Public trust and confidence in charities

Trust and confidence over time
On a scale of 0–10, how much trust and confidence do you have in charities?

- 6.3 in 2005
- 6.6 in 2008
- 6.6 in 2010
- 6.7 in 2012
- 6.7 in 2014
- 5.7 in 2016

Change in trust and confidence since 2014
Over the past two years, has your trust and confidence in charity increased, decreased, or stayed the same?

- 6% Increased
- 61% Stayed the same
- 33% Decreased

Reasons for a decrease in trust and confidence

- 33% Media stories about a charity/charities generally
- 32% Media coverage about how charities spend donations
- 21% Don’t trust them/don’t know where the money goes
- 18% They use pressuring techniques