



helping non-profits thrive

## **Charity Awareness Monitor January 2010**

### **Public concerns about the charity sector**

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# Methodology

## Dates

27<sup>th</sup> January – 4<sup>th</sup> February 2010

## Sample

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

## Methodology

Online survey

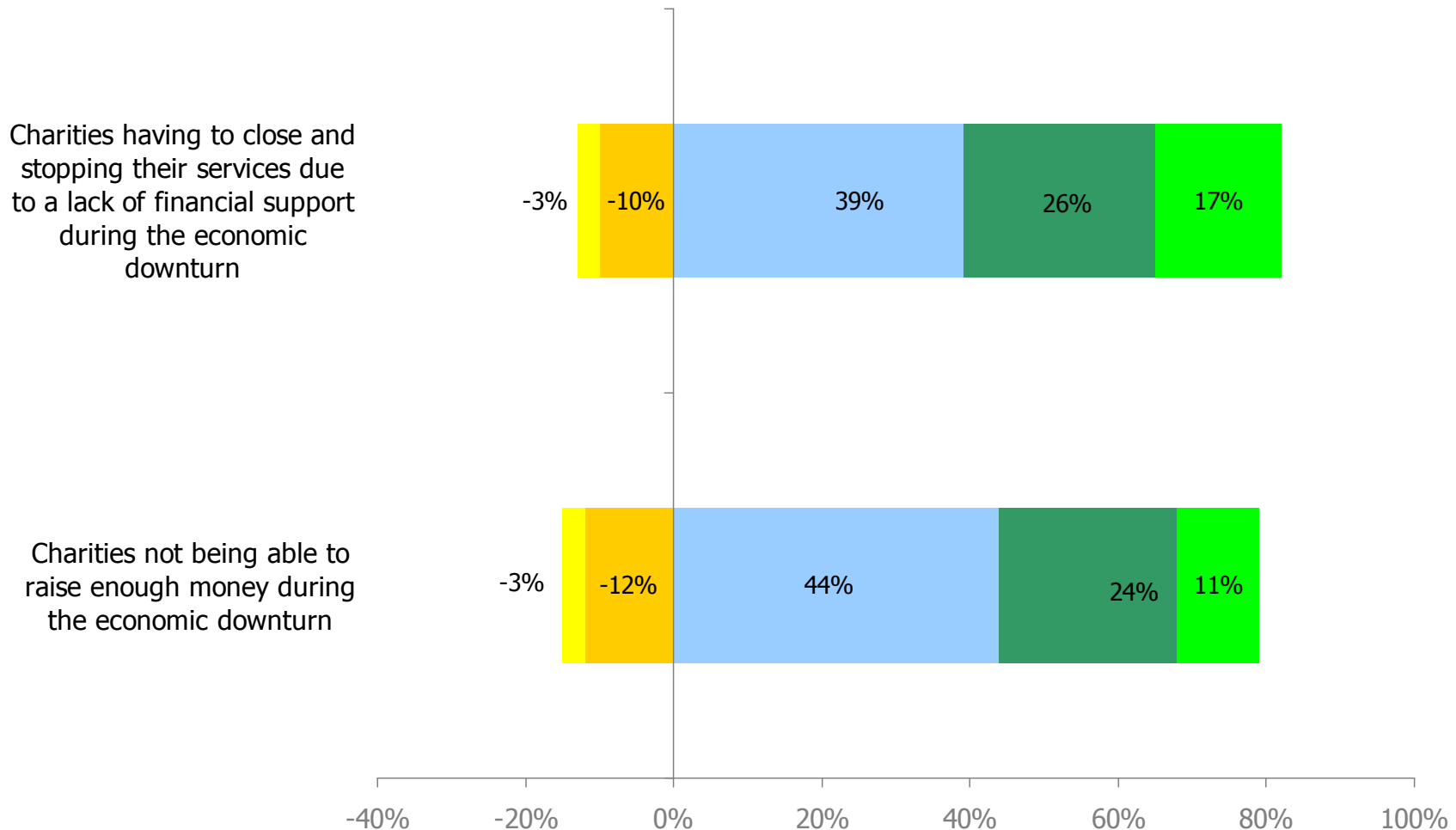
## Fieldwork

Fieldwork carried out for nfpSynergy by Research Now

# Issues of concern

## The charity sector

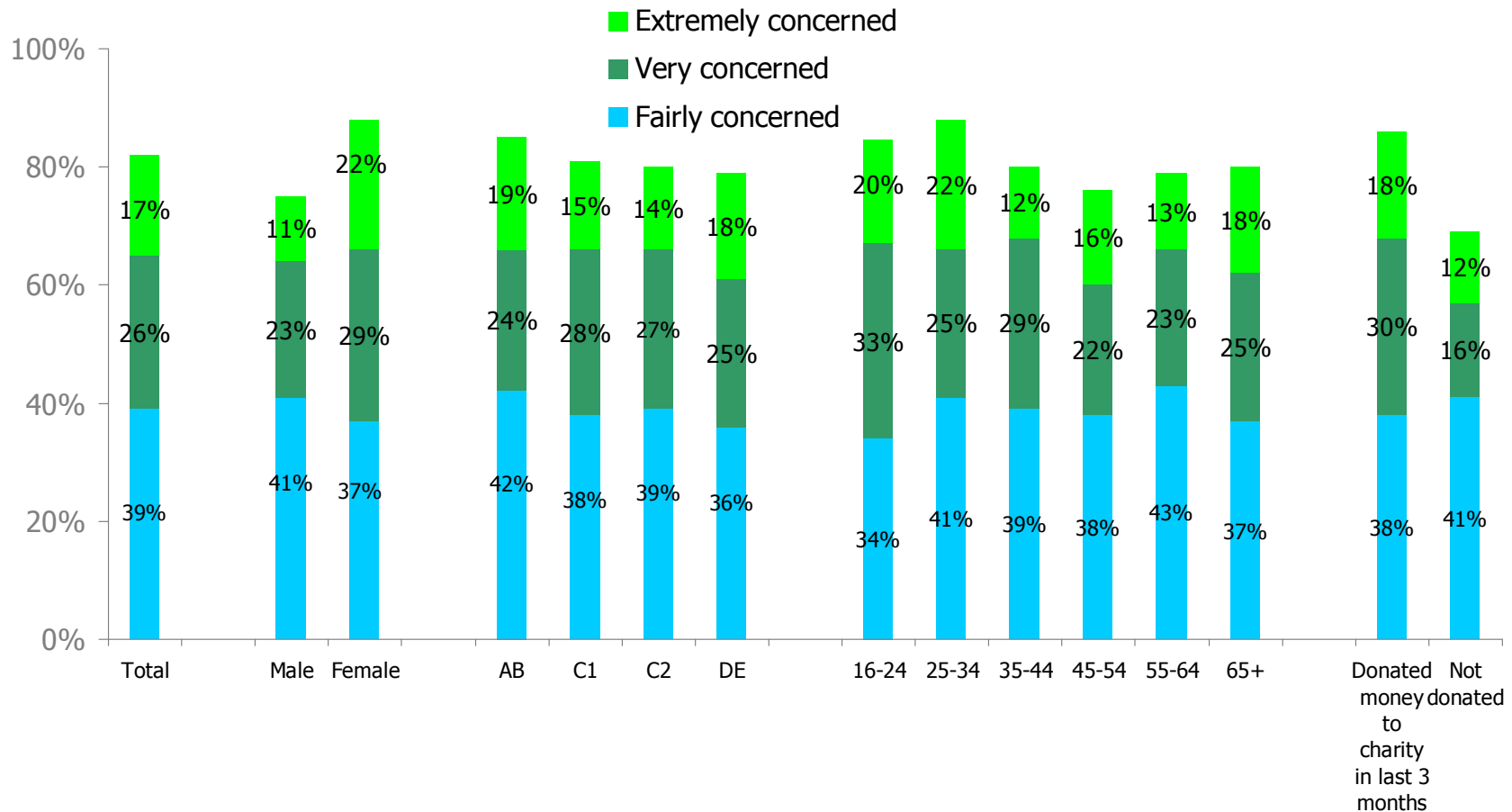
Not at all concerned Not very concerned Fairly concerned Very concerned Extremely concerned



“Thinking about the following issues related to **charities**, please state how concerned you are about them” **Ranked by Extremely Concerned**

# Demographic differences in levels of concern

Charities having to close and stopping their services due to a lack of financial support during the economic downturn



“Thinking about the following issues related to **charities**, please state how concerned you are about them” **Charities having to close and stopping their services due to a lack of financial support during the economic downturn**



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