

PUBLIC TRUST AND CONFIDENCE IN AUSTRALIAN CHARITIES 2015

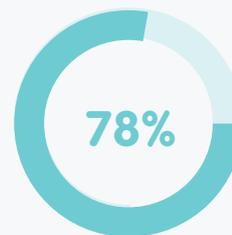
This study examined public trust and confidence in Australian charities in 2015. The research consisted of in-depth interviews, focus groups and an online survey of a nationally representative sample of 1 761 Australian adults. It was undertaken by ChantLink, on behalf of the ACNC.



Trust in Australian charities is strong



87% of people made some form of contribution to charity in the last year



78% of people support at least one charity regularly



The most important factor in increasing public trust was the charities' activities.



73% of people rated the importance of having a Charity Register as very high.



After people were told about the ACNC and its role, the average level of trust in charities increased from 6.4 to 6.7 out of 10.



People who are aware of the ACNC rated their level of trust in charities higher than those who did not know about the ACNC.



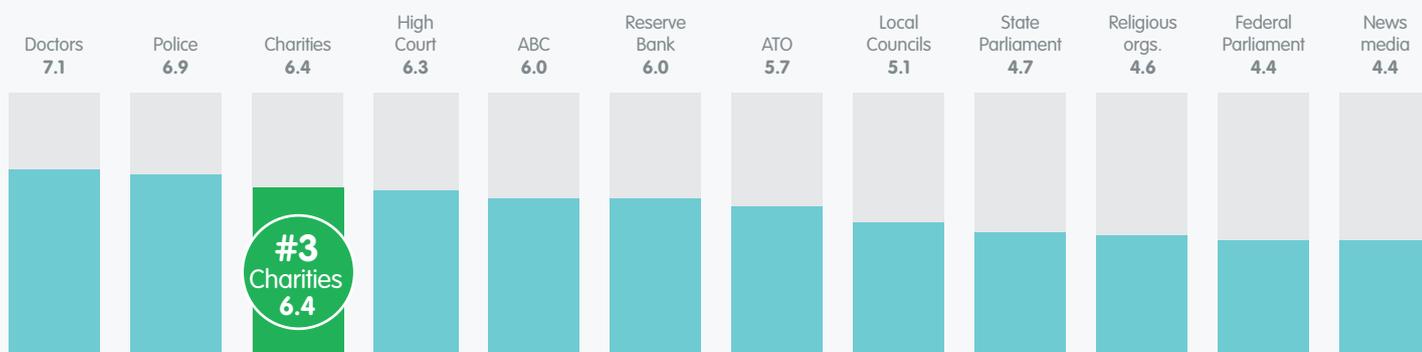
Perceptions of wastefulness had the most negative effect on trust in charities. Beliefs that charities spend too much on administration, salaries, advertising and fundraising or general wastefulness could result in respondents trusting charities less.



Awareness and knowledge about a charity regulator increased overall levels of trust in charities.

Charities are seen as one of the most trustworthy institutions in Australia.

People were asked to rate their level of trust in organisations out of 10. Charities rated as the third most trustworthy.



There has been a small decline in trust from 2013 to 2015 from 6.6 to 6.4 out of 10. However, as the data has only been collected over two time periods, it is not possible to determine whether the apparent decline in mean scores is indicative of a downward trend or due to variations in the sample.