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# A Study About Holiday and Charitable Gift-Giving

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Prepared For:

**World Vision, Inc.**

Prepared By:

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Public Relations Research

## **METHODOLOGY**

This Gift-Giving study was conducted by telephone within the United States and Canada by Harris Interactive on behalf of World Vision, Inc. between October 26 and October 30, 2011 among 1,007 U.S. adults ages 18+ and between October 27 and October 31, 2011 among 1,021 Canadian adults 18+.

The U.S. data were weighted to be representative of the total U.S. adult population on the basis of age, sex, race/ethnicity, education, region, number of adults in the household, and number of telephone lines in the household. The Canada data were weighted to be representative of the total Canadian adult population on the basis of age and sex within region.

All sample surveys and polls, whether or not they use probability sampling, are subject to multiple sources of error which are most often not possible to quantify or estimate, including sampling error, coverage error, error associated with nonresponse, error associated with question wording and response options, and post-survey weighting and adjustments.

Therefore, Harris Interactive avoids the words “margin of error” as they are misleading. All that can be calculated are different possible sampling errors with different probabilities for pure, unweighted, random samples with 100% response rates. These are only theoretical because no published polls come close to this ideal.

## HOW TO READ THE TABLES

The following pages present the topline survey results. In the accompanying tables, the data are percentaged vertically and, therefore, should be read from top-to-bottom. The total number of interviews, both weighted and unweighted, appears at the top of each column. Percentages are calculated on the weighted bases. Percentages may not add to 100% due to weighting factors or multiple responses. Where an asterisk (\*) appears, it signifies any value of less than one-half percent.

### Significance Testing

When results from sub-groups of a sample appear in the detailed tabulations, an indicator of statistically significant differences is added to the tables run on our standard demographic banners. The test is performed on percentages as well as mean values. Each sub-sample is assigned a letter. When the percentage of one sub-sample is significantly different from the percentage of another sub-sample, the letter representing one of the two samples appears next to the percentage (or mean) of the other sample.

For instance the percentage of males answering yes to a particular question may be compared to the percentage of females answering yes to the same question. In the example below, the male sample is assigned the letter B, and the female sample is assigned the letter C. Here, respondents were asked whether a certain business practice is acceptable. 67% of women said that it was -- a proportion significantly greater than the 57% of males who believe that the practice is acceptable. To indicate that women are significantly more likely to find the practice acceptable than are men, the letter B -- the letter assigned to the male sub-sample -- appears next to the "67%" in the female column. Similarly, the 37% of men that find the practice unacceptable is significantly greater than the 29% of women who do so and, therefore, the letter C -- the letter assigned to the female sub-sample -- appears next to the "37%" in the male column.

		Sex	
	Total (A)	Male (B)	Fe- male (C)
Unweighted Total	977	488	489
Weighted Total	967	464	503
Acceptable	611 63%	274 57%	337 67%B
Not Acceptable	319 33%	171 37%C	148 29%
Don't Know	37 4%	18 4%	19 4%

Significance testing is done to the 95% confidence level. The columns compared are listed at the bottom of each table.

## **KEY FINDINGS**

### **Charitable Giving and Impact of Economic Climate**

U.S. adults are more likely than Canadian adults to have experience with both giving and receiving charitable gifts:

- ✓ More than 2 in 3 U.S. adults (68%) have given a charitable gift, compared to just over half of Canadian adults (55%).
- ✓ Two in 5 U.S. adults (40%) have received a charitable gift, compared to just over 1 in 5 Canadian adults (23%).

They are also more likely to say that, as a result of the economic climate, they will spend less money on holiday gifts this year (71% U.S. vs. 63% Canada) and are now more likely to give charitable gifts as holiday presents (51% U.S. vs. 38% Canada).

U.S. adults are significantly more likely to say they plan to increase their charitable giving once the economy improves (71% U.S. vs. 57% Canada), and as many as 1 in 3 *strongly* agree (34% U.S., vs. 20% Canada).

U.S. adults are also more likely to say that, as a result of the current economic climate, they would like to do something different or non-traditional when it comes to gift-giving this holiday season (62% vs. 53% Canada).

### **“Green” Giving**

Canadian adults are more likely than their U.S. counterparts to prefer giving (73% Canada vs. 68% U.S.) and receiving (74% Canada vs. 69% U.S.) gifts that benefit the environment.

When it comes to defining what makes a gift “green,” Canadian adults are also more likely than U.S. adults to say a gift is “green,” or environmentally-friendly, when:

- ✓ It is made from recycled or recyclable materials (80% Canada vs. 70% U.S.);
- ✓ It is made or grown locally (70% Canada vs. 63% U.S.); and/or,
- ✓ It enables the recipient to reduce their environmental impact (72% Canada vs. 62% U.S.).

### **“Donor Fatigue”**

Canadian adults are more likely than U.S. adults to say they feel continuous pressure to donate to charitable organizations (66% Canada vs. 48% U.S.), and more than 1 in 3 *strongly* agree (35% Canada, vs. 23% U.S.).

That being said, fully half of Canadian adults say they are *equally* as likely to make a charitable donation despite the current economic climate (50% Canada, vs. 38% U.S.), while the plurality of U.S. adults say that, as a result of the economy, they are now *less* likely to make a charitable donation (42% U.S., vs. 32% Canada).

Finally, as a result of the increasing frequency of natural disasters, about 2 in 5 adults in the U.S. and in Canada (41% each) are now more likely to make a charitable donation – fewer than 1 in 5 say they are now less likely to donate (17% Canada, 19% U.S.).

<b>Question:</b>	<u>Canada</u> <u>Total – 2011</u> %	<u>U.S. Total</u> <u>– 2011</u> %	<u>Canada</u> <u>Total – 2010</u> %	<u>U.S. Total</u> <u>– 2010</u> %	<u>U.S. Total</u> <u>– 2009</u> %	<u>U.S. Total</u> <u>– 2008</u> %
<b>Have you ever done any of the following?</b> [For the purposes of this question, please think of charitable gift as a charitable donation made on someone else's behalf, that is, as a present.] *	<b>Base: Adults 18+</b>					
	(n= 1,021)	(n= 1,007)	(n= 1,042)	(n= 1,021)	(n= 1,001)	(n= 1,001)
	<b>A</b>	<b>B</b>	<b>C</b>	<b>D</b>	<b>E</b>	<b>F</b>
Any (Net)	59	73 <sup>ACE</sup>	63	75 <sup>ACEF</sup>	60	71 <sup>ACE</sup>
Given A Charitable Gift (Sub-Net)	55	68 <sup>ACE</sup>	58	72 <sup>ABCEF</sup>	55	66 <sup>ACE</sup>
Given a charitable gift for an occasion other than a birthday or holiday	44	52 <sup>ACE</sup>	43	59 <sup>ABCEF</sup>	43	49 <sup>ACE</sup>
Given a charitable gift as a holiday present	26	45 <sup>ACE</sup>	31 <sup>A</sup>	48 <sup>ACE</sup>	29	44 <sup>ACE</sup>
Given a charitable gift as a birthday present	17	34 <sup>ACE</sup>	23 <sup>A</sup>	36 <sup>ACE</sup>	23 <sup>A</sup>	36 <sup>ACE</sup>
Received A Charitable Gift (Sub-Net)	23	40 <sup>ACE</sup>	28 <sup>A</sup>	42 <sup>ACEF</sup>	28 <sup>A</sup>	36 <sup>ACE</sup>
Received a charitable gift as a holiday present	15	28 <sup>ACEF</sup>	19 <sup>A</sup>	28 <sup>ACEF</sup>	18	24 <sup>ACE</sup>
Received a charitable gift for an occasion other than your birthday or holiday	11	19 <sup>AC</sup>	13	25 <sup>ABCEF</sup>	16 <sup>A</sup>	20 <sup>ACE</sup>
Received a charitable gift as a birthday present	9	24 <sup>ACE</sup>	16 <sup>A</sup>	24 <sup>ACE</sup>	14 <sup>A</sup>	21 <sup>ACE</sup>
None of these	41 <sup>BDF</sup>	26	37 <sup>BDF</sup>	24	39 <sup>BDF</sup>	29 <sup>D</sup>
Don't know	*	1	1	1	1	*

\* Multiple responses were allowed.

<b>Question:</b>	<u>Canada</u> <u>Total – 2011</u> %	<u>U.S. Total</u> <u>– 2011</u> %	<u>Canada</u> <u>Total – 2010</u> %	<u>U.S. Total</u> <u>– 2010</u> %	<u>U.S. Total</u> <u>– 2009</u> %	<u>U.S. Total</u> <u>– 2008</u> %
<b>How strongly do you agree or disagree with each of the following statements?</b>	<b>Base: Adults 18+</b>					
	(n= 1,021)	(n= 1,007)	(n= 1,042)	(n= 1,021)	(n= 1,001)	(n= 1,001)
	<b>A</b>	<b>B</b>	<b>C</b>	<b>D</b>	<b>E</b>	<b>F</b>
<b>Summary of Strongly/Somewhat Agree (Net)</b>						
You would prefer to receive a meaningful gift that would help someone else instead of a traditional holiday gift like clothing or electronics	74	80 <sup>ACE</sup>	73	80 <sup>ACE</sup>	76	84 <sup>ADCDE</sup>
You feel continuous pressure to donate to charitable organizations	66 <sup>B</sup>	48	NA	NA	NA	NA
You would prefer to <u>give</u> gifts that benefit the environment	73 <sup>BDE</sup>	68	79 <sup>ABDE</sup>	69	68	77 <sup>ABDE</sup>
You would prefer to <u>receive</u> gifts that benefit the environment	74 <sup>BDE</sup>	69	77 <sup>BDE</sup>	68	66	76 <sup>BDE</sup>
As a result of the current economic climate, you will spend less money on holiday presents this year	63 <sup>E</sup>	71 <sup>ACE</sup>	61	69 <sup>ACE</sup>	57	71 <sup>ACE</sup>
As a result of the current economic climate, you are now more likely to give a charitable gift as a holiday present	38	51 <sup>ACE</sup>	42	51 <sup>ACE</sup>	38	49 <sup>ACE</sup>

<b>Question:</b>	<u>Canada</u> <u>Total – 2011</u> %	<u>U.S. Total</u> <u>– 2011</u> %	<u>Canada</u> <u>Total – 2010</u> %	<u>U.S. Total</u> <u>– 2010</u> %	<u>U.S. Total</u> <u>– 2009</u> %	<u>U.S. Total</u> <u>– 2008</u> %
<b>How strongly do you agree or disagree with each of the following statements?</b>	<b>Base: Adults 18+</b>					
	(n= 1,021)	(n= 1,007)	(n= 1,042)	(n= 1,021)	(n= 1,001)	(n= 1,001)
	<b>A</b>	<b>B</b>	<b>C</b>	<b>D</b>	<b>E</b>	<b>F</b>
<b>Summary of Strongly Agree</b>						
You would prefer to receive a meaningful gift that would help someone else instead of a traditional holiday gift like clothing or electronics	34	49 <sup>ACE</sup>	37	48 <sup>AC</sup>	44 <sup>AC</sup>	45 <sup>AC</sup>
You feel continuous pressure to donate to charitable organizations	35 <sup>B</sup>	23	NA	NA	NA	NA
You would prefer to <u>receive</u> gifts that benefit the environment	31	34	41 <sup>ABDE</sup>	33	34	39 <sup>ABDE</sup>
As a result of the current economic climate, you will spend less money on holiday presents this year	37	49 <sup>ACE</sup>	33	48 <sup>ACE</sup>	33	50 <sup>ACE</sup>
You would prefer to <u>give</u> gifts that benefit the environment	31	36 <sup>A</sup>	39 <sup>ADE</sup>	34	32	38 <sup>AE</sup>
As a result of the current economic climate, you are now more likely to give a charitable gift as a holiday present	11	21 <sup>ACE</sup>	13	23 <sup>ACE</sup>	16 <sup>A</sup>	22 <sup>ACE</sup>

<b>Question:</b>	<u>Canada</u> <u>Total – 2011</u> %	<u>U.S. Total</u> <u>– 2011</u> %	<u>Canada</u> <u>Total – 2010</u> %	<u>U.S. Total</u> <u>– 2010</u> %	<u>U.S. Total</u> <u>– 2009</u> %
<b>How strongly do you agree or disagree with each of the following statements?</b>	<b>Base: Adults 18+</b>				
	(n= 1,021)	(n= 1,007)	(n= 1,042)	(n= 1,021)	(n= 1,001)
	<b>A</b>	<b>B</b>	<b>C</b>	<b>D</b>	<b>E</b>
<b>Summary of Strongly/Somewhat Agree (Net)</b>					
You plan to increase your charitable giving once the economy improves.	57	71 <sup>AC</sup>	64 <sup>A</sup>	71 <sup>AC</sup>	74 <sup>AC</sup>
If you were to give money to a charity that does humanitarian work overseas, you would prefer to give a tangible gift (like a goat, sheep, school supplies, or to sponsor a child) rather than making a general monetary donation.	65	62	70 <sup>ABD</sup>	64	N/A
As a result of the current economic climate, you would like to do something different, or non-traditional, when it comes to gift-giving this holiday season.	53	62 <sup>A</sup>	59 <sup>A</sup>	60 <sup>A</sup>	N/A

<b>Question:</b>	<u>Canada</u> <u>Total – 2011</u> %	<u>U.S. Total</u> <u>– 2011</u> %	<u>Canada</u> <u>Total – 2010</u> %	<u>U.S. Total</u> <u>– 2010</u> %	<u>U.S. Total</u> <u>– 2009</u> %
<b>How strongly do you agree or disagree with each of the following statements?</b>	<b>Base: Adults 18+</b>				
	(n= 1,021)	(n= 1,007)	(n= 1,042)	(n= 1,021)	(n= 1,001)
	<b>A</b>	<b>B</b>	<b>C</b>	<b>D</b>	<b>E</b>
<b>Summary of Strongly Agree</b>					
You plan to increase your charitable giving once the economy improves.	20	34 <sup>AC</sup>	28 <sup>A</sup>	40 <sup>ABCE</sup>	35 <sup>AC</sup>
If you were to give money to a charity that does humanitarian work overseas, you would prefer to give a tangible gift (like a goat, sheep, school supplies, or to sponsor a child) rather than making a general monetary donation.	37	39	43 <sup>A</sup>	41	N/A
As a result of the current economic climate, you would like to do something different, or non-traditional, when it comes to gift-giving this holiday season.	19	32 <sup>ACD</sup>	24 <sup>A</sup>	28 <sup>AC</sup>	N/A

<b>Question:</b>	<b>Canada Total – 2011 %</b>	<b>U.S. Total – 2011 %</b>
<b>In your opinion, what makes a gift ‘green’, or environmentally-friendly?*</b>	<b>Base: Adults 18+</b>	
	<b>(n= 1,021)</b>	<b>(n= 1,007)</b>
	<b>A</b>	<b>B</b>
Is made from recycled or recyclable materials	80 <sup>B</sup>	70
Is made or grown locally	70 <sup>B</sup>	63
Enables the recipient to reduce their environmental impact	72 <sup>B</sup>	62
Helps/improves the environment (i.e. giving a plant or tree)	1	1
Other	10 <sup>B</sup>	6
Don't Know	5	6

\* Multiple responses were allowed.

<b>Question:</b>	<u>Canada Total –</u> <u>2011</u> %	<u>U.S. Total –</u> <u>2011</u> %
<b>Are you now more likely, less likely, or equally as likely to make a charitable donation as a result of...?</b>	<b>Base: Adults 18+</b>	
	<b>(n= 1,021)</b>	<b>(n= 1,007)</b>
	<b>A</b>	<b>B</b>
<b><i>The current economic climate</i></b>		
More likely	16	17
Equally as likely	50 <sup>B</sup>	38
Less likely	32	42 <sup>A</sup>
Don't know/Refused	2	2
<b><i>The increasing frequency of natural disasters such as earthquakes and hurricanes</i></b>		
More likely	41	41
Equally as likely	40	37
Less likely	17	19
Don't know/Refused	2	3
<b><i>Repetitive or excessive advertising by charitable organizations</i></b>		
More likely	11 <sup>B</sup>	6
Equally as likely	35	32
Less likely	52	59 <sup>A</sup>
Don't know/Refused	2	3