



# BBC Religion – Charitable Giving Survey

## METHODOLOGY NOTE

ComRes interviewed 390 adults resident in London by telephone between the 28<sup>th</sup> February and 23<sup>rd</sup> March 2014. Data were weighted to be representative of all GB adults aged 18+. ComRes is a member of the British Polling Council and abides by its rules.

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To commission a voting intention poll or a public opinion survey please contact Katharine Peacock: [katharine.peacock@comres.co.uk](mailto:katharine.peacock@comres.co.uk)

To register for Pollwatch, a monthly newsletter update on the polls, please email: [pollwatch@comres.co.uk](mailto:pollwatch@comres.co.uk)

## Charity Donations - England ONLY

### CATI Fieldwork : 28th February - 23rd March 2014

Absolutes/col percents

Table 3

**Q1. As far as you know and in the past month only, which of the following people, do you think have donated money to charity, if any? Please select all that apply.**  
**Base: All respondents**

	Gender			Age						Class				Region										
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Hum-ber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West
Unweighted base	2606	1274	1332	239	417	430	527	442	551	1024	560	413	609	-	119	337	275	272	215	-	285	390	433	280
Weighted base	2610	1277	1333	321	449	438	464	385	553	714	719	571	606	-	121	334	273	273	212	-	304	395	425	273
You personally	1821 70%	834 65%	987 74%	187 58%	295 66%	309 71%	337 73%	272 71%	420 76%	545 76%	514 71%	382 67%	380 63%	-	78 64%	231 69%	196 72%	199 73%	144 68%	-	231 76%	256 65%	303 71%	182 67%
Your immediate family	1455 56%	662 52%	794 60%	189 59%	275 61%	256 58%	269 58%	208 54%	258 47%	453 63%	421 59%	304 53%	277 46%	-	68 56%	192 57%	150 55%	148 54%	118 55%	-	168 55%	214 54%	250 59%	147 54%
Your friends	1275 49%	574 45%	701 53%	166 52%	255 57%	232 53%	227 49%	174 45%	221 40%	430 60%	372 52%	248 44%	224 37%	-	55 45%	161 48%	140 51%	137 50%	97 46%	-	152 50%	197 50%	207 49%	128 47%
None of these	510 20%	306 24%	204 15%	70 22%	85 19%	81 19%	89 19%	79 21%	105 19%	104 14%	122 17%	122 21%	162 27%	-	24 20%	71 21%	55 20%	49 18%	40 19%	-	53 17%	89 23%	69 16%	59 22%
NET: Not me personally	789 30%	443 35%	346 26%	135 42%	154 34%	129 29%	126 27%	113 29%	133 24%	169 24%	205 29%	189 33%	226 37%	-	44 36%	103 31%	77 28%	74 27%	69 32%	-	73 24%	138 35%	121 29%	91 33%
NET: Friends & family	1734 66%	788 62%	946 71%	230 71%	333 74%	294 67%	311 67%	244 63%	321 58%	536 75%	501 70%	362 63%	334 55%	-	85 70%	217 65%	177 65%	183 67%	138 65%	-	201 66%	263 67%	295 69%	175 64%
NET: Not Friends & family	876 34%	489 38%	387 29%	92 29%	116 26%	143 33%	153 33%	141 37%	232 42%	178 25%	218 30%	209 37%	272 45%	-	36 30%	117 35%	96 35%	90 33%	74 35%	-	103 34%	132 33%	130 31%	99 36%
Mean mentions	1.7	1.6	1.9	1.7	1.8	1.8	1.8	1.7	1.6	2.0	1.8	1.6	1.5	-	1.7	1.7	1.8	1.8	1.7	-	1.8	1.7	1.8	1.7

**Charity Donations - England ONLY**  
**CATI Fieldwork : 28th February - 23rd March 2014**

Absolutes/col percents

Table 4

**Q1 As far as you know and in the past month only, which of the following people, do you think have donated money to charity, if any? Please select all that apply.**  
**Base: All respondents**

Q2. As far as you know and in the past month only, which of the following people, do you think have donated money to charity, if any?

	You personally	Your immediate family	Your friends	NET: Friends & family	None of these	NET: Not me personally	NET: Not Friends & family
Unweighted base	1842	1446	1294	1727	509	764	879
Weighted base	1821	1455	1275	1734	510	789	876
You personally	1821 100%	1244 85%	1131 89%	1454 84%	-	-	366 42%
Your immediate family	1244 68%	1455 100%	997 78%	1455 84%	-	211 27%	-
Your friends	1131 62%	997 68%	1275 100%	1275 74%	-	144 18%	-
None of these	-	-	-	-	510 100%	510 65%	510 58%
NET: Not me personally	-	211 15%	144 11%	280 16%	510 100%	789 100%	510 58%
NET: Friends & family	1454 80%	1455 100%	1275 100%	1734 100%	-	280 35%	-
NET: Not Friends & family	366 20%	-	-	-	510 100%	510 65%	876 100%
Mean mentions	2.3	2.5	2.7	2.4	0.0	0.5	0.4

**Charity Donations - England ONLY**  
**CATI Fieldwork : 28th February - 23rd March 2014**

Absolutes/col percents

Table 5  
**Q2. Thinking about the past month only, have you seen or heard anything from each of the following organisations encouraging you to give money to charitable or social causes?**

**Base: All respondents**

	Gender			Age						Class				Region										
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West
Unweighted base	2606	1274	1332	239	417	430	527	442	551	1024	560	413	609	-	119	337	275	272	215	-	285	390	433	280
Weighted base	2610	1277	1333	321	449	438	464	385	553	714	719	571	606	-	121	334	273	273	212	-	304	395	425	273
<b><u>From a church, or similar religious group</u></b>																								
Yes	497	245	253	72	94	85	85	64	98	165	142	101	89	-	19	45	52	45	34	-	63	118	78	44
	19%	19%	19%	22%	21%	19%	18%	17%	18%	23%	20%	18%	15%	-	16%	14%	19%	16%	16%	-	21%	30%	18%	16%
No	2110	1032	1078	250	354	353	378	319	455	548	575	469	517	-	102	287	221	228	179	-	241	277	347	229
	81%	81%	81%	78%	79%	81%	82%	83%	82%	77%	80%	82%	85%	-	84%	86%	81%	84%	84%	-	79%	70%	82%	84%
Don't know	3	-	3	-	1	-	1	1	-	1	1	1	-	-	-	2	1	-	-	-	-	-	-	-
	*	-	*	-	*	-	*	*	-	*	*	*	-	-	-	1%	*	-	-	-	-	-	-	-
<b><u>From the Government</u></b>																								
Yes	204	122	82	27	48	29	36	38	26	55	59	51	39	-	12	20	19	24	16	-	23	38	28	22
	8%	10%	6%	8%	11%	7%	8%	10%	5%	8%	8%	9%	6%	-	10%	6%	7%	9%	7%	-	8%	10%	7%	8%
No	2390	1148	1241	293	399	408	423	343	523	652	654	520	564	-	109	311	253	246	195	-	276	357	395	248
	92%	90%	93%	91%	89%	93%	91%	89%	95%	91%	91%	91%	93%	-	90%	93%	93%	90%	92%	-	91%	90%	93%	91%
Don't know	17	7	10	1	2	1	4	4	4	8	6	-	3	-	-	2	1	3	2	-	4	-	2	3
	1%	1%	1%	*	*	*	1%	1%	1%	1%	1%	-	*	-	-	1%	*	1%	1%	-	1%	-	*	1%

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**Q2. Thinking about the past month only, have you seen or heard anything from each of the following organisations encouraging you to give money to charitable or social causes?**

**Base: All respondents**

	Gender			Age						Class				Region										
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West
Weighted base	2610	1277	1333	321	449	438	464	385	553	714	719	571	606	-	121	334	273	273	212	-	304	395	425	273
<b>From a charity</b>																								
Yes	1877	885	991	215	311	334	345	276	397	568	543	387	378	-	83	225	191	185	155	-	236	285	319	197
	72%	69%	74%	67%	69%	76%	74%	72%	72%	80%	76%	68%	62%	-	68%	67%	70%	68%	73%	-	78%	72%	75%	72%
No	729	390	339	107	138	104	118	107	155	145	176	183	225	-	39	108	82	88	56	-	67	109	105	75
	28%	31%	25%	33%	31%	24%	26%	28%	28%	20%	24%	32%	37%	-	32%	32%	30%	32%	26%	-	22%	28%	25%	27%
Don't know	4	1	3	-	-	-	1	2	1	2	-	-	3	-	-	1	*	-	1	-	-	-	1	1
	*	*	*	-	-	-	*	1%	*	*	-	-	*	-	-	*	*	-	1%	-	-	-	*	*
<b>From a local political organisation, such as a political party or trades union</b>																								
Yes	222	123	99	20	42	36	42	37	44	76	54	46	46	-	5	27	19	24	21	-	32	37	35	23
	8%	10%	7%	6%	9%	8%	9%	10%	8%	11%	8%	8%	8%	-	4%	8%	7%	9%	10%	-	10%	9%	8%	9%
No	2377	1146	1231	294	407	401	419	348	507	637	660	522	558	-	117	307	253	249	192	-	270	354	386	249
	91%	90%	92%	92%	91%	92%	90%	90%	92%	89%	92%	91%	92%	-	96%	92%	93%	91%	90%	-	89%	90%	91%	91%
Don't know	11	8	3	7	-	1	2	-	1	1	5	3	2	-	-	1	*	-	-	-	2	4	4	1
	*	1%	*	2%	-	*	1%	-	*	*	1%	1%	*	-	-	*	*	-	-	-	1%	1%	1%	*

## Charity Donations - England ONLY

### CATI Fieldwork : 28th February - 23rd March 2014

Absolutes/col percents

Table 7

**Q3. Do you agree or disagree with each of the following statements?**

**Base: All respondents**

	Gender		Age						Class				Region											
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Hum-ber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West
Unweighted base	2606	1274	1332	239	417	430	527	442	551	1024	560	413	609	-	119	337	275	272	215	-	285	390	433	280
Weighted base	2610	1277	1333	321	449	438	464	385	553	714	719	571	606	-	121	334	273	273	212	-	304	395	425	273
<b><u>If a friend were asking me to give money to charity, I would prefer them to do it in person rather than online, such as through email or Facebook</u></b>																								
Agree	1770	868	903	207	260	282	323	284	415	407	474	436	453	-	92	231	193	198	157	-	203	242	277	176
	68%	68%	68%	64%	58%	64%	70%	74%	75%	57%	66%	76%	75%	-	76%	69%	71%	73%	74%	-	67%	61%	65%	64%
Disagree	783	386	397	108	182	147	133	93	121	286	235	125	138	-	29	93	72	70	52	-	93	145	137	91
	30%	30%	30%	34%	40%	34%	29%	24%	22%	40%	33%	22%	23%	-	24%	28%	26%	26%	25%	-	31%	37%	32%	33%
Don't know	56	23	33	6	8	9	8	8	17	22	10	10	15	-	-	10	8	4	3	-	7	7	10	7
	2%	2%	2%	2%	2%	2%	2%	2%	3%	3%	1%	2%	2%	-	-	3%	3%	2%	1%	-	2%	2%	2%	2%
<b><u>Local communities are better than online communities at encouraging people to think about social causes and issues</u></b>																								
Agree	1685	864	821	191	270	277	298	280	370	416	453	421	395	-	87	213	168	180	138	-	192	234	288	185
	65%	68%	62%	59%	60%	63%	64%	73%	67%	58%	63%	74%	65%	-	72%	64%	61%	66%	65%	-	63%	59%	68%	68%
Disagree	802	358	444	125	169	139	138	88	142	262	243	128	169	-	32	104	86	82	64	-	96	143	120	75
	31%	28%	33%	39%	38%	32%	30%	23%	26%	37%	34%	22%	28%	-	27%	31%	31%	30%	30%	-	32%	36%	28%	28%
Don't know	123	55	68	6	11	22	28	17	40	37	23	22	42	-	2	17	20	11	10	-	16	18	18	12
	5%	4%	5%	2%	2%	5%	6%	4%	7%	5%	3%	4%	7%	-	2%	5%	7%	4%	5%	-	5%	5%	4%	4%

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Weighted base	2610	1277	1333	321	449	438	464	385	553	714	719	571	606	-	121	334	273	273	212	-	304	395	425	273
<b><u>In the past month, I have been told in person about someone in my local community doing significant volunteer work for charity</u></b>																								
Agree	1032	495	537	144	169	171	189	147	212	286	296	227	223	-	57	136	116	94	78	-	137	150	163	101
	40%	39%	40%	45%	38%	39%	41%	38%	38%	40%	41%	40%	37%	-	47%	41%	42%	34%	37%	-	45%	38%	38%	37%
Disagree	1550	770	780	178	278	262	269	234	329	422	419	340	368	-	65	192	153	178	132	-	166	241	258	166
	59%	60%	58%	55%	62%	60%	58%	61%	59%	59%	58%	60%	61%	-	53%	57%	56%	65%	62%	-	55%	61%	61%	61%
Don't know	28	11	17	-	2	5	5	4	12	6	4	3	15	-	-	6	4	2	2	-	1	4	4	5
	1%	1%	1%	-	*	1%	1%	1%	2%	1%	*	1%	3%	-	-	2%	1%	1%	1%	-	*	1%	1%	2%
<b><u>In the past month, I have heard through an online community, such as Facebook, that someone I know is doing significant volunteer work for charity</u></b>																								
Agree	1012	505	507	228	237	206	155	108	79	308	304	217	184	-	57	116	103	106	76	-	104	157	185	109
	39%	40%	38%	71%	53%	47%	33%	28%	14%	43%	42%	38%	30%	-	47%	35%	38%	39%	36%	-	34%	40%	43%	40%
Disagree	1551	743	808	92	209	230	301	272	446	403	406	343	399	-	63	211	166	162	132	-	191	230	236	161
	59%	58%	61%	29%	47%	53%	65%	71%	81%	56%	57%	60%	66%	-	52%	63%	61%	59%	62%	-	63%	58%	55%	59%
Don't know	47	29	18	2	3	2	7	5	28	4	9	11	23	-	1	6	4	6	4	-	9	8	5	3
	2%	2%	1%	1%	1%	*	2%	1%	5%	1%	1%	2%	4%	-	1%	2%	2%	2%	2%	-	3%	2%	1%	1%