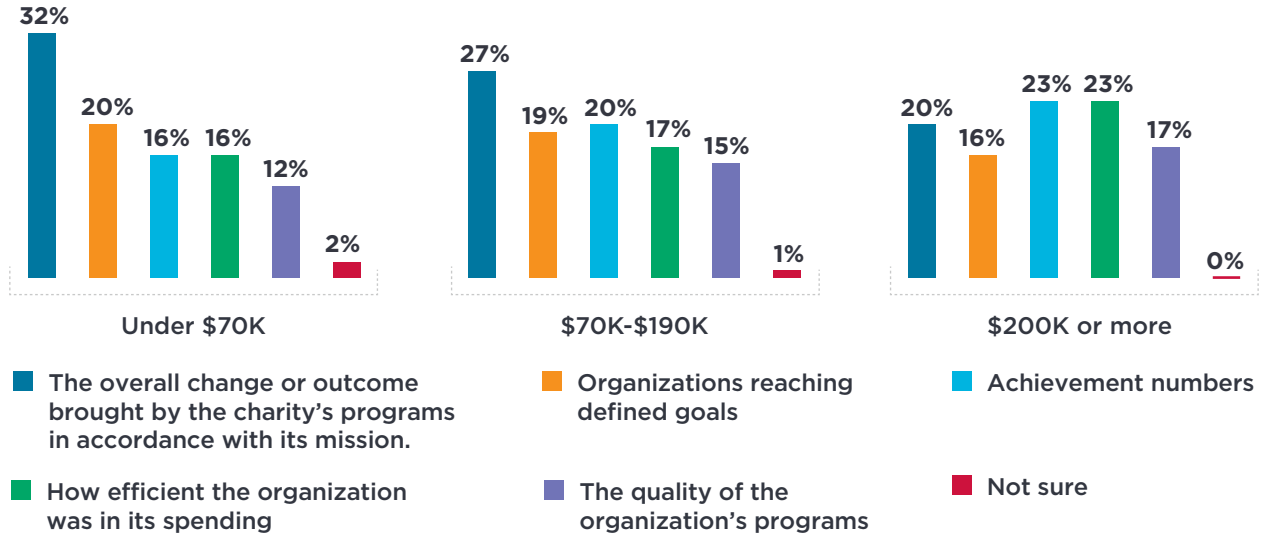
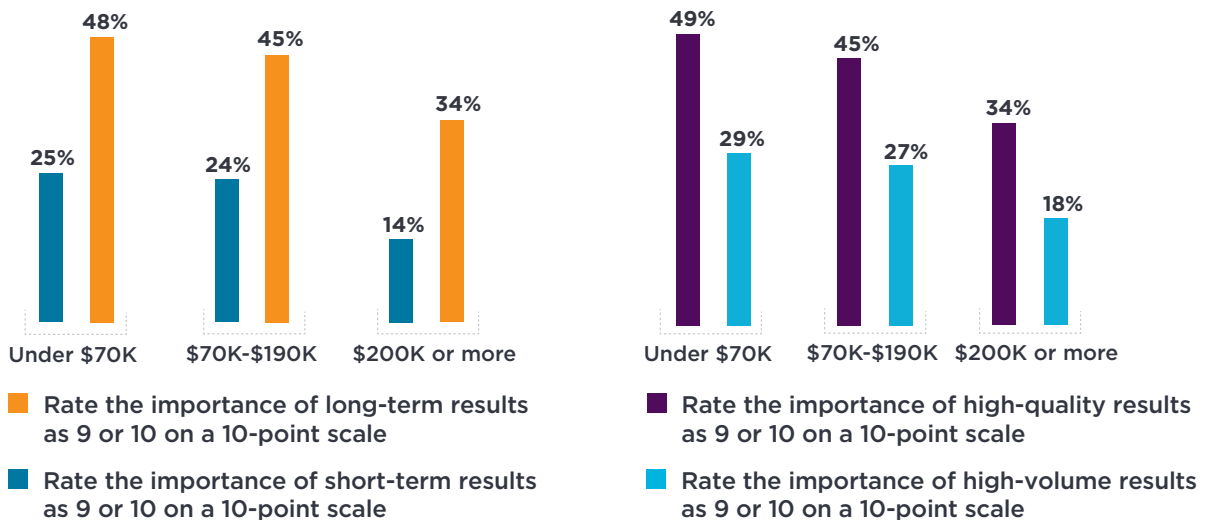


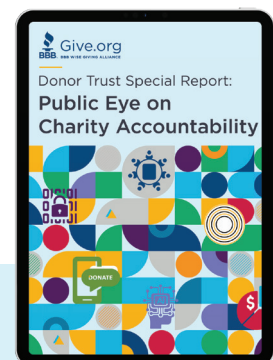
2 out of 3 participants report knowing what a charity means by “impact.” Among those who report knowing the meaning of impact, wealthier participants are most divided about how to best describe the term:



Long-term results and high-quality programs are valued more than short term results and high-volume programs, particularly among lower income participants.



When asked to consider whether impact should be assessed on a case-by-case basis or compared across charities, participants were split:



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