

(Summary Table: Ever) - How often do you personally participate in each of the following charitable activities?

	Year				2019											
	2019	2017	2014	2013	Gender		Age			Employment			HH Income			
					Male	Female	18-34	35-54	55+	Employed	Unemploy ed	Retired	<\$40K	\$40K to <\$80K	\$80K to <\$150K	\$150K or more
Base: All Respondents	1418	1255	1339	-	687	724	381	518	519	884	167	367	283	422	388	136
	100%	100%	100%		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted Total	1418	1255	1339	-	684	727	317	415	686	794	149	475	284	433	376	130
Make a financial donation	1226	1151	1213	-	590	632	319	438	470	768	126	332	212	380	356	124
	86%	92%	91%		86%	87%	84%	85%	90%	87%	76%	90%	75%	90%	92%	91%
Volunteer on behalf of an organization (excluding fundraising)	897	923	963	-	421	472	276	311	310	599	85	213	164	268	249	102
	63%	74%	72%		61%	65%	73%	60%	60%	68%	51%	58%	58%	63%	64%	75%
Make a donation of goods (food, clothing, etc.)	1264	1167	1258	-	582	674	326	466	472	794	139	331	228	386	361	127
	89%	93%	94%		85%	93%	86%	90%	91%	90%	83%	90%	81%	91%	93%	93%
Purchase goods/services for which part of all of the profits are donated	1130	1100	1150	-	519	606	309	410	412	715	126	289	201	344	332	113
	80%	88%	86%		76%	84%	81%	79%	79%	81%	75%	79%	71%	81%	85%	84%
Participate in/attend a charitable/not-for-profit event	990	991	1041	-	474	510	283	352	355	647	92	252	169	299	293	114
	70%	79%	78%		69%	70%	74%	68%	68%	73%	55%	69%	60%	71%	75%	84%
Fundraise on behalf of an organization	751	758	849	-	359	389	229	273	249	513	73	165	109	233	228	91
	53%	60%	63%		52%	54%	60%	53%	48%	58%	43%	45%	39%	55%	59%	67%
Make a charitable donation as a gift in the recipient's name	764	-	-	-	355	406	196	277	291	487	73	203	122	229	231	87
	54%				52%	56%	51%	54%	56%	55%	44%	55%	43%	54%	60%	64%



Fall 2019

Thinking of all the charities and not-for-profit organizations you donated to last year, approximately how much did you donate in 2018?

	Year				2019											
	2019	2017	2014	2013	Gender		Age			Employment			HH Income			
	-----	-----	-----	-----	Male -----	Female -----	18-34 -----	35-54 -----	55+ -----	Employed -----	Unemploy ed -----	Retired -----	<\$40K -----	\$40K to <\$80K -----	\$80K to <\$150K -----	\$150K or more -----
Base: All Respondents	1418	1255	1339	513	687	724	381	518	519	884	167	367	283	422	388	136
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted Total	1418	1255	1339	513	684	727	317	415	686	794	149	475	284	433	376	130
None/\$0	165	97	111	21	82	82	50	72	43	108	29	29	61	36	38	7
	12%	8%	8%	4%	12%	11%	13%	14%	8%	12%	17%	8%	22%	8%	10%	5%
<\$100	161	161	152	108	72	87	51	75	35	115	22	25	44	48	44	11
	11%	13%	11%	21%	10%	12%	13%	14%	7%	13%	13%	7%	16%	11%	11%	8%
\$100 to \$499	397	349	383	227	202	194	109	133	155	253	34	110	62	137	126	36
	28%	28%	29%	44%	29%	27%	29%	26%	30%	29%	20%	30%	22%	33%	33%	27%
\$500 to \$999	134	127	133	63	67	67	28	38	68	80	9	46	15	45	43	20
	9%	10%	10%	12%	10%	9%	7%	7%	13%	9%	5%	12%	5%	11%	11%	15%
\$1000+	183	216	174	79	95	87	29	61	93	107	10	66	14	49	66	35
	13%	17%	13%	15%	14%	12%	8%	12%	18%	12%	6%	18%	5%	12%	17%	26%
<\$500	724	607	645	356	355	363	210	280	233	476	84	164	167	221	208	55
	51%	48%	48%	69%	52%	50%	55%	54%	45%	54%	50%	45%	59%	52%	53%	40%
\$500+	317	343	308	142	162	155	57	100	161	187	18	112	29	94	108	55
	22%	27%	23%	28%	24%	21%	15%	19%	31%	21%	11%	31%	10%	22%	28%	41%
Mean	596.28	702.24	602.59	526.82	638.83	557.54	422.04	508.35	801.69	538.03	396.74	811.98	245.04	539.79	777.01	952.14
Median	200.00	200.00	200.00	200.00	200.00	150.00	100.00	125.00	300.00	200.00	100.00	300.00	50.00	200.00	200.00	350.00

Have you ever made a financial donation to a crowdsourcing campaign?

	Year	2019											
	2019	Gender		Age			Employment			HH Income			
		Male -----	Female -----	18-34 -----	35-54 -----	55+ -----	Employed -----	Unemploy ed -----	Retired -----	<\$40K -----	\$40K to <\$80K -----	\$80K to <\$150K -----	\$150K or more -----
Base: All respondents	1418	687	724	381	518	519	884	167	367	283	422	388	136
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted Total	1418	684	727	317	415	686	794	149	475	284	433	376	130
Yes, for a charitable organization or cause	260	125	131	113	88	58	195	30	34	44	90	74	35
	18%	18%	18%	30%	17%	11%	22%	18%	9%	16%	21%	19%	26%
Yes, to support a business or idea	136	76	59	69	48	19	106	17	13	22	34	43	25
	10%	11%	8%	18%	9%	4%	12%	10%	4%	8%	8%	11%	18%
Yes, for something else	72	24	48	13	28	32	44	5	24	15	15	17	15
	5%	3%	7%	3%	5%	6%	5%	3%	7%	5%	4%	4%	11%
No	1011	494	514	214	376	422	592	120	300	214	298	268	73
	71%	72%	71%	56%	73%	81%	67%	71%	82%	76%	71%	69%	54%
NET: Yes	407	193	210	167	142	97	292	48	67	68	124	121	63
	29%	28%	29%	44%	27%	19%	33%	29%	18%	24%	29%	31%	46%

Table with columns: Year (2019, 2017, 2014, 2013), Gender (Male, Female), Age (18-34, 35-54, 55+), Employment (Employed, Retired), and Income (<54K, \$48K to <515K, \$150K or more). Rows list various charities and organizations.

(Summary Table: Had Influence) - Thinking again about the last time you made a financial donation to a charity, to what extent did the following motivate or influence you to make the donation?

	Year				2019											
	2019	2017	2014	2013	Gender		Age			Employment			HH Income			
					Male	Female	18-34	35-54	55+	Employed	Unemploy ed	Retired	<\$40K	\$40K to <\$80K	\$80K to <\$150K	\$150K or more
Base: Recall last donation	951	934	-	-	443	504	206	331	414	571	89	291	158	287	293	103
	100%	100%			100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted Total	984	975	-	-	462	518	175	265	544	526	81	377	166	308	290	100
An event in your personal life	479	527	-	-	213	263	110	171	199	292	51	137	82	142	139	64
	50%	56%			48%	52%	53%	52%	48%	51%	57%	47%	52%	49%	47%	63%
Personal request from someone you know	431	470	-	-	199	231	109	155	167	288	37	106	63	119	138	59
	45%	50%			45%	46%	53%	47%	40%	50%	41%	36%	40%	41%	47%	57%
A regularly scheduled donation	402	379	-	-	196	206	88	137	176	239	31	132	54	129	124	46
	42%	41%			44%	41%	43%	41%	43%	42%	34%	46%	34%	45%	42%	45%
Sponsoring someone you know in a charitable fundraising event or	362	424	-	-	163	198	90	130	142	234	32	96	50	99	114	50
	38%	45%			37%	39%	44%	39%	34%	41%	36%	33%	31%	35%	39%	49%
An event in the world	327	373	-	-	146	179	92	113	123	206	38	84	56	95	95	42
	34%	40%			33%	36%	45%	34%	30%	36%	42%	29%	35%	33%	32%	41%
In response to a news story about the charity or cause	302	326	-	-	137	161	65	115	122	187	29	85	51	89	89	44
	32%	35%			31%	32%	32%	35%	29%	33%	33%	29%	32%	31%	30%	43%
An email from the charity	256	219	-	-	120	133	74	95	87	164	27	65	44	76	67	45
	27%	23%			27%	26%	36%	29%	21%	29%	30%	22%	28%	26%	23%	44%
A piece of physical mail from the charity	254	242	-	-	121	132	48	98	108	151	21	82	38	84	71	26
	27%	26%			27%	26%	23%	30%	26%	26%	24%	28%	24%	29%	24%	26%
The donation included raffle or lottery tickets to win a prize	217	239	-	-	98	119	48	92	76	149	21	47	28	66	66	30
	23%	26%			22%	24%	23%	28%	18%	26%	24%	16%	18%	23%	22%	29%
A social media message (i.e. Facebook, Twitter, Instagram, etc.)	202	210	-	-	86	114	74	79	49	149	23	30	31	60	62	30
	21%	22%			19%	23%	36%	24%	12%	26%	26%	10%	19%	21%	21%	29%
A print advertisement (newspaper, magazine or other) from the charity	182	182	-	-	73	109	49	70	62	121	22	39	29	53	48	31
	19%	19%			16%	22%	24%	21%	15%	21%	25%	13%	18%	18%	16%	30%
A television or radio advertisement from the charity	171	187	-	-	71	100	45	65	61	111	24	36	25	55	48	23
	18%	20%			16%	20%	22%	20%	15%	19%	27%	13%	16%	19%	16%	22%
An online ad or video from the charity	168	170	-	-	77	90	62	67	39	120	22	26	28	53	42	27
	18%	18%			17%	18%	30%	20%	9%	21%	25%	9%	17%	19%	14%	26%
The donation included tickets to an event associated with a charity	150	138	-	-	66	84	50	59	42	111	12	27	18	51	36	29
	16%	15%			15%	17%	24%	18%	10%	19%	13%	9%	12%	18%	12%	28%
An outdoor advertisement (billboard, bus/transit, etc.) from the	145	123	-	-	62	82	51	59	36	107	20	19	23	43	38	21
	15%	13%			14%	16%	24%	18%	9%	19%	22%	6%	15%	15%	13%	20%
A telephone call from the charity	143	105	-	-	69	74	42	61	39	95	18	29	18	46	41	20
	15%	11%			16%	15%	20%	18%	10%	17%	20%	10%	12%	16%	14%	20%