



# WHAT PEOPLE SAY

## ABOUT SCOUTING (when we're not in the room)

**TRUST** is growing in Scouting  
70% of people trust us overall, compared with 68% in 2013

- We are the UK's most practical charity
- We are the UK's second most empowering charity
- We are the UK's fourth most reputable charity

### YOUNG ADULTS want to support the Scouts

45% of 18-24 year olds, 46% of 25-34 year olds

### We deliver LIFE SKILLS

**67%** of people believe we provide young people with a range of skills which will be useful in later life (up from 66% in 2013)

### SAFER than ever

**78%** of people trust us to provide a safe space for young people to have fun and adventure (compared with 74% in 2013)

We are seen as:

- Friendly and welcoming
- Inspiring
- Reputable
- Positive
- Fair
- Authoritative
- Helpful
- Challenging



- More in touch with young people**  
65% compared with 63% in 2013
- More diverse and multicultural**  
65% compared with 63% in 2013
- More relevant**  
54% of people say we can be trusted to play a more relevant part in today's society (compared with 52% in 2013)
- More women than men would support Scouting**  
35% of women, compared with 33% of men
- More inspiring**  
A 3% rise compared with 2013
- More friendly and welcoming**  
A 6% rise compared with 2013

#### HOWEVER...

- Only 60% of the public know that Scouting is for girls as well as boys
- Only 34% of the public would consider supporting Scouting (same as 2013)
- We are still seen as more traditional and established than most charities

