

# Charity Commission Public Trust Survey 2023

## Online Fieldwork: 24th to 31st January 2023

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**

|                     | Gender |             |             | Age         |            |            |            |            |            | SEG        |            |            |            | Region     |            |                          |               |               |            |                 |            |            |            |            |
|---------------------|--------|-------------|-------------|-------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|--------------------------|---------------|---------------|------------|-----------------|------------|------------|------------|------------|
|                     | Total  | Male        | Female      | 18-24       | 25-34      | 35-44      | 45-54      | 55-64      | 65+        | AB         | C1         | C2         | DE         | North East | North West | Yorkshire and the Humber | West Midlands | East Midlands | Wales      | East of England | London     | South East | South West |            |
| Unweighted base     | 4316   | 1992        | 2312        | 484         | 671        | 731        | 785        | 678        | 967        | 1317       | 1344       | 602        | 1053       | 192        | 524        | 392                      | 412           | 337           | 527        | 377             | 519        | 642        | 394        |            |
| Weighted base       | 4316   | 2099        | 2204        | 513         | 737        | 767        | 755        | 642        | 901        | 1177       | 1264       | 916        | 959        | 199        | 544        | 406                      | 432           | 350           | 237        | 449             | 630        | 665        | 406        |            |
| Trust completely    | (10)   | 136<br>3%   | 60<br>3%    | 76<br>3%    | 27<br>5%   | 31<br>4%   | 26<br>3%   | 27<br>4%   | 11<br>2%   | 14<br>2%   | 39<br>3%   | 22<br>2%   | 38<br>4%   | 37<br>4%   | 4<br>2%    | 17<br>3%                 | 14<br>3%      | 20<br>5%      | 10<br>3%   | 8<br>3%         | 10<br>2%   | 28<br>4%   | 14<br>2%   | 11<br>3%   |
| 9                   | (9)    | 268<br>6%   | 148<br>7%   | 119<br>5%   | 36<br>7%   | 42<br>6%   | 54<br>7%   | 48<br>6%   | 44<br>7%   | 43<br>5%   | 92<br>8%   | 62<br>5%   | 66<br>7%   | 47<br>5%   | 13<br>7%   | 22<br>4%                 | 21<br>5%      | 23<br>5%      | 15<br>4%   | 17<br>7%        | 34<br>8%   | 59<br>9%   | 39<br>6%   | 24<br>6%   |
| 8                   | (8)    | 880<br>20%  | 415<br>20%  | 464<br>21%  | 106<br>21% | 157<br>21% | 155<br>20% | 125<br>17% | 131<br>20% | 204<br>23% | 267<br>23% | 173<br>21% | 164<br>19% | 51<br>17%  | 112<br>21% | 78<br>19%                | 92<br>21%     | 63<br>18%     | 51<br>22%  | 88<br>20%       | 118<br>19% | 152<br>23% | 74<br>18%  |            |
| 7                   | (7)    | 1061<br>25% | 499<br>24%  | 559<br>25%  | 134<br>26% | 173<br>24% | 184<br>24% | 180<br>24% | 173<br>27% | 217<br>25% | 297<br>26% | 231<br>25% | 208<br>25% | 47<br>22%  | 132<br>24% | 104<br>26%               | 120<br>28%    | 65<br>19%     | 53<br>22%  | 116<br>26%      | 157<br>25% | 158<br>24% | 109<br>27% |            |
| 6                   | (6)    | 646<br>15%  | 315<br>15%  | 328<br>15%  | 87<br>17%  | 117<br>16% | 124<br>16% | 107<br>14% | 88<br>14%  | 124<br>14% | 190<br>16% | 189<br>15% | 121<br>13% | 146<br>15% | 31<br>16%  | 85<br>16%                | 65<br>16%     | 61<br>14%     | 56<br>16%  | 40<br>17%       | 69<br>15%  | 92<br>15%  | 91<br>14%  | 56<br>14%  |
| 5                   | (5)    | 722<br>17%  | 311<br>15%  | 410<br>19%  | 66<br>13%  | 134<br>18% | 120<br>16% | 165<br>22% | 91<br>14%  | 146<br>16% | 150<br>13% | 221<br>17% | 156<br>17% | 195<br>20% | 25<br>13%  | 82<br>15%                | 71<br>17%     | 63<br>15%     | 85<br>24%  | 36<br>15%       | 74<br>17%  | 96<br>15%  | 120<br>18% | 70<br>17%  |
| 4                   | (4)    | 194<br>4%   | 103<br>5%   | 88<br>4%    | 23<br>5%   | 36<br>5%   | 28<br>4%   | 33<br>4%   | 27<br>4%   | 46<br>5%   | 44<br>4%   | 67<br>5%   | 34<br>4%   | 48<br>5%   | 7<br>4%    | 24<br>4%                 | 19<br>5%      | 13<br>3%      | 15<br>4%   | 12<br>5%        | 18<br>4%   | 27<br>4%   | 35<br>5%   | 24<br>6%   |
| 3                   | (3)    | 158<br>4%   | 88<br>4%    | 69<br>3%    | 17<br>3%   | 27<br>3%   | 21<br>3%   | 27<br>4%   | 28<br>4%   | 48<br>5%   | 29<br>2%   | 41<br>3%   | 44<br>5%   | 44<br>5%   | 7<br>3%    | 28<br>5%                 | 15<br>4%      | 10<br>2%      | 18<br>5%   | 7<br>3%         | 20<br>4%   | 18<br>3%   | 21<br>3%   | 13<br>3%   |
| 2                   | (2)    | 110<br>3%   | 71<br>3%    | 39<br>2%    | 9<br>2%    | 18<br>2%   | 22<br>3%   | 19<br>3%   | 19<br>3%   | 23<br>3%   | 26<br>2%   | 27<br>2%   | 23<br>3%   | 33<br>3%   | 3<br>1%    | 23<br>4%                 | 6<br>1%       | 6<br>1%       | 11<br>3%   | 6<br>2%         | 7<br>1%    | 17<br>3%   | 18<br>3%   | 13<br>3%   |
| 1                   | (1)    | 60<br>1%    | 36<br>2%    | 25<br>1%    | 4<br>1%    | 5<br>1%    | 16<br>2%   | 8<br>1%    | 15<br>2%   | 14<br>1%   | 15<br>1%   | 19<br>2%   | 14<br>2%   | 13<br>1%   | 4<br>2%    | 8<br>1%                  | 6<br>2%       | 9<br>2%       | 2<br>1%    | 3<br>1%         | 10<br>2%   | 6<br>1%    | 7<br>1%    | 5<br>1%    |
| Do not trust at all | (0)    | 82<br>2%    | 53<br>3%    | 27<br>1%    | 4<br>1%    | 8<br>1%    | 18<br>2%   | 16<br>2%   | 15<br>2%   | 22<br>2%   | 19<br>2%   | 24<br>2%   | 16<br>2%   | 24<br>3%   | 5<br>3%    | 11<br>2%                 | 6<br>2%       | 14<br>3%      | 9<br>3%    | 6<br>3%         | 3<br>1%    | 11<br>2%   | 10<br>1%   | 6<br>1%    |
| NET: 8-10           |        | 1283<br>30% | 623<br>30%  | 659<br>30%  | 170<br>33% | 230<br>31% | 235<br>31% | 201<br>27% | 186<br>29% | 261<br>29% | 406<br>35% | 352<br>28% | 277<br>30% | 248<br>26% | 68<br>34%  | 151<br>28%               | 113<br>28%    | 135<br>31%    | 88<br>25%  | 76<br>32%       | 132<br>29% | 204<br>32% | 205<br>31% | 110<br>27% |
| NET: 7-10           |        | 2344<br>54% | 1123<br>53% | 1218<br>55% | 304<br>59% | 403<br>55% | 419<br>55% | 381<br>50% | 360<br>56% | 478<br>53% | 703<br>60% | 678<br>54% | 508<br>55% | 456<br>48% | 115<br>58% | 283<br>52%               | 216<br>53%    | 256<br>59%    | 153<br>44% | 129<br>54%      | 248<br>55% | 361<br>57% | 363<br>55% | 219<br>54% |
| NET: 4-7            |        | 2623<br>61% | 1228<br>59% | 1385<br>63% | 311<br>61% | 460<br>62% | 456<br>59% | 484<br>64% | 379<br>59% | 533<br>59% | 681<br>58% | 802<br>63% | 542<br>59% | 598<br>62% | 111<br>56% | 322<br>59%               | 259<br>64%    | 257<br>60%    | 221<br>63% | 140<br>59%      | 278<br>62% | 373<br>59% | 403<br>61% | 259<br>64% |

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### Online Fieldwork: 24th to 31st January 2023

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**

|                    | Gender |      | Age    |       |       |       |       |       |      | SEG  |      |      |      | Region     |            |                          |               |               |       |                 |        |            |            |
|--------------------|--------|------|--------|-------|-------|-------|-------|-------|------|------|------|------|------|------------|------------|--------------------------|---------------|---------------|-------|-----------------|--------|------------|------------|
|                    | Total  | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+  | AB   | C1   | C2   | DE   | North East | North West | Yorkshire and the Humber | West Midlands | East Midlands | Wales | East of England | London | South East | South West |
| Weighted base      | 4316   | 2099 | 2204   | 513   | 737   | 767   | 755   | 642   | 901  | 1177 | 1264 | 916  | 959  | 199        | 544        | 406                      | 432           | 350           | 237   | 449             | 630    | 665        | 406        |
| NET: 4-6           | 1561   | 729  | 827    | 176   | 287   | 272   | 305   | 206   | 316  | 384  | 477  | 311  | 390  | 64         | 190        | 155                      | 137           | 156           | 87    | 161             | 216    | 245        | 149        |
|                    | 36%    | 35%  | 38%    | 34%   | 39%   | 35%   | 40%   | 32%   | 35%  | 33%  | 38%  | 34%  | 41%  | 32%        | 35%        | 38%                      | 32%           | 45%           | 37%   | 36%             | 34%    | 37%        | 37%        |
| NET: 0-3           | 410    | 248  | 160    | 33    | 47    | 77    | 69    | 77    | 107  | 90   | 110  | 97   | 114  | 19         | 71         | 34                       | 39            | 41            | 21    | 39              | 53     | 56         | 37         |
|                    | 10%    | 12%  | 7%     | 6%    | 6%    | 10%   | 9%    | 12%   | 12%  | 8%   | 9%   | 11%  | 12%  | 10%        | 13%        | 8%                       | 9%            | 12%           | 9%    | 9%              | 8%     | 8%         | 9%         |
| Mean               | 6.31   | 6.21 | 6.41   | 6.63  | 6.46  | 6.32  | 6.22  | 6.22  | 6.15 | 6.56 | 6.25 | 6.34 | 6.06 | 6.40       | 6.14       | 6.31                     | 6.43          | 5.99          | 6.35  | 6.38            | 6.49   | 6.32       | 6.27       |
| Standard deviation | 2.04   | 2.16 | 1.90   | 1.87  | 1.89  | 2.12  | 2.03  | 2.13  | 2.08 | 1.97 | 1.96 | 2.09 | 2.14 | 2.10       | 2.12       | 1.96                     | 2.14          | 2.07          | 2.09  | 1.92            | 2.05   | 1.96       | 1.99       |
| Standard error     | 0.03   | 0.05 | 0.04   | 0.09  | 0.07  | 0.08  | 0.07  | 0.08  | 0.07 | 0.05 | 0.05 | 0.09 | 0.07 | 0.15       | 0.09       | 0.10                     | 0.11          | 0.11          | 0.09  | 0.10            | 0.09   | 0.08       | 0.10       |

## Charity Commission Public Trust Survey 2023

### Online Fieldwork: 24th to 31st January 2023

Absolutes/col percents

Table 2

**Q2. 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?**

**Summary table****Base: All respondents**

|                     |      | Private companies | Newspapers  | Social Services | MPs         | Government Ministers | Your local Council | Banks       | Doctors     | Police      | The ordinary man/woman in the street |
|---------------------|------|-------------------|-------------|-----------------|-------------|----------------------|--------------------|-------------|-------------|-------------|--------------------------------------|
| Unweighted base     |      | 4316              | 4316        | 4316            | 4316        | 4316                 | 4316               | 4316        | 4316        | 4316        | 4316                                 |
| Weighted base       |      | 4316              | 4316        | 4316            | 4316        | 4316                 | 4316               | 4316        | 4316        | 4316        | 4316                                 |
| Trust completely    | (10) | 36<br>1%          | 37<br>1%    | 64<br>1%        | 22<br>1%    | 26<br>1%             | 59<br>1%           | 115<br>3%   | 304<br>7%   | 110<br>3%   | 40<br>1%                             |
| 9                   | (9)  | 69<br>2%          | 62<br>1%    | 134<br>3%       | 44<br>1%    | 58<br>1%             | 95<br>2%           | 231<br>5%   | 688<br>16%  | 243<br>6%   | 76<br>2%                             |
| 8                   | (8)  | 263<br>6%         | 165<br>4%   | 433<br>10%      | 125<br>3%   | 129<br>3%            | 378<br>9%          | 590<br>14%  | 1049<br>24% | 641<br>15%  | 383<br>9%                            |
| 7                   | (7)  | 608<br>14%        | 356<br>8%   | 761<br>18%      | 280<br>6%   | 258<br>6%            | 666<br>15%         | 778<br>18%  | 920<br>21%  | 738<br>17%  | 874<br>20%                           |
| 6                   | (6)  | 719<br>17%        | 500<br>12%  | 730<br>17%      | 386<br>9%   | 358<br>8%            | 660<br>15%         | 684<br>16%  | 506<br>12%  | 674<br>16%  | 818<br>19%                           |
| 5                   | (5)  | 1313<br>30%       | 878<br>20%  | 940<br>22%      | 671<br>16%  | 643<br>15%           | 901<br>21%         | 798<br>18%  | 452<br>10%  | 712<br>16%  | 1233<br>29%                          |
| 4                   | (4)  | 484<br>11%        | 616<br>14%  | 416<br>10%      | 482<br>11%  | 475<br>11%           | 469<br>11%         | 356<br>8%   | 158<br>4%   | 339<br>8%   | 354<br>8%                            |
| 3                   | (3)  | 349<br>8%         | 533<br>12%  | 299<br>7%       | 564<br>13%  | 530<br>12%           | 419<br>10%         | 273<br>6%   | 103<br>2%   | 277<br>6%   | 230<br>5%                            |
| 2                   | (2)  | 216<br>5%         | 446<br>10%  | 207<br>5%       | 507<br>12%  | 505<br>12%           | 231<br>5%          | 192<br>4%   | 55<br>1%    | 201<br>5%   | 136<br>3%                            |
| 1                   | (1)  | 111<br>3%         | 279<br>6%   | 135<br>3%       | 443<br>10%  | 422<br>10%           | 152<br>4%          | 123<br>3%   | 41<br>1%    | 132<br>3%   | 70<br>2%                             |
| Do not trust at all | (0)  | 148<br>3%         | 443<br>10%  | 198<br>5%       | 792<br>18%  | 912<br>21%           | 286<br>7%          | 175<br>4%   | 41<br>1%    | 248<br>6%   | 101<br>2%                            |
| NET: 8-10           |      | 367<br>9%         | 264<br>6%   | 631<br>15%      | 191<br>4%   | 213<br>5%            | 532<br>12%         | 937<br>22%  | 2040<br>47% | 994<br>23%  | 499<br>12%                           |
| NET: 7-10           |      | 975<br>23%        | 620<br>14%  | 1392<br>32%     | 471<br>11%  | 471<br>11%           | 1198<br>28%        | 1715<br>40% | 2960<br>69% | 1732<br>40% | 1373<br>32%                          |
| NET: 4-7            |      | 3124<br>72%       | 2350<br>54% | 2846<br>66%     | 1818<br>42% | 1734<br>40%          | 2695<br>62%        | 2616<br>61% | 2036<br>47% | 2463<br>57% | 3280<br>76%                          |

Prepared by Yonder

**Charity Commission Public Trust Survey 2023**  
**Online Fieldwork: 24th to 31st January 2023**

Absolutes/col percents

Table 2

**Q2. 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?**

**Summary table****Base: All respondents**

|                    | Private companies | Newspapers  | Social Services | MPs         | Government Ministers | Your local Council | Banks       | Doctors     | Police      | The ordinary man/woman in the street |
|--------------------|-------------------|-------------|-----------------|-------------|----------------------|--------------------|-------------|-------------|-------------|--------------------------------------|
| Weighted base      | 4316              | 4316        | 4316            | 4316        | 4316                 | 4316               | 4316        | 4316        | 4316        | 4316                                 |
| NET: 4-6           | 2516<br>58%       | 1995<br>46% | 2085<br>48%     | 1538<br>36% | 1476<br>34%          | 2029<br>47%        | 1838<br>43% | 1116<br>26% | 1725<br>40% | 2406<br>56%                          |
| NET: 0-3           | 824<br>19%        | 1701<br>39% | 839<br>19%      | 2307<br>53% | 2369<br>55%          | 1089<br>25%        | 763<br>18%  | 240<br>6%   | 858<br>20%  | 537<br>12%                           |
| Mean               | 5.04              | 4.02        | 5.29            | 3.32        | 3.22                 | 4.94               | 5.62        | 7.05        | 5.54        | 5.51                                 |
| Standard deviation | 1.97              | 2.34        | 2.24            | 2.45        | 2.51                 | 2.34               | 2.34        | 1.97        | 2.47        | 1.86                                 |
| Standard error     | 0.03              | 0.04        | 0.03            | 0.04        | 0.04                 | 0.04               | 0.04        | 0.03        | 0.04        | 0.03                                 |

## Charity Commission Public Trust Survey 2023

### Online Fieldwork: 24th to 31st January 2023

Absolutes/col percents

Table 3

**Q2. 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?**

**- NET: Number Trusted 7-10**

**Base: All respondents**

|                    | Gender |      | Age    |       |       |       |       |       |      | SEG  |      |      |      | Region     |            |                          |               |               |       |                 |        |            |            |
|--------------------|--------|------|--------|-------|-------|-------|-------|-------|------|------|------|------|------|------------|------------|--------------------------|---------------|---------------|-------|-----------------|--------|------------|------------|
|                    | Total  | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+  | AB   | C1   | C2   | DE   | North East | North West | Yorkshire and the Humber | West Midlands | East Midlands | Wales | East of England | London | South East | South West |
| Unweighted base    | 4316   | 1992 | 2312   | 484   | 671   | 731   | 785   | 678   | 967  | 1317 | 1344 | 602  | 1053 | 192        | 524        | 392                      | 412           | 337           | 527   | 377             | 519    | 642        | 394        |
| Weighted base      | 4316   | 2099 | 2204   | 513   | 737   | 767   | 755   | 642   | 901  | 1177 | 1264 | 916  | 959  | 199        | 544        | 406                      | 432           | 350           | 237   | 449             | 630    | 665        | 406        |
| NET: 5+            | 1086   | 590  | 491    | 125   | 161   | 174   | 154   | 171   | 301  | 345  | 279  | 262  | 200  | 59         | 143        | 99                       | 110           | 77            | 56    | 122             | 183    | 144        | 93         |
|                    | 25%    | 28%  | 22%    | 24%   | 22%   | 23%   | 20%   | 27%   | 33%  | 29%  | 22%  | 29%  | 21%  | 30%        | 26%        | 24%                      | 26%           | 22%           | 24%   | 27%             | 29%    | 22%        | 23%        |
| None               | 781    | 330  | 447    | 89    | 161   | 150   | 169   | 100   | 112  | 170  | 233  | 158  | 220  | 33         | 109        | 62                       | 76            | 66            | 33    | 90              | 122    | 121        | 69         |
|                    | 18%    | 16%  | 20%    | 17%   | 22%   | 20%   | 22%   | 16%   | 12%  | 14%  | 18%  | 17%  | 23%  | 17%        | 20%        | 15%                      | 18%           | 19%           | 14%   | 20%             | 19%    | 18%        | 17%        |
| 1                  | 777    | 350  | 424    | 84    | 139   | 155   | 150   | 117   | 133  | 183  | 230  | 173  | 191  | 33         | 102        | 76                       | 88            | 70            | 53    | 73              | 97     | 117        | 67         |
|                    | 18%    | 17%  | 19%    | 16%   | 19%   | 20%   | 20%   | 18%   | 15%  | 16%  | 18%  | 19%  | 20%  | 17%        | 19%        | 17%                      | 14%           | 15%           | 16%   | 15%             | 16%    | 17%        | 16%        |
| 2                  | 699    | 339  | 360    | 106   | 103   | 128   | 127   | 100   | 135  | 193  | 215  | 136  | 154  | 28         | 95         | 70                       | 62            | 54            | 37    | 69              | 98     | 114        | 71         |
|                    | 16%    | 16%  | 16%    | 21%   | 14%   | 17%   | 17%   | 15%   | 15%  | 16%  | 17%  | 15%  | 16%  | 14%        | 17%        | 17%                      | 14%           | 15%           | 16%   | 15%             | 16%    | 17%        | 17%        |
| 3                  | 537    | 272  | 264    | 55    | 99    | 81    | 85    | 92    | 125  | 151  | 167  | 97   | 122  | 32         | 55         | 47                       | 57            | 40            | 29    | 51              | 68     | 101        | 57         |
|                    | 12%    | 13%  | 12%    | 11%   | 13%   | 11%   | 11%   | 14%   | 14%  | 13%  | 13%  | 11%  | 13%  | 16%        | 10%        | 12%                      | 13%           | 11%           | 12%   | 11%             | 11%    | 15%        | 14%        |
| 4                  | 436    | 217  | 219    | 55    | 74    | 79    | 69    | 63    | 96   | 134  | 140  | 90   | 72   | 14         | 40         | 50                       | 38            | 43            | 30    | 43              | 62     | 67         | 48         |
|                    | 10%    | 10%  | 10%    | 11%   | 10%   | 10%   | 9%    | 10%   | 11%  | 11%  | 11%  | 10%  | 7%   | 7%         | 7%         | 12%                      | 9%            | 12%           | 13%   | 10%             | 10%    | 10%        | 12%        |
| 5                  | 341    | 190  | 148    | 31    | 57    | 59    | 62    | 51    | 82   | 100  | 88   | 99   | 53   | 18         | 45         | 30                       | 42            | 25            | 17    | 43              | 39     | 52         | 29         |
|                    | 8%     | 9%   | 7%     | 6%    | 8%    | 8%    | 8%    | 8%    | 9%   | 8%   | 7%   | 11%  | 6%   | 9%         | 8%         | 7%                       | 10%           | 7%            | 10%   | 6%              | 8%     | 8%         | 7%         |
| 6                  | 219    | 119  | 101    | 19    | 28    | 38    | 33    | 38    | 64   | 76   | 63   | 39   | 41   | 17         | 30         | 22                       | 15            | 18            | 13    | 25              | 27     | 36         | 17         |
|                    | 5%     | 6%   | 5%     | 4%    | 4%    | 5%    | 4%    | 6%    | 7%   | 6%   | 5%   | 4%   | 4%   | 8%         | 6%         | 5%                       | 3%            | 5%            | 6%    | 6%              | 4%     | 5%         | 4%         |
| 7                  | 166    | 88   | 77     | 17    | 13    | 24    | 15    | 37    | 60   | 54   | 40   | 28   | 45   | 8          | 30         | 13                       | 12            | 13            | 9     | 20              | 30     | 15         | 15         |
|                    | 4%     | 4%   | 3%     | 3%    | 2%    | 3%    | 2%    | 6%    | 7%   | 5%   | 3%   | 3%   | 5%   | 4%         | 6%         | 3%                       | 3%            | 4%            | 4%    | 4%              | 5%     | 2%         | 4%         |
| 8                  | 152    | 82   | 70     | 21    | 25    | 14    | 19    | 22    | 51   | 46   | 39   | 45   | 22   | 6          | 27         | 15                       | 10            | 9             | 8     | 21              | 26     | 18         | 11         |
|                    | 4%     | 4%   | 3%     | 4%    | 3%    | 2%    | 3%    | 3%    | 6%   | 4%   | 3%   | 5%   | 2%   | 3%         | 5%         | 4%                       | 2%            | 3%            | 4%    | 5%              | 4%     | 3%         | 3%         |
| 9                  | 99     | 46   | 52     | 15    | 18    | 15    | 12    | 14    | 25   | 39   | 16   | 24   | 21   | 6          | 7          | 12                       | 9             | 6             | 4     | 8               | 25     | 13         | 9          |
|                    | 2%     | 2%   | 2%     | 3%    | 2%    | 2%    | 2%    | 2%    | 3%   | 3%   | 1%   | 3%   | 2%   | 3%         | 1%         | 3%                       | 2%            | 2%            | 1%    | 2%              | 4%     | 2%         | 2%         |
| 10                 | 109    | 66   | 43     | 23    | 21    | 22    | 14    | 10    | 20   | 31   | 33   | 27   | 18   | 4          | 4          | 7                        | 22            | 6             | 5     | 4               | 35     | 11         | 11         |
|                    | 3%     | 3%   | 2%     | 4%    | 3%    | 3%    | 2%    | 2%    | 2%   | 3%   | 3%   | 3%   | 2%   | 2%         | 1%         | 2%                       | 5%            | 2%            | 2%    | 1%              | 6%     | 2%         | 3%         |
| Mean               | 2.99   | 3.20 | 2.79   | 3.10  | 2.78  | 2.80  | 2.58  | 3.08  | 3.55 | 3.33 | 2.85 | 3.13 | 2.63 | 3.17       | 2.85       | 3.03                     | 3.02          | 2.80          | 2.98  | 2.97            | 3.33   | 2.80       | 2.99       |
| Standard deviation | 2.64   | 2.68 | 2.58   | 2.80  | 2.64  | 2.59  | 2.46  | 2.55  | 2.68 | 2.68 | 2.52 | 2.73 | 2.57 | 2.66       | 2.56       | 2.56                     | 2.76          | 2.49          | 2.50  | 2.57            | 3.02   | 2.43       | 2.57       |

## Charity Commission Public Trust Survey 2023

### Online Fieldwork: 24th to 31st January 2023

Absolutes/col percents

Table 3

**Q2. 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?**

**- NET: Number Trusted 7-10**

**Base: All respondents**

|                | Gender |      | Age    |       |       |       |       |       |      | SEG  |      |      |      | Region     |            |                          |               |               |       |                 |        |            |            |
|----------------|--------|------|--------|-------|-------|-------|-------|-------|------|------|------|------|------|------------|------------|--------------------------|---------------|---------------|-------|-----------------|--------|------------|------------|
|                | Total  | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+  | AB   | C1   | C2   | DE   | North East | North West | Yorkshire and the Humber | West Midlands | East Midlands | Wales | East of England | London | South East | South West |
| Weighted base  | 4316   | 2099 | 2204   | 513   | 737   | 767   | 755   | 642   | 901  | 1177 | 1264 | 916  | 959  | 199        | 544        | 406                      | 432           | 350           | 237   | 449             | 630    | 665        | 406        |
| Standard error | 0.04   | 0.06 | 0.05   | 0.13  | 0.10  | 0.10  | 0.09  | 0.10  | 0.09 | 0.07 | 0.07 | 0.11 | 0.08 | 0.19       | 0.11       | 0.13                     | 0.14          | 0.14          | 0.11  | 0.13            | 0.13   | 0.10       | 0.13       |

## Charity Commission Public Trust Survey 2023

### Online Fieldwork: 24th to 31st January 2023

Absolutes/col percents

Table 4

**Q2. 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?**

**Private companies**

**Base: All respondents**

|                     | Gender |             |            | Age        |            |            |            |            |            | SEG        |            |            |            | Region     |            |                          |               |               |            |                 |            |            |            |            |
|---------------------|--------|-------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|--------------------------|---------------|---------------|------------|-----------------|------------|------------|------------|------------|
|                     | Total  | Male        | Female     | 18-24      | 25-34      | 35-44      | 45-54      | 55-64      | 65+        | AB         | C1         | C2         | DE         | North East | North West | Yorkshire and the Humber | West Midlands | East Midlands | Wales      | East of England | London     | South East | South West |            |
| Unweighted base     | 4316   | 1992        | 2312       | 484        | 671        | 731        | 785        | 678        | 967        | 1317       | 1344       | 602        | 1053       | 192        | 524        | 392                      | 412           | 337           | 527        | 377             | 519        | 642        | 394        |            |
| Weighted base       | 4316   | 2099        | 2204       | 513        | 737        | 767        | 755        | 642        | 901        | 1177       | 1264       | 916        | 959        | 199        | 544        | 406                      | 432           | 350           | 237        | 449             | 630        | 665        | 406        |            |
| Trust completely    | (10)   | 36<br>1%    | 18<br>1%   | 18<br>1%   | 13<br>2%   | 9<br>1%    | 7<br>1%    | 6<br>1%    | -<br>*     | 11<br>1%   | 6<br>*     | 12<br>1%   | 7<br>1%    | 1<br>1%    | 6<br>1%    | 2<br>1%                  | 4<br>1%       | -<br>1%       | 2<br>1%    | 3<br>1%         | 13<br>2%   | 3<br>*     | -<br>-     |            |
| 9                   | (9)    | 69<br>2%    | 39<br>2%   | 30<br>1%   | 15<br>3%   | 15<br>2%   | 13<br>2%   | 6<br>1%    | 9<br>1%    | 11<br>1%   | 19<br>2%   | 18<br>1%   | 16<br>2%   | 4<br>2%    | 4<br>1%    | 7<br>2%                  | 11<br>3%      | 3<br>1%       | 2<br>1%    | 10<br>2%        | 15<br>2%   | 10<br>1%   | 4<br>1%    |            |
| 8                   | (8)    | 263<br>6%   | 146<br>7%  | 116<br>5%  | 38<br>8%   | 38<br>5%   | 38<br>5%   | 32<br>4%   | 38<br>6%   | 78<br>9%   | 89<br>8%   | 66<br>5%   | 59<br>6%   | 49<br>5%   | 7<br>4%    | 32<br>6%                 | 25<br>6%      | 23<br>5%      | 14<br>6%   | 22<br>5%        | 54<br>9%   | 33<br>5%   | 29<br>7%   |            |
| 7                   | (7)    | 608<br>14%  | 318<br>15% | 288<br>13% | 63<br>12%  | 80<br>11%  | 107<br>14% | 93<br>12%  | 95<br>15%  | 169<br>19% | 181<br>15% | 183<br>14% | 128<br>14% | 116<br>12% | 37<br>19%  | 72<br>13%                | 50<br>12%     | 69<br>16%     | 52<br>15%  | 35<br>15%       | 55<br>12%  | 96<br>15%  | 86<br>13%  | 55<br>13%  |
| 6                   | (6)    | 719<br>17%  | 340<br>16% | 377<br>17% | 84<br>16%  | 103<br>14% | 135<br>18% | 124<br>16% | 119<br>19% | 154<br>17% | 214<br>18% | 216<br>17% | 151<br>16% | 138<br>14% | 26<br>13%  | 103<br>19%               | 66<br>16%     | 62<br>14%     | 56<br>16%  | 41<br>17%       | 80<br>18%  | 93<br>15%  | 118<br>18% | 74<br>18%  |
| 5                   | (5)    | 1313<br>30% | 582<br>28% | 730<br>33% | 148<br>29% | 235<br>32% | 240<br>31% | 266<br>35% | 179<br>28% | 245<br>27% | 314<br>31% | 390<br>32% | 296<br>33% | 313<br>28% | 57<br>30%  | 165<br>30%               | 127<br>31%    | 126<br>29%    | 118<br>34% | 73<br>31%       | 146<br>33% | 173<br>27% | 220<br>33% | 110<br>27% |
| 4                   | (4)    | 484<br>11%  | 235<br>11% | 247<br>11% | 63<br>12%  | 98<br>13%  | 65<br>8%   | 95<br>13%  | 73<br>11%  | 90<br>10%  | 141<br>12% | 154<br>12% | 97<br>11%  | 91<br>10%  | 15<br>8%   | 60<br>11%                | 49<br>12%     | 55<br>13%     | 33<br>9%   | 25<br>11%       | 51<br>11%  | 76<br>12%  | 68<br>10%  | 51<br>12%  |
| 3                   | (3)    | 349<br>8%   | 159<br>8%  | 190<br>9%  | 38<br>7%   | 60<br>8%   | 57<br>7%   | 58<br>8%   | 59<br>9%   | 78<br>9%   | 81<br>7%   | 108<br>9%  | 62<br>7%   | 98<br>10%  | 18<br>9%   | 34<br>6%                 | 35<br>9%      | 41<br>9%      | 31<br>9%   | 20<br>8%        | 33<br>7%   | 51<br>8%   | 46<br>7%   | 42<br>10%  |
| 2                   | (2)    | 216<br>5%   | 121<br>6%  | 91<br>4%   | 23<br>4%   | 46<br>6%   | 47<br>6%   | 37<br>5%   | 30<br>4%   | 33<br>4%   | 61<br>5%   | 60<br>5%   | 41<br>5%   | 53<br>6%   | 18<br>9%   | 34<br>6%                 | 17<br>4%      | 16<br>4%      | 11<br>3%   | 15<br>6%        | 17<br>4%   | 28<br>4%   | 38<br>6%   | 22<br>5%   |
| 1                   | (1)    | 111<br>3%   | 57<br>3%   | 54<br>2%   | 16<br>3%   | 22<br>3%   | 19<br>2%   | 11<br>1%   | 22<br>3%   | 20<br>2%   | 34<br>3%   | 32<br>3%   | 24<br>3%   | 20<br>2%   | 9<br>4%    | 10<br>2%                 | 9<br>2%       | 7<br>2%       | 12<br>4%   | 6<br>3%         | 15<br>3%   | 12<br>2%   | 17<br>3%   | 13<br>3%   |
| Do not trust at all | (0)    | 148<br>3%   | 83<br>4%   | 63<br>3%   | 13<br>2%   | 31<br>4%   | 39<br>5%   | 27<br>4%   | 17<br>3%   | 21<br>2%   | 30<br>3%   | 31<br>2%   | 28<br>3%   | 59<br>6%   | 7<br>3%    | 23<br>4%                 | 17<br>4%      | 18<br>4%      | 9<br>3%    | 4<br>2%         | 16<br>4%   | 19<br>3%   | 27<br>4%   | 8<br>2%    |
| NET: 8-10           |        | 367<br>9%   | 204<br>10% | 164<br>7%  | 66<br>13%  | 62<br>8%   | 58<br>8%   | 44<br>6%   | 47<br>7%   | 90<br>10%  | 119<br>10% | 90<br>7%   | 87<br>10%  | 71<br>7%   | 12<br>6%   | 42<br>8%                 | 34<br>8%      | 38<br>9%      | 27<br>8%   | 18<br>7%        | 35<br>8%   | 82<br>13%  | 46<br>7%   | 32<br>8%   |
| NET: 7-10           |        | 975<br>23%  | 522<br>25% | 451<br>20% | 129<br>25% | 142<br>19% | 165<br>21% | 137<br>18% | 143<br>22% | 260<br>29% | 301<br>26% | 273<br>22% | 215<br>24% | 187<br>19% | 50<br>25%  | 115<br>21%               | 85<br>21%     | 107<br>25%    | 79<br>23%  | 53<br>22%       | 90<br>20%  | 179<br>28% | 131<br>20% | 87<br>21%  |

## Charity Commission Public Trust Survey 2023

### Online Fieldwork: 24th to 31st January 2023

Absolutes/col percents

Table 4

**Q2. 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?**

**Private companies**

**Base: All respondents**

|                    | Gender |      |        | Age   |       |       |       |       |      | SEG  |      |      |      | Region     |            |                          |               |               |       |                 |        |            |            |
|--------------------|--------|------|--------|-------|-------|-------|-------|-------|------|------|------|------|------|------------|------------|--------------------------|---------------|---------------|-------|-----------------|--------|------------|------------|
|                    | Total  | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+  | AB   | C1   | C2   | DE   | North East | North West | Yorkshire and the Humber | West Midlands | East Midlands | Wales | East of England | London | South East | South West |
| Weighted base      | 4316   | 2099 | 2204   | 513   | 737   | 767   | 755   | 642   | 901  | 1177 | 1264 | 916  | 959  | 199        | 544        | 406                      | 432           | 350           | 237   | 449             | 630    | 665        | 406        |
| NET: 4-7           | 3124   | 1476 | 1642   | 358   | 516   | 548   | 577   | 467   | 658  | 851  | 943  | 673  | 658  | 135        | 400        | 293                      | 312           | 259           | 174   | 333             | 438    | 492        | 289        |
|                    | 72%    | 70%  | 74%    | 70%   | 70%   | 71%   | 76%   | 73%   | 73%  | 72%  | 75%  | 73%  | 69%  | 68%        | 74%        | 72%                      | 72%           | 74%           | 73%   | 74%             | 70%    | 74%        | 71%        |
| NET: 4-6           | 2516   | 1158 | 1354   | 295   | 436   | 441   | 484   | 371   | 489  | 669  | 760  | 545  | 542  | 98         | 328        | 242                      | 243           | 207           | 139   | 278             | 342    | 406        | 234        |
|                    | 58%    | 55%  | 61%    | 58%   | 59%   | 57%   | 64%   | 58%   | 54%  | 57%  | 60%  | 59%  | 57%  | 49%        | 60%        | 60%                      | 56%           | 59%           | 59%   | 62%             | 54%    | 61%        | 58%        |
| NET: 0-3           | 824    | 420  | 398    | 89    | 160   | 162   | 133   | 128   | 152  | 207  | 231  | 156  | 230  | 51         | 101        | 79                       | 82            | 63            | 45    | 81              | 110    | 127        | 85         |
|                    | 19%    | 20%  | 18%    | 17%   | 22%   | 21%   | 18%   | 20%   | 17%  | 18%  | 18%  | 17%  | 24%  | 26%        | 19%        | 19%                      | 19%           | 18%           | 19%   | 18%             | 17%    | 19%        | 21%        |
| Mean               | 5.04   | 5.05 | 5.03   | 5.22  | 4.84  | 4.95  | 4.94  | 5.01  | 5.27 | 5.17 | 5.04 | 5.14 | 4.78 | 4.85       | 5.01       | 4.97                     | 5.07          | 5.07          | 5.06  | 5.00            | 5.27   | 4.95       | 4.98       |
| Standard deviation | 1.97   | 2.06 | 1.88   | 2.07  | 2.05  | 2.07  | 1.84  | 1.92  | 1.89 | 1.98 | 1.87 | 1.97 | 2.08 | 2.12       | 1.99       | 1.97                     | 2.02          | 1.86          | 1.88  | 1.96            | 2.07   | 1.95       | 1.89       |
| Standard error     | 0.03   | 0.05 | 0.04   | 0.09  | 0.08  | 0.08  | 0.07  | 0.07  | 0.06 | 0.05 | 0.05 | 0.08 | 0.06 | 0.15       | 0.09       | 0.10                     | 0.10          | 0.10          | 0.08  | 0.10            | 0.09   | 0.08       | 0.09       |



## Charity Commission Public Trust Survey 2023

### Online Fieldwork: 24th to 31st January 2023

Absolutes/col percents

Table 5

**Q2. 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?**

**Newspapers**

**Base: All respondents**

|                     | Gender |            |            | Age        |           |            |            |            |            | SEG        |            |            |            | Region     |            |                          |               |               |           |                 |           |            |            |           |
|---------------------|--------|------------|------------|------------|-----------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|--------------------------|---------------|---------------|-----------|-----------------|-----------|------------|------------|-----------|
|                     | Total  | Male       | Female     | 18-24      | 25-34     | 35-44      | 45-54      | 55-64      | 65+        | AB         | C1         | C2         | DE         | North East | North West | Yorkshire and the Humber | West Midlands | East Midlands | Wales     | East of England | London    | South East | South West |           |
| Unweighted base     | 4316   | 1992       | 2312       | 484        | 671       | 731        | 785        | 678        | 967        | 1317       | 1344       | 602        | 1053       | 192        | 524        | 392                      | 412           | 337           | 527       | 377             | 519       | 642        | 394        |           |
| Weighted base       | 4316   | 2099       | 2204       | 513        | 737       | 767        | 755        | 642        | 901        | 1177       | 1264       | 916        | 959        | 199        | 544        | 406                      | 432           | 350           | 237       | 449             | 630       | 665        | 406        |           |
| Trust completely    | (10)   | 37<br>1%   | 15<br>1%   | 21<br>1%   | 13<br>3%  | 5<br>1%    | 6<br>1%    | 8<br>1%    | 1<br>*     | 4<br>*     | 12<br>1%   | 9<br>1%    | 9<br>1%    | 6<br>-     | 4<br>-     | 4<br>1%                  | 6<br>1%       | 4<br>1%       | 1<br>*    | 1<br>*          | 11<br>2%  | 1<br>*     | 5<br>1%    |           |
| 9                   | (9)    | 62<br>1%   | 38<br>2%   | 24<br>1%   | 11<br>2%  | 16<br>2%   | 12<br>2%   | 6<br>1%    | 2<br>*     | 16<br>2%   | 17<br>1%   | 13<br>1%   | 15<br>2%   | 17<br>2%   | 3<br>2%    | 7<br>1%                  | 10<br>2%      | 7<br>2%       | 1<br>*    | 3<br>1%         | 4<br>1%   | 17<br>3%   | 6<br>1%    | 4<br>1%   |
| 8                   | (8)    | 165<br>4%  | 95<br>5%   | 70<br>3%   | 31<br>6%  | 34<br>5%   | 24<br>3%   | 16<br>2%   | 17<br>3%   | 43<br>5%   | 52<br>4%   | 39<br>3%   | 41<br>4%   | 34<br>4%   | 8<br>2%    | 11<br>2%                 | 14<br>3%      | 12<br>3%      | 9<br>3%   | 8<br>3%         | 14<br>3%  | 49<br>8%   | 26<br>4%   | 16<br>4%  |
| 7                   | (7)    | 356<br>8%  | 210<br>10% | 146<br>7%  | 41<br>8%  | 44<br>6%   | 61<br>8%   | 52<br>7%   | 52<br>8%   | 104<br>12% | 130<br>11% | 94<br>7%   | 74<br>8%   | 58<br>6%   | 21<br>10%  | 51<br>9%                 | 36<br>9%      | 37<br>9%      | 22<br>6%  | 17<br>7%        | 42<br>9%  | 65<br>10%  | 37<br>6%   | 28<br>7%  |
| 6                   | (6)    | 500<br>12% | 262<br>12% | 237<br>11% | 63<br>12% | 64<br>9%   | 76<br>10%  | 79<br>10%  | 99<br>15%  | 120<br>13% | 149<br>13% | 151<br>12% | 92<br>10%  | 109<br>11% | 22<br>11%  | 53<br>10%                | 39<br>10%     | 50<br>12%     | 39<br>11% | 25<br>11%       | 54<br>12% | 99<br>16%  | 71<br>11%  | 48<br>12% |
| 5                   | (5)    | 878<br>20% | 391<br>19% | 483<br>22% | 83<br>16% | 146<br>20% | 152<br>20% | 168<br>22% | 131<br>20% | 198<br>22% | 228<br>19% | 268<br>21% | 205<br>22% | 177<br>18% | 37<br>18%  | 105<br>19%               | 78<br>19%     | 82<br>19%     | 83<br>24% | 51<br>21%       | 79<br>18% | 134<br>21% | 157<br>24% | 73<br>18% |
| 4                   | (4)    | 616<br>14% | 285<br>14% | 331<br>15% | 95<br>19% | 112<br>15% | 105<br>14% | 106<br>14% | 75<br>12%  | 122<br>14% | 171<br>15% | 180<br>14% | 137<br>15% | 128<br>13% | 27<br>13%  | 74<br>14%                | 59<br>15%     | 65<br>15%     | 61<br>17% | 36<br>15%       | 56<br>12% | 78<br>12%  | 100<br>15% | 61<br>15% |
| 3                   | (3)    | 533<br>12% | 252<br>12% | 281<br>13% | 63<br>12% | 100<br>14% | 106<br>14% | 89<br>12%  | 76<br>12%  | 98<br>11%  | 125<br>11% | 173<br>14% | 115<br>13% | 120<br>13% | 17<br>9%   | 70<br>13%                | 59<br>15%     | 45<br>11%     | 41<br>12% | 30<br>13%       | 65<br>14% | 70<br>11%  | 92<br>14%  | 43<br>11% |
| 2                   | (2)    | 446<br>10% | 206<br>10% | 237<br>11% | 46<br>9%  | 77<br>10%  | 78<br>10%  | 76<br>10%  | 85<br>13%  | 84<br>9%   | 116<br>10% | 136<br>11% | 81<br>9%   | 114<br>12% | 26<br>13%  | 70<br>13%                | 36<br>9%      | 47<br>11%     | 42<br>12% | 26<br>11%       | 49<br>11% | 49<br>8%   | 59<br>9%   | 42<br>10% |
| 1                   | (1)    | 279<br>6%  | 132<br>6%  | 147<br>7%  | 33<br>6%  | 48<br>7%   | 51<br>7%   | 59<br>8%   | 43<br>7%   | 45<br>5%   | 75<br>6%   | 87<br>7%   | 52<br>6%   | 66<br>7%   | 18<br>9%   | 32<br>6%                 | 23<br>6%      | 22<br>5%      | 22<br>6%  | 15<br>6%        | 37<br>8%  | 25<br>4%   | 50<br>8%   | 35<br>9%  |
| Do not trust at all | (0)    | 443<br>10% | 213<br>10% | 226<br>10% | 32<br>6%  | 91<br>12%  | 96<br>13%  | 94<br>12%  | 62<br>10%  | 68<br>8%   | 102<br>9%  | 114<br>9%  | 97<br>11%  | 130<br>14% | 21<br>11%  | 66<br>12%                | 47<br>12%     | 59<br>14%     | 26<br>7%  | 26<br>11%       | 48<br>11% | 33<br>5%   | 65<br>10%  | 51<br>13% |
| NET: 8-10           |        | 264<br>6%  | 149<br>7%  | 115<br>5%  | 56<br>11% | 55<br>7%   | 42<br>5%   | 30<br>4%   | 20<br>3%   | 63<br>7%   | 81<br>7%   | 62<br>5%   | 64<br>7%   | 57<br>6%   | 11<br>6%   | 22<br>4%                 | 27<br>7%      | 24<br>6%      | 14<br>4%  | 12<br>5%        | 20<br>4%  | 77<br>12%  | 33<br>5%   | 24<br>6%  |
| NET: 7-10           |        | 620<br>14% | 358<br>17% | 261<br>12% | 97<br>19% | 99<br>13%  | 103<br>13% | 83<br>11%  | 72<br>11%  | 167<br>18% | 211<br>18% | 156<br>12% | 138<br>15% | 115<br>12% | 31<br>16%  | 73<br>13%                | 64<br>16%     | 61<br>14%     | 36<br>10% | 28<br>12%       | 62<br>14% | 142<br>23% | 71<br>11%  | 52<br>13% |

## Charity Commission Public Trust Survey 2023

### Online Fieldwork: 24th to 31st January 2023

Absolutes/col percents

Table 5

**Q2. 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?**

**Newspapers**

**Base: All respondents**

|                    | Gender |      |        | Age   |       |       |       |       |      | SEG  |      |      |      | Region     |            |                          |               |               |       |                 |        |            |            |
|--------------------|--------|------|--------|-------|-------|-------|-------|-------|------|------|------|------|------|------------|------------|--------------------------|---------------|---------------|-------|-----------------|--------|------------|------------|
|                    | Total  | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+  | AB   | C1   | C2   | DE   | North East | North West | Yorkshire and the Humber | West Midlands | East Midlands | Wales | East of England | London | South East | South West |
| Weighted base      | 4316   | 2099 | 2204   | 513   | 737   | 767   | 755   | 642   | 901  | 1177 | 1264 | 916  | 959  | 199        | 544        | 406                      | 432           | 350           | 237   | 449             | 630    | 665        | 406        |
| NET: 4-7           | 2350   | 1147 | 1197   | 283   | 367   | 394   | 406   | 357   | 544  | 678  | 693  | 508  | 471  | 106        | 283        | 212                      | 234           | 205           | 128   | 231             | 376    | 365        | 210        |
|                    | 54%    | 55%  | 54%    | 55%   | 50%   | 51%   | 54%   | 56%   | 60%  | 58%  | 55%  | 55%  | 49%  | 53%        | 52%        | 52%                      | 54%           | 59%           | 54%   | 51%             | 60%    | 55%        | 52%        |
| NET: 4-6           | 1995   | 938  | 1051   | 241   | 323   | 333   | 353   | 305   | 440  | 548  | 598  | 434  | 414  | 85         | 233        | 176                      | 197           | 182           | 111   | 189             | 311    | 328        | 183        |
|                    | 46%    | 45%  | 48%    | 47%   | 44%   | 43%   | 47%   | 47%   | 49%  | 47%  | 47%  | 47%  | 43%  | 43%        | 43%        | 43%                      | 46%           | 52%           | 47%   | 42%             | 49%    | 49%        | 45%        |
| NET: 0-3           | 1701   | 803  | 892    | 175   | 316   | 332   | 319   | 266   | 295  | 418  | 510  | 343  | 431  | 82         | 238        | 166                      | 173           | 131           | 98    | 198             | 177    | 266        | 171        |
|                    | 39%    | 38%  | 40%    | 34%   | 43%   | 43%   | 42%   | 41%   | 33%  | 35%  | 40%  | 38%  | 45%  | 41%        | 44%        | 41%                      | 40%           | 38%           | 41%   | 44%             | 28%    | 40%        | 42%        |
| Mean               | 4.02   | 4.14 | 3.92   | 4.41  | 3.85  | 3.84  | 3.78  | 3.91  | 4.39 | 4.25 | 3.98 | 4.09 | 3.75 | 3.91       | 3.81       | 4.01                     | 3.93          | 3.99          | 3.87  | 3.85            | 4.79   | 3.90       | 3.82       |
| Standard deviation | 2.34   | 2.39 | 2.27   | 2.39  | 2.39  | 2.37  | 2.32  | 2.21  | 2.27 | 2.35 | 2.24 | 2.34 | 2.40 | 2.39       | 2.34       | 2.40                     | 2.44          | 2.13          | 2.27  | 2.31            | 2.31   | 2.20       | 2.41       |
| Standard error     | 0.04   | 0.05 | 0.05   | 0.11  | 0.09  | 0.09  | 0.08  | 0.08  | 0.07 | 0.06 | 0.06 | 0.10 | 0.07 | 0.17       | 0.10       | 0.12                     | 0.12          | 0.12          | 0.10  | 0.12            | 0.10   | 0.09       | 0.12       |

## Charity Commission Public Trust Survey 2023

### Online Fieldwork: 24th to 31st January 2023

Absolutes/col percents

Table 6

**Q2. 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?**

**Social Services**

**Base: All respondents**

|                     | Gender |             |            | Age        |            |            |            |            |            | SEG        |            |            |            | Region     |            |                          |               |               |            |                 |            |            |            |
|---------------------|--------|-------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|--------------------------|---------------|---------------|------------|-----------------|------------|------------|------------|
|                     | Total  | Male        | Female     | 18-24      | 25-34      | 35-44      | 45-54      | 55-64      | 65+        | AB         | C1         | C2         | DE         | North East | North West | Yorkshire and the Humber | West Midlands | East Midlands | Wales      | East of England | London     | South East | South West |
| Unweighted base     | 4316   | 1992        | 2312       | 484        | 671        | 731        | 785        | 678        | 967        | 1317       | 1344       | 602        | 1053       | 192        | 524        | 392                      | 412           | 337           | 527        | 377             | 519        | 642        | 394        |
| Weighted base       | 4316   | 2099        | 2204       | 513        | 737        | 767        | 755        | 642        | 901        | 1177       | 1264       | 916        | 959        | 199        | 544        | 406                      | 432           | 350           | 237        | 449             | 630        | 665        | 406        |
| Trust completely    | (10)   | 64<br>1%    | 27<br>1%   | 37<br>2%   | 13<br>3%   | 15<br>2%   | 13<br>2%   | 10<br>1%   | 4<br>1%    | 9<br>2%    | 14<br>1%   | 19<br>2%   | 13<br>1%   | 1<br>1%    | 10<br>2%   | 4<br>1%                  | 11<br>3%      | 2<br>1%       | 3<br>1%    | 5<br>1%         | 14<br>2%   | 7<br>1%    | 6<br>1%    |
| 9                   | (9)    | 134<br>3%   | 68<br>3%   | 65<br>3%   | 29<br>6%   | 25<br>3%   | 25<br>3%   | 20<br>3%   | 17<br>3%   | 19<br>2%   | 32<br>5%   | 30<br>3%   | 18<br>2%   | 4<br>2%    | 12<br>2%   | 10<br>3%                 | 19<br>4%      | 13<br>4%      | 10<br>4%   | 11<br>2%        | 22<br>3%   | 20<br>3%   | 14<br>3%   |
| 8                   | (8)    | 433<br>10%  | 241<br>11% | 190<br>9%  | 60<br>12%  | 74<br>10%  | 85<br>11%  | 61<br>8%   | 65<br>10%  | 87<br>10%  | 142<br>12% | 112<br>9%  | 98<br>11%  | 80<br>8%   | 20<br>10%  | 61<br>11%                | 37<br>9%      | 33<br>8%      | 33<br>10%  | 20<br>8%        | 47<br>10%  | 70<br>11%  | 34<br>12%  |
| 7                   | (7)    | 761<br>18%  | 393<br>19% | 365<br>17% | 91<br>18%  | 137<br>19% | 137<br>18% | 106<br>14% | 125<br>19% | 164<br>18% | 233<br>20% | 229<br>18% | 163<br>18% | 136<br>14% | 49<br>25%  | 80<br>15%                | 74<br>18%     | 65<br>15%     | 51<br>15%  | 43<br>18%       | 82<br>18%  | 135<br>21% | 105<br>16% |
| 6                   | (6)    | 730<br>17%  | 352<br>17% | 377<br>17% | 89<br>17%  | 122<br>17% | 125<br>16% | 126<br>17% | 119<br>19% | 149<br>17% | 212<br>18% | 223<br>18% | 155<br>17% | 140<br>15% | 31<br>15%  | 94<br>17%                | 59<br>14%     | 86<br>20%     | 60<br>17%  | 41<br>17%       | 71<br>16%  | 100<br>16% | 113<br>17% |
| 5                   | (5)    | 940<br>22%  | 427<br>20% | 508<br>23% | 131<br>25% | 165<br>22% | 168<br>22% | 185<br>24% | 118<br>18% | 173<br>19% | 232<br>20% | 277<br>22% | 202<br>22% | 228<br>24% | 38<br>19%  | 119<br>22%               | 104<br>26%    | 96<br>22%     | 82<br>23%  | 54<br>23%       | 97<br>22%  | 122<br>19% | 138<br>21% |
| 4                   | (4)    | 416<br>10%  | 189<br>9%  | 226<br>10% | 41<br>8%   | 83<br>11%  | 68<br>9%   | 66<br>9%   | 58<br>9%   | 100<br>11% | 93<br>8%   | 147<br>12% | 79<br>9%   | 96<br>10%  | 14<br>7%   | 62<br>11%                | 36<br>9%      | 39<br>9%      | 46<br>13%  | 20<br>8%        | 43<br>10%  | 54<br>9%   | 61<br>9%   |
| 3                   | (3)    | 299<br>7%   | 132<br>6%  | 167<br>8%  | 29<br>6%   | 43<br>6%   | 39<br>5%   | 56<br>7%   | 49<br>8%   | 85<br>9%   | 70<br>6%   | 86<br>7%   | 57<br>6%   | 86<br>9%   | 13<br>7%   | 41<br>8%                 | 25<br>6%      | 24<br>6%      | 26<br>7%   | 11<br>5%        | 38<br>8%   | 42<br>7%   | 54<br>8%   |
| 2                   | (2)    | 207<br>5%   | 99<br>5%   | 107<br>5%  | 14<br>3%   | 25<br>3%   | 38<br>5%   | 53<br>7%   | 32<br>5%   | 46<br>5%   | 40<br>3%   | 67<br>5%   | 43<br>5%   | 58<br>6%   | 9<br>5%    | 25<br>5%                 | 28<br>7%      | 21<br>5%      | 12<br>3%   | 16<br>7%        | 18<br>4%   | 30<br>5%   | 34<br>5%   |
| 1                   | (1)    | 135<br>3%   | 67<br>3%   | 67<br>3%   | 10<br>2%   | 23<br>3%   | 25<br>3%   | 31<br>4%   | 18<br>3%   | 27<br>3%   | 37<br>2%   | 29<br>3%   | 29<br>4%   | 40<br>4%   | 9<br>3%    | 16<br>3%                 | 8<br>2%       | 14<br>3%      | 11<br>3%   | 7<br>3%         | 19<br>4%   | 20<br>3%   | 23<br>3%   |
| Do not trust at all | (0)    | 198<br>5%   | 103<br>5%  | 93<br>4%   | 5<br>1%    | 25<br>3%   | 47<br>6%   | 41<br>5%   | 37<br>6%   | 42<br>5%   | 44<br>4%   | 48<br>4%   | 42<br>5%   | 64<br>7%   | 10<br>5%   | 23<br>4%                 | 22<br>5%      | 24<br>6%      | 13<br>4%   | 12<br>5%        | 19<br>4%   | 22<br>4%   | 32<br>5%   |
| NET: 8-10           |        | 631<br>15%  | 336<br>16% | 293<br>13% | 102<br>20% | 114<br>15% | 122<br>16% | 91<br>12%  | 86<br>13%  | 115<br>13% | 216<br>18% | 158<br>13% | 147<br>16% | 111<br>12% | 25<br>13%  | 83<br>15%                | 51<br>13%     | 63<br>15%     | 49<br>14%  | 33<br>14%       | 62<br>14%  | 106<br>17% | 105<br>16% |
| NET: 7-10           |        | 1392<br>32% | 729<br>35% | 658<br>30% | 194<br>38% | 251<br>34% | 260<br>34% | 198<br>26% | 211<br>33% | 279<br>31% | 449<br>38% | 387<br>31% | 310<br>34% | 247<br>26% | 74<br>37%  | 164<br>30%               | 125<br>31%    | 127<br>30%    | 100<br>29% | 76<br>32%       | 145<br>32% | 241<br>38% | 210<br>32% |

**Charity Commission Public Trust Survey 2023**  
**Online Fieldwork: 24th to 31st January 2023**

Absolutes/col percents

Table 6

**Q2. 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?**

**Social Services**

**Base: All respondents**

|                    | Gender |      | Age    |       |       |       |       |       |      | SEG  |      |      |      | Region     |            |                          |               |               |       |                 |        |            |            |
|--------------------|--------|------|--------|-------|-------|-------|-------|-------|------|------|------|------|------|------------|------------|--------------------------|---------------|---------------|-------|-----------------|--------|------------|------------|
|                    | Total  | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+  | AB   | C1   | C2   | DE   | North East | North West | Yorkshire and the Humber | West Midlands | East Midlands | Wales | East of England | London | South East | South West |
| Weighted base      | 4316   | 2099 | 2204   | 513   | 737   | 767   | 755   | 642   | 901  | 1177 | 1264 | 916  | 959  | 199        | 544        | 406                      | 432           | 350           | 237   | 449             | 630    | 665        | 406        |
| NET: 4-7           | 2846   | 1362 | 1477   | 352   | 508   | 497   | 482   | 421   | 586  | 770  | 877  | 599  | 601  | 133        | 355        | 272                      | 286           | 239           | 159   | 293             | 411    | 417        | 282        |
|                    | 66%    | 65%  | 67%    | 69%   | 69%   | 65%   | 64%   | 66%   | 65%  | 65%  | 69%  | 65%  | 63%  | 67%        | 65%        | 67%                      | 66%           | 68%           | 67%   | 65%             | 65%    | 63%        | 69%        |
| NET: 4-6           | 2085   | 969  | 1112   | 261   | 371   | 360   | 376   | 296   | 422  | 537  | 648  | 436  | 465  | 83         | 275        | 199                      | 221           | 188           | 115   | 211             | 276    | 312        | 205        |
|                    | 48%    | 46%  | 50%    | 51%   | 50%   | 47%   | 50%   | 46%   | 47%  | 46%  | 51%  | 48%  | 48%  | 42%        | 51%        | 49%                      | 51%           | 54%           | 49%   | 47%             | 44%    | 47%        | 51%        |
| NET: 0-3           | 839    | 401  | 435    | 58    | 115   | 148   | 181   | 135   | 200  | 192  | 229  | 170  | 248  | 41         | 105        | 82                       | 83            | 62            | 46    | 94              | 113    | 142        | 70         |
|                    | 19%    | 19%  | 20%    | 11%   | 16%   | 19%   | 24%   | 21%   | 22%  | 16%  | 18%  | 19%  | 26%  | 21%        | 19%        | 20%                      | 19%           | 18%           | 19%   | 21%             | 18%    | 21%        | 17%        |
| Mean               | 5.29   | 5.35 | 5.23   | 5.83  | 5.45  | 5.29  | 4.98  | 5.22  | 5.14 | 5.59 | 5.27 | 5.37 | 4.86 | 5.29       | 5.26       | 5.18                     | 5.28          | 5.25          | 5.28  | 5.22            | 5.51   | 5.23       | 5.33       |
| Standard deviation | 2.24   | 2.28 | 2.20   | 1.99  | 2.16  | 2.34  | 2.30  | 2.26  | 2.22 | 2.22 | 2.12 | 2.27 | 2.32 | 2.27       | 2.21       | 2.22                     | 2.33          | 2.12          | 2.28  | 2.22            | 2.24   | 2.28       | 2.20       |
| Standard error     | 0.03   | 0.05 | 0.05   | 0.09  | 0.08  | 0.09  | 0.08  | 0.09  | 0.07 | 0.06 | 0.06 | 0.09 | 0.07 | 0.16       | 0.10       | 0.11                     | 0.11          | 0.12          | 0.10  | 0.11            | 0.10   | 0.09       | 0.11       |

## Charity Commission Public Trust Survey 2023

### Online Fieldwork: 24th to 31st January 2023

Absolutes/col percents

Table 7

**Q2. 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?**

**MPs**

**Base: All respondents**

|                     | Gender |            |            | Age        |           |            |            |            |            | SEG        |            |            |            | Region     |            |                          |               |               |           |                 |           |            |            |           |
|---------------------|--------|------------|------------|------------|-----------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|--------------------------|---------------|---------------|-----------|-----------------|-----------|------------|------------|-----------|
|                     | Total  | Male       | Female     | 18-24      | 25-34     | 35-44      | 45-54      | 55-64      | 65+        | AB         | C1         | C2         | DE         | North East | North West | Yorkshire and the Humber | West Midlands | East Midlands | Wales     | East of England | London    | South East | South West |           |
| Unweighted base     | 4316   | 1992       | 2312       | 484        | 671       | 731        | 785        | 678        | 967        | 1317       | 1344       | 602        | 1053       | 192        | 524        | 392                      | 412           | 337           | 527       | 377             | 519       | 642        | 394        |           |
| Weighted base       | 4316   | 2099       | 2204       | 513        | 737       | 767        | 755        | 642        | 901        | 1177       | 1264       | 916        | 959        | 199        | 544        | 406                      | 432           | 350           | 237       | 449             | 630       | 665        | 406        |           |
| Trust completely    | (10)   | 22<br>1%   | 13<br>1%   | 10<br>*    | 4<br>1%   | 8<br>1%    | 5<br>1%    | *<br>*     | 3<br>*     | 3<br>*     | 8<br>1%    | 9<br>1%    | 3<br>*     | 3<br>*     | 1<br>*     | 3<br>1%                  | 1<br>*        | 2<br>*        | 1<br>*    | 2<br>1%         | 10<br>2%  | -<br>-     | 1<br>*     |           |
| 9                   | (9)    | 44<br>1%   | 23<br>1%   | 21<br>1%   | 20<br>4%  | 8<br>1%    | 5<br>1%    | 5<br>1%    | 2<br>*     | 4<br>*     | 14<br>1%   | 5<br>*     | 20<br>2%   | 5<br>1%    | 1<br>*     | 3<br>1%                  | 10<br>2%      | 3<br>1%       | 2<br>1%   | 2<br>*          | 11<br>2%  | 5<br>1%    | 2<br>1%    |           |
| 8                   | (8)    | 125<br>3%  | 74<br>4%   | 51<br>2%   | 15<br>3%  | 32<br>4%   | 23<br>3%   | 16<br>2%   | 16<br>2%   | 24<br>3%   | 41<br>3%   | 32<br>3%   | 34<br>4%   | 18<br>2%   | 3<br>2%    | 13<br>2%                 | 11<br>3%      | 10<br>2%      | 8<br>2%   | 3<br>1%         | 10<br>2%  | 34<br>5%   | 22<br>3%   | 11<br>3%  |
| 7                   | (7)    | 280<br>6%  | 155<br>7%  | 124<br>6%  | 26<br>5%  | 47<br>6%   | 54<br>7%   | 39<br>5%   | 40<br>6%   | 74<br>8%   | 90<br>8%   | 69<br>5%   | 65<br>7%   | 56<br>6%   | 12<br>6%   | 29<br>5%                 | 31<br>8%      | 33<br>8%      | 19<br>5%  | 14<br>6%        | 16<br>4%  | 64<br>10%  | 32<br>5%   | 30<br>7%  |
| 6                   | (6)    | 386<br>9%  | 198<br>9%  | 189<br>9%  | 60<br>12% | 50<br>7%   | 61<br>8%   | 51<br>7%   | 59<br>9%   | 105<br>12% | 123<br>10% | 115<br>9%  | 82<br>9%   | 66<br>7%   | 15<br>7%   | 57<br>11%                | 30<br>7%      | 32<br>7%      | 20<br>8%  | 40<br>9%        | 68<br>11% | 55<br>8%   | 37<br>9%   |           |
| 5                   | (5)    | 671<br>16% | 305<br>15% | 363<br>16% | 90<br>18% | 108<br>15% | 104<br>14% | 125<br>17% | 89<br>14%  | 154<br>17% | 174<br>15% | 200<br>16% | 170<br>19% | 128<br>13% | 36<br>18%  | 66<br>12%                | 63<br>15%     | 84<br>19%     | 58<br>17% | 39<br>16%       | 68<br>15% | 99<br>16%  | 104<br>16% | 54<br>13% |
| 4                   | (4)    | 482<br>11% | 218<br>10% | 263<br>12% | 74<br>14% | 86<br>12%  | 72<br>9%   | 75<br>10%  | 66<br>10%  | 109<br>12% | 144<br>11% | 144<br>11% | 83<br>9%   | 112<br>12% | 19<br>10%  | 64<br>12%                | 38<br>9%      | 49<br>11%     | 36<br>10% | 27<br>11%       | 60<br>13% | 75<br>12%  | 64<br>10%  | 49<br>12% |
| 3                   | (3)    | 564<br>13% | 284<br>14% | 278<br>13% | 75<br>15% | 100<br>14% | 102<br>13% | 97<br>13%  | 70<br>11%  | 120<br>13% | 150<br>13% | 177<br>14% | 111<br>12% | 127<br>13% | 27<br>13%  | 70<br>13%                | 59<br>15%     | 49<br>11%     | 40<br>11% | 33<br>14%       | 55<br>12% | 71<br>11%  | 106<br>16% | 54<br>13% |
| 2                   | (2)    | 507<br>12% | 239<br>11% | 267<br>12% | 43<br>8%  | 91<br>12%  | 99<br>13%  | 82<br>11%  | 88<br>14%  | 105<br>12% | 148<br>13% | 149<br>12% | 107<br>12% | 103<br>11% | 23<br>12%  | 70<br>13%                | 39<br>10%     | 60<br>14%     | 48<br>14% | 35<br>15%       | 47<br>10% | 60<br>10%  | 71<br>11%  | 53<br>13% |
| 1                   | (1)    | 443<br>10% | 215<br>10% | 228<br>10% | 48<br>9%  | 77<br>10%  | 74<br>10%  | 84<br>11%  | 82<br>13%  | 79<br>9%   | 110<br>9%  | 142<br>11% | 88<br>10%  | 104<br>11% | 20<br>10%  | 47<br>9%                 | 42<br>10%     | 33<br>8%      | 47<br>13% | 23<br>10%       | 58<br>13% | 62<br>10%  | 74<br>11%  | 39<br>10% |
| Do not trust at all | (0)    | 792<br>18% | 376<br>18% | 411<br>19% | 59<br>12% | 130<br>18% | 169<br>22% | 179<br>24% | 129<br>20% | 126<br>14% | 176<br>15% | 223<br>18% | 154<br>17% | 238<br>25% | 39<br>20%  | 123<br>23%               | 89<br>22%     | 71<br>16%     | 58<br>16% | 40<br>17%       | 92<br>20% | 75<br>12%  | 130<br>20% | 76<br>19% |
| NET: 8-10           |        | 191<br>4%  | 109<br>5%  | 82<br>4%   | 39<br>8%  | 48<br>7%   | 33<br>4%   | 21<br>3%   | 20<br>3%   | 30<br>3%   | 63<br>5%   | 46<br>4%   | 56<br>6%   | 26<br>3%   | 9<br>5%    | 17<br>3%                 | 14<br>3%      | 22<br>5%      | 11<br>3%  | 6<br>3%         | 15<br>3%  | 55<br>9%   | 27<br>4%   | 14<br>3%  |
| NET: 7-10           |        | 471<br>11% | 265<br>13% | 206<br>9%  | 64<br>13% | 96<br>13%  | 87<br>11%  | 61<br>8%   | 60<br>9%   | 103<br>11% | 152<br>13% | 115<br>9%  | 122<br>13% | 81<br>8%   | 21<br>10%  | 46<br>8%                 | 45<br>11%     | 55<br>13%     | 31<br>9%  | 20<br>9%        | 31<br>7%  | 120<br>19% | 59<br>9%   | 44<br>11% |

**Charity Commission Public Trust Survey 2023**  
**Online Fieldwork: 24th to 31st January 2023**

Absolutes/col percents

Table 7

**Q2. 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?**

MPs

Base: All respondents

|                    | Gender |      |        | Age   |       |       |       |       |      | SEG  |      |      |      | Region     |            |                          |               |               |       |                 |        |            |            |
|--------------------|--------|------|--------|-------|-------|-------|-------|-------|------|------|------|------|------|------------|------------|--------------------------|---------------|---------------|-------|-----------------|--------|------------|------------|
|                    | Total  | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+  | AB   | C1   | C2   | DE   | North East | North West | Yorkshire and the Humber | West Midlands | East Midlands | Wales | East of England | London | South East | South West |
| Weighted base      | 4316   | 2099 | 2204   | 513   | 737   | 767   | 755   | 642   | 901  | 1177 | 1264 | 916  | 959  | 199        | 544        | 406                      | 432           | 350           | 237   | 449             | 630    | 665        | 406        |
| NET: 4-7           | 1818   | 875  | 938    | 250   | 292   | 291   | 290   | 253   | 442  | 531  | 527  | 399  | 361  | 82         | 216        | 162                      | 197           | 146           | 100   | 183             | 306    | 256        | 170        |
|                    | 42%    | 42%  | 43%    | 49%   | 40%   | 38%   | 38%   | 39%   | 49%  | 45%  | 42%  | 44%  | 38%  | 41%        | 40%        | 40%                      | 46%           | 42%           | 42%   | 41%             | 49%    | 39%        | 42%        |
| NET: 4-6           | 1538   | 720  | 814    | 224   | 244   | 237   | 251   | 214   | 368  | 441  | 458  | 334  | 305  | 70         | 187        | 131                      | 165           | 127           | 86    | 168             | 242    | 224        | 140        |
|                    | 36%    | 34%  | 37%    | 44%   | 33%   | 31%   | 33%   | 33%   | 41%  | 37%  | 36%  | 36%  | 32%  | 35%        | 34%        | 32%                      | 38%           | 36%           | 36%   | 37%             | 38%    | 34%        | 34%        |
| NET: 0-3           | 2307   | 1114 | 1184   | 225   | 398   | 444   | 443   | 369   | 429  | 584  | 691  | 460  | 572  | 108        | 311        | 230                      | 212           | 192           | 131   | 251             | 268    | 382        | 222        |
|                    | 53%    | 53%  | 54%    | 44%   | 54%   | 58%   | 59%   | 57%   | 48%  | 50%  | 55%  | 50%  | 60%  | 54%        | 57%        | 57%                      | 49%           | 55%           | 55%   | 56%             | 43%    | 57%        | 55%        |
| Mean               | 3.32   | 3.40 | 3.25   | 3.86  | 3.37  | 3.14  | 2.95  | 3.08  | 3.60 | 3.57 | 3.25 | 3.54 | 2.90 | 3.28       | 3.07       | 3.16                     | 3.53          | 3.21          | 3.23  | 3.05            | 4.01   | 3.14       | 3.26       |
| Standard deviation | 2.45   | 2.50 | 2.40   | 2.44  | 2.52  | 2.50  | 2.39  | 2.42  | 2.34 | 2.46 | 2.38 | 2.52 | 2.40 | 2.48       | 2.42       | 2.47                     | 2.46          | 2.36          | 2.32  | 2.36            | 2.59   | 2.37       | 2.40       |
| Standard error     | 0.04   | 0.06 | 0.05   | 0.11  | 0.10  | 0.09  | 0.09  | 0.09  | 0.08 | 0.07 | 0.06 | 0.10 | 0.07 | 0.18       | 0.11       | 0.12                     | 0.12          | 0.13          | 0.10  | 0.12            | 0.11   | 0.09       | 0.12       |

## Charity Commission Public Trust Survey 2023

### Online Fieldwork: 24th to 31st January 2023

Absolutes/col percents

Table 8

**Q2. 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?**

**Government Ministers**  
**Base: All respondents**

|                     | Gender |            |            | Age        |           |            |            |            |            | SEG        |            |            |            | Region     |            |                          |               |               |           |                 |           |            |            |           |
|---------------------|--------|------------|------------|------------|-----------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|--------------------------|---------------|---------------|-----------|-----------------|-----------|------------|------------|-----------|
|                     | Total  | Male       | Female     | 18-24      | 25-34     | 35-44      | 45-54      | 55-64      | 65+        | AB         | C1         | C2         | DE         | North East | North West | Yorkshire and the Humber | West Midlands | East Midlands | Wales     | East of England | London    | South East | South West |           |
| Unweighted base     | 4316   | 1992       | 2312       | 484        | 671       | 731        | 785        | 678        | 967        | 1317       | 1344       | 602        | 1053       | 192        | 524        | 392                      | 412           | 337           | 527       | 377             | 519       | 642        | 394        |           |
| Weighted base       | 4316   | 2099       | 2204       | 513        | 737       | 767        | 755        | 642        | 901        | 1177       | 1264       | 916        | 959        | 199        | 544        | 406                      | 432           | 350           | 237       | 449             | 630       | 665        | 406        |           |
| Trust completely    | (10)   | 26<br>1%   | 7<br>*     | 18<br>1%   | 9<br>2%   | 6<br>1%    | 3<br>*     | 5<br>1%    | -<br>-     | 2<br>*     | 4<br>1%    | 7<br>1%    | 10<br>1%   | 5<br>1%    | -<br>-     | 5<br>1%                  | 1<br>*        | 4<br>1%       | 2<br>*    | 2<br>1%         | 3<br>1%   | 8<br>1%    | 2<br>*     | -<br>-    |
| 9                   | (9)    | 58<br>1%   | 36<br>2%   | 22<br>1%   | 19<br>4%  | 17<br>2%   | 6<br>1%    | 7<br>1%    | 4<br>1%    | 6<br>1%    | 24<br>2%   | 9<br>1%    | 19<br>2%   | 6<br>1%    | 4<br>2%    | 4<br>1%                  | 4<br>1%       | 9<br>2%       | 5<br>1%   | 1<br>1%         | 3<br>1%   | 18<br>3%   | 7<br>1%    | 3<br>1%   |
| 8                   | (8)    | 129<br>3%  | 78<br>4%   | 52<br>2%   | 16<br>3%  | 36<br>5%   | 25<br>3%   | 9<br>1%    | 14<br>2%   | 28<br>3%   | 42<br>4%   | 33<br>3%   | 27<br>3%   | 27<br>3%   | 4<br>2%    | 15<br>3%                 | 12<br>3%      | 9<br>2%       | 6<br>3%   | 5<br>1%         | 37<br>6%  | 21<br>3%   | 10<br>3%   |           |
| 7                   | (7)    | 258<br>6%  | 135<br>6%  | 123<br>6%  | 28<br>5%  | 45<br>6%   | 40<br>5%   | 25<br>3%   | 41<br>6%   | 79<br>9%   | 91<br>8%   | 64<br>5%   | 56<br>6%   | 47<br>5%   | 14<br>7%   | 34<br>6%                 | 25<br>6%      | 25<br>6%      | 15<br>4%  | 10<br>4%        | 25<br>6%  | 62<br>10%  | 27<br>4%   | 21<br>5%  |
| 6                   | (6)    | 358<br>8%  | 178<br>8%  | 180<br>8%  | 60<br>12% | 43<br>6%   | 63<br>8%   | 59<br>8%   | 47<br>7%   | 87<br>10%  | 101<br>9%  | 110<br>9%  | 84<br>9%   | 63<br>7%   | 12<br>6%   | 51<br>9%                 | 31<br>8%      | 36<br>8%      | 27<br>8%  | 17<br>7%        | 38<br>8%  | 58<br>9%   | 46<br>7%   | 42<br>10% |
| 5                   | (5)    | 643<br>15% | 285<br>14% | 356<br>16% | 83<br>16% | 110<br>15% | 105<br>14% | 116<br>15% | 84<br>13%  | 145<br>16% | 158<br>13% | 191<br>15% | 164<br>18% | 130<br>14% | 33<br>17%  | 64<br>12%                | 59<br>14%     | 87<br>20%     | 53<br>15% | 33<br>14%       | 67<br>15% | 83<br>13%  | 102<br>15% | 63<br>16% |
| 4                   | (4)    | 475<br>11% | 239<br>11% | 234<br>11% | 63<br>12% | 90<br>12%  | 83<br>11%  | 72<br>9%   | 55<br>9%   | 113<br>13% | 146<br>12% | 141<br>11% | 87<br>9%   | 101<br>11% | 18<br>9%   | 67<br>12%                | 35<br>9%      | 46<br>11%     | 48<br>14% | 31<br>13%       | 51<br>11% | 76<br>12%  | 64<br>10%  | 39<br>10% |
| 3                   | (3)    | 530<br>12% | 224<br>11% | 307<br>14% | 74<br>14% | 88<br>12%  | 105<br>14% | 79<br>10%  | 80<br>13%  | 104<br>12% | 142<br>14% | 173<br>11% | 98<br>11%  | 117<br>12% | 15<br>8%   | 72<br>13%                | 48<br>12%     | 51<br>12%     | 43<br>12% | 24<br>10%       | 62<br>14% | 72<br>11%  | 96<br>14%  | 47<br>12% |
| 2                   | (2)    | 505<br>12% | 252<br>12% | 250<br>11% | 61<br>12% | 91<br>12%  | 84<br>11%  | 93<br>12%  | 81<br>13%  | 94<br>10%  | 134<br>11% | 140<br>11% | 113<br>12% | 118<br>12% | 23<br>12%  | 51<br>9%                 | 51<br>12%     | 53<br>12%     | 36<br>10% | 35<br>15%       | 50<br>11% | 68<br>11%  | 86<br>13%  | 51<br>13% |
| 1                   | (1)    | 422<br>10% | 207<br>10% | 214<br>10% | 37<br>7%  | 61<br>8%   | 69<br>9%   | 89<br>12%  | 77<br>12%  | 90<br>10%  | 112<br>10% | 133<br>11% | 83<br>9%   | 95<br>10%  | 24<br>12%  | 44<br>8%                 | 47<br>12%     | 36<br>8%      | 36<br>10% | 26<br>11%       | 47<br>11% | 55<br>9%   | 67<br>10%  | 40<br>10% |
| Do not trust at all | (0)    | 912<br>21% | 459<br>22% | 448<br>20% | 63<br>12% | 150<br>20% | 186<br>24% | 200<br>26% | 159<br>25% | 154<br>17% | 223<br>19% | 263<br>21% | 175<br>19% | 250<br>26% | 50<br>25%  | 138<br>25%               | 94<br>23%     | 74<br>17%     | 77<br>22% | 52<br>22%       | 98<br>22% | 94<br>15%  | 146<br>22% | 89<br>22% |
| NET: 8-10           |        | 213<br>5%  | 121<br>6%  | 92<br>4%   | 44<br>9%  | 59<br>8%   | 33<br>4%   | 22<br>3%   | 18<br>3%   | 36<br>4%   | 69<br>6%   | 49<br>4%   | 56<br>6%   | 38<br>4%   | 8<br>4%    | 23<br>4%                 | 17<br>4%      | 23<br>5%      | 15<br>4%  | 10<br>4%        | 11<br>3%  | 62<br>10%  | 31<br>5%   | 13<br>3%  |
| NET: 7-10           |        | 471<br>11% | 256<br>12% | 215<br>10% | 72<br>14% | 104<br>14% | 73<br>9%   | 47<br>6%   | 59<br>9%   | 116<br>13% | 160<br>14% | 113<br>9%  | 112<br>12% | 85<br>9%   | 22<br>11%  | 57<br>10%                | 42<br>10%     | 48<br>11%     | 30<br>9%  | 19<br>8%        | 36<br>8%  | 124<br>20% | 58<br>9%   | 34<br>8%  |

**Charity Commission Public Trust Survey 2023**  
**Online Fieldwork: 24th to 31st January 2023**

Absolutes/col percents

Table 8

**Q2. 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?**

**Government Ministers**

**Base: All respondents**

|                    | Gender |      |        | Age   |       |       |       |       |      | SEG  |      |      |      | Region     |            |                          |               |               |       |                 |        |            |            |
|--------------------|--------|------|--------|-------|-------|-------|-------|-------|------|------|------|------|------|------------|------------|--------------------------|---------------|---------------|-------|-----------------|--------|------------|------------|
|                    | Total  | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+  | AB   | C1   | C2   | DE   | North East | North West | Yorkshire and the Humber | West Midlands | East Midlands | Wales | East of England | London | South East | South West |
| Weighted base      | 4316   | 2099 | 2204   | 513   | 737   | 767   | 755   | 642   | 901  | 1177 | 1264 | 916  | 959  | 199        | 544        | 406                      | 432           | 350           | 237   | 449             | 630    | 665        | 406        |
| NET: 4-7           | 1734   | 837  | 893    | 234   | 288   | 291   | 272   | 226   | 424  | 496  | 506  | 390  | 342  | 77         | 215        | 150                      | 195           | 143           | 91    | 181             | 279    | 239        | 166        |
|                    | 40%    | 40%  | 41%    | 46%   | 39%   | 38%   | 36%   | 35%   | 47%  | 42%  | 40%  | 43%  | 36%  | 39%        | 40%        | 37%                      | 45%           | 41%           | 38%   | 40%             | 44%    | 36%        | 41%        |
| NET: 4-6           | 1476   | 702  | 770    | 206   | 243   | 251   | 247   | 185   | 344  | 406  | 442  | 334  | 295  | 63         | 181        | 125                      | 170           | 128           | 81    | 156             | 217    | 212        | 145        |
|                    | 34%    | 33%  | 35%    | 40%   | 33%   | 33%   | 33%   | 29%   | 38%  | 34%  | 35%  | 36%  | 31%  | 32%        | 33%        | 31%                      | 39%           | 37%           | 34%   | 35%             | 34%    | 32%        | 36%        |
| NET: 0-3           | 2369   | 1142 | 1219   | 235   | 390   | 444   | 461   | 398   | 441  | 611  | 709  | 470  | 579  | 113        | 305        | 239                      | 214           | 192           | 137   | 257             | 289    | 395        | 227        |
|                    | 55%    | 54%  | 55%    | 46%   | 53%   | 58%   | 61%   | 62%   | 49%  | 52%  | 56%  | 51%  | 60%  | 57%        | 56%        | 59%                      | 50%           | 55%           | 58%   | 57%             | 46%    | 59%        | 56%        |
| Mean               | 3.22   | 3.24 | 3.21   | 3.89  | 3.38  | 3.05  | 2.78  | 2.85  | 3.49 | 3.41 | 3.14 | 3.44 | 2.89 | 2.99       | 3.11       | 3.03                     | 3.49          | 3.11          | 2.99  | 3.06            | 3.87   | 3.03       | 3.12       |
| Standard deviation | 2.51   | 2.57 | 2.45   | 2.54  | 2.61  | 2.47  | 2.42  | 2.42  | 2.45 | 2.55 | 2.42 | 2.58 | 2.46 | 2.57       | 2.54       | 2.50                     | 2.48          | 2.44          | 2.42  | 2.39            | 2.68   | 2.42       | 2.42       |
| Standard error     | 0.04   | 0.06 | 0.05   | 0.12  | 0.10  | 0.09  | 0.09  | 0.09  | 0.08 | 0.07 | 0.07 | 0.11 | 0.08 | 0.19       | 0.11       | 0.13                     | 0.12          | 0.13          | 0.11  | 0.12            | 0.12   | 0.10       | 0.12       |



## Charity Commission Public Trust Survey 2023

### Online Fieldwork: 24th to 31st January 2023

Absolutes/col percents

Table 9

**Q2. 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?**

**Your local Council**

**Base: All respondents**

|                     | Gender |             |            | Age        |            |            |            |            |            | SEG        |            |            |            | Region     |            |                          |               |               |           |                 |            |            |            |            |
|---------------------|--------|-------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|--------------------------|---------------|---------------|-----------|-----------------|------------|------------|------------|------------|
|                     | Total  | Male        | Female     | 18-24      | 25-34      | 35-44      | 45-54      | 55-64      | 65+        | AB         | C1         | C2         | DE         | North East | North West | Yorkshire and the Humber | West Midlands | East Midlands | Wales     | East of England | London     | South East | South West |            |
| Unweighted base     | 4316   | 1992        | 2312       | 484        | 671        | 731        | 785        | 678        | 967        | 1317       | 1344       | 602        | 1053       | 192        | 524        | 392                      | 412           | 337           | 527       | 377             | 519        | 642        | 394        |            |
| Weighted base       | 4316   | 2099        | 2204       | 513        | 737        | 767        | 755        | 642        | 901        | 1177       | 1264       | 916        | 959        | 199        | 544        | 406                      | 432           | 350           | 237       | 449             | 630        | 665        | 406        |            |
| Trust completely    | (10)   | 59<br>1%    | 29<br>1%   | 30<br>1%   | 12<br>2%   | 16<br>2%   | 9<br>1%    | 8<br>1%    | 1<br>*     | 14<br>2%   | 13<br>1%   | 17<br>2%   | 13<br>1%   | 1<br>1%    | 6<br>1%    | 6<br>1%                  | 5<br>1%       | 6<br>2%       | *         | 4<br>1%         | 19<br>3%   | 9<br>1%    | 4<br>1%    |            |
| 9                   | (9)    | 95<br>2%    | 55<br>3%   | 40<br>2%   | 16<br>3%   | 15<br>2%   | 17<br>2%   | 13<br>2%   | 16<br>2%   | 19<br>2%   | 35<br>3%   | 15<br>1%   | 24<br>3%   | 20<br>2%   | 4<br>2%    | 8<br>1%                  | 8<br>2%       | 11<br>2%      | 6<br>2%   | 6<br>3%         | 16<br>3%   | 24<br>4%   | 8<br>1%    | 4<br>1%    |
| 8                   | (8)    | 378<br>9%   | 213<br>10% | 165<br>7%  | 42<br>8%   | 65<br>9%   | 52<br>7%   | 55<br>7%   | 62<br>10%  | 103<br>11% | 111<br>9%  | 98<br>8%   | 91<br>10%  | 78<br>8%   | 18<br>4%   | 40<br>7%                 | 34<br>8%      | 43<br>10%     | 28<br>8%  | 24<br>10%       | 37<br>8%   | 51<br>8%   | 57<br>9%   | 45<br>11%  |
| 7                   | (7)    | 666<br>15%  | 344<br>16% | 319<br>14% | 76<br>15%  | 104<br>14% | 100<br>13% | 99<br>13%  | 102<br>16% | 185<br>21% | 217<br>18% | 194<br>15% | 144<br>16% | 111<br>12% | 38<br>19%  | 88<br>16%                | 71<br>18%     | 56<br>13%     | 54<br>16% | 32<br>13%       | 77<br>17%  | 115<br>18% | 85<br>13%  | 50<br>12%  |
| 6                   | (6)    | 660<br>15%  | 306<br>15% | 353<br>16% | 74<br>14%  | 109<br>15% | 129<br>17% | 114<br>15% | 105<br>16% | 130<br>14% | 193<br>16% | 201<br>15% | 134<br>15% | 132<br>14% | 28<br>14%  | 70<br>13%                | 61<br>15%     | 73<br>17%     | 50<br>14% | 38<br>16%       | 59<br>13%  | 101<br>16% | 106<br>16% | 72<br>18%  |
| 5                   | (5)    | 901<br>21%  | 392<br>19% | 504<br>23% | 125<br>24% | 159<br>22% | 157<br>20% | 184<br>24% | 120<br>19% | 155<br>17% | 224<br>19% | 281<br>22% | 194<br>21% | 202<br>21% | 30<br>15%  | 120<br>22%               | 75<br>18%     | 92<br>21%     | 83<br>24% | 52<br>22%       | 95<br>21%  | 110<br>17% | 150<br>23% | 93<br>23%  |
| 4                   | (4)    | 469<br>11%  | 213<br>10% | 255<br>12% | 69<br>13%  | 90<br>12%  | 85<br>11%  | 77<br>10%  | 53<br>8%   | 95<br>11%  | 129<br>11% | 146<br>12% | 96<br>10%  | 98<br>10%  | 19<br>10%  | 59<br>11%                | 42<br>10%     | 50<br>12%     | 43<br>12% | 23<br>10%       | 50<br>11%  | 66<br>10%  | 73<br>11%  | 42<br>10%  |
| 3                   | (3)    | 419<br>10%  | 206<br>10% | 213<br>10% | 43<br>8%   | 78<br>11%  | 75<br>10%  | 68<br>9%   | 77<br>12%  | 78<br>9%   | 97<br>8%   | 133<br>11% | 73<br>8%   | 116<br>12% | 21<br>10%  | 62<br>11%                | 36<br>9%      | 39<br>9%      | 35<br>10% | 22<br>9%        | 43<br>10%  | 56<br>9%   | 67<br>10%  | 37<br>9%   |
| 2                   | (2)    | 231<br>5%   | 122<br>6%  | 108<br>5%  | 21<br>4%   | 32<br>4%   | 52<br>7%   | 46<br>6%   | 40<br>6%   | 40<br>4%   | 53<br>4%   | 70<br>6%   | 44<br>5%   | 63<br>7%   | 17<br>9%   | 30<br>5%                 | 23<br>6%      | 14<br>3%      | 13<br>4%  | 20<br>9%        | 19<br>4%   | 36<br>6%   | 39<br>6%   | 21<br>5%   |
| 1                   | (1)    | 152<br>4%   | 66<br>3%   | 85<br>4%   | 21<br>4%   | 21<br>3%   | 34<br>4%   | 26<br>3%   | 22<br>3%   | 29<br>3%   | 40<br>3%   | 41<br>3%   | 35<br>4%   | 37<br>4%   | 7<br>4%    | 21<br>4%                 | 12<br>3%      | 18<br>4%      | 10<br>3%  | 5<br>2%         | 25<br>6%   | 15<br>2%   | 24<br>4%   | 15<br>4%   |
| Do not trust at all | (0)    | 286<br>7%   | 153<br>7%  | 131<br>6%  | 15<br>3%   | 50<br>7%   | 59<br>8%   | 65<br>9%   | 45<br>7%   | 52<br>6%   | 65<br>6%   | 68<br>5%   | 63<br>7%   | 89<br>9%   | 14<br>7%   | 41<br>7%                 | 37<br>9%      | 30<br>7%      | 21<br>6%  | 15<br>6%        | 24<br>5%   | 36<br>6%   | 46<br>7%   | 23<br>6%   |
| NET: 8-10           |        | 532<br>12%  | 297<br>14% | 235<br>11% | 70<br>14%  | 95<br>13%  | 77<br>10%  | 75<br>10%  | 79<br>12%  | 136<br>15% | 158<br>13% | 129<br>10% | 133<br>14% | 111<br>12% | 24<br>12%  | 53<br>10%                | 48<br>12%     | 59<br>14%     | 40<br>11% | 31<br>13%       | 57<br>13%  | 94<br>15%  | 74<br>11%  | 53<br>13%  |
| NET: 7-10           |        | 1198<br>28% | 641<br>31% | 553<br>25% | 146<br>28% | 198<br>27% | 177<br>23% | 174<br>23% | 181<br>28% | 321<br>36% | 376<br>32% | 323<br>26% | 277<br>30% | 222<br>23% | 61<br>31%  | 142<br>26%               | 119<br>29%    | 115<br>27%    | 94<br>27% | 62<br>26%       | 134<br>30% | 209<br>33% | 159<br>24% | 102<br>25% |

**Charity Commission Public Trust Survey 2023**  
**Online Fieldwork: 24th to 31st January 2023**

Absolutes/col percents

Table 9

**Q2. 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?**

**Your local Council**

**Base: All respondents**

|                    | Gender |      | Age    |       |       |       |       |       |      | SEG  |      |      |      | Region     |            |                          |               |               |       |                 |        |            |            |
|--------------------|--------|------|--------|-------|-------|-------|-------|-------|------|------|------|------|------|------------|------------|--------------------------|---------------|---------------|-------|-----------------|--------|------------|------------|
|                    | Total  | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+  | AB   | C1   | C2   | DE   | North East | North West | Yorkshire and the Humber | West Midlands | East Midlands | Wales | East of England | London | South East | South West |
| Weighted base      | 4316   | 2099 | 2204   | 513   | 737   | 767   | 755   | 642   | 901  | 1177 | 1264 | 916  | 959  | 199        | 544        | 406                      | 432           | 350           | 237   | 449             | 630    | 665        | 406        |
| NET: 4-7           | 2695   | 1254 | 1431   | 344   | 461   | 471   | 474   | 379   | 566  | 763  | 822  | 568  | 542  | 116        | 337        | 250                      | 272           | 231           | 144   | 282             | 392    | 414        | 258        |
|                    | 62%    | 60%  | 65%    | 67%   | 63%   | 61%   | 63%   | 59%   | 63%  | 65%  | 65%  | 62%  | 57%  | 58%        | 62%        | 62%                      | 63%           | 66%           | 61%   | 63%             | 62%    | 62%        | 63%        |
| NET: 4-6           | 2029   | 910  | 1112   | 268   | 358   | 371   | 375   | 277   | 381  | 546  | 628  | 424  | 432  | 78         | 249        | 179                      | 216           | 177           | 113   | 205             | 277    | 329        | 208        |
|                    | 47%    | 43%  | 50%    | 52%   | 48%   | 48%   | 50%   | 43%   | 42%  | 46%  | 50%  | 46%  | 45%  | 39%        | 46%        | 44%                      | 50%           | 51%           | 47%   | 46%             | 44%    | 50%        | 51%        |
| NET: 0-3           | 1089   | 547  | 538    | 99    | 181   | 220   | 205   | 184   | 199  | 256  | 313  | 215  | 305  | 59         | 153        | 108                      | 101           | 78            | 63    | 110             | 144    | 177        | 95         |
|                    | 25%    | 26%  | 24%    | 19%   | 25%   | 29%   | 27%   | 29%   | 22%  | 22%  | 25%  | 24%  | 32%  | 30%        | 28%        | 27%                      | 23%           | 22%           | 26%   | 24%             | 23%    | 27%        | 24%        |
| Mean               | 4.94   | 4.99 | 4.90   | 5.20  | 4.96  | 4.70  | 4.71  | 4.88  | 5.23 | 5.16 | 4.92 | 5.05 | 4.60 | 4.84       | 4.75       | 4.88                     | 4.97          | 5.01          | 4.90  | 5.00            | 5.23   | 4.81       | 4.98       |
| Standard deviation | 2.34   | 2.41 | 2.26   | 2.17  | 2.33  | 2.36  | 2.35  | 2.35  | 2.34 | 2.29 | 2.21 | 2.40 | 2.44 | 2.43       | 2.33       | 2.45                     | 2.34          | 2.23          | 2.29  | 2.33            | 2.40   | 2.30       | 2.23       |
| Standard error     | 0.04   | 0.05 | 0.05   | 0.10  | 0.09  | 0.09  | 0.08  | 0.09  | 0.08 | 0.06 | 0.06 | 0.10 | 0.08 | 0.18       | 0.10       | 0.12                     | 0.12          | 0.12          | 0.10  | 0.12            | 0.11   | 0.09       | 0.11       |

## Charity Commission Public Trust Survey 2023

### Online Fieldwork: 24th to 31st January 2023

Absolutes/col percents

Table 10

**Q2. 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?**

**Banks**

**Base: All respondents**

|                     | Gender |             |            | Age        |            |            |            |            |            | SEG        |            |            |            | Region     |            |                          |               |               |            |                 |            |            |            |
|---------------------|--------|-------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|--------------------------|---------------|---------------|------------|-----------------|------------|------------|------------|
|                     | Total  | Male        | Female     | 18-24      | 25-34      | 35-44      | 45-54      | 55-64      | 65+        | AB         | C1         | C2         | DE         | North East | North West | Yorkshire and the Humber | West Midlands | East Midlands | Wales      | East of England | London     | South East | South West |
| Unweighted base     | 4316   | 1992        | 2312       | 484        | 671        | 731        | 785        | 678        | 967        | 1317       | 1344       | 602        | 1053       | 192        | 524        | 392                      | 412           | 337           | 527        | 377             | 519        | 642        | 394        |
| Weighted base       | 4316   | 2099        | 2204       | 513        | 737        | 767        | 755        | 642        | 901        | 1177       | 1264       | 916        | 959        | 199        | 544        | 406                      | 432           | 350           | 237        | 449             | 630        | 665        | 406        |
| Trust completely    | (10)   | 115<br>3%   | 51<br>2%   | 63<br>3%   | 19<br>4%   | 19<br>3%   | 12<br>2%   | 19<br>3%   | 14<br>2%   | 33<br>4%   | 33<br>1%   | 17<br>3%   | 34<br>4%   | 3          | 10<br>2%   | 14<br>4%                 | 15<br>4%      | 12<br>3%      | 7<br>3%    | 5<br>1%         | 22<br>4%   | 18<br>3%   | 8<br>2%    |
| 9                   | (9)    | 231<br>5%   | 116<br>6%  | 115<br>5%  | 41<br>8%   | 24<br>3%   | 33<br>4%   | 22<br>3%   | 36<br>6%   | 76<br>8%   | 71<br>6%   | 56<br>4%   | 55<br>6%   | 49<br>5%   | 15<br>8%   | 23<br>4%                 | 20<br>5%      | 21<br>5%      | 27<br>8%   | 15<br>6%        | 27<br>6%   | 33<br>5%   | 31<br>5%   |
| 8                   | (8)    | 590<br>14%  | 295<br>14% | 295<br>13% | 72<br>14%  | 88<br>12%  | 82<br>11%  | 100<br>13% | 93<br>14%  | 156<br>17% | 185<br>16% | 161<br>13% | 119<br>13% | 125<br>13% | 26<br>13%  | 66<br>12%                | 57<br>14%     | 67<br>16%     | 35<br>10%  | 29<br>12%       | 64<br>14%  | 91<br>14%  | 98<br>15%  |
| 7                   | (7)    | 778<br>18%  | 347<br>17% | 429<br>19% | 108<br>21% | 116<br>16% | 153<br>20% | 126<br>17% | 107<br>17% | 169<br>19% | 215<br>18% | 235<br>19% | 182<br>20% | 146<br>15% | 37<br>19%  | 101<br>19%               | 71<br>17%     | 75<br>17%     | 58<br>17%  | 41<br>17%       | 97<br>22%  | 114<br>18% | 116<br>17% |
| 6                   | (6)    | 684<br>16%  | 336<br>16% | 347<br>16% | 88<br>17%  | 126<br>17% | 111<br>14% | 115<br>15% | 102<br>16% | 141<br>16% | 189<br>16% | 197<br>16% | 148<br>16% | 149<br>16% | 35<br>18%  | 86<br>16%                | 56<br>14%     | 63<br>15%     | 67<br>19%  | 32<br>14%       | 60<br>13%  | 105<br>17% | 115<br>17% |
| 5                   | (5)    | 798<br>18%  | 357<br>17% | 438<br>20% | 91<br>18%  | 135<br>18% | 147<br>19% | 167<br>22% | 126<br>20% | 133<br>15% | 196<br>17% | 260<br>21% | 164<br>18% | 178<br>19% | 39<br>19%  | 87<br>16%                | 77<br>19%     | 89<br>21%     | 73<br>21%  | 43<br>18%       | 76<br>17%  | 123<br>20% | 121<br>18% |
| 4                   | (4)    | 356<br>8%   | 172<br>8%  | 183<br>8%  | 32<br>6%   | 80<br>11%  | 70<br>9%   | 66<br>9%   | 49<br>8%   | 59<br>6%   | 93<br>8%   | 101<br>9%  | 65<br>7%   | 97<br>10%  | 15<br>8%   | 50<br>9%                 | 35<br>9%      | 35<br>8%      | 29<br>8%   | 20<br>8%        | 39<br>9%   | 47<br>8%   | 50<br>7%   |
| 3                   | (3)    | 273<br>6%   | 148<br>7%  | 124<br>6%  | 25<br>5%   | 54<br>7%   | 55<br>7%   | 52<br>7%   | 41<br>6%   | 46<br>5%   | 66<br>6%   | 91<br>7%   | 53<br>6%   | 62<br>6%   | 8<br>4%    | 45<br>8%                 | 30<br>7%      | 24<br>5%      | 18<br>5%   | 21<br>9%        | 25<br>6%   | 25<br>4%   | 45<br>7%   |
| 2                   | (2)    | 192<br>4%   | 97<br>5%   | 93<br>4%   | 14<br>3%   | 45<br>6%   | 33<br>4%   | 35<br>5%   | 31<br>5%   | 33<br>4%   | 46<br>4%   | 59<br>5%   | 42<br>5%   | 45<br>5%   | 6<br>3%    | 30<br>6%                 | 20<br>5%      | 12<br>3%      | 9<br>3%    | 11<br>4%        | 28<br>6%   | 20<br>3%   | 29<br>4%   |
| 1                   | (1)    | 123<br>3%   | 68<br>3%   | 55<br>3%   | 15<br>3%   | 21<br>3%   | 25<br>3%   | 25<br>3%   | 13<br>2%   | 24<br>3%   | 38<br>3%   | 40<br>3%   | 27<br>3%   | 19<br>2%   | 5<br>2%    | 18<br>3%                 | 8<br>2%       | 10<br>2%      | 9<br>2%    | 9<br>4%         | 12<br>3%   | 25<br>4%   | 20<br>3%   |
| Do not trust at all | (0)    | 175<br>4%   | 112<br>5%  | 61<br>3%   | 8<br>1%    | 31<br>4%   | 48<br>6%   | 28<br>4%   | 30<br>5%   | 31<br>3%   | 44<br>4%   | 46<br>4%   | 30<br>3%   | 55<br>6%   | 8<br>4%    | 28<br>5%                 | 18<br>4%      | 19<br>4%      | 13<br>4%   | 10<br>4%        | 15<br>3%   | 24<br>4%   | 23<br>3%   |
| NET: 8-10           |        | 937<br>22%  | 462<br>22% | 473<br>21% | 132<br>26% | 131<br>18% | 126<br>16% | 141<br>19% | 143<br>22% | 264<br>29% | 290<br>25% | 234<br>19% | 204<br>22% | 208<br>22% | 45<br>23%  | 99<br>18%                | 91<br>22%     | 103<br>24%    | 73<br>21%  | 51<br>21%       | 96<br>21%  | 146<br>23% | 147<br>22% |
| NET: 7-10           |        | 1715<br>40% | 809<br>39% | 902<br>41% | 240<br>47% | 246<br>33% | 279<br>36% | 267<br>35% | 250<br>39% | 433<br>48% | 505<br>43% | 469<br>37% | 387<br>42% | 354<br>37% | 83<br>42%  | 200<br>37%               | 162<br>40%    | 179<br>41%    | 132<br>38% | 91<br>38%       | 193<br>43% | 260<br>41% | 263<br>40% |

## Charity Commission Public Trust Survey 2023

### Online Fieldwork: 24th to 31st January 2023

Absolutes/col percents

Table 10

**Q2. 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?**

**Banks**

**Base: All respondents**

|                    | Gender |      | Age    |       |       |       |       |       |      | SEG  |      |      |      | Region     |            |                          |               |               |       |                 |        |            |            |
|--------------------|--------|------|--------|-------|-------|-------|-------|-------|------|------|------|------|------|------------|------------|--------------------------|---------------|---------------|-------|-----------------|--------|------------|------------|
|                    | Total  | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+  | AB   | C1   | C2   | DE   | North East | North West | Yorkshire and the Humber | West Midlands | East Midlands | Wales | East of England | London | South East | South West |
| Weighted base      | 4316   | 2099 | 2204   | 513   | 737   | 767   | 755   | 642   | 901  | 1177 | 1264 | 916  | 959  | 199        | 544        | 406                      | 432           | 350           | 237   | 449             | 630    | 665        | 406        |
| NET: 4-7           | 2616   | 1212 | 1398   | 319   | 456   | 481   | 474   | 384   | 502  | 693  | 794  | 559  | 570  | 126        | 324        | 238                      | 263           | 227           | 137   | 272             | 390    | 402        | 237        |
|                    | 61%    | 58%  | 63%    | 62%   | 62%   | 63%   | 63%   | 60%   | 56%  | 59%  | 63%  | 61%  | 59%  | 64%        | 60%        | 59%                      | 61%           | 65%           | 58%   | 61%             | 62%    | 60%        | 58%        |
| NET: 4-6           | 1838   | 865  | 968    | 211   | 341   | 328   | 348   | 277   | 333  | 478  | 559  | 377  | 424  | 89         | 223        | 167                      | 188           | 169           | 96    | 175             | 276    | 286        | 170        |
|                    | 43%    | 41%  | 44%    | 41%   | 46%   | 43%   | 46%   | 43%   | 37%  | 41%  | 44%  | 41%  | 44%  | 45%        | 41%        | 41%                      | 44%           | 48%           | 40%   | 39%             | 44%    | 43%        | 42%        |
| NET: 0-3           | 763    | 425  | 333    | 62    | 150   | 161   | 140   | 116   | 135  | 194  | 236  | 152  | 181  | 27         | 121        | 76                       | 65            | 49            | 50    | 81              | 94     | 116        | 84         |
|                    | 18%    | 20%  | 15%    | 12%   | 20%   | 21%   | 19%   | 18%   | 15%  | 17%  | 19%  | 17%  | 19%  | 14%        | 22%        | 19%                      | 15%           | 14%           | 21%   | 18%             | 15%    | 18%        | 21%        |
| Mean               | 5.62   | 5.50 | 5.74   | 6.09  | 5.34  | 5.30  | 5.45  | 5.59  | 6.01 | 5.76 | 5.48 | 5.75 | 5.50 | 5.79       | 5.35       | 5.60                     | 5.75          | 5.75          | 5.49  | 5.63            | 5.75   | 5.65       | 5.47       |
| Standard deviation | 2.34   | 2.44 | 2.22   | 2.16  | 2.32  | 2.39  | 2.27  | 2.34  | 2.37 | 2.35 | 2.25 | 2.32 | 2.44 | 2.26       | 2.40       | 2.38                     | 2.32          | 2.27          | 2.43  | 2.30            | 2.34   | 2.30       | 2.35       |
| Standard error     | 0.04   | 0.05 | 0.05   | 0.10  | 0.09  | 0.09  | 0.08  | 0.09  | 0.08 | 0.06 | 0.06 | 0.09 | 0.08 | 0.16       | 0.10       | 0.12                     | 0.11          | 0.12          | 0.11  | 0.12            | 0.10   | 0.09       | 0.12       |

## Charity Commission Public Trust Survey 2023

### Online Fieldwork: 24th to 31st January 2023

Absolutes/col percents

Table 11

**Q2. 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?**

**Doctors**

**Base: All respondents**

|                     | Gender |      |        | Age   |       |       |       |       |     | SEG  |      |     |      | Region     |            |                          |               |               |       |                 |        |            |            |     |
|---------------------|--------|------|--------|-------|-------|-------|-------|-------|-----|------|------|-----|------|------------|------------|--------------------------|---------------|---------------|-------|-----------------|--------|------------|------------|-----|
|                     | Total  | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB   | C1   | C2  | DE   | North East | North West | Yorkshire and the Humber | West Midlands | East Midlands | Wales | East of England | London | South East | South West |     |
| Unweighted base     | 4316   | 1992 | 2312   | 484   | 671   | 731   | 785   | 678   | 967 | 1317 | 1344 | 602 | 1053 | 192        | 524        | 392                      | 412           | 337           | 527   | 377             | 519    | 642        | 394        |     |
| Weighted base       | 4316   | 2099 | 2204   | 513   | 737   | 767   | 755   | 642   | 901 | 1177 | 1264 | 916 | 959  | 199        | 544        | 406                      | 432           | 350           | 237   | 449             | 630    | 665        | 406        |     |
| Trust completely    | (10)   | 304  | 170    | 131   | 40    | 47    | 47    | 47    | 45  | 79   | 94   | 73  | 68   | 69         | 16         | 37                       | 29            | 35            | 25    | 17              | 23     | 42         | 49         | 34  |
|                     |        | 7%   | 8%     | 6%    | 8%    | 8%    | 6%    | 7%    | 6%  | 9%   | 9%   | 6%  | 7%   | 7%         | 8%         | 7%                       | 7%            | 8%            | 7%    | 7%              | 5%     | 7%         | 7%         | 8%  |
| 9                   | (9)    | 688  | 401    | 285   | 77    | 90    | 116   | 95    | 120 | 190  | 212  | 201 | 150  | 124        | 39         | 87                       | 55            | 66            | 50    | 41              | 78     | 94         | 111        | 66  |
|                     |        | 16%  | 19%    | 13%   | 15%   | 12%   | 15%   | 13%   | 19% | 21%  | 18%  | 16% | 16%  | 13%        | 20%        | 16%                      | 14%           | 15%           | 14%   | 17%             | 17%    | 15%        | 17%        | 16% |
| 8                   | (8)    | 1049 | 547    | 500   | 109   | 175   | 166   | 181   | 172 | 246  | 318  | 309 | 204  | 217        | 49         | 125                      | 120           | 102           | 69    | 64              | 113    | 146        | 171        | 90  |
|                     |        | 24%  | 26%    | 23%   | 21%   | 24%   | 22%   | 24%   | 27% | 27%  | 27%  | 24% | 22%  | 23%        | 25%        | 23%                      | 30%           | 24%           | 20%   | 27%             | 25%    | 23%        | 26%        | 22% |
| 7                   | (7)    | 920  | 414    | 504   | 125   | 164   | 170   | 165   | 135 | 160  | 245  | 299 | 185  | 191        | 36         | 122                      | 86            | 86            | 90    | 51              | 104    | 115        | 125        | 106 |
|                     |        | 21%  | 20%    | 23%   | 24%   | 22%   | 22%   | 22%   | 21% | 18%  | 21%  | 24% | 20%  | 20%        | 18%        | 22%                      | 21%           | 20%           | 26%   | 21%             | 23%    | 18%        | 19%        | 26% |
| 6                   | (6)    | 506  | 207    | 297   | 66    | 101   | 102   | 89    | 60  | 88   | 129  | 142 | 112  | 124        | 20         | 58                       | 41            | 57            | 42    | 26              | 49     | 94         | 81         | 38  |
|                     |        | 12%  | 10%    | 13%   | 13%   | 14%   | 13%   | 12%   | 9%  | 10%  | 11%  | 11% | 12%  | 13%        | 10%        | 11%                      | 10%           | 13%           | 12%   | 11%             | 11%    | 15%        | 12%        | 9%  |
| 5                   | (5)    | 452  | 190    | 261   | 50    | 89    | 91    | 99    | 52  | 71   | 94   | 131 | 103  | 124        | 19         | 63                       | 37            | 46            | 44    | 17              | 42     | 80         | 65         | 38  |
|                     |        | 10%  | 9%     | 12%   | 10%   | 12%   | 12%   | 13%   | 8%  | 8%   | 8%   | 10% | 11%  | 13%        | 9%         | 12%                      | 9%            | 11%           | 13%   | 7%              | 9%     | 13%        | 10%        | 9%  |
| 4                   | (4)    | 158  | 56     | 102   | 20    | 35    | 30    | 31    | 25  | 17   | 31   | 49  | 40   | 38         | 10         | 20                       | 12            | 16            | 9     | 8               | 19     | 29         | 23         | 12  |
|                     |        | 4%   | 3%     | 5%    | 4%    | 5%    | 4%    | 4%    | 4%  | 2%   | 3%   | 4%  | 4%   | 4%         | 5%         | 4%                       | 3%            | 4%            | 3%    | 3%              | 4%     | 5%         | 3%         | 3%  |
| 3                   | (3)    | 103  | 53     | 50    | 11    | 12    | 15    | 24    | 18  | 23   | 24   | 28  | 25   | 26         | 3          | 14                       | 10            | 9             | 7     | 7               | 11     | 10         | 25         | 7   |
|                     |        | 2%   | 3%     | 2%    | 2%    | 2%    | 3%    | 3%    | 3%  | 3%   | 2%   | 2%  | 3%   | 3%         | 1%         | 3%                       | 2%            | 2%            | 2%    | 3%              | 3%     | 2%         | 4%         | 2%  |
| 2                   | (2)    | 55   | 28     | 27    | 8     | 10    | 6     | 11    | 8   | 12   | 11   | 16  | 7    | 21         | 3          | 8                        | 8             | 4             | 6     | 2               | 5      | 7          | 8          | 5   |
|                     |        | 1%   | 1%     | 1%    | 1%    | 1%    | 1%    | 1%    | 1%  | 1%   | 1%   | 1%  | 1%   | 2%         | 1%         | 1%                       | 2%            | 1%            | 2%    | 1%              | 1%     | 1%         | 1%         | 1%  |
| 1                   | (1)    | 41   | 15     | 26    | 7     | 6     | 14    | 2     | 5   | 8    | 11   | 7   | 11   | 11         | 2          | 7                        | 2             | 5             | 4     | 2               | 5      | 7          | 3          | 5   |
|                     |        | 1%   | 1%     | 1%    | 1%    | 1%    | 2%    | *     | 1%  | 1%   | 1%   | 1%  | 1%   | 1%         | 1%         | 1%                       | *             | 1%            | 1%    | 1%              | 1%     | 1%         | *          | 1%  |
| Do not trust at all | (0)    | 41   | 18     | 21    | 1     | 8     | 11    | 12    | 4   | 6    | 9    | 9   | 10   | 13         | 3          | 5                        | 6             | 6             | 4     | 3               | -      | 5          | 5          | 4   |
|                     |        | 1%   | 1%     | 1%    | *     | 1%    | 1%    | 2%    | 1%  | 1%   | 1%   | 1%  | 1%   | 1%         | 1%         | 1%                       | 1%            | 1%            | 1%    | 1%              | -      | 1%         | 1%         | 1%  |
| NET: 8-10           |        | 2040 | 1119   | 916   | 225   | 312   | 329   | 322   | 337 | 515  | 624  | 584 | 422  | 411        | 104        | 248                      | 204           | 203           | 143   | 122             | 214    | 283        | 331        | 190 |
|                     |        | 47%  | 53%    | 42%   | 44%   | 42%   | 43%   | 43%   | 52% | 57%  | 53%  | 46% | 46%  | 43%        | 52%        | 46%                      | 50%           | 47%           | 41%   | 51%             | 48%    | 45%        | 50%        | 47% |
| NET: 7-10           |        | 2960 | 1532   | 1421  | 351   | 476   | 499   | 487   | 472 | 676  | 869  | 883 | 607  | 602        | 140        | 370                      | 290           | 289           | 233   | 172             | 317    | 398        | 456        | 296 |
|                     |        | 69%  | 73%    | 64%   | 68%   | 65%   | 65%   | 65%   | 73% | 75%  | 74%  | 70% | 66%  | 63%        | 70%        | 68%                      | 71%           | 67%           | 67%   | 73%             | 71%    | 63%        | 69%        | 73% |

**Charity Commission Public Trust Survey 2023**  
**Online Fieldwork: 24th to 31st January 2023**

Absolutes/col percents

Table 11

**Q2. 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?**

**Doctors**

**Base: All respondents**

|                    | Gender |      |        | Age   |       |       |       |       |      | SEG  |      |      |      | Region     |            |                          |               |               |       |                 |        |            |            |
|--------------------|--------|------|--------|-------|-------|-------|-------|-------|------|------|------|------|------|------------|------------|--------------------------|---------------|---------------|-------|-----------------|--------|------------|------------|
|                    | Total  | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+  | AB   | C1   | C2   | DE   | North East | North West | Yorkshire and the Humber | West Midlands | East Midlands | Wales | East of England | London | South East | South West |
| Weighted base      | 4316   | 2099 | 2204   | 513   | 737   | 767   | 755   | 642   | 901  | 1177 | 1264 | 916  | 959  | 199        | 544        | 406                      | 432           | 350           | 237   | 449             | 630    | 665        | 406        |
| NET: 4-7           | 2036   | 867  | 1165   | 262   | 390   | 392   | 385   | 272   | 336  | 498  | 620  | 439  | 478  | 85         | 262        | 177                      | 205           | 185           | 102   | 214             | 318    | 293        | 195        |
|                    | 47%    | 41%  | 53%    | 51%   | 53%   | 51%   | 51%   | 42%   | 37%  | 42%  | 49%  | 48%  | 50%  | 43%        | 48%        | 44%                      | 53%           | 43%           | 48%   | 51%             | 44%    | 48%        |            |
| NET: 4-6           | 1116   | 453  | 660    | 136   | 226   | 222   | 219   | 136   | 176  | 254  | 321  | 254  | 287  | 49         | 141        | 90                       | 119           | 96            | 51    | 110             | 203    | 168        | 88         |
|                    | 26%    | 22%  | 30%    | 27%   | 31%   | 29%   | 29%   | 21%   | 20%  | 22%  | 25%  | 28%  | 30%  | 25%        | 26%        | 22%                      | 28%           | 27%           | 22%   | 24%             | 32%    | 25%        | 22%        |
| NET: 0-3           | 240    | 114  | 123    | 26    | 36    | 47    | 48    | 34    | 49   | 55   | 60   | 54   | 70   | 10         | 33         | 25                       | 24            | 21            | 14    | 22              | 29     | 40         | 21         |
|                    | 6%     | 5%   | 6%     | 5%    | 5%    | 6%    | 6%    | 5%    | 5%   | 5%   | 5%   | 6%   | 7%   | 5%         | 6%         | 6%                       | 5%            | 6%            | 6%    | 5%              | 5%     | 6%         | 5%         |
| Mean               | 7.05   | 7.26 | 6.87   | 7.06  | 6.90  | 6.88  | 6.85  | 7.22  | 7.38 | 7.28 | 7.06 | 6.99 | 6.82 | 7.16       | 6.99       | 7.09                     | 7.04          | 6.93          | 7.18  | 7.10            | 6.95   | 7.11       | 7.14       |
| Standard deviation | 1.97   | 1.95 | 1.96   | 1.90  | 1.94  | 2.05  | 2.00  | 1.91  | 1.94 | 1.89 | 1.87 | 2.04 | 2.10 | 2.06       | 2.01       | 1.98                     | 2.03          | 2.00          | 1.96  | 1.84            | 1.96   | 1.96       | 1.98       |
| Standard error     | 0.03   | 0.04 | 0.04   | 0.09  | 0.07  | 0.08  | 0.07  | 0.07  | 0.06 | 0.05 | 0.05 | 0.08 | 0.06 | 0.15       | 0.09       | 0.10                     | 0.10          | 0.11          | 0.09  | 0.09            | 0.09   | 0.08       | 0.10       |

## Charity Commission Public Trust Survey 2023

### Online Fieldwork: 24th to 31st January 2023

Absolutes/col percents

Table 12

**Q2. 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?**

**Police**

**Base: All respondents**

|                     | Gender |             |            | Age        |            |            |            |            |            | SEG        |            |            |            | Region     |            |                          |               |               |            |                 |            |            |            |            |
|---------------------|--------|-------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|--------------------------|---------------|---------------|------------|-----------------|------------|------------|------------|------------|
|                     | Total  | Male        | Female     | 18-24      | 25-34      | 35-44      | 45-54      | 55-64      | 65+        | AB         | C1         | C2         | DE         | North East | North West | Yorkshire and the Humber | West Midlands | East Midlands | Wales      | East of England | London     | South East | South West |            |
| Unweighted base     | 4316   | 1992        | 2312       | 484        | 671        | 731        | 785        | 678        | 967        | 1317       | 1344       | 602        | 1053       | 192        | 524        | 392                      | 412           | 337           | 527        | 377             | 519        | 642        | 394        |            |
| Weighted base       | 4316   | 2099        | 2204       | 513        | 737        | 767        | 755        | 642        | 901        | 1177       | 1264       | 916        | 959        | 199        | 544        | 406                      | 432           | 350           | 237        | 449             | 630        | 665        | 406        |            |
| Trust completely    | (10)   | 110<br>3%   | 53<br>3%   | 55<br>3%   | 16<br>3%   | 21<br>3%   | 18<br>2%   | 23<br>3%   | 14<br>2%   | 18<br>3%   | 30<br>2%   | 30<br>2%   | 28<br>3%   | 22<br>2%   | 3<br>1%    | 14<br>3%                 | 13<br>3%      | 12<br>3%      | 4<br>1%    | 7<br>3%         | 7<br>2%    | 19<br>3%   | 23<br>3%   | 9<br>2%    |
| 9                   | (9)    | 243<br>6%   | 128<br>6%  | 115<br>5%  | 27<br>5%   | 28<br>4%   | 33<br>4%   | 38<br>5%   | 50<br>8%   | 68<br>8%   | 68<br>6%   | 74<br>6%   | 51<br>6%   | 50<br>5%   | 18<br>9%   | 19<br>4%                 | 27<br>7%      | 27<br>6%      | 21<br>6%   | 16<br>7%        | 25<br>6%   | 34<br>5%   | 36<br>5%   | 20<br>5%   |
| 8                   | (8)    | 641<br>15%  | 323<br>15% | 316<br>14% | 57<br>11%  | 92<br>12%  | 119<br>15% | 106<br>14% | 88<br>14%  | 178<br>20% | 178<br>15% | 173<br>14% | 148<br>16% | 142<br>15% | 31<br>16%  | 87<br>16%                | 61<br>15%     | 79<br>18%     | 59<br>17%  | 35<br>15%       | 64<br>14%  | 81<br>13%  | 87<br>13%  | 57<br>14%  |
| 7                   | (7)    | 738<br>17%  | 355<br>17% | 382<br>17% | 90<br>18%  | 125<br>17% | 126<br>16% | 123<br>16% | 120<br>19% | 154<br>17% | 214<br>18% | 218<br>17% | 173<br>19% | 133<br>14% | 38<br>19%  | 83<br>15%                | 65<br>16%     | 79<br>18%     | 62<br>18%  | 44<br>18%       | 87<br>19%  | 98<br>16%  | 113<br>17% | 69<br>17%  |
| 6                   | (6)    | 674<br>16%  | 313<br>15% | 361<br>16% | 86<br>17%  | 106<br>14% | 133<br>17% | 110<br>15% | 91<br>14%  | 148<br>16% | 201<br>17% | 188<br>15% | 140<br>15% | 145<br>15% | 29<br>14%  | 90<br>17%                | 57<br>14%     | 60<br>14%     | 55<br>16%  | 30<br>13%       | 68<br>15%  | 107<br>17% | 109<br>16% | 69<br>17%  |
| 5                   | (5)    | 712<br>16%  | 331<br>16% | 377<br>17% | 94<br>18%  | 145<br>20% | 126<br>16% | 136<br>18% | 97<br>15%  | 115<br>13% | 176<br>15% | 221<br>17% | 141<br>15% | 174<br>18% | 23<br>11%  | 91<br>17%                | 78<br>19%     | 78<br>18%     | 59<br>17%  | 35<br>15%       | 67<br>15%  | 104<br>16% | 111<br>17% | 67<br>16%  |
| 4                   | (4)    | 339<br>8%   | 159<br>8%  | 179<br>8%  | 37<br>7%   | 68<br>9%   | 51<br>7%   | 65<br>9%   | 48<br>7%   | 70<br>8%   | 96<br>8%   | 111<br>9%  | 46<br>5%   | 87<br>9%   | 11<br>6%   | 47<br>9%                 | 31<br>8%      | 33<br>8%      | 23<br>7%   | 20<br>8%        | 37<br>8%   | 60<br>9%   | 53<br>8%   | 25<br>6%   |
| 3                   | (3)    | 277<br>6%   | 136<br>6%  | 140<br>6%  | 44<br>9%   | 54<br>7%   | 49<br>6%   | 41<br>5%   | 42<br>7%   | 47<br>5%   | 70<br>6%   | 90<br>7%   | 59<br>6%   | 58<br>6%   | 16<br>8%   | 40<br>7%                 | 27<br>7%      | 25<br>6%      | 20<br>6%   | 15<br>6%        | 24<br>5%   | 33<br>5%   | 44<br>7%   | 34<br>8%   |
| 2                   | (2)    | 201<br>5%   | 97<br>5%   | 104<br>5%  | 24<br>5%   | 31<br>4%   | 37<br>5%   | 34<br>5%   | 35<br>5%   | 41<br>4%   | 49<br>4%   | 62<br>5%   | 44<br>5%   | 47<br>5%   | 14<br>7%   | 29<br>5%                 | 14<br>3%      | 8<br>2%       | 17<br>5%   | 16<br>7%        | 16<br>4%   | 31<br>5%   | 34<br>5%   | 24<br>6%   |
| 1                   | (1)    | 132<br>3%   | 68<br>3%   | 63<br>3%   | 14<br>3%   | 24<br>3%   | 27<br>4%   | 22<br>3%   | 21<br>3%   | 24<br>3%   | 37<br>3%   | 36<br>3%   | 28<br>3%   | 31<br>3%   | 8<br>4%    | 12<br>2%                 | 11<br>3%      | 12<br>3%      | 5<br>1%    | 9<br>4%         | 25<br>6%   | 21<br>3%   | 22<br>3%   | 8<br>2%    |
| Do not trust at all | (0)    | 248<br>6%   | 135<br>6%  | 111<br>5%  | 25<br>5%   | 42<br>6%   | 49<br>6%   | 56<br>7%   | 37<br>6%   | 39<br>4%   | 58<br>5%   | 62<br>5%   | 58<br>6%   | 70<br>7%   | 9<br>4%    | 32<br>6%                 | 23<br>6%      | 19<br>4%      | 24<br>7%   | 12<br>5%        | 29<br>7%   | 42<br>7%   | 33<br>5%   | 25<br>6%   |
| NET: 8-10           |        | 994<br>23%  | 505<br>24% | 487<br>22% | 100<br>19% | 141<br>19% | 170<br>22% | 167<br>22% | 152<br>24% | 264<br>29% | 276<br>23% | 277<br>22% | 227<br>25% | 214<br>22% | 52<br>26%  | 119<br>22%               | 100<br>25%    | 117<br>27%    | 85<br>24%  | 57<br>24%       | 96<br>21%  | 134<br>21% | 146<br>22% | 87<br>21%  |
| NET: 7-10           |        | 1732<br>40% | 860<br>41% | 869<br>39% | 190<br>37% | 266<br>36% | 296<br>39% | 291<br>39% | 272<br>42% | 418<br>46% | 491<br>42% | 494<br>39% | 400<br>44% | 347<br>36% | 89<br>45%  | 202<br>37%               | 166<br>41%    | 196<br>45%    | 147<br>42% | 101<br>43%      | 183<br>41% | 232<br>37% | 259<br>39% | 155<br>38% |

## Charity Commission Public Trust Survey 2023

### Online Fieldwork: 24th to 31st January 2023

Absolutes/col percents

Table 12

**Q2. 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?**

**Police**

**Base: All respondents**

|                    | Gender |      |        | Age   |       |       |       |       |      | SEG  |      |      |      | Region     |            |                          |               |               |       |                 |        |            |            |
|--------------------|--------|------|--------|-------|-------|-------|-------|-------|------|------|------|------|------|------------|------------|--------------------------|---------------|---------------|-------|-----------------|--------|------------|------------|
|                    | Total  | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+  | AB   | C1   | C2   | DE   | North East | North West | Yorkshire and the Humber | West Midlands | East Midlands | Wales | East of England | London | South East | South West |
| Weighted base      | 4316   | 2099 | 2204   | 513   | 737   | 767   | 755   | 642   | 901  | 1177 | 1264 | 916  | 959  | 199        | 544        | 406                      | 432           | 350           | 237   | 449             | 630    | 665        | 406        |
| NET: 4-7           | 2463   | 1159 | 1299   | 306   | 445   | 436   | 434   | 356   | 487  | 687  | 737  | 500  | 539  | 100        | 311        | 232                      | 250           | 199           | 129   | 258             | 369    | 387        | 229        |
|                    | 57%    | 55%  | 59%    | 60%   | 60%   | 57%   | 58%   | 55%   | 54%  | 58%  | 58%  | 55%  | 56%  | 51%        | 57%        | 57%                      | 58%           | 57%           | 54%   | 58%             | 59%    | 58%        | 56%        |
| NET: 4-6           | 1725   | 803  | 917    | 217   | 320   | 310   | 311   | 236   | 333  | 473  | 520  | 327  | 406  | 62         | 228        | 166                      | 171           | 137           | 85    | 171             | 271    | 273        | 161        |
|                    | 40%    | 38%  | 42%    | 42%   | 43%   | 40%   | 41%   | 37%   | 37%  | 40%  | 41%  | 36%  | 42%  | 31%        | 42%        | 41%                      | 40%           | 39%           | 36%   | 38%             | 43%    | 41%        | 40%        |
| NET: 0-3           | 858    | 435  | 418    | 107   | 152   | 162   | 153   | 134   | 151  | 214  | 250  | 189  | 206  | 47         | 114        | 74                       | 64            | 65            | 51    | 94              | 127    | 132        | 90         |
|                    | 20%    | 21%  | 19%    | 21%   | 21%   | 21%   | 20%   | 21%   | 17%  | 18%  | 20%  | 21%  | 21%  | 23%        | 21%        | 18%                      | 15%           | 19%           | 22%   | 21%             | 20%    | 20%        | 22%        |
| Mean               | 5.54   | 5.53 | 5.56   | 5.48  | 5.37  | 5.46  | 5.43  | 5.56  | 5.86 | 5.65 | 5.52 | 5.63 | 5.35 | 5.62       | 5.43       | 5.64                     | 5.86          | 5.61          | 5.53  | 5.43            | 5.42   | 5.55       | 5.45       |
| Standard deviation | 2.47   | 2.53 | 2.41   | 2.40  | 2.42  | 2.49  | 2.55  | 2.52  | 2.41 | 2.41 | 2.42 | 2.54 | 2.54 | 2.54       | 2.44       | 2.46                     | 2.35          | 2.45          | 2.54  | 2.55            | 2.52   | 2.45       | 2.46       |
| Standard error     | 0.04   | 0.06 | 0.05   | 0.11  | 0.09  | 0.09  | 0.09  | 0.10  | 0.08 | 0.07 | 0.07 | 0.10 | 0.08 | 0.18       | 0.11       | 0.12                     | 0.12          | 0.13          | 0.11  | 0.13            | 0.11   | 0.10       | 0.12       |



## Charity Commission Public Trust Survey 2023

### Online Fieldwork: 24th to 31st January 2023

Absolutes/col percents

Table 13

**Q2. 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?**

**The ordinary man/woman in the street**

**Base: All respondents**

|                     | Gender |             |            | Age        |            |            |            |            |            | SEG        |            |            |            | Region     |            |                          |               |               |            |                 |            |            |            |            |
|---------------------|--------|-------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|--------------------------|---------------|---------------|------------|-----------------|------------|------------|------------|------------|
|                     | Total  | Male        | Female     | 18-24      | 25-34      | 35-44      | 45-54      | 55-64      | 65+        | AB         | C1         | C2         | DE         | North East | North West | Yorkshire and the Humber | West Midlands | East Midlands | Wales      | East of England | London     | South East | South West |            |
| Unweighted base     | 4316   | 1992        | 2312       | 484        | 671        | 731        | 785        | 678        | 967        | 1317       | 1344       | 602        | 1053       | 192        | 524        | 392                      | 412           | 337           | 527        | 377             | 519        | 642        | 394        |            |
| Weighted base       | 4316   | 2099        | 2204       | 513        | 737        | 767        | 755        | 642        | 901        | 1177       | 1264       | 916        | 959        | 199        | 544        | 406                      | 432           | 350           | 237        | 449             | 630        | 665        | 406        |            |
| Trust completely    | (10)   | 40<br>1%    | 18<br>1%   | 22<br>1%   | 13<br>2%   | 8<br>1%    | 3<br>*     | 10<br>1%   | 1<br>*     | 4<br>*     | 15<br>1%   | 8<br>1%    | 9<br>1%    | 7<br>1%    | 5<br>3%    | 5<br>1%                  | 2<br>*        | 5<br>1%       | 2<br>1%    | 1<br>*          | 2<br>*     | 12<br>2%   | 3<br>*     | 4<br>1%    |
| 9                   | (9)    | 76<br>2%    | 49<br>2%   | 27<br>1%   | 13<br>2%   | 9<br>1%    | 12<br>2%   | 5<br>1%    | 11<br>2%   | 25<br>3%   | 24<br>2%   | 20<br>2%   | 16<br>2%   | 15<br>2%   | 1<br>1%    | 9<br>2%                  | 6<br>2%       | 9<br>2%       | 5<br>1%    | 6<br>3%         | 9<br>2%    | 16<br>3%   | 8<br>1%    | 6<br>2%    |
| 8                   | (8)    | 383<br>9%   | 216<br>10% | 165<br>8%  | 27<br>5%   | 49<br>7%   | 38<br>5%   | 45<br>6%   | 77<br>16%  | 148<br>16% | 114<br>10% | 111<br>9%  | 78<br>8%   | 80<br>8%   | 17<br>9%   | 48<br>9%                 | 56<br>14%     | 29<br>7%      | 30<br>8%   | 29<br>12%       | 35<br>8%   | 46<br>7%   | 50<br>8%   | 43<br>11%  |
| 7                   | (7)    | 874<br>20%  | 463<br>22% | 407<br>18% | 54<br>10%  | 102<br>14% | 155<br>20% | 141<br>19% | 173<br>27% | 250<br>28% | 246<br>21% | 195<br>19% | 182<br>19% | 36<br>18%  | 118<br>22% | 69<br>17%                | 83<br>19%     | 59<br>17%     | 49<br>21%  | 94<br>21%       | 122<br>19% | 136<br>20% | 108<br>27% |            |
| 6                   | (6)    | 818<br>19%  | 389<br>19% | 428<br>19% | 85<br>17%  | 156<br>21% | 142<br>19% | 155<br>21% | 124<br>19% | 156<br>17% | 221<br>19% | 251<br>20% | 173<br>19% | 173<br>18% | 49<br>25%  | 94<br>17%                | 72<br>18%     | 87<br>20%     | 55<br>16%  | 46<br>20%       | 97<br>22%  | 125<br>20% | 118<br>18% | 76<br>19%  |
| 5                   | (5)    | 1233<br>29% | 569<br>27% | 663<br>30% | 153<br>30% | 226<br>31% | 248<br>32% | 254<br>34% | 138<br>22% | 213<br>24% | 313<br>27% | 373<br>30% | 254<br>28% | 292<br>30% | 49<br>25%  | 156<br>29%               | 123<br>30%    | 132<br>30%    | 116<br>33% | 67<br>28%       | 129<br>29% | 168<br>27% | 201<br>30% | 93<br>23%  |
| 4                   | (4)    | 354<br>8%   | 162<br>8%  | 191<br>9%  | 60<br>12%  | 70<br>9%   | 61<br>8%   | 58<br>8%   | 54<br>8%   | 52<br>6%   | 112<br>10% | 99<br>8%   | 78<br>9%   | 66<br>7%   | 12<br>6%   | 41<br>8%                 | 32<br>8%      | 33<br>8%      | 38<br>11%  | 17<br>7%        | 30<br>7%   | 58<br>9%   | 64<br>10%  | 31<br>8%   |
| 3                   | (3)    | 230<br>5%   | 97<br>5%   | 132<br>6%  | 49<br>9%   | 35<br>5%   | 34<br>4%   | 47<br>6%   | 34<br>5%   | 32<br>4%   | 56<br>5%   | 66<br>5%   | 42<br>5%   | 65<br>7%   | 10<br>5%   | 31<br>6%                 | 24<br>6%      | 17<br>4%      | 17<br>5%   | 10<br>4%        | 24<br>5%   | 34<br>5%   | 42<br>6%   | 21<br>5%   |
| 2                   | (2)    | 136<br>3%   | 63<br>3%   | 72<br>3%   | 31<br>6%   | 29<br>4%   | 30<br>4%   | 22<br>3%   | 15<br>2%   | 9<br>1%    | 39<br>3%   | 40<br>3%   | 25<br>3%   | 32<br>3%   | 7<br>4%    | 20<br>4%                 | 12<br>3%      | 12<br>3%      | 14<br>4%   | 6<br>3%         | 10<br>2%   | 21<br>3%   | 22<br>3%   | 11<br>3%   |
| 1                   | (1)    | 70<br>2%    | 25<br>1%   | 45<br>2%   | 12<br>2%   | 29<br>4%   | 14<br>2%   | 10<br>1%   | 4<br>1%    | 2<br>*     | 15<br>1%   | 17<br>1%   | 18<br>2%   | 20<br>2%   | 6<br>3%    | 10<br>2%                 | 3<br>1%       | 8<br>2%       | 5<br>1%    | 2<br>1%         | 11<br>2%   | 15<br>2%   | 4<br>1%    | 7<br>2%    |
| Do not trust at all | (0)    | 101<br>2%   | 46<br>2%   | 53<br>2%   | 17<br>3%   | 25<br>3%   | 29<br>4%   | 8<br>1%    | 13<br>2%   | 10<br>1%   | 16<br>1%   | 32<br>3%   | 26<br>3%   | 27<br>3%   | 7<br>3%    | 12<br>2%                 | 6<br>1%       | 17<br>4%      | 10<br>3%   | 5<br>2%         | 9<br>2%    | 14<br>2%   | 17<br>3%   | 6<br>2%    |
| NET: 8-10           |        | 499<br>12%  | 284<br>14% | 214<br>10% | 53<br>10%  | 66<br>9%   | 53<br>7%   | 60<br>8%   | 89<br>14%  | 178<br>20% | 153<br>13% | 139<br>11% | 104<br>11% | 102<br>11% | 23<br>12%  | 63<br>12%                | 64<br>16%     | 43<br>10%     | 36<br>10%  | 36<br>15%       | 46<br>10%  | 74<br>12%  | 61<br>9%   | 53<br>13%  |
| NET: 7-10           |        | 1373<br>32% | 747<br>36% | 620<br>28% | 106<br>21% | 168<br>23% | 208<br>27% | 201<br>27% | 262<br>41% | 428<br>47% | 405<br>34% | 385<br>30% | 299<br>33% | 284<br>30% | 60<br>30%  | 180<br>33%               | 133<br>33%    | 126<br>29%    | 95<br>27%  | 85<br>36%       | 140<br>31% | 196<br>31% | 197<br>30% | 161<br>40% |

## Charity Commission Public Trust Survey 2023

### Online Fieldwork: 24th to 31st January 2023

Absolutes/col percents

Table 13

**Q2. 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?**

**The ordinary man/woman in the street**

**Base: All respondents**

|                    | Gender |      |        | Age   |       |       |       |       |      | SEG  |      |      |      | Region     |            |                          |               |               |       |                 |        |            |            |
|--------------------|--------|------|--------|-------|-------|-------|-------|-------|------|------|------|------|------|------------|------------|--------------------------|---------------|---------------|-------|-----------------|--------|------------|------------|
|                    | Total  | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+  | AB   | C1   | C2   | DE   | North East | North West | Yorkshire and the Humber | West Midlands | East Midlands | Wales | East of England | London | South East | South West |
| Weighted base      | 4316   | 2099 | 2204   | 513   | 737   | 767   | 755   | 642   | 901  | 1177 | 1264 | 916  | 959  | 199        | 544        | 406                      | 432           | 350           | 237   | 449             | 630    | 665        | 406        |
| NET: 4-7           | 3280   | 1584 | 1688   | 352   | 554   | 607   | 608   | 489   | 671  | 898  | 970  | 700  | 713  | 146        | 408        | 296                      | 334           | 268           | 179   | 349             | 473    | 519        | 307        |
|                    | 76%    | 75%  | 77%    | 69%   | 75%   | 79%   | 81%   | 76%   | 74%  | 76%  | 77%  | 76%  | 74%  | 74%        | 75%        | 73%                      | 77%           | 77%           | 75%   | 78%             | 75%    | 78%        | 76%        |
| NET: 4-6           | 2406   | 1121 | 1282   | 298   | 452   | 452   | 467   | 316   | 421  | 646  | 723  | 505  | 531  | 110        | 290        | 227                      | 251           | 209           | 130   | 256             | 350    | 383        | 199        |
|                    | 56%    | 53%  | 58%    | 58%   | 61%   | 59%   | 62%   | 49%   | 47%  | 55%  | 57%  | 55%  | 55%  | 55%        | 53%        | 56%                      | 58%           | 60%           | 55%   | 57%             | 56%    | 58%        | 49%        |
| NET: 0-3           | 537    | 231  | 302    | 109   | 117   | 107   | 87    | 65    | 53   | 126  | 155  | 112  | 144  | 29         | 73         | 45                       | 54            | 46            | 23    | 54              | 84     | 84         | 45         |
|                    | 12%    | 11%  | 14%    | 21%   | 16%   | 14%   | 11%   | 10%   | 6%   | 11%  | 12%  | 12%  | 15%  | 15%        | 13%        | 11%                      | 13%           | 13%           | 10%   | 12%             | 13%    | 13%        | 11%        |
| Mean               | 5.51   | 5.66 | 5.38   | 5.01  | 5.16  | 5.27  | 5.46  | 5.79  | 6.14 | 5.64 | 5.49 | 5.51 | 5.38 | 5.47       | 5.50       | 5.63                     | 5.42          | 5.31          | 5.72  | 5.53            | 5.50   | 5.41       | 5.74       |
| Standard deviation | 1.86   | 1.85 | 1.86   | 2.08  | 1.98  | 1.89  | 1.67  | 1.77  | 1.63 | 1.81 | 1.83 | 1.91 | 1.91 | 2.03       | 1.89       | 1.77                     | 1.95          | 1.85          | 1.79  | 1.80            | 1.95   | 1.78       | 1.83       |
| Standard error     | 0.03   | 0.04 | 0.04   | 0.09  | 0.08  | 0.07  | 0.06  | 0.07  | 0.05 | 0.05 | 0.05 | 0.08 | 0.06 | 0.15       | 0.08       | 0.09                     | 0.10          | 0.10          | 0.08  | 0.09            | 0.09   | 0.07       | 0.09       |

## Charity Commission Public Trust Survey 2023

### Online Fieldwork: 24th to 31st January 2023

Absolutes/col percents

Table 14

**Q3. Overall, how important a role do you think charities play in society today?**

**Base: All respondents**

|  | Gender   |      |        | Age   |       |       |       |       |      | SEG  |      |      |      | Region     |            |                          |               |               |       |                 |        |            |            |
|--|----------|------|--------|-------|-------|-------|-------|-------|------|------|------|------|------|------------|------------|--------------------------|---------------|---------------|-------|-----------------|--------|------------|------------|
|  | Total    | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+  | AB   | C1   | C2   | DE   | North East | North West | Yorkshire and the Humber | West Midlands | East Midlands | Wales | East of England | London | South East | South West |
| Unweighted base                        | 4316     | 1992 | 2312   | 484   | 671   | 731   | 785   | 678   | 967  | 1317 | 1344 | 602  | 1053 | 192        | 524        | 392                      | 412           | 337           | 527   | 377             | 519    | 642        | 394        |
| Weighted base                          | 4316     | 2099 | 2204   | 513   | 737   | 767   | 755   | 642   | 901  | 1177 | 1264 | 916  | 959  | 199        | 544        | 406                      | 432           | 350           | 237   | 449             | 630    | 665        | 406        |
| Essential                              | (5) 881  | 378  | 499    | 88    | 119   | 158   | 176   | 150   | 191  | 280  | 251  | 154  | 195  | 50         | 108        | 80                       | 92            | 62            | 49    | 87              | 129    | 150        | 73         |
|  | 20%      | 18%  | 23%    | 17%   | 16%   | 21%   | 23%   | 23%   | 21%  | 24%  | 20%  | 17%  | 20%  | 25%        | 20%        | 20%                      | 21%           | 18%           | 21%   | 19%             | 20%    | 23%        | 18%        |
| Very important                         | (4) 1540 | 732  | 804    | 173   | 272   | 264   | 277   | 237   | 317  | 423  | 474  | 335  | 308  | 68         | 190        | 136                      | 155           | 113           | 91    | 164             | 237    | 246        | 141        |
|  | 36%      | 35%  | 36%    | 34%   | 37%   | 34%   | 37%   | 37%   | 35%  | 36%  | 37%  | 37%  | 32%  | 34%        | 35%        | 33%                      | 36%           | 32%           | 38%   | 37%             | 38%    | 37%        | 35%        |
| Fairly important                       | (3) 1470 | 759  | 708    | 204   | 275   | 252   | 236   | 200   | 301  | 394  | 429  | 310  | 337  | 61         | 174        | 154                      | 131           | 144           | 73    | 154             | 213    | 215        | 152        |
|  | 34%      | 36%  | 32%    | 40%   | 37%   | 33%   | 31%   | 31%   | 33%  | 33%  | 34%  | 34%  | 35%  | 31%        | 32%        | 38%                      | 30%           | 41%           | 31%   | 34%             | 34%    | 32%        | 37%        |
| Not very important                     | (2) 217  | 134  | 81     | 25    | 38    | 40    | 24    | 28    | 62   | 46   | 54   | 57   | 60   | 10         | 41         | 17                       | 30            | 16            | 11    | 22              | 26     | 24         | 19         |
|  | 5%       | 6%   | 4%     | 5%    | 5%    | 5%    | 3%    | 4%    | 7%   | 4%   | 4%   | 6%   | 6%   | 5%         | 8%         | 4%                       | 7%            | 5%            | 5%    | 5%              | 4%     | 4%         | 5%         |
| Not at all important                   | (1) 55   | 38   | 17     | 5     | 9     | 15    | 6     | 11    | 9    | 15   | 9    | 16   | 15   | 1          | 11         | 6                        | 9             | 3             | 2     | 6               | 4      | 8          | 3          |
|  | 1%       | 2%   | 1%     | 1%    | 1%    | 2%    | 1%    | 2%    | 1%   | 1%   | 1%   | 2%   | 2%   | *          | 2%         | 2%                       | 2%            | 1%            | 1%    | 1%              | 1%     | 1%         | 1%         |
| NET: Essential/ Very important         | 2420     | 1110 | 1303   | 261   | 391   | 421   | 453   | 387   | 508  | 703  | 725  | 489  | 503  | 118        | 298        | 215                      | 247           | 175           | 140   | 251             | 366    | 396        | 213        |
|  | 56%      | 53%  | 59%    | 51%   | 53%   | 55%   | 60%   | 60%   | 56%  | 60%  | 57%  | 53%  | 52%  | 60%        | 55%        | 53%                      | 57%           | 50%           | 59%   | 56%             | 58%    | 60%        | 53%        |
| NET: Essential/ Very/ Fairly important | 3890     | 1869 | 2011   | 465   | 666   | 673   | 690   | 588   | 809  | 1097 | 1154 | 800  | 840  | 179        | 472        | 369                      | 378           | 319           | 213   | 405             | 579    | 611        | 365        |
|  | 90%      | 89%  | 91%    | 91%   | 90%   | 88%   | 91%   | 91%   | 90%  | 93%  | 91%  | 87%  | 88%  | 90%        | 87%        | 91%                      | 88%           | 91%           | 90%   | 90%             | 92%    | 92%        | 90%        |
| NET: Not very/ Not at all important    | 272      | 172  | 98     | 30    | 47    | 55    | 29    | 39    | 71   | 62   | 63   | 73   | 75   | 11         | 52         | 23                       | 39            | 19            | 14    | 28              | 31     | 32         | 22         |
|  | 6%       | 8%   | 4%     | 6%    | 6%    | 7%    | 4%    | 6%    | 8%   | 5%   | 5%   | 8%   | 8%   | 6%         | 10%        | 6%                       | 9%            | 6%            | 6%    | 6%              | 5%     | 5%         | 5%         |
| Don't know                             | 154      | 58   | 95     | 18    | 24    | 39    | 36    | 16    | 22   | 19   | 47   | 43   | 45   | 8          | 20         | 13                       | 15            | 11            | 11    | 15              | 21     | 22         | 18         |
|  | 4%       | 3%   | 4%     | 3%    | 3%    | 5%    | 5%    | 2%    | 2%   | 2%   | 4%   | 5%   | 5%   | 4%         | 4%         | 3%                       | 3%            | 3%            | 5%    | 3%              | 3%     | 3%         | 5%         |
| Mean                                   | 3.71     | 3.63 | 3.80   | 3.63  | 3.64  | 3.70  | 3.83  | 3.78  | 3.70 | 3.78 | 3.74 | 3.64 | 3.67 | 3.82       | 3.66       | 3.68                     | 3.70          | 3.63          | 3.76  | 3.70            | 3.76   | 3.79       | 3.67       |
| Standard deviation                     | 0.90     | 0.92 | 0.87   | 0.87  | 0.87  | 0.94  | 0.86  | 0.92  | 0.92 | 0.90 | 0.86 | 0.91 | 0.94 | 0.90       | 0.96       | 0.90                     | 0.96          | 0.87          | 0.89  | 0.90            | 0.86   | 0.89       | 0.86       |
| Standard error                         | 0.01     | 0.02 | 0.02   | 0.04  | 0.03  | 0.04  | 0.03  | 0.04  | 0.03 | 0.03 | 0.02 | 0.04 | 0.03 | 0.07       | 0.04       | 0.05                     | 0.05          | 0.05          | 0.04  | 0.05            | 0.04   | 0.04       | 0.04       |

## Charity Commission Public Trust Survey 2023

### Online Fieldwork: 24th to 31st January 2023

Absolutes/col percents

Table 15

**Q4. Please read the following pairs of statements. In each case, please use the sliding scale to indicate which you would be most inclined to trust, using a 0-10 scale on which 0 means you fully trust A rather B, and 10 means you fully trust B rather A.**

**Base: All respondents**

**Summary table**

|                    | A) A large charity vs. B) A small charity | A) A charity that is focused in my local area vs. B) A charity that does work across the country | A) A charity that is run by paid professionals vs. B) A charity that is run by volunteers | A) A charity that serves a cause I care about vs. B) A charity that serves a good cause that I am not particularly interested in | A) A charity because of what I've heard about it specifically vs. B) A charity because of what I've heard about charities generally |
|--------------------|---|--|---|--|---|
| Unweighted base    | 4316                                      | 4316   | 4316  | 4316   | 4316  |
| Weighted base      | 4316                                      | 4316   | 4316  | 4316   | 4316  |
| 0 - Fully trust A  | 75<br>2%                                  | 172<br>4%  | 82<br>2%  | 323<br>7%  | 266<br>6%   |
| 1                  | 90<br>2%                                  | 226<br>5%  | 60<br>1%  | 344<br>8%  | 292<br>7%   |
| 2                  | 207<br>5%                                 | 448<br>10%   | 170<br>4%   | 619<br>14%   | 693<br>16%  |
| 3                  | 272<br>6%                                 | 524<br>12%   | 282<br>7%   | 585<br>14%   | 670<br>16%  |
| 4                  | 264<br>6%                                 | 372<br>9%  | 251<br>6%   | 439<br>10%   | 390<br>9%   |
| 5                  | 1572<br>36%                               | 1559<br>36%  | 1203<br>28%   | 1423<br>33%  | 1258<br>29%   |
| 6                  | 437<br>10%                                | 264<br>6%  | 390<br>9%   | 167<br>4%  | 209<br>5%   |
| 7                  | 540<br>13%                                | 311<br>7%  | 577<br>13%  | 165<br>4%  | 225<br>5%   |
| 8                  | 472<br>11%                                | 222<br>5%  | 621<br>14%  | 133<br>3%  | 158<br>4%   |
| 9                  | 187<br>4%                                 | 108<br>2%  | 317<br>7%   | 68<br>2%   | 67<br>2%  |
| 10 - Fully trust B | 200<br>5%                                 | 110<br>3%  | 364<br>8%   | 50<br>1%   | 88<br>2%  |
| NET: 0-3 A         | 644<br>15%                                | 1370<br>32%  | 594<br>14%  | 1871<br>43%  | 1921<br>45%   |

## Charity Commission Public Trust Survey 2023

### Online Fieldwork: 24th to 31st January 2023

Absolutes/col percents

Table 15

**Q4. Please read the following pairs of statements. In each case, please use the sliding scale to indicate which you would be most inclined to trust, using a 0-10 scale on which 0 means you fully trust A rather B, and 10 means you fully trust B rather A.**

**Base: All respondents**

**Summary table**

|                    | A) A large charity vs. B) A small charity | A) A charity that is focused in my local area vs. B) A charity that does work across the country | A) A charity that is run by paid professionals vs. B) A charity that is run by volunteers | A) A charity that serves a cause I care about vs. B) A charity that serves a good cause that I am not particularly interested in | A) A charity because of what I've heard about it specifically vs. B) A charity because of what I've heard about charities generally |
|--------------------|---|--|---|--|---|
| Weighted base      | 4316                                      | 4316   | 4316  | 4316   | 4316  |
| NET: 4-6           | 2273<br>53%                               | 2195<br>51%  | 1844<br>43%   | 2028<br>47%  | 1857<br>43%   |
| NET: 7-10 B        | 1399<br>32%                               | 751<br>17%   | 1878<br>44%   | 417<br>10%   | 538<br>12%  |
| NET: 0-2 A         | 372<br>9%                                 | 846<br>20%   | 312<br>7%   | 1286<br>30%  | 1251<br>29%   |
| NET: 8-10 B        | 859<br>20%                                | 440<br>10%   | 1302<br>30%   | 252<br>6%  | 313<br>7%   |
| Mean               | 5.58                                      | 4.54   | 6.05  | 3.83   | 3.97  |
| Standard deviation | 2.15                                      | 2.23   | 2.34  | 2.18   | 2.25  |
| Standard error     | 0.03                                      | 0.03   | 0.04  | 0.03   | 0.03  |

## Charity Commission Public Trust Survey 2023

### Online Fieldwork: 24th to 31st January 2023

Absolutes/col percents

Table 16

**Q4. Please read the following pairs of statements. In each case, please use the sliding scale to indicate which you would be most inclined to trust, using a 0-10 scale on which 0 means you fully trust A rather B, and 10 means you fully trust B rather A.**

**Base: All respondents**

**A) A large charity vs. B) A small charity**

|                    | Gender      |             |             | Age        |            |            |            |            |            | SEG        |            |            |            | Region     |            |                          |               |               |            |                 |            |            |            |
|--------------------|-------------|-------------|-------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|--------------------------|---------------|---------------|------------|-----------------|------------|------------|------------|
|                    | Total       | Male        | Female      | 18-24      | 25-34      | 35-44      | 45-54      | 55-64      | 65+        | AB         | C1         | C2         | DE         | North East | North West | Yorkshire and the Humber | West Midlands | East Midlands | Wales      | East of England | London     | South East | South West |
| Unweighted base    | 4316        | 1992        | 2312        | 484        | 671        | 731        | 785        | 678        | 967        | 1317       | 1344       | 602        | 1053       | 192        | 524        | 392                      | 412           | 337           | 527        | 377             | 519        | 642        | 394        |
| Weighted base      | 4316        | 2099        | 2204        | 513        | 737        | 767        | 755        | 642        | 901        | 1177       | 1264       | 916        | 959        | 199        | 544        | 406                      | 432           | 350           | 237        | 449             | 630        | 665        | 406        |
| 0 - Fully trust A  | 75<br>2%    | 34<br>2%    | 41<br>2%    | 18<br>4%   | 15<br>2%   | 19<br>3%   | 7<br>1%    | 7<br>1%    | 9<br>1%    | 18<br>2%   | 13<br>1%   | 31<br>3%   | 14<br>1%   | 2<br>1%    | 13<br>2%   | 9<br>2%                  | 10<br>2%      | 3<br>1%       | 3<br>1%    | 4<br>1%         | 17<br>3%   | 7<br>1%    | 8<br>2%    |
| 1                  | 90<br>2%    | 46<br>2%    | 44<br>2%    | 19<br>4%   | 16<br>2%   | 15<br>2%   | 16<br>2%   | 11<br>2%   | 14<br>2%   | 36<br>3%   | 19<br>2%   | 13<br>1%   | 21<br>2%   | 5<br>2%    | 11<br>2%   | 15<br>4%                 | 7<br>2%       | 8<br>2%       | 3<br>1%    | 10<br>2%        | 20<br>3%   | 8<br>1%    | 3<br>1%    |
| 2                  | 207<br>5%   | 108<br>5%   | 99<br>4%    | 37<br>4%   | 45<br>6%   | 40<br>5%   | 35<br>5%   | 23<br>4%   | 28<br>5%   | 56<br>5%   | 60<br>5%   | 50<br>5%   | 41<br>4%   | 9<br>4%    | 21<br>4%   | 21<br>5%                 | 29<br>7%      | 18<br>5%      | 6<br>3%    | 14<br>3%        | 43<br>7%   | 28<br>4%   | 19<br>5%   |
| 3                  | 272<br>6%   | 133<br>6%   | 137<br>6%   | 50<br>10%  | 53<br>7%   | 43<br>6%   | 32<br>4%   | 41<br>6%   | 54<br>6%   | 77<br>7%   | 83<br>7%   | 57<br>6%   | 55<br>6%   | 18<br>9%   | 33<br>6%   | 22<br>5%                 | 23<br>5%      | 18<br>5%      | 10<br>4%   | 29<br>6%        | 48<br>8%   | 44<br>7%   | 28<br>7%   |
| 4                  | 264<br>6%   | 142<br>7%   | 123<br>6%   | 40<br>8%   | 44<br>6%   | 51<br>7%   | 48<br>6%   | 41<br>6%   | 42<br>5%   | 79<br>7%   | 76<br>6%   | 57<br>6%   | 53<br>5%   | 14<br>7%   | 37<br>7%   | 22<br>5%                 | 27<br>6%      | 23<br>6%      | 14<br>6%   | 20<br>5%        | 45<br>7%   | 40<br>6%   | 22<br>5%   |
| 5                  | 1572<br>36% | 745<br>35%  | 821<br>37%  | 143<br>28% | 235<br>32% | 279<br>36% | 325<br>43% | 248<br>39% | 342<br>38% | 429<br>36% | 456<br>36% | 343<br>37% | 344<br>36% | 67<br>34%  | 187<br>34% | 147<br>36%               | 160<br>37%    | 112<br>32%    | 109<br>46% | 187<br>42%      | 231<br>37% | 231<br>35% | 141<br>35% |
| 6                  | 437<br>10%  | 206<br>10%  | 231<br>10%  | 62<br>12%  | 92<br>12%  | 80<br>10%  | 63<br>8%   | 68<br>11%  | 72<br>8%   | 114<br>10% | 136<br>11% | 87<br>10%  | 99<br>10%  | 13<br>7%   | 58<br>11%  | 40<br>10%                | 34<br>8%      | 35<br>10%     | 17<br>7%   | 52<br>12%       | 64<br>10%  | 73<br>11%  | 51<br>13%  |
| 7                  | 540<br>13%  | 273<br>13%  | 263<br>12%  | 53<br>10%  | 99<br>13%  | 94<br>12%  | 89<br>12%  | 87<br>13%  | 118<br>13% | 146<br>12% | 163<br>13% | 117<br>13% | 114<br>12% | 30<br>15%  | 82<br>15%  | 40<br>10%                | 55<br>13%     | 46<br>13%     | 27<br>11%  | 52<br>12%       | 72<br>11%  | 92<br>14%  | 45<br>11%  |
| 8                  | 472<br>11%  | 238<br>11%  | 233<br>11%  | 51<br>10%  | 70<br>9%   | 81<br>11%  | 73<br>10%  | 67<br>10%  | 130<br>14% | 119<br>10% | 152<br>12% | 88<br>10%  | 113<br>12% | 23<br>12%  | 60<br>11%  | 43<br>11%                | 40<br>9%      | 48<br>14%     | 26<br>11%  | 43<br>10%       | 51<br>8%   | 85<br>9%   | 53<br>13%  |
| 9                  | 187<br>4%   | 78<br>4%    | 109<br>5%   | 18<br>4%   | 33<br>5%   | 34<br>4%   | 29<br>4%   | 23<br>4%   | 50<br>6%   | 55<br>5%   | 53<br>4%   | 34<br>4%   | 46<br>5%   | 6<br>3%    | 15<br>3%   | 24<br>6%                 | 24<br>6%      | 21<br>6%      | 11<br>5%   | 18<br>4%        | 17<br>3%   | 31<br>5%   | 19<br>5%   |
| 10 - Fully trust B | 200<br>5%   | 96<br>5%    | 103<br>5%   | 23<br>4%   | 37<br>5%   | 32<br>4%   | 38<br>5%   | 28<br>4%   | 43<br>5%   | 49<br>4%   | 54<br>4%   | 38<br>4%   | 60<br>6%   | 12<br>6%   | 28<br>5%   | 23<br>6%                 | 23<br>5%      | 17<br>5%      | 12<br>5%   | 19<br>4%        | 25<br>4%   | 25<br>4%   | 18<br>4%   |
| NET: 0-3 A         | 644<br>15%  | 320<br>15%  | 322<br>15%  | 123<br>24% | 128<br>17% | 118<br>15% | 90<br>12%  | 81<br>13%  | 104<br>12% | 187<br>16% | 175<br>14% | 151<br>16% | 131<br>14% | 33<br>17%  | 78<br>14%  | 67<br>16%                | 69<br>16%     | 48<br>14%     | 21<br>9%   | 57<br>13%       | 127<br>20% | 87<br>13%  | 57<br>14%  |
| NET: 4-6           | 2273<br>53% | 1093<br>52% | 1174<br>53% | 245<br>48% | 371<br>50% | 409<br>53% | 435<br>58% | 356<br>55% | 456<br>51% | 622<br>53% | 668<br>53% | 487<br>53% | 496<br>52% | 94<br>47%  | 281<br>52% | 209<br>52%               | 221<br>51%    | 170<br>49%    | 140<br>59% | 259<br>58%      | 339<br>54% | 344<br>52% | 214<br>53% |

## Charity Commission Public Trust Survey 2023

### Online Fieldwork: 24th to 31st January 2023

Absolutes/col percents

Table 16

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**Base: All respondents**

**A) A large charity vs. B) A small charity**

|                    | Gender |      |        | Age   |       |       |       |       |      | SEG  |      |      |      | Region     |            |                          |               |               |       |                 |        |            |            |
|--------------------|--------|------|--------|-------|-------|-------|-------|-------|------|------|------|------|------|------------|------------|--------------------------|---------------|---------------|-------|-----------------|--------|------------|------------|
|                    | Total  | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+  | AB   | C1   | C2   | DE   | North East | North West | Yorkshire and the Humber | West Midlands | East Midlands | Wales | East of England | London | South East | South West |
| Weighted base      | 4316   | 2099 | 2204   | 513   | 737   | 767   | 755   | 642   | 901  | 1177 | 1264 | 916  | 959  | 199        | 544        | 406                      | 432           | 350           | 237   | 449             | 630    | 665        | 406        |
| NET: 7-10 B        | 1399   | 686  | 709    | 145   | 239   | 241   | 229   | 205   | 341  | 368  | 421  | 278  | 332  | 71         | 184        | 130                      | 142           | 132           | 76    | 133             | 164    | 233        | 134        |
|                    | 32%    | 33%  | 32%    | 28%   | 32%   | 31%   | 30%   | 32%   | 38%  | 31%  | 33%  | 30%  | 35%  | 36%        | 34%        | 32%                      | 33%           | 38%           | 32%   | 30%             | 26%    | 35%        | 33%        |
| NET: 0-2 A         | 372    | 187  | 184    | 73    | 75    | 75    | 58    | 41    | 50   | 110  | 91   | 94   | 76   | 15         | 45         | 45                       | 46            | 30            | 11    | 28              | 79     | 43         | 29         |
|                    | 9%     | 9%   | 8%     | 14%   | 10%   | 10%   | 8%    | 6%    | 6%   | 9%   | 7%   | 10%  | 8%   | 8%         | 8%         | 11%                      | 11%           | 8%            | 5%    | 6%              | 13%    | 7%         | 7%         |
| NET: 8-10 B        | 859    | 413  | 445    | 92    | 140   | 147   | 140   | 118   | 222  | 222  | 258  | 161  | 218  | 41         | 103        | 90                       | 87            | 86            | 49    | 81              | 92     | 141        | 90         |
|                    | 20%    | 20%  | 20%    | 18%   | 19%   | 19%   | 19%   | 18%   | 25%  | 19%  | 20%  | 18%  | 23%  | 21%        | 19%        | 22%                      | 20%           | 24%           | 21%   | 18%             | 15%    | 21%        | 22%        |
| Mean               | 5.58   | 5.56 | 5.60   | 5.18  | 5.54  | 5.51  | 5.60  | 5.63  | 5.87 | 5.50 | 5.66 | 5.42 | 5.74 | 5.62       | 5.59       | 5.56                     | 5.54          | 5.79          | 5.75  | 5.61            | 5.19   | 5.72       | 5.69       |
| Standard deviation | 2.15   | 2.15 | 2.15   | 2.38  | 2.22  | 2.18  | 2.04  | 2.01  | 2.07 | 2.16 | 2.06 | 2.19 | 2.19 | 2.18       | 2.16       | 2.32                     | 2.25          | 2.18          | 1.98  | 1.99            | 2.19   | 2.04       | 2.11       |
| Standard error     | 0.03   | 0.05 | 0.04   | 0.11  | 0.09  | 0.08  | 0.07  | 0.08  | 0.07 | 0.06 | 0.06 | 0.09 | 0.07 | 0.16       | 0.09       | 0.12                     | 0.11          | 0.12          | 0.09  | 0.10            | 0.10   | 0.08       | 0.11       |

## Charity Commission Public Trust Survey 2023

### Online Fieldwork: 24th to 31st January 2023

Absolutes/col percents

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**Base: All respondents**

**A) A charity that is focused in my local area vs. B) A charity that does work across the country**

|                    | Gender      |             |             | Age        |            |            |            |            |            | SEG        |            |            |            | Region     |            |                          |               |               |            |                 |            |            |            |
|--------------------|-------------|-------------|-------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|--------------------------|---------------|---------------|------------|-----------------|------------|------------|------------|
|                    | Total       | Male        | Female      | 18-24      | 25-34      | 35-44      | 45-54      | 55-64      | 65+        | AB         | C1         | C2         | DE         | North East | North West | Yorkshire and the Humber | West Midlands | East Midlands | Wales      | East of England | London     | South East | South West |
| Unweighted base    | 4316        | 1992        | 2312        | 484        | 671        | 731        | 785        | 678        | 967        | 1317       | 1344       | 602        | 1053       | 192        | 524        | 392                      | 412           | 337           | 527        | 377             | 519        | 642        | 394        |
| Weighted base      | 4316        | 2099        | 2204        | 513        | 737        | 767        | 755        | 642        | 901        | 1177       | 1264       | 916        | 959        | 199        | 544        | 406                      | 432           | 350           | 237        | 449             | 630        | 665        | 406        |
| 0 - Fully trust A  | 172<br>4%   | 72<br>3%    | 99<br>5%    | 20<br>4%   | 24<br>3%   | 36<br>5%   | 28<br>4%   | 22<br>3%   | 42<br>5%   | 41<br>3%   | 58<br>5%   | 25<br>3%   | 49<br>5%   | 10<br>5%   | 22<br>4%   | 21<br>5%                 | 20<br>5%      | 10<br>3%      | 13<br>5%   | 19<br>4%        | 20<br>3%   | 22<br>3%   | 14<br>4%   |
| 1                  | 226<br>5%   | 112<br>5%   | 114<br>5%   | 16<br>3%   | 34<br>5%   | 30<br>4%   | 34<br>4%   | 39<br>6%   | 74<br>8%   | 67<br>6%   | 57<br>4%   | 44<br>5%   | 58<br>6%   | 8<br>4%    | 23<br>4%   | 23<br>6%                 | 18<br>4%      | 23<br>7%      | 10<br>4%   | 23<br>5%        | 31<br>5%   | 39<br>6%   | 27<br>7%   |
| 2                  | 448<br>10%  | 223<br>11%  | 223<br>10%  | 45<br>9%   | 74<br>10%  | 78<br>10%  | 64<br>8%   | 60<br>9%   | 126<br>14% | 125<br>11% | 125<br>10% | 104<br>11% | 93<br>10%  | 22<br>11%  | 75<br>14%  | 37<br>9%                 | 35<br>8%      | 47<br>13%     | 32<br>13%  | 50<br>11%       | 36<br>6%   | 79<br>12%  | 35<br>9%   |
| 3                  | 524<br>12%  | 256<br>12%  | 268<br>12%  | 58<br>11%  | 93<br>13%  | 100<br>13% | 80<br>11%  | 84<br>13%  | 108<br>12% | 161<br>14% | 153<br>12% | 118<br>13% | 93<br>10%  | 36<br>18%  | 63<br>12%  | 51<br>13%                | 42<br>10%     | 53<br>15%     | 26<br>11%  | 56<br>12%       | 73<br>12%  | 72<br>11%  | 51<br>13%  |
| 4                  | 372<br>9%   | 158<br>8%   | 213<br>10%  | 54<br>10%  | 71<br>10%  | 59<br>8%   | 65<br>9%   | 59<br>9%   | 65<br>7%   | 73<br>6%   | 125<br>10% | 85<br>9%   | 88<br>9%   | 15<br>8%   | 53<br>10%  | 38<br>9%                 | 37<br>9%      | 29<br>8%      | 17<br>7%   | 40<br>9%        | 49<br>8%   | 57<br>9%   | 37<br>9%   |
| 5                  | 1559<br>36% | 742<br>35%  | 812<br>37%  | 143<br>28% | 247<br>34% | 289<br>38% | 336<br>44% | 253<br>39% | 291<br>32% | 411<br>35% | 483<br>38% | 309<br>34% | 357<br>37% | 65<br>33%  | 200<br>37% | 142<br>35%               | 163<br>38%    | 115<br>33%    | 87<br>37%  | 170<br>38%      | 220<br>35% | 246<br>37% | 153<br>38% |
| 6                  | 264<br>6%   | 142<br>7%   | 122<br>6%   | 48<br>9%   | 48<br>7%   | 50<br>7%   | 41<br>5%   | 34<br>5%   | 43<br>5%   | 73<br>6%   | 74<br>6%   | 65<br>7%   | 53<br>6%   | 5<br>2%    | 29<br>5%   | 36<br>9%                 | 26<br>6%      | 21<br>6%      | 15<br>6%   | 11<br>2%        | 52<br>8%   | 44<br>7%   | 26<br>6%   |
| 7                  | 311<br>7%   | 175<br>8%   | 133<br>6%   | 44<br>9%   | 63<br>9%   | 50<br>7%   | 48<br>6%   | 47<br>7%   | 59<br>7%   | 93<br>8%   | 87<br>7%   | 59<br>6%   | 72<br>8%   | 14<br>7%   | 31<br>6%   | 31<br>8%                 | 24<br>6%      | 17<br>5%      | 16<br>7%   | 34<br>7%        | 63<br>10%  | 54<br>8%   | 28<br>7%   |
| 8                  | 222<br>5%   | 113<br>5%   | 107<br>5%   | 40<br>8%   | 41<br>6%   | 33<br>4%   | 31<br>4%   | 25<br>4%   | 51<br>3%   | 71<br>6%   | 51<br>4%   | 53<br>6%   | 47<br>5%   | 12<br>6%   | 23<br>4%   | 12<br>3%                 | 29<br>7%      | 19<br>5%      | 11<br>5%   | 27<br>6%        | 39<br>6%   | 32<br>5%   | 17<br>4%   |
| 9                  | 108<br>2%   | 55<br>3%    | 53<br>2%    | 20<br>4%   | 19<br>3%   | 19<br>3%   | 14<br>2%   | 10<br>1%   | 26<br>3%   | 37<br>3%   | 31<br>2%   | 16<br>2%   | 24<br>2%   | 6<br>3%    | 12<br>2%   | 6<br>1%                  | 16<br>4%      | 6<br>2%       | 3<br>1%    | 12<br>3%        | 28<br>4%   | 10<br>2%   | 8<br>2%    |
| 10 - Fully trust B | 110<br>3%   | 50<br>2%    | 59<br>3%    | 26<br>5%   | 23<br>3%   | 21<br>3%   | 14<br>2%   | 10<br>2%   | 16<br>2%   | 26<br>2%   | 22<br>2%   | 37<br>4%   | 25<br>3%   | 6<br>3%    | 14<br>3%   | 10<br>2%                 | 20<br>5%      | 9<br>2%       | 7<br>3%    | 8<br>2%         | 17<br>3%   | 10<br>1%   | 9<br>2%    |
| NET: 0-3 A         | 1370<br>32% | 664<br>32%  | 704<br>32%  | 140<br>27% | 225<br>31% | 245<br>32% | 205<br>27% | 205<br>32% | 350<br>39% | 393<br>33% | 392<br>31% | 291<br>32% | 293<br>31% | 76<br>38%  | 183<br>34% | 132<br>33%               | 116<br>27%    | 134<br>38%    | 81<br>34%  | 148<br>33%      | 160<br>25% | 212<br>32% | 128<br>32% |
| NET: 4-6           | 2195<br>51% | 1041<br>50% | 1147<br>52% | 244<br>48% | 366<br>50% | 399<br>52% | 441<br>59% | 346<br>54% | 399<br>44% | 556<br>47% | 682<br>54% | 459<br>50% | 498<br>52% | 85<br>43%  | 281<br>52% | 215<br>53%               | 226<br>52%    | 165<br>47%    | 119<br>50% | 220<br>49%      | 322<br>51% | 347<br>52% | 216<br>53% |



## Charity Commission Public Trust Survey 2023

### Online Fieldwork: 24th to 31st January 2023

Absolutes/col percents

Table 17

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**Base: All respondents**

**A) A charity that is focused in my local area vs. B) A charity that does work across the country**

|                    | Gender |      | Age    |       |       |       |       |       |      | SEG  |      |      |      | Region     |            |                          |               |               |       |                 |        |            |            |
|--------------------|--------|------|--------|-------|-------|-------|-------|-------|------|------|------|------|------|------------|------------|--------------------------|---------------|---------------|-------|-----------------|--------|------------|------------|
|                    | Total  | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+  | AB   | C1   | C2   | DE   | North East | North West | Yorkshire and the Humber | West Midlands | East Midlands | Wales | East of England | London | South East | South West |
| Weighted base      | 4316   | 2099 | 2204   | 513   | 737   | 767   | 755   | 642   | 901  | 1177 | 1264 | 916  | 959  | 199        | 544        | 406                      | 432           | 350           | 237   | 449             | 630    | 665        | 406        |
| NET: 7-10 B        | 751    | 394  | 352    | 130   | 146   | 124   | 108   | 92    | 152  | 227  | 190  | 166  | 168  | 38         | 80         | 58                       | 90            | 51            | 37    | 81              | 148    | 106        | 62         |
|                    | 17%    | 19%  | 16%    | 25%   | 20%   | 16%   | 14%   | 14%   | 17%  | 19%  | 15%  | 18%  | 17%  | 19%        | 15%        | 14%                      | 21%           | 15%           | 16%   | 18%             | 23%    | 16%        | 15%        |
| NET: 0-2 A         | 846    | 408  | 437    | 81    | 132   | 145   | 126   | 120   | 241  | 232  | 239  | 173  | 200  | 39         | 120        | 81                       | 73            | 81            | 55    | 93              | 87     | 140        | 77         |
|                    | 20%    | 19%  | 20%    | 16%   | 18%   | 19%   | 17%   | 19%   | 27%  | 20%  | 19%  | 19%  | 21%  | 20%        | 22%        | 20%                      | 17%           | 23%           | 23%   | 21%             | 14%    | 21%        | 19%        |
| NET: 8-10 B        | 440    | 218  | 219    | 86    | 82    | 73    | 60    | 45    | 93   | 134  | 103  | 107  | 95   | 24         | 49         | 27                       | 66            | 34            | 21    | 47              | 85     | 52         | 34         |
|                    | 10%    | 10%  | 10%    | 17%   | 11%   | 10%   | 8%    | 7%    | 10%  | 11%  | 8%   | 12%  | 10%  | 12%        | 9%         | 7%                       | 15%           | 10%           | 9%    | 10%             | 13%    | 8%         | 8%         |
| Mean               | 4.54   | 4.60 | 4.48   | 4.99  | 4.66  | 4.53  | 4.56  | 4.41  | 4.26 | 4.59 | 4.45 | 4.63 | 4.51 | 4.44       | 4.40       | 4.40                     | 4.84          | 4.31          | 4.41  | 4.46            | 4.95   | 4.45       | 4.46       |
| Standard deviation | 2.23   | 2.23 | 2.23   | 2.42  | 2.24  | 2.22  | 2.04  | 2.07  | 2.34 | 2.27 | 2.13 | 2.26 | 2.28 | 2.34       | 2.19       | 2.19                     | 2.39          | 2.21          | 2.27  | 2.22            | 2.25   | 2.12       | 2.15       |
| Standard error     | 0.03   | 0.05 | 0.05   | 0.11  | 0.09  | 0.08  | 0.07  | 0.08  | 0.08 | 0.06 | 0.06 | 0.09 | 0.07 | 0.17       | 0.10       | 0.11                     | 0.12          | 0.12          | 0.10  | 0.11            | 0.10   | 0.08       | 0.11       |

## Charity Commission Public Trust Survey 2023

### Online Fieldwork: 24th to 31st January 2023

Absolutes/col percents

Table 18

**Q4. Please read the following pairs of statements. In each case, please use the sliding scale to indicate which you would be most inclined to trust, using a 0-10 scale on which 0 means you fully trust A rather B, and 10 means you fully trust B rather A.**

**Base: All respondents**

**A) A charity that is run by paid professionals vs. B) A charity that is run by volunteers**

|                    | Gender      |            |            | Age        |            |            |            |            |            | SEG        |            |            |            | Region     |            |                          |               |               |            |                 |            |            |            |
|--------------------|-------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|--------------------------|---------------|---------------|------------|-----------------|------------|------------|------------|
|                    | Total       | Male       | Female     | 18-24      | 25-34      | 35-44      | 45-54      | 55-64      | 65+        | AB         | C1         | C2         | DE         | North East | North West | Yorkshire and the Humber | West Midlands | East Midlands | Wales      | East of England | London     | South East | South West |
| Unweighted base    | 4316        | 1992       | 2312       | 484        | 671        | 731        | 785        | 678        | 967        | 1317       | 1344       | 602        | 1053       | 192        | 524        | 392                      | 412           | 337           | 527        | 377             | 519        | 642        | 394        |
| Weighted base      | 4316        | 2099       | 2204       | 513        | 737        | 767        | 755        | 642        | 901        | 1177       | 1264       | 916        | 959        | 199        | 544        | 406                      | 432           | 350           | 237        | 449             | 630        | 665        | 406        |
| 0 - Fully trust A  | 82<br>2%    | 46<br>2%   | 35<br>2%   | 15<br>3%   | 16<br>2%   | 24<br>3%   | 5<br>1%    | 11<br>2%   | 12<br>1%   | 27<br>2%   | 24<br>2%   | 16<br>2%   | 14<br>1%   | 4<br>2%    | 14<br>3%   | 4<br>1%                  | 12<br>3%      | 5<br>2%       | 4<br>2%    | 7<br>2%         | 23<br>4%   | 6<br>1%    | 2<br>*     |
| 1                  | 60<br>1%    | 34<br>2%   | 26<br>1%   | 9<br>2%    | 8<br>1%    | 11<br>1%   | 12<br>2%   | 10<br>1%   | 11<br>1%   | 20<br>2%   | 19<br>1%   | 12<br>1%   | 9<br>1%    | -<br>-     | 7<br>1%    | 4<br>1%                  | 8<br>2%       | 5<br>2%       | 3<br>1%    | 4<br>1%         | 14<br>2%   | 12<br>2%   | 3<br>1%    |
| 2                  | 170<br>4%   | 77<br>4%   | 92<br>4%   | 21<br>4%   | 37<br>5%   | 25<br>3%   | 34<br>4%   | 27<br>4%   | 27<br>5%   | 57<br>5%   | 45<br>4%   | 30<br>3%   | 38<br>4%   | 9<br>4%    | 24<br>4%   | 14<br>3%                 | 21<br>5%      | 11<br>3%      | 7<br>3%    | 11<br>2%        | 24<br>4%   | 33<br>5%   | 16<br>4%   |
| 3                  | 282<br>7%   | 131<br>6%  | 150<br>7%  | 50<br>10%  | 61<br>8%   | 52<br>7%   | 35<br>5%   | 36<br>6%   | 48<br>5%   | 90<br>8%   | 99<br>8%   | 50<br>5%   | 43<br>4%   | 15<br>8%   | 29<br>5%   | 18<br>4%                 | 27<br>6%      | 30<br>9%      | 11<br>4%   | 28<br>6%        | 55<br>9%   | 51<br>8%   | 18<br>4%   |
| 4                  | 251<br>6%   | 131<br>6%  | 119<br>5%  | 21<br>4%   | 48<br>7%   | 50<br>7%   | 44<br>6%   | 35<br>5%   | 53<br>6%   | 75<br>6%   | 76<br>6%   | 53<br>6%   | 47<br>5%   | 8<br>4%    | 25<br>5%   | 19<br>5%                 | 23<br>5%      | 24<br>7%      | 14<br>6%   | 27<br>6%        | 51<br>8%   | 35<br>5%   | 26<br>6%   |
| 5                  | 1203<br>28% | 548<br>26% | 650<br>29% | 112<br>22% | 192<br>26% | 241<br>31% | 241<br>32% | 173<br>27% | 244<br>27% | 323<br>27% | 369<br>29% | 251<br>27% | 260<br>27% | 52<br>26%  | 153<br>28% | 126<br>31%               | 125<br>29%    | 84<br>24%     | 68<br>29%  | 140<br>31%      | 160<br>25% | 184<br>28% | 113<br>28% |
| 6                  | 390<br>9%   | 184<br>9%  | 206<br>9%  | 60<br>12%  | 65<br>9%   | 65<br>8%   | 57<br>8%   | 70<br>11%  | 73<br>8%   | 95<br>8%   | 110<br>9%  | 87<br>9%   | 98<br>10%  | 10<br>5%   | 46<br>9%   | 34<br>8%                 | 31<br>7%      | 35<br>10%     | 20<br>8%   | 47<br>11%       | 57<br>9%   | 70<br>11%  | 40<br>10%  |
| 7                  | 577<br>13%  | 297<br>14% | 278<br>13% | 67<br>13%  | 112<br>15% | 105<br>14% | 100<br>13% | 81<br>13%  | 111<br>12% | 162<br>14% | 168<br>13% | 119<br>13% | 128<br>13% | 28<br>14%  | 66<br>12%  | 63<br>16%                | 58<br>13%     | 55<br>16%     | 32<br>13%  | 47<br>11%       | 85<br>13%  | 85<br>13%  | 57<br>14%  |
| 8                  | 621<br>14%  | 312<br>15% | 308<br>14% | 82<br>16%  | 96<br>13%  | 93<br>12%  | 110<br>15% | 95<br>15%  | 145<br>16% | 155<br>13% | 194<br>15% | 146<br>16% | 126<br>13% | 31<br>16%  | 84<br>15%  | 53<br>13%                | 63<br>15%     | 39<br>11%     | 38<br>16%  | 72<br>16%       | 88<br>14%  | 90<br>14%  | 64<br>16%  |
| 9                  | 317<br>7%   | 164<br>8%  | 153<br>7%  | 34<br>7%   | 49<br>7%   | 49<br>6%   | 45<br>6%   | 57<br>9%   | 84<br>9%   | 92<br>8%   | 77<br>6%   | 70<br>8%   | 78<br>8%   | 21<br>11%  | 41<br>7%   | 32<br>8%                 | 25<br>6%      | 35<br>10%     | 20<br>8%   | 31<br>7%        | 37<br>6%   | 47<br>7%   | 28<br>7%   |
| 10 - Fully trust B | 364<br>8%   | 174<br>8%  | 188<br>9%  | 42<br>8%   | 54<br>7%   | 55<br>7%   | 71<br>9%   | 49<br>8%   | 93<br>10%  | 79<br>7%   | 83<br>7%   | 81<br>9%   | 120<br>12% | 20<br>10%  | 55<br>10%  | 39<br>10%                | 40<br>9%      | 26<br>8%      | 21<br>9%   | 35<br>8%        | 38<br>6%   | 51<br>8%   | 40<br>10%  |
| NET: 0-3 A         | 594<br>14%  | 288<br>14% | 303<br>14% | 95<br>19%  | 121<br>16% | 111<br>14% | 85<br>11%  | 83<br>13%  | 97<br>11%  | 195<br>17% | 187<br>15% | 109<br>12% | 103<br>11% | 28<br>14%  | 74<br>14%  | 40<br>10%                | 67<br>16%     | 52<br>15%     | 25<br>11%  | 50<br>11%       | 116<br>18% | 102<br>15% | 39<br>10%  |
| NET: 4-6           | 1844<br>43% | 863<br>41% | 975<br>44% | 193<br>38% | 305<br>41% | 356<br>46% | 342<br>45% | 278<br>43% | 370<br>41% | 493<br>42% | 556<br>44% | 391<br>43% | 405<br>42% | 70<br>35%  | 224<br>41% | 178<br>44%               | 178<br>41%    | 142<br>41%    | 102<br>43% | 214<br>48%      | 267<br>42% | 289<br>43% | 178<br>44% |

## Charity Commission Public Trust Survey 2023

### Online Fieldwork: 24th to 31st January 2023

Absolutes/col percents

Table 18

**Q4. Please read the following pairs of statements. In each case, please use the sliding scale to indicate which you would be most inclined to trust, using a 0-10 scale on which 0 means you fully trust A rather B, and 10 means you fully trust B rather A.**

**Base: All respondents**

**A) A charity that is run by paid professionals vs. B) A charity that is run by volunteers**

|                    | Gender |      |        | Age   |       |       |       |       |      | SEG  |      |      |      | Region     |            |                          |               |               |       |                 |        |            |            |
|--------------------|--------|------|--------|-------|-------|-------|-------|-------|------|------|------|------|------|------------|------------|--------------------------|---------------|---------------|-------|-----------------|--------|------------|------------|
|                    | Total  | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+  | AB   | C1   | C2   | DE   | North East | North West | Yorkshire and the Humber | West Midlands | East Midlands | Wales | East of England | London | South East | South West |
| Weighted base      | 4316   | 2099 | 2204   | 513   | 737   | 767   | 755   | 642   | 901  | 1177 | 1264 | 916  | 959  | 199        | 544        | 406                      | 432           | 350           | 237   | 449             | 630    | 665        | 406        |
| NET: 7-10 B        | 1878   | 948  | 927    | 225   | 311   | 301   | 327   | 281   | 434  | 489  | 521  | 416  | 452  | 100        | 245        | 187                      | 186           | 156           | 110   | 185             | 247    | 273        | 189        |
|                    | 44%    | 45%  | 42%    | 44%   | 42%   | 39%   | 43%   | 44%   | 48%  | 42%  | 41%  | 45%  | 47%  | 50%        | 45%        | 46%                      | 43%           | 45%           | 46%   | 41%             | 39%    | 41%        | 46%        |
| NET: 0-2 A         | 312    | 157  | 153    | 45    | 60    | 59    | 50    | 48    | 49   | 105  | 88   | 59   | 60   | 13         | 45         | 22                       | 41            | 22            | 14    | 22              | 61     | 51         | 21         |
|                    | 7%     | 7%   | 7%     | 9%    | 8%    | 8%    | 7%    | 7%    | 5%   | 9%   | 7%   | 6%   | 6%   | 7%         | 8%         | 5%                       | 9%            | 6%            | 6%    | 5%              | 10%    | 8%         | 5%         |
| NET: 8-10 B        | 1302   | 651  | 649    | 157   | 199   | 196   | 226   | 200   | 323  | 327  | 354  | 297  | 324  | 72         | 179        | 124                      | 128           | 101           | 78    | 138             | 162    | 188        | 132        |
|                    | 30%    | 31%  | 29%    | 31%   | 27%   | 26%   | 30%   | 31%   | 36%  | 28%  | 28%  | 32%  | 34%  | 36%        | 33%        | 31%                      | 30%           | 29%           | 33%   | 31%             | 26%    | 28%        | 33%        |
| Mean               | 6.05   | 6.07 | 6.03   | 5.95  | 5.88  | 5.82  | 6.11  | 6.10  | 6.34 | 5.86 | 5.91 | 6.17 | 6.35 | 6.30       | 6.12       | 6.26                     | 5.94          | 6.06          | 6.22  | 6.09            | 5.67   | 5.96       | 6.30       |
| Standard deviation | 2.34   | 2.37 | 2.31   | 2.47  | 2.35  | 2.34  | 2.25  | 2.32  | 2.32 | 2.39 | 2.28 | 2.31 | 2.35 | 2.41       | 2.44       | 2.22                     | 2.45          | 2.33          | 2.30  | 2.21            | 2.43   | 2.30       | 2.19       |
| Standard error     | 0.04   | 0.05 | 0.05   | 0.11  | 0.09  | 0.09  | 0.08  | 0.09  | 0.07 | 0.07 | 0.06 | 0.09 | 0.07 | 0.17       | 0.11       | 0.11                     | 0.12          | 0.13          | 0.10  | 0.11            | 0.11   | 0.09       | 0.11       |

## Charity Commission Public Trust Survey 2023

### Online Fieldwork: 24th to 31st January 2023

Absolutes/col percents

Table 19

**Q4. Please read the following pairs of statements. In each case, please use the sliding scale to indicate which you would be most inclined to trust, using a 0-10 scale on which 0 means you fully trust A rather B, and 10 means you fully trust B rather A.**

**Base: All respondents**

**A) A charity that serves a cause I care about vs. B) A charity that serves a good cause that I am not particularly interested in**

|                    | Gender |      |        | Age   |       |       |       |       |     | SEG  |      |     |      | Region     |            |                          |               |               |       |                 |        |            |            |
|--------------------|--------|------|--------|-------|-------|-------|-------|-------|-----|------|------|-----|------|------------|------------|--------------------------|---------------|---------------|-------|-----------------|--------|------------|------------|
|                    | Total  | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB   | C1   | C2  | DE   | North East | North West | Yorkshire and the Humber | West Midlands | East Midlands | Wales | East of England | London | South East | South West |
| Unweighted base    | 4316   | 1992 | 2312   | 484   | 671   | 731   | 785   | 678   | 967 | 1317 | 1344 | 602 | 1053 | 192        | 524        | 392                      | 412           | 337           | 527   | 377             | 519    | 642        | 394        |
| Weighted base      | 4316   | 2099 | 2204   | 513   | 737   | 767   | 755   | 642   | 901 | 1177 | 1264 | 916 | 959  | 199        | 544        | 406                      | 432           | 350           | 237   | 449             | 630    | 665        | 406        |
| 0 - Fully trust A  | 323    | 135  | 187    | 43    | 49    | 52    | 62    | 46    | 72  | 92   | 96   | 59  | 77   | 17         | 42         | 38                       | 40            | 15            | 20    | 35              | 41     | 45         | 29         |
|                    | 7%     | 6%   | 8%     | 8%    | 7%    | 7%    | 8%    | 7%    | 8%  | 8%   | 8%   | 6%  | 8%   | 9%         | 9%         | 9%                       | 9%            | 4%            | 9%    | 8%              | 7%     | 7%         | 7%         |
| 1                  | 344    | 174  | 169    | 41    | 52    | 55    | 52    | 56    | 88  | 105  | 95   | 74  | 70   | 18         | 39         | 26                       | 36            | 28            | 21    | 29              | 64     | 61         | 21         |
|                    | 8%     | 8%   | 8%     | 8%    | 7%    | 7%    | 7%    | 9%    | 10% | 9%   | 8%   | 8%  | 7%   | 9%         | 7%         | 6%                       | 8%            | 8%            | 9%    | 6%              | 10%    | 9%         | 5%         |
| 2                  | 619    | 306  | 311    | 71    | 96    | 102   | 95    | 101   | 154 | 164  | 174  | 143 | 136  | 34         | 74         | 61                       | 54            | 49            | 34    | 60              | 77     | 91         | 83         |
|                    | 14%    | 15%  | 14%    | 14%   | 13%   | 13%   | 13%   | 16%   | 17% | 14%  | 14%  | 16% | 14%  | 15%        | 14%        | 15%                      | 13%           | 14%           | 14%   | 13%             | 12%    | 14%        | 21%        |
| 3                  | 585    | 299  | 285    | 82    | 93    | 84    | 99    | 91    | 136 | 174  | 192  | 112 | 106  | 30         | 78         | 53                       | 47            | 49            | 33    | 59              | 91     | 92         | 54         |
|                    | 14%    | 14%  | 13%    | 16%   | 13%   | 11%   | 13%   | 14%   | 15% | 15%  | 15%  | 12% | 11%  | 15%        | 14%        | 13%                      | 11%           | 14%           | 14%   | 13%             | 14%    | 14%        | 13%        |
| 4                  | 439    | 211  | 225    | 54    | 80    | 78    | 81    | 67    | 79  | 113  | 133  | 87  | 105  | 10         | 69         | 44                       | 49            | 41            | 21    | 40              | 48     | 79         | 38         |
|                    | 10%    | 10%  | 10%    | 11%   | 11%   | 10%   | 11%   | 10%   | 9%  | 10%  | 11%  | 10% | 11%  | 5%         | 13%        | 11%                      | 11%           | 12%           | 9%    | 9%              | 8%     | 12%        | 9%         |
| 5                  | 1423   | 673  | 745    | 128   | 240   | 277   | 288   | 213   | 277 | 375  | 417  | 309 | 322  | 62         | 162        | 133                      | 144           | 118           | 79    | 174             | 192    | 229        | 130        |
|                    | 33%    | 32%  | 34%    | 25%   | 33%   | 36%   | 38%   | 33%   | 31% | 32%  | 33%  | 34% | 34%  | 31%        | 30%        | 33%                      | 33%           | 34%           | 33%   | 39%             | 30%    | 34%        | 32%        |
| 6                  | 167    | 82   | 85     | 30    | 42    | 32    | 23    | 20    | 19  | 40   | 46   | 39  | 41   | 6          | 31         | 20                       | 11            | 8             | 10    | 13              | 32     | 17         | 16         |
|                    | 4%     | 4%   | 4%     | 6%    | 6%    | 4%    | 3%    | 3%    | 2%  | 3%   | 4%   | 4%  | 4%   | 3%         | 6%         | 5%                       | 2%            | 2%            | 4%    | 3%              | 5%     | 3%         | 4%         |
| 7                  | 165    | 87   | 78     | 23    | 29    | 28    | 26    | 27    | 33  | 40   | 52   | 35  | 38   | 11         | 18         | 13                       | 17            | 18            | 7     | 18              | 31     | 19         | 13         |
|                    | 4%     | 4%   | 4%     | 4%    | 4%    | 4%    | 3%    | 4%    | 4%  | 3%   | 4%   | 4%  | 4%   | 6%         | 3%         | 3%                       | 4%            | 5%            | 3%    | 4%              | 5%     | 3%         | 3%         |
| 8                  | 133    | 71   | 62     | 20    | 34    | 31    | 16    | 13    | 19  | 38   | 33   | 33  | 30   | 5          | 18         | 8                        | 16            | 11            | 4     | 11              | 38     | 14         | 9          |
|                    | 3%     | 3%   | 3%     | 4%    | 5%    | 4%    | 2%    | 2%    | 2%  | 3%   | 3%   | 4%  | 3%   | 2%         | 3%         | 2%                       | 4%            | 3%            | 2%    | 2%              | 6%     | 2%         | 2%         |
| 9                  | 68     | 36   | 32     | 9     | 8     | 16    | 10    | 5     | 20  | 25   | 11   | 14  | 19   | 2          | 4          | 8                        | 9             | 9             | 2     | 8               | 10     | 10         | 6          |
|                    | 2%     | 2%   | 1%     | 2%    | 1%    | 2%    | 1%    | 1%    | 2%  | 2%   | 1%   | 2%  | 2%   | 1%         | 1%         | 2%                       | 2%            | 2%            | 1%    | 2%              | 2%     | 2%         | 2%         |
| 10 - Fully trust B | 50     | 25   | 26     | 11    | 14    | 13    | 4     | 4     | 5   | 11   | 14   | 11  | 14   | 3          | 9          | 2                        | 8             | 4             | 5     | 2               | 5      | 7          | 5          |
|                    | 1%     | 1%   | 1%     | 2%    | 2%    | 2%    | *     | 1%    | 1%  | 1%   | 1%   | 1%  | 1%   | 1%         | 2%         | *                        | 2%            | 1%            | 2%    | 1%              | 1%     | 1%         | 1%         |
| NET: 0-3 A         | 1871   | 915  | 952    | 237   | 290   | 292   | 308   | 294   | 449 | 536  | 557  | 388 | 390  | 99         | 234        | 178                      | 177           | 141           | 108   | 183             | 274    | 289        | 188        |
|                    | 43%    | 44%  | 43%    | 46%   | 39%   | 38%   | 41%   | 46%   | 50% | 45%  | 44%  | 42% | 41%  | 50%        | 43%        | 44%                      | 41%           | 40%           | 46%   | 41%             | 43%    | 44%        | 46%        |
| NET: 4-6           | 2028   | 965  | 1054   | 213   | 362   | 387   | 391   | 300   | 375 | 528  | 597  | 435 | 468  | 78         | 262        | 197                      | 204           | 168           | 111   | 227             | 272    | 326        | 183        |
|                    | 47%    | 46%  | 48%    | 42%   | 49%   | 50%   | 52%   | 47%   | 42% | 45%  | 47%  | 48% | 49%  | 39%        | 48%        | 49%                      | 47%           | 48%           | 47%   | 51%             | 43%    | 49%        | 45%        |

## Charity Commission Public Trust Survey 2023

### Online Fieldwork: 24th to 31st January 2023

Absolutes/col percents

Table 19

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**Base: All respondents**

**A) A charity that serves a cause I care about vs. B) A charity that serves a good cause that I am not particularly interested in**

|                    | Gender |      |        | Age   |       |       |       |       |      | SEG  |      |      |      | Region     |            |                          |               |               |       |                 |        |            |            |
|--------------------|--------|------|--------|-------|-------|-------|-------|-------|------|------|------|------|------|------------|------------|--------------------------|---------------|---------------|-------|-----------------|--------|------------|------------|
|                    | Total  | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+  | AB   | C1   | C2   | DE   | North East | North West | Yorkshire and the Humber | West Midlands | East Midlands | Wales | East of England | London | South East | South West |
| Weighted base      | 4316   | 2099 | 2204   | 513   | 737   | 767   | 755   | 642   | 901  | 1177 | 1264 | 916  | 959  | 199        | 544        | 406                      | 432           | 350           | 237   | 449             | 630    | 665        | 406        |
| NET: 7-10 B        | 417    | 219  | 198    | 63    | 85    | 89    | 55    | 49    | 77   | 113  | 111  | 92   | 101  | 21         | 48         | 31                       | 50            | 41            | 19    | 39              | 85     | 50         | 34         |
|                    | 10%    | 10%  | 9%     | 12%   | 11%   | 12%   | 7%    | 8%    | 8%   | 10%  | 9%   | 10%  | 10%  | 11%        | 9%         | 8%                       | 12%           | 12%           | 8%    | 9%              | 13%    | 7%         | 8%         |
| NET: 0-2 A         | 1286   | 616  | 667    | 155   | 197   | 208   | 208   | 203   | 313  | 361  | 365  | 276  | 284  | 69         | 156        | 125                      | 130           | 92            | 75    | 124             | 183    | 197        | 134        |
|                    | 30%    | 29%  | 30%    | 30%   | 27%   | 27%   | 28%   | 32%   | 35%  | 31%  | 29%  | 30%  | 30%  | 35%        | 29%        | 31%                      | 30%           | 26%           | 32%   | 28%             | 29%    | 30%        | 33%        |
| NET: 8-10 B        | 252    | 132  | 120    | 40    | 56    | 60    | 30    | 22    | 44   | 74   | 58   | 57   | 63   | 10         | 30         | 17                       | 33            | 23            | 11    | 21              | 54     | 31         | 21         |
|                    | 6%     | 6%   | 5%     | 8%    | 8%    | 8%    | 4%    | 3%    | 5%   | 6%   | 5%   | 6%   | 7%   | 5%         | 6%         | 4%                       | 8%            | 7%            | 5%    | 5%              | 8%     | 5%         | 5%         |
| Mean               | 3.83   | 3.87 | 3.80   | 3.87  | 4.04  | 4.07  | 3.81  | 3.67  | 3.58 | 3.77 | 3.79 | 3.89 | 3.91 | 3.67       | 3.83       | 3.73                     | 3.89          | 4.02          | 3.72  | 3.88            | 3.97   | 3.74       | 3.76       |
| Standard deviation | 2.18   | 2.18 | 2.18   | 2.35  | 2.23  | 2.24  | 2.04  | 2.04  | 2.15 | 2.20 | 2.11 | 2.17 | 2.24 | 2.25       | 2.16       | 2.13                     | 2.33          | 2.12          | 2.20  | 2.09            | 2.29   | 2.08       | 2.13       |
| Standard error     | 0.03   | 0.05 | 0.05   | 0.11  | 0.09  | 0.08  | 0.07  | 0.08  | 0.07 | 0.06 | 0.06 | 0.09 | 0.07 | 0.16       | 0.09       | 0.11                     | 0.12          | 0.12          | 0.10  | 0.11            | 0.10   | 0.08       | 0.11       |

## Charity Commission Public Trust Survey 2023

### Online Fieldwork: 24th to 31st January 2023

Absolutes/col percents

Table 20

**Q4. Please read the following pairs of statements. In each case, please use the sliding scale to indicate which you would be most inclined to trust, using a 0-10 scale on which 0 means you fully trust A rather B, and 10 means you fully trust B rather A.**

**Base: All respondents**

**A) A charity because of what I've heard about it specifically vs. B) A charity because of what I've heard about charities generally**

|                    | Gender      |            |            | Age        |            |            |            |            |            | SEG        |            |            |            | Region     |            |                          |               |               |            |                 |            |            |            |
|--------------------|-------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|--------------------------|---------------|---------------|------------|-----------------|------------|------------|------------|
|                    | Total       | Male       | Female     | 18-24      | 25-34      | 35-44      | 45-54      | 55-64      | 65+        | AB         | C1         | C2         | DE         | North East | North West | Yorkshire and the Humber | West Midlands | East Midlands | Wales      | East of England | London     | South East | South West |
| Unweighted base    | 4316        | 1992       | 2312       | 484        | 671        | 731        | 785        | 678        | 967        | 1317       | 1344       | 602        | 1053       | 192        | 524        | 392                      | 412           | 337           | 527        | 377             | 519        | 642        | 394        |
| Weighted base      | 4316        | 2099       | 2204       | 513        | 737        | 767        | 755        | 642        | 901        | 1177       | 1264       | 916        | 959        | 199        | 544        | 406                      | 432           | 350           | 237        | 449             | 630        | 665        | 406        |
| 0 - Fully trust A  | 266<br>6%   | 114<br>5%  | 152<br>7%  | 44<br>9%   | 53<br>7%   | 48<br>6%   | 42<br>6%   | 31<br>5%   | 48<br>6%   | 80<br>7%   | 85<br>7%   | 52<br>6%   | 49<br>5%   | 16<br>8%   | 32<br>6%   | 29<br>7%                 | 26<br>6%      | 17<br>5%      | 18<br>7%   | 27<br>6%        | 37<br>6%   | 41<br>6%   | 24<br>6%   |
| 1                  | 292<br>7%   | 130<br>6%  | 161<br>7%  | 33<br>6%   | 48<br>6%   | 43<br>6%   | 53<br>7%   | 43<br>7%   | 71<br>8%   | 100<br>8%  | 66<br>5%   | 60<br>7%   | 65<br>7%   | 11<br>5%   | 33<br>6%   | 20<br>5%                 | 34<br>8%      | 30<br>8%      | 18<br>8%   | 21<br>5%        | 44<br>7%   | 50<br>7%   | 31<br>8%   |
| 2                  | 693<br>16%  | 350<br>17% | 341<br>15% | 78<br>15%  | 110<br>15% | 109<br>14% | 92<br>12%  | 138<br>21% | 166<br>18% | 221<br>19% | 194<br>15% | 146<br>16% | 133<br>14% | 33<br>17%  | 92<br>17%  | 64<br>16%                | 65<br>15%     | 57<br>16%     | 42<br>18%  | 71<br>16%       | 83<br>13%  | 107<br>16% | 79<br>20%  |
| 3                  | 670<br>16%  | 339<br>16% | 330<br>15% | 74<br>14%  | 115<br>16% | 113<br>15% | 118<br>16% | 100<br>16% | 149<br>17% | 183<br>16% | 227<br>18% | 122<br>13% | 137<br>14% | 39<br>20%  | 86<br>16%  | 52<br>13%                | 63<br>14%     | 64<br>18%     | 39<br>16%  | 73<br>16%       | 99<br>16%  | 96<br>15%  | 58<br>14%  |
| 4                  | 390<br>9%   | 204<br>10% | 186<br>8%  | 53<br>10%  | 53<br>7%   | 74<br>10%  | 61<br>8%   | 72<br>11%  | 77<br>9%   | 92<br>8%   | 111<br>9%  | 93<br>10%  | 93<br>10%  | 16<br>8%   | 60<br>11%  | 38<br>9%                 | 40<br>9%      | 33<br>9%      | 19<br>8%   | 34<br>7%        | 50<br>8%   | 65<br>10%  | 36<br>9%   |
| 5                  | 1258<br>29% | 588<br>28% | 667<br>30% | 110<br>21% | 200<br>27% | 237<br>31% | 275<br>36% | 170<br>26% | 266<br>30% | 308<br>26% | 367<br>29% | 275<br>30% | 308<br>32% | 52<br>26%  | 147<br>27% | 133<br>33%               | 138<br>32%    | 96<br>27%     | 62<br>26%  | 139<br>31%      | 172<br>27% | 200<br>30% | 121<br>30% |
| 6                  | 209<br>5%   | 97<br>5%   | 112<br>5%  | 34<br>7%   | 56<br>8%   | 32<br>4%   | 26<br>4%   | 28<br>4%   | 33<br>4%   | 54<br>5%   | 52<br>4%   | 53<br>6%   | 50<br>5%   | 5<br>2%    | 26<br>5%   | 17<br>4%                 | 16<br>4%      | 12<br>4%      | 11<br>5%   | 25<br>6%        | 51<br>8%   | 29<br>4%   | 18<br>4%   |
| 7                  | 225<br>5%   | 120<br>6%  | 102<br>5%  | 35<br>7%   | 46<br>6%   | 47<br>6%   | 38<br>5%   | 22<br>3%   | 37<br>4%   | 60<br>5%   | 81<br>6%   | 42<br>5%   | 42<br>4%   | 12<br>6%   | 33<br>6%   | 20<br>5%                 | 20<br>5%      | 18<br>5%      | 11<br>4%   | 29<br>6%        | 34<br>5%   | 37<br>6%   | 11<br>3%   |
| 8                  | 158<br>4%   | 79<br>4%   | 79<br>4%   | 19<br>4%   | 27<br>4%   | 25<br>3%   | 35<br>5%   | 24<br>4%   | 28<br>4%   | 41<br>3%   | 38<br>3%   | 32<br>4%   | 47<br>5%   | 8<br>4%    | 16<br>3%   | 18<br>4%                 | 9<br>2%       | 12<br>3%      | 7<br>3%    | 19<br>4%        | 29<br>5%   | 23<br>4%   | 16<br>4%   |
| 9                  | 67<br>2%    | 36<br>2%   | 30<br>1%   | 12<br>2%   | 7<br>1%    | 21<br>3%   | 8<br>1%    | 5<br>1%    | 14<br>2%   | 18<br>2%   | 21<br>2%   | 12<br>1%   | 16<br>2%   | 3<br>1%    | 7<br>1%    | 7<br>2%                  | 8<br>2%       | 3<br>1%       | 3<br>1%    | 8<br>2%         | 17<br>3%   | 9<br>1%    | 3<br>1%    |
| 10 - Fully trust B | 88<br>2%    | 43<br>2%   | 45<br>2%   | 21<br>4%   | 21<br>3%   | 18<br>2%   | 6<br>1%    | 9<br>1%    | 12<br>1%   | 19<br>2%   | 22<br>2%   | 28<br>3%   | 20<br>2%   | 4<br>2%    | 13<br>2%   | 7<br>2%                  | 14<br>3%      | 8<br>2%       | 7<br>3%    | 5<br>1%         | 13<br>2%   | 9<br>2%    | 7<br>2%    |
| NET: 0-3 A         | 1921<br>45% | 932<br>44% | 983<br>45% | 230<br>45% | 326<br>44% | 314<br>41% | 305<br>40% | 312<br>49% | 434<br>48% | 584<br>50% | 573<br>45% | 379<br>41% | 384<br>40% | 99<br>50%  | 243<br>45% | 166<br>41%               | 187<br>43%    | 168<br>48%    | 117<br>49% | 191<br>43%      | 264<br>42% | 293<br>44% | 193<br>48% |
| NET: 4-6           | 1857<br>43% | 889<br>42% | 965<br>44% | 197<br>38% | 309<br>42% | 343<br>45% | 363<br>48% | 270<br>42% | 376<br>42% | 455<br>39% | 531<br>42% | 422<br>46% | 451<br>47% | 73<br>37%  | 233<br>43% | 187<br>46%               | 194<br>45%    | 141<br>40%    | 92<br>39%  | 197<br>44%      | 273<br>43% | 293<br>44% | 175<br>43% |

## Charity Commission Public Trust Survey 2023

### Online Fieldwork: 24th to 31st January 2023

Absolutes/col percents

Table 20

**Q4. Please read the following pairs of statements. In each case, please use the sliding scale to indicate which you would be most inclined to trust, using a 0-10 scale on which 0 means you fully trust A rather B, and 10 means you fully trust B rather A.**

**Base: All respondents**

**A) A charity because of what I've heard about it specifically vs. B) A charity because of what I've heard about charities generally**

|                    | Gender |      |        | Age   |       |       |       |       |      | SEG  |      |      |      | Region     |            |                          |               |               |       |                 |        |            |            |
|--------------------|--------|------|--------|-------|-------|-------|-------|-------|------|------|------|------|------|------------|------------|--------------------------|---------------|---------------|-------|-----------------|--------|------------|------------|
|                    | Total  | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+  | AB   | C1   | C2   | DE   | North East | North West | Yorkshire and the Humber | West Midlands | East Midlands | Wales | East of England | London | South East | South West |
| Weighted base      | 4316   | 2099 | 2204   | 513   | 737   | 767   | 755   | 642   | 901  | 1177 | 1264 | 916  | 959  | 199        | 544        | 406                      | 432           | 350           | 237   | 449             | 630    | 665        | 406        |
| NET: 7-10 B        | 538    | 278  | 256    | 87    | 102   | 111   | 87    | 60    | 91   | 138  | 161  | 115  | 124  | 27         | 68         | 53                       | 51            | 41            | 28    | 61              | 94     | 78         | 37         |
|                    | 12%    | 13%  | 12%    | 17%   | 14%   | 15%   | 11%   | 9%    | 10%  | 12%  | 13%  | 13%  | 13%  | 14%        | 13%        | 13%                      | 12%           | 12%           | 12%   | 14%             | 15%    | 12%        | 9%         |
| NET: 0-2 A         | 1251   | 594  | 653    | 156   | 211   | 200   | 187   | 212   | 285  | 401  | 346  | 257  | 247  | 60         | 157        | 113                      | 124           | 104           | 78    | 118             | 165    | 197        | 135        |
|                    | 29%    | 28%  | 30%    | 30%   | 29%   | 26%   | 25%   | 33%   | 32%  | 34%  | 27%  | 28%  | 26%  | 30%        | 29%        | 28%                      | 29%           | 30%           | 33%   | 26%             | 26%    | 30%        | 33%        |
| NET: 8-10 B        | 313    | 158  | 154    | 52    | 56    | 64    | 49    | 38    | 54   | 78   | 80   | 73   | 82   | 15         | 35         | 33                       | 31            | 22            | 18    | 32              | 59     | 41         | 26         |
|                    | 7%     | 8%   | 7%     | 10%   | 8%    | 8%    | 6%    | 6%    | 6%   | 7%   | 6%   | 8%   | 9%   | 8%         | 7%         | 8%                       | 7%            | 6%            | 7%    | 7%              | 9%     | 6%         | 6%         |
| Mean               | 3.97   | 4.01 | 3.93   | 4.07  | 4.04  | 4.13  | 4.04  | 3.75  | 3.79 | 3.76 | 3.95 | 4.07 | 4.13 | 3.84       | 3.95       | 4.05                     | 3.99          | 3.85          | 3.81  | 4.08            | 4.18   | 3.91       | 3.76       |
| Standard deviation | 2.25   | 2.24 | 2.26   | 2.54  | 2.35  | 2.30  | 2.10  | 2.10  | 2.15 | 2.26 | 2.21 | 2.28 | 2.23 | 2.30       | 2.23       | 2.26                     | 2.30          | 2.19          | 2.35  | 2.19            | 2.34   | 2.19       | 2.17       |
| Standard error     | 0.03   | 0.05 | 0.05   | 0.12  | 0.09  | 0.09  | 0.08  | 0.08  | 0.07 | 0.06 | 0.06 | 0.09 | 0.07 | 0.17       | 0.10       | 0.11                     | 0.11          | 0.12          | 0.10  | 0.11            | 0.10   | 0.09       | 0.11       |

## Charity Commission Public Trust Survey 2023

### Online Fieldwork: 24th to 31st January 2023

Absolutes/col percents

Table 21

**Q5. Have you ever heard of the Charity Commission?****Base: All respondents**

|                 | Gender |      |        | Age   |       |       |       |       |     | SEG  |      |     |      | Region     |            |                          |               |               |       |                 |        |            |            |
|-----------------|--------|------|--------|-------|-------|-------|-------|-------|-----|------|------|-----|------|------------|------------|--------------------------|---------------|---------------|-------|-----------------|--------|------------|------------|
|                 | Total  | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB   | C1   | C2  | DE   | North East | North West | Yorkshire and the Humber | West Midlands | East Midlands | Wales | East of England | London | South East | South West |
| Unweighted base | 4316   | 1992 | 2312   | 484   | 671   | 731   | 785   | 678   | 967 | 1317 | 1344 | 602 | 1053 | 192        | 524        | 392                      | 412           | 337           | 527   | 377             | 519    | 642        | 394        |
| Weighted base   | 4316   | 2099 | 2204   | 513   | 737   | 767   | 755   | 642   | 901 | 1177 | 1264 | 916 | 959  | 199        | 544        | 406                      | 432           | 350           | 237   | 449             | 630    | 665        | 406        |
| Yes             | 2085   | 1152 | 927    | 134   | 227   | 271   | 374   | 415   | 664 | 689  | 657  | 350 | 389  | 93         | 269        | 201                      | 189           | 168           | 137   | 210             | 284    | 322        | 212        |
|                 | 48%    | 55%  | 42%    | 26%   | 31%   | 35%   | 50%   | 65%   | 74% | 59%  | 52%  | 38% | 41%  | 47%        | 49%        | 50%                      | 44%           | 48%           | 58%   | 47%             | 45%    | 48%        | 52%        |
| No              | 2011   | 868  | 1138   | 349   | 455   | 452   | 341   | 204   | 210 | 445  | 554  | 505 | 506  | 95         | 245        | 181                      | 214           | 166           | 91    | 220             | 316    | 315        | 168        |
|                 | 47%    | 41%  | 52%    | 68%   | 62%   | 59%   | 45%   | 32%   | 23% | 38%  | 44%  | 55% | 53%  | 48%        | 45%        | 45%                      | 50%           | 47%           | 38%   | 49%             | 50%    | 47%        | 41%        |
| Don't know      | 221    | 80   | 139    | 30    | 56    | 45    | 40    | 23    | 27  | 43   | 54   | 60  | 64   | 11         | 30         | 24                       | 28            | 16            | 10    | 19              | 30     | 27         | 25         |
|                 | 5%     | 4%   | 6%     | 6%    | 8%    | 6%    | 5%    | 4%    | 3%  | 4%   | 4%   | 7%  | 7%   | 6%         | 5%         | 6%                       | 7%            | 4%            | 4%    | 4%              | 5%     | 4%         | 6%         |



## Charity Commission Public Trust Survey 2023

### Online Fieldwork: 24th to 31st January 2023

Absolutes/col percents

Table 22

**Q6. How well, if at all, do you feel you know the Charity Commission and what it does?**  
**Base: All respondents who have heard of the Charity Commission**

|                                | Gender |             |            | Age        |           |            |            |            |            | SEG        |            |            |            | Region     |            |                          |               |               |            |                 |            |            |            |            |
|--------------------------------|--------|-------------|------------|------------|-----------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|--------------------------|---------------|---------------|------------|-----------------|------------|------------|------------|------------|
|                                | Total  | Male        | Female     | 18-24      | 25-34     | 35-44      | 45-54      | 55-64      | 65+        | AB         | C1         | C2         | DE         | North East | North West | Yorkshire and the Humber | West Midlands | East Midlands | Wales      | East of England | London     | South East | South West |            |
| Unweighted base                | 2175   | 1142        | 1028       | 129        | 212       | 273        | 400        | 444        | 717        | 788        | 709        | 244        | 434        | 93         | 259        | 201                      | 186           | 165           | 307        | 181             | 244        | 324        | 215        |            |
| Weighted base                  | 2085   | 1152        | 927        | 134        | 227       | 271        | 374        | 415        | 664        | 689        | 657        | 350        | 389        | 93         | 269        | 201                      | 189           | 168           | 137        | 210             | 284        | 322        | 212        |            |
| Very well                      | (4)    | 81<br>4%    | 55<br>5%   | 26<br>3%   | 8<br>6%   | 13<br>6%   | 23<br>8%   | 11<br>3%   | 7<br>2%    | 20<br>3%   | 37<br>5%   | 21<br>3%   | 5<br>1%    | 19<br>5%   | 2<br>2%    | 10<br>4%                 | 7<br>3%       | 7<br>4%       | 4<br>2%    | 5<br>4%         | 5<br>3%    | 23<br>8%   | 11<br>3%   | 7<br>3%    |
| Fairly well                    | (3)    | 633<br>30%  | 382<br>33% | 248<br>27% | 67<br>50% | 96<br>42%  | 83<br>31%  | 100<br>27% | 103<br>25% | 185<br>28% | 251<br>36% | 198<br>30% | 95<br>27%  | 88<br>23%  | 32<br>34%  | 83<br>31%                | 55<br>27%     | 57<br>30%     | 48<br>29%  | 40<br>29%       | 59<br>28%  | 106<br>37% | 89<br>28%  | 64<br>30%  |
| Not very well                  | (2)    | 916<br>44%  | 491<br>43% | 425<br>46% | 47<br>35% | 77<br>34%  | 110<br>40% | 169<br>45% | 207<br>50% | 307<br>46% | 279<br>41% | 175<br>50% | 182<br>47% | 39<br>42%  | 122<br>45% | 84<br>42%                | 82<br>44%     | 80<br>47%     | 62<br>45%  | 104<br>50%      | 110<br>39% | 146<br>45% | 88<br>41%  |            |
| Not at all well                | (1)    | 368<br>18%  | 173<br>15% | 194<br>21% | 12<br>9%  | 30<br>13%  | 38<br>14%  | 74<br>20%  | 87<br>21%  | 127<br>19% | 99<br>14%  | 131<br>20% | 59<br>17%  | 80<br>21%  | 17<br>18%  | 40<br>15%                | 46<br>23%     | 32<br>17%     | 31<br>18%  | 27<br>20%       | 30<br>14%  | 39<br>14%  | 60<br>19%  | 47<br>22%  |
| NET: Very/ Fairly well         |        | 714<br>34%  | 437<br>38% | 274<br>30% | 76<br>56% | 108<br>48% | 105<br>39% | 110<br>29% | 110<br>27% | 205<br>31% | 288<br>42% | 219<br>33% | 100<br>29% | 107<br>28% | 34<br>37%  | 92<br>34%                | 61<br>31%     | 64<br>34%     | 52<br>31%  | 45<br>33%       | 65<br>31%  | 129<br>45% | 100<br>31% | 71<br>33%  |
| NET: Not at all/ Not very well |        | 1285<br>62% | 664<br>58% | 618<br>67% | 59<br>44% | 107<br>47% | 147<br>54% | 243<br>65% | 294<br>71% | 434<br>65% | 379<br>55% | 410<br>62% | 234<br>67% | 262<br>67% | 56<br>60%  | 162<br>60%               | 130<br>65%    | 114<br>61%    | 110<br>66% | 89<br>65%       | 134<br>64% | 149<br>52% | 206<br>64% | 134<br>63% |
| Don't know                     |        | 86<br>4%    | 51<br>4%   | 35<br>4%   | -<br>-    | 11<br>5%   | 18<br>7%   | 20<br>5%   | 11<br>3%   | 25<br>4%   | 22<br>3%   | 28<br>4%   | 17<br>5%   | 19<br>5%   | 3<br>3%    | 15<br>5%                 | 10<br>5%      | 10<br>5%      | 5<br>3%    | 2<br>2%         | 11<br>5%   | 6<br>2%    | 16<br>5%   | 7<br>4%    |
| Mean                           |        | 2.21        | 2.29       | 2.12       | 2.53      | 2.42       | 2.36       | 2.13       | 2.08       | 2.15       | 2.34       | 2.17       | 2.14       | 2.13       | 2.22       | 2.24                     | 2.11          | 2.22          | 2.16       | 2.17            | 2.20       | 2.41       | 2.17       | 2.15       |
| Standard deviation             |        | 0.79        | 0.79       | 0.77       | 0.74      | 0.80       | 0.84       | 0.77       | 0.73       | 0.77       | 0.80       | 0.79       | 0.71       | 0.80       | 0.77       | 0.76                     | 0.81          | 0.78          | 0.75       | 0.79            | 0.72       | 0.83       | 0.78       | 0.81       |
| Standard error                 |        | 0.02        | 0.02       | 0.02       | 0.07      | 0.06       | 0.05       | 0.04       | 0.04       | 0.03       | 0.03       | 0.05       | 0.04       | 0.04       | 0.08       | 0.05                     | 0.06          | 0.06          | 0.06       | 0.05            | 0.06       | 0.05       | 0.04       | 0.06       |

## Charity Commission Public Trust Survey 2023

### Online Fieldwork: 24th to 31st January 2023

Absolutes/col percents

Table 23

**Q7. How did you find out about the Commission?****Base: All respondents who have heard of the Charity Commission**

|                           | Gender |      | Age    |       |       |       |       |       |     | SEG |     |     |     | Region     |            |                           |               |               |       |                  |        |            |            |
|---------------------------|--------|------|--------|-------|-------|-------|-------|-------|-----|-----|-----|-----|-----|------------|------------|---------------------------|---------------|---------------|-------|------------------|--------|------------|------------|
|                           | Total  | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB  | C1  | C2  | DE  | North East | North West | York-shire and the Humber | West Midlands | East Midlands | Wales | East of Eng-land | London | South East | South West |
| Unweighted base           | 2175   | 1142 | 1028   | 129   | 212   | 273   | 400   | 444   | 717 | 788 | 709 | 244 | 434 | 93         | 259        | 201                       | 186           | 165           | 307   | 181              | 244    | 324        | 215        |
| Weighted base             | 2085   | 1152 | 927    | 134   | 227   | 271   | 374   | 415   | 664 | 689 | 657 | 350 | 389 | 93         | 269        | 201                       | 189           | 168           | 137   | 210              | 284    | 322        | 212        |
| Something in the media    | 1295   | 752  | 542    | 40    | 104   | 152   | 224   | 317   | 458 | 413 | 403 | 231 | 248 | 61         | 166        | 121                       | 120           | 105           | 89    | 133              | 145    | 225        | 130        |
|                           | 62%    | 65%  | 58%    | 30%   | 46%   | 56%   | 60%   | 76%   | 69% | 60% | 61% | 66% | 64% | 66%        | 62%        | 60%                       | 63%           | 63%           | 65%   | 63%              | 51%    | 70%        | 61%        |
| Their website             | 190    | 110  | 80     | 29    | 48    | 42    | 30    | 15    | 26  | 76  | 47  | 35  | 31  | 4          | 30         | 19                        | 15            | 18            | 10    | 16               | 40     | 24         | 13         |
|                           | 9%     | 10%  | 9%     | 22%   | 21%   | 15%   | 8%    | 4%    | 4%  | 11% | 7%  | 10% | 8%  | 5%         | 11%        | 10%                       | 8%            | 11%           | 7%    | 14%              | 7%     | 6%         |            |
| Something on social media | 136    | 56   | 79     | 40    | 28    | 21    | 26    | 6     | 14  | 49  | 36  | 17  | 33  | 6          | 20         | 20                        | 10            | 12            | 6     | 14               | 27     | 10         | 11         |
|                           | 6%     | 5%   | 9%     | 30%   | 12%   | 8%    | 7%    | 1%    | 2%  | 7%  | 5%  | 5%  | 9%  | 6%         | 7%         | 10%                       | 5%            | 7%            | 4%    | 7%               | 9%     | 3%         | 5%         |
| The online register       | 60     | 36   | 23     | 8     | 10    | 12    | 14    | 8     | 7   | 25  | 24  | 5   | 5   | 1          | 6          | 7                         | 3             | 7             | 4     | 2                | 21     | 5          | 5          |
|                           | 3%     | 3%   | 3%     | 6%    | 5%    | 5%    | 4%    | 2%    | 1%  | 4%  | 4%  | 2%  | 1%  | 1%         | 2%         | 3%                        | 2%            | 4%            | 3%    | 1%               | 7%     | 1%         | 2%         |
| Another source            | 405    | 198  | 203    | 17    | 36    | 44    | 80    | 69    | 159 | 125 | 147 | 61  | 71  | 20         | 47         | 34                        | 41            | 25            | 28    | 45               | 51     | 59         | 54         |
|                           | 19%    | 17%  | 22%    | 13%   | 16%   | 16%   | 22%   | 17%   | 24% | 18% | 22% | 17% | 18% | 22%        | 17%        | 22%                       | 15%           | 20%           | 21%   | 18%              | 18%    | 25%        |            |

## Charity Commission Public Trust Survey 2023

### Online Fieldwork: 24th to 31st January 2023

Absolutes/col percents

Table 24

**Q8. Thinking about the Charity Commission over the past 12 months, would you say you've noticed it being in the news more often, less often or about as often as before?**

**Base: All respondents who have heard of the Charity Commission**

|  | Gender     |            |            | Age       |           |            |            |            |            | SEG        |            |            |            | Region     |            |                           |               |               |           |                  |           |            |            |
|--|------------|------------|------------|-----------|-----------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|---------------------------|---------------|---------------|-----------|------------------|-----------|------------|------------|
|  | Total      | Male       | Female     | 18-24     | 25-34     | 35-44      | 45-54      | 55-64      | 65+        | AB         | C1         | C2         | DE         | North East | North West | York-shire and the Humber | West Midlands | East Midlands | Wales     | East of Eng-land | London    | South East | South West |
| Unweighted base                        | 2175       | 1142       | 1028       | 129       | 212       | 273        | 400        | 444        | 717        | 788        | 709        | 244        | 434        | 93         | 259        | 201                       | 186           | 165           | 307       | 181              | 244       | 324        | 215        |
| Weighted base                          | 2085       | 1152       | 927        | 134       | 227       | 271        | 374        | 415        | 664        | 689        | 657        | 350        | 389        | 93         | 269        | 201                       | 189           | 168           | 137       | 210              | 284       | 322        | 212        |
| I haven't noticed it at all            | 885<br>42% | 445<br>39% | 437<br>47% | 29<br>22% | 65<br>29% | 109<br>40% | 189<br>50% | 168<br>41% | 324<br>49% | 245<br>36% | 289<br>44% | 164<br>47% | 186<br>48% | 39<br>42%  | 113<br>42% | 98<br>49%                 | 80<br>42%     | 78<br>47%     | 56<br>41% | 101<br>48%       | 97<br>34% | 138<br>43% | 85<br>40%  |
| I've noticed it as often as before     | 702<br>34% | 415<br>36% | 287<br>31% | 48<br>36% | 71<br>31% | 81<br>30%  | 110<br>30% | 158<br>38% | 234<br>35% | 256<br>37% | 216<br>33% | 114<br>32% | 117<br>30% | 27<br>29%  | 94<br>35%  | 59<br>29%                 | 71<br>38%     | 59<br>35%     | 52<br>38% | 68<br>32%        | 91<br>32% | 105<br>33% | 77<br>36%  |
| I've noticed it more often than before | 190<br>9%  | 113<br>10% | 76<br>8%   | 19<br>14% | 40<br>18% | 31<br>11%  | 25<br>7%   | 42<br>10%  | 34<br>5%   | 81<br>12%  | 55<br>8%   | 23<br>7%   | 30<br>8%   | 12<br>13%  | 24<br>9%   | 9<br>5%                   | 15<br>8%      | 13<br>8%      | 10<br>7%  | 15<br>7%         | 39<br>14% | 32<br>10%  | 21<br>10%  |
| I've noticed it less often than before | 182<br>9%  | 113<br>10% | 69<br>7%   | 32<br>24% | 40<br>17% | 29<br>11%  | 18<br>5%   | 21<br>5%   | 43<br>6%   | 81<br>12%  | 48<br>7%   | 30<br>9%   | 23<br>6%   | 9<br>10%   | 23<br>8%   | 24<br>12%                 | 13<br>7%      | 12<br>7%      | 10<br>7%  | 15<br>7%         | 43<br>15% | 25<br>8%   | 10<br>5%   |
| Don't know                             | 126<br>6%  | 66<br>6%   | 60<br>6%   | 6<br>5%   | 11<br>5%  | 21<br>8%   | 32<br>9%   | 27<br>6%   | 28<br>4%   | 25<br>4%   | 49<br>7%   | 20<br>6%   | 32<br>8%   | 6<br>6%    | 15<br>6%   | 11<br>5%                  | 11<br>6%      | 6<br>4%       | 10<br>7%  | 11<br>5%         | 14<br>5%  | 22<br>7%   | 20<br>10%  |

## Charity Commission Public Trust Survey 2023

### Online Fieldwork: 24th to 31st January 2023

Absolutes/col percents

Table 25

**Q9. And does the fact that you have noticed the Charity Commission in the news ... mean you have more confidence in the charity sector as a whole, less confidence in the charity sector as a whole, or does it not make any difference?**

**Base: All respondents who have noticed the Charity Commission in the news more/less as often as before**

|  | Gender     |            |            | Age       |           |           |           |            |            | SEG        |            |           |            | Region     |            |                          |               |               |           |                 |           |            |            |
|--|------------|------------|------------|-----------|-----------|-----------|-----------|------------|------------|------------|------------|-----------|------------|------------|------------|--------------------------|---------------|---------------|-----------|-----------------|-----------|------------|------------|
|  | Total      | Male       | Female     | 18-24     | 25-34     | 35-44     | 45-54     | 55-64      | 65+        | AB         | C1         | C2        | DE         | North East | North West | Yorkshire and the Humber | West Midlands | East Midlands | Wales     | East of England | London    | South East | South West |
| Unweighted base  | 1117       | 639        | 476        | 94        | 137       | 136       | 164       | 240        | 346        | 470        | 339        | 116       | 192        | 49         | 133        | 91                       | 96            | 84            | 160       | 86              | 146       | 163        | 109        |
| Weighted base  | 1074       | 641        | 431        | 99        | 151       | 141       | 153       | 220        | 311        | 418        | 319        | 167       | 170        | 48         | 141        | 92                       | 98            | 83            | 71        | 98              | 173       | 162        | 107        |
| It gives me more confidence in the charity sector                      | 291<br>27% | 184<br>29% | 106<br>25% | 41<br>41% | 52<br>35% | 46<br>33% | 41<br>27% | 51<br>23%  | 60<br>19%  | 128<br>30% | 76<br>24%  | 42<br>25% | 45<br>26%  | 22<br>46%  | 32<br>22%  | 29<br>31%                | 25<br>25%     | 23<br>28%     | 15<br>21% | 15<br>15%       | 58<br>34% | 46<br>28%  | 25<br>24%  |
| It gives me less confidence in the charity sector                      | 166<br>15% | 98<br>15%  | 68<br>16%  | 28<br>28% | 34<br>22% | 18<br>13% | 24<br>16% | 29<br>13%  | 34<br>11%  | 65<br>16%  | 47<br>15%  | 33<br>20% | 21<br>12%  | 5<br>9%    | 29<br>20%  | 16<br>17%                | 15<br>15%     | 14<br>17%     | 8<br>11%  | 19<br>19%       | 28<br>16% | 17<br>11%  | 16<br>14%  |
| It makes no difference to my level of confidence in the charity sector | 601<br>56% | 350<br>55% | 250<br>58% | 29<br>30% | 60<br>40% | 71<br>51% | 86<br>56% | 137<br>62% | 218<br>70% | 224<br>53% | 188<br>59% | 89<br>53% | 101<br>59% | 20<br>42%  | 81<br>57%  | 46<br>50%                | 57<br>58%     | 46<br>55%     | 48<br>67% | 62<br>63%       | 84<br>48% | 94<br>58%  | 64<br>60%  |
| Don't know   | 17<br>2%   | 9<br>1%    | 7<br>2%    | *<br>*    | 4<br>3%   | 5<br>4%   | 2<br>1%   | 4<br>2%    | -<br>-     | 2<br>1%    | 8<br>2%    | 3<br>2%   | 4<br>2%    | 1<br>2%    | -<br>-     | 2<br>2%                  | 2<br>2%       | -<br>-        | 1<br>1%   | 2<br>2%         | 2<br>1%   | 5<br>3%    | 2<br>2%    |

## Charity Commission Public Trust Survey 2023

### Online Fieldwork: 24th to 31st January 2023

Absolutes/col percents

Table 26

**Q9. And does the fact that you have noticed the Charity Commission in the news more often than before mean you have more confidence in the charity sector as a whole, less confidence in the charity sector as a whole, or does it not make any difference?**

**Base: All respondents who have noticed the Charity Commission in the news more often than before**

|  | Gender    |           | Age       |          |           |           |           |           |           | SEG       |           |           |           | Region     |            |                          |               |               |          |                 |           |            |            |
|--|-----------|-----------|-----------|----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|------------|------------|--------------------------|---------------|---------------|----------|-----------------|-----------|------------|------------|
|  | Total     | Male      | Female    | 18-24    | 25-34     | 35-44     | 45-54     | 55-64     | 65+       | AB        | C1        | C2        | DE        | North East | North West | Yorkshire and the Humber | West Midlands | East Midlands | Wales    | East of England | London    | South East | South West |
| Unweighted base  | 194       | 112       | 81        | 17       | 37        | 30        | 27        | 44        | 39        | 89        | 56        | 15        | 34        | 11         | 24         | 10                       | 14            | 12            | 23       | 13              | 33        | 33         | 21         |
| Weighted base  | 190       | 113       | 76        | 19       | 40        | 31        | 25        | 42        | 34        | 81        | 55        | 23        | 30        | 12         | 24         | 9                        | 15            | 13            | 10       | 15              | 39        | 32         | 21         |
| It gives me more confidence in the charity sector                      | 80<br>42% | 54<br>48% | 26<br>35% | 9<br>49% | 17<br>43% | 18<br>59% | 6<br>26%  | 16<br>38% | 13<br>39% | 38<br>47% | 19<br>35% | 11<br>46% | 11<br>38% | 9<br>74%   | 11<br>47%  | 8<br>80%                 | 5<br>33%      | 4<br>33%      | 3<br>32% | 2<br>14%        | 20<br>52% | 11<br>35%  | 6<br>31%   |
| It gives me less confidence in the charity sector                      | 54<br>28% | 27<br>24% | 26<br>35% | 9<br>47% | 10<br>25% | 4<br>14%  | 10<br>40% | 12<br>29% | 8<br>24%  | 20<br>25% | 16<br>30% | 7<br>32%  | 10<br>31% | -          | 4<br>15%   | 2<br>20%                 | 7<br>47%      | 4<br>32%      | 2<br>24% | 6<br>39%        | 11<br>29% | 11<br>34%  | 7<br>32%   |
| It makes no difference to my level of confidence in the charity sector | 51<br>27% | 29<br>25% | 22<br>29% | 1<br>5%  | 9<br>23%  | 7<br>23%  | 7<br>29%  | 14<br>33% | 13<br>37% | 23<br>28% | 16<br>29% | 5<br>22%  | 7<br>24%  | 2<br>17%   | 9<br>38%   | -                        | 3<br>20%      | 4<br>35%      | 4<br>45% | 6<br>39%        | 8<br>19%  | 8<br>24%   | 7<br>32%   |
| Don't know   | 5<br>3%   | 3<br>3%   | 1<br>2%   | -        | 3<br>8%   | 1<br>3%   | 1<br>4%   | -         | -         | -         | 3<br>6%   | -         | 2<br>7%   | 1<br>9%    | -          | -                        | -             | -             | -        | 1<br>8%         | -         | 2<br>7%    | 1<br>5%    |

## Charity Commission Public Trust Survey 2023

### Online Fieldwork: 24th to 31st January 2023

Absolutes/col percents

Table 27

**Q9. And does the fact that you have noticed the Charity Commission in the news less often than before mean you have more confidence in the charity sector as a whole, less confidence in the charity sector as a whole, or does it not make any difference?**

**Base: All respondents who have noticed the Charity Commission in the news less often than before**

|  | Gender    |           | Age       |           |           |           |           |           |           | SEG       |           |           |           | Region     |            |                          |               |               |          |                 |           |            |            |
|--|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|------------|------------|--------------------------|---------------|---------------|----------|-----------------|-----------|------------|------------|
|  | Total     | Male      | Female    | 18-24     | 25-34     | 35-44     | 45-54     | 55-64     | 65+       | AB        | C1        | C2        | DE        | North East | North West | Yorkshire and the Humber | West Midlands | East Midlands | Wales    | East of England | London    | South East | South West |
| Unweighted base  | 181       | 106       | 74        | 31        | 34        | 27        | 19        | 22        | 48        | 87        | 50        | 20        | 24        | 9          | 22         | 22                       | 11            | 13            | 21       | 12              | 36        | 25         | 10         |
| Weighted base  | 182       | 113       | 69        | 32        | 40        | 29        | 18        | 21        | 43        | 81        | 48        | 30        | 23        | 9          | 23         | 24                       | 13            | 12            | 10       | 15              | 43        | 25         | 10         |
| It gives me more confidence in the charity sector                      | 48<br>26% | 32<br>28% | 17<br>24% | 10<br>31% | 17<br>43% | 10<br>33% | 4<br>25%  | 3<br>16%  | 4<br>9%   | 23<br>29% | 13<br>27% | 3<br>8%   | 9<br>41%  | 4<br>41%   | 4<br>18%   | 6<br>26%                 | 3<br>22%      | 3<br>23%      | 2<br>16% | 1<br>7%         | 17<br>39% | 7<br>26%   | 3<br>29%   |
| It gives me less confidence in the charity sector                      | 47<br>26% | 30<br>26% | 17<br>25% | 15<br>48% | 12<br>29% | 8<br>26%  | 1<br>6%   | 4<br>19%  | 7<br>17%  | 23<br>29% | 13<br>26% | 8<br>26%  | 3<br>15%  | 1<br>10%   | 10<br>43%  | 7<br>29%                 | 1<br>8%       | 4<br>31%      | 3<br>29% | 7<br>49%        | 9<br>21%  | 3<br>11%   | 3<br>27%   |
| It makes no difference to my level of confidence in the charity sector | 85<br>47% | 50<br>45% | 34<br>49% | 7<br>21%  | 10<br>25% | 12<br>41% | 13<br>70% | 12<br>61% | 31<br>73% | 34<br>42% | 22<br>45% | 20<br>66% | 10<br>44% | 4<br>48%   | 9<br>39%   | 10<br>41%                | 9<br>70%      | 6<br>46%      | 5<br>55% | 6<br>43%        | 16<br>37% | 16<br>63%  | 4<br>44%   |
| Don't know   | 2<br>1%   | 1<br>1%   | 1<br>2%   | -<br>-    | 1<br>3%   | -<br>-    | -<br>-    | 1<br>4%   | -<br>-    | 1<br>1%   | 1<br>2%   | -<br>-    | -<br>-    | -<br>-     | -<br>-     | 1<br>4%                  | -<br>-        | -<br>-        | -<br>-   | -<br>-          | 1<br>3%   | -<br>-     | -<br>-     |

## Charity Commission Public Trust Survey 2023

### Online Fieldwork: 24th to 31st January 2023

Absolutes/col percents

Table 28

**Q9. And does the fact that you have noticed the Charity Commission in the news as often as before mean you have more confidence in the charity sector as a whole, less confidence in the charity sector as a whole, or does it not make any difference?**

**Base: All respondents who have noticed the Charity Commission in the news as often as before**

|  | Gender     |            | Age        |           |           |           |           |            |            | SEG        |            |           |           | Region     |            |                          |               |               |           |                 |           |            |            |
|--|------------|------------|------------|-----------|-----------|-----------|-----------|------------|------------|------------|------------|-----------|-----------|------------|------------|--------------------------|---------------|---------------|-----------|-----------------|-----------|------------|------------|
|  | Total      | Male       | Female     | 18-24     | 25-34     | 35-44     | 45-54     | 55-64      | 65+        | AB         | C1         | C2        | DE        | North East | North West | Yorkshire and the Humber | West Midlands | East Midlands | Wales     | East of England | London    | South East | South West |
| Unweighted base  | 742        | 421        | 321        | 46        | 66        | 79        | 118       | 174        | 259        | 294        | 233        | 81        | 134       | 29         | 87         | 59                       | 71            | 59            | 116       | 61              | 77        | 105        | 78         |
| Weighted base  | 702        | 415        | 287        | 48        | 71        | 81        | 110       | 158        | 234        | 256        | 216        | 114       | 117       | 27         | 94         | 59                       | 71            | 59            | 52        | 68              | 91        | 105        | 77         |
| It gives me more confidence in the charity sector                      | 162<br>23% | 99<br>24%  | 64<br>22%  | 22<br>45% | 18<br>26% | 19<br>23% | 30<br>27% | 32<br>20%  | 42<br>18%  | 66<br>26%  | 44<br>20%  | 29<br>25% | 24<br>21% | 10<br>36%  | 16<br>17%  | 15<br>26%                | 17<br>24%     | 16<br>28%     | 11<br>20% | 12<br>18%       | 21<br>24% | 28<br>27%  | 16<br>21%  |
| It gives me less confidence in the charity sector                      | 65<br>9%   | 40<br>10%  | 25<br>9%   | 4<br>8%   | 12<br>17% | 6<br>7%   | 13<br>12% | 13<br>8%   | 18<br>8%   | 22<br>8%   | 18<br>8%   | 18<br>16% | 8<br>7%   | 4<br>13%   | 16<br>16%  | 7<br>12%                 | 7<br>10%      | 6<br>11%      | 3<br>5%   | 5<br>8%         | 8<br>9%   | 4<br>3%    | 6<br>8%    |
| It makes no difference to my level of confidence in the charity sector | 465<br>66% | 271<br>65% | 194<br>68% | 22<br>46% | 41<br>58% | 52<br>64% | 66<br>60% | 110<br>70% | 174<br>74% | 167<br>65% | 151<br>70% | 64<br>56% | 83<br>71% | 14<br>51%  | 62<br>66%  | 36<br>61%                | 45<br>64%     | 36<br>62%     | 38<br>73% | 49<br>73%       | 60<br>66% | 71<br>68%  | 53<br>70%  |
| Don't know   | 9<br>1%    | 5<br>1%    | 4<br>2%    | *<br>1%   | -         | 4<br>5%   | 1<br>1%   | 3<br>2%    | -          | 1<br>*     | 3<br>1%    | 3<br>3%   | 1<br>1%   | -          | -          | 1<br>2%                  | 2<br>2%       | -             | 1<br>2%   | 1<br>2%         | 1<br>1%   | 2<br>2%    | 1<br>1%    |

## Charity Commission Public Trust Survey 2023

### Online Fieldwork: 24th to 31st January 2023

Absolutes/col percents

Table 29

**Q10. Generally speaking, where do you think the balance of the Charity Commission's work ought to lie?**

**Base: All respondents who know the Charity Commission very/ fairly well**

|  | Gender     |            | Age        |           |           |           |           |           | SEG        |            |            |           | Region    |            |            |                          |               |               |           |                 |           |            |            |
|--|------------|------------|------------|-----------|-----------|-----------|-----------|-----------|------------|------------|------------|-----------|-----------|------------|------------|--------------------------|---------------|---------------|-----------|-----------------|-----------|------------|------------|
|  | Total      | Male       | Female     | 18-24     | 25-34     | 35-44     | 45-54     | 55-64     | 65+        | AB         | C1         | C2        | DE        | North East | North West | Yorkshire and the Humber | West Midlands | East Midlands | Wales     | East of England | London    | South East | South West |
| Unweighted base  | 738        | 437        | 298        | 71        | 97        | 102       | 119       | 119       | 230        | 320        | 231        | 69        | 118       | 34         | 88         | 61                       | 65            | 51            | 100       | 57              | 108       | 103        | 71         |
| Weighted base  | 714        | 437        | 274        | 76        | 108       | 105       | 110       | 110       | 205        | 288        | 219        | 100       | 107       | 34         | 92         | 61                       | 64            | 52            | 45        | 65              | 129       | 100        | 71         |
| More on identifying and dealing with wrongdoing than on supporting charities to do the right thing   | 141<br>20% | 94<br>22%  | 47<br>17%  | 16<br>21% | 25<br>23% | 26<br>25% | 17<br>15% | 24<br>22% | 33<br>16%  | 52<br>18%  | 49<br>22%  | 16<br>16% | 24<br>23% | 6<br>16%   | 21<br>23%  | 12<br>20%                | 11<br>17%     | 10<br>20%     | 9<br>19%  | 10<br>15%       | 29<br>22% | 23<br>23%  | 11<br>15%  |
| More on supporting charities to do the right thing than on identifying and dealing with wrongdoing   | 124<br>17% | 77<br>18%  | 47<br>17%  | 28<br>37% | 34<br>32% | 22<br>20% | 17<br>15% | 8<br>8%   | 15<br>7%   | 59<br>21%  | 33<br>15%  | 20<br>20% | 11<br>10% | 5<br>14%   | 15<br>16%  | 17<br>28%                | 14<br>22%     | 6<br>12%      | 4<br>10%  | 8<br>12%        | 39<br>30% | 9<br>9%    | 8<br>11%   |
| Equally on identifying and dealing with wrongdoing and on supporting charities to do the right thing | 436<br>61% | 258<br>59% | 175<br>64% | 28<br>37% | 44<br>41% | 57<br>54% | 73<br>67% | 78<br>71% | 154<br>75% | 174<br>60% | 129<br>59% | 61<br>61% | 72<br>67% | 24<br>70%  | 53<br>57%  | 31<br>51%                | 40<br>62%     | 35<br>67%     | 32<br>71% | 42<br>66%       | 60<br>46% | 67<br>67%  | 52<br>73%  |
| Don't know   | 13<br>2%   | 8<br>2%    | 5<br>2%    | 3<br>4%   | 4<br>4%   | -         | 3<br>3%   | -         | 3<br>1%    | 3<br>1%    | 8<br>4%    | 2<br>2%   | -         | -          | 4<br>4%    | 1<br>2%                  | -             | 1<br>2%       | -         | 4<br>7%         | 1<br>1%   | 1<br>1%    | 1<br>1%    |



## Charity Commission Public Trust Survey 2023

### Online Fieldwork: 24th to 31st January 2023

Absolutes/col percents

Table 30

**Q11. Generally speaking, where do you think the balance of the Charity Commission's work actually lies?**

**Base: All respondents who know the Charity Commission very/ fairly well**

|  | Gender     |            | Age        |           |           |           |           |           | SEG       |           |           |           | Region    |            |            |                          |               |               |           |                 |           |            |            |
|--|------------|------------|------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|------------|------------|--------------------------|---------------|---------------|-----------|-----------------|-----------|------------|------------|
|  | Total      | Male       | Female     | 18-24     | 25-34     | 35-44     | 45-54     | 55-64     | 65+       | AB        | C1        | C2        | DE        | North East | North West | Yorkshire and the Humber | West Midlands | East Midlands | Wales     | East of England | London    | South East | South West |
| Unweighted base  | 738        | 437        | 298        | 71        | 97        | 102       | 119       | 119       | 230       | 320       | 231       | 69        | 118       | 34         | 88         | 61                       | 65            | 51            | 100       | 57              | 108       | 103        | 71         |
| Weighted base  | 714        | 437        | 274        | 76        | 108       | 105       | 110       | 110       | 205       | 288       | 219       | 100       | 107       | 34         | 92         | 61                       | 64            | 52            | 45        | 65              | 129       | 100        | 71         |
| More on identifying and dealing with wrongdoing than on supporting charities to do the right thing   | 164<br>23% | 108<br>25% | 55<br>20%  | 17<br>22% | 29<br>27% | 25<br>24% | 26<br>24% | 21<br>19% | 46<br>22% | 76<br>26% | 50<br>23% | 15<br>15% | 23<br>21% | 7<br>22%   | 17<br>19%  | 15<br>25%                | 10<br>16%     | 16<br>31%     | 12<br>26% | 12<br>19%       | 32<br>25% | 28<br>27%  | 13<br>19%  |
| More on supporting charities to do the right thing than on identifying and dealing with wrongdoing   | 180<br>25% | 115<br>26% | 65<br>24%  | 32<br>42% | 34<br>32% | 28<br>26% | 25<br>22% | 30<br>27% | 32<br>16% | 84<br>29% | 47<br>22% | 27<br>27% | 22<br>20% | 6<br>18%   | 24<br>26%  | 22<br>35%                | 18<br>28%     | 15<br>28%     | 11<br>25% | 8<br>12%        | 43<br>33% | 22<br>22%  | 12<br>17%  |
| Equally on identifying and dealing with wrongdoing and on supporting charities to do the right thing | 273<br>38% | 164<br>38% | 107<br>39% | 21<br>28% | 32<br>30% | 40<br>38% | 45<br>40% | 43<br>39% | 92<br>45% | 94<br>33% | 93<br>42% | 36<br>36% | 50<br>46% | 16<br>47%  | 34<br>37%  | 18<br>29%                | 27<br>43%     | 16<br>31%     | 17<br>38% | 32<br>50%       | 41<br>32% | 33<br>33%  | 38<br>54%  |
| Don't know   | 98<br>14%  | 49<br>11%  | 46<br>17%  | 6<br>8%   | 13<br>12% | 13<br>12% | 15<br>13% | 17<br>15% | 35<br>17% | 34<br>12% | 29<br>13% | 22<br>22% | 13<br>12% | 4<br>13%   | 17<br>18%  | 7<br>12%                 | 9<br>13%      | 5<br>10%      | 5<br>10%  | 13<br>19%       | 13<br>10% | 18<br>18%  | 7<br>10%   |

**Charity Commission Public Trust Survey 2023**  
**Online Fieldwork: 24th to 31st January 2023**

Absolutes/col percents

Table 31

**Q12. To what extent do you feel the work of the Charity Commission is influenced by the following factors/groups where 1 means it isn't influenced at all and 5 means it is influenced a great deal?**

**Base: All respondents who know the Charity Commission very/ fairly well**

**Summary table**

|                                  | <u>The media</u> | <u>Politicians</u> | <u>The charity sector</u> | <u>The public</u> | <u>Charity law</u> |
|----------------------------------|------------------|--------------------|---------------------------|-------------------|--------------------|
| Unweighted base                  | 738              | 738                | 738                       | 738               | 738                |
| Weighted base                    | 714              | 714                | 714                       | 714               | 714                |
| 5 Influenced a great deal        | 73<br>10%        | 71<br>10%          | 126<br>18%                | 62<br>9%          | 307<br>43%         |
| 4                                | 220<br>31%       | 212<br>30%         | 313<br>44%                | 235<br>33%        | 253<br>35%         |
| 3                                | 226<br>32%       | 220<br>31%         | 193<br>27%                | 251<br>35%        | 110<br>15%         |
| 2                                | 104<br>15%       | 104<br>15%         | 35<br>5%                  | 88<br>12%         | 15<br>2%           |
| 1 Not influenced at all          | 39<br>5%         | 40<br>6%           | 11<br>1%                  | 44<br>6%          | 3<br>*             |
| NET: Top 2 box Influenced        | 293<br>41%       | 283<br>40%         | 439<br>61%                | 297<br>42%        | 560<br>78%         |
| NET: Bottom 2 box Not influenced | 143<br>20%       | 144<br>20%         | 45<br>6%                  | 132<br>18%        | 18<br>3%           |
| Don't know                       | 52<br>7%         | 66<br>9%           | 37<br>5%                  | 35<br>5%          | 27<br>4%           |
| Mean                             | 3.28             | 3.26               | 3.75                      | 3.27              | 4.23               |
| Standard deviation               | 1.04             | 1.05               | 0.87                      | 1.01              | 0.82               |
| Standard error                   | 0.04             | 0.04               | 0.03                      | 0.04              | 0.03               |

## Charity Commission Public Trust Survey 2023

### Online Fieldwork: 24th to 31st January 2023

Absolutes/col percents

Table 32

**Q12. To what extent do you feel the work of the Charity Commission is influenced by the following factors/groups where 1 means it isn't influenced at all and 5 means it is influenced a great deal?**

**Base: All respondents who know the Charity Commission very/ fairly well**

**The media**

|                                  | Gender |      |        | Age   |       |       |       |       |      | SEG  |      |      |      | Region     |            |                          |               |               |       |                 |        |            |            |
|----------------------------------|--------|------|--------|-------|-------|-------|-------|-------|------|------|------|------|------|------------|------------|--------------------------|---------------|---------------|-------|-----------------|--------|------------|------------|
|                                  | Total  | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+  | AB   | C1   | C2   | DE   | North East | North West | Yorkshire and the Humber | West Midlands | East Midlands | Wales | East of England | London | South East | South West |
| Unweighted base                  | 738    | 437  | 298    | 71    | 97    | 102   | 119   | 119   | 230  | 320  | 231  | 69   | 118  | 34         | 88         | 61                       | 65            | 51            | 100   | 57              | 108    | 103        | 71         |
| Weighted base                    | 714    | 437  | 274    | 76    | 108   | 105   | 110   | 110   | 205  | 288  | 219  | 100  | 107  | 34         | 92         | 61                       | 64            | 52            | 45    | 65              | 129    | 100        | 71         |
| 5 Influenced a great deal        | 73     | 47   | 26     | 12    | 11    | 24    | 5     | 8     | 12   | 24   | 23   | 17   | 9    | 5          | 9          | 7                        | 5             | 6             | 1     | 2               | 23     | 7          | 7          |
|                                  | 10%    | 11%  | 9%     | 16%   | 11%   | 23%   | 5%    | 7%    | 6%   | 8%   | 10%  | 17%  | 8%   | 14%        | 10%        | 11%                      | 7%            | 12%           | 2%    | 4%              | 18%    | 7%         | 10%        |
| 4                                | 220    | 136  | 84     | 33    | 46    | 32    | 27    | 28    | 54   | 94   | 59   | 35   | 33   | 9          | 26         | 16                       | 23            | 14            | 12    | 16              | 44     | 36         | 24         |
|                                  | 31%    | 31%  | 31%    | 43%   | 43%   | 30%   | 25%   | 26%   | 27%  | 33%  | 27%  | 35%  | 31%  | 26%        | 28%        | 25%                      | 36%           | 27%           | 27%   | 25%             | 34%    | 36%        | 34%        |
| 3                                | 226    | 133  | 92     | 24    | 32    | 32    | 33    | 35    | 71   | 90   | 73   | 29   | 35   | 10         | 31         | 26                       | 20            | 12            | 14    | 28              | 42     | 28         | 14         |
|                                  | 32%    | 30%  | 33%    | 32%   | 29%   | 30%   | 30%   | 31%   | 35%  | 31%  | 33%  | 29%  | 33%  | 29%        | 34%        | 42%                      | 32%           | 23%           | 31%   | 43%             | 33%    | 28%        | 20%        |
| 2                                | 104    | 73   | 31     | 6     | 7     | 8     | 24    | 22    | 38   | 48   | 26   | 10   | 21   | 6          | 13         | 11                       | 6             | 12            | 10    | 5               | 6      | 19         | 15         |
|                                  | 15%    | 17%  | 11%    | 8%    | 7%    | 7%    | 21%   | 20%   | 18%  | 16%  | 12%  | 10%  | 20%  | 17%        | 14%        | 19%                      | 9%            | 24%           | 22%   | 8%              | 5%     | 19%        | 22%        |
| 1 Not influenced at all          | 39     | 24   | 15     | -     | 5     | 4     | 10    | 9     | 11   | 18   | 12   | 6    | 3    | 1          | 8          | 1                        | 6             | 5             | 4     | 3               | 6      | 3          | 4          |
|                                  | 5%     | 6%   | 5%     | -     | 5%    | 4%    | 9%    | 8%    | 6%   | 6%   | 6%   | 6%   | 3%   | 3%         | 9%         | 2%                       | 9%            | 9%            | 9%    | 5%              | 4%     | 3%         | 5%         |
| NET: Top 2 box Influenced        | 293    | 183  | 110    | 45    | 58    | 55    | 33    | 36    | 67   | 118  | 81   | 51   | 42   | 14         | 35         | 22                       | 27            | 21            | 13    | 19              | 68     | 44         | 32         |
|                                  | 41%    | 42%  | 40%    | 59%   | 53%   | 53%   | 30%   | 33%   | 33%  | 41%  | 37%  | 52%  | 39%  | 40%        | 38%        | 36%                      | 43%           | 39%           | 28%   | 29%             | 52%    | 43%        | 45%        |
| NET: Bottom 2 box Not influenced | 143    | 97   | 46     | 6     | 13    | 12    | 33    | 31    | 49   | 65   | 38   | 16   | 24   | 7          | 21         | 12                       | 12            | 17            | 14    | 8               | 12     | 21         | 19         |
|                                  | 20%    | 22%  | 17%    | 8%    | 12%   | 11%   | 30%   | 28%   | 24%  | 23%  | 17%  | 16%  | 22%  | 20%        | 22%        | 20%                      | 18%           | 33%           | 31%   | 13%             | 9%     | 21%        | 27%        |
| Don't know                       | 52     | 24   | 27     | 1     | 6     | 6     | 11    | 9     | 18   | 15   | 27   | 4    | 6    | 4          | 6          | 1                        | 5             | 3             | 4     | 9               | 7      | 7          | 6          |
|                                  | 7%     | 6%   | 10%    | 1%    | 6%    | 6%    | 10%   | 8%    | 9%   | 5%   | 12%  | 4%   | 6%   | 11%        | 6%         | 1%                       | 7%            | 5%            | 10%   | 15%             | 5%     | 7%         | 8%         |
| Mean                             | 3.28   | 3.26 | 3.30   | 3.68  | 3.50  | 3.64  | 2.94  | 3.04  | 3.10 | 3.22 | 3.28 | 3.48 | 3.24 | 3.35       | 3.18       | 3.25                     | 3.24          | 3.11          | 2.89  | 3.17            | 3.60   | 3.29       | 3.25       |
| Standard deviation               | 1.04   | 1.06 | 1.02   | 0.84  | 0.97  | 1.05  | 1.06  | 1.08  | 1.00 | 1.04 | 1.05 | 1.09 | 0.98 | 1.08       | 1.10       | 0.95                     | 1.07          | 1.20          | 1.01  | 0.88            | 1.01   | 0.97       | 1.11       |
| Standard error                   | 0.04   | 0.05 | 0.06   | 0.10  | 0.10  | 0.11  | 0.10  | 0.10  | 0.07 | 0.06 | 0.07 | 0.13 | 0.09 | 0.20       | 0.12       | 0.12                     | 0.14          | 0.17          | 0.11  | 0.13            | 0.10   | 0.10       | 0.14       |

## Charity Commission Public Trust Survey 2023

### Online Fieldwork: 24th to 31st January 2023

Absolutes/col percents

Table 33

**Q12. To what extent do you feel the work of the Charity Commission is influenced by the following factors/groups where 1 means it isn't influenced at all and 5 means it is influenced a great deal?**

**Base: All respondents who know the Charity Commission very/ fairly well**  
**Politicians**

|                                  | Gender |      |        | Age   |       |       |       |       |      | SEG  |      |      |      | Region     |            |                          |               |               |       |                 |        |            |            |
|----------------------------------|--------|------|--------|-------|-------|-------|-------|-------|------|------|------|------|------|------------|------------|--------------------------|---------------|---------------|-------|-----------------|--------|------------|------------|
|                                  | Total  | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+  | AB   | C1   | C2   | DE   | North East | North West | Yorkshire and the Humber | West Midlands | East Midlands | Wales | East of England | London | South East | South West |
| Unweighted base                  | 738    | 437  | 298    | 71    | 97    | 102   | 119   | 119   | 230  | 320  | 231  | 69   | 118  | 34         | 88         | 61                       | 65            | 51            | 100   | 57              | 108    | 103        | 71         |
| Weighted base                    | 714    | 437  | 274    | 76    | 108   | 105   | 110   | 110   | 205  | 288  | 219  | 100  | 107  | 34         | 92         | 61                       | 64            | 52            | 45    | 65              | 129    | 100        | 71         |
| 5 Influenced a great deal        | 71     | 46   | 24     | 14    | 13    | 15    | 5     | 8     | 17   | 34   | 18   | 8    | 11   | 1          | 11         | 2                        | 6             | 4             | -     | 4               | 25     | 9          | 10         |
|                                  | 10%    | 10%  | 9%     | 19%   | 12%   | 14%   | 5%    | 7%    | 8%   | 12%  | 8%   | 8%   | 10%  | 3%         | 12%        | 3%                       | 9%            | 8%            | -     | 7%              | 19%    | 9%         | 14%        |
| 4                                | 212    | 143  | 69     | 22    | 42    | 29    | 33    | 37    | 48   | 93   | 52   | 30   | 37   | 9          | 26         | 24                       | 20            | 17            | 12    | 21              | 42     | 26         | 14         |
|                                  | 30%    | 33%  | 25%    | 29%   | 38%   | 28%   | 30%   | 34%   | 24%  | 32%  | 24%  | 30%  | 34%  | 28%        | 28%        | 39%                      | 32%           | 32%           | 26%   | 32%             | 33%    | 26%        | 19%        |
| 3                                | 220    | 125  | 94     | 22    | 32    | 30    | 37    | 29    | 70   | 83   | 71   | 35   | 31   | 10         | 27         | 17                       | 21            | 13            | 15    | 22              | 41     | 35         | 20         |
|                                  | 31%    | 29%  | 34%    | 29%   | 30%   | 29%   | 34%   | 26%   | 34%  | 29%  | 33%  | 35%  | 29%  | 30%        | 29%        | 28%                      | 32%           | 24%           | 33%   | 33%             | 32%    | 35%        | 28%        |
| 2                                | 104    | 69   | 35     | 10    | 11    | 19    | 14    | 18    | 31   | 45   | 32   | 10   | 17   | 7          | 11         | 12                       | 8             | 8             | 8     | 6               | 11     | 16         | 17         |
|                                  | 15%    | 16%  | 13%    | 14%   | 10%   | 18%   | 13%   | 17%   | 15%  | 16%  | 14%  | 10%  | 16%  | 20%        | 12%        | 19%                      | 12%           | 16%           | 18%   | 9%              | 8%     | 16%        | 24%        |
| 1 Not influenced at all          | 40     | 24   | 16     | 1     | 4     | 6     | 10    | 6     | 14   | 12   | 17   | 8    | 3    | 3          | 9          | 3                        | 4             | 6             | 5     | 3               | 3      | 4          | 1          |
|                                  | 6%     | 5%   | 6%     | 1%    | 3%    | 5%    | 9%    | 6%    | 7%   | 4%   | 8%   | 8%   | 3%   | 8%         | 10%        | 5%                       | 6%            | 11%           | 10%   | 5%              | 3%     | 4%         | 1%         |
| NET: Top 2 box Influenced        | 283    | 189  | 92     | 36    | 54    | 44    | 38    | 45    | 65   | 127  | 71   | 38   | 48   | 10         | 37         | 26                       | 26            | 21            | 12    | 25              | 67     | 35         | 23         |
|                                  | 40%    | 43%  | 34%    | 48%   | 50%   | 42%   | 35%   | 41%   | 32%  | 44%  | 32%  | 38%  | 44%  | 30%        | 40%        | 42%                      | 41%           | 40%           | 26%   | 39%             | 52%    | 35%        | 33%        |
| NET: Bottom 2 box Not influenced | 144    | 92   | 52     | 11    | 14    | 25    | 24    | 25    | 45   | 57   | 49   | 18   | 20   | 10         | 21         | 15                       | 12            | 14            | 13    | 9               | 14     | 20         | 18         |
|                                  | 20%    | 21%  | 19%    | 15%   | 13%   | 24%   | 22%   | 22%   | 22%  | 20%  | 22%  | 18%  | 19%  | 28%        | 22%        | 24%                      | 18%           | 26%           | 28%   | 14%             | 11%    | 20%        | 25%        |
| Don't know                       | 66     | 30   | 36     | 6     | 8     | 6     | 10    | 12    | 25   | 21   | 28   | 9    | 8    | 4          | 8          | 4                        | 6             | 5             | 6     | 9               | 7      | 10         | 10         |
|                                  | 9%     | 7%   | 13%    | 8%    | 7%    | 6%    | 9%    | 11%   | 12%  | 7%   | 13%  | 9%   | 8%   | 11%        | 9%         | 6%                       | 9%            | 9%            | 12%   | 14%             | 5%     | 10%        | 14%        |
| Mean                             | 3.26   | 3.29 | 3.20   | 3.55  | 3.49  | 3.29  | 3.09  | 3.22  | 3.12 | 3.34 | 3.12 | 3.22 | 3.35 | 2.97       | 3.22       | 3.18                     | 3.28          | 3.12          | 2.86  | 3.31            | 3.61   | 3.22       | 3.23       |
| Standard deviation               | 1.05   | 1.06 | 1.04   | 1.02  | 0.97  | 1.12  | 1.04  | 1.05  | 1.06 | 1.04 | 1.09 | 1.06 | 1.00 | 1.02       | 1.17       | 0.96                     | 1.04          | 1.16          | 0.99  | 0.97            | 1.00   | 1.01       | 1.07       |
| Standard error                   | 0.04   | 0.05 | 0.06   | 0.13  | 0.10  | 0.11  | 0.10  | 0.10  | 0.07 | 0.06 | 0.08 | 0.13 | 0.10 | 0.19       | 0.13       | 0.13                     | 0.14          | 0.17          | 0.11  | 0.14            | 0.10   | 0.10       | 0.14       |

## Charity Commission Public Trust Survey 2023

### Online Fieldwork: 24th to 31st January 2023

Absolutes/col percents

Table 34

**Q12. To what extent do you feel the work of the Charity Commission is influenced by the following factors/groups where 1 means it isn't influenced at all and 5 means it is influenced a great deal?**

**Base: All respondents who know the Charity Commission very/ fairly well**

**The charity sector**

|                                  | Gender     |            |            | Age       |           |           |           |           |            | SEG        |            |           |           | Region     |            |                          |               |               |           |                 |           |            |            |
|----------------------------------|------------|------------|------------|-----------|-----------|-----------|-----------|-----------|------------|------------|------------|-----------|-----------|------------|------------|--------------------------|---------------|---------------|-----------|-----------------|-----------|------------|------------|
|                                  | Total      | Male       | Female     | 18-24     | 25-34     | 35-44     | 45-54     | 55-64     | 65+        | AB         | C1         | C2        | DE        | North East | North West | Yorkshire and the Humber | West Midlands | East Midlands | Wales     | East of England | London    | South East | South West |
| Unweighted base                  | 738        | 437        | 298        | 71        | 97        | 102       | 119       | 119       | 230        | 320        | 231        | 69        | 118       | 34         | 88         | 61                       | 65            | 51            | 100       | 57              | 108       | 103        | 71         |
| Weighted base                    | 714        | 437        | 274        | 76        | 108       | 105       | 110       | 110       | 205        | 288        | 219        | 100       | 107       | 34         | 92         | 61                       | 64            | 52            | 45        | 65              | 129       | 100        | 71         |
| 5 Influenced a great deal        | 126<br>18% | 78<br>18%  | 46<br>17%  | 16<br>21% | 28<br>26% | 19<br>18% | 22<br>20% | 10<br>9%  | 31<br>15%  | 54<br>19%  | 40<br>18%  | 14<br>14% | 18<br>17% | 5<br>14%   | 13<br>14%  | 7<br>11%                 | 9<br>15%      | 13<br>25%     | 5<br>11%  | 9<br>14%        | 38<br>29% | 16<br>16%  | 12<br>16%  |
| 4                                | 313<br>44% | 183<br>42% | 130<br>47% | 33<br>44% | 47<br>44% | 47<br>44% | 47<br>43% | 50<br>45% | 89<br>44%  | 124<br>43% | 96<br>44%  | 46<br>46% | 46<br>43% | 22<br>65%  | 44<br>48%  | 29<br>48%                | 30<br>46%     | 20<br>38%     | 19<br>43% | 24<br>38%       | 58<br>45% | 38<br>38%  | 28<br>39%  |
| 3                                | 193<br>27% | 119<br>27% | 72<br>26%  | 25<br>33% | 21<br>19% | 30<br>28% | 31<br>28% | 36<br>33% | 51<br>25%  | 81<br>28%  | 55<br>25%  | 24<br>24% | 33<br>31% | 6<br>19%   | 25<br>27%  | 16<br>26%                | 19<br>30%     | 15<br>30%     | 13<br>30% | 23<br>35%       | 26<br>20% | 30<br>30%  | 19<br>26%  |
| 2                                | 35<br>5%   | 22<br>5%   | 13<br>5%   | 2<br>3%   | 4<br>4%   | 6<br>5%   | 3<br>3%   | 4<br>3%   | 16<br>8%   | 18<br>6%   | 9<br>4%    | 2<br>2%   | 5<br>5%   | -<br>-     | 3<br>4%    | 4<br>7%                  | 2<br>3%       | 1<br>2%       | 3<br>6%   | 4<br>7%         | 3<br>3%   | 11<br>11%  | 3<br>4%    |
| 1 Not influenced at all          | 11<br>1%   | 8<br>2%    | 2<br>1%    | -<br>-    | 2<br>2%   | 2<br>2%   | *<br>*    | -<br>-    | 6<br>3%    | 2<br>1%    | 2<br>1%    | 6<br>6%   | 1<br>1%   | -<br>-     | 3<br>3%    | 2<br>3%                  | -<br>-        | 1<br>2%       | 1<br>3%   | 2<br>3%         | -<br>-    | -<br>-     | 2<br>3%    |
| NET: Top 2 box Influenced        | 439<br>61% | 261<br>60% | 176<br>64% | 49<br>64% | 75<br>69% | 66<br>63% | 69<br>63% | 60<br>55% | 120<br>59% | 178<br>62% | 137<br>62% | 60<br>60% | 64<br>60% | 27<br>79%  | 57<br>62%  | 36<br>59%                | 39<br>61%     | 33<br>63%     | 25<br>54% | 33<br>51%       | 96<br>74% | 54<br>54%  | 39<br>55%  |
| NET: Bottom 2 box Not influenced | 45<br>6%   | 30<br>7%   | 15<br>5%   | 2<br>3%   | 6<br>6%   | 8<br>7%   | 4<br>3%   | 4<br>3%   | 22<br>11%  | 20<br>7%   | 11<br>5%   | 8<br>8%   | 6<br>5%   | -<br>-     | 6<br>6%    | 6<br>9%                  | 2<br>3%       | 2<br>4%       | 4<br>9%   | 6<br>10%        | 3<br>3%   | 11<br>11%  | 5<br>6%    |
| Don't know                       | 37<br>5%   | 27<br>6%   | 11<br>4%   | -<br>-    | 6<br>6%   | 2<br>2%   | 7<br>6%   | 10<br>10% | 12<br>6%   | 10<br>3%   | 16<br>7%   | 7<br>7%   | 4<br>4%   | 1<br>3%    | 5<br>5%    | 4<br>6%                  | 4<br>6%       | 2<br>4%       | 3<br>7%   | 2<br>3%         | 4<br>3%   | 5<br>5%    | 9<br>12%   |
| Mean                             | 3.75       | 3.73       | 3.78       | 3.82      | 3.93      | 3.74      | 3.84      | 3.67      | 3.64       | 3.76       | 3.81       | 3.64      | 3.74      | 3.95       | 3.70       | 3.62                     | 3.78          | 3.86          | 3.58      | 3.54            | 4.04      | 3.61       | 3.71       |
| Standard deviation               | 0.87       | 0.90       | 0.82       | 0.78      | 0.91      | 0.89      | 0.81      | 0.71      | 0.96       | 0.86       | 0.84       | 0.99      | 0.84      | 0.58       | 0.87       | 0.90                     | 0.75          | 0.89          | 0.92      | 0.94            | 0.79      | 0.90       | 0.92       |
| Standard error                   | 0.03       | 0.04       | 0.05       | 0.09      | 0.10      | 0.09      | 0.08      | 0.07      | 0.06       | 0.05       | 0.06       | 0.12      | 0.08      | 0.10       | 0.10       | 0.12                     | 0.10          | 0.13          | 0.10      | 0.13            | 0.08      | 0.09       | 0.12       |

## Charity Commission Public Trust Survey 2023

### Online Fieldwork: 24th to 31st January 2023

Absolutes/col percents

Table 35

**Q12. To what extent do you feel the work of the Charity Commission is influenced by the following factors/groups where 1 means it isn't influenced at all and 5 means it is influenced a great deal?**

**Base: All respondents who know the Charity Commission very/ fairly well**

**The public**

|                                  | Gender     |            |            | Age       |           |           |           |           |           | SEG        |           |           |           | Region     |            |                          |               |               |           |                 |           |            |            |
|----------------------------------|------------|------------|------------|-----------|-----------|-----------|-----------|-----------|-----------|------------|-----------|-----------|-----------|------------|------------|--------------------------|---------------|---------------|-----------|-----------------|-----------|------------|------------|
|                                  | Total      | Male       | Female     | 18-24     | 25-34     | 35-44     | 45-54     | 55-64     | 65+       | AB         | C1        | C2        | DE        | North East | North West | Yorkshire and the Humber | West Midlands | East Midlands | Wales     | East of England | London    | South East | South West |
| Unweighted base                  | 738        | 437        | 298        | 71        | 97        | 102       | 119       | 119       | 230       | 320        | 231       | 69        | 118       | 34         | 88         | 61                       | 65            | 51            | 100       | 57              | 108       | 103        | 71         |
| Weighted base                    | 714        | 437        | 274        | 76        | 108       | 105       | 110       | 110       | 205       | 288        | 219       | 100       | 107       | 34         | 92         | 61                       | 64            | 52            | 45        | 65              | 129       | 100        | 71         |
| 5 Influenced a great deal        | 62<br>9%   | 34<br>8%   | 28<br>10%  | 13<br>18% | 17<br>16% | 12<br>11% | 5<br>4%   | 5<br>4%   | 11<br>5%  | 19<br>7%   | 21<br>10% | 12<br>12% | 10<br>9%  | 2<br>6%    | 6<br>6%    | 6<br>10%                 | 5<br>8%       | 6<br>11%      | 4<br>8%   | 9<br>13%        | 14<br>11% | 5<br>5%    | 5<br>8%    |
| 4                                | 235<br>33% | 138<br>32% | 96<br>35%  | 33<br>44% | 42<br>39% | 34<br>32% | 31<br>28% | 36<br>33% | 58<br>29% | 95<br>33%  | 73<br>33% | 34<br>34% | 32<br>30% | 14<br>40%  | 27<br>29%  | 16<br>27%                | 24<br>37%     | 17<br>32%     | 14<br>31% | 16<br>25%       | 55<br>43% | 30<br>29%  | 23<br>32%  |
| 3                                | 251<br>35% | 156<br>36% | 94<br>34%  | 22<br>29% | 30<br>28% | 44<br>42% | 44<br>40% | 41<br>37% | 71<br>34% | 104<br>36% | 72<br>33% | 32<br>32% | 43<br>40% | 15<br>43%  | 31<br>33%  | 24<br>40%                | 16<br>26%     | 22<br>41%     | 15<br>34% | 24<br>37%       | 40<br>31% | 36<br>36%  | 29<br>40%  |
| 2                                | 88<br>12%  | 62<br>14%  | 27<br>10%  | 4<br>6%   | 11<br>10% | 6<br>6%   | 17<br>15% | 17<br>15% | 33<br>16% | 42<br>14%  | 29<br>13% | 6<br>6%   | 11<br>10% | 2<br>5%    | 15<br>16%  | 9<br>15%                 | 11<br>17%     | 3<br>5%       | 7<br>15%  | 6<br>10%        | 14<br>11% | 14<br>14%  | 7<br>10%   |
| 1 Not influenced at all          | 44<br>6%   | 29<br>7%   | 14<br>5%   | 1<br>1%   | 2<br>2%   | 7<br>7%   | 8<br>7%   | 5<br>4%   | 21<br>10% | 21<br>7%   | 5<br>2%   | 10<br>10% | 8<br>7%   | -<br>-     | 10<br>11%  | 4<br>6%                  | 4<br>6%       | 5<br>9%       | 3<br>7%   | 6<br>10%        | 2<br>2%   | 7<br>7%    | 3<br>4%    |
| NET: Top 2 box Influenced        | 297<br>42% | 172<br>39% | 124<br>45% | 47<br>62% | 59<br>54% | 46<br>43% | 35<br>32% | 41<br>37% | 69<br>34% | 114<br>40% | 94<br>43% | 46<br>46% | 42<br>39% | 16<br>46%  | 33<br>36%  | 22<br>36%                | 29<br>46%     | 22<br>43%     | 18<br>39% | 25<br>38%       | 69<br>54% | 34<br>34%  | 28<br>40%  |
| NET: Bottom 2 box Not influenced | 132<br>18% | 91<br>21%  | 41<br>15%  | 5<br>7%   | 13<br>12% | 13<br>12% | 25<br>23% | 22<br>20% | 54<br>27% | 62<br>22%  | 34<br>16% | 16<br>16% | 19<br>18% | 2<br>5%    | 26<br>28%  | 13<br>21%                | 15<br>23%     | 7<br>14%      | 10<br>22% | 12<br>19%       | 16<br>12% | 21<br>21%  | 10<br>14%  |
| Don't know                       | 35<br>5%   | 18<br>4%   | 16<br>6%   | 2<br>2%   | 6<br>6%   | 3<br>3%   | 6<br>5%   | 7<br>6%   | 11<br>5%  | 8<br>3%    | 18<br>8%  | 5<br>5%   | 3<br>3%   | 2<br>6%    | 3<br>3%    | 2<br>3%                  | 4<br>6%       | 1<br>2%       | 2<br>5%   | 4<br>6%         | 4<br>3%   | 9<br>9%    | 4<br>6%    |
| Mean                             | 3.27       | 3.20       | 3.37       | 3.74      | 3.59      | 3.36      | 3.07      | 3.18      | 3.02      | 3.18       | 3.38      | 3.34      | 3.23      | 3.49       | 3.03       | 3.19                     | 3.26          | 3.31          | 3.20      | 3.24            | 3.53      | 3.11       | 3.32       |
| Standard deviation               | 1.01       | 1.02       | 1.00       | 0.87      | 0.96      | 0.99      | 0.97      | 0.93      | 1.06      | 1.01       | 0.95      | 1.12      | 1.02      | 0.71       | 1.10       | 1.03                     | 1.06          | 1.05          | 1.05      | 1.14            | 0.90      | 1.00       | 0.92       |
| Standard error                   | 0.04       | 0.05       | 0.06       | 0.10      | 0.10      | 0.10      | 0.09      | 0.09      | 0.07      | 0.06       | 0.07      | 0.14      | 0.10      | 0.13       | 0.12       | 0.13                     | 0.14          | 0.15          | 0.11      | 0.16            | 0.09      | 0.10       | 0.11       |

## Charity Commission Public Trust Survey 2023

### Online Fieldwork: 24th to 31st January 2023

Absolutes/col percents

Table 36

**Q12. To what extent do you feel the work of the Charity Commission is influenced by the following factors/groups where 1 means it isn't influenced at all and 5 means it is influenced a great deal?**

**Base: All respondents who know the Charity Commission very/ fairly well**

**Charity law**

|                                  | Gender |      |        | Age   |       |       |       |       |      | SEG  |      |      |      | Region     |            |                          |               |               |       |                 |        |            |            |
|----------------------------------|--------|------|--------|-------|-------|-------|-------|-------|------|------|------|------|------|------------|------------|--------------------------|---------------|---------------|-------|-----------------|--------|------------|------------|
|                                  | Total  | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+  | AB   | C1   | C2   | DE   | North East | North West | Yorkshire and the Humber | West Midlands | East Midlands | Wales | East of England | London | South East | South West |
| Unweighted base                  | 738    | 437  | 298    | 71    | 97    | 102   | 119   | 119   | 230  | 320  | 231  | 69   | 118  | 34         | 88         | 61                       | 65            | 51            | 100   | 57              | 108    | 103        | 71         |
| Weighted base                    | 714    | 437  | 274    | 76    | 108   | 105   | 110   | 110   | 205  | 288  | 219  | 100  | 107  | 34         | 92         | 61                       | 64            | 52            | 45    | 65              | 129    | 100        | 71         |
| 5 Influenced a great deal        | 307    | 193  | 112    | 19    | 36    | 40    | 50    | 55    | 107  | 139  | 98   | 34   | 35   | 21         | 34         | 23                       | 25            | 23            | 20    | 23              | 63     | 36         | 38         |
|                                  | 43%    | 44%  | 41%    | 25%   | 33%   | 38%   | 45%   | 50%   | 53%  | 48%  | 45%  | 34%  | 33%  | 61%        | 37%        | 38%                      | 40%           | 44%           | 44%   | 36%             | 49%    | 36%        | 53%        |
| 4                                | 253    | 150  | 102    | 34    | 39    | 37    | 39    | 42    | 62   | 88   | 78   | 42   | 44   | 10         | 37         | 24                       | 21            | 22            | 17    | 26              | 32     | 42         | 23         |
|                                  | 35%    | 34%  | 37%    | 44%   | 36%   | 35%   | 36%   | 38%   | 30%  | 31%  | 36%  | 42%  | 41%  | 28%        | 40%        | 39%                      | 32%           | 41%           | 38%   | 40%             | 25%    | 42%        | 33%        |
| 3                                | 110    | 68   | 42     | 18    | 28    | 19    | 16    | 10    | 19   | 41   | 31   | 18   | 21   | 3          | 16         | 10                       | 14            | 6             | 5     | 9               | 26     | 16         | 6          |
|                                  | 15%    | 16%  | 15%    | 23%   | 26%   | 18%   | 14%   | 9%    | 9%   | 14%  | 14%  | 18%  | 19%  | 8%         | 17%        | 16%                      | 22%           | 11%           | 10%   | 14%             | 20%    | 16%        | 8%         |
| 2                                | 15     | 9    | 6      | 2     | 3     | 6     | 1     | -     | 3    | 10   | 2    | 2    | 2    | 1          | 2          | 2                        | 2             | 1             | 1     | 2               | 3      | 1          | -          |
|                                  | 2%     | 2%   | 2%     | 3%    | 3%    | 5%    | 1%    | -     | 1%   | 3%   | 1%   | 2%   | 2%   | 3%         | 2%         | 3%                       | 3%            | 2%            | 3%    | 3%              | 3%     | 1%         | -          |
| 1 Not influenced at all          | 3      | 2    | 1      | -     | -     | 3     | -     | -     | -    | -    | -    | 2    | 1    | -          | -          | 3                        | -             | -             | -     | -               | -      | -          | -          |
|                                  | *      | *    | *      | -     | -     | 3%    | -     | -     | -    | -    | -    | 2%   | 1%   | -          | -          | 4%                       | -             | -             | -     | -               | -      | -          | -          |
| NET: Top 2 box Influenced        | 560    | 343  | 214    | 53    | 75    | 77    | 89    | 97    | 170  | 228  | 177  | 76   | 80   | 30         | 71         | 47                       | 46            | 45            | 37    | 49              | 95     | 78         | 61         |
|                                  | 78%    | 78%  | 78%    | 70%   | 69%   | 73%   | 81%   | 88%   | 83%  | 79%  | 81%  | 76%  | 74%  | 89%        | 77%        | 76%                      | 72%           | 86%           | 82%   | 76%             | 74%    | 78%        | 86%        |
| NET: Bottom 2 box Not influenced | 18     | 11   | 7      | 2     | 3     | 8     | 1     | -     | 3    | 10   | 2    | 3    | 3    | 1          | 2          | 5                        | 2             | 1             | 1     | 2               | 3      | 1          | -          |
|                                  | 3%     | 3%   | 3%     | 3%    | 3%    | 8%    | 1%    | -     | 1%   | 3%   | 1%   | 3%   | 3%   | 3%         | 2%         | 8%                       | 3%            | 2%            | 3%    | 3%              | 3%     | 1%         | -          |
| Don't know                       | 27     | 15   | 12     | 3     | 2     | 1     | 4     | 3     | 13   | 10   | 9    | 3    | 4    | -          | 4          | -                        | 2             | 1             | 2     | 4               | 4      | 5          | 4          |
|                                  | 4%     | 3%   | 4%     | 4%    | 2%    | 1%    | 4%    | 3%    | 6%   | 4%   | 4%   | 3%   | 4%   | -          | 4%         | -                        | 3%            | 2%            | 5%    | 6%              | 3%     | 5%         | 6%         |
| Mean                             | 4.23   | 4.24 | 4.21   | 3.95  | 4.00  | 4.01  | 4.31  | 4.42  | 4.43 | 4.29 | 4.30 | 4.08 | 4.07 | 4.48       | 4.17       | 4.02                     | 4.12          | 4.31          | 4.29  | 4.16            | 4.24   | 4.19       | 4.48       |
| Standard deviation               | 0.82   | 0.83 | 0.82   | 0.80  | 0.86  | 1.01  | 0.75  | 0.66  | 0.73 | 0.84 | 0.75 | 0.87 | 0.84 | 0.77       | 0.78       | 1.04                     | 0.87          | 0.74          | 0.79  | 0.81            | 0.88   | 0.74       | 0.66       |
| Standard error                   | 0.03   | 0.04 | 0.05   | 0.10  | 0.09  | 0.10  | 0.07  | 0.06  | 0.05 | 0.05 | 0.05 | 0.11 | 0.08 | 0.13       | 0.09       | 0.13                     | 0.11          | 0.10          | 0.08  | 0.11            | 0.09   | 0.08       | 0.08       |

## Charity Commission Public Trust Survey 2023

### Online Fieldwork: 24th to 31st January 2023

Absolutes/col percents

Table 37

**Q13. Did you feel that you knew enough about the Charity Commission and how it works to answer the previous question?**

**Base: All respondents who know the Charity Commission very/ fairly well**

|                 | Gender     |            | Age        |           |           |           |           |           |            | SEG        |            |           |           | Region     |            |                          |               |               |           |                 |           |            |            |
|-----------------|------------|------------|------------|-----------|-----------|-----------|-----------|-----------|------------|------------|------------|-----------|-----------|------------|------------|--------------------------|---------------|---------------|-----------|-----------------|-----------|------------|------------|
|                 | Total      | Male       | Female     | 18-24     | 25-34     | 35-44     | 45-54     | 55-64     | 65+        | AB         | C1         | C2        | DE        | North East | North West | Yorkshire and the Humber | West Midlands | East Midlands | Wales     | East of England | London    | South East | South West |
| Unweighted base | 738        | 437        | 298        | 71        | 97        | 102       | 119       | 119       | 230        | 320        | 231        | 69        | 118       | 34         | 88         | 61                       | 65            | 51            | 100       | 57              | 108       | 103        | 71         |
| Weighted base   | 714        | 437        | 274        | 76        | 108       | 105       | 110       | 110       | 205        | 288        | 219        | 100       | 107       | 34         | 92         | 61                       | 64            | 52            | 45        | 65              | 129       | 100        | 71         |
| Yes             | 373<br>52% | 235<br>54% | 136<br>50% | 44<br>59% | 63<br>58% | 62<br>59% | 58<br>53% | 51<br>46% | 93<br>46%  | 156<br>54% | 110<br>50% | 51<br>51% | 55<br>51% | 19<br>55%  | 41<br>45%  | 25<br>40%                | 33<br>52%     | 27<br>51%     | 24<br>53% | 30<br>47%       | 80<br>62% | 53<br>53%  | 40<br>57%  |
| Not really      | 300<br>42% | 174<br>40% | 124<br>45% | 25<br>33% | 41<br>38% | 35<br>33% | 46<br>42% | 52<br>47% | 100<br>49% | 114<br>40% | 101<br>46% | 41<br>41% | 43<br>40% | 15<br>45%  | 45<br>49%  | 29<br>47%                | 23<br>36%     | 22<br>41%     | 21<br>47% | 30<br>46%       | 45<br>35% | 42<br>42%  | 28<br>39%  |
| Don't know      | 42<br>6%   | 27<br>6%   | 14<br>5%   | 6<br>8%   | 4<br>3%   | 8<br>8%   | 6<br>5%   | 7<br>6%   | 11<br>5%   | 17<br>6%   | 7<br>3%    | 8<br>8%   | 9<br>8%   | -<br>-     | 6<br>7%    | 8<br>12%                 | 7<br>12%      | 4<br>8%       | -<br>-    | 4<br>7%         | 4<br>3%   | 5<br>5%    | 3<br>4%    |



## Charity Commission Public Trust Survey 2023

### Online Fieldwork: 24th to 31st January 2023

Absolutes/col percents

Table 38

**Q14. Which of the following statements comes closest to your view even if you do not entirely agree with any of them?**

**Base: All respondents who know the Charity Commission very/ fairly well**

|  | Gender     |            |            | Age       |           |           |           |           |            | SEG        |            |           |           | Region     |            |                          |               |               |           |                 |           |            |            |
|--|------------|------------|------------|-----------|-----------|-----------|-----------|-----------|------------|------------|------------|-----------|-----------|------------|------------|--------------------------|---------------|---------------|-----------|-----------------|-----------|------------|------------|
|  | Total      | Male       | Female     | 18-24     | 25-34     | 35-44     | 45-54     | 55-64     | 65+        | AB         | C1         | C2        | DE        | North East | North West | Yorkshire and the Humber | West Midlands | East Midlands | Wales     | East of England | London    | South East | South West |
| Unweighted base  | 738        | 437        | 298        | 71        | 97        | 102       | 119       | 119       | 230        | 320        | 231        | 69        | 118       | 34         | 88         | 61                       | 65            | 51            | 100       | 57              | 108       | 103        | 71         |
| Weighted base  | 714        | 437        | 274        | 76        | 108       | 105       | 110       | 110       | 205        | 288        | 219        | 100       | 107       | 34         | 92         | 61                       | 64            | 52            | 45        | 65              | 129       | 100        | 71         |
| Those who have been successful or fortunate in life have a special responsibility beyond the taxes they pay, this includes giving more to charities and it should be one of the roles of the Charity Commission to encourage them to do so | 191<br>27% | 106<br>24% | 85<br>31%  | 35<br>46% | 36<br>33% | 36<br>34% | 21<br>19% | 19<br>17% | 44<br>22%  | 80<br>28%  | 56<br>25%  | 27<br>27% | 29<br>27% | 6<br>19%   | 27<br>29%  | 17<br>27%                | 17<br>27%     | 8<br>15%      | 11<br>24% | 14<br>22%       | 53<br>41% | 26<br>26%  | 13<br>18%  |
| Those who have been successful or fortunate in life have a special responsibility beyond the taxes they pay, this includes giving more to charities but it isn't for the Charity Commission to encourage them to do so                     | 357<br>50% | 228<br>52% | 128<br>47% | 35<br>46% | 59<br>54% | 47<br>45% | 53<br>48% | 61<br>56% | 102<br>50% | 152<br>53% | 117<br>54% | 36<br>36% | 52<br>48% | 18<br>53%  | 37<br>40%  | 29<br>47%                | 28<br>45%     | 28<br>54%     | 23<br>52% | 41<br>63%       | 59<br>46% | 48<br>48%  | 44<br>62%  |
| Those who have been successful or fortunate in life have no special responsibility beyond the taxes they pay   | 166<br>23% | 103<br>24% | 62<br>22%  | 6<br>7%   | 14<br>13% | 22<br>21% | 36<br>33% | 30<br>27% | 59<br>29%  | 56<br>20%  | 46<br>21%  | 37<br>37% | 27<br>25% | 9<br>28%   | 28<br>31%  | 16<br>25%                | 18<br>29%     | 16<br>31%     | 11<br>25% | 9<br>14%        | 17<br>13% | 26<br>26%  | 14<br>20%  |

## Charity Commission Public Trust Survey 2023

### Online Fieldwork: 24th to 31st January 2023

Absolutes/col percents

Table 39

**Q15. Which of the following do you think are most important when it comes to the way an individual charity operates? Please select up to three**

**Base: All respondents**

|  | Gender      |             | Age         |            |            |            |            |            |            | SEG        |            |            |            | Region     |            |                          |               |               |            |                 |            |            |            |
|--|-------------|-------------|-------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|--------------------------|---------------|---------------|------------|-----------------|------------|------------|------------|
|  | Total       | Male        | Female      | 18-24      | 25-34      | 35-44      | 45-54      | 55-64      | 65+        | AB         | C1         | C2         | DE         | North East | North West | Yorkshire and the Humber | West Midlands | East Midlands | Wales      | East of England | London     | South East | South West |
| Unweighted base  | 4316        | 1992        | 2312        | 484        | 671        | 731        | 785        | 678        | 967        | 1317       | 1344       | 602        | 1053       | 192        | 524        | 392                      | 412           | 337           | 527        | 377             | 519        | 642        | 394        |
| Weighted base  | 4316        | 2099        | 2204        | 513        | 737        | 767        | 755        | 642        | 901        | 1177       | 1264       | 916        | 959        | 199        | 544        | 406                      | 432           | 350           | 237        | 449             | 630        | 665        | 406        |
| That a high proportion of the money it raises goes to those it is trying to help | 3181<br>74% | 1497<br>71% | 1672<br>76% | 298<br>58% | 439<br>60% | 522<br>68% | 592<br>78% | 560<br>87% | 769<br>85% | 837<br>71% | 957<br>76% | 658<br>72% | 729<br>76% | 148<br>74% | 416<br>77% | 309<br>76%               | 307<br>71%    | 276<br>79%    | 184<br>78% | 333<br>74%      | 399<br>63% | 492<br>74% | 317<br>78% |
| That it's making an impact   | 2351<br>54% | 1098<br>52% | 1248<br>57% | 291<br>57% | 428<br>58% | 434<br>56% | 439<br>58% | 358<br>56% | 401<br>44% | 623<br>53% | 692<br>55% | 509<br>56% | 527<br>55% | 109<br>55% | 299<br>55% | 227<br>56%               | 232<br>54%    | 200<br>57%    | 123<br>52% | 255<br>57%      | 357<br>57% | 332<br>50% | 217<br>53% |
| That it operates to high ethical standards                                       | 2113<br>49% | 1006<br>48% | 1098<br>50% | 238<br>46% | 341<br>46% | 363<br>47% | 336<br>44% | 328<br>51% | 507<br>56% | 618<br>52% | 661<br>52% | 390<br>43% | 444<br>46% | 88<br>44%  | 247<br>45% | 188<br>46%               | 214<br>50%    | 156<br>45%    | 121<br>51% | 242<br>54%      | 300<br>48% | 341<br>51% | 214<br>53% |
| That it's well-run   | 1695<br>39% | 883<br>42%  | 804<br>36%  | 151<br>29% | 216<br>29% | 276<br>36% | 317<br>42% | 287<br>45% | 448<br>50% | 459<br>39% | 518<br>41% | 358<br>39% | 360<br>38% | 96<br>48%  | 208<br>38% | 175<br>43%               | 166<br>38%    | 137<br>39%    | 98<br>41%  | 153<br>34%      | 224<br>35% | 277<br>42% | 161<br>40% |
| That it treats its employees well  | 797<br>18%  | 370<br>18%  | 424<br>19%  | 130<br>25% | 203<br>27% | 153<br>20% | 105<br>14% | 97<br>15%  | 108<br>12% | 207<br>18% | 222<br>18% | 199<br>22% | 169<br>18% | 33<br>17%  | 93<br>17%  | 76<br>19%                | 79<br>18%     | 55<br>16%     | 46<br>19%  | 99<br>22%       | 138<br>22% | 124<br>19% | 55<br>14%  |
| That it's doing work central and local government can't or won't do              | 667<br>15%  | 341<br>16%  | 326<br>15%  | 79<br>15%  | 116<br>16% | 100<br>13% | 104<br>14% | 85<br>13%  | 182<br>20% | 196<br>17% | 179<br>14% | 139<br>15% | 153<br>16% | 34<br>17%  | 74<br>14%  | 61<br>15%                | 73<br>17%     | 53<br>15%     | 29<br>12%  | 66<br>15%       | 103<br>16% | 112<br>17% | 64<br>16%  |

**Charity Commission Public Trust Survey 2023**  
**Online Fieldwork: 24th to 31st January 2023**

Absolutes/col percents

Table 40

**Q16. And to what extent do you think that charities that you know about are ...?****Base: All respondents****Summary table**

|                                   |     | Well-run    | Making an impact | Delivering a high proportion of the money they raise to those they are trying to help | Operating to high ethical standards | Treating their employees well | Doing work that central and local government can't or won't do |
|-----------------------------------|-----|-------------|------------------|---|-------------------------------------|-------------------------------|--|
| Unweighted base                   |     | 4316        | 4316             | 4316  | 4316                                | 4316                          | 4316   |
| Weighted base                     |     | 4316        | 4316             | 4316  | 4316                                | 4316                          | 4316   |
| Very much so                      | (4) | 655<br>15%  | 1042<br>24%      | 772<br>18%  | 713<br>17%                          | 569<br>13%                    | 1129<br>26%  |
| To some extent                    | (3) | 2084<br>48% | 2108<br>49%      | 1791<br>41%   | 1939<br>45%                         | 1643<br>38%                   | 1765<br>41%  |
| Only a little                     | (2) | 626<br>14%  | 573<br>13%       | 708<br>16%  | 553<br>13%                          | 410<br>10%                    | 481<br>11%   |
| Not at all                        | (1) | 110<br>3%   | 87<br>2%         | 182<br>4%   | 108<br>3%                           | 82<br>2%                      | 93<br>2%   |
| NET: Very much so/ To some extent |     | 2739<br>63% | 3149<br>73%      | 2562<br>59%   | 2652<br>61%                         | 2212<br>51%                   | 2895<br>67%  |
| NET: Not at all/ Only a little    |     | 736<br>17%  | 661<br>15%       | 889<br>21%  | 661<br>15%                          | 492<br>11%                    | 573<br>13%   |
| Don't know                        |     | 842<br>20%  | 506<br>12%       | 864<br>20%  | 1003<br>23%                         | 1612<br>37%                   | 848<br>20%   |
| Mean                              |     | 2.95        | 3.08             | 2.91  | 2.98                                | 3.00                          | 3.13   |
| Standard deviation                |     | 0.70        | 0.71             | 0.79  | 0.72                                | 0.69                          | 0.74   |
| Standard error                    |     | 0.01        | 0.01             | 0.01  | 0.01                                | 0.01                          | 0.01   |

## Charity Commission Public Trust Survey 2023

### Online Fieldwork: 24th to 31st January 2023

Absolutes/col percents

Table 41

**Q16. And to what extent do you think that charities that you know about are ...?**

**Base: All respondents**

**Well-run**

|                                   | Gender      |             | Age         |             |            |            |            |            |            | SEG        |            |            |            | Region     |            |                           |               |               |            |                  |            |            |            |            |
|-----------------------------------|-------------|-------------|-------------|-------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|---------------------------|---------------|---------------|------------|------------------|------------|------------|------------|------------|
|                                   | Total       | Male        | Female      | 18-24       | 25-34      | 35-44      | 45-54      | 55-64      | 65+        | AB         | C1         | C2         | DE         | North East | North West | York-shire and the Humber | West Midlands | East Midlands | Wales      | East of Eng-land | London     | South East | South West |            |
| Unweighted base                   | 4316        | 1992        | 2312        | 484         | 671        | 731        | 785        | 678        | 967        | 1317       | 1344       | 602        | 1053       | 192        | 524        | 392                       | 412           | 337           | 527        | 377              | 519        | 642        | 394        |            |
| Weighted base                     | 4316        | 2099        | 2204        | 513         | 737        | 767        | 755        | 642        | 901        | 1177       | 1264       | 916        | 959        | 199        | 544        | 406                       | 432           | 350           | 237        | 449              | 630        | 665        | 406        |            |
| Very much so                      | (4)<br>15%  | 655<br>16%  | 337<br>14%  | 316<br>19%  | 100<br>13% | 95<br>12%  | 93<br>14%  | 109<br>17% | 106<br>17% | 151<br>16% | 173<br>14% | 137<br>15% | 153<br>16% | 34<br>17%  | 77<br>14%  | 64<br>16%                 | 76<br>18%     | 57<br>16%     | 34<br>14%  | 62<br>14%        | 95<br>15%  | 98<br>15%  | 57<br>14%  |            |
| To some extent                    | (3)<br>48%  | 2084<br>48% | 950<br>45%  | 1130<br>51% | 241<br>47% | 358<br>49% | 370<br>48% | 359<br>48% | 319<br>50% | 437<br>50% | 593<br>49% | 622<br>47% | 434<br>45% | 436<br>54% | 108<br>47% | 255<br>47%                | 192<br>47%    | 188<br>44%    | 159<br>46% | 111<br>47%       | 227<br>50% | 313<br>50% | 328<br>49% | 204<br>50% |
| Only a little                     | (2)<br>14%  | 626<br>14%  | 349<br>17%  | 274<br>12%  | 91<br>18%  | 119<br>16% | 113<br>15% | 102<br>13% | 88<br>14%  | 112<br>14% | 169<br>15% | 189<br>15% | 133<br>14% | 134<br>8%  | 17<br>18%  | 99<br>17%                 | 70<br>13%     | 58<br>15%     | 53<br>15%  | 35<br>15%        | 57<br>13%  | 100<br>16% | 81<br>12%  | 56<br>14%  |
| Not at all                        | (1)<br>3%   | 110<br>3%   | 71<br>3%    | 38<br>2%    | 11<br>2%   | 22<br>3%   | 24<br>3%   | 18<br>2%   | 16<br>3%   | 19<br>2%   | 31<br>3%   | 28<br>2%   | 29<br>3%   | 21<br>2%   | 4<br>2%    | 11<br>2%                  | 9<br>2%       | 10<br>2%      | 9<br>3%    | 6<br>2%          | 15<br>3%   | 22<br>4%   | 13<br>2%   | 11<br>3%   |
| NET: Very much so/ To some extent | 2739<br>63% | 1287<br>61% | 1447<br>66% | 341<br>66%  | 454<br>62% | 464<br>60% | 468<br>62% | 425<br>66% | 588<br>65% | 785<br>67% | 794<br>63% | 571<br>62% | 589<br>61% | 142<br>71% | 331<br>61% | 256<br>63%                | 264<br>61%    | 216<br>62%    | 145<br>61% | 289<br>64%       | 408<br>65% | 426<br>64% | 261<br>64% |            |
| NET: Not at all/ Only a little    | 736<br>17%  | 420<br>20%  | 312<br>14%  | 102<br>20%  | 141<br>19% | 137<br>18% | 120<br>16% | 105<br>16% | 131<br>15% | 200<br>17% | 217<br>17% | 163<br>18% | 155<br>16% | 21<br>11%  | 109<br>20% | 79<br>20%                 | 68<br>16%     | 63<br>18%     | 41<br>17%  | 71<br>16%        | 122<br>19% | 94<br>14%  | 67<br>16%  |            |
| Don't know                        | 842<br>20%  | 392<br>19%  | 446<br>20%  | 70<br>14%   | 143<br>19% | 167<br>22% | 167<br>22% | 113<br>18% | 182<br>20% | 193<br>16% | 253<br>20% | 182<br>20% | 215<br>22% | 36<br>18%  | 103<br>19% | 70<br>17%                 | 99<br>23%     | 71<br>20%     | 51<br>22%  | 89<br>20%        | 100<br>16% | 145<br>22% | 78<br>19%  |            |
| Mean                              | 2.95        | 2.91        | 2.98        | 2.97        | 2.89       | 2.89       | 2.95       | 2.97       | 3.00       | 2.96       | 2.93       | 2.93       | 2.97       | 3.05       | 2.90       | 2.93                      | 2.99          | 2.95          | 2.93       | 2.93             | 2.91       | 2.98       | 2.94       |            |
| Standard deviation                | 0.70        | 0.75        | 0.65        | 0.73        | 0.70       | 0.70       | 0.69       | 0.70       | 0.69       | 0.70       | 0.68       | 0.72       | 0.71       | 0.65       | 0.70       | 0.71                      | 0.73          | 0.73          | 0.70       | 0.70             | 0.73       | 0.67       | 0.69       |            |
| Standard error                    | 0.01        | 0.02        | 0.02        | 0.04        | 0.03       | 0.03       | 0.03       | 0.03       | 0.02       | 0.02       | 0.02       | 0.03       | 0.02       | 0.05       | 0.03       | 0.04                      | 0.04          | 0.04          | 0.03       | 0.04             | 0.03       | 0.03       | 0.04       |            |

## Charity Commission Public Trust Survey 2023

### Online Fieldwork: 24th to 31st January 2023

Absolutes/col percents

Table 42

**Q16. And to what extent do you think that charities that you know about are ...?**

**Base: All respondents**

**Making an impact**

|                                   | Gender      |             | Age         |             |            |            |            |            |            | SEG        |            |            |            | Region     |            |                           |               |               |            |                  |            |            |            |            |
|-----------------------------------|-------------|-------------|-------------|-------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|---------------------------|---------------|---------------|------------|------------------|------------|------------|------------|------------|
|                                   | Total       | Male        | Female      | 18-24       | 25-34      | 35-44      | 45-54      | 55-64      | 65+        | AB         | C1         | C2         | DE         | North East | North West | York-shire and the Humber | West Midlands | East Midlands | Wales      | East of Eng-land | London     | South East | South West |            |
| Unweighted base                   | 4316        | 1992        | 2312        | 484         | 671        | 731        | 785        | 678        | 967        | 1317       | 1344       | 602        | 1053       | 192        | 524        | 392                       | 412           | 337           | 527        | 377              | 519        | 642        | 394        |            |
| Weighted base                     | 4316        | 2099        | 2204        | 513         | 737        | 767        | 755        | 642        | 901        | 1177       | 1264       | 916        | 959        | 199        | 544        | 406                       | 432           | 350           | 237        | 449              | 630        | 665        | 406        |            |
| Very much so                      | (4)<br>24%  | 1042<br>22% | 471<br>26%  | 568<br>28%  | 141<br>25% | 182<br>19% | 147<br>23% | 174<br>28% | 182<br>24% | 215<br>25% | 288<br>24% | 301<br>26% | 236<br>23% | 217<br>26% | 51<br>23%  | 126<br>23%                | 93<br>23%     | 106<br>25%    | 77<br>22%  | 55<br>23%        | 102<br>23% | 158<br>25% | 166<br>25% | 108<br>27% |
| To some extent                    | (3)<br>49%  | 2108<br>47% | 997<br>50%  | 1105<br>50% | 241<br>47% | 354<br>48% | 368<br>48% | 356<br>47% | 318<br>50% | 470<br>52% | 625<br>53% | 645<br>51% | 404<br>44% | 434<br>45% | 102<br>51% | 262<br>48%                | 192<br>47%    | 197<br>46%    | 183<br>52% | 118<br>50%       | 221<br>49% | 310<br>49% | 327<br>49% | 198<br>49% |
| Only a little                     | (2)<br>13%  | 573<br>16%  | 329<br>11%  | 243<br>11%  | 88<br>17%  | 103<br>14% | 100<br>13% | 104<br>14% | 70<br>11%  | 109<br>12% | 143<br>12% | 157<br>12% | 130<br>14% | 143<br>15% | 19<br>9%   | 84<br>16%                 | 67<br>16%     | 49<br>11%     | 47<br>14%  | 37<br>16%        | 61<br>14%  | 81<br>13%  | 80<br>12%  | 48<br>12%  |
| Not at all                        | (1)<br>2%   | 87<br>2%    | 60<br>3%    | 28<br>1%    | 8<br>2%    | 15<br>2%   | 26<br>3%   | 10<br>1%   | 15<br>2%   | 14<br>2%   | 21<br>2%   | 21<br>2%   | 23<br>3%   | 22<br>2%   | 3<br>2%    | 10<br>2%                  | 12<br>3%      | 7<br>2%       | 2<br>1%    | 11<br>2%         | 13<br>2%   | 12<br>2%   | 5<br>1%    |            |
| NET: Very much so/ To some extent | 3149<br>73% | 1468<br>70% | 1673<br>76% | 382<br>75%  | 536<br>73% | 515<br>67% | 530<br>70% | 501<br>78% | 685<br>76% | 913<br>78% | 946<br>75% | 639<br>70% | 651<br>68% | 153<br>77% | 387<br>71% | 284<br>70%                | 303<br>70%    | 260<br>74%    | 172<br>73% | 323<br>72%       | 468<br>74% | 493<br>74% | 305<br>75% |            |
| NET: Not at all/ Only a little    | 661<br>15%  | 389<br>19%  | 271<br>12%  | 96<br>19%   | 118<br>16% | 125<br>16% | 113<br>15% | 85<br>13%  | 124<br>14% | 165<br>14% | 178<br>14% | 153<br>17% | 165<br>17% | 22<br>11%  | 95<br>17%  | 79<br>19%                 | 61<br>14%     | 54<br>15%     | 39<br>17%  | 72<br>16%        | 93<br>15%  | 93<br>14%  | 53<br>13%  |            |
| Don't know                        | 506<br>12%  | 242<br>12%  | 260<br>12%  | 35<br>7%    | 83<br>11%  | 127<br>17% | 112<br>15% | 57<br>9%   | 92<br>10%  | 99<br>8%   | 141<br>11% | 123<br>13% | 143<br>15% | 23<br>12%  | 62<br>11%  | 43<br>11%                 | 68<br>16%     | 36<br>10%     | 25<br>11%  | 54<br>12%        | 69<br>11%  | 79<br>12%  | 48<br>12%  |            |
| Mean                              | 3.08        | 3.01        | 3.14        | 3.08        | 3.08       | 2.99       | 3.08       | 3.14       | 3.09       | 3.10       | 3.09       | 3.07       | 3.04       | 3.15       | 3.04       | 3.00                      | 3.09          | 3.05          | 3.06       | 3.05             | 3.09       | 3.11       | 3.14       |            |
| Standard deviation                | 0.71        | 0.75        | 0.67        | 0.73        | 0.72       | 0.74       | 0.70       | 0.72       | 0.68       | 0.69       | 0.69       | 0.76       | 0.74       | 0.68       | 0.72       | 0.76                      | 0.74          | 0.69          | 0.69       | 0.72             | 0.71       | 0.70       | 0.69       |            |
| Standard error                    | 0.01        | 0.02        | 0.01        | 0.03        | 0.03       | 0.03       | 0.03       | 0.03       | 0.02       | 0.02       | 0.02       | 0.03       | 0.02       | 0.05       | 0.03       | 0.04                      | 0.04          | 0.04          | 0.03       | 0.04             | 0.03       | 0.03       | 0.04       |            |

## Charity Commission Public Trust Survey 2023

### Online Fieldwork: 24th to 31st January 2023

Absolutes/col percents

Table 43

**Q16. And to what extent do you think that charities that you know about are ...?**

**Base: All respondents**

**Delivering a high proportion of the money they raise to those they are trying to help**

|                                   | Gender      |             |             | Age        |            |            |            |            |            | SEG        |            |            |            | Region     |            |                           |               |               |            |                  |            |            |            |            |
|-----------------------------------|-------------|-------------|-------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|---------------------------|---------------|---------------|------------|------------------|------------|------------|------------|------------|
|                                   | Total       | Male        | Female      | 18-24      | 25-34      | 35-44      | 45-54      | 55-64      | 65+        | AB         | C1         | C2         | DE         | North East | North West | York-shire and the Humber | West Midlands | East Midlands | Wales      | East of Eng-land | London     | South East | South West |            |
| Unweighted base                   | 4316        | 1992        | 2312        | 484        | 671        | 731        | 785        | 678        | 967        | 1317       | 1344       | 602        | 1053       | 192        | 524        | 392                       | 412           | 337           | 527        | 377              | 519        | 642        | 394        |            |
| Weighted base                     | 4316        | 2099        | 2204        | 513        | 737        | 767        | 755        | 642        | 901        | 1177       | 1264       | 916        | 959        | 199        | 544        | 406                       | 432           | 350           | 237        | 449              | 630        | 665        | 406        |            |
| Very much so                      | (4)<br>18%  | 772<br>18%  | 375<br>18%  | 395<br>18% | 107<br>21% | 139<br>19% | 100<br>13% | 121<br>16% | 121<br>19% | 183<br>20% | 218<br>19% | 226<br>18% | 162<br>17% | 165<br>21% | 41<br>15%  | 83<br>16%                 | 64<br>16%     | 85<br>20%     | 55<br>16%  | 37<br>16%        | 66<br>15%  | 133<br>21% | 124<br>19% | 83<br>21%  |
| To some extent                    | (3)<br>41%  | 1791<br>41% | 857<br>41%  | 930<br>42% | 243<br>47% | 296<br>40% | 314<br>41% | 289<br>38% | 265<br>41% | 383<br>42% | 532<br>45% | 545<br>43% | 368<br>40% | 346<br>36% | 80<br>40%  | 238<br>44%                | 172<br>42%    | 160<br>37%    | 141<br>40% | 99<br>42%        | 199<br>44% | 268<br>43% | 272<br>41% | 161<br>40% |
| Only a little                     | (2)<br>16%  | 708<br>16%  | 370<br>18%  | 336<br>15% | 75<br>15%  | 140<br>19% | 141<br>18% | 125<br>17% | 96<br>15%  | 132<br>15% | 184<br>16% | 195<br>15% | 137<br>15% | 191<br>20% | 33<br>17%  | 108<br>20%                | 78<br>19%     | 53<br>12%     | 64<br>18%  | 38<br>16%        | 69<br>15%  | 101<br>16% | 100<br>15% | 63<br>15%  |
| Not at all                        | (1)<br>4%   | 182<br>4%   | 105<br>5%   | 75<br>3%   | 19<br>4%   | 24<br>3%   | 39<br>5%   | 29<br>4%   | 35<br>5%   | 36<br>4%   | 52<br>4%   | 44<br>3%   | 41<br>4%   | 45<br>5%   | 7<br>4%    | 18<br>3%                  | 22<br>5%      | 19<br>4%      | 22<br>6%   | 11<br>4%         | 22<br>5%   | 23<br>4%   | 24<br>4%   | 15<br>4%   |
| NET: Very much so/ To some extent | 2562<br>59% | 1232<br>59% | 1325<br>60% | 351<br>68% | 435<br>59% | 415<br>54% | 410<br>54% | 386<br>60% | 566<br>63% | 751<br>64% | 771<br>61% | 530<br>58% | 511<br>53% | 121<br>61% | 321<br>59% | 236<br>58%                | 245<br>57%    | 196<br>56%    | 137<br>58% | 265<br>59%       | 401<br>64% | 396<br>60% | 244<br>60% |            |
| NET: Not at all/ Only a little    | 889<br>21%  | 475<br>23%  | 411<br>19%  | 94<br>18%  | 164<br>22% | 180<br>23% | 154<br>20% | 130<br>20% | 167<br>19% | 236<br>20% | 239<br>19% | 178<br>19% | 237<br>25% | 41<br>20%  | 126<br>23% | 100<br>25%                | 72<br>17%     | 86<br>25%     | 48<br>20%  | 91<br>20%        | 124<br>20% | 124<br>19% | 78<br>19%  |            |
| Don't know                        | 864<br>20%  | 392<br>19%  | 468<br>21%  | 69<br>13%  | 138<br>19% | 173<br>23% | 190<br>25% | 127<br>20% | 168<br>19% | 191<br>16% | 254<br>20% | 207<br>23% | 212<br>22% | 37<br>19%  | 97<br>18%  | 69<br>17%                 | 115<br>27%    | 68<br>19%     | 53<br>22%  | 92<br>21%        | 105<br>17% | 145<br>22% | 83<br>21%  |            |
| Mean                              | 2.91        | 2.88        | 2.95        | 2.99       | 2.92       | 2.80       | 2.89       | 2.92       | 2.97       | 2.93       | 2.94       | 2.92       | 2.84       | 2.96       | 2.86       | 2.83                      | 2.98          | 2.81          | 2.88       | 2.87             | 2.97       | 2.96       | 2.97       |            |
| Standard deviation                | 0.79        | 0.82        | 0.77        | 0.76       | 0.79       | 0.79       | 0.80       | 0.83       | 0.79       | 0.78       | 0.77       | 0.81       | 0.83       | 0.80       | 0.76       | 0.81                      | 0.82          | 0.84          | 0.79       | 0.78             | 0.79       | 0.78       | 0.80       |            |
| Standard error                    | 0.01        | 0.02        | 0.02        | 0.04       | 0.03       | 0.03       | 0.03       | 0.04       | 0.03       | 0.02       | 0.02       | 0.04       | 0.03       | 0.06       | 0.04       | 0.04                      | 0.05          | 0.05          | 0.04       | 0.04             | 0.04       | 0.03       | 0.05       |            |

## Charity Commission Public Trust Survey 2023

### Online Fieldwork: 24th to 31st January 2023

Absolutes/col percents

Table 44

**Q16. And to what extent do you think that charities that you know about are ...?**

**Base: All respondents**

**Operating to high ethical standards**

|                                   | Gender      |             |             | Age         |            |            |            |            |            | SEG        |            |            |            | Region     |            |                           |               |               |            |                  |            |            |            |           |
|-----------------------------------|-------------|-------------|-------------|-------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|---------------------------|---------------|---------------|------------|------------------|------------|------------|------------|-----------|
|                                   | Total       | Male        | Female      | 18-24       | 25-34      | 35-44      | 45-54      | 55-64      | 65+        | AB         | C1         | C2         | DE         | North East | North West | York-shire and the Humber | West Midlands | East Midlands | Wales      | East of Eng-land | London     | South East | South West |           |
| Unweighted base                   | 4316        | 1992        | 2312        | 484         | 671        | 731        | 785        | 678        | 967        | 1317       | 1344       | 602        | 1053       | 192        | 524        | 392                       | 412           | 337           | 527        | 377              | 519        | 642        | 394        |           |
| Weighted base                     | 4316        | 2099        | 2204        | 513         | 737        | 767        | 755        | 642        | 901        | 1177       | 1264       | 916        | 959        | 199        | 544        | 406                       | 432           | 350           | 237        | 449              | 630        | 665        | 406        |           |
| Very much so                      | (4)<br>17%  | 713<br>17%  | 356<br>16%  | 356<br>19%  | 99<br>16%  | 116<br>15% | 112<br>14% | 104<br>18% | 119<br>18% | 164<br>18% | 207<br>18% | 207<br>16% | 149<br>16% | 150<br>19% | 38<br>15%  | 81<br>17%                 | 69<br>18%     | 76<br>15%     | 53<br>16%  | 38<br>12%        | 54<br>18%  | 112<br>18% | 120<br>18% | 71<br>18% |
| To some extent                    | (3)<br>45%  | 1939<br>44% | 926<br>46%  | 1008<br>50% | 257<br>48% | 351<br>44% | 335<br>44% | 332<br>42% | 271<br>44% | 394<br>49% | 572<br>46% | 389<br>42% | 391<br>41% | 86<br>43%  | 244<br>45% | 173<br>43%                | 174<br>40%    | 159<br>46%    | 102<br>43% | 212<br>47%       | 289<br>46% | 309<br>46% | 190<br>47% |           |
| Only a little                     | (2)<br>13%  | 553<br>15%  | 307<br>11%  | 242<br>11%  | 74<br>14%  | 108<br>15% | 95<br>12%  | 89<br>12%  | 85<br>13%  | 101<br>11% | 148<br>13% | 153<br>12% | 116<br>13% | 136<br>14% | 31<br>15%  | 76<br>14%                 | 58<br>14%     | 53<br>12%     | 37<br>11%  | 32<br>13%        | 61<br>13%  | 97<br>15%  | 63<br>9%   | 46<br>11% |
| Not at all                        | (1)<br>3%   | 108<br>3%   | 61<br>3%    | 47<br>2%    | 7<br>1%    | 20<br>3%   | 28<br>4%   | 15<br>2%   | 15<br>2%   | 23<br>3%   | 33<br>3%   | 29<br>2%   | 25<br>3%   | 21<br>2%   | 2<br>1%    | 13<br>2%                  | 9<br>2%       | 13<br>3%      | 9<br>2%    | 6<br>2%          | 11<br>2%   | 18<br>3%   | 18<br>3%   | 11<br>3%  |
| NET: Very much so/ To some extent | 2652<br>61% | 1282<br>61% | 1364<br>62% | 356<br>69%  | 466<br>63% | 447<br>58% | 435<br>58% | 389<br>61% | 558<br>62% | 780<br>66% | 793<br>63% | 538<br>59% | 541<br>56% | 124<br>62% | 325<br>60% | 242<br>60%                | 250<br>58%    | 213<br>61%    | 141<br>59% | 266<br>59%       | 401<br>64% | 428<br>64% | 261<br>64% |           |
| NET: Not at all/ Only a little    | 661<br>15%  | 369<br>18%  | 289<br>13%  | 81<br>16%   | 128<br>17% | 123<br>16% | 104<br>14% | 100<br>16% | 124<br>14% | 181<br>15% | 182<br>14% | 141<br>15% | 156<br>16% | 32<br>16%  | 88<br>16%  | 67<br>16%                 | 66<br>15%     | 46<br>13%     | 38<br>16%  | 71<br>16%        | 115<br>18% | 81<br>12%  | 57<br>14%  |           |
| Don't know                        | 1003<br>23% | 448<br>21%  | 551<br>25%  | 77<br>15%   | 143<br>19% | 198<br>26% | 215<br>28% | 153<br>24% | 219<br>24% | 216<br>18% | 289<br>23% | 237<br>26% | 262<br>27% | 42<br>21%  | 130<br>24% | 97<br>24%                 | 115<br>27%    | 91<br>26%     | 59<br>25%  | 111<br>25%       | 114<br>18% | 155<br>23% | 87<br>21%  |           |
| Mean                              | 2.98        | 2.96        | 3.01        | 3.03        | 2.95       | 2.93       | 2.97       | 3.01       | 3.02       | 2.99       | 3.00       | 2.97       | 2.96       | 3.02       | 2.95       | 2.98                      | 2.99          | 3.00          | 2.97       | 2.92             | 2.96       | 3.04       | 3.01       |           |
| Standard deviation                | 0.72        | 0.74        | 0.69        | 0.68        | 0.71       | 0.75       | 0.69       | 0.74       | 0.72       | 0.71       | 0.70       | 0.73       | 0.73       | 0.70       | 0.71       | 0.73                      | 0.76          | 0.70          | 0.73       | 0.68             | 0.74       | 0.71       | 0.71       |           |
| Standard error                    | 0.01        | 0.02        | 0.02        | 0.03        | 0.03       | 0.03       | 0.03       | 0.03       | 0.03       | 0.02       | 0.02       | 0.03       | 0.03       | 0.06       | 0.04       | 0.04                      | 0.04          | 0.04          | 0.04       | 0.04             | 0.04       | 0.03       | 0.04       |           |

## Charity Commission Public Trust Survey 2023

### Online Fieldwork: 24th to 31st January 2023

Absolutes/col percents

Table 45

**Q16. And to what extent do you think that charities that you know about are ...?**

**Base: All respondents**

**Treating their employees well**

|                                   | Gender      |             |             | Age        |            |            |            |            |            | SEG        |            |            |            | Region     |            |                           |               |               |            |                  |            |            |            |            |
|-----------------------------------|-------------|-------------|-------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|---------------------------|---------------|---------------|------------|------------------|------------|------------|------------|------------|
|                                   | Total       | Male        | Female      | 18-24      | 25-34      | 35-44      | 45-54      | 55-64      | 65+        | AB         | C1         | C2         | DE         | North East | North West | York-shire and the Humber | West Midlands | East Midlands | Wales      | East of Eng-land | London     | South East | South West |            |
| Unweighted base                   | 4316        | 1992        | 2312        | 484        | 671        | 731        | 785        | 678        | 967        | 1317       | 1344       | 602        | 1053       | 192        | 524        | 392                       | 412           | 337           | 527        | 377              | 519        | 642        | 394        |            |
| Weighted base                     | 4316        | 2099        | 2204        | 513        | 737        | 767        | 755        | 642        | 901        | 1177       | 1264       | 916        | 959        | 199        | 544        | 406                       | 432           | 350           | 237        | 449              | 630        | 665        | 406        |            |
| Very much so                      | (4)<br>13%  | 569<br>13%  | 271<br>13%  | 297<br>13% | 87<br>17%  | 99<br>13%  | 92<br>12%  | 91<br>12%  | 79<br>12%  | 120<br>13% | 163<br>14% | 148<br>12% | 123<br>13% | 135<br>14% | 36<br>18%  | 76<br>14%                 | 59<br>15%     | 71<br>16%     | 37<br>11%  | 27<br>11%        | 45<br>10%  | 79<br>13%  | 84<br>13%  | 55<br>13%  |
| To some extent                    | (3)<br>38%  | 1643<br>38% | 811<br>39%  | 830<br>38% | 241<br>47% | 336<br>46% | 302<br>39% | 283<br>38% | 218<br>34% | 263<br>29% | 476<br>40% | 477<br>38% | 354<br>39% | 336<br>35% | 77<br>39%  | 185<br>34%                | 160<br>40%    | 139<br>32%    | 136<br>39% | 88<br>37%        | 185<br>41% | 276<br>44% | 235<br>35% | 163<br>40% |
| Only a little                     | (2)<br>10%  | 410<br>10%  | 218<br>10%  | 191<br>9%  | 73<br>14%  | 89<br>12%  | 76<br>10%  | 67<br>9%   | 42<br>7%   | 63<br>7%   | 120<br>10% | 122<br>10% | 78<br>9%   | 90<br>9%   | 21<br>11%  | 58<br>11%                 | 28<br>7%      | 46<br>11%     | 30<br>9%   | 23<br>10%        | 43<br>10%  | 67<br>11%  | 63<br>10%  | 30<br>7%   |
| Not at all                        | (1)<br>2%   | 82<br>2%    | 44<br>2%    | 37<br>2%   | 10<br>2%   | 20<br>3%   | 19<br>2%   | 11<br>2%   | 11<br>2%   | 11<br>1%   | 14<br>1%   | 26<br>2%   | 16<br>2%   | 26<br>3%   | 3<br>1%    | 5<br>1%                   | 8<br>2%       | 9<br>2%       | 7<br>2%    | 5<br>2%          | 7<br>1%    | 20<br>3%   | 12<br>2%   | 7<br>2%    |
| NET: Very much so/ To some extent | 2212<br>51% | 1082<br>52% | 1127<br>51% | 328<br>64% | 435<br>59% | 394<br>51% | 375<br>50% | 298<br>46% | 383<br>43% | 639<br>54% | 625<br>49% | 477<br>52% | 471<br>49% | 114<br>57% | 261<br>48% | 219<br>54%                | 210<br>49%    | 173<br>49%    | 115<br>48% | 229<br>51%       | 355<br>56% | 319<br>48% | 217<br>54% |            |
| NET: Not at all/ Only a little    | 492<br>11%  | 262<br>12%  | 229<br>10%  | 83<br>16%  | 109<br>15% | 95<br>12%  | 78<br>10%  | 53<br>8%   | 73<br>8%   | 135<br>11% | 148<br>12% | 94<br>10%  | 115<br>12% | 24<br>12%  | 63<br>12%  | 36<br>9%                  | 55<br>13%     | 37<br>11%     | 28<br>12%  | 50<br>11%        | 87<br>14%  | 75<br>11%  | 37<br>9%   |            |
| Don't know                        | 1612<br>37% | 755<br>36%  | 849<br>38%  | 102<br>20% | 193<br>26% | 279<br>36% | 302<br>40% | 291<br>45% | 445<br>49% | 404<br>34% | 491<br>39% | 344<br>38% | 373<br>39% | 61<br>31%  | 220<br>40% | 151<br>37%                | 167<br>39%    | 140<br>40%    | 94<br>40%  | 170<br>38%       | 188<br>30% | 271<br>41% | 151<br>37% |            |
| Mean                              | 3.00        | 2.97        | 3.02        | 2.98       | 2.94       | 2.96       | 3.00       | 3.04       | 3.08       | 3.02       | 2.97       | 3.02       | 2.99       | 3.07       | 3.03       | 3.06                      | 3.03          | 2.97          | 2.95       | 2.96             | 2.94       | 2.99       | 3.04       |            |
| Standard deviation                | 0.69        | 0.70        | 0.69        | 0.70       | 0.70       | 0.70       | 0.67       | 0.69       | 0.70       | 0.66       | 0.69       | 0.68       | 0.75       | 0.70       | 0.69       | 0.68                      | 0.76          | 0.67          | 0.70       | 0.64             | 0.72       | 0.70       | 0.66       |            |
| Standard error                    | 0.01        | 0.02        | 0.02        | 0.04       | 0.03       | 0.03       | 0.03       | 0.04       | 0.03       | 0.02       | 0.02       | 0.04       | 0.03       | 0.06       | 0.04       | 0.04                      | 0.05          | 0.05          | 0.04       | 0.04             | 0.04       | 0.04       | 0.04       |            |



## Charity Commission Public Trust Survey 2023

### Online Fieldwork: 24th to 31st January 2023

Absolutes/col percents

Table 46

**Q16. And to what extent do you think that charities that you know about are ...?**

**Base: All respondents**

**Doing work that central and local government can't or won't do**

|                                   | Gender      |             | Age         |            |            |            |            |            |            | SEG        |            |            |            | Region     |            |                           |               |               |            |                  |            |            |            |
|-----------------------------------|-------------|-------------|-------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|---------------------------|---------------|---------------|------------|------------------|------------|------------|------------|
|                                   | Total       | Male        | Female      | 18-24      | 25-34      | 35-44      | 45-54      | 55-64      | 65+        | AB         | C1         | C2         | DE         | North East | North West | York-shire and the Humber | West Midlands | East Midlands | Wales      | East of Eng-land | London     | South East | South West |
| Unweighted base                   | 4316        | 1992        | 2312        | 484        | 671        | 731        | 785        | 678        | 967        | 1317       | 1344       | 602        | 1053       | 192        | 524        | 392                       | 412           | 337           | 527        | 377              | 519        | 642        | 394        |
| Weighted base                     | 4316        | 2099        | 2204        | 513        | 737        | 767        | 755        | 642        | 901        | 1177       | 1264       | 916        | 959        | 199        | 544        | 406                       | 432           | 350           | 237        | 449              | 630        | 665        | 406        |
| Very much so                      | (4)<br>26%  | 1129<br>24% | 616<br>28%  | 134<br>26% | 181<br>25% | 151<br>20% | 183<br>24% | 191<br>30% | 288<br>32% | 334<br>28% | 341<br>27% | 230<br>25% | 225<br>23% | 63<br>32%  | 125<br>23% | 107<br>26%                | 114<br>26%    | 91<br>26%     | 62<br>26%  | 101<br>22%       | 161<br>26% | 192<br>29% | 112<br>28% |
| To some extent                    | (3)<br>41%  | 1765<br>43% | 892<br>39%  | 212<br>41% | 318<br>43% | 315<br>41% | 302<br>40% | 249<br>39% | 370<br>41% | 501<br>43% | 517<br>41% | 354<br>39% | 394<br>41% | 72<br>36%  | 237<br>44% | 158<br>39%                | 159<br>37%    | 146<br>42%    | 105<br>44% | 184<br>41%       | 281<br>45% | 259<br>39% | 165<br>41% |
| Only a little                     | (2)<br>11%  | 481<br>12%  | 248<br>10%  | 85<br>17%  | 95<br>13%  | 95<br>12%  | 71<br>9%   | 62<br>10%  | 73<br>8%   | 139<br>12% | 143<br>11% | 89<br>10%  | 110<br>11% | 23<br>12%  | 62<br>11%  | 50<br>12%                 | 46<br>11%     | 40<br>11%     | 25<br>11%  | 54<br>12%        | 68<br>11%  | 69<br>10%  | 44<br>11%  |
| Not at all                        | (1)<br>2%   | 93<br>2%    | 59<br>3%    | 34<br>2%   | 10<br>2%   | 19<br>3%   | 21<br>3%   | 11<br>1%   | 13<br>2%   | 19<br>2%   | 26<br>2%   | 17<br>1%   | 30<br>3%   | 4<br>2%    | 17<br>3%   | 13<br>3%                  | 7<br>2%       | 7<br>2%       | 4<br>2%    | 12<br>3%         | 13<br>2%   | 9<br>1%    | 6<br>2%    |
| NET: Very much so/ To some extent | 2895<br>67% | 1402<br>67% | 1486<br>67% | 347<br>68% | 500<br>68% | 466<br>61% | 485<br>64% | 439<br>68% | 658<br>73% | 835<br>71% | 858<br>68% | 583<br>64% | 618<br>64% | 135<br>68% | 362<br>67% | 265<br>65%                | 273<br>63%    | 237<br>68%    | 168<br>71% | 285<br>64%       | 442<br>70% | 451<br>68% | 277<br>68% |
| NET: Not at all/ Only a little    | 573<br>13%  | 307<br>15%  | 264<br>12%  | 95<br>18%  | 114<br>15% | 116<br>15% | 82<br>11%  | 75<br>12%  | 92<br>10%  | 165<br>14% | 161<br>13% | 119<br>13% | 128<br>13% | 27<br>14%  | 79<br>15%  | 63<br>15%                 | 53<br>12%     | 47<br>13%     | 29<br>12%  | 66<br>15%        | 81<br>13%  | 78<br>12%  | 51<br>12%  |
| Don't know                        | 848<br>20%  | 390<br>19%  | 453<br>21%  | 72<br>14%  | 124<br>17% | 185<br>24% | 188<br>25% | 129<br>20% | 151<br>17% | 177<br>15% | 246<br>19% | 213<br>23% | 212<br>22% | 36<br>18%  | 103<br>19% | 78<br>19%                 | 106<br>24%    | 66<br>19%     | 40<br>17%  | 98<br>22%        | 107<br>17% | 136<br>20% | 78<br>19%  |
| Mean                              | 3.13        | 3.08        | 3.18        | 3.07       | 3.08       | 3.02       | 3.16       | 3.20       | 3.24       | 3.14       | 3.16       | 3.11       | 3.10       | 3.20       | 3.06       | 3.10                      | 3.17          | 3.13          | 3.15       | 3.07             | 3.13       | 3.20       | 3.17       |
| Standard deviation                | 0.74        | 0.76        | 0.73        | 0.76       | 0.75       | 0.75       | 0.71       | 0.74       | 0.73       | 0.75       | 0.72       | 0.78       | 0.73       | 0.77       | 0.76       | 0.79                      | 0.74          | 0.74          | 0.72       | 0.76             | 0.72       | 0.72       | 0.73       |
| Standard error                    | 0.01        | 0.02        | 0.02        | 0.04       | 0.03       | 0.03       | 0.03       | 0.03       | 0.03       | 0.02       | 0.02       | 0.04       | 0.03       | 0.06       | 0.04       | 0.04                      | 0.04          | 0.04          | 0.03       | 0.04             | 0.03       | 0.03       | 0.04       |

## Charity Commission Public Trust Survey 2023

### Online Fieldwork: 24th to 31st January 2023

Absolutes/col percents

Table 47

**Q17. And if you knew that an organisation was registered as a charity, which of those things would you feel a) no differently about, b) slightly more confident about, or c) a lot more confident about?**

**Base: All respondents**

#### Summary

|                               | Aspects            |                            |  |  |                                   |   |
|-------------------------------|--------------------|----------------------------|--|--|-----------------------------------|---|
|                               | That it's well-run | That it's making an impact | That a high proportion of the money it raises goes to those it is trying to help | That it operates to high ethical standards | That it treats its employees well | That it's doing work central and local government can't or won't do |
| Unweighted base               | 4316               | 4316                       | 4316   | 4316                                       | 4316                              | 4316  |
| Weighted base                 | 4316               | 4316                       | 4316   | 4316                                       | 4316                              | 4316  |
| No differently about          | 1133<br>26%        | 972<br>23%                 | 922<br>21%   | 1026<br>24%                                | 1337<br>31%                       | 1401<br>32%   |
| Slightly more confident about | 1894<br>44%        | 1820<br>42%                | 1576<br>37%  | 1951<br>45%                                | 1986<br>46%                       | 1995<br>46%   |
| A lot more confident about    | 1290<br>30%        | 1524<br>35%                | 1818<br>42%  | 1339<br>31%                                | 993<br>23%                        | 920<br>21%  |
| NET: More confident           | 3183<br>74%        | 3344<br>77%                | 3394<br>79%  | 3290<br>76%                                | 2979<br>69%                       | 2915<br>68%   |

## Charity Commission Public Trust Survey 2023

### Online Fieldwork: 24th to 31st January 2023

Absolutes/col percents

Table 48

**Q17. And if you knew that an organisation was registered as a charity, which of those things would you feel a) no differently about, b) slightly more confident about, or c) a lot more confident about?**

**Base: All respondents**

**That it's well-run**

|                               | Gender |      |        | Age   |       |       |       |       |     | SEG  |      |     |      | Region     |            |                           |               |               |       |                  |        |            |            |
|-------------------------------|--------|------|--------|-------|-------|-------|-------|-------|-----|------|------|-----|------|------------|------------|---------------------------|---------------|---------------|-------|------------------|--------|------------|------------|
|                               | Total  | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB   | C1   | C2  | DE   | North East | North West | York-shire and the Humber | West Midlands | East Midlands | Wales | East of Eng-land | London | South East | South West |
| Unweighted base               | 4316   | 1992 | 2312   | 484   | 671   | 731   | 785   | 678   | 967 | 1317 | 1344 | 602 | 1053 | 192        | 524        | 392                       | 412           | 337           | 527   | 377              | 519    | 642        | 394        |
| Weighted base                 | 4316   | 2099 | 2204   | 513   | 737   | 767   | 755   | 642   | 901 | 1177 | 1264 | 916 | 959  | 199        | 544        | 406                       | 432           | 350           | 237   | 449              | 630    | 665        | 406        |
| No differently about          | 1133   | 590  | 537    | 127   | 195   | 199   | 214   | 170   | 228 | 318  | 335  | 233 | 247  | 48         | 132        | 111                       | 115           | 88            | 63    | 131              | 159    | 177        | 108        |
|                               | 26%    | 28%  | 24%    | 25%   | 26%   | 26%   | 28%   | 27%   | 25% | 27%  | 27%  | 25% | 26%  | 24%        | 24%        | 27%                       | 27%           | 25%           | 27%   | 29%              | 25%    | 27%        | 27%        |
| Slightly more confident about | 1894   | 915  | 976    | 240   | 366   | 359   | 323   | 270   | 335 | 517  | 561  | 391 | 425  | 81         | 251        | 150                       | 182           | 162           | 107   | 193              | 291    | 301        | 177        |
|                               | 44%    | 44%  | 44%    | 47%   | 50%   | 47%   | 43%   | 42%   | 37% | 44%  | 44%  | 43% | 44%  | 41%        | 46%        | 37%                       | 42%           | 46%           | 45%   | 43%              | 46%    | 45%        | 44%        |
| A lot more confident about    | 1290   | 594  | 691    | 146   | 177   | 209   | 218   | 202   | 338 | 342  | 369  | 292 | 287  | 70         | 161        | 145                       | 134           | 100           | 67    | 125              | 180    | 187        | 121        |
|                               | 30%    | 28%  | 31%    | 28%   | 24%   | 27%   | 29%   | 31%   | 38% | 29%  | 29%  | 32% | 30%  | 35%        | 30%        | 36%                       | 31%           | 28%           | 28%   | 28%              | 29%    | 28%        | 30%        |
| NET: More confident           | 3183   | 1509 | 1667   | 387   | 542   | 568   | 541   | 472   | 674 | 859  | 929  | 683 | 712  | 151        | 412        | 295                       | 316           | 262           | 174   | 318              | 471    | 487        | 298        |
|                               | 74%    | 72%  | 76%    | 75%   | 74%   | 74%   | 72%   | 73%   | 75% | 73%  | 73%  | 75% | 74%  | 76%        | 76%        | 73%                       | 73%           | 75%           | 73%   | 71%              | 75%    | 73%        | 73%        |

## Charity Commission Public Trust Survey 2023

### Online Fieldwork: 24th to 31st January 2023

Absolutes/col percents

Table 49

**Q17. And if you knew that an organisation was registered as a charity, which of those things would you feel a) no differently about, b) slightly more confident about, or c) a lot more confident about?**

**Base: All respondents**

**That it's making an impact**

|                               | Gender |      |        | Age   |       |       |       |       |     | SEG  |      |     |      | Region     |            |                          |               |               |       |                 |        |            |            |
|-------------------------------|--------|------|--------|-------|-------|-------|-------|-------|-----|------|------|-----|------|------------|------------|--------------------------|---------------|---------------|-------|-----------------|--------|------------|------------|
|                               | Total  | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB   | C1   | C2  | DE   | North East | North West | Yorkshire and the Humber | West Midlands | East Midlands | Wales | East of England | London | South East | South West |
| Unweighted base               | 4316   | 1992 | 2312   | 484   | 671   | 731   | 785   | 678   | 967 | 1317 | 1344 | 602 | 1053 | 192        | 524        | 392                      | 412           | 337           | 527   | 377             | 519    | 642        | 394        |
| Weighted base                 | 4316   | 2099 | 2204   | 513   | 737   | 767   | 755   | 642   | 901 | 1177 | 1264 | 916 | 959  | 199        | 544        | 406                      | 432           | 350           | 237   | 449             | 630    | 665        | 406        |
| No differently about          | 972    | 513  | 454    | 99    | 142   | 170   | 190   | 143   | 229 | 268  | 290  | 205 | 209  | 39         | 120        | 89                       | 100           | 83            | 54    | 107             | 127    | 151        | 102        |
|                               | 23%    | 24%  | 21%    | 19%   | 19%   | 22%   | 25%   | 22%   | 25% | 23%  | 23%  | 22% | 22%  | 19%        | 22%        | 22%                      | 23%           | 24%           | 23%   | 24%             | 20%    | 23%        | 25%        |
| Slightly more confident about | 1820   | 881  | 935    | 236   | 356   | 344   | 309   | 247   | 328 | 528  | 531  | 371 | 391  | 82         | 230        | 147                      | 175           | 143           | 102   | 180             | 325    | 286        | 150        |
|                               | 42%    | 42%  | 42%    | 46%   | 48%   | 45%   | 41%   | 38%   | 36% | 45%  | 42%  | 41% | 41%  | 41%        | 42%        | 36%                      | 41%           | 41%           | 43%   | 40%             | 52%    | 43%        | 37%        |
| A lot more confident about    | 1524   | 704  | 816    | 178   | 240   | 254   | 256   | 253   | 344 | 382  | 444  | 339 | 359  | 78         | 194        | 169                      | 156           | 123           | 81    | 162             | 178    | 228        | 154        |
|                               | 35%    | 34%  | 37%    | 35%   | 33%   | 33%   | 34%   | 39%   | 38% | 32%  | 35%  | 37% | 37%  | 39%        | 36%        | 42%                      | 36%           | 35%           | 34%   | 36%             | 28%    | 34%        | 38%        |
| NET: More confident           | 3344   | 1585 | 1750   | 414   | 596   | 598   | 565   | 500   | 672 | 909  | 975  | 711 | 750  | 160        | 424        | 316                      | 331           | 266           | 183   | 342             | 503    | 514        | 304        |
|                               | 77%    | 76%  | 79%    | 81%   | 81%   | 78%   | 75%   | 78%   | 75% | 77%  | 77%  | 78% | 78%  | 81%        | 78%        | 78%                      | 77%           | 76%           | 77%   | 76%             | 80%    | 77%        | 75%        |

## Charity Commission Public Trust Survey 2023

### Online Fieldwork: 24th to 31st January 2023

Absolutes/col percents

Table 50

**Q17. And if you knew that an organisation was registered as a charity, which of those things would you feel a) no differently about, b) slightly more confident about, or c) a lot more confident about?**

**Base: All respondents**

**That a high proportion of the money it raises goes to those it is trying to help**

|                               | Gender      |             |             | Age        |            |            |            |            |            | SEG        |            |            |            | Region     |            |                          |               |               |            |                 |            |            |            |
|-------------------------------|-------------|-------------|-------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|--------------------------|---------------|---------------|------------|-----------------|------------|------------|------------|
|                               | Total       | Male        | Female      | 18-24      | 25-34      | 35-44      | 45-54      | 55-64      | 65+        | AB         | C1         | C2         | DE         | North East | North West | Yorkshire and the Humber | West Midlands | East Midlands | Wales      | East of England | London     | South East | South West |
| Unweighted base               | 4316        | 1992        | 2312        | 484        | 671        | 731        | 785        | 678        | 967        | 1317       | 1344       | 602        | 1053       | 192        | 524        | 392                      | 412           | 337           | 527        | 377             | 519        | 642        | 394        |
| Weighted base                 | 4316        | 2099        | 2204        | 513        | 737        | 767        | 755        | 642        | 901        | 1177       | 1264       | 916        | 959        | 199        | 544        | 406                      | 432           | 350           | 237        | 449             | 630        | 665        | 406        |
| No differently about          | 922<br>21%  | 472<br>22%  | 445<br>20%  | 92<br>18%  | 154<br>21% | 170<br>22% | 183<br>24% | 138<br>22% | 185<br>21% | 242<br>21% | 286<br>23% | 185<br>20% | 209<br>22% | 38<br>19%  | 109<br>20% | 82<br>20%                | 94<br>22%     | 82<br>24%     | 54<br>23%  | 97<br>22%       | 138<br>22% | 141<br>21% | 86<br>21%  |
| Slightly more confident about | 1576<br>37% | 754<br>36%  | 819<br>37%  | 221<br>43% | 326<br>44% | 309<br>40% | 264<br>35% | 201<br>31% | 254<br>28% | 469<br>40% | 444<br>35% | 330<br>36% | 334<br>35% | 67<br>34%  | 210<br>39% | 132<br>32%               | 150<br>35%    | 115<br>33%    | 82<br>35%  | 162<br>36%      | 268<br>43% | 245<br>37% | 144<br>35% |
| A lot more confident about    | 1818<br>42% | 873<br>42%  | 940<br>43%  | 200<br>39% | 257<br>35% | 288<br>38% | 307<br>41% | 303<br>47% | 462<br>51% | 467<br>40% | 534<br>42% | 401<br>44% | 416<br>43% | 93<br>47%  | 224<br>41% | 191<br>47%               | 187<br>43%    | 152<br>44%    | 102<br>43% | 189<br>42%      | 224<br>36% | 279<br>42% | 176<br>43% |
| NET: More confident           | 3394<br>79% | 1627<br>78% | 1759<br>80% | 421<br>82% | 583<br>79% | 598<br>78% | 571<br>76% | 504<br>78% | 716<br>79% | 935<br>79% | 978<br>77% | 731<br>80% | 750<br>78% | 161<br>81% | 434<br>80% | 323<br>80%               | 338<br>78%    | 267<br>76%    | 184<br>77% | 352<br>78%      | 492<br>78% | 524<br>79% | 320<br>79% |

## Charity Commission Public Trust Survey 2023

### Online Fieldwork: 24th to 31st January 2023

Absolutes/col percents

Table 51

**Q17. And if you knew that an organisation was registered as a charity, which of those things would you feel a) no differently about, b) slightly more confident about, or c) a lot more confident about?**

**Base: All respondents**

**That it operates to high ethical standards**

|                               | Gender      |             |             | Age        |            |            |            |            |            | SEG        |            |            |            | Region     |            |                          |               |               |            |                 |            |            |            |
|-------------------------------|-------------|-------------|-------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|--------------------------|---------------|---------------|------------|-----------------|------------|------------|------------|
|                               | Total       | Male        | Female      | 18-24      | 25-34      | 35-44      | 45-54      | 55-64      | 65+        | AB         | C1         | C2         | DE         | North East | North West | Yorkshire and the Humber | West Midlands | East Midlands | Wales      | East of England | London     | South East | South West |
| Unweighted base               | 4316        | 1992        | 2312        | 484        | 671        | 731        | 785        | 678        | 967        | 1317       | 1344       | 602        | 1053       | 192        | 524        | 392                      | 412           | 337           | 527        | 377             | 519        | 642        | 394        |
| Weighted base                 | 4316        | 2099        | 2204        | 513        | 737        | 767        | 755        | 642        | 901        | 1177       | 1264       | 916        | 959        | 199        | 544        | 406                      | 432           | 350           | 237        | 449             | 630        | 665        | 406        |
| No differently about          | 1026<br>24% | 524<br>25%  | 496<br>22%  | 84<br>16%  | 169<br>23% | 187<br>24% | 198<br>26% | 163<br>25% | 226<br>25% | 268<br>23% | 305<br>24% | 217<br>24% | 237<br>25% | 37<br>18%  | 126<br>23% | 90<br>22%                | 100<br>23%    | 88<br>25%     | 56<br>24%  | 119<br>27%      | 137<br>22% | 166<br>25% | 107<br>26% |
| Slightly more confident about | 1951<br>45% | 964<br>46%  | 984<br>45%  | 270<br>53% | 346<br>47% | 362<br>47% | 344<br>46% | 278<br>43% | 352<br>39% | 533<br>45% | 587<br>46% | 405<br>44% | 426<br>44% | 90<br>45%  | 244<br>45% | 180<br>44%               | 191<br>44%    | 167<br>48%    | 104<br>44% | 191<br>43%      | 314<br>50% | 304<br>46% | 165<br>41% |
| A lot more confident about    | 1339<br>31% | 611<br>29%  | 724<br>33%  | 160<br>31% | 223<br>30% | 219<br>29% | 213<br>28% | 201<br>31% | 324<br>36% | 376<br>32% | 372<br>29% | 294<br>32% | 297<br>31% | 72<br>36%  | 173<br>32% | 136<br>34%               | 140<br>32%    | 94<br>27%     | 77<br>32%  | 138<br>31%      | 179<br>28% | 195<br>29% | 135<br>33% |
| NET: More confident           | 3290<br>76% | 1574<br>75% | 1708<br>78% | 429<br>84% | 569<br>77% | 581<br>76% | 556<br>74% | 479<br>75% | 675<br>75% | 909<br>77% | 960<br>76% | 698<br>76% | 722<br>75% | 162<br>82% | 417<br>77% | 316<br>78%               | 331<br>77%    | 262<br>75%    | 181<br>76% | 330<br>73%      | 493<br>78% | 499<br>75% | 299<br>74% |

## Charity Commission Public Trust Survey 2023

### Online Fieldwork: 24th to 31st January 2023

Absolutes/col percents

Table 52

**Q17. And if you knew that an organisation was registered as a charity, which of those things would you feel a) no differently about, b) slightly more confident about, or c) a lot more confident about?**

**Base: All respondents**

**That it treats its employees well**

|                               | Gender |      |        | Age   |       |       |       |       |     | SEG  |      |     |      | Region     |            |                           |               |               |       |                  |        |            |            |
|-------------------------------|--------|------|--------|-------|-------|-------|-------|-------|-----|------|------|-----|------|------------|------------|---------------------------|---------------|---------------|-------|------------------|--------|------------|------------|
|                               | Total  | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB   | C1   | C2  | DE   | North East | North West | York-shire and the Humber | West Midlands | East Midlands | Wales | East of Eng-land | London | South East | South West |
| Unweighted base               | 4316   | 1992 | 2312   | 484   | 671   | 731   | 785   | 678   | 967 | 1317 | 1344 | 602 | 1053 | 192        | 524        | 392                       | 412           | 337           | 527   | 377              | 519    | 642        | 394        |
| Weighted base                 | 4316   | 2099 | 2204   | 513   | 737   | 767   | 755   | 642   | 901 | 1177 | 1264 | 916 | 959  | 199        | 544        | 406                       | 432           | 350           | 237   | 449              | 630    | 665        | 406        |
| No differently about          | 1337   | 704  | 628    | 128   | 211   | 219   | 245   | 215   | 319 | 380  | 392  | 268 | 297  | 43         | 169        | 124                       | 134           | 116           | 80    | 149              | 172    | 212        | 139        |
|                               | 31%    | 34%  | 28%    | 25%   | 29%   | 29%   | 32%   | 33%   | 35% | 32%  | 31%  | 29% | 31%  | 22%        | 31%        | 31%                       | 31%           | 33%           | 34%   | 33%              | 27%    | 32%        | 34%        |
| Slightly more confident about | 1986   | 952  | 1027   | 254   | 356   | 391   | 323   | 302   | 361 | 555  | 595  | 417 | 419  | 105        | 238        | 168                       | 202           | 159           | 108   | 205              | 320    | 312        | 168        |
|                               | 46%    | 45%  | 47%    | 49%   | 48%   | 51%   | 43%   | 47%   | 40% | 47%  | 47%  | 46% | 44%  | 53%        | 44%        | 41%                       | 47%           | 45%           | 45%   | 46%              | 51%    | 47%        | 42%        |
| A lot more confident about    | 993    | 443  | 549    | 132   | 171   | 157   | 186   | 126   | 221 | 242  | 277  | 231 | 243  | 50         | 137        | 114                       | 96            | 75            | 50    | 96               | 138    | 141        | 98         |
|                               | 23%    | 21%  | 25%    | 26%   | 23%   | 20%   | 25%   | 20%   | 25% | 21%  | 22%  | 25% | 25%  | 25%        | 25%        | 28%                       | 22%           | 21%           | 21%   | 21%              | 22%    | 21%        | 24%        |
| NET: More confident           | 2979   | 1395 | 1576   | 385   | 527   | 548   | 509   | 427   | 582 | 797  | 872  | 647 | 662  | 155        | 375        | 282                       | 298           | 234           | 158   | 300              | 458    | 453        | 266        |
|                               | 69%    | 66%  | 72%    | 75%   | 71%   | 71%   | 68%   | 67%   | 65% | 68%  | 69%  | 71% | 69%  | 78%        | 69%        | 69%                       | 69%           | 67%           | 66%   | 67%              | 73%    | 68%        | 66%        |

## Charity Commission Public Trust Survey 2023

### Online Fieldwork: 24th to 31st January 2023

Absolutes/col percents

Table 53

**Q17. And if you knew that an organisation was registered as a charity, which of those things would you feel a) no differently about, b) slightly more confident about, or c) a lot more confident about?**

**Base: All respondents**

**That it's doing work central and local government can't or won't do**

|                               | Gender |      |        | Age   |       |       |       |       |     | SEG  |      |     |      | Region     |            |                          |               |               |       |                 |        |            |            |
|-------------------------------|--------|------|--------|-------|-------|-------|-------|-------|-----|------|------|-----|------|------------|------------|--------------------------|---------------|---------------|-------|-----------------|--------|------------|------------|
|                               | Total  | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB   | C1   | C2  | DE   | North East | North West | Yorkshire and the Humber | West Midlands | East Midlands | Wales | East of England | London | South East | South West |
| Unweighted base               | 4316   | 1992 | 2312   | 484   | 671   | 731   | 785   | 678   | 967 | 1317 | 1344 | 602 | 1053 | 192        | 524        | 392                      | 412           | 337           | 527   | 377             | 519    | 642        | 394        |
| Weighted base                 | 4316   | 2099 | 2204   | 513   | 737   | 767   | 755   | 642   | 901 | 1177 | 1264 | 916 | 959  | 199        | 544        | 406                      | 432           | 350           | 237   | 449             | 630    | 665        | 406        |
| No differently about          | 1401   | 709  | 687    | 115   | 200   | 245   | 262   | 258   | 320 | 398  | 424  | 279 | 300  | 64         | 179        | 142                      | 124           | 107           | 82    | 159             | 177    | 218        | 150        |
|                               | 32%    | 34%  | 31%    | 22%   | 27%   | 32%   | 35%   | 40%   | 36% | 34%  | 34%  | 30% | 31%  | 32%        | 33%        | 35%                      | 29%           | 31%           | 35%   | 35%             | 28%    | 33%        | 37%        |
| Slightly more confident about | 1995   | 976  | 1013   | 274   | 371   | 364   | 343   | 272   | 371 | 554  | 577  | 429 | 435  | 86         | 252        | 166                      | 201           | 172           | 105   | 210             | 315    | 317        | 172        |
|                               | 46%    | 46%  | 46%    | 53%   | 50%   | 47%   | 45%   | 42%   | 41% | 47%  | 46%  | 47% | 45%  | 43%        | 46%        | 41%                      | 46%           | 49%           | 44%   | 47%             | 50%    | 48%        | 42%        |
| A lot more confident about    | 920    | 414  | 504    | 124   | 166   | 158   | 150   | 112   | 210 | 226  | 264  | 207 | 224  | 49         | 113        | 98                       | 107           | 71            | 50    | 81              | 138    | 130        | 84         |
|                               | 21%    | 20%  | 23%    | 24%   | 23%   | 21%   | 20%   | 17%   | 23% | 19%  | 21%  | 23% | 23%  | 25%        | 21%        | 24%                      | 25%           | 20%           | 21%   | 18%             | 22%    | 20%        | 21%        |
| NET: More confident           | 2915   | 1390 | 1517   | 398   | 537   | 522   | 493   | 385   | 581 | 779  | 840  | 637 | 659  | 135        | 365        | 264                      | 308           | 242           | 155   | 290             | 453    | 447        | 256        |
|                               | 68%    | 66%  | 69%    | 78%   | 73%   | 68%   | 65%   | 60%   | 64% | 66%  | 66%  | 70% | 69%  | 68%        | 67%        | 65%                      | 71%           | 69%           | 65%   | 65%             | 72%    | 67%        | 63%        |



## Charity Commission Public Trust Survey 2023

### Online Fieldwork: 24th to 31st January 2023

Absolutes/col percents

Table 54

**Q18a. Please read the following pairs of statements. In each case, please use the scale to indicate which statement you agree with, using a 0-10 scale on which 0 means you completely agree with statement A, and 10 means you completely agree with statement B.**  
**Statement A:- Charities ought to have the same standards of conduct and behaviour as any other organisation**  
**OR Statement B:- Because of the work they do, charities' standards of conduct and behaviour ought to be higher than in other organisations**  
**Base: All respondents**

|                  | Gender |      |        | Age   |       |       |       |       |     | SEG  |      |     |      | Region     |            |                          |               |               |       |                 |        |            |            |
|------------------|--------|------|--------|-------|-------|-------|-------|-------|-----|------|------|-----|------|------------|------------|--------------------------|---------------|---------------|-------|-----------------|--------|------------|------------|
|                  | Total  | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB   | C1   | C2  | DE   | North East | North West | Yorkshire and the Humber | West Midlands | East Midlands | Wales | East of England | London | South East | South West |
| Unweighted base  | 4316   | 1992 | 2312   | 484   | 671   | 731   | 785   | 678   | 967 | 1317 | 1344 | 602 | 1053 | 192        | 524        | 392                      | 412           | 337           | 527   | 377             | 519    | 642        | 394        |
| Weighted base    | 4316   | 2099 | 2204   | 513   | 737   | 767   | 755   | 642   | 901 | 1177 | 1264 | 916 | 959  | 199        | 544        | 406                      | 432           | 350           | 237   | 449             | 630    | 665        | 406        |
| NET: Statement A | 1663   | 765  | 891    | 180   | 272   | 278   | 295   | 281   | 356 | 436  | 486  | 339 | 402  | 81         | 219        | 153                      | 166           | 137           | 89    | 181             | 225    | 255        | 157        |
|                  | 39%    | 36%  | 40%    | 35%   | 37%   | 36%   | 39%   | 44%   | 40% | 37%  | 38%  | 37% | 42%  | 41%        | 40%        | 38%                      | 38%           | 39%           | 37%   | 40%             | 36%    | 38%        | 39%        |
| 0                | 571    | 233  | 337    | 42    | 77    | 104   | 113   | 100   | 136 | 149  | 169  | 116 | 138  | 29         | 72         | 60                       | 67            | 45            | 33    | 61              | 61     | 93         | 52         |
|                  | 13%    | 11%  | 15%    | 8%    | 10%   | 14%   | 15%   | 16%   | 15% | 13%  | 13%  | 13% | 14%  | 14%        | 13%        | 15%                      | 16%           | 13%           | 14%   | 14%             | 10%    | 14%        | 13%        |
| 1                | 242    | 126  | 116    | 21    | 38    | 30    | 45    | 53    | 55  | 63   | 71   | 39  | 69   | 12         | 28         | 19                       | 24            | 23            | 17    | 30              | 35     | 33         | 22         |
|                  | 6%     | 6%   | 5%     | 4%    | 5%    | 4%    | 6%    | 8%    | 6%  | 5%   | 6%   | 4%  | 7%   | 6%         | 5%         | 5%                       | 6%            | 7%            | 7%    | 7%              | 6%     | 5%         | 5%         |
| 2                | 312    | 148  | 162    | 27    | 60    | 36    | 57    | 52    | 81  | 79   | 90   | 79  | 63   | 10         | 37         | 28                       | 27            | 33            | 18    | 31              | 43     | 56         | 30         |
|                  | 7%     | 7%   | 7%     | 5%    | 8%    | 5%    | 8%    | 8%    | 9%  | 7%   | 7%   | 9%  | 7%   | 5%         | 7%         | 7%                       | 6%            | 9%            | 7%    | 7%              | 7%     | 8%         | 7%         |
| 3                | 314    | 152  | 160    | 54    | 53    | 60    | 51    | 44    | 52  | 82   | 89   | 64  | 80   | 18         | 59         | 20                       | 29            | 21            | 11    | 37              | 49     | 41         | 30         |
|                  | 7%     | 7%   | 7%     | 11%   | 7%    | 8%    | 7%    | 7%    | 6%  | 7%   | 7%   | 7%  | 8%   | 9%         | 11%        | 5%                       | 7%            | 6%            | 4%    | 8%              | 8%     | 6%         | 7%         |
| 4                | 224    | 108  | 115    | 36    | 46    | 50    | 29    | 31    | 32  | 62   | 68   | 41  | 53   | 12         | 24         | 27                       | 20            | 15            | 11    | 22              | 38     | 32         | 24         |
|                  | 5%     | 5%   | 5%     | 7%    | 6%    | 6%    | 4%    | 5%    | 4%  | 5%   | 4%   | 5%  | 5%   | 6%         | 4%         | 7%                       | 5%            | 4%            | 5%    | 5%              | 6%     | 5%         | 6%         |
| 5                | 849    | 374  | 473    | 118   | 160   | 212   | 175   | 95    | 89  | 199  | 251  | 212 | 188  | 43         | 93         | 88                       | 91            | 73            | 41    | 93              | 128    | 122        | 78         |
|                  | 20%    | 18%  | 21%    | 23%   | 22%   | 28%   | 23%   | 15%   | 10% | 17%  | 20%  | 23% | 20%  | 22%        | 17%        | 22%                      | 21%           | 21%           | 17%   | 21%             | 20%    | 18%        | 19%        |
| 6                | 373    | 198  | 175    | 56    | 72    | 56    | 74    | 46    | 68  | 109  | 109  | 78  | 77   | 13         | 45         | 29                       | 38            | 29            | 19    | 30              | 66     | 67         | 36         |
|                  | 9%     | 9%   | 8%     | 11%   | 10%   | 7%    | 10%   | 7%    | 8%  | 9%   | 9%   | 9%  | 8%   | 6%         | 8%         | 7%                       | 9%            | 8%            | 8%    | 7%              | 10%    | 10%        | 9%         |
| 7                | 416    | 198  | 217    | 51    | 84    | 72    | 66    | 58    | 84  | 116  | 121  | 100 | 79   | 11         | 49         | 36                       | 38            | 43            | 23    | 48              | 59     | 66         | 43         |
|                  | 10%    | 9%   | 10%    | 10%   | 11%   | 9%    | 9%    | 9%    | 9%  | 10%  | 10%  | 11% | 8%   | 6%         | 9%         | 9%                       | 9%            | 12%           | 10%   | 11%             | 9%     | 10%        | 11%        |
| 8                | 371    | 209  | 161    | 38    | 65    | 55    | 45    | 67    | 101 | 124  | 113  | 70  | 63   | 21         | 54         | 46                       | 24            | 17            | 22    | 39              | 58     | 55         | 34         |
|                  | 9%     | 10%  | 7%     | 7%    | 9%    | 7%    | 6%    | 10%   | 11% | 11%  | 9%   | 8%  | 7%   | 11%        | 10%        | 11%                      | 6%            | 5%            | 9%    | 9%              | 9%     | 8%         | 8%         |
| 9                | 240    | 140  | 100    | 29    | 21    | 27    | 38    | 39    | 86  | 79   | 75   | 41  | 46   | 10         | 31         | 24                       | 32            | 22            | 15    | 20              | 33     | 38         | 16         |
|                  | 6%     | 7%   | 5%     | 6%    | 3%    | 4%    | 5%    | 6%    | 10% | 7%   | 6%   | 4%  | 5%   | 5%         | 6%         | 6%                       | 7%            | 6%            | 6%    | 4%              | 5%     | 6%         | 4%         |
| 10               | 405    | 215  | 187    | 41    | 62    | 66    | 63    | 57    | 116 | 115  | 109  | 77  | 104  | 21         | 53         | 30                       | 42            | 29            | 29    | 38              | 61     | 61         | 42         |
|                  | 9%     | 10%  | 8%     | 8%    | 8%    | 9%    | 8%    | 9%    | 13% | 10%  | 9%   | 8%  | 11%  | 10%        | 10%        | 7%                       | 10%           | 8%            | 12%   | 8%              | 10%    | 9%         | 10%        |
| NET: Statement B | 1804   | 960  | 841    | 215   | 305   | 277   | 285   | 266   | 456 | 543  | 527  | 365 | 370  | 75         | 232        | 165                      | 175           | 140           | 108   | 175             | 278    | 287        | 171        |
|                  | 42%    | 46%  | 38%    | 42%   | 41%   | 36%   | 38%   | 41%   | 51% | 46%  | 42%  | 40% | 39%  | 38%        | 43%        | 41%                      | 41%           | 40%           | 45%   | 39%             | 44%    | 43%        | 42%        |

## Charity Commission Public Trust Survey 2023

### Online Fieldwork: 24th to 31st January 2023

Absolutes/col percents

Table 54

**Q18a. Please read the following pairs of statements. In each case, please use the scale to indicate which statement you agree with, using a 0-10 scale on which 0 means you completely agree with statement A, and 10 means you completely agree with statement B.**  
**Statement A:- Charities ought to have the same standards of conduct and behaviour as any other organisation**  
**OR Statement B:- Because of the work they do, charities' standards of conduct and behaviour ought to be higher than in other organisations**  
**Base: All respondents**

|                    | Gender |      |        | Age   |       |       |       |       |      | SEG  |      |      |      | Region     |            |                          |               |               |       |                 |        |            |            |
|--------------------|--------|------|--------|-------|-------|-------|-------|-------|------|------|------|------|------|------------|------------|--------------------------|---------------|---------------|-------|-----------------|--------|------------|------------|
|                    | Total  | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+  | AB   | C1   | C2   | DE   | North East | North West | Yorkshire and the Humber | West Midlands | East Midlands | Wales | East of England | London | South East | South West |
| Weighted base      | 4316   | 2099 | 2204   | 513   | 737   | 767   | 755   | 642   | 901  | 1177 | 1264 | 916  | 959  | 199        | 544        | 406                      | 432           | 350           | 237   | 449             | 630    | 665        | 406        |
| Mean               | 4.93   | 5.16 | 4.71   | 5.15  | 4.95  | 4.86  | 4.68  | 4.71  | 5.21 | 5.12 | 4.91 | 4.88 | 4.75 | 4.84       | 4.95       | 4.90                     | 4.86          | 4.78          | 5.08  | 4.78            | 5.14   | 4.92       | 4.94       |
| Standard deviation | 3.11   | 3.11 | 3.09   | 2.78  | 2.90  | 2.94  | 3.08  | 3.28  | 3.47 | 3.15 | 3.10 | 2.99 | 3.19 | 3.18       | 3.15       | 3.09                     | 3.20          | 3.08          | 3.29  | 3.09            | 2.97   | 3.13       | 3.09       |
| Standard error     | 0.05   | 0.07 | 0.06   | 0.13  | 0.11  | 0.11  | 0.11  | 0.13  | 0.11 | 0.09 | 0.08 | 0.12 | 0.10 | 0.23       | 0.14       | 0.16                     | 0.16          | 0.17          | 0.14  | 0.16            | 0.13   | 0.12       | 0.16       |

## Charity Commission Public Trust Survey 2023

### Online Fieldwork: 24th to 31st January 2023

Absolutes/col percents

Table 55

**Q18b. Please read the following pairs of statements. In each case, please use the scale to indicate which statement you agree with, using a 0-10 scale on which 0 means you completely agree with statement A, and 10 means you completely agree with statement B.**

**Statement A:- If a charity is as big and complex as some businesses in the private sector, the charity's CEO should be paid the same as CEOs for business in the private sector**

**OR Statement B:- The nature of charity work means that it is wrong that some charity CEOs are paid the same as CEOs in the private sector**

**Base: All respondents**

|                  | Gender |      |        | Age   |       |       |       |       |     | SEG  |      |     |      | Region     |            |                          |               |               |       |                 |        |            |            |
|------------------|--------|------|--------|-------|-------|-------|-------|-------|-----|------|------|-----|------|------------|------------|--------------------------|---------------|---------------|-------|-----------------|--------|------------|------------|
|                  | Total  | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB   | C1   | C2  | DE   | North East | North West | Yorkshire and the Humber | West Midlands | East Midlands | Wales | East of England | London | South East | South West |
| Unweighted base  | 4316   | 1992 | 2312   | 484   | 671   | 731   | 785   | 678   | 967 | 1317 | 1344 | 602 | 1053 | 192        | 524        | 392                      | 412           | 337           | 527   | 377             | 519    | 642        | 394        |
| Weighted base    | 4316   | 2099 | 2204   | 513   | 737   | 767   | 755   | 642   | 901 | 1177 | 1264 | 916 | 959  | 199        | 544        | 406                      | 432           | 350           | 237   | 449             | 630    | 665        | 406        |
| NET: Statement A | 823    | 378  | 444    | 152   | 184   | 149   | 101   | 106   | 131 | 269  | 261  | 149 | 145  | 35         | 106        | 70                       | 82            | 66            | 45    | 81              | 158    | 99         | 81         |
|                  | 19%    | 18%  | 20%    | 30%   | 25%   | 19%   | 13%   | 17%   | 15% | 23%  | 21%  | 16% | 15%  | 18%        | 19%        | 17%                      | 19%           | 19%           | 19%   | 18%             | 25%    | 15%        | 20%        |
| 0                | 114    | 34   | 80     | 22    | 24    | 28    | 12    | 11    | 17  | 43   | 35   | 17  | 19   | 6          | 18         | 7                        | 13            | 9             | 6     | 12              | 23     | 13         | 8          |
|                  | 3%     | 2%   | 4%     | 4%    | 3%    | 4%    | 2%    | 2%    | 2%  | 4%   | 3%   | 2%  | 2%   | 3%         | 3%         | 2%                       | 3%            | 2%            | 2%    | 3%              | 4%     | 2%         | 2%         |
| 1                | 73     | 33   | 40     | 13    | 14    | 12    | 9     | 12    | 12  | 20   | 26   | 15  | 12   | 4          | 3          | 2                        | 8             | 5             | 4     | 11              | 18     | 10         | 6          |
|                  | 2%     | 2%   | 2%     | 3%    | 2%    | 2%    | 1%    | 2%    | 1%  | 2%   | 2%   | 2%  | 1%   | 2%         | 1%         | *                        | 2%            | 2%            | 2%    | 2%              | 3%     | 2%         | 2%         |
| 2                | 146    | 67   | 79     | 31    | 30    | 30    | 16    | 19    | 21  | 55   | 44   | 22  | 26   | 9          | 22         | 10                       | 14            | 13            | 8     | 12              | 20     | 22         | 19         |
|                  | 3%     | 3%   | 4%     | 6%    | 4%    | 4%    | 2%    | 3%    | 2%  | 5%   | 4%   | 2%  | 3%   | 4%         | 4%         | 2%                       | 4%            | 4%            | 3%    | 3%              | 3%     | 3%         | 5%         |
| 3                | 217    | 104  | 114    | 39    | 42    | 32    | 35    | 34    | 35  | 66   | 73   | 42  | 37   | 6          | 29         | 26                       | 23            | 17            | 11    | 13              | 41     | 28         | 23         |
|                  | 5%     | 5%   | 5%     | 8%    | 6%    | 4%    | 5%    | 5%    | 4%  | 6%   | 6%   | 5%  | 4%   | 3%         | 5%         | 6%                       | 5%            | 5%            | 5%    | 3%              | 6%     | 4%         | 6%         |
| 4                | 272    | 140  | 131    | 46    | 73    | 46    | 30    | 30    | 46  | 84   | 83   | 54  | 51   | 11         | 34         | 25                       | 24            | 22            | 16    | 33              | 56     | 26         | 26         |
|                  | 6%     | 7%   | 6%     | 9%    | 10%   | 6%    | 4%    | 5%    | 5%  | 7%   | 7%   | 6%  | 5%   | 5%         | 6%         | 6%                       | 6%            | 6%            | 7%    | 7%              | 9%     | 4%         | 6%         |
| 5                | 842    | 357  | 482    | 117   | 167   | 181   | 173   | 84    | 120 | 221  | 237  | 202 | 181  | 25         | 96         | 87                       | 97            | 63            | 40    | 79              | 147    | 132        | 77         |
|                  | 20%    | 17%  | 22%    | 23%   | 23%   | 24%   | 23%   | 13%   | 13% | 19%  | 19%  | 22% | 19%  | 13%        | 18%        | 21%                      | 22%           | 18%           | 17%   | 18%             | 23%    | 20%        | 19%        |
| 6                | 343    | 166  | 177    | 50    | 53    | 54    | 70    | 53    | 63  | 94   | 114  | 70  | 65   | 10         | 48         | 33                       | 34            | 30            | 16    | 25              | 54     | 54         | 40         |
|                  | 8%     | 8%   | 8%     | 10%   | 7%    | 7%    | 9%    | 8%    | 7%  | 8%   | 9%   | 8%  | 7%   | 5%         | 9%         | 8%                       | 8%            | 9%            | 7%    | 5%              | 9%     | 8%         | 10%        |
| 7                | 473    | 239  | 231    | 55    | 77    | 86    | 85    | 73    | 97  | 134  | 143  | 93  | 103  | 22         | 53         | 42                       | 39            | 45            | 25    | 64              | 68     | 75         | 39         |
|                  | 11%    | 11%  | 10%    | 11%   | 10%   | 11%   | 11%   | 11%   | 11% | 11%  | 11%  | 10% | 11%  | 11%        | 10%        | 10%                      | 9%            | 13%           | 11%   | 14%             | 11%    | 11%        | 10%        |
| 8                | 460    | 244  | 214    | 38    | 68    | 69    | 74    | 78    | 133 | 132  | 138  | 91  | 99   | 27         | 51         | 38                       | 37            | 42            | 28    | 58              | 64     | 77         | 38         |
|                  | 11%    | 12%  | 10%    | 7%    | 9%    | 9%    | 10%   | 12%   | 15% | 11%  | 11%  | 10% | 10%  | 14%        | 9%         | 9%                       | 9%            | 12%           | 12%   | 13%             | 10%    | 12%        | 9%         |
| 9                | 351    | 194  | 156    | 31    | 38    | 56    | 67    | 69    | 89  | 90   | 101  | 79  | 81   | 20         | 46         | 33                       | 34            | 32            | 17    | 32              | 39     | 66         | 31         |
|                  | 8%     | 9%   | 7%     | 6%    | 5%    | 7%    | 9%    | 11%   | 10% | 8%   | 8%   | 9%  | 8%   | 10%        | 9%         | 8%                       | 8%            | 9%            | 7%    | 7%              | 6%     | 10%        | 8%         |
| 10               | 1024   | 521  | 500    | 71    | 149   | 173   | 183   | 180   | 268 | 238  | 270  | 232 | 285  | 59         | 145        | 104                      | 109           | 71            | 66    | 110             | 101    | 161        | 99         |
|                  | 24%    | 25%  | 23%    | 14%   | 20%   | 22%   | 24%   | 28%   | 30% | 20%  | 21%  | 25% | 30%  | 30%        | 27%        | 26%                      | 25%           | 20%           | 28%   | 24%             | 16%    | 24%        | 24%        |
| NET: Statement B | 2651   | 1365 | 1278   | 245   | 386   | 438   | 480   | 452   | 650 | 687  | 766  | 564 | 633  | 138        | 343        | 249                      | 253           | 221           | 152   | 289             | 326    | 433        | 248        |
|                  | 61%    | 65%  | 58%    | 48%   | 52%   | 57%   | 64%   | 70%   | 72% | 58%  | 61%  | 62% | 66%  | 69%        | 63%        | 61%                      | 59%           | 63%           | 64%   | 64%             | 52%    | 65%        | 61%        |

**Charity Commission Public Trust Survey 2023**  
**Online Fieldwork: 24th to 31st January 2023**

Absolutes/col percents

Table 55

**Q18b. Please read the following pairs of statements. In each case, please use the scale to indicate which statement you agree with, using a 0-10 scale on which 0 means you completely agree with statement A, and 10 means you completely agree with statement B.**

**Statement A:- If a charity is as big and complex as some businesses in the private sector, the charity's CEO should be paid the same as CEOs for business in the private sector**

**OR Statement B:- The nature of charity work means that it is wrong that some charity CEOs are paid the same as CEOs in the private sector**

**Base: All respondents**

|                    | Gender |      |        | Age   |       |       |       |       |      | SEG  |      |      |      | Region     |            |                          |               |               |       |                 |        |            |            |
|--------------------|--------|------|--------|-------|-------|-------|-------|-------|------|------|------|------|------|------------|------------|--------------------------|---------------|---------------|-------|-----------------|--------|------------|------------|
|                    | Total  | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+  | AB   | C1   | C2   | DE   | North East | North West | Yorkshire and the Humber | West Midlands | East Midlands | Wales | East of England | London | South East | South West |
| Weighted base      | 4316   | 2099 | 2204   | 513   | 737   | 767   | 755   | 642   | 901  | 1177 | 1264 | 916  | 959  | 199        | 544        | 406                      | 432           | 350           | 237   | 449             | 630    | 665        | 406        |
| Mean               | 6.66   | 6.86 | 6.47   | 5.73  | 6.20  | 6.47  | 6.86  | 7.10  | 7.27 | 6.38 | 6.52 | 6.81 | 7.06 | 7.10       | 6.76       | 6.80                     | 6.61          | 6.64          | 6.85  | 6.80            | 6.04   | 6.88       | 6.63       |
| Standard deviation | 2.73   | 2.65 | 2.79   | 2.74  | 2.76  | 2.78  | 2.54  | 2.69  | 2.61 | 2.80 | 2.73 | 2.64 | 2.67 | 2.84       | 2.79       | 2.62                     | 2.80          | 2.66          | 2.77  | 2.71            | 2.71   | 2.63       | 2.73       |
| Standard error     | 0.04   | 0.06 | 0.06   | 0.12  | 0.11  | 0.10  | 0.09  | 0.10  | 0.08 | 0.08 | 0.07 | 0.11 | 0.08 | 0.20       | 0.12       | 0.13                     | 0.14          | 0.14          | 0.12  | 0.14            | 0.12   | 0.10       | 0.14       |

## Charity Commission Public Trust Survey 2023

### Online Fieldwork: 24th to 31st January 2023

Absolutes/col percents

Table 56

**Q18c. Please read the following pairs of statements. In each case, please use the scale to indicate which statement you agree with, using a 0-10 scale on which 0 means you completely agree with statement A, and 10 means you completely agree with statement B.**  
**Statement A:- The charity regulator should confine its role to making sure charities stick to the letter of the laws that govern charitable activity**  
**OR Statement B:- The charity regulator should try to make sure charities fulfil their wider responsibilities to society as well as sticking to the letter of the laws governing charitable activity**  
**Base: All respondents**

|                  | Gender |      |        | Age   |       |       |       |       |     | SEG  |      |     |      | Region     |            |                           |               |               |       |                 |        |            |            |
|------------------|--------|------|--------|-------|-------|-------|-------|-------|-----|------|------|-----|------|------------|------------|---------------------------|---------------|---------------|-------|-----------------|--------|------------|------------|
|                  | Total  | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB   | C1   | C2  | DE   | North East | North West | York-shire and the Humber | West Midlands | East Midlands | Wales | East of England | London | South East | South West |
| Unweighted base  | 4316   | 1992 | 2312   | 484   | 671   | 731   | 785   | 678   | 967 | 1317 | 1344 | 602 | 1053 | 192        | 524        | 392                       | 412           | 337           | 527   | 377             | 519    | 642        | 394        |
| Weighted base    | 4316   | 2099 | 2204   | 513   | 737   | 767   | 755   | 642   | 901 | 1177 | 1264 | 916 | 959  | 199        | 544        | 406                       | 432           | 350           | 237   | 449             | 630    | 665        | 406        |
| NET: Statement A | 1328   | 685  | 639    | 140   | 230   | 228   | 213   | 208   | 309 | 393  | 368  | 285 | 282  | 55         | 162        | 119                       | 131           | 106           | 72    | 141             | 197    | 208        | 136        |
|                  | 31%    | 33%  | 29%    | 27%   | 31%   | 30%   | 28%   | 32%   | 34% | 33%  | 29%  | 31% | 29%  | 28%        | 30%        | 29%                       | 30%           | 30%           | 30%   | 31%             | 31%    | 31%        | 34%        |
| 0                | 251    | 123  | 127    | 17    | 35    | 48    | 35    | 33    | 82  | 66   | 59   | 57  | 68   | 14         | 31         | 23                        | 31            | 27            | 13    | 19              | 30     | 37         | 26         |
|                  | 6%     | 6%   | 6%     | 3%    | 5%    | 6%    | 5%    | 5%    | 9%  | 6%   | 5%   | 6%  | 7%   | 7%         | 6%         | 6%                        | 7%            | 8%            | 6%    | 4%              | 5%     | 6%         | 6%         |
| 1                | 148    | 77   | 70     | 10    | 30    | 21    | 26    | 21    | 40  | 38   | 41   | 30  | 39   | 7          | 15         | 12                        | 11            | 13            | 9     | 16              | 21     | 32         | 11         |
|                  | 3%     | 4%   | 3%     | 2%    | 4%    | 3%    | 3%    | 3%    | 4%  | 3%   | 3%   | 3%  | 4%   | 4%         | 3%         | 3%                        | 3%            | 4%            | 4%    | 4%              | 3%     | 5%         | 3%         |
| 2                | 295    | 171  | 122    | 26    | 50    | 47    | 38    | 65    | 68  | 82   | 84   | 84  | 46   | 14         | 42         | 28                        | 25            | 26            | 19    | 27              | 40     | 47         | 27         |
|                  | 7%     | 8%   | 6%     | 5%    | 7%    | 6%    | 5%    | 10%   | 8%  | 7%   | 7%   | 9%  | 5%   | 7%         | 8%         | 7%                        | 6%            | 7%            | 8%    | 6%              | 6%     | 7%         | 7%         |
| 3                | 300    | 163  | 137    | 35    | 50    | 44    | 56    | 40    | 75  | 108  | 78   | 52  | 62   | 9          | 30         | 35                        | 27            | 17            | 16    | 34              | 54     | 46         | 32         |
|                  | 7%     | 8%   | 6%     | 7%    | 7%    | 6%    | 7%    | 6%    | 8%  | 9%   | 6%   | 6%  | 6%   | 4%         | 6%         | 9%                        | 6%            | 5%            | 7%    | 8%              | 9%     | 7%         | 8%         |
| 4                | 334    | 151  | 183    | 53    | 64    | 69    | 57    | 48    | 43  | 99   | 105  | 63  | 67   | 11         | 44         | 22                        | 36            | 24            | 15    | 44              | 52     | 46         | 41         |
|                  | 8%     | 7%   | 8%     | 10%   | 9%    | 9%    | 8%    | 7%    | 5%  | 8%   | 8%   | 7%  | 7%   | 5%         | 8%         | 5%                        | 8%            | 7%            | 6%    | 10%             | 8%     | 7%         | 10%        |
| 5                | 1088   | 471  | 613    | 135   | 211   | 229   | 214   | 155   | 145 | 247  | 323  | 238 | 279  | 44         | 131        | 112                       | 106           | 105           | 53    | 109             | 147    | 184        | 95         |
|                  | 25%    | 22%  | 28%    | 26%   | 29%   | 30%   | 28%   | 24%   | 16% | 21%  | 26%  | 26% | 29%  | 22%        | 24%        | 28%                       | 25%           | 30%           | 22%   | 24%             | 23%    | 28%        | 24%        |
| 6                | 417    | 204  | 211    | 60    | 72    | 89    | 65    | 63    | 68  | 116  | 139  | 82  | 80   | 23         | 49         | 43                        | 41            | 31            | 25    | 44              | 62     | 51         | 48         |
|                  | 10%    | 10%  | 10%    | 12%   | 10%   | 12%   | 9%    | 10%   | 8%  | 10%  | 11%  | 9%  | 8%   | 12%        | 9%         | 11%                       | 10%           | 9%            | 11%   | 10%             | 10%    | 8%         | 12%        |
| 7                | 497    | 235  | 261    | 66    | 92    | 71    | 93    | 67    | 109 | 144  | 149  | 102 | 102  | 20         | 84         | 42                        | 43            | 38            | 27    | 60              | 69     | 73         | 41         |
|                  | 12%    | 11%  | 12%    | 13%   | 12%   | 9%    | 12%   | 10%   | 12% | 12%  | 12%  | 11% | 11%  | 10%        | 16%        | 10%                       | 10%           | 11%           | 11%   | 13%             | 11%    | 11%        | 10%        |
| 8                | 371    | 199  | 172    | 41    | 54    | 43    | 60    | 61    | 112 | 101  | 119  | 79  | 71   | 18         | 49         | 31                        | 31            | 34            | 25    | 34              | 66     | 55         | 27         |
|                  | 9%     | 9%   | 8%     | 8%    | 7%    | 6%    | 8%    | 9%    | 12% | 9%   | 9%   | 9%  | 7%   | 9%         | 9%         | 8%                        | 7%            | 10%           | 11%   | 8%              | 11%    | 8%         | 7%         |
| 9                | 213    | 127  | 86     | 20    | 28    | 27    | 43    | 35    | 58  | 76   | 59   | 31  | 47   | 13         | 13         | 17                        | 30            | 13            | 12    | 24              | 24     | 45         | 22         |
|                  | 5%     | 6%   | 4%     | 4%    | 4%    | 4%    | 6%    | 5%    | 6%  | 6%   | 5%   | 3%  | 5%   | 7%         | 2%         | 4%                        | 7%            | 4%            | 5%    | 5%              | 4%     | 7%         | 5%         |
| 10               | 403    | 178  | 222    | 51    | 51    | 80    | 66    | 55    | 100 | 100  | 107  | 97  | 99   | 25         | 55         | 40                        | 50            | 22            | 24    | 37              | 65     | 49         | 36         |
|                  | 9%     | 9%   | 10%    | 10%   | 7%    | 10%   | 9%    | 8%    | 11% | 9%   | 8%   | 11% | 10%  | 13%        | 10%        | 10%                       | 11%           | 6%            | 10%   | 8%              | 10%    | 7%         | 9%         |
| NET: Statement B | 1900   | 943  | 951    | 239   | 296   | 311   | 328   | 280   | 447 | 537  | 574  | 392 | 398  | 99         | 250        | 174                       | 195           | 138           | 113   | 199             | 286    | 273        | 174        |
|                  | 44%    | 45%  | 43%    | 46%   | 40%   | 40%   | 43%   | 44%   | 50% | 46%  | 45%  | 43% | 41%  | 50%        | 46%        | 43%                       | 45%           | 39%           | 47%   | 44%             | 45%    | 41%        | 43%        |

## Charity Commission Public Trust Survey 2023

### Online Fieldwork: 24th to 31st January 2023

Absolutes/col percents

Table 56

**Q18c. Please read the following pairs of statements. In each case, please use the scale to indicate which statement you agree with, using a 0-10 scale on which 0 means you completely agree with statement A, and 10 means you completely agree with statement B.**  
**Statement A:- The charity regulator should confine its role to making sure charities stick to the letter of the laws that govern charitable activity**  
**OR Statement B:- The charity regulator should try to make sure charities fulfil their wider responsibilities to society as well as sticking to the letter of the laws governing charitable activity**  
**Base: All respondents**

|                    | Gender |      | Age    |       |       |       |       |       |      | SEG  |      |      |      | Region     |            |                          |               |               |       |                 |        |            |            |
|--------------------|--------|------|--------|-------|-------|-------|-------|-------|------|------|------|------|------|------------|------------|--------------------------|---------------|---------------|-------|-----------------|--------|------------|------------|
|                    | Total  | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+  | AB   | C1   | C2   | DE   | North East | North West | Yorkshire and the Humber | West Midlands | East Midlands | Wales | East of England | London | South East | South West |
| Weighted base      | 4316   | 2099 | 2204   | 513   | 737   | 767   | 755   | 642   | 901  | 1177 | 1264 | 916  | 959  | 199        | 544        | 406                      | 432           | 350           | 237   | 449             | 630    | 665        | 406        |
| Mean               | 5.40   | 5.36 | 5.44   | 5.64  | 5.23  | 5.33  | 5.49  | 5.34  | 5.43 | 5.40 | 5.47 | 5.34 | 5.37 | 5.63       | 5.46       | 5.39                     | 5.51          | 5.14          | 5.48  | 5.43            | 5.49   | 5.29       | 5.29       |
| Standard deviation | 2.70   | 2.74 | 2.65   | 2.45  | 2.52  | 2.63  | 2.59  | 2.70  | 3.06 | 2.71 | 2.59 | 2.75 | 2.75 | 2.91       | 2.66       | 2.67                     | 2.82          | 2.65          | 2.77  | 2.58            | 2.67   | 2.69       | 2.67       |
| Standard error     | 0.04   | 0.06 | 0.06   | 0.11  | 0.10  | 0.10  | 0.09  | 0.10  | 0.10 | 0.07 | 0.07 | 0.11 | 0.08 | 0.21       | 0.12       | 0.13                     | 0.14          | 0.14          | 0.12  | 0.13            | 0.12   | 0.11       | 0.13       |

## Charity Commission Public Trust Survey 2023

### Online Fieldwork: 24th to 31st January 2023

Absolutes/col percents

Table 57

**Q18d. Please read the following pairs of statements. In each case, please use the scale to indicate which statement you agree with, using a 0-10 scale on which 0 means you completely agree with statement A, and 10 means you completely agree with statement B.**  
**Statement A:- Charity begins at home and there are too many charities in the UK that focus on giving aid overseas**  
**OR Statement B:- It is right that some charities in the UK focus on giving aid overseas so they can reach the people who are most in need**  
**Base: All respondents**

|                  | Gender |      |        | Age   |       |       |       |       |     | SEG  |      |     |      | Region     |            |                          |               |               |       |                 |        |            |            |
|------------------|--------|------|--------|-------|-------|-------|-------|-------|-----|------|------|-----|------|------------|------------|--------------------------|---------------|---------------|-------|-----------------|--------|------------|------------|
|                  | Total  | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB   | C1   | C2  | DE   | North East | North West | Yorkshire and the Humber | West Midlands | East Midlands | Wales | East of England | London | South East | South West |
| Unweighted base  | 4316   | 1992 | 2312   | 484   | 671   | 731   | 785   | 678   | 967 | 1317 | 1344 | 602 | 1053 | 192        | 524        | 392                      | 412           | 337           | 527   | 377             | 519    | 642        | 394        |
| Weighted base    | 4316   | 2099 | 2204   | 513   | 737   | 767   | 755   | 642   | 901 | 1177 | 1264 | 916 | 959  | 199        | 544        | 406                      | 432           | 350           | 237   | 449             | 630    | 665        | 406        |
| NET: Statement A | 1893   | 930  | 957    | 152   | 261   | 298   | 370   | 328   | 483 | 457  | 529  | 438 | 469  | 90         | 264        | 181                      | 191           | 166           | 96    | 220             | 222    | 283        | 180        |
|                  | 44%    | 44%  | 43%    | 30%   | 35%   | 39%   | 49%   | 51%   | 54% | 39%  | 42%  | 48% | 49%  | 46%        | 49%        | 45%                      | 44%           | 47%           | 40%   | 49%             | 35%    | 43%        | 44%        |
| 0                | 639    | 317  | 319    | 30    | 65    | 107   | 131   | 130   | 175 | 135  | 170  | 145 | 190  | 42         | 87         | 70                       | 71            | 53            | 32    | 75              | 50     | 101        | 57         |
|                  | 15%    | 15%  | 14%    | 6%    | 9%    | 14%   | 17%   | 20%   | 19% | 11%  | 13%  | 16% | 20%  | 21%        | 16%        | 17%                      | 16%           | 15%           | 13%   | 17%             | 8%     | 15%        | 14%        |
| 1                | 229    | 111  | 117    | 11    | 26    | 39    | 38    | 33    | 82  | 59   | 56   | 57  | 57   | 7          | 25         | 24                       | 22            | 21            | 16    | 32              | 30     | 28         | 24         |
|                  | 5%     | 5%   | 5%     | 2%    | 3%    | 5%    | 5%    | 5%    | 9%  | 5%   | 4%   | 6%  | 6%   | 4%         | 5%         | 6%                       | 5%            | 6%            | 7%    | 7%              | 5%     | 4%         | 6%         |
| 2                | 345    | 173  | 172    | 25    | 46    | 38    | 71    | 71    | 95  | 83   | 98   | 80  | 84   | 11         | 48         | 26                       | 28            | 39            | 16    | 40              | 46     | 54         | 37         |
|                  | 8%     | 8%   | 8%     | 5%    | 6%    | 5%    | 9%    | 11%   | 11% | 7%   | 8%   | 9%  | 9%   | 5%         | 9%         | 7%                       | 7%            | 11%           | 7%    | 9%              | 7%     | 8%         | 9%         |
| 3                | 366    | 190  | 177    | 37    | 62    | 63    | 72    | 55    | 78  | 93   | 110  | 83  | 80   | 18         | 58         | 36                       | 37            | 31            | 15    | 33              | 53     | 57         | 29         |
|                  | 8%     | 9%   | 8%     | 7%    | 8%    | 8%    | 9%    | 9%    | 9%  | 8%   | 9%   | 9%  | 8%   | 9%         | 11%        | 9%                       | 9%            | 9%            | 6%    | 7%              | 8%     | 9%         | 9%         |
| 4                | 313    | 140  | 172    | 49    | 63    | 51    | 58    | 39    | 53  | 87   | 96   | 73  | 58   | 12         | 46         | 24                       | 33            | 23            | 17    | 39              | 42     | 43         | 34         |
|                  | 7%     | 7%   | 8%     | 10%   | 8%    | 7%    | 8%    | 6%    | 6%  | 7%   | 8%   | 8%  | 6%   | 6%         | 8%         | 6%                       | 8%            | 7%            | 7%    | 9%              | 7%     | 6%         | 8%         |
| 5                | 800    | 381  | 417    | 107   | 158   | 177   | 142   | 96    | 120 | 223  | 231  | 180 | 167  | 27         | 86         | 84                       | 90            | 64            | 43    | 80              | 132    | 129        | 65         |
|                  | 19%    | 18%  | 19%    | 21%   | 21%   | 23%   | 19%   | 15%   | 13% | 19%  | 18%  | 20% | 17%  | 14%        | 16%        | 21%                      | 21%           | 18%           | 18%   | 18%             | 21%    | 19%        | 16%        |
| 6                | 319    | 143  | 175    | 51    | 59    | 58    | 57    | 48    | 46  | 88   | 84   | 68  | 79   | 19         | 42         | 24                       | 27            | 25            | 21    | 32              | 46     | 45         | 37         |
|                  | 7%     | 7%   | 8%     | 10%   | 8%    | 8%    | 8%    | 8%    | 5%  | 7%   | 7%   | 7%  | 8%   | 10%        | 8%         | 6%                       | 6%            | 7%            | 9%    | 7%              | 7%     | 7%         | 9%         |
| 7                | 401    | 199  | 200    | 66    | 78    | 70    | 67    | 45    | 74  | 129  | 136  | 70  | 65   | 19         | 45         | 38                       | 40            | 35            | 21    | 44              | 75     | 51         | 34         |
|                  | 9%     | 9%   | 9%     | 13%   | 11%   | 9%    | 9%    | 7%    | 8%  | 11%  | 11%  | 8%  | 7%   | 10%        | 8%         | 9%                       | 9%            | 10%           | 9%    | 10%             | 12%    | 8%         | 8%         |
| 8                | 325    | 165  | 159    | 48    | 66    | 61    | 43    | 40    | 67  | 98   | 110  | 56  | 60   | 14         | 39         | 32                       | 23            | 20            | 23    | 24              | 62     | 60         | 30         |
|                  | 8%     | 8%   | 7%     | 9%    | 9%    | 8%    | 6%    | 6%    | 7%  | 8%   | 9%   | 6%  | 6%   | 7%         | 7%         | 8%                       | 5%            | 6%            | 10%   | 5%              | 10%    | 9%         | 7%         |
| 9                | 168    | 82   | 85     | 24    | 27    | 30    | 24    | 27    | 36  | 48   | 51   | 33  | 36   | 10         | 19         | 7                        | 20            | 15            | 12    | 17              | 27     | 25         | 16         |
|                  | 4%     | 4%   | 4%     | 5%    | 4%    | 4%    | 3%    | 4%    | 4%  | 4%   | 4%   | 4%  | 4%   | 5%         | 3%         | 2%                       | 5%            | 4%            | 5%    | 4%              | 4%     | 4%         | 4%         |
| 10               | 410    | 198  | 211    | 65    | 88    | 73    | 51    | 57    | 75  | 134  | 122  | 71  | 83   | 19         | 50         | 38                       | 41            | 25            | 22    | 32              | 68     | 71         | 43         |
|                  | 9%     | 9%   | 10%    | 13%   | 12%   | 10%   | 7%    | 9%    | 8%  | 11%  | 10%  | 8%  | 9%   | 9%         | 9%         | 9%                       | 10%           | 7%            | 9%    | 7%              | 11%    | 11%        | 11%        |
| NET: Statement B | 1623   | 787  | 830    | 254   | 319   | 292   | 242   | 218   | 299 | 497  | 504  | 297 | 324  | 81         | 194        | 140                      | 151           | 121           | 98    | 149             | 277    | 253        | 160        |
|                  | 38%    | 38%  | 38%    | 49%   | 43%   | 38%   | 32%   | 34%   | 33% | 42%  | 40%  | 32% | 34%  | 41%        | 36%        | 34%                      | 35%           | 34%           | 41%   | 33%             | 44%    | 38%        | 39%        |

**Charity Commission Public Trust Survey 2023**  
**Online Fieldwork: 24th to 31st January 2023**

Absolutes/col percents

Table 57

**Q18d. Please read the following pairs of statements. In each case, please use the scale to indicate which statement you agree with, using a 0-10 scale on which 0 means you completely agree with statement A, and 10 means you completely agree with statement B.**

**Statement A:- Charity begins at home and there are too many charities in the UK that focus on giving aid overseas**

**OR Statement B:- It is right that some charities in the UK focus on giving aid overseas so they can reach the people who are most in need**

**Base: All respondents**

|                    | Gender |      |        | Age   |       |       |       |       |      | SEG  |      |      |      | Region     |            |                          |               |               |       |                 |        |            |            |
|--------------------|--------|------|--------|-------|-------|-------|-------|-------|------|------|------|------|------|------------|------------|--------------------------|---------------|---------------|-------|-----------------|--------|------------|------------|
|                    | Total  | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+  | AB   | C1   | C2   | DE   | North East | North West | Yorkshire and the Humber | West Midlands | East Midlands | Wales | East of England | London | South East | South West |
| Weighted base      | 4316   | 2099 | 2204   | 513   | 737   | 767   | 755   | 642   | 901  | 1177 | 1264 | 916  | 959  | 199        | 544        | 406                      | 432           | 350           | 237   | 449             | 630    | 665        | 406        |
| Mean               | 4.68   | 4.66 | 4.70   | 5.69  | 5.29  | 4.85  | 4.27  | 4.24  | 4.13 | 5.06 | 4.86 | 4.38 | 4.27 | 4.55       | 4.51       | 4.49                     | 4.61          | 4.42          | 4.87  | 4.31            | 5.27   | 4.77       | 4.73       |
| Standard deviation | 3.11   | 3.13 | 3.10   | 2.74  | 2.93  | 3.05  | 3.01  | 3.25  | 3.27 | 3.07 | 3.09 | 3.04 | 3.20 | 3.30       | 3.12       | 3.13                     | 3.14          | 3.05          | 3.14  | 3.06            | 2.92   | 3.17       | 3.16       |
| Standard error     | 0.05   | 0.07 | 0.06   | 0.12  | 0.11  | 0.11  | 0.11  | 0.12  | 0.11 | 0.08 | 0.08 | 0.12 | 0.10 | 0.24       | 0.14       | 0.16                     | 0.15          | 0.17          | 0.14  | 0.16            | 0.13   | 0.13       | 0.16       |



## Charity Commission Public Trust Survey 2023

### Online Fieldwork: 24th to 31st January 2023

Absolutes/col percents

Table 58

**Q18e. Please read the following pairs of statements. In each case, please use the scale to indicate which statement you agree with, using a 0-10 scale on which 0 means you completely agree with statement A, and 10 means you completely agree with statement B.**  
**Statement A:- If you are a registered charity and enjoy the benefits of that status, you have a collective responsibility to uphold the reputation of charity more generally**  
**OR Statement B:- If you are a registered charity you're only responsibility is to uphold the reputation of your own organisation**  
**Base: All respondents**

|                  | Gender |      |        | Age   |       |       |       |       |     | SEG  |      |     |      | Region     |            |                          |               |               |       |                 |        |            |            |
|------------------|--------|------|--------|-------|-------|-------|-------|-------|-----|------|------|-----|------|------------|------------|--------------------------|---------------|---------------|-------|-----------------|--------|------------|------------|
|                  | Total  | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB   | C1   | C2  | DE   | North East | North West | Yorkshire and the Humber | West Midlands | East Midlands | Wales | East of England | London | South East | South West |
| Unweighted base  | 4316   | 1992 | 2312   | 484   | 671   | 731   | 785   | 678   | 967 | 1317 | 1344 | 602 | 1053 | 192        | 524        | 392                      | 412           | 337           | 527   | 377             | 519    | 642        | 394        |
| Weighted base    | 4316   | 2099 | 2204   | 513   | 737   | 767   | 755   | 642   | 901 | 1177 | 1264 | 916 | 959  | 199        | 544        | 406                      | 432           | 350           | 237   | 449             | 630    | 665        | 406        |
| NET: Statement A | 2468   | 1225 | 1234   | 281   | 389   | 395   | 412   | 428   | 563 | 729  | 730  | 481 | 528  | 116        | 317        | 239                      | 243           | 192           | 142   | 275             | 327    | 372        | 244        |
|                  | 57%    | 58%  | 56%    | 55%   | 53%   | 51%   | 55%   | 67%   | 62% | 62%  | 58%  | 53% | 55%  | 58%        | 58%        | 59%                      | 56%           | 55%           | 60%   | 61%             | 52%    | 56%        | 60%        |
| 0                | 629    | 298  | 326    | 62    | 84    | 119   | 106   | 106   | 152 | 178  | 179  | 115 | 157  | 38         | 81         | 69                       | 59            | 45            | 36    | 65              | 79     | 94         | 63         |
|                  | 15%    | 14%  | 15%    | 12%   | 11%   | 15%   | 14%   | 17%   | 17% | 15%  | 14%  | 13% | 16%  | 19%        | 15%        | 17%                      | 14%           | 13%           | 15%   | 14%             | 13%    | 14%        | 16%        |
| 1                | 364    | 200  | 164    | 18    | 65    | 52    | 81    | 68    | 80  | 106  | 103  | 79  | 76   | 19         | 34         | 37                       | 33            | 25            | 21    | 46              | 56     | 56         | 36         |
|                  | 8%     | 10%  | 7%     | 4%    | 9%    | 7%    | 11%   | 11%   | 9%  | 10%  | 8%   | 9%  | 8%   | 10%        | 6%         | 9%                       | 8%            | 7%            | 9%    | 10%             | 9%     | 8%         | 9%         |
| 2                | 494    | 253  | 240    | 59    | 68    | 71    | 68    | 94    | 135 | 161  | 150  | 93  | 90   | 16         | 61         | 34                       | 53            | 42            | 36    | 49              | 61     | 90         | 51         |
|                  | 11%    | 12%  | 11%    | 11%   | 9%    | 9%    | 9%    | 15%   | 15% | 14%  | 12%  | 10% | 9%   | 8%         | 11%        | 8%                       | 12%           | 12%           | 15%   | 11%             | 10%    | 14%        | 13%        |
| 3                | 569    | 278  | 289    | 80    | 93    | 82    | 91    | 94    | 128 | 176  | 159  | 118 | 116  | 28         | 86         | 55                       | 56            | 42            | 29    | 68              | 79     | 72         | 54         |
|                  | 13%    | 13%  | 13%    | 16%   | 13%   | 11%   | 12%   | 15%   | 14% | 15%  | 13%  | 13% | 12%  | 14%        | 16%        | 14%                      | 13%           | 12%           | 12%   | 15%             | 12%    | 11%        | 13%        |
| 4                | 413    | 197  | 214    | 62    | 79    | 71    | 65    | 67    | 69  | 108  | 139  | 76  | 90   | 15         | 56         | 44                       | 43            | 38            | 21    | 46              | 52     | 60         | 38         |
|                  | 10%    | 9%   | 10%    | 12%   | 11%   | 9%    | 9%    | 10%   | 8%  | 9%   | 11%  | 8%  | 9%   | 8%         | 10%        | 11%                      | 10%           | 11%           | 9%    | 10%             | 8%     | 9%         | 9%         |
| 5                | 909    | 392  | 516    | 120   | 191   | 208   | 164   | 97    | 130 | 208  | 258  | 217 | 225  | 34         | 110        | 98                       | 101           | 72            | 41    | 89              | 142    | 148        | 74         |
|                  | 21%    | 19%  | 23%    | 23%   | 26%   | 27%   | 22%   | 15%   | 14% | 18%  | 20%  | 24% | 23%  | 17%        | 20%        | 24%                      | 23%           | 21%           | 17%   | 20%             | 23%    | 22%        | 18%        |
| 6                | 263    | 130  | 132    | 36    | 49    | 54    | 53    | 29    | 41  | 60   | 85   | 59  | 59   | 10         | 28         | 17                       | 22            | 24            | 14    | 23              | 54     | 48         | 25         |
|                  | 6%     | 6%   | 6%     | 7%    | 7%    | 7%    | 7%    | 5%    | 5%  | 5%   | 7%   | 6%  | 6%   | 5%         | 5%         | 4%                       | 5%            | 7%            | 6%    | 5%              | 9%     | 7%         | 6%         |
| 7                | 207    | 102  | 105    | 28    | 33    | 36    | 41    | 24    | 45  | 56   | 61   | 48  | 42   | 8          | 24         | 16                       | 22            | 23            | 11    | 18              | 32     | 33         | 20         |
|                  | 5%     | 5%   | 5%     | 5%    | 4%    | 5%    | 5%    | 4%    | 5%  | 5%   | 5%   | 5%  | 4%   | 4%         | 4%         | 4%                       | 5%            | 7%            | 5%    | 4%              | 5%     | 5%         | 5%         |
| 8                | 203    | 119  | 85     | 17    | 32    | 30    | 36    | 35    | 53  | 53   | 57   | 57  | 36   | 18         | 27         | 13                       | 15            | 21            | 13    | 12              | 33     | 35         | 16         |
|                  | 5%     | 6%   | 4%     | 3%    | 4%    | 4%    | 5%    | 5%    | 6%  | 5%   | 4%   | 6%  | 4%   | 9%         | 5%         | 3%                       | 3%            | 6%            | 6%    | 3%              | 5%     | 5%         | 4%         |
| 9                | 105    | 53   | 51     | 15    | 12    | 21    | 17    | 8     | 31  | 28   | 32   | 20  | 24   | 3          | 13         | 12                       | 13            | 7             | 4     | 18              | 12     | 13         | 9          |
|                  | 2%     | 3%   | 2%     | 3%    | 2%    | 3%    | 2%    | 1%    | 3%  | 2%   | 3%   | 2%  | 3%   | 2%         | 2%         | 3%                       | 3%            | 2%            | 2%    | 4%              | 2%     | 2%         | 2%         |
| 10               | 161    | 79   | 81     | 15    | 31    | 22    | 31    | 21    | 39  | 42   | 41   | 33  | 45   | 9          | 23         | 12                       | 16            | 10            | 12    | 14              | 29     | 16         | 18         |
|                  | 4%     | 4%   | 4%     | 3%    | 4%    | 3%    | 4%    | 3%    | 4%  | 4%   | 3%   | 4%  | 5%   | 5%         | 4%         | 3%                       | 4%            | 3%            | 5%    | 3%              | 5%     | 2%         | 4%         |
| NET: Statement B | 938    | 482  | 454    | 112   | 157   | 164   | 179   | 118   | 209 | 240  | 276  | 217 | 206  | 48         | 116        | 69                       | 87            | 85            | 54    | 85              | 161    | 145        | 88         |
|                  | 22%    | 23%  | 21%    | 22%   | 21%   | 21%   | 24%   | 18%   | 23% | 20%  | 22%  | 24% | 21%  | 24%        | 21%        | 17%                      | 20%           | 24%           | 23%   | 19%             | 26%    | 22%        | 22%        |

**Charity Commission Public Trust Survey 2023**  
**Online Fieldwork: 24th to 31st January 2023**

Absolutes/col percents

Table 58

**Q18e. Please read the following pairs of statements. In each case, please use the scale to indicate which statement you agree with, using a 0-10 scale on which 0 means you completely agree with statement A, and 10 means you completely agree with statement B.**  
**Statement A:- If you are a registered charity and enjoy the benefits of that status, you have a collective responsibility to uphold the reputation of charity more generally**  
**OR Statement B:- If you are a registered charity you're only responsibility is to uphold the reputation of your own organisation**  
**Base: All respondents**

|                    | Gender |      | Age    |       |       |       |       |       |      | SEG  |      |      |      | Region     |            |                          |               |               |       |                 |        |            |            |
|--------------------|--------|------|--------|-------|-------|-------|-------|-------|------|------|------|------|------|------------|------------|--------------------------|---------------|---------------|-------|-----------------|--------|------------|------------|
|                    | Total  | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+  | AB   | C1   | C2   | DE   | North East | North West | Yorkshire and the Humber | West Midlands | East Midlands | Wales | East of England | London | South East | South West |
| Weighted base      | 4316   | 2099 | 2204   | 513   | 737   | 767   | 755   | 642   | 901  | 1177 | 1264 | 916  | 959  | 199        | 544        | 406                      | 432           | 350           | 237   | 449             | 630    | 665        | 406        |
| Mean               | 3.81   | 3.81 | 3.82   | 4.02  | 4.01  | 3.91  | 3.89  | 3.42  | 3.67 | 3.64 | 3.81 | 4.01 | 3.84 | 3.75       | 3.86       | 3.63                     | 3.85          | 3.97          | 3.75  | 3.66            | 4.05   | 3.77       | 3.71       |
| Standard deviation | 2.69   | 2.73 | 2.65   | 2.49  | 2.59  | 2.63  | 2.74  | 2.65  | 2.87 | 2.69 | 2.64 | 2.67 | 2.76 | 2.94       | 2.70       | 2.63                     | 2.65          | 2.63          | 2.81  | 2.66            | 2.72   | 2.61       | 2.75       |
| Standard error     | 0.04   | 0.06 | 0.06   | 0.11  | 0.10  | 0.10  | 0.10  | 0.10  | 0.09 | 0.07 | 0.07 | 0.11 | 0.08 | 0.21       | 0.12       | 0.13                     | 0.13          | 0.14          | 0.12  | 0.14            | 0.12   | 0.10       | 0.14       |

## Charity Commission Public Trust Survey 2023

### Online Fieldwork: 24th to 31st January 2023

Absolutes/col percents

Table 59

**Q18f. Please read the following pairs of statements. In each case, please use the scale to indicate which statement you agree with, using a 0-10 scale on which 0 means you completely agree with statement A, and 10 means you completely agree with statement B.**  
**Statement A:- The way charities go about meeting their charitable purpose is as important as whether they fulfil their charitable purpose or not**  
**OR Statement B:- It is more important that charities fulfil their charitable purpose than how they go about doing so**  
**Base: All respondents**

|                  | Gender |      |        | Age   |       |       |       |       |     | SEG  |      |     |      | Region     |            |                          |               |               |       |                 |        |            |            |
|------------------|--------|------|--------|-------|-------|-------|-------|-------|-----|------|------|-----|------|------------|------------|--------------------------|---------------|---------------|-------|-----------------|--------|------------|------------|
|                  | Total  | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB   | C1   | C2  | DE   | North East | North West | Yorkshire and the Humber | West Midlands | East Midlands | Wales | East of England | London | South East | South West |
| Unweighted base  | 4316   | 1992 | 2312   | 484   | 671   | 731   | 785   | 678   | 967 | 1317 | 1344 | 602 | 1053 | 192        | 524        | 392                      | 412           | 337           | 527   | 377             | 519    | 642        | 394        |
| Weighted base    | 4316   | 2099 | 2204   | 513   | 737   | 767   | 755   | 642   | 901 | 1177 | 1264 | 916 | 959  | 199        | 544        | 406                      | 432           | 350           | 237   | 449             | 630    | 665        | 406        |
| NET: Statement A | 2099   | 959  | 1131   | 240   | 333   | 343   | 369   | 351   | 463 | 625  | 613  | 406 | 455  | 102        | 263        | 179                      | 195           | 166           | 130   | 229             | 310    | 305        | 219        |
|                  | 49%    | 46%  | 51%    | 47%   | 45%   | 45%   | 49%   | 55%   | 51% | 53%  | 48%  | 44% | 47%  | 51%        | 48%        | 44%                      | 45%           | 48%           | 55%   | 51%             | 49%    | 46%        | 54%        |
| 0                | 454    | 172  | 277    | 44    | 61    | 84    | 80    | 67    | 119 | 116  | 133  | 96  | 109  | 28         | 51         | 29                       | 51            | 31            | 30    | 50              | 67     | 68         | 48         |
|                  | 11%    | 8%   | 13%    | 9%    | 8%    | 11%   | 11%   | 10%   | 13% | 10%  | 10%  | 11% | 11%  | 14%        | 9%         | 7%                       | 12%           | 9%            | 13%   | 11%             | 11%    | 10%        | 12%        |
| 1                | 255    | 113  | 140    | 26    | 29    | 34    | 52    | 46    | 69  | 93   | 81   | 36  | 46   | 8          | 38         | 21                       | 25            | 20            | 16    | 24              | 36     | 39         | 28         |
|                  | 6%     | 5%   | 6%     | 5%    | 4%    | 4%    | 7%    | 7%    | 8%  | 8%   | 6%   | 4%  | 5%   | 4%         | 7%         | 5%                       | 6%            | 6%            | 7%    | 5%              | 6%     | 6%         | 7%         |
| 2                | 470    | 234  | 235    | 51    | 77    | 59    | 78    | 84    | 121 | 145  | 127  | 94  | 104  | 20         | 60         | 44                       | 38            | 41            | 33    | 41              | 70     | 75         | 49         |
|                  | 11%    | 11%  | 11%    | 10%   | 10%   | 8%    | 10%   | 13%   | 13% | 12%  | 10%  | 10% | 11%  | 10%        | 11%        | 11%                      | 9%            | 12%           | 14%   | 9%              | 11%    | 11%        | 12%        |
| 3                | 521    | 249  | 273    | 62    | 83    | 91    | 89    | 94    | 102 | 155  | 162  | 104 | 99   | 32         | 57         | 55                       | 38            | 43            | 28    | 65              | 76     | 75         | 53         |
|                  | 12%    | 12%  | 12%    | 12%   | 11%   | 12%   | 12%   | 15%   | 11% | 13%  | 13%  | 11% | 10%  | 16%        | 10%        | 14%                      | 9%            | 12%           | 12%   | 14%             | 12%    | 11%        | 13%        |
| 4                | 398    | 190  | 207    | 56    | 84    | 75    | 70    | 60    | 53  | 115  | 110  | 75  | 98   | 14         | 58         | 30                       | 44            | 31            | 23    | 50              | 61     | 48         | 40         |
|                  | 9%     | 9%   | 9%     | 11%   | 11%   | 10%   | 9%    | 9%    | 6%  | 10%  | 9%   | 8%  | 10%  | 7%         | 11%        | 7%                       | 10%           | 9%            | 10%   | 11%             | 10%    | 7%         | 10%        |
| 5                | 1007   | 456  | 548    | 113   | 193   | 211   | 195   | 123   | 173 | 239  | 305  | 234 | 230  | 32         | 115        | 106                      | 106           | 87            | 51    | 104             | 159    | 164        | 83         |
|                  | 23%    | 22%  | 25%    | 22%   | 26%   | 27%   | 26%   | 19%   | 19% | 20%  | 24%  | 26% | 24%  | 16%        | 21%        | 26%                      | 25%           | 25%           | 21%   | 23%             | 25%    | 25%        | 20%        |
| 6                | 356    | 197  | 159    | 52    | 62    | 67    | 62    | 43    | 69  | 103  | 95   | 84  | 73   | 15         | 62         | 32                       | 31            | 29            | 15    | 41              | 41     | 58         | 33         |
|                  | 8%     | 9%   | 7%     | 10%   | 8%    | 9%    | 8%    | 7%    | 8%  | 9%   | 8%   | 9%  | 8%   | 7%         | 11%        | 8%                       | 7%            | 8%            | 6%    | 9%              | 7%     | 9%         | 8%         |
| 7                | 267    | 145  | 122    | 36    | 47    | 45    | 37    | 47    | 54  | 72   | 95   | 46  | 54   | 13         | 34         | 30                       | 24            | 18            | 13    | 19              | 42     | 54         | 20         |
|                  | 6%     | 7%   | 6%     | 7%    | 6%    | 6%    | 5%    | 7%    | 6%  | 6%   | 8%   | 5%  | 6%   | 6%         | 6%         | 7%                       | 6%            | 5%            | 5%    | 4%              | 7%     | 8%         | 5%         |
| 8                | 260    | 152  | 107    | 27    | 45    | 40    | 43    | 33    | 72  | 61   | 66   | 75  | 58   | 18         | 30         | 27                       | 34            | 26            | 14    | 24              | 34     | 33         | 21         |
|                  | 6%     | 7%   | 5%     | 5%    | 6%    | 5%    | 6%    | 5%    | 8%  | 5%   | 5%   | 8%  | 6%   | 9%         | 5%         | 7%                       | 8%            | 8%            | 6%    | 5%              | 5%     | 5%         | 5%         |
| 9                | 143    | 85   | 58     | 22    | 25    | 25    | 17    | 21    | 33  | 30   | 44   | 36  | 33   | 13         | 13         | 11                       | 18            | 11            | 4     | 15              | 18     | 27         | 14         |
|                  | 3%     | 4%   | 3%     | 4%    | 3%    | 3%    | 2%    | 3%    | 4%  | 3%   | 3%   | 4%  | 3%   | 6%         | 2%         | 3%                       | 4%            | 3%            | 2%    | 3%              | 3%     | 4%         | 4%         |
| 10               | 184    | 106  | 78     | 23    | 32    | 36    | 33    | 24    | 36  | 48   | 46   | 35  | 56   | 7          | 26         | 21                       | 24            | 12            | 10    | 17              | 27     | 24         | 16         |
|                  | 4%     | 5%   | 4%     | 4%    | 4%    | 5%    | 4%    | 4%    | 4%  | 4%   | 4%   | 4%  | 6%   | 3%         | 5%         | 5%                       | 5%            | 3%            | 4%    | 4%              | 4%     | 4%         | 4%         |
| NET: Statement B | 1210   | 684  | 524    | 160   | 211   | 214   | 191   | 168   | 266 | 314  | 346  | 276 | 274  | 64         | 165        | 121                      | 130           | 97            | 56    | 115             | 161    | 196        | 104        |
|                  | 28%    | 33%  | 24%    | 31%   | 29%   | 28%   | 25%   | 26%   | 29% | 27%  | 27%  | 30% | 29%  | 32%        | 30%        | 30%                      | 30%           | 28%           | 24%   | 26%             | 26%    | 29%        | 26%        |

## Charity Commission Public Trust Survey 2023

### Online Fieldwork: 24th to 31st January 2023

Absolutes/col percents

Table 59

**Q18f. Please read the following pairs of statements. In each case, please use the scale to indicate which statement you agree with, using a 0-10 scale on which 0 means you completely agree with statement A, and 10 means you completely agree with statement B.**  
**Statement A:- The way charities go about meeting their charitable purpose is as important as whether they fulfil their charitable purpose or not**  
**OR Statement B:- It is more important that charities fulfil their charitable purpose than how they go about doing so**  
**Base: All respondents**

|                    | Gender |      |        | Age   |       |       |       |       |      | SEG  |      |      |      | Region     |            |                          |               |               |       |                 |        |            |            |
|--------------------|--------|------|--------|-------|-------|-------|-------|-------|------|------|------|------|------|------------|------------|--------------------------|---------------|---------------|-------|-----------------|--------|------------|------------|
|                    | Total  | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+  | AB   | C1   | C2   | DE   | North East | North West | Yorkshire and the Humber | West Midlands | East Midlands | Wales | East of England | London | South East | South West |
| Weighted base      | 4316   | 2099 | 2204   | 513   | 737   | 767   | 755   | 642   | 901  | 1177 | 1264 | 916  | 959  | 199        | 544        | 406                      | 432           | 350           | 237   | 449             | 630    | 665        | 406        |
| Mean               | 4.31   | 4.57 | 4.07   | 4.51  | 4.53  | 4.44  | 4.21  | 4.10  | 4.14 | 4.13 | 4.28 | 4.48 | 4.41 | 4.32       | 4.35       | 4.56                     | 4.49          | 4.35          | 3.99  | 4.21            | 4.25   | 4.36       | 4.08       |
| Standard deviation | 2.67   | 2.69 | 2.62   | 2.63  | 2.55  | 2.62  | 2.62  | 2.66  | 2.85 | 2.63 | 2.63 | 2.66 | 2.76 | 2.89       | 2.65       | 2.60                     | 2.81          | 2.59          | 2.69  | 2.60            | 2.63   | 2.66       | 2.69       |
| Standard error     | 0.04   | 0.06 | 0.05   | 0.12  | 0.10  | 0.10  | 0.09  | 0.10  | 0.09 | 0.07 | 0.07 | 0.11 | 0.08 | 0.21       | 0.12       | 0.13                     | 0.14          | 0.14          | 0.12  | 0.13            | 0.12   | 0.10       | 0.14       |

## Charity Commission Public Trust Survey 2023

### Online Fieldwork: 24th to 31st January 2023

Absolutes/col percents

Table 60

**Q18g. Please read the following pairs of statements. In each case, please use the scale to indicate which statement you agree with, using a 0-10 scale on which 0 means you completely agree with statement A, and 10 means you completely agree with statement B.**  
**Statement A:- Charities play a less important role in today's society than they used to**  
**OR Statement B:- Charities are more important in today's society than they've ever been**  
**Base: All respondents**

|                  | Gender      |             |             | Age        |            |            |            |            |            | SEG        |            |            |            | Region     |            |                          |               |               |            |                 |            |            |            |
|------------------|-------------|-------------|-------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|--------------------------|---------------|---------------|------------|-----------------|------------|------------|------------|
|                  | Total       | Male        | Female      | 18-24      | 25-34      | 35-44      | 45-54      | 55-64      | 65+        | AB         | C1         | C2         | DE         | North East | North West | Yorkshire and the Humber | West Midlands | East Midlands | Wales      | East of England | London     | South East | South West |
| Unweighted base  | 4316        | 1992        | 2312        | 484        | 671        | 731        | 785        | 678        | 967        | 1317       | 1344       | 602        | 1053       | 192        | 524        | 392                      | 412           | 337           | 527        | 377             | 519        | 642        | 394        |
| Weighted base    | 4316        | 2099        | 2204        | 513        | 737        | 767        | 755        | 642        | 901        | 1177       | 1264       | 916        | 959        | 199        | 544        | 406                      | 432           | 350           | 237        | 449             | 630        | 665        | 406        |
| NET: Statement A | 525<br>12%  | 307<br>15%  | 213<br>10%  | 96<br>19%  | 112<br>15% | 113<br>15% | 59<br>8%   | 62<br>10%  | 83<br>9%   | 148<br>13% | 146<br>12% | 111<br>12% | 120<br>12% | 32<br>16%  | 67<br>12%  | 40<br>10%                | 62<br>14%     | 37<br>11%     | 25<br>11%  | 46<br>10%       | 125<br>20% | 54<br>8%   | 37<br>9%   |
| 0                | 67<br>2%    | 45<br>2%    | 20<br>1%    | 7<br>1%    | 11<br>1%   | 13<br>2%   | 5<br>1%    | 11<br>2%   | 19<br>2%   | 12<br>1%   | 19<br>1%   | 13<br>1%   | 22<br>2%   | 3<br>1%    | 8<br>1%    | 9<br>2%                  | 5<br>1%       | 5<br>1%       | 3<br>1%    | 12<br>3%        | 10<br>2%   | 4<br>1%    | 9<br>2%    |
| 1                | 43<br>1%    | 23<br>1%    | 20<br>1%    | 7<br>1%    | 7<br>1%    | 10<br>1%   | 2<br>*     | 8<br>1%    | 9<br>1%    | 19<br>2%   | 9<br>1%    | 7<br>1%    | 8<br>1%    | 5<br>2%    | 2<br>*     | 6<br>1%                  | 8<br>2%       | 5<br>2%       | 2<br>1%    | 3<br>1%         | 7<br>1%    | 6<br>1%    | 1<br>*     |
| 2                | 115<br>3%   | 74<br>4%    | 41<br>2%    | 16<br>3%   | 26<br>4%   | 22<br>3%   | 20<br>3%   | 14<br>2%   | 16<br>2%   | 32<br>3%   | 30<br>2%   | 29<br>3%   | 24<br>3%   | 8<br>4%    | 14<br>3%   | 9<br>2%                  | 13<br>3%      | 8<br>2%       | 7<br>3%    | 6<br>1%         | 32<br>5%   | 14<br>2%   | 4<br>1%    |
| 3                | 145<br>3%   | 78<br>4%    | 64<br>3%    | 32<br>6%   | 32<br>4%   | 32<br>4%   | 14<br>2%   | 11<br>2%   | 23<br>3%   | 39<br>3%   | 38<br>3%   | 38<br>4%   | 29<br>3%   | 10<br>5%   | 23<br>4%   | 9<br>2%                  | 16<br>4%      | 7<br>2%       | 7<br>3%    | 17<br>4%        | 36<br>6%   | 15<br>2%   | 5<br>1%    |
| 4                | 156<br>4%   | 87<br>4%    | 69<br>3%    | 34<br>7%   | 36<br>5%   | 35<br>5%   | 18<br>2%   | 17<br>3%   | 15<br>2%   | 46<br>4%   | 49<br>4%   | 23<br>3%   | 37<br>4%   | 7<br>3%    | 21<br>4%   | 7<br>2%                  | 20<br>5%      | 11<br>3%      | 8<br>3%    | 8<br>2%         | 41<br>6%   | 16<br>2%   | 18<br>4%   |
| 5                | 745<br>17%  | 378<br>18%  | 366<br>17%  | 95<br>18%  | 151<br>20% | 151<br>20% | 142<br>19% | 88<br>14%  | 119<br>13% | 190<br>16% | 198<br>16% | 183<br>20% | 174<br>18% | 24<br>12%  | 91<br>17%  | 72<br>18%                | 87<br>20%     | 61<br>17%     | 40<br>17%  | 68<br>15%       | 111<br>18% | 119<br>18% | 74<br>18%  |
| 6                | 354<br>8%   | 179<br>9%   | 174<br>8%   | 72<br>14%  | 78<br>11%  | 50<br>7%   | 56<br>7%   | 38<br>6%   | 59<br>7%   | 97<br>8%   | 106<br>8%  | 82<br>9%   | 69<br>7%   | 15<br>7%   | 35<br>6%   | 28<br>7%                 | 27<br>6%      | 31<br>9%      | 18<br>7%   | 42<br>9%        | 63<br>10%  | 57<br>9%   | 39<br>10%  |
| 7                | 557<br>13%  | 294<br>14%  | 261<br>12%  | 78<br>15%  | 93<br>13%  | 107<br>14% | 91<br>12%  | 80<br>12%  | 108<br>12% | 152<br>13% | 192<br>15% | 113<br>12% | 99<br>10%  | 18<br>9%   | 87<br>16%  | 55<br>14%                | 51<br>12%     | 52<br>15%     | 27<br>12%  | 57<br>13%       | 67<br>11%  | 87<br>13%  | 55<br>14%  |
| 8                | 633<br>15%  | 327<br>16%  | 305<br>14%  | 65<br>13%  | 96<br>13%  | 95<br>12%  | 106<br>14% | 117<br>18% | 154<br>17% | 175<br>15% | 200<br>16% | 116<br>13% | 142<br>15% | 18<br>9%   | 76<br>14%  | 58<br>14%                | 50<br>12%     | 57<br>16%     | 47<br>20%  | 67<br>15%       | 95<br>15%  | 90<br>14%  | 74<br>18%  |
| 9                | 521<br>12%  | 230<br>11%  | 292<br>13%  | 34<br>7%   | 71<br>10%  | 83<br>11%  | 107<br>14% | 89<br>14%  | 138<br>15% | 135<br>12% | 155<br>12% | 122<br>13% | 110<br>11% | 29<br>15%  | 71<br>13%  | 55<br>14%                | 56<br>13%     | 37<br>11%     | 27<br>12%  | 58<br>13%       | 53<br>8%   | 99<br>15%  | 37<br>9%   |
| 10               | 981<br>23%  | 384<br>18%  | 593<br>27%  | 75<br>15%  | 136<br>18% | 169<br>22% | 193<br>26% | 168<br>26% | 241<br>27% | 278<br>24% | 268<br>21% | 189<br>21% | 246<br>26% | 64<br>32%  | 118<br>22% | 97<br>24%                | 98<br>23%     | 76<br>22%     | 53<br>22%  | 111<br>25%      | 116<br>18% | 158<br>24% | 90<br>22%  |
| NET: Statement B | 3046<br>71% | 1414<br>67% | 1625<br>74% | 322<br>63% | 475<br>64% | 504<br>66% | 553<br>73% | 492<br>77% | 699<br>78% | 839<br>71% | 920<br>73% | 621<br>68% | 665<br>69% | 143<br>72% | 386<br>71% | 294<br>72%               | 282<br>65%    | 252<br>72%    | 173<br>73% | 335<br>75%      | 394<br>63% | 492<br>74% | 294<br>73% |

## Charity Commission Public Trust Survey 2023

### Online Fieldwork: 24th to 31st January 2023

Absolutes/col percents

Table 60

**Q18g. Please read the following pairs of statements. In each case, please use the scale to indicate which statement you agree with, using a 0-10 scale on which 0 means you completely agree with statement A, and 10 means you completely agree with statement B.**

**Statement A:- Charities play a less important role in today's society than they used to**

**OR Statement B:- Charities are more important in today's society than they've ever been**

**Base: All respondents**

|                    | Gender |      |        | Age   |       |       |       |       |      | SEG  |      |      |      | Region     |            |                          |               |               |       |                 |        |            |            |
|--------------------|--------|------|--------|-------|-------|-------|-------|-------|------|------|------|------|------|------------|------------|--------------------------|---------------|---------------|-------|-----------------|--------|------------|------------|
|                    | Total  | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+  | AB   | C1   | C2   | DE   | North East | North West | Yorkshire and the Humber | West Midlands | East Midlands | Wales | East of England | London | South East | South West |
| Weighted base      | 4316   | 2099 | 2204   | 513   | 737   | 767   | 755   | 642   | 901  | 1177 | 1264 | 916  | 959  | 199        | 544        | 406                      | 432           | 350           | 237   | 449             | 630    | 665        | 406        |
| Mean               | 7.10   | 6.81 | 7.38   | 6.41  | 6.71  | 6.89  | 7.40  | 7.45  | 7.50 | 7.13 | 7.14 | 6.97 | 7.14 | 7.31       | 7.12       | 7.22                     | 6.96          | 7.11          | 7.22  | 7.26            | 6.57   | 7.35       | 7.16       |
| Standard deviation | 2.47   | 2.51 | 2.38   | 2.40  | 2.47  | 2.55  | 2.30  | 2.43  | 2.44 | 2.47 | 2.38 | 2.47 | 2.57 | 2.76       | 2.41       | 2.49                     | 2.56          | 2.40          | 2.37  | 2.49            | 2.59   | 2.29       | 2.32       |
| Standard error     | 0.04   | 0.06 | 0.05   | 0.11  | 0.10  | 0.09  | 0.08  | 0.09  | 0.08 | 0.07 | 0.06 | 0.10 | 0.08 | 0.20       | 0.11       | 0.13                     | 0.13          | 0.13          | 0.10  | 0.13            | 0.11   | 0.09       | 0.12       |

## Charity Commission Public Trust Survey 2023

### Online Fieldwork: 24th to 31st January 2023

Absolutes/col percents

Table 61

**Q18h. Please read the following pairs of statements. In each case, please use the scale to indicate which statement you agree with, using a 0-10 scale on which 0 means you completely agree with statement A, and 10 means you completely agree with statement B.**  
**Statement A:- There's nothing wrong with charities campaigning for change in society if it helps them meet the needs of those who rely on them**  
**OR Statement B:- Charities should focus on meeting the needs of those who rely on them rather than pushing for change in society**  
**Base: All respondents**

|                  | Gender |      |        | Age   |       |       |       |       |     | SEG  |      |     |      | Region     |            |                          |               |               |       |                 |        |            |            |
|------------------|--------|------|--------|-------|-------|-------|-------|-------|-----|------|------|-----|------|------------|------------|--------------------------|---------------|---------------|-------|-----------------|--------|------------|------------|
|                  | Total  | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB   | C1   | C2  | DE   | North East | North West | Yorkshire and the Humber | West Midlands | East Midlands | Wales | East of England | London | South East | South West |
| Unweighted base  | 4316   | 1992 | 2312   | 484   | 671   | 731   | 785   | 678   | 967 | 1317 | 1344 | 602 | 1053 | 192        | 524        | 392                      | 412           | 337           | 527   | 377             | 519    | 642        | 394        |
| Weighted base    | 4316   | 2099 | 2204   | 513   | 737   | 767   | 755   | 642   | 901 | 1177 | 1264 | 916 | 959  | 199        | 544        | 406                      | 432           | 350           | 237   | 449             | 630    | 665        | 406        |
| NET: Statement A | 2177   | 1032 | 1136   | 266   | 400   | 391   | 349   | 349   | 423 | 636  | 657  | 409 | 474  | 109        | 255        | 210                      | 210           | 165           | 123   | 226             | 335    | 334        | 211        |
|                  | 50%    | 49%  | 52%    | 52%   | 54%   | 51%   | 46%   | 54%   | 47% | 54%  | 52%  | 45% | 49%  | 55%        | 47%        | 52%                      | 49%           | 47%           | 52%   | 50%             | 53%    | 50%        | 52%        |
| 0                | 544    | 215  | 323    | 63    | 105   | 114   | 86    | 77    | 100 | 156  | 164  | 103 | 122  | 32         | 59         | 62                       | 59            | 40            | 29    | 45              | 84     | 82         | 52         |
|                  | 13%    | 10%  | 15%    | 12%   | 14%   | 15%   | 11%   | 12%   | 11% | 13%  | 13%  | 11% | 13%  | 16%        | 11%        | 15%                      | 14%           | 11%           | 12%   | 10%             | 13%    | 12%        | 13%        |
| 1                | 290    | 135  | 153    | 25    | 61    | 46    | 51    | 49    | 58  | 78   | 83   | 64  | 64   | 11         | 31         | 25                       | 31            | 22            | 17    | 32              | 52     | 46         | 22         |
|                  | 7%     | 6%   | 7%     | 5%    | 8%    | 6%    | 7%    | 8%    | 6%  | 7%   | 7%   | 7%  | 7%   | 6%         | 6%         | 6%                       | 7%            | 6%            | 7%    | 7%              | 8%     | 7%         | 5%         |
| 2                | 487    | 245  | 242    | 48    | 92    | 76    | 71    | 91    | 109 | 150  | 136  | 97  | 104  | 21         | 59         | 43                       | 39            | 43            | 34    | 56              | 69     | 71         | 52         |
|                  | 11%    | 12%  | 11%    | 9%    | 12%   | 10%   | 9%    | 14%   | 12% | 13%  | 11%  | 11% | 11%  | 11%        | 11%        | 11%                      | 9%            | 12%           | 14%   | 12%             | 11%    | 11%        | 13%        |
| 3                | 477    | 253  | 224    | 73    | 71    | 87    | 81    | 74    | 91  | 142  | 155  | 83  | 97   | 25         | 68         | 50                       | 46            | 28            | 26    | 42              | 69     | 79         | 45         |
|                  | 11%    | 12%  | 10%    | 14%   | 10%   | 11%   | 11%   | 12%   | 10% | 12%  | 12%  | 9%  | 10%  | 12%        | 12%        | 11%                      | 11%           | 8%            | 11%   | 9%              | 11%    | 12%        | 11%        |
| 4                | 379    | 184  | 194    | 57    | 71    | 68    | 60    | 58    | 65  | 110  | 120  | 62  | 87   | 20         | 40         | 30                       | 35            | 32            | 16    | 50              | 61     | 55         | 40         |
|                  | 9%     | 9%   | 9%     | 11%   | 10%   | 9%    | 8%    | 9%    | 7%  | 9%   | 9%   | 7%  | 9%   | 10%        | 7%         | 7%                       | 8%            | 9%            | 7%    | 11%             | 10%    | 8%         | 10%        |
| 5                | 823    | 347  | 474    | 99    | 151   | 191   | 171   | 103   | 108 | 194  | 237  | 187 | 205  | 26         | 106        | 80                       | 95            | 76            | 43    | 79              | 124    | 122        | 73         |
|                  | 19%    | 17%  | 21%    | 19%   | 20%   | 25%   | 23%   | 16%   | 12% | 16%  | 19%  | 20% | 21%  | 13%        | 19%        | 20%                      | 22%           | 22%           | 18%   | 18%             | 20%    | 18%        | 18%        |
| 6                | 256    | 119  | 137    | 36    | 42    | 48    | 49    | 36    | 45  | 59   | 83   | 65  | 49   | 10         | 38         | 21                       | 27            | 15            | 15    | 28              | 43     | 36         | 23         |
|                  | 6%     | 6%   | 6%     | 7%    | 6%    | 6%    | 6%    | 6%    | 5%  | 5%   | 7%   | 7%  | 5%   | 5%         | 7%         | 5%                       | 6%            | 4%            | 6%    | 6%              | 7%     | 5%         | 6%         |
| 7                | 310    | 164  | 145    | 37    | 61    | 51    | 45    | 38    | 77  | 97   | 90   | 68  | 54   | 20         | 55         | 25                       | 23            | 33            | 16    | 40              | 32     | 45         | 21         |
|                  | 7%     | 8%   | 7%     | 7%    | 8%    | 7%    | 6%    | 6%    | 9%  | 8%   | 7%   | 7%  | 6%   | 10%        | 10%        | 6%                       | 5%            | 9%            | 7%    | 9%              | 5%     | 7%         | 5%         |
| 8                | 263    | 158  | 104    | 23    | 27    | 40    | 50    | 37    | 85  | 64   | 68   | 81  | 49   | 9          | 23         | 28                       | 28            | 21            | 13    | 33              | 38     | 42         | 27         |
|                  | 6%     | 8%   | 5%     | 4%    | 4%    | 5%    | 7%    | 6%    | 9%  | 5%   | 5%   | 9%  | 5%   | 4%         | 4%         | 7%                       | 6%            | 6%            | 5%    | 7%              | 6%     | 6%         | 7%         |
| 9                | 179    | 110  | 69     | 18    | 13    | 15    | 35    | 30    | 68  | 53   | 53   | 33  | 41   | 7          | 15         | 13                       | 14            | 19            | 10    | 21              | 19     | 41         | 19         |
|                  | 4%     | 5%   | 3%     | 4%    | 2%    | 2%    | 5%    | 5%    | 8%  | 4%   | 4%   | 4%  | 4%   | 4%         | 3%         | 3%                       | 3%            | 6%            | 4%    | 5%              | 3%     | 6%         | 5%         |
| 10               | 309    | 168  | 139    | 34    | 44    | 31    | 56    | 50    | 94  | 74   | 76   | 72  | 86   | 17         | 52         | 29                       | 35            | 20            | 18    | 23              | 40     | 44         | 31         |
|                  | 7%     | 8%   | 6%     | 7%    | 6%    | 4%    | 7%    | 8%    | 10% | 6%   | 6%   | 8%  | 9%   | 9%         | 10%        | 7%                       | 8%            | 6%            | 8%    | 5%              | 6%     | 7%         | 8%         |
| NET: Statement B | 1317   | 720  | 595    | 148   | 187   | 185   | 235   | 191   | 370 | 348  | 370  | 319 | 280  | 63         | 183        | 116                      | 127           | 109           | 72    | 144             | 172    | 209        | 122        |
|                  | 31%    | 34%  | 27%    | 29%   | 25%   | 24%   | 31%   | 30%   | 41% | 30%  | 29%  | 35% | 29%  | 32%        | 34%        | 29%                      | 29%           | 31%           | 30%   | 32%             | 27%    | 31%        | 30%        |

## Charity Commission Public Trust Survey 2023

### Online Fieldwork: 24th to 31st January 2023

Absolutes/col percents

Table 61

**Q18h. Please read the following pairs of statements. In each case, please use the scale to indicate which statement you agree with, using a 0-10 scale on which 0 means you completely agree with statement A, and 10 means you completely agree with statement B.**  
**Statement A:- There's nothing wrong with charities campaigning for change in society if it helps them meet the needs of those who rely on them**  
**OR Statement B:- Charities should focus on meeting the needs of those who rely on them rather than pushing for change in society**  
**Base: All respondents**

|                    | Gender |      |        | Age   |       |       |       |       |      | SEG  |      |      |      | Region     |            |                          |               |               |       |                 |        |            |            |
|--------------------|--------|------|--------|-------|-------|-------|-------|-------|------|------|------|------|------|------------|------------|--------------------------|---------------|---------------|-------|-----------------|--------|------------|------------|
|                    | Total  | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+  | AB   | C1   | C2   | DE   | North East | North West | Yorkshire and the Humber | West Midlands | East Midlands | Wales | East of England | London | South East | South West |
| Weighted base      | 4316   | 2099 | 2204   | 513   | 737   | 767   | 755   | 642   | 901  | 1177 | 1264 | 916  | 959  | 199        | 544        | 406                      | 432           | 350           | 237   | 449             | 630    | 665        | 406        |
| Mean               | 4.36   | 4.60 | 4.15   | 4.34  | 4.00  | 4.04  | 4.52  | 4.28  | 4.88 | 4.23 | 4.26 | 4.61 | 4.42 | 4.25       | 4.58       | 4.22                     | 4.36          | 4.48          | 4.29  | 4.43            | 4.15   | 4.42       | 4.36       |
| Standard deviation | 2.95   | 2.99 | 2.89   | 2.82  | 2.83  | 2.70  | 2.92  | 3.00  | 3.23 | 2.94 | 2.88 | 2.98 | 3.01 | 3.09       | 2.95       | 3.00                     | 2.98          | 2.90          | 3.00  | 2.84            | 2.89   | 2.99       | 2.98       |
| Standard error     | 0.04   | 0.07 | 0.06   | 0.13  | 0.11  | 0.10  | 0.10  | 0.12  | 0.10 | 0.08 | 0.08 | 0.12 | 0.09 | 0.22       | 0.13       | 0.15                     | 0.15          | 0.16          | 0.13  | 0.15            | 0.13   | 0.12       | 0.15       |



## Charity Commission Public Trust Survey 2023

### Online Fieldwork: 24th to 31st January 2023

Absolutes/col percents

Table 62

**Q18i. Please read the following pairs of statements. In each case, please use the scale to indicate which statement you agree with, using a 0-10 scale on which 0 means you completely agree with statement A, and 10 means you completely agree with statement B.**  
**Statement A:- Charities should respond to social and cultural debates if they want to stay relevant and keep the support of people like me**  
**OR Statement B:- Charities should not get involved in social and cultural debates if they want to keep the support of people like me**  
**Base: All respondents**

|                  | Gender |      |        | Age   |       |       |       |       |     | SEG  |      |     |      | Region     |            |                          |               |               |       |                 |        |            |            |
|------------------|--------|------|--------|-------|-------|-------|-------|-------|-----|------|------|-----|------|------------|------------|--------------------------|---------------|---------------|-------|-----------------|--------|------------|------------|
|                  | Total  | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB   | C1   | C2  | DE   | North East | North West | Yorkshire and the Humber | West Midlands | East Midlands | Wales | East of England | London | South East | South West |
| Unweighted base  | 4316   | 1992 | 2312   | 484   | 671   | 731   | 785   | 678   | 967 | 1317 | 1344 | 602 | 1053 | 192        | 524        | 392                      | 412           | 337           | 527   | 377             | 519    | 642        | 394        |
| Weighted base    | 4316   | 2099 | 2204   | 513   | 737   | 767   | 755   | 642   | 901 | 1177 | 1264 | 916 | 959  | 199        | 544        | 406                      | 432           | 350           | 237   | 449             | 630    | 665        | 406        |
| NET: Statement A | 1769   | 869  | 895    | 232   | 343   | 288   | 283   | 286   | 337 | 494  | 563  | 338 | 375  | 88         | 221        | 158                      | 121           | 101           | 180   | 282             | 267    | 179        | 179        |
|                  | 41%    | 41%  | 41%    | 45%   | 47%   | 38%   | 38%   | 45%   | 37% | 42%  | 45%  | 37% | 39%  | 45%        | 41%        | 39%                      | 40%           | 35%           | 42%   | 40%             | 45%    | 40%        | 44%        |
| 0                | 351    | 159  | 189    | 45    | 64    | 70    | 49    | 53    | 69  | 101  | 107  | 75  | 68   | 24         | 46         | 26                       | 34            | 21            | 20    | 38              | 58     | 52         | 33         |
|                  | 8%     | 8%   | 9%     | 9%    | 9%    | 9%    | 6%    | 8%    | 8%  | 9%   | 8%   | 8%  | 7%   | 12%        | 8%         | 6%                       | 8%            | 6%            | 8%    | 9%              | 9%     | 8%         | 8%         |
| 1                | 177    | 85   | 90     | 18    | 38    | 22    | 23    | 37    | 38  | 52   | 50   | 34  | 41   | 5          | 21         | 18                       | 22            | 13            | 12    | 17              | 28     | 25         | 16         |
|                  | 4%     | 4%   | 4%     | 4%    | 5%    | 3%    | 3%    | 6%    | 4%  | 5%   | 4%   | 4%  | 4%   | 2%         | 4%         | 4%                       | 5%            | 4%            | 5%    | 4%              | 5%     | 4%         | 4%         |
| 2                | 371    | 188  | 183    | 48    | 63    | 61    | 62    | 60    | 76  | 93   | 120  | 71  | 87   | 19         | 56         | 25                       | 31            | 31            | 23    | 34              | 52     | 61         | 40         |
|                  | 9%     | 9%   | 8%     | 9%    | 9%    | 8%    | 8%    | 9%    | 8%  | 8%   | 9%   | 8%  | 9%   | 10%        | 10%        | 6%                       | 7%            | 9%            | 10%   | 7%              | 8%     | 9%         | 10%        |
| 3                | 465    | 245  | 219    | 58    | 97    | 67    | 88    | 81    | 74  | 140  | 151  | 81  | 94   | 24         | 50         | 48                       | 40            | 28            | 30    | 43              | 82     | 78         | 42         |
|                  | 11%    | 12%  | 10%    | 11%   | 13%   | 9%    | 12%   | 13%   | 8%  | 12%  | 12%  | 9%  | 10%  | 12%        | 9%         | 12%                      | 9%            | 8%            | 13%   | 10%             | 13%    | 12%        | 10%        |
| 4                | 405    | 192  | 213    | 62    | 81    | 67    | 61    | 54    | 80  | 108  | 135  | 78  | 84   | 17         | 48         | 42                       | 45            | 28            | 16    | 48              | 63     | 51         | 48         |
|                  | 9%     | 9%   | 10%    | 12%   | 11%   | 9%    | 8%    | 8%    | 9%  | 9%   | 11%  | 9%  | 9%   | 8%         | 9%         | 10%                      | 10%           | 8%            | 7%    | 11%             | 10%    | 8%         | 12%        |
| 5                | 1270   | 510  | 754    | 142   | 215   | 279   | 269   | 166   | 198 | 288  | 371  | 308 | 302  | 52         | 153        | 134                      | 140           | 108           | 63    | 147             | 167    | 203        | 104        |
|                  | 29%    | 24%  | 34%    | 28%   | 29%   | 36%   | 36%   | 26%   | 22% | 25%  | 29%  | 34% | 32%  | 26%        | 28%        | 33%                      | 33%           | 31%           | 26%   | 33%             | 26%    | 31%        | 26%        |
| 6                | 271    | 132  | 137    | 46    | 41    | 50    | 39    | 35    | 61  | 92   | 78   | 37  | 64   | 10         | 39         | 19                       | 19            | 28            | 16    | 31              | 54     | 36         | 20         |
|                  | 6%     | 6%   | 6%     | 9%    | 6%    | 6%    | 5%    | 5%    | 7%  | 8%   | 6%   | 4%  | 7%   | 5%         | 7%         | 5%                       | 4%            | 8%            | 7%    | 7%              | 9%     | 5%         | 5%         |
| 7                | 285    | 154  | 131    | 25    | 50    | 49    | 45    | 39    | 77  | 96   | 76   | 61  | 53   | 13         | 34         | 27                       | 26            | 30            | 11    | 22              | 37     | 55         | 29         |
|                  | 7%     | 7%   | 6%     | 5%    | 7%    | 6%    | 6%    | 6%    | 9%  | 8%   | 6%   | 7%  | 6%   | 7%         | 6%         | 7%                       | 6%            | 9%            | 5%    | 5%              | 6%     | 8%         | 7%         |
| 8                | 260    | 156  | 104    | 33    | 34    | 35    | 39    | 36    | 82  | 67   | 59   | 80  | 54   | 13         | 29         | 24                       | 24            | 24            | 16    | 32              | 36     | 36         | 26         |
|                  | 6%     | 7%   | 5%     | 6%    | 5%    | 5%    | 5%    | 6%    | 9%  | 6%   | 5%   | 9%  | 6%   | 6%         | 5%         | 6%                       | 6%            | 7%            | 7%    | 7%              | 6%     | 5%         | 6%         |
| 9                | 160    | 91   | 68     | 13    | 16    | 29    | 26    | 23    | 53  | 46   | 42   | 37  | 36   | 5          | 27         | 14                       | 13            | 11            | 10    | 9               | 25     | 28         | 18         |
|                  | 4%     | 4%   | 3%     | 3%    | 2%    | 4%    | 3%    | 4%    | 6%  | 4%   | 3%   | 4%  | 4%   | 3%         | 5%         | 3%                       | 3%            | 3%            | 4%    | 2%              | 4%     | 4%         | 5%         |
| 10               | 301    | 186  | 115    | 22    | 38    | 38    | 52    | 58    | 93  | 94   | 75   | 55  | 76   | 17         | 41         | 29                       | 38            | 28            | 21    | 28              | 29     | 41         | 29         |
|                  | 7%     | 9%   | 5%     | 4%    | 5%    | 5%    | 7%    | 9%    | 10% | 8%   | 6%   | 6%  | 8%   | 9%         | 7%         | 7%                       | 9%            | 8%            | 9%    | 6%              | 5%     | 6%         | 7%         |
| NET: Statement B | 1277   | 719  | 555    | 139   | 179   | 200   | 202   | 190   | 366 | 395  | 331  | 269 | 282  | 59         | 170        | 113                      | 120           | 121           | 74    | 122             | 181    | 195        | 122        |
|                  | 30%    | 34%  | 25%    | 27%   | 24%   | 26%   | 27%   | 30%   | 41% | 34%  | 26%  | 29% | 29%  | 29%        | 31%        | 28%                      | 28%           | 35%           | 31%   | 27%             | 29%    | 29%        | 30%        |

## Charity Commission Public Trust Survey 2023

### Online Fieldwork: 24th to 31st January 2023

Absolutes/col percents

Table 62

**Q18i. Please read the following pairs of statements. In each case, please use the scale to indicate which statement you agree with, using a 0-10 scale on which 0 means you completely agree with statement A, and 10 means you completely agree with statement B.**  
**Statement A:- Charities should respond to social and cultural debates if they want to stay relevant and keep the support of people like me**  
**OR Statement B:- Charities should not get involved in social and cultural debates if they want to keep the support of people like me**  
**Base: All respondents**

|                    | Gender |      | Age    |       |       |       |       |       |      | SEG  |      |      |      | Region     |            |                          |               |               |       |                 |        |            |            |
|--------------------|--------|------|--------|-------|-------|-------|-------|-------|------|------|------|------|------|------------|------------|--------------------------|---------------|---------------|-------|-----------------|--------|------------|------------|
|                    | Total  | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+  | AB   | C1   | C2   | DE   | North East | North West | Yorkshire and the Humber | West Midlands | East Midlands | Wales | East of England | London | South East | South West |
| Weighted base      | 4316   | 2099 | 2204   | 513   | 737   | 767   | 755   | 642   | 901  | 1177 | 1264 | 916  | 959  | 199        | 544        | 406                      | 432           | 350           | 237   | 449             | 630    | 665        | 406        |
| Mean               | 4.73   | 4.92 | 4.57   | 4.48  | 4.40  | 4.65  | 4.80  | 4.67  | 5.21 | 4.80 | 4.54 | 4.85 | 4.81 | 4.61       | 4.77       | 4.84                     | 4.79          | 5.03          | 4.75  | 4.66            | 4.52   | 4.73       | 4.73       |
| Standard deviation | 2.67   | 2.80 | 2.53   | 2.51  | 2.54  | 2.52  | 2.53  | 2.82  | 2.91 | 2.76 | 2.59 | 2.64 | 2.67 | 2.86       | 2.74       | 2.57                     | 2.71          | 2.63          | 2.84  | 2.56            | 2.60   | 2.63       | 2.73       |
| Standard error     | 0.04   | 0.06 | 0.05   | 0.11  | 0.10  | 0.09  | 0.09  | 0.11  | 0.09 | 0.08 | 0.07 | 0.11 | 0.08 | 0.21       | 0.12       | 0.13                     | 0.13          | 0.14          | 0.12  | 0.13            | 0.11   | 0.10       | 0.14       |

## Charity Commission Public Trust Survey 2023

### Online Fieldwork: 24th to 31st January 2023

Absolutes/col percents

Table 63

**Q18j. Please read the following pairs of statements. In each case, please use the scale to indicate which statement you agree with, using a 0-10 scale on which 0 means you completely agree with statement A, and 10 means you completely agree with statement B.**  
**Statement A:- Trustees should be cautious with charity funds even if that may limit the help they can give to those in need**  
**OR Statement B:- Trustees should take risks to increase the help available to those in need even if that puts some charitable funds at risk as a result**  
**Base: All respondents**

|                  | Gender |      |        | Age   |       |       |       |       |     | SEG  |      |     |      | Region     |            |                          |               |               |       |                 |        |            |            |
|------------------|--------|------|--------|-------|-------|-------|-------|-------|-----|------|------|-----|------|------------|------------|--------------------------|---------------|---------------|-------|-----------------|--------|------------|------------|
|                  | Total  | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB   | C1   | C2  | DE   | North East | North West | Yorkshire and the Humber | West Midlands | East Midlands | Wales | East of England | London | South East | South West |
| Unweighted base  | 4316   | 1992 | 2312   | 484   | 671   | 731   | 785   | 678   | 967 | 1317 | 1344 | 602 | 1053 | 192        | 524        | 392                      | 412           | 337           | 527   | 377             | 519    | 642        | 394        |
| Weighted base    | 4316   | 2099 | 2204   | 513   | 737   | 767   | 755   | 642   | 901 | 1177 | 1264 | 916 | 959  | 199        | 544        | 406                      | 432           | 350           | 237   | 449             | 630    | 665        | 406        |
| NET: Statement A | 2390   | 1226 | 1158   | 234   | 332   | 361   | 391   | 434   | 638 | 691  | 700  | 495 | 505  | 114        | 294        | 211                      | 216           | 211           | 145   | 263             | 313    | 387        | 237        |
|                  | 55%    | 58%  | 53%    | 46%   | 45%   | 47%   | 52%   | 68%   | 71% | 59%  | 55%  | 54% | 53%  | 57%        | 54%        | 52%                      | 50%           | 60%           | 61%   | 59%             | 50%    | 58%        | 58%        |
| 0                | 418    | 218  | 200    | 29    | 40    | 78    | 71    | 74    | 126 | 114  | 100  | 84  | 120  | 21         | 63         | 40                       | 56            | 31            | 22    | 39              | 45     | 68         | 34         |
|                  | 10%    | 10%  | 9%     | 6%    | 5%    | 10%   | 9%    | 12%   | 14% | 10%  | 8%   | 9%  | 13%  | 11%        | 12%        | 10%                      | 13%           | 9%            | 9%    | 9%              | 7%     | 10%        | 8%         |
| 1                | 309    | 161  | 147    | 23    | 36    | 35    | 57    | 47    | 112 | 88   | 89   | 58  | 74   | 14         | 30         | 24                       | 33            | 29            | 23    | 36              | 36     | 50         | 33         |
|                  | 7%     | 8%   | 7%     | 4%    | 5%    | 5%    | 8%    | 7%    | 12% | 7%   | 7%   | 6%  | 8%   | 7%         | 6%         | 6%                       | 8%            | 8%            | 10%   | 8%              | 6%     | 8%         | 8%         |
| 2                | 521    | 273  | 247    | 42    | 56    | 68    | 82    | 127   | 145 | 154  | 163  | 102 | 103  | 31         | 71         | 48                       | 37            | 47            | 33    | 53              | 64     | 91         | 45         |
|                  | 12%    | 13%  | 11%    | 8%    | 8%    | 9%    | 11%   | 20%   | 16% | 13%  | 13%  | 11% | 11%  | 16%        | 13%        | 12%                      | 9%            | 14%           | 14%   | 12%             | 10%    | 14%        | 11%        |
| 3                | 586    | 304  | 277    | 60    | 85    | 94    | 102   | 100   | 145 | 187  | 176  | 126 | 97   | 33         | 64         | 50                       | 44            | 50            | 36    | 67              | 79     | 103        | 60         |
|                  | 14%    | 14%  | 13%    | 12%   | 12%   | 12%   | 14%   | 16%   | 16% | 16%  | 14%  | 14% | 10%  | 16%        | 12%        | 10%                      | 10%           | 14%           | 15%   | 15%             | 13%    | 16%        | 15%        |
| 4                | 556    | 269  | 286    | 81    | 115   | 85    | 79    | 87    | 110 | 148  | 171  | 126 | 110  | 15         | 66         | 49                       | 46            | 53            | 31    | 69              | 89     | 73         | 65         |
|                  | 13%    | 13%  | 13%    | 16%   | 16%   | 11%   | 10%   | 13%   | 12% | 13%  | 14%  | 14% | 11%  | 8%         | 12%        | 12%                      | 11%           | 15%           | 13%   | 15%             | 14%    | 11%        | 16%        |
| 5                | 1131   | 470  | 656    | 131   | 229   | 246   | 238   | 130   | 157 | 265  | 352  | 242 | 273  | 46         | 142        | 118                      | 134           | 85            | 58    | 111             | 171    | 162        | 104        |
|                  | 26%    | 22%  | 30%    | 26%   | 31%   | 32%   | 32%   | 20%   | 17% | 23%  | 28%  | 26% | 28%  | 23%        | 26%        | 29%                      | 31%           | 24%           | 25%   | 25%             | 27%    | 24%        | 26%        |
| 6                | 309    | 150  | 159    | 61    | 61    | 59    | 53    | 38    | 36  | 93   | 79   | 71  | 65   | 14         | 43         | 30                       | 27            | 20            | 13    | 26              | 53     | 48         | 33         |
|                  | 7%     | 7%   | 7%     | 12%   | 8%    | 8%    | 7%    | 6%    | 4%  | 8%   | 6%   | 8%  | 7%   | 7%         | 8%         | 7%                       | 6%            | 6%            | 6%    | 6%              | 8%     | 7%         | 8%         |
| 7                | 226    | 116  | 110    | 36    | 51    | 48    | 34    | 20    | 37  | 60   | 69   | 40  | 57   | 6          | 33         | 25                       | 26            | 19            | 10    | 22              | 42     | 30         | 13         |
|                  | 5%     | 6%   | 5%     | 7%    | 7%    | 6%    | 5%    | 3%    | 4%  | 5%   | 5%   | 4%  | 6%   | 3%         | 6%         | 6%                       | 6%            | 6%            | 4%    | 5%              | 7%     | 4%         | 3%         |
| 8                | 121    | 66   | 54     | 25    | 31    | 23    | 17    | 10    | 15  | 34   | 22   | 32  | 33   | 10         | 10         | 9                        | 16            | 3             | 3     | 18              | 24     | 19         | 8          |
|                  | 3%     | 3%   | 2%     | 5%    | 4%    | 3%    | 2%    | 2%    | 2%  | 3%   | 2%   | 4%  | 3%   | 5%         | 2%         | 2%                       | 4%            | 1%            | 1%    | 4%              | 4%     | 3%         | 2%         |
| 9                | 56     | 34   | 23     | 10    | 12    | 15    | 8     | 5     | 6   | 16   | 17   | 12  | 11   | 2          | 8          | 5                        | 4             | 5             | 3     | 3               | 17     | 8          | 1          |
|                  | 1%     | 2%   | 1%     | 2%    | 2%    | 2%    | 1%    | 1%    | 1%  | 1%   | 1%   | 1%  | 1%   | 1%         | 2%         | 1%                       | 1%            | 1%            | 1%    | 1%              | 3%     | 1%         | *          |
| 10               | 83     | 38   | 45     | 16    | 21    | 16    | 13    | 5     | 13  | 17   | 25   | 24  | 16   | 5          | 14         | 7                        | 8             | 7             | 6     | 5               | 10     | 11         | 10         |
|                  | 2%     | 2%   | 2%     | 3%    | 3%    | 2%    | 2%    | 1%    | 1%  | 1%   | 2%   | 3%  | 2%   | 3%         | 2%         | 2%                       | 2%            | 2%            | 2%    | 1%              | 2%     | 2%         | 2%         |
| NET: Statement B | 794    | 404  | 391    | 148   | 176   | 161   | 125   | 78    | 107 | 221  | 212  | 179 | 182  | 38         | 108        | 77                       | 81            | 54            | 34    | 75              | 147    | 116        | 64         |
|                  | 18%    | 19%  | 18%    | 29%   | 24%   | 21%   | 17%   | 12%   | 12% | 19%  | 17%  | 20% | 19%  | 19%        | 20%        | 19%                      | 19%           | 15%           | 14%   | 17%             | 23%    | 17%        | 16%        |

**Charity Commission Public Trust Survey 2023**  
**Online Fieldwork: 24th to 31st January 2023**

Absolutes/col percents

Table 63

**Q18j. Please read the following pairs of statements. In each case, please use the scale to indicate which statement you agree with, using a 0-10 scale on which 0 means you completely agree with statement A, and 10 means you completely agree with statement B.**

**Statement A:- Trustees should be cautious with charity funds even if that may limit the help they can give to those in need**

**OR Statement B:- Trustees should take risks to increase the help available to those in need even if that puts some charitable funds at risk as a result**

**Base: All respondents**

|                    | Gender |      |        | Age   |       |       |       |       |      | SEG  |      |      |      | Region     |            |                          |               |               |       |                 |        |            |            |
|--------------------|--------|------|--------|-------|-------|-------|-------|-------|------|------|------|------|------|------------|------------|--------------------------|---------------|---------------|-------|-----------------|--------|------------|------------|
|                    | Total  | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+  | AB   | C1   | C2   | DE   | North East | North West | Yorkshire and the Humber | West Midlands | East Midlands | Wales | East of England | London | South East | South West |
| Weighted base      | 4316   | 2099 | 2204   | 513   | 737   | 767   | 755   | 642   | 901  | 1177 | 1264 | 916  | 959  | 199        | 544        | 406                      | 432           | 350           | 237   | 449             | 630    | 665        | 406        |
| Mean               | 3.87   | 3.79 | 3.95   | 4.54  | 4.47  | 4.15  | 3.88  | 3.33  | 3.15 | 3.78 | 3.90 | 4.00 | 3.84 | 3.80       | 3.90       | 3.96                     | 3.90          | 3.72          | 3.64  | 3.80            | 4.24   | 3.73       | 3.80       |
| Standard deviation | 2.30   | 2.35 | 2.25   | 2.28  | 2.21  | 2.32  | 2.23  | 2.11  | 2.26 | 2.28 | 2.22 | 2.33 | 2.40 | 2.45       | 2.38       | 2.28                     | 2.41          | 2.22          | 2.27  | 2.20            | 2.29   | 2.29       | 2.18       |
| Standard error     | 0.03   | 0.05 | 0.05   | 0.10  | 0.09  | 0.09  | 0.08  | 0.08  | 0.07 | 0.06 | 0.06 | 0.09 | 0.07 | 0.18       | 0.10       | 0.12                     | 0.12          | 0.12          | 0.10  | 0.11            | 0.10   | 0.09       | 0.11       |

## Charity Commission Public Trust Survey 2023

### Online Fieldwork: 24th to 31st January 2023

Absolutes/col percents

Table 64

**Q18k. Please read the following pairs of statements. In each case, please use the scale to indicate which statement you agree with, using a 0-10 scale on which 0 means you completely agree with statement A, and 10 means you completely agree with statement B.**

**Statement A:- Trustees should be careful to spend charity funds only on a charity's core purpose**

**OR Statement B:- Trustees need to be allowed to use their judgement as to how best to spend charity funds**

**Base: All respondents**

|                  | Gender |      |        | Age   |       |       |       |       |     | SEG  |      |     |      |            | Region     |                          |               |               |       |                 |        |            |            |  |
|------------------|--------|------|--------|-------|-------|-------|-------|-------|-----|------|------|-----|------|------------|------------|--------------------------|---------------|---------------|-------|-----------------|--------|------------|------------|--|
|                  | Total  | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB   | C1   | C2  | DE   | North East | North West | Yorkshire and the Humber | West Midlands | East Midlands | Wales | East of England | London | South East | South West |  |
| Unweighted base  | 4316   | 1992 | 2312   | 484   | 671   | 731   | 785   | 678   | 967 | 1317 | 1344 | 602 | 1053 | 192        | 524        | 392                      | 412           | 337           | 527   | 377             | 519    | 642        | 394        |  |
| Weighted base    | 4316   | 2099 | 2204   | 513   | 737   | 767   | 755   | 642   | 901 | 1177 | 1264 | 916 | 959  | 199        | 544        | 406                      | 432           | 350           | 237   | 449             | 630    | 665        | 406        |  |
| NET: Statement A | 2657   | 1330 | 1319   | 239   | 405   | 428   | 452   | 453   | 679 | 752  | 788  | 523 | 594  | 123        | 338        | 254                      | 255           | 203           | 161   | 298             | 346    | 424        | 258        |  |
|                  | 62%    | 63%  | 60%    | 47%   | 55%   | 56%   | 60%   | 71%   | 75% | 64%  | 62%  | 57% | 62%  | 62%        | 62%        | 62%                      | 59%           | 58%           | 68%   | 66%             | 55%    | 64%        | 64%        |  |
| 0                | 668    | 306  | 357    | 50    | 70    | 117   | 108   | 110   | 213 | 178  | 184  | 140 | 165  | 39         | 96         | 59                       | 71            | 45            | 49    | 61              | 76     | 100        | 73         |  |
|                  | 15%    | 15%  | 16%    | 10%   | 9%    | 15%   | 14%   | 17%   | 24% | 15%  | 15%  | 15% | 17%  | 19%        | 18%        | 14%                      | 16%           | 13%           | 21%   | 14%             | 12%    | 15%        | 18%        |  |
| 1                | 413    | 221  | 191    | 21    | 63    | 46    | 80    | 75    | 130 | 130  | 130  | 60  | 93   | 24         | 40         | 40                       | 39            | 37            | 24    | 44              | 55     | 73         | 39         |  |
|                  | 10%    | 11%  | 9%     | 4%    | 8%    | 6%    | 11%   | 12%   | 14% | 11%  | 10%  | 7%  | 10%  | 12%        | 7%         | 10%                      | 9%            | 11%           | 10%   | 10%             | 9%     | 11%        | 10%        |  |
| 2                | 586    | 299  | 288    | 41    | 88    | 87    | 101   | 114   | 156 | 163  | 174  | 119 | 131  | 23         | 96         | 57                       | 40            | 54            | 37    | 70              | 61     | 100        | 48         |  |
|                  | 14%    | 14%  | 13%    | 8%    | 12%   | 11%   | 13%   | 18%   | 17% | 14%  | 14%  | 13% | 14%  | 12%        | 18%        | 14%                      | 9%            | 15%           | 16%   | 16%             | 10%    | 15%        | 12%        |  |
| 3                | 611    | 318  | 292    | 78    | 108   | 92    | 105   | 104   | 123 | 179  | 183  | 130 | 119  | 19         | 60         | 61                       | 63            | 38            | 37    | 78              | 107    | 89         | 60         |  |
|                  | 14%    | 15%  | 13%    | 15%   | 15%   | 12%   | 14%   | 16%   | 14% | 15%  | 14%  | 14% | 12%  | 9%         | 11%        | 15%                      | 15%           | 11%           | 15%   | 17%             | 17%    | 13%        | 15%        |  |
| 4                | 379    | 186  | 192    | 50    | 78    | 87    | 58    | 50    | 58  | 102  | 116  | 74  | 86   | 19         | 45         | 37                       | 42            | 29            | 14    | 45              | 47     | 62         | 38         |  |
|                  | 9%     | 9%   | 9%     | 10%   | 11%   | 11%   | 8%    | 8%    | 6%  | 9%   | 9%   | 8%  | 9%   | 10%        | 8%         | 9%                       | 10%           | 8%            | 6%    | 10%             | 7%     | 9%         | 9%         |  |
| 5                | 777    | 344  | 429    | 121   | 150   | 171   | 159   | 87    | 89  | 185  | 220  | 202 | 169  | 33         | 82         | 82                       | 88            | 66            | 41    | 85              | 121    | 109        | 71         |  |
|                  | 18%    | 16%  | 19%    | 24%   | 20%   | 22%   | 21%   | 14%   | 10% | 16%  | 17%  | 22% | 18%  | 17%        | 15%        | 20%                      | 20%           | 19%           | 17%   | 19%             | 19%    | 16%        | 17%        |  |
| 6                | 284    | 134  | 150    | 43    | 61    | 57    | 50    | 39    | 34  | 75   | 87   | 60  | 62   | 14         | 39         | 18                       | 22            | 34            | 11    | 24              | 53     | 45         | 24         |  |
|                  | 7%     | 6%   | 7%     | 8%    | 8%    | 7%    | 7%    | 6%    | 4%  | 6%   | 7%   | 7%  | 6%   | 7%         | 7%         | 4%                       | 5%            | 10%           | 5%    | 5%              | 8%     | 7%         | 6%         |  |
| 7                | 243    | 111  | 133    | 44    | 54    | 44    | 34    | 28    | 39  | 67   | 77   | 45  | 54   | 11         | 32         | 20                       | 24            | 23            | 12    | 17              | 41     | 39         | 23         |  |
|                  | 6%     | 5%   | 6%     | 8%    | 7%    | 6%    | 4%    | 4%    | 4%  | 6%   | 6%   | 5%  | 6%   | 6%         | 6%         | 5%                       | 6%            | 7%            | 5%    | 4%              | 7%     | 6%         | 6%         |  |
| 8                | 183    | 105  | 78     | 41    | 35    | 31    | 24    | 23    | 28  | 50   | 49   | 53  | 31   | 6          | 26         | 14                       | 15            | 17            | 6     | 16              | 43     | 27         | 14         |  |
|                  | 4%     | 5%   | 4%     | 8%    | 5%    | 4%    | 3%    | 4%    | 3%  | 4%   | 4%   | 6%  | 3%   | 3%         | 5%         | 4%                       | 3%            | 5%            | 3%    | 4%              | 7%     | 4%         | 3%         |  |
| 9                | 57     | 26   | 31     | 7     | 8     | 8     | 16    | 6     | 12  | 14   | 16   | 12  | 16   | 5          | 11         | 5                        | 3             | 4             | 4     | 2               | 7      | 9          | 5          |  |
|                  | 1%     | 1%   | 1%     | 1%    | 1%    | 1%    | 2%    | 1%    | 1%  | 1%   | 1%   | 1%  | 2%   | 3%         | 2%         | 1%                       | 1%            | 1%            | 2%    | *               | 1%     | 1%         | 1%         |  |
| 10               | 115    | 50   | 64     | 18    | 24    | 27    | 21    | 6     | 19  | 34   | 28   | 20  | 33   | 7          | 16         | 13                       | 25            | 3             | 2     | 8               | 19     | 12         | 11         |  |
|                  | 3%     | 2%   | 3%     | 4%    | 3%    | 4%    | 3%    | 1%    | 2%  | 3%   | 2%   | 2%  | 3%   | 3%         | 3%         | 3%                       | 6%            | 1%            | 1%    | 2%              | 3%     | 2%         | 3%         |  |
| NET: Statement B | 882    | 425  | 456    | 153   | 182   | 168   | 144   | 102   | 133 | 240  | 257  | 190 | 195  | 42         | 124        | 70                       | 89            | 81            | 36    | 67              | 164    | 131        | 77         |  |
|                  | 20%    | 20%  | 21%    | 30%   | 25%   | 22%   | 19%   | 16%   | 15% | 20%  | 20%  | 21% | 20%  | 21%        | 23%        | 17%                      | 21%           | 23%           | 15%   | 15%             | 26%    | 20%        | 19%        |  |

**Charity Commission Public Trust Survey 2023**  
**Online Fieldwork: 24th to 31st January 2023**

Absolutes/col percents

Table 64

**Q18k. Please read the following pairs of statements. In each case, please use the scale to indicate which statement you agree with, using a 0-10 scale on which 0 means you completely agree with statement A, and 10 means you completely agree with statement B.**

**Statement A:- Trustees should be careful to spend charity funds only on a charity's core purpose**

**OR Statement B:- Trustees need to be allowed to use their judgement as to how best to spend charity funds**

**Base: All respondents**

|                    | Gender |      |        | Age   |       |       |       |       |      | SEG  |      |      |      | Region     |            |                          |               |               |       |                 |        |            |            |
|--------------------|--------|------|--------|-------|-------|-------|-------|-------|------|------|------|------|------|------------|------------|--------------------------|---------------|---------------|-------|-----------------|--------|------------|------------|
|                    | Total  | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+  | AB   | C1   | C2   | DE   | North East | North West | Yorkshire and the Humber | West Midlands | East Midlands | Wales | East of England | London | South East | South West |
| Weighted base      | 4316   | 2099 | 2204   | 513   | 737   | 767   | 755   | 642   | 901  | 1177 | 1264 | 916  | 959  | 199        | 544        | 406                      | 432           | 350           | 237   | 449             | 630    | 665        | 406        |
| Mean               | 3.56   | 3.52 | 3.60   | 4.43  | 4.01  | 3.84  | 3.58  | 3.08  | 2.77 | 3.49 | 3.53 | 3.72 | 3.51 | 3.46       | 3.55       | 3.53                     | 3.73          | 3.63          | 3.08  | 3.36            | 3.96   | 3.45       | 3.44       |
| Standard deviation | 2.60   | 2.57 | 2.62   | 2.54  | 2.51  | 2.60  | 2.58  | 2.40  | 2.58 | 2.61 | 2.54 | 2.57 | 2.68 | 2.78       | 2.72       | 2.56                     | 2.76          | 2.48          | 2.49  | 2.35            | 2.62   | 2.53       | 2.62       |
| Standard error     | 0.04   | 0.06 | 0.05   | 0.12  | 0.10  | 0.10  | 0.09  | 0.09  | 0.08 | 0.07 | 0.07 | 0.10 | 0.08 | 0.20       | 0.12       | 0.13                     | 0.14          | 0.13          | 0.11  | 0.12            | 0.12   | 0.10       | 0.13       |

**Charity Commission Public Trust Survey 2023**  
**Online Fieldwork: 24th to 31st January 2023**

Absolutes/col percents

Table 65

**Q19. If you were wondering whether to donate time and/or money to a good cause how confident if at all would you be in each of the following as a source to help you make up your mind?**

**Base: All respondents**

**Summary table**

|                                     |     | The good cause's own website | Factual information about the good cause on third party websites | Checking information on the Charity Commission's register of charities | Opinions of friends and family | Information about the good cause through television, radio, newspapers and magazines | Information about the good cause shared on social media | Knowing that the good cause was a registered charity |
|-------------------------------------|-----|------------------------------|--|--|--------------------------------|--|---|--|
| Unweighted base                     |     | 4316                         | 4316   | 4316   | 4316                           | 4316   | 4316  | 4316   |
| Weighted base                       |     | 4316                         | 4316   | 4316   | 4316                           | 4316   | 4316  | 4316   |
| Very confident                      | (4) | 682<br>16%                   | 776<br>18%   | 1127<br>26%  | 880<br>20%                     | 533<br>12%   | 400<br>9%   | 1202<br>28%  |
| Somewhat confident                  | (3) | 2643<br>61%                  | 2483<br>58%  | 2465<br>57%  | 2597<br>60%                    | 2617<br>61%  | 2028<br>47%   | 2559<br>59%  |
| Not very confident                  | (2) | 793<br>18%                   | 816<br>19%   | 522<br>12%   | 653<br>15%                     | 925<br>21%   | 1336<br>31%   | 395<br>9%  |
| Not confident at all                | (1) | 198<br>5%                    | 241<br>6%  | 202<br>5%  | 187<br>4%                      | 240<br>6%  | 551<br>13%  | 159<br>4%  |
| NET: Very/ Somewhat confident       |     | 3325<br>77%                  | 3259<br>76%  | 3592<br>83%  | 3477<br>81%                    | 3150<br>73%  | 2428<br>56%   | 3762<br>87%  |
| NET: Not at all/ Not very confident |     | 991<br>23%                   | 1057<br>24%  | 724<br>17%   | 839<br>19%                     | 1166<br>27%  | 1888<br>44%   | 554<br>13%   |
| Mean                                |     | 2.88                         | 2.88   | 3.05   | 2.97                           | 2.80   | 2.53  | 3.11   |
| Standard deviation                  |     | 0.72                         | 0.76   | 0.75   | 0.73                           | 0.72   | 0.83  | 0.71   |
| Standard error                      |     | 0.01                         | 0.01   | 0.01   | 0.01                           | 0.01   | 0.01  | 0.01   |

Prepared by Yonder

**.YONDER**

## Charity Commission Public Trust Survey 2023

### Online Fieldwork: 24th to 31st January 2023

Absolutes/col percents

Table 66

**Q19. If you were wondering whether to donate time and/or money to a good cause how confident if at all would you be in each of the following as a source to help you make up your mind?**

**Base: All respondents**

**The good cause's own website**

|                                     | Gender   |      |        | Age   |       |       |       |       |      | SEG  |      |      |      | Region     |            |                          |               |               |       |                 |        |            |            |     |
|-------------------------------------|----------|------|--------|-------|-------|-------|-------|-------|------|------|------|------|------|------------|------------|--------------------------|---------------|---------------|-------|-----------------|--------|------------|------------|-----|
|                                     | Total    | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+  | AB   | C1   | C2   | DE   | North East | North West | Yorkshire and the Humber | West Midlands | East Midlands | Wales | East of England | London | South East | South West |     |
| Unweighted base                     | 4316     | 1992 | 2312   | 484   | 671   | 731   | 785   | 678   | 967  | 1317 | 1344 | 602  | 1053 | 192        | 524        | 392                      | 412           | 337           | 527   | 377             | 519    | 642        | 394        |     |
| Weighted base                       | 4316     | 2099 | 2204   | 513   | 737   | 767   | 755   | 642   | 901  | 1177 | 1264 | 916  | 959  | 199        | 544        | 406                      | 432           | 350           | 237   | 449             | 630    | 665        | 406        |     |
| Very confident                      | (4) 682  | 286  | 393    | 106   | 137   | 136   | 122   | 74    | 107  | 191  | 184  | 148  | 159  | 37         | 85         | 69                       | 77            | 51            | 41    | 63              | 103    | 104        | 53         |     |
|                                     |          | 16%  | 14%    | 18%   | 21%   | 19%   | 18%   | 16%   | 11%  | 12%  | 16%  | 15%  | 16%  | 17%        | 18%        | 16%                      | 18%           | 15%           | 17%   | 14%             | 16%    | 16%        | 13%        |     |
| Somewhat confident                  | (3) 2643 | 1220 | 1416   | 305   | 429   | 468   | 479   | 419   | 542  | 736  | 780  | 551  | 576  | 118        | 325        | 242                      | 258           | 209           | 141   | 287             | 376    | 429        | 258        |     |
|                                     |          | 61%  | 58%    | 64%   | 59%   | 58%   | 61%   | 63%   | 65%  | 60%  | 63%  | 62%  | 60%  | 60%        | 60%        | 60%                      | 60%           | 60%           | 59%   | 64%             | 60%    | 65%        | 64%        |     |
| Not very confident                  | (2) 793  | 481  | 310    | 86    | 131   | 117   | 119   | 128   | 212  | 207  | 254  | 168  | 164  | 32         | 108        | 70                       | 75            | 70            | 46    | 74              | 126    | 104        | 89         |     |
|                                     |          | 18%  | 23%    | 14%   | 17%   | 18%   | 15%   | 16%   | 20%  | 23%  | 18%  | 20%  | 17%  | 16%        | 20%        | 17%                      | 17%           | 20%           | 19%   | 17%             | 20%    | 16%        | 22%        |     |
| Not confident at all                | (1) 198  | 112  | 85     | 15    | 40    | 46    | 34    | 21    | 41   | 43   | 46   | 48   | 61   | 12         | 27         | 24                       | 22            | 19            | 10    | 25              | 25     | 28         | 6          |     |
|                                     |          | 5%   | 5%     | 4%    | 3%    | 5%    | 6%    | 5%    | 3%   | 5%   | 4%   | 4%   | 5%   | 6%         | 5%         | 6%                       | 5%            | 6%            | 4%    | 6%              | 4%     | 4%         | 2%         |     |
| NET: Very/ Somewhat confident       | 3325     | 1506 | 1810   | 412   | 566   | 605   | 601   | 493   | 649  | 928  | 964  | 699  | 734  | 155        | 409        | 312                      | 335           | 260           | 182   | 349             | 479    | 533        | 311        |     |
|                                     |          | 77%  | 72%    | 82%   | 80%   | 77%   | 79%   | 80%   | 77%  | 72%  | 79%  | 76%  | 76%  | 77%        | 78%        | 75%                      | 77%           | 78%           | 74%   | 77%             | 78%    | 76%        | 80%        | 77% |
| NET: Not at all/ Not very confident | 991      | 593  | 394    | 101   | 171   | 163   | 153   | 150   | 253  | 249  | 300  | 216  | 225  | 44         | 135        | 94                       | 96            | 90            | 56    | 99              | 151    | 132        | 95         |     |
|                                     |          | 23%  | 28%    | 18%   | 20%   | 23%   | 21%   | 20%   | 23%  | 28%  | 21%  | 24%  | 24%  | 23%        | 22%        | 25%                      | 23%           | 22%           | 26%   | 23%             | 22%    | 24%        | 20%        | 23% |
| Mean                                | 2.88     | 2.80 | 2.96   | 2.98  | 2.90  | 2.91  | 2.91  | 2.85  | 2.79 | 2.91 | 2.87 | 2.87 | 2.87 | 2.91       | 2.86       | 2.88                     | 2.91          | 2.83          | 2.89  | 2.86            | 2.88   | 2.92       | 2.88       |     |
| Standard deviation                  | 0.72     | 0.73 | 0.69   | 0.70  | 0.76  | 0.75  | 0.70  | 0.65  | 0.70 | 0.69 | 0.69 | 0.74 | 0.76 | 0.76       | 0.73       | 0.75                     | 0.74          | 0.74          | 0.72  | 0.72            | 0.72   | 0.69       | 0.63       |     |
| Standard error                      | 0.01     | 0.02 | 0.01   | 0.03  | 0.03  | 0.03  | 0.03  | 0.02  | 0.02 | 0.02 | 0.02 | 0.03 | 0.02 | 0.05       | 0.03       | 0.04                     | 0.04          | 0.04          | 0.03  | 0.04            | 0.03   | 0.03       | 0.03       |     |



## Charity Commission Public Trust Survey 2023

### Online Fieldwork: 24th to 31st January 2023

Absolutes/col percents

Table 67

**Q19. If you were wondering whether to donate time and/or money to a good cause how confident if at all would you be in each of the following as a source to help you make up your mind?**

**Base: All respondents**

**Factual information about the good cause on third party websites**

|                                     | Gender   |      |        | Age   |       |       |       |       |      | SEG  |      |      |      | Region     |            |                          |               |               |       |                 |        |            |            |
|-------------------------------------|----------|------|--------|-------|-------|-------|-------|-------|------|------|------|------|------|------------|------------|--------------------------|---------------|---------------|-------|-----------------|--------|------------|------------|
|                                     | Total    | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+  | AB   | C1   | C2   | DE   | North East | North West | Yorkshire and the Humber | West Midlands | East Midlands | Wales | East of England | London | South East | South West |
| Unweighted base                     | 4316     | 1992 | 2312   | 484   | 671   | 731   | 785   | 678   | 967  | 1317 | 1344 | 602  | 1053 | 192        | 524        | 392                      | 412           | 337           | 527   | 377             | 519    | 642        | 394        |
| Weighted base                       | 4316     | 2099 | 2204   | 513   | 737   | 767   | 755   | 642   | 901  | 1177 | 1264 | 916  | 959  | 199        | 544        | 406                      | 432           | 350           | 237   | 449             | 630    | 665        | 406        |
| Very confident                      | (4) 776  | 404  | 368    | 139   | 172   | 138   | 110   | 91    | 124  | 246  | 203  | 178  | 148  | 39         | 102        | 87                       | 77            | 62            | 39    | 68              | 123    | 100        | 77         |
|                                     |          | 18%  | 19%    | 17%   | 27%   | 23%   | 18%   | 15%   | 14%  | 21%  | 16%  | 19%  | 15%  | 19%        | 19%        | 21%                      | 18%           | 18%           | 17%   | 15%             | 20%    | 15%        | 19%        |
| Somewhat confident                  | (3) 2483 | 1196 | 1281   | 302   | 418   | 456   | 445   | 375   | 488  | 680  | 753  | 514  | 536  | 105        | 297        | 224                      | 250           | 188           | 133   | 274             | 363    | 406        | 242        |
|                                     |          | 58%  | 57%    | 58%   | 59%   | 57%   | 59%   | 59%   | 58%  | 54%  | 58%  | 60%  | 56%  | 56%        | 53%        | 55%                      | 58%           | 54%           | 56%   | 61%             | 58%    | 61%        | 60%        |
| Not very confident                  | (2) 816  | 377  | 436    | 54    | 109   | 128   | 154   | 151   | 220  | 205  | 250  | 166  | 195  | 40         | 113        | 69                       | 71            | 83            | 48    | 81              | 108    | 130        | 72         |
|                                     |          | 19%  | 18%    | 20%   | 11%   | 15%   | 17%   | 20%   | 23%  | 24%  | 17%  | 20%  | 18%  | 20%        | 20%        | 17%                      | 16%           | 16%           | 24%   | 20%             | 18%    | 17%        | 20%        |
| Not confident at all                | (1) 241  | 121  | 119    | 17    | 38    | 46    | 45    | 25    | 69   | 46   | 58   | 57   | 80   | 15         | 31         | 26                       | 33            | 16            | 17    | 25              | 35     | 29         | 14         |
|                                     |          | 6%   | 6%     | 5%    | 3%    | 5%    | 6%    | 4%    | 8%   | 4%   | 5%   | 6%   | 8%   | 8%         | 6%         | 6%                       | 8%            | 5%            | 7%    | 6%              | 6%     | 4%         | 3%         |
| NET: Very/ Somewhat confident       | 3259     | 1600 | 1649   | 442   | 590   | 594   | 555   | 467   | 612  | 926  | 956  | 693  | 684  | 143        | 399        | 311                      | 328           | 250           | 172   | 343             | 487    | 506        | 320        |
|                                     |          | 76%  | 76%    | 75%   | 86%   | 80%   | 77%   | 74%   | 73%  | 68%  | 79%  | 76%  | 76%  | 71%        | 72%        | 77%                      | 76%           | 72%           | 73%   | 76%             | 77%    | 76%        | 79%        |
| NET: Not at all/ Not very confident | 1057     | 499  | 556    | 71    | 147   | 174   | 199   | 176   | 289  | 251  | 308  | 223  | 275  | 55         | 145        | 95                       | 104           | 99            | 65    | 106             | 143    | 158        | 86         |
|                                     |          | 24%  | 24%    | 25%   | 14%   | 20%   | 23%   | 26%   | 27%  | 32%  | 21%  | 24%  | 24%  | 29%        | 28%        | 23%                      | 24%           | 28%           | 27%   | 24%             | 23%    | 24%        | 21%        |
| Mean                                | 2.88     | 2.90 | 2.86   | 3.10  | 2.98  | 2.89  | 2.82  | 2.83  | 2.74 | 2.96 | 2.87 | 2.89 | 2.78 | 2.84       | 2.86       | 2.92                     | 2.86          | 2.85          | 2.82  | 2.86            | 2.91   | 2.87       | 2.94       |
| Standard deviation                  | 0.76     | 0.77 | 0.75   | 0.71  | 0.77  | 0.76  | 0.75  | 0.71  | 0.79 | 0.73 | 0.73 | 0.78 | 0.80 | 0.82       | 0.78       | 0.80                     | 0.79          | 0.76          | 0.79  | 0.73            | 0.76   | 0.71       | 0.71       |
| Standard error                      | 0.01     | 0.02 | 0.02   | 0.03  | 0.03  | 0.03  | 0.03  | 0.03  | 0.03 | 0.02 | 0.02 | 0.03 | 0.02 | 0.06       | 0.03       | 0.04                     | 0.04          | 0.04          | 0.03  | 0.04            | 0.03   | 0.03       | 0.04       |

## Charity Commission Public Trust Survey 2023

### Online Fieldwork: 24th to 31st January 2023

Absolutes/col percents

Table 68

**Q19. If you were wondering whether to donate time and/or money to a good cause how confident if at all would you be in each of the following as a source to help you make up your mind?**

**Base: All respondents**

**Checking information on the Charity Commission's register of charities**

|                                     | Gender   |      |        | Age   |       |       |       |       |      | SEG  |      |      |      | Region     |            |                          |               |               |       |                 |        |            |            |
|-------------------------------------|----------|------|--------|-------|-------|-------|-------|-------|------|------|------|------|------|------------|------------|--------------------------|---------------|---------------|-------|-----------------|--------|------------|------------|
|                                     | Total    | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+  | AB   | C1   | C2   | DE   | North East | North West | Yorkshire and the Humber | West Midlands | East Midlands | Wales | East of England | London | South East | South West |
| Unweighted base                     | 4316     | 1992 | 2312   | 484   | 671   | 731   | 785   | 678   | 967  | 1317 | 1344 | 602  | 1053 | 192        | 524        | 392                      | 412           | 337           | 527   | 377             | 519    | 642        | 394        |
| Weighted base                       | 4316     | 2099 | 2204   | 513   | 737   | 767   | 755   | 642   | 901  | 1177 | 1264 | 916  | 959  | 199        | 544        | 406                      | 432           | 350           | 237   | 449             | 630    | 665        | 406        |
| Very confident                      | (4) 1127 | 531  | 592    | 133   | 192   | 195   | 182   | 172   | 253  | 336  | 325  | 240  | 226  | 59         | 139        | 109                      | 107           | 90            | 63    | 103             | 161    | 180        | 117        |
|                                     |          | 26%  | 25%    | 27%   | 26%   | 26%   | 25%   | 24%   | 27%  | 28%  | 29%  | 26%  | 26%  | 24%        | 30%        | 27%                      | 25%           | 26%           | 26%   | 23%             | 25%    | 27%        | 29%        |
| Somewhat confident                  | (3) 2465 | 1170 | 1288   | 307   | 404   | 448   | 448   | 358   | 500  | 669  | 745  | 520  | 531  | 110        | 298        | 224                      | 250           | 205           | 138   | 271             | 371    | 371        | 227        |
|                                     |          | 57%  | 56%    | 58%   | 60%   | 55%   | 58%   | 59%   | 56%  | 55%  | 57%  | 57%  | 55%  | 56%        | 55%        | 55%                      | 58%           | 59%           | 58%   | 60%             | 59%    | 56%        | 56%        |
| Not very confident                  | (2) 522  | 296  | 226    | 55    | 99    | 83    | 83    | 93    | 110  | 129  | 139  | 111  | 143  | 23         | 77         | 48                       | 50            | 42            | 27    | 55              | 68     | 89         | 43         |
|                                     |          | 12%  | 14%    | 10%   | 11%   | 13%   | 11%   | 14%   | 12%  | 11%  | 11%  | 12%  | 15%  | 12%        | 14%        | 12%                      | 12%           | 12%           | 11%   | 12%             | 11%    | 13%        | 10%        |
| Not confident at all                | (1) 202  | 102  | 98     | 18    | 42    | 42    | 41    | 20    | 39   | 44   | 55   | 45   | 59   | 6          | 30         | 25                       | 24            | 13            | 10    | 20              | 31     | 24         | 18         |
|                                     |          | 5%   | 5%     | 4%    | 4%    | 6%    | 5%    | 5%    | 3%   | 4%   | 4%   | 4%   | 5%   | 6%         | 3%         | 6%                       | 6%            | 4%            | 4%    | 4%              | 5%     | 4%         | 5%         |
| NET: Very/ Somewhat confident       | 3592     | 1701 | 1880   | 440   | 596   | 643   | 630   | 530   | 753  | 1005 | 1070 | 759  | 758  | 169        | 436        | 333                      | 357           | 294           | 201   | 374             | 532    | 551        | 345        |
|                                     |          | 83%  | 81%    | 85%   | 86%   | 81%   | 84%   | 84%   | 82%  | 84%  | 85%  | 83%  | 79%  | 85%        | 80%        | 82%                      | 83%           | 84%           | 85%   | 83%             | 84%    | 83%        | 85%        |
| NET: Not at all/ Not very confident | 724      | 398  | 324    | 73    | 141   | 124   | 124   | 113   | 148  | 172  | 194  | 156  | 201  | 29         | 108        | 73                       | 74            | 55            | 36    | 75              | 98     | 114        | 61         |
|                                     |          | 17%  | 19%    | 15%   | 14%   | 19%   | 16%   | 16%   | 18%  | 16%  | 15%  | 17%  | 21%  | 15%        | 20%        | 18%                      | 17%           | 16%           | 15%   | 17%             | 16%    | 17%        | 15%        |
| Mean                                | 3.05     | 3.01 | 3.08   | 3.08  | 3.01  | 3.04  | 3.02  | 3.06  | 3.07 | 3.10 | 3.06 | 3.04 | 2.97 | 3.12       | 3.00       | 3.03                     | 3.02          | 3.06          | 3.07  | 3.02            | 3.05   | 3.06       | 3.09       |
| Standard deviation                  | 0.75     | 0.77 | 0.74   | 0.71  | 0.79  | 0.76  | 0.76  | 0.73  | 0.75 | 0.73 | 0.73 | 0.76 | 0.79 | 0.73       | 0.79       | 0.80                     | 0.77          | 0.72          | 0.73  | 0.73            | 0.75   | 0.74       | 0.75       |
| Standard error                      | 0.01     | 0.02 | 0.02   | 0.03  | 0.03  | 0.03  | 0.03  | 0.03  | 0.02 | 0.02 | 0.02 | 0.03 | 0.02 | 0.05       | 0.03       | 0.04                     | 0.04          | 0.04          | 0.03  | 0.04            | 0.03   | 0.03       | 0.04       |

## Charity Commission Public Trust Survey 2023

### Online Fieldwork: 24th to 31st January 2023

Absolutes/col percents

Table 69

**Q19. If you were wondering whether to donate time and/or money to a good cause how confident if at all would you be in each of the following as a source to help you make up your mind?**

**Base: All respondents**

**Opinions of friends and family**

|                                     | Gender   |      |        | Age   |       |       |       |       |      | SEG  |      |      |      | Region     |            |                          |               |               |       |                 |        |            |            |     |
|-------------------------------------|----------|------|--------|-------|-------|-------|-------|-------|------|------|------|------|------|------------|------------|--------------------------|---------------|---------------|-------|-----------------|--------|------------|------------|-----|
|                                     | Total    | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+  | AB   | C1   | C2   | DE   | North East | North West | Yorkshire and the Humber | West Midlands | East Midlands | Wales | East of England | London | South East | South West |     |
| Unweighted base                     | 4316     | 1992 | 2312   | 484   | 671   | 731   | 785   | 678   | 967  | 1317 | 1344 | 602  | 1053 | 192        | 524        | 392                      | 412           | 337           | 527   | 377             | 519    | 642        | 394        |     |
| Weighted base                       | 4316     | 2099 | 2204   | 513   | 737   | 767   | 755   | 642   | 901  | 1177 | 1264 | 916  | 959  | 199        | 544        | 406                      | 432           | 350           | 237   | 449             | 630    | 665        | 406        |     |
| Very confident                      | (4) 880  | 408  | 472    | 149   | 164   | 154   | 140   | 114   | 157  | 253  | 241  | 186  | 200  | 39         | 104        | 82                       | 108           | 62            | 44    | 91              | 153    | 121        | 75         |     |
|                                     |          | 20%  | 19%    | 21%   | 29%   | 22%   | 20%   | 19%   | 18%  | 17%  | 21%  | 19%  | 20%  | 20%        | 19%        | 20%                      | 25%           | 18%           | 19%   | 20%             | 24%    | 18%        | 18%        |     |
| Somewhat confident                  | (3) 2597 | 1224 | 1363   | 288   | 432   | 470   | 474   | 394   | 539  | 689  | 780  | 568  | 561  | 128        | 329        | 238                      | 241           | 211           | 137   | 269             | 366    | 424        | 255        |     |
|                                     |          | 60%  | 58%    | 62%   | 56%   | 59%   | 61%   | 63%   | 61%  | 60%  | 59%  | 62%  | 62%  | 59%        | 65%        | 61%                      | 59%           | 56%           | 60%   | 58%             | 60%    | 58%        | 64%        | 63% |
| Not very confident                  | (2) 653  | 366  | 286    | 61    | 99    | 102   | 109   | 112   | 169  | 195  | 200  | 114  | 144  | 19         | 85         | 62                       | 65            | 57            | 46    | 75              | 87     | 93         | 64         |     |
|                                     |          | 15%  | 17%    | 13%   | 12%   | 13%   | 14%   | 17%   | 19%  | 17%  | 16%  | 12%  | 15%  | 9%         | 16%        | 15%                      | 15%           | 16%           | 20%   | 17%             | 14%    | 14%        | 16%        |     |
| Not confident at all                | (1) 187  | 101  | 84     | 15    | 42    | 41    | 32    | 22    | 36   | 40   | 44   | 48   | 54   | 12         | 26         | 24                       | 16            | 20            | 10    | 14              | 25     | 27         | 12         |     |
|                                     |          | 4%   | 5%     | 4%    | 3%    | 6%    | 5%    | 4%    | 3%   | 4%   | 3%   | 4%   | 5%   | 6%         | 5%         | 6%                       | 4%            | 6%            | 4%    | 3%              | 4%     | 4%         | 3%         |     |
| NET: Very/ Somewhat confident       | 3477     | 1632 | 1834   | 437   | 597   | 625   | 614   | 508   | 695  | 942  | 1020 | 754  | 761  | 168        | 433        | 320                      | 350           | 273           | 181   | 360             | 518    | 545        | 330        |     |
|                                     |          | 81%  | 78%    | 83%   | 85%   | 81%   | 81%   | 79%   | 77%  | 80%  | 81%  | 82%  | 79%  | 84%        | 80%        | 79%                      | 81%           | 78%           | 76%   | 80%             | 82%    | 82%        | 81%        |     |
| NET: Not at all/ Not very confident | 839      | 467  | 370    | 76    | 141   | 143   | 140   | 134   | 206  | 235  | 244  | 162  | 198  | 31         | 111        | 86                       | 82            | 77            | 56    | 89              | 112    | 120        | 76         |     |
|                                     |          | 19%  | 22%    | 17%   | 15%   | 19%   | 19%   | 21%   | 23%  | 20%  | 19%  | 18%  | 21%  | 16%        | 20%        | 21%                      | 19%           | 22%           | 24%   | 20%             | 18%    | 18%        | 19%        |     |
| Mean                                | 2.97     | 2.92 | 3.01   | 3.11  | 2.98  | 2.96  | 2.96  | 2.94  | 2.91 | 2.98 | 2.96 | 2.97 | 2.95 | 2.98       | 2.94       | 2.93                     | 3.02          | 2.90          | 2.91  | 2.97            | 3.03   | 2.96       | 2.97       |     |
| Standard deviation                  | 0.73     | 0.75 | 0.70   | 0.72  | 0.76  | 0.74  | 0.70  | 0.70  | 0.72 | 0.72 | 0.70 | 0.73 | 0.76 | 0.73       | 0.73       | 0.77                     | 0.75          | 0.75          | 0.74  | 0.70            | 0.73   | 0.69       | 0.68       |     |
| Standard error                      | 0.01     | 0.02 | 0.01   | 0.03  | 0.03  | 0.03  | 0.03  | 0.03  | 0.02 | 0.02 | 0.02 | 0.03 | 0.02 | 0.05       | 0.03       | 0.04                     | 0.04          | 0.04          | 0.03  | 0.04            | 0.03   | 0.03       | 0.03       |     |

## Charity Commission Public Trust Survey 2023

### Online Fieldwork: 24th to 31st January 2023

Absolutes/col percents

Table 70

**Q19. If you were wondering whether to donate time and/or money to a good cause how confident if at all would you be in each of the following as a source to help you make up your mind?**

**Base: All respondents**

**Information about the good cause through television, radio, newspapers and magazines**

|                                     | Gender   |      |        | Age   |       |       |       |       |      | SEG  |      |      |      | Region     |            |                          |               |               |       |                 |        |            |            |
|-------------------------------------|----------|------|--------|-------|-------|-------|-------|-------|------|------|------|------|------|------------|------------|--------------------------|---------------|---------------|-------|-----------------|--------|------------|------------|
|                                     | Total    | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+  | AB   | C1   | C2   | DE   | North East | North West | Yorkshire and the Humber | West Midlands | East Midlands | Wales | East of England | London | South East | South West |
| Unweighted base                     | 4316     | 1992 | 2312   | 484   | 671   | 731   | 785   | 678   | 967  | 1317 | 1344 | 602  | 1053 | 192        | 524        | 392                      | 412           | 337           | 527   | 377             | 519    | 642        | 394        |
| Weighted base                       | 4316     | 2099 | 2204   | 513   | 737   | 767   | 755   | 642   | 901  | 1177 | 1264 | 916  | 959  | 199        | 544        | 406                      | 432           | 350           | 237   | 449             | 630    | 665        | 406        |
| Very confident                      | (4) 533  | 243  | 290    | 79    | 107   | 98    | 79    | 74    | 96   | 161  | 137  | 116  | 119  | 34         | 56         | 57                       | 51            | 40            | 27    | 37              | 125    | 66         | 40         |
|                                     |          | 12%  | 13%    | 15%   | 14%   | 13%   | 11%   | 12%   | 11%  | 14%  | 11%  | 13%  | 12%  | 17%        | 10%        | 14%                      | 12%           | 11%           | 11%   | 8%              | 20%    | 10%        | 10%        |
| Somewhat confident                  | (3) 2617 | 1249 | 1359   | 309   | 402   | 483   | 464   | 409   | 551  | 714  | 782  | 554  | 567  | 118        | 332        | 246                      | 257           | 193           | 142   | 286             | 355    | 420        | 268        |
|                                     |          | 61%  | 59%    | 62%   | 60%   | 54%   | 63%   | 61%   | 64%  | 61%  | 62%  | 61%  | 59%  | 60%        | 61%        | 61%                      | 60%           | 55%           | 60%   | 64%             | 56%    | 63%        | 66%        |
| Not very confident                  | (2) 925  | 473  | 451    | 89    | 182   | 137   | 164   | 140   | 213  | 254  | 286  | 181  | 205  | 33         | 121        | 76                       | 94            | 94            | 56    | 100             | 120    | 148        | 83         |
|                                     |          | 21%  | 23%    | 20%   | 17%   | 25%   | 18%   | 22%   | 24%  | 22%  | 23%  | 20%  | 21%  | 17%        | 22%        | 19%                      | 22%           | 27%           | 24%   | 22%             | 19%    | 22%        | 20%        |
| Not confident at all                | (1) 240  | 135  | 103    | 36    | 47    | 49    | 47    | 19    | 42   | 48   | 60   | 64   | 69   | 13         | 34         | 27                       | 29            | 23            | 12    | 26              | 30     | 31         | 15         |
|                                     |          | 6%   | 6%     | 5%    | 7%    | 6%    | 6%    | 3%    | 5%   | 4%   | 5%   | 7%   | 7%   | 6%         | 6%         | 7%                       | 7%            | 6%            | 5%    | 6%              | 5%     | 5%         | 4%         |
| NET: Very/ Somewhat confident       | 3150     | 1491 | 1650   | 387   | 508   | 582   | 543   | 483   | 646  | 875  | 919  | 671  | 686  | 153        | 388        | 304                      | 308           | 233           | 169   | 323             | 480    | 486        | 308        |
|                                     |          | 73%  | 71%    | 75%   | 76%   | 69%   | 76%   | 72%   | 75%  | 72%  | 74%  | 73%  | 71%  | 77%        | 71%        | 75%                      | 71%           | 67%           | 71%   | 72%             | 76%    | 73%        | 76%        |
| NET: Not at all/ Not very confident | 1166     | 608  | 554    | 126   | 229   | 186   | 211   | 159   | 255  | 302  | 345  | 245  | 273  | 46         | 155        | 102                      | 123           | 117           | 68    | 126             | 150    | 179        | 98         |
|                                     |          | 27%  | 29%    | 25%   | 24%   | 31%   | 24%   | 28%   | 25%  | 28%  | 26%  | 27%  | 29%  | 23%        | 29%        | 25%                      | 29%           | 33%           | 29%   | 28%             | 24%    | 27%        | 24%        |
| Mean                                | 2.80     | 2.76 | 2.83   | 2.84  | 2.77  | 2.82  | 2.76  | 2.84  | 2.78 | 2.84 | 2.79 | 2.79 | 2.77 | 2.88       | 2.75       | 2.82                     | 2.76          | 2.71          | 2.77  | 2.74            | 2.91   | 2.78       | 2.82       |
| Standard deviation                  | 0.72     | 0.74 | 0.70   | 0.76  | 0.77  | 0.73  | 0.72  | 0.65  | 0.69 | 0.70 | 0.69 | 0.75 | 0.75 | 0.76       | 0.72       | 0.75                     | 0.74          | 0.75          | 0.71  | 0.69            | 0.76   | 0.68       | 0.65       |
| Standard error                      | 0.01     | 0.02 | 0.01   | 0.03  | 0.03  | 0.03  | 0.03  | 0.03  | 0.02 | 0.02 | 0.02 | 0.03 | 0.02 | 0.06       | 0.03       | 0.04                     | 0.04          | 0.04          | 0.03  | 0.04            | 0.03   | 0.03       | 0.03       |

## Charity Commission Public Trust Survey 2023

### Online Fieldwork: 24th to 31st January 2023

Absolutes/col percents

Table 71

**Q19. If you were wondering whether to donate time and/or money to a good cause how confident if at all would you be in each of the following as a source to help you make up your mind?**

**Base: All respondents**

**Information about the good cause shared on social media**

|                                     | Gender   |      |        | Age   |       |       |       |       |      | SEG  |      |      |      | Region     |            |                          |               |               |       |                 |        |            |            |
|-------------------------------------|----------|------|--------|-------|-------|-------|-------|-------|------|------|------|------|------|------------|------------|--------------------------|---------------|---------------|-------|-----------------|--------|------------|------------|
|                                     | Total    | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+  | AB   | C1   | C2   | DE   | North East | North West | Yorkshire and the Humber | West Midlands | East Midlands | Wales | East of England | London | South East | South West |
| Unweighted base                     | 4316     | 1992 | 2312   | 484   | 671   | 731   | 785   | 678   | 967  | 1317 | 1344 | 602  | 1053 | 192        | 524        | 392                      | 412           | 337           | 527   | 377             | 519    | 642        | 394        |
| Weighted base                       | 4316     | 2099 | 2204   | 513   | 737   | 767   | 755   | 642   | 901  | 1177 | 1264 | 916  | 959  | 199        | 544        | 406                      | 432           | 350           | 237   | 449             | 630    | 665        | 406        |
| Very confident                      | (4) 400  | 185  | 216    | 97    | 107   | 74    | 50    | 37    | 35   | 131  | 94   | 106  | 69   | 30         | 43         | 44                       | 46            | 28            | 21    | 27              | 83     | 49         | 29         |
|                                     |          | 9%   | 10%    | 19%   | 15%   | 10%   | 7%    | 6%    | 4%   | 11%  | 7%   | 12%  | 7%   | 15%        | 8%         | 11%                      | 11%           | 8%            | 9%    | 6%              | 13%    | 7%         | 7%         |
| Somewhat confident                  | (3) 2028 | 923  | 1098   | 295   | 377   | 400   | 379   | 259   | 317  | 528  | 583  | 428  | 488  | 78         | 244        | 194                      | 204           | 149           | 103   | 215             | 299    | 337        | 206        |
|                                     |          | 47%  | 50%    | 58%   | 51%   | 52%   | 50%   | 40%   | 35%  | 45%  | 46%  | 47%  | 51%  | 39%        | 45%        | 48%                      | 47%           | 43%           | 43%   | 48%             | 47%    | 51%        | 51%        |
| Not very confident                  | (2) 1336 | 671  | 661    | 92    | 203   | 211   | 242   | 240   | 349  | 369  | 419  | 276  | 273  | 69         | 176        | 110                      | 134           | 128           | 80    | 135             | 183    | 198        | 123        |
|                                     |          | 31%  | 30%    | 18%   | 28%   | 28%   | 32%   | 37%   | 39%  | 31%  | 33%  | 30%  | 29%  | 35%        | 32%        | 27%                      | 31%           | 37%           | 34%   | 30%             | 29%    | 30%        | 30%        |
| Not confident at all                | (1) 551  | 320  | 229    | 29    | 50    | 82    | 84    | 106   | 200  | 149  | 168  | 106  | 128  | 23         | 81         | 57                       | 46            | 45            | 34    | 71              | 66     | 81         | 48         |
|                                     |          | 13%  | 10%    | 6%    | 7%    | 11%   | 11%   | 17%   | 22%  | 13%  | 13%  | 12%  | 13%  | 11%        | 15%        | 14%                      | 11%           | 13%           | 14%   | 16%             | 10%    | 12%        | 12%        |
| NET: Very/ Somewhat confident       | 2428     | 1107 | 1314   | 392   | 484   | 475   | 429   | 296   | 352  | 660  | 677  | 534  | 558  | 107        | 287        | 239                      | 251           | 177           | 124   | 242             | 382    | 386        | 235        |
|                                     |          | 56%  | 60%    | 76%   | 66%   | 62%   | 57%   | 46%   | 39%  | 56%  | 54%  | 58%  | 58%  | 54%        | 53%        | 59%                      | 58%           | 51%           | 52%   | 54%             | 61%    | 58%        | 58%        |
| NET: Not at all/ Not very confident | 1888     | 992  | 890    | 121   | 253   | 293   | 326   | 346   | 549  | 517  | 587  | 382  | 401  | 91         | 257        | 167                      | 181           | 173           | 114   | 207             | 249    | 279        | 171        |
|                                     |          | 44%  | 40%    | 24%   | 34%   | 38%   | 43%   | 54%   | 61%  | 44%  | 46%  | 42%  | 42%  | 46%        | 47%        | 41%                      | 42%           | 49%           | 48%   | 46%             | 39%    | 42%        | 42%        |
| Mean                                | 2.53     | 2.46 | 2.59   | 2.90  | 2.74  | 2.61  | 2.52  | 2.35  | 2.21 | 2.55 | 2.48 | 2.58 | 2.52 | 2.57       | 2.46       | 2.56                     | 2.58          | 2.46          | 2.47  | 2.44            | 2.63   | 2.53       | 2.53       |
| Standard deviation                  | 0.83     | 0.85 | 0.80   | 0.77  | 0.79  | 0.80  | 0.78  | 0.82  | 0.83 | 0.85 | 0.82 | 0.84 | 0.81 | 0.88       | 0.84       | 0.86                     | 0.82          | 0.82          | 0.84  | 0.83            | 0.84   | 0.80       | 0.79       |
| Standard error                      | 0.01     | 0.02 | 0.02   | 0.03  | 0.03  | 0.03  | 0.03  | 0.03  | 0.03 | 0.02 | 0.02 | 0.03 | 0.03 | 0.06       | 0.04       | 0.04                     | 0.04          | 0.04          | 0.04  | 0.04            | 0.04   | 0.03       | 0.04       |

## Charity Commission Public Trust Survey 2023

### Online Fieldwork: 24th to 31st January 2023

Absolutes/col percents

Table 72

**Q19. If you were wondering whether to donate time and/or money to a good cause how confident if at all would you be in each of the following as a source to help you make up your mind?**

**Base: All respondents**

**Knowing that the good cause was a registered charity**

|                                     | Gender   |      |        | Age   |       |       |       |       |      | SEG  |      |      |      | Region     |            |                          |               |               |       |                 |        |            |            |
|-------------------------------------|----------|------|--------|-------|-------|-------|-------|-------|------|------|------|------|------|------------|------------|--------------------------|---------------|---------------|-------|-----------------|--------|------------|------------|
|                                     | Total    | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+  | AB   | C1   | C2   | DE   | North East | North West | Yorkshire and the Humber | West Midlands | East Midlands | Wales | East of England | London | South East | South West |
| Unweighted base                     | 4316     | 1992 | 2312   | 484   | 671   | 731   | 785   | 678   | 967  | 1317 | 1344 | 602  | 1053 | 192        | 524        | 392                      | 412           | 337           | 527   | 377             | 519    | 642        | 394        |
| Weighted base                       | 4316     | 2099 | 2204   | 513   | 737   | 767   | 755   | 642   | 901  | 1177 | 1264 | 916  | 959  | 199        | 544        | 406                      | 432           | 350           | 237   | 449             | 630    | 665        | 406        |
| Very confident                      | (4) 1202 | 539  | 661    | 157   | 209   | 213   | 198   | 175   | 251  | 331  | 342  | 259  | 270  | 72         | 143        | 121                      | 133           | 96            | 67    | 105             | 159    | 190        | 115        |
|                                     |          | 28%  | 26%    | 30%   | 31%   | 28%   | 26%   | 27%   | 28%  | 28%  | 27%  | 28%  | 28%  | 36%        | 26%        | 30%                      | 31%           | 28%           | 28%   | 23%             | 25%    | 29%        | 28%        |
| Somewhat confident                  | (3) 2559 | 1245 | 1305   | 309   | 413   | 452   | 463   | 384   | 538  | 705  | 771  | 539  | 545  | 108        | 333        | 241                      | 237           | 206           | 142   | 297             | 373    | 380        | 244        |
|                                     |          | 59%  | 59%    | 59%   | 60%   | 56%   | 59%   | 61%   | 60%  | 60%  | 61%  | 59%  | 57%  | 54%        | 61%        | 59%                      | 55%           | 59%           | 60%   | 66%             | 59%    | 57%        | 60%        |
| Not very confident                  | (2) 395  | 222  | 173    | 36    | 85    | 65    | 59    | 72    | 78   | 104  | 115  | 78   | 99   | 12         | 41         | 30                       | 44            | 32            | 20    | 35              | 75     | 71         | 36         |
|                                     |          | 9%   | 11%    | 8%    | 7%    | 12%   | 9%    | 8%    | 11%  | 9%   | 9%   | 9%   | 10%  | 6%         | 8%         | 7%                       | 10%           | 9%            | 8%    | 8%              | 12%    | 11%        | 9%         |
| Not confident at all                | (1) 159  | 92   | 65     | 11    | 31    | 38    | 34    | 11    | 34   | 37   | 37   | 40   | 45   | 7          | 27         | 14                       | 18            | 15            | 9     | 12              | 24     | 23         | 11         |
|                                     |          | 4%   | 4%     | 3%    | 2%    | 4%    | 5%    | 5%    | 2%   | 4%   | 3%   | 3%   | 4%   | 5%         | 4%         | 5%                       | 3%            | 4%            | 4%    | 3%              | 4%     | 3%         | 3%         |
| NET: Very/ Somewhat confident       | 3762     | 1785 | 1966   | 466   | 621   | 665   | 662   | 560   | 789  | 1036 | 1113 | 798  | 815  | 180        | 475        | 362                      | 370           | 303           | 209   | 402             | 532    | 571        | 359        |
|                                     |          | 87%  | 85%    | 89%   | 91%   | 84%   | 87%   | 88%   | 87%  | 88%  | 88%  | 87%  | 85%  | 90%        | 87%        | 89%                      | 86%           | 87%           | 88%   | 90%             | 84%    | 86%        | 88%        |
| NET: Not at all/ Not very confident | 554      | 314  | 238    | 47    | 116   | 103   | 93    | 83    | 112  | 141  | 151  | 118  | 144  | 19         | 68         | 44                       | 62            | 47            | 28    | 47              | 98     | 94         | 47         |
|                                     |          | 13%  | 15%    | 11%   | 9%    | 16%   | 13%   | 12%   | 13%  | 12%  | 12%  | 13%  | 15%  | 10%        | 13%        | 11%                      | 14%           | 13%           | 12%   | 10%             | 16%    | 14%        | 12%        |
| Mean                                | 3.11     | 3.06 | 3.16   | 3.19  | 3.08  | 3.09  | 3.09  | 3.13  | 3.12 | 3.13 | 3.12 | 3.11 | 3.08 | 3.23       | 3.09       | 3.15                     | 3.12          | 3.10          | 3.13  | 3.10            | 3.06   | 3.11       | 3.14       |
| Standard deviation                  | 0.71     | 0.73 | 0.69   | 0.65  | 0.75  | 0.74  | 0.72  | 0.66  | 0.71 | 0.69 | 0.68 | 0.73 | 0.75 | 0.72       | 0.73       | 0.70                     | 0.75          | 0.73          | 0.70  | 0.64            | 0.72   | 0.72       | 0.68       |
| Standard error                      | 0.01     | 0.02 | 0.01   | 0.03  | 0.03  | 0.03  | 0.03  | 0.03  | 0.02 | 0.02 | 0.02 | 0.03 | 0.02 | 0.05       | 0.03       | 0.04                     | 0.04          | 0.04          | 0.03  | 0.03            | 0.03   | 0.03       | 0.03       |

**Charity Commission Public Trust Survey 2023**  
**Online Fieldwork: 24th to 31st January 2023**

Absolutes/col percents

Table 73

**Q20. And how often if ever do you use each of the following as a source to help you make up your mind about whether to donate time and/or money to a good cause?**

**Summary table**

**Base: All respondents**

|                                |     | The good cause's own website | Factual information about the good cause on third party websites | Information on the Charity Commission's register of charities | Opinions of friends and family | Information about the good cause through television, radio, newspapers and magazines | Information about the good cause shared on social media |
|--------------------------------|-----|------------------------------|--|---|--------------------------------|--|---|
| Unweighted base                |     | 4316                         | 4316   | 4316  | 4316                           | 4316   | 4316  |
| Weighted base                  |     | 4316                         | 4316   | 4316  | 4316                           | 4316   | 4316  |
| Always                         | (4) | 618<br>14%                   | 367<br>8%  | 332<br>8%   | 564<br>13%                     | 310<br>7%  | 266<br>6%   |
| Sometimes                      | (3) | 2057<br>48%                  | 1837<br>43%  | 1196<br>28%   | 2309<br>53%                    | 2140<br>50%  | 1674<br>39%   |
| Rarely                         | (2) | 931<br>22%                   | 1173<br>27%  | 995<br>23%  | 911<br>21%                     | 1157<br>27%  | 1072<br>25%   |
| Never                          | (1) | 711<br>16%                   | 939<br>22%   | 1794<br>42%   | 533<br>12%                     | 709<br>16%   | 1305<br>30%   |
| NET: Always/ Sometimes         |     | 2675<br>62%                  | 2204<br>51%  | 1527<br>35%   | 2872<br>67%                    | 2450<br>57%  | 1940<br>45%   |
| NET: Always/ Sometimes/ Rarely |     | 3605<br>84%                  | 3377<br>78%  | 2522<br>58%   | 3783<br>88%                    | 3607<br>84%  | 3011<br>70%   |
| Mean                           |     | 2.60                         | 2.38   | 2.02  | 2.67                           | 2.48   | 2.21  |
| Standard deviation             |     | 0.93                         | 0.92   | 1.00  | 0.85                           | 0.85   | 0.94  |
| Standard error                 |     | 0.01                         | 0.01   | 0.02  | 0.01                           | 0.01   | 0.01  |

## Charity Commission Public Trust Survey 2023

### Online Fieldwork: 24th to 31st January 2023

Absolutes/col percents

Table 74

**Q20. And how often if ever do you use each of the following as a source to help you make up your mind about whether to donate time and/or money to a good cause?**

**The good cause's own website**

**Base: All respondents**

|                                | Gender      |             |             | Age         |            |            |            |            |            | SEG         |             |            |            | Region     |            |                          |               |               |            |                 |            |            |            |            |
|--------------------------------|-------------|-------------|-------------|-------------|------------|------------|------------|------------|------------|-------------|-------------|------------|------------|------------|------------|--------------------------|---------------|---------------|------------|-----------------|------------|------------|------------|------------|
|                                | Total       | Male        | Female      | 18-24       | 25-34      | 35-44      | 45-54      | 55-64      | 65+        | AB          | C1          | C2         | DE         | North East | North West | Yorkshire and the Humber | West Midlands | East Midlands | Wales      | East of England | London     | South East | South West |            |
| Unweighted base                | 4316        | 1992        | 2312        | 484         | 671        | 731        | 785        | 678        | 967        | 1317        | 1344        | 602        | 1053       | 192        | 524        | 392                      | 412           | 337           | 527        | 377             | 519        | 642        | 394        |            |
| Weighted base                  | 4316        | 2099        | 2204        | 513         | 737        | 767        | 755        | 642        | 901        | 1177        | 1264        | 916        | 959        | 199        | 544        | 406                      | 432           | 350           | 237        | 449             | 630        | 665        | 406        |            |
| Always                         | (4)<br>14%  | 618<br>14%  | 293<br>15%  | 106<br>21%  | 126<br>17% | 109<br>14% | 110<br>15% | 61<br>9%   | 107<br>12% | 192<br>16%  | 155<br>12%  | 142<br>16% | 129<br>13% | 32<br>16%  | 78<br>14%  | 45<br>11%                | 68<br>16%     | 43<br>12%     | 30<br>13%  | 53<br>12%       | 130<br>21% | 85<br>13%  | 56<br>14%  |            |
| Sometimes                      | (3)<br>48%  | 2057<br>44% | 919<br>51%  | 1131<br>54% | 275<br>51% | 374<br>50% | 382<br>44% | 335<br>47% | 301<br>43% | 390<br>52%  | 611<br>50%  | 637<br>42% | 389<br>44% | 421<br>86% | 273<br>50% | 195<br>48%               | 202<br>47%    | 147<br>42%    | 110<br>46% | 201<br>45%      | 303<br>48% | 348<br>52% | 193<br>47% |            |
| Rarely                         | (2)<br>22%  | 931<br>24%  | 495<br>20%  | 433<br>16%  | 81<br>19%  | 137<br>19% | 143<br>23% | 177<br>25% | 161<br>26% | 231<br>19%  | 222<br>23%  | 293<br>23% | 215<br>21% | 200<br>23% | 46<br>19%  | 103<br>17%               | 92<br>23%     | 89<br>21%     | 87<br>25%  | 49<br>21%       | 116<br>26% | 104<br>17% | 143<br>21% | 100<br>25% |
| Never                          | (1)<br>16%  | 711<br>19%  | 392<br>14%  | 317<br>10%  | 52<br>14%  | 100<br>17% | 133<br>18% | 133<br>19% | 120<br>19% | 173<br>19%  | 152<br>13%  | 180<br>14% | 170<br>19% | 209<br>22% | 34<br>17%  | 90<br>17%                | 74<br>18%     | 72<br>17%     | 73<br>21%  | 49<br>21%       | 78<br>17%  | 93<br>15%  | 89<br>13%  | 57<br>14%  |
| NET: Always/ Sometimes         | 2675<br>62% | 1212<br>58% | 1454<br>66% | 380<br>74%  | 500<br>68% | 491<br>64% | 445<br>59% | 361<br>56% | 497<br>55% | 803<br>68%  | 791<br>63%  | 531<br>58% | 550<br>57% | 119<br>60% | 350<br>64% | 239<br>59%               | 270<br>63%    | 190<br>54%    | 140<br>59% | 254<br>57%      | 432<br>69% | 433<br>65% | 248<br>61% |            |
| NET: Always/ Sometimes/ Rarely | 3605<br>84% | 1707<br>81% | 1887<br>86% | 461<br>90%  | 637<br>86% | 634<br>83% | 622<br>82% | 523<br>81% | 728<br>81% | 1025<br>87% | 1085<br>86% | 746<br>81% | 750<br>78% | 165<br>83% | 453<br>83% | 331<br>82%               | 359<br>83%    | 276<br>79%    | 189<br>79% | 371<br>83%      | 537<br>85% | 576<br>87% | 349<br>86% |            |
| Mean                           | 2.60        | 2.53        | 2.66        | 2.85        | 2.71       | 2.61       | 2.56       | 2.47       | 2.48       | 2.72        | 2.61        | 2.55       | 2.49       | 2.59       | 2.62       | 2.52                     | 2.61          | 2.45          | 2.51       | 2.51            | 2.74       | 2.64       | 2.61       |            |
| Standard deviation             | 0.93        | 0.95        | 0.90        | 0.86        | 0.91       | 0.93       | 0.94       | 0.90       | 0.93       | 0.89        | 0.88        | 0.96       | 0.98       | 0.95       | 0.92       | 0.92                     | 0.94          | 0.96          | 0.96       | 0.91            | 0.95       | 0.87       | 0.89       |            |
| Standard error                 | 0.01        | 0.02        | 0.02        | 0.04        | 0.03       | 0.03       | 0.03       | 0.03       | 0.03       | 0.02        | 0.02        | 0.04       | 0.03       | 0.07       | 0.04       | 0.05                     | 0.05          | 0.05          | 0.04       | 0.05            | 0.04       | 0.03       | 0.04       |            |



## Charity Commission Public Trust Survey 2023

### Online Fieldwork: 24th to 31st January 2023

Absolutes/col percents

Table 75

**Q20. And how often if ever do you use each of the following as a source to help you make up your mind about whether to donate time and/or money to a good cause?**

**Factual information about the good cause on third party websites**

**Base: All respondents**

|                                | Gender      |             |             | Age        |            |            |            |            |            | SEG        |             |            |            | Region     |            |                          |               |               |            |                 |            |            |            |            |
|--------------------------------|-------------|-------------|-------------|------------|------------|------------|------------|------------|------------|------------|-------------|------------|------------|------------|------------|--------------------------|---------------|---------------|------------|-----------------|------------|------------|------------|------------|
|                                | Total       | Male        | Female      | 18-24      | 25-34      | 35-44      | 45-54      | 55-64      | 65+        | AB         | C1          | C2         | DE         | North East | North West | Yorkshire and the Humber | West Midlands | East Midlands | Wales      | East of England | London     | South East | South West |            |
| Unweighted base                | 4316        | 1992        | 2312        | 484        | 671        | 731        | 785        | 678        | 967        | 1317       | 1344        | 602        | 1053       | 192        | 524        | 392                      | 412           | 337           | 527        | 377             | 519        | 642        | 394        |            |
| Weighted base                  | 4316        | 2099        | 2204        | 513        | 737        | 767        | 755        | 642        | 901        | 1177       | 1264        | 916        | 959        | 199        | 544        | 406                      | 432           | 350           | 237        | 449             | 630        | 665        | 406        |            |
| Always                         | (4)<br>8%   | 367<br>19%  | 194<br>8%   | 173<br>19% | 96<br>12%  | 87<br>12%  | 62<br>8%   | 51<br>7%   | 29<br>5%   | 40<br>4%   | 146<br>12%  | 79<br>6%   | 80<br>9%   | 63<br>7%   | 17<br>9%   | 46<br>8%                 | 30<br>7%      | 42<br>10%     | 21<br>6%   | 17<br>7%        | 24<br>5%   | 102<br>16% | 43<br>6%   | 25<br>6%   |
| Sometimes                      | (3)<br>43%  | 1837<br>41% | 867<br>44%  | 963<br>44% | 261<br>51% | 369<br>50% | 347<br>45% | 316<br>42% | 250<br>39% | 294<br>33% | 510<br>43%  | 561<br>44% | 378<br>41% | 389<br>41% | 77<br>39%  | 220<br>40%               | 177<br>44%    | 181<br>42%    | 146<br>42% | 91<br>38%       | 176<br>39% | 274<br>43% | 308<br>46% | 189<br>47% |
| Rarely                         | (2)<br>27%  | 1173<br>28% | 578<br>27%  | 591<br>27% | 99<br>19%  | 151<br>20% | 199<br>26% | 216<br>29% | 198<br>31% | 309<br>34% | 319<br>27%  | 370<br>29% | 246<br>27% | 238<br>25% | 57<br>29%  | 162<br>30%               | 103<br>25%    | 107<br>25%    | 94<br>27%  | 63<br>27%       | 154<br>34% | 141<br>22% | 185<br>28% | 106<br>26% |
| Never                          | (1)<br>22%  | 939<br>22%  | 460<br>22%  | 477<br>22% | 57<br>11%  | 129<br>18% | 159<br>21% | 171<br>23% | 165<br>26% | 257<br>29% | 203<br>17%  | 255<br>20% | 211<br>23% | 270<br>28% | 47<br>24%  | 117<br>21%               | 96<br>24%     | 102<br>26%    | 88<br>25%  | 67<br>28%       | 95<br>21%  | 114<br>18% | 129<br>19% | 85<br>21%  |
| NET: Always/ Sometimes         | 2204<br>51% | 1061<br>51% | 1136<br>52% | 357<br>70% | 457<br>62% | 409<br>53% | 367<br>49% | 279<br>43% | 335<br>37% | 655<br>56% | 639<br>51%  | 458<br>50% | 451<br>47% | 95<br>48%  | 265<br>49% | 207<br>51%               | 223<br>52%    | 168<br>48%    | 107<br>45% | 200<br>45%      | 375<br>60% | 351<br>53% | 214<br>53% |            |
| NET: Always/ Sometimes/ Rarely | 3377<br>78% | 1639<br>78% | 1727<br>78% | 456<br>89% | 608<br>82% | 608<br>79% | 583<br>77% | 477<br>74% | 644<br>71% | 974<br>83% | 1009<br>80% | 705<br>77% | 689<br>72% | 152<br>76% | 427<br>79% | 310<br>76%               | 329<br>76%    | 262<br>75%    | 171<br>72% | 354<br>79%      | 516<br>82% | 536<br>81% | 321<br>79% |            |
| Mean                           | 2.38        | 2.38        | 2.38        | 2.77       | 2.56       | 2.41       | 2.33       | 2.22       | 2.13       | 2.51       | 2.37        | 2.36       | 2.25       | 2.33       | 2.36       | 2.35                     | 2.38          | 2.29          | 2.24       | 2.29            | 2.58       | 2.40       | 2.38       |            |
| Standard deviation             | 0.92        | 0.93        | 0.91        | 0.88       | 0.91       | 0.91       | 0.90       | 0.88       | 0.88       | 0.92       | 0.87        | 0.93       | 0.94       | 0.93       | 0.91       | 0.92                     | 0.95          | 0.91          | 0.94       | 0.86            | 0.96       | 0.87       | 0.88       |            |
| Standard error                 | 0.01        | 0.02        | 0.02        | 0.04       | 0.04       | 0.03       | 0.03       | 0.03       | 0.03       | 0.03       | 0.02        | 0.04       | 0.03       | 0.07       | 0.04       | 0.05                     | 0.05          | 0.05          | 0.04       | 0.04            | 0.04       | 0.03       | 0.04       |            |

## Charity Commission Public Trust Survey 2023

### Online Fieldwork: 24th to 31st January 2023

Absolutes/col percents

Table 76

**Q20. And how often if ever do you use each of the following as a source to help you make up your mind about whether to donate time and/or money to a good cause?**  
**Information on the Charity Commission's register of charities**  
**Base: All respondents**

|                                | Gender      |             |             | Age        |            |            |            |            |            | SEG        |            |            |            | Region     |            |                          |               |               |            |                 |            |            |            |            |
|--------------------------------|-------------|-------------|-------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|--------------------------|---------------|---------------|------------|-----------------|------------|------------|------------|------------|
|                                | Total       | Male        | Female      | 18-24      | 25-34      | 35-44      | 45-54      | 55-64      | 65+        | AB         | C1         | C2         | DE         | North East | North West | Yorkshire and the Humber | West Midlands | East Midlands | Wales      | East of England | London     | South East | South West |            |
| Unweighted base                | 4316        | 1992        | 2312        | 484        | 671        | 731        | 785        | 678        | 967        | 1317       | 1344       | 602        | 1053       | 192        | 524        | 392                      | 412           | 337           | 527        | 377             | 519        | 642        | 394        |            |
| Weighted base                  | 4316        | 2099        | 2204        | 513        | 737        | 767        | 755        | 642        | 901        | 1177       | 1264       | 916        | 959        | 199        | 544        | 406                      | 432           | 350           | 237        | 449             | 630        | 665        | 406        |            |
| Always                         | (4)<br>8%   | 332<br>8%   | 173<br>7%   | 157<br>12% | 61<br>12%  | 87<br>12%  | 66<br>9%   | 42<br>6%   | 30<br>5%   | 46<br>5%   | 106<br>9%  | 76<br>6%   | 76<br>8%   | 73<br>8%   | 15<br>7%   | 40<br>7%                 | 29<br>7%      | 34<br>8%      | 29<br>8%   | 16<br>7%        | 31<br>7%   | 82<br>13%  | 29<br>4%   | 28<br>7%   |
| Sometimes                      | (3)<br>28%  | 1196<br>26% | 540<br>29%  | 648<br>40% | 204<br>35% | 257<br>31% | 239<br>25% | 189<br>18% | 113<br>21% | 192<br>28% | 333<br>29% | 367<br>28% | 253<br>25% | 242<br>25% | 50<br>25%  | 156<br>29%               | 98<br>24%     | 141<br>33%    | 94<br>27%  | 59<br>25%       | 108<br>24% | 194<br>31% | 188<br>28% | 108<br>27% |
| Rarely                         | (2)<br>23%  | 995<br>24%  | 509<br>22%  | 484<br>23% | 117<br>19% | 141<br>19% | 165<br>21% | 161<br>21% | 187<br>29% | 224<br>25% | 293<br>25% | 286<br>23% | 212<br>23% | 203<br>21% | 41<br>21%  | 124<br>23%               | 99<br>24%     | 87<br>20%     | 67<br>19%  | 48<br>20%       | 116<br>26% | 144<br>23% | 183<br>28% | 86<br>21%  |
| Never                          | (1)<br>42%  | 1794<br>42% | 876<br>42%  | 915<br>42% | 131<br>26% | 251<br>34% | 297<br>39% | 363<br>48% | 312<br>49% | 439<br>49% | 444<br>38% | 535<br>42% | 374<br>41% | 441<br>46% | 92<br>46%  | 224<br>41%               | 180<br>44%    | 170<br>39%    | 160<br>46% | 115<br>48%      | 195<br>43% | 210<br>33% | 265<br>40% | 184<br>45% |
| NET: Always/ Sometimes         | 1527<br>35% | 714<br>34%  | 805<br>37%  | 265<br>52% | 345<br>47% | 305<br>40% | 231<br>31% | 143<br>22% | 238<br>26% | 440<br>37% | 443<br>35% | 329<br>36% | 315<br>33% | 65<br>33%  | 196<br>36% | 127<br>31%               | 174<br>40%    | 123<br>35%    | 75<br>32%  | 139<br>31%      | 276<br>44% | 216<br>33% | 136<br>34% |            |
| NET: Always/ Sometimes/ Rarely | 2522<br>58% | 1223<br>58% | 1289<br>58% | 382<br>74% | 486<br>66% | 470<br>61% | 391<br>52% | 331<br>51% | 462<br>51% | 733<br>62% | 729<br>58% | 542<br>59% | 518<br>54% | 106<br>54% | 320<br>59% | 226<br>56%               | 262<br>61%    | 190<br>54%    | 123<br>52% | 254<br>57%      | 420<br>67% | 400<br>60% | 222<br>55% |            |
| Mean                           | 2.02        | 2.01        | 2.02        | 2.38       | 2.24       | 2.10       | 1.88       | 1.79       | 1.83       | 2.09       | 1.99       | 2.03       | 1.95       | 1.94       | 2.02       | 1.94                     | 2.09          | 1.98          | 1.90       | 1.94            | 2.23       | 1.97       | 1.95       |            |
| Standard deviation             | 1.00        | 1.00        | 1.00        | 0.99       | 1.05       | 1.02       | 0.97       | 0.90       | 0.93       | 1.01       | 0.98       | 1.01       | 1.01       | 1.01       | 1.00       | 0.99                     | 1.01          | 1.03          | 1.00       | 0.97            | 1.05       | 0.92       | 1.00       |            |
| Standard error                 | 0.02        | 0.02        | 0.02        | 0.05       | 0.04       | 0.04       | 0.03       | 0.03       | 0.03       | 0.03       | 0.03       | 0.04       | 0.03       | 0.07       | 0.04       | 0.05                     | 0.05          | 0.06          | 0.04       | 0.05            | 0.05       | 0.04       | 0.05       |            |

## Charity Commission Public Trust Survey 2023

### Online Fieldwork: 24th to 31st January 2023

Absolutes/col percents

Table 77

**Q20. And how often if ever do you use each of the following as a source to help you make up your mind about whether to donate time and/or money to a good cause?  
Opinions of friends and family**  
Base: All respondents

|                                   | Gender      |             |             | Age         |            |            |            |            |            | SEG         |             |            |            | Region     |            |                          |               |               |            |                 |            |            |            |           |
|-----------------------------------|-------------|-------------|-------------|-------------|------------|------------|------------|------------|------------|-------------|-------------|------------|------------|------------|------------|--------------------------|---------------|---------------|------------|-----------------|------------|------------|------------|-----------|
|                                   | Total       | Male        | Female      | 18-24       | 25-34      | 35-44      | 45-54      | 55-64      | 65+        | AB          | C1          | C2         | DE         | North East | North West | Yorkshire and the Humber | West Midlands | East Midlands | Wales      | East of England | London     | South East | South West |           |
| Unweighted base                   | 4316        | 1992        | 2312        | 484         | 671        | 731        | 785        | 678        | 967        | 1317        | 1344        | 602        | 1053       | 192        | 524        | 392                      | 412           | 337           | 527        | 377             | 519        | 642        | 394        |           |
| Weighted base                     | 4316        | 2099        | 2204        | 513         | 737        | 767        | 755        | 642        | 901        | 1177        | 1264        | 916        | 959        | 199        | 544        | 406                      | 432           | 350           | 237        | 449             | 630        | 665        | 406        |           |
| Always                            | (4)<br>13%  | 564<br>12%  | 258<br>14%  | 305<br>21%  | 107<br>17% | 128<br>15% | 112<br>11% | 83<br>9%   | 56<br>9%   | 77<br>13%   | 147<br>12%  | 128<br>14% | 132<br>14% | 27<br>13%  | 65<br>12%  | 49<br>12%                | 65<br>15%     | 43<br>12%     | 30<br>12%  | 58<br>13%       | 125<br>20% | 64<br>10%  | 39<br>10%  |           |
| Sometimes                         | (3)<br>53%  | 2309<br>50% | 1044<br>57% | 1255<br>55% | 280<br>54% | 400<br>53% | 411<br>54% | 349<br>54% | 459<br>51% | 642<br>55%  | 684<br>54%  | 496<br>54% | 487<br>51% | 116<br>59% | 288<br>53% | 210<br>52%               | 231<br>53%    | 183<br>52%    | 123<br>52% | 224<br>50%      | 314<br>50% | 387<br>58% | 233<br>57% |           |
| Rarely                            | (2)<br>21%  | 911<br>24%  | 505<br>18%  | 405<br>18%  | 92<br>18%  | 135<br>18% | 147<br>19% | 160<br>21% | 153<br>24% | 226<br>25%  | 264<br>22%  | 278<br>22% | 185<br>20% | 184<br>19% | 25<br>12%  | 127<br>23%               | 86<br>21%     | 82<br>19%     | 74<br>21%  | 48<br>20%       | 113<br>25% | 120<br>19% | 148<br>22% | 90<br>22% |
| Never                             | (1)<br>12%  | 533<br>14%  | 293<br>11%  | 238<br>7%   | 34<br>10%  | 74<br>10%  | 100<br>13% | 102<br>14% | 84<br>13%  | 139<br>15%  | 115<br>10%  | 155<br>12% | 107<br>12% | 156<br>16% | 31<br>16%  | 64<br>12%                | 61<br>15%     | 54<br>12%     | 49<br>14%  | 37<br>15%       | 54<br>12%  | 72<br>11%  | 67<br>10%  | 45<br>11% |
| NET: Always/ Sometimes            | 2872<br>67% | 1301<br>62% | 1561<br>71% | 387<br>75%  | 529<br>72% | 521<br>68% | 493<br>65% | 406<br>63% | 536<br>60% | 798<br>68%  | 831<br>66%  | 624<br>68% | 619<br>65% | 143<br>72% | 353<br>65% | 259<br>64%               | 296<br>69%    | 226<br>65%    | 153<br>64% | 282<br>63%      | 438<br>70% | 450<br>68% | 271<br>67% |           |
| NET: Always/ Sometimes/<br>Rarely | 3783<br>88% | 1806<br>86% | 1966<br>89% | 479<br>93%  | 664<br>90% | 668<br>87% | 653<br>86% | 558<br>87% | 762<br>85% | 1062<br>90% | 1109<br>88% | 809<br>88% | 803<br>84% | 167<br>84% | 480<br>88% | 345<br>85%               | 378<br>88%    | 300<br>86%    | 201<br>85% | 395<br>88%      | 558<br>89% | 598<br>90% | 361<br>89% |           |
| Mean                              | 2.67        | 2.60        | 2.74        | 2.90        | 2.79       | 2.69       | 2.63       | 2.59       | 2.53       | 2.71        | 2.65        | 2.71       | 2.62       | 2.70       | 2.65       | 2.61                     | 2.71          | 2.63          | 2.61       | 2.64            | 2.78       | 2.67       | 2.65       |           |
| Standard deviation                | 0.85        | 0.87        | 0.83        | 0.80        | 0.85       | 0.87       | 0.85       | 0.83       | 0.85       | 0.82        | 0.84        | 0.85       | 0.91       | 0.89       | 0.84       | 0.88                     | 0.87          | 0.87          | 0.89       | 0.86            | 0.89       | 0.78       | 0.80       |           |
| Standard error                    | 0.01        | 0.02        | 0.02        | 0.04        | 0.03       | 0.03       | 0.03       | 0.03       | 0.03       | 0.02        | 0.02        | 0.03       | 0.03       | 0.06       | 0.04       | 0.04                     | 0.04          | 0.05          | 0.04       | 0.04            | 0.04       | 0.03       | 0.04       |           |

## Charity Commission Public Trust Survey 2023

### Online Fieldwork: 24th to 31st January 2023

Absolutes/col percents

Table 78

**Q20. And how often if ever do you use each of the following as a source to help you make up your mind about whether to donate time and/or money to a good cause?  
Information about the good cause through television, radio, newspapers and magazines**  
Base: All respondents

|                                   | Gender      |             |             | Age        |            |            |            |            |            | SEG         |             |            |            | Region     |            |                          |               |               |            |                 |            |            |            |
|-----------------------------------|-------------|-------------|-------------|------------|------------|------------|------------|------------|------------|-------------|-------------|------------|------------|------------|------------|--------------------------|---------------|---------------|------------|-----------------|------------|------------|------------|
|                                   | Total       | Male        | Female      | 18-24      | 25-34      | 35-44      | 45-54      | 55-64      | 65+        | AB          | C1          | C2         | DE         | North East | North West | Yorkshire and the Humber | West Midlands | East Midlands | Wales      | East of England | London     | South East | South West |
| Unweighted base                   | 4316        | 1992        | 2312        | 484        | 671        | 731        | 785        | 678        | 967        | 1317        | 1344        | 602        | 1053       | 192        | 524        | 392                      | 412           | 337           | 527        | 377             | 519        | 642        | 394        |
| Weighted base                     | 4316        | 2099        | 2204        | 513        | 737        | 767        | 755        | 642        | 901        | 1177        | 1264        | 916        | 959        | 199        | 544        | 406                      | 432           | 350           | 237        | 449             | 630        | 665        | 406        |
| Always                            | (4)<br>7%   | 156<br>7%   | 154<br>7%   | 58<br>11%  | 70<br>10%  | 62<br>8%   | 43<br>6%   | 27<br>4%   | 49<br>5%   | 95<br>8%    | 66<br>5%    | 72<br>8%   | 77<br>8%   | 17<br>9%   | 32<br>6%   | 25<br>6%                 | 35<br>8%      | 21<br>6%      | 11<br>4%   | 28<br>6%        | 87<br>14%  | 33<br>5%   | 21<br>5%   |
| Sometimes                         | (3)<br>50%  | 1013<br>48% | 1121<br>51% | 263<br>51% | 360<br>49% | 371<br>48% | 362<br>48% | 339<br>53% | 445<br>49% | 632<br>54%  | 650<br>51%  | 433<br>47% | 425<br>44% | 94<br>48%  | 265<br>49% | 201<br>50%               | 220<br>51%    | 141<br>40%    | 121<br>51% | 219<br>49%      | 313<br>50% | 358<br>54% | 207<br>51% |
| Rarely                            | (2)<br>27%  | 568<br>27%  | 584<br>27%  | 119<br>23% | 185<br>25% | 201<br>26% | 227<br>30% | 178<br>28% | 248<br>27% | 304<br>26%  | 361<br>29%  | 249<br>27% | 243<br>25% | 50<br>25%  | 156<br>29% | 105<br>26%               | 99<br>23%     | 119<br>34%    | 58<br>24%  | 124<br>28%      | 136<br>22% | 194<br>29% | 115<br>28% |
| Never                             | (1)<br>16%  | 361<br>17%  | 345<br>16%  | 72<br>14%  | 122<br>17% | 134<br>17% | 123<br>16% | 99<br>15%  | 159<br>18% | 147<br>12%  | 186<br>15%  | 162<br>18% | 214<br>22% | 36<br>18%  | 90<br>17%  | 74<br>18%                | 77<br>18%     | 68<br>20%     | 48<br>20%  | 78<br>17%       | 94<br>15%  | 80<br>12%  | 62<br>15%  |
| NET: Always/ Sometimes            | 2450<br>57% | 1169<br>56% | 1274<br>58% | 322<br>63% | 430<br>58% | 433<br>56% | 405<br>54% | 366<br>57% | 494<br>55% | 727<br>62%  | 717<br>57%  | 504<br>55% | 502<br>52% | 112<br>56% | 297<br>55% | 227<br>56%               | 255<br>59%    | 162<br>46%    | 131<br>55% | 247<br>55%      | 400<br>63% | 391<br>59% | 228<br>56% |
| NET: Always/ Sometimes/<br>Rarely | 3607<br>84% | 1738<br>83% | 1859<br>84% | 441<br>86% | 616<br>83% | 634<br>83% | 632<br>84% | 544<br>85% | 742<br>82% | 1030<br>88% | 1078<br>85% | 754<br>82% | 745<br>78% | 162<br>82% | 454<br>83% | 332<br>82%               | 355<br>82%    | 281<br>80%    | 189<br>80% | 371<br>83%      | 537<br>85% | 585<br>88% | 343<br>85% |
| Mean                              | 2.48        | 2.46        | 2.49        | 2.60       | 2.51       | 2.47       | 2.43       | 2.46       | 2.43       | 2.57        | 2.47        | 2.45       | 2.38       | 2.46       | 2.44       | 2.44                     | 2.49          | 2.33          | 2.39       | 2.44            | 2.62       | 2.52       | 2.46       |
| Standard deviation                | 0.85        | 0.86        | 0.84        | 0.87       | 0.88       | 0.87       | 0.83       | 0.80       | 0.84       | 0.81        | 0.81        | 0.87       | 0.92       | 0.89       | 0.83       | 0.86                     | 0.88          | 0.86          | 0.86       | 0.85            | 0.90       | 0.77       | 0.81       |
| Standard error                    | 0.01        | 0.02        | 0.02        | 0.04       | 0.03       | 0.03       | 0.03       | 0.03       | 0.03       | 0.02        | 0.02        | 0.04       | 0.03       | 0.06       | 0.04       | 0.04                     | 0.04          | 0.05          | 0.04       | 0.04            | 0.04       | 0.03       | 0.04       |

## Charity Commission Public Trust Survey 2023

### Online Fieldwork: 24th to 31st January 2023

Absolutes/col percents

Table 79

**Q20. And how often if ever do you use each of the following as a source to help you make up your mind about whether to donate time and/or money to a good cause?  
Information about the good cause shared on social media**  
Base: All respondents

|                                   | Gender             |             |             | Age        |            |            |            |            |            | SEG        |            |            |            | Region     |            |                          |               |               |            |                 |            |            |            |
|-----------------------------------|--------------------|-------------|-------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|--------------------------|---------------|---------------|------------|-----------------|------------|------------|------------|
|                                   | Total              | Male        | Female      | 18-24      | 25-34      | 35-44      | 45-54      | 55-64      | 65+        | AB         | C1         | C2         | DE         | North East | North West | Yorkshire and the Humber | West Midlands | East Midlands | Wales      | East of England | London     | South East | South West |
| Unweighted base                   | 4316               | 1992        | 2312        | 484        | 671        | 731        | 785        | 678        | 967        | 1317       | 1344       | 602        | 1053       | 192        | 524        | 392                      | 412           | 337           | 527        | 377             | 519        | 642        | 394        |
| Weighted base                     | 4316               | 2099        | 2204        | 513        | 737        | 767        | 755        | 642        | 901        | 1177       | 1264       | 916        | 959        | 199        | 544        | 406                      | 432           | 350           | 237        | 449             | 630        | 665        | 406        |
| Always                            | (4)<br>266<br>6%   | 131<br>6%   | 133<br>6%   | 79<br>15%  | 77<br>10%  | 58<br>8%   | 26<br>3%   | 17<br>3%   | 9<br>1%    | 93<br>8%   | 65<br>5%   | 59<br>6%   | 49<br>5%   | 11<br>5%   | 30<br>6%   | 25<br>6%                 | 27<br>6%      | 22<br>6%      | 13<br>5%   | 16<br>4%        | 82<br>13%  | 21<br>3%   | 19<br>5%   |
| Sometimes                         | (3)<br>1674<br>39% | 720<br>34%  | 947<br>43%  | 271<br>53% | 378<br>51% | 341<br>44% | 301<br>40% | 190<br>30% | 193<br>21% | 457<br>39% | 475<br>38% | 375<br>41% | 367<br>38% | 76<br>38%  | 205<br>38% | 152<br>37%               | 184<br>43%    | 107<br>31%    | 85<br>36%  | 159<br>36%      | 275<br>44% | 285<br>43% | 147<br>36% |
| Rarely                            | (2)<br>1072<br>25% | 534<br>25%  | 535<br>24%  | 102<br>20% | 147<br>20% | 174<br>23% | 210<br>28% | 180<br>28% | 258<br>29% | 305<br>26% | 341<br>27% | 208<br>23% | 217<br>23% | 54<br>27%  | 141<br>26% | 94<br>23%                | 110<br>26%    | 96<br>28%     | 53<br>22%  | 127<br>28%      | 131<br>21% | 149<br>22% | 116<br>29% |
| Never                             | (1)<br>1305<br>30% | 714<br>34%  | 589<br>27%  | 61<br>12%  | 135<br>18% | 194<br>25% | 218<br>29% | 256<br>40% | 441<br>49% | 321<br>27% | 384<br>30% | 274<br>30% | 327<br>34% | 58<br>29%  | 168<br>31% | 135<br>33%               | 110<br>26%    | 124<br>36%    | 87<br>37%  | 147<br>33%      | 142<br>23% | 210<br>32% | 124<br>31% |
| NET: Always/ Sometimes            | 1940<br>45%        | 851<br>41%  | 1080<br>49% | 350<br>68% | 455<br>62% | 399<br>52% | 327<br>43% | 207<br>32% | 202<br>22% | 551<br>47% | 540<br>43% | 434<br>47% | 415<br>43% | 87<br>44%  | 235<br>43% | 177<br>44%               | 211<br>49%    | 129<br>37%    | 97<br>41%  | 175<br>39%      | 357<br>57% | 306<br>46% | 166<br>41% |
| NET: Always/ Sometimes/<br>Rarely | 3011<br>70%        | 1385<br>66% | 1615<br>73% | 452<br>88% | 602<br>82% | 573<br>75% | 537<br>71% | 386<br>60% | 460<br>51% | 856<br>73% | 881<br>70% | 642<br>70% | 633<br>66% | 140<br>71% | 375<br>69% | 271<br>67%               | 321<br>74%    | 225<br>64%    | 151<br>63% | 302<br>67%      | 488<br>77% | 455<br>68% | 282<br>69% |
| Mean                              | 2.21               | 2.13        | 2.28        | 2.72       | 2.54       | 2.34       | 2.18       | 1.95       | 1.74       | 2.27       | 2.17       | 2.24       | 2.14       | 2.20       | 2.18       | 2.17                     | 2.29          | 2.08          | 2.10       | 2.10            | 2.47       | 2.18       | 2.15       |
| Standard deviation                | 0.94               | 0.96        | 0.93        | 0.87       | 0.91       | 0.94       | 0.89       | 0.89       | 0.82       | 0.95       | 0.92       | 0.95       | 0.95       | 0.93       | 0.94       | 0.96                     | 0.92          | 0.95          | 0.96       | 0.90            | 0.98       | 0.92       | 0.91       |
| Standard error                    | 0.01               | 0.02        | 0.02        | 0.04       | 0.04       | 0.03       | 0.03       | 0.03       | 0.03       | 0.03       | 0.03       | 0.04       | 0.03       | 0.07       | 0.04       | 0.05                     | 0.05          | 0.05          | 0.04       | 0.05            | 0.04       | 0.04       | 0.05       |

## Charity Commission Public Trust Survey 2023

### Online Fieldwork: 24th to 31st January 2023

Absolutes/col percents

Table 80

**Q21. Have you or any of your close family had contact with a charity in the last year?****Base: All respondents**

|  | Gender |      | Age    |       |       |       |       |       | SEG |      |      |     | Region |            |            |                          |               |               |       |                 |        |            |            |
|--|--------|------|--------|-------|-------|-------|-------|-------|-----|------|------|-----|--------|------------|------------|--------------------------|---------------|---------------|-------|-----------------|--------|------------|------------|
|  | Total  | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB   | C1   | C2  | DE     | North East | North West | Yorkshire and the Humber | West Midlands | East Midlands | Wales | East of England | London | South East | South West |
| Unweighted base  | 4316   | 1992 | 2312   | 484   | 671   | 731   | 785   | 678   | 967 | 1317 | 1344 | 602 | 1053   | 192        | 524        | 392                      | 412           | 337           | 527   | 377             | 519    | 642        | 394        |
| Weighted base  | 4316   | 2099 | 2204   | 513   | 737   | 767   | 755   | 642   | 901 | 1177 | 1264 | 916 | 959    | 199        | 544        | 406                      | 432           | 350           | 237   | 449             | 630    | 665        | 406        |
| NET: Any   | 3414   | 1584 | 1820   | 398   | 575   | 573   | 597   | 524   | 747 | 958  | 995  | 717 | 744    | 159        | 407        | 317                      | 333           | 275           | 187   | 343             | 510    | 556        | 328        |
|  | 79%    | 75%  | 83%    | 78%   | 78%   | 75%   | 79%   | 82%   | 83% | 81%  | 79%  | 78% | 78%    | 80%        | 75%        | 78%                      | 77%           | 79%           | 79%   | 76%             | 81%    | 84%        | 81%        |
| Used a charity shop  | 2243   | 970  | 1265   | 192   | 341   | 372   | 431   | 373   | 532 | 615  | 656  | 443 | 529    | 114        | 271        | 206                      | 221           | 178           | 126   | 245             | 276    | 380        | 226        |
|  | 52%    | 46%  | 57%    | 37%   | 46%   | 48%   | 57%   | 58%   | 59% | 52%  | 52%  | 48% | 55%    | 58%        | 50%        | 51%                      | 51%           | 53%           | 55%   | 55%             | 44%    | 57%        | 56%        |
| Donated money or goods, or raised funds for a charity (e.g. taken part in a sponsored event) | 2228   | 1000 | 1220   | 205   | 345   | 340   | 385   | 376   | 577 | 657  | 686  | 426 | 458    | 105        | 277        | 213                      | 210           | 191           | 134   | 235             | 279    | 361        | 223        |
|  | 52%    | 48%  | 55%    | 40%   | 47%   | 44%   | 51%   | 58%   | 64% | 56%  | 54%  | 47% | 48%    | 53%        | 51%        | 53%                      | 49%           | 55%           | 56%   | 52%             | 44%    | 54%        | 55%        |
| Taken part in a charity campaign (e.g. signed a petition for a charity)                      | 706    | 304  | 400    | 81    | 144   | 113   | 108   | 122   | 138 | 235  | 211  | 135 | 125    | 39         | 70         | 55                       | 59            | 55            | 46    | 59              | 135    | 112        | 75         |
|  | 16%    | 15%  | 18%    | 16%   | 19%   | 15%   | 14%   | 19%   | 15% | 20%  | 17%  | 15% | 13%    | 20%        | 13%        | 14%                      | 14%           | 16%           | 19%   | 13%             | 21%    | 17%        | 19%        |
| Volunteered for a charity  | 639    | 313  | 322    | 102   | 139   | 91    | 89    | 82    | 135 | 232  | 192  | 123 | 93     | 39         | 66         | 55                       | 54            | 41            | 32    | 60              | 124    | 98         | 71         |
|  | 15%    | 15%  | 15%    | 20%   | 19%   | 12%   | 12%   | 13%   | 15% | 20%  | 15%  | 13% | 10%    | 19%        | 12%        | 14%                      | 13%           | 12%           | 13%   | 13%             | 20%    | 15%        | 18%        |
| Attended a place of worship  | 448    | 227  | 220    | 71    | 81    | 70    | 70    | 61    | 95  | 144  | 156  | 68  | 80     | 23         | 47         | 32                       | 62            | 24            | 30    | 34              | 97     | 63         | 37         |
|  | 10%    | 11%  | 10%    | 14%   | 11%   | 9%    | 9%    | 10%   | 11% | 12%  | 12%  | 7%  | 8%     | 11%        | 9%         | 8%                       | 14%           | 7%            | 13%   | 8%              | 15%    | 10%        | 9%         |
| Attended a charity-run community facility (e.g. club or community centre)                    | 316    | 156  | 159    | 45    | 78    | 69    | 44    | 31    | 49  | 115  | 90   | 63  | 48     | 15         | 35         | 36                       | 25            | 29            | 16    | 32              | 63     | 35         | 31         |
|  | 7%     | 7%   | 7%     | 9%    | 11%   | 9%    | 6%    | 5%    | 5%  | 10%  | 7%   | 7%  | 5%     | 8%         | 6%         | 9%                       | 6%            | 8%            | 7%    | 7%              | 10%    | 5%         | 8%         |
| Worked for a charity   | 294    | 140  | 154    | 45    | 62    | 55    | 38    | 44    | 50  | 99   | 94   | 56  | 45     | 18         | 29         | 23                       | 29            | 15            | 14    | 23              | 65     | 48         | 29         |
|  | 7%     | 7%   | 7%     | 9%    | 8%    | 7%    | 5%    | 7%    | 6%  | 8%   | 7%   | 6%  | 5%     | 9%         | 5%         | 6%                       | 7%            | 4%            | 6%    | 5%              | 10%    | 7%         | 7%         |
| Used other charity services or facilities (e.g. advice, animal welfare, outdoor space)       | 278    | 126  | 152    | 34    | 78    | 51    | 30    | 46    | 39  | 82   | 76   | 60  | 60     | 15         | 37         | 22                       | 19            | 23            | 11    | 31              | 67     | 38         | 16         |
|  | 6%     | 6%   | 7%     | 7%    | 11%   | 7%    | 4%    | 7%    | 4%  | 7%   | 6%   | 7%  | 6%     | 7%         | 7%         | 6%                       | 4%            | 6%            | 5%    | 7%              | 11%    | 6%         | 4%         |

## Charity Commission Public Trust Survey 2023

### Online Fieldwork: 24th to 31st January 2023

Absolutes/col percents

Table 80

**Q21. Have you or any of your close family had contact with a charity in the last year?**

**Base: All respondents**

|   | Gender     |            | Age        |            |            |            |            |            |            | SEG        |            |            |            | Region     |            |                          |               |               |           |                 |            |            |            |
|---|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|--------------------------|---------------|---------------|-----------|-----------------|------------|------------|------------|
|   | Total      | Male       | Female     | 18-24      | 25-34      | 35-44      | 45-54      | 55-64      | 65+        | AB         | C1         | C2         | DE         | North East | North West | Yorkshire and the Humber | West Midlands | East Midlands | Wales     | East of England | London     | South East | South West |
| Weighted base   | 4316       | 2099       | 2204       | 513        | 737        | 767        | 755        | 642        | 901        | 1177       | 1264       | 916        | 959        | 199        | 544        | 406                      | 432           | 350           | 237       | 449             | 630        | 665        | 406        |
| Received food, financial, medical or similar help from a charity          | 233<br>5%  | 95<br>5%   | 137<br>6%  | 31<br>6%   | 51<br>7%   | 51<br>7%   | 51<br>7%   | 29<br>5%   | 19<br>2%   | 54<br>5%   | 53<br>4%   | 45<br>5%   | 80<br>8%   | 19<br>10%  | 30<br>6%   | 21<br>5%                 | 20<br>5%      | 20<br>6%      | 8<br>3%   | 19<br>4%        | 38<br>6%   | 33<br>5%   | 25<br>6%   |
| Attended an academy school, faith school, or university                   | 228<br>5%  | 104<br>5%  | 123<br>6%  | 65<br>13%  | 57<br>8%   | 50<br>7%   | 31<br>4%   | 21<br>3%   | 5<br>1%    | 85<br>7%   | 59<br>5%   | 58<br>6%   | 26<br>3%   | 8<br>4%    | 20<br>4%   | 18<br>4%                 | 24<br>5%      | 21<br>6%      | 8<br>3%   | 8<br>2%         | 69<br>11%  | 33<br>5%   | 20<br>5%   |
| Other contact (please specify)  | 67<br>2%   | 31<br>1%   | 35<br>2%   | 1<br>*     | 5<br>1%    | 7<br>1%    | 10<br>1%   | 20<br>3%   | 23<br>3%   | 24<br>2%   | 17<br>1%   | 6<br>1%    | 19<br>2%   | 2<br>1%    | 6<br>1%    | 4<br>1%                  | 5<br>1%       | 5<br>2%       | 5<br>2%   | 9<br>2%         | 6<br>1%    | 16<br>2%   | 7<br>2%    |
| I'm not aware of any contact I or my close family have had with a charity | 902<br>21% | 515<br>25% | 384<br>17% | 115<br>22% | 162<br>22% | 194<br>25% | 157<br>21% | 118<br>18% | 155<br>17% | 219<br>19% | 269<br>21% | 199<br>22% | 215<br>22% | 39<br>20%  | 137<br>25% | 89<br>22%                | 99<br>23%     | 75<br>21%     | 51<br>21% | 106<br>24%      | 120<br>19% | 108<br>16% | 78<br>19%  |

## Charity Commission Public Trust Survey 2023

### Online Fieldwork: 24th to 31st January 2023

Absolutes/col percents

Table 81  
**D1. Gender**  
**Base: All respondents**

|                   | Gender |      | Age    |       |       |       |       |       |     | SEG  |      |     |      | Region     |            |                          |               |               |       |                 |        |            |            |
|-------------------|--------|------|--------|-------|-------|-------|-------|-------|-----|------|------|-----|------|------------|------------|--------------------------|---------------|---------------|-------|-----------------|--------|------------|------------|
|                   | Total  | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB   | C1   | C2  | DE   | North East | North West | Yorkshire and the Humber | West Midlands | East Midlands | Wales | East of England | London | South East | South West |
| Unweighted base   | 4316   | 1992 | 2312   | 484   | 671   | 731   | 785   | 678   | 967 | 1317 | 1344 | 602 | 1053 | 192        | 524        | 392                      | 412           | 337           | 527   | 377             | 519    | 642        | 394        |
| Weighted base     | 4316   | 2099 | 2204   | 513   | 737   | 767   | 755   | 642   | 901 | 1177 | 1264 | 916 | 959  | 199        | 544        | 406                      | 432           | 350           | 237   | 449             | 630    | 665        | 406        |
| Male              | 2099   | 2099 | -      | 213   | 340   | 339   | 322   | 361   | 523 | 667  | 557  | 449 | 425  | 107        | 293        | 215                      | 210           | 166           | 110   | 184             | 300    | 317        | 196        |
|                   | 49%    | 100% | -      | 41%   | 46%   | 44%   | 43%   | 56%   | 58% | 57%  | 44%  | 49% | 44%  | 54%        | 54%        | 53%                      | 49%           | 47%           | 46%   | 41%             | 48%    | 48%        | 48%        |
| Female            | 2204   | -    | 2204   | 298   | 394   | 424   | 431   | 281   | 377 | 506  | 704  | 463 | 532  | 89         | 248        | 191                      | 222           | 184           | 127   | 265             | 326    | 345        | 208        |
|                   | 51%    | -    | 100%   | 58%   | 53%   | 55%   | 57%   | 44%   | 42% | 43%  | 56%  | 51% | 55%  | 45%        | 46%        | 47%                      | 51%           | 53%           | 53%   | 59%             | 52%    | 52%        | 51%        |
| Other             | 9      | -    | -      | 2     | 2     | 2     | 1     | -     | 1   | 4    | 2    | 1   | 1    | 1          | 1          | -                        | -             | -             | -     | -               | 3      | 2          | 1          |
|                   | *      | -    | -      | *     | *     | *     | *     | -     | *   | *    | *    | *   | *    | *          | *          | -                        | -             | -             | -     | -               | 1%     | *          | *          |
| Prefer not to say | 5      | -    | -      | 1     | 1     | 3     | -     | -     | -   | -    | 1    | 2   | 1    | 2          | 1          | -                        | -             | -             | 1     | -               | 1      | -          | -          |
|                   | *      | -    | -      | *     | *     | *     | -     | -     | -   | -    | *    | *   | *    | 1%         | *          | -                        | -             | -             | *     | -               | *      | -          | -          |



## Charity Commission Public Trust Survey 2023

### Online Fieldwork: 24th to 31st January 2023

Absolutes/col percents

Table 82  
**D2. Age**  
**Base: All respondents**

|                 | Gender |       |        | Age   |       |       |       |       |       | SEG   |       |       |       | Region     |            |                          |               |               |       |                 |        |            |            |
|-----------------|--------|-------|--------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|------------|------------|--------------------------|---------------|---------------|-------|-----------------|--------|------------|------------|
|                 | Total  | Male  | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+   | AB    | C1    | C2    | DE    | North East | North West | Yorkshire and the Humber | West Midlands | East Midlands | Wales | East of England | London | South East | South West |
| Unweighted base | 4316   | 1992  | 2312   | 484   | 671   | 731   | 785   | 678   | 967   | 1317  | 1344  | 602   | 1053  | 192        | 524        | 392                      | 412           | 337           | 527   | 377             | 519    | 642        | 394        |
| Weighted base   | 4316   | 2099  | 2204   | 513   | 737   | 767   | 755   | 642   | 901   | 1177  | 1264  | 916   | 959   | 199        | 544        | 406                      | 432           | 350           | 237   | 449             | 630    | 665        | 406        |
| 18-24           | 513    | 213   | 298    | 513   | -     | -     | -     | -     | -     | 173   | 159   | 117   | 64    | 19         | 73         | 41                       | 56            | 32            | 15    | 48              | 124    | 61         | 44         |
|                 | 12%    | 10%   | 14%    | 100%  | -     | -     | -     | -     | -     | 15%   | 13%   | 13%   | 7%    | 10%        | 13%        | 10%                      | 13%           | 9%            | 6%    | 11%             | 20%    | 9%         | 11%        |
| 25-34           | 737    | 340   | 394    | -     | 737   | -     | -     | -     | -     | 200   | 215   | 173   | 150   | 24         | 68         | 86                       | 82            | 62            | 41    | 77              | 143    | 97         | 56         |
|                 | 17%    | 16%   | 18%    | -     | 100%  | -     | -     | -     | -     | 17%   | 17%   | 19%   | 16%   | 12%        | 13%        | 21%                      | 19%           | 18%           | 17%   | 17%             | 23%    | 15%        | 14%        |
| 35-44           | 767    | 339   | 424    | -     | -     | 767   | -     | -     | -     | 201   | 241   | 164   | 161   | 41         | 105        | 80                       | 68            | 62            | 35    | 76              | 118    | 118        | 66         |
|                 | 18%    | 16%   | 19%    | -     | -     | 100%  | -     | -     | -     | 17%   | 19%   | 18%   | 17%   | 21%        | 19%        | 20%                      | 16%           | 18%           | 15%   | 17%             | 19%    | 18%        | 16%        |
| 45-54           | 755    | 322   | 431    | -     | -     | -     | 755   | -     | -     | 152   | 210   | 163   | 229   | 34         | 96         | 67                       | 90            | 60            | 54    | 73              | 90     | 117        | 74         |
|                 | 17%    | 15%   | 20%    | -     | -     | -     | 100%  | -     | -     | 13%   | 17%   | 18%   | 24%   | 17%        | 18%        | 17%                      | 21%           | 17%           | 23%   | 16%             | 14%    | 18%        | 18%        |
| 55-64           | 642    | 361   | 281    | -     | -     | -     | -     | 642   | -     | 160   | 184   | 132   | 166   | 33         | 73         | 60                       | 63            | 50            | 37    | 69              | 71     | 124        | 63         |
|                 | 15%    | 17%   | 13%    | -     | -     | -     | -     | 100%  | -     | 14%   | 15%   | 14%   | 17%   | 17%        | 14%        | 15%                      | 15%           | 14%           | 16%   | 15%             | 11%    | 19%        | 16%        |
| 65+             | 901    | 523   | 377    | -     | -     | -     | -     | -     | 901   | 291   | 256   | 166   | 189   | 47         | 129        | 72                       | 73            | 85            | 55    | 106             | 83     | 148        | 103        |
|                 | 21%    | 25%   | 17%    | -     | -     | -     | -     | -     | 100%  | 25%   | 20%   | 18%   | 20%   | 24%        | 24%        | 18%                      | 17%           | 24%           | 23%   | 24%             | 13%    | 22%        | 25%        |
| Average age     | 47.46  | 49.58 | 45.52  | 21.78 | 30.08 | 39.48 | 49.93 | 59.77 | 72.25 | 47.66 | 46.87 | 46.14 | 49.25 | 49.68      | 48.17      | 45.92                    | 46.01         | 49.07         | 50.06 | 48.56           | 41.62  | 49.75      | 49.71      |

## Charity Commission Public Trust Survey 2023

### Online Fieldwork: 24th to 31st January 2023

Absolutes/col percents

Table 83

**D3. Which of the following describes where you live?**

**Base: All respondents**

|                          | Gender     |            |            | Age        |            |            |            |            |            | SEG        |            |            |            | Region      |             |                          |               |               |             |                 |             |             |             |
|--------------------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|-------------|-------------|--------------------------|---------------|---------------|-------------|-----------------|-------------|-------------|-------------|
|                          | Total      | Male       | Female     | 18-24      | 25-34      | 35-44      | 45-54      | 55-64      | 65+        | AB         | C1         | C2         | DE         | North East  | North West  | Yorkshire and the Humber | West Midlands | East Midlands | Wales       | East of England | London      | South East  | South West  |
| Unweighted base          | 4316       | 1992       | 2312       | 484        | 671        | 731        | 785        | 678        | 967        | 1317       | 1344       | 602        | 1053       | 192         | 524         | 392                      | 412           | 337           | 527         | 377             | 519         | 642         | 394         |
| Weighted base            | 4316       | 2099       | 2204       | 513        | 737        | 767        | 755        | 642        | 901        | 1177       | 1264       | 916        | 959        | 199         | 544         | 406                      | 432           | 350           | 237         | 449             | 630         | 665         | 406         |
| North East               | 199<br>5%  | 107<br>5%  | 89<br>4%   | 19<br>4%   | 24<br>3%   | 41<br>5%   | 34<br>5%   | 33<br>5%   | 47<br>5%   | 40<br>3%   | 65<br>5%   | 50<br>5%   | 43<br>5%   | 199<br>100% | -           | -                        | -             | -             | -           | -               | -           | -           | -           |
| North West               | 544<br>13% | 293<br>14% | 248<br>11% | 73<br>14%  | 68<br>9%   | 105<br>14% | 96<br>13%  | 73<br>11%  | 129<br>14% | 149<br>13% | 166<br>13% | 92<br>10%  | 136<br>14% | -           | 544<br>100% | -                        | -             | -             | -           | -               | -           | -           | -           |
| Yorkshire and the Humber | 406<br>9%  | 215<br>10% | 191<br>9%  | 41<br>8%   | 86<br>12%  | 80<br>10%  | 67<br>9%   | 60<br>9%   | 72<br>8%   | 97<br>8%   | 129<br>10% | 82<br>9%   | 98<br>10%  | -           | -           | 406<br>100%              | -             | -             | -           | -               | -           | -           | -           |
| West Midlands            | 432<br>10% | 210<br>10% | 222<br>10% | 56<br>11%  | 82<br>11%  | 68<br>9%   | 90<br>12%  | 63<br>10%  | 73<br>8%   | 120<br>10% | 114<br>9%  | 96<br>10%  | 102<br>11% | -           | -           | -                        | 432<br>100%   | -             | -           | -               | -           | -           | -           |
| East Midlands            | 350<br>8%  | 166<br>8%  | 184<br>8%  | 32<br>6%   | 62<br>8%   | 62<br>8%   | 60<br>8%   | 50<br>8%   | 85<br>9%   | 82<br>7%   | 107<br>8%  | 84<br>9%   | 77<br>8%   | -           | -           | -                        | -             | 350<br>100%   | -           | -               | -           | -           | -           |
| Wales                    | 237<br>6%  | 110<br>5%  | 127<br>6%  | 15<br>3%   | 41<br>6%   | 35<br>5%   | 54<br>7%   | 37<br>6%   | 55<br>6%   | 70<br>6%   | 67<br>5%   | 56<br>6%   | 44<br>5%   | -           | -           | -                        | -             | -             | 237<br>100% | -               | -           | -           | -           |
| East of England          | 449<br>10% | 184<br>9%  | 265<br>12% | 48<br>9%   | 77<br>11%  | 76<br>10%  | 73<br>10%  | 69<br>11%  | 106<br>12% | 116<br>10% | 121<br>10% | 97<br>11%  | 114<br>12% | -           | -           | -                        | -             | -             | -           | 449<br>100%     | -           | -           | -           |
| London                   | 630<br>15% | 300<br>14% | 326<br>15% | 124<br>24% | 143<br>19% | 118<br>15% | 90<br>12%  | 71<br>11%  | 83<br>9%   | 221<br>19% | 179<br>14% | 114<br>12% | 117<br>12% | -           | -           | -                        | -             | -             | -           | -               | 630<br>100% | -           | -           |
| South East               | 665<br>15% | 317<br>15% | 345<br>16% | 61<br>12%  | 97<br>13%  | 118<br>15% | 117<br>15% | 124<br>19% | 148<br>16% | 182<br>15% | 192<br>15% | 152<br>17% | 139<br>15% | -           | -           | -                        | -             | -             | -           | -               | -           | 665<br>100% | -           |
| South West               | 406<br>9%  | 196<br>9%  | 208<br>9%  | 44<br>9%   | 56<br>8%   | 66<br>9%   | 74<br>10%  | 63<br>10%  | 103<br>11% | 100<br>8%  | 123<br>10% | 93<br>10%  | 89<br>9%   | -           | -           | -                        | -             | -             | -           | -               | -           | -           | 406<br>100% |

## Charity Commission Public Trust Survey 2023

### Online Fieldwork: 24th to 31st January 2023

Absolutes/col percents

Table 84  
**D4. SEG**  
**Base: All respondents**

|                 | Gender |      |        | Age   |       |       |       |       |     | SEG  |      |      |      | Region     |            |                          |               |               |       |                 |        |            |            |
|-----------------|--------|------|--------|-------|-------|-------|-------|-------|-----|------|------|------|------|------------|------------|--------------------------|---------------|---------------|-------|-----------------|--------|------------|------------|
|                 | Total  | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB   | C1   | C2   | DE   | North East | North West | Yorkshire and the Humber | West Midlands | East Midlands | Wales | East of England | London | South East | South West |
| Unweighted base | 4316   | 1992 | 2312   | 484   | 671   | 731   | 785   | 678   | 967 | 1317 | 1344 | 602  | 1053 | 192        | 524        | 392                      | 412           | 337           | 527   | 377             | 519    | 642        | 394        |
| Weighted base   | 4316   | 2099 | 2204   | 513   | 737   | 767   | 755   | 642   | 901 | 1177 | 1264 | 916  | 959  | 199        | 544        | 406                      | 432           | 350           | 237   | 449             | 630    | 665        | 406        |
| NET: AB         | 1177   | 667  | 506    | 173   | 200   | 201   | 152   | 160   | 291 | 1177 | -    | -    | -    | 40         | 149        | 97                       | 120           | 82            | 70    | 116             | 221    | 182        | 100        |
|                 | 27%    | 32%  | 23%    | 34%   | 27%   | 26%   | 20%   | 25%   | 32% | 100% | -    | -    | -    | 20%        | 27%        | 24%                      | 28%           | 24%           | 29%   | 26%             | 35%    | 27%        | 25%        |
| A               | 273    | 153  | 121    | 55    | 47    | 41    | 29    | 39    | 63  | 273  | -    | -    | -    | 11         | 34         | 18                       | 23            | 23            | 17    | 19              | 63     | 44         | 21         |
|                 | 6%     | 7%   | 5%     | 11%   | 6%    | 5%    | 4%    | 6%    | 7%  | 23%  | -    | -    | -    | 6%         | 6%         | 5%                       | 5%            | 7%            | 7%    | 4%              | 10%    | 7%         | 5%         |
| B               | 904    | 514  | 385    | 119   | 153   | 160   | 123   | 122   | 227 | 904  | -    | -    | -    | 29         | 115        | 79                       | 97            | 59            | 53    | 97              | 157    | 138        | 79         |
|                 | 21%    | 25%  | 17%    | 23%   | 21%   | 21%   | 16%   | 19%   | 25% | 77%  | -    | -    | -    | 15%        | 21%        | 19%                      | 22%           | 17%           | 22%   | 22%             | 25%    | 21%        | 20%        |
| C1              | 1264   | 557  | 704    | 159   | 215   | 241   | 210   | 184   | 256 | -    | 1264 | -    | -    | 65         | 166        | 129                      | 114           | 107           | 67    | 121             | 179    | 192        | 123        |
|                 | 29%    | 27%  | 32%    | 31%   | 29%   | 31%   | 28%   | 29%   | 28% | -    | 100% | -    | -    | 33%        | 31%        | 32%                      | 26%           | 31%           | 28%   | 27%             | 28%    | 29%        | 30%        |
| C2              | 916    | 449  | 463    | 117   | 173   | 164   | 163   | 132   | 166 | -    | -    | 916  | -    | 50         | 92         | 82                       | 96            | 84            | 56    | 97              | 114    | 152        | 93         |
|                 | 21%    | 21%  | 21%    | 23%   | 23%   | 21%   | 22%   | 21%   | 18% | -    | -    | 100% | -    | 25%        | 17%        | 20%                      | 22%           | 24%           | 24%   | 22%             | 18%    | 23%        | 23%        |
| D               | 494    | 221  | 270    | 45    | 96    | 111   | 103   | 75    | 64  | -    | -    | -    | 494  | 17         | 73         | 57                       | 54            | 46            | 23    | 57              | 58     | 60         | 48         |
|                 | 11%    | 11%  | 12%    | 9%    | 13%   | 14%   | 14%   | 12%   | 7%  | -    | -    | -    | 51%  | 9%         | 13%        | 14%                      | 13%           | 13%           | 10%   | 13%             | 9%     | 9%         | 12%        |
| E               | 465    | 204  | 261    | 19    | 54    | 50    | 126   | 91    | 125 | -    | -    | -    | 465  | 27         | 63         | 40                       | 48            | 31            | 20    | 57              | 59     | 79         | 41         |
|                 | 11%    | 10%  | 12%    | 4%    | 7%    | 7%    | 17%   | 14%   | 14% | -    | -    | -    | 49%  | 13%        | 12%        | 10%                      | 11%           | 9%            | 9%    | 13%             | 9%     | 12%        | 10%        |
| NET: DE         | 959    | 425  | 532    | 64    | 150   | 161   | 229   | 166   | 189 | -    | -    | -    | 959  | 43         | 136        | 98                       | 102           | 77            | 44    | 114             | 117    | 139        | 89         |
|                 | 22%    | 20%  | 24%    | 13%   | 20%   | 21%   | 30%   | 26%   | 21% | -    | -    | -    | 100% | 22%        | 25%        | 24%                      | 24%           | 22%           | 18%   | 25%             | 18%    | 21%        | 22%        |
| NET: ABC1       | 2441   | 1225 | 1210   | 332   | 415   | 442   | 362   | 344   | 547 | 1177 | 1264 | -    | -    | 105        | 316        | 226                      | 234           | 189           | 137   | 237             | 400    | 374        | 223        |
|                 | 57%    | 58%  | 55%    | 65%   | 56%   | 58%   | 48%   | 54%   | 61% | 100% | 100% | -    | -    | 53%        | 58%        | 56%                      | 54%           | 54%           | 58%   | 53%             | 63%    | 56%        | 55%        |
| NET: C2DE       | 1875   | 874  | 994    | 181   | 323   | 325   | 393   | 298   | 354 | -    | -    | 916  | 959  | 93         | 228        | 179                      | 198           | 161           | 100   | 211             | 230    | 291        | 183        |
|                 | 43%    | 42%  | 45%    | 35%   | 44%   | 42%   | 52%   | 46%   | 39% | -    | -    | 100% | 100% | 47%        | 42%        | 44%                      | 46%           | 46%           | 42%   | 47%             | 37%    | 44%        | 45%        |

## Charity Commission Public Trust Survey 2023

### Online Fieldwork: 24th to 31st January 2023

Absolutes/col percents

Table 85

**D5. Which of the following best describes your current working status?**

Base: All respondents

|   | Gender |      |        | Age   |       |       |       |       |     | SEG  |      |     |      | Region     |            |                          |               |               |       |                 |        |            |            |
|---|--------|------|--------|-------|-------|-------|-------|-------|-----|------|------|-----|------|------------|------------|--------------------------|---------------|---------------|-------|-----------------|--------|------------|------------|
|   | Total  | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB   | C1   | C2  | DE   | North East | North West | Yorkshire and the Humber | West Midlands | East Midlands | Wales | East of England | London | South East | South West |
| Unweighted base   | 4316   | 1992 | 2312   | 484   | 671   | 731   | 785   | 678   | 967 | 1317 | 1344 | 602 | 1053 | 192        | 524        | 392                      | 412           | 337           | 527   | 377             | 519    | 642        | 394        |
| Weighted base   | 4316   | 2099 | 2204   | 513   | 737   | 767   | 755   | 642   | 901 | 1177 | 1264 | 916 | 959  | 199        | 544        | 406                      | 432           | 350           | 237   | 449             | 630    | 665        | 406        |
| Working full time - working 30 hours per week or more         | 1665   | 957  | 702    | 204   | 426   | 464   | 351   | 190   | 30  | 541  | 554  | 382 | 187  | 68         | 202        | 169                      | 179           | 129           | 96    | 146             | 302    | 250        | 124        |
|   |        | 39%  | 46%    | 32%   | 40%   | 58%   | 60%   | 47%   | 30% | 46%  | 44%  | 42% | 19%  | 34%        | 37%        | 42%                      | 41%           | 37%           | 40%   | 33%             | 48%    | 38%        | 31%        |
| Working part time - working between 8 and 29 hours per week   | 832    | 280  | 547    | 78    | 144   | 168   | 181   | 181   | 79  | 168  | 265  | 223 | 177  | 32         | 92         | 71                       | 73            | 62            | 44    | 93              | 125    | 135        | 105        |
|   |        | 19%  | 13%    | 25%   | 15%   | 20%   | 22%   | 24%   | 9%  | 14%  | 21%  | 24% | 18%  | 16%        | 17%        | 17%                      | 17%           | 18%           | 19%   | 21%             | 20%    | 20%        | 26%        |
| Not working / temporarily unemployed / sick, but seeking work | 200    | 100  | 99     | 31    | 48    | 28    | 51    | 40    | 2   | 17   | 17   | 30  | 136  | 10         | 19         | 22                       | 24            | 14            | 9     | 30              | 26     | 30         | 18         |
|   |        | 5%   | 5%     | 5%    | 6%    | 6%    | 4%    | 7%    | 6%  | *    | 1%   | 3%  | 14%  | 5%         | 3%         | 5%                       | 6%            | 4%            | 4%    | 7%              | 4%     | 5%         | 4%         |
| Not working and not seeking work                              | 185    | 76   | 109    | 9     | 22    | 18    | 79    | 49    | 8   | 13   | 9    | 21  | 143  | 9          | 26         | 20                       | 16            | 17            | 13    | 18              | 22     | 27         | 16         |
|   |        | 4%   | 4%     | 5%    | 2%    | 3%    | 2%    | 11%   | 8%  | 1%   | 1%   | 2%  | 15%  | 5%         | 5%         | 5%                       | 4%            | 5%            | 5%    | 4%              | 4%     | 4%         | 4%         |
| Student   | 223    | 84   | 138    | 186   | 28    | 5     | 3     | 1     | -   | 71   | 117  | 17  | 18   | 14         | 39         | 22                       | 17            | 13            | 6     | 17              | 60     | 19         | 17         |
|   |        | 5%   | 4%     | 6%    | 36%   | 4%    | 1%    | *     | *   | 6%   | 9%   | 2%  | 2%   | 7%         | 7%         | 6%                       | 4%            | 4%            | 3%    | 4%              | 9%     | 3%         | 4%         |
| Retired on a state pension only                               | 201    | 83   | 118    | -     | -     | -     | -     | 5     | 196 | 22   | 32   | 22  | 125  | 10         | 28         | 16                       | 19            | 16            | 9     | 27              | 21     | 35         | 20         |
|   |        | 5%   | 4%     | 5%    | -     | -     | -     | 1%    | 22% | 2%   | 3%   | 2%  | 13%  | 5%         | 5%         | 4%                       | 4%            | 5%            | 4%    | 6%              | 3%     | 5%         | 5%         |
| Retired with a private pension                                | 735    | 496  | 239    | 1     | -     | 1     | 10    | 143   | 580 | 309  | 230  | 141 | 55   | 48         | 102        | 67                       | 66            | 71            | 48    | 79              | 52     | 124        | 77         |
|   |        | 17%  | 24%    | 11%   | *     | -     | *     | 1%    | 22% | 26%  | 18%  | 15% | 6%   | 24%        | 19%        | 16%                      | 15%           | 20%           | 20%   | 18%             | 8%     | 19%        | 19%        |
| House person, housewife, househusband, etc.                   | 275    | 23   | 251    | 4     | 70    | 82    | 79    | 34    | 6   | 36   | 40   | 80  | 118  | 8          | 36         | 20                       | 38            | 28            | 12    | 38              | 22     | 45         | 30         |
|   |        | 6%   | 1%     | 11%   | 1%    | 10%   | 11%   | 10%   | 5%  | 3%   | 3%   | 9%  | 12%  | 4%         | 7%         | 5%                       | 9%            | 8%            | 5%    | 9%              | 3%     | 7%         | 7%         |

## Charity Commission Public Trust Survey 2023

### Online Fieldwork: 24th to 31st January 2023

Absolutes/col percents

Table 86

**D6. Which of these ethnic groups do you consider yourself a member of?**

Base: All respondents

|                   | Gender |      | Age    |       |       |       |       |       |     | SEG  |      |     |      | Region     |            |                          |               |               |       |                 |        |            |            |
|-------------------|--------|------|--------|-------|-------|-------|-------|-------|-----|------|------|-----|------|------------|------------|--------------------------|---------------|---------------|-------|-----------------|--------|------------|------------|
|                   | Total  | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB   | C1   | C2  | DE   | North East | North West | Yorkshire and the Humber | West Midlands | East Midlands | Wales | East of England | London | South East | South West |
| Unweighted base   | 4316   | 1992 | 2312   | 484   | 671   | 731   | 785   | 678   | 967 | 1317 | 1344 | 602 | 1053 | 192        | 524        | 392                      | 412           | 337           | 527   | 377             | 519    | 642        | 394        |
| Weighted base     | 4316   | 2099 | 2204   | 513   | 737   | 767   | 755   | 642   | 901 | 1177 | 1264 | 916 | 959  | 199        | 544        | 406                      | 432           | 350           | 237   | 449             | 630    | 665        | 406        |
| White             | 3648   | 1782 | 1859   | 304   | 541   | 637   | 671   | 612   | 883 | 964  | 1077 | 783 | 825  | 182        | 461        | 347                      | 356           | 309           | 226   | 402             | 377    | 609        | 380        |
|                   | 85%    | 85%  | 84%    | 59%   | 73%   | 83%   | 89%   | 95%   | 98% | 82%  | 85%  | 86% | 86%  | 92%        | 85%        | 86%                      | 83%           | 88%           | 95%   | 90%             | 60%    | 92%        | 94%        |
| NET: BAME         | 620    | 291  | 326    | 201   | 181   | 121   | 74    | 28    | 15  | 206  | 174  | 124 | 115  | 12         | 76         | 57                       | 69            | 40            | 10    | 42              | 238    | 50         | 25         |
|                   | 14%    | 14%  | 15%    | 39%   | 25%   | 16%   | 10%   | 4%    | 2%  | 18%  | 14%  | 14% | 12%  | 6%         | 14%        | 14%                      | 16%           | 11%           | 4%    | 9%              | 38%    | 8%         | 6%         |
| Black             | 106    | 56   | 49     | 27    | 27    | 28    | 14    | 5     | 5   | 19   | 36   | 27  | 24   | 3          | 8          | 8                        | 8             | 7             | 2     | 7               | 56     | 4          | 4          |
|                   | 2%     | 3%   | 2%     | 5%    | 4%    | 4%    | 2%    | 1%    | 1%  | 2%   | 3%   | 3%  | 3%   | 1%         | 1%         | 2%                       | 2%            | 2%            | 1%    | 2%              | 9%     | 1%         | 1%         |
| Asian             | 376    | 176  | 200    | 139   | 116   | 61    | 39    | 14    | 6   | 147  | 98   | 74  | 57   | 8          | 51         | 35                       | 52            | 20            | 6     | 18              | 142    | 32         | 13         |
|                   | 9%     | 8%   | 9%     | 27%   | 16%   | 8%    | 5%    | 2%    | 1%  | 13%  | 8%   | 8%  | 6%   | 4%         | 9%         | 9%                       | 12%           | 6%            | 2%    | 4%              | 23%    | 5%         | 3%         |
| Other/mixed       | 138    | 59   | 76     | 34    | 38    | 32    | 22    | 8     | 4   | 41   | 40   | 23  | 34   | 1          | 18         | 14                       | 9             | 13            | 3     | 17              | 39     | 15         | 8          |
|                   | 3%     | 3%   | 3%     | 7%    | 5%    | 4%    | 3%    | 1%    | *   | 3%   | 3%   | 2%  | 4%   | *          | 3%         | 3%                       | 2%            | 4%            | 1%    | 4%              | 6%     | 2%         | 2%         |
| Prefer not to say | 48     | 25   | 19     | 8     | 15    | 9     | 9     | 3     | 4   | 7    | 13   | 8   | 19   | 5          | 7          | 1                        | 7             | 1             | 1     | 5               | 15     | 6          | 1          |
|                   | 1%     | 1%   | 1%     | 2%    | 2%    | 1%    | 1%    | *     | *   | 1%   | 1%   | 1%  | 2%   | 2%         | 1%         | *                        | 2%            | *             | *     | 1%              | 2%     | 1%         | *          |

## Charity Commission Public Trust Survey 2023

### Online Fieldwork: 24th to 31st January 2023

Absolutes/col percents

Table 87

**D7. Which of these is the highest level of qualification you have achieved, or is closest to describing it?**

**Base: All respondents**

|   | Gender      |            | Age        |            |            |            |            |            |            | SEG        |            |            |            | Region     |            |                          |               |               |            |                 |            |            |            |
|---|-------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|--------------------------|---------------|---------------|------------|-----------------|------------|------------|------------|
|   | Total       | Male       | Female     | 18-24      | 25-34      | 35-44      | 45-54      | 55-64      | 65+        | AB         | C1         | C2         | DE         | North East | North West | Yorkshire and the Humber | West Midlands | East Midlands | Wales      | East of England | London     | South East | South West |
| Unweighted base   | 4316        | 1992       | 2312       | 484        | 671        | 731        | 785        | 678        | 967        | 1317       | 1344       | 602        | 1053       | 192        | 524        | 392                      | 412           | 337           | 527        | 377             | 519        | 642        | 394        |
| Weighted base   | 4316        | 2099       | 2204       | 513        | 737        | 767        | 755        | 642        | 901        | 1177       | 1264       | 916        | 959        | 199        | 544        | 406                      | 432           | 350           | 237        | 449             | 630        | 665        | 406        |
| No qualifications   | 160<br>4%   | 83<br>4%   | 75<br>3%   | 7<br>1%    | 20<br>3%   | 11<br>1%   | 21<br>3%   | 16<br>3%   | 84<br>9%   | 16<br>1%   | 26<br>2%   | 34<br>4%   | 84<br>9%   | 10<br>5%   | 17<br>3%   | 14<br>3%                 | 20<br>5%      | 14<br>4%      | 8<br>4%    | 18<br>4%        | 18<br>3%   | 24<br>4%   | 16<br>4%   |
| Less than 5 GCSEs/O-Levels/CSEs or NVQ level 1  | 559<br>13%  | 254<br>12% | 303<br>14% | 28<br>5%   | 59<br>8%   | 78<br>10%  | 135<br>18% | 104<br>16% | 155<br>17% | 83<br>7%   | 135<br>11% | 141<br>15% | 200<br>21% | 21<br>11%  | 68<br>12%  | 55<br>13%                | 54<br>12%     | 50<br>14%     | 30<br>13%  | 61<br>14%       | 68<br>11%  | 102<br>15% | 50<br>12%  |
| 5 or more GCSEs/O-Levels/CSEs, some A-levels, BTEC, School Certificate NVQ level 2-3.       | 1674<br>39% | 735<br>35% | 937<br>43% | 222<br>43% | 237<br>32% | 320<br>42% | 328<br>44% | 270<br>42% | 297<br>33% | 323<br>27% | 525<br>42% | 414<br>45% | 412<br>43% | 89<br>45%  | 228<br>42% | 152<br>37%               | 181<br>42%    | 145<br>41%    | 88<br>37%  | 189<br>42%      | 192<br>30% | 261<br>39% | 150<br>37% |
| Apprenticeship  | 153<br>4%   | 118<br>6%  | 34<br>2%   | 14<br>3%   | 18<br>2%   | 24<br>3%   | 9<br>1%    | 27<br>4%   | 60<br>7%   | 31<br>3%   | 39<br>3%   | 56<br>6%   | 27<br>3%   | 7<br>3%    | 21<br>4%   | 14<br>3%                 | 17<br>4%      | 19<br>5%      | 7<br>3%    | 13<br>3%        | 11<br>2%   | 23<br>4%   | 20<br>5%   |
| University degree (e.g. BA, BSc) or professional qualifications (e.g. teaching, accounting) | 1770<br>41% | 909<br>43% | 854<br>39% | 241<br>47% | 403<br>55% | 335<br>44% | 262<br>35% | 225<br>35% | 305<br>34% | 724<br>61% | 538<br>43% | 272<br>30% | 236<br>25% | 71<br>36%  | 211<br>39% | 171<br>42%               | 160<br>37%    | 121<br>35%    | 104<br>44% | 167<br>37%      | 340<br>54% | 254<br>38% | 169<br>42% |

## Charity Commission Public Trust Survey 2023

### Online Fieldwork: 24th to 31st January 2023

Absolutes/col percents

Table 88

**D8. Which of these is the highest level of qualification anyone in your household has achieved, or is closest to describing it?****Base: All respondents who have less than 5 GCSEs or no qualifications**

|   | Gender     |            |            | Age       |           |           |            |           |            | SEG       |           |           |            | Region     |            |                          |               |               |           |                 |           |            |            |
|---|------------|------------|------------|-----------|-----------|-----------|------------|-----------|------------|-----------|-----------|-----------|------------|------------|------------|--------------------------|---------------|---------------|-----------|-----------------|-----------|------------|------------|
|   | Total      | Male       | Female     | 18-24     | 25-34     | 35-44     | 45-54      | 55-64     | 65+        | AB        | C1        | C2        | DE         | North East | North West | Yorkshire and the Humber | West Midlands | East Midlands | Wales     | East of England | London    | South East | South West |
| Unweighted base   | 719        | 323        | 393        | 33        | 69        | 84        | 161        | 127       | 245        | 111       | 170       | 120       | 318        | 32         | 82         | 66                       | 73            | 62            | 80        | 66              | 72        | 123        | 63         |
| Weighted base   | 719        | 337        | 379        | 35        | 79        | 88        | 156        | 120       | 239        | 99        | 161       | 175       | 284        | 31         | 84         | 69                       | 74            | 64            | 38        | 80              | 87        | 126        | 66         |
| No qualifications   | 122<br>17% | 61<br>18%  | 60<br>16%  | 4<br>12%  | 18<br>22% | 11<br>12% | 18<br>12%  | 12<br>10% | 60<br>25%  | 10<br>10% | 20<br>12% | 25<br>14% | 67<br>23%  | 8<br>26%   | 10<br>12%  | 11<br>16%                | 16<br>22%     | 12<br>19%     | 5<br>13%  | 14<br>18%       | 14<br>16% | 20<br>16%  | 10<br>15%  |
| Less than 5 GCSEs/O-Levels/CSEs or NVQ level 1  | 402<br>56% | 192<br>57% | 209<br>55% | 14<br>41% | 40<br>50% | 54<br>61% | 103<br>66% | 76<br>63% | 116<br>48% | 53<br>54% | 97<br>60% | 91<br>52% | 161<br>57% | 18<br>58%  | 50<br>59%  | 43<br>63%                | 39<br>54%     | 31<br>49%     | 21<br>55% | 45<br>56%       | 39<br>45% | 80<br>63%  | 36<br>54%  |
| 5 or more GCSEs/O-Levels/CSEs, some A-levels, BTEC, School Certificate NVQ level 2-3.       | 111<br>15% | 50<br>15%  | 60<br>16%  | 12<br>32% | 16<br>20% | 17<br>19% | 23<br>15%  | 16<br>14% | 27<br>11%  | 18<br>18% | 27<br>17% | 33<br>19% | 32<br>11%  | 4<br>12%   | 15<br>18%  | 7<br>11%                 | 10<br>13%     | 11<br>17%     | 5<br>13%  | 13<br>16%       | 19<br>22% | 15<br>12%  | 12<br>18%  |
| Apprenticeship  | 16<br>2%   | 5<br>2%    | 10<br>3%   | -         | -         | 2<br>2%   | 3<br>2%    | 2<br>2%   | 9<br>4%    | 2<br>2%   | 2<br>1%   | 8<br>5%   | 4<br>1%    | -          | 1<br>1%    | 3<br>4%                  | 2<br>2%       | -             | 1<br>2%   | -               | 1<br>1%   | 6<br>5%    | 2<br>4%    |
| University degree (e.g. BA, BSc) or professional qualifications (e.g. teaching, accounting) | 68<br>9%   | 29<br>9%   | 39<br>10%  | 5<br>15%  | 6<br>7%   | 5<br>6%   | 9<br>6%    | 14<br>12% | 29<br>12%  | 15<br>15% | 15<br>9%  | 18<br>10% | 20<br>7%   | 1<br>3%    | 8<br>10%   | 4<br>6%                  | 7<br>9%       | 10<br>15%     | 6<br>17%  | 7<br>9%         | 13<br>15% | 5<br>4%    | 6<br>9%    |