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In June 2021, an online survey was conducted on behalf of Internal Affairs with the general public. The purpose of this survey was to measure public trust and confidence in the New Zealand Charities sector.

This memorandum briefly outlines the methodology that was used to conduct this research and provides a summary of the key results. A clean copy of the dataset has also been provided.

## Methodology

This survey was conducted via Dynata's OmniPulse Omnibus service<sup>1</sup>. The question set was provided by Internal Affairs and was based on previous, more substantial surveys conducted on this same topic in previous years. The question wording was retained to enable comparisons to those of earlier measures. A copy of the question set is provided as an appendix.

The survey results are based on a nationally representative sample of n=2,000 adults aged 18 years and over. Interviewing for this survey was conducted online between 3 - 17 June 2021.

### Weighting and margins of error

The data presented in this report has been weighted to ensure that the results are representative of the New Zealand population by gender and age. The weighting parameters were sourced from Statistics New Zealand and are based on the 2018 Census of Population and Dwellings. A demographic profile of respondents is provided in Table 1 overleaf.

Results based on the (weighted) total sample are subject to a maximum margin of error of +/- 2.3 percent (at the 95 percent confidence level)<sup>2</sup>. This means, for example, that if 50 percent of respondents reported having full trust and confidence in the Charities Sector, we could be 95 percent sure of getting the same result, plus or minus 2.3 percent, had we interviewed everyone in the population.

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<sup>1</sup> Dynata is New Zealand's largest panel provider with over 250,000 active New Zealand panel members.

<sup>2</sup> The margin of error is slightly higher than the conventional margin of error calculation as it takes into account the fact that the data has been weighted.



**Table 1: Demographic profile of the research respondents (unweighted)**

	2021 OmniPulse data	NZ popn (18+) 2018 Census
Unweighted base =	2,020	3,681,290
	%	%
Male	49	49
Female	51	51
18-24	13	12
25-34	17	18
35-44	19	16
45-54	17	17
55-64	15	16
65+	20	20
Northland	3	4
Auckland	33	33
Waikato	10	10
Bay of Plenty	6	7
Gisborne	1	1
Hawkes Bay	4	4
Taranaki	2	2
Manawatu-Wanganui	6	5
Wellington	12	11
Tasman	1	1
Nelson	2	1
Marlborough	1	1
West Coast	0	1
Canterbury	13	13
Otago	5	5
Southland	2	2



## Key findings

### Trust and confidence in the Charities Sector has significantly increased

Public trust and confidence in the Charities Sector is rated at 6.5, which is the **average (mean) score** given by respondents using a 0-10 trust and confidence rating scale (where 0='I don't trust them at all' and 10='I trust them completely').

More specifically, 57% of respondents reported having a relatively high level of trust and confidence in the Charities Sector (rating of 7-10), 34% provided a neutral rating (rating of 4-6) and 9% reported having a relatively low level of trust and confidence (rating of 0-3).

This year's average score (6.5) is **significantly higher** than that for 2019 (5.9).

There were no significant differences in trust and confidence by gender, but there are some by age, with the lowest score recorded for those aged 55-64 years (a mean of 6.2) and the highest recorded for those aged 35-44 years (a mean of 6.9).

### The key factor inspiring trust and confidence is that a charity 'makes a difference'

When asked to identify the particular characteristics that inspire trust and confidence in a particular charity, approximately one-half or more of all respondents identified the following drivers:

- That they make a positive difference (62%).
- They are a registered charity (56%).
- They spend their money wisely and effectively (46%).
- They ensure the majority of donations get to the end cause (46%).

### A regulator is considered (more) important

Respondents were also asked to rate how important or essential they believe it is that the Charities Sector has a regulator. The majority of respondents indicated that this was indeed a very important function, with an average (mean) score rating of 8.3 (where 0='not at all important' and 10='essential').

In fact, over one-third of all respondents (38%) rated the importance of the sector having a regulator with the **highest** possible rating (i.e. a 10). Overall, 83% of respondents reported it important that the Charities Sector has a regulator (rating of 7-10), 14% provided a neutral rating (rating of 4-6) and 1% reported it unimportant (rating of 0-3).

Again, this year's average score (8.3) is **significantly higher** than that for 2019 (8.1).

Females were more likely than males to rate having a regulator as important (means of 8.4 and 8.2 respectively), as well as older respondents (e.g. a mean of 9.0 for respondents aged 65+ compared with a mean of 7.6 for those aged 18-34).



Table 2:

*Q1 On a scale from 0 to 10, where 0 means you don't trust charities at all, and 10 means you trust charities completely, generally how much trust and confidence do you have in charities?*

	Total 2021 2020 %	Total 2019 2000 %
Unweighted base =		
0 -I don't trust them at all	1	3
1	1	2
2	3	3
3	4	4
4	4	5
Neutral 5	19	27
6	11	14
7	21	19
8	21	15
9	9	5
10 -I trust them completely	6	3
<b>Total</b>	<b>100</b>	<b>100</b>
<b>Average</b>	<b>6.5</b>	<b>5.9</b>

Total may not sum to 100% due to rounding.

Table 3:

*Q2 Which of the following characteristics makes you have trust and confidence in an individual charity?*

	Total 2021 2020 %	Total 2019 2000 %
Unweighted base =		
They make a positive difference	62	62
They are a registered charity	56	56
They spend their money wisely and effectively	46	50
They ensure the majority of donations get to the end cause	46	49
Their fundraisers are ethical and honest	43	47
They let the public know how they use their resources including money from donations	43	47
They are well managed	42	41
They are there for New Zealanders	35	34
How the charity raises funds	31	34
They react in times of natural disasters	31	29
They work towards an end cause, that is important to me	28	29
They are publicly supported by well-known people	18	21
I feel a personal connection to them	17	17
I can claim a tax credit on my donations to them	14	13
I can support them through payroll giving	3	4
I'm not really sure	5	8
None of these	2	4

Total may exceed 100% because of multiple responses.



Table 4:

*Q3 On a scale from 0 to 10, where 0 means not at all important and 10 means essential, how important do you think it is to have a regulator that performs these functions?*

Unweighted base =	Total 2021	Total 2019
	2020 %	2000 %
0- Not at all important	0	0
1	0	0
2	0	0
3	1	1
4	1	1
Neutral 5	9	14
6	4	6
7	10	11
8	18	16
9	17	13
10 - Essential 10	38	38
<b>Total</b>	<b>100</b>	<b>100</b>
<b>Total</b>	<b>8.3</b>	<b>8.1</b>

Total may not sum to 100% due to rounding.



## Question set

Theme	Question
Overall level of trust and confidence in charities	<p>On a scale from 0 to 10, where 0 means you don't trust charities at all, and 10 means you trust charities completely, generally how much trust and confidence do you have in charities?</p> <ul style="list-style-type: none"><li>a. 0 I don't trust them at all</li><li>b. 1</li><li>c. 2</li><li>d. 3</li><li>e. 4</li><li>f. 5</li><li>g. 6</li><li>h. 7</li><li>i. 8</li><li>j. 9</li><li>k. 10 I trust them completely</li></ul>
Drivers of trust and confidence in individual charities	<p>Which of the following characteristics makes you have trust and confidence in an individual charity?</p> <p><i>Please select all that apply</i></p> <ul style="list-style-type: none"><li>a. They make a positive difference</li><li>b. Their fundraisers are ethical and honest</li><li>c. How the charity raise funds</li><li>d. They spend their money wisely and effectively</li><li>e. They are well managed</li><li>f. They are publicly supported by well-known people</li><li>g. They are a registered charity</li><li>h. They ensure the majority of donations get to the end cause</li><li>i. They let the public know how they use their resources including money from donations</li><li>j. They are there for New Zealanders</li><li>k. They react in times of natural disasters</li><li>l. I feel a personal connection to them</li><li>m. They work towards an end cause that is important to me</li><li>n. I can claim a tax credit on my donations to them</li><li>o. I can support them through payroll giving</li><li>p. None of these</li><li>q. I'm not really sure</li></ul>



Importance of being regulated

*Intro: Charities Services is part of the Department of Internal Affairs. Its role is to ensure the public can support charities with confidence by registering and regulating charities in New Zealand. They:*

- Register charities, after examining their purposes, rules and activities, with the support of the independent Charities Registration Board*
- Regulate charities by ensuring they stay within the law and are run for the public benefit, investigate allegations of serious wrongdoing by charities, and provide information and resources to support charities.*

On a scale from 0 to 10, where 0 means not at all important and 10 means essential, how important do you think it is to have a regulator that performs these functions?

- 0 Not at all important
- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9
- 10 Essential