

## **Poll for Sutton Trust**

**Fieldwork:** 2<sup>nd</sup> December – 6<sup>th</sup> December 2019

**Interview method:** Online survey

**Population represented:** UK adults

**Sample size:** 1000

### **Methodology:**

All results are weighted using Iterative Proportional Fitting, or 'Raking'. The results are weighted by age, gender, region, Social Grade, 2017 General Election vote and 2016 EU Referendum vote. Target proportions are derived from census data and election results.

Public First is a member of the BPC and abides by its rules. For more information please contact Seb Wride ([seb@publicfirst.co.uk](mailto:seb@publicfirst.co.uk))

**Do you know what the word "philanthropy" means?**

		Gender		Age						Region												
		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
	Unweighted	1000	487	513	138	155	173	174	143	217	136	113	81	95	73	90	85	42	114	93	49	29
	<b>Weighted</b>	<b>1000</b>	<b>490</b>	<b>510</b>	<b>140</b>	<b>170</b>	<b>170</b>	<b>170</b>	<b>140</b>	<b>210</b>	<b>140</b>	<b>135</b>	<b>80</b>	<b>90</b>	<b>70</b>	<b>90</b>	<b>80</b>	<b>40</b>	<b>110</b>	<b>85</b>	<b>50</b>	<b>30</b>
Yes		61%	69%	54%	44%	45%	54%	60%	79%	81%	75%	66%	58%	61%	54%	56%	63%	48%	53%	64%	61%	58%
No		39%	31%	46%	56%	55%	46%	40%	21%	19%	25%	34%	42%	39%	46%	44%	37%	52%	47%	36%	39%	42%

Fieldwork: 2nd - 6th December 2019

Data weighted to UK population by gender, age, region, social grade, 2017 vote, 2016 referendum vote

**Do you know what the word "philanthropy" means?**

		Social Grade		EU 2016 Vote			2017				VI				
		Total	ABC1	C2DE	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	I did not vote	Conservative	Labour	Liberal Democrats	The Brexit Party
	Unweighted	1000	501	494	403	456	92	319	322	74	97	309	292	103	43
	<b>Weighted</b>	<b>1000</b>	<b>527</b>	<b>468</b>	<b>415</b>	<b>380</b>	<b>136</b>	<b>320</b>	<b>305</b>	<b>57</b>	<b>145</b>	<b>313</b>	<b>279</b>	<b>92</b>	<b>43</b>
Yes		61%	73%	48%	60%	71%	52%	70%	61%	75%	47%	69%	54%	78%	53%
No		39%	27%	52%	40%	29%	48%	30%	39%	25%	53%	31%	46%	22%	47%

Fieldwork: 2nd - 6th December 2019

Data weighted to UK population by gender, age, region, social grade, 2017 vote, 2016 referendum vote

**Do you give money to charity?**

		Gender		Age						Region												
		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
	Unweighted	1000	487	513	138	155	173	174	143	217	136	113	81	95	73	90	85	42	114	93	49	29
	<b>Weighted</b>	<b>1000</b>	<b>490</b>	<b>510</b>	<b>140</b>	<b>170</b>	<b>170</b>	<b>170</b>	<b>140</b>	<b>210</b>	<b>140</b>	<b>135</b>	<b>80</b>	<b>90</b>	<b>70</b>	<b>90</b>	<b>80</b>	<b>40</b>	<b>110</b>	<b>85</b>	<b>50</b>	<b>30</b>
Yes		74%	74%	75%	65%	68%	71%	72%	76%	89%	80%	73%	72%	77%	78%	66%	76%	74%	74%	75%	73%	66%
No		26%	26%	25%	35%	32%	29%	28%	24%	11%	20%	27%	28%	23%	22%	34%	24%	26%	26%	25%	27%	34%

Fieldwork: 2nd - 6th December 2019

Data weighted to UK population by gender, age, region, social grade, 2017 vote, 2016 referendum vote

**Do you give money to charity?**

		Social Grade		EU 2016 Vote			2017				VI				
		Total	ABC1	C2DE	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	I did not vote	Conservative	Labour	Liberal Democrats	The Brexit Party
	Unweighted	1000	501	494	403	456	92	319	322	74	97	309	292	103	43
	<b>Weighted</b>	<b>1000</b>	<b>527</b>	<b>468</b>	<b>415</b>	<b>380</b>	<b>136</b>	<b>320</b>	<b>305</b>	<b>57</b>	<b>145</b>	<b>313</b>	<b>279</b>	<b>92</b>	<b>43</b>
Yes		74%	77%	71%	79%	79%	57%	81%	77%	84%	55%	79%	75%	74%	77%
No		26%	23%	29%	21%	21%	43%	19%	23%	16%	45%	21%	25%	26%	23%

Fieldwork: 2nd - 6th December 2019

Data weighted to UK population by gender, age, region, social grade, 2017 vote, 2016 referendum vote

**How often do you give money to charity?**

	Total	Gender		Age						Region											
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1000	487	513	138	155	173	174	143	217	136	113	81	95	73	90	85	42	114	93	49	29
Weighted	1000	490	510	140	170	170	170	140	210	140	135	80	90	70	90	80	40	110	85	50	30
Daily	2%	2%	2%	6%	3%	0%	2%	0%	1%	5%	1%	0%	1%	3%	4%	1%	2%	3%	0%	0%	0%
Weekly	6%	7%	6%	10%	9%	4%	3%	5%	5%	9%	5%	5%	6%	4%	3%	9%	5%	7%	4%	5%	10%
Multiple times a month	9%	10%	8%	11%	10%	9%	7%	8%	9%	10%	7%	4%	12%	10%	10%	10%	14%	3%	15%	7%	8%
Monthly	23%	24%	22%	18%	17%	22%	19%	26%	35%	26%	25%	21%	25%	26%	25%	19%	17%	23%	22%	27%	12%
Every 2-3 months	11%	10%	12%	12%	13%	4%	15%	10%	11%	10%	11%	13%	8%	13%	8%	9%	16%	11%	9%	13%	19%
A few times a year	24%	22%	25%	17%	17%	27%	27%	26%	26%	18%	28%	33%	28%	17%	19%	25%	17%	24%	25%	23%	29%
Some years	4%	4%	4%	3%	5%	5%	4%	5%	2%	2%	2%	4%	5%	5%	11%	4%	2%	2%	5%	3%	0%
Less often	7%	7%	8%	4%	6%	9%	11%	9%	5%	8%	7%	11%	7%	13%	7%	6%	14%	4%	7%	5%	0%
Never	11%	12%	11%	13%	17%	16%	11%	10%	4%	10%	12%	9%	7%	7%	10%	12%	10%	20%	12%	10%	22%
Don't know	2%	2%	3%	4%	2%	3%	2%	2%	1%	2%	1%	1%	0%	3%	3%	5%	3%	3%	1%	7%	0%

Fieldwork: 2nd - 6th December 2019

Data weighted to UK population by gender, age, region, social grade, 2017 vote, 2016 referendum vote

**How often do you give money to charity?**

	Total	Social Grade		EU 2016 Vote			2017				VI			
		ABC1	C2DE	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	I did not vote	Conservative	Labour	Liberal Democrats	The Brexit Party
Unweighted	1000	501	494	403	456	92	319	322	74	97	309	292	103	43
<b>Weighted</b>	<b>1000</b>	<b>527</b>	<b>468</b>	<b>415</b>	<b>380</b>	<b>136</b>	<b>320</b>	<b>305</b>	<b>57</b>	<b>145</b>	<b>313</b>	<b>279</b>	<b>92</b>	<b>43</b>
Daily	2%	2%	2%	1%	3%	2%	1%	3%	1%	2%	1%	4%	1%	2%
Weekly	6%	5%	7%	5%	7%	7%	5%	9%	10%	2%	7%	8%	5%	6%
Multiple times a month	9%	10%	8%	11%	9%	3%	8%	10%	12%	5%	9%	11%	8%	9%
Monthly	23%	26%	20%	27%	26%	10%	28%	24%	34%	11%	26%	25%	30%	33%
Every 2-3 months	11%	12%	9%	13%	9%	11%	13%	8%	8%	11%	12%	9%	9%	19%
A few times a year	24%	25%	23%	23%	22%	32%	26%	21%	17%	28%	26%	20%	26%	10%
Some years	4%	3%	5%	4%	5%	2%	4%	6%	4%	3%	4%	4%	6%	0%
Less often	7%	6%	9%	7%	7%	9%	7%	6%	3%	16%	8%	6%	8%	10%
Never	11%	10%	14%	9%	9%	21%	7%	11%	7%	22%	8%	13%	8%	11%
Don't know	2%	2%	3%	0%	2%	3%	0%	1%	4%	1%	0%	1%	1%	0%

Fieldwork: 2nd - 6th December 2019

Data weighted to UK population by gender, age, region, social grade, 2017 vote, 2016 referendum vote

**How much do you typically when giving money to charity?**

		Gender		Age						Region												
		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
	Unweighted	1000	487	513	138	155	173	174	143	217	136	113	81	95	73	90	85	42	114	93	49	29
	Weighted	1000	490	510	140	170	170	170	140	210	140	135	80	90	70	90	80	40	110	85	50	30
Whatever spare change I have	23%	20%	26%	23%	21%	22%	30%	27%	18%	13%	24%	32%	25%	24%	23%	29%	12%	21%	25%	32%	21%	
£5 or less	23%	22%	23%	23%	19%	23%	24%	23%	24%	20%	23%	26%	25%	28%	29%	24%	15%	18%	24%	20%	18%	
£5 - £20	25%	26%	25%	17%	25%	20%	26%	25%	36%	25%	24%	22%	28%	23%	25%	22%	42%	28%	21%	27%	32%	
£20 - £50	8%	10%	6%	12%	12%	10%	3%	2%	9%	14%	8%	9%	7%	13%	6%	3%	8%	8%	7%	3%	3%	
£50 - £100	2%	3%	2%	5%	2%	2%	1%	4%	2%	10%	2%	1%	3%	1%	0%	1%	0%	1%	1%	0%	0%	
Over £100	1%	2%	1%	3%	2%	1%	0%	2%	1%	2%	0%	1%	0%	0%	3%	1%	6%	1%	3%	0%	3%	
Don't Know	3%	3%	4%	0%	1%	3%	4%	5%	5%	3%	6%	0%	5%	1%	1%	4%	5%	1%	6%	2%	2%	

Fieldwork: 2nd - 6th December 2019

Data weighted to UK population by gender, age, region, social grade, 2017 vote, 2016 referendum vote

**How much do you typically when giving money to charity?**

	Total	Social Grade		EU 2016 Vote			2017				VI			
		ABC1	C2DE	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	I did not vote	Conservative	Labour	Liberal Democrats	The Brexit Party
Unweighted	1000	501	494	403	456	92	319	322	74	97	309	292	103	43
<b>Weighted</b>	<b>1000</b>	<b>527</b>	<b>468</b>	<b>415</b>	<b>380</b>	<b>136</b>	<b>320</b>	<b>305</b>	<b>57</b>	<b>145</b>	<b>313</b>	<b>279</b>	<b>92</b>	<b>43</b>
Whatever spare change I have	23%	19%	28%	24%	20%	27%	22%	21%	18%	33%	22%	19%	20%	31%
£5 or less	23%	22%	24%	24%	21%	27%	25%	24%	19%	23%	28%	22%	26%	17%
£5 - £20	25%	30%	20%	28%	28%	13%	30%	25%	34%	14%	27%	28%	25%	34%
£20 - £50	8%	9%	6%	9%	10%	3%	7%	11%	11%	4%	7%	9%	11%	6%
£50 - £100	2%	3%	2%	2%	4%	0%	1%	4%	6%	0%	1%	4%	5%	0%
Over £100	1%	1%	2%	1%	1%	3%	2%	1%	0%	2%	2%	1%	1%	0%
Don't Know	3%	5%	2%	3%	3%	4%	4%	3%	1%	2%	4%	1%	4%	2%

Fieldwork: 2nd - 6th December 2019

Data weighted to UK population by gender, age, region, social grade, 2017 vote, 2016 referendum vote

**When you give to charity, do you ensure that Gift Aid is added?**

		Gender		Age						Region												
		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
	Unweighted	1000	487	513	138	155	173	174	143	217	136	113	81	95	73	90	85	42	114	93	49	29
	<b>Weighted</b>	<b>1000</b>	<b>490</b>	<b>510</b>	<b>140</b>	<b>170</b>	<b>170</b>	<b>170</b>	<b>140</b>	<b>210</b>	<b>140</b>	<b>135</b>	<b>80</b>	<b>90</b>	<b>70</b>	<b>90</b>	<b>80</b>	<b>40</b>	<b>110</b>	<b>85</b>	<b>50</b>	<b>30</b>
Yes		36%	40%	33%	26%	31%	36%	36%	39%	45%	35%	45%	38%	38%	46%	34%	24%	40%	33%	38%	21%	36%
Sometimes		22%	22%	22%	21%	27%	18%	22%	26%	21%	26%	17%	15%	23%	19%	24%	24%	20%	18%	21%	45%	21%
No		21%	18%	23%	19%	17%	20%	24%	20%	24%	21%	19%	27%	29%	18%	17%	30%	14%	20%	21%	11%	13%
Don't Know / I don't know what Gift Aid is		7%	6%	9%	16%	7%	8%	6%	3%	4%	6%	5%	11%	3%	8%	12%	6%	13%	7%	7%	7%	8%

Fieldwork: 2nd - 6th December 2019

Data weighted to UK population by gender, age, region, social grade, 2017 vote, 2016 referendum vote

**When you give to charity, do you ensure that Gift Aid is added?**

	Total	Social Grade		EU 2016 Vote			2017				VI			
		ABC1	C2DE	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	I did not vote	Conservative	Labour	Liberal Democrats	The Brexit Party
Unweighted	1000	501	494	403	456	92	319	322	74	97	309	292	103	43
<b>Weighted</b>	<b>1000</b>	<b>527</b>	<b>468</b>	<b>415</b>	<b>380</b>	<b>136</b>	<b>320</b>	<b>305</b>	<b>57</b>	<b>145</b>	<b>313</b>	<b>279</b>	<b>92</b>	<b>43</b>
Yes	36%	45%	26%	43%	40%	18%	46%	39%	49%	18%	44%	32%	48%	27%
Sometimes	22%	23%	22%	22%	24%	17%	22%	22%	25%	18%	24%	23%	25%	26%
No	21%	17%	25%	22%	19%	24%	21%	21%	15%	22%	22%	22%	15%	28%
Don't Know / I don't know what Gift Aid is	7%	4%	11%	4%	5%	17%	4%	6%	1%	19%	3%	9%	3%	7%

Fieldwork: 2nd - 6th December 2019

Data weighted to UK population by gender, age, region, social grade, 2017 vote, 2016 referendum vote

Would you say your perception of UK charities has...

	Total	Gender		Age						Region											
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1000	487	513	138	155	173	174	143	217	136	113	81	95	73	90	85	42	114	93	49	29
<b>Weighted</b>	<b>1000</b>	<b>490</b>	<b>510</b>	<b>140</b>	<b>170</b>	<b>170</b>	<b>170</b>	<b>140</b>	<b>210</b>	<b>140</b>	<b>135</b>	<b>80</b>	<b>90</b>	<b>70</b>	<b>90</b>	<b>80</b>	<b>40</b>	<b>110</b>	<b>85</b>	<b>50</b>	<b>30</b>
Significantly improved in recent years	8%	8%	7%	13%	11%	10%	5%	3%	5%	13%	2%	7%	1%	9%	12%	5%	9%	7%	11%	12%	6%
Somewhat improved in recent years	18%	18%	18%	27%	27%	19%	13%	14%	12%	21%	12%	17%	18%	15%	23%	20%	22%	18%	15%	21%	25%
Not changed in recent years	53%	49%	57%	48%	51%	58%	57%	50%	52%	44%	60%	57%	55%	54%	51%	49%	36%	61%	48%	60%	53%
Somewhat worsened in recent years	16%	18%	14%	8%	11%	9%	18%	23%	26%	14%	20%	16%	20%	22%	10%	21%	27%	10%	18%	5%	7%
Significantly worsened in recent years	5%	7%	4%	3%	1%	5%	7%	10%	6%	7%	6%	3%	6%	0%	5%	6%	5%	4%	8%	2%	9%

Fieldwork: 2nd - 6th December 2019

Data weighted to UK population by gender, age, region, social grade, 2017 vote, 2016 referendum vote

**Would you say your perception of UK charities has...**

	Total	Social Grade		EU 2016 Vote			2017				VI			
		ABC1	C2DE	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	I did not vote	Conservative	Labour	Liberal Democrats	The Brexit Party
Unweighted	1000	501	494	403	456	92	319	322	74	97	309	292	103	43
<b>Weighted</b>	<b>1000</b>	<b>527</b>	<b>468</b>	<b>415</b>	<b>380</b>	<b>136</b>	<b>320</b>	<b>305</b>	<b>57</b>	<b>145</b>	<b>313</b>	<b>279</b>	<b>92</b>	<b>43</b>
Significantly improved in recent years	8%	7%	9%	8%	7%	6%	7%	10%	6%	4%	7%	12%	6%	6%
Somewhat improved in recent years	18%	16%	22%	18%	21%	14%	14%	23%	26%	15%	16%	24%	24%	14%
Not changed in recent years	53%	51%	56%	46%	54%	66%	49%	49%	47%	66%	45%	50%	50%	63%
Somewhat worsened in recent years	16%	20%	10%	20%	16%	10%	22%	14%	21%	12%	24%	12%	18%	15%
Significantly worsened in recent years	5%	7%	4%	7%	2%	4%	7%	3%	0%	4%	8%	2%	3%	2%

Fieldwork: 2nd - 6th December 2019

Data weighted to UK population by gender, age, region, social grade, 2017 vote, 2016 referendum vote

Do you agree or disagree with the following statement: "I am confident that money I give to charity is used well"

	Total	Gender		Age						Region											
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1000	487	513	138	155	173	174	143	217	136	113	81	95	73	90	85	42	114	93	49	29
<b>Weighted</b>	<b>1000</b>	<b>490</b>	<b>510</b>	<b>140</b>	<b>170</b>	<b>170</b>	<b>170</b>	<b>140</b>	<b>210</b>	<b>140</b>	<b>135</b>	<b>80</b>	<b>90</b>	<b>70</b>	<b>90</b>	<b>80</b>	<b>40</b>	<b>110</b>	<b>85</b>	<b>50</b>	<b>30</b>
Strongly Agree	9%	11%	7%	16%	13%	8%	6%	5%	7%	15%	5%	12%	5%	8%	12%	10%	9%	8%	7%	4%	6%
Agree	33%	32%	33%	34%	33%	37%	22%	31%	38%	31%	27%	25%	43%	34%	33%	26%	27%	33%	41%	46%	32%
Neither Agree nor Disagree	29%	27%	31%	22%	30%	30%	34%	30%	29%	23%	34%	25%	30%	29%	34%	27%	24%	33%	26%	29%	46%
Disagree	17%	17%	18%	13%	17%	13%	22%	22%	18%	17%	26%	20%	14%	22%	15%	25%	27%	12%	9%	10%	7%
Strongly Disagree	8%	8%	8%	7%	6%	9%	12%	12%	6%	9%	8%	13%	2%	4%	6%	8%	10%	12%	14%	4%	9%
Don't Know	3%	4%	3%	8%	1%	3%	5%	1%	2%	5%	1%	4%	5%	3%	1%	3%	4%	2%	3%	7%	0%

Fieldwork: 2nd - 6th December 2019

Data weighted to UK population by gender, age, region, social grade, 2017 vote, 2016 referendum vote

Do you agree or disagree with the following statement: "I am confident that money I give to charity is used well"

	Total	Social Grade		EU 2016 Vote			2017				VI			
		ABC1	C2DE	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	I did not vote	Conservative	Labour	Liberal Democrats	The Brexit Party
Unweighted	1000	501	494	403	456	92	319	322	74	97	309	292	103	43
<b>Weighted</b>	<b>1000</b>	<b>527</b>	<b>468</b>	<b>415</b>	<b>380</b>	<b>136</b>	<b>320</b>	<b>305</b>	<b>57</b>	<b>145</b>	<b>313</b>	<b>279</b>	<b>92</b>	<b>43</b>
Strongly Agree	9%	8%	10%	11%	8%	8%	10%	9%	5%	6%	10%	11%	6%	4%
Agree	33%	34%	32%	30%	45%	21%	29%	43%	52%	23%	26%	44%	41%	39%
Neither Agree nor Disagree	29%	29%	30%	27%	27%	36%	29%	25%	22%	35%	28%	23%	22%	37%
Disagree	17%	19%	16%	21%	13%	20%	21%	15%	12%	22%	22%	13%	22%	15%
Strongly Disagree	8%	8%	8%	10%	5%	11%	9%	7%	6%	12%	12%	6%	6%	6%
Don't Know	3%	2%	4%	1%	3%	4%	2%	1%	2%	3%	2%	3%	1%	0%

Fieldwork: 2nd - 6th December 2019

Data weighted to UK population by gender, age, region, social grade, 2017 vote, 2016 referendum vote

Do you agree or disagree with the following statement: "Wealthy people should give more money to good causes than average earners"

		Gender		Age						Region												
		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
	Unweighted	1000	487	513	138	155	173	174	143	217	136	113	81	95	73	90	85	42	114	93	49	29
	<b>Weighted</b>	<b>1000</b>	<b>490</b>	<b>510</b>	<b>140</b>	<b>170</b>	<b>170</b>	<b>170</b>	<b>140</b>	<b>210</b>	<b>140</b>	<b>135</b>	<b>80</b>	<b>90</b>	<b>70</b>	<b>90</b>	<b>80</b>	<b>40</b>	<b>110</b>	<b>85</b>	<b>50</b>	<b>30</b>
Strongly Agree		24%	23%	24%	37%	29%	26%	19%	12%	21%	29%	17%	18%	23%	22%	33%	20%	27%	21%	24%	28%	35%
Agree		36%	34%	38%	35%	32%	38%	36%	38%	37%	34%	34%	36%	30%	37%	39%	38%	28%	38%	37%	52%	24%
Neither Agree nor Disagree		30%	31%	30%	20%	31%	27%	32%	37%	33%	25%	40%	31%	39%	32%	22%	33%	31%	28%	27%	17%	34%
Disagree		5%	6%	4%	3%	2%	4%	7%	9%	5%	4%	4%	6%	6%	7%	3%	6%	9%	7%	7%	0%	0%
Strongly Disagree		2%	3%	2%	2%	3%	4%	1%	1%	3%	4%	4%	4%	1%	0%	1%	2%	0%	2%	4%	0%	0%
Don't Know		3%	4%	1%	3%	2%	2%	5%	3%	1%	4%	1%	5%	2%	2%	2%	0%	4%	4%	2%	3%	7%

Fieldwork: 2nd - 6th December 2019

Data weighted to UK population by gender, age, region, social grade, 2017 vote, 2016 referendum vote

Do you agree or disagree with the following statement: "Wealthy people should give more money to good causes than average earners"

	Total	Social Grade		EU 2016 Vote			2017				VI			
		ABC1	C2DE	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	I did not vote	Conservative	Labour	Liberal Democrats	The Brexit Party
Unweighted	1000	501	494	403	456	92	319	322	74	97	309	292	103	43
<b>Weighted</b>	<b>1000</b>	<b>527</b>	<b>468</b>	<b>415</b>	<b>380</b>	<b>136</b>	<b>320</b>	<b>305</b>	<b>57</b>	<b>145</b>	<b>313</b>	<b>279</b>	<b>92</b>	<b>43</b>
Strongly Agree	24%	22%	26%	21%	27%	27%	16%	36%	18%	18%	16%	37%	23%	13%
Agree	36%	37%	35%	36%	39%	29%	35%	37%	53%	32%	34%	37%	51%	40%
Neither Agree nor Disagree	30%	32%	28%	32%	26%	35%	36%	20%	19%	36%	36%	21%	18%	35%
Disagree	5%	4%	6%	7%	3%	5%	7%	4%	5%	6%	8%	2%	3%	6%
Strongly Disagree	2%	2%	3%	3%	2%	1%	4%	2%	2%	0%	4%	2%	1%	0%
Don't Know	3%	3%	3%	2%	3%	4%	2%	1%	2%	7%	2%	1%	4%	6%

Fieldwork: 2nd - 6th December 2019

Data weighted to UK population by gender, age, region, social grade, 2017 vote, 2016 referendum vote

If a wealthy person was to give money to charity, how would it affect your opinion of them if at all?

		Gender		Age						Region												
		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
	Unweighted	1000	487	513	138	155	173	174	143	217	136	113	81	95	73	90	85	42	114	93	49	29
	<b>Weighted</b>	<b>1000</b>	<b>490</b>	<b>510</b>	<b>140</b>	<b>170</b>	<b>170</b>	<b>170</b>	<b>140</b>	<b>210</b>	<b>140</b>	<b>135</b>	<b>80</b>	<b>90</b>	<b>70</b>	<b>90</b>	<b>80</b>	<b>40</b>	<b>110</b>	<b>85</b>	<b>50</b>	<b>30</b>
I would have a much more positive opinion of them	17%	14%	21%	21%	22%	24%	14%	13%	11%	21%	14%	8%	17%	20%	26%	18%	15%	12%	19%	19%	26%	
I would have a somewhat more positive opinion of them	35%	33%	37%	43%	34%	34%	33%	34%	34%	36%	25%	35%	33%	24%	51%	43%	37%	36%	33%	43%	26%	
It would not really change my opinion of them	41%	47%	36%	24%	37%	34%	49%	50%	52%	36%	59%	48%	45%	50%	21%	31%	38%	42%	42%	32%	39%	
I would have a somewhat more negative opinion of them	1%	1%	1%	5%	2%	1%	1%	0%	0%	3%	0%	3%	1%	0%	0%	0%	5%	2%	2%	0%	0%	
I would have a much more negative opinion of them	0%	1%	0%	1%	1%	1%	0%	0%	1%	1%	1%	0%	0%	0%	0%	1%	0%	0%	0%	0%	3%	
Don't know	4%	4%	5%	7%	4%	6%	4%	3%	3%	4%	1%	5%	4%	6%	1%	6%	5%	7%	4%	6%	7%	

Fieldwork: 2nd - 6th December 2019

Data weighted to UK population by gender, age, region, social grade, 2017 vote, 2016 referendum vote

**If a wealthy person was to give money to charity, how would it affect your opinion of them if at all?**

	Total	Social Grade		EU 2016 Vote			2017				VI			
		ABC1	C2DE	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	I did not vote	Conservative	Labour	Liberal Democrats	The Brexit Party
Unweighted	1000	501	494	403	456	92	319	322	74	97	309	292	103	43
<b>Weighted</b>	<b>1000</b>	<b>527</b>	<b>468</b>	<b>415</b>	<b>380</b>	<b>136</b>	<b>320</b>	<b>305</b>	<b>57</b>	<b>145</b>	<b>313</b>	<b>279</b>	<b>92</b>	<b>43</b>
I would have a much more positive opinion of them	17%	15%	21%	17%	17%	22%	16%	19%	12%	19%	15%	20%	19%	23%
I would have a somewhat more positive opinion of them	35%	37%	33%	36%	38%	27%	31%	44%	46%	24%	32%	41%	43%	31%
It would not really change my opinion of them	41%	43%	39%	44%	40%	40%	51%	33%	40%	46%	50%	33%	35%	39%
I would have a somewhat more negative opinion of them	1%	1%	2%	1%	1%	2%	0%	2%	3%	1%	0%	2%	3%	5%
I would have a much more negative opinion of them	0%	0%	0%	0%	1%	0%	1%	0%	0%	0%	1%	0%	0%	0%
Don't know	4%	3%	5%	2%	3%	9%	1%	2%	0%	10%	2%	3%	0%	1%

Fieldwork: 2nd - 6th December 2019

Data weighted to UK population by gender, age, region, social grade, 2017 vote, 2016 referendum vote

**Why do you think that wealthy people give money to charity? Select any which apply**

	Total	Gender		Age						Region											
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1000	487	513	138	155	173	174	143	217	136	113	81	95	73	90	85	42	114	93	49	29
Weighted	1000	490	510	140	170	170	170	140	210	140	135	80	90	70	90	80	40	110	85	50	30
To support causes that they believe in	40%	37%	43%	34%	40%	34%	37%	43%	51%	43%	47%	37%	39%	32%	37%	46%	51%	35%	40%	38%	32%
To improve their personal reputation	39%	44%	34%	41%	44%	32%	40%	37%	38%	37%	33%	44%	42%	49%	43%	45%	26%	32%	40%	36%	38%
To put something back into society	39%	38%	39%	42%	29%	41%	31%	38%	48%	40%	33%	40%	39%	34%	41%	39%	39%	43%	28%	54%	40%
So they have to pay less tax	38%	39%	37%	23%	37%	36%	48%	41%	39%	37%	42%	48%	33%	42%	31%	39%	25%	29%	45%	34%	53%
To improve the reputation of their businesses	29%	29%	28%	30%	29%	26%	29%	25%	31%	37%	27%	25%	25%	32%	26%	32%	26%	21%	26%	37%	32%
As a cover for unethical activities	14%	16%	13%	21%	17%	18%	12%	13%	8%	19%	16%	11%	8%	22%	14%	17%	14%	14%	15%	3%	12%
Other (Please Specify)	1%	1%	1%	1%	1%	0%	1%	2%	1%	1%	2%	0%	3%	0%	0%	0%	0%	1%	2%	2%	0%
Don't Know	10%	10%	11%	8%	12%	15%	9%	9%	8%	5%	16%	8%	6%	9%	7%	11%	13%	16%	14%	4%	10%

Fieldwork: 2nd - 6th December 2019

Data weighted to UK population by gender, age, region, social grade, 2017 vote, 2016 referendum vote

**Why do you think that wealthy people give money to charity? Select any which apply**

	Total	Social Grade		EU 2016 Vote			2017				VI				
		ABC1	C2DE	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	I did not vote	Conservative	Labour	Liberal Democrats	The Brexit Party	
		Unweighted	Weighted	1000	501	494	403	456	92	319	322	74	97	309	292
		<b>1000</b>	<b>527</b>	<b>468</b>	<b>415</b>	<b>380</b>	<b>136</b>	<b>320</b>	<b>305</b>	<b>57</b>	<b>145</b>	<b>313</b>	<b>279</b>	<b>92</b>	<b>43</b>
To support causes that they believe in	40%	44%	35%	44%	43%	24%	51%	36%	48%	25%	48%	35%	51%	40%	
To improve their personal reputation	39%	39%	39%	39%	38%	44%	36%	42%	39%	50%	38%	42%	47%	37%	
To put something back into society	39%	43%	33%	43%	41%	24%	46%	37%	47%	22%	44%	36%	41%	36%	
So they have to pay less tax	38%	38%	37%	41%	37%	37%	36%	43%	38%	39%	38%	38%	40%	30%	
To improve the reputation of their businesses	29%	28%	29%	28%	30%	16%	28%	33%	27%	20%	29%	34%	32%	21%	
As a cover for unethical activities	14%	13%	16%	11%	18%	12%	9%	22%	13%	11%	8%	24%	18%	8%	
Other (Please Specify)	1%	2%	0%	1%	0%	4%	1%	0%	0%	2%	2%	0%	0%	0%	
Don't Know	10%	10%	11%	9%	9%	14%	8%	7%	4%	17%	9%	7%	2%	10%	

Fieldwork: 2nd - 6th December 2019

Data weighted to UK population by gender, age, region, social grade, 2017 vote, 2016 referendum vote

**Which of these approaches should well-off people do, in order to try and solve social problems?**

	Total	Gender		Age						Region											
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1000	487	513	138	155	173	174	143	217	136	113	81	95	73	90	85	42	114	93	49	29
Weighted	1000	490	510	140	170	170	170	140	210	140	135	80	90	70	90	80	40	110	85	50	30
Pay more in tax	31%	35%	26%	31%	30%	28%	31%	34%	30%	25%	30%	29%	36%	28%	29%	37%	43%	27%	33%	35%	25%
Give more money to charity	17%	16%	19%	28%	19%	23%	10%	15%	11%	25%	9%	15%	14%	8%	29%	13%	16%	18%	18%	21%	19%
Both	33%	31%	35%	28%	31%	31%	37%	31%	37%	37%	30%	35%	29%	37%	26%	38%	23%	33%	33%	36%	37%
Neither	19%	18%	21%	14%	19%	18%	22%	20%	22%	13%	31%	21%	22%	27%	15%	12%	19%	22%	17%	8%	19%

Fieldwork: 2nd - 6th December 2019

Data weighted to UK population by gender, age, region, social grade, 2017 vote, 2016 referendum vote

**Which of these approaches should well-off people do, in order to try and solve social problems?**

	Total	Social Grade		EU 2016 Vote			2017				VI			
		ABC1	C2DE	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	I did not vote	Conservative	Labour	Liberal Democrats	The Brexit Party
Unweighted	1000	501	494	403	456	92	319	322	74	97	309	292	103	43
<b>Weighted</b>	<b>1000</b>	<b>527</b>	<b>468</b>	<b>415</b>	<b>380</b>	<b>136</b>	<b>320</b>	<b>305</b>	<b>57</b>	<b>145</b>	<b>313</b>	<b>279</b>	<b>92</b>	<b>43</b>
Pay more in tax	31%	30%	31%	32%	33%	24%	26%	41%	31%	17%	26%	38%	36%	31%
Give more money to charity	17%	17%	18%	18%	18%	11%	19%	20%	14%	8%	18%	20%	15%	14%
Both	33%	34%	32%	30%	34%	41%	30%	32%	40%	42%	29%	33%	35%	38%
Neither	19%	19%	20%	20%	15%	24%	25%	7%	15%	33%	26%	8%	15%	17%

Fieldwork: 2nd - 6th December 2019

Data weighted to UK population by gender, age, region, social grade, 2017 vote, 2016 referendum vote

**Who do you think is best placed for trying to address social problems, like improving schools, hospitals or housing?**

	Total	Gender		Age						Region											
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1000	487	513	138	155	173	174	143	217	136	113	81	95	73	90	85	42	114	93	49	29
<b>Weighted</b>	<b>1000</b>	<b>490</b>	<b>510</b>	<b>140</b>	<b>170</b>	<b>170</b>	<b>170</b>	<b>140</b>	<b>210</b>	<b>140</b>	<b>135</b>	<b>80</b>	<b>90</b>	<b>70</b>	<b>90</b>	<b>80</b>	<b>40</b>	<b>110</b>	<b>85</b>	<b>50</b>	<b>30</b>
National Government	43%	46%	40%	32%	35%	36%	48%	47%	57%	45%	49%	41%	41%	45%	43%	52%	37%	40%	36%	39%	43%
Local Government	20%	17%	22%	18%	20%	21%	22%	19%	18%	15%	16%	12%	20%	28%	17%	18%	17%	22%	22%	41%	22%
The people who work in associated areas	13%	15%	11%	11%	7%	10%	13%	20%	16%	11%	13%	15%	22%	11%	10%	13%	20%	7%	17%	6%	8%
Charities	4%	5%	4%	11%	7%	6%	2%	0%	1%	6%	3%	5%	1%	2%	5%	4%	2%	6%	5%	1%	10%
People who have made a lot of money in business	4%	3%	5%	4%	7%	7%	2%	1%	3%	6%	2%	6%	6%	0%	6%	2%	2%	3%	6%	2%	4%
Academics	2%	3%	1%	5%	4%	2%	2%	1%	1%	3%	2%	1%	3%	4%	4%	3%	4%	1%	1%	0%	0%
Other (Please specify)	1%	0%	1%	0%	1%	0%	0%	2%	1%	0%	2%	0%	2%	0%	1%	0%	0%	0%	0%	0%	0%
Don't Know	13%	10%	16%	18%	19%	19%	11%	10%	5%	13%	12%	20%	5%	12%	14%	8%	18%	20%	13%	11%	13%

Fieldwork: 2nd - 6th December 2019

Data weighted to UK population by gender, age, region, social grade, 2017 vote, 2016 referendum vote

**Who do you think is best placed for trying to address social problems, like improving schools, hospitals or housing?**

	Total	Social Grade		EU 2016 Vote			2017				VI			
		ABC1	C2DE	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	I did not vote	Conservative	Labour	Liberal Democrats	The Brexit Party
		Unweighted	Weighted	Unweighted	Weighted	Unweighted	Weighted	Unweighted	Weighted	Unweighted	Weighted	Unweighted	Weighted	Unweighted
	1000	501	494	403	456	92	319	322	74	97	309	292	103	43
	<b>1000</b>	<b>527</b>	<b>468</b>	<b>415</b>	<b>380</b>	<b>136</b>	<b>320</b>	<b>305</b>	<b>57</b>	<b>145</b>	<b>313</b>	<b>279</b>	<b>92</b>	<b>43</b>
National Government	43%	47%	39%	48%	42%	45%	51%	44%	40%	41%	50%	40%	47%	44%
Local Government	20%	16%	23%	22%	17%	20%	19%	20%	18%	20%	19%	21%	23%	19%
The people who work in associated areas	13%	16%	9%	15%	14%	5%	16%	13%	19%	6%	18%	12%	13%	8%
Charities	4%	3%	5%	4%	4%	4%	2%	7%	1%	4%	2%	8%	3%	5%
People who have made a lot of money in business	4%	4%	4%	3%	6%	2%	4%	5%	3%	1%	2%	6%	4%	8%
Academics	2%	2%	3%	1%	4%	1%	2%	3%	6%	1%	2%	3%	2%	0%
Other (Please specify)	1%	1%	0%	1%	0%	1%	1%	0%	0%	1%	1%	0%	0%	0%
Don't Know	13%	11%	15%	6%	12%	22%	5%	7%	12%	26%	6%	9%	9%	17%

Fieldwork: 2nd - 6th December 2019

Data weighted to UK population by gender, age, region, social grade, 2017 vote, 2016 referendum vote

Do you agree or disagree with the following: "If wealthy people give money to charity, they should be able to get a reduction on their tax bill"

	Total	Gender		Age						Region											
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1000	487	513	138	155	173	174	143	217	136	113	81	95	73	90	85	42	114	93	49	29
Weighted	1000	490	510	140	170	170	170	140	210	140	135	80	90	70	90	80	40	110	85	50	30
Strongly Agree	6%	8%	5%	10%	9%	8%	3%	3%	5%	12%	3%	8%	3%	7%	9%	5%	2%	4%	7%	13%	0%
Agree	19%	23%	16%	25%	20%	17%	14%	19%	21%	31%	11%	18%	24%	16%	15%	17%	20%	18%	24%	16%	13%
Neither Agree Nor Disagree	27%	25%	28%	18%	27%	29%	25%	26%	32%	21%	38%	26%	22%	25%	27%	27%	24%	28%	23%	20%	38%
Disagree	25%	22%	27%	24%	24%	20%	30%	25%	25%	18%	28%	27%	31%	22%	32%	21%	27%	21%	20%	29%	23%
Strongly Disagree	16%	17%	15%	15%	13%	16%	18%	21%	13%	12%	10%	12%	17%	20%	12%	24%	17%	21%	20%	17%	15%
Don't Know	7%	6%	8%	8%	8%	10%	9%	6%	3%	6%	9%	9%	3%	10%	6%	6%	11%	8%	6%	5%	10%

Fieldwork: 2nd - 6th December 2019

Data weighted to UK population by gender, age, region, social grade, 2017 vote, 2016 referendum vote

Do you agree or disagree with the following: "If wealthy people give money to charity, they should be able to get a reduction on their tax bill"

	Total	Social Grade		EU 2016 Vote			2017				VI			
		ABC1	C2DE	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	I did not vote	Conservative	Labour	Liberal Democrats	The Brexit Party
Unweighted	1000	501	494	403	456	92	319	322	74	97	309	292	103	43
<b>Weighted</b>	<b>1000</b>	<b>527</b>	<b>468</b>	<b>415</b>	<b>380</b>	<b>136</b>	<b>320</b>	<b>305</b>	<b>57</b>	<b>145</b>	<b>313</b>	<b>279</b>	<b>92</b>	<b>43</b>
Strongly Agree	6%	6%	6%	7%	7%	4%	9%	8%	4%	2%	9%	8%	3%	4%
Agree	19%	21%	18%	19%	24%	16%	21%	23%	26%	18%	22%	23%	19%	13%
Neither Agree Nor Disagree	27%	27%	27%	26%	26%	25%	30%	21%	31%	25%	27%	20%	30%	33%
Disagree	25%	26%	23%	27%	24%	27%	26%	24%	25%	24%	24%	22%	32%	33%
Strongly Disagree	16%	14%	18%	16%	14%	19%	11%	19%	11%	20%	15%	21%	13%	11%
Don't Know	7%	6%	9%	5%	6%	9%	3%	5%	3%	11%	3%	5%	3%	6%

Fieldwork: 2nd - 6th December 2019

Data weighted to UK population by gender, age, region, social grade, 2017 vote, 2016 referendum vote

Think about a wealthy person providing funding for, say, a new school or a library, and that it was named after them. Do you agree or disagree with the following statements: "It looks arrogant. People shouldn't put their names on things like that"

		Gender		Age						Region												
		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
	Unweighted	1000	487	513	138	155	173	174	143	217	136	113	81	95	73	90	85	42	114	93	49	29
	<b>Weighted</b>	<b>1000</b>	<b>490</b>	<b>510</b>	<b>140</b>	<b>170</b>	<b>170</b>	<b>170</b>	<b>140</b>	<b>210</b>	<b>140</b>	<b>135</b>	<b>80</b>	<b>90</b>	<b>70</b>	<b>90</b>	<b>80</b>	<b>40</b>	<b>110</b>	<b>85</b>	<b>50</b>	<b>30</b>
Agree Strongly		12%	14%	10%	16%	17%	16%	10%	10%	6%	22%	6%	10%	6%	11%	15%	4%	6%	14%	17%	20%	9%
Agree		22%	23%	21%	27%	23%	26%	20%	18%	18%	23%	17%	25%	17%	21%	29%	27%	22%	20%	24%	16%	23%
Neither Agree nor Disagree		42%	38%	47%	43%	44%	39%	42%	41%	44%	36%	55%	32%	50%	44%	43%	40%	45%	42%	37%	44%	34%
Disagree		18%	19%	17%	11%	14%	12%	23%	24%	24%	14%	15%	27%	26%	19%	11%	22%	22%	16%	16%	17%	25%
Disagree Strongly		5%	6%	5%	3%	2%	7%	5%	7%	8%	5%	8%	6%	2%	4%	1%	6%	6%	8%	6%	4%	9%

Fieldwork: 2nd - 6th December 2019

Data weighted to UK population by gender, age, region, social grade, 2017 vote, 2016 referendum vote

Think about a wealthy person providing funding for, say, a new school or a library, and that it was named after them. Do you agree or disagree with the following statements:  
 "It looks arrogant. People shouldn't put their names on things like that"

	Total	Social Grade		EU 2016 Vote			2017				VI			
		ABC1	C2DE	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	I did not vote	Conservative	Labour	Liberal Democrats	The Brexit Party
Unweighted	1000	501	494	403	456	92	319	322	74	97	309	292	103	43
<b>Weighted</b>	<b>1000</b>	<b>527</b>	<b>468</b>	<b>415</b>	<b>380</b>	<b>136</b>	<b>320</b>	<b>305</b>	<b>57</b>	<b>145</b>	<b>313</b>	<b>279</b>	<b>92</b>	<b>43</b>
Agree Strongly	12%	10%	15%	13%	12%	15%	10%	16%	15%	8%	10%	17%	11%	10%
Agree	22%	23%	21%	22%	24%	19%	16%	32%	27%	15%	15%	32%	32%	19%
Neither Agree nor Disagree	42%	41%	44%	39%	43%	50%	41%	35%	36%	53%	41%	34%	41%	45%
Disagree	18%	21%	16%	22%	18%	10%	25%	15%	16%	17%	27%	14%	12%	19%
Disagree Strongly	5%	5%	5%	6%	4%	6%	8%	2%	5%	6%	7%	3%	3%	7%

Fieldwork: 2nd - 6th December 2019

Data weighted to UK population by gender, age, region, social grade, 2017 vote, 2016 referendum vote

Think about a wealthy person providing funding for, say, a new school or a library, and that it was named after them. Do you agree or disagree with the following statements: "It is only fair for them to put their name to it. They've made it possible"

		Gender		Age						Region												
		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
	Unweighted	1000	487	513	138	155	173	174	143	217	136	113	81	95	73	90	85	42	114	93	49	29
	<b>Weighted</b>	<b>1000</b>	<b>490</b>	<b>510</b>	<b>140</b>	<b>170</b>	<b>170</b>	<b>170</b>	<b>140</b>	<b>210</b>	<b>140</b>	<b>135</b>	<b>80</b>	<b>90</b>	<b>70</b>	<b>90</b>	<b>80</b>	<b>40</b>	<b>110</b>	<b>85</b>	<b>50</b>	<b>30</b>
Agree Strongly	10%	11%	8%	10%	11%	9%	8%	10%	10%	14%	5%	6%	13%	5%	8%	15%	8%	11%	10%	8%	12%	
Agree	32%	33%	32%	39%	28%	36%	28%	29%	35%	32%	30%	39%	35%	37%	29%	28%	36%	30%	31%	35%	28%	
Neither Agree nor Disagree	42%	39%	45%	38%	48%	38%	44%	43%	40%	37%	52%	40%	40%	46%	38%	39%	47%	46%	38%	35%	41%	
Disagree	12%	12%	12%	13%	11%	12%	13%	12%	12%	12%	10%	12%	10%	11%	21%	15%	9%	8%	13%	13%	19%	
Disagree Strongly	4%	5%	3%	1%	2%	5%	6%	6%	4%	6%	3%	2%	2%	2%	4%	3%	0%	5%	7%	8%	0%	

Fieldwork: 2nd - 6th December 2019

Data weighted to UK population by gender, age, region, social grade, 2017 vote, 2016 referendum vote

Think about a wealthy person providing funding for, say, a new school or a library, and that it was named after them. Do you agree or disagree with the following statements:  
 "It is only fair for them to put their name to it. They've made it possible"

	Total	Social Grade		EU 2016 Vote			2017				VI			
		ABC1	C2DE	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	I did not vote	Conservative	Labour	Liberal Democrats	The Brexit Party
Unweighted	1000	501	494	403	456	92	319	322	74	97	309	292	103	43
<b>Weighted</b>	<b>1000</b>	<b>527</b>	<b>468</b>	<b>415</b>	<b>380</b>	<b>136</b>	<b>320</b>	<b>305</b>	<b>57</b>	<b>145</b>	<b>313</b>	<b>279</b>	<b>92</b>	<b>43</b>
Agree Strongly	10%	8%	11%	13%	8%	7%	14%	9%	17%	4%	14%	10%	8%	10%
Agree	32%	32%	33%	36%	33%	26%	36%	35%	40%	29%	37%	36%	35%	28%
Neither Agree nor Disagree	42%	43%	40%	36%	43%	50%	38%	37%	28%	54%	37%	37%	33%	53%
Disagree	12%	13%	12%	10%	12%	15%	9%	14%	12%	12%	9%	12%	24%	6%
Disagree Strongly	4%	4%	4%	5%	3%	2%	3%	6%	3%	1%	3%	6%	1%	2%

Fieldwork: 2nd - 6th December 2019

Data weighted to UK population by gender, age, region, social grade, 2017 vote, 2016 referendum vote

What sort of causes do you think well-off people who give money to charity should have as a priority? You may select up to three

	Gender		Age							Region												
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	London	South		East of England	East Midlands	West Midlands	Yorkshire and the Humber		North East	North West	Scotland	Wales	Northern Ireland
											East	West				North	West					
Unweighted	1000	487	513	138	155	173	174	143	217	136	113	81	95	73	90	85	42	114	93	49	29	
Weighted	1000	490	510	140	170	170	170	140	210	140	135	80	90	70	90	80	40	110	85	50	30	
Health and medicine	45%	43%	47%	35%	37%	46%	43%	46%	58%	40%	39%	38%	51%	54%	46%	48%	39%	45%	43%	53%	62%	
Help for the homeless	37%	34%	40%	36%	34%	36%	36%	40%	40%	36%	33%	46%	30%	28%	34%	38%	37%	40%	40%	50%	48%	
Science and research	23%	25%	21%	13%	21%	18%	21%	32%	29%	20%	30%	18%	28%	24%	22%	18%	22%	16%	30%	24%	12%	
Nature and conservation	22%	25%	19%	18%	22%	20%	23%	21%	27%	18%	29%	16%	28%	30%	18%	25%	17%	21%	22%	25%	8%	
Support for the disabled	21%	25%	18%	17%	12%	23%	23%	24%	28%	24%	15%	25%	21%	30%	17%	30%	24%	18%	22%	17%	12%	
Relief charities like Save the Children	21%	21%	21%	26%	18%	21%	18%	18%	23%	23%	21%	18%	17%	22%	21%	23%	26%	21%	20%	18%	14%	
State school education	15%	14%	16%	15%	17%	22%	11%	12%	12%	10%	19%	17%	15%	18%	15%	17%	11%	14%	11%	12%	23%	
Animal rescue	15%	13%	16%	15%	17%	15%	21%	11%	10%	13%	10%	18%	13%	13%	14%	11%	12%	21%	18%	22%	9%	
Scholarships	10%	11%	10%	16%	7%	11%	8%	9%	12%	16%	4%	12%	9%	8%	12%	11%	7%	13%	10%	11%	11%	
Universities	6%	6%	5%	13%	9%	5%	2%	3%	4%	10%	5%	6%	6%	5%	3%	5%	7%	7%	5%	2%	5%	
Arts and culture	6%	6%	5%	7%	11%	6%	3%	2%	5%	10%	8%	5%	4%	5%	5%	5%	2%	5%	4%	7%	0%	
Sports clubs	5%	6%	3%	6%	4%	5%	6%	4%	3%	4%	3%	6%	5%	5%	7%	6%	5%	4%	3%	8%	0%	
Religious organisations	3%	4%	2%	5%	7%	4%	1%	2%	1%	7%	3%	2%	0%	3%	3%	3%	7%	2%	4%	0%	0%	
Private schools	3%	2%	3%	5%	8%	1%	0%	1%	0%	6%	3%	0%	1%	1%	2%	2%	5%	3%	1%	4%	0%	
Other (Please specify)	4%	3%	4%	0%	3%	1%	5%	5%	5%	4%	3%	3%	7%	5%	2%	5%	4%	3%	2%	0%	0%	
None of the above	9%	8%	10%	7%	7%	9%	15%	10%	6%	6%	14%	12%	5%	6%	9%	7%	9%	10%	12%	6%	17%	
None - they should not give away their money	3%	2%	3%	3%	4%	5%	0%	3%	1%	3%	3%	1%	4%	1%	4%	2%	2%	4%	4%	0%	0%	

Fieldwork: 2nd - 6th December 2019

Data weighted to UK population by gender, age, region, social grade, 2017 vote, 2016 referendum vote

What sort of causes do you think well-off people who give money to charity should have as a priority? You may select up to three

	Total	Social Grade		EU 2016 Vote			2017				VI				
		ABC1	C2DE	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	I did not vote	Conservative	Labour	Liberal Democrats	The Brexit Party	
		Unweighted	Weighted	1000	501	494	403	456	92	319	322	74	97	309	292
		<b>1000</b>	<b>527</b>	<b>468</b>	<b>415</b>	<b>380</b>	<b>136</b>	<b>320</b>	<b>305</b>	<b>57</b>	<b>145</b>	<b>313</b>	<b>279</b>	<b>92</b>	<b>43</b>
Health and medicine	45%	45%	44%	49%	45%	38%	47%	47%	45%	41%	48%	46%	41%	60%	
Help for the homeless	37%	37%	37%	40%	37%	30%	40%	38%	31%	28%	41%	42%	38%	33%	
Science and research	23%	26%	19%	24%	24%	23%	29%	20%	33%	20%	29%	17%	30%	18%	
Nature and conservation	22%	23%	22%	25%	23%	19%	26%	22%	29%	19%	26%	21%	22%	16%	
Support for the disabled	21%	20%	22%	27%	20%	14%	25%	24%	17%	13%	26%	23%	18%	20%	
Relief charities like Save the Children	21%	22%	19%	20%	21%	21%	21%	21%	18%	24%	20%	23%	22%	21%	
State school education	15%	15%	15%	12%	15%	21%	12%	16%	13%	19%	11%	18%	17%	18%	
Animal rescue	15%	12%	17%	18%	11%	15%	17%	12%	9%	16%	15%	14%	12%	20%	
Scholarships	10%	12%	9%	8%	13%	8%	8%	12%	17%	8%	6%	14%	14%	12%	
Universities	6%	5%	7%	5%	7%	8%	5%	7%	11%	4%	5%	6%	9%	5%	
Arts and culture	6%	6%	6%	4%	7%	9%	4%	8%	15%	6%	4%	7%	13%	2%	
Sports clubs	5%	4%	5%	5%	5%	3%	5%	7%	3%	2%	6%	6%	3%	9%	
Religious organisations	3%	3%	3%	3%	4%	1%	4%	4%	3%	1%	4%	4%	3%	1%	
Private schools	3%	3%	3%	2%	3%	3%	1%	5%	3%	2%	1%	4%	4%	9%	
Other (Please specify)	4%	4%	3%	4%	4%	2%	6%	2%	5%	4%	5%	3%	4%	0%	
None of the above	9%	10%	8%	8%	7%	15%	7%	5%	1%	16%	7%	4%	5%	8%	
None - they should not give away their money	3%	2%	3%	2%	2%	2%	1%	3%	0%	3%	1%	3%	0%	0%	

Fieldwork: 2nd - 6th December 2019

Data weighted to UK population by gender, age, region, social grade, 2017 vote, 2016 referendum vote

Do you think that people have had success in an area like business or entrepreneurship should give their time as well as money to charitable causes?

		Gender		Age						Region												
		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
	Unweighted	1000	487	513	138	155	173	174	143	217	136	113	81	95	73	90	85	42	114	93	49	29
	Weighted	1000	490	510	140	170	170	170	140	210	140	135	80	90	70	90	80	40	110	85	50	30
Yes		48%	48%	47%	56%	45%	43%	45%	44%	51%	53%	42%	43%	45%	46%	54%	43%	55%	55%	49%	30%	50%
No		18%	21%	16%	18%	26%	14%	16%	25%	14%	16%	24%	20%	20%	13%	18%	18%	14%	17%	18%	29%	9%
Don't Know		34%	31%	37%	26%	29%	43%	39%	32%	35%	30%	34%	37%	35%	41%	28%	39%	31%	29%	33%	40%	41%

Fieldwork: 2nd - 6th December 2019

Data weighted to UK population by gender, age, region, social grade, 2017 vote, 2016 referendum vote

**Do you think that people have had success in an area like business or entrepreneurship should give their time as well as money to charitable causes?**

	Total	Social Grade		EU 2016 Vote			2017				VI			
		ABC1	C2DE	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	I did not vote	Conservative	Labour	Liberal Democrats	The Brexit Party
Unweighted	1000	501	494	403	456	92	319	322	74	97	309	292	103	43
<b>Weighted</b>	<b>1000</b>	<b>527</b>	<b>468</b>	<b>415</b>	<b>380</b>	<b>136</b>	<b>320</b>	<b>305</b>	<b>57</b>	<b>145</b>	<b>313</b>	<b>279</b>	<b>92</b>	<b>43</b>
Yes	48%	50%	44%	47%	54%	34%	46%	55%	58%	32%	48%	58%	51%	47%
No	18%	18%	19%	19%	16%	24%	22%	18%	19%	16%	22%	16%	17%	20%
Don't Know	34%	32%	37%	34%	30%	42%	32%	27%	24%	52%	29%	27%	32%	33%

Fieldwork: 2nd - 6th December 2019

Data weighted to UK population by gender, age, region, social grade, 2017 vote, 2016 referendum vote

Do you think that people who have had success in an area like business or entrepreneurship have more to contribute to charities than just money?

		Gender		Age						Region												
		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
	Unweighted	1000	487	513	138	155	173	174	143	217	136	113	81	95	73	90	85	42	114	93	49	29
	<b>Weighted</b>	<b>1000</b>	<b>490</b>	<b>510</b>	<b>140</b>	<b>170</b>	<b>170</b>	<b>170</b>	<b>140</b>	<b>210</b>	<b>140</b>	<b>135</b>	<b>80</b>	<b>90</b>	<b>70</b>	<b>90</b>	<b>80</b>	<b>40</b>	<b>110</b>	<b>85</b>	<b>50</b>	<b>30</b>
Yes		58%	58%	57%	53%	55%	53%	56%	62%	66%	65%	49%	56%	55%	60%	60%	59%	58%	56%	66%	53%	59%
No		16%	18%	14%	26%	21%	11%	17%	14%	11%	15%	18%	20%	19%	10%	19%	20%	19%	19%	15%	6%	9%
Don't Know		26%	23%	28%	21%	22%	35%	27%	24%	23%	19%	33%	25%	26%	31%	22%	21%	23%	25%	19%	37%	32%

Fieldwork: 2nd - 6th December 2019

Data weighted to UK population by gender, age, region, social grade, 2017 vote, 2016 referendum vote

**Do you think that people who have had success in an area like business or entrepreneurship have more to contribute to charities than just money?**

		Social Grade		EU 2016 Vote			2017				VI				
		Total	ABC1	C2DE	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	I did not vote	Conservative	Labour	Liberal Democrats	The Brexit Party
	Unweighted	1000	501	494	403	456	92	319	322	74	97	309	292	103	43
	<b>Weighted</b>	<b>1000</b>	<b>527</b>	<b>468</b>	<b>415</b>	<b>380</b>	<b>136</b>	<b>320</b>	<b>305</b>	<b>57</b>	<b>145</b>	<b>313</b>	<b>279</b>	<b>92</b>	<b>43</b>
Yes		58%	61%	55%	61%	63%	43%	61%	63%	71%	46%	61%	64%	67%	44%
No		16%	16%	17%	17%	15%	18%	17%	18%	12%	17%	20%	15%	14%	18%
Don't Know		26%	23%	28%	22%	22%	38%	22%	19%	17%	37%	20%	21%	18%	38%

Fieldwork: 2nd - 6th December 2019

Data weighted to UK population by gender, age, region, social grade, 2017 vote, 2016 referendum vote