



Charities

Our work in this area has provided charities with the information they need to develop their image, marketing and fundraising policies, as well as their long-term strategies. We can help charities achieve their aims through work into supporter satisfaction or providing the information they require to campaign on policy issues.

Recent examples of projects include:

World Food

This large-scale research project examined the perceptions of both the general public and 'influentials' towards the World Food Programme. The research was conducted in five countries: the UK, US, Canada, Germany and Japan. The initial phase involved collecting the views of 1,000 members of the public in each of the five countries, based on a battery of attitude statements. The second phase involved semi-structured interviews with 20 'influentials' in each country.

The 'influentials' were drawn from senior roles in media, academia, and various NGOs. The results were used to review the Public Relations and Communications Strategy for the World Food Programme.

World Vision

We have conducted two international surveys for this worldwide Christian organisation. Both involved looking at aspects of their relief and development action. The first survey tested the effectiveness of a fund raising advertising campaign among private and corporate donors. The objective of the second piece of research was to determine perceptions of the organisation's positioning and brand personality.

Research among the blind

We have conducted a number of studies on behalf of Guide Dogs for the Blind (GDBA). The most recent comprise two large-scale quantitative studies among blind and visually impaired adults and parents. The study of adults involved more than 1,600 interviews conducted over the telephone. These depth interviews lasted approximately one hour and covered topics such as mobility, health, employment and social activities. The second survey explored the views of parents of blind and partially sighted children, for approximately 45 minutes over the telephone. Both studies have been used as major information sources concerning the needs and lifestyles of the blind.



Charity location feasibility study

An animal charity commissioned TNS to conduct a feasibility study concerning building a new animal hospital in a location in the North-West of England. Respondents were amongst the most deprived residents in the survey area and efforts were made to ensure that different ethnic groups were included. The data collection method was in-home face-to-face interviews, collected by computer-assisted personal interviewing (CAPI).

The interview was structured around a questionnaire designed in collaboration with our client. Results from the 500 completed interviews were thoroughly analysed and a detailed written report of survey findings was produced for our client. The findings are being used by our client to support the need for an animal hospital in the area and to help identify the most suitable location for the hospital.

Charity awareness, image and advertising tracking

For many years TNS has been conducting research to track the awareness, image and advertising recognition of a well-known charity. The study is conducted via the TNS omnibus, using large representative samples of the general public together with occasional booster samples in specific regions.

MPs Panel

TNS regularly assess MPs' awareness and perceptions of charities' fundraising policies and campaigns. We are also able to offer the opportunity for charities to benchmark their effectiveness against other charities. The research uses the TNS MPs Panel which includes 200 MPs selected to be fully representative of the House. MPs have agreed to participate in the research in advance and on any single occasion around 150 MPs complete the survey.

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