | | | | | Age II | | Age III | | Social Grade | | | | Working Status | | Ethnicity | | |
|-----------------|-------------|-------------------------|-------------------------|----------------------------|----------------------------|---------------------------|---------------------------|---------------------------|-----------------------------|-------------------------|-------------------------|-------------------------|-------------------------|--------------------------|--------------------------|--------------------------|--------------------------|-------------------------|-------------------------|--------------------------|------------------------|
| | Total | Male (a) | Female (b) | 18-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-64 (g) | 65+ (h) | 18-34 (i) | 35+ (j) | 18-44 (k) | 45+ (l) | AB (m) | C1 (n) | C2 (o) | DE (p) | Working (q) | Not working (r) | White (s) | Non White (t) |
| Unweighted base | 2059 | 1059 | 1000 | 265 | 310 | 370 | 368 | 290 | 456 | 575 | 1484 | 945 | 1114 | 580 | 592 | 404 | 483 | 1116 | 943 | 1867 | 176 |
| Weighted base | 2059 | 1009 | 1050 | 247 | 330 | 391 | 350 | 309 | 432 | 577 | 1482 | 968 | 1091 | 562 | 603 | 437 | 457 | 1153 | 906 | 1874 | 170 |
| Yes | 1072 52% | 579 57% ^b | 493 47% | 65 26% | 121 37% ^c | 166 42% ^c | 211 60% ^{cde} | 197 64% ^{cde} | 312 72% ^{cdefg} | 186 32% | 886 60% ⁱ | 352 36% | 720 66% ^k | 330 59% ^{op} | 334 55% ^{op} | 194 44% | 214 47% | 572 50% | 500 55% ^q | 1002 53% ^t | 63 37% |
| No | 897 44% | 390 39% | 507 48% ^a | 170 69% ^{defg} | 199 60% ^{efgh} | 204 52% ^{fgh} | 120 34% ^h | 93 30% | 111 26% | 369 64% ^j | 528 36% | 573 59% ^l | 324 30% | 212 38% | 244 41% | 219 50% ^{mn} | 222 48% ^{mn} | 529 46% ^r | 367 41% | 793 42% | 98 57% ^s |
| Don't know | 90 4% | 40 4% | 50 5% | 12 5% | 10 3% | 21 5% ^h | 19 6% ^h | 18 6% ^h | 9 2% | 22 4% | 68 5% | 43 4% | 47 4% | 20 4% | 25 4% | 23 5% | 21 5% | 52 4% | 38 4% | 80 4% | 10 6% |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j - k/l - m/n/o/p - q/r - s/t

Trust in Charities 2018

ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 70
Q15. Have you ever heard of the Charity Commission?
Base: All respondents

| | Region | | | | | | | | | | | Trust in Charities | | | Trust in Charities II | | | Importance of Charities | Change in trust | | |
|-----------------|-------------|----------------|----------------|------------------------|-------------------|-------------------|-----------|--------------------|------------|----------------|----------------|--------------------|------------|------------|-----------------------|-------------|------------|-------------------------|-----------------|---------------|---------------------|
| | Total | North East (a) | North West (b) | Yorkshire & Humber (c) | West Midlands (d) | East Midlands (e) | Wales (f) | East of London (g) | London (h) | South East (i) | South West (j) | 8-10 (k) | 3-7 (l) | 0-2 (m) | 7-10 (n) | 4-6 (o) | 0-3 (p) | Essential | Increased (r) | Decreased (s) | Stayed the same (t) |
| Unweighted base | 2059 | 95 | 244 | 217 | 204 | 166 | 120 | 235 | 303 | 301 | 174 | 359 | 1472 | 228 | 759 | 909 | 391 | 419 | 98 | 931 | 982 |
| Weighted base | 2059 | 102* | 265 | 204 | 204 | 183 | 122 | 204 | 285 | 285 | 204 | 356 | 1476 | 228 | 759 | 907 | 392 | 419 | 97* | 929 | 983 |
| Yes | 1072 52% | 53 52% | 131 49% | 98 48% | 100 49% | 109 59%bci | 67 55% | 106 52% | 152 53% | 137 48% | 120 59%ci | 197 55% | 764 52% | 112 49% | 423 56%o | 450 50% | 198 51% | 278 66% | 47 48% | 522 56%t | 496 50% |
| No | 897 44% | 45 45% | 129 49%j | 95 46% | 92 45% | 72 39% | 51 42% | 88 43% | 123 43% | 127 45% | 75 37% | 144 40% | 648 44% | 105 46% | 301 40% | 420 46%n | 176 45% | 129 31% | 46 47% | 370 40% | 447 45% s |
| Don't know | 90 4% | 3 3% | 6 2% | 11 6%e | 11 6%e | 3 1% | 4 4% | 10 5%e | 10 4% | 22 8%beh | 9 4% | 15 4% | 64 4% | 11 5% | 35 5% | 37 4% | 17 4% | 12 3% | 5 5% | 37 4% | 40 4% |

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j - k/l/m - n/o/p - r/s/t

* small base

Trust in Charities 2018
ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 71
Q15. Have you ever heard of the Charity Commission?
Base: All respondents

| | <u>Heard of the CC</u> | | <u>Knowledge of CC</u> | | <u>Importance of CC</u> | |
|-----------------|------------------------|---------------------------|-------------------------|-----------------------------|-------------------------------------|------------------|
| | <u>Total</u> | <u>Yes (a)</u> | <u>No (b)</u> | <u>Very/Fairly well (c)</u> | <u>Not at all/Not very well (d)</u> | <u>Essential</u> |
| Unweighted base | 2059 | 1077 | 982 | 272 | 755 | 1015 |
| Weighted base | 2059 | 1072 | 987 | 267 | 756 | 1013 |
| Yes | 1072 52% | 1072 100% ^b | - | 267 100% | 756 100% | 579 57% |
| No | 897 44% | - | 897 91% ^a | - | - | 390 38% |
| Don't know | 90 4% | - | 90 9% ^a | - | - | 44 4% |

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d

Trust in Charities 2018

ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 72

Q16. How well, if at all, do you feel you know the Charity Commission and what it does?

Base: All respondents aware of the Charity Commission

| | Gender | | | Age | | | | | | Age II | | Age III | | Social Grade | | | | Working Status | | Ethnicity | |
|--------------------------------|------------|-------------|---------------|--------------|-----------------|--------------|--------------|---------------|--------------------|--------------|-------------|--------------|-------------|--------------|-------------|-----------------|-------------|----------------|-----------------------|-----------------|---------------------|
| | Total | Male (a) | Female (b) | 18-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-64 (g) | 65+ (h) | 18-34 (i) | 35+ (j) | 18-44 (k) | 45+ (l) | AB (m) | C1 (n) | C2 (o) | DE (p) | Working (q) | Not working (r) | White (s) | Non White (t) |
| Unweighted base | 1077 | 615 | 462 | 68 | 114 | 158 | 220 | 187 | 330 | 182 | 895 | 340 | 737 | 344 | 327 | 179 | 227 | 557 | 520 | 1003 | 65 |
| Weighted base | 1072 | 579 | 493 | 65* | 121 | 166 | 211 | 197 | 312 | 186 | 886 | 352 | 720 | 330 | 334 | 194 | 214 | 572 | 500 | 1002 | 63* |
| NET: Very/ Fairly well | 267 25% | 163 28%b | 104 21% | 26 40%fgh | 38 31%gh | 47 28% | 53 25% | 41 21% | 63 20% | 64 34%j | 203 23% | 110 31%l | 157 22% | 99 30%o | 80 24% | 39 20% | 48 23% | 158 28%r | 109 22% | 235 24% | 29 46% s |
| Very well (4) | 32 3% | 17 3% | 15 3% | 3 4% | 7 6%g | 7 4%g | 8 4%g | 1 1% | 7 2% | 9 5% | 23 3% | 17 5%l | 15 2% | 9 3% | 10 3% | 7 4% | 6 3% | 21 4% | 11 2% | 29 3% | 3 5% |
| Fairly well (3) | 235 22% | 146 25%b | 89 18% | 23 36%fgh | 31 26% | 39 24% | 45 21% | 39 20% | 57 18% | 54 29%j | 181 20% | 94 27%l | 141 20% | 90 27%op | 71 21% | 32 16% | 42 20% | 137 24% | 98 20% | 207 21% | 26 41% s |
| Not very well (2) | 508 47% | 276 48% | 232 47% | 25 38% | 49 40% | 78 47% | 106 50% | 104 53%cd | 147 47% | 73 39% | 434 49%i | 151 43% | 357 50%k | 147 44% | 173 52%p | 100 52%p | 88 41% | 278 49% | 230 46% | 485 48%t | 20 32% |
| Not at all well (1) | 248 23% | 111 19% | 138 28%a | 14 22% | 23 19% | 32 19% | 37 18% | 46 23% | 96 31%def | 37 20% | 211 24% | 69 20% | 179 25% | 69 21% | 65 19% | 48 25% | 67 31%mn | 102 18% | 147 29%q | 237 24% | 9 14% |
| NET: Not at all/ Not very well | 756 71% | 387 67% | 369 75%a | 39 59% | 72 60% | 109 66% | 143 68% | 150 76%cde | 243 78% cdef | 111 59% | 645 73%i | 220 62% | 536 74%k | 216 65% | 238 71% | 148 76% m | 154 72% | 380 66% | 376 75%q | 722 72% t | 29 46% |
| Don't know | 49 5% | 29 5% | 20 4% | 1 1% | 11 9% cgh | 10 6%h | 15 7%h | 7 3% | 6 2% | 12 6% | 37 4% | 22 6% | 27 4% | 15 5% | 16 5% | 7 3% | 12 5% | 34 6%r | 15 3% | 44 4% | 5 7% |
| Mean | 2.05 | 2.13b | 1.96 | 2.22gh | 2.19gh | 2.14h | 2.12h | 1.98 | 1.91 | 2.20j | 2.02 | 2.17l | 1.99 | 2.13p | 2.08p | 1.99 | 1.94 | 2.14r | 1.94 | 2.03 | 2.41s |
| Standard deviation | 0.77 | 0.76 | 0.78 | 0.84 | 0.84 | 0.79 | 0.75 | 0.69 | 0.76 | 0.84 | 0.75 | 0.82 | 0.74 | 0.78 | 0.74 | 0.76 | 0.81 | 0.76 | 0.77 | 0.76 | 0.82 |
| Standard error | 0.02 | 0.03 | 0.04 | 0.10 | 0.08 | 0.07 | 0.05 | 0.05 | 0.04 | 0.06 | 0.03 | 0.05 | 0.03 | 0.04 | 0.04 | 0.06 | 0.06 | 0.03 | 0.03 | 0.02 | 0.11 |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j - k/l - m/n/o/p - q/r - s/t

* small base

Trust in Charities 2018

ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 73

Q16. How well, if at all, do you feel you know the Charity Commission and what it does?
Base: All respondents aware of the Charity Commission

| | Total | Region | | | | | | | | | | Trust in Charities | | | Trust in Charities II | | | Importance of Charities | Change in trust | | |
|--------------------------------|------------|----------------|----------------|------------------------|-------------------|-------------------|------------|--------------------|--------------|----------------|----------------|--------------------|-------------|-------------|-----------------------|-------------|-------------|-------------------------|-----------------|----------------|----------------|
| | | North East (a) | North West (b) | Yorkshire & Humber (c) | West Midlands (d) | East Midlands (e) | Wales (f) | East of London (g) | London (h) | South East (i) | South West (j) | 8-10 (k) | 3-7 (l) | 0-2 (m) | 7-10 (n) | 4-6 (o) | 0-3 (p) | | Essential | In-creased (r) | De-creased (s) |
| Unweighted base | 1077 | 50 | 123 | 104 | 101 | 98 | 66 | 121 | 163 | 147 | 104 | 201 | 765 | 111 | 425 | 454 | 198 | 276 | 46 | 525 | 498 |
| Weighted base | 1072 | 53* | 131 | 98 | 100* | 109* | 67* | 106 | 152 | 137 | 120 | 197 | 764 | 112 | 423 | 450 | 198 | 278 | 47* | 522 | 496 |
| NET: Very/ Fairly well | 267 25% | 10 18% | 34 26% | 25 26% | 22 22% | 26 24% | 17 25% | 21 20% | 50 33%g | 35 25% | 28 24% | 90 46%lm | 160 21% | 18 16% | 149 35%op | 85 19% | 33 17% | 86 31% | 28 61%st | 105 20% | 134 27%st |
| Very well (4) | 32 3% | 2 4% | 3 2% | 3 3% | 3 3% | 4 4% | 2 3% | 2 1% | 4 3% | 4 3% | 5 4% | 18 9%lm | 11 1% | 3 3% | 21 5%o | 6 1% | 5 2% | 15 5% | 10 21%st | 7 1% | 15 3% |
| Fairly well (3) | 235 22% | 8 14% | 31 24% | 22 23% | 19 19% | 22 20% | 15 22% | 19 18% | 46 30%adg | 30 22% | 23 20% | 71 36%lm | 149 19% | 15 13% | 128 30%op | 79 18% | 28 14% | 72 26% | 19 40%st | 98 19% | 118 24% |
| Not very well (2) | 508 47% | 25 47% | 64 49% | 45 46% | 44 44% | 57 53% | 27 40% | 57 54% | 65 42% | 65 48% | 59 49% | 68 34% | 387 51%k | 53 47%k | 180 42% | 227 50%n | 102 51%n | 118 43% | 14 30% | 250 48%r | 240 48%r |
| Not at all well (1) | 248 23% | 15 29% | 28 22% | 22 23% | 27 27% | 22 20% | 21 32%h | 22 20% | 28 18% | 34 25% | 28 23% | 35 18% | 177 23% | 36 32%kl | 80 19% | 112 25%n | 56 28%n | 58 21% | 3 7% | 142 27%rt | 102 21%r |
| NET: Not at all/ Not very well | 756 71% | 40 76% | 93 71% | 67 69% | 71 71% | 79 73% | 48 72% | 79 74%h | 93 61% | 99 73%h | 86 72% | 103 52% | 565 74%k | 89 79%k | 260 61% | 338 75%n | 158 79%n | 176 63% | 17 37% | 392 75%rt | 342 69%r |
| Don't know | 49 5% | 3 6% | 4 3% | 6 6% | 7 7%i | 3 3% | 2 3% | 6 6% | 10 6% | 3 2% | 5 4% | 5 2% | 40 5% | 5 5% | 14 3% | 27 6% | 8 4% | 15 5% | 1 2% | 25 5% | 20 4% |
| Mean | 2.05 | 1.93 | 2.07 | 2.06 | 1.97 | 2.08 | 1.96 | 2.01 | 2.19d | 2.04 | 2.05 | 2.38lm | 1.99 | 1.86 | 2.22op | 1.95 | 1.90 | 2.16 | 2.77st | 1.94 | 2.10s |
| Standard deviation | 0.77 | 0.80 | 0.75 | 0.78 | 0.79 | 0.76 | 0.83 | 0.69 | 0.78 | 0.78 | 0.78 | 0.89 | 0.71 | 0.76 | 0.82 | 0.71 | 0.73 | 0.83 | 0.87 | 0.73 | 0.76 |
| Standard error | 0.02 | 0.12 | 0.07 | 0.08 | 0.08 | 0.08 | 0.10 | 0.06 | 0.06 | 0.07 | 0.08 | 0.06 | 0.03 | 0.07 | 0.04 | 0.03 | 0.05 | 0.05 | 0.13 | 0.03 | 0.03 |

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j - k/l/m - n/o/p - r/s/t
 * small base

Trust in Charities 2018
ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 74

Q16. How well, if at all, do you feel you know the Charity Commission and what it does?
Base: All respondents aware of the Charity Commission

| | Total | Heard of the CC | | Knowledge of CC | | Importance of CC |
|--------------------------------|------------|-----------------|--------|--------------------------|------------------------------|------------------|
| | | Yes (a) | No (b) | Very/Fairly well (c) | Not at all/Not very well (d) | Essential |
| Unweighted base | 1077 | 1077 | - | 272 | 755 | 583 |
| Weighted base | 1072 | 1072 | -** | 267 | 756 | 579 |
| NET: Very/ Fairly well | 267 25% | 267 25% | - | 267 100% ^d | - | 163 28% |
| Very well (4) | 32 3% | 32 3% | - | 32 12% ^d | - | 21 4% |
| Fairly well (3) | 235 22% | 235 22% | - | 235 88% ^d | - | 141 24% |
| Not very well (2) | 508 47% | 508 47% | - | - | 508 67% ^c | 252 43% |
| Not at all well (1) | 248 23% | 248 23% | - | - | 248 33% ^c | 137 24% |
| NET: Not at all/ Not very well | 756 71% | 756 71% | - | - | 756 100% ^c | 389 67% |
| Don't know | 49 5% | 49 5% | - | - | - | 28 5% |
| Mean | 2.05 | 2.05 | - | 3.12 ^d | 1.67 | 2.09 |
| Standard deviation | 0.77 | 0.77 | - | 0.33 | 0.47 | 0.81 |
| Standard error | 0.02 | 0.02 | - | 0.02 | 0.02 | 0.03 |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d

**** very small base (under 30) ineligible for sig testing**

Trust in Charities 2018

ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 75

Q17. The Charity Commission is an independent body responsible for registering and regulating charities in England and Wales. They register applicants for registration as a charity after examining their purposes, accounts and structure. They regulate charities by ensuring they stay within the law and are run for the public benefit, and by investigating any allegations of wrong-doing by charities. How important do you personally regard this role?

Base: All respondents

| | Total | Gender | | Age | | | | | | Age II | | Age III | | Social Grade | | | | Working Status | | Ethnicity | |
|-------------------------------------|-----------------|-----------------------|-------------------------|---------------------------|--------------------------|-------------------------|--------------------------|---------------------------|----------------------------|-------------------------|--------------------------|-------------------------|-------------------------|--------------------------|-----------------------|------------------------|-----------------------|-------------------------|-------------------------|--------------------------|------------------------|
| | | Male (a) | Female (b) | 18-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-64 (g) | 65+ (h) | 18-34 (i) | 35+ (j) | 18-44 (k) | 45+ (l) | AB (m) | C1 (n) | C2 (o) | DE (p) | Working (q) | Not working (r) | White (s) | Non White (t) |
| Unweighted base | 2059 | 1059 | 1000 | 265 | 310 | 370 | 368 | 290 | 456 | 575 | 1484 | 945 | 1114 | 580 | 592 | 404 | 483 | 1116 | 943 | 1867 | 176 |
| Weighted base | 2059 | 1009 | 1050 | 247 | 330 | 391 | 350 | 309 | 432 | 577 | 1482 | 968 | 1091 | 562 | 603 | 437 | 457 | 1153 | 906 | 1874 | 170 |
| NET: Essential/ Very important | 1703 83% | 822 81% | 881 84% | 185 75% | 245 74% | 317 81% ^d | 299 85% ^{cd} | 270 88% ^{cde} | 386 89% ^{cde} | 431 75% | 1273 86% ⁱ | 748 77% | 955 88% ^k | 483 86% ^{np} | 492 82% | 357 82% | 371 81% | 918 80% | 785 87% ^q | 1562 83% ^t | 129 76% |
| Essential | (5) 1013 49% | 463 46% | 550 52% ^a | 88 36% | 128 39% | 178 45% ^c | 183 52% ^{cd} | 176 57% ^{cde} | 260 60% ^{cdef} | 217 38% | 797 54% ⁱ | 394 41% | 619 57% ^k | 281 50% | 297 49% | 209 48% | 227 50% | 507 44% | 506 56% ^q | 928 50% | 76 44% |
| Very important | (4) 690 34% | 359 36% | 331 32% | 97 39% ^{gh} | 117 35% | 139 36% ^h | 116 33% | 95 31% | 126 29% | 214 37% ^j | 476 32% | 353 37% ^l | 337 31% | 202 36% | 195 32% | 148 34% | 144 32% | 411 36% ^r | 279 31% | 634 34% | 54 31% |
| Fairly important | (3) 247 12% | 129 13% | 118 11% | 51 21% ^{efgh} | 53 16% ^{fgh} | 53 13% ^{gh} | 37 11% | 22 7% | 31 7% | 104 18% ^j | 143 10% | 157 16% ^l | 90 8% | 63 11% | 82 14% | 45 10% | 57 13% | 166 14% ^r | 81 9% | 217 12% | 29 17% ^s |
| Not very important | (2) 26 1% | 18 2% ^b | 8 1% | 5 2% | 8 2% | 3 1% | 5 1% | 2 1% | 4 1% | 12 2% ^j | 14 1% | 16 2% | 11 1% | 7 1% | 5 1% | 10 2% | 4 1% | 18 2% | 9 1% | 24 1% | 2 1% |
| Not at all important | (1) 11 1% | 11 1% ^b | - - | 1 * | 2 1% | 3 1% | 1 * | 2 1% | 2 * | 3 1% | 8 1% | 6 1% | 5 * | 2 * | 1 * | 6 1% ⁿ | 2 * | 8 1% | 3 * | 8 * | 3 2% ^s |
| NET: Not at all/ Not very important | 37 2% | 30 3% ^b | 8 1% | 5 2% | 10 3% | 6 2% | 6 2% | 4 1% | 5 1% | 15 3% | 22 1% | 22 2% | 16 1% | 9 2% | 6 1% | 16 4% ^{np} | 6 1% | 25 2% | 12 1% | 32 2% | 5 3% |
| Don't know | 71 3% | 29 3% | 42 4% | 5 2% | 22 7% ^{cfh} | 15 4% | 8 2% | 13 4% | 9 2% | 27 5% | 45 3% | 42 4% ^l | 29 3% | 7 1% | 23 4% ^m | 19 4% ^m | 23 5% ^m | 43 4% | 28 3% | 63 3% | 7 4% |
| Mean | 4.34 | 4.27 | 4.41 ^a | 4.10 | 4.17 | 4.29 ^c | 4.39 ^{cd} | 4.48 ^{cde} | 4.51 ^{cde} | 4.14 | 4.42 ⁱ | 4.20 | 4.46 ^k | 4.36 | 4.35 | 4.30 | 4.36 | 4.25 | 4.45 ^q | 4.35 ^t | 4.21 |
| Standard deviation | 0.79 | 0.84 | 0.72 | 0.82 | 0.85 | 0.80 | 0.77 | 0.73 | 0.71 | 0.84 | 0.75 | 0.82 | 0.73 | 0.76 | 0.77 | 0.86 | 0.78 | 0.82 | 0.73 | 0.78 | 0.90 |
| Standard error | 0.02 | 0.03 | 0.02 | 0.05 | 0.05 | 0.04 | 0.04 | 0.04 | 0.03 | 0.04 | 0.02 | 0.03 | 0.02 | 0.03 | 0.03 | 0.04 | 0.04 | 0.02 | 0.02 | 0.02 | 0.07 |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j - k/l - m/n/o/p - q/r - s/t

Trust in Charities 2018

ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 76

Q17. The Charity Commission is an independent body responsible for registering and regulating charities in England and Wales. They register applicants for registration as a charity after examining their purposes, accounts and structure. They regulate charities by ensuring they stay within the law and are run for the public benefit, and by investigating any allegations of wrong-doing by charities. How important do you personally regard this role?

Base: All respondents

| | Total | Region | | | | | | | | | | Trust in Charities | | | Trust in Charities II | | | Importance of Charities | Change in trust | | |
|-------------------------------------|-----------------|----------------|----------------|------------------------|-------------------|-------------------|------------|--------------------|------------|----------------|----------------|--------------------|------------------|----------------|-----------------------|-----------------|----------------|-------------------------|-----------------|------------------|---------------------|
| | | North East (a) | North West (b) | Yorkshire & Humber (c) | West Midlands (d) | East Midlands (e) | Wales (f) | East of London (g) | London (h) | South East (i) | South West (j) | 8-10 (k) | 3-7 (l) | 0-2 (m) | 7-10 (n) | 4-6 (o) | 0-3 (p) | Essential (q) | Increased (r) | Decreased (s) | Stayed the same (t) |
| Unweighted base | 2059 | 95 | 244 | 217 | 204 | 166 | 120 | 235 | 303 | 301 | 174 | 359 | 1472 | 228 | 759 | 909 | 391 | 419 | 98 | 931 | 982 |
| Weighted base | 2059 | 102* | 265 | 204 | 204 | 183 | 122 | 204 | 285 | 285 | 204 | 356 | 1476 | 228 | 759 | 907 | 392 | 419 | 97* | 929 | 983 |
| NET: Essential/ Very important | 1703 83% | 85 83% | 221 83% | 166 81% | 163 80% | 153 84% | 103 84% | 172 85% | 227 80% | 235 82% | 178 87%h | 320 90%lm | 1220 83% m | 163 71% | 679 89% op | 726 80% | 298 76% | 405 97% | 80 82% | 793 85% | 810 82% |
| Essential | (5) 1013 49% | 47 46% | 123 46% | 98 48% | 105 52% | 93 51% | 62 50% | 106 52% | 130 45% | 145 51% | 106 52% | 201 57% l | 700 47% | 112 49% | 419 55% op | 414 46% | 181 46% | 316 76% | 37 38% | 505 54% rt | 461 47% |
| Very important | (4) 690 34% | 38 37% | 98 37% d | 68 33% | 57 28% | 61 33% | 42 34% | 66 32% | 98 34% | 90 32% | 72 35% | 119 33% m | 521 35% m | 50 22% | 260 34% | 312 34% | 117 30% | 89 21% | 42 44% s | 288 31% | 349 35% s |
| Fairly important | (3) 247 12% | 13 13% | 34 13% | 23 11% | 26 13% | 24 13% | 15 12% | 23 11% | 38 13% | 36 13% | 15 8% | 28 8% | 187 13% k | 32 14% k | 71 9% | 126 14% n | 50 13% | 12 3% | 16 17% s | 93 10% | 126 13% |
| Not very important | (2) 26 1% | 2 2% | 2 1% | 4 2% | 6 3% gh | 2 1% | 2 2% | 1 * | 2 1% | 3 1% | 2 1% | 3 1% | 16 1% | 7 3% kl | 3 * | 15 2% n | 8 2% n | - | 1 1% | 11 1% | 12 1% |
| Not at all important | (1) 11 1% | - | 2 1% | - | 1 1% | 1 1% | - | 2 1% | 3 1% | 1 * | 1 1% | - | 2 * | 9 4% kl | - | 1 * | 10 3% no | - | - | 5 1% | 6 1% |
| NET: Not at all/ Not very important | 37 2% | 2 2% | 4 1% | 4 2% | 7 4% | 3 2% | 2 2% | 3 1% | 5 2% | 4 1% | 4 2% | 3 1% | 19 1% | 16 7% kl | 3 * | 16 2% n | 18 5% no | - | 1 1% | 16 2% | 18 2% |
| Don't know | 71 3% | 2 2% | 6 2% | 11 5% | 8 4% | 3 2% | 2 2% | 6 3% | 15 5% | 11 4% | 7 3% | 5 1% | 50 3% k | 17 7% kl | 7 1% | 38 4% n | 26 7% n | 2 1% | - | 27 3% | 29 3% |
| Mean | 4.34 | 4.30 | 4.31 | 4.35 | 4.32 | 4.34 | 4.35 | 4.39 | 4.29 | 4.36 | 4.42 | 4.48lm | 4.33m | 4.18 | 4.45op | 4.29 | 4.23 | 4.73 | 4.19 | 4.42rt | 4.31 |
| Standard deviation | 0.79 | 0.77 | 0.78 | 0.77 | 0.87 | 0.80 | 0.76 | 0.77 | 0.82 | 0.78 | 0.74 | 0.68 | 0.76 | 1.08 | 0.68 | 0.79 | 0.96 | 0.50 | 0.75 | 0.77 | 0.79 |
| Standard error | 0.02 | 0.08 | 0.05 | 0.05 | 0.06 | 0.06 | 0.07 | 0.05 | 0.05 | 0.05 | 0.06 | 0.04 | 0.02 | 0.07 | 0.02 | 0.03 | 0.05 | 0.02 | 0.08 | 0.03 | 0.03 |

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j - k/l/m - n/o/p - r/s/t

* small base

Trust in Charities 2018
ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 77

Q17. The Charity Commission is an independent body responsible for registering and regulating charities in England and Wales. They register applicants for registration as a charity after examining their purposes, accounts and structure. They regulate charities by ensuring they stay within the law and are run for the public benefit, and by investigating any allegations of wrong-doing by charities. How important do you personally regard this role?

Base: All respondents

| | Total | Heard of the CC | | Knowledge of CC | | Importance of CC |
|-------------------------------------|-----------------|-----------------|-------------|----------------------|------------------------------|------------------|
| | | Yes (a) | No (b) | Very/Fairly well (c) | Not at all/Not very well (d) | Essential |
| Unweighted base | 2059 | 1077 | 982 | 272 | 755 | 1015 |
| Weighted base | 2059 | 1072 | 987 | 267 | 756 | 1013 |
| NET: Essential/ Very important | 1703 83% | 944 88%b | 759 77% | 243 91% | 660 87% | 1013 100% |
| Essential | (5) 1013 49% | 579 54%b | 434 44% | 163 61%d | 389 51% | 1013 100% |
| Very important | (4) 690 34% | 365 34% | 325 33% | 80 30% | 272 36% | - - |
| Fairly important | (3) 247 12% | 107 10% | 140 14%a | 20 8% | 80 11% | - - |
| Not very important | (2) 26 1% | 8 1% | 18 2%a | 4 1% | 4 1% | - - |
| Not at all important | (1) 11 1% | 5 * | 6 1% | - - | 5 1% | - - |
| NET: Not at all/ Not very important | 37 2% | 13 1% | 24 2%a | 4 1% | 9 1% | - - |
| Don't know | 71 3% | 8 1% | 63 6%a | - - | 6 1% | - - |
| Mean | 4.34 | 4.41b | 4.26 | 4.51d | 4.38 | 5.00 |
| Standard deviation | 0.79 | 0.74 | 0.83 | 0.70 | 0.75 | 0.00 |
| Standard error | 0.02 | 0.02 | 0.03 | 0.04 | 0.03 | 0.00 |

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d

Trust in Charities 2018
ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 78
Q18. How does knowing that charities are regulated affect your trust in charities?
Base: All respondents

| | Gender | | Age | | | | | | | Age II | | Age III | | Social Grade | | | | Working Status | | Ethnicity | |
|--|-------------|-------------|-------------------------|----------------------------|---------------------------|-------------------------|---------------------------|---------------------------|---------------------------|-------------------------|-------------------------|-------------------------|-------------------------|---------------------------|--------------------------|--------------------------|--------------------------|-----------------------|-------------------------|-------------------------|------------------------|
| | Total | Male (a) | Female (b) | 18-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-64 (g) | 65+ (h) | 18-34 (i) | 35+ (j) | 18-44 (k) | 45+ (l) | AB (m) | C1 (n) | C2 (o) | DE (p) | Working (q) | Not working (r) | White (s) | Non White (t) |
| Unweighted base | 2059 | 1059 | 1000 | 265 | 310 | 370 | 368 | 290 | 456 | 575 | 1484 | 945 | 1114 | 580 | 592 | 404 | 483 | 1116 | 943 | 1867 | 176 |
| Weighted base | 2059 | 1009 | 1050 | 247 | 330 | 391 | 350 | 309 | 432 | 577 | 1482 | 968 | 1091 | 562 | 603 | 437 | 457 | 1153 | 906 | 1874 | 170 |
| I trust charities more knowing that they are regulated | 931 45% | 430 43% | 501 48% ^a | 155 63% ^{defg} | 171 52% ^{fgh} | 180 46% ^h | 139 40% | 127 41% | 160 37% | 326 56% ^j | 606 41% | 505 52% ^l | 426 39% | 301 54% ^{nop} | 287 48% ^{op} | 174 40% | 170 37% | 532 46% | 400 44% | 844 45% | 81 47% |
| I trust charities less knowing that they are regulated | 90 4% | 52 5% | 37 4% | 26 10% ^{fgh} | 20 6% ^{fgh} | 24 6% ^{fgh} | 9 3% | 2 1% | 9 2% | 46 8% ^j | 44 3% | 70 7% ^l | 20 2% | 18 3% | 24 4% | 22 5% | 26 6% ^m | 64 6% ^r | 26 3% | 71 4% | 18 10% ^s |
| It makes no difference to how much I trust charities | 1038 50% | 526 52% | 511 49% | 66 27% | 139 42% ^c | 188 48% ^c | 202 58% ^{cde} | 180 58% ^{cde} | 263 61% ^{cde} | 205 36% | 833 56% ⁱ | 393 41% | 645 59% ^k | 243 43% | 292 48% | 241 55% ^{mn} | 261 57% ^{mn} | 557 48% | 481 53% ^q | 959 51% ^t | 72 42% |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j - k/l - m/n/o/p - q/r - s/t

Trust in Charities 2018

ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 79

Q18. How does knowing that charities are regulated affect your trust in charities?**Base: All respondents**

| | Region | | | | | | | | | | Trust in Charities | | | Trust in Charities II | | | Importance of Charities | Change in trust | | | |
|--|-------------|----------------|----------------|------------------------|-------------------|-------------------|-----------|--------------|------------|----------------|--------------------|--------------|-------------|-----------------------|--------------|-------------|-------------------------|-----------------|----------------|----------------|---------------------|
| | Total | North East (a) | North West (b) | Yorkshire & Humber (c) | West Midlands (d) | East Midlands (e) | Wales (f) | East-ern (g) | London (h) | South East (i) | South West (j) | 8-10 (k) | 3-7 (l) | 0-2 (m) | 7-10 (n) | 4-6 (o) | 0-3 (p) | Essential | In-creased (r) | De-creased (s) | Stayed the same (t) |
| Unweighted base | 2059 | 95 | 244 | 217 | 204 | 166 | 120 | 235 | 303 | 301 | 174 | 359 | 1472 | 228 | 759 | 909 | 391 | 419 | 98 | 931 | 982 |
| Weighted base | 2059 | 102* | 265 | 204 | 204 | 183 | 122 | 204 | 285 | 285 | 204 | 356 | 1476 | 228 | 759 | 907 | 392 | 419 | 97* | 929 | 983 |
| I trust charities more knowing that they are regulated | 931 45% | 51 50% | 135 51%cgj | 81 40% | 97 47% | 77 42% | 57 47% | 83 41% | 139 49% | 131 46% | 81 39% | 247 69%lm | 660 45%m | 25 11% | 498 66%op | 372 41%p | 61 16% | 250 60% | 71 73%st | 304 33% | 538 55%st |
| I trust charities less knowing that they are regulated | 90 4% | 3 3% | 9 3% | 10 5% | 8 4% | 9 5% | 6 5% | 5 3% | 17 6% | 10 3% | 12 6% | 16 4% | 66 4% | 8 3% | 31 4% | 48 5%p | 11 3% | 4 1% | 10 11%st | 38 4% | 36 4% |
| It makes no difference to how much I trust charities | 1038 50% | 48 47% | 121 46% | 113 55%bh | 99 48% | 97 53% | 60 49% | 116 57%bh | 129 45% | 144 51% | 111 54% | 93 26% | 749 51%k | 195 86%kl | 230 30% | 487 54%n | 320 82%no | 165 39% | 16 16% | 588 63%rt | 409 42%r |

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j - k/l/m - n/o/p - r/s/t

* small base

Trust in Charities 2018
ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 80
Q18. How does knowing that charities are regulated affect your trust in charities?
Base: All respondents

| | Heard of the CC | | Knowledge of CC | | Importance of CC | |
|--|-----------------|-------------------------|-----------------------|-------------------------|------------------------------|------------|
| | Total | Yes (a) | No (b) | Very/Fairly well (c) | Not at all/Not very well (d) | Essential |
| Unweighted base | 2059 | 1077 | 982 | 272 | 755 | 1015 |
| Weighted base | 2059 | 1072 | 987 | 267 | 756 | 1013 |
| I trust charities more knowing that they are regulated | 931 45% | 472 44% | 459 47% | 154 58% ^d | 297 39% | 521 51% |
| I trust charities less knowing that they are regulated | 90 4% | 32 3% | 58 6% ^a | 15 6% ^d | 16 2% | 16 2% |
| It makes no difference to how much I trust charities | 1038 50% | 568 53% ^b | 469 48% | 98 37% | 443 59% ^c | 475 47% |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d

Trust in Charities 2018
ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 81

Q19. If you were told that a small fraction of your donation (less than 1p in £10) would be paid to the Charity Commission to help it regulate charities effectively and give them advice and support, how, if at all, would you respond?

Base: All respondents

| | Gender | | Age | | | | | | | Age II | | Age III | | Social Grade | | | | Working Status | | Ethnicity | |
|---|-------------|-------------|---------------|-------------------------|---------------------------|-------------------------|--------------------------|--------------------------|---------------------------|-------------------------|--------------------------|-------------------------|-------------------------|---------------------------|------------|------------|------------|-------------------------|-------------------------|--------------------------|------------------------|
| | Total | Male (a) | Female (b) | 18-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-64 (g) | 65+ (h) | 18-34 (i) | 35+ (j) | 18-44 (k) | 45+ (l) | AB (m) | C1 (n) | C2 (o) | DE (p) | Working (q) | Not working (r) | White (s) | Non White (t) |
| Unweighted base | 2059 | 1059 | 1000 | 265 | 310 | 370 | 368 | 290 | 456 | 575 | 1484 | 945 | 1114 | 580 | 592 | 404 | 483 | 1116 | 943 | 1867 | 176 |
| Weighted base | 2059 | 1009 | 1050 | 247 | 330 | 391 | 350 | 309 | 432 | 577 | 1482 | 968 | 1091 | 562 | 603 | 437 | 457 | 1153 | 906 | 1874 | 170 |
| It would make me donate to / support charities more | 346 17% | 172 17% | 174 17% | 49 20% ^{gh} | 83 25% ^{efgh} | 70 18% ^h | 50 14% | 41 13% | 53 12% | 132 23% ^j | 214 14% | 202 21% ^l | 144 13% | 115 21% ^{nop} | 93 15% | 68 15% | 70 15% | 221 19% ^r | 126 14% | 297 16% | 46 27% ^s |
| It would make me donate to / support charities less | 167 8% | 85 8% | 82 8% | 25 10% ^h | 30 9% | 35 9% | 28 8% | 23 7% | 25 6% | 56 10% | 111 7% | 91 9% | 76 7% | 40 7% | 55 9% | 31 7% | 40 9% | 106 9% ^r | 61 7% | 149 8% | 18 10% |
| It would make no difference to how much I support charities | 1546 75% | 752 74% | 795 76% | 173 70% | 216 65% | 286 73% ^d | 273 78% ^{cd} | 245 79% ^{cd} | 353 82% ^{cde} | 389 67% | 1157 78% ⁱ | 675 70% | 871 80% ^k | 406 72% | 454 75% | 338 77% | 347 76% | 827 72% | 720 79% ^q | 1428 76% ^t | 107 63% |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j - k/l - m/n/o/p - q/r - s/t

Trust in Charities 2018

ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 82

Q19. If you were told that a small fraction of your donation (less than 1p in £10) would be paid to the Charity Commission to help it regulate charities effectively and give them advice and support, how, if at all, would you respond?

Base: All respondents

| | Region | | | | | | | | | | | Trust in Charities | | | Trust in Charities II | | | Importance of Charities | Change in trust | | |
|---|-------------|----------------|----------------|----------------------------|-------------------|-------------------|-----------|--------------|------------|----------------|----------------|--------------------|--------------|-------------|-----------------------|-------------|-------------|-------------------------|-----------------|----------------|---------------------|
| | Total | North East (a) | North West (b) | Yorkshire & Humberside (c) | West Midlands (d) | East Midlands (e) | Wales (f) | East-ern (g) | London (h) | South East (i) | South West (j) | 8-10 (k) | 3-7 (l) | 0-2 (m) | 7-10 (n) | 4-6 (o) | 0-3 (p) | Essen-tial | In-creased (r) | De-creased (s) | Stayed the same (t) |
| Unweighted base | 2059 | 95 | 244 | 217 | 204 | 166 | 120 | 235 | 303 | 301 | 174 | 359 | 1472 | 228 | 759 | 909 | 391 | 419 | 98 | 931 | 982 |
| Weighted base | 2059 | 102* | 265 | 204 | 204 | 183 | 122 | 204 | 285 | 285 | 204 | 356 | 1476 | 228 | 759 | 907 | 392 | 419 | 97* | 929 | 983 |
| It would make me donate to / support charities more | 346 17% | 15 15% | 51 19% | 40 19% | 37 18% | 29 16% | 22 18% | 28 14% | 53 19% | 44 15% | 27 13% | 90 25%lm | 237 16%m | 19 8% | 173 23%op | 140 15%p | 34 9% | 84 20% | 49 50%st | 142 15% | 150 15% |
| It would make me donate to / support charities less | 167 8% | 9 8% | 19 7% | 19 9% | 16 8% | 22 12%g | 13 11% | 12 6% | 22 8% | 20 7% | 17 8% | 36 10% | 106 7% | 25 11% | 59 8% | 58 6% | 50 13%no | 26 6% | 11 11% | 96 10%t | 58 6% |
| It would make no difference to how much I support charities | 1546 75% | 79 77% | 195 74% | 146 71% | 151 74% | 133 73% | 87 71% | 164 80%c | 210 74% | 222 78% | 160 78% | 229 64% | 1133 77%k | 184 81%k | 527 69% | 710 78%n | 308 79%n | 309 74% | 38 39% | 691 74%r | 776 79%rs |

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j - k/l/m - n/o/p - r/s/t

* small base

Trust in Charities 2018
ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 83

Q19. If you were told that a small fraction of your donation (less than 1p in £10) would be paid to the Charity Commission to help it regulate charities effectively and give them advice and support, how, if at all, would you respond?

Base: All respondents

| | <u>Heard of the CC</u> | | <u>Knowledge of CC</u> | | <u>Importance of CC</u> | |
|---|------------------------|-------------------------|------------------------|------------------------|------------------------------|------------|
| | Total | Yes (a) | No (b) | Very/Fairly well (c) | Not at all/Not very well (d) | Essential |
| Unweighted base | 2059 | 1077 | 982 | 272 | 755 | 1015 |
| Weighted base | 2059 | 1072 | 987 | 267 | 756 | 1013 |
| It would make me donate to / support charities more | 346 17% | 169 16% | 177 18% | 69 26% ^d | 95 13% | 198 20% |
| It would make me donate to / support charities less | 167 8% | 75 7% | 91 9% | 17 6% | 52 7% | 58 6% |
| It would make no difference to how much I support charities | 1546 75% | 827 77% ^b | 719 73% | 181 68% | 609 81% ^c | 757 75% |

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d

Trust in Charities 2018
ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 84
Q20. Before this survey, were you aware of the Register of charities?
Base: All respondents

| | Gender | | Age | | | | | | Age II | | Age III | | Social Grade | | | | Working Status | | Ethnicity | | |
|--|-------------|-----------------------|-------------------------|-------------------------|-------------------------|--------------------------|-------------------------|--------------------------|--------------------------|------------|------------|-------------------------|-------------------------|-------------------------|-------------------------|-------------------------|-------------------------|-----------------------|-------------|-------------|------------|
| | Total | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | 18-34 | 35+ | 18-44 | 45+ | AB | C1 | C2 | DE | Working | Not working | White | Non White |
| | (a) | (b) | (c) | (d) | (e) | (f) | (g) | (h) | (i) | (j) | (k) | (l) | (m) | (n) | (o) | (p) | (q) | (r) | (s) | (t) | |
| Unweighted base | 2059 | 1059 | 1000 | 265 | 310 | 370 | 368 | 290 | 456 | 575 | 1484 | 945 | 1114 | 580 | 592 | 404 | 483 | 1116 | 943 | 1867 | 176 |
| Weighted base | 2059 | 1009 | 1050 | 247 | 330 | 391 | 350 | 309 | 432 | 577 | 1482 | 968 | 1091 | 562 | 603 | 437 | 457 | 1153 | 906 | 1874 | 170 |
| I am aware and have used the Register of charities | 138 7% | 80 8% ^b | 57 5% | 16 6% | 30 9% ^h | 28 7% | 24 7% | 18 6% | 22 5% | 46 8% | 92 6% | 74 8% | 64 6% | 62 11% ^{no} | 34 6% | 19 4% | 22 5% | 94 8% ^r | 44 5% | 119 6% | 16 9% |
| I am aware and have not used the Register of charities | 641 31% | 333 33% | 308 29% | 71 29% | 92 28% | 91 23% | 122 35% ^e | 87 28% | 178 41% ^{cd} | 164 28% | 477 32% | 255 26% | 386 35% ^k | 196 35% ^p | 190 31% | 133 31% | 122 27% | 353 31% | 288 32% | 588 31% | 49 28% |
| I am unaware of the Register of charities | 1280 62% | 596 59% | 685 65% ^a | 160 65% ^h | 207 63% ^h | 272 70% ^{fh} | 205 59% | 204 66% ^{fh} | 232 54% | 367 64% | 913 62% | 640 66% ^l | 641 59% | 304 54% | 379 63% ^m | 284 65% ^m | 313 68% ^m | 706 61% | 575 63% | 1167 62% | 106 62% |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j - k/l - m/n/o/p - q/r - s/t

Trust in Charities 2018

ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 85

Q20. Before this survey, were you aware of the Register of charities?**Base: All respondents**

| | Region | | | | | | | | | | | Trust in Charities | | | Trust in Charities II | | | Importance of Charities | Change in trust | | |
|--|-------------|----------------|------------------------|------------------------|-------------------|-------------------|-----------|--------------------|-----------------------|----------------|----------------|-------------------------|-------------------------|--------------------------|-------------------------|-------------------------|-------------------------|-------------------------|-------------------------|-------------------------|-------------------------|
| | Total | North East (a) | North West (b) | Yorkshire & Humber (c) | West Midlands (d) | East Midlands (e) | Wales (f) | East of London (g) | London (h) | South East (i) | South West (j) | 8-10 (k) | 3-7 (l) | 0-2 (m) | 7-10 (n) | 4-6 (o) | 0-3 (p) | Essential | Increased (r) | Decreased (s) | Stayed the same (t) |
| Unweighted base | 2059 | 95 | 244 | 217 | 204 | 166 | 120 | 235 | 303 | 301 | 174 | 359 | 1472 | 228 | 759 | 909 | 391 | 419 | 98 | 931 | 982 |
| Weighted base | 2059 | 102* | 265 | 204 | 204 | 183 | 122 | 204 | 285 | 285 | 204 | 356 | 1476 | 228 | 759 | 907 | 392 | 419 | 97* | 929 | 983 |
| I am aware and have used the Register of charities | 138 7% | 7 7% | 26 10% ^c | 7 3% | 13 6% | 11 6% | 7 6% | 12 6% | 25 9% ^c | 18 6% | 12 6% | 48 14% ^{lm} | 76 5% | 13 6% | 78 10% ^{op} | 38 4% | 21 5% | 47 11% | 27 28% st | 48 5% | 60 6% |
| I am aware and have not used the Register of charities | 641 31% | 27 27% | 82 31% | 61 30% | 66 32% | 65 35% | 40 32% | 67 33% | 78 27% | 94 33% | 63 31% | 127 36% ^m | 467 32% ^m | 47 21% | 263 35% ^p | 273 30% | 105 27% | 153 37% | 31 32% | 289 31% | 311 32% |
| I am unaware of the Register of charities | 1280 62% | 67 66% | 158 59% | 137 67% | 125 61% | 108 59% | 76 62% | 125 61% | 183 64% | 173 61% | 129 63% | 181 51% | 932 63% ^k | 168 74% ^{kl} | 419 55% | 596 66% ⁿ | 265 68% ⁿ | 219 52% | 39 41% | 592 64% ^r | 613 62% ^r |

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j - k/l/m - n/o/p - r/s/t

* small base

Trust in Charities 2018
ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 86

Q20. Before this survey, were you aware of the Register of charities?

Base: All respondents

| | Heard of the CC | | Knowledge of CC | | Importance of CC | |
|--|-----------------|-------------------------|-------------------------|-------------------------|------------------------------|------------|
| | Total | Yes (a) | No (b) | Very/Fairly well (c) | Not at all/Not very well (d) | Essential |
| Unweighted base | 2059 | 1077 | 982 | 272 | 755 | 1015 |
| Weighted base | 2059 | 1072 | 987 | 267 | 756 | 1013 |
| I am aware and have used the Register of charities | 138 7% | 100 9% ^b | 38 4% | 67 25% ^d | 28 4% | 73 7% |
| I am aware and have not used the Register of charities | 641 31% | 448 42% ^b | 193 20% | 136 51% ^d | 299 39% | 331 33% |
| I am unaware of the Register of charities | 1280 62% | 524 49% | 757 77% ^a | 63 24% | 429 57% ^c | 609 60% |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d

Trust in Charities 2018
ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 87

Q21. The Register of charities holds details of organisations that have been recognised as charitable in law. What information would you expect to see on the Register of charities?

Base: All respondents

| | Gender | | | Age | | | | | | Age II | | | Age III | | | Social Grade | | | | Working Status | | Ethnicity | |
|---|-------------|-------------|-------------------------|------------------------|---------------------------|--------------------------|---------------------------|----------------------------|----------------------------|------------------------|--------------------------|-------------------------|-------------------------|--------------------------|------------------------|-----------------------|------------------------|-------------------------|-------------------------|--------------------------|---------------------|-----------|--|
| | Total | Male (a) | Female (b) | 18-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-64 (g) | 65+ (h) | 18-34 (i) | 35+ (j) | 18-44 (k) | 45+ (l) | AB (m) | C1 (n) | C2 (o) | DE (p) | Working (q) | Not working (r) | White (s) | Non White (t) | | |
| Unweighted base | 2059 | 1059 | 1000 | 265 | 310 | 370 | 368 | 290 | 456 | 575 | 1484 | 945 | 1114 | 580 | 592 | 404 | 483 | 1116 | 943 | 1867 | 176 | | |
| Weighted base | 2059 | 1009 | 1050 | 247 | 330 | 391 | 350 | 309 | 432 | 577 | 1482 | 968 | 1091 | 562 | 603 | 437 | 457 | 1153 | 906 | 1874 | 170 | | |
| What charities are spending their money on | 1584 77% | 756 75% | 827 79% ^a | 175 71% | 217 66% | 291 74% ^d | 266 76% ^d | 255 82% ^{cdef} | 378 88% ^{cdef} | 393 68% | 1191 80% ⁱ | 684 71% | 899 82% ^k | 440 78% | 470 78% | 330 76% | 344 75% | 829 72% | 754 83% ^q | 1452 77% ^t | 120 70% | | |
| Key facts and figures about their work and finances | 1514 74% | 749 74% | 766 73% | 147 59% | 202 61% | 283 72% ^{cd} | 271 77% ^{cd} | 251 81% ^{cde} | 361 84% ^{cdef} | 348 60% | 1166 79% ⁱ | 631 65% | 883 81% ^k | 435 77% ^{op} | 445 74% | 308 71% | 325 71% | 816 71% | 698 77% ^q | 1389 74% ^t | 113 66% | | |
| The details of a charity's trustees | 1371 67% | 688 68% | 683 65% | 128 52% | 175 53% | 245 63% ^{cd} | 262 75% ^{cde} | 232 75% ^{cde} | 329 76% ^{cde} | 303 53% | 1068 72% ⁱ | 548 57% | 823 75% ^k | 398 71% ^{op} | 402 67% | 283 65% | 288 63% | 737 64% | 634 70% ^q | 1259 67% | 103 61% | | |
| Where charities are getting their money from | 1274 62% | 618 61% | 656 62% | 138 56% | 176 53% | 244 62% ^d | 223 64% ^{cd} | 211 68% ^{cd} | 282 65% ^{cd} | 313 54% | 960 65% ⁱ | 557 58% | 716 66% ^k | 372 66% ^p | 375 62% | 268 61% | 259 57% | 691 60% | 583 64% ^q | 1161 62% | 104 61% | | |
| Information about misconduct or mismanagement of a charity | 1265 61% | 609 60% | 656 62% | 127 51% | 148 45% | 234 60% ^{cd} | 227 65% ^{cd} | 221 72% ^{cde} | 307 71% ^{cde} | 276 48% | 989 67% ⁱ | 509 53% | 755 69% ^k | 343 61% | 366 61% | 274 63% | 282 62% | 669 58% | 596 66% ^q | 1160 62% | 98 57% | | |
| Charity ratings | 672 33% | 325 32% | 346 33% | 84 34% ^h | 111 34% ^h | 130 33% ^h | 130 37% ^h | 106 34% ^h | 111 26% | 196 34% | 476 32% | 325 34% | 346 32% | 195 35% | 191 32% | 140 32% | 146 32% | 413 36% ^r | 259 29% | 607 32% | 59 35% | | |
| Other information not listed here (please specify) | 59 3% | 34 3% | 25 2% | 1 * | - - | 12 3% ^{cd} | 9 3% ^{cd} | 13 4% ^{cd} | 25 6% ^{cdf} | 1 * | 58 4% ⁱ | 13 1% | 46 4% ^k | 20 3% | 19 3% | 8 2% | 12 3% | 18 2% | 41 5% ^q | 54 3% | 3 2% | | |
| Don't know | 193 9% | 86 8% | 108 10% | 32 13% ^h | 49 15% ^{efgh} | 36 9% ^h | 29 8% | 26 8% | 22 5% | 81 14% ^j | 112 8% | 117 12% ^l | 76 7% | 29 5% | 65 11% ^m | 41 9% ^m | 59 13% ^m | 121 10% | 73 8% | 176 9% | 16 9% | | |

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j - k/l - m/n/o/p - q/r - s/t

Trust in Charities 2018

ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 88

Q21. The Register of charities holds details of organisations that have been recognised as charitable in law. What information would you expect to see on the Register of charities?

Base: All respondents

| | Total | Region | | | | | | | | | | Trust in Charities | | | Trust in Charities II | | | Importance of Charities | Change in trust | | |
|--|-------------|-------------------------|----------------|----------------------------|---------------------------|--------------------------|-----------|---------------------------|------------|----------------|----------------------------|--------------------|---------------------------|-------------------------|-----------------------|------------|------------------------|-------------------------|-----------------|--------------------------|-------------------------|
| | | North East (a) | North West (b) | Yorkshire & Humberside (c) | West Midlands (d) | East Midlands (e) | Wales (f) | East-ern (g) | London (h) | South East (i) | South West (j) | 8-10 (k) | 3-7 (l) | 0-2 (m) | 7-10 (n) | 4-6 (o) | 0-3 (p) | Essen-tial | In-creased (r) | De-creased (s) | Stayed the same (t) |
| Unweighted base | 2059 | 95 | 244 | 217 | 204 | 166 | 120 | 235 | 303 | 301 | 174 | 359 | 1472 | 228 | 759 | 909 | 391 | 419 | 98 | 931 | 982 |
| Weighted base | 2059 | 102* | 265 | 204 | 204 | 183 | 122 | 204 | 285 | 285 | 204 | 356 | 1476 | 228 | 759 | 907 | 392 | 419 | 97* | 929 | 983 |
| What charities are spending their money on | 1584 77% | 80 79% | 207 78% | 153 75% | 148 73% | 147 80% | 98 80% | 167 82% ^{dhi} | 211 74% | 208 73% | 165 81% | 253 71% | 1166 79% ^{km} | 164 72% | 573 75% | 718 79% | 293 75% | 345 82% | 63 65% | 740 80% ^r | 756 77% ^r |
| Key facts and figures about their work and finances | 1514 74% | 77 75% | 185 70% | 146 71% | 143 70% | 140 76% | 90 74% | 153 75% | 209 73% | 206 72% | 165 81% ^{bcdi} | 267 75% | 1089 74% | 158 70% | 577 76% | 657 72% | 280 71% | 356 85% | 49 51% | 723 78% ^{rt} | 721 73% ^r |
| The details of a charity's trustees | 1371 67% | 68 67% | 167 63% | 136 67% | 128 63% | 133 72% ^{ai} | 80 66% | 143 70% | 187 66% | 179 63% | 149 73% ^{bdi} | 234 66% | 994 67% | 143 63% | 498 66% | 621 68% | 252 64% | 323 77% | 52 54% | 658 71% ^{rt} | 645 66% ^r |
| Where charities are getting their money from | 1274 62% | 61 60% | 157 59% | 128 63% | 125 61% | 111 60% | 82 67% | 127 62% | 162 57% | 179 63% | 141 69% ^{bh} | 216 61% | 921 62% | 136 60% | 473 62% | 568 63% | 232 59% | 283 68% | 39 40% | 600 65% ^r | 623 63% ^r |
| Information about misconduct or mismanagement of a charity | 1265 61% | 65 63% | 164 62% | 125 61% | 125 61% | 111 60% | 77 63% | 138 68% ^h | 166 58% | 169 59% | 126 62% | 208 58% | 913 62% | 143 63% | 452 60% | 576 63% | 237 60% | 288 69% | 39 40% | 632 68% ^{rt} | 580 59% ^r |
| Charity ratings | 672 33% | 43 42% ^{bj} | 74 28% | 64 31% | 70 35% | 56 31% | 46 38% | 70 34% | 100 35% | 91 32% | 58 29% | 109 31% | 492 33% | 71 31% | 238 31% | 312 34% | 122 31% | 157 37% | 29 30% | 328 35% ^t | 301 31% |
| Other information not listed here (please specify) | 59 3% | 4 4% | 6 2% | 7 3% | 4 2% | 3 2% | 4 3% | 5 3% | 11 4% | 9 3% | 5 2% | 5 1% | 48 3% | 7 3% | 18 2% | 27 3% | 14 4% | 20 5% | - | 38 4% ^{rt} | 21 2% |
| Don't know | 193 9% | 7 7% | 21 8% | 20 10% | 30 15% ^{begj} | 11 6% | 12 10% | 17 8% | 27 10% | 33 12% | 15 7% | 24 7% | 135 9% | 34 15% ^{kl} | 59 8% | 88 10% | 46 12% ⁿ | 16 4% | 6 6% | 61 7% | 104 11% ^s |

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j - k/l/m - n/o/p - r/s/t

* small base

Trust in Charities 2018
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Absolutes/col percents

Table 89

Q21. The Register of charities holds details of organisations that have been recognised as charitable in law. What information would you expect to see on the Register of charities?

Base: All respondents

| | <u>Heard of the CC</u> | | <u>Knowledge of CC</u> | | <u>Importance of CC</u> | |
|--|------------------------|-------------|------------------------|----------------------|-------------------------------|------------|
| | Total | Yes (a) | No (b) | Very/Fairly well (c) | Not at all/ Not very well (d) | Essential |
| Unweighted base | 2059 | 1077 | 982 | 272 | 755 | 1015 |
| Weighted base | 2059 | 1072 | 987 | 267 | 756 | 1013 |
| What charities are spending their money on | 1584 77% | 867 81%b | 716 73% | 206 77% | 627 83%c | 855 84% |
| Key facts and figures about their work and finances | 1514 74% | 888 83%b | 627 63% | 218 82% | 636 84% | 833 82% |
| The details of a charity's trustees | 1371 67% | 810 76%b | 561 57% | 210 79% | 565 75% | 763 75% |
| Where charities are getting their money from | 1274 62% | 716 67%b | 558 57% | 180 67% | 510 68% | 721 71% |
| Information about misconduct or mismanagement of a charity | 1265 61% | 709 66%b | 556 56% | 165 62% | 519 69%c | 716 71% |
| Charity ratings | 672 33% | 350 33% | 322 33% | 103 39%d | 229 30% | 357 35% |
| Other information not listed here (please specify) | 59 3% | 48 5%b | 11 1% | 11 4% | 35 5% | 41 4% |
| Don't know | 193 9% | 54 5% | 139 14%a | 5 2% | 40 5%c | 54 5% |

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d

Trust in Charities 2018

ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 90

Q22. Now for some other types of organisations. On a scale of 0-10 where 10 means you trust them completely and 0 means you don't trust them at all, please tell me how much trust and confidence you have in each?

Base: All respondents

Summary table

| | | Private companies | Newspapers | Social Services | MPs | Government Ministers | Your local Council | Banks | Doctors | Police | The ordinary man/ woman in the street |
|-------------------------|------|-------------------|-------------|-----------------|-------------|----------------------|--------------------|-------------|-------------|-------------|---------------------------------------|
| Unweighted base | | 2059 | 2059 | 2059 | 2059 | 2059 | 2059 | 2059 | 2059 | 2059 | 2059 |
| Weighted base | | 2059 | 2059 | 2059 | 2059 | 2059 | 2059 | 2059 | 2059 | 2059 | 2059 |
| Trust them completely | (10) | 6 * | 8 * | 16 1% | 5 * | 6 * | 19 1% | 23 1% | 169 8% | 84 4% | 17 1% |
| 9 | (9) | 27 1% | 18 1% | 65 3% | 17 1% | 17 1% | 39 2% | 72 3% | 407 20% | 212 10% | 59 3% |
| 8 | (8) | 148 7% | 78 4% | 231 11% | 86 4% | 93 4% | 167 8% | 235 11% | 553 27% | 435 21% | 273 13% |
| 7 | (7) | 301 15% | 183 9% | 400 19% | 175 8% | 172 8% | 303 15% | 277 13% | 419 20% | 415 20% | 412 20% |
| 6 | (6) | 333 16% | 228 11% | 345 17% | 176 9% | 221 11% | 334 16% | 310 15% | 213 10% | 290 14% | 337 16% |
| 5 | (5) | 614 30% | 388 19% | 409 20% | 347 17% | 352 17% | 433 21% | 386 19% | 161 8% | 267 13% | 573 28% |
| 4 | (4) | 228 11% | 308 15% | 186 9% | 266 13% | 263 13% | 226 11% | 202 10% | 60 3% | 104 5% | 149 7% |
| 3 | (3) | 173 8% | 274 13% | 148 7% | 265 13% | 227 11% | 182 9% | 174 8% | 37 2% | 102 5% | 113 5% |
| 2 | (2) | 96 5% | 211 10% | 97 5% | 242 12% | 219 11% | 117 6% | 126 6% | 15 1% | 51 2% | 50 2% |
| 1 | (1) | 52 3% | 138 7% | 57 3% | 162 8% | 171 8% | 103 5% | 97 5% | 8 * | 33 2% | 25 1% |
| Don't trust them at all | (0) | 82 4% | 225 11% | 104 5% | 316 15% | 318 15% | 136 7% | 157 8% | 18 1% | 65 3% | 52 3% |
| NET: 8-10 | | 180 9% | 104 5% | 312 15% | 109 5% | 116 6% | 226 11% | 330 16% | 1130 55% | 732 36% | 349 17% |
| NET: 3-7 | | 1649 80% | 1382 67% | 1488 72% | 1230 60% | 1235 60% | 1477 72% | 1349 66% | 889 43% | 1178 57% | 1584 77% |
| NET: 0-2 | | 230 11% | 573 28% | 259 13% | 720 35% | 709 34% | 356 17% | 380 18% | 40 2% | 149 7% | 126 6% |

Trust in Charities 2018
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Absolutes/col percents

Table 90

Q22. Now for some other types of organisations. On a scale of 0-10 where 10 means you trust them completely and 0 means you don't trust them at all, please tell me how much trust and confidence you have in each?

Base: All respondents

Summary table

| | Private companies | Newspapers | Social Services | MPs | Government Ministers | Your local Council | Banks | Doctors | Police | The ordinary man/ woman in the street |
|--------------------|-------------------|------------|-----------------|------------|----------------------|--------------------|------------|-------------|-------------|---------------------------------------|
| Weighted base | 2059 | 2059 | 2059 | 2059 | 2059 | 2059 | 2059 | 2059 | 2059 | 2059 |
| NET: 7-10 | 481 23% | 288 14% | 712 35% | 284 14% | 287 14% | 529 26% | 607 29% | 1548 75% | 1147 56% | 761 37% |
| NET: 4-6 | 1175 57% | 924 45% | 940 46% | 790 38% | 836 41% | 993 48% | 898 44% | 434 21% | 660 32% | 1059 51% |
| NET: 0-3 | 403 20% | 848 41% | 407 20% | 986 48% | 936 45% | 537 26% | 554 27% | 77 4% | 252 12% | 239 12% |
| Mean | 5.02 | 3.92 | 5.32 | 3.60 | 3.68 | 4.84 | 4.94 | 7.37 | 6.35 | 5.69 |
| Standard deviation | 1.98 | 2.30 | 2.25 | 2.42 | 2.46 | 2.33 | 2.49 | 1.83 | 2.29 | 1.92 |
| Standard error | 0.04 | 0.05 | 0.05 | 0.05 | 0.05 | 0.05 | 0.05 | 0.04 | 0.05 | 0.04 |

Trust in Charities 2018

ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 91

Q22. Now for some other types of organisations. On a scale of 0-10 where 10 means you trust them completely and 0 means you don't trust them at all, please tell me how much trust and confidence you have in each?

Base: All respondents

Private companies

| | Total | Gender | | Age | | | | | | Age II | | Age III | | Social Grade | | | | Working Status | | Ethnicity | | | |
|-------------------------|-------|------------|-------------------------|-------------------------|------------------------|-----------------------|------------------------|------------------------|-----------------------|---------------------------|------------|------------------------|-------------------------|-------------------------|--------------------------|--------------------------|--------------------------|--------------------------|-----------------|------------|---------------|-----------------------|-----------------|
| | | Male (a) | Female (b) | 18-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-64 (g) | 65+ (h) | 18-34 (i) | 35+ (j) | 18-44 (k) | 45+ (l) | AB (m) | C1 (n) | C2 (o) | DE (p) | Working (q) | Not working (r) | White (s) | Non White (t) | | |
| Unweighted base | 2059 | 1059 | 1000 | 265 | 310 | 370 | 368 | 290 | 456 | 575 | 1484 | 945 | 1114 | 580 | 592 | 404 | 483 | 1116 | 943 | 1867 | 176 | | |
| Weighted base | 2059 | 1009 | 1050 | 247 | 330 | 391 | 350 | 309 | 432 | 577 | 1482 | 968 | 1091 | 562 | 603 | 437 | 457 | 1153 | 906 | 1874 | 170 | | |
| Trust them completely | (10) | 6* | 6 1%b | - | 1* | - | 2 | 2 | - | 1 | 1 | 5 | 3 | 2 | 4 | - | 1 | 1 | 4 | 2 | 4 | 2 | 1% ^s |
| 9 | (9) | 27 1% | 15 1% | 12 1% | 5 2%h | 6 2%h | 6 2%h | 7 2%h | 2 1% | 1* | 11 2% | 16 1% | 17 2% | 10 1% | 10 2% | 8 1% | 5 1% | 3 1% | 23 2%r | 3* | 21 1% | 5 3% ^s | |
| 8 | (8) | 148 7% | 81 8% | 67 6% | 14 6% | 15 5% | 22 6% | 21 6% | 28 9% ^d | 48 11% ^{cdef} | 29 5% | 119 8% ⁱ | 52 5% | 96 9% ^k | 51 9% | 39 7% | 27 6% | 31 7% | 78 7% | 69 8% | 133 7% | 14 8% | |
| 7 | (7) | 301 15% | 150 15% | 151 14% | 35 14% | 46 14% | 52 13% | 44 13% | 49 16% | 75 17% | 81 14% | 220 15% | 134 14% | 167 15% | 83 15% | 106 18% ^{op} | 54 12% | 58 13% | 171 15% | 131 14% | 282 15% | 17 10% | |
| 6 | (6) | 333 16% | 161 16% | 172 16% | 42 17% | 62 19% | 57 15% | 68 19% ^g | 41 13% | 63 15% | 103 18% | 229 15% | 161 17% | 172 16% | 96 17% ^p | 109 18% ^p | 71 16% | 57 12% | 200 17% | 132 15% | 309 16% | 22 13% | |
| 5 | (5) | 614 30% | 277 27% | 338 32% ^a | 69 28% | 87 26% | 119 30% | 112 32% | 86 28% | 141 33% | 156 27% | 458 31% | 275 28% | 339 31% | 150 27% | 166 28% | 147 34% ^{mn} | 152 33% ^{mn} | 330 29% | 284 31% | 569 30% | 43 25% | |
| 4 | (4) | 228 11% | 106 11% | 121 12% | 28 11% | 40 12% | 54 14% ^h | 33 9% | 36 12% | 37 8% | 67 12% | 161 11% | 122 13% ^l | 106 10% | 66 12% | 64 11% | 48 11% | 49 11% | 130 11% | 98 11% | 208 11% | 19 11% | |
| 3 | (3) | 173 8% | 84 8% | 89 8% | 27 11% ^f | 32 10% | 33 8% | 22 6% | 29 9% | 31 7% | 59 10% | 114 8% | 92 10% | 81 7% | 45 8% | 53 9% | 31 7% | 44 10% | 91 8% | 82 9% | 153 8% | 16 10% | |
| 2 | (2) | 96 5% | 51 5% | 45 4% | 13 5% | 15 5% | 17 4% | 15 4% | 16 5% | 20 5% | 28 5% | 68 5% | 46 5% | 51 5% | 31 5% | 28 5% | 16 4% | 21 5% | 53 5% | 43 5% | 82 4% | 14 8% ^s | |
| 1 | (1) | 52 3% | 25 3% | 27 3% | 7 3% | 6 2% | 12 3% | 12 3% | 6 2% | 9 2% | 13 2% | 39 3% | 25 3% | 27 2% | 13 2% | 11 2% | 13 3% | 15 3% | 29 3% | 23 3% | 45 2% | 6 4% | |
| Don't trust them at all | (0) | 82 4% | 53 5% ^b | 29 3% | 7 3% | 20 6% ^h | 15 4% | 16 5% ^h | 16 5% ^h | 8 2% | 27 5% | 54 4% | 42 4% | 40 4% | 14 2% | 18 3% | 24 5% ^m | 26 6% ^{mn} | 43 4% | 38 4% | 68 4% | 11 7% | |
| NET: 8-10 | | 180 9% | 101 10% ^b | 79 7% | 19 8% | 21 7% | 31 8% | 29 8% | 30 10% | 49 11% ^d | 41 7% | 139 9% | 72 7% | 108 10% ^k | 65 12% ^{nop} | 48 8% | 33 8% | 34 7% | 106 9% | 74 8% | 159 8% | 21 13% | |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j - k/l - m/n/o/p - q/r - s/t

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Absolutes/col percents

Table 91

Q22. Now for some other types of organisations. On a scale of 0-10 where 10 means you trust them completely and 0 means you don't trust them at all, please tell me how much trust and confidence you have in each?

Base: All respondents

Private companies

| | Gender | | Age | | | | | | | Age II | | Age III | | Social Grade | | | | Working Status | | Ethnicity | |
|--------------------|-------------|-------------------------|-------------------------|------------------------|------------------------|--------------|--------------|------------------------|---------------------------|--------------|-------------|--------------|-------------------------|--------------------------|--------------------------|------------|--------------------------|----------------|-----------------------|--------------------------|------------------------|
| | Total | Male (a) | Female (b) | 18-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-64 (g) | 65+ (h) | 18-34 (i) | 35+ (j) | 18-44 (k) | 45+ (l) | AB (m) | C1 (n) | C2 (o) | DE (p) | Working (q) | Not working (r) | White (s) | Non White (t) |
| Weighted base | 2059 | 1009 | 1050 | 247 | 330 | 391 | 350 | 309 | 432 | 577 | 1482 | 968 | 1091 | 562 | 603 | 437 | 457 | 1153 | 906 | 1874 | 170 |
| NET: 3-7 | 1649 80% | 778 77% | 871 83% ^a | 201 81% | 266 81% | 316 81% | 278 79% | 241 78% | 346 80% | 467 81% | 1182 80% | 783 81% | 865 79% | 440 78% | 498 83% | 351 80% | 361 79% | 922 80% | 727 80% | 1521 81% ^t | 118 69% |
| NET: 0-2 | 230 11% | 129 13% ^b | 101 10% | 27 11% | 42 13% | 44 11% | 43 12% | 38 12% | 36 8% | 69 12% | 161 11% | 113 12% | 117 11% | 57 10% | 58 10% | 53 12% | 63 14% ⁿ | 126 11% | 105 12% | 194 10% | 31 18% ^s |
| NET: 7-10 | 481 23% | 252 25% | 229 22% | 55 22% | 67 20% | 83 21% | 73 21% | 79 25% | 124 29% ^{def} | 122 21% | 359 24% | 206 21% | 275 25% ^k | 148 26% ^{op} | 154 25% ^{op} | 87 20% | 92 20% | 276 24% | 205 23% | 441 24% | 39 23% |
| NET: 4-6 | 1175 57% | 544 54% | 631 60% ^a | 139 56% | 188 57% | 231 59% | 213 61% | 164 53% | 241 56% | 326 57% | 848 57% | 557 58% | 617 57% | 312 56% | 339 56% | 266 61% | 258 56% | 660 57% | 514 57% | 1086 58% ^t | 84 50% |
| NET: 0-3 | 403 20% | 214 21% | 190 18% | 54 22% ^h | 74 23% ^h | 77 20% | 65 18% | 66 22% ^h | 67 16% | 128 22% | 275 19% | 205 21% | 198 18% | 102 18% | 110 18% | 84 19% | 107 23% ^{mn} | 216 19% | 187 21% | 348 19% | 47 28% ^s |
| Mean | 5.02 | 5.00 | 5.03 | 4.98 | 4.84 | 4.93 | 5.01 | 4.95 | 5.30 ^{cde} fg | 4.90 | 5.06 | 4.91 | 5.11 ^k | 5.19 ^{op} | 5.14 ^p | 4.90 | 4.75 | 5.08 | 4.94 | 5.05 | 4.75 |
| Standard deviation | 1.98 | 2.11 | 1.85 | 1.96 | 2.05 | 1.98 | 2.02 | 2.07 | 1.84 | 2.01 | 1.97 | 2.00 | 1.97 | 1.98 | 1.90 | 2.01 | 2.05 | 1.99 | 1.97 | 1.94 | 2.34 |
| Standard error | 0.04 | 0.06 | 0.06 | 0.12 | 0.12 | 0.10 | 0.11 | 0.12 | 0.09 | 0.08 | 0.05 | 0.07 | 0.06 | 0.08 | 0.08 | 0.10 | 0.09 | 0.06 | 0.06 | 0.04 | 0.18 |

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j - k/l - m/n/o/p - q/r - s/t

Trust in Charities 2018

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Absolutes/col percents

Table 92

Q22. Now for some other types of organisations. On a scale of 0-10 where 10 means you trust them completely and 0 means you don't trust them at all, please tell me how much trust and confidence you have in each?

Base: All respondents

Private companies

| | Total | Region | | | | | | | | | | Trust in Charities | | | Trust in Charities II | | | Importance of Charities | Change in trust | | |
|----------------------------|-------|----------------|----------------|----------------------------|-------------------|-------------------|-----------|-------------|------------|----------------|----------------|--------------------|---------|---------|-----------------------|---------|---------|-------------------------|-----------------|---------------|---------------------|
| | | North East (a) | North West (b) | Yorkshire & Humberside (c) | West Midlands (d) | East Midlands (e) | Wales (f) | Eastern (g) | London (h) | South East (i) | South West (j) | 8-10 (k) | 3-7 (l) | 0-2 (m) | 7-10 (n) | 4-6 (o) | 0-3 (p) | Essential | Increased (r) | Decreased (s) | Stayed the same (t) |
| Unweighted base | 2059 | 95 | 244 | 217 | 204 | 166 | 120 | 235 | 303 | 301 | 174 | 359 | 1472 | 228 | 759 | 909 | 391 | 419 | 98 | 931 | 982 |
| Weighted base | 2059 | 102* | 265 | 204 | 204 | 183 | 122 | 204 | 285 | 285 | 204 | 356 | 1476 | 228 | 759 | 907 | 392 | 419 | 97* | 929 | 983 |
| Trust them completely (10) | 6 | - | - | - | 1 | 2 | - | - | 1 | 2 | - | 4 | 1 | 1 | 5 | - | 1 | 1 | 1 | 3 | 2 |
| 9 | 27 | 1 | 2 | 4 | 5 | - | 2 | 1 | 5 | 4 | 2 | 20 | 5 | 2 | 23 | 2 | 2 | 8 | 7 | 7 | 12 |
| 8 | 148 | 10 | 21 | 12 | 8 | 12 | 10 | 15 | 25 | 20 | 14 | 59 | 81 | 7 | 90 | 41 | 16 | 39 | 9 | 63 | 75 |
| 7 | 301 | 7 | 35 | 24 | 37 | 26 | 27 | 33 | 36 | 42 | 35 | 88 | 196 | 17 | 162 | 110 | 29 | 68 | 18 | 122 | 156 |
| 6 | 333 | 21 | 43 | 30 | 34 | 40 | 15 | 32 | 39 | 44 | 34 | 54 | 263 | 16 | 136 | 158 | 39 | 59 | 16 | 137 | 173 |
| 5 | 614 | 33 | 83 | 72 | 72 | 43 | 32 | 64 | 78 | 87 | 51 | 70 | 478 | 66 | 192 | 302 | 120 | 120 | 23 | 281 | 289 |
| 4 | 228 | 9 | 35 | 23 | 16 | 25 | 14 | 16 | 38 | 23 | 28 | 26 | 177 | 25 | 63 | 115 | 50 | 49 | 10 | 111 | 100 |
| 3 | 173 | 8 | 21 | 18 | 14 | 14 | 11 | 18 | 27 | 27 | 15 | 19 | 132 | 23 | 43 | 85 | 45 | 34 | 5 | 84 | 80 |
| 2 | 96 | 3 | 9 | 13 | 8 | 8 | 4 | 12 | 18 | 14 | 8 | 4 | 73 | 19 | 21 | 45 | 30 | 16 | 3 | 46 | 44 |
| 1 | 52 | 3 | 7 | 4 | 3 | 6 | 2 | 5 | 8 | 8 | 6 | 5 | 32 | 16 | 14 | 18 | 20 | 9 | 2 | 31 | 20 |

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j - k/l/m - n/o/p - r/s/t
 * small base

Trust in Charities 2018

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Absolutes/col percents

Table 92

Q22. Now for some other types of organisations. On a scale of 0-10 where 10 means you trust them completely and 0 means you don't trust them at all, please tell me how much trust and confidence you have in each?

Base: All respondents

Private companies

| | Total | Region | | | | | | | | | | Trust in Charities | | | Trust in Charities II | | | Importance of Charities | Change in trust | | |
|-------------------------|--------------|----------------|----------------|------------------------|-------------------|-------------------|--------------|--------------------|-------------|----------------|----------------|--------------------|---------------|-------------|-----------------------|--------------|--------------|-------------------------|-----------------|----------------|---------------------|
| | | North East (a) | North West (b) | Yorkshire & Humber (c) | West Midlands (d) | East Midlands (e) | Wales (f) | East of London (g) | London (h) | South East (i) | South West (j) | 8-10 (k) | 3-7 (l) | 0-2 (m) | 7-10 (n) | 4-6 (o) | 0-3 (p) | Essential | In-creased (r) | De-creased (s) | Stayed the same (t) |
| Weighted base | 2059 | 102* | 265 | 204 | 204 | 183 | 122 | 204 | 285 | 285 | 204 | 356 | 1476 | 228 | 759 | 907 | 392 | 419 | 97* | 929 | 983 |
| Don't trust them at all | (0) 82 4% | 5 5% | 9 3% | 5 2% | 5 3% | 8 4% | 5 4% | 8 4% | 12 4% | 14 5% | 11 6% | 8 2% | 38 3% | 36 16%kl | 11 1% | 29 3%n | 41 11%no | 17 4% | 2 2% | 45 5% | 35 4% |
| NET: 8-10 | 180 9% | 11 11% | 23 9% | 16 8% | 14 7% | 15 8% | 12 10% | 16 8% | 32 11% | 26 9% | 16 8% | 83 23%lm | 87 6% | 10 4% | 118 16%op | 43 5% | 18 5% | 48 12% | 18 18%st | 73 8% | 89 9% |
| NET: 3-7 | 1649 80% | 79 78% | 217 82% | 166 82% | 173 85%h | 147 80% | 99 81% | 164 80% | 216 76% | 224 79% | 163 80% | 257 72% | 1245 84%km | 147 64% | 595 78%p | 771 85%np | 283 72% | 329 79% | 73 75% | 734 79% | 796 81% |
| NET: 0-2 | 230 11% | 12 11% | 25 9% | 22 11% | 16 8% | 22 12% | 11 9% | 25 12% | 38 13% | 36 12% | 25 12% | 16 4% | 143 10%k | 71 31%kl | 46 6% | 93 10%n | 91 23%no | 41 10% | 7 7% | 122 13%t | 98 10% |
| NET: 7-10 | 481 23% | 19 18% | 58 22% | 40 19% | 51 25% | 41 22% | 39 32%abc | 49 24% | 67 23% | 68 24% | 51 25% | 172 48%lm | 283 19%m | 27 12% | 280 37%op | 154 17%p | 47 12% | 116 28% | 35 37%st | 195 21% | 244 25%st |
| NET: 4-6 | 1175 57% | 63 62% | 161 61% | 125 61% | 122 60% | 107 58% | 61 50% | 112 55% | 154 54% | 155 54% | 113 56% | 150 42% | 918 62%km | 107 47% | 390 51% | 576 63%np | 209 53% | 228 54% | 50 51% | 529 57% | 561 57% |
| NET: 0-3 | 403 20% | 20 19% | 46 17% | 39 19% | 31 15% | 36 20% | 22 18% | 43 21% | 64 23%cd | 63 22% | 40 20% | 34 10% | 275 19%k | 94 41%kl | 89 12% | 178 20%n | 136 35%no | 75 18% | 12 12% | 206 22%rt | 178 18% |
| Mean | 5.02 | 4.98 | 5.03 | 4.96 | 5.25 | 5.00 | 5.20 | 4.99 | 4.92 | 4.98 | 4.96 | 6.06lm | 4.96m | 3.74 | 5.69op | 4.86p | 4.08 | 5.16 | 5.70st | 4.84 | 5.12st |
| Standard deviation | 1.98 | 2.01 | 1.89 | 1.85 | 1.82 | 2.04 | 2.02 | 1.97 | 2.09 | 2.08 | 2.07 | 1.96 | 1.79 | 2.37 | 1.87 | 1.78 | 2.18 | 2.02 | 2.05 | 2.03 | 1.94 |
| Standard error | 0.04 | 0.21 | 0.12 | 0.13 | 0.13 | 0.16 | 0.18 | 0.13 | 0.12 | 0.12 | 0.16 | 0.10 | 0.05 | 0.16 | 0.07 | 0.06 | 0.11 | 0.10 | 0.21 | 0.07 | 0.06 |

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j - k/l/m - n/o/p - r/s/t
* small base

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Absolutes/col percents

Table 93

Q22. Now for some other types of organisations. On a scale of 0-10 where 10 means you trust them completely and 0 means you don't trust them at all, please tell me how much trust and confidence you have in each?

Base: All respondents

Private companies

| | | Heard of the CC | | Knowledge of CC | | Importance of CC | |
|-----------------------|------|-----------------|-------------------------|-------------------------|----------------------|------------------------------|------------|
| | | Total | Yes (a) | No (b) | Very/Fairly well (c) | Not at all/Not very well (d) | Essential |
| Unweighted base | | 2059 | 1077 | 982 | 272 | 755 | 1015 |
| Weighted base | | 2059 | 1072 | 987 | 267 | 756 | 1013 |
| Trust them completely | (10) | 6* | 3* | 2* | 3 1%d | - | 4* |
| 9 | (9) | 27 1% | 20 2% ^b | 6 1% | 14 5%d | 5 1% | 10 1% |
| 8 | (8) | 148 7% | 82 8% | 65 7% | 33 12%d | 46 6% | 83 8% |
| 7 | (7) | 301 15% | 176 16% ^b | 125 13% | 44 16% | 122 16% | 156 15% |
| 6 | (6) | 333 16% | 179 17% | 153 16% | 40 15% | 136 18% | 173 17% |
| 5 | (5) | 614 30% | 293 27% | 321 33% ^a | 69 26% | 211 28% | 297 29% |
| 4 | (4) | 228 11% | 121 11% | 107 11% | 27 10% | 92 12% | 93 9% |
| 3 | (3) | 173 8% | 92 9% | 81 8% | 15 6% | 69 9% | 77 8% |
| 2 | (2) | 96 5% | 56 5% | 40 4% | 8 3% | 43 6% | 52 5% |
| 1 | (1) | 52 3% | 21 2% | 31 3% | 7 3% | 13 2% | 23 2% |

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d

Prepared by Populus

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Absolutes/col percents

Table 93

Q22. Now for some other types of organisations. On a scale of 0-10 where 10 means you trust them completely and 0 means you don't trust them at all, please tell me how much trust and confidence you have in each?

Base: All respondents

Private companies

| | Total | Heard of the CC | | Knowledge of CC | | Importance of CC |
|-----------------------------|-------------|-------------------------|-------------------------|------------------------|------------------------------|------------------|
| | | Yes (a) | No (b) | Very/Fairly well (c) | Not at all/Not very well (d) | Essential |
| Weighted base | 2059 | 1072 | 987 | 267 | 756 | 1013 |
| Don't trust them at all (0) | 82 4% | 28 3% | 54 5% ^a | 6 2% | 20 3% | 45 4% |
| NET: 8-10 | 180 9% | 106 10% | 74 8% | 50 19% ^d | 52 7% | 96 10% |
| NET: 3-7 | 1649 80% | 861 80% | 788 80% | 195 73% | 629 83% ^c | 797 79% |
| NET: 0-2 | 230 11% | 105 10% | 125 13% ^a | 22 8% | 75 10% | 120 12% |
| NET: 7-10 | 481 23% | 282 26% ^b | 199 20% | 94 35% ^d | 174 23% | 253 25% |
| NET: 4-6 | 1175 57% | 593 55% | 581 59% | 135 51% | 438 58% ^c | 563 56% |
| NET: 0-3 | 403 20% | 197 18% | 206 21% | 37 14% | 144 19% | 197 19% |
| Mean | 5.02 | 5.17 ^b | 4.85 | 5.59 ^d | 5.04 | 5.07 |
| Standard deviation | 1.98 | 1.94 | 2.02 | 2.09 | 1.84 | 2.03 |
| Standard error | 0.04 | 0.06 | 0.06 | 0.13 | 0.07 | 0.06 |

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d

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Absolutes/col percents

Table 94

Q22. Now for some other types of organisations. On a scale of 0-10 where 10 means you trust them completely and 0 means you don't trust them at all, please tell me how much trust and confidence you have in each?

Base: All respondents

Newspapers

| | Total | Gender | | Age | | | | | | Age II | | Age III | | Social Grade | | | | Working Status | | Ethnicity | | |
|-------------------------|-------|----------|------------------|------------------|------------------|------------------|-------------------|------------------|-------------------|-----------|---------|-----------|---------|--------------|--------|--------|-------------------|------------------|------------------|-----------|---------------|------------------|
| | | Male (a) | Female (b) | 18-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-64 (g) | 65+ (h) | 18-34 (i) | 35+ (j) | 18-44 (k) | 45+ (l) | AB (m) | C1 (n) | C2 (o) | DE (p) | Working (q) | Not working (r) | White (s) | Non White (t) | |
| Unweighted base | 2059 | 1059 | 1000 | 265 | 310 | 370 | 368 | 290 | 456 | 575 | 1484 | 945 | 1114 | 580 | 592 | 404 | 483 | 1116 | 943 | 1867 | 176 | |
| Weighted base | 2059 | 1009 | 1050 | 247 | 330 | 391 | 350 | 309 | 432 | 577 | 1482 | 968 | 1091 | 562 | 603 | 437 | 457 | 1153 | 906 | 1874 | 170 | |
| Trust them completely | (10) | 8 | 3 | 5 | 3 | 1 | 1 | 1 | 1 | 1 | 4 | 4 | 5 | 3 | 4 | 2 | - | 2 | 3 | 5 | 6 | 2 |
| | | * | * | 1% | 1% | * | * | * | * | * | 1% | * | * | 1% | * | - | * | * | * | 1% | * | 1% |
| 9 | (9) | 18 | 10 | 8 | 4 | 2 | 1 | 6 | 2 | 3 | 6 | 12 | 8 | 11 | 4 | 3 | 3 | 7 | 12 | 6 | 15 | 3 |
| | | 1% | 1% | 1% | 2% | 1% | * | 2% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 2% | 1% | 1% | 1% | 2% |
| 8 | (8) | 78 | 40 | 38 | 7 | 12 | 20 | 9 | 9 | 22 | 18 | 60 | 39 | 39 | 26 | 18 | 18 | 15 | 47 | 31 | 62 | 15 |
| | | 4% | 4% | 4% | 3% | 3% | 5% | 2% | 3% | 5% | 3% | 4% | 4% | 4% | 5% | 3% | 4% | 3% | 4% | 3% | 3% | 9% |
| 7 | (7) | 183 | 96 | 87 | 13 | 29 | 32 | 25 | 26 | 58 | 42 | 141 | 74 | 109 | 55 | 54 | 32 | 42 | 82 | 101 | 169 | 14 |
| | | 9% | 10% | 8% | 5% | 9% | 8% | 7% | 8% | 13% | 13% | 10% | 8% | 10% | 10% | 9% | 7% | 9% | 7% | 11% | 9% | 8% |
| 6 | (6) | 228 | 114 | 114 | 34 | 27 | 43 | 40 | 30 | 54 | 61 | 167 | 105 | 124 | 58 | 75 | 45 | 51 | 120 | 109 | 206 | 22 |
| | | 11% | 11% | 11% | 14% ^d | 8% | 11% | 11% | 10% | 13% | 11% | 11% | 11% | 11% | 10% | 12% | 10% | 11% | 10% | 12% | 11% | 13% |
| 5 | (5) | 388 | 187 | 201 | 52 | 56 | 66 | 69 | 57 | 88 | 109 | 279 | 174 | 213 | 116 | 109 | 78 | 84 | 214 | 173 | 360 | 27 |
| | | 19% | 18% | 19% | 21% | 17% | 17% | 20% | 18% | 20% | 19% | 19% | 18% | 20% | 21% | 18% | 18% | 18% | 19% | 19% | 19% | 16% |
| 4 | (4) | 308 | 146 | 162 | 35 | 43 | 65 | 47 | 51 | 66 | 79 | 229 | 143 | 165 | 92 | 97 | 57 | 61 | 172 | 136 | 283 | 22 |
| | | 15% | 14% | 15% | 14% | 13% | 17% | 13% | 17% | 15% | 14% | 15% | 15% | 15% | 16% | 16% | 13% | 13% | 15% | 15% | 15% | 13% |
| 3 | (3) | 274 | 110 | 165 | 36 | 52 | 53 | 48 | 37 | 49 | 88 | 186 | 141 | 134 | 64 | 89 | 65 | 56 | 159 | 116 | 253 | 19 |
| | | 13% | 11% | 16% ^a | 15% | 16% | 13% | 14% | 12% | 11% | 15% | 13% | 15% | 12% | 11% | 15% | 15% | 12% | 14% | 13% | 13% | 11% |
| 2 | (2) | 211 | 100 | 110 | 31 | 37 | 39 | 33 | 37 | 33 | 68 | 142 | 107 | 103 | 56 | 62 | 47 | 46 | 132 | 78 | 192 | 16 |
| | | 10% | 10% | 11% | 13% ^h | 11% | 10% | 10% | 12% | 8% | 12% | 10% | 11% | 9% | 10% | 10% | 11% | 10% | 11% ^r | 9% | 10% | 10% |
| 1 | (1) | 138 | 75 | 62 | 15 | 30 | 16 | 32 | 19 | 25 | 45 | 93 | 62 | 76 | 43 | 36 | 28 | 31 | 83 | 55 | 125 | 12 |
| | | 7% | 7% | 6% | 6% | 9% ^e | 4% | 9% ^e | 6% | 6% | 8% | 6% | 6% | 7% | 8% | 6% | 6% | 7% | 7% | 6% | 7% | 7% |
| Don't trust them at all | (0) | 225 | 128 | 97 | 16 | 39 | 55 | 41 | 39 | 34 | 56 | 169 | 110 | 115 | 43 | 58 | 64 | 61 | 128 | 97 | 203 | 19 |
| | | 11% | 13% ^b | 9% | 7% | 12% ^c | 14% ^{ch} | 12% ^c | 13% ^{ch} | 8% | 10% | 11% | 11% | 11% | 8% | 10% | 15% ^{mn} | 13% ^m | 11% | 11% | 11% | 11% |
| NET: 8-10 | | 104 | 53 | 51 | 14 | 15 | 22 | 15 | 12 | 25 | 29 | 75 | 51 | 53 | 35 | 24 | 22 | 24 | 62 | 42 | 83 | 20 |
| | | 5% | 5% | 5% | 5% | 5% | 6% | 4% | 4% | 6% | 5% | 5% | 5% | 5% | 6% | 4% | 5% | 5% | 5% | 5% | 4% | 12% ^s |

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j - k/l - m/n/o/p - q/r - s/t

Trust in Charities 2018
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Absolutes/col percents

Table 94

Q22. Now for some other types of organisations. On a scale of 0-10 where 10 means you trust them completely and 0 means you don't trust them at all, please tell me how much trust and confidence you have in each?

Base: All respondents

Newspapers

| | Gender | | Age | | | | | | | Age II | | Age III | | Social Grade | | | | Working Status | | Ethnicity | |
|--------------------|-------------|-------------------------|-------------------------|-------------------------|-------------------------|-------------------------|-------------------------|-------------------------|----------------------------|-------------------------|-------------|--------------|------------|-------------------|--------------------------|--------------------------|------------|-------------------------|-------------------------|--------------|------------------------|
| | Total | Male (a) | Female (b) | 18-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-64 (g) | 65+ (h) | 18-34 (i) | 35+ (j) | 18-44 (k) | 45+ (l) | AB (m) | C1 (n) | C2 (o) | DE (p) | Working (q) | Not working (r) | White (s) | Non White (t) |
| Weighted base | 2059 | 1009 | 1050 | 247 | 330 | 391 | 350 | 309 | 432 | 577 | 1482 | 968 | 1091 | 562 | 603 | 437 | 457 | 1153 | 906 | 1874 | 170 |
| NET: 3-7 | 1382 67% | 653 65% | 729 69% ^a | 171 69% | 208 63% | 259 66% | 228 65% | 201 65% | 315 73% ^{defg} | 379 66% | 1003 68% | 637 66% | 744 68% | 385 69% | 425 70% ^{op} | 277 63% | 295 65% | 747 65% | 635 70% ^q | 1271 68% | 103 61% |
| NET: 0-2 | 573 28% | 303 30% ^b | 270 26% | 63 25% | 107 32% ^h | 110 28% ^h | 107 30% ^h | 95 31% ^h | 92 21% | 169 29% | 404 27% | 279 29% | 294 27% | 142 25% | 155 26% | 138 32% ^{mn} | 138 30% | 344 30% ^r | 229 25% | 520 28% | 47 27% |
| NET: 7-10 | 288 14% | 149 15% | 138 13% | 27 11% | 44 13% | 55 14% | 40 12% | 39 13% | 83 19% ^{cdef} | 71 12% | 217 15% | 125 13% | 162 15% | 90 16% | 78 13% | 53 12% | 67 15% | 144 13% | 143 16% ^q | 252 13% | 34 20% ^s |
| NET: 4-6 | 924 45% | 447 44% | 477 45% | 122 49% ^d | 127 38% | 174 44% | 155 44% | 138 45% | 208 48% ^d | 248 43% | 675 46% | 422 44% | 501 46% | 266 47% | 282 47% | 179 41% | 197 43% | 506 44% | 417 46% | 849 45% | 70 41% |
| NET: 0-3 | 848 41% | 413 41% | 434 41% | 99 40% | 159 48% ^h | 163 42% ^h | 154 44% ^h | 132 43% ^h | 141 33% | 257 45% ^j | 590 40% | 420 43% | 427 39% | 206 37% | 244 40% | 204 47% ^m | 194 42% | 502 44% ^r | 345 38% | 773 41% | 66 39% |
| Mean | 3.92 | 3.89 | 3.96 | 4.06 ^d | 3.66 | 3.86 | 3.76 | 3.76 | 4.34 ^{def} | 3.83 | 3.96 | 3.84 | 3.99 | 4.12 ^o | 3.96 | 3.67 | 3.86 | 3.81 | 4.06 ^q | 3.90 | 4.23 |
| Standard deviation | 2.30 | 2.38 | 2.22 | 2.19 | 2.33 | 2.34 | 2.32 | 2.30 | 2.24 | 2.27 | 2.31 | 2.30 | 2.30 | 2.26 | 2.20 | 2.35 | 2.41 | 2.29 | 2.31 | 2.27 | 2.56 |
| Standard error | 0.05 | 0.07 | 0.07 | 0.13 | 0.13 | 0.12 | 0.12 | 0.13 | 0.10 | 0.09 | 0.06 | 0.07 | 0.07 | 0.09 | 0.09 | 0.12 | 0.11 | 0.07 | 0.08 | 0.05 | 0.19 |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j - k/l - m/n/o/p - q/r - s/t

Trust in Charities 2018

ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 95

Q22. Now for some other types of organisations. On a scale of 0-10 where 10 means you trust them completely and 0 means you don't trust them at all, please tell me how much trust and confidence you have in each?

Base: All respondents

Newspapers

| | Total | Region | | | | | | | | | | Trust in Charities | | | Trust in Charities II | | | Importance of Charities | Change in trust | | |
|-----------------------|---------|----------------|----------------|------------------------|-------------------|-------------------|-----------|--------------|------------|----------------|----------------|--------------------|---------|---------|-----------------------|---------|---------|-------------------------|-----------------|----------------|---------------------|
| | | North East (a) | North West (b) | Yorkshire & Humber (c) | West Midlands (d) | East Midlands (e) | Wales (f) | East-ern (g) | London (h) | South East (i) | South West (j) | 8-10 (k) | 3-7 (l) | 0-2 (m) | 7-10 (n) | 4-6 (o) | 0-3 (p) | Essen-tial | In-creased (r) | De-creased (s) | Stayed the same (t) |
| Unweighted base | 2059 | 95 | 244 | 217 | 204 | 166 | 120 | 235 | 303 | 301 | 174 | 359 | 1472 | 228 | 759 | 909 | 391 | 419 | 98 | 931 | 982 |
| Weighted base | 2059 | 102* | 265 | 204 | 204 | 183 | 122 | 204 | 285 | 285 | 204 | 356 | 1476 | 228 | 759 | 907 | 392 | 419 | 97* | 929 | 983 |
| Trust them completely | (10) 8* | - | - | - | 1* | 1 | 1 | - | 1* | 2 | 2 | 5 | 2 | 1* | 5 | 2 | 1* | 2 | 1 | 4* | 3* |
| 9 | (9) 18 | - | 3 | 3 | 2 | 2 | - | - | 5 | 2 | 1 | 11 | 5 | 2 | 12 | 4 | 2 | 5 | 5 | 9 | 4* |
| | 1% | - | 1% | 2% | 1% | 1% | - | - | 2% | 1% | * | 3%l | * | 1% | 2%o | * | 1% | 1% | 6%st | 1% | * |
| 8 | (8) 78 | 2 | 10 | 6 | 8 | 6 | 4 | 6 | 16 | 11 | 10 | 33 | 42 | 3 | 61 | 11 | 6 | 23 | 10 | 27 | 40 |
| | 4% | 2% | 4% | 3% | 4% | 3% | 3% | 3% | 6% | 4% | 5% | 9%lm | 3% | 1% | 8%op | 1% | 2% | 5% | 10%st | 3% | 4% |
| 7 | (7) 183 | 10 | 24 | 13 | 17 | 16 | 14 | 21 | 35 | 20 | 14 | 62 | 108 | 13 | 104 | 56 | 23 | 38 | 16 | 78 | 83 |
| | 9% | 9% | 9% | 6% | 8% | 9% | 11% | 10% | 12%ci | 7% | 7% | 18%lm | 7% | 6% | 14%op | 6% | 6% | 9% | 17%st | 8% | 8% |
| 6 | (6) 228 | 12 | 26 | 20 | 27 | 22 | 16 | 16 | 32 | 39 | 19 | 51 | 169 | 9 | 106 | 99 | 24 | 43 | 8 | 111 | 107 |
| | 11% | 12% | 10% | 10% | 13% | 12% | 13% | 8% | 11% | 14%g | 9% | 14%m | 11%m | 4% | 14%p | 11%p | 6% | 10% | 8% | 12% | 11% |
| 5 | (5) 388 | 22 | 52 | 43 | 43 | 39 | 21 | 32 | 55 | 51 | 30 | 64 | 300 | 24 | 148 | 192 | 47 | 87 | 15 | 157 | 204 |
| | 19% | 21% | 20% | 21% | 21% | 21% | 17% | 15% | 19% | 18% | 15% | 18%m | 20%m | 11% | 20%p | 21%p | 12% | 21% | 15% | 17% | 21% ^s |
| 4 | (4) 308 | 11 | 38 | 27 | 28 | 28 | 13 | 39 | 33 | 48 | 43 | 36 | 246 | 26 | 89 | 163 | 56 | 58 | 14 | 146 | 143 |
| | 15% | 11% | 14% | 13% | 14% | 15% | 11% | 19%fh | 11% | 17% | 21%acfh | 10% | 17%k | 11% | 12% | 18%n | 14% | 14% | 15% | 16% | 15% |
| 3 | (3) 274 | 14 | 37 | 34 | 27 | 26 | 16 | 29 | 30 | 36 | 27 | 39 | 213 | 22 | 78 | 150 | 46 | 41 | 12 | 123 | 132 |
| | 13% | 13% | 14% | 17%h | 13% | 14% | 13% | 14% | 10% | 12% | 13% | 11% | 14% | 10% | 10% | 17%np | 12% | 10% | 12% | 13% | 13% |
| 2 | (2) 211 | 9 | 28 | 23 | 20 | 18 | 15 | 25 | 31 | 25 | 16 | 16 | 164 | 30 | 57 | 100 | 54 | 43 | 10 | 98 | 92 |
| | 10% | 9% | 11% | 11% | 10% | 10% | 12% | 12% | 11% | 9% | 8% | 5% | 11%k | 13%k | 8% | 11%n | 14%n | 10% | 10% | 11% | 9% |
| 1 | (1) 138 | 8 | 20 | 16 | 11 | 7 | 6 | 15 | 21 | 18 | 16 | 18 | 95 | 25 | 51 | 46 | 41 | 26 | 2 | 67 | 66 |
| | 7% | 8% | 7% | 8% | 5% | 4% | 5% | 7% | 8% | 6% | 8% | 5% | 6% | 11%kl | 7% | 5% | 10%no | 6% | 2% | 7% | 7% |

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j - k/l/m - n/o/p - r/s/t
 * small base

Trust in Charities 2018

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Absolutes/col percents

Table 95

Q22. Now for some other types of organisations. On a scale of 0-10 where 10 means you trust them completely and 0 means you don't trust them at all, please tell me how much trust and confidence you have in each?

Base: All respondents

Newspapers

| | Total | Region | | | | | | | | | | Trust in Charities | | | Trust in Charities II | | | Importance of Charities | Change in trust | | |
|-------------------------|-------------------|----------------|----------------|------------------------|-------------------|-------------------|-----------|--------------------|-------------|----------------|----------------|--------------------|---------------|--------------|-----------------------|-------------|--------------|-------------------------|-----------------|----------------|---------------------|
| | | North East (a) | North West (b) | Yorkshire & Humber (c) | West Midlands (d) | East Midlands (e) | Wales (f) | East of London (g) | London (h) | South East (i) | South West (j) | 8-10 (k) | 3-7 (l) | 0-2 (m) | 7-10 (n) | 4-6 (o) | 0-3 (p) | Essential | In-creased (r) | De-creased (s) | Stayed the same (t) |
| Weighted base | 2059 | 102* | 265 | 204 | 204 | 183 | 122 | 204 | 285 | 285 | 204 | 356 | 1476 | 228 | 759 | 907 | 392 | 419 | 97* | 929 | 983 |
| Don't trust them at all | (0) 225 11% | 14 14% | 27 10% | 20 10% | 20 10% | 19 10% | 16 13% | 22 11% | 27 10% | 34 12% | 26 13% | 20 6% | 132 9%k | 73 32%kl | 48 6% | 85 9%n | 92 24%no | 53 13% | 3 3% | 110 12%r | 108 11%r |
| NET: 8-10 | 104 5% | 2 2% | 14 5% | 9 4% | 11 5% | 9 5% | 5 4% | 6 3% | 22 8%g | 14 5% | 13 6% | 50 14%lm | 49 3% | 6 3% | 78 10%op | 17 2% | 9 2% | 30 7% | 16 17%st | 39 4% | 48 5% |
| NET: 3-7 | 1382 67% | 68 67% | 176 66% | 137 67% | 142 69% | 131 71% | 80 66% | 136 67% | 184 64% | 194 68% | 134 66% | 252 71%lm | 1036 70%lm | 93 41% | 525 69%p | 660 73%p | 196 50% | 267 64% | 66 68% | 615 66% | 669 68% |
| NET: 0-2 | 573 28% | 32 31% | 75 28% | 58 29% | 52 25% | 44 24% | 37 30% | 61 30% | 80 28% | 77 27% | 57 28% | 54 15% | 391 26%k | 129 56%kl | 156 21% | 230 25%n | 187 48%no | 121 29% | 15 16% | 275 30%r | 266 27%r |
| NET: 7-10 | 288 14% | 12 11% | 38 14% | 22 11% | 27 13% | 25 14% | 19 16% | 27 13% | 56 20%ci | 35 12% | 28 14% | 112 32%lm | 157 11% | 19 8% | 183 24%op | 73 8% | 32 8% | 69 16% | 33 34%st | 118 13% | 131 13% |
| NET: 4-6 | 924 45% | 45 44% | 115 44% | 90 44% | 98 48% | 89 48% | 51 41% | 87 42% | 120 42% | 138 48% | 92 45% | 150 42%lm | 715 48%km | 59 26% | 343 45%p | 454 50%p | 127 32% | 188 45% | 38 39% | 413 44% | 454 46% |
| NET: 0-3 | 848 41% | 45 45% | 112 42% | 93 45% | 79 39% | 70 38% | 53 43% | 90 44% | 110 38% | 112 39% | 84 41% | 93 26% | 604 41%k | 151 66%kl | 234 31% | 381 42%n | 233 59%no | 162 39% | 27 28% | 398 43%r | 398 41%r |
| Mean | 3.92 | 3.70 | 3.90 | 3.77 | 4.05 | 4.07 | 3.92 | 3.71 | 4.18g | 3.93 | 3.81 | 5.04lm | 3.87m | 2.49 | 4.62op | 3.79p | 2.87 | 4.01 | 5.07st | 3.81 | 3.92 |
| Standard deviation | 2.30 | 2.30 | 2.29 | 2.19 | 2.26 | 2.25 | 2.40 | 2.19 | 2.43 | 2.31 | 2.37 | 2.39 | 2.12 | 2.41 | 2.36 | 2.02 | 2.33 | 2.43 | 2.35 | 2.31 | 2.27 |
| Standard error | 0.05 | 0.24 | 0.15 | 0.15 | 0.16 | 0.17 | 0.22 | 0.14 | 0.14 | 0.13 | 0.18 | 0.13 | 0.06 | 0.16 | 0.09 | 0.07 | 0.12 | 0.12 | 0.24 | 0.08 | 0.07 |

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j - k/l/m - n/o/p - r/s/t

* small base

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Absolutes/col percents

Table 96

Q22. Now for some other types of organisations. On a scale of 0-10 where 10 means you trust them completely and 0 means you don't trust them at all, please tell me how much trust and confidence you have in each?

Base: All respondents

Newspapers

| | | <u>Heard of the CC</u> | | <u>Knowledge of CC</u> | | <u>Importance of CC</u> | |
|-------------------------|------|------------------------|------------|------------------------|------------------------|-------------------------------|------------|
| | | Total | Yes (a) | No (b) | Very/Fairly well (c) | Not at all/ Not very well (d) | Essential |
| Unweighted base | | 2059 | 1077 | 982 | 272 | 755 | 1015 |
| Weighted base | | 2059 | 1072 | 987 | 267 | 756 | 1013 |
| Trust them completely | (10) | 8* | 5 1% | 3* | 4 2% ^d | 1* | 5 1% |
| 9 | (9) | 18 1% | 11 1% | 7 1% | 4 2% | 6 1% | 8 1% |
| 8 | (8) | 78 4% | 49 5% | 29 3% | 24 9% ^d | 24 3% | 36 4% |
| 7 | (7) | 183 9% | 106 10% | 78 8% | 38 14% ^d | 61 8% | 99 10% |
| 6 | (6) | 228 11% | 116 11% | 112 11% | 29 11% | 85 11% | 114 11% |
| 5 | (5) | 388 19% | 208 19% | 180 18% | 45 17% | 153 20% | 189 19% |
| 4 | (4) | 308 15% | 149 14% | 159 16% | 26 10% | 117 16% ^c | 145 14% |
| 3 | (3) | 274 13% | 133 12% | 142 14% | 28 11% | 99 13% | 131 13% |
| 2 | (2) | 211 10% | 115 11% | 95 10% | 24 9% | 79 10% | 98 10% |
| 1 | (1) | 138 7% | 78 7% | 60 6% | 21 8% | 53 7% | 68 7% |
| Don't trust them at all | (0) | 225 11% | 103 10% | 122 12% | 23 9% | 78 10% | 119 12% |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d

Prepared by Populus

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Absolutes/col percents

Table 96

Q22. Now for some other types of organisations. On a scale of 0-10 where 10 means you trust them completely and 0 means you don't trust them at all, please tell me how much trust and confidence you have in each?

Base: All respondents

Newspapers

| | <u>Heard of the CC</u> | | <u>Knowledge of CC</u> | | <u>Importance of CC</u> | |
|--------------------|------------------------|-------------------------|------------------------|--------------------------------|--|----------------|
| | Total | Yes (a) | No (b) | Very/ Fairly well (c) | Not at all/ Not very well (d) | Essen- tial |
| Weighted base | 2059 | 1072 | 987 | 267 | 756 | 1013 |
| NET: 8-10 | 104 5% | 65 6% ^b | 39 4% | 33 12% ^d | 31 4% | 49 5% |
| NET: 3-7 | 1382 67% | 711 66% | 670 68% | 166 62% | 515 68% | 678 67% |
| NET: 0-2 | 573 28% | 296 28% | 277 28% | 68 26% | 210 28% | 286 28% |
| NET: 7-10 | 288 14% | 171 16% ^b | 117 12% | 71 27% ^d | 92 12% | 148 15% |
| NET: 4-6 | 924 45% | 473 44% | 451 46% | 99 37% | 355 47% ^c | 448 44% |
| NET: 0-3 | 848 41% | 429 40% | 419 42% | 97 36% | 309 41% | 417 41% |
| Mean | 3.92 | 4.03 ^b | 3.81 | 4.48 ^d | 3.88 | 3.92 |
| Standard deviation | 2.30 | 2.33 | 2.26 | 2.58 | 2.22 | 2.34 |
| Standard error | 0.05 | 0.07 | 0.07 | 0.16 | 0.08 | 0.07 |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d

Trust in Charities 2018

ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 97

Q22. Now for some other types of organisations. On a scale of 0-10 where 10 means you trust them completely and 0 means you don't trust them at all, please tell me how much trust and confidence you have in each?

Base: All respondents

Social Services

| | Total | Gender | | Age | | | | | | Age II | | Age III | | Social Grade | | | | Working Status | | Ethnicity | | |
|-------------------------|-------|------------|-------------|-------------|-----------------|----------------|------------|------------|-------------|----------------|-----------------|-------------|-------------|--------------|---------------|-----------------|---------------|----------------|-----------------|------------|---------------|----------------|
| | | Male (a) | Female (b) | 18-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-64 (g) | 65+ (h) | 18-34 (i) | 35+ (j) | 18-44 (k) | 45+ (l) | AB (m) | C1 (n) | C2 (o) | DE (p) | Working (q) | Not working (r) | White (s) | Non White (t) | |
| Unweighted base | 2059 | 1059 | 1000 | 265 | 310 | 370 | 368 | 290 | 456 | 575 | 1484 | 945 | 1114 | 580 | 592 | 404 | 483 | 1116 | 943 | 1867 | 176 | |
| Weighted base | 2059 | 1009 | 1050 | 247 | 330 | 391 | 350 | 309 | 432 | 577 | 1482 | 968 | 1091 | 562 | 603 | 437 | 457 | 1153 | 906 | 1874 | 170 | |
| Trust them completely | (10) | 16 1% | 9 1% | 7 1% | 1 * | 2 1% | 3 1% | 3 1% | 5 2% | 2 * | 3 1% | 14 1% | 6 1% | 10 1% | 3 1% | 5 1% | 3 1% | 5 1% | 5 * | 11 1%q | 15 1% | 2 1% |
| 9 | (9) | 65 3% | 33 3% | 31 3% | 12 5%f | 19 6%efgh | 9 2% | 6 2% | 12 3% | 31 5%j | 34 2% | 40 4%l | 25 2% | 19 3% | 22 4% | 14 3% | 10 2% | 42 4% | 23 3% | 58 3% | 6 4% | |
| 8 | (8) | 231 11% | 129 13%b | 102 10% | 38 16%eg | 36 11% | 30 8% | 43 12%e | 29 9% | 54 13%e | 74 11% | 156 11% | 105 12% | 66 12% | 73 12% | 51 12% | 42 9% | 130 11% | 101 11% | 208 11% | 21 12% | |
| 7 | (7) | 400 19% | 171 17% | 229 22%a | 55 22%g | 73 22%g | 79 20%g | 67 19% | 43 14% | 83 19% | 128 22%j | 272 18% | 207 21%l | 193 18% | 134 24%nop | 113 19% | 76 17% | 77 17% | 215 19% | 186 20% | 371 20% | 29 17% |
| 6 | (6) | 345 17% | 178 18% | 166 16% | 48 20% | 62 19% | 59 15% | 57 16% | 55 18% | 64 15% | 110 19% | 235 16% | 169 17% | 176 16% | 101 18% | 96 16% | 73 17% | 74 16% | 196 17% | 149 16% | 312 17% | 29 17% |
| 5 | (5) | 409 20% | 196 19% | 213 20% | 46 19% | 63 19% | 79 20% | 74 21% | 59 19% | 88 20% | 109 19% | 300 20% | 188 19% | 221 20% | 105 19% | 129 21% | 82 19% | 93 20% | 239 21% | 170 19% | 362 19% | 44 26% s |
| 4 | (4) | 186 9% | 87 9% | 99 9% | 15 6% | 19 6% | 40 10%d | 29 8% | 35 11%cd | 49 11%cd | 34 6% | 152 10%i | 73 8% | 113 10%k | 40 7% | 58 10% | 34 8% | 54 12%m | 95 8% | 91 10% | 175 9% | 10 6% |
| 3 | (3) | 148 7% | 65 6% | 83 8% | 15 6% | 17 5% | 37 9%d | 20 6% | 27 9% | 33 8% | 32 5% | 116 8% | 68 7% | 80 7% | 38 7% | 43 7% | 35 8% | 32 7% | 85 7% | 63 7% | 139 7% | 6 4% |
| 2 | (2) | 97 5% | 41 4% | 56 5% | 7 3% | 13 4% | 18 5% | 19 5% | 22 7%c | 18 4% | 20 4% | 77 5% | 38 4% | 59 5% | 30 5% | 26 4% | 22 5% | 20 4% | 63 5% | 34 4% | 87 5% | 11 6% |
| 1 | (1) | 57 3% | 37 4%b | 21 2% | 4 2% | 7 2% | 14 3% | 14 4% | 8 3% | 11 3% | 11 2% | 47 3% | 25 3% | 33 3% | 10 2% | 12 2% | 16 4% | 19 4% mn | 29 2% | 29 3% | 52 3% | 6 3% |
| Don't trust them at all | (0) | 104 5% | 62 6%b | 42 4% | 5 2% | 19 6%c | 25 6%c | 19 5%c | 18 6%c | 18 4% | 24 4% | 80 5% | 49 5% | 56 5% | 16 3% | 25 4% | 31 7% m | 33 7% mn | 55 5% | 49 5% | 94 5% | 7 4% |
| NET: 8-10 | | 312 15% | 172 17%b | 140 13% | 51 21% eg | 57 17% e | 42 11% | 52 15% | 41 13% | 68 16% e | 108 19% j | 204 14% | 151 16% | 161 15% | 87 16% | 100 17% p | 68 16% | 56 12% | 176 15% | 136 15% | 281 15% | 29 17% |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j - k/l - m/n/o/p - q/r - s/t

Trust in Charities 2018

ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 97

Q22. Now for some other types of organisations. On a scale of 0-10 where 10 means you trust them completely and 0 means you don't trust them at all, please tell me how much trust and confidence you have in each?

Base: All respondents

Social Services

| | Gender | | Age | | | | | | Age II | | Age III | | Social Grade | | | | Working Status | | Ethnicity | | |
|--------------------|--------|-------------|------------------|----------------------|--------------------|-------------------|------------------|-------------------|-------------------|-------------------|------------------|-------------------|--------------|--------------------|-------------------|-------------------|-------------------|----------------|-----------------------|--------------|---------------------|
| | Total | Male (a) | Female (b) | 18-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-64 (g) | 65+ (h) | 18-34 (i) | 35+ (j) | 18-44 (k) | 45+ (l) | AB (m) | C1 (n) | C2 (o) | DE (p) | Working (q) | Not working (r) | White (s) | Non White (t) |
| Weighted base | 2059 | 1009 | 1050 | 247 | 330 | 391 | 350 | 309 | 432 | 577 | 1482 | 968 | 1091 | 562 | 603 | 437 | 457 | 1153 | 906 | 1874 | 170 |
| NET: 3-7 | 1488 | 697 | 791 | 179 | 234 | 293 | 246 | 219 | 317 | 413 | 1075 | 706 | 782 | 418 | 440 | 301 | 329 | 830 | 658 | 1361 | 118 |
| | 72% | 69% | 75% ^a | 72% | 71% | 75% | 70% | 71% | 73% | 72% | 73% | 73% | 72% | 74% | 73% | 69% | 72% | 72% | 73% | 73% | 69% |
| NET: 0-2 | 259 | 140 | 119 | 16 | 39 | 56 | 52 | 49 | 47 | 56 | 204 | 112 | 148 | 57 | 63 | 68 | 72 | 147 | 112 | 233 | 24 |
| | 13% | 14% | 11% | 7% | 12% ^c | 14% ^c | 15% ^c | 16% ^c | 11% | 10% | 14% ⁱ | 12% | 14% | 10% | 10% | 15% ^{mn} | 16% ^{mn} | 13% | 12% | 12% | 14% |
| NET: 7-10 | 712 | 343 | 369 | 107 | 130 | 121 | 119 | 84 | 151 | 237 | 476 | 358 | 354 | 221 | 213 | 145 | 133 | 391 | 321 | 652 | 58 |
| | 35% | 34% | 35% | 43% ^{efgh} | 39% ^{eg} | 31% | 34% | 27% | 35% ^g | 41% ^j | 32% | 37% ^l | 32% | 39% ^{op} | 35% ^p | 33% | 29% | 34% | 35% | 35% | 34% |
| NET: 4-6 | 940 | 461 | 478 | 109 | 144 | 178 | 159 | 149 | 201 | 253 | 687 | 431 | 509 | 246 | 284 | 190 | 220 | 530 | 410 | 850 | 83 |
| | 46% | 46% | 46% | 44% | 44% | 45% | 46% | 48% | 47% | 44% | 46% | 44% | 47% | 44% | 47% | 43% | 48% | 46% | 45% | 45% | 49% |
| NET: 0-3 | 407 | 205 | 202 | 31 | 56 | 93 | 72 | 76 | 80 | 87 | 320 | 180 | 227 | 94 | 107 | 102 | 104 | 232 | 175 | 372 | 30 |
| | 20% | 20% | 19% | 13% | 17% | 24% ^{cd} | 20% ^c | 25% ^{cd} | 19% ^c | 15% | 22% ⁱ | 19% | 21% | 17% | 18% | 23% ^{mn} | 23% ^{mn} | 20% | 19% | 20% | 18% |
| Mean | 5.32 | 5.29 | 5.35 | 5.88 ^{efgh} | 5.57 ^{eg} | 5.04 | 5.24 | 5.00 | 5.34 ^g | 5.70 ^j | 5.17 | 5.43 ^l | 5.21 | 5.59 ^{op} | 5.43 ^p | 5.16 | 4.99 | 5.31 | 5.32 | 5.32 | 5.41 |
| Standard deviation | 2.25 | 2.35 | 2.16 | 1.99 | 2.28 | 2.29 | 2.30 | 2.32 | 2.18 | 2.17 | 2.27 | 2.24 | 2.26 | 2.09 | 2.18 | 2.40 | 2.35 | 2.23 | 2.28 | 2.25 | 2.25 |
| Standard error | 0.05 | 0.07 | 0.07 | 0.12 | 0.13 | 0.12 | 0.12 | 0.14 | 0.10 | 0.09 | 0.06 | 0.07 | 0.07 | 0.09 | 0.09 | 0.12 | 0.11 | 0.07 | 0.07 | 0.05 | 0.17 |

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j - k/l - m/n/o/p - q/r - s/t

Trust in Charities 2018

ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 98

Q22. Now for some other types of organisations. On a scale of 0-10 where 10 means you trust them completely and 0 means you don't trust them at all, please tell me how much trust and confidence you have in each?

Base: All respondents

Social Services

| | Total | Region | | | | | | | | | | Trust in Charities | | | Trust in Charities II | | | Importance of Charities | Change in trust | | | |
|-----------------------|-------|----------------|--------------------|----------------------------|---------------------|-------------------|--------------------|------------------|-------------------|----------------------|-------------------|-----------------------|----------------------|----------------------|-----------------------|----------------------|---------------------|-------------------------|-----------------|---------------------|---------------------|---------------------|
| | | North East (a) | North West (b) | Yorkshire & Humberside (c) | West Midlands (d) | East Midlands (e) | Wales (f) | East-ern (g) | London (h) | South East (i) | South West (j) | 8-10 (k) | 3-7 (l) | 0-2 (m) | 7-10 (n) | 4-6 (o) | 0-3 (p) | Essential | In-creased (r) | De-creased (s) | Stayed the same (t) | |
| Unweighted base | 2059 | 95 | 244 | 217 | 204 | 166 | 120 | 235 | 303 | 301 | 174 | 359 | 1472 | 228 | 759 | 909 | 391 | 419 | 98 | 931 | 982 | |
| Weighted base | 2059 | 102* | 265 | 204 | 204 | 183 | 122 | 204 | 285 | 285 | 204 | 356 | 1476 | 228 | 759 | 907 | 392 | 419 | 97* | 929 | 983 | |
| Trust them completely | (10) | 16 1% | 1 1% | 2 1% | 2 1% | 4 2% | - - | 1 1% | 1 * | 1 * | 4 1% | 1 1% | 10 3%l | 5 * | 2 1% | 12 2%o | 2 * | 2 * | 5 1% | 2 2% | 5 1% | 8 1% |
| 9 | (9) | 65 3% | 3 2% | 8 3% | 5 3% | 6 3% | 6 3% | 7 6% | 4 2% | 12 4% | 7 3% | 6 3% | 38 11%lm | 26 2% | 1 * | 52 7%op | 10 1% | 3 1% | 23 5% | 13 14%st | 13 1% | 38 4% s |
| 8 | (8) | 231 11% | 14 14% | 33 12% | 16 8% | 18 9% | 27 14% c | 11 9% | 18 9% | 45 16% cdg | 30 10% | 20 10% | 88 25% lm | 138 9% m | 5 2% | 146 19% op | 74 8% p | 11 3% | 51 12% | 20 21% st | 77 8% | 130 13% s |
| 7 | (7) | 400 19% | 22 21% | 59 22% | 39 19% | 39 19% | 31 17% | 29 24% | 45 22% | 46 16% | 46 16% | 45 22% | 108 30% lm | 275 19% m | 17 8% | 207 27% op | 158 17% p | 35 9% | 98 23% | 21 22% | 159 17% | 215 22% s |
| 6 | (6) | 345 17% | 24 23% j | 38 14% | 47 23% bj | 35 17% | 30 16% | 18 14% | 33 16% | 48 17% | 45 16% | 26 13% | 40 11% | 285 19% km | 19 8% | 128 17% p | 172 19% p | 44 11% | 66 16% | 16 17% | 148 16% | 170 17% |
| 5 | (5) | 409 20% | 21 20% | 57 22% | 37 18% | 43 21% | 36 20% | 21 17% | 39 19% | 54 19% | 65 23% | 35 17% | 42 12% | 326 22% k | 42 18% k | 123 16% | 206 23% n | 80 20% | 74 18% | 10 10% | 181 20% r | 199 20% r |
| 4 | (4) | 186 9% | 5 5% | 17 6% | 21 10% | 19 9% | 18 10% | 8 7% | 21 10% | 24 8% | 32 11% | 21 10% | 13 4% | 146 10% k | 28 12% k | 42 5% | 96 11% n | 49 12% n | 23 6% | 5 5% | 96 10% | 81 8% |
| 3 | (3) | 148 7% | 5 5% | 19 7% | 15 7% | 11 5% | 13 7% | 8 7% | 13 7% | 18 6% | 19 7% | 25 12% dghi | 4 1% | 120 8% k | 23 10% k | 20 3% | 86 9% n | 42 11% n | 28 7% | 3 3% | 85 9% rt | 58 6% |
| 2 | (2) | 97 5% | 3 3% | 11 4% | 11 5% j | 13 6% j | 9 5% | 7 6% j | 14 7% j | 11 4% | 14 5% j | 3 1% | 5 1% | 68 5% k | 24 11% kl | 10 1% | 46 5% n | 41 11% no | 14 3% | 4 4% | 66 7% t | 24 2% |
| 1 | (1) | 57 3% | - - | 12 4% ai | 5 2% | 4 2% | 7 4% | 3 3% | 5 2% | 8 3% | 4 1% | 9 4% a | 4 1% | 27 2% | 26 11% kl | 7 1% | 20 2% n | 30 8% no | 14 3% | - - | 40 4% rt | 17 2% |

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j - k/l/m - n/o/p - r/s/t
 * small base

Trust in Charities 2018

ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 98

Q22. Now for some other types of organisations. On a scale of 0-10 where 10 means you trust them completely and 0 means you don't trust them at all, please tell me how much trust and confidence you have in each?

Base: All respondents

Social Services

| | Total | Region | | | | | | | | | | Trust in Charities | | | Trust in Charities II | | | Importance of Charities | Change in trust | | |
|-----------------------------|-------------|--------------------|----------------|--------------------------|-------------------|-------------------|-----------|-------------------------|---------------------------|-------------------------|-------------------------|--------------------------|---------------------------|--------------------------|--------------------------|--------------------------|--------------------------|-------------------------|-------------------------|--------------------------|-------------------------|
| | | North East (a) | North West (b) | Yorkshire & Humber (c) | West Midlands (d) | East Midlands (e) | Wales (f) | East of London (g) | London (h) | South East (i) | South West (j) | 8-10 (k) | 3-7 (l) | 0-2 (m) | 7-10 (n) | 4-6 (o) | 0-3 (p) | Essential | In-creased (r) | De-creased (s) | Stayed the same (t) |
| Weighted base | 2059 | 102* | 265 | 204 | 204 | 183 | 122 | 204 | 285 | 285 | 204 | 356 | 1476 | 228 | 759 | 907 | 392 | 419 | 97* | 929 | 983 |
| Don't trust them at all (0) | 104 5% | 5 5% | 9 3% | 6 3% | 11 5% | 7 4% | 8 7% | 10 5% | 18 6% | 19 7% | 12 6% | 5 1% | 59 4% ^k | 41 18% ^{kl} | 12 2% | 37 4% ⁿ | 55 14% ^{no} | 23 6% | 3 3% | 59 6% ^t | 42 4% |
| NET: 8-10 | 312 15% | 17 17% | 43 16% | 23 11% | 28 14% | 33 18% | 19 15% | 23 11% | 59 21% ^{cdgi} | 41 14% ^j | 27 13% | 136 38% ^{lm} | 169 11% ^m | 7 3% | 210 28% ^{op} | 86 9% ^p | 16 4% | 78 19% | 35 37% st | 95 10% | 177 18% ^s |
| NET: 3-7 | 1488 72% | 77 75% | 190 72% | 159 78% ^h | 148 72% | 128 70% | 84 69% | 152 75% ^h | 189 66% | 207 73% | 153 75% ^h | 207 58% | 1152 78% ^{km} | 129 57% | 520 69% | 718 79% ^{np} | 250 64% | 289 69% | 55 57% | 670 72% ^r | 723 74% ^r |
| NET: 0-2 | 259 13% | 8 8% | 32 12% | 22 11% | 28 14% | 23 12% | 19 16% | 28 14% | 38 13% | 37 13% | 24 12% | 13 4% | 155 10% ^k | 91 40% ^{kl} | 29 4% | 103 11% ⁿ | 127 32% ^{no} | 51 12% | 7 7% | 165 18% ^{rt} | 84 9% |
| NET: 7-10 | 712 35% | 39 38% | 102 38% | 62 30% | 67 33% | 64 35% | 48 39% | 68 34% | 104 37% | 87 30% | 72 35% | 243 68% ^{lm} | 444 30% ^m | 25 11% | 417 55% ^{op} | 244 27% ^p | 51 13% | 176 42% | 57 59% st | 253 27% | 392 40% ^s |
| NET: 4-6 | 940 46% | 50 49% | 112 42% | 105 52% ^{fj} | 98 48% | 84 46% | 47 38% | 94 46% | 126 44% | 142 50% ^f | 82 40% | 95 27% | 756 51% ^{km} | 89 39% ^k | 293 39% | 474 52% ^{np} | 172 44% | 163 39% | 31 32% | 426 46% ^r | 450 46% ^r |
| NET: 0-3 | 407 20% | 13 13% | 51 19% | 37 18% | 39 19% | 36 20% | 27 22% | 42 20% | 56 19% | 56 20% | 49 24% ^a | 18 5% | 275 19% ^k | 114 50% ^{kl} | 49 6% | 189 21% ⁿ | 169 43% ^{no} | 79 19% | 10 10% | 250 27% ^{rt} | 142 14% |
| Mean | 5.32 | 5.72 ^{ij} | 5.43 | 5.34 | 5.28 | 5.35 | 5.32 | 5.21 | 5.40 | 5.18 | 5.14 | 6.82 ^{lm} | 5.26 ^m | 3.36 | 6.38 ^{op} | 5.10 ^p | 3.76 | 5.56 | 6.51 st | 4.84 | 5.65 ^s |
| Standard deviation | 2.25 | 2.04 | 2.22 | 2.06 | 2.28 | 2.23 | 2.45 | 2.19 | 2.37 | 2.28 | 2.33 | 1.83 | 2.06 | 2.43 | 1.85 | 2.04 | 2.39 | 2.36 | 2.16 | 2.30 | 2.13 |
| Standard error | 0.05 | 0.21 | 0.14 | 0.14 | 0.16 | 0.17 | 0.22 | 0.14 | 0.14 | 0.13 | 0.18 | 0.10 | 0.05 | 0.16 | 0.07 | 0.07 | 0.12 | 0.12 | 0.22 | 0.08 | 0.07 |

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j - k/l/m - n/o/p - r/s/t

* small base

Trust in Charities 2018
ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 99

Q22. Now for some other types of organisations. On a scale of 0-10 where 10 means you trust them completely and 0 means you don't trust them at all, please tell me how much trust and confidence you have in each?

Base: All respondents

Social Services

| | | <u>Heard of the CC</u> | | <u>Knowledge of CC</u> | | <u>Importance of CC</u> | |
|-------------------------|------|------------------------|------------|------------------------|------------------------|-------------------------------|------------|
| | | Total | Yes (a) | No (b) | Very/Fairly well (c) | Not at all/ Not very well (d) | Essential |
| Unweighted base | | 2059 | 1077 | 982 | 272 | 755 | 1015 |
| Weighted base | | 2059 | 1072 | 987 | 267 | 756 | 1013 |
| Trust them completely | (10) | 16 1% | 7 1% | 9 1% | 5 2% ^d | 2 * | 12 1% |
| 9 | (9) | 65 3% | 38 4% | 26 3% | 20 8% ^d | 16 2% | 38 4% |
| 8 | (8) | 231 11% | 128 12% | 103 10% | 47 18% ^d | 76 10% | 118 12% |
| 7 | (7) | 400 19% | 209 20% | 191 19% | 47 18% | 150 20% | 211 21% |
| 6 | (6) | 345 17% | 189 18% | 156 16% | 47 18% | 135 18% | 159 16% |
| 5 | (5) | 409 20% | 202 19% | 207 21% | 39 14% | 152 20% ^c | 190 19% |
| 4 | (4) | 186 9% | 98 9% | 89 9% | 23 9% | 73 10% | 92 9% |
| 3 | (3) | 148 7% | 70 6% | 78 8% | 15 6% | 50 7% | 73 7% |
| 2 | (2) | 97 5% | 52 5% | 46 5% | 6 2% | 43 6% ^c | 39 4% |
| 1 | (1) | 57 3% | 30 3% | 27 3% | 6 2% | 20 3% | 32 3% |
| Don't trust them at all | (0) | 104 5% | 50 5% | 54 5% | 11 4% | 38 5% | 50 5% |

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d

Prepared by Populus

Trust in Charities 2018
ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 99

Q22. Now for some other types of organisations. On a scale of 0-10 where 10 means you trust them completely and 0 means you don't trust them at all, please tell me how much trust and confidence you have in each?

Base: All respondents

Social Services

| | <u>Heard of the CC</u> | | <u>Knowledge of CC</u> | | <u>Importance of CC</u> | |
|--------------------|------------------------|------------|------------------------|-------------------------|------------------------------|------------|
| | Total | Yes (a) | No (b) | Very/Fairly well (c) | Not at all/Not very well (d) | Essential |
| Weighted base | 2059 | 1072 | 987 | 267 | 756 | 1013 |
| NET: 8-10 | 312 15% | 173 16% | 139 14% | 73 27% ^d | 94 12% | 167 17% |
| NET: 3-7 | 1488 72% | 767 72% | 721 73% | 172 64% | 560 74% ^c | 725 72% |
| NET: 0-2 | 259 13% | 132 12% | 127 13% | 22 8% | 101 13% ^c | 121 12% |
| NET: 7-10 | 712 35% | 382 36% | 330 33% | 120 45% ^d | 244 32% | 378 37% |
| NET: 4-6 | 940 46% | 488 46% | 452 46% | 109 41% | 361 48% | 441 44% |
| NET: 0-3 | 407 20% | 202 19% | 205 21% | 38 14% | 151 20% ^c | 194 19% |
| Mean | 5.32 | 5.39 | 5.24 | 5.91 ^d | 5.22 | 5.41 |
| Standard deviation | 2.25 | 2.24 | 2.26 | 2.28 | 2.19 | 2.29 |
| Standard error | 0.05 | 0.07 | 0.07 | 0.14 | 0.08 | 0.07 |

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d

Trust in Charities 2018

ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 100

Q22. Now for some other types of organisations. On a scale of 0-10 where 10 means you trust them completely and 0 means you don't trust them at all, please tell me how much trust and confidence you have in each?

Base: All respondents

MPs

| | Total | Gender | | Age | | | | | | Age II | | Age III | | Social Grade | | | | Working Status | | Ethnicity | | |
|-------------------------|-------|----------|------------|-----------|-----------|-----------|-----------|-----------|---------|-----------|---------|-----------|---------|--------------|--------|--------|--------|----------------|-----------------|-----------|---------------|-----|
| | | Male (a) | Female (b) | 18-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-64 (g) | 65+ (h) | 18-34 (i) | 35+ (j) | 18-44 (k) | 45+ (l) | AB (m) | C1 (n) | C2 (o) | DE (p) | Working (q) | Not working (r) | White (s) | Non White (t) | |
| Unweighted base | 2059 | 1059 | 1000 | 265 | 310 | 370 | 368 | 290 | 456 | 575 | 1484 | 945 | 1114 | 580 | 592 | 404 | 483 | 1116 | 943 | 1867 | 176 | |
| Weighted base | 2059 | 1009 | 1050 | 247 | 330 | 391 | 350 | 309 | 432 | 577 | 1482 | 968 | 1091 | 562 | 603 | 437 | 457 | 1153 | 906 | 1874 | 170 | |
| Trust them completely | (10) | 5 | 3 | 2 | 1 | 1 | 2 | - | - | 1 | 2 | 3 | 4 | 1 | 3 | - | 2 | - | 4 | 1 | 4 | 1 |
| | | * | * | * | * | * | 1% | - | - | * | * | * | * | * | 1% | - | * | - | * | * | * | 1% |
| 9 | (9) | 17 | 8 | 9 | 3 | 2 | 1 | 5 | 3 | 3 | 5 | 12 | 6 | 12 | 7 | 6 | 3 | 1 | 11 | 6 | 14 | 3 |
| | | 1% | 1% | 1% | 1% | 1% | * | 2% | 1% | 1% | 1% | 12% | 1% | 12% | 7% | 1% | 3% | * | 11% | 6% | 14% | 3% |
| 8 | (8) | 86 | 48 | 39 | 8 | 11 | 9 | 14 | 11 | 34 | 18 | 68 | 28 | 59 | 27 | 23 | 16 | 21 | 38 | 48 | 78 | 8 |
| | | 4% | 5% | 4% | 3% | 3% | 2% | 4% | 4% | 8% | 3% | 5% | 3% | 5% | 5% | 4% | 4% | 5% | 3% | 5% | 4% | 5% |
| 7 | (7) | 175 | 87 | 88 | 27 | 28 | 30 | 22 | 15 | 53 | 55 | 120 | 85 | 90 | 56 | 52 | 31 | 36 | 94 | 81 | 160 | 14 |
| | | 8% | 9% | 8% | 11% | 9% | 8% | 6% | 5% | 12% | 10% | 8% | 9% | 9% | 10% | 9% | 7% | 8% | 8% | 9% | 9% | 8% |
| 6 | (6) | 176 | 86 | 90 | 22 | 35 | 26 | 23 | 24 | 45 | 58 | 118 | 83 | 93 | 53 | 58 | 31 | 35 | 85 | 91 | 162 | 14 |
| | | 9% | 9% | 9% | 9% | 11% | 7% | 7% | 8% | 10% | 10% | 8% | 9% | 9% | 9% | 10% | 7% | 8% | 7% | 10% | 9% | 8% |
| 5 | (5) | 347 | 176 | 171 | 44 | 62 | 66 | 49 | 51 | 75 | 107 | 241 | 173 | 175 | 106 | 104 | 74 | 64 | 196 | 151 | 309 | 36 |
| | | 17% | 17% | 16% | 18% | 19% | 17% | 14% | 16% | 17% | 19% | 16% | 18% | 16% | 19% | 17% | 17% | 14% | 17% | 17% | 16% | 21% |
| 4 | (4) | 266 | 112 | 154 | 38 | 43 | 46 | 40 | 40 | 59 | 81 | 186 | 127 | 139 | 81 | 83 | 51 | 51 | 138 | 128 | 249 | 15 |
| | | 13% | 11% | 15% | 15% | 13% | 12% | 11% | 13% | 14% | 14% | 13% | 13% | 13% | 14% | 14% | 12% | 11% | 12% | 14% | 13% | 9% |
| 3 | (3) | 265 | 115 | 150 | 38 | 35 | 74 | 48 | 35 | 35 | 74 | 192 | 148 | 118 | 70 | 78 | 53 | 64 | 156 | 110 | 243 | 21 |
| | | 13% | 11% | 14% | 15% | 11% | 19% | 14% | 11% | 8% | 13% | 13% | 15% | 11% | 12% | 13% | 12% | 14% | 14% | 12% | 13% | 12% |
| 2 | (2) | 242 | 120 | 122 | 26 | 37 | 45 | 51 | 37 | 45 | 64 | 178 | 109 | 133 | 60 | 75 | 58 | 49 | 146 | 96 | 222 | 18 |
| | | 12% | 12% | 12% | 11% | 11% | 12% | 15% | 12% | 10% | 11% | 12% | 11% | 12% | 11% | 12% | 13% | 11% | 13% | 11% | 12% | 11% |
| 1 | (1) | 162 | 81 | 80 | 12 | 27 | 24 | 36 | 31 | 32 | 39 | 122 | 63 | 99 | 45 | 45 | 29 | 43 | 103 | 59 | 148 | 14 |
| | | 8% | 8% | 8% | 5% | 8% | 6% | 10% | 10% | 7% | 7% | 8% | 7% | 9% | 8% | 7% | 7% | 9% | 9% | 6% | 8% | 8% |
| Don't trust them at all | (0) | 316 | 172 | 145 | 27 | 47 | 68 | 62 | 61 | 51 | 74 | 242 | 143 | 174 | 55 | 80 | 88 | 94 | 181 | 135 | 286 | 26 |
| | | 15% | 17% | 14% | 11% | 14% | 17% | 18% | 20% | 12% | 13% | 16% | 15% | 16% | 10% | 13% | 20% | 21% | 16% | 15% | 15% | 16% |
| NET: 8-10 | | 109 | 59 | 50 | 12 | 13 | 12 | 19 | 14 | 38 | 25 | 83 | 37 | 71 | 37 | 29 | 21 | 22 | 54 | 55 | 96 | 12 |
| | | 5% | 6% | 5% | 5% | 4% | 3% | 6% | 5% | 9% | 4% | 6% | 4% | 7% | 6% | 5% | 5% | 5% | 5% | 6% | 5% | 7% |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j - k/l - m/n/o/p - q/r - s/t

Trust in Charities 2018

ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 100

Q22. Now for some other types of organisations. On a scale of 0-10 where 10 means you trust them completely and 0 means you don't trust them at all, please tell me how much trust and confidence you have in each?

Base: All respondents

MPs

| | Gender | | Age | | | | | | Age II | | Age III | | Social Grade | | | | Working Status | | Ethnicity | | |
|--------------------|-------------|-------------|---------------|--------------|--------------|---------------|----------------|---------------|---------------|--------------|-------------|--------------|--------------|--------------|--------------|--------------|----------------|----------------|-----------------------|--------------|---------------------|
| | Total | Male (a) | Female (b) | 18-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-64 (g) | 65+ (h) | 18-34 (i) | 35+ (j) | 18-44 (k) | 45+ (l) | AB (m) | C1 (n) | C2 (o) | DE (p) | Working (q) | Not working (r) | White (s) | Non White (t) |
| Weighted base | 2059 | 1009 | 1050 | 247 | 330 | 391 | 350 | 309 | 432 | 577 | 1482 | 968 | 1091 | 562 | 603 | 437 | 457 | 1153 | 906 | 1874 | 170 |
| NET: 3-7 | 1230 60% | 577 57% | 653 62%a | 170 69%fg | 204 62%fg | 242 62%fg | 182 52% | 165 54% | 267 62%fg | 374 65%j | 856 58% | 616 64%l | 615 56% | 365 65%op | 374 62%op | 241 55% | 249 55% | 669 58% | 561 62% | 1121 60% | 100 59% |
| NET: 0-2 | 720 35% | 373 37% | 347 33% | 66 27% | 112 34% | 137 35%c | 149 42%cdeh | 129 42%cdh | 127 29% | 177 31% | 543 37%i | 315 33% | 405 37%k | 160 28% | 200 33% | 175 40%mn | 186 41%mn | 430 37%r | 290 32% | 657 35% | 58 34% |
| NET: 7-10 | 284 14% | 146 14% | 137 13% | 39 16%g | 42 13% | 42 11% | 41 12% | 29 9% | 91 21%defg | 80 14% | 203 14% | 122 13% | 161 15% | 92 16% | 81 13% | 52 12% | 59 13% | 147 13% | 136 15% | 256 14% | 26 15% |
| NET: 4-6 | 790 38% | 375 37% | 415 40% | 105 42%f | 141 43%f | 138 35% | 112 32% | 115 37% | 179 41%f | 245 43%j | 545 37% | 383 40% | 407 37% | 240 43%op | 245 41%p | 157 36% | 149 33% | 419 36% | 370 41%q | 719 38% | 65 38% |
| NET: 0-3 | 986 48% | 488 48% | 498 47% | 104 42% | 147 45% | 211 54%cdh | 197 56%cdh | 165 53%cdh | 162 38% | 251 44% | 735 50%i | 462 48% | 523 48% | 230 41% | 278 46% | 228 52%mn | 250 55%mn | 586 51%r | 399 44% | 900 48% | 79 47% |
| Mean | 3.60 | 3.58 | 3.63 | 3.94efg | 3.68fg | 3.36 | 3.26 | 3.21 | 4.13defg | 3.79j | 3.53 | 3.62 | 3.59 | 3.99nop | 3.69op | 3.35 | 3.27 | 3.48 | 3.76q | 3.59 | 3.74 |
| Standard deviation | 2.42 | 2.50 | 2.34 | 2.29 | 2.38 | 2.31 | 2.43 | 2.41 | 2.50 | 2.35 | 2.44 | 2.34 | 2.49 | 2.36 | 2.35 | 2.47 | 2.48 | 2.41 | 2.43 | 2.41 | 2.54 |
| Standard error | 0.05 | 0.08 | 0.07 | 0.14 | 0.14 | 0.12 | 0.13 | 0.14 | 0.12 | 0.10 | 0.06 | 0.08 | 0.07 | 0.10 | 0.10 | 0.12 | 0.11 | 0.07 | 0.08 | 0.06 | 0.19 |

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j - k/l - m/n/o/p - q/r - s/t

Trust in Charities 2018

ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 101

Q22. Now for some other types of organisations. On a scale of 0-10 where 10 means you trust them completely and 0 means you don't trust them at all, please tell me how much trust and confidence you have in each?

Base: All respondents

MPs

| | Total | Region | | | | | | | | | | Trust in Charities | | | Trust in Charities II | | | Importance of Charities | Change in trust | | |
|-----------------------|-------|----------------|---------------------|------------------------|--------------------|-------------------|------------------|--------------------|------------------|----------------|------------------|--------------------|-------------------|-------------------|-----------------------|-------------------|-------------------|-------------------------|-----------------|-------------------|---------------------|
| | | North East (a) | North West (b) | Yorkshire & Humber (c) | West Midlands (d) | East Midlands (e) | Wales (f) | East of London (g) | London (h) | South East (i) | South West (j) | 8-10 (k) | 3-7 (l) | 0-2 (m) | 7-10 (n) | 4-6 (o) | 0-3 (p) | Essential | Increased (r) | Decreased (s) | Stayed the same (t) |
| Unweighted base | 2059 | 95 | 244 | 217 | 204 | 166 | 120 | 235 | 303 | 301 | 174 | 359 | 1472 | 228 | 759 | 909 | 391 | 419 | 98 | 931 | 982 |
| Weighted base | 2059 | 102* | 265 | 204 | 204 | 183 | 122 | 204 | 285 | 285 | 204 | 356 | 1476 | 228 | 759 | 907 | 392 | 419 | 97* | 929 | 983 |
| Trust them completely | (10) | 5* | - | - | - | 1 | - | - | 1* | 3 | - | 4 | - | 1 | 4 | - | 1* | 1* | 3 | 1* | 1* |
| 9 | (9) | 17 | - | - | 3 | 4 | 2 | - | 4 | 2 | 2 | 10 | 6 | 1 | 11 | 4 | 2 | 5 | 2 | 6 | 9 |
| | | 1% | - | - | 1% | 2% ^{bg} | 1% | - | 1% | 1% | 1% | 3% ^{lm} | * | * | 2% ^o | * | 1% | 1% | 2% | 1% | 1% |
| 8 | (8) | 86 | 2 | 13 | 7 | 7 | 9 | 7 | 8 | 17 | 9 | 7 | 36 | 49 | 1 | 62 | 22 | 3 | 27 | 11 | 29 |
| | | 4% | 2% | 5% | 4% | 4% | 5% | 6% | 4% | 6% | 3% | 3% | 10% ^{lm} | 3% ^m | * | 8% ^{op} | 2% | 1% | 6% | 11% st | 3% |
| 7 | (7) | 175 | 6 | 28 | 12 | 13 | 18 | 13 | 16 | 29 | 19 | 20 | 69 | 102 | 4 | 120 | 47 | 8 | 44 | 14 | 71 |
| | | 8% | 6% | 11% | 6% | 6% | 10% | 11% | 8% | 10% | 6% | 10% | 20% ^{lm} | 7% ^m | 2% | 16% ^{op} | 5% ^p | 2% | 11% | 15% ^s | 8% |
| 6 | (6) | 176 | 6 | 24 | 18 | 17 | 22 | 10 | 20 | 23 | 26 | 11 | 47 | 123 | 6 | 86 | 76 | 14 | 38 | 10 | 58 |
| | | 9% | 6% | 9% | 9% | 8% | 12% ^j | 8% | 10% | 8% | 9% | 5% | 13% ^{lm} | 8% ^m | 2% | 11% ^{op} | 8% ^p | 3% | 9% | 11% | 6% |
| 5 | (5) | 347 | 9 | 43 | 29 | 39 | 37 | 18 | 33 | 46 | 56 | 37 | 60 | 270 | 17 | 153 | 159 | 36 | 55 | 24 | 133 |
| | | 17% | 9% | 16% | 14% | 19% ^a | 20% ^a | 15% | 16% | 16% | 20% ^a | 18% ^a | 17% ^m | 18% ^m | 8% | 20% ^p | 17% ^p | 9% | 13% | 25% ^s | 14% |
| 4 | (4) | 266 | 14 | 36 | 30 | 25 | 23 | 14 | 26 | 36 | 37 | 26 | 35 | 211 | 21 | 86 | 134 | 47 | 54 | 11 | 125 |
| | | 13% | 14% | 14% | 15% | 12% | 12% | 11% | 13% | 13% | 13% | 13% | 10% | 14% ^{km} | 9% | 11% | 15% ⁿ | 12% | 13% | 12% | 13% |
| 3 | (3) | 265 | 20 | 37 | 32 | 35 | 16 | 14 | 31 | 34 | 30 | 16 | 31 | 219 | 15 | 79 | 147 | 39 | 52 | 5 | 115 |
| | | 13% | 20% ^{ej} | 14% | 15% ^j | 17% ^{ej} | 9% | 11% | 15% ^j | 12% | 10% | 8% | 9% | 15% ^{km} | 7% | 10% | 16% ^{np} | 10% | 12% | 5% | 12% ^r |
| 2 | (2) | 242 | 21 | 30 | 21 | 23 | 18 | 16 | 24 | 31 | 33 | 25 | 23 | 188 | 31 | 64 | 116 | 62 | 43 | 6 | 120 |
| | | 12% | 20% ^{bcde} | 11% | 10% | 11% | 10% | 13% | 12% | 11% | 12% | 12% | 7% | 13% ^k | 13% ^k | 8% | 13% ⁿ | 16% ⁿ | 10% | 6% | 13% |
| | | | ghi | | | | | | | | | | | | | | | | | | |
| 1 | (1) | 162 | 8 | 24 | 24 | 13 | 10 | 4 | 16 | 21 | 18 | 23 | 13 | 115 | 33 | 34 | 80 | 48 | 33 | 5 | 94 |
| | | 8% | 7% | 9% | 12% ^{efi} | 6% | 5% | 4% | 8% | 7% | 6% | 11% ^f | 4% | 8% ^k | 15% ^{kl} | 4% | 9% ⁿ | 12% ⁿ | 8% | 5% | 10% ^t |

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j - k/l/m - n/o/p - r/s/t

* small base

Trust in Charities 2018

ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 101

Q22. Now for some other types of organisations. On a scale of 0-10 where 10 means you trust them completely and 0 means you don't trust them at all, please tell me how much trust and confidence you have in each?

Base: All respondents

MPs

| | Total | Region | | | | | | | | | | Trust in Charities | | | Trust in Charities II | | | Importance of Charities | Change in trust | | |
|-------------------------|----------------|----------------------|----------------|------------------------|-------------------|-------------------|------------|--------------------|--------------|----------------|----------------|--------------------|-------------|--------------|-----------------------|-------------|--------------|-------------------------|-----------------|---------------|---------------------|
| | | North East (a) | North West (b) | Yorkshire & Humber (c) | West Midlands (d) | East Midlands (e) | Wales (f) | East of London (g) | London (h) | South East (i) | South West (j) | 8-10 (k) | 3-7 (l) | 0-2 (m) | 7-10 (n) | 4-6 (o) | 0-3 (p) | Essential | Increased (r) | Decreased (s) | Stayed the same (t) |
| Weighted base | 2059 | 102* | 265 | 204 | 204 | 183 | 122 | 204 | 285 | 285 | 204 | 356 | 1476 | 228 | 759 | 907 | 392 | 419 | 97* | 929 | 983 |
| Don't trust them at all | (0) 316 15% | 16 16% | 29 11% | 29 14% | 28 14% | 26 14% | 27 22%b | 29 14% | 44 15% | 53 19%b | 36 18% | 26 7% | 192 13%k | 98 43%kl | 60 8% | 123 14%n | 133 34%no | 68 16% | 5 6% | 176 19%rt | 130 13%r |
| NET: 8-10 | 109 5% | 2 2% | 13 5% | 10 5% | 12 6% | 12 7% | 7 6% | 8 4% | 21 8% | 13 5% | 9 5% | 51 14%lm | 55 4% | 3 1% | 78 10%op | 25 3% | 6 1% | 33 8% | 16 17%st | 36 4% | 55 6% |
| NET: 3-7 | 1230 60% | 56 55% | 169 64%j | 120 59% | 129 63% | 116 63% | 68 56% | 126 62% | 168 59% | 167 59% | 110 54% | 242 68%m | 925 63%m | 63 28% | 524 69%op | 563 62%p | 143 36% | 242 58% | 64 66%st | 503 54% | 631 64%st |
| NET: 0-2 | 720 35% | 44 43%bde | 83 31% | 74 36% | 63 31% | 55 30% | 47 38% | 70 34% | 96 33% | 105 37% | 84 41%bde | 63 18% | 496 34%k | 162 71%kl | 158 21% | 319 35%n | 243 62%no | 143 34% | 16 17% | 390 42%rt | 297 30%r |
| NET: 7-10 | 284 14% | 8 8% | 41 16% | 22 11% | 25 12% | 31 17% | 20 16% | 24 12% | 51 18%aci | 32 11% | 30 15% | 120 34%lm | 157 11%m | 6 3% | 198 26%op | 73 8%p | 13 3% | 77 18% | 31 32%st | 108 12% | 142 14% |
| NET: 4-6 | 790 38% | 29 29% | 104 39% | 76 37% | 81 40% | 82 45%a | 42 34% | 79 39% | 105 37% | 119 42%a | 73 36% | 142 40%m | 604 41%m | 44 19% | 325 43%p | 369 41%p | 96 24% | 146 35% | 45 47%st | 316 34% | 406 41%st |
| NET: 0-3 | 986 48% | 64 63%bdeg hij | 120 45% | 105 52%e | 98 48% | 71 39% | 61 50% | 100 49%e | 130 46% | 135 47% | 101 49% | 93 26% | 715 48%k | 177 78%kl | 237 31% | 466 51%n | 283 72%no | 195 47% | 21 21% | 505 54%rt | 435 44%r |
| Mean | 3.60 | 3.03 | 3.79a | 3.43 | 3.67a | 4.01aci j | 3.50 | 3.56 | 3.78a | 3.51 | 3.41 | 5.02lm | 3.55m | 1.74 | 4.61op | 3.39p | 2.14 | 3.75 | 5.12st | 3.22 | 3.82s |
| Standard deviation | 2.42 | 2.12 | 2.33 | 2.35 | 2.34 | 2.49 | 2.56 | 2.32 | 2.54 | 2.46 | 2.50 | 2.46 | 2.24 | 2.08 | 2.39 | 2.18 | 2.14 | 2.58 | 2.45 | 2.40 | 2.37 |
| Standard error | 0.05 | 0.22 | 0.15 | 0.16 | 0.16 | 0.19 | 0.23 | 0.15 | 0.15 | 0.14 | 0.19 | 0.13 | 0.06 | 0.14 | 0.09 | 0.07 | 0.11 | 0.13 | 0.25 | 0.08 | 0.08 |

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j - k/l/m - n/o/p - r/s/t

* small base

Trust in Charities 2018
ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 102

Q22. Now for some other types of organisations. On a scale of 0-10 where 10 means you trust them completely and 0 means you don't trust them at all, please tell me how much trust and confidence you have in each?

Base: All respondents

MPs

| | | Heard of the CC | | Knowledge of CC | | Importance of CC | |
|-------------------------|------|-----------------|-------------|-----------------|----------------------|------------------------------|------------|
| | | Total | Yes (a) | No (b) | Very/Fairly well (c) | Not at all/Not very well (d) | Essential |
| Unweighted base | | 2059 | 1077 | 982 | 272 | 755 | 1015 |
| Weighted base | | 2059 | 1072 | 987 | 267 | 756 | 1013 |
| Trust them completely | (10) | 5* | 3* | 2* | 3 1%d | - | 3* |
| 9 | (9) | 17 1% | 12 1% | 6 1% | 3 1% | 8 1% | 11 1% |
| 8 | (8) | 86 4% | 60 6%b | 27 3% | 27 10%d | 29 4% | 49 5% |
| 7 | (7) | 175 8% | 103 10% | 72 7% | 37 14%d | 63 8% | 93 9% |
| 6 | (6) | 176 9% | 106 10%b | 70 7% | 31 12% | 71 9% | 81 8% |
| 5 | (5) | 347 17% | 178 17% | 170 17% | 36 14% | 129 17% | 156 15% |
| 4 | (4) | 266 13% | 136 13% | 131 13% | 37 14% | 97 13% | 135 13% |
| 3 | (3) | 265 13% | 129 12% | 136 14% | 27 10% | 96 13% | 132 13% |
| 2 | (2) | 242 12% | 109 10% | 133 13%a | 25 9% | 77 10% | 115 11% |
| 1 | (1) | 162 8% | 86 8% | 75 8% | 8 3% | 73 10%c | 74 7% |
| Don't trust them at all | (0) | 316 15% | 151 14% | 166 17% | 32 12% | 112 15% | 165 16% |

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d

Prepared by Populus

Trust in Charities 2018
ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 102

Q22. Now for some other types of organisations. On a scale of 0-10 where 10 means you trust them completely and 0 means you don't trust them at all, please tell me how much trust and confidence you have in each?

Base: All respondents

MPs

| | <u>Heard of the CC</u> | | <u>Knowledge of CC</u> | | <u>Importance of CC</u> | |
|--------------------|------------------------|-------------------------|-------------------------|------------------------|------------------------------|------------|
| | Total | Yes (a) | No (b) | Very/Fairly well (c) | Not at all/Not very well (d) | Essential |
| Weighted base | 2059 | 1072 | 987 | 267 | 756 | 1013 |
| NET: 8-10 | 109 5% | 75 7% ^b | 34 3% | 33 12% ^d | 37 5% | 63 6% |
| NET: 3-7 | 1230 60% | 651 61% | 579 59% | 169 63% | 457 60% | 597 59% |
| NET: 0-2 | 720 35% | 346 32% | 374 38% ^a | 65 24% | 262 35% ^c | 354 35% |
| NET: 7-10 | 284 14% | 178 17% ^b | 106 11% | 71 26% ^d | 101 13% | 155 15% |
| NET: 4-6 | 790 38% | 419 39% | 371 38% | 105 39% | 297 39% | 372 37% |
| NET: 0-3 | 986 48% | 475 44% | 510 52% ^a | 92 34% | 358 47% ^c | 486 48% |
| Mean | 3.60 | 3.82 ^b | 3.37 | 4.47 ^d | 3.61 | 3.62 |
| Standard deviation | 2.42 | 2.49 | 2.33 | 2.59 | 2.41 | 2.48 |
| Standard error | 0.05 | 0.08 | 0.07 | 0.16 | 0.09 | 0.08 |

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d

Trust in Charities 2018

ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 103

Q22. Now for some other types of organisations. On a scale of 0-10 where 10 means you trust them completely and 0 means you don't trust them at all, please tell me how much trust and confidence you have in each?

Base: All respondents
Government Ministers

| | | Gender | | Age | | | | | | Age II | | Age III | | Social Grade | | | | Working Status | | Ethnicity | | |
|-------------------------|------|--------|----------|------------|-----------|-----------|-----------|-----------|-----------|---------|-----------|---------|-----------|--------------|--------|--------|--------|----------------|-------------|-----------------|-----------|---------------|
| | | Total | Male (a) | Female (b) | 18-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-64 (g) | 65+ (h) | 18-34 (i) | 35+ (j) | 18-44 (k) | 45+ (l) | AB (m) | C1 (n) | C2 (o) | DE (p) | Working (q) | Not working (r) | White (s) | Non White (t) |
| Unweighted base | | 2059 | 1059 | 1000 | 265 | 310 | 370 | 368 | 290 | 456 | 575 | 1484 | 945 | 1114 | 580 | 592 | 404 | 483 | 1116 | 943 | 1867 | 176 |
| Weighted base | | 2059 | 1009 | 1050 | 247 | 330 | 391 | 350 | 309 | 432 | 577 | 1482 | 968 | 1091 | 562 | 603 | 437 | 457 | 1153 | 906 | 1874 | 170 |
| Trust them completely | (10) | 6* | 2* | 4* | 1* | 1* | 1* | 1* | 1* | 1* | 2* | 4* | 3* | 3* | 3 | 1 | - | 2 | 4 | 2 | 5 | 1 |
| | | | | | | | | | | | | | | | 1% | | | * | * | * | * | 1% |
| 9 | (9) | 17 | 9 | 8 | 2 | 4 | 1 | 2 | 3 | 5 | 6 | 11 | 7 | 10 | 8 | 6 | - | 3 | 9 | 8 | 13 | 4 |
| | | 1% | 1% | 1% | 1% | 1% | * | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 2%o | 1% | - | 1% | 1% | 1% | 1% | 2% |
| 8 | (8) | 93 | 54 | 39 | 9 | 13 | 17 | 17 | 6 | 31 | 21 | 71 | 38 | 54 | 27 | 25 | 24 | 17 | 54 | 38 | 82 | 10 |
| | | 4% | 5% | 4% | 3% | 4% | 4% | 5% | 2% | 7%cg | 4% | 5% | 4% | 5% | 5% | 4% | 5% | 4% | 5% | 4% | 4% | 6% |
| 7 | (7) | 172 | 80 | 92 | 14 | 26 | 28 | 24 | 57 | 40 | 132 | 68 | 103 | 52 | 53 | 29 | 38 | 81 | 90 | 159 | 12 | |
| | | 8% | 8% | 9% | 6% | 8% | 7% | 6% | 8% | 13%cd | 7% | 7% | 9% | 9% | 9% | 7% | 8% | 7% | 7% | 10%q | 8% | 7% |
| 6 | (6) | 221 | 110 | 111 | 33 | 35 | 44 | 28 | 29 | 51 | 69 | 152 | 112 | 108 | 77 | 74 | 33 | 37 | 121 | 100 | 203 | 17 |
| | | 11% | 11% | 11% | 14%f | 11% | 11% | 8% | 9% | 12% | 12% | 10% | 12% | 10% | 14%op | 12%op | 8% | 8% | 10% | 11% | 11% | 10% |
| 5 | (5) | 352 | 165 | 187 | 53 | 58 | 53 | 61 | 39 | 89 | 111 | 241 | 164 | 188 | 98 | 105 | 79 | 70 | 185 | 167 | 314 | 36 |
| | | 17% | 16% | 18% | 21%eg | 18% | 14% | 17% | 13% | 21%eg | 19% | 16% | 17% | 17% | 17% | 17% | 18% | 15% | 16% | 18% | 17% | 21% |
| 4 | (4) | 263 | 117 | 147 | 44 | 49 | 53 | 42 | 37 | 39 | 92 | 171 | 146 | 118 | 74 | 87 | 49 | 52 | 154 | 109 | 241 | 20 |
| | | 13% | 12% | 14% | 18%fh | 15%h | 14%h | 12% | 12% | 9% | 16%j | 12% | 15%l | 11% | 13% | 14% | 11% | 11% | 13% | 12% | 13% | 12% |
| 3 | (3) | 227 | 100 | 127 | 30 | 30 | 46 | 36 | 45 | 40 | 60 | 167 | 107 | 121 | 56 | 68 | 45 | 59 | 130 | 98 | 215 | 12 |
| | | 11% | 10% | 12% | 12% | 9% | 12% | 10% | 15%dh | 9% | 10% | 11% | 11% | 11% | 10% | 11% | 10% | 13% | 11% | 11% | 11% | 7% |
| 2 | (2) | 219 | 109 | 110 | 29 | 35 | 46 | 40 | 34 | 34 | 64 | 155 | 110 | 109 | 60 | 58 | 54 | 47 | 131 | 89 | 197 | 20 |
| | | 11% | 11% | 10% | 12% | 11% | 12% | 12% | 11% | 8% | 11% | 10% | 11% | 10% | 11% | 10% | 12% | 10% | 11% | 10% | 11% | 11% |
| 1 | (1) | 171 | 86 | 85 | 9 | 28 | 35 | 37 | 25 | 37 | 37 | 134 | 72 | 99 | 44 | 45 | 39 | 44 | 100 | 71 | 159 | 11 |
| | | 8% | 9% | 8% | 4% | 9%c | 9%c | 11%c | 8%c | 9%c | 6% | 9% | 7% | 9% | 8% | 7% | 9% | 10% | 9% | 8% | 8% | 7% |
| Don't trust them at all | (0) | 318 | 178 | 140 | 23 | 50 | 67 | 65 | 65 | 48 | 73 | 245 | 140 | 178 | 61 | 83 | 85 | 89 | 184 | 134 | 285 | 27 |
| | | 15% | 18%b | 13% | 10% | 15%c | 17%ch | 19%ch | 21%ch | 11% | 13% | 17%i | 14% | 16% | 11% | 14% | 19%mn | 19%mn | 16% | 15% | 15% | 16% |
| NET: 8-10 | | 116 | 65 | 51 | 12 | 18 | 19 | 20 | 10 | 37 | 30 | 86 | 48 | 67 | 39 | 31 | 24 | 22 | 67 | 48 | 101 | 15 |
| | | 6% | 6% | 5% | 5% | 5% | 5% | 6% | 3% | 9%eg | 5% | 6% | 5% | 6% | 7% | 5% | 5% | 5% | 6% | 5% | 5% | 9% |

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j - k/l - m/n/o/p - q/r - s/t

Trust in Charities 2018

ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 103

Q22. Now for some other types of organisations. On a scale of 0-10 where 10 means you trust them completely and 0 means you don't trust them at all, please tell me how much trust and confidence you have in each?

**Base: All respondents
Government Ministers**

| | Gender | | Age | | | | | | Age II | | Age III | | Social Grade | | | | Working Status | | Ethnicity | | |
|--------------------|-------------|-------------------------|-------------------------|----------------------------|--------------------------|--------------------------|--------------------------|---------------------------|---------------------------|-------------------------|-------------------------|-------------------------|-------------------------|--------------------------|--------------------------|--------------------------|--------------------------|----------------|-----------------------|--------------|---------------------|
| | Total | Male (a) | Female (b) | 18-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-64 (g) | 65+ (h) | 18-34 (i) | 35+ (j) | 18-44 (k) | 45+ (l) | AB (m) | C1 (n) | C2 (o) | DE (p) | Working (q) | Not working (r) | White (s) | Non White (t) |
| Weighted base | 2059 | 1009 | 1050 | 247 | 330 | 391 | 350 | 309 | 432 | 577 | 1482 | 968 | 1091 | 562 | 603 | 437 | 457 | 1153 | 906 | 1874 | 170 |
| NET: 3-7 | 1235 60% | 571 57% | 663 63% ^a | 174 70% ^{defg} | 198 60% | 225 57% | 188 54% | 174 56% | 276 64% ^{fg} | 372 65% ^j | 863 58% | 597 62% | 638 58% | 357 64% ^{op} | 387 64% ^{op} | 235 54% | 255 56% | 671 58% | 564 62% | 1132 60% | 98 57% |
| NET: 0-2 | 709 34% | 373 37% ^b | 336 32% | 62 25% | 113 34% ^{ch} | 148 38% ^{ch} | 143 41% ^{ch} | 124 40% ^{ch} | 119 27% | 175 30% | 534 36% ⁱ | 323 33% | 386 35% | 165 29% | 185 31% | 178 41% ^{mn} | 180 39% ^{mn} | 415 36% | 294 32% | 642 34% | 58 34% |
| NET: 7-10 | 287 14% | 144 14% | 143 14% | 25 10% | 44 13% | 47 12% | 42 12% | 35 11% | 94 22% ^{cdef} | 70 12% | 218 15% | 117 12% | 171 16% ^k | 91 16% | 84 14% | 52 12% | 60 13% | 149 13% | 138 15% | 259 14% | 27 16% |
| NET: 4-6 | 836 41% | 391 39% | 444 42% | 130 53% ^{defg} | 142 43% ^g | 150 38% | 130 37% | 105 34% | 179 41% ^g | 272 47% ^j | 564 38% | 422 44% ^l | 414 38% | 250 44% ^{op} | 266 44% ^{op} | 162 37% | 158 35% | 459 40% | 376 42% | 758 40% | 73 43% |
| NET: 0-3 | 936 45% | 473 47% | 463 44% | 92 37% | 144 44% | 194 50% ^{ch} | 178 51% ^{ch} | 170 55% ^{cdh} | 158 37% | 235 41% | 701 47% ⁱ | 430 44% | 506 46% | 221 39% | 253 42% | 223 51% ^{mn} | 239 52% ^{mn} | 545 47% | 391 43% | 857 46% | 70 41% |
| Mean | 3.68 | 3.61 | 3.75 | 4.00 ^{efg} | 3.70 ^g | 3.47 | 3.36 | 3.24 | 4.25 ^{def} | 3.83 | 3.63 | 3.68 | 3.68 | 4.04 ^{op} | 3.83 ^{op} | 3.35 | 3.37 | 3.59 | 3.80 | 3.68 | 3.87 |
| Standard deviation | 2.46 | 2.54 | 2.38 | 2.15 | 2.45 | 2.44 | 2.49 | 2.45 | 2.51 | 2.33 | 2.50 | 2.38 | 2.53 | 2.43 | 2.40 | 2.46 | 2.50 | 2.46 | 2.46 | 2.44 | 2.58 |
| Standard error | 0.05 | 0.08 | 0.08 | 0.13 | 0.14 | 0.13 | 0.13 | 0.14 | 0.12 | 0.10 | 0.07 | 0.08 | 0.08 | 0.10 | 0.10 | 0.12 | 0.11 | 0.07 | 0.08 | 0.06 | 0.19 |

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j - k/l - m/n/o/p - q/r - s/t

Trust in Charities 2018

ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 104

Q22. Now for some other types of organisations. On a scale of 0-10 where 10 means you trust them completely and 0 means you don't trust them at all, please tell me how much trust and confidence you have in each?

Base: All respondents

Government Ministers

| | Total | Region | | | | | | | | | | Trust in Charities | | | Trust in Charities II | | | Importance of Charities | Change in trust | | |
|-----------------------|-------|----------------|----------------|----------------------------|-------------------|-------------------|-----------|--------------|------------|----------------|----------------|--------------------|---------|---------|-----------------------|---------|---------|-------------------------|-----------------|----------------|---------------------|
| | | North East (a) | North West (b) | Yorkshire & Humberside (c) | West Midlands (d) | East Midlands (e) | Wales (f) | East-ern (g) | London (h) | South East (i) | South West (j) | 8-10 (k) | 3-7 (l) | 0-2 (m) | 7-10 (n) | 4-6 (o) | 0-3 (p) | Essential | In-creased (r) | De-creased (s) | Stayed the same (t) |
| Unweighted base | 2059 | 95 | 244 | 217 | 204 | 166 | 120 | 235 | 303 | 301 | 174 | 359 | 1472 | 228 | 759 | 909 | 391 | 419 | 98 | 931 | 982 |
| Weighted base | 2059 | 102* | 265 | 204 | 204 | 183 | 122 | 204 | 285 | 285 | 204 | 356 | 1476 | 228 | 759 | 907 | 392 | 419 | 97* | 929 | 983 |
| Trust them completely | (10) | 6* | - | - | 2 | - | - | 1* | 2 | 1* | - | 4 | 2* | - | 5 | 1* | - | 2 | 3 | 1* | 2* |
| | | | | 1% | - | - | - | 1% | 1% | - | 1%l | 1% | * | - | 1%o | * | - | 1% | 3%st | * | * |
| 9 | (9) | 17 | 1 | - | 2 | 3 | - | - | 3 | 2 | 2 | 10 | 6 | - | 12 | 3 | 2 | 5 | 1 | 6 | 9 |
| | | 1% | 1% | - | 1% | 2%b | 2%b | - | 1% | 1% | 1% | 3%lm | * | - | 2%o | * | 1% | 1% | 1% | 1% | 1% |
| 8 | (8) | 93 | 1 | 17 | 6 | 10 | 9 | 7 | 6 | 13 | 13 | 41 | 50 | 2 | 64 | 25 | 4 | 23 | 13 | 30 | 47 |
| | | 4% | 1% | 6%a | 3% | 5% | 5% | 6% | 3% | 5% | 5% | 12%lm | 3%lm | 1% | 8%op | 3%p | 1% | 5% | 14%st | 3% | 5% |
| 7 | (7) | 172 | 9 | 26 | 12 | 11 | 18 | 9 | 17 | 31 | 19 | 67 | 100 | 5 | 114 | 49 | 9 | 40 | 9 | 75 | 83 |
| | | 8% | 8% | 10% | 6% | 5% | 10% | 7% | 8% | 11%cd | 7% | 19%lm | 7%lm | 2% | 15%op | 5%p | 2% | 10% | 10% | 8% | 8% |
| 6 | (6) | 221 | 10 | 24 | 26 | 24 | 27 | 15 | 17 | 24 | 31 | 49 | 160 | 12 | 99 | 101 | 21 | 40 | 17 | 84 | 118 |
| | | 11% | 10% | 9% | 13% | 12% | 15%gh | 12% | 8% | 8% | 11% | 14%lm | 11%lm | 5% | 13%p | 11%p | 5% | 10% | 17%st | 9% | 12%st |
| 5 | (5) | 352 | 12 | 39 | 31 | 39 | 32 | 19 | 43 | 54 | 49 | 56 | 273 | 23 | 140 | 165 | 47 | 69 | 22 | 141 | 174 |
| | | 17% | 12% | 15% | 15% | 19% | 18% | 16% | 21% | 19% | 17% | 16% | 18%lm | 10% | 18%lm | 18%lm | 12% | 16% | 23% | 15% | 18% |
| 4 | (4) | 263 | 12 | 47 | 35 | 33 | 17 | 14 | 22 | 27 | 36 | 31 | 222 | 11 | 91 | 137 | 35 | 48 | 8 | 117 | 135 |
| | | 13% | 11% | 18%eghj | 17%ehj | 16%eh | 9% | 12% | 11% | 10% | 13% | 9% | 15%km | 5% | 12% | 15%p | 9% | 11% | 8% | 13% | 14% |
| 3 | (3) | 227 | 15 | 30 | 22 | 24 | 15 | 10 | 26 | 30 | 40 | 28 | 180 | 20 | 67 | 110 | 50 | 37 | 6 | 98 | 115 |
| | | 11% | 14% | 11% | 11% | 12% | 8% | 8% | 13% | 11% | 14%j | 8% | 12%k | 9% | 9% | 12%lm | 13%lm | 9% | 6% | 11% | 12% |
| 2 | (2) | 219 | 14 | 30 | 25 | 14 | 19 | 14 | 25 | 30 | 23 | 24 | 175 | 20 | 63 | 113 | 43 | 44 | 7 | 112 | 93 |
| | | 11% | 14% | 11% | 12% | 7% | 10% | 12% | 12% | 10% | 8% | 7% | 12%k | 9% | 8% | 12%lm | 11% | 11% | 7% | 12% | 10% |
| 1 | (1) | 171 | 9 | 22 | 20 | 13 | 18 | 7 | 20 | 24 | 19 | 13 | 118 | 41 | 40 | 77 | 54 | 40 | 4 | 93 | 71 |
| | | 8% | 9% | 8% | 10% | 6% | 10% | 6% | 10% | 8% | 7% | 4% | 8%k | 18%kl | 5% | 8%lm | 14%lm | 10% | 4% | 10%t | 7% |

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j - k/l/m - n/o/p - r/s/t

* small base

Prepared by Populus

Trust in Charities 2018

ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 104

Q22. Now for some other types of organisations. On a scale of 0-10 where 10 means you trust them completely and 0 means you don't trust them at all, please tell me how much trust and confidence you have in each?

Base: All respondents

Government Ministers

| | Total | Region | | | | | | | | | | Trust in Charities | | | Trust in Charities II | | | Importance of Charities | Change in trust | | |
|-------------------------|----------------|----------------|----------------|------------------------|-------------------|-------------------|-------------|--------------------|------------|----------------|----------------|--------------------|--------------|--------------|-----------------------|-------------|--------------|-------------------------|-----------------|----------------|---------------------|
| | | North East (a) | North West (b) | Yorkshire & Humber (c) | West Midlands (d) | East Midlands (e) | Wales (f) | East of London (g) | London (h) | South East (i) | South West (j) | 8-10 (k) | 3-7 (l) | 0-2 (m) | 7-10 (n) | 4-6 (o) | 0-3 (p) | Essential | In-creased (r) | De-creased (s) | Stayed the same (t) |
| Weighted base | 2059 | 102* | 265 | 204 | 204 | 183 | 122 | 204 | 285 | 285 | 204 | 356 | 1476 | 228 | 759 | 907 | 392 | 419 | 97* | 929 | 983 |
| Don't trust them at all | (0) 318 15% | 20 19%b | 29 11% | 25 12% | 31 15% | 25 14% | 27 22%bc | 28 14% | 46 16% | 52 18%b | 36 18% | 33 9% | 191 13% | 95 41%kl | 64 8% | 127 14%n | 127 32%no | 70 17% | 6 6% | 172 19%rt | 136 14%r |
| NET: 8-10 | 116 6% | 2 2% | 17 6% | 8 4% | 15 8% | 12 7% | 7 6% | 7 3% | 19 7% | 16 6% | 12 6% | 56 16%lm | 58 4%o | 2 1% | 81 11%op | 29 3% | 6 2% | 30 7% | 18 18%st | 38 4% | 59 6% |
| NET: 3-7 | 1235 60% | 57 56% | 166 63% | 126 62% | 131 64% | 109 60% | 67 55% | 124 61% | 167 59% | 175 61% | 111 55% | 231 65%o | 934 63%o | 70 31% | 511 67%op | 562 62%o | 161 41% | 234 56% | 62 64% | 514 55% | 624 64%so |
| NET: 0-2 | 709 34% | 43 42%d | 82 31% | 70 34% | 58 28% | 62 34% | 48 39%d | 73 36% | 99 35% | 94 33% | 81 40%d | 69 19% | 484 33%k | 156 68%kl | 167 22% | 317 35%n | 225 57%no | 154 37% | 18 18% | 377 41%rt | 300 31%r |
| NET: 7-10 | 287 14% | 11 10% | 43 16%c | 19 9% | 26 13% | 30 17%c | 16 13% | 24 12% | 50 18%c | 36 12% | 32 15% | 123 35%lm | 158 11%o | 7 3% | 195 26%op | 78 9%p | 15 4% | 70 17% | 27 28%st | 112 12% | 142 14% |
| NET: 4-6 | 836 41% | 34 33% | 110 41% | 92 45% | 95 47%ah | 76 41% | 49 40% | 82 40% | 105 37% | 116 41% | 77 38% | 136 38%o | 654 44%ko | 45 20% | 330 43%o | 403 44%o | 103 26% | 157 37% | 46 48%so | 342 37% | 426 43%so |
| NET: 0-3 | 936 45% | 57 56%bde | 112 42% | 92 45% | 82 40% | 77 42% | 58 47% | 98 48% | 130 46% | 134 47% | 96 47% | 97 27% | 663 45%k | 176 77%kl | 235 31% | 427 47%n | 275 70%no | 192 46% | 24 25% | 475 51%rt | 416 42%r |
| Mean | 3.68 | 3.21 | 3.84a | 3.60 | 3.87a | 3.93a | 3.50 | 3.55 | 3.77 | 3.60 | 3.62 | 4.99lm | 3.65m | 1.84 | 4.60op | 3.52p | 2.30 | 3.70 | 5.06st | 3.36 | 3.84s |
| Standard deviation | 2.46 | 2.38 | 2.35 | 2.27 | 2.46 | 2.54 | 2.56 | 2.33 | 2.58 | 2.47 | 2.59 | 2.57 | 2.28 | 2.16 | 2.44 | 2.25 | 2.23 | 2.60 | 2.48 | 2.45 | 2.41 |
| Standard error | 0.05 | 0.24 | 0.15 | 0.15 | 0.17 | 0.20 | 0.23 | 0.15 | 0.15 | 0.14 | 0.20 | 0.14 | 0.06 | 0.14 | 0.09 | 0.07 | 0.11 | 0.13 | 0.25 | 0.08 | 0.08 |

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j - k/l/m - n/o/p - r/s/t

* small base

Trust in Charities 2018
ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 105

Q22. Now for some other types of organisations. On a scale of 0-10 where 10 means you trust them completely and 0 means you don't trust them at all, please tell me how much trust and confidence you have in each?

Base: All respondents

Government Ministers

| | | <u>Heard of the CC</u> | | <u>Knowledge of CC</u> | | <u>Importance of CC</u> | |
|-------------------------|------|------------------------|-------------|------------------------|----------------------|-------------------------------|------------|
| | | Total | Yes (a) | No (b) | Very/Fairly well (c) | Not at all/ Not very well (d) | Essential |
| Unweighted base | | 2059 | 1077 | 982 | 272 | 755 | 1015 |
| Weighted base | | 2059 | 1072 | 987 | 267 | 756 | 1013 |
| Trust them completely | (10) | 6* | 3* | 3* | 2 1%d | - | 3* |
| 9 | (9) | 17 1% | 15 1%b | 2* | 9 3%d | 6 1% | 12 1% |
| 8 | (8) | 93 4% | 55 5% | 37 4% | 24 9%d | 29 4% | 46 5% |
| 7 | (7) | 172 8% | 104 10%b | 68 7% | 39 15%d | 64 8% | 92 9% |
| 6 | (6) | 221 11% | 108 10% | 113 11% | 34 13% | 71 9% | 108 11% |
| 5 | (5) | 352 17% | 194 18% | 158 16% | 32 12% | 152 20%c | 174 17% |
| 4 | (4) | 263 13% | 134 13% | 129 13% | 27 10% | 103 14% | 121 12% |
| 3 | (3) | 227 11% | 105 10% | 122 12% | 24 9% | 73 10% | 103 10% |
| 2 | (2) | 219 11% | 103 10% | 116 12% | 23 9% | 74 10% | 100 10% |
| 1 | (1) | 171 8% | 88 8% | 84 8% | 18 7% | 66 9% | 95 9% |
| Don't trust them at all | (0) | 318 15% | 163 15% | 155 16% | 35 13% | 119 16% | 158 16% |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d

Prepared by Populus

Trust in Charities 2018
ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 105

Q22. Now for some other types of organisations. On a scale of 0-10 where 10 means you trust them completely and 0 means you don't trust them at all, please tell me how much trust and confidence you have in each?

Base: All respondents

Government Ministers

| | <u>Heard of the CC</u> | | <u>Knowledge of CC</u> | | <u>Importance of CC</u> | |
|--------------------|------------------------|-------------------------|-------------------------|------------------------|------------------------------|------------|
| | Total | Yes (a) | No (b) | Very/Fairly well (c) | Not at all/Not very well (d) | Essential |
| Weighted base | 2059 | 1072 | 987 | 267 | 756 | 1013 |
| NET: 8-10 | 116 6% | 74 7% ^b | 42 4% | 35 13% ^d | 35 5% | 62 6% |
| NET: 3-7 | 1235 60% | 645 60% | 590 60% | 156 59% | 462 61% | 598 59% |
| NET: 0-2 | 709 34% | 353 33% | 355 36% | 76 28% | 258 34% | 353 35% |
| NET: 7-10 | 287 14% | 177 17% ^b | 110 11% | 73 27% ^d | 99 13% | 154 15% |
| NET: 4-6 | 836 41% | 436 41% | 399 40% | 93 35% | 326 43% ^c | 403 40% |
| NET: 0-3 | 936 45% | 458 43% | 478 48% ^a | 100 38% | 331 44% | 456 45% |
| Mean | 3.68 | 3.82 ^b | 3.53 | 4.39 ^d | 3.66 | 3.72 |
| Standard deviation | 2.46 | 2.52 | 2.38 | 2.74 | 2.42 | 2.51 |
| Standard error | 0.05 | 0.08 | 0.08 | 0.17 | 0.09 | 0.08 |

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d

Trust in Charities 2018

ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 106

Q22. Now for some other types of organisations. On a scale of 0-10 where 10 means you trust them completely and 0 means you don't trust them at all, please tell me how much trust and confidence you have in each?

Base: All respondents

Your local Council

| | Total | Gender | | Age | | | | | | Age II | | Age III | | Social Grade | | | | Working Status | | Ethnicity | | |
|-------------------------|-------|------------|------------|-------------|---------------|---------------|------------|-----------|-----------|-------------|-------------|------------|-------------|--------------|-------------|-------------|-----------|----------------|-----------------|------------|---------------|-----------|
| | | Male (a) | Female (b) | 18-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-64 (g) | 65+ (h) | 18-34 (i) | 35+ (j) | 18-44 (k) | 45+ (l) | AB (m) | C1 (n) | C2 (o) | DE (p) | Working (q) | Not working (r) | White (s) | Non White (t) | |
| Unweighted base | 2059 | 1059 | 1000 | 265 | 310 | 370 | 368 | 290 | 456 | 575 | 1484 | 945 | 1114 | 580 | 592 | 404 | 483 | 1116 | 943 | 1867 | 176 | |
| Weighted base | 2059 | 1009 | 1050 | 247 | 330 | 391 | 350 | 309 | 432 | 577 | 1482 | 968 | 1091 | 562 | 603 | 437 | 457 | 1153 | 906 | 1874 | 170 | |
| Trust them completely | (10) | 19 1% | 11 1% | 8 1% | 1 * | 1 * | 4 1% | 5 1% | 3 1% | 5 1% | 2 * | 17 1% | 7 1% | 13 1% | 7 1% | 5 1% | 4 1% | 4 1% | 12 1% | 8 1% | 17 1% | 2 1% |
| 9 | (9) | 39 2% | 21 2% | 18 2% | 10 4%eh | 5 2% | 4 1% | 7 2% | 8 3% | 5 1% | 15 3% | 24 2% | 19 2% | 20 2% | 16 3% | 10 2% | 6 1% | 7 2% | 24 2% | 15 2% | 35 2% | 4 2% |
| 8 | (8) | 167 8% | 85 8% | 82 8% | 18 7% | 23 7% | 28 7% | 25 7% | 27 9% | 46 11% | 41 7% | 126 9% | 69 7% | 98 9% | 50 9% | 39 7% | 39 9% | 39 9% | 83 7% | 84 9% | 148 8% | 19 11% |
| 7 | (7) | 303 15% | 151 15% | 152 14% | 30 12% | 68 21%cefg | 48 12% | 50 14% | 32 10% | 76 18%eg | 98 17% | 205 14% | 146 15% | 157 14% | 87 16% | 96 16% | 55 13% | 64 14% | 167 14% | 136 15% | 273 15% | 29 17% |
| 6 | (6) | 334 16% | 153 15% | 181 17% | 61 25%efgh | 60 18%ef | 56 14% | 42 12% | 49 16% | 65 15% | 121 21%j | 213 14% | 177 18%l | 156 14% | 102 18%o | 107 18%o | 56 13% | 69 15% | 193 17% | 141 16% | 304 16% | 28 16% |
| 5 | (5) | 433 21% | 193 19% | 239 23%a | 62 25%d | 55 17% | 91 23%d | 74 21% | 62 20% | 88 20% | 117 20% | 316 21% | 208 21% | 225 21% | 108 19% | 135 22% | 91 21% | 98 21% | 234 20% | 199 22% | 392 21% | 37 22% |
| 4 | (4) | 226 11% | 105 10% | 121 12% | 25 10% | 38 11% | 47 12% | 35 10% | 36 12% | 46 11% | 62 11% | 164 11% | 109 11% | 117 11% | 65 12% | 62 10% | 53 12% | 47 10% | 120 10% | 106 12% | 212 11% | 12 7% |
| 3 | (3) | 182 9% | 87 9% | 94 9% | 16 7% | 27 8% | 35 9% | 35 10% | 32 10% | 37 9% | 43 7% | 139 9% | 78 8% | 104 10% | 55 10% | 47 8% | 38 9% | 41 9% | 106 9% | 75 8% | 169 9% | 11 6% |
| 2 | (2) | 117 6% | 56 6% | 61 6% | 10 4% | 19 6% | 21 5% | 27 8%c | 20 6% | 21 5% | 29 5% | 89 6% | 49 5% | 68 6% | 27 5% | 30 5% | 33 7% | 28 6% | 71 6% | 47 5% | 110 6% | 8 5% |
| 1 | (1) | 103 5% | 55 5% | 47 4% | 4 2% | 15 4% | 23 6%c | 25 7%c | 15 5%c | 22 5%c | 18 3% | 84 6%i | 41 4% | 62 6% | 23 4% | 34 6% | 25 6% | 21 5% | 69 6%r | 34 4% | 95 5% | 6 4% |
| Don't trust them at all | (0) | 136 7% | 90 9%b | 46 4% | 12 5% | 18 6% | 34 9%h | 26 7% | 25 8% | 20 5% | 31 5% | 105 7% | 65 7% | 71 7% | 21 4% | 38 6% | 37 9%m | 39 8%m | 74 6% | 61 7% | 119 6% | 15 9% |
| NET: 8-10 | | 226 11% | 118 12% | 108 10% | 28 11% | 30 9% | 37 9% | 36 10% | 38 12% | 56 13% | 58 10% | 168 11% | 95 10% | 131 12% | 73 13%n | 54 9% | 48 11% | 50 11% | 119 10% | 107 12% | 201 11% | 25 15% |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j - k/l - m/n/o/p - q/r - s/t

Trust in Charities 2018

ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 106

Q22. Now for some other types of organisations. On a scale of 0-10 where 10 means you trust them completely and 0 means you don't trust them at all, please tell me how much trust and confidence you have in each?

Base: All respondents

Your local Council

| | Gender | | | Age | | | | | Age II | | Age III | | Social Grade | | | | Working Status | | Ethnicity | | |
|--------------------|-------------|-------------------------|-------------------------|----------------------------|-------------------------|-------------------------|---------------------------|------------------------|---------------------------|-------------------------|-------------------------|-------------------------|-------------------------|-------------------------|-------------------------|--------------------------|-------------------------|----------------|-----------------------|--------------|---------------------|
| | Total | Male (a) | Female (b) | 18-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-64 (g) | 65+ (h) | 18-34 (i) | 35+ (j) | 18-44 (k) | 45+ (l) | AB (m) | C1 (n) | C2 (o) | DE (p) | Working (q) | Not working (r) | White (s) | Non White (t) |
| Weighted base | 2059 | 1009 | 1050 | 247 | 330 | 391 | 350 | 309 | 432 | 577 | 1482 | 968 | 1091 | 562 | 603 | 437 | 457 | 1153 | 906 | 1874 | 170 |
| NET: 3-7 | 1477 72% | 690 68% | 788 75% ^a | 193 78% ^{efg} | 248 75% ^f | 277 71% | 236 67% | 211 68% | 312 72% | 441 76% ^j | 1037 70% | 718 74% ^l | 759 70% | 417 74% ^o | 448 74% ^o | 293 67% | 320 70% | 820 71% | 657 73% | 1350 72% | 117 69% |
| NET: 0-2 | 356 17% | 201 20% ^b | 154 15% | 25 10% | 52 16% | 77 20% ^c | 78 22% ^{cdh} | 60 19% ^c | 64 15% | 78 13% | 278 19% ⁱ | 155 16% | 201 18% | 71 13% | 102 17% | 95 22% ^m | 87 19% ^m | 214 19% | 141 16% | 323 17% | 29 17% |
| NET: 7-10 | 529 26% | 269 27% | 260 25% | 58 24% | 98 30% ^e | 85 22% | 86 25% | 70 23% | 132 31% ^{ceg} | 156 27% | 373 25% | 241 25% | 288 26% | 160 29% | 150 25% | 104 24% | 115 25% | 286 25% | 243 27% | 474 25% | 54 31% |
| NET: 4-6 | 993 48% | 451 45% | 542 52% ^a | 147 60% ^{defg} | 153 47% | 195 50% | 151 43% | 148 48% | 199 46% | 300 52% ^j | 693 47% | 495 51% ^l | 498 46% | 275 49% | 304 50% | 200 46% | 214 47% | 547 47% | 446 49% | 908 48% | 77 45% |
| NET: 0-3 | 537 26% | 288 29% ^b | 249 24% | 42 17% | 79 24% ^c | 112 29% ^c | 113 32% ^{cdh} | 91 30% ^c | 101 23% ^c | 121 21% | 417 28% ⁱ | 232 24% | 305 28% ^k | 126 22% | 149 25% | 133 31% ^{mn} | 129 28% ^m | 320 28% | 217 24% | 492 26% | 40 23% |
| Mean | 4.84 | 4.74 | 4.93 | 5.22 ^{efg} | 4.98 ^{ef} | 4.58 | 4.58 | 4.68 | 5.06 ^{efg} | 5.09 ^j | 4.74 | 4.88 | 4.80 | 5.13 ^{nop} | 4.85 | 4.57 | 4.72 | 4.77 | 4.92 | 4.82 | 5.07 |
| Standard deviation | 2.33 | 2.47 | 2.18 | 2.06 | 2.25 | 2.37 | 2.45 | 2.42 | 2.27 | 2.17 | 2.38 | 2.27 | 2.38 | 2.22 | 2.28 | 2.43 | 2.40 | 2.35 | 2.30 | 2.31 | 2.46 |
| Standard error | 0.05 | 0.08 | 0.07 | 0.13 | 0.13 | 0.12 | 0.13 | 0.14 | 0.11 | 0.09 | 0.06 | 0.07 | 0.07 | 0.09 | 0.09 | 0.12 | 0.11 | 0.07 | 0.07 | 0.05 | 0.19 |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j - k/l - m/n/o/p - q/r - s/t

Trust in Charities 2018

ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 107

Q22. Now for some other types of organisations. On a scale of 0-10 where 10 means you trust them completely and 0 means you don't trust them at all, please tell me how much trust and confidence you have in each?

Base: All respondents

Your local Council

| | Total | Region | | | | | | | | | | Trust in Charities | | | Trust in Charities II | | | Importance of Charities | Change in trust | | |
|-----------------------|----------------|----------------|----------------|----------------------------|-------------------|-------------------|-----------|--------------|------------|----------------|----------------|--------------------|--------------|-------------|-----------------------|--------------|-------------|-------------------------|-----------------|----------------|---------------------|
| | | North East (a) | North West (b) | Yorkshire & Humberside (c) | West Midlands (d) | East Midlands (e) | Wales (f) | East-ern (g) | London (h) | South East (i) | South West (j) | 8-10 (k) | 3-7 (l) | 0-2 (m) | 7-10 (n) | 4-6 (o) | 0-3 (p) | Essential | In-creased (r) | De-creased (s) | Stayed the same (t) |
| Unweighted base | 2059 | 95 | 244 | 217 | 204 | 166 | 120 | 235 | 303 | 301 | 174 | 359 | 1472 | 228 | 759 | 909 | 391 | 419 | 98 | 931 | 982 |
| Weighted base | 2059 | 102* | 265 | 204 | 204 | 183 | 122 | 204 | 285 | 285 | 204 | 356 | 1476 | 228 | 759 | 907 | 392 | 419 | 97* | 929 | 983 |
| Trust them completely | (10) 19 1% | 1 1% | 1 1% | - - | 5 3%cg | 2 1% | 2 1% | - - | 2 1% | 4 1% | 2 1% | 11 3%l | 6 * | 2 1% | 12 2%o | 4 * | 3 1% | 6 1% | 2 2% | 9 1% | 8 1% |
| 9 | (9) 39 2% | 1 1% | 4 2% | 1 1% | 5 2% | 3 2% | 4 3% | 3 2% | 3 1% | 8 3% | 6 3% | 17 5%lm | 21 1% | 2 1% | 27 4%op | 7 1% | 5 1% | 11 3% | 10 10%st | 15 2% | 15 2% |
| 8 | (8) 167 8% | 11 10% | 15 6% | 16 8% | 16 8% | 13 7% | 8 7% | 16 8% | 32 11%b | 21 7% | 18 9% | 69 19%lm | 91 6% | 7 3% | 113 15%op | 43 5% | 12 3% | 47 11% | 14 14%st | 54 6% | 96 10%st |
| 7 | (7) 303 15% | 11 11% | 53 20%acd | 20 10% | 26 13% | 29 16% | 16 13% | 34 17%c | 41 14% | 43 15% | 29 14% | 98 28%lm | 196 13%lm | 9 4% | 181 24%op | 104 11%p | 18 5% | 67 16% | 21 21%st | 112 12% | 165 17%st |
| 6 | (6) 334 16% | 12 12% | 53 20% | 36 18% | 26 13% | 30 16% | 20 16% | 29 14% | 53 19% | 43 15% | 31 15% | 63 18%lm | 254 17%lm | 17 7% | 145 19%op | 150 16%p | 39 10% | 67 16% | 17 17% | 131 14% | 180 18%st |
| 5 | (5) 433 21% | 23 22% | 49 18% | 52 25%j | 45 22% | 45 24% | 24 20% | 43 21% | 60 21% | 57 20% | 35 17% | 44 12% | 356 24%km | 32 14% | 127 17% | 237 26%np | 69 18% | 77 18% | 14 14% | 196 21% | 205 21% |
| 4 | (4) 226 11% | 15 14% | 26 10% | 28 14% | 28 14% | 14 8% | 13 10% | 24 12% | 25 9% | 29 10% | 24 12% | 19 5% | 188 13%k | 19 9% | 56 7% | 126 14%n | 44 11%n | 39 9% | 6 7% | 114 12% | 101 10% |
| 3 | (3) 182 9% | 10 9% | 26 10%c | 10 5% | 19 9% | 17 9% | 8 6% | 22 11%c | 20 7% | 28 10%c | 23 11%c | 13 4% | 134 9%k | 35 15%kl | 36 5% | 85 9%n | 60 15%no | 33 8% | 5 5% | 95 10% | 76 8% |
| 2 | (2) 117 6% | 3 3% | 15 6% | 16 8%j | 12 6% | 13 7%j | 9 8%j | 13 6%j | 17 6%j | 16 5% | 4 2% | 6 2% | 90 6%k | 21 9%k | 24 3% | 57 6%n | 35 9%n | 22 5% | 2 2% | 71 8%t | 41 4% |
| 1 | (1) 103 5% | 7 6% | 9 3% | 16 8%beh | 10 5% | 4 2% | 9 8%e | 9 5% | 9 3% | 15 5% | 14 7%e | 6 2% | 68 5%k | 29 13%kl | 20 3% | 43 5%n | 40 10%no | 24 6% | 4 4% | 60 6%t | 37 4% |

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j - k/l/m - n/o/p - r/s/t
 * small base

Trust in Charities 2018

ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 107

Q22. Now for some other types of organisations. On a scale of 0-10 where 10 means you trust them completely and 0 means you don't trust them at all, please tell me how much trust and confidence you have in each?

Base: All respondents

Your local Council

| | Total | Region | | | | | | | | | | Trust in Charities | | | Trust in Charities II | | | Importance of Charities | Change in trust | | |
|-------------------------|---------------|----------------|----------------|------------------------|-------------------|-------------------|------------|--------------------|------------|----------------|----------------|--------------------|---------------|--------------|-----------------------|--------------|--------------|-------------------------|-----------------|----------------|---------------------|
| | | North East (a) | North West (b) | Yorkshire & Humber (c) | West Midlands (d) | East Midlands (e) | Wales (f) | East of London (g) | London (h) | South East (i) | South West (j) | 8-10 (k) | 3-7 (l) | 0-2 (m) | 7-10 (n) | 4-6 (o) | 0-3 (p) | Essential | In-creased (r) | De-creased (s) | Stayed the same (t) |
| Weighted base | 2059 | 102* | 265 | 204 | 204 | 183 | 122 | 204 | 285 | 285 | 204 | 356 | 1476 | 228 | 759 | 907 | 392 | 419 | 97* | 929 | 983 |
| Don't trust them at all | (0) 136 7% | 10 10% | 13 5% | 9 4% | 12 6% | 13 7% | 9 7% | 9 4% | 23 8% | 22 8% | 16 8% | 10 3% | 70 5% | 55 24%kl | 18 2% | 51 6%n | 67 17%no | 26 6% | 3 3% | 72 8% | 59 6% |
| NET: 8-10 | 226 11% | 13 12% | 21 8% | 17 8% | 27 13% | 19 10% | 14 11% | 19 9% | 38 13% | 32 11% | 27 13% | 97 27%lm | 118 8% | 11 5% | 152 20%op | 54 6% | 20 5% | 64 15% | 25 26%st | 79 8% | 119 12%st |
| NET: 3-7 | 1477 72% | 70 68% | 207 78%fhi | 146 72% | 144 71% | 135 73% | 81 66% | 153 75% | 198 70% | 200 70% | 143 70% | 237 67%lm | 1129 77%km | 112 49% | 545 72%p | 702 77%np | 230 59% | 283 67% | 62 64% | 648 70% | 728 74%rs |
| NET: 0-2 | 356 17% | 20 19% | 37 14% | 41 20% | 33 16% | 30 16% | 28 23%b | 31 15% | 49 17% | 53 19% | 34 17% | 22 6% | 228 15%k | 105 46%kl | 62 8% | 151 17%n | 142 36%no | 72 17% | 9 10% | 203 22%rt | 137 14% |
| NET: 7-10 | 529 26% | 24 23% | 74 28%c | 37 18% | 53 26% | 48 26% | 30 25% | 53 26%c | 78 27%c | 75 26%c | 56 28%c | 195 55%lm | 314 21%lm | 19 8% | 333 44%op | 158 17%p | 38 10% | 131 31% | 46 47%st | 190 20% | 284 29%st |
| NET: 4-6 | 993 48% | 49 48% | 128 48% | 116 57%ij | 100 49% | 89 49% | 57 46% | 97 48% | 138 48% | 129 45% | 90 44% | 125 35% | 799 54%km | 69 30% | 328 43% | 513 57%np | 151 39% | 183 44% | 37 38% | 441 47% | 486 49%r |
| NET: 0-3 | 537 26% | 29 29% | 63 24% | 50 25% | 51 25% | 47 25% | 36 29% | 53 26% | 69 24% | 81 28% | 58 28% | 35 10% | 363 25%k | 140 61%kl | 98 13% | 237 26%n | 202 52%no | 105 25% | 14 15% | 298 32%rt | 213 22% |
| Mean | 4.84 | 4.57 | 5.02 | 4.64 | 4.89 | 4.91 | 4.69 | 4.85 | 4.96 | 4.78 | 4.81 | 6.27lm | 4.79m | 2.93 | 5.85op | 4.60p | 3.43 | 5.04 | 5.97st | 4.47 | 5.08s |
| Standard deviation | 2.33 | 2.46 | 2.17 | 2.15 | 2.37 | 2.29 | 2.50 | 2.18 | 2.36 | 2.43 | 2.47 | 2.07 | 2.13 | 2.49 | 2.07 | 2.09 | 2.44 | 2.44 | 2.34 | 2.36 | 2.25 |
| Standard error | 0.05 | 0.25 | 0.14 | 0.15 | 0.17 | 0.18 | 0.23 | 0.14 | 0.14 | 0.14 | 0.19 | 0.11 | 0.06 | 0.16 | 0.08 | 0.07 | 0.12 | 0.12 | 0.24 | 0.08 | 0.07 |

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j - k/l/m - n/o/p - r/s/t

* small base

Trust in Charities 2018
ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 108

Q22. Now for some other types of organisations. On a scale of 0-10 where 10 means you trust them completely and 0 means you don't trust them at all, please tell me how much trust and confidence you have in each?

Base: All respondents

Your local Council

| | | <u>Heard of the CC</u> | | <u>Knowledge of CC</u> | | <u>Importance of CC</u> | |
|-------------------------|------|------------------------|------------|------------------------|------------------------|-------------------------------|------------|
| | | Total | Yes (a) | No (b) | Very/Fairly well (c) | Not at all/ Not very well (d) | Essential |
| Unweighted base | | 2059 | 1077 | 982 | 272 | 755 | 1015 |
| Weighted base | | 2059 | 1072 | 987 | 267 | 756 | 1013 |
| Trust them completely | (10) | 19 1% | 11 1% | 8 1% | 6 2% ^d | 5 1% | 13 1% |
| 9 | (9) | 39 2% | 22 2% | 17 2% | 14 5% ^d | 8 1% | 22 2% |
| 8 | (8) | 167 8% | 97 9% | 70 7% | 36 14% ^d | 55 7% | 97 10% |
| 7 | (7) | 303 15% | 170 16% | 133 14% | 48 18% | 118 16% | 161 16% |
| 6 | (6) | 334 16% | 164 15% | 170 17% | 40 15% | 120 16% | 155 15% |
| 5 | (5) | 433 21% | 207 19% | 225 23% | 41 15% | 154 20% | 197 19% |
| 4 | (4) | 226 11% | 115 11% | 111 11% | 22 8% | 89 12% | 115 11% |
| 3 | (3) | 182 9% | 94 9% | 88 9% | 18 7% | 69 9% | 83 8% |
| 2 | (2) | 117 6% | 70 6% | 48 5% | 13 5% | 52 7% | 54 5% |
| 1 | (1) | 103 5% | 62 6% | 41 4% | 16 6% | 43 6% | 46 5% |
| Don't trust them at all | (0) | 136 7% | 60 6% | 75 8% | 13 5% | 43 6% | 69 7% |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d

Prepared by Populus

Trust in Charities 2018
ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 108

Q22. Now for some other types of organisations. On a scale of 0-10 where 10 means you trust them completely and 0 means you don't trust them at all, please tell me how much trust and confidence you have in each?

Base: All respondents

Your local Council

| | <u>Heard of the CC</u> | | <u>Knowledge of CC</u> | | <u>Importance of CC</u> | <u>Essential</u> |
|--------------------|------------------------|-------------------------|-------------------------|-------------------------|------------------------------|------------------|
| | Total | Yes (a) | No (b) | Very/Fairly well (c) | Not at all/Not very well (d) | |
| Weighted base | 2059 | 1072 | 987 | 267 | 756 | 1013 |
| NET: 8-10 | 226 11% | 131 12% | 95 10% | 57 21% ^d | 68 9% | 132 13% |
| NET: 3-7 | 1477 72% | 750 70% | 728 74% | 169 63% | 550 73% ^c | 712 70% |
| NET: 0-2 | 356 17% | 191 18% | 164 17% | 42 16% | 138 18% | 170 17% |
| NET: 7-10 | 529 26% | 301 28% ^b | 228 23% | 105 39% ^d | 186 25% | 293 29% |
| NET: 4-6 | 993 48% | 486 45% | 507 51% ^a | 103 39% | 363 48% ^c | 468 46% |
| NET: 0-3 | 537 26% | 285 27% | 252 26% | 59 22% | 207 27% | 253 25% |
| Mean | 4.84 | 4.89 | 4.78 | 5.41 ^d | 4.74 | 4.95 |
| Standard deviation | 2.33 | 2.36 | 2.29 | 2.51 | 2.27 | 2.38 |
| Standard error | 0.05 | 0.07 | 0.07 | 0.15 | 0.08 | 0.07 |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d

Trust in Charities 2018

ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 109

Q22. Now for some other types of organisations. On a scale of 0-10 where 10 means you trust them completely and 0 means you don't trust them at all, please tell me how much trust and confidence you have in each?

Base: All respondents

Banks

| | Total | Gender | | Age | | | | | | Age II | | Age III | | Social Grade | | | | Working Status | | Ethnicity | |
|-----------------------------|-------|----------|------------|-----------|-----------|-----------|-----------|-----------|---------|-----------|---------|-----------|---------|--------------|--------|--------|--------|----------------|-----------------|-----------|---------------|
| | | Male (a) | Female (b) | 18-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-64 (g) | 65+ (h) | 18-34 (i) | 35+ (j) | 18-44 (k) | 45+ (l) | AB (m) | C1 (n) | C2 (o) | DE (p) | Working (q) | Not working (r) | White (s) | Non White (t) |
| Unweighted base | 2059 | 1059 | 1000 | 265 | 310 | 370 | 368 | 290 | 456 | 575 | 1484 | 945 | 1114 | 580 | 592 | 404 | 483 | 1116 | 943 | 1867 | 176 |
| Weighted base | 2059 | 1009 | 1050 | 247 | 330 | 391 | 350 | 309 | 432 | 577 | 1482 | 968 | 1091 | 562 | 603 | 437 | 457 | 1153 | 906 | 1874 | 170 |
| Trust them completely (10) | 23 | 8 | 15 | 7 | 3 | 2 | 3 | 4 | 4 | 11 | 13 | 13 | 11 | 7 | 7 | 5 | 5 | 12 | 12 | 21 | 2 |
| | 1% | 1% | 1% | 3%efh | 1% | 1% | 1% | 1% | 1% | 2% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% |
| 9 | 72 | 33 | 38 | 12 | 10 | 9 | 13 | 5 | 22 | 23 | 49 | 32 | 40 | 21 | 17 | 16 | 16 | 32 | 40 | 65 | 7 |
| | 3% | 3% | 4% | 5%g | 3% | 2% | 4% | 2% | 5%eg | 4% | 3% | 3% | 4% | 4% | 3% | 4% | 4% | 3% | 4%q | 3% | 4% |
| 8 | 235 | 107 | 128 | 27 | 30 | 45 | 29 | 41 | 63 | 58 | 178 | 102 | 133 | 62 | 70 | 44 | 59 | 107 | 128 | 214 | 19 |
| | 11% | 11% | 12% | 11% | 9% | 11% | 8% | 13%f | 15%df | 10% | 12% | 11% | 12% | 11% | 12% | 10% | 13% | 9% | 14%q | 11% | 11% |
| 7 | 277 | 123 | 154 | 40 | 52 | 42 | 45 | 37 | 61 | 92 | 185 | 134 | 143 | 80 | 75 | 60 | 63 | 163 | 115 | 251 | 25 |
| | 13% | 12% | 15% | 16%e | 16% | 11% | 13% | 12% | 14% | 16%j | 12% | 14% | 13% | 14% | 12% | 14% | 14% | 14% | 13% | 13% | 15% |
| 6 | 310 | 130 | 180 | 42 | 46 | 61 | 52 | 39 | 70 | 88 | 222 | 149 | 160 | 91 | 112 | 54 | 53 | 174 | 136 | 287 | 21 |
| | 15% | 13% | 17%a | 17% | 14% | 16% | 15% | 13% | 16% | 15% | 15% | 15% | 15% | 16%p | 19%op | 12% | 12% | 15% | 15% | 15% | 12% |
| 5 | 386 | 164 | 222 | 44 | 56 | 84 | 65 | 61 | 76 | 100 | 286 | 184 | 202 | 98 | 102 | 95 | 91 | 208 | 179 | 355 | 31 |
| | 19% | 16% | 21%a | 18% | 17% | 22% | 19% | 20% | 18% | 17% | 19% | 19% | 19% | 17% | 17% | 22% | 20% | 18% | 20% | 19% | 18% |
| 4 | 202 | 102 | 100 | 30 | 36 | 38 | 29 | 26 | 44 | 66 | 136 | 103 | 99 | 56 | 66 | 34 | 47 | 112 | 90 | 184 | 16 |
| | 10% | 10% | 10% | 12% | 11% | 10% | 8% | 8% | 10% | 11% | 9% | 11% | 9% | 10% | 11% | 8% | 10% | 10% | 10% | 10% | 10% |
| 3 | 174 | 87 | 87 | 24 | 29 | 31 | 33 | 22 | 35 | 53 | 121 | 84 | 90 | 52 | 54 | 33 | 35 | 96 | 77 | 160 | 11 |
| | 8% | 9% | 8% | 10% | 9% | 8% | 9% | 7% | 8% | 9% | 8% | 9% | 8% | 9% | 9% | 7% | 8% | 8% | 9% | 9% | 6% |
| 2 | 126 | 76 | 50 | 8 | 21 | 25 | 28 | 21 | 23 | 29 | 97 | 54 | 72 | 34 | 26 | 35 | 31 | 85 | 41 | 111 | 15 |
| | 6% | 8%b | 5% | 3% | 6% | 6% | 8%c | 7%c | 5% | 5% | 7% | 6% | 7% | 6% | 4% | 8%n | 7% | 7%r | 5% | 6% | 9% |
| 1 | 97 | 68 | 29 | 2 | 17 | 19 | 23 | 19 | 17 | 20 | 77 | 39 | 58 | 30 | 27 | 19 | 21 | 66 | 31 | 87 | 7 |
| | 5% | 7%b | 3% | 1% | 5%c | 5%c | 6%c | 6%c | 4%c | 3% | 5% | 4% | 5% | 5% | 4% | 4% | 5% | 6%r | 3% | 5% | 4% |
| Don't trust them at all (0) | 157 | 110 | 47 | 10 | 29 | 35 | 33 | 34 | 16 | 39 | 118 | 74 | 83 | 30 | 48 | 41 | 37 | 99 | 58 | 138 | 16 |
| | 8% | 11%b | 4% | 4% | 9%ch | 9%ch | 9%ch | 11%ch | 4% | 7% | 8% | 8% | 8% | 5% | 8% | 9%em | 8% | 9% | 6% | 7% | 10% |
| NET: 8-10 | 330 | 149 | 181 | 47 | 44 | 56 | 44 | 50 | 89 | 91 | 239 | 147 | 183 | 90 | 94 | 66 | 80 | 150 | 180 | 300 | 28 |
| | 16% | 15% | 17% | 19%f | 13% | 14% | 13% | 16% | 21%def | 16% | 16% | 15% | 17% | 16% | 16% | 15% | 18% | 13% | 20%q | 16% | 16% |

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j - k/l - m/n/o/p - q/r - s/t

Trust in Charities 2018

ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 109

Q22. Now for some other types of organisations. On a scale of 0-10 where 10 means you trust them completely and 0 means you don't trust them at all, please tell me how much trust and confidence you have in each?

Base: All respondents

Banks

| | Gender | | Age | | | | | | | Age II | | Age III | | Social Grade | | | | Working Status | | Ethnicity | |
|--------------------|--------|------------------|-------------------|---------------------|-------------------|-------------------|-------------------|-------------------|---------------------|------------------|------------------|-----------|---------|--------------|--------|------------------|--------|------------------|-------------------|-----------|---------------|
| | Total | Male (a) | Female (b) | 18-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-64 (g) | 65+ (h) | 18-34 (i) | 35+ (j) | 18-44 (k) | 45+ (l) | AB (m) | C1 (n) | C2 (o) | DE (p) | Working (q) | Not wokring (r) | White (s) | Non White (t) |
| Weighted base | 2059 | 1009 | 1050 | 247 | 330 | 391 | 350 | 309 | 432 | 577 | 1482 | 968 | 1091 | 562 | 603 | 437 | 457 | 1153 | 906 | 1874 | 170 |
| NET: 3-7 | 1349 | 606 | 743 | 180 | 219 | 257 | 223 | 185 | 286 | 398 | 951 | 655 | 694 | 377 | 409 | 276 | 288 | 753 | 596 | 1238 | 105 |
| | 66% | 60% | 71% ^a | 73% ^{fg} | 66% | 66% | 64% | 60% | 66% | 69% ^j | 64% | 68% | 64% | 67% | 68% | 63% | 63% | 65% | 66% | 66% | 61% |
| NET: 0-2 | 380 | 254 | 125 | 20 | 67 | 79 | 83 | 73 | 57 | 87 | 292 | 166 | 213 | 94 | 101 | 95 | 90 | 250 | 130 | 336 | 38 |
| | 18% | 25% ^b | 12% | 8% | 20% ^{ch} | 20% ^{ch} | 24% ^{ch} | 24% ^{ch} | 13% ^c | 15% | 20% ⁱ | 17% | 20% | 17% | 17% | 22% ⁿ | 20% | 22% ^r | 14% | 18% | 22% |
| NET: 7-10 | 607 | 272 | 335 | 87 | 96 | 98 | 89 | 88 | 150 | 183 | 424 | 281 | 327 | 170 | 169 | 126 | 143 | 313 | 294 | 552 | 53 |
| | 29% | 27% | 32% ^a | 35% ^{ef} | 29% | 25% | 25% | 28% | 35% ^{ef} | 32% | 29% | 29% | 30% | 30% | 28% | 29% | 31% | 27% | 32% ^q | 29% | 31% |
| NET: 4-6 | 898 | 396 | 503 | 116 | 138 | 183 | 145 | 126 | 190 | 254 | 645 | 437 | 461 | 245 | 280 | 183 | 191 | 494 | 404 | 826 | 68 |
| | 44% | 39% | 48% ^a | 47% | 42% | 47% | 41% | 41% | 44% | 44% | 43% | 45% | 42% | 44% | 46% | 42% | 42% | 43% | 45% | 44% | 40% |
| NET: 0-3 | 554 | 342 | 212 | 44 | 96 | 110 | 116 | 95 | 92 | 140 | 414 | 250 | 303 | 147 | 155 | 128 | 124 | 346 | 208 | 496 | 49 |
| | 27% | 34% ^b | 20% | 18% | 29% ^{ch} | 28% ^{ch} | 33% ^{ch} | 31% ^{ch} | 21% | 24% | 28% | 26% | 28% | 26% | 26% | 29% | 27% | 30% ^r | 23% | 26% | 29% |
| Mean | 4.94 | 4.55 | 5.31 ^a | 5.53 ^{def} | 4.78 | 4.74 | 4.60 | 4.69 | 5.36 ^{def} | 5.10 | 4.88 | 4.96 | 4.92 | 5.04 | 4.96 | 4.80 | 4.92 | 4.73 | 5.20 ^q | 4.96 | 4.85 |
| | | | | ^g | | | | | ^g | | | | | | | | | | | | |
| Standard deviation | 2.49 | 2.65 | 2.26 | 2.26 | 2.52 | 2.46 | 2.57 | 2.64 | 2.34 | 2.44 | 2.51 | 2.45 | 2.52 | 2.42 | 2.46 | 2.57 | 2.54 | 2.52 | 2.43 | 2.47 | 2.62 |
| Standard error | 0.05 | 0.08 | 0.07 | 0.14 | 0.14 | 0.13 | 0.13 | 0.16 | 0.11 | 0.10 | 0.07 | 0.08 | 0.08 | 0.10 | 0.10 | 0.13 | 0.12 | 0.08 | 0.08 | 0.06 | 0.20 |

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j - k/l - m/n/o/p - q/r - s/t

Trust in Charities 2018

ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 110

Q22. Now for some other types of organisations. On a scale of 0-10 where 10 means you trust them completely and 0 means you don't trust them at all, please tell me how much trust and confidence you have in each?

Base: All respondents

Banks

| | Total | Region | | | | | | | | | | Trust in Charities | | | Trust in Charities II | | | Importance of Charities | Change in trust | | |
|-----------------------|----------------|----------------|----------------|----------------------------|-------------------|-------------------|----------------|--------------|--------------|----------------|----------------|--------------------|--------------|-------------|-----------------------|--------------|-------------|-------------------------|-----------------|----------------|---------------------|
| | | North East (a) | North West (b) | Yorkshire & Humberside (c) | West Midlands (d) | East Midlands (e) | Wales (f) | East-ern (g) | London (h) | South East (i) | South West (j) | 8-10 (k) | 3-7 (l) | 0-2 (m) | 7-10 (n) | 4-6 (o) | 0-3 (p) | Essen-tial | In-creased (r) | De-creased (s) | Stayed the same (t) |
| Unweighted base | 2059 | 95 | 244 | 217 | 204 | 166 | 120 | 235 | 303 | 301 | 174 | 359 | 1472 | 228 | 759 | 909 | 391 | 419 | 98 | 931 | 982 |
| Weighted base | 2059 | 102* | 265 | 204 | 204 | 183 | 122 | 204 | 285 | 285 | 204 | 356 | 1476 | 228 | 759 | 907 | 392 | 419 | 97* | 929 | 983 |
| Trust them completely | (10) 23 1% | 1 1% | 1 1% | 3 1% | 3 1% | 3 2% | 2 2% | 2 1% | 1 * | 4 2% | 4 2% | 10 3%l | 12 1% | 2 1% | 16 2%o | 5 1% | 3 1% | 3 1% | 2 2% | 7 1% | 15 1% |
| 9 | (9) 72 3% | 1 1% | 8 3% | 2 1% | 7 3% | 9 5%c | 7 6%cj | 5 3% | 19 7%acgj | 10 3% | 3 2% | 28 8%lm | 39 3% | 4 2% | 46 6%op | 20 2% | 6 1% | 18 4% | 8 9%st | 26 3% | 36 4% |
| 8 | (8) 235 11% | 11 11% | 29 11% | 24 12% | 28 14% | 21 11% | 10 9% | 21 10% | 38 13% | 27 9% | 26 13% | 85 24%lm | 143 10%lm | 6 3% | 144 19%op | 78 9%p | 13 3% | 63 15% | 21 21%st | 81 9% | 129 13%st |
| 7 | (7) 277 13% | 14 14% | 29 11% | 29 14% | 34 16%h | 25 14% | 16 13% | 34 16%h | 27 9% | 39 14% | 30 15% | 69 19%lm | 196 13%lm | 12 5% | 137 18%op | 114 13%p | 26 7% | 57 14% | 21 22%st | 113 12% | 135 14% |
| 6 | (6) 310 15% | 21 20%fg | 48 18%g | 28 14% | 29 14% | 29 16% | 13 10% | 21 10% | 41 14% | 49 17%g | 31 15% | 49 14%lm | 242 16%lm | 18 8% | 124 16%p | 142 16%p | 43 11% | 51 12% | 17 18% | 130 14% | 159 16% |
| 5 | (5) 386 19% | 20 19% | 54 20% | 30 15% | 39 19% | 30 16% | 22 18% | 45 22%h | 43 15% | 60 21% | 42 21% | 52 15% | 301 20%km | 33 15% | 114 15% | 207 23%np | 66 17% | 81 19% | 4 5% | 164 18%r | 205 21%r |
| 4 | (4) 202 10% | 14 13%j | 22 8% | 24 12%j | 17 8% | 16 9% | 15 12% | 27 13%j | 30 10% | 26 9% | 12 6% | 15 4% | 166 11%k | 20 9%k | 51 7% | 109 12%n | 43 11%n | 35 8% | 8 8% | 104 11% | 84 9% |
| 3 | (3) 174 8% | 5 5% | 21 8% | 22 11% | 14 7% | 19 10% | 7 6% | 18 9% | 29 10% | 23 8% | 16 8% | 18 5% | 132 9%k | 24 11%k | 57 7% | 76 8% | 41 10% | 31 7% | 11 11% | 88 9% | 74 8% |
| 2 | (2) 126 6% | 4 4% | 16 6% | 11 5% | 14 7% | 17 9% | 14 12%achij | 12 6% | 16 6% | 14 5% | 9 4% | 5 1% | 95 6%k | 26 11%kl | 23 3% | 65 7%n | 39 10%n | 21 5% | 2 2% | 70 8%t | 48 5% |
| 1 | (1) 97 5% | 5 4% | 21 8%defh | 16 8%dfh | 6 3% | 6 3% | 2 2% | 9 4% | 9 3% | 13 4% | 11 5% | 9 2% | 59 4% | 29 13%kl | 22 3% | 35 4% | 39 10%no | 21 5% | - - | 61 7%rt | 34 3% |

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j - k/l/m - n/o/p - r/s/t

* small base

Prepared by Populus

Trust in Charities 2018

ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 110

Q22. Now for some other types of organisations. On a scale of 0-10 where 10 means you trust them completely and 0 means you don't trust them at all, please tell me how much trust and confidence you have in each?

Base: All respondents

Banks

| | Total | Region | | | | | | | | | | Trust in Charities | | | Trust in Charities II | | | Importance of Charities | Change in trust | | |
|-------------------------|---------------|-------------------------|----------------|------------------------|------------------------|-------------------|-----------|-------------------------|---------------------------|-------------------------|----------------|--------------------------|---------------------------|--------------------------|--------------------------|--------------------------|--------------------------|-------------------------|-------------------------|--------------------------|-------------------------|
| | | North East (a) | North West (b) | Yorkshire & Humber (c) | West Midlands (d) | East Midlands (e) | Wales (f) | East of London (g) | London (h) | South East (i) | South West (j) | 8-10 (k) | 3-7 (l) | 0-2 (m) | 7-10 (n) | 4-6 (o) | 0-3 (p) | Essential | Increased (r) | Decreased (s) | Stayed the same (t) |
| Weighted base | 2059 | 102* | 265 | 204 | 204 | 183 | 122 | 204 | 285 | 285 | 204 | 356 | 1476 | 228 | 759 | 907 | 392 | 419 | 97* | 929 | 983 |
| Don't trust them at all | (0) 157 8% | 8 8% | 15 6% | 15 8% | 12 6% | 9 5% | 13 10% | 12 6% | 33 12% ^{bdeg} | 21 7% | 19 9% | 14 4% | 88 6% | 54 24% ^{kl} | 26 3% | 57 6% ⁿ | 74 19% ^{no} | 40 9% | 3 3% | 86 9% ^{rt} | 66 7% |
| NET: 8-10 | 330 16% | 13 13% | 39 15% | 29 14% | 38 19% | 32 18% | 20 16% | 28 14% | 58 20% ^g | 41 14% | 33 16% | 124 35% ^{lm} | 194 13% ^m | 12 5% | 206 27% ^{op} | 103 11% ^p | 22 6% | 83 20% | 31 32% st | 114 12% | 179 18% ^s |
| NET: 3-7 | 1349 66% | 73 72% ^h | 175 66% | 133 65% | 134 66% | 119 65% | 74 60% | 144 70% ^h | 169 59% | 197 69% ^h | 132 65% | 204 57% ^m | 1039 70% ^{km} | 107 47% | 483 64% ^p | 648 71% ^{np} | 218 56% | 255 61% | 61 63% | 598 64% | 656 67% |
| NET: 0-2 | 380 18% | 16 16% | 52 19% | 42 21% | 32 16% | 32 17% | 29 24% | 33 16% | 58 20% | 48 17% | 39 19% | 28 8% | 243 16% ^k | 109 48% ^{kl} | 71 9% | 157 17% ⁿ | 152 39% ^{no} | 81 19% | 5 5% | 217 23% ^{rt} | 148 15% ^r |
| NET: 7-10 | 607 29% | 27 26% | 68 26% | 57 28% | 72 35% ^b | 58 31% | 36 29% | 61 30% | 85 30% | 80 28% | 64 31% | 193 54% ^{lm} | 390 26% ^m | 24 10% | 343 45% ^{op} | 217 24% ^p | 48 12% | 140 33% | 52 53% st | 226 24% | 314 32% ^s |
| NET: 4-6 | 898 44% | 54 53% ^{ch} | 124 47% | 83 41% | 86 42% | 75 41% | 50 41% | 92 45% | 114 40% | 135 47% | 85 42% | 116 33% | 710 48% ^{km} | 71 31% | 289 38% | 458 50% ^{np} | 152 39% | 167 40% | 29 30% | 397 43% ^r | 447 45% ^r |
| NET: 0-3 | 554 27% | 21 21% | 73 27% | 64 31% | 47 23% | 51 28% | 36 30% | 50 25% | 86 30% | 70 25% | 55 27% | 46 13% | 375 25% ^k | 133 58% ^{kl} | 128 17% | 233 26% ⁿ | 193 49% ^{no} | 112 27% | 16 16% | 305 33% ^{rt} | 222 23% |
| Mean | 4.94 | 4.98 | 4.87 | 4.70 | 5.25 ^c | 5.09 | 4.76 | 4.94 | 4.84 | 5.00 | 4.96 | 6.22 ^{lm} | 4.92 ^m | 3.04 | 5.85 ^{op} | 4.81 ^p | 3.48 | 4.99 | 6.17 st | 4.54 | 5.19 ^s |
| Standard deviation | 2.49 | 2.34 | 2.42 | 2.52 | 2.43 | 2.45 | 2.65 | 2.34 | 2.70 | 2.43 | 2.56 | 2.31 | 2.32 | 2.59 | 2.31 | 2.27 | 2.56 | 2.62 | 2.23 | 2.53 | 2.42 |
| Standard error | 0.05 | 0.24 | 0.15 | 0.17 | 0.17 | 0.19 | 0.24 | 0.15 | 0.15 | 0.14 | 0.19 | 0.12 | 0.06 | 0.17 | 0.08 | 0.08 | 0.13 | 0.13 | 0.23 | 0.08 | 0.08 |

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j - k/l/m - n/o/p - r/s/t

* small base

Trust in Charities 2018
ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 111

Q22. Now for some other types of organisations. On a scale of 0-10 where 10 means you trust them completely and 0 means you don't trust them at all, please tell me how much trust and confidence you have in each?

Base: All respondents

Banks

| | | Heard of the CC | | Knowledge of CC | | Importance of CC | |
|-------------------------|------|-----------------|------------|-----------------|----------------------|------------------------------|------------|
| | | Total | Yes (a) | No (b) | Very/Fairly well (c) | Not at all/Not very well (d) | Essential |
| Unweighted base | | 2059 | 1077 | 982 | 272 | 755 | 1015 |
| Weighted base | | 2059 | 1072 | 987 | 267 | 756 | 1013 |
| Trust them completely | (10) | 23 1% | 9 1% | 14 1% | 5 2%d | 3 * | 15 1% |
| 9 | (9) | 72 3% | 43 4% | 29 3% | 21 8%d | 19 2% | 35 3% |
| 8 | (8) | 235 11% | 115 11% | 120 12% | 36 13% | 76 10% | 123 12% |
| 7 | (7) | 277 13% | 133 12% | 144 15% | 40 15% | 89 12% | 140 14% |
| 6 | (6) | 310 15% | 163 15% | 147 15% | 35 13% | 123 16% | 148 15% |
| 5 | (5) | 386 19% | 189 18% | 198 20% | 41 15% | 142 19% | 188 19% |
| 4 | (4) | 202 10% | 117 11% | 85 9% | 19 7% | 90 12%c | 97 10% |
| 3 | (3) | 174 8% | 98 9% | 76 8% | 22 8% | 70 9% | 82 8% |
| 2 | (2) | 126 6% | 73 7% | 53 5% | 20 7% | 50 7% | 60 6% |
| 1 | (1) | 97 5% | 54 5% | 43 4% | 12 4% | 38 5% | 50 5% |
| Don't trust them at all | (0) | 157 8% | 77 7% | 80 8% | 16 6% | 57 7% | 75 7% |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d

Prepared by Populus

Trust in Charities 2018
ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 111

Q22. Now for some other types of organisations. On a scale of 0-10 where 10 means you trust them completely and 0 means you don't trust them at all, please tell me how much trust and confidence you have in each?

Base: All respondents

Banks

| | <u>Heard of the CC</u> | | <u>Knowledge of CC</u> | | <u>Importance of CC</u> | <u>Essential</u> |
|--------------------|------------------------|----------------|------------------------|-----------------------------|-------------------------------------|------------------|
| | <u>Total</u> | <u>Yes (a)</u> | <u>No (b)</u> | <u>Very/Fairly well (c)</u> | <u>Not at all/Not very well (d)</u> | |
| Weighted base | 2059 | 1072 | 987 | 267 | 756 | 1013 |
| NET: 8-10 | 330 16% | 167 16% | 163 17% | 62 23% ^d | 98 13% | 173 17% |
| NET: 3-7 | 1349 66% | 700 65% | 649 66% | 157 59% | 514 68% ^c | 655 65% |
| NET: 0-2 | 380 18% | 205 19% | 175 18% | 48 18% | 144 19% | 185 18% |
| NET: 7-10 | 607 29% | 300 28% | 307 31% | 101 38% ^d | 186 25% | 314 31% |
| NET: 4-6 | 898 44% | 469 44% | 429 43% | 96 36% | 355 47% ^c | 433 43% |
| NET: 0-3 | 554 27% | 303 28% | 251 25% | 70 26% | 214 28% | 267 26% |
| Mean | 4.94 | 4.86 | 5.02 | 5.30 ^d | 4.74 | 5.00 |
| Standard deviation | 2.49 | 2.48 | 2.50 | 2.63 | 2.39 | 2.51 |
| Standard error | 0.05 | 0.08 | 0.08 | 0.16 | 0.09 | 0.08 |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d

Trust in Charities 2018

ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 112

Q22. Now for some other types of organisations. On a scale of 0-10 where 10 means you trust them completely and 0 means you don't trust them at all, please tell me how much trust and confidence you have in each?

Base: All respondents

Doctors

| | Total | Gender | | Age | | | | | | Age II | | Age III | | Social Grade | | | | Working Status | | Ethnicity | |
|-------------------------|----------|------------------|------------------|------------------|------------------|------------------|-------------------|-------------------|---------------------|------------------|------------------|------------------|------------------|--------------|-----------------|------------------|-------------------|-----------------|------------------|------------------|------------------|
| | | Male (a) | Female (b) | 18-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-64 (g) | 65+ (h) | 18-34 (i) | 35+ (j) | 18-44 (k) | 45+ (l) | AB (m) | C1 (n) | C2 (o) | DE (p) | Working (q) | Not working (r) | White (s) | Non White (t) |
| Unweighted base | 2059 | 1059 | 1000 | 265 | 310 | 370 | 368 | 290 | 456 | 575 | 1484 | 945 | 1114 | 580 | 592 | 404 | 483 | 1116 | 943 | 1867 | 176 |
| Weighted base | 2059 | 1009 | 1050 | 247 | 330 | 391 | 350 | 309 | 432 | 577 | 1482 | 968 | 1091 | 562 | 603 | 437 | 457 | 1153 | 906 | 1874 | 170 |
| Trust them completely | (10) 169 | 87 | 81 | 27 | 21 | 29 | 24 | 28 | 40 | 47 | 121 | 76 | 92 | 34 | 42 | 44 | 49 | 82 | 87 | 155 | 14 |
| | 8% | 9% | 8% | 11% | 6% | 7% | 7% | 9% | 9% | 8% | 8% | 8% | 8% | 6% | 7% | 10% ^m | 11% ^{mn} | 7% | 10% ^q | 8% | 8% |
| 9 | (9) 407 | 224 | 183 | 39 | 53 | 55 | 72 | 66 | 123 | 92 | 316 | 147 | 261 | 123 | 120 | 83 | 81 | 184 | 224 | 385 | 21 |
| | 20% | 22% ^b | 17% | 16% | 16% | 14% | 20% ^e | 21% ^e | 29% ^{cdef} | 16% | 21% ⁱ | 15% | 24% ^k | 22% | 20% | 19% | 18% | 16% | 25% ^q | 21% ^t | 12% |
| 8 | (8) 553 | 272 | 281 | 60 | 79 | 104 | 109 | 81 | 120 | 139 | 414 | 243 | 310 | 162 | 155 | 126 | 111 | 317 | 236 | 508 | 41 |
| | 27% | 27% | 27% | 24% | 24% | 27% | 31% ^d | 26% | 28% | 24% | 28% | 25% | 28% | 29% | 26% | 29% | 24% | 27% | 26% | 27% | 24% |
| 7 | (7) 419 | 197 | 221 | 48 | 73 | 89 | 69 | 64 | 75 | 122 | 297 | 211 | 208 | 115 | 136 | 76 | 91 | 243 | 176 | 384 | 32 |
| | 20% | 20% | 21% | 20% | 22% | 23% | 20% | 21% | 17% | 21% | 20% | 22% | 19% | 21% | 23% | 17% | 20% | 21% | 19% | 20% | 19% |
| 6 | (6) 213 | 86 | 128 | 41 | 35 | 44 | 27 | 34 | 34 | 75 | 138 | 119 | 94 | 59 | 63 | 44 | 48 | 129 | 84 | 191 | 23 |
| | 10% | 8% | 12% ^a | 16% ^d | 10% | 11% | 8% | 11% | 8% | 13% ^j | 9% | 12% ^l | 9% | 11% | 10% | 10% | 10% | 11% | 9% | 10% | 13% |
| 5 | (5) 161 | 72 | 89 | 22 | 35 | 31 | 30 | 20 | 23 | 57 | 104 | 87 | 73 | 36 | 54 | 28 | 43 | 106 | 54 | 137 | 21 |
| | 8% | 7% | 8% | 9% | 11% ^h | 8% | 8% | 7% | 5% | 10% ^j | 7% | 9% | 7% | 6% | 9% | 6% | 9% | 9% ^r | 6% | 7% | 13% ^s |
| 4 | (4) 60 | 28 | 32 | 6 | 11 | 17 | 8 | 10 | 8 | 16 | 43 | 34 | 26 | 10 | 13 | 18 | 19 | 36 | 23 | 53 | 6 |
| | 3% | 3% | 3% | 2% | 3% | 4% ^h | 2% | 3% | 2% | 3% | 3% | 3% | 2% | 2% | 4% ^m | 4% ^m | 3% | 3% | 3% | 3% | 3% |
| 3 | (3) 37 | 18 | 20 | 5 | 11 | 8 | 7 | 2 | 4 | 16 | 21 | 24 | 13 | 11 | 13 | 6 | 6 | 28 | 9 | 26 | 9 |
| | 2% | 2% | 2% | 2% | 3% ^{gh} | 2% | 2% | 1% | 1% | 3% ^j | 1% | 2% ^l | 1% | 2% | 2% | 1% | 1% | 2% ^r | 1% | 1% | 5% ^s |
| 2 | (2) 15 | 9 | 6 | - | 5 | 2 | 3 | 1 | 3 | 5 | 9 | 7 | 7 | 5 | 2 | 2 | 5 | 8 | 7 | 14 | - |
| | 1% | 1% | 1% | - | 2% ^c | * | 1% | * | 1% | 1% | 1% | 1% | 1% | 1% | * | 1% | 1% | 1% | 1% | 1% | - |
| 1 | (1) 8 | 5 | 2 | - | 1 | 4 | 1 | - | 1 | 6 | 6 | 2 | 3 | 1 | 2 | 1 | 7 | 1 | 8 | - | |
| | * | 1% | * | - | * ^h | 1% | * | - | * | 1% | 1% | 1% | 1% | 1% | * | * | 1% | 1% | * | * | - |
| Don't trust them at all | (0) 18 | 11 | 7 | - | 6 | 7 | 2 | 2 | - | 6 | 12 | 13 | 4 | 3 | 5 | 8 | 2 | 12 | 5 | 14 | 3 |
| | 1% | 1% | 1% | - | 2% ^{ch} | 2% ^{ch} | 1% | 1% | - | 1% | 1% ^l | 1% ^l | * | 1% | 1% | 2% ^p | * | 1% | 1% | 1% | 2% |
| NET: 8-10 | 1130 | 584 | 546 | 126 | 153 | 188 | 205 | 174 | 284 | 278 | 851 | 467 | 663 | 319 | 316 | 253 | 241 | 583 | 547 | 1048 | 76 |
| | 55% | 58% ^b | 52% | 51% | 46% | 48% | 58% ^{de} | 56% ^{de} | 66% ^{cdef} | 48% | 57% ⁱ | 48% | 61% ^k | 57% | 52% | 58% | 53% | 51% | 60% ^q | 56% ^t | 45% |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j - k/l - m/n/o/p - q/r - s/t

Prepared by Populus

Trust in Charities 2018

ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 112

Q22. Now for some other types of organisations. On a scale of 0-10 where 10 means you trust them completely and 0 means you don't trust them at all, please tell me how much trust and confidence you have in each?

Base: All respondents

Doctors

| | Gender | | Age | | | | | | Age II | | Age III | | Social Grade | | | | Working Status | | Ethnicity | | |
|--------------------|-------------|-----------------|-----------------|-----------------|------------------|-----------------|-------------------|-----------------|-------------------|-----------------|------------------|-----------------|-----------------|------------|-------------|------------|-----------------|-----------------|-----------------------|------------------|---------------------|
| | Total | Male (a) | Female (b) | 18-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-64 (g) | 65+ (h) | 18-34 (i) | 35+ (j) | 18-44 (k) | 45+ (l) | AB (m) | C1 (n) | C2 (o) | DE (p) | Working (q) | Not working (r) | White (s) | Non White (t) |
| Weighted base | 2059 | 1009 | 1050 | 247 | 330 | 391 | 350 | 309 | 432 | 577 | 1482 | 968 | 1091 | 562 | 603 | 437 | 457 | 1153 | 906 | 1874 | 170 |
| NET: 3-7 | 889 43% | 400 40% | 489 47%a | 121 49%fh | 164 50%fh | 189 48%fh | 140 40%h | 131 42%h | 144 33% | 286 50%j | 604 41% | 475 49%l | 414 38% | 231 41% | 278 46%o | 172 39% | 208 45% | 543 47%r | 346 38% | 791 42% | 91 53% s |
| NET: 0-2 | 40 2% | 25 2% | 15 1% | - | 13 4% cgh | 14 4% ch | 6 2% c | 4 1% | 4 1% | 13 2% | 27 2% | 26 3% l | 14 1% | 11 2% | 8 1% | 12 3% | 8 2% | 27 2% | 13 1% | 35 2% | 3 2% t |
| NET: 7-10 | 1548 75% | 781 77% b | 767 73% | 174 70% | 226 68% | 278 71% | 273 78% cde | 239 77% d | 359 83% cde | 400 69% | 1148 77% i | 677 70% | 871 80% k | 434 77% | 452 75% | 329 75% | 332 73% | 826 72% | 723 80% q | 1432 76% t | 108 63% u |
| NET: 4-6 | 434 21% | 185 18% | 248 24% a | 68 27% fh | 80 24% h | 92 23% h | 64 18% | 64 21% h | 65 15% | 148 26% j | 285 19% | 240 25% l | 194 18% | 105 19% | 129 21% | 89 20% | 110 24% m | 272 24% r | 162 18% | 381 20% | 50 29% s |
| NET: 0-3 | 77 4% | 43 4% | 34 3% | 5 2% | 24 7% cfgh | 22 6% cgh | 13 4% | 6 2% | 8 2% | 29 5% | 49 3% | 51 6% l | 27 2% | 23 4% | 22 4% | 18 4% | 15 3% | 55 5% r | 22 2% | 61 3% | 12 7% s |
| Mean | 7.37 | 7.44 | 7.31 | 7.39de | 6.97 | 7.06 | 7.44de | 7.52de | 7.80cde fg | 7.15 | 7.46i | 7.11 | 7.60k | 7.42 | 7.34 | 7.38 | 7.35 | 7.17 | 7.63q | 7.43t | 6.90 |
| Standard deviation | 1.83 | 1.89 | 1.77 | 1.66 | 2.06 | 2.03 | 1.76 | 1.71 | 1.58 | 1.91 | 1.80 | 1.96 | 1.68 | 1.75 | 1.77 | 1.98 | 1.86 | 1.89 | 1.72 | 1.79 | 2.05 |
| Standard error | 0.04 | 0.06 | 0.06 | 0.10 | 0.12 | 0.11 | 0.09 | 0.10 | 0.07 | 0.08 | 0.05 | 0.06 | 0.05 | 0.07 | 0.07 | 0.10 | 0.08 | 0.06 | 0.06 | 0.04 | 0.15 |

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j - k/l - m/n/o/p - q/r - s/t

Trust in Charities 2018

ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 113

Q22. Now for some other types of organisations. On a scale of 0-10 where 10 means you trust them completely and 0 means you don't trust them at all, please tell me how much trust and confidence you have in each?

Base: All respondents

Doctors

| | Total | Region | | | | | | | | | | Trust in Charities | | | Trust in Charities II | | | Importance of Charities | Change in trust | | |
|-----------------------|----------------|----------------|----------------|----------------------------|-------------------|-------------------|------------|--------------|------------|----------------|----------------|--------------------|--------------|-------------|-----------------------|-------------|------------|-------------------------|-----------------|----------------|---------------------|
| | | North East (a) | North West (b) | Yorkshire & Humberside (c) | West Midlands (d) | East Midlands (e) | Wales (f) | East-ern (g) | London (h) | South East (i) | South West (j) | 8-10 (k) | 3-7 (l) | 0-2 (m) | 7-10 (n) | 4-6 (o) | 0-3 (p) | Essential | In-creased (r) | De-creased (s) | Stayed the same (t) |
| Unweighted base | 2059 | 95 | 244 | 217 | 204 | 166 | 120 | 235 | 303 | 301 | 174 | 359 | 1472 | 228 | 759 | 909 | 391 | 419 | 98 | 931 | 982 |
| Weighted base | 2059 | 102* | 265 | 204 | 204 | 183 | 122 | 204 | 285 | 285 | 204 | 356 | 1476 | 228 | 759 | 907 | 392 | 419 | 97* | 929 | 983 |
| Trust them completely | (10) 169 8% | 13 13%dh | 22 8% | 21 10% | 12 6% | 17 9% | 9 8% | 13 6% | 18 6% | 26 9% | 17 8% | 57 16%lm | 97 7% | 15 7% | 92 12%op | 54 6% | 22 6% | 47 11% | 18 18%st | 65 7% | 83 8% |
| 9 | (9) 407 20% | 20 20% | 63 24%j | 33 16% | 42 20% | 35 19% | 28 23% | 44 21% | 60 21% | 53 19% | 29 14% | 117 33%lm | 263 18%lm | 27 12% | 206 27%op | 155 17%p | 46 12% | 105 25% | 19 20% | 175 19% | 207 21% |
| 8 | (8) 553 27% | 27 27% | 72 27% | 59 29% | 59 29% | 41 22% | 26 22% | 62 31% | 71 25% | 75 26% | 60 29% | 101 28% | 402 27% | 50 22% | 241 32%op | 232 26%p | 80 20% | 116 28% | 23 23% | 245 26% | 282 29% |
| 7 | (7) 419 20% | 14 14% | 58 22% | 42 20% | 39 19% | 44 24% | 25 20% | 36 17% | 58 20% | 55 19% | 47 23% | 43 12% | 341 23%km | 34 15% | 117 15% | 217 24%n | 84 21%n | 70 17% | 14 14% | 192 21% | 203 21% |
| 6 | (6) 213 10% | 13 12% | 21 8% | 23 11% | 23 11% | 20 11% | 11 9% | 17 8% | 29 10% | 31 11% | 25 12% | 19 5% | 173 12%k | 22 10%k | 54 7% | 116 13%n | 43 11%n | 31 7% | 8 8% | 100 11% | 97 10% |
| 5 | (5) 161 8% | 9 9% | 17 6% | 11 5% | 17 8% | 14 7% | 14 12%c | 16 8% | 26 9% | 22 8% | 15 7% | 13 4% | 118 8%k | 29 13%kl | 34 4% | 80 9%n | 47 12%n | 26 6% | 7 7% | 69 7% | 68 7% |
| 4 | (4) 60 3% | 4 4% | 6 2% | 7 3% | 7 3% | 5 2% | 4 3% | 5 3% | 7 2% | 11 4% | 3 2% | 2 1% | 40 3%k | 17 8%kl | 7 1% | 28 3%n | 25 6%no | 11 3% | 3 3% | 33 4% | 23 2% |
| 3 | (3) 37 2% | - - | 6 2% | 6 3% | 2 1% | 1 1% | 2 2% | 4 2% | 9 3% | 5 2% | 2 1% | 1 * | 25 2% | 11 5%kl | 2 * | 15 2%n | 20 5%no | 5 1% | 4 4%t | 25 3%t | 8 1% |
| 2 | (2) 15 1% | 1 1% | - - | 1 * | 1 * | 3 2%b | - - | 3 2%b | 1 * | 3 1% | 1 1% | - - | 7 * | 8 3%kl | 1 * | 4 * | 10 3%no | 4 1% | 1 1% | 10 1%t | 3 * |
| 1 | (1) 8 * | - - | - - | - - | 1 * | - - | 1 1% | - - | 1 * | 2 1% | 3 1% | - - | 4 * | 3 2%kl | - - | 2 * | 6 1%no | - - | - - | 7 1%t | 1 * |

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j - k/l/m - n/o/p - r/s/t
 * small base

Trust in Charities 2018

ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 113

Q22. Now for some other types of organisations. On a scale of 0-10 where 10 means you trust them completely and 0 means you don't trust them at all, please tell me how much trust and confidence you have in each?

Base: All respondents

Doctors

| | Total | Region | | | | | | | | | | Trust in Charities | | | Trust in Charities II | | | Importance of Charities | Change in trust | | |
|-----------------------------|-------------|----------------|----------------|------------------------|-------------------|-------------------|-----------|--------------|------------|----------------|----------------|--------------------|---------------|-------------|-----------------------|--------------|-------------|-------------------------|-----------------|----------------|---------------------|
| | | North East (a) | North West (b) | Yorkshire & Humber (c) | West Midlands (d) | East Midlands (e) | Wales (f) | East-ern (g) | London (h) | South East (i) | South West (j) | 8-10 (k) | 3-7 (l) | 0-2 (m) | 7-10 (n) | 4-6 (o) | 0-3 (p) | Essential | In-creased (r) | De-creased (s) | Stayed the same (t) |
| Weighted base | 2059 | 102* | 265 | 204 | 204 | 183 | 122 | 204 | 285 | 285 | 204 | 356 | 1476 | 228 | 759 | 907 | 392 | 419 | 97* | 929 | 983 |
| Don't trust them at all (0) | 18 1% | 1 1% | - | - | 3 1% | 2 1% | - | 4 2%bc | 6 2%bc | 1 * | 1 1% | 2 1% | 5 * | 10 4%kl | 4 * | 4 * | 10 3%no | 4 1% | 2 2% | 8 1% | 7 1% |
| NET: 8-10 | 1130 55% | 60 59% | 157 59% | 114 56% | 112 55% | 94 51% | 64 52% | 119 58% | 149 52% | 155 54% | 106 52% | 274 77%lm | 763 52%lm | 93 41% | 540 71%op | 442 49%op | 148 38% | 269 64% | 59 61% | 485 52% | 572 58%st |
| NET: 3-7 | 889 43% | 40 39% | 108 41% | 89 44% | 87 43% | 84 46% | 57 47% | 78 38% | 129 45% | 125 44% | 92 45% | 79 22% | 696 47%k | 114 50%k | 215 28% | 456 50%n | 218 56%n | 142 34% | 35 36% | 420 45%t | 400 41% |
| NET: 0-2 | 40 2% | 2 2%b | - | 1 * | 4 2%b | 6 3%bc | 1 1% | 7 3%bc | 8 3%b | 6 2%b | 5 2%b | 2 1% | 16 1% | 21 9%kl | 5 1% | 10 1% | 26 7%no | 8 2% | 3 3% | 25 3%t | 11 1% |
| NET: 7-10 | 1548 75% | 74 73% | 215 81%hi | 156 76% | 151 74% | 138 75% | 89 73% | 154 76% | 207 73% | 210 74% | 153 75% | 318 89%lm | 1103 75%lm | 127 56% | 657 87%op | 659 73%op | 232 59% | 339 81% | 73 75% | 677 73% | 776 79%st |
| NET: 4-6 | 434 21% | 26 25% | 44 17% | 41 20% | 47 23% | 39 21% | 30 24% | 39 19% | 61 21% | 64 23% | 43 21% | 34 10% | 331 22%k | 69 30%kl | 95 13% | 224 25%n | 115 29%n | 67 16% | 17 18% | 202 22% | 188 19% |
| NET: 0-3 | 77 4% | 2 2% | 6 2% | 7 4% | 6 3% | 7 4% | 4 3% | 11 5% | 17 6%b | 11 4% | 7 3% | 3 1% | 42 3%k | 32 14%kl | 7 1% | 25 3%n | 46 12%no | 12 3% | 6 7%t | 50 5%t | 19 2% |
| Mean | 7.37 | 7.52 | 7.63dh | 7.46 | 7.31 | 7.35 | 7.35 | 7.32 | 7.20 | 7.34 | 7.33 | 8.21lm | 7.33m | 6.31 | 7.98op | 7.25p | 6.47 | 7.69 | 7.54 | 7.22 | 7.55s |
| Standard deviation | 1.83 | 1.85 | 1.57 | 1.72 | 1.82 | 1.89 | 1.80 | 1.97 | 2.00 | 1.86 | 1.78 | 1.48 | 1.68 | 2.54 | 1.48 | 1.68 | 2.30 | 1.80 | 2.19 | 1.92 | 1.67 |
| Standard error | 0.04 | 0.19 | 0.10 | 0.12 | 0.13 | 0.15 | 0.16 | 0.13 | 0.12 | 0.11 | 0.14 | 0.08 | 0.04 | 0.17 | 0.05 | 0.06 | 0.12 | 0.09 | 0.22 | 0.06 | 0.05 |

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j - k/l/m - n/o/p - r/s/t
 * small base

Trust in Charities 2018
ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 114

Q22. Now for some other types of organisations. On a scale of 0-10 where 10 means you trust them completely and 0 means you don't trust them at all, please tell me how much trust and confidence you have in each?

Base: All respondents

Doctors

| | | Heard of the CC | | Knowledge of CC | | Importance of CC | |
|-------------------------|------|-----------------|-------------------------|------------------------|------------------------|------------------------------|------------|
| | | Total | Yes (a) | No (b) | Very/Fairly well (c) | Not at all/Not very well (d) | Essential |
| Unweighted base | | 2059 | 1077 | 982 | 272 | 755 | 1015 |
| Weighted base | | 2059 | 1072 | 987 | 267 | 756 | 1013 |
| Trust them completely | (10) | 169 8% | 90 8% | 79 8% | 36 13% ^d | 50 7% | 104 10% |
| 9 | (9) | 407 20% | 242 23% ^b | 165 17% | 64 24% | 165 22% | 241 24% |
| 8 | (8) | 553 27% | 311 29% ^b | 243 25% | 76 28% | 220 29% | 290 29% |
| 7 | (7) | 419 20% | 205 19% | 214 22% | 47 18% | 149 20% | 188 19% |
| 6 | (6) | 213 10% | 102 9% | 112 11% | 17 6% | 83 11% ^c | 80 8% |
| 5 | (5) | 161 8% | 63 6% | 97 10% ^a | 13 5% | 49 6% | 57 6% |
| 4 | (4) | 60 3% | 23 2% | 36 4% ^a | 4 1% | 19 2% | 19 2% |
| 3 | (3) | 37 2% | 18 2% | 19 2% | 7 3% | 10 1% | 16 2% |
| 2 | (2) | 15 1% | 10 1% | 5 1% | 2 1% | 7 1% | 3 * |
| 1 | (1) | 8 * | 1 * | 7 1% ^a | - - | 1 * | 5 1% |
| Don't trust them at all | (0) | 18 1% | 7 1% | 10 1% | 2 1% | 4 * | 10 1% |

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d

Prepared by Populus

Trust in Charities 2018
ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 114

Q22. Now for some other types of organisations. On a scale of 0-10 where 10 means you trust them completely and 0 means you don't trust them at all, please tell me how much trust and confidence you have in each?

Base: All respondents

Doctors

| | <u>Heard of the CC</u> | | <u>Knowledge of CC</u> | | <u>Importance of CC</u> | |
|--------------------|------------------------|-------------------------|-------------------------|--------------------------------|--|----------------|
| | Total | Yes (a) | No (b) | Very/ Fairly well (c) | Not at all/ Not very well (d) | Essen- tial |
| Weighted base | 2059 | 1072 | 987 | 267 | 756 | 1013 |
| NET: 8-10 | 1130 55% | 643 60% ^b | 487 49% | 176 66% ^d | 435 58% | 636 63% |
| NET: 3-7 | 889 43% | 411 38% | 478 48% ^a | 87 33% | 309 41% ^c | 360 35% |
| NET: 0-2 | 40 2% | 18 2% | 22 2% | 4 2% | 12 2% | 18 2% |
| NET: 7-10 | 1548 75% | 848 79% ^b | 700 71% | 223 83% ^d | 584 77% | 823 81% |
| NET: 4-6 | 434 21% | 189 18% | 245 25% ^a | 33 12% | 150 20% ^c | 156 15% |
| NET: 0-3 | 77 4% | 36 3% | 42 4% | 11 4% | 21 3% | 34 3% |
| Mean | 7.37 | 7.55 ^b | 7.18 | 7.77 ^d | 7.47 | 7.65 |
| Standard deviation | 1.83 | 1.74 | 1.91 | 1.80 | 1.69 | 1.79 |
| Standard error | 0.04 | 0.05 | 0.06 | 0.11 | 0.06 | 0.06 |

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d

Trust in Charities 2018

ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 115

Q22. Now for some other types of organisations. On a scale of 0-10 where 10 means you trust them completely and 0 means you don't trust them at all, please tell me how much trust and confidence you have in each?

Base: All respondents

Police

| | Total | Gender | | Age | | | | | | Age II | | Age III | | Social Grade | | | | Working Status | | Ethnicity | | |
|-------------------------|-------|------------|-----------------------|-------------------------|------------------------|-------------------------|------------------------|-----------------------|-------------------------|---------------------------|-------------------------|-------------------------|-------------------------|-------------------------|-------------------------|------------------------|------------|-----------------------|-----------------|-------------------------|-------------------------|-----------------------|
| | | Male (a) | Female (b) | 18-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-64 (g) | 65+ (h) | 18-34 (i) | 35+ (j) | 18-44 (k) | 45+ (l) | AB (m) | C1 (n) | C2 (o) | DE (p) | Working (q) | Not working (r) | White (s) | Non White (t) | |
| Unweighted base | 2059 | 1059 | 1000 | 265 | 310 | 370 | 368 | 290 | 456 | 575 | 1484 | 945 | 1114 | 580 | 592 | 404 | 483 | 1116 | 943 | 1867 | 176 | |
| Weighted base | 2059 | 1009 | 1050 | 247 | 330 | 391 | 350 | 309 | 432 | 577 | 1482 | 968 | 1091 | 562 | 603 | 437 | 457 | 1153 | 906 | 1874 | 170 | |
| Trust them completely | (10) | 84 4% | 41 4% | 44 4% | 12 5% | 9 3% | 24 6% ^d | 13 4% | 11 3% | 16 4% | 21 4% | 64 4% | 45 5% | 40 4% | 23 4% | 22 4% | 18 5% | 22 4% | 47 4% | 37 4% | 80 4% | 5 3% |
| 9 | (9) | 212 10% | 99 10% | 112 11% | 24 10% | 23 7% | 32 8% | 31 9% | 38 12% ^d | 63 15% ^{def} | 47 8% | 165 11% ⁱ | 79 8% | 133 12% ^k | 56 10% | 76 13% ^o | 37 8% | 43 9% | 97 8% | 114 13% ^q | 203 11% ^t | 9 5% |
| 8 | (8) | 435 21% | 199 20% | 237 23% | 55 22% | 59 18% | 79 20% | 74 21% | 63 20% | 105 24% ^d | 114 20% | 321 22% | 193 20% | 242 22% | 121 22% | 136 23% | 92 21% | 85 19% | 240 21% | 195 22% | 411 22% ^t | 23 13% |
| 7 | (7) | 415 20% | 177 18% | 238 23% ^a | 56 23% | 82 25% ^{gh} | 77 20% | 76 22% | 49 16% | 75 17% | 137 24% ^j | 278 19% | 215 22% ^l | 201 18% | 119 21% | 125 21% | 86 20% | 86 19% | 243 21% | 173 19% | 382 20% | 31 18% |
| 6 | (6) | 290 14% | 147 15% | 142 14% | 40 16% | 58 18% ^e | 46 12% | 44 12% | 42 14% | 60 14% | 98 17% ^j | 192 13% | 144 15% | 146 13% | 98 17% ^{np} | 70 12% | 63 14% | 59 13% | 154 13% | 136 15% | 262 14% | 24 14% |
| 5 | (5) | 267 13% | 143 14% | 124 12% | 29 12% | 35 11% | 55 14% | 54 15% | 46 15% | 48 11% | 64 11% | 203 14% | 118 12% | 149 14% | 61 11% | 83 14% | 56 13% | 68 15% | 161 14% | 106 12% | 241 13% | 23 14% |
| 4 | (4) | 104 5% | 54 5% | 50 5% | 13 5% | 22 7% | 22 6% | 17 5% | 11 4% | 18 4% | 36 6% | 68 5% | 58 6% | 46 4% | 28 5% | 29 5% | 23 5% | 24 5% | 61 5% | 43 5% | 89 5% | 15 9% ^s |
| 3 | (3) | 102 5% | 51 5% | 51 5% | 8 3% | 10 3% | 18 5% | 15 4% | 22 7% ^{cd} | 29 7% ^{cd} | 18 3% | 84 6% ⁱ | 36 4% | 66 6% ^k | 25 4% | 24 4% | 21 5% | 32 7% ⁿ | 62 5% | 40 4% | 86 5% | 15 9% ^s |
| 2 | (2) | 51 2% | 28 3% | 23 2% | 4 1% | 15 4% ^{ch} | 8 2% | 9 3% | 10 3% | 6 1% | 18 3% | 33 2% | 26 3% | 25 2% | 9 2% | 16 3% | 13 3% | 13 3% | 32 3% | 20 2% | 43 2% | 7 4% |
| 1 | (1) | 33 2% | 23 2% ^b | 10 1% | 2 1% | 1 * | 12 3% ^{cd} | 10 3% ^d | 3 1% | 5 1% | 3 * | 31 2% ⁱ | 15 2% | 19 2% | 8 1% | 7 1% | 12 3% | 7 1% | 20 2% | 13 1% | 26 1% | 6 4% ^s |
| Don't trust them at all | (0) | 65 3% | 47 5% ^b | 18 2% | 5 2% | 16 5% ^{fh} | 18 5% ^h | 7 2% | 11 4% | 7 2% | 21 4% | 43 3% | 39 4% ^l | 25 2% | 14 2% | 15 3% | 17 4% | 19 4% | 37 3% | 28 3% | 52 3% | 12 7% ^s |
| NET: 8-10 | | 732 36% | 339 34% | 393 37% | 91 37% ^d | 91 28% | 135 35% | 118 34% | 112 36% ^d | 184 43% ^{def} | 181 31% | 550 37% ⁱ | 317 33% | 415 38% ^k | 200 36% | 234 39% | 147 34% | 151 33% | 384 33% | 347 38% ^q | 694 37% ^t | 36 21% |

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j - k/l - m/n/o/p - q/r - s/t

Trust in Charities 2018

ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 115

Q22. Now for some other types of organisations. On a scale of 0-10 where 10 means you trust them completely and 0 means you don't trust them at all, please tell me how much trust and confidence you have in each?

Base: All respondents

Police

| | Gender | | Age | | | | | | Age II | | Age III | | Social Grade | | | | Working Status | | Ethnicity | | |
|--------------------|-------------|-------------------------|-------------------------|--------------------|------------------------|------------------------|--------------|------------------------|--------------------------|--------------|------------|--------------|--------------|--------------------|-------------------------|------------------------|-------------------------|----------------|-----------------------|--------------------------|------------------------|
| | Total | Male (a) | Female (b) | 18-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-64 (g) | 65+ (h) | 18-34 (i) | 35+ (j) | 18-44 (k) | 45+ (l) | AB (m) | C1 (n) | C2 (o) | DE (p) | Working (q) | Not working (r) | White (s) | Non White (t) |
| Weighted base | 2059 | 1009 | 1050 | 247 | 330 | 391 | 350 | 309 | 432 | 577 | 1482 | 968 | 1091 | 562 | 603 | 437 | 457 | 1153 | 906 | 1874 | 170 |
| NET: 3-7 | 1178 57% | 572 57% | 605 58% | 146 59% | 207 63%h | 218 56% | 206 59% | 172 56% | 229 53% | 353 61%j | 825 56% | 571 59% | 607 56% | 331 59% | 331 55% | 248 57% | 268 59% | 681 59% | 497 55% | 1060 57% | 109 64% |
| NET: 0-2 | 149 7% | 98 10%b | 52 5% | 11 4% | 32 10%ch | 38 10%ch | 26 8%h | 25 8%h | 18 4% | 42 7% | 107 7% | 81 8% | 69 6% | 31 5% | 38 6% | 42 10% ^m | 39 8% | 88 8% | 61 7% | 121 6% | 25 15% ^s |
| NET: 7-10 | 1147 56% | 516 51% | 631 60% ^a | 147 59% | 172 52% | 213 54% | 195 56% | 162 52% | 259 60% ^{dg} | 319 55% | 828 56% | 531 55% | 616 56% | 319 57% | 359 60% ^p | 232 53% | 236 52% | 627 54% | 520 57% | 1076 57% ^t | 68 40% |
| NET: 4-6 | 660 32% | 344 34% | 316 30% | 82 33% | 115 35% | 123 31% | 115 33% | 100 32% | 126 29% | 197 34% | 463 31% | 320 33% | 341 31% | 187 33% | 182 30% | 141 32% | 150 33% | 376 33% | 284 31% | 592 32% | 62 37% |
| NET: 0-3 | 252 12% | 149 15% ^b | 103 10% | 18 7% | 42 13% ^c | 56 14% ^c | 41 12% | 47 15% ^c | 47 11% | 61 11% | 191 13% | 117 12% | 135 12% | 55 10% | 62 10% | 63 14% ^m | 71 15% ^{mn} | 150 13% | 101 11% | 207 11% | 40 24% ^s |
| Mean | 6.35 | 6.12 | 6.57 ^a | 6.61 ^{de} | 6.10 | 6.19 | 6.31 | 6.24 | 6.64 ^{def} | 6.32 | 6.36 | 6.27 | 6.42 | 6.48 ^{op} | 6.51 ^{op} | 6.17 | 6.14 | 6.25 | 6.47 ^q | 6.45 ^t | 5.37 |
| Standard deviation | 2.29 | 2.45 | 2.10 | 2.05 | 2.29 | 2.50 | 2.23 | 2.38 | 2.16 | 2.20 | 2.32 | 2.32 | 2.25 | 2.14 | 2.21 | 2.40 | 2.42 | 2.29 | 2.27 | 2.23 | 2.59 |
| Standard error | 0.05 | 0.08 | 0.07 | 0.13 | 0.13 | 0.13 | 0.12 | 0.14 | 0.10 | 0.09 | 0.06 | 0.08 | 0.07 | 0.09 | 0.09 | 0.12 | 0.11 | 0.07 | 0.07 | 0.05 | 0.19 |

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j - k/l - m/n/o/p - q/r - s/t

Trust in Charities 2018

ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 116

Q22. Now for some other types of organisations. On a scale of 0-10 where 10 means you trust them completely and 0 means you don't trust them at all, please tell me how much trust and confidence you have in each?

Base: All respondents

Police

| | Total | Region | | | | | | | | | | Trust in Charities | | | Trust in Charities II | | | Importance of Charities | Change in trust | | |
|-----------------------|----------------|----------------|----------------|------------------------|-------------------|-------------------|-----------|---------------------|------------|----------------|----------------|--------------------|------------------|-----------------|-----------------------|-----------------|-----------------|-------------------------|-----------------|---------------|---------------------|
| | | North East (a) | North West (b) | Yorkshire & Humber (c) | West Midlands (d) | East Midlands (e) | Wales (f) | East of England (g) | London (h) | South East (i) | South West (j) | 8-10 (k) | 3-7 (l) | 0-2 (m) | 7-10 (n) | 4-6 (o) | 0-3 (p) | Essential | Increased (r) | Decreased (s) | Stayed the same (t) |
| Unweighted base | 2059 | 95 | 244 | 217 | 204 | 166 | 120 | 235 | 303 | 301 | 174 | 359 | 1472 | 228 | 759 | 909 | 391 | 419 | 98 | 931 | 982 |
| Weighted base | 2059 | 102* | 265 | 204 | 204 | 183 | 122 | 204 | 285 | 285 | 204 | 356 | 1476 | 228 | 759 | 907 | 392 | 419 | 97* | 929 | 983 |
| Trust them completely | (10) 84 4% | 6 6% | 8 3% | 7 3% | 12 6% | 6 3% | 4 3% | 10 5% | 7 3% | 17 6%h | 9 5% | 44 12%lm | 36 2% | 5 2% | 63 8%op | 14 2% | 7 2% | 27 6% | 9 9% s | 22 2% | 53 5% s |
| 9 | (9) 212 10% | 10 10% | 27 10% | 12 6% | 18 9% | 24 13% c | 14 11% | 25 12% c | 29 10% | 28 10% | 25 12% c | 64 18% lm | 137 9% m | 12 5% | 116 15% op | 76 8% p | 20 5% | 54 13% | 13 13% | 88 9% | 105 11% |
| 8 | (8) 435 21% | 25 24% | 59 22% | 35 17% | 43 21% | 36 19% | 28 23% | 48 23% | 53 18% | 62 22% | 48 24% | 106 30% lm | 303 21% m | 26 11% | 220 29% op | 171 19% p | 44 11% | 91 22% | 18 19% | 162 17% | 246 25% s |
| 7 | (7) 415 20% | 14 14% | 61 23% | 49 24% | 42 21% | 34 18% | 18 15% | 40 20% | 61 21% | 51 18% | 45 22% | 64 18% | 323 22% m | 28 12% | 151 20% p | 213 23% p | 51 13% | 79 19% | 21 21% | 181 19% | 206 21% |
| 6 | (6) 290 14% | 18 18% | 30 11% | 33 16% | 29 14% | 37 20% bj | 16 13% | 26 13% | 39 14% | 38 13% | 23 11% | 32 9% | 236 16% km | 21 9% | 97 13% | 138 15% | 54 14% | 62 15% | 14 15% | 138 15% | 132 13% |
| 5 | (5) 267 13% | 11 11% | 39 15% | 28 14% | 23 11% | 19 10% | 17 14% | 24 12% | 39 14% | 40 14% | 27 13% | 22 6% | 205 14% k | 40 17% k | 52 7% | 144 16% n | 71 18% n | 42 10% | 13 13% | 131 14% | 112 11% |
| 4 | (4) 104 5% | 5 5% | 12 4% | 16 8% | 10 5% | 8 4% | 5 4% | 9 4% | 17 6% | 13 5% | 11 5% | 7 2% | 82 6% k | 15 6% k | 22 3% | 56 6% n | 27 7% n | 19 5% | 2 2% | 56 6% | 42 4% |
| 3 | (3) 102 5% | 7 6% | 12 4% | 14 7% | 12 6% | 8 4% | 9 7% | 11 6% | 13 5% | 9 3% | 7 3% | 8 2% | 72 5% k | 22 10% kl | 20 3% | 43 5% n | 39 10% no | 13 3% | 3 3% | 64 7% t | 32 3% |
| 2 | (2) 51 2% | - - | 5 2% | 8 4% aj | 6 3% | 5 3% | 4 4% | 4 2% | 9 3% | 9 3% | 1 1% | 3 1% | 31 2% | 17 8% kl | 7 1% | 15 2% | 29 7% no | 11 3% | 1 1% | 33 3% t | 17 2% |
| 1 | (1) 33 2% | 1 1% | 6 2% | 2 1% | 6 3% | 2 1% | 3 3% | 2 1% | 4 1% | 4 1% | 3 1% | 4 1% | 13 1% | 17 7% kl | 5 1% | 11 1% | 18 5% no | 6 1% | - - | 23 2% t | 10 1% |

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j - k/l/m - n/o/p - r/s/t

* small base

Prepared by Populus

Trust in Charities 2018

ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 116

Q22. Now for some other types of organisations. On a scale of 0-10 where 10 means you trust them completely and 0 means you don't trust them at all, please tell me how much trust and confidence you have in each?

Base: All respondents

Police

| | Total | Region | | | | | | | | | | Trust in Charities | | | Trust in Charities II | | | Importance of Charities | Change in trust | | |
|-------------------------|--------------|------------------------|------------------------|---|------------------------|----------------------|------------------------|-------------------------|------------------------|-------------------------|--------------------------|--------------------------|-------------------------|-------------------------|--------------------------|-------------------------|--------------------------|-------------------------|------------------------|--------------------------|-------------------------|
| | | North East (a) | North West (b) | Yorkshire & Humber (c) | West Midlands (d) | East Midlands (e) | Wales (f) | East-ern (g) | London (h) | South East (i) | South West (j) | 8-10 (k) | 3-7 (l) | 0-2 (m) | 7-10 (n) | 4-6 (o) | 0-3 (p) | Essential | In-creased (r) | De-creased (s) | Stayed the same (t) |
| Weighted base | 2059 | 102* | 265 | 204 | 204 | 183 | 122 | 204 | 285 | 285 | 204 | 356 | 1476 | 228 | 759 | 907 | 392 | 419 | 97* | 929 | 983 |
| Don't trust them at all | (0) 65 3% | 5 5% ^c | 6 2% | 1 1% | 4 2% | 6 3% ^c | 5 4% ^c | 5 2% | 14 5% ^c | 14 5% ^c | 5 2% | 2 * | 38 3% ^k | 25 11% ^{kl} | 5 1% | 27 3% ⁿ | 33 8% ^{no} | 15 4% | 4 4% | 32 3% | 28 3% |
| NET: 8-10 | 732 36% | 40 40% ^c | 94 36% ^c | 53 26% | 72 35% ^c | 65 35% | 45 37% ^c | 83 41% ^{ch} | 89 31% | 107 37% ^c | 83 41% ^{ch} | 214 60% ^{lm} | 475 32% ^m | 43 19% | 399 53% ^{op} | 262 29% ^p | 71 18% | 172 41% | 40 41% ^s | 273 29% | 405 41% ^s |
| NET: 3-7 | 1178 57% | 55 54% | 154 58% | 140 69% ^{abde} 57% ^{fghj} | 116 57% | 105 57% | 64 53% | 110 54% | 169 59% | 152 53% | 113 55% | 134 38% | 918 62% ^k | 126 55% ^k | 343 45% | 593 65% ⁿ | 242 62% ⁿ | 215 51% | 53 54% | 569 61% ^t | 524 53% |
| NET: 0-2 | 149 7% | 6 6% | 17 6% | 11 5% | 16 8% | 13 7% | 13 10% ^j | 11 5% | 27 10% ^j | 27 10% ^j | 9 4% | 8 2% | 82 6% ^k | 59 26% ^{kl} | 18 2% | 52 6% ⁿ | 80 20% ^{no} | 32 8% | 5 5% | 87 9% ^t | 54 6% |
| NET: 7-10 | 1147 56% | 55 54% | 156 59% | 102 50% | 114 56% | 99 54% | 63 52% | 123 60% ^c | 150 53% | 158 55% | 128 63% ^{ch} | 277 78% ^{lm} | 799 54% ^m | 71 31% | 550 72% ^{op} | 475 52% ^p | 122 31% | 251 60% | 60 62% ^s | 453 49% | 611 62% ^s |
| NET: 4-6 | 660 32% | 35 34% | 80 30% | 77 38% ^g | 62 30% | 64 35% | 37 31% | 59 29% | 95 33% | 91 32% | 61 30% | 62 17% | 523 35% ^k | 76 33% ^k | 171 23% | 338 37% ⁿ | 151 39% ⁿ | 123 29% | 29 30% | 324 35% ^t | 286 29% |
| NET: 0-3 | 252 12% | 13 12% | 29 11% | 25 12% | 28 14% | 21 11% | 22 18% ^j | 22 11% | 41 14% ^j | 37 13% | 15 8% | 17 5% | 154 10% ^k | 81 36% ^{kl} | 38 5% | 95 10% ⁿ | 119 30% ^{no} | 45 11% | 8 8% | 151 16% ^{rt} | 86 9% |
| Mean | 6.35 | 6.39 | 6.41 | 6.16 | 6.34 | 6.40 | 6.10 | 6.60 ^{ch} | 6.10 | 6.32 | 6.69 ^{cfh} | 7.52 ^{lm} | 6.33 ^m | 4.67 | 7.25 ^{op} | 6.20 ^p | 4.93 | 6.60 | 6.80 ^s | 5.99 | 6.67 ^s |
| Standard deviation | 2.29 | 2.38 | 2.18 | 2.02 | 2.34 | 2.26 | 2.50 | 2.21 | 2.39 | 2.46 | 2.11 | 1.89 | 2.11 | 2.82 | 1.87 | 2.10 | 2.62 | 2.35 | 2.25 | 2.36 | 2.17 |
| Standard error | 0.05 | 0.24 | 0.14 | 0.14 | 0.16 | 0.18 | 0.23 | 0.14 | 0.14 | 0.14 | 0.16 | 0.10 | 0.05 | 0.19 | 0.07 | 0.07 | 0.13 | 0.11 | 0.23 | 0.08 | 0.07 |

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j - k/l/m - n/o/p - r/s/t

* small base

Trust in Charities 2018
ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 117

Q22. Now for some other types of organisations. On a scale of 0-10 where 10 means you trust them completely and 0 means you don't trust them at all, please tell me how much trust and confidence you have in each?

Base: All respondents

Police

| | | <u>Heard of the CC</u> | | <u>Knowledge of CC</u> | | <u>Importance of CC</u> | |
|-------------------------|------|------------------------|------------|------------------------|-----------------------|-------------------------------|------------|
| | | Total | Yes (a) | No (b) | Very/Fairly well (c) | Not at all/ Not very well (d) | Essential |
| Unweighted base | | 2059 | 1077 | 982 | 272 | 755 | 1015 |
| Weighted base | | 2059 | 1072 | 987 | 267 | 756 | 1013 |
| Trust them completely | (10) | 84 4% | 40 4% | 44 4% | 21 8% ^d | 18 2% | 56 6% |
| 9 | (9) | 212 10% | 124 12% | 88 9% | 37 14% | 85 11% | 131 13% |
| 8 | (8) | 435 21% | 234 22% | 202 20% | 61 23% | 161 21% | 236 23% |
| 7 | (7) | 415 20% | 206 19% | 209 21% | 41 15% | 155 20% | 200 20% |
| 6 | (6) | 290 14% | 164 15% | 125 13% | 37 14% | 119 16% | 124 12% |
| 5 | (5) | 267 13% | 129 12% | 138 14% | 28 10% | 94 12% | 115 11% |
| 4 | (4) | 104 5% | 51 5% | 53 5% | 11 4% | 37 5% | 43 4% |
| 3 | (3) | 102 5% | 47 4% | 55 6% | 9 3% | 36 5% | 42 4% |
| 2 | (2) | 51 2% | 28 3% | 23 2% | 10 4% | 15 2% | 27 3% |
| 1 | (1) | 33 2% | 21 2% | 13 1% | 6 2% | 15 2% | 10 1% |
| Don't trust them at all | (0) | 65 3% | 29 3% | 36 4% | 8 3% | 20 3% | 29 3% |

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d

Prepared by Populus

Trust in Charities 2018
ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 117

Q22. Now for some other types of organisations. On a scale of 0-10 where 10 means you trust them completely and 0 means you don't trust them at all, please tell me how much trust and confidence you have in each?

Base: All respondents

Police

| | <u>Heard of the CC</u> | | <u>Knowledge of CC</u> | | <u>Importance of CC</u> | |
|--------------------|------------------------|------------|------------------------|-------------------------|------------------------------|------------|
| | Total | Yes (a) | No (b) | Very/Fairly well (c) | Not at all/Not very well (d) | Essential |
| Weighted base | 2059 | 1072 | 987 | 267 | 756 | 1013 |
| NET: 8-10 | 732 36% | 398 37% | 334 34% | 119 44% ^d | 264 35% | 423 42% |
| NET: 3-7 | 1178 57% | 597 56% | 581 59% | 125 47% | 441 58% ^c | 524 52% |
| NET: 0-2 | 149 7% | 78 7% | 72 7% | 23 9% | 51 7% | 66 6% |
| NET: 7-10 | 1147 56% | 604 56% | 543 55% | 160 60% | 419 55% | 624 62% |
| NET: 4-6 | 660 32% | 343 32% | 317 32% | 76 28% | 250 33% | 281 28% |
| NET: 0-3 | 252 12% | 125 12% | 126 13% | 32 12% | 87 12% | 108 11% |
| Mean | 6.35 | 6.41 | 6.28 | 6.63 | 6.35 | 6.62 |
| Standard deviation | 2.29 | 2.26 | 2.31 | 2.43 | 2.21 | 2.27 |
| Standard error | 0.05 | 0.07 | 0.07 | 0.15 | 0.08 | 0.07 |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d

Trust in Charities 2018

ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 118

Q22. Now for some other types of organisations. On a scale of 0-10 where 10 means you trust them completely and 0 means you don't trust them at all, please tell me how much trust and confidence you have in each?

Base: All respondents

The ordinary man/ woman in the street

| | Total | Gender | | Age | | | | | | Age II | | Age III | | Social Grade | | | | Working Status | | Ethnicity | |
|-----------------------------|---------|------------------|------------|---------------------|--------------------|------------------|------------------|--------------------|---------------------|------------------|------------------|------------------|------------------|-------------------|--------|-----------------|-------------------|-----------------|------------------|-----------|------------------|
| | | Male (a) | Female (b) | 18-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-64 (g) | 65+ (h) | 18-34 (i) | 35+ (j) | 18-44 (k) | 45+ (l) | AB (m) | C1 (n) | C2 (o) | DE (p) | Working (q) | Not working (r) | White (s) | Non White (t) |
| Unweighted base | 2059 | 1059 | 1000 | 265 | 310 | 370 | 368 | 290 | 456 | 575 | 1484 | 945 | 1114 | 580 | 592 | 404 | 483 | 1116 | 943 | 1867 | 176 |
| Weighted base | 2059 | 1009 | 1050 | 247 | 330 | 391 | 350 | 309 | 432 | 577 | 1482 | 968 | 1091 | 562 | 603 | 437 | 457 | 1153 | 906 | 1874 | 170 |
| Trust them completely (10) | 17 | 12 | 5 | 3 | 4 | 1 | 2 | 1 | 6 | 7 | 11 | 8 | 9 | 7 | 4 | 3 | 4 | 8 | 9 | 13 | 4 |
| | 1% | 1% | * | 1% | 1% | * | 1% | * | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 2% ^s |
| 9 | (9) 59 | 37 | 22 | 1 | 10 | 11 | 12 | 13 | 11 | 12 | 48 | 23 | 36 | 21 | 10 | 17 | 11 | 37 | 22 | 58 | 2 |
| | 3% | 4% ^b | 2% | * | 3% ^c | 3% ^c | 4% ^c | 4% ^c | 3% ^c | 2% | 3% | 2% | 3% | 4% ⁿ | 2% | 4% ⁿ | 2% | 3% | 2% | 3% | 1% |
| 8 | (8) 273 | 147 | 126 | 9 | 30 | 42 | 45 | 50 | 96 | 39 | 233 | 82 | 191 | 74 | 74 | 57 | 67 | 126 | 147 | 252 | 19 |
| | 13% | 15% | 12% | 4% | 9% ^c | 11% ^c | 13% ^c | 16% ^{cde} | 22% ^{cdef} | 7% | 16% ⁱ | 8% | 17% ^k | 13% | 12% | 13% | 15% | 11% | 16% ^q | 13% | 11% |
| 7 | (7) 412 | 205 | 207 | 36 | 66 | 71 | 82 | 57 | 101 | 101 | 311 | 172 | 240 | 110 | 134 | 90 | 79 | 228 | 184 | 380 | 30 |
| | 20% | 20% | 20% | 14% | 20% | 18% | 24% ^c | 19% | 23% ^c | 18% | 21% | 18% | 22% ^k | 20% | 22% | 21% | 17% | 20% | 20% | 20% | 18% |
| 6 | (6) 337 | 164 | 173 | 50 | 44 | 67 | 54 | 48 | 73 | 94 | 243 | 161 | 176 | 112 | 103 | 57 | 64 | 200 | 137 | 311 | 26 |
| | 16% | 16% | 16% | 20% ^d | 13% | 17% | 16% | 16% | 17% | 16% | 16% | 17% | 16% | 20% ^{op} | 17% | 13% | 14% | 17% | 15% | 17% | 15% |
| 5 | (5) 573 | 264 | 309 | 74 | 89 | 119 | 94 | 91 | 106 | 163 | 410 | 282 | 291 | 141 | 168 | 113 | 151 | 323 | 250 | 522 | 42 |
| | 28% | 26% | 29% | 30% | 27% | 30% | 27% | 29% | 25% | 28% | 28% | 29% | 27% | 25% | 28% | 26% | 33% ^{mo} | 28% | 28% | 28% | 25% |
| 4 | (4) 149 | 62 | 87 | 36 | 37 | 29 | 18 | 17 | 12 | 73 | 76 | 103 | 47 | 39 | 42 | 39 | 29 | 92 | 57 | 122 | 26 |
| | 7% | 6% | 8% | 15% ^{efgh} | 11% ^{fgh} | 7% ^h | 5% | 5% | 3% | 13% ^j | 5% | 11% ^l | 4% | 7% | 7% | 9% | 6% | 8% | 6% | 7% | 15% ^s |
| 3 | (3) 113 | 57 | 56 | 21 | 19 | 22 | 21 | 16 | 13 | 41 | 72 | 63 | 50 | 25 | 32 | 28 | 28 | 63 | 50 | 104 | 9 |
| | 5% | 6% | 5% | 9% ^h | 6% | 6% | 6% ^h | 5% | 3% | 7% | 5% | 7% | 5% | 5% | 5% | 6% | 6% | 5% | 6% | 6% | 5% |
| 2 | (2) 50 | 25 | 25 | 6 | 13 | 11 | 4 | 7 | 9 | 19 | 31 | 30 | 20 | 17 | 13 | 13 | 7 | 30 | 20 | 43 | 7 |
| | 2% | 2% | 2% | 3% | 4% ^f | 3% | 1% | 2% | 2% | 3% | 2% | 3% | 2% | 3% | 2% | 3% | 1% | 3% | 2% | 2% | 4% |
| 1 | (1) 25 | 14 | 11 | 4 | 7 | 7 | 5 | 1 | 1 | 10 | 14 | 17 | 7 | 6 | 9 | 4 | 6 | 19 | 6 | 24 | 1 |
| | 1% | 1% | 1% | 2% | 2% ^h | 2% ^h | 1% | * | * | 2% | 1% | 2% ^l | 1% | 1% | 2% | 1% | 1% | 2% ^r | 1% | 1% | 1% |
| Don't trust them at all (0) | 52 | 22 | 30 | 6 | 10 | 10 | 13 | 8 | 4 | 17 | 35 | 27 | 25 | 11 | 14 | 15 | 12 | 29 | 23 | 45 | 5 |
| | 3% | 2% | 3% | 3% | 3% ^h | 3% | 4% ^h | 2% | 1% | 3% | 2% | 3% | 2% | 2% | 2% | 3% | 3% | 2% | 3% | 2% | 3% |
| NET: 8-10 | 349 | 196 | 153 | 13 | 45 | 55 | 59 | 64 | 113 | 58 | 291 | 113 | 236 | 101 | 88 | 78 | 82 | 171 | 178 | 323 | 25 |
| | 17% | 19% ^b | 15% | 5% | 14% ^c | 14% ^c | 17% ^c | 21% ^{cde} | 26% ^{cdef} | 10% | 20% ⁱ | 12% | 22% ^k | 18% | 15% | 18% | 18% | 15% | 20% ^q | 17% | 15% |

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j - k/l - m/n/o/p - q/r - s/t

Trust in Charities 2018

ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 118

Q22. Now for some other types of organisations. On a scale of 0-10 where 10 means you trust them completely and 0 means you don't trust them at all, please tell me how much trust and confidence you have in each?

Base: All respondents

The ordinary man/ woman in the street

| | Gender | | Age | | | | | | | Age II | | Age III | | Social Grade | | | | Working Status | | Ethnicity | |
|--------------------|-------------|-------------------------|-------------------------|-----------------------------|-------------------------|--------------------------|--------------------------|-------------------------|-----------------------------|-------------------------|-------------------------|-------------------------|-------------------------|--------------|------------|------------|------------|----------------|-------------------------|-------------|---------------|
| | Total | Male (a) | Female (b) | 18-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-64 (g) | 65+ (h) | 18-34 (i) | 35+ (j) | 18-44 (k) | 45+ (l) | AB (m) | C1 (n) | C2 (o) | DE (p) | Working (q) | Not working (r) | White (s) | Non White (t) |
| Weighted base | 2059 | 1009 | 1050 | 247 | 330 | 391 | 350 | 309 | 432 | 577 | 1482 | 968 | 1091 | 562 | 603 | 437 | 457 | 1153 | 906 | 1874 | 170 |
| NET: 3-7 | 1584 77% | 752 75% | 832 79% ^a | 217 88% ^{defgh} | 255 77% ^h | 308 79% ^h | 269 77% ^h | 229 74% | 305 71% | 473 82% ^j | 1111 75% | 781 81% ^l | 803 74% | 427 76% | 479 79% | 327 75% | 351 77% | 905 78% | 679 75% | 1439 77% | 133 78% |
| NET: 0-2 | 126 6% | 61 6% | 65 6% | 17 7% ^h | 30 9% ^h | 28 7% ^h | 22 6% ^h | 16 5% | 14 3% | 46 8% ^j | 80 5% | 74 8% ^l | 52 5% | 34 6% | 36 6% | 32 7% | 24 5% | 77 7% | 49 5% | 112 6% | 12 7% |
| NET: 7-10 | 761 37% | 401 40% ^b | 360 34% | 49 20% | 110 33% ^c | 126 32% ^c | 142 40% ^{ce} | 121 39% ^c | 214 49% ^{cdefg} | 159 28% | 602 41% ⁱ | 285 29% | 476 44% ^k | 211 38% | 221 37% | 168 38% | 161 35% | 399 35% | 362 40% ^q | 703 37% | 55 32% |
| NET: 4-6 | 1059 51% | 490 49% | 569 54% ^a | 160 65% ^{defgh} | 170 52% | 215 55% ^{fh} | 166 47% | 156 50% | 192 44% | 331 57% ^j | 728 49% | 546 56% ^l | 513 47% | 292 52% | 314 52% | 209 48% | 244 53% | 615 53% | 444 49% | 955 51% | 95 56% |
| NET: 0-3 | 239 12% | 118 12% | 121 12% | 38 15% ^h | 49 15% ^h | 51 13% ^h | 43 12% ^h | 32 10% ^h | 27 6% | 87 15% ^j | 152 10% | 138 14% ^l | 101 9% | 59 11% | 68 11% | 60 14% | 52 11% | 140 12% | 99 11% | 216 12% | 21 12% |
| Mean | 5.69 | 5.80 ^b | 5.58 | 5.09 | 5.41 ^c | 5.51 ^c | 5.73 ^{cd} | 5.83 ^{cde} | 6.27 ^{cde} | 5.27 | 5.85 ⁱ | 5.37 | 5.97 ^k | 5.80 | 5.66 | 5.62 | 5.66 | 5.60 | 5.80 ^q | 5.72 | 5.46 |
| Standard deviation | 1.92 | 1.95 | 1.88 | 1.76 | 2.05 | 1.91 | 2.00 | 1.89 | 1.69 | 1.94 | 1.89 | 1.93 | 1.87 | 1.89 | 1.86 | 2.05 | 1.90 | 1.92 | 1.91 | 1.91 | 1.98 |
| Standard error | 0.04 | 0.06 | 0.06 | 0.11 | 0.12 | 0.10 | 0.10 | 0.11 | 0.08 | 0.08 | 0.05 | 0.06 | 0.06 | 0.08 | 0.08 | 0.10 | 0.09 | 0.06 | 0.06 | 0.04 | 0.15 |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j - k/l - m/n/o/p - q/r - s/t

Trust in Charities 2018

ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 119

Q22. Now for some other types of organisations. On a scale of 0-10 where 10 means you trust them completely and 0 means you don't trust them at all, please tell me how much trust and confidence you have in each?

Base: All respondents

The ordinary man/ woman in the street

| | Total | Region | | | | | | | | | Trust in Charities | | | Trust in Charities II | | | Importance of Charities | Change in trust | | | | |
|-----------------------|-------|----------------|------------------------|----------------------------|------------------------|------------------------|------------------------|-----------------------|------------------------|------------------------|------------------------|--------------------------|-------------------------|-------------------------|-------------------------|--------------------------|-------------------------|-------------------------|----------------|----------------|---------------------|------------|
| | | North East (a) | North West (b) | Yorkshire & Humberside (c) | West Midlands (d) | East Midlands (e) | Wales (f) | East-ern (g) | London (h) | South East (i) | South West (j) | 8-10 (k) | 3-7 (l) | 0-2 (m) | 7-10 (n) | 4-6 (o) | 0-3 (p) | Essential | In-creased (r) | De-creased (s) | Stayed the same (t) | |
| Unweighted base | 2059 | 95 | 244 | 217 | 204 | 166 | 120 | 235 | 303 | 301 | 174 | 359 | 1472 | 228 | 759 | 909 | 391 | 419 | 98 | 931 | 982 | |
| Weighted base | 2059 | 102* | 265 | 204 | 204 | 183 | 122 | 204 | 285 | 285 | 204 | 356 | 1476 | 228 | 759 | 907 | 392 | 419 | 97* | 929 | 983 | |
| Trust them completely | (10) | 17 1% | - | 1 * | 2 1% | - | 2 1% | 3 3% ^{dg} | - | 3 1% | 5 2% | 2 1% | 7 2% ^l | 7 * | 3 1% | 8 1% | 6 1% | 3 1% | 4 1% | 2 2% | 8 1% | 7 1% |
| 9 | (9) | 59 3% | 3 3% | 14 5% ^{gi} | 6 3% | 7 3% | 3 2% | 4 3% | 3 1% | 10 4% | 4 1% | 4 2% | 19 5% ^{lm} | 37 3% | 3 2% | 27 4% | 25 3% | 7 2% | 19 4% | 3 3% | 27 3% | 28 3% |
| 8 | (8) | 273 13% | 16 16% | 27 10% | 29 14% | 23 11% | 33 18% ^b | 18 15% | 23 11% | 39 14% | 33 12% | 32 16% | 78 22% ^{lm} | 174 12% | 21 9% | 132 17% ^{op} | 107 12% | 33 8% | 70 17% | 14 14% | 122 13% | 135 14% |
| 7 | (7) | 412 20% | 16 16% | 63 24% ^c | 29 14% | 40 20% | 37 20% | 27 22% | 42 20% | 62 22% ^c | 53 19% | 42 21% | 86 24% ^m | 299 20% ^m | 27 12% | 181 24% ^{op} | 175 19% ^p | 56 14% | 97 23% | 17 17% | 188 20% | 201 20% |
| 6 | (6) | 337 16% | 25 24% ^f | 47 18% | 34 17% | 32 16% | 27 15% | 15 13% | 33 16% | 49 17% | 43 15% | 31 15% | 53 15% | 253 17% | 31 14% | 123 16% | 153 17% | 62 16% | 55 13% | 15 16% | 154 17% | 160 16% |
| 5 | (5) | 573 28% | 24 24% | 68 26% | 67 33% ^h | 56 27% | 51 28% | 31 25% | 61 30% ^h | 63 22% | 90 32% ^h | 61 30% | 79 22% | 413 28% ^k | 81 36% ^{kl} | 190 25% | 259 29% | 124 32% ⁿ | 111 26% | 23 24% | 246 26% | 284 29% |
| 4 | (4) | 149 7% | 6 5% | 19 7% ^j | 21 10% ^j | 20 10% ^j | 9 5% | 7 5% | 19 9% ^j | 22 8% ^j | 21 7% ^j | 6 3% | 11 3% | 126 9% ^k | 12 5% | 45 6% | 75 8% | 30 8% | 25 6% | 8 8% | 65 7% | 71 7% |
| 3 | (3) | 113 5% | 6 6% | 15 6% | 9 4% | 13 6% | 9 5% | 9 7% | 9 4% | 14 5% | 22 8% | 7 3% | 10 3% | 84 6% ^k | 19 8% ^k | 26 3% | 52 6% ⁿ | 35 9% ^{no} | 18 4% | 5 5% | 57 6% | 49 5% |
| 2 | (2) | 50 2% | 2 2% | 4 2% | 3 2% | 3 2% | 6 3% | 3 2% | 8 4% | 7 3% | 5 2% | 6 3% | 5 1% | 39 3% | 6 2% | 12 2% | 29 3% ⁿ | 9 2% | 7 2% | 5 5% | 24 3% | 19 2% |
| 1 | (1) | 25 1% | 1 1% | 1 1% | - | 2 1% | - | 3 3% ^{ce} | 1 1% | 6 2% ^c | 2 1% | 8 4% ^{bcegi} | 4 1% | 12 1% | 8 4% ^l | 7 1% | 7 1% | 11 3% ^{no} | 2 1% | 2 2% | 13 1% | 7 1% |

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j - k/l/m - n/o/p - r/s/t

* small base

Prepared by Populus

Trust in Charities 2018

ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 119

Q22. Now for some other types of organisations. On a scale of 0-10 where 10 means you trust them completely and 0 means you don't trust them at all, please tell me how much trust and confidence you have in each?

Base: All respondents

The ordinary man/ woman in the street

| | Total | Region | | | | | | | | | | Trust in Charities | | | Trust in Charities II | | | Importance of Charities | Change in trust | | |
|-----------------------------|-------------|----------------|----------------|------------------------|-------------------|-------------------|------------|--------------------|------------|----------------|----------------|--------------------|--------------|-------------|-----------------------|-------------|-------------|-------------------------|-----------------|---------------|---------------------|
| | | North East (a) | North West (b) | Yorkshire & Humber (c) | West Midlands (d) | East Midlands (e) | Wales (f) | East of London (g) | London (h) | South East (i) | South West (j) | 8-10 (k) | 3-7 (l) | 0-2 (m) | 7-10 (n) | 4-6 (o) | 0-3 (p) | Essential | Increased (r) | Decreased (s) | Stayed the same (t) |
| Weighted base | 2059 | 102* | 265 | 204 | 204 | 183 | 122 | 204 | 285 | 285 | 204 | 356 | 1476 | 228 | 759 | 907 | 392 | 419 | 97* | 929 | 983 |
| Don't trust them at all (0) | 52 3% | 3 3% | 5 2% | 3 1% | 7 4% | 5 2% | 2 2% | 6 3% | 10 3% | 7 2% | 5 2% | 4 1% | 32 2% | 17 7%kl | 10 1% | 20 2% | 22 6%no | 10 3% | 4 4% | 24 3% | 22 2% |
| NET: 8-10 | 349 17% | 19 19% | 42 16% | 37 18% | 30 15% | 38 21%g | 25 21%g | 25 12% | 52 18% | 42 15% | 38 19% | 103 29%lm | 218 15% | 28 12% | 167 22%op | 139 15% | 44 11% | 92 22% | 19 19% | 158 17% | 171 17% |
| NET: 3-7 | 1584 77% | 77 75% | 213 80% | 161 79% | 161 79% | 134 73% | 88 72% | 163 80% | 210 73% | 230 80%hj | 147 72% | 239 67% | 1175 80%k | 170 74% | 564 74% | 713 79%n | 306 78% | 306 73% | 68 70% | 710 76% | 765 78% |
| NET: 0-2 | 126 6% | 6 6% | 11 4% | 6 3% | 13 6% | 11 6% | 9 7% | 15 7%c | 23 8%bc | 14 5% | 19 9%bc | 13 4% | 83 6% | 30 13%kl | 28 4% | 56 6%n | 42 11%no | 20 5% | 11 11%t | 62 7% | 48 5% |
| NET: 7-10 | 761 37% | 35 35% | 105 40% | 66 33% | 70 34% | 76 41% | 52 43% | 67 33% | 115 40% | 95 33% | 80 39% | 190 53%lm | 517 35%m | 55 24% | 348 46%op | 313 35%p | 99 25% | 189 45% | 35 36% | 345 37% | 372 38% |
| NET: 4-6 | 1059 51% | 54 53% | 135 51% | 122 60%efhj | 108 53% | 88 48% | 53 43% | 113 55%f | 134 47% | 155 54%f | 98 48% | 143 40% | 792 54%k | 124 54%k | 357 47% | 487 54%n | 216 55%n | 191 46% | 46 48% | 465 50% | 515 52% |
| NET: 0-3 | 239 12% | 12 12% | 25 10% | 15 7% | 26 13% | 20 11% | 17 14%c | 24 12% | 37 13%c | 36 13% | 26 13% | 23 7% | 166 11%k | 49 22%kl | 54 7% | 107 12%n | 77 20%no | 38 9% | 16 16% | 119 13%t | 97 10% |
| Mean | 5.69 | 5.74 | 5.84g | 5.75 | 5.52 | 5.85 | 5.80 | 5.49 | 5.71 | 5.58 | 5.70 | 6.36lm | 5.64m | 4.98 | 6.08op | 5.62p | 5.09 | 5.97 | 5.53 | 5.67 | 5.77 |
| Standard deviation | 1.92 | 1.89 | 1.81 | 1.73 | 1.95 | 1.90 | 2.09 | 1.85 | 2.08 | 1.87 | 2.03 | 1.82 | 1.84 | 2.25 | 1.77 | 1.87 | 2.12 | 1.92 | 2.22 | 1.96 | 1.84 |
| Standard error | 0.04 | 0.19 | 0.12 | 0.12 | 0.14 | 0.15 | 0.19 | 0.12 | 0.12 | 0.11 | 0.15 | 0.10 | 0.05 | 0.15 | 0.06 | 0.06 | 0.11 | 0.09 | 0.22 | 0.06 | 0.06 |

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j - k/l/m - n/o/p - r/s/t
* small base

Trust in Charities 2018
ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 120

Q22. Now for some other types of organisations. On a scale of 0-10 where 10 means you trust them completely and 0 means you don't trust them at all, please tell me how much trust and confidence you have in each?

Base: All respondents

The ordinary man/ woman in the street

| | | <u>Heard of the CC</u> | | <u>Knowledge of CC</u> | | <u>Importance of CC</u> | |
|-------------------------|------|------------------------|-------------------------|-------------------------|----------------------|-------------------------------|------------|
| | | Total | Yes (a) | No (b) | Very/Fairly well (c) | Not at all/ Not very well (d) | Essential |
| Unweighted base | | 2059 | 1077 | 982 | 272 | 755 | 1015 |
| Weighted base | | 2059 | 1072 | 987 | 267 | 756 | 1013 |
| Trust them completely | (10) | 17 1% | 11 1% | 6 1% | 7 3% ^d | 4 1% | 8 1% |
| 9 | (9) | 59 3% | 31 3% | 28 3% | 12 4% | 17 2% | 41 4% |
| 8 | (8) | 273 13% | 169 16% ^b | 104 11% | 50 19% | 116 15% | 152 15% |
| 7 | (7) | 412 20% | 253 24% ^b | 160 16% | 71 27% | 173 23% | 193 19% |
| 6 | (6) | 337 16% | 174 16% | 163 16% | 40 15% | 126 17% | 169 17% |
| 5 | (5) | 573 28% | 277 26% | 296 30% ^a | 60 22% | 202 27% | 285 28% |
| 4 | (4) | 149 7% | 60 6% | 89 9% ^a | 12 4% | 45 6% | 64 6% |
| 3 | (3) | 113 5% | 44 4% | 69 7% ^a | 10 4% | 31 4% | 48 5% |
| 2 | (2) | 50 2% | 22 2% | 27 3% | 2 1% | 18 2% | 22 2% |
| 1 | (1) | 25 1% | 10 1% | 14 1% | - - | 10 1% | 6 1% |
| Don't trust them at all | (0) | 52 3% | 21 2% | 31 3% | 3 1% | 15 2% | 25 2% |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d

Prepared by Populus

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Absolutes/col percents

Table 120

Q22. Now for some other types of organisations. On a scale of 0-10 where 10 means you trust them completely and 0 means you don't trust them at all, please tell me how much trust and confidence you have in each?

Base: All respondents

The ordinary man/ woman in the street

| | <u>Heard of the CC</u> | | <u>Knowledge of CC</u> | | <u>Importance of CC</u> | <u>Essential</u> |
|--------------------|------------------------|-------------------------|-------------------------|-----------------------------|--------------------------------------|------------------|
| | <u>Total</u> | <u>Yes (a)</u> | <u>No (b)</u> | <u>Very/Fairly well (c)</u> | <u>Not at all/ Not very well (d)</u> | |
| Weighted base | 2059 | 1072 | 987 | 267 | 756 | 1013 |
| NET: 8-10 | 349 17% | 211 20% ^b | 138 14% | 69 26% ^d | 136 18% | 200 20% |
| NET: 3-7 | 1584 77% | 807 75% | 777 79% | 193 72% | 576 76% | 760 75% |
| NET: 0-2 | 126 6% | 54 5% | 72 7% ^a | 5 2% | 43 6% ^c | 53 5% |
| NET: 7-10 | 761 37% | 464 43% ^b | 297 30% | 140 52% ^d | 309 41% | 393 39% |
| NET: 4-6 | 1059 51% | 511 48% | 548 56% ^a | 112 42% | 373 49% ^c | 518 51% |
| NET: 0-3 | 239 12% | 98 9% | 141 14% ^a | 15 6% | 74 10% ^c | 101 10% |
| Mean | 5.69 | 5.94 ^b | 5.42 | 6.35 ^d | 5.83 | 5.83 |
| Standard deviation | 1.92 | 1.85 | 1.96 | 1.73 | 1.84 | 1.90 |
| Standard error | 0.04 | 0.06 | 0.06 | 0.10 | 0.07 | 0.06 |

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d

Trust in Charities 2018
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Absolutes/col percents

Table 121

Q23. Thinking of charities you know about, how important is each of the following in deciding whether you trust them? Please use a scale of 0-10 where 10 means extremely important and 0 means not important at all.

Base: All respondents

Summary table

| | | Transparency and honesty about where the charity's money goes | Efficient use of resources | Being well governed and well managed | Being capable, expert and skilled | Being true to their values | Being able to demonstrate the positive difference they have made | Being entirely volunteer run |
|----------------------|------|---|----------------------------|--------------------------------------|-----------------------------------|----------------------------|--|------------------------------|
| Unweighted base | | 2059 | 2059 | 2059 | 2059 | 2059 | 2059 | 2059 |
| Weighted base | | 2059 | 2059 | 2059 | 2059 | 2059 | 2059 | 2059 |
| Extremely important | (10) | 1008 49% | 688 33% | 627 30% | 465 23% | 715 35% | 624 30% | 176 9% |
| 9 | (9) | 364 18% | 386 19% | 383 19% | 307 15% | 410 20% | 364 18% | 127 6% |
| 8 | (8) | 297 14% | 425 21% | 469 23% | 505 25% | 420 20% | 463 22% | 269 13% |
| 7 | (7) | 146 7% | 234 11% | 251 12% | 376 18% | 221 11% | 263 13% | 269 13% |
| 6 | (6) | 74 4% | 119 6% | 122 6% | 149 7% | 102 5% | 147 7% | 249 12% |
| 5 | (5) | 71 3% | 92 4% | 92 4% | 133 6% | 81 4% | 89 4% | 408 20% |
| 4 | (4) | 20 1% | 26 1% | 31 1% | 28 1% | 20 1% | 24 1% | 128 6% |
| 3 | (3) | 13 1% | 10 * | 10 * | 9 * | 8 * | 8 * | 112 5% |
| 2 | (2) | 3 * | 9 * | 6 * | 8 * | 7 * | 8 * | 82 4% |
| 1 | (1) | 2 * | 5 * | 2 * | 2 * | 3 * | 2 * | 30 1% |
| Not important at all | (0) | 7 * | 3 * | 5 * | 4 * | 5 * | 4 * | 77 4% |
| NET: 8-10 | | 1668 81% | 1499 73% | 1480 72% | 1277 62% | 1545 75% | 1452 71% | 572 28% |
| NET: 4-7 | | 311 15% | 470 23% | 496 24% | 686 33% | 424 21% | 523 25% | 1054 51% |

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Absolutes/col percents

Table 121

Q23. Thinking of charities you know about, how important is each of the following in deciding whether you trust them? Please use a scale of 0-10 where 10 means extremely important and 0 means not important at all.

Base: All respondents

Summary table

| | Transparency and honesty about where the charity's money goes | Efficient use of resources | Being well governed and well managed | Being capable, expert and skilled | Being true to their values | Being able to demonstrate the positive difference they have made | Being entirely volunteer run |
|--------------------|---|----------------------------|--------------------------------------|-----------------------------------|----------------------------|--|------------------------------|
| Weighted base | 2059 | 2059 | 2059 | 2059 | 2059 | 2059 | 2059 |
| NET: 0-3 | 25 1% | 26 1% | 23 1% | 24 1% | 23 1% | 22 1% | 301 15% |
| NET: 7-10 | 1814 88% | 1733 84% | 1730 84% | 1653 80% | 1766 86% | 1715 83% | 841 41% |
| NET: 4-6 | 165 8% | 237 11% | 245 12% | 309 15% | 203 10% | 259 13% | 785 38% |
| NET: 0-3 | 25 1% | 26 1% | 23 1% | 24 1% | 23 1% | 22 1% | 301 15% |
| Don't know | 55 3% | 63 3% | 60 3% | 72 4% | 67 3% | 63 3% | 132 6% |
| Mean | 8.82 | 8.38 | 8.30 | 7.95 | 8.48 | 8.28 | 5.98 |
| Standard deviation | 1.64 | 1.71 | 1.68 | 1.69 | 1.65 | 1.67 | 2.50 |
| Standard error | 0.04 | 0.04 | 0.04 | 0.04 | 0.04 | 0.04 | 0.06 |

Trust in Charities 2018

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Absolutes/col percents

Table 122

Q23. Thinking of charities you know about, how important is each of the following in deciding whether you trust them? Please use a scale of 0-10 where 10 means extremely important and 0 means not important at all.

Base: All respondents

Transparency and honesty about where the charity's money goes

| | Total | Gender | | Age | | | | | | Age II | | Age III | | Social Grade | | | | Working Status | | Ethnicity | |
|----------------------|------------------|------------|-------------|--------------|--------------|--------------|-------------------|--------------------|--------------------|------------|--------------|-------------|-------------|-----------------|------------|---------------|------------|----------------|-----------------|------------------|---------------|
| | | Male (a) | Female (b) | 18-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-64 (g) | 65+ (h) | 18-34 (i) | 35+ (j) | 18-44 (k) | 45+ (l) | AB (m) | C1 (n) | C2 (o) | DE (p) | Working (q) | Not working (r) | White (s) | Non White (t) |
| Unweighted base | 2059 | 1059 | 1000 | 265 | 310 | 370 | 368 | 290 | 456 | 575 | 1484 | 945 | 1114 | 580 | 592 | 404 | 483 | 1116 | 943 | 1867 | 176 |
| Weighted base | 2059 | 1009 | 1050 | 247 | 330 | 391 | 350 | 309 | 432 | 577 | 1482 | 968 | 1091 | 562 | 603 | 437 | 457 | 1153 | 906 | 1874 | 170 |
| Extremely important | (10) 1008 49% | 461 46% | 547 52%a | 93 38% | 124 38% | 178 46%cd | 172 49%cd | 184 59%cdef | 257 59%cdef | 217 38% | 791 53%i | 395 41% | 612 56%k | 268 48% | 303 50% | 199 46% | 238 52% | 509 44% | 499 55%q | 920 49% | 79 47% |
| 9 | (9) 364 18% | 185 18% | 178 17% | 42 17% | 39 12% | 60 15% | 67 19%cd | 62 20%cd | 93 22%de | 81 14% | 283 19%i | 141 15% | 222 20%k | 106 19% | 97 16% | 83 19% | 78 17% | 188 16% | 175 19% | 344 18%t | 19 11% |
| 8 | (8) 297 14% | 154 15% | 143 14% | 37 15% | 56 17%gh | 64 16%h | 59 17%gh | 34 11% | 47 11% | 93 16% | 204 14% | 157 16%l | 140 13% | 96 17%p | 86 14% | 61 14% | 54 12% | 190 16%r | 107 12% | 269 14% | 25 15% |
| 7 | (7) 146 7% | 78 8% | 69 7% | 28 11%gh | 32 10%gh | 33 9%gh | 25 7%gh | 11 3% | 17 4% | 60 10%j | 86 6% | 94 10%l | 53 5% | 41 7% | 45 7% | 28 6% | 32 7% | 92 8% | 54 6% | 136 7% | 10 6% |
| 6 | (6) 74 4% | 40 4% | 34 3% | 23 9%efgh | 22 7%efgh | 13 3% | 6 2% | 4 1% | 6 1% | 45 8%j | 29 2% | 58 6%l | 16 1% | 24 4% | 21 4% | 15 3% | 14 3% | 56 5%r | 18 2% | 62 3% | 13 7% s |
| 5 | (5) 71 3% | 41 4% | 30 3% | 12 5%gh | 19 6%gh | 19 5%gh | 11 3%g | 2 1% | 7 2% | 31 5%j | 40 3% | 50 5%l | 21 2% | 12 2% | 19 3% | 22 5% m | 17 4% | 46 4% | 24 3% | 60 3% | 11 7% s |
| 4 | (4) 20 1% | 5 * | 15 1%a | 4 1%gh | 12 4%efgh | 3 1% | 1 * | - - | 1 * | 15 3%j | 5 * | 18 2%l | 1 * | 5 1% | 9 1% | 5 1% | 2 * | 14 1% | 6 1% | 15 1% | 5 3% s |
| 3 | (3) 13 1% | 10 1% | 3 * | 3 1% | 5 1%g | 3 1% | 1 * | - - | 2 * | 7 1%j | 6 * | 11 1%l | 3 * | 3 1% | 4 1% | 4 1% | 2 1% | 11 1%r | 2 * | 9 1% | 4 2% s |
| 2 | (2) 3 * | 2 * | 1 * | - - | - - | 2 * | - - | - - | 1 * | - - | 3 * | 2 * | 1 * | 1 * | - - | 1 * | 1 * | 2 * | 1 * | 3 * | - - |
| 1 | (1) 2 * | 2 * | - - | - - | - - | - - | - - | 2 1% | - - | 2 * | - - | 2 * | - - | 1 * | - - | 1 * | - - | 2 * | - - | 2 * | - - |
| Not important at all | (0) 7 * | 3 * | 3 * | 1 * | 2 1% | 2 1% | 1 * | - - | - - | 3 1% | 3 * | 6 1% | 1 * | 1 * | 1 * | 2 1% | 2 * | 4 * | 2 * | 5 * | 2 1% s |
| NET: 8-10 | 1668 81% | 800 79% | 868 83% | 171 69% | 219 67% | 303 77%cd | 297 85% cde | 280 91% cdef | 397 92% cdef | 391 68% | 1277 86%i | 694 72% | 974 89%k | 470 84% o | 486 81% | 342 78% | 370 81% | 887 77% | 781 86% q | 1532 82% t | 123 72% |

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j - k/l - m/n/o/p - q/r - s/t

Trust in Charities 2018

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Absolutes/col percents

Table 122

Q23. Thinking of charities you know about, how important is each of the following in deciding whether you trust them? Please use a scale of 0-10 where 10 means extremely important and 0 means not important at all.

Base: All respondents

Transparency and honesty about where the charity's money goes

| | Gender | | Age | | | | | | Age II | | Age III | | Social Grade | | | | Working Status | | Ethnicity | | |
|--------------------|-------------|------------|-------------------|---------------|---------------|-------------------------|---------------------------|----------------------------------|----------------------------------|-------------|--------------------------|-------------|--------------------------|-------------------------|-----------------------|-----------------------|-----------------------|-------------|-------------------------|--------------------------|------------------------|
| | Total | Male (a) | Female (b) | 18-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-64 (g) | 65+ (h) | 18-34 (i) | 35+ (j) | 18-44 (k) | 45+ (l) | AB (m) | C1 (n) | C2 (o) | DE (p) | Working (q) | Not working (r) | White (s) | Non White (t) |
| Weighted base | 2059 | 1009 | 1050 | 247 | 330 | 391 | 350 | 309 | 432 | 577 | 1482 | 968 | 1091 | 562 | 603 | 437 | 457 | 1153 | 906 | 1874 | 170 |
| NET: 4-7 | 311 15% | 163 16% | 148 14% | 67 27%efgh | 85 26%efgh | 69 18%gh | 44 12%gh | 16 5% | 31 7% | 152 26%j | 160 11% | 221 23%l | 91 8% | 83 15% | 95 16% | 70 16% | 64 14% | 209 18%r | 103 11% | 272 15% | 39 23% ^s |
| NET: 0-3 | 25 1% | 17 2% | 8 1% | 4 2% | 7 2% | 8 2% | 2 1% | 2 1% | 3 1% | 11 2% | 14 1% | 18 2%l | 7 1% | 6 1% | 5 1% | 9 2% | 6 1% | 20 2%r | 5 1% | 19 1% | 6 3% ^s |
| NET: 7-10 | 1814 88% | 878 87% | 937 89% | 199 81% | 251 76% | 337 86% ^d | 323 92% ^{cde} | 290 94% ^{cde} | 414 96% ^{cdef} | 451 78% | 1364 92% ⁱ | 787 81% | 1027 94% ^k | 511 91% ^o | 531 88% | 370 85% | 402 88% | 979 85% | 835 92% ^q | 1668 89% ^t | 133 78% |
| NET: 4-6 | 165 8% | 86 8% | 79 8% | 39 16%efgh | 53 16%efgh | 36 9%fgh | 18 5%g | 6 2% | 14 3% | 91 16%j | 74 5% | 127 13%l | 38 3% | 42 7% | 49 8% | 42 10% | 32 7% | 117 10%r | 48 5% | 136 7% | 29 17% ^s |
| NET: 0-3 | 25 1% | 17 2% | 8 1% | 4 2% | 7 2% | 8 2% | 2 1% | 2 1% | 3 1% | 11 2% | 14 1% | 18 2%l | 7 1% | 6 1% | 5 1% | 9 2% | 6 1% | 20 2%r | 5 1% | 19 1% | 6 3% ^s |
| Don't know | 55 3% | 29 3% | 26 2% | 5 2%h | 19 6%cfh | 12 3%h | 7 2%h | 10 3%h | 2 * | 24 4%j | 31 2% | 35 4%l | 19 2% | 3 1% | 18 3% ^m | 16 4% ^m | 18 4% ^m | 37 3% | 17 2% | 51 3% | 3 2% |
| Mean | 8.82 | 8.72 | 8.91 ^a | 8.33 | 8.22 | 8.63 ^{cd} | 8.94 ^{cde} | 9.30 ^{cde} _f | 9.26 ^{cde} _f | 8.27 | 9.03 ⁱ | 8.42 | 9.17 ^k | 8.82 | 8.85 | 8.67 | 8.92 ^o | 8.61 | 9.07 ^q | 8.86 ^t | 8.32 |
| Standard deviation | 1.64 | 1.70 | 1.59 | 1.84 | 2.01 | 1.80 | 1.43 | 1.22 | 1.22 | 1.93 | 1.47 | 1.89 | 1.30 | 1.56 | 1.60 | 1.83 | 1.62 | 1.78 | 1.42 | 1.58 | 2.17 |
| Standard error | 0.04 | 0.05 | 0.05 | 0.11 | 0.12 | 0.10 | 0.08 | 0.07 | 0.06 | 0.08 | 0.04 | 0.06 | 0.04 | 0.06 | 0.07 | 0.09 | 0.08 | 0.05 | 0.05 | 0.04 | 0.17 |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j - k/l - m/n/o/p - q/r - s/t

Trust in Charities 2018

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Absolutes/col percents

Table 123

Q23. Thinking of charities you know about, how important is each of the following in deciding whether you trust them? Please use a scale of 0-10 where 10 means extremely important and 0 means not important at all.

Base: All respondents

Transparency and honesty about where the charity's money goes

| | Total | Region | | | | | | | | | | Trust in Charities | | | Trust in Charities II | | | Importance of Charities | Change in trust | | |
|--------------------------|-------------------|----------------|----------------|------------------------|-------------------|-------------------|----------------|--------------------|---------------|----------------|----------------|--------------------|-----------------|------------------|-----------------------|---------------|------------------|-------------------------|-----------------|------------------|-----------------|
| | | North East (a) | North West (b) | Yorkshire & Humber (c) | West Midlands (d) | East Midlands (e) | Wales (f) | East of London (g) | London (h) | South East (i) | South West (j) | 8-10 (k) | 3-7 (l) | 0-2 (m) | 7-10 (n) | 4-6 (o) | 0-3 (p) | | Essential | Increased (r) | Decreased (s) |
| Unweighted base | 2059 | 95 | 244 | 217 | 204 | 166 | 120 | 235 | 303 | 301 | 174 | 359 | 1472 | 228 | 759 | 909 | 391 | 419 | 98 | 931 | 982 |
| Weighted base | 2059 | 102* | 265 | 204 | 204 | 183 | 122 | 204 | 285 | 285 | 204 | 356 | 1476 | 228 | 759 | 907 | 392 | 419 | 97* | 929 | 983 |
| Extremely important (10) | 1008 49% | 48 47% | 119 45% | 93 46% | 117 57% bc | 85 46% | 66 54% | 96 47% | 133 47% | 140 49% | 110 54% | 166 47% | 700 47% | 141 62% kl | 353 46% | 431 47% | 224 57% no | 281 67% | 23 24% | 518 56% rt | 453 46% r |
| 9 | (9) 364 18% | 24 23% d | 48 18% | 32 16% | 26 13% | 34 19% | 28 23% d | 38 18% | 47 16% | 51 18% | 36 18% | 84 24% lm | 248 17% | 31 14% | 163 21% op | 143 16% | 58 15% | 60 14% | 17 18% | 170 18% | 175 18% |
| 8 | (8) 297 14% | 11 10% | 43 16% | 29 14% | 28 14% | 35 19% fj | 10 9% | 34 17% f | 39 14% | 44 15% | 23 11% | 56 16% m | 219 15% m | 21 9% | 118 16% p | 135 15% | 43 11% | 47 11% | 25 25% st | 113 12% | 153 16% s |
| 7 | (7) 146 7% | 8 8% | 24 9% | 14 7% | 13 6% | 15 8% | 9 7% | 12 6% | 23 8% | 15 5% | 14 7% | 21 6% | 118 8% m | 8 3% | 63 8% | 64 7% | 20 5% | 12 3% | 14 15% st | 45 5% | 81 8% s |
| 6 | (6) 74 4% | 4 4% | 8 3% | 9 4% | 8 4% | 2 1% | 2 2% | 9 4% | 14 5% e | 13 5% e | 5 3% | 12 3% | 58 4% | 4 2% | 27 4% | 41 4% p | 7 2% | 8 2% | 6 6% | 28 3% | 35 4% |
| 5 | (5) 71 3% | 4 4% | 10 4% | 10 5% f | 4 2% | 6 3% | 1 1% | 5 3% | 11 4% | 10 3% | 9 5% | 10 3% | 59 4% m | 2 1% | 19 3% | 42 5% n | 10 2% | 6 1% | 8 8% st | 26 3% | 35 4% |
| 4 | (4) 20 1% | - | 2 1% | 3 1% | 1 1% | 4 2% j | - | 2 1% | 4 1% | 3 1% | - | - | 20 1% k | - | 2 * | 15 2% n | 2 1% | 1 * | 2 2% | 8 1% | 9 1% |
| 3 | (3) 13 1% | - | - | 5 2% bgj | 1 * | 1 1% | 1 1% | - | 4 1% | 2 1% | - | - | 10 1% | 4 2% k | - | 8 1% n | 5 1% n | 3 1% | 2 2% | 6 1% | 4 * |
| 2 | (2) 3 * | 1 1% | - | - | - | 1 1% | - | 1 1% | - | - | - | - | 2 * | 1 * | - | 2 * | 1 * | - | 1 1% t | 2 * | - |
| 1 | (1) 2 * | - | - | - | - | - | 1 1% | 1 1% | - | - | - | - | 1 * | 1 1% | - | 1 * | 1 * | - | - | 2 * | - |

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j - k/l/m - n/o/p - r/s/t
* small base

Trust in Charities 2018

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Absolutes/col percents

Table 123

Q23. Thinking of charities you know about, how important is each of the following in deciding whether you trust them? Please use a scale of 0-10 where 10 means extremely important and 0 means not important at all.

Base: All respondents

Transparency and honesty about where the charity's money goes

| | Total | Region | | | | | | | | | | Trust in Charities | | | Trust in Charities II | | | Importance of Charities | Change in trust | | |
|--------------------------|-------|----------------|----------------|----------------------------|-------------------|-------------------|-----------|-------------|------------|----------------|----------------|--------------------|---------|---------|-----------------------|---------|---------|-------------------------|-----------------|----------------|---------------------|
| | | North East (a) | North West (b) | Yorkshire & Humberside (c) | West Midlands (d) | East Midlands (e) | Wales (f) | Eastern (g) | London (h) | South East (i) | South West (j) | 8-10 (k) | 3-7 (l) | 0-2 (m) | 7-10 (n) | 4-6 (o) | 0-3 (p) | Essential | In-creased (r) | De-creased (s) | Stayed the same (t) |
| Weighted base | 2059 | 102* | 265 | 204 | 204 | 183 | 122 | 204 | 285 | 285 | 204 | 356 | 1476 | 228 | 759 | 907 | 392 | 419 | 97* | 929 | 983 |
| Not important at all (0) | 7* | - | 2 | - | - | - | 1 | 1 | 1 | - | 1 | - | 1* | 6 | - | 1 | 6 | - | - | 2 | 4* |
| | | | 1% | | | | 1% | 1% | * | | 1% | | * | 2%kl | | * | 1%no | | | * | |
| NET: 8-10 | 1668 | 82 | 210 | 155 | 171 | 154 | 105 | 168 | 219 | 235 | 169 | 307 | 1168 | 194 | 634 | 709 | 326 | 388 | 65 | 801 | 781 |
| | 81% | 81% | 79% | 76% | 84%ch | 84% | 86%ch | 82% | 77% | 82% | 83% | 86%l | 79% | 85%l | 83%o | 78% | 83%o | 93% | 67% | 86%rt | 79%r |
| NET: 4-7 | 311 | 16 | 44 | 36 | 25 | 27 | 12 | 27 | 52 | 42 | 29 | 43 | 255 | 13 | 111 | 162 | 39 | 26 | 29 | 107 | 160 |
| | 15% | 16% | 17% | 18%f | 12% | 15% | 10% | 13% | 18%f | 15% | 14% | 12%m | 17%km | 6% | 15%p | 18%p | 10% | 6% | 30%st | 12% | 16%s |
| NET: 0-3 | 25 | 1 | 2 | 5 | 1 | 2 | 3 | 3 | 5 | 2 | 1 | - | 14 | 11 | - | 12 | 13 | 3 | 2 | 13 | 9 |
| | 1% | 1% | 1% | 2% | * | 1% | 3% | 2% | 2% | 1% | 1% | - | 1% | 5%kl | - | 1%n | 3%no | 1% | 3% | 1% | 1% |
| NET: 7-10 | 1814 | 90 | 234 | 169 | 184 | 169 | 114 | 179 | 242 | 250 | 183 | 328 | 1285 | 201 | 696 | 773 | 346 | 399 | 80 | 846 | 862 |
| | 88% | 89% | 88% | 83% | 90%c | 92%ch | 93%ch | 88% | 85% | 88% | 90% | 92%l | 87% | 88% | 92%o | 85% | 88% | 95% | 82% | 91%rt | 88% |
| NET: 4-6 | 165 | 9 | 20 | 22 | 13 | 12 | 3 | 16 | 29 | 27 | 15 | 22 | 138 | 6 | 48 | 98 | 19 | 14 | 15 | 62 | 79 |
| | 8% | 8%f | 8%f | 11%f | 6% | 7% | 2% | 8%f | 10%f | 9%f | 7% | 6% | 9%m | 3% | 6% | 11%np | 5% | 3% | 15%st | 7% | 8% |
| NET: 0-3 | 25 | 1 | 2 | 5 | 1 | 2 | 3 | 3 | 5 | 2 | 1 | - | 14 | 11 | - | 12 | 13 | 3 | 2 | 13 | 9 |
| | 1% | 1% | 1% | 2% | * | 1% | 3% | 2% | 2% | 1% | 1% | - | 1% | 5%kl | - | 1%n | 3%no | 1% | 3% | 1% | 1% |
| Don't know | 55 | 2 | 9 | 8 | 6 | - | 2 | 5 | 10 | 7 | 5 | 6 | 39 | 10 | 15 | 25 | 15 | 2 | - | 8 | 34 |
| | 3% | 2% | 3%e | 4%e | 3%e | - | 2% | 3%e | 3%e | 2%e | 2% | 2% | 3% | 4% | 2% | 3% | 4% | 1% | - | 1% | 3%s |
| Mean | 8.82 | 8.86 | 8.74 | 8.62 | 9.07bce | 8.75 | 9.04c | 8.77 | 8.67 | 8.85 | 8.98c | 8.98l | 8.75 | 9.00 | 8.92o | 8.68 | 8.93o | 9.35 | 7.96 | 8.99rt | 8.77r |
| Standard deviation | 1.64 | 1.54 | 1.67 | 1.80 | 1.40 | 1.62 | 1.67 | 1.73 | 1.77 | 1.55 | 1.56 | 1.28 | 1.64 | 2.09 | 1.33 | 1.75 | 1.91 | 1.21 | 1.80 | 1.59 | 1.62 |
| Standard error | 0.04 | 0.16 | 0.11 | 0.13 | 0.10 | 0.13 | 0.15 | 0.11 | 0.10 | 0.09 | 0.12 | 0.07 | 0.04 | 0.14 | 0.05 | 0.06 | 0.10 | 0.06 | 0.18 | 0.05 | 0.05 |

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j - k/l/m - n/o/p - r/s/t
 * small base

Trust in Charities 2018
ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 124

Q23. Thinking of charities you know about, how important is each of the following in deciding whether you trust them? Please use a scale of 0-10 where 10 means extremely important and 0 means not important at all.

Base: All respondents

Transparency and honesty about where the charity's money goes

| | | Heard of the CC | | Knowledge of CC | | Importance of CC | |
|----------------------|------|-----------------|-------------------------|-----------------------|-----------------------|------------------------------|------------|
| | | Total | Yes (a) | No (b) | Very/Fairly well (c) | Not at all/Not very well (d) | Essential |
| Unweighted base | | 2059 | 1077 | 982 | 272 | 755 | 1015 |
| Weighted base | | 2059 | 1072 | 987 | 267 | 756 | 1013 |
| Extremely important | (10) | 1008 49% | 578 54% ^b | 429 44% | 141 53% | 410 54% | 652 64% |
| 9 | (9) | 364 18% | 200 19% | 163 17% | 50 19% | 143 19% | 181 18% |
| 8 | (8) | 297 14% | 165 15% | 132 13% | 37 14% | 118 16% | 96 10% |
| 7 | (7) | 146 7% | 60 6% | 86 9% ^a | 16 6% | 42 6% | 35 3% |
| 6 | (6) | 74 4% | 27 3% | 47 5% ^a | 13 5% ^d | 14 2% | 19 2% |
| 5 | (5) | 71 3% | 19 2% | 52 5% ^a | 6 2% | 11 1% | 13 1% |
| 4 | (4) | 20 1% | 6 1% | 14 1% ^a | 1 1% | 4 1% | 1 * |
| 3 | (3) | 13 1% | 4 * | 9 1% | 1 * | 2 * | 5 1% |
| 2 | (2) | 3 * | 2 * | 1 * | - | 2 * | 2 * |
| 1 | (1) | 2 * | 1 * | 1 * | - | 1 * | - |
| Not important at all | (0) | 7 * | 1 * | 6 1% | - | 1 * | 1 * |

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d

Prepared by Populus

Trust in Charities 2018
ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 124

Q23. Thinking of charities you know about, how important is each of the following in deciding whether you trust them? Please use a scale of 0-10 where 10 means extremely important and 0 means not important at all.

Base: All respondents

Transparency and honesty about where the charity's money goes

| | <u>Heard of the CC</u> | | <u>Knowledge of CC</u> | | <u>Importance of CC</u> | |
|--------------------|------------------------|--------------------------|-------------------------|--------------------------------|--|----------------|
| | Total | Yes (a) | No (b) | Very/ Fairly well (c) | Not at all/ Not very well (d) | Essen- tial |
| Weighted base | 2059 | 1072 | 987 | 267 | 756 | 1013 |
| NET: 8-10 | 1668 81% | 943 88% ^b | 725 73% | 228 85% | 671 89% | 929 92% |
| NET: 4-7 | 311 15% | 113 11% | 199 20% ^a | 37 14% | 72 10% | 68 7% |
| NET: 0-3 | 25 1% | 8 1% | 17 2% ^a | 1 * | 7 1% | 9 1% |
| NET: 7-10 | 1814 88% | 1004 94% ^b | 811 82% | 244 91% | 713 94% | 964 95% |
| NET: 4-6 | 165 8% | 52 5% | 113 11% ^a | 20 8% ^d | 30 4% | 33 3% |
| NET: 0-3 | 25 1% | 8 1% | 17 2% ^a | 1 * | 7 1% | 9 1% |
| Don't know | 55 3% | 8 1% | 47 5% ^a | 1 * | 7 1% | 8 1% |
| Mean | 8.82 | 9.05 ^b | 8.56 | 8.97 | 9.07 | 9.31 |
| Standard deviation | 1.64 | 1.40 | 1.85 | 1.42 | 1.40 | 1.25 |
| Standard error | 0.04 | 0.04 | 0.06 | 0.09 | 0.05 | 0.04 |

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d

Trust in Charities 2018

ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 125

Q23. Thinking of charities you know about, how important is each of the following in deciding whether you trust them? Please use a scale of 0-10 where 10 means extremely important and 0 means not important at all.

Base: All respondents

Efficient use of resources

| | Total | Gender | | Age | | | | | | Age II | | Age III | | Social Grade | | | | Working Status | | Ethnicity | |
|--------------------------|----------------|------------|------------|---------------|---------------|---------------------------|---------------------------|---------------------------|----------------------------|-------------|--------------|-------------|-------------|--------------------------|-----------------------|----------------------|-------------------------|-----------------------|-------------------------|--------------------------|------------------------|
| | | Male (a) | Female (b) | 18-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-64 (g) | 65+ (h) | 18-34 (i) | 35+ (j) | 18-44 (k) | 45+ (l) | AB (m) | C1 (n) | C2 (o) | DE (p) | Working (q) | Not working (r) | White (s) | Non White (t) |
| Unweighted base | 2059 | 1059 | 1000 | 265 | 310 | 370 | 368 | 290 | 456 | 575 | 1484 | 945 | 1114 | 580 | 592 | 404 | 483 | 1116 | 943 | 1867 | 176 |
| Weighted base | 2059 | 1009 | 1050 | 247 | 330 | 391 | 350 | 309 | 432 | 577 | 1482 | 968 | 1091 | 562 | 603 | 437 | 457 | 1153 | 906 | 1874 | 170 |
| Extremely important (10) | 688 33% | 319 32% | 369 35% | 50 20% | 75 23% | 115 29%cd | 112 32%cd | 147 47%cdef | 189 44%cdef | 125 22% | 563 38%i | 240 25% | 448 41%k | 167 30% | 209 35% | 144 33% | 168 37% ^m | 336 29% | 352 39% ^q | 633 34% | 49 29% |
| 9 | (9) 386 19% | 190 19% | 196 19% | 42 17% | 45 14% | 56 14% | 81 23%de | 63 21%de | 97 23%de | 88 15% | 298 20%i | 144 15% | 242 22%k | 110 20% | 106 18% | 85 20% | 85 19% | 208 18% | 178 20% | 364 19% ^t | 20 11% |
| 8 | (8) 425 21% | 211 21% | 214 20% | 54 22%g | 58 18% | 102 26% ^{dgh} | 79 23%g | 47 15% | 85 20% | 112 19% | 313 21% | 214 22% | 211 19% | 129 23% | 130 21% | 78 18% | 88 19% | 245 21% | 180 20% | 389 21% | 35 21% |
| 7 | (7) 234 11% | 126 12% | 108 10% | 43 17%efgh | 57 17%efgh | 43 11% | 32 9% | 25 8% | 34 8% | 100 17%j | 134 9% | 143 15%l | 91 8% | 83 15% ^{nop} | 65 11% | 43 10% | 43 9% | 144 13% | 89 10% | 214 11% | 18 11% |
| 6 | (6) 119 6% | 52 5% | 67 6% | 22 9%gh | 35 11%efgh | 23 6%gh | 19 5%h | 8 3% | 11 3% | 58 10%j | 61 4% | 81 8%l | 38 3% | 30 5% | 36 6% | 31 7% | 22 5% | 80 7% ^r | 39 4% | 92 5% | 25 15% ^s |
| 5 | (5) 92 4% | 49 5% | 42 4% | 15 6%gh | 24 7%gh | 26 7%gh | 13 4% | 5 2% | 8 2% | 40 7%j | 52 4% | 65 7%l | 26 2% | 29 5% | 21 3% | 21 5% | 21 5% | 61 5% ^r | 31 3% | 79 4% | 12 7% |
| 4 | (4) 26 1% | 16 2% | 10 1% | 6 2%gh | 9 3%gh | 6 2%g | 3 1% | - - | 2 * | 15 3%j | 11 1% | 21 2%l | 4 * | 2 * | 12 2% ^m | 8 2% ^m | 4 1% | 20 2% ^r | 6 1% | 22 1% | 3 2% |
| 3 | (3) 10 * | 5 1% | 4 * | 2 1% | 2 1% | 1 * | 2 1% | - - | 2 * | 5 1% | 5 * | 6 1% | 4 * | 2 * | 2 * | 1 * | 4 1% | 6 1% | 3 * | 8 * | 2 1% |
| 2 | (2) 9 * | 5 1% | 4 * | - - | 3 1%h | 2 1% | 3 1%h | - - | - - | 3 1% | 5 * | 6 1% | 3 * | 1 * | 3 1% | 4 1% ^p | - - | 7 1% | 1 * | 8 * | 1 1% |
| 1 | (1) 5 * | 2 * | 3 * | 2 1% | - - | 1 * | 1 * | 1 * | - - | 2 * | 3 * | 3 * | 2 * | 3 1% | 1 * | 1 * | - - | 3 * | 2 * | 4 * | 1 1% |
| Not important at all | (0) 3 * | 3 * | - - | 1 * | 1 * | 1 * | - - | - - | - - | 2 * | 1 * | 3 * | - - | - - | - - | 1 * | 2 * | 2 * | 1 * | 2 * | 1 1% |
| NET: 8-10 | 1499 73% | 720 71% | 779 74% | 147 59% | 178 54% | 273 70% ^{cd} | 272 78% ^{cde} | 257 83% ^{cde} | 372 86% ^{cdef} | 325 56% | 1174 79%i | 598 62% | 901 83%k | 406 72% | 445 74% | 307 70% | 341 74% | 789 68% | 710 78% ^q | 1386 74% ^t | 104 61% |

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j - k/l - m/n/o/p - q/r - s/t

Trust in Charities 2018

ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 125

Q23. Thinking of charities you know about, how important is each of the following in deciding whether you trust them? Please use a scale of 0-10 where 10 means extremely important and 0 means not important at all.

Base: All respondents

Efficient use of resources

| | Gender | | Age | | | | | | Age II | | Age III | | Social Grade | | | | Working Status | | Ethnicity | | |
|--------------------|-------------|------------|------------|---------------|----------------|--------------|---------------|---------------|----------------|-------------|--------------|-------------|--------------|-------------|------------|------------|----------------|-------------|-----------------|--------------|---------------|
| | Total | Male (a) | Female (b) | 18-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-64 (g) | 65+ (h) | 18-34 (i) | 35+ (j) | 18-44 (k) | 45+ (l) | AB (m) | C1 (n) | C2 (o) | DE (p) | Working (q) | Not working (r) | White (s) | Non White (t) |
| Weighted base | 2059 | 1009 | 1050 | 247 | 330 | 391 | 350 | 309 | 432 | 577 | 1482 | 968 | 1091 | 562 | 603 | 437 | 457 | 1153 | 906 | 1874 | 170 |
| NET: 4-7 | 470 23% | 243 24% | 227 22% | 87 35%efgh | 125 38%efgh | 98 25%fgh | 66 19%gh | 38 12% | 55 13% | 212 37%j | 258 17% | 311 32%l | 160 15% | 144 26%p | 133 22% | 103 24% | 89 20% | 305 26%r | 165 18% | 408 22% | 58 34%s |
| NET: 0-3 | 26 1% | 16 2% | 11 1% | 5 2%h | 6 2%h | 6 2% | 6 2% | 1 * | 2 * | 12 2% | 15 1% | 18 2%l | 9 1% | 6 1% | 6 1% | 8 2% | 6 1% | 19 2% | 7 1% | 22 1% | 5 3% |
| NET: 7-10 | 1733 84% | 846 84% | 886 84% | 190 77% | 235 71% | 316 81%d | 304 87%cde | 282 91%cde | 406 94%cdef | 425 74% | 1308 88%i | 741 77% | 992 91%k | 489 87%o | 510 84% | 351 80% | 383 84% | 934 81% | 799 88%q | 1600 85%t | 122 72% |
| NET: 4-6 | 237 11% | 117 12% | 119 11% | 44 18%fgh | 68 21%efgh | 55 14%gh | 35 10%gh | 13 4% | 20 5% | 113 20%j | 124 8% | 168 17%l | 69 6% | 61 11% | 68 11% | 60 14% | 47 10% | 161 14%r | 76 8% | 194 10% | 40 23%s |
| NET: 0-3 | 26 1% | 16 2% | 11 1% | 5 2%h | 6 2%h | 6 2% | 6 2% | 1 * | 2 * | 12 2% | 15 1% | 18 2%l | 9 1% | 6 1% | 6 1% | 8 2% | 6 1% | 19 2% | 7 1% | 22 1% | 5 3% |
| Don't know | 63 3% | 30 3% | 34 3% | 8 3%h | 20 6%fh | 14 4%h | 5 2% | 12 4%h | 4 1% | 28 5%j | 36 2% | 42 4%l | 22 2% | 5 1% | 19 3%m | 18 4%m | 21 5%m | 39 3% | 24 3% | 59 3% | 4 2% |
| Mean | 8.38 | 8.30 | 8.46a | 7.80 | 7.74 | 8.15cd | 8.44cde | 8.98cde f | 8.89cde f | 7.77 | 8.61i | 7.92 | 8.77k | 8.30 | 8.41 | 8.30 | 8.50 | 8.18 | 8.63q | 8.43t | 7.84 |
| Standard deviation | 1.71 | 1.76 | 1.65 | 1.86 | 1.90 | 1.80 | 1.65 | 1.33 | 1.31 | 1.88 | 1.58 | 1.86 | 1.45 | 1.62 | 1.68 | 1.84 | 1.71 | 1.79 | 1.56 | 1.66 | 2.02 |
| Standard error | 0.04 | 0.05 | 0.05 | 0.12 | 0.11 | 0.10 | 0.09 | 0.08 | 0.06 | 0.08 | 0.04 | 0.06 | 0.04 | 0.07 | 0.07 | 0.09 | 0.08 | 0.05 | 0.05 | 0.04 | 0.15 |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j - k/l - m/n/o/p - q/r - s/t

Trust in Charities 2018

ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 126

Q23. Thinking of charities you know about, how important is each of the following in deciding whether you trust them? Please use a scale of 0-10 where 10 means extremely important and 0 means not important at all.

Base: All respondents

Efficient use of resources

| | Total | Region | | | | | | | | | | Trust in Charities | | | Trust in Charities II | | | Importance of Charities | Change in trust | | |
|--------------------------|----------------|-----------------|----------------|------------------------|-------------------|-------------------|-----------------|-----------------|------------|----------------|----------------|--------------------|-----------------|------------------|-----------------------|-----------------|------------------|-------------------------|-----------------|------------------|---------------------|
| | | North East (a) | North West (b) | Yorkshire & Humber (c) | West Midlands (d) | East Midlands (e) | Wales (f) | East-ern (g) | London (h) | South East (i) | South West (j) | 8-10 (k) | 3-7 (l) | 0-2 (m) | 7-10 (n) | 4-6 (o) | 0-3 (p) | Essen-tial | In-creased (r) | De-creased (s) | Stayed the same (t) |
| Unweighted base | 2059 | 95 | 244 | 217 | 204 | 166 | 120 | 235 | 303 | 301 | 174 | 359 | 1472 | 228 | 759 | 909 | 391 | 419 | 98 | 931 | 982 |
| Weighted base | 2059 | 102* | 265 | 204 | 204 | 183 | 122 | 204 | 285 | 285 | 204 | 356 | 1476 | 228 | 759 | 907 | 392 | 419 | 97* | 929 | 983 |
| Extremely important (10) | 688 33% | 29 28% | 86 33% | 60 30% | 81 40% cgh | 61 34% | 49 40% ch | 62 31% | 80 28% | 100 35% | 78 38% h | 126 35% | 459 31% | 104 46% kl | 245 32% | 288 32% | 155 40% no | 198 47% | 18 18% | 372 40% rt | 288 29% r |
| 9 | (9) 386 19% | 25 24% | 42 16% | 33 16% | 32 16% | 35 19% | 30 24% | 32 16% | 62 22% | 55 19% | 41 20% | 75 21% m | 282 19% m | 28 12% | 154 20% | 167 18% | 65 16% | 87 21% | 18 18% | 178 19% | 187 19% |
| 8 | (8) 425 21% | 26 25% | 57 22% | 41 20% | 44 22% | 37 20% | 19 16% | 53 26% fi | 61 21% | 51 18% | 36 18% | 86 24% | 299 20% | 40 18% | 193 25% op | 163 18% | 69 18% | 77 18% | 27 28% s | 170 18% | 224 23% s |
| 7 | (7) 234 11% | 7 7% | 30 11% | 22 11% | 21 10% | 26 14% | 11 9% | 23 11% | 31 11% | 38 13% | 24 12% | 34 10% | 186 13% m | 13 6% | 87 12% | 115 13% p | 31 8% | 28 7% | 13 13% | 89 10% | 127 13% s |
| 6 | (6) 119 6% | 3 3% | 25 9% df | 16 8% d | 7 3% | 8 4% | 3 3% | 11 5% | 20 7% | 15 5% | 11 5% | 12 3% | 99 7% k | 8 3% | 31 4% | 69 8% n | 19 5% | 12 3% | 8 9% | 46 5% | 61 6% |
| 5 | (5) 92 4% | 4 4% | 10 4% | 13 6% | 8 4% | 7 4% | 3 2% | 10 5% | 15 5% | 14 5% | 7 3% | 10 3% | 75 5% | 7 3% | 21 3% | 55 6% n | 16 4% | 9 2% | 10 10% st | 38 4% | 39 4% |
| 4 | (4) 26 1% | 1 1% | 5 2% | 8 4% dfghi j | - - | 4 2% d | - - | 1 1% | 3 1% | 2 1% | 1 * | 2 1% | 21 1% | 3 1% | 7 1% | 14 1% | 5 1% | 2 1% | 2 2% | 10 1% | 13 1% |
| 3 | (3) 10 * | 1 1% | - - | 2 1% | 1 * | 1 1% | 1 1% | 1 1% | 1 * | 1 * | - - | 1 * | 6 * | 3 1% | 1 * | 4 * | 5 1% n | 2 * | 3 3% st | 5 1% | 1 * |
| 2 | (2) 9 * | 2 2% bchi | - - | - - | 1 1% | 1 1% | 1 1% | 3 2% bhi | - - | - - | - - | - - | 6 * | 3 1% k | - - | 5 1% | 4 1% n | - - | - - | 5 1% | 3 * |
| 1 | (1) 5 * | - - | - - | 1 * | 1 * | - - | 1 1% | - - | 2 1% | - - | - - | 1 * | 1 * | 3 1% l | 1 * | 1 * | 3 1% o | - - | - - | 3 * | 2 * |

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j - k/l/m - n/o/p - r/s/t

* small base

Trust in Charities 2018

ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 126

Q23. Thinking of charities you know about, how important is each of the following in deciding whether you trust them? Please use a scale of 0-10 where 10 means extremely important and 0 means not important at all.

Base: All respondents

Efficient use of resources

| | Total | Region | | | | | | | | | | Trust in Charities | | | Trust in Charities II | | | Importance of Charities | Change in trust | | |
|--------------------------|-------|------------------|--------------------|----------------------------|---------------------|-------------------|-------------------|-----------------|-------------------|-------------------|-------------------|--------------------|-------------------|------------------|-----------------------|-------------------|------------------|-------------------------|-------------------|--------------------|---------------------|
| | | North East (a) | North West (b) | Yorkshire & Humberside (c) | West Midlands (d) | East Midlands (e) | Wales (f) | East-ern (g) | London (h) | South East (i) | South West (j) | 8-10 (k) | 3-7 (l) | 0-2 (m) | 7-10 (n) | 4-6 (o) | 0-3 (p) | Essential | In-creased (r) | De-creased (s) | Stayed the same (t) |
| Weighted base | 2059 | 102* | 265 | 204 | 204 | 183 | 122 | 204 | 285 | 285 | 204 | 356 | 1476 | 228 | 759 | 907 | 392 | 419 | 97* | 929 | 983 |
| Not important at all (0) | 3 | - | 1 | - | - | - | 1 | - | - | - | 1 | - | - | 3 | - | - | 3 | - | - | 1 | 2 |
| | * | - | * | - | - | - | 1% | - | - | - | 1% | - | - | 1%kl | - | - | 1%no | - | - | * | * |
| NET: 8-10 | 1499 | 80 | 186 | 134 | 157 | 133 | 98 | 147 | 203 | 206 | 155 | 287 | 1039 | 173 | 592 | 618 | 289 | 362 | 62 | 719 | 698 |
| | 73% | 78% ^c | 70% | 66% | 77% ^c | 73% | 80% ^{bc} | 72% | 71% | 72% | 76% ^c | 81% ^l | 70% | 76% | 78% ^o | 68% | 74% | 86% | 64% | 77% ^{rt} | 71% |
| NET: 4-7 | 470 | 16 | 70 | 59 | 36 | 45 | 17 | 46 | 69 | 70 | 43 | 58 | 381 | 31 | 147 | 252 | 71 | 50 | 32 | 183 | 240 |
| | 23% | 16% | 26% ^{adf} | 29% ^{adf} | 18% | 25% ^f | 14% | 22% | 24% ^f | 24% ^f | 21% | 16% | 26% ^{km} | 14% | 19% | 28% ^{np} | 18% | 12% | 33% ^s | 20% | 24% ^s |
| NET: 0-3 | 26 | 3 | 1 | 3 | 3 | 2 | 4 | 5 | 3 | 1 | 1 | 2 | 12 | 12 | 2 | 9 | 15 | 2 | 3 | 15 | 8 |
| | 1% | 3% ^{bi} | * | 2% | 1% | 1% | 4% ^{bi} | 2% ⁱ | 1% | * | 1% | 1% | 1% | 5% ^{kl} | * | 1% | 4% ^{no} | * | 3% | 2% | 1% |
| NET: 7-10 | 1733 | 87 | 216 | 156 | 178 | 159 | 110 | 170 | 234 | 244 | 179 | 321 | 1226 | 186 | 679 | 734 | 320 | 389 | 75 | 808 | 826 |
| | 84% | 85% | 82% | 77% | 87% ^c | 87% ^c | 90% ^c | 83% | 82% | 86% ^c | 88% ^c | 90% ^{lm} | 83% | 81% | 89% ^{op} | 81% | 82% | 93% | 77% | 87% ^{rt} | 84% |
| NET: 4-6 | 237 | 9 | 40 | 37 | 14 | 20 | 6 | 23 | 38 | 31 | 19 | 23 | 195 | 18 | 60 | 137 | 40 | 23 | 20 | 94 | 112 |
| | 11% | 8% | 15% ^{df} | 18% ^{adefg} | 7% | 11% | 5% | 11% | 13% ^{df} | 11% | 9% | 7% | 13% ^{km} | 8% | 8% | 15% ^{np} | 10% | 5% | 20% st | 10% | 11% |
| NET: 0-3 | 26 | 3 | 1 | 3 | 3 | 2 | 4 | 5 | 3 | 1 | 1 | 2 | 12 | 12 | 2 | 9 | 15 | 2 | 3 | 15 | 8 |
| | 1% | 3% ^{bi} | * | 2% | 1% | 1% | 4% ^{bi} | 2% ⁱ | 1% | * | 1% | 1% | 1% | 5% ^{kl} | * | 1% | 4% ^{no} | * | 3% | 2% | 1% |
| Don't know | 63 | 3 | 8 | 7 | 8 | 3 | 2 | 7 | 11 | 9 | 5 | 9 | 43 | 12 | 19 | 28 | 17 | 5 | - | 12 | 37 |
| | 3% | 3% | 3% | 3% | 4% | 1% | 2% | 3% | 4% | 3% | 2% | 3% | 3% | 5% | 2% | 3% | 4% | 1% | - | 1% | 4% ^s |
| Mean | 8.38 | 8.35 | 8.30 | 8.05 | 8.61 ^{cgh} | 8.35 | 8.62 ^c | 8.25 | 8.28 | 8.47 ^c | 8.59 ^c | 8.64 ⁱ | 8.31 | 8.43 | 8.53 ^o | 8.25 | 8.37 | 8.94 | 7.75 | 8.54 ^{rt} | 8.31 ^r |
| Standard deviation | 1.71 | 1.77 | 1.69 | 1.91 | 1.61 | 1.71 | 1.86 | 1.75 | 1.68 | 1.57 | 1.60 | 1.43 | 1.66 | 2.26 | 1.43 | 1.74 | 2.07 | 1.35 | 1.78 | 1.72 | 1.64 |
| Standard error | 0.04 | 0.18 | 0.11 | 0.13 | 0.12 | 0.13 | 0.17 | 0.12 | 0.10 | 0.09 | 0.12 | 0.08 | 0.04 | 0.15 | 0.05 | 0.06 | 0.11 | 0.07 | 0.18 | 0.06 | 0.05 |

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j - k/l/m - n/o/p - r/s/t

* small base

Trust in Charities 2018
ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 127

Q23. Thinking of charities you know about, how important is each of the following in deciding whether you trust them? Please use a scale of 0-10 where 10 means extremely important and 0 means not important at all.

Base: All respondents

Efficient use of resources

| | | Heard of the CC | | Knowledge of CC | | Importance of CC | |
|----------------------|------|-----------------|-------------------------|-------------------------|----------------------|------------------------------|------------|
| | | Total | Yes (a) | No (b) | Very/Fairly well (c) | Not at all/Not very well (d) | Essential |
| Unweighted base | | 2059 | 1077 | 982 | 272 | 755 | 1015 |
| Weighted base | | 2059 | 1072 | 987 | 267 | 756 | 1013 |
| Extremely important | (10) | 688 33% | 414 39% ^b | 274 28% | 101 38% | 293 39% | 477 47% |
| 9 | (9) | 386 19% | 234 22% ^b | 152 15% | 51 19% | 172 23% | 196 19% |
| 8 | (8) | 425 21% | 219 20% | 206 21% | 54 20% | 157 21% | 177 17% |
| 7 | (7) | 234 11% | 97 9% | 137 14% ^a | 29 11% | 61 8% | 87 9% |
| 6 | (6) | 119 6% | 45 4% | 74 8% ^a | 13 5% | 30 4% | 26 3% |
| 5 | (5) | 92 4% | 29 3% | 63 6% ^a | 10 4% | 19 3% | 27 3% |
| 4 | (4) | 26 1% | 9 1% | 17 2% | 3 1% | 5 1% | 5 * |
| 3 | (3) | 10 * | 4 * | 5 1% | 2 1% | 2 * | 3 * |
| 2 | (2) | 9 * | 6 1% | 3 * | - | 6 1% | 3 * |
| 1 | (1) | 5 * | 2 * | 3 * | 1 * | 1 * | 1 * |
| Not important at all | (0) | 3 * | - | 3 * | - | - | - |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d

Prepared by Populus

Trust in Charities 2018
ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 127

Q23. Thinking of charities you know about, how important is each of the following in deciding whether you trust them? Please use a scale of 0-10 where 10 means extremely important and 0 means not important at all.

Base: All respondents

Efficient use of resources

| | <u>Heard of the CC</u> | | <u>Knowledge of CC</u> | | <u>Importance of CC</u> | |
|--------------------|------------------------|-------------------------|-------------------------|------------------------|------------------------------|------------|
| | Total | Yes (a) | No (b) | Very/Fairly well (c) | Not at all/Not very well (d) | Essential |
| Weighted base | 2059 | 1072 | 987 | 267 | 756 | 1013 |
| NET: 8-10 | 1499 73% | 867 81% ^b | 632 64% | 206 77% | 622 82% | 851 84% |
| NET: 4-7 | 470 23% | 180 17% | 290 29% ^a | 56 21% ^d | 115 15% | 145 14% |
| NET: 0-3 | 26 1% | 12 1% | 14 1% | 3 1% | 9 1% | 7 1% |
| NET: 7-10 | 1733 84% | 964 90% ^b | 769 78% | 236 88% | 683 90% | 937 93% |
| NET: 4-6 | 237 11% | 83 8% | 153 16% ^a | 26 10% | 54 7% | 58 6% |
| NET: 0-3 | 26 1% | 12 1% | 14 1% | 3 1% | 9 1% | 7 1% |
| Don't know | 63 3% | 13 1% | 50 5% ^a | 2 1% | 10 1% | 10 1% |
| Mean | 8.38 | 8.64 ^b | 8.08 | 8.52 | 8.68 | 8.87 |
| Standard deviation | 1.71 | 1.55 | 1.82 | 1.63 | 1.53 | 1.45 |
| Standard error | 0.04 | 0.05 | 0.06 | 0.10 | 0.06 | 0.05 |

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d

Trust in Charities 2018

ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 128

Q23. Thinking of charities you know about, how important is each of the following in deciding whether you trust them? Please use a scale of 0-10 where 10 means extremely important and 0 means not important at all.

Base: All respondents

Being well governed and well managed

| | Total | Gender | | Age | | | | | | Age II | | Age III | | Social Grade | | | | Working Status | | Ethnicity | |
|--------------------------|----------------|------------|-------------|---------------|---------------|--------------|--------------|-----------------------|------------------------|-------------|----------------------|------------------|---------------------|--------------|-------------|------------------|--------------|-------------------|---------------------|-------------|-------------------|
| | | Male (a) | Female (b) | 18-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-64 (g) | 65+ (h) | 18-34 (i) | 35+ (j) | 18-44 (k) | 45+ (l) | AB (m) | C1 (n) | C2 (o) | DE (p) | Working (q) | Not working (r) | White (s) | Non White (t) |
| Unweighted base | 2059 | 1059 | 1000 | 265 | 310 | 370 | 368 | 290 | 456 | 575 | 1484 | 945 | 1114 | 580 | 592 | 404 | 483 | 1116 | 943 | 1867 | 176 |
| Weighted base | 2059 | 1009 | 1050 | 247 | 330 | 391 | 350 | 309 | 432 | 577 | 1482 | 968 | 1091 | 562 | 603 | 437 | 457 | 1153 | 906 | 1874 | 170 |
| Extremely important (10) | 627 30% | 276 27% | 351 33%a | 39 16% | 61 19% | 103 26%cd | 112 32%cd | 129 42%cdef | 183 42%cdef | 100 17% | 528 36%i | 203 21% | 425 39%k | 156 28% | 170 28% | 145 33% | 157 34%mn | 302 26% | 326 36%q | 579 31% | 43 25% |
| 9 | (9) 383 19% | 201 20% | 183 17% | 23 9% | 44 13% | 67 17%c | 76 22%cd | 71 23%cd | 103 24%cde | 66 11% | 317 21%i | 133 14% | 250 23%k | 104 19% | 112 18% | 80 18% | 87 19% | 207 18% | 176 19% | 358 19% | 24 14% |
| 8 | (8) 469 23% | 234 23% | 235 22% | 77 31%fgh | 85 26%gh | 103 26%gh | 79 22%g | 48 15% | 78 18% | 162 28%j | 307 21% | 265 27%l | 204 19% | 156 28%op | 141 23% | 82 19% | 91 20% | 283 25%r | 186 20% | 421 22% | 47 28% |
| 7 | (7) 251 12% | 131 13% | 120 11% | 46 19%efgh | 57 17%fgh | 50 13%h | 35 10% | 27 9% | 35 8% | 103 18%j | 147 10% | 153 16%l | 97 9% | 82 15%op | 83 14%op | 42 10% | 44 10% | 151 13% | 99 11% | 231 12% | 16 9% |
| 6 | (6) 122 6% | 62 6% | 60 6% | 28 11%efgh | 35 11%efgh | 19 5% | 16 4% | 11 4% | 14 3% | 62 11%j | 60 4% | 81 8%l | 41 4% | 32 6% | 46 8%p | 23 5% | 20 4% | 76 7% | 46 5% | 107 6% | 14 8% |
| 5 | (5) 92 4% | 44 4% | 48 5% | 18 7%gh | 17 5% | 23 6%gh | 15 4% | 8 3% | 11 3% | 35 6%j | 58 4% | 58 6%l | 34 3% | 18 3% | 18 3% | 32 7%mn | 24 5% | 55 5% | 37 4% | 77 4% | 14 8% s |
| 4 | (4) 31 1% | 18 2% | 13 1% | 6 3%gh | 9 3%gh | 9 2%h | 5 1%h | 1 * | 1 * | 15 3%j | 16 1% | 23 2%l | 7 1% | 6 1% | 10 2% | 7 2% | 8 2% | 26 2% r | 5 1% | 27 1% | 4 2% |
| 3 | (3) 10 * | 7 1% | 3 * | 2 1% | 2 1% | 2 1% | 2 1% | - * | 1 * | 4 1% | 6 * | 6 1% | 3 * | 2 * | 3 1% | 4 1% | 1 * | 8 1% | 1 * | 9 * | 1 1% |
| 2 | (2) 6 * | 5 * | 1 * | - * | 3 1% | - * | 1 * | - * | 2 * | 3 1% | 3 * | 3 * | 3 * | - * | 1 * | 3 1% m | 2 * | 2 * | 4 * | 6 * | - * |
| 1 | (1) 2 * | 1 * | 1 * | - * | - * | - * | 1 * | 1 * | - * | - * | 2 * | - * | 2 * | 1 * | 1 * | - * | - * | 2 * | - * | 2 * | - * |
| Not important at all (0) | 5 * | 4 * | 1 * | 1 * | 1 * | 3 1% | - * | - * | - * | 2 * | 3 * | 5 1% l | - * | 2 * | - * | 1 * | 2 * | 4 * | 1 * | 3 * | 2 1% s |
| NET: 8-10 | 1480 72% | 711 70% | 769 73% | 138 56% | 190 58% | 273 70%cd | 266 76%cd | 248 80% cde | 364 84% cdef | 328 57% | 1152 78% i | 601 62% | 879 81% k | 416 74% | 422 70% | 308 70% | 335 73% | 792 69% | 688 76% q | 1357 72% | 115 67% |

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j - k/l - m/n/o/p - q/r - s/t

Trust in Charities 2018

ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 128

Q23. Thinking of charities you know about, how important is each of the following in deciding whether you trust them? Please use a scale of 0-10 where 10 means extremely important and 0 means not important at all.

Base: All respondents

Being well governed and well managed

| | Gender | | Age | | | | | | Age II | | Age III | | Social Grade | | | | Working Status | | Ethnicity | | |
|--------------------|-------------|------------|------------|---------------|----------------|--------------|--------------|---------------|----------------|-------------|--------------|-------------|--------------|---------------|------------|------------|----------------|-------------|-----------------|--------------|---------------|
| | Total | Male (a) | Female (b) | 18-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-64 (g) | 65+ (h) | 18-34 (i) | 35+ (j) | 18-44 (k) | 45+ (l) | AB (m) | C1 (n) | C2 (o) | DE (p) | Working (q) | Not working (r) | White (s) | Non White (t) |
| Weighted base | 2059 | 1009 | 1050 | 247 | 330 | 391 | 350 | 309 | 432 | 577 | 1482 | 968 | 1091 | 562 | 603 | 437 | 457 | 1153 | 906 | 1874 | 170 |
| NET: 4-7 | 496 24% | 255 25% | 241 23% | 98 40%efgh | 117 36%efgh | 101 26%gh | 71 20%h | 47 15% | 62 14% | 215 37%j | 281 19% | 316 33%l | 180 16% | 138 25% | 157 26% | 104 24% | 96 21% | 309 27%r | 186 21% | 443 24% | 48 28% |
| NET: 0-3 | 23 1% | 16 2%b | 7 1% | 3 1% | 6 2% | 5 1% | 4 1% | 1 * | 3 1% | 9 2% | 14 1% | 15 2% | 8 1% | 5 1% | 5 1% | 8 2% | 5 1% | 17 1% | 6 1% | 20 1% | 3 2% |
| NET: 7-10 | 1730 84% | 841 83% | 889 85% | 184 75% | 247 75% | 323 82%cd | 302 86%cd | 275 89%cde | 400 93%cdef | 431 75% | 1299 88%i | 754 78% | 976 89%k | 498 89%nop | 505 84% | 349 80% | 378 83% | 943 82% | 787 87%q | 1588 85%t | 131 77% |
| NET: 4-6 | 245 12% | 124 12% | 121 12% | 52 21%efgh | 60 18%fgh | 51 13%gh | 35 10%h | 20 7% | 26 6% | 112 19%j | 133 9% | 163 17%l | 82 8% | 56 10% | 74 12% | 63 14%m | 52 11% | 158 14%r | 87 10% | 212 11% | 32 19%st |
| NET: 0-3 | 23 1% | 16 2%b | 7 1% | 3 1% | 6 2% | 5 1% | 4 1% | 1 * | 3 1% | 9 2% | 14 1% | 15 2% | 8 1% | 5 1% | 5 1% | 8 2% | 5 1% | 17 1% | 6 1% | 20 1% | 3 2% |
| Don't know | 60 3% | 27 3% | 33 3% | 8 3%h | 16 5%h | 12 3%h | 9 3%h | 12 4%h | 3 1% | 24 4%j | 36 2% | 36 4%l | 24 2% | 3 1% | 19 3%m | 17 4%m | 22 5%m | 35 3% | 26 3% | 55 3% | 5 3% |
| Mean | 8.30 | 8.20 | 8.40a | 7.59 | 7.74 | 8.12cd | 8.43cde | 8.82cde f | 8.82cde f | 7.67 | 8.54i | 7.85 | 8.69k | 8.29 | 8.26 | 8.27 | 8.41 | 8.12 | 8.53q | 8.34t | 7.92 |
| Standard deviation | 1.68 | 1.74 | 1.62 | 1.68 | 1.77 | 1.78 | 1.63 | 1.44 | 1.42 | 1.73 | 1.60 | 1.76 | 1.51 | 1.57 | 1.61 | 1.86 | 1.75 | 1.75 | 1.56 | 1.66 | 1.93 |
| Standard error | 0.04 | 0.05 | 0.05 | 0.11 | 0.10 | 0.09 | 0.09 | 0.09 | 0.07 | 0.07 | 0.04 | 0.06 | 0.05 | 0.07 | 0.07 | 0.09 | 0.08 | 0.05 | 0.05 | 0.04 | 0.15 |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j - k/l - m/n/o/p - q/r - s/t

Trust in Charities 2018

ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 129

Q23. Thinking of charities you know about, how important is each of the following in deciding whether you trust them? Please use a scale of 0-10 where 10 means extremely important and 0 means not important at all.

Base: All respondents

Being well governed and well managed

| | Total | Region | | | | | | | | | | Trust in Charities | | | Trust in Charities II | | | Importance of Charities | Change in trust | | |
|--------------------------|----------------|----------------|----------------|------------------------|-------------------|-------------------|-------------|--------------------|------------|----------------|----------------|--------------------|--------------|--------------|-----------------------|-------------|--------------|-------------------------|-----------------|----------------|---------------------|
| | | North East (a) | North West (b) | Yorkshire & Humber (c) | West Midlands (d) | East Midlands (e) | Wales (f) | East of London (g) | London (h) | South East (i) | South West (j) | 8-10 (k) | 3-7 (l) | 0-2 (m) | 7-10 (n) | 4-6 (o) | 0-3 (p) | Essential | In-creased (r) | De-creased (s) | Stayed the same (t) |
| Unweighted base | 2059 | 95 | 244 | 217 | 204 | 166 | 120 | 235 | 303 | 301 | 174 | 359 | 1472 | 228 | 759 | 909 | 391 | 419 | 98 | 931 | 982 |
| Weighted base | 2059 | 102* | 265 | 204 | 204 | 183 | 122 | 204 | 285 | 285 | 204 | 356 | 1476 | 228 | 759 | 907 | 392 | 419 | 97* | 929 | 983 |
| Extremely important (10) | 627 30% | 26 26% | 79 30% | 56 27% | 70 34% | 54 29% | 46 38%ci | 64 31% | 86 30% | 78 27% | 68 34% | 113 32% | 405 27% | 109 48%kl | 215 28% | 257 28% | 155 40%no | 190 45% | 18 19% | 350 38%rt | 250 25% |
| 9 | (9) 383 19% | 22 21% | 42 16% | 29 14% | 37 18% | 37 20% | 26 21% | 34 17% | 47 16% | 59 21% | 50 25%bch | 76 21%m | 276 19% | 31 14% | 170 22%op | 154 17% | 60 15% | 86 21% | 9 9% | 166 18%r | 207 21%r |
| 8 | (8) 469 23% | 28 28%j | 61 23% | 47 23% | 44 22% | 46 25%j | 25 21% | 47 23% | 72 25%j | 65 23% | 33 16% | 97 27%m | 343 23%m | 28 12% | 201 26%p | 207 23%p | 61 16% | 90 21% | 36 37%st | 197 21% | 228 23% |
| 7 | (7) 251 12% | 11 11% | 33 12% | 28 14% | 30 15% | 24 13% | 11 9% | 23 11% | 36 13% | 35 12% | 20 10% | 30 8% | 206 14%km | 15 7% | 90 12% | 122 13% | 39 10% | 29 7% | 13 13% | 103 11% | 129 13% |
| 6 | (6) 122 6% | 5 5% | 22 8%f | 13 7%f | 7 4% | 10 5% | 2 2% | 16 8%f | 17 6% | 21 7%f | 9 5% | 18 5% | 99 7%m | 6 2% | 40 5% | 65 7% | 17 4% | 9 2% | 8 9% | 42 4% | 68 7% s |
| 5 | (5) 92 4% | 2 2% | 16 6% | 13 6% | 8 4% | 6 3% | 3 2% | 9 4% | 11 4% | 13 5% | 13 6% | 11 3% | 69 5% | 12 5% | 20 3% | 56 6%n | 15 4% | 8 2% | 7 8% | 37 4% | 43 4% |
| 4 | (4) 31 1% | 2 2%d | 2 1% | 9 4%bdgj | - | 2 1% | 2 2% | 1 1% | 5 2% | 4 1% | 4 2% | 5 1% | 22 1% | 4 2% | 7 1% | 12 1% | 12 3%no | 5 1% | 5 5%t | 16 2% | 10 1% |
| 3 | (3) 10 * | 1 1% | - | 1 1% | 2 1% | 2 1% | 2 2%bh | - | - | 1 * | - | - | 7 1% | 2 1% | 1 * | 4 * | 4 1%n | - | - | 1 * | 7 1% |
| 2 | (2) 6 * | 1 1% | - | - | - | 2 1% | - | 1 * | - | 1 * | 1 * | - | 3 * | 3 1%kl | - | 1 * | 5 1%no | - | - | 4 * | 2 * |
| 1 | (1) 2 * | - | - | - | - | - | 1 1% | 1 1% | - | - | - | - | 1 * | 1 1% | - | 1 * | 1 * | - | - | 2 * | - |

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j - k/l/m - n/o/p - r/s/t
 * small base

Trust in Charities 2018

ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 129

Q23. Thinking of charities you know about, how important is each of the following in deciding whether you trust them? Please use a scale of 0-10 where 10 means extremely important and 0 means not important at all.

Base: All respondents

Being well governed and well managed

| | Total | Region | | | | | | | | | | Trust in Charities | | | Trust in Charities II | | | Importance of Charities | Change in trust | | |
|--------------------------|-------------|----------------|----------------|----------------------------|-------------------|-------------------|--------------|--------------|------------|----------------|----------------|--------------------|--------------|------------|-----------------------|--------------|------------|-------------------------|-----------------|----------------|---------------------|
| | | North East (a) | North West (b) | Yorkshire & Humberside (c) | West Midlands (d) | East Midlands (e) | Wales (f) | East-ern (g) | London (h) | South East (i) | South West (j) | 8-10 (k) | 3-7 (l) | 0-2 (m) | 7-10 (n) | 4-6 (o) | 0-3 (p) | Essential | In-creased (r) | De-creased (s) | Stayed the same (t) |
| Weighted base | 2059 | 102* | 265 | 204 | 204 | 183 | 122 | 204 | 285 | 285 | 204 | 356 | 1476 | 228 | 759 | 907 | 392 | 419 | 97* | 929 | 983 |
| Not important at all (0) | 5* | 1 1% | 1* | - | - | - | 1 1% | - | 1* | - | 1 1% | - | - | 5 2%kl | - | - | 5 1%no | - | 1 1% | 1* | 3* |
| NET: 8-10 | 1480 72% | 76 75% | 183 69% | 132 65% | 151 74% | 137 75%c | 97 79%bc | 145 71% | 205 72% | 202 71% | 151 74% | 287 81%l | 1025 69% | 168 74% | 585 77%op | 618 68% | 276 70% | 367 88% | 63 65% | 712 77%rt | 685 70% |
| NET: 4-7 | 496 24% | 21 20% | 72 27%f | 63 31%df | 45 22% | 42 23% | 18 15% | 49 24%f | 68 24%f | 72 25%f | 46 22% | 63 18% | 395 27%km | 37 16% | 158 21% | 255 28%np | 83 21% | 51 12% | 33 34%st | 198 21% | 250 25%st |
| NET: 0-3 | 23 1% | 3 3% | 1* | 1 1% | 2 1% | 5 3%h | 4 3%bhi | 2 1% | 1* | 2 1% | 2 1% | - | 12 1% | 11 5%kl | 1* | 6 1% | 16 4%no | - | 1 1% | 9 1% | 12 1% |
| NET: 7-10 | 1730 84% | 87 86% | 216 81% | 161 79% | 180 88%bc | 161 88%c | 109 89%bc | 168 83% | 241 84% | 237 83% | 171 84% | 317 89%lm | 1231 83% | 183 80% | 675 89%op | 740 82% | 315 80% | 396 95% | 76 78% | 815 88%rt | 814 83% |
| NET: 4-6 | 245 12% | 9 9% | 39 15%df | 35 17%def | 16 8% | 18 10% | 7 5% | 26 13%f | 32 11% | 38 13%f | 26 13%f | 34 9% | 189 13% | 22 10% | 68 9% | 133 15%n | 44 11% | 22 5% | 20 21%st | 95 10% | 121 12% |
| NET: 0-3 | 23 1% | 3 3% | 1* | 1 1% | 2 1% | 5 3%h | 4 3%bhi | 2 1% | 1* | 2 1% | 2 1% | - | 12 1% | 11 5%kl | 1* | 6 1% | 16 4%no | - | 1 1% | 9 1% | 12 1% |
| Don't know | 60 3% | 2 2% | 9 3%e | 7 4%e | 6 3%e | - | 3 3%e | 8 4%e | 11 4%e | 9 3%e | 5 2% | 5 2% | 44 3% | 11 5%k | 15 2% | 28 3% | 17 4%n | 1* | - | 11 1% | 37 4%st |
| Mean | 8.30 | 8.20 | 8.24 | 8.04 | 8.49c | 8.27 | 8.52c | 8.32 | 8.32 | 8.27 | 8.40c | 8.53l | 8.23 | 8.42 | 8.45o | 8.19 | 8.28 | 8.90 | 7.68 | 8.49rt | 8.22r |
| Standard deviation | 1.68 | 1.79 | 1.67 | 1.78 | 1.52 | 1.71 | 1.88 | 1.66 | 1.61 | 1.60 | 1.79 | 1.42 | 1.62 | 2.34 | 1.40 | 1.66 | 2.17 | 1.32 | 1.79 | 1.67 | 1.64 |
| Standard error | 0.04 | 0.19 | 0.11 | 0.12 | 0.11 | 0.13 | 0.17 | 0.11 | 0.09 | 0.09 | 0.14 | 0.08 | 0.04 | 0.16 | 0.05 | 0.06 | 0.11 | 0.06 | 0.18 | 0.06 | 0.05 |

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j - k/l/m - n/o/p - r/s/t

* small base

Trust in Charities 2018
ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 130

Q23. Thinking of charities you know about, how important is each of the following in deciding whether you trust them? Please use a scale of 0-10 where 10 means extremely important and 0 means not important at all.

Base: All respondents

Being well governed and well managed

| | | Heard of the CC | | Knowledge of CC | | Importance of CC | |
|---------------------|------|-----------------|-------------------------|-----------------------|----------------------|------------------------------|------------|
| | | Total | Yes (a) | No (b) | Very/Fairly well (c) | Not at all/Not very well (d) | Essential |
| Unweighted base | | 2059 | 1077 | 982 | 272 | 755 | 1015 |
| Weighted base | | 2059 | 1072 | 987 | 267 | 756 | 1013 |
| Extremely important | (10) | 627 30% | 384 36% ^b | 244 25% | 97 36% | 265 35% | 449 44% |
| 9 | (9) | 383 19% | 223 21% ^b | 160 16% | 58 22% | 157 21% | 216 21% |
| 8 | (8) | 469 23% | 231 22% | 238 24% | 56 21% | 166 22% | 206 20% |
| 7 | (7) | 251 12% | 128 12% | 123 12% | 30 11% | 91 12% | 77 8% |
| 6 | (6) | 122 6% | 41 4% | 81 8% ^a | 16 6% | 25 3% | 28 3% |
| 5 | (5) | 92 4% | 35 3% | 57 6% ^a | 6 2% | 28 4% | 17 2% |
| 4 | (4) | 31 1% | 8 1% | 23 2% ^a | 3 1% | 4 * | 8 1% |
| 3 | (3) | 10 * | 6 1% | 4 * | - - | 6 1% | 4 * |
| 2 | (2) | 6 * | 2 * | 4 * | - - | 2 * | - - |
| 1 | (1) | 2 * | 2 * | - - | - - | 2 * | - - |

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d

Prepared by Populus

Trust in Charities 2018
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Absolutes/col percents

Table 130

Q23. Thinking of charities you know about, how important is each of the following in deciding whether you trust them? Please use a scale of 0-10 where 10 means extremely important and 0 means not important at all.

Base: All respondents

Being well governed and well managed

| | Total | Heard of the CC | | Knowledge of CC | | Importance of CC |
|--------------------------|-------------|-----------------|-------------|----------------------|------------------------------|------------------|
| | | Yes (a) | No (b) | Very/Fairly well (c) | Not at all/Not very well (d) | Essential |
| Weighted base | 2059 | 1072 | 987 | 267 | 756 | 1013 |
| Not important at all (0) | 5* | - | 5 1%a | - | - | 1* |
| NET: 8-10 | 1480 72% | 837 78%b | 643 65% | 211 79% | 588 78% | 871 86% |
| NET: 4-7 | 496 24% | 212 20% | 284 29%a | 55 21% | 147 19% | 129 13% |
| NET: 0-3 | 23 1% | 10 1% | 12 1% | - - | 10 1% | 5* |
| NET: 7-10 | 1730 84% | 965 90%b | 765 78% | 241 90% | 678 90% | 948 94% |
| NET: 4-6 | 245 12% | 84 8% | 161 16%a | 25 9% | 56 7% | 52 5% |
| NET: 0-3 | 23 1% | 10 1% | 12 1% | - - | 10 1% | 5* |
| Don't know | 60 3% | 13 1% | 48 5%a | 1 * | 11 1% | 8 1% |
| Mean | 8.30 | 8.55b | 8.02 | 8.60 | 8.52 | 8.87 |
| Standard deviation | 1.68 | 1.54 | 1.79 | 1.44 | 1.58 | 1.37 |
| Standard error | 0.04 | 0.05 | 0.06 | 0.09 | 0.06 | 0.04 |

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d

Trust in Charities 2018

ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 131

Q23. Thinking of charities you know about, how important is each of the following in deciding whether you trust them? Please use a scale of 0-10 where 10 means extremely important and 0 means not important at all.

Base: All respondents

Being capable, expert and skilled

| | Total | Gender | | Age | | | | | | Age II | | Age III | | Social Grade | | | | Working Status | | Ethnicity | |
|----------------------|-----------------|------------|-------------|---------------|---------------|--------------|--------------|--------------|--------------|-------------|-------------|-------------|-------------|--------------|------------|------------|------------|----------------|-----------------|-------------|---------------|
| | | Male (a) | Female (b) | 18-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-64 (g) | 65+ (h) | 18-34 (i) | 35+ (j) | 18-44 (k) | 45+ (l) | AB (m) | C1 (n) | C2 (o) | DE (p) | Working (q) | Not working (r) | White (s) | Non White (t) |
| Unweighted base | 2059 | 1059 | 1000 | 265 | 310 | 370 | 368 | 290 | 456 | 575 | 1484 | 945 | 1114 | 580 | 592 | 404 | 483 | 1116 | 943 | 1867 | 176 |
| Weighted base | 2059 | 1009 | 1050 | 247 | 330 | 391 | 350 | 309 | 432 | 577 | 1482 | 968 | 1091 | 562 | 603 | 437 | 457 | 1153 | 906 | 1874 | 170 |
| Extremely important | (10) 465 23% | 199 20% | 266 25%a | 31 12% | 48 15% | 71 18% | 81 23%cd | 101 33%cd | 133 31%cd | 78 14% | 387 26%i | 149 15% | 316 29%k | 120 21% | 130 22% | 104 24% | 110 24% | 213 18% | 252 28%q | 430 23% | 31 18% |
| 9 | (9) 307 15% | 166 16% | 141 13% | 25 10% | 40 12% | 49 12% | 53 15% | 56 18%cde | 85 20%cde | 65 11% | 242 16%i | 114 12% | 193 18%k | 86 15% | 99 16% | 58 13% | 65 14% | 161 14% | 146 16% | 277 15% | 29 17% |
| 8 | (8) 505 25% | 251 25% | 253 24% | 70 28%d | 67 20% | 102 26% | 94 27% | 69 22% | 102 24% | 137 24% | 367 25% | 239 25% | 265 24% | 150 27% | 154 25% | 98 23% | 103 22% | 294 25% | 211 23% | 467 25% | 36 21% |
| 7 | (7) 376 18% | 192 19% | 185 18% | 56 23%fgh | 71 22%gh | 87 22%fgh | 56 16% | 42 14% | 64 15% | 128 22%j | 249 17% | 215 22%l | 162 15% | 120 21%o | 103 17% | 69 16% | 84 18% | 233 20%r | 144 16% | 346 18% | 27 16% |
| 6 | (6) 149 7% | 76 7% | 73 7% | 28 11%efgh | 40 12%efgh | 26 7% | 24 7% | 15 5% | 17 4% | 68 12%j | 81 5% | 94 10%l | 55 5% | 50 9%p | 41 7% | 33 8% | 25 5% | 97 8%r | 52 6% | 129 7% | 19 11%st |
| 5 | (5) 133 6% | 56 6% | 77 7% | 21 9%gh | 31 9%gh | 25 6% | 25 7% | 12 4% | 18 4% | 52 9%j | 81 5% | 78 8%l | 55 5% | 22 4% | 40 7%lm | 36 8%lm | 34 7%lm | 77 7% | 56 6% | 116 6% | 16 10% |
| 4 | (4) 28 1% | 14 1% | 13 1% | 6 2%gh | 7 2%h | 9 2%gh | 3 1% | 1 * | 2 * | 12 2%j | 15 1% | 22 2%l | 6 1% | 6 1% | 10 2% | 7 2% | 5 1% | 23 2%r | 5 1% | 24 1% | 4 2% |
| 3 | (3) 9 * | 6 1% | 3 * | 1 * | 2 1% | 1 * | 3 1% | - * | 2 * | 3 1% | 6 * | 5 * | 4 * | 1 * | 2 1% | 4 1% | 3 1% | 5 * | 4 * | 8 * | 1 1% |
| 2 | (2) 8 * | 6 1% | 2 * | 1 * | 2 1% | 2 1% | 2 1% | - * | 1 * | 3 1% | 5 * | 5 1% | 3 * | 3 1% | 3 1% | 2 * | - * | 6 1% | 2 * | 6 * | 2 1% |
| 1 | (1) 2 * | 2 * | - * | - * | - * | - * | 1 * | 1 * | - * | - * | 2 * | - * | 2 * | 1 * | - * | 1 * | - * | 2 * | - * | 2 * | - * |
| Not important at all | (0) 4 * | 3 * | 1 * | 1 * | 2 1% | 1 * | - * | - * | - * | 3 1%j | 1 * | 4 1%l | - * | - * | - * | 2 1% | 2 * | 2 * | 2 * | 4 * | 1 1% |
| NET: 8-10 | 1277 62% | 617 61% | 660 63% | 125 51% | 156 47% | 222 57%cd | 228 65%cd | 226 73%cd | 320 74%cd | 281 49% | 996 67%i | 503 52% | 774 71%k | 356 63% | 383 63% | 260 60% | 278 61% | 668 58% | 609 67%q | 1173 63% | 95 56% |

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j - k/l - m/n/o/p - q/r - s/t

Trust in Charities 2018

ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 131

Q23. Thinking of charities you know about, how important is each of the following in deciding whether you trust them? Please use a scale of 0-10 where 10 means extremely important and 0 means not important at all.

Base: All respondents

Being capable, expert and skilled

| | Gender | | | Age | | | | | | Age II | | Age III | | Social Grade | | | | Working Status | | Ethnicity | |
|--------------------|-------------|-------------------|---------------|------------------------|------------------------|------------------------|----------------------|------------------------|------------------------|----------------------|----------------------|----------------------|---------------------|----------------------|-------------------|-------------------|-------------------|---------------------|-----------------------|----------------------|---------------------|
| | Total | Male (a) | Female (b) | 18-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-64 (g) | 65+ (h) | 18-34 (i) | 35+ (j) | 18-44 (k) | 45+ (l) | AB (m) | C1 (n) | C2 (o) | DE (p) | Working (q) | Not working (r) | White (s) | Non White (t) |
| Weighted base | 2059 | 1009 | 1050 | 247 | 330 | 391 | 350 | 309 | 432 | 577 | 1482 | 968 | 1091 | 562 | 603 | 437 | 457 | 1153 | 906 | 1874 | 170 |
| NET: 4-7 | 686 33% | 338 33% | 348 33% | 111 45% <i>efgh</i> | 149 45% <i>efgh</i> | 148 38% <i>efgh</i> | 107 31% <i>gh</i> | 70 23% | 100 23% | 260 45% <i>ij</i> | 426 29% | 408 42% <i>kl</i> | 278 25% | 198 35% | 195 32% | 146 33% | 147 32% | 430 37% <i>r</i> | 256 28% | 615 33% | 67 39% |
| NET: 0-3 | 24 1% | 17 2% <i>b</i> | 7 1% | 3 1% | 7 2% | 5 1% | 6 2% | 1 * | 3 1% | 10 2% | 14 1% | 14 1% | 10 1% | 5 1% | 5 1% | 9 2% | 5 1% | 16 1% | 8 1% | 20 1% | 4 2% |
| NET: 7-10 | 1653 80% | 809 80% | 845 80% | 181 73% | 227 69% | 309 79% <i>d</i> | 283 81% <i>cd</i> | 268 87% <i>cdef</i> | 384 89% <i>cdef</i> | 408 71% | 1245 84% <i>i</i> | 717 74% | 936 86% <i>k</i> | 476 85% <i>op</i> | 486 81% | 330 75% | 362 79% | 901 78% | 753 83% <i>q</i> | 1519 81% <i>t</i> | 122 72% |
| NET: 4-6 | 309 15% | 146 14% | 164 16% | 55 22% <i>efgh</i> | 77 23% <i>efgh</i> | 61 16% <i>gh</i> | 52 15% <i>gh</i> | 28 9% | 36 8% | 132 23% <i>j</i> | 177 12% | 193 20% <i>l</i> | 116 11% | 78 14% | 91 15% | 77 18% | 64 14% | 197 17% <i>r</i> | 112 12% | 269 14% | 40 23% <i>s</i> |
| NET: 0-3 | 24 1% | 17 2% <i>b</i> | 7 1% | 3 1% | 7 2% | 5 1% | 6 2% | 1 * | 3 1% | 10 2% | 14 1% | 14 1% | 10 1% | 5 1% | 5 1% | 9 2% | 5 1% | 16 1% | 8 1% | 20 1% | 4 2% |
| Don't know | 72 4% | 37 4% | 35 3% | 8 3% | 19 6% <i>fh</i> | 17 4% | 9 3% | 11 4% | 9 2% | 26 5% | 46 3% | 43 4% <i>l</i> | 29 3% | 3 1% | 21 3% <i>m</i> | 22 5% <i>m</i> | 27 6% <i>m</i> | 39 3% | 33 4% | 67 4% | 4 3% |
| Mean | 7.95 | 7.89 | 8.02 | 7.44 | 7.44 | 7.75 <i>cd</i> | 7.98 <i>cd</i> | 8.46 <i>cde</i> f | 8.42 <i>cde</i> f | 7.44 | 8.15 <i>i</i> | 7.57 | 8.29 <i>k</i> | 7.97 | 7.97 | 7.85 | 8.00 | 7.77 | 8.19 <i>q</i> | 7.98 <i>t</i> | 7.60 |
| Standard deviation | 1.69 | 1.72 | 1.67 | 1.66 | 1.81 | 1.69 | 1.71 | 1.52 | 1.50 | 1.75 | 1.63 | 1.73 | 1.59 | 1.57 | 1.64 | 1.89 | 1.72 | 1.71 | 1.65 | 1.67 | 1.91 |
| Standard error | 0.04 | 0.05 | 0.05 | 0.10 | 0.11 | 0.09 | 0.09 | 0.09 | 0.07 | 0.07 | 0.04 | 0.06 | 0.05 | 0.07 | 0.07 | 0.10 | 0.08 | 0.05 | 0.05 | 0.04 | 0.15 |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j - k/l - m/n/o/p - q/r - s/t

Trust in Charities 2018

ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 132

Q23. Thinking of charities you know about, how important is each of the following in deciding whether you trust them? Please use a scale of 0-10 where 10 means extremely important and 0 means not important at all.

Base: All respondents

Being capable, expert and skilled

| | Total | Region | | | | | | | | | | Trust in Charities | | | Trust in Charities II | | | Importance of Charities | Change in trust | | |
|--------------------------|----------------|----------------|----------------|------------------------|-------------------|-------------------------|-------------|--------------|-------------|----------------|----------------|--------------------|-------------|-------------|-----------------------|------------|--------------|-------------------------|-----------------|----------------|---------------------|
| | | North East (a) | North West (b) | Yorkshire & Humber (c) | West Midlands (d) | East Midlands (e) | Wales (f) | East-ern (g) | London (h) | South East (i) | South West (j) | 8-10 (k) | 3-7 (l) | 0-2 (m) | 7-10 (n) | 4-6 (o) | 0-3 (p) | Essential | In-creased (r) | De-creased (s) | Stayed the same (t) |
| Unweighted base | 2059 | 95 | 244 | 217 | 204 | 166 | 120 | 235 | 303 | 301 | 174 | 359 | 1472 | 228 | 759 | 909 | 391 | 419 | 98 | 931 | 982 |
| Weighted base | 2059 | 102* | 265 | 204 | 204 | 183 | 122 | 204 | 285 | 285 | 204 | 356 | 1476 | 228 | 759 | 907 | 392 | 419 | 97* | 929 | 983 |
| Extremely important (10) | 465 23% | 21 21% | 57 21% | 42 21% | 52 26% | 44 24% | 35 28% | 46 22% | 59 21% | 61 21% | 48 23% | 95 27%l | 292 20% | 79 35%kl | 173 23% | 180 20% | 112 28%no | 142 34% | 21 22% | 238 26%t | 200 20% |
| 9 | (9) 307 15% | 17 17% | 38 14% | 23 12% | 39 19%c | 21 11% | 21 17% | 30 15% | 45 16% | 43 15% | 30 15% | 67 19%m | 218 15% | 23 10% | 145 19%op | 120 13% | 43 11% | 83 20% | 14 14% | 144 16% | 147 15% |
| 8 | (8) 505 25% | 28 28% | 66 25% | 54 26% | 45 22% | 42 23% | 27 22% | 55 27% | 66 23% | 67 23% | 55 27% | 104 29%m | 367 25%m | 33 15% | 215 28%op | 214 24% | 76 19% | 110 26% | 22 22% | 218 23% | 255 26% |
| 7 | (7) 376 18% | 18 17% | 50 19% | 30 15% | 35 17% | 49 27%cd fg ij | 20 17% | 28 14% | 63 22%cg | 50 18% | 33 16% | 53 15% | 288 20%k | 36 16% | 132 17% | 183 20% | 61 16% | 48 11% | 20 20% | 165 18% | 183 19% |
| 6 | (6) 149 7% | 6 6% | 21 8% | 19 9% | 10 5% | 14 7% | 5 4% | 14 7% | 18 6% | 31 11%dfh | 13 6% | 15 4% | 126 9%km | 8 4% | 45 6% | 81 9%n | 22 6% | 13 3% | 10 10% | 59 6% | 76 8% |
| 5 | (5) 133 6% | 6 6% | 14 5% | 14 7% | 12 6% | 6 3% | 5 4% | 20 10%ef | 18 6% | 21 8% | 15 8% | 11 3% | 106 7%k | 16 7%k | 24 3% | 76 8%n | 33 8%n | 13 3% | 8 8% | 61 7% | 58 6% |
| 4 | (4) 28 1% | 1 1% | 4 2% | 7 3%hij | 2 1% | 4 2% | 2 2% | 2 1% | 2 1% | 2 1% | 1 1% | 5 1% | 18 1% | 5 2% | 7 1% | 13 1% | 8 2% | 3 1% | 3 3% | 14 1% | 11 1% |
| 3 | (3) 9 * | - - | 2 1% | 3 1% | - - | 2 1% | - - | - - | 1 * | 1 * | - - | 1 * | 6 * | 2 1% | 1 * | 4 * | 4 1%n | 1 * | - - | 7 1%t | 1 * |
| 2 | (2) 8 * | 2 2%bj | - - | 1 1% | 2 1% | 1 1% | - - | 1 * | 1 * | - - | - - | - - | 4 * | 4 2%kl | - - | 4 * | 4 1%n | 2 1% | 1 1% | 5 1% | 2 * |
| 1 | (1) 2 * | - - | - - | - - | - - | - - | 2 2%bghi | - - | - - | - - | - - | - - | 1 * | 1 1% | - - | 1 * | 1 * | - - | - - | 1 * | 1 * |

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j - k/l/m - n/o/p - r/s/t

* small base

Trust in Charities 2018

ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 132

Q23. Thinking of charities you know about, how important is each of the following in deciding whether you trust them? Please use a scale of 0-10 where 10 means extremely important and 0 means not important at all.

Base: All respondents

Being capable, expert and skilled

| | Total | Region | | | | | | | | | | Trust in Charities | | | Trust in Charities II | | | Importance of Charities | Change in trust | | |
|--------------------------|-------------|----------------|----------------|------------------------|-------------------|-------------------|-------------|-------------|-------------|----------------|----------------|--------------------|--------------|------------|-----------------------|--------------|------------|-------------------------|-----------------|----------------|---------------------|
| | | North East (a) | North West (b) | Yorkshire & Humber (c) | West Midlands (d) | East Midlands (e) | Wales (f) | Eastern (g) | London (h) | South East (i) | South West (j) | 8-10 (k) | 3-7 (l) | 0-2 (m) | 7-10 (n) | 4-6 (o) | 0-3 (p) | Essential | In-creased (r) | De-creased (s) | Stayed the same (t) |
| Weighted base | 2059 | 102* | 265 | 204 | 204 | 183 | 122 | 204 | 285 | 285 | 204 | 356 | 1476 | 228 | 759 | 907 | 392 | 419 | 97* | 929 | 983 |
| Not important at all (0) | 4* | - | 2 1% | - | - | - | 1 1% | - | - | - | 1 1% | - | - | 4 2%kl | - | - | 4 1%no | - | - | 1* | 3* |
| NET: 8-10 | 1277 62% | 67 65% | 160 60% | 120 59% | 135 66% | 108 59% | 83 68% | 131 64% | 171 60% | 171 60% | 132 65% | 265 75%lm | 877 59% | 135 59% | 533 70%op | 514 57% | 230 59% | 335 80% | 56 58% | 600 65% | 603 61% |
| NET: 4-7 | 686 33% | 31 30% | 89 34% | 70 34% | 59 29% | 73 40%df | 32 26% | 64 31% | 101 35% | 104 37%f | 62 31% | 84 24% | 537 36%km | 65 28% | 208 27% | 353 39%np | 125 32% | 77 18% | 40 41% | 300 32% | 327 33% |
| NET: 0-3 | 24 1% | 2 2% | 4 2% | 4 2% | 2 1% | 3 2% | 3 3%i | 1* | 2 1% | 1* | 1 1% | 1* | 12 1% | 12 5%kl | 1* | 9 1%n | 14 4%no | 3 1% | 1 1% | 15 2% | 7 1% |
| NET: 7-10 | 1653 80% | 84 82% | 211 79% | 150 74% | 171 84%c | 157 86%ci | 103 84%c | 159 78% | 233 82%c | 221 78% | 165 81% | 318 89%lm | 1165 79% | 171 75% | 665 88%op | 697 77% | 291 74% | 383 91% | 76 78% | 766 82% | 785 80% |
| NET: 4-6 | 309 15% | 13 13% | 39 15% | 40 20%df | 24 12% | 23 13% | 12 10% | 36 18%f | 38 13% | 54 19%df | 30 15% | 32 9% | 249 17%k | 29 13% | 76 10% | 170 19%n | 64 16%n | 29 7% | 20 21% | 134 14% | 145 15% |
| NET: 0-3 | 24 1% | 2 2% | 4 2% | 4 2% | 2 1% | 3 2% | 3 3%i | 1* | 2 1% | 1* | 1 1% | 1* | 12 1% | 12 5%kl | 1* | 9 1%n | 14 4%no | 3 1% | 1 1% | 15 2% | 7 1% |
| Don't know | 72 4% | 2 2% | 11 4%e | 10 5%e | 7 4%e | - | 4 3%e | 8 4%e | 12 4%e | 9 3%e | 8 4%e | 5 2% | 50 3% | 16 7%kl | 18 2% | 31 3% | 24 6%no | 3 1% | - | 15 2% | 46 5%rs |
| Mean | 7.95 | 7.94 | 7.89 | 7.73 | 8.16c | 7.91 | 8.12 | 7.96 | 7.97 | 7.92 | 8.03 | 8.33lm | 7.87 | 7.92 | 8.22op | 7.78 | 7.83 | 8.54 | 7.76 | 8.01 | 7.94 |
| Standard deviation | 1.69 | 1.72 | 1.77 | 1.82 | 1.65 | 1.66 | 1.95 | 1.67 | 1.57 | 1.60 | 1.66 | 1.44 | 1.62 | 2.36 | 1.40 | 1.69 | 2.12 | 1.47 | 1.76 | 1.74 | 1.63 |
| Standard error | 0.04 | 0.18 | 0.12 | 0.13 | 0.12 | 0.13 | 0.18 | 0.11 | 0.09 | 0.09 | 0.13 | 0.08 | 0.04 | 0.16 | 0.05 | 0.06 | 0.11 | 0.07 | 0.18 | 0.06 | 0.05 |

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j - k/l/m - n/o/p - r/s/t

* small base

Trust in Charities 2018
ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 133

Q23. Thinking of charities you know about, how important is each of the following in deciding whether you trust them? Please use a scale of 0-10 where 10 means extremely important and 0 means not important at all.

Base: All respondents

Being capable, expert and skilled

| | | Heard of the CC | | Knowledge of CC | | Importance of CC | |
|---------------------|------|-----------------|-------------------------|-------------------------|----------------------|------------------------------|------------|
| | | Total | Yes (a) | No (b) | Very/Fairly well (c) | Not at all/Not very well (d) | Essential |
| Unweighted base | | 2059 | 1077 | 982 | 272 | 755 | 1015 |
| Weighted base | | 2059 | 1072 | 987 | 267 | 756 | 1013 |
| Extremely important | (10) | 465 23% | 278 26% ^b | 187 19% | 70 26% | 194 26% | 339 33% |
| 9 | (9) | 307 15% | 196 18% ^b | 112 11% | 54 20% | 132 17% | 180 18% |
| 8 | (8) | 505 25% | 287 27% ^b | 218 22% | 79 30% | 196 26% | 249 25% |
| 7 | (7) | 376 18% | 168 16% | 208 21% ^a | 30 11% | 130 17% ^c | 135 13% |
| 6 | (6) | 149 7% | 65 6% | 84 9% ^a | 19 7% | 45 6% | 40 4% |
| 5 | (5) | 133 6% | 45 4% | 88 9% ^a | 11 4% | 32 4% | 46 5% |
| 4 | (4) | 28 1% | 10 1% | 18 2% | 1 * | 9 1% | 6 1% |
| 3 | (3) | 9 * | 3 * | 6 1% | 1 * | 2 * | 2 * |
| 2 | (2) | 8 * | 4 * | 4 * | 1 * | 3 * | 2 * |
| 1 | (1) | 2 * | 2 * | - - | - - | 2 * | 1 * |

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d

Trust in Charities 2018
ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 133

Q23. Thinking of charities you know about, how important is each of the following in deciding whether you trust them? Please use a scale of 0-10 where 10 means extremely important and 0 means not important at all.

Base: All respondents

Being capable, expert and skilled

| | Total | Heard of the CC | | Knowledge of CC | | Importance of CC |
|--------------------------|-------------|-------------------------|-------------------------|-------------------------|------------------------------|------------------|
| | | Yes (a) | No (b) | Very/Fairly well (c) | Not at all/Not very well (d) | Essential |
| Weighted base | 2059 | 1072 | 987 | 267 | 756 | 1013 |
| Not important at all (0) | 4* | - | 4 ^a | - | - | - |
| NET: 8-10 | 1277 62% | 760 71% ^b | 517 52% | 203 76% ^d | 522 69% | 768 76% |
| NET: 4-7 | 686 33% | 289 27% | 397 40% ^a | 61 23% | 215 28% | 228 22% |
| NET: 0-3 | 24 1% | 10 1% | 14 1% | 2 1% | 8 1% | 5 1% |
| NET: 7-10 | 1653 80% | 929 87% ^b | 725 73% | 233 87% | 652 86% | 903 89% |
| NET: 4-6 | 309 15% | 120 11% | 189 19% ^a | 31 12% | 85 11% | 93 9% |
| NET: 0-3 | 24 1% | 10 1% | 14 1% | 2 1% | 8 1% | 5 1% |
| Don't know | 72 4% | 13 1% | 59 6% ^a | 1 * | 11 1% | 12 1% |
| Mean | 7.95 | 8.21 ^b | 7.66 | 8.29 | 8.17 | 8.45 |
| Standard deviation | 1.69 | 1.57 | 1.78 | 1.50 | 1.60 | 1.53 |
| Standard error | 0.04 | 0.05 | 0.06 | 0.09 | 0.06 | 0.05 |

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d

Trust in Charities 2018

ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 134

Q23. Thinking of charities you know about, how important is each of the following in deciding whether you trust them? Please use a scale of 0-10 where 10 means extremely important and 0 means not important at all.

Base: All respondents
Being true to their values

| | | Gender | | Age | | | | | | Age II | | Age III | | Social Grade | | | | Working Status | | Ethnicity | | |
|----------------------|------|------------|------------|-------------|-------------|--------------|-------------|-------------|--------------|--------------|------------|-------------|-------------|--------------|--------------|------------|------------|----------------|-------------|-----------------|-------------|---------------|
| | | Total | Male (a) | Female (b) | 18-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-64 (g) | 65+ (h) | 18-34 (i) | 35+ (j) | 18-44 (k) | 45+ (l) | AB (m) | C1 (n) | C2 (o) | DE (p) | Working (q) | Not working (r) | White (s) | Non White (t) |
| Unweighted base | | 2059 | 1059 | 1000 | 265 | 310 | 370 | 368 | 290 | 456 | 575 | 1484 | 945 | 1114 | 580 | 592 | 404 | 483 | 1116 | 943 | 1867 | 176 |
| Weighted base | | 2059 | 1009 | 1050 | 247 | 330 | 391 | 350 | 309 | 432 | 577 | 1482 | 968 | 1091 | 562 | 603 | 437 | 457 | 1153 | 906 | 1874 | 170 |
| Extremely important | (10) | 715 35% | 317 31% | 398 38%a | 69 28% | 82 25% | 132 34%d | 119 34%d | 145 47%cd | 169 39%cd | 151 26% | 565 38%i | 283 29% | 433 40%k | 183 33% | 203 34% | 158 36% | 171 37% | 352 30% | 364 40%q | 662 35%t | 46 27% |
| 9 | (9) | 410 20% | 206 20% | 203 19% | 46 18% | 54 17% | 64 16% | 72 20% | 59 19% | 115 27%cd | 100 17% | 310 21% | 164 17% | 245 22%k | 116 21% | 126 21% | 82 19% | 85 19% | 223 19% | 186 21% | 372 20% | 35 21% |
| 8 | (8) | 420 20% | 208 21% | 211 20% | 50 20% | 70 21% | 87 22% | 77 22% | 57 18% | 80 19% | 119 21% | 300 20% | 206 21% | 213 20% | 138 25%op | 124 21% | 73 17% | 85 19% | 246 21% | 173 19% | 379 20% | 37 22% |
| 7 | (7) | 221 11% | 115 11% | 107 10% | 40 16%gh | 43 13%gh | 44 11%g | 41 12%gh | 20 7% | 33 8% | 83 14%j | 138 9% | 127 13%l | 95 9% | 67 12% | 61 10% | 51 12% | 43 9% | 143 12%r | 78 9% | 201 11% | 20 12% |
| 6 | (6) | 102 5% | 61 6%b | 41 4% | 21 8%gh | 24 7%gh | 21 5%g | 16 5% | 6 2% | 13 3% | 44 8%j | 57 4% | 66 7%l | 36 3% | 28 5% | 33 5% | 20 5% | 21 5% | 66 6% | 35 4% | 87 5% | 14 8% s |
| 5 | (5) | 81 4% | 43 4% | 38 4% | 8 3% | 24 7%cfgh | 17 4% | 12 4% | 7 2% | 13 3% | 32 6%j | 49 3% | 49 5%l | 32 3% | 16 3% | 18 3% | 23 5% | 24 5% | 48 4% | 33 4% | 73 4% | 8 5% |
| 4 | (4) | 20 1% | 7 1% | 13 1% | 5 2%gh | 6 2%gh | 6 2%gh | 3 1% | - | - | 11 2%j | 9 1% | 17 2%l | 3 * | 5 1% | 9 1%p | 5 1% | 1 * | 14 1% | 6 1% | 19 1% | 2 1% |
| 3 | (3) | 8 * | 6 1% | 2 * | 1 * | 1 * | 2 1% | 2 1% | - | 2 * | 2 * | 6 * | 4 * | 4 * | - | 3 1% | 2 * | 3 1% | 6 1% | 2 * | 6 * | 2 1% |
| 2 | (2) | 7 * | 3 * | 4 * | 1 * | 4 1%h | 1 * | 1 * | - | - | 5 1%j | 2 * | 6 1%l | 1 * | 1 * | 4 1% | 1 * | - | 6 * | 1 * | 7 * | - |
| 1 | (1) | 3 * | 3 * | - | - | 1 * | - | 1 * | 1 * | - | 1 * | 2 * | 1 * | 2 * | 1 * | 1 * | - | 1 * | 2 * | 1 * | 3 * | - |
| Not important at all | (0) | 5 * | 4 * | 1 * | 1 * | 1 * | 3 1% | - | - | - | 2 * | 3 * | 5 1%l | - | 2 * | - | 1 * | 2 * | 4 * | 1 * | 3 * | 2 1% s |

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j - k/l - m/n/o/p - q/r - s/t

Trust in Charities 2018

ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 134

Q23. Thinking of charities you know about, how important is each of the following in deciding whether you trust them? Please use a scale of 0-10 where 10 means extremely important and 0 means not important at all.

Base: All respondents

Being true to their values

| | Gender | | Age | | | | | | | Age II | | Age III | | Social Grade | | | | Working Status | | Ethnicity | |
|--------------------|-------------|------------|-------------|---------------|---------------|-------------|--------------|----------------|----------------|-------------|--------------|-------------|-------------|---------------|------------|------------|------------|----------------|-----------------|-------------|---------------|
| | Total | Male (a) | Female (b) | 18-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-64 (g) | 65+ (h) | 18-34 (i) | 35+ (j) | 18-44 (k) | 45+ (l) | AB (m) | C1 (n) | C2 (o) | DE (p) | Working (q) | Not working (r) | White (s) | Non White (t) |
| Weighted base | 2059 | 1009 | 1050 | 247 | 330 | 391 | 350 | 309 | 432 | 577 | 1482 | 968 | 1091 | 562 | 603 | 437 | 457 | 1153 | 906 | 1874 | 170 |
| NET: 8-10 | 1545 75% | 732 73% | 813 77%a | 164 66% | 206 62% | 283 72%d | 267 76%cd | 261 84%cdef | 363 84%cdef | 370 64% | 1175 79%i | 653 68% | 891 82%k | 437 78%o | 453 75% | 313 72% | 341 75% | 821 71% | 723 80%q | 1414 75% | 119 70% |
| NET: 4-7 | 424 21% | 225 22% | 199 19% | 74 30%efgh | 96 29%efgh | 88 23%gh | 73 21%gh | 34 11% | 59 14% | 170 30%j | 254 17% | 258 27%l | 166 15% | 116 21% | 121 20% | 99 23% | 88 19% | 272 24%r | 152 17% | 379 20% | 44 26% |
| NET: 0-3 | 23 1% | 16 2%b | 7 1% | 3 1% | 6 2% | 7 2% | 4 1% | 1 * | 2 * | 9 2% | 14 1% | 16 2%l | 7 1% | 4 1% | 9 1% | 5 1% | 6 1% | 18 2%r | 5 1% | 19 1% | 4 2% |
| NET: 7-10 | 1766 86% | 847 84% | 919 88%a | 204 83%d | 249 76% | 327 84%d | 309 88%d | 281 91%cde | 396 92%cde | 453 79% | 1313 89%i | 780 81% | 986 90%k | 504 90%nop | 514 85% | 364 83% | 384 84% | 965 84% | 801 88%q | 1615 86% | 139 82% |
| NET: 4-6 | 203 10% | 111 11% | 92 9% | 34 14%gh | 53 16%fgh | 44 11%gh | 31 9%g | 13 4% | 26 6% | 87 15%j | 115 8% | 132 14%l | 71 7% | 50 9% | 59 10% | 48 11% | 46 10% | 129 11%r | 74 8% | 178 10% | 23 14% |
| NET: 0-3 | 23 1% | 16 2%b | 7 1% | 3 1% | 6 2% | 7 2% | 4 1% | 1 * | 2 * | 9 2% | 14 1% | 16 2%l | 7 1% | 4 1% | 9 1% | 5 1% | 6 1% | 18 2%r | 5 1% | 19 1% | 4 2% |
| Don't know | 67 3% | 35 4% | 32 3% | 6 2% | 21 6%cfh | 13 3% | 6 2% | 13 4%h | 8 2% | 27 5%j | 40 3% | 40 4%l | 27 2% | 4 1% | 21 3%m | 21 5%m | 22 5%m | 42 4% | 26 3% | 62 3% | 4 2% |
| Mean | 8.48 | 8.35 | 8.59a | 8.16 | 7.98 | 8.33d | 8.48cd | 8.97cde f | 8.81cde f | 8.06 | 8.64i | 8.17 | 8.75k | 8.47 | 8.46 | 8.46 | 8.53 | 8.30 | 8.70q | 8.50t | 8.14 |
| Standard deviation | 1.65 | 1.72 | 1.57 | 1.74 | 1.87 | 1.81 | 1.59 | 1.34 | 1.34 | 1.82 | 1.55 | 1.82 | 1.44 | 1.56 | 1.66 | 1.71 | 1.69 | 1.73 | 1.52 | 1.63 | 1.85 |
| Standard error | 0.04 | 0.05 | 0.05 | 0.11 | 0.11 | 0.10 | 0.08 | 0.08 | 0.06 | 0.08 | 0.04 | 0.06 | 0.04 | 0.07 | 0.07 | 0.09 | 0.08 | 0.05 | 0.05 | 0.04 | 0.14 |

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j - k/l - m/n/o/p - q/r - s/t

Trust in Charities 2018

ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 135

Q23. Thinking of charities you know about, how important is each of the following in deciding whether you trust them? Please use a scale of 0-10 where 10 means extremely important and 0 means not important at all.

Base: All respondents
Being true to their values

| | Total | Region | | | | | | | | | | Trust in Charities | | | Trust in Charities II | | | Importance of Charities | Change in trust | | |
|--------------------------|-------------------|----------------|----------------|------------------------------|------------------------|-------------------|------------------------|-----------------------|------------|------------------------|------------------------|-------------------------|-------------------------|-------------------------|-------------------------|------------------------|-------------------------|-------------------------|----------------------|-------------------------|---------------------|
| | | North East (a) | North West (b) | Yorkshire & Humber (c) | West Midlands (d) | East Midlands (e) | Wales (f) | East-ern (g) | London (h) | South East (i) | South West (j) | 8-10 (k) | 3-7 (l) | 0-2 (m) | 7-10 (n) | 4-6 (o) | 0-3 (p) | Essential | In-creased (r) | De-creased (s) | Stayed the same (t) |
| Unweighted base | 2059 | 95 | 244 | 217 | 204 | 166 | 120 | 235 | 303 | 301 | 174 | 359 | 1472 | 228 | 759 | 909 | 391 | 419 | 98 | 931 | 982 |
| Weighted base | 2059 | 102* | 265 | 204 | 204 | 183 | 122 | 204 | 285 | 285 | 204 | 356 | 1476 | 228 | 759 | 907 | 392 | 419 | 97* | 929 | 983 |
| Extremely important (10) | 715 35% | 37 36% | 88 33% | 61 30% | 81 40% ^c | 60 33% | 57 46% ^b | 68 33% | 91 32% | 92 32% | 82 40% ^c | 138 39% ^l | 476 32% | 101 44% ^l | 277 37% ^o | 288 32% | 151 38% ^o | 218 52% | 23 24% | 360 39% ^r | 321 33% |
| 9 | (9) 410 20% | 17 17% | 50 19% | 42 21% | 32 16% | 43 23% | 19 15% | 35 17% | 63 22% | 68 24% ^d | 41 20% | 82 23% ^m | 295 20% | 33 15% | 176 23% ^o | 169 19% | 65 17% | 87 21% | 21 21% | 196 21% | 189 19% |
| 8 | (8) 420 20% | 24 23% | 54 20% | 37 18% | 50 24% ^j | 41 22% | 23 19% | 44 22% | 56 20% | 60 21% | 31 15% | 87 24% ^m | 301 20% ^m | 32 14% | 170 22% ^p | 186 20% | 64 16% | 71 17% | 24 25% | 176 19% | 217 22% |
| 7 | (7) 221 11% | 11 11% | 34 13% | 21 10% | 22 11% | 23 13% | 8 7% | 23 11% | 33 11% | 23 8% | 23 11% | 21 6% | 181 12% ^k | 20 9% | 79 10% | 99 11% | 43 11% | 21 5% | 12 12% | 89 10% | 113 12% |
| 6 | (6) 102 5% | 5 5% | 17 6% | 12 6% | 9 5% | 5 3% | 2 2% | 10 5% | 17 6% | 14 5% | 10 5% | 10 3% | 85 6% ^k | 7 3% | 24 3% | 68 7% ^{np} | 10 3% | 11 3% | 7 8% | 40 4% | 48 5% |
| 5 | (5) 81 4% | 2 2% | 11 4% | 13 6% ^d | 4 2% | 5 3% | 3 2% | 14 7% ^d | 10 3% | 11 4% | 9 4% | 10 3% | 60 4% | 10 4% | 11 1% | 51 6% ⁿ | 18 5% ⁿ | 6 1% | 4 4% | 38 4% | 37 4% |
| 4 | (4) 20 1% | - - | 2 1% | 8 4% ^{abdeg-hij} | - - | 1 * | 3 3% ^{dj} | 1 * | 3 1% | 2 1% | - - | 2 * | 15 1% | 3 1% | 5 1% | 10 1% | 5 1% | 1 * | 3 3% | 9 1% | 8 1% |
| 3 | (3) 8 * | 1 1% | - - | 1 1% | 1 * | 2 1% | - - | 1 1% | - - | 2 1% | - - | - - | 7 * | 1 * | 1 * | 5 1% | 2 1% | - - | 1 1% | 4 * | 1 * |
| 2 | (2) 7 * | - - | - - | 1 1% | - - | 3 1% | 1 1% | 1 * | - - | 1 * | - - | 1 * | 2 * | 3 1% ^l | 1 * | - - | 6 1% ^{no} | 1 * | 1 1% ^t | 4 * | 1 * |
| 1 | (1) 3 * | 1 1% | - - | - - | - - | - - | 1 1% | - - | - - | 1 * | - - | - - | 2 * | 1 1% | - - | - - | 3 1% ^{no} | - - | - - | 1 * | 2 * |

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j - k/l/m - n/o/p - r/s/t
 * small base

Trust in Charities 2018

ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 135

Q23. Thinking of charities you know about, how important is each of the following in deciding whether you trust them? Please use a scale of 0-10 where 10 means extremely important and 0 means not important at all.

Base: All respondents

Being true to their values

| | Total | Region | | | | | | | | | Trust in Charities | | | Trust in Charities II | | | Importance of Charities | Change in trust | | | |
|--------------------------|-------------|---------------------------|--------------------|--|------------------------------|------------------------------|--------------------|-----------------------------|--------------------|---------------------|---------------------|----------------------|---------------------|-----------------------|----------------------|----------------------|-------------------------|-----------------|----------------|----------------------|---------------------|
| | | North East (a) | North West (b) | Yorkshire & Humberside (c) | West Midlands (d) | East Midlands (e) | Wales (f) | Eastern (g) | London (h) | South East (i) | South West (j) | 8-10 (k) | 3-7 (l) | 0-2 (m) | 7-10 (n) | 4-6 (o) | 0-3 (p) | Essential | In-creased (r) | De-creased (s) | Stayed the same (t) |
| Weighted base | 2059 | 102* | 265 | 204 | 204 | 183 | 122 | 204 | 285 | 285 | 204 | 356 | 1476 | 228 | 759 | 907 | 392 | 419 | 97* | 929 | 983 |
| Not important at all (0) | 5* | 1 1% | 1 * | - | - | - | 1 1% | - | 1 * | - | 1 1% | - | - | 5 2%kl | - | - | 5 1%no | - | 1 1% | 1 * | 3 * |
| NET: 8-10 | 1545 75% | 78 77% | 192 72% | 141 69% | 162 80% <i>c</i> | 144 78% <i>c</i> | 98 80% <i>c</i> | 147 72% | 210 74% | 219 77% <i>c</i> | 154 75% | 307 86% <i>lm</i> | 1071 73% | 167 73% | 623 82% <i>op</i> | 642 71% | 280 71% | 376 90% | 68 70% | 731 79% <i>rt</i> | 726 74% |
| NET: 4-7 | 424 21% | 18 18% | 63 24% <i>f</i> | 54 26% <i>d</i> <i>f</i> <i>i</i> | 36 17% | 34 19% | 16 13% | 48 24% <i>f</i> | 62 22% <i>f</i> | 50 18% | 43 21% | 43 12% | 342 23% <i>k</i> | 40 17% | 119 16% | 229 25% <i>np</i> | 76 19% | 38 9% | 26 27% | 177 19% | 206 21% |
| NET: 0-3 | 23 1% | 3 3% <i>b</i> <i>h</i> | 1 * | 2 1% | 1 * | 5 2% | 3 3% | 2 1% | 1 * | 4 1% | 1 1% | 1 * | 11 1% | 11 5% <i>kl</i> | 2 * | 5 1% | 16 4% <i>no</i> | 1 * | 3 3% | 11 1% | 8 1% |
| NET: 7-10 | 1766 86% | 90 88% | 226 85% | 161 79% | 184 90% <i>c</i> <i>g</i> | 167 91% <i>c</i> <i>g</i> | 106 87% | 170 83% | 243 85% | 242 85% | 177 87% <i>c</i> | 327 92% <i>lm</i> | 1252 85% | 186 82% | 702 92% <i>op</i> | 741 82% | 323 82% | 397 95% | 79 82% | 820 88% | 840 85% |
| NET: 4-6 | 203 10% | 7 7% | 29 11% | 33 16% <i>a</i> <i>d</i> <i>e</i> <i>f</i> <i>h</i> <i>i</i> | 13 7% | 11 6% | 8 6% | 25 12% <i>d</i> <i>e</i> | 29 10% | 27 10% | 19 10% | 22 6% | 161 11% <i>k</i> | 20 9% | 40 5% | 130 14% <i>np</i> | 33 8% <i>n</i> | 18 4% | 14 15% | 87 9% | 93 9% |
| NET: 0-3 | 23 1% | 3 3% <i>b</i> <i>h</i> | 1 * | 2 1% | 1 * | 5 2% | 3 3% | 2 1% | 1 * | 4 1% | 1 1% | 1 * | 11 1% | 11 5% <i>kl</i> | 2 * | 5 1% | 16 4% <i>no</i> | 1 * | 3 3% | 11 1% | 8 1% |
| Don't know | 67 3% | 2 2% | 9 3% | 7 4% <i>e</i> | 5 3% | 1 1% | 5 4% <i>e</i> | 7 3% <i>e</i> | 12 4% <i>e</i> | 12 4% <i>e</i> | 7 3% | 5 2% | 51 3% | 11 5% <i>k</i> | 15 2% | 32 4% | 20 5% <i>n</i> | 3 1% | 1 1% | 11 1% | 43 4% <i>s</i> |
| Mean | 8.48 | 8.45 | 8.43 | 8.18 | 8.69 <i>c</i> <i>g</i> | 8.46 | 8.66 <i>c</i> | 8.36 | 8.48 | 8.50 <i>c</i> | 8.63 <i>c</i> | 8.78 <i>lm</i> | 8.41 | 8.39 | 8.72 <i>op</i> | 8.33 | 8.33 | 9.09 | 8.01 | 8.58 <i>r</i> | 8.45 <i>r</i> |
| Standard deviation | 1.65 | 1.82 | 1.60 | 1.85 | 1.38 | 1.64 | 1.94 | 1.66 | 1.57 | 1.62 | 1.61 | 1.35 | 1.59 | 2.28 | 1.33 | 1.64 | 2.13 | 1.25 | 1.89 | 1.64 | 1.60 |
| Standard error | 0.04 | 0.19 | 0.10 | 0.13 | 0.10 | 0.13 | 0.18 | 0.11 | 0.09 | 0.09 | 0.12 | 0.07 | 0.04 | 0.15 | 0.05 | 0.06 | 0.11 | 0.06 | 0.19 | 0.05 | 0.05 |

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j - k/l/m - n/o/p - r/s/t

*** small base**

Trust in Charities 2018
ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 136

Q23. Thinking of charities you know about, how important is each of the following in deciding whether you trust them? Please use a scale of 0-10 where 10 means extremely important and 0 means not important at all.

Base: All respondents

Being true to their values

| | | Heard of the CC | | Knowledge of CC | | Importance of CC | |
|---------------------|------|-----------------|-------------------------|-----------------------|----------------------|------------------------------|------------|
| | | Total | Yes (a) | No (b) | Very/Fairly well (c) | Not at all/Not very well (d) | Essential |
| Unweighted base | | 2059 | 1077 | 982 | 272 | 755 | 1015 |
| Weighted base | | 2059 | 1072 | 987 | 267 | 756 | 1013 |
| Extremely important | (10) | 715 35% | 409 38% ^b | 306 31% | 107 40% | 280 37% | 488 48% |
| 9 | (9) | 410 20% | 231 22% | 179 18% | 53 20% | 167 22% | 204 20% |
| 8 | (8) | 420 20% | 226 21% | 194 20% | 63 24% | 154 20% | 188 19% |
| 7 | (7) | 221 11% | 105 10% | 117 12% | 18 7% | 84 11% ^c | 70 7% |
| 6 | (6) | 102 5% | 38 4% | 63 6% ^a | 11 4% | 25 3% | 24 2% |
| 5 | (5) | 81 4% | 29 3% | 52 5% ^a | 10 4% | 19 3% | 20 2% |
| 4 | (4) | 20 1% | 9 1% | 11 1% | 2 1% | 5 1% | 3 * |
| 3 | (3) | 8 * | 4 * | 4 * | - - | 4 1% | 2 * |
| 2 | (2) | 7 * | 5 * | 2 * | 1 * | 4 * | 2 * |
| 1 | (1) | 3 * | 1 * | 2 * | - - | 1 * | 1 * |

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d

Trust in Charities 2018
ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 136

Q23. Thinking of charities you know about, how important is each of the following in deciding whether you trust them? Please use a scale of 0-10 where 10 means extremely important and 0 means not important at all.

Base: All respondents

Being true to their values

| | Total | Heard of the CC | | Knowledge of CC | | Importance of CC |
|--------------------------|-------------|-----------------|-------------|----------------------|------------------------------|------------------|
| | | Yes (a) | No (b) | Very/Fairly well (c) | Not at all/Not very well (d) | Essential |
| Weighted base | 2059 | 1072 | 987 | 267 | 756 | 1013 |
| Not important at all (0) | 5* | - | 5 1%a | - | - | 1* |
| NET: 8-10 | 1545 75% | 866 81%b | 679 69% | 223 84% | 601 80% | 880 87% |
| NET: 4-7 | 424 21% | 180 17% | 244 25%a | 41 15% | 135 18% | 117 12% |
| NET: 0-3 | 23 1% | 10 1% | 13 1% | 1 * | 9 1% | 7 1% |
| NET: 7-10 | 1766 86% | 971 91%b | 796 81% | 241 90% | 685 91% | 950 94% |
| NET: 4-6 | 203 10% | 76 7% | 127 13%a | 22 8% | 50 7% | 47 5% |
| NET: 0-3 | 23 1% | 10 1% | 13 1% | 1 * | 9 1% | 7 1% |
| Don't know | 67 3% | 15 1% | 52 5%a | 2 1% | 11 1% | 10 1% |
| Mean | 8.48 | 8.65b | 8.28 | 8.69 | 8.62 | 8.94 |
| Standard deviation | 1.65 | 1.51 | 1.77 | 1.48 | 1.53 | 1.38 |
| Standard error | 0.04 | 0.05 | 0.06 | 0.09 | 0.06 | 0.04 |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d

Trust in Charities 2018

ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 137

Q23. Thinking of charities you know about, how important is each of the following in deciding whether you trust them? Please use a scale of 0-10 where 10 means extremely important and 0 means not important at all.

Base: All respondents

Being able to demonstrate the positive difference they have made

| | Total | Gender | | Age | | | | | | Age II | | Age III | | Social Grade | | | | Working Status | | Ethnicity | |
|--------------------------|----------------|---------------------|-------------|-------------|--------------|-------------|----------------------|---------------|----------------------------|------------|--------------|---------------------|-------------|--------------|------------|-----------------------|-----------------------|----------------|-----------------|-------------|-----------------------|
| | | Male (a) | Female (b) | 18-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-64 (g) | 65+ (h) | 18-34 (i) | 35+ (j) | 18-44 (k) | 45+ (l) | AB (m) | C1 (n) | C2 (o) | DE (p) | Working (q) | Not working (r) | White (s) | Non White (t) |
| Unweighted base | 2059 | 1059 | 1000 | 265 | 310 | 370 | 368 | 290 | 456 | 575 | 1484 | 945 | 1114 | 580 | 592 | 404 | 483 | 1116 | 943 | 1867 | 176 |
| Weighted base | 2059 | 1009 | 1050 | 247 | 330 | 391 | 350 | 309 | 432 | 577 | 1482 | 968 | 1091 | 562 | 603 | 437 | 457 | 1153 | 906 | 1874 | 170 |
| Extremely important (10) | 624 30% | 263 26% | 361 34%a | 64 26% | 72 22% | 106 27% | 113 32%d | 118 38%cde | 151 35%cde | 136 24% | 488 33%i | 242 25% | 382 35%k | 159 28% | 172 28% | 140 32% | 154 34% | 315 27% | 310 34%q | 565 30% | 54 32% |
| 9 | (9) 364 18% | 185 18% | 179 17% | 27 11% | 42 13% | 61 16% | 63 18%c | 68 22%cde | 104 24%cdef | 69 12% | 295 20%i | 130 13% | 234 21%k | 107 19% | 110 18% | 71 16% | 77 17% | 192 17% | 172 19% | 346 18%t | 16 10% |
| 8 | (8) 463 22% | 235 23% | 228 22% | 65 26%g | 67 20% | 100 25%g | 80 23% | 55 18% | 96 22% | 132 23% | 331 22% | 231 24% | 232 21% | 141 25% | 140 23% | 88 20% | 95 21% | 262 23% | 201 22% | 421 22% | 41 24% |
| 7 | (7) 263 13% | 144 14%b | 119 11% | 43 17%gh | 56 17%gh | 48 12% | 47 13%h | 32 10% | 38 9% | 99 17%j | 165 11% | 146 15%l | 117 11% | 85 15% | 76 13% | 51 12% | 51 11% | 161 14% | 102 11% | 241 13% | 20 12% |
| 6 | (6) 147 7% | 77 8% | 69 7% | 25 10%gh | 38 11%fgh | 32 8%gh | 21 6% | 10 3% | 21 5% | 62 11%j | 84 6% | 94 10%l | 52 5% | 45 8% | 47 8% | 31 7% | 23 5% | 97 8%r | 50 5% | 131 7% | 13 8% |
| 5 | (5) 89 4% | 43 4% | 46 4% | 14 6% | 23 7%gh | 16 4% | 13 4% | 10 3% | 13 3% | 37 6%j | 52 3% | 53 5%l | 36 3% | 13 2% | 25 4% | 27 6% ^m | 24 5% ^m | 53 5% | 35 4% | 72 4% | 16 9% ^s |
| 4 | (4) 24 1% | 14 1% | 10 1% | 4 1% | 6 2% | 7 2% | 2 1% | 1 * | 4 1% | 10 2% | 14 1% | 17 2%l | 7 1% | 5 1% | 12 2% | 2 1% | 6 1% | 18 2% | 6 1% | 22 1% | 2 1% |
| 3 | (3) 8 * | 6 1% | 1 * | - - | 3 1% | 2 1% | 1 * | - - | 1 * | 3 1% | 4 * | 6 1% | 2 * | 1 - | - - | 5 1% ⁿ | 2 * | 5 * | 2 * | 4 * | 3 2% ^s |
| 2 | (2) 8 * | 3 * | 5 * | - - | 2 1% | 2 1% | 3 1% ^h | - - | - - | 2 * | 5 * | 5 * | 3 * | 2 * | 3 1% | 2 1% | - - | 7 1% | 1 * | 7 * | 1 1% |
| 1 | (1) 2 * | 2 * | - - | - - | - - | - - | 1 * | 1 * | - - | - - | 2 * | - - | 2 * | 1 * | 1 * | - - | - - | 2 * | - - | 2 * | - - |
| Not important at all (0) | 4 * | 4 * ^b | - - | 1 * | 1 * | 2 * | - - | - - | - - | 2 * | 2 * | 4 * ^l | - - | 1 * | - - | 1 * | 2 * | 3 * | 1 * | 3 * | 1 1% |
| NET: 8-10 | 1452 71% | 683 68% | 768 73%a | 156 63%d | 181 55% | 267 68%d | 255 73%cd | 242 78%cde | 351 81% ^{cdef} | 337 58% | 1115 75%i | 604 62% | 848 78%k | 406 72% | 421 70% | 298 68% | 326 71% | 769 67% | 683 75%q | 1332 71% | 111 65% |

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j - k/l - m/n/o/p - q/r - s/t

Trust in Charities 2018

ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 137

Q23. Thinking of charities you know about, how important is each of the following in deciding whether you trust them? Please use a scale of 0-10 where 10 means extremely important and 0 means not important at all.

Base: All respondents

Being able to demonstrate the positive difference they have made

| | Gender | | Age | | | | | | | Age II | | Age III | | Social Grade | | | | Working Status | | Ethnicity | |
|--------------------|-------------|-------------------------|-------------------|---------------------------|----------------------------|--------------------------|-------------------------|---------------------------|---------------------------|-------------------------|--------------------------|-------------------------|-------------------------|---------------------------|-----------------------|-----------------------|-----------------------|-------------------------|-------------------------|--------------------------|------------------------|
| | Total | Male (a) | Female (b) | 18-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-64 (g) | 65+ (h) | 18-34 (i) | 35+ (j) | 18-44 (k) | 45+ (l) | AB (m) | C1 (n) | C2 (o) | DE (p) | Working (q) | Not working (r) | White (s) | Non White (t) |
| Weighted base | 2059 | 1009 | 1050 | 247 | 330 | 391 | 350 | 309 | 432 | 577 | 1482 | 968 | 1091 | 562 | 603 | 437 | 457 | 1153 | 906 | 1874 | 170 |
| NET: 4-7 | 523 25% | 279 28% ^b | 244 23% | 85 34% ^{efgh} | 123 37% ^{efgh} | 103 26% ^{gh} | 83 24% ^{gh} | 53 17% | 75 17% | 208 36% ^j | 315 21% | 311 32% ^l | 212 19% | 147 26% | 160 26% | 111 26% | 104 23% | 329 29% ^r | 194 21% | 467 25% | 52 30% |
| NET: 0-3 | 22 1% | 16 2% ^b | 6 1% | 1 * | 7 2% ^h | 7 2% ^h | 5 1% ^h | 1 * | 1 * | 8 1% | 14 1% | 14 1% | 7 1% | 5 1% | 4 1% | 8 2% | 4 1% | 17 1% ^r | 4 * | 16 1% | 5 3% ^s |
| NET: 7-10 | 1715 83% | 827 82% | 887 85% | 199 80% ^d | 237 72% | 314 80% ^d | 302 86% ^d | 274 89% ^{cde} | 389 90% ^{cde} | 436 76% | 1279 86% ⁱ | 750 77% | 965 88% ^k | 491 87% ^{nop} | 498 82% | 349 80% | 377 83% | 930 81% | 785 87% ^q | 1573 84% ^t | 131 77% |
| NET: 4-6 | 259 13% | 134 13% | 125 12% | 42 17% ^{fgh} | 67 20% ^{efgh} | 56 14% ^{gh} | 36 10% | 21 7% | 38 9% | 109 19% ^j | 150 10% | 165 17% ^l | 95 9% | 63 11% | 83 14% | 61 14% | 52 11% | 168 15% ^r | 91 10% | 225 12% | 31 18% ^s |
| NET: 0-3 | 22 1% | 16 2% ^b | 6 1% | 1 * | 7 2% ^h | 7 2% ^h | 5 1% ^h | 1 * | 1 * | 8 1% | 14 1% | 14 1% | 7 1% | 5 1% | 4 1% | 8 2% | 4 1% | 17 1% ^r | 4 * | 16 1% | 5 3% ^s |
| Don't know | 63 3% | 32 3% | 32 3% | 5 2% | 19 6% ^{cfh} | 15 4% ^h | 6 2% | 13 4% ^h | 5 1% | 24 4% | 39 3% | 39 4% ^l | 24 2% | 3 1% | 18 3% ^m | 19 4% ^m | 24 5% ^m | 38 3% | 25 3% | 60 3% | 3 2% |
| Mean | 8.28 | 8.13 | 8.43 ^a | 7.99 | 7.75 | 8.11 ^d | 8.35 ^{cd} | 8.72 ^{cde} f | 8.62 ^{cde} f | 7.86 | 8.44 ⁱ | 7.96 | 8.56 ^k | 8.28 | 8.23 | 8.24 | 8.39 | 8.12 | 8.49 ^q | 8.31 ^t | 7.94 |
| Standard deviation | 1.67 | 1.73 | 1.60 | 1.68 | 1.85 | 1.78 | 1.66 | 1.45 | 1.42 | 1.78 | 1.60 | 1.78 | 1.52 | 1.56 | 1.66 | 1.79 | 1.71 | 1.75 | 1.54 | 1.63 | 2.00 |
| Standard error | 0.04 | 0.05 | 0.05 | 0.10 | 0.11 | 0.09 | 0.09 | 0.09 | 0.07 | 0.08 | 0.04 | 0.06 | 0.05 | 0.07 | 0.07 | 0.09 | 0.08 | 0.05 | 0.05 | 0.04 | 0.15 |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j - k/l - m/n/o/p - q/r - s/t

Trust in Charities 2018

ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 138

Q23. Thinking of charities you know about, how important is each of the following in deciding whether you trust them? Please use a scale of 0-10 where 10 means extremely important and 0 means not important at all.

Base: All respondents

Being able to demonstrate the positive difference they have made

| | Total | Region | | | | | | | | | | Trust in Charities | | | Trust in Charities II | | | Importance of Charities | Change in trust | | |
|--------------------------|----------------|----------------|----------------|------------------------|-------------------|-------------------|-------------|--------------|------------|----------------|----------------|--------------------|--------------|-------------|-----------------------|-------------|--------------|-------------------------|-----------------|----------------|---------------------|
| | | North East (a) | North West (b) | Yorkshire & Humber (c) | West Midlands (d) | East Midlands (e) | Wales (f) | East-ern (g) | London (h) | South East (i) | South West (j) | 8-10 (k) | 3-7 (l) | 0-2 (m) | 7-10 (n) | 4-6 (o) | 0-3 (p) | Essen-tial | In-creased (r) | De-creased (s) | Stayed the same (t) |
| Unweighted base | 2059 | 95 | 244 | 217 | 204 | 166 | 120 | 235 | 303 | 301 | 174 | 359 | 1472 | 228 | 759 | 909 | 391 | 419 | 98 | 931 | 982 |
| Weighted base | 2059 | 102* | 265 | 204 | 204 | 183 | 122 | 204 | 285 | 285 | 204 | 356 | 1476 | 228 | 759 | 907 | 392 | 419 | 97* | 929 | 983 |
| Extremely important (10) | 624 30% | 28 28% | 79 30% | 60 29% | 68 33% | 55 30% | 47 38%gh | 57 28% | 80 28% | 82 29% | 69 34% | 113 32% | 413 28% | 99 43%kl | 228 30% | 252 28% | 144 37%no | 174 41% | 20 21% | 326 35%rt | 266 27% |
| 9 | (9) 364 18% | 17 17% | 51 19% | 37 18% | 34 17% | 27 14% | 19 16% | 38 19% | 53 19% | 49 17% | 39 19% | 85 24%lm | 253 17%lm | 27 12% | 169 22%op | 143 16% | 52 13% | 90 22% | 15 16% | 171 18% | 176 18% |
| 8 | (8) 463 22% | 30 30%cj | 59 22% | 37 18% | 52 26% | 51 28%c | 26 22% | 46 22% | 58 20% | 65 23% | 38 19% | 91 26%lm | 333 23% | 39 17% | 192 25%p | 197 22% | 74 19% | 92 22% | 25 25% | 199 21% | 233 24% |
| 7 | (7) 263 13% | 8 8% | 39 15% | 31 15% | 21 10% | 25 14% | 12 10% | 27 13% | 43 15% | 39 14% | 20 10% | 38 11% | 206 14%lm | 19 8% | 95 12% | 128 14% | 41 10% | 33 8% | 18 18% | 106 11% | 133 14% |
| 6 | (6) 147 7% | 12 12%f | 16 6% | 15 7% | 12 6% | 13 7% | 3 3% | 12 6% | 23 8% | 23 8%f | 16 8% | 14 4% | 126 9%km | 7 3% | 40 5% | 90 10%np | 18 4% | 17 4% | 9 9% | 57 6% | 77 8% |
| 5 | (5) 89 4% | 2 2% | 6 2% | 10 5% | 9 4% | 7 4% | 7 6% | 13 6%b | 14 5% | 13 5% | 7 3% | 8 2% | 71 5%k | 9 4% | 13 2% | 55 6%n | 20 5%n | 7 2% | 6 6% | 42 5% | 36 4% |
| 4 | (4) 24 1% | - | 3 1% | 3 1% | - | 2 1% | - | 3 1% | 4 2% | 5 2% | 4 2%d | - | 21 1%k | 3 1%k | 4 1% | 12 1% | 8 2%n | 1 * | 3 3% | 7 1% | 14 1% |
| 3 | (3) 8 * | - | 2 1% | 2 1% | 1 1% | 1 1% | - | - | - | 1 * | - | - | 4 * | 3 1%kl | - | 3 * | 4 1%n | - | - | 4 * | 2 * |
| 2 | (2) 8 * | - | - | 1 1% | - | 1 1% | 2 2%bi | 2 1% | 1 * | - | - | 1 * | 3 * | 3 1%l | 1 * | 2 * | 5 1%no | 1 * | 1 1% | 4 * | 2 * |
| 1 | (1) 2 * | 1 1% | - | - | - | - | 1 1% | - | - | - | - | - | 1 * | 1 1% | - | - | 2 1%no | - | - | 1 * | 1 * |

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j - k/l/m - n/o/p - r/s/t
* small base

Trust in Charities 2018

ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 138

Q23. Thinking of charities you know about, how important is each of the following in deciding whether you trust them? Please use a scale of 0-10 where 10 means extremely important and 0 means not important at all.

Base: All respondents

Being able to demonstrate the positive difference they have made

| | Total | Region | | | | | | | | | | Trust in Charities | | | Trust in Charities II | | | Importance of Charities | Change in trust | | |
|--------------------------|-------|----------------|----------------|----------------------------|-------------------|-------------------|-----------|-------------|------------|----------------|----------------|--------------------|---------|---------|-----------------------|---------|---------|-------------------------|-----------------|----------------|---------------------|
| | | North East (a) | North West (b) | Yorkshire & Humberside (c) | West Midlands (d) | East Midlands (e) | Wales (f) | Eastern (g) | London (h) | South East (i) | South West (j) | 8-10 (k) | 3-7 (l) | 0-2 (m) | 7-10 (n) | 4-6 (o) | 0-3 (p) | Essential | In-creased (r) | De-creased (s) | Stayed the same (t) |
| Weighted base | 2059 | 102* | 265 | 204 | 204 | 183 | 122 | 204 | 285 | 285 | 204 | 356 | 1476 | 228 | 759 | 907 | 392 | 419 | 97* | 929 | 983 |
| Not important at all (0) | 4 | 1 | 1 | - | - | - | 1 | - | - | - | 1 | - | - | 4 | - | - | 4 | - | 1 | 1 | 2 |
| | * | 1% | * | - | - | - | 1% | - | - | - | 1% | - | - | 2%kl | - | - | 1%no | - | 1% | * | * |
| NET: 8-10 | 1452 | 76 | 189 | 134 | 154 | 133 | 93 | 140 | 191 | 196 | 147 | 288 | 999 | 164 | 589 | 592 | 271 | 356 | 60 | 696 | 675 |
| | 71% | 74% | 71% | 66% | 76%ch | 72% | 76% | 69% | 67% | 69% | 72% | 81%lm | 68% | 72% | 78%op | 65% | 69% | 85% | 62% | 75%rt | 69% |
| NET: 4-7 | 523 | 22 | 63 | 59 | 41 | 47 | 22 | 55 | 85 | 81 | 47 | 61 | 423 | 38 | 152 | 284 | 87 | 58 | 35 | 211 | 260 |
| | 25% | 22% | 24% | 29%df | 20% | 26% | 18% | 27% | 30%df | 28%df | 23% | 17% | 29%km | 17% | 20% | 31%np | 22% | 14% | 36%st | 23% | 26% |
| NET: 0-3 | 22 | 2 | 4 | 3 | 1 | 2 | 4 | 2 | 1 | 1 | 1 | 1 | 9 | 12 | 1 | 5 | 15 | 1 | 2 | 11 | 8 |
| | 1% | 2% | 1% | 2% | 1% | 1% | 4%dhi | 1% | * | * | 1% | * | 1% | 5%kl | * | 1% | 4%no | * | 2% | 1% | 1% |
| NET: 7-10 | 1715 | 83 | 228 | 164 | 175 | 158 | 105 | 167 | 234 | 235 | 167 | 327 | 1205 | 184 | 684 | 719 | 312 | 389 | 77 | 802 | 808 |
| | 83% | 82% | 86% | 81% | 86% | 86% | 85% | 82% | 82% | 82% | 82% | 92%lm | 82% | 81% | 90%op | 79% | 82% | 93% | 80% | 86%t | 82% |
| NET: 4-6 | 259 | 14 | 25 | 28 | 21 | 22 | 10 | 28 | 41 | 42 | 27 | 22 | 218 | 19 | 57 | 156 | 46 | 25 | 18 | 106 | 127 |
| | 13% | 14% | 9% | 14% | 10% | 12% | 9% | 14% | 14% | 15% | 13% | 6% | 15%km | 8% | 8% | 17%np | 12%n | 6% | 18%st | 11% | 13% |
| NET: 0-3 | 22 | 2 | 4 | 3 | 1 | 2 | 4 | 2 | 1 | 1 | 1 | 1 | 9 | 12 | 1 | 5 | 15 | 1 | 2 | 11 | 8 |
| | 1% | 2% | 1% | 2% | 1% | 1% | 4%dhi | 1% | * | * | 1% | * | 1% | 5%kl | * | 1% | 4%no | * | 2% | 1% | 1% |
| Don't know | 63 | 2 | 9 | 8 | 7 | 1 | 3 | 7 | 9 | 8 | 9 | 5 | 44 | 13 | 17 | 27 | 20 | 4 | - | 11 | 40 |
| | 3% | 2% | 3% | 4%e | 4%e | 1% | 3% | 3% | 3% | 3% | 4%e | 2% | 3% | 6%kl | 2% | 3% | 5%n | 1% | - | 1% | 4%rs |
| Mean | 8.28 | 8.21 | 8.35 | 8.19 | 8.47 | 8.24 | 8.37 | 8.19 | 8.21 | 8.22 | 8.40 | 8.60l | 8.19 | 8.35 | 8.52op | 8.11 | 8.20 | 8.81 | 7.77 | 8.42rt | 8.22r |
| Standard deviation | 1.67 | 1.75 | 1.62 | 1.75 | 1.49 | 1.63 | 2.00 | 1.70 | 1.63 | 1.61 | 1.73 | 1.33 | 1.63 | 2.26 | 1.35 | 1.68 | 2.12 | 1.33 | 1.85 | 1.66 | 1.63 |
| Standard error | 0.04 | 0.18 | 0.11 | 0.12 | 0.11 | 0.13 | 0.19 | 0.11 | 0.10 | 0.09 | 0.13 | 0.07 | 0.04 | 0.15 | 0.05 | 0.06 | 0.11 | 0.07 | 0.19 | 0.05 | 0.05 |

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j - k/l/m - n/o/p - r/s/t

*** small base**

Trust in Charities 2018
ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 139

Q23. Thinking of charities you know about, how important is each of the following in deciding whether you trust them? Please use a scale of 0-10 where 10 means extremely important and 0 means not important at all.

Base: All respondents

Being able to demonstrate the positive difference they have made

| | | Heard of the CC | | Knowledge of CC | | Importance of CC | |
|---------------------|------|-----------------|-------------------------|-----------------------|----------------------|------------------------------|------------|
| | | Total | Yes (a) | No (b) | Very/Fairly well (c) | Not at all/Not very well (d) | Essential |
| Unweighted base | | 2059 | 1077 | 982 | 272 | 755 | 1015 |
| Weighted base | | 2059 | 1072 | 987 | 267 | 756 | 1013 |
| Extremely important | (10) | 624 30% | 354 33% ^b | 271 27% | 88 33% | 243 32% | 426 42% |
| 9 | (9) | 364 18% | 228 21% ^b | 136 14% | 60 22% | 157 21% | 209 21% |
| 8 | (8) | 463 22% | 235 22% | 228 23% | 56 21% | 171 23% | 207 20% |
| 7 | (7) | 263 13% | 131 12% | 133 13% | 35 13% | 91 12% | 93 9% |
| 6 | (6) | 147 7% | 66 6% | 80 8% | 17 6% | 48 6% | 38 4% |
| 5 | (5) | 89 4% | 31 3% | 57 6% ^a | 8 3% | 22 3% | 20 2% |
| 4 | (4) | 24 1% | 7 1% | 17 2% ^a | 1 * | 6 1% | 6 1% |
| 3 | (3) | 8 * | 1 * | 7 1% ^a | - - | 1 * | 1 * |
| 2 | (2) | 8 * | 5 * | 3 * | 1 * | 3 * | 3 * |
| 1 | (1) | 2 * | 1 * | 1 * | - - | 1 * | 1 * |

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d

Trust in Charities 2018
ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 139

Q23. Thinking of charities you know about, how important is each of the following in deciding whether you trust them? Please use a scale of 0-10 where 10 means extremely important and 0 means not important at all.

Base: All respondents

Being able to demonstrate the positive difference they have made

| | Total | Heard of the CC | | Knowledge of CC | | Importance of CC |
|--------------------------|-------------|-------------------------|-------------------------|----------------------|------------------------------|------------------|
| | | Yes (a) | No (b) | Very/Fairly well (c) | Not at all/Not very well (d) | Essential |
| Weighted base | 2059 | 1072 | 987 | 267 | 756 | 1013 |
| Not important at all (0) | 4* | - | 4 ^a | - | - | - |
| NET: 8-10 | 1452 71% | 817 76% ^b | 635 64% | 204 76% | 571 76% | 842 83% |
| NET: 4-7 | 523 25% | 236 22% | 287 29% ^a | 61 23% | 168 22% | 157 15% |
| NET: 0-3 | 22 1% | 7 1% | 15 1% | 1 * | 6 1% | 6 1% |
| NET: 7-10 | 1715 83% | 948 88% ^b | 767 78% | 239 90% | 662 88% | 935 92% |
| NET: 4-6 | 259 13% | 105 10% | 154 16% ^a | 25 9% | 77 10% | 64 6% |
| NET: 0-3 | 22 1% | 7 1% | 15 1% | 1 * | 6 1% | 6 1% |
| Don't know | 63 3% | 13 1% | 50 5% ^a | 1 * | 12 2% | 9 1% |
| Mean | 8.28 | 8.48 ^b | 8.06 | 8.50 | 8.44 | 8.77 |
| Standard deviation | 1.67 | 1.52 | 1.80 | 1.47 | 1.54 | 1.43 |
| Standard error | 0.04 | 0.05 | 0.06 | 0.09 | 0.06 | 0.04 |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d

Trust in Charities 2018

ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 140

Q23. Thinking of charities you know about, how important is each of the following in deciding whether you trust them? Please use a scale of 0-10 where 10 means extremely important and 0 means not important at all.

Base: All respondents

Being entirely volunteer run

| | Total | Gender | | Age | | | | | | Age II | | Age III | | Social Grade | | | | Working Status | | Ethnicity | |
|--------------------------|----------------|------------|------------|----------------|---------------|-----------------|----------------|-----------------|--------------------|---------------|-----------------|---------------|-----------------|----------------|----------------|-----------------|------------------|-----------------|-----------------|------------|---------------|
| | | Male (a) | Female (b) | 18-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-64 (g) | 65+ (h) | 18-34 (i) | 35+ (j) | 18-44 (k) | 45+ (l) | AB (m) | C1 (n) | C2 (o) | DE (p) | Working (q) | Not working (r) | White (s) | Non White (t) |
| Unweighted base | 2059 | 1059 | 1000 | 265 | 310 | 370 | 368 | 290 | 456 | 575 | 1484 | 945 | 1114 | 580 | 592 | 404 | 483 | 1116 | 943 | 1867 | 176 |
| Weighted base | 2059 | 1009 | 1050 | 247 | 330 | 391 | 350 | 309 | 432 | 577 | 1482 | 968 | 1091 | 562 | 603 | 437 | 457 | 1153 | 906 | 1874 | 170 |
| Extremely important (10) | 176 9% | 91 9% | 85 8% | 13 5% | 17 5% | 36 9% | 24 7% | 35 11%cd | 50 12%cdf | 30 5% | 146 10%i | 66 7% | 110 10%k | 40 7% | 32 5% | 45 10%n | 59 13%mn | 86 7% | 90 10%q | 158 8% | 17 10% |
| 9 | (9) 127 6% | 68 7% | 59 6% | 4 2% | 12 4% | 19 5%c | 26 7%cd | 22 7%c | 45 10%cde | 16 3% | 112 8%i | 35 4% | 93 9%k | 31 5% | 37 6% | 26 6% | 34 7% | 59 5% | 68 8%q | 119 6% | 6 4% |
| 8 | (8) 269 13% | 121 12% | 147 14% | 26 10% | 47 14% | 48 12% | 43 12% | 38 12% | 67 15% | 73 13% | 196 13% | 121 13% | 148 14% | 62 11% | 77 13% | 60 14% | 70 15% m | 145 13% | 124 14% | 246 13% | 21 12% |
| 7 | (7) 269 13% | 124 12% | 145 14% | 40 16% | 46 14% | 47 12% | 41 12% | 41 13% | 55 13% | 86 15% | 183 12% | 133 14% | 136 12% | 66 12% | 89 15% | 56 13% | 58 13% | 153 13% | 116 13% | 248 13% | 21 12% |
| 6 | (6) 249 12% | 110 11% | 139 13% | 27 11% | 42 13% | 59 15%g | 43 12% | 26 8% | 52 12% | 69 12% | 180 12% | 128 13% | 121 11% | 70 12% | 83 14% p | 51 12% | 44 10% | 154 13% r | 95 10% | 229 12% | 20 12% |
| 5 | (5) 408 20% | 198 20% | 210 20% | 56 23% d | 52 16% | 80 20% | 75 21% | 68 22% | 77 18% | 108 19% | 300 20% | 188 19% | 221 20% | 117 21% | 111 18% | 96 22% | 84 18% | 230 20% | 178 20% | 368 20% | 39 23% |
| 4 | (4) 128 6% | 71 7% | 57 5% | 23 9% gh | 23 7% | 30 8% gh | 23 6% | 12 4% | 17 4% | 45 8% | 82 6% | 76 8% l | 52 5% | 50 9% op | 42 7% p | 19 4% | 16 4% | 82 7% | 46 5% | 114 6% | 14 8% |
| 3 | (3) 112 5% | 61 6% | 51 5% | 19 8% | 24 7% | 18 5% | 17 5% | 15 5% | 19 4% | 43 7% j | 69 5% | 62 6% | 50 5% | 44 8% op | 32 5% | 18 4% | 19 4% | 56 5% | 56 6% | 98 5% | 12 7% |
| 2 | (2) 82 4% | 43 4% | 39 4% | 17 7% eh | 12 4% | 12 3% | 18 5% | 11 4% | 11 3% | 29 5% | 53 4% | 41 4% | 40 4% | 27 5% | 26 4% | 15 3% | 14 3% | 45 4% | 36 4% | 78 4% | 3 2% |
| 1 | (1) 30 1% | 17 2% | 13 1% | 2 1% | 6 2% | 5 1% | 4 1% | 8 2% | 4 1% | 9 2% | 22 1% | 14 1% | 16 1% | 15 3% np | 7 1% | 4 1% | 4 1% | 20 2% | 11 1% | 29 2% | 1 1% |
| Not important at all (0) | 77 4% | 46 5% | 31 3% | 11 4% h | 20 6% h | 14 4% h | 15 4% h | 12 4% h | 5 1% | 31 5% j | 46 3% | 45 5% | 32 3% | 24 4% | 22 4% | 18 4% | 13 3% | 50 4% | 26 3% | 70 4% | 5 3% |
| NET: 8-10 | 572 28% | 281 28% | 291 28% | 43 17% | 76 23% | 103 26% c | 94 27% c | 95 31% cd | 161 37% cdef | 119 21% | 453 31% i | 222 23% | 350 32% k | 132 24% | 146 24% | 130 30% m | 164 36% mn | 290 25% | 282 31% q | 522 28% | 44 26% |

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j - k/l - m/n/o/p - q/r - s/t

Trust in Charities 2018

ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 140

Q23. Thinking of charities you know about, how important is each of the following in deciding whether you trust them? Please use a scale of 0-10 where 10 means extremely important and 0 means not important at all.

Base: All respondents

Being entirely volunteer run

| | Gender | | Age | | | | | | Age II | | Age III | | Social Grade | | | | Working Status | | Ethnicity | | |
|--------------------|-------------|-------------------------|------------|---------------------------|-------------------------|---------------------------|------------------------|--------------------------|----------------------------|-------------------------|-------------------------|-------------------------|-------------------------|---------------------------|-------------------------|-------------------------|--------------------------|-------------------------|-------------------------|------------|---------------|
| | Total | Male (a) | Female (b) | 18-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-64 (g) | 65+ (h) | 18-34 (i) | 35+ (j) | 18-44 (k) | 45+ (l) | AB (m) | C1 (n) | C2 (o) | DE (p) | Working (q) | Not working (r) | White (s) | Non White (t) |
| Weighted base | 2059 | 1009 | 1050 | 247 | 330 | 391 | 350 | 309 | 432 | 577 | 1482 | 968 | 1091 | 562 | 603 | 437 | 457 | 1153 | 906 | 1874 | 170 |
| NET: 4-7 | 1054 51% | 503 50% | 551 52% | 145 59% ^{dgh} | 163 49% | 216 55% ^h | 182 52% | 147 48% | 201 47% | 308 53% | 746 50% | 525 54% ^l | 530 49% | 304 54% ^p | 325 54% ^p | 223 51% | 203 44% | 620 54% ^r | 435 48% | 958 51% | 93 55% |
| NET: 0-3 | 301 15% | 167 17% ^b | 134 13% | 49 20% ^{eh} | 62 19% ^{eh} | 50 13% | 54 15% ^h | 45 15% ^h | 40 9% | 111 19% ^j | 189 13% | 162 17% ^l | 139 13% | 110 20% ^{nop} | 87 14% | 54 12% | 50 11% | 171 15% | 130 14% | 275 15% | 21 13% |
| NET: 7-10 | 841 41% | 405 40% | 436 42% | 83 33% | 122 37% | 150 38% | 134 38% | 136 44% ^{cc} | 216 50% ^{cdef} | 205 36% | 636 43% ⁱ | 355 37% | 486 45% ^k | 199 35% | 235 39% | 187 43% ^m | 222 49% ^{mn} | 443 38% | 398 44% ^q | 770 41% | 65 38% |
| NET: 4-6 | 785 38% | 379 38% | 406 39% | 106 43% ^{gh} | 117 35% | 169 43% ^{dgh} | 141 40% | 106 34% | 146 34% | 222 39% | 563 38% | 392 40% ^l | 393 36% | 237 42% ^p | 236 39% ^p | 167 38% ^p | 145 32% | 467 40% ^r | 319 35% | 710 38% | 72 42% |
| NET: 0-3 | 301 15% | 167 17% ^b | 134 13% | 49 20% ^{eh} | 62 19% ^{eh} | 50 13% | 54 15% ^h | 45 15% ^h | 40 9% | 111 19% ^j | 189 13% | 162 17% ^l | 139 13% | 110 20% ^{nop} | 87 14% | 54 12% | 50 11% | 171 15% | 130 14% | 275 15% | 21 13% |
| Don't know | 132 6% | 58 6% | 74 7% | 9 4% | 28 9% ^c | 22 6% | 21 6% | 21 7% | 29 7% | 38 7% | 94 6% | 60 6% | 72 7% | 16 3% | 45 7% ^m | 29 7% ^m | 41 9% ^m | 72 6% | 60 7% | 118 6% | 12 7% |
| Mean | 5.98 | 5.87 | 6.07 | 5.38 | 5.59 | 5.97 ^c | 5.85 ^c | 6.12 ^{cd} | 6.63 ^{cdef} fg | 5.50 | 6.16 ⁱ | 5.69 | 6.23 ^k | 5.57 | 5.85 | 6.14 ^m | 6.51 ^{mno} | 5.83 | 6.16 ^q | 5.98 | 5.99 |
| Standard deviation | 2.50 | 2.61 | 2.39 | 2.37 | 2.58 | 2.44 | 2.52 | 2.64 | 2.33 | 2.49 | 2.48 | 2.48 | 2.50 | 2.54 | 2.39 | 2.51 | 2.50 | 2.49 | 2.51 | 2.51 | 2.39 |
| Standard error | 0.06 | 0.08 | 0.08 | 0.15 | 0.15 | 0.13 | 0.14 | 0.16 | 0.11 | 0.11 | 0.07 | 0.08 | 0.08 | 0.11 | 0.10 | 0.13 | 0.12 | 0.08 | 0.08 | 0.06 | 0.19 |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j - k/l - m/n/o/p - q/r - s/t

Trust in Charities 2018

ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 141

Q23. Thinking of charities you know about, how important is each of the following in deciding whether you trust them? Please use a scale of 0-10 where 10 means extremely important and 0 means not important at all.

Base: All respondents

Being entirely volunteer run

| | Total | Region | | | | | | | | | | Trust in Charities | | | Trust in Charities II | | | Importance of Charities | Change in trust | | |
|--------------------------|----------------|----------------|----------------|------------------------|-------------------|-------------------|-------------|--------------|------------|----------------|----------------|--------------------|--------------|-------------|-----------------------|--------------|-------------|-------------------------|-----------------|----------------|---------------------|
| | | North East (a) | North West (b) | Yorkshire & Humber (c) | West Midlands (d) | East Midlands (e) | Wales (f) | East-ern (g) | London (h) | South East (i) | South West (j) | 8-10 (k) | 3-7 (l) | 0-2 (m) | 7-10 (n) | 4-6 (o) | 0-3 (p) | Essen-tial | In-creased (r) | De-creased (s) | Stayed the same (t) |
| Unweighted base | 2059 | 95 | 244 | 217 | 204 | 166 | 120 | 235 | 303 | 301 | 174 | 359 | 1472 | 228 | 759 | 909 | 391 | 419 | 98 | 931 | 982 |
| Weighted base | 2059 | 102* | 265 | 204 | 204 | 183 | 122 | 204 | 285 | 285 | 204 | 356 | 1476 | 228 | 759 | 907 | 392 | 419 | 97* | 929 | 983 |
| Extremely important (10) | 176 9% | 9 9% | 20 8% | 20 10% | 19 9% | 18 10% | 13 11% | 17 8% | 22 8% | 21 7% | 16 8% | 29 8% | 96 7% | 50 22%kl | 43 6% | 69 8% | 64 16%no | 35 8% | 7 7% | 109 12%t | 58 6% |
| 9 | (9) 127 6% | 4 4% | 19 7% | 17 8%hj | 16 8%hj | 15 8%hj | 12 10%hj | 9 5% | 9 3% | 21 7%hj | 6 3% | 31 9%l | 74 5% | 22 10%l | 49 6% | 47 5% | 31 8% | 27 6% | 10 11%t | 71 8%t | 44 4% |
| 8 | (8) 269 13% | 16 15% | 38 14% | 20 10% | 28 14% | 28 15% | 23 19%ch | 26 13% | 32 11% | 33 12% | 26 13% | 70 20%lm | 169 11% | 30 13% | 122 16%op | 101 11% | 46 12% | 64 15% | 20 21%st | 122 13% | 122 12% |
| 7 | (7) 269 13% | 9 9% | 42 16% | 23 11% | 25 12% | 27 15% | 14 11% | 26 13% | 38 13% | 41 14% | 24 12% | 46 13% | 204 14%km | 19 8% | 110 14%p | 119 13% | 40 10% | 46 11% | 22 23%st | 132 14% | 112 11% |
| 6 | (6) 249 12% | 12 12% | 31 12% | 25 12% | 26 13% | 23 13% | 14 11% | 23 11% | 29 10% | 39 14% | 27 13% | 46 13%km | 191 13%km | 13 6% | 100 13%p | 119 13%p | 30 8% | 46 11% | 12 13% | 97 10% | 135 14%st |
| 5 | (5) 408 20% | 29 29%bdf | 41 16% | 41 20%f | 37 18% | 34 19% | 14 12% | 46 23%f | 58 20%f | 62 22%f | 44 21%f | 54 15% | 323 22%km | 31 13% | 134 18% | 205 23%kn | 70 18% | 72 17% | 14 14% | 176 19% | 209 21% |
| 4 | (4) 128 6% | 8 8% | 21 8%g | 13 6% | 10 5% | 11 6% | 4 3% | 6 3% | 20 7%g | 19 7% | 16 8% | 17 5% | 102 7% | 8 4% | 47 6% | 60 7% | 21 5% | 24 6% | 1 1% | 54 6%r | 71 7%r |
| 3 | (3) 112 5% | 7 7% | 12 4% | 11 5% | 15 7% | 7 4% | 8 6% | 9 5% | 18 6% | 15 5% | 9 5% | 20 6% | 81 6% | 10 4% | 41 5% | 51 6% | 20 5% | 24 6% | 3 3% | 50 5% | 57 6% |
| 2 | (2) 82 4% | 2 2% | 8 3% | 14 7% | 8 4% | 6 3% | 5 4% | 12 6% | 13 4% | 10 4% | 6 3% | 15 4% | 60 4% | 7 3% | 31 4% | 36 4% | 14 4% | 24 6% | 5 5% | 36 4% | 41 4% |
| 1 | (1) 30 1% | - | 5 2% | 3 1% | 2 1% | 3 2% | 2 2% | 2 1% | 7 3%i | 1 * | 5 3%i | 6 2% | 23 2% | 2 1% | 13 2% | 14 2% | 4 1% | 11 3% | 1 1% | 15 2% | 14 1% |

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j - k/l/m - n/o/p - r/s/t
 * small base

Trust in Charities 2018

ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 141

Q23. Thinking of charities you know about, how important is each of the following in deciding whether you trust them? Please use a scale of 0-10 where 10 means extremely important and 0 means not important at all.

Base: All respondents

Being entirely volunteer run

| | Total | Region | | | | | | | | | | Trust in Charities | | | Trust in Charities II | | | Importance of Charities | Change in trust | | |
|--------------------------|-------------|------------------|------------------|------------------------|-------------------|-------------------|-------------------------|-----------------|-----------------|-----------------|-----------------|--------------------|------------------|------------------|-----------------------|------------------|------------------|-------------------------|-----------------|-----------------|---------------------|
| | | North East (a) | North West (b) | Yorkshire & Humber (c) | West Midlands (d) | East Midlands (e) | Wales (f) | Eastern (g) | London (h) | South East (i) | South West (j) | 8-10 (k) | 3-7 (l) | 0-2 (m) | 7-10 (n) | 4-6 (o) | 0-3 (p) | Essential (q) | Increased (r) | Decreased (s) | Stayed the same (t) |
| Weighted base | 2059 | 102* | 265 | 204 | 204 | 183 | 122 | 204 | 285 | 285 | 204 | 356 | 1476 | 228 | 759 | 907 | 392 | 419 | 97* | 929 | 983 |
| Not important at all (0) | 77 4% | 1 1% | 13 5% | 5 2% | 5 3% | 5 3% | 4 3% | 8 4% | 11 4% | 8 3% | 17 9% hi | 13 4% | 48 3% | 16 7% l | 31 4% | 26 3% | 20 5% | 34 8% | 2 2% | 25 3% | 47 5% s |
| NET: 8-10 | 572 28% | 28 28% | 76 29% | 57 28% | 63 31% h | 60 33% hj | 49 40% bcgh ij | 52 26% | 63 22% | 75 26% | 47 23% | 130 37% l | 339 23% | 103 45% kl | 215 28% o | 217 24% | 140 36% no | 126 30% | 37 38% t | 302 33% t | 224 23% |
| NET: 4-7 | 1054 51% | 59 58% f | 135 51% f | 102 50% f | 99 48% | 95 52% f | 45 37% | 101 50% f | 146 51% f | 162 57% f | 110 54% f | 163 46% m | 821 56% km | 70 31% | 391 51% p | 503 55% p | 160 41% | 187 45% | 49 51% | 458 49% | 526 53% |
| NET: 0-3 | 301 15% | 10 10% | 38 14% | 32 16% | 29 14% | 21 12% | 19 15% | 31 15% | 49 17% | 34 12% | 38 18% | 54 15% | 212 14% | 35 16% | 116 15% | 128 14% | 58 15% | 92 22% | 11 11% | 127 14% | 159 16% |
| NET: 7-10 | 841 41% | 38 37% | 118 45% hj | 80 39% | 88 43% | 88 48% hj | 62 51% acgh j | 78 38% | 101 36% | 116 41% | 71 35% | 176 50% l | 544 37% | 121 53% l | 325 43% o | 336 37% | 180 46% o | 171 41% | 59 61% st | 434 47% t | 336 34% |
| NET: 4-6 | 785 38% | 50 49% bdf | 93 35% | 79 39% f | 73 36% | 68 37% f | 32 26% | 75 37% f | 108 38% f | 121 42% f | 87 42% f | 117 33% m | 616 42% km | 52 23% | 281 37% p | 384 42% np | 120 31% | 142 34% | 27 28% | 327 35% | 414 42% rs |
| NET: 0-3 | 301 15% | 10 10% | 38 14% | 32 16% | 29 14% | 21 12% | 19 15% | 31 15% | 49 17% | 34 12% | 38 18% | 54 15% | 212 14% | 35 16% | 116 15% | 128 14% | 58 15% | 92 22% | 11 11% | 127 14% | 159 16% |
| Don't know | 132 6% | 5 5% | 16 6% | 13 6% | 13 6% | 6 3% | 10 8% | 19 9% eij | 27 9% eij | 14 5% | 9 4% | 8 2% | 104 7% k | 19 9% k | 38 5% | 60 7% | 34 9% n | 13 3% | - | 42 5% r | 74 8% rs |
| Mean | 5.98 | 6.09 | 6.01 | 5.99 | 6.18 hj | 6.28 hj | 6.44 hj | 5.90 | 5.66 | 6.07 hj | 5.49 | 6.24 l | 5.81 | 6.64 l | 5.93 | 5.87 | 6.32 no | 5.63 | 6.62 t | 6.25 t | 5.65 |
| Standard deviation | 2.50 | 2.12 | 2.56 | 2.54 | 2.46 | 2.43 | 2.65 | 2.52 | 2.54 | 2.30 | 2.71 | 2.52 | 2.38 | 3.08 | 2.46 | 2.39 | 2.82 | 2.86 | 2.22 | 2.53 | 2.47 |
| Standard error | 0.06 | 0.22 | 0.17 | 0.18 | 0.18 | 0.19 | 0.25 | 0.17 | 0.15 | 0.14 | 0.21 | 0.13 | 0.06 | 0.21 | 0.09 | 0.08 | 0.15 | 0.14 | 0.22 | 0.08 | 0.08 |

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j - k/l/m - n/o/p - r/s/t
 * small base

Prepared by Populus

Trust in Charities 2018
ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 142

Q23. Thinking of charities you know about, how important is each of the following in deciding whether you trust them? Please use a scale of 0-10 where 10 means extremely important and 0 means not important at all.

Base: All respondents

Being entirely volunteer run

| | | Heard of the CC | | Knowledge of CC | | Importance of CC | |
|----------------------|------|-----------------|------------|-----------------|------------------------|------------------------------|------------|
| | | Total | Yes (a) | No (b) | Very/Fairly well (c) | Not at all/Not very well (d) | Essential |
| Unweighted base | | 2059 | 1077 | 982 | 272 | 755 | 1015 |
| Weighted base | | 2059 | 1072 | 987 | 267 | 756 | 1013 |
| Extremely important | (10) | 176 9% | 84 8% | 92 9% | 30 11% ^d | 50 7% | 108 11% |
| 9 | (9) | 127 6% | 76 7% | 52 5% | 25 9% | 50 7% | 72 7% |
| 8 | (8) | 269 13% | 143 13% | 126 13% | 40 15% | 101 13% | 145 14% |
| 7 | (7) | 269 13% | 131 12% | 139 14% | 29 11% | 98 13% | 122 12% |
| 6 | (6) | 249 12% | 130 12% | 120 12% | 29 11% | 93 12% | 112 11% |
| 5 | (5) | 408 20% | 215 20% | 193 20% | 51 19% | 155 21% | 178 18% |
| 4 | (4) | 128 6% | 73 7% | 55 6% | 12 4% | 57 8% | 54 5% |
| 3 | (3) | 112 5% | 58 5% | 54 5% | 13 5% | 41 5% | 59 6% |
| 2 | (2) | 82 4% | 48 4% | 34 3% | 11 4% | 34 5% | 46 4% |
| 1 | (1) | 30 1% | 20 2% | 11 1% | 8 3% | 11 1% | 21 2% |
| Not important at all | (0) | 77 4% | 48 4% | 29 3% | 16 6% | 27 4% | 44 4% |

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d

Prepared by Populus

Trust in Charities 2018
ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 142

Q23. Thinking of charities you know about, how important is each of the following in deciding whether you trust them? Please use a scale of 0-10 where 10 means extremely important and 0 means not important at all.

Base: All respondents

Being entirely volunteer run

| | <u>Heard of the CC</u> | | <u>Knowledge of CC</u> | | <u>Importance of CC</u> | |
|--------------------|------------------------|-------------|------------------------|----------------------|------------------------------|------------|
| | Total | Yes (a) | No (b) | Very/Fairly well (c) | Not at all/Not very well (d) | Essential |
| Weighted base | 2059 | 1072 | 987 | 267 | 756 | 1013 |
| NET: 8-10 | 572 28% | 303 28% | 269 27% | 95 36%d | 200 27% | 325 32% |
| NET: 4-7 | 1054 51% | 548 51% | 506 51% | 121 45% | 404 53%c | 466 46% |
| NET: 0-3 | 301 15% | 173 16%b | 128 13% | 48 18% | 114 15% | 170 17% |
| NET: 7-10 | 841 41% | 434 40% | 408 41% | 124 47%d | 299 40% | 448 44% |
| NET: 4-6 | 785 38% | 418 39% | 367 37% | 92 34% | 306 40% | 344 34% |
| NET: 0-3 | 301 15% | 173 16%b | 128 13% | 48 18% | 114 15% | 170 17% |
| Don't know | 132 6% | 47 4% | 84 9%a | 2 1% | 38 5%c | 52 5% |
| Mean | 5.98 | 5.87 | 6.09 | 6.03 | 5.86 | 6.05 |
| Standard deviation | 2.50 | 2.56 | 2.43 | 2.80 | 2.45 | 2.67 |
| Standard error | 0.06 | 0.08 | 0.08 | 0.17 | 0.09 | 0.09 |

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d

Trust in Charities 2018
ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 143

Q23b. Are there any other factors that are important to you in deciding whether you trust a charity or not?**Base: All respondents**

| | Gender | | Age | | | | | | Age II | | Age III | | Social Grade | | | | Working Status | | Ethnicity | | |
|------------------|--------|-------------|---------------|--------------|--------------|--------------|--------------|--------------|------------|--------------|------------|--------------|--------------|-----------|-----------|-----------|----------------|----------------|-----------------------|--------------|---------------------|
| | Total | Male (a) | Female (b) | 18-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-64 (g) | 65+ (h) | 18-34 (i) | 35+ (j) | 18-44 (k) | 45+ (l) | AB (m) | C1 (n) | C2 (o) | DE (p) | Working (q) | Not working (r) | White (s) | Non White (t) |
| Unweighted base | 2059 | 1059 | 1000 | 265 | 310 | 370 | 368 | 290 | 456 | 575 | 1484 | 945 | 1114 | 580 | 592 | 404 | 483 | 1116 | 943 | 1867 | 176 |
| Weighted base | 2059 | 1009 | 1050 | 247 | 330 | 391 | 350 | 309 | 432 | 577 | 1482 | 968 | 1091 | 562 | 603 | 437 | 457 | 1153 | 906 | 1874 | 170 |
| No other factors | 1494 | 714 | 780 | 198 | 263 | 302 | 239 | 212 | 279 | 461 | 1032 | 764 | 730 | 399 | 441 | 300 | 354 | 855 | 638 | 1361 | 123 |
| | 73% | 71% | 74% | 80%fgh | 80%fgh | 77%fgh | 68% | 69% | 65% | 80%j | 70% | 79%l | 67% | 71% | 73% | 69% | 78%mo | 74% | 70% | 73% | 72% |
| Don't know | 565 | 295 | 270 | 49 | 67 | 89 | 111 | 97 | 153 | 115 | 450 | 204 | 361 | 163 | 163 | 137 | 103 | 298 | 268 | 514 | 48 |
| | 27% | 29% | 26% | 20% | 20% | 23% | 32%cde | 31%cde | 35%cde | 20% | 30%i | 21% | 33%k | 29%p | 27% | 31%p | 22% | 26% | 30% | 27% | 28% |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j - k/l - m/n/o/p - q/r - s/t

Trust in Charities 2018
ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 144

Q23b. Are there any other factors that are important to you in deciding whether you trust a charity or not?

Base: All respondents

| | Region | | | | | | | | | | | Trust in Charities | | | Trust in Charities II | | | Importance of Charities | Change in trust | | |
|------------------|--------|----------------|----------------|------------------------|-------------------|-------------------|-----------|--------------|------------|----------------|----------------|--------------------|---------|---------|-----------------------|---------|---------|-------------------------|-----------------|----------------|---------------------|
| | Total | North East (a) | North West (b) | Yorkshire & Humber (c) | West Midlands (d) | East Midlands (e) | Wales (f) | East-ern (g) | London (h) | South East (i) | South West (j) | 8-10 (k) | 3-7 (l) | 0-2 (m) | 7-10 (n) | 4-6 (o) | 0-3 (p) | Essential | In-creased (r) | De-creased (s) | Stayed the same (t) |
| Unweighted base | 2059 | 95 | 244 | 217 | 204 | 166 | 120 | 235 | 303 | 301 | 174 | 359 | 1472 | 228 | 759 | 909 | 391 | 419 | 98 | 931 | 982 |
| Weighted base | 2059 | 102* | 265 | 204 | 204 | 183 | 122 | 204 | 285 | 285 | 204 | 356 | 1476 | 228 | 759 | 907 | 392 | 419 | 97* | 929 | 983 |
| No other factors | 1494 | 75 | 191 | 157 | 150 | 127 | 94 | 157 | 192 | 203 | 150 | 255 | 1100 | 139 | 552 | 686 | 256 | 275 | 70 | 615 | 766 |
| | 73% | 73% | 72% | 77%h | 73% | 69% | 77% | 77%h | 67% | 71% | 73% | 72%m | 75%m | 61% | 73%p | 76%p | 65% | 66% | 72% | 66% | 78% ^s |
| Don't know | 565 | 27 | 74 | 47 | 54 | 57 | 29 | 47 | 94 | 82 | 54 | 101 | 375 | 89 | 208 | 222 | 136 | 144 | 28 | 314 | 217 |
| | 27% | 27% | 28% | 23% | 27% | 31% | 23% | 23% | 33%cg | 29% | 27% | 28% | 25% | 39%kl | 27% | 24% | 35%no | 34% | 28% | 34%t | 22% |

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j - k/l/m - n/o/p - r/s/t

* small base

Trust in Charities 2018
ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 145

Q23b. Are there any other factors that are important to you in deciding whether you trust a charity or not?

Base: All respondents

| | Heard of the CC | | Knowledge of CC | | Importance of CC | |
|------------------|-----------------|-------------------------|-------------------------|-------------------------|------------------------------|------------|
| | Total | Yes (a) | No (b) | Very/Fairly well (c) | Not at all/Not very well (d) | Essential |
| Unweighted base | 2059 | 1077 | 982 | 272 | 755 | 1015 |
| Weighted base | 2059 | 1072 | 987 | 267 | 756 | 1013 |
| No other factors | 1494 73% | 731 68% | 763 77% ^a | 164 62% | 531 70% ^c | 691 68% |
| Don't know | 565 27% | 341 32% ^b | 224 23% | 103 38% ^d | 225 30% | 322 32% |

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d

Trust in Charities 2018
ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 146

Q24. Please think about the very last time you gave to charity. What form did that take?

Base: All respondents

| | Gender | | Age | | | | | | | Age II | | Age III | | Social Grade | | | | Working Status | | Ethnicity | |
|--|------------|-------------------------|-------------------------|----------------------------|----------------------------|--------------------------|--------------------------|---------------------------|-----------------------------|-------------------------|-------------------------|-------------------------|-------------------------|-------------------------|------------|------------------------|-------------------------|-------------------------|-------------------------|-------------------------|---------------------|
| | Total | Male (a) | Female (b) | 18-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-64 (g) | 65+ (h) | 18-34 (i) | 35+ (j) | 18-44 (k) | 45+ (l) | AB (m) | C1 (n) | C2 (o) | DE (p) | Working (q) | Not working (r) | White (s) | Non White (t) |
| Unweighted base | 2059 | 1059 | 1000 | 265 | 310 | 370 | 368 | 290 | 456 | 575 | 1484 | 945 | 1114 | 580 | 592 | 404 | 483 | 1116 | 943 | 1867 | 176 |
| Weighted base | 2059 | 1009 | 1050 | 247 | 330 | 391 | 350 | 309 | 432 | 577 | 1482 | 968 | 1091 | 562 | 603 | 437 | 457 | 1153 | 906 | 1874 | 170 |
| One-off donation of money | 764 37% | 418 41% ^b | 346 33% | 114 46% ^{efgh} | 152 46% ^{efgh} | 156 40% ^h | 123 35% ^h | 105 34% ^h | 115 27% | 266 46% ^j | 498 34% | 421 44% ^l | 343 31% | 219 39% | 232 38% | 159 36% | 154 34% | 478 41% ^r | 286 32% | 685 37% | 73 43% |
| Donating goods or services | 620 30% | 262 26% | 358 34% ^a | 50 20% | 74 22% | 117 30% ^{cd} | 121 35% ^{cd} | 119 38% ^{cde} | 139 32% ^{cd} | 124 21% | 496 33% ⁱ | 241 25% | 379 35% ^k | 145 26% | 179 30% | 134 31% | 162 35% ^m | 320 28% | 300 33% ^q | 575 31% ^t | 40 23% |
| Repeat donation of money (eg a direct debit) | 375 18% | 167 17% | 208 20% | 18 7% | 38 11% | 67 17% ^{cd} | 60 17% ^{cd} | 57 18% ^{cd} | 135 31% ^{cdefg} | 56 10% | 319 22% ⁱ | 123 13% | 252 23% ^k | 113 20% ^p | 115 19% | 79 18% | 69 15% | 178 15% | 197 22% ^q | 347 19% | 27 16% |
| Volunteering time | 168 8% | 82 8% | 86 8% | 48 20% ^{defgh} | 34 10% ^{efgh} | 22 6% | 24 7% | 16 5% | 23 5% | 82 14% ^j | 86 6% | 105 11% ^l | 63 6% | 62 11% ^{np} | 42 7% | 33 7% | 31 7% | 100 9% | 68 7% | 151 8% | 15 9% |
| Other | 65 3% | 35 3% | 31 3% | 5 2% | 13 4% | 13 3% | 12 4% | 9 3% | 12 3% | 19 3% | 47 3% | 32 3% | 34 3% | 12 2% | 19 3% | 9 2% | 25 5% ^{mo} | 39 3% | 27 3% | 57 3% | 7 4% |
| I have never given to charity | 67 3% | 45 4% ^b | 22 2% | 11 5% ^{gh} | 19 6% ^{gh} | 16 4% ^{gh} | 10 3% | 3 1% | 7 2% | 30 5% ^j | 37 2% | 47 5% ^l | 20 2% | 11 2% | 16 3% | 24 5% ^{mn} | 16 4% | 39 3% | 28 3% | 59 3% | 8 5% |

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j - k/l - m/n/o/p - q/r - s/t

Trust in Charities 2018

ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 147

Q24. Please think about the very last time you gave to charity. What form did that take?

Base: All respondents

| | Region | | | | | | | | | | | Trust in Charities | | | Trust in Charities II | | | Importance of Charities | Change in trust | | |
|--|------------|-------------------------|------------------------|----------------------------|------------------------|------------------------|-----------|------------------------|---------------------------|------------------------|------------------------|-------------------------|-------------------------|-------------------------|--------------------------|-------------------------|------------------------|-------------------------|-------------------------|-------------------------|-----------------------|
| | Total | North East (a) | North West (b) | Yorkshire & Humberside (c) | West Midlands (d) | East Midlands (e) | Wales (f) | East-ern (g) | London (h) | South East (i) | South West (j) | 8-10 (k) | 3-7 (l) | 0-2 (m) | 7-10 (n) | 4-6 (o) | 0-3 (p) | Essential | In-creased (r) | De-creased (s) | Stayed the same (t) |
| Unweighted base | 2059 | 95 | 244 | 217 | 204 | 166 | 120 | 235 | 303 | 301 | 174 | 359 | 1472 | 228 | 759 | 909 | 391 | 419 | 98 | 931 | 982 |
| Weighted base | 2059 | 102* | 265 | 204 | 204 | 183 | 122 | 204 | 285 | 285 | 204 | 356 | 1476 | 228 | 759 | 907 | 392 | 419 | 97* | 929 | 983 |
| One-off donation of money | 764 37% | 42 41% | 90 34% | 72 35% | 83 41% | 68 37% | 54 44% | 77 38% | 106 37% | 105 37% | 67 33% | 137 38% | 539 37% | 88 39% | 259 34% | 352 39% | 153 39% | 123 29% | 26 27% | 351 38% ^r | 365 37% |
| Donating goods or services | 620 30% | 40 39% ^{dh} | 84 32% | 67 33% | 51 25% | 55 30% | 35 29% | 64 31% | 77 27% | 83 29% | 64 31% | 82 23% | 463 31% ^k | 75 33% ^k | 216 29% | 272 30% | 131 33% | 132 32% | 29 30% | 306 33% ^t | 273 28% |
| Repeat donation of money (eg a direct debit) | 375 18% | 9 9% | 56 21% ^a | 32 16% | 41 20% ^a | 33 18% ^a | 20 17% | 43 21% ^a | 42 15% | 57 20% ^a | 41 20% ^a | 82 23% ^{lm} | 272 18% ^m | 21 9% | 179 24% ^{op} | 151 17% ^p | 44 11% | 106 25% | 17 18% | 167 18% | 188 19% |
| Volunteering time | 168 8% | 6 6% | 17 6% | 17 8% | 14 7% | 15 8% | 8 7% | 12 6% | 36 13% ^{bdgi} | 19 7% | 23 11% | 45 13% ^{lm} | 116 8% ^m | 8 3% | 79 10% ^p | 74 8% ^p | 14 4% | 45 11% | 20 20% st | 58 6% | 89 9% ^s |
| Other | 65 3% | 3 3% | 9 4% | 9 4% | 7 3% | 4 2% | 2 1% | 3 1% | 13 5% ^g | 11 4% | 5 2% | 6 2% | 46 3% | 14 6% ^{kl} | 15 2% | 34 4% ⁿ | 16 4% ⁿ | 10 2% | 3 3% | 28 3% | 30 3% |
| I have never given to charity | 67 3% | 2 2% | 9 3% | 8 4% | 8 4% | 8 4% | 3 2% | 5 3% | 11 4% | 9 3% | 4 2% | 4 1% | 40 3% | 22 10% ^{kl} | 10 1% | 24 3% | 34 9% ^{no} | 2 * | 20 2% | 20 2% | 39 4% ^s |

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j - k/l/m - n/o/p - r/s/t

* small base

Trust in Charities 2018
ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 148

Q24. Please think about the very last time you gave to charity. What form did that take?

Base: All respondents

| | Heard of the CC | | Knowledge of CC | | Importance of CC | Essential |
|--|-----------------|-------------------------|-------------------------|------------------------|------------------------------|------------|
| | Total | Yes (a) | No (b) | Very/Fairly well (c) | Not at all/Not very well (d) | |
| Unweighted base | 2059 | 1077 | 982 | 272 | 755 | 1015 |
| Weighted base | 2059 | 1072 | 987 | 267 | 756 | 1013 |
| One-off donation of money | 764 37% | 368 34% | 396 40% ^a | 89 33% | 259 34% | 334 33% |
| Donating goods or services | 620 30% | 312 29% | 308 31% | 67 25% | 228 30% | 307 30% |
| Repeat donation of money (eg a direct debit) | 375 18% | 247 23% ^b | 128 13% | 59 22% | 180 24% | 240 24% |
| Volunteering time | 168 8% | 101 9% ^b | 67 7% | 43 16% ^d | 57 8% | 90 9% |
| Other | 65 3% | 30 3% | 36 4% | 4 2% | 22 3% | 26 3% |
| I have never given to charity | 67 3% | 15 1% | 52 5% ^a | 5 2% | 10 1% | 16 2% |

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d

Trust in Charities 2018

ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 149

**Q25. Thinking again about your latest donation to charity, why did you choose to give to the specific charity that you did - rather than a different cause?
Please select up to three.**

Base: All respondents who have given to charity

| | Gender | | Age | | | | | | | Age II | | Age III | | Social Grade | | | | Working Status | | Ethnicity | |
|---|------------|-------------------------|-------------------------|---------------------------|---------------------------|-------------------------|---------------------------|---------------------------|----------------------------|------------------------|-------------------------|-------------------------|-------------------------|------------------------|-------------------------|------------------------|------------|-------------------------|-------------------------|-------------------------|------------------------|
| | Total | Male (a) | Female (b) | 18-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-64 (g) | 65+ (h) | 18-34 (i) | 35+ (j) | 18-44 (k) | 45+ (l) | AB (m) | C1 (n) | C2 (o) | DE (p) | Working (q) | Not working (r) | White (s) | Non White (t) |
| Unweighted base | 1991 | 1012 | 979 | 253 | 291 | 354 | 358 | 287 | 448 | 544 | 1447 | 898 | 1093 | 569 | 576 | 381 | 465 | 1078 | 913 | 1808 | 167 |
| Weighted base | 1992 | 964 | 1028 | 236 | 310 | 375 | 340 | 306 | 425 | 546 | 1446 | 921 | 1071 | 551 | 587 | 413 | 441 | 1114 | 878 | 1816 | 162 |
| I believe in the cause that this charity supports | 948 48% | 460 48% | 489 48% | 85 36% | 120 39% | 150 40% | 165 49% ^{cde} | 172 56% ^{cde} | 257 60% ^{cdef} | 205 37% | 743 51% ⁱ | 355 39% | 594 55% ^k | 274 50% | 281 48% | 184 45% | 208 47% | 475 43% | 474 54% ^q | 871 48% | 70 43% |
| The charity makes a positive difference | 690 35% | 325 34% | 365 36% | 81 34% ^e | 89 29% | 89 24% | 132 39% ^{de} | 119 39% ^{de} | 180 42% ^{cde} | 171 31% | 520 36% | 259 28% | 431 40% ^k | 186 34% | 215 37% | 150 36% | 139 32% | 337 30% | 354 40% ^q | 636 35% | 49 30% |
| It does important work in the UK | 533 27% | 284 30% ^b | 248 24% | 45 19% | 55 18% | 86 23% | 101 30% ^{cd} | 112 36% ^{cde} | 134 32% ^{cde} | 100 18% | 433 30% ⁱ | 186 20% | 347 32% ^k | 135 25% | 151 26% | 122 30% | 124 28% | 283 25% | 250 29% | 501 28% ^t | 31 19% |
| I knew it was a registered charity | 350 18% | 182 19% | 168 16% | 27 12% | 44 14% | 69 18% ^c | 68 20% ^c | 53 17% | 89 21% ^{cd} | 71 13% | 279 19% ⁱ | 140 15% | 210 20% ^k | 83 15% | 101 21% ^m | 85 18% | 81 18% | 180 16% | 170 19% | 319 18% | 30 19% |
| The charity tackles an issue that directly affects me or the people close to me | 338 17% | 140 14% | 199 19% ^a | 31 13% | 47 15% | 53 14% | 62 18% | 55 18% | 91 21% ^{cde} | 77 14% | 261 18% ⁱ | 131 14% | 208 19% ^k | 86 16% | 96 16% | 71 17% | 86 19% | 166 15% | 172 20% ^q | 321 18% ^t | 14 9% |
| It does important work in the area where I live | 327 16% | 157 16% | 170 16% | 34 14% ^d | 26 8% | 56 15% ^d | 56 17% ^d | 58 19% ^d | 98 23% ^{cdef} | 59 11% | 267 19% ⁱ | 115 12% | 212 20% ^k | 92 17% | 81 14% | 81 20% ⁿ | 73 17% | 146 13% | 181 21% ^q | 302 17% | 23 14% |
| A friend or family member asked me to (e.g. as a sponsorship or gift) | 190 10% | 93 10% | 97 9% | 40 17% ^{efgh} | 50 16% ^{efgh} | 39 10% ^h | 24 7% | 19 6% | 19 4% | 90 16% ^j | 101 7% | 129 14% ^l | 62 6% | 60 11% ^p | 63 11% ^p | 43 10% ^p | 25 6% | 125 11% ^r | 66 7% | 169 9% | 22 13% |
| It does important work overseas | 139 7% | 79 8% ^b | 60 6% | 18 7% | 27 9% | 20 5% | 19 5% | 22 7% | 34 8% | 45 8% | 94 7% | 64 7% | 75 7% | 47 8% ^p | 49 8% ^p | 22 5% | 22 5% | 78 7% | 61 7% | 111 6% | 27 16% ^s |
| I saw or heard a really effective advert or appeal | 78 4% | 44 5% | 33 3% | 10 4% | 21 7% ^{fgh} | 20 5% ^h | 11 3% | 9 3% | 8 2% | 31 6% ^j | 47 3% | 51 6% ^l | 27 3% | 26 5% | 21 4% | 16 4% | 15 3% | 56 5% ^r | 22 2% | 66 4% | 11 7% ^s |
| The fundraiser was really persuasive or admirable | 75 4% | 40 4% | 35 3% | 16 7% ^{fgh} | 15 5% ^{gh} | 24 6% ^{fgh} | 9 3% | 6 2% | 5 1% | 31 6% ^j | 44 3% | 55 6% ^l | 20 2% | 25 5% | 25 4% | 14 3% | 11 2% | 52 5% ^r | 23 3% | 65 4% | 9 5% |

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j - k/l - m/n/o/p - q/r - s/t

Prepared by Populus

Trust in Charities 2018
ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 149

**Q25. Thinking again about your latest donation to charity, why did you choose to give to the specific charity that you did - rather than a different cause?
Please select up to three.**

Base: All respondents who have given to charity

| | Gender | | Age | | | | | | | Age II | | Age III | | Social Grade | | | | Working Status | | Ethnicity | |
|---------------|------------|-------------|---------------|--------------|-------------------------|--------------|--------------|--------------|------------|--------------|------------|-------------------------|------------|--------------|-----------|-----------|------------------------|----------------|-----------------------|--------------|---------------------|
| | Total | Male (a) | Female (b) | 18-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-64 (g) | 65+ (h) | 18-34 (i) | 35+ (j) | 18-44 (k) | 45+ (l) | AB (m) | C1 (n) | C2 (o) | DE (p) | Working (q) | Not working (r) | White (s) | Non White (t) |
| Weighted base | 1992 | 964 | 1028 | 236 | 310 | 375 | 340 | 306 | 425 | 546 | 1446 | 921 | 1071 | 551 | 587 | 413 | 441 | 1114 | 878 | 1816 | 162 |
| Other | 190 10% | 87 9% | 104 10% | 22 9% | 40 13% ^{fh} | 39 11% | 26 8% | 32 10% | 31 7% | 62 11% | 128 9% | 101 11% ^l | 89 8% | 45 8% | 64 11% | 30 7% | 52 12% ^o | 108 10% | 82 9% | 167 9% | 19 12% |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j - k/l - m/n/o/p - q/r - s/t

Trust in Charities 2018

ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 150

Q25. Thinking again about your latest donation to charity, why did you choose to give to the specific charity that you did - rather than a different cause? Please select up to three.

Base: All respondents who have given to charity

| | Total | Region | | | | | | | | | | Trust in Charities | | | Trust in Charities II | | | Importance of Charities | Change in trust | | |
|---|------------|--------------------------|------------------------|------------------------|-------------------------|------------------------|-----------|-------------------------|------------|---------------------------|--------------------------|--------------------------|-------------------------|-----------|--------------------------|-------------------------|------------|-------------------------|-------------------------|-------------------------|-------------------------|
| | | North East (a) | North West (b) | Yorkshire & Humber (c) | West Midlands (d) | East Midlands (e) | Wales (f) | East of London (g) | London (h) | South East (i) | South West (j) | 8-10 (k) | 3-7 (l) | 0-2 (m) | 7-10 (n) | 4-6 (o) | 0-3 (p) | Essential | In-creased (r) | De-creased (s) | Stayed the same (t) |
| Unweighted base | 1991 | 93 | 236 | 209 | 196 | 159 | 117 | 229 | 291 | 291 | 170 | 354 | 1431 | 206 | 749 | 885 | 357 | 417 | 96 | 910 | 943 |
| Weighted base | 1992 | 100* | 256 | 196 | 196 | 176 | 119 | 199 | 275 | 276 | 200 | 351 | 1435 | 206 | 750 | 884 | 359 | 417 | 95* | 910 | 944 |
| I believe in the cause that this charity supports | 948 48% | 46 46% | 120 47% | 80 41% | 86 44% | 86 49% | 58 49% | 105 53% ^c | 128 47% | 130 47% | 109 55% ^{cd} | 188 54% ^m | 685 48% ^m | 76 37% | 400 53% ^{op} | 408 46% ^p | 140 39% | 248 60% | 39 41% | 426 47% | 469 50% |
| The charity makes a positive difference | 690 35% | 30 31% | 85 33% | 61 31% | 70 36% | 55 31% | 42 35% | 74 38% | 98 36% | 108 39% | 66 33% | 148 42% ^{lm} | 494 34% ^m | 48 23% | 300 40% ^{op} | 294 33% ^p | 96 27% | 193 46% | 31 33% | 294 32% | 353 37% ^s |
| It does important work in the UK | 533 27% | 24 24% | 75 29% ^j | 56 28% ^j | 54 27% | 55 31% ^j | 31 26% | 54 27% | 69 25% | 76 28% | 39 19% | 102 29% | 375 26% | 56 27% | 189 25% | 245 28% | 98 27% | 123 30% | 29 30% | 258 28% | 240 25% |
| I knew it was a registered charity | 350 18% | 16 16% | 47 18% | 34 17% | 37 19% | 40 23% ^h | 25 21% | 36 18% | 38 14% | 47 17% | 30 15% | 75 21% ^l | 233 16% | 42 20% | 151 20% ^o | 132 15% | 67 19% | 95 23% | 24 25% ^t | 180 20% ^t | 145 15% |
| The charity tackles an issue that directly affects me or the people close to me | 338 17% | 24 24% ^{chj} | 45 17% | 25 13% | 41 21% ^{ch} | 24 14% | 22 18% | 33 17% | 38 14% | 60 22% ^{cehj} | 27 14% | 62 18% ^m | 256 18% ^m | 20 10% | 130 17% | 164 19% ^p | 45 13% | 74 18% | 13 14% | 160 18% | 161 17% |
| It does important work in the area where I live | 327 16% | 22 23% ^{dhi} | 47 18% | 32 16% | 26 13% | 32 18% | 22 18% | 39 20% ⁱ | 38 14% | 35 13% | 34 17% | 60 17% | 234 16% | 33 16% | 130 17% | 136 15% | 60 17% | 71 17% | 19 20% | 160 18% | 145 15% |
| A friend or family member asked me to (e.g. as a sponsorship or gift) | 190 10% | 8 8% | 27 11% | 21 11% | 17 9% | 13 8% | 11 9% | 13 6% | 30 11% | 27 10% | 22 11% | 33 9% | 136 9% | 21 10% | 73 10% | 79 9% | 38 11% | 20 5% | 10 11% | 83 9% | 94 10% |
| It does important work overseas | 139 7% | 4 4% | 22 9% ^c | 7 4% | 16 8% | 13 7% | 9 7% | 12 6% | 21 8% | 22 8% ^c | 12 6% | 33 9% ^m | 100 7% ^m | 5 2% | 66 9% ^p | 59 7% | 14 4% | 41 10% | 12 13% st | 59 6% | 65 7% |
| I saw or heard a really effective advert or appeal | 78 4% | 1 1% | 10 4% | 5 3% | 9 4% | 12 7% ^a | 2 2% | 10 5% | 12 4% | 13 5% | 5 3% | 17 5% | 56 4% | 6 3% | 33 4% | 38 4% | 2 2% | 19 5% | 8 8% ^s | 29 3% | 38 4% |

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j - k/l/m - n/o/p - r/s/t

* small base

Prepared by Populus

Trust in Charities 2018

ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 150

Q25. Thinking again about your latest donation to charity, why did you choose to give to the specific charity that you did - rather than a different cause? Please select up to three.

Base: All respondents who have given to charity

| | Region | | | | | | | | | | | Trust in Charities | | | Trust in Charities II | | | Importance of Charities | Change in trust | | |
|---|------------|----------------|----------------|----------------------------|-------------------|-------------------|-----------|--------------|-------------|----------------|----------------|--------------------|------------|-------------|-----------------------|------------|-------------|-------------------------|-----------------|----------------|---------------------|
| | Total | North East (a) | North West (b) | Yorkshire & Humberside (c) | West Midlands (d) | East Midlands (e) | Wales (f) | East-ern (g) | London (h) | South East (i) | South West (j) | 8-10 (k) | 3-7 (l) | 0-2 (m) | 7-10 (n) | 4-6 (o) | 0-3 (p) | Essential | In-creased (r) | De-creased (s) | Stayed the same (t) |
| Weighted base | 1992 | 100* | 256 | 196 | 196 | 176 | 119 | 199 | 275 | 276 | 200 | 351 | 1435 | 206 | 750 | 884 | 359 | 417 | 95* | 910 | 944 |
| The fundraiser was really persuasive or admirable | 75 4% | 4 4% | 9 3% | 8 4% | 8 4% | 6 3% | 3 3% | 5 3% | 18 6%j | 10 4% | 2 1% | 14 4% | 55 4% | 5 2% | 36 5% | 27 3% | 11 3% | 12 3% | 7 7% | 33 4% | 32 3% |
| Other | 190 10% | 9 9% | 17 7% | 30 15%bdeg | 15 8% | 10 6% | 10 9% | 16 8% | 34 12%be | 27 10% | 21 10% | 20 6% | 134 9%k | 36 18%kl | 45 6% | 88 10%n | 57 16%no | 34 8% | 3 4% | 88 10% | 88 9% |

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j - k/l/m - n/o/p - r/s/t

* small base

Trust in Charities 2018

ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 151

**Q25. Thinking again about your latest donation to charity, why did you choose to give to the specific charity that you did - rather than a different cause?
Please select up to three.**

Base: All respondents who have given to charity

| | <u>Heard of the CC</u> | | <u>Knowledge of CC</u> | | <u>Importance of CC</u> | |
|---|------------------------|-------------------------|-------------------------|-------------------------|-------------------------------|------------|
| | Total | Yes (a) | No (b) | Very/Fairly well (c) | Not at all/ Not very well (d) | Essential |
| Unweighted base | 1991 | 1062 | 929 | 267 | 745 | 998 |
| Weighted base | 1992 | 1057 | 935 | 262 | 746 | 997 |
| I believe in the cause that this charity supports | 948 48% | 588 56% ^b | 360 39% | 138 53% | 423 57% | 528 53% |
| The charity makes a positive difference | 690 35% | 402 38% ^b | 288 31% | 115 44% ^d | 264 35% | 392 39% |
| It does important work in the UK | 533 27% | 306 29% ^b | 226 24% | 87 33% | 210 28% | 284 29% |
| I knew it was a registered charity | 350 18% | 208 20% ^b | 142 15% | 65 25% ^d | 136 18% | 210 21% |
| The charity tackles an issue that directly affects me or the people close to me | 338 17% | 188 18% | 150 16% | 34 13% | 150 20% ^c | 179 18% |
| It does important work in the area where I live | 327 16% | 198 19% ^b | 129 14% | 58 22% | 136 18% | 178 18% |
| A friend or family member asked me to (e.g. as a sponsorship or gift) | 190 10% | 75 7% | 115 12% ^a | 27 10% ^d | 47 6% | 80 8% |
| It does important work overseas | 139 7% | 85 8% ^b | 54 6% | 32 12% ^d | 46 6% | 76 8% |
| I saw or heard a really effective advert or appeal | 78 4% | 40 4% | 38 4% | 11 4% | 26 3% | 35 4% |

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d

Prepared by Populus

Trust in Charities 2018
ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 151

**Q25. Thinking again about your latest donation to charity, why did you choose to give to the specific charity that you did - rather than a different cause?
Please select up to three.**

Base: All respondents who have given to charity

| | <u>Heard of the CC</u> | | <u>Knowledge of CC</u> | | <u>Importance of CC</u> | |
|---|------------------------|----------|-------------------------|-----------------------|------------------------------|------------|
| | Total | Yes (a) | No (b) | Very/Fairly well (c) | Not at all/Not very well (d) | Essential |
| Weighted base | 1992 | 1057 | 935 | 262 | 746 | 997 |
| The fundraiser was really persuasive or admirable | 75 4% | 34 3% | 40 4% | 14 5% ^d | 20 3% | 31 3% |
| Other | 190 10% | 84 8% | 106 11% ^a | 12 5% | 66 9% ^c | 102 10% |

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d

Trust in Charities 2018

ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 152
Poster shown
Base: All respondents

| | Gender | | Age | | | | | | | Age II | | Age III | | Social Grade | | | | Working Status | | Ethnicity | |
|--|--------|-------------|---------------|--------------|--------------|--------------|--------------|--------------|------------|--------------|------------|--------------|------------|--------------|-----------|-----------|-----------|----------------|-----------------------|--------------|---------------------|
| | Total | Male (a) | Female (b) | 18-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-64 (g) | 65+ (h) | 18-34 (i) | 35+ (j) | 18-44 (k) | 45+ (l) | AB (m) | C1 (n) | C2 (o) | DE (p) | Working (q) | Not working (r) | White (s) | Non White (t) |
| Unweighted base | 2059 | 1059 | 1000 | 265 | 310 | 370 | 368 | 290 | 456 | 575 | 1484 | 945 | 1114 | 580 | 592 | 404 | 483 | 1116 | 943 | 1867 | 176 |
| Weighted base | 2059 | 1009 | 1050 | 247 | 330 | 391 | 350 | 309 | 432 | 577 | 1482 | 968 | 1091 | 562 | 603 | 437 | 457 | 1153 | 906 | 1874 | 170 |
| With Charity Commission watermark | 512 | 267 | 246 | 68 | 82 | 86 | 91 | 74 | 112 | 150 | 362 | 236 | 276 | 140 | 162 | 102 | 107 | 286 | 226 | 464 | 47 |
| | 25% | 26% | 23% | 28% | 25% | 22% | 26% | 24% | 26% | 26% | 24% | 24% | 25% | 25% | 27% | 23% | 24% | 25% | 25% | 25% | 28% |
| With pie chart showing distribution of funds | 519 | 240 | 278 | 61 | 73 | 108 | 84 | 78 | 114 | 135 | 384 | 242 | 276 | 140 | 148 | 127 | 104 | 284 | 234 | 469 | 47 |
| | 25% | 24% | 27% | 25% | 22% | 27% | 24% | 25% | 26% | 23% | 26% | 25% | 25% | 25% | 24% | 29%p | 23% | 25% | 26% | 25% | 27% |
| With impact statement | 515 | 240 | 276 | 53 | 80 | 99 | 95 | 84 | 105 | 133 | 383 | 232 | 284 | 138 | 141 | 106 | 130 | 289 | 227 | 480 | 32 |
| | 25% | 24% | 26% | 21% | 24% | 25% | 27% | 27% | 24% | 23% | 26% | 24% | 26% | 25% | 23% | 24% | 28% | 25% | 25% | 26%t | 19% |
| With fundraising statement | 513 | 263 | 250 | 65 | 95 | 99 | 81 | 72 | 101 | 159 | 354 | 258 | 255 | 143 | 152 | 102 | 116 | 294 | 219 | 461 | 44 |
| | 25% | 26% | 24% | 26% | 29% | 25% | 23% | 23% | 23% | 28% | 24% | 27% | 23% | 25% | 25% | 23% | 25% | 26% | 24% | 25% | 26% |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j - k/l - m/n/o/p - q/r - s/t

Trust in Charities 2018

ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 153
Poster shown
Base: All respondents

| | Total | Region | | | | | | | | | | Trust in Charities | | | Trust in Charities II | | | Importance of Charities | Change in trust | | |
|--|------------|----------------|----------------|------------------------|-------------------|-------------------|-----------|--------------|------------|----------------|----------------|--------------------|------------|-----------|-----------------------|------------|------------|-------------------------|-----------------|----------------|---------------------|
| | | North East (a) | North West (b) | Yorkshire & Humber (c) | West Midlands (d) | East Midlands (e) | Wales (f) | East-ern (g) | London (h) | South East (i) | South West (j) | 8-10 (k) | 3-7 (l) | 0-2 (m) | 7-10 (n) | 4-6 (o) | 0-3 (p) | Essential | In-creased (r) | De-creased (s) | Stayed the same (t) |
| Unweighted base | 2059 | 95 | 244 | 217 | 204 | 166 | 120 | 235 | 303 | 301 | 174 | 359 | 1472 | 228 | 759 | 909 | 391 | 419 | 98 | 931 | 982 |
| Weighted base | 2059 | 102* | 265 | 204 | 204 | 183 | 122 | 204 | 285 | 285 | 204 | 356 | 1476 | 228 | 759 | 907 | 392 | 419 | 97* | 929 | 983 |
| With Charity Commission watermark | 512 25% | 29 28% | 69 26% | 47 23% | 44 22% | 39 21% | 37 30% | 51 25% | 70 24% | 80 28% | 47 23% | 93 26% | 361 24% | 58 25% | 198 26% | 216 24% | 99 25% | 107 26% | 19 19% | 245 26% | 237 24% |
| With pie chart showing distribution of funds | 519 25% | 26 25% | 64 24% | 47 23% | 57 28% | 48 26% | 34 28% | 50 24% | 68 24% | 63 22% | 62 30% | 102 29% | 362 25% | 55 24% | 188 25% | 232 26% | 99 25% | 114 27% | 22 23% | 235 25% | 250 25% |
| With impact statement | 515 25% | 19 19% | 69 26% | 52 25% | 49 24% | 51 28% | 24 19% | 51 25% | 72 25% | 78 27% | 51 25% | 85 24% | 372 25% | 59 26% | 198 26% | 216 24% | 101 26% | 104 25% | 33 34% | 219 24% | 253 26% |
| With fundraising statement | 513 25% | 28 28% | 63 24% | 59 29% | 54 26% | 45 25% | 27 22% | 52 25% | 76 27% | 65 23% | 44 22% | 76 21% | 380 26% | 57 25% | 175 23% | 244 27% | 94 24% | 94 23% | 23 24% | 230 25% | 243 25% |

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j - k/l/m - n/o/p - r/s/t

* small base

Trust in Charities 2018
ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 154
Poster shown
Base: All respondents

| | Heard of the CC | | Knowledge of CC | | Importance of CC | |
|--|-----------------|-------------------------|-------------------------|----------------------|------------------------------|------------|
| | Total | Yes (a) | No (b) | Very/Fairly well (c) | Not at all/Not very well (d) | Essential |
| Unweighted base | 2059 | 1077 | 982 | 272 | 755 | 1015 |
| Weighted base | 2059 | 1072 | 987 | 267 | 756 | 1013 |
| With Charity Commission watermark | 512 25% | 270 25% | 242 25% | 67 25% | 192 25% | 245 24% |
| With pie chart showing distribution of funds | 519 25% | 265 25% | 253 26% | 63 24% | 193 25% | 260 26% |
| With impact statement | 515 25% | 291 27% ^b | 225 23% | 72 27% | 203 27% | 261 26% |
| With fundraising statement | 513 25% | 246 23% | 267 27% ^a | 65 24% | 169 22% | 247 24% |

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d

Trust in Charities 2018

ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 155

Q26. Please take a look at this charity poster. How much trust and confidence do you have in the charity seen advertising here? Use a scale of 0-10 where 10 means you trust them completely and means you don't trust them at all.

Base: All respondents seeing poster

Summary table

| | | Total all posters | With Charity Commission watermark | With pie chart showing distribution of funds | With impact statement | With fundraising statement |
|-------------------------|------|-------------------|-----------------------------------|--|-----------------------|----------------------------|
| Unweighted base | | 2059 | 513 | 517 | 515 | 514 |
| Weighted base | | 2059 | 512 | 519 | 515 | 513 |
| Trust them completely | (10) | 94 5% | 27 5% | 22 4% | 26 5% | 18 4% |
| 9 | (9) | 164 8% | 40 8% | 62 12% | 35 7% | 28 5% |
| 8 | (8) | 359 17% | 82 16% | 112 22% | 113 22% | 53 10% |
| 7 | (7) | 425 21% | 104 20% | 128 25% | 97 19% | 96 19% |
| 6 | (6) | 291 14% | 75 15% | 64 12% | 59 11% | 93 18% |
| 5 | (5) | 481 23% | 124 24% | 86 17% | 130 25% | 141 27% |
| 4 | (4) | 92 4% | 26 5% | 22 4% | 23 4% | 21 4% |
| 3 | (3) | 60 3% | 17 3% | 10 2% | 12 2% | 21 4% |
| 2 | (2) | 33 2% | 6 1% | * * | 7 1% | 18 3% |
| 1 | (1) | 14 1% | 3 1% | 1 * | 4 1% | 6 1% |
| Don't trust them at all | (0) | 45 2% | 7 1% | 9 2% | 10 2% | 19 4% |
| NET: 8-10 | | 617 30% | 148 29% | 196 38% | 174 34% | 99 19% |
| NET: 3-7 | | 1350 66% | 347 68% | 310 60% | 321 62% | 372 72% |
| NET: 0-2 | | 92 4% | 16 3% | 12 2% | 21 4% | 43 8% |

Trust in Charities 2018
ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 155

Q26. Please take a look at this charity poster. How much trust and confidence do you have in the charity seen advertising here? Use a scale of 0-10 where 10 means you trust them completely and means you don't trust them at all.

Base: All respondents seeing poster

Summary table

| | Total all posters | With Charity Commission watermark | With pie chart showing distribution of funds | With impact statement | With fundraising statement |
|--------------------|-------------------|-----------------------------------|--|-----------------------|----------------------------|
| Weighted base | 2059 | 512 | 519 | 515 | 513 |
| NET: 7-10 | 1042 51% | 253 49% | 324 62% | 271 53% | 194 38% |
| NET: 4-6 | 864 42% | 226 44% | 172 33% | 211 41% | 255 50% |
| NET: 0-3 | 152 7% | 33 7% | 22 4% | 33 6% | 64 12% |
| Mean | 6.34 | 6.36 | 6.77 | 6.42 | 5.80 |
| Standard deviation | 2.03 | 1.96 | 1.88 | 2.01 | 2.14 |
| Standard error | 0.04 | 0.09 | 0.08 | 0.09 | 0.09 |

Trust in Charities 2018

ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 156

Q26. Please take a look at this charity poster. How much trust and confidence do you have in the charity seen advertising here? Use a scale of 0-10 where 10 means you trust them completely and means you don't trust them at all.

**Base: All respondents seeing poster
With Charity Commission watermark**

| | Gender | | | Age | | | | | | Age II | | Age III | | Social Grade | | | | Working Status | | Ethnicity | |
|-----------------------------|----------------|-----------|------------|------------|------------|------------|------------------------|------------|------------------------|-----------|------------|-----------|-----------|--------------|-----------|-----------|----------------------|----------------|-----------------|------------|-----------------------|
| | Total | Male (a) | Female (b) | 18-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-64 (g) | 65+ (h) | 18-34 (i) | 35+ (j) | 18-44 (k) | 45+ (l) | AB (m) | C1 (n) | C2 (o) | DE (p) | Working (q) | Not working (r) | White (s) | Non White (t) |
| Unweighted base | 513 | 279 | 234 | 72 | 78 | 82 | 94 | 69 | 118 | 150 | 363 | 232 | 281 | 146 | 159 | 96 | 112 | 276 | 237 | 463 | 49 |
| Weighted base | 512 | 267 | 246 | 68* | 82* | 86* | 91* | 74* | 112 | 150 | 362 | 236 | 276 | 140 | 162 | 102* | 107 | 286 | 226 | 464 | 47* |
| Trust them completely (10) | 27 5% | 8 3% | 19 8%a | 5 8%d | - | 4 4% | 4 4% | 5 7%d | 9 8%d | 5 4% | 22 6% | 9 4% | 18 6% | 7 5% | 14 8% | 4 3% | 3 3% | 13 5% | 14 6% | 26 6% | 1 2% |
| 9 | (9) 40 8% | 21 8% | 19 8% | 3 4% | 4 5% | 7 8% | 6 7% | 11 11% | 11 10% | 7 5% | 32 9% | 14 6% | 25 9% | 15 11% | 8 5% | 6 6% | 10 9% | 19 7% | 21 9% | 37 8% | 3 5% |
| 8 | (8) 82 16% | 43 16% | 39 16% | 12 18% | 13 15% | 10 12% | 22 24%g | 7 10% | 18 16% | 25 17% | 57 16% | 35 15% | 46 17% | 20 14% | 29 18% | 14 14% | 18 17% | 48 17% | 33 15% | 75 16% | 7 15% |
| 7 | (7) 104 20% | 52 20% | 52 21% | 14 20%h | 22 27%h | 21 24%h | 18 20%h | 19 26%h | 10 9% | 36 24% | 69 19% | 57 24% | 48 17% | 38 27%n | 27 17% | 17 17% | 22 21% | 68 24%r | 36 16% | 94 20% | 9 20% |
| 6 | (6) 75 15% | 44 17% | 31 13% | 11 16% | 14 17% | 12 14% | 11 12% | 7 9% | 20 18% | 25 17% | 51 14% | 37 16% | 38 14% | 21 15% | 26 16% | 17 17% | 11 10% | 44 15% | 31 14% | 66 14% | 10 20% |
| 5 | (5) 124 24% | 67 25% | 57 23% | 15 22% | 20 25% | 20 23% | 20 22% | 22 30% | 27 24% | 35 23% | 89 25% | 55 23% | 69 25% | 29 20% | 38 24% | 27 26% | 31 29% | 60 21% | 64 28% | 116 25% | 8 17% |
| 4 | (4) 26 5% | 12 5% | 14 6% | 3 5% | 4 5% | 8 10% | 3 3% | 3 4% | 5 4% | 7 5% | 19 5% | 16 7% | 10 4% | 3 2% | 11 7% | 8 7% | 4 4% | 17 6% | 9 4% | 20 4% | 6 13% ^s |
| 3 | (3) 17 3% | 6 2% | 11 4% | 3 4% | 3 3% | 3 4% | 4 5% | 1 2% | 3 3% | 5 4% | 12 3% | 8 4% | 9 3% | 5 3% | 5 3% | 6 6% | 1 1% | 10 4% | 7 3% | 14 3% | 3 6% |
| 2 | (2) 6 1% | 4 2% | 2 1% | 2 3% | 1 1% | - | - | 1 1% | 2 2% | 3 2% | 3 1% | 3 1% | 3 1% | - | 2 1% | 2 2% | 2 2% | 2 1% | 4 2% | 6 1% | - |
| 1 | (1) 3 1% | 3 1% | - | - | - | - | - | 1 2% | 2 2% | - | 3 1% | - | 3 1% | 2 1% | - | - | 1 1% | 1 * | 2 1% | 3 1% | - |
| Don't trust them at all (0) | 7 1% | 5 2% | 2 1% | - | 1 1% | - | 2 2% | - | 4 4% | 1 1% | 6 2% | 1 * | 6 2% | - | 1 1% | 2 2% | 4 4% ^m | 2 1% | 5 2% | 6 1% | 1 2% |
| NET: 8-10 | 148 29% | 72 27% | 76 31% | 21 30% | 17 21% | 21 25% | 32 35% ^d | 20 27% | 38 34% ^d | 38 25% | 111 31% | 59 25% | 90 32% | 42 30% | 51 31% | 24 23% | 31 29% | 80 28% | 68 30% | 138 30% | 10 22% |

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j - k/l - m/n/o/p - q/r - s/t
* small base

Trust in Charities 2018

ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 156

Q26. Please take a look at this charity poster. How much trust and confidence do you have in the charity seen advertising here? Use a scale of 0-10 where 10 means you trust them completely and means you don't trust them at all.

**Base: All respondents seeing poster
With Charity Commission watermark**

| | Gender | | Age | | | | | | | Age II | | Age III | | Social Grade | | | | Working Status | | Ethnicity | |
|--------------------|--------|------|--------|-------|-------------------|------------------|-------|-------|-----------------|--------|------|------------------|------|-------------------|------|------|-----------------|----------------|-------------|-----------|-----------|
| | Total | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | 18-34 | 35+ | 18-44 | 45+ | AB | C1 | C2 | DE | Working | Not working | White | Non White |
| | (a) | (b) | (c) | (d) | (e) | (f) | (g) | (h) | (i) | (j) | (k) | (l) | (m) | (n) | (o) | (p) | (q) | (r) | (s) | (t) | |
| Weighted base | 512 | 267 | 246 | 68* | 82* | 86* | 91* | 74* | 112 | 150 | 362 | 236 | 276 | 140 | 162 | 102* | 107 | 286 | 226 | 464 | 47* |
| NET: 3-7 | 347 | 182 | 165 | 45 | 63 | 64 | 57 | 52 | 66 | 109 | 239 | 173 | 174 | 96 | 108 | 74 | 69 | 200 | 147 | 311 | 36 |
| | 68% | 68% | 67% | 67% | 77% ^{fh} | 75% ^h | 63% | 70% | 59% | 72% | 66% | 73% ^l | 63% | 69% | 73% | 64% | 70% | 65% | 67% | 76% | |
| NET: 0-2 | 16 | 12 | 4 | 2 | 2 | - | 2 | 2 | 8 | 4 | 12 | 4 | 12 | 2 | 3 | 4 | 7 | 6 | 11 | 15 | 1 |
| | 3% | 5% | 2% | 3% | 2% | - | 2% | 3% | 7% ^e | 3% | 3% | 2% | 4% | 1% | 2% | 4% | 7% ^m | 2% | 5% | 3% | 2% |
| NET: 7-10 | 253 | 124 | 129 | 34 | 39 | 42 | 50 | 39 | 49 | 73 | 180 | 116 | 137 | 80 | 78 | 41 | 54 | 149 | 104 | 233 | 20 |
| | 49% | 47% | 52% | 50% | 48% | 49% | 55% | 53% | 43% | 49% | 50% | 49% | 50% | 57% ^o | 48% | 40% | 50% | 52% | 46% | 50% | 41% |
| NET: 4-6 | 226 | 124 | 102 | 29 | 38 | 40 | 34 | 31 | 52 | 67 | 158 | 108 | 118 | 53 | 76 | 51 | 46 | 121 | 104 | 202 | 24 |
| | 44% | 46% | 41% | 43% | 46% | 47% | 38% | 43% | 47% | 45% | 44% | 46% | 43% | 38% | 47% | 50% | 42% | 42% | 46% | 44% | 50% |
| NET: 0-3 | 33 | 18 | 15 | 5 | 5 | 3 | 7 | 3 | 11 | 9 | 24 | 12 | 21 | 7 | 8 | 10 | 8 | 16 | 18 | 29 | 4 |
| | 7% | 7% | 6% | 7% | 6% | 4% | 7% | 5% | 10% | 6% | 7% | 5% | 8% | 5% | 5% | 10% | 8% | 5% | 8% | 6% | 8% |
| Mean | 6.36 | 6.23 | 6.50 | 6.47 | 6.16 | 6.38 | 6.47 | 6.48 | 6.25 | 6.30 | 6.38 | 6.33 | 6.39 | 6.66 ^o | 6.45 | 5.98 | 6.19 | 6.43 | 6.28 | 6.40 | 5.98 |
| Standard deviation | 1.96 | 1.97 | 1.96 | 1.90 | 1.66 | 1.74 | 1.99 | 1.91 | 2.37 | 1.77 | 2.04 | 1.76 | 2.13 | 1.78 | 1.94 | 2.00 | 2.15 | 1.83 | 2.13 | 1.97 | 1.88 |
| Standard error | 0.09 | 0.12 | 0.13 | 0.22 | 0.19 | 0.19 | 0.21 | 0.23 | 0.22 | 0.14 | 0.11 | 0.12 | 0.13 | 0.15 | 0.15 | 0.20 | 0.20 | 0.11 | 0.14 | 0.09 | 0.27 |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j - k/l - m/n/o/p - q/r - s/t

*** small base**

Trust in Charities 2018

ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 157

Q26. Please take a look at this charity poster. How much trust and confidence do you have in the charity seen advertising here? Use a scale of 0-10 where 10 means you trust them completely and means you don't trust them at all.

**Base: All respondents seeing poster
With Charity Commission watermark**

| | Total | Region | | | | | | | | | | Trust in Charities | | | Trust in Charities II | | | Importance of Charities | Change in trust | | | |
|----------------------------|----------------|----------------|----------------|------------------------|-------------------|-------------------|-------------|--------------|------------|----------------|----------------|--------------------|------------|------------|-----------------------|------------|-------------|-------------------------|-----------------|----------------|---------------------|-----------|
| | | North East (a) | North West (b) | Yorkshire & Humber (c) | West Midlands (d) | East Midlands (e) | Wales (f) | East-ern (g) | London (h) | South East (i) | South West (j) | 8-10 (k) | 3-7 (l) | 0-2 (m) | 7-10 (n) | 4-6 (o) | 0-3 (p) | Essential | In-creased (r) | De-creased (s) | Stayed the same (t) | |
| Unweighted base | 513 | 27 | 63 | 51 | 44 | 36 | 36 | 59 | 71 | 84 | 42 | 94 | 360 | 59 | 195 | 218 | 100 | 107 | 19 | 248 | 236 | |
| Weighted base | 512 | 29** | 69* | 47* | 44* | 39* | 37* | 51* | 70* | 80* | 47* | 93* | 361 | 58* | 198 | 216 | 99* | 107 | 19** | 245 | 237 | |
| Trust them completely (10) | 27 5% | 2 8% | 4 5% | 1 2% | 3 6% | - | 3 9% | 3 5% | 3 4% | 4 5% | 5 10% | 9 10%l | 17 5% | 1 2% | 15 8%p | 10 5% | 1 1% | 10 10% | 5 28% | 7 3% | 14 6% | |
| 9 | (9) 40 8% | 3 11% | 4 6% | 4 9% | 3 7% | 2 5% | 1 3% | 6 13% | 5 8% | 7 8% | 3 7% | 18 20%lm | 20 6% | 1 1% | 26 13%op | 11 5% | 3 3% | 15 14% | 2 10% | 15 6% | 22 9% | |
| 8 | (8) 82 16% | 3 10% | 11 16% | 6 14% | 8 19% | 4 11% | 10 26%gj | 5 9% | 15 22%j | 16 20% | 3 7% | 27 29%lm | 53 15%m | 2 3% | 49 25%op | 27 13% | 6 6% | 23 21% | 3 14% | 32 13% | 46 19% | |
| 7 | (7) 104 20% | 10 34% | 20 30%cef | 6 14% | 8 19% | 3 8% | 4 12% | 9 18% | 14 21% | 20 24%e | 9 19% | 11 12% | 82 23%k | 12 20% | 38 19% | 47 22% | 19 19% | 19 18% | 3 17% | 53 22% | 46 19% | |
| 6 | (6) 75 15% | 2 8% | 8 11% | 9 19% | 5 12% | 9 22% | 4 11% | 9 17% | 8 12% | 11 14% | 10 22% | 14 15% | 59 16%m | 3 5% | 31 16% | 36 17%p | 8 8% | 16 15% | 3 16% | 39 16% | 32 13% | |
| 5 | (5) 124 24% | 8 29% | 8 12% | 14 30%b | 12 28% | 15 38%bhi | 10 26% | 17 34%bh | 12 18% | 16 20% | 11 24% | 12 13% | 98 27%k | 14 24% | 30 15% | 66 31%n | 28 28%n | 18 18% | 11 11% | 2 26% | 64 23% | 55 23% |
| 4 | (4) 26 5% | - | 3 5% | 5 11%gi | 2 4% | 3 7%i | 3 8%i | 1 2% | 8 12%gi | - | 1 2% | 1 1% | 20 6% | 5 9%k | 4 2% | 12 5% | 10 11%n | 3 2% | 1 5% | 15 6% | 10 4% | |
| 3 | (3) 17 3% | - | 6 9% | 1 2% | 1 2% | - | - | 1 2% | 2 3% | 4 5% | 2 5% | 1 1% | 8 2% | 8 14%kl | 4 2% | 3 1% | 10 10%no | 2 2% | - | 12 5% | 4 2% | |
| 2 | (2) 6 1% | - | 1 2% | - | 1 2% | 1 3% | - | - | 1 1% | 2 3% | - | - | 2 1% | 4 7%kl | - | 1 * | 5 5%no | - | - | 3 1% | 3 1% | |
| 1 | (1) 3 1% | - | - | - | - | 1 2% | 1 3% | - | - | 1 1% | - | - | 1 * | 2 4%l | - | - | 3 3%no | - | - | 2 1% | 1 * | |

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j - k/l/m - n/o/p - r/s/t
 * small base; ** very small base (under 30) ineligible for sig testing

Trust in Charities 2018

ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 157

Q26. Please take a look at this charity poster. How much trust and confidence do you have in the charity seen advertising here? Use a scale of 0-10 where 10 means you trust them completely and means you don't trust them at all.

**Base: All respondents seeing poster
With Charity Commission watermark**

| | Region | | | | | | | | | | Trust in Charities | | | Trust in Charities II | | | Importance of Charities | Change in trust | | | |
|-----------------------------|------------|----------------|----------------|----------------------------|-------------------|-------------------|------------|-------------|------------|----------------|--------------------|-------------|--------------|-----------------------|--------------|-------------|-------------------------|-----------------|---------------|---------------|---------------------|
| | Total | North East (a) | North West (b) | Yorkshire & Humberside (c) | West Midlands (d) | East Midlands (e) | Wales (f) | Eastern (g) | London (h) | South East (i) | South West (j) | 8-10 (k) | 3-7 (l) | 0-2 (m) | 7-10 (n) | 4-6 (o) | 0-3 (p) | Essential | Increased (r) | Decreased (s) | Stayed the same (t) |
| Weighted base | 512 | 29** | 69* | 47* | 44* | 39* | 37* | 51* | 70* | 80* | 47* | 93* | 361 | 58* | 198 | 216 | 99* | 107 | 19** | 245 | 237 |
| Don't trust them at all (0) | 7 1% | - - | 3 5% | - - | - - | 1 3% | 1 2% | - - | - - | - - | 2 5% | - - | 1 * | 6 11%kl | - - | 1 1% | 6 6%no | - - | - - | 2 1% | 5 2% |
| NET: 8-10 | 148 29% | 8 29% | 19 27% | 11 24% | 14 33% | 6 17% | 14 38% | 14 27% | 23 34% | 27 33% | 11 24% | 54 58%lm | 90 25%am | 4 6% | 90 46%op | 49 23%p | 10 10% | 48 45% | 10 52% | 55 22% | 81 34%ss |
| NET: 3-7 | 347 68% | 20 71% | 46 67% | 35 76% | 29 66% | 29 76% | 21 57% | 37 73% | 45 65% | 51 63% | 34 71% | 39 42% | 267 74%k | 42 72%k | 108 54% | 165 76%n | 75 76%n | 59 55% | 9 48% | 183 75%t | 147 62% |
| NET: 0-2 | 16 3% | - - | 4 6% | - - | 1 2% | 3 8%g | 2 6% | - - | 1 1% | 3 4% | 2 5% | - - | 4 1% | 12 21%kl | - - | 2 1% | 14 14%no | - - | - - | 7 3% | 9 4% |
| NET: 7-10 | 253 49% | 18 64% | 39 57%e | 18 38% | 23 51%e | 10 25% | 18 49%e | 23 45% | 38 54%e | 46 58%ce | 20 43% | 66 70%lm | 172 48%am | 15 26% | 128 65%op | 96 44%p | 29 29% | 67 63% | 13 69% | 108 44% | 127 54%ss |
| NET: 4-6 | 226 44% | 10 36% | 19 28% | 28 60%bhi | 20 44% | 26 67%bdhi | 17 45% | 27 53%bi | 29 41% | 27 34% | 23 48%b | 27 29% | 177 49%k | 22 38% | 65 33% | 114 53%n | 46 47%n | 37 35% | 6 31% | 119 48% | 97 41% |
| NET: 0-3 | 33 7% | - - | 10 15%cgh | 1 2% | 2 4% | 3 8% | 2 6% | 1 2% | 3 4% | 7 8% | 4 9% | 1 1% | 12 3% | 20 35%kl | 4 2% | 5 2% | 24 24%no | 2 2% | - - | 19 8% | 13 6% |
| Mean | 6.36 | 6.92 | 6.17 | 6.17 | 6.53e | 5.56 | 6.35 | 6.52e | 6.48e | 6.60e | 6.23 | 7.50lm | 6.37m | 4.44 | 7.13op | 6.31p | 4.93 | 7.13 | 7.66 | 6.12 | 6.51s |
| Standard deviation | 1.96 | 1.61 | 2.33 | 1.65 | 1.84 | 1.89 | 2.26 | 1.71 | 1.85 | 1.88 | 2.28 | 1.63 | 1.70 | 2.49 | 1.66 | 1.67 | 2.28 | 1.74 | 1.96 | 1.85 | 2.03 |
| Standard error | 0.09 | 0.31 | 0.29 | 0.23 | 0.28 | 0.32 | 0.38 | 0.22 | 0.22 | 0.20 | 0.35 | 0.17 | 0.09 | 0.32 | 0.12 | 0.11 | 0.23 | 0.17 | 0.45 | 0.12 | 0.13 |

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j - k/l/m - n/o/p - r/s/t

*** small base; ** very small base (under 30) ineligible for sig testing**

Trust in Charities 2018

ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 158

Q26. Please take a look at this charity poster. How much trust and confidence do you have in the charity seen advertising here? Use a scale of 0-10 where 10 means you trust them completely and means you don't trust them at all.

Base: All respondents seeing poster

With Charity Commission watermark

| | | Heard of the CC | | Knowledge of CC | | Importance of CC | |
|-------------------------|------|-----------------|---------|------------------|----------------------|------------------------------|-----------|
| | | Total | Yes (a) | No (b) | Very/Fairly well (c) | Not at all/Not very well (d) | Essential |
| Unweighted base | | 513 | 272 | 241 | 69 | 191 | 247 |
| Weighted base | | 512 | 270 | 242 | 67* | 192 | 245 |
| Trust them completely | (10) | 27 | 17 | 10 | 5 | 12 | 17 |
| | | 5% | 6% | 4% | 8% | 6% | 7% |
| 9 | (9) | 40 | 24 | 16 | 12 | 11 | 25 |
| | | 8% | 9% | 7% | 18% ^d | 6% | 10% |
| 8 | (8) | 82 | 48 | 34 | 17 | 28 | 51 |
| | | 16% | 18% | 14% | 25% | 14% | 21% |
| 7 | (7) | 104 | 45 | 60 | 11 | 32 | 56 |
| | | 20% | 17% | 25% ^a | 16% | 17% | 23% |
| 6 | (6) | 75 | 45 | 31 | 8 | 34 | 35 |
| | | 15% | 16% | 13% | 12% | 18% | 14% |
| 5 | (5) | 124 | 62 | 62 | 9 | 51 | 44 |
| | | 24% | 23% | 26% | 13% | 27% ^c | 18% |
| 4 | (4) | 26 | 13 | 13 | 3 | 10 | 6 |
| | | 5% | 5% | 5% | 4% | 5% | 2% |
| 3 | (3) | 17 | 8 | 9 | 2 | 5 | 6 |
| | | 3% | 3% | 4% | 3% | 3% | 3% |
| 2 | (2) | 6 | 3 | 3 | 1 | 2 | 1 |
| | | 1% | 1% | 1% | 1% | 1% | * |
| 1 | (1) | 3 | 2 | 1 | - | 2 | 2 |
| | | 1% | 1% | * | - | 1% | 1% |
| Don't trust them at all | (0) | 7 | 4 | 3 | - | 4 | 2 |
| | | 1% | 2% | 1% | - | 2% | 1% |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d

*** small base**

Prepared by Populus

Trust in Charities 2018
ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 158

Q26. Please take a look at this charity poster. How much trust and confidence do you have in the charity seen advertising here? Use a scale of 0-10 where 10 means you trust them completely and means you don't trust them at all.

Base: All respondents seeing poster

With Charity Commission watermark

| | Heard of the CC | | Knowledge of CC | | Importance of CC | Essential |
|--------------------|-----------------|------------------------|-------------------------|------------------------|------------------------------|------------|
| | Total | Yes (a) | No (b) | Very/Fairly well (c) | Not at all/Not very well (d) | |
| Weighted base | 512 | 270 | 242 | 67* | 192 | 245 |
| NET: 8-10 | 148 29% | 89 33% ^b | 60 25% | 34 50% ^d | 51 26% | 94 38% |
| NET: 3-7 | 347 68% | 172 64% | 175 72% ^a | 32 48% | 133 69% ^c | 146 60% |
| NET: 0-2 | 16 3% | 9 3% | 7 3% | 1 1% | 8 4% | 5 2% |
| NET: 7-10 | 253 49% | 134 50% | 119 49% | 44 66% ^d | 83 43% | 149 61% |
| NET: 4-6 | 226 44% | 119 44% | 106 44% | 20 30% | 96 50% ^c | 84 34% |
| NET: 0-3 | 33 7% | 17 6% | 16 7% | 3 4% | 13 7% | 11 5% |
| Mean | 6.36 | 6.45 | 6.26 | 7.14 ^d | 6.20 | 6.83 |
| Standard deviation | 1.96 | 2.02 | 1.90 | 1.87 | 2.04 | 1.88 |
| Standard error | 0.09 | 0.12 | 0.12 | 0.23 | 0.15 | 0.12 |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d

*** small base**

Trust in Charities 2018

ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 159

Q26. Please take a look at this charity poster. How much trust and confidence do you have in the charity seen advertising here? Use a scale of 0-10 where 10 means you trust them completely and means you don't trust them at all.

Base: All respondents seeing poster

With pie chart showing distribution of funds

| | | Gender | | Age | | | | | | Age II | | Age III | | Social Grade | | | | Working Status | | Ethnicity | | |
|-------------------------|------|--------|----------|------------|------------------|-----------|-----------|-------------------|-------------------|-------------------|------------------|------------------|-----------|------------------|-------------------|--------|--------|-----------------|-------------|-----------------|-----------|------------------|
| | | Total | Male (a) | Female (b) | 18-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-64 (g) | 65+ (h) | 18-34 (i) | 35+ (j) | 18-44 (k) | 45+ (l) | AB (m) | C1 (n) | C2 (o) | DE (p) | Working (q) | Not working (r) | White (s) | Non White (t) |
| Unweighted base | | 517 | 252 | 265 | 65 | 68 | 101 | 89 | 75 | 119 | 133 | 384 | 234 | 283 | 144 | 146 | 117 | 110 | 277 | 240 | 464 | 50 |
| Weighted base | | 519 | 240 | 278 | 61* | 73* | 108* | 84* | 78* | 114 | 135 | 384 | 242 | 276 | 140 | 148 | 127 | 104 | 284 | 234 | 469 | 47* |
| Trust them completely | (10) | 22 | 10 | 12 | 3 | 3 | 3 | 5 | 1 | 7 | 5 | 17 | 9 | 14 | 8 | 3 | 6 | 6 | 14 | 8 | 17 | 6 |
| | | 4% | 4% | 4% | 5% | 3% | 3% | 6% | 1% | 6% | 4% | 4% | 4% | 5% | 6% | 2% | 5% | 5% | 5% | 3% | 4% | 12% ^s |
| 9 | (9) | 62 | 33 | 29 | 5 | 5 | 12 | 10 | 14 | 16 | 11 | 51 | 22 | 39 | 25 | 17 | 11 | 8 | 31 | 31 | 56 | 5 |
| | | 12% | 14% | 10% | 8% | 7% | 11% | 12% | 18% | 14% | 8% | 13% | 9% | 14% | 18% ^{op} | 12% | 8% | 8% | 11% | 13% | 12% | 11% |
| 8 | (8) | 112 | 55 | 57 | 14 | 10 | 16 | 22 | 23 | 26 | 24 | 88 | 40 | 72 | 23 | 35 | 32 | 21 | 65 | 47 | 106 | 6 |
| | | 22% | 23% | 20% | 22% | 14% | 15% | 26% | 30% ^{de} | 23% | 18% | 23% | 17% | 26% ^k | 17% | 24% | 25% | 20% | 23% | 20% | 23% | 12% |
| 7 | (7) | 128 | 52 | 76 | 22 | 21 | 24 | 21 | 20 | 21 | 43 | 85 | 66 | 62 | 38 | 38 | 26 | 26 | 66 | 62 | 115 | 12 |
| | | 25% | 22% | 27% | 36% ^h | 28% | 22% | 25% | 25% | 18% | 32% ^j | 22% | 27% | 22% | 27% | 26% | 21% | 25% | 23% | 26% | 25% | 26% |
| 6 | (6) | 64 | 24 | 40 | 6 | 14 | 16 | 7 | 6 | 15 | 20 | 44 | 36 | 28 | 17 | 18 | 11 | 17 | 34 | 30 | 59 | 5 |
| | | 12% | 10% | 14% | 10% | 18% | 15% | 8% | 8% | 13% | 15% | 11% | 15% | 10% | 12% | 9% | 9% | 17% | 12% | 13% | 12% | 11% |
| 5 | (5) | 86 | 40 | 47 | 7 | 15 | 24 | 10 | 11 | 19 | 23 | 64 | 46 | 40 | 20 | 25 | 27 | 15 | 50 | 36 | 81 | 4 |
| | | 17% | 17% | 17% | 12% | 21% | 22% | 12% | 14% | 17% | 17% | 17% | 19% | 14% | 14% | 17% | 21% | 14% | 18% | 16% | 17% | 9% |
| 4 | (4) | 22 | 14 | 8 | 2 | 3 | 5 | 5 | 2 | 5 | 6 | 16 | 10 | 12 | 5 | 3 | 6 | 8 | 12 | 10 | 16 | 6 |
| | | 4% | 6% | 3% | 4% | 4% | 5% | 6% | 3% | 4% | 4% | 4% | 4% | 4% | 4% | 2% | 5% | 7% ⁿ | 4% | 4% | 3% | 12% ^s |
| 3 | (3) | 10 | 5 | 5 | - | 2 | 4 | 1 | 1 | 2 | 2 | 8 | 6 | 4 | 3 | 3 | 2 | 2 | 6 | 4 | 9 | 1 |
| | | 2% | 2% | 2% | - | 3% | 4% | 1% | 2% | 2% | 2% | 2% | 3% | 1% | 2% | 2% | 2% | 2% | 2% | 2% | 2% | 2% |
| 2 | (2) | 2 | 2 | - | - | - | 1 | 1 | - | - | - | 2 | 1 | 1 | - | 1 | 1 | - | 2 | - | 2 | - |
| | | * 1% | - | - | - | - | 1% | 1% | - | - | - | 1% | * | * | - | 1% | 1% | - | 1% | - | * | - |
| 1 | (1) | 1 | 1 | - | - | - | 1 | - | - | - | - | 1 | 1 | - | - | - | 1 | - | 1 | - | - | 1 |
| | | * 1% | 1% | - | - | - | 1% | - | - | - | - | * | 1% | - | - | - | 1% | - | * | - | - | 3% ^s |
| Don't trust them at all | (0) | 9 | 5 | 4 | 2 | - | 1 | 2 | - | 4 | 2 | 7 | 3 | 6 | 1 | 3 | 3 | 2 | 3 | 6 | 8 | 1 |
| | | 2% | 2% | 2% | 3% | - | 1% | 2% | - | 4% | 1% | 2% | 1% | 2% | 1% | 2% | 2% | 2% | 1% | 3% | 2% | 2% |
| NET: 8-10 | | 196 | 98 | 98 | 22 | 18 | 32 | 37 | 38 | 49 | 40 | 156 | 71 | 125 | 57 | 55 | 49 | 35 | 110 | 86 | 179 | 17 |
| | | 38% | 41% | 35% | 35% | 25% | 29% | 44% ^{de} | 49% ^{de} | 43% ^{de} | 30% | 41% ⁱ | 30% | 45% ^k | 40% | 38% | 39% | 34% | 39% | 37% | 38% | 35% |

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j - k/l - m/n/o/p - q/r - s/t
 * small base

Trust in Charities 2018

ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 159

Q26. Please take a look at this charity poster. How much trust and confidence do you have in the charity seen advertising here? Use a scale of 0-10 where 10 means you trust them completely and means you don't trust them at all.

Base: All respondents seeing poster

With pie chart showing distribution of funds

| | Gender | | Age | | | | | | Age II | | Age III | | Social Grade | | | | Working Status | | Ethnicity | | |
|--------------------|------------|-------------|---------------|---------------------|----------------------|----------------------|---------------------|---------------------|------------|---------------------|------------|----------------------|----------------------|---------------|-----------|-----------|----------------|----------------|-----------------------|--------------|---------------------|
| | Total | Male (a) | Female (b) | 18-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-64 (g) | 65+ (h) | 18-34 (i) | 35+ (j) | 18-44 (k) | 45+ (l) | AB (m) | C1 (n) | C2 (o) | DE (p) | Working (q) | Not working (r) | White (s) | Non White (t) |
| Weighted base | 519 | 240 | 278 | 61* | 73* | 108* | 84* | 78* | 114 | 135 | 384 | 242 | 276 | 140 | 148 | 127 | 104 | 284 | 234 | 469 | 47* |
| NET: 3-7 | 310 60% | 134 56% | 176 63% | 38 61% | 55 75% <i>fg</i> | 73 67% <i>fgh</i> | 44 52% | 40 51% | 61 53% | 93 69% <i>ij</i> | 217 57% | 165 68% <i>kl</i> | 145 52% | 83 59% | 88 60% | 72 57% | 67 65% | 168 59% | 142 61% | 280 60% | 28 60% |
| NET: 0-2 | 12 2% | 8 3% | 4 2% | 2 3% | - | 3 3% | 3 3% | - | 4 4% | 2 1% | 10 3% | 5 2% | 7 2% | 1 1% | 4 3% | 5 4% | 2 2% | 6 2% | 6 3% | 10 2% | 2 4% |
| NET: 7-10 | 324 62% | 150 62% | 174 62% | 44 71% <i>de</i> | 39 53% | 55 51% | 58 69% <i>de</i> | 58 74% <i>de</i> | 70 61% | 82 61% | 242 63% | 138 57% | 186 67% <i>kl</i> | 94 67% | 94 64% | 75 60% | 60 58% | 176 62% | 148 63% | 294 63% | 28 61% |
| NET: 4-6 | 172 33% | 77 32% | 95 34% | 16 26% | 32 44% <i>cfg</i> | 45 42% <i>cfg</i> | 22 26% | 19 24% | 38 33% | 48 36% | 124 32% | 93 38% <i>l</i> | 79 29% | 42 30% | 46 31% | 44 35% | 40 38% | 96 34% | 76 33% | 156 33% | 15 33% |
| NET: 0-3 | 22 4% | 13 5% | 9 3% | 2 3% | 2 3% | 7 7% | 4 4% | 1 2% | 6 5% | 4 3% | 18 5% | 11 5% | 11 4% | 4 3% | 7 5% | 8 6% | 4 4% | 12 4% | 10 4% | 19 4% | 3 7% |
| Mean | 6.77 | 6.74 | 6.79 | 6.86 | 6.53 | 6.41 | 6.93 | 7.19 <i>de</i> | 6.80 | 6.68 | 6.80 | 6.56 | 6.95 <i>k</i> | 7.06 <i>o</i> | 6.74 | 6.58 | 6.65 | 6.78 | 6.75 | 6.78 | 6.68 |
| Standard deviation | 1.88 | 2.02 | 1.76 | 1.87 | 1.58 | 1.94 | 1.99 | 1.49 | 2.12 | 1.72 | 1.94 | 1.82 | 1.92 | 1.76 | 1.83 | 2.06 | 1.87 | 1.86 | 1.92 | 1.84 | 2.32 |
| Standard error | 0.08 | 0.13 | 0.11 | 0.23 | 0.19 | 0.19 | 0.21 | 0.17 | 0.19 | 0.15 | 0.10 | 0.12 | 0.11 | 0.15 | 0.15 | 0.19 | 0.18 | 0.11 | 0.12 | 0.09 | 0.33 |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j - k/l - m/n/o/p - q/r - s/t

*** small base**

Trust in Charities 2018

ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 160

Q26. Please take a look at this charity poster. How much trust and confidence do you have in the charity seen advertising here? Use a scale of 0-10 where 10 means you trust them completely and means you don't trust them at all.

Base: All respondents seeing poster

With pie chart showing distribution of funds

| | Total | Region | | | | | | | | | | Trust in Charities | | | Trust in Charities II | | | Importance of Charities | Change in trust | | | |
|-----------------------|----------------|----------------|----------------|----------------------------|-------------------|-------------------|-----------|--------------|------------|----------------|----------------|--------------------|------------|------------|-----------------------|------------|-------------|-------------------------|-----------------|----------------|----------------|---------------------|
| | | North East (a) | North West (b) | Yorkshire & Humberside (c) | West Midlands (d) | East Midlands (e) | Wales (f) | East-ern (g) | London (h) | South East (i) | South West (j) | 8-10 (k) | 3-7 (l) | 0-2 (m) | 7-10 (n) | 4-6 (o) | 0-3 (p) | | Essential | In-creased (r) | De-creased (s) | Stayed the same (t) |
| Unweighted base | 517 | 24 | 58 | 49 | 59 | 44 | 33 | 58 | 75 | 65 | 52 | 103 | 360 | 54 | 190 | 229 | 98 | 113 | 22 | 235 | 249 | |
| Weighted base | 519 | 26** | 64* | 47* | 57* | 48* | 34* | 50* | 68* | 63* | 62* | 102* | 362 | 55* | 188 | 232 | 99* | 114 | 22** | 235 | 250 | |
| Trust them completely | (10) 22 4% | 3 12% | 1 2% | 1 2% | 2 3% | 2 4% | - - | 3 6% | 7 11% | 2 3% | 1 2% | 14 13%lm | 9 2% | - - | 17 9%o | 3 1% | 3 3% | 12 11% | 3 13% | 10 4% | 10 4% | |
| 9 | (9) 62 12% | 2 9% | 6 9% | 7 15% | 6 10% | 5 11% | 4 12% | 5 10% | 12 17% | 7 11% | 8 13% | 25 24%l | 31 9% | 6 12% | 39 21%op | 16 7% | 7 8% | 19 17% | 3 14% | 24 10% | 34 13% | |
| 8 | (8) 112 22% | 6 24% | 15 23% | 7 14% | 9 16% | 6 13% | 8 22% | 16 31%ceh | 11 16% | 16 25% | 19 30% | 24 24% | 79 22% | 9 16% | 48 25%p | 51 22%p | 12 13% | 28 25% | 5 20% | 48 20% | 59 24% | |
| 7 | (7) 128 25% | 8 32% | 19 29% | 10 22% | 13 23% | 15 32% | 11 32% | 11 22% | 12 18% | 14 22% | 14 23% | 27 26% | 93 26% | 8 15% | 48 26% | 63 27%p | 17 17% | 27 24% | 5 23% | 58 25% | 65 26% | |
| 6 | (6) 64 12% | 2 8% | 9 13% | 4 9% | 9 16% | 7 14% | 5 14% | 5 10% | 7 11% | 8 13% | 9 14% | 6 6% | 53 14%k | 5 10% | 14 7% | 35 15%n | 15 15%n | 12 10% | 2 11% | 34 14% | 26 10% | |
| 5 | (5) 86 17% | 4 15% | 10 16% | 14 30%fgj | 10 18% | 7 14% | 4 10% | 5 11% | 13 19% | 12 19% | 7 11% | 4 4% | 69 19%k | 13 24%k | 16 9% | 46 20%n | 24 24%n | 12 11% | 4 17% | 39 17% | 38 15% | |
| 4 | (4) 22 4% | - - | 2 3% | 3 6% | 4 6% | 3 7%j | 1 3% | 3 7%j | 3 4% | 3 4% | - - | 2 2% | 14 4% | 6 10%kl | 4 2% | 8 3% | 10 10%no | 2 2% | 1 3% | 12 5% | 8 3% | |
| 3 | (3) 10 2% | - - | 1 2% | 1 2% | 2 4% | - - | 1 3% | 1 2% | 1 1% | 1 2% | 2 4% | - - | 8 2% | 2 4%k | - - | 6 3%n | 4 4%n | - - | - - | 4 2% | 4 2% | |
| 2 | (2) 2 * | - - | - - | - - | - - | - - | - - | - - | 2 3% | - - | - - | - - | 1 * | 1 2% | - - | 1 * | 1 1% | - - | - - | 2 1% | - - | |
| 1 | (1) 1 * | - - | 1 2% | - - | - - | - - | - - | - - | - - | - - | - - | - - | 1 * | - - | - - | 1 1% | - - | - - | - - | 1 1% | - - | |

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j - k/l/m - n/o/p - r/s/t
 * small base; ** very small base (under 30) ineligible for sig testing

Trust in Charities 2018

ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 160

Q26. Please take a look at this charity poster. How much trust and confidence do you have in the charity seen advertising here? Use a scale of 0-10 where 10 means you trust them completely and means you don't trust them at all.

Base: All respondents seeing poster

With pie chart showing distribution of funds

| | Total | Region | | | | | | | | | | Trust in Charities | | | Trust in Charities II | | | Importance of Charities | Change in trust | | |
|-----------------------------|------------|----------------|----------------|------------------------|-------------------|-------------------|-----------|-------------|------------|----------------|----------------|--------------------|--------------|------------|-----------------------|-------------|-------------|-------------------------|-----------------|---------------|---------------------|
| | | North East (a) | North West (b) | Yorkshire & Humber (c) | West Midlands (d) | East Midlands (e) | Wales (f) | Eastern (g) | London (h) | South East (i) | South West (j) | 8-10 (k) | 3-7 (l) | 0-2 (m) | 7-10 (n) | 4-6 (o) | 0-3 (p) | Essential | Increased (r) | Decreased (s) | Stayed the same (t) |
| Weighted base | 519 | 26** | 64* | 47* | 57* | 48* | 34* | 50* | 68* | 63* | 62* | 102* | 362 | 55* | 188 | 232 | 99* | 114 | 22** | 235 | 250 |
| Don't trust them at all (0) | 9 2% | - - | - - | - - | 2 4% | 2 4% | 1 2% | 1 2% | - - | 1 1% | 2 4% | - - | 5 1% | 4 7%kl | 2 1% | 1 * | 6 6%no | 1 1% | - - | 3 1% | 6 2% |
| NET: 8-10 | 196 38% | 12 45% | 22 34% | 15 31% | 17 29% | 14 28% | 12 35% | 24 47% | 30 44% | 24 39% | 28 46% | 62 61%lm | 119 33% | 15 28% | 103 55%op | 70 30% | 23 23% | 59 52% | 10 47% | 82 35% | 103 41% |
| NET: 3-7 | 310 60% | 14 55% | 41 64% | 32 69% | 38 67% | 33 67% | 22 63% | 26 51% | 36 53% | 38 60% | 32 51% | 39 39% | 236 65%k | 35 63%k | 83 44% | 158 68%n | 69 70%n | 53 47% | 12 53% | 147 62% | 141 56% |
| NET: 0-2 | 12 2% | - - | 1 2% | - - | 2 4% | 2 4% | 1 2% | 1 2% | 2 3% | 1 1% | 2 4% | - - | 7 2% | 5 9%kl | 2 1% | 3 1% | 7 7%no | 1 1% | - - | 6 3% | 6 2% |
| NET: 7-10 | 324 62% | 20 77% | 40 63% | 25 53% | 30 52% | 29 60% | 23 67% | 35 70% | 42 62% | 38 60% | 42 68% | 89 87%lm | 212 58%am | 24 43% | 152 81%op | 133 57%p | 39 40% | 87 76% | 15 70% | 140 59% | 168 67% |
| NET: 4-6 | 172 33% | 6 23% | 21 33% | 21 45%j | 23 40% | 17 35% | 9 27% | 13 27% | 23 34% | 23 37% | 15 25% | 13 13% | 136 37%k | 24 44%k | 34 18% | 89 38%n | 49 49%n | 26 23% | 7 30% | 85 36% | 71 29% |
| NET: 0-3 | 22 4% | - - | 3 4% | 1 2% | 4 7% | 2 4% | 2 6% | 2 4% | 3 4% | 2 3% | 4 7% | - - | 15 4%k | 7 13%kl | 2 1% | 9 4% | 11 11%no | 1 1% | - - | 10 4% | 10 4% |
| Mean | 6.77 | 7.40 | 6.71 | 6.56 | 6.35 | 6.54 | 6.73 | 6.99 | 7.01 | 6.75 | 6.88 | 7.91lm | 6.60m | 5.75 | 7.54op | 6.55p | 5.80 | 7.46 | 7.34 | 6.67 | 6.89 |
| Standard deviation | 1.88 | 1.51 | 1.69 | 1.69 | 2.07 | 2.06 | 1.82 | 1.88 | 2.01 | 1.79 | 2.00 | 1.43 | 1.76 | 2.40 | 1.67 | 1.62 | 2.25 | 1.70 | 1.73 | 1.86 | 1.89 |
| Standard error | 0.08 | 0.31 | 0.22 | 0.24 | 0.27 | 0.31 | 0.32 | 0.25 | 0.23 | 0.22 | 0.28 | 0.14 | 0.09 | 0.33 | 0.12 | 0.11 | 0.23 | 0.16 | 0.37 | 0.12 | 0.12 |

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j - k/l/m - n/o/p - r/s/t

*** small base; ** very small base (under 30) ineligible for sig testing**

Trust in Charities 2018
ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 161

Q26. Please take a look at this charity poster. How much trust and confidence do you have in the charity seen advertising here? Use a scale of 0-10 where 10 means you trust them completely and means you don't trust them at all.

Base: All respondents seeing poster

With pie chart showing distribution of funds

| | | Heard of the CC | | Knowledge of CC | | Importance of CC | |
|-------------------------|------|-----------------|------------------------|------------------------|-----------------------|------------------------------|-----------|
| | | Total | Yes (a) | No (b) | Very/Fairly well (c) | Not at all/Not very well (d) | Essential |
| Unweighted base | | 517 | 267 | 250 | 65 | 192 | 258 |
| Weighted base | | 519 | 265 | 253 | 63* | 193 | 260 |
| Trust them completely | (10) | 22 4% | 15 6% | 7 3% | 7 12% ^d | 7 4% | 16 6% |
| 9 | (9) | 62 12% | 44 17% ^b | 17 7% | 14 22% | 29 15% | 39 15% |
| 8 | (8) | 112 22% | 71 27% ^b | 41 16% | 15 24% | 55 29% | 58 22% |
| 7 | (7) | 128 25% | 59 22% | 69 27% | 15 24% | 40 21% | 70 27% |
| 6 | (6) | 64 12% | 31 12% | 32 13% | 5 8% | 24 13% | 28 11% |
| 5 | (5) | 86 17% | 28 11% | 58 23% ^a | 4 6% | 24 13% | 34 13% |
| 4 | (4) | 22 4% | 9 3% | 13 5% | 1 1% | 8 4% | 7 3% |
| 3 | (3) | 10 2% | 4 1% | 6 3% | - - | 4 2% | 2 1% |
| 2 | (2) | 2 * | - - | 2 1% | - - | - - | 1 * |
| 1 | (1) | 1 * | - - | 1 * | - - | - - | - - |
| Don't trust them at all | (0) | 9 2% | 4 1% | 5 2% | 2 3% | 2 1% | 5 2% |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d

*** small base**

Prepared by Populus

Trust in Charities 2018
ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 161

Q26. Please take a look at this charity poster. How much trust and confidence do you have in the charity seen advertising here? Use a scale of 0-10 where 10 means you trust them completely and means you don't trust them at all.

Base: All respondents seeing poster

With pie chart showing distribution of funds

| | Heard of the CC | | Knowledge of CC | | Importance of CC | Essential |
|--------------------|-----------------|-------------------------|-------------------------|------------------------|------------------------------|------------|
| | Total | Yes (a) | No (b) | Very/Fairly well (c) | Not at all/Not very well (d) | |
| Weighted base | 519 | 265 | 253 | 63* | 193 | 260 |
| NET: 8-10 | 196 38% | 131 49% ^b | 65 26% | 36 57% | 91 47% | 113 43% |
| NET: 3-7 | 310 60% | 131 49% | 180 71% ^a | 25 39% | 100 52% | 141 54% |
| NET: 0-2 | 12 2% | 4 1% | 8 3% | 2 3% | 2 1% | 6 2% |
| NET: 7-10 | 324 62% | 190 72% ^b | 134 53% | 51 81% ^d | 131 68% | 183 70% |
| NET: 4-6 | 172 33% | 68 26% | 104 41% ^a | 10 15% | 57 29% ^c | 69 27% |
| NET: 0-3 | 22 4% | 8 3% | 15 6% | 2 3% | 5 3% | 9 3% |
| Mean | 6.77 | 7.19 ^b | 6.33 | 7.55 | 7.06 | 7.06 |
| Standard deviation | 1.88 | 1.79 | 1.88 | 2.02 | 1.72 | 1.87 |
| Standard error | 0.08 | 0.11 | 0.12 | 0.25 | 0.12 | 0.12 |

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d

*** small base**

Trust in Charities 2018

ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 162

Q26. Please take a look at this charity poster. How much trust and confidence do you have in the charity seen advertising here? Use a scale of 0-10 where 10 means you trust them completely and means you don't trust them at all.

Base: All respondents seeing poster

With impact statement

| | Gender | | | Age | | | | | | Age II | | Age III | | Social Grade | | | | Working Status | | Ethnicity | |
|-----------------------------|----------------|--------------|------------|-----------|-----------|-----------|-----------|------------|-----------|-----------|------------|-----------|-----------|--------------|------------|-----------|--------------|----------------|-----------------|------------|---------------|
| | Total | Male (a) | Female (b) | 18-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-64 (g) | 65+ (h) | 18-34 (i) | 35+ (j) | 18-44 (k) | 45+ (l) | AB (m) | C1 (n) | C2 (o) | DE (p) | Working (q) | Not working (r) | White (s) | Non White (t) |
| Unweighted base | 515 | 254 | 261 | 57 | 75 | 93 | 98 | 80 | 112 | 132 | 383 | 225 | 290 | 144 | 138 | 96 | 137 | 279 | 236 | 480 | 32 |
| Weighted base | 515 | 240 | 276 | 53* | 80* | 99* | 95* | 84* | 105 | 133 | 383 | 232 | 284 | 138 | 141 | 106* | 130 | 289 | 227 | 480 | 32* |
| Trust them completely (10) | 26 5% | 12 5% | 14 5% | 1 1% | 3 4% | 6 6% | 3 3% | 7 9% | 6 6% | 4 3% | 22 6% | 10 4% | 16 6% | 3 2% | 8 6% | 8 7% | 7 5% | 12 4% | 14 6% | 23 5% | 3 9% |
| 9 | (9) 35 7% | 14 6% | 21 8% | 2 4% | 6 8% | 4 4% | 8 8% | 6 7% | 9 9% | 8 6% | 27 7% | 12 5% | 23 8% | 12 9% | 7 5% | 4 4% | 11 9% | 19 6% | 16 7% | 33 7% | 2 6% |
| 8 | (8) 113 22% | 48 20% | 65 24% | 15 28% | 22 27% | 20 20% | 18 20% | 16 19% | 21 20% | 37 28% | 76 20% | 57 24% | 56 20% | 29 21% | 29 21% | 27 25% | 28 22% | 72 25% | 41 18% | 106 22% | 6 19% |
| 7 | (7) 97 19% | 48 20% | 49 18% | 14 26% | 16 20% | 21 21% | 15 16% | 12 14% | 20 19% | 30 22% | 68 18% | 50 22% | 47 17% | 37 27%op | 30 21%o | 12 11% | 18 14% | 54 19% | 43 19% | 89 19% | 7 21% |
| 6 | (6) 59 11% | 26 11% | 33 12% | 9 17%g | 10 13% | 14 14% | 11 12% | 4 5% | 10 10% | 19 14% | 40 10% | 33 14% | 26 9% | 20 14% | 14 10% | 15 14% | 11 8% | 37 13% | 22 10% | 57 12% | 2 7% |
| 5 | (5) 130 25% | 61 26% | 68 25% | 8 15% | 18 23% | 24 24% | 22 23% | 30 36%c | 28 27% | 26 20% | 104 27% | 50 21% | 80 28% | 28 20% | 41 29% | 27 26% | 34 26% | 62 21% | 68 30%q | 118 25% | 10 33% |
| 4 | (4) 23 4% | 11 5% | 11 4% | 4 8% | 2 3% | 4 4% | 5 6% | 3 3% | 4 3% | 6 5% | 16 4% | 11 5% | 12 4% | 3 2% | 7 5% | 5 4% | 9 7% m | 15 5% | 7 3% | 21 4% | 2 6% |
| 3 | (3) 12 2% | 7 3% | 5 2% | - 2% | 1 2% | 1 1% | 6 6% | 2 3% | 2 1% | 1 1% | 11 3% | 3 1% | 10 3% | 1 * | 3 2% | 3 3% | 6 4% m | 9 3% | 3 1% | 12 3% | - |
| 2 | (2) 7 1% | 3 1% | 5 2% | - - | - - | 3 3% | 2 2% | - - | 3 3% | - - | 7 2% | 3 1% | 4 2% | 3 2% | 1 1% | 1 1% | 3 2% | 3 1% | 5 2% | 7 2% | - |
| 1 | (1) 4 1% | 4 2% b | - - | - - | - - | - - | 3 3% | - - | 1 1% | - - | 4 1% | - - | 4 1% | 2 1% | - - | 1 1% | 1 1% | 3 1% | 1 * | 4 1% | - |
| Don't trust them at all (0) | 10 2% | 6 2% | 4 1% | 1 2% | - - | 3 3% | 1 2% | 3 4% | 1 1% | 1 1% | 9 2% | 4 2% | 6 2% | 1 1% | 1 1% | 5 4% | 3 2% | 4 1% | 5 2% | 10 2% | - |
| NET: 8-10 | 174 34% | 73 31% | 100 36% | 18 33% | 32 40% | 29 30% | 29 31% | 30 35% | 36 35% | 49 37% | 125 33% | 79 34% | 95 34% | 45 32% | 45 32% | 38 36% | 46 36% | 102 35% | 72 32% | 162 34% | 11 34% |

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j - k/l - m/n/o/p - q/r - s/t

* small base

Trust in Charities 2018

ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 162

Q26. Please take a look at this charity poster. How much trust and confidence do you have in the charity seen advertising here? Use a scale of 0-10 where 10 means you trust them completely and means you don't trust them at all.

Base: All respondents seeing poster

With impact statement

| | Gender | | Age | | | | | | | Age II | | Age III | | Social Grade | | | | Working Status | | Ethnicity | |
|--------------------|------------|-------------|---------------|--------------|-------------------|----------------------|-------------------------|--------------|------------|-------------------|-----------------------|--------------|-----------------------|--------------|-----------|-----------|-----------|----------------|-----------------------|--------------|---------------------|
| | Total | Male (a) | Female (b) | 18-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-64 (g) | 65+ (h) | 18-34 (i) | 35+ (j) | 18-44 (k) | 45+ (l) | AB (m) | C1 (n) | C2 (o) | DE (p) | Working (q) | Not working (r) | White (s) | Non White (t) |
| Weighted base | 515 | 240 | 276 | 53* | 80* | 99* | 95* | 84* | 105 | 133 | 383 | 232 | 284 | 138 | 141 | 106* | 130 | 289 | 227 | 480 | 32* |
| NET: 3-7 | 321 62% | 154 64% | 166 60% | 34 65% | 48 60% | 64 65% | 59 63% | 51 61% | 64 61% | 82 62% | 238 62% | 146 63% | 174 61% | 88 64% | 95 67% | 61 58% | 77 59% | 177 61% | 144 63% | 297 62% | 21 66% |
| NET: 0-2 | 21 4% | 12 5% | 9 3% | 1 2% | - | 6 6% ^d | 6 6% ^d | 3 4% | 5 5% | 1 1% | 20 5% ⁱ | 7 3% | 14 5% | 6 4% | 2 1% | 6 6% | 7 5% | 10 3% | 11 5% | 21 4% | - |
| NET: 7-10 | 271 53% | 122 51% | 149 54% | 31 59% | 48 60% | 50 51% | 44 46% | 42 50% | 56 54% | 79 59% | 192 50% | 129 56% | 142 50% | 82 59% | 75 53% | 50 48% | 64 49% | 156 54% | 115 51% | 251 52% | 18 55% |
| NET: 4-6 | 211 41% | 99 41% | 112 41% | 21 39% | 31 38% | 42 42% | 39 41% | 37 44% | 42 40% | 51 39% | 160 42% | 93 40% | 118 42% | 50 36% | 61 43% | 46 44% | 53 41% | 114 39% | 97 43% | 196 41% | 14 45% |
| NET: 0-3 | 33 6% | 19 8% | 14 5% | 1 2% | 1 2% | 7 7% | 12 13% ^{cd} | 5 6% | 6 6% | 2 2% | 31 8% ⁱ | 9 4% | 24 8% ^k | 6 4% | 5 4% | 9 9% | 13 10% | 19 7% | 14 6% | 33 7% | - |
| Mean | 6.42 | 6.27 | 6.54 | 6.59 | 6.82 ^f | 6.30 | 6.06 | 6.36 | 6.49 | 6.73 ^j | 6.31 | 6.55 | 6.31 | 6.61 | 6.48 | 6.27 | 6.26 | 6.45 | 6.37 | 6.40 | 6.68 |
| Standard deviation | 2.01 | 2.09 | 1.93 | 1.64 | 1.60 | 2.06 | 2.21 | 2.23 | 2.02 | 1.61 | 2.12 | 1.83 | 2.15 | 1.77 | 1.81 | 2.27 | 2.22 | 1.97 | 2.07 | 2.03 | 1.75 |
| Standard error | 0.09 | 0.13 | 0.12 | 0.22 | 0.18 | 0.21 | 0.22 | 0.25 | 0.19 | 0.14 | 0.11 | 0.12 | 0.13 | 0.15 | 0.15 | 0.23 | 0.19 | 0.12 | 0.13 | 0.09 | 0.31 |

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j - k/l - m/n/o/p - q/r - s/t

*** small base**

Trust in Charities 2018

ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 163

Q26. Please take a look at this charity poster. How much trust and confidence do you have in the charity seen advertising here? Use a scale of 0-10 where 10 means you trust them completely and means you don't trust them at all.

Base: All respondents seeing poster

With impact statement

| | Total | Region | | | | | | | | | | Trust in Charities | | | Trust in Charities II | | | Importance of Charities | Change in trust | | |
|-----------------------|----------------|----------------|----------------|----------------------------|-------------------|-------------------|-----------|-------------|------------|----------------|----------------|--------------------|-------------|-------------|-----------------------|-------------|-------------|-------------------------|-----------------|---------------|---------------------|
| | | North East (a) | North West (b) | Yorkshire & Humberside (c) | West Midlands (d) | East Midlands (e) | Wales (f) | Eastern (g) | London (h) | South East (i) | South West (j) | 8-10 (k) | 3-7 (l) | 0-2 (m) | 7-10 (n) | 4-6 (o) | 0-3 (p) | Essential | Increased (r) | Decreased (s) | Stayed the same (t) |
| Unweighted base | 515 | 18 | 63 | 54 | 49 | 45 | 24 | 59 | 77 | 83 | 43 | 85 | 371 | 59 | 196 | 218 | 101 | 103 | 33 | 221 | 251 |
| Weighted base | 515 | 19** | 69* | 52* | 49* | 51* | 24** | 51* | 72* | 78* | 51* | 85* | 372 | 59* | 198 | 216 | 101* | 104* | 33* | 219 | 253 |
| Trust them completely | (10) 26 5% | - | 4 7% | - | 6 13%ci | 1 2% | 2 8% | 2 4% | 3 4% | 2 3% | 5 10%ci | 15 18%lm | 11 3% | - | 19 10%op | 7 3% | - | 6 6% | 3 10% | 6 3% | 17 7% |
| 9 | (9) 35 7% | 2 12% | 6 9% | 3 5% | 2 4% | 5 9% | 1 4% | 3 5% | 6 9% | 5 6% | 2 5% | 11 13%l | 21 6% | 3 5% | 23 11%op | 9 4% | 3 3% | 14 13% | 2 6% | 10 5% | 22 9% |
| 8 | (8) 113 22% | 4 22% | 19 27%hi | 12 23% | 15 30%hi | 12 23% | 3 14% | 17 34%hi | 9 12% | 11 14% | 11 22% | 30 36%lm | 78 21%mi | 4 7% | 64 32%op | 40 18%p | 10 10% | 24 23% | 16 49%st | 43 20% | 52 21% |
| 7 | (7) 97 19% | 2 10% | 5 8% | 11 21%b | 6 13% | 7 13% | 5 19% | 8 16% | 20 28%b | 23 29%bde | 11 21% | 12 15% | 77 21% | 8 13% | 44 22% | 38 18% | 15 15% | 22 21% | 6 19% | 32 15% | 58 23%st |
| 6 | (6) 59 11% | 3 16% | 12 17% | 4 7% | 6 11% | 4 8% | 4 17% | 6 12% | 9 12% | 10 12% | 2 5% | 6 7% | 49 13% | 3 6% | 19 10% | 28 13% | 12 12% | 11 11% | 1 3% | 29 13% | 29 11% |
| 5 | (5) 130 25% | 4 23% | 16 23% | 12 23% | 12 25% | 18 35% | 6 26% | 12 24% | 19 26% | 17 22% | 13 25% | 6 7% | 98 26%k | 26 45%kl | 20 10% | 72 33%ni | 37 37%ni | 19 18% | 3 9% | 71 33%rt | 50 20% |
| 4 | (4) 23 4% | 3 14% | 1 1% | 8 15%bdegh i | 1 1% | 1 2% | - | 1 2% | 4 5% | 3 4% | 2 5% | 1 1% | 18 5% | 3 5% | 4 2% | 12 6% | 7 6% | 2 2% | - | 11 5% | 12 5% |
| 3 | (3) 12 2% | - | 3 4% | 1 3% | - | 2 4% | - | 1 1% | 1 1% | 4 6% | - | 1 1% | 9 2% | 2 3% | 2 1% | 5 2% | 6 6%ni | 4 4% | 1 2% | 6 3% | 4 2% |
| 2 | (2) 7 1% | - | 1 2% | 1 2% | 1 2% | - | - | 1 2% | 2 2% | 2 3% | - | - | 6 2% | 2 3% | 2 1% | 2 1% | 4 4%o | - | - | 3 1% | 5 2% |
| 1 | (1) 4 1% | - | 1 1% | - | - | - | 1 4% | - | 1 1% | 1 1% | - | - | 3 1% | 1 2% | - | 2 1% | 2 2% | - | - | 3 1% | 1 * |

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j - k/l/m - n/o/p - r/s/t

*** small base; ** very small base (under 30) ineligible for sig testing**

Prepared by Populus

Trust in Charities 2018

ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 163

Q26. Please take a look at this charity poster. How much trust and confidence do you have in the charity seen advertising here? Use a scale of 0-10 where 10 means you trust them completely and means you don't trust them at all.

Base: All respondents seeing poster

With impact statement

| | Region | | | | | | | | | | | Trust in Charities | | | Trust in Charities II | | | Importance of Charities | Change in trust | | |
|-----------------------------|------------|----------------|----------------|------------------------|-------------------|-------------------|-----------|-------------|--------------|----------------|----------------|--------------------|--------------|-------------|-----------------------|-------------|-------------|-------------------------|-----------------|---------------|---------------------|
| | Total | North East (a) | North West (b) | Yorkshire & Humber (c) | West Midlands (d) | East Midlands (e) | Wales (f) | Eastern (g) | London (h) | South East (i) | South West (j) | 8-10 (k) | 3-7 (l) | 0-2 (m) | 7-10 (n) | 4-6 (o) | 0-3 (p) | Essential (q) | Increased (r) | Decreased (s) | Stayed the same (t) |
| Weighted base | 515 | 19** | 69* | 52* | 49* | 51* | 24** | 51* | 72* | 78* | 51* | 85* | 372 | 59* | 198 | 216 | 101* | 104* | 33* | 219 | 253 |
| Don't trust them at all (0) | 10 2% | 1 4% | 1 1% | - | - | 1 3% | 2 8% | - | - | 1 1% | 4 8%h | 2 2% | 2 * | 6 10%l | 2 1% | 2 1% | 6 6%no | 2 2% | 1 2% | 4 2% | 4 2% |
| NET: 8-10 | 174 34% | 6 34% | 29 43%hi | 15 28% | 23 47%hi | 18 35% | 6 26% | 22 43%hi | 18 25% | 18 23% | 19 37% | 56 67%lm | 110 30%am | 7 13% | 105 53%op | 56 26%p | 13 13% | 44 42% | 22 65%st | 60 27% | 90 36% |
| NET: 3-7 | 321 62% | 12 63% | 37 53% | 36 70% | 25 51% | 32 63% | 15 62% | 28 55% | 52 72%bdg | 56 72%bdg | 28 56% | 26 31% | 252 68%k | 43 73%k | 89 45% | 155 72%n | 77 76%n | 58 56% | 11 33% | 149 68%r | 153 60%r |
| NET: 0-2 | 21 4% | 1 4% | 3 4% | 1 2% | 1 2% | 1 3% | 3 12% | 1 2% | 2 3% | 4 5% | 4 8% | 2 2% | 10 3% | 9 15%kl | 4 2% | 5 2% | 12 12%no | 2 2% | 1 2% | 10 5% | 10 4% |
| NET: 7-10 | 271 53% | 8 44% | 35 50% | 26 50% | 29 60% | 24 48% | 11 45% | 31 59% | 38 52% | 40 52% | 29 58% | 69 81%lm | 187 50%am | 15 26% | 149 75%op | 94 44%p | 28 28% | 66 63% | 28 84%st | 92 42% | 148 58%st |
| NET: 4-6 | 211 41% | 10 52% | 29 42% | 24 46% | 18 38% | 23 45% | 10 42% | 19 37% | 31 43% | 29 38% | 18 35% | 13 15% | 166 45%k | 33 56%k | 44 22% | 112 52%n | 56 55%n | 32 31% | 4 11% | 111 51%rt | 91 36%r |
| NET: 0-3 | 33 6% | 1 4% | 6 8% | 2 5% | 1 2% | 3 7% | 3 12% | 2 3% | 3 5% | 8 11% | 4 8% | 3 3% | 20 5% | 11 18%kl | 6 3% | 10 5% | 17 17%no | 6 6% | 1 5% | 16 7% | 14 6% |
| Mean | 6.42 | 6.15 | 6.56 | 6.14 | 7.02ci | 6.29 | 5.96 | 6.78 | 6.39 | 6.18 | 6.39 | 7.71lm | 6.35m | 4.99 | 7.31op | 6.17p | 5.18 | 6.86 | 7.46st | 6.05 | 6.62s |
| Standard deviation | 2.01 | 2.11 | 2.11 | 1.74 | 1.85 | 2.00 | 2.63 | 1.68 | 1.81 | 1.97 | 2.50 | 1.96 | 1.79 | 2.32 | 1.78 | 1.79 | 2.11 | 1.93 | 1.84 | 1.97 | 2.01 |
| Standard error | 0.09 | 0.50 | 0.27 | 0.24 | 0.26 | 0.30 | 0.54 | 0.22 | 0.21 | 0.22 | 0.38 | 0.21 | 0.09 | 0.30 | 0.13 | 0.12 | 0.21 | 0.19 | 0.32 | 0.13 | 0.13 |

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j - k/l/m - n/o/p - r/s/t

*** small base; ** very small base (under 30) ineligible for sig testing**

Trust in Charities 2018
ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 164

Q26. Please take a look at this charity poster. How much trust and confidence do you have in the charity seen advertising here? Use a scale of 0-10 where 10 means you trust them completely and means you don't trust them at all.

Base: All respondents seeing poster

With impact statement

| | | Heard of the CC | | Knowledge of CC | | Importance of CC | |
|-------------------------|------|-----------------|-----------------------|-----------------|-----------------------|------------------------------|-----------|
| | | Total | Yes (a) | No (b) | Very/Fairly well (c) | Not at all/Not very well (d) | Essential |
| Unweighted base | | 515 | 289 | 226 | 73 | 201 | 262 |
| Weighted base | | 515 | 291 | 225 | 72* | 203 | 261 |
| Trust them completely | (10) | 26 5% | 20 7% ^b | 6 3% | 9 13% ^d | 11 5% | 18 7% |
| 9 | (9) | 35 7% | 17 6% | 18 8% | 6 8% | 10 5% | 24 9% |
| 8 | (8) | 113 22% | 64 22% | 49 22% | 18 25% | 43 21% | 61 24% |
| 7 | (7) | 97 19% | 57 20% | 40 18% | 12 17% | 44 22% | 45 17% |
| 6 | (6) | 59 11% | 29 10% | 30 13% | 6 8% | 23 11% | 30 12% |
| 5 | (5) | 130 25% | 71 24% | 59 26% | 13 18% | 49 24% | 54 21% |
| 4 | (4) | 23 4% | 12 4% | 10 5% | 4 6% | 8 4% | 9 3% |
| 3 | (3) | 12 2% | 8 3% | 4 2% | 1 1% | 6 3% | 6 2% |
| 2 | (2) | 7 1% | 4 1% | 4 2% | 1 1% | 3 1% | 4 1% |
| 1 | (1) | 4 1% | 3 1% | 1 * | 1 1% | 2 1% | 4 1% |
| Don't trust them at all | (0) | 10 2% | 7 2% | 3 1% | 2 2% | 5 2% | 5 2% |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d

*** small base**

Prepared by Populus

Trust in Charities 2018
ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 164

Q26. Please take a look at this charity poster. How much trust and confidence do you have in the charity seen advertising here? Use a scale of 0-10 where 10 means you trust them completely and means you don't trust them at all.

Base: All respondents seeing poster

With impact statement

| | Heard of the CC | | Knowledge of CC | | Importance of CC | Essential |
|--------------------|-----------------|------------|-----------------|------------------------|------------------------------|------------|
| | Total | Yes (a) | No (b) | Very/Fairly well (c) | Not at all/Not very well (d) | |
| Weighted base | 515 | 291 | 225 | 72* | 203 | 261 |
| NET: 8-10 | 174 34% | 101 35% | 73 32% | 33 45% ^d | 63 31% | 103 40% |
| NET: 3-7 | 321 62% | 177 61% | 144 64% | 36 49% | 130 64% ^c | 145 55% |
| NET: 0-2 | 21 4% | 13 4% | 8 3% | 4 5% | 9 5% | 13 5% |
| NET: 7-10 | 271 53% | 158 54% | 113 50% | 45 62% | 107 53% | 148 57% |
| NET: 4-6 | 211 41% | 112 39% | 99 44% | 23 31% | 81 40% | 93 36% |
| NET: 0-3 | 33 6% | 21 7% | 12 5% | 4 6% | 15 7% | 19 7% |
| Mean | 6.42 | 6.44 | 6.38 | 6.82 | 6.34 | 6.59 |
| Standard deviation | 2.01 | 2.11 | 1.89 | 2.29 | 2.05 | 2.15 |
| Standard error | 0.09 | 0.12 | 0.13 | 0.27 | 0.14 | 0.13 |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d

*** small base**

Trust in Charities 2018

ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 165

Q26. Please take a look at this charity poster. How much trust and confidence do you have in the charity seen advertising here? Use a scale of 0-10 where 10 means you trust them completely and means you don't trust them at all.

Base: All respondents seeing poster

With fundraising statement

| | Gender | | | Age | | | | | | Age II | | Age III | | Social Grade | | | | Working Status | | Ethnicity | |
|-----------------------------|----------------|-----------|------------|---------------------------|----------------------|------------------------|------------------------|----------------------|------------------------|------------------------|------------|------------------------|-----------------------|----------------------|-----------|-----------|----------------------|----------------|-----------------|------------|---------------|
| | Total | Male (a) | Female (b) | 18-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-64 (g) | 65+ (h) | 18-34 (i) | 35+ (j) | 18-44 (k) | 45+ (l) | AB (m) | C1 (n) | C2 (o) | DE (p) | Working (q) | Not working (r) | White (s) | Non White (t) |
| Unweighted base | 514 | 274 | 240 | 71 | 89 | 94 | 87 | 66 | 107 | 160 | 354 | 254 | 260 | 146 | 149 | 95 | 124 | 284 | 230 | 460 | 45 |
| Weighted base | 513 | 263 | 250 | 65* | 95* | 99* | 81* | 72* | 101 | 159 | 354 | 258 | 255 | 143 | 152 | 102* | 116 | 294 | 219 | 461 | 44* |
| Trust them completely (10) | 18 4% | 9 3% | 9 4% | 3 4% | - | 3 3% | 4 4% ^d | 4 6% ^d | 5 5% ^d | 3 2% | 16 4% | 5 2% | 13 5% | 6 4% ^o | 6 4% | - | 6 5% ^o | 9 3% | 9 4% | 15 3% | 2 4% |
| 9 | (9) 28 5% | 13 5% | 15 6% | 3 4% | 5 6% | 6 6% | 1 1% | 2 3% | 11 10% ^f | 8 5% | 19 6% | 14 5% | 14 5% | 10 7% | 7 4% | 7 7% | 4 3% | 13 4% | 14 7% | 25 5% | 3 6% |
| 8 | (8) 53 10% | 26 10% | 27 11% | 7 11% | 10 10% | 8 8% | 14 17% ^h | 7 10% | 8 8% | 17 11% | 36 10% | 25 10% | 28 11% | 12 8% | 15 10% | 11 11% | 16 13% | 29 10% | 23 11% | 48 10% | 4 10% |
| 7 | (7) 96 19% | 45 17% | 50 20% | 14 22% | 18 19% | 14 15% | 16 19% | 17 23% | 16 16% | 32 20% | 63 18% | 47 18% | 49 19% | 27 19% | 31 21% | 20 19% | 18 15% | 55 19% | 41 19% | 86 19% | 8 18% |
| 6 | (6) 93 18% | 41 16% | 52 21% | 25 39% ^{defg} | 17 18% | 21 21% ^h | 10 12% | 10 14% | 10 10% | 43 27% ^j | 51 14% | 63 25% ^l | 30 12% | 33 23% | 23 15% | 21 21% | 16 14% | 57 19% | 36 17% | 83 18% | 11 24% |
| 5 | (5) 141 27% | 72 27% | 69 27% | 10 15% | 27 28% | 33 34% ^c | 23 28% | 18 24% | 30 30% ^c | 37 23% | 104 29% | 70 27% | 71 28% | 33 23% | 47 31% | 25 25% | 36 31% | 86 29% | 55 25% | 129 28% | 10 22% |
| 4 | (4) 21 4% | 15 6% | 6 2% | 3 5% | 2 2% | 3 3% | 3 3% | 1 2% | 8 8% | 5 3% | 16 4% | 9 3% | 13 5% | 4 3% | 9 6% | 3 3% | 5 4% | 10 3% | 11 5% | 16 4% | 2 4% |
| 3 | (3) 21 4% | 13 5% | 7 3% | - | 4 4% | 3 3% | 2 2% | 6 8% ^c | 6 6% ^c | 4 3% | 16 5% | 8 3% | 13 5% | 5 4% | 8 6% | 4 4% | 3 2% | 11 4% | 10 4% | 17 4% | 3 7% |
| 2 | (2) 18 3% | 10 4% | 7 3% | - | 3 3% | 2 2% | 7 8% ^c | 2 3% | 4 4% | 3 2% | 15 4% | 5 2% | 13 5% ^k | 6 4% | 2 1% | 5 5% | 5 4% | 10 3% | 8 4% | 17 4% | 1 2% |
| 1 | (1) 6 1% | 4 2% | 2 1% | - | 1 1% | 1 1% | 2 3% | 1 1% | 1 1% | 1 1% | 5 1% | 2 1% | 4 2% | 2 1% | - | 1 1% | 3 3% ⁿ | 3 1% | 3 1% | 6 1% | - |
| Don't trust them at all (0) | 19 4% | 13 5% | 6 2% | - | 7 7% ^c | 5 5% | 1 1% | 4 6% | 3 2% | 7 4% | 12 3% | 11 4% | 8 3% | 6 4% | 4 3% | 4 4% | 4 4% | 11 4% | 8 4% | 18 4% | 1 3% |
| NET: 8-10 | 99 19% | 48 18% | 50 20% | 12 19% | 15 16% | 16 17% | 18 22% | 13 18% | 23 23% | 28 17% | 71 20% | 44 17% | 55 21% | 28 19% | 27 18% | 18 18% | 26 22% | 52 17% | 47 22% | 88 19% | 9 20% |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j - k/l - m/n/o/p - q/r - s/t
* small base

Prepared by Populus

Trust in Charities 2018

ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 165

Q26. Please take a look at this charity poster. How much trust and confidence do you have in the charity seen advertising here? Use a scale of 0-10 where 10 means you trust them completely and means you don't trust them at all.

Base: All respondents seeing poster

With fundraising statement

| | Gender | | | Age | | | | | | Age II | | Age III | | Social Grade | | | | Working Status | | Ethnicity | |
|--------------------|--------|------------------|-------------------|---------------------|------------------|------------------|------------------|------------------|------------------|--------------|------------|------------------|------------|--------------|-----------|-----------|------------------|----------------|-----------------------|--------------|---------------------|
| | Total | Male (a) | Female (b) | 18-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-64 (g) | 65+ (h) | 18-34 (i) | 35+ (j) | 18-44 (k) | 45+ (l) | AB (m) | C1 (n) | C2 (o) | DE (p) | Working (q) | Not working (r) | White (s) | Non White (t) |
| Weighted base | 513 | 263 | 250 | 65* | 95* | 99* | 81* | 72* | 101 | 159 | 354 | 258 | 255 | 143 | 152 | 102* | 116 | 294 | 219 | 461 | 44* |
| NET: 3-7 | 372 | 187 | 184 | 53 | 69 | 75 | 53 | 52 | 70 | 122 | 250 | 196 | 175 | 101 | 118 | 73 | 79 | 219 | 153 | 332 | 33 |
| | 72% | 71% | 74% | 81%f | 73% | 76% | 65% | 71% | 70% | 76% | 71% | 76% | 69% | 71% | 78% | 72% | 68% | 74% | 70% | 72% | 75% |
| NET: 0-2 | 43 | 27 | 16 | - | 10 | 8 | 10 | 8 | 7 | 10 | 32 | 18 | 25 | 14 | 6 | 10 | 12 | 24 | 19 | 41 | 2 |
| | 8% | 10% | 6% | - | 11% _c | 8% _c | 12% _c | 10% _c | 7% _c | 7% | 9% | 7% | 10% | 10% | 4% | 10% | 10% _n | 8% | 9% | 9% | 5% |
| NET: 7-10 | 194 | 94 | 101 | 27 | 33 | 31 | 34 | 30 | 39 | 60 | 134 | 91 | 103 | 54 | 58 | 38 | 44 | 106 | 88 | 174 | 17 |
| | 38% | 36% | 40% | 41% | 35% | 31% | 42% | 42% | 39% | 38% | 38% | 35% | 41% | 38% | 38% | 37% | 37% | 36% | 40% | 38% | 38% |
| NET: 4-6 | 255 | 128 | 127 | 38 | 46 | 57 | 35 | 29 | 49 | 85 | 171 | 142 | 113 | 69 | 79 | 50 | 58 | 153 | 102 | 228 | 22 |
| | 50% | 49% | 51% | 59% _g | 49% | 58% _g | 44% | 40% | 48% | 53% | 48% | 55% _l | 45% | 48% | 52% | 49% | 50% | 52% | 47% | 50% | 50% |
| NET: 0-3 | 64 | 41 | 23 | - | 15 | 11 | 12 | 13 | 13 | 15 | 49 | 26 | 38 | 19 | 15 | 15 | 15 | 35 | 28 | 58 | 5 |
| | 12% | 15% _b | 9% | - | 15% _c | 11% _c | 15% _c | 18% _c | 13% _c | 9% | 14% | 10% | 15% | 14% | 10% | 14% | 13% | 12% | 13% | 13% | 12% |
| Mean | 5.80 | 5.59 | 6.02 _a | 6.47 _{def} | 5.52 | 5.69 | 5.77 | 5.69 | 5.83 | 5.90 | 5.75 | 5.82 | 5.77 | 5.85 | 5.88 | 5.67 | 5.75 | 5.75 | 5.86 | 5.78 | 5.97 |
| Standard deviation | 2.14 | 2.27 | 1.99 | 1.35 | 2.23 | 2.10 | 2.18 | 2.39 | 2.27 | 1.97 | 2.22 | 2.02 | 2.27 | 2.25 | 1.97 | 2.13 | 2.27 | 2.09 | 2.23 | 2.16 | 2.05 |
| Standard error | 0.09 | 0.14 | 0.13 | 0.16 | 0.24 | 0.22 | 0.23 | 0.29 | 0.22 | 0.16 | 0.12 | 0.13 | 0.14 | 0.19 | 0.16 | 0.22 | 0.20 | 0.12 | 0.15 | 0.10 | 0.31 |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j - k/l - m/n/o/p - q/r - s/t

*** small base**

Trust in Charities 2018

ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 166

Q26. Please take a look at this charity poster. How much trust and confidence do you have in the charity seen advertising here? Use a scale of 0-10 where 10 means you trust them completely and means you don't trust them at all.

Base: All respondents seeing poster

With fundraising statement

| | Total | Region | | | | | | | | | | Trust in Charities | | | Trust in Charities II | | | Importance of Charities | Change in trust | | |
|-----------------------|----------------|----------------|----------------|----------------------------|-------------------|-------------------|-----------|--------------|------------|----------------|----------------|--------------------|-------------|------------|-----------------------|------------|-------------|-------------------------|-----------------|----------------|---------------------|
| | | North East (a) | North West (b) | Yorkshire & Humberside (c) | West Midlands (d) | East Midlands (e) | Wales (f) | East-ern (g) | London (h) | South East (i) | South West (j) | 8-10 (k) | 3-7 (l) | 0-2 (m) | 7-10 (n) | 4-6 (o) | 0-3 (p) | Essential | In-creased (r) | De-creased (s) | Stayed the same (t) |
| Unweighted base | 514 | 26 | 60 | 63 | 52 | 41 | 27 | 59 | 80 | 69 | 37 | 77 | 381 | 56 | 178 | 244 | 92 | 96 | 24 | 227 | 246 |
| Weighted base | 513 | 28** | 63* | 59* | 54* | 45* | 27** | 52* | 76* | 65* | 44* | 76* | 380 | 57* | 175 | 244 | 94* | 94* | 23** | 230 | 243 |
| Trust them completely | (10) 18 4% | 2 6% | 3 5% | 2 4% | 1 2% | - - | 1 3% | 3 6% | 3 4% | 1 1% | 2 6% | 6 8%l | 9 2% | 3 5% | 9 5% | 6 2% | 3 3% | 8 9% | - - | 8 3% | 10 4% |
| 9 | (9) 28 5% | 1 4% | 1 2% | - - | 4 8%c | 5 10%c | 1 4% | 3 6%c | 6 8%c | 5 7%c | 1 3% | 16 20%lm | 9 2% | 3 5% | 19 11%op | 6 2% | 3 3% | 4 4% | 3 15% | 10 4% | 14 6% |
| 8 | (8) 53 10% | 3 11% | 12 19%h | 6 10% | 3 6% | 6 14% | 3 12% | 4 8% | 3 4% | 8 13% | 3 7% | 12 15%m | 40 11%m | 1 2% | 31 18%op | 18 8% | 3 3% | 10 11% | 2 7% | 20 9% | 30 12% |
| 7 | (7) 96 19% | 5 17% | 13 21% | 11 19% | 11 20% | 10 22% | 6 23% | 6 12% | 14 19% | 11 17% | 8 19% | 14 19% | 77 20%m | 5 9% | 40 23%p | 45 18% | 11 11% | 22 23% | 5 23% | 41 18% | 48 20% |
| 6 | (6) 93 18% | 6 20% | 9 14% | 14 23% | 9 16% | 8 17% | 3 10% | 6 12% | 16 22% | 13 20% | 10 23% | 15 20%m | 75 20%m | 3 6% | 31 18%p | 55 22%p | 7 8% | 15 15% | 10 46% | 30 13% | 47 19% |
| 5 | (5) 141 27% | 8 27% | 17 26% | 20 35%i | 13 25% | 9 20% | 11 39% | 20 38%i | 21 27% | 12 19% | 11 24% | 10 13% | 119 31%k | 12 21% | 31 18% | 84 34%n | 26 28% | 19 20% | 1 5% | 68 30% | 65 27% |
| 4 | (4) 21 4% | 1 3% | - - | 2 3% | 1 2% | 3 6% | 1 3% | 4 8%b | 3 3% | 5 8%b | 2 5% | 1 1% | 16 4% | 5 8% | 5 3% | 9 4% | 7 7% | 2 2% | 1 4% | 12 5% | 7 3% |
| 3 | (3) 21 4% | - - | 3 5% | 3 5% | 3 6% | 1 3% | - - | 2 4% | 4 6% | 3 4% | 1 3% | 2 3% | 12 3% | 6 11%l | 4 2% | 8 3% | 9 9%no | 4 4% | - - | 9 4% | 11 5% |
| 2 | (2) 18 3% | 2 8% | 4 7%ch | - - | 2 4% | 2 5% | 1 3% | 2 3% | - - | 2 3% | 3 6% | - - | 11 3% | 6 11%kl | 2 1% | 6 2% | 10 10%no | 8 8% | - - | 17 7%t | 1 * |
| 1 | (1) 6 1% | 1 4% | - - | - - | 2 4% | 1 2% | 1 3% | - - | - - | 1 2% | - - | - - | 4 1% | 2 4% | - - | 2 1% | 4 4%no | - - | - - | 4 2% | 2 1% |

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j - k/l/m - n/o/p - r/s/t

*** small base; ** very small base (under 30) ineligible for sig testing**

Trust in Charities 2018

ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 166

Q26. Please take a look at this charity poster. How much trust and confidence do you have in the charity seen advertising here? Use a scale of 0-10 where 10 means you trust them completely and means you don't trust them at all.

Base: All respondents seeing poster

With fundraising statement

| | Region | | | | | | | | | | Trust in Charities | | | Trust in Charities II | | | Importance of Charities | Change in trust | | | |
|-----------------------------|------------|----------------|----------------|------------------------|-------------------|-------------------|-----------|-------------|------------|----------------|--------------------|-------------|--------------|-----------------------|--------------|--------------|-------------------------|-----------------|---------------|---------------|---------------------|
| | Total | North East (a) | North West (b) | Yorkshire & Humber (c) | West Midlands (d) | East Midlands (e) | Wales (f) | Eastern (g) | London (h) | South East (i) | South West (j) | 8-10 (k) | 3-7 (l) | 0-2 (m) | 7-10 (n) | 4-6 (o) | 0-3 (p) | Essential (q) | Increased (r) | Decreased (s) | Stayed the same (t) |
| Weighted base | 513 | 28** | 63* | 59* | 54* | 45* | 27** | 52* | 76* | 65* | 44* | 76* | 380 | 57* | 175 | 244 | 94* | 94* | 23** | 230 | 243 |
| Don't trust them at all (0) | 19 4% | - - | - - | 1 2% | 4 8%b | - - | - - | 2 3% | 6 8%b | 4 6% | 2 5% | 1 1% | 8 2% | 10 18%kl | 3 2% | 5 2% | 11 12%no | 3 3% | - - | 11 5% | 7 3% |
| NET: 8-10 | 99 19% | 6 22% | 17 26% | 8 13% | 9 16% | 11 24% | 5 19% | 10 20% | 12 15% | 14 22% | 15% | 34 44%lm | 58 15% | 7 12% | 59 34%op | 30 12% | 9 10% | 22 24% | 5 22% | 39 17% | 54 22% |
| NET: 3-7 | 372 72% | 19 67% | 42 67% | 50 85%bdi | 37 68% | 31 68% | 20 75% | 38 74% | 58 77% | 44 68% | 33 74% | 42 55% | 299 79%km | 31 55% | 111 63% | 201 82%np | 59 63% | 61 65% | 18 78% | 159 69% | 179 74% |
| NET: 0-2 | 43 8% | 3 11% | 4 7% | 1 2% | 8 16%c | 3 8% | 2 7% | 3 6% | 6 8% | 7 10%c | 5 11% | 1 1% | 23 6% | 19 33%kl | 5 3% | 13 5% | 25 27%no | 10 11% | - - | 32 14%t | 10 4% |
| NET: 7-10 | 194 38% | 11 38% | 30 47% | 19 32% | 19 36% | 21 47% | 11 41% | 17 32% | 26 34% | 25 39% | 15 35% | 48 63%lm | 135 35%am | 12 21% | 100 57%op | 75 31% | 20 21% | 44 47% | 10 45% | 79 35% | 102 42% |
| NET: 4-6 | 255 50% | 14 50% | 26 41% | 36 61%b | 23 43% | 19 43% | 14 52% | 30 58% | 40 53% | 30 47% | 23 52% | 26 34% | 210 55%km | 20 35% | 67 38% | 149 61%np | 40 43% | 35 38% | 13 55% | 109 48% | 119 49% |
| NET: 0-3 | 64 12% | 3 11% | 8 12% | 4 7% | 12 21%c | 5 10% | 2 7% | 5 10% | 10 13% | 9 15% | 6 14% | 3 4% | 35 9% | 25 44%kl | 9 5% | 21 9% | 34 36%no | 14 15% | - - | 41 18%t | 21 9% |
| Mean | 5.80 | 5.94 | 6.16 | 5.87 | 5.35 | 6.08 | 5.95 | 5.74 | 5.67 | 5.69 | 5.68 | 7.14lm | 5.79m | 4.07 | 6.68op | 5.72p | 4.35 | 6.06 | 6.68 | 5.44 | 6.09s |
| Standard deviation | 2.14 | 2.17 | 1.96 | 1.67 | 2.55 | 1.98 | 1.88 | 2.15 | 2.29 | 2.33 | 2.25 | 1.87 | 1.85 | 2.94 | 1.89 | 1.77 | 2.62 | 2.35 | 1.29 | 2.32 | 2.00 |
| Standard error | 0.09 | 0.42 | 0.25 | 0.21 | 0.35 | 0.31 | 0.36 | 0.28 | 0.26 | 0.28 | 0.37 | 0.21 | 0.09 | 0.39 | 0.14 | 0.11 | 0.27 | 0.24 | 0.26 | 0.15 | 0.13 |

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j - k/l/m - n/o/p - r/s/t

*** small base; ** very small base (under 30) ineligible for sig testing**

Trust in Charities 2018
ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 167

Q26. Please take a look at this charity poster. How much trust and confidence do you have in the charity seen advertising here? Use a scale of 0-10 where 10 means you trust them completely and means you don't trust them at all.

Base: All respondents seeing poster

With fundraising statement

| | | Heard of the CC | | Knowledge of CC | | Importance of CC | |
|-------------------------|------|-----------------|-----------------------|-----------------|----------------------|------------------------------|-----------|
| | | Total | Yes (a) | No (b) | Very/Fairly well (c) | Not at all/Not very well (d) | Essential |
| Unweighted base | | 514 | 249 | 265 | 65 | 171 | 248 |
| Weighted base | | 513 | 246 | 267 | 65* | 169 | 247 |
| Trust them completely | (10) | 18 4% | 11 5% | 7 3% | 2 3% | 9 5% | 11 4% |
| 9 | (9) | 28 5% | 14 6% | 14 5% | 6 9% | 5 3% | 15 6% |
| 8 | (8) | 53 10% | 28 11% | 25 10% | 9 14% | 18 11% | 29 12% |
| 7 | (7) | 96 19% | 44 18% | 52 19% | 15 23% | 27 16% | 60 24% |
| 6 | (6) | 93 18% | 42 17% | 51 19% | 10 16% | 30 18% | 39 16% |
| 5 | (5) | 141 27% | 61 25% | 80 30% | 12 18% | 44 26% | 56 23% |
| 4 | (4) | 21 4% | 9 4% | 12 4% | 1 1% | 9 5% | 6 2% |
| 3 | (3) | 21 4% | 14 6% ^b | 6 2% | 6 9% | 8 5% | 9 4% |
| 2 | (2) | 18 3% | 10 4% | 8 3% | 1 2% | 8 5% | 13 5% |
| 1 | (1) | 6 1% | 3 1% | 3 1% | - - | 3 2% | 2 1% |
| Don't trust them at all | (0) | 19 4% | 10 4% | 9 3% | 3 5% | 7 4% | 8 3% |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d

*** small base**

Prepared by Populus

Trust in Charities 2018
ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 167

Q26. Please take a look at this charity poster. How much trust and confidence do you have in the charity seen advertising here? Use a scale of 0-10 where 10 means you trust them completely and means you don't trust them at all.

Base: All respondents seeing poster

With fundraising statement

| | Heard of the CC | | Knowledge of CC | | Importance of CC | Essential |
|--------------------|-----------------|------------|-----------------|----------------------|------------------------------|------------|
| | Total | Yes (a) | No (b) | Very/Fairly well (c) | Not at all/Not very well (d) | |
| Weighted base | 513 | 246 | 267 | 65* | 169 | 247 |
| NET: 8-10 | 99 19% | 53 21% | 46 17% | 17 26% | 33 19% | 55 22% |
| NET: 3-7 | 372 72% | 171 69% | 201 75% | 44 67% | 118 70% | 169 68% |
| NET: 0-2 | 43 8% | 23 9% | 20 8% | 4 7% | 18 11% | 23 9% |
| NET: 7-10 | 194 38% | 96 39% | 98 37% | 32 49% | 60 35% | 115 46% |
| NET: 4-6 | 255 50% | 113 46% | 143 53% | 23 35% | 83 49% | 100 41% |
| NET: 0-3 | 64 12% | 37 15% | 26 10% | 10 16% | 27 16% | 32 13% |
| Mean | 5.80 | 5.79 | 5.81 | 6.04 | 5.64 | 6.01 |
| Standard deviation | 2.14 | 2.27 | 2.02 | 2.30 | 2.29 | 2.19 |
| Standard error | 0.09 | 0.14 | 0.12 | 0.29 | 0.17 | 0.14 |

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d

*** small base**

Trust in Charities 2018
ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 168

Q27. How likely would you be to donate to the charity seen advertising here? Use a scale of 0-10 where 10 means extremely likely and 0 means not at all likely.

Base: All respondents seeing poster

Summary table

| | | Total all posters | With Charity Commission watermark | With pie chart showing distribution of funds | With impact statement | With fundraising statement |
|-------------------|------|-------------------|-----------------------------------|--|-----------------------|----------------------------|
| Unweighted base | | 2059 | 513 | 517 | 515 | 514 |
| Weighted base | | 2059 | 512 | 519 | 515 | 513 |
| Extremely likely | (10) | 54 3% | 12 2% | 19 4% | 14 3% | 9 2% |
| 9 | (9) | 90 4% | 17 3% | 30 6% | 21 4% | 21 4% |
| 8 | (8) | 204 10% | 47 9% | 63 12% | 52 10% | 41 8% |
| 7 | (7) | 247 12% | 52 10% | 82 16% | 58 11% | 55 11% |
| 6 | (6) | 296 14% | 74 15% | 92 18% | 63 12% | 67 13% |
| 5 | (5) | 515 25% | 136 27% | 111 21% | 135 26% | 133 26% |
| 4 | (4) | 154 7% | 42 8% | 25 5% | 51 10% | 36 7% |
| 3 | (3) | 142 7% | 33 6% | 26 5% | 40 8% | 44 8% |
| 2 | (2) | 112 5% | 36 7% | 19 4% | 26 5% | 30 6% |
| 1 | (1) | 58 3% | 13 3% | 10 2% | 14 3% | 21 4% |
| Not at all likely | (0) | 186 9% | 48 9% | 40 8% | 40 8% | 58 11% |
| NET: 8-10 | | 349 17% | 77 15% | 112 22% | 88 17% | 71 14% |
| NET: 4-7 | | 1213 59% | 305 60% | 311 60% | 307 60% | 290 56% |
| NET: 0-3 | | 498 24% | 130 25% | 96 18% | 121 23% | 152 30% |

Trust in Charities 2018
ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 168

Q27. How likely would you be to donate to the charity seen advertising here? Use a scale of 0-10 where 10 means extremely likely and 0 means not at all likely.

Base: All respondents seeing poster

Summary table

| | Total all posters | With Charity Commission watermark | With pie chart showing distribution of funds | With impact statement | With fundraising statement |
|--------------------|-------------------|-----------------------------------|--|-----------------------|----------------------------|
| Weighted base | 2059 | 512 | 519 | 515 | 513 |
| NET: 7-10 | 595 29% | 129 25% | 195 38% | 146 28% | 126 25% |
| NET: 4-6 | 966 47% | 253 49% | 228 44% | 249 48% | 235 46% |
| NET: 0-3 | 498 24% | 130 25% | 96 18% | 121 23% | 152 30% |
| Mean | 5.05 | 4.89 | 5.55 | 5.05 | 4.69 |
| Standard deviation | 2.53 | 2.50 | 2.51 | 2.47 | 2.59 |
| Standard error | 0.06 | 0.11 | 0.11 | 0.11 | 0.11 |

Trust in Charities 2018

ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 169

Q27. How likely would you be to donate to the charity seen advertising here? Use a scale of 0-10 where 10 means extremely likely and 0 means not at all likely.

Base: All respondents seeing poster

With Charity Commission watermark

| | Gender | | | Age | | | | | | | Age II | | Age III | | Social Grade | | | | Working Status | | Ethnicity | |
|-----------------------|--------|------|-----------------|-------|---------------------|------------------|------------------|------------------|-------------------|------------------|--------|-------|------------------|-----|--------------|------|-----------------|------------------|------------------|-------|-----------|-----|
| | Total | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | 18-34 | 35+ | 18-44 | 45+ | AB | C1 | C2 | DE | Working | Not working | White | Non White | |
| | (a) | (b) | (c) | (d) | (e) | (f) | (g) | (h) | (i) | (j) | (k) | (l) | (m) | (n) | (o) | (p) | (q) | (r) | (s) | (t) | | |
| Unweighted base | 513 | 279 | 234 | 72 | 78 | 82 | 94 | 69 | 118 | 150 | 363 | 232 | 281 | 146 | 159 | 96 | 112 | 276 | 237 | 463 | 49 | |
| Weighted base | 512 | 267 | 246 | 68* | 82* | 86* | 91* | 74* | 112 | 150 | 362 | 236 | 276 | 140 | 162 | 102* | 107 | 286 | 226 | 464 | 47* | |
| Extremely likely (10) | 12 | 2 | 10 | 2 | - | 3 | 2 | 3 | 3 | 2 | 10 | 5 | 7 | 3 | 6 | 1 | 2 | 5 | 7 | 11 | 2 | |
| | 2% | 1% | 4% ^a | 3% | - | 3% | 2% | 3% | 3% | 1% | 3% | 2% | 3% | 2% | 4% | 1% | 2% | 2% | 3% | 2% | 3% | |
| 9 | (9) | 17 | 13 | 5 | 1 | 2 | 2 | 4 | 4 | 5 | 2 | 15 | 4 | 13 | 5 | 3 | 7 | 11 | 7 | 17 | - | |
| | | 3% | 5% | 2% | 1% | 2% | 2% | 4% | 6% | 4% | 2% | 4% | 2% | 3% | 2% | 3% | 7% ⁿ | 4% | 4% | 3% | 4% | |
| 8 | (8) | 47 | 20 | 28 | 3 | 10 | 7 | 12 | 5 | 10 | 13 | 34 | 20 | 27 | 13 | 12 | 12 | 10 | 27 | 20 | 44 | |
| | | 9% | 7% | 11% | 4% | 12% | 8% | 14% | 6% | 9% | 9% | 9% | 10% | 9% | 7% | 12% | 9% | 9% | 9% | 10% | 7% | |
| 7 | (7) | 52 | 25 | 28 | 7 | 13 | 13 | 12 | 4 | 5 | 19 | 33 | 32 | 21 | 13 | 23 | 8 | 9 | 39 | 13 | 46 | |
| | | 10% | 9% | 11% | 10% | 15% ^h | 15% ^h | 13% ^h | 6% | 4% | 13% | 9% | 13% ^l | 7% | 9% | 14% | 8% | 8% | 14% ^r | 6% | 10% | 13% |
| 6 | (6) | 74 | 40 | 34 | 19 | 9 | 12 | 13 | 6 | 15 | 29 | 46 | 41 | 34 | 24 | 21 | 19 | 11 | 50 | 25 | 68 | |
| | | 15% | 15% | 14% | 29% ^{defg} | 11% | 14% | 15% | 8% | 13% | 19% | 13% | 17% | 12% | 17% | 13% | 19% | 11% | 17% ^r | 11% | 15% | 14% |
| 5 | (5) | 136 | 74 | 62 | 10 | 21 | 22 | 19 | 30 | 34 | 31 | 105 | 53 | 83 | 39 | 42 | 19 | 36 | 67 | 69 | 123 | |
| | | 27% | 28% | 25% | 15% | 25% | 26% | 21% | 41% ^{cf} | 31% ^c | 21% | 29% | 23% | 30% | 28% | 26% | 18% | 33% ^o | 23% | 31% | 26% | 29% |
| 4 | (4) | 42 | 22 | 20 | 7 | 3 | 10 | 7 | 7 | 8 | 10 | 32 | 20 | 22 | 8 | 18 | 10 | 6 | 23 | 20 | 39 | |
| | | 8% | 8% | 8% | 10% | 4% | 12% | 8% | 9% | 8% | 7% | 9% | 9% | 8% | 6% | 11% | 10% | 6% | 8% | 9% | 8% | 8% |
| 3 | (3) | 33 | 17 | 16 | 4 | 6 | 6 | 3 | 5 | 8 | 10 | 22 | 16 | 17 | 13 | 9 | 6 | 4 | 15 | 18 | 29 | |
| | | 6% | 6% | 6% | 7% | 7% | 7% | 4% | 7% | 7% | 7% | 6% | 7% | 6% | 10% | 6% | 6% | 3% | 5% | 8% | 6% | 8% |
| 2 | (2) | 36 | 16 | 20 | 5 | 6 | 4 | 7 | 4 | 11 | 11 | 25 | 15 | 21 | 10 | 11 | 8 | 7 | 17 | 19 | 35 | |
| | | 7% | 6% | 8% | 7% | 8% | 4% | 7% | 5% | 10% | 7% | 7% | 6% | 8% | 7% | 6% | 8% | 6% | 6% | 8% | 8% | 2% |
| 1 | (1) | 13 | 9 | 4 | 3 | 4 | 1 | 2 | 1 | 3 | 6 | 7 | 7 | 6 | 3 | 4 | 2 | 4 | 7 | 6 | 9 | |
| | | 3% | 3% | 1% | 4% | 5% | 1% | 2% | 1% | 2% | 4% | 2% | 3% | 2% | 2% | 2% | 2% | 4% | 2% | 3% | 2% | 6% |
| Not at all likely (0) | | 48 | 29 | 19 | 7 | 8 | 6 | 10 | 6 | 10 | 16 | 32 | 22 | 26 | 8 | 14 | 13 | 11 | 26 | 22 | 43 | |
| | | 9% | 11% | 8% | 11% | 10% | 7% | 11% | 8% | 9% | 11% | 9% | 9% | 9% | 6% | 9% | 13% | 11% | 9% | 10% | 9% | 5% |
| NET: 8-10 | | 77 | 35 | 42 | 6 | 11 | 12 | 18 | 12 | 18 | 18 | 60 | 30 | 48 | 21 | 21 | 16 | 19 | 43 | 34 | 72 | |
| | | 15% | 13% | 17% | 9% | 14% | 14% | 20% | 16% | 16% | 12% | 16% | 13% | 17% | 15% | 13% | 16% | 18% | 15% | 15% | 16% | 10% |

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j - k/l - m/n/o/p - q/r - s/t

* small base

Trust in Charities 2018

ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 169

Q27. How likely would you be to donate to the charity seen advertising here? Use a scale of 0-10 where 10 means extremely likely and 0 means not at all likely.

Base: All respondents seeing poster

With Charity Commission watermark

| | Gender | | Age | | | | | | | Age II | | Age III | | Social Grade | | | | Working Status | | Ethnicity | |
|--------------------|------------|-------------|---------------|--------------|--------------|--------------|--------------|--------------|------------|--------------|------------|--------------|------------|--------------|------------|-----------|-----------|----------------|-----------------------|--------------|---------------------|
| | Total | Male (a) | Female (b) | 18-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-64 (g) | 65+ (h) | 18-34 (i) | 35+ (j) | 18-44 (k) | 45+ (l) | AB (m) | C1 (n) | C2 (o) | DE (p) | Working (q) | Not working (r) | White (s) | Non White (t) |
| Weighted base | 512 | 267 | 246 | 68* | 82* | 86* | 91* | 74* | 112 | 150 | 362 | 236 | 276 | 140 | 162 | 102* | 107 | 286 | 226 | 464 | 47* |
| NET: 4-7 | 305 60% | 161 60% | 144 59% | 43 63% | 46 56% | 57 67% | 51 56% | 47 63% | 62 55% | 89 59% | 217 60% | 146 62% | 159 58% | 84 60% | 103 64% | 56 55% | 62 58% | 179 62% | 127 56% | 275 59% | 30 64% |
| NET: 0-3 | 130 25% | 71 27% | 59 24% | 19 28% | 25 30% | 16 19% | 22 24% | 16 21% | 32 29% | 44 29% | 86 24% | 60 25% | 70 25% | 35 25% | 38 24% | 30 29% | 26 25% | 64 23% | 65 29% | 116 25% | 12 26% |
| NET: 7-10 | 129 25% | 59 22% | 70 28% | 13 19% | 24 29% | 24 29% | 30 33%ch | 16 22% | 22 20% | 37 24% | 93 26% | 61 26% | 68 25% | 34 24% | 44 27% | 24 24% | 28 26% | 82 29% | 48 21% | 119 26% | 11 23% |
| NET: 4-6 | 253 49% | 136 51% | 117 48% | 36 53% | 34 41% | 45 52% | 39 43% | 42 57% | 57 51% | 70 46% | 183 51% | 114 49% | 139 50% | 71 51% | 81 50% | 48 47% | 53 50% | 140 49% | 113 50% | 229 49% | 24 51% |
| NET: 0-3 | 130 25% | 71 27% | 59 24% | 19 28% | 25 30% | 16 19% | 22 24% | 16 21% | 32 29% | 44 29% | 86 24% | 60 25% | 70 25% | 35 25% | 38 24% | 30 29% | 26 25% | 64 23% | 65 29% | 116 25% | 12 26% |
| Mean | 4.89 | 4.73 | 5.07 | 4.70 | 4.74 | 5.16 | 5.09 | 4.97 | 4.71 | 4.72 | 4.97 | 4.88 | 4.90 | 5.02 | 4.93 | 4.68 | 4.89 | 5.06 | 4.68 | 4.92 | 4.71 |
| Standard deviation | 2.50 | 2.50 | 2.50 | 2.53 | 2.54 | 2.33 | 2.67 | 2.40 | 2.52 | 2.53 | 2.49 | 2.46 | 2.54 | 2.34 | 2.47 | 2.63 | 2.63 | 2.47 | 2.53 | 2.50 | 2.49 |
| Standard error | 0.11 | 0.15 | 0.16 | 0.30 | 0.29 | 0.26 | 0.28 | 0.29 | 0.23 | 0.21 | 0.13 | 0.16 | 0.15 | 0.19 | 0.20 | 0.27 | 0.25 | 0.15 | 0.16 | 0.12 | 0.36 |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j - k/l - m/n/o/p - q/r - s/t

* small base

Trust in Charities 2018

ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 170

Q27. How likely would you be to donate to the charity seen advertising here? Use a scale of 0-10 where 10 means extremely likely and 0 means not at all likely.

**Base: All respondents seeing poster
With Charity Commission watermark**

| | Total | Region | | | | | | | | | | Trust in Charities | | Trust in Charities II | | | Importance of Charities | Change in trust | | | |
|-----------------------|----------------|----------------|----------------|------------------------|-------------------|-------------------|-----------|---------------------|------------|----------------|----------------|--------------------|-------------|-----------------------|-------------|------------|-------------------------|-----------------|----------------|----------------|---------------------|
| | | North East (a) | North West (b) | Yorkshire & Humber (c) | West Midlands (d) | East Midlands (e) | Wales (f) | East of England (g) | London (h) | South East (i) | South West (j) | 8-10 (k) | 3-7 (l) | 0-2 (m) | 7-10 (n) | 4-6 (o) | 0-3 (p) | Essential | In-creased (r) | De-creased (s) | Stayed the same (t) |
| Unweighted base | 513 | 27 | 63 | 51 | 44 | 36 | 36 | 59 | 71 | 84 | 42 | 94 | 360 | 59 | 195 | 218 | 100 | 107 | 19 | 248 | 236 |
| Weighted base | 512 | 29** | 69* | 47* | 44* | 39* | 37* | 51* | 70* | 80* | 47* | 93* | 361 | 58* | 198 | 216 | 99* | 107 | 19** | 245 | 237 |
| Extremely likely (10) | 12 2% | 1 4% | 4 5% | 1 2% | 1 2% | - - | - - | 2 4% | 1 1% | 2 3% | 1 2% | 8 8%lm | 5 1% | - - | 8 4%p | 5 2% | - - | 5 5% | 4 22% | 6 2% | 2 1% |
| 9 | (9) 17 3% | 1 3% | 3 4% | 1 2% | 4 8% | 1 3% | - - | 1 1% | 3 5% | 3 3% | 1 2% | 8 8%l | 7 2% | 3 5% | 11 5%o | 4 2% | 3 3% | 6 5% | 1 5% | 8 3% | 7 3% |
| 8 | (8) 47 9% | 2 8% | 7 10% | 4 8% | 5 11% | 3 8% | 6 16% | 4 7% | 7 10% | 7 9% | 2 5% | 21 23%lm | 26 7%lm | - - | 33 17%op | 14 6%p | 1 1% | 15 14% | 3 16% | 16 7% | 27 11% |
| 7 | (7) 52 10% | 3 11% | 5 7% | 4 9% | 2 5% | - - | 4 12%e | 7 13%e | 10 14%e | 11 13%e | 7 14%e | 15 16% | 34 9% | 4 7% | 28 14% | 18 9% | 6 6% | 14 13% | 3 15% | 22 9% | 28 12% |
| 6 | (6) 74 15% | 4 15% | 10 15% | 7 16% | 5 11% | 5 14% | 5 14% | 8 16% | 7 10% | 10 12% | 12 25%h | 14 15% | 56 15% | 5 9% | 33 17%p | 33 15% | 8 8% | 16 15% | 5 28% | 27 11% | 40 17% |
| 5 | (5) 136 27% | 7 25% | 14 20% | 11 24% | 15 33% | 15 39%b | 8 22% | 17 34% | 15 22% | 24 30% | 10 21% | 15 16% | 108 30%k | 14 24% | 44 22% | 66 31% | 26 27% | 27 25% | 2 9% | 76 31% | 55 23% |
| 4 | (4) 42 8% | 1 4% | 4 7% | 3 6% | 3 7% | 3 7% | 4 11% | 3 7% | 6 9% | 8 10% | 6 12% | 5 5% | 36 10%lm | 1 2% | 11 6% | 22 10% | 9 10% | 8 8% | - - | 23 9% | 19 8% |
| 3 | (3) 33 6% | 2 7% | 5 8% | 5 10% | 3 7% | 3 9% | - - | 1 1% | 8 11%fg | 3 4% | 2 5% | - - | 29 8%k | 4 7%k | 4 2% | 21 10%n | 8 8%n | 2 2% | - - | 19 8% | 13 5% |
| 2 | (2) 36 7% | 3 12% | 3 5% | 5 10% | 2 5% | 2 6% | 5 13% | 3 6% | 7 9% | 5 6% | 1 2% | 1 1% | 29 8%k | 6 10%k | 12 6% | 13 6% | 11 11% | 7 7% | 1 5% | 20 8% | 15 6% |
| 1 | (1) 13 3% | - - | 1 1% | 2 4% | 2 4% | 2 5% | - - | 1 2% | 1 1% | 3 4% | 2 4% | 2 2% | 7 2% | 4 6% | 4 2% | 4 2% | 5 5% | 1 1% | - - | 7 3% | 6 2% |
| Not at all likely (0) | 48 9% | 3 12% | 12 18%i | 5 10% | 3 6% | 3 9% | 4 11% | 4 9% | 5 7% | 5 6% | 3 7% | 6 6% | 24 7% | 18 30%kl | 10 5% | 16 7% | 21 22%no | 7 6% | - - | 22 9% | 26 11% |

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j - k/l/m - n/o/p - r/s/t
 * small base; ** very small base (under 30) ineligible for sig testing

Trust in Charities 2018

ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 170

Q27. How likely would you be to donate to the charity seen advertising here? Use a scale of 0-10 where 10 means extremely likely and 0 means not at all likely.

Base: All respondents seeing poster

With Charity Commission watermark

| | Region | | | | | | | | | | Trust in Charities | | | Trust in Charities II | | | Importance of Charities | Change in trust | | | |
|--------------------|------------|----------------|----------------|------------------------|-------------------|-------------------|-----------|---------------------|------------|----------------|--------------------|-------------|--------------|-----------------------|-------------|--------------|-------------------------|-----------------|---------------|---------------|---------------------|
| | Total | North East (a) | North West (b) | Yorkshire & Humber (c) | West Midlands (d) | East Midlands (e) | Wales (f) | East of England (g) | London (h) | South East (i) | South West (j) | 8-10 (k) | 3-7 (l) | 0-2 (m) | 7-10 (n) | 4-6 (o) | 0-3 (p) | Essential | Increased (r) | Decreased (s) | Stayed the same (t) |
| Weighted base | 512 | 29** | 69* | 47* | 44* | 39* | 37* | 51* | 70* | 80* | 47* | 93* | 361 | 58* | 198 | 216 | 99* | 107 | 19** | 245 | 237 |
| NET: 8-10 | 77 15% | 4 15% | 14 20% | 5 11% | 10 22% | 4 11% | 6 16% | 6 12% | 11 16% | 12 15% | 5 10% | 37 39%lm | 38 10% | 3 5% | 51 26%op | 22 10% | 4 4% | 26 24% | 8 42% | 30 12% | 36 15% |
| NET: 4-7 | 305 60% | 16 55% | 33 49% | 26 55% | 25 57% | 23 60% | 22 60% | 35 70%b | 38 55% | 52 65%b | 34 72%b | 48 51% | 234 65%km | 24 41% | 116 59% | 139 65%p | 50 50% | 65 60% | 10 53% | 147 60% | 142 60% |
| NET: 0-3 | 130 25% | 9 30% | 22 32% | 16 34% | 9 21% | 11 29% | 9 24% | 9 18% | 20 29% | 16 20% | 8 18% | 9 9% | 90 25%k | 31 54%kl | 30 15% | 54 25%n | 45 46%no | 16 15% | 1 5% | 67 27% | 59 25% |
| NET: 7-10 | 129 25% | 7 25% | 18 26% | 9 20% | 12 27% | 4 11% | 10 28% | 13 25% | 21 30%e | 23 29%e | 11 24% | 51 55%lm | 71 20% | 7 12% | 79 40%op | 40 19% | 10 10% | 40 37% | 11 58% | 52 21% | 64 27% |
| NET: 4-6 | 253 49% | 13 44% | 29 42% | 22 46% | 23 51% | 23 60% | 18 48% | 28 56% | 29 41% | 42 52% | 27 58% | 33 36% | 200 55%km | 20 34% | 89 45% | 121 56%np | 43 44% | 51 48% | 7 38% | 126 51% | 115 48% |
| NET: 0-3 | 130 25% | 9 30% | 22 32% | 16 34% | 9 21% | 11 29% | 9 24% | 9 18% | 20 29% | 16 20% | 8 18% | 9 9% | 90 25%k | 31 54%kl | 30 15% | 54 25%n | 45 46%no | 16 15% | 1 5% | 67 27% | 59 25% |
| Mean | 4.89 | 4.80 | 4.72 | 4.52 | 5.22 | 4.42 | 4.79 | 5.07 | 4.92 | 5.14 | 5.11 | 6.40lm | 4.78m | 3.19 | 5.74op | 4.77p | 3.48 | 5.63 | 7.20 | 4.69 | 4.89 |
| Standard deviation | 2.50 | 2.69 | 2.98 | 2.51 | 2.49 | 2.27 | 2.51 | 2.39 | 2.47 | 2.36 | 2.28 | 2.53 | 2.22 | 2.80 | 2.42 | 2.25 | 2.51 | 2.45 | 2.08 | 2.44 | 2.51 |
| Standard error | 0.11 | 0.52 | 0.38 | 0.35 | 0.37 | 0.38 | 0.42 | 0.31 | 0.29 | 0.26 | 0.35 | 0.26 | 0.12 | 0.36 | 0.17 | 0.15 | 0.25 | 0.24 | 0.48 | 0.16 | 0.16 |

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j - k/l/m - n/o/p - r/s/t

*** small base; ** very small base (under 30) ineligible for sig testing**

Trust in Charities 2018

ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 171

Q27. How likely would you be to donate to the charity seen advertising here? Use a scale of 0-10 where 10 means extremely likely and 0 means not at all likely.

Base: All respondents seeing poster

With Charity Commission watermark

| | | Heard of the CC | | Knowledge of CC | | Importance of CC | |
|-------------------|------|-----------------|-----------|-----------------|----------------------|------------------------------|-----------|
| | | Total | Yes (a) | No (b) | Very/Fairly well (c) | Not at all/Not very well (d) | Essential |
| Unweighted base | | 513 | 272 | 241 | 69 | 191 | 247 |
| Weighted base | | 512 | 270 | 242 | 67* | 192 | 245 |
| Extremely likely | (10) | 12 2% | 6 2% | 6 3% | 3 4% | 4 2% | 6 2% |
| 9 | (9) | 17 3% | 9 3% | 8 3% | 3 4% | 6 3% | 10 4% |
| 8 | (8) | 47 9% | 21 8% | 26 11% | 5 8% | 16 8% | 32 13% |
| 7 | (7) | 52 10% | 25 9% | 27 11% | 10 15% | 14 8% | 28 11% |
| 6 | (6) | 74 15% | 42 16% | 32 13% | 11 17% | 29 15% | 35 14% |
| 5 | (5) | 136 27% | 76 28% | 61 25% | 11 16% | 62 32% ^c | 57 23% |
| 4 | (4) | 42 8% | 18 7% | 24 10% | 5 8% | 12 6% | 18 7% |
| 3 | (3) | 33 6% | 16 6% | 16 7% | 5 7% | 9 4% | 14 6% |
| 2 | (2) | 36 7% | 21 8% | 15 6% | 4 6% | 17 9% | 15 6% |
| 1 | (1) | 13 3% | 7 2% | 6 3% | 3 4% | 4 2% | 7 3% |
| Not at all likely | (0) | 48 9% | 29 11% | 19 8% | 8 12% | 20 10% | 23 9% |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d

* small base

Prepared by Populus

Trust in Charities 2018
ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 171

Q27. How likely would you be to donate to the charity seen advertising here? Use a scale of 0-10 where 10 means extremely likely and 0 means not at all likely.

Base: All respondents seeing poster

With Charity Commission watermark

| | <u>Heard of the CC</u> | | <u>Knowledge of CC</u> | | <u>Importance of CC</u> | |
|--------------------|------------------------|------------|------------------------|----------------------|------------------------------|------------|
| | Total | Yes (a) | No (b) | Very/Fairly well (c) | Not at all/Not very well (d) | Essential |
| Weighted base | 512 | 270 | 242 | 67* | 192 | 245 |
| NET: 8-10 | 77 15% | 37 14% | 40 17% | 11 17% | 26 14% | 48 20% |
| NET: 4-7 | 305 60% | 161 60% | 144 60% | 37 55% | 117 61% | 138 56% |
| NET: 0-3 | 130 25% | 72 27% | 57 24% | 19 29% | 49 26% | 58 24% |
| NET: 7-10 | 129 25% | 62 23% | 67 28% | 21 31% | 40 21% | 76 31% |
| NET: 4-6 | 253 49% | 136 50% | 117 48% | 27 40% | 102 53% | 110 45% |
| NET: 0-3 | 130 25% | 72 27% | 57 24% | 19 29% | 49 26% | 58 24% |
| Mean | 4.89 | 4.79 | 5.01 | 4.95 | 4.77 | 5.11 |
| Standard deviation | 2.50 | 2.53 | 2.47 | 2.78 | 2.47 | 2.59 |
| Standard error | 0.11 | 0.15 | 0.16 | 0.34 | 0.18 | 0.16 |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d

* small base

Trust in Charities 2018

ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 172

Q27. How likely would you be to donate to the charity seen advertising here? Use a scale of 0-10 where 10 means extremely likely and 0 means not at all likely.

Base: All respondents seeing poster

With pie chart showing distribution of funds

| | Gender | | | Age | | | | | | Age II | | Age III | | Social Grade | | | | Working Status | | Ethnicity | |
|-----------------------|----------------|-----------|------------|-----------|------------|------------|------------|-----------|------------|-----------|-----------|-----------|-----------|--------------|------------|-----------|----------------|----------------|-----------------|-------------|---------------|
| | Total | Male (a) | Female (b) | 18-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-64 (g) | 65+ (h) | 18-34 (i) | 35+ (j) | 18-44 (k) | 45+ (l) | AB (m) | C1 (n) | C2 (o) | DE (p) | Working (q) | Not working (r) | White (s) | Non White (t) |
| Unweighted base | 517 | 252 | 265 | 65 | 68 | 101 | 89 | 75 | 119 | 133 | 384 | 234 | 283 | 144 | 146 | 117 | 110 | 277 | 240 | 464 | 50 |
| Weighted base | 519 | 240 | 278 | 61* | 73* | 108* | 84* | 78* | 114 | 135 | 384 | 242 | 276 | 140 | 148 | 127 | 104 | 284 | 234 | 469 | 47* |
| Extremely likely (10) | 19 4% | 8 3% | 10 4% | 3 5% | 2 3% | 5 4% | 1 1% | 3 4% | 5 4% | 5 4% | 14 4% | 10 4% | 9 3% | 9 6% | 4 2% | 4 3% | 2 2% | 11 4% | 8 3% | 16 3% | 3 6% |
| 9 | (9) 30 6% | 15 6% | 16 6% | 4 7% | 3 3% | 6 5% | 3 3% | 6 7% | 10 8% | 7 5% | 24 6% | 12 5% | 18 7% | 11 8% | 5 4% | 10 8% | 5 5% | 16 6% | 15 6% | 26 6% | 3 7% |
| 8 | (8) 63 12% | 35 15% | 28 10% | 4 7% | 8 11% | 14 13% | 14 16% | 12 16% | 12 10% | 12 9% | 51 13% | 26 11% | 38 14% | 12 8% | 20 14% | 16 12% | 16 15% | 37 13% | 26 11% | 57 12% | 6 13% |
| 7 | (7) 82 16% | 33 14% | 49 18% | 11 19% | 17 23%h | 16 15% | 13 15% | 12 16% | 13 11% | 28 21% | 54 14% | 44 18% | 38 14% | 25 18% | 19 13% | 23 18% | 15 15% | 50 18% | 32 14% | 74 16% | 8 17% |
| 6 | (6) 92 18% | 39 16% | 53 19% | 13 20% | 11 15% | 20 19% | 13 15% | 15 19% | 21 19% | 23 17% | 69 18% | 44 18% | 49 18% | 22 16% | 36 25%o | 15 12% | 19 18% | 52 18% | 41 17% | 82 18% | 10 22% |
| 5 | (5) 111 21% | 49 20% | 62 22% | 12 20% | 18 25% | 21 20% | 17 20% | 15 20% | 27 23% | 31 23% | 80 21% | 52 21% | 59 21% | 32 23% | 30 20% | 26 21% | 23 22% | 58 20% | 53 23% | 107 23%t | 4 8% |
| 4 | (4) 25 5% | 12 5% | 14 5% | 4 6% | 5 7% | 5 5% | 3 4% | 3 4% | 5 5% | 8 6% | 17 4% | 13 6% | 12 4% | 6 4% | 8 6% | 7 6% | 3 3% | 11 4% | 14 6% | 21 5% | 4 8% |
| 3 | (3) 26 5% | 14 6% | 12 4% | 6 9% | 4 6% | 3 3% | 6 7% | 2 3% | 5 4% | 10 7% | 16 4% | 13 5% | 13 5% | 7 5% | 7 5% | 7 5% | 5 5% | 15 5% | 11 4% | 22 5% | 4 8% |
| 2 | (2) 19 4% | 12 5% | 8 3% | 4 6% | 3 4% | 4 4% | 1 2% | 3 4% | 4 4% | 6 5% | 13 3% | 11 4% | 8 3% | 6 4% | 5 4% | 4 4% | 3 3% | 11 4% | 8 4% | 17 4% | 2 4% |
| 1 | (1) 10 2% | 6 3% | 4 1% | - - | - - | 2 2% | 4 4% | 2 3% | 2 2% | - - | 10 3% | 2 1% | 8 3% | 2 1% | 4 2% | 5 4% | - - | 7 2% | 3 1% | 9 2% | 1 3% |
| Not at all likely (0) | 40 8% | 18 8% | 22 8% | 1 2% | 3 4% | 11 10%c | 10 12%c | 4 5% | 11 10%c | 4 3% | 36 9%i | 15 6% | 25 9% | 8 5% | 9 6% | 10 8% | 13 13% m | 17 6% | 24 10% | 37 8% | 2 4% |
| NET: 8-10 | 112 22% | 58 24% | 55 20% | 11 19% | 12 17% | 24 22% | 17 21% | 21 27% | 26 23% | 24 18% | 89 23% | 48 20% | 65 23% | 31 22% | 29 20% | 29 23% | 22 21% | 64 22% | 49 21% | 99 21% | 12 26% |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j - k/l - m/n/o/p - q/r - s/t
 * small base

Trust in Charities 2018

ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 172

Q27. How likely would you be to donate to the charity seen advertising here? Use a scale of 0-10 where 10 means extremely likely and 0 means not at all likely.

Base: All respondents seeing poster

With pie chart showing distribution of funds

| | Gender | | Age | | | | | | | Age II | | Age III | | Social Grade | | | | Working Status | | Ethnicity | |
|--------------------|------------|-------------|---------------|--------------|--------------|--------------|--------------|--------------|------------|--------------|------------|--------------|------------|--------------|------------|-----------|-----------|----------------|-----------------------|--------------|---------------------|
| | Total | Male (a) | Female (b) | 18-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-64 (g) | 65+ (h) | 18-34 (i) | 35+ (j) | 18-44 (k) | 45+ (l) | AB (m) | C1 (n) | C2 (o) | DE (p) | Working (q) | Not working (r) | White (s) | Non White (t) |
| Weighted base | 519 | 240 | 278 | 61* | 73* | 108* | 84* | 78* | 114 | 135 | 384 | 242 | 276 | 140 | 148 | 127 | 104 | 284 | 234 | 469 | 47* |
| NET: 4-7 | 311 60% | 133 55% | 178 64%a | 40 65% | 51 70% | 63 58% | 46 55% | 45 58% | 66 58% | 91 67%j | 220 57% | 153 63% | 157 57% | 86 61% | 94 64% | 71 56% | 60 58% | 171 60% | 140 60% | 285 61% | 26 55% |
| NET: 0-3 | 96 18% | 50 21% | 46 16% | 10 17% | 10 13% | 21 20% | 21 25% | 11 15% | 22 19% | 20 15% | 75 20% | 41 17% | 54 20% | 23 17% | 24 17% | 26 21% | 21 21% | 50 17% | 46 20% | 85 18% | 9 19% |
| NET: 7-10 | 195 38% | 90 38% | 104 37% | 23 37% | 29 40% | 40 37% | 30 36% | 34 43% | 39 34% | 52 39% | 143 37% | 92 38% | 102 37% | 56 40% | 49 33% | 52 41% | 37 36% | 114 40% | 81 34% | 174 37% | 20 43% |
| NET: 4-6 | 228 44% | 100 42% | 129 46% | 28 46% | 34 47% | 46 43% | 33 39% | 33 43% | 53 47% | 62 46% | 166 43% | 109 45% | 120 43% | 61 43% | 75 51%o | 48 38% | 45 43% | 121 42% | 108 46% | 210 45% | 18 38% |
| NET: 0-3 | 96 18% | 50 21% | 46 16% | 10 17% | 10 13% | 21 20% | 21 25% | 11 15% | 22 19% | 20 15% | 75 20% | 41 17% | 54 20% | 23 17% | 24 17% | 26 21% | 21 21% | 50 17% | 46 20% | 85 18% | 9 19% |
| Mean | 5.55 | 5.49 | 5.60 | 5.79 | 5.73 | 5.46 | 5.15 | 5.90 | 5.45 | 5.76 | 5.48 | 5.63 | 5.48 | 5.78 | 5.54 | 5.49 | 5.33 | 5.69 | 5.38 | 5.53 | 5.87 |
| Standard deviation | 2.51 | 2.58 | 2.45 | 2.17 | 2.10 | 2.67 | 2.69 | 2.44 | 2.67 | 2.12 | 2.63 | 2.38 | 2.62 | 2.47 | 2.32 | 2.65 | 2.65 | 2.43 | 2.60 | 2.50 | 2.50 |
| Standard error | 0.11 | 0.16 | 0.15 | 0.27 | 0.25 | 0.27 | 0.29 | 0.28 | 0.24 | 0.18 | 0.13 | 0.16 | 0.16 | 0.21 | 0.19 | 0.24 | 0.25 | 0.15 | 0.17 | 0.12 | 0.35 |

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j - k/l - m/n/o/p - q/r - s/t

* small base

Trust in Charities 2018

ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 173

Q27. How likely would you be to donate to the charity seen advertising here? Use a scale of 0-10 where 10 means extremely likely and 0 means not at all likely.

Base: All respondents seeing poster

With pie chart showing distribution of funds

| | Total | Region | | | | | | | | | | Trust in Charities | | Trust in Charities II | | | Importance of Charities | Change in trust | | | |
|-----------------------|-------------------|----------------|----------------|------------------------|-------------------|-------------------|------------|--------------------|------------|----------------|----------------|--------------------|-----------|-----------------------|-------------|------------|-------------------------|-----------------|----------------|----------------|---------------------|
| | | North East (a) | North West (b) | Yorkshire & Humber (c) | West Midlands (d) | East Midlands (e) | Wales (f) | East of London (g) | London (h) | South East (i) | South West (j) | 8-10 (k) | 3-7 (l) | 0-2 (m) | 7-10 (n) | 4-6 (o) | 0-3 (p) | Essential | In-creased (r) | De-creased (s) | Stayed the same (t) |
| Unweighted base | 517 | 24 | 58 | 49 | 59 | 44 | 33 | 58 | 75 | 65 | 52 | 103 | 360 | 54 | 190 | 229 | 98 | 113 | 22 | 235 | 249 |
| Weighted base | 519 | 26** | 64* | 47* | 57* | 48* | 34* | 50* | 68* | 63* | 62* | 102* | 362 | 55* | 188 | 232 | 99* | 114 | 22** | 235 | 250 |
| Extremely likely (10) | 19 4% | 3 13% | 1 2% | 1 2% | 2 3% | 1 2% | - - | 1 2% | 5 7% | 2 4% | 3 4% | 11 11%lm | 7 2% | - - | 13 7%o | 4 2% | 2 2% | 10 9% | 4 18% | 9 4% | 5 2% |
| 9 | (9) 30 6% | 1 4% | 6 9% | 2 5% | 5 9% | 3 7% | 2 6% | 2 3% | 3 5% | 4 6% | 3 4% | 16 16%lm | 12 3% | 2 4% | 21 11%op | 7 3% | 2 2% | 10 9% | 3 15% | 12 5% | 15 6% |
| 8 | (8) 63 12% | 2 8% | 6 9% | 7 15% | 7 11% | 3 6% | 4 13% | 5 11% | 11 17% | 9 15% | 8 13% | 14 14%lm | 47 13% | 2 4% | 32 17%p | 27 12%p | 4 4% | 17 15% | 5 23% | 23 10% | 34 14% |
| 7 | (7) 82 16% | 5 17% | 11 18% | 4 10% | 9 16% | 10 21% | 5 14% | 8 17% | 7 10% | 10 16% | 13 21% | 16 16% | 62 17% | 4 8% | 31 16% | 39 17% | 12 13% | 14 12% | - - | 38 16% | 44 18% |
| 6 | (6) 92 18% | 6 25% | 10 16% | 11 23% | 5 9% | 11 22% | 7 21% | 10 20% | 12 18% | 11 18% | 8 13% | 13 13% | 68 19% | 12 21% | 30 16% | 42 18% | 20 21% | 17 15% | 3 13% | 52 22% | 38 15% |
| 5 | (5) 111 21% | 3 13% | 14 21% | 12 26% | 13 23% | 8 16% | 7 22% | 15 30% | 14 20% | 11 18% | 13 21% | 20 20% | 79 22% | 11 21% | 37 20% | 53 23% | 21 22% | 21 19% | 4 19% | 50 21% | 52 21% |
| 4 | (4) 25 5% | 1 4% | 4 7% | 3 6% | 5 9% | 2 5% | - - | 2 3% | 4 6% | 1 2% | 4 6% | 1 1% | 21 6%k | 3 5% | 5 2% | 16 7%n | 5 5% | 3 3% | 1 4% | 9 4% | 14 5% |
| 3 | (3) 26 5% | 1 4% | 1 1% | 2 4% | 4 6% | 2 5% | 5 13%bh | 2 4% | 2 3% | 2 4% | 6 10% | 3 3% | 20 5% | 3 5% | 5 3% | 14 6% | 7 7% | 6 5% | 1 3% | 13 5% | 12 5% |
| 2 | (2) 19 4% | - - | 1 2% | 3 6% | 3 5% | - - | 1 3% | 3 5% | 3 5% | 5 8%j | - - | 3 3% | 14 4% | 2 4% | 3 2% | 12 5% | 5 5% | 2 2% | - - | 9 4% | 8 3% |
| 1 | (1) 10 2% | 2 7% | 3 4% | - - | - - | - - | 1 3% | 1 2% | 1 1% | 3 5% | - - | - - | 4 1% | 6 11%kl | 2 1% | 2 1% | 6 6%no | 3 3% | - - | 8 4%t | 2 1% |
| Not at all likely (0) | 40 8% | 1 4% | 7 11% | 2 4% | 5 8% | 8 16%g | 2 5% | 2 3% | 7 10% | 4 6% | 4 7% | 4 4% | 27 8% | 9 17%kl | 10 5% | 16 7% | 14 14%no | 10 9% | 1 4% | 12 5% | 25 10% s |

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j - k/l/m - n/o/p - r/s/t

*** small base; ** very small base (under 30) ineligible for sig testing**

Prepared by Populus

Trust in Charities 2018

ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 173

Q27. How likely would you be to donate to the charity seen advertising here? Use a scale of 0-10 where 10 means extremely likely and 0 means not at all likely.

Base: All respondents seeing poster

With pie chart showing distribution of funds

| | Region | | | | | | | | | | Trust in Charities | | | Trust in Charities II | | | Importance of Charities | Change in trust | | | |
|--------------------|------------|----------------|----------------|------------------------|-------------------|-------------------|-----------|---------------------|------------|----------------|--------------------|-------------|-------------|-----------------------|-------------|-------------|-------------------------|-----------------|---------------|---------------|---------------------|
| | Total | North East (a) | North West (b) | Yorkshire & Humber (c) | West Midlands (d) | East Midlands (e) | Wales (f) | East of England (g) | London (h) | South East (i) | South West (j) | 8-10 (k) | 3-7 (l) | 0-2 (m) | 7-10 (n) | 4-6 (o) | 0-3 (p) | Essential | Increased (r) | Decreased (s) | Stayed the same (t) |
| Weighted base | 519 | 26** | 64* | 47* | 57* | 48* | 34* | 50* | 68* | 63* | 62* | 102* | 362 | 55* | 188 | 232 | 99* | 114 | 22** | 235 | 250 |
| NET: 8-10 | 112 22% | 6 25% | 13 20% | 10 22% | 13 23% | 7 15% | 6 19% | 8 16% | 19 28% | 15 25% | 14 22% | 42 41%lm | 66 18% | 4 8% | 66 35%op | 38 16% | 8 8% | 38 33% | 12 56% | 45 19% | 54 22% |
| NET: 4-7 | 311 60% | 15 60% | 40 62% | 30 64% | 33 57% | 31 64% | 20 57% | 35 70% | 36 54% | 33 53% | 38 61% | 50 49% | 230 64%k | 30 55% | 102 54% | 150 65%n | 59 60% | 55 49% | 8 36% | 149 63% | 148 59% |
| NET: 0-3 | 96 18% | 4 15% | 12 19% | 6 14% | 11 20% | 10 21% | 8 24% | 7 14% | 12 18% | 14 22% | 10 17% | 10 10% | 66 18%k | 20 37%kl | 20 11% | 44 19%n | 31 32%no | 21 18% | 2 7% | 41 18% | 47 19% |
| NET: 7-10 | 195 38% | 11 43% | 24 37% | 15 31% | 22 39% | 18 36% | 11 33% | 16 33% | 26 38% | 25 40% | 27 43% | 57 57%lm | 129 35%m | 9 16% | 97 51%op | 77 33%p | 21 21% | 51 45% | 12 56% | 83 35% | 98 39% |
| NET: 4-6 | 228 44% | 11 42% | 28 44% | 26 55% | 24 41% | 21 43% | 15 43% | 27 53% | 30 44% | 24 38% | 25 40% | 34 34% | 168 46%k | 26 48% | 71 38% | 111 48%n | 47 47% | 41 36% | 8 36% | 111 47% | 104 42% |
| NET: 0-3 | 96 18% | 4 15% | 12 19% | 6 14% | 11 20% | 10 21% | 8 24% | 7 14% | 12 18% | 14 22% | 10 17% | 10 10% | 66 18%k | 20 37%kl | 20 11% | 44 19%n | 31 32%no | 21 18% | 2 7% | 41 18% | 47 19% |
| Mean | 5.55 | 6.05 | 5.36 | 5.64 | 5.48 | 5.28 | 5.39 | 5.59 | 5.62 | 5.54 | 5.75 | 6.70lm | 5.45m | 4.11 | 6.35op | 5.36p | 4.48 | 5.91 | 7.02 | 5.60 | 5.48 |
| Standard deviation | 2.51 | 2.66 | 2.69 | 2.15 | 2.59 | 2.75 | 2.33 | 2.08 | 2.74 | 2.64 | 2.37 | 2.41 | 2.37 | 2.73 | 2.43 | 2.30 | 2.65 | 2.82 | 2.55 | 2.38 | 2.55 |
| Standard error | 0.11 | 0.54 | 0.35 | 0.31 | 0.34 | 0.41 | 0.41 | 0.27 | 0.32 | 0.33 | 0.33 | 0.24 | 0.12 | 0.37 | 0.18 | 0.15 | 0.27 | 0.27 | 0.54 | 0.16 | 0.16 |

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j - k/l/m - n/o/p - r/s/t

*** small base; ** very small base (under 30) ineligible for sig testing**

Trust in Charities 2018
ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 174

Q27. How likely would you be to donate to the charity seen advertising here? Use a scale of 0-10 where 10 means extremely likely and 0 means not at all likely.

Base: All respondents seeing poster

With pie chart showing distribution of funds

| | | Heard of the CC | | Knowledge of CC | | Importance of CC | |
|-------------------|------|-----------------|------------------------|-----------------|-----------------------|------------------------------|-----------|
| | | Total | Yes (a) | No (b) | Very/Fairly well (c) | Not at all/Not very well (d) | Essential |
| Unweighted base | | 517 | 267 | 250 | 65 | 192 | 258 |
| Weighted base | | 519 | 265 | 253 | 63* | 193 | 260 |
| Extremely likely | (10) | 19 4% | 13 5% | 5 2% | 6 10% ^d | 6 3% | 12 5% |
| 9 | (9) | 30 6% | 17 6% | 13 5% | 5 8% | 11 6% | 15 6% |
| 8 | (8) | 63 12% | 44 16% ^b | 20 8% | 11 17% | 32 16% | 41 16% |
| 7 | (7) | 82 16% | 39 15% | 43 17% | 14 22% | 25 13% | 43 16% |
| 6 | (6) | 92 18% | 45 17% | 47 19% | 10 16% | 34 18% | 47 18% |
| 5 | (5) | 111 21% | 49 18% | 62 25% | 8 13% | 39 20% | 54 21% |
| 4 | (4) | 25 5% | 10 4% | 15 6% | - - | 9 5% | 8 3% |
| 3 | (3) | 26 5% | 16 6% | 10 4% | 2 3% | 14 7% | 6 2% |
| 2 | (2) | 19 4% | 10 4% | 10 4% | 2 4% | 7 4% | 6 2% |
| 1 | (1) | 10 2% | 4 1% | 6 2% | - - | 4 2% | 5 2% |
| Not at all likely | (0) | 40 8% | 18 7% | 22 9% | 4 6% | 11 6% | 22 9% |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d

* small base

Prepared by Populus

Trust in Charities 2018
ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 174

Q27. How likely would you be to donate to the charity seen advertising here? Use a scale of 0-10 where 10 means extremely likely and 0 means not at all likely.

Base: All respondents seeing poster

With pie chart showing distribution of funds

| | <u>Heard of the CC</u> | | <u>Knowledge of CC</u> | | <u>Importance of CC</u> | |
|--------------------|------------------------|-------------------------|-------------------------|------------------------|------------------------------|------------|
| | Total | Yes (a) | No (b) | Very/Fairly well (c) | Not at all/Not very well (d) | Essential |
| Weighted base | 519 | 265 | 253 | 63* | 193 | 260 |
| NET: 8-10 | 112 22% | 74 28% ^b | 38 15% | 22 35% | 49 26% | 68 26% |
| NET: 4-7 | 311 60% | 143 54% | 168 66% ^a | 32 51% | 107 55% | 152 59% |
| NET: 0-3 | 96 18% | 48 18% | 47 19% | 8 13% | 37 19% | 40 15% |
| NET: 7-10 | 195 38% | 113 43% ^b | 81 32% | 36 58% ^d | 75 39% | 111 43% |
| NET: 4-6 | 228 44% | 104 39% | 125 49% ^a | 18 29% | 81 42% | 110 42% |
| NET: 0-3 | 96 18% | 48 18% | 47 19% | 8 13% | 37 19% | 40 15% |
| Mean | 5.55 | 5.80 ^b | 5.29 | 6.46 ^d | 5.65 | 5.79 |
| Standard deviation | 2.51 | 2.55 | 2.44 | 2.54 | 2.45 | 2.56 |
| Standard error | 0.11 | 0.16 | 0.15 | 0.32 | 0.18 | 0.16 |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d

*** small base**

Trust in Charities 2018

ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 175

Q27. How likely would you be to donate to the charity seen advertising here? Use a scale of 0-10 where 10 means extremely likely and 0 means not at all likely.

Base: All respondents seeing poster

With impact statement

| | Gender | | | Age | | | | | | Age II | | Age III | | Social Grade | | | | Working Status | | Ethnicity | |
|-----------------------|----------------|-----------|------------|---------------|---------------|------------|-----------|------------|------------|------------|------------|------------|------------|--------------|-------------|------------|------------|----------------|-----------------|------------|---------------|
| | Total | Male (a) | Female (b) | 18-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-64 (g) | 65+ (h) | 18-34 (i) | 35+ (j) | 18-44 (k) | 45+ (l) | AB (m) | C1 (n) | C2 (o) | DE (p) | Working (q) | Not working (r) | White (s) | Non White (t) |
| Unweighted base | 515 | 254 | 261 | 57 | 75 | 93 | 98 | 80 | 112 | 132 | 383 | 225 | 290 | 144 | 138 | 96 | 137 | 279 | 236 | 480 | 32 |
| Weighted base | 515 | 240 | 276 | 53* | 80* | 99* | 95* | 84* | 105 | 133 | 383 | 232 | 284 | 138 | 141 | 106* | 130 | 289 | 227 | 480 | 32* |
| Extremely likely (10) | 14 3% | 6 3% | 8 3% | - | - | 6 6%df | - | 5 6%df | 3 3% | - | 14 4%i | 6 2% | 9 3% | 1 1% | 3 2% | 5 5% | 5 4% | 7 2% | 7 3% | 13 3% | 1 3% |
| 9 | (9) 21 4% | 11 5% | 10 4% | 1 2% | 3 4% | 5 5% | 5 5% | 3 4% | 4 3% | 4 3% | 17 4% | 10 4% | 12 4% | 4 3% | 4 3% | 8 8% | 5 4% | 14 5% | 7 3% | 19 4% | 3 8% |
| 8 | (8) 52 10% | 19 8% | 33 12% | 6 11% | 8 10% | 7 7% | 12 12% | 10 12% | 10 9% | 14 11% | 38 10% | 21 9% | 31 11% | 18 13%n | 7 5% | 13 13%n | 14 11% | 28 10% | 24 11% | 47 10% | 4 13% |
| 7 | (7) 58 11% | 30 12% | 28 10% | 12 23%efgh | 10 13% | 13 13% | 6 7% | 8 9% | 9 9% | 22 17%j | 36 9% | 35 15%l | 23 8% | 18 13% | 22 15%p | 9 8% | 9 7% | 38 13% | 19 9% | 53 11% | 5 16% |
| 6 | (6) 63 12% | 25 11% | 37 14% | 6 12% | 20 25%efgh | 11 12% | 9 10% | 5 6% | 11 10% | 26 20%j | 36 9% | 38 16%l | 25 9% | 20 14% | 17 12% | 15 14% | 11 8% | 41 14% | 21 9% | 59 12% | 4 12% |
| 5 | (5) 135 26% | 61 26% | 74 27% | 13 24% | 21 27% | 26 26% | 24 25% | 24 28% | 28 27% | 34 26% | 101 26% | 60 26% | 76 27% | 33 24% | 40 28% | 25 24% | 37 28% | 70 24% | 65 29% | 126 26% | 8 26% |
| 4 | (4) 51 10% | 23 10% | 28 10% | 5 9% | 3 4% | 13 13%d | 12 12% | 7 8% | 11 11% | 8 6% | 43 11% | 21 9% | 30 11% | 12 9% | 23 16%op | 6 6% | 10 8% | 29 10% | 22 10% | 50 10% | 1 4% |
| 3 | (3) 40 8% | 20 8% | 19 7% | 5 10% | 8 10% | 5 5% | 9 9% | 3 4% | 10 9% | 14 10% | 26 7% | 18 8% | 21 8% | 13 10% | 8 6% | 5 5% | 13 10% | 22 8% | 18 8% | 34 7% | 6 19% s |
| 2 | (2) 26 5% | 15 6% | 11 4% | 1 2% | 1 2% | 7 7% | 6 6% | 6 7% | 6 6% | 2 2% | 24 6%i | 9 4% | 18 6% | 6 5% | 3 2% | 6 6% | 11 8%n | 14 5% | 12 5% | 26 6% | - |
| 1 | (1) 14 3% | 7 3% | 7 3% | 1 2% | 4 5% | 1 1% | 4 4% | 4 5% | 1 1% | 5 3% | 10 2% | 5 2% | 9 3% | 5 4% | 6 4% | 2 2% | 1 1% | 8 3% | 6 3% | 14 3% | - |
| Not at all likely (0) | 40 8% | 22 9% | 18 7% | 3 6%d | - | 7 7%d | 9 9%d | 10 12%d | 12 12%d | 3 2% | 37 10%i | 10 4% | 31 11%k | 7 5% | 9 6% | 10 10% | 13 10% | 15 5% | 25 11%q | 39 8% | - |
| NET: 8-10 | 88 17% | 36 15% | 52 19% | 7 13% | 12 14% | 18 18% | 17 18% | 18 22% | 17 16% | 18 14% | 69 18% | 36 16% | 52 18% | 23 16% | 14 10% | 27 25%n | 25 19%n | 50 17% | 38 17% | 79 16% | 8 24% |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j - k/l - m/n/o/p - q/r - s/t
* small base

Trust in Charities 2018

ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 175

Q27. How likely would you be to donate to the charity seen advertising here? Use a scale of 0-10 where 10 means extremely likely and 0 means not at all likely.

Base: All respondents seeing poster

With impact statement

| | Gender | | Age | | | | | | Age II | | Age III | | Social Grade | | | | Working Status | | Ethnicity | | |
|--------------------|------------|-------------|---------------|--------------|--------------------|--------------|--------------|--------------|------------|-------------------|------------|-------------------|--------------|-----------|---------------------------|-----------|------------------------|-------------------|-----------------------|--------------|---------------------|
| | Total | Male (a) | Female (b) | 18-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-64 (g) | 65+ (h) | 18-34 (i) | 35+ (j) | 18-44 (k) | 45+ (l) | AB (m) | C1 (n) | C2 (o) | DE (p) | Working (q) | Not working (r) | White (s) | Non White (t) |
| Weighted base | 515 | 240 | 276 | 53* | 80* | 99* | 95* | 84* | 105 | 133 | 383 | 232 | 284 | 138 | 141 | 106* | 130 | 289 | 227 | 480 | 32* |
| NET: 4-7 | 307 60% | 139 58% | 167 61% | 36 68% | 55 69%g | 63 63% | 51 54% | 43 51% | 59 56% | 91 69%j | 216 56% | 154 66%l | 153 54% | 84 60% | 102 72% ^{mop} | 55 52% | 67 51% | 179 62% | 127 56% | 288 60% | 18 57% |
| NET: 0-3 | 121 23% | 64 27% | 56 20% | 10 19% | 13 17% | 19 19% | 27 28% | 23 27% | 29 28% | 23 18% | 97 25% | 42 18% | 79 28%k | 32 23% | 26 18% | 24 23% | 38 29% ⁿ | 60 21% | 61 27% | 113 24% | 6 19% |
| NET: 7-10 | 146 28% | 66 27% | 80 29% | 19 36% | 22 27% | 30 31% | 23 24% | 26 31% | 26 25% | 41 31% | 105 27% | 71 31% | 75 26% | 41 29% | 35 25% | 35 33% | 34 26% | 88 30% | 58 26% | 132 28% | 13 40% |
| NET: 4-6 | 249 48% | 110 46% | 139 51% | 24 45% | 45 56% | 50 51% | 45 47% | 36 42% | 50 47% | 69 52% | 180 47% | 119 51% | 130 46% | 65 47% | 80 57% ^p | 46 43% | 58 44% | 141 49% | 108 48% | 235 49% | 13 41% |
| NET: 0-3 | 121 23% | 64 27% | 56 20% | 10 19% | 13 17% | 19 19% | 27 28% | 23 27% | 29 28% | 23 18% | 97 25% | 42 18% | 79 28%k | 32 23% | 26 18% | 24 23% | 38 29% ⁿ | 60 21% | 61 27% | 113 24% | 6 19% |
| Mean | 5.05 | 4.88 | 5.20 | 5.30 | 5.50 ^{fh} | 5.28 | 4.71 | 4.92 | 4.75 | 5.42 ^j | 4.92 | 5.36 ^l | 4.79 | 5.10 | 4.97 | 5.32 | 4.85 | 5.24 ^r | 4.80 | 5.00 | 5.88 |
| Standard deviation | 2.47 | 2.54 | 2.41 | 2.17 | 1.87 | 2.49 | 2.50 | 2.88 | 2.59 | 1.99 | 2.61 | 1.87 | 2.64 | 2.30 | 2.25 | 2.75 | 2.64 | 2.35 | 2.60 | 2.48 | 2.05 |
| Standard error | 0.11 | 0.16 | 0.15 | 0.29 | 0.22 | 0.26 | 0.25 | 0.32 | 0.24 | 0.17 | 0.13 | 0.15 | 0.16 | 0.19 | 0.19 | 0.28 | 0.23 | 0.14 | 0.17 | 0.11 | 0.36 |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j - k/l - m/n/o/p - q/r - s/t

* small base

Trust in Charities 2018

ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 176

Q27. How likely would you be to donate to the charity seen advertising here? Use a scale of 0-10 where 10 means extremely likely and 0 means not at all likely.

Base: All respondents seeing poster

With impact statement

| | Total | Region | | | | | | | | | | Trust in Charities | | | Trust in Charities II | | | Importance of Charities | Change in trust | | | |
|-------------------|-------|----------------|----------------|------------------------|-------------------|-------------------|-----------|--------------------|-------------|----------------|----------------|--------------------|-------------|-------------|-----------------------|------------|------------|-------------------------|-----------------|----------------|---------------------|-------------|
| | | North East (a) | North West (b) | Yorkshire & Humber (c) | West Midlands (d) | East Midlands (e) | Wales (f) | East of London (g) | London (h) | South East (i) | South West (j) | 8-10 (k) | 3-7 (l) | 0-2 (m) | 7-10 (n) | 4-6 (o) | 0-3 (p) | Essential | In-creased (r) | De-creased (s) | Stayed the same (t) | |
| Unweighted base | 515 | 18 | 63 | 54 | 49 | 45 | 24 | 59 | 77 | 83 | 43 | 85 | 371 | 59 | 196 | 218 | 101 | 103 | 33 | 221 | 251 | |
| Weighted base | 515 | 19** | 69* | 52* | 49* | 51* | 24** | 51* | 72* | 78* | 51* | 85* | 372 | 59* | 198 | 216 | 101* | 104* | 33* | 219 | 253 | |
| Extremely likely | (10) | 14 3% | - - | 3 5% | - - | 4 8%cg | 1 2% | 1 4% | - - | 2 3% | 2 2% | 1 2% | 8 9%lm | 7 2% | - - | 10 5%p | 4 2% | - - | 3 3% | 2 7% | 5 2% | 7 3% |
| 9 | (9) | 21 4% | 1 4% | 2 3% | 2 4% | 3 6% | 1 2% | 3 5% | 3 7% | 3 4% | 1 2% | 11 13%lm | 10 3% | 1 1% | 17 8%op | 4 2% | 1 1% | 6 6% | 2 7%st | 3 1% | 16 6%st | |
| 8 | (8) | 52 10% | 3 14% | 8 11% | 3 5% | 5 10% | 5 10% | 3 12% | 4 8% | 9 13% | 5 6% | 8 15% | 13 15% | 35 10% | 4 7% | 27 14% | 18 9% | 6 6% | 13 13% | 10 29%st | 22 10% | 20 8% |
| 7 | (7) | 58 11% | 3 15% | 9 13% | 5 10% | 4 8% | 6 11% | 1 4% | 8 15% | 7 10% | 12 16% | 3 6% | 10 12% | 44 12% | 4 7% | 26 13%p | 27 12%p | 5 5% | 12 11% | 8 24%st | 22 10% | 27 11% |
| 6 | (6) | 63 12% | 2 9% | 9 13% | 3 5% | 9 18%c | 6 11% | 8 33% | 7 13% | 7 9% | 10 12% | 4 8% | 11 13%lm | 50 13%lm | 2 3% | 29 15%p | 28 13% | 6 6% | 15 14% | 3 10% | 18 8% | 39 15%st |
| 5 | (5) | 135 26% | 4 22% | 19 28% | 17 33% | 10 20% | 14 27% | 3 13% | 12 23% | 15 20% | 25 32% | 17 33% | 18 21% | 104 28% | 13 23% | 45 23% | 62 29% | 28 28% | 15 15% | 5 16% | 59 27% | 68 27% |
| 4 | (4) | 51 10% | 2 11% | 8 11% | 8 15% | 3 6% | 7 13% | 2 8% | 2 5% | 10 14% | 5 6% | 5 10% | 6 7% | 39 10% | 6 10% | 16 8% | 22 10% | 12 12% | 19 19% | 1 2% | 25 12% | 25 10% |
| 3 | (3) | 40 8% | 3 14% | 4 6% | 3 6% | 6 13% | 2 4% | 1 4% | 5 10% | 11 15%ij | 3 4% | 1 3% | 3 3% | 34 9% | 2 4% | 13 6% | 20 9% | 7 7% | 8 8% | - - | 19 8% | 20 8% |
| 2 | (2) | 26 5% | - - | 3 5% | 5 11% | 3 6% | 1 3% | 1 5% | 1 2% | 3 4% | 6 8% | 3 6% | - - | 20 5%k | 6 11%k | 6 3% | 10 4% | 11 11%no | 3 3% | - - | 16 8% | 10 4% |
| 1 | (1) | 14 3% | - - | 1 1% | 3 5% | 1 2% | 1 3% | 1 4% | 1 2% | 1 1% | 4 5% | 1 3% | 2 3% | 10 3% | 2 3% | 4 2% | 8 4% | 2 2% | 3 3% | - - | 8 4% | 6 3% |
| Not at all likely | (0) | 40 8% | 2 10% | 2 3% | 3 7% | 2 3% | 7 13% | 2 8% | 8 16%bdi | 5 7% | 3 4% | 6 13% | 3 3% | 19 5% | 18 31%kl | 5 3% | 13 6% | 22 22%no | 6 6% | 2 6% | 22 10% | 15 6% |

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j - k/l/m - n/o/p - r/s/t

*** small base; ** very small base (under 30) ineligible for sig testing**

Prepared by Populus

Trust in Charities 2018

ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 176

Q27. How likely would you be to donate to the charity seen advertising here? Use a scale of 0-10 where 10 means extremely likely and 0 means not at all likely.

Base: All respondents seeing poster

With impact statement

| | Region | | | | | | | | | | Trust in Charities | | | Trust in Charities II | | | Importance of Charities | Change in trust | | | |
|--------------------|------------|----------------|-------------------|------------------------|------------------------|-------------------|-----------|---------------------|------------|----------------|--------------------|-------------------------|-------------------------|-------------------------|-------------------------|-------------------------|-------------------------|-----------------|-------------------------|-------------------------|-------------------------|
| | Total | North East (a) | North West (b) | Yorkshire & Humber (c) | West Midlands (d) | East Midlands (e) | Wales (f) | East of England (g) | London (h) | South East (i) | South West (j) | 8-10 (k) | 3-7 (l) | 0-2 (m) | 7-10 (n) | 4-6 (o) | 0-3 (p) | Essential | Increased (r) | Decreased (s) | Stayed the same (t) |
| Weighted base | 515 | 19** | 69* | 52* | 49* | 51* | 24** | 51* | 72* | 78* | 51* | 85* | 372 | 59* | 198 | 216 | 101* | 104* | 33* | 219 | 253 |
| NET: 8-10 | 88 17% | 3 18% | 14 20% | 5 9% | 12 25% ^c | 8 15% | 5 21% | 7 15% | 15 20% | 10 13% | 10 19% | 31 37% ^{lm} | 52 14% | 5 8% | 54 27% ^{op} | 27 12% | 7 7% | 23 22% | 14 42% st | 29 13% | 44 17% |
| NET: 4-7 | 307 60% | 11 59% | 45 65% | 33 63% | 25 51% | 32 63% | 14 58% | 29 56% | 38 53% | 52 66% | 29 57% | 45 53% | 237 64% ^m | 25 43% | 117 59% | 138 64% ^p | 52 51% | 61 59% | 17 52% | 125 57% | 159 63% |
| NET: 0-3 | 121 23% | 5 24% | 11 16% | 14 28% | 12 24% | 11 22% | 5 21% | 15 30% | 19 27% | 16 21% | 12 24% | 8 10% | 84 22% ^k | 29 49% ^{kl} | 28 14% | 51 23% ⁿ | 42 42% ^{no} | 20 19% | 2 6% | 65 30% ^{rt} | 51 20% ^r |
| NET: 7-10 | 146 28% | 6 33% | 23 33% | 10 19% | 16 32% | 13 26% | 6 25% | 15 29% | 22 30% | 22 29% | 13 25% | 42 49% ^{lm} | 95 26% | 9 15% | 80 40% ^{op} | 53 25% ^p | 12 12% | 35 33% | 22 66% st | 51 23% | 70 28% |
| NET: 4-6 | 249 48% | 8 43% | 36 52% | 27 53% | 21 44% | 26 51% | 13 54% | 21 41% | 31 43% | 39 51% | 26 51% | 35 41% | 193 52% ^m | 21 36% | 91 46% | 112 52% | 47 46% | 49 48% | 9 28% | 103 47% | 132 52% ^r |
| NET: 0-3 | 121 23% | 5 24% | 11 16% | 14 28% | 12 24% | 11 22% | 5 21% | 15 30% | 19 27% | 16 21% | 12 24% | 8 10% | 84 22% ^k | 29 49% ^{kl} | 28 14% | 51 23% ⁿ | 42 42% ^{no} | 20 19% | 2 6% | 65 30% ^{rt} | 51 20% ^r |
| Mean | 5.05 | 5.09 | 5.51 ^c | 4.44 | 5.55 ^c | 4.80 | 5.28 | 4.76 | 5.07 | 5.15 | 4.77 | 6.38 ^{lm} | 5.03 ^m | 3.24 | 5.90 ^{op} | 4.94 ^p | 3.61 | 5.33 | 6.74 st | 4.58 | 5.23 ^s |
| Standard deviation | 2.47 | 2.46 | 2.25 | 2.26 | 2.55 | 2.58 | 2.62 | 2.73 | 2.49 | 2.30 | 2.64 | 2.44 | 2.24 | 2.76 | 2.31 | 2.27 | 2.51 | 2.47 | 2.21 | 2.49 | 2.38 |
| Standard error | 0.11 | 0.58 | 0.28 | 0.31 | 0.36 | 0.38 | 0.53 | 0.36 | 0.28 | 0.25 | 0.40 | 0.26 | 0.12 | 0.36 | 0.16 | 0.15 | 0.25 | 0.24 | 0.39 | 0.17 | 0.15 |

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j - k/l/m - n/o/p - r/s/t

*** small base; ** very small base (under 30) ineligible for sig testing**

Trust in Charities 2018
ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 177

Q27. How likely would you be to donate to the charity seen advertising here? Use a scale of 0-10 where 10 means extremely likely and 0 means not at all likely.

Base: All respondents seeing poster

With impact statement

| | | Heard of the CC | | Knowledge of CC | | Importance of CC | |
|-------------------|------|-----------------|------------------------|------------------------|----------------------|------------------------------|-----------|
| | | Total | Yes (a) | No (b) | Very/Fairly well (c) | Not at all/Not very well (d) | Essential |
| Unweighted base | | 515 | 289 | 226 | 73 | 201 | 262 |
| Weighted base | | 515 | 291 | 225 | 72* | 203 | 261 |
| Extremely likely | (10) | 14 3% | 11 4% | 3 1% | 4 5% | 7 4% | 9 3% |
| 9 | (9) | 21 4% | 10 4% | 11 5% | 7 9% ^d | 4 2% | 15 6% |
| 8 | (8) | 52 10% | 29 10% | 23 10% | 10 13% | 19 10% | 30 11% |
| 7 | (7) | 58 11% | 28 10% | 30 13% | 7 10% | 20 10% | 24 9% |
| 6 | (6) | 63 12% | 28 10% | 35 16% ^a | 4 6% | 23 12% | 33 13% |
| 5 | (5) | 135 26% | 72 25% | 63 28% | 11 15% | 52 26% | 59 22% |
| 4 | (4) | 51 10% | 36 12% ^b | 15 7% | 7 10% | 26 13% | 32 12% |
| 3 | (3) | 40 8% | 25 9% | 14 6% | 8 11% | 16 8% | 21 8% |
| 2 | (2) | 26 5% | 13 5% | 13 6% | 2 3% | 11 5% | 8 3% |
| 1 | (1) | 14 3% | 9 3% | 5 2% | 6 8% ^d | 3 1% | 7 3% |
| Not at all likely | (0) | 40 8% | 29 10% ^b | 11 5% | 6 9% | 21 10% | 23 9% |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d

* small base

Prepared by Populus

Trust in Charities 2018
ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 177

Q27. How likely would you be to donate to the charity seen advertising here? Use a scale of 0-10 where 10 means extremely likely and 0 means not at all likely.

Base: All respondents seeing poster

With impact statement

| | Heard of the CC | | Knowledge of CC | | Importance of CC | |
|--------------------|-----------------|------------|-----------------|------------------------|------------------------------|------------|
| | Total | Yes (a) | No (b) | Very/Fairly well (c) | Not at all/Not very well (d) | Essential |
| Weighted base | 515 | 291 | 225 | 72* | 203 | 261 |
| NET: 8-10 | 88 17% | 51 17% | 37 17% | 20 28% ^d | 30 15% | 54 21% |
| NET: 4-7 | 307 60% | 164 56% | 143 64% | 30 41% | 122 60% ^c | 147 57% |
| NET: 0-3 | 121 23% | 76 26% | 44 20% | 22 31% | 51 25% | 59 23% |
| NET: 7-10 | 146 28% | 79 27% | 67 30% | 27 38% ^d | 50 25% | 78 30% |
| NET: 4-6 | 249 48% | 136 47% | 113 50% | 23 31% | 102 50% ^c | 124 47% |
| NET: 0-3 | 121 23% | 76 26% | 44 20% | 22 31% | 51 25% | 59 23% |
| Mean | 5.05 | 4.87 | 5.27 | 5.11 | 4.83 | 5.13 |
| Standard deviation | 2.47 | 2.60 | 2.28 | 2.99 | 2.51 | 2.59 |
| Standard error | 0.11 | 0.15 | 0.15 | 0.35 | 0.18 | 0.16 |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d

* small base

Trust in Charities 2018

ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 178

Q27. How likely would you be to donate to the charity seen advertising here? Use a scale of 0-10 where 10 means extremely likely and 0 means not at all likely.

Base: All respondents seeing poster

With fundraising statement

| | | Gender | | Age | | | | | | Age II | | Age III | | Social Grade | | | | Working Status | | Ethnicity | | |
|-------------------|------|------------|-----------|------------|----------------|------------|------------|-------------|------------|------------|------------|-----------|------------|--------------|-----------|---------------|------------|----------------|-------------|-----------------|------------|---------------|
| | | Total | Male (a) | Female (b) | 18-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-64 (g) | 65+ (h) | 18-34 (i) | 35+ (j) | 18-44 (k) | 45+ (l) | AB (m) | C1 (n) | C2 (o) | DE (p) | Working (q) | Not working (r) | White (s) | Non White (t) |
| Unweighted base | | 514 | 274 | 240 | 71 | 89 | 94 | 87 | 66 | 107 | 160 | 354 | 254 | 260 | 146 | 149 | 95 | 124 | 284 | 230 | 460 | 45 |
| Weighted base | | 513 | 263 | 250 | 65* | 95* | 99* | 81* | 72* | 101 | 159 | 354 | 258 | 255 | 143 | 152 | 102* | 116 | 294 | 219 | 461 | 44* |
| Extremely likely | (10) | 9 2% | 6 2% | 3 1% | 2 3% | - - | 3 3% | 1 1% | 3 5%h | - - | 2 1% | 7 2% | 5 2% | 4 2% | 2 1% | 3 2% | - - | 4 3% | 5 2% | 4 2% | 7 2% | 2 4% |
| 9 | (9) | 21 4% | 11 4% | 10 4% | 2 3% | 5 5%f | 7 7%f | - - | 1 2% | 6 6%f | 7 4% | 14 4% | 14 5% | 7 3% | 8 6% | 3 2% | 6 6% | 5 4% | 13 4% | 8 4% | 18 4% | 3 7% |
| 8 | (8) | 41 8% | 24 9% | 17 7% | 5 7% | 6 7% | 6 6% | 12 15%eh | 7 9% | 6 6% | 11 7% | 30 9% | 17 6% | 25 10% | 13 9%p | 15 10%p | 10 10%p | 3 3% | 27 9% | 14 6% | 39 8% | 2 4% |
| 7 | (7) | 55 11% | 20 8% | 35 14%a | 15 23%defgh | 9 9% | 6 6% | 7 8% | 7 10% | 11 11% | 23 15%j | 31 9% | 29 11% | 25 10% | 10 7% | 19 12% | 11 11% | 14 12% | 24 8% | 30 14% | 50 11% | 3 7% |
| 6 | (6) | 67 13% | 33 12% | 34 14% | 12 19%h | 17 18%h | 16 16%h | 9 12% | 6 9% | 6 6% | 29 18%j | 37 11% | 45 17%l | 22 8% | 17 12% | 24 16% | 13 13% | 13 11% | 44 15% | 22 10% | 58 13% | 8 19% |
| 5 | (5) | 133 26% | 68 26% | 65 26% | 17 26% | 29 31% | 24 24% | 17 21% | 21 29% | 26 25% | 46 29% | 87 25% | 69 27% | 64 25% | 37 26% | 34 22% | 25 24% | 37 32% | 73 25% | 60 27% | 120 26% | 12 28% |
| 4 | (4) | 36 7% | 19 7% | 17 7% | 4 6% | 5 5% | 8 8% | 9 11%g | 1 1% | 10 10%g | 9 5% | 27 8% | 16 6% | 19 8% | 14 10% | 13 9% | 4 4% | 4 4% | 23 8% | 13 6% | 33 7% | 2 5% |
| 3 | (3) | 44 8% | 22 8% | 22 9% | 4 7% | 7 7% | 8 8% | 6 7% | 7 9% | 11 11% | 11 7% | 32 9% | 20 8% | 24 9% | 15 10% | 14 9% | 5 5% | 10 9% | 25 8% | 19 9% | 37 8% | 3 7% |
| 2 | (2) | 30 6% | 15 6% | 15 6% | 3 5% | 2 2% | 6 6% | 5 7% | 5 6% | 8 8% | 6 4% | 24 7% | 12 5% | 18 7% | 7 5% | 13 13%mntp | 5 4% | 14 5% | 16 5% | 16 7% | 26 6% | 4 10% |
| 1 | (1) | 21 4% | 16 6%b | 5 2% | - - | 4 4% | 4 4% | 7 9%c | 2 3% | 3 3% | 4 3% | 17 5% | 8 3% | 12 5% | 6 4% | 7 5% | 2 2% | 6 5% | 14 5% | 7 3% | 20 4% | - - |
| Not at all likely | (0) | 58 11% | 30 12% | 27 11% | 1 2% | 10 11%c | 12 12%c | 8 10%c | 12 17%c | 14 14%c | 11 7% | 46 13% | 23 9% | 35 14% | 14 10% | 16 10% | 13 12% | 15 13% | 30 10% | 27 12% | 53 11% | 4 10% |
| NET: 8-10 | | 71 14% | 41 16% | 30 12% | 8 13% | 11 12% | 15 16% | 13 16% | 11 16% | 12 12% | 20 12% | 51 15% | 35 14% | 36 14% | 23 16% | 21 14% | 16 16% | 12 10% | 46 15% | 26 12% | 63 14% | 7 15% |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j - k/l - m/n/o/p - q/r - s/t
 * small base

Trust in Charities 2018

ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 178

Q27. How likely would you be to donate to the charity seen advertising here? Use a scale of 0-10 where 10 means extremely likely and 0 means not at all likely.

Base: All respondents seeing poster

With fundraising statement

| | Gender | | | Age | | | | | | Age II | | Age III | | Social Grade | | | | Working Status | | Ethnicity | |
|--------------------|------------|-------------|---------------|---------------|--------------|--------------|--------------|--------------|------------|--------------|-------------|--------------|------------|--------------|-----------|-----------|-----------|----------------|-----------------------|--------------|---------------------|
| | Total | Male (a) | Female (b) | 18-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-64 (g) | 65+ (h) | 18-34 (i) | 35+ (j) | 18-44 (k) | 45+ (l) | AB (m) | C1 (n) | C2 (o) | DE (p) | Working (q) | Not working (r) | White (s) | Non White (t) |
| Weighted base | 513 | 263 | 250 | 65* | 95* | 99* | 81* | 72* | 101 | 159 | 354 | 258 | 255 | 143 | 152 | 102* | 116 | 294 | 219 | 461 | 44* |
| NET: 4-7 | 290 56% | 139 53% | 151 60% | 48 73%efgh | 60 63% | 53 53% | 42 51% | 36 49% | 52 52% | 107 67%j | 183 52% | 160 62%l | 130 51% | 78 55% | 90 59% | 53 52% | 69 59% | 165 56% | 125 57% | 261 57% | 26 58% |
| NET: 0-3 | 152 30% | 82 31% | 70 28% | 9 14% | 24 25% | 31 31%c | 27 33%c | 25 35%c | 37 36%c | 32 20% | 120 34%i | 63 24% | 89 35%k | 42 29% | 42 27% | 33 32% | 36 31% | 84 28% | 68 31% | 136 29% | 12 26% |
| NET: 7-10 | 126 25% | 61 23% | 65 26% | 23 36%de | 20 21% | 21 21% | 20 24% | 18 25% | 23 23% | 43 27% | 82 23% | 65 25% | 61 24% | 33 23% | 40 26% | 27 27% | 25 22% | 70 24% | 56 25% | 114 25% | 10 23% |
| NET: 4-6 | 235 46% | 119 45% | 116 46% | 33 50% | 51 54% | 47 47% | 35 43% | 29 40% | 41 41% | 84 52%j | 152 43% | 131 51%l | 105 41% | 68 47% | 71 46% | 42 41% | 55 47% | 141 48% | 95 43% | 211 46% | 23 51% |
| NET: 0-3 | 152 30% | 82 31% | 70 28% | 9 14% | 24 25% | 31 31%c | 27 33%c | 25 35%c | 37 36%c | 32 20% | 120 34%i | 63 24% | 89 35%k | 42 29% | 42 27% | 33 32% | 36 31% | 84 28% | 68 31% | 136 29% | 12 26% |
| Mean | 4.69 | 4.61 | 4.79 | 5.70def gh | 4.78 | 4.66 | 4.46 | 4.53 | 4.30 | 5.16j | 4.49 | 4.97l | 4.42 | 4.72 | 4.81 | 4.65 | 4.55 | 4.76 | 4.61 | 4.68 | 5.00 |
| Standard deviation | 2.59 | 2.67 | 2.50 | 1.93 | 2.45 | 2.71 | 2.61 | 2.86 | 2.62 | 2.29 | 2.68 | 2.47 | 2.68 | 2.55 | 2.53 | 2.67 | 2.64 | 2.58 | 2.60 | 2.58 | 2.60 |
| Standard error | 0.11 | 0.16 | 0.16 | 0.23 | 0.26 | 0.28 | 0.28 | 0.35 | 0.25 | 0.18 | 0.14 | 0.15 | 0.17 | 0.21 | 0.21 | 0.27 | 0.24 | 0.15 | 0.17 | 0.12 | 0.39 |

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j - k/l - m/n/o/p - q/r - s/t

*** small base**

Trust in Charities 2018

ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 179

Q27. How likely would you be to donate to the charity seen advertising here? Use a scale of 0-10 where 10 means extremely likely and 0 means not at all likely.

Base: All respondents seeing poster

With fundraising statement

| | Total | Region | | | | | | | | | | Trust in Charities | | Trust in Charities II | | | Importance of Charities | Change in trust | | | |
|-----------------------|-------|----------------|----------------|------------------------|-------------------|-------------------|-----------|--------------------|------------|----------------|----------------|--------------------|---------|-----------------------|----------|---------|-------------------------|-----------------|----------------|----------------|---------------------|
| | | North East (a) | North West (b) | Yorkshire & Humber (c) | West Midlands (d) | East Midlands (e) | Wales (f) | East of London (g) | London (h) | South East (i) | South West (j) | 8-10 (k) | 3-7 (l) | 0-2 (m) | 7-10 (n) | 4-6 (o) | 0-3 (p) | Essential | In-creased (r) | De-creased (s) | Stayed the same (t) |
| Unweighted base | 514 | 26 | 60 | 63 | 52 | 41 | 27 | 59 | 80 | 69 | 37 | 77 | 381 | 56 | 178 | 244 | 92 | 96 | 24 | 227 | 246 |
| Weighted base | 513 | 28** | 63* | 59* | 54* | 45* | 27** | 52* | 76* | 65* | 44* | 76* | 380 | 57* | 175 | 244 | 94* | 94* | 23** | 230 | 243 |
| Extremely likely (10) | 9 | 1 | 2 | 2 | - | - | - | 1 | 1 | 1 | 1 | 3 | 4 | 2 | 3 | 4 | 2 | 4 | 1 | 3 | 5 |
| | 2% | 3% | 3% | 3% | - | - | - | 2% | 1% | 2% | 3% | 3% | 1% | 3% | 2% | 2% | 2% | 4% | 4% | 1% | 2% |
| 9 | 21 | 1 | 3 | 2 | 4 | 3 | 1 | 1 | 3 | 3 | - | 9 | 12 | 1 | 14 | 6 | 2 | 2 | 2 | 10 | 9 |
| | 4% | 5% | 5% | 3% | 8% | 7% | 4% | 2% | 4% | 4% | - | 11%lm | 3% | 2% | 8%o | 2% | 2% | 2% | 9% | 4% | 4% |
| 8 | 41 | 3 | 8 | 3 | - | 5 | 3 | 4 | 8 | 5 | 3 | 13 | 27 | 1 | 26 | 14 | 1 | 8 | 2 | 15 | 24 |
| | 8% | 11% | 13%d | 5% | - | 11%d | 10% | 7% | 10%d | 7%d | 8% | 18%lm | 7% | 2% | 15%op | 6% | 1% | 9% | 10% | 7% | 10% |
| 7 | 55 | 2 | 7 | 6 | 5 | 7 | 3 | 3 | 6 | 8 | 8 | 9 | 44 | 2 | 27 | 24 | 3 | 11 | 4 | 23 | 25 |
| | 11% | 7% | 11% | 10% | 9% | 14% | 12% | 6% | 8% | 12% | 19% | 12% | 11% | 4% | 15%p | 10% | 3% | 12% | 16% | 10% | 10% |
| 6 | 67 | 4 | 10 | 10 | 9 | 3 | 1 | 5 | 13 | 7 | 5 | 13 | 52 | 1 | 30 | 33 | 4 | 11 | 5 | 22 | 38 |
| | 13% | 15% | 16% | 16% | 16% | 7% | 3% | 10% | 17% | 11% | 12% | 17%gm | 14%gm | 2% | 17%p | 13%p | 4% | 12% | 21% | 10% | 16% |
| 5 | 133 | 8 | 11 | 21 | 17 | 15 | 11 | 8 | 17 | 16 | 11 | 16 | 106 | 12 | 36 | 72 | 25 | 19 | 4 | 54 | 66 |
| | 26% | 27% | 17% | 35%bg | 31% | 32% | 39% | 15% | 22% | 25% | 25% | 20% | 28% | 20% | 21% | 29% | 27% | 20% | 20% | 24% | 27% |
| 4 | 36 | 2 | 2 | 6 | 3 | 3 | 2 | 8 | 4 | 6 | - | 4 | 28 | 4 | 9 | 18 | 8 | 6 | 3 | 17 | 16 |
| | 7% | 7% | 4% | 10%j | 5% | 7% | 7% | 16%bhj | 6% | 9% | - | 5% | 7% | 6% | 5% | 7% | 9% | 6% | 12% | 7% | 7% |
| 3 | 44 | 1 | 7 | 3 | 3 | 1 | - | 5 | 7 | 7 | 9 | 3 | 34 | 7 | 12 | 21 | 11 | 10 | 1 | 20 | 20 |
| | 8% | 4% | 11% | 5% | 6% | 3% | - | 10% | 9% | 11% | 20%ce | 3% | 9% | 12% | 7% | 9% | 11% | 10% | 4% | 9% | 8% |
| 2 | 30 | - | 5 | 2 | 3 | 6 | 1 | 4 | 4 | 2 | 3 | 2 | 20 | 8 | 3 | 15 | 12 | 6 | - | 19 | 10 |
| | 6% | - | 8% | 4% | 6% | 12% | 3% | 8% | 5% | 4% | 6% | 2% | 5% | 15%kl | 2% | 6%n | 12%n | 7% | - | 8% | 4% |
| 1 | 21 | 2 | 2 | 1 | 1 | 2 | 5 | 3 | 3 | 3 | 1 | 2 | 15 | 4 | 6 | 9 | 6 | 5 | - | 11 | 9 |
| | 4% | 9% | 4% | 1% | 2% | 2% | 8% | 9% | 4% | 4% | 2% | 3% | 4% | 7% | 3% | 4% | 6% | 5% | - | 5% | 4% |
| Not at all likely (0) | 58 | 3 | 5 | 5 | 9 | 2 | 4 | 8 | 12 | 7 | 2 | 4 | 38 | 16 | 10 | 28 | 20 | 13 | 1 | 35 | 20 |
| | 11% | 12% | 7% | 8% | 18% | 4% | 14% | 16% | 15% | 12% | 5% | 5% | 10% | 28%kl | 5% | 12%n | 21%no | 13% | 4% | 15%t | 8% |

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j - k/l/m - n/o/p - r/s/t

*** small base; ** very small base (under 30) ineligible for sig testing**

Prepared by Populus

Trust in Charities 2018

ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 179

Q27. How likely would you be to donate to the charity seen advertising here? Use a scale of 0-10 where 10 means extremely likely and 0 means not at all likely.

Base: All respondents seeing poster

With fundraising statement

| | Region | | | | | | | | | | | Trust in Charities | | | Trust in Charities II | | | Importance of Charities | Change in trust | | |
|--------------------|------------|----------------|------------------------|---------------------------|-------------------|-------------------|-----------|-------------------------|------------------------|----------------|-------------------|-------------------------|-------------------------|-------------------------|-------------------------|-------------------------|-------------------------|-------------------------|-----------------|------------------------|-------------------------|
| | Total | North East (a) | North West (b) | Yorkshire & Humber (c) | West Midlands (d) | East Midlands (e) | Wales (f) | East of London (g) | London (h) | South East (i) | South West (j) | 8-10 (k) | 3-7 (l) | 0-2 (m) | 7-10 (n) | 4-6 (o) | 0-3 (p) | Essential | Increased (r) | Decreased (s) | Stayed the same (t) |
| Weighted base | 513 | 28** | 63* | 59* | 54* | 45* | 27** | 52* | 76* | 65* | 44* | 76* | 380 | 57* | 175 | 244 | 94* | 94* | 23** | 230 | 243 |
| NET: 8-10 | 71 14% | 5 19% | 14 22% ^d | 6 10% | 4 8% | 8 18% | 4 14% | 5 10% | 11 15% | 9 13% | 5 11% | 25 33% ^{lm} | 43 11% | 4 7% | 42 24% ^{op} | 24 10% | 5 5% | 14 15% | 5 22% | 28 12% | 38 16% |
| NET: 4-7 | 290 56% | 16 57% | 30 48% | 42 72% ^{bgh} | 33 61% | 27 60% | 17 62% | 24 47% | 39 52% | 36 56% | 25 56% | 41 54% ^m | 230 61% ^m | 18 32% | 102 58% ^p | 147 60% ^p | 41 43% | 47 50% | 16 69% | 116 51% | 145 60% ^s |
| NET: 0-3 | 152 30% | 7 25% | 20 31% | 11 18% | 17 31% | 10 22% | 7 24% | 22 43% ^{ce} | 25 33% ^c | 20 31% | 15 33% | 10 13% | 107 28% ^k | 35 61% ^{kl} | 30 17% | 74 30% ⁿ | 48 51% ^{no} | 33 35% | 2 8% | 85 37% ^t | 60 25% |
| NET: 7-10 | 126 25% | 7 26% | 20 32% | 12 20% | 9 16% | 15 32% | 7 26% | 9 16% | 17 23% | 16 25% | 13 30% | 34 44% ^{lm} | 86 23% ^m | 6 11% | 69 40% ^{op} | 48 20% ^p | 8 9% | 25 27% | 9 39% | 51 22% | 63 26% |
| NET: 4-6 | 235 46% | 14 49% | 23 37% | 36 62% ^{bghi} | 28 52% | 21 46% | 14 49% | 21 41% | 33 44% | 28 44% | 17 37% | 32 42% | 187 49% ^m | 16 29% | 75 43% | 122 50% | 37 40% | 36 38% | 12 53% | 93 40% | 120 49% |
| NET: 0-3 | 152 30% | 7 25% | 20 31% | 11 18% | 17 31% | 10 22% | 7 24% | 22 43% ^{ce} | 25 33% ^c | 20 31% | 15 33% | 10 13% | 107 28% ^k | 35 61% ^{kl} | 30 17% | 74 30% ⁿ | 48 51% ^{no} | 33 35% | 2 8% | 85 37% ^t | 60 25% |
| Mean | 4.69 | 4.88 | 5.10 ^g | 5.01 ^g | 4.34 | 5.17 ^g | 4.58 | 3.83 | 4.53 | 4.65 | 4.97 ^g | 6.02 ^{lm} | 4.69 ^m | 2.99 | 5.67 ^{op} | 4.52 ^p | 3.33 | 4.55 | 5.95 | 4.28 | 4.99 ^s |
| Standard deviation | 2.59 | 2.81 | 2.67 | 2.24 | 2.64 | 2.38 | 2.68 | 2.68 | 2.74 | 2.60 | 2.33 | 2.45 | 2.44 | 2.72 | 2.39 | 2.47 | 2.53 | 2.79 | 2.19 | 2.71 | 2.46 |
| Standard error | 0.11 | 0.55 | 0.35 | 0.28 | 0.37 | 0.37 | 0.51 | 0.35 | 0.31 | 0.31 | 0.38 | 0.28 | 0.13 | 0.36 | 0.18 | 0.16 | 0.26 | 0.28 | 0.45 | 0.18 | 0.16 |

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j - k/l/m - n/o/p - r/s/t

*** small base; ** very small base (under 30) ineligible for sig testing**

Trust in Charities 2018
ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 180

Q27. How likely would you be to donate to the charity seen advertising here? Use a scale of 0-10 where 10 means extremely likely and 0 means not at all likely.

Base: All respondents seeing poster

With fundraising statement

| | | Heard of the CC | | Knowledge of CC | | Importance of CC | |
|-------------------|------|-----------------|-----------------------|-----------------|----------------------|------------------------------|-----------|
| | | Total | Yes (a) | No (b) | Very/Fairly well (c) | Not at all/Not very well (d) | Essential |
| Unweighted base | | 514 | 249 | 265 | 65 | 171 | 248 |
| Weighted base | | 513 | 246 | 267 | 65* | 169 | 247 |
| Extremely likely | (10) | 9 2% | 2 1% | 7 3% | 2 3% ^d | - - | 7 3% |
| 9 | (9) | 21 4% | 8 3% | 13 5% | 5 7% | 4 2% | 8 3% |
| 8 | (8) | 41 8% | 24 10% | 17 6% | 7 10% | 17 10% | 21 8% |
| 7 | (7) | 55 11% | 22 9% | 33 12% | 6 8% | 13 8% | 29 12% |
| 6 | (6) | 67 13% | 31 12% | 36 13% | 8 12% | 21 13% | 27 11% |
| 5 | (5) | 133 26% | 60 24% | 73 27% | 19 28% | 38 23% | 54 22% |
| 4 | (4) | 36 7% | 14 6% | 21 8% | 3 4% | 12 7% | 24 10% |
| 3 | (3) | 44 8% | 22 9% | 21 8% | 4 6% | 19 11% | 19 8% |
| 2 | (2) | 30 6% | 18 7% | 12 4% | 4 6% | 12 7% | 17 7% |
| 1 | (1) | 21 4% | 16 6% ^b | 5 2% | 5 7% | 11 6% | 9 3% |
| Not at all likely | (0) | 58 11% | 29 12% | 28 11% | 5 8% | 23 13% | 31 13% |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d

* small base

Prepared by Populus

Trust in Charities 2018
ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 180

Q27. How likely would you be to donate to the charity seen advertising here? Use a scale of 0-10 where 10 means extremely likely and 0 means not at all likely.

Base: All respondents seeing poster

With fundraising statement

| | <u>Heard of the CC</u> | | <u>Knowledge of CC</u> | | <u>Importance of CC</u> | |
|--------------------|------------------------|------------|------------------------|----------------------|------------------------------|------------|
| | Total | Yes (a) | No (b) | Very/Fairly well (c) | Not at all/Not very well (d) | Essential |
| Weighted base | 513 | 246 | 267 | 65* | 169 | 247 |
| NET: 8-10 | 71 14% | 35 14% | 37 14% | 13 20% | 21 12% | 36 15% |
| NET: 4-7 | 290 56% | 126 51% | 163 61%a | 35 53% | 84 50% | 135 55% |
| NET: 0-3 | 152 30% | 85 35%b | 67 25% | 17 26% | 64 38% | 76 31% |
| NET: 7-10 | 126 25% | 56 23% | 70 26% | 19 29% | 33 20% | 65 26% |
| NET: 4-6 | 235 46% | 105 43% | 131 49% | 29 45% | 71 42% | 106 43% |
| NET: 0-3 | 152 30% | 85 35%b | 67 25% | 17 26% | 64 38% | 76 31% |
| Mean | 4.69 | 4.46 | 4.91 | 5.03d | 4.23 | 4.64 |
| Standard deviation | 2.59 | 2.63 | 2.53 | 2.69 | 2.58 | 2.69 |
| Standard error | 0.11 | 0.17 | 0.16 | 0.33 | 0.20 | 0.17 |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d

* small base

Trust in Charities 2018
ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 181
D1. Gender
Base: All respondents

| | Gender | | Age | | | | | | Age II | | Age III | | Social Grade | | | | Working Status | | Ethnicity | | |
|-----------------|--------|-------------------|-------------------|---------------------|------------------|------------------|---------------------|-------------------|-------------------|------------------|------------------|------------------|------------------|-------------------|-------------------|------------------|------------------|------------------|-----------------------|--------------|---------------------|
| | Total | Male (a) | Female (b) | 18-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-64 (g) | 65+ (h) | 18-34 (i) | 35+ (j) | 18-44 (k) | 45+ (l) | AB (m) | C1 (n) | C2 (o) | DE (p) | Working (q) | Not working (r) | White (s) | Non White (t) |
| Unweighted base | 2059 | 1059 | 1000 | 265 | 310 | 370 | 368 | 290 | 456 | 575 | 1484 | 945 | 1114 | 580 | 592 | 404 | 483 | 1116 | 943 | 1867 | 176 |
| Weighted base | 2059 | 1009 | 1050 | 247 | 330 | 391 | 350 | 309 | 432 | 577 | 1482 | 968 | 1091 | 562 | 603 | 437 | 457 | 1153 | 906 | 1874 | 170 |
| Male | 1009 | 1009 | - | 68 | 162 | 205 | 211 | 166 | 197 | 230 | 779 | 435 | 574 | 303 | 262 | 230 | 214 | 656 | 353 | 920 | 83 |
| | 49% | 100% ^b | - | 28% | 49% ^c | 52% ^c | 60% ^{cdeh} | 54% ^{ch} | 46% ^c | 40% | 53% ⁱ | 45% | 53% ^k | 54% ^{np} | 44% | 53% ⁿ | 47% | 57% ^r | 39% | 49% | 48% |
| Female | 1050 | - | 1050 | 179 | 168 | 186 | 139 | 143 | 235 | 347 | 703 | 533 | 517 | 259 | 341 | 207 | 243 | 497 | 553 | 954 | 88 |
| | 51% | - | 100% ^a | 72% ^{defg} | 51% ^f | 48% ^f | 40% | 46% | 54% ^{fg} | 60% ^j | 47% | 55% ^l | 47% | 46% | 56% ^{mo} | 47% | 53% ^m | 43% | 61% ^q | 51% | 52% |

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j - k/l - m/n/o/p - q/r - s/t

Trust in Charities 2018

ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 182
D1. Gender
Base: All respondents

| | Region | | | | | | | | | | | Trust in Charities | | | Trust in Charities II | | | Importance of Charities | Change in trust | | |
|-----------------|-------------|----------------|----------------|----------------------------|---------------------------|----------------------------|--------------------------|----------------------------|-------------------------|---------------------------|-------------------------|-------------------------|-------------------------|--------------------------|-------------------------|-------------------------|--------------------------|-------------------------|-----------------|----------------|---------------------|
| | Total | North East (a) | North West (b) | Yorkshire & Humberside (c) | West Midlands (d) | East Midlands (e) | Wales (f) | East-ern (g) | London (h) | South East (i) | South West (j) | 8-10 (k) | 3-7 (l) | 0-2 (m) | 7-10 (n) | 4-6 (o) | 0-3 (p) | Essential | In-creased (r) | De-creased (s) | Stayed the same (t) |
| Unweighted base | 2059 | 95 | 244 | 217 | 204 | 166 | 120 | 235 | 303 | 301 | 174 | 359 | 1472 | 228 | 759 | 909 | 391 | 419 | 98 | 931 | 982 |
| Weighted base | 2059 | 102* | 265 | 204 | 204 | 183 | 122 | 204 | 285 | 285 | 204 | 356 | 1476 | 228 | 759 | 907 | 392 | 419 | 97* | 929 | 983 |
| Male | 1009 49% | 55 54% | 126 48% | 110 54% ^{dgi} | 90 44% | 105 57% ^{dgij} | 69 56% ^{dgi} | 86 42% | 149 52% ^g | 128 45% | 91 45% | 179 50% | 690 47% | 140 61% ^{kl} | 363 48% | 420 46% | 225 57% ^{no} | 190 45% | 45 46% | 460 49% | 484 49% |
| Female | 1050 51% | 47 46% | 139 52% | 94 46% | 114 56% ^{cef} | 79 43% | 53 44% | 118 58% ^{cefh} | 136 48% | 157 55% ^{cef} | 113 55% ^e | 176 50% ^m | 786 53% ^m | 88 39% | 396 52% ^p | 487 54% ^p | 167 43% | 228 55% | 52 54% | 470 51% | 499 51% |

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j - k/l/m - n/o/p - r/s/t

* small base

Trust in Charities 2018
ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 183
D1. Gender
Base: All respondents

| | Heard of the CC | | Knowledge of CC | | Importance of CC | |
|-----------------|-----------------|-------------------------|-------------------------|-------------------------|------------------------------|------------|
| | Total | Yes (a) | No (b) | Very/Fairly well (c) | Not at all/Not very well (d) | Essential |
| Unweighted base | 2059 | 1077 | 982 | 272 | 755 | 1015 |
| Weighted base | 2059 | 1072 | 987 | 267 | 756 | 1013 |
| Male | 1009 49% | 579 54% ^b | 430 44% | 163 61% ^d | 387 51% | 463 46% |
| Female | 1050 51% | 493 46% | 557 56% ^a | 104 39% | 369 49% ^c | 550 54% |

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d

Trust in Charities 2018

ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 184
D2. Age
Base: All respondents

| | Gender | | | Age | | | | | | Age II | | Age III | | Social Grade | | | | Working Status | | Ethnicity | |
|--------------------|------------|-------------------------|-------------------------|------------------------------|-----------------------------|---------------------------|------------------------------|------------------------------|---------------------------|-------------------------|-------------------------|-------------------------|-------------------------|--------------------------|--------------------------|------------------------|-------------------------|-------------------------|-------------------------|-------------------------|------------------------|
| | Total | Male (a) | Female (b) | 18-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-64 (g) | 65+ (h) | 18-34 (i) | 35+ (j) | 18-44 (k) | 45+ (l) | AB (m) | C1 (n) | C2 (o) | DE (p) | Working (q) | Not working (r) | White (s) | Non White (t) |
| Unweighted base | 2059 | 1059 | 1000 | 265 | 310 | 370 | 368 | 290 | 456 | 575 | 1484 | 945 | 1114 | 580 | 592 | 404 | 483 | 1116 | 943 | 1867 | 176 |
| Weighted base | 2059 | 1009 | 1050 | 247 | 330 | 391 | 350 | 309 | 432 | 577 | 1482 | 968 | 1091 | 562 | 603 | 437 | 457 | 1153 | 906 | 1874 | 170 |
| 18-24 | 247 12% | 68 7% | 179 17% ^a | 247 100% ^{defgh} | - | - | - | - | - | 247 43% ^j | - | 247 26% ^l | - | 65 12% | 95 16% ^{mop} | 40 9% | 47 10% | 123 11% | 124 14% ^q | 208 11% | 38 22% ^s |
| 25-34 | 330 16% | 162 16% | 168 16% | - | 330 100% ^{cefg} | - | - | - | - | 330 57% ^j | - | 330 34% ^l | - | 114 20% ^{np} | 93 16% ^p | 75 17% ^p | 47 10% | 266 23% ^r | 64 7% | 276 15% | 50 29% ^s |
| 35-44 | 391 19% | 205 20% | 186 18% | - | - | 391 100% ^{cd} | - | - | - | - | 391 26% ⁱ | 391 40% ^l | - | 118 21% | 107 18% | 78 18% | 88 19% | 310 27% ^r | 82 9% | 342 18% | 45 27% ^s |
| 45-54 | 350 17% | 211 21% ^b | 139 13% | - | - | - | 350 100% ^{cdegh} | - | - | - | 350 24% ⁱ | - | 350 32% ^k | 93 16% | 94 16% | 88 20% | 75 16% | 278 24% ^r | 73 8% | 322 17% | 25 15% |
| 55-64 | 309 15% | 166 16% | 143 14% | - | - | - | - | 309 100% ^{cdefh} | - | - | 309 21% ⁱ | - | 309 28% ^k | 65 12% | 84 14% | 70 16% | 90 20% ^{mn} | 148 13% | 161 18% ^q | 303 16% ^t | 6 3% |
| 65+ | 432 21% | 197 19% | 235 22% | - | - | - | - | - | 432 100% ^{cd} | - | 432 29% ⁱ | - | 432 40% ^k | 106 19% | 129 21% | 86 20% | 112 24% ^m | 29 2% | 403 45% ^q | 423 23% ^t | 6 3% |
| Mean | 47.25 | 48.58 ^b | 45.97 | 21.91 | 29.55 ^c | 39.48 ^{cd} | 49.81 ^{cd} | 59.65 ^{cd} | 71.36 ^{cd} | 26.28 | 55.41 ⁱ | 31.62 | 61.12 ^k | 45.45 | 46.39 | 47.73 ^m | 50.13 ^{mn} | 41.10 | 55.08 ^q | 48.35 ^t | 35.49 |
| Standard deviation | 17.18 | 15.96 | 18.20 | 1.76 | 2.83 | 2.81 | 2.96 | 2.91 | 4.66 | 4.49 | 12.83 | 7.57 | 9.85 | 17.19 | 17.89 | 16.56 | 16.46 | 12.54 | 19.02 | 17.18 | 12.31 |
| Standard error | 0.38 | 0.49 | 0.58 | 0.11 | 0.16 | 0.15 | 0.15 | 0.17 | 0.22 | 0.19 | 0.33 | 0.25 | 0.30 | 0.71 | 0.74 | 0.82 | 0.75 | 0.38 | 0.62 | 0.40 | 0.93 |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j - k/l - m/n/o/p - q/r - s/t

Trust in Charities 2018

ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 185
D2. Age
Base: All respondents

| | Region | | | | | | | | | | | Trust in Charities | | | Trust in Charities II | | | Importance of Charities | Change in trust | | |
|--------------------|------------|----------------|----------------|----------------------------|-------------------|-------------------|---------------|---------------|-------------|----------------|----------------|--------------------|-------------|-------------|-----------------------|-------------|------------|-------------------------|-----------------|----------------|-------------------------|
| | Total | North East (a) | North West (b) | Yorkshire & Humberside (c) | West Midlands (d) | East Midlands (e) | Wales (f) | Eastern (g) | London (h) | South East (i) | South West (j) | 8-10 (k) | 3-7 (l) | 0-2 (m) | 7-10 (n) | 4-6 (o) | 0-3 (p) | Essential | In-creased (r) | De-creased (s) | Stayed the same (t) |
| Unweighted base | 2059 | 95 | 244 | 217 | 204 | 166 | 120 | 235 | 303 | 301 | 174 | 359 | 1472 | 228 | 759 | 909 | 391 | 419 | 98 | 931 | 982 |
| Weighted base | 2059 | 102* | 265 | 204 | 204 | 183 | 122 | 204 | 285 | 285 | 204 | 356 | 1476 | 228 | 759 | 907 | 392 | 419 | 97* | 929 | 983 |
| 18-24 | 247 12% | 16 16%g | 32 12% | 30 15%g | 23 11% | 16 9% | 15 12% | 15 7% | 36 12% | 35 12% | 30 15%g | 51 14%m | 188 13%m | 8 4% | 126 17%op | 101 11%p | 20 5% | 35 8% | 29 30%st | 86 9% | 123 12% ^s |
| 25-34 | 330 16% | 12 12% | 40 15% | 38 19%ef | 39 19%ef | 21 11% | 11 9% | 33 16% | 55 19%ef | 53 19%ef | 28 14% | 64 18%m | 244 17%m | 22 10% | 131 17%p | 151 17%p | 47 12% | 64 15% | 29 30%st | 110 12% | 172 17% ^s |
| 35-44 | 391 19% | 24 24% | 53 20% | 34 17% | 44 22% | 38 21% | 21 17% | 30 15% | 57 20% | 49 17% | 41 20% | 71 20% | 272 18% | 48 21% | 140 18% | 165 18% | 87 22% | 75 18% | 18 19% | 168 18% | 199 20% |
| 45-54 | 350 17% | 21 20%j | 40 15% | 33 16% | 37 18% | 34 18% | 22 18% | 41 20%j | 53 19%j | 48 17% | 22 11% | 63 18% | 239 16% | 48 21% | 135 18% | 140 15% | 75 19% | 74 18% | 13 14% | 156 17% | 176 18% |
| 55-64 | 309 15% | 12 12% | 43 16%d | 29 14% | 18 9% | 31 17%d | 20 16% | 35 17%d | 39 14% | 40 14% | 40 20%d | 40 11% | 233 16%k | 35 15% | 94 12% | 150 17%n | 65 16% | 78 19% | 4 4% | 159 17%r | 140 14% ^r |
| 65+ | 432 21% | 16 16% | 57 22% | 40 19% | 43 21% | 44 24%h | 34 28%ah | 49 24%h | 46 16% | 61 22% | 42 21% | 65 18% | 301 20% | 66 29%kl | 134 18% | 200 22%n | 98 25%n | 93 22% | 4 4% | 251 27%rt | 174 18% ^r |
| Mean | 47.25 | 44.71 | 47.62 | 45.75 | 45.92 | 49.40ac dh | 50.04ac dh | 49.95ac dh | 45.41 | 46.97 | 47.55 | 44.97 | 46.96 | 52.66kl | 44.68 | 47.96n | 50.59no | 48.95 | 34.25 | 50.49rt | 45.97r |
| Standard deviation | 17.18 | 15.64 | 17.40 | 17.54 | 16.82 | 16.47 | 16.94 | 17.01 | 16.84 | 17.69 | 17.88 | 17.08 | 17.35 | 15.14 | 17.28 | 17.46 | 15.59 | 16.17 | 12.90 | 17.14 | 16.76 |
| Standard error | 0.38 | 1.60 | 1.11 | 1.19 | 1.18 | 1.28 | 1.55 | 1.11 | 0.97 | 1.02 | 1.36 | 0.90 | 0.45 | 1.00 | 0.63 | 0.58 | 0.79 | 0.79 | 1.30 | 0.56 | 0.53 |

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j - k/l/m - n/o/p - r/s/t
* small base

Trust in Charities 2018
ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 186
D2. Age
Base: All respondents

| | Heard of the CC | | Knowledge of CC | | Importance of CC | |
|--------------------|-----------------|-------------|-----------------|----------------------|------------------------------|------------|
| | Total | Yes (a) | No (b) | Very/Fairly well (c) | Not at all/Not very well (d) | Essential |
| Unweighted base | 2059 | 1077 | 982 | 272 | 755 | 1015 |
| Weighted base | 2059 | 1072 | 987 | 267 | 756 | 1013 |
| 18-24 | 247 12% | 65 6% | 182 18%a | 26 10%d | 39 5% | 88 9% |
| 25-34 | 330 16% | 121 11% | 209 21%a | 38 14%d | 72 10% | 128 13% |
| 35-44 | 391 19% | 166 15% | 225 23%a | 47 17% | 109 14% | 178 18% |
| 45-54 | 350 17% | 211 20%b | 139 14% | 53 20% | 143 19% | 183 18% |
| 55-64 | 309 15% | 197 18%b | 111 11% | 41 15% | 150 20% | 176 17% |
| 65+ | 432 21% | 312 29%b | 120 12% | 63 24% | 243 32%c | 260 26% |
| Mean | 47.25 | 52.45b | 41.61 | 49.32 | 53.95c | 50.25 |
| Standard deviation | 17.18 | 16.35 | 16.27 | 17.05 | 15.98 | 16.88 |
| Standard error | 0.38 | 0.50 | 0.52 | 1.03 | 0.58 | 0.53 |

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d

Trust in Charities 2018

ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 187
D3. Which of the following best describes your current working status?
Base: All respondents

| | Gender | | Age | | | | | | | Age II | | Age III | | Social Grade | | | | Working Status | | Ethnicity | |
|---|--------|----------|------------|-----------|-----------|-----------|------------------|---------------------|----------------------|-----------|---------|-----------|---------|--------------|--------|-------------------|--------------------|----------------|-----------------|-----------|------------------|
| | Total | Male (a) | Female (b) | 18-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-64 (g) | 65+ (h) | 18-34 (i) | 35+ (j) | 18-44 (k) | 45+ (l) | AB (m) | C1 (n) | C2 (o) | DE (p) | Working (q) | Not working (r) | White (s) | Non White (t) |
| Unweighted base | 2059 | 1059 | 1000 | 265 | 310 | 370 | 368 | 290 | 456 | 575 | 1484 | 945 | 1114 | 580 | 592 | 404 | 483 | 1116 | 943 | 1867 | 176 |
| Weighted base | 2059 | 1009 | 1050 | 247 | 330 | 391 | 350 | 309 | 432 | 577 | 1482 | 968 | 1091 | 562 | 603 | 437 | 457 | 1153 | 906 | 1874 | 170 |
| NET: Working | 1153 | 656 | 497 | 123 | 266 | 310 | 278 | 148 | 29 | 389 | 764 | 699 | 454 | 378 | 359 | 268 | 148 | 1153 | - | 1017 | 129 |
| | 56% | 65%b | 47% | 50%h | 81%cgh | 79%cgh | 79%cgh | 48%h | 7% | 67%j | 52% | 72%l | 42% | 67%np | 60%p | 61%p | 32% | 100%r | - | 54% | 76% ^s |
| Working full time - working 30 hours per week or more | 906 | 577 | 329 | 92 | 217 | 256 | 223 | 109 | 10 | 309 | 597 | 565 | 341 | 323 | 277 | 208 | 98 | 906 | - | 805 | 98 |
| | 44% | 57%b | 31% | 37%h | 66%cgh | 65%cgh | 64%cgh | 35%h | 2% | 54%j | 40% | 58%l | 31% | 58%nop | 46%p | 48%p | 21% | 79%r | - | 43% | 58% ^s |
| Working part time - working between 8 and 29 hours per week | 247 | 79 | 168 | 32 | 49 | 54 | 55 | 39 | 19 | 80 | 167 | 134 | 113 | 55 | 82 | 60 | 50 | 247 | - | 212 | 31 |
| | 12% | 8% | 16%a | 13%h | 15%h | 14%h | 16%h | 13%h | 4% | 14% | 11% | 14%l | 10% | 10% | 14%m | 14% | 11% | 21%r | - | 11% | 18% ^s |
| NET: Not working | 906 | 353 | 553 | 124 | 64 | 82 | 73 | 161 | 403 | 188 | 718 | 269 | 637 | 184 | 244 | 169 | 309 | - | 906 | 857 | 41 |
| | 44% | 35% | 53%a | 50%def | 19% | 21% | 21% | 52%def | 93%cd ^{ef} | 33% | 48%i | 28% | 58%k | 33% | 40%m | 39% | 68% ^{mno} | - | 100%q | 46%t | 24% |
| Not working / temporarily unemployed / sick, but seeking work | 78 | 42 | 36 | 14 | 18 | 20 | 15 | 11 | - | 32 | 46 | 52 | 26 | 9 | 4 | 12 | 52 | - | 78 | 67 | 9 |
| | 4% | 4% | 3% | 5%h | 5%h | 5%h | 4%h | 3%h | - | 5%j | 3% | 5%l | 2% | 2% | 1% | 3%n | 11% ^{mno} | - | 9%q | 4% | 6% |
| Not working and not seeking work / Student | 167 | 68 | 99 | 92 | 11 | 19 | 18 | 27 | - | 103 | 63 | 122 | 44 | 23 | 64 | 12 | 68 | - | 167 | 150 | 14 |
| | 8% | 7% | 9%a | 37%defgh | 3%h | 5%h | 5%h | 9%dh | - | 18%j | 4% | 13%l | 4% | 4% | 11%mo | 3% | 15% ^{mno} | - | 18%q | 8% | 8% |
| Retired on a state pension only | 137 | 36 | 101 | - | - | - | 1 | 12 | 125 | - | 137 | - | 137 | 8 | 17 | 23 | 88 | - | 137 | 135 | 1 |
| | 7% | 4% | 10%a | - | - | - | * | 4% ^{cdef} | 29% ^{cdefg} | - | 9%i | - | 13%k | 1% | 3% | 5%m | 19% ^{mno} | - | 15%q | 7%t | 1% |
| Retired with a private pension | 348 | 189 | 159 | - | - | 2 | 5 | 67 | 273 | - | 348 | 2 | 346 | 115 | 123 | 73 | 37 | - | 348 | 342 | 4 |
| | 17% | 19%b | 15% | - | - | * | 2% ^{cd} | 22% ^{cdef} | 63% ^{cdefg} | - | 23%i | * | 32%k | 21%p | 20%p | 17%p | 8% | - | 38%q | 18%t | 2% |
| House person, housewife, househusband, etc. | 176 | 17 | 159 | 18 | 35 | 40 | 33 | 44 | 5 | 53 | 123 | 93 | 83 | 29 | 36 | 47 | 64 | - | 176 | 163 | 12 |
| | 9% | 2% | 15%a | 7%h | 11%h | 10%h | 10%h | 14%ch | 1% | 9% | 8% | 10% | 8% | 5% | 6% | 11% ^{mn} | 14% ^{mn} | - | 19%q | 9% | 7% |

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j - k/l - m/n/o/p - q/r - s/t

Trust in Charities 2018

ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 188

D3. Which of the following best describes your current working status?**Base: All respondents**

| | Region | | | | | | | | | | | Trust in Charities | | | Trust in Charities II | | | Importance of Charities | Change in trust | | |
|---|--------|----------------|----------------|------------------------|-------------------|-------------------|-----------|--------------------|------------|----------------|----------------|--------------------|---------|---------|-----------------------|---------|---------|-------------------------|-----------------|---------------|---------------------|
| | Total | North East (a) | North West (b) | Yorkshire & Humber (c) | West Midlands (d) | East Midlands (e) | Wales (f) | East of London (g) | London (h) | South East (i) | South West (j) | 8-10 (k) | 3-7 (l) | 0-2 (m) | 7-10 (n) | 4-6 (o) | 0-3 (p) | Essential | Increased (r) | Decreased (s) | Stayed the same (t) |
| Unweighted base | 2059 | 95 | 244 | 217 | 204 | 166 | 120 | 235 | 303 | 301 | 174 | 359 | 1472 | 228 | 759 | 909 | 391 | 419 | 98 | 931 | 982 |
| Weighted base | 2059 | 102* | 265 | 204 | 204 | 183 | 122 | 204 | 285 | 285 | 204 | 356 | 1476 | 228 | 759 | 907 | 392 | 419 | 97* | 929 | 983 |
| NET: Working | 1153 | 64 | 157 | 118 | 115 | 93 | 55 | 104 | 182 | 154 | 112 | 207 | 826 | 120 | 438 | 495 | 220 | 234 | 69 | 483 | 572 |
| | 56% | 63%fg | 59%f | 58%f | 56%f | 51% | 45% | 51% | 64%efgi | 54% | 55% | 58% | 56% | 53% | 58% | 55% | 56% | 56% | 71%st | 52% | 58%st |
| Working full time - working 30 hours per week or more | 906 | 53 | 128 | 95 | 94 | 75 | 38 | 72 | 144 | 113 | 93 | 164 | 639 | 103 | 355 | 370 | 181 | 171 | 53 | 379 | 450 |
| | 44% | 52%fgi | 48%fg | 46%fg | 46%fg | 41% | 31% | 35% | 51%efgi | 40% | 46%fg | 46% | 43% | 45% | 47%o | 41% | 46% | 41% | 55%st | 41% | 46%st |
| Working part time - working between 8 and 29 hours per week | 247 | 11 | 29 | 23 | 21 | 18 | 16 | 31 | 38 | 40 | 19 | 43 | 187 | 17 | 83 | 125 | 39 | 62 | 16 | 104 | 122 |
| | 12% | 11% | 11% | 11% | 10% | 10% | 13% | 15% | 13% | 14% | 10% | 12% | 13%lm | 8% | 11% | 14% | 10% | 15% | 16% | 11% | 12% |
| NET: Not working | 906 | 37 | 108 | 86 | 89 | 90 | 68 | 100 | 103 | 132 | 92 | 149 | 649 | 108 | 321 | 413 | 172 | 185 | 28 | 447 | 412 |
| | 44% | 37% | 41% | 42% | 44% | 49%h | 55%abcd | 49%ah | 36% | 46%h | 45% | 42% | 44% | 47% | 42% | 45% | 44% | 44% | 29% | 48%rt | 42%r |
| Not working / temporarily unemployed / sick, but seeking work | 78 | 2 | 8 | 4 | 7 | 10 | 9 | 11 | 8 | 14 | 4 | 12 | 58 | 8 | 25 | 36 | 18 | 15 | 4 | 31 | 41 |
| | 4% | 2% | 3% | 2% | 4% | 6% | 8%bchj | 5% | 3% | 5% | 2% | 3% | 4% | 3% | 3% | 4% | 4% | 4% | 4% | 3% | 4% |
| Not working and not seeking work / Student | 167 | 8 | 19 | 22 | 10 | 15 | 10 | 12 | 28 | 23 | 20 | 33 | 125 | 9 | 82 | 69 | 16 | 31 | 10 | 68 | 84 |
| | 8% | 8% | 7% | 11%d | 5% | 8% | 8% | 6% | 10%d | 8% | 10% | 9%lm | 9%lm | 4% | 11%op | 8%p | 4% | 8% | 11% | 7% | 9% |
| Retired on a state pension only | 137 | 5 | 15 | 18 | 15 | 13 | 9 | 20 | 10 | 16 | 16 | 18 | 86 | 33 | 34 | 59 | 44 | 28 | - | 78 | 59 |
| | 7% | 5% | 6% | 9%h | 7% | 7% | 8% | 10%h | 4% | 6% | 8% | 5% | 6% | 14%kl | 4% | 6% | 11%no | 7% | - | 8%rt | 6%r |
| Retired with a private pension | 348 | 15 | 48 | 30 | 34 | 32 | 25 | 37 | 44 | 47 | 35 | 61 | 245 | 42 | 123 | 161 | 64 | 79 | 4 | 192 | 147 |
| | 17% | 15% | 18% | 15% | 16% | 18% | 21% | 18% | 15% | 16% | 17% | 17% | 17% | 18% | 16% | 18% | 16% | 19% | 4% | 21%rt | 15%r |
| House person, housewife, househusband, etc. | 176 | 7 | 18 | 13 | 23 | 20 | 14 | 20 | 13 | 33 | 16 | 24 | 134 | 17 | 58 | 87 | 31 | 31 | 10 | 79 | 81 |
| | 9% | 7% | 7% | 6% | 11%h | 11%h | 11%h | 10%h | 5% | 11%ch | 8% | 7% | 9% | 8% | 8% | 10% | 8% | 7% | 10% | 9% | 8% |

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j - k/l/m - n/o/p - r/s/t

* small base

Prepared by Populus

Trust in Charities 2018
ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 189

D3. Which of the following best describes your current working status?**Base: All respondents**

| | Heard of the CC | | Knowledge of CC | | Importance of CC | |
|---|-----------------|-------------------------|-------------------------|-------------------------|------------------------------|------------|
| | Total | Yes (a) | No (b) | Very/Fairly well (c) | Not at all/Not very well (d) | Essential |
| Unweighted base | 2059 | 1077 | 982 | 272 | 755 | 1015 |
| Weighted base | 2059 | 1072 | 987 | 267 | 756 | 1013 |
| NET: Working | 1153 56% | 572 53% | 581 59% ^a | 158 59% ^d | 380 50% | 507 50% |
| Working full time - working 30 hours per week or more | 906 44% | 453 42% | 453 46% | 128 48% ^d | 300 40% | 390 38% |
| Working part time - working between 8 and 29 hours per week | 247 12% | 118 11% | 129 13% | 31 11% | 79 10% | 117 12% |
| NET: Not working | 906 44% | 500 47% ^b | 406 41% | 109 41% | 376 50% ^c | 506 50% |
| Not working / temporarily unemployed / sick, but seeking work | 78 4% | 32 3% | 46 5% ^a | 7 3% | 22 3% | 39 4% |
| Not working and not seeking work / Student | 167 8% | 54 5% | 112 11% ^a | 17 6% | 34 4% | 86 8% |
| Retired on a state pension only | 137 7% | 86 8% ^b | 51 5% | 10 4% | 72 10% ^c | 84 8% |
| Retired with a private pension | 348 17% | 260 24% ^b | 88 9% | 64 24% | 194 26% | 210 21% |
| House person, housewife, househusband, etc. | 176 9% | 69 6% | 107 11% ^a | 12 4% | 54 7% | 87 9% |

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d

Prepared by Populus

Trust in Charities 2018

ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 190
D4. SEG
Base: All respondents

| | Gender | | Age | | | | | | Age II | | Age III | | Social Grade | | | | Working Status | | Ethnicity | | |
|-----------------|------------|-------------------------|-------------------------|----------------------------|----------------------------|-------------------------|------------------------|--------------------------|---------------------------|-------------------------|-------------------------|-------------------------|-------------------------|----------------------------|----------------------------|----------------------------|----------------------------|-------------------------|-------------------------|-------------------------|------------------------|
| | Total | Male (a) | Female (b) | 18-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-64 (g) | 65+ (h) | 18-34 (i) | 35+ (j) | 18-44 (k) | 45+ (l) | AB (m) | C1 (n) | C2 (o) | DE (p) | Working (q) | Not working (r) | White (s) | Non White (t) |
| Unweighted base | 2059 | 1059 | 1000 | 265 | 310 | 370 | 368 | 290 | 456 | 575 | 1484 | 945 | 1114 | 580 | 592 | 404 | 483 | 1116 | 943 | 1867 | 176 |
| Weighted base | 2059 | 1009 | 1050 | 247 | 330 | 391 | 350 | 309 | 432 | 577 | 1482 | 968 | 1091 | 562 | 603 | 437 | 457 | 1153 | 906 | 1874 | 170 |
| A | 154 7% | 88 9% ^b | 66 6% | 23 9% | 24 7% | 33 8% | 25 7% | 18 6% | 31 7% | 47 8% | 107 7% | 80 8% | 74 7% | 154 27% ^{nop} | - | - | - | 101 9% ^r | 54 6% | 136 7% | 18 10% |
| B | 407 20% | 215 21% | 193 18% | 42 17% | 90 27% ^{cfgh} | 85 22% ^g | 68 19% | 47 15% | 75 17% | 133 23% ^j | 275 19% | 218 23% ^l | 190 17% | 407 73% ^{nop} | - | - | - | 277 24% ^r | 130 14% | 359 19% | 46 27% ^s |
| C1 | 603 29% | 262 26% | 341 32% ^a | 95 38% ^{defgh} | 93 28% | 107 27% | 94 27% | 84 27% | 129 30% | 188 33% ^j | 415 28% | 296 31% | 307 28% | - | 603 100% ^{mop} | - | - | 359 31% ^r | 244 27% | 544 29% | 54 32% |
| C2 | 437 21% | 230 23% | 207 20% | 40 16% | 75 23% ^c | 78 20% | 88 25% ^c | 70 23% | 86 20% | 115 20% | 322 22% | 193 20% | 244 22% | - | - | 437 100% ^{mnp} | - | 268 23% ^r | 169 19% | 409 22% | 27 16% |
| D | 223 11% | 123 12% ^b | 99 9% | 29 12% | 28 8% | 51 13% | 34 10% | 42 14% ^d | 39 9% | 57 10% | 166 11% | 107 11% | 115 11% | - | - | - | 223 49% ^{mno} | 142 12% ^r | 81 9% | 204 11% | 18 11% |
| E | 235 11% | 91 9% | 144 14% ^a | 18 7% | 19 6% | 37 9% | 41 12% ^d | 47 15% ^{cde} | 72 17% ^{cdef} | 37 6% | 198 13% ⁱ | 74 8% | 161 15% ^k | - | - | - | 235 51% ^{mno} | 6 1% | 229 25% ^q | 223 12% ^t | 7 4% |
| NET: AB | 562 27% | 303 30% ^b | 259 25% | 65 26% | 114 35% ^{cfgh} | 118 30% ^g | 93 26% | 65 21% | 106 25% | 180 31% ^j | 382 26% | 298 31% ^l | 264 24% | 562 100% ^{nop} | - | - | - | 378 33% ^r | 184 20% | 495 26% | 64 38% ^s |
| NET: DE | 457 22% | 214 21% | 243 23% | 47 19% | 47 14% | 88 22% ^d | 75 21% ^d | 90 29% ^{cdf} | 112 26% ^{cd} | 94 16% | 364 25% ⁱ | 181 19% | 276 25% ^k | - | - | - | 457 100% ^{mno} | 148 13% | 309 34% ^q | 426 23% ^t | 25 15% |

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j - k/l - m/n/o/p - q/r - s/t

Trust in Charities 2018

ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 191
D4. SEG
Base: All respondents

| | Total | Region | | | | | | | | | | Trust in Charities | | | Trust in Charities II | | | Importance of Charities | Change in trust | | |
|-----------------|------------|----------------|----------------|------------------------|-------------------|-------------------|-------------------|-------------|---------------------------|------------------------|----------------|--------------------|-----------------|-----------------|-----------------------|-----------------|------------------|-------------------------|-----------------|---------------|---------------|
| | | North East (a) | North West (b) | Yorkshire & Humber (c) | West Midlands (d) | East Midlands (e) | Wales (f) | Eastern (g) | London (h) | South East (i) | South West (j) | 8-10 (k) | 3-7 (l) | 0-2 (m) | 7-10 (n) | 4-6 (o) | 0-3 (p) | | Essential | Increased (r) | Decreased (s) |
| Unweighted base | 2059 | 95 | 244 | 217 | 204 | 166 | 120 | 235 | 303 | 301 | 174 | 359 | 1472 | 228 | 759 | 909 | 391 | 419 | 98 | 931 | 982 |
| Weighted base | 2059 | 102* | 265 | 204 | 204 | 183 | 122 | 204 | 285 | 285 | 204 | 356 | 1476 | 228 | 759 | 907 | 392 | 419 | 97* | 929 | 983 |
| A | 154 7% | 10 10% | 15 6% | 11 5% | 8 4% | 12 6% | 6 5% | 16 8% | 30 10%cd | 29 10%cd | 18 9% | 34 10% | 108 7% | 12 5% | 72 9%op | 60 7% | 22 6% | 39 9% | 11 11% | 70 8% | 71 7% |
| B | 407 20% | 19 19%f | 62 23%cfj | 25 12% | 41 20%cf | 37 20%cf | 10 8% | 34 17%f | 81 28%cdfg j | 67 24%cfj | 31 15% | 77 22% | 290 20% | 40 18% | 165 22% | 163 18% | 79 20% | 81 19% | 18 19% | 200 21% | 186 19% |
| C1 | 603 29% | 33 32% | 63 24% | 76 37%bdei | 53 26% | 44 24% | 36 29% | 66 32%b | 92 32%b | 74 26% | 66 32%b | 105 29% m | 449 30% m | 50 22% | 237 31% p | 280 31% p | 86 22% | 134 32% | 34 35% | 255 27% | 300 30% |
| C2 | 437 21% | 17 16% | 65 25%h | 48 23%h | 53 26%h | 49 26%h | 30 24%h | 40 20% | 40 14% | 58 20%h | 37 18% | 69 19% | 310 21% | 58 25% | 134 18% | 211 23% n | 92 23% n | 76 18% | 17 17% | 201 22% | 204 21% |
| D | 223 11% | 15 15%h | 31 12%h | 22 11%h | 29 14%h | 16 9% | 22 18% eghi | 19 10% | 17 6% | 27 9% | 25 12%h | 34 10% | 159 11% | 30 13% | 76 10% | 92 10% | 55 14% no | 43 10% | 10 10% | 87 9% | 115 12% |
| E | 235 11% | 8 8% | 29 11% | 22 11% | 19 9% | 25 14% | 19 15% | 29 14% | 25 9% | 31 11% | 27 13% | 37 11% | 159 11% | 38 17% kl | 75 10% | 102 11% | 58 15% n | 45 11% | 7 8% | 116 12% | 106 11% |
| NET: AB | 562 27% | 29 29%cf | 77 29%cf | 36 18% | 50 24%f | 49 27%cf | 16 13% | 49 24%f | 111 39% bcde fgj | 96 34% cdfg j | 48 24%f | 111 31% m | 398 27% | 52 23% | 237 31% o | 223 25% | 101 26% | 121 29% | 29 30% | 270 29% | 257 26% |
| NET: DE | 457 22% | 23 22% | 60 23%h | 44 22%h | 48 23%h | 42 23%h | 41 33% bchi | 48 24%h | 42 15% | 58 20% | 52 26%h | 71 20% | 318 22% | 68 30% kl | 151 20% | 193 21% | 113 29% no | 88 21% | 17 18% | 203 22% | 222 23% |

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j - k/l/m - n/o/p - r/s/t
* small base

Trust in Charities 2018
ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 192
D4. SEG
Base: All respondents

| | Heard of the CC | | Knowledge of CC | | Importance of CC | |
|-----------------|-----------------|-------------------------|-------------------------|------------------------|------------------------------|------------|
| | Total | Yes (a) | No (b) | Very/Fairly well (c) | Not at all/Not very well (d) | Essential |
| Unweighted base | 2059 | 1077 | 982 | 272 | 755 | 1015 |
| Weighted base | 2059 | 1072 | 987 | 267 | 756 | 1013 |
| A | 154 7% | 93 9% ^b | 61 6% | 34 13% ^d | 54 7% | 71 7% |
| B | 407 20% | 237 22% ^b | 170 17% | 65 24% | 161 21% | 209 21% |
| C1 | 603 29% | 334 31% | 269 27% | 80 30% | 238 31% | 297 29% |
| C2 | 437 21% | 194 18% | 243 25% ^a | 39 15% | 148 20% | 209 21% |
| D | 223 11% | 91 8% | 132 13% ^a | 25 9% | 63 8% | 99 10% |
| E | 235 11% | 123 11% | 112 11% | 24 9% | 91 12% | 128 13% |
| NET: AB | 562 27% | 330 31% ^b | 232 23% | 99 37% ^d | 216 29% | 281 28% |
| NET: DE | 457 22% | 214 20% | 243 25% ^a | 48 18% | 154 20% | 227 22% |

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d

Trust in Charities 2018

ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 193
D5. Are you the Chief Income Earner?
Base: All respondents

| | Gender | | Age | | | | | | | Age II | | Age III | | Social Grade | | | | Working Status | | Ethnicity | |
|-----------------|-------------|-------------|---------------|----------------|----------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|-------------|--------------|-------------|--------------|-------------|----------------|-----------------------|--------------|---------------------|
| | Total | Male (a) | Female (b) | 18-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-64 (g) | 65+ (h) | 18-34 (i) | 35+ (j) | 18-44 (k) | 45+ (l) | AB (m) | C1 (n) | C2 (o) | DE (p) | Working (q) | Not working (r) | White (s) | Non White (t) |
| Unweighted base | 2059 | 1059 | 1000 | 265 | 310 | 370 | 368 | 290 | 456 | 575 | 1484 | 945 | 1114 | 580 | 592 | 404 | 483 | 1116 | 943 | 1867 | 176 |
| Weighted base | 2059 | 1009 | 1050 | 247 | 330 | 391 | 350 | 309 | 432 | 577 | 1482 | 968 | 1091 | 562 | 603 | 437 | 457 | 1153 | 906 | 1874 | 170 |
| Yes | 1366 66% | 856 85%b | 509 49% | 92 37% | 206 63%c | 283 72%cd | 261 75%cd | 217 70%cd | 307 71%cd | 298 52% | 1068 72%i | 581 60% | 785 72%k | 372 66%o | 412 68%o | 258 59% | 325 71%o | 872 76%r | 493 54% | 1250 67% | 108 63% |
| No | 693 34% | 153 15% | 541 51%a | 155 63%defg | 123 37%efgh | 109 28% | 89 25% | 92 30% | 125 29% | 279 48%j | 415 28% | 387 40%l | 306 28% | 190 34% | 192 32% | 179 41%mp | 133 29% | 281 24% | 413 46%q | 624 33% | 62 37% |

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j - k/l - m/n/o/p - q/r - s/t

Trust in Charities 2018
ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 194
D5. Are you the Chief Income Earner?
Base: All respondents

| | Region | | | | | | | | | | | Trust in Charities | | | Trust in Charities II | | | Importance of Charities | Change in trust | | |
|-----------------|-------------|----------------|----------------|------------------------|-------------------|-------------------|-----------|--------------|--------------|----------------|----------------|--------------------|--------------|-------------|-----------------------|--------------|-------------|-------------------------|-----------------|----------------|---------------------|
| | Total | North East (a) | North West (b) | Yorkshire & Humber (c) | West Midlands (d) | East Midlands (e) | Wales (f) | East-ern (g) | London (h) | South East (i) | South West (j) | 8-10 (k) | 3-7 (l) | 0-2 (m) | 7-10 (n) | 4-6 (o) | 0-3 (p) | Essen-tial | In-creased (r) | De-creased (s) | Stayed the same (t) |
| Unweighted base | 2059 | 95 | 244 | 217 | 204 | 166 | 120 | 235 | 303 | 301 | 174 | 359 | 1472 | 228 | 759 | 909 | 391 | 419 | 98 | 931 | 982 |
| Weighted base | 2059 | 102* | 265 | 204 | 204 | 183 | 122 | 204 | 285 | 285 | 204 | 356 | 1476 | 228 | 759 | 907 | 392 | 419 | 97* | 929 | 983 |
| Yes | 1366 66% | 71 70% | 180 68% | 140 69% | 125 61% | 129 70% | 86 70% | 132 65% | 200 70%di | 175 61% | 128 63% | 251 71%l | 949 64% | 165 73%l | 520 68%o | 570 63% | 276 70%o | 286 68% | 64 66% | 607 65% | 665 68% |
| No | 693 34% | 31 30% | 85 32% | 64 31% | 79 39%h | 54 30% | 37 30% | 72 35% | 85 30% | 111 39%h | 76 37% | 105 29% | 526 36%km | 62 27% | 240 32% | 338 37%np | 116 30% | 133 32% | 33 34% | 322 35% | 319 32% |

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j - k/l/m - n/o/p - r/s/t

* small base

Trust in Charities 2018
ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 195
D5. Are you the Chief Income Earner?
Base: All respondents

| | Heard of the CC | | Knowledge of CC | | Importance of CC | |
|-----------------|-----------------|-------------------------|-------------------------|----------------------|------------------------------|------------|
| | Total | Yes (a) | No (b) | Very/Fairly well (c) | Not at all/Not very well (d) | Essential |
| Unweighted base | 2059 | 1077 | 982 | 272 | 755 | 1015 |
| Weighted base | 2059 | 1072 | 987 | 267 | 756 | 1013 |
| Yes | 1366 66% | 754 70% ^b | 612 62% | 200 75% | 520 69% | 670 66% |
| No | 693 34% | 319 30% | 375 38% ^a | 67 25% | 236 31% | 343 34% |

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d

Trust in Charities 2018

ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 196
D6. To which of the following ethnic groups do you consider you belong?
Base: All respondents

| | Gender | | Age | | | | | | | Age II | | Age III | | Social Grade | | | | Working Status | | Ethnicity | |
|--------------------|-------------|------------|------------|----------------------|----------------------|----------------------|-----------------------|------------------------|------------------------|--------------------|----------------------|---------------------|----------------------|---------------------|-------------------|---------------------|---------------------|---------------------|---------------------|-----------------------|----------------------|
| | Total | Male (a) | Female (b) | 18-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-64 (g) | 65+ (h) | 18-34 (i) | 35+ (j) | 18-44 (k) | 45+ (l) | AB (m) | C1 (n) | C2 (o) | DE (p) | Working (q) | Not working (r) | White (s) | Non White (t) |
| Unweighted base | 2059 | 1059 | 1000 | 265 | 310 | 370 | 368 | 290 | 456 | 575 | 1484 | 945 | 1114 | 580 | 592 | 404 | 483 | 1116 | 943 | 1867 | 176 |
| Weighted base | 2059 | 1009 | 1050 | 247 | 330 | 391 | 350 | 309 | 432 | 577 | 1482 | 968 | 1091 | 562 | 603 | 437 | 457 | 1153 | 906 | 1874 | 170 |
| White | 1874 91% | 920 91% | 954 91% | 208 84% | 276 84% | 342 87% | 322 92% <i>cde</i> | 303 98% <i>cdef</i> | 423 98% <i>cdef</i> | 484 84% | 1390 94% <i>i</i> | 826 85% | 1048 96% <i>k</i> | 495 88% | 544 90% | 409 94% <i>m</i> | 426 93% <i>m</i> | 1017 88% | 857 95% <i>q</i> | 1874 100% <i>t</i> | - |
| NET: BAME | 170 8% | 83 8% | 88 8% | 38 16% <i>fgh</i> | 50 15% <i>fgh</i> | 45 12% <i>fgh</i> | 25 7% <i>gh</i> | 6 2% | 6 1% | 89 15% <i>j</i> | 82 6% | 134 14% <i>l</i> | 36 3% | 64 11% <i>op</i> | 54 9% <i>p</i> | 27 6% | 25 6% | 129 11% <i>r</i> | 41 5% | - | 170 100% <i>s</i> |
| Mixed | 34 2% | 15 2% | 19 2% | 10 4% <i>efgh</i> | 10 3% <i>fh</i> | 5 1% | 3 1% | 4 1% | 3 1% | 20 4% <i>j</i> | 14 1% | 25 3% <i>l</i> | 9 1% | 11 2% | 13 2% | 5 1% | 6 1% | 20 2% | 14 2% | - | 34 20% <i>s</i> |
| Asian | 80 4% | 44 4% | 36 3% | 20 8% <i>fgh</i> | 20 6% <i>gh</i> | 28 7% <i>fgh</i> | 11 3% <i>gh</i> | - | 2 * | 39 7% <i>j</i> | 40 3% | 67 7% <i>l</i> | 13 1% | 33 6% <i>no</i> | 19 3% | 13 3% | 15 3% | 63 5% <i>r</i> | 17 2% | - | 80 47% <i>s</i> |
| Black | 38 2% | 14 1% | 24 2% | 3 1% | 13 4% <i>gh</i> | 10 2% <i>h</i> | 9 3% <i>h</i> | 2 1% | 1 * | 17 3% <i>j</i> | 22 1% | 26 3% <i>l</i> | 12 1% | 14 2% <i>p</i> | 14 2% <i>p</i> | 7 2% | 3 1% | 34 3% <i>r</i> | 4 * | - | 38 22% <i>s</i> |
| Chinese | 12 1% | 7 1% | 6 1% | 3 1% <i>gh</i> | 5 2% <i>gh</i> | 2 1% | 2 1% | - | - | 8 1% <i>j</i> | 4 * | 11 1% <i>l</i> | 2 * | 6 1% | 5 1% | 1 * | 1 * | 10 1% | 3 * | - | 12 7% <i>s</i> |
| Other ethnic group | 6 * | 3 * | 3 * | 2 1% | 2 1% | 1 * | 1 * | - | - | 4 1% <i>j</i> | 2 * | 5 * | 1 * | 1 * | 4 1% | 1 * | - | 2 * | 4 * | - | 6 3% <i>s</i> |
| Refused | 14 1% | 7 1% | 8 1% | 1 * | 3 1% | 4 1% | 3 1% | - | 3 1% | 4 1% | 10 1% | 8 1% | 6 1% | 3 * | 5 1% | 1 * | 5 1% | 7 1% | 8 1% | - | - |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j - k/l - m/n/o/p - q/r - s/t

Trust in Charities 2018

ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 197

D6. To which of the following ethnic groups do you consider you belong?

Base: All respondents

| | Region | | | | | | | | | | Trust in Charities | | | Trust in Charities II | | | Importance of Charities | Change in trust | | | |
|--------------------|-------------|----------------|----------------|----------------------------|-------------------|-------------------|--------------|--------------|------------------------|----------------|------------------------|------------|-------------|-----------------------|------------|------------|-------------------------|-----------------|-----------|----------------|----------------|
| | Total | North East (a) | North West (b) | Yorkshire & Humberside (c) | West Midlands (d) | East Midlands (e) | Wales (f) | Eastern (g) | London (h) | South East (i) | South West (j) | 8-10 (k) | 3-7 (l) | 0-2 (m) | 7-10 (n) | 4-6 (o) | | 0-3 (p) | Essential | In-creased (r) | De-creased (s) |
| Unweighted base | 2059 | 95 | 244 | 217 | 204 | 166 | 120 | 235 | 303 | 301 | 174 | 359 | 1472 | 228 | 759 | 909 | 391 | 419 | 98 | 931 | 982 |
| Weighted base | 2059 | 102* | 265 | 204 | 204 | 183 | 122 | 204 | 285 | 285 | 204 | 356 | 1476 | 228 | 759 | 907 | 392 | 419 | 97* | 929 | 983 |
| White | 1874 91% | 101 99%bdhi | 246 93%h | 192 94%h | 182 89%h | 173 94%h | 118 96%dh | 196 96%dh | 200 70% | 266 93%h | 203 99%bcde fghi | 327 92% | 1341 91% | 206 90% | 694 91% | 822 91% | 359 91% | 383 92% | 84 86% | 849 91% | 897 91% |
| NET: BAME | 170 8% | 1 1% | 17 7%j | 12 6%j | 22 11%afgij | 10 5%j | 5 4%j | 7 4%j | 79 28%abcde fgij | 16 6%j | 1 1% | 27 8% | 125 8% | 18 8% | 60 8% | 82 9% | 29 7% | 33 8% | 12 13% | 74 8% | 80 8% |
| Mixed | 34 2% | - - | 1 * | 3 1% | 5 2% | 5 3% | 1 1% | 1 1% | 12 4%abgj | 6 2% | 1 1% | 3 1% | 31 2%am | - - | 8 1% | 24 3%np | 3 1% | 4 1% | 1 1% | 16 2% | 18 2% |
| Asian | 80 4% | 1 1% | 9 3%j | 5 3%j | 11 6%gij | 4 2%j | 3 2%j | 2 1% | 40 14%abcde fgij | 5 2% | - - | 15 4% | 57 4% | 8 3% | 35 5% | 32 4% | 12 3% | 14 3% | 9 9%st | 33 4% | 34 3% |
| Black | 38 2% | - - | 7 3%eij | 2 1% | 3 1% | - - | 1 1% | 3 1% | 21 8%abcde fgij | 1 * | - - | 4 1% | 25 2% | 9 4%kl | 9 1% | 19 2% | 11 3% | 13 3% | 2 2% | 21 2% | 16 2% |
| Chinese | 12 1% | - - | - - | 2 1% | 2 1% | 1 * | - - | 2 1% | 4 1% | 2 1% | - - | 4 1% | 7 * | 2 1% | 5 1% | 4 * | 3 1% | 1 * | 1 1% | 4 * | 7 1% |
| Other ethnic group | 6 * | - - | 1 * | - - | 1 1% | - - | - - | - - | 2 1% | 2 1% | - - | 1 * | 5 * | - - | 3 * | 3 * | - - | - - | - - | 1 * | 5 * |
| Refused | 14 1% | - - | 2 1% | - - | - - | 1 1% | - - | 1 * | 7 2%cdj | 4 1% | - - | 2 * | 9 1% | 3 1% | 6 1% | 4 * | 4 1% | 3 1% | 1 1% | 7 1% | 7 1% |

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j - k/l/m - n/o/p - r/s/t

* small base

Trust in Charities 2018
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Absolutes/col percents

Table 198

D6. To which of the following ethnic groups do you consider you belong?**Base: All respondents**

| | Total | Heard of the CC | | Knowledge of CC | | Importance of CC |
|--------------------|-------------|--------------------------|-------------------------|------------------------|------------------------------|------------------|
| | | Yes (a) | No (b) | Very/Fairly well (c) | Not at all/Not very well (d) | Essential |
| Unweighted base | 2059 | 1077 | 982 | 272 | 755 | 1015 |
| Weighted base | 2059 | 1072 | 987 | 267 | 756 | 1013 |
| White | 1874 91% | 1002 93% ^b | 872 88% | 235 88% | 722 95% ^c | 928 92% |
| NET: BAME | 170 8% | 63 6% | 108 11% ^a | 29 11% ^d | 29 4% | 76 7% |
| Mixed | 34 2% | 15 1% | 20 2% | 4 1% | 10 1% | 14 1% |
| Asian | 80 4% | 31 3% | 49 5% ^a | 18 7% ^d | 11 1% | 30 3% |
| Black | 38 2% | 14 1% | 25 2% ^a | 7 2% ^d | 6 1% | 23 2% |
| Chinese | 12 1% | 4 * | 9 1% | 1 * | 3 * | 7 1% |
| Other ethnic group | 6 * | - - | 6 1% ^a | - - | - - | 2 * |
| Refused | 14 1% | 8 1% | 7 1% | 3 1% | 5 1% | 9 1% |

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d

Trust in Charities 2018

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Absolutes/col percents

Table 199

D7. Which of the following describes where you live?**Base: All respondents**

| | Gender | | | Age | | | | | | Age II | | Age III | | Social Grade | | | | Working Status | | Ethnicity | |
|--------------------------|------------|---------------------|---------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------|---------------------|--------------|---------------------|-----------------------|---------------------|--------------------|--------------------|---------------------|-----------------------|---------------------|---------------------|
| | Total | Male (a) | Female (b) | 18-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-64 (g) | 65+ (h) | 18-34 (i) | 35+ (j) | 18-44 (k) | 45+ (l) | AB (m) | C1 (n) | C2 (o) | DE (p) | Working (q) | Not working (r) | White (s) | Non White (t) |
| Unweighted base | 2059 | 1059 | 1000 | 265 | 310 | 370 | 368 | 290 | 456 | 575 | 1484 | 945 | 1114 | 580 | 592 | 404 | 483 | 1116 | 943 | 1867 | 176 |
| Weighted base | 2059 | 1009 | 1050 | 247 | 330 | 391 | 350 | 309 | 432 | 577 | 1482 | 968 | 1091 | 562 | 603 | 437 | 457 | 1153 | 906 | 1874 | 170 |
| North East | 102 5% | 55 5% | 47 5% | 16 7% | 12 4% | 24 6% | 21 6% | 12 4% | 16 4% | 29 5% | 73 5% | 53 5% | 49 5% | 29 5% | 33 5% | 17 4% | 23 5% | 64 6% | 37 4% | 101 5%t | 1 1% |
| North West | 265 13% | 126 13% | 139 13% | 32 13% | 40 12% | 53 14% | 40 12% | 43 14% | 57 13% | 71 12% | 194 13% | 125 13% | 140 13% | 77 14% | 63 10% | 65 15% <i>n</i> | 60 13% | 157 14% | 108 12% | 246 13% | 17 10% |
| Yorkshire and the Humber | 204 10% | 110 11% | 94 9% | 30 12% | 38 12% | 34 9% | 33 10% | 29 9% | 40 9% | 68 12% | 136 9% | 102 11% | 102 9% | 36 6% | 76 13% <i>m</i> | 48 11% <i>m</i> | 44 10% <i>m</i> | 118 10% | 86 10% | 192 10% | 12 7% |
| West Midlands | 204 10% | 90 9% | 114 11% | 23 9% | 39 12% <i>g</i> | 44 11% <i>g</i> | 37 10% <i>g</i> | 18 6% | 43 10% | 62 11% | 142 10% | 106 11% | 98 9% | 50 9% | 53 9% | 53 12% | 48 10% | 115 10% | 89 10% | 182 10% | 22 13% |
| East Midlands | 183 9% | 105 10% <i>b</i> | 79 8% | 16 7% | 21 6% | 38 10% | 34 10% | 31 10% | 44 10% | 37 6% | 147 10% <i>i</i> | 75 8% | 108 10% | 49 9% | 44 7% | 49 11% <i>n</i> | 42 9% | 93 8% | 90 10% | 173 9% | 10 6% |
| Wales | 122 6% | 69 7% | 53 5% | 15 6% | 11 3% | 21 5% | 22 6% | 20 6% | 34 8% <i>d</i> | 26 5% | 96 6% | 47 5% | 76 7% <i>k</i> | 16 3% | 36 6% <i>m</i> | 30 7% <i>m</i> | 41 9% <i>m</i> | 55 5% | 68 7% <i>q</i> | 118 6% | 5 3% |
| East of England | 204 10% | 86 9% | 118 11% <i>a</i> | 15 6% | 33 10% | 30 8% | 41 12% <i>c</i> | 35 11% <i>c</i> | 49 11% <i>c</i> | 49 8% | 155 10% | 79 8% | 125 11% <i>k</i> | 49 9% | 66 11% | 40 9% | 48 11% | 104 9% | 100 11% | 196 10% <i>t</i> | 7 4% |
| London | 285 14% | 149 15% | 136 13% | 36 14% | 55 17% <i>h</i> | 57 15% | 53 15% | 39 13% | 46 11% | 90 16% | 195 13% | 147 15% | 138 13% | 111 20% <i>nop</i> | 92 15% <i>op</i> | 40 9% | 42 9% | 182 16% <i>r</i> | 103 11% | 200 11% | 79 46% <i>s</i> |
| South East | 285 14% | 128 13% | 157 15% | 35 14% | 53 16% | 49 12% | 48 14% | 40 13% | 61 14% | 88 15% | 198 13% | 136 14% | 149 14% | 96 17% <i>np</i> | 74 12% | 58 13% | 58 13% | 154 13% | 132 15% | 266 14% | 16 10% |
| South West | 204 10% | 91 9% | 113 11% | 30 12% <i>f</i> | 28 8% | 41 11% <i>f</i> | 22 6% | 40 13% <i>f</i> | 42 10% | 58 10% | 146 10% | 99 10% | 105 10% | 48 9% | 66 11% | 37 9% | 52 11% | 112 10% | 92 10% | 203 11% <i>t</i> | 1 1% |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j - k/l - m/n/o/p - q/r - s/t

Trust in Charities 2018

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Absolutes/col percents

Table 200

D7. Which of the following describes where you live?**Base: All respondents**

| | Region | | | | | | | | | | | Trust in Charities | | | Trust in Charities II | | | Importance of Charities | Change in trust | | |
|--------------------------|------------|---------------------|---------------------|------------------------|---------------------|---------------------|---------------------|---------------------|---------------------|----------------|----------------|--------------------|------------|-----------|-----------------------|-----------------|-----------|-------------------------|-----------------|-----------------|---------------|
| | Total | North East (a) | North West (b) | Yorkshire & Humber (c) | West Midlands (d) | East Midlands (e) | Wales (f) | East of England (g) | London (h) | South East (i) | South West (j) | 8-10 (k) | 3-7 (l) | 0-2 (m) | 7-10 (n) | 4-6 (o) | 0-3 (p) | | Essential | Increased (r) | Decreased (s) |
| Unweighted base | 2059 | 95 | 244 | 217 | 204 | 166 | 120 | 235 | 303 | 301 | 174 | 359 | 1472 | 228 | 759 | 909 | 391 | 419 | 98 | 931 | 982 |
| Weighted base | 2059 | 102* | 265 | 204 | 204 | 183 | 122 | 204 | 285 | 285 | 204 | 356 | 1476 | 228 | 759 | 907 | 392 | 419 | 97* | 929 | 983 |
| North East | 102 5% | 102 100% ghij | - | - | - | - | - | - | - | - | - | 22 6% | 71 5% | 9 4% | 40 5% | 47 5% | 16 4% | 26 6% | 3 3% | 47 5% | 51 5% |
| North West | 265 13% | - | 265 100% ghij | - | - | - | - | - | - | - | - | 50 14% | 185 13% | 30 13% | 107 14% | 105 12% | 54 14% | 43 10% | 15 15% | 124 13% | 120 12% |
| Yorkshire and the Humber | 204 10% | - | - | 204 100% ghij | - | - | - | - | - | - | - | 25 7% | 153 10% | 26 12% | 57 8% | 110 12% n | 37 9% | 29 7% | 10 10% | 106 11% t | 84 8% |
| West Midlands | 204 10% | - | - | - | 204 100% ghij | - | - | - | - | - | - | 39 11% | 141 10% | 24 11% | 78 10% | 80 9% | 46 12% | 44 11% | 13 14% | 95 10% | 86 9% |
| East Midlands | 183 9% | - | - | - | - | 183 100% ghij | - | - | - | - | - | 29 8% | 133 9% | 21 9% | 70 9% | 79 9% | 35 9% | 35 8% | 8 8% | 88 9% | 84 9% |
| Wales | 122 6% | - | - | - | - | - | 122 100% ghij | - | - | - | - | 22 6% | 84 6% | 16 7% | 43 6% | 52 6% | 28 7% | 25 6% | 6 6% | 50 5% | 63 6% |
| East of England | 204 10% | - | - | - | - | - | - | 204 100% fhij | - | - | - | 40 11% | 146 10% | 19 8% | 68 9% | 104 11% | 32 8% | 41 10% | 8 8% | 85 9% | 108 11% |
| London | 285 14% | - | - | - | - | - | - | - | 285 100% fgij | - | - | 52 15% | 202 14% | 31 14% | 110 14% | 125 14% | 51 13% | 64 15% | 15 16% | 128 14% | 136 14% |

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j - k/l/m - n/o/p - r/s/t
 * small base

Prepared by Populus

Trust in Charities 2018

ONLINE Fieldwork: 22nd-25th February 2018

Absolutes/col percents

Table 200

D7. Which of the following describes where you live?**Base: All respondents**

| | Region | | | | | | | | | | Trust in Charities | | | Trust in Charities II | | | Importance of Charities | Change in trust | | |
|---------------|--------|----------------|----------------|----------------------------|-------------------|-------------------|-----------|--------------|------------|----------------|--------------------|----------|---------|-----------------------|----------|---------|-------------------------|-----------------|----------------|----------------|
| | Total | North East (a) | North West (b) | Yorkshire & Humberside (c) | West Midlands (d) | East Midlands (e) | Wales (f) | East-ern (g) | London (h) | South East (i) | South West (j) | 8-10 (k) | 3-7 (l) | 0-2 (m) | 7-10 (n) | 4-6 (o) | 0-3 (p) | Essential | In-creased (r) | De-creased (s) |
| Weighted base | 2059 | 102* | 265 | 204 | 204 | 183 | 122 | 204 | 285 | 204 | 356 | 1476 | 228 | 759 | 907 | 392 | 419 | 97* | 929 | 983 |
| South East | 285 | - | - | - | - | - | - | - | 285 | - | 53 | 207 | 26 | 121 | 112 | 53 | 64 | 15 | 119 | 143 |
| | 14% | - | - | - | - | - | - | - | 100%abcde | - | 15% | 14% | 11% | 16%o | 12% | 13% | 15% | 15% | 13% | 15% |
| South West | 204 | - | - | - | - | - | - | - | - | 204 | 26 | 154 | 25 | 66 | 96 | 42 | 48 | 4 | 89 | 108 |
| | 10% | - | - | - | - | - | - | - | - | 100%abcde | 7% | 10% | 11% | 9% | 11% | 11% | 11% | 4% | 10% | 11%r |
| | | | | | | | | | | fg | | | | | | | | | | |

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j - k/l/m - n/o/p - r/s/t

* small base

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Absolutes/col percents

Table 201
D7. Which of the following describes where you live?
Base: All respondents

| | Total | Heard of the CC | | Knowledge of CC | | Importance of CC |
|--------------------------|------------|-------------------------|------------|------------------------|------------------------------|------------------|
| | | Yes (a) | No (b) | Very/Fairly well (c) | Not at all/Not very well (d) | Essential |
| Unweighted base | 2059 | 1077 | 982 | 272 | 755 | 1015 |
| Weighted base | 2059 | 1072 | 987 | 267 | 756 | 1013 |
| North East | 102 5% | 53 5% | 49 5% | 10 4% | 40 5% | 47 5% |
| North West | 265 13% | 131 12% | 134 14% | 34 13% | 93 12% | 123 12% |
| Yorkshire and the Humber | 204 10% | 98 9% | 106 11% | 25 9% | 67 9% | 98 10% |
| West Midlands | 204 10% | 100 9% | 103 10% | 22 8% | 71 9% | 105 10% |
| East Midlands | 183 9% | 109 10% ^b | 75 8% | 26 10% | 79 10% | 93 9% |
| Wales | 122 6% | 67 6% | 55 6% | 17 6% | 48 6% | 62 6% |
| East of England | 204 10% | 106 10% | 98 10% | 21 8% | 79 10% | 106 10% |
| London | 285 14% | 152 14% | 133 13% | 50 19% ^d | 93 12% | 130 13% |
| South East | 285 14% | 137 13% | 149 15% | 35 13% | 99 13% | 145 14% |
| South West | 204 10% | 120 11% ^b | 84 8% | 28 11% | 86 11% | 106 10% |

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d