



Using the ONS Opinions Survey to describe trends and patterns in charitable giving

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Opinions and Lifestyle Survey user meeting on 21 March 2012

Outline

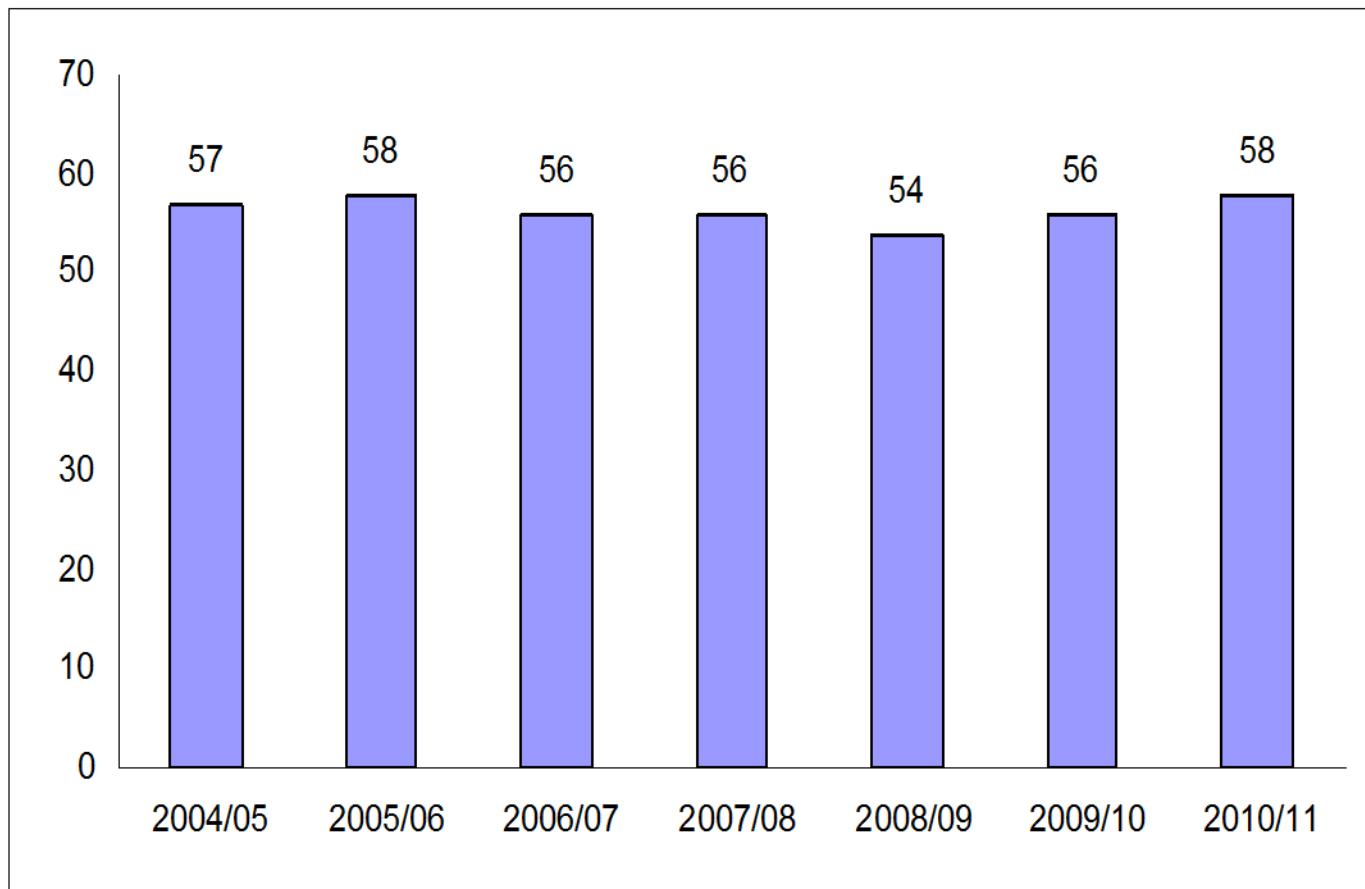
- Background & context
- Some key findings
- Methodological issues
- Why use the ONS Opinions Survey

Background & context

- NCVO is largest umbrella body for the voluntary sector in England
- Donating to charity currently a hot topic (Big Society, economic climate)
- Research into the charitable giving habits of population for some years
- For last 7 yrs NCVO & CAF have produced *UK Giving* based on Opinions data (Jun, Oct & Feb, 3364)

Findings: proportion giving

Proportion (%) of adults in the UK giving to charity, 2004/05 -2010/11

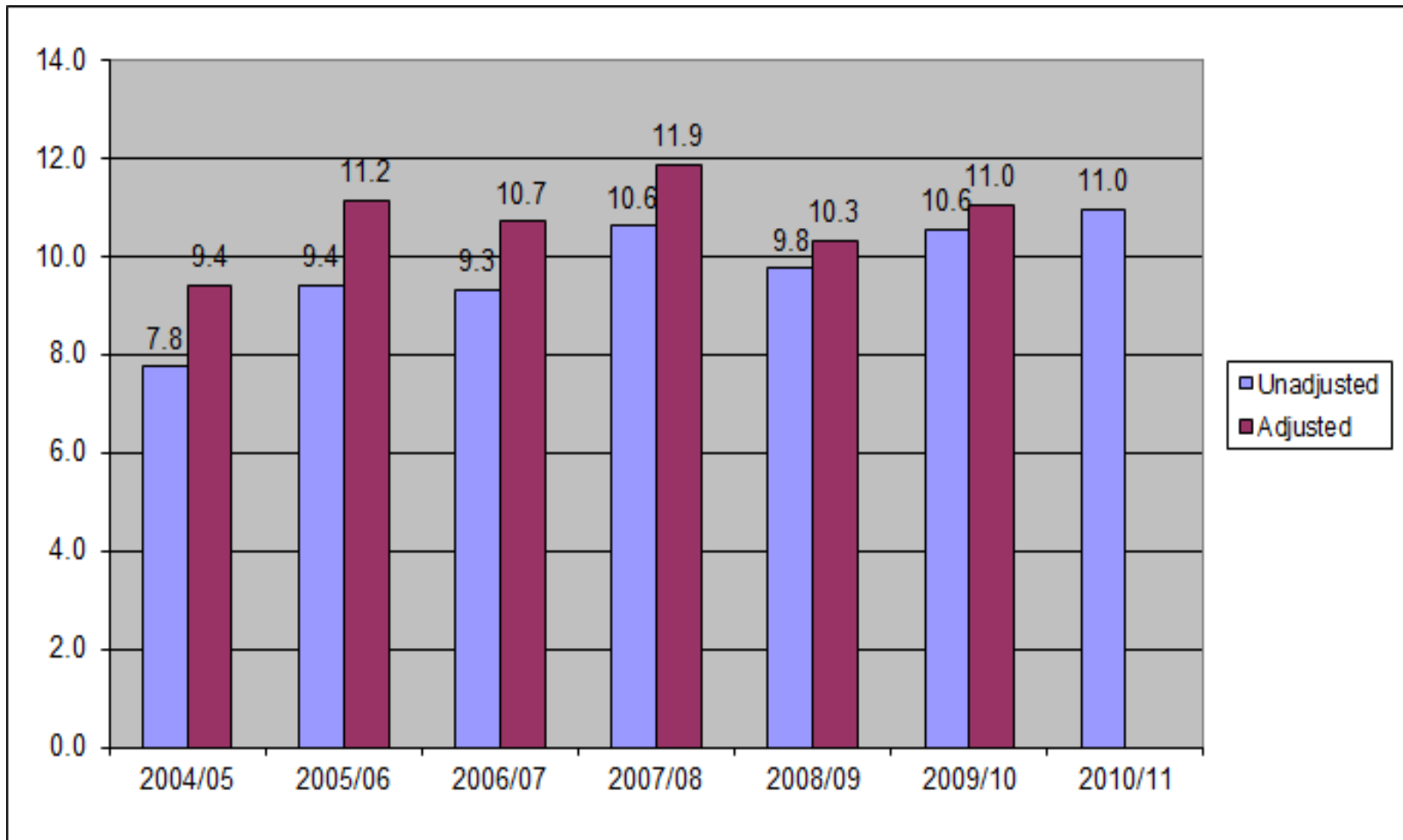


Findings: typical amounts given by individuals

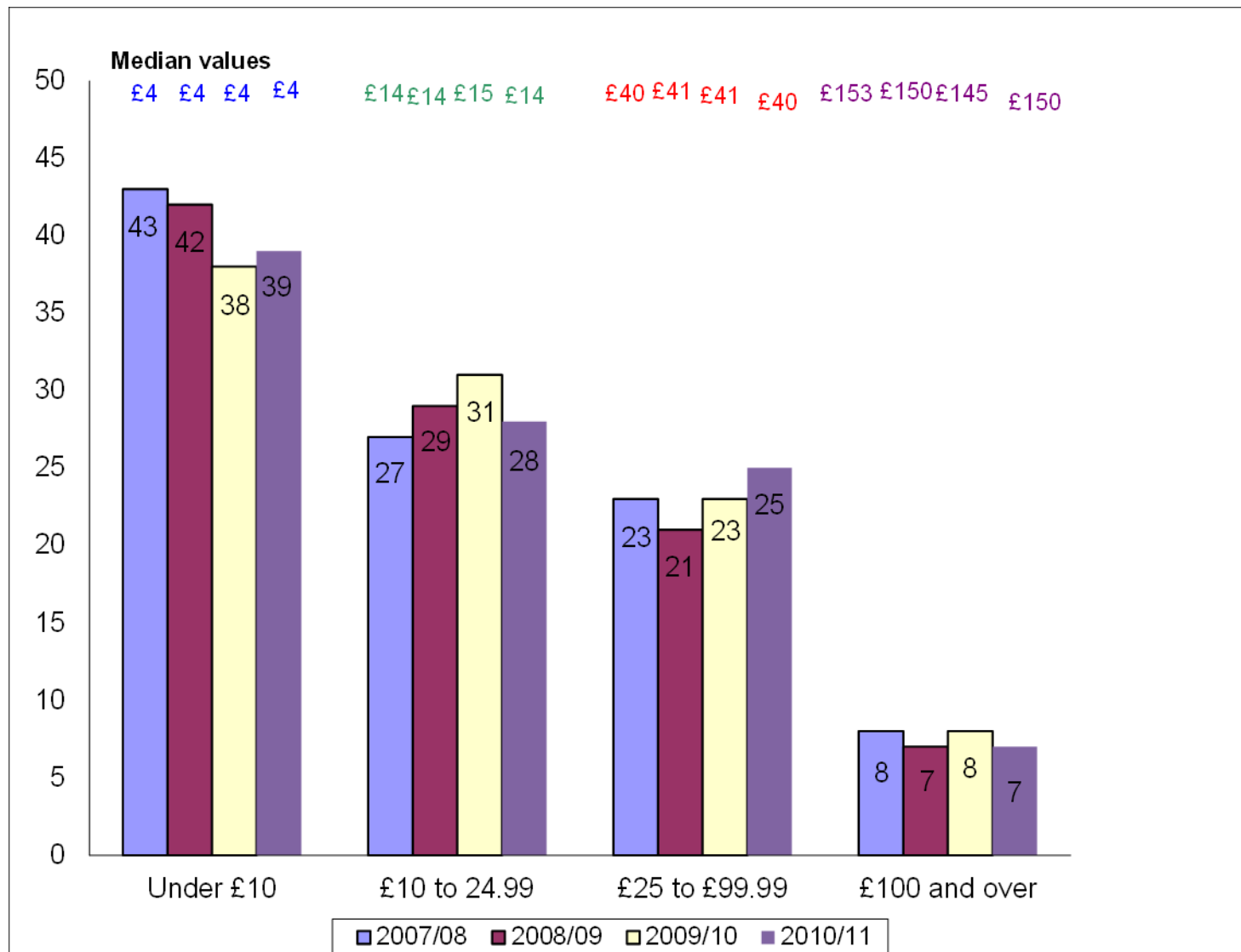
Median and mean amounts given per donor (£), 2004/05 – 2010/11

	2004/05	2005/06	2006/07	2007/08	2008/09	2009/10	2010/11
Median amount per donor (£)	10	10	10	10	10	12	11
Mean amount per donor (£)	24	28	29	32	30	31	31

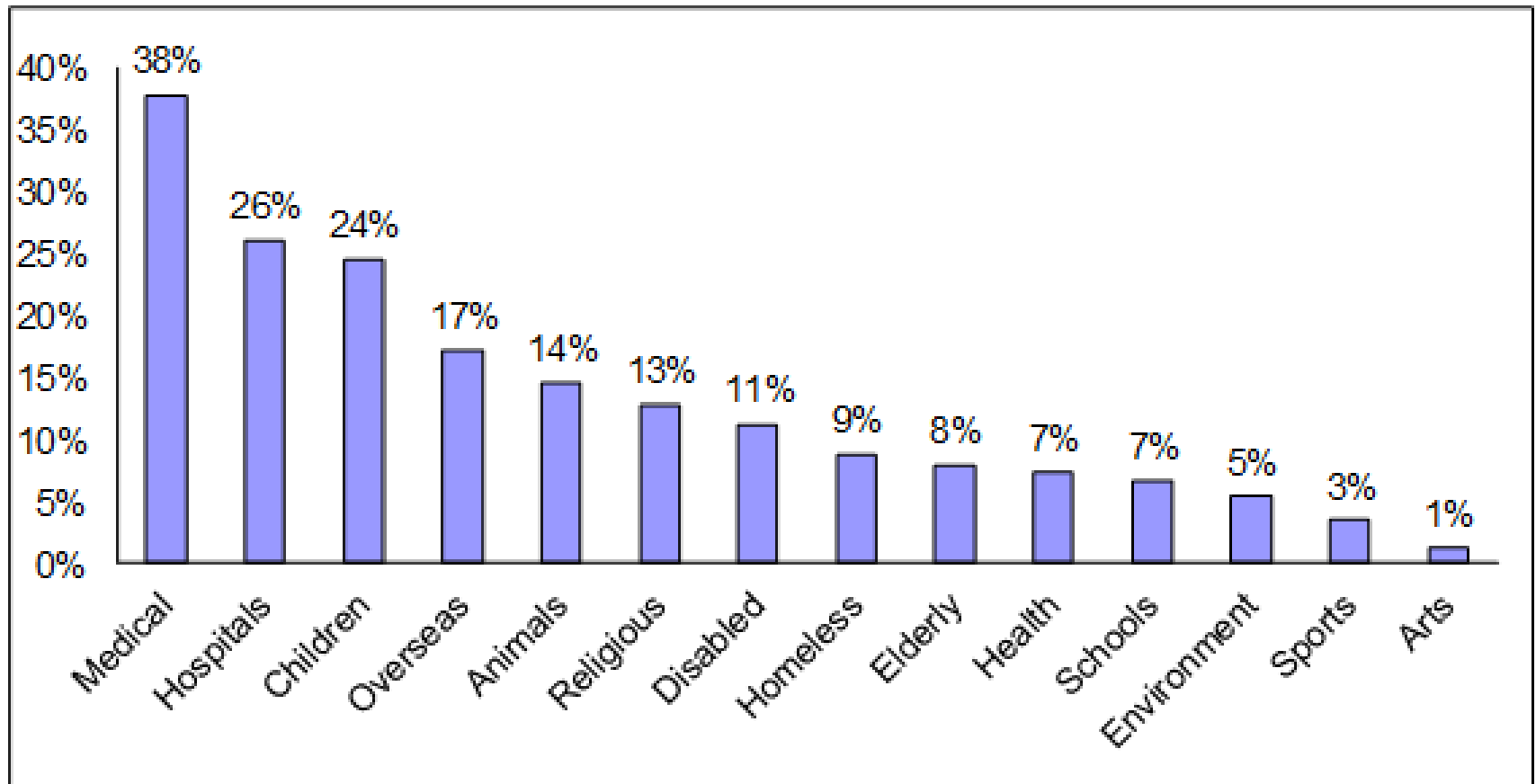
Findings: estimated total amounts given by individuals, 2004/5-20010/11



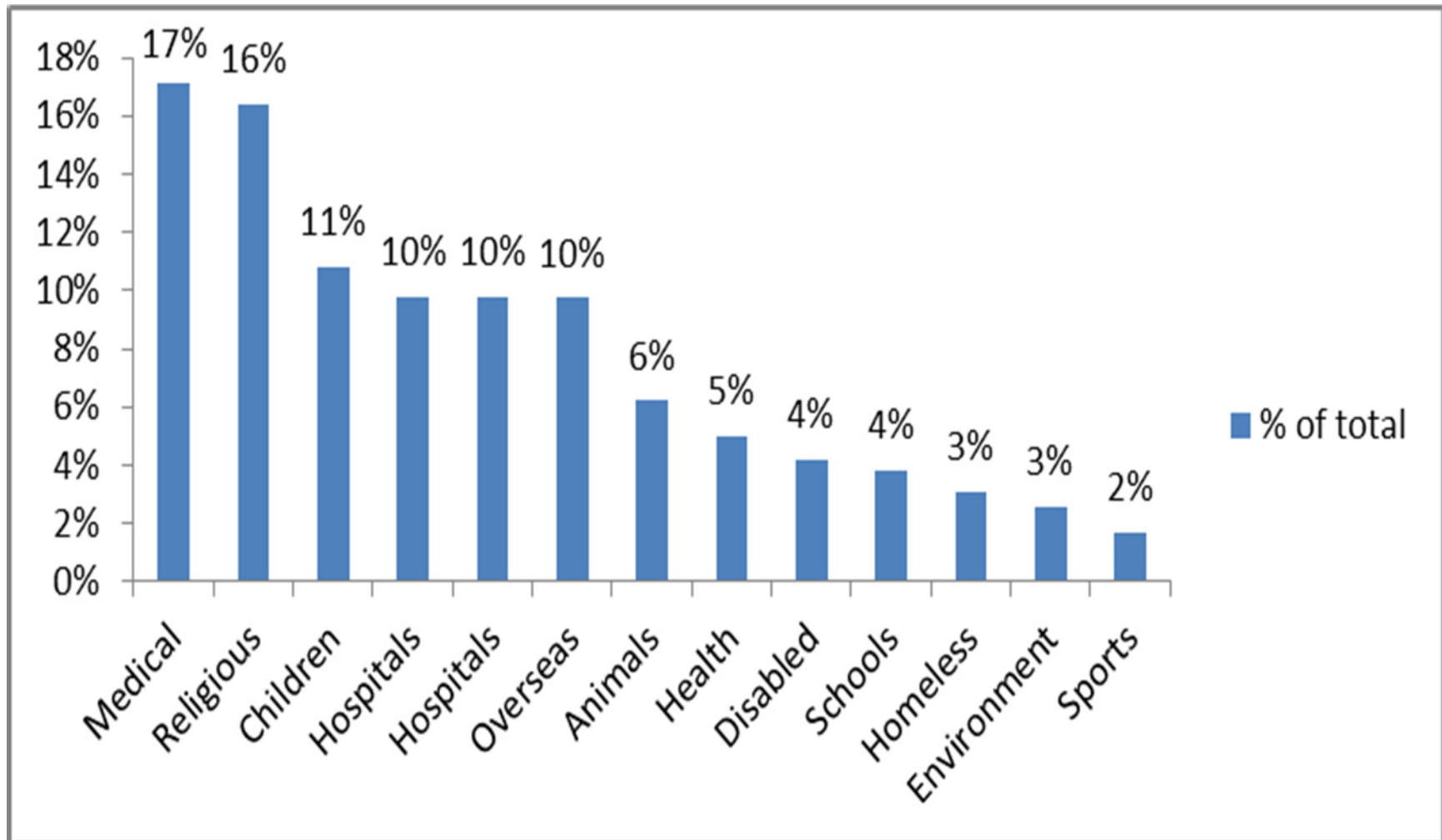
Findings: % of people giving different amounts, 2007/08 – 2010/11



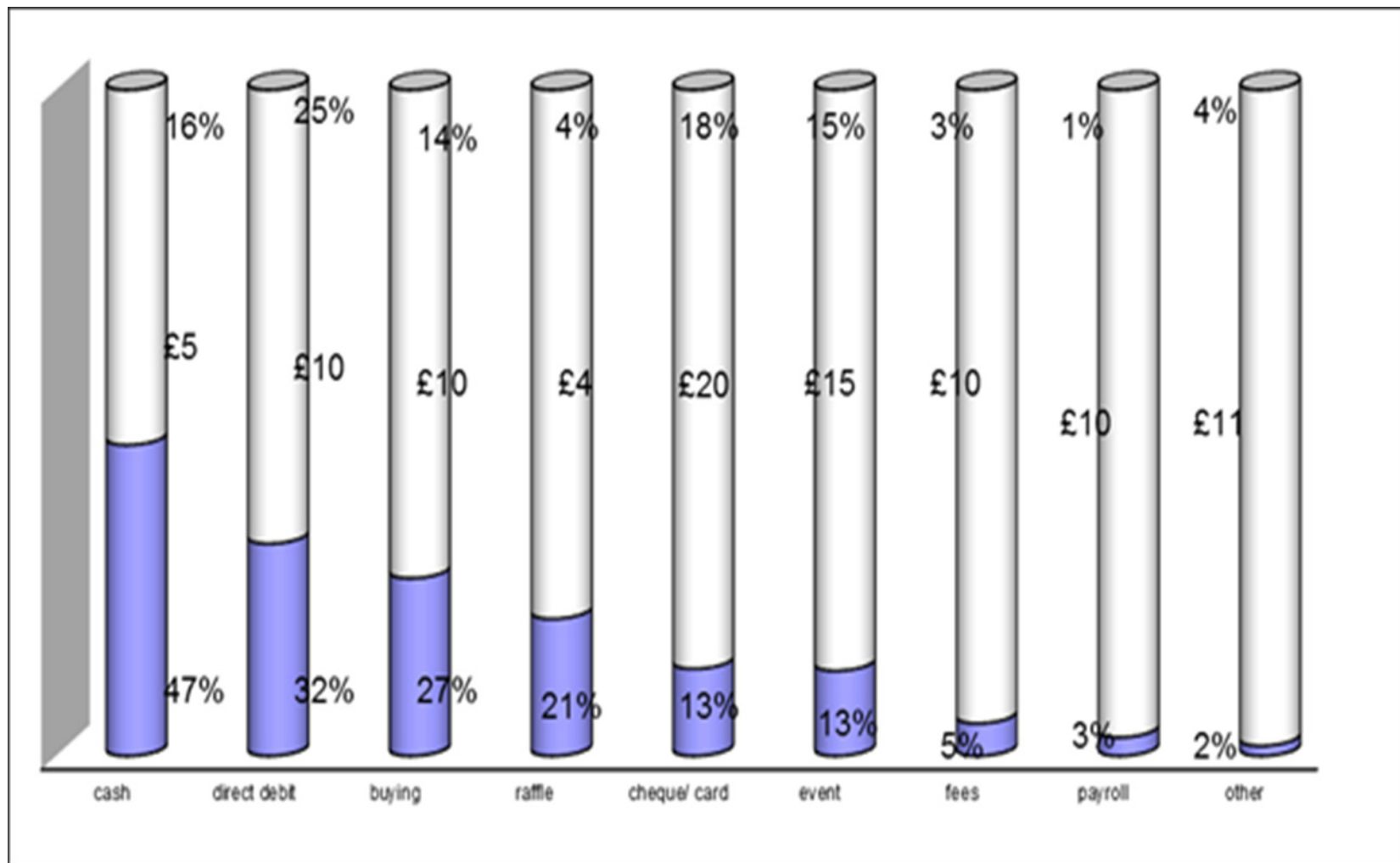
Findings: popularity, % of donors giving to different causes



Findings: popularity, % of amount donated going to different causes



Findings: % of donors giving by different methods, median amount



Methodological issues

- Miss tiny number of people who give extremely large donations
- Accuracy of estimates reliant on people's memories
- Sample size limits sub-group analyses
- Mean amounts fluctuate because of the relatively small numbers giving the largest amounts (>£100)
- Know how/who/what but not why

Why use the ONS Opinions Survey

- Random probability sample – check if differences statistically significant
- Good response rates (62% in 2010/11)
- High quality face-to-face interviewing, providing better data
- High quality weighting and initial editing, which we add to
- Data available at UK Data Archive
- Overall good value for money

Further information

■ See more at

<http://www.ncvo-vol.org.uk/policy-campaigns-research/charitable-giving-philanthropy/whats-evidence>

■ Access data at

UK Data Archive

■ Contact

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