

2016

Public trust and confidence in charities

Research conducted by Ipsos MORI for the Charity Commission for Northern Ireland

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Executive Summary

1 Executive Summary

1.1 Background

1.1.1 Background

- The Charity Commission for Northern Ireland (the Commission) is an independent body responsible for registering and regulating charities in Northern Ireland. The Commission was established by Royal Assent in March 2009, to deliver the legislative requirements of the Charities Act (Northern Ireland) 2008.
- The Commission commenced charity registration in Northern Ireland in December 2013, beginning the process of registering the thousands of charitable organisations operating in Northern Ireland. It is estimated that there are between 7,000 and 12,000 charities operating in Northern Ireland so registration will be a managed process, expected to take three to four years to complete in full.

1.1.2 Research objectives

- In October 2015, the Commission contracted Ipsos MORI to conduct a programme of qualitative and quantitative research with a number of audiences in Northern Ireland to explore views on the charitable sector. This is the first time the Commission has carried out this research and it will be used to inform the Commission's future strategy.
- The Commission plans to use the research to provide a baseline to monitor progress against the Commission's statutory objective to increase public trust and confidence in charities in Northern Ireland. More specifically this research was intended to:
 - Explore understanding of 'trust and confidence' and identify indicators of trust and confidence in charities;
 - Identify factors and key drivers that influence public trust and confidence in charities in Northern Ireland;
 - Establish baseline measures of trust and confidence in charities in Northern Ireland;
 - Measure public awareness of how charities are regulated in Northern Ireland;
 - Identify the role of charity regulation and establish how the Commission can help promote trust and confidence;
 - Assess trust and confidence in the Commission amongst those who are aware of it;
 - Identify the views of a variety of sub-groups and show any differences in extent of trust and confidence in charities; and,
 - Benchmark against data in trust and confidence by research conducted by other charity regulators in other regions.

1.1.3 Methodology

- There were two key elements to this project; an initial qualitative scoping exercise and a subsequent quantitative phase.

Qualitative phase

- Ipsos MORI conducted four focus groups with 29 members of the general public between the 10th and 12th November 2015. Two groups were conducted in Belfast, one in Derry/Londonderry and one in Newry. The groups comprised a range of men and women who were from different age groups and socio-economic backgrounds.
- In addition, eight depth interviews were carried out with a range of senior employees in five large charities and three small charities in Northern Ireland. A small charity was defined as a charity with an annual income of £100,000 or less per annum, while a large charity was defined as a charity with an annual income of more than £100,000.
- A topic guide for both the general public group discussions and the depth interviews was developed by Ipsos MORI in conjunction with the Commission to guide the discussion.

Quantitative phase

- The second phase of the project comprised a quantitative survey with the general public. A series of questions were added to Ipsos MORI's Northern Ireland omnibus, which is a monthly, multi-client survey, comprising a representative sample of the population aged 16+.
- 1,016 interviews were conducted with a representative sample of the population of Northern Ireland. A representative sample is achieved using quota sampling with quotas applied to the gender, age and social class variables based on the most recent Census estimates. Sampling points are also selected in proportion to the population to ensure a geographical spread.
- Fieldwork for the omnibus ran between 20th January and 8th February 2016. All interviews were conducted face-to-face and in-home using Computer Assisted Personal Interviews (CAPI) across 42 sampling points.

1.2 Trust and confidence in charities

1.2.1 Overall trust and confidence in charities

- The public was asked to rate overall levels of trust and confidence in charities. A scale of zero to 10 was used, where zero means that people do not trust charities at all and 10 means that people trust charities completely. Trust ratings were grouped as follows: scores eight to 10 indicate high levels of trust; scores five to seven indicate medium levels of trust and, scores zero to four indicate low levels of trust.
- Overall trust and confidence in charities varies largely; the mean trust score for Northern Ireland is 6.2.
- It appears the older the person, the lower the level of trust they have. 79% have a medium to high level of trust in charities (30% high; 49% medium). High levels of trust and confidence in charities is more typical among participants aged 16-34 compared to those aged 55 and over.

- A smaller proportion (18%) said they have a low level of trust and confidence in charities. Those from a lower socio-economic grouping are more likely to award a lower trust score than those from a higher socio-economic grouping.
- Across the group discussions, levels of trust and confidence in charities varied, with scores ranging between one and 10. Those who had higher levels of trust and confidence tend to give charities the 'benefit of the doubt.' Perceptions of trust and confidence are generally affected by negative stories in the media. Participants specifically mentioned the large salaries reported to be earned by Chief Executives of the larger charities.
- In addition, participants in the depth interviews displayed a high level of trust and confidence in charities.

1.2.2 Supporting charities

- Overall, charitable giving in Northern Ireland is high, with 90% claiming that they supported a charity in some way in the last six months. The main way participants support charities is through donations; either to a street collector (51%) or donating items to a charity shop or appeal (43%).
- Similar to the quantitative phase, many participants in the group discussions discussed how they support charities financially, either through donations or fundraising. While many claimed that they often donate spare change through charity boxes, males tend to be more cautious of doing so than females.
- When donating in this way, many females in the group discussions claim they do not check which charity the donations are for. However, males would be more inclined to check and would only donate if they recognised the charity. Generally, this only applies when people are donating relatively low sums. When donating large sums of money or registering for regular donations through direct debits, participants claim they would only donate to charities they know.

1.2.3 Factors influencing support of a charity

- The cause the charity represents is the main factor that influences the public's support for it; almost three quarters (74%) indicate this affects their decision. Significantly fewer (24%) claim the impact a charity has on the cause it represents would influence their decision to support it. Surprisingly, just one in ten (11%) indicate that trust influences their decision.
- During the qualitative exercise, four key themes emerged as to why participants tend to support certain charities: localness, the cause, reciprocity and guilt.

1.2.4 Placing this trust in context

- Participants were asked to use the same zero to 10 trust scale, as before, to rate their trust in nine sectors or professions. Of the nine sectors and professions measured, it appears that the public have higher trust in sectors and professions which are perceived

to be highly regulated. Whereas, those with lower levels of trust are perceived to have poorer regulation. Participants perceive charities to fall somewhere in the middle.

- As noted earlier, 30% have a high level of trust in charities; however, extent of trust is higher for doctors (69%), the police service (48%), public services (40%) and small companies (33%). Whereas, levels of trust are lower in banks (28%), the ordinary man/ woman in the street (27%), local council (19%), large companies (12%) and elected representatives e.g. MLAs (10%).
- Similarly, participants in the group discussions placed charities near the top, just below doctors, social services and churches. Participants tend to have less trust in banks, private companies and, elected representatives such as MLAs and MPs as these institutions were perceived to be 'out for themselves'.
- Interestingly, while participants have low trust in banks and national newspapers, they have higher trust in credit unions and local newspapers. Generally, participants claimed because these organisations are local they are perceived to be more trustworthy.

1.3 Drivers of overall trust in charities

1.3.1 Trust in a specific aspect of a charities work

- Over half of those interviewed (53%) have a high level of trust that charities will have a positive impact on the causes they represent while almost half (48%) trust charities to do what they say that they will. Similar proportions of participants display high levels of trust that charities are well managed (46%) and ensure the funds and/or donations they raise will be used properly (45%).
- Throughout the group discussions, participants, particularly males, claim they would only donate to charities that they recognise. In addition, many would be sceptical that their donations to large, international charities actually go where they are intended. For this reason, a small proportion indicated they would be less likely to trust some of the larger, international charities.

1.3.2 What is important to the public in terms of trust

- Almost nine in ten (87%) participants indicate that it is important to them that donations/funds raised by charities are used properly. Around the same proportion (85%) claim that it is important the charities have a positive impact on the causes they represent and that charities will do what they say they will. In addition, 84% of participants claim it is important to them that charities are well managed and are transparent about the way they spend their funds/collect donations.
- According to group participants, it is important to them that charities display fewer instances of aggressive fundraising techniques and tackle the perceived problem of 'chugging'. Similar to the quantitative phase, it is important to participants that charities are transparent about how they raise and manage their funds and donations.

1.3.3 Importance of transparency and reporting

- Almost all participants agree that charities should be transparent about how public donations are spent (92%; 61% strongly agree), generally this perception is more common among participants in higher socio-economic groupings.
- The same proportion feels it is important that charities demonstrate how they benefit the public (92%; 49% strongly agree). Despite this, fewer than two in five agree that they know where they can find out information about how charities are run (40%; 11% strongly agree). This is higher among younger people compared to older people aged 55 and over.
- In addition, 32% agree that they know where they can find out information about how charities are spending their money; 10% strongly agree. Similarly, those aged 35 to 54 and ABC1s are more likely to know where they could find out this information.
- Those involved in the qualitative element would also prefer that charities are open and transparent about donations, including providing a breakdown of how donations are spent. When asked, almost all participants would like charities to publish information about their organisation through various channels such as social media as well as on the charity's website.

1.3.4 Reported trust and confidence in charities

- Two thirds (66%) state that their trust and confidence in charities has stayed the same over the last two years, while 26% say it has decreased. Younger people are more inclined to claim that their levels of trust in charities have remained similar to two years ago, while those aged 55 and over are more likely to say that their levels of trust have decreased.
- Only a small proportion of participants (6%) say that their trust and confidence in charities has increased over the last two years; this perceived increase is more common among females.
- Throughout the group discussions, many indicated that their trust in charities has decreased in recent years. This was mainly attributed to the negative media stories that have emerged around chugging and aggressive fund raising techniques as well as salaries of senior members of staff in charities. In addition, participants feel some charities' fundraising methods are often too frequent and invasive, particularly when fundraisers call at their door in the evening.

1.3.5 Reasons for an increase in trust

- Over a third (35%) comment their trust increased due to personal experience of using a charity and/or its services. 23% state that their trust has increased due to volunteering or working for a charity and 20% state seeing the impact of a charities work in their local area.
- Across the group discussions, participants indicated their trust would increase if the charity is well-known or a long-established charity and does what it says it will. Similar

to the quantitative phase, locality plays a significant role in increasing trust in charities, as many participants claim they would be more inclined to trust a charity that provides services for people in their local area.

1.3.6 Reasons for a decrease in trust

- Negative stories reported in the media feature as a core reason why participants report their trust has decreased. Almost half (49%) whose levels of trust have decreased indicate that this was due to media coverage about how charities spend donations, while 40% claim that media stories about charities in general was a reason for decreased trust. In addition, 35% said media stories about fundraising practices used by some charities have decreased their trust and confidence in the charity sector.
- Generally, negative media stories tend to have a more pronounced impact on levels of trust in males, those from an ABC1 socio-economic grouping and those aged 55 and over.
- Throughout the group discussions, participants whose trust in charities had decreased in the last few years attributed this to a perceived lack of transparency within charities and similar to the quantitative phase, negative media coverage.

1.3.7 Awareness of charities in Northern Ireland

- Awareness of charities was strong across all group discussions, with participants naming a wide range of charities. Across the groups, many claimed that they donate to most of the charities mentioned and, generally, this is driven by the level of familiarity they have with them.

1.4 Impact of familiarity and size of charities

1.4.1 Familiarity

- The majority (86%) agree they are more likely to trust a charity if they believe in what it is trying to do. This was cited more frequently by those in higher socio-economic groupings. A similar proportion (85%) would be more likely to trust a charity if they have personal experience of it, and this is more common among females.
- In addition, 72% said that if they have heard of a charity, they are more likely to trust it. Again this is more likely to be cited among females and younger people. Similarly, participants during the qualitative exercise claimed they would trust a charity more if they believe in what it is trying to do and in the cause that it represents, especially if the cause is relevant and personal to them. In addition, if they have personal experience of a charity they would be inclined to trust it more.

1.4.2 Size and local service

- A sizeable proportion (70%) agree that they trust charities more if they are providing services in their local community, while 49% would trust charities more if they are based in Northern Ireland. Generally, females, older people i.e. aged 55 and over, and

participants in the C2DE socio-economic groupings are more likely to trust charities based on this.

- Almost half (47%) indicate they would trust smaller charities more than larger charities; this perception is more common among older people.
- Similar to the quantitative findings, small, local charities are perceived to be more trustworthy. However, it is acknowledged that small charities would not be able to raise the same large amounts of money which larger, international charities can, and therefore have as much impact.

1.5 Overall perceptions of charities

1.5.1 Perceptions of charities' conduct

- Almost all participants (94%) agree that proper regulation of charities is important. However, a significant proportion (59%) agrees that they know very little about how charities are actually run. This tends to be more prevalent among those from a lower socio-economic class.
- Many (58%) feel that most charities are trustworthy. However, it would seem participants aged 35-54 are less likely to think that charities are trustworthy compared to those aged 16-34 and those aged 55 and over. In addition, fewer C2DE participants feel that most charities are trustworthy compared to ABC1s.
- Throughout the group discussions few mentioned regulation however, when the topic was approached, almost all felt it is important charities are regulated. Most participants assumed the charity sector in Northern Ireland is regulated.

1.5.2 Administrative expenditure and fundraising

- Almost three quarters (72%) indicate that they perceive charities spend too much of their funds on salaries and administration. Generally, males are more likely to think this as opposed to females and older people i.e. those aged 55 and over.
- Despite this, many (60%) also agree that they trust charities to spend their funds appropriately, reinforcing the idea that people tend to give charities the benefit of the doubt. However, this opinion is more prevalent among females and those from a higher socio-economic class.
- In addition, as noted previously, some perceive fundraising methods used by charities make people uncomfortable (66% agree). Generally, males, older participants and ABC1s are more likely to think this.
- When discussing administrative expenditure and fundraising, most group participants perceived salaries for senior management in charities to be excessive. In addition, some of the perceived aggressive fundraising techniques used by charities are considered inappropriate and the perception is that they are targeted at older people.

1.5.3 Perception of salaries in charities

- Many discussed the remuneration packages that had been mentioned in the media relating to the Chief Executives of large, international charities. While some recognised that larger salaries may be necessary to encourage the 'best people' to apply for the post, others felt that a large salary should not be an expectation of a charity worker, as they are working for a cause. In addition, these large salaries cause participants to doubt whether all the donations and fundraising are going where they are intended.

1.5.4 Charities importance in society

- Charities are perceived to be of critical importance in Northern Ireland, with participants in the group discussions commenting how people in Northern Ireland are reliant on charities to provide services. In addition, participants perceived many services would not exist if charities did not provide them.
- Depth interview participants reiterated the same message to those in the group discussions, claiming the third sector in Northern Ireland is critical to society.

1.5.5 Charity beneficiaries

- Although few participants in this study had been beneficiaries of a charity, it was acknowledged through the qualitative phase of the research that charities play a vital role in society, by helping the most vulnerable and needy.

1.6 Charities, service provision and lobbying

- Qualitatively, the majority of participants believe that providing government funding to charities to provide some public services is a good idea. Participants claimed this would not impact their decision to donate. Charities were perceived to fill a gap that government services cannot fill, and these services need to be provided.
- Some feel charities could lose their independence if they receive government funding, but this was less of a consideration to the importance of transparency and accountability of public money.
- Lobbying is viewed as a necessary part of what charities do. It helps promote the cause a charity represents and is considered to keep critical issues at the forefront of policy makers' minds. Group participants feel there should be some limits on how much is spent on lobbying to ensure small charities' voices are heard too. However, depth interview participants feel there should not be a limit on this because some charities exist solely to lobby government.

1.7 Increasing trust in charities

- Qualitatively, to increase trust and confidence in charities, participants suggested:
 - greater openness and transparency from charities about what they do and how they are managed;

- feedback this information (what they do and how they are managed) to the general public;
- display information on how they are regulated, similar to banks;
- review fundraising activities; and,
- review salaries and bonuses for senior employees.

1.8 Public understanding of the Charity Commission

1.8.1 Effective regulation of charities

- Just over half (52%) indicate they think charities are regulated effectively. Typically, the perception of effective regulation is more common among the ABC1 socio-economic grouping and younger age groups. A significantly small proportion (21%) perceives charity regulation in Northern Ireland to be ineffective. Generally, this is expressed among older participants, that is, those 55 and over.
- It is interesting to note that almost three in ten (28%) participants did not know how effective the regulation of charities is in Northern Ireland. Older and middle aged participants are significantly more likely not to know how effectively charities were regulated in Northern Ireland.
- Generally, depth interview participants feel regulation of charities in Northern Ireland has been effective since the Commission was formed, with many commenting that the Commission does its job well.

1.8.2 Awareness of the Charity Commission

- The majority of participants (64%) in the quantitative phase indicate they have never heard of the Commission, and this was most common among younger groups and C2DEs. A much smaller proportion (33%) is aware that the Commission exists. Knowledge of the Commission is more likely to be among males, those aged 35-54 and ABC1s.
- Similarly, there was low awareness of the Commission among group participants. Those who had heard of the Commission before perceived it to be like an ombudsman for charities.
- As may be expected there was high awareness of the Commission among depth interview participants, with many having dealt with it in the past.

1.8.3 Trust in the Charity Commission

- Participants who were aware of the Commission were asked to rate their trust levels. The same 10-point scale and groupings were used as previous. The mean score for overall trust and confidence in the Commission is 6.9, which compares favourably to the mean trust score participants have in the charitable sector overall (6.2).

- Just over a third (36%) have a high level of trust in the Commission, they are more likely to be females and ABC1s. Most participants (44%) indicate they have a medium level of trust in the Commission while significantly fewer (8%) report low levels of trust.
- Few throughout the group discussions had heard of the Commission. Of those who had, most had a high level of trust and confidence in the Commission. Generally, these participants assumed if they had not heard many negative stories about it, it is doing its job effectively.

1.8.4 New awareness of the Charity Commission

- Among those who were not previously aware of the Commission, the existence of an organisation which regulates charities in Northern Ireland is positively received. Over half (58%) said that this new information had either a very or fairly positive impact on their trust and confidence, particularly among females and ABC1s. However, for almost a third (29%), this new knowledge had no impact on their trust and confidence about charities.
- Many in the group discussions claimed that they felt reassured knowing there is a Commission. A few participants felt the Commission needs to raise its profile in Northern Ireland either through the newspapers, television and social media, while most felt that charities should promote the Commission.
- In addition, most depth interview participants believed the general public's trust and confidence in the charitable sector would increase if people were aware of the Commission. Similarly, depth interview participants felt the Commission could publicise itself more, and suggested a campaign once the registration of charities is complete, in order to increase trust and confidence in the sector.

1.9 Key Driver Analysis

- Maintain the public's underlying propensity to trust charities by:
 - Addressing negative stories; and,
 - Promoting the Commission and its effectiveness in regulating charitable organisations.
- Charities need to demonstrate local presence and that they have effective processes and procedures for running the charity, regardless of size.

Background and methodology

2 Background and methodology

2.1 Background

The Charity Commission for Northern Ireland (the Commission) is an independent body responsible for registering and regulating charities in Northern Ireland. It registers charities after examining what the charity is set up to do and assessing whether this fits within the charity law description of charitable purposes. It regulates charities by ensuring they stay within the law and are run for the public benefit, and by investigating any serious allegations of wrong-doing by charities.

The Commission was established by Royal Assent in March 2009, to deliver the legislative requirements of the Charities Act (Northern Ireland) 2008. The Commission is sponsored by the Department for Communities (DfC) and has a number of legal functions where it uses powers similar to those of the High Court. The Charities Act (Northern Ireland) 2008 states that the Commission must keep a publicly accessible register of all charities in Northern Ireland.

The Commission commenced charity registration in Northern Ireland for the first time in December 2013, beginning the process of registering the thousands of charitable organisations operating in Northern Ireland. It is estimated that there are between 7,000 and 12,000 charities operating in Northern Ireland so registration will be a managed process, expected to take three to four years to complete in full. It is important to note compulsory charity registration is still relatively new in Northern Ireland, therefore at the present time the Commission can only estimate how many charities there are before the registration process is complete and there is a full register. This is still a work in progress.

2.2 Research objectives

In October 2015, the Commission contracted Ipsos MORI to conduct a programme of qualitative and quantitative research with a number of audiences in Northern Ireland to explore views on the charitable sector. This is the first time the Commission has carried out such research; it is very important as it will be used to inform the Commission's future strategy. Furthermore, given the challenging times some charities have faced recently, this research which explores public trust and confidence in charities is crucial for the sector as a whole. It is hoped that charities across Northern Ireland can use this research to gain further insight into the trust and confidence levels in the third sector and inform and assist them in shaping their own future planning.

The Commission plans to use the research to provide a baseline to monitor progress against the Commission's statutory objective to increase public trust and confidence in charities in Northern Ireland. More specifically this research was intended to:

- Explore understanding of 'trust and confidence' and identify indicators of trust and confidence in charities;
- Identify factors and key drivers that influence public trust and confidence in charities in Northern Ireland;

- Establish baseline measures of trust and confidence in charities in Northern Ireland;
- Measure public awareness of how charities are regulated in Northern Ireland;
- Identify the role of charity regulation and establish how the Commission can help promote trust and confidence;
- Assess trust and confidence in the Commission amongst those who are aware of it;
- Identify the views of a variety of sub-groups and show any differences in extent of trust and confidence in charities; and,
- Benchmark against data in trust and confidence by research conducted by other charity regulators in other regions.

2.3 Methodology

There were two key elements to this project; an initial qualitative scoping exercise and a subsequent quantitative phase.

2.3.1 Qualitative phase

Ipsos MORI conducted four focus groups with 29 members of the general public, across Northern Ireland between the 10th and 12th November 2015. In order to achieve representation from a wide range of people, each group discussion comprised a mix of men and women from different age groups and socio-economic groupings. Definitions and prevalence of the socio-economic groupings, provided by the Market Research Society¹, are appended to this report (Section 11.4). However, notably ABC1s are more likely to have professional or managerial positions and manage employees e.g. doctors, accountants or those in middle to high level management, those who own their own business and non-manual workers. C2DEs tend to be semi-skilled or non-skilled manual workers, those working casual jobs or those who are partially or wholly dependent on benefits. In addition, while the focus group locations were in cities, geographic recruitment reflected a mix of participants from rural and urban areas. The table below details the composition of each group.

Location	Age	Social Class
Belfast	18-34	ABC1
Belfast	35-54	C2DE
Derry/Londonderry	55+	ABC1
Newry	35-54	C2DE

Discussions lasted approximately one and a half hours covering a range of topics. A topic guide was developed by Ipsos MORI in conjunction with the Commission to guide the discussion. However, the conversations within the groups were allowed to be free flowing

¹ <https://www.mrs.org.uk/>

within the parameters of the topics under discussion. Qualitative exercises were also utilised during the discussions to assist participants in verbalising their feelings and thoughts. Findings from the groups were used to inform and assist with the development of the questionnaire for the quantitative phase of the research. The discussion guide used for the focus groups is appended to this report (Section 11.1).

In addition, eight depth interviews were carried out with a range of senior employees within charities. The purpose of the depth interviews was to ascertain the views of a range of charities regarding their own trust and confidence in the sector and their understanding of the work of and need for the Commission. The amended topic guide is appended to this report (Section 11.2).

The table below details the type and size of the charities interviewed as part of this phase of the research. Small and large charities were identified and recruited from lists of deemed² and registered charities published on the Commission's website³. A small charity was defined as a charity with an annual income of £100,000 or less per annum, while a large charity was defined as a charity with an annual income of more than £100,000. A list of 67 eligible charities was developed by Ipsos MORI, which the Commission approved. Charities were then selected at random and invited to participate in the research.

	Charity Size	Charity Type
Depth Interview	Small	Religion
	Small	Health or the saving of lives
	Small	Education
	Small	Arts, culture, heritage or science
	Small	Arts, culture, heritage or science
Depth Interview	Large	Citizenship or community development
	Large	Environmental protection or improvement
	Large	Environmental protection or improvement

2.3.2 Quantitative phase

The second phase of the project comprised a quantitative survey of the general public. The Commission added a series of questions to Ipsos MORI's Northern Ireland omnibus, which comprises a representative sample of the population aged 16 and over. In order for the

² Deemed charities are organisations which registered with Her Majesty's Revenue and Customs (HMRC) for charitable tax exemptions by 19 August 2013.

³ www.charitycommissionni.org.uk/manage-your-charity/register-your-charity/registration-list-and-expression-of-intent-form/

omnibus to be representative, a quota sampling approach is used, where we place quotas on a range of demographic variables such as age, gender, social class and location. Quotas are set in accordance with the 2011 Census data and are as follows.

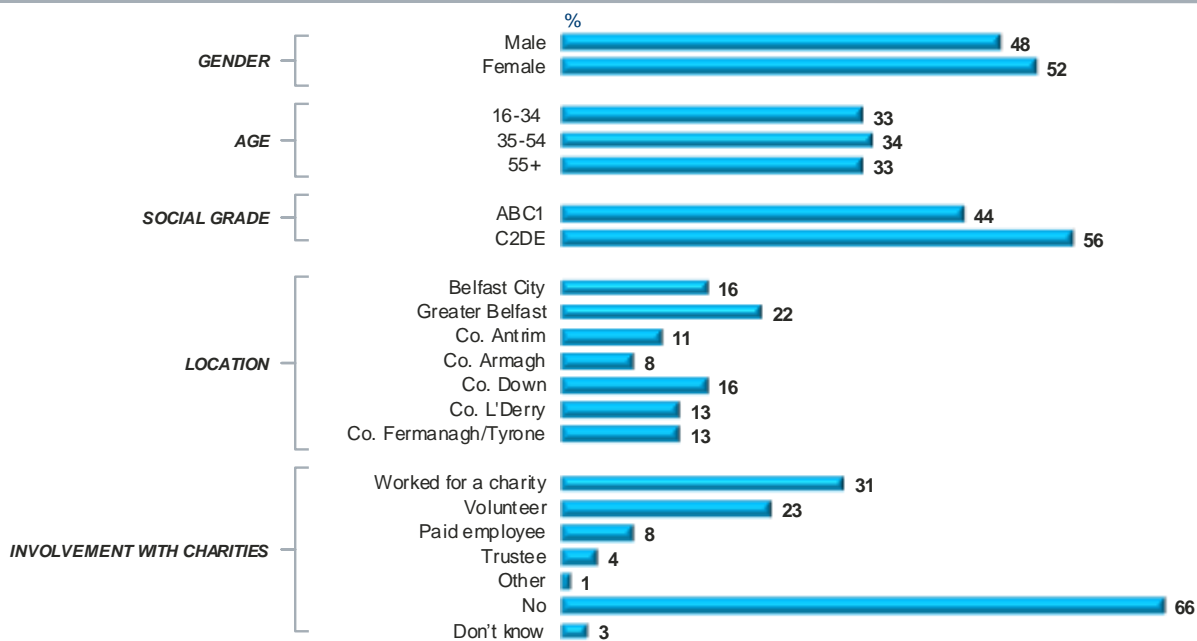
Age	16-29	25%	Sex	Male	48%
	30-44	26%		Female	52%
	45-59	24%	Location		
	60+	25%		Belfast City	16%
		Greater Belfast		22%	
		Co. Down		16%	
		Co. Armagh		8%	
Social Class	ABC1	44%		Co. Tyrone and Co. Fermanagh	13%
	C2DE	56%		Co. Londonderry	13%
				Co. Antrim	11%

Sampling is a two stage approach, where geographical points are selected, followed by the selection of participants within the geographical points. The sampling points are chosen at random from 285 electoral wards, across NI. Each sampling point may incorporate up to three wards depending on the population of the area. The number of sampling points would be selected in the urban and rural districts in proportion to the number of interviews to be completed, using a computer programme based on Wards. We would also ensure an urban/rural ratio of approximately 70:30 across Northern Ireland. Corrective rim weighting was applied to the data in instances where quotas had not been met.

Fieldwork for the omnibus ran between 20th January and 8th February 2016. All interviews were conducted face-to-face and in-home using Computer Assisted Personal Interviews (CAPI) across 42 sampling points.

The participant profile is outlined overleaf.

Participant profile



Base: All adults aged 16+ in Northern Ireland (1,016), January 20th – February 8th 2016

Source: Ipsos MORI

Ipsos MORI



© Ipsos MORI

The questionnaire used for the survey is appended to this report (Section 11.3).

The remainder of this report provides an in-depth analysis of both the quantitative and qualitative elements of the project. In addition, section 10 details a key driver analysis of trust and confidence in charities in Northern Ireland.

Trust and confidence in charities and other organisations

3 Trust and confidence in charities and other organisations

This section of the report provides a detailed analysis of the public's overall level of trust and confidence in charities, the ways in which people tend to support charities and the factors that influence this. The section also details the public's trust and confidence in charities in comparison to other sectors and professions in Northern Ireland.

3.1 Summary of key findings

Section 3: Summary of Key Findings

Overall trust and confidence in charities

- Most participants have a medium (49%) to high (30%) level of trust and confidence in charities.
- Across the group discussions, levels of trust and confidence in charities varied. Those who had higher levels of trust and confidence tend to give charities the 'benefit of the doubt.' Perceptions of trust and confidence are affected by negative stories in the media. Participants specifically mentioned the large salaries reported to be earned by CEOs of the larger charities.

Support for charities

- At least 90% of participants have supported a charity in some way in the last 6 months. The main way participants support charities is through donations, either to a street collector (51%) or donating items to a charity shop or appeal (43%).
- Similar to the quantitative phase, many participants in the groups discussed how they support charities financially, either through donations or fundraising. While many claimed that they often donate spare change through charity boxes, males tend to be more cautious of doing so than females.

Factors influencing support

- Almost three quarters (74%) indicate the cause the charity represents influences the public's decision to support a charity.
- This also emerged strongly throughout the group discussions. In addition, participants cited localness, reciprocity and guilt as other key factors influencing their decisions to support certain charities.

Placing trust in context

- Charities feature around the middle in terms of trust, when compared to other organisations and professions. 30% of participants recorded a high trust score in charities, while extent of trust is higher in other sectors or professions such as doctors (69%), the police service (48%), public services (40%) and small companies (33%).
- Similarly, participants in the group discussions placed charities near the top, just below doctors, social services and Churches. These professions were seen as more trustworthy, as they are perceived to be highly regulated.
- Participants tend to have less trust in banks, private companies and elected representatives such as MLAs and MPs as these institutions were perceived to be 'out for themselves'.

3.2 Overall trust and confidence in charities

3.2.1 Summary

Throughout the quantitative and qualitative exercises, overall levels of trust and confidence varied. Most participants appeared to have a medium level, while those who had higher levels tend to give charities the 'benefit of the doubt'. Negative media stories are the main cause of lower levels of trust and confidence in participants.

3.2.2 Quantitative and qualitative analysis

In the quantitative exercise, the public were asked to give an overall trust and confidence rating for charities using a scale of zero to 10, where zero means they do not trust charities at all and 10 means that they trust charities completely. For analysis purposes, trust ratings have been grouped as follows:

- Scores eight to 10 indicate **high levels of trust**;
- Scores five to seven indicate **medium levels of trust**; and,
- Scores zero to four indicate **low levels of trust**.

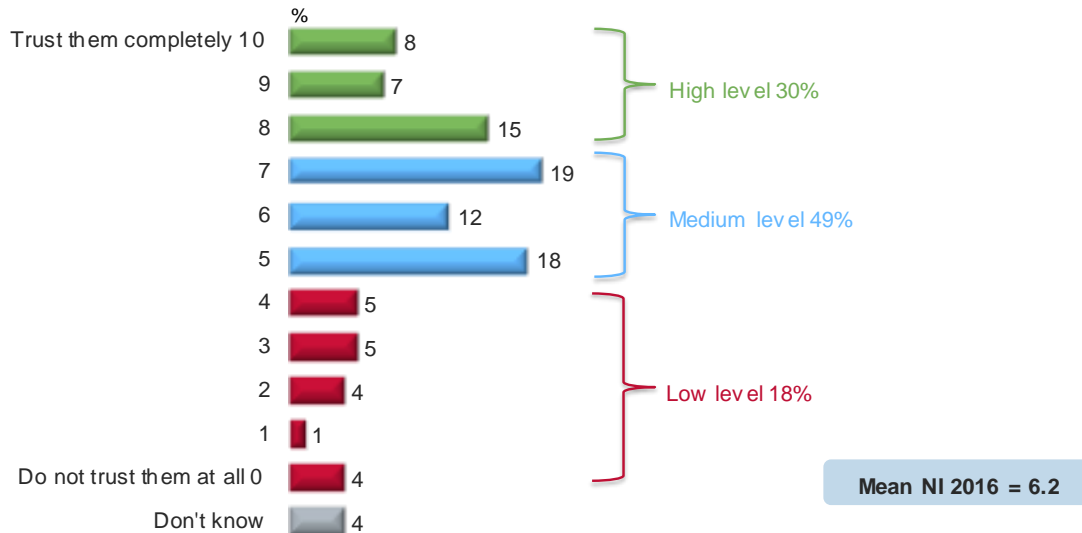
Overall trust and confidence in charities varies; the mean trust score for Northern Ireland is 6.2.

The 10-point scale revealed 79% have a medium to high level of trust and confidence in charities (30% high; 49% medium). A smaller proportion (18%) said they have a low level of trust and confidence in charities.

Overall trust and confidence in charities



Q01. How much trust and confidence do you have in charities in Northern Ireland?



Base: All adults aged 16+ in Northern Ireland (1,016), January 20th – February 8th 2016

Source: Ipsos MORI

Ipsos MORI

© Ipsos MORI



There appears to be a relationship between extent of trust in charities and the age of the participant, in that, the older the person, the lower the level of trust in charities. Participants aged 16-34 (35%) were more likely to award a score of eight, nine or 10 to charities, compared to those aged 35-54 (29%) and those aged 55 and over (26%). Meanwhile, a larger proportion of older participants, i.e. those aged 55 and over (22%), recorded a 0 to 4 score compared to those aged 35-54 (17%) and 16-34s (14%).

In relation to participants who have low levels of trust and confidence in charities, a larger proportion of those in lower social classes rated the sector between zero and four on the 10-point scale; 14% of ABC1s' trust scores in charities fell between zero and four compared to 21% of C2DEs.

This exercise was also carried out during the qualitative phase of the research. Levels of trust and confidence in charities varied among participants, with scores ranging from one to 10, across the groups. Those who gave higher scores indicated they tend to give charities 'the benefit of the doubt' and assume that charities are doing what they say they will do, because they are being funded by the public.

"I have no reason not to trust them."

Group participant, 35-54, ABC1, Newry

"I'd like to think they are trustworthy and the money you give is going where it is intended."

Group participant, 35-54, C2DE, Belfast

However, participants who gave lower scores attributed this to stories they had heard in the media regarding the salaries of some senior management and CEOs of charities. This is discussed further later in the report in Section 6.4.

In addition, participants in the depth interviews displayed a high level of trust and confidence in charities. Many had worked in the charitable sector their entire lives and perceived the sector to be trustworthy and honourable. Depth interview participants commented specifically how the sector is sometimes overshadowed with negative media stories, mainly regarding fundraising techniques, however despite this they believed charities in Northern Ireland are genuine and have the public's best interests at heart.

"You do hear bad stories, but there's just the odd rogue charity, most of them are genuine and are there for the people that need them."

Depth interview participant, Large charity

3.3 Support for charities

3.3.1 Summary

Across both the quantitative and qualitative exercises, most participants appear to have supported a charity in some way over the last six months. For most, financial support was often the most common way they have supported a charity. Specifically, participants were more inclined to donate money to street collectors and charity boxes, or donate items to charity shops or appeals.

3.3.2 Quantitative and qualitative analysis

As noted above, those interviewed in the quantitative exercise have supported charities in a number of ways in the last six months. Overall, charitable giving in Northern Ireland is high, with 90% claiming that they supported a charity in some way in the last six months.

The main way in which people tend to support charities in Northern Ireland is through donations, both financially and in terms of donating unwanted items. Just over half (51%) donated money to a street collector, while 43% donated items to a charity shop or charity appeal. Around a quarter of participants claim they have made a one-off donation to a charity for a specific campaign (27%) or sponsored someone who has taken part in a charity event (26%), while others have signed up to a regular direct debit (21%) during the last six months.

Fewer have given up their personal time for a charity, with 16% having taken part in a charity event themselves or volunteered for a charity (12%) in the last six months.

Support for charities in the last 6 months



Q02d. In which of the following ways have you supported a charity in the last 6 months?



Base: All adults aged 16+ in Northern Ireland (1,016), January 20th – February 8th 2016

Source: Ipsos MORI

Ipsos MORI



© Ipsos MORI

It would appear that there are significant differences in donating behaviour across a variety of demographics including gender, age and social class. Females and people aged 55 and over are more likely to have donated items to a charity shop or appeal in the last 6 months (50% and 55% respectively). Meanwhile, ABC1s are much more likely to have supported a charity in most ways, except through on-street collectors.

Furthermore, a larger proportion of males (12% compared to 7% of females), young people i.e. those aged 16-34 (14% compared to 9% of those aged 55 and over) and C2DEs (12% compared to 7% of ABC1s) have not supported a charity at all during the last six months.

Participants in the group discussions discussed a variety of ways they have supported charities in the past. Similar to the quantitative element, many support charities financially, either through donations or fundraising.

Many claimed that they often donate spare change through charity boxes, either if someone is collecting or at the till in a shop or supermarket. However, it would appear that males are more cautious of doing so than females. Many of the females across the qualitative exercise claimed they do not check which charity the donations are for, simply trusting that the money is going to a good cause. However, men would be more inclined to check this and would only donate to a registered charity.

"I don't even look at what I am donating to; I just throw the money in, half the time I don't even know what it's for."

Group participant, 35-54, ABC1, Newry

"I just throw my spare change into the poor box at the till."

Group participant, 35-54, C2DE, Belfast

Generally, this only applies when people are donating relatively low sums of money to collectors in the street. When participants are donating large sums of money or are signing-up to a direct debit, they would be inclined to only donate to charities they know.

"If you're giving a direct debit, trust does come into it. Drop-in boxes do not warrant your trust as much."

Group participant, 35-54, C2DE, Belfast

Others donate financially for fundraisers or big campaigns. Some participants mentioned how they would donate annually to Children in Need or participate in the Shoe Box appeal, because they have done so in the past.

"I would give to Children in Need annually but I don't normally think about them any other time during the year and it's just effortless to donate."

Group participant, 35-54, C2DE, Belfast

While others tend to donate when campaigns are run for natural disasters around the world.

Financial donations were not the only way participants had supported charities. Some had taken part in charitable events, such as the Belfast Marathon or other sporting fundraisers.

"I've cycled across the Great Wall of China, Cuba, Vietnam, Hong Kong, Brazil and Australia to raise money for the hospice in Derry."

Group participant, 55+, C2DE, Derry/Londonderry

In addition, participants in the depth interviews perceived that if the public has a high level of trust in a charity, they are likely to be more willing to donate or volunteer.

"The more someone trusts and believes in what you do, the more likely they are to help, it may be through volunteering or just giving a donation, every little helps."

Depth interview participant, Large charity

3.4 Factors influencing support of a charity

3.4.1 Summary

The cause a charity represents appears to be an over-riding factor that influences the public's support for a charity. This was evident across both elements of the research. In addition, qualitative participants highlighted localness, reciprocity and guilt as other key factors influencing their decision to support certain charities.

3.4.2 Quantitative and qualitative analysis

During the quantitative exercise specifically, a number of factors seem to influence the decision to support a charity. The cause a charity represents is the main factor that influences the public's support for a charity; almost three quarters (74%) indicate this affects their decision.

A much smaller proportion (24%) claims that the impact a charity has on the cause it represents would influence their decision to support that charity.

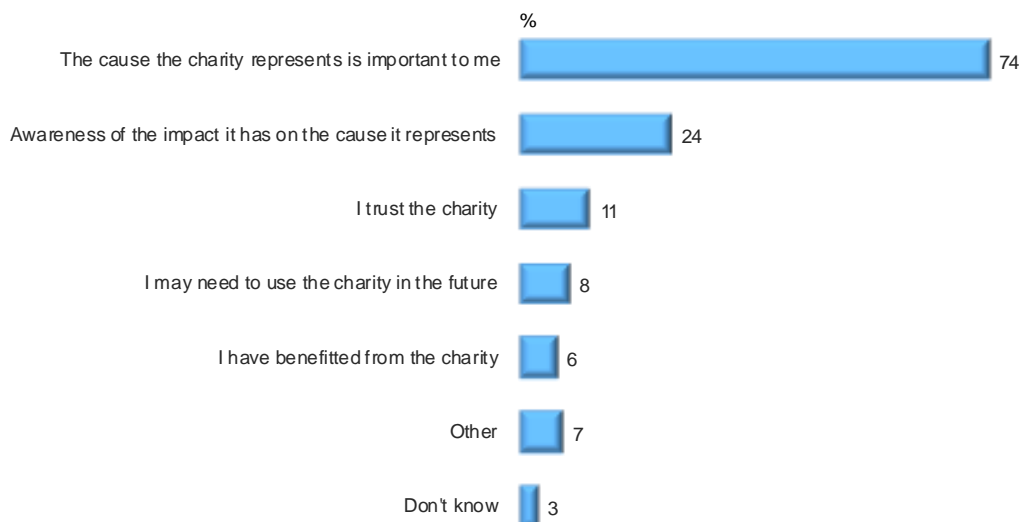
Surprisingly, just one in ten (11%) indicate that trust influences their decision. Meanwhile, the concept of reciprocity influences the decision of a small proportion (8%) i.e. there was a tendency to support a charity that participants may need to use in the future. Furthermore, just 6% would support a charity if they have benefitted from it in the past. This may be because we know that only one fifth (20%) have actually benefitted from or used the services of a charity. Therefore, it is not a main influential factor.

The factors that influence support of a charity do not differ depending on the demographic background of the individual.

Factors which influences decisions to support a charity



Q02e. What factors influence your decision to support a charity?



Base: All adults aged 16+ who have supported a charity in the last 6 months (894), January 20th – February 8th 2016

Source: Ipsos MORI

Ipsos MORI

© Ipsos MORI



During the qualitative exercise, four key themes emerged as to why participants tend to support certain charities:

- Localness;
- The cause;
- Reciprocity; and,
- Guilt.

The majority indicated they would be inclined to support a local charity, specifically mentioning local hospices and St Vincent de Paul. Participants claimed that they would be more likely to donate to a local charity as it helps people in their own area, and therefore, people would also be more likely to see the charities' efforts and work in the local

community. In addition, donating to local charities is important because participants recognise they may have to make use of the charities' services in the future.

"If a charity is local like St Vincent de Paul you will donate if you know it's helping people in your own area and you can see the work being done."

Group participant, 18-34, ABC1, Belfast

Furthermore, participants are more likely to support a charity because the cause it represents resonates with them. Participants talked about personal experiences which influence them to donate to a specific charity. Some mentioned how close friends of theirs had previously been homeless so they would be inclined to support charities such as the Simon Community. Others talked about immediate family members who had suffered from illnesses such as diabetes or cancer; they indicated this would influence them to support a charity which represents one of these causes.

"I'd support [a charity] because of personal reasons like if someone close to me died of cancer."

Group participant, 55+, C2DE, Derry/ Londonderry

"I would give to a good cause, something I feel passionate about. I've had friends that have previously been homeless so I would be giving towards homeless charities."

Group participant, 18-34, ABC1, Belfast

Some participants commented that they know people who have benefitted from a charity before; often this encourages support because they have first-hand knowledge of the benefits the charity can offer and the support it can provide. Guilt was also mentioned by a few participants; they indicated that donating to charity gives them a 'feel good factor', while others perceived people in Northern Ireland to be quite well-off, so they should donate to those less fortunate.

"Sometimes I feel we're very well off here so we need to give to the less fortunate."

Group participant, 35-54, C2DE, Belfast

3.5 Placing this trust in context

3.5.1 Summary

Across both the quantitative and qualitative exercises, charities rank favourably in comparison to some sectors and professions but are placed below others. Across both exercises participants tend to have lower levels of trust in banks, private companies and elected representatives such as Members of the Legislative Assembly (MLAs) and Members of Parliament (MPs), with many perceiving these institutions to be 'out for themselves'. Doctors, the police service, public services, small companies and Churches were placed above charities. Generally, these professions were seen as more trustworthy, as they are strictly regulated.

3.5.2 Quantitative and qualitative analysis

As noted, during the quantitative survey, participants were asked to score a range of sectors and professions on the same zero to 10-point trust scale used for charities previously. Overall, trust in nine sectors or professions were measured.

Of the nine sectors and professions tested, it appears that the public has higher trust in sectors and professions which are perceived to be highly regulated. Whereas, organisations with lower levels of trust were considered to have poorer regulation. Participants perceive charities to fall somewhere in the middle.

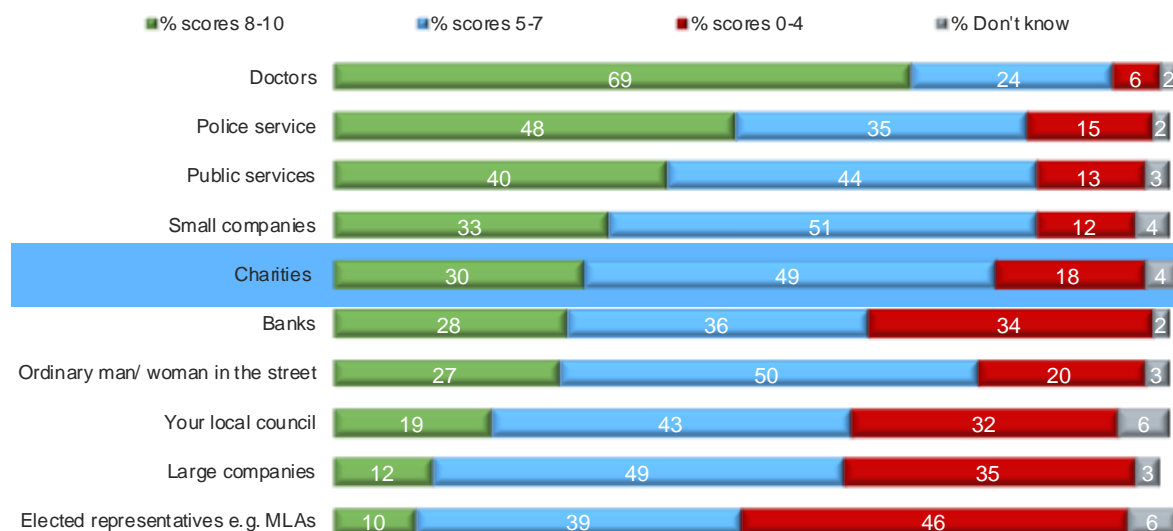
As previously detailed in section 3.2.2 of this report, 30% of participants recorded a trust score of eight, nine or 10 in charities. However, the extent of trust is much higher in other sectors or professions such as doctors (69%), the police service (48%) and public services (40%). Small companies (33%) feature just above charities (30%).

The extent of trust is lower for sectors and professions such as banks (28%), the ordinary man/woman in the street (27%), their local council (19%), large companies (12%) and elected representatives e.g. MLAs (10%).

Trust in other organisations and professions



Q04. On a scale of 0 to 10, where 0 is do not trust at all and 10 is trust them completely please tell me how much trust and confidence you have in..?



Base: All adults aged 16+ in Northern Ireland (1,016), January 20th – February 8th 2016

Source: Ipsos MORI

Ipsos MORI

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In the qualitative exercise, participants were asked to complete a similar task. The list presented to the qualitative participants differed slightly to that used in the quantitative exercise, as agreed with the Commission prior to the group discussions. The table below details the list of professions and sectors used in the quantitative and qualitative exercise:

Sectors and professions used in the qualitative exercise	Sectors and professions used in the quantitative exercise
Charities	Charities
Doctors	Doctors
PSNI	Police service
Banks	Public services
Ordinary man/woman in the street	Small companies
Your local council	Banks
MLAs	Ordinary man/woman in the street
Churches	Your local council
MPs	Large companies
Newspapers	Elected representatives
Private companies	
Social Services	

Similar to the quantitative exercise, charities generally featured near the top of participants' lists, just below doctors and social services. These professions were seen as more trustworthy, as they are strictly regulated; therefore, participants believed they would be held accountable for their actions and that there would be comeback if something went wrong with any of these professionals.

"They would all go above charities because of the legalities. There are institutions in place to prevent them from doing you wrong and investigate if something goes wrong."

Group participant, 35-54, ABC1, Newry

"Social services are supposed to help everyone; children, the elderly and the disabled. They are the support network and the first port of call if something bad happens."

Group participant, 35-54, C2DE, Belfast

Churches were also often placed above charities, with many perceiving Churches to be for the benefit of the public and moral leaders, so there is an expectation that they are trustworthy.⁴

⁴ Note that many Churches will also meet the legal definition of a charity and be required to register with the Commission.

"Churches teach you about the bible. They are supposed to be the moral leaders. They are not there to line their pockets and they are there for the benefit of the people that need them."

Group participant, 35-54, C2DE, Belfast

In contrast, participants tend to have less trust in banks, private companies and elected representatives such as MLAs and MPs. Participants generally perceive these institutions to be 'out for themselves', relating specifically to wage and expenses scandals with elected representatives and issues for the world economy that banks are perceived to have triggered. Therefore, the perception is that these sectors or professions are considerably less trustworthy than charities.

"The rest are all corrupt organisations and they receive a lot of press for it."

Group participant, 35-54, ABC1, Newry

Interestingly, while many participants placed banks near the bottom, some commented that they would place the Credit Union at the top. Similar to charities, the Credit Union is perceived to be more trustworthy because it is local.

"Banks are at the bottom however credit union would be at the top, again it's the local thing, and you trust them more."

Group participant, 35-54, ABC1, Newry

Similarly, many participants indicated they would be sceptical about national newspapers with some commenting that stories are often exaggerated or fabricated. However, participants feel local newspapers are more trustworthy and believable because they are reporting on stories in their area.

"I don't trust big newspapers but I would trust local papers that report on local stories."

Group participant, 18-34, ABC1, Belfast

Drivers of overall trust in charities

4 Drivers of overall trust in charities

This section outlines the extent of trust the public has in specific aspects of a charity's work and identifies what is important to the public in terms of trust. In addition, it highlights perceptions surrounding the importance of a charity's transparency and reporting. The section also details the extent to which trust in charities has increased or decreased in the last two years and the reasons for any changes in that.

4.1 Summary of key findings

Section 4: Summary of Key Findings

Trust in specific aspects of charities' work

- Over half (53%) have a high level of trust that charities will have a positive impact on the causes they represent. In addition, just under half (48%) have a high level of trust in charities to do what they say that they will.
- During the qualitative phase, participants claimed they would be more likely to trust the charities they recognise. In addition, some participants would be doubtful that their donations to larger, international charities would actually go where it is intended. This decreases levels of trust in these types of charities.

What is important to the public in terms of trust

- The most important factor when deciding to trust a charity is that donations/funds raised by charities are used properly (87% very important).
- Qualitatively, it is important to participants that charities eradicate aggressive fundraising techniques and limit 'chugging'. Similar to the quantitative phase, it is important to participants that charities are transparent about how they raise and manage their funds and donations.

Importance of transparency and reporting

- Almost all participants agree that charities should be transparent about how public donations are spent (92%; 61% strongly agree) and feel it is important that charities demonstrate how they benefit the public (92%; 49% strongly agree).
- Similarly, throughout the group discussions participants agreed charities should be honest about where their donation is going, and explain what exact percentage is going to the end cause or administration.

Reported trust and confidence in charities

- For two thirds (66%) trust and confidence in charities has stayed the same, while for 26% it has decreased. Only a small proportion of participants (6%) state that the degree to which they trust charities has increased over the last two years.
- For group participants, trust and confidence levels have decreased over the same time frame. Depth interview participants stated that their levels stayed the same, mainly due to the presence of the Commission.

Reasons for an increase or decrease in trust and confidence in charities

- Personal experience of using a charity (35%) was the main reason for an increase in trust in charities, while negative media coverage, particularly around how charities spend donations (49%) was the main reason for a decrease.
- Throughout the group discussions, it was claimed that trust increases if a charity is well-known or is long-established. In addition, if a charity does what it says it will and provides services for people in the local area, participants would be more likely to trust it. Similar to the quantitative phase, participants would be less likely to trust a charity if there has been negative media coverage surrounding it.

4.2 Trust in specific aspects of charities' work

4.2.1 Summary

During the quantitative phase, most participants say that they trust charities to have a positive impact on the causes they represent and to do what they say that they will. However, during the qualitative phase participants generally talked about other factors which influence their trust, such as trusting charities they recognise. In addition, some participants would be sceptical that donations to international charities would actually go where they are intended. For this reason, a few participants claimed they would be less likely to trust some of the larger, international charities.

4.2.2 Quantitative and qualitative analysis

During the quantitative phase of the project, the public was asked to use the same zero to 10 scale, as detailed previously in this report, to rate their trust and confidence in charities to do the following:

- Have a positive impact on the causes they represent;
- Do what they say that they will;
- Be well managed;
- Ensure funds/donations are used properly;
- Raise funds and/or collect donations;
- Be transparent about the way they spend their funds/collect donations; and,
- Be transparent about their activities.

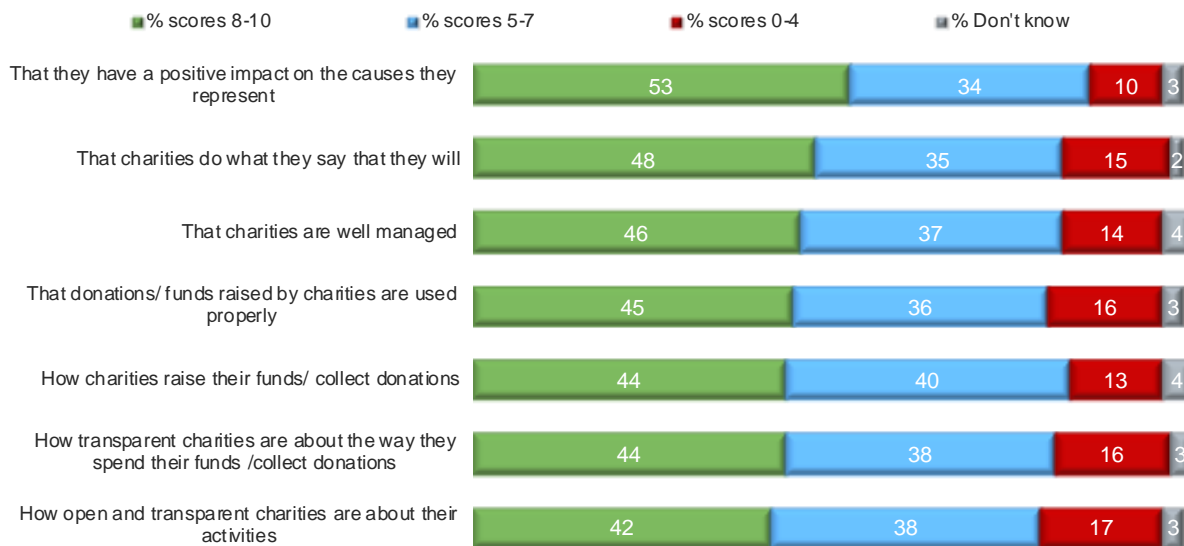
Over half (53%) have a high level of trust that charities will have a positive impact on the causes they represent. In addition, just under half (48%) have a high level of trust in charities to do what they say that they will.

Similar proportions of participants display high levels of trust that charities are well managed (46%) and ensure the funds and/or donations they raise will be used properly (45%). In addition, 44% have a high level of trust in how charities will raise funds and/or donations and be transparent about the way they spend their funds and/or raise donations. Slightly fewer (42%) have a high level of trust that charities are open and transparent about their activities.

Extent of trust that charities fulfil certain roles



Q03b. On a scale of 0 to 10, where 0 is do not trust at all and 10 is trust them completely, to what extent would you trust charities in Northern Ireland to..?



Base: All adults aged 16+ in Northern Ireland (1,016), January 20th – February 8th 2016

Source: Ipsos MORI

Ipsos MORI

© Ipsos MORI



Throughout each of the group discussions, it became apparent that participants would only donate to charities that they recognise. In addition, the participants indicated they would be more likely to trust the charities they recognise. However, this tends to be more prevalent among males. As previously mentioned, females would be more inclined to donate money to on-street collectors, without looking at who they are collecting for.

"If you've never heard of the charity I wouldn't donate to them. This is probably down to trust."

Group participant, 35-54, ABC1, Newry

In addition, there was a perception that there is corruption in some Third-World countries, and many would be sceptical that their donations to international charities would actually go where it is intended. For this reason, a few participants say that they would be less likely to trust some of the larger, international charities.

"Depending where the aid is going you may question the legitimacy, as some countries are very corrupt. It would make me more inclined to stay away from these kinds of charities."

Group participant, 55+, C2DE, Derry/Londonderry

4.3 What is important to the public in terms of trust

4.3.1 Summary

Throughout both the quantitative and qualitative phases, the most important factor when deciding to trust a charity is that donations and funds raised by charities are used properly and that a charity is transparent about how it raises and manages this money. In addition, participants stated that how charities raise their funds or collect donations is important to them i.e. they expect charities should not use aggressive fundraising techniques or 'chugging'.

4.3.2 Quantitative and qualitative analysis

During the quantitative exercise, participants were asked to rate how important a number of factors are when making a decision on whether to trust charities in Northern Ireland. These same factors were used to explore levels of trust in charities to do certain things or fulfil certain roles. These factors are as follows:

- Have a positive impact on the causes they represent;
- Do what they say that they will;
- Be well managed;
- Ensure funds/donations are used properly;
- Raise funds and/or collect donations;
- Be transparent about the way they spend their funds/collect donations; and,
- Be transparent about their activities.

Overall, participants placed a high level of importance on all of the factors detailed above, when deciding to trust a charity. In particular, almost nine in ten (87%) participants indicate it is important to them that donations/ funds raised by charities are used properly.

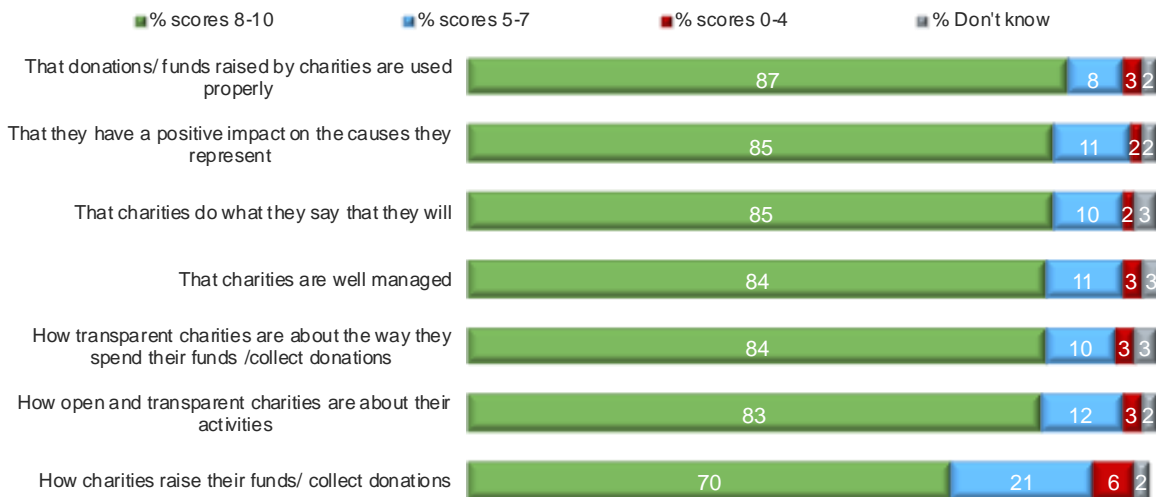
Around the same proportion (85%) claim it is very important that charities have a positive impact on the causes they represent and that charities will do what they say they will. In addition, 84% of participants claim it is very important to them that charities are well managed and are transparent about the way they spend their funds/collect donations.

Slightly fewer (83%) feel it is very important how open and transparent charities are about their activities. Despite a number of negative headlines in the media in recent years about fundraising methods of charities, how charities raise their funds (70%) is the lowest rated factor in terms of importance when making a decision on whether or not to trust a charity.

Factors that are important when deciding to trust a charity



Q03a. On a scale of 0 to 10, where 0 is not important at all and 10 is very important, how important or unimportant are each of these factors to you when making a decision on whether to trust charities in Northern Ireland?



Base: All adults aged 16+ in Northern Ireland (1,016), January 20th – February 8th 2016

Source: Ipsos MORI

Ipsos MORI



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During the qualitative exercise, a number of these factors were also discussed in more detail.

There were many discussions relating to the aggressive fundraising techniques and 'chugging' charities are thought to use to raise money. There is a general perception that older people are targeted by particular charities and are viewed as easy targets for fundraising. Some mentioned personal experience of this, either themselves or through an elderly relative, and highlighted the guilt they feel when they cannot afford to donate. Meanwhile, others mentioned on-street fundraisers collecting direct debit details, which they considered to be inappropriate. A number of participants also recalled a story that had been reported where an individual had taken her own life and this was linked, in the media, to pressure from charities to make donations.

"My mother is in her 80s and she is tortured by charities, she can't say no."

Group participant, 35-54, ABC1, Newry

"My husband was blind temporarily and I was constantly phoned by the RNIB, they crucified me on that phone."

Group participant, 35-54, ABC1, Newry

"I feel so guilty if I can't afford to give to them."

Group participant, 55+, C2DE, Derry/Londonderry

In addition, participants across the groups frequently mentioned the mismanagement of charities. Specifically, a few participants talked about the perceived nepotism in charities in

Northern Ireland, which they felt is unfair. In these cases, participants commented how charities who exhibit this behaviour may not be employing the best person for the job.

"You hear lots of stories of nepotism among charities in Northern Ireland; it's not very fair is it?"

Group participant, 18-34, ABC1, Belfast

Participants also voiced concerns regarding the mismanagement of funds or donations within charities. It was perceived this might be more likely to happen in large charities, and for this reason participants highlighted the importance of charities being transparent with regards to their finances. This is further explored in section 4.4.2.

"They need to give regular feedback to tell people what they've been doing with the money, be more transparent."

Group participant, 18-34, ABC1, Belfast

4.4 Importance of transparency and reporting

4.4.1 Summary

Throughout both the quantitative and qualitative exercises, it was apparent that participants perceived transparency and reporting to be of paramount importance. Almost all participants agree that charities should be transparent about how public donations are spent and should be honest about where their donation is going i.e. explain the exact percentage going to the end cause or administration.

4.4.2 Quantitative and qualitative analysis

Overall, it is clear from the quantitative exercise that, while it is important to participants that charities are transparent about how they are run and how they spend their funds, few know where to find information relating to these issues.

Almost all participants agree that charities should be transparent about how public donations are spent (92%; 61% strongly agree) and feel it is important that charities demonstrate how they benefit the public (92%; 49% strongly agree).

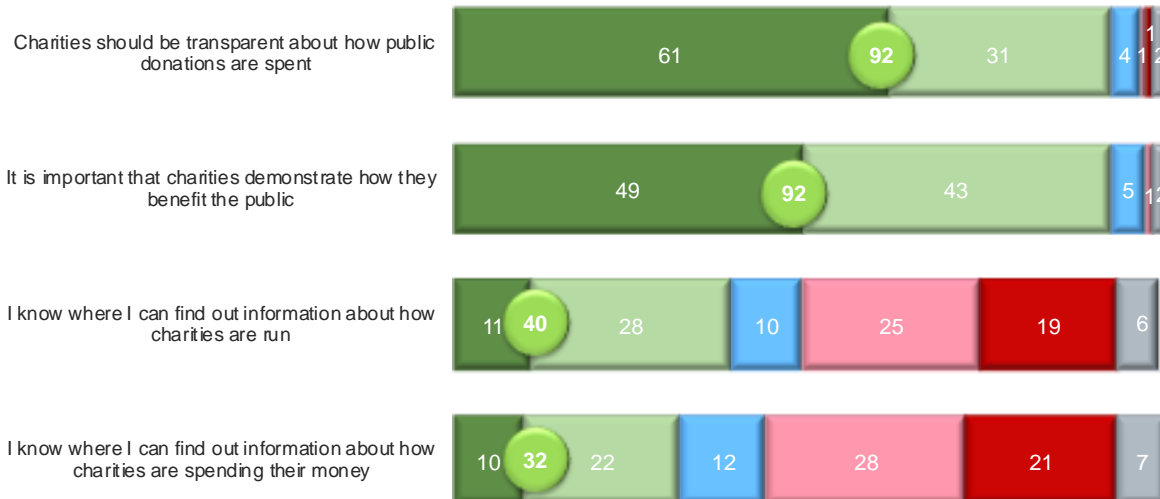
Despite this, fewer than two in five agree that they know where they can find out information about how charities are run (40%; 11% strongly agree), while 32% agree they know where they can find out information about how charities are spending their money; 10% strongly agree.

General attitudes towards charities regarding transparency



Q05. I'm now going to read you a list of statements and ask how much you agree or disagree with each of them?

■ % Strongly agree ■ % Tend to agree ■ % Neither ■ % Tend to disagree ■ % Strongly disagree ■ % Don't know



Base: All adults aged 16+ in Northern Ireland (1,016), January 20th – February 8th 2016

Source: Ipsos MORI

Ipsos MORI



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Generally, there are few demographic differences between participants in terms of transparency in the spending of donations; however, participants from an ABC1 socio economic group are more inclined to agree with this (95% compared to 90% of C2DEs). There are no significant demographic differences between those who feel it is important that charities demonstrate how they benefit the public.

Meanwhile, younger people (45%) appear to have significantly higher awareness of where they can find out information about how charities are run compared to those aged 55 and over (32%). In addition, ABC1s are more inclined to know where they could access this information (43% compared to 37% of C2DEs).

Similarly, those aged 35-54 (36% compared to 27% of 55+) and ABC1s (37% compared to 28% of C2DEs) indicate they are more likely to know where they could find out information about how charities spend their money.

Group participants also discussed the perceived lack of transparency of charities particularly regarding donations and salaries. As previously mentioned, participants claim that they would be less inclined to trust bigger, international charities because often they are unsure where exactly their donation is going to.

"I think that a lot of the charities for African countries are very corrupt and a lot of the time you would be worried that the money is not even reaching the people that need it."

Group participant, 35-54, C2DE, Belfast

With this in mind participants commented they would prefer charities were totally honest about where their donation is going, and explain what exact percentage is going to the end cause or administration. Participants indicated they would be much more likely to trust a charity if they were told this information.

"I wouldn't care if only 80p of the £1 was going to charity and 20p to administration or whatever, as long as they tell me exactly what they are doing with it I don't mind."

Group participant, 35-54, C2DE, Belfast

When asked, almost all participants would like charities to publish information about their organisation. There was general consensus that people would not actively seek out this information, so it would need to be disseminated through various channels, such as social media, as well as on the charity's website.

Depth interview participants reiterated this point and highlighted the importance of charities being honest with regards to the finances.

"They [charities] don't need to worry if they've nothing to hide."

Depth interview participant, Small charity

4.5 Reported trust and confidence in charities

4.5.1 Summary

There were a few differences among participants in relation to reported trust and confidence in charities. During the quantitative exercise, most say that the extent to which they trust charities had stayed the same over the last two years. However, throughout the group discussions, many said that their trust and confidence in this sector had decreased over the last two years. Negative media coverage was frequently mentioned throughout the group discussions, which almost certainly had a damaging impact on some participants' levels of trust and confidence in charities.

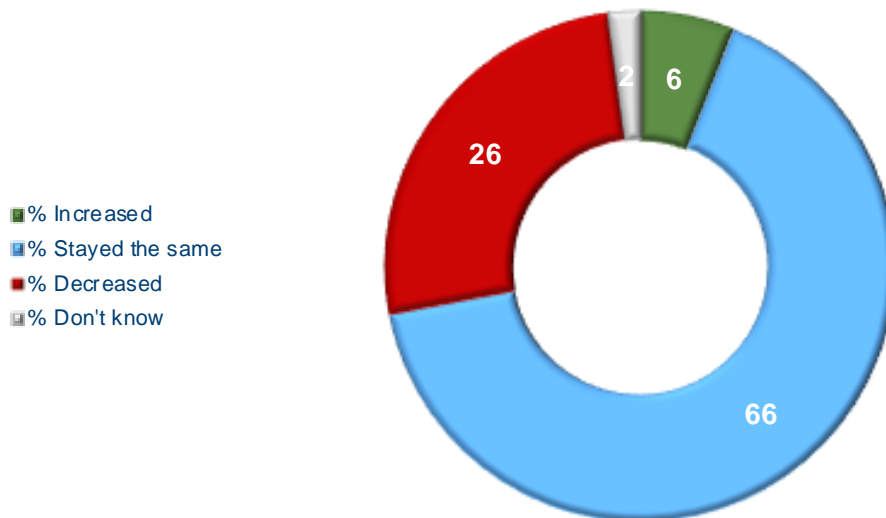
4.5.2 Quantitative and qualitative analysis

During the quantitative exercise, the majority (66%) claim that their degree of trust and confidence in charities in Northern Ireland has stayed the same over the last two years. While 26% say that their trust and confidence in the sector in Northern Ireland has decreased, just 6% state that their level of trust and confidence has increased. It is important to note this year there has been significant media reporting of scandals involving charities, such as those relating to fundraising and Kids Company.

Changes in trust in the last 2 years



Q02a. Over the past 2 years, has your trust and confidence in charities in Northern Ireland increased, decreased or stayed the same?



Base: All adults aged 16+ in Northern Ireland (1,016), January 20th – February 8th 2016

Source: Ipsos MORI

Ipsos MORI



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Participants who say their trust has decreased are more likely to be aged 55 and over (33% compared to 18% of 16-34 year olds), while younger participants aged 16-34 (73% compared to 61% of those aged 55 and over) are more inclined to have the same trust levels as two years ago. Females (8% compared to 3% of males) appeared to be more likely to have an increased trust in charities.

During the qualitative exercise, many said that the extent to which they trust charities has decreased in recent years. This was mainly attributed to negative media stories that have emerged around 'chugging' and aggressive fundraising techniques. In addition, other media stories cited include excessive salaries of senior members of staff within charities and the way in which charities spend or manage their funds.

"It's difficult to trust charities and give them money when you keep hearing all these stories."
Group participant, 35-54, C2DE, Belfast

Participants also recalled their own negative experiences with charities relating to street collectors, phone calls and door collections. Many felt that these methods of fundraising are too frequent and sometimes invasive, particularly when collectors call at homes. In addition, participants commented that often collectors will call at dinner time or when they are just in from work. For some participants, this is frustrating because they are just beginning to unwind for the remainder of the evening.

"Around half 5 in the afternoon is a prime time for people to call at the door or phone, it makes you feel guilty if you don't give them something."
Group participant, 55+, C2DE, Derry/Londonderry

The majority of participants in the depth interviews stated their trust and confidence in charities in Northern Ireland has stayed the same over the last two years. Most attribute this to the fact they know the Commission is in operation and ensuring charities are registering with them.

"My trust hasn't changed, we've registered with the Charity Commission and I've trust in them."

Depth interview participant, Large charity

4.6 Reasons for an increase in trust

4.6.1 Summary

Reasons provided for an increase in trust varied between the qualitative and quantitative phases of the research. In the quantitative phase, personal experience of using a charity was the main reason for an increase in trust. However, across the group discussions participants said their trust would increase if the charity is well-known or a long-established charity and does what it says it will. However, as previously mentioned, participants in both the quantitative and qualitative exercises emphasise locality is important, in that, they would be more inclined to trust a charity that provides services for people in their local area.

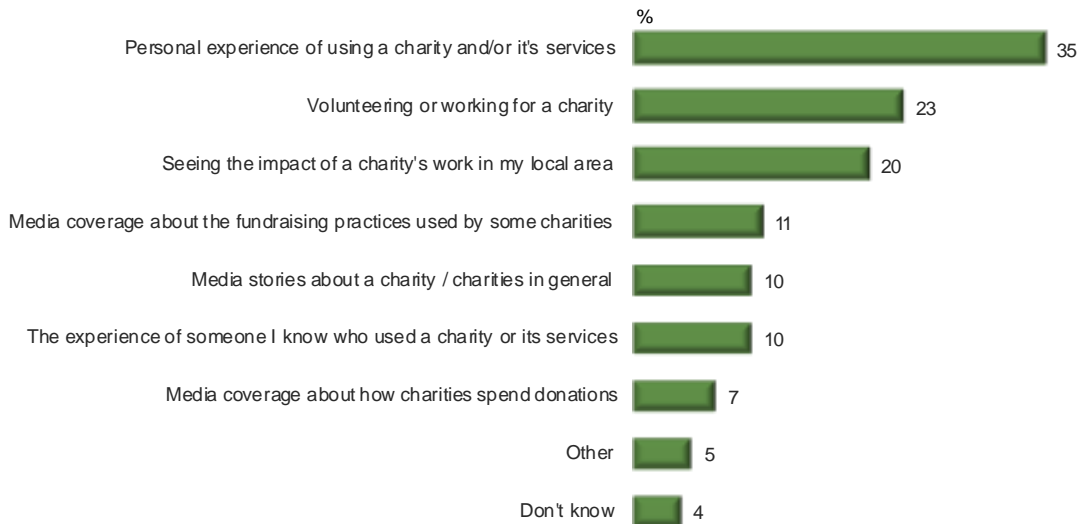
4.6.2 Quantitative and qualitative analysis

During the quantitative exercise, those who said that they trust charities more than they did two years ago were asked to explain why. Just over a third (35%) comment that their trust increased due to personal experience of using a charity and/or its services. 23% cite volunteering or working for a charity as a reason for their trust increasing and 16% state their trust has increased through seeing the impact of a charity's work in their local area. A smaller proportion indicate that their trust increased because of media coverage about fundraising techniques (11%), media stories in general (10%), experiences of others using a charity (10%) and media coverage about how charities spend donations (7%). There are no significant demographic differences between participants in terms of why their trust has increased.

Reason for an increase in trust in charities



Q02b. Why do you think your trust and confidence has increased?



Base: All adults aged 16+ whose trust has increased (55), January 20th – February 8th 2016

Source: Ipsos MORI

Ipsos MORI



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Participants in the group discussions indicated they are more inclined to trust a charity for a number of reasons. Generally, if a charity is registered they would be more inclined to trust it. However, with this said, few actually know where to go to find out if a charity is registered or not.

It was apparent across the groups that if a charity is well-publicised, well-known or long-established, participants are more inclined to trust it. This stems from the perception that if the charity has been in existence for a long time they must be 'doing something right'.

"It is charities like the Salvation Army and St Vincent de Paul, they've been around for years and they just ooze authenticity."

Group participant, 35-54, C2DE, Belfast

In addition, if a charity does what it says it will, and provides services for people in the local area, participants would trust it. In particular, participants are favourable to charities that carry out visible work in the local area. Participants also indicated if they have had direct experience with the charity they would be more inclined to trust it, this was generally due to the perception they are familiar with the work of the charity as they have had first-hand experience.

"I volunteered during the summer with the Chernobyl Children's Appeal; I know personally it's a great charity."

Group participant, 18-34, ABC1, Belfast

4.7 Reasons for a decrease in trust

4.7.1 Summary

Across both the quantitative and qualitative exercises, the main reason for a decrease in trust was negative media coverage. This was particularly relevant to how charities spend donations and how transparent a charity is regarding this i.e. the less transparent a charity is; the less likely participants are to trust it. Throughout the research, the media appears to have a strong influence in the public's trust and confidence in charities, again through negative media stories.

4.7.2 Quantitative and qualitative analysis

During the quantitative phase, those who indicated their trust in charities decreased over the last two years were asked to provide a reason. Negative stories reported in the media feature as a core reason why participants report their trust has decreased. Almost half (49%) of participants with decreased trust say this is due to media coverage about how charities spend donations, while two in five (40%) claim media stories about charities, in general, was a reason for decreased trust. In addition, 35% say media stories about fundraising practices used by some charities have decreased their trust and confidence in the charity sector.

Fewer said personal experience of using a charity (12%), seeing the impact of a charity's work in their local area (10%), experiences of others using a charity (7%), or volunteering or working for a charity (2%) has been the reason for their decrease in trust and confidence over the last two years.



Base: All adults aged 16+ whose trust has decreased (268), January 20th – February 8th 2016

* Indicates a % less than 0.5

Source: Ipsos MORI

Ipsos MORI

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Overall, participants whose trust decreased due to media coverage about how charities spend donations are more likely to be male (52% compared to 46% of females), those aged 55 and over (51% compared to 46% of 16-34 year olds) and ABC1 (52% compared to 47% of C2DEs).

Negative coverage in the media about the charitable sector is more likely to provoke decreased trust in males (41% compared to 34% of females) and ABC1s (41% compared to 35% of C2DEs). Likewise, males (34% compared to 24% of females) and those aged 55 and over (37% compared to 14% of 16-34 year olds) are more inclined to have a decreased level of trust in charities due to media coverage about the fundraising practices used by some charities.

During the qualitative phase, participants in the group discussions indicated they would be less inclined to trust a charity if it is not transparent. As noted in section 4.4.2 some participants are concerned their donation may not reach those that genuinely need it, particularly within larger/global charities.

In addition, participants perceive larger charities or charities that work overseas to be less trustworthy. This is mainly attributed to the fact they have more staff and therefore more overheads and, as such, participants believe it would be harder to ensure all donations are going to where they were intended. There is a perception that there is a large amount of corruption in countries where overseas charities are based, so the money, aid and/or services do not necessarily reach the intended individuals.

"I wouldn't trust a lot of the charities that bring aid to other countries, my wife is Filipino and you can see so much corruption in the aid going out there. It never goes where it should."
Group participant, 35-54, C2DE, Belfast

Also, if participants have heard negative stories through the media or by word of mouth they may be inclined to trust a charity less.

"I hear disaster stories through word of mouth or on Facebook, I wouldn't see much on the news."
Group participant, 18-34, ABC1, Belfast

4.8 Awareness of charities in Northern Ireland

During the qualitative exercise, participants were asked to name the charities they are aware of, whether or not they tend to trust some charities more than others, and reasons for differing perceptions.

Awareness of charities was strong across all groups, with participants listing a wide range of charitable organisations. Across the groups, many claimed that they donate to most of the charities mentioned and, generally, this is driven by the level of familiarity they have with them. For many, trust is implicit and it does not necessarily come into the decision to support a charity. As previously noted, for most participants, trust is only an influencing factor if they are donating a substantial amount of money. Many do not consciously think about trust when it comes to donating, especially if they are donating to a collection box or a street collector.

Impact of familiarity with and size of charities

5 Impact of familiarity with and size of charities

This section provides an in depth analysis of the impact familiarity with a charity has on the public's trust in a charity. It also explores views on the impact of size and locality on trust.

5.1 Summary of key findings

Section 5: Summary of Key Findings

Familiarity

- The majority (86%) of participants agree they are more likely to trust a charity if they believe in what it is trying to do, while 85% are more likely to trust a charity if they have personal experience of it. In addition, 72% say if they have heard of a charity, they are more likely to trust it.
- Similarly, participants during the qualitative exercise claim they would trust a charity more if they believe in what it is trying to do and in the cause that it represents, especially if the cause is relevant and personal to them. Furthermore, if people have personal experience of a charity, they would be inclined to trust it more.

Size and local service

- The majority (70%) agree they trust charities more if they are providing services in their local community, while 49% would trust charities more if they are based in Northern Ireland. 47% indicate that they would trust smaller charities more than larger charities.
- Similar to the quantitative findings, small, local charities are perceived to be more trustworthy. However, it is acknowledged small charities would not be able to raise the same large amounts of money which larger, international charities can.

5.2 Familiarity

5.2.1 Summary

Throughout the quantitative phase and qualitative phase, familiarity with a charity is perceived to be important to participants. Many participants agree they would trust a charity if they believe in what it is trying to do or have personal experience of it. During the group discussions, participants had particularly strong views about how the cause the charity represents plays a significant role in whether they have trust and confidence in a charity.

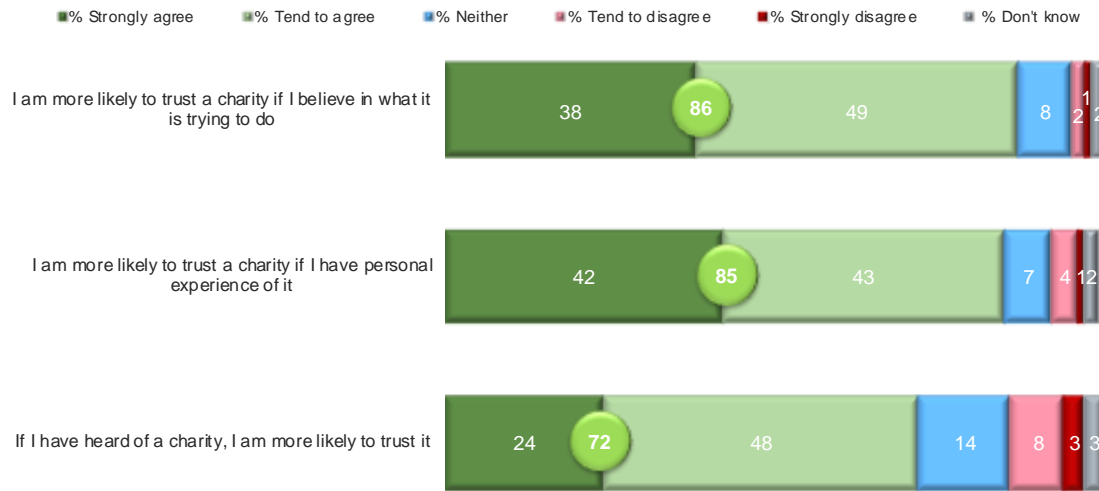
5.2.2 Quantitative and qualitative analysis

During the quantitative exercise, it was apparent that familiarity and belief in a charities' cause was key to participants placing their trust in a charity. The majority (86%) agree they are more likely to trust a charity if they believe in what it is trying to do, while 85% are more likely to trust a charity if they have personal experience of it. Similarly, participants (72%) agree that if they have heard of a charity, they are more likely to trust it.

General attitudes towards charities regarding familiarity



Q05. I'm now going to read you a list of statements and ask how much you agree or disagree with each of them?



Base: All adults aged 16+ in Northern Ireland (1,016), January 20th – February 8th 2016

Source: Ipsos MORI

Ipsos MORI

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For these particular statements, there are a few demographic differences in terms of gender, age and socio-economic grouping between participants. ABC1 participants are more inclined to trust a charity if they believe in what it is trying to do (90% compared to 84% of C2DEs), while females are more inclined to trust a charity if they have personal experience of it (87% compared to 83% of males).

Participants who state they are more likely to trust a charity if they have heard of it are more inclined to be female (75% compared to 69% of males) and younger people aged 16-34 (80% compared to 68% of 35-54).

During the qualitative exercise, participants stated they would be more inclined to trust a charity if they believe in what it is trying to do; similar to why participants indicated they would support a charity. For many participants in the group discussions, the cause the charity represents is a key element as to why they would trust a charity, especially if the cause is relevant and personal to them.

"My friends and family members have had diabetes, so that would influence me."
Group participant, 18-34, ABC1, Belfast

In addition, if participants have personal experience of a charity or have heard of a charity they indicated they may trust it more. Many participants attributed this to the perception that well-known charities are more reputable, in that, if you have heard of them before they are less likely to be 'fraudsters' or fake charities.

"Sometimes people even wear fake name badges, not everyone but you have to be careful, that's down to trust. I just trust who I know."
Group participant, 35-54, ABC1, Newry

Similarly, depth interview participants were of the opinion the public would be more inclined to trust a charity if they have first-hand experience of it. Some depth interview participants mentioned that their volunteers are often recruited through word of mouth. Generally, this is down to volunteers advocating the charity to friends and family. These participants perceive this to be essential in terms of building a volunteer network and building trust in a charity.

"People won't volunteer for you if they don't trust you and what's a charity without its volunteers? We would fall apart – I am the only paid employee; we rely on our volunteers."
 Depth interview participant, Small charity

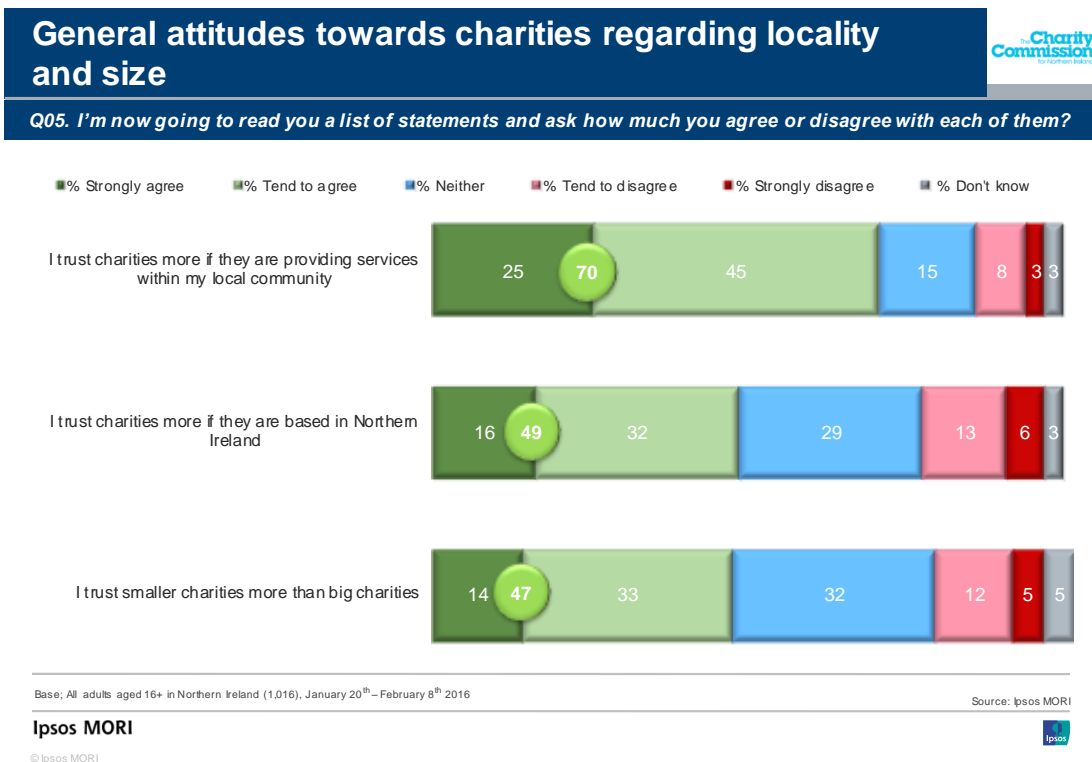
5.3 Size and local service

5.3.1 Summary

Throughout the quantitative phase and group discussions it became clear participants would be more inclined to trust a charity based in Northern Ireland, and working in the local area. In addition, smaller charities are perceived to be more trustworthy than larger international charities. It is believed that within small, local charities there is less chance that money will go astray. However, the amount of money that large charities can raise is considerable and is thought to be positive.

5.3.2 Quantitative and qualitative analysis

Throughout the quantitative phase, as can be seen by the chart below, locality plays a significant role in participant's tendencies to trust a charity. The majority (70%) of participants agree they trust charities more if they are providing services in their local community, while 49% would trust charities more if they are based in Northern Ireland. Again, just under half (47%) indicate they would trust smaller charities more than big charities.



There are relatively few significant demographic differences between the participants. Females (52% compared to 45% of males), older people i.e. aged 55 and over (53% compared to 48% of 16-34) and participants from a C2DE social class (54% compared to 42% of ABC1s) are more likely to trust charities if they are based in Northern Ireland. In addition, older people aged 55 and over (50% compared to 44% of 16-34 year olds) would trust a smaller charity more than a bigger one.

Overall, across the discussion groups, smaller, local charities tended to be perceived to garner more trust than bigger, international charities. However, many participants acknowledged that while in bigger charities there is more opportunity for donations to go astray, the large amounts of money they raise for charity can only be positive. In addition, some commented smaller charities are unlikely to be able to raise the same amounts of money and donations as the larger ones.

"Large charities like Children in Need raise millions for charity so it is so effective, and they make it so easy to donate, you just have to send a text message."

Group participant, 18-34, ABC1, Belfast

However, within smaller charities there is a belief among participants there could be less opportunity for fraud and mismanagement of funds and, for this reason, many would be inclined to trust smaller charities more than bigger ones.

"I feel it's the bigger charities that want bank details more than smaller local charities, smaller charities are less intimidating."

Group participant, 55+, C2DE, Derry/ Londonderry

In addition, participants in the depth interviews commented how they perceive bigger charities may sometimes deviate from the cause and people they represent. It is felt, among a few participants, that bigger charities can sometimes become so engrossed in fundraising they forget the reason the charity was established originally; to help the public.

"Big charities can deviate from their origin, they concentrate too much on fundraising instead of staying on the ground and helping people."

Depth interview participant, Small charity

Overall perceptions of charities

6 Overall perceptions of charities

This section outlines the perception of charities' conduct in Northern Ireland and the general attitudes towards the amount charities spend on administration and finance. In particular, this section details the public's perception of salaries paid in charities, issues around fundraising and administrative costs, and the importance of charities in Northern Ireland society.

6.1 Summary of key findings

Section 6: Summary of Key findings

Perceptions of charities' conduct

- The majority of participants (94%) agree that proper regulation of charities is important however a large proportion also agree they know little about how charities are run. Despite this, a majority of participants (58%) feel that most charities are trustworthy.
- Throughout the group discussions, few mentioned regulation however when the topic was approached almost all felt it is important charities are regulated. Most participants assumed the charity sector in Northern Ireland is regulated.

Administrative expenditure and fundraising

- Almost three quarters (72%) indicate they perceive charities spend too much of their funds on salaries and administration, however 60% also agree that they trust charities to spend their funds appropriately. 66% state the fundraising methods used by charities make them uncomfortable.
- Most participants in the group discussions indicated salaries for senior management in charities is too excessive. In addition, some of the aggressive fundraising techniques used by charities were felt to be inappropriate, and often perceived to be targeted at older people.

Charities' importance in society

- Qualitatively, participants were asked how important they think a charity's role is in Northern Ireland. Among almost all participants, charities were perceived as being critical to Northern Ireland, and it was thought many services would not exist without charities.

Charity beneficiaries

- In the quantitative and qualitative phase there were few participants who had actually benefitted from a charity in the past. However, some in the group discussions had family or friends who did and, to them, charities were invaluable.

6.2 Perceptions of charities' conduct

6.2.1 Summary

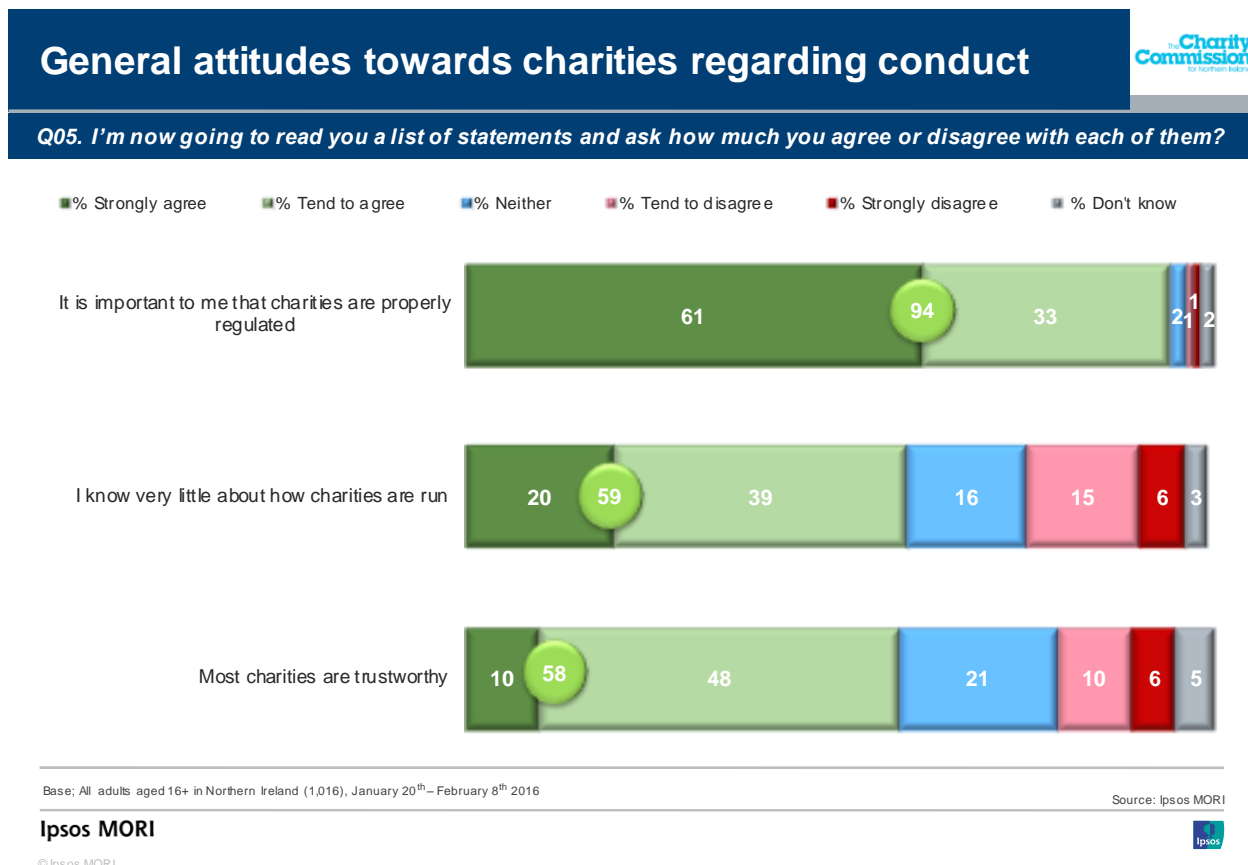
Throughout the quantitative and qualitative phase, the majority agreed that charities should be properly regulated. However, it was apparent throughout both phases participants have little knowledge about how charities are run. Despite this lack of knowledge, many participants still believed most charities are trustworthy which suggests, as previously mentioned, participants are inclined to give charities the benefit of the doubt.

6.2.2 Quantitative and qualitative analysis

During the quantitative exercise participants were asked to give their opinions on the conduct of charities in Northern Ireland. The majority of participants (94%) agree that proper regulation of charities is important.

However, there appears to be something of a disconnect between what they think should be (i.e., proper regulation) and what they actually know happens (i.e., how charities are run) as a significant proportion (59%), agree that they know very little about how charities are actually run. This tends to be more prevalent among the C2DE socio-economic group (63%) compared to ABC1s (55%).

The majority of participants (58%) feel that most charities are trustworthy. However, it would seem participants aged 35-54 (53%) are less likely to adopt this opinion compared to those aged 16-34 (62%) and those aged 55 and over (59%). In addition, a significantly larger proportion of participants from the ABC1 socio-economic group (63%) feel that most charities are trustworthy compared to C2DEs (54%).



During the qualitative exercise, few participants mentioned the regulation of charities spontaneously. However, when the topic of regulation was raised the majority of participants in the group discussions believed it to be important that charities are regulated. This is further detailed in section 9.2.2. In addition, there is little knowledge among the participants in the group discussions as to how charities are run and managed, however throughout the discussion it becomes apparent most participants believe there is some kind of regulator in place.

"I would imagine and hope that charities are regulated in Northern Ireland."

Group participant, 55+, C2DE, Derry/ Londonderry

As noted earlier, most participants would be inclined to give charities the benefit of the doubt when it comes to trust. Meanwhile, some participants did mention various stories in the media where charities have been negatively portrayed, in some cases this adversely influences the participants' perception of how charities conduct themselves.

"The Kids charity has been getting very bad press, money has been going missing, it's hard to trust that."

Group participant, 35-54, ABC1, Newry

6.3 Administrative expenditure and fundraising

6.3.1 Summary

A key theme which emerged throughout the quantitative and qualitative exercises was the perception that charities spend too much of their funds on salaries and administration. Specifically, in the group discussions participants highlighted recent media stories which covered the salaries of CEOs and senior staff in charities. Despite this, most participants in the quantitative phase still claimed they trust charities to spend their funds appropriately.

6.3.2 Quantitative and qualitative analysis

In the quantitative phase, almost three quarters (72%) indicated they perceive charities spend too much of their funds on salaries and administration. There appears to be an acceptance or an acknowledgement of 'that's the way it is' that too much is spent on salaries and administrative expenses because the majority (60%) also agree that they trust charities to spend their funds appropriately.

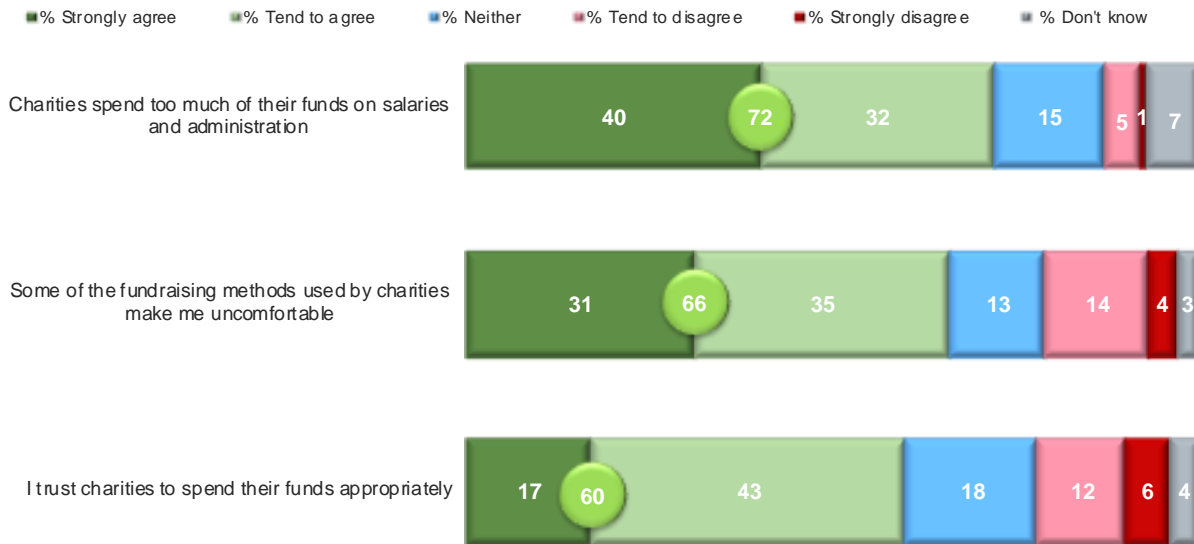
Sub-group analysis revealed that generally, males are more likely to think charities spend too much on salaries and administration as opposed to females (75% compared to 69%). Older people are more inclined to agree with this, that is, those aged 55 and over (84%), compared to younger populations (72% of those aged 35-54 and 60% of 16-34 year olds). The agreement that they trust charities to spend their funds appropriately is more apparent among females (63%) compared to males (56%). Those in the higher socio-economic groups are also more trusting than those in the lower socio-economic groups (63% of ABC1s compared to 58% of C2DEs).

In addition, as noted previously, some fundraising methods used by charities make people uncomfortable, with 66% of participants agreeing with this statement. Generally, this perception is more common among males (69% compared to 63% of females), older participants (74% of those aged 55 and over and 71% of 35-54 year olds compared to 54% of those aged 16-34) and ABC1s (69% compared to 64% of C2DEs).

General attitudes towards charities regarding fundraising and administrative expenditure



Q05. I'm now going to read you a list of statements and ask how much you agree or disagree with each of them?



Base: All adults aged 16+ in Northern Ireland (1,016), January 20th – February 8th 2016

Source: Ipsos MORI

Ipsos MORI



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Frequently, during the qualitative exercise and throughout all group discussions, the topic of salaries arose. Specifically, participants commented on the recent media reports detailing the salaries of some members of senior staff in charities. This is further discussed later in this chapter in section 6.4. Similarly, throughout the group discussions, the ways in which some charities fundraise was highlighted. A few participants specifically mentioned how they perceive some charities to exhibit aggressive fundraising techniques; and these behaviours actually put them off donating to that particular charity.

"If they were less forceful you would be more inclined to give them money."

Group participant, 35-54, ABC1, Newry

In particular, participants commented on how charities are often perceived to target older people and the more vulnerable. In some cases, participants highlighted their concerns that charities pass on the details of people who are 'an easy target', as they seem to be bombarded by a number of different charities in a short space of time.

"If they keep calling you it really puts you off a charity, they can be very forceful and persistent."

Group participant, 35-54, ABC1, Newry

6.4 Perceptions of salaries in charities

As noted previously, the perception that senior management in charities receive an excessive salary is consistent across all the discussion groups.

Many discussed the remuneration packages that had been mentioned in the media, relating to the CEOs of large, international charities. While some recognised that larger salaries may be necessary to encourage the 'best people' to apply for the post, others felt that a large salary should not be an expectation of a charity worker, as they are working for a cause. Larger salaries of senior employees within charities led participants to believe that funds and donations are not being spent as they should and going directly to the cause.

"You hear stories that Chief Executives are on massive annual salaries, it makes it hard to think all the money is going where it should."

Group participant, 55+, C2DE, Derry/Londonderry

"I recognise charities need to attract those with the right skills and this is why they are on £100,000 salaries per year."

Group participant, 35-54, C2DE, Belfast

"I read an article on charity salaries; the salaries were too excessive and the percentage of money that actually went to charity in some cases was too low."

Group participant, 35-54, ABC1, Newry

In addition, participants indicated it is important that charities disclose the salaries of senior members of staff, particularly if they are charities which receive public funding. It is perceived if charities are open and transparent with this information then the public may be more inclined to trust them.

"They need to be more transparent, they shouldn't withhold salary information especially if they are government funded organisations."

Group participant, 35-54, C2DE, Belfast

6.5 Charities' importance in society

Charities are perceived to be of critical importance in Northern Ireland, with participants in the group discussions commenting how people in Northern Ireland are reliant on charities to provide services, particularly care and recovery services.

"I think they are more important in Northern Ireland than other regions in the U.K. Northern Ireland is heavily reliant on the charity sector, they are quite concentrated here."

Group participant, 18-34, ABC1, Belfast

The majority of participants in the group discussions commented how many services would not exist if charities were not there to provide them.

"Without charities a lot of services wouldn't be provided."

Group participant, 55+, C2DE, Derry/ Londonderry

"They are very important, the Foyle hospice provided a great service to the community."

Group participant, 55+, C2DE, Derry/ Londonderry

In addition, many participants highlighted the increased need for charities over the last few years as a result of the economic recession. It was acknowledged that many people may have lost their jobs and as a result find it difficult to support themselves and their families. In

these situations, the food bank is perceived to be of vital importance, and without it many would go without food.

"I would give to the food bank a lot, they've become vital over the past while."

Group participant, 35-54, ABC1, Newry

"I didn't realise the scope until lately, the pressures people have on them is horrendous."

Group participant, 35-54, C2DE, Belfast

"People here have been touched by the recession and anyone can find themselves without a roof over their head, it could be you next month so these charities would touch me more."

Group participant, 35-54, ABC1, Newry

In addition, depth interview participants frequently highlighted the importance of the third sector. Similar to group participants, depth interview participants insisted the charity sector provides services which would otherwise not exist.

"The third sector is immensely important, for example we provide a training service here that the government just can't afford to provide. It wouldn't exist without us."

Depth interview participant, Large charity

6.6 Charity beneficiaries

6.6.1 Summary

It is evident from the qualitative research charities play a vital role in society. However, throughout the quantitative and qualitative phase, there were few participants who had actually benefitted from a charity in the past.

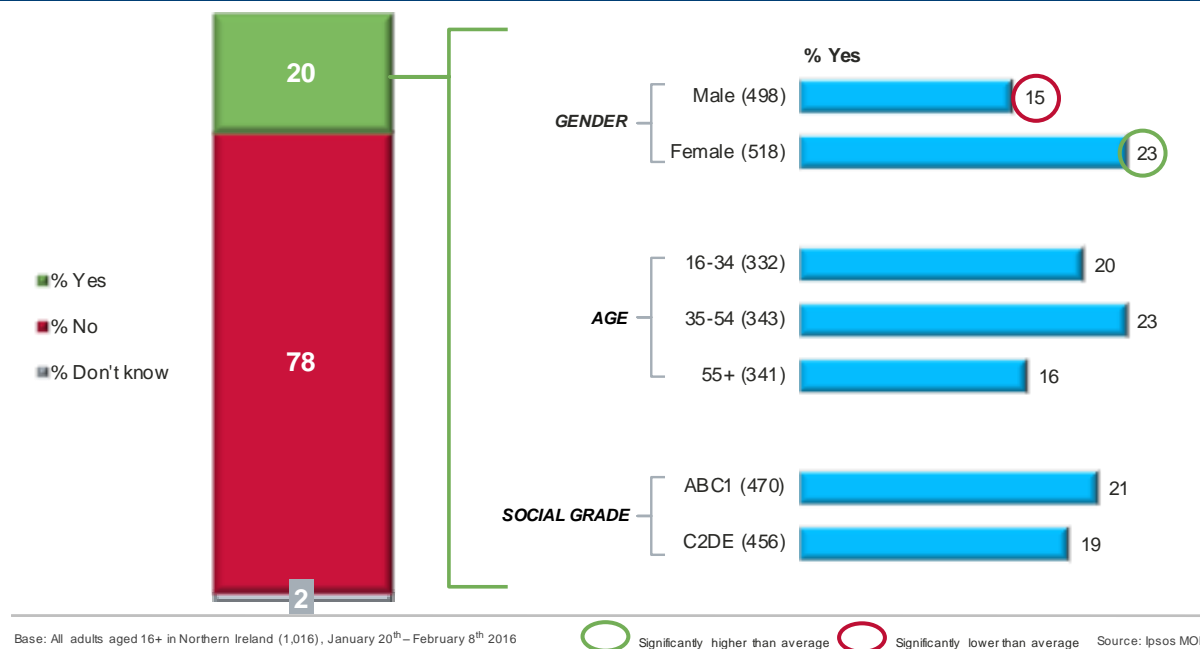
6.6.2 Quantitative and qualitative analysis

During the quantitative exercise, only one in five (20%) claim they have been a beneficiary of a charity in the past. Therefore, it can be derived that there is a certain degree of 'societal altruism' among participants i.e. while they have not benefited from the charities themselves they recognise the importance and need for charities for others in society.

As can be seen from the chart on the following page, a significantly large proportion (78%) of the participants state they have never benefitted from or used the services of a charity before.

Extent of benefitting from charities

Q06a. Have you ever benefited from or used the services of a charity?



Ipsos MORI

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Those participants who had benefitted from a charity before are more inclined to be females (23% compared to 15% of males) and participants aged 35-54 (23% compared to 20% of 16-34 and 16% of those aged 55 and over). In contrast, those who have never benefitted from a charity are significantly more likely to be males (83% compared to 74% of females) and older people aged 55 and over (82% compared to 75% of 35-54 year olds).

During the qualitative exercise, few group participants had directly benefitted from charities. However, some described family or friends who had used a charity’s services and, for this reason, the services are perceived to be invaluable.

"My husband died in a road accident and St Vincent de Paul came to the door to give me oil, I told them no because there are people worse off than me but they insisted."

Group participant, 35-54, ABC1, Newry

Charities, service provision and lobbying

7 Charities, service provision and lobbying

This section outlines findings from the qualitative phase comprising group discussions and depth interviews. It details participants' perceptions of charities receiving government funding to provide public services. It also explores qualitative participants' opinions about charities using revenue to campaign and lobby the government.

7.1 Summary of key findings

Section 7: Summary of Key findings

- The majority of participants thought that government funding of charities to provide public services would be a good idea. According to participants, this would **not** impact their decision to donate to a charity.
- Charities were perceived to fill a gap that government services cannot fill, and these services need to be provided.
- Some felt charities could lose their independence if they get government funding, but this was less of a consideration to the importance of transparency and accountability of public money.
- Lobbying was viewed as a necessary part of what charities do. It helps promote and fight for the ordinary people and keeps their issues from being forgotten.
- Group participants felt there should be some limits on how much is spent on lobbying to ensure small charities' voices are heard too. However, depth interview participants felt there should be no limit because some charities solely exist to lobby government.

7.2 Funding and aspects of service provision

In advance of the groups, there was concern that participants may have limited knowledge about the public funds that charities receive to provide public services, which may otherwise be provided by a government body. In order to ensure a full and informed discussion on this topic, participants were provided with information on how some charities receive funding from government to provide a range of services. They were told the following:

Some charities and some private companies receive funding from government to provide certain public services, such as healthcare services, care for the elderly and services for disabled people etc. Other public services are provided directly by public authorities such as the NHS or local councils.

Views on charities receiving funding from the government were mixed. On the whole, participants were positive about the concept of charities receiving public money in order to deliver public services and many claimed that this would not impact their decision to support a charity. In particular, many believe that current health and social care services are strained and, without the help of charities, some people may not receive the assistance they need.

Therefore, involving charities in the delivery of these services was deemed to be essential in providing critical services to individual communities.

"The NHS can't provide all the care so they need to buy in others to provide services."
Group participant, 55+, C2DE, Derry/Londonderry

Similarly, participants believed that health and social care services may sometimes 'miss' vulnerable people and feel that charities are there to help those who may 'slip through the cracks in the NHS'.

"Charities mop up people that slip through the net; they are needed to fill the gap."
Group participant, 35-54, ABC1, Newry

In addition, there was a consensus that it makes no difference who provides the services, as long as they are there for people who need them most.

"As long as the vulnerable groups are being supported, it doesn't matter where the money comes from."
Group participant, 18-34, ABC1, Belfast

However, some participants expressed concern about the impact service delivery may have on a charity's independence. Some believe that charities may lose their independence if they provide services on behalf of the government, as they may find themselves answering to government departments and working to their strategy, rather than working towards the best interests of the cause they represent. Others stressed the importance of monitoring exactly where the money is spent, as it is government money and there must be a high level of transparency and accountability for these funds.

"If it's government money there has to be a high accountability for it. Everything must be closely monitored."
Group participant, 18-34, ABC1, Belfast

7.3 Lobbying

Group participants also discussed the campaigning and lobbying activities of charities and explored the idea of limiting the amount of funds and donations that could be spent on this type of activity. In order to inform this part of the discussion, participants were told the following:

Some charities spend an amount of their revenue on campaigning and lobbying the government to change or create policies.

Generally, participants were of the view that these are acceptable activities and, for many, this is the whole point of a charity, lobbying to generate real change for the people and cause they represent.

"Lobbying is always a good idea, it shows they are fighting their own corner and they are trying to get changes."
Group participant, 35-54, ABC1, Newry

Furthermore, there is a perception that, in order to become or continue as a successful charity, campaigning is essential to raise awareness and increase the profile of the charity.

"In reality, they need to put money back into marketing to keep the organisation going."
Group participant, 18-34, ABC1, Belfast

In terms of lobbying the government, many participants felt if charities do not do this, no one else would. They highlighted the importance of charities advocating for the ordinary man and woman who, otherwise, may not have a voice. Regardless of age, location or socio-economic group, participants believe that it is incumbent on charities to fight for the ordinary people and not let their issues be lost or forgotten.

"It's the people on the ground the issues are affecting so the issues need to be brought to the government's attention otherwise they just will forget about them."
Group participant, 35-54, C2DE, Belfast

"They should be doing this; it will help the ordinary man and woman on the street."
Group participant, 35-54, ABC1, Newry

"Raising awareness sometimes depends on lobbying, for a story to be picked up it needs an MLA or something to run with it."
Group participant, 18-34, ABC1, Belfast

Generally, there were mixed opinions between participants as to whether there should be a limit on how much a charity can spend on lobbying activity. On one hand, many felt that this should be limited, so that smaller charities are able to compete with larger charities and have an opportunity to have an equal share of voice. In addition, there was a perception that the income and revenue a charity has should be put into the charity's services. As a result, some participants felt that there should be a pre-determined limit on this activity, for example, a proportion of a charity's income, which would be the same regardless of type and/or size of organisation.

"But there should be a limit, take a percentage of what they collect and use that to lobby, they shouldn't be using a lot of the fundraising money to lobby."
Group participant, 35-54, ABC1, Newry

"It wouldn't be a bad idea; it would give the smaller charities a chance to get their opinion across."
Group participant, 35-54, ABC1, Newry

Other participants highlighted how some charities exist specifically to lobby government and change or create policies. They felt if there was a limit to how much a charity can spend on lobbying, it could disadvantage these charities and prevent them achieving their objectives for the people and causes they represent.

"Some charities are specifically for changing policies like equality charities so where would their money go if it wasn't to lobby government?"
Group participant, 35-54, C2DE, Belfast

In addition, depth interview participants recognised the benefit of curbing the amount of money that can be spent on lobbying; they also highlighted the influence large charities can have on certain issues, which is ultimately advantageous for the cause. However, prior to any limit being placed on charities' lobbying and campaigning activities, some participants felt it would be important to explore individual charities' remits and the influence they have in their sphere of work.

"There are a few charities existing solely to lobby government and they have taken massive strides in recent years, particularly a few larger charities. It would be a shame if this limit had a detrimental impact on these charities and their work."

Depth interview participant, Large charity

Increasing trust in charities

8 Increasing trust in charities

This section outlines participant's perceptions as to how to increase trust in charities in Northern Ireland from the qualitative element of the research.

8.1 Summary of key findings

Section 8: Summary of Key findings

- To increase trust and confidence in charities, group participants suggested:
 - more transparency;
 - feedback to the general public;
 - display information on how they are regulated, similar to banks;
 - review fundraising activities; and,
 - review salaries and bonuses for senior employees.

In order to increase trust in charities in Northern Ireland, participants in the group discussions believe that charities need to:

- be more transparent i.e. they need to be open with how they spend their money, the proportion of funds which are spent on specific activities, and provide details on how they are managed;
- be more active in providing feedback to the general public to inform them about what they are doing and how they are doing it;
- display information on how they are regulated, similar to the banking sector;
- review the way in which they raise funds and review fundraising techniques; and,
- review the salaries/bonuses for senior employees. Although some participants recognised the need to pay large salaries to attract the 'best talent', many still believe that if you decide to work for a charity, you are doing it for the cause, rather than the salary.

"Make it crystal where the money is going and how much is going to where it should be."
Group participant, 35-54, C2DE, Belfast

"They are good at getting the money in like with the no make-up selfie but you didn't hear about what the money went to; we need to know where it goes."
Group participant, 18-34, ABC1, Belfast

"All charities need to release information so if you support them then you can see what they are doing."
Group participant, 55+, C2DE, Derry/Londonderry

Public understanding of the Charity Commission for Northern Ireland

9 Public understanding of the Charity Commission for Northern Ireland

This section outlines and describes the public's awareness of the regulation of charities in Northern Ireland. It also includes their awareness and understanding of the Commission, their trust and confidence in the Commission and the impact that knowledge of the Commission has on trust and confidence in the charitable sector. These topics were included in both the qualitative and quantitative elements of the research.

Throughout this section, it is important to remember the Commission is a relatively new regulator in Northern Ireland. As mentioned in the background section of this report, the Commission was established in March 2009. However, charity registration in Northern Ireland only began for the first time in December 2013. The registration process is expected to take three to four years to complete in full.

9.1 Summary of key findings

Section 9: Summary of Key findings

Effective regulation of charities

- Just over half (52%) indicate that charities are effectively regulated, while 28% know nothing about how effectively charities are regulated in Northern Ireland.
- This lack of knowledge could potentially be attributed to the lack of awareness that the Commission exists, with just 33% claiming that they had heard of it.
- There was also low awareness among qualitative participants. Those who had heard of the Commission before perceived it to be an Ombudsman for charities.

Trust in the Commission

- Among those who had heard of the Commission, most gave a medium (44%) or high (36%) trust rating. 8% gave a low trust rating.
- Similarly, across the group discussions almost all who had heard of the Commission had a high level of trust in it.

New awareness of the Commission

- Upon learning that the Commission exists to regulate charities in Northern Ireland, over half (58%) claim this had a positive impact on their trust and confidence in the charitable sector.
- Many participants in the group discussions felt it is important the Commission raises its profile across Northern Ireland. Specifically, it was suggested charities themselves could advertise the Commission by mentioning that they are regulated by it. It was perceived this would not only raise the Commission's profile but also increase the public's trust and confidence in the charitable sector.

9.2 Effective regulation of charities

9.2.1 Summary

Despite limited knowledge of the Commission's presence in Northern Ireland, participants had assumed that some form of regulator operates in Northern Ireland. Participants in the quantitative element believe that the regulation of charities in Northern Ireland is effective, while qualitative participants assumed that regulation is effective as they had not heard of any 'bad' news stories about charities in Northern Ireland. However, a key theme that emerged across both elements of the research is that there needs to be more effective and stringent regulation on senior employees' salaries and fundraising methods used.

9.2.2 Quantitative and qualitative analysis

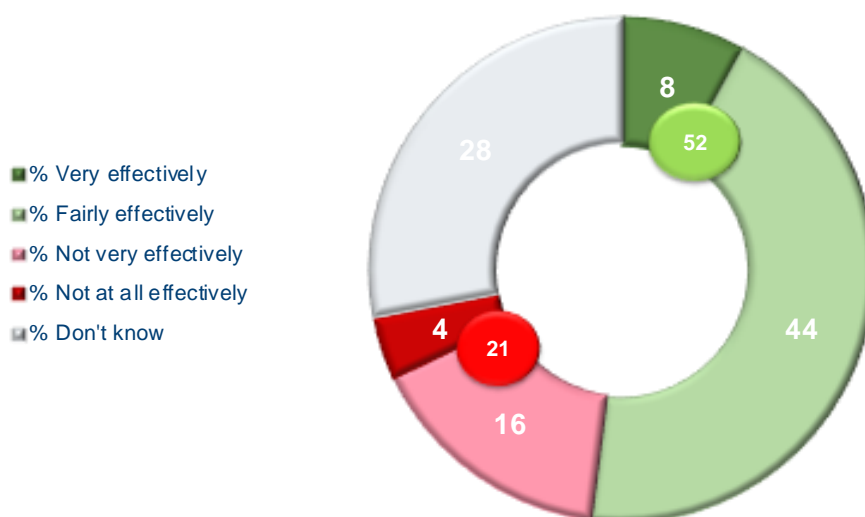
During the quantitative phase, there was a perception that charities are effectively regulated in Northern Ireland. Just over half (52%) think that charities are regulated effectively, with a small proportion (8%) believing that the sector is 'very' effectively regulated. The perception that charity regulation is effective is more common among the ABC1s (55% compared to 49% of C2DEs) and younger age groups (54% of 16-34 year olds compared to 49% of those aged 55 and over).

A small proportion (21%) believes that regulation of charities in Northern Ireland is ineffective and this was more common among older participants i.e. those aged 55 and over (25% compared to 19% of 35-54 year olds and 18% of 16-34 year olds).

Effectiveness of charity regulation in Northern Ireland



Q07. Overall, how effectively do you think charities are regulated in Northern Ireland?



Base: All adults aged 16+ in Northern Ireland (1,016), January 20th – February 8th 2016

Source: Ipsos MORI

Ipsos MORI



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It is interesting to note that a sizeable proportion of participants (28%) did not know how effective the regulation of charities is in Northern Ireland. Older people (30% of those aged 55 and over) and middle aged (31% of 35-54 year olds) are significantly more likely to say they do not know how effectively charities are regulated in Northern Ireland.

Lack of knowledge about effective regulation of charities in Northern Ireland could be a result of various factors such as a lack of knowledge about the Commission and its role in regulation or a general lack of knowledge and interest in the regulation of charities in Northern Ireland.

Findings from the group discussions would support the view that people simply do not know enough about it, as many participants were not aware that the Commission exists and indicated that it is important the Commission raises its profile in Northern Ireland.

"I've never heard of the Charity Commission before, but it makes sense that they exist."
Group participant, 35-54, C2DE, Belfast

However, many feel that raising the profile of the Commission should be done by the charitable sector rather than the Commission spending money to market itself. This is discussed later in this chapter in section 9.5.

"Knowing more about the Charity Commission and what they do would build trust in charities, but charities need to say they are regulated by the Charity Commission or else how are we going to know?"
Group participant, 55+, C2DE, Derry/ Londonderry

Group participants had mixed views on the definition of 'regulation'. To them, regulation is perceived to mean that a charity is answerable to a particular body that monitors how it is managed and places control and/or restrictions on its activities, regularly checking that charities are adhering to this.

"I would sometimes associate it with restriction, almost like being penned in with things because of the red tape."
Group participant, 35-54, ABC1, Newry

"Someone is keeping checks and makes sure they are working in line with legislation."
Group participant, 18-34, ABC1, Belfast

While regulation is generally regarded as beneficial as it increases trust with the relevant industry or sector because of the stringent rules, policies and processes that organisations must abide by, some believe that regulation can sometimes be more of a hindrance than a help, with participants commenting on the red tape that regulation is often associated with.

In terms of regulation, many group participants assumed that the charitable sector in Northern Ireland is regulated, but were unaware of the Commission specifically. However, there was a consensus that certain aspects of charities' work need more regulation particularly in relation to fundraising methods and activities and the payment of high salaries to senior members of staff, as previously mentioned.

"The wages of top employees need regulated and the methods of how they acquire funding for example not hassling people."

Group participant, 18-34, ABC1, Belfast

Generally, depth interview participants feel regulation of charities in Northern Ireland has been effective since the Commission was formed. Many commented that the Commission does its job well. Although a few participants highlighted that they have large amounts of paperwork to complete and maintain they are happy to do so because they are reassured that every charity is going through the same process.

"The paperwork is a small pain for a long term gain."

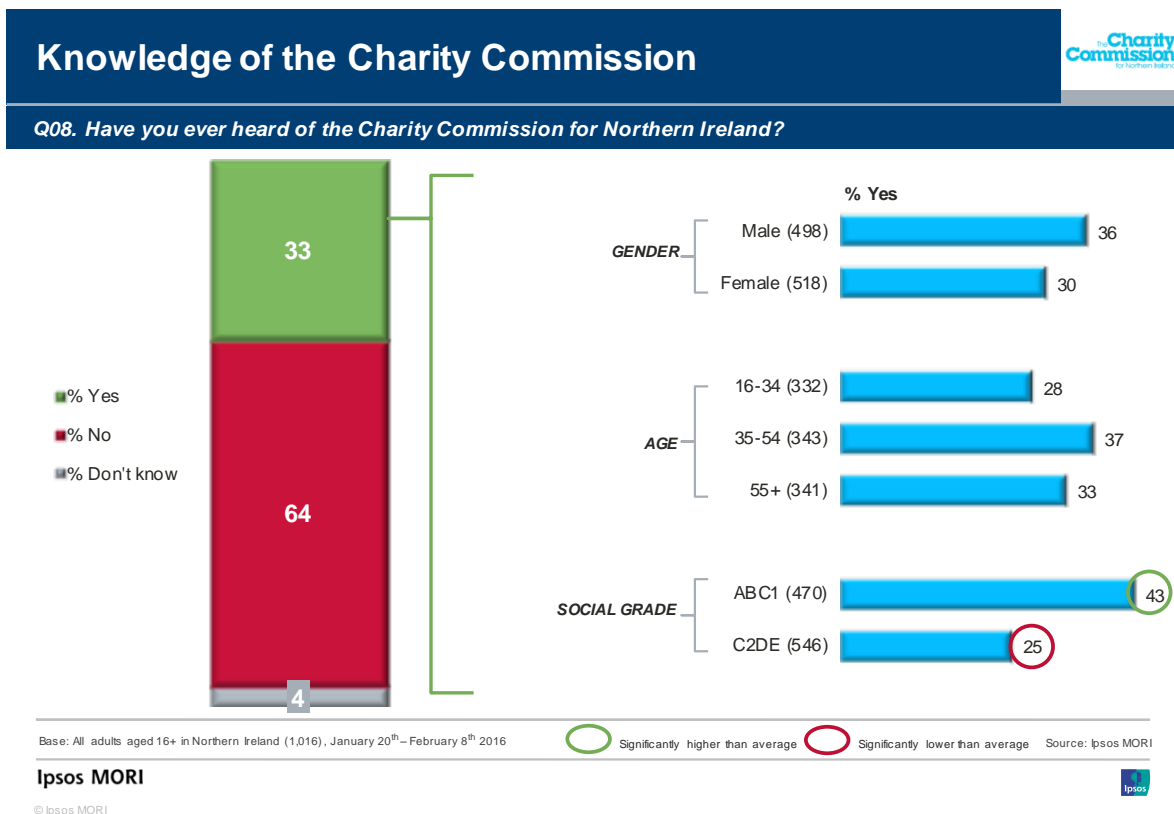
Depth interview participant, Large charity

9.3 Awareness of the Charity Commission

Awareness of the Commission was generally low across Northern Ireland in both the quantitative and qualitative exercises.

Overall, a third (33%) is aware that the Commission exists. Males (36% compared to 30% of females) and those aged 35-54 (37% compared to 28% of those aged 16-34) are more likely to have heard of the Commission. In addition, awareness of the Commission varies depending on socio-economic grouping, with ABC1s displaying higher levels of awareness than C2DEs (43% and 25% respectively).

However, the majority (64%) say they have never heard of the Commission, which was particularly the case with younger people (69% compared to 59% of 35-54 year olds) and C2DEs (72% compared to 53% of ABC1s).



Awareness of the Commission was also low among group participants. Those who had heard of it previously perceived it to be an organisation that oversees the charitable sector and deals with any complaints people might have about a charity, like an ombudsman for charities.

"I'd imagine they stay behind closed doors and keep tabs on charities."

Group participant, 35-54, C2DE, Belfast

As may be expected, there was high awareness of the Commission among depth interview participants. The majority of this audience claimed to have had previous dealings with the Commission and therefore are quite knowledgeable about it works.

"I have had lots of contact with the Charity Commission, they've been very helpful when registering, there is a lot to do."

Depth interview participant, Small charity

9.4 Trust in the Charity Commission

9.4.1 Summary

Throughout the quantitative exercise and group discussions, those who had heard of the Commission before had a reasonably high level of trust and confidence in it. Interestingly, quantitative participants who were aware of the Commission had a higher mean score (6.9) of trust and confidence in the Commission than all participants had in the charitable sector in general (6.2).

9.4.2 Quantitative and qualitative analysis

During the quantitative phase, those who had heard of the Commission were asked to give an overall trust and confidence rating of the organisation using a scale of zero to 10, where zero means they do not trust the Commission at all, and 10 means they trust it completely. Again the same groupings have been applied as previous.

- Scores eight to 10 indicate **high levels of trust**;
- Scores five to seven indicate **medium levels of trust**; and,
- Scores zero to four indicate **low levels of trust**.

Just over a third (36%) have a high level of trust in the Commission and they are more likely to be females (38% compared to 33% of males) and ABC1s (39% compared to 31% of C2DEs). In addition, participants living in urban areas say they have a higher level of trust and confidence in the Commission compared to those living in rural areas (39% compared to 27% respectively).

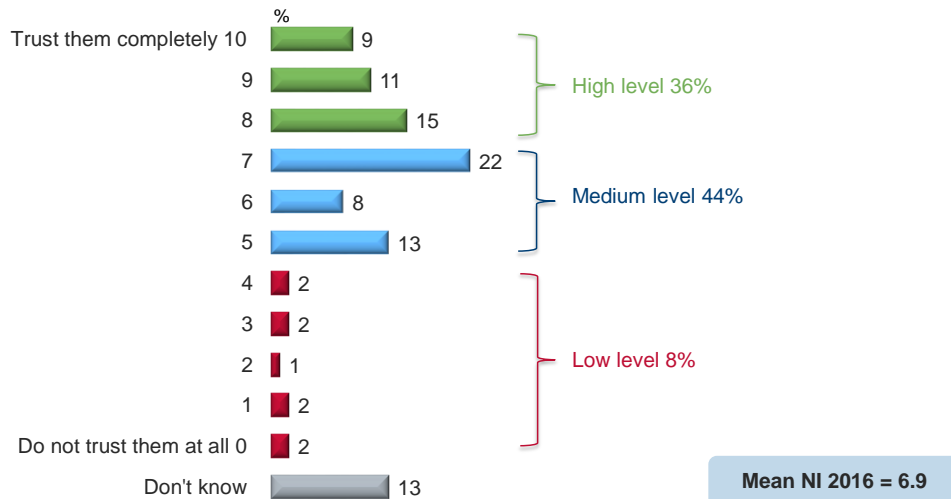
A larger proportion of participants (44%) have a medium level of trust in the Commission than a high level of trust, while just 8% report low levels of trust. There are no significant demographic differences between participants.

Overall trust and confidence in the Commission is relatively high; the mean trust score for Northern Ireland is 6.9.

Trust and confidence in the Charity Commission



Q09a. On a scale of 0-10 where 10 means you trust it completely and 0 means you don't trust it at all, how much trust and confidence do you have in the Charity Commission for Northern Ireland?



Base: All adults aged 16+ who have heard of the Charity Commission for Northern Ireland (333), January 20th – February 8th 2016

Source: Ipsos MORI

Ipsos MORI

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Although few qualitative participants had heard of the Commission, of those who had most had a high level of trust and confidence in the organisation. Although many did not have a detailed knowledge of the Commission and its working, there was an assumption if there were no 'bad news' stories about charities in Northern Ireland, it must be effective in its role as regulator.

"We haven't heard that many horror stories in Northern Ireland, there would be a lot more in Great Britain."

Group participant, 35-54, ABC1, Newry

There was a consensus among group participants that the Commission should promote itself more across Northern Ireland. It was perceived the knowledge that the Commission exists would increase the general public's trust and confidence in the charity sector as a whole. This was reiterated in the depth interviews and is discussed further in section 9.5.

9.5 New awareness of the Charity Commission

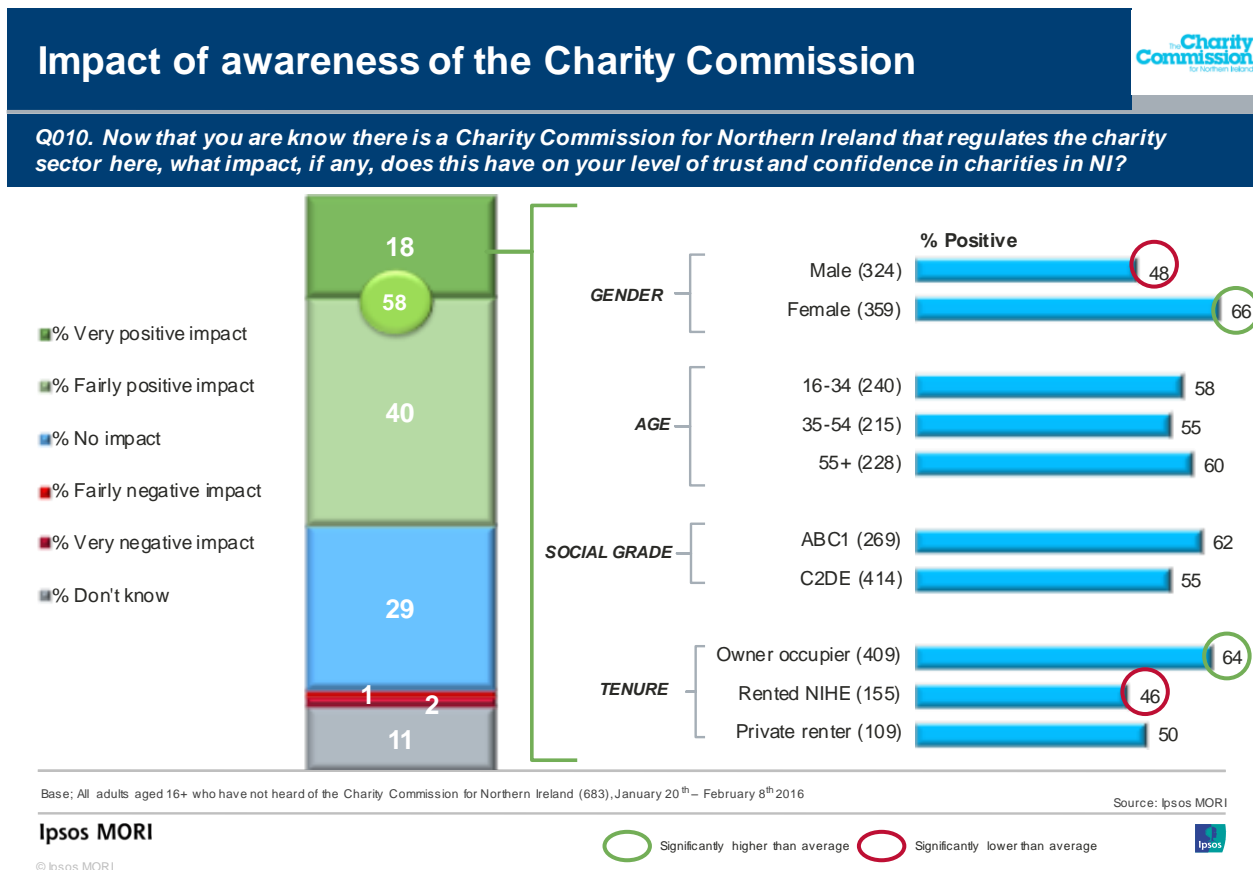
9.5.1 Summary

Throughout both the quantitative phase and qualitative phase, when informed that the Commission exists, many claimed that this had a positive impact on extent of trust and confidence in charities in Northern Ireland. It also reassured research participants that charities are being properly regulated. In addition, many group participants believed that the Commission should raise its profile in Northern Ireland. However, many consider that this

should be done through the charities themselves, by displaying they are regulated by the Commission, similar to banks and financial services institutions.

9.5.2 Quantitative and qualitative analysis

As mentioned, during the quantitative phase it emerged that being informed about the Commission had a positive impact on those who had not heard of it previously. Over half (58%) say that the new information had either a very positive or fairly positive impact on their trust and confidence, particularly among females (66% compared to 48% of males) and ABC1s (62% compared to 55% of C2DEs).



However, for almost a third (29%) the existence the Commission has no impact on their confidence and trust in the sector.

When group participants were informed that there is a Commission in Northern Ireland, many claimed that they were reassured by this information and, in turn, this gave some more confidence in the sector. However, when asked if this would increase the trust score they had given at the start of the discussion, many would not change their original rating.

"They might be there but I still don't have the proof about what charities are doing with their money."

Group participant, 35-54, C2DE, Belfast

Many participants felt the Commission needs to raise its profile in Northern Ireland and suggested a range of ways they could do this. Some participants felt the Commission should promote itself through different platforms such as newspapers, television and social media.

However, others indicated that charities have an onus to promote the Commission themselves. As well as raising the profile of the Commission, it was perceived this would also increase the trust in the charitable sector. Participants thought that if the public is more aware that the charitable sector is regulated then the extent to which people trust the charities would increase.

"If charities said we are regulated by the Charity Commission then people may be more inclined to trust them."

Group participant, 18-34, ABC1, Belfast

"Knowing more about the Charity Commission would build trust."

Group participant, 55+, C2DE, Derry/ Londonderry

In addition, most depth interview participants believed that the general public's trust and confidence in the charitable sector would increase if people were aware of the Commission. Similarly, to the group discussions, in order to increase awareness, depth interview participants felt the Commission could publicise itself more.

"It's as simple as just providing a paragraph about what they do in newspapers or in human interest stories in the news."

Depth interview participant, Small Charity

A few of the depth interview participants also felt when the Commission has finished registering charities, it should launch an awareness campaign to make the general public aware of where they can go to find out if a charity is registered or not.

"Make people aware charities are registered and monitored rigorously."

Depth interview participant, Large charity

Key driver analysis

10 Key Driver Analysis

This section details the Key Driver Analysis (KDA) including an overview of how key measures were derived and the process of conducting the KDA. The section also identifies the associations between attitudes, behaviours and personal characteristics and overall trust and confidence in charities in Northern Ireland.

10.1 Summary of key findings

Section 10: Summary of Key findings

- Maintain the public's underlying propensity to trust charities by:
 - Addressing negative stories; and,
 - Promoting the Commission and its effectiveness in regulating charitable organisations.
- Charities need to demonstrate local presence and that they have effective processes and procedures for running the charity regardless of size.

10.2 Overview of the Key Driver Analysis process

KDA is a multivariate technique using advanced data analytics to identify how strongly attitudes and behaviour towards charities, as well as an individual's personal characteristics, are associated with overall trust and confidence in charities. It is arguably a more 'objective' measure of what drives overall trust and confidence as it examines a range of responses that people give to a number of questions throughout the survey rather than relying simply on what people say is most important to them when asked directly.

In other words, the KDA examines the relationship between the scores given for a range of questions throughout the survey and whether the score for overall trust and confidence goes up or down in order to identify patterns in the data. As a result, it is possible to derive what is really important in driving trust and confidence in charities.

10.3 Key Driver Analysis for the England & Wales study

The Charity Commission for England & Wales study conducted regularly since 2005 has twice previously (in 2014 and 2012) used KDA to explore the trust scores people gave in the survey. In the two studies conducted by Ipsos MORI, the KDA confirmed what the England & Wales public generally say is the most important factor for them i.e., ensuring that a reasonable proportion of donations make it to the end cause has the highest association with a person's overall trust score.

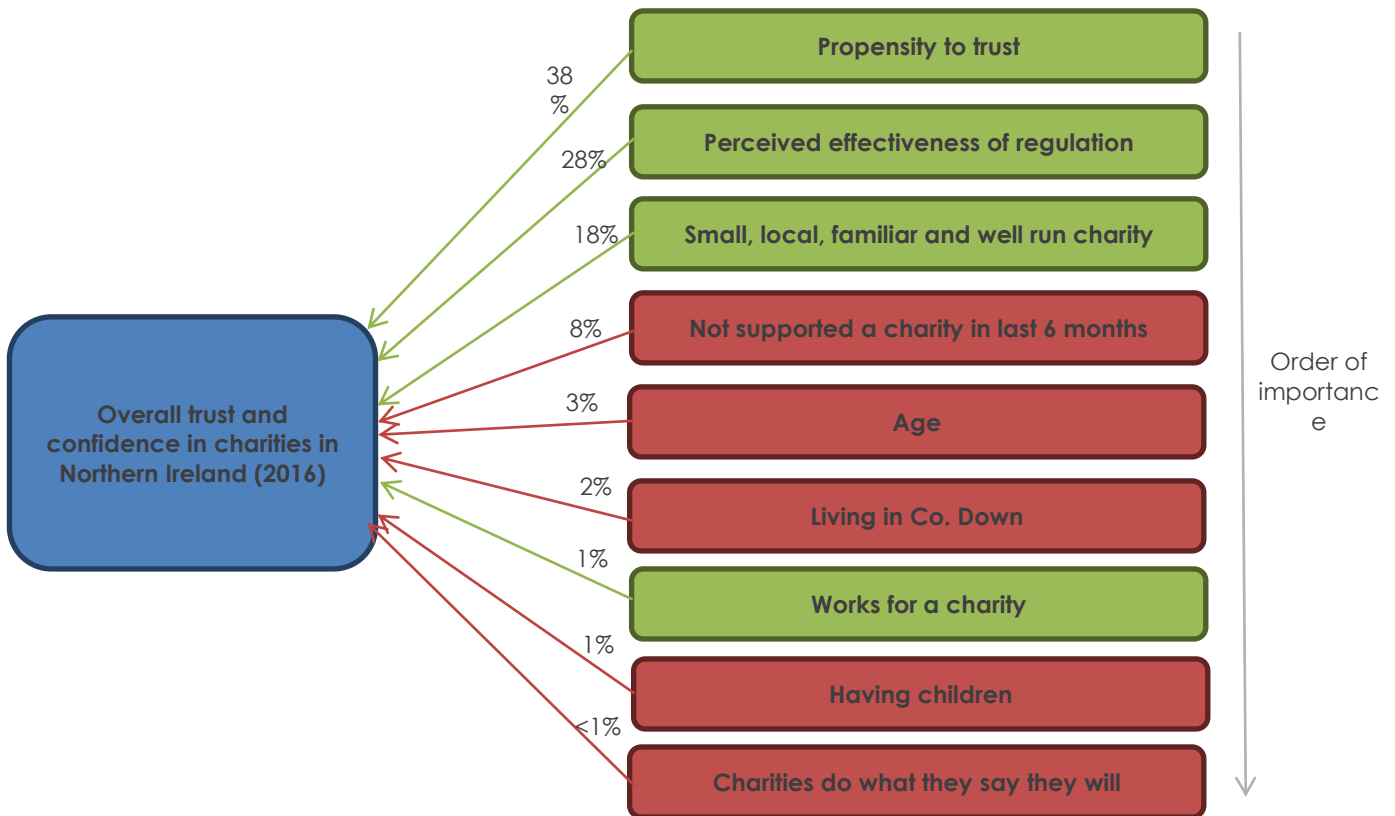
This is followed by making a positive difference to the cause they are working for and making independent decisions for the cause they work for. The KDA process repeated the approach used in the 2012 study.

10.4 Key Driver Analysis for the Northern Ireland study

The Northern Ireland survey has some differences in the measures applied and includes other aspects of attitudes and behaviours not included in the England & Wales study. Consequently, it was not possible to adopt a confirmatory approach based on that used in the England & Wales study. Therefore, a more exploratory approach to undertaking the KDA for the Northern Ireland study has been adopted.

This process began by deriving a measure for propensity to trust based on the scores participants gave to each item at Q4, and thus reduce this to a single measure. Similarly, at Q5 the 16 measures were organised into two derived measures. The first is based on the charities being small, local, familiar and well run; the second derived measure was around how well participants were informed about charities. These measures were derived by conducting a factor analysis in order to provide one score for each participant for each of the three derived measures.

Applying the exploratory approach, and using the derived measures along with the scores given by participants to other measures throughout the survey, it was possible to identify the attitudes, behaviours and personal characteristics that are associated with overall trust and confidence in charities. This is outlined in the figure below:



10.5 Results of the Key Driver Analysis

The KDA revealed that the most important factor in overall trust and confidence in charities is the propensity to trust. In other words, the more likely someone is to trust banks, elected representatives, the police, doctors, small and large companies the more likely they are to have trust and confidence in charities. Unfortunately, increasing an individual's propensity to trust is extremely complex and the ability to influence this measure is outside the control of the Commission.

The next most important factor in overall trust and confidence, and of particular relevance to the work of the Commission, is the perceived effectiveness of the regulation of charities i.e. those who believe that charities are well regulated are more likely to have higher levels of trust and confidence in charities in Northern Ireland. Interestingly, Section 9 illustrates that despite the majority of survey participants indicating that they believe there is effective regulation of charities in Northern Ireland there is low levels of awareness of the Commission, its role and responsibilities, and the work it carries out. Given the importance of this factor in determining overall trust and confidence levels in charities, the Commission can take direct action to influence the perceived effectiveness of regulating charities by raising awareness of the organisation, its role and responsibilities and the regulatory work it carries out.

Appendices

11 Appendices

11.1 Appendix 1

11.1.1 Topic guide for general public

Introduction

Introduce self/Ipsos MORI – stress role as an independent research organisation and that we are here to listen to opinions.

Outline background and objectives of the project

Explanation of discussion ‘rules’

Mention recording/viewing/filming of proceedings and obtain permission to record/film.
Reinforce anonymity/confidentiality

If applicable, explain note takers/client presence

Housekeeping – toilets, fire exit, mobile phones

Participant introductions: ask for name, age, and give a little bit of information about their family and occupation.

Overall thoughts on charities

EXERCISE: Get each participant to write down the trust score they give charities in Northern Ireland.

MODERATOR EXPLAIN: To start us off I want you to think about how much you trust the charity sector overall. On a scale of 0-10, with 0 meaning that you do not trust, and 10 meaning you trust the sector completely. Please write down the score on the piece of paper in front of you.

- What do you think about when you gave your rating?
- What increases your trust in the charity sector?
- What reduces your trust in the charity sector?

Thinking generally about charities, how would you explain or define what a charity is or does?

WRITE ON FLIP CHART ALL DIFFERENT ROLES CHARITIES PLAY IN SOCIETY

Why do you characterise charities as.....

PROMPT WITH IF NECESSARY: First-hand knowledge/experience, media coverage etc.

What particular charities are you aware of?

- BRAINSTORM: If they are coming up with similar ones, prompt different areas e.g. Service-based charities, Medical Research charities, community based charities

Are these charities that you have donated to, or just the ones that you are more familiar with?

What drives your decision to donate to a charity?

- Is it the cause, or what you know about an individual charity, would the trustworthiness of the charity factor into this?
- Do you only donate to charities you trust?
- Is there anything else you would be likely to do if you trust a charity? Would you promote it? Follow it on social media? Consider volunteering? Talk about it?

REFER BACK TO FLIPCHART Which charity would you say that you have given the most/most regularly to?

What made you choose this specific organisation?

PROBE:

- How is it different from other charities?
- Was it important to know how effective it is, what proportion of the donation would be spent on different work (e.g. research, frontline activity, training etc)?
- Concern (re medical conditions): are you worried about developing the condition / have it already? Does a relative/friend have it already, or are you worried about them developing the condition?
- Reciprocity – have you/family members benefitted from its services (e.g. patient aftercare)
- Has your charity of choice/priority/type of charity changed over time? What prompted this change

What do you think charities offer that is special or unique? **PROMPT WITH: People who really care, know what people need, not motivated by making profit, help those most in need, fill in gaps in public services etc.**

How important do you think charities are to people in Northern Ireland as a whole?

- Why are they important/not important?
- Which aspects of their work are important? – RANK ROLES ON FLIP CHART
- And which aspects are less important?

Do you think most people in Northern Ireland think charities are important/appreciate the work charities do? Who does/doesn't? Why/why not?

Have they become more or less important in the last few years?

What positive effect do charities have? Where is this most noticeable?

Do you remember seeing or hearing anything about charities in the media recently?

- What was it in relation to?
- Has this had any impact on your opinion of charities? How? Why?

Have you had any negative experience of charities / seen anything negative in the media? *PROBE FOR EXAMPLES*

PROMPT ONLY IF NECESSARY with examples:

- Executive salaries
- Chugging/ aggressive fundraising techniques
- Too much money spent on fundraising/running costs/ behaving like a private sector company
- Too much money spent delivering public services
- Spending money abroad/uncertainty about how it is administered in the developing world

How did this change your feelings about charities generally?

Do you trust some charities or types of charities more or less than others?

Overall trust and confidence in charities

MODERATOR EXPLAIN: We would like to know a bit about your perceptions of the charity sector

GROUP EXERCISE: RANKING VERSUS OTHER PUBLIC AND PRIVATE BODIES (MODERATOR GETS THE GROUP TO PUT CARDS IN THE ORDER THEY TRUST DIFFERENT SECTORS)

I would like you to do this exercise as a group. These 10 cards each have a public body or private institution on them, I would like you to rank them in order of how much you trust them

- Why did you put [Top organisation] at the top of the ranking?
- Why did you put [bottom organisation] at the bottom of the ranking

- What do you define as trust in a charity? Is it trust that they will do what they say they will? Will they be good stewards of their funds and assets? Will they be open and accountable? Does access to information or evidence make them more trustworthy?
- What is it about X that makes you trust them more than the charity sector? (X anything placed above charity sector)
- What is it about Y that makes you trust them less than the charity sector? (Y anything placed below charity sector)

Now, thinking about the range of different charities, do you trust some charities or types of charities more or less than others?

- Why? Size, experience, media stories, fundraising methods, access to information about the charity (and what information would they need to put that trust in them?) etc.?

MODERATOR READ OUT: Some charities and some private companies receive funding from government to provide certain public services, such as healthcare services, care for the elderly and services for disabled people etc. Other public services are provided directly by public authorities such as the NHS or local councils.

What do you think about this?

- Do you think this has changed over the past few years – in what way?
- Do you think it makes a difference who provides these kinds of services?
- Why is that?
- Who do you think would be better at providing different types of services (schools, hospitals, care homes, information services etc.)? Why?
- What would each type of service provider be particularly good at (e.g. caring, understanding what people need, value for money)

Some charities spend an amount of their revenue on campaigning on issues and lobbying the government to change or create policies.

- What is your view on this?
- Should there be limits on the amount of money a charity should be able to spend on lobbying the government?
- Is there a difference between charities that receive public funding vs those that solely rely on donations?
- IF SO, why? IF NOT, why?

How do you think it helps charities if the public have trust in them?

IF STRUGGLING PROMPT: more likely to donate, more likely to use their services, more likely to volunteer etc.

Do you think people trust charities more or less now than they use to? What about you personally?

- Why?
- What do you think charities could do to increase their trustworthiness?

Regulation of charities and the Charity Commission

How might you try to find out if a charity is a legitimate (real) charity? E.g. Fundraiser ID, charity number on website, Charity Commission register, well-known name etc.

How many people do you think check this? Have you ever done this?

- Why/why not/in what circumstances?
- If they personally have done it: Why did you decide to check? What/where did you check? How easy/difficult was it for you to find out if they were legitimate? How useful was the information you found?

Do you think that charities should be required to publish information about their organisation? Why/why not?

- Who might read it? How detailed should it be?
- IF YES: Where would you like to see this information published? What information do you think charities should publish? Why is this important?
- How would you like to be able to access this information?
PROBE for channels e.g. websites mobile apps, social media, post, email, newsletters
- Should charities provide this information without people having asked for it?

What do you understand when we say that a sector or industry is regulated?

NOTE – IF ASKED, REGULATOR = INDEPENDENT REGULATOR FUNDED BY THE GOVT. TO ENSURE THAT THE CHARITIES STAY WITHIN THE LAW AND ARE RUN FOR THE PUBLIC BENEFIT.

What do you think about charities being regulated in Northern Ireland?

- Is this good or bad? Needed/ or not? Why?

FLIP CHART: Do you think there are any parts of charities work that need more or less regulation?

- What impact do you think improving regulation would have (on charities/public opinion of charities)?

Do you think charities are well regulated at the moment?

- Why/why not?

Had any of you come across the Charity Commission before this research?

- Probe to confirm that it is the Charity Commission for NORTHERN IRELAND.

AMEND QUESTION WORDING BASED ON RESPONSE:

What do you think the Charity Commission does?

What do you know about the work of the Charity Commission?

How/where have you come across the Charity Commission before?

- What is the point of its work?
- How do you think it relates to government and charities?

MODERATOR READ OUT: The Charity Commission is an independent body responsible for registering and regulating charities in Northern Ireland. They register charities after examining what the charity is set up to do to assess whether they fit within the charity law description of charitable purposes. They regulate charities by ensuring they stay within the law and are run for the public benefit, and by investigating any serious allegations of wrongdoing by charities

NOTE FOR INTERVIEWER; THE CC IS A NON-DEPARTMENTAL PUBLIC BODY - SPONSORED BY THE DEPARTMENT FOR SOCIAL DEVELOPMENT

IF ANYONE HAS COME ACROSS THE CHARITY COMMISSION BEFORE THIS RESEARCH:

Do you think it does its job effectively?

- What do you think are its good points?
- What about its bad points?
- Looking at the description, what do you think its most important role is?
- What kinds of charities should the Charity Commission regulate (e.g. all, big brands, small community?)

ASK ALL: Does having a regulator such as the Charity Commission make any difference to your trust or have confidence in charities?

- What part(s) of what the Charity Commission does seem most important to you?

- Do you think most people know about the Charity Commission?
- Do you think people would be more supportive of charities if they knew more about the Charity Commission? What would matter most to most people?

What, if anything, does it need to do differently to build public trust and confidence in the sector?

- What is the level of trust in the Charity Commission for Northern Ireland?
- What is it that the public trust the Charity Commission to do?

Closing summary

Is there anything else you would like to add on this subject that we haven't covered? Any advice for the Charity Commission?

What could be done to increase people's trust and confidence in charities? E.g. better regulation, fundraising methods, being better at explaining how they spend money/talking about the difference their work makes etc

- Why would this improve trust?

Explain that their views and ideas will help shape the CC's future strategy and their contributions/ time are highly valued.

Thank and close.

11.2 Appendix 2

11.2.1 Topic guide for depth interviews

Introduction

Introduce self/Ipsos MORI – stress role as an independent research organisation and that we are here to listen to opinions.

Outline background and objectives of the project

Explanation of discussion ‘rules’

Mention recording/viewing/filming of proceedings and obtain permission to record/film.
Reinforce anonymity/confidentiality

If applicable, explain note takers/client presence

Housekeeping – toilets, fire exit, mobile phones

Participant introductions: ask for name, age, and give a little bit of information about their family and occupation.

Overall thoughts on charities

MODERATOR EXPLAIN: To start us off I want you to think about how much you trust the charity sector overall. On a scale of 0-10, with 0 meaning that you do not trust, and 10 meaning you trust the sector completely. Please write down the score on the piece of paper in front of you.

- What do you think about when you gave your rating?
- What increases your trust in the charity sector?
- What reduces your trust in the charity sector?

Thinking generally about charities, how would you explain or define what a charity is or does?

Why do you characterise charities as.....

PROMPT WITH IF NECESSARY: First-hand knowledge/experience, media coverage etc.

What do you think charities offer that is special or unique? PROMPT WITH: People who really care, know what people need, not motivated by making profit, help those most in need, fill in gaps in public services etc.

How important do you think charities are to people in Northern Ireland as a whole?

- Why are they important/not important?
- Which aspects of their work are important?

- And which aspects are less important?

Do you think most people in Northern Ireland think charities are important/appreciate the work charities do? Who does/doesn't? Why/why not?

Have they become more or less important in the last few years?

What positive effect do charities have? Where is this most noticeable?

Do you remember seeing or hearing anything about charities in the media recently?

- What was it in relation to?
- Has this had any impact on your opinion of charities? How? Why?

Have you had any negative experience of charities / seen anything negative in the media? *PROBE FOR EXAMPLES*

PROMPT ONLY IF NECESSARY with examples:

- Executive salaries
- Chugging/ aggressive fundraising techniques
- Too much money spent on fundraising/running costs/ behaving like a private sector company
- Too much money spent delivering public services
- Spending money abroad/uncertainty about how it is administered in the developing world

How did this change your feelings about charities generally?

Now, thinking about the range of different charities, do you trust some charities or types of charities more or less than others?

- Why? Size, experience, media stories, fundraising methods, access to information about the charity (and what information would they need to put that trust in them?) etc.?

Some charities spend an amount of their revenue on campaigning on issues and lobbying the government to change or create policies.

- What is your view on this?
- Should there be limits on the amount of money a charity should be able to spend on lobbying the government?
- Is there a difference between charities that receive public funding vs those that solely rely on donations?

- IF SO, why? IF NOT, why?

How do you think it helps charities if the public have trust in them?

IF STRUGGLING PROMPT: more likely to donate, more likely to use their services, more likely to volunteer etc.

Do you think people trust charities more or less now than they use to? What about you personally?

- Why?
- What do you think charities could do to increase their trustworthiness?

Regulation of charities and the Charity Commission

How might you try to find out if a charity is a legitimate (real) charity? E.g. Fundraiser ID, charity number on website, Charity Commission register, well-known name etc

How many people do you think check this? Have you ever done this?

- Why/why not/in what circumstances?
- If they personally have done it: Why did you decide to check? What/where did you check? How easy/difficult was it for you to find out if they were legitimate? How useful was the information you found?

Do you think that charities should be required to publish information about their organisation? Why/why not?

- Who might read it? How detailed should it be?
- IF YES: Where would you like to see this information published? What information do you think charities should publish? Why is this important?
- How would you like to be able to access this information?
PROBE for channels e.g. websites mobile apps, social media, post, email, newsletters
- Should charities provide this information without people having asked for it?

What do you understand when we say that a sector or industry is regulated?

NOTE – IF ASKED, REGULATOR = INDEPENDENT REGULATOR FUNDED BY THE GOVT. TO ENSURE THAT THE CHARITIES STAY WITHIN THE LAW AND ARE RUN FOR THE PUBLIC BENEFIT.

What do you think about charities being regulated in Northern Ireland?

- Is this good or bad? Needed/ or not? Why?

FLIP CHART: Do you think there are any parts of charities work that need more or less regulation?

- What impact do you think improving regulation would have (on charities/public opinion of charities)?

Do you think charities are well regulated at the moment?

- Why/why not?

Had any of you come across the Charity Commission before this research?

- Probe to confirm that it is the Charity Commission for NORTHERN IRELAND.

AMEND QUESTION WORDING BASED ON RESPONSE:

What do you think the Charity Commission does?

What do you know about the work of the Charity Commission?

How/where have you come across the Charity Commission before?

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MODERATOR READ OUT: The Charity Commission is an independent body responsible for registering and regulating charities in Northern Ireland. They register charities after examining what the charity is set up to do to assess whether they fit within the charity law description of charitable purposes. They regulate charities by ensuring they stay within the law and are run for the public benefit, and by investigating any serious allegations of wrongdoing by charities

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Do you think it does its job effectively?

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- What about its bad points?
- Looking at the description, what do you think its most important role is?
- What kinds of charities should the Charity Commission regulate (e.g. all, big brands, small community?)

ASK ALL: Does having a regulator such as the Charity Commission make any difference to your trust or have confidence in charities?

- What part(s) of what the Charity Commission does seem most important to you?
- Do you think most people know about the Charity Commission?
- Do you think people would be more supportive of charities if they knew more about the Charity Commission? What would matter most to most people?

What, if anything, does it need to do differently to build public trust and confidence in the sector?

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- What is it that the public trust the Charity Commission to do?

Closing summary

Is there anything else you would like to add on this subject that we haven't covered? Any advice for the Charity Commission?

What could be done to increase people's trust and confidence in charities? E.g. better regulation, fundraising methods, being better at explaining how they spend money/talking about the difference their work makes etc.

- Why would this improve trust?

Explain that their views and ideas will help shape the CC's future strategy and their contributions/ time are highly valued.

Thank and close.

11.3 Appendix 3

11.3.1 Quantitative questionnaire

Overall trust

ASK ALL

SHOWCARD 1

Q1. Firstly, how much trust and confidence do you have in charities in Northern Ireland? Please rate on a scale of 0-10 where 10 means you trust them completely and 0 means you don't trust them at all.

IF DEPENDS: **Generally speaking, how much trust and confidence do you have in charities in Northern Ireland?** SINGLE CODE ONLY

0 – Do not trust them at all
1
2
3
4
5
6
7
8
9
10 – Trust them completely
Don't know

ASK ALL

Q2a. Over the past two years, has your trust and confidence in charities in Northern Ireland increased, decreased or stayed the same? SINGLE CODE

Increased	1
Decreased	2
Stayed the same	3
Don't know	99

ASK THOSE WHO SAID INCREASED (CODE 1) AT Q2a

Q2b. Why do you think your trust and confidence in charities has increased? THEN PROMPT (UNLESS RESPONDENT SAYS DON'T KNOW) And has anything else influenced this change? MULTICODE OK. DO NOT READ OUT

Personal experience of using a charity and/or its services	1
The experience of someone I know who used a charity or its services	2
Volunteering or working for a charity	3
Seeing the impact of a charity's work in my local area	4
Media stories about a charity/charities in general	5
Media coverage about how charities spend donations e.g. salaries, bonuses etc	6
Media coverage about the fundraising practices used by some charities	7
Other (SPECIFY)	8
Don't know (SINGLE CODE)	99

ASK THOSE WHO SAID DECREASED (CODE 2) AT Q2a

Q2c. Why do you think your trust and confidence in charities has decreased?
THEN PROMPT (UNLESS RESPONDENT SAYS DON'T KNOW) **And has anything else influenced this change?** MULTICODE OK. DO NOT READ OUT

Personal experience of using a charity and/or its services	1
The experience of someone I know who used a charity or its services	2
Volunteering or working for a charity	3
Seeing the impact of a charity's work in my local area	4
Media stories about a charity/charities in general	5
Media coverage about how charities spend donations e.g. salaries, bonuses etc	6
Media coverage about the fundraising practices used by some charities	7
Other (SPECIFY)	8
Don't know (SINGLE CODE)	99

ASK ALL

SHOWCARD 2D

Q2d. In which of any of these ways have you supported a charity in the last six months?

MULTICODE OK

Donated money to a street collector	1
Made a one-off donation to a charity for a specific campaign	2
Signed up to a direct debit	3
Taken part in a charity event	4
Sponsored someone who was taking part in charity event	5
Volunteered for a charity	6
Donated items to a charity shop or charity appeal	7
I have not supported a charity in the last six months	8
Other (SPECIFY)	9
Don't know (SINGLE CODE)	99

ASK THOSE WHO HAVE SUPPORTED A CHARITY IN THE LAST SIX MONTHS (CODES 1-7, 9)

Q2e. What factors influence your decision to support a charity?

DO NOT PROMPT

The cause the charity represents is important to me (the cause)	1
Awareness of the impact it has on the cause it represents (action)	2
I have benefited from the charity (reciprocity)	3
I may need to use the charity in future (future need)	4
I trust the charity (trust)	5
Other (SPECIFY)	6
Don't know (SINGLE CODE)	99

ASK ALL

SHOWCARD 3A

Q3a. On balance, on a scale of 0 to 10, where 0 is not at all **important** and 10 is very important, how **important or unimportant** are each of these factors to you when making a decision on whether to trust charities in Northern Ireland?

READ OUT STATEMENTS SINGLE CODE FOR EACH STATEMENT. ROTATE

A	How open and transparent charities are about their activities	0 Not at all important	1	2	3	4	5	6	7	8	9	10 Very important	DK
B	How transparent charities are about the way they spend donations/funds	0 Not at all important	1	2	3	4	5	6	7	8	9	10 Very important	DK
C	How charities raise their funds/collect donations	0 Not at all important	1	2	3	4	5	6	7	8	9	10 Very important	DK
D	That they have a positive impact on the causes they represent	0 Not at all important	1	2	3	4	5	6	7	8	9	10 Very important	DK
E	That charities are well managed	0 Not at all important	1	2	3	4	5	6	7	8	9	10 Very important	DK
F	That donations/funds raised by charities are used properly	0 Not at all important	1	2	3	4	5	6	7	8	9	10 Very important	DK
G	That charities do what they say they will do	0 Not at all important	1	2	3	4	5	6	7	8	9	10 Very important	DK

ASK ALL

SHOWCARD 3B

Q3b. On balance, on a scale of 0 to 10, where 0 is do not trust them at all and 10 is trust them completely, to what **extent** would you trust charities in Northern Ireland to...?

READ OUT STATEMENTS SINGLE CODE FOR EACH STATEMENT. ROTATE

A	Be open and transparent about their activities	0 Don't trust them	1	2	3	4	5	6	7	8	9	10 Trust them completely	DK
B	Be transparent about the way they spend donations/funds	0 Don't trust them	1	2	3	4	5	6	7	8	9	10 Trust them completely	DK
C	Raise their funds/collect donations	0 Don't trust them	1	2	3	4	5	6	7	8	9	10 Trust them completely	DK
D	Have a positive impact on the causes they represent	0 Don't trust them	1	2	3	4	5	6	7	8	9	10 Trust them completely	DK
E	Be well managed	0 Don't trust them	1	2	3	4	5	6	7	8	9	10 Trust them completely	DK
F	Use donations/funds raised by the charity properly	0 Don't trust them	1	2	3	4	5	6	7	8	9	10 Trust them completely	DK
G	Do what they say they will do	0 Don't trust them	1	2	3	4	5	6	7	8	9	10 Trust them completely	DK

ASK ALL

SHOWCARD 4

Q4. Now, I'm going to read out some different types of organisations and professions. On a scale of 0-10 where 10 means you trust them completely and 0 means you don't trust them at all, please tell me how much trust and confidence you have in each? IF DEPENDS: Generally speaking, how much trust and confidence do you have? ROTATE ORDER, SINGLE CODE ONLY

Large companies	0 Don't trust them	1	2	3	4	5	6	7	8	9	10 Trust them completely	DK
Small companies	0 Don't trust them	1	2	3	4	5	6	7	8	9	10 Trust them completely	DK
Public services	0 Don't trust them	1	2	3	4	5	6	7	8	9	10 Trust them completely	DK
Elected representatives e.g. MLAs	0 Don't trust them	1	2	3	4	5	6	7	8	9	10 Trust them completely	DK
Your local Council	0 Don't trust them	1	2	3	4	5	6	7	8	9	10 Trust them completely	DK
Banks	0 Don't trust them	1	2	3	4	5	6	7	8	9	10 Trust them completely	DK
Doctors	0 Don't trust them	1	2	3	4	5	6	7	8	9	10 Trust them completely	DK
Police service	0 Don't trust them	1	2	3	4	5	6	7	8	9	10 Trust them completely	DK
Ordinary man/woman in the street	0 Don't trust them	1	2	3	4	5	6	7	8	9	10 Trust them completely	DK

General attitudes towards charities

ASK ALL

SHOWCARD 5

Q5. I'm now going to read you a list of statements and ask you how much you agree or disagree with each of them. Firstly...? READ OUT EACH STATEMENT. RANDOMISE ORDER, REPEAT SCALE IF NECESSARY.

	Strongly agree	Tend to agree	Neither agree nor disagree	Tend to disagree	Strongly disagree	Don't know/ No opinion
I trust smaller charities more than big charities	1	2	3	4	5	99
If I have heard of a charity, I am more likely to trust it	1	2	3	4	5	99
I trust charities more if they are based in Northern Ireland	1	2	3	4	5	99
I trust charities more if they are providing services within my local community	1	2	3	4	5	99
Charities should be transparent about how public donations are spent	1	2	3	4	5	99
It is important to me that charities are properly regulated	1	2	3	4	5	99
I know where I can find out information about how charities are run	1	2	3	4	5	99
I know very little about how charities are run	1	2	3	4	5	99
It is important that charities demonstrate how they benefit the public	1	2	3	4	5	99
Charities spend too much of their funds on salaries and administration	1	2	3	4	5	99
Most charities are trustworthy	1	2	3	4	5	99
I am more likely to trust a charity if I have personal experience of it	1	2	3	4	5	99
Some of the fundraising methods used by charities make me uncomfortable	1	2	3	4	5	99
I know where I can find out information about how charities are spending their money	1	2	3	4	5	99
I trust charities to spend their funds appropriately	1	2	3	4	5	99
I am more likely to trust a charity if I believe in what it is trying to do	1	2	3	4	5	99

Benefiting from charities

ASK ALL

Q6a. Have you ever benefited from or used the services of a charity? SINGLE CODE ONLY

Yes	1
No	2
Don't know	99

Knowledge of charity regulation and the Charity Commission

ASK ALL

SHOWCARD 7

Q7. Overall, how effectively do you think charities are regulated in Northern Ireland?

Very effectively	1
Fairly effectively	2
Not very effectively	3
Not at all effectively	4
Don't know	99

ASK ALL

Q8. Have you heard of the Charity Commission for Northern Ireland? SINGLE CODE ONLY

Yes	1
No	2
Don't know	99

ASK THOSE WHO HAVE HEARD OF THE CHARITY COMMISSION FOR NORTHERN IRELAND (CODE 1 AT Q8)

SHOWCARD 9a

Q9a. On a scale of 0-10 where 10 means you trust it completely and 0 means you don't trust it at all, how much trust and confidence do you have in the Charity Commission for Northern Ireland?

0 Have no trust and confidence at all	1	2	3	4	5	6	7	8	9	10 Have complete trust and confidenc e	DK
---	---	---	---	---	---	---	---	---	---	--	----

ASK THOSE WHO HAVE NOT HEARD OF THE CHARITY COMMISSION FOR NORTHERN IRELAND (CODE 2 AT Q8)

INTERVIEWER READ OUT: ***The Charity Commission is an independent body responsible for registering and regulating all charities in Northern Ireland. They register charities after examining their purposes against the requirements of charity law. They regulate charities by ensuring they stay within the law and are run for the public benefit, and by investigating any serious allegations of wrong-doing. The register of charities is publicly available on the website of the Charity Commission for Northern Ireland. All registered charities are required to submit their accounts and reports on an annual basis.***

SHOWCARD 10

Q10. Now that you know there is a Charity Commission for Northern Ireland that regulates the charity sector here, what impact, if any, does this have on your level of trust and confidence in charities in NI? SINGLE CODE ONLY

	()
Very positive impact	1
Fairly positive impact	2
No impact	3
Fairly negative impact	4
Very negative impact	5
Don't know	6

ASK ALL

SHOWCARD 11

Q11. Do you or any of your close family or friends work for a charity, either as a paid employee, a trustee, a volunteer or member of a charity's executive or management committee? PROMPT IF NECESSARY. MULTICODE OK

Yes - Paid employee	1
Yes - Trustee e.g. member of charity's executive or management committee	2
Yes - Volunteer other than as a trustee	3
Yes - other [specify]	4
No	5
Don't know	6

11.4 Breakdown and definition of social class

Occupation group/social class	Definition
A	<ul style="list-style-type: none"> Professionals; very senior managers in business; top-level civil servants. Retired people who have worked in a grade A job. People whose late spouse or civil partner worked in a grade A job.
B	<ul style="list-style-type: none"> Middle-management executives in large organisations, with appropriate qualifications. Principal officers in local government and the civil service. Top management or owners of small businesses and educational and service requirements. Retired people who have worked in a grade B job. Retired people whose late spouse or civil partner worked in a grade B job.
C1	<ul style="list-style-type: none"> Junior management, owners of small establishments and all other non-manual workers. Jobs in this group have very varied responsibilities and educational requirements. Retired people who have worked in a grade C1 job. Retired people whose late spouse or civil partner worked in a grade C1 job.
C2	<ul style="list-style-type: none"> Skilled manual workers. Manual workers with responsibility for other people. Retired people who have worked in a grade C2 job and who now receive an occupational pension. Retired people whose late spouse or civil partner worked in a grade C2 job and who now themselves receive a pension based on that job.
D	<ul style="list-style-type: none"> Semi-skilled and unskilled manual workers, apprentices and trainees of skilled workers. Retired people who worked in a grade D job and who now receive an occupational pension. Retired people whose late spouse or civil partner worked in a grade D job and who now themselves receive a pension based on that job.
E	<ul style="list-style-type: none"> Long-term recipients of state benefits. Unemployed for more than six months (otherwise classify on previous occupation). Off sick for six months or more (unless they are still being paid by their employer). Casual workers and those without a regular income. Intermittent workers in receipt of income support.

Source: Market Research Society (2010). *Occupation Groupings: A Job Dictionary*. 7th ed. London: Market Research Society. 1.

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