

Appendix B: Online Community Achieved Sample

	TOTAL OVERALL	England North Group 1	England North Group 2	England Midlands Group 3	England Midlands Group 4	England South Group 5	England South Group 6	England London Group 7	England London Group 8	Wales Group 9	Wales Group 10	Wales Group 11	Wales Group 12
TOTAL													
Total participants for study	62	5	3	4	6	6	6	6	5	6	5	6	4
Participants per group		5	3	4	6	6	6	6	5	6	5	6	4
PRIMARY QUOTAS													
Trust													
Higher trust	33	5		4		6		6		6		6	
Lower Trust	29		3		6		6		5		5		4
Engagement with charities													
I gave a one-off donation to a charity (or one-off donation to multiple charities)	MIN 5 OF EACH ACROSS WHOLE SAMPE MIX WITHIN GROUP	4	2	4	5	5	5	4	2	4	3	4	4
I have donated goods and services		4	2	4	4	4	4	1	2	5	3	4	4
I have made (or make) repeated donations to the same charity (or charities)		4	3	3	3	3	4	4	3	4	3	3	2
I have volunteered my time to charity (or continue to volunteer my time)		4	2	2	5	2	5	3	2	2	1	3	3
I have not supported a charity in the last 3 years					1	1	1	1	1		2	1	
Gender													

Male	MIX WITHIN GROUPS	2/2	1/2	1/2	2/2	3/2	3/2	3/2	2/2	3/2	3/2	2 /2	1/2
Female	MIN 2 MALE MIN 2 FEMALE IN EACH GROUP	3/2	2/2	3/2	4/2	3/2	3/2	3/2	3/2	3/2	2/2	4/2	3/2
Age													
18-34	MIN 1 OF EACH IN EACH GROUP	2/1	3/1	2/1	4/1	1/1	2/1	1/1	4/1	1/1	2/4	2/1	1/1
35-54	MIX ACROSS SAMPLE	2/1	0/1	1/1	1/1	3/1	3/1	4/1		3 / 1	2/1	2/1	3/1
55+		1/1	/1	1/1	1/1	2/1	1/1	1/1	1/1	2/1	1/1	2/1	/1
SEG													
ABC1	MIN 1 IN EACH GROUP	4/1	3/1	3/1	5/1	4/1	5/1	3/3	4/1	5/1	2/1	5/1	3/1
C2DE	MIX ACROSS SAMPLE	1/1	0/1	1/1	1/1	2/1	1/1	3/3	1 / 1	1/1	3/1	1/1	1/1
Ethnicity													
White - British	RECRUIT MIN 10 BAME ACROSS WHOLE SAMPLE	2	1	2	3	5	3	2		6	5	4	2
Any other white background				1			1					2	1
Mixed - White & Black Caribbean					1		1						
Any other mixed background		1							1				
Chinese or other Ethnic group - Chinese									1				
Black or Black British - Caribbean		1			2			1					
Black or Black British - African						1		1	3				
Any other Black background							1	1					
Asian or Asian British - Indian		1	1										
Asian or Asian British - Pakistani			1										
Any other Asian background					1				1				1
Qualifications													
GCSE and below	MIX ACROSS SAMPLE	1/1	1/1	1/1	3/1	2/1	1/1	3/1	1/1	/1	1/1	2/1	/1
A-level and above	1 OF EACH PER GROUP	5/1	4/1	2/1	3/1	4/1	5/1	3/1	4/1	6/1	5 /1	4/1	4/1