



Charity

Fieldwork Dates: 15th - 18th November 2019

**Conducted by YouGov
YouGov RealTime**

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BACKGROUND

This spreadsheet contains survey data collected and analysed by YouGov plc.

Methodology: This survey has been conducted using an online interview administered to members of the YouGov Plc panel of individuals who have agreed to take part in surveys. Emails are sent to panelists selected at random from the base sample. The e-mail invites them to take part in a survey and provides a generic survey link. Once a panel member clicks on the link they are sent to the survey that they are most required for, according to the sample definition and quotas. (The sample definition could be "US adult population" or a subset such as "US adult females"). Invitations to surveys don't expire and respondents can be sent to any available survey. The responding sample is weighted to the profile of the sample definition to provide a representative reporting sample. The profile is normally derived from census data or, if not available from the census, from industry accepted data.

YouGov plc make every effort to provide representative information. All results are based on a sample and are therefore subject to statistical errors normally associated with sample-based information.

For further information about the results in this spreadsheet, please email uspress@yougov.com quoting the survey details

EDITOR'S NOTES - all press releases should contain the following information

All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 1242 adults. Fieldwork was undertaken between 15th - 18th November 2019. The survey was carried out online. The figures have been weighted and are representative of all US adults (aged 18+).

- YouGov is registered with the Information Commissioner
- YouGov is a member of the British Polling Council

Any percentages calculated on bases fewer than 50 respondents must not be reported as they do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures will be italicised.

YouGov RealTime Charity

US_nat_int Sample: 15th - 18th November 2019



Total	Gender		Generation							Region				
	Male	Female	Gen Z (2000 and later)	Millennial (1982-1999)	Gen X (1965-1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other	Northeast	Midwest	South	West	White
	A	B	C	D	E	F	G	H	I	J	K	L	M	N

rrc_q1. On average, how much money, if any, do you donate to charity annually? Please select the option that best applies.

Unweighted base	1242	566	676	25	356	305	455	101	-	-	219	254	468	301	872
Base: All US Adults	1242	605	637	32	417	293	410	90	-	-	221	261	467	293	825
Less than \$99	23%	19%	28%	29%	26%	23%	23%	14%	-	-	27%	22%	22%	24%	24%
			A	**	G			*	**	**					
\$100 - \$199	13%	14%	13%	34%	12%	12%	13%	16%	-	-	15%	13%	13%	12%	13%
			**	**	**	**	**	*	**	**					
\$200 - \$299	8%	7%	9%	3%	8%	10%	9%	5%	-	-	11%	9%	9%	6%	9%
			**	**	**	**	**	*	**	**					
\$300 - \$399	4%	3%	5%	-	4%	4%	4%	4%	-	-	4%	3%	3%	6%	4%
			**	**	**	**	**	*	**	**					
\$400 - \$499	3%	3%	3%	3%	3%	2%	3%	6%	-	-	2%	2%	3%	3%	3%
			**	**	**	**	**	*	**	**					
\$500 - \$599	6%	7%	6%	-	4%	8%	8%	6%	-	-	5%	6%	7%	6%	7%
			**	**	**	**	**	*	**	**					P
\$600 - \$699	2%	2%	2%	-	3%	2%	1%	3%	-	-	-	4%	2%	2%	2%
			**	**	**	**	**	*	**	**		J	J	J	
\$700 - \$799	1%	1%	1%	-	1%	0%	1%	1%	-	-	0%	-	1%	1%	1%
			**	**	**	**	**	*	**	**					
\$800 - \$899	1%	1%	0%	-	2%	0%	0%	2%	-	-	2%	1%	0%	1%	1%
			**	**	**	**	**	*	**	**					
\$900 - \$999	0%	0%	0%	-	-	0%	1%	-	-	-	0%	0%	0%	0%	0%
			**	**	**	**	**	*	**	**					
\$1,000 or more	13%	16%	10%	-	5%	11%	20%	26%	-	-	10%	14%	13%	13%	17%
		B	**	**	**	**	**	D, E	**	**					O, P, Q
Don't know	8%	8%	7%	10%	8%	11%	6%	5%	-	-	6%	6%	8%	10%	7%
		**	**	**	**	**	**	*	**	**					
Not applicable - I never give any money to charity	18%	19%	17%	21%	25%	18%	12%	10%	-	-	18%	19%	18%	16%	13%
		**	**	**	E, F, G	F	F	*	**	**					

rrc_q2. In which, if any, of the following ways have you donated to charity within the last year (i.e., since mid-November 2018)? Please select all that apply.

Unweighted base	1036	475	561	19	263	250	411	93	-	-	178	209	392	257	756
Base: All US Adults who ever donate to charity	1022	491	531	25	313	241	363	81	-	-	181	212	384	246	715
Online	39%	40%	38%	59%	43%	40%	36%	32%	-	-	36%	41%	38%	42%	41%
			**	**	**	**	**	*	**	**					P
Through text	4%	4%	5%	-	8%	5%	2%	-	-	-	2%	5%	4%	5%	3%
			**	**	F, G	**	**	*	**	**					
Through social media	13%	11%	14%	4%	13%	14%	11%	15%	-	-	11%	14%	12%	13%	14%
			**	**	**	**	**	*	**	**					
In-person	47%	51%	42%	21%	42%	51%	51%	45%	-	-	43%	49%	49%	44%	49%
		B	**	**	**	**	**	*	**	**					
Through mail	26%	27%	26%	-	11%	17%	40%	60%	-	-	26%	27%	26%	26%	31%
		**	**	**	**	**	**	D, E, F*	**	**					O, P, Q
Through other means	15%	14%	16%	10%	13%	13%	18%	18%	-	-	13%	16%	17%	12%	16%
		**	**	**	**	**	**	*	**	**					Q
Other ways	5%	5%	5%	-	1%	5%	8%	9%	-	-	5%	5%	5%	5%	6%
		**	**	**	**	D	D	D*	**	**					
None of these	7%	6%	7%	15%	7%	8%	6%	3%	-	-	5%	7%	7%	7%	5%
		**	**	**	**	**	**	*	**	**					
Don't know	4%	4%	3%	13%	6%	3%	2%	-	-	-	7%	3%	3%	4%	3%
		**	**	**	F, G	F	F	*	**	**	L				

YouGov RealTime
Charity

US_nat_int Sample: 15th - 18th November 2019



Total	Race			Education				Marital Status						
	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Civil Partnership	Living together, not married or civil partnership	In a relationship, not living together	NET: In a relationship	Single	Divorced
	O	P	Q	R	S	T	U	V	W	X	Y	Z	AA	AB

rrc_q1. On average, how much money, if any, do you donate to charity annually? Please select the option that best applies.

Unweighted base	1242	119	164	87	411	431	242	158	616	20	94	34	764	298	93
Base: All US Adults	1242	139	186	91	496	392	226	128	579	21	95	38	733	340	85
Less than \$99	23%	26%	22%	22%	26%	24%	23%	14%	18%	37%	35%	30%	21%	29%	24%
	*	*	*	U	U	U	U	**	V.Z*	*	V	V.Z	*	*	*
\$100 - \$199	13%	9%	16%	16%	12%	18%	11%	6%	13%	17%	14%	13%	13%	15%	7%
	*	*	*	*	*	R.T.U	*	*	**	*	*	*	*	*	*
\$200 - \$299	8%	8%	8%	5%	7%	8%	7%	9%	9%	17%	8%	11%	9%	7%	11%
	*	*	*	*	*	*	*	R.S.T	**	*	*	*	*	*	*
\$300 - \$399	4%	3%	6%	4%	3%	5%	5%	4%	6%	-	2%	7%	5%	3%	3%
	*	*	*	*	*	*	*	*	**	*	*	*	*	*	*
\$400 - \$499	3%	4%	1%	2%	2%	4%	3%	3%	4%	-	1%	2%	3%	2%	2%
	*	*	*	*	*	*	*	*	**	*	*	*	*	*	*
\$500 - \$599	6%	7%	3%	4%	3%	7%	12%	9%	8%	5%	5%	-	7%	5%	9%
	*	*	*	*	*	R	R.S	R	**	*	*	*	*	*	*
\$600 - \$699	2%	2%	4%	1%	2%	2%	2%	2%	2%	-	4%	-	2%	1%	3%
	*	*	*	*	*	*	*	*	**	*	*	*	*	*	*
\$700 - \$799	1%	1%	1%	-	0%	0%	1%	2%	0%	-	-	-	0%	1%	1%
	*	*	*	*	*	*	*	R.S	**	*	*	*	*	*	*
\$800 - \$899	1%	1%	-	4%	0%	1%	2%	0%	1%	-	-	-	1%	1%	-
	*	*	*	N.P*	*	*	R	**	*	*	*	*	*	*	*
\$900 - \$999	0%	1%	0%	-	0%	0%	0%	-	0%	-	-	-	0%	-	-
	*	*	*	*	*	*	*	**	*	*	*	*	*	*	*
\$1,000 or more	13%	2%	3%	8%	5%	9%	21%	37%	21%	-	5%	4%	18%	3%	10%
	*	*	*	*	R	R.S	R.S	R.S.T	X.Y.Z.AA,AB	**	*	*	X.Y.AA	*	AA*
Don't know	8%	6%	10%	14%	11%	6%	6%	4%	6%	4%	1%	7%	5%	10%	10%
	*	*	*	N*	S.T.U	*	*	**	*	*	*	*	X	X.Z	X*
Not applicable - I never give any money to charity	18%	30%	26%	21%	28%	17%	6%	2%	12%	20%	25%	26%	15%	23%	21%
	N*	N	*	S.T.U	T.U	*	*	**	V.Z.AC*	V*	V	V	V.Z.AC	V*	V*

rrc_q2. In which, if any, of the following ways have you donated to charity within the last year (i.e., since mid-November 2018)? Please select all that apply.

Unweighted base	1036	87	123	70	292	359	230	155	544	15	71	26	656	231	76
Base: All US Adults who ever donate to charity	1022	97	138	72	356	327	213	126	508	17	72	28	625	262	67
Online	39%	40%	24%	50%	25%	36%	53%	66%	40%	14%	41%	39%	39%	42%	41%
	*	P*	*	P*	*	R	R.S	R.S.T	**	*	**	**	AC	*	*
Through text	4%	2%	8%	8%	4%	3%	7%	5%	4%	15%	6%	13%	5%	2%	8%
	*	*	N	*	*	*	S	**	**	*	**	**	AA*	*	*
Through social media	13%	8%	10%	13%	10%	12%	12%	20%	14%	-	10%	6%	13%	11%	13%
	*	*	*	*	*	*	R.S	**	**	*	**	**	*	*	*
In-person	47%	39%	42%	45%	40%	49%	54%	49%	52%	38%	48%	59%	51%	37%	50%
	*	*	*	*	*	R	R	**	AA	**	**	**	AA	*	*
Through mail	26%	17%	14%	14%	26%	21%	30%	36%	33%	38%	14%	19%	30%	14%	25%
	*	*	*	*	*	S	R.S	X.AA	**	*	**	**	X.AA	*	AA*
Through other means	15%	14%	12%	7%	14%	15%	14%	21%	16%	7%	16%	11%	16%	9%	23%
	*	*	*	*	*	*	AA	**	**	*	**	**	AA	*	AA*
Other ways	5%	3%	3%	1%	5%	6%	6%	3%	7%	-	1%	-	6%	1%	8%
	*	*	*	*	*	*	AA	**	**	*	**	**	AA	*	AA*
None of these	7%	10%	12%	6%	9%	7%	4%	3%	5%	-	5%	9%	5%	11%	7%
	*	*	N	*	T	*	*	**	*	*	**	**	V.Z	*	*
Don't know	4%	5%	6%	9%	7%	2%	2%	2%	2%	-	4%	-	2%	7%	1%
	*	*	N*	S.T.U	*	*	*	**	*	*	**	**	V.Z	*	*

YouGov RealTime Charity

US_nat_int Sample: 15th - 18th November 2019



Total	Parent or guardian of any children									Income				
	Widowed	Separated	Other	Prefer not to say	Younger than 18	18 or over	NET: Any age	Not a parent / guardian	Don't know / Prefer not to say	Under \$40k	\$40k to \$80k	\$80k+	Don't know / Prefer not to say	Urban
	AC	AD	AE	AF	AG	AH	AI	AJ	AK	AL	AM	AN	AO	AP

rrc_q1. On average, how much money, if any, do you donate to charity annually? Please select the option that best applies.

Unweighted base	1242	56	12	4	15	296	438	693	512	37	402	356	329	155	380
Base: All US Adults	1242	50	12	5	17	301	404	667	535	40	415	364	303	160	416
Less than \$99	23%	20%	32%	54%	13%	19%	22%	21%	27%	22%	32%	22%	16%	19%	23%
		*	**	**	**				AG.AI	*	AM.AN.AO				
\$100 - \$199	13%	17%	6%	**	**	15%	13%	14%	13%	12%	14%	14%	11%	12%	13%
		*	**	**	**				*	*					
\$200 - \$299	8%	7%	5%	-	-	9%	8%	8%	9%	-	6%	13%	8%	5%	10%
		*	**	**	**				*	*	AL.AN.AO				
\$300 - \$399	4%	1%	-	-	-	5%	5%	5%	3%	-	2%	5%	6%	1%	4%
		*	**	**	**				*	*	AL.AO	AL.AO			
\$400 - \$499	3%	5%	-	-	9%	3%	4%	3%	2%	-	2%	4%	3%	2%	2%
		*	**	**	**				*	*					
\$500 - \$599	6%	4%	9%	-	-	9%	7%	8%	5%	-	3%	9%	9%	5%	6%
		*	**	**	**	AJ	AJ	AJ	*	*	AL	AL			
\$600 - \$699	2%	6%	-	-	-	4%	2%	3%	2%	2%	2%	2%	3%	1%	4%
		AA*	**	**	**				*	*					AQ
\$700 - \$799	1%	2%	8%	-	-	1%	0%	1%	1%	-	1%	1%	1%	1%	1%
		Z*	**	**	**				*	*					
\$800 - \$899	1%	3%	-	-	-	1%	1%	1%	1%	-	0%	1%	2%	1%	1%
		*	**	**	**				*	*					
\$900 - \$999	0%	2%	-	-	-	0%	0%	0%	0%	-	0%	0%	1%	-	-
		AA*	**	**	**				*	*					
\$1,000 or more	13%	16%	-	-	-	14%	19%	17%	9%	2%	2%	11%	33%	7%	8%
		X.AA*	**	**	**	AJ.AK	AJ.AK	AJ.AK	*	*	AL	AL.AM.AO	AL		
Don't know	8%	8%	27%	31%	26%	6%	8%	7%	8%	17%	8%	5%	2%	22%	8%
		X*	**	**	**				AG.AI*	AN	AN			AL.AM.AN	
Not applicable - I never give any money to charity	18%	10%	12%	16%	52%	15%	11%	13%	22%	45%	28%	13%	5%	24%	19%
		*	**	**	**			AH	AG.AH.AI	AG.AH.AI.AJ*	AM.AN	AN		AM.AN	

rrc_q2. In which, if any, of the following ways have you donated to charity within the last year (i.e., since mid-November 2018)? Please select all that apply.

Unweighted base	1036	51	11	3	8	248	394	605	411	20	290	312	314	120	309
Base: All US Adults who ever donate to charity	1022	45	11	5	8	255	361	581	420	22	298	317	287	121	336
Online	39%	26%	23%	36%	28%	43%	35%	38%	41%	26%	25%	44%	53%	29%	36%
		*	**	**	**	AH			**	**		AL.AO	AL.AM.AO		
Through text	4%	3%	-	-	-	8%	2%	5%	4%	4%	5%	4%	5%	1%	7%
		*	**	**	**	AH.AI.AJ		AH	**	**					AQ
Through social media	13%	20%	31%	-	-	16%	12%	14%	11%	8%	10%	15%	14%	9%	13%
		*	**	**	**				**	**					
In-person	47%	39%	41%	36%	30%	52%	50%	50%	42%	30%	39%	51%	54%	39%	46%
		*	**	**	**	AJ		AJ	**	**		AL.AO	AL.AO		
Through mail	26%	50%	20%	-	16%	16%	36%	28%	24%	4%	20%	25%	33%	29%	22%
		V.X.Z.AA.AB*	**	**	**	AG.AI.AJ	AG	AG	**	**			AL.AM		
Through other means	15%	29%	9%	27%	18%	15%	20%	18%	12%	7%	13%	16%	19%	8%	14%
		V.Z.AA*	**	**	**		AJ	AJ	**	**		AO	AO		
Other ways	5%	7%	-	-	10%	2%	7%	5%	5%	4%	2%	5%	8%	5%	4%
		AA*	**	**	**		AG	AG	**	**			AL		
None of these	7%	4%	15%	-	-	4%	5%	5%	8%	20%	10%	6%	2%	10%	8%
		*	**	**	**				**	**	AM.AN	AN		AN	
Don't know	4%	2%	-	36%	25%	3%	3%	2%	4%	20%	4%	2%	1%	15%	4%
		*	**	**	**				**	**	AN			AL.AM.AN	

YouGov RealTime
Charity

US_nat_int Sample: 15th - 18th November 2019



Total	Type of Area Lived in		
	Suburban/ Town	Rural	Other
	AQ	AR	AS

rrc_q1. On average, how much money, if any, do you donate to charity annually? Please select the option that best applies.

	1242	643	216	3
Unweighted base	1242	621	201	3
Base: All US Adults	1242	621	201	3
Less than \$99	23%	23%	25%	-
				**
\$100 - \$199	13%	13%	12%	-
				**
\$200 - \$299	8%	7%	8%	-
				**
\$300 - \$399	4%	4%	4%	-
				**
\$400 - \$499	3%	3%	2%	-
				**
\$500 - \$599	6%	7%	5%	-
				**
\$600 - \$699	2%	1%	2%	56%
				**
\$700 - \$799	1%	1%	0%	-
				**
\$800 - \$899	1%	1%	0%	-
				**
\$900 - \$999	0%	0%	1%	-
				**
\$1,000 or more	13%	16%	12%	-
		AP		**
Don't know	8%	7%	9%	44%
				**
Not applicable - I never give any money to charity	18%	16%	19%	-
				**

rrc_q2. In which, if any, of the following ways have you donated to charity within the last year (i.e., since mid-November 2018)? Please select all that apply.

	1036	548	176	3
Unweighted base	1036	521	162	3
Base: All US Adults who ever donate to charity	1036	521	162	3
Online	39%	44%	29%	32%
		AP,AR		**
Through text	4%	3%	2%	-
				**
Through social media	13%	12%	13%	-
				**
In-person	47%	44%	58%	77%
			AP,AQ	**
Through mail	26%	28%	29%	32%
				**
Through other means	15%	15%	17%	23%
				**
Other ways	5%	4%	8%	-
			AQ	**
None of these	7%	6%	4%	-
				**
Don't know	4%	3%	4%	-
				**

YouGov RealTime Charity

US_nat_int Sample: 15th - 18th November 2019



Total	Gender		Generation							Region				
	Male	Female	Gen Z (2000 and later)	Millennial (1982-1999)	Gen X (1965-1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other	Northeast	Midwest	South	West	White

rrc_q3. Which, if any, of the following categories of charities have you donated to within the last year (i.e., since mid-November 2018)? Please select all that apply

	Unweighted base	1036	475	561	19	263	250	411	93	-	-	178	209	392	257	756
Base: All US Adults who ever donate to charity	1022	491	531	25	313	241	363	81	-	-	-	181	212	384	246	715
Animals (e.g., wildlife conservation, shelters, etc.)	26%	22%	29%	10%	22%	24%	28%	35%	-	-	-	27%	26%	24%	26%	30%
Arts/Culture/Humanities (e.g., museums, libraries, public broadcasting)	11%	13%	9%	11%	13%	12%	9%	11%	-	-	-	12%	17%	7%	12%	12%
Community development	9%	11%	7%	4%	10%	10%	7%	9%	-	-	-	7%	10%	8%	10%	8%
Disaster relief (e.g., hurricane relief, wildfire relief, etc.)	23%	24%	21%	8%	21%	21%	22%	40%	-	-	-	25%	20%	25%	20%	22%
Education (e.g., local schools, scholarship funds, etc.)	18%	17%	19%	11%	21%	18%	15%	18%	-	-	-	13%	22%	18%	17%	19%
Environment (e.g., conservation funds, parks, etc.)	13%	16%	10%	27%	15%	12%	11%	7%	-	-	-	11%	13%	12%	15%	12%
Health (e.g., hospitals, medical research, patient support, etc.)	26%	26%	27%	37%	24%	23%	28%	36%	-	-	-	33%	30%	26%	19%	29%
Civil Rights (e.g., legal funds, civil rights advocacy organizations, etc.)	12%	13%	10%	14%	18%	11%	7%	7%	-	-	-	10%	17%	9%	14%	10%
Human Services (e.g., homeless services, food banks, crisis services, children's and youth services, etc.)	39%	38%	40%	35%	31%	41%	42%	55%	-	-	-	36%	47%	36%	39%	42%
International (e.g., humanitarian relief, development services, etc.)	10%	10%	10%	20%	11%	10%	9%	9%	-	-	-	7%	10%	11%	10%	10%
Research and public policy	6%	7%	4%	-	7%	5%	4%	11%	-	-	-	6%	5%	4%	7%	5%
Religion (e.g., church, religious media, etc.)	32%	33%	31%	21%	24%	28%	37%	52%	-	-	-	28%	36%	34%	28%	32%
Other	6%	5%	7%	-	2%	7%	8%	14%	-	-	-	5%	7%	6%	7%	7%
Don't know	5%	6%	4%	6%	8%	5%	3%	1%	-	-	-	7%	4%	4%	6%	4%
Not applicable - I have not donated to any charity within the last year	6%	6%	6%	13%	7%	7%	4%	3%	-	-	-	5%	5%	5%	8%	5%

rrc_q4. Imagine you had \$1 billion to do whatever you wanted with it. What percentage of this amount would you give to charity? Please enter your response in whole numbers as accurately as possible in the box below.

	Unweighted base	1242	566	676	25	356	305	455	101	-	-	219	254	468	301	872
Base: All US Adults	1242	605	637	32	417	293	410	90	-	-	-	221	261	467	293	825

rrc_q5. Thinking about your charitable giving plans for 2020, which of the following comes closest to your plans?

	Unweighted base	1036	475	561	19	263	250	411	93	-	-	178	209	392	257	756
Base: All US Adults who ever donate to charity	1022	491	531	25	313	241	363	81	-	-	-	181	212	384	246	715
I plan to give more money to charities in 2020 than I have in 2019	23%	26%	20%	30%	31%	23%	17%	17%	-	-	-	14%	23%	22%	30%	23%
I plan to give about the same amount to charities in 2020 as I have in 2019	49%	49%	50%	53%	40%	49%	55%	60%	-	-	-	55%	55%	47%	44%	53%
I plan to give less money to charities in 2020 than I have in 2019	7%	6%	9%	3%	6%	7%	8%	6%	-	-	-	9%	6%	8%	6%	7%
Don't know	21%	20%	22%	13%	23%	21%	20%	16%	-	-	-	22%	15%	24%	20%	16%

YouGov RealTime Charity

US_nat_int Sample: 15th - 18th November 2019



Total	Race			Education				Marital Status						
	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Civil Partnership	Living together, not married or civil partnership	In a relationship, not living together	NET: In a relationship	Single	Divorced

rrc_q3. Which, if any, of the following categories of charities have you donated to within the last year (i.e., since mid-November 2018)? Please select all that apply

	Unweighted base	1036	87	123	70	292	359	230	155	544	15	71	26	656	231	76
Base: All US Adults who ever donate to charity	1022	97	138	72	356	327	213	126	508	17	72	28	625	262	67	
Animals (e.g., wildlife conservation, shelters, etc.)	26%	11%	17%	23%	24%	27%	26%	29%	28%	27%	30%	21%	28%	20%	27%	*
Arts/Culture/Humanities (e.g., museums, libraries, public broadcasting)	11%	6%	10%	11%	6%	9%	16%	23%	12%	5%	11%	19%	12%	10%	10%	*
Community development	9%	11%	10%	9%	6%	9%	12%	9%	11%	15%	11%	7%	10%	6%	5%	*
Disaster relief (e.g., hurricane relief, wildfire relief, etc.)	23%	25%	21%	24%	19%	21%	27%	27%	25%	5%	19%	6%	23%	21%	24%	*
Education (e.g., local schools, scholarship funds, etc.)	18%	21%	16%	12%	9%	17%	21%	40%	20%	13%	22%	18%	20%	15%	13%	*
Environment (e.g., conservation funds, parks, etc.)	13%	14%	13%	16%	7%	12%	19%	21%	13%	10%	12%	15%	13%	15%	9%	*
Health (e.g., hospitals, medical research, patient support, etc.)	26%	20%	21%	25%	27%	24%	28%	30%	28%	39%	32%	12%	28%	20%	32%	AA*
Civil Rights (e.g., legal funds, civil rights advocacy organizations, etc.)	12%	17%	12%	20%	5%	13%	12%	25%	11%	-	12%	15%	11%	14%	12%	*
Human Services (e.g., homeless services, food banks, crisis services, children's and youth services, etc.)	39%	37%	30%	34%	34%	40%	44%	43%	40%	70%	45%	35%	41%	31%	47%	AA*
International (e.g., humanitarian relief, development services, etc.)	10%	12%	9%	14%	6%	9%	14%	18%	11%	15%	8%	9%	10%	11%	12%	*
Research and public policy	6%	7%	6%	9%	3%	4%	7%	12%	6%	-	8%	16%	6%	5%	5%	*
Religion (e.g., church, religious media, etc.)	32%	27%	30%	40%	25%	31%	39%	41%	41%	18%	14%	23%	36%	23%	30%	*
Other	6%	1%	6%	3%	7%	7%	4%	6%	X.Z.AA	**	*	**	X.AA	7%	5%	*
Don't know	5%	7%	7%	11%	8%	4%	2%	3%	3%	-	3%	3%	3%	8%	5%	*
Not applicable - I have not donated to any charity within the last year	6%	8%	8%	6%	9%	6%	3%	1%	4%	5%	5%	6%	4%	11%	4%	*

rrc_q4. Imagine you had \$1 billion to do whatever you wanted with it. What percentage of this amount would you give to charity? Please enter your response in whole numbers as accurately as possible in the box below.

	Unweighted base	1242	119	164	87	411	431	242	158	616	20	94	34	764	298	93
Base: All US Adults	1242	139	186	91	496	392	226	128	579	21	95	38	733	340	85	

rrc_q5. Thinking about your charitable giving plans for 2020, which of the following comes closest to your plans?

	Unweighted base	1036	87	123	70	292	359	230	155	544	15	71	26	656	231	76
Base: All US Adults who ever donate to charity	1022	97	138	72	356	327	213	126	508	17	72	28	625	262	67	
I plan to give more money to charities in 2020 than I have in 2019	23%	24%	20%	29%	18%	23%	27%	31%	22%	7%	31%	21%	22%	27%	21%	*
I plan to give about the same amount to charities in 2020 as I have in 2019	49%	34%	43%	39%	45%	49%	50%	58%	55%	76%	45%	56%	54%	40%	46%	*
I plan to give less money to charities in 2020 than I have in 2019	7%	9%	7%	5%	8%	9%	7%	2%	6%	5%	8%	3%	6%	8%	11%	*
Don't know	21%	34%	30%	28%	29%	19%	16%	10%	18%	12%	16%	20%	17%	25%	23%	*

**YouGov RealTime
Charity**

US_nat_int Sample: 15th - 18th November 2019



Total	Parent or guardian of any children					Income					Urban	
	Widowed	Separated	Other	Prefer not to say	Younger than 18	18 or over	NET: Any age	Not a parent / guardian	Don't know / Prefer not to say	Under \$40k		\$40k to \$80k

rrc_q3. Which, if any, of the following categories of charities have you donated to within the last year (i.e., since mid-November 2018)? Please select all that apply

	Unweighted base	1036	51	11	3	8	248	394	605	411	20	290	312	314	120	309
Base: All US Adults who ever donate to charity	1022	45	11	5	8	255	361	581	420	22	298	317	287	121	336	
Animals (e.g., wildlife conservation, shelters, etc.)	26%	35%	11%	-	-	23%	27%	25%	27%	15%	25%	27%	29%	15%	20%	
Arts/Culture/Humanities (e.g., museums, libraries, public broadcasting)	11%	7%	-	-	-	13%	7%	10%	13%	5%	8%	8%	19%	5%	13%	
Community development	9%	6%	-	-	-	11%	8%	9%	8%	12%	7%	7%	14%	4%	10%	
Disaster relief (e.g., hurricane relief, wildfire relief, etc.)	23%	36%	6%	-	34%	25%	27%	26%	19%	7%	18%	24%	27%	21%	21%	
Education (e.g., local schools, scholarship funds, etc.)	18%	17%	7%	-	16%	25%	18%	21%	15%	9%	12%	17%	28%	11%	20%	
Environment (e.g., conservation funds, parks, etc.)	13%	4%	7%	-	-	15%	9%	11%	15%	13%	9%	13%	18%	8%	15%	
Health (e.g., hospitals, medical research, patient support, etc.)	26%	30%	53%	36%	18%	27%	29%	28%	25%	13%	22%	26%	32%	25%	24%	
Civil Rights (e.g., legal funds, civil rights advocacy organizations, etc.)	12%	9%	27%	-	-	12%	7%	9%	16%	8%	7%	12%	17%	8%	15%	
Human Services (e.g., homeless services, food banks, crisis services, children's and youth services, etc.)	39%	48%	40%	36%	28%	39%	45%	42%	36%	16%	35%	42%	46%	25%	36%	
International (e.g., humanitarian relief, development services, etc.)	10%	5%	-	-	-	11%	8%	9%	11%	12%	9%	9%	14%	5%	11%	
Research and public policy	6%	3%	-	-	-	5%	6%	6%	5%	4%	4%	4%	8%	7%	6%	
Religion (e.g., church, religious media, etc.)	32%	35%	11%	-	-	34%	42%	39%	23%	13%	24%	33%	40%	28%	27%	
Other	6%	12%	-	27%	29%	5%	8%	7%	6%	-	5%	7%	6%	7%	3%	
Don't know	5%	4%	-	36%	37%	5%	3%	4%	6%	20%	8%	2%	2%	14%	6%	
Not applicable - I have not donated to any charity within the last year	6%	3%	15%	-	-	5%	5%	5%	7%	17%	9%	5%	2%	9%	8%	

rrc_q4. Imagine you had \$1 billion to do whatever you wanted with it. What percentage of this amount would you give to charity? Please enter your response in whole numbers as accurately as possible in the box below.

	Unweighted base	1242	56	12	4	15	296	438	693	512	37	402	356	329	155	380
Base: All US Adults	1242	50	12	5	17	301	404	667	535	40	415	364	303	160	416	

rrc_q5. Thinking about your charitable giving plans for 2020, which of the following comes closest to your plans?

	Unweighted base	1036	51	11	3	8	248	394	605	411	20	290	312	314	120	309
Base: All US Adults who ever donate to charity	1022	45	11	5	8	255	361	581	420	22	298	317	287	121	336	
I plan to give more money to charities in 2020 than I have in 2019	23%	19%	19%	-	-	29%	18%	23%	23%	16%	18%	25%	30%	13%	28%	
I plan to give about the same amount to charities in 2020 as I have in 2019	49%	46%	27%	36%	57%	47%	52%	49%	50%	35%	43%	51%	55%	44%	40%	
I plan to give less money to charities in 2020 than I have in 2019	7%	13%	-	-	7%	6%	8%	7%	7%	4%	11%	6%	5%	6%	9%	
Don't know	21%	22%	53%	64%	36%	18%	22%	20%	20%	44%	28%	17%	10%	37%	24%	

YouGov RealTime

Charity

US_nat_int Sample: 15th - 18th November 2019



Total	Type of Area Lived in		
	Suburban/ Town	Rural	Other

rrc_q3. Which, if any, of the following categories of charities have you donated to within the last year (i.e., since mid-November 2018)? Please select all that apply

	Unweighted base	Suburban/ Town	Rural	Other
Base: All US Adults who ever donate to charity	1022	521	162	3
Animals (e.g., wildlife conservation, shelters, etc.)	26%	29%	27%	44%
		AP		**
Arts/Culture/Humanities (e.g., museums, libraries, public broadcasting)	11%	11%	6%	-
				**
Community development	9%	8%	8%	-
				**
Disaster relief (e.g., hurricane relief, wildfire relief, etc.)	23%	24%	22%	56%
				**
Education (e.g., local schools, scholarship funds, etc.)	18%	18%	14%	32%
				**
Environment (e.g., conservation funds, parks, etc.)	13%	12%	9%	-
				**
Health (e.g., hospitals, medical research, patient support, etc.)	26%	28%	28%	32%
				**
Civil Rights (e.g., legal funds, civil rights advocacy organizations, etc.)	12%	11%	8%	32%
				**
Human Services (e.g., homeless services, food banks, crisis services, children's and youth services, etc.)	39%	40%	41%	32%
				**
International (e.g., humanitarian relief, development services, etc.)	10%	10%	8%	32%
				**
Research and public policy	6%	6%	4%	-
				**
Religion (e.g., church, religious media, etc.)	32%	34%	33%	100%
		AP		**
Other	6%	7%	10%	-
		AP	AP	**
Don't know	5%	4%	6%	-
				**
Not applicable - I have not donated to any charity within the last year	6%	5%	4%	-
				**

rrc_q4. Imagine you had \$1 billion to do whatever you wanted with it. What percentage of this amount would you give to charity? Please enter your response in whole numbers as accurately as possible in the box below.

	Unweighted base	Suburban/ Town	Rural	Other
Base: All US Adults	1242	643	216	3
	1242	621	201	3

rrc_q5. Thinking about your charitable giving plans for 2020, which of the following comes closest to your plans?

	Unweighted base	Suburban/ Town	Rural	Other
Base: All US Adults who ever donate to charity	1022	521	162	3
I plan to give more money to charities in 2020 than I have in 2019	23%	22%	17%	-
				**
I plan to give about the same amount to charities in 2020 as I have in 2019	49%	56%	47%	56%
		AP		**
I plan to give less money to charities in 2020 than I have in 2019	7%	6%	8%	-
				**
Don't know	21%	17%	28%	44%

YouGov RealTime
Charity

US_nat_int Sample: 15th - 18th November 2019



Total	Gender		Generation							Region				
	Male	Female	Gen Z (2000 and later)	Millennial (1982-1999)	Gen X (1965-1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other	Northeast	Midwest	South	West	White
			**					*	**				K	

rrc_q6. How important, if at all, is it to you that you know EXACTLY what your donations are funding (e.g., a specific project or initiative, expanded facilities, additional staff members, etc.)?

Unweighted base	1036	475	561	19	263	250	411	93	-	-	178	209	392	257	756
Base: All US Adults who ever donate to charity	1022	491	531	25	313	241	363	81	-	-	181	212	384	246	715
Very important	54%	52%	55%	53%	43%	51%	63%	58%	-	-	58%	49%	56%	50%	55%
			**				D,E	D*	**	**					
Somewhat important	31%	33%	28%	31%	35%	34%	23%	35%	-	-	30%	35%	29%	29%	30%
			**	F	F	F	F*	F*	**	**					
Not very important	8%	7%	9%	12%	10%	8%	6%	4%	-	-	6%	9%	8%	9%	9%
			**	**	**	**	*	*	**	**					
Not at all important	4%	4%	3%	3%	4%	3%	4%	4%	-	-	3%	5%	2%	6%	4%
			**	**	**	**	*	*	**	**				L	
Don't know	4%	4%	5%	-	7%	4%	3%	-	-	-	3%	2%	5%	6%	3%
			**	F,G	F	*	*	**	**	**					

rrc_q7. When thinking about charitable giving, which of the following comes closest to your view?

Unweighted base	1036	475	561	19	263	250	411	93	-	-	178	209	392	257	756
Base: All US Adults who ever donate to charity	1022	491	531	25	313	241	363	81	-	-	181	212	384	246	715
I tend to donate to charities I feel personally connected to in some way	51%	45%	56%	38%	44%	53%	57%	49%	*	**	54%	53%	51%	46%	57%
			A	**		D	D	*	**	**				O,P	
I tend to donate to charities that I think will use my funds in the most effective way, regardless of whether or not I feel any personal connection to the charity's mission	37%	42%	32%	55%	40%	33%	35%	38%	-	-	39%	34%	35%	40%	34%
			**	**	**	*	*	*	**	**					
Neither of these	7%	7%	6%	7%	5%	8%	5%	13%	-	-	4%	7%	7%	8%	6%
			**	**	**	D,F*	D,F*	D,F*	**	**					
Don't know	6%	6%	6%	-	12%	6%	2%	1%	-	-	3%	6%	7%	6%	4%
			**	E,F,G	F	*	*	*	**	**					

rrc_q8. Which of the following have ever caused you to give money to a charity? Please select all that apply.

Unweighted base	1036	475	561	19	263	250	411	93	-	-	178	209	392	257	756
Base: All US Adults who ever donate to charity	1022	491	531	25	313	241	363	81	-	-	181	212	384	246	715
A request from a family member or friend	39%	34%	44%	14%	27%	44%	44%	57%	-	-	37%	45%	39%	36%	43%
			A	**		D	D	D,F*	**	**		M		O,P	
An online advertisement	8%	10%	7%	14%	10%	10%	5%	5%	-	-	5%	9%	9%	8%	6%
			**	F	F	F	*	*	**	**					
An email request from a charity	13%	13%	13%	-	12%	12%	13%	24%	-	-	15%	12%	13%	14%	14%
			**	**	**	**	**	D,E,F*	**	**					
An option to donate to charity during an online check-out	16%	14%	18%	21%	18%	19%	14%	12%	-	-	15%	17%	17%	15%	16%
			**	**	**	**	*	*	**	**					
An option to donate to charity during an in-person check-out (i.e., at the grocery store or drug store)	32%	29%	34%	25%	30%	35%	31%	33%	-	-	38%	34%	29%	30%	33%
			**	**	**	**	*	*	**	**					
A person in a public place asking you to donate (e.g., outside a grocery store or shop)	27%	28%	26%	21%	25%	32%	24%	26%	-	-	26%	33%	25%	25%	28%
			**	**	F	F	*	*	**	**					
A letter in the mail from a charity asking you to donate	23%	22%	25%	4%	13%	17%	29%	58%	-	-	22%	28%	20%	24%	25%
			**	**	**	D,E	D,E	D,E,F*	**	**		L		P	
A TV advertisement	8%	7%	8%	-	7%	10%	8%	6%	-	-	5%	7%	9%	9%	6%
			**	**	**	*	*	*	**	**					
A news story about the topic/charity	21%	21%	21%	23%	19%	22%	21%	22%	-	-	17%	19%	21%	26%	22%
			**	**	**	**	*	*	**	**				J	P
A social media fundraiser	19%	18%	19%	19%	23%	19%	16%	15%	-	-	21%	21%	16%	18%	20%
			**	F	F	*	*	*	**	**					

YouGov RealTime Charity

US_nat_int Sample: 15th - 18th November 2019



Total	Race			Education				Marital Status						
	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Civil Partnership	Living together, not married or civil partnership	In a relationship, not living together	NET: In a relationship	Single	Divorced
	N*	N	N*	S.T.U	U				**	*	**		V.Z	*

rrc_q6. How important, if at all, is it to you that you know EXACTLY what your donations are funding (e.g., a specific project or initiative, expanded facilities, additional staff members, etc.)?

	Unweighted base	1036	87	123	70	292	359	230	155	544	15	71	26	656	231	76
Base: All US Adults who ever donate to charity	1022	97	138	72	356	327	213	126	508	17	72	28	625	262	67	
Very important	54%	52%	48%	51%	55%	56%	52%	48%	55%	65%	48%	57%	55%	45%	73%	
Somewhat important	31%	37%	31%	27%	28%	29%	33%	38%	31%	30%	31%	20%	30%	37%	17%	
Not very important	8%	7%	9%	2%	5%	10%	8%	10%	7%	6%	17%	8%	8%	9%	2%	
Not at all important	4%	-	4%	9%	6%	2%	4%	2%	4%	-	1%	7%	4%	2%	6%	
Don't know	4%	5%	8%	11%	6%	4%	3%	2%	3%	-	3%	9%	3%	7%	3%	

rrc_q7. When thinking about charitable giving, which of the following comes closest to your view?

	Unweighted base	1036	87	123	70	292	359	230	155	544	15	71	26	656	231	76
Base: All US Adults who ever donate to charity	1022	97	138	72	356	327	213	126	508	17	72	28	625	262	67	
I tend to donate to charities I feel personally connected to in some way	51%	35%	35%	45%	43%	49%	57%	67%	55%	32%	52%	59%	54%	43%	55%	
I tend to donate to charities that I think will use my funds in the most effective way, regardless of whether or not I feel any personal connection to the charity's mission	37%	43%	45%	38%	37%	40%	36%	27%	35%	62%	34%	27%	35%	41%	37%	
Neither of these	7%	10%	8%	6%	10%	6%	4%	4%	6%	6%	10%	3%	6%	7%	5%	
Don't know	6%	11%	12%	11%	10%	5%	3%	2%	4%	-	4%	11%	4%	10%	3%	

rrc_q8. Which of the following have ever caused you to give money to a charity? Please select all that apply.

	Unweighted base	1036	87	123	70	292	359	230	155	544	15	71	26	656	231	76
Base: All US Adults who ever donate to charity	1022	97	138	72	356	327	213	126	508	17	72	28	625	262	67	
A request from a family member or friend	39%	28%	26%	35%	31%	38%	45%	54%	44%	24%	39%	21%	42%	27%	47%	
An online advertisement	8%	13%	11%	13%	5%	9%	11%	8%	7%	7%	7%	10%	7%	12%	9%	
An email request from a charity	13%	16%	8%	12%	8%	13%	13%	30%	15%	12%	9%	14%	15%	9%	15%	
An option to donate to charity during an online check-out	16%	14%	16%	19%	12%	16%	20%	24%	17%	23%	18%	22%	17%	16%	12%	
An option to donate to charity during an in-person check-out (i.e., at the grocery store or drug store)	32%	25%	32%	25%	31%	30%	32%	40%	30%	73%	38%	54%	34%	28%	37%	
A person in a public place asking you to donate (e.g., outside a grocery store or shop)	27%	21%	27%	24%	26%	27%	31%	21%	28%	28%	37%	26%	29%	22%	22%	
A letter in the mail from a charity asking you to donate	23%	23%	13%	19%	23%	19%	27%	27%	26%	33%	26%	21%	26%	16%	19%	
A TV advertisement	8%	14%	10%	12%	7%	8%	9%	8%	8%	10%	7%	12%	8%	8%	7%	
A news story about the topic/charity	21%	21%	10%	24%	17%	20%	27%	24%	21%	16%	20%	14%	20%	22%	21%	
A social media fundraiser	19%	14%	16%	17%	14%	20%	20%	27%	17%	-	28%	16%	18%	20%	26%	

YouGov RealTime
Charity

US_nat_int Sample: 15th - 18th November 2019



Total	Parent or guardian of any children					Income					Urban			
	Widowed	Separated	Other	Prefer not to say	Younger than 18	18 or over	NET: Any age	Not a parent / guardian	Don't know / Prefer not to say	Under \$40k		\$40k to \$80k	\$80k+	Don't know / Prefer not to say
	*	**	**	**					**	AM,AN	AN		AM,AN	AQ

rrc_q6. How important, if at all, is it to you that you know EXACTLY what your donations are funding (e.g., a specific project or initiative, expanded facilities, additional staff members, etc.)?

	Unweighted base	1036	51	11	3	8	248	394	605	411	20	290	312	314	120	309
Base: All US Adults who ever donate to charity	1022	45	11	5	8	255	361	581	420	22	298	317	287	121	336	
Very important	61%	61%	62%	-	45%	51%	61%	58%	49%	26%	55%	55%	52%	51%	50%	
Somewhat important	31%	20%	23%	36%	29%	32%	27%	29%	33%	38%	27%	32%	35%	26%	33%	
Not very important	8%	6%	7%	27%	-	9%	6%	7%	9%	3%	8%	7%	10%	4%	7%	
Not at all important	4%	9%	-	-	-	4%	4%	4%	3%	4%	4%	5%	2%	4%	5%	
Don't know	4%	4%	7%	36%	25%	4%	3%	3%	5%	28%	6%	2%	1%	15%	5%	

rrc_q7. When thinking about charitable giving, which of the following comes closest to your view?

	Unweighted base	1036	51	11	3	8	248	394	605	411	20	290	312	314	120	309
Base: All US Adults who ever donate to charity	1022	45	11	5	8	255	361	581	420	22	298	317	287	121	336	
I tend to donate to charities I feel personally connected to in some way	51%	52%	54%	36%	12%	45%	52%	50%	53%	31%	43%	53%	56%	51%	46%	
I tend to donate to charities that I think will use my funds in the most effective way, regardless of whether or not I feel any personal connection to the charity's mission	37%	35%	40%	27%	46%	42%	38%	39%	34%	25%	38%	37%	39%	26%	37%	
Neither of these	7%	10%	7%	-	18%	6%	8%	7%	6%	9%	10%	7%	3%	5%	9%	
Don't know	6%	3%	-	36%	25%	7%	3%	4%	6%	36%	9%	2%	2%	17%	8%	

rrc_q8. Which of the following have ever caused you to give money to a charity? Please select all that apply.

	Unweighted base	1036	51	11	3	8	248	394	605	411	20	290	312	314	120	309
Base: All US Adults who ever donate to charity	1022	45	11	5	8	255	361	581	420	22	298	317	287	121	336	
A request from a family member or friend	39%	52%	21%	64%	30%	39%	45%	43%	35%	13%	30%	39%	47%	41%	36%	
An online advertisement	8%	5%	-	-	-	11%	5%	7%	10%	-	7%	11%	8%	3%	8%	
An email request from a charity	13%	16%	9%	-	-	14%	13%	13%	14%	-	8%	14%	18%	10%	11%	
An option to donate to charity during an online check-out	16%	18%	-	-	-	21%	13%	16%	17%	4%	15%	15%	22%	7%	14%	
An option to donate to charity during an in-person check-out (i.e., at the grocery store or drug store)	32%	30%	33%	-	28%	33%	34%	33%	30%	21%	33%	32%	33%	25%	31%	
A person in a public place asking you to donate (e.g., outside a grocery store or shop)	27%	25%	28%	-	53%	33%	28%	29%	24%	8%	25%	26%	30%	25%	21%	
A letter in the mail from a charity asking you to donate	23%	40%	15%	-	18%	15%	32%	25%	21%	9%	21%	24%	26%	20%	19%	
A TV advertisement	8%	6%	-	-	16%	10%	7%	9%	7%	5%	7%	8%	8%	6%	9%	
A news story about the topic/charity	21%	19%	27%	36%	-	21%	22%	21%	20%	16%	17%	19%	28%	19%	18%	
A social media fundraiser	19%	19%	37%	-	-	21%	16%	18%	20%	9%	14%	21%	23%	14%	20%	

YouGov RealTime

Charity

US_nat_int Sample: 15th - 18th November 2019



Total	Type of Area Lived in		
	Suburban/ Town	Rural	Other
		AQ	**

rrc_q6. How important, if at all, is it to you that you know EXACTLY what your donations are funding (e.g., a specific project or initiative, expanded facilities, additional staff members, etc.)?

	Unweighted base	1036	548	176	3
Base: All US Adults who ever donate to charity		1022	521	162	3
Very important	54%	54%	60%	44%	**
Somewhat important	31%	31%	24%	32%	**
Not very important	8%	9%	5%	23%	**
Not at all important	4%	3%	4%	-	**
Don't know	4%	3%	7%	-	**

rrc_q7. When thinking about charitable giving, which of the following comes closest to your view?

	Unweighted base	1036	548	176	3
Base: All US Adults who ever donate to charity		1022	521	162	3
I tend to donate to charities I feel personally connected to in some way	51%	54%	50%	100%	**
I tend to donate to charities that I think will use my funds in the most effective way, regardless of whether or not I feel any personal connection to the charity's mission	37%	36%	38%	-	**
Neither of these	7%	5%	6%	-	**
Don't know	6%	5%	5%	-	**

rrc_q8. Which of the following have ever caused you to give money to a charity? Please select all that apply.

	Unweighted base	1036	548	176	3
Base: All US Adults who ever donate to charity		1022	521	162	3
A request from a family member or friend	39%	41%	39%	32%	**
An online advertisement	8%	9%	6%	-	**
An email request from a charity	13%	15%	11%	32%	**
An option to donate to charity during an online check-out	16%	18%	15%	32%	**
An option to donate to charity during an in-person check-out (i.e., at the grocery store or drug store)	32%	33%	30%	77%	**
A person in a public place asking you to donate (e.g., outside a grocery store or shop)	27%	28%	33%	32%	**
A letter in the mail from a charity asking you to donate	23%	25%	25%	32%	**
A TV advertisement	8%	6%	9%	-	**
A news story about the topic/charity	21%	23%	20%	-	**
A social media fundraiser	19%	19%	16%	-	**

YouGov RealTime
Charity

US_nat_int Sample: 15th - 18th November 2019



	Total	Gender		Generation						Region				White	
		Male	Female	Gen Z (2000 and later)	Millennial (1982-1999)	Gen X (1965-1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other	Northeast	Midwest	South		West
In memoriam fundraiser	22%	20%	24%	- **	16%	23%	27% D	26% *	- **	- **	24%	30% LM	21%	17%	26% O.P.Q
Other	5%	6%	5%	- **	4%	6%	6%	8% *	- **	- **	4%	5%	7%	5%	7% P
None of these	17%	20% B	15%	23% **	20% G	16%	17% G	7% *	- **	- **	21%	16%	17%	15%	16%

Cell Contents (Column Percentages, Statistical Test Results), Statistics (Column Proportions, (95%): A/B, C/D/E/F/G/H/I, J/K/L/M, N/O/P/Q, R/S/T/U, V/W/X/Y/Z/AA/AB/AC/AD/AE/AF, AG/AH/AI/AJ/AK, AL/AM/AN/AO, AP/AQ/AR/AS, Minimum Base: 30 (**), Small Base: 100 (**))

YouGov RealTime
Charity

US_nat_int Sample: 15th - 18th November 2019



	Total	Race			Education				Marital Status						
		Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Civil Partnership	Living together, not married or civil partnership	In a relationship, not living together	NET: In a relationship	Single	Divorced
In memoriam fundraiser	22%	14% *	16%	13% *	17%	21%	28% R	31% R.S	26% AA	18% **	20% *	14% **	24% AA	16%	21% *
Other	5%	1% *	2%	4% *	3%	5%	7% R	9% R	7% AA	- **	3% *	3% **	7% AA	3%	3% *
None of these	17%	15% *	21%	21% *	19%	17%	15%	16%	17%	6% **	14% *	18% **	16%	21%	13% *

Cell Contents (Col

YouGov RealTime
Charity

US_nat_int Sample: 15th - 18th November 2019



	Total	Parent or guardian of any children				Income					Urban				
		Widowed	Separated	Other	Prefer not to say	Younger than 18	18 or over	NET: Any age	Not a parent / guardian	Don't know / Prefer not to say		Under \$40k	\$40k to \$80k	\$80k+	Don't know / Prefer not to say
In memoriam fundraiser	22%	33%	21%	-	23%	23%	27%	26%	18%	5%	14%	23%	31%	20%	19%
		AA*	**	**	**		AJ	AJ		**		AL	AL.AM.AO		
Other	5%	4%	-	27%	10%	6%	7%	6%	5%	-	4%	4%	9%	3%	5%
		*	**	**	**					**			AL.AM.AO		
None of these	17%	13%	7%	36%	25%	15%	14%	15%	19%	39%	20%	16%	12%	27%	18%
		*	**	**	**					**	AN			AM.AN	

Cell Contents (Col

YouGov RealTime
Charity

US_nat_int Sample: 15th - 18th November 2019



	Total	Type of Area Lived in		
		Suburban/ Town	Rural	Other
In memoriam fundraiser	22%	23%	26%	32% **
Other	5%	5%	7%	- **
None of these	17%	16%	19%	23% **

Cell Contents (Col