

# CHARITIES COMMISSION

## *Trust and Satisfaction Survey*

[AUGUST 2008]



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# I. Methodology

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The results of this report are based on an online survey of 2,121 general public respondents from UMR's SAYit online research panel. The response was higher than expected, as the target sample size was 1,500, indicating a healthy interest in the subject. More information about SAYit can be found at [www.sayit.co.nz](http://www.sayit.co.nz).

Respondents were e-mailed a link to the survey and given the opportunity to complete the survey from 25 June to 1 July 2008. The margin of error for a 50% figure at the '95% confidence level' is +2.1%. Data has been weighted by age, sex and region.

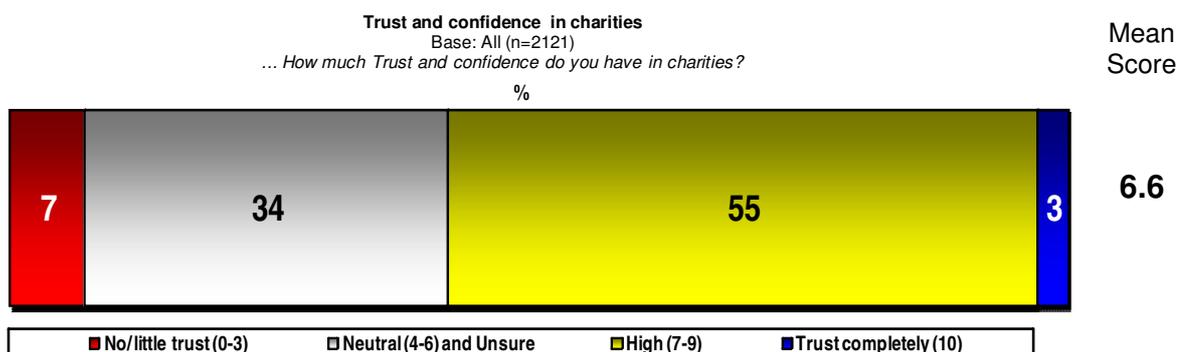
Some percentages may not add to 100 due to rounding.

Commentary in this report refers to levels of trust, confidence and agreement falling within a variety of ranges, commonly 0-3, 4-6, and 7-10 on a scale of 0-10. These ranges may be referred to in the commentary as representing 'low', 'neutral' or 'high', or as 'firm' agreement or disagreement.

## II. Executive Summary

### ■ Trust and confidence in charities

- A majority of respondents (58%) reported a high level of trust and confidence in charities. Only 7% expressed a low level of trust and confidence in charities. One in three (34%) were neutral or unsure. The mean score for trust and confidence was 6.6.



- A majority of respondents expressed a high level of trust in charities to:
  - Make a positive difference to the matters they address (55%) and,
  - Ensure that their fundraisers are ethical and honest (51%);
  - A high proportion of respondents were neutral for each of these measures.
- Respondents were provided with a list and asked to select the single most influential characteristic on their decision to support a charity. The most selected characteristic was that 'they make a positive difference to the matters they address' (41%), followed by 'they ensure a reasonable proportion of donations get to the end cause' (18%).
- A majority firmly agreed with the statements:
  - I feel more confident in charities that are open about how they use their resources (84%);
  - I trust charities more if I have heard of them (75%);
  - Charities play a very important role in society today (74%);
  - I trust charities more if they are clear about how they are managed (73%); and,
  - I trust charities if they assist locally (54%);
- A quarter of respondents noted donating more than \$250 to charities in the last 12 months. Nineteen percent noted donating nothing or up to \$20.
- Health and medical were the most common type of organisations that respondents noted donating to in the past 12 months, at a majority of 54%.

- Two in five (41%) reported having claimed a tax refund for donations. More than a quarter reported having:
  - Checked that it was a genuine charity (32%);
  - Asked for proof of identification of the person who had approached them (28%); and,
  - Asked how their donated money would be spent (25 %).
- A majority (54%) of respondents reported having given to charity by way of street collection.
- One in three reported doing volunteer or unpaid work.
- Two thirds (64%) of respondents considered human rights organisations to be charities, 52% thought that environmental improvement groups are charities, and 48% thought that service organisations are charities.

## ■ Charities Commission

- A majority 57% reported having heard of the Charities Commission.
  - Two thirds (64%), however, reported a low level of knowledge about the Commission;
  - Given a brief description, a clear majority 78% placed a high importance rating on the role of the Charities Commission. Forty percent rated importance at ten out of ten.
- Twenty eight percent of respondents declared that they were aware of the charities registration number.
  - Half declared that they would be likely to ask for the registration number in future, while 22% were unsure.

## ■ Strengths and Needs in Sector

- When asked to nominate key strengths of the charitable sector in New Zealand, 29% of respondents noted attributes of charitable organisations, and 23% noted aspects of them providing for needs. Eighteen percent noted the dedication of staff and volunteers.
- Transparency and information about destination of funds was the most noted need in the New Zealand charitable sector, nominated by 31% of respondents. Ensuring a high proportion of funds goes to the purpose, and concerns about the type and amount of advertising and collections were common points raised.

## ■ Segmentation Analysis

- Three general public segments were identified based on demographic, attitudinal and behavioural similarities. These included Supporters, Mainstreamers and Sceptics.
  - **Supporters** make up 38% of the population. They are clearly more positive towards charities, declaring higher levels of trust and confidence across all measures, higher agreement with all positive statements regarding charities, and lower agreement with negative ones.
  - **Mainstreamers** are the largest group, made up of 44% of the population. Mainstreamers closely mirror trust and confidence levels of the total population.
  - **Sceptics** were the smallest segment at 18% of the population. They are clearly less positive towards charities, declaring lower levels of trust and confidence across all measures, lower agreement with all positive statements regarding charities, and higher agreement with negative ones.

## ■ Drivers of trust and confidence in charities

- The strongest drivers of overall trust and confidence in charities were found to be agreement with statements that relate to the **Management and Outcomes** of charities.
- Four factors were extracted from the twenty statements tested in the survey:
  - **Management and Outcomes** was the factor with the strongest correlation to overall trust and confidence in charities. It included respondents' opinions about how charities spend their money, ensuring money gets to the end cause, making a positive difference and being well managed.
  - **Openness** consisted of four statements, with the highest correlations being for respondents' agreement with 'I feel more confident in charities that are open about how they use their resources', and 'I trust charities more if they are clear about how they are managed'.
  - **Profile** included the statement that 'I trust big charities more than smaller ones' and 'I trust charities with well known supporters and patrons'.
  - **Doubt** included the negative statements of 'I know very little about how charities are run', and 'Charities use more dubious fundraising techniques these days'. This factor had a mild negative correlation to overall trust and confidence in charities.
- Statements regarding the effectiveness and targeting of spending, making a positive difference to causes, and ethics and honesty held the strongest correlations to overall trust and confidence and to the **Management and Outcomes** factor.

### III. Trust and Confidence

#### 3.1 Trust and confidence in charities

A majority 58% of respondents reported a high level of trust and confidence in charities (total 7-10 on 0–10 scale). One third (32%) were neutral (4-6), and only 7% expressed a low level of trust and confidence in charities (0-3). One in three (34%), however, were neutral or unsure.

<b>TRUST AND CONFIDENCE IN CHARITIES</b>	
<i>How much trust and confidence do you have in charities?</i>	
	<b>All (n=2121) %</b>
0 You don't trust at all	-
1	1
2	2
3	4
<b>TOTAL 0-3</b>	<b>7</b>
4	4
5	14
6	14
<b>TOTAL 4-6</b>	<b>32</b>
7	24
8	23
9	8
10 You trust completely	3
<b>TOTAL 7-10</b>	<b>58</b>
Unsure	2
<i>Mean*</i>	6.6
Base: All respondents	

Groups that were more likely to express a high level of trust and confidence in charities included:

- Respondents aged 18-29 (69%);
- Professionals, managers (63%);
- Students (72%);
- Single (67%);
- Flatting with others (73%);
- Donated over \$250 (71%);
- Aware of Charities Commission (64%);
- High importance placed on Commission's role (62%);
- Aware of Charities Registration Number (63%).

Groups less likely to express a high level of trust and confidence included:

- Respondents aged 45-59 (52%);
- Rural (51%);
- Most influential characteristic for support: Let public know how resources used (48%);
- Not donated (35%);
- Donated up to \$20 (51%);
- Low (40%) or neutral (44%) importance placed on Commission's role.

## 3.2 Trust in characteristics and behaviours of charities

A majority of respondents expressed a high level of trust in charities to:

- Make a positive difference to the matters they address (High trust 55%, Low trust 9%)
  - A high level of trust was expressed by more Females (59%), those aged 18-29 (67%), Students (76%), Single (65%), Flatting (66%), Donated over \$250 (67%), Aware of Commission (60%);
  - A low level of trust was expressed by fewer Males (51%), Aged 45 + (49%), Rural (45%), Blue Collar (42%), Older couples, no children at home (48%), Donated nothing (29%), Significantly support extended family (51%), Not heard of Commission (48%).
- Ensure that their fundraisers are ethical and honest (High trust 51%, Low trust 10%)
  - More Aged 18-29 (64%), Marlborough, Nelson Bays, Otago, Southland, Westland, (59%), Students (62%), Single (59%), Volunteers (56%), Heard of Commission (56%);
  - Fewer Age 45-59 (45%), Blue Collar (43%), Older couples, no children at home (45%), Donated nothing (38%) or \$21-\$50 (45%), Not aware of Commission (46%).

Two in five respondents trust charities to:

- Spend their money wisely and effectively (High trust, 41%, Low trust 12%)
  - More Professionals/ managers (47%), Donated over \$250 (51%), Aware of Commission (46%);
  - Fewer Donated nothing (28%), Not aware of Commission (35%).
- Be well managed (High trust 40%, Low trust 11%)
  - More Single (46%), Flatting (50%), Donated over \$250 (51%), Not support extended family (44%), Aware of Commission (44%);
  - Fewer Rural (32%), Older couples, no children at home (34%), Donated nothing (15%), Not heard of Commission (37%).
- Ensure a reasonable proportion of donations get to the end cause (High trust 40%, Low trust 17%)
  - More Age 18-29 (46%), Flatting (55%), Donated over \$250 (53%);
  - Fewer Rural (31%), Blue Collar (30%), Older couples, no children at home (34%); Donated nothing (30%), up to \$20 (33%) or \$21-\$50 (30%), Not aware of Commission (33%).

Twenty eight percent trust charities to 'Let the public know how they use their resources, including money from donations'. Twenty three percent expressed a low level of trust in charities for this

- More Single older person (40%), Donated over \$250 (40%);
- Fewer Blue collar (19%), Donated nothing (20%) or up to \$20 (21%).

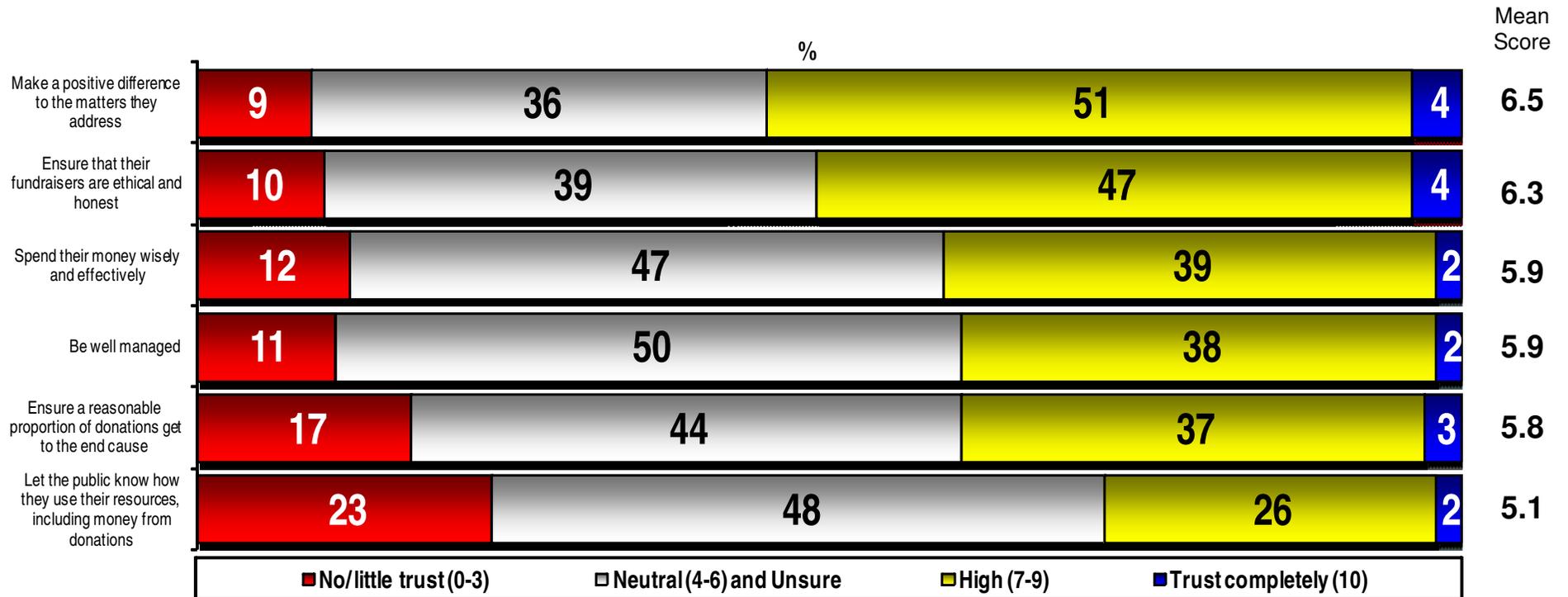
A high proportion of respondents were neutral for each of these measures, with more than one in three rating trust between 4 and 6 on a 0 -10.

(Table on following page)

### Trust and confidence in charities

Base: All (n=2121)

... How much Trust and confidence do you have in charities?



## TRUST CHARITIES TO DO THE FOLLOWING

*How much do you trust charities to do the following:*

	0=You don't trust them at all %	1 %	2 %	3 %	TOTAL 0-3 %	4 %	5 %	6 %	TOTAL 4-6 %	7 %	8 %	9 %	10=You trust them completely %	TOTAL 7-10 %	Unsure %	Mean*
Make a positive difference to the matters they address	1	1	2	5	<b>9</b>	5	14	16	<b>35</b>	23	19	9	4	<b>55</b>	1	6.5
Ensure that their fundraisers are ethical and honest	1	1	3	5	<b>10</b>	6	16	15	<b>37</b>	22	17	8	4	<b>51</b>	2	6.3
Spend their money wisely and effectively	1	1	3	7	<b>12</b>	8	18	17	<b>43</b>	21	14	4	2	<b>41</b>	4	5.9
Be well managed	1	1	3	6	<b>11</b>	9	20	18	<b>47</b>	21	13	4	2	<b>40</b>	3	5.9
Ensure a reasonable proportion of donations get to the end cause	2	2	5	8	<b>17</b>	8	16	18	<b>42</b>	19	13	5	3	<b>40</b>	2	5.8
Let the public know how they use their resources, including money from donations	2	3	7	11	<b>23</b>	13	20	13	<b>46</b>	14	9	3	2	<b>28</b>	2	5.1

Base: All respondents

### 3.3 Influences on decisions to support a charity

Respondents were asked to select from a list the single most influential characteristic for their decision to support a charity.

The most selected characteristic was that 'They make a positive difference to the matters they address' (41%), followed by 'They ensure a reasonable proportion of donations get to the end cause' (18%).

<b>INFLUENCES ON YOUR DECISION TO SUPPORT A CHARITY</b>	
<i>Which of the following characteristics <b>most</b> influences your decision to support a charity?</i>	
	<b>All (n=2121) %</b>
They make a positive difference to the matters they address	41
They ensure a reasonable proportion of donations get to the end cause	18
They let the public know how they use their resources including money from donations	13
They spend their money wisely and effectively	9
Who their supporters and patrons are	6
Their fundraisers are ethical and honest	5
They are well managed	2
Unsure	6
Base: All respondents	

Significant demographic differences included:

- 'They make a positive difference to the matters they address'
  - Selected by more aged 18-29 (50%) and young couples with no children (53%);
  - Selected by fewer aged 45-59 (35%) and 60 plus (36%), rural respondents (34%), older couples with no children at home (36%), donated nothing in the last 12 months (29%).
- 'They let the public know how they use their resources including money from donations'
  - Selected by fewer young couples with no children (3%).

### 3.4 Statement testing

Respondents were asked to rate their agreement with a range of statements.

A majority firmly agreed that:

- 'I feel more confident in charities that are open about how they use their resources' (84% firmly agree, 3% firmly disagree)
  - Firmly agreed with by more with a high trust and confidence in charities (90%);
  - Firmly agreed with by fewer who donated nothing in the last 12 months (63%).
- 'I trust charities more if I have heard of them' (75% firmly agree, 7% firmly disagree)
  - Firmly agreed with by more Aged 18-29 (82%), Rural (68%), Blue Collar (65%), Significantly support extended family (69%);
  - Firmly agreed with by fewer Aged 45-59 (68%), Donate nothing (50%).
- 'Charities play a very important role in society today' (74% firmly agree, 6% firmly disagree)
  - Firmly agreed with by more Females (78%), Donated over \$250 (84%), Aware of Commission (78%);
  - Firmly agreed with by fewer Males (69%), Donated nothing (40%) and up to \$20 (67%), Not aware of Commission (67%).
- 'I trust charities more if they are clear about how they are managed' (73% firmly agree, 4% firmly disagree)
  - Firmly agreed with by fewer who Donated nothing (51%).
- 'I trust charities if they assist locally' (54% firmly agree, 10% firmly disagree)
  - Firmly agreed with by more Marlborough, Nelson Bays, Otago, Southland, West Coast (63%), Maori (63%);
  - Firmly agreed with by fewer Males (49%), Donated nothing (31%).

Between a third and half agreed that:

- 'Charities spend too much of their funds on administration' (50% firmly agree, 9% firmly disagree)
  - Firmly agreed with by fewer Aged 18-29 (41%) and 30-44 (45%), Professionals/ managers (43%), Single (42%), De facto relationships (43%), Flatting (38%), Donated over \$250 (40%), Aware of Commission (45%).
- 'Most charities are trustworthy' (47% firmly agree, 12% firmly disagree)
  - Firmly agreed with by more Aged 18-29 (53%), Students (59%), Single (54%), Flatting (60%), Donated over \$250 (57%), Aware of Commission (51%);
  - Firmly agreed with by fewer Aged 45-59 (41%), Donated nothing (31%) or up to \$20 (40%), Not aware of Commission (41%).

- 'I trust charities with well known supporters and patrons' (44% firmly agree, 18% firmly disagree)
  - Firmly agreed with by more Females (49%), Personal income \$40,001 to \$50,000 (52%);
  - Firmly agreed with by fewer Males (40%).
- 'I know very little about how charities are run' (38% firmly agree, 23% firmly disagree)
  - Firmly agreed with by more in De facto relationships (46%), Young couples, no children (48%), Donated up to \$20 (50%), Not actively involved in charities (44%), Not aware of Commission (44%);
  - Firmly agreed with by fewer Retired (28%), Donated \$101-250 (30%) and over \$250 (31%), Aware of Commission (34%).

Fewer than a third agreed that:

- 'Charities use more dubious fundraising techniques these days' (31% firmly agree, 25% firmly disagree)
  - Firmly agreed with by more Males (35%), Aged 60+ (38%), Older couples, no children at home (41%);
  - Firmly agreed with by fewer Aged 18-29 (24%), Students (21%), Single (23%).
- 'I trust big charities more than smaller ones' (28% firmly agree, 34% firmly disagree)
  - Firmly agreed with by more Aged 18-29 (43%), Students (36%), De facto relationships (35%), Young couples, no children (41%), Flating (42%), Don't significantly support extended family (32%);
  - Firmly agreed with by fewer Aged 45-59 (17%) and 60+ (22%), Rural (18%), Older couples, no children at home or Single older person (both 20%).
- 'Charities are sufficiently regulated to ensure they act for the public benefit' (24% firmly agree, 20% firmly disagree)
  - Firmly agreed with by more who Donated over \$250 (30%), Aware of Commission (30%).
- 'I trust charities if they assist overseas' (13% firmly agree, 42% firmly disagree)
  - Firmly agreed with by more Aged 18-29 (22%), Students (25%), Donated over \$250 (23%).
- 'I feel confident donating to an unknown charity if the cause is good' (11% firmly agree, 56% firmly disagree)
  - Firmly agreed with by more Age 18-29 (18%), Single (19%).

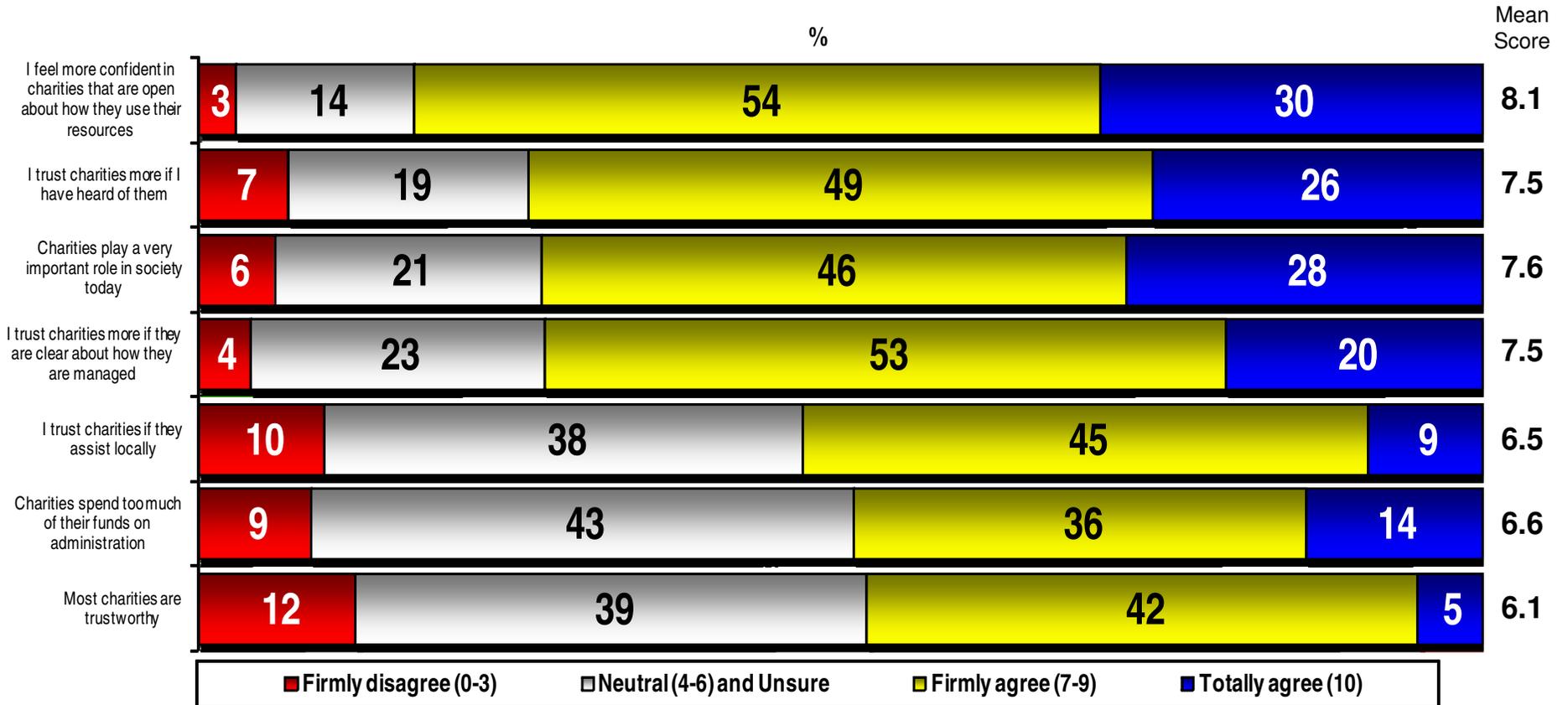
Again, there were a significant number of neutral responses. For all statements where there were fewer than two thirds firmly agreeing, at least one in three were neutral.

(Table on following page)

**Statement testing**

Base: All (n=2,125)

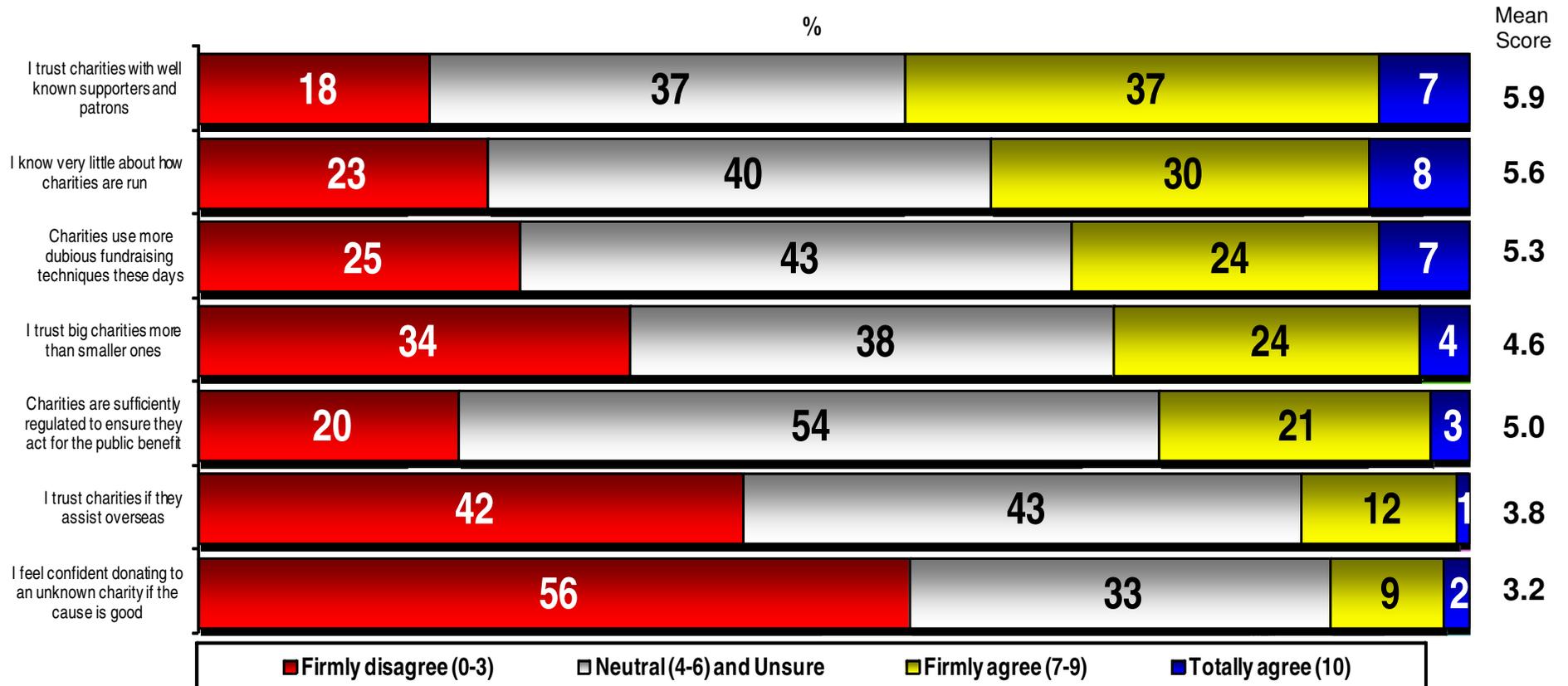
... How much do you agree or disagree with the following statements:



### Statement testing

Base: All (n=2,125)

... How much do you agree or disagree with the following statements:



## STATEMENT TESTING

*How much do you agree or disagree with the following statements:*

	0=You don't agree at all %	1 %	2 %	3 %	TOTAL 0-3 %	4 %	5 %	6 %	TOTAL 4-6 %	7 %	8 %	9 %	10=You totally agree %	TOTAL 7-10 %	Unsure %	Mean*
I feel more confident in charities that are open about how they use their resources	1	0	0	2	<b>3</b>	1	5	7	<b>13</b>	17	24	13	30	<b>84</b>	1	8.1
I trust charities more if I have heard of them	2	1	2	2	<b>7</b>	2	8	8	<b>18</b>	17	22	10	26	<b>75</b>	1	7.5
Charities play a very important role in society today	1	1	1	3	<b>6</b>	3	9	8	<b>20</b>	16	20	10	28	<b>74</b>	1	7.6
I trust charities more if they are clear about how they are managed	1	0	1	2	<b>4</b>	2	8	11	<b>21</b>	19	23	11	20	<b>73</b>	2	7.5
I trust charities if they assist locally	4	1	2	3	<b>10</b>	4	19	13	<b>36</b>	19	18	8	9	<b>54</b>	2	6.5
Charities spend too much of their funds on administration	1	1	2	5	<b>9</b>	6	16	12	<b>34</b>	15	15	6	14	<b>50</b>	9	6.6
Most charities are trustworthy	3	1	3	5	<b>12</b>	6	17	12	<b>35</b>	21	15	6	5	<b>47</b>	4	6.1
I trust charities with well known supporters and patrons	6	1	4	7	<b>18</b>	5	18	13	<b>36</b>	18	14	5	7	<b>44</b>	1	5.9
I know very little about how charities are run	5	2	7	9	<b>23</b>	8	18	13	<b>39</b>	14	11	5	8	<b>38</b>	1	5.6
Charities use more dubious fundraising techniques these days	6	2	7	10	<b>25</b>	8	17	10	<b>35</b>	12	9	3	7	<b>31</b>	8	5.3
I trust big charities more than smaller ones	15	3	7	9	<b>34</b>	7	20	9	<b>36</b>	12	9	3	4	<b>28</b>	2	4.6
Charities are sufficiently regulated to ensure they act for the public benefit	5	2	4	9	<b>20</b>	8	18	10	<b>36</b>	11	7	3	3	<b>24</b>	18	5.0
I trust charities if they assist overseas	16	4	10	12	<b>42</b>	10	21	9	<b>40</b>	6	5	1	1	<b>13</b>	3	3.8
I feel confident donating to an unknown charity if the cause is good	24	7	11	14	<b>56</b>	11	13	7	<b>31</b>	5	3	1	2	<b>11</b>	2	3.2

Base: All respondents

### 3.5 Amount donated to charity

A quarter of respondents noted donating more than \$250 to charities in the last 12 months. Nineteen percent noted donating nothing or up to \$20.

<b>AMOUNT DONATED TO CHARITY IN LAST 12 MONTHS</b>	
<i>Approximately how much money in total did you donate to charities in the last 12 months?</i>	
	<b>All (n=2121) %</b>
Nothing	5
Up to and including \$20	14
\$21 - \$50	20
\$51 - \$100	19
\$101 - \$250	16
Over \$250	25
Unsure	2
Base: All respondents	

Significant differences included:

- Up to and including \$20
  - Respondents aged 18-29 (26%), Students (36%) personally earning \$15,000 or less (28%), and singles (26%) were more likely to have donated up to \$20;
  - Married respondents (10%) and older couples with no children at home (8%) were less likely to have donated up to \$20.
- \$21-\$50
  - Those with household incomes of \$40,001 - \$50,000 (28%) were more likely to have donated \$21-\$50;
  - Those personally earning more than \$70,000 (11%), and with household incomes of over \$150,000 (9%) were less likely to have donated \$21-\$50.
- \$101-\$250
  - Those aged 60 plus (21%), and Older couples, no children at home (21%) were more likely to have donated \$101-\$250;
  - Those aged 18-29 (9%) were less likely to have donated \$101-\$250.

- Over \$250
  - Those aged 45-59 (29%), Professionals, Managers (30%), Personal income more than \$70,000 (38%), Household income over \$150,000 (45%), Married (29%), High trust and confidence in charities (30%), and Aware of the Commission (30%) were more likely to have donated over \$250;
  - Females (21%), those aged 18-29 (14%), Students (12%), Personal income \$15,000 or less (15%), Single (17%), In de facto relationships (18%), Low (14%) and neutral (19%) trust and confidence in charities, and Not aware of the Commission (18%) were less likely to have donated over \$250.

### 3.6 Types of organisations donated to

Health and medical were the most common type of organisations that respondents noted donating to in the past 12 months, at a majority 54%.

<b>TYPES OF ORGANISATIONS YOU HAVE DONATED TO IN LAST 12 MONTHS</b>	
<i>Which of the following types of organisations have you donated to in the last 12 months?</i>	
	<b>All (n=2121) %</b>
Health and medical	53.7
Social and community development e.g. family support, welfare or rehabilitation services	38.4
International aid e.g. disaster relief, child sponsorship	36.1
Animal care and welfare	35.0
Education including preschool, Kohanga Reo, primary, secondary and tertiary education	33.7
Faith based or church related	23.2
Culture and recreation e.g. arts, culture, sports clubs	23.0
Environmental	17.2
Political parties	5.0
Have not donated to any organisation	4.7
Marae or Marae related	2.5
Other	2.8
Base: All respondents; multiple response	

Significant differences included:

- Health and medical (54%)
  - More Females (59%), 60 plus (63%), Rural (66%), Retired (66%), Older couples, no children at home (62%);
  - Fewer Males (47%), Students (38%), Single (46%), Low trust and confidence in charities (37%), Neutral importance of Commission's role (45%).
- Social and community development e.g. family support, welfare or rehabilitation services (38%)
  - More Professionals, Managers (43%), Personal income over \$70,000 (47%), Household income \$70,001 - \$100,000 (44%), High knowledge of Commission (54%);
  - Fewer Students (24%), Personal income \$15,000 or less (29%), Single (29%), Flatting with others (26%), Low trust and confidence in charities (20%), Neutral importance of Commission's role (30%).
- International aid e.g. disaster relief, child sponsorship (36%)
  - More Aged 60 plus (48%), Wellington (44%), Retired (45%), Married (39%), Older couples, no children at home (42%), High trust and confidence in charities (42%);
  - Fewer Blue collar (20%), Personal income \$25,001 - \$30,000 (23%), Low (14%) and Neutral (30%) trust and confidence in charities, Not aware of Commission (30%).
- Animal care and welfare (35%)
  - More Females (41%), Personal income \$25,001 - \$30,000 (45%), Young couples with no children (49%);
  - Fewer Males (29%), Family with children at home (30%).
- Education including preschool, Kohanga Reo, primary, secondary and tertiary education (34%)
  - More aged 30-44 (47%), Homemakers (47%), Family with children at home (50%);
  - Fewer Aged 18-29 (22%), 60 plus (25%), Students (21%), Retired (26%), Single (19%), Young couple with no children (20%), Older couple with no children at home (25%), Single older person (22%), Flatting with others (17%), Low trust and confidence in charities (24%), Not aware of Commission (30%).
- Culture and recreation e.g. arts, culture, sports clubs (23%)
  - More Household income of over \$150,000 (34%), Maori (36%), Significantly support extended family (25%).
- Faith based or church related (23%)
  - More 60 plus (31%), High trust and confidence in charities (28%), Aware of Commission (28%), High knowledge of Commission (45%);
  - Fewer in de facto relationships (8%), Young couples with no children (13%), Low (10%) and neutral (17%) trust and confidence in charities, Not aware of Commission (17%).
- Environmental (17%)
  - More Wellington (25%), Rural (26%).

- Marae or Marae related (3%)
  - More Maori (17%).

### 3.7 Charity checks

Two in five (41%) reported having claimed a tax refund for donations. More than a quarter reported having:

- Checked that it was a genuine charity (32%);
- Asked for proof of identification of the person who has approached you (28%); and,
- Asked how your money would be spent (25%).

Ten percent reported giving to an unknown charity.

CHARITY CHECKS	
<i>When you have given money donations, have you ever done any of the following?</i>	
	All (n=2021) %
Claimed a tax refund	40.9
Checked that it was a genuine charity	31.6
Asked for proof of identification of the person who has approached you	27.8
Asked how your money would be spent	25.4
Found out how the charity was run	13.8
Given to a charity you hadn't heard of	10.4
None of these	30.5
Base: Respondents who had donated to charity in the last 12 months; multiple response	

Significant differences included:

- Claimed a tax refund (41%)
  - More Professionals, Managers (46%), Retired (51%), Personal income over \$70,000 (53%), Household income over \$150,000 (54%), Married (48%), Family with children at home (46%), Older couples with no children at home (50%), High trust and confidence in charities (46%), Aware of Commission (47%), High knowledge of Commission (66%), Aware of charities registration number (52%);
  - Fewer Aged 18-29 (21%), Service and Sales workers (24%), Students (24%), Personal income \$15,000 or less (32%), Maori (27%), Single (27%), In de facto relationships (28%), Young couples with no children (20%), Flatting with others (26%), Low (28%) and neutral (34%), trust and confidence in charities, Not aware of Commission (32%).

- Checked that it was a genuine charity (32%)
  - More 60 plus (40%), Retired (42%), Personal income over \$70,000 (41%), Charity volunteer (37%), Trustee or board member (43%), Significantly supported extended family (37%), Aware of Commission (36%), High knowledge Commission (50%), Aware of charities registration number (42%);
  - Fewer Aged 18-29 (22%), Household income \$70,001 - \$100,000 (26%), Not significantly supported extended family (27%), Not aware of Commission (25%).
  
- Asked for proof of identification of the person who has approached you (28%)
  - More Aged 60 plus (36%), Retired (40%), Older couple, no children at home (34%), High knowledge of Commission (40%), Aware of charities registration number (36%);
  - Fewer Aged 18-29 (14%), Central Lower North Island (20%), Single (17%), Not heard of Commission (23%), Not aware of charities registration number (24%).
  
- Asked how your money would be spent (25%)
  - More Significantly supported extended family (29%), Aware of charities registration number (33%)
  
- Found out how the charity was run (14%)
  - More High knowledge of Commission (36%), Aware of charities registration number (23%);
  - Fewer Significantly supported extended family (12%), Not aware of charities registration number (10%).
  
- Given to a charity you hadn't heard of (10%)
  - More Aged 18-29 (16%).
  
- None of these (31%)
  - More Aged 18-29 (48%), Marlborough, Nelson Bays, Otago, Southland, West Coast (38%), Blue collar (43%), Students (45%), Young couples with no children (44%), Not heard of Commission (40%), Not aware of charities registration number (34%);
  - Fewer Aged 60 plus (21%), Retired (19%), Personal income over \$70,000 (19%), Aware of Charities Commission (24%), High knowledge Commission (12%), Aware of charities registration number (20%).

### 3.8 Methods of donating

A majority (54%) of respondents reported having given to charity by way of a street collection.

A third or more have given by means of:

- Collection tin (42.3%);
- Telephone appeal (33.8%);
- Sponsoring someone (33.1%); and,
- Door to door collection (32.7%).

<b>METHODS OF DONATING</b>	
<i>Which of the following ways have you given to charities over the last year?</i>	
	<b>All (n=2121) %</b>
Street collection	53.5
Collection tin	42.3
Telephone appeal	33.8
Sponsored someone	33.1
Door to door collection	32.7
Mail/ postal appeal	29.0
Ongoing direct debit	21.0
Joined a charity as a member	15.8
Over the internet	11.1
Workplace/payroll giving	7.1
None of these	7.2
Base: All respondents; multiple response	

Significant differences included:

- Street collection (54%)
  - More Females (57%), Aged 60 plus (64%), Wellington (71%), Retired (67%), Flatting with others (65%), Medium knowledge of Commission (60%), High importance of Commission's role (56%);
  - Fewer Males (49%), Aged 30-44 (48%), Auckland (46%), Blue collar (45%).
  
- Collection tin (42%)
  - More Aged 18-29 (49%), Maori (50%);
  - Fewer Low trust and confidence in charities (26%), Low Importance of Commission's role (32%).
  
- Telephone appeal (34%)
  - More Aged 45 plus (40%), Upper North Island (40%), Rural (43%), Personal income \$25,001 - \$30,000 (45%), Married (39%);
  - Fewer Aged 18-29 (19%), Students (9%), Personal income \$15,000 or less (24%), Single (18%), Flatting with others (11%), Low trust and confidence in charities (22%).

- Sponsored someone (33%)
  - More Personal income over \$70,000 (40%), Married (38%), Families with children at home (38%), Aware of Commission (37%), Medium knowledge of Commission (42%), Aware of charities registration number (38%);
  - Fewer Aged 18-29 (18%), Blue collar (23%), Students (23%), Single (23%), In de facto relationships (24%), Young couples with no children (20%), Flatting with others (21%).
  
- Door to door collection (33%)
  - More Aged 60 plus (39%), Retired (43%);
  - Fewer Aged 18-29 (25%), Students (22%), Single (26%), In de facto relationships (25%), Young couples with no children (23%), Low trust and confidence in charities (23%).
  
- Mail/ postal appeal (29%)
  - More Aged 45-59 (34%) and 60 plus (51%), Rural (40%), Retired (50%), Personal income \$25,001 - \$30,000 (38%), Household income \$20,001 - \$30,000 (39%), Married (34%), Older couples with no children at home (47%), Single older person (41%), High trust and confidence in charities (33%), High knowledge of Commission (40%), Aware of charities registration number (38%);
  - Fewer Aged 18-29 (12%) and 30-44 (21%), Blue collar (20%), Students (14%), Single (17%), In de facto relationship (20%), Young couples with no children (11%), Families with children at home (23%), Flatting with others (11%), Low trust and confidence in charities (14%), Not aware of charities registration number (25%).
  
- Ongoing direct debit (21%)
  - More High trust and confidence in charities (25%);
  - Fewer Blue collar (12%), Low trust and confidence in charities (4%).
  
- Joined a charity as a member (16%)
  - More Aged 60 plus (24%), Retired (27%), High knowledge of Commission (37%), Aware of charities registration number (24%);
  - Fewer Male (13%), Aged 18-29 (10%).
  
- Over the Internet (11%)
  - More Household income over \$150,000 (21%), Young couple, no children (21%), Low importance of Commission's role (19%).

### 3.9 Actively involved in organisations

One in three reported doing volunteer or unpaid work. A majority 56% noted not being actively involved in charitable organisations.

<b>ACTIVELY INVOLVED IN ORGANISATIONS</b>	
<i>Are you actively involved in organisations in any of the following ways?</i>	
	<b>All (n=2121) %</b>
<b>Not actively involved with any organisation</b>	<b>56.0</b>
Volunteering or doing unpaid work	33.0
Committee member	17.1
Paid employee	9.3
Trustee or board member	9.3
Other	1.2
Base: All respondents; multiple response	

Significant differences include:

- Not actively involved with any organisation (56%)
  - More Auckland (63%), Students (66%), Single (63%), In de facto relationship (64%), Young couples with no children (69%), Single younger person (67%), Not aware of charities registration number (64%);
  - Fewer Rural (48%), Retired (42%), Household income \$20,001 - \$30,000 (46%), Older couples with no children at home (51%), Aware of Commission (48%), Medium (37%) and high (16%) knowledge of Commission, Aware of charities registration number (36%).
- Volunteering or doing unpaid work (33%)
  - More Aged 60 plus (43%), Upper North Island (39%), Rural (42%), Retired (49%), Personal income \$15,001 - \$25,000 (43%), Household income \$20,001 - \$30,000 (44%), Older couples with no children at home (40%), Aware of Commission (40%), Medium (50%) and high (68%) knowledge of Commission, Aware of charities registration number (51%);
  - Fewer Aged 18-29 (23%), Students (24%), Single (27%), In de facto relationships (22%), Young couples with no children (20%), Not aware of Commission (24%), Not aware of charities registration number (26%).
- Committee member (17%)
  - More Rural (26%), Retired (27%), High knowledge of Commission (41%), Aware of charities registration number (28%);
  - Fewer Single (9%), Flating with others (7%), Not aware of Commission (11%).

- Paid employee (9%)
  - More High knowledge of Commission (23%).
- Trustee or board member (9%)
  - More Household income over \$150,000 (18%), High knowledge of Commission (42%), Aware of charities registration number (22%).

### 3.10 Types of organisations actively involved in

Those that noted being actively involved in organisations were asked what type of organisation. Culture and recreation was the most noted type of organisation at 35%, followed by education at 32%, social and community development at 29%, and faith-based or church related at 27%.

<b>TYPES OF ORGANISATIONS ACTIVELY INVOLVED IN ORGANISATIONS</b>	
<i>Which of the following types of organisations have you been actively involved with in the last 12 months?</i>	
	<b>All (n=934) %</b>
Culture and recreation e.g. arts, culture, sports clubs	35.4
Education including preschool, Kohanga Reo, primary, secondary and tertiary education	31.8
Social and community development e.g. family support, welfare or rehabilitation services	28.7
Faith based or church related	27.3
Health and medical	20.5
Environmental	11.6
International aid e.g. disaster relief, child sponsorship	10.9
Animal care and welfare	7.8
Political parties	6.2
Marae or Marae related	3.6
Other	4.0
Base: Those actively involved; multiple response	

Significant differences include:

- Education (32%)
  - Fewer Aged 18-29 (21%) and 60 plus (18%), Canterbury (22%), Retired (14%), Single (20%), Older couples with no children at home (18%).
- Environmental (12%)
  - More Rural (26%).

### 3.11 Support to extended family

Nearly half (46%) of respondents reported providing financial or other significant support to extended family.

<b>PROVIDED SIGNIFICANT SUPPORT TO EXTENDED FAMILY</b>	
<i>In the last twelve months have you provided financial or other significant support to your extended family? (i.e. more than usual family activities)</i>	
	<b>All (n=2121) %</b>
Yes	46
No	49
Unsure	4
Base: All respondents	

Significant differences included:

- More Aged 45-59 (60%) and 60 plus (62%), Rural (58%), Retired (62%), Maori (61%), Older couple, no children at home (64%), Low trust and confidence in charities (55%), Aware of Commission (51%), Medium (57%) and high (55%) knowledge of Commission noted providing significant support.
- Fewer Aged 18-29 (25%) and 30-44 (38%), Students (17%), Personal income \$15,000 or less (36%), Single (29%), Young couples with no children (30%), and Flatting with others (29%) noted providing significant support.

### 3.12 Knowledge about charities

Two thirds (64%) of respondents considered human rights organisations to be charities, 52% thought that environmental and 48% thought that service organisations are charities.

## ORGANISATIONS THAT ARE CHARITIES

*To the best of your knowledge, can you say if each of the following types of organisation is or is not a charity?*

	All (n=2121)		
	Charity %	Not a Charity %	Don't know %
Human rights organisations	64	21	15
Environmental improvement groups	52	30	18
Service organisations	48	33	18
Public morality groups	22	50	28
Kohanga Reo	16	57	27
Local primary schools	16	76	8
Marae	14	65	22
Rugby clubs	14	76	10
Barbershops quartets and choirs	8	77	16
Base: All respondents			

Significant differences included:

- Human rights organisations (64%)
  - More Aged 18-29 (74%), Wellington (75%), Students (77%);
  - Fewer Aged 45-59 (59%), 60 plus (55%), Retired (50%), Older couples with no children at home (56%), Low (48%) and neutral (59%) trust and confidence in charities, Donated nothing (50%), Low importance of Commission's role (52%).
- Environmental improvement groups (52%)
  - More Aged 18-29 (63%), Single (60%), In de facto relationships (60%), Flating with others (69%);
  - Fewer Aged 60 plus (41%), Retired (39%), Low trust and confidence in charities (34%), Donated nothing (35%), Low (39%) and medium (41%) importance of Commission's role.
- Service organisations (48%)
  - More Household income \$20,001 - \$30,000 (61%), Donated over \$250 (55%), Aware of Commission (54%), High knowledge of Commission (67%), Aware of charities registration number (58%);
  - Fewer Clerks (37%), Retired (57%), Flating with others (32%), Donated nothing (37%), Not actively involved in charities (43%).
- Public morality groups (22%)
  - More Aged 18-29 (30%), Students (37%), Donated over \$250 (27%).

- Kohanga Reo (16%)
  - More with High knowledge of Commission (30%), Aware of charities registration number (22%).
- Local primary schools (16%)
  - More Family with children at home (20%).
- Marae (14%)
  - More Maori (25%), Flating with others (25%), High knowledge of Commission (27%).
- Rugby clubs (14%)
  - Fewer Older couples with no children at home (9%).

### 3.13 Activities

Forty percent of respondents reported visiting an art gallery in the last 12 months, while 22% had been involved in church activities.

<b>ACTIVITIES IN THE PAST 12 MONTHS</b>	
<i>In the past 12 months have you?</i>	
	<b>All (n=2121) %</b>
Visited an art gallery	40.2
Been involved in church activities	21.8
Used the services of a charity	7.2
Received advice from a charity	7.2
Been to a Marae to help with an event	6.5
Received personal care from charity workers	1.6
Received financial help from a charity	1.2
Been a patient in a local hospice	0.8
None of these	41.4
Unsure	0.8
Base: All respondents; multiple response	

Significant differences included:

- Visited an art gallery (40%)
  - More Aged 45-59 (47%), Wellington (50%), Retired (50%), Household income over \$150,000 (54%), Older couples with no children at home (48%), Donated \$101 - \$250 (49%) and Over \$250 (50%), Aware of Commission (46%), Medium (49%) and high (55%) knowledge Charities Commission, Aware of charities registration number (47%);
  - Fewer Aged 18-29 (31%), Donated nothing (16%) and up to \$20 (31%), Not aware of Commission (33%), Low importance of Commission's role (28%).
  
- Used the services of a charity (7%)
  - More High knowledge Commission (19%).
  
- Received advice from a charity (7%)
  - More High knowledge Commission (16%).
  
- Been involved in church activities (22%)
  - More High trust and confidence in charities (27%), Donated over \$250 (43%), Aware of Commission (27%), High knowledge Commission (45%), Aware of charities registration number (31%);
  - Fewer Young couple, no children (13%), Low trust and confidence in charities (9%), Donated nothing (8%), Aware of Commission (15%), Not aware of charities registration number (18%).

## IV. Charities Commission

### 4.1 Awareness of the Charities Commission

A majority 57% reported having heard of the Charities Commission. Two thirds (64%) of those respondents, however, reported a low level of knowledge about the Commission. Thirteen percent of all respondents reported a high level of knowledge about the Commission.

AWARENESS OF THE CHARITIES COMMISSION	
<i>Have you heard of the Charities Commission?</i>	
	All (n=2121) %
Yes	57
No	35
Unsure	8
Base: All respondents	

Significant differences included:

- A higher level of awareness was reported among those Aged 45-59 (62%) and 60 plus (66%), Household income \$30,001 - \$40,000 (67%), Older couple, no children at home (64%), High trust and confidence in charities (64%), Donated over \$250 (69%), Significantly supported extended family (63%), Aware of charities registration number (92%).
- A lower level of awareness was reported among those Aged 18-29 (46%), In de facto relationships (48%), Low (42%) and neutral (50%) trust and confidence in charities, Donated nothing (42%) and up to \$50 (50%), Not significantly supported extended family (53%), Not aware of charities registration number (44%).

Thirteen percent of respondents who were aware of the Charities Commission reported a high level of knowledge about the Commission. A slightly higher proportion of those aged 60 plus reported being knowledgeable (19%).

<b>KNOWLEDGE OF THE CHARITIES COMMISSION</b>	
<i>How much would you say you know about the Charities Commission?</i>	
	<b>Those who are aware of the Charities Commission (n=1218)</b> %
0 You know very little about it	15
1	14
2	20
3	15
<b>TOTAL 0-3</b>	<b>64</b>
4	8
5	8
6	6
<b>TOTAL 4-6</b>	<b>22</b>
7	5
8	4
9	2
10 You know a lot about it	2
<b>TOTAL 7-10</b>	<b>13</b>
Unsure	0
<i>Mean*</i>	3.2
Base: Those who are aware of the Charities Commission	

## 4.2 Importance of the Charities Commission's role

Given a brief description, a clear majority 78% placed a high importance rating on the role of the Charities Commission. Forty percent rated importance at ten out of ten.

<b>IMPORTANCE OF THE CHARITIES COMMISSION ROLE</b>	
<i>The Charities Commission is responsible for registering organisations seeking charitable status, monitoring their activities, receiving annual returns, providing education and support to the sector in relation to matters of good governance and management, and advising the government on charity-related issues.</i>	
<i>Given this statement, how important do you think the role is that the Charities Commission is performing in building trust and confidence in the charitable sector?</i>	
	<b>All respondents (n=2121) %</b>
0 Not important at all	1
1	1
2	2
3	2
<b>TOTAL 0-3</b>	<b>6</b>
4	1
5	5
6	6
<b>TOTAL 4-6</b>	<b>12</b>
7	12
8	17
9	9
10 Very important	40
<b>TOTAL 7-10</b>	<b>78</b>
Unsure	4
<i>Mean*</i>	<i>8.1</i>
Base: All respondents	

Females (83%), those with a high level of trust and confidence in charities (83%), and a high knowledge of Commission (90%), were more likely to rate the Commission's role as important. Males (71%) and those who donated nothing in the past twelve months (58%) were less likely.

### 4.3 Charities registration number

Twenty eight percent of respondents declared that they were aware of the charities registration number.

<b>AWARENESS OF CHARITIES REGISTRATION NUMBER</b>	
<i>Charities registered with the Charities Commission are required to have and make available a charities registration number on request to prove they are a registered charity. Were you aware of this?</i>	
	<b>All (n=2121) %</b>
Yes	28
No	68
Unsure	4
Base: All respondents	

Significant differences included:

- More aged 60 plus (37%), Central/ Lower North Island (36%), retired (39%), donated over \$250 (41%), aware of the Commission (45%), and with medium (59%) or high (90%) knowledge of the Commission, declared that they knew of the charities registration number.
- Fewer aged 18-29 (19%), single (20%), in de facto relationships (20%), with low trust and confidence in charities (19%), donated up to \$50 (20%), and were not aware of the Commission (5%) declared that they knew of the charities registration number.

Half declared that they would be likely to ask for the registration number in future, while 22% were unsure.

<b>LIKELIHOOD OF REQUESTING REGISTRATION NUMBER</b>	
<i>Would you be likely to ask for this registration number in the future?</i>	
	<b>All (n=2121) %</b>
Yes	50
No	28
Unsure	22
Base: All respondents	

Significant differences included:

- More aged 45-59 (57%), service and sales workers (66%), and placing high importance of Commission's role (54%) declared that they would ask for the number.
- Fewer who donated up to \$20 (43%), placed low (33%) and neutral (39%) importance of Commission's role, and were aware of charities registration number (43%) declared that they would ask for the number.

## V. Strengths and Needs in Sector

### 5.1 Key strengths of charitable sector

When asked to nominate key strengths of the charitable sector in New Zealand, 29% of respondents noted attributes of charitable organisations, and 23% noted aspects of them providing for needs. Eighteen percent noted the dedication of staff and volunteers.

<b>KEY STRENGTHS OF CHARITABLE SECTOR IN NEW ZEALAND</b>	
<i>What are key strengths of the Charitable sector in New Zealand?</i>	
	<b>All (n=2121) %</b>
<b>ORGANISATIONS</b> Charities generally honest, well managed, cost effective (12.1%), Charities good at what they do/well organised (11.5%) Have good intentions (2.9%), Wide variety of charities (1.5%), Independent (0.5%), Smaller charities have lower overheads (0.3%), Provide clear identification of collectors (0.2%), Part of international organisations (0.1%)	29.1
<b>PROVIDING FOR NEEDS</b> Charities providing services that otherwise not available/not met by government (10.8%), Help where it's needed most (3.3%), Provide help locally/ to the community (2.5%), Put money back into the community (2.5%), Raise awareness of particular issues (2.3%), Quick to respond to crises (1.4%), Many help in the health sector (0.3%), Able to initiate riskier programmes government would not be able to do (0.3%)	23.4
<b>DEDICATED HARDWORKING STAFF/ VOLUNTEERS</b>	17.5
<b>PUBLIC SUPPORT</b> New Zealanders generous/like to help charities (8.4%), Local organisations foster community spirit/involve people from all sorts of backgrounds in a single cause (4.2%)	12.6
<b>NEGATIVE COMMENTS</b> No good points (3.2%), Providing too much help for overseas causes (0.3%), Bad experience with charities (0.2%), Charities allow State to opt out of responsibilities (0.1%)	3.8
<b>MONITORING OF CHARITABLE ORGANISATIONS</b>	3.0
<b>MEDIA/ PROFILE</b> Use high profile personalities to deliver message (2.8%), Good support from media (0.2%)	3.0
<b>TAX REFUNDS ON DONATIONS</b>	0.5
<b>UNSURE</b>	17.6
Base: All respondents; multiple response	

## 5.2 Needs in charitable sector

Transparency and information about the destination of funds was the most noted need in the New Zealand charitable sector, nominated by 31% of respondents. Ensuring a high proportion of funds goes to the purpose, and concerns about the type and amount of advertising and collections were common points raised.

<b>NEEDS IN SECTOR</b>	
<i>What needs to be addressed within the charitable sector in New Zealand to help them achieve their purposes?</i>	
	<b>All (n=2121) %</b>
<b>MORE TRANSPARENCY/HONESTY/PUBLIC INFORMATION ABOUT WHERE MONEY IS GOING</b>	30.8
<b>MAKE SURE HIGH PROPORTION OF DONATED MONEY GOES TO PURPOSE</b>	11.6
<b>ADVERTISING, COLLECTIONS</b> Need to ensure charity is real/less fringe causes (3.3%), Stop using telemarketing/ can't check credentials/ring at night/ intrusive (2.4%), Too many collections/ feel harassed (1.8%), More advertising /media support (2.6%), Find acceptable/ effective fundraising methods (0.6%), Less TV advertising (0.1%)	10.8
<b>REGULATION/ GOVERNANCE</b> Less bureaucracy for charities/reduce compliance costs/less regulation (2.9%), More tax, other incentives to donate to charities/do voluntary work (2.5%), Better regulation/ compulsory registration with Charities Commission (1.8%), Tighten up on charitable status (0.7%), Improve governance/business/strategic skills (0.7%), More publicity about Charities Commission (0.3%), Get rid of professional fundraising organisations (0.3%), Ban/restrict Pokies/dependence on gambling for funding (0.3%), Smaller charities need help meeting requirement of Charities Commission (0.2%), Get rid of Charities Commission - not independent of Government (0.1%), Charities commission should provide support, not just regulation/ be independent (0.1%) Publicise their Charities Commission number (0.1%), Protect independence /rights to advocacy (0.1%)	10.1
<b>MORE STATE FUNDING</b>	7.1
<i>Continued over page...</i>	

### NEEDS IN SECTOR (continued)

*What needs to be addressed within the charitable sector in New Zealand to help them achieve their purposes?*

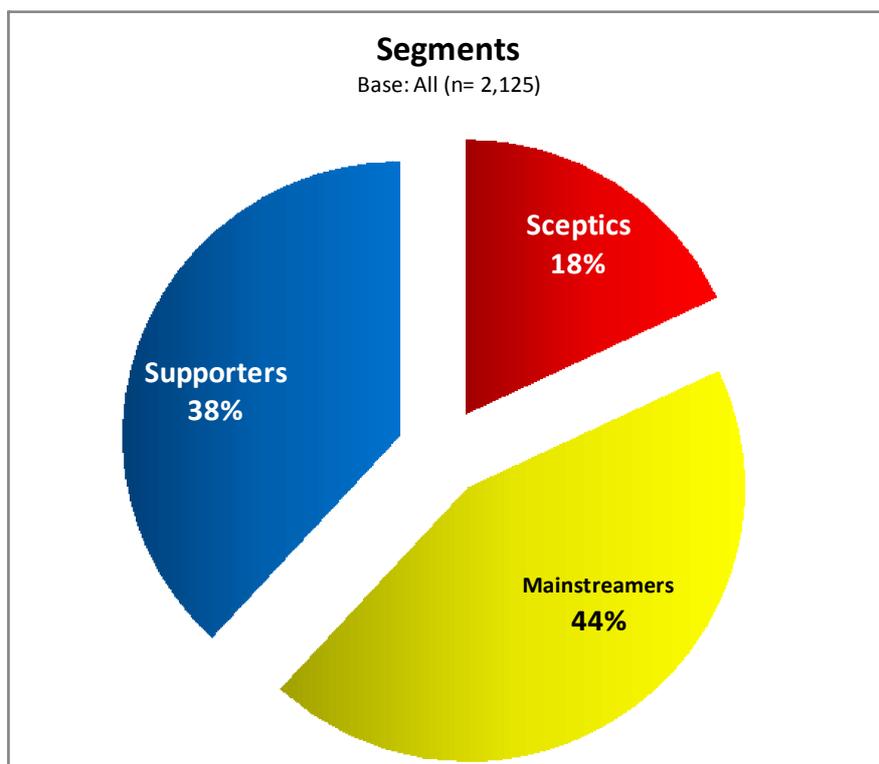
	All (n=2121) %
<b>NUMBER OF CHARITIES</b> Too many charities doing similar work - need to consolidate/ cooperate (5.0%), Too many charities - money spent too thinly (0.7%)	5.7
<b>VOLUNTEERS</b> Use volunteers more (1.6%), Need to recognise time people spend as volunteers (1.3%), Money should be spent locally/where it is collected (0.7%), Help should go regardless of ethnicity/income/religion (0.4%)	4
<b>CAUSES</b> Money should be spent in NZ/not overseas (1.6%), Ensure donations go to those who need assistance/ not sports clubs (1.1%), Should be more emphasis on people helping themselves, not dependent on charities (0.7%), More money should go overseas (0.1%), Need more funding for sports (0.1%), Other causes: domestic violence/punishment/ poor /families/ administration costs (0.3%)	3.9
<b>FUNDING/ SUPPORT</b> More money needed (general) (1.7%), Finding ways to encourage more contributions/volunteers/more support from community (0.5%), Economic situation not helping charities (0.3%), Encourage more business donations/support (0.2%), Need recognition of that some people prefer to donate smaller amounts - \$20 too big to be minimum contribution (0.1%), High profile charities more successful/deserving but less high profile/attractive miss out (0.1%)	2.9
Base: All respondents; multiple response	

## VI. Segmentation Analysis

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### 6.1 Segments

Three general public segments were identified based on demographic, attitudinal and behavioural similarities. These included Supporters, Mainstreamers and Sceptics



**Supporters:** This group makes up 38% of the population. They are clearly more positive towards charities, declaring higher levels of trust and confidence across all measures, higher agreement with all positive statements regarding charities, and lower agreement with negative ones.

Supporters were more likely than other segments to fall in these demographic groups:

- Female;
- Aged 18-29;
- Single;
- Have a personal income of up to \$50,000;
- Urban.

Supporters were more likely to:

- Be aware of the Commission;
- Rate their knowledge of the Commission as high;
- Rate the Commission's role as important;
- Be aware of the charities registration number;
- Consider that each of the tested organisation types are charities;
- Have donated over \$100 to charity in the last 12 months.

Supporters were more likely than all respondents to nominate these characteristics as having the strongest influence on their supporting a charity:

- 'They make a positive difference to the matters they address';
- 'They spend their money wisely and effectively'.

**Mainstreamers:** This is the largest group, comprising 44% of the population. Mainstreamers closely mirror trust and confidence levels of the total population.

Mainstreamers were more likely to have donated up to \$100 in the last 12 months.

Mainstreamers were more likely to nominate the characteristic 'They ensure a reasonable proportion of donations get to the end cause' as having the strongest influence on their supporting a charity.

**Sceptics:** The smallest segment, Sceptics make up 18% of the population. They are clearly less positive towards charities, declaring lower levels of trust and confidence across all measures, lower agreement with all positive statements regarding charities, and higher agreement with negative ones.

Sceptics were more likely than other segments to fall in these demographic groups:

- Male;
- Aged 45 plus;
- Have a personal income over \$70,000;
- Upper North Island;
- Blue collar.

Mainstreamers were more likely to:

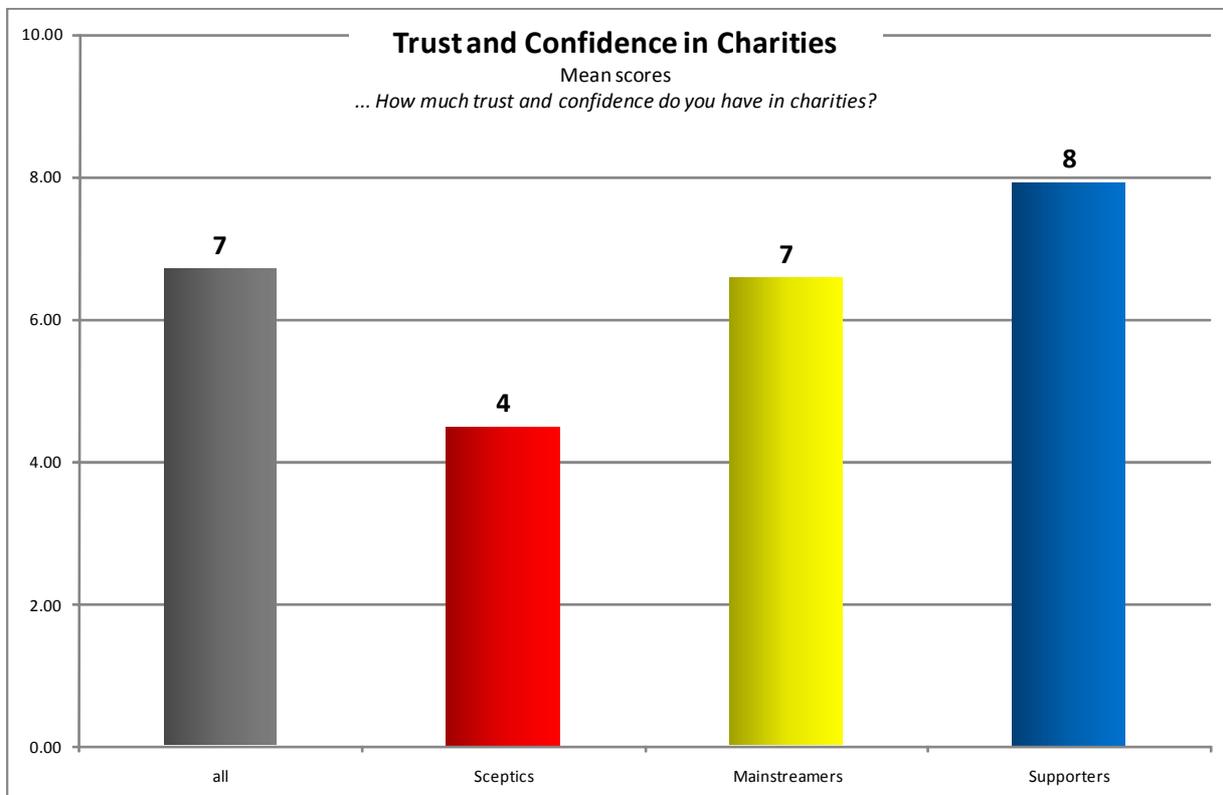
- Declare that they would ask for charities registration number when told of it;
- Have provided financial or other significant support to extended family;
- Have donated nothing to charity in the last 12 months.

Sceptics were more likely than all respondents to nominate these characteristics as having the strongest influence on their supporting a charity:

- 'Their fundraisers are ethical and honest'.

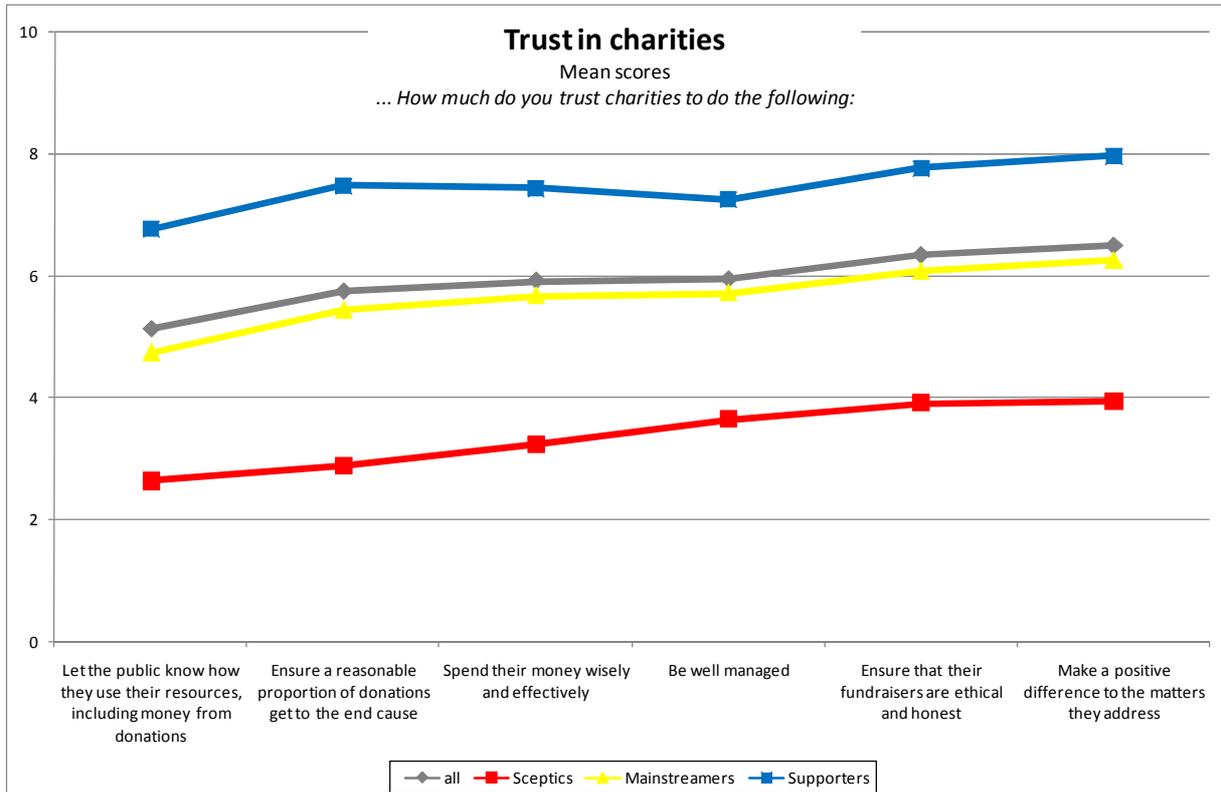
## 6.2 Trust and confidence in charities

The major difference between the identified segments was with mean scores for trust and confidence in charities. Mainstreamers were very close to the mean score for all, at 7 on a scale of 0 to 10. Advocates scored a mean of 8 for trust and confidence, and Sceptics a low 4.



### 6.3 Trust in characteristics and behaviours of charities

Supporters consistently rated trust higher than all respondents for tested areas. Sceptics were consistently lower for trust and confidence, and mainstreamers were very close to all respondents.



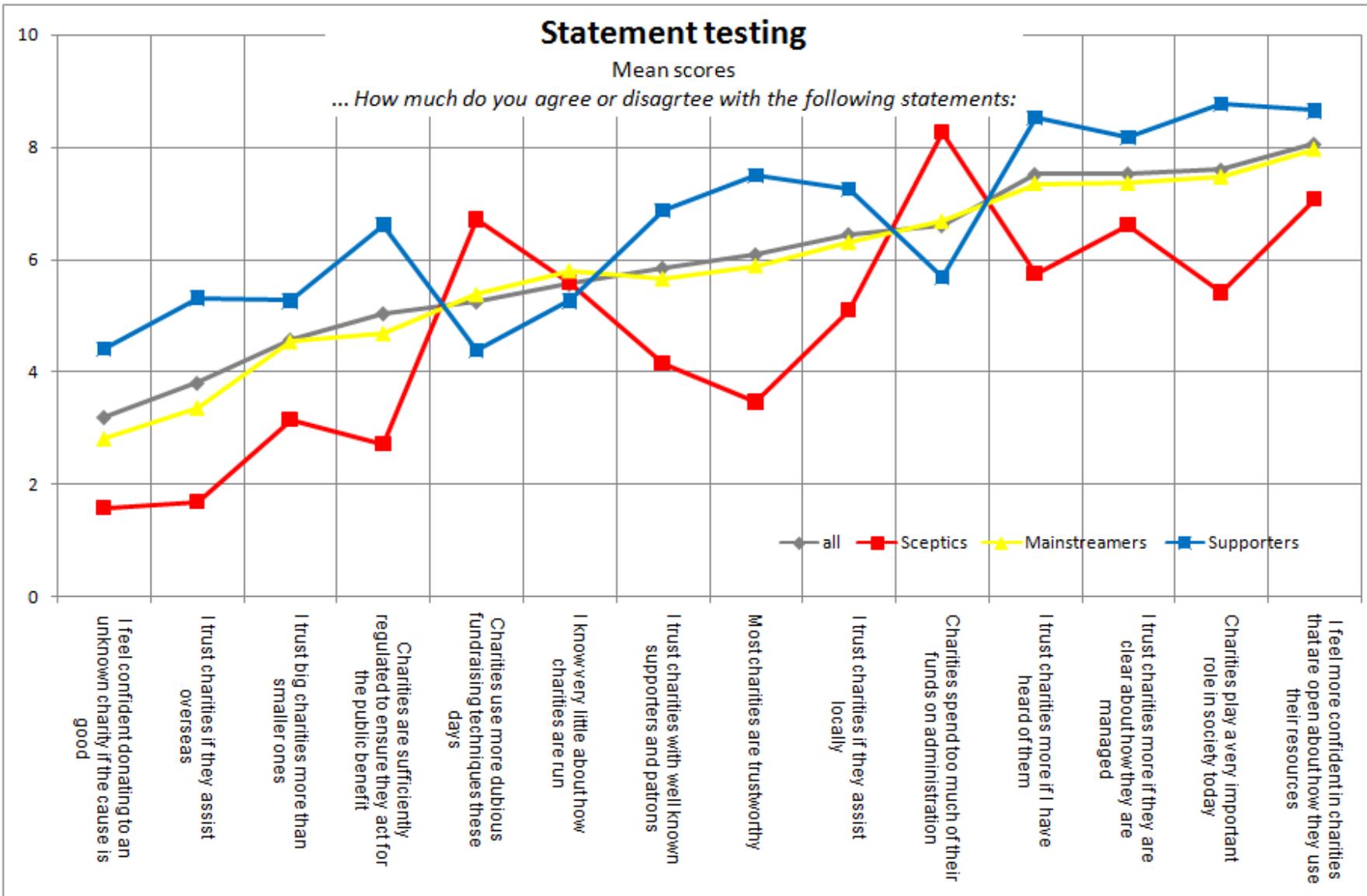
### 6.4 Statement testing

Supporters rated higher levels of agreement for all positive statements, and Sceptics rated lower.

Negative statements were more likely to be agreed to by Sceptics:

- 'Charities use more dubious fundraising techniques these days' (All: 5.3, Mainstreamers: 5.4, Advocates: 4.4, Sceptics: 6.7).
- 'Charities spend too much of their funds on administration'. (All: 6.6, Mainstreamers: 6.7, Advocates: 5.7, Sceptics: 8.3).

Mainstreamers were very close to all respondents for mean ratings of agreement to statements.



## VII. Drivers of Trust and Confidence in Charities

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The strongest drivers of overall trust and confidence in charities were found to be agreement with statements that relate to the management and outcomes of charities. Statements about effectiveness and targeting of spending, making a positive difference to causes, and ethics and honesty held the strongest correlations to overall trust and confidence.

### 7.1 Individual statement correlations

Correlation analysis shows which statements have the strongest relationship with how much trust and confidence respondents have in charities. Higher correlation scores represent stronger relationships between the statement and trust and confidence in charities.

#### ➤ Positive correlations

The strongest relationships were present for responses to individual trust measures around making a difference, ethics and honesty, effective spending and management:

- Trust charities to make a positive difference to the matters they address;
- Trust charities to ensure that their fundraisers are ethical and honest;
- Trust charities to spend their money wisely and effectively;
- Trust charities to be well managed; and,
- Trust charities to ensure a reasonable proportion of donations get to the end cause.

## STATEMENTS WITH POSITIVE CORRELATIONS TO TRUST AND CONFIDENCE IN CHARITIES

### Correlation value: 0.6

- Trust charities to make a positive difference to the matters they address
- Trust charities to ensure that their fundraisers are ethical and honest
- Trust charities to spend their money wisely and effectively
- Trust charities to be well managed
- Trust charities to ensure a reasonable proportion of donations get to the end cause

### Correlation value: 0.5

- Trust charities to let the public know how they use their resources, including money from donations
- Most charities are trustworthy

### Correlation value: 0.4

- Charities are sufficiently regulated to ensure they act for the public benefit
- Charities play a very important role in society today

### Correlation value: 0.3

- I trust charities more if I have heard of them
- I trust charities more if they are clear about how they are managed
- I feel more confident in charities that are open about how they use their resources
- I trust charities if they assist overseas
- I feel confident donating to an unknown charity if the cause is good

### Correlation value: 0.2

- I trust charities if they assist locally
- I trust charities with well known supporters and patrons

### Correlation value: 0.1

- I trust big charities more than smaller ones

## ➤ Negative correlations

A negative correlation means that the higher level of agreement with these negative statements results in a lower trust and confidence in charities. Agreement that charities spend too much of their funds on administration had the most detrimental influence on overall trust and confidence, followed by a belief that charities use more dubious fundraising techniques than in the past.

### STATEMENTS WITH NEGATIVE CORRELATIONS TO TRUST AND CONFIDENCE IN CHARITIES

#### Correlation value: -0.3

- Charities spend too much of their funds on administration

#### Correlation value: -0.2

- Charities use more dubious fundraising techniques these days

#### Correlation value: -0.0

- I know very little about how charities are run

## 7.2 Factor analysis

Often, it is not possible to look at each statement in isolation; an increase in the percentage of agreement with one statement may also bring about an increase in agreement with another statement. Factor analysis attempts to identify underlying variables, or factors, that explain the pattern of correlations within a wider set of observed variables. Factor analysis is often used to identify a small number of factors that explain most of the variance.

Four factors were extracted from the twenty statements tested in the survey. These four factors accounted for 54% of the total variance.

## ➤ Management and Outcomes

The first factor was clearly the most important one as it accounted for 28% of the total variance. All statements in this factor with correlations greater than 0.4 had to do with respondents' opinions about how charities spend their money, ensuring money gets to the end cause, making a positive difference, being well managed, etc. This factor consisted of 11 statements with positive correlations. The two statements with the highest correlations on this factor were those to do with trusting charities to 'Spend their money wisely and effectively' and 'Ensure a reasonable proportion of donations get to the end cause'. This factor was therefore named 'Management and Outcomes'.

### ➤ **Openness**

The second factor accounted for 10% of the variance, this factor consisted of four statements, the two statements with the highest correlations on this factor were respondents' agreement with 'I feel more confident in charities that are open about how they use their resources', and 'I trust charities more if they are clear about how they are managed'. This factor therefore was named 'Openness'.

### ➤ **Profile**

The third factor, which was composed of three statements, accounted for 9% of the variance and was labelled as 'Profile'. The two statements with the highest correlations on this factor were those of 'I trust big charities more than smaller ones' and 'I trust charities with well known supporters and patrons'.

### ➤ **Doubt**

The last factor accounted for 7% of the total variance. The two statements with the highest correlations on this factor were 'I know very little about how charities are run' and 'Charities use more dubious fundraising techniques these days'. This factor was therefore named 'Doubt'.

The following table shows the set of new underlying factors, which statements make up the new factors, and the correlation between the original statements and the new factors.

**FACTOR ANALYSIS**  
**Correlation to Factors**

	Management and Outcomes	Openness	Profile	Doubt
Trust charities to: Spend their money wisely and effectively	.839			
Trust charities to: Ensure a reasonable proportion of donations get to the end cause	.831			
Trust charities to: Make a positive difference to the matters they address	.771			
Trust charities to: Be well managed	.770			
Trust charities to: Let the public know how they use their resources, including money from donations	.762			
Trust charities to: Ensure that their fundraisers are ethical and honest	.717			
Agree or disagree: Most charities are trustworthy	.628			
Agree or disagree: I feel confident donating to an unknown charity if the cause is good	.533			
Agree or disagree: Charities are sufficiently regulated to ensure they act for the public benefit	.526			
Agree or disagree: I trust charities if they assist overseas	.524			
Agree or disagree: Charities play a very important role in society today	.494	.416		
Agree or disagree: I feel more confident in charities that are open about how they use their resources		.788		
Agree or disagree: I trust charities more if they are clear about how they are managed		.785		
Agree or disagree: I trust big charities more than smaller ones			.794	
Agree or disagree: I trust charities with well known supporters and patrons			.686	
Agree or disagree: I trust charities more if I have heard of them		.432	.520	
Agree or disagree: I trust charities if they assist locally				
Agree or disagree: I know very little about how charities are run				.708
Agree or disagree: Charities use more dubious fundraising techniques these days				.586
Agree or disagree: Charities spend too much of their funds on administration	-.452			.459

Correlation values of less than 0.4 have been removed to facilitate interpretation of factors.

### 7.3 Drivers of trust and confidence in charities

After the factor analysis was performed, correlations were computed to identify relationships between overall trust and confidence in charities and the newly created factors.

Management and Outcomes clearly showed the highest correlation, at 0.7, meaning that increased scores for measures here were most likely to affect overall trust and confidence in charities, and that focusing on increasing agreement with the statements contained in the Management and Outcomes factor is likely to increase overall trust and confidence in charities..

The correlations for Openness and Profile were lower, meaning that changes in scores here were less likely to result in overall changes in trust and confidence. Increases in scores for Doubt were likely to result in a mild decrease in overall trust and confidence in charities.

The following table shows the value of the correlations between the four identified factors and overall trust and confidence:

CORRELATION OF FACTORS WITH TRUST AND CONFIDENCE IN CHARITIES	
	<b>Correlation value: 0.7</b>
➤ Management and Outcomes	
	<b>Correlation value: 0.2</b>
➤ Openness	
	<b>Correlation value: 0.1</b>
➤ Profile	
	<b>Correlation value: -0.1</b>
➤ Doubt	