



Charity Begins at Home

Understanding the role of national identity on propensity to donate to local, national and international charities

David J. Hart and Andrew J. Robson
Northumbria University

Research Report Produced in
Partnership with the Marketing Trust

Charity Begins at Home: Understanding the role of national identity on propensity to donate to local, national and international charities

Research Report Produced in Partnership with the Marketing Trust

This report is published as an e-book by David Hart Publishing

Room 229, City Campus East 1
Newcastle Business School
Northumbria University
Newcastle upon Tyne
NE1 8ST

ISBN: 978-1-5272-0978-7

Published 2017

About the Authors:

David Hart is a Principal Lecturer in Marketing at Newcastle Business School, Northumbria University. He teaches subjects including consumer behaviour, customer relationships and digital marketing and engages in research on customer complaint behaviour, football fan loyalty and marketing in the third sector. He is a Fellow of the Higher Education Academy, Member of the Academy of Marketing and Institute of Direct and Digital Marketing, and regional board member of the Chartered Institute of Marketing.

Andrew Robson is an Associate Professor at Newcastle Business School, Northumbria University. Andrew has undertaken a range of applied quantitative-based research and consultancy. He teaches on programmes at undergraduate, postgraduate and doctoral level in the areas of quantitative methods and applied statistics and supervises doctoral students, particularly on research projects that are quantitative in nature. He also teaches business simulations to Masters' students across a range of general and specialist programmes.

This research project, and the production of this report, has been kindly funded by the Marketing Trust, an independent charitable trust which makes grants of financial assistance to charitable, volunteer, educational and other organisations for the purposes of training their staff, volunteers, young people and the general public in any or all aspects of marketing. The research team are hugely grateful for the support they have received.

Please direct any queries relating to this report to david.hart@northumbria.ac.uk.

For more information on the Marketing Trust please visit: [http:// www.marketingtrust.org/](http://www.marketingtrust.org/).



**Charity Begins at Home:
Understanding the role of national identity on propensity to donate to local,
national and international charities**

Research Report

Contents

1.0 Executive Summary	4
2.0 Introduction	6
3.0 Project Rationale	8
3.1 Charitable Giving	8
3.2 National Identity	8
3.3 Political Issues	9
3.4 Our Framework	10
4.0 Methodology	12
4.1 Data Analysis	13
5.0 Survey Findings	14
5.1 Respondent Overview	14
5.2 Charitable Giving	18
5.3 Behaviours and Attitudes	22
5.3.1 Charitable Intention, Trust and Donation	22
5.3.2 Ideological Attitudes	25
5.3.3 Support for Political Policies	28
5.4 Inter-Correlations across Measures	30
6.0 Cluster Analysis: Developing Meaningful, Distinct Donor Groups	32
6.1 Cluster One: <i>Educated Liberals</i>	32
6.2 Cluster Two: <i>Young Urban Altruists</i>	33
6.3 Cluster Three: <i>Cautious Pragmatists</i>	33
6.4 Cluster Four: <i>Disengaged Cynics</i>	34
6.5 Cluster Five: <i>Home-First Casuals</i>	35
6.6 Cluster Six: <i>Anti-EU Nationalists</i>	36
7.0 Key Conclusions	38
7.1 Descriptive Data	38
7.2 Demographic Differences	39
7.3 Construct Relationships	40
7.4 Cluster Analysis	40
8.0 Useful Reading	42

Charity Begins at Home: Understanding the role of national identity on propensity to donate to local, national and international charities

Research Report

List of Figures and Tables

Figures

Figure 3.1: Conceptual Model for Charitable Ethnocentrism & Cosmopolitanism	10
Figure 5.1: Respondents by Employment Categories	16
Figure 5.2: Country of Birth versus British Identity	17
Figure 6.1: Summary of Donor Clusters	37

Tables

Table 5.1: Respondents by Age-band	14
Table 5.2: Respondents by Ethnic Group	14
Table 5.3: Respondents by estimated annual income	15
Table 5.4: Respondents by highest level of educational achievement	15
Table 5.5: Respondents by Country / Region	16
Table 5.6: Respondents by voting intention at a general election	18
Table 5.7: Respondents by frequency of newspaper take-up (paper and online)	18
Table 5.8: Respondents by likelihood of charitable donation preference	19
Table 5.9: Respondents by channels of donation	20
Table 5.10: Respondents by amount of donation in the last three months	21
Table 5.11: Respondents by charities donated to in the last three months	22
Table 5.12: Charitable Ethnocentrism	22
Table 5.13: Charitable Cosmopolitanism	23
Table 5.14: Trust in Local, National and International Charities	24
Table 5.15: Donation Intentions	25
Table 5.16: Nationalism	26
Table 5.17: Patriotism	26
Table 5.18: Internationalism	27
Table 5.19: Support for Austerity	29
Table 5.20: Support for Overseas Development Aid	29
Table 5.21: Correlations between Constructs	30

1.0 Executive Summary

- This research project aimed to understand how people distinguish between donating to domestic and international charities: To what extent do donors believe in the old adage “Charity begins at home?”
- To investigate this area, we used the concept of national identity to explore if a person’s relationship (i.e. level of attachment) with their own country impacts on their support for domestic versus international charities.
- We also incorporated a series of political issues into the study which we believed would be particularly relevant to issues of international giving. For example, the research addressed voting behaviours in the 2016 UK EU Referendum and support for austerity and Overseas Development Aid (ODA).
- An online survey methodology was used to explore the above stated areas. The research was undertaken with the assistance of PCP Marketing Consultancy, an agency which provided access to a national consumer panel.
- In total, 1004 completed responses were received. This constitutes a nationally representative sample based on a number of criteria, including age, gender, region and voting patterns.
- The data shows that 80% of respondents had actively donated to charity in the preceding three month period. Health, animal welfare and children’s charities were the most favoured charity types, with support lowest for religious, political and legal charities. Respondents reported a preference for cash donations and donating to / purchasing from charity stores as the most used channels of donating, whereas donations via text or other digital channels were far less prominent.
- Respondents reported highest levels of trust in local charities, followed by national charities and then international charities. Similarly, respondents were more likely to donate in the future to local and national level causes, which fits in with an overall picture where the sample demonstrates a preference for domestic causes.
- In terms of national identity, respondents were most likely to agree with the statements assessing patriotism, with statements on internationalism receiving the least agreement. This fits with the overall preference for domestic over international charities. In terms of political policies, there was a mixed responses response on support for austerity, but overall respondents were not particularly supportive of ODA. Those who did support ODA tended to be younger females.
- A core finding from the study is the relevance of how an individual voted in the UK EU Referendum influences various attitudes and behaviours. Whereas those who voted ‘Leave’ were more predisposed to nationalism, support for austerity and charitable ethnocentrism, ‘Remain’ voters showed greater

support for internationalism, ODA and charitable cosmopolitanism. It appears that how individual's voted in this referendum is a useful predictor of their charitable giving.

- Correlation analysis demonstrates that national identity is highly influential in an individual's decision to prefer domestic or international charities. Whereas nationalism and patriotism (both incorporating positive affection towards one's country) are positively correlated with charitable ethnocentrism, internationalism (a more global form of concern) is associated with charitable cosmopolitanism. These findings suggest that how an individual feels about their country may be a powerful predictor of their donation intentions.
- The data also builds a compelling picture of individuals who have a more global perspective on life. They are concerned with the well-being of people in other countries, support Government intervention through ODA and also prioritise international charities in their personal donations. They also show a negative predisposition towards domestic charities, presenting a form of thinking that is almost the reversal of the 'Charity Begins at Home' position.
- Data from this study also allowed for an in-depth hierarchical cluster analysis, resulting in the development of six distinct clusters based upon issues of national identity, political attitudes and charitable giving. For example, our *Educated Liberals* cluster describes a middle-aged group with a global perspective and a desire to assist both domestic and international charities. In comparison, the *Disengaged Cynics* show far lower propensity to donate to any charity but do indicate a preference for domestic causes.
- Linking to national identity, these clusters suggests that there are particular clusters (such as the *Young Urban Altruists*) who are generally inclined to support a broad range of charities. There are other groups (such as the *Anti-EU Nationalists*) who would appear to be solely concerned with domestic level causes and strongly oppose requests to support international causes. It is hoped that the development of such clusters and the accompanying commentary on how each group can be effectively targeted will aid charities in their future fundraising efforts.

2.0 Introduction

Past research has shown that the United Kingdom is a very generous country when it comes to charitable donations, even in more troubled economic times. However, whilst we know an awful lot about why people do (or do not) donate to charitable causes, far less is known on how individuals choose between the seemingly endless number of charitable causes that actively solicit for financial support.

This project started with an interest in what makes people demonstrate a preference for charities based on the location of beneficiaries they serve. Specifically, what makes a person donate to a charity that serves their own country versus other countries? Some research exists that suggests that a preference for 'domestic' over 'international' charities may concern the visible impact of more local donations, and scepticism as to the effectiveness of international charities.

The old adage 'Charity Begins at Home' is often used to suggest that people should help those they are physically or emotionally closest to before helping those further afield. The phrase implies an inherent preference for helping fellow nationals and features prominently in current debates on major social challenges such as immigration and ODA.

Based on this, we began to wonder if national identity (which we define as feelings of attachment to one's country) could be used to explain a preference for domestic versus international charities. We also wondered to what extent support for political decisions such as austerity policy and ODA allocation were connected to charitable giving, and more broadly if charitable donors can be clustered based upon their feelings towards nationality and political attitudes.

Pulling the above ideas together, this research project has three core objectives:

- To investigate the relationship between national identity and preference for domestic versus international charities;
- To assess the influence of political attitudes on preferences for domestic versus international charities;
- To develop distinct clusters of donors based upon their national identity and political attitudes.

The results of this research are covered in the pages that follow and we think uncover valuable insights that will be of interest to the third sector. Specifically, we hope the results will enable charitable organisations to develop a better understanding of UK donors, but also aid them in developing meaningful segmentation strategies that ensure limited fundraising resources are utilised efficiently.

There are a number of people that we wish to thank for their various contributions to this research project. Firstly, we are indebted to the support of the Marketing Trust who have funded this research and shown a great deal of enthusiasm for the project since its inception. We are also grateful to Professor Fraser McLeay of Northumbria University for his additional support, particularly in the methodology phase of the project. A range of third sector professionals have offered valuable insights to this

work, but in particular we wish to highlight the contribution of Neal Green from the Charity Commission for England and Wales, who has played a vital role in ensuring this research will be disseminated across the sector. Finally, many thanks to Christina Lilley at Pickersgill Consultancy and Planning for her sterling work in the data collection process and to all of those who engaged in either the pilot survey or final data collection.

We really hope that you enjoy this report and find our results to be of interest. If you would like to discuss this project further or explore working with us on future charitable giving research please do get in touch.

David Hart and Andrew Robson

Research Project Co-Authors

3.0 Project Rationale

In this section, we provide a brief overview of the various concepts that formed the basis of this study. Firstly we review what is already known about decisions to give to charities that serve beneficiaries in this country and overseas, and also what we already know about the role of nationality and racial loyalty in this process. From here, we will introduce the concept of national identity which is the focal point of this study – we argue that the distinct forms of national identity (nationalism, patriotism and internationalism) may impact on donor decision making.

Finally, we will also briefly consider support for two political policies (austerity and ODA), both of which may also be relevant to issues of giving, specifically to international charities. The section will close by bringing these ideas together in a conceptual framework, which illustrates the relationships we investigated in this project.

3.1 Charitable Giving

The distinction between domestic and international charities is one of the most common groupings used by donors when distinguishing between potential causes to support. However, very little is known about what factors result in the decision to support one over another. Some of the factors that contribute to choosing between these options include the donor's links to their local community, the visible impact of their donation, levels of trust in different types of charities, or perceptions of cause severity. More relevant to this project however is the idea that donors may feel a moral obligation to look after fellow nationals, an argument that resonates closely with the 'charity begins at home' hypothesis.

Previous work in experimental psychology has identified that respondents may exhibit a preference for members of their own national or ethnic group when allocating donations, which has been described as a form of subjective racial group loyalty. This links to the idea that donors prefer charities where they perceive some form of fit between themselves and the beneficiaries (in this case national group membership) and suggests that national identity has the potential to explain donor preferences for certain types of charitable cause.

3.2 National Identity

Broadly speaking, national identity refers to the level of affection and positive feeling a person has towards their own nation. There has been much discussion in recent years around identity in the United Kingdom, largely inspired by greater political autonomy in Scotland and Wales. Given the particularly high voter turnouts for the 2015 Scottish Independence Referendum and the 2016 UK European Union Membership referendum, it has been argued that national identity currently carries increased social significance.

Within the concept of national identity, there exists three distinct dimensions, which all concern an individual's attitudes towards his / her country and towards other countries:

- **Patriotism** refers to a love of one's country and a willingness to make sacrifices for the benefit of the country. Patriots feel a sense of in-group attachment but are willing to question the actions of the country if they feel it goes against their values – as such it has been described as a healthy form of country loyalty.
- **Nationalism** also involves affection for one's country, but is also characterised by negative evaluation of other countries, feelings of superiority and a desire for dominance: as well as in-group attachment it includes out-group rejection. Nationalists tend to defer to country leadership without questioning policy, have a desire to retain the purity of their nation and has been considered as a form of national fanaticism.
- **Internationalism**, on the other hand, refers to a concern for global welfare as opposed to the interests of any one country. It describes a form of positive out-group attachment, empathy towards other countries and a willingness to co-operate with other countries to solve global problems.

As these dimensions reflect differing attitudes towards the in-group and out-groups, it is anticipated here that they may influence preferences for domestic and international charities, and may also be related to attitudes towards foreign policy issues such as immigration, international conflict and ODA.

3.3 Political Issues

This study also sought to see if individual support for particular political policies might be relevant in charitable donation decision making. Firstly, we focused our attention on support for austerity policy, as this has been shown to impact on consumer spending patterns, in particular their distinctions between what classes as luxuries and necessities. Secondly, we addressed support for ODA. As this concerns national level giving to other countries, this appears inextricably linked to individual giving to international charities.

Austerity policy concerns government level activities undertaken in response to economic changes. The global financial crisis of 2008 saw many developed countries engage in various forms of austerity policy, with the UK perceived as engaging in such activities more than most other national governments. Indeed, the current UK government continues to engage in numerous policies that are designed to reduce the national debt.

Austerity is relevant to charitable giving for two main reasons. Firstly, such policies have the potential to reduce the incomes of certain groups within society, and as such they may feel less inclined to donate to charities when they are feeling financially compromised as a family unit. Additionally, implementation of austerity policy has been demonstrated to increase levels of "home first" sentiment, a desire to look after one's own that has clear linkages with nationalism, and as such may influence the sorts of charities individuals wish to support.

The UK is one of few countries that have met their stated aim of allocating 0.7% of gross national income to ODA. In recent years this allocation has become an

increasingly fraught point of debate with many national level newspapers questioning the allocation when austerity policy impacts upon domestic services. Indeed, reports suggest that support for ODA is particularly vulnerable in times of economic recession. Equally, as ODA implies a sense of concern for the welfare of those in other countries, it is likely that support for this policy will be related to both national identity and preferences for domestic versus international charities.

3.4 Our Framework

Figure 1 visually depicts the relationships that we hypothesise in this study. In short, we predicted that how a person feels about their nation will impact their preference for domestic or international charities. On the one hand, those with stronger attachment to their nation (as assessed through nationalism and patriotism) will be more likely to support domestic charities, with those who score high on internationalism will support international charities. We also believe that people’s attitudes towards political policies such as austerity and ODA will be relevant factors in individual donation preferences.

To investigate this, we have developed and defined two new terms:

- Charitable Ethnocentrism: This describes an inclination to support charities that provide assistance to your own nation or beneficiaries from the same national group.
- Charitable Cosmopolitanism: This term is defined as a preference for assisting charities and beneficiaries in other countries, with no attachment placed on their nationality.

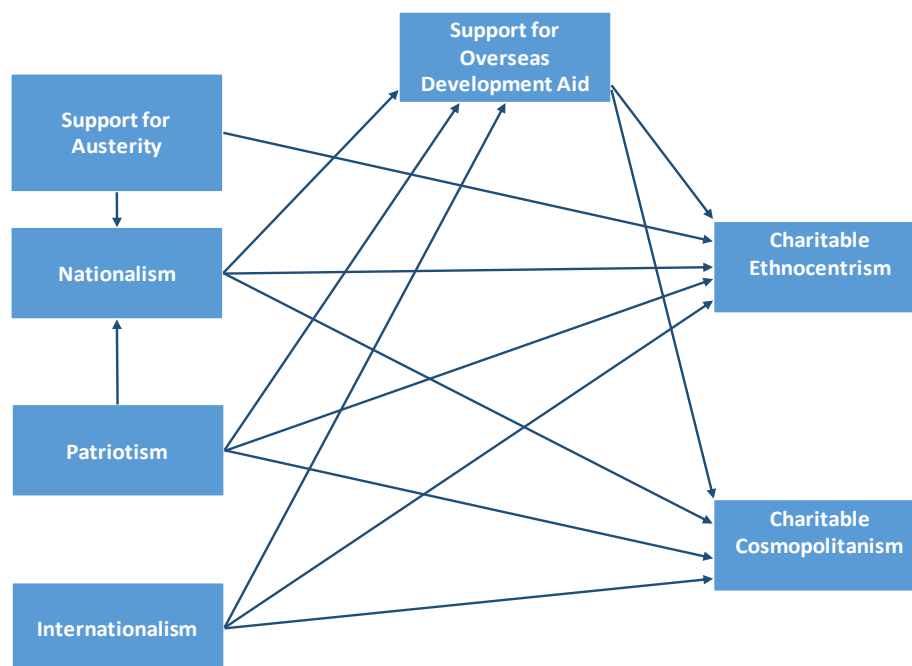


Figure 3.1: Conceptual Model for Charitable Ethnocentrism and Cosmopolitanism

A full discussion of these hypotheses is not included here, although those interested in reading further are directed to a previously published conceptual paper by Hart (2016) which outlined this model and its various relationships. Please see section 8 for details and for other additional reading.

We will address the relationships that were uncovered in our data analysis in section 5.4.

4.0 Methodology

An online survey was utilised to meet the aims of this research project and to ascertain a nationally representative assessment of individuals' views on the subject.

The survey comprised of three distinct sections as outlined below. Whilst some items were developed specifically for this study (e.g. those addressing charitable ethnocentrism and cosmopolitanism), many others were taken from pre-existing studies from either academic papers (e.g. the influential work on national identity from Kosterman and Feshbach, 1989) or public policy and opinion surveys (e.g. Institute of Public Policy Research, 2012):

- **Part One: You and Charity.** In this section questions addressed which types of charities respondents were most inclined to support (e.g. animal welfare, healthcare and disaster relief), their preferred channels of donation (such as street collections and direct debits), their recent donation behaviour and attitudes towards domestic versus international charities.
- **Part Two: You, Your Country and Politics.** This substantive section included nationality and ethnicity, items addressing the various dimensions of national identity, scales that measured support for austerity and ODA and questions about current and future voting patterns.
- **Part Three: About You.** The final section gathered demographic data on the respondents including geographical region and education level. It also included a question on newspaper readership.

A full copy of the survey instrument is available upon request.

The project was fully approved by the Northumbria University Ethics Policy, and the survey was completed on an anonymous basis.

In all cases, items were reviewed for their suitability and where necessary small amendments were made. With the exception of some multiple choice questions (which were used for demographic questions and also those addressing voting patterns), the majority of this survey was based on a 1-7 Likert scale, ranging from 'Strongly Agree' (1) to 'Strongly Disagree' (7).

Once designed, the survey was piloted on a sample of 112 respondents and various third sector organisations to check for question clarity and ensure the survey questions provided data that would be useful to the sector.

The survey was distributed to a nationally representative sample of people across England, Northern Ireland, Scotland and Wales. The sample was weighted by factors such as gender, age, and income to ensure it was representative of the wider population. A consumer panel was accessed using a marketing research firm, who hosted the survey and used a quota sampling approach to data collection to accumulate the desired composition of respondents. Data was collected during March and April 2017.

4.1 Data Analysis

The data were analysed using percentage frequency tables and associated graphical presentation for the various items and multiple-choice questions. Assessment of the Likert-scale items included summary statistics such as the mean and standard deviation. Differences in items by demographic measures such as gender, country of origin and ethnicity were assessed using various non-parametric tests (i.e. Mann-Whitney and Kruskal-Wallis), with the chi-squared test for statistical independence being used to assess relationships between categorical variables present in the data. Assessment of associations between various 7-point Likert scale items involved correlation analysis.

For each of these tests, significance was typically reported at the 0.1% level (p values of 0.000 or lower), given the need to highlight practical significance alongside statistical significance given the size of the data set employed. In some cases, results were reported at either the 5% or 1% levels of significance. The latter was used in the absolute assessment of each of the items across the numerous scale sets presented in the findings, to determine whether the respective mean scores were less than 4.0 (therefore implying overall agreement) or greater than 4.0 (therefore implying overall disagreement) with the presented statement. The value of 4.0 was chosen because it represents the centre point of the implemented 7-point scale.

The cluster analysis involved two stages of assessment. An initial hierarchical cluster analysis, based on Ward's method and squared Euclidean distances, involved the scale sets of charitable donation types, channels of donation, charitable ethnocentrism, charitable cosmopolitanism, trust, donation intention, nationalism, patriotism, internationalism, support for austerity and support for ODA. From this analysis, the scree diagram with the associated "*elbow rule*" of interpretation, was used to indicate the number of distinct clusters by case across the 1004 participant cases comprising the data set.

After defining the number of clusters, a *k-means cluster analysis* based on the data variables listed above defined cluster membership for each case, with a supporting ANOVA indicating which of the cluster variables were statistically significant (at the 5%, 1% or 0.1% significance levels) in contributing to the membership allocation and subsequent definition of the clusters. Further cluster definition makes use of the relationships between cluster membership and various category data variables captured by the study (e.g. gender, voting behaviour at elections and the EU membership referendum and country of origin), involving the chi-squared test for statistical independence.

The data were stored and analysed in SPSS, version 24.

5.0 Survey Findings

The results presented considers each of the 1004 completed questionnaires on the survey which was available in March and April 2017. The findings comprise a respondent overview, an assessment of charitable behaviour, an analysis by survey constructs and an assessment of the relationships between these constructs. Section 6.0 develops a cluster analysis that identifies distinct groupings of charitable donors in terms of attitudes, behaviours and demographics.

5.1 Respondent Overview

The respondents comprised 51.7% women and 48.3% men, with all respondents declaring their gender group within the study. Likewise, all respondents declared their age-band, as presented in Table 5.1. All age groups from 18-24 to 75+ are present in the sample, and the modal group (marginally) are those aged 65 to 74 years.

Age Band	Percentage of respondents
18-24	8.6%
25-34	16.5%
35-44	16.7%
45-54	18.9%
55-64	15.6%
65-74	20.2%
75+	3.4%
Total	100.0%

Table 5.1: Respondents by Age-band

For ethnicity, the sample profile is provided in Table 5.2 (excluding the 1.3% of participants who preferred not to say from the percentages).

White	
British / English / Northern Irish / Scottish / Welsh	85.2%
Irish	2.5%
Gypsy or Irish Traveller	0.0%
Any other White background, write in	4.3%
Mixed / multiple ethnic groups	
White and Black Caribbean	0.4%
White and Black African	0.1%
White and Asian	0.7%
Any other Mixed / multiple ethnic background	0.0%
Asian / Asian British	
Indian	1.7%
Pakistani	1.5%
Bangladeshi	0.4%
Chinese	0.5%
Any other Asian background	0.3%
Black / African / Caribbean / Black British	
African	1.2%
Caribbean	0.7%
Any other Black / African / Caribbean background	0.4%
Other ethnic group	
Arab	0.5%

Table 5.2: Respondents by Ethnic Group

Grouping this data into broader categories (after excluding the 0.5% *Other* and 1.3% who *preferred not to say*), the remaining participants were 92.0% white, 1.2% from mixed/multiple groups, 4.5% Asian/Asian British and 2.3% Black/Black British.

For annual income, 14.6% of the participants preferred not to say. The distribution for the remainder of the sample makes up Table 5.3, with 50.0% of the sample having a declared income between £10,001-£30,000. These combined intervals contain the population-wide mean and median annual incomes for the UK.

Annual Income (£)	Percentage of Respondents
Under £10,000	19.5%
£10,001 - £20,000	27.4%
£20,001 - £30,000	22.6%
£30,001 - £40,000	14.5%
£40,001 - £50,000	7.8%
£50,001 - £75,000	5.3%
£75,001 - £100,000	1.4%
£100,001+	1.5%
Total	100.0%
Prefer not to say	14.6%

Table 5.3: Respondents by estimated annual income

For highest level of educational achievement, the sample is somewhat bimodal. Table 5.4 illustrates this, with 34.0% achieving school-level qualifications (O Levels and A Levels and their equivalent), with 32.0% being degree-level (Bachelors and higher Degrees).

Highest level of qualification	Percentage of Respondents
I have no formal qualifications	8.7%
O Levels / CSEs / GCSEs / Foundation Diploma	20.2%
A Level / AS Level / VCEs / Higher Diploma	13.8%
NVQ Level 2 / City and Guilds Craft / BTEC Diploma / RSA Diploma / Equivalent	8.4%
Apprenticeship	3.2%
NVQ Level 3 / Advanced GNVQ / City and Guilds Advanced / BTEC National / Foundation Degree / Equivalent	13.2%
Bachelor Degree (e.g. BA, BSc)	22.6%
Higher Degrees (e.g. Masters, Doctorate)	9.4%
My qualifications are from outside the United Kingdom	0.5%
Total	100.0%

Table 5.4: Respondents by highest level of educational achievement

Linked potentially to academic qualifications are the employment categories of the study participants, presented graphically in Figure 5.1. The modal groupings are junior management and equivalent (25%), skilled manual workers and equivalent (20%) and middle management and equivalent (19%).

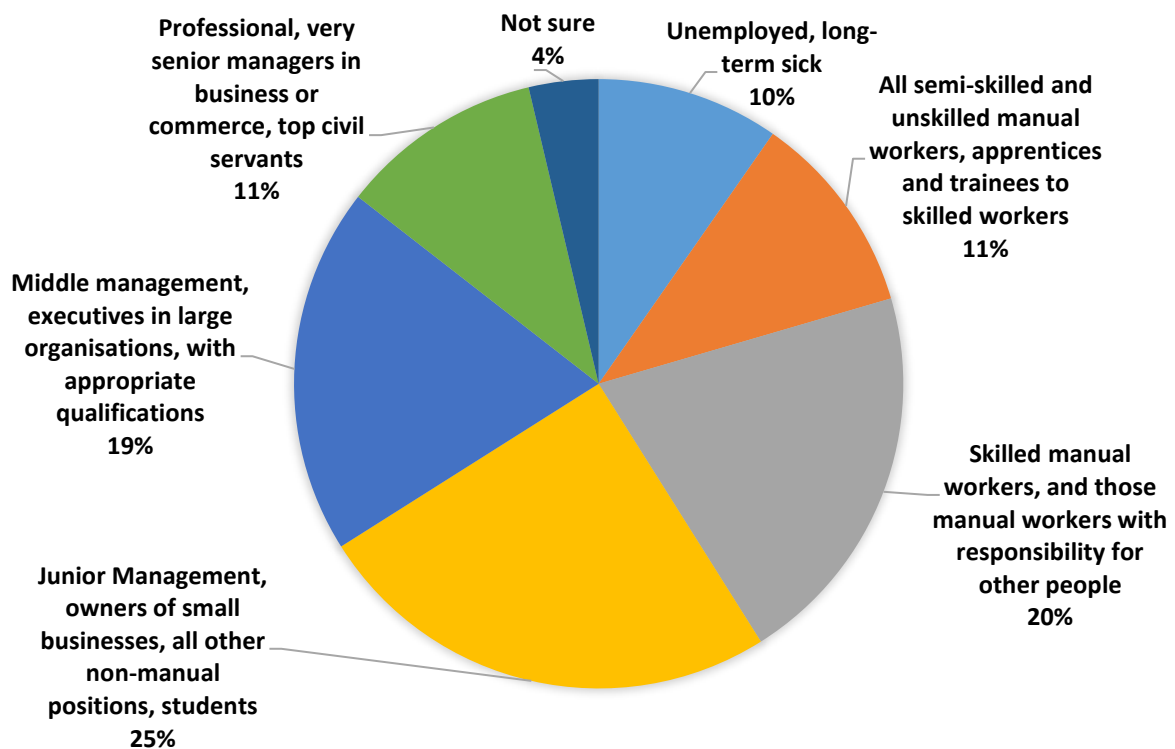


Figure 5.1: Respondents by Employment Categories

In terms of region, the proportion of respondents from each of the four nations comprising the United Kingdom is England (500 – 49.8%), Northern Ireland (101 – 10.1%), Scotland (200 – 19.9%), and Wales (203 – 20.2%). As expected, the percentage of English respondents dominates the study, although the numbers of respondents from Northern Ireland, Scotland and Wales are high relative to their share of the actual UK population. This was a deliberate sampling decision in order to provide sub-samples of data from each country that permits a meaningful level of analysis by location. A further breakdown of the respondents by UK region is provided in Table 5.5. Within England, the greatest representation in the study are the most populous areas of South East England, London and North West England, consistent with national characteristics.

Country / Region	Percentage of Respondents
East Midlands	4.4%
East of England	2.7%
London	7.4%
North East England	3.0%
North West England	7.4%
Northern Ireland	10.1%
Scotland	19.9%
South East England	10.1%
South West England	4.8%
Wales	20.2%
West Midlands	5.3%
Yorkshire and the Humber	4.9%
Total	100.0%

Table 5.5: Respondents by Country / Region

Respondents were also asked to report the extent to which they identified themselves as either from their country of birth (e.g. English) versus British, a

question which chimes closely with issues of national identity across the United Kingdom. Figure 5.2 illustrates the various responses. The most common response relates to those respondents who identify themselves as having an equal balance between Britishness and their country of birth, as indicated by 46.6% of the study participants. Of those moving in one direction rather than another, this tends towards a preference for country of birth (35.4%) compared with Britishness (18.0%).

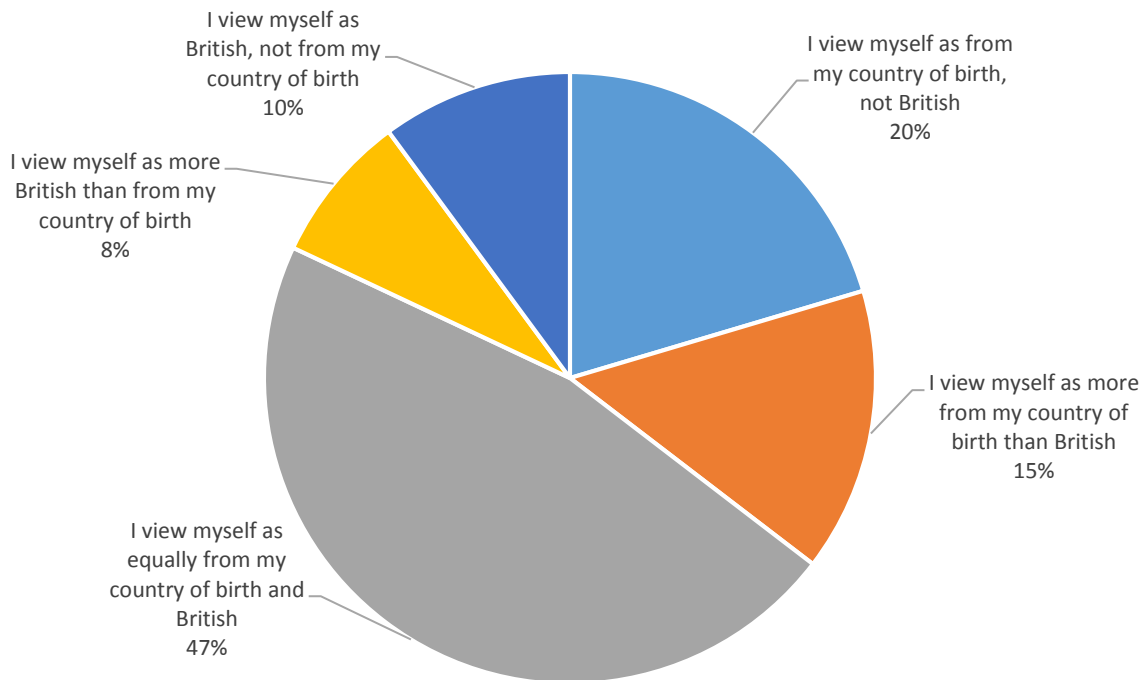


Figure 5.2: Country of Birth versus British Identity

This British-birth country identity is associated with country of origin ($X^2 = 50.851$, $df = 12$, $p = 0.000$), with statistical significance at the 0.1% level. Participants from Wales are in proportion to the overall distribution of responses, the English are more likely to take the neutral position or that of self-recognition as being British with no reference to birth country. In contrast, there is some polarisation on the responses from Northern Ireland, whilst respondents from Scotland are more likely to lean towards being Scottish rather than British. This self-identity also exhibits association with ethnicity at the 1% level ($X^2 = 28.027$, $df = 12$, $p = 0.005$), with participants from the various white groups being more likely to take the balanced view of identity, whilst those from the Asian/Asian British communities being more likely to recognise themselves as British. In contrast neither gender ($X^2 = 7.968$, $df = 4$, $p = 0.093$), nor surprisingly, voting at the EU referendum ($X^2 = 7.995$, $df = 4$, $p = 0.092$) were significantly associated with this self-identity.

With respect to the 23rd June 2016 referendum on European Union membership, excluding the 11.9% who *did not vote* and the 4.9% who *preferred not to say*, 51.2% of the respondents voted to leave the European Union, with 48.8% choosing to remain a member. These are very similar to the actual leave/remain proportions recorded during the referendum across the UK population. The data from this study shows a statistically significant association at the 1% level between voting here and

country of origin ($X^2 = 16.379$, $df = 3$, $p = 0.001$). Respondents from England and Wales are more likely to have voted leave, the opposite being the case for study participants from Scotland and Northern Ireland, which resonates with the actual referendum.

Future General Election voting intentions are reported in Table 5.6. These preferences accord with the order of popularity for the main UK parties, alongside the same ordering by popular vote for the Northern Ireland parties as witnessed in the 2017 Assembly elections.

Political Party	Percentage of Respondents
Conservative	33.8%
Democratic Unionist Party	2.9%
Green Party	5.1%
Labour	23.5%
Liberal Democrat	7.3%
Plaid Cymru	4.1%
Scottish National Party	9.6%
Sinn Fein	2.8%
Social Democratic and Labour Party	0.7%
Ulster Unionist Party	1.5%
United Kingdom Independence Party	8.8%
Total	100.0%
Other	2.7%
I would not vote	9.5%
Prefer not to say	12.4%

Table 5.6: Respondents by voting intention at a general election

Finally, Table 5.7 provides a summary of newspaper readership. Apart from local/regional papers, each of the other alternatives are *never* read by a majority of participants, the percentage of responses *Never* ranging from 62.5% to 84.0%. Only the *Daily Mail* and the *Sun* have a daily or weekly readership of 15% or more of the respondents. The local/regional papers have an at least weekly take up by 43.6% of the participants, with only 38.7% never reading these offerings.

Paper	Daily	Weekly	Monthly	Yearly	Never
Express	4.7%	4.8%	5.7%	5.0%	79.9%
Financial Times	1.6%	4.6%	6.0%	5.9%	82.0%
Guardian	4.4%	7.1%	8.1%	5.3%	75.2%
Mail	11.2%	11.8%	8.8%	5.9%	62.5%
Mirror	6.1%	7.8%	9.3%	6.0%	70.9%
Observer	1.6%	3.9%	5.7%	5.8%	83.1%
Star	3.5%	3.3%	4.7%	4.6%	84.0%
Sun	8.4%	7.9%	7.9%	5.5%	70.4%
Telegraph	4.6%	6.3%	6.2%	8.0%	75.0%
Times	3.5%	7.9%	7.9%	5.9%	74.9%
A local / regional newspaper	12.7%	30.9%	12.6%	5.0%	38.7%

Table 5.7: Respondents by frequency of newspaper take-up (paper and online)

5.2 Charitable Giving

The likelihood of the respondents donating to 13 different categories of charity are presented in Table 5.8. The statistics involve assessment on a 7-point scale ranging from “*very likely*” to “*very unlikely*”. Based on the mean scores and significant differences from a value of 4.0 (representing the mid-point of the scale), the most popular areas for donation are health, children, armed forces and animal charities, all

of which are primarily domestic in nature. In contrast, the least popular are political, religious, cultural and environmental charities.

	Very Likely	Likely	Somewhat Likely	Neither Likely nor Unlikely	Somewhat Unlikely	Unlikely	Very Unlikely	Mean	Standard Deviation	Difference in mean from 4.0
Culture and Recreation charities (e.g. The National Trust, Sports Aid)	5.1%	9.7%	14.4%	22.3%	12.1%	14.3%	22.1%	4.58	1.83	###
Education and training charities (e.g. any school charity, Duke of Edinburgh's Award)	4.6%	8.6%	13.9%	23.1%	14.4%	14.0%	21.3%	4.62	1.77	###
Health charities (e.g. British Heart Foundation, Alzheimer's Society)	18.0%	21.0%	23.8%	18.6%	4.4%	4.2%	10.0%	3.23	1.79	+++
Social Services charities (e.g. Shelter, Trussell Trust Foodbanks, Samaritans)	7.1%	11.1%	20.7%	26.0%	8.7%	10.5%	16.0%	4.14	1.79	‡
Environmental charities (e.g. Greenpeace, Friends of the Earth)	5.4%	9.2%	14.6%	23.8%	12.9%	12.4%	21.7%	4.54	1.81	###
Animal Welfare charities (e.g. RSPCA, World Wildlife Foundation)	15.3%	14.3%	17.5%	20.7%	8.8%	8.3%	15.0%	3.78	1.96	+++
Armed Forces and Emergency Services charities (e.g. Help for Heroes, St. John's Ambulance)	12.5%	16.6%	21.3%	22.3%	7.3%	6.5%	13.5%	3.69	1.86	+++
Religious charities (i.e. any religious institution)	6.1%	7.0%	9.5%	19.4%	10.4%	12.5%	35.3%	4.99	1.93	###
Political, Legal or Human Rights charities (e.g. Legal Action Group, Amnesty International)	3.5%	6.3%	9.7%	23.7%	13.8%	14.5%	28.5%	4.96	1.74	###
International charities (e.g. UNICEF, Oxfam)	8.1%	11.1%	17.4%	23.9%	9.4%	9.1%	21.1%	4.27	1.91	###
Local development charities (i.e. community projects)	6.1%	14.2%	21.2%	26.5%	8.4%	7.5%	16.1%	4.04	1.78	
Children's charities (e.g. NSPCC, Barnardo's)	15.1%	16.4%	21.5%	20.9%	5.9%	5.3%	14.8%	3.61	1.92	+++
International Disaster relief charities (e.g. Disaster Emergency Committee Earthquake appeal)	10.2%	13.2%	18.7%	25.7%	7.7%	6.4%	18.1%	3.99	1.90	

Table 5.8: Respondents by likelihood of charitable donation preference

Mean significantly greater than 4.0 - ‡ - 5% level, ## - 1% level, ### - 0.1% level

Mean significantly lower than 4.0, - † - 5% level, †† - 1% level, ††† - 0.1% level

There are some particularly strong and significant inter-correlations between the likelihood of donating to particular charities within the suite presented. Notable associations include those between international charities and international disaster relief ($r = 0.771$, $p = 0.000$), culture and recreation with education and training ($r = 0.769$, $p = 0.000$) and social services with each of environmental ($r = 0.672$, $p = 0.000$), political ($r = 0.669$, $p = 0.000$), international ($r = 0.683$, $p = 0.000$) and local development charities ($r = 0.664$, $p = 0.000$).

Around half of the charity types show differences in likelihood of donation by gender. In each case, the greater willingness relates to female donors. Where significant differences occur by country, donors from Northern Ireland and Scotland are far

more willing to give in terms of health, social service and international concerns. A large number of the different charity categories exhibit significant difference in likelihood of donation by ethnicity, with a consistency of difference highlighting greater support for each of these amongst the different minority ethnic groups.

The most clear-cut area of significant differences in likelihood of contribution is between participants split by actual voting behaviour in the European Union membership referendum. Consistently, those voting Remain are more likely to donate. Differences in donation likelihood by age-band occurs for many of the charity categories, with the typical explanation being an increase in age-band results in a reduction in the likelihood of donation. Departures from this usual pattern include religious charities where the lowest level of interest relates to 45-54 year-olds. These differences are also replicated for children’s charities and International disaster relief.

In terms of donation channel, the most popular are donating items, cash donation and buying items from charity outlets, all of which have a mean score significantly lower than 4.0. This popularity of donation channel also relates to sponsoring friends and relatives and buying raffle tickets or entering competitions. These positive responses contrast sharply with those relating to direct debit, donation via mobile, text or online and particularly employers’ salary deductions (Table 5.9):

	Very Likely	Likely	Somewhat Likely	Neither Likely nor Unlikely	Somewhat Unlikely	Unlikely	Very Unlikely	Mean	Standard Deviation	Difference in mean from 4.0
Direct Debit	11.2%	10.0%	7.4%	14.3%	7.6%	8.8%	40.8%	4.87	2.20	###
Cash donation (e.g. street collection, collection box)	29.3%	23.5%	16.8%	13.4%	3.3%	3.5%	10.2%	2.89	1.90	+++
Donation via mobile text message / online	6.4%	8.2%	10.0%	16.9%	8.9%	9.4%	40.3%	5.03	2.01	###
Sponsoring a friend / relative in an event	22.3%	23.7%	19.1%	15.7%	3.8%	3.6%	11.8%	3.13	1.91	+++
Buying items from a charity store	28.5%	21.4%	17.2%	15.5%	3.1%	4.5%	9.8%	2.96	1.90	+++
Salary deductions via employer	2.9%	4.1%	5.4%	15.9%	8.5%	10.9%	52.4%	5.65	1.73	###
Buying raffle tickets / entering competitions	18.7%	20.0%	21.0%	17.7%	3.9%	4.3%	14.3%	3.38	1.95	+++
Donating items to charity (e.g. clothing)	40.3%	21.2%	15.0%	11.6%	1.8%	2.0%	8.1%	2.51	1.80	+++

Table 5.9: Respondents by channels of donation

Mean significantly greater than 4.0 - ‡ - 5% level, †† - 1% level, ††† - 0.1% level
Mean significantly lower than 4.0, - † - 5% level, †† - 1% level, ††† - 0.1% level

There are also some high levels of inter-correlation regarding the likelihood of using these donation channels. Standout correlations include those between buying items from a charity store and donating items ($r = 0.717$, $p = 0.000$), donating items and sponsoring friends ($r = 0.647$, $p = 0.000$) and sponsoring friends and buying raffle tickets ($r = 0.664$, $p = 0.000$). Females are significantly more likely to engage in cash donations, sponsorship of friends, buying items from charity stores, buying raffle tickets and donating items compared with the males. There are no differences emerging by country, whilst limited differences exist by ethnicity, with greater support

for various channels emerging for the minority ethnic groups. For the range of donating channels, there was again greater likelihood of application by those voting Remain. Most of the donation channels show significant difference of usage by age-band, with increases in age resulting in less likely usage. The exceptions are buying items from charity stores where the opposite trend prevails, whilst use of direct debit and donation via electronic means decline to a minimum for the 45 to 54 year olds, before increasing in likelihood for the older age groups.

Whilst the modal amount of money donated in the last three months is nothing (Table 5.10) more than 80% have made donations. Over half of the respondents donated between £1 and £30, including 17.5% of participants donating £11-20. The amount of money donated typically shows significant correlation with the likelihood of donating to a particular charity type across the suite of alternatives considered, the strongest of such associations relates to international disaster relief charities ($r = -0.417$, $p = 0.000$). In terms of donation channel, much the same type of associations emerge across the piece, the strongest relates to the frequency of use of direct debit ($r = -0.410$, $p = 0.000$).

Amount (£)	Percentage of respondents
Nothing	19.4%
£1 - £5	13.9%
£6 - £10	14.2%
£11 - £20	17.5%
£21 - £30	13.7%
£31 - £50	9.8%
£51 - £75	3.7%
£76 - £100	3.7%
£101 +	4.0%
Total	100.0%

Table 5.10: Respondents by amount of donation in the last three months

Around 20% of the study respondents have donated to no charities, whereas almost 50% have donated to two or three concerns over the three-month period (Table 5.11). There is also a strong and statistically significant correlation between financial donation and number of different charities awarded ($r = 0.704$, $p = 0.000$), suggesting perhaps one way for the charity sector to increase its revenue is to pursue donors who make small but frequent and multiple financial donations rather than those who provide relatively large donations to a single cause.

In terms of relationships between the amount of money donated and likelihood of charity type, the strongest areas of correlation relate to health charities ($r = -0.446$, $p = 0.000$), children's charities ($r = -0.449$, $p = 0.000$) and international disaster relief ($r = -0.455$, $p = 0.000$). Amount donated is positively associated with donation channels such as sponsoring a friend ($r = -0.428$, $p = 0.000$), buying items from a charity store ($r = -0.422$, $p = 0.000$) and donating items ($r = -0.475$, $p = -0.000$). As the donors increase in age, both their financial contributions and the number of different causes donated to increase.

Number of different charities	Percentage of respondents
None	19.6%
1	15.0%
2	26.8%
3	21.7%
4	9.5%
5	3.9%
6 – 10	3.1%
11 +	0.4%
Total	100.0%

Table 5.11: Respondents by charities donated to in the last three months

5.3 Behaviours and Attitudes

5.3.1 Behaviours relating to charitable intention, trust and donation

The predisposition of the survey respondents towards “*home*” and their “*home country*” is evidenced in terms of the four items representing charitable ethnocentrism in Table 5.12. Each item has a mean score significantly below the median scale value of 4.0, with means ranging from 2.97 to 3.51. In each case, the largest group of respondents cover the various “*agree*” options provided on the scale, for two items a majority have a more neutral response.

	Strongly Agree	Agree	Somewhat Agree	Neither Agree nor Disagree	Somewhat Disagree	Disagree	Strongly Disagree	Mean	Standard Deviation	Difference in mean from 4.0
I want my charitable donations to help people in my own country rather than other countries	26.2%	17.2%	15.3%	27.9%	5.8%	3.1%	4.5%	2.97	1.65	†††
It is wrong to donate to other countries when people in our own country need help	20.2%	11.4%	14.2%	28.4%	11.5%	6.3%	8.1%	3.51	1.81	†††
When it comes to donations I believe that ‘charity begins at home’	22.1%	15.1%	18.0%	30.5%	5.9%	3.6%	4.8%	3.13	1.63	†††
People should help others in their own country before helping people from other countries	20.1%	12.8%	16.0%	33.1%	7.9%	3.9%	6.2%	3.32	1.68	†††

Table 5.12: Charitable Ethnocentrism

Mean significantly greater than 4.0 - † - 5% level, †† - 1% level, ††† - 0.1% level
Mean significantly lower than 4.0, - † - 5% level, †† - 1% level, ††† - 0.1% level

In contrast, the level of agreement for the items that define charitable cosmopolitanism (Table 5.13) is not as strong, where the mean score for each of the four items range from 3.88 to 4.56. The biggest group of respondents opt for the range of “*disagree*” alternatives, for the remainder, the modal group are “*neither agree nor disagree*”, therefore suggesting that charitable ethnocentrism is a more popular position than charitable cosmopolitanism. In an absolute sense, the

participants are receptive to the international context of charity, but in relative terms are more “*home oriented*”.

	Strongly Agree	Agree	Somewhat Agree	Neither Agree nor Disagree	Somewhat Disagree	Disagree	Strongly Disagree	Mean	Standard Deviation	Difference in mean from 4.0
I am likely to donate to a charity that helps other countries in the next month	6.9%	8.5%	10.6%	35.5%	9.9%	8.9%	19.9%	4.39	1.78	###
I actively choose charities that help people in other parts of the world	4.8%	6.4%	9.8%	36.4%	13.5%	8.5%	20.7%	4.56	1.68	###
International charities provide help to people who need it the most	7.9%	10.7%	16.5%	40.7%	8.8%	5.8%	9.7%	3.88	1.57	†
I feel better about myself when I give to a charity that focuses on helping other countries	5.4%	7.7%	10.9%	47.1%	7.3%	6.5%	15.2%	4.24	1.60	###

Table 5.13: Charitable Cosmopolitanism

Mean significantly greater than 4.0 - † - 5% level, †† - 1% level, ††† - 0.1% level
Mean significantly lower than 4.0, - † - 5% level, †† - 1% level, ††† - 0.1% level

This preference for the home compared with the international is reinforced from the perspective of trust, where the mean scores for local, national and international charities are 3.25, 3.50 and 4.29 respectively. The first two are significantly lower than 4.0 at the 0.1% level of significance, the converse being true for the item relating to trust of international charities. Further analysis, involving paired-sample tests, points to significant differences between each pair of observations relating to trust. In short, the greatest trust relates to local giving, diminishing as the activity takes on a national setting and reducing further for international contexts. In line with the above, the modal positions on trust for local and country are “*agree*”, for international charities “*disagree*”.

Whilst there is limited gender difference relating to levels of charitable ethnocentrism, there is across the board significant difference for the measures of charitable cosmopolitanism, with much greater agreement amongst the females. Participants from England, Scotland and to a lesser extent Wales, are more likely to be ethnocentric, whilst donors from Northern Ireland are more positive in terms of charitable cosmopolitanism. Limited differences exist for charitable ethnocentrism according to participant ethnicity, with greater support existing amongst the participants from the minority ethnic groups. There is only one measure of ethnocentrism, “*I want my charitable donations to help people in my own country rather than other countries*” that shows significant difference by age band, with increasing age leading directly to increased levels of agreement. In contrast, all measures of charitable cosmopolitanism differ by age-band: the older the donor, the lower the level of statement agreement. Finally, a suite of clear-cut significant differences emerge by voting behaviour in the European Referendum, where those voting Leave are in significantly greater agreement across the piece for charitable

ethnocentrism, the converse being true regarding the assessment of charitable cosmopolitanism.

	Strongly Agree	Agree	Somewhat Agree	Neither Agree nor Disagree	Somewhat Disagree	Disagree	Strongly Disagree	Mean	Standard Deviation	Difference in mean from 4.0
I trust local charities to use my donation wisely	12.0%	20.3%	23.4%	31.7%	5.2%	2.6%	4.9%	3.25	1.47	†††
I trust international charities to use my donation wisely	6.0%	9.0%	15.8%	30.3%	13.2%	9.4%	16.3%	4.29	1.72	‡‡
I trust national charities (that serve the United Kingdom) to use my donation wisely	9.2%	15.3%	24.0%	35.3%	6.5%	3.5%	6.3%	3.50	1.48	†††

Table 5.14: Trust in Local, National and International Charities

Mean significantly greater than 4.0 - ‡ - 5% level, ‡‡ - 1% level, ‡‡‡ - 0.1% level

Mean significantly lower than 4.0, - † - 5% level, †† - 1% level, ††† - 0.1% level

As with trust, the mean scores for future donation intentions for local, national and international charities are 3.64, 3.42 and 4.39 respectively. Again, the first two are significantly lower than the mid-point of 4.0 on the items deployed in the survey, the opposite being true on the item assessing donations to international charities. Like the pairwise evaluation of trust, significant differences between the pairs of assessment were statistically significant at the 0.1% level. This implies the strongest level of donation intention relates to country-level charity, followed by local, which in turn is significantly more likely than those from the international arena. Across the suite of measures, females are significantly more trusting than the males, although when it comes to actual donations, limited gender differences exist. Trust and donation intention do not differ significantly by country within the United Kingdom. For international charities, there is significantly greater trust amongst Remain voters. Likewise, these voters are also significantly more positive regarding actual donation intentions in both national and international contexts.

	Strongly Agree	Agree	Somewhat Agree	Neither Agree nor Disagree	Somewhat Disagree	Disagree	Strongly Disagree	Mean	Standard Deviation	Difference in mean from 4.0
I am likely to donate to a charity that helps my local community in the next month	9.0%	14.1%	18.2%	39.6%	7.6%	4.2%	7.3%	3.64	1.53	†††
I am likely to donate to a charity that helps causes in my country in the next month	11.4%	16.8%	20.3%	36.6%	5.7%	3.2%	6.1%	3.42	1.52	†††
I am likely to donate to a charity that helps other countries in the next month	6.9%	8.5%	10.6%	35.5%	9.9%	8.9%	19.9%	4.39	1.78	‡‡

Table 5.15: Donation Intentions

Mean significantly greater than 4.0 - † - 5% level, ‡‡ - 1% level, ‡‡‡ - 0.1% level
Mean significantly lower than 4.0, - † - 5% level, †† - 1% level, ††† - 0.1% level

5.3.2 Ideological attitudes

In this section, the participant’s self-assessment in terms of their levels of nationalism, patriotism and internationalism is reported.

Across the five items assessing nationalism, there was a high level of statement agreement; the mean value of each was significantly lower than 4.0, all at the 0.1% level of significance, (Table 5.16). There was particular agreement with the statement “*The United Kingdom’s history makes me feel proud*”. For three out of the four statements, the modal position is “agree”, the exception being “*Due to the United Kingdom’s economic superiority, we rightly dominate international decisions*”, where the most common response is neutral.

The levels of patriotism displayed were even stronger, for the five statements assessed, see (Table 5.17), the mean values ranged between 2.72 and 3.30, all of which were significantly lower in value than 4.0, again at the 0.1% level of significance. These items in terms of distribution compare slightly more positively than their equivalents that assess nationalism, where the range of mean scores is 3.15 to 3.83.

	Strongly Agree	Agree	Somewhat Agree	Neither Agree nor Disagree	Somewhat Disagree	Disagree	Strongly Disagree	Mean	Standard Deviation	Difference in mean from 4.0
The United Kingdom's history makes me feel proud	19.2%	17.3%	19.7%	29.6%	5.9%	3.5%	4.8%	3.15	1.59	+++
The fact that the United Kingdom is the number one state in Europe makes me feel proud	16.8%	16.9%	15.5%	36.4%	6.1%	3.2%	5.1%	3.28	1.57	+++
Due to the United Kingdom's economic superiority, we rightly dominate international decisions	6.8%	10.1%	17.2%	41.8%	12.5%	6.4%	5.2%	3.83	1.42	+++
For me, the United Kingdom is the best state in the world	17.7%	16.8%	13.9%	33.5%	7.7%	4.8%	5.6%	3.33	1.65	+++
The United Kingdom should be used as a role model for other nations	13.8%	17.1%	17.4%	36.4%	7.7%	3.0%	4.6%	3.34	1.51	+++

Table 5.16: Nationalism

Mean significantly greater than 4.0 - ‡ - 5% level, †† - 1% level, ††† - 0.1% level
Mean significantly lower than 4.0, - † - 5% level, †† - 1% level, ††† - 0.1% level

	Strongly Agree	Agree	Somewhat Agree	Neither Agree nor Disagree	Somewhat Disagree	Disagree	Strongly Disagree	Mean	Standard Deviation	Difference in mean from 4.0
The possibilities for political participation (voting and other forms of engaging in politics) in the United Kingdom make me feel proud	12.5%	16.9%	20.2%	38.5%	5.5%	2.8%	3.5%	3.30	1.41	+++
If one feels loyal to one's country, one should strive to mend its problems	20.1%	23.4%	25.6%	28.1%	1.5%	0.6%	0.7%	2.72	1.21	+++
I appreciate the United Kingdom democratic system very much, but I am willing to criticise it in order to achieve further improvement	18.4%	23.2%	24.3%	29.1%	2.4%	1.2%	1.4%	2.83	1.29	+++
Although at times I may not agree with the Government, my commitment to the United Kingdom always remains strong	21.6%	20.1%	20.4%	27.7%	4.5%	2.7%	3.0%	2.93	1.50	+++
I oppose some United Kingdom policies because I care about my country and want to improve it	16.2%	21.1%	23.7%	32.8%	3.7%	1.0%	1.5%	2.96	1.29	+++

Table 5.17: Patriotism

Mean significantly greater than 4.0 - ‡ - 5% level, †† - 1% level, ††† - 0.1% level
Mean significantly lower than 4.0, - † - 5% level, †† - 1% level, ††† - 0.1% level

The level of agreement with the various items addressing internationalism is less positive than those covering patriotism and are clearly more varied than their equivalents assessing nationalism. In particular, there is less support for the ideas of wealth sharing and lowering of standard of living in the United Kingdom to support others elsewhere.

In conclusion, it is fair to suggest that as a set of research participants the group self-assess primarily as patriotic. The levels of nationalism and internationalism are weaker and somewhat similar to each other, albeit with a greater overall level of agreement regarding nationalism.

	Strongly Agree	Agree	Somewhat Agree	Neither Agree nor Disagree	Somewhat Disagree	Disagree	Strongly Disagree	Mean	Standard Deviation	Difference in mean from 4.0
If necessary, we ought to be willing to lower our standard of living to cooperate with other countries in getting an equal standard for every person in the world	6.0%	8.8%	11.9%	32.8%	16.3%	10.2%	14.1%	4.32	1.66	##
We should be more willing to share our wealth with other nations, even if it does not necessarily coincide with our political interests	6.5%	9.0%	14.6%	36.4%	11.6%	7.1%	14.9%	4.19	1.67	##
We should teach our children to uphold the welfare of all people everywhere even though it may be against the best interests of our own country	11.3%	14.6%	21.3%	33.9%	8.6%	3.2%	7.2%	3.52	1.56	+++
Children should be educated to be internationally minded – to support movements which improve the welfare of the whole world, regardless of specific national interests	14.6%	17.3%	22.8%	31.9%	6.2%	2.7%	4.5%	3.24	1.49	+++
The agricultural surpluses of all countries should be shared with poorer people around the world	19.3%	20.4%	21.9%	28.3%	4.0%	2.1%	4.0%	2.99	1.50	+++
UK citizens should assess an international issue based on how much good it does for people across the world, regardless of their nation	11.5%	15.2%	20.8%	40.4%	4.8%	2.3%	5.0%	3.39	1.44	+++

Table 5.18: Internationalism

Mean significantly greater than 4.0 - † - 5% level, ## - 1% level, ### - 0.1% level
Mean significantly lower than 4.0, - † - 5% level, †† - 1% level, ††† - 0.1% level

For each of nationalism, patriotism and internationalism there are few or no significant differences in levels of self-perception by gender. The differences are more frequent for nationalism by country but limited for patriotism: the strongest agreement for nationalism and patriotism can be found in England. In contrast, for internationalism, the greatest level of agreement is from participants originating from Northern Ireland. Whilst limited differences have emerged in nationalism and

Patriotism according to ethnicity, participants in the study from the various minority ethnic groupings are significantly more predisposed to the measures relating to internationalism.

In the assessment of patriotism, there is limited significance between Remain and Leave voters based on action at the 2016 European Union referendum, whilst significant polarity occurs in the assessment of both nationalism and internationalism, with leave voters being significantly more positive across all items in the former, whilst the Remain voters are significantly more positive across the piece for the latter. Assessment of these ideological standpoints by age-band reveals a number of interesting findings. Half of the internationalism items demonstrate differences, with each indicating a clear-cut pattern of decreasing agreement as age increases. Across a number of the nationalism items, there is a decrease in agreement until age group 45 to 54 years of age, before agreements start again to steadily increase; a pattern also observed for patriotism.

5.3.3 Support for Political Policies

This section provides an overview of the participants' support for two relevant areas of Government policy: Austerity and ODA.

Table 5.19 provides data on the five items assessing levels of support for the Government's austerity policy. Overall responses are mixed, two providing mean scores significantly lower than 4.0, with two showing the converse. In terms of response, two statements have the overall position of "agree", two being neutral and one having a modal position spanning the various options comprising "disagree". Cuts and concerns about excessive state spending accord with the participants, but its lack of impact on their families is where some relative disagreement can be found.

There is much greater variation in the respondent assessment of support for ODA, shown by Table 5.20. There is particular disagreement around increasing Government expenditure in this area. However, the importance of ODA is considered by a majority with varying levels of agreement, as is its contribution to creating a more peaceful world. The divergence in assessment of this expenditure is evidenced in this study with three of the statements yielding an overall majority position of "disagree", with two being "agree" and one being neutral.

	Strongly Agree	Agree	Somewhat Agree	Neither Agree nor Disagree	Somewhat Disagree	Disagree	Strongly Disagree	Mean	Standard Deviation	Difference in mean from 4.0
The Government's cuts in public expenditure are essential for the long-term health of the United Kingdom economy	7.9%	13.4%	19.3%	30.3%	11.9%	7.7%	9.6%	3.86	1.65	††
The cuts in public expenditure that the Government proposes are likely to cause serious financial difficulties for me and my family (<i>reverse scored</i>)	4.0%	6.9%	10.2%	37.3%	18.5%	11.8%	11.5%	4.41	1.50	†††
Excessive public spending is the main cause of the United Kingdom's debt	10.3%	13.2%	20.0%	34.1%	9.3%	6.1%	7.1%	3.65	1.58	†††
The public expenditure cuts will strengthen the United Kingdom's economic growth and international competitiveness	5.1%	10.4%	16.3%	41.1%	11.2%	7.2%	8.8%	4.00	1.49	
The public expenditure cuts will damage the United Kingdom's economy by pushing it further into recession (<i>reverse scored</i>)	3.2%	4.0%	11.5%	41.1%	15.5%	12.9%	11.8%	4.48	1.44	†††

Table 5.19: Support for Austerity

Mean significantly greater than 4.0 - † - 5% level, †† - 1% level, ††† - 0.1% level
Mean significantly lower than 4.0, - † - 5% level, †† - 1% level, ††† - 0.1% level

	Strongly Agree	Agree	Somewhat Agree	Neither Agree nor Disagree	Somewhat Disagree	Disagree	Strongly Disagree	Mean	Standard Deviation	Difference in mean from 4.0
Government spending on Overseas Development Aid should increase	4.6%	7.4%	8.6%	29.9%	14.5%	9.9%	25.2%	4.73	1.75	†††
It is important for the United Kingdom to maintain its commitment to overseas development aid	8.7%	10.9%	19.3%	29.4%	9.9%	7.3%	14.6%	4.01	1.77	
Money is better spent on domestic projects (<i>reverse scored</i>)	2.0%	1.9%	5.4%	34.9%	19.3%	15.6%	20.9%	4.98	1.43	†††
Overseas Development Aid is beneficial to the United Kingdom economy	4.8%	9.0%	16.6%	41.2%	10.4%	7.0%	11.1%	4.09	1.53	
We have no moral obligation to help those less well off than we are (<i>reverse scored</i>)	10.9%	8.6%	15.7%	29.2%	13.6%	9.7%	12.4%	4.05	1.76	
Overseas Development Aid contributes to a more peaceful and equal world	7.9%	12.0%	18.2%	35.9%	8.6%	6.8%	10.8%	3.89	1.64	†

Table 5.20: Support for Overseas Development Aid

Mean significantly greater than 4.0 - † - 5% level, †† - 1% level, ††† - 0.1% level
Mean significantly lower than 4.0, - † - 5% level, †† - 1% level, ††† - 0.1% level

The lower level of agreement for the statements relating to ODA compared with those assessing austerity accords with the relatively weaker levels of support for internationalism compared with nationalism, and more so, patriotism as reported earlier.

Again, there are differences in support by gender, where females are particularly supportive of measures around ODA, with the males being more in accord for supporting aspects of austerity. From a national perspective, there is greater support for ODA from Northern Ireland, with the strongest advocates for austerity being from England. ODA is supported much more significantly amongst the minority ethnic communities represented in this study, where limited significant differences in support for austerity emerge: apart from the Asian/Asian British these groups are significantly less supportive. This is mirrored by remain voters being supportive for all measures of ODA, with less clear-cut differences in support for austerity (although Leave voters are slightly more supportive). For age band, there is decreasing support for ODA by age-band, whilst support for austerity tends to either increase by age band or decrease from the youngest donors to those aged 45 to 54 years, before increasing once again by age-band for older participants.

5.4 Inter-correlations across Measures

This section of the report uses correlation analysis to explore the relationships between the various constructs covered in this study. Each of the correlations presented in the following discussion are significant at the 0.1% level ($p = 0.000$). Table 5.21 provides a review of all correlations undertaken followed by a discussion of the key findings.

	Charitable Ethnocentrism	Charitable Cosmopolitanism	Charitable Trust	Future Donation Intentions	Internationalism	Nationalism	Patriotism	Support for ODA	Support for Austerity
Charitable Ethnocentrism	1.000	-0.334	0.013	0.039	-0.354	0.414	0.241	-0.557	0.112
Charitable Cosmopolitanism		1.000	0.633	0.688	0.675	0.022	0.069	0.711	-0.002
Charitable Trust			1.000	0.651	0.471	0.165	0.245	0.433	-0.011
Future Donation Intentions				1.000	0.464	0.156	0.235	0.434	-0.050
Internationalism					1.000	0.045	0.219	0.692	-0.060
Nationalism						1.000	0.643	-0.166	0.357
Patriotism							1.000	-0.023	0.129
Support for ODA								1.000	-0.089
Support for Austerity									1.000

Table 5.21: Correlations between Constructs

The correlations provide strong evidence as to the relevance of national identity on charitable preferences. Firstly, nationalism (the most vehement form of nation attachment) is positively correlated with charitable ethnocentrism (0.414), but not correlated with charitable cosmopolitanism. Secondly, patriotism (a form of national attachment that is more neutral regarding other nations) is again positively correlated with charitable ethnocentrism although this association is understandably weaker (0.241). Again there is no association with charitable cosmopolitanism. Finally, internationalism is instead strongly correlated with charitable cosmopolitanism (0.711) and strongly negatively correlated with charitable ethnocentrism (-0.557).

Brought together, the above correlations suggest that the stronger one's affection for one's country, the greater the propensity to support domestic over international charities. For internationalism, the reverse pattern is observed and is even stronger in nature. Nationalism and patriotism result in more neutral views on international charities, however internationalism results in negative views of domestic causes. Given that internationalists typically show care for all people regardless of national group membership this is a somewhat surprising finding, but may point to their strong desire to remove inequality by supporting charities in less economically developed countries.

The data also shows that charitable ethnocentrism and cosmopolitanism are negatively correlated (-0.334). Therefore an individual inclined to support domestic charities is broadly less likely to support international causes, and vice versa. Whilst these two concepts are not viewed as polar opposites (as it is perfectly feasible to have a positive disposition towards both), this does show that generally individuals are more likely to hold one view point over the other.

The role of trust in charitable donations is further emphasised in these findings. Charitable trust is found to be strongly positively correlated with both future donation intention (0.688) and charitable cosmopolitanism (0.633). These findings demonstrate in particular that trust is especially important for international causes, where the impact of donations may not always be visible to the donor. Fitting with the above, those with higher levels of trust are more likely to be internationalist (0.471).

In terms of political policy support, ODA is strongly correlated with internationalism (0.692), charitable cosmopolitanism (0.711) and charitable trust (0.433). Conversely support for ODA was negatively correlated with charitable ethnocentrism (-0.557). This builds up a convincing picture of individuals that hold a global outlook that are subsequently supportive of Government level interventions to assist other countries and reflect this in their own donation decisions.

Support for austerity is associated with nationalism (0.357), although it was found not to be a strong predictor of charitable choice, with insignificant relationships with both charitable ethnocentrism and cosmopolitanism. Those who support austerity are slightly more likely to be charitably ethnocentric (0.112) although this represents a weak association. Of the two political policies addressed in this project, support for ODA appears to be more useful in understanding individual donation preferences.

6.0 Cluster Analysis: Developing Meaningful, Distinct Donor Groups

A cluster analysis was undertaken in order to identify groups of individuals that can be deemed similar based upon various characteristics. This is a common means of segmentation by placing people into distinct groups, and in this case may offer insights for charities attempting to target potential donors in an efficient manner.

The initial hierarchical cluster analysis involved data on a number of variables (outlined below). From this analysis, the scree diagram, with the associated “*elbow rule*” of interpretation, suggested that six clusters of charitable donors existed amongst the 1004 cases comprising the data set.

- Preferred types of charity;
- Preferred donation channels;
- Charitable Ethnocentrism;
- Charitable Cosmopolitanism;
- Charitable Trust;
- Donation Intentions;
- National Identity (nationalism, patriotism and internationalism);
- Support for political policies (austerity and ODA).

A *k-means cluster analysis* based on the data variables listed above defined cluster membership for each case, with a supporting ANOVA indicating each of the cluster variables was significant at the 0.1% level ($p = 0.000$). From this point, we use chi-square testing on a range of other variables collected in the survey (including gender, income, ethnicity, newspaper readership and voting intentions) to add further definition to each cluster. The result of this process is the development of six distinct clusters which are described further below.

6.1 Cluster One: *Educated Liberals*

Our first cluster comprises 124 (12.4%) of survey respondents and describes an individual with high levels of education and a global perspective on politics and charitable giving. They are typically aged 45-54, more likely to be female and educated to degree level. They are largely in professional employment but not necessarily technologically savvy. They are most likely to read the Guardian and will avoid publications such as the Express, Mail and Sun.

Our *Educated Liberals* demonstrate high levels of charitable engagement: they report above average giving levels and are likely to support a larger number of charities. They demonstrate high propensity to donate across charitable causes, although are less likely to offer assistance to armed forces and emergency services charities. They have high levels of trust in charities in general, but are very much cosmopolitan in terms of charitable preferences. They self-report as being largely internationalist in nature, but also demonstrate a level of patriotism. Politically, they are opposed to austerity measures and support the allocation of money overseas via ODA. They are more likely to have voted remain in the UK EU Referendum and are likely to support left-wing political parties in future elections.

Marketing to the Educated Liberals:

- Although *Educated Liberals* show a broad appreciation for all charities, they are especially empathetic towards health, children, international and disaster relief causes
- They trust local charities the most to use donations wisely, but are most likely to donate to international causes
- Are open to numerous forms of donating with the exception of salary deduction donations
- Their global mind-set means they are likely to respond to messages concerning equity and providing opportunities to deprived groups

6.2 Cluster Two: *Young Urban Altruists*

Cluster 2 comprises 149 (14.8%) of our sample and is typically young (aged 18-44 years), English (in particular London and the West Midlands) and well educated in professional employment. They typically perceive themselves as British and have a complex national identity, exhibiting an internationalist outlook alongside both patriotic and nationalistic sentiments. This group is more likely to come from the minority ethnic groups and read a wide variety of newspapers.

Young Urban Altruists demonstrate high levels of both charitable ethnocentrism and cosmopolitanism and donate to both domestic and international causes. They typically are very trusting of all types of charitable organisation, donate more than average and support a wider number of charities. Politically speaking, they are likely to support Labour, voted remain in the UK EU referendum and broadly support ODA.

Marketing to the Young Urban Altruists:

- They demonstrate positive attitudes to all charity types with the exception of political causes
- Perhaps reflecting the ethnic minority presence in this sector, they are by far the most positive in terms of religious charities
- In terms of channels, they are particularly positive towards cash donations, sponsoring others, charity store donations / purchases and entering competitions
- Show highest levels of trust and donation intentions towards local, national and international level charities of all clusters
- As such they may be attracted to charities that serve beneficiaries both within and outside the UK

6.3 Cluster Three: *Cautious Pragmatists*

Cluster three, our *Cautious Pragmatists*, represents our largest group (327, 32.6% of respondents) and are characterised by “middle of the road” attitudes across a range of our measures. They display higher levels of nationalism compared with other clusters, but at the same time display some patriotism and internationalist

tendencies. They read a range of newspapers but tend not to engage with local publications.

They have typically donated £6-10 in the previous three months, normally supporting two separate charities. They display lower levels of trust in charities than other segments, and are less likely to support culture, education, religious and political charities. Whilst they are likely to have voted remain in the UK EU referendum, they are less likely to vote in a future General Election. They score moderately for both charitable ethnocentrism and cosmopolitanism and are broadly opposed to both austerity and ODA. Demographically, this group is young (aged 18-44), commonly from Northern Ireland or Scotland and are more likely to be unemployed or on long-term absence.

Marketing to the Cautious Pragmatists:

- They do not demonstrate particularly strong feelings (positive or negative) for any charity type
- They prefer donating via cash or donating items to charity stores, but do not utilise salary deduction schemes
- Trust levels are moderate for local, national and international charities
- Messaging should focus on engaging these donors, encouraging smaller contributions and emphasising the impact of their donations

6.4 Cluster Four: *Disengaged Cynics*

Our fourth cluster includes 100 (10%) of respondents and hold typically negative views on a range of issues and are less inclined to support charitable causes in general. Largely male, aged 45-54, English (with many from the South East), unemployed / on sickness absence and with lower reported education levels, we refer to this group as our *Disengaged Cynics*.

They typically hold low levels of trust towards charities and score higher on charitable ethnocentrism. Of all the clusters, they score lowest on charitable cosmopolitanism. However, they do not tend to donate to either domestic or international causes and have low future donation intentions. Politically, they are likely to have voted leave in the UK EU referendum, be supportive of austerity and have strong negative opinions on the allocation of ODA. They typically have non-internationalist viewpoints and are less likely to vote in a future General Election or read any newspapers on a regular basis.

Marketing to the Disengaged Cynics:

- This cluster shows very low propensity to donate across all charity types and typically are negative to all donation channels
- Therefore, these are typically the cluster least likely to respond to fundraising activity and as such may not represent a viable segment for most charities
- They are particularly cynical of charities that do not serve their immediate area
- Local charities should focus their messages on showing the physical outcomes of donations and utilise testimonies from beneficiaries

6.5 Cluster Five: *Home-first Casuals*

In many ways, cluster five represents something of a compromise between clusters three and four. Whilst demonstrating values that show they prioritise their home country, they also have less committal attitudes towards national identity or political engagement. This group consists of 119 (11.8%) members and are largely living in the East or South-West of England with lower levels of education.

Whilst this group are generally trusting of charities, this is less so for international causes and they subsequently demonstrate a clear preference for local and domestic charities (which fits closely with their high charitable ethnocentrism). They generally oppose Government allocation of ODA, which is consistent with their low scores on charitable cosmopolitanism. They typically donate lower amounts to a small number of charities. Politically speaking, they are likely to have voted Leave in the UK EU Referendum, and in future elections are likely to vote Conservative or not engage. They are also less likely to read any newspapers.

Marketing to the Home-First Casuals:

- They are typically negative towards most charity types, but are more ambivalent for health, animal welfare, armed forces and children's charities
- They are most likely to donate items to a charity, store, but are averse to setting up direct debits or more digital donation channels
- Show moderate levels of trust for local, national and international charities but are much less likely to donate to the latter
- Messaging to this group should emphasise the domestic benefits of donations, push more cash-based means of donating and emphasise the usefulness of one-off donations

6.6 Cluster Six: *Anti-EU Nationalists*

Our final cluster, *Anti-EU Nationalists*, constitutes 185 (18.4%) individuals and refers to those people with the strongest “pro-country” perspectives. This group demonstrates high levels of patriotism and nationalism and conversely is less likely to be internationalist. This is a male dominated group more likely to be located in Scotland and Wales, typically over 55 years of age, with either a low level of education or no formal qualifications. This group is less likely to contain members from any of the ethnic minority groups. The newspapers they are most likely to read are the Express, Mail and Sun.

This group scores highest of all clusters on charitable ethnocentrism and has the second lowest level of support for charitable cosmopolitanism. They are more likely to vote either Conservative or United Kingdom Independence Party, and typically voted leave in the UK EU referendum. Whilst having neutral views on austerity, they are very negative concerning ODA allocation. The above values translate into a strong preference for charities that are either local or national in nature. They are relatively modest in their levels of trust for charities, and typically donate smaller amounts to a limited number of causes.

Marketing to the Anti-EU Nationalists:

- They are most likely to donate to health charities, but opposed to supporting culture and recreation, education, environmental, religious, political or various international charities
- Open to donation via cash, charity stores, sponsorship and competitions, but averse to using technology, direct debits or salary deductions
- Show low levels of trust in international charities which reflects their broader political views
- Far more likely to respond to within-country charitable appeals, and will be responsive to messaging which demonstrates the national benefit of their donations

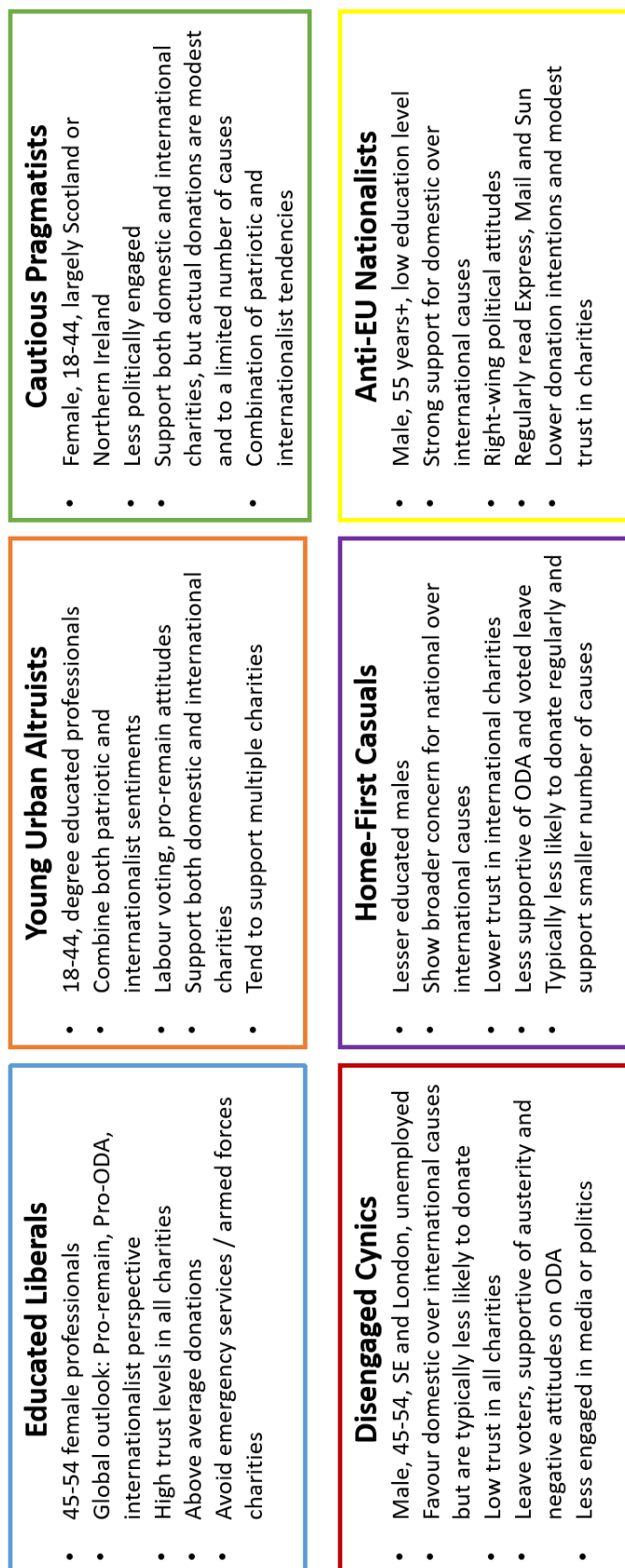


Figure 6.1: Summary of Donor Clusters

7.0 Key Conclusions

The study comprises a sample of 1004 respondents, with analysis of the data by key demographics (gender, ethnicity, voting intention and voting action at the 2016 European Union referendum) suggesting a representative sample of adults from the UK. Moreover, the breakdown of the English donors by region would suggest a representative profile by location (although Northern Ireland, Scotland and Wales were over-represented in the data to allow for inter-country comparisons). In short, the size and profile of the sample members permits generalisability of the study findings.

7.1 Descriptive Data

On average, the most likely areas of charitable donation are health, children, armed forces and emergency services, animal welfare and international disaster charities. Those least likely to be in receipt of donations are religious charities and those relating to politics, legal or human rights. The most popular methods of donation are donating items, cash donation and buying items from a charity store. In contrast, there is much less predisposition to salary deductions, donation via direct debit and electronic media, despite the latter experiencing significant growth in recent years (for example through sites such as justgiving.com).

Around 80% of the participants have donated to charity in the preceding three months, with a majority of the donors giving between £1 and £30. Around 20% have not given to any charities, with half of the donors giving to either two or three causes in this time period. An interesting finding is the correlation between financial contribution and number of causes, suggesting a greater sector revenue may be achieved by donors giving to various campaigns in relatively smaller amounts rather than giving bigger donations to a single charity. Donors, it seems, like to offer their assistance in more than one area of charitable activity.

Respondents typically trust charities based either at a local or a national level to use their contributions wisely, but are more likely to demonstrate a lack of trust for those in international settings. These perspectives are mirrored with respect to donation intentions, with local and national concerns being more likely to receive future donations, and the converse being the case for international activities. Previous research has suggested that international charities are typically less favoured because of cynicism that donations will reach those in need, high perceived administrative costs and the fact that many third world problems are perceived as too large to resolve. In addition, it is hard for donors to assess the impact of international donations compared with local fundraising. This work supports previous research by the Charity Commission for England and Wales by highlighting that international charities need to address low trust levels, especially as trust is a powerful predictor of future donation intentions.

Consistent with the assessment of trust and donation, respondents reported high levels of agreement regarding charitable ethnocentrism, particularly the statement “*I want my charitable donations to help people in my own country rather than other countries*”. In contrast, there is typically marginal disagreement across the range of items assessing charitable cosmopolitanism. In short, there is a greater appetite here

for charitable ethnocentrism compared with charitable cosmopolitanism, although the gap, whilst statistically significant, is not a chasm. Support for this is the relative popularity for international disaster relief charities.

This argument is strengthened further when consideration is given to national identity. There is the greatest level of agreement regarding patriotism, particularly the statements *“If one feels loyal to one's country, one should strive to mend its problems”* and *“I appreciate the United Kingdom democratic system very much, but I am willing to criticise it in order to achieve further improvement”*. Both statements indicate support for the nation, but in a way that is not unconditional. After patriotism, there is overall levels of agreement relating to nationalism. There is relatively less support for internationalism, with mean scores ranging from 2.99 to 3.52. This would suggest some empathy for international issues.

Interestingly, where taking a positive international position runs into some disagreement comes when focus is given to the donors becoming materially disadvantaged. This has been assessed in this study through the two statements; *“If necessary, we ought to be willing to lower our standard of living to cooperate with other countries in getting an equal standard for every person in the world”* and *“We should be more willing to share our wealth with other nations, even if it does not necessarily coincide with our political interests”*. There may be a distinction between desiring a fairer, more equal world and a willingness to make personal sacrifices to achieve it.

These positions are further consistent with participant attitudes towards austerity and ODA. Regarding austerity, the typical responses cover *“Somewhat Agree”* through to *“Somewhat Disagree”*, with most support for the item *“Excessive public spending is the main cause of the United Kingdom's debt”*. There is relatively less participant support for Government policy in maintaining ODA, with particular support of the assertion that money may be better spent domestically. However, there is a relative level of overall agreement for the statement *“Overseas Development Aid contributes to a more peaceful and equal world”*, thereby supporting the assertion that these donors are open to the ideas of internationalism and being supportive of others beyond their own national boundaries.

7.2 Demographic Differences

Differences between demographic groups pointed to a number of interesting conclusions. Females are more likely to be supportive of a broader range of charity types and channels of donation, as well as being more predisposed towards charitable cosmopolitanism and support for ODA, with austerity being supported more by male participants in the study. Females are more trusting towards charities, and donors from the minority ethnic groups have a greater empathy towards internationalism, charitable cosmopolitanism and ODA.

Interesting age-band differences occur across most of the areas assessed, where quite often the level of agreement or disagreement with a statement changes in a linear manner, although in many instances there was a directional change in agreement/disagreement (particularly for those aged 55 and higher). Location by country within the United Kingdom impacts upon support for various charity types

and donation channels, alongside self-perception based on nationalism and internationalism. Where clear-cut differences do emerge is by voting behaviour in the 2016 European Union membership referendum. Respondents committed to leaving the European Union were more predisposed to charitable ethnocentrism, nationalism and support for austerity, whilst those supporting remain were more empathetic to charitable cosmopolitanism, internationalism and support for ODA.

7.3 Construct Relationships

As expected, charitable trust is strongly related to future donation intentions, underlining the importance of charities having a credible and convincing position that potential donors can relate to and accept as a prerequisite to giving. Typically, those with a more internationalist outlook displayed greater levels of trust in charities, with greater levels of cynicism associated with nationalism and patriotism.

Charitable ethnocentrism and charitable cosmopolitanism are negatively and significantly associated (i.e. as one position strengthens, the other weakens). National identity appears to be significantly associated with an individual's charitable choice. Whilst nationalism and patriotism lead to a preference for domestic charities, the opposite is the case for internationalism. Indeed, internationalists show a particularly strong desire to assist international causes but are very negative about domestic charities.

Moreover, support for charitable ethnocentrism correlates with endorsement for austerity, whilst support for charitable cosmopolitanism is highly correlated in relative terms with donor support for ODA. There is a degree of independence in terms of support for austerity and ODA. Whilst nationalism and patriotism emerge as being significantly correlated, both show less association with Internationalism. This suggests that the donors can be proud of their nation and heritage, but it does not have to be at the expense of people and nation states further afield. For charities that serve international communities, this means that even those donors with a home-first mind-set may be open to supporting international causes (although these may be deemed of lesser importance compared with domestic priorities).

7.4 Cluster Analysis

The differences described above suggest potential for segmentation amongst our nationally representative respondents. The cluster analysis, based on national identity, political support and charitable giving and supported by post-hoc assessments between cluster membership and various categorical measures, supports this argument.

Six clusters have emerged, ranging in size from 100 cases (10.0% of the sample) to 327 cases (32.6% of the sample). Each of the clusters have, as expected, distinct characteristics:

- *Educated Liberals* are well-educated, politically left-leaning, supportive, pro-international and culturally cosmopolitan.

- *Young Urban Altruists* are left leaning by voting record, but younger and more located in the minority ethnic communities of England. They were also the most charitably generous cluster.
- *Cautious Pragmatists* appear to be much more “*middle of the road*” in terms of donation behaviour, charitable ethnocentrism and charitable cosmopolitanism, trust and donation, as well as political attitudes.
- *Disengaged Cynics* are distinct from those described so far, particularly from the lack of engagement and interest in charity, politics and media. They represent one segment of the population where charities may be better placed in avoiding time and investment, given their reluctance to support.
- *Home-first Casuals* are differentiated from cluster three by taking a more negative view to charity donation in general and specifically towards charitable cosmopolitanism.
- *Anti-EU Nationalists* also have some negative standpoints, particularly with respect to internationalism, charitable cosmopolitanism and support for ODA. They are less enthusiastic about charity, but they do donate to local and domestic causes and engage with various donation channels.

These distinct segments are likely to be of interest to differing types of charity and also be receptive to different types of solicitation as discussed in section 6.0. Whilst identifying potential donors based upon certain characteristics in this study is acknowledged to be complex (for example, national identity data is not widely available on individuals), there are other forms of data (e.g. voting records) which do appear to have predictive power and such offer the scope for practical implementation of the above segmentation criteria.

8.0 Useful Reading

Bekkers, R. & Wiepking, P. (2011). A literature review of empirical studies of philanthropy: Eight mechanisms that drive charitable giving. *Nonprofit and Voluntary Sector Quarterly*, 40(5), 924-973.

<http://dx.doi.org/10.1177/0899764010380927>

Blank, T. & Schmidt, P. (2003). National identity in a United Germany: Nationalism or patriotism? An empirical test with representative data. *Political Psychology*, 24(2), 289-312. <http://dx.doi.org/10.1111/0162-895X.00329>

Breeze, B. (2013). How donors choose charities: the role of personal taste and experiences in giving decisions. *Voluntary Sector Review*, 4(2), 165-183.

<https://doi.org/10.1332/204080513x667792>

Casale, D. & Baumann, A. (2015). Who gives to international causes? A sociodemographic analysis of US donors. *Nonprofit and Voluntary Sector Quarterly*, 44(1), 98-122.

<https://doi.org/10.1177/0899764013507141>

Dalton, S., Madden, H., Chamberlain, S., Carr, S. & Lyons, C. (2008). 'It's gotten a bit old, Charity': Young Adults in New Zealand talk about poverty, charitable giving and aid appeals. *Journal of Community and Applied Social Psychology*, 18(5), 492-504. <http://dx.doi.org/10.1002/casp.966>

Flatters, P. & Willmott, M. (2009). Understanding the post-recession consumer. *Harvard Business Review*, 87(7/8), 106-112.

Fong, C.M. & Luttmer, E.F.P. (2009). Do Race and Fairness Matter in Generosity? Evidence from a Nationally Representative Charity Experiment. *HKS Faculty Research Working Paper Series*. Available at:

http://dash.harvard.edu/bitstream/handle/1/4481608/Luttmer_DoRaceFairness.pdf.

Glennie, A., Straw, W. & Wild, L. (2012). Understanding Public Attitudes to Aid and Development. Available at:

http://www.ippr.org/files/images/media/files/publication/2012/06/public-attitudes-aid-development_June2012_9297.pdf?noredirect=1.

Hart, D.J. (2016). Charity begins at home? Setting a future research agenda for national identity and charitable ethnocentrism. *Social Business*, 6(2), 125-151.

<https://doi.org/10.1362/204440816x14715138381621>

Henson, S. & Lindstrom, J. (2010). Aid to Developing Countries: Where does the UK Stand? *Institute of Development Studies*. Available at:

<http://www.ids.ac.uk/files/dmfile/IDSUKPOMReport.pdf>.

Kosterman, R. & Feshbach, S. (1989). Toward a measure of patriotic and nationalistic attitudes. *Political Psychology*, 10(2); 257-274.

<http://dx.doi.org/10.2307/3791647>

Micklewright, J. & Schnepf, S.V. (2009). Who gives charitable donations for overseas development? *Journal of Social Policy*, 38(02), 317-341.
<https://doi.org/10.1017/s0047279408002869>

Quelch, J.A. & Jocz, K.E. (2009). How to Market in a Downturn. *Harvard Business Review*, 87(4), 52-62.

Rajan, S.S., Pink, G.H. & Dow, W.H. (2009). Sociodemographic and personality characteristics of Canadian donors contributing to international charity. *Nonprofit and Voluntary Sector Quarterly*, 38(3), 413-440.
<https://doi.org/10.1177/0899764008316056>

Schatz, R.T., Staub, E. & Lavine, H. (1999). On the varieties of National attachment: Blind versus constructive patriotism. *Political Psychology*, 20(1), 151-174.
<http://dx.doi.org/10.1111/0162-895X.00140>

Stevenson, C. & Manning, R. (2010). National Identity and International Giving: Irish Adults' Accounts of Charitable Behaviour. *Journal of Community and Applied Social Psychology*, 20(4), 249-261.
<http://dx.doi.org/10.1002/casp.1029>



Charity Begins at Home

Understanding the role of national identity on propensity to donate to local, national and international charities