

Appendix: Giving by Age, Ethnicity, and Income INDEPENDENT SECTOR

(NOTE: SELECT QUESTIONS AND DEMOGRAPHICS ONLY)

October—A 2001 National Quorum Survey Results (#7651)

Field dates: October 5-8, 2001 **Sample size: 1,009 adult Americans**

Margin of error: + 3.1 percentage points in 95 of 100 cases

Turning to charitable donations...

1. Have you personally donated money, blood, your time, or made some other contribution to a charity or non-profit organization in response to the September 11th terrorist attacks? **[MULTIPLE RESPONSES ACCEPTED]**

	-----ethnicity-----					-----age-----		
	TOTAL	Caucasian	African American	Hispanic	Other	<35	35 - 54	55+
	(n=1,009)	(n=745)	(n=116)	(n=103)	(n=39)	(n=258)	(n=457)	(n=289)
Yes, Money	58%	62%	47%	50%	57%	53%	64%	55%
Yes, Blood	13%	12%	14%	15%	14%	17%	12%	9%
Yes, Time	11%	9%	21%	12%	12%	11%	14%	6%
Yes, Other	6%	6%	5%	4%	3%	4%	8%	5%
No	30%	30%	27%	37%	30%	31%	26%	37%
Don't Know/Refused	**	**	--	--	--	--	--	1%

	----- household income -----				
	Under \$15K	\$15K – \$30K	\$30K - \$40K	\$40K - \$60K	Over \$60K
	(n=125)	(n=238)	(n=155)	(n=183)	(n=222)
Yes, Money	42%	54%	55%	63%	71%
Yes, Blood	6%	11%	12%	17%	16%
Yes, Time	10%	10%	6%	13%	14%
Yes, Other	2%	5%	6%	7%	7%
No	47%	36%	32%	24%	20%
Don't Know/Refused	**	**	**	**	**

6. Now, I want to discuss how you think your recent donation will affect your other charitable giving throughout the year. Please tell me, which ONE of the following four statements is closest to your own situation.

	TOTAL	Caucasian	African American	Hispanic	Other	<35	35 - 54	55+
	(n=704)	(n=523)	(n=85)	(n=65)	(n=27)	(n=179)	(n=339)	(n=182)
I don't think I will have much more to give to other charities this year	14%	13%	18%	13%	27%	13%	12%	20%
I will give some more, but not as much as I usually give to other charities	12%	10%	18%	23%	16%	18%	9%	12%
I will continue to give as much as I usually give to other charities	59%	64%	49%	45%	40%	47%	66%	57%
I think I will give more to other charities this year than I usually do	14%	13%	15%	19%	16%	23%	12%	11%
Don't Know/Refused	**	1%	--	--	2%	--	1%	--

	Under \$15K	\$15K – \$30K	\$30K - \$40K	\$40K - \$60K	Over \$60K
	(n=66)	(n=153)	(n=105)	(n=139)	(n=178)
I don't think I will have much more to give to other charities this year	29%	23%	12%	11%	4%
I will give some more, but not as much as I usually give to other charities	16%	14%	15%	9%	7%
I will continue to give as much as I usually give to other charities	42%	43%	60%	67%	73%
I think I will give more to other charities this year than I usually do	13%	19%	13%	13%	15%
Don't Know/Refused	--	**	1%	--	1%

9. Some experts have speculated that the U.S. economy is slowing. What effect, if any, would a downturn in the economy have on your charitable giving in the next six months? Would you say that a slowdown would...?

	TOTAL	Caucasian	African American	Hispanic	Other	<35	35 - 54	55+
	(n=1009)	(n=745)	(n=116)	(n=103)	(n=39)	(n=258)	(n=457)	(n=289)
Completely stop your charitable giving	9%	8%	11%	16%	13%	11%	8%	10%
Greatly reduce your charitable giving	11%	10%	5%	18%	18%	10%	11%	11%
Somewhat reduce your charitable giving	28%	31%	18%	19%	23%	27%	28%	28%
Have virtually no impact on your charitable giving	50%	50%	60%	47%	44%	50%	52%	47%
Don't Know/Refused	2%	1%	7%	--	2%	1%	1%	3%

	Under \$15K	\$15K – \$30K	\$30K - \$40K	\$40K - \$60K	Over \$60K
	(n=125)	(n=238)	(n=155)	(n=183)	(n=222)
Completely stop your charitable giving	21%	10%	7%	10%	4%
Greatly reduce your charitable giving	12%	12%	14%	9%	9%
Somewhat reduce your charitable giving	19%	31%	27%	31%	29%
Have virtually no impact on your charitable giving	42%	48%	50%	50%	56%
Don't Know/Refused	6%	--	2%	**	2%