

# TSB – Small Charities Research

## METHODOLOGY NOTE

ComRes interviewed financial decision-makers at 301 small local charities between 25<sup>th</sup> November and 17<sup>th</sup> December 2015. The sample was defined as registered independent charities with an annual turnover of up to £200,000 whose work focuses mainly in supporting the local area or region. Data were weighted by broad region to be representative of charities across the UK. ComRes is a member of the British Polling Council and abides by its rules.

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## SMALL CHARITIES RESEARCH

|   |    |
|---|----|
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## SMALL CHARITIES RESEARCH

**Q1. In which of the following ways, if any, does your charity encourage fundraising to the charity from the local community?**

|  | REGION |         |       |          |                              |                        |        |            |                         |                          |
|--|--------|---------|-------|----------|------------------------------|------------------------|--------|------------|-------------------------|--------------------------|
|  | Total  | England | Wales | Scotland | East of England & South East | Midlands (East & West) | London | South West | North East & North West | Yorkshire and the Humber |
| Significance Level: 95%  |        | a       | *b    | c        | d                            | e                      | f      | *g         | h                       | *i                       |
| Unweighted Total   | 301    | 229     | 24    | 47       | 46                           | 48                     | 34     | 28         | 51                      | 22                       |
| Weighted Total   | 301    | 249     | 15    | 36       | 78                           | 42                     | 45     | 33         | 33                      | 18                       |
|  | 100%   | 100%    | 100%  | 100%     | 100%                         | 100%                   | 100%   | 100%       | 100%                    | 100%                     |
| Events, e.g. fairs   | 225    | 188     | 11    | 25       | 61                           | 34                     | 28     | 25         | 24                      | 16                       |
|  | 75%    | 76%     | 71%   | 70%      | 78%                          | 81%                    | 62%    | 75%        | 73%                     | 91%                      |
| Social media   | 196    | 162     | 9     | 25       | 44                           | 31                     | 29     | 22         | 25                      | 11                       |
|  | 65%    | 65%     | 58%   | 70%      | 57%                          | 73%                    | 65%    | 68%        | 75%                     | 64%                      |
| Articles in the local papers                                     | 185    | 151     | 8     | 25       | 47                           | 26                     | 23     | 24         | 20                      | 11                       |
|  | 61%    | 61%     | 54%   | 68%      | 61%                          | 63%                    | 50%    | 71%        | 61%                     | 64%                      |
| Emails to local supporters                                       | 155    | 129     | 8     | 19       | 34                           | 25                     | 24     | 17         | 19                      | 11                       |
|  | 52%    | 52%     | 50%   | 53%      | 43%                          | 58%                    | 53%    | 50%        | 59%                     | 59%                      |
| Flyers or posters in local shops                                 | 155    | 129     | 8     | 17       | 42                           | 23                     | 15     | 20         | 19                      | 10                       |
|  | 51%    | 52%     | 54%   | 47%      | 54%                          | 54%                    | 32%    | 61%        | 59%                     | 55%                      |
| Interviews on local radio and tv                                 | 147    | 126     | 7     | 13       | 41                           | 22                     | 19     | 19         | 17                      | 9                        |
|  | 49%    | 51%     | 46%   | 36%      | 52%                          | 52%                    | 41%    | 57%        | 51%                     | 50%                      |
| Volunteers on the high street speaking to locals                 | 47     | 39      | 3     | 5        | 10                           | 5                      | 5      | 7          | 8                       | 3                        |
|  | 15%    | 16%     | 21%   | 13%      | 13%                          | 13%                    | 12%    | 21%        | 24%                     | 18%                      |
| Volunteers going door to door                                    | 22     | 17      | 2     | 3        | 5                            | 3                      | 4      | 2          | 3                       | -                        |
|  | 7%     | 7%      | 13%   | 9%       | 7%                           | 6%                     | 9%     | 7%         | 10%                     | -                        |
| Other  | 10     | 8       | -     | 2        | 2                            | 2                      | 3      | -          | 2                       | -                        |
|  | 3%     | 3%      | -     | 6%       | 2%                           | 4%                     | 6%     | -          | 6%                      | -                        |
| We don't actively encourage fundraising from the local community | 42     | 35      | 4     | 3        | 12                           | 4                      | 8      | 6          | 4                       | 1                        |
|  | 14%    | 14%     | 25%   | 9%       | 15%                          | 10%                    | 18%    | 18%        | 12%                     | 5%                       |

Columns Tested: a,b,c,d,e,f,g,h,i

## SMALL CHARITIES RESEARCH

**Q1. In which of the following ways, if any, does your charity encourage fundraising to the charity from the local community?**

|  | SIZE  |             | STAFF             |      |      |      | TARGET EXPECTATION |      |      | FINANCIAL SITUATION |          |         |          |
|--|-------|-------------|-------------------|------|------|------|--------------------|------|------|---------------------|----------|---------|----------|
|  | Total | £0-£100,000 | £100,001-£200,000 | 0    | 1-4  | 5-9  | 10+                | Miss | Meet | Exceed              | Positive | Neither | Negative |
|  | a     | b           | c                 | d    | e    | f    | g                  | h    | *i   | j                   | k        | l       |          |
| Significance Level: 95%  |       |             |                   |      |      |      |                    |      |      |                     |          |         |          |
| Unweighted Total   | 301   | 145         | 156               | 39   | 84   | 61   | 117                | 37   | 73   | 23                  | 200      | 44      | 50       |
| Weighted Total   | 301   | 151         | 150               | 39   | 86   | 59   | 117                | 38   | 74   | 19                  | 194      | 46      | 54       |
|  | 100%  | 100%        | 100%              | 100% | 100% | 100% | 100%               | 100% | 100% | 100%                | 100%     | 100%    | 100%     |
| Events, e.g. fairs   | 225   | 104         | 121               | 33   | 61   | 38   | 94                 | 33   | 66   | 16                  | 151      | 31      | 37       |
|  | 75%   | 69%         | 81%               | 84%  | 71%  | 64%  | 80%                | 86%  | 88%  | 86%                 | 78%      | 67%     | 68%      |
|  |       | a           | a                 | e    |      | e    |                    |      |      |                     |          |         |          |
| Social media   | 196   | 88          | 109               | 20   | 48   | 37   | 91                 | 23   | 62   | 12                  | 130      | 25      | 35       |
|  | 65%   | 58%         | 72%               | 53%  | 56%  | 63%  | 78%                | 60%  | 84%  | 63%                 | 67%      | 55%     | 65%      |
|  |       | a           | a                 |      |      |      | cde                |      | g    |                     |          |         |          |
| Articles in the local papers                                     | 185   | 82          | 103               | 21   | 47   | 35   | 82                 | 21   | 58   | 12                  | 128      | 21      | 28       |
|  | 61%   | 54%         | 68%               | 54%  | 55%  | 60%  | 70%                | 56%  | 78%  | 66%                 | 66%      | 47%     | 53%      |
|  |       | a           | a                 |      |      |      | d                  |      | g    |                     | k        |         |          |
| Emails to local supporters                                       | 155   | 63          | 92                | 15   | 36   | 30   | 76                 | 23   | 52   | 10                  | 106      | 20      | 25       |
|  | 52%   | 42%         | 61%               | 37%  | 41%  | 51%  | 64%                | 59%  | 69%  | 52%                 | 55%      | 43%     | 47%      |
|  |       | a           | a                 |      |      |      | cd                 |      |      |                     |          |         |          |
| Flyers or posters in local shops                                 | 155   | 77          | 78                | 22   | 40   | 26   | 67                 | 23   | 43   | 10                  | 98       | 22      | 31       |
|  | 51%   | 51%         | 52%               | 57%  | 47%  | 44%  | 57%                | 59%  | 58%  | 53%                 | 50%      | 49%     | 57%      |
| Interviews on local radio and tv                                 | 147   | 63          | 84                | 20   | 38   | 26   | 63                 | 17   | 52   | 8                   | 102      | 13      | 26       |
|  | 49%   | 42%         | 56%               | 51%  | 45%  | 43%  | 54%                | 45%  | 70%  | 45%                 | 53%      | 29%     | 49%      |
|  |       |             | a                 |      |      |      |                    |      | g    |                     | k        |         |          |
| Volunteers on the high street speaking to locals                 | 47    | 24          | 23                | 8    | 9    | 8    | 21                 | 4    | 13   | 2                   | 31       | 4       | 11       |
|  | 15%   | 16%         | 15%               | 20%  | 11%  | 14%  | 18%                | 11%  | 18%  | 13%                 | 16%      | 9%      | 20%      |
| Volunteers going door to door                                    | 22    | 13          | 10                | 5    | 5    | 1    | 11                 | 3    | 9    | 1                   | 15       | 1       | 5        |
|  | 7%    | 8%          | 6%                | 13%  | 6%   | 2%   | 9%                 | 9%   | 13%  | 7%                  | 8%       | 3%      | 9%       |
|  |       |             |                   | e    |      |      |                    |      |      |                     |          |         |          |
| Other  | 10    | 6           | 4                 | 2    | 2    | 1    | 4                  | 4    | 2    | 1                   | 7        | 1       | 2        |
|  | 3%    | 4%          | 3%                | 6%   | 3%   | 2%   | 3%                 | 9%   | 2%   | 3%                  | 3%       | 3%      | 4%       |
| We don't actively encourage fundraising from the local community | 42    | 25          | 17                | 4    | 15   | 12   | 11                 | 4    | 5    | 1                   | 22       | 10      | 9        |
|  | 14%   | 16%         | 11%               | 10%  | 17%  | 21%  | 9%                 | 10%  | 7%   | 6%                  | 12%      | 22%     | 17%      |
|  |       |             |                   |      |      | f    |                    |      |      |                     |          |         |          |

Columns Tested: a,b - c,d,e,f - g,h,i - j,k,l

## SMALL CHARITIES RESEARCH

**Q2. Currently, which of the following, if any, is your main source of funding?**

|   | REGION     |           |          |           |                              |                        |           |            |                         |                          |
|---|------------|-----------|----------|-----------|------------------------------|------------------------|-----------|------------|-------------------------|--------------------------|
|   | Total      | England   | Wales    | Scotland  | East of England & South East | Midlands (East & West) | London    | South West | North East & North West | Yorkshire and the Humber |
| Significance Level: 95%                               |            | a         | *b       | c         | d                            | e                      | f         | *g         | h                       | *i                       |
| Unweighted Total                                      | 301        | 229       | 24       | 47        | 46                           | 48                     | 34        | 28         | 51                      | 22                       |
| Weighted Total  | 301        | 249       | 15       | 36        | 78                           | 42                     | 45        | 33         | 33                      | 18                       |
|   | 100%       | 100%      | 100%     | 100%      | 100%                         | 100%                   | 100%      | 100%       | 100%                    | 100%                     |
| Grant-making organisations, e.g. the National Lottery | 112<br>37% | 93<br>37% | 6<br>38% | 13<br>36% | 25<br>33%                    | 22<br>52%              | 12<br>26% | 12<br>36%  | 17<br>51%               | 5<br>27%                 |
| Donations from local people                           | 66<br>22%  | 58<br>23% | 4<br>25% | 5<br>13%  | 29<br>37%                    | 7<br>17%               | 7<br>15%  | 5<br>14%   | 6<br>18%                | 5<br>27%                 |
| Donations from local authorities                      | 43<br>14%  | 35<br>14% | -<br>-   | 8<br>23%  | 8<br>11%                     | 3<br>6%                | 11<br>24% | 5<br>14%   | 5<br>14%                | 4<br>23%                 |
| Legacy donations (money left in wills)                | 8<br>3%    | 6<br>3%   | 1<br>4%  | 1<br>2%   | 2<br>2%                      | 1<br>2%                | 3<br>6%   | 1<br>4%    | -<br>-                  | -<br>-                   |
| Donations from local businesses                       | 8<br>3%    | 6<br>2%   | -<br>-   | 2<br>4%   | 2<br>2%                      | 1<br>2%                | 1<br>3%   | -<br>-     | 1<br>4%                 | 1<br>5%                  |
| Other   | 64<br>21%  | 51<br>20% | 5<br>33% | 8<br>21%  | 12<br>15%                    | 9<br>21%               | 12<br>26% | 11<br>32%  | 5<br>14%                | 3<br>18%                 |

Columns Tested: a,b,c,d,e,f,g,h,i

## SMALL CHARITIES RESEARCH

**Q2. Currently, which of the following, if any, is your main source of funding?**

|   | SIZE  |             | STAFF             |      |      |      | TARGET EXPECTATION |      |      | FINANCIAL SITUATION |          |         |          |
|---|-------|-------------|-------------------|------|------|------|--------------------|------|------|---------------------|----------|---------|----------|
|   | Total | £0-£100,000 | £100,001-£200,000 | 0    | 1-4  | 5-9  | 10+                | Miss | Meet | Exceed              | Positive | Neither | Negative |
| Significance Level: 95%                               | a     | b           | c                 | d    | e    | f    | g                  | h    | *i   | j                   | k        | l       |          |
| Unweighted Total                                      | 301   | 145         | 156               | 39   | 84   | 61   | 117                | 37   | 73   | 23                  | 200      | 44      | 50       |
| Weighted Total  | 301   | 151         | 150               | 39   | 86   | 59   | 117                | 38   | 74   | 19                  | 194      | 46      | 54       |
|   | 100%  | 100%        | 100%              | 100% | 100% | 100% | 100%               | 100% | 100% | 100%                | 100%     | 100%    | 100%     |
| Grant-making organisations, e.g. the National Lottery | 112   | 56          | 57                | 6    | 29   | 28   | 49                 | 19   | 32   | 5                   | 68       | 22      | 20       |
|   | 37%   | 37%         | 38%               | 16%  | 34%  | 47%  | 42%                | 49%  | 44%  | 26%                 | 35%      | 48%     | 37%      |
|   |       |             |                   |      | c    | c    | c                  |      |      |                     |          |         |          |
| Donations from local people                           | 66    | 33          | 33                | 17   | 21   | 8    | 21                 | 4    | 16   | 5                   | 47       | 7       | 10       |
|   | 22%   | 22%         | 22%               | 43%  | 24%  | 14%  | 18%                | 11%  | 22%  | 27%                 | 24%      | 16%     | 18%      |
|   |       |             |                   | def  |      |      |                    |      |      |                     |          |         |          |
| Donations from local authorities                      | 43    | 25          | 19                | 1    | 12   | 10   | 21                 | 5    | 8    | 2                   | 26       | 7       | 9        |
|   | 14%   | 16%         | 12%               | 3%   | 13%  | 16%  | 18%                | 13%  | 10%  | 12%                 | 13%      | 15%     | 17%      |
|   |       |             |                   |      |      | c    | c                  |      |      |                     |          |         |          |
| Legacy donations (money left in wills)                | 8     | 2           | 6                 | 3    | 1    | 1    | 2                  | -    | 1    | -                   | 6        | -       | 1        |
|   | 3%    | 1%          | 4%                | 8%   | 2%   | 2%   | 2%                 | -    | 1%   | -                   | 3%       | -       | 2%       |
| Donations from local businesses                       | 8     | 4           | 4                 | 2    | 3    | 1    | 1                  | 2    | 4    | 1                   | 5        | 1       | 2        |
|   | 3%    | 3%          | 2%                | 6%   | 3%   | 2%   | 1%                 | 5%   | 5%   | 3%                  | 2%       | 2%      | 4%       |
|   |       |             |                   | f    |      |      |                    |      |      |                     |          |         |          |
| Other   | 64    | 32          | 32                | 9    | 21   | 11   | 23                 | 9    | 13   | 6                   | 42       | 9       | 11       |
|   | 21%   | 21%         | 21%               | 23%  | 24%  | 18%  | 20%                | 22%  | 18%  | 32%                 | 22%      | 20%     | 21%      |

Columns Tested: a,b - c,d,e,f - g,h,i - j,k,l

## SMALL CHARITIES RESEARCH

### Q3. What is your fundraising target for the year?

|  | REGION |         |       |          |                              |                        |        |            |                         |                          |
|--|--------|---------|-------|----------|------------------------------|------------------------|--------|------------|-------------------------|--------------------------|
|  | Total  | England | Wales | Scotland | East of England & South East | Midlands (East & West) | London | South West | North East & North West | Yorkshire and the Humber |
|  | a      | *b      | c     | d        | e                            | f                      | *g     | h          | i                       |                          |
| Significance Level: 95%                          |        |         |       |          |                              |                        |        |            |                         |                          |
| Unweighted Total                                 | 301    | 229     | 24    | 47       | 46                           | 48                     | 34     | 28         | 51                      | 22                       |
| Weighted Total                                   | 301    | 249     | 15    | 36       | 78                           | 42                     | 45     | 33         | 33                      | 18                       |
|  | 100%   | 100%    | 100%  | 100%     | 100%                         | 100%                   | 100%   | 100%       | 100%                    | 100%                     |
| £500 or less                                     | -      | -       | -     | -        | -                            | -                      | -      | -          | -                       | -                        |
|  | -      | -       | -     | -        | -                            | -                      | -      | -          | -                       | -                        |
| Between £501 and £1,000                          | 3      | 3       | -     | -        | -                            | 3                      | -      | -          | -                       | -                        |
|  | 1%     | 1%      | -     | -        | -                            | 6%<br>a                | -      | -          | -                       | -                        |
| Between £1,001 - £5,000                          | 11     | 8       | -     | 3        | 3                            | 2                      | 1      | -          | 1                       | -                        |
|  | 4%     | 3%      | -     | 9%       | 4%                           | 4%                     | 3%     | -          | 4%                      | -                        |
| Between £5,001 - £10,000                         | 3      | 2       | 1     | 1        | -                            | -                      | -      | 1          | -                       | 1                        |
|  | 1%     | 1%      | 4%    | 2%       | -                            | -                      | -      | 4%         | -                       | 5%                       |
| Between £10,001 - £15,000                        | 4      | 3       | -     | 1        | -                            | 1                      | -      | -          | 1                       | 1                        |
|  | 1%     | 1%      | -     | 2%       | -                            | 2%                     | -      | -          | 4%                      | 5%                       |
| Between £15,001 - £20,000                        | 6      | 4       | 1     | 2        | 2                            | -                      | -      | 2          | -                       | -                        |
|  | 2%     | 2%      | 4%    | 4%       | 2%                           | -                      | -      | 7%         | -                       | -                        |
| Between £20,001 - £25,000                        | 13     | 11      | -     | 2        | 5                            | 2                      | 3      | -          | -                       | 2                        |
|  | 4%     | 4%      | -     | 4%       | 7%                           | 4%                     | 6%     | -          | -                       | 9%                       |
| Between £25,001 - £50,000                        | 20     | 18      | -     | 2        | 5                            | 4                      | 3      | 2          | 3                       | 2                        |
|  | 7%     | 7%      | -     | 4%       | 7%                           | 8%                     | 6%     | 7%         | 10%                     | 9%                       |
| Between £50,000 - £100,000                       | 25     | 24      | -     | 2        | 8                            | 6                      | 4      | 4          | 1                       | 1                        |
|  | 8%     | 9%      | -     | 4%       | 11%                          | 15%<br>h               | 9%     | 11%        | 2%                      | 5%                       |
| Between £100,001 - £200,000                      | 51     | 38      | 4     | 9        | 8                            | 7                      | 7      | 7          | 8                       | 1                        |
|  | 17%    | 15%     | 25%   | 26%      | 11%                          | 17%                    | 15%    | 21%        | 24%                     | 5%                       |
| We do not have a fundraising target for the year | 166    | 139     | 10    | 16       | 46                           | 18                     | 28     | 17         | 19                      | 11                       |
|  | 55%    | 56%     | 67%   | 45%      | 59%                          | 44%                    | 62%    | 50%        | 57%                     | 64%                      |

Columns Tested: a,b,c,d,e,f,g,h,i

## SMALL CHARITIES RESEARCH

### Q3. What is your fundraising target for the year?

|  | SIZE  |             | STAFF             |      |      |      | TARGET EXPECTATION |      |      | FINANCIAL SITUATION |          |         |          |
|--|-------|-------------|-------------------|------|------|------|--------------------|------|------|---------------------|----------|---------|----------|
|  | Total | £0-£100,000 | £100,001-£200,000 | 0    | 1-4  | 5-9  | 10+                | Miss | Meet | Exceed              | Positive | Neither | Negative |
|  | a     | b           | c                 | d    | e    | f    | g                  | h    | *i   | j                   | k        | l       |          |
| Significance Level: 95%                          |       |             |                   |      |      |      |                    |      |      |                     |          |         |          |
| Unweighted Total                                 | 301   | 145         | 156               | 39   | 84   | 61   | 117                | 37   | 73   | 23                  | 200      | 44      | 50       |
| Weighted Total                                   | 301   | 151         | 150               | 39   | 86   | 59   | 117                | 38   | 74   | 19                  | 194      | 46      | 54       |
|  | 100%  | 100%        | 100%              | 100% | 100% | 100% | 100%               | 100% | 100% | 100%                | 100%     | 100%    | 100%     |
| £500 or less                                     | -     | -           | -                 | -    | -    | -    | -                  | -    | -    | -                   | -        | -       | -        |
| Between £501 and £1,000                          | 3     | 2           | 1                 | 1    | -    | 2    | -                  | 1    | 1    | 1                   | 2        | -       | 1        |
|  | 1%    | 1%          | 1%                | 2%   | -    | 3%   | -                  | 2%   | 1%   | 5%                  | 1%       | -       | 2%       |
| Between £1,001 - £5,000                          | 11    | 9           | 2                 | 2    | 2    | 5    | 3                  | 5    | 3    | 2                   | 6        | 2       | 3        |
|  | 4%    | 6%          | 1%                | 4%   | 2%   | 8%   | 2%                 | 14%  | 4%   | 12%                 | 3%       | 5%      | 5%       |
| Between £5,001 - £10,000                         | 3     | 3           | 1                 | 1    | 1    | 1    | 1                  | -    | 1    | 2                   | 3        | 1       | -        |
|  | 1%    | 2%          | 1%                | 2%   | 1%   | 1%   | 1%                 | -    | 2%   | 11%                 | 1%       | 2%      | -        |
| Between £10,001 - £15,000                        | 4     | 2           | 2                 | 1    | 1    | 1    | 1                  | 1    | 2    | 1                   | 4        | -       | -        |
|  | 1%    | 1%          | 1%                | 2%   | 1%   | 2%   | 1%                 | 3%   | 2%   | 5%                  | 2%       | -       | -        |
| Between £15,001 - £20,000                        | 6     | 2           | 4                 | -    | 4    | -    | 2                  | 3    | 2    | 1                   | 1        | -       | 5        |
|  | 2%    | 1%          | 3%                | -    | 4%   | -    | 2%                 | 8%   | 3%   | 4%                  | 1%       | -       | 9%       |
|  |       |             |                   |      |      |      |                    |      |      |                     |          |         | jk       |
| Between £20,001 - £25,000                        | 13    | 9           | 4                 | 1    | 6    | 2    | 4                  | 5    | 7    | -                   | 7        | 1       | 4        |
|  | 4%    | 6%          | 3%                | 2%   | 7%   | 3%   | 4%                 | 13%  | 10%  | -                   | 4%       | 3%      | 8%       |
| Between £25,001 - £50,000                        | 20    | 14          | 6                 | 4    | 8    | 5    | 3                  | 6    | 12   | 2                   | 13       | 4       | 3        |
|  | 7%    | 9%          | 4%                | 10%  | 9%   | 9%   | 3%                 | 15%  | 16%  | 13%                 | 7%       | 9%      | 6%       |
| Between £50,000 - £100,000                       | 25    | 15          | 11                | 3    | 13   | 2    | 8                  | 4    | 18   | 2                   | 20       | -       | 5        |
|  | 8%    | 10%         | 7%                | 7%   | 15%  | 4%   | 6%                 | 10%  | 24%  | 9%                  | 10%      | -       | 9%       |
|  |       |             |                   |      | e    |      |                    |      |      |                     | k        |         | k        |
| Between £100,001 - £200,000                      | 51    | 6           | 44                | 2    | 7    | 10   | 32                 | 13   | 28   | 8                   | 40       | 5       | 5        |
|  | 17%   | 4%          | 29%               | 4%   | 8%   | 17%  | 27%                | 33%  | 37%  | 41%                 | 21%      | 11%     | 10%      |
|  |       |             | a                 |      |      |      | cd                 |      |      |                     |          |         |          |
| We do not have a fundraising target for the year | 166   | 89          | 76                | 26   | 46   | 31   | 63                 | -    | -    | -                   | 99       | 32      | 28       |
|  | 55%   | 59%         | 51%               | 67%  | 53%  | 53%  | 54%                | -    | -    | -                   | 51%      | 70%     | 52%      |
|  |       |             |                   |      |      |      |                    |      |      |                     | j        |         |          |

Columns Tested: a,b - c,d,e,f - g,h,i - j,k,l



## SMALL CHARITIES RESEARCH

### Q4. Thinking about your charity's progress against its annual or current fundraising target, which of the following, if any, best applies?

Base: All with target

|   | REGION |         |       |          |                              |                        |        |            |                         |                          |
|---|--------|---------|-------|----------|------------------------------|------------------------|--------|------------|-------------------------|--------------------------|
|   | Total  | England | Wales | Scotland | East of England & South East | Midlands (East & West) | London | South West | North East & North West | Yorkshire and the Humber |
| Significance Level: 95%   |        | a       | *b    | *c       | *d                           | *e                     | *f     | *g         | *h                      | *i                       |
| Unweighted Total  | 137    | 103     | 8     | 26       | 19                           | 27                     | 13     | 14         | 22                      | 8                        |
| Weighted Total  | 135    | 110     | 5     | 20       | 32                           | 24                     | 17     | 17         | 14                      | 7                        |
|   | 100%   | 100%    | 100%  | 100%     | 100%                         | 100%                   | 100%   | 100%       | 100%                    | 100%                     |
| We are currently likely to exceed our fundraising target                  | 19     | 14      | 1     | 4        | -                            | 5                      | -      | 4          | 5                       | 1                        |
|   | 14%    | 13%     | 13%   | 19%      | -                            | 22%                    | -      | 21%        | 32%                     | 13%                      |
| We are currently likely to meet our fundraising target, but not exceed it | 74     | 62      | 3     | 9        | 24                           | 14                     | 7      | 7          | 6                       | 4                        |
|   | 55%    | 56%     | 63%   | 46%      | 74%                          | 59%                    | 38%    | 43%        | 45%                     | 63%                      |
| We are currently not likely to meet our fundraising target                | 38     | 32      | 1     | 6        | 8                            | 4                      | 9      | 5          | 3                       | 2                        |
|   | 28%    | 29%     | 13%   | 31%      | 26%                          | 19%                    | 54%    | 29%        | 23%                     | 25%                      |
| Don't know  | 4      | 3       | 1     | 1        | -                            | -                      | 1      | 1          | -                       | -                        |
|   | 3%     | 2%      | 13%   | 4%       | -                            | -                      | 8%     | 7%         | -                       | -                        |

Columns Tested: a,b,c,d,e,f,g,h,i

## SMALL CHARITIES RESEARCH

### Q4. Thinking about your charity's progress against its annual or current fundraising target, which of the following, if any, best applies?

Base: All with target

|   | SIZE  |             | STAFF             |      |      |      | TARGET EXPECTATION |      |      | FINANCIAL SITUATION |          |         |          |
|---|-------|-------------|-------------------|------|------|------|--------------------|------|------|---------------------|----------|---------|----------|
|   | Total | £0-£100,000 | £100,001-£200,000 | 0    | 1-4  | 5-9  | 10+                | Miss | Meet | Exceed              | Positive | Neither | Negative |
|   | a     | b           | *c                | d    | *e   | f    | g                  | h    | *i   | j                   | *k       | *l      |          |
| Significance Level: 95%   |       |             |                   |      |      |      |                    |      |      |                     |          |         |          |
| Unweighted Total  | 137   | 59          | 78                | 13   | 40   | 29   | 55                 | 37   | 73   | 23                  | 100      | 13      | 23       |
| Weighted Total  | 135   | 61          | 74                | 13   | 40   | 28   | 55                 | 38   | 74   | 19                  | 95       | 14      | 26       |
|   | 100%  | 100%        | 100%              | 100% | 100% | 100% | 100%               | 100% | 100% | 100%                | 100%     | 100%    | 100%     |
| We are currently likely to exceed our fundraising target                  | 19    | 6           | 12                | 2    | 5    | 4    | 8                  | -    | -    | 19                  | 16       | 1       | 2        |
|   | 14%   | 10%         | 17%               | 13%  | 12%  | 13%  | 15%                | -    | -    | 100%                | 17%      | 6%      | 6%       |
| We are currently likely to meet our fundraising target, but not exceed it | 74    | 36          | 39                | 9    | 24   | 13   | 28                 | -    | 74   | -                   | 59       | 4       | 11       |
|   | 55%   | 58%         | 52%               | 70%  | 60%  | 48%  | 51%                | -    | 100% | -                   | 62%      | 31%     | 41%      |
|   |       |             |                   |      |      |      |                    |      | g    |                     |          |         |          |
| We are currently not likely to meet our fundraising target                | 38    | 20          | 19                | 2    | 11   | 11   | 15                 | 38   | -    | -                   | 17       | 8       | 14       |
|   | 28%   | 32%         | 26%               | 17%  | 26%  | 39%  | 28%                | 100% | -    | -                   | 18%      | 57%     | 53%      |
|   |       |             |                   |      |      |      |                    | h    |      |                     |          |         |          |
| Don't know  | 4     | -           | 4                 | -    | 1    | -    | 3                  | -    | -    | -                   | 3        | 1       | -        |
|   | 3%    | -           | 5%                | -    | 2%   | -    | 6%                 | -    | -    | -                   | 3%       | 6%      | -        |

Columns Tested: a,b - c,d,e,f - g,h,i - j,k,l

## SMALL CHARITIES RESEARCH

### Q5. Which of the following reasons, if any, best explain why you are not likely to meet your annual fundraising target?

Base: All missing target

|  | REGION |         |       |          |                              |                        |        |            |                         |                          |
|--|--------|---------|-------|----------|------------------------------|------------------------|--------|------------|-------------------------|--------------------------|
|  | Total  | England | Wales | Scotland | East of England & South East | Midlands (East & West) | London | South West | North East & North West | Yorkshire and the Humber |
| Significance Level: 95%                          |        | *a      | *b    | *c       | *d                           | *e                     | *f     | *g         | *h                      | *i                       |
| Unweighted Total                                 | 37     | 28      | 1     | 8        | 5                            | 5                      | 7      | 4          | 5                       | 2                        |
| Weighted Total                                   | 38     | 32      | 1     | 6        | 8                            | 4                      | 9      | 5          | 3                       | 2                        |
|  | 100%   | 100%    | 100%  | 100%     | 100%                         | 100%                   | 100%   | 100%       | 100%                    | 100%                     |
| Competition from bigger charities                | 18     | 14      | 1     | 3        | 2                            | 2                      | 5      | 1          | 3                       | 2                        |
|  | 46%    | 45%     | 100%  | 50%      | 20%                          | 40%                    | 57%    | 25%        | 80%                     | 100%                     |
| Lack of people fundraising for us                | 15     | 12      | -     | 3        | 2                            | 1                      | 4      | 4          | 1                       | 1                        |
|  | 40%    | 38%     | -     | 50%      | 20%                          | 20%                    | 43%    | 75%        | 40%                     | 50%                      |
| Competition from other local charities           | 15     | 12      | -     | 3        | 3                            | 3                      | 3      | 1          | 1                       | 1                        |
|  | 39%    | 38%     | -     | 50%      | 40%                          | 60%                    | 29%    | 25%        | 40%                     | 50%                      |
| People struggling with their financial situation | 13     | 11      | -     | 2        | 2                            | 1                      | 4      | 2          | 1                       | 2                        |
|  | 35%    | 35%     | -     | 38%      | 20%                          | 20%                    | 43%    | 50%        | 20%                     | 100%                     |
| Lack of awareness of us in the community         | 13     | 10      | -     | 2        | 3                            | 2                      | 1      | 2          | 1                       | 1                        |
|  | 33%    | 32%     | -     | 38%      | 40%                          | 40%                    | 14%    | 50%        | 20%                     | 50%                      |
| Bad publicity for charities in general           | 4      | 4       | -     | -        | 2                            | -                      | 1      | -          | 1                       | 1                        |
|  | 12%    | 14%     | -     | -        | 20%                          | -                      | 14%    | -          | 20%                     | 50%                      |
| Other  | 12     | 11      | -     | 2        | 3                            | 2                      | 4      | 1          | 1                       | -                        |
|  | 32%    | 35%     | -     | 25%      | 40%                          | 40%                    | 43%    | 25%        | 20%                     | -                        |

Columns Tested: a,b,c,d,e,f,g,h,i

## SMALL CHARITIES RESEARCH

### Q5. Which of the following reasons, if any, best explain why you are not likely to meet your annual fundraising target?

Base: All missing target

|  | SIZE  |                   | STAFF                   |         |           |           | TARGET EXPECTATION |           |            | FINANCIAL SITUATION |                |               |                |
|--|-------|-------------------|-------------------------|---------|-----------|-----------|--------------------|-----------|------------|---------------------|----------------|---------------|----------------|
|  | Total | £0-£100,000<br>*a | £100,001-£200,000<br>*b | 0<br>*c | 1-4<br>*d | 5-9<br>*e | 10+<br>*f          | Miss<br>g | Meet<br>*h | Exceed<br>*i        | Positive<br>*j | Neither<br>*k | Negative<br>*l |
| Significance Level: 95%                          |       |                   |                         |         |           |           |                    |           |            |                     |                |               |                |
| Unweighted Total                                 | 37    | 19                | 18                      | 3       | 10        | 11        | 13                 | 37        | -          | -                   | 17             | 7             | 13             |
| Weighted Total                                   | 38    | 20                | 19                      | 2       | 11        | 11        | 15                 | 38        | -          | -                   | 17             | 8             | 14             |
|  | 100%  | 100%              | 100%                    | 100%    | 100%      | 100%      | 100%               | 100%      | -          | -                   | 100%           | 100%          | 100%           |
| Competition from bigger charities                | 18    | 9                 | 8                       | -       | 4         | 3         | 11                 | 18        | -          | -                   | 8              | 3             | 7              |
|  | 46%   | 48%               | 45%                     | -       | 34%       | 32%       | 72%                | 46%       | -          | -                   | 48%            | 32%           | 53%            |
| Lack of people fundraising for us                | 15    | 10                | 6                       | 1       | 5         | 1         | 8                  | 15        | -          | -                   | 4              | 3             | 8              |
|  | 40%   | 49%               | 29%                     | 35%     | 45%       | 13%       | 55%                | 40%       | -          | -                   | 21%            | 42%           | 61%            |
| Competition from other local charities           | 15    | 8                 | 7                       | -       | 4         | 3         | 7                  | 15        | -          | -                   | 7              | 1             | 7              |
|  | 39%   | 39%               | 39%                     | -       | 42%       | 30%       | 49%                | 39%       | -          | -                   | 41%            | 15%           | 51%            |
| People struggling with their financial situation | 13    | 9                 | 5                       | -       | 5         | 1         | 7                  | 13        | -          | -                   | 4              | 1             | 8              |
|  | 35%   | 44%               | 26%                     | -       | 51%       | 13%       | 44%                | 35%       | -          | -                   | 26%            | 15%           | 58%            |
| Lack of awareness of us in the community         | 13    | 8                 | 5                       | 1       | 4         | 2         | 6                  | 13        | -          | -                   | 4              | 2             | 7              |
|  | 33%   | 41%               | 24%                     | 30%     | 39%       | 15%       | 41%                | 33%       | -          | -                   | 25%            | 23%           | 48%            |
| Bad publicity for charities in general           | 4     | 4                 | 1                       | -       | 3         | -         | 2                  | 4         | -          | -                   | 1              | -             | 4              |
|  | 12%   | 20%               | 3%                      | -       | 26%       | -         | 11%                | 12%       | -          | -                   | 5%             | -             | 27%            |
| Other  | 12    | 7                 | 6                       | 1       | 3         | 6         | 3                  | 12        | -          | -                   | 7              | 4             | 1              |
|  | 32%   | 34%               | 31%                     | 35%     | 27%       | 58%       | 18%                | 32%       | -          | -                   | 44%            | 50%           | 9%             |

Columns Tested: a,b - c,d,e,f - g,h,i - j,k,l

## SMALL CHARITIES RESEARCH

### Q6. Thinking about your charity's current financial situation, how positive or negative do you feel?

|                               | Total          | REGION     |           |           |                              |                        |           |            |                         |                          |
|-------------------------------|----------------|------------|-----------|-----------|------------------------------|------------------------|-----------|------------|-------------------------|--------------------------|
|                               |                | England    | Wales     | Scotland  | East of England & South East | Midlands (East & West) | London    | South West | North East & North West | Yorkshire and the Humber |
|                               |                | a          | *b        | c         | d                            | e                      | f         | *g         | h                       | *i                       |
| Significance Level: 95%       |                |            |           |           |                              |                        |           |            |                         |                          |
| Unweighted Total              | 301            | 229        | 24        | 47        | 46                           | 48                     | 34        | 28         | 51                      | 22                       |
| Weighted Total                | 301            | 249        | 15        | 36        | 78                           | 42                     | 45        | 33         | 33                      | 18                       |
|                               | 100%           | 100%       | 100%      | 100%      | 100%                         | 100%                   | 100%      | 100%       | 100%                    | 100%                     |
| Very positive                 | (5) 67<br>22%  | 56<br>22%  | 4<br>29%  | 7<br>19%  | 19<br>24%                    | 9<br>21%               | 3<br>6%   | 7<br>21%   | 12<br>37%               | 7<br>36%                 |
|                               |                | f          |           |           | f                            |                        |           |            | af                      |                          |
| Fairly positive               | (4) 126<br>42% | 101<br>40% | 6<br>42%  | 18<br>51% | 27<br>35%                    | 19<br>46%              | 20<br>44% | 15<br>46%  | 11<br>33%               | 8<br>45%                 |
| Neither positive nor negative | (3) 46<br>15%  | 39<br>16%  | 1<br>4%   | 6<br>17%  | 12<br>15%                    | 7<br>17%               | 9<br>21%  | 5<br>14%   | 5<br>14%                | 2<br>9%                  |
| Fairly negative               | (2) 41<br>14%  | 37<br>15%  | 1<br>8%   | 2<br>6%   | 12<br>15%                    | 6<br>15%               | 9<br>21%  | 5<br>14%   | 4<br>12%                | 2<br>9%                  |
| Very negative                 | (1) 13<br>4%   | 10<br>4%   | 1<br>8%   | 2<br>4%   | 5<br>7%                      | -<br>-                 | 3<br>6%   | 1<br>4%    | 1<br>4%                 | -<br>-                   |
| Don't know                    | 8<br>3%        | 6<br>2%    | 1<br>8%   | 1<br>2%   | 3<br>4%                      | 1<br>2%                | 1<br>3%   | -<br>-     | -<br>-                  | -<br>-                   |
| <b>NETS</b>                   |                |            |           |           |                              |                        |           |            |                         |                          |
| Net: Positive                 | 194<br>64%     | 157<br>63% | 11<br>71% | 25<br>70% | 46<br>59%                    | 28<br>67%              | 23<br>50% | 22<br>68%  | 23<br>71%               | 15<br>82%                |
| Net: Negative                 | 54<br>18%      | 48<br>19%  | 3<br>17%  | 4<br>11%  | 17<br>22%                    | 6<br>15%               | 12<br>26% | 6<br>18%   | 5<br>16%                | 2<br>9%                  |
| Mean score                    | 3.66           | 3.64       | 3.82      | 3.76      | 3.57                         | 3.74                   | 3.24      | 3.68       | 3.88                    | 4.09                     |
|                               |                |            |           | f         |                              | f                      |           |            | f                       |                          |
| Standard deviation            | 1.11           | 1.12       | 1.28      | 1.00      | 1.22                         | .97                    | 1.06      | 1.09       | 1.17                    | .93                      |
| Standard error                | .06            | .07        | .27       | .15       | .18                          | .14                    | .18       | .21        | .16                     | .20                      |

Columns Tested: a,b,c,d,e,f,g,h,i

## SMALL CHARITIES RESEARCH

### Q6. Thinking about your charity's current financial situation, how positive or negative do you feel?

|                                   | Total | SIZE        |                   | STAFF |      |      |      | TARGET EXPECTATION |      |        | FINANCIAL SITUATION |         |          |
|-----------------------------------|-------|-------------|-------------------|-------|------|------|------|--------------------|------|--------|---------------------|---------|----------|
|                                   |       | £0-£100,000 | £100,001-£200,000 | 0     | 1-4  | 5-9  | 10+  | Miss               | Meet | Exceed | Positive            | Neither | Negative |
| Significance Level: 95%           |       | a           | b                 | c     | d    | e    | f    | g                  | h    | *i     | j                   | k       | l        |
| Unweighted Total                  | 301   | 145         | 156               | 39    | 84   | 61   | 117  | 37                 | 73   | 23     | 200                 | 44      | 50       |
| Weighted Total                    | 301   | 151         | 150               | 39    | 86   | 59   | 117  | 38                 | 74   | 19     | 194                 | 46      | 54       |
|                                   | 100%  | 100%        | 100%              | 100%  | 100% | 100% | 100% | 100%               | 100% | 100%   | 100%                | 100%    | 100%     |
| Very positive (5)                 | 67    | 27          | 41                | 14    | 13   | 12   | 27   | 1                  | 18   | 12     | 67                  | -       | -        |
|                                   | 22%   | 18%         | 27%               | 37%   | 15%  | 21%  | 23%  | 4%                 | 25%  | 64%    | 35%                 | -       | -        |
|                                   |       | a           | a                 | d     |      |      |      |                    | g    |        | kl                  |         |          |
| Fairly positive (4)               | 126   | 57          | 69                | 18    | 39   | 25   | 45   | 15                 | 41   | 4      | 126                 | -       | -        |
|                                   | 42%   | 38%         | 46%               | 45%   | 45%  | 42%  | 38%  | 40%                | 55%  | 23%    | 65%                 | -       | -        |
|                                   |       |             |                   |       |      |      |      |                    |      |        | kl                  |         |          |
| Neither positive nor negative (3) | 46    | 26          | 20                | 4     | 11   | 8    | 22   | 8                  | 4    | 1      | -                   | 46      | -        |
|                                   | 15%   | 17%         | 13%               | 11%   | 13%  | 14%  | 19%  | 20%                | 6%   | 4%     | -                   | 100%    | -        |
|                                   |       |             |                   |       |      |      |      | h                  |      |        |                     | jl      |          |
| Fairly negative (2)               | 41    | 28          | 14                | 2     | 16   | 7    | 16   | 12                 | 9    | 2      | -                   | -       | 41       |
|                                   | 14%   | 18%         | 9%                | 4%    | 18%  | 13%  | 14%  | 30%                | 12%  | 8%     | -                   | -       | 76%      |
|                                   |       | b           |                   |       | c    |      |      | h                  |      |        |                     |         | jk       |
| Very negative (1)                 | 13    | 11          | 2                 | 1     | 6    | 5    | 1    | 2                  | 2    | -      | -                   | -       | 13       |
|                                   | 4%    | 7%          | 1%                | 3%    | 7%   | 8%   | 1%   | 5%                 | 2%   | -      | -                   | -       | 24%      |
|                                   |       | b           |                   |       | f    | f    |      |                    |      |        |                     |         | jk       |
| Don't know                        | 8     | 3           | 5                 | -     | 1    | 1    | 6    | -                  | -    | -      | -                   | -       | -        |
|                                   | 3%    | 2%          | 3%                | -     | 1%   | 1%   | 5%   | -                  | -    | -      | -                   | -       | -        |
| <b>NETS</b>                       |       |             |                   |       |      |      |      |                    |      |        |                     |         |          |
| Net: Positive                     | 194   | 83          | 110               | 32    | 52   | 37   | 73   | 17                 | 59   | 16     | 194                 | -       | -        |
|                                   | 64%   | 55%         | 73%               | 82%   | 60%  | 64%  | 62%  | 44%                | 80%  | 87%    | 100%                | -       | -        |
|                                   |       |             | a                 | def   |      |      |      |                    | g    |        | kl                  |         |          |
| Net: Negative                     | 54    | 39          | 15                | 3     | 22   | 12   | 17   | 14                 | 11   | 2      | -                   | -       | 54       |
|                                   | 18%   | 26%         | 10%               | 7%    | 26%  | 21%  | 14%  | 36%                | 15%  | 8%     | -                   | -       | 100%     |
|                                   |       | b           |                   |       | cf   |      |      | h                  |      |        |                     |         | jk       |
| Mean score                        | 3.66  | 3.41        | 3.92              | 4.09  | 3.43 | 3.56 | 3.74 | 3.06               | 3.87 | 4.43   | 4.35                | 3.00    | 1.76     |
|                                   |       |             | a                 | de    |      |      | d    |                    | g    |        | l                   |         |          |
| Standard deviation                | 1.11  | 1.20        | .95               | .97   | 1.17 | 1.21 | 1.01 | 1.05               | 1.00 | .93    | .48                 | -       | .43      |
| Standard error                    | .06   | .10         | .08               | .16   | .13  | .16  | .10  | .17                | .12  | .19    | .03                 | -       | .06      |

Columns Tested: a,b - c,d,e,f - g,h,i - j,k,l

## SMALL CHARITIES RESEARCH

**Q7. Aside from increased funds, which of the following, if any, would be of greatest help to your charity?**

|  | REGION     |            |          |                |                              |                        |                |            |                         |                          |
|--|------------|------------|----------|----------------|------------------------------|------------------------|----------------|------------|-------------------------|--------------------------|
|  | Total      | England    | Wales    | Scotland       | East of England & South East | Midlands (East & West) | London         | South West | North East & North West | Yorkshire and the Humber |
|  | a          | *b         | c        | d              | e                            | f                      | *g             | h          | i                       |                          |
| Significance Level: 95%                                    |            |            |          |                |                              |                        |                |            |                         |                          |
| Unweighted Total   | 301        | 229        | 24       | 47             | 46                           | 48                     | 34             | 28         | 51                      | 22                       |
| Weighted Total   | 301        | 249        | 15       | 36             | 78                           | 42                     | 45             | 33         | 33                      | 18                       |
|  | 100%       | 100%       | 100%     | 100%           | 100%                         | 100%                   | 100%           | 100%       | 100%                    | 100%                     |
| Increased awareness of your charity in the local community | 157<br>52% | 132<br>53% | 8<br>50% | 17<br>47%      | 44<br>57%                    | 27<br>65%<br>f         | 17<br>38%      | 21<br>64%  | 16<br>47%               | 7<br>36%                 |
| Greater support from businesses in the area                | 153<br>51% | 128<br>51% | 8<br>54% | 16<br>45%      | 36<br>46%                    | 25<br>58%              | 24<br>53%      | 15<br>46%  | 19<br>59%               | 9<br>50%                 |
| More volunteers  | 82<br>27%  | 71<br>28%  | 6<br>38% | 5<br>15%       | 22<br>28%                    | 12<br>29%              | 7<br>15%       | 12<br>36%  | 10<br>29%               | 8<br>45%                 |
| More full-time staff                                       | 74<br>24%  | 57<br>23%  | 3<br>21% | 13<br>36%<br>e | 17<br>22%                    | 5<br>13%               | 15<br>32%<br>e | 9<br>29%   | 7<br>22%                | 4<br>23%                 |
| A more supportive local community                          | 64<br>21%  | 52<br>21%  | 3<br>21% | 9<br>26%       | 17<br>22%                    | 9<br>21%               | 7<br>15%       | 8<br>25%   | 6<br>20%                | 5<br>27%                 |
| More professional support (e.g. legal / financial)         | 49<br>16%  | 38<br>15%  | 1<br>8%  | 9<br>26%       | 12<br>15%                    | 4<br>10%               | 9<br>21%       | 6<br>18%   | 5<br>14%                | 2<br>14%                 |
| More events organised                                      | 46<br>15%  | 43<br>17%  | 1<br>4%  | 3<br>9%        | 19<br>24%<br>c               | 8<br>19%               | 4<br>9%        | 5<br>14%   | 6<br>20%                | 1<br>5%                  |
| Improved office facilities                                 | 36<br>12%  | 27<br>11%  | 1<br>8%  | 8<br>23%<br>ae | 12<br>15%                    | 4<br>8%                | 5<br>12%       | 1<br>4%    | 3<br>10%                | 2<br>9%                  |
| Better regulatory environment                              | 12<br>4%   | 10<br>4%   | 1<br>4%  | 2<br>4%        | 7<br>9%<br>e                 | -<br>-                 | 3<br>6%        | -<br>-     | 1<br>2%                 | -<br>-                   |
| Other  | 20<br>7%   | 16<br>6%   | -<br>-   | 4<br>11%<br>d  | -<br>-                       | 4<br>8%<br>d           | 7<br>15%<br>d  | 5<br>14%   | 1<br>4%                 | -<br>-                   |

Columns Tested: a,b,c,d,e,f,g,h,i

## SMALL CHARITIES RESEARCH

**Q7. Aside from increased funds, which of the following, if any, would be of greatest help to your charity?**

|  | SIZE  |             | STAFF             |      |      |      | TARGET EXPECTATION |      |      | FINANCIAL SITUATION |          |         |          |
|--|-------|-------------|-------------------|------|------|------|--------------------|------|------|---------------------|----------|---------|----------|
|  | Total | £0-£100,000 | £100,001-£200,000 | 0    | 1-4  | 5-9  | 10+                | Miss | Meet | Exceed              | Positive | Neither | Negative |
| Significance Level: 95%                                    | a     | b           | c                 | d    | e    | f    |                    | g    | h    | *i                  | j        | k       | l        |
| Unweighted Total   | 301   | 145         | 156               | 39   | 84   | 61   | 117                | 37   | 73   | 23                  | 200      | 44      | 50       |
| Weighted Total   | 301   | 151         | 150               | 39   | 86   | 59   | 117                | 38   | 74   | 19                  | 194      | 46      | 54       |
|  | 100%  | 100%        | 100%              | 100% | 100% | 100% | 100%               | 100% | 100% | 100%                | 100%     | 100%    | 100%     |
| Increased awareness of your charity in the local community | 157   | 80          | 77                | 20   | 42   | 27   | 68                 | 19   | 39   | 10                  | 106      | 22      | 25       |
|  | 52%   | 53%         | 52%               | 51%  | 49%  | 46%  | 58%                | 50%  | 52%  | 54%                 | 55%      | 48%     | 47%      |
| Greater support from businesses in the area                | 153   | 73          | 80                | 14   | 43   | 30   | 66                 | 24   | 46   | 11                  | 92       | 22      | 35       |
|  | 51%   | 48%         | 53%               | 36%  | 50%  | 52%  | 56%                | 61%  | 62%  | 58%                 | 47%      | 49%     | 64%      |
|  |       |             |                   |      |      |      | c                  |      |      |                     |          |         | j        |
| More volunteers  | 82    | 46          | 35                | 19   | 26   | 15   | 21                 | 9    | 24   | 2                   | 61       | 10      | 11       |
|  | 27%   | 31%         | 24%               | 49%  | 30%  | 26%  | 18%                | 24%  | 32%  | 9%                  | 32%      | 21%     | 20%      |
|  |       |             |                   | def  | f    |      |                    |      |      |                     |          |         |          |
| More full-time staff                                       | 74    | 37          | 37                | 4    | 22   | 14   | 34                 | 15   | 19   | 5                   | 38       | 16      | 18       |
|  | 24%   | 24%         | 24%               | 10%  | 25%  | 24%  | 29%                | 38%  | 26%  | 28%                 | 20%      | 36%     | 33%      |
|  |       |             |                   |      | c    |      | c                  |      |      |                     |          | j       | j        |
| A more supportive local community                          | 64    | 28          | 36                | 6    | 20   | 15   | 24                 | 12   | 17   | 6                   | 39       | 7       | 15       |
|  | 21%   | 19%         | 24%               | 16%  | 23%  | 25%  | 20%                | 30%  | 23%  | 32%                 | 20%      | 16%     | 28%      |
| More professional support (e.g. legal / financial)         | 49    | 26          | 22                | 3    | 13   | 13   | 19                 | 9    | 14   | 3                   | 30       | 8       | 11       |
|  | 16%   | 18%         | 15%               | 8%   | 15%  | 23%  | 17%                | 22%  | 18%  | 14%                 | 16%      | 17%     | 20%      |
| More events organised                                      | 46    | 19          | 27                | 6    | 11   | 6    | 22                 | 4    | 18   | 4                   | 31       | 5       | 9        |
|  | 15%   | 13%         | 18%               | 17%  | 13%  | 10%  | 19%                | 10%  | 24%  | 20%                 | 16%      | 10%     | 16%      |
| Improved office facilities                                 | 36    | 13          | 24                | 1    | 9    | 6    | 21                 | 3    | 9    | 2                   | 22       | 8       | 4        |
|  | 12%   | 8%          | 16%               | 2%   | 11%  | 10%  | 18%                | 9%   | 12%  | 9%                  | 11%      | 17%     | 8%       |
|  |       |             | a                 |      |      |      | c                  |      |      |                     |          |         |          |
| Better regulatory environment                              | 12    | 7           | 5                 | 1    | 2    | 3    | 7                  | 2    | 3    | 1                   | 4        | 5       | 3        |
|  | 4%    | 5%          | 3%                | 2%   | 2%   | 5%   | 6%                 | 6%   | 4%   | 3%                  | 2%       | 10%     | 6%       |
|  |       |             |                   |      |      |      |                    |      |      |                     |          | j       |          |
| Other  | 20    | 9           | 11                | 2    | 6    | 5    | 7                  | 3    | 3    | -                   | 12       | 4       | 3        |
|  | 7%    | 6%          | 7%                | 5%   | 7%   | 8%   | 6%                 | 7%   | 5%   | -                   | 6%       | 10%     | 5%       |

Columns Tested: a,b - c,d,e,f - g,h,i - j,k,l



## SMALL CHARITIES RESEARCH

**Q8\_SUM. To what extent, if at all, do you agree or disagree with each of the following?**

### SUMMARY TABLE

|   | Total       | Strongly disagree | Tend to disagree | Tend to agree | Strongly agree | Don't know | Net: Disagree | Net: Agree | Mean |
|---|-------------|-------------------|------------------|---------------|----------------|------------|---------------|------------|------|
| The high number of large national and international charities presents a challenge for my charity in terms of fundraising | 301<br>100% | 56<br>19%         | 75<br>25%        | 83<br>28%     | 69<br>23%      | 18<br>6%   | 131<br>44%    | 152<br>51% | 2.58 |
| Donations to charities are below the levels they were at before the global financial crisis in 2008                       | 301<br>100% | 21<br>7%          | 55<br>18%        | 70<br>23%     | 68<br>23%      | 88<br>29%  | 75<br>25%     | 138<br>46% | 2.87 |
| The high number of local charities presents a challenge for my charity in terms of fundraising                            | 301<br>100% | 49<br>16%         | 91<br>30%        | 93<br>31%     | 43<br>14%      | 25<br>8%   | 140<br>47%    | 136<br>45% | 2.47 |

## SMALL CHARITIES RESEARCH

**Q8\_1. To what extent, if at all, do you agree or disagree with each of the following?**

**The high number of local charities presents a challenge for my charity in terms of fundraising**

|                         | Total            | REGION     |          |               |                              |                        |                 |            |                         |                          |
|-------------------------|------------------|------------|----------|---------------|------------------------------|------------------------|-----------------|------------|-------------------------|--------------------------|
|                         |                  | England    | Wales    | Scotland      | East of England & South East | Midlands (East & West) | London          | South West | North East & North West | Yorkshire and the Humber |
| Significance Level: 95% |                  | a          | *b       | c             | d                            | e                      | f               | *g         | h                       | *i                       |
| Unweighted Total        | 301              | 229        | 24       | 47            | 46                           | 48                     | 34              | 28         | 51                      | 22                       |
| Weighted Total          | 301              | 249        | 15       | 36            | 78                           | 42                     | 45              | 33         | 33                      | 18                       |
|                         | 100%             | 100%       | 100%     | 100%          | 100%                         | 100%                   | 100%            | 100%       | 100%                    | 100%                     |
| Strongly disagree       | (1)<br>49<br>16% | 39<br>16%  | 1<br>8%  | 8<br>23%<br>e | 17<br>22%                    | 4<br>8%                | 4<br>9%         | 6<br>18%   | 6<br>20%                | 2<br>14%                 |
| Tend to disagree        | (2)<br>91<br>30% | 76<br>31%  | 6<br>38% | 8<br>23%      | 27<br>35%                    | 10<br>23%              | 16<br>35%       | 8<br>25%   | 10<br>29%               | 6<br>32%                 |
| Tend to agree           | (3)<br>93<br>31% | 78<br>31%  | 4<br>25% | 11<br>32%     | 27<br>35%                    | 13<br>31%              | 11<br>24%       | 9<br>29%   | 12<br>35%               | 6<br>32%                 |
| Strongly agree          | (4)<br>43<br>14% | 34<br>14%  | 3<br>17% | 7<br>19%<br>d | 3<br>4%                      | 14<br>33%<br>adh       | 7<br>15%        | 4<br>11%   | 5<br>14%                | 2<br>9%                  |
| Don't know              | 25<br>8%         | 22<br>9%   | 2<br>13% | 1<br>2%       | 3<br>4%                      | 2<br>4%                | 8<br>18%<br>ceh | 6<br>18%   | 1<br>2%                 | 2<br>14%                 |
| <b>NETS</b>             |                  |            |          |               |                              |                        |                 |            |                         |                          |
| Net: Disagree           | 140<br>47%       | 116<br>46% | 7<br>46% | 17<br>47%     | 44<br>57%<br>e               | 13<br>31%              | 20<br>44%       | 14<br>43%  | 16<br>49%               | 8<br>45%                 |
| Net: Agree              | 136<br>45%       | 111<br>45% | 6<br>42% | 18<br>51%     | 31<br>39%                    | 27<br>65%<br>adf       | 17<br>38%       | 13<br>39%  | 16<br>49%               | 7<br>41%                 |
| Mean score              | 2.47             | 2.47       | 2.57     | 2.48          | 2.23                         | 2.93<br>acdh           | 2.54            | 2.39       | 2.44                    | 2.42                     |
| Standard deviation      | .96              | .95        | .94      | 1.07          | .85                          | .98                    | .92             | .98        | .98                     | .91                      |
| Standard error          | .06              | .07        | .21      | .16           | .13                          | .14                    | .17             | .21        | .14                     | .21                      |

Columns Tested: a,b,c,d,e,f,g,h,i

## SMALL CHARITIES RESEARCH

**Q8\_1. To what extent, if at all, do you agree or disagree with each of the following?**

**The high number of local charities presents a challenge for my charity in terms of fundraising**

|                         | Total      | SIZE             |                        | STAFF     |           |           |           | TARGET EXPECTATION |           |             | FINANCIAL SITUATION |              |               |
|-------------------------|------------|------------------|------------------------|-----------|-----------|-----------|-----------|--------------------|-----------|-------------|---------------------|--------------|---------------|
|                         |            | £0-£100,000<br>a | £100,001-£200,000<br>b | 0<br>c    | 1-4<br>d  | 5-9<br>e  | 10+<br>f  | Miss<br>g          | Meet<br>h | Exceed<br>i | Positive<br>j       | Neither<br>k | Negative<br>l |
| Significance Level: 95% |            |                  |                        |           |           |           |           |                    |           |             |                     |              |               |
| Unweighted Total        | 301        | 145              | 156                    | 39        | 84        | 61        | 117       | 37                 | 73        | 23          | 200                 | 44           | 50            |
| Weighted Total          | 301        | 151              | 150                    | 39        | 86        | 59        | 117       | 38                 | 74        | 19          | 194                 | 46           | 54            |
|                         | 100%       | 100%             | 100%                   | 100%      | 100%      | 100%      | 100%      | 100%               | 100%      | 100%        | 100%                | 100%         | 100%          |
| Strongly disagree (1)   | 49<br>16%  | 29<br>19%        | 20<br>14%              | 8<br>21%  | 16<br>18% | 6<br>10%  | 19<br>16% | 4<br>10%           | 18<br>24% | 4<br>23%    | 34<br>17%           | 6<br>13%     | 9<br>16%      |
| Tend to disagree (2)    | 91<br>30%  | 36<br>24%        | 55<br>37%              | 14<br>37% | 22<br>26% | 17<br>28% | 38<br>32% | 12<br>31%          | 17<br>23% | 5<br>26%    | 56<br>29%           | 19<br>41%    | 12<br>22%     |
| Tend to agree (3)       | 93<br>31%  | 51<br>34%        | 42<br>28%              | 10<br>26% | 28<br>33% | 16<br>27% | 39<br>33% | 15<br>39%          | 23<br>31% | 5<br>26%    | 61<br>32%           | 12<br>26%    | 19<br>35%     |
| Strongly agree (4)      | 43<br>14%  | 23<br>15%        | 20<br>13%              | 5<br>12%  | 15<br>17% | 11<br>19% | 12<br>10% | 7<br>18%           | 13<br>17% | 3<br>17%    | 26<br>14%           | 6<br>12%     | 11<br>21%     |
| Don't know              | 25<br>8%   | 12<br>8%         | 13<br>9%               | 1<br>3%   | 5<br>5%   | 9<br>15%  | 10<br>8%  | 1<br>3%            | 4<br>5%   | 2<br>8%     | 16<br>8%            | 3<br>7%      | 4<br>7%       |
| <b>NETS</b>             |            |                  |                        |           |           |           |           |                    |           |             |                     |              |               |
| Net: Disagree           | 140<br>47% | 65<br>43%        | 76<br>50%              | 23<br>58% | 38<br>44% | 23<br>38% | 57<br>49% | 16<br>40%          | 35<br>47% | 9<br>49%    | 90<br>46%           | 25<br>54%    | 20<br>38%     |
| Net: Agree              | 136<br>45% | 74<br>49%        | 62<br>41%              | 15<br>38% | 43<br>51% | 27<br>46% | 51<br>43% | 22<br>57%          | 36<br>48% | 8<br>43%    | 87<br>45%           | 18<br>39%    | 30<br>55%     |
| Mean score              | 2.47       | 2.50             | 2.45                   | 2.30      | 2.52      | 2.65      | 2.40      | 2.67               | 2.44      | 2.41        | 2.45                | 2.41         | 2.65          |
| Standard deviation      | .96        | 1.00             | .92                    | .97       | 1.01      | .97       | .91       | .90                | 1.06      | 1.09        | .96                 | .90          | 1.02          |
| Standard error          | .06        | .09              | .08                    | .16       | .11       | .13       | .09       | .15                | .13       | .24         | .07                 | .14          | .15           |

Columns Tested: a,b - c,d,e,f - g,h,i - j,k,l

## SMALL CHARITIES RESEARCH

**Q8\_2. To what extent, if at all, do you agree or disagree with each of the following?**

**The high number of large national and international charities presents a challenge for my charity in terms of fundraising**

|                         | Total         | REGION     |          |           |                              |                        |           |            |                         |                          |
|-------------------------|---------------|------------|----------|-----------|------------------------------|------------------------|-----------|------------|-------------------------|--------------------------|
|                         |               | England    | Wales    | Scotland  | East of England & South East | Midlands (East & West) | London    | South West | North East & North West | Yorkshire and the Humber |
| Significance Level: 95% |               | a          | *b       | c         | d                            | e                      | f         | *g         | h                       | *i                       |
| Unweighted Total        | 301           | 229        | 24       | 47        | 46                           | 48                     | 34        | 28         | 51                      | 22                       |
| Weighted Total          | 301           | 249        | 15       | 36        | 78                           | 42                     | 45        | 33         | 33                      | 18                       |
|                         | 100%          | 100%       | 100%     | 100%      | 100%                         | 100%                   | 100%      | 100%       | 100%                    | 100%                     |
| Strongly disagree       | (1) 56<br>19% | 45<br>18%  | 3<br>17% | 9<br>26%  | 15<br>20%                    | 4<br>8%                | 9<br>21%  | 6<br>18%   | 9<br>27%                | 2<br>9%                  |
| Tend to disagree        | (2) 75<br>25% | 68<br>27%  | 2<br>13% | 5<br>15%  | 32<br>41%                    | 10<br>23%              | 7<br>15%  | 5<br>14%   | 7<br>22%                | 7<br>41%                 |
| Tend to agree           | (3) 83<br>28% | 69<br>28%  | 3<br>17% | 12<br>34% | 19<br>24%                    | 13<br>31%              | 15<br>32% | 11<br>32%  | 8<br>25%                | 3<br>18%                 |
| Strongly agree          | (4) 69<br>23% | 53<br>21%  | 6<br>38% | 9<br>26%  | 10<br>13%                    | 14<br>33%              | 8<br>18%  | 8<br>25%   | 8<br>25%                | 4<br>23%                 |
| Don't know              | 18<br>6%      | 15<br>6%   | 3<br>17% | -<br>-    | 2<br>2%                      | 2<br>4%                | 7<br>15%  | 4<br>11%   | -<br>-                  | 2<br>9%                  |
| <b>NETS</b>             |               |            |          |           |                              |                        |           |            |                         |                          |
| Net: Disagree           | 131<br>44%    | 112<br>45% | 4<br>29% | 15<br>40% | 47<br>61%                    | 13<br>31%              | 16<br>35% | 11<br>32%  | 16<br>49%               | 9<br>50%                 |
| Net: Agree              | 152<br>51%    | 122<br>49% | 8<br>54% | 21<br>60% | 29<br>37%                    | 27<br>65%              | 23<br>50% | 19<br>57%  | 17<br>51%               | 7<br>41%                 |
| Mean score              | 2.58          | 2.56       | 2.90     | 2.60      | 2.31                         | 2.93                   | 2.55      | 2.72       | 2.49                    | 2.60                     |
| Standard deviation      | 1.06          | 1.04       | 1.23     | 1.14      | .94                          | .98                    | 1.08      | 1.10       | 1.16                    | 1.00                     |
| Standard error          | .06           | .07        | .27      | .17       | .14                          | .14                    | .20       | .22        | .16                     | .22                      |

Columns Tested: a,b,c,d,e,f,g,h,i

## SMALL CHARITIES RESEARCH

**Q8\_2. To what extent, if at all, do you agree or disagree with each of the following?**

**The high number of large national and international charities presents a challenge for my charity in terms of fundraising**

|                         | Total      | SIZE        |                   | STAFF     |           |           |           | TARGET EXPECTATION |           |           | FINANCIAL SITUATION |           |           |
|-------------------------|------------|-------------|-------------------|-----------|-----------|-----------|-----------|--------------------|-----------|-----------|---------------------|-----------|-----------|
|                         |            | £0-£100,000 | £100,001-£200,000 | 0         | 1-4       | 5-9       | 10+       | Miss               | Meet      | Exceed    | Positive            | Neither   | Negative  |
|                         |            | a           | b                 | c         | d         | e         | f         | g                  | h         | i         | j                   | k         | l         |
| Significance Level: 95% |            |             |                   |           |           |           |           |                    |           |           |                     |           |           |
| Unweighted Total        | 301        | 145         | 156               | 39        | 84        | 61        | 117       | 37                 | 73        | 23        | 200                 | 44        | 50        |
| Weighted Total          | 301        | 151         | 150               | 39        | 86        | 59        | 117       | 38                 | 74        | 19        | 194                 | 46        | 54        |
|                         | 100%       | 100%        | 100%              | 100%      | 100%      | 100%      | 100%      | 100%               | 100%      | 100%      | 100%                | 100%      | 100%      |
| Strongly disagree (1)   | 56<br>19%  | 35<br>23%   | 21<br>14%         | 9<br>22%  | 24<br>28% | 6<br>11%  | 17<br>15% | 5<br>13%           | 13<br>18% | 5<br>26%  | 31<br>16%           | 9<br>20%  | 13<br>23% |
| Tend to disagree (2)    | 75<br>25%  | 30<br>20%   | 45<br>30%         | 14<br>36% | 18<br>20% | 16<br>26% | 28<br>24% | 8<br>21%           | 17<br>23% | 4<br>20%  | 56<br>29%           | 9<br>20%  | 8<br>15%  |
| Tend to agree (3)       | 83<br>28%  | 38<br>25%   | 45<br>30%         | 9<br>23%  | 22<br>26% | 12<br>20% | 40<br>34% | 12<br>32%          | 22<br>30% | 4<br>24%  | 50<br>26%           | 19<br>41% | 13<br>25% |
| Strongly agree (4)      | 69<br>23%  | 36<br>24%   | 33<br>22%         | 6<br>16%  | 19<br>22% | 17<br>30% | 26<br>22% | 12<br>30%          | 20<br>27% | 6<br>30%  | 45<br>23%           | 7<br>15%  | 17<br>32% |
| Don't know              | 18<br>6%   | 11<br>7%    | 7<br>4%           | 1<br>3%   | 3<br>4%   | 8<br>13%  | 6<br>5%   | 1<br>3%            | 2<br>2%   | -<br>-    | 11<br>6%            | 2<br>4%   | 3<br>6%   |
| <b>NETS</b>             |            |             |                   |           |           |           |           |                    |           |           |                     |           |           |
| Net: Disagree           | 131<br>44% | 65<br>43%   | 66<br>44%         | 23<br>58% | 41<br>48% | 22<br>37% | 45<br>39% | 13<br>34%          | 30<br>41% | 9<br>47%  | 88<br>45%           | 18<br>40% | 21<br>38% |
| Net: Agree              | 152<br>51% | 74<br>49%   | 78<br>52%         | 15<br>39% | 41<br>48% | 29<br>50% | 67<br>57% | 24<br>63%          | 42<br>57% | 10<br>53% | 95<br>49%           | 26<br>56% | 30<br>56% |
| Mean score              | 2.58       | 2.54        | 2.62              | 2.33      | 2.44      | 2.78      | 2.67      | 2.83               | 2.68      | 2.57      | 2.59                | 2.53      | 2.69      |
| Standard deviation      | 1.06       | 1.13        | 1.00              | 1.01      | 1.14      | 1.06      | 1.01      | 1.03               | 1.07      | 1.20      | 1.04                | 1.00      | 1.19      |
| Standard error          | .06        | .10         | .08               | .17       | .13       | .14       | .10       | .17                | .13       | .25       | .08                 | .15       | .17       |

Columns Tested: a,b - c,d,e,f - g,h,i - j,k,l

## SMALL CHARITIES RESEARCH

**Q8\_3. To what extent, if at all, do you agree or disagree with each of the following?**

**Donations to charities are below the levels they were at before the global financial crisis in 2008**

|                         | Total            | REGION     |          |           |                              |                        |           |            |                         |                          |
|-------------------------|------------------|------------|----------|-----------|------------------------------|------------------------|-----------|------------|-------------------------|--------------------------|
|                         |                  | England    | Wales    | Scotland  | East of England & South East | Midlands (East & West) | London    | South West | North East & North West | Yorkshire and the Humber |
| Significance Level: 95% |                  | a          | *b       | c         | d                            | e                      | f         | *g         | h                       | *i                       |
| Unweighted Total        | 301              | 229        | 24       | 47        | 46                           | 48                     | 34        | 28         | 51                      | 22                       |
| Weighted Total          | 301              | 249        | 15       | 36        | 78                           | 42                     | 45        | 33         | 33                      | 18                       |
|                         | 100%             | 100%       | 100%     | 100%      | 100%                         | 100%                   | 100%      | 100%       | 100%                    | 100%                     |
| Strongly disagree       | (1)<br>21<br>7%  | 16<br>7%   | 1<br>4%  | 4<br>11%  | 5<br>7%                      | -<br>-                 | 3<br>6%   | 4<br>11%   | 3<br>8%                 | 2<br>14%                 |
| Tend to disagree        | (2)<br>55<br>18% | 48<br>19%  | -<br>-   | 6<br>17%  | 19<br>24%                    | 10<br>23%              | 8<br>18%  | 2<br>7%    | 6<br>18%                | 4<br>23%                 |
| Tend to agree           | (3)<br>70<br>23% | 58<br>23%  | 3<br>21% | 8<br>23%  | 19<br>24%                    | 10<br>23%              | 11<br>24% | 7<br>21%   | 9<br>27%                | 3<br>18%                 |
| Strongly agree          | (4)<br>68<br>23% | 56<br>22%  | 4<br>29% | 7<br>19%  | 15<br>20%                    | 13<br>31%              | 9<br>21%  | 8<br>25%   | 6<br>20%                | 3<br>18%                 |
| Don't know              | 88<br>29%        | 70<br>28%  | 7<br>46% | 11<br>30% | 20<br>26%                    | 10<br>23%              | 15<br>32% | 12<br>36%  | 9<br>27%                | 5<br>27%                 |
| <b>NETS</b>             |                  |            |          |           |                              |                        |           |            |                         |                          |
| Net: Disagree           | 75<br>25%        | 65<br>26%  | 1<br>4%  | 10<br>28% | 24<br>30%                    | 10<br>23%              | 11<br>24% | 6<br>18%   | 8<br>25%                | 7<br>36%                 |
| Net: Agree              | 138<br>46%       | 114<br>46% | 8<br>50% | 15<br>43% | 34<br>43%                    | 23<br>54%              | 20<br>44% | 15<br>46%  | 16<br>47%               | 7<br>36%                 |
| Mean score              | 2.87             | 2.86       | 3.38     | 2.73      | 2.76                         | 3.11                   | 2.87      | 2.94       | 2.81                    | 2.56                     |
| Standard deviation      | .98              | .97        | .89      | 1.04      | .95                          | .84                    | .96       | 1.11       | .97                     | 1.10                     |
| Standard error          | .07              | .08        | .25      | .18       | .16                          | .14                    | .20       | .26        | .16                     | .28                      |

Columns Tested: a,b,c,d,e,f,g,h,i

## SMALL CHARITIES RESEARCH

**Q8\_3. To what extent, if at all, do you agree or disagree with each of the following?**

**Donations to charities are below the levels they were at before the global financial crisis in 2008**

|                         | Total      | SIZE        |                   | STAFF            |           |                  |                | TARGET EXPECTATION |           |          | FINANCIAL SITUATION |           |                |
|-------------------------|------------|-------------|-------------------|------------------|-----------|------------------|----------------|--------------------|-----------|----------|---------------------|-----------|----------------|
|                         |            | £0-£100,000 | £100,001-£200,000 | 0                | 1-4       | 5-9              | 10+            | Miss               | Meet      | Exceed   | Positive            | Neither   | Negative       |
|                         |            | a           | b                 | c                | d         | e                | f              | g                  | h         | i        | j                   | k         | l              |
| Significance Level: 95% |            |             |                   |                  |           |                  |                |                    |           |          |                     |           |                |
| Unweighted Total        | 301        | 145         | 156               | 39               | 84        | 61               | 117            | 37                 | 73        | 23       | 200                 | 44        | 50             |
| Weighted Total          | 301        | 151         | 150               | 39               | 86        | 59               | 117            | 38                 | 74        | 19       | 194                 | 46        | 54             |
|                         | 100%       | 100%        | 100%              | 100%             | 100%      | 100%             | 100%           | 100%               | 100%      | 100%     | 100%                | 100%      | 100%           |
| Strongly disagree (1)   | 21<br>7%   | 10<br>7%    | 10<br>7%          | 4<br>11%         | 9<br>10%  | 1<br>2%          | 6<br>6%        | 1<br>2%            | 4<br>5%   | 2<br>8%  | 15<br>8%            | 3<br>6%   | 3<br>6%        |
| Tend to disagree (2)    | 55<br>18%  | 27<br>18%   | 28<br>18%         | 12<br>32%<br>d   | 10<br>11% | 9<br>15%         | 23<br>20%      | 5<br>12%           | 8<br>11%  | 7<br>36% | 41<br>21%           | 4<br>10%  | 7<br>13%       |
| Tend to agree (3)       | 70<br>23%  | 37<br>24%   | 33<br>22%         | 10<br>25%        | 23<br>27% | 8<br>14%         | 29<br>24%      | 10<br>27%          | 19<br>26% | 2<br>13% | 48<br>25%           | 13<br>28% | 8<br>15%       |
| Strongly agree (4)      | 68<br>23%  | 35<br>23%   | 33<br>22%         | 6<br>16%         | 20<br>24% | 23<br>39%<br>cdf | 18<br>15%      | 11<br>28%          | 23<br>32% | 3<br>18% | 39<br>20%           | 10<br>22% | 19<br>35%<br>j |
| Don't know              | 88<br>29%  | 42<br>28%   | 46<br>30%         | 6<br>16%         | 24<br>28% | 17<br>29%        | 41<br>35%<br>c | 12<br>31%          | 19<br>26% | 5<br>25% | 51<br>26%           | 16<br>34% | 17<br>32%      |
| <b>NETS</b>             |            |             |                   |                  |           |                  |                |                    |           |          |                     |           |                |
| Net: Disagree           | 75<br>25%  | 37<br>25%   | 38<br>25%         | 17<br>43%<br>def | 18<br>21% | 11<br>18%        | 30<br>25%      | 5<br>14%           | 12<br>17% | 8<br>44% | 55<br>29%           | 7<br>16%  | 10<br>19%      |
| Net: Agree              | 138<br>46% | 71<br>47%   | 67<br>44%         | 16<br>41%        | 44<br>51% | 31<br>53%        | 47<br>40%      | 21<br>55%          | 43<br>58% | 6<br>31% | 87<br>45%           | 23<br>50% | 27<br>49%      |
| Mean score              | 2.87       | 2.88        | 2.85              | 2.55             | 2.90      | 3.27<br>cf       | 2.76           | 3.17               | 3.13      | 2.54     | 2.78                | 2.99      | 3.14           |
| Standard deviation      | .98        | .97         | .98               | .96              | 1.02      | .93              | .91            | .83                | .93       | 1.01     | .96                 | .94       | 1.03           |
| Standard error          | .07        | .10         | .09               | .17              | .13       | .14              | .10            | .17                | .13       | .24      | .08                 | .17       | .18            |

Columns Tested: a,b - c,d,e,f - g,h,i - j,k,l