

# Young people's trust, confidence and support of charities in Scotland

SCVO Briefing, April 2018

This briefing presents and analyses the findings from a survey of the general public in Scotland on trust, confidence and support of charities. The key findings are based on a telephone survey of 1,088 respondents (adults aged 16+) commissioned by SCVO and conducted by Ipsos MORI during 27<sup>th</sup> Nov and 5<sup>th</sup> Dec 2017. The data for young people (16-24) is based on 121 interviewees, with a weighted sample equal to 155. The 2017 results are compared against the 2015 SCVO/Ipsos MORI poll and other data sources where relevant.

## Key Findings



- The majority of young Scottish people agree that ‘most charities are trustworthy and act in the public interest’ but the number agreeing fell from 85% in 2015 to 73% in 2017.
- Young people’s trust in charities in general has dropped. In 2017, 38% of young people gave charities high scores of 8/10 and above, down from 51% in 2015.
- Young people were also the only age group to report a drop in trust in charities they have a personal connection with. In 2017, 60% of young people gave charities they are familiar with high scores of 8/10 and above, down from 68% in 2015.
- 41% of young people said their trust in charities decreased over the last year, a large swing from 2015, when only 14% said trust had decreased.
- 40% of young people agree negative media stories made them lose confidence in charities, up from 26% in 2015 - the only age group that saw an increase.
- 21% of young people agreed that recent personal experiences had made them lose confidence in charities, up from 8% in 2015 – the largest increase of any age group.

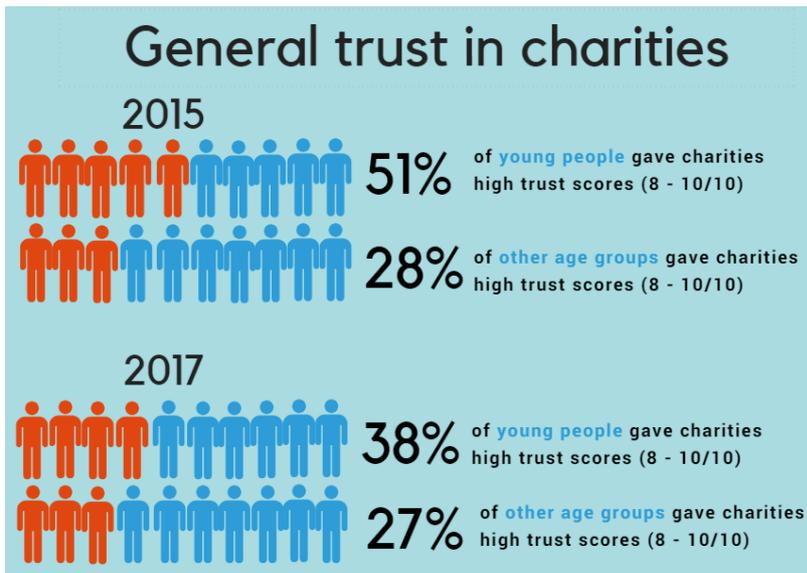
- **72% of young people believe that charities play an important role in their communities. This is lower than the other age groups (where 79% agree) perhaps due to lower awareness?**
- **Almost 9 out of 10 young people surveyed had used a charity service in 2017:**
  - **86% of young people in Scotland used a charity's services**
  - **52% of young people were helped by a charity**
  - **77% enjoyed a social or cultural activity**

### **Summary**

**Trust in charities in Scotland is high, and young people (16-24 years old) have more trust and confidence in charities than older age groups. However, the gap is closing with 2 in 5 young people reporting that their trust in charities had decreased over the last year.**

- **Young people are important as supporters, champions, ambassadors and volunteers: how do we communicate what charities do and the values we hold, in a way that is engaging? What do young people need to know? Are our volunteering and board opportunities meeting their needs?**
- **2 in 5 young people agreed that negative media stories had made them lose confidence in charities – is this negative traditional media or social media? Can we help by telling positive stories?**
- **1 in 5 agreed that personal experience had made them lose confidence – what are these negative personal experiences?**
- **28% of young people don't believe that charities play an important role in their communities – is this an informed belief, or is it that their current understanding of what charities do is too narrow? How can we help communicate the impact of charities?**
- **'Young people' are not a homogenous group – how do we communicate with different sections, ages etc?**
- **What are the issues and values that are important to young people, e.g. environment, human rights, Sustainable Development Goals? Do they see charities as a way to address these issues or not?**
- **Are there any specific resources or activities we need to co-produce?**

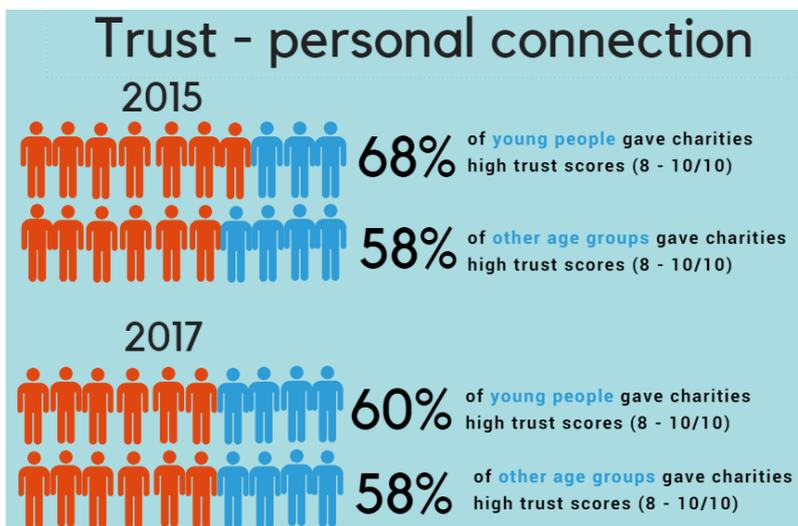
## 1. General trust



In 2017, young people gave charities an average trust score of 6.4 out of 10 for trust, far higher than the 5.8 average given by other age groups.

More than a third (38%) of young people gave charities high scores (between 8 and 10/10), compared to 27% in other age groups. However, young people's trust has dropped significantly from 2015 levels, when a majority 51% gave high scores, while figures for the other age group have stayed pretty stable (2015: 28%, 2017:27%).

## 2. Personal trust



When asked about those charities they have a personal connection with, young people gave slightly higher scores than older people, but the gap between the age groups is small and shrinking.

In 2017, 60% of young people gave charities they have a personal connection with high scores (between 8 and 10/10), compared to 58% in other age groups. Young people's

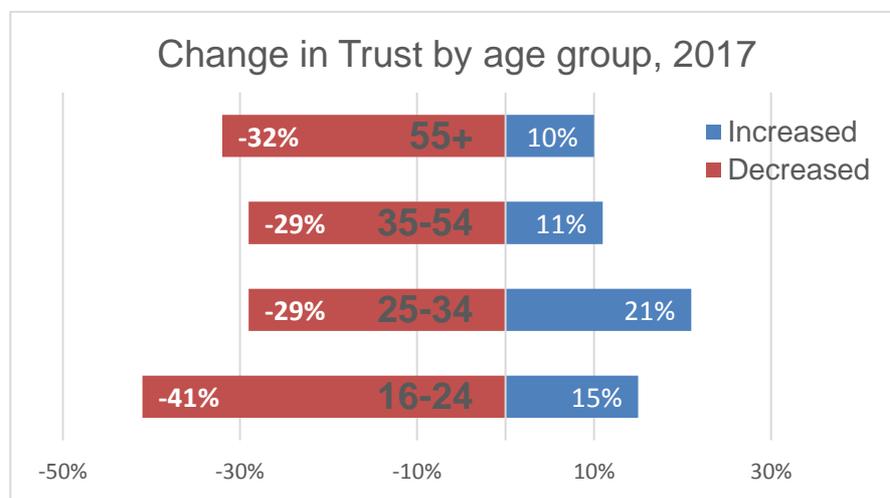
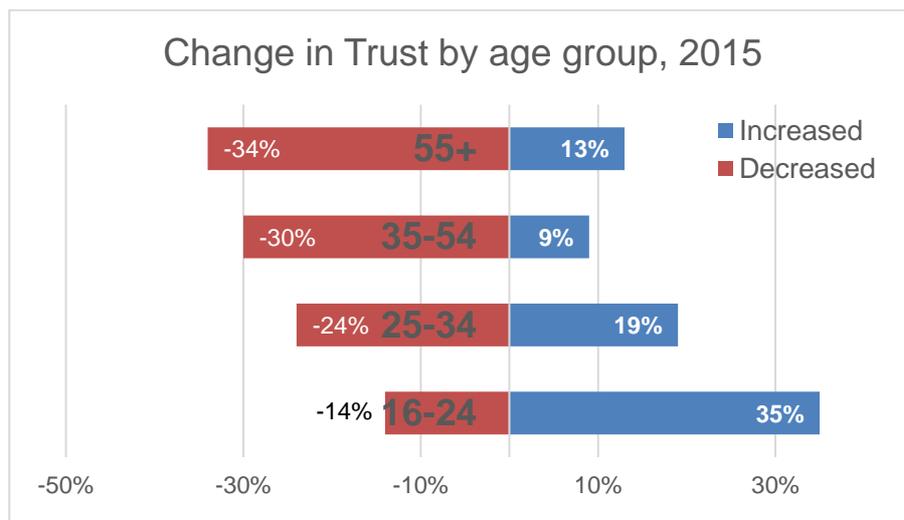
trust has dropped slightly from 2015 levels when 68% gave top scores – while the other age groups saw no drop in trust.

Further, in 2017, 22% of older people gave the charities they had connections with the top score of 10/10, against only 12% of young people, who tended to give marks around the 8/10 and 9/10 mark. The lower figures around personal trust may be due to young people using less services than people in age groups 25-34 and 35-54; alongside other issues such as negative media stories or personal experiences.

### 3. Changes in Trust

Changes in trust for most age groups did not change remarkably, but for young people we saw a large swing from positive increases in trust in 2015 to negative decreases in trust in 2017.

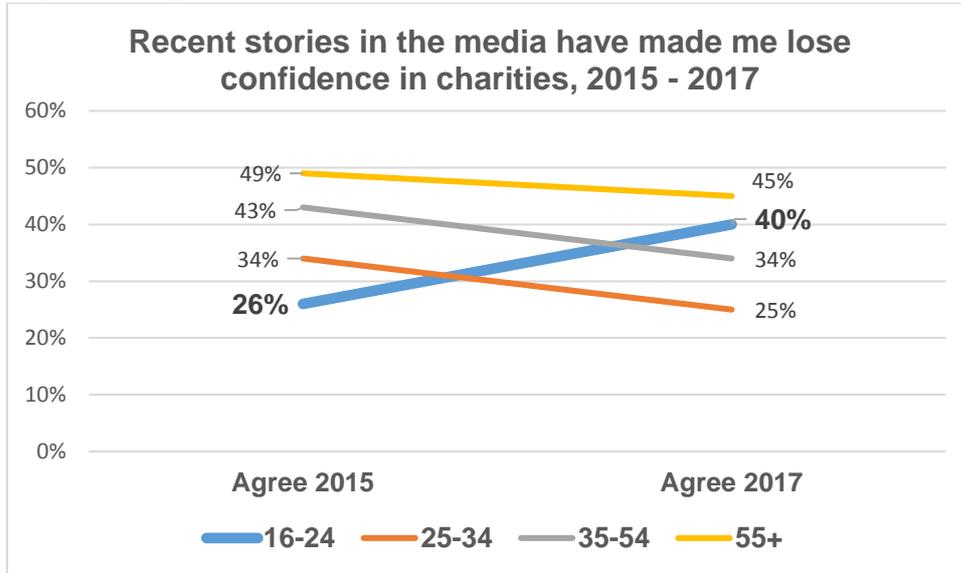
- In 2015, 35% of young people said their trust in charities had increased a lot or a little – far higher than any other age group. Only 14% said their trust had decreased.
- But in 2017 these figures have been flipped. Only 15% of young people say their trust has increased, and 41% said it has decreased – again higher than any other group, but this time a negative change. 25% said their trust had ‘decreased a little’: and 16% said that it had ‘decreased a lot’.



#### 4. Negative media

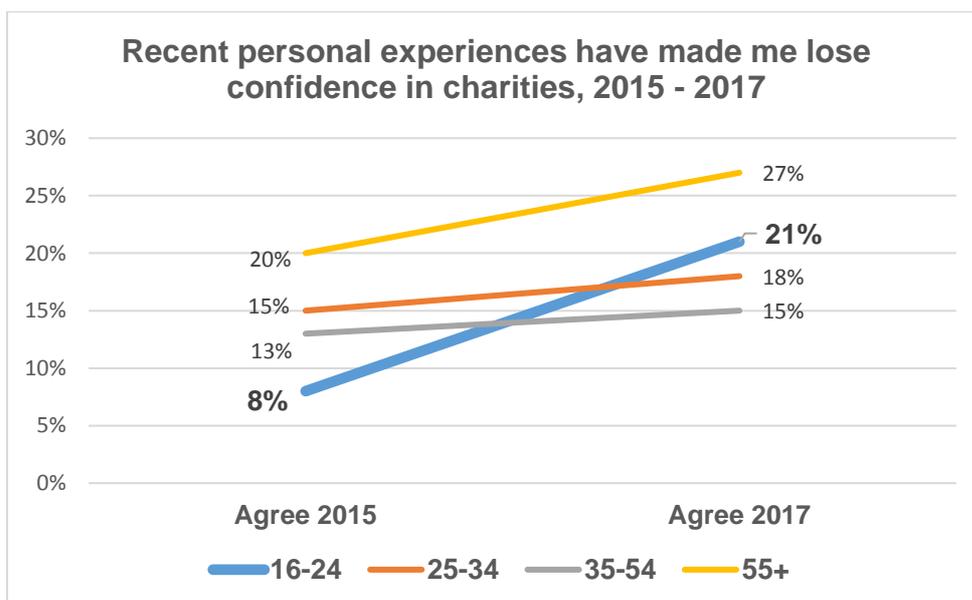
In 2017, 40% of young people agreed that recent stories in the media had made them lose confidence in charities – this is a 14% increase from 2015. In all other age groups the reported influence of negative media has gone down (see figure below).

Young people are now the second most likely age group - after those aged over 55 - to say that negative media stories have made them lose confidence in charities.



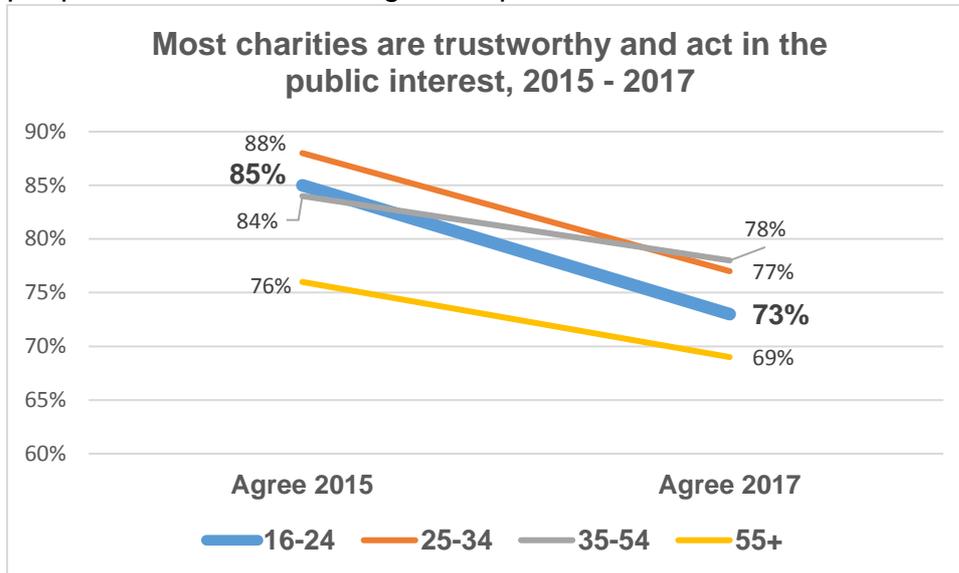
#### 5. Negative personal experience

In 2017, 21% of young people said that personal experiences had made them lose confidence in charities – a rise of 13%, making them second only to older people in terms of negative personal experiences:

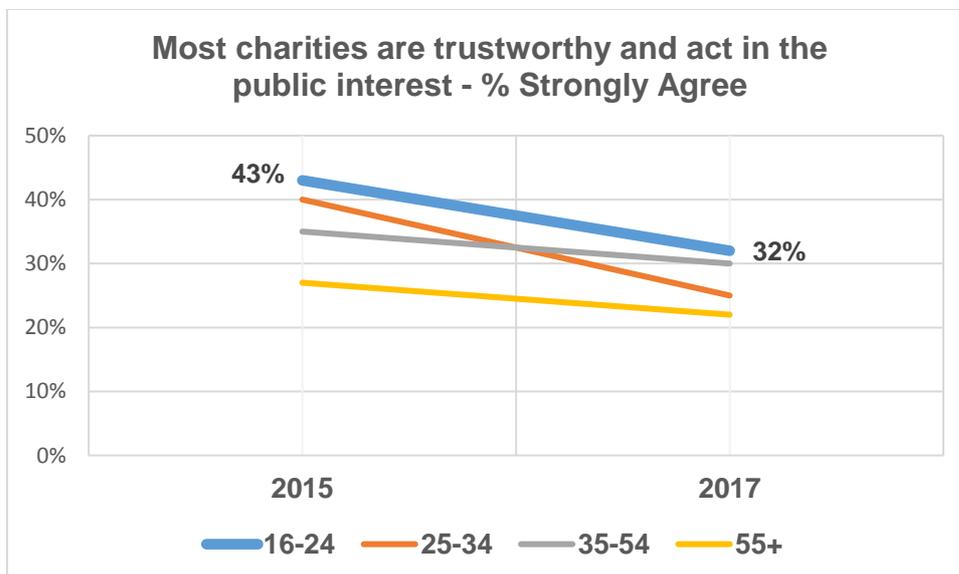


## 6. Charity trustworthiness

We have seen a drop across all age groups in the number of people agreeing that charities are trustworthy and act in the public interest - and disappointingly young people have shown the largest drop, from 85% to 73%:

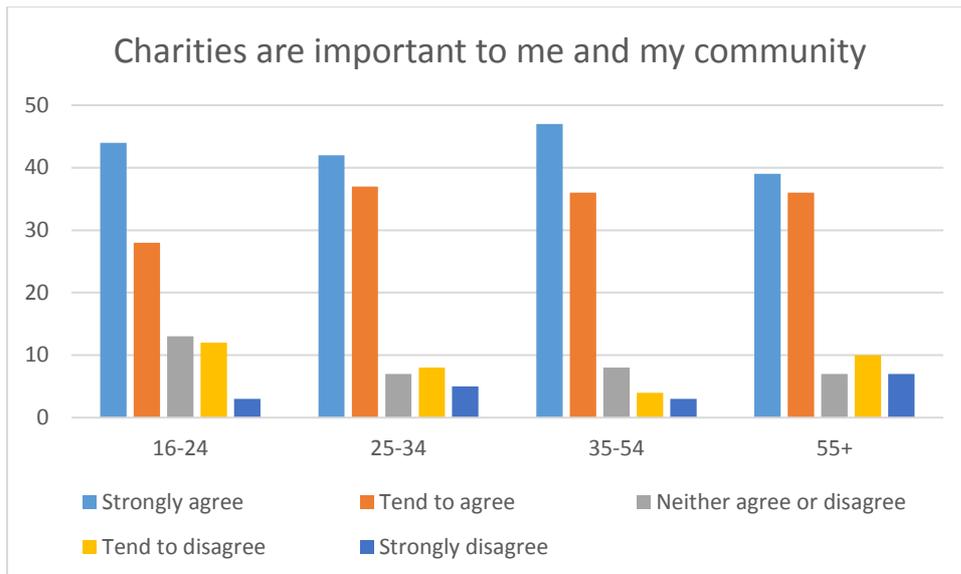


Interestingly though, young people are still more likely than other age groups to 'Strongly Agree' that charities are trustworthy, which gives cause for optimism:



## 7. Importance of charities

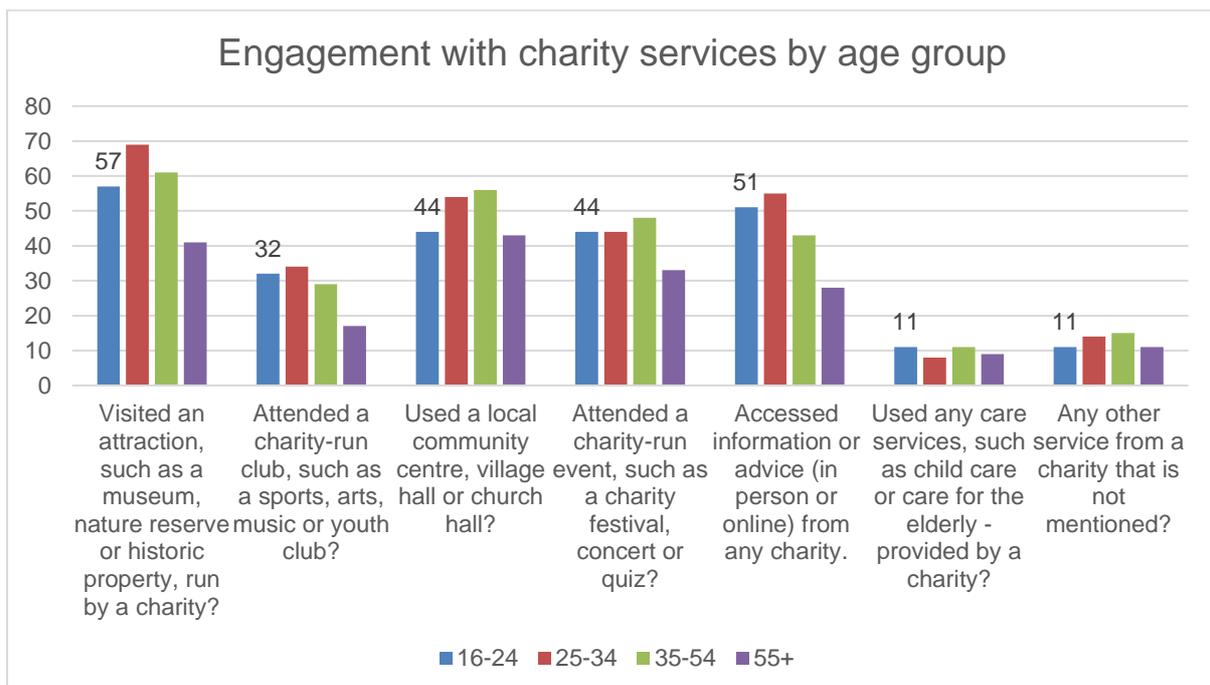
72% of young people agree that charities are important to them and their communities, which is good news, but is lower than all the other age groups. This, along with negative media and perceptions of charities, highlights the need to do more work with young people and showcase the work that charities do in local communities.



## 8. Using a charity service

- 86% of young people in Scotland used a charity's services in 2017
- 52% of young people were helped by a charity (in particular accessing info in person or online)
- 77% enjoyed a social or cultural activity (includes visitor attraction, music, sports and arts clubs etc)

Young people and middle aged people are most likely to make use of charities – perhaps surprisingly, people over 55 are the least likely group to make use of charity services:



## 9. Additional data

### OSCR: Charities, Public Trust and Regulation 2016

<https://www.oscr.org.uk/news/surveys-show-strong-support-for-charities-in-scotland>

- The youngest, 16-24 year old, respondents were more likely than all older respondents to have had any contact with charity (16-24 66%, 25+ 43%) and to have had contact through work or volunteering (16-24 53%, 25+ 26%).
- Under 25s (50%) were more likely than those 25 or over (32%) to have donated cash under the value of £50 in the past twelve months. However, under 25s (16%) were less likely than those aged 25 or over (37%) to donate over £50. There was no difference amongst age groups in the likelihood to donate money overall.
- Respondents aged under 25 (36%) were more likely than all other age groups (25-34 20%, 45-54 23%, 55-64 21%, 65+ 22%), bar 35-44 (28%\*), to support charities that they enjoy supporting. *\*Difference not statistically significant*
- Those under 25 (30%) were also more likely than older respondents (25-34 20%\*, 35-44 15%, 45-54 11%, 55-64 11%, 65+ 11%) to support charities they had heard of. *\*Difference only statistically significant at 90% confidence level*
- Confidence in charities decreased with age, with the youngest groups (16-24 6.48, 25-34 6.32) scoring higher than the oldest group (65+ 5.58).

*Those in the younger age groups (16-24 14%, 25-34 18%) were more likely than those in the oldest groups (55-64 1%, 65+ 3%) to report an increase in trust in the last two years. These groups (16-24 30%, 25-34 28%) were also less likely than the oldest respondents (55-64 44%, 65+ 48%) to report a decrease in trust. (note: this may no longer be the case)*

Interest remained high in 2016, but OSCR survey does seem to picking up a light downturn:

### Profile of those most interested in charities

OSCR  
Scottish Charity Regulator

2011	% scoring 8-10 2011	Mean Score 2011	2014	% scoring 8-10 2014	Mean Score 2014	2016	% scoring 8-10 2016	Mean Score 2016
<b>Total (1,018)</b>	<b>33%</b>	<b>5.98</b>	<b>Total (1,000)</b>	<b>25%</b>	<b>5.75</b>	<b>Total (1,010)</b>	<b>25%</b>	<b>5.69</b>
Male (461)	27%	5.60	Male (480)	24%	5.54	Male (485)	21%	5.32
Female (557)	38%	6.33	Female (520)	26%	5.95	Female (525)	28%	6.03
16-24 (108)	30%	5.94	16-24 (150)	37%	6.63	16-24 (152)	27%	6.17 ↓
25-34 (147)	23%	5.40	25-34 (150)	34%	6.25	25-34 (152)	28%	5.88
35-44 (174)	33%	5.99	35-44 (170)	21%	5.50	35-44 (172)	22%	5.65
45-54 (200)	38%	6.43	45-54 (180)	22%	5.64	45-54 (182)	23%	5.67
55-64 (154)	46%	6.71	55-64 (150)	19%	5.10	55-64 (152)	26%	5.94 ↑
65+ (235)	29%	5.48	65+ (200)	22%	5.52	65+ (202)	22%	5.06 ↓
AB (206)	41%	6.71	AB (185)	33%	6.21	AB (187)	32%	6.26
C1 (272)	29%	5.87	C1 (315)	27%	5.95	C1 (318)	23%	5.83
C2 (205)	30%	5.61	C2 (220)	16%	5.33	C2 (222)	23%	5.61
DE (335)	34%	5.89	DE (280)	26%	5.55	DE (283)	24%	5.22 ↓

Whilst there were no statistically significant changes amongst subgroups in those scoring 8-10 between 2014 and 2016, the mean score value for the youngest cohort (16-24) and eldest (65+) dropped and the score for 55-64s increased. The mean score for those in DE social grades has dropped since 2014.

Q1. How interested are you in charities or their work?

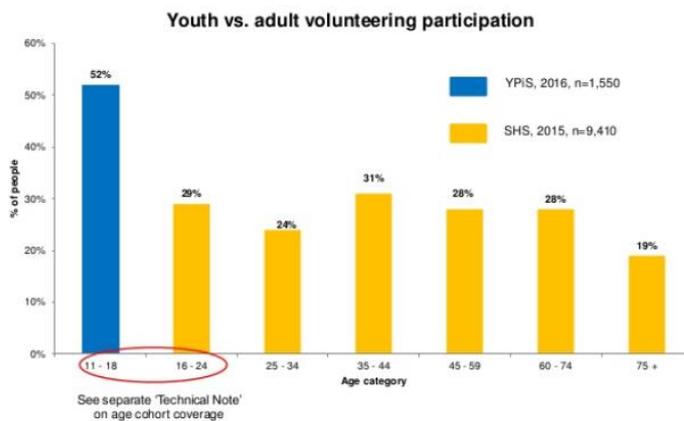
Base (all respondents)

## Young people and volunteering

<http://www.volunteerscotland.net/policy-and-research/research/young-people-and-volunteering-in-scotland-2016/>

- While overall volunteering figures for Scotland have flatlined and are now even showing a decline, youth volunteering is going through the roof! Youth volunteering (under 16s) participation has grown to 52%, nearly double the adult figure of 27%
- Factors which have underpinned this growth in youth volunteering from 33% in 2009 to 52% in 2016 include 'push' and 'pull' factors, the jobs market, awards and recognition, and targeted support.

### Trend in volunteering by age

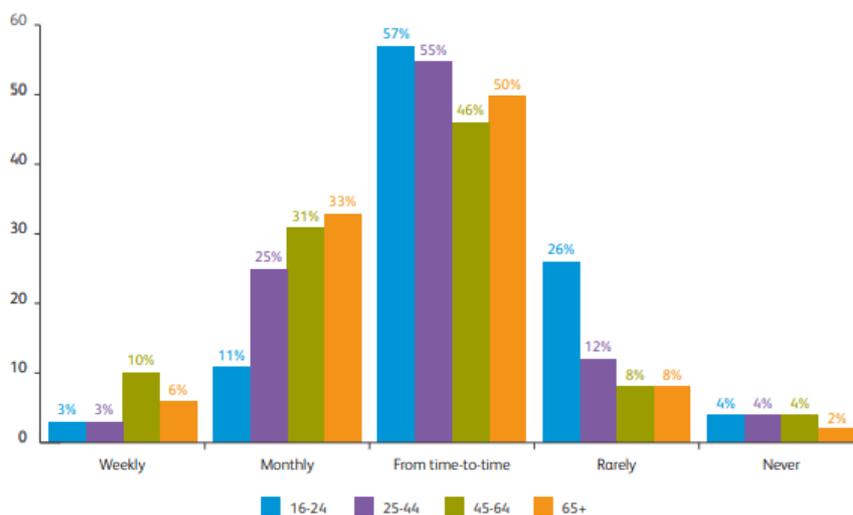


## CAF Scotland Giving 2017 - young people and giving etc

<https://www.cafonline.org/docs/default-source/about-us-publications/2254-caf-scotland-giving-2017.pdf>

- Younger people are less likely to donate money regularly than older people, with 26% donating 'rarely' and 57% donating 'from time to time'.
- Young people are more likely to volunteer, sign a petition and take part in a public demonstration or protest, with nearly  $\frac{3}{4}$  of young people signing a petition in the last year

Figure 2: Which of the following best describes how often you give to charity?



Base: All adults 16+ (n=712)

## Data tables

General trust	16-24	Other age groups	Difference Young people
High trust scores (8-10) 2015	51%	28%	In 2015, 23% more young people gave top scores
High trust scores (8-10) 2017	38%	27%	In 2017, 11% more young people gave top scores
Change	Drop ↓ 13%	Drop ↓ 1%	

Personal trust	16-24	Other age groups	Difference Young people
High trust scores (8-10) 2015	68%	58%	10% more young people gave top scores
High trust scores (8-10) 2017	60%	58%	2% more young people gave top scores
Change	Drop ↓ 8%	No change	

Recent stories in the media have made me lose confidence in charities	Agree 2015	Agree 2017	Change
ALL	41%	38%	-3%
16-24	26%	40%	14%
25-34	34%	25%	-9%
35-54	43%	34%	-9%
55+	49%	45%	-4%

Recent stories in the media have made me lose confidence in charities, 2017 %	2015	2017	16-24	25-34	35-54	55+
Strongly agree	16	14	17	10	11	17
Tend to agree	25	24	23	15	23	28
Neither agree or disagree	10	18	17	22	20	15
Tend to disagree	27	27	22	35	29	23
Strongly disagree	19	15	20	18	15	12
Don't know	2	2	0	0	2	4

<b>Recent personal experiences have made me lose confidence in charities</b>	<b>Agree 2015</b>	<b>Agree 2017</b>	<b>Change</b>
ALL	<b>15%</b>	<b>21%</b>	6%
16-24	<b>8%</b>	<b>21%</b>	13%
25-34	<b>15%</b>	<b>18%</b>	3%
35-54	<b>13%</b>	<b>15%</b>	2%
55+	<b>20%</b>	<b>27%</b>	7%

<b>Recent personal experiences have made me lose confidence in charities, 2017 %</b>	<b>2015</b>	<b>2017</b>	<b>16-24</b>	<b>25-34</b>	<b>35-54</b>	<b>55+</b>
Strongly agree	6	9	10	6	7	12
Tend to agree	9	12	11	12	8	15
Neither agree or disagree	8	19	26	19	18	18
Tend to disagree	32	28	18	26	32	28
Strongly disagree	43	30	34	37	34	22
Don't know	2	2	0	1	2	4

<b>Most charities are trustworthy and act in the public interest</b>	<b>Agree 2015</b>	<b>Agree 2017</b>	<b>Change</b>
ALL	<b>82%</b>	<b>73%</b>	<b>-9%</b>
16-24	<b>85%</b>	<b>73%</b>	<b>-12%</b>
25-34	<b>88%</b>	<b>77%</b>	<b>-11%</b>
35-54	<b>84%</b>	<b>78%</b>	<b>-6%</b>
55+	<b>76%</b>	<b>69%</b>	<b>-7%</b>

<b>Most charities are trustworthy and act in the public interest, 2017 %</b>	<b>2015</b>	<b>2017</b>	<b>16-24</b>	<b>25-34</b>	<b>35-54</b>	<b>55+</b>
Strongly agree	34	26	32	25	30	22
Tend to agree	48	47	41	52	48	47
Neither agree or disagree	6	10	14	9	10	8
Tend to disagree	8	9	7	9	7	11
Strongly disagree	3	6	5	6	3	10
Don't know	2	2	0	0	1	2

<b>Charities are important to me and my community</b>	ALL	16-24	25-34	35-54	55+
<b>Agree</b>	<b>77</b>	<b>72</b>	<b>79</b>	<b>83</b>	<b>75</b>
Disagree	13	15	13	7	17

<b>Charities are important to me and my community, 2017 %</b>		2017	16-24	25-34	35-54	55+
Strongly agree		42	44	42	47	39
Tend to agree		35	28	37	36	36
Neither agree or disagree		9	13	7	8	7
Tend to disagree		8	12	8	4	10
Strongly disagree		5	3	5	3	7
Don't know		1	0	1	1	1

	16-24	Other age groups	25-34	35-54	55+
% of Scottish households using a charity last year	86%	83%	86%	88%	74%
% helped in some way by a charity	52%	45%	58%	45%	31%
% enjoying a social or cultural activity provided by a charity	77%	76%	51%	80%	66%

## Contact

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