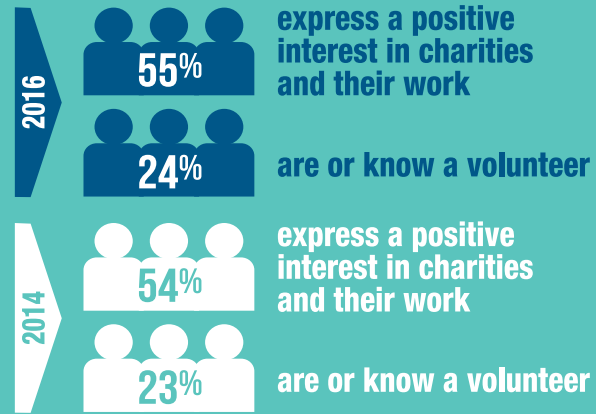


Charities, Public Trust and Regulation 2016

Despite considerable public and media scrutiny over the past 12 months, public trust and confidence remains strong. Our research, which surveyed 1,010 members of the Scottish public and 1,215 Scottish charities, shows that the public remain interested in and supportive of charities. Independent regulation matters to the public and the vast majority of charities feel that they benefit from having charitable status and that regulation is not burdensome.

Public interest and involvement maintained



Trust **81%** say trust is **IMPORTANT** when it comes to donations 83% in 2014

Small decrease in **PUBLIC TRUST** and **CONFIDENCE** in charities since 2014

64% of the public rating their trust in the sector as **6/10** or above

| | |
|------|-----|
| 2014 | 68% |
| 2011 | 61% |

TRUST STILL REMAINS STRONG WITH **54%**

of respondents felt that their trust in charities had not changed over the last 2 years

8% Felt their trust had **INCREASED** | **35%** Felt their trust had **DECREASED**

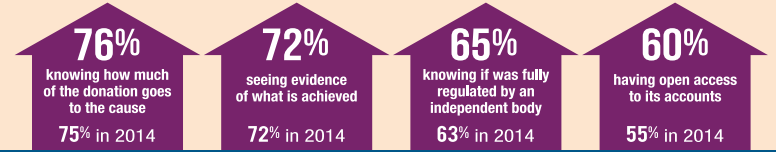
If trust has DECREASED...WHY?



Trust is higher among those who...

- are aware of OSCR
- have contact with charities
- give to charities
- have higher levels of interest in charities

Would INCREASE trust (scoring 4/5 or more)



84% think that **CHARITY REGULATION** is **VERY** or **FAIRLY IMPORTANT** 85% in 2014

OSCR Scottish Charity Regulator **Charities give OSCR top scores, agreeing strongly that...**

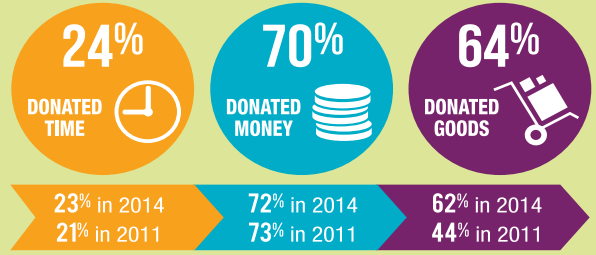


93% of charities say that charitable status is important 90% in 2014

85% of charities say they benefit a little or a lot from being a registered charity 1% say they are hindered, 12% neither hindered nor benefited

Donations

91% of the public have given **TIME, MONEY** or **GOODS**



Reasons for supporting charities and causes

HIGHEST SCORE FOR PERSONAL CONNECTION **46%**

Charities continue to feel financial pressures. Most common issue reported...

INCOME / LACK OF FUNDING **47%**

51% in 2014, 40% in 2011

8 in 10 (79%) of charities have visited the OSCR website **45%** say the website has improved

Footnote - The research was conducted during February and March 2016 by Progressive Partnership, an independent market research organisation, on behalf of the Scottish Charity Regulator. The results of the online surveys, along with findings from four public focus groups and 15 in-depth charity interviews were used to produce the report.