

Q1 How important do you think it is for people to give money to charity?	
Base: All Respondents	
Very important (4)	45%
Quite important (3)	41%
Not very important (2)	7%
Not at all important (1)	4%
DK	3%
Mean	3.3

Q1 How important do you think it is to give time to charity?	
Base: All Respondents	
Very important (4)	43%
Quite important (3)	47%
Not very important (2)	4%
Not at all important (1)	4%
DK	3%
Mean	3.34

Q2 Have you given time or money to charity in the last month?	
Base: All respondents	
Yes (net)	72%
Yes - gave time	8%
Yes - gave money	45%
Yes - gave the time and money	18%
No	28%

Q3 Which one of the following would encourage you to give to charity?	
Base: All respondents who have not given time or money to charity in the last month	
A method whereby the tax man adds to your donation	24%
Easier ways to give your time	15%
Easier ways to give money	18%
A government led promotional campaign	11%

DK	32%
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Q3 Which one of the following would encourage you to give to charity?

Base: All respondents who have given time or money to charity in the last month

A method whereby the tax man adds to your donation	81%
Easier ways to give your time	17%
Easier ways to give money	15%
A government led promotional campaign	18%
DK	18%