



**An Rialálaí  
Carthanas**

**Charities  
Regulator**

## **Irish Attitudes towards the Charity Sector**

**An Amárach Report**



Strictly Private & Confidential

May 2023

S22-163

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Appendix – Public Survey Questionnaire

# 1 Research Background & Methodology

## 1.1 Research Background

The Charities Regulator (the ‘Regulator’) was established on 16 October 2014 and is responsible for the regulation of charitable organisations and the protection of charitable assets.

The Regulator maintains the [Register of Charities](#) (the ‘Register’) and all charities which operate in Ireland must be included on the Register.

At the end of March 2023, there were 11,498 registered charities, ranging from very small, local volunteer only charities to large, national or international organisations employing thousands of people.

Regardless of legal form, size or purpose, all registered charities are overseen by charity trustees - volunteers who give their time to manage the charity and accept the legal responsibilities which arise as part of their management duties – which includes directors, board members and committee members. At the end of March 2023, there were 76,321 charity trustees on the Register.

Charities have differing, and in some cases, multiple touchpoints with the public, as well as fulfilling a range of functions –

- Providing charitable services to specific (and often vulnerable) cohorts of the population both in Ireland and further afield
- Motivating change through education, advocacy, and action
- Delivering state funded public services (housing, health, and social care services)
- Providing employment
- Creating a community of charity workers and volunteers

While the scale and scope of the charity sector means that most adults will have an awareness of and engagement with a variety of charitable organisations over the course of their lifetime, the public’s attitude to charities and charitable activities are complex and can be influenced by a wide variety of factors which can positively or negatively impact the support provided to individual charities and to the wider sector.

Increasing public trust and confidence in charities is a statutory function and a strategic priority of the Charities Regulator, consequently regular monitoring of attitudes is an essential means of assessing sentiment towards the sector in order to identify possible strategies to consolidate this function.

## 1.2 Methodology

Amárach Research ([www.amarach.com](http://www.amarach.com)) was commissioned by the Charities Regulator in late 2020 to benchmark the attitudes of the Irish Public towards the charity sector.

The survey was repeated in 2022 using the same online methodology. A combination of quotas and weighting was used to ensure the final sample of 2,000 adults aged 18+ years was representative of the national population in terms of gender, age, social class, and region.

Fieldwork for both studies took place at a comparable time of year: 18<sup>th</sup> November to 15<sup>th</sup> December 2022 and 18<sup>th</sup> December 2020 to 11<sup>th</sup> January 2021.

The 2022 questionnaire was based on the version used in 2020 with some changes to reflect post-pandemic circumstances and to explore emerging topics of interest to the Charities Regulator.

This report focuses on the core themes below and, where possible, comparisons are drawn with the Benchmark findings of 2020:

- Public engagement with charities
- Attitudes towards charity regulation
- Awareness and understanding of the role of the Charities Regulator

To contextualise the 2022 findings, interviewing occurred post-pandemic but against the backdrop of the on-going war in Ukraine, rising homelessness, a cost-of-living crisis, and some controversies in the charity sector.

## 2 Sample Profile

This report presents the findings of a survey of the Irish public, which was carried out as an online survey between 18th November and 15th December 2022.

Respondents were drawn from the Amárach Research National Panel and supplemented with 18–35-year-olds from Bounce, our panel partner.

A combination of quota controls and weighting set on gender, age, social class, and region ensured our sample of 2,000 adults is representative of the national population.

The following figures illustrate the demographic profile of the survey sample:

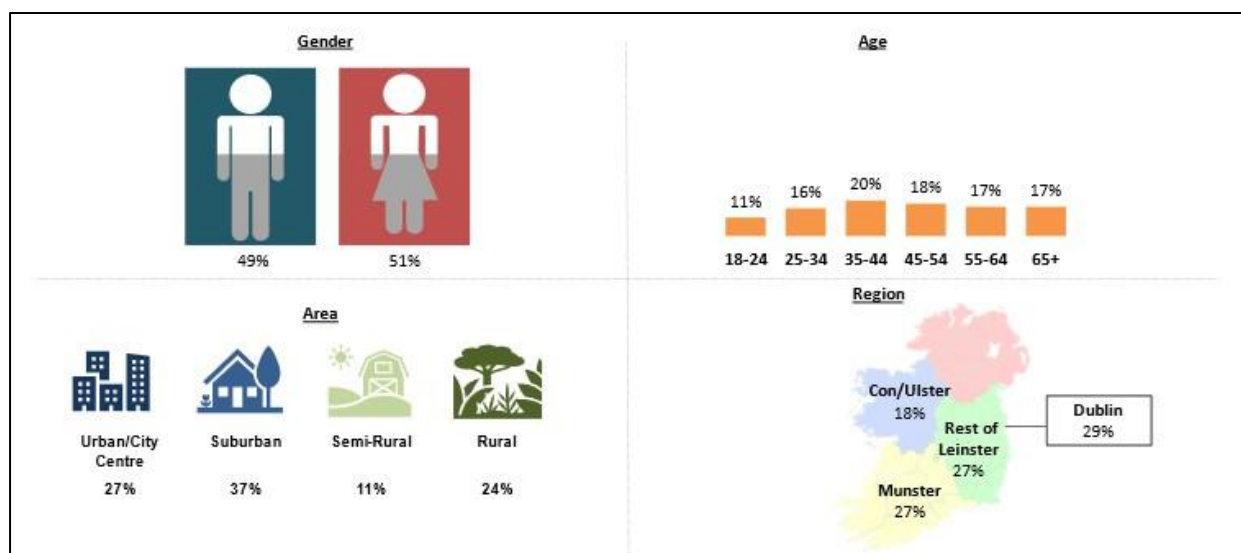


Figure 1 - Gender, Age, Area & Region

Social Class is the classification system used as standard by the research, marketing and advertising industry and is based on the occupation of the household's Chief Income Earner.

ABC1F50+ represents those at the higher end of the scale while C2DEF50- represents those at the lower end. The types of occupations in each of these cohorts is summarised below:

- A: Higher managerial, administrative, and professional
- B: Intermediate managerial, administrative, and professional
- C1: Supervisory, clerical, junior managerial, administrative, and professional
- C2: Skilled manual workers
- D: Semi-skilled and unskilled manual workers
- E: State pensioners, casual and lowest grade workers, unemployed
- F: Farming community with 50+/less than 50 acres

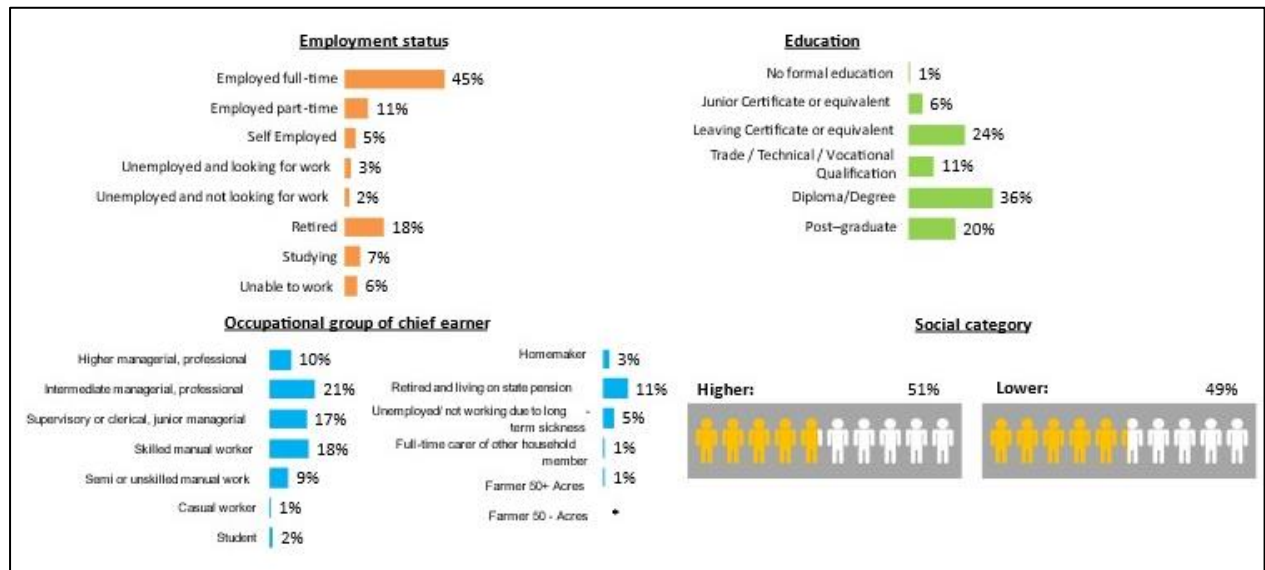


Figure 2 - Employment, Education & Social Class

## 3 Executive Summary

### 3.1 Charity Perceptions

Charities are believed to be important and have a positive impact on society, but it is not always clear what makes an organisation a charity and most adults have never considered becoming a charity trustee.

Over 8 in 10 adults (84%) believe charities and the work they do is important in Irish society and three quarters (76%) feel the impact of charities in Irish society is significant, with both measures showing little change since the 2020 research.

Over half of adults (55%) claim to have a direct or indirect (via a friend or family member) involvement with a charity. However, 88% have potentially engaged with a charity in the past year by taking part in activities such as visiting a heritage building (34%) or museum (32%) as well as more obvious charity shop purchases (54%) or attendance at religious services (47%).

So while almost half of those surveyed claim to have no involvement with a charity, the fact that almost 9 in 10 had potentially engaged with a charity in the previous 12 months indicates many are not aware of the breadth of the charity sector in Ireland and/or are not aware they may be a charity beneficiary.

Furthermore, despite the perceived importance and widespread support of charities, 8 in 10 adults have not considered becoming a charity trustee.

### 3.2 Deciding on a Charity

Trust and confidence have become more important when deciding to support a charity for the first time.

Reflecting the high levels of importance and impact charities have in Irish society, 80% of adults now feel trust and confidence in a charity is very important when deciding to donate, a significant increase since the benchmark level of 65%.

Perhaps, as a consequence of this increased importance of trust, there has been a rise in the proportion of adults who will research a charity using a range of resources – the charity's website, the Register of Charities, media reports and word of mouth – to reassure themselves of the bona fide nature of a charity before they commit to supporting it.

### 3.3 Donations & Support

Over the past two years there has been little change to the top causes supported or the main reasons for choosing a charity, though support is likely to be impacted by emergency situations and natural disasters.

89% of adults have made a charity donation in the past 12 months, lower than the 92% recorded in 2020. However, the nature of donations has transformed, with a marked decline in financial contributions (from 74% to 59%) and an increase in the donation of goods (from 43% to 57%).

Over half (56%) of those who donated money, gave at least six times in the past year with raffle/lottery tickets being the most common form of financial donation, a fund-raising activity that is likely to become more regulated in the future.

There is increased engagement with charity shops in 2022. The purchase of goods/use of charity shops as a way of donating is up significantly (+8% pts), there is higher incidence of donating goods (up 14% pts to 57%) as well as widespread purchasing from charity shops (54% of all adults).

Despite the increased donation of goods, contributions made via bags/stickers received through the door have declined and may be linked to the recognition that only some of these bags/stickers are from registered charities (45%).

### 3.4 Trust & Confidence

General trust and confidence in charities has declined over the past two years, a trend that is consistent with recent research undertaken in the UK by the [Office of the Scottish Charity Regulator](#) and by the [Charity Commission for England and Wales](#).

Lack of transparency regarding how funding is used, perceptions of high salaries of executive staff and negative media coverage are the main drivers of this decline.

There is also a hierarchy of trust within the charity sector. Charities supported personally and small, local charities engender the highest levels of trust while attitudes are more neutral in respect of national charities and international charities have the lowest levels of trust.



Knowing what percentage of donations go to the cause and evidence of what the charity has achieved are the two main initiatives that would increase public trust, both at 88%, consistent with the Scottish report (recorded as the top two measures of trustworthiness) and the research in England and Wales (two of the four expectations for charities).

8 in 10 adults feel that knowing a charity is regulated by an independent body would positively impact their trust levels, however awareness that registered charities are regulated and awareness of the Charities Regulator fall somewhat short of this level.

### **3.5 Regulation of Charities**

Regulation of the charity sector is believed to be very important but there are gaps in terms of knowing what charities are regulated, which may be exacerbated by the confusion that surrounds what makes a charity a charity, with some activities, such as sports clubs, mistakenly believed to be regulated by charity law.

Most adults are aware charities in Ireland are regulated, though this has decreased since the benchmark survey (from 82% to 71% currently) with more now unsure if this is the case (up from 16% to 25% currently).

In addition, fewer are aware that only registered charities are regulated in the most recent survey (56% vs 67%), though the majority know it is an offence for unregistered operations to represent themselves as a charity.

There are a range of aspects that generate concern in relation to charities. Those which cause the greatest concern are lack of transparency in terms of how donations are used, lack of information on how the charity is run, high administration costs and senior staff salaries, echoing the themes that have driven the decline in trust and confidence.

Almost 4 in 10 adults are very concerned that regulation is not having any effect. This cohort feel greater transparency would help improve regulation of the sector though there is a view that existing regulation may not be tough enough as there is no evidence of the consequences for non-compliant charities.

In addition, regulation has not fully stopped fraudulent activities, which may be why there is strong support for greater enforcement, more checks, and tighter controls by the Regulator.

### 3.6 The Charities Regulator

While there is greater awareness of the Regulator (up 5% pts to 61% in 2022), there is no change in the claimed depth of awareness with most (94%) continuing to know little of what the Charities Regulator does. However, there are strong views amongst the public regarding the importance of the Regulator and its role.

The perceived role of the Regulator has become increasingly important and there are strong opinions in terms of what the public feel the Regulator **should** be doing with roughly 8 in 10 indicating the Regulator should play a role - either fully or jointly with individual charities - in ensuring charities operate legally, transparently, and ethically and make relevant financial information publicly available.

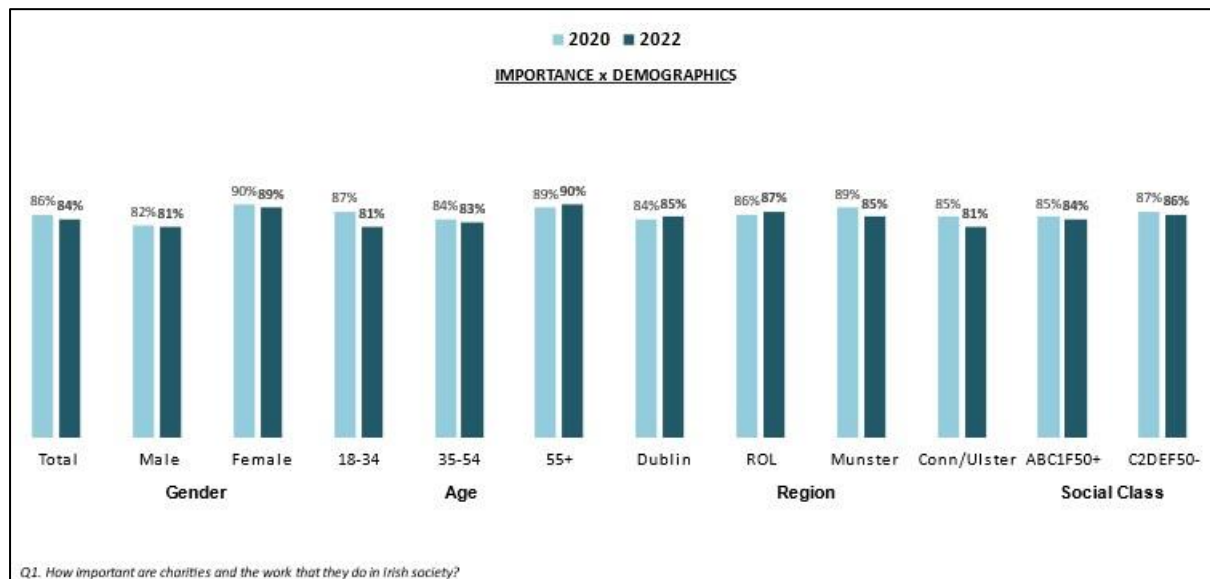
There is widespread public support for tougher action by the Regulator in the event of wrongdoing by a charity (84%), consistent with the call for greater enforcement of the regulations amongst those who feel regulation is not having any effect.

There is also a strong call for more information about the Regulator (81%), reflecting the low level of familiarity with the office and what it does.

## 4 Findings

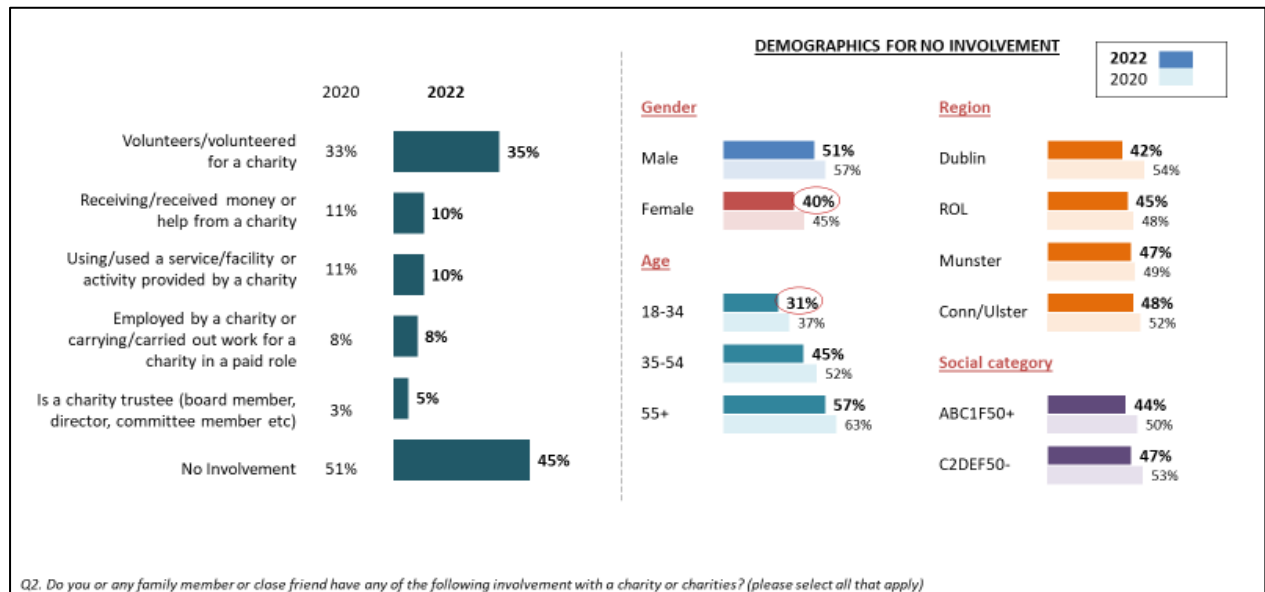
### 4.1 Public Engagement with Charities

The importance of charities and the work they do in Irish society is not in doubt – a consistent level of more than 8 in 10 adults agree this is either important (22%) or very important (62%) with agreement highest amongst women and the over 55's.

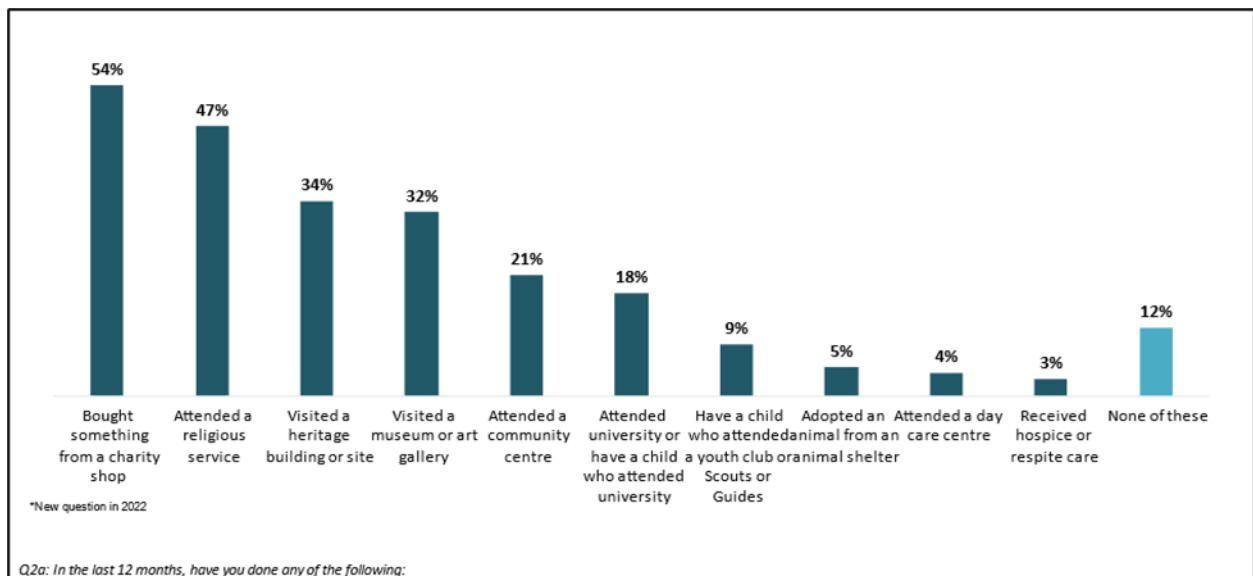


This pattern of response is repeated in terms of the impact charities have in Irish society, with three quarters of adults rating the impact as significant and this rating is again strongest amongst women and the over 55's.

Over half (55%) of adults claim to have some level of direct involvement with a charity, driven largely by volunteering. Involvement is most prevalent amongst women and those aged 18-34 years (who are also more likely than average to be a charity user or beneficiary).



However, interaction with charitable organisations is likely to be considerably more widespread than these figures indicate as, when questioned further, 9 in 10 adults have potentially engaged with a charity in the 12 months prior to interview through a variety of activities, led by buying from a charity store and attending a religious service.



Charity shops are widely used, with usage highest amongst women (60%) and those who have donated goods (67%) to a charity, which may indicate a cyclical relationship between buying and donating.

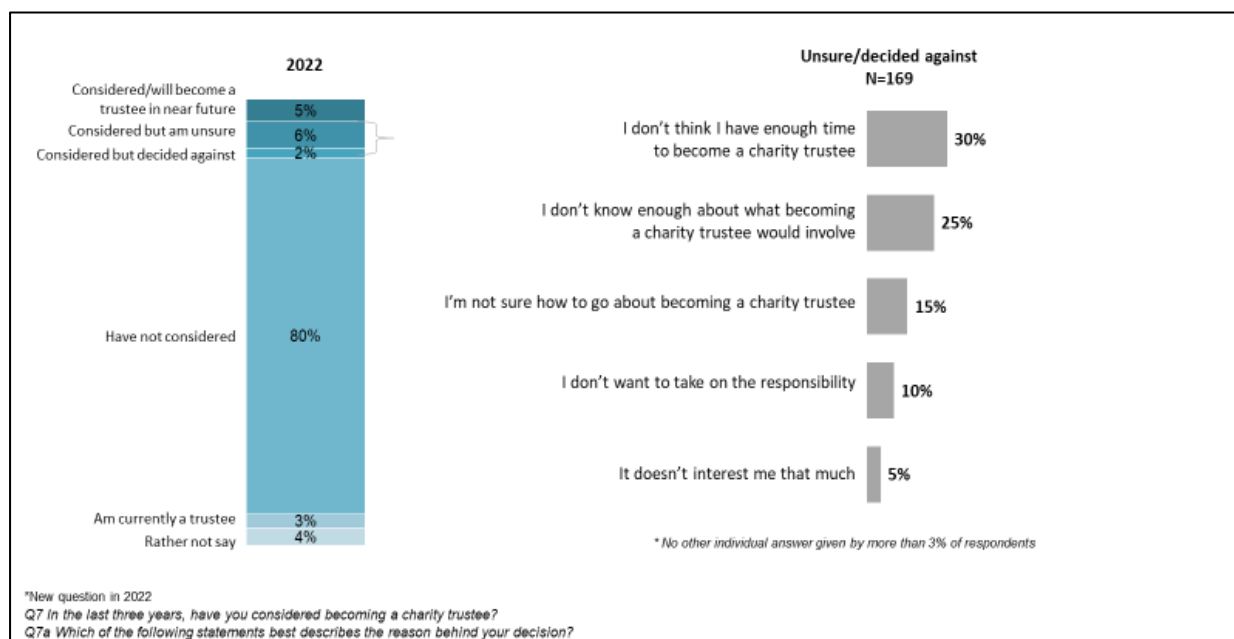
There is also evidence of a relationship between volunteering and the use of charity shops as those who have given time to a charity (64%) and employees/volunteers/trustees (61%) are more likely than average to be charity shop users.

Not surprisingly, the different activities evaluated exhibit some age skews. The over 55's have the highest incidence of attending a religious service, 35–54-year-olds are more likely to have visited heritage buildings/sites, a community centre or have a child in scouts/guides with the youngest age group (18–34s) having the highest incidence of visiting a museum/gallery and attending university.

## Attracting Trustees

Although exposure to the charity sector is far-reaching, most adults have not considered becoming a charity trustee (a volunteer who accepts the legal responsibilities associated with charity management as a board or committee member).

Those who have considered becoming a trustee but have not followed through on their consideration, cite lack of time and not being aware of what's involved as the main barriers to doing so.



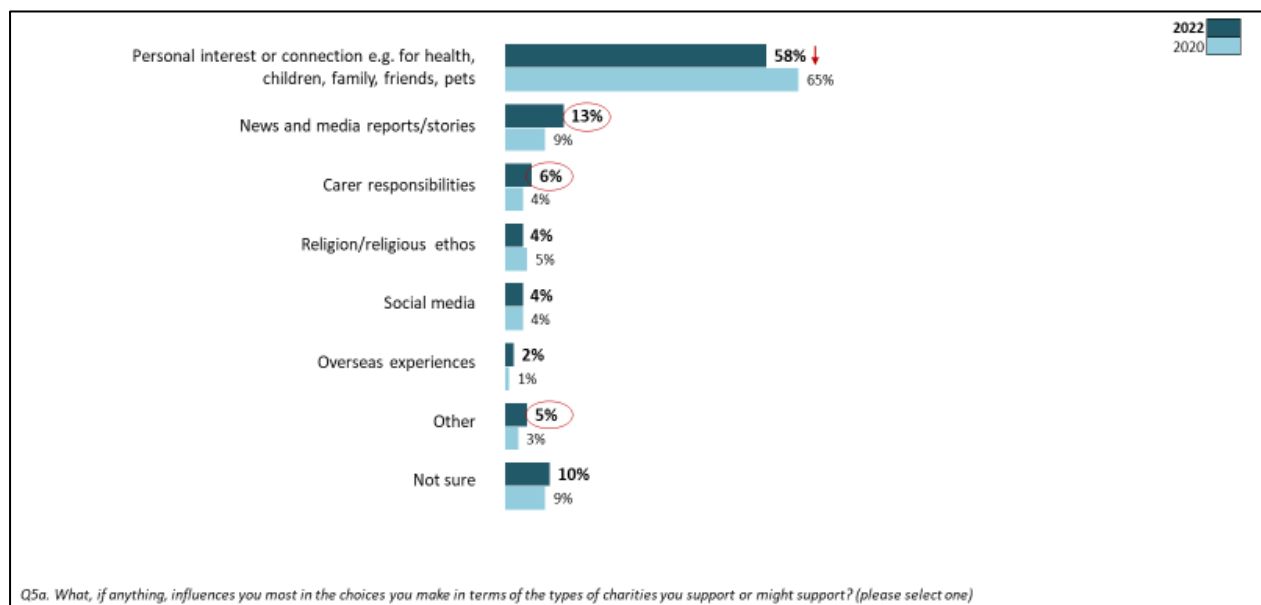
Charities report they are finding it increasingly difficult to appoint new or replacement trustees, who play a key role in the operation of a charity. This sentiment was echoed in a concurrent survey of registered charities, commissioned by the Charities Regulator, which established 4 in 10 (38%) find attracting new trustees to be one of their greatest challenges.

Some of the barriers that prevent consideration turning into action could be addressed relatively easily by providing information - through the website of individual charities and/or by raising awareness of the existing resources available on the Regulator's site - on all aspects associated with the role of trustee including the training provided, responsibilities, the time involved (average hours per week/month) and the hard or soft skills suited to the position.

Further research may be required to establish the barriers to considering a trustee role as this is not on the radar of most adults.

## Attracting Support

A personal interest or connection is the single greatest influence when choosing a charity with other responses recorded at much lower levels, though media coverage has become a greater influence in 2022.

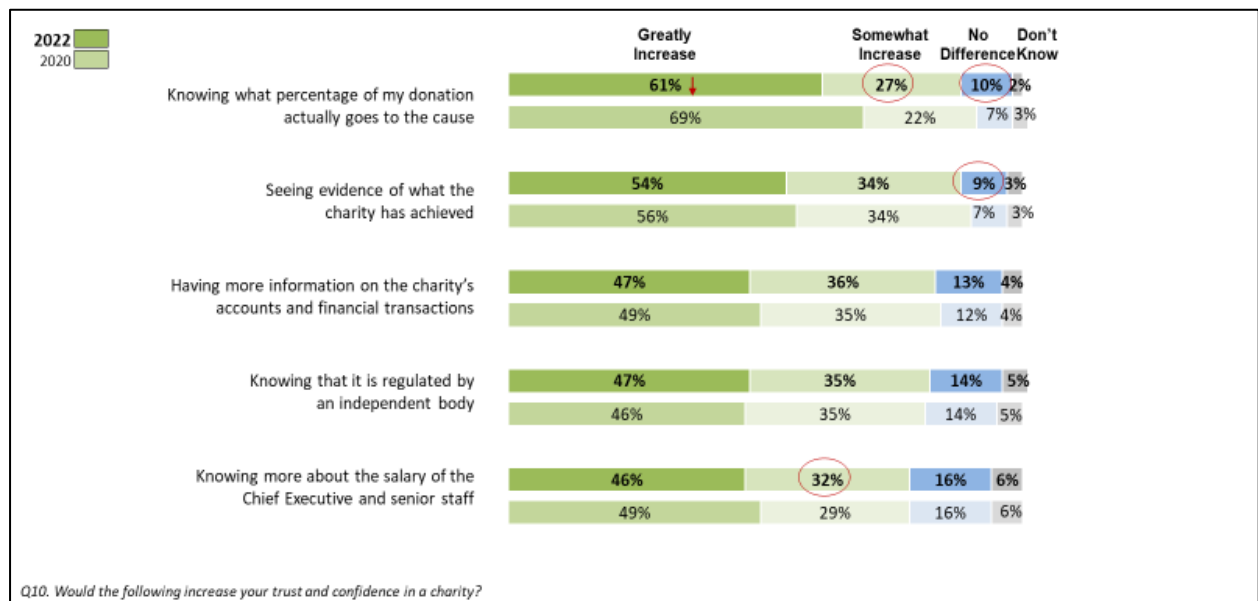


Aside from a personal interest or connection, 8 in 10 adults agree trust and confidence in a charity is very important when deciding to donate, up significantly (+15%) since the benchmark survey of 2020, and a level that is consistent across all demographics.

## Trust & Confidence

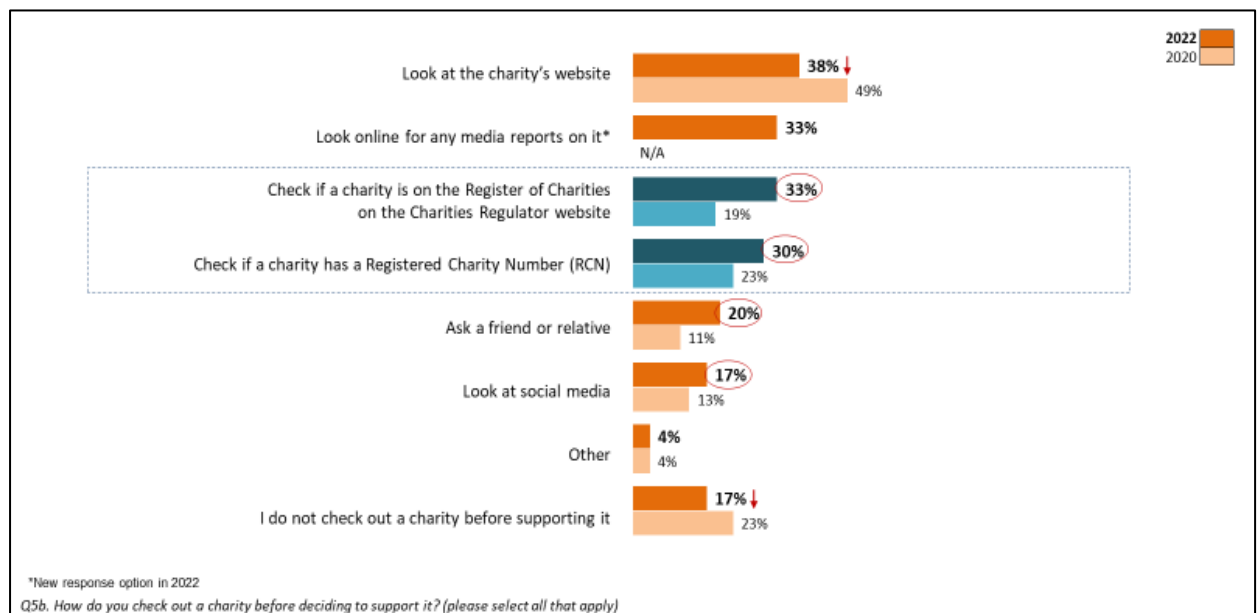
Instilling trust and confidence is key to attracting new donors. This survey and others carried out in the UK consistently report this can be achieved with transparency regarding how donations are used and evidence of what has been achieved by a charity.

These two initiatives would positively impact trust and confidence for 9 in 10 respondents along with a range of additional measures, providing charities with a broad framework for engagement with the public.



## Due Diligence

Perhaps because of this increased emphasis on trust, a greater proportion of adults will check out a charity's credentials in multiple ways before they commit their support, with charity websites remaining the most frequently used source of information and therefore offering a prime forum for establishing trust.



The current survey registered a considerable increase in those who will see if a charity is included on the Register of Charities available on the Regulator's website and those who will check if it has a Registered Charity Number (RCN).

Furthermore, amongst those who did not indicate they would look for the charity's RCN, almost half (46%) of these would sometimes or always check this before opting to support a charity for the first time or a charity they had not heard of.

These actions emphasise how important it is for charities to ensure their details are kept up to date on the Register of Charities and the benefit of displaying their RCN wherever possible.

### **Donations & Support**

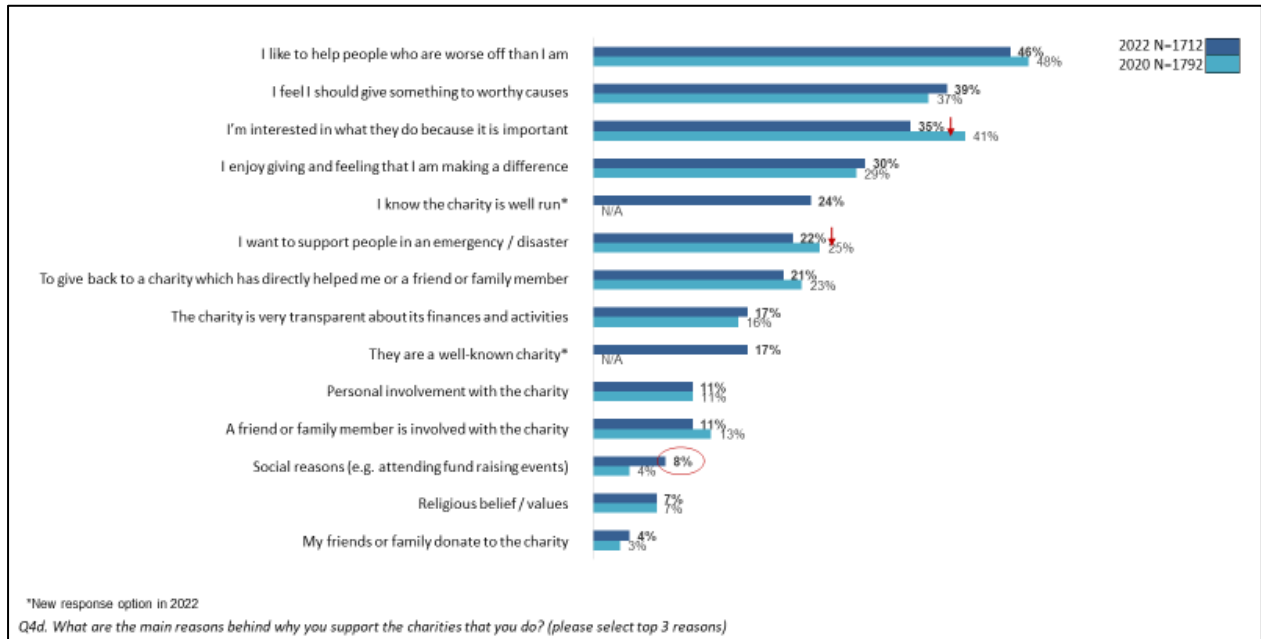
The Irish public supported an average of 3.3 different types of charities in the year prior to interview with support continuing to be greatest for medical/health related charities, homeless or refuge services and local community organisations. There was also increased support for charities providing overseas aid, disaster, or war relief.

There are a range of reasons as to why specific charities are supported, which vary from one charity type to another and the donors' personal circumstances, but the over-arching motivation is to help those who are worse off.

There may be some potential conflict between causes people feel they **should support** - 39% feel they should give something to worthy causes - and what is of interest to the donor (35% give support because they are interested in what the charity does and believe it to be important).

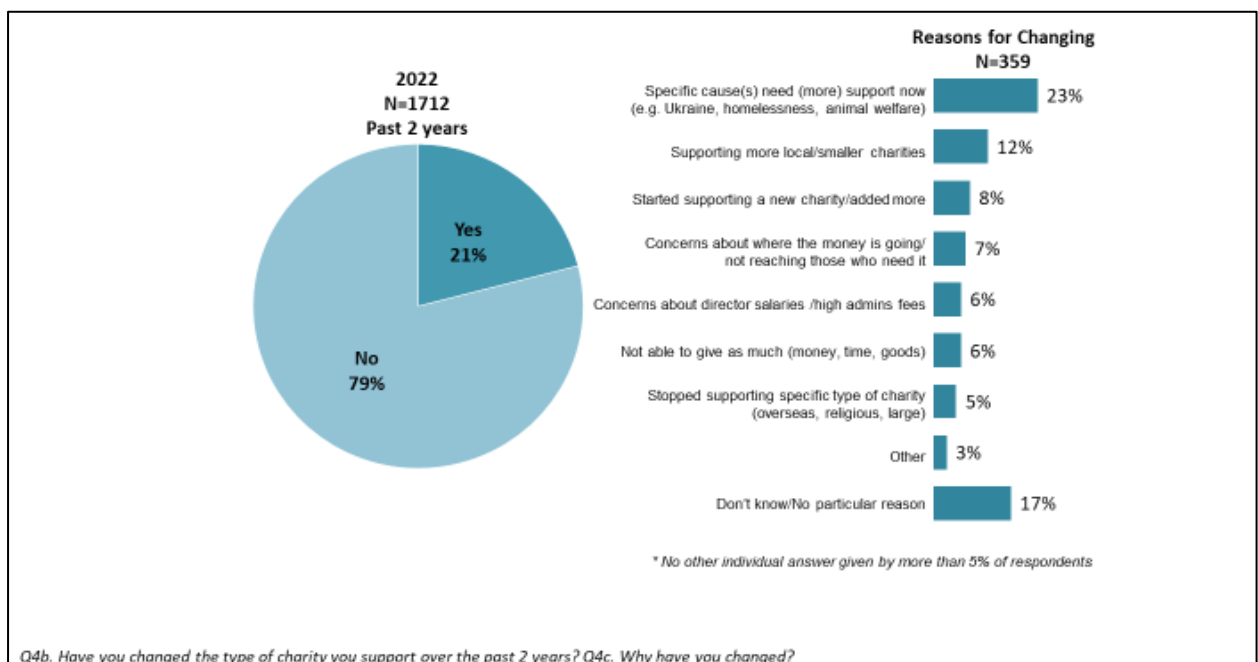
However, 3 in 10 enjoy the act of giving and empathy, rather than sympathy, is a driver for the 1 in 5 who give back to charities that have been of personal help or have helped a friend/family member, highlighting the potential of beneficiaries to become more involved with their charity as circumstances evolve.





While less widely mentioned, 1 in 4 (24%) are influenced by how well a charity is run, reinforcing the importance of good governance, which is a factor that impacts trust and confidence (82% feel knowing a charity is well run would increase their trust and confidence in that charity).

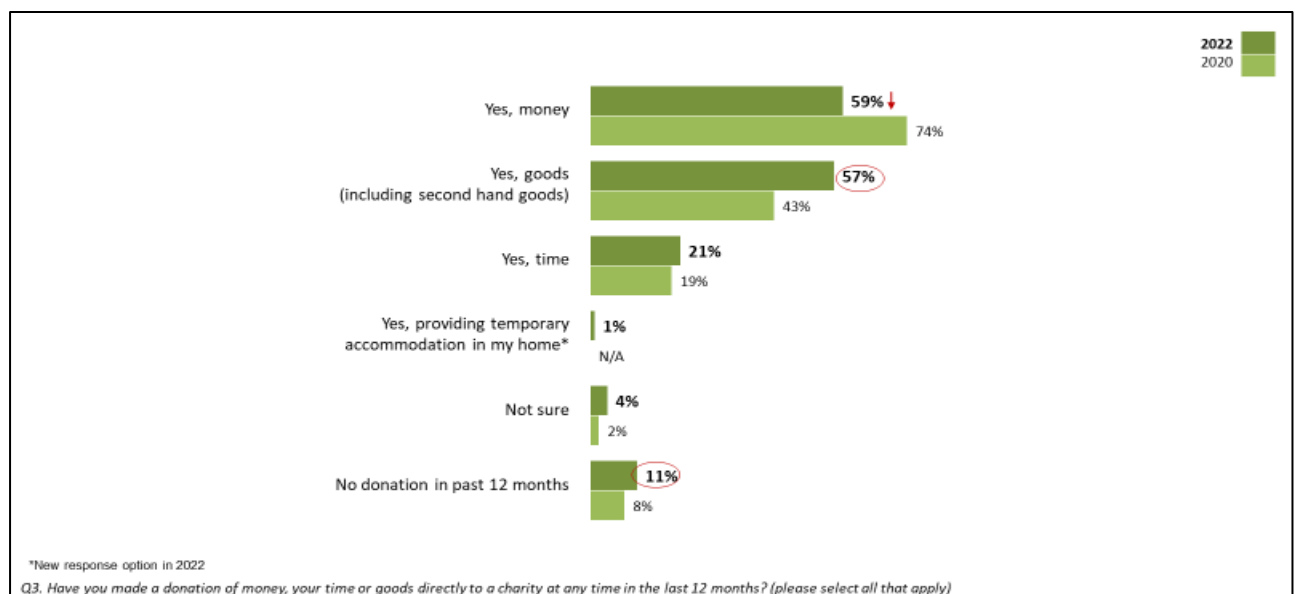
Most charity supporters remain loyal to their chosen causes with only 1 in 5 changing the types of charity they support over the last 2 years. When probed further, the reasons for changing appear to be largely in response to emerging needs. This suggests that emergency events are likely to impact fundraising initiatives, though some like to spread their donations to help as many different causes as possible.



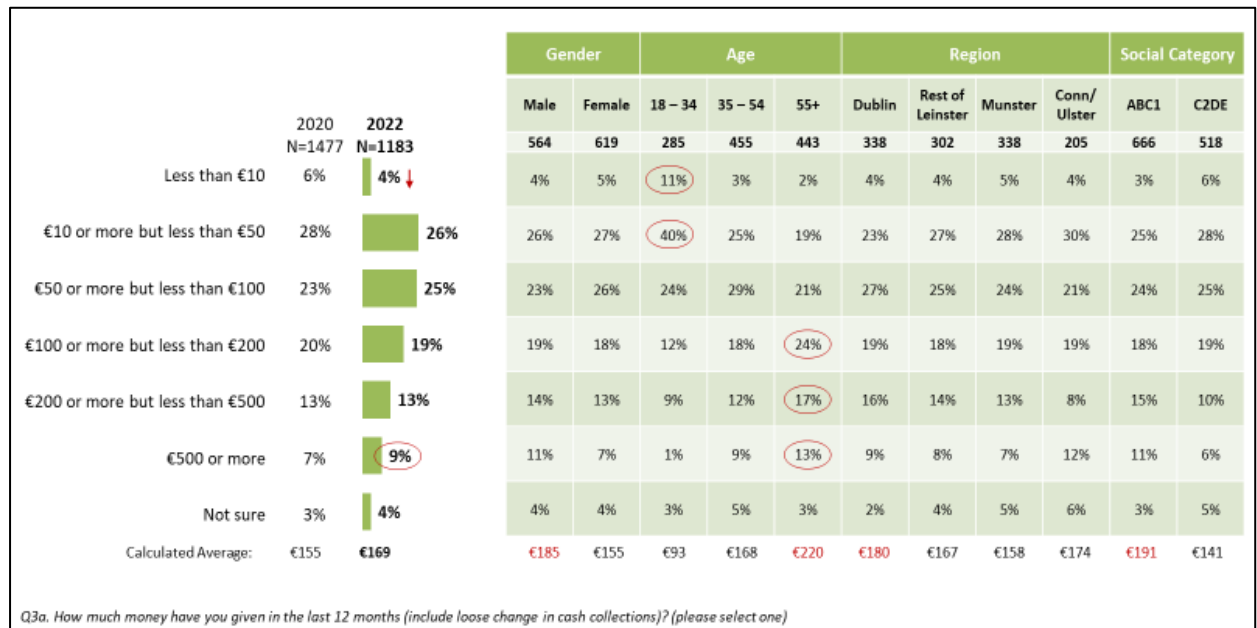
The perceived importance of the charity sector may be why as many as 9 in 10 adults made a donation of some kind to charity in the 12 months prior to interview, a level very much in line with the Scottish Charity Report 2022 (86%).

However, although the number of respondents making a donation has not changed since the 2020 survey, the current wave sees a significant decline in those making a financial donation (down 15% pts) which could be an indicator of increased financial pressures as a result of the cost-of-living crisis, and a comparable increase in those donating goods (up 14% pts).

This pattern of donation types aligns with the Scottish research which showed 58% of adults donated money and 59% donated goods in the past year.



Those who donated money, gave a higher average contribution in 2022 (£169 versus €155) but charities may be becoming more dependent on the over 55's who donated the largest sums of money (and the age cohort who tend to be less sensitive to cost-of-living fluctuations).



The relative importance of money, goods and time donations is likely to vary from charity to charity and, in straightened times, the promotion of non-financial donations may help offset declines in financial donations.

**In short ...**

**Irish adults have high levels of exposure to and engagement with the charity sector via direct involvement (55%), indirect involvement (88%) or donations (89%). So it is not surprising that trust and confidence is important to 8 in 10 adults when donating to a charity.**

**Although overall trust and confidence has declined since the benchmark survey of 2020, support in the form of donations remains high.**

**Public feedback is consistent between surveys (and with similar studies undertaken in other jurisdictions) in understanding that trust can be achieved or maintained with transparency of activities, funding and running costs (including salaries).**

**Trust in charities may be summed up as an expectation that organisations do the charitable work in their remit as transparently and efficiently as possible.**

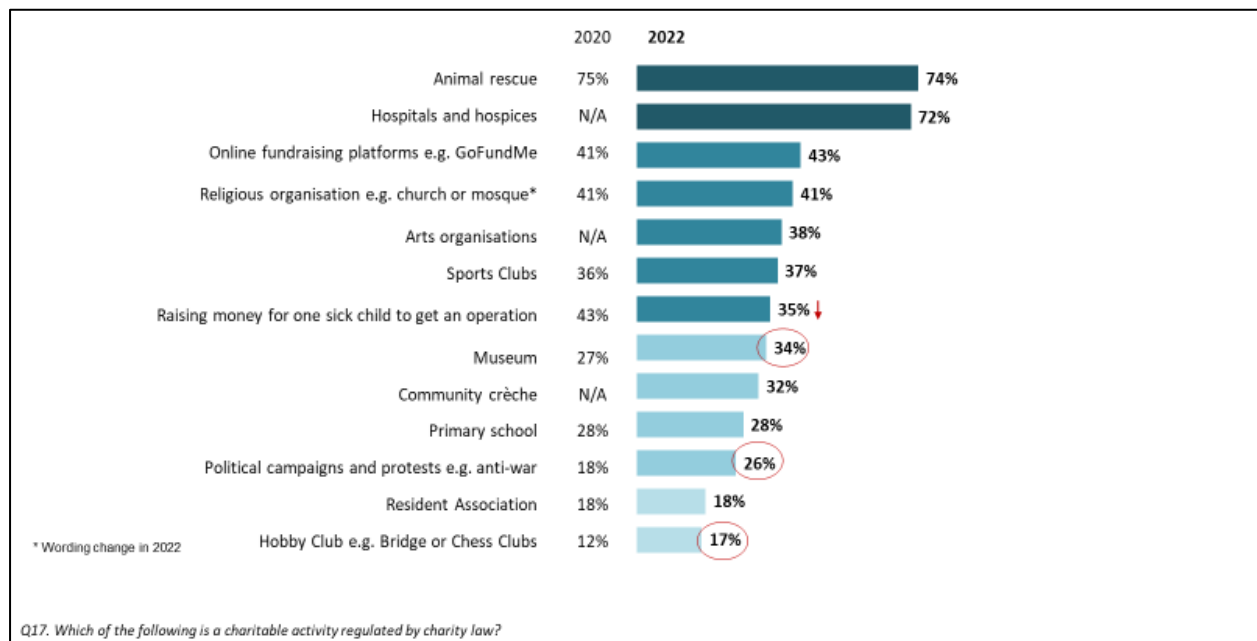
**This should be the primary aim of all charities in order to maximise related opportunities such as securing trustees/volunteers, fund-raising, service delivery and management of commercial enterprises.**

**For charities, two key ways of demonstrating good governance are to display their RCN wherever possible to highlight their registered status and to maintain accurate entries in the Register of Charities.**

## **4.2 Attitudes towards Charity Regulation**

There is some confusion in terms of what constitutes a charity, for example a third of those surveyed considered sports clubs to be a charitable activity.

The sheer diversity of the charity sector may contribute to this confusion as charitable organisations often operate alongside or compete with other not-for profit as well as commercial enterprises in the same area.

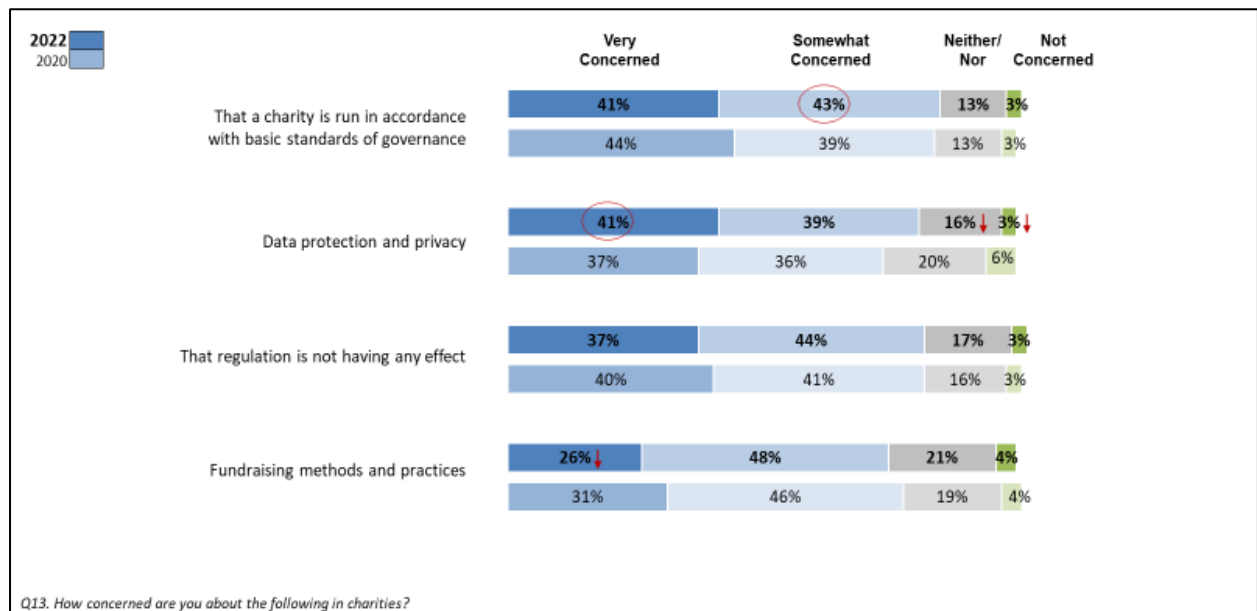
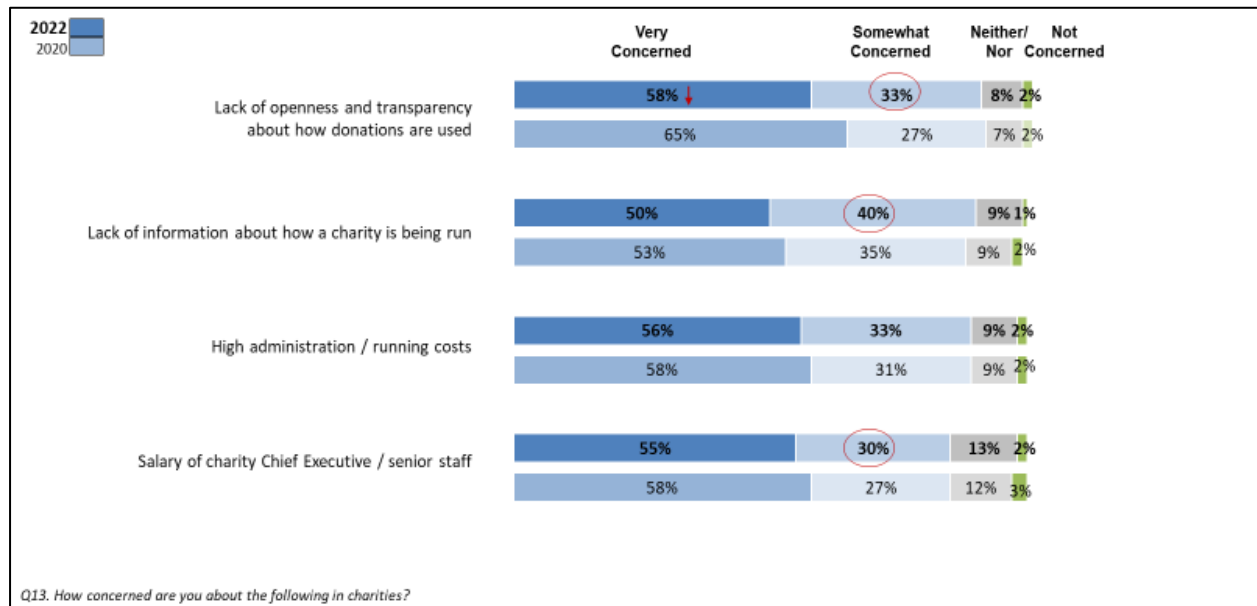


This confusion may be a contributing factor in terms of the uncertainty that surrounds the regulation of charities in Ireland with 1 in 4 unsure if charities are regulated, a level that is highest amongst women (31%), the under 34's (37%) and those unaware of the Charities Regulator (51%).

In addition, while fewer are aware in 2022 that only registered charities are regulated (from 67% to 56%), 7 in 10 adults are aware that it is an offence for an individual or organisation to represent themselves as charity if they are not registered, adding to the complexity of understanding regulation of the sector and its effectiveness.

8 in 10 adults would have more confidence in the charity sector if they knew it is regulated by an independent body, however a similar proportion are concerned that regulation is not having any effect, either because it is not strict enough or because issues continue to emerge in the sector.

Trust and confidence is very important when choosing a charity and strongly linked to financial transparency and achievements. The key concerns regarding charities are very much aligned to these themes with high levels of concern recorded for transparency of donation use, information on how a charity is run, administrative costs and senior staff salaries.



### In short ...

**There is support for regulation of the charity sector though opinions are mixed on whether this should be the responsibility of an individual charity, the Regulator, or a mix of both.**

**However more information and communication is needed to clarify what entities are subject to charity legislation and regulation, what regulation entails and where evidence of regulation can be found.**

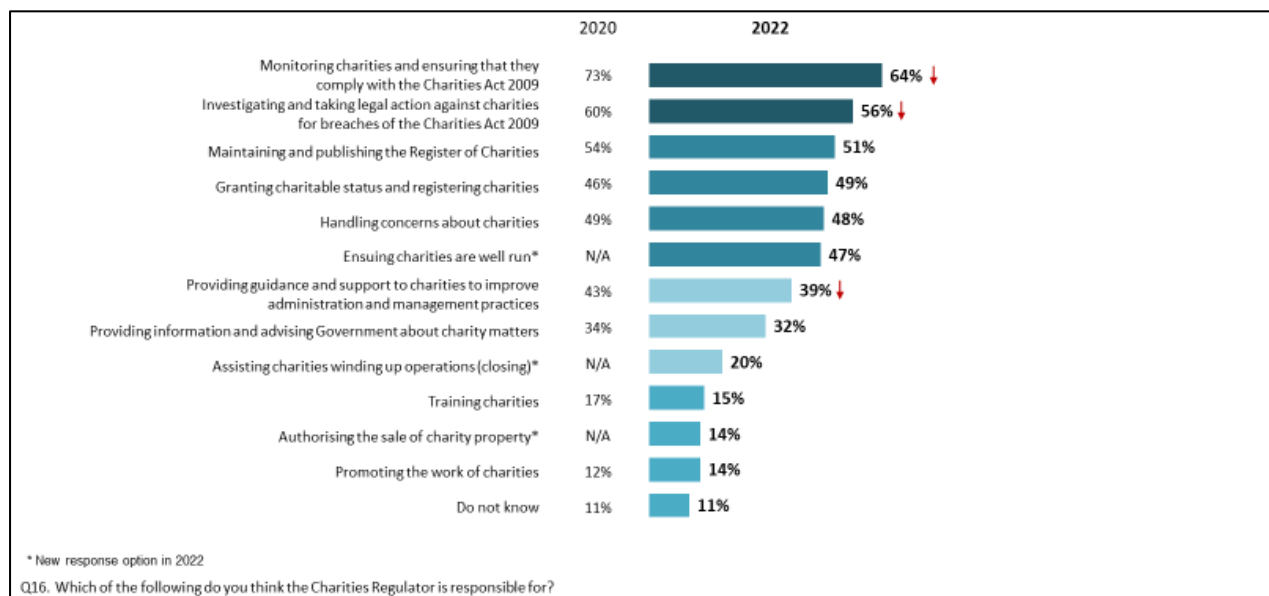
### 4.3 Awareness and Understanding of the Role of the Charities Regulator

The role of the Regulator is somewhat of a grey area for the general population.

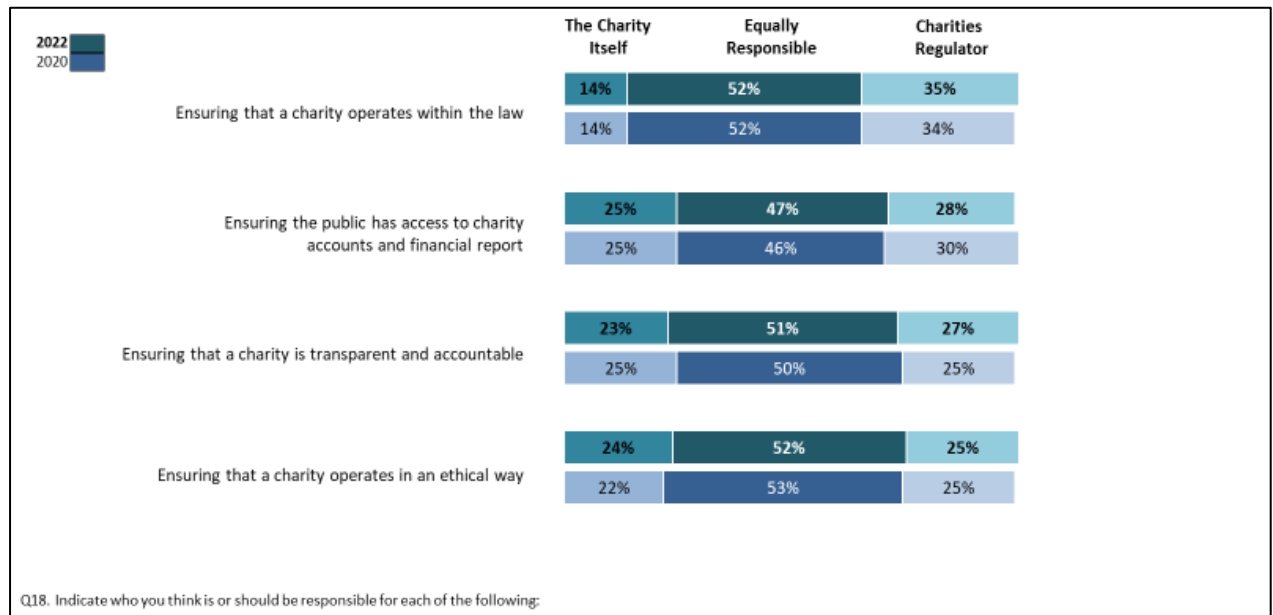
Awareness of the Charities Regulator is higher in 2022 (61% vs 56%) though skewed towards the over 55's (76%) and those who are charity trustees/workers/volunteers (66%).

1 in 20 of those aware of the Charities Regulator claim to know 'a lot' about what it does but this level of awareness is almost exclusive to charity/workers/volunteers (who account for 8 in 10 with this degree of familiarity).

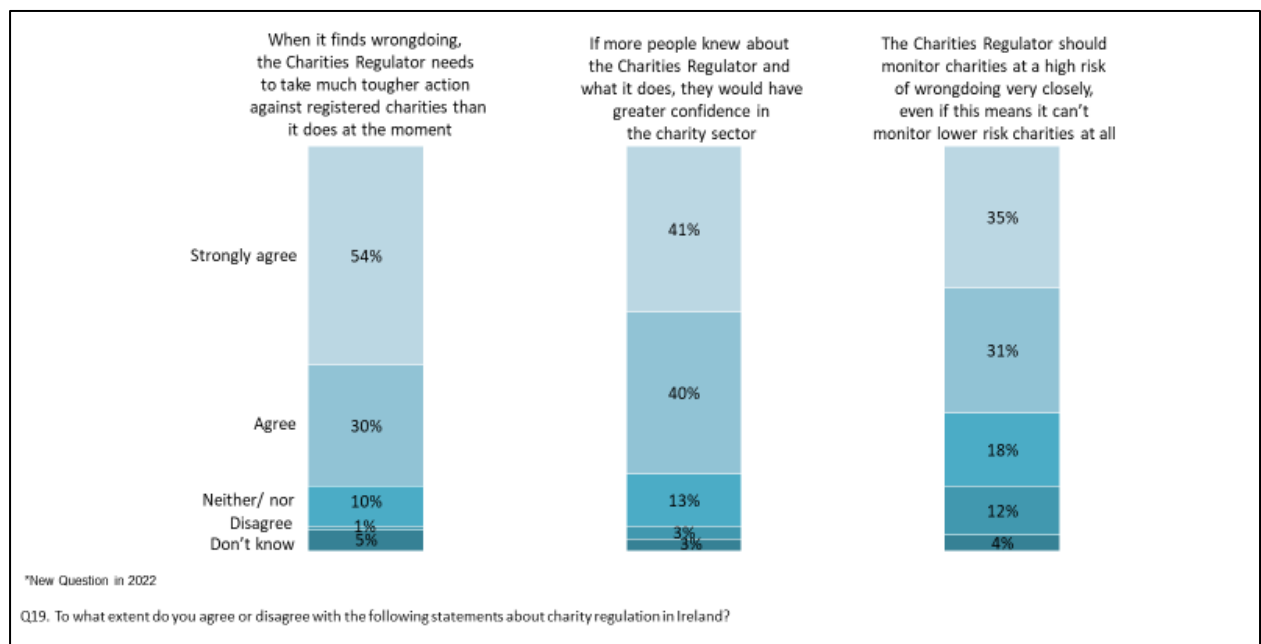
While the vast majority (94%) claim to know little of what the Regulator does, they are able to make some assumptions as to what the office entails with monitoring charities mentioned most widely (64%).



There is less clarity in terms of where responsibility should lie with around half of adults believing many aspects of charity compliance should be a joint undertaking between the charity and the Regulator.



Despite lack of familiarity with the Regulator and mixed opinions on where responsibility lies, the role of the Regulator is more important now than was the case 2 years ago (66% vs 62%) and there is strong support for increased powers and tougher action by the Regulator.





**In short ...**

**The area of charity regulation is a complicated one. While there is strong support for regulation, and good awareness of the Charities Regulator, there is low awareness of what the Regulator does (though assumptions are closely aligned to the functions it undertakes).**

**Evidence of compliance with regulations is believed to be a positive indicator of being a well-run charity.**

**While the Register of Charities provides evidence of compliance for individual charities, it could be considered a 'passive' source as the public need to proactively check entries on the Register, which is available on the Regulator's website, if they want to research a specific charity.**

**Greater promotion of the Register of Charities could form part of the wider communications programme surrounding the definition of a charity.**

## 5 Conclusions & Recommendations

The 2022 findings show there is a continued need to educate and inform the public in terms of what a charity is and is not, what it means to be a registered charity, and where respective responsibilities lie in terms of compliance and enforcement.

Despite some declines in trust and confidence, the charity sector continues to play an important role and has strong public support. The significant contribution of charities to society is widely recognised however understanding of what is required for an organisation to become a charity requires more work.

While people are happy to give money, time and goods, there is less enthusiasm or interest in becoming a charity trustee. Individual charities and the Regulator could encourage greater participation by providing access to more information about the role and responsibilities.

Trust and confidence have become more important when deciding to support a charity for the first time and there has been a rise in the proportion of adults who will research a charity before they commit to supporting it.

Individual charities need to ensure they meet these increasing public expectations through greater transparency and accountability and by demonstrating the impact they are making while the Regulator could provide greater evidence of compliance and enforcement. The diversity of causes and scale of some enterprises in the sector means that 100% compliance may be difficult to achieve and enforce. This is something that cannot be shied away from but generating awareness of the checks and balances in place will help reassure the public that regulation is being applied to minimise non-compliance with charity law.

The Regulator should consider publishing more information relating to charity compliance which would serve the dual purpose of enhancing awareness of what the Regulator does and reassuring sceptics that charity law and regulations are being adhered to/enforced.

## APPENDIX – Public Survey Questionnaire

### Irish public survey

2022

#### Introduction

Hello, today we invite you to complete a survey for the charity sector.

#### Consent:

Amárach Research is an independent Irish market research agency, governed by the Data Protection Acts 1998 and 2003 and fully compliant with GDPR regulations.

You may withdraw your consent to participate at any time, without obligation. If you withdraw consent during the survey, no answers you have provided will be stored.

Any data you provide is kept confidential and will be reported in an aggregated form. All data is stored on secure servers. All data is anonymised, and no data or verbatim comments used in the report or associated materials will be identifiable to you.

Examples of data we will record as part of this survey are; your age, gender, your household and where in the country you live, in order to ensure to obtain a representative sample of the population.

**Please select one of the following options:**

1: I understand what is outlined above and I consent to opt into the survey

2: No, thanks. I do not wish to participate.

**Q1. How important are charities and the work that they do in Irish society? Please rate on a scale of 1 to 5, where 1 = not at all important and 5 = very important (please select one)**

1	2	3	4	5
Not at all important				Very Important

**Q1a On a scale of 1 to 5, where 1 is very little and 5 is a very significant impact, how would you rate the impact of charities in Irish Society? (Please select one)**

1	2	3	4	5
Very little impact in Irish Society				Significant impact in Irish Society

**Q2. Do you or any close family member or friend have any of the following involvement with a charity or charities?** (Please select all that apply)

Statement	Response
Receiving / received money or help from a charity	1
Using / Used a service or facility or engaging/engaged in an activity provided by a charity	2
Employed by a charity or carrying/carried out work for a charity in a paid role	3
Volunteers/volunteered for a charity	4
Is a charity trustee (could also be called a board member, director, or management committee member)	5
No involvement	6
Don't know	7

**Q2a: In the last 12 months, have you done any of the following:** (please select all that apply)

Statement	Response
Bought something from a charity shop	1
Attended university or have a child who attended university	2
Attended a religious service	3
Visited a museum or art gallery	4
Received hospice or respite care	5
Have a child who attended a youth club or Scouts or Guides	6
Attended a community centre	7
Adopted an animal from an animal shelter	8
Attended a day care centre	9
Visited a heritage building or site	10
None of these	11
Don't know	12

**Q3 Have you made a donation of money, your time or goods directly to a charity at any time in the last 12 months?** (Please select all that apply)

Statement	response
Yes, money (including direct debits)	1
Yes, goods (including second hand goods)	2
Yes, my time (i.e., volunteered)	3
Yes, providing temporary accommodation in my home	4
Not sure /can't remember	5
No donation made in last 12 months	6

**ASK IF MONEY DONATED IN PAST 12 MONTHS (CODE 1 AT Q3): OTHERS GO TO Q4**

**Q3a. How much money have you given in the last 12 months (include loose change in cash collections)?** (Please select one)

Statement	response
Less than €10	1
€10 or more but less than €50	2
€50 or more but less than €100	3
€100 or more but less than €200	4
€200 or more but less than €500	5
€500 or more	6
Not sure	7

**Q3b. How frequently have you given money in the last 12 months?** (Please select one)

Statement	response
At least once a week	1
Once or twice a month	2
At least six times a year	3
Occasionally	4
Not sure /can't remember	5

**Q3c. How have you given money to charity in the last 12 months?** (Please select all that apply)

ROTATE

Statement	response
Bought goods (including from a charity shop)	1
Cash collection or a street or door to door fundraiser	2
Bought a raffle / charity lottery ticket	3
Attended / participated in a fundraising event	4
Sponsored someone in a fundraising event	5
Direct debit or standing order	6
Credit/debit card or cheque	7
Text donation	8
Membership fee or subscription	9
Regular payroll deduction	10
Via social media	11
On the charity's website or app	12
Online fundraising platform (e.g. GoFundMe)	13
Other	14
Not sure / Can't remember	15

**ASK IF MONEY/GOODS/TIME DONATED IN PAST 12 MONTHS (CODE 1, 2 OR 3 AT Q3): OTHERS GO TO Q5**

**Q4. Which of the following do you most frequently donate to? (Please select one)**

Statement	response
Local charity	1
National charity	2
International charity	3
Mix of these	4
Not sure / can't remember	5

**Q4a. What type of charities have you supported in the last 12 months? (Please select all that apply) ROTATE**

Statement	response
Medical or health related	1
Physical or intellectual disabilities	2
Senior citizens	3
Children or youth	4
Homeless or refuge services	5
Animal rescue or welfare	6
Overseas aid / disaster or war relief	7
Local community organisations	8
Immigrant or refugee services	9
Religious organisations	10
Arts, culture or heritage	11
Environment and conservation	12
Schools, colleges or other education	13
Not sure / can't remember	14

**Q4b. Have you changed the type of charity you support over the past two years? (Please select one)**

Yes	1
No	2

**ASK IF TYPE OF CHARITY SUPPORTED HAS CHANGED (CODE 1 AT Q4B): OTHERS GO TO Q4D**

**Q4c. Why have you changed?**

--

**ASK IF MONEY/GOODS/TIME DONATED IN PAST 12 MONTHS (CODE 1, 2 OR 3 AT Q3): OTHERS GO TO Q5**

**Q4d. What are the main reasons behind why you support the charities that you do?**

(please select top 3 reasons) SCRIPTING NOTE: Top 3 , not ranked. Allow <3 but ensure at least 1 answer **ROTATE**

Statement	response
Personal involvement with the charity	1
A friend or family member is involved with the charity	2
To give back to a charity which has directly helped me or a friend or family member	3
They are a well-known charity	4
I know the charity is well run	5
I enjoy giving and feeling that I am making a difference	6
I'm interested in what they do because it is important	7
I feel I should give something to worthy causes	8
Religious belief / values	9
My friends or family donate to the charity	10
I like to help people who are worse off than I am	11
I want to support people in an emergency / disaster	12
The charity is very transparent about its finances and activities	13
Social reasons (e.g. attending fund raising events)	14
Other	15
Don't know	16

**Q4e. Have you ever donated unwanted clothes or other items using bags or stickers which were posted through your letterbox? (Please select one)**

Yes	1
No	2

**ASK IF RESPONSE IS YES (CODE 1 AT Q4e): OTHERS GO TO Q5**

**Q4f. What proportion of these donation bags or stickers do you think are from registered charities?**

Statement	response
All of them	1
Most of them	2
Some of them	3
None of them	4
Don't know	5

**ASK ALL**

**Q5. How important is your trust and confidence in a charity when it comes to deciding if you are going to donate to them?** (Please select one)

Very Important	Somewhat important	Neither/ Nor	Fairly unimportant	Very unimportant	Don't know
1	2	3	4	5	6

**Q5a. What, if anything, influences you most in the choices you make in terms of the types of charities you support?** (Please select one) ROTATE

Statement	response
Personal interest or connection e.g., for health, children, family, friends, pets	1
News and media reports/stories	2
Overseas experiences	3
Carer responsibilities	4
Religion/religious ethos	5
Social media	6
Something else (please specify)	7
Not sure	8

**Q5b. How do you check out a charity before deciding to support it?** (Please select all that apply) ROTATE

Statement	response
Look at its website	1
Ask a friend or relative	2
Look at social media	3
Look online for any media reports on it	4
Check if a charity is on the Register of Charities on the Charities Regulator website	5
Check if a charity has a Registered Charity Number (RCN)	6
Other	7
I don't check out a charity before supporting it	8

**ASK IF RCN (CODE 6) NOT SELECTED AT Q5B: OTHERS GO TO Q6**

**Q5c. Do you check if a charity has a Registered Charity Number (RCN) before you support it?** (Please select one)

Statement	response
Always	1
Sometimes	2
Never	3
Don't know what that means	4



**ASK IF 'SOMETIMES' (CODE 2 AT Q5C): OTHERS GO TO Q6**

**Q5d. Which of the following reasons best describes why you would sometimes check if a charity had a Registered Charity number (RCN)? (Select one)**

Statement	response
If I've never heard of it before	1
If it's a charity I haven't previously supported	2
If I'm approached for a donation by someone, I don't know	3
It depends on the value of my intended donation	4
None of the above	5

**ASK IF MONEY/GOODS/TIME NOT DONATED IN PAST 12 MONTHS (CODE 1, 2 AND 3 NOT SELECTED AT Q3): OTHERS GO TO Q7**

**Q6 : Is there a particular reason why you haven't made a donation of money, your time or goods directly to a charity at any time in the last 12 months?**

Yes	1
No	2

**ASK ALL WITH PARTICULAR REASON FOR NOT DONATING (CODE 1 AT Q6): OTHERS GO TO Q7**

**Q6b: What is the reason? (Please select all that apply)**

Statement	response
Bad personal experience of a charity	1
Charity begins at home, so I directly help people I know personally who are in need	2
Don't trust charities	3
Can't afford it	4
Too busy	5
My donation would be too small to make a difference	6
I've already given enough to charity	7
I don't believe that charities make a positive difference	8
Other	9
Rather not say	10

**ASK ALL**

**Q7: In the last three years, have you considered becoming a charity trustee?** (Charity trustees are the people who make the decisions relating to the direction and operation of a charity. They might also be known as committee members, directors, or board members) (Please select one)

Statement	response
Yes – I have considered it and will probably become a charity trustee in the near future	1
Yes- I have considered it but am unsure whether I will become a charity trustee in the near future	2
Yes - I considered it but decided against becoming a charity trustee	3
No – I have not considered becoming a charity trustee	4

Statement	response
I am currently a charity trustee	5
Rather not say	6

**ASK IF UNSURE, DECIDED AGAINST OR NOT CONSIDERED (CODES 2, 3 OR 4 AT Q7): OTHERS GO TO Q8**

**Q7a: which of the following statements best describes the reason behind your decision? (Please select one)**

Statement	response
I'm not sure how to go about becoming a charity trustee	1
I don't know enough about what becoming a charity trustee would involve	2
I don't think I have enough time to become a charity trustee	3
I don't want to take on the responsibility	4
There is no financial incentive	5
I don't think I have enough experience to become a charity trustee	6
I have been a charity trustee and would not consider it again	7
It doesn't interest me that much	8
Something else (please specify)	9
Don't know	10
Rather not say	11

**ASK ALL**

**Q8. Thinking about charities overall, on a scale of 1 to 10 how much trust and confidence do you have in the following types of charities?**

(Please rate on a scale of 1 to 10, 1- I don't trust them at all, to 10 - I trust them completely)

	Don't trust at all									Trust completely
Charities in general	1	2	3	4	5	6	7	8	9	10
Small local charities	1	2	3	4	5	6	7	8	9	10
National charities	1	2	3	4	5	6	7	8	9	10
International charities	1	2	3	4	5	6	7	8	9	10
Charities you personally support	1	2	3	4	5	6	7	8	9	10

**Q9. Over the past 2 years has your overall trust and confidence in charities changed?**

(Please select one)

Statement	response
Increased a little	1
Increased a lot	2

Statement	response
Decreased a little	3
Decreased a lot	4
Not changed	5

**ASK IF TRUST/CONFIDENCE HAS DECREASED (CODE 3 OR 4 AT Q9): OTHERS GO TO Q9B**

**Q9a. What is the main reason your trust and confidence in charities has decreased over the last 2 years?** (Please select one) ROTATE.

Statement	response
Negative media and social media coverage / charity scandals	1
Poor personal experience of a charity	2
Not sure that money is going where it is meant to	3
Reports about CEO salaries	4
Amount of money spent on administration	5
Charities pestering people for donations	6
Worried about scams	7
Too many charities	8
Other – please specify	9

**ASK IF TRUST/CONFIDENCE HAS INCREASED (CODE 1 OR 2 AT Q9): OTHERS GO TO Q10**

**Q9b. What is the main reason your trust and confidence in charities has increased over the last 2 years?** (Please select one) ROTATE.

Statement	response
Positive media coverage about charities generally	1
Fewer negative stories about the charity sector	2
More awareness about the structure and governance of charities and the Charities Governance Code	3
Having access to the public Register of Charities	4
More awareness of the role of the Charities Regulator in overseeing charities	5
The impact made by charities at the frontline during the Covid-19 pandemic	6
The impact made by charities supporting the people of Ukraine	7
Other – please specify	8
No specific reason	9

**ASK ALL**

**Q10. Would the following increase your trust and confidence in a charity?**

(Select one response for each statement) ROTATE.

	Greatly increase	Somewhat increase	Would make no difference	Don't know
Knowing what percentage of my donation actually goes to the cause	1	2	3	4
Seeing evidence of what the charity has achieved	1	2	3	4
Knowing more about the salary of the CEO and senior staff	1	2	3	4
Knowing that it is regulated by an independent body	1	2	3	4
Having more information on the charity's accounts and financial transactions	1	2	3	4
Knowing that it is well run by having access to information about its compliance with the Charities Governance Code	1	2	3	4
Knowing more about any concerns raised about the charity and what it has done to address them	1	2	3	4
Knowing more about the policies and procedures that the charity has in place	1	2	3	4
Knowing people who work or volunteer there	1	2	3	4

**Q11. Are charities regulated in Ireland? (Please select one)**

Statement	response
Yes, charities are regulated	1
No, charities are not regulated	2
Not sure	3

**ASK IF AWARE CHARITIES ARE REGULATED (CODE 1 AT Q11): OTHERS GO TO Q12****Q11a. What is the name of the organisation responsible for regulating charities in Ireland? (Please select one) ROTATE**

Statement	response
Companies Registration Office	1
The Revenue Commissioners	2
An Garda Síochána	3
Department of Social Protection or other Government Department	4
Competition and Consumer Protection Commission	5
Office of the Ombudsman	6
Charities Regulator	7
Charities Institute Ireland	8
The Wheel	9
Not sure / don't know	10

**ASK ALL**

**Q12. Are you aware that only registered charities are regulated?**

Yes	1
No	2

**Q12a: Are you aware that it is an offence for an individual or organisation to represent themselves as a charity if they are not registered?**

Yes	1
No	2

**Q13. How concerned are you about the following in charities?** (Select one response for each statement) ROTATE.

	<b>Very concerned</b>	<b>Somewhat concerned</b>	<b>Neither concerned nor unconcerned</b>	<b>Not at all concerned</b>
Data security and privacy (including security of debit/credit card details)	1	2	3	4
That a charity is run in accordance with basic standards of governance	1	2	3	4
Lack of openness and transparency about how donations are used	1	2	3	4
That regulation is not having any effect	1	2	3	4
Salary of charity CEO / senior staff	1	2	3	4
Lack of information about how a charity is being run	1	2	3	4
High administration / running costs	1	2	3	4
Fundraising methods and practices	1	2	3	4

**ASK IF VERY CONCERNED REGULATION IS NOT HAVING ANY EFFECT AT Q13: OTHERS GO TO Q14****Q13a. Tell us why you think that regulation is not having any effect and what could be done to improve regulation** (Please give short outline)

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**ASK ALL**

**Q14. If you had a concern about a registered charity, who would you contact?** (select up to 3 you would contact) ROTATE

1<sup>st</sup> point of contact, 2<sup>nd</sup> point of contact, 3<sup>rd</sup> point of contact

	1st	2nd	3rd
The charity itself			
An Garda Síochána			
The media			
The Revenue Commissioners			
The Charities Regulator			
Local authority			
Government Department			
Local TD / councillor			
Citizens Information Centre			
Competition and Consumer Protection Commission			
The Ombudsman			
Would do nothing			
Don't know who to contact			
It would depend on the type of concern I had			

**Q15. Have you heard of the Charities Regulator?** (please select one)

Statement	response
Yes	1
No	2
Not sure	3

**ASK ALL AWARE OF CHARITIES REGULATOR (CODE 1 AT Q15): OTHERS GO TO Q16**

**Q15a. How much do you know about the Charities Regulator?** (please select one)

Statement	response
A lot	1
A little	2
Just the name	3

**Q15b. How did you hear about the Charities Regulator?** (please select one)

Statement	response
Through a charity I'm involved with	1
Through a family member or friend	2
Newspaper, TV, radio or other media	3
'In the news' (unspecified source)	4
Online / internet search	5
Social media	6
Charity literature / advertising	7

**ASK ALL**

**Q16. Which of the following do you think the Charities Regulator *is* responsible for?** (Select all that apply) ROTATE

Statement	response
Maintaining and publishing the Register of Charities	1
Handling concerns about charities	2
Granting charitable status and registering charities	3
Training charities	4
Monitoring charities and ensuring that they comply with the Charities Act 2009	5
Investigating and taking legal action against charities for breaches of the Charities Act 2009	6
Promoting the work of charities	7
Providing guidance and support to charities to improve administration and management practices	8
Providing information and advising Government about charity matters	9
Ensuring charities are well run	10
Authorising the sale of charity property	11
Assisting charities winding up operations (closing)	12
Don't know	13

**Q17. Which of the following do you think involves a charitable activity regulated by charity law?** ROTATE

	Yes	No	Don't Know
Online fundraising platforms e.g. GoFundMe	1	2	3
Raising money for one sick child to get an operation	1	2	3
Religious organisation e.g. church or mosque	1	2	3
Primary school	1	2	3
Sports Clubs	1	2	3
Hobby Club e.g. Bridge or Chess Clubs	1	2	3
Resident Association	1	2	3
Museum	1	2	3
Political campaigns and protests e.g. anti-war	1	2	3
Animal rescue	1	2	3
Hospitals and hospices	1	2	3
Arts organisations	1	2	3
Community crèche	1	2	3

**Q18. Indicate who you think is or should be responsible for each of the following:**

(Select one response for each statement) ROTATE

	The Charity itself	The Charities Regulator	Equally responsible
Publishing a list of the current charity trustees (board members or directors)	1	2	3
Ensuring the public has access to charity accounts and financial reports	1	2	3
Ensuring that a charity is well run	1	2	3
Improving public trust in the charity sector	1	2	3
Ensuring that a charity is transparent and accountable	1	2	3
Ensuring that a charity operates within the law	1	2	3
Ensuring that a charity operates in an ethical way	1	2	3
Ensuring that the public has access to information about how a charity is providing a benefit to the public	1	2	3

**Q19: To what extent do you agree or disagree with the following statements about charity regulation in Ireland? (Please select a single response for each statement)**

	Strongly agree	Agree	Neither agree or disagree	Disagree	Strongly disagree	Don't know
When it finds wrongdoing, the Charities Regulator needs to take much tougher action against registered charities than it does at the moment	1	2	3	4	6	7
The Charities Regulator should monitor charities at a high risk of wrongdoing very closely, even if this means it can't monitor lower risk charities at all	1	2	3	4	6	7
If more people knew about the Charities Regulator and what it does, they would have greater confidence in the charity sector	1	2	3	4	6	7

**Q20. How important do you personally regard the role of the Charities Regulator as an independent statutory body responsible for registering and regulating charities operating in Ireland? (Please select one)**



Very Important	Somewhat important	Neither/ Nor	Fairly unimportant	Very unimportant	Don't know
1	2	3	4	5	6

*About you:***Q21. What is your gender?** (please select one)

Statement	response
Male	
Female	
Other	
I'd rather not say	

**Q22. What age group are you in?** (please select one)

Statement	response
16 – 24	
25 – 34	
35 – 44	
45 – 54	
55 – 64	
65 - 74	
75 – 84	
85+	
I'd rather not say	

**Q23. Where do you live?** (please select one)

Statement	response
Ulster (including Northern Ireland)	
Munster	
Leinster (not including Dublin City or county)	
Dublin City or County	
Connacht	
I'd rather not say	

**Q24. Which of the following best describes where you live?** (please select one)

Statement	response
Urban/city centre	
Sub-urban	
Semi-rural	
Rural	
I'd rather not say	

**Q25. Are you currently?** (please select one)

Statement	response
Employed full-time	
Employed part-time	
Self Employed	
Unemployed and looking for work	
Unemployed and not looking for work	
Retired	
Studying	
Unable to work	
Other	
I'd rather not say	

**Q26. What is the highest level of education you have attained to date?** (please select one)

Statement	response
No formal education	
Junior Certificate or equivalent	
Leaving Certificate or equivalent	
Trade / Technical / Vocational Qualification	
Diploma/Degree	
Post-graduate	
Other	
I'd rather not say	

**Q27. Please indicate to which occupational group the Chief Income Earner in your household belongs, or which group fits best.**

*The Chief Income Earner is the person in your household with the largest income, this could be you. If the Chief Income Earner is retired and has an occupational pension please answer for their most recent occupation. If the Chief Income Earner is not in paid employment but has been out of work for less than 6 months, please answer for their most recent occupation.*

Statement	response
Higher managerial, professional	
Intermediate managerial, professional	
Supervisory or clerical, junior managerial	
Skilled manual worker (e.g. Skilled Bricklayer, Carpenter, Plumber, Painter, Bus, Ambulance Driver, HGV driver, AA patrolman, publican)	
Semi or unskilled manual work (e.g. Manual workers, all apprentices to be skilled trades, Caretaker, Park keeper, non-HGV driver, shop assistant)	
Casual worker - not in permanent employment	
Student	
Homemaker	
Retired and living on state pension	
Unemployed or not working due to long-term sickness	
Full-time carer of other household member	
Farmer over 50 Acres	

Statement	response
Farmer under 50 Acres	
I'd rather not say	

**Q28a. The next question asks about the number of people in your household. Are you happy to answer this question?**

Yes	1	<b>Continue</b>
No	2	<b>Thank &amp; Close</b>

**Q28b. How many people in each of the following categories are in your household? Don't forget to include yourself when answering Please type in the number. If none, record as 0 to move to the next category.**

**Scriptor: Range: 0 – 9. Min value must be 1 for Adults.**

Statement	response
Adults	
Children under 18	
Children 18+ living at home	
Children 18+ mainly living away from home	

**THANK YOU FOR YOUR HELP**