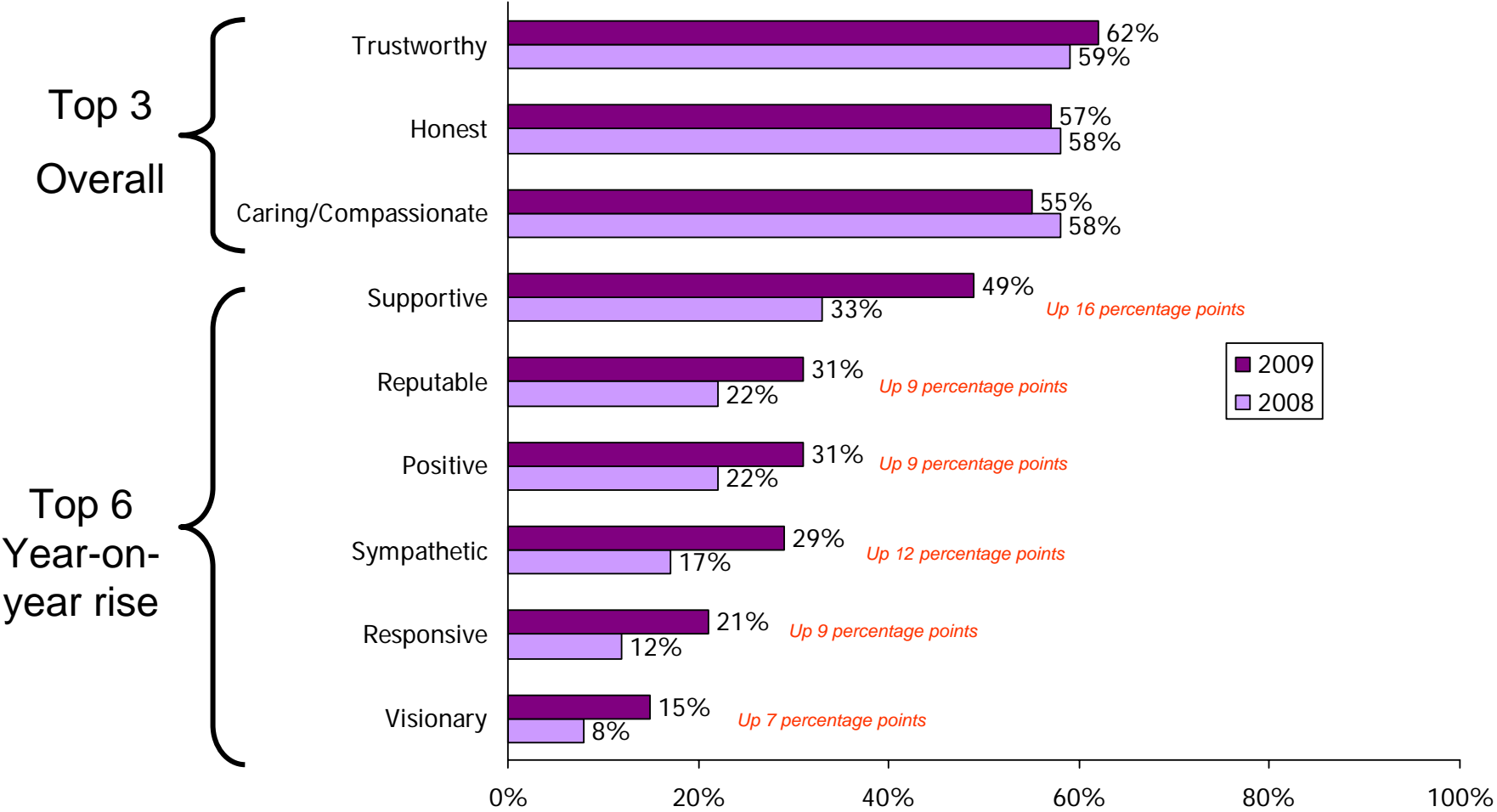


Top 3 adjectives for the “ideal charity” and those on the rise 2008-2009

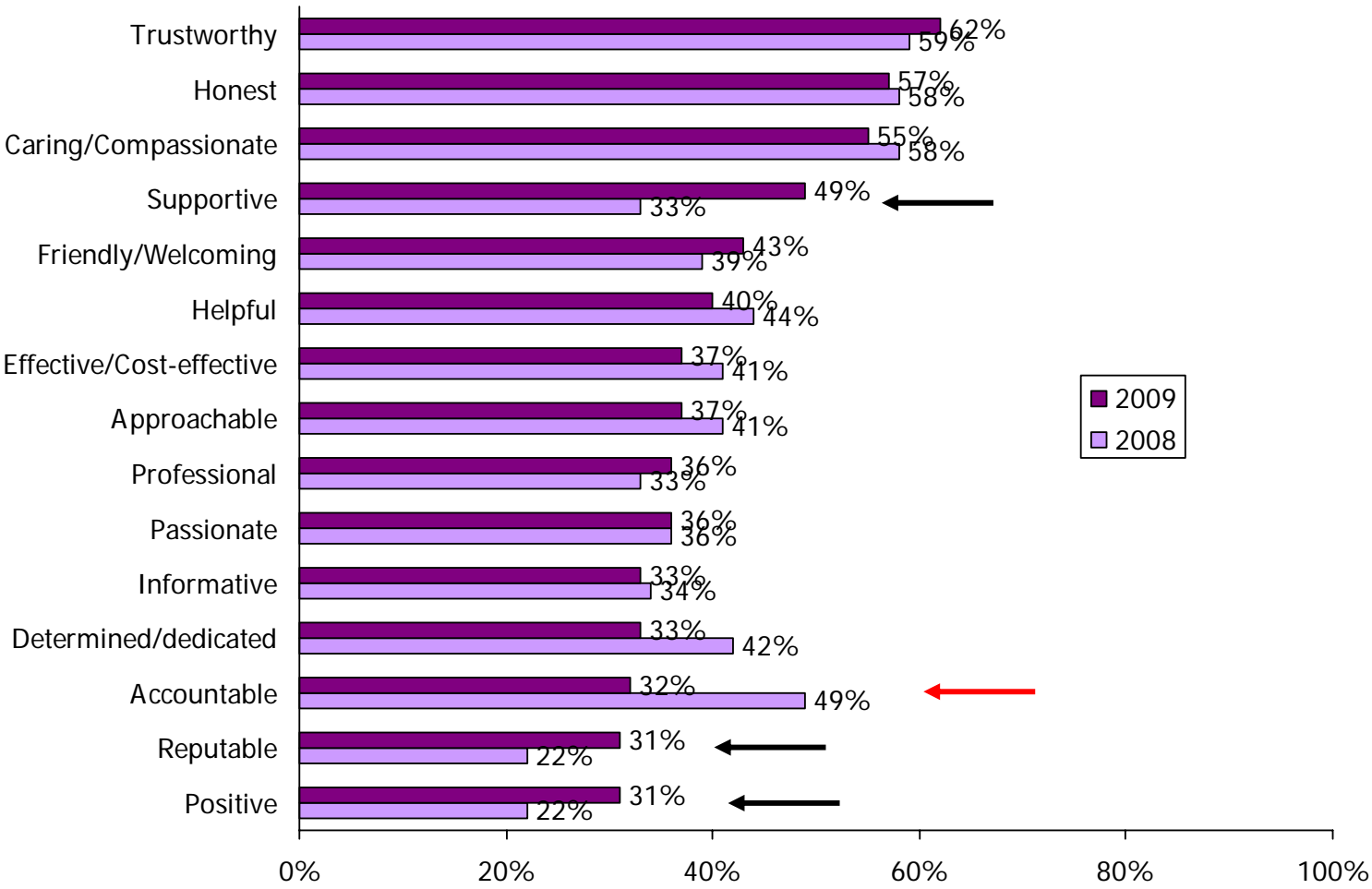
“Listed below are a number of words that could be used to describe a charity or not for profit organisation. Please choose up to 10 words that you think describe your IDEAL charity...”



Source: Brand Attributes, nfpSynergy
 Base: 2,037 adults 16+, Britain, May 2009, 1,011 adults 18+, Britain, March 2008

Top 3 adjectives for the “ideal charity” and those on the rise 2008-2009

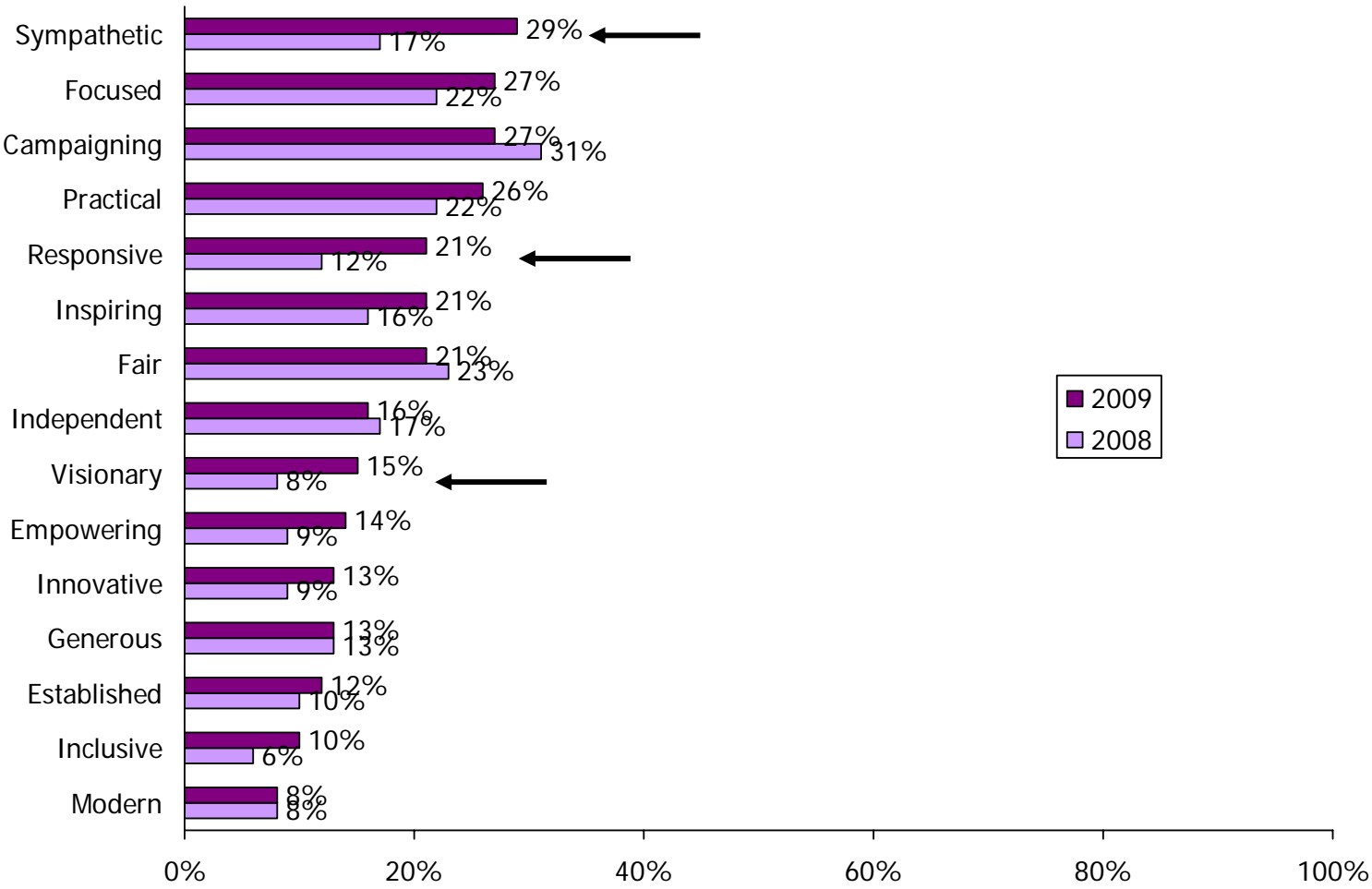
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