



Charities may suffer as the downturn wears on

**Charity Awareness Monitor
September 2009**

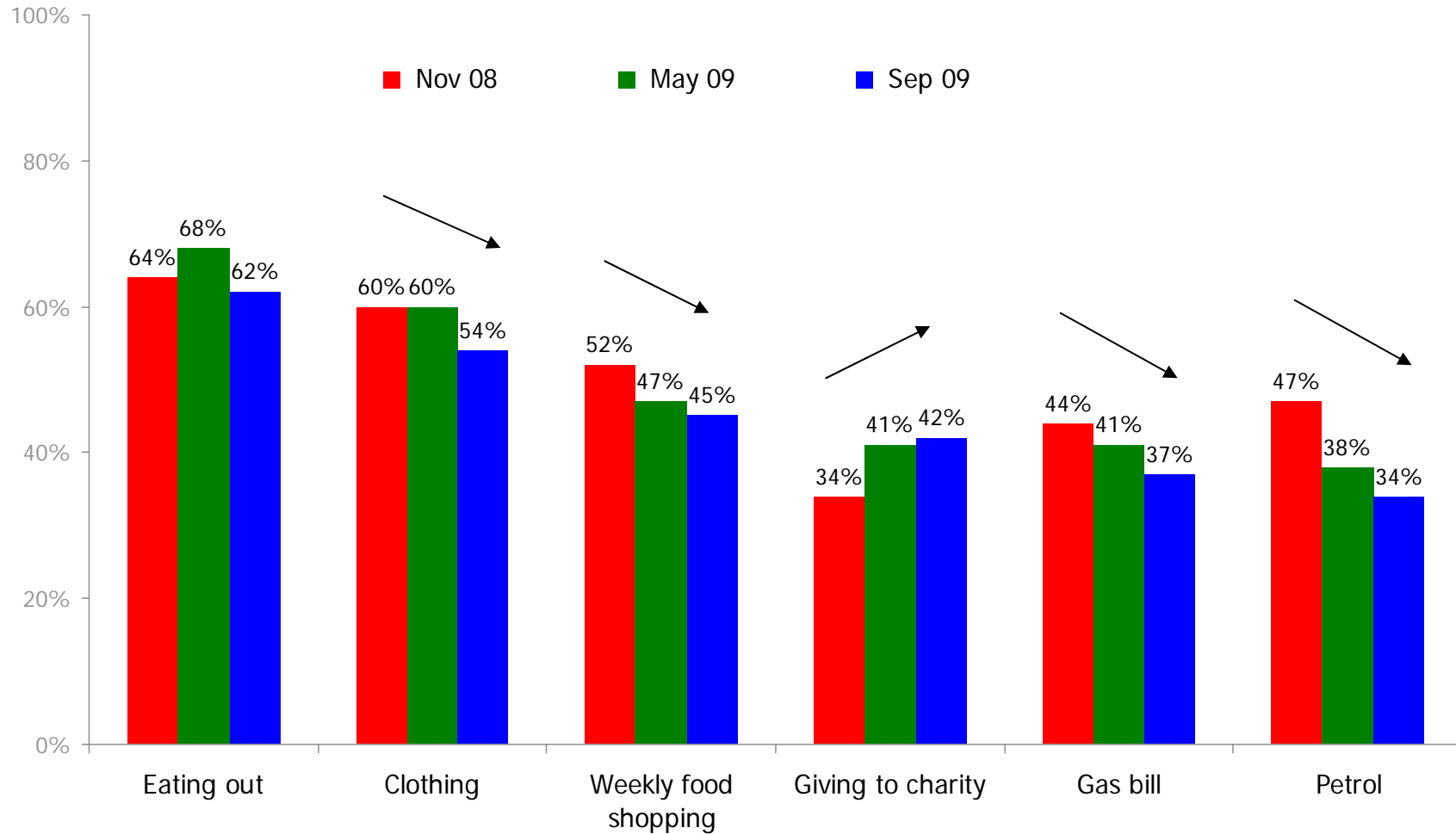
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Cut backs in general spending

Trend data



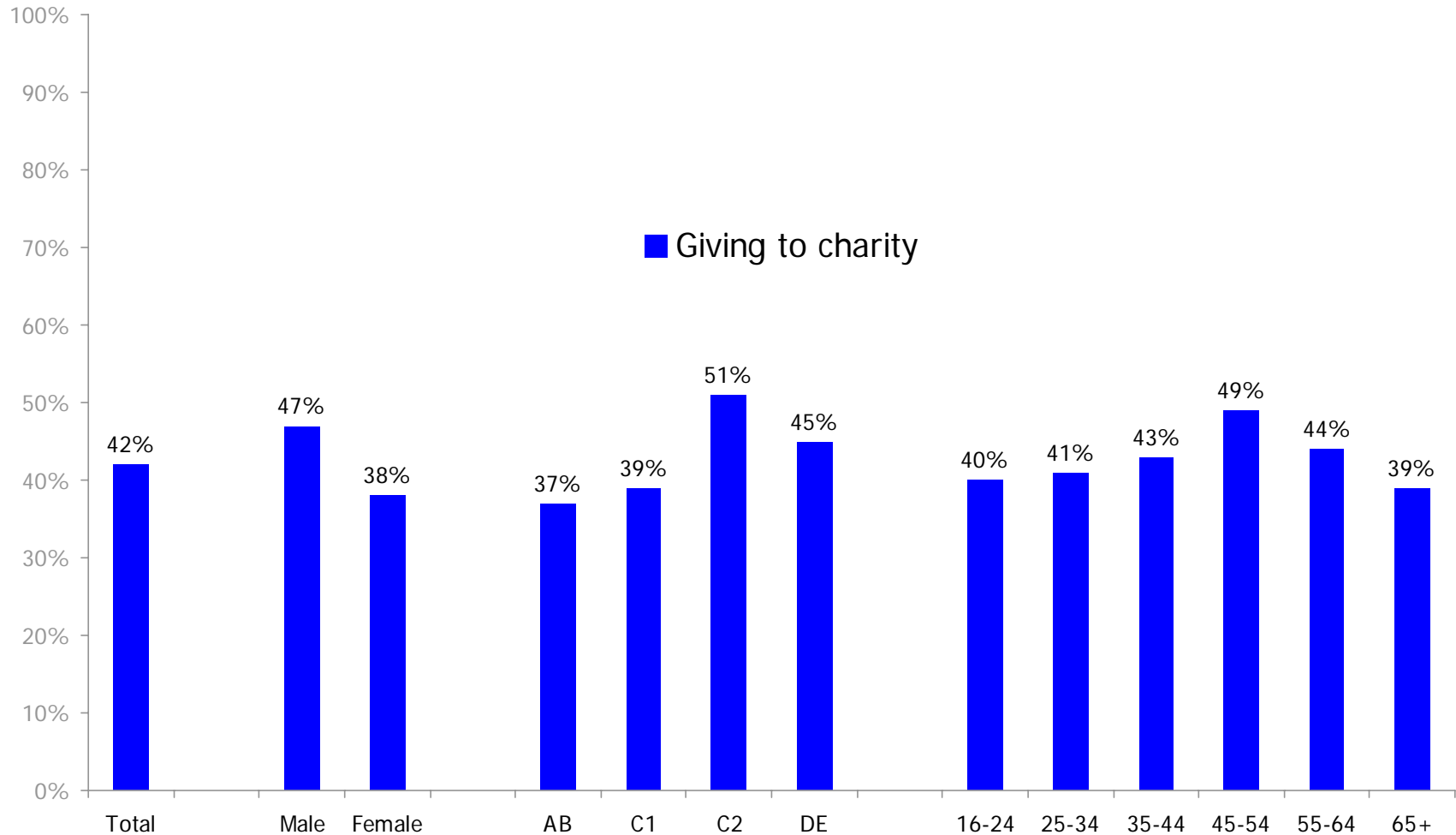
“Do you expect to cut back on your spending in any of the following areas in the next 12 months?”

Yes definitely/ Yes probably

Base: 1,000 adults 16+, Britain.
Source: Charity Awareness Monitor, Sep 09, nfpSynergy

Cut backs in giving to charity

By age, social grade and gender



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

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