



PLMR – Charity Fundraising Survey

October 2015

METHODOLOGY NOTE

ComRes interviewed 2051 GB adults online between 14th and 15th October 2015. 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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Charity Fundraising Survey

ONLINE Fieldwork: 14th - 15th October 2015

Absolutes/col percents

Table 1

Q.1 To what extent do you agree or disagree with each of the following statements?

Summary

Base: All respondents

	Statements					
	I'm happy to stop and talk to charity fundraisers in the street	I ignore most charity fundraising letters and emails I receive	Some professional charity fundraisers cross the line into unethical behaviour in their attempts to get donations	I feel bombarded by charity fundraising appeals	I try to avoid donating to charities who spend lots of money on fundraising	I often donate clothes, books and other items I no longer need to charity shops
Unweighted base	2051	2051	2051	2051	2051	2051
Weighted base	2051	2051	2051	2051	2051	2051
NET: Agree	540 26%	1624 79%	1641 80%	1519 74%	1198 58%	1632 80%
Strongly agree (4)	120 6%	788 38%	903 44%	718 35%	558 27%	896 44%
Tend to agree (3)	419 20%	835 41%	738 36%	801 39%	640 31%	737 36%
Tend to disagree (2)	656 32%	231 11%	125 6%	316 15%	403 20%	211 10%
Strongly disagree (1)	719 35%	79 4%	35 2%	85 4%	103 5%	101 5%
NET: Disagree	1375 67%	311 15%	161 8%	401 20%	507 25%	311 15%
Don't know	136 7%	117 6%	250 12%	131 6%	346 17%	107 5%
Mean	1.97	3.21	3.39	3.12	2.97	3.25
Standard deviation	0.92	0.81	0.70	0.84	0.90	0.85
Standard error	0.02	0.02	0.02	0.02	0.02	0.02

Charity Fundraising Survey

ONLINE Fieldwork: 14th - 15th October 2015

Absolutes/col percents

Table 2

Q.1 To what extent do you agree or disagree with each of the following statements?

I'm happy to stop and talk to charity fundraisers in the street

Base: All respondents

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2051	1044	1007	231	324	308	383	307	498	490	615	390	556	221	810
Weighted base	2051	999	1052	238	355	337	365	296	460	552	552	447	500	258	903
NET: Agree	540 26%	288 29%	252 24%	58 24%	94 27%	92 27%	101 28%	68 23%	127 28%	142 26%	122 22%	120 27%	155 31%	73 28%	228 25%
Strongly agree	(4) 120 6%	70 7%	51 5%	16 7%	27 8%	23 7%	23 6%	8 3%	25 5%	24 4%	27 5%	30 7%	39 8%	19 8%	57 6%
Tend to agree	(3) 419 20%	218 22%	201 19%	42 18%	68 19%	69 20%	78 21%	61 21%	102 22%	118 21%	95 17%	90 20%	116 23%	54 21%	171 19%
Tend to disagree	(2) 656 32%	285 29%	371 35%	78 33%	111 31%	85 25%	113 31%	116 39%	152 33%	186 34%	167 30%	150 34%	152 30%	78 30%	276 31%
Strongly disagree	(1) 719 35%	369 37%	351 33%	75 32%	104 29%	134 40%	138 38%	101 34%	168 36%	193 35%	224 41%	144 32%	158 31%	87 34%	330 37%
NET: Disagree	1375 67%	654 65%	721 69%	153 64%	215 60%	219 65%	251 69%	217 74%	320 70%	380 69%	392 71%	294 66%	310 62%	165 64%	606 67%
Don't know	136 7%	58 6%	79 7%	27 11%	46 13%	26 8%	14 4%	10 3%	13 3%	30 5%	38 7%	33 7%	35 7%	19 8%	69 8%
Mean	1.97	1.99	1.95	1.99	2.06	1.94	1.96	1.91	1.96	1.95	1.85	2.02	2.08	2.02	1.95
Standard deviation	0.92	0.96	0.88	0.92	0.95	0.97	0.93	0.82	0.91	0.88	0.90	0.93	0.96	0.96	0.93
Standard error	0.02	0.03	0.03	0.06	0.06	0.06	0.05	0.05	0.04	0.04	0.04	0.05	0.04	0.07	0.03

Charity Fundraising Survey

ONLINE Fieldwork: 14th - 15th October 2015

Absolutes/col percents

Table 2

Q.1 To what extent do you agree or disagree with each of the following statements?

I'm happy to stop and talk to charity fundraisers in the street

Base: All respondents

	Region												
	Total	Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	2051	188	112	1751	81	216	183	182	122	226	275	305	161
Weighted base	2051	178	104	1768	86	236	174	184	152	199	270	287	180
NET: Agree	540 26%	47 26%	26 25%	467 26%	29 34%	58 25%	52 30%	51 27%	56 37%	49 24%	73 27%	69 24%	31 17%
Strongly agree	(4) 120 6%	9 5%	6 6%	106 6%	9 10%	16 7%	10 6%	12 6%	3 2%	15 8%	25 9%	11 4%	4 2%
Tend to agree	(3) 419 20%	38 21%	20 19%	361 20%	20 24%	42 18%	41 24%	39 21%	52 35%	33 17%	47 17%	58 20%	28 15%
Tend to disagree	(2) 656 32%	52 29%	35 34%	569 32%	23 27%	43 18%	61 35%	69 37%	44 29%	76 38%	84 31%	103 36%	66 37%
Strongly disagree	(1) 719 35%	64 36%	41 40%	614 35%	24 28%	121 51%	51 29%	57 31%	46 30%	66 33%	86 32%	99 35%	65 36%
NET: Disagree	1375 67%	116 65%	77 73%	1183 67%	47 55%	164 70%	112 64%	125 68%	90 59%	141 71%	170 63%	202 70%	131 73%
Don't know	136 7%	16 9%	2 2%	119 7%	9 11%	13 6%	10 6%	9 5%	6 4%	9 4%	28 10%	16 6%	18 10%
Mean	1.97	1.95	1.91	1.97	2.18	1.79	2.07	2.03	2.09	1.99	2.05	1.93	1.82
Standard deviation	0.92	0.92	0.91	0.92	1.01	0.99	0.90	0.90	0.87	0.92	0.98	0.86	0.79
Standard error	0.02	0.07	0.09	0.02	0.12	0.07	0.07	0.07	0.08	0.06	0.06	0.05	0.07

Charity Fundraising Survey

ONLINE Fieldwork: 14th - 15th October 2015

Absolutes/col percents

Table 3

Q.1 To what extent do you agree or disagree with each of the following statements?

I ignore most charity fundraising letters and emails I receive

Base: All respondents

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2051	1044	1007	231	324	308	383	307	498	490	615	390	556	221	810
Weighted base	2051	999	1052	238	355	337	365	296	460	552	552	447	500	258	903
NET: Agree	1624 79%	817 82%	807 77%	177 74%	250 70%	258 77%	289 79%	256 87%	393 85%	446 81%	445 81%	345 77%	388 78%	205 80%	705 78%
Strongly agree	(4) 788 38%	441 44%	348 33%	69 29%	103 29%	115 34%	135 37%	144 49%	222 48%	202 37%	211 38%	162 36%	213 43%	83 32%	332 37%
Tend to agree	(3) 835 41%	376 38%	459 44%	108 46%	147 41%	142 42%	154 42%	112 38%	171 37%	244 44%	234 42%	183 41%	175 35%	122 47%	374 41%
Tend to disagree	(2) 231 11%	98 10%	134 13%	27 11%	48 14%	39 12%	43 12%	28 10%	46 10%	57 10%	47 8%	66 15%	62 12%	26 10%	101 11%
Strongly disagree	(1) 79 4%	34 3%	45 4%	8 3%	14 4%	18 5%	18 5%	5 2%	16 4%	17 3%	28 5%	15 3%	20 4%	8 3%	38 4%
NET: Disagree	311 15%	132 13%	179 17%	35 15%	63 18%	57 17%	60 16%	33 11%	62 14%	73 13%	74 13%	81 18%	82 16%	34 13%	139 15%
Don't know	117 6%	50 5%	66 6%	26 11%	43 12%	22 6%	16 4%	7 2%	4 1%	33 6%	33 6%	21 5%	30 6%	19 7%	59 7%
Mean	3.21	3.29	3.13	3.12	3.08	3.13	3.16	3.37	3.31	3.22	3.21	3.16	3.24	3.17	3.18
Standard deviation	0.81	0.79	0.81	0.77	0.82	0.84	0.83	0.73	0.80	0.76	0.82	0.81	0.84	0.75	0.81
Standard error	0.02	0.03	0.03	0.05	0.05	0.05	0.04	0.04	0.04	0.04	0.03	0.04	0.04	0.05	0.03

Charity Fundraising Survey

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Absolutes/col percents

Table 3

Q.1 To what extent do you agree or disagree with each of the following statements?

I ignore most charity fundraising letters and emails I receive

Base: All respondents

	Region												
	Total	Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	2051	188	112	1751	81	216	183	182	122	226	275	305	161
Weighted base	2051	178	104	1768	86	236	174	184	152	199	270	287	180
NET: Agree	1624 79%	140 79%	89 85%	1394 79%	66 76%	195 83%	138 79%	132 71%	122 80%	168 85%	194 72%	232 81%	147 82%
Strongly agree	(4) 788 38%	73 41%	49 47%	666 38%	37 42%	106 45%	61 35%	71 39%	60 40%	75 38%	85 31%	109 38%	63 35%
Tend to agree	(3) 835 41%	67 38%	40 38%	728 41%	29 34%	89 38%	77 44%	60 33%	62 41%	93 47%	110 41%	124 43%	84 47%
Tend to disagree	(2) 231 11%	23 13%	10 9%	199 11%	7 8%	17 7%	20 12%	36 20%	21 14%	19 10%	36 13%	30 11%	12 6%
Strongly disagree	(1) 79 4%	7 4%	4 4%	69 4%	2 2%	7 3%	9 5%	6 3%	7 5%	5 3%	12 4%	11 4%	10 6%
NET: Disagree	311 15%	30 17%	14 13%	267 15%	9 10%	24 10%	29 17%	42 23%	28 19%	24 12%	48 18%	41 14%	22 12%
Don't know	117 6%	8 5%	2 2%	107 6%	12 14%	17 7%	7 4%	11 6%	1 1%	6 3%	28 10%	13 5%	11 6%
Mean	3.21	3.21	3.31	3.20	3.36	3.34	3.14	3.13	3.16	3.24	3.10	3.21	3.18
Standard deviation	0.81	0.82	0.80	0.80	0.74	0.76	0.82	0.86	0.84	0.74	0.83	0.79	0.81
Standard error	0.02	0.06	0.08	0.02	0.09	0.05	0.06	0.07	0.08	0.05	0.05	0.05	0.07

Charity Fundraising Survey

ONLINE Fieldwork: 14th - 15th October 2015

Absolutes/col percents

Table 4

Q.1 To what extent do you agree or disagree with each of the following statements?

Some professional charity fundraisers cross the line into unethical behaviour in their attempts to get donations

Base: All respondents

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2051	1044	1007	231	324	308	383	307	498	490	615	390	556	221	810
Weighted base	2051	999	1052	238	355	337	365	296	460	552	552	447	500	258	903
NET: Agree	1641 80%	808 81%	832 79%	163 69%	245 69%	259 77%	295 81%	262 89%	416 91%	429 78%	428 78%	377 84%	407 81%	191 74%	701 78%
Strongly agree	(4) 903 44%	442 44%	461 44%	71 30%	137 39%	131 39%	152 41%	146 49%	266 58%	229 42%	219 40%	211 47%	244 49%	93 36%	378 42%
Tend to agree	(3) 738 36%	366 37%	372 35%	92 39%	108 30%	129 38%	144 39%	116 39%	150 33%	199 36%	209 38%	167 37%	163 33%	98 38%	323 36%
Tend to disagree	(2) 125 6%	65 7%	60 6%	25 11%	40 11%	21 6%	19 5%	12 4%	8 2%	54 10%	27 5%	21 5%	23 5%	26 10%	69 8%
Strongly disagree	(1) 35 2%	20 2%	16 1%	4 2%	9 3%	11 3%	7 2%	2 1%	3 1%	6 1%	12 2%	6 1%	12 2%	1 *	23 3%
NET: Disagree	161 8%	85 9%	75 7%	29 12%	49 14%	32 10%	25 7%	14 5%	11 2%	60 11%	39 7%	27 6%	35 7%	27 10%	93 10%
Don't know	250 12%	106 11%	144 14%	46 19%	62 17%	45 13%	45 12%	20 7%	33 7%	63 11%	85 15%	43 10%	58 12%	40 15%	109 12%
Mean	3.39	3.38	3.41	3.20	3.27	3.30	3.37	3.48	3.59	3.34	3.36	3.44	3.44	3.30	3.33
Standard deviation	0.70	0.72	0.69	0.74	0.81	0.77	0.69	0.61	0.56	0.72	0.71	0.66	0.72	0.69	0.76
Standard error	0.02	0.02	0.02	0.05	0.05	0.05	0.04	0.04	0.03	0.03	0.03	0.04	0.03	0.05	0.03

Charity Fundraising Survey

ONLINE Fieldwork: 14th - 15th October 2015

Absolutes/col percents

Table 4

Q.1 To what extent do you agree or disagree with each of the following statements?

Some professional charity fundraisers cross the line into unethical behaviour in their attempts to get donations

Base: All respondents

	Region												
	Total	Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	2051	188	112	1751	81	216	183	182	122	226	275	305	161
Weighted base	2051	178	104	1768	86	236	174	184	152	199	270	287	180
NET: Agree	1641 80%	147 82%	87 83%	1407 80%	66 77%	193 82%	145 83%	140 76%	130 86%	174 87%	200 74%	228 80%	130 72%
Strongly agree	(4) 903 44%	82 46%	51 49%	769 44%	43 50%	110 47%	77 44%	77 42%	67 44%	90 45%	110 41%	130 45%	64 36%
Tend to agree	(3) 738 36%	64 36%	36 34%	638 36%	23 27%	82 35%	68 39%	63 34%	63 42%	83 42%	90 33%	98 34%	66 37%
Tend to disagree	(2) 125 6%	11 6%	11 10%	104 6%	7 9%	12 5%	10 6%	13 7%	10 7%	5 3%	26 10%	14 5%	6 3%
Strongly disagree	(1) 35 2%	1 1%	1 1%	33 2%	1 1%	1 *	5 3%	4 2%	5 3%	* *	6 2%	3 1%	8 4%
NET: Disagree	161 8%	12 7%	12 11%	136 8%	8 9%	12 5%	15 8%	18 10%	15 10%	6 3%	32 12%	17 6%	13 7%
Don't know	250 12%	19 11%	6 5%	225 13%	12 14%	30 13%	14 8%	27 14%	6 4%	19 10%	38 14%	41 14%	37 20%
Mean	3.39	3.43	3.39	3.39	3.46	3.47	3.36	3.35	3.32	3.47	3.31	3.45	3.30
Standard deviation	0.70	0.66	0.72	0.71	0.71	0.62	0.73	0.75	0.76	0.57	0.78	0.66	0.78
Standard error	0.02	0.05	0.07	0.02	0.08	0.05	0.06	0.06	0.07	0.04	0.05	0.04	0.07

Charity Fundraising Survey

ONLINE Fieldwork: 14th - 15th October 2015

Absolutes/col percents

Table 5

Q.1 To what extent do you agree or disagree with each of the following statements?

I feel bombarded by charity fundraising appeals

Base: All respondents

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2051	1044	1007	231	324	308	383	307	498	490	615	390	556	221	810
Weighted base	2051	999	1052	238	355	337	365	296	460	552	552	447	500	258	903
NET: Agree	1519 74%	719 72%	800 76%	156 66%	247 70%	253 75%	264 72%	215 73%	382 83%	395 72%	393 71%	350 78%	380 76%	188 73%	653 72%
Strongly agree	(4) 718 35%	370 37%	347 33%	69 29%	106 30%	112 33%	131 36%	101 34%	200 43%	176 32%	173 31%	156 35%	213 43%	80 31%	298 33%
Tend to agree	(3) 801 39%	349 35%	452 43%	88 37%	142 40%	141 42%	133 36%	114 39%	183 40%	219 40%	220 40%	195 44%	167 33%	109 42%	355 39%
Tend to disagree	(2) 316 15%	175 17%	142 13%	46 19%	47 13%	45 13%	63 17%	51 17%	66 14%	94 17%	101 18%	47 10%	75 15%	33 13%	139 15%
Strongly disagree	(1) 85 4%	47 5%	38 4%	11 5%	13 4%	14 4%	22 6%	18 6%	7 1%	24 4%	23 4%	16 4%	21 4%	16 6%	38 4%
NET: Disagree	401 20%	222 22%	180 17%	57 24%	60 17%	59 18%	84 23%	68 23%	73 16%	118 21%	124 22%	63 14%	96 19%	49 19%	177 20%
Don't know	131 6%	58 6%	73 7%	25 10%	48 13%	25 7%	17 5%	12 4%	5 1%	38 7%	35 6%	34 8%	24 5%	20 8%	73 8%
Mean	3.12	3.11	3.13	3.00	3.11	3.12	3.07	3.05	3.26	3.07	3.05	3.19	3.20	3.06	3.10
Standard deviation	0.84	0.88	0.80	0.87	0.81	0.82	0.89	0.89	0.76	0.84	0.84	0.78	0.86	0.86	0.84
Standard error	0.02	0.03	0.03	0.06	0.05	0.05	0.05	0.05	0.03	0.04	0.03	0.04	0.04	0.06	0.03

Charity Fundraising Survey

ONLINE Fieldwork: 14th - 15th October 2015

Absolutes/col percents

Table 5

Q.1 To what extent do you agree or disagree with each of the following statements?

I feel bombarded by charity fundraising appeals

Base: All respondents

	Region												
	Total	Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	2051	188	112	1751	81	216	183	182	122	226	275	305	161
Weighted base	2051	178	104	1768	86	236	174	184	152	199	270	287	180
NET: Agree	1519 74%	132 74%	89 85%	1298 73%	69 81%	175 74%	137 79%	131 71%	103 68%	156 78%	189 70%	210 73%	128 71%
Strongly agree	(4) 718 35%	81 45%	51 49%	587 33%	42 49%	88 37%	55 32%	61 33%	42 28%	65 33%	80 30%	101 35%	51 28%
Tend to agree	(3) 801 39%	51 29%	38 36%	712 40%	27 31%	87 37%	82 47%	71 38%	62 41%	90 45%	108 40%	109 38%	77 43%
Tend to disagree	(2) 316 15%	33 18%	10 10%	273 15%	6 7%	36 15%	21 12%	24 13%	32 21%	32 16%	45 16%	48 17%	31 17%
Strongly disagree	(1) 85 4%	5 3%	3 2%	78 4%	3 3%	9 4%	6 4%	12 7%	10 6%	6 3%	11 4%	11 4%	10 5%
NET: Disagree	401 20%	37 21%	13 12%	351 20%	9 10%	45 19%	27 16%	37 20%	41 27%	38 19%	56 21%	59 21%	40 22%
Don't know	131 6%	9 5%	3 3%	119 7%	8 9%	16 7%	10 6%	16 9%	7 5%	6 3%	26 10%	18 6%	12 7%
Mean	3.12	3.23	3.35	3.10	3.40	3.15	3.13	3.07	2.94	3.11	3.06	3.12	3.01
Standard deviation	0.84	0.86	0.77	0.84	0.78	0.85	0.78	0.89	0.88	0.79	0.83	0.84	0.85
Standard error	0.02	0.06	0.07	0.02	0.09	0.06	0.06	0.07	0.08	0.05	0.05	0.05	0.07

Charity Fundraising Survey

ONLINE Fieldwork: 14th - 15th October 2015

Absolutes/col percents

Table 6

Q.1 To what extent do you agree or disagree with each of the following statements?

I try to avoid donating to charities who spend lots of money on fundraising

Base: All respondents

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2051	1044	1007	231	324	308	383	307	498	490	615	390	556	221	810
Weighted base	2051	999	1052	238	355	337	365	296	460	552	552	447	500	258	903
NET: Agree	1198 58%	624 62%	574 55%	120 51%	175 49%	172 51%	188 51%	193 65%	349 76%	334 61%	316 57%	256 57%	292 58%	134 52%	502 56%
Strongly agree	(4) 558 27%	310 31%	248 24%	51 21%	91 26%	66 20%	85 23%	89 30%	177 38%	153 28%	132 24%	115 26%	159 32%	52 20%	230 25%
Tend to agree	(3) 640 31%	314 31%	326 31%	70 29%	84 24%	106 31%	102 28%	105 35%	172 37%	181 33%	184 33%	142 32%	133 27%	82 32%	272 30%
Tend to disagree	(2) 403 20%	175 17%	229 22%	51 21%	79 22%	72 21%	88 24%	57 19%	56 12%	118 21%	113 20%	87 19%	87 17%	62 24%	180 20%
Strongly disagree	(1) 103 5%	49 5%	55 5%	8 3%	22 6%	22 6%	26 7%	11 4%	15 3%	22 4%	22 4%	22 5%	38 8%	9 3%	55 6%
NET: Disagree	507 25%	224 22%	283 27%	59 25%	101 28%	93 28%	115 31%	68 23%	71 16%	140 25%	134 24%	108 24%	125 25%	71 28%	235 26%
Don't know	346 17%	151 15%	195 19%	59 25%	79 22%	71 21%	63 17%	34 12%	39 9%	78 14%	102 18%	82 18%	83 17%	52 20%	165 18%
Mean	2.97	3.04	2.90	2.91	2.89	2.82	2.82	3.04	3.21	2.98	2.95	2.96	2.99	2.86	2.92
Standard deviation	0.90	0.90	0.89	0.86	0.96	0.90	0.94	0.85	0.81	0.87	0.86	0.89	0.98	0.84	0.92
Standard error	0.02	0.03	0.03	0.07	0.06	0.06	0.05	0.05	0.04	0.04	0.04	0.05	0.05	0.06	0.04

Charity Fundraising Survey

ONLINE Fieldwork: 14th - 15th October 2015

Absolutes/col percents

Table 6

Q.1 To what extent do you agree or disagree with each of the following statements?

I try to avoid donating to charities who spend lots of money on fundraising

Base: All respondents

	Region												
	Total	Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	2051	188	112	1751	81	216	183	182	122	226	275	305	161
Weighted base	2051	178	104	1768	86	236	174	184	152	199	270	287	180
NET: Agree	1198 58%	116 65%	55 52%	1028 58%	38 44%	151 64%	111 64%	89 48%	87 57%	131 66%	151 56%	170 59%	100 55%
Strongly agree	(4) 558 27%	48 27%	31 29%	479 27%	20 23%	72 31%	42 24%	47 25%	41 27%	71 36%	75 28%	69 24%	42 23%
Tend to agree	(3) 640 31%	67 38%	24 23%	549 31%	18 21%	79 34%	69 39%	42 23%	46 30%	60 30%	76 28%	101 35%	58 32%
Tend to disagree	(2) 403 20%	29 16%	32 31%	343 19%	20 23%	43 18%	37 21%	42 23%	42 28%	24 12%	49 18%	52 18%	33 19%
Strongly disagree	(1) 103 5%	9 5%	4 4%	91 5%	3 3%	7 3%	5 3%	13 7%	5 3%	13 7%	19 7%	18 6%	8 4%
NET: Disagree	507 25%	37 21%	36 35%	433 25%	23 27%	50 21%	41 24%	55 30%	47 31%	37 19%	68 25%	70 24%	41 23%
Don't know	346 17%	25 14%	14 13%	307 17%	25 29%	34 14%	22 13%	40 22%	18 12%	31 15%	51 19%	47 16%	39 22%
Mean	2.97	3.01	2.90	2.97	2.90	3.08	2.98	2.86	2.91	3.13	2.94	2.92	2.95
Standard deviation	0.90	0.86	0.93	0.90	0.92	0.84	0.80	0.98	0.88	0.93	0.96	0.90	0.87
Standard error	0.02	0.07	0.09	0.02	0.12	0.06	0.06	0.08	0.09	0.07	0.06	0.06	0.08

Charity Fundraising Survey

ONLINE Fieldwork: 14th - 15th October 2015

Absolutes/col percents

Table 7

Q.1 To what extent do you agree or disagree with each of the following statements?

I often donate clothes, books and other items I no longer need to charity shops

Base: All respondents

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2051	1044	1007	231	324	308	383	307	498	490	615	390	556	221	810
Weighted base	2051	999	1052	238	355	337	365	296	460	552	552	447	500	258	903
NET: Agree	1632 80%	742 74%	890 85%	161 68%	258 73%	261 78%	289 79%	246 83%	417 91%	458 83%	436 79%	349 78%	389 78%	198 77%	687 76%
Strongly agree	(4) 896 44%	352 35%	543 52%	68 28%	122 34%	128 38%	168 46%	149 50%	262 57%	250 45%	234 42%	186 42%	226 45%	102 39%	357 39%
Tend to agree	(3) 737 36%	390 39%	347 33%	94 39%	137 38%	134 40%	121 33%	97 33%	155 34%	208 38%	202 37%	163 36%	164 33%	96 37%	330 37%
Tend to disagree	(2) 211 10%	130 13%	81 8%	36 15%	41 12%	39 12%	44 12%	33 11%	18 4%	52 9%	63 11%	50 11%	46 9%	36 14%	99 11%
Strongly disagree	(1) 101 5%	76 8%	24 2%	15 6%	19 5%	17 5%	20 5%	11 4%	19 4%	20 4%	20 4%	20 5%	40 8%	4 2%	61 7%
NET: Disagree	311 15%	206 21%	105 10%	51 22%	60 17%	56 17%	64 18%	44 15%	36 8%	71 13%	84 15%	70 16%	86 17%	40 16%	159 18%
Don't know	107 5%	51 5%	57 5%	25 11%	37 10%	19 6%	13 3%	6 2%	7 1%	22 4%	32 6%	28 6%	25 5%	20 8%	57 6%
Mean	3.25	3.07	3.42	3.01	3.13	3.17	3.24	3.33	3.46	3.30	3.25	3.23	3.21	3.24	3.16
Standard deviation	0.85	0.91	0.74	0.88	0.86	0.85	0.88	0.82	0.76	0.79	0.82	0.84	0.93	0.77	0.89
Standard error	0.02	0.03	0.02	0.06	0.05	0.05	0.05	0.05	0.03	0.04	0.03	0.04	0.04	0.05	0.03

Charity Fundraising Survey

ONLINE Fieldwork: 14th - 15th October 2015

Absolutes/col percents

Table 7

Q.1 To what extent do you agree or disagree with each of the following statements?

I often donate clothes, books and other items I no longer need to charity shops

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	Total	Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
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Weighted base	2051	178	104	1768	86	236	174	184	152	199	270	287	180
NET: Agree	1632 80%	140 79%	78 74%	1414 80%	56 65%	193 82%	137 79%	144 78%	136 90%	175 88%	203 75%	232 81%	138 77%
Strongly agree	(4) 896 44%	71 40%	45 43%	780 44%	41 47%	109 46%	68 39%	87 47%	71 47%	92 46%	112 42%	129 45%	71 39%
Tend to agree	(3) 737 36%	70 39%	33 32%	634 36%	16 18%	84 36%	69 40%	56 31%	65 43%	83 42%	91 34%	103 36%	67 37%
Tend to disagree	(2) 211 10%	23 13%	13 13%	174 10%	13 15%	19 8%	22 13%	24 13%	9 6%	11 5%	32 12%	27 9%	18 10%
Strongly disagree	(1) 101 5%	6 3%	9 8%	86 5%	9 10%	15 6%	9 5%	8 4%	6 4%	7 4%	9 3%	15 5%	9 5%
NET: Disagree	311 15%	29 16%	22 21%	260 15%	22 26%	34 14%	31 18%	32 17%	15 10%	18 9%	41 15%	42 15%	26 15%
Don't know	107 5%	9 5%	5 5%	93 5%	8 9%	10 4%	6 4%	9 5%	1 *	6 3%	26 10%	13 5%	16 9%
Mean	3.25	3.22	3.14	3.26	3.12	3.27	3.17	3.27	3.33	3.35	3.25	3.26	3.22
Standard deviation	0.85	0.81	0.96	0.84	1.07	0.87	0.85	0.86	0.76	0.75	0.83	0.85	0.84
Standard error	0.02	0.06	0.09	0.02	0.12	0.06	0.06	0.07	0.07	0.05	0.05	0.05	0.07