



nfpSynergy

helping non-profits thrive

Charity Awareness Monitor Results  
Engagement 6 of 6  
November 2008

Telephone: (020) 7426 8888

email: [rebecca.molyneux@nfpsynergy.net](mailto:rebecca.molyneux@nfpsynergy.net)

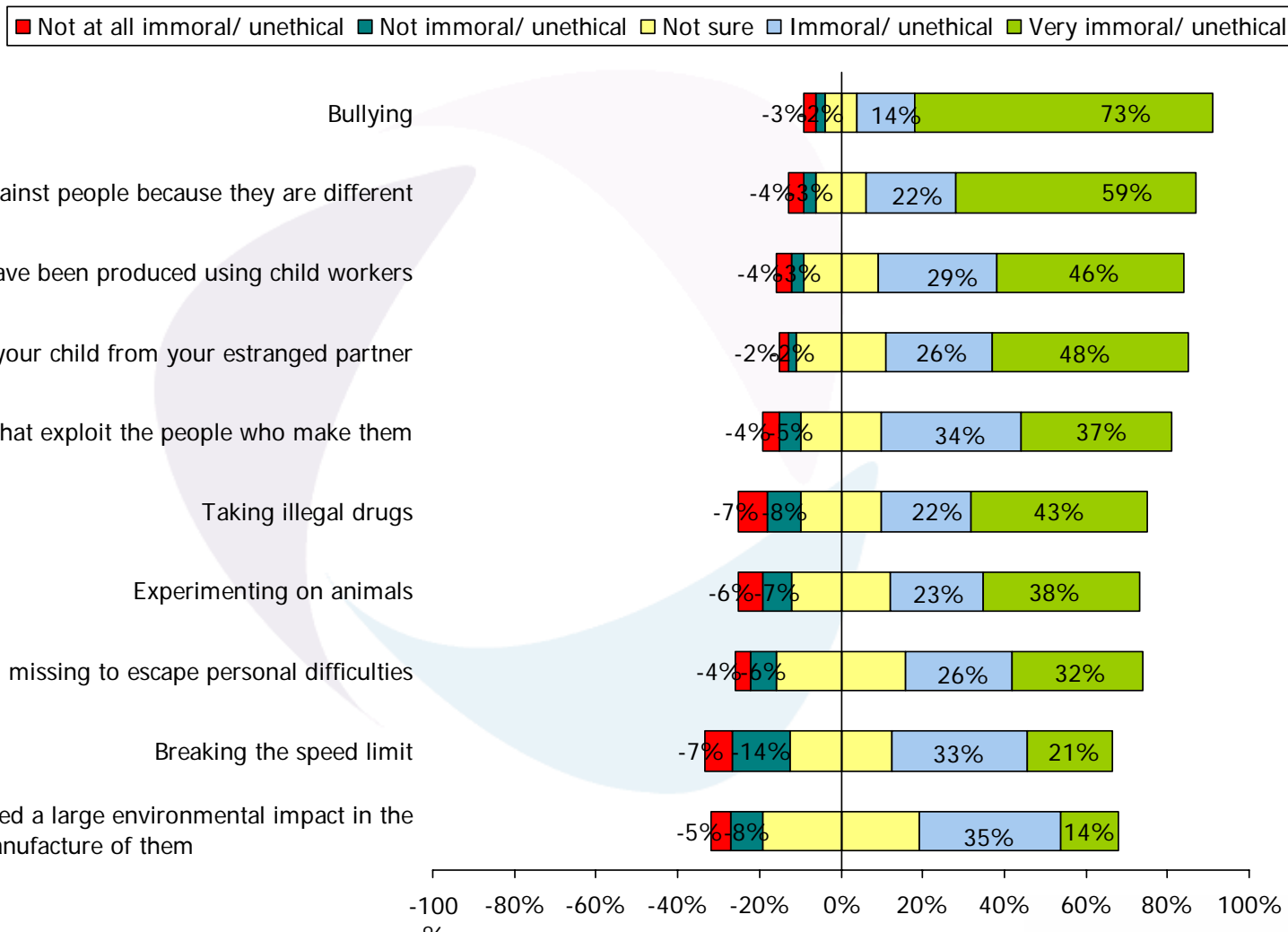
Web: [www.nfpsynergy.net](http://www.nfpsynergy.net)

# Modern sins (1)

- This wave we repeated a set of questions from November 07 exploring how immoral or unethical certain activities are considered by the general public.
- At the top of the list there was very little change from last year: bullying again came in first place with 87% of people believing that it is immoral or very immoral (down slightly from 90% in Nov 07). It was again followed by discriminating against people because they are different (81%), buying goods that have been produced using child workers (74%) and alienating your child from your estranged partner (74%).
- At the other end of the spectrum, the social practices considered least immoral or unethical are once again living together before marriage (14%) and having sex before marriage (13%).

# Perceptions of different social issues (1 of 2)

"Please state how immoral or unethical you feel each of the following are?"



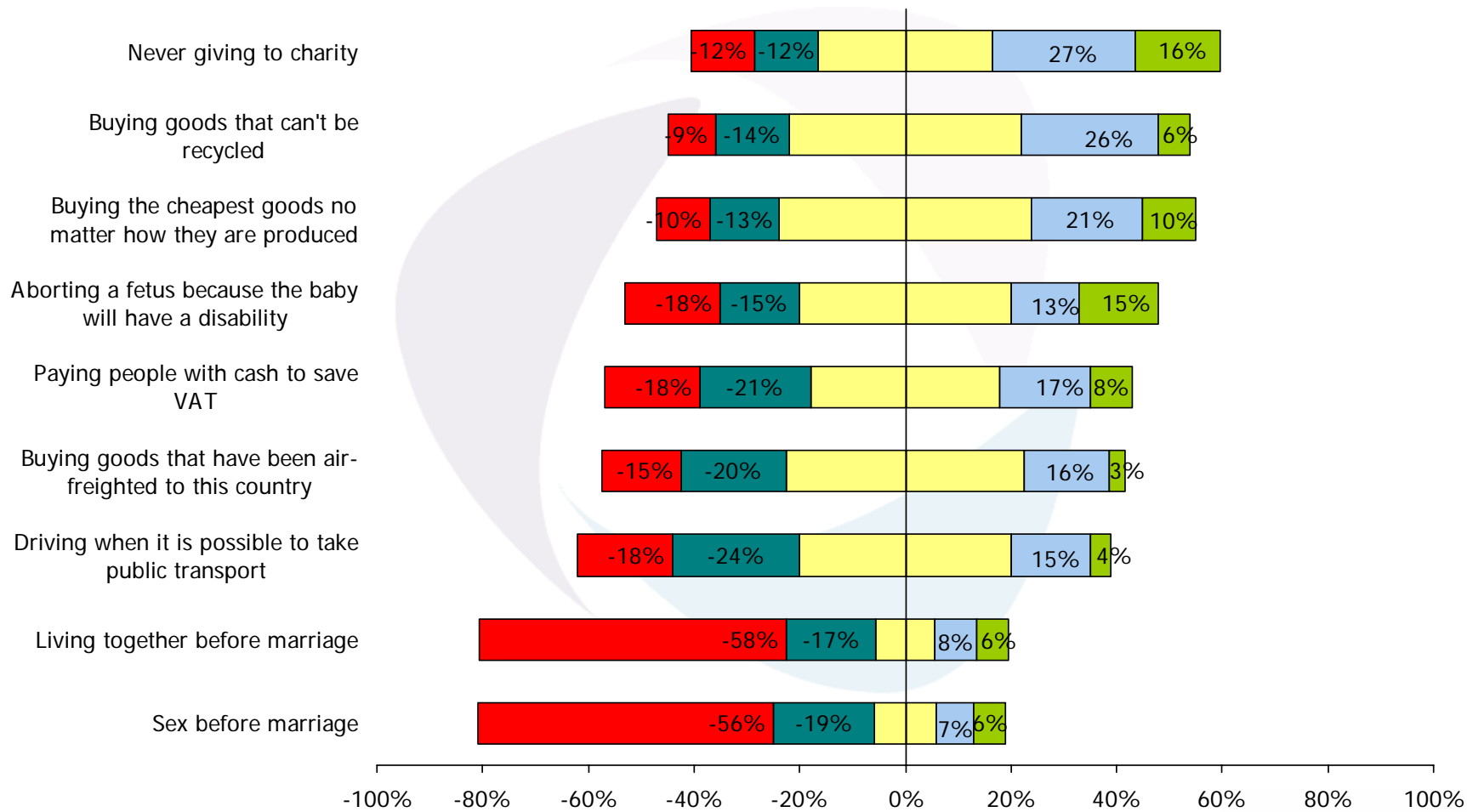
Base: 1,000 adults 16+, Britain.

Source: Charity Awareness Monitor, Nov 08, nfpSynergy

# Perceptions of different social issues (2 of 2)

"Please state how immoral or unethical you feel each of the following are?"

■ Not at all immoral/ unethical 
 ■ Not immoral/ unethical 
 ■ Not sure 
 ■ Immoral/ unethical 
 ■ Very immoral/ unethical



Base: 1,000 adults 16+, Britain.

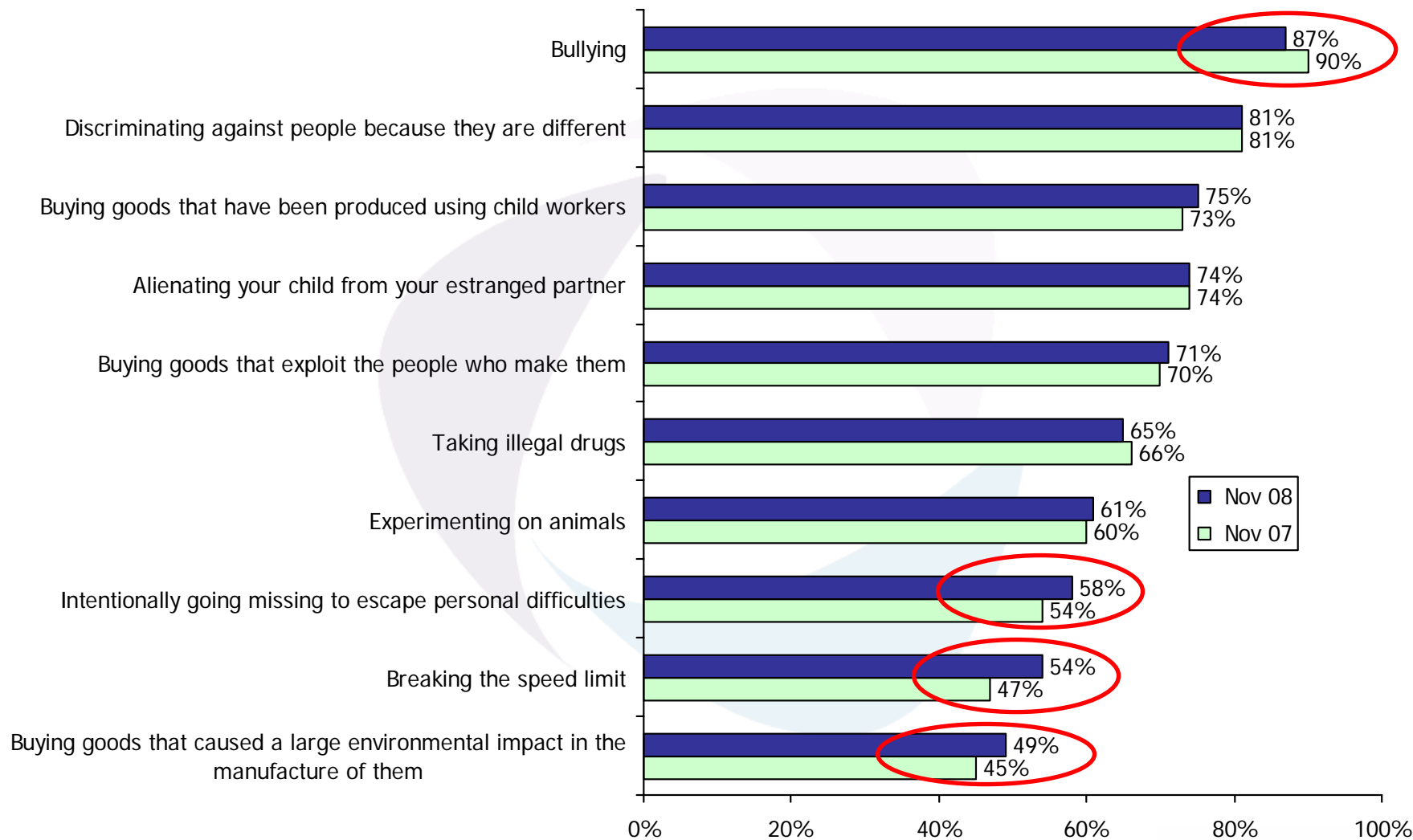
Source: Charity Awareness Monitor, Nov 08, nfpSynergy

# Modern sins (2)

- Although there were no major changes in how the public perceive each of the activities listed, perhaps reflecting the gradual nature of opinion formation in this area, there remain some statistically significant changes to the proportion of the public considering specific activities very immoral or immoral.
- There were increases this wave in the proportion of the public considering 'intentionally going missing to avoid financial difficulties' as unethical/immoral, up from 54% to 58%, and those who considered breaking the speed limit unethical increased from 47% to 54%. 'Never giving to charity' also increased, up from 34% to 43%.
- Focusing on environmental issues, there was a 4 percentage point increase in the number of respondents who consider 'buying goods that caused a large environmental impact in the manufacture of them' (from 45% to 49%), and 'buying goods that can't be recycled' also increased slightly, with 32% of the public considering this immoral or unethical (29% Nov 07), as did 'buying goods that have been air-freighted into the country' (up from 16% to 19%).

# Perceptions of different social issues (1 of 2)

"Please state how immoral or unethical you feel each of the following are?"

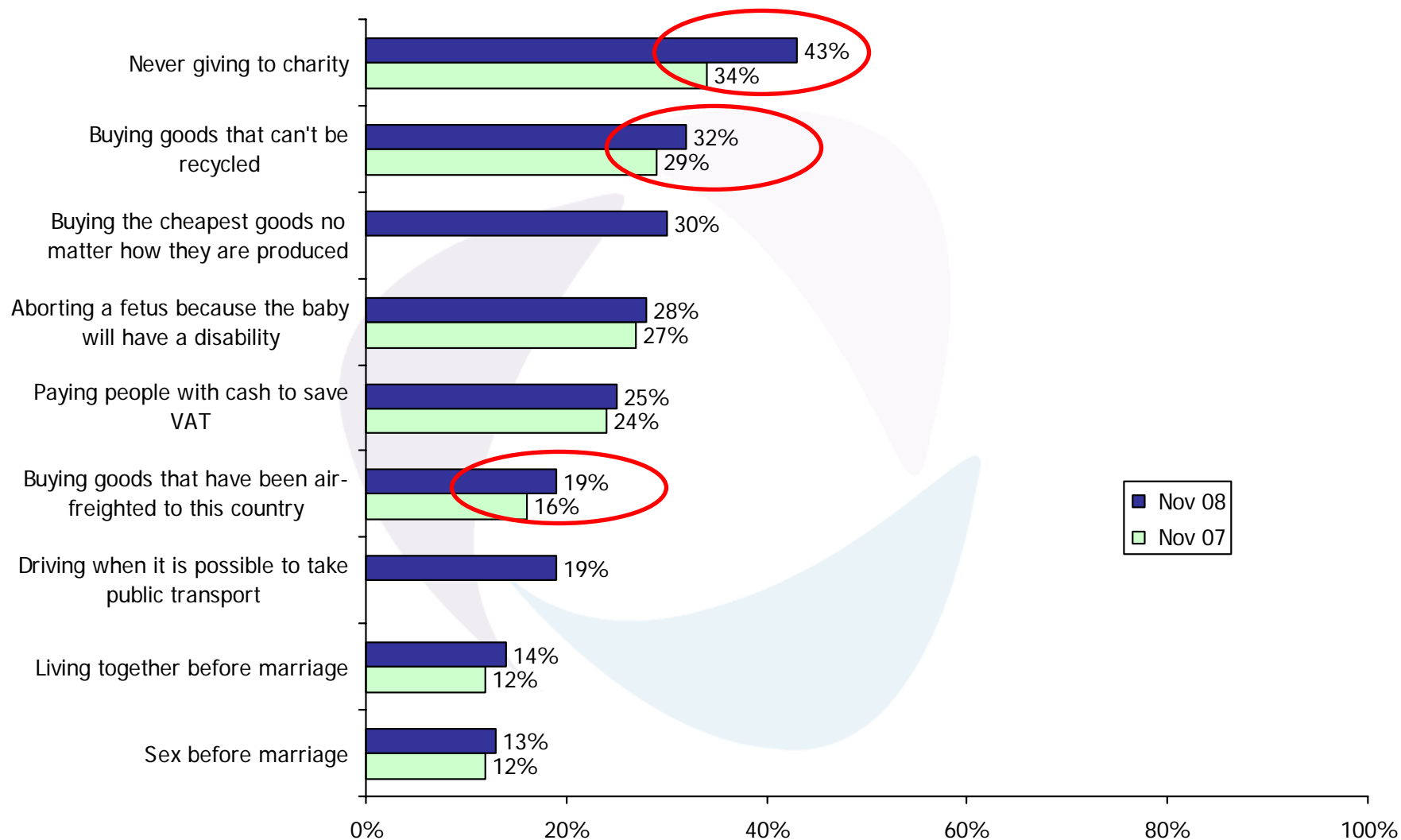


Base: 1,000 adults 16+, Britain.

Source: Charity Awareness Monitor, Nov 08, nfpSynergy

# Perceptions of different social issues (2 of 2)

"Please state how immoral or unethical you feel each of the following are?"



Base: 1,000 adults 16+, Britain.

Source: Charity Awareness Monitor, Nov 08, nfpSynergy