



nfpSynergy

helping non-profits thrive

# Charity Awareness Monitor Results

## Engagement 4 of 6

### July 2008

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# Methodology

## Fieldwork dates:

11<sup>th</sup> - 21<sup>st</sup> July 2008.

## Sample:

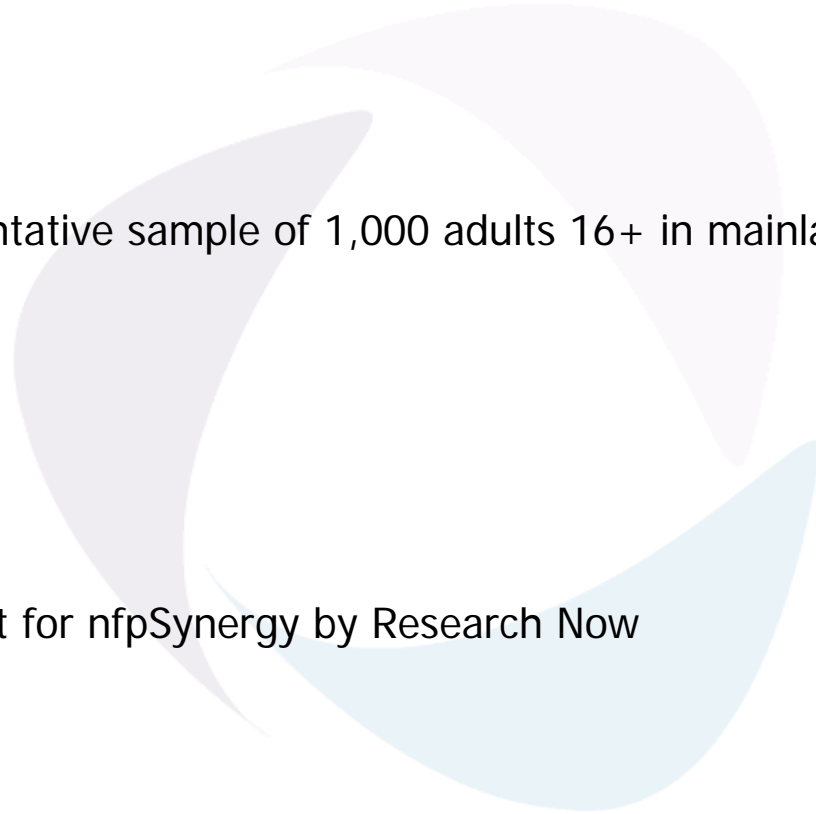
A nationally representative sample of 1,000 adults 16+ in mainland Britain

## Methodology:

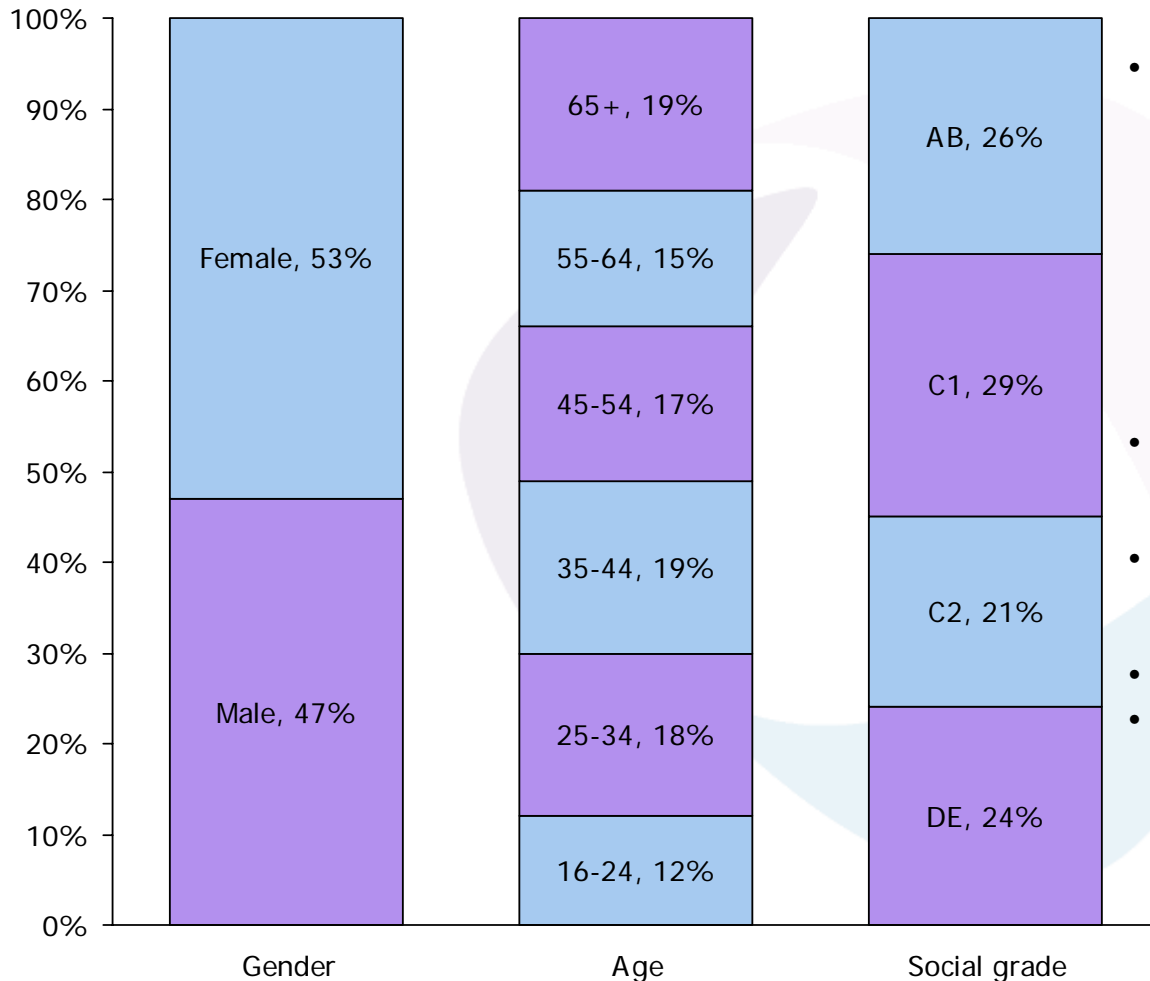
Online survey

## Data:

Fieldwork carried out for nfpSynergy by Research Now



# Basic demographics of respondents



- The socio-economic classification system we use consists of six social grades which classify the household social status based on the occupation of the Chief Income Earner (so if a casual worker lives with a parent or spouse who is a doctor they'll be an A rather than an E);
- AB - higher (A) or intermediate (B) managerial, administrative or professional
- C1 - supervisory or clerical, and junior managerial, administrative or professional
- C2 - skilled manual workers
- DE - semi-skilled and unskilled workers (D) & state pensioners, casual or lowest grade workers (E)

Base: 1,000 adults 16+, Britain.

Source: Charity Awareness Monitor, Jul 08, nfpSynergy

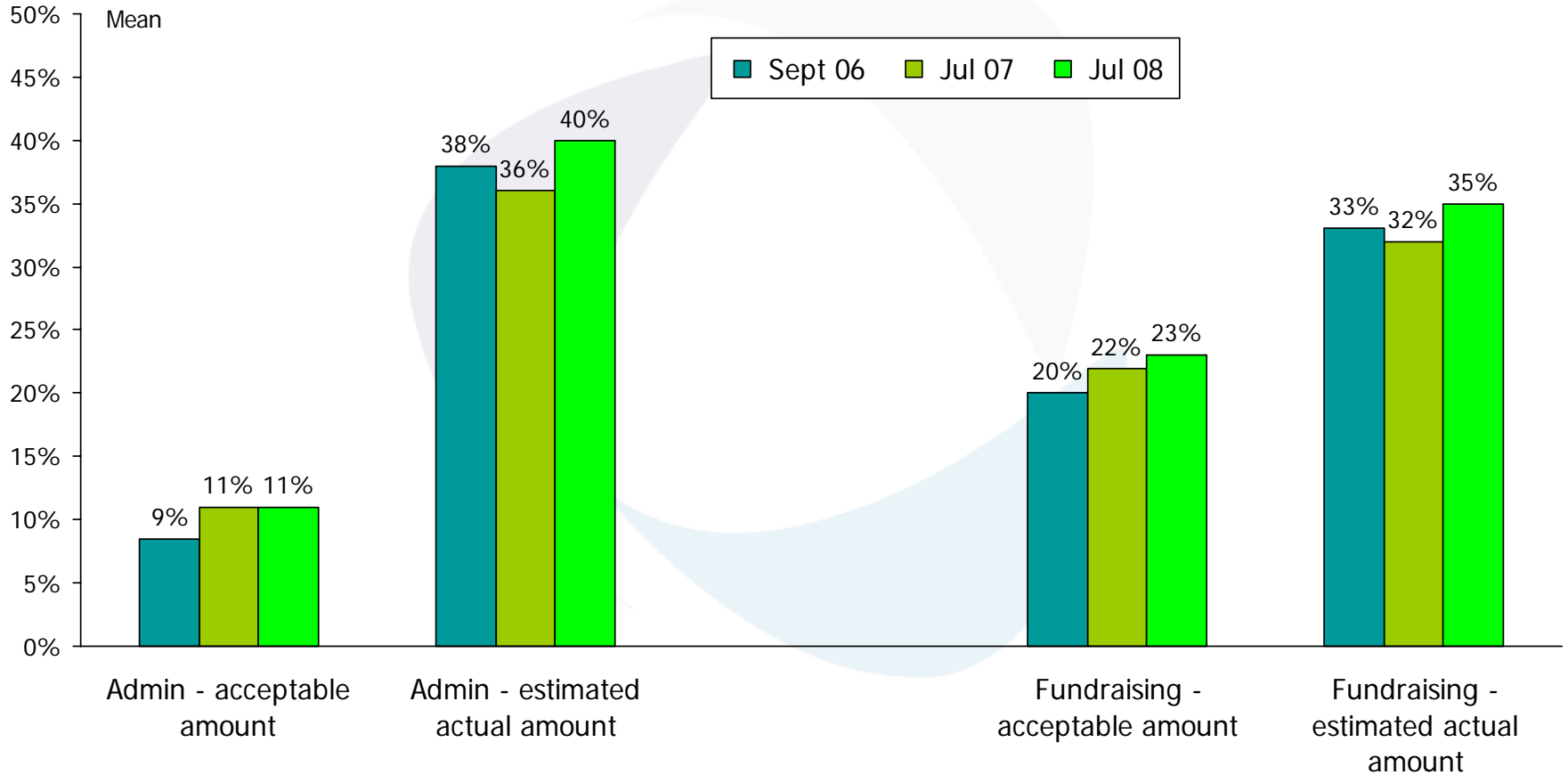
# Fundraising and Administration Costs

- The average percentage of income people perceive charities to spend on fundraising increased 3 percentage points this wave to 35% (32% Jul 07). This is 12% higher than the average thought to be acceptable, which is 23% (22% Jul 07). Intelligent Giving suggests that actual average fundraising spending by charity sector ranges from 12% to 25% of income, indicating that the public are overestimating what charities spend.
- The average amount the public perceive charities to spend on administration has also increased, currently standing at 40% (36% Jul 07). This exceeds substantially what respondents consider to be an acceptable level (11%). Intelligent Giving lists average charity spend on administration at approximately 12%, very close to what the public think is acceptable, and far below what they estimate is actually being spent.
- These results indicate that the gap between perceived actual and acceptable spending is much smaller for fundraising than for administration, suggesting that the public are happier for charities to spend money on fundraising, and less likely to think that charities spend a lot of their income on fundraising than administration.

# Perceived spending on fundraising and administration

## Mean summary

“What would you estimate would be an acceptable percentage of the average charity’s income to be spent on fundraising and administration costs?”/ “What would you estimate is the actual percentage of an average charity’s income that goes on fundraising and administrations costs?”

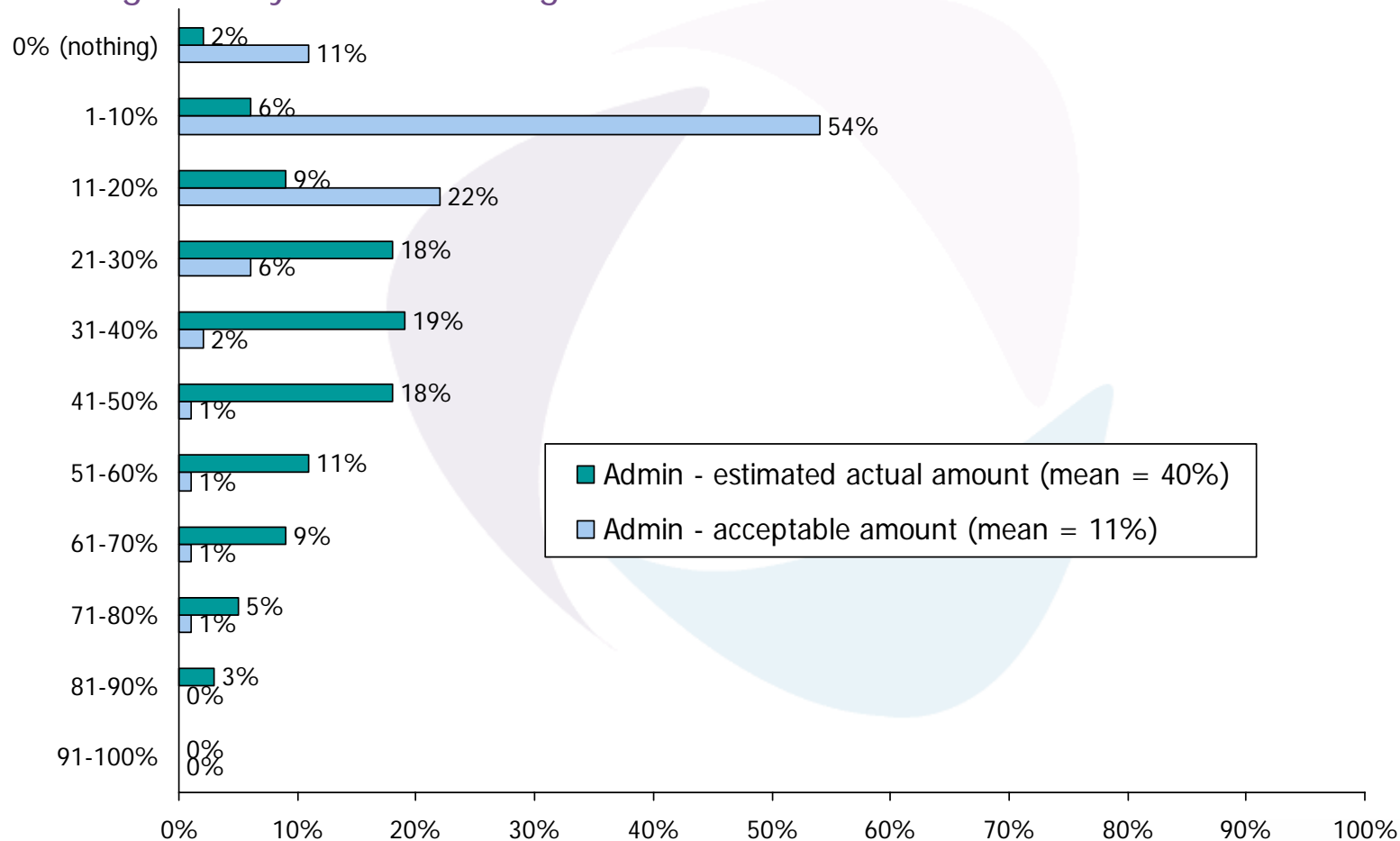


Base: 1,000 adults 16+, Britain.

Source: Charity Awareness Monitor, Jul 08, nfpSynergy

# Actual vs Acceptable percentage that goes on administration

“What would you estimate would be an acceptable percentage of the average charity’s income to be spent on administration costs?”/ “What would you estimate is the actual percentage of an average charity’s income that goes on administration costs?”

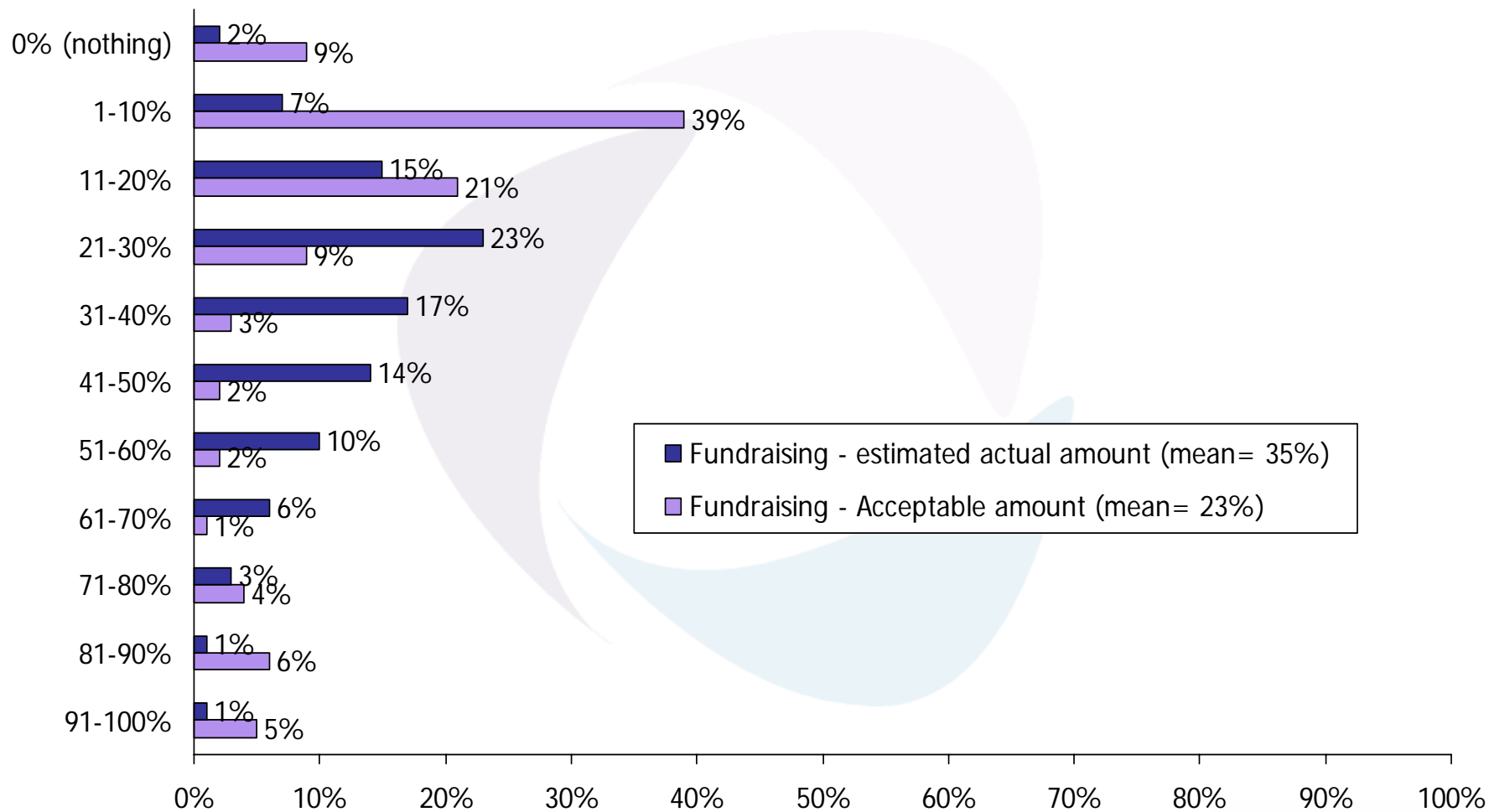


Base: 1,000 adults 16+, Britain.

Source: Charity Awareness Monitor, Jul 08, nfpSynergy

# Actual vs Acceptable percentage that goes on fundraising

“What would you estimate would be an acceptable percentage of the average charity’s income to be spent on fundraising costs?”/ “What would you estimate is the actual percentage of an average charity’s income that goes on fundraising costs?”

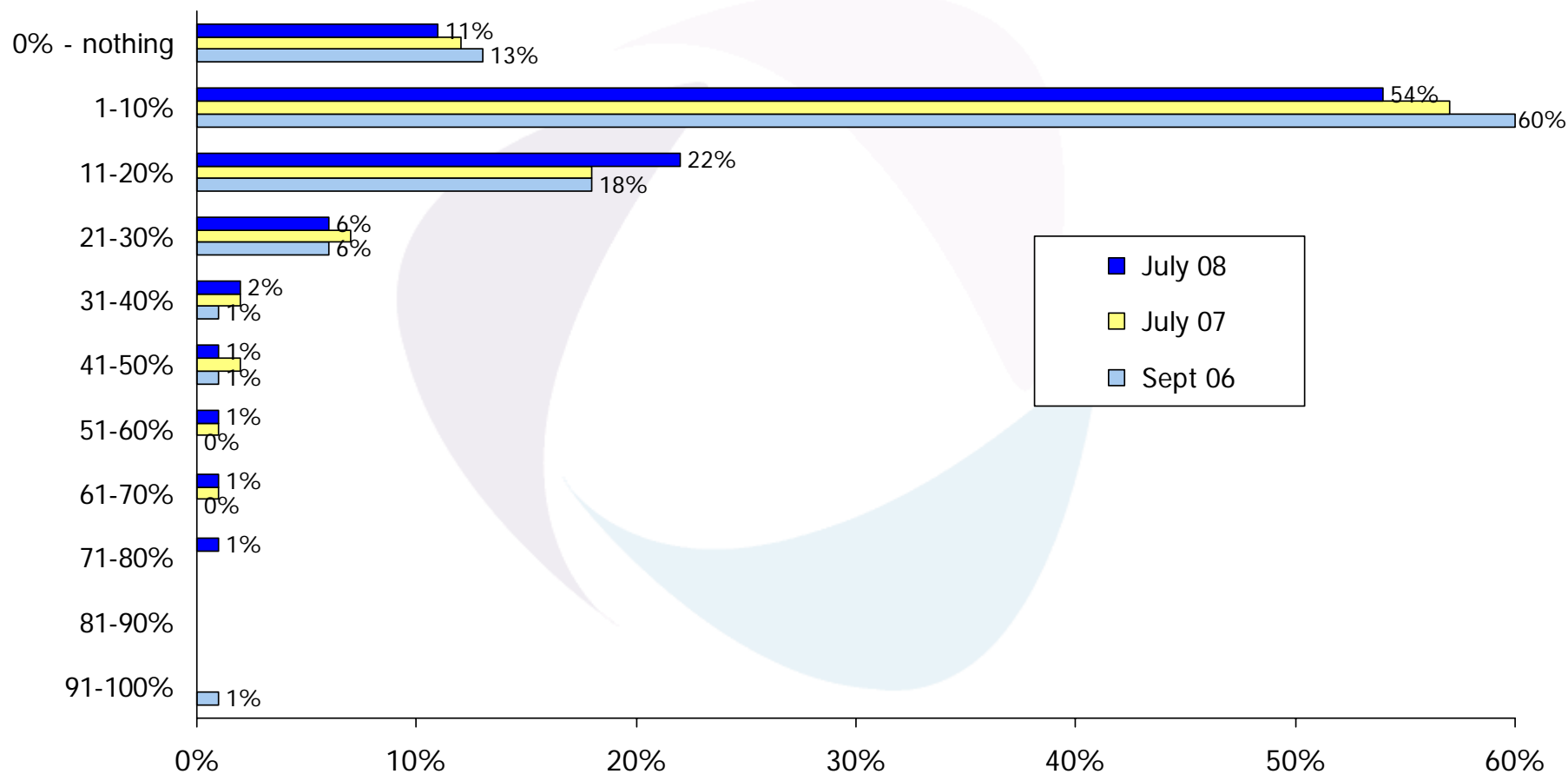


Base: 1,000 adults 16+, Britain.

Source: Charity Awareness Monitor, Jul 08, nfpSynergy

# Percentage of a charity's income thought **acceptable** to spend on **administration**

“What would you estimate would be an acceptable percentage of the average charity's income to be spent on administration costs?”

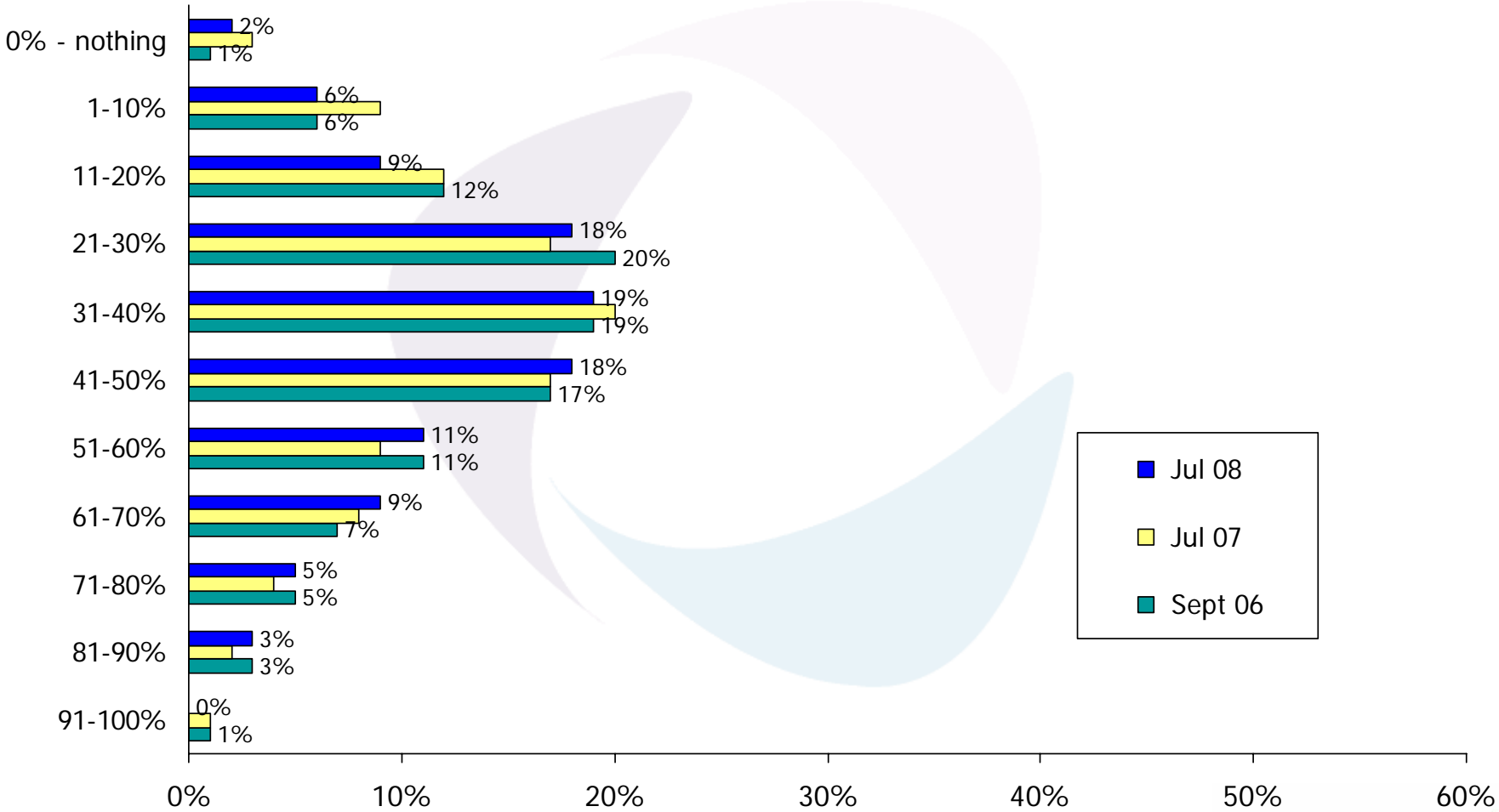


Base: 1,000 adults 16+, Britain.

Source: Charity Awareness Monitor, Jul 08, nfpSynergy

# Estimate **actual** percentage of income that charities spend on **administration**

“What would you estimate is the actual percentage of an average charity’s income that goes on administration costs?”

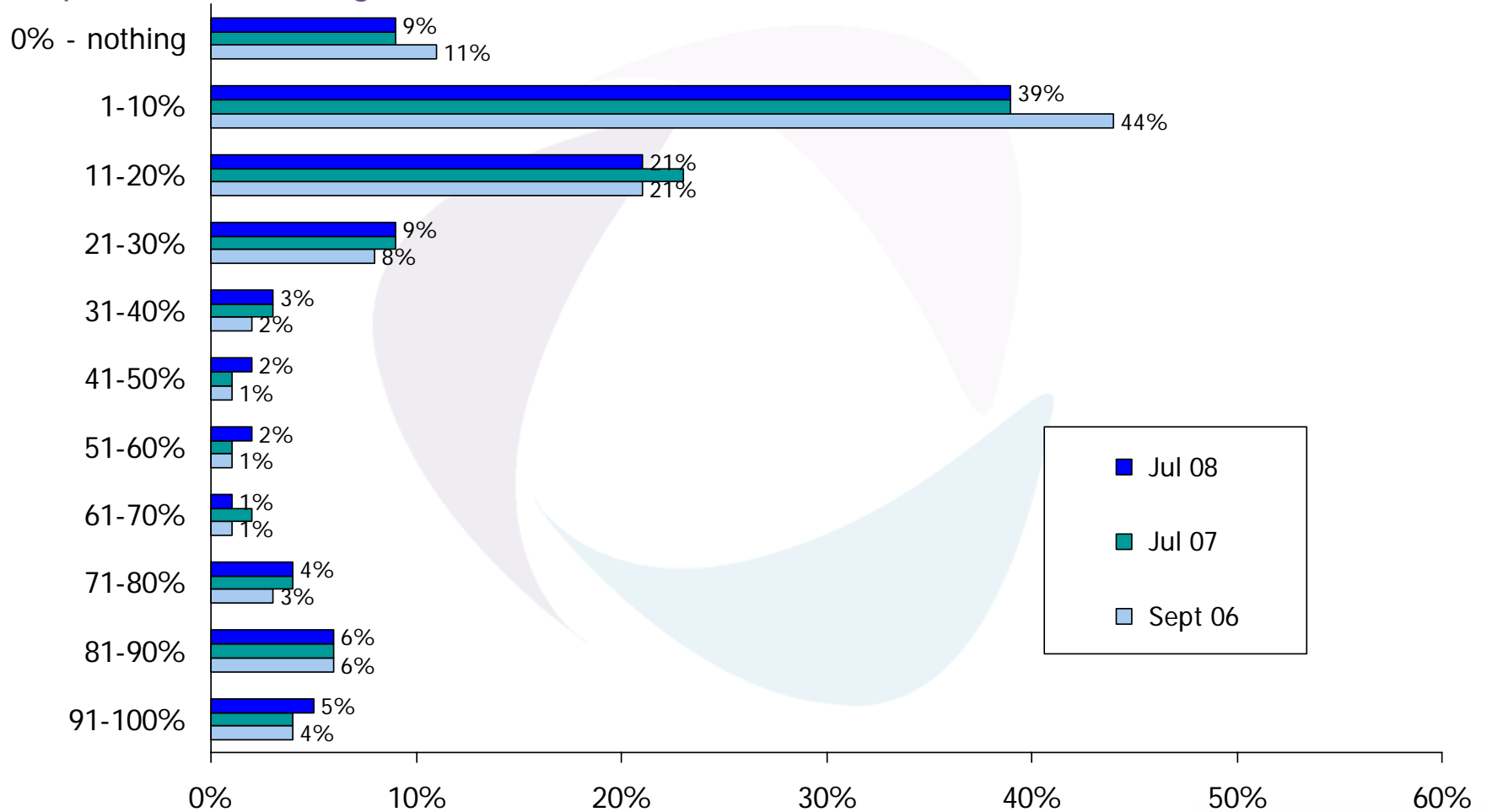


Base: 1,000 adults 16+, Britain.

Source: Charity Awareness Monitor, Jul 08, nfpSynergy

# Percentage of a charity's income thought **acceptable** to spend on **fundraising**?

"What would you estimate would be an acceptable percentage of the average charity's income to be spent on fundraising costs?"

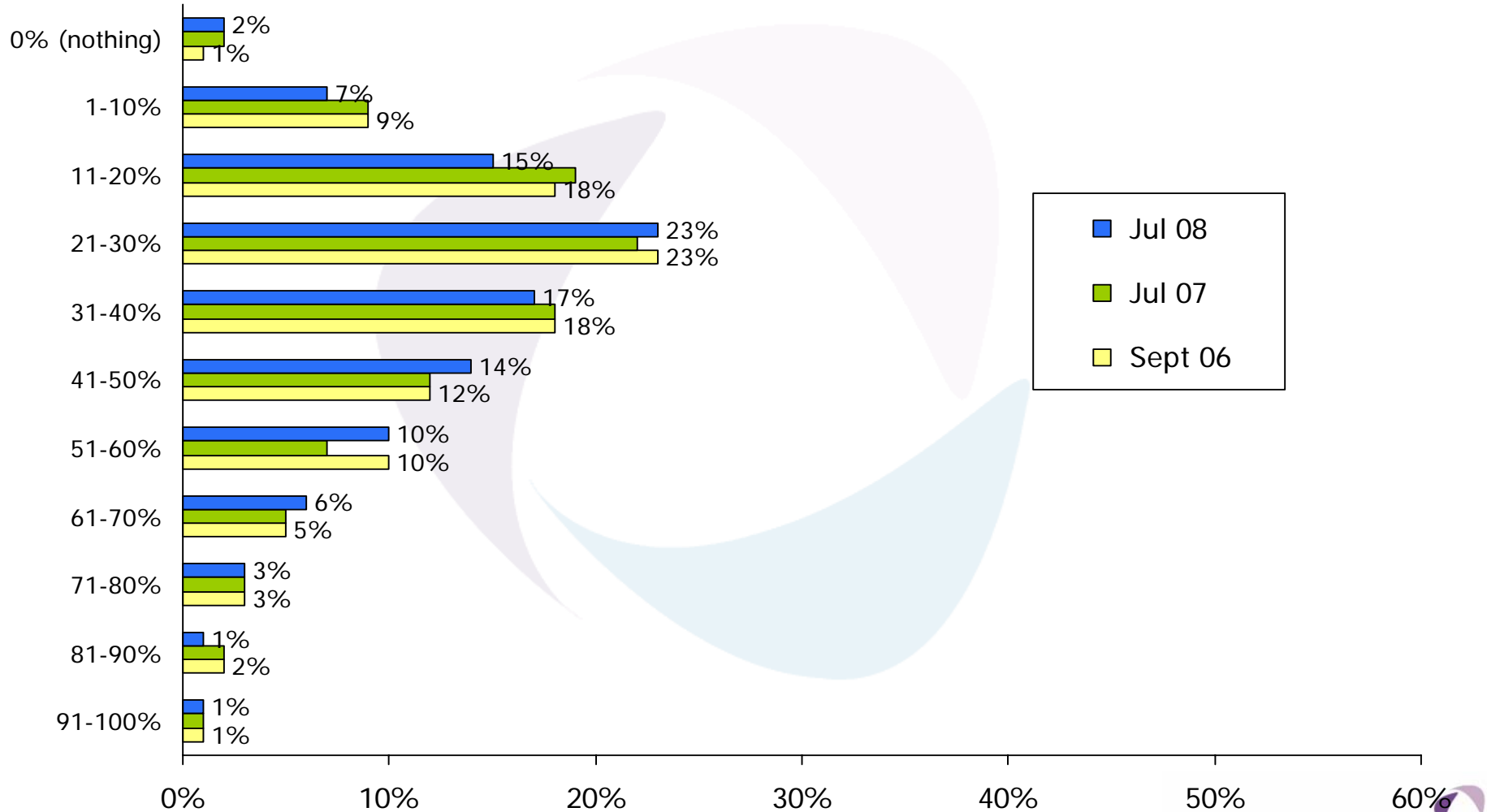


Base: 1,000 adults 16+, Britain.

Source: Charity Awareness Monitor, Jul 08, nfpSynergy

# Estimate **actual** percentage of income that charities spend on fundraising

“What would you estimate is the actual percentage of an average charity’s income that goes on fundraising costs?”

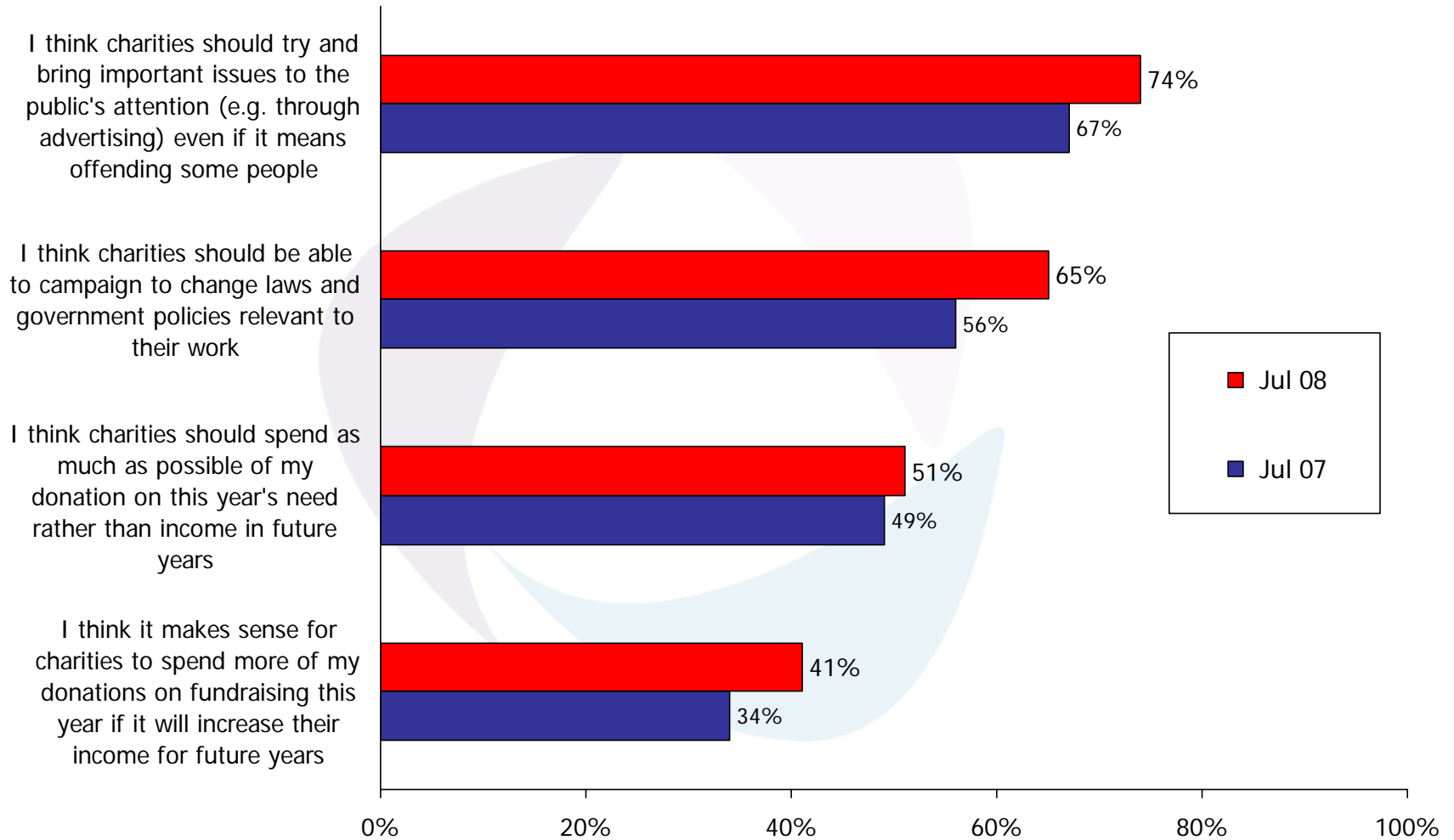


Base: 1,000 adults 16+, Britain.

Source: Charity Awareness Monitor, Jul 08, nfpSynergy

# Roles of charities

“Please look at the statements below and indicate how much you agree or disagree with each statement by ticking the appropriate box.” **Strongly agree/Agree**



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Source: Charity Awareness Monitor, Jul 08, nfpSynergy



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