

NICVA

# Northern Ireland Giving Survey 2008 Summary



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## SUMMARY

The Northern Ireland Giving Survey 2008 was carried out in November 2007. Using telephone interviews 1,008 individuals (aged 16 and over) were asked about their giving behaviour over the previous month. Respondents were drawn from the 2001 Register of Electors using a probability based stratified random sample. Throughout the research report, comparison will be made with the findings of the Northern Ireland Giving Survey 2005.

### Popularity of charitable giving in Northern Ireland

- 91% of individuals had made a charitable donation in the previous 12 months.
- 83.8% of individuals in 2008 had made a donation in the previous month. This can be compared to the previous survey in 2005 where 93.8% of individuals had made a donation.
- 22% of donors make a spontaneous decision to donate to charity.
- The average (mean) donation made is £22.69 per month and the median donation made is £14.00.
- The financial yield of charitable donations witnessed a 4.2% growth from 2005. However when cash donations made in a place of worship are excluded from analysis, the financial yield of charitable donations witnessed a 10.3% decline from 2005. This finding clearly highlights the significance of cash donations made in a place of worship.
- The top five most popular charitable causes are religious organisations, health, children, medical research and 'didn't notice'.

### The significant role of cash donations made in places of worship on the picture of giving

- 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 analysis, the average (mean) donation made in Northern Ireland is £14.22 and the median donation is £10.00.
- Cash donations made in a place of worship generate a substantially higher financial yield than any of the other named giving methods. This form of giving accounts for 40.7% of the total financial yield of all donations made.

## The role of spontaneous and planned giving in Northern Ireland

- The most popular form of giving is philanthropic giving, used by 70.6% of individuals; this includes cash donations and cash donations made in a place of worship.
- The Northern Ireland Giving Survey 2008 found that philanthropic giving has witnessed the most growth since 2005. The most marked growth has been with cash donations made in a place of worship which was used by 40.8% of donors in 2005 but in 2008 this had substantially increased to 50.5% of donors.
- Approximately two fifths (38.7%) of all donors use some form of planned giving.
- 29.6% of all eligible charitable donations were gift aided, this is a significant increase from the previous survey in 2005 when 22% of all eligible donations were gift aided.
- 70.4% of eligible donations were not gift aided. This represents an annual financial loss of £48.2 million that the sector could receive if all eligible donations were gift aided.
- Only 14.4% of philanthropic cash donations (not made in a place of worship) are gift aided. This can be compared to direct debits, a planned type of giving where almost two-thirds of these donations are gift aided.
- The internet is only used by a minority of donors to make charitable donations (0.6% of donors).

## Profile of givers

- Females are more likely than their male counterparts to make charitable donations, though males give slightly higher average donations.
- Individuals aged 45 to 64 years old are the most likely to give to charity and it is generally this group that makes the highest average donations per head of population.
- Individuals who co-habit are the most likely group to make a charitable donation, followed by married individuals. The highest average monthly donation is given by married individuals.

- Individuals who identify themselves as Protestant or Roman Catholic are almost equally as likely to make a charitable donation, however Protestants give a higher average donation.
- Individuals employed in skilled manual occupations are the most likely group to make a charitable donation and individuals employed in professional occupations give the highest average donations.

## Non givers

- 6.2% of individuals surveyed had not made a charitable donation.
- Almost one third (31.7%) of individuals did not make a charitable donation because they couldn't afford it in the month that the survey was carried out.

## Legacy giving

- 4.5% of individuals surveyed had set up a will including a charitable bequest.
- Almost one in three individuals surveyed who did not have a will stated they would consider setting up a charitable bequest when making a will.

## Attitudes to giving

- Over half of donors (54.0%) stated that the amount of money they give to charity is determined by the level of disposal income. Taking account of the current economic climate, many donors may be now thinking more carefully about donations they make.
- Over three quarters (77.0%) of donors feel it is important or very important that people in Northern Ireland benefit from charitable donations made.
- Over half of all donors (54.1%) feel they are reasonably or very well informed of how donations are spent by voluntary and community organisations. However 12.6% of donors have no idea how donations are spent.
- Only 2.2% of donors do not think that their donations make any difference at all.