



nfpSynergy

helping non-profits thrive

Charity Awareness Monitor Results
Engagement 4 of 6
July 2008

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Methodology

Fieldwork dates:

11th - 21st July 2008.

Sample:

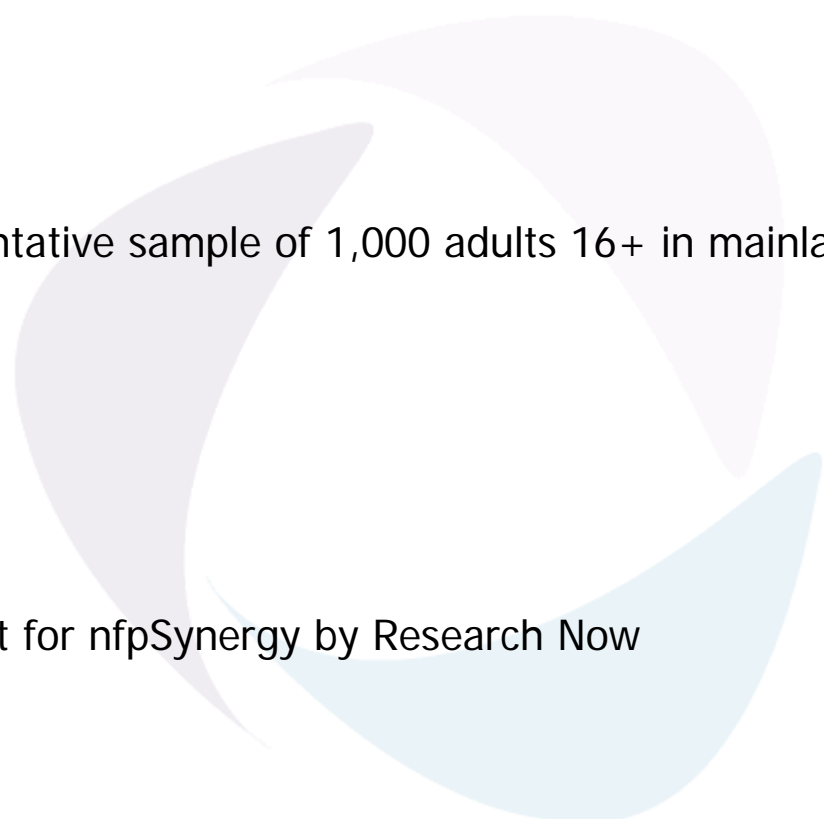
A nationally representative sample of 1,000 adults 16+ in mainland Britain

Methodology:

Online survey

Data:

Fieldwork carried out for nfpSynergy by Research Now

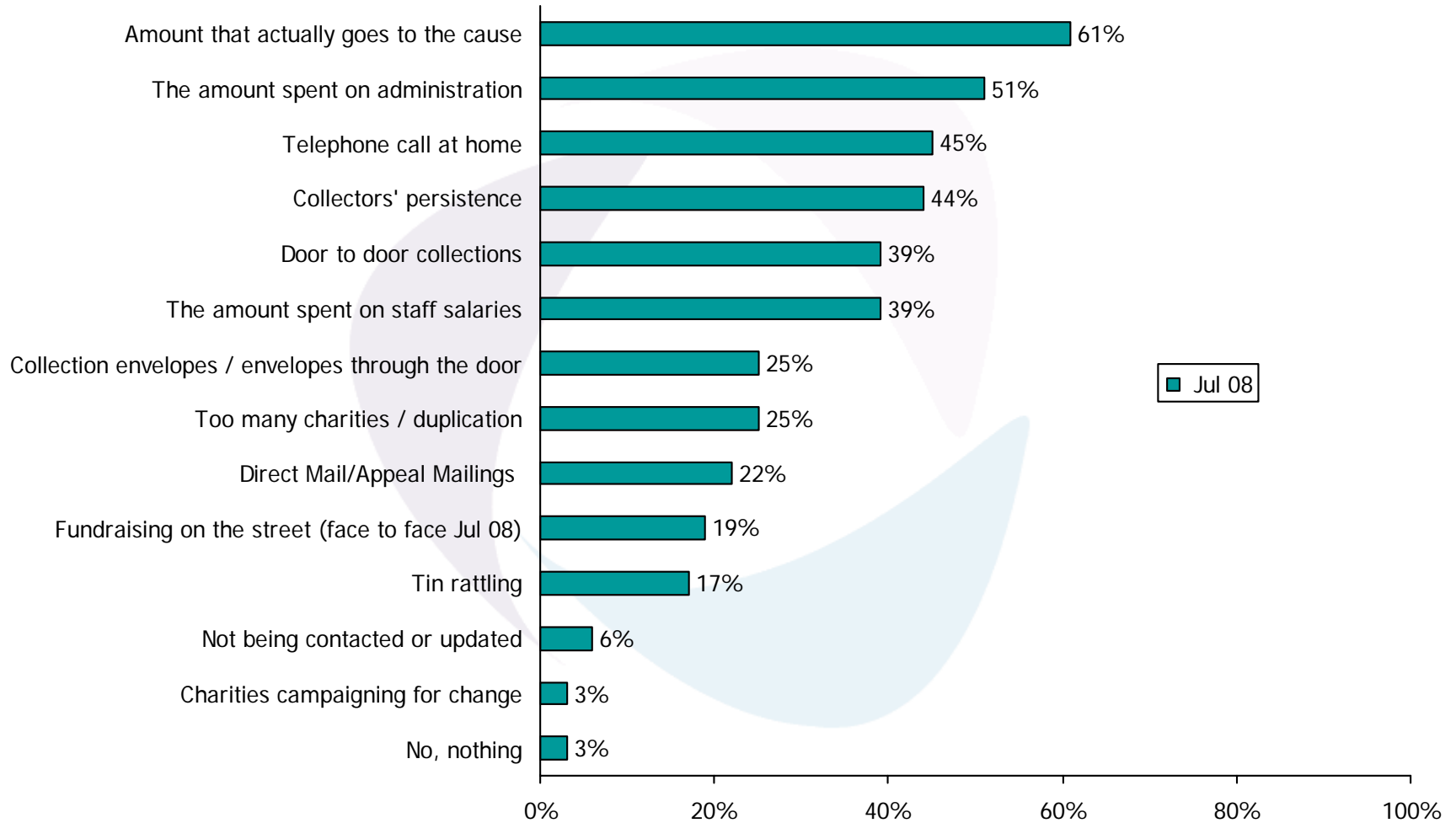


Charities – off-putting?

- “The amount that actually goes to the cause”, “the amount spent on administration”, and “telephone call at home” are the public’s top three worries about charities and their work, followed by “collectors’ persistence” and “door to door collections”.
- On the other hand, “charities campaigning for change” and “not being contacted or updated” are again regarded as the least off-putting activities, with 3% and 6% of respondents respectively selecting these options.
- Only 3% of the public said that there was nothing on the list that they found off-putting about charities.

How charities are off-putting

“When you think about charities and the work that they do, is there anything that you find off-putting, worrying or irritating?” **Prompted**



Base: 1,000 adults 16+, Britain.

Source: Charity Awareness Monitor, Jul 08, nfpSynergy



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