

## **Measuring and Understanding Public Opinion: Supporting charitable causes**

October 2013

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This public opinion data has been collected and analysed by NEMS from a representative sample of UK adults. It contains basic breakdowns by demography, geography and any key interesting market sub-groups.

You are free to use the data, providing you acknowledge/reference the source as "NEMS Market Research, October 2013".

If you would like to know more about this or anything else research related, please get in touch, we would be happy to help.



**Total Male Female 16 to 34 35 to 54 55+ ABC1 C2DE**

**Mean score: [Very likely = 4, Quite likely = 3, Not very likely = 2, Not at all likely = 1]**

**NM01 How likely would you be to ever support the following charities: [PR]**

***Dog's Trust***

Very likely	22.2%	244	19.3%	109	25.2%	135	27.1%	98	21.1%	80	18.4%	66	22.4%	120	22.0%	124
Quite likely	16.6%	183	18.1%	102	15.1%	81	26.5%	95	14.2%	54	9.3%	33	18.4%	99	15.0%	84
Not very likely	17.5%	192	17.5%	99	17.5%	93	14.4%	52	20.4%	78	17.4%	62	18.3%	98	16.7%	94
Not at all likely	39.9%	439	41.2%	233	38.5%	206	26.0%	94	42.5%	162	51.1%	183	37.1%	199	42.6%	240
(Don't know)	3.9%	42	4.0%	22	3.7%	20	6.0%	22	1.8%	7	3.9%	14	3.9%	21	3.8%	22
Mean:		2.22		2.16		2.28		2.58		2.14		1.95		2.27		2.17
Weighted base:		1100		565		535		360		382		358		537		563
Sample:		1100		510		590		131		467		502		465		635

***Cancer Research UK***

Very likely	61.4%	675	55.3%	312	67.8%	363	68.3%	246	56.7%	217	59.3%	212	59.4%	319	63.2%	356
Quite likely	18.2%	200	20.3%	114	16.0%	86	14.4%	52	21.3%	81	18.7%	67	21.3%	114	15.3%	86
Not very likely	6.2%	68	8.0%	45	4.3%	23	7.5%	27	6.2%	24	4.8%	17	4.7%	25	7.7%	43
Not at all likely	10.3%	113	12.1%	68	8.4%	45	3.8%	14	13.8%	53	13.2%	47	10.4%	56	10.2%	57
(Don't know)	3.9%	43	4.4%	25	3.5%	19	6.0%	22	2.0%	8	3.9%	14	4.2%	22	3.7%	21
Mean:		3.36		3.24		3.48		3.57		3.24		3.29		3.35		3.37
Weighted base:		1100		565		535		360		382		358		537		563
Sample:		1100		510		590		131		467		502		465		635

***Save the Children***

Very likely	35.4%	390	28.4%	161	42.8%	229	34.0%	122	35.5%	135	36.8%	132	35.6%	191	35.3%	199
Quite likely	27.1%	298	29.0%	164	25.1%	135	38.5%	139	24.1%	92	18.9%	68	26.7%	144	27.5%	155
Not very likely	12.9%	142	16.4%	93	9.2%	49	11.7%	42	14.0%	53	12.9%	46	14.3%	77	11.5%	65
Not at all likely	20.5%	225	22.0%	124	18.8%	101	9.2%	33	25.0%	96	26.9%	96	19.0%	102	21.8%	123
(Don't know)	4.1%	45	4.2%	24	4.0%	22	6.6%	24	1.4%	5	4.5%	16	4.4%	24	3.9%	22
Mean:		2.81		2.67		2.96		3.04		2.71		2.69		2.82		2.79
Weighted base:		1100		565		535		360		382		358		537		563
Sample:		1100		510		590		131		467		502		465		635

***RNLI (Royal National Lifeboat Institution)***

Very likely	26.1%	287	26.3%	149	25.8%	138	19.1%	69	24.4%	93	34.9%	125	25.3%	136	26.8%	151
Quite likely	21.7%	239	22.9%	129	20.4%	109	25.7%	92	21.7%	83	17.7%	63	24.2%	130	19.3%	109
Not very likely	19.5%	214	22.9%	130	15.8%	85	25.9%	93	19.7%	75	12.8%	46	19.9%	107	19.1%	108
Not at all likely	27.3%	300	22.7%	128	32.2%	172	18.9%	68	32.1%	123	30.6%	110	25.5%	137	29.0%	163
(Don't know)	5.4%	60	5.2%	29	5.7%	31	10.4%	38	2.1%	8	4.0%	14	5.1%	28	5.7%	32
Mean:		2.49		2.56		2.42		2.50		2.39		2.59		2.52		2.47
Weighted base:		1100		565		535		360		382		358		537		563
Sample:		1100		510		590		131		467		502		465		635

***Shelter***

Very likely	16.1%	177	13.3%	75	19.0%	102	16.2%	58	16.4%	63	15.6%	56	16.7%	90	15.5%	87
Quite likely	24.5%	269	26.9%	152	21.9%	117	37.3%	134	22.4%	86	13.8%	49	26.1%	140	22.9%	129
Not very likely	16.7%	183	18.5%	104	14.8%	79	18.1%	65	17.5%	67	14.4%	52	17.1%	92	16.3%	92
Not at all likely	37.8%	416	36.0%	203	39.7%	212	20.8%	75	41.5%	159	51.0%	182	35.7%	192	39.8%	224
(Don't know)	5.0%	55	5.2%	30	4.7%	25	7.6%	27	2.2%	8	5.3%	19	4.4%	24	5.5%	31
Mean:		2.20		2.19		2.21		2.53		2.14		1.94		2.25		2.15
Weighted base:		1100		565		535		360		382		358		537		563
Sample:		1100		510		590		131		467		502		465		635

***Barnardos***

Very likely	23.1%	254	17.8%	100	28.7%	154	21.7%	78	25.3%	97	22.0%	79	23.9%	128	22.4%	126
Quite likely	25.0%	275	27.8%	157	22.1%	118	31.9%	115	25.5%	97	17.7%	63	29.3%	158	20.9%	118
Not very likely	15.3%	169	17.6%	100	12.9%	69	17.5%	63	14.8%	57	13.7%	49	16.2%	87	14.5%	82
Not at all likely	31.3%	345	31.5%	178	31.1%	167	19.5%	70	32.7%	125	41.8%	150	26.5%	142	36.0%	202
(Don't know)	5.2%	57	5.2%	30	5.2%	28	9.4%	34	1.7%	6	4.7%	17	4.1%	22	6.2%	35
Mean:		2.42		2.34		2.51		2.62		2.44		2.21		2.53		2.32
Weighted base:		1100		565		535		360		382		358		537		563
Sample:		1100		510		590		131		467		502		465		635

	Total	Male	Female	16 to 34	35 to 54	55+	ABC1	C2DE								
<b>Red Cross</b>																
Very likely	30.0%	330	26.4%	149	33.7%	181	29.9%	108	30.9%	118	29.1%	104	29.7%	160	30.2%	170
Quite likely	27.0%	297	26.3%	149	27.7%	148	33.1%	119	26.1%	100	21.8%	78	32.0%	172	22.2%	125
Not very likely	12.7%	140	14.3%	81	11.0%	59	14.4%	52	12.8%	49	10.8%	39	11.7%	63	13.7%	77
Not at all likely (Don't know)	26.0%	286	28.8%	163	23.0%	123	15.6%	56	28.5%	109	33.8%	121	22.4%	120	29.4%	165
Mean:	2.64		2.53		2.76		2.83		2.60		2.48		2.72		2.56	
Weighted base:	1100		565		535		360		382		358		537		563	
Sample:	1100		510		590		131		467		502		465		635	

**NM00 Composite likelihood of supporting charitable causes:**

Ever likely to support	91.1%	1002	90.1%	509	92.2%	493	92.7%	334	90.7%	346	89.9%	322	91.6%	492	90.6%	510
Never likely to support	8.9%	98	9.9%	56	7.8%	42	7.3%	26	9.3%	36	10.1%	36	8.4%	45	9.4%	53
Weighted base:	1100		565		535		360		382		358		537		563	
Sample:	1100		510		590		131		467		502		465		635	

**SEX Sex of respondent**

Male	51.3%	565	100.0%	565	0.0%	0	53.0%	191	52.8%	202	48.1%	172	52.6%	283	50.1%	282
Female	48.7%	535	0.0%	0	100.0%	535	47.0%	169	47.2%	180	51.9%	186	47.4%	255	49.9%	281
Weighted base:	1100		565		535		360		382		358		537		563	
Sample:	1100		510		590		131		467		502		465		635	

**AGE To ensure we get a representative sample, could I ask how old you are ?**

16 to 24	15.2%	167	15.9%	90	14.4%	77	46.4%	167	0.0%	0	0.0%	0	15.3%	82	15.0%	85
25 to 34	17.6%	193	17.9%	101	17.2%	92	53.7%	193	0.0%	0	0.0%	0	17.5%	94	17.6%	99
35 to 44	18.4%	203	18.9%	107	17.9%	96	0.0%	0	53.0%	203	0.0%	0	21.5%	116	15.4%	87
45 to 54	16.3%	179	16.8%	95	15.8%	85	0.0%	0	47.0%	179	0.0%	0	16.8%	90	15.8%	89
55 to 64	13.1%	144	13.4%	76	12.8%	69	0.0%	0	0.0%	0	40.3%	144	13.0%	70	13.2%	74
65 +	19.4%	214	17.1%	97	21.9%	117	0.0%	0	0.0%	0	59.7%	214	15.8%	85	22.9%	129
Weighted base:	1100		565		535		360		382		358		537		563	
Sample:	1100		510		590		131		467		502		465		635	

**SEG Socio-economic group**

A	3.2%	35	3.4%	19	2.9%	15	1.7%	6	4.1%	16	3.6%	13	6.5%	35	0.0%	0
B	14.3%	158	15.5%	88	13.1%	70	15.0%	54	17.5%	67	10.2%	37	29.3%	158	0.0%	0
C1	31.4%	345	31.1%	176	31.6%	169	32.3%	116	32.3%	124	29.4%	105	64.2%	345	0.0%	0
C2	27.3%	300	29.1%	165	25.3%	136	30.1%	108	30.3%	116	21.3%	76	0.0%	0	53.3%	300
D	10.8%	118	8.1%	45	13.6%	73	12.6%	45	10.9%	42	8.7%	31	0.0%	0	21.0%	118
E	13.1%	144	12.8%	72	13.5%	72	8.3%	30	4.8%	18	26.7%	96	0.0%	0	25.6%	144
(Refused)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	1100		565		535		360		382		358		537		563	
Sample:	1100		510		590		131		467		502		465		635	

**EMP Which of the following best describes your current employment status ? [PR]**

Working full-time (30+ hours a week)	43.3%	476	56.1%	317	29.8%	160	46.7%	168	64.6%	247	17.2%	62	51.2%	275	35.8%	201
Part-time	15.5%	170	6.9%	39	24.5%	131	14.6%	52	19.8%	76	11.7%	42	18.3%	98	12.8%	72
Not working - e.g. full-time student, not looking for work, unemployed (excluding retired / invalid)	17.5%	192	15.2%	86	19.9%	107	36.2%	130	12.6%	48	4.0%	14	11.5%	62	23.2%	131
Not working (retired / invalid)	23.5%	259	21.6%	122	25.5%	137	2.5%	9	2.5%	9	67.1%	240	18.8%	101	28.1%	158
(Refused)	0.2%	2	0.2%	1	0.2%	1	0.0%	0	0.6%	2	0.0%	0	0.2%	1	0.2%	1
Weighted base:	1100		565		535		360		382		358		537		563	
Sample:	1100		510		590		131		467		502		465		635	

	Total	Male	Female	16 to 34	35 to 54	55+	ABC1	C2DE								
<b>ADU How many adults aged 16 years or older, including yourself, live in your household ?</b>																
One	25.2%	277	24.2%	136	26.3%	141	8.6%	31	20.8%	80	46.5%	166	22.9%	123	27.4%	154
Two	47.3%	521	48.4%	273	46.2%	247	47.1%	169	53.1%	203	41.5%	149	49.9%	268	44.9%	253
Three	15.9%	175	16.5%	93	15.3%	82	20.7%	75	18.6%	71	8.2%	29	14.8%	79	17.0%	96
Four	8.5%	94	8.3%	47	8.8%	47	17.8%	64	6.0%	23	1.9%	7	8.2%	44	8.8%	50
Five	2.1%	23	1.7%	9	2.5%	14	5.6%	20	0.5%	2	0.2%	1	2.8%	15	1.4%	8
Six or more (Refused)	0.2% 0.8%	2 8	0.2% 0.8%	1 5	0.1% 0.7%	1 4	0.2% 0.0%	1 0	0.3% 0.6%	1 2	0.0% 1.7%	0 6	0.2% 1.2%	1 7	0.2% 0.3%	2 1
Weighted base:		1100		565		535		360		382		358		537		563
Sample:		1100		510		590		131		467		502		465		635

<b>CHI How many children live in your household, aged 15 years and under ?</b>																
None	69.7%	766	72.1%	407	67.0%	359	59.9%	216	53.0%	202	97.2%	348	67.9%	365	71.3%	401
One	11.5%	126	8.4%	48	14.6%	78	16.2%	58	16.4%	63	1.4%	5	9.9%	53	12.9%	73
Two	13.3%	147	13.8%	78	12.8%	69	14.3%	51	24.6%	94	0.4%	1	16.0%	86	10.8%	61
Three	4.1%	45	4.7%	27	3.3%	18	7.5%	27	4.5%	17	0.2%	1	5.1%	27	3.1%	17
Four	0.8%	9	0.4%	2	1.3%	7	1.6%	6	0.9%	3	0.0%	0	0.0%	0	1.6%	9
Five	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Six or more (Refused)	0.2% 0.5%	2 5	0.0% 0.5%	0 3	0.4% 0.5%	2 3	0.6% 0.0%	2 0	0.0% 0.6%	0 2	0.0% 0.8%	0 3	0.4% 0.7%	2 4	0.0% 0.3%	0 2
Weighted base:		1100		565		535		360		382		358		537		563
Sample:		1100		510		590		131		467		502		465		635

<b>IS2 ISBA region</b>																
Ulster	2.6%	29	1.9%	11	3.4%	18	3.1%	11	2.9%	11	1.8%	6	2.6%	14	2.7%	15
Scotland	9.1%	100	8.5%	48	9.8%	52	8.2%	29	9.3%	35	9.9%	35	8.0%	43	10.1%	57
North / Borders	5.9%	65	4.5%	25	7.4%	40	4.7%	17	6.5%	25	6.6%	24	5.6%	30	6.3%	35
Lancashire	11.1%	122	10.1%	57	12.2%	65	14.4%	52	11.1%	42	7.8%	28	11.4%	61	10.8%	61
Yorkshire	9.1%	100	7.9%	44	10.4%	56	8.4%	30	7.2%	28	11.8%	42	7.7%	41	10.4%	59
Wales & South West	11.0%	121	12.4%	70	9.5%	51	11.7%	42	14.3%	55	6.8%	24	9.9%	53	12.0%	68
Midlands	15.8%	174	17.6%	99	14.0%	75	18.2%	66	13.7%	52	15.7%	56	15.2%	81	16.4%	93
East England	7.1%	79	5.7%	32	8.6%	46	7.2%	26	7.1%	27	7.1%	26	6.9%	37	7.4%	42
London	17.6%	194	19.9%	113	15.2%	81	10.4%	38	17.7%	67	24.8%	89	21.5%	115	13.9%	78
Southern	10.5%	116	11.5%	65	9.5%	51	13.7%	49	10.2%	39	7.7%	27	11.2%	60	9.9%	56
Weighted base:		1100		565		535		360		382		358		537		563
Sample:		1100		510		590		131		467		502		465		635

**Total**      **North (inc. Scotland)**      **Midlands (inc. Wales)**      **Southern**

Mean score: [Very likely = 4, Quite likely = 3, Not very likely = 2, Not at all likely = 1]

**NM01 How likely would you be to ever support the following charities: [PR]**

***Dog's Trust***

Very likely	22.2%	244	18.0%	70	25.9%	90	23.5%	79
Quite likely	16.6%	183	18.6%	72	10.7%	37	20.8%	70
Not very likely	17.5%	192	16.3%	63	18.7%	65	17.2%	58
Not at all likely	39.9%	439	43.6%	169	40.4%	140	34.5%	116
(Don't know)	3.9%	42	3.5%	14	4.3%	15	4.0%	14
<i>Mean:</i>		2.22		2.12		2.23		2.35
Weighted base:		1100		388		346		337
Sample:		1100		445		309		245

***Cancer Research UK***

Very likely	61.4%	675	62.1%	241	59.8%	207	61.0%	205
Quite likely	18.2%	200	17.7%	69	18.7%	65	18.6%	63
Not very likely	6.2%	68	3.8%	15	8.3%	29	7.0%	24
Not at all likely	10.3%	113	12.7%	49	9.2%	32	9.1%	31
(Don't know)	3.9%	43	3.7%	14	4.0%	14	4.4%	15
<i>Mean:</i>		3.36		3.34		3.34		3.38
Weighted base:		1100		388		346		337
Sample:		1100		445		309		245

***Save the Children***

Very likely	35.4%	390	36.8%	143	32.2%	111	37.0%	125
Quite likely	27.1%	298	26.1%	101	29.1%	101	25.9%	87
Not very likely	12.9%	142	10.4%	40	12.5%	43	16.7%	56
Not at all likely	20.5%	225	23.1%	89	22.2%	77	15.3%	51
(Don't know)	4.1%	45	3.6%	14	4.0%	14	5.1%	17
<i>Mean:</i>		2.81		2.80		2.74		2.89
Weighted base:		1100		388		346		337
Sample:		1100		445		309		245

***RNLI (Royal National Lifeboat Institution)***

Very likely	26.1%	287	25.3%	98	25.7%	89	27.8%	94
Quite likely	21.7%	239	21.3%	83	22.8%	79	20.9%	70
Not very likely	19.5%	214	17.8%	69	18.8%	65	22.2%	75
Not at all likely	27.3%	300	29.7%	115	28.0%	97	23.0%	77
(Don't know)	5.4%	60	5.9%	23	4.7%	16	6.2%	21
<i>Mean:</i>		2.49		2.45		2.49		2.57
Weighted base:		1100		388		346		337
Sample:		1100		445		309		245

***Shelter***

Very likely	16.1%	177	17.1%	66	15.6%	54	16.0%	54
Quite likely	24.5%	269	21.3%	83	27.1%	94	26.6%	90
Not very likely	16.7%	183	17.1%	66	15.1%	52	17.0%	57
Not at all likely	37.8%	416	40.3%	156	37.7%	131	33.9%	114
(Don't know)	5.0%	55	4.3%	17	4.5%	16	6.4%	22
<i>Mean:</i>		2.20		2.16		2.22		2.26
Weighted base:		1100		388		346		337
Sample:		1100		445		309		245

***Barnardos***

Very likely	23.1%	254	18.1%	70	25.8%	89	25.8%	87
Quite likely	25.0%	275	25.5%	99	24.8%	86	24.9%	84
Not very likely	15.3%	169	13.4%	52	12.6%	44	20.6%	69
Not at all likely	31.3%	345	38.4%	149	31.5%	109	22.6%	76
(Don't know)	5.2%	57	4.7%	18	5.3%	18	6.1%	20
<i>Mean:</i>		2.42		2.24		2.47		2.57
Weighted base:		1100		388		346		337
Sample:		1100		445		309		245

	Total	North (inc. Scotland)	Midlands (inc. Wales)	Southern				
<b>Red Cross</b>								
Very likely	30.0%	330	31.2%	121	28.9%	100	30.2%	102
Quite likely	27.0%	297	25.6%	99	25.7%	89	30.2%	102
Not very likely	12.7%	140	11.9%	46	13.8%	48	12.4%	42
Not at all likely (Don't know)	26.0%	286	26.7%	104	27.1%	94	23.2%	78
	4.4%	48	4.7%	18	4.5%	16	4.1%	14
Mean:		2.64		2.64		2.59		2.70
Weighted base:		1100		388		346		337
Sample:		1100		445		309		245

**NM00 Composite likelihood of supporting charitable causes:**

Ever likely to support	91.1%	1002	89.2%	346	91.0%	315	92.9%	313
Never likely to support	8.9%	98	10.8%	42	9.0%	31	7.1%	24
Weighted base:		1100		388		346		337
Sample:		1100		445		309		245

**SEX Sex of respondent**

Male	51.3%	565	45.1%	175	52.9%	183	58.2%	196
Female	48.7%	535	54.9%	213	47.1%	163	41.8%	141
Weighted base:		1100		388		346		337
Sample:		1100		445		309		245

**AGE To ensure we get a representative sample, could I ask how old you are ?**

16 to 24	15.2%	167	12.7%	49	16.9%	58	16.8%	57
25 to 34	17.6%	193	20.3%	79	19.2%	66	11.6%	39
35 to 44	18.4%	203	17.8%	69	19.8%	69	17.2%	58
45 to 54	16.3%	179	15.7%	61	15.0%	52	18.4%	62
55 to 64	13.1%	144	12.9%	50	13.5%	47	13.4%	45
65 +	19.4%	214	20.5%	80	15.6%	54	22.6%	76
Weighted base:		1100		388		346		337
Sample:		1100		445		309		245

**SEG Socio-economic group**

A	3.2%	35	1.9%	7	3.4%	12	4.5%	15
B	14.3%	158	11.1%	43	12.9%	45	20.1%	68
C1	31.4%	345	32.4%	126	30.5%	106	30.4%	102
C2	27.3%	300	28.1%	109	28.3%	98	25.1%	84
D	10.8%	118	10.9%	42	13.4%	46	7.8%	26
E	13.1%	144	15.6%	61	11.5%	40	12.1%	41
(Refused)	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		1100		388		346		337
Sample:		1100		445		309		245

**EMP Which of the following best describes your current employment status ? [PR]**

Working full-time (30+ hours a week)	43.3%	476	42.2%	164	45.8%	159	42.1%	142
Part-time	15.5%	170	17.1%	66	13.5%	47	15.3%	51
Not working - e.g. full-time student, not looking for work, unemployed (excluding retired / invalid)	17.5%	192	16.5%	64	19.5%	68	16.2%	55
Not working (retired / invalid)	23.5%	259	24.1%	93	21.1%	73	25.9%	87
(Refused)	0.2%	2	0.1%	1	0.0%	0	0.5%	2
Weighted base:		1100		388		346		337
Sample:		1100		445		309		245

	Total	North (inc. Scotland)	Midlands (inc. Wales)	Southern
<b>ADU How many adults aged 16 years or older, including yourself, live in your household ?</b>				
One	25.2% 277	26.1% 101	24.2% 84	25.1% 85
Two	47.3% 521	46.5% 180	51.7% 179	43.6% 147
Three	15.9% 175	18.1% 70	15.7% 54	14.1% 47
Four	8.5% 94	7.4% 29	6.2% 21	12.6% 42
Five	2.1% 23	1.1% 4	2.0% 7	3.2% 11
Six or more	0.2% 2	0.0% 0	0.3% 1	0.0% 0
(Refused)	0.8% 8	0.9% 3	0.0% 0	1.5% 5
Weighted base:	1100	388	346	337
Sample:	1100	445	309	245

	Total	North (inc. Scotland)	Midlands (inc. Wales)	Southern
<b>CHI How many children live in your household, aged 15 years and under ?</b>				
None	69.7% 766	68.3% 265	66.1% 229	75.2% 253
One	11.5% 126	12.3% 48	13.3% 46	8.5% 29
Two	13.3% 147	13.3% 52	15.2% 53	11.1% 37
Three	4.1% 45	4.5% 17	4.0% 14	3.8% 13
Four	0.8% 9	0.0% 0	1.4% 5	0.9% 3
Five	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Six or more	0.2% 2	0.5% 2	0.0% 0	0.0% 0
(Refused)	0.5% 5	1.1% 4	0.0% 0	0.4% 1
Weighted base:	1100	388	346	337
Sample:	1100	445	309	245

<b>IS2 ISBA region</b>				
Ulster	2.6% 29	0.0% 0	0.0% 0	0.0% 0
Scotland	9.1% 100	25.8% 100	0.0% 0	0.0% 0
North / Borders	5.9% 65	16.8% 65	0.0% 0	0.0% 0
Lancashire	11.1% 122	31.6% 122	0.0% 0	0.0% 0
Yorkshire	9.1% 100	25.8% 100	0.0% 0	0.0% 0
Wales & South West	11.0% 121	0.0% 0	27.1% 94	8.1% 27
Midlands	15.8% 174	0.0% 0	50.2% 174	0.0% 0
East England	7.1% 79	0.0% 0	22.7% 79	0.0% 0
London	17.6% 194	0.0% 0	0.0% 0	57.6% 194
Southern	10.5% 116	0.0% 0	0.0% 0	34.3% 116
Weighted base:	1100	388	346	337
Sample:	1100	445	309	245

	Total	Likely to support any	Never likely to support	Likely to support: Dog's Trust	Likely to support: Cancer Research UK	Likely to support: Save the Children	Likely to support: RNLI	Likely to support: Shelter	Likely to support: Barnardos	Likely to support: Red Cross
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Mean score: [Very likely = 4, Quite likely = 3, Not very likely = 2, Not at all likely = 1]

**NM01 How likely would you be to ever support the following charities: [PR]**

**Dog's Trust**

Very likely	22.2%	244	24.3%	244	0.0%	0	57.1%	244	25.0%	219	24.8%	171	27.9%	146	29.6%	132	28.3%	150	28.6%	179
Quite likely	16.6%	183	18.3%	183	0.0%	0	42.9%	183	19.9%	174	22.3%	153	21.5%	113	26.9%	120	24.5%	130	20.5%	128
Not very likely	17.5%	192	19.2%	192	0.0%	0	0.0%	0	16.6%	145	16.8%	116	16.0%	84	15.7%	70	17.4%	92	16.4%	103
Not at all likely	39.9%	439	37.9%	380	59.9%	59	0.0%	0	38.2%	334	35.8%	246	34.5%	181	27.7%	123	29.6%	156	34.2%	214
(Don't know)	3.9%	42	0.3%	3	40.1%	39	0.0%	0	0.4%	3	0.3%	2	0.2%	1	0.1%	1	0.3%	1	0.3%	2
Mean:		2.22		2.29		1.00		3.57		2.32		2.36		2.43		2.58		2.52		2.44
Weighted base:		1100		1002		98		427		875		688		526		446		529		627
Sample:		1100		989		111		367		867		644		555		373		498		605

**Cancer Research UK**

Very likely	61.4%	675	67.4%	675	0.0%	0	73.8%	315	77.1%	675	75.6%	520	72.7%	382	75.8%	338	77.5%	410	70.5%	441
Quite likely	18.2%	200	20.0%	200	0.0%	0	18.4%	78	22.9%	200	19.0%	131	17.5%	92	18.5%	82	18.8%	99	22.8%	143
Not very likely	6.2%	68	6.8%	68	0.0%	0	4.1%	18	0.0%	0	3.3%	23	5.3%	28	3.2%	14	2.0%	11	3.3%	20
Not at all likely	10.3%	113	5.5%	55	59.4%	58	3.5%	15	0.0%	0	2.0%	14	4.3%	23	2.0%	9	1.6%	8	3.3%	21
(Don't know)	3.9%	43	0.4%	4	40.6%	40	0.3%	1	0.0%	0	0.1%	1	0.2%	1	0.6%	2	0.1%	1	0.2%	1
Mean:		3.36		3.50		1.00		3.63		3.77		3.68		3.59		3.69		3.72		3.61
Weighted base:		1100		1002		98		427		875		688		526		446		529		627
Sample:		1100		989		111		367		867		644		555		373		498		605

**Save the Children**

Very likely	35.4%	390	38.9%	390	0.0%	0	40.1%	171	42.5%	372	56.6%	390	45.9%	241	50.5%	225	50.5%	267	48.2%	302
Quite likely	27.1%	298	29.8%	298	0.0%	0	35.8%	153	31.8%	279	43.4%	298	28.2%	148	37.5%	167	37.6%	199	33.1%	208
Not very likely	12.9%	142	14.2%	142	0.0%	0	11.9%	51	11.0%	96	0.0%	0	13.0%	68	8.4%	37	6.2%	33	9.8%	62
Not at all likely	20.5%	225	16.5%	165	61.2%	60	11.4%	49	14.1%	123	0.0%	0	12.1%	63	3.5%	16	5.6%	29	8.2%	51
(Don't know)	4.1%	45	0.7%	7	38.8%	38	0.8%	3	0.6%	5	0.0%	0	0.8%	4	0.1%	1	0.1%	1	0.6%	4
Mean:		2.81		2.92		1.00		3.05		3.03		3.57		3.09		3.35		3.33		3.22
Weighted base:		1100		1002		98		427		875		688		526		446		529		627
Sample:		1100		989		111		367		867		644		555		373		498		605



	Total	Likely to support any	Never likely to support	Likely to support: Dog's Trust	Likely to support: Cancer Research UK	Likely to support: Save the Children	Likely to support: RNLI	Likely to support: Shelter	Likely to support: Barnardos	Likely to support: Red Cross										
<b>RNLI (Royal National Lifeboat Institution)</b>																				
Very likely	26.1%	287	28.6%	287	0.0%	0	32.8%	140	30.1%	264	29.5%	203	54.6%	287	38.5%	172	33.8%	179	36.4%	228
Quite likely	21.7%	239	23.8%	239	0.0%	0	27.9%	119	24.0%	210	27.2%	187	45.4%	239	30.9%	138	30.4%	161	27.2%	170
Not very likely	19.5%	214	21.4%	214	0.0%	0	18.5%	79	19.7%	173	19.8%	136	0.0%	0	20.5%	91	17.7%	94	17.0%	107
Not at all likely (Don't know)	27.3%	300	24.0%	240	61.2%	60	17.3%	74	24.6%	215	20.9%	144	0.0%	0	7.3%	32	16.3%	86	17.0%	107
Mean:		2.49		2.58		1.00		2.79		2.61		2.67		3.55		3.04		2.83		2.85
Weighted base:		1100		1002		98		427		875		688		526		446		529		627
Sample:		1100		989		111		367		867		644		555		373		498		605
<b>Shelter</b>																				
Very likely	16.1%	177	17.7%	177	0.0%	0	23.1%	99	19.2%	168	22.4%	154	26.4%	139	39.7%	177	27.8%	147	25.8%	162
Quite likely	24.5%	269	26.9%	269	0.0%	0	35.9%	153	28.8%	252	34.7%	239	32.4%	171	60.3%	269	42.1%	223	33.4%	209
Not very likely	16.7%	183	18.3%	183	0.0%	0	14.7%	63	15.8%	139	13.8%	95	14.2%	75	0.0%	0	9.0%	48	12.4%	78
Not at all likely (Don't know)	37.8%	416	35.5%	356	61.2%	60	24.2%	103	34.9%	306	27.1%	186	25.8%	136	0.0%	0	19.9%	105	26.5%	166
Mean:		2.20		2.27		1.00		2.59		2.33		2.53		2.60		3.40		2.79		2.60
Weighted base:		1100		1002		98		427		875		688		526		446		529		627
Sample:		1100		989		111		367		867		644		555		373		498		605
<b>Barnardos</b>																				
Very likely	23.1%	254	25.3%	254	0.0%	0	32.1%	137	27.9%	244	32.5%	223	34.7%	183	39.5%	176	48.0%	254	36.1%	226
Quite likely	25.0%	275	27.5%	275	0.0%	0	33.5%	143	30.4%	266	35.3%	243	29.9%	157	43.5%	194	52.0%	275	35.0%	219
Not very likely	15.3%	169	16.8%	169	0.0%	0	15.5%	66	13.5%	118	10.9%	75	12.5%	66	8.0%	36	0.0%	0	9.8%	62
Not at all likely (Don't know)	31.3%	345	28.4%	285	61.2%	60	16.6%	71	26.7%	234	18.9%	130	21.9%	115	8.2%	37	0.0%	0	16.7%	105
Mean:		2.42		2.51		1.00		2.83		2.60		2.83		2.78		3.15		3.48		2.93
Weighted base:		1100		1002		98		427		875		688		526		446		529		627
Sample:		1100		989		111		367		867		644		555		373		498		605
<b>Red Cross</b>																				
Very likely	30.0%	330	32.9%	330	0.0%	0	39.2%	167	34.8%	305	40.3%	277	43.2%	227	43.9%	196	44.6%	236	52.6%	330
Quite likely	27.0%	297	29.6%	297	0.0%	0	32.8%	140	31.9%	280	33.8%	233	32.6%	171	39.2%	175	39.6%	209	47.4%	297
Not very likely	12.7%	140	13.9%	140	0.0%	0	11.9%	51	10.9%	96	9.9%	68	8.1%	43	8.1%	36	5.9%	31	0.0%	0
Not at all likely (Don't know)	26.0%	286	22.7%	228	59.4%	58	15.6%	67	21.5%	189	15.1%	104	16.0%	84	7.7%	34	9.3%	49	0.0%	0
Mean:		2.64		2.73		1.00		2.96		2.81		3.00		3.03		3.21		3.20		3.53
Weighted base:		1100		1002		98		427		875		688		526		446		529		627
Sample:		1100		989		111		367		867		644		555		373		498		605

	Total	Likely to support any	Never likely to support	Likely to support: Dog's Trust	Likely to support: Cancer Research UK	Likely to support: Save the Children	Likely to support: RNLI	Likely to support: Shelter	Likely to support: Barnardos	Likely to support: Red Cross										
<b>NM00 Composite likelihood of supporting charitable causes:</b>																				
Ever likely to support	91.1%	1002	100.0%	1002	0.0%	0	100.0%	427	100.0%	875	100.0%	688	100.0%	526	100.0%	446	100.0%	529	100.0%	627
Never likely to support	8.9%	98	0.0%	0	100.0%	98	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		1100		1002		98		427		875		688		526		446		529		627
Sample:		1100		989		111		367		867		644		555		373		498		605
<b>SEX Sex of respondent</b>																				
Male	51.3%	565	50.8%	509	57.2%	56	49.5%	211	48.7%	427	47.2%	324	52.9%	278	51.0%	227	48.6%	257	47.5%	298
Female	48.7%	535	49.2%	493	42.8%	42	50.5%	216	51.3%	449	52.8%	363	47.1%	248	49.0%	219	51.4%	272	52.5%	329
Weighted base:		1100		1002		98		427		875		688		526		446		529		627
Sample:		1100		989		111		367		867		644		555		373		498		605
<b>AGE To ensure we get a representative sample, could I ask how old you are ?</b>																				
16 to 24	15.2%	167	14.7%	147	20.0%	20	21.0%	90	16.0%	140	18.4%	127	18.4%	97	20.1%	90	16.9%	90	17.7%	111
25 to 34	17.6%	193	18.6%	186	6.8%	7	24.2%	103	18.0%	158	19.5%	134	12.2%	64	23.1%	103	19.5%	103	18.5%	116
35 to 44	18.4%	203	18.7%	187	15.6%	15	17.9%	77	18.4%	161	18.7%	128	15.3%	80	18.2%	81	19.6%	104	18.2%	114
45 to 54	16.3%	179	15.9%	159	20.7%	20	13.6%	58	15.6%	137	14.4%	99	18.2%	96	15.0%	67	17.1%	90	16.5%	104
55 to 64	13.1%	144	13.1%	132	12.7%	12	9.3%	39	12.8%	112	12.5%	86	17.2%	90	10.8%	48	12.9%	68	13.0%	81
65 +	19.4%	214	19.0%	190	24.1%	24	14.0%	60	19.1%	167	16.5%	113	18.7%	98	12.7%	57	13.9%	74	16.1%	101
Weighted base:		1100		1002		98		427		875		688		526		446		529		627
Sample:		1100		989		111		367		867		644		555		373		498		605
<b>SEG Socio-economic group</b>																				
A	3.2%	35	2.9%	29	5.5%	5	2.5%	11	2.8%	25	3.1%	22	2.6%	14	3.9%	18	2.9%	15	3.2%	20
B	14.3%	158	14.5%	145	12.7%	12	11.3%	48	14.3%	125	16.3%	112	15.9%	84	14.5%	64	16.7%	88	16.7%	105
C1	31.4%	345	31.7%	317	28.1%	27	37.5%	160	32.5%	284	29.2%	201	32.0%	168	33.1%	148	34.4%	182	33.0%	207
C2	27.3%	300	27.5%	276	24.8%	24	27.7%	118	27.1%	237	28.6%	197	27.3%	143	28.0%	125	25.8%	137	27.5%	172
D	10.8%	118	10.8%	109	9.9%	10	9.1%	39	10.6%	93	10.4%	71	8.5%	45	10.2%	46	9.2%	49	9.8%	62
E	13.1%	144	12.5%	126	19.0%	19	11.9%	51	12.7%	112	12.3%	85	13.7%	72	10.2%	46	11.0%	58	9.8%	61
(Refused)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		1100		1002		98		427		875		688		526		446		529		627
Sample:		1100		989		111		367		867		644		555		373		498		605

	Total	Likely to support any	Never likely to support	Likely to support: Dog's Trust	Likely to support: Cancer Research UK	Likely to support: Save the Children	Likely to support: RNLI	Likely to support: Shelter	Likely to support: Barnardos	Likely to support: Red Cross										
<b>EMP Which of the following best describes your current employment status ? [PR]</b>																				
Working full-time (30+ hours a week)	43.3%	476	44.6%	447	30.4%	30	49.2%	210	45.0%	394	43.9%	302	46.1%	243	47.7%	213	45.7%	242	46.8%	293
Part-time	15.5%	170	15.5%	155	15.0%	15	12.8%	55	16.1%	141	17.2%	118	13.7%	72	16.7%	75	17.9%	95	17.0%	106
Not working - e.g. full-time student, not looking for work, unemployed (excluding retired / invalid)	17.5%	192	17.1%	171	21.7%	21	19.5%	83	16.3%	143	18.2%	125	16.2%	85	19.1%	85	17.9%	95	17.2%	108
Not working (retired / invalid)	23.5%	259	22.7%	227	32.3%	32	18.3%	78	22.4%	196	20.5%	141	23.9%	126	16.5%	74	18.1%	96	19.0%	119
(Refused)	0.2%	2	0.2%	2	0.5%	1	0.3%	1	0.2%	2	0.3%	2	0.1%	1	0.0%	0	0.3%	2	0.1%	1
Weighted base:		1100		1002		98		427		875		688		526		446		529		627
Sample:		1100		989		111		367		867		644		555		373		498		605

**ADU How many adults aged 16 years or older, including yourself, live in your household ?**

One	25.2%	277	24.9%	249	28.6%	28	20.8%	89	23.1%	202	20.7%	142	24.1%	127	19.5%	87	21.4%	113	23.3%	146
Two	47.3%	521	47.3%	474	48.0%	47	45.3%	193	47.9%	419	49.4%	340	46.2%	243	50.1%	224	49.5%	262	47.6%	298
Three	15.9%	175	16.3%	163	12.4%	12	17.9%	76	16.7%	146	15.9%	110	15.6%	82	16.1%	72	15.0%	79	15.6%	98
Four	8.5%	94	8.8%	88	6.0%	6	11.9%	51	9.3%	82	10.6%	73	10.3%	54	10.2%	46	10.1%	53	9.2%	57
Five	2.1%	23	2.0%	20	2.5%	2	3.4%	14	2.3%	20	2.5%	17	2.5%	13	3.3%	15	3.1%	16	3.2%	20
Six or more	0.2%	2	0.2%	2	0.0%	0	0.4%	2	0.2%	2	0.2%	2	0.2%	1	0.2%	1	0.2%	1	0.3%	2
(Refused)	0.8%	8	0.6%	6	2.6%	3	0.4%	2	0.5%	4	0.6%	4	1.0%	5	0.4%	2	0.8%	4	0.8%	5
Weighted base:		1100		1002		98		427		875		688		526		446		529		627
Sample:		1100		989		111		367		867		644		555		373		498		605

**CHI How many children live in your household, aged 15 years and under ?**

None	69.7%	766	68.8%	689	78.9%	77	69.3%	296	68.8%	603	64.8%	446	75.3%	396	66.6%	297	65.8%	348	67.7%	424
One	11.5%	126	11.9%	119	7.3%	7	12.6%	54	11.4%	100	13.3%	92	8.4%	44	13.0%	58	12.8%	68	12.4%	78
Two	13.3%	147	13.9%	139	8.1%	8	11.7%	50	13.9%	121	15.5%	106	11.1%	58	12.2%	54	13.7%	72	13.9%	87
Three	4.1%	45	4.1%	42	3.1%	3	5.9%	25	4.4%	39	4.8%	33	3.2%	17	6.2%	28	5.8%	30	4.1%	26
Four	0.8%	9	0.9%	9	0.0%	0	0.3%	1	1.0%	9	1.2%	8	1.6%	8	1.8%	8	1.6%	8	1.3%	8
Five	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Six or more	0.2%	2	0.2%	2	0.0%	0	0.0%	0	0.2%	2	0.3%	2	0.0%	0	0.0%	0	0.4%	2	0.3%	2
(Refused)	0.5%	5	0.3%	3	2.6%	3	0.4%	2	0.2%	1	0.1%	0	0.5%	2	0.2%	1	0.1%	0	0.2%	2
Weighted base:		1100		1002		98		427		875		688		526		446		529		627
Sample:		1100		989		111		367		867		644		555		373		498		605

## Omnibus Data Tabulations - Supporting Charities

	Total	Likely to support any	Never likely to support	Likely to support: Dog's Trust	Likely to support: Cancer Research UK	Likely to support: Save the Children	Likely to support: RNLI	Likely to support: Shelter	Likely to support: Barnardos	Likely to support: Red Cross										
<b>IS2 ISBA region</b>																				
Ulster	2.6%	29	2.8%	28	0.8%	1	2.0%	9	3.0%	26	2.9%	20	2.4%	13	1.3%	6	2.7%	14	2.3%	14
Scotland	9.1%	100	8.9%	89	11.7%	11	8.6%	37	8.5%	74	9.1%	63	7.3%	39	9.0%	40	9.3%	49	7.6%	48
North / Borders	5.9%	65	5.8%	58	7.0%	7	6.8%	29	6.1%	53	5.7%	39	5.9%	31	4.2%	19	5.5%	29	6.3%	39
Lancashire	11.1%	122	11.4%	114	8.5%	8	11.0%	47	12.4%	109	12.2%	84	10.4%	55	11.6%	52	10.1%	54	11.9%	75
Yorkshire	9.1%	100	8.5%	85	15.7%	15	6.9%	30	8.4%	74	8.5%	58	10.8%	57	8.6%	38	7.1%	37	9.4%	59
Wales & South West	11.0%	121	11.3%	113	7.8%	8	14.6%	63	12.0%	105	12.9%	89	13.1%	69	12.1%	54	12.6%	67	12.2%	76
Midlands	15.8%	174	16.0%	161	13.4%	13	13.7%	58	15.2%	133	15.3%	106	15.6%	82	18.9%	84	17.0%	90	14.3%	90
East England	7.1%	79	6.8%	68	10.7%	10	5.9%	25	6.9%	60	6.1%	42	7.5%	40	6.2%	28	6.6%	35	7.2%	45
London	17.6%	194	17.7%	178	16.5%	16	18.2%	78	17.5%	154	17.2%	118	16.8%	88	17.0%	76	20.2%	107	16.1%	101
Southern	10.5%	116	10.8%	108	7.9%	8	12.2%	52	10.0%	88	10.1%	70	10.2%	53	11.1%	49	9.0%	47	12.8%	80
Weighted base:		1100		1002		98		427		875		688		526		446		529		627
Sample:		1100		989		111		367		867		644		555		373		498		605