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## **Macmillan Cancer Support ranked no1 in first ever Charity Brand Index**

*Charity takes top slot in unique research project by Harris Interactive®, Third Sector and PRWeek*

**London, November 6, 2009** — Macmillan Cancer Support, the UK's seventh largest charity by voluntary income, has been ranked the number one charity by the public in the first ever Charity Brand Index.

The charity beat Cancer Research UK, the UK's largest charity by voluntary income, into second place, closely followed by the NSPCC, the RSPCA and BBC Children in Need.

Global market research agency Harris Interactive carried out the unique research project on behalf of trade publications Third Sector and PRWeek. More than 3,000 nationally representative respondents were asked for their views on the top 150 UK charities measured by voluntary income.

Questions focused on relevance, distinctiveness, familiarity, trust and impression. The responses were then combined with 'consideration to donate' to determine the charity's final position.

The result is the Charity Brand Index 2009, a comprehensive ranking of the top 100 charities in the UK by reputation, public perception and awareness.

Ian Barrow, Head of Research; Public Sector and Charities at Harris Interactive, said, "In order to obtain a high ranking a charity had to perform well on all scores. Health charities figured highly in the top 100, as did charities relating to social affairs and animal welfare. Religious charities fared less well.

"The major influences pushing Macmillan Cancer Support to number one were a high familiarity score, as well as an extremely positive impression of the brand.

"As it has a voluntary income less than a third of second placed Cancer Research UK, the Index has demonstrated that charities can successfully punch well above their weight. We look forward to repeating the results on an annual basis, to track the movements and popularity of the best known charities in the UK."

Ciaran Devane, chief executive of Macmillan Cancer Support, said: "This wonderful recognition is testament to the important work Macmillan does supporting people who have been diagnosed with cancer, and that we could not do it without the incredible support and help of the public."

Commenting on the launch of the index, Tristan Donovan, Deputy Editor of Third Sector said: "This is a unique index which allows charities to determine their strengths and weaknesses in terms of brand, image, and key messages. The struggle for media coverage, funding and support has become even more intense in recent years, and a charity must develop its own identity to stand out. Awareness alone is no longer enough to be recognised,

it's increased trust and respect that are the determining factors to a charity's success. This Index has shown that – and congratulations to Macmillan Cancer Support for its top position.”

### **The Charity Brand Index 2009 Top 10**

1. Macmillan Cancer Support
2. Cancer Research UK
3. NSPCC
4. RSPCA
5. BBC Children in Need
- 6=. British Heart Foundation
- 6=. Comic Relief
8. Marie Curie Cancer Care
- 9=. British Red Cross
- 9=. RNLI

### **The Charity Brand Index 2009 Bottom 10**

91. Tate
- 92=. Brooke Hospital for Animals
- 92=. Tearfund
94. Religious Society of Friends (Quakers)
- 95=. British Film Institute
- 95=. National Museum of Science and Industry
97. Church of Scotland
98. English National Opera
99. Church of Jesus Christ of Latter Day Saints
100. Watch Tower Bible and Tract Society

Notable charities that didn't make it into the top 100 included the Ghurkha Welfare Trust and Walk the Walk Worldwide.

**ENDS**

### **Notes to Editors**

This survey was conducted online within the UK by Harris Interactive on behalf of PR Week and Third Sector Magazine between 12th-19th August 2009 amongst 3,032 members of the UK public aged 18+. Figures for age, sex, education, region and Internet usage were weighted where necessary to bring them into line with their actual proportions in the population. Propensity score weighting was used to adjust for respondents' propensity to be online.

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