

Scottish public increasingly wants its charitable donations to be spent in Scotland

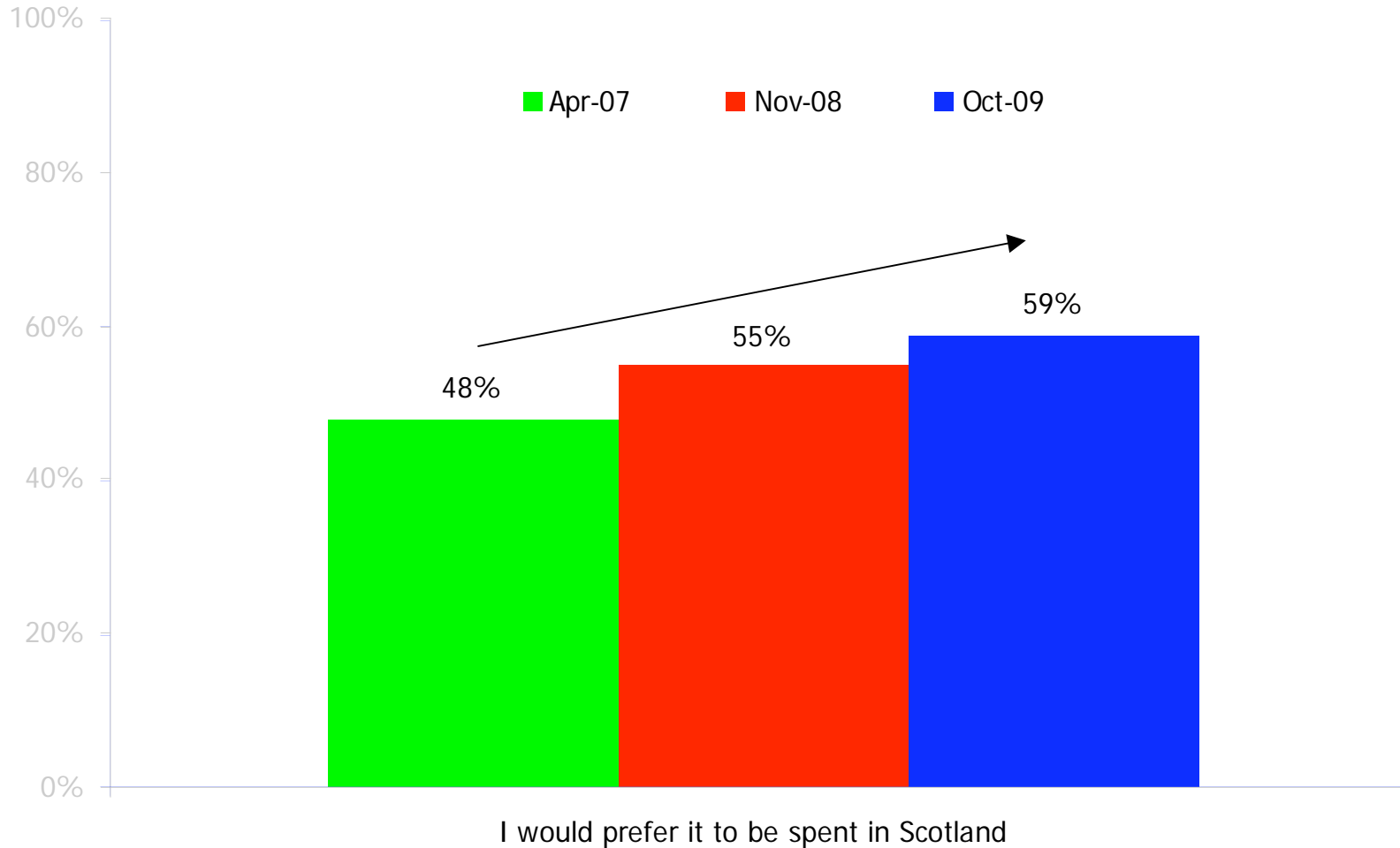
Scottish Charity Engagement Monitor, October 2009

2-6 Tenter Ground, London, E1 7NH

Telephone: (020) 7426 8865 Fax: (020) 7377 2116

email: jonathan.baker@nfpsynergy.net

Increasing desire for charitable donations to be spent at home in Scotland

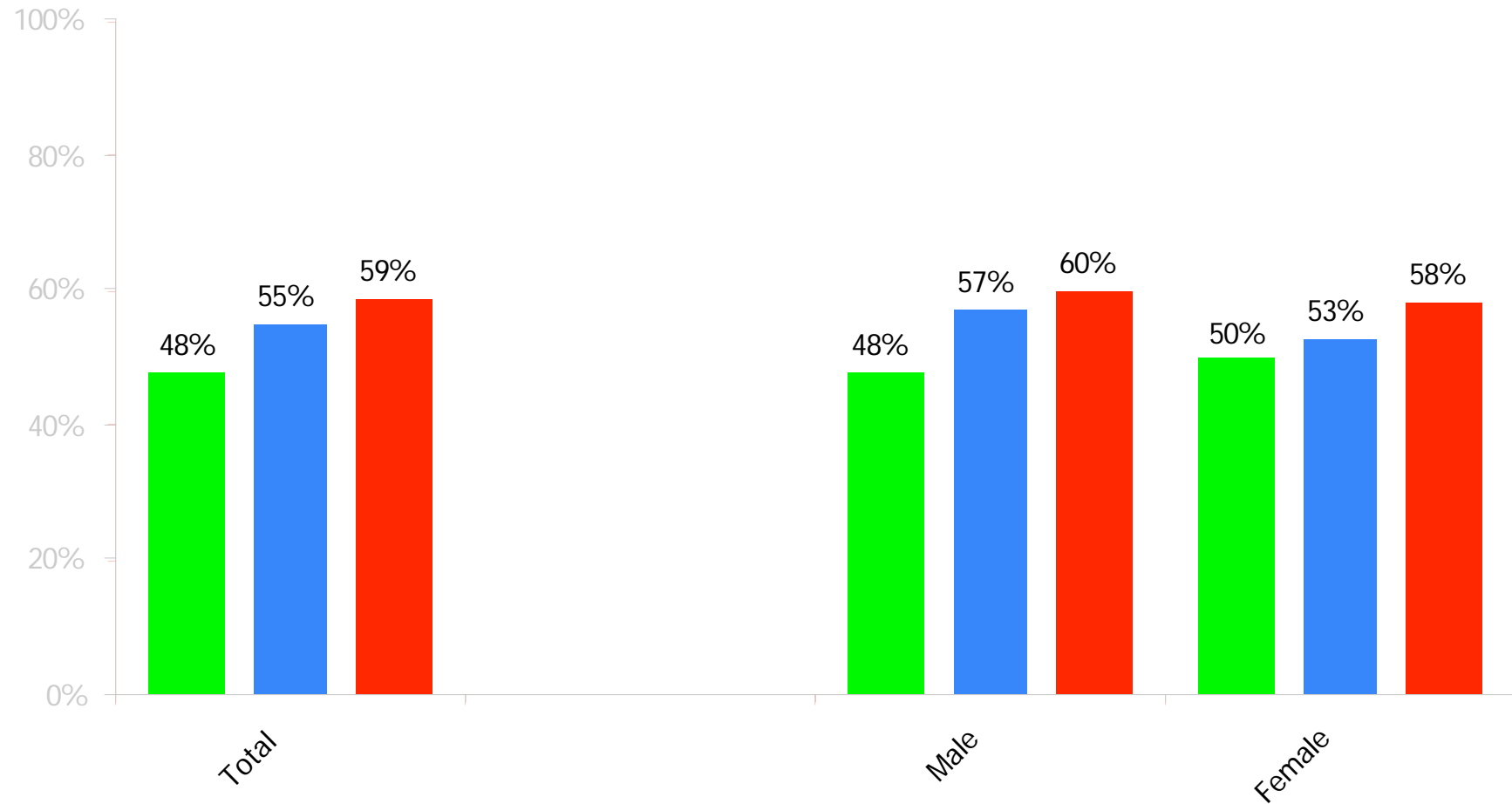


If you were to make a donation to a charity, which of these statements best describes how you would like the money to be spent?

Base: 1,002 adults 16+, Scotland
Source: SCEM October09, nfpSynergy

Increasing desire for charitable donations to be spent at home in Scotland – By Gender

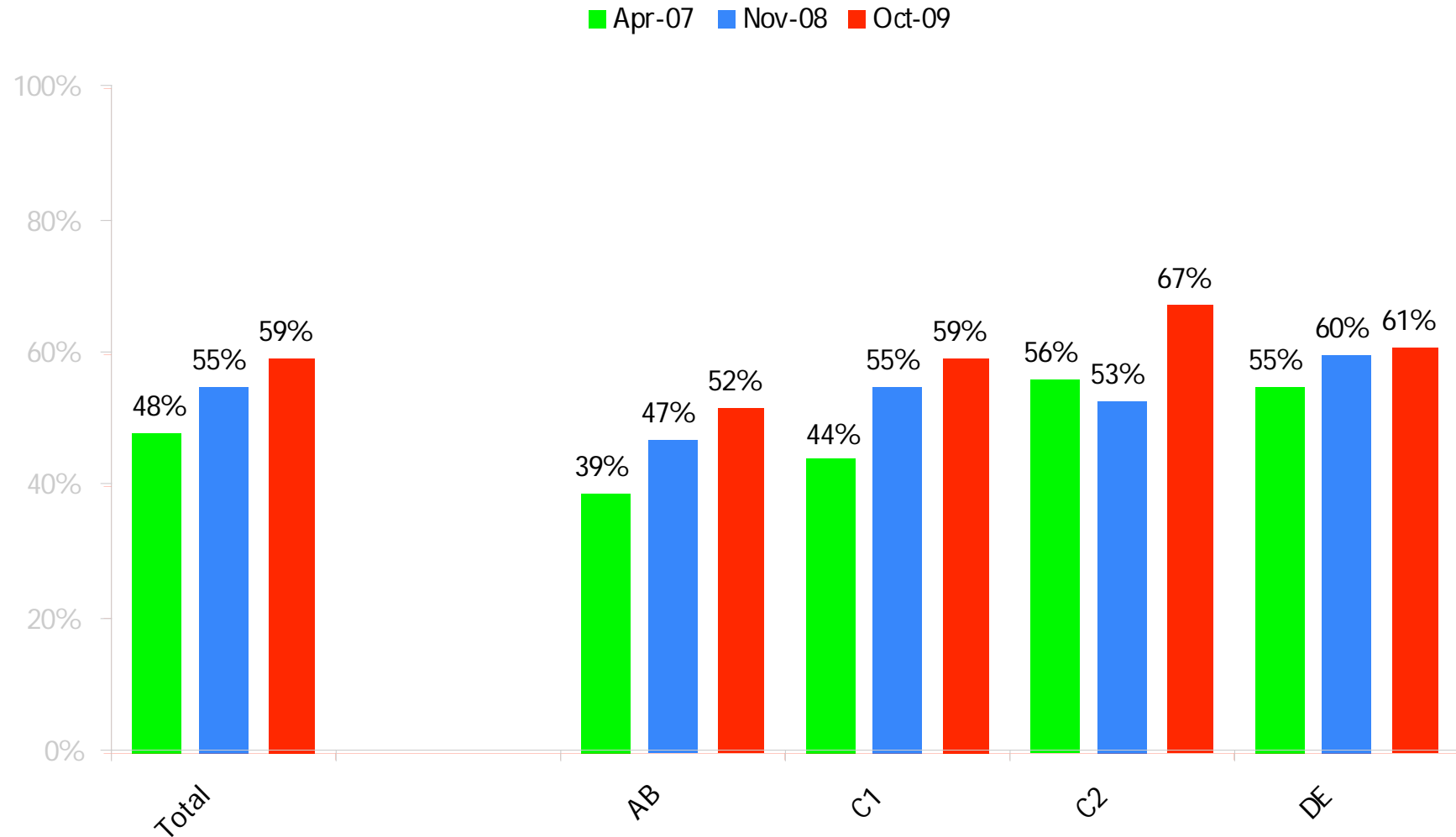
■ Apr-07 ■ Nov-08 ■ Oct-09



If you were to make a donation to a charity, which of these statements best describes how you would like the money to be spent?

Base: 1,002 adults 16+, Scotland
Source: SCEM October09, nfpSynergy

Increasing desire for charitable donations to be spent at home in Scotland – By social grade

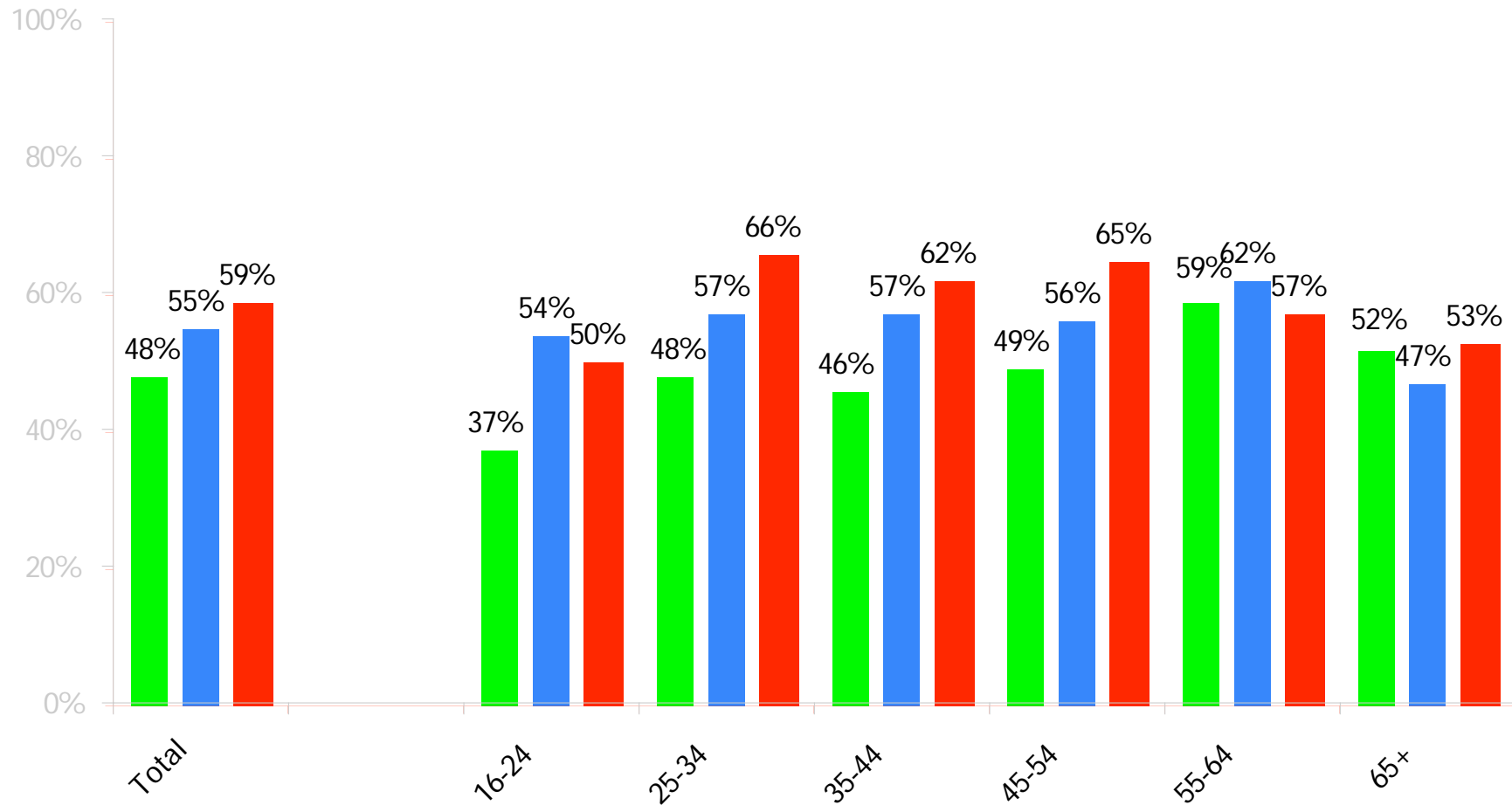


If you were to make a donation to a charity, which of these statements best describes how you would like the money to be spent?

Base: 1,002 adults 16+, Scotland
Source: SCEM October09, nfpSynergy

Increasing desire for charitable donations to be spent at home in Scotland – By age

■ Apr-07 ■ Nov-08 ■ Oct-09

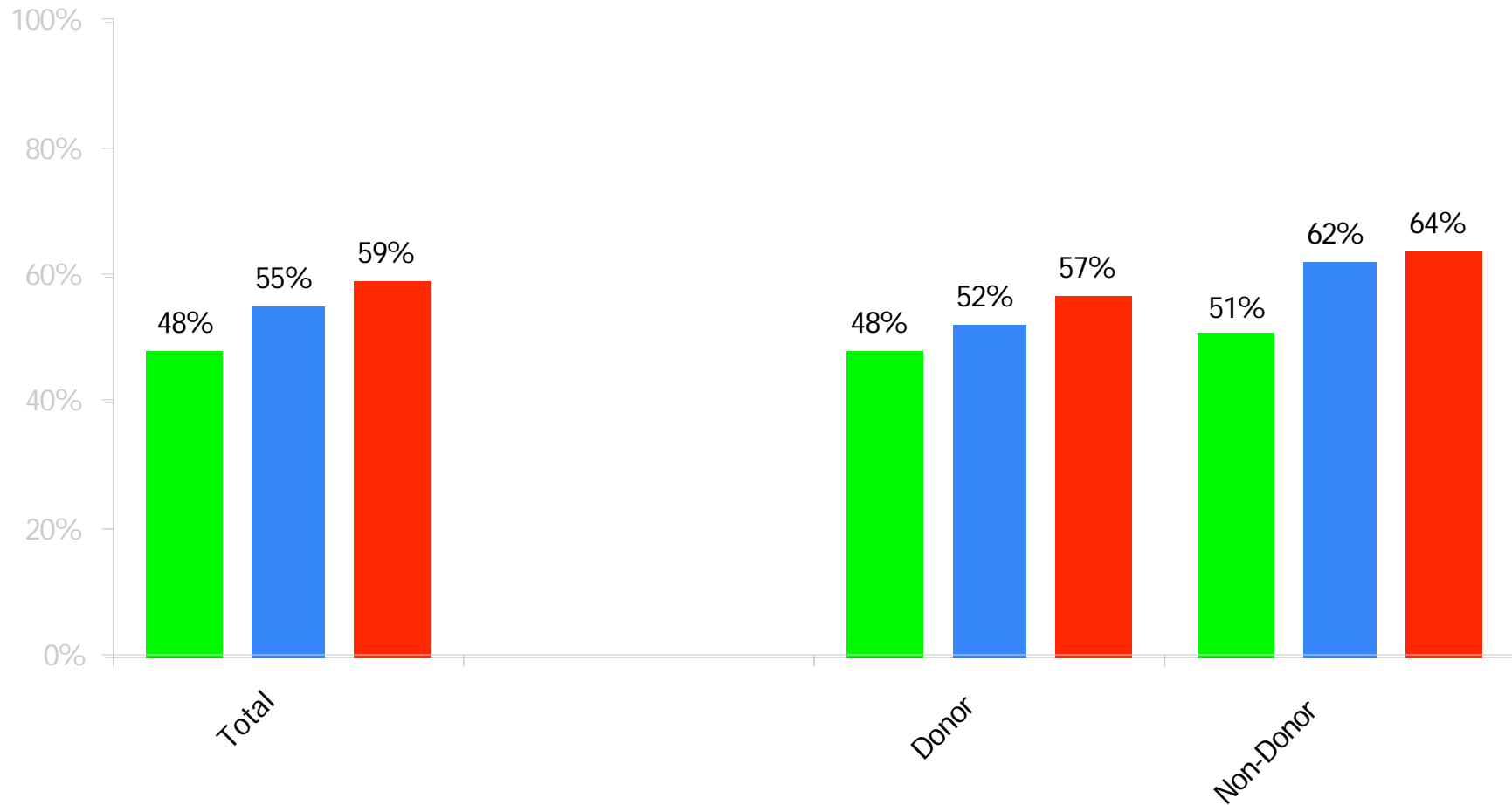


If you were to make a donation to a charity, which of these statements best describes how you would like the money to be spent?

Base: 1,002 adults 16+, Scotland
Source: SCEM October09, nfpSynergy

Increasing desire for charitable donations to be spent at home in Scotland – By donation behaviour

■ Apr-07 ■ Nov-08 ■ Oct-09



If you were to make a donation to a charity, which of these statements best describes how you would like the money to be spent?

Base: 1,002 adults 16+, Scotland
Source: SCEM October09, nfpSynergy



nfpSynergy

helping non-profits thrive

Contact:

Jonathan Baker

Researcher

T: 020 7426 8865

E: jonathan.baker@nfpsynergy.net