

Table 3: Factors Explaining the Likelihood of Nonprofits' Using Various Types of Performance Measurement

	Workload/Output Indicators	Unit Cost/Efficiency Indicators	Outcomes/ Effectiveness Indicators	Client/Customer Satisfaction Indicators	External Audits	Industry Standards/ Benchmarks
	<i>B</i>	<i>B</i>	<i>B</i>	<i>B</i>	<i>B</i>	<i>B</i>
Government funding	.002 (.004)	.008 (.002)***	.015 (.010)	.003 (.002)*	.009 (.003)***	.005 (.002)***
Private citizen donations	-.008 (.004)*	.002 (.003)	.005 (.004)	-.011 (.002)***	-.001 (.001)	-.002 (.002)
Foundation funding	.000 (.002)	.002 (.004)	.068 (.008)***	-.010 (.003)***	-.004 (.004)	.000 (.004)
Corporate donations	.010 (.011)	.020 (.008)**	.045 (.009)***	-.012 (.013)	.000 (.003)	.000 (.002)
Commercial income	.011 (.006)*	.003 (.004)	.008 (.011)	.004 (.005)	-.001 (.011)	-.011 (.003)***
Total budget	.186 (.105)*	.210 (.109)*	.181 (.120)	.107 (.086)	.243 (.074)***	.145 (.038)***
Age of organization	-.001 (.003)	-.001 (.004)	-.008 (.004)**	.009 (.007)	.003 (.002)	-.001 (.004)
Nonprofit association member	.222 (.365)	.349 (.268)	.677 (.226)***	.125 (.193)	.467 (.201)**	.685 (.141)***
Experience of Executive Dir.	.012 (.005)**	.003 (.006)	.024 (.010)***	-.002 (.009)	-.005 (.007)	-.000 (.007)
Market competition	.000 (.000)	.001 (.000)***	.000 (.001)	.001 (.002)	.001 (.001)	.001 (.000)
Constant	-1.643 (1.095)	-.550 (.431)**	-2.164 (1.618)	.510 (1.189)	-2.490 (1.039)**	-1.605 (.588)
Pseudo r-squared	.172	.160	.367	.189	.204	.151
Log pseudolikelihood	-87.535249	-91.459957	-39.241816	-39.708033	-91.196536	-124.84717
N	268	265	268	268	268	267
***p<.01, **p<.05, *p<.10						
Robust standard errors are reported in parentheses.						