



nfpSynergy

helping non-profits thrive

Charity Awareness Monitor Results
Engagement 6 of 6
November 2008

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Methodology

Fieldwork dates:

21st to 25th November 2008.

Sample:

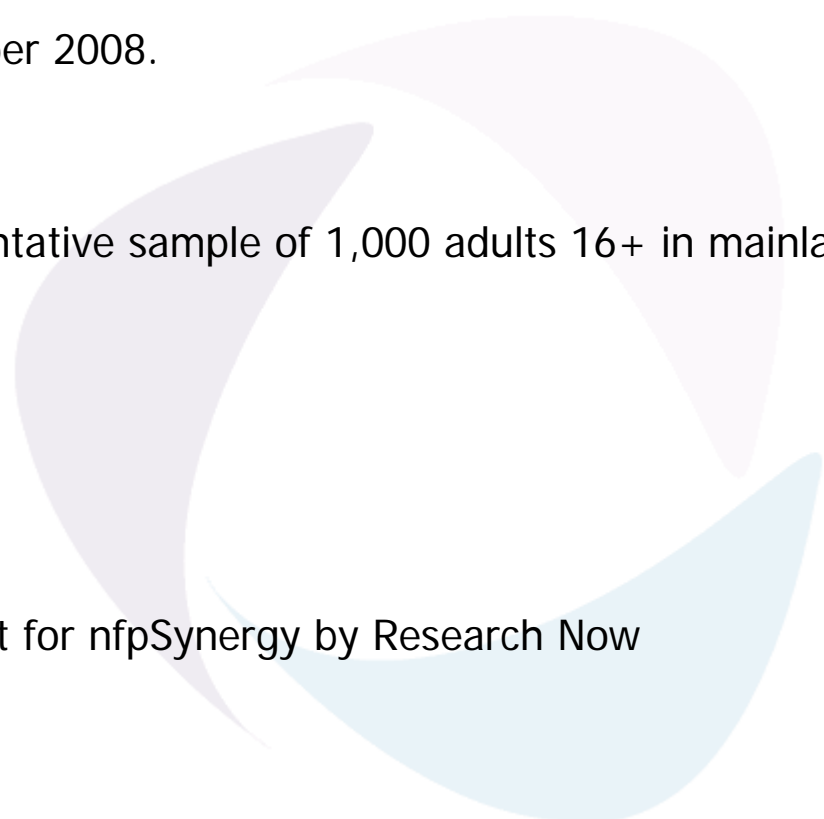
A nationally representative sample of 1,000 adults 16+ in mainland Britain

Methodology:

Online survey

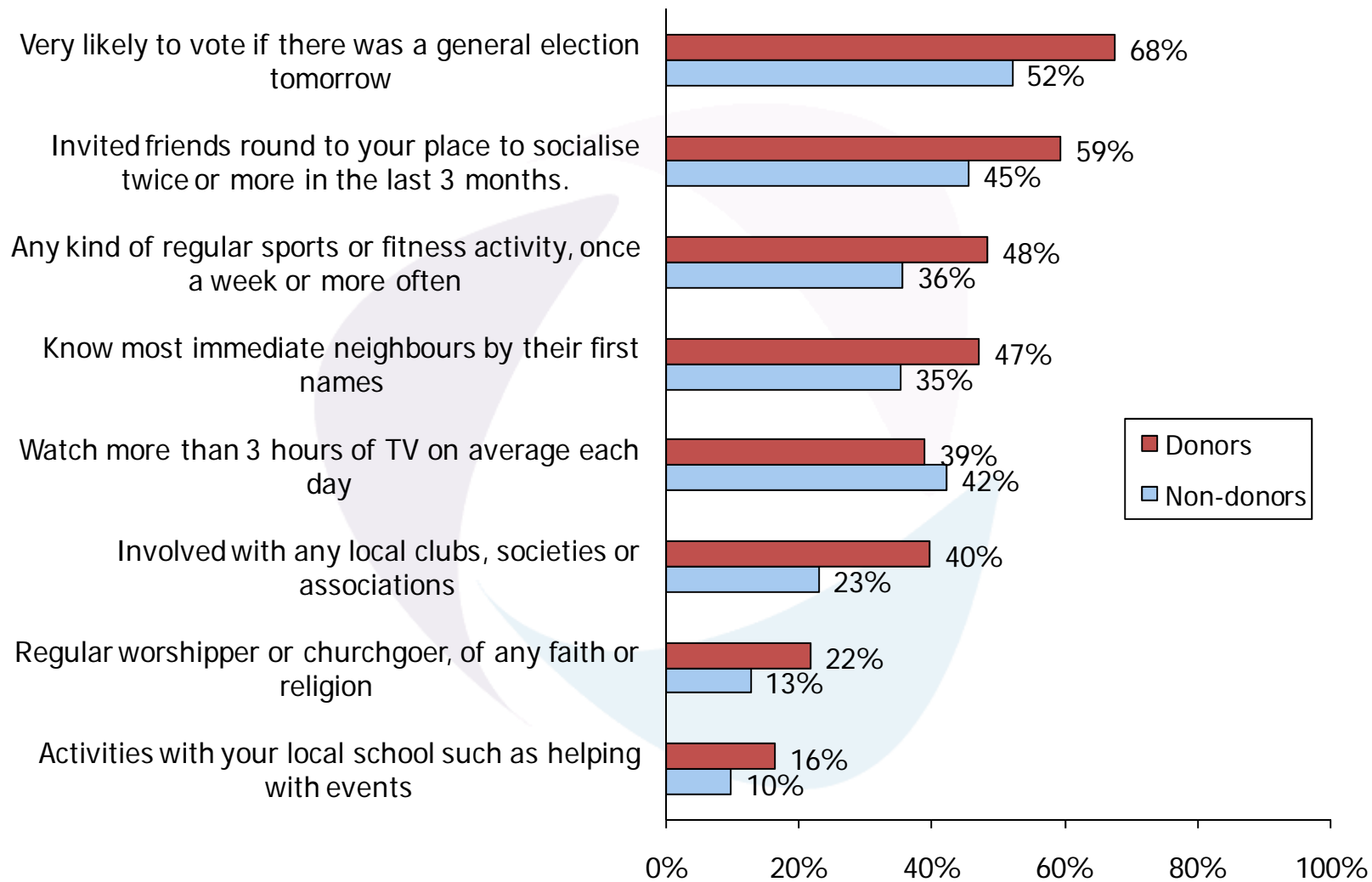
Data:

Fieldwork carried out for nfpSynergy by Research Now



Involvement in social capital activities

By giving to charity



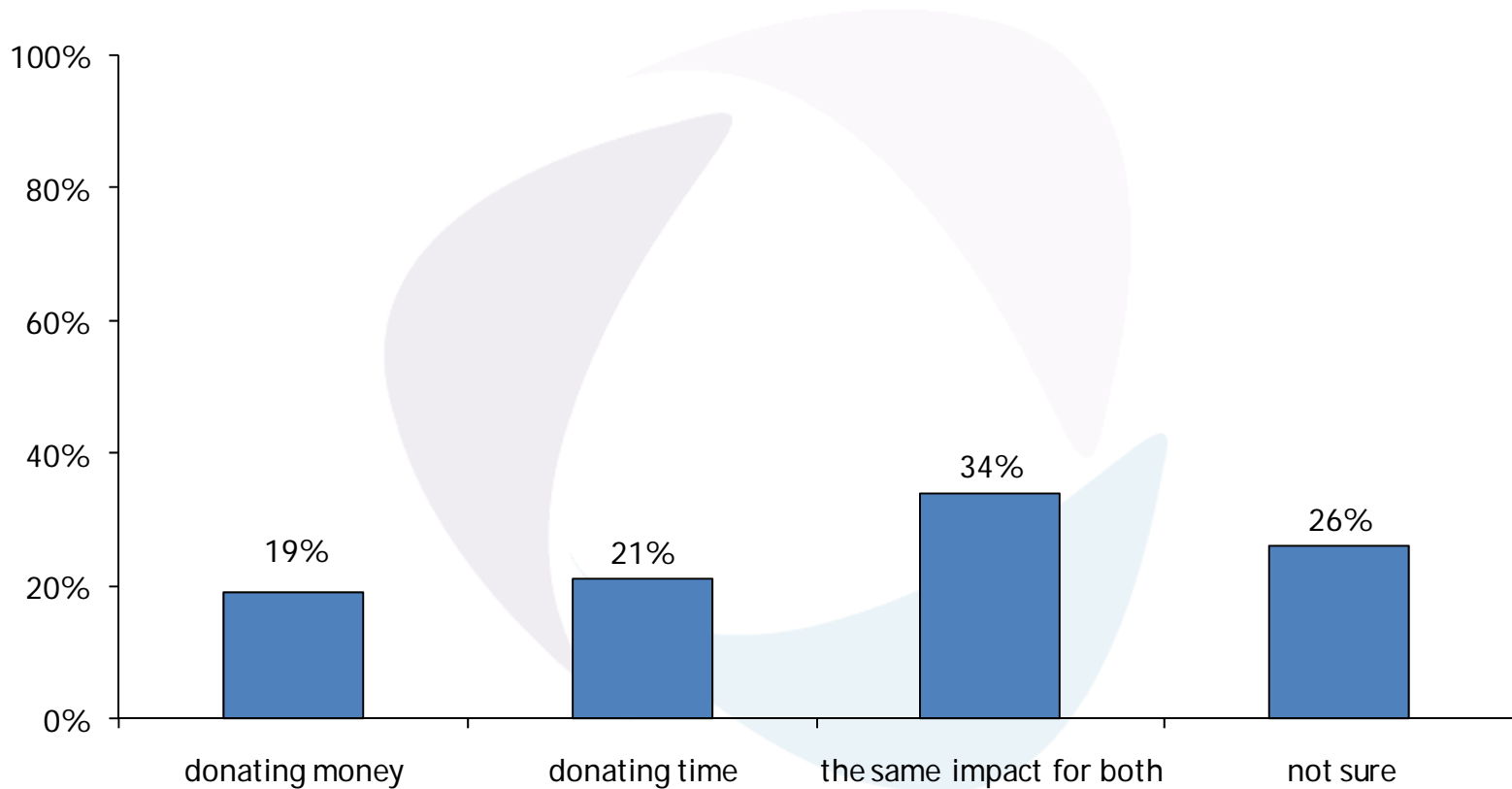
Base: 1,000 adults 16+, Britain.

Source: Charity Awareness Monitor, Nov 08, nfpSynergy

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Impact of donating time or money

"Do you feel you could make a bigger impact to a charity by giving your money or your time?" **Yes**



Base: 1,000 adults 16+, Britain.

Source: Charity Awareness Monitor, Nov 08, nfpSynergy