

Holiday Giving Poll

November 2009

Telephone survey of 1,001 U.S. Adults 18 years and older on November 5-8, 2009 conducted by CARAVAN® Opinion Research Corporation. Margin of error is +/- 3.1 percentage points at the 95% confidence level.

Report Date: November 18, 2009

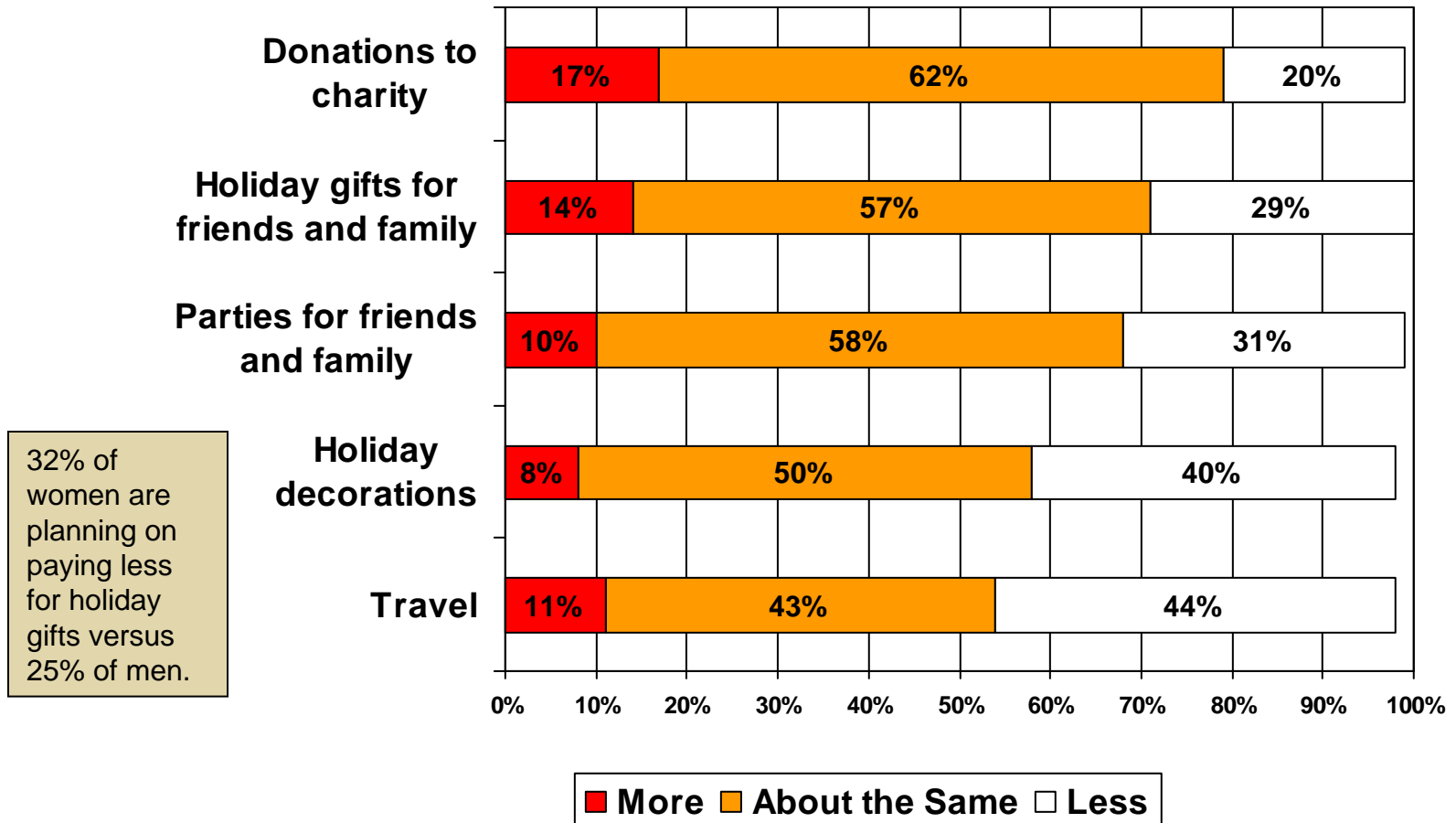
Communication Department
Research & Public Inquiry



Key Findings

- **Nearly one in four Americans has had their salary or work hours reduced.**
- **Americans are most likely to economize on travel (44%) and decorations for the holiday (40%) and least likely to economize on gifts to charity (20%).**
 - Despite current economic challenges, only one in five Americans is planning on reducing their donations to charity this holiday season. Nearly one in five are planning on increasing their donations to charity.
- **Eight in ten Americans believe that involving children in giving to charity helps them understand what the holidays are all about.**
- **Two out of three Americans say it's more important this year to give something to charity because of the economy.**
- **One in five households involve children in making decisions about which charities to support.**
- **One in five Americans are planning on donating blood this holiday season.**

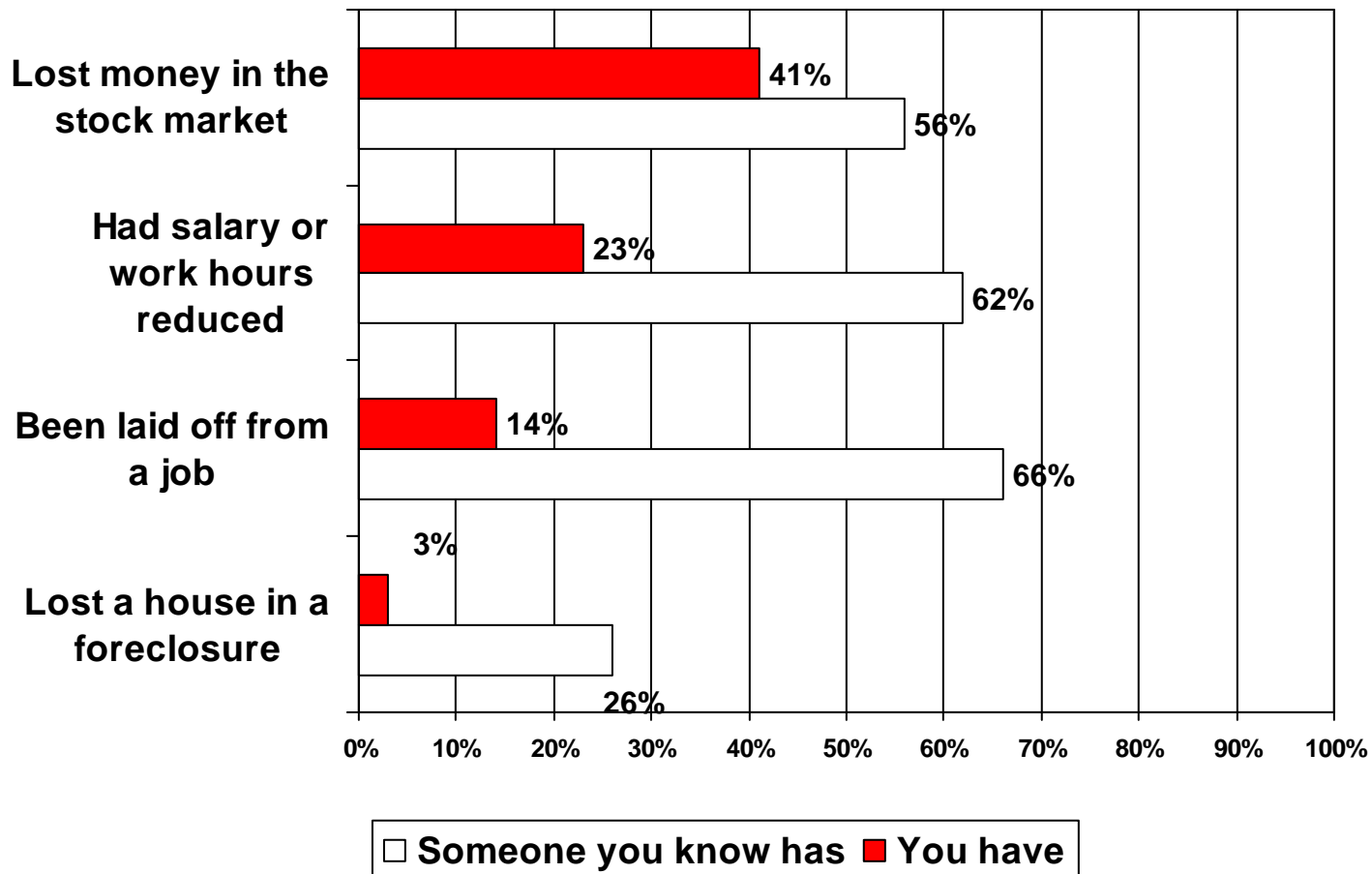
Americans are most likely to economize on travel (44%) and decorations for the holiday (40%) and least likely to economize on gifts to charity (20%).



My next questions are about things that you and your household may do over the holiday season this year from November through the end of December. During this year's holiday season, for each of the following items, do you plan on spending more, less or about the same amount as you did over the holiday season last year?



Nearly one in four Americans has had their salary or work hours reduced.

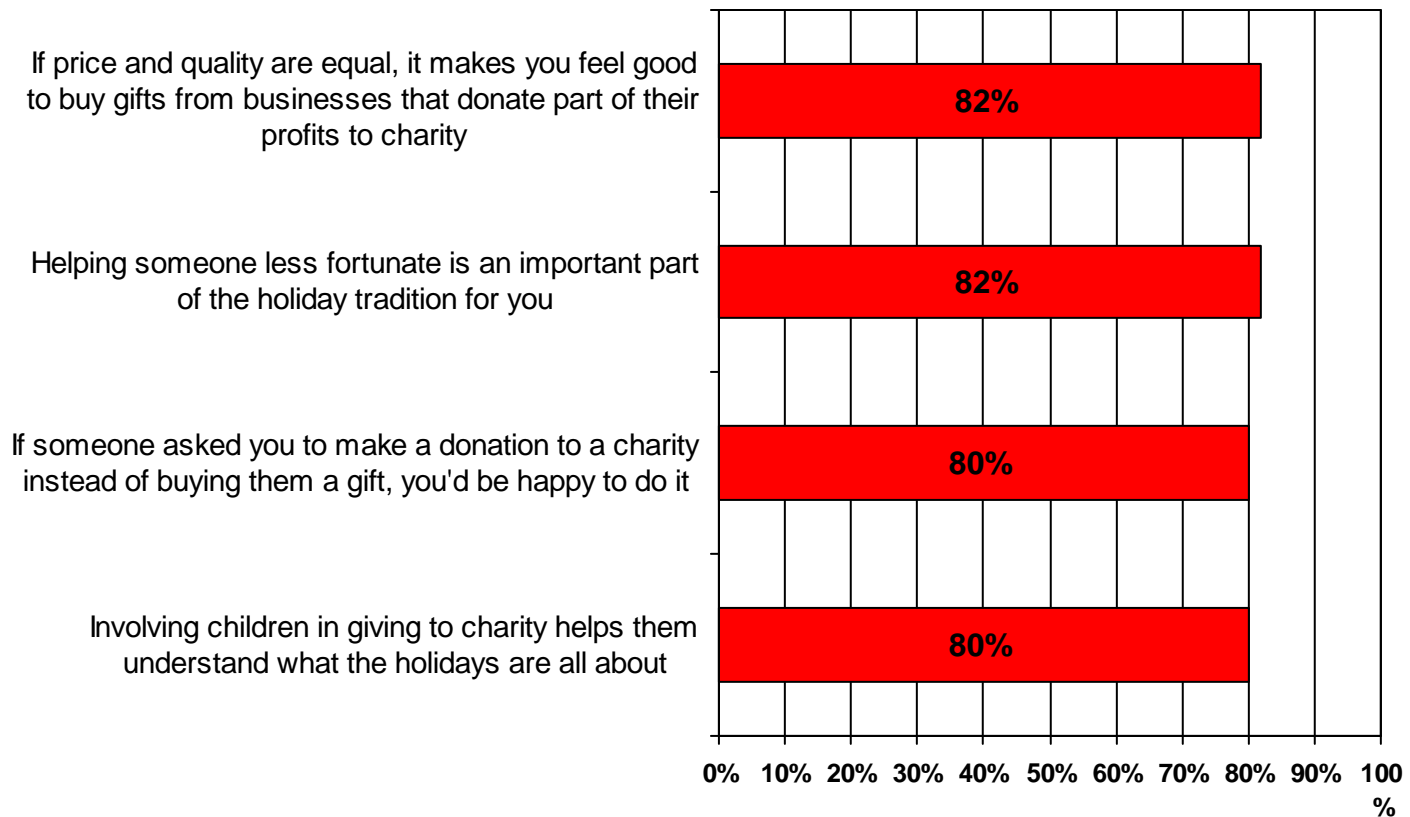


Have you or has someone you know been affected by the current economy in any of the following ways? Would you say . . .



Eight in ten Americans believe that involving children in giving to charity helps them understand what the holidays are all about.

Table shows top two boxes (5 Completely Agree and 4)



To what extent, on a scale of 1 to 5, with 1 being completely disagree and 5 being completely agree, do you agree or disagree with the following statements?



Gender Differences

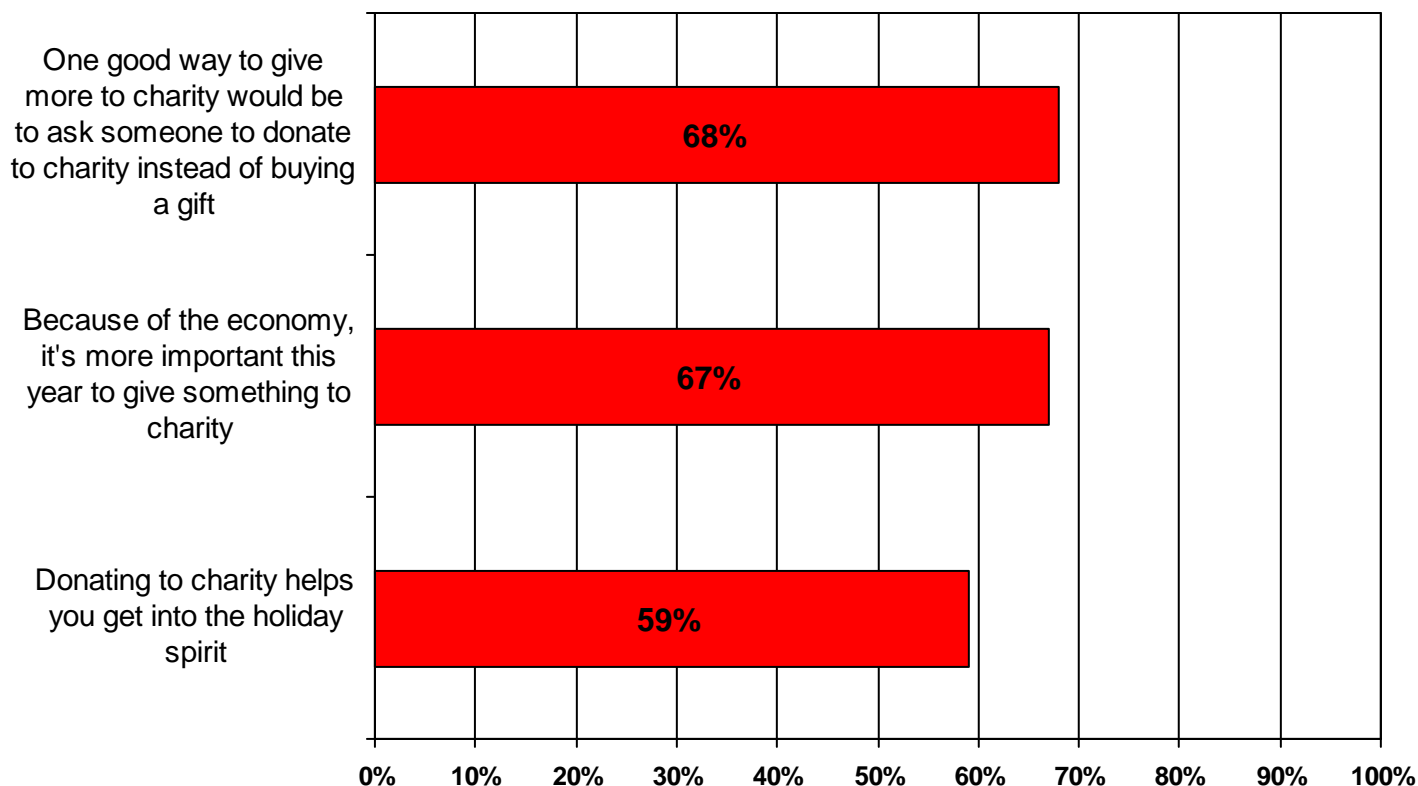
Table shows top two boxes (5 Completely Agree and 4)	Women	Men
If price and quality are equal, it makes you feel good to buy gifts from businesses that donate part of their profits to charity	88%	76%
Helping someone less fortunate is an important part of the holiday tradition for you	87%	77%
If someone asked you to make a donation to a charity instead of buying them a gift, you'd be happy to do it.	85%	75%
Involving children in giving to charity helps them understand what the holidays are all about	87%	74%

To what extent, on a scale of 1 to 5, with 1 being completely disagree and 5 being completely agree, do you agree or disagree with the following statements?



Two out of three Americans say it's more important this year to give something to charity because of the economy.

Table shows top two boxes (5 Completely Agree and 4)



To what extent, on a scale of 1 to 5, with 1 being completely disagree and 5 being completely agree, do you agree or disagree with the following statements?



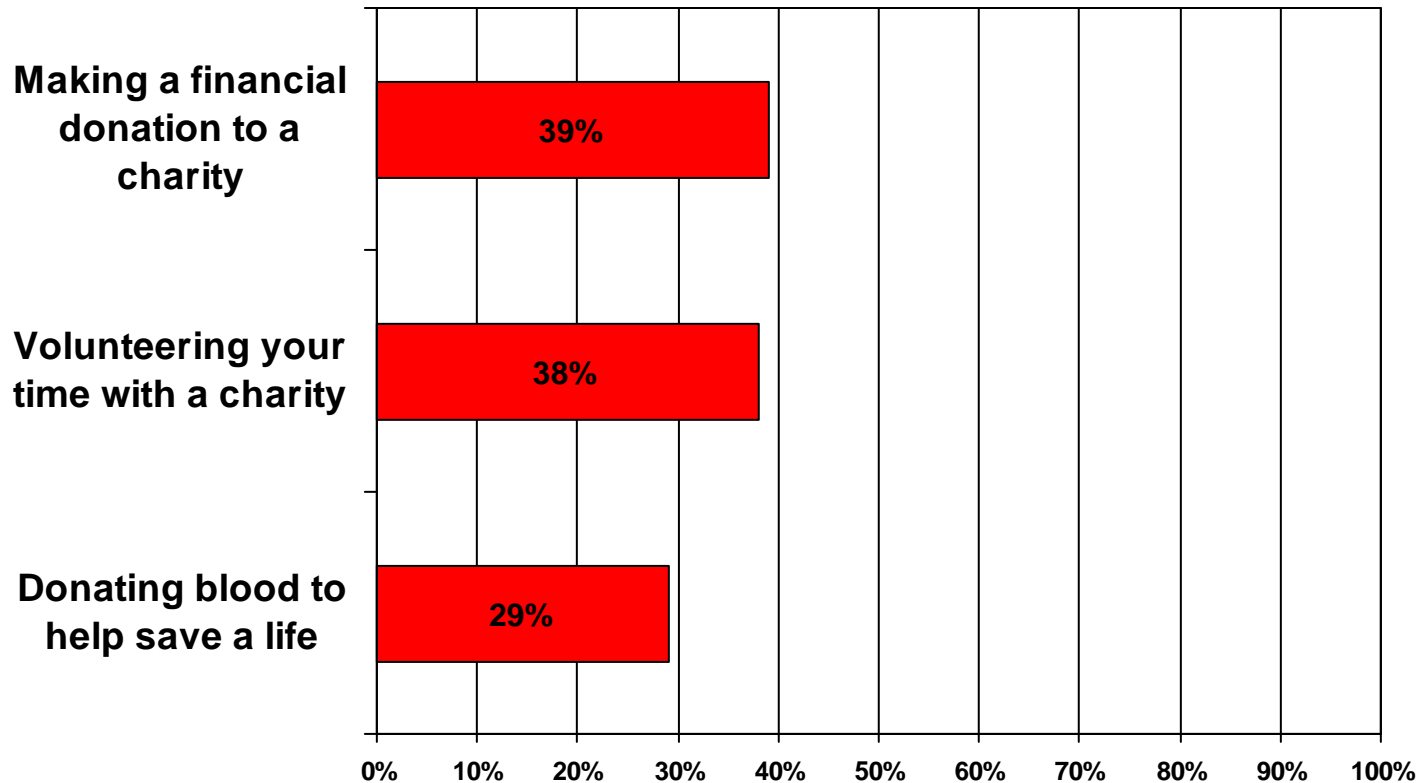
Gender Differences

Table shows top two boxes (5 Completely Agree and 4)	Women	Men
One good way to give more to charity would be to ask someone to donate to charity instead of buying a gift	74%	61%
Because of the economy, it's more important this year to give something to charity	73%	61%
Donating to charity helps you get into the holiday spirit	66%	51%

To what extent, on a scale of 1 to 5, with 1 being completely disagree and 5 being completely agree, do you agree or disagree with the following statements?



Four in ten Americans have talked with friends or family about donating to charity instead of buying them a gift.



Have you talked with any friends or family members about the idea of doing any of the following items instead of purchasing a gift?



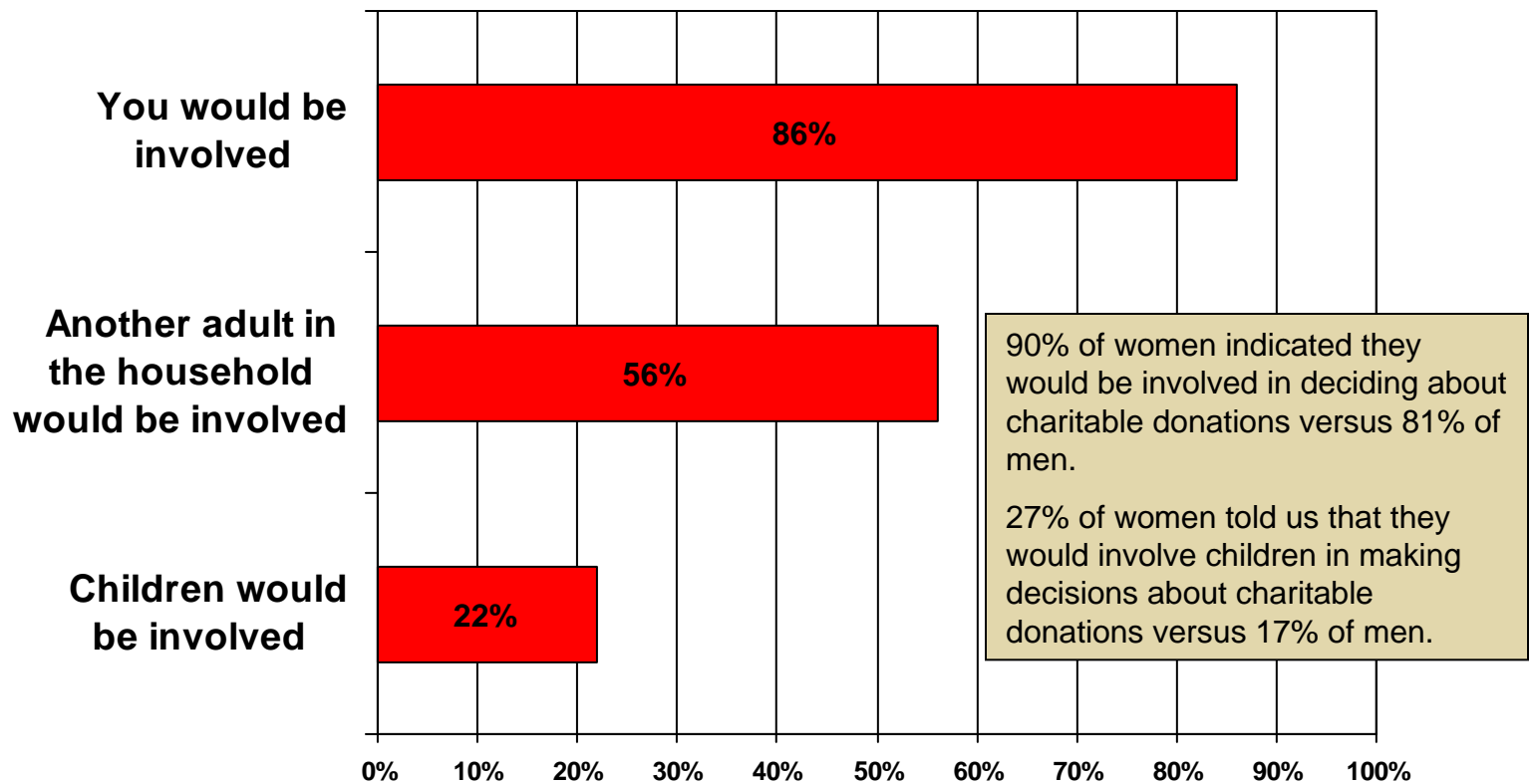
Gender Differences: Have talked with friends or family members about doing one of the following instead of purchasing a gift

	Women	Men
Making a financial donation to a charity	43%	34%
Volunteering your time with a charity	42%	34%
Donating blood to help save a life	25%	33%

Have you talked with any friends or family members about the idea of doing any of the following items instead of purchasing a gift?



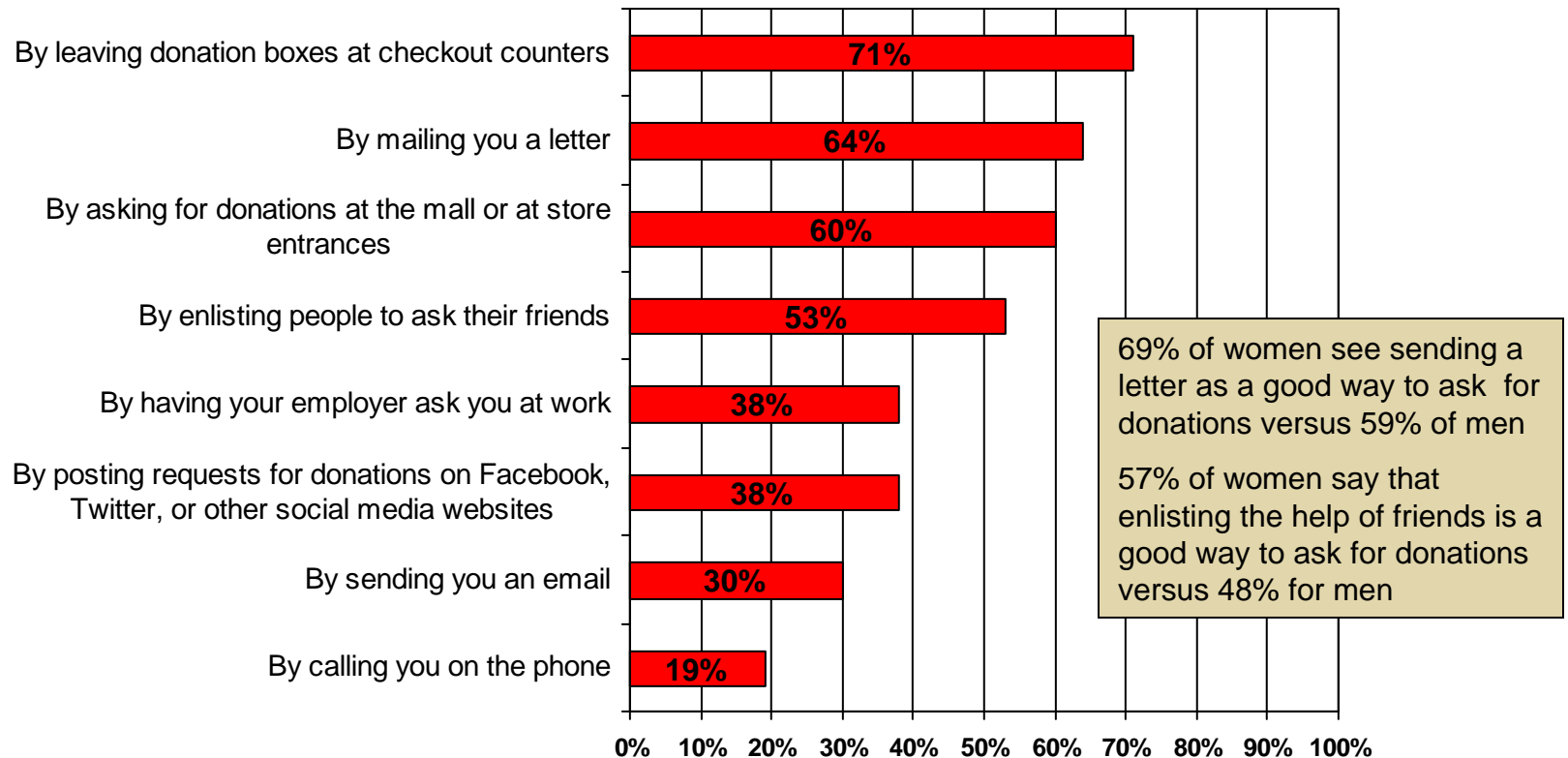
One in five households involve children in making decisions about which charities to support.



In your household, I'd like to know who would be involved in making decisions about which charities to donate to? Would you say . . .



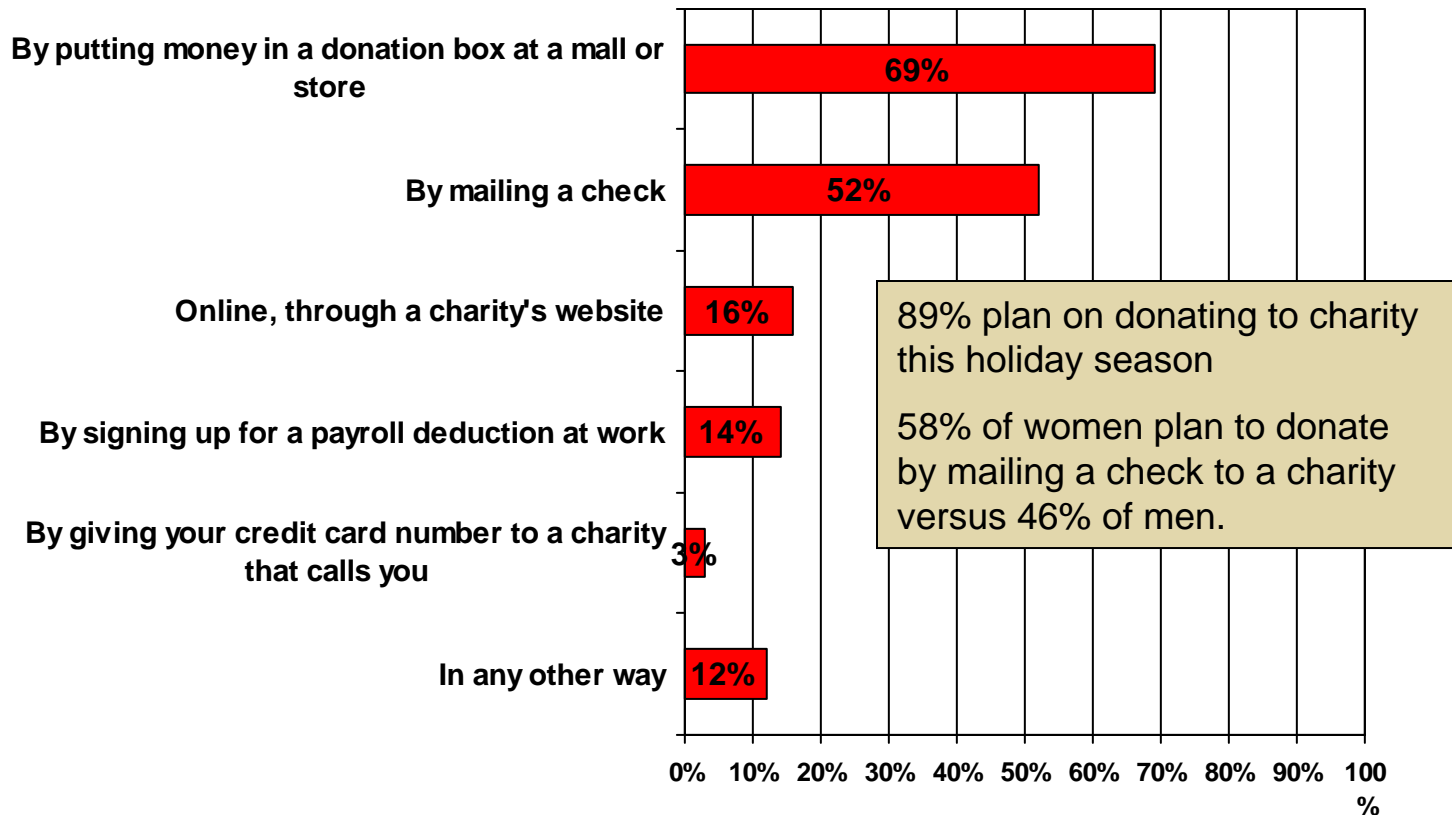
Donation boxes at checkout counters and letters are the best ways to ask for charitable donations.



Which of the following are good ways for charities to ask for donations?



One in two Americans plans on mailing a check to a charity.

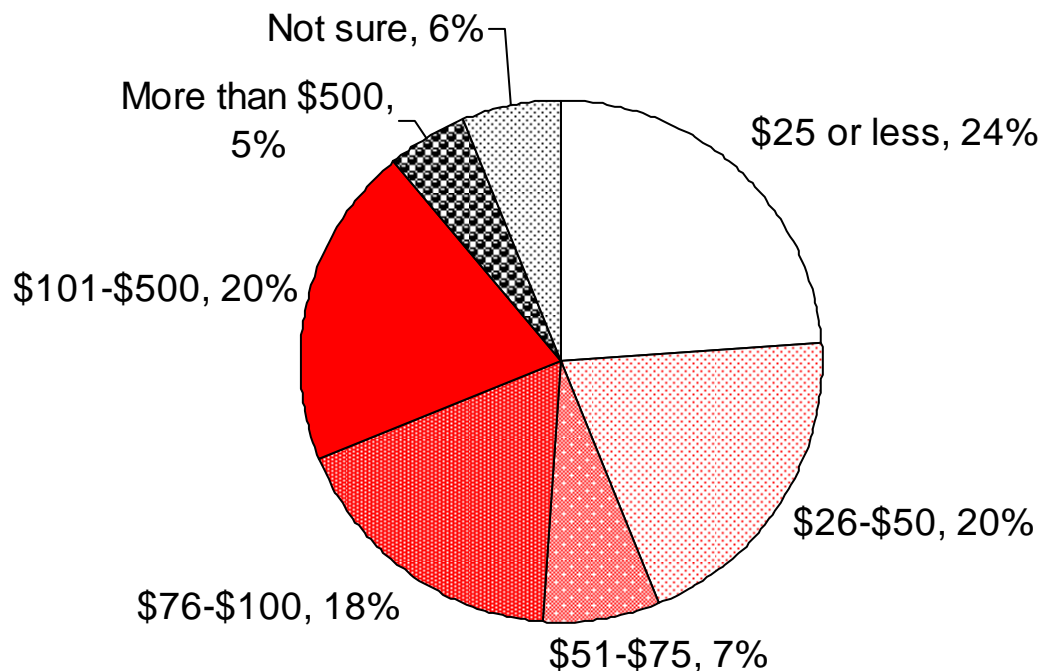


Over this holiday season, do you plan to make a financial donation to charity in any of the following ways?



Half of Americans who plan on donating to charity this holiday season, expect to donate more than \$50.

Based on 89% who plan to donate to charity over the holidays



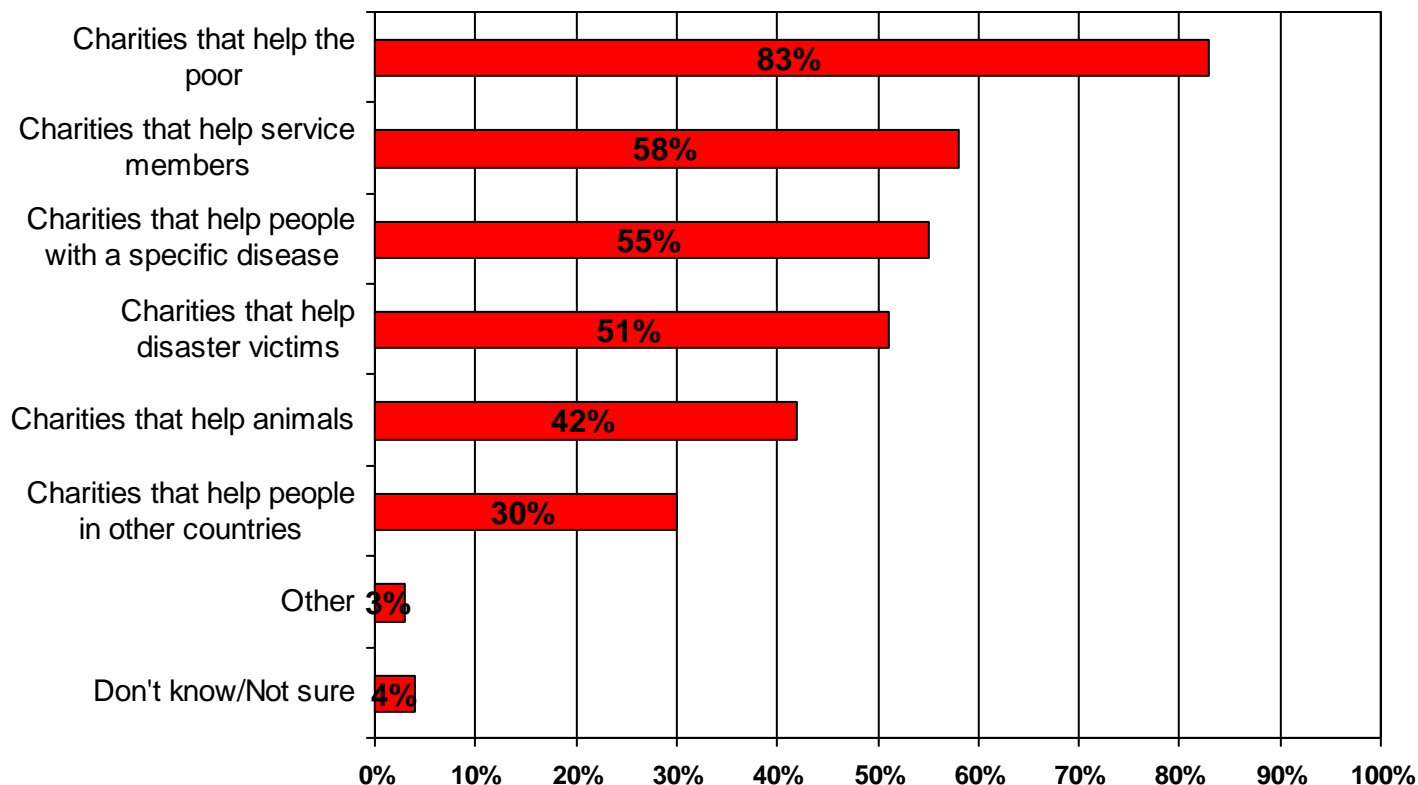
Among all Americans, 62% plan on donating more than \$25 to charity this holiday season.

How much are you planning to donate to charity over the holiday season? Would you say. .



Charitable donors are placing their emphasis this year on charities that help the poor.

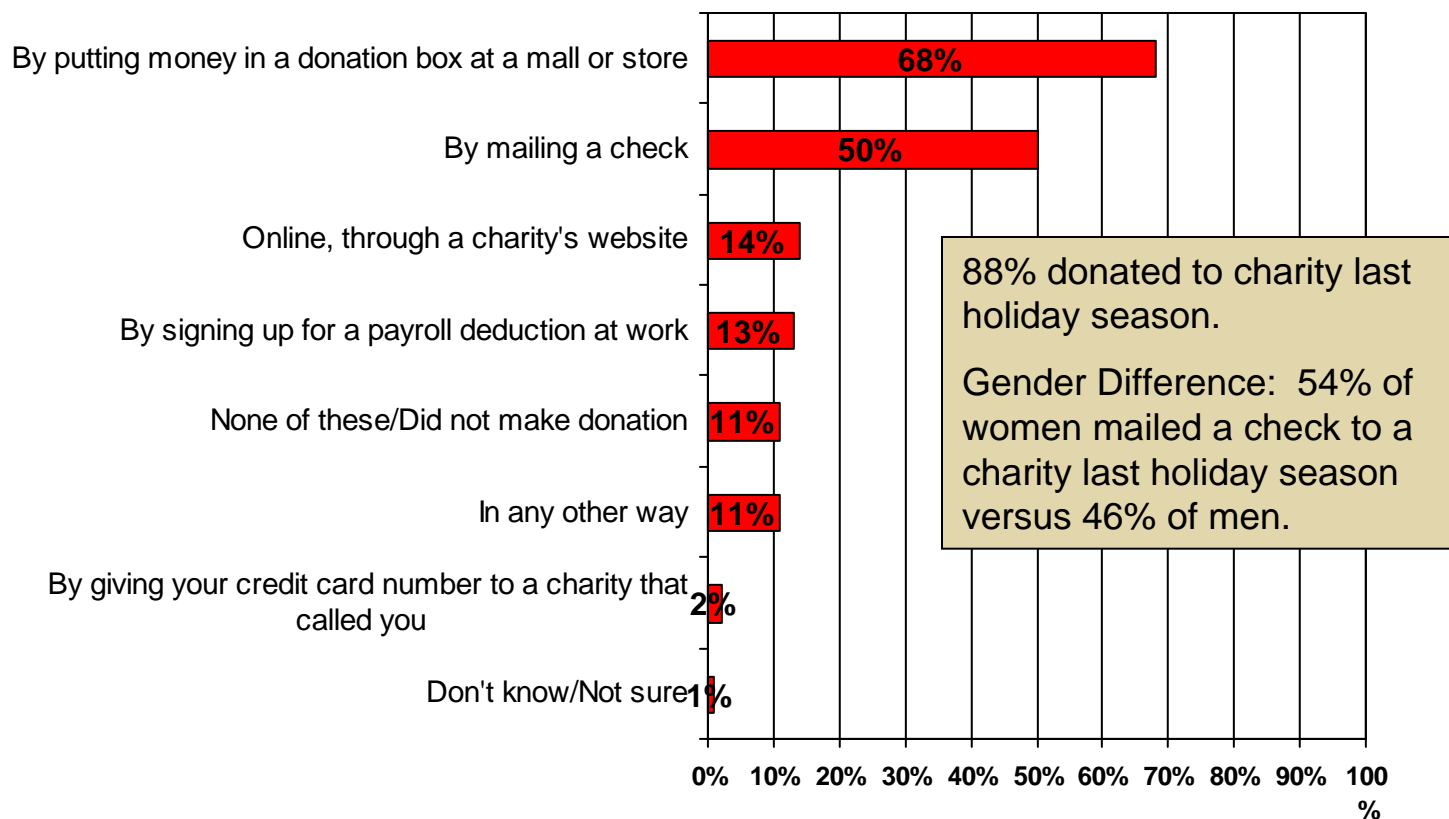
Based on 89% who plan to donate to charity over the holidays



During the holiday season, will you be making a financial donation to any of the following types of charities?



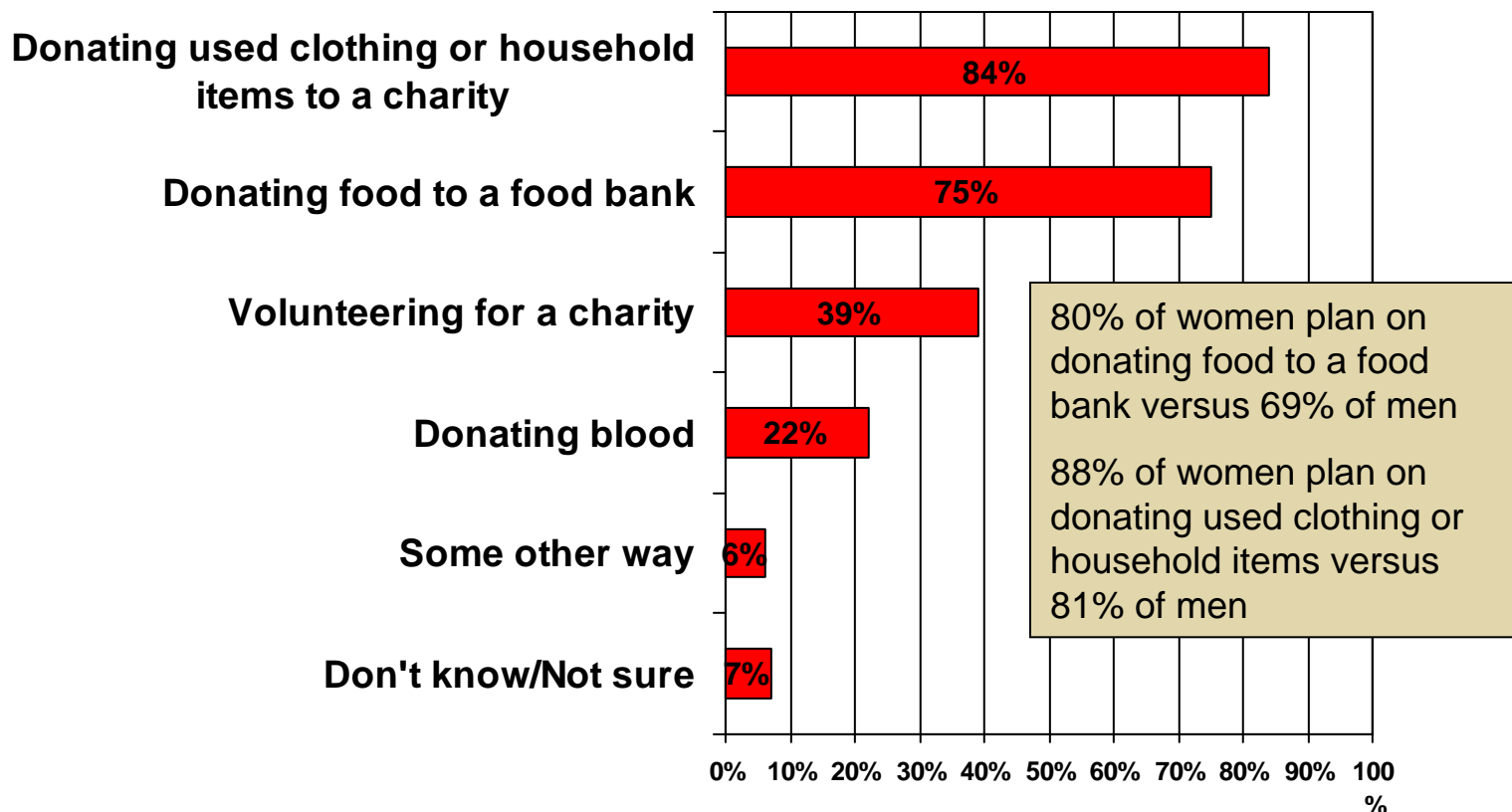
Last holiday season, putting money in a donation box at a mall or store and mailing a check were the most common ways to donate



Thinking back to LAST HOLIDAY SEASON, in 2008, did you make a financial donation to charity in any of the following ways?



One in five Americans are planning on donating blood this holiday season.



Beyond donating money to charity, there are other actions that people might take to help others. Do you plan on doing any of the following during the holiday season?
Do you plan on . . .



Those who have had their salary or work hours reduced are no more likely than other Americans to be cutting back on gifts to charity and parties for friends and family

- Workers who have had their salary or work hours reduced are more like to plan on spending less on:
 - Travel (52% versus 42% for other Americans)
 - Holiday decorations (47% versus 38% for other Americans)
 - Holiday gifts for friends and family (41% versus 25% for other Americans)
- But they are no more likely than other Americans to be cutting back on:
 - Parties for friends and family (31% for all)
 - Donations to charity (20% for all)
- Workers who have had their salary or work hours reduced are planning on donating as much to charity as other Americans