



nfpSynergy

helping non-profits thrive

# Charity Awareness Monitor Results

## Engagement 6 of 6

### November 2008

Effects of the Economic Downturn on Giving  
Demographic Segmentation

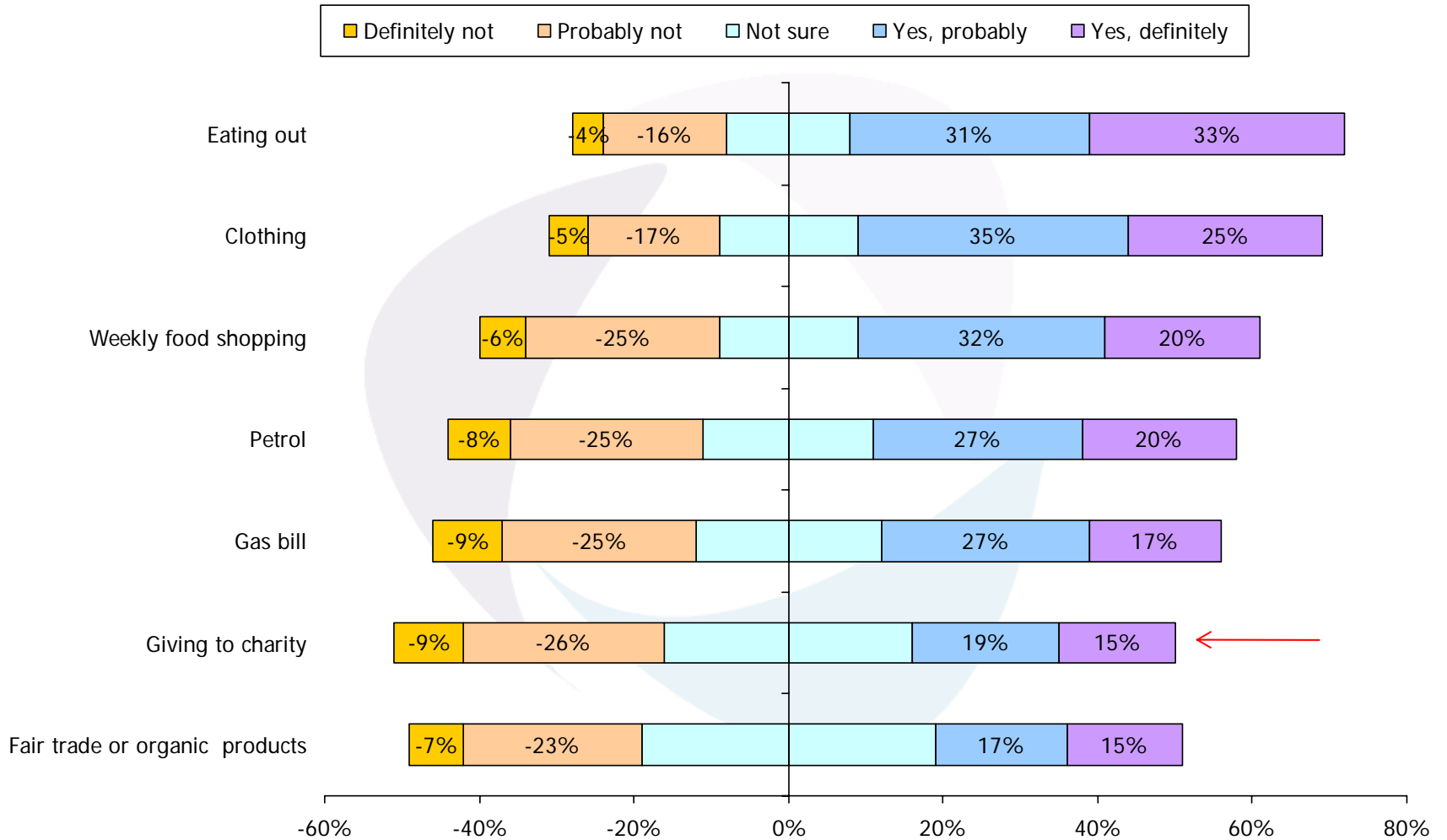
**Telephone: (020) 7426 8888**

**email: [rebecca.molyneux@nfpsynergy.net](mailto:rebecca.molyneux@nfpsynergy.net)**

**Web: [www.nfpsynergy.net](http://www.nfpsynergy.net)**

# Cut backs in general spending

“Do you expect to cut back on your spending in any of the following areas in the next 12 months?”



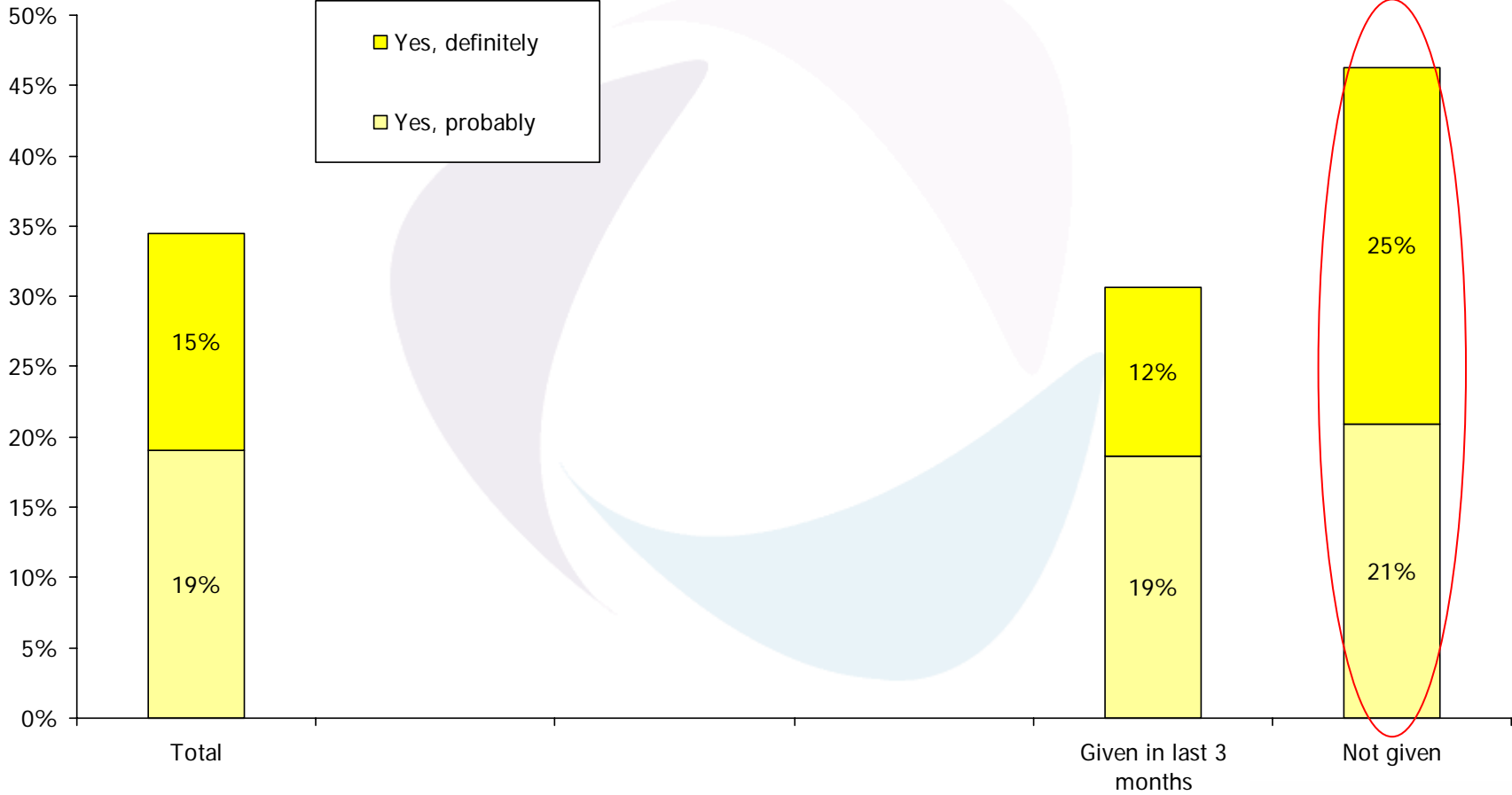
Base: 1,000 adults 16+, Britain.

Source: Charity Awareness Monitor, Nov 08, nfpSynergy

# Cut backs in general spending- demographic segmentation

“Do you expect to cut back on your spending in any of the following areas in the next 12 months?”

## Giving to charity

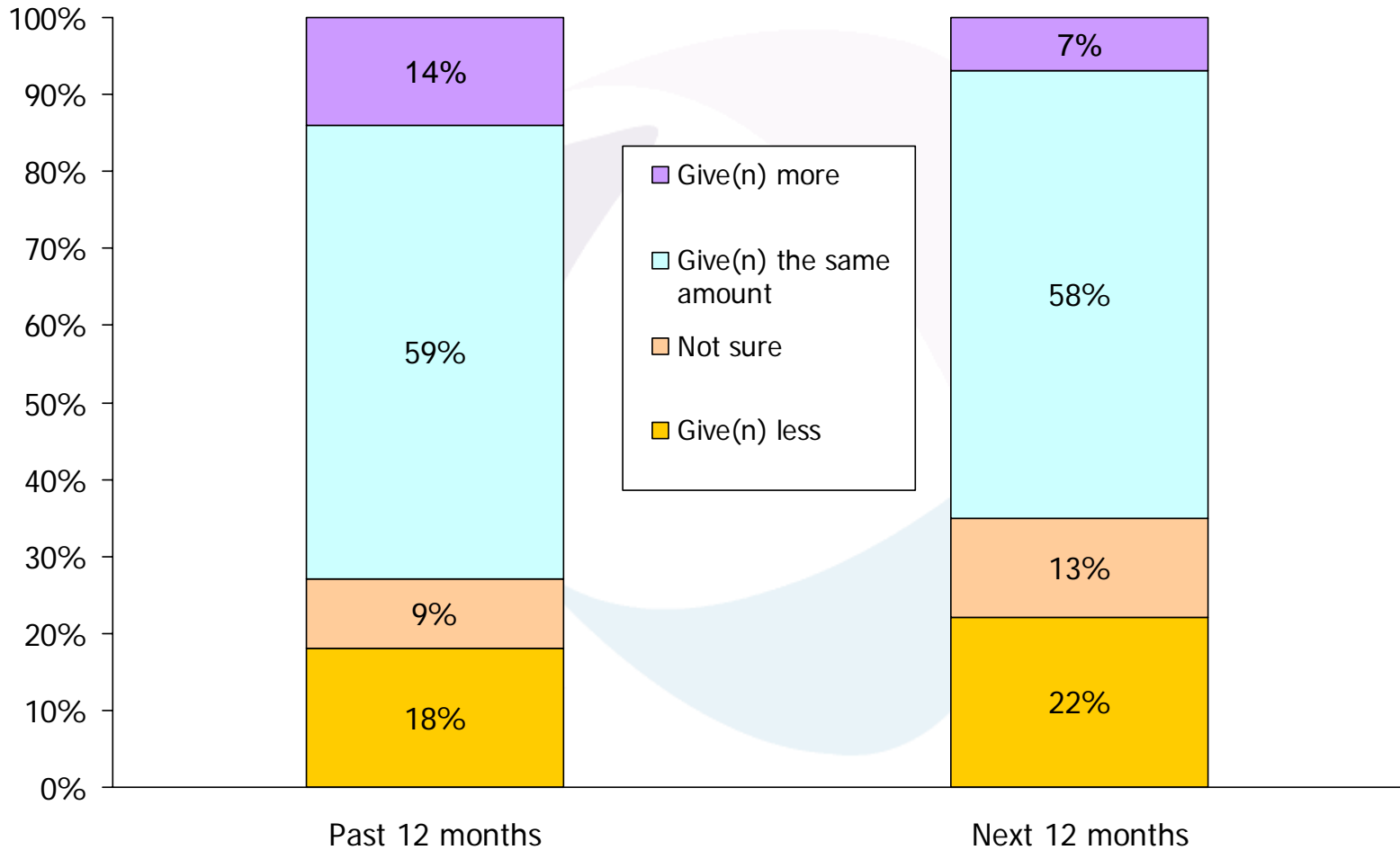


Base: 1,000 adults 16+, Britain.

Source: Charity Awareness Monitor, Nov 08, nfpSynergy

# Changes in charitable giving- last year and next year

“Looking back over the last year or so, would you say that you or your household has given to charity more or less than in previous years? / Looking forward to the year ahead, do you expect you will increase or cut down on the amount you give to charity?”

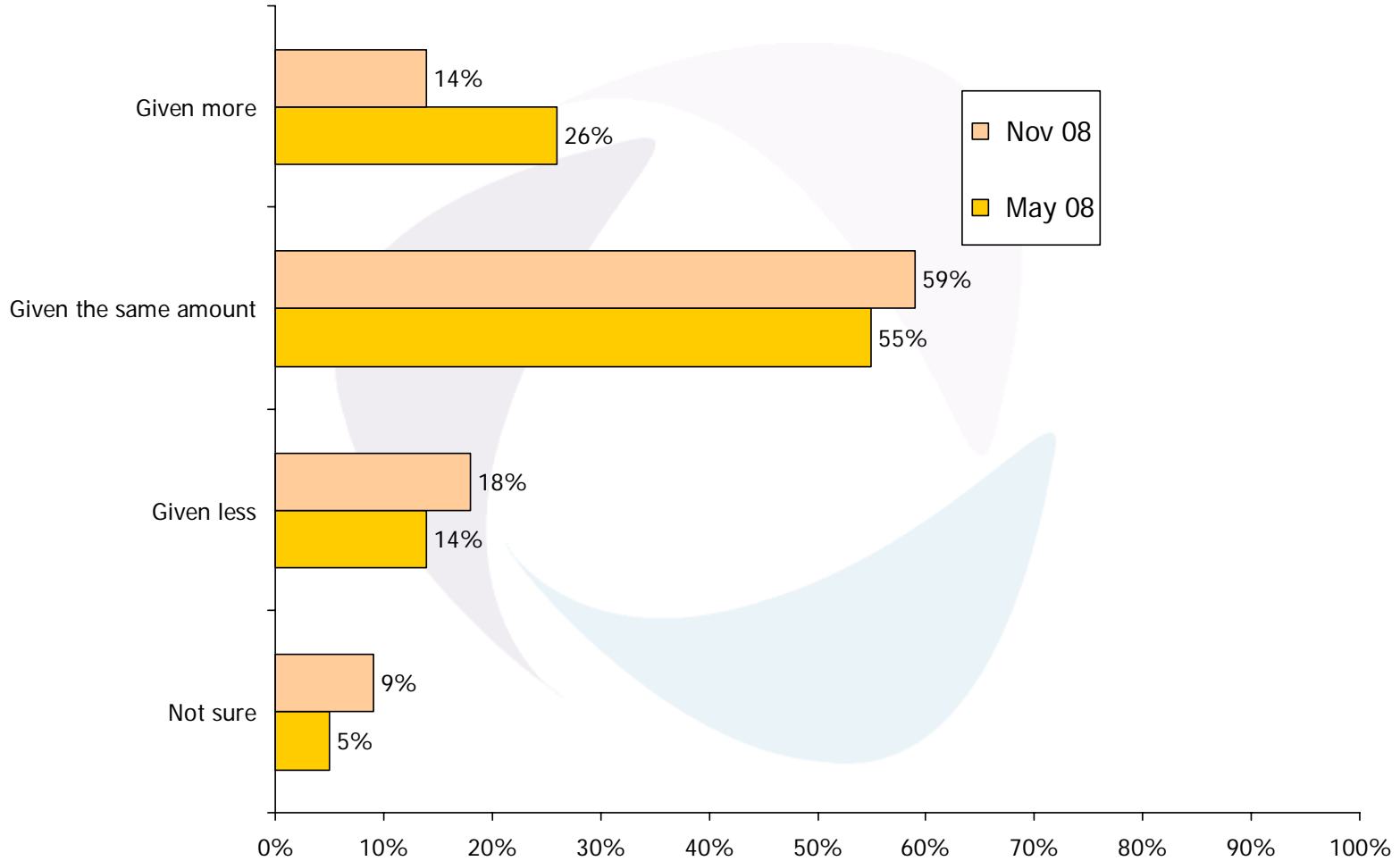


Base: 1,000 adults 16+, Britain.

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# Changes in giving over the last year

"Looking back over the last year or so, would you say that you or your household has given to charity more or less than in previous years?"

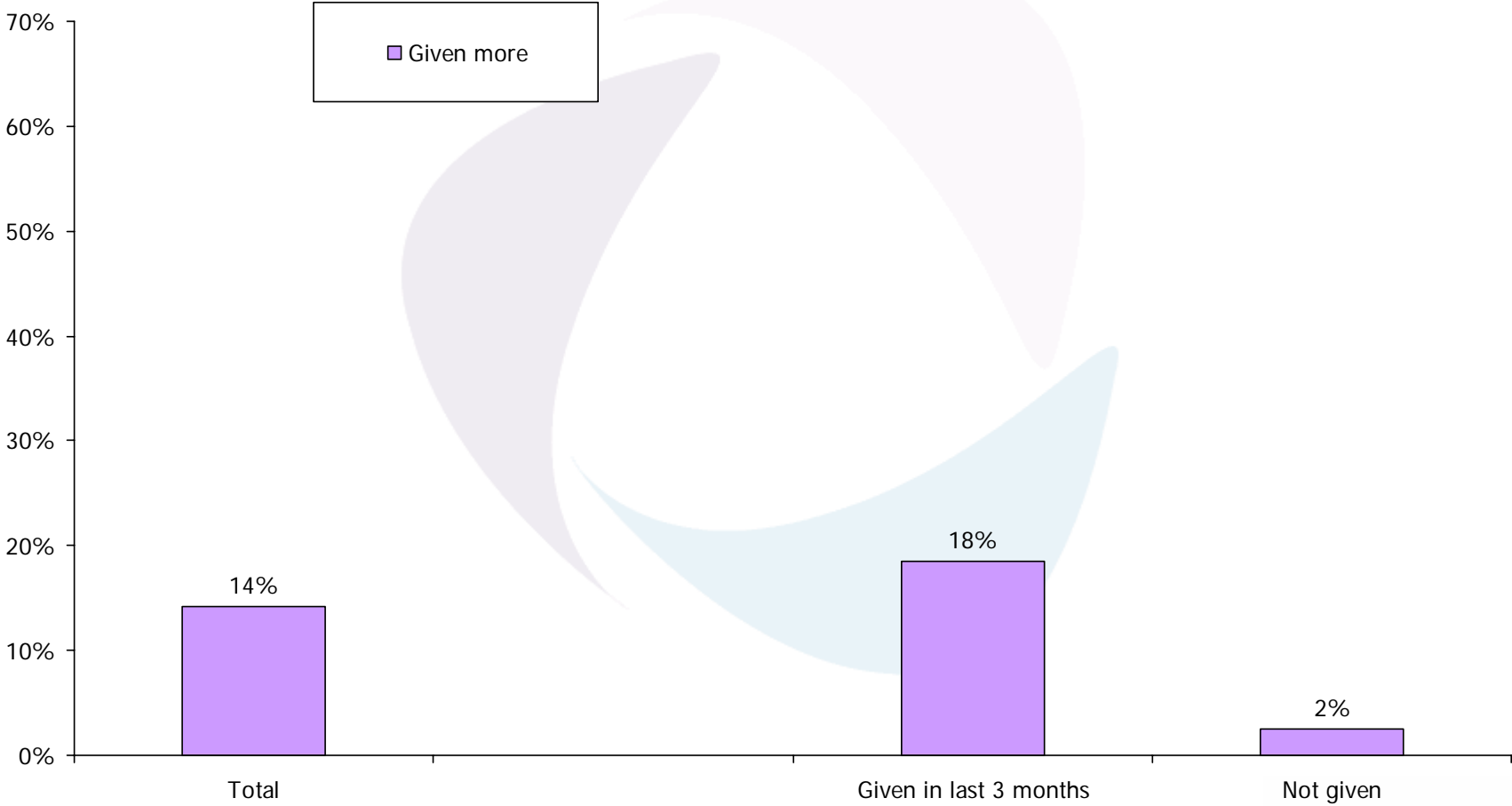


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# Changes in giving over the last year- demographic segmentation

“Looking back over the last year or so, would you say that you or your household has given to charity more or less than in previous years?”

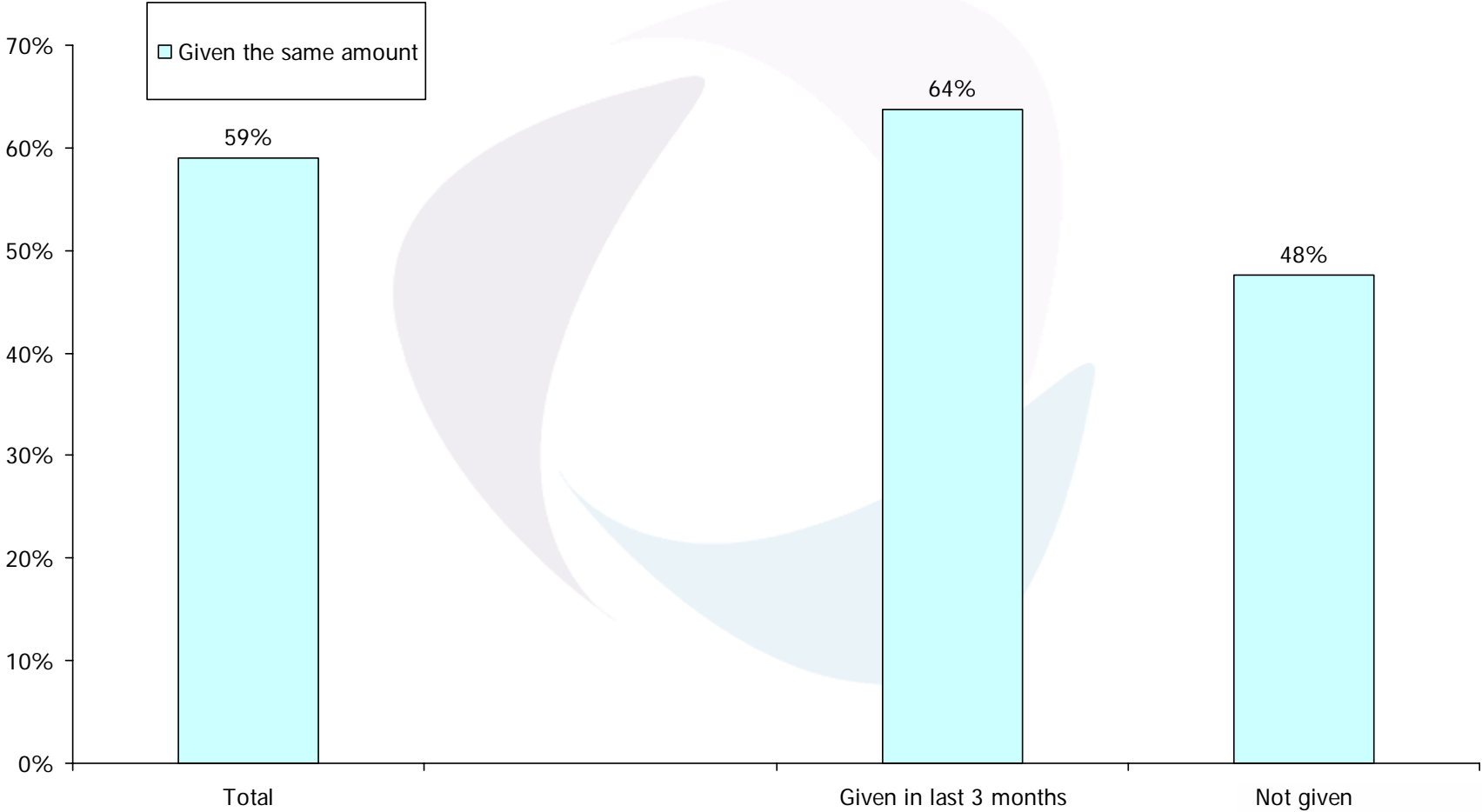


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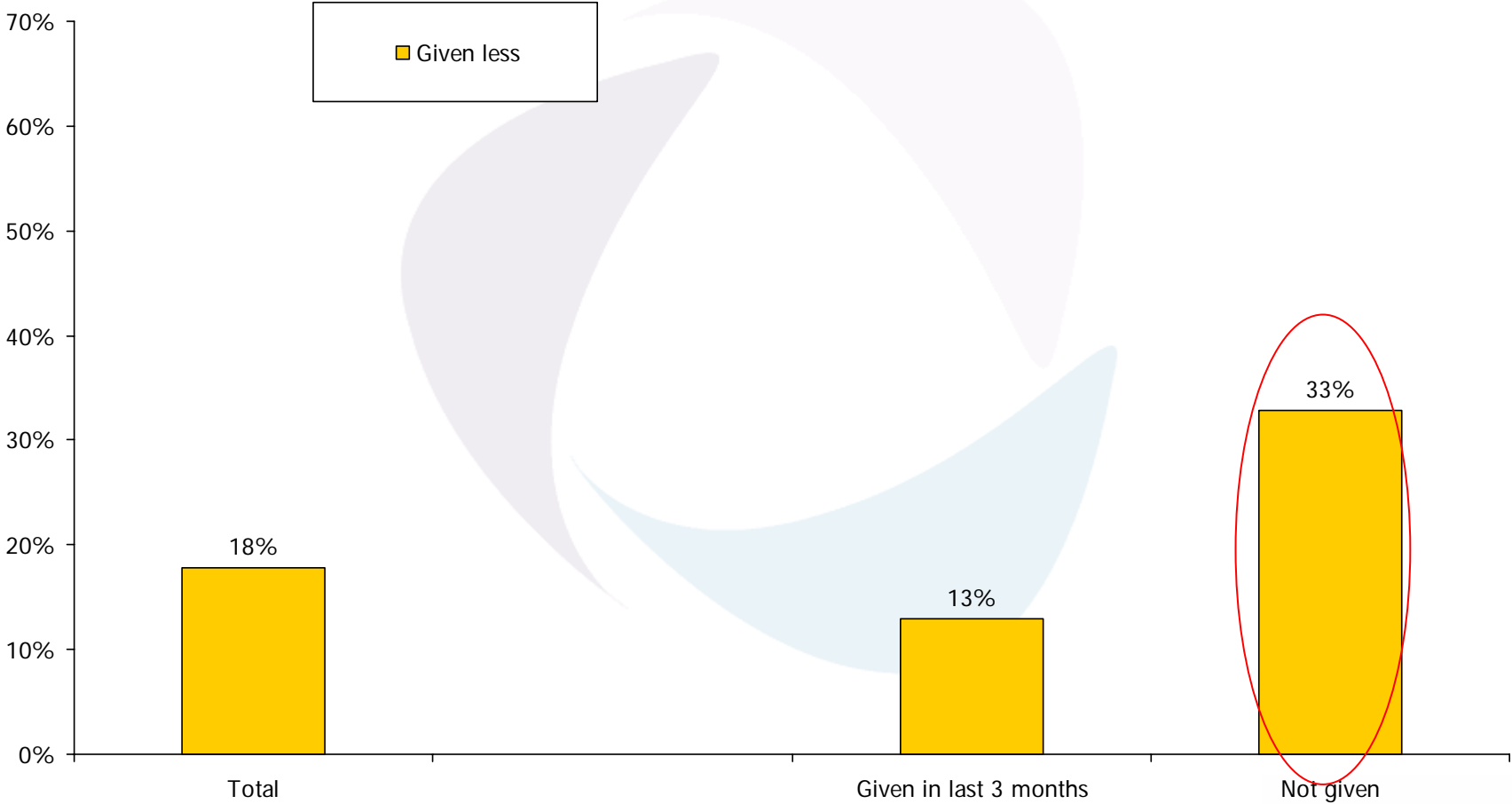


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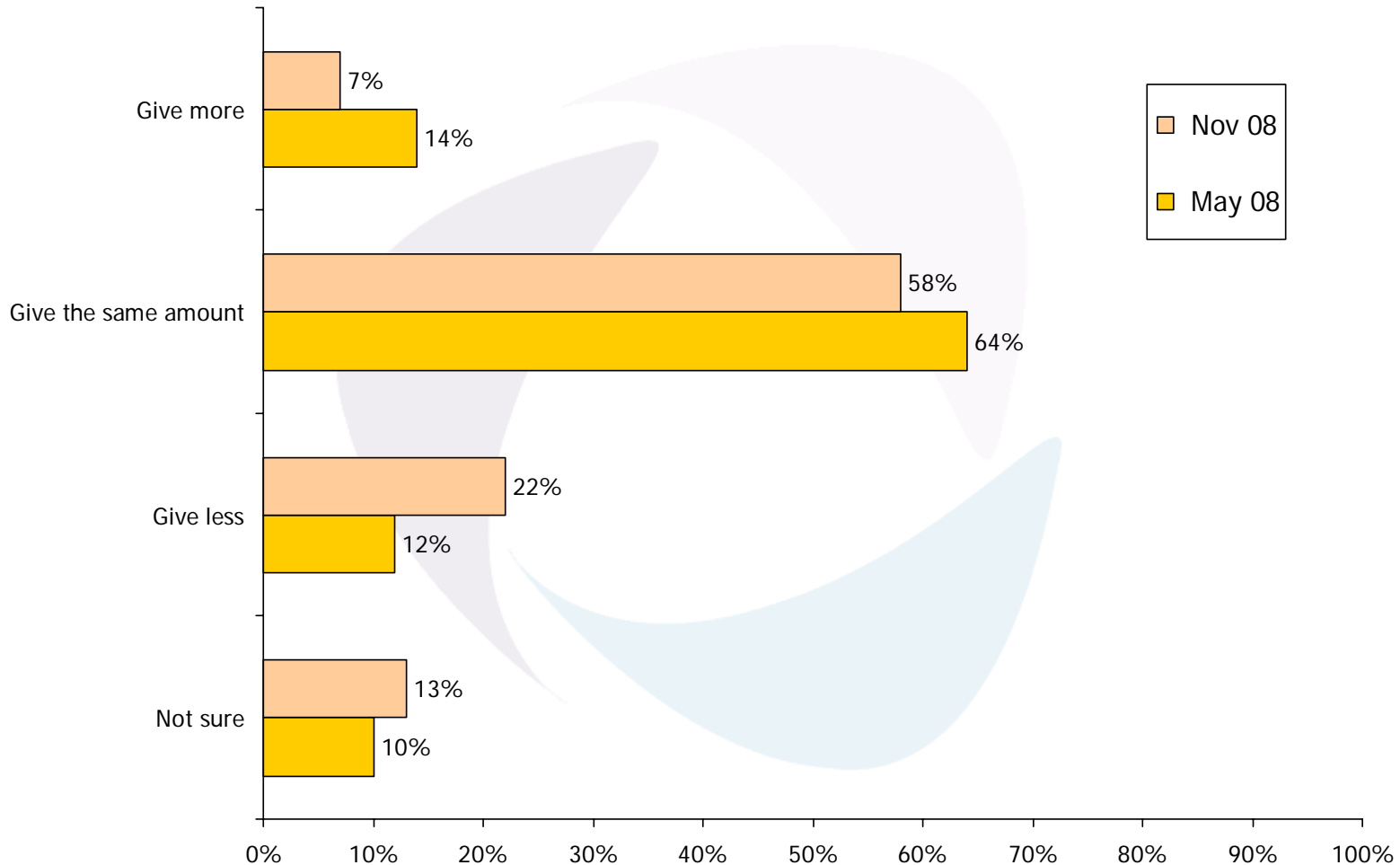


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Source: Charity Awareness Monitor, Nov 08, nfpSynergy

# Changes in planned giving for the next 12 months

"Looking forward to the year ahead, do you expect you will increase or cut down on the amount you give to charity?"

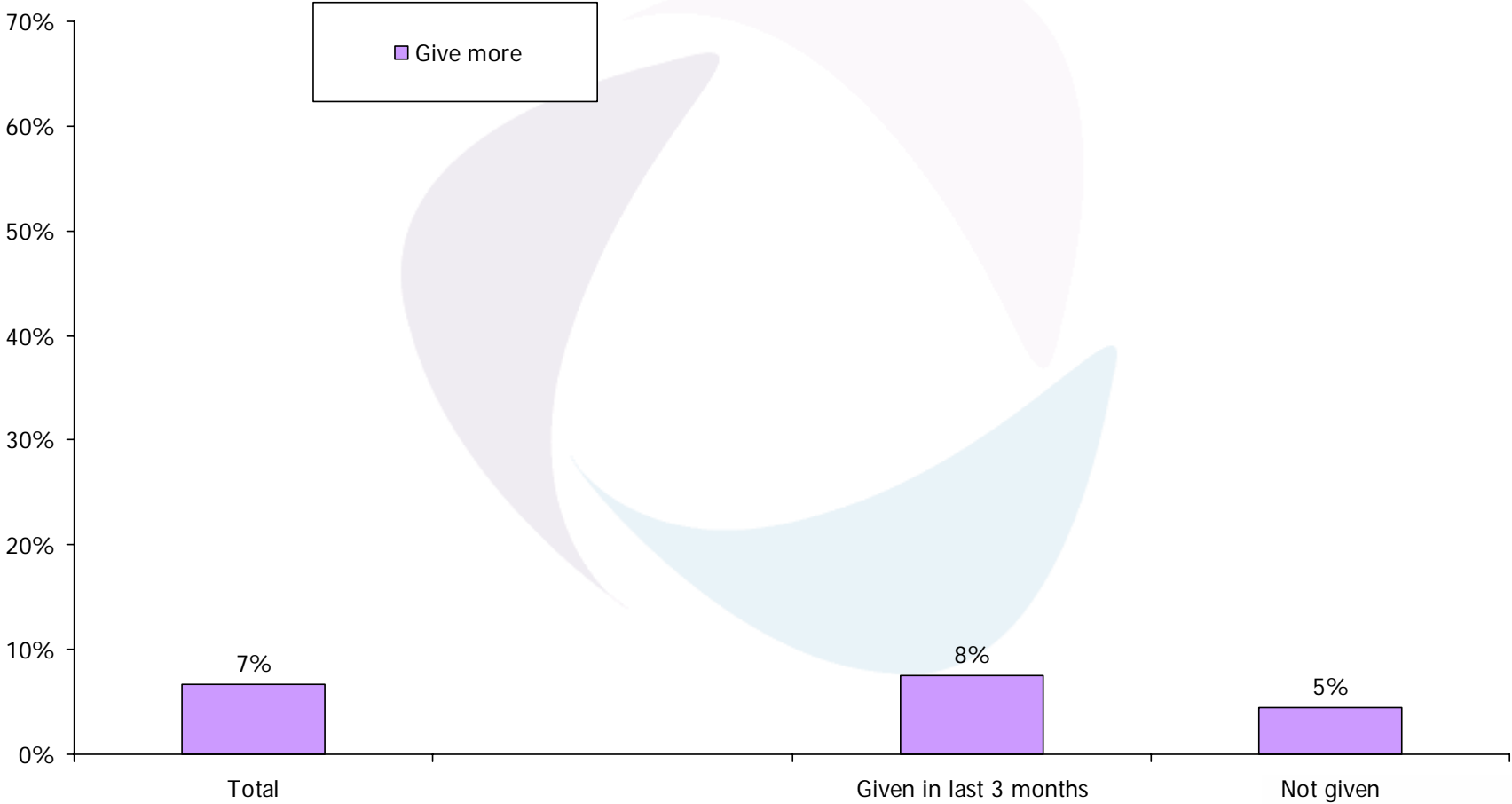


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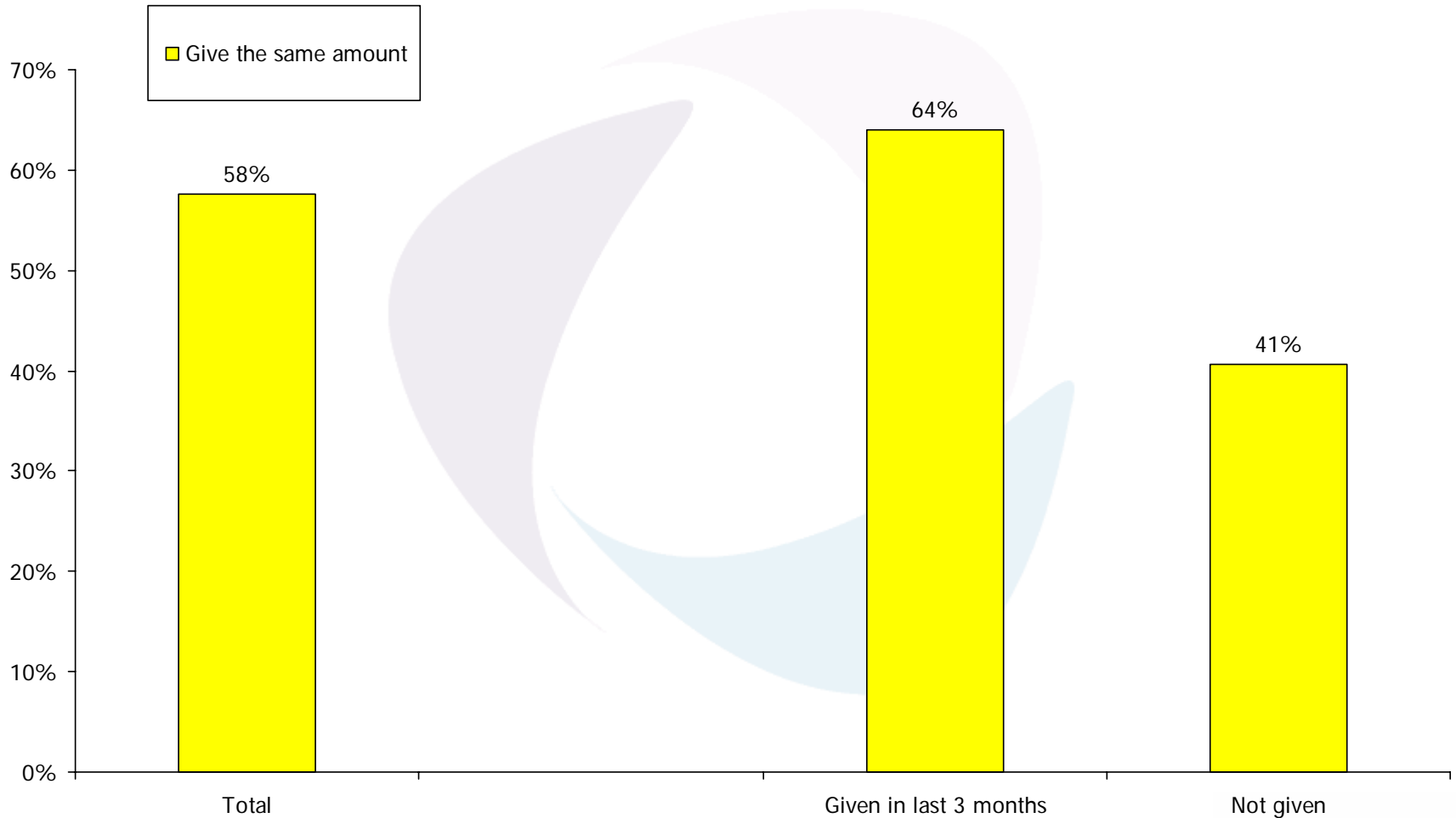


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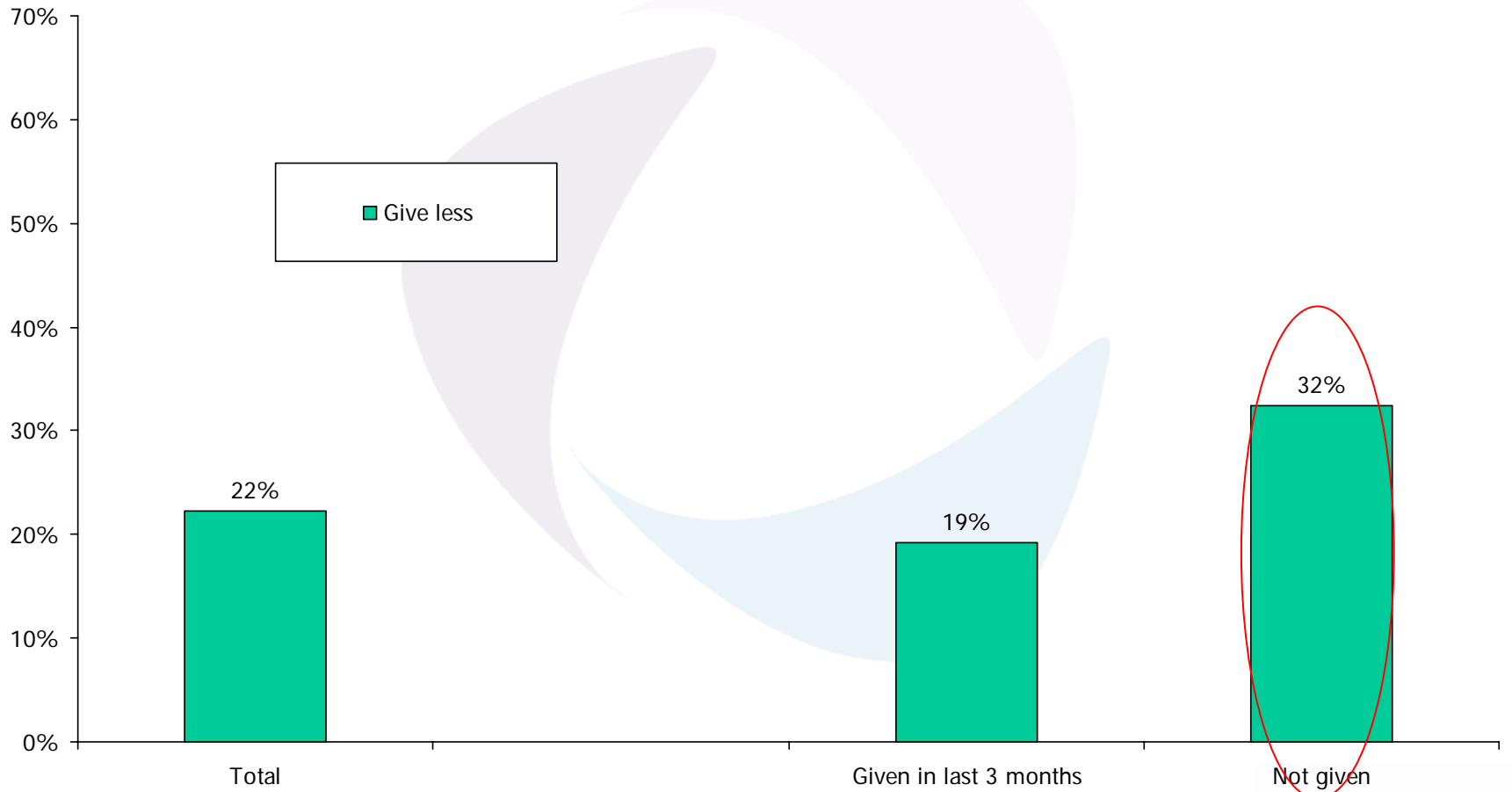


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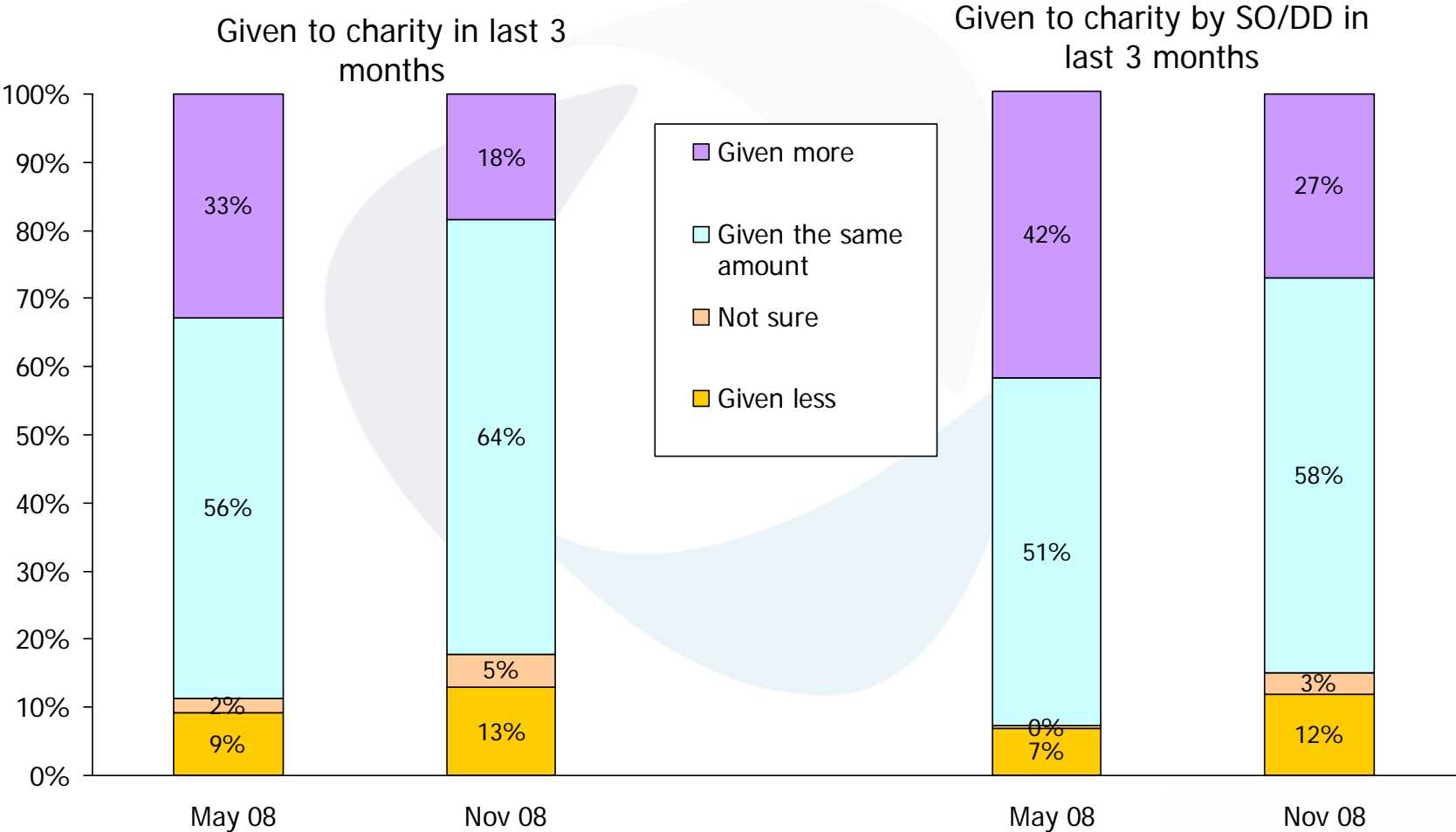


Base: 1,000 adults 16+, Britain.

Source: Charity Awareness Monitor, Nov 08, nfpSynergy

# Changes in charitable giving over the last year among regular donors

“Looking back over the last year or so, would you say that you or your household has given to charity more or less than in previous years?”

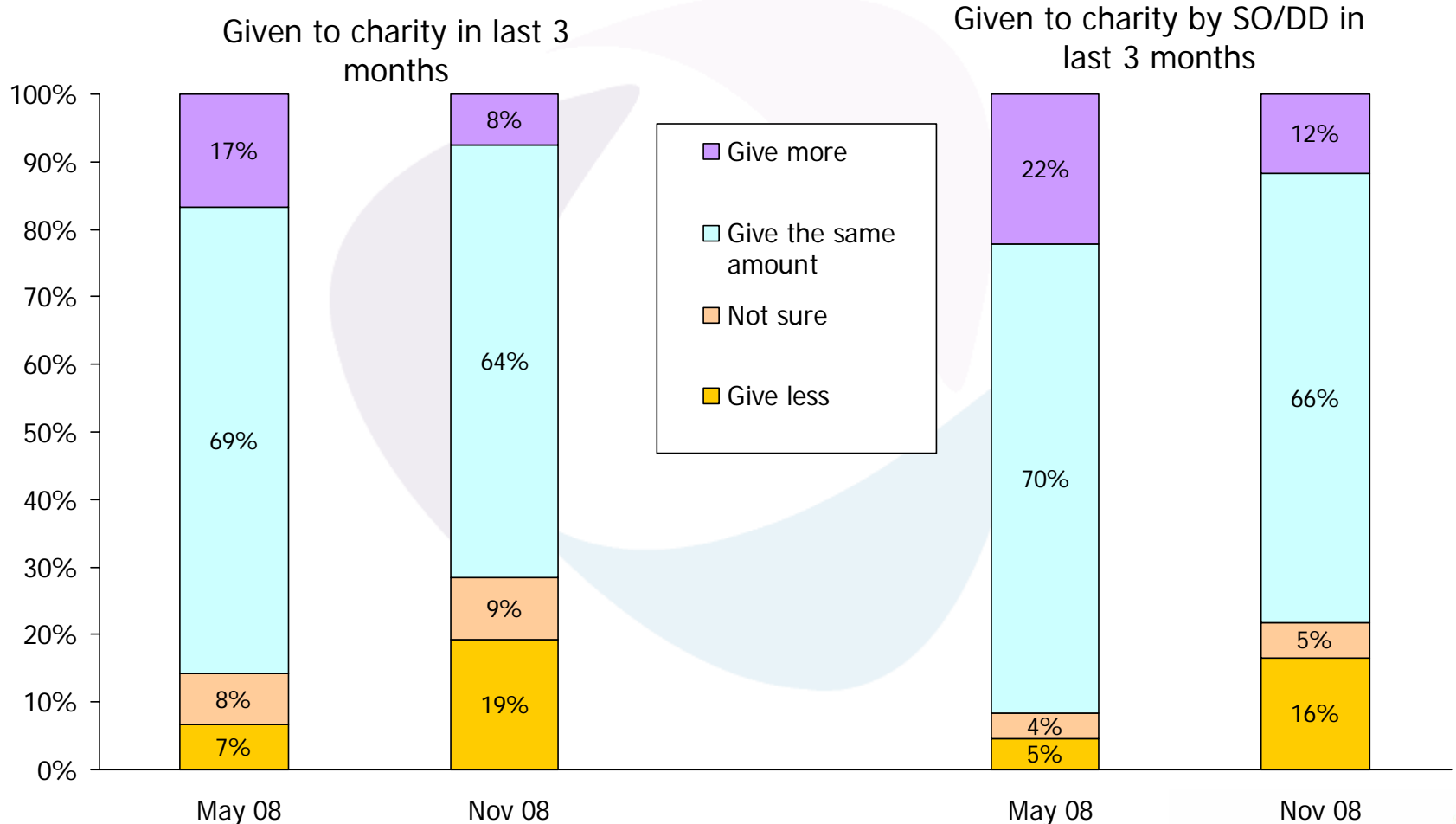


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# Changes in planned giving for the next 12 months among regular donors

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Base: 1,000 adults 16+, Britain.

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**2-6 Tenter Ground, London, E1 7NH.**

**Telephone: (020) 7426 8888 Fax: (020) 7377 2116**

**email: [rebecca.molyneux@nfpsynergy.net](mailto:rebecca.molyneux@nfpsynergy.net)**