

NICVA  
Northern Ireland Giving  
Survey 2010



**NORTHERN IRELAND**  
**INDIVIDUAL GIVING SURVEY**  
**2010**

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## **Contents**

Main Findings - Individual Giving Survey .....	3
1 Researching Individual Charitable Giving .....	5
2 Individual Charitable Giving And The Current Economic Environment.....	6
3 Individual Charitable Giving In Northern Ireland.....	10
4 The Impact Of Charitable Donations Made In Places Of Worship .....	11
5 Donor Profile In Northern Ireland.....	12
6 Distribution Of Giving .....	15
7 Methods Of Giving.....	16
8 Planned Giving .....	20
9 Support For Each Cause .....	22
10 Gift Aid.....	25
11 Legacy Giving.....	27
12 Challenge Events .....	29
13 Attitudes And Perceptions Of Giving And The Sector .....	30
14 Charity Commission.....	32
15 Communications From A Charity.....	33
16 The Impact Of The Economic Environment On Giving Behaviour .....	34
17 Non-Donors.....	35
18 Research Methodology.....	36

## **List of Tables**

Table 1: Total Four Weekly Donations.....	10
Table 2: Four Weekly Donations Excluding Place of Worship .....	11
Table 3: Giving by Area .....	12
Table 4: Giving by Age Group.....	13
Table 5: Giving by Gender .....	13
Table 6: Giving and Marital Status.....	14
Table 7: Giving and Income Level.....	14
Table 8: Distribution of Giving .....	15
Table 9: Mean Donation by Method.....	19
Table 10: Mean Donation to Each Cause .....	24
Table 11: Profile of Sample by Local Government District.....	36
Table 12: Sample Outcomes Overview.....	38
Table 13: Sample Errors and Confidence Intervals for Key Variables .....	38
Table 14: Representativeness of the Sample .....	39

**List of Figures**

Figure 1: Financial Share for Each Method 2008 and 2010.....	16
Figure 2: Giving Methods.....	17
Figure 3: Giving Methods As A Share Of All Donations .....	18
Figure 4: Number of Giving Methods .....	19
Figure 5: Motivations and Incentives to Use Planned Giving Methods .....	21
Figure 6: Support For Each Cause .....	22
Figure 7: Number Of Causes Donors Give To .....	23
Figure 8: Use Of Gift Aid By Each Method.....	25
Figure 9: Reasons For Not Gift Aiding .....	26
Figure 10: Legacy Giving.....	27
Figure 11: Reasons For Participating In A Charity Fundraising Event .....	29
Figure 12: Opinions On The Difference Made By Donations .....	30
Figure 13: Bulk Of Funding To The Sector .....	31
Figure 14: Reporting Charities .....	32
Figure 15: Response To Charity Communications.....	33
Figure 16: Amounts Given To Charity In Previous 12 Months .....	34
Figure 17: Commitment To Giving .....	34
Figure 18: Reasons For Not Giving.....	35

## **Main Findings - Individual Giving Survey**

- Only a small number of donors (14%) say they have decreased the amounts they gave over the last year; 84% had either increased or maintained their level of giving. This reinforces how important charitable giving is in Northern Ireland, even during tough economic times.
- 90% of individuals had made a charitable donation in the previous 12 months.
- 83% had made a donation in the previous four weeks. This is in line with the 2008 survey where 84% of individuals had made a donation.
- The most likely groups to give are:
  - **Females**
  - **People Aged 39-49**
  - **Those who are married or cohabiting**
  - **Individuals earning £250+ per week**
- The average total donation in a four weekly period is £34.46 per donor and £28.59 per head of population. The median donation per donor is £16.75 and £11.00 per head of population.
- The top five most popular charitable causes are:
  - **Religious organisations**
  - **Children and young people**
  - **Medical research**
  - **Health**
  - **Disaster relief**
- Cash donations made in a place of worship have a significant impact on the overall picture of giving. By excluding cash donations in a place of worship from the analysis, the average donation made is £25.35 and the median donation is £11.00.
- The types of giving that generate the most revenues are:
  - **Cash at a place of worship**
  - **Challenge events**
  - **Other cash donations**
  - **Direct debits**
- Donations made in a place of worship account for 31.8% of the total financial yield, a decrease of 5.1% from 2008.

## Northern Ireland Individual Giving Survey 2010

- 35% of donors had used one of the various forms of planned giving in the four weeks covered by the survey. The reason most cited by respondents for using planned giving was that it made the donating process easier to manage. For participation in a fundraising event and legacy giving, the most popular reason for making a donation was that the charity addressed an issue that was of personal importance to the donor.
- Face-to-face conversations with a charity representative and television campaigns appear from the findings of this survey to be the most likely communications from a charity to elicit a donation.
- The average percentage of income people perceive charities to spend on fundraising is 28%. This is higher than the 20% that people, on average, believe is acceptable to spend on fundraising. Research by Intelligent Giving puts the actual average fundraising spending by the sector as between 12% to 25% of income<sup>1</sup>, suggesting that the public are overestimating what charities spend on fundraising activities.
- The average amount the public perceive charities spend on administration is 36%. This is much higher than what respondents, on average, consider to be an acceptable level. Intelligent Giving lists average charity spend on administration at approximately 12%,<sup>2</sup> lower than the 19%, on average, that the public think is acceptable, and far below what they estimate is actually being spent.
- The most common reasons for not making a donation were that people felt they couldn't afford it or that they didn't have the opportunity.

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<sup>1</sup> NfP Synergy (July 2008) Charity Awareness Monitor Results Engagement 4 of 6.

<sup>2</sup> NfP Synergy (July 2008) Charity Awareness Monitor Results Engagement 4 of 6.

## **1 Researching Individual Charitable Giving**

Research into charitable giving is well established, however, trying to gain a sense of the real picture can be difficult given the multitude of research papers that are published on the topic every year and the large number of sources of information. This mass of research can also make it difficult to interpret and compare results from different sources as estimates of charitable giving can vary widely when different methodologies and analytical techniques are applied. However, there is agreement that surveys that use a consistent methodology over time produce reliable data on the trends in giving, therefore providing the information that is most vital to fundraisers and policy-makers.

Although all these surveys are essentially trying to provide answers to the questions of “who gives, how much, and to what causes”, estimates of charitable giving can vary greatly because the focus of the survey / research may be on donors, the recipients of the donations ie charity accounts, or include information collected from intermediary sources in the transaction, such as Revenue and Customs. They may also differ in the unit of analysis of the research ie individual or household giving, the reference period used or the length of recall required of respondents. Importantly, even the definition of what constitutes charitable giving may vary.

For instance, the UK Civil Society Almanac uses a ‘general charities definition’ that is likely to be a much narrower definition than what a member of the public would define as a ‘charity’, as it excludes donations to faith groups. This would inevitably lead to differences in the estimates when compared with research that uses a much broader definition. In contrast, both the UK Giving and Northern Ireland Individual Giving surveys include donations to religious charities and when this is taken into consideration it is possible to explain a significant proportion of the difference between the estimates.

Whilst surveys with different methodologies may arrive at very different estimates of the total amount of donations, they are all equally useful as they are measuring and then estimating different activities and behaviours related to charitable giving. In this sense the aim of individual giving research is to explore how shifting economic, demographic and social conditions impact on charitable giving, rather than aiming to arrive at reasonably accurate estimates of giving. For fundraisers it is important to know who is giving to charity, how donors give, the causes they give to, and how often they give, so that this picture of the donor environment can be used to target fundraising resources in a way that engages donors in the most effective and efficient way.

This survey was based on a representative sample of the Northern Ireland adult (aged 16+) population. The sample was generated using probability based stratified random sampling ensuring that the sample is representative of the Northern Ireland population in terms of key variables such as age, gender, marital status, working status, religion, social class, and geographical area.

## **2 Individual Charitable Giving And The Current Economic Environment**

In light of the current economic difficulties, the findings of this research make clear that charitable giving is not impacted on in exactly the same way as other consumer spending when the macroeconomic environment changes. Levels and total yields of donations, as the dependent variables in research such as this, are influenced by a complexity of socioeconomic factors and personal motivations and commitments, including the role of religion in society, employment rates<sup>3</sup>, age and educational attainment, and the strength of ideas surrounding volunteerism and civil society. A review of the historical evidence and research into the impact of recessions and economic downturns on individual giving can be a difficult task as both historical and contemporary research evidence from the UK and elsewhere can be of a mixed quality and can draw conflicting conclusions, there is also a limited amount of long-term trend data,<sup>4</sup> and all data must be reviewed within the context of a considerable amount of media conjecture and conflicting anecdotal evidence.

One theme that does emerge from a review of the research literature is the suggestion that the length and severity of a recession will impact on the levels of charitable donations, but that not all causes will be affected equally. If we take one sector as an example, medical research charities, we can see that even within this field not all charities felt the effects of recession uniformly. In one survey of medical research charities, 68% of charities described the impact of the recession as 'very significant' or 'significant', 28% described the impact of the recession as 'not very significant at all.'<sup>5</sup> This may seem an obvious point, as of course the resilience of individual charities and their ability to respond to reduced philanthropic income will reflect their strategic planning, the specialisation of their workforce, capitalisation, the diversity of their income streams, and their capacity to fundraise effectively.<sup>6</sup> These attributes are most closely associated with larger organisations, and this is reflected in research literature that suggests that these larger charities, with better developed organisational structures, are most able to weather the storm of a recession.<sup>7</sup>

This illustrates just how variable the effect of a recessionary economic climate can be, as it appears that not all charities will be affected equally by a recession as donors begin to respond to perceived need, give to causes they feel are particularly worthwhile during hard financial times and prioritise the causes they contribute to if their ability to give is reduced. The refocusing of donors on the explicit cause or mission of charities may also affect donors' modes of giving, in that for example, there is anecdotal and research evidence that fundraising events are being cancelled<sup>8</sup> and that rather than attend fundraising events, donors prefer to see their entire donation spent on

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<sup>3</sup> Banks and Tanner (1997) *The State of Donation*. London: IFS. Over the period 1984-94 the study found households that gave were more likely to have a head of household in employment.

<sup>4</sup> Sharpe, R (1991) *Philanthropy in Uncertain Times: a retrospective 1931-1949*.

<sup>5</sup> AMRC Members Survey (Oct/Nov 2009) Note that as this was a members survey with a small response rate

<sup>6</sup> The Charity Commission's latest Economic Survey of Charities found that only 18% of charity respondents had increased their fundraising efforts (up from 11% in March 2009) to limit the effects of the recession.

<sup>7</sup> Giving USA (2008) *Spotlight: Giving during recessions and economic slowdowns*.

<sup>8</sup> For example, Brighton Ball <http://news.bbc.co.uk/1/hi/england/sussex/7635003.stm>

their chosen cause.<sup>9</sup> Cross-national and historical data supports the conclusion that charities experience economic downturns and recessions in different ways, but that in general, donated philanthropic income is resilient,<sup>10</sup> suggesting that the negative impacts of the recession on individual organisations requires individualised and targeted responses. This notion of contingent and individualised responses is particularly important given the heavily skewed nature of resource distribution within the sector, with a small number of large organisations and a long tail of much smaller entities.

UK figures suggest that after individual giving reached a peak of £10.6 billion in 2007/08, this figure fell by 11% in real terms to £9.9 billion in 2008/09.<sup>11</sup> A comparative analysis also suggests that the current recession has had a similar impact in other regions that monitor or report individual giving, including Australia,<sup>12</sup> Canada<sup>13</sup> and the United States, where for example, charitable giving declined by 6% between 2007 and 2008.<sup>14</sup> In the 2010 CAF World Giving Index, that ranks countries based on an average of the proportion of the public in each of the countries who had in the previous month given money to charity, volunteered and / or helped strangers, the UK and Ireland were placed 8th and 3rd respectively.<sup>15</sup>

Whilst this is a very broad definition of giving, when we disaggregate these averages to look specifically at money giving, this survey found that in both the UK and Ireland over 70% of respondents had given money in the month prior to taking part. This is in line with the findings of the Northern Ireland Individual Giving Survey 2010, and confirms the importance of charitable giving in Northern Ireland within a broader UK and Ireland context. Evidence from the UK and US also support the finding that aggregate giving can rise during a recession<sup>16</sup> and that economic recession does not have to be associated with a sharp decline in donations.<sup>17</sup> For example, some research suggests that donors reduce other commitments or luxuries before reducing donations (ie expenditure on clothes, holidays, eating out etc) and that they may in fact increase giving as need becomes more apparent.<sup>18</sup> Certain constituencies of donors, such as faith-based groups, may also increase their giving or sustain it better than other donors, as their motivation to give may be less directly related to levels of surplus wealth.<sup>19</sup> As can be seen in this report, the role of donations in a place of worship in Northern Ireland has a massive

<sup>9</sup> Laura Fredricks, vice president for philanthropy, Pace University. Chronicle of Philanthropy (2008) How a Recession Would Affect Fund Raising: certain gifts could grow.

<sup>10</sup> Mohan and Gorsky (2001) Don't Look Back? Voluntary and charitable finance of hospitals in Britain, past and present. London: Office of Health Economics.

<sup>11</sup> [www.cafonline.org/PDF/UKGivingReport2009](http://www.cafonline.org/PDF/UKGivingReport2009)

<sup>12</sup> Tax Deductible Giving in 2006-2007, The Australian Centre for Philanthropy and Non-profit Studies 2008

<sup>13</sup> Caring Canadians, involved Canadians: highlights from the 2007 Canada survey of giving, volunteering and participating' Statistics Canada, 2007

<sup>14</sup> Giving USA 2009: the annual report on philanthropy for the year 2008' Giving USA Foundation, 2009

<sup>15</sup> [www.cafonline.org/World\\_Giving](http://www.cafonline.org/World_Giving)

<sup>16</sup> According to data from Imagine Canada, individual giving went up during each of the four recession years between 1984 and 2006.

<sup>17</sup> Atkinson, A B, P G Backus, J Micklewright, C Pharoah and S V Schnepf (2008) 'Charitable Giving for Overseas Development: UK Trends over a Quarter Century', CEPR Discussion Paper 7087.

<sup>18</sup> Sharpe, R. (2008) op cit suggested cuts in other discretionary spending may facilitate increased giving; YouGov (2008) polling suggested 21% of the population would reduce giving to balance their household budget. Greater proportions of respondents cited holidays, clothes and eating out. See [www.yougov.com/uk/archives/pdf/RESULTS%20for%20Bright%20Young%20Things.pdf](http://www.yougov.com/uk/archives/pdf/RESULTS%20for%20Bright%20Young%20Things.pdf)

<sup>19</sup> PhilanthropyUK (2009) Outlook 2009: philanthropy in a downturn. What gives in a recession? a historical perspective

impact on the total yield and average amounts of donations. Although further qualitative research would be required to analyse the processes by which religiosity or participation in a religious group affects one's giving behaviour, it may go some way in explaining the increasing year on year yield.

In the UK in 2008/09, with both the proportion of adults giving and the mean monthly donation amount declining, a noticeable reduction in the overall amount donated to charity in the UK as a whole was inevitable. However, in 2009, in line with the results of this survey, the UK survey found that the majority of the adult population in the UK still donated to charity, and that the median monthly donation had remained relatively stable at (£10 per donor over the past three years). This stable median, together with a slight fall in the mean donation, suggests that since the economic downturn there had been a reduction in larger donations but that people still aimed to give what they could.<sup>20</sup> The UK Giving 2010 survey found that the proportion of people giving increased slightly. The typical (median) amount given also increased, from £10 in 2008/09 to £12 in 2009/10, whereas the mean amount given increased slightly over the same period from £30 to £31.<sup>21</sup>

Fundraisers are aware that a reduction in donations from those in managerial and professional occupations, as well as giving by people in the top-half of the income distribution, has a disproportionate effect on the total amount given, as on average they donate larger amounts. While there has been a decline in donations from these groups, donors on higher incomes continue to account for a significant proportion (61%) of the total amount given in the UK.<sup>22</sup> Some surveys of wealthy individuals suggest that three-quarters (75%) of wealthy donors had not reduced their contributions to charity and that more than one in four had in fact increased their giving in the last 18 months.<sup>23</sup> Tomorrow's Philanthropist research also reported that wealthy donors believe solutions to future social problems created by the increasing constraints on government spending will become their responsibility.<sup>24</sup>

Clearly it is difficult to make any concrete assertions or generalisations about the impact of a recession on individual giving.<sup>25</sup> Yet, in order to help plan for the future, it can be useful to review the historic evidence from previous recessions. In purely economic terms, outside the personal and social reasons mentioned above, research suggests that in the US giving slows slightly during recessions, rather than contracting proportionately to the fall in GDP,<sup>26</sup> due to the fact that an individual's ability to give can be influenced more by their household income and net worth than by wider declines in the economy.<sup>27</sup> Further research is required to estimate the impact of these factors on the sustained growth in charitable giving we have witnessed in the UK.

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<sup>20</sup> Donor attitudes to giving in the credit crunch: the second monthly monitor' 3. Just Giving (2009)

<sup>21</sup> NCVO / CAF. UK Giving 2010: an overview of charitable giving in the UK, 2009/10. December 2010.

<sup>22</sup> [www.cafonline.org/PDF/UKGivingReport2009](http://www.cafonline.org/PDF/UKGivingReport2009)

<sup>23</sup> Tomorrow's Philanthropist', Barclays Wealth, (July 2009).

<sup>24</sup> Tomorrow's Philanthropist', Barclays Wealth, (July 2009).

<sup>25</sup> Economic downturns and the voluntary sector: what can we learn from historical evidence?', Mohan & Wilding, (2009) in History and Policy

<sup>26</sup> Giving during recessions and economic slowdowns. Giving USA Spotlight. Issue 3, 2008.

<sup>27</sup> Giving in today's economy – what can we expect?'. Havens & Schervish. 2009.

It may be that the most useful points to come from a review of research into previous recessions is that the length and severity of the recession is likely to matter, as longer recessionary periods correlate with a greater fall in giving. This also relates to another area of concern during the recession, that of legacy giving. Previous research evidence for the UK suggests that during the last recession, legacies were the income stream least cited by charities as falling, therefore, legacies may prove to be relatively resilient.<sup>28</sup> Given the uneven distribution of legacy income throughout the sector, the impact on legacies is likely to be very uneven and complex, affecting the larger charities and certain sub-sectors more heavily, but also perhaps explaining the larger charities resilience during economic difficulties as the amount of bequests can sharply increase.<sup>29</sup> Legacies have come to represent a significant source of income to charities, helped by the fact that as they are often residuary in nature, charities have benefited from rising house prices. Therefore, as property prices have fallen and the stock market has become less stable during the recession, charities are already experiencing a decline in legacy income, although this has been balanced somewhat by an increase of up to 4.3% in the number of legacies received.<sup>30</sup>

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<sup>28</sup> CAF (1993) Charities in Recession.

<sup>29</sup> Cited in Sharpe, R (1991) Philanthropy in Uncertain Times: A retrospective 1931-1949.

<sup>30</sup> Legacy monitor, 'Data bulletin Q3 2009' Legacy Foresight, (2009)

### **3 Individual Charitable Giving In Northern Ireland**

The Northern Ireland Individual Giving Survey 2010 found that 90% of respondents had made a donation in the previous 12 months, a small drop of 1% since the same study was carried out in 2008. The 2010 survey found that 83% of respondents had made a donation in the last four weeks, and again this is in line with the previous survey (84%). The UK Giving Survey 2010 found that the proportion of people giving increased slightly over the last year.<sup>31</sup> The stability of these figures suggests that commitment to charitable giving in Northern Ireland has been thus far resilient enough to survive recent economic difficulties.

**Table 1: Total Four Weekly Donations**

		Donors*	Per head of population**
Mean		34.46	28.59
Median		16.75	11.00
Minimum		.15	.15
Maximum		739.50	739.50
Quartiles	25	6.0	2.00
	50	16.75	11.00
	75	35.00	30.00

(Base: 822\*. 991\*\*)

As can be seen from Table 1, the mean, (the total sum of all donations divided by the number of donors) is £34.46. Although this figure is in line with the UK mean of £31 per donor,<sup>32</sup> the mean can be a poor indicator of the typical four-weekly donation, as a small number of very large donations have a significant impact on average values. The effect of these large donations, as will be illustrated in section 4, is magnified in Northern Ireland due to a considerable number of large donations made in a place of worship. Therefore, as changes in the mean donation are driven by a small number of high-end donors, the median four-weekly donation (the exact middle donation in the sample) is perhaps a more reliable indicator. This has remained relatively stable at £16.75, an increase of £2.75 on the 2008 finding.

These figures suggest that the numbers of individuals giving in Northern Ireland and the amounts donors are giving have remained steady despite the recession. The complex set of factors that influence giving behaviour make it difficult to fully account for this, however, the impact of the increased use of planned regular giving and the giving habits of high end donors could help explain the continued support for charities from the NI population. A review of the UK research into individual giving suggests that donations made by direct debit tend to be larger than philanthropic cash donations<sup>33</sup> and that more than one in four high end donors had increased their giving in the last 18 months.<sup>34</sup>

<sup>31</sup> NCVO/CAF.UK Giving 2010: An overview of charitable giving in the UK, 2009/10. December 2010.

<sup>32</sup> NCVO/CAF.UK Giving 2010: An overview of charitable giving in the UK, 2009/10. December 2010.

<sup>33</sup> www.ncvo-vol.org.uk /FINAL\_UK\_Giving\_2009

<sup>34</sup> Tomorrow's Philanthropist. Barclays Wealth, July 2009

#### **4 The Impact Of Charitable Donations Made In Places Of Worship**

As with surveys of individual giving in previous years, the 2010 findings make clear that cash donations in a place of worship continue to have a significant impact on the overall picture of giving in Northern Ireland. As Table 2 illustrates, when donations made in a place of worship are removed from the financial analysis, the mean and median four-weekly donations are significantly reduced. In fact, further analysis suggests that donations made in a place of worship account for 31.8% of the total financial yield. However, this represents a decrease of 5.1% in the share of cash donations made in a place of worship since 2008.

**Table 2: Four Weekly Donations Excluding Place Of Worship**

	Four weekly donations 2010 (excluding place of worship)	Four weekly donations 2010 (including place of worship)
Mean	25.35	34.46
Median	11.00	16.75

As can be seen in Table 2, excluding charitable donations made in a place of worship from the analysis decreases the average donation by 26.4% to an average of £25.35.

**5 Donor Profile In Northern Ireland**

Table 3 gives some indication of the giving habits by geographic area in Northern Ireland, with the caveat that drawing conclusions is difficult as a small sample was drawn from each Local Government District.

**Table 3: Giving By Area**

Area	% Sample	Mean donation per head of population	% of Donors	Mean donation per donor	Mean donation excluding place of worship
Antrim	2.8	30.81	3.3	31.95	21.94
Ards	4.5	25.71	4.6	30.45	19.75
Armagh	3.3	20.23	3.4	23.84	19.52
Ballymena	3.7	36.97	3.2	52.61	45.42
Ballymoney	1.6	42.72	1.7	48.82	35.68
Banbridge	2.5	14.40	2.3	18.89	14.71
Belfast	15.7	32.34	15.9	38.50	29.28
Carrickfergus	2.3	27.81	2.6	30.46	20.56
Castlereagh	4.1	30.31	4.5	33.57	23.29
Coleraine	3.3	30.52	3.5	34.73	25.70
Cookstown	1.9	37.00	1.9	43.94	42.43
Craigavon	4.7	21.78	4.7	26.24	16.95
Derry	6.1	30.76	5.4	41.94	34.62
Down	3.8	39.04	4.1	43.60	40.89
Dungannon	2.8	49.79	3.0	55.76	29.68
Fermanagh	3.5	18.17	3.3	23.56	20.44
Larne	1.9	17.84	2.1	19.94	14.93
Limavady	1.7	24.06	1.5	34.08	28.00
Lisburn	6.4	21.96	5.7	29.44	21.94
Magherafelt	2.4	27.08	2.4	32.50	18.68
Moyle	.9	12.22	.7	18.33	13.00
Newry and Mourne	5.1	39.38	5.6	43.66	28.83
Newtownabbey	4.9	15.70	5.0	18.77	10.09
North Down	4.6	24.75	4.9	28.47	24.94
Omagh	2.7	17.19	2.4	23.20	19.28
Strabane	2.2	42.60	2.2	52.07	17.96

(Base: 822)

As can be seen in Table 4, those in the 30-49 age group are the most likely to donate, and make up the largest proportion of the donating population. At £40.50 the mean donation for the 65+ age group is the highest, though the median donation of all groups is relatively similar in comparison, suggesting that the mean donation of this group has been skewed by a number of high donations (the relatively low representation of people aged 65+ in the donating population must also be taken into account). In the 2009 UK Giving Survey those in the over 65 age category were significantly more likely to give than those in other age groups. In this survey (as in the Northern Ireland Giving Survey 2008) the proportion giving in each age group is relatively similar.

**Table 4: Giving By Age Group**

Age Bands	% of Donors	Mean per donor	Median Donation	Mean per head of pop.	% of age group donating
16-29	25	33.12	15.00	27.42	83
30-49	38	31.83	20.00	27.93	88
50-64	20	36.01	17.25	28.61	80
65+	17	40.50	15.00	31.46	78

(Base: 822) (Mean differences not statistically significant)

As in the 2008 survey, we can see that females are more likely to make a donation than males. Based on mean donations for the four-weekly period covered by the survey, males made larger donations on average, yet females gave a slightly larger median donation. This is also true of the 2010<sup>35</sup> UK Giving Survey, where 61% of women gave to charity compared to 52% of men, women aged 45-64 were the group most likely to give (68%) and gave the largest median amount (£15). In the Northern Ireland Individual Giving Survey 2010 females made higher four-weekly donations than males (£38.15 and £32.23 respectively) in the 50-64 age category.

**Table 5: Giving By Gender**

Gender	% of Donors	Mean	Median	Mean per head of pop.	% of group donating
Male	45	36.75	16.00	28.88	79
Female	55	32.55	17.00	28.31	87

(Base: 822) (Mean differences not statistically significant)

<sup>35</sup> NCVO/CAF.UK Giving 2010: An overview of charitable giving in the UK, 2009/10. December 2010.

From Table 6 it is clear that married or cohabiting individuals make up more than two-thirds of those surveyed who had made a charitable donation in the four weeks covered by this survey. The average donation of married or cohabiting individuals has the largest average donation of all the marital status groups and as a group is more likely to make a donation. However, it may also be the case that married and cohabiting respondents have reported giving of the household, rather than their individual giving.<sup>36</sup>

**Table 6: Giving And Marital Status**

Marital Status	% of Donors	Mean	Median	Mean per head of pop.	% of group
Single	17	28.66	13.50	22.80	80
Married or Cohabiting	70	37.66	20.00	31.72	84
Separated/Widowed/Divorced	13	26.57	10.00	21.45	81

(Base: 815) (Mean differences not statistically significant)

The income group with the largest mean donation earned over £500 per week, although the middle income band also had a number of large one off donations. As much research suggests, a large proportion (almost half) of charitable giving in the UK comes from large donations (£100 or over). Therefore, it is imperative that charities continue to try to connect with these high-level donors.<sup>37</sup> However, much previous research has suggested that as a proportion of income,<sup>38</sup> poorer households may actually give more to charity than those in higher income bands.<sup>39</sup>

**Table 7: Giving And Income Level**

Income	% of Donors	Mean	Median	Mean per head of pop.	% of group donating
<£250pw	29	28.40	14.00	23.11	81
£250-£499pw	37	38.55	20.00	34.37	89
£500+pw	34	51.15	25.00	47.00	92

(Base: 402) (Mean differences not statistically significant)

<sup>36</sup> NCVO UK Giving Survey, 2007

<sup>37</sup> [www.ncvo-vol.org.uk/FINAL\\_UK\\_Giving\\_2009](http://www.ncvo-vol.org.uk/FINAL_UK_Giving_2009)

<sup>38</sup> Pharaoh & Tanner (1997) Trends in Charitable Giving. Fiscal Studies (1997) vol. 18, no. 4, pp. 427–443

<sup>39</sup> NfpSynergy

## **6 Distribution Of Giving**

In the 2005 Northern Ireland Individual Giving Survey 64% of all donations amounted to £10.00 or less a month. This fell to 43% in 2008, and as Table 8 illustrates, this downward trend continues in this years survey as only 39% of donors four weekly donations were £10.00 or less. Many factors could account for the year on year rise of donations above £10.00, and the general trend away from small amount philanthropic giving towards larger donations. As planned giving is often characterised by larger gifts sent by cheque, credit / debit cards, standing orders / direct debits or money deducted directly from wages, it could be that the time spent by charities in attempting to attract their regular donors to formal planned giving options is beginning to have a real impact on donor behaviour. The mean for donations above £100.01, appears to be very high, but as mentioned above, the small number of donors in this category and the impact of large one off donations should be taken into account when drawing any conclusions.

**Table 8: Distribution Of Giving**

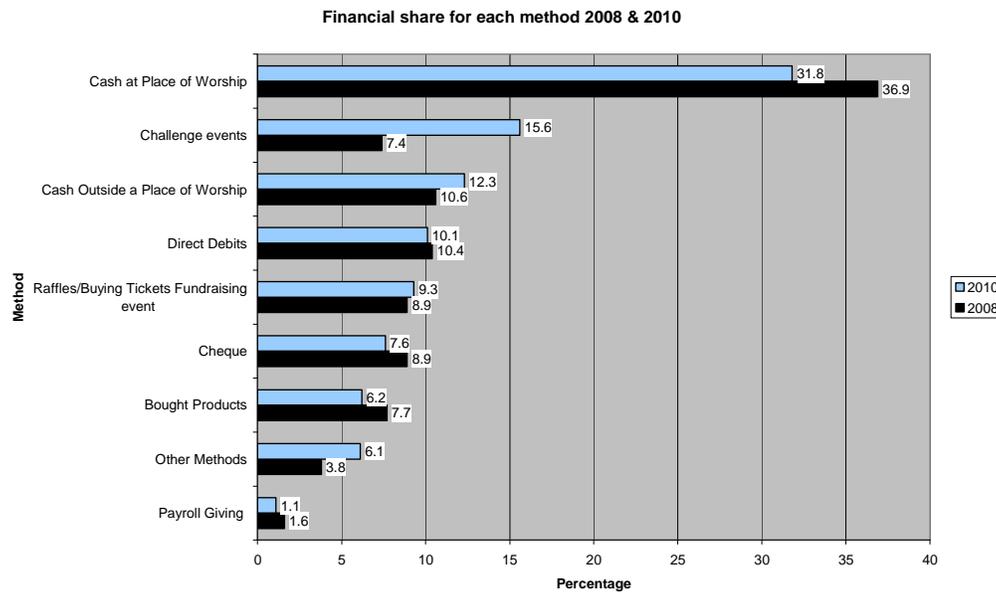
	% of Donors (2008)	% of Donors (2010)	Mean Donation 2010 (£)
1p - £1.00	3	5	.95
£1.01-£2	8	6	1.97
£2.01-£5	15	11	4.04
£5.01-£10	17	17	8.10
£10.01-£20	20	19	15.65
£20.01-£50	28	26	32.39
£50.01-£100	7	9	69.15
£100.01+	3	7	210.19

## 7 Methods Of Giving

### Popularity of various forms of giving in Northern Ireland

The Northern Ireland Individual Giving Survey 2010 analysed the various methods of making a charitable donation and found that 83% of individuals had made a charitable donation in the four-weekly period covered by the survey. The popularity of the different methods of giving in terms of the share of the financial yield is outlined in Figure 1.

**Figure 1: Financial Share For Each Method 2008 And 2010**

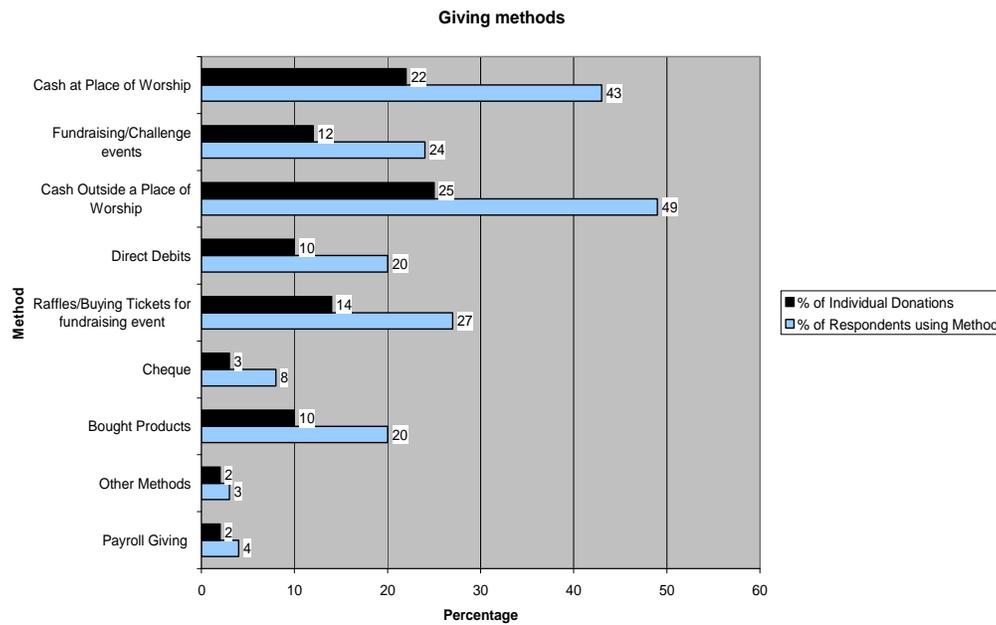


As Figure 1 shows, as a share of the total yield, the most popular forms of giving are cash at a place of worship, challenge events and other cash donations. The use of cheques by individual donors has fallen by 5% to 8% (see Figure 2), yet despite this fall, donations by cheque still contributed some 7.6% of the total yield recorded in this survey. Therefore, the concern expressed within the sector at large that there has been insufficient consultation on the Payments Council proposals to abolish the use of cheques by 2018, and warnings from groups such as The Institute of Fundraising that this development could have potentially disastrous effects on many charities income,<sup>40</sup> may indeed be well founded. As the Institute's Save our Cheques campaign makes clear, there are many charities, in particular those who rely heavily on an older supporter base, who receive more than 70% of their income by cheque.

<sup>40</sup> [www.institute-of-fundraising.org.uk/pressnews/topstories/saveourcheques](http://www.institute-of-fundraising.org.uk/pressnews/topstories/saveourcheques)

The most popular form of giving in Northern Ireland continues to be philanthropic giving ie cash donations, either within a place of worship or elsewhere. As Figure 2 shows, in terms of the number of respondents who had used a particular form of giving in the four-weekly period covered by the survey, cash donations outside a place of worship continue to be the most popular. But, yet again, as we can see from Figure 2 there are a relatively high number of individuals making a donation at a place of worship. Therefore, the results of this survey chime with previous research findings that there is a persistent strength in faith-based giving, providing constant evidence that social networks are powerful contexts for motivating giving<sup>41</sup>.

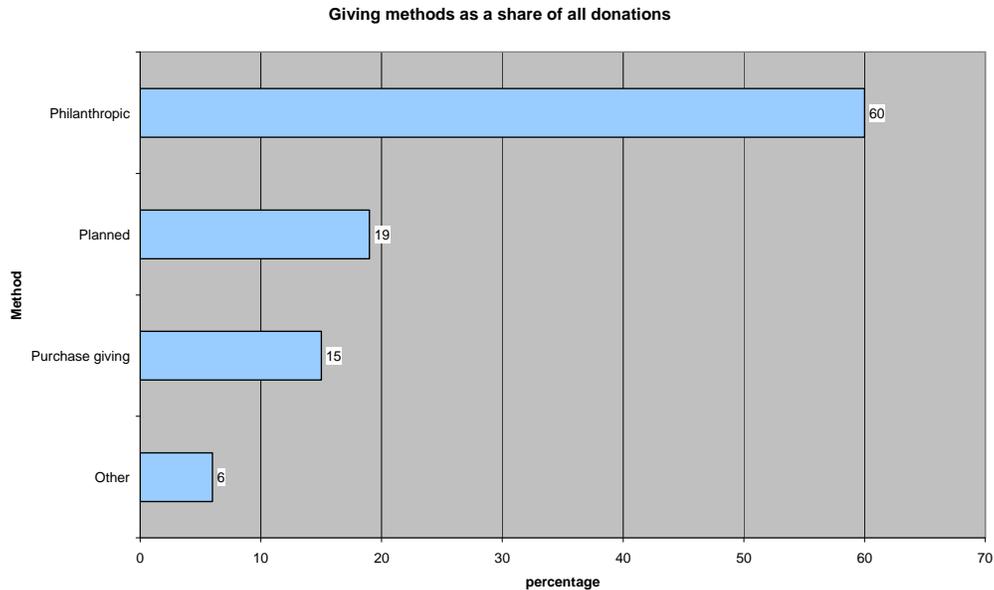
**Figure 2: Giving Methods**



<sup>41</sup> Harrow, J. & Pharoah, C. (2008) Recession and charities; the paradox of charitable opportunity? ESRC Research Centre for Charitable Giving and Philanthropy Cass Business School.

As can be seen in Figure 3, philanthropic giving is the most popular method of giving. This may suggest that most giving behaviour remains spontaneous and that the opportunity to give may be as important as any other motivation.

**Figure 3: Giving Methods As A Share Of All Donations**



In terms of the most popular forms of giving, Table 9 illustrates that cash donations at a place of worship tend to be, on average, higher than other popular forms of giving. Donations by cheque are significantly higher than all other forms of giving, yet given the small number of individuals using this method, the fact that cheques are often used for large one-off donations and are the preferred method of giving for wealthy high end donors, care should be taken when making any generalisations from this finding.<sup>42</sup>

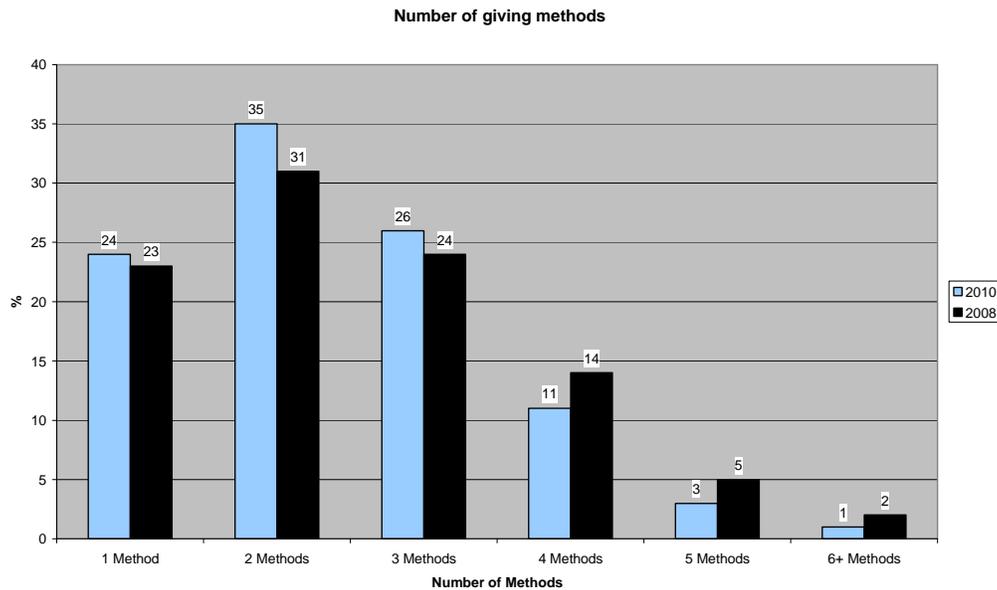
<sup>42</sup> Taylor, J. Webb, C. Cameron, D. (2007) Charitable Giving by Wealthy People. HMRC

**Table 9: Mean Donation By Method**

Method	Mean per donor (£) 2010	Median per donor (£) 2010
Cash Donations (place of worship)	20.91	10.00
Other cash donation	7.14	2.00
Bought products	9.06	5.00
Direct debits	14.12	8.50
Tickets/raffles for fundraising event	10.01	5.00
Challenge events	18.47	10.00
Payroll giving	7.70	5.00
Cheque	33.77	20.00

As illustrated in Figure 4, just as in 2008, the vast majority of respondents used three or fewer methods of giving.

**Figure 4: Number Of Giving Methods**



## **8 Planned Giving**

This survey found that 35% of donors had used one of the various forms of planned giving in the four weeks covered by the survey. This represents a significant increase from 2008, when a total of 27% of donors had used a form of planned giving. In the 2005 survey a total of 32% of donors used planned giving methods, therefore, the 2010 findings are welcome in that they suggest that this fall-off in the take up of planned giving between 2005 and 2008 was not a long-term trend. A review of the research into individual giving suggests that donations made by direct debit tend to be larger than philanthropic cash donations,<sup>43</sup> perhaps helping to explain the resilience of total giving in Northern Ireland. This finding also makes clear that the work and resources that charities have invested in promoting the benefits of planned giving have been rewarded.

In order to get a sense of the reasons why people commit to planned giving, respondents were asked why they had decided to give by direct debit, through a payroll giving scheme, standing order or membership fees. 77% of those who gave through a planned giving method had done so for two years or more, suggesting that planned giving schemes have been robust enough to endure the recession. This is a particularly salient point given that research suggests that planned giving becomes increasingly probable as income rises and therefore helps build a relationship with more affluent donors.<sup>44</sup> This relationship may prove important in the current economic climate. However, research suggests that one cannot make the assumption that middle and high end donors will continue to give, particularly during a recession, as people's perceptions of their own financial security may begin to change.<sup>45</sup> Charity supporters are of course sensitive to the external economic environment, as was evidenced in the number of unpaid direct debits and the high direct debit cancellation rates of 2008.<sup>46</sup> This may go some way in explaining the small rise in the share of direct debit contributions to the total four-weekly yields (10.4% and 10.7% in 2008 and 2010 respectively). As we can see from Figure 5, the reason most cited by respondents for using planned giving, was that it made the donating process easier to manage.

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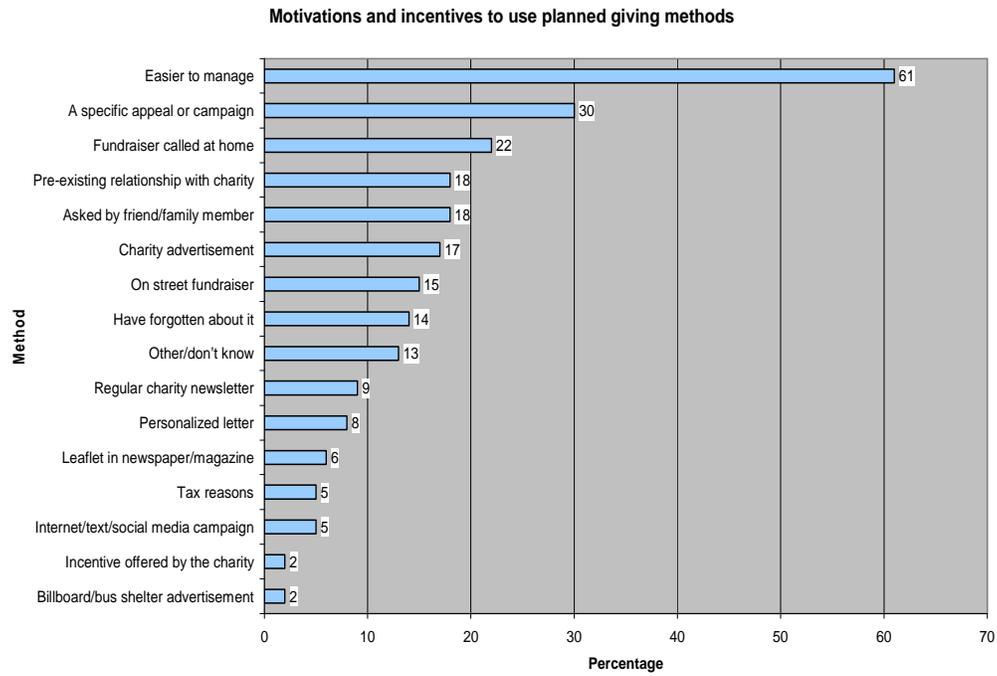
<sup>43</sup> [www.ncvo-vol.org.uk/FINAL\\_UK\\_Giving\\_2009](http://www.ncvo-vol.org.uk/FINAL_UK_Giving_2009)

<sup>44</sup> Smeaton, D. Marsh, A. Rajkumar R. Thomas, A. (2004) Individuals' Donations to Charities and their Use of Tax Relief. HMRC

<sup>45</sup> Harrow, J. & Pharoah, C. (2008) Recession and charities; the paradox of charitable opportunity? ESRC Research Centre for Charitable Giving and Philanthropy Cass Business School.

<sup>46</sup> Rapidata (2010) Charity Direct Debit Tracking Report 2010: The Full Picture.

**Figure 5: Motivations And Incentives To Use Planned Giving Methods**

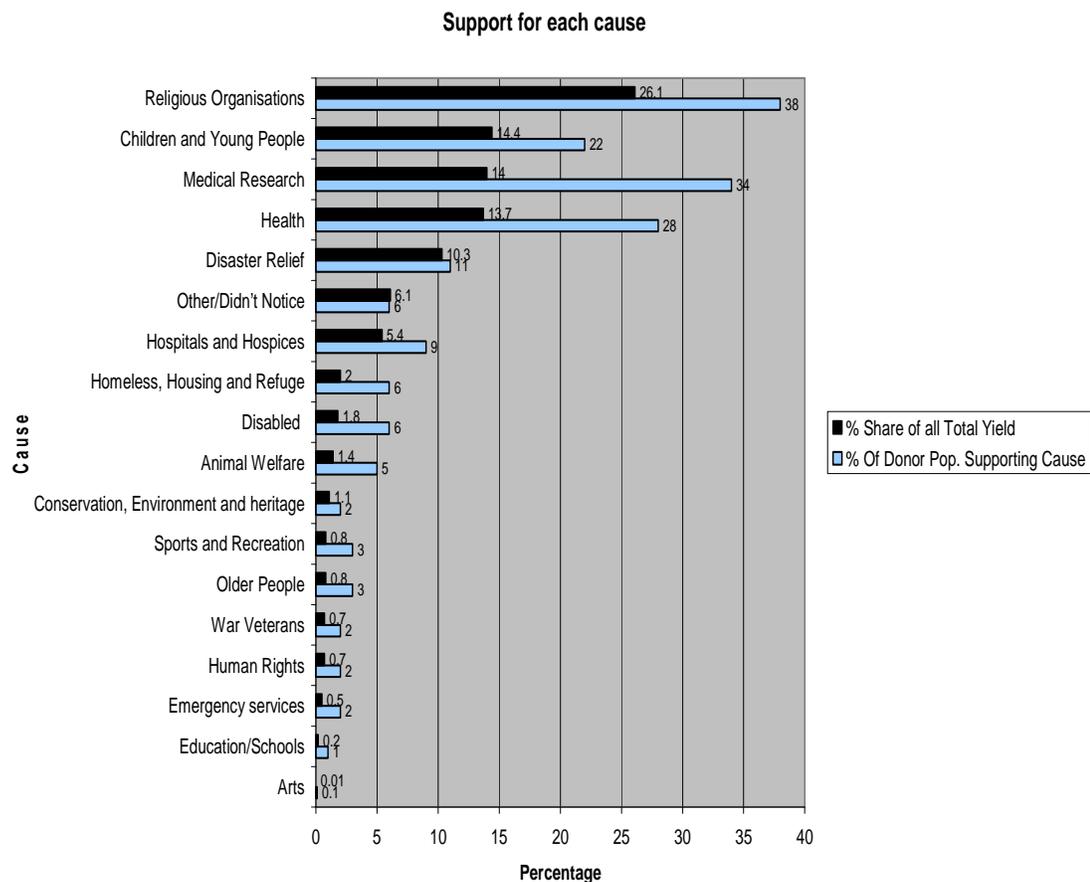


(Base: 291, multiple response)

## 9 Support For Each Cause

As can be seen in Figure 6, religious organisations remain the most popular charitable cause to which individuals make charitable donations, with the average monthly donation to religious organisations being £23.45. There has been continued steady growth in the level of donations made to religious organisations; 15.7% in 2005, to 20.4% in 2008 and now 26.1% as a share of total yield in 2010. This continued growth in the financial share of religious organisation donations reinforces the important impact that these donations have on the overall picture of giving in Northern Ireland. Indeed, there has been little change since 2005 and 2008 in the causes that people make donations to. The five most identifiably popular charities in terms of financial share in 2008 ie religious organisations, health, children and young people, medical research, and disaster relief, continue to be the primary destination for donations made in Northern Ireland. This stability in the types of causes that people give to is commensurate with the findings of the 2010 UK Giving survey, where, with the exception of a significant increase in the popularity of overseas causes, there has also been little change in the causes donors choose to support.<sup>47</sup>

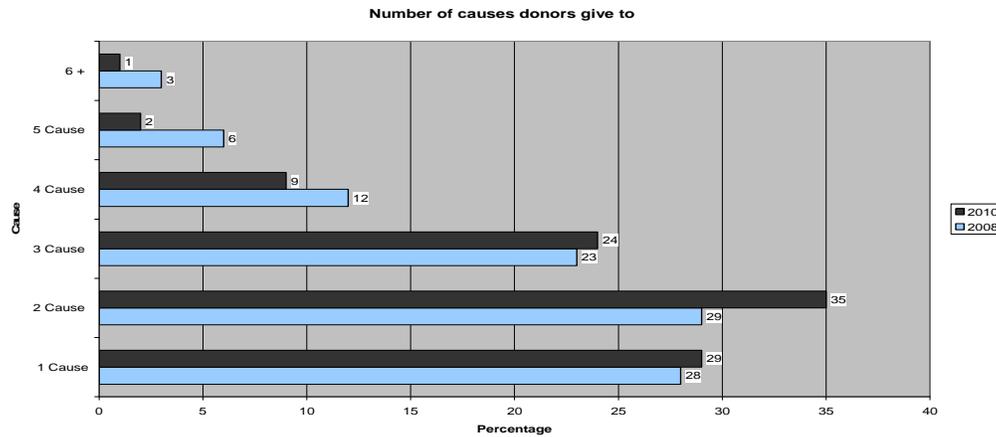
**Figure 6: Support For Each Cause**



<sup>47</sup> NCVO/CAF.UK Giving 2010: An overview of charitable giving in the UK, 2009/10. December 2010.

Children and young people, medical research, and disaster relief also increased their financial share of donations in the 2010 survey (disaster relief significantly so, rising from 5.9% in 2008 to 10.3%), whilst health had a small .75% decrease.<sup>48</sup> It is difficult to judge just how much of the consolidation of these five causes is due to donors prioritising their donations during the recession, yet as Figure 7 shows, donors do tend to give to a small number of charities (in 2010 only 12% give to more than three charities in any four week period).

**Figure 7: Number Of Causes Donors Give To**



As we will see in later sections, the selection of a particular charitable cause is generally not random or driven solely by opportunity, but is instead directed by personal motivations. These findings appear to confirm research that suggests that donor motivations can remain constant as philanthropy is motivated by social and personal concerns rather than exclusively by economic factors.<sup>49</sup> As Table 10 shows, mean donations for some causes are particularly high, such as those for religious organisations and disaster relief, often due to the effect of large one-off donations or donor responses to high profile incidents. This is line with UK wide figures where mean donations to religious organisations and overseas aid are £33 and £24 respectively. Therefore, the median donation is a more reliable indicator.

<sup>48</sup> In the 2008 NI Giving Survey Health Promotion and Physical/Mental health were two separate categories. This may explain the slight fall in total yield to this cause.

<sup>49</sup> Breeze & Morgan. (2009) Philanthropy in a recession: analysing donor behaviour in the light of UK media coverage.

**Table 10: Mean Donation To Each Cause**

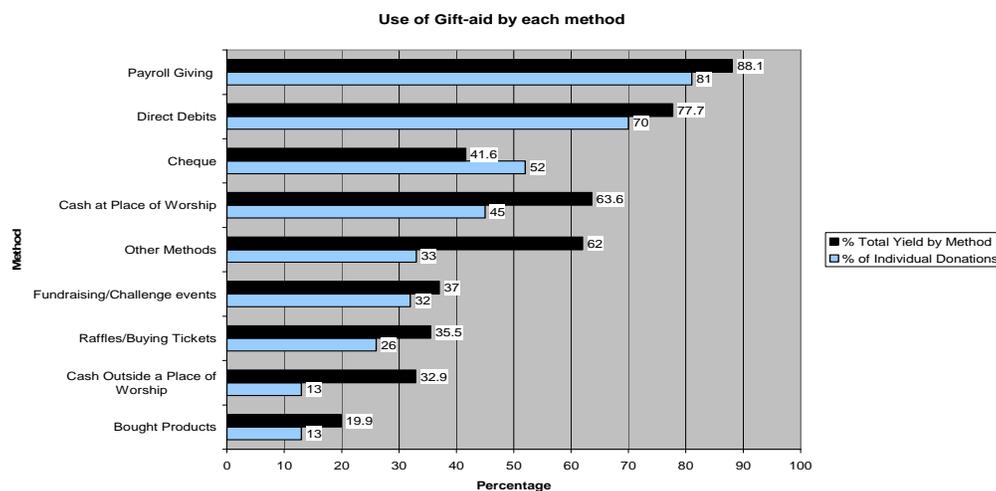
<b>Cause</b>	<b>% of Donor pop. Supporting Cause</b>	<b>Mean Donation</b>	<b>Median Donation</b>
Religious Organisations	38	23.45	10.00
Medical research	34	14.27	6.00
Health	28	16.68	7.00
Children	22	22.59	8.00
Disaster Relief	11	32.88	10.50
Hospitals and Hospices	9	20.42	10.00
Disabled	6	11.39	5.00
Homeless and Housing	6	10.90	5.00
Animal Welfare	5	9.95	7.00
Older People	3	9.29	5.50
Sport	3	9.08	5.00
Conservation	2	23.46	5.00
Emergency Services	2	7.55	3.00
Human Rights	2	10.11	10.00
War Veterans	2	13.57	5.00
Schools and Education	1	10.00	8.00
Arts	0.1	3.00	3.00

## 10 Gift Aid

Gift Aid is a tax relief scheme introduced by the government in 2000 to encourage planned giving. Gift Aid enables charities to claim from Revenue and Customs the basic rate of income tax on a donation made by a tax paying donor. This has provided significant extra financial income for the voluntary and community sector and is worth nearly £1 billion a year to charities and their donors.<sup>50</sup> Gift Aid is worth 25 pence in the pound as of April 2011.<sup>51</sup>

In this survey, 33% of all eligible charitable donations were Gift Aided, this is an increase in the use of Gift Aid from 2008 where 30% of all eligible donations were Gift Aided. This equates to just 50.3% of the total yield being gift-aided, suggesting that donors are still not maximising tax efficient giving. However research suggests that there is a general consensus that the current Gift Aid system is too complex and difficult to administer.<sup>52</sup> As Figure 8 shows, and in line with previous findings, regular planned donations through payroll giving and direct debits were the most likely to be gift aided.

**Figure 8: Use Of Gift Aid By Each Method**



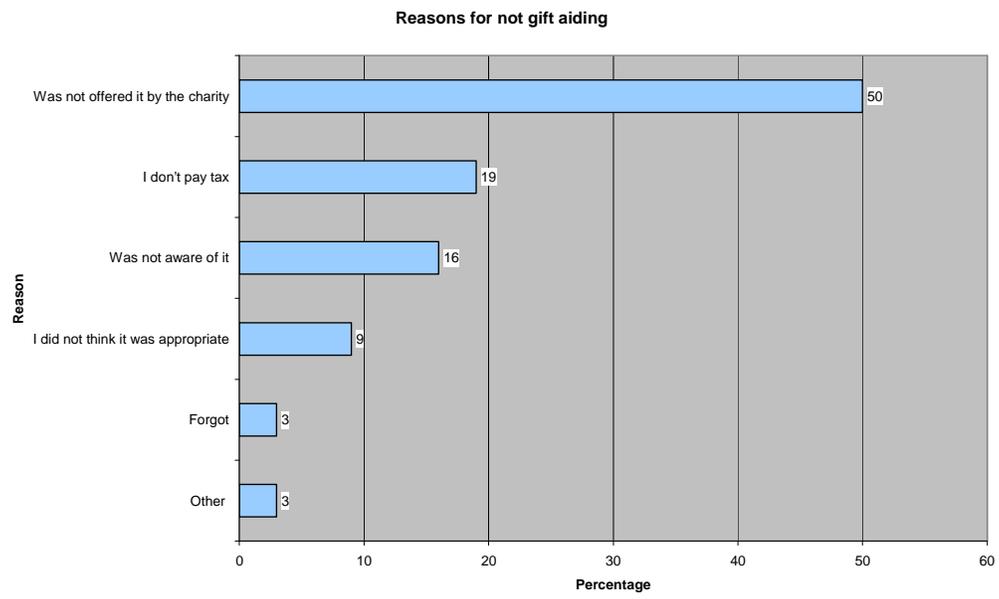
As in the 2008 survey, most respondents stated that they did not Gift Aid their donation(s) because it was not offered by the charity. This suggests that whilst donors are aware of tax efficient giving, large volumes of money are being lost by the sector on what are likely to be legitimate claims as they are selective in their use of Gift Aid for different types and levels of donations. Again, previous research suggests that this is the result of the administrative burden associated with Gift Aid.

<sup>50</sup> [http://www.hmrc.gov.uk/charities/gift\\_aid/basics.htm](http://www.hmrc.gov.uk/charities/gift_aid/basics.htm)

<sup>51</sup> See [www.tax-effective-giving.org.uk](http://www.tax-effective-giving.org.uk) for more details

<sup>52</sup> CFDG (2010) Gift Aid Simplification Survey Results

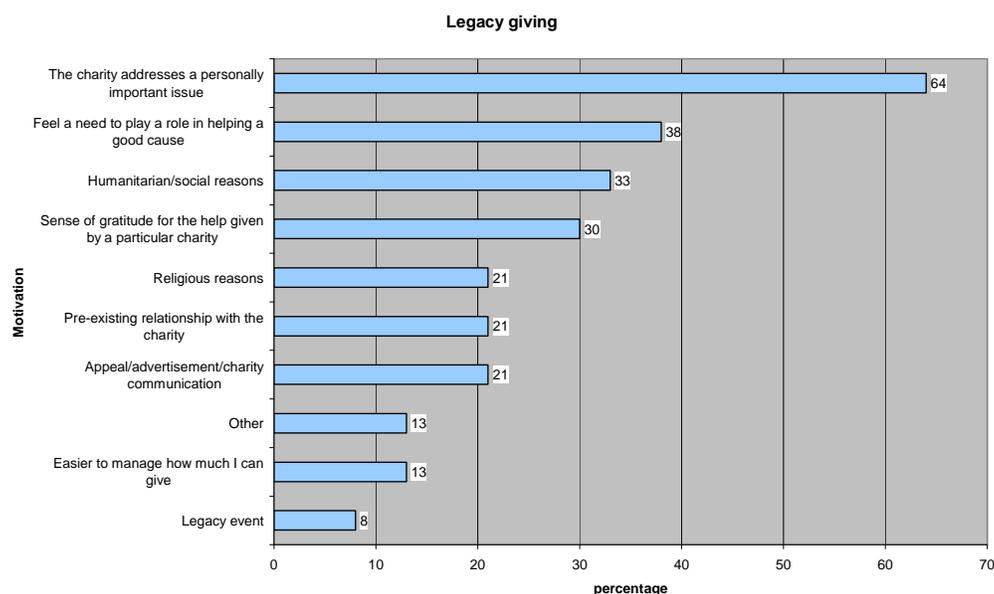
**Figure 9: Reasons For Not Gift Aiding**



## 11 Legacy Giving

It is estimated that charitable legacies are worth almost £2 billion a year in the UK, and thus are of immense importance to both the third sector and the beneficiaries of charitable work.<sup>53</sup> 3% of individuals surveyed had set up a will including a charitable bequest, down from 5% in 2008. From this 3%, 56% had a will that was for a specified amount, with 36% saying it was for a proportion of the estate.<sup>54</sup> 11% of individuals surveyed who did not currently have a will with a legacy provision stated they would consider setting up a charitable bequest in their will, whilst 24% said they may consider it when making a will. 47% said it was not something they would consider. Research suggests that in the current unpredictable economic environment, it is virtually impossible to predict legacy giving trends with any certainty.<sup>55</sup> However, according to the latest figures from Legacy Foresight, the legacy market is projected to grow by an average of 3.1 per cent per year between 2008 and 2015. This is despite the fact that the 42 members of the consortium that provide data for that specific legacy monitor, which represent 47 per cent of the charity legacy market, received 1.4 per cent less in legacy income in the year to June 2010 than they did in the previous 12 months.<sup>56</sup>

**Figure 10: Legacy Giving**



About three-quarters of the value of charitable legacies are given to just 100 major national charities, and as we can see from Figure 10, well over half of those who have set up a legacy donation give “the charity addresses an issue that’s important to me personally” as their main motivation. This suggests that legacy givers have a clear and informed idea of the work and mission of their

<sup>53</sup> Pharoah C. and Professor Harrow, J. (2009) Charitable legacies in an environment of change. The Smith Institute

<sup>54</sup> 8% Don't Know responses

<sup>55</sup> Pharoah C. and Professor Harrow, J. (2009) Charitable legacies in an environment of change. The Smith Institute

<sup>56</sup> ThirdSector Magazine (2010) Legacy Foresight claims wills market is set for growth.

chosen charities. This finding is supported by other research that suggests that issues of trust, nostalgia, tradition and name recognition are important in what is often a complex multifaceted decision.<sup>57</sup> This may help explain why legacy income has become particularly important to some sub-sectors such as social services, environmental charities and research organisations, as they receive the largest shares of legacy income.<sup>58</sup>

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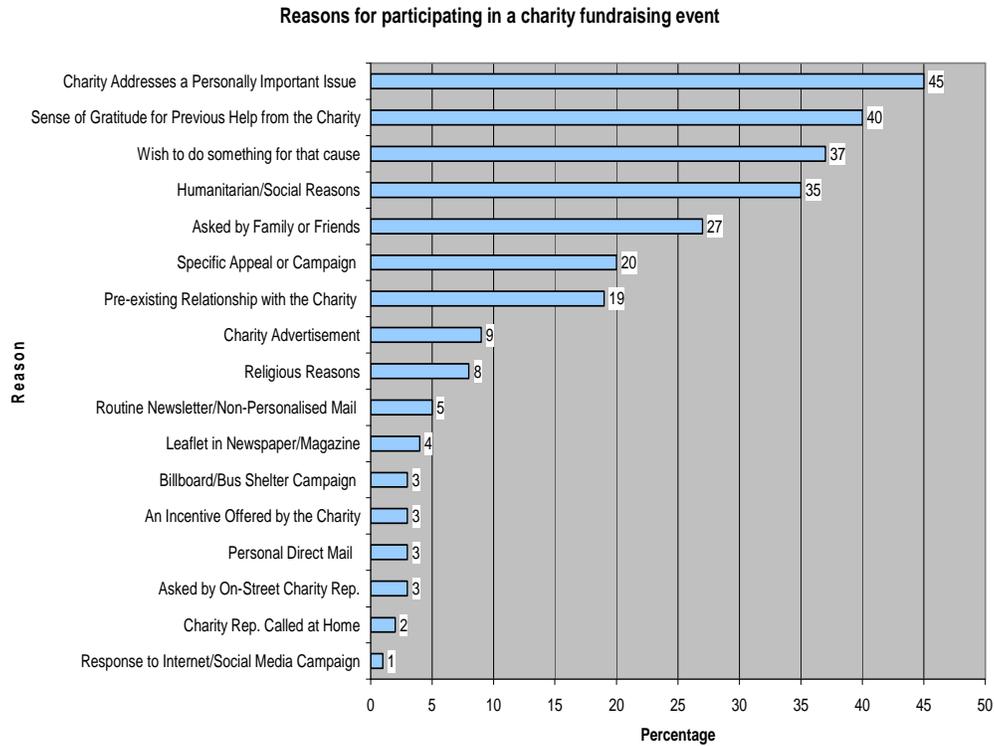
<sup>57</sup> Merchant, A. and Ford, J. (2008) Nostalgia and Giving to Charity: A Conceptual Framework for Giving & Research<sup>7</sup> in International Journal of Non-profit & Voluntary Sector Marketing. Vol. 13, no 1

<sup>58</sup> NCVO/CAF.UK Giving 2010: An overview of charitable giving in the UK, 2009/10. December 2010.

**12 Challenge Events**

17% of respondents had taken part in a charity challenge event. Individuals had often participated for a number of reasons. We can see from Figure 11 that the fact that the charity addresses an issue that is of particular importance to the participant is the main motivation for taking part, while a significant proportion of participants took part as they had a sense of gratitude for help that a particular charity had given them, a friend or a family member.

**Figure 11: Reasons For Participating In A Charity Fundraising Event**

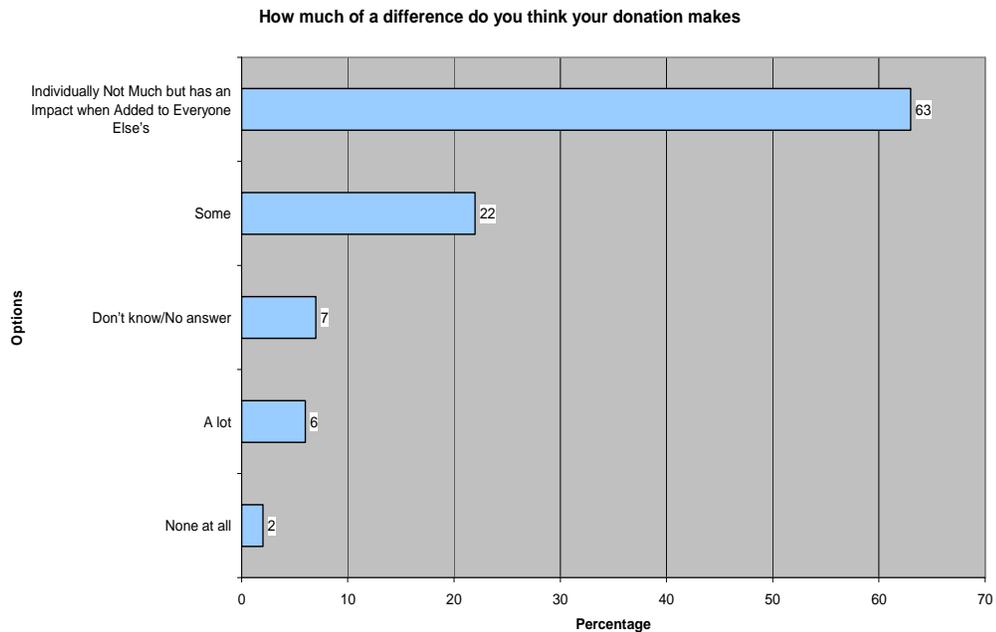


(Base:174, Multiple-response)

### **13 Attitudes And Perceptions Of Giving And The Sector**

- Over half of all donors (57%) agree that they are well informed about how their donations are spent by voluntary and community organisations.
- All those who had made a donation within the last 12 months were asked to choose which of five options best summarised how much a difference they thought their donation made.

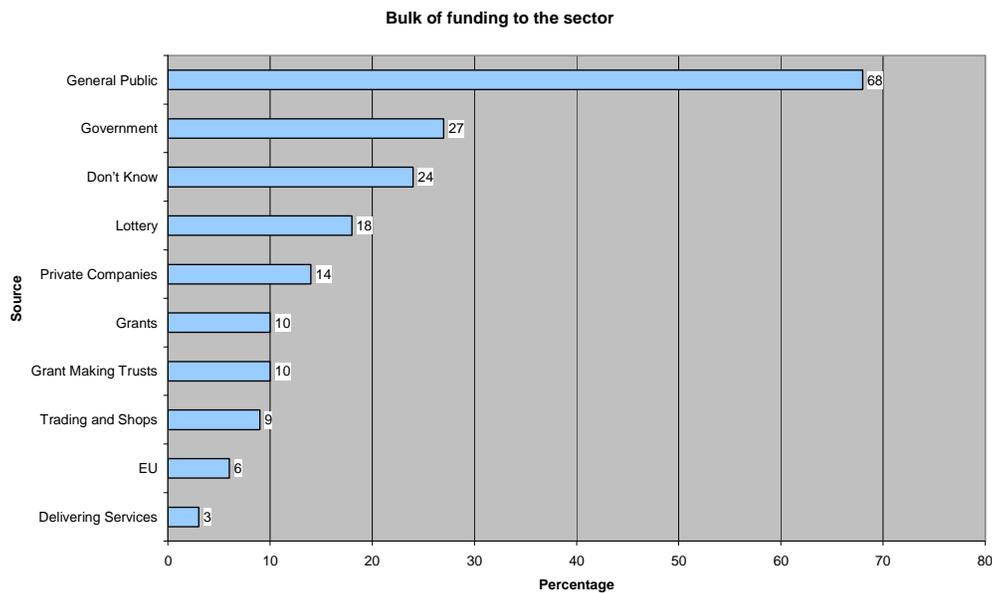
**Figure 12: Opinions On The Difference Made By Donations**



(Base: 888)

- 75% of donors feel it is important that a Northern Ireland based charity benefits from the charitable donations they make.
- 66% of donors agree that regular communications from the charities they support helps build a personal relationship with the charity and its cause.
- Respondents were asked where they believed the sector received the bulk of its funding from. Participants could select a number of sources after being presented with a list of options; these were presented in a random order to each respondent so as to minimize response bias. As we can see in Figure 13, 68% of respondents mentioned the general public as a major funder whilst only 27% mentioned government. This is an interesting finding in terms of people's perceptions, for as research in State of the Sector V found, government is in fact the largest funder.

**Figure 13: Bulk Of Funding To The Sector**



(Base: 987, multiple response)

- 72% of donors agree that it makes sense for their charities to spend more of their donations on fundraising this year if it increases income in future years.
- 74% of donors stated that the amount of money they give to charity is determined by their level of disposal income in any particular month. Taking account of the current economic climate, many donors may now be thinking more carefully about the donations they make.
- The average percentage of income people perceive charities to spend on fundraising is 28%. This is higher than the 20% that people, on average, believe is acceptable to spend on fundraising. Research by Intelligent Giving puts the actual average fundraising spending by the sector as between 12% to 25% of income<sup>59</sup>, suggesting that the public are overestimating what charities spend on fundraising activities.
- The average amount the public perceive charities spend on administration is 36%. This is much higher than what respondents, on average, consider to be an acceptable level. Intelligent Giving lists average charity spending on administration at approximately 12%,<sup>60</sup> lower than the 19%, on average, that the public think is acceptable, and far below what they estimate is actually being spent.

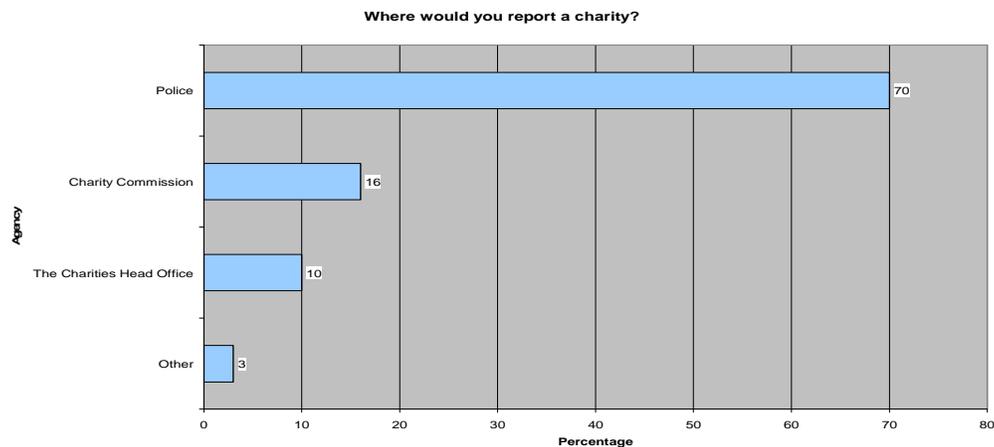
<sup>59</sup> NfP Synergy (July 2008) Charity Awareness Monitor Results Engagement 4 of 6.

<sup>60</sup> NfP Synergy (July 2008) Charity Awareness Monitor Results Engagement 4 of 6.

## **14 Charity Commission**

The Charity Commission for Northern Ireland (CCNI) is the new regulator of charities in Northern Ireland, a non-departmental public body sponsored by the Department for Social Development. It aims to “develop a regulatory framework in which the public have confidence and in which charities can grow and flourish, clear in the knowledge of their rights and responsibilities.”<sup>61</sup> In order to get some sense of the level of public awareness of the Charity Commission and their understanding of its roles and responsibilities, respondents were asked if they would know where to report a charity if they suspected it was acting fraudulently. Of the 22% of respondents that said they would know where to report this, 16% said they would report it to the Charity Commission, however, the vast majority (70%) said they would contact the police.<sup>62</sup>

**Figure 14: Reporting Charities**



(Base:212, multiple response)

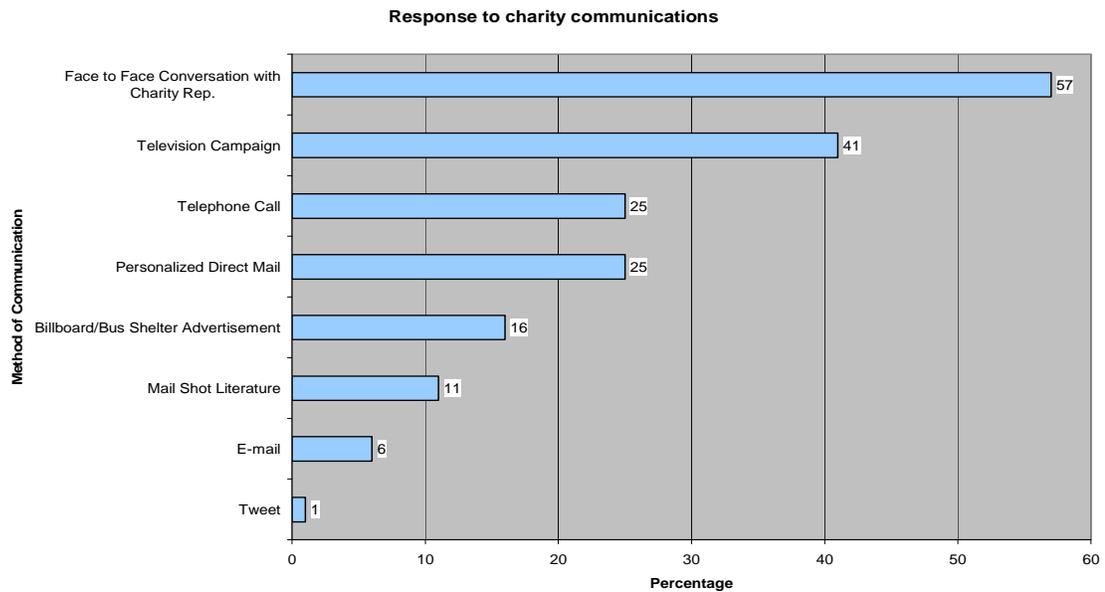
<sup>61</sup> The Charity Commission for Northern Ireland (CCNI) Draft Corporate Plan 2011- 2014

<sup>62</sup> Answers to this question were unprompted.

## **15 Communications From A Charity**

All those who had made a donation within the last 12 months were asked what communications from a charity had motivated them to make a donation. Despite the release of controversial research and recent negative publicity in the press regarding the activities and regulation of on-street fundraisers,<sup>63</sup> as well as public concern that there are too many campaigns of different sorts,<sup>64</sup> television campaigns and face-to-face conversations with a charity representative appear from the findings of this survey to be the most likely communication to elicit a donation.

**Figure 15: Response To Charity Communications**



(Base: 888, multiple response)

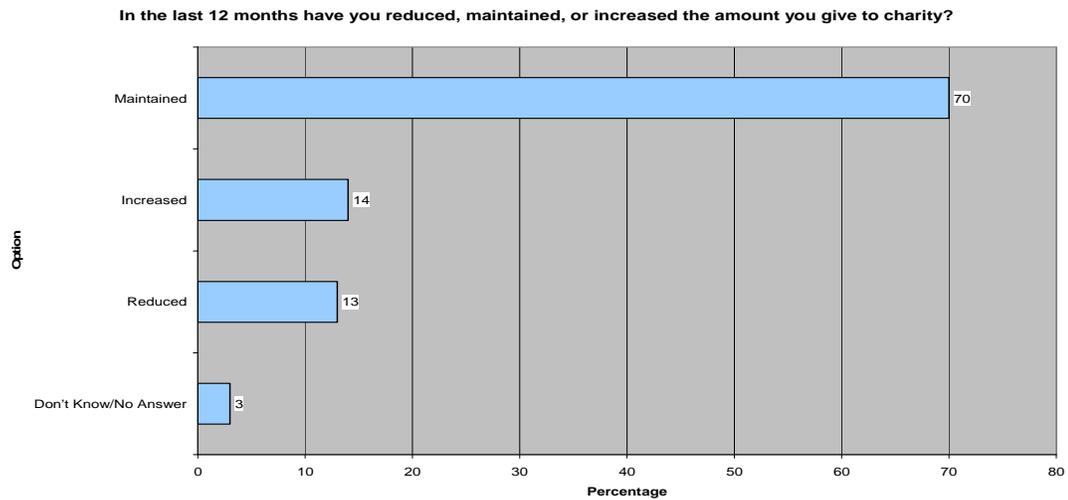
<sup>63</sup> [www.philanthropy.com/blogs/prospecting/scottish-officials-seek-ban-on-street-fund-raising/21761](http://www.philanthropy.com/blogs/prospecting/scottish-officials-seek-ban-on-street-fund-raising/21761)

<sup>64</sup> Farsides (1999) Attitudes towards charitable giving: Some focus group results. Brighton: School of Social Science, Sussex University (for NCVO)

## **16 The Impact Of The Economic Environment On Giving Behaviour**

All donors were asked if during the past 12 months, they had reduced, maintained or increased the amount they give to charity. Given the current economic difficulties, this was a particularly salient issue. As can be seen in Figure 16, whilst a small number of donors (13%) had in fact decreased the amount they give, 84% had either increased or maintained their level of giving. This suggests that giving behaviour is related to more than individual judgement about the wider economic environment, and helps to explain how donation levels have not just weathered the recession, but have actually increased.

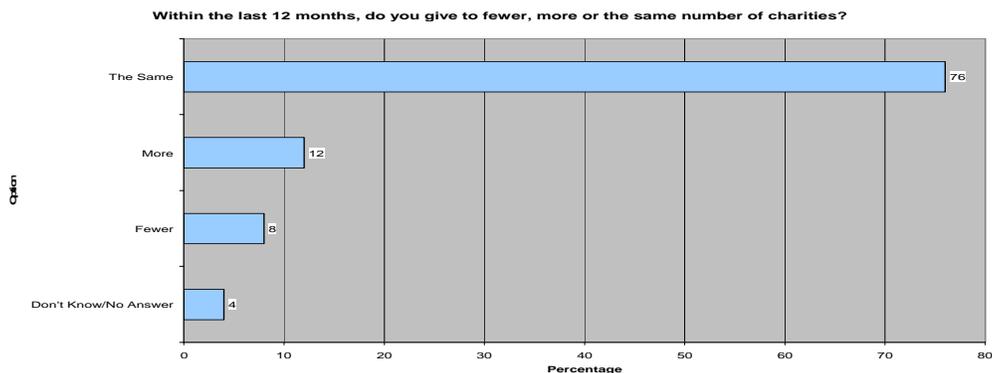
**Figure 16: Amounts Given To Charity In Previous 12 Months**



(Base: 888)

When donors were asked if they gave to fewer, more or the same amount of charities over the last 12 months, the vast majority (76%) said they gave to the same amount of charities. This reinforces previous findings that suggest that people can develop, over time, a commitment to one or a small number of charities that address issues that are pertinent to them, and that a changing economic context has little impact on this giving strategy.

**Figure 17: Commitment To Giving**

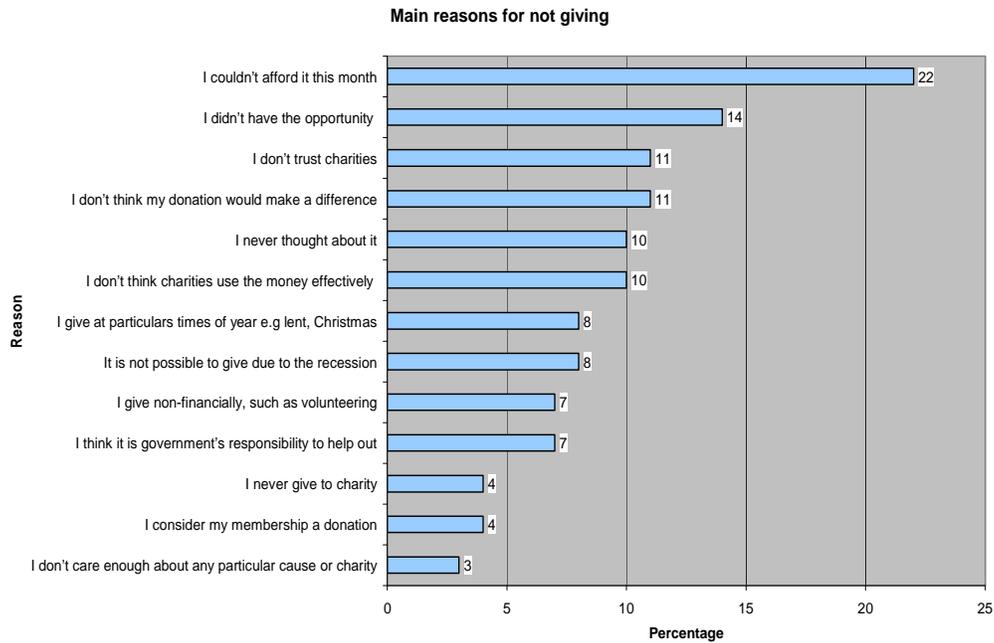


(Base: 888)

**17 Non-Donors**

17% of respondents had not made a donation within the four weeks covered by the survey. As Figure 18 shows, the most common reason for not making a donation was that people felt they couldn't afford it. It is within this group of non-donors that we may be seeing the impact of the recession more clearly, as in the 2008 survey the most popular reason for not making a donation was that they had simply not thought about it.

**Figure 18: Reasons For Not Giving**



## **18 Research Methodology**

### Sampling

In order to ensure that the survey generated reliable and valid estimates, it was imperative that the sampling methodology produced survey results that are representative of all adults (aged 16+) resident in Northern Ireland. Given these considerations sampling was based on the following:

- The sample was stratified by Local Government District (LGD) on a Probability Proportionate to Size (PPS) basis; and,
- Respondents were randomly selected from households within each sampling stratum (LGD), with random selection based on the person with the most recent birthday.
- Fieldwork on the survey was conducted between 5 July 2010 and 13 August.

### Profile of Sample by Local Government District (LGD)

Table 11 below presents a profile of the achieved sample by Local Government District (LGD) and shows that the sample profile matches the actual population profile in terms of LGD.

**Table 11: Profile Of Sample By Local Government District**

Local Government District (LGD)	% Population	Achieved Sample (N=1000)	Region / Number of Cases
Belfast	15.8	158	BELFAST (1) N=158
Antrim	2.8	28	EAST OF THE BANN (2) N=464
Ballymena	3.7	37	
Ards	4.6	46	
Banbridge	2.5	25	
Carrickfergus	2.3	23	
Castlereagh	4.1	41	
Craigavon	4.8	48	
Down	3.8	38	
Larne	1.9	19	
Lisburn	6.3	63	
Newtownabbey	4.9	49	
North Down	4.7	47	
Armagh	3.3	33	
Ballymoney	1.6	16	
Coleraine	3.3	33	

## Northern Ireland Individual Giving Survey 2010

Cookstown	1.9	19	WEST OF THE BANN (3) N=378
Derry	6.0	60	
Dungannon	2.9	29	
Fermanagh	3.5	35	
Limavady	1.8	18	
Magherafelt	2.4	24	
Moyle	0.9	9	
Newry and Mourne	5.1	51	
Omagh	2.8	28	
Strabane	2.3	23	
TOTAL	100	1000	1000
Source: NI Census Data			
NB: Estimates relate to population aged 16+			

### Selecting Households

Within each Local Government District, households with telephone numbers were randomly selected on a Simple Random Sampling (SRS) basis. Given the level of wastage in the sample (ie incorrect telephone numbers etc), an initial sample of 1800 households (stratified by LGD on a PPS basis) with telephone numbers was drawn with the aim of generating 1000 completed interviews from a sample of approximately 1500 usable contact numbers (we estimated a wastage rate of 20%). However, the level of wastage was higher than estimated which required an initial sample of 2310 cases to be drawn.

### Sampling Frame

Telephone numbers were sourced from the Experian National Canvase File, which is updated quarterly, with telephone numbers added from the 'live' BT OSIS Database which is updated on a daily basis. The sample was selected on the basis of LGD and in line with the population proportions listed in Table 1. The sample also included households which were marked as Telephone Preference Service given that the data was being used for market research rather than marketing purposes.

### Selecting Individuals

On contacting households, the person aged 16+ with the most recent birthday was selected for interview. At least 10 attempts were made to contact this individual before they were designated as non-contactable.

Sample Outcomes and Response Rate

Table 12 presents an overview of the sample outcomes and shows that the survey achieved a response rate of 60.2%.

**Table 12: Sample Outcomes Overview**

Breakdown of Achieved Sample by Local Government District / Region		
Total Telephone Numbers Issued	2310	
Ineligible (e.g. inactive telephone lines, commercial)	650	%
Total in Scope	1660	100
Total Interviews (Response Rate)	1000	60.2
Refusal	625	37.7
Non Contact	35	2.1

Sample Errors and Confidence Intervals for Key Variables

Table 13 sets out sampling errors and confidence intervals at the 95% confidence level. Note that the margin of error for all sample estimates is within the parameters of +/- 3.1%.

**Table 13: Sample Errors And Confidence Intervals For Key Variables**

Sampling errors and confidence intervals for key variables					
		% (p)	Standard Error (p)	95% Confidence Limits	
Age	16-24	12	1.0	10.0	-14.0
	25-34	18	1.2	15.6	-20.4
	35-44	14	1.1	11.8	-16.2
	45-54	21	1.3	18.5	-23.5
	55-64	17	1.2	14.7	-19.3
	65+	18	1.2	15.6	-20.4
Sex	Male	48	1.6	44.9	-51.1
	Female	52	1.6	48.9	-55.1
Marital Status	Single	18	1.2	15.6	-20.4
	Married / Civil Partnership	69	1.5	66.1	-71.9
	Separated / Wid / Div	13	1.1	10.9	-15.1
Religion	Catholic	36	1.5	33.0	-39.0
	Protestant	55	1.6	51.9	-58.1
	Other / None	4	0.6	2.8	-5.2
	Refused	4	0.6	2.8	-5.2

Representativeness of the Sample

Table 4 presents an overview of the representativeness of the achieved sample compared with Northern Ireland Census estimates, and shows that the sample compares favourably.

**Table 14: Representativeness Of The Sample**

Representativeness of the Sample Compared with Known Population Parameters			
		Sample %	NI Census (2001) %
Age	16-24	12	17
	25-34	18	17
	35-44	14	18
	45-54	21	17
	55-64	17	13
	65+	18	18
Sex	Male	48	48
	Female	52	52
Marital Status	Single	18	30
	Married / Civil Partnership	69	56
	Separated / Widowed / Divorced	13	14
Religion	Catholic	36	38
	Protestant	55	48
	Other / None	4	<1
	Refused	4	13

Data Preparation and Analysis

Data was captured in Excel using a Computer Assisted Telephone Interviewing (CAPI). This data was then exported to SPSS and subjected to a suite of inter and intra variable validation checks. Standard statistical distribution procedures were used to identify donations that seemed inappropriate to the method of giving, nine particularly high outliers were removed. Where appropriate, comparisons have been made with the 2008 report, such as in the proportions of the total yield by each method and to each cause. However, due to changes in data collection methodology and analysis, comparisons have not been made with previous specific mean figures, but rather have been put into a UK wide context.

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