

**Q1\_3. (Charitable giving can be a rewarding family activity) In the next questions, we are interested in knowing your general thoughts and attitudes towards charitable giving. To what extent do you agree or disagree with each of the following statements?**

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D - E/F/G - H/I/J - K/L/M - N/O/P \* small base

	Total	Family Composition				Style of donation			Involvement in organizations			Satisfaction with giving			Past 12 month donations		
		Children under 21	Children over 21	Any children	No children	Impulse	Plan	Financial plan	Not informed	Informed	Active/involved	Very	Somewhat	Not	Less than \$200	\$200-\$499	\$500+
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P
Base: All respondents	551	99	380	438	113	228	110	213	185	268	98	177	304	64	144	136	237
Weighted	553	120*	374	442	111*	244	102*	207	192	256	105*	180	295	71*	154	141*	220
Charitable giving can be a rewarding family activity																	
Agree strongly	184 33%	48 40%	120 32%	152 34%	32 29%	53 22%	39 38% E	93 45% E	37 19%	94 37% H	53 50% H	71 40% L	85 29%	25 35%	34 22%	47 33%	99 45% N
Agree somewhat	292 53%	64 53%	204 55%	233 53%	59 53%	144 59%	47 46%	101 49%	108 56%	136 53%	48 46%	90 50%	163 55%	37 52%	91 59% P	78 55%	100 46%
Disagree somewhat	42 8%	5 4%	28 7%	33 7%	9 8%	24 10% G	10 10%	8 4%	26 13% IJ	14 5%	3 3%	8 4%	27 9%	7 9%	12 8%	10 7%	12 6%
Disagree strongly	8 1%	0 -	7 2%	7 2%	1 1%	6 2%	1 1%	1 1%	6 3%	1 1%	0 -	5 3%	3 1%	0 -	5 4%	0 -	1 1%
Don't Know	26 5%	3 2%	16 4%	17 4%	9 9%	17 7% G	5 5%	4 2%	14 8%	11 4%	1 1%	6 3%	17 6%	3 4%	12 8%	6 4%	8 4%
Summary																	
Top2Box	476 86%	112 93% D	324 87%	385 87%	91 82%	197 81%	86 84%	194 94% EF	145 76%	230 90% H	101 97% H	161 90%	248 84%	61 87%	124 81%	125 88%	199 91% N
Low2Box	50 9%	5 4%	34 9%	39 9%	10 9%	30 12% G	11 11%	9 4%	32 17% IJ	15 6%	3 3%	13 7%	30 10%	7 9%	18 11%	10 7%	13 6%

**Q1\_5. (It is important to give to charities that serve local causes) In the next questions, we are interested in knowing your general thoughts and attitudes towards charitable giving. To what extent do you agree or disagree with each of the following statements?**

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D - E/F/G - H/I/J - K/L/M - N/O/P \* small base

	Total	Family Composition				Style of donation			Involvement in organizations			Satisfaction with giving			Past 12 month donations		
		Children under 21	Children over 21	Any children	No children	Impulse	Plan	Financial plan	Not informed	Informed	Active/involved	Very	Somewhat	Not	Less than \$200	\$200-\$499	\$500+
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P
Base: All respondents	551	99	380	438	113	228	110	213	185	268	98	177	304	64	144	136	237
Weighted	553	120*	374	442	111*	244	102*	207	192	256	105*	180	295	71*	154	141*	220
It is important to give to charities that serve local causes																	
Agree strongly	276 50%	68 57% D	196 53% D	233 53% D	43 39%	109 45%	51 50%	116 56% E	72 38%	140 55% H	64 61% H	105 59% M	141 48%	28 39%	71 46%	73 52%	123 56%
Agree somewhat	241 44%	45 37%	154 41%	181 41%	60 54% ABC	117 48%	44 43%	79 38%	101 53% IJ	101 40%	38 36%	63 35%	131 44%	42 59% K	72 47%	59 42%	88 40%
Disagree somewhat	23 4%	4 3%	21 6%	23 5%	1 1%	16 6%	2 2%	6 3%	12 6%	9 3%	3 3%	7 4%	15 5%	1 2%	6 4%	8 6%	5 2%
Disagree strongly	4 1%	0 -	1 0%	1 0%	3 3% BC	0 -	3 3% E	1 1%	4 2% I	0 -	0 -	3 2%	1 1%	0 -	3 2%	0 -	0 -
Don't Know	8 2%	3 3%	2 1%	4 1%	4 4% BC	2 1%	2 2%	4 2%	2 1%	6 2%	0 -	2 1%	6 2%	0 -	2 1%	1 1%	5 2%
Summary																	
Top2Box	517 94%	113 94%	350 94%	414 94%	103 93%	226 93%	95 93%	196 95%	173 91%	241 94%	102 97%	168 94%	272 92%	70 98%	144 93%	132 93%	210 96%
Low2Box	28 5%	4 3%	22 6%	24 5%	4 3%	16 6%	5 5%	7 3%	16 8%	9 3%	3 3%	9 5%	17 6%	1 2%	9 6%	8 6%	5 2%

**Q1\_9. (Charitable giving is a way of teaching children about family values) In the next questions, we are interested in knowing your general thoughts and attitudes towards charitable giving. To what extent do you agree or disagree with each of the following statements?**

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D - E/F/G - H/I/J - K/L/M - N/O/P \* small base

	Total	Family Composition				Style of donation			Involvement in organizations			Satisfaction with giving			Past 12 month donations		
		Children under 21	Children over 21	Any children	No children	Impulse	Plan	Financial plan	Not informed	Informed	Active/involved	Very	Somewhat	Not	Less than \$200	\$200-\$499	\$500+
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P
Base: All respondents	551	99	380	438	113	228	110	213	185	268	98	177	304	64	144	136	237
Weighted	553	120*	374	442	111*	244	102*	207	192	256	105*	180	295	71*	154	141*	220
Charitable giving is a way of teaching children about family values																	
Agree strongly	204 37%	51 43%	133 36%	167 38%	37 33%	61 25%	37 36%	106 51% EF	42 22%	102 40% H	59 57% HI	86 48% L	91 31%	24 33%	38 25%	55 39% N	104 47% N
Agree somewhat	290 52%	63 52%	196 52%	229 52%	61 55%	146 60% G	57 56% G	86 41%	119 62% IJ	130 51%	41 39%	79 44%	170 58% K	38 54%	96 62% P	72 51%	97 44%
Disagree somewhat	33 6%	4 3%	26 7%	26 6%	7 6%	22 9%	4 4%	8 4%	18 9%	13 5%	2 2%	7 4%	19 7%	6 8%	9 6%	9 6%	10 5%
Disagree strongly	12 2%	0 -	11 3%	11 3%	1 1%	9 4%	1 1%	2 1%	7 4%	3 1%	2 2%	6 3%	4 2%	2 3%	5 3%	4 3%	2 1%
Don't Know	14 3%	2 2%	7 2%	9 2%	5 5%	6 2%	2 2%	6 3%	6 3%	8 3%	0 -	2 1%	11 4%	1 2%	6 4%	1 1%	7 3%
Summary																	
Top2Box	493 89%	114 95%	329 88%	396 90%	97 88%	208 85%	94 93%	191 93% E	161 84%	232 91%	100 96% H	165 92%	261 88%	62 87%	134 87%	127 90%	201 92%
Low2Box	45 8%	4 3%	37 10%	37 8%	8 7%	31 13% G	5 5%	10 5%	25 13% I	16 6%	4 4%	13 7%	23 8%	8 11%	14 9%	13 9%	12 6%

**Q1\_10. (I have donated less money because of the economic downturn)** In the next questions, we are interested in knowing your general thoughts and attitudes towards charitable giving. To what extent do you agree or disagree with each of the following statements?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D - E/F/G - H/I/J - K/L/M - N/O/P \* small base

	Total	Family Composition				Style of donation			Involvement in organizations			Satisfaction with giving			Past 12 month donations		
		Children under 21	Children over 21	Any children	No children	Impulse	Plan	Financial plan	Not informed	Informed	Active/involved	Very	Somewhat	Not	Less than \$200	\$200-\$499	\$500+
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P
Base: All respondents	551	99	380	438	113	228	110	213	185	268	98	177	304	64	144	136	237
Weighted	553	120*	374	442	111*	244	102*	207	192	256	105*	180	295	71*	154	141*	220
I have donated less money because of the economic downturn																	
Agree strongly	82 15%	24 20%	57 15%	67 15%	15 14%	36 15%	11 11%	35 17%	33 17%	35 14%	14 13%	26 15%	39 13%	17 24%	34 22% P	24 17% P	16 7%
Agree somewhat	199 36%	48 40%	128 34%	164 37%	35 32%	96 40%	40 39%	63 31%	83 43% J	87 34%	30 28%	65 36%	104 35%	27 38%	61 39%	60 43%	68 31%
Disagree somewhat	181 33%	25 21%	124 33% A	136 31%	45 41% A	84 34%	29 29%	68 33%	56 29%	94 37%	31 30%	50 28%	109 37%	19 27%	46 30%	46 33%	78 35%
Disagree strongly	79 14%	22 18%	58 16%	67 15%	11 10%	24 10%	17 16%	38 18% E	17 9%	33 13%	29 28% HI	34 19%	37 13%	7 10%	11 7%	11 8%	52 24% NO
Don't Know	12 2%	2 2%	6 2%	8 2%	4 4%	4 2%	5 5%	3 2%	4 2%	7 3%	1 1%	5 3%	6 2%	0 -	2 1%	1 1%	7 3%
Summary																	
Top2Box	282 51%	72 60%	185 50%	231 52%	50 45%	132 54%	51 50%	98 47%	116 60% IJ	122 48%	44 42%	91 51%	143 48%	44 62%	95 62% P	83 59% P	84 38%
Low2Box	259 47%	46 38%	182 49%	203 46%	56 51%	108 44%	46 45%	105 51%	73 38%	127 49% H	60 57% H	84 47%	146 49%	27 38%	57 37%	57 40%	130 59% NO

**Q4. Which of the following statements best describes how you or your family make decisions on supporting charities?**

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D - E/F/G - H/I/J - K/L/M - N/O/P \* small base

	Total	Family Composition				Style of donation			Involvement in organizations			Satisfaction with giving			Past 12 month donations		
		Children under 21	Children over 21	Any children	No children	Impulse	Plan	Financial plan	Not informed	Informed	Active/ involved	Very	Somewhat	Not	Less than \$200	\$200-\$499	\$500+
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P
Base: All respondents	551	99	380	438	113	228	110	213	185	268	98	177	304	64	144	136	237
Weighted	553	120*	374	442	111*	244	102*	207	192	256	105*	180	295	71*	154	141*	220
I make the decisions and donate independently	282 51%	53 45%	165 44%	202 46%	81 73% ABC	132 54%	59 58%	92 45%	117 61% IJ	120 47%	45 43%	84 47%	157 53%	37 52%	90 59% O	59 42%	111 50%
The adults make decisions about donations	204 37%	28 24%	165 44% AD	174 40% AD	30 27%	95 39%	28 27%	82 40%	64 33%	102 40%	38 36%	70 39%	110 37%	23 33%	54 35%	63 45%	73 33%
Children are informed of decisions, but don't actually make decisions	23 4%	17 15% BCD	13 3%	23 5% D	0 -	10 4%	7 7%	7 3%	4 2%	14 5%	5 5%	7 4%	12 4%	4 6%	4 2%	7 5%	13 6%
Children are included in the family's decision	43 8%	21 17% BD	31 8% D	43 10% D	0 -	7 3%	9 9% E	26 13% E	6 3%	20 8%	17 16% H	19 11%	17 6%	6 9%	6 4%	13 9%	23 10%

**Q5. Which of the following statements best describes how you make plans to donate to charity, in relation to other aspects of financial planning?**

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D - E/F/G - H/I/J - K/L/M - N/O/P \* small base

	Total	Family Composition				Style of donation			Involvement in organizations			Satisfaction with giving			Past 12 month donations		
		Children under 21	Children over 21	Any children	No children	Impulse	Plan	Financial plan	Not informed	Informed	Active/involved	Very	Somewhat	Not	Less than \$200	\$200-\$499	\$500+
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P
Base: All respondents	551	99	380	438	113	228	110	213	185	268	98	177	304	64	144	136	237
Weighted	553	120*	374	442	111*	244	102*	207	192	256	105*	180	295	71*	154	141*	220
I donate to charity on impulse, without any sort of plan or budget	244 44%	48 40%	167 45%	192 43%	52 47%	244 100% FG	0 -	0 -	133 69% IJ	90 35% J	21 20%	57 32%	142 48% K	41 57% K	91 59% P	68 48% P	65 30%
I donate to charity based on a plan or budget, but I don't really consider how it impacts my finances	102 18%	31 26% B	59 16%	79 18%	23 20%	0 -	102 100% EG	0 -	26 14%	57 22% H	19 18%	43 24%	51 17%	8 11%	22 14%	29 21%	42 19%
Donating to charity is part of my overall financial plan or budget, but I don't involve a financial advisor	201 36%	41 34%	144 38%	166 38%	35 32%	0 -	0 -	201 97% EF	30 16%	108 42% H	64 61% HI	78 44%	101 34%	20 28%	41 27%	43 30%	109 50% NO
Donating to charity is part of my overall financial plan or budget, and I involve a financial advisor	6 1%	1 1%	4 1%	5 1%	1 1%	0 -	0 -	6 3% E	3 1%	1 1%	1 1%	1 1%	1 0%	3 4% L	0 -	1 1%	4 2%

**Q8. People give to charity for different reasons. Which of the following reasons apply to you?**

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D - E/F/G - H/I/J - K/L/M - N/O/P \* small base

	Total	Family Composition				Style of donation			Involvement in organizations			Satisfaction with giving			Past 12 month donations		
		Children under 21	Children over 21	Any children	No children	Impulse	Plan	Financial plan	Not informed	Informed	Active/involved	Very	Somewhat	Not	Less than \$200	\$200-\$499	\$500+
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P
Base: All respondents	551	99	380	438	113	228	110	213	185	268	98	177	304	64	144	136	237
Weighted	553	120*	374	442	111*	244	102*	207	192	256	105*	180	295	71*	154	141*	220
I donate to make a difference in a cause I believe in	375 68%	91 76%	254 68%	302 68%	73 66%	158 65%	64 63%	152 74%	102 53%	196 77% H	76 73% H	113 63%	205 69%	53 74%	93 60%	99 70%	164 75% N
I donate because I feel fortunate and want to give back	326 59%	76 64%	213 57%	257 58%	68 62%	122 50%	64 63%	139 67% E	82 43%	168 66% H	75 72% H	109 61%	176 60%	38 53%	68 44%	79 56%	163 74% NO
I donate because I or a friend/family member has been impacted by the cause	287 52%	66 55%	200 54%	234 53%	53 48%	126 52%	56 55%	105 51%	94 49%	135 53%	59 56%	99 55%	147 50%	39 55%	77 50%	81 57%	115 52%
I donate because I believe we should all give to charity	268 49%	59 49%	175 47%	209 47%	59 53%	93 38%	52 51%	124 60% E	74 39%	134 52% H	60 58% H	79 44%	152 51%	36 51%	59 39%	62 44%	140 63% NO
I donate because I was approached by a charitable organization	180 33%	37 31%	119 32%	143 32%	36 33%	96 40% G	28 27%	55 27%	75 39% J	79 31%	25 24%	52 29%	99 34%	28 40%	56 36%	47 33%	68 31%
I donate to take advantage of tax incentives	138 25%	31 25%	95 25%	111 25%	28 25%	42 17%	22 21%	75 36% EF	41 22%	68 26%	30 28%	44 25%	77 26%	15 21%	30 20%	23 16%	79 36% NO
I donate as a mean to pass on family values to my children/grandchildren	98 18%	39 32% BCD	70 19% D	94 21% D	4 4%	31 13%	20 20%	47 23% E	20 11%	51 20% H	26 25% H	30 17%	48 16%	19 26%	24 15%	23 16%	47 21%
I donate because of religious beliefs (over and beyond donations made to my place of worship)	73 13%	16 14%	53 14%	61 14%	12 11%	14 6%	13 12%	46 22% E	11 6%	36 14% H	26 25% H	38 21% LM	30 10%	5 7%	11 7%	5 4%	49 22% NO
I donate to charity, in part, for the social aspect (getting involved with a group)	55 10%	16 13%	40 11%	47 11%	9 8%	21 9%	7 7%	28 14%	17 9%	22 9%	16 16%	20 11%	30 10%	5 7%	13 8%	14 10%	24 11%
I donate to leave a lasting legacy in my community	50 9%	18 15% B	25 7%	37 8%	13 12%	10 4%	8 8%	31 15% E	8 4%	26 10% H	16 15% H	22 12%	22 7%	7 9%	1 1%	13 9% N	34 16% N
I feel that family giving builds family trust and cohesion	46 8%	22 19% BCD	28 7%	44 10% D	2 2%	15 6%	7 7%	24 12%	6 3%	23 9% H	17 17% H	14 8%	27 9%	5 8%	7 4%	15 11%	24 11% N
None of the above	10 2%	0 -	7 2%	7 2%	3 3%	5 2%	5 5% G	0 -	8 4% I	1 1%	1 1%	5 3%	5 2%	0 -	7 4% P	1 1%	1 1%

**Q10. In general, how satisfied are you with the way you currently give?**

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D - E/F/G - H/I/J - K/L/M - N/O/P \* small base

	Total	Family Composition				Style of donation			Involvement in organizations			Satisfaction with giving			Past 12 month donations		
		Children under 21	Children over 21	Any children	No children	Impulse	Plan	Financial plan	Not informed	Informed	Active/ involved	Very	Somewhat	Not	Less than \$200	\$200-\$499	\$500+
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P
Base: All respondents	551	99	380	438	113	228	110	213	185	268	98	177	304	64	144	136	237
Weighted	553	120*	374	442	111*	244	102*	207	192	256	105*	180	295	71*	154	141*	220
Very satisfied	180 33%	37 31%	122 33%	146 33%	33 30%	57 23%	43 42% E	80 39% E	51 27%	88 34%	41 39%	180 100% LM	0 -	0 -	43 28%	44 31%	82 37%
Somewhat satisfied	295 53%	59 49%	206 55%	241 55%	54 49%	142 58%	51 50%	102 50%	104 54%	139 54%	53 50%	0 -	295 100% KM	0 -	84 55%	77 55%	114 52%
Not very satisfied	66 12%	21 18%	39 10%	46 11%	20 18%	37 15%	8 8%	21 10%	28 15%	27 11%	11 10%	0 -	0 -	66 93% KL	23 15%	18 13%	21 10%
Not at all satisfied	5 1%	2 1%	1 0%	2 1%	3 2% B	4 2%	0 -	1 1%	2 1%	3 1%	1 1%	0 -	0 -	5 7% KL	2 2%	2 1%	1 0%
Don't Know	7 1%	2 2%	6 2%	6 1%	1 1%	4 2%	0 -	2 1%	7 4% I	0 -	0 -	0 -	0 -	0 -	1 1%	0 -	3 1%
Summary																	
Top2Box	475 86%	96 80%	329 88% D	387 88% D	88 79%	199 82%	94 92% E	182 88%	155 81%	227 89%	93 89%	180 100% M	295 100% M	0 -	127 83%	121 86%	196 89%
Low2Box	71 13%	23 19%	39 11%	49 11%	22 20% BC	41 17%	8 8%	23 11%	30 16%	30 12%	11 11%	0 -	0 -	71 100% KL	26 17%	20 14%	22 10%



**Q15. Regardless of which charitable organizations and causes you might donate money to, over the next five years do you think your overall donation to charity will increase, remain the same, or decrease?**

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D - E/F/G - H/I/J - K/L/M - N/O/P \* small base

	Total	Family Composition				Style of donation			Involvement in organizations			Satisfaction with giving			Past 12 month donations		
		Children under 21	Children over 21	Any children	No children	Impulse	Plan	Financial plan	Not informed	Informed	Active/involved	Very	Somewhat	Not	Less than \$200	\$200-\$499	\$500+
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P
Base: All respondents	551	99	380	438	113	228	110	213	185	268	98	177	304	64	144	136	237
Weighted	553	120*	374	442	111*	244	102*	207	192	256	105*	180	295	71*	154	141*	220
Increase	162 29%	52 43% BC	102 27%	127 29%	35 31%	48 20%	34 33% E	80 39% E	30 16%	86 34% H	46 44% H	47 26%	80 27%	35 49% KL	26 17%	43 31% N	86 39% N
Stay the same	290 53%	48 40%	209 56% A	236 54% A	54 48%	145 60% G	48 47%	97 47%	117 61% IJ	128 50%	45 43%	106 59% M	162 55% M	19 26% P	98 64% P	73 52%	100 46%
Decrease	33 6%	5 4%	19 5%	23 5%	10 9%	15 6%	9 9%	9 4%	13 7%	15 6%	5 5%	12 7%	15 5%	6 8%	7 5%	11 8%	12 5%
Don't know	68 12%	15 12%	43 12%	55 13%	13 11%	36 15%	11 11%	21 10%	32 17%	27 10%	9 9%	15 8%	39 13%	12 16%	23 15%	14 10%	22 10%

**Q16. (Increase) What impact, if any, has the economy had on this decision? In the next five years, my overall donation to charity will...**

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D - E/F/G - H/I/J - K/L/M - N/O/P \* small base; \*\* very small base (under 30) ineligible for sig testing

	Total	Family Composition				Style of donation			Involvement in organizations			Satisfaction with giving			Past 12 month donations		
		Children under 21	Children over 21	Any children	No children	Impulse	Plan	Financial plan	Not informed	Informed	Active/involved	Very	Somewhat	Not	Less than \$200	\$200-\$499	\$500+
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P
Base: Respondents who said increase at Q15	154	39	101	120	34	48	31	75	27	84	43	46	78	30	23	43	82
Weighted	162	52**	102*	127*	35**	48*	34**	80*	30**	86*	46*	47*	80*	35**	26**	43*	86*
If the economy improves	58 36%	25 48%	36 36%	49 38%	9 26%	26 53% G	7 22%	25 31%	14 45%	30 34%	15 32%	11 23%	30 37%	17 50%	14 53%	17 40%	25 29%
If the economy weakens	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -
Regardless of the economy	104 64%	27 52%	66 64%	79 62%	26 74%	23 47%	26 78%	55 69% E	16 55%	57 66%	31 68%	36 77%	51 63%	18 51%	12 47%	26 61%	61 71%