

Fundraising Survey

ONLINE Fieldwork : 22nd - 23rd August 2012

Absolutes/col percents

Table 1
Q.1 The following question is about fundraising for charity, and the different ways that people can fundraise. Do you agree or disagree with ... about fundraising for charity?
a. I'm prepared to embarrass myself if it is for a good charitable cause
Base: All respondents

	Gender		Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	2001	1028	973	209	275	436	363	329	389	786	509	298	408	497	551	507	282	164
Weighted base	2001	980	1021	240	320	380	340	300	420	540	580	420	460	509	528	502	289	174
Agree	805 40%	398 41%	407 40%	125 52%	156 49%	161 42%	136 40%	96 32%	131 31%	233 43%	228 39%	173 41%	171 37%	207 41%	197 37%	206 41%	119 41%	77 44%
Disagree	815 41%	404 41%	411 40%	68 28%	100 31%	148 39%	147 43%	136 45%	215 51%	226 42%	217 37%	175 42%	197 43%	214 42%	224 42%	204 41%	115 40%	58 34%
Don't know	381 19%	178 18%	203 20%	47 20%	64 20%	71 19%	56 17%	68 23%	74 18%	81 15%	135 23%	72 17%	93 20%	87 17%	108 20%	92 18%	55 19%	39 22%

Fundraising Survey

ONLINE Fieldwork : 22nd - 23rd August 2012

Absolutes/col percents

Table 2

Q.1 The following question is about fundraising for charity, and the different ways that people can fundraise. Do you agree or disagree with ... about fundraising for charity?
b. The more 'fun' the fundraising idea, the more likely I would be to take part

Base: All respondents

	Gender			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	2001	1028	973	209	275	436	363	329	389	786	509	298	408	497	551	507	282	164
Weighted base	2001	980	1021	240	320	380	340	300	420	540	580	420	460	509	528	502	289	174
Agree	1106 55%	538 55%	568 56%	173 72%	211 66%	218 57%	181 53%	139 46%	185 44%	310 57%	329 57%	228 54%	239 52%	294 58%	300 57%	266 53%	154 53%	92 53%
Disagree	445 22%	227 23%	219 21%	23 9%	55 17%	67 18%	85 25%	77 26%	139 33%	123 23%	122 21%	92 22%	109 24%	116 23%	99 19%	123 24%	79 27%	29 17%
Don't know	450 22%	216 22%	234 23%	45 19%	54 17%	95 25%	75 22%	85 28%	96 23%	107 20%	130 22%	101 24%	112 24%	99 19%	130 25%	113 23%	56 19%	52 30%

Fundraising Survey

ONLINE Fieldwork : 22nd - 23rd August 2012

Absolutes/col percents

Table 3
Q.1 The following question is about fundraising for charity, and the different ways that people can fundraise. Do you agree or disagree with ... about fundraising for charity?
c. Fundraising is more rewarding than many other kinds of hobbies
Base: All respondents

	Gender		Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	2001	1028	973	209	275	436	363	329	389	786	509	298	408	497	551	507	282	164
Weighted base	2001	980	1021	240	320	380	340	300	420	540	580	420	460	509	528	502	289	174
Agree	943 47%	426 43%	517 51%	139 58%	172 54%	186 49%	141 41%	121 40%	183 44%	250 46%	272 47%	200 48%	222 48%	243 48%	247 47%	241 48%	137 48%	75 43%
Disagree	528 26%	299 31%	229 22%	47 20%	74 23%	80 21%	106 31%	82 27%	138 33%	160 30%	147 25%	111 27%	110 24%	150 30%	128 24%	130 26%	83 29%	36 21%
Don't know	530 26%	255 26%	275 27%	54 23%	74 23%	114 30%	93 27%	97 32%	98 23%	131 24%	161 28%	109 26%	129 28%	115 23%	153 29%	131 26%	68 24%	62 36%

Fundraising Survey

ONLINE Fieldwork : 22nd - 23rd August 2012

Absolutes/col percents

Table 4

Q.1 The following question is about fundraising for charity, and the different ways that people can fundraise. Do you agree or disagree with ... about fundraising for charity?
d. If I wanted to fundraise, I feel confident that I would know how to go about it

Base: All respondents

	Gender		Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	2001	1028	973	209	275	436	363	329	389	786	509	298	408	497	551	507	282	164
Weighted base	2001	980	1021	240	320	380	340	300	420	540	580	420	460	509	528	502	289	174
Agree	821 41%	393 40%	428 42%	116 48%	133 42%	152 40%	129 38%	120 40%	170 40%	252 47%	225 39%	157 37%	187 41%	213 42%	206 39%	209 42%	124 43%	70 40%
Disagree	749 37%	376 38%	374 37%	77 32%	122 38%	147 39%	146 43%	108 36%	150 36%	193 36%	237 41%	154 37%	166 36%	201 39%	188 36%	198 39%	101 35%	62 36%
Don't know	431 22%	212 22%	219 21%	48 20%	65 20%	81 21%	65 19%	72 24%	100 24%	95 18%	119 20%	110 26%	107 23%	95 19%	134 25%	95 19%	64 22%	42 24%

Fundraising Survey

ONLINE Fieldwork : 22nd - 23rd August 2012

Absolutes/col percents

Table 5

Q.1 The following question is about fundraising for charity, and the different ways that people can fundraise. Do you agree or disagree with ... about fundraising for charity?
e. Fundraising is a good way to get people to exercise

Base: All respondents

	Gender			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	2001	1028	973	209	275	436	363	329	389	786	509	298	408	497	551	507	282	164
Weighted base	2001	980	1021	240	320	380	340	300	420	540	580	420	460	509	528	502	289	174
Agree	1248 62%	572 58%	676 66%	161 67%	211 66%	264 69%	207 61%	178 59%	228 54%	327 61%	378 65%	262 62%	281 61%	314 62%	328 62%	319 63%	189 66%	98 56%
Disagree	334 17%	197 20%	137 13%	33 14%	52 16%	50 13%	47 14%	62 21%	90 21%	108 20%	86 15%	74 18%	66 14%	94 19%	86 16%	84 17%	42 14%	28 16%
Don't know	419 21%	212 22%	208 20%	47 20%	57 18%	67 18%	86 25%	60 20%	102 24%	105 19%	117 20%	84 20%	113 25%	100 20%	115 22%	100 20%	58 20%	48 27%

Fundraising Survey

ONLINE Fieldwork : 22nd - 23rd August 2012

Absolutes/col percents

Table 6

Q.1 The following question is about fundraising for charity, and the different ways that people can fundraise. Do you agree or disagree with ... about fundraising for charity?

f. Fundraising is a good way to achieve a 'lifetime ambition' or life goal

Base: All respondents

	Gender		Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	2001	1028	973	209	275	436	363	329	389	786	509	298	408	497	551	507	282	164
Weighted base	2001	980	1021	240	320	380	340	300	420	540	580	420	460	509	528	502	289	174
Agree	1036 52%	478 49%	558 55%	144 60%	188 59%	239 63%	171 50%	139 46%	156 37%	274 51%	320 55%	212 51%	230 50%	281 55%	265 50%	257 51%	155 54%	80 46%
Disagree	416 21%	234 24%	182 18%	36 15%	65 20%	58 15%	73 21%	62 21%	121 29%	136 25%	103 18%	84 20%	93 20%	108 21%	111 21%	98 20%	62 21%	37 21%
Don't know	549 27%	268 27%	280 27%	60 25%	68 21%	82 22%	96 28%	99 33%	143 34%	131 24%	157 27%	123 29%	137 30%	120 24%	152 29%	147 29%	72 25%	57 33%

Fundraising Survey

ONLINE Fieldwork : 22nd - 23rd August 2012

Absolutes/col percents

Table 7

Q.1 The following question is about fundraising for charity, and the different ways that people can fundraise. Do you agree or disagree with ... about fundraising for charity?

g. Fundraising is a good way to get people to try something new

Base: All respondents

	Gender			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	2001	1028	973	209	275	436	363	329	389	786	509	298	408	497	551	507	282	164
Weighted base	2001	980	1021	240	320	380	340	300	420	540	580	420	460	509	528	502	289	174
Agree	1398 70%	640 65%	758 74%	175 73%	230 72%	291 77%	250 73%	196 65%	256 61%	367 68%	403 70%	305 73%	322 70%	372 73%	361 68%	350 70%	201 70%	113 65%
Disagree	223 11%	130 13%	94 9%	21 9%	33 10%	30 8%	40 12%	43 14%	57 13%	71 13%	63 11%	42 10%	47 10%	51 10%	57 11%	54 11%	37 13%	24 14%
Don't know	380 19%	211 22%	169 17%	44 18%	57 18%	59 16%	50 15%	62 21%	107 26%	102 19%	114 20%	73 17%	91 20%	85 17%	110 21%	98 19%	50 17%	37 21%

Fundraising Survey

ONLINE Fieldwork : 22nd - 23rd August 2012

Absolutes/col percents

Table 8

Q.1 The following question is about fundraising for charity, and the different ways that people can fundraise. Do you agree or disagree with ... about fundraising for charity?

h. Fundraising is a good way for people to go visit a place they have not been before

Base: All respondents

	Gender		Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	2001	1028	973	209	275	436	363	329	389	786	509	298	408	497	551	507	282	164
Weighted base	2001	980	1021	240	320	380	340	300	420	540	580	420	460	509	528	502	289	174
Agree	1223 61%	570 58%	653 64%	156 65%	200 63%	248 65%	201 59%	190 63%	227 54%	323 60%	354 61%	258 61%	288 63%	326 64%	324 61%	299 60%	179 62%	95 55%
Disagree	321 16%	187 19%	134 13%	37 15%	47 15%	48 13%	59 17%	46 15%	83 20%	109 20%	84 14%	62 15%	65 14%	70 14%	79 15%	88 17%	50 17%	34 20%
Don't know	457 23%	224 23%	233 23%	48 20%	73 23%	84 22%	79 23%	64 21%	109 26%	108 20%	143 25%	100 24%	107 23%	112 22%	125 24%	115 23%	60 21%	45 26%

Fundraising Survey

ONLINE Fieldwork : 22nd - 23rd August 2012

Absolutes/col percents

Table 9

Q.1 The following question is about fundraising for charity, and the different ways that people can fundraise. Do you agree or disagree with ... about fundraising for charity?

i. Fundraising is a good way to meet new people

Base: All respondents

	Gender			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	2001	1028	973	209	275	436	363	329	389	786	509	298	408	497	551	507	282	164
Weighted base	2001	980	1021	240	320	380	340	300	420	540	580	420	460	509	528	502	289	174
Agree	1465 73%	667 68%	798 78%	177 74%	232 72%	276 73%	240 71%	221 74%	319 76%	391 72%	420 72%	310 74%	344 75%	377 74%	390 74%	377 75%	209 72%	112 65%
Disagree	206 10%	129 13%	77 8%	16 7%	36 11%	39 10%	39 12%	33 11%	42 10%	66 12%	51 9%	48 11%	41 9%	58 11%	54 10%	49 10%	27 9%	17 10%
Don't know	330 16%	185 19%	146 14%	46 19%	53 17%	65 17%	61 18%	46 15%	59 14%	83 15%	109 19%	62 15%	76 16%	73 14%	84 16%	77 15%	52 18%	44 25%

Fundraising Survey

ONLINE Fieldwork : 22nd - 23rd August 2012

Absolutes/col percents

Table 10

Q.1 The following question is about fundraising for charity, and the different ways that people can fundraise. Do you agree or disagree with ... about fundraising for charity?

j. Fundraising is a good way to bond with colleagues

Base: All respondents

	Gender			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	2001	1028	973	209	275	436	363	329	389	786	509	298	408	497	551	507	282	164
Weighted base	2001	980	1021	240	320	380	340	300	420	540	580	420	460	509	528	502	289	174
Agree	1280 64%	593 60%	687 67%	159 66%	215 67%	260 68%	214 63%	184 61%	248 59%	356 66%	376 65%	266 63%	281 61%	335 66%	334 63%	318 63%	187 65%	106 61%
Disagree	277 14%	171 17%	106 10%	26 11%	49 15%	44 12%	57 17%	43 14%	58 14%	84 16%	75 13%	60 14%	57 12%	73 14%	68 13%	73 15%	39 14%	23 13%
Don't know	444 22%	217 22%	227 22%	56 23%	56 18%	76 20%	69 20%	73 24%	115 27%	100 19%	129 22%	94 22%	121 26%	101 20%	126 24%	111 22%	63 22%	44 25%

Fundraising Survey

ONLINE Fieldwork : 22nd - 23rd August 2012

Absolutes/col percents

Table 11

Q.1 The following question is about fundraising for charity, and the different ways that people can fundraise. Do you agree or disagree with ... about fundraising for charity?

k. Fundraising is a good way for single people to meet other single people

Base: All respondents

	Gender			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	2001	1028	973	209	275	436	363	329	389	786	509	298	408	497	551	507	282	164
Weighted base	2001	980	1021	240	320	380	340	300	420	540	580	420	460	509	528	502	289	174
Agree	921 46%	450 46%	471 46%	96 40%	139 43%	175 46%	146 43%	153 51%	214 51%	253 47%	246 42%	201 48%	220 48%	231 45%	244 46%	244 49%	137 47%	65 37%
Disagree	409 20%	213 22%	196 19%	66 27%	72 23%	68 18%	74 22%	52 17%	78 19%	111 21%	122 21%	82 19%	95 21%	114 22%	110 21%	94 19%	50 17%	41 24%
Don't know	670 33%	317 32%	353 35%	79 33%	109 34%	138 36%	121 36%	96 32%	128 31%	176 33%	212 37%	137 33%	145 32%	163 32%	174 33%	164 33%	101 35%	67 39%

Fundraising Survey

ONLINE Fieldwork : 22nd - 23rd August 2012

Absolutes/col percents

Table 12

Q.1 The following question is about fundraising for charity, and the different ways that people can fundraise. Do you agree or disagree with ... about fundraising for charity?

I. Fundraising is a good way to increase self-confidence

Base: All respondents

	Gender		Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	2001	1028	973	209	275	436	363	329	389	786	509	298	408	497	551	507	282	164
Weighted base	2001	980	1021	240	320	380	340	300	420	540	580	420	460	509	528	502	289	174
Agree	1259 63%	607 62%	652 64%	157 65%	211 66%	249 66%	208 61%	171 57%	263 63%	345 64%	370 64%	252 60%	292 63%	329 65%	321 61%	320 64%	188 65%	100 57%
Disagree	283 14%	147 15%	136 13%	28 12%	40 12%	41 11%	57 17%	44 15%	73 17%	83 15%	66 11%	64 15%	69 15%	71 14%	78 15%	69 14%	38 13%	27 15%
Don't know	460 23%	227 23%	233 23%	56 23%	69 22%	90 24%	75 22%	85 28%	84 20%	112 21%	144 25%	104 25%	99 22%	108 21%	130 25%	112 22%	62 22%	47 27%