

Measuring and Understanding Public Opinion: Support for Overseas Charities

January 2014

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, January 2014".

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	16-34	35-54	55+	ABC1	C2DE								
Q01 Which of the following three statements best describes your attitude towards supporting overseas development charities? [PR]																
I feel it's more important to support people in need in the UK	45.6%	502	46.9%	248	44.5%	254	35.8%	129	49.8%	190	51.0%	183	35.3%	189	55.4%	314
I feel it's equally important to support people in need in the UK and the developing world	46.8%	515	44.9%	238	48.6%	277	56.4%	203	45.0%	172	39.1%	141	58.2%	311	36.1%	204
I feel it's more important to support the needs of people in the developing world	3.8%	42	4.5%	24	3.1%	18	3.6%	13	3.8%	15	3.9%	14	3.8%	21	3.7%	21
(Don't know)	3.8%	42	3.7%	20	3.9%	22	4.2%	15	1.4%	5	5.9%	21	2.7%	14	4.9%	28
Weighted base:		1101		530		571		360		382		360		535		566
Sample:		1101		525		576		166		451		484		467		634

Mean score [Not very important = 1, Very important = 5]

Q02 For the following different charitable causes, please indicate how important each is to you by giving a number from 1 to 5, with 1 being not very important and 5 being very important [PR]

The Arts

1 - Not very important	36.5%	402	40.2%	213	33.0%	189	29.9%	108	43.3%	165	35.8%	129	32.9%	176	39.8%	226
2 -	17.2%	189	18.3%	97	16.2%	92	16.3%	59	20.0%	76	15.1%	54	21.4%	114	13.2%	75
3 -	22.4%	246	18.9%	100	25.6%	146	27.8%	100	19.1%	73	20.4%	73	24.0%	128	20.8%	118
4 -	6.4%	70	6.4%	34	6.3%	36	5.8%	21	6.6%	25	6.7%	24	6.8%	36	6.0%	34
5 - Very important	8.9%	98	9.0%	48	8.9%	51	9.4%	34	6.3%	24	11.3%	41	8.4%	45	9.5%	54
(Don't know)	8.7%	95	7.1%	38	10.1%	57	10.7%	39	4.8%	18	10.7%	39	6.5%	35	10.7%	60
Mean:		2.28		2.20		2.35		2.42		2.08		2.36		2.32		2.24
Weighted base:		1101		530		571		360		382		360		535		566
Sample:		1101		525		576		166		451		484		467		634

Hospitals and hospices

1 - Not very important	1.9%	21	2.7%	15	1.2%	7	1.3%	5	0.8%	3	3.8%	14	1.5%	8	2.3%	13
2 -	1.6%	18	1.7%	9	1.5%	9	0.6%	2	1.8%	7	2.4%	9	1.7%	9	1.6%	9
3 -	9.1%	100	12.0%	64	6.4%	36	9.0%	32	10.9%	42	7.3%	26	10.8%	58	7.5%	43
4 -	19.2%	212	21.3%	113	17.3%	99	22.8%	82	20.3%	78	14.5%	52	23.9%	128	14.9%	84
5 - Very important	65.9%	725	60.6%	321	70.8%	404	64.3%	231	65.4%	250	67.9%	244	60.8%	325	70.6%	400
(Don't know)	2.2%	25	1.6%	9	2.8%	16	1.9%	7	0.8%	3	4.1%	15	1.3%	7	3.1%	18
Mean:		4.49		4.37		4.60		4.51		4.49		4.46		4.43		4.55
Weighted base:		1101		530		571		360		382		360		535		566
Sample:		1101		525		576		166		451		484		467		634

Overseas aid and disaster relief

1 - Not very important	15.9%	175	20.4%	108	11.7%	67	9.4%	34	16.0%	61	22.3%	80	12.9%	69	18.7%	106
2 -	11.0%	121	9.6%	51	12.4%	71	11.0%	39	11.2%	43	10.9%	39	9.3%	50	12.6%	71
3 -	25.3%	278	25.3%	134	25.3%	144	21.0%	75	32.5%	124	21.9%	79	27.4%	147	23.2%	132
4 -	22.7%	249	22.5%	119	22.8%	130	27.7%	100	22.9%	87	17.3%	62	25.3%	135	20.2%	114
5 - Very important	22.1%	244	19.7%	104	24.4%	139	27.3%	98	16.5%	63	22.9%	82	22.6%	121	21.7%	123
(Don't know)	3.0%	33	2.6%	14	3.4%	20	3.6%	13	1.0%	4	4.6%	17	2.5%	13	3.6%	20
Mean:		3.25		3.12		3.37		3.55		3.13		3.08		3.36		3.14
Weighted base:		1101		530		571		360		382		360		535		566
Sample:		1101		525		576		166		451		484		467		634

Total Male Female 16-34 35-54 55+ ABC1 C2DE

Mean score: [Definitely disagree = 1, Tend to disagree = 2, Neither = 3, Tend to agree = 4, Definitely agree = 5]

Q03 The following questions ask about your attitudes and values – there are no wrong or right answers, please answer honestly to reflect your views.. Please indicate the degree to which you agree or disagree with each statement. [PR]

I Have A Keen Sense Of Adventure

Definitely disagree	16.8%	184	13.1%	69	20.2%	115	13.5%	49	12.6%	48	24.5%	88	15.5%	83	17.9%	101
Tend to disagree	17.9%	197	15.1%	80	20.6%	117	12.0%	43	19.4%	74	22.2%	80	20.3%	109	15.7%	89
Neither agree nor disagree	7.1%	78	7.4%	39	6.8%	39	4.1%	15	9.5%	36	7.5%	27	6.1%	32	8.0%	46
Tend to agree	25.3%	278	26.8%	142	23.9%	137	28.0%	101	27.8%	106	19.8%	71	25.0%	134	25.5%	144
Definitely agree	30.8%	339	36.1%	191	25.9%	148	40.4%	145	29.8%	114	22.4%	81	31.5%	168	30.2%	171
(Don't know)	2.1%	24	1.6%	8	2.6%	15	1.9%	7	1.0%	4	3.6%	13	1.6%	9	2.7%	15
Mean:		3.36		3.59		3.15		3.71		3.43		2.93		3.37		3.35
Weighted base:		1101		530		571		360		382		360		535		566
Sample:		1101		525		576		166		451		484		467		634

I Think We Should Strive For Equality For All

Definitely disagree	3.5%	39	4.5%	24	2.7%	15	1.9%	7	3.8%	14	4.9%	18	3.2%	17	3.8%	22
Tend to disagree	3.2%	36	3.8%	20	2.7%	15	1.8%	6	3.3%	13	4.6%	17	3.4%	18	3.1%	18
Neither agree nor disagree	3.6%	40	3.0%	16	4.1%	24	0.4%	1	4.4%	17	5.9%	21	3.0%	16	4.2%	24
Tend to agree	26.1%	288	25.1%	133	27.1%	155	28.4%	102	26.4%	101	23.6%	85	24.5%	131	27.7%	157
Definitely agree	60.2%	663	60.8%	322	59.7%	341	64.9%	233	60.5%	231	55.2%	199	63.3%	339	57.3%	324
(Don't know)	3.3%	36	2.8%	15	3.8%	21	2.6%	9	1.6%	6	5.8%	21	2.6%	14	3.9%	22
Mean:		4.41		4.38		4.44		4.57		4.39		4.27		4.45		4.37
Weighted base:		1101		530		571		360		382		360		535		566
Sample:		1101		525		576		166		451		484		467		634

I have an interest in politics

Definitely disagree	36.1%	397	31.6%	168	40.2%	229	38.5%	138	35.9%	137	33.8%	122	26.7%	143	44.9%	254
Tend to disagree	15.3%	169	11.9%	63	18.5%	106	14.9%	54	16.6%	63	14.4%	52	14.2%	76	16.4%	93
Neither agree nor disagree	6.9%	76	7.1%	38	6.7%	38	7.8%	28	7.7%	29	5.1%	18	10.7%	57	3.3%	18
Tend to agree	19.4%	213	21.1%	112	17.7%	101	17.2%	62	21.0%	80	19.8%	71	21.7%	116	17.2%	97
Definitely agree	20.4%	225	26.7%	141	14.6%	83	19.7%	71	18.3%	70	23.4%	84	25.3%	135	15.7%	89
(Don't know)	2.0%	22	1.5%	8	2.4%	14	1.9%	7	0.6%	2	3.6%	13	1.4%	8	2.5%	14
Mean:		2.72		2.99		2.47		2.64		2.69		2.84		3.05		2.41
Weighted base:		1101		530		571		360		382		360		535		566
Sample:		1101		525		576		166		451		484		467		634

I regularly donate to charity

Definitely disagree	15.0%	166	21.1%	112	9.4%	54	21.4%	77	11.5%	44	12.4%	44	15.2%	81	14.9%	84
Tend to disagree	8.0%	88	7.8%	41	8.3%	47	8.3%	30	9.3%	36	6.3%	23	6.6%	36	9.3%	53
Neither agree nor disagree	3.9%	43	4.0%	21	3.9%	22	5.0%	18	3.4%	13	3.4%	12	3.3%	18	4.5%	26
Tend to agree	26.5%	291	26.8%	142	26.2%	150	31.1%	112	29.3%	112	18.8%	68	26.5%	142	26.4%	150
Definitely agree	44.2%	487	38.4%	203	49.6%	283	32.2%	116	45.9%	175	54.4%	196	46.6%	249	42.0%	238
(Don't know)	2.3%	26	2.0%	10	2.7%	15	1.9%	7	0.6%	2	4.6%	17	1.7%	9	2.9%	17
Mean:		3.79		3.55		4.01		3.45		3.89		4.01		3.84		3.73
Weighted base:		1101		530		571		360		382		360		535		566
Sample:		1101		525		576		166		451		484		467		634

Individual contributions to charity can NOT make a real difference

Definitely disagree	47.3%	521	43.9%	233	50.5%	288	50.3%	181	47.5%	181	44.3%	159	51.9%	278	43.0%	243
Tend to disagree	20.0%	220	21.6%	114	18.5%	106	22.2%	80	18.9%	72	19.0%	68	20.5%	110	19.5%	111
Neither agree nor disagree	6.8%	75	6.5%	34	7.1%	41	4.8%	17	7.9%	30	7.6%	27	7.0%	37	6.7%	38
Tend to agree	11.9%	132	12.6%	67	11.4%	65	11.0%	40	12.9%	49	11.8%	43	10.4%	55	13.4%	76
Definitely agree	7.1%	79	9.4%	50	5.1%	29	6.0%	22	7.2%	28	8.2%	29	4.9%	26	9.3%	53
(Don't know)	6.8%	74	6.0%	32	7.5%	43	5.7%	20	5.5%	21	9.2%	33	5.4%	29	8.1%	46
Mean:		2.05		2.17		1.94		1.94		2.08		2.13		1.90		2.20
Weighted base:		1101		530		571		360		382		360		535		566
Sample:		1101		525		576		166		451		484		467		634

	Total	Male	Female	16-34	35-54	55+	ABC1	C2DE								
Q04 Which charities do you regularly donate to? [MR]																
Cancer Research and support	28.8%	317	21.8%	115	35.4%	202	21.8%	78	32.8%	125	31.5%	113	26.6%	142	30.9%	175
Child welfare	19.6%	216	15.9%	84	23.1%	132	16.4%	59	24.4%	93	17.7%	64	21.9%	117	17.4%	99
Animal welfare	10.5%	116	7.6%	40	13.2%	75	8.9%	32	12.2%	46	10.3%	37	11.9%	64	9.2%	52
Health	10.5%	115	6.6%	35	14.1%	80	7.9%	29	12.3%	47	11.0%	40	9.6%	51	11.3%	64
Developing countries and Word aid	9.8%	108	11.4%	60	8.3%	47	5.8%	21	12.5%	48	10.9%	39	12.2%	65	7.5%	42
Disability	7.0%	77	5.1%	27	8.8%	50	5.1%	18	7.1%	27	8.8%	32	6.3%	34	7.7%	43
Disaster relief	6.5%	72	6.8%	36	6.3%	36	7.8%	28	3.8%	15	8.1%	29	7.9%	42	5.2%	30
Hospice / care	6.3%	70	4.0%	21	8.5%	48	3.7%	13	5.8%	22	9.6%	34	7.5%	40	5.2%	30
Emergency service support	5.4%	60	5.1%	27	5.7%	33	2.1%	8	4.4%	17	9.8%	35	4.4%	23	6.4%	36
Local causes	4.8%	53	5.3%	28	4.4%	25	2.8%	10	5.5%	21	6.2%	22	7.8%	42	2.0%	12
Mental health	3.0%	33	2.0%	10	3.9%	22	2.8%	10	2.7%	10	3.4%	12	3.0%	16	3.0%	17
Recovery from the affect of conflict	2.8%	30	3.4%	18	2.2%	13	0.4%	2	3.3%	13	4.5%	16	3.2%	17	2.4%	13
Homeless	2.6%	29	2.3%	12	3.0%	17	1.9%	7	2.3%	9	3.8%	14	3.0%	16	2.3%	13
Environment	2.4%	26	2.2%	11	2.5%	15	1.7%	6	2.2%	8	3.2%	11	4.0%	22	0.8%	4
Elderly welfare	1.4%	16	1.1%	6	1.7%	10	0.3%	1	1.8%	7	2.2%	8	1.6%	9	1.2%	7
Conservation and Heritage	0.7%	7	0.5%	3	0.8%	5	0.0%	0	1.0%	4	1.1%	4	1.0%	5	0.4%	2
Family support	0.3%	3	0.3%	2	0.2%	1	0.0%	0	0.5%	2	0.3%	1	0.3%	1	0.3%	1
(None / don't know)	35.2%	388	42.7%	226	28.3%	161	46.5%	167	27.7%	106	31.9%	115	31.7%	169	38.5%	218
Weighted base:		1101		530		571		360		382		360		535		566
Sample:		1101		525		576		166		451		484		467		634

Q05 Which charities can you think of that aid third world countries? [MR]																
Oxfam	33.9%	373	34.5%	183	33.4%	191	28.4%	102	40.4%	154	32.4%	117	42.5%	227	25.8%	146
Other	22.0%	242	24.7%	131	19.4%	111	20.2%	73	27.9%	106	17.4%	63	26.6%	142	17.6%	100
British Red Cross	21.4%	235	21.1%	112	21.6%	123	23.2%	83	24.8%	95	15.9%	57	25.5%	137	17.4%	99
WaterAid	11.4%	126	11.1%	59	11.7%	67	11.6%	42	14.0%	54	8.4%	30	12.9%	69	10.0%	57
Save the Children Fund	11.3%	125	11.3%	60	11.4%	65	8.1%	29	12.6%	48	13.2%	48	12.8%	68	10.0%	56
Christian Aid	9.0%	99	10.1%	53	8.0%	46	5.6%	20	10.7%	41	10.6%	38	13.0%	69	5.3%	30
DEC (Disasters Emergency Committee)	2.4%	26	2.4%	13	2.4%	14	0.2%	1	3.7%	14	3.2%	12	3.2%	17	1.7%	9
ActionAid	1.9%	21	0.9%	5	2.8%	16	0.0%	0	2.5%	10	3.0%	11	2.5%	13	1.3%	7
World Vision	0.7%	7	0.4%	2	1.0%	5	0.0%	0	0.9%	4	1.1%	4	0.9%	5	0.5%	3
(Don't know)	21.8%	240	23.6%	125	20.2%	115	25.9%	93	13.8%	53	26.2%	94	15.1%	81	28.2%	160
(None)	12.0%	132	10.8%	57	13.1%	75	12.3%	44	11.2%	43	12.5%	45	9.8%	52	14.1%	80
Weighted base:		1101		530		571		360		382		360		535		566
Sample:		1101		525		576		166		451		484		467		634

Q06 Which of these charities that aid third world countries have you heard of? [MR/PR]																
British Red Cross	94.5%	1040	94.1%	499	94.8%	542	93.2%	335	97.1%	370	92.9%	334	96.4%	515	92.7%	525
Oxfam	94.5%	1040	94.2%	499	94.7%	541	93.2%	335	96.7%	369	93.2%	335	96.8%	517	92.3%	523
Save the Children Fund	92.2%	1015	91.0%	482	93.3%	533	88.6%	319	96.6%	369	91.1%	328	95.4%	510	89.1%	505
Christian Aid	86.6%	954	84.4%	447	88.7%	507	76.6%	275	93.6%	357	89.2%	321	89.8%	480	83.6%	474
WaterAid	77.4%	852	72.9%	386	81.6%	466	77.4%	278	75.4%	288	79.5%	286	82.3%	440	72.8%	412
ActionAid	66.7%	734	62.3%	330	70.8%	405	63.2%	227	69.4%	265	67.3%	242	73.7%	394	60.1%	340
World Vision	58.9%	648	48.4%	256	68.5%	391	54.8%	197	62.3%	238	59.2%	213	60.2%	322	57.6%	326
DEC (Disasters Emergency Committee)	43.7%	482	43.8%	232	43.7%	250	36.4%	131	47.5%	181	47.1%	170	47.8%	255	39.9%	226
(Don't know)	2.4%	27	2.3%	12	2.5%	14	3.3%	12	0.9%	3	3.1%	11	2.2%	12	2.6%	15
(None)	1.3%	14	1.2%	6	1.3%	7	1.3%	5	0.1%	0	2.4%	9	0.4%	2	2.1%	12
Weighted base:		1101		530		571		360		382		360		535		566
Sample:		1101		525		576		166		451		484		467		634

SEX Sex of respondent																
Male	48.1%	530	100.0%	530	0.0%	0	49.8%	179	49.5%	189	44.9%	162	49.2%	263	47.1%	267
Female	51.9%	571	0.0%	0	100.0%	571	50.2%	181	50.5%	193	55.1%	198	50.8%	272	52.9%	300
Weighted base:		1101		530		571		360		382		360		535		566
Sample:		1101		525		576		166		451		484		467		634

	Total	Male	Female	16-34	35-54	55+	ABC1	C2DE								
AGE To ensure we get a representative sample, could I ask how old you are ?																
16 to 24	15.1%	166	15.9%	84	14.4%	82	46.3%	166	0.0%	0	0.0%	0	12.7%	68	17.4%	99
25 to 34	17.5%	193	17.9%	95	17.2%	98	53.7%	193	0.0%	0	0.0%	0	20.9%	112	14.4%	81
35 to 44	18.4%	202	18.9%	100	17.9%	102	0.0%	0	53.0%	202	0.0%	0	19.8%	106	17.1%	97
45 to 54	16.3%	179	16.8%	89	15.8%	90	0.0%	0	47.0%	179	0.0%	0	16.6%	89	16.0%	90
55 to 64	13.1%	144	13.4%	71	12.8%	73	0.0%	0	0.0%	0	40.1%	144	13.7%	73	12.5%	71
65 +	19.6%	216	17.1%	91	21.9%	125	0.0%	0	0.0%	0	59.9%	216	16.3%	87	22.7%	129
Weighted base:	1101		530		571		360		382		360		535		566	
Sample:	1101		525		576		166		451		484		467		634	

SG1 Socio-economic group

AB	21.3%	235	25.0%	132	17.9%	102	22.7%	82	19.4%	74	22.0%	79	43.9%	235	0.0%	0
C1	27.2%	300	24.6%	130	29.7%	170	27.3%	98	31.5%	120	22.6%	81	56.1%	300	0.0%	0
C2	28.4%	312	28.0%	148	28.7%	164	27.5%	99	35.2%	134	21.9%	79	0.0%	0	55.1%	312
DE	23.1%	254	22.4%	119	23.7%	136	22.5%	81	13.9%	53	33.5%	120	0.0%	0	44.9%	254
Weighted base:	1101		530		571		360		382		360		535		566	
Sample:	1101		525		576		166		451		484		467		634	

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

Working full-time (30+ hours a week)	42.2%	464	54.7%	290	30.6%	175	42.0%	151	67.7%	258	15.2%	55	49.7%	266	35.0%	198
Part-time	17.1%	188	9.6%	51	24.0%	137	19.8%	71	19.9%	76	11.4%	41	16.8%	90	17.3%	98
Not working - e.g. full-time student, not looking for work, unemployed (excluding retired / invalid)	14.5%	160	11.5%	61	17.3%	99	28.2%	101	9.6%	37	6.1%	22	12.3%	66	16.6%	94
Not working (retired / invalid)	25.9%	285	23.6%	125	28.0%	160	9.7%	35	2.2%	8	67.2%	242	21.1%	113	30.3%	172
(Refused)	0.4%	4	0.6%	3	0.1%	1	0.3%	1	0.6%	2	0.1%	0	0.0%	0	0.7%	4
Weighted base:	1101		530		571		360		382		360		535		566	
Sample:	1101		525		576		166		451		484		467		634	

MAR Which of these best describes your current marital status ? [PR]

Married / Living as married	53.8%	592	51.0%	270	56.4%	322	39.4%	142	74.8%	285	45.8%	165	56.6%	303	51.1%	289
Single	25.2%	277	32.3%	171	18.6%	106	51.0%	183	15.9%	61	9.2%	33	24.2%	129	26.1%	148
Divorced	7.4%	81	6.2%	33	8.4%	48	3.7%	13	6.4%	25	11.9%	43	7.7%	41	7.0%	40
Widowed	11.5%	127	8.0%	42	14.8%	85	3.3%	12	1.4%	5	30.6%	110	9.5%	51	13.5%	76
Separated	1.3%	14	1.7%	9	0.9%	5	1.3%	5	1.1%	4	1.4%	5	1.0%	6	1.5%	9
(Refused)	0.8%	9	0.8%	4	0.9%	5	1.3%	5	0.3%	1	1.0%	4	1.0%	5	0.7%	4
Weighted base:	1101		530		571		360		382		360		535		566	
Sample:	1101		525		576		166		451		484		467		634	

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

None	73.1%	805	73.9%	391	72.4%	413	72.0%	259	50.8%	194	97.9%	352	69.2%	370	76.7%	435
One	11.2%	123	9.7%	51	12.6%	72	11.8%	42	20.4%	78	0.9%	3	11.7%	62	10.7%	61
Two	11.9%	131	13.1%	69	10.9%	62	10.8%	39	23.9%	91	0.4%	1	14.5%	78	9.5%	54
Three	3.0%	33	2.6%	14	3.4%	19	4.8%	17	4.1%	16	0.0%	0	4.0%	22	2.0%	11
Four	0.2%	2	0.2%	1	0.2%	1	0.0%	0	0.6%	2	0.0%	0	0.2%	1	0.2%	1
Five	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.2%	1
Six or more	0.1%	1	0.0%	0	0.2%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1
(Refused)	0.4%	4	0.6%	3	0.2%	1	0.3%	1	0.0%	0	0.9%	3	0.4%	2	0.5%	3
Weighted base:	1101		530		571		360		382		360		535		566	
Sample:	1101		525		576		166		451		484		467		634	

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

One	25.4%	280	26.7%	142	24.2%	138	14.8%	53	15.8%	60	46.1%	166	22.5%	120	28.1%	159
Two	50.5%	556	49.0%	259	52.0%	297	53.1%	191	55.4%	211	42.7%	154	56.5%	302	44.9%	254
Three	15.6%	172	14.1%	75	17.0%	97	20.0%	72	19.7%	75	6.8%	24	14.4%	77	16.8%	95
Four	6.1%	67	6.1%	32	6.0%	34	7.9%	28	7.4%	28	2.9%	10	3.7%	20	8.3%	47
Five	0.8%	9	1.0%	5	0.6%	4	0.8%	3	1.3%	5	0.3%	1	1.0%	5	0.7%	4
Six or more	1.0%	11	2.1%	11	0.0%	0	3.0%	11	0.0%	0	0.0%	0	1.4%	7	0.7%	4
(Refused)	0.6%	6	0.9%	5	0.2%	1	0.3%	1	0.3%	1	1.1%	4	0.6%	3	0.6%	3
Weighted base:	1101		530		571		360		382		360		535		566	
Sample:	1101		525		576		166		451		484		467		634	

	Total	Male	Female	16-34	35-54	55+	ABC1	C2DE								
IS2 ISBA region																
Ulster	2.6%	28	2.2%	12	2.9%	17	2.2%	8	2.6%	10	2.9%	10	2.1%	11	3.1%	17
Scotland	8.6%	95	8.8%	47	8.5%	49	4.5%	16	12.9%	49	8.2%	30	8.3%	44	8.9%	51
North / Borders	5.9%	65	5.5%	29	6.4%	36	4.5%	16	7.5%	29	5.7%	21	5.9%	32	5.9%	34
Lancashire	11.3%	124	13.5%	71	9.2%	53	12.4%	45	10.8%	41	10.7%	39	9.9%	53	12.6%	71
Yorkshire	9.8%	108	9.2%	49	10.4%	59	12.5%	45	10.8%	41	6.2%	22	7.5%	40	12.0%	68
Wales & South West	10.2%	112	9.9%	52	10.5%	60	10.8%	39	9.9%	38	9.9%	36	13.0%	69	7.6%	43
Midlands	15.2%	168	12.3%	65	18.0%	103	18.8%	68	12.0%	46	15.2%	55	14.5%	78	15.9%	90
East England	7.3%	80	8.3%	44	6.4%	37	7.9%	29	8.4%	32	5.6%	20	6.7%	36	7.9%	45
London	19.6%	216	19.6%	104	19.6%	112	18.7%	67	16.0%	61	24.3%	87	21.9%	117	17.4%	98
Southern	9.4%	104	10.8%	57	8.1%	47	7.7%	28	9.2%	35	11.3%	41	10.2%	55	8.6%	49
Weighted base:	1101	530	571	360	382	360	535	566								
Sample:	1101	525	576	166	451	484	467	634								

	Total		North (inc. Scotland)		Midlands (inc. Wales)		Southern	
Q01 Which of the following three statements best describes your attitude towards supporting overseas development charities? [PR]								
I feel it's more important to support people in need in the UK	45.6%	502	54.0%	212	41.4%	129	41.2%	152
I feel it's equally important to support people in need in the UK and the developing world	46.8%	515	38.4%	151	50.3%	157	52.1%	192
I feel it's more important to support the needs of people in the developing world	3.8%	42	4.6%	18	2.1%	6	3.9%	14
(Don't know)	3.8%	42	3.0%	12	6.3%	20	2.7%	10
Weighted base:		1101		393		312		368
Sample:		1101		455		282		267

Mean score [Not very important = 1, Very important = 5]

Q02 For the following different charitable causes, please indicate how important each is to you by giving a number from 1 to 5, with 1 being not very important and 5 being very important [PR]

The Arts

1 - Not very important	36.5%	402	41.4%	163	35.7%	111	31.4%	116
2 -	17.2%	189	19.8%	78	13.0%	41	17.7%	65
3 -	22.4%	246	18.7%	73	20.0%	62	28.3%	104
4 -	6.4%	70	5.5%	22	10.9%	34	3.6%	13
5 - Very important	8.9%	98	7.1%	28	8.7%	27	11.1%	41
(Don't know)	8.7%	95	7.5%	30	11.6%	36	7.9%	29
Mean:		2.28		2.10		2.37		2.41
Weighted base:		1101		393		312		368
Sample:		1101		455		282		267

Hospitals and hospices

1 - Not very important	1.9%	21	1.0%	4	3.4%	11	1.7%	6
2 -	1.6%	18	1.8%	7	0.7%	2	2.4%	9
3 -	9.1%	100	7.0%	27	13.9%	43	7.6%	28
4 -	19.2%	212	17.6%	69	18.5%	58	22.2%	82
5 - Very important	65.9%	725	71.4%	281	59.8%	186	64.3%	236
(Don't know)	2.2%	25	1.2%	5	3.8%	12	2.0%	7
Mean:		4.49		4.59		4.36		4.48
Weighted base:		1101		393		312		368
Sample:		1101		455		282		267

Overseas aid and disaster relief

1 - Not very important	15.9%	175	17.9%	70	15.3%	48	14.9%	55
2 -	11.0%	121	12.6%	49	10.2%	32	10.1%	37
3 -	25.3%	278	27.7%	109	23.0%	72	25.3%	93
4 -	22.7%	249	20.3%	80	23.5%	73	24.2%	89
5 - Very important	22.1%	244	20.1%	79	22.2%	69	23.1%	85
(Don't know)	3.0%	33	1.5%	6	5.8%	18	2.4%	9
Mean:		3.25		3.12		3.29		3.31
Weighted base:		1101		393		312		368
Sample:		1101		455		282		267

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

Mean score: [Definitely disagree = 1, Tend to disagree = 2, Neither = 3, Tend to agree = 4, Definitely disagree = 5]

Q03 The following questions ask about your attitudes and values – there are no wrong or right answers, please answer honestly to reflect your views.. Please indicate the degree to which you agree or disagree with each statement. [PR]

I Have A Keen Sense Of Adventure

Definitely disagree	16.8%	184	15.3%	60	14.8%	46	20.3%	75
Tend to disagree	17.9%	197	15.0%	59	19.3%	60	19.7%	72
Neither agree nor disagree	7.1%	78	8.0%	31	7.8%	24	5.5%	20
Tend to agree	25.3%	278	25.8%	101	32.5%	101	18.2%	67
Definitely agree	30.8%	339	34.5%	136	22.2%	69	34.4%	127
(Don't know)	2.1%	24	1.3%	5	3.4%	11	2.0%	7
Mean:		3.36		3.50		3.29		3.27
Weighted base:		1101		393		312		368
Sample:		1101		455		282		267

I Think We Should Strive For Equality For All

Definitely disagree	3.5%	39	3.9%	15	4.1%	13	2.9%	11
Tend to disagree	3.2%	36	3.5%	14	2.9%	9	3.5%	13
Neither agree nor disagree	3.6%	40	4.5%	18	2.9%	9	3.4%	13
Tend to agree	26.1%	288	29.7%	117	27.5%	86	20.4%	75
Definitely agree	60.2%	663	57.2%	225	57.6%	180	65.6%	241
(Don't know)	3.3%	36	1.2%	5	5.1%	16	4.1%	15
Mean:		4.41		4.34		4.39		4.48
Weighted base:		1101		393		312		368
Sample:		1101		455		282		267

I have an interest in politics

Definitely disagree	36.1%	397	43.2%	170	33.7%	105	30.1%	111
Tend to disagree	15.3%	169	13.9%	55	20.5%	64	12.9%	47
Neither agree nor disagree	6.9%	76	7.7%	30	8.8%	27	4.1%	15
Tend to agree	19.4%	213	20.0%	79	19.2%	60	18.6%	68
Definitely agree	20.4%	225	14.3%	56	14.4%	45	32.3%	119
(Don't know)	2.0%	22	0.8%	3	3.4%	11	2.0%	7
Mean:		2.72		2.48		2.59		3.10
Weighted base:		1101		393		312		368
Sample:		1101		455		282		267

I regularly donate to charity

Definitely disagree	15.0%	166	16.9%	66	11.2%	35	17.1%	63
Tend to disagree	8.0%	88	7.9%	31	12.0%	38	4.9%	18
Neither agree nor disagree	3.9%	43	3.2%	13	7.4%	23	1.8%	7
Tend to agree	26.5%	291	25.7%	101	31.6%	99	22.6%	83
Definitely agree	44.2%	487	45.2%	178	33.8%	106	51.3%	189
(Don't know)	2.3%	26	1.1%	4	3.9%	12	2.4%	9
Mean:		3.79		3.75		3.67		3.88
Weighted base:		1101		393		312		368
Sample:		1101		455		282		267

Individual contributions to charity can NOT make a real difference

Definitely disagree	47.3%	521	48.2%	189	37.1%	116	55.2%	203
Tend to disagree	20.0%	220	19.4%	76	24.9%	78	15.8%	58
Neither agree nor disagree	6.8%	75	8.2%	32	7.3%	23	5.1%	19
Tend to agree	11.9%	132	12.8%	50	15.5%	48	8.2%	30
Definitely agree	7.1%	79	7.6%	30	4.5%	14	8.9%	33
(Don't know)	6.8%	74	3.7%	15	10.6%	33	6.7%	25
Mean:		2.05		2.09		2.17		1.93
Weighted base:		1101		393		312		368
Sample:		1101		455		282		267

	Total	North (inc. Scotland)	Midlands (inc. Wales)	Southern				
Q04 Which charities do you regularly donate to? [MR]								
Cancer Research and support	28.8%	317	33.1%	130	24.8%	77	26.8%	99
Child welfare	19.6%	216	21.2%	83	17.4%	54	19.7%	73
Animal welfare	10.5%	116	12.1%	47	12.2%	38	7.7%	28
Health	10.5%	115	9.9%	39	8.3%	26	13.1%	48
Developing countries and Word aid	9.8%	108	6.5%	26	10.8%	34	11.8%	43
Disability	7.0%	77	8.5%	33	5.7%	18	6.4%	24
Disaster relief	6.5%	72	4.2%	16	4.6%	14	10.6%	39
Hospice / care	6.3%	70	5.3%	21	7.3%	23	6.2%	23
Emergency service support	5.4%	60	3.6%	14	6.1%	19	7.1%	26
Local causes	4.8%	53	4.3%	17	5.4%	17	4.9%	18
Mental health	3.0%	33	2.0%	8	2.0%	6	5.0%	18
Recovery from the affect of conflict	2.8%	30	2.5%	10	1.3%	4	4.4%	16
Homeless	2.6%	29	2.5%	10	1.6%	5	3.7%	14
Environment	2.4%	26	0.6%	2	3.4%	11	3.5%	13
Elderly welfare	1.4%	16	0.7%	3	2.2%	7	1.3%	5
Conservation and Heritage	0.7%	7	0.5%	2	0.0%	0	1.5%	5
Family support	0.3%	3	0.3%	1	0.2%	1	0.3%	1
(None / don't know)	35.2%	388	36.4%	143	39.6%	124	31.2%	115
Weighted base:		1101		393		312		368
Sample:		1101		455		282		267

Q05 Which charities can you think of that aid third world countries? [MR]								
Oxfam	33.9%	373	29.2%	115	39.7%	124	34.6%	127
Other	22.0%	242	19.4%	76	17.4%	54	27.6%	102
British Red Cross	21.4%	235	20.4%	80	17.6%	55	26.7%	98
WaterAid	11.4%	126	7.9%	31	12.5%	39	15.0%	55
Save the Children Fund	11.3%	125	10.5%	41	13.0%	41	11.1%	41
Christian Aid	9.0%	99	8.4%	33	7.5%	24	11.1%	41
DEC (Disasters Emergency Committee)	2.4%	26	1.6%	6	2.3%	7	3.3%	12
ActionAid	1.9%	21	1.1%	4	1.1%	3	3.4%	12
World Vision	0.7%	7	0.1%	0	0.0%	0	1.9%	7
(Don't know)	21.8%	240	20.6%	81	22.0%	69	21.9%	81
(None)	12.0%	132	18.4%	72	12.2%	38	5.4%	20
Weighted base:		1101		393		312		368
Sample:		1101		455		282		267

Q06 Which of these charities that aid third world countries have you heard of? [MR/PR]								
British Red Cross	94.5%	1040	95.4%	375	91.8%	287	95.5%	351
Oxfam	94.5%	1040	96.0%	377	91.1%	284	95.4%	351
Save the Children Fund	92.2%	1015	94.6%	372	90.9%	284	90.6%	333
Christian Aid	86.6%	954	87.8%	345	83.1%	259	89.0%	327
WaterAid	77.4%	852	73.3%	288	78.0%	243	82.6%	304
ActionAid	66.7%	734	66.1%	260	62.4%	195	70.3%	259
World Vision	58.9%	648	63.2%	248	55.0%	172	56.2%	207
DEC (Disasters Emergency Committee)	43.7%	482	41.3%	162	46.0%	143	44.9%	165
(Don't know)	2.4%	27	1.1%	4	5.3%	17	1.5%	5
(None)	1.3%	14	1.4%	5	0.9%	3	1.5%	5
Weighted base:		1101		393		312		368
Sample:		1101		455		282		267

SEX Sex of respondent

Male	48.1%	530	49.8%	196	45.5%	142	49.0%	180
Female	51.9%	571	50.2%	197	54.5%	170	51.0%	188
Weighted base:		1101		393		312		368
Sample:		1101		455		282		267

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

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

16 to 24	15.1%	166	12.7%	50	19.5%	61	14.1%	52
25 to 34	17.5%	193	18.2%	72	17.2%	54	17.3%	64
35 to 44	18.4%	202	21.6%	85	16.4%	51	16.6%	61
45 to 54	16.3%	179	19.1%	75	15.6%	49	13.7%	50
55 to 64	13.1%	144	12.3%	48	11.8%	37	14.7%	54
65 +	19.6%	216	15.9%	62	19.5%	61	23.5%	87
Weighted base:		1101		393		312		368
Sample:		1101		455		282		267

SG1 Socio-economic group

AB	21.3%	235	19.2%	75	19.1%	60	26.0%	96
C1	27.2%	300	23.8%	94	30.2%	94	28.6%	105
C2	28.4%	312	29.8%	117	29.5%	92	25.7%	94
DE	23.1%	254	27.1%	107	21.2%	66	19.8%	73
Weighted base:		1101		393		312		368
Sample:		1101		455		282		267

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

Working full-time (30+ hours a week)	42.2%	464	46.3%	182	36.5%	114	43.0%	158
Part-time	17.1%	188	16.4%	64	21.4%	67	13.6%	50
Not working - e.g. full-time student, not looking for work, unemployed (excluding retired / invalid)	14.5%	160	12.7%	50	17.7%	55	13.7%	50
Not working (retired / invalid)	25.9%	285	24.0%	94	24.4%	76	29.2%	107
(Refused)	0.4%	4	0.6%	2	0.0%	0	0.4%	2
Weighted base:		1101		393		312		368
Sample:		1101		455		282		267

MAR Which of these best describes your current marital status ? [PR]

Married / Living as married	53.8%	592	56.5%	222	50.8%	158	53.0%	195
Single	25.2%	277	23.6%	93	24.7%	77	27.1%	100
Divorced	7.4%	81	7.3%	29	9.5%	30	6.1%	22
Widowed	11.5%	127	10.5%	41	12.7%	40	12.1%	44
Separated	1.3%	14	0.9%	4	2.1%	7	0.7%	3
(Refused)	0.8%	9	1.1%	5	0.2%	1	1.1%	4
Weighted base:		1101		393		312		368
Sample:		1101		455		282		267

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

None	73.1%	805	67.7%	266	75.3%	235	76.6%	282
One	11.2%	123	11.8%	46	11.2%	35	10.9%	40
Two	11.9%	131	17.6%	69	8.5%	27	8.9%	33
Three	3.0%	33	2.0%	8	4.6%	14	2.7%	10
Four	0.2%	2	0.3%	1	0.2%	1	0.0%	0
Five	0.1%	1	0.0%	0	0.0%	0	0.2%	1
Six or more	0.1%	1	0.3%	1	0.0%	0	0.0%	0
(Refused)	0.4%	4	0.3%	1	0.2%	1	0.7%	3
Weighted base:		1101		393		312		368
Sample:		1101		455		282		267

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

One	25.4%	280	25.9%	102	27.2%	85	23.6%	87
Two	50.5%	556	49.3%	193	47.9%	150	54.1%	199
Three	15.6%	172	15.1%	59	18.4%	57	13.5%	50
Four	6.1%	67	7.7%	30	5.5%	17	4.7%	17
Five	0.8%	9	1.5%	6	0.4%	1	0.4%	1
Six or more	1.0%	11	0.0%	0	0.0%	0	3.0%	11
(Refused)	0.6%	6	0.5%	2	0.6%	2	0.7%	3
Weighted base:		1101		393		312		368
Sample:		1101		455		282		267

	Total	North (inc. Scotland)	Midlands (inc. Wales)	Southern
IS2 ISBA region				
Ulster	2.6% 28	0.0% 0	0.0% 0	0.0% 0
Scotland	8.6% 95	24.2% 95	0.0% 0	0.0% 0
North / Borders	5.9% 65	16.7% 65	0.0% 0	0.0% 0
Lancashire	11.3% 124	31.6% 124	0.0% 0	0.0% 0
Yorkshire	9.8% 108	27.5% 108	0.0% 0	0.0% 0
Wales & South West	10.2% 112	0.0% 0	20.4% 64	13.2% 49
Midlands	15.2% 168	0.0% 0	53.8% 168	0.0% 0
East England	7.3% 80	0.0% 0	25.8% 80	0.0% 0
London	19.6% 216	0.0% 0	0.0% 0	58.6% 216
Southern	9.4% 104	0.0% 0	0.0% 0	28.2% 104
Weighted base:	1101	393	312	368
Sample:	1101	455	282	267

	Total	Charities in the UK should take priority (Q01)	Charities everywhere should be equal (Q01)	Charities overseas should take priority (Q01)	Arts - very important (Q02_1)	Hospitals / Hospices- very important (Q02_2)	Overseas development - very important (Q02_3)	Regularly donate to charity (Q03_4)								
Q01 Which of the following three statements best describes your attitude towards supporting overseas development charities? [PR]																
I feel it's more important to support people in need in the UK	45.6%	502	100.0%	502	0.0%	0	0.0%	0	40.2%	40	49.8%	361	18.6%	45	42.1%	328
I feel it's equally important to support people in need in the UK and the developing world	46.8%	515	0.0%	0	100.0%	515	0.0%	0	52.2%	51	45.2%	328	69.0%	168	52.5%	408
I feel it's more important to support the needs of people in the developing world	3.8%	42	0.0%	0	0.0%	0	100.0%	42	6.8%	7	3.3%	24	10.4%	25	4.2%	32
(Don't know)	3.8%	42	0.0%	0	0.0%	0	0.0%	0	0.8%	1	1.7%	12	2.0%	5	1.2%	9
Weighted base:		1101		502		515		42		98		725		244		778
Sample:		1101		549		464		46		88		744		239		802

Mean score [Not very important = 1, Very important = 5]

Q02 For the following different charitable causes, please indicate how important each is to you by giving a number from 1 to 5, with 1 being not very important and 5 being very important [PR]

The Arts

1 - Not very important	36.5%	402	47.5%	238	26.8%	138	34.0%	14	0.0%	0	37.8%	274	28.9%	70	35.1%	273
2 -	17.2%	189	16.8%	84	19.1%	98	14.4%	6	0.0%	0	16.9%	123	13.3%	32	17.4%	135
3 -	22.4%	246	17.3%	87	29.0%	149	13.1%	5	0.0%	0	20.1%	146	23.1%	56	23.6%	184
4 -	6.4%	70	5.1%	25	8.2%	42	4.1%	2	0.0%	0	7.5%	54	7.3%	18	6.9%	54
5 - Very important	8.9%	98	7.9%	40	10.0%	51	16.1%	7	100.0%	98	11.7%	85	18.2%	44	11.0%	86
(Don't know)	8.7%	95	5.5%	28	6.9%	36	18.4%	8	0.0%	0	6.0%	43	9.1%	22	6.0%	46
Mean:		2.28		2.04		2.52		2.44		5.00		2.35		2.70		2.38
Weighted base:		1101		502		515		42		98		725		244		778
Sample:		1101		549		464		46		88		744		239		802

Hospitals and hospices

1 - Not very important	1.9%	21	1.8%	9	1.9%	10	2.4%	1	1.6%	2	0.0%	0	0.4%	1	1.4%	11
2 -	1.6%	18	1.6%	8	1.5%	8	5.4%	2	0.0%	0	0.0%	0	1.6%	4	1.0%	8
3 -	9.1%	100	7.4%	37	10.2%	52	15.4%	6	3.0%	3	0.0%	0	6.5%	16	8.7%	67
4 -	19.2%	212	16.8%	85	22.7%	117	15.9%	7	9.0%	9	0.0%	0	8.1%	20	20.2%	157
5 - Very important	65.9%	725	71.8%	361	63.7%	328	58.2%	24	86.2%	85	100.0%	725	83.4%	203	68.3%	532
(Don't know)	2.2%	25	0.6%	3	0.1%	0	2.7%	1	0.3%	0	0.0%	0	0.0%	0	0.4%	3
Mean:		4.49		4.56		4.45		4.25		4.79		5.00		4.73		4.54
Weighted base:		1101		502		515		42		98		725		244		778
Sample:		1101		549		464		46		88		744		239		802

Overseas aid and disaster relief

1 - Not very important	15.9%	175	31.5%	158	2.2%	11	0.0%	0	18.8%	18	14.2%	103	0.0%	0	13.0%	101
2 -	11.0%	121	18.8%	94	5.2%	27	0.0%	0	1.8%	2	10.5%	76	0.0%	0	10.3%	80
3 -	25.3%	278	26.9%	135	25.7%	132	13.0%	5	13.7%	13	27.3%	198	0.0%	0	25.2%	196
4 -	22.7%	249	12.8%	64	33.0%	170	23.2%	10	20.3%	20	19.7%	143	0.0%	0	24.7%	192
5 - Very important	22.1%	244	9.0%	45	32.6%	168	61.1%	25	45.1%	44	28.0%	203	100.0%	244	25.3%	197
(Don't know)	3.0%	33	1.1%	6	1.2%	6	2.7%	1	0.3%	0	0.3%	2	0.0%	0	1.4%	11
Mean:		3.25		2.49		3.90		4.49		3.71		3.37		5.00		3.40
Weighted base:		1101		502		515		42		98		725		244		778
Sample:		1101		549		464		46		88		744		239		802

	Total	Charities in the UK should take priority (Q01)		Charities everywhere should be equal (Q01)		Charities overseas should take priority (Q01)		Arts - very important (Q02_1)		Hospitals / Hospices- very important (Q02_2)		Overseas development - very important (Q02_3)		Regularly donate to charity (Q03_4)	
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Mean score: [Definitely disagree = 1, Tend to disagree = 2, Neither = 3, Tend to agree = 4, Definitely agree = 5]

Q03 The following questions ask about your attitudes and values – there are no wrong or right answers, please answer honestly to reflect your views.. Please indicate the degree to which you agree or disagree with each statement. [PR]

I Have A Keen Sense Of Adventure

Definitely disagree	16.8%	184	19.8%	100	13.8%	71	18.3%	8	17.0%	17	18.5%	134	15.5%	38	17.1%	133
Tend to disagree	17.9%	197	17.1%	86	20.2%	104	8.0%	3	20.2%	20	16.7%	121	14.4%	35	18.0%	140
Neither agree nor disagree	7.1%	78	6.2%	31	8.0%	41	8.9%	4	8.2%	8	7.3%	53	10.9%	26	7.1%	55
Tend to agree	25.3%	278	23.6%	118	27.3%	140	26.7%	11	20.1%	20	25.3%	184	20.0%	49	25.1%	195
Definitely agree	30.8%	339	33.1%	166	30.3%	156	37.0%	15	34.1%	34	32.0%	232	38.8%	94	32.2%	251
(Don't know)	2.1%	24	0.2%	1	0.5%	3	1.1%	0	0.5%	0	0.1%	1	0.4%	1	0.4%	3
<i>Mean:</i>		3.36		3.33		3.40		3.57		3.34		3.36		3.52		3.37
Weighted base:		1101		502		515		42		98		725		244		778
Sample:		1101		549		464		46		88		744		239		802

I Think We Should Strive For Equality For All

Definitely disagree	3.5%	39	5.2%	26	2.3%	12	0.9%	0	1.8%	2	3.5%	26	2.9%	7	3.5%	28
Tend to disagree	3.2%	36	4.5%	23	2.0%	10	1.8%	1	1.3%	1	2.8%	20	2.3%	6	2.8%	22
Neither agree nor disagree	3.6%	40	4.1%	21	2.6%	13	6.1%	3	2.7%	3	3.1%	22	2.9%	7	3.1%	24
Tend to agree	26.1%	288	28.0%	141	24.7%	127	27.5%	11	21.9%	22	26.0%	188	23.2%	56	23.0%	179
Definitely agree	60.2%	663	56.2%	283	67.9%	350	53.9%	22	69.8%	69	63.4%	459	66.7%	163	66.0%	514
(Don't know)	3.3%	36	1.9%	9	0.6%	3	9.8%	4	2.4%	2	1.2%	9	2.0%	5	1.5%	12
<i>Mean:</i>		4.41		4.28		4.55		4.46		4.61		4.45		4.52		4.47
Weighted base:		1101		502		515		42		98		725		244		778
Sample:		1101		549		464		46		88		744		239		802

I have an interest in politics

Definitely disagree	36.1%	397	47.2%	237	24.9%	128	40.3%	17	36.2%	36	39.1%	283	31.4%	77	33.6%	261
Tend to disagree	15.3%	169	18.0%	91	14.8%	76	0.8%	0	19.0%	19	15.3%	111	8.7%	21	15.6%	121
Neither agree nor disagree	6.9%	76	5.3%	27	9.0%	47	2.8%	1	2.8%	3	6.7%	48	8.6%	21	7.1%	56
Tend to agree	19.4%	213	14.7%	74	25.1%	129	17.3%	7	17.9%	18	19.6%	142	23.8%	58	21.0%	163
Definitely agree	20.4%	225	14.5%	73	26.1%	135	36.0%	15	24.0%	24	19.2%	139	27.4%	67	22.7%	177
(Don't know)	2.0%	22	0.2%	1	0.1%	0	2.7%	1	0.0%	0	0.2%	1	0.1%	0	0.0%	0
<i>Mean:</i>		2.72		2.31		3.13		3.08		2.74		2.65		3.07		2.84
Weighted base:		1101		502		515		42		98		725		244		778
Sample:		1101		549		464		46		88		744		239		802

I regularly donate to charity

Definitely disagree	15.0%	166	19.1%	96	10.9%	56	13.5%	6	7.9%	8	14.5%	105	12.0%	29	0.0%	0
Tend to disagree	8.0%	88	10.0%	50	7.0%	36	4.1%	2	3.3%	3	8.8%	64	6.5%	16	0.0%	0
Neither agree nor disagree	3.9%	43	5.0%	25	2.6%	13	1.8%	1	0.0%	0	3.1%	23	0.4%	1	0.0%	0
Tend to agree	26.5%	291	22.1%	111	32.6%	168	16.9%	7	33.4%	33	27.5%	199	28.2%	69	37.4%	291
Definitely agree	44.2%	487	43.2%	217	46.7%	241	61.0%	25	53.9%	53	45.9%	332	52.7%	128	62.6%	487
(Don't know)	2.3%	26	0.6%	3	0.2%	1	2.7%	1	1.4%	1	0.2%	2	0.1%	0	0.0%	0
<i>Mean:</i>		3.79		3.61		3.97		4.11		4.24		3.82		4.03		4.63
Weighted base:		1101		502		515		42		98		725		244		778
Sample:		1101		549		464		46		88		744		239		802

Individual contributions to charity can NOT make a real difference

Definitely disagree	47.3%	521	42.3%	212	53.9%	278	62.9%	26	60.3%	59	48.1%	349	55.6%	136	53.1%	413
Tend to disagree	20.0%	220	18.2%	91	22.6%	116	11.9%	5	17.3%	17	20.3%	147	22.2%	54	19.1%	148
Neither agree nor disagree	6.8%	75	8.1%	41	5.6%	29	2.2%	1	9.0%	9	6.9%	50	4.8%	12	5.5%	43
Tend to agree	11.9%	132	15.3%	77	9.3%	48	9.9%	4	3.7%	4	11.0%	80	5.4%	13	12.2%	95
Definitely agree	7.1%	79	9.8%	49	4.7%	24	8.1%	3	6.3%	6	8.2%	59	7.2%	18	5.2%	41
(Don't know)	6.8%	74	6.4%	32	3.9%	20	5.0%	2	3.5%	3	5.5%	40	4.8%	12	5.0%	39
<i>Mean:</i>		2.05		2.28		1.84		1.83		1.74		2.06		1.81		1.92
Weighted base:		1101		502		515		42		98		725		244		778
Sample:		1101		549		464		46		88		744		239		802

	Total	Charities in the UK should take priority (Q01)	Charities everywhere should be equal (Q01)	Charities overseas should take priority (Q01)	Arts - very important (Q02_1)	Hospitals / Hospices - very important (Q02_2)	Overseas development - very important (Q02_3)	Regularly donate to charity (Q03_4)								
Q04 Which charities do you regularly donate to? [MR]																
Cancer Research and support	28.8%	317	30.1%	151	30.3%	156	18.3%	8	26.7%	26	34.5%	250	32.8%	80	40.8%	317
Child welfare	19.6%	216	16.4%	83	23.4%	121	30.0%	12	17.9%	18	20.4%	148	30.5%	74	27.7%	216
Animal welfare	10.5%	116	9.9%	50	11.5%	59	15.2%	6	14.9%	15	11.4%	83	11.5%	28	14.9%	116
Health	10.5%	115	10.3%	52	11.5%	59	5.0%	2	14.7%	14	12.0%	87	11.0%	27	14.8%	115
Developing countries and Word aid	9.8%	108	4.4%	22	15.0%	77	19.8%	8	15.5%	15	8.9%	64	21.0%	51	13.9%	108
Disability	7.0%	77	8.1%	41	6.6%	34	6.2%	3	6.1%	6	7.4%	54	8.2%	20	9.9%	77
Disaster relief	6.5%	72	3.7%	18	9.3%	48	13.5%	6	8.4%	8	6.2%	45	9.6%	23	9.2%	72
Hospice / care	6.3%	70	6.0%	30	7.5%	38	2.7%	1	6.6%	6	8.1%	58	5.7%	14	9.0%	70
Emergency service support	5.4%	60	6.5%	33	5.0%	26	2.9%	1	3.6%	4	6.6%	48	4.7%	11	7.7%	60
Local causes	4.8%	53	3.5%	17	6.8%	35	0.0%	0	1.1%	1	4.0%	29	4.9%	12	6.9%	53
Mental health	3.0%	33	2.7%	14	3.5%	18	2.1%	1	3.5%	3	3.8%	27	3.2%	8	4.2%	33
Recovery from the affect of conflict	2.8%	30	3.1%	15	2.7%	14	0.8%	0	0.8%	1	2.7%	20	1.5%	4	3.9%	30
Homeless	2.6%	29	1.7%	8	3.3%	17	8.1%	3	1.5%	1	2.8%	20	4.4%	11	3.7%	29
Environment	2.4%	26	0.7%	4	4.4%	22	0.0%	0	4.1%	4	2.1%	16	3.5%	9	3.3%	26
Elderly welfare	1.4%	16	1.4%	7	1.4%	7	3.4%	1	2.7%	3	1.5%	11	1.4%	3	2.0%	16
Conservation and Heritage	0.7%	7	0.4%	2	0.9%	5	1.8%	1	0.0%	0	0.3%	2	1.0%	2	1.0%	7
Family support	0.3%	3	0.2%	1	0.4%	2	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.4%	3
(None / don't know)	35.2%	388	39.5%	198	26.9%	138	33.8%	14	21.5%	21	30.4%	221	25.5%	62	8.3%	65
Weighted base:		1101		502		515		42		98		725		244		778
Sample:		1101		549		464		46		88		744		239		802
Q05 Which charities can you think of that aid third world countries? [MR]																
Oxfam	33.9%	373	28.6%	144	41.0%	211	33.3%	14	45.0%	44	32.6%	236	29.6%	72	35.5%	276
Other	22.0%	242	19.9%	100	24.6%	127	35.3%	15	19.2%	19	20.1%	146	22.9%	56	22.0%	172
British Red Cross	21.4%	235	18.4%	92	25.0%	129	34.6%	14	30.7%	30	22.7%	164	25.0%	61	21.8%	169
WaterAid	11.4%	126	9.3%	47	14.3%	73	10.0%	4	19.6%	19	11.0%	80	15.0%	36	11.8%	92
Save the Children Fund	11.3%	125	8.6%	43	12.6%	65	30.7%	13	9.3%	9	9.7%	71	15.7%	38	11.6%	90
Christian Aid	9.0%	99	6.7%	33	12.1%	62	7.4%	3	15.2%	15	7.9%	58	11.4%	28	10.9%	85
DEC (Disasters Emergency Committee)	2.4%	26	1.3%	6	3.5%	18	4.8%	2	3.0%	3	1.9%	14	4.8%	12	3.4%	26
ActionAid	1.9%	21	0.8%	4	3.2%	16	0.0%	0	3.1%	3	2.1%	15	3.0%	7	2.4%	18
World Vision	0.7%	7	0.0%	0	1.4%	7	0.0%	0	0.0%	0	1.0%	7	1.8%	4	1.0%	7
(Don't know)	21.8%	240	23.5%	118	17.6%	91	4.1%	2	11.0%	11	20.6%	149	20.2%	49	21.3%	166
(None)	12.0%	132	15.1%	76	9.1%	47	8.5%	4	15.4%	15	12.0%	87	8.0%	19	12.0%	93
Weighted base:		1101		502		515		42		98		725		244		778
Sample:		1101		549		464		46		88		744		239		802
Q06 Which of these charities that aid third world countries have you heard of? [MR/PR]																
British Red Cross	94.5%	1040	95.7%	481	97.7%	503	96.9%	40	97.5%	96	96.3%	698	96.3%	235	96.9%	754
Oxfam	94.5%	1040	96.0%	482	97.7%	503	89.7%	37	97.5%	96	97.3%	706	95.7%	233	96.4%	750
Save the Children Fund	92.2%	1015	92.6%	465	96.1%	495	95.7%	40	88.2%	87	93.9%	681	92.0%	224	94.5%	735
Christian Aid	86.6%	954	88.8%	446	89.2%	459	88.3%	37	87.1%	86	91.5%	663	89.5%	218	90.2%	702
WaterAid	77.4%	852	73.0%	367	84.4%	435	85.4%	35	82.5%	81	79.5%	577	84.0%	205	82.5%	642
ActionAid	66.7%	734	63.0%	317	73.2%	377	72.6%	30	81.1%	80	65.8%	477	67.4%	164	70.2%	546
World Vision	58.9%	648	55.6%	279	66.0%	340	52.3%	22	73.8%	73	62.3%	452	69.4%	169	63.0%	490
DEC (Disasters Emergency Committee)	43.7%	482	39.3%	197	49.7%	256	46.9%	19	42.4%	42	43.4%	315	47.4%	116	48.3%	375
(Don't know)	2.4%	27	0.9%	4	0.1%	0	2.7%	1	0.0%	0	1.0%	7	1.6%	4	0.6%	5
(None)	1.3%	14	1.2%	6	0.6%	3	0.0%	0	0.0%	0	0.8%	6	0.6%	1	0.5%	4
Weighted base:		1101		502		515		42		98		725		244		778
Sample:		1101		549		464		46		88		744		239		802
SEX Sex of respondent																
Male	48.1%	530	49.4%	248	46.2%	238	57.5%	24	48.6%	48	44.2%	321	42.8%	104	44.4%	345
Female	51.9%	571	50.6%	254	53.8%	277	42.5%	18	51.4%	51	55.8%	404	57.2%	139	55.6%	433
Weighted base:		1101		502		515		42		98		725		244		778
Sample:		1101		549		464		46		88		744		239		802

	Total	Charities in the UK should take priority (Q01)		Charities everywhere should be equal (Q01)		Charities overseas should take priority (Q01)		Arts - very important (Q02_1)		Hospitals / Hospices- very important (Q02_2)		Overseas development - very important (Q02_3)		Regularly donate to charity (Q03_4)	
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AGE To ensure we get a representative sample, could I ask how old you are ?

16 to 24	15.1%	166	8.8%	44	19.4%	100	21.5%	9	23.8%	23	14.7%	106	23.2%	56	12.9%	100
25 to 34	17.5%	193	16.8%	85	20.0%	103	9.2%	4	10.5%	10	17.2%	125	17.1%	42	16.4%	128
35 to 44	18.4%	202	19.9%	100	18.0%	93	19.4%	8	11.8%	12	18.3%	133	11.3%	28	19.6%	152
45 to 54	16.3%	179	17.9%	90	15.3%	79	15.6%	6	12.4%	12	16.1%	117	14.6%	36	17.3%	135
55 to 64	13.1%	144	12.7%	64	12.9%	67	15.3%	6	18.1%	18	13.7%	99	12.5%	30	12.6%	98
65 +	19.6%	216	23.8%	119	14.4%	74	18.9%	8	23.3%	23	20.1%	145	21.3%	52	21.2%	165
Weighted base:		1101		502		515		42		98		725		244		778
Sample:		1101		549		464		46		88		744		239		802

SG1 Socio-economic group

AB	21.3%	235	16.8%	84	24.8%	128	34.0%	14	23.9%	24	19.3%	140	21.7%	53	21.2%	165
C1	27.2%	300	20.8%	104	35.5%	183	15.5%	6	21.5%	21	25.5%	185	27.9%	68	29.0%	226
C2	28.4%	312	35.6%	179	22.8%	118	16.1%	7	31.3%	31	32.1%	232	28.1%	69	26.9%	209
DE	23.1%	254	26.8%	135	16.8%	87	34.4%	14	23.3%	23	23.1%	168	22.2%	54	22.9%	178
Weighted base:		1101		502		515		42		98		725		244		778
Sample:		1101		549		464		46		88		744		239		802

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

Working full-time (30+ hours a week)	42.2%	464	41.2%	207	45.1%	232	37.9%	16	34.4%	34	41.9%	304	40.6%	99	43.0%	334
Part-time	17.1%	188	18.3%	92	15.4%	79	7.6%	3	17.7%	17	16.5%	120	10.2%	25	15.4%	120
Not working - e.g. full-time student, not looking for work, unemployed (excluding retired / invalid)	14.5%	160	9.3%	47	18.7%	96	29.2%	12	22.0%	22	14.1%	102	22.4%	55	13.3%	103
Not working (retired / invalid)	25.9%	285	30.7%	154	20.6%	106	25.3%	11	26.0%	26	27.3%	198	26.8%	65	28.2%	219
(Refused)	0.4%	4	0.5%	2	0.3%	2	0.0%	0	0.0%	0	0.2%	2	0.0%	0	0.2%	1
Weighted base:		1101		502		515		42		98		725		244		778
Sample:		1101		549		464		46		88		744		239		802

MAR Which of these best describes your current marital status ? [PR]

Married / Living as married	53.8%	592	57.3%	288	52.7%	271	47.8%	20	42.8%	42	54.0%	392	45.6%	111	56.1%	437
Single	25.2%	277	18.0%	91	31.2%	161	23.1%	10	30.9%	30	23.4%	169	31.0%	75	22.0%	171
Divorced	7.4%	81	8.3%	42	6.6%	34	7.5%	3	9.0%	9	8.4%	61	10.4%	25	6.8%	53
Widowed	11.5%	127	13.9%	70	8.1%	42	11.7%	5	14.4%	14	12.3%	89	11.7%	28	12.9%	100
Separated	1.3%	14	1.8%	9	0.9%	5	1.8%	1	0.2%	0	1.3%	9	1.3%	3	1.2%	9
(Refused)	0.8%	9	0.7%	3	0.5%	3	8.1%	3	2.8%	3	0.7%	5	0.1%	0	1.0%	7
Weighted base:		1101		502		515		42		98		725		244		778
Sample:		1101		549		464		46		88		744		239		802

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

None	73.1%	805	73.6%	370	70.7%	364	75.5%	31	81.4%	80	73.7%	535	81.2%	198	72.4%	564
One	11.2%	123	10.6%	53	12.0%	62	19.1%	8	7.1%	7	12.0%	87	8.2%	20	11.8%	91
Two	11.9%	131	11.5%	58	13.6%	70	5.5%	2	10.2%	10	11.2%	81	7.7%	19	12.5%	98
Three	3.0%	33	2.9%	15	3.3%	17	0.0%	0	0.0%	0	2.3%	17	2.9%	7	2.8%	22
Four	0.2%	2	0.4%	2	0.1%	0	0.0%	0	0.0%	0	0.1%	1	0.0%	0	0.1%	1
Five	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Six or more	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0
(Refused)	0.4%	4	0.7%	3	0.2%	1	0.0%	0	1.3%	1	0.5%	3	0.0%	0	0.3%	3
Weighted base:		1101		502		515		42		98		725		244		778
Sample:		1101		549		464		46		88		744		239		802

	Total	Charities in the UK should take priority (Q01)	Charities everywhere should be equal (Q01)	Charities overseas should take priority (Q01)	Arts - very important (Q02_1)	Hospitals / Hospices- very important (Q02_2)	Overseas development - very important (Q02_3)	Regularly donate to charity (Q03_4)								
ADU How many adults aged 16 years or older, including yourself, live in your household ?																
One	25.4%	280	27.4%	138	21.9%	113	36.5%	15	35.5%	35	25.0%	181	25.5%	62	26.3%	204
Two	50.5%	556	49.1%	247	54.5%	281	40.2%	17	43.8%	43	48.2%	350	44.1%	107	50.7%	395
Three	15.6%	172	15.9%	80	14.8%	76	16.6%	7	12.8%	13	17.3%	125	18.6%	45	14.8%	115
Four	6.1%	67	6.4%	32	5.6%	29	0.0%	0	6.5%	6	6.4%	47	6.6%	16	5.5%	43
Five	0.8%	9	0.6%	3	0.6%	3	6.7%	3	0.0%	0	1.0%	7	0.8%	2	0.7%	6
Six or more (Refused)	1.0%	11	0.0%	0	2.1%	11	0.0%	0	0.0%	0	1.5%	11	4.5%	11	1.4%	11
	0.6%	6	0.7%	3	0.5%	2	0.0%	0	1.3%	1	0.6%	4	0.0%	0	0.6%	5
Weighted base:		1101		502		515		42		98		725		244		778
Sample:		1101		549		464		46		88		744		239		802
IS2 ISBA region																
Ulster	2.6%	28	1.9%	10	3.0%	16	6.3%	3	2.3%	2	3.0%	22	4.3%	11	3.0%	23
Scotland	8.6%	95	9.4%	47	7.8%	40	12.0%	5	5.2%	5	8.7%	63	7.4%	18	9.1%	71
North / Borders	5.9%	65	8.3%	42	3.5%	18	7.5%	3	2.3%	2	5.8%	42	2.9%	7	5.9%	46
Lancashire	11.3%	124	13.1%	66	9.8%	50	14.0%	6	13.9%	14	12.9%	94	9.7%	24	10.2%	80
Yorkshire	9.8%	108	11.4%	57	8.3%	43	9.8%	4	7.1%	7	11.2%	81	12.3%	30	10.5%	82
Wales & South West	10.2%	112	9.8%	49	11.5%	59	6.0%	2	13.3%	13	9.6%	69	7.3%	18	10.1%	78
Midlands	15.2%	168	13.2%	66	16.0%	82	9.2%	4	13.0%	13	13.7%	99	18.1%	44	13.7%	106
East England	7.3%	80	7.3%	37	7.5%	39	2.8%	1	7.4%	7	6.6%	48	7.3%	18	6.3%	49
London	19.6%	216	14.9%	75	24.2%	125	18.5%	8	33.0%	33	19.5%	141	23.9%	58	22.5%	175
Southern	9.4%	104	10.6%	53	8.5%	44	13.8%	6	2.5%	2	8.9%	65	6.8%	17	8.6%	67
Weighted base:		1101		502		515		42		98		725		244		778
Sample:		1101		549		464		46		88		744		239		802