

# Charity giving over Christmas survey

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December 2013



## Background

The research for this survey was conducted via telephone interview over the weekend of 22 to 24 November 2013. Respondents were drawn from across the UK.

The research was conducted by ICM Research on behalf of the Charity Commission for England and Wales (CCEW), the Fundraising Standards Board (FRSB), the Office of the Scottish Charity Regulator (OSCR) and the Charity Commission for Northern Ireland.

ICM Research is a member of the British Polling Council and abides by its rules. Further information at [www.icmresearch.com](http://www.icmresearch.com)

## Respondents

A random selection of 1,162 people responded to the survey, including 100 people from Northern Ireland.

Of the 100 Northern Ireland respondents, 35 per cent were male and 65 per cent female. The average age of Northern Ireland respondents was 51.

## Questions

Respondents to the survey were asked six questions:

1. Generally, when you are approached by a collector for a charitable donation, for example in the street, or a pub or railway station, do you do anything to check if they are collecting for a registered charity\*?
2. When donating to a charity, do you look, if at all, for the Fundraising Standards Board (FRSB) 'give with confidence' logo to know that the charity's fundraising is regulated?
3. If you were donating to a charity, would you still give to that charity, if you knew that the charity had failed to file its financial accounts or returns on time?
4. Having been asked about checking when donating to a charity in this survey, as a result would you now be more or less likely to make simple checks in the future when approached for donations, such as checking if it is a registered charity\*, checking that it has

filed its annual accounts and returns on time or looking for the FRSB 'give with confidence' logo?

5. On average, how much do you give directly to charities in total at Christmas? This doesn't include purchases, for example buying charity Christmas cards, items from charity shops etc.
6. Still thinking about Christmas, how, if at all, do you give to charities at Christmas time?

\*Charity registration is set to begin in Northern Ireland later this month. However, many Northern Ireland organisations are registered with Her Majesty's Revenue and Customs (HMRC) for charitable tax status and have a HMRC reference number. This is different to registration with the Commission but, as registration is expected to take some years to complete, can be used in the meantime to check if a charity has charitable tax status. Once registration in Northern Ireland is complete, only organisations which have successfully registered with the Commission will be classed as charities. Each registered charity will receive a unique NIC (Northern Ireland Charity) number.

## Key findings

- Northern Ireland respondents will give on average £7.60 more to charities at Christmas than the UK average of £39.50 (NI average £47.10).
- 22 per cent of Northern Ireland respondents will give more than £31 to charities at Christmas, with 6 per cent giving more than £100.
- The average amount given to charities by all respondents at Christmas has decreased from £46 to £39.50 (NI average was £51.70 in 2012, compared to £47.10 this year)
- One in five (20 per cent) of all respondents (excluding Scotland) always or mostly check for the FRSB 'give with confidence' tick branding, which indicates that the charity's fundraising is regulated.
- 68 per cent of Northern Ireland respondents never check for the FRSB 'give with confidence' tick branding.

## Survey findings - in more detail

**Generally, when you are approached by a collector for a charitable donation do you do anything to check if they are collecting for a registered charity?**

### **Northern Ireland**

37 per cent of Northern Ireland respondents say they ask the collector for ID or ask questions about the charity while 19 per cent look for a charity number and 10 per cent check in other ways.

Charity registration is set to begin in Northern Ireland later this month. In the meantime, a donor may wish to look for a HMRC reference number, which demonstrates that the organisation has been granted charitable tax status by HMRC.

### **All respondents**

Across the UK, 44 per cent of respondents never do anything to check if the charity that they are donating to is a registered charity.

Respondents aged 18-24 (48 per cent) and over 65 (46 per cent) are least likely to make checks before donating.

Overall, women make more checks than men, with 30 per cent of female respondents checking for a registered charity number when approached, compared to 25 per cent of males.

**When donating to a charity, do you look, if at all, for the Fundraising Standards Board (FRSB) 'give with confidence' logo to know that the charity's fundraising is regulated?**

### **Northern Ireland**

68 per cent of Northern Ireland respondents never check for the Fundraising Standards Board (FRSB) 'give with confidence' logo, 9 per cent rarely check and just 14 per cent always check or check most of the time.

3 per cent of Northern Ireland respondents have never given to charity, which is similar to figures for the whole of the UK.

### **All respondents**

54 per cent of UK respondents never check for the Fundraising Standards Board (FRSB) 'give with confidence' logo, whereas 20 per cent always check and or check most of the time.

Respondents aged 35 – 44 and 45 - 54 are the least likely to check for the FRSB logo, with 57 per cent and 62 per cent respectively never doing so.

### **If you were donating to a charity, would you still give to that charity, if you knew that the charity had failed to file its financial accounts or returns on time?**

#### **Northern Ireland**

More than three quarters (77 per cent) of Northern Ireland respondents would not donate to a charity if they knew that charity had failed to file its financial accounts or returns on time.

As registration has not yet commenced in Northern Ireland, the requirement to submit annual returns and accounts to the Commission for inspection has also not yet begun. However, it is important for charities to bear this figure in mind for the future, when registered charities will be required to report to the Commission on their activities and finances on an annual basis.

You can find out more information on the future reporting requirements for registered Northern Ireland charities on the Charity Commission for Northern Ireland website [www.charitycommissionni.org.uk](http://www.charitycommissionni.org.uk)

## All respondents

*If you were donating to a charity, would you still give to that charity, if you knew that the charity had failed to file its financial accounts or returns on time?*



As the above table shows, the figures are similar for all regions with the majority of respondents unlikely to donate if accounts were late or were not filed.

76 per cent of all respondents would not donate to a charity if they knew that a charity had failed to file its financial accounts or returns on time. This figure remained the same for men and women.

Older people are less likely to donate if they knew that a charity had failed to file its financial accounts or returns on time with 83 per cent of respondents aged 55-64 and 87 per cent of respondents aged over 65 saying they wouldn't donate.

**Having been asked about checking when donating to a charity in this survey, as a result would you now be more or less likely to make simple checks in the future when approached for donations?**

## Northern Ireland

Overall, 73 per cent of Northern Ireland respondents said that they are now more likely to make simple checks in the future.

This is an increase from 2012, when 64 per cent of Northern Ireland respondents said that they would be more likely to make simple checks following the survey.

At 73 per cent Northern Ireland is the region most likely to carry out checks in the future while Scotland respondents are less likely at 62 per cent.

### **All respondents**

Across the whole sample, a positive figure of 67 per cent of respondents suggested that, as a result of this survey, they would be more likely to make simple checks in the future when approached for donations.

The survey seems to have resonated with young people the most; 79 per cent of 18-24s indicated that they are very or quite likely to make simple checks in the future, as a result of this survey, compared to 56 per cent of those aged over 65.

**On average, how much do you give directly to charities in total at Christmas? This doesn't include purchases, for example buying charity Christmas cards, items from charity shops etc.**

### **Northern Ireland**

Northern Ireland's donors were amongst the most generous in the UK, giving an average of £47.10 directly to charities at Christmas. The only region which gives more was South East England at an average of £52.

24 per cent of Northern Ireland respondents will give between 10p and £10 directly to charities at Christmas, 17 per cent will give between £11 and £20 and 19 per cent will give between £21 and £30.

22 per cent of Northern Ireland respondents will give more than £31 to charities at Christmas, with 6 per cent giving more than £100.

## **All respondents**

The average donation to charities at Christmas across all regions is £39.50.

According to the survey, men are more generous with an average donation of £52 compared to £27.50 for women.

Respondents aged 25 - 34 and 35 - 44 are the most generous with average donations of £47.70 and £47.50 respectively.

15 per cent of all respondent do not give directly to charities at Christmas time.

## **Still thinking about Christmas, how, if at all, do you give to charities at Christmas time?**

### **Northern Ireland**

The most popular ways to donate to charities at Christmas in Northern Ireland are purchasing charity Christmas cards and other goods in aid of charity (82 per cent), cash collections (75 per cent), raffles and lotteries (57 per cent) and bag/household goods collections (44 per cent).

30 per cent of Northern Ireland respondents give directly to charities by direct debit at Christmas with 19 per cent using a cheque to donate.

Just 4 per cent of Northern Ireland respondents don't give to charities at Christmas time, compared to the average of 11 per cent for all respondents.

### **All respondents**

The most popular ways to donate to charities at Christmas are purchasing charity Christmas cards and other goods in aid of charity (64per cent) and cash collections (53 per cent).

Men (14 per cent) were less likely to give directly to charities than women (8 per cent) at Christmas.

Direct debit is a popular way to donate to charities at Christmas, with 24 per cent of all respondents saying they would choose this option.



**The Charity Commission for Northern Ireland is the regulator of charities in Northern Ireland, a non-departmental public body sponsored by the Department for Social Development.**

**Information on our activities is available from:**

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