

INDEPENDENT SECTOR

October A 2001 National Quorum Survey Results (#7651)

Field dates: October 5-8, 2001

Sample size: 1,009 adult Americans

Margin of error: \pm 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]**

58% Yes, Money
13% Yes, Blood
11% Yes, Time
6% Yes, Other
30% No
** Don't Know/Refused

[N=704 WHO HAVE PERSONALLY DONATED MONEY, BLOOD, OR TIME OR HAVE MADE SOME OTHER CONTRIBUTION TO CHARITY/NON-PROFIT ORGANIZATION IN RESPONSE TO SEPT. 11 TERRORIST ATTACKS IN Q.1]

2. Being as specific as possible about your recent charitable support for the September 11th tragedy, did you respond to any of the following types of appeals with a donation? **[MULTIPLE RESPONSES ACCEPTED]**

39% Workplace appeals
32% Religious institution appeals
23% In-person solicitations
22% Coupons at supermarkets or other appeals while shopping
14% Radio advertisements
13% Television advertisements
10% Newspaper or magazine advertisements
9% Telethons
8% Internet or online appeals
6% Direct Mail
22% Some other type of appeal
4% Don't Know/Refused

[N=590 WHO MADE FINANCIAL DONATIONS TO A CHARITY/NON-PROFIT ORGANIZATION IN RESPONSE TO SEPT. 11 TERRORIST ATTACKS IN Q.1]

3. Please tell me through which, if any, of the following methods your financial donation was made: **[MULTIPLE RESPONSES ACCEPTED]**

- 23% Mail
- 9% Telephone
- 5% Internet
- 69% Some other method
- ** Don't Know/Refused

[N=704 WHO HAVE PERSONALLY DONATED MONEY, BLOOD, OR TIME OR HAVE MADE SOME OTHER CONTRIBUTION TO CHARITY/NON-PROFIT ORGANIZATION IN RESPONSE TO SEPT. 11 TERRORIST ATTACKS IN Q.1]

4. Before your September 11th donation, had you made a **financial** donation to a charity or non-profit organization in the past 12 months?

- 84% Yes
- 16% No
- ** Don't Know/Refused

[N=30 WHO MADE FINANCIAL DONATION THROUGH THE INTERNET IN Q.3]

5. Before your September 11th donation, had you ever made a donation to a charity or non-profit organization over the Internet?

- 19% Yes
- 81% No

[N=704 WHO HAVE PERSONALLY DONATED MONEY, BLOOD, OR TIME OR HAVE MADE SOME OTHER CONTRIBUTION TO CHARITY/NON-PROFIT ORGANIZATION IN RESPONSE TO SEPT. 11 TERRORIST ATTACKS IN Q.1]

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.

14% I don't think I will have much more to give to other charities this year
12% I will give some more, but not as much as I usually give to other charities
59% I will continue to give as much as I usually give to other charities
14% I think I will give more to other charities this year than I usually do
** Don't Know/Refused

7. As a result of the events of September 11th, did you personally participate in any community, spiritual or local neighborhood activities that you would not have normally attended? **[MULTIPLE RESPONSES ACCEPTED]**

20% Yes, spiritual
15% Yes, community
7% Yes, local neighborhood
70% No

[N=306 WHO, AS A RESULT OF EVENTS OF SEPT. 11, PERSONALLY PARTICIPATED IN EITHER COMMUNITY, SPIRITUAL, OR LOCAL NEIGHBORHOOD ACTIVITIES THAT THEY WOULD NOT HAVE NORMALLY ATTENDED IN Q.7]

8. What specific activities did you participate in as a result of the September 11th tragedy?

Religious services (65%)

27% Prayer vigil
19% Special church meetings
11% Prayed
8% Attended church
3% Special service at school
3% Special service at work

Community activities (46%)

39% Community gathering / candlelight vigil
3% Lectures / speeches / discussions of current events
3% Moment of silence
2% Sang songs

- 1% Wrote cards / letters
- 1% Ran a race / marathon

Donations / fundraising (19%)

- 10% Made a donation / helped with fundraising
- 4% Gave blood / helped with blood drive
- 3% Volunteered time
- 2% Helped with Red Cross donations
- 1% Helped with funds for firefighters and police
- 1% Benefit concert

Flags / patriotic services (9%)

- 7% Putting out flags
- 3% Attended flag raising ceremony

Individual / family activities (3%)

- 1% Personally supported grieving friends
- 1% Online remembrances
- 1% Followed the news / watched TV

Special attire (3%)

- 2% Wearing special ribbons
- 1% Wearing special clothing

- 3% Other
- 1% Don't know / refused

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...?

- 9% Completely stop your charitable giving
- 11% Greatly reduce your charitable giving
- 28% Somewhat reduce your charitable giving
- 50% Have virtually no impact on your charitable giving
- 2% Don't Know/Refused

10. Have you ever purchased anything over the Internet?

- 40% Yes
- 60% No
- ** Don't Know/Refused

11. Apart from donations to your church or temple, approximately how much money do you donate to charitable or non-profit organizations in a typical year?

- 10% Zero/nothing
 - 2% Less than \$25
 - 4% \$25 to \$49
 - 5% \$50 to \$74
 - 4% \$75 to \$99
 - 26% \$100 to \$249
 - 12% \$250 to \$499
 - 11% \$500 to \$999
 - 15% \$1,000 to \$4,999
 - 3% \$5,000 or more
 - 8% Don't Know/Refused
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12. Thinking about charitable donations you gave before September 11th of this year, did you donate \$25 or more to any of the following types of organizations?
[MULTIPLE RESPONSES ACCEPTED]

- 61% Religious groups, including your church, temple, or mosque
- 39% Children's causes or Youth Development
- 36% Health or disease research
- 35% Humanitarian or Disaster Relief
- 29% Housing, Homelessness, or Poverty
- 23% Education and Literacy
- 16% Environment and Conservation
- 9% Arts or Culture
- 2% Other
- 12% None, no donations
- ** Don't Know/Refused

And just a few final questions ...

D1. What is your age, please?

4%	18 - 20
5%	21 - 24
8%	25 - 29
9%	30 - 34
12%	35 - 39
11%	40 - 44
12%	45 - 49
10%	50 - 54
8%	55 - 59
6%	60 - 64
4%	65 - 69
5%	70 - 74
6%	75 and older
1%	Refused

D2. Do you have any children? [IF YES, ASK:] And how many children do you have?

77% TOTAL YES
16% Yes/1
26% Yes/2
22% Yes/3
8% Yes/4
3% Yes/5
3% Yes/6 or more
23% No/No children
** Refused

D3. What is the last grade of formal education you completed?

17% Less than high school
24% High school graduate
9% Technical/Vocational
27% Some college
16% College graduate
7% Post-graduate
** Refused

D4. In politics today, do you usually think of yourself as a Republican, a Democrat, an Independent, or what?

[IF REPUBLICAN/DEMOCRAT, ASK:] Would you call yourself a STRONG [Republican/Democrat] or a NOT-SO-STRONG [Republican/Democrat]?

[IF INDEPENDENT OR DK/REFUSED, ASK:] Do you lean more toward the Republican Party or toward the Democratic Party?

44% Total Republican
18% Strong Republican
16% Not-So-Strong Republican
10% Lean to Republicans
9% Total Independent
46% Total Democrat
13% Lean to Democrats
14% Not-So-Strong Democrat
19% Strong Democrat
2% Don't Know/Refused

D5. In politics today, do you generally consider yourself to be liberal or conservative on most issues?

[IF CONSERVATIVE/LIBERAL, ASK:] Would you consider yourself VERY [Conservative/Liberal] or just SOMEWHAT [Conservative/Liberal]?

[IF MODERATE OR DK/REFUSED, ASK:] Would you say you lean more toward conservative or liberal?

54% Total Conservative
15% Very Conservative
38% Somewhat Conservative
2% Lean Conservative
2% Total Moderate
43% Total Liberal
2% Lean Liberal
30% Somewhat Liberal
11% Very Liberal
1% Don't Know/Not Sure/Refused

D6. What is your religious preference? (**DO NOT READ CHOICES. IF "PROTESTANT," ASK:**) What denomination would that be?

24% Catholic
18% Baptist
8% Methodist
5% Pentecostal
4% Lutheran
3% Presbyterian
2% Episcopalian
19% Other Christian
2% LDS/Mormon
1% United Church of Christ
1% Seventh Day Adventist
1% Assembly of God
1% Church of God
13% Other Christian Churches
1% Jewish
2% Other Non-Christian
1% Agnostic/Atheist
1% Muslim/Islam
10% None
2% Don't Know/Refused

[N=841 WHO MENTION CHRISTIAN DENOMINATION IN Q.D6]

D6a. Do you consider yourself to be a born again Christian?

49% Yes
50% No
1% Don't Know/Refused

D7. What is your total annual family income? Please stop me when I reach your income.

21% Less than \$20,000 (Net)
3% Under \$5,000
3% \$5,000 but less than \$10,000
6% \$10,000 but less than \$15,000
8% \$15,000 but less than \$20,000
15% \$20,000 - less than \$30,000 (Net)
7% \$20,000 but less than \$25,000
9% \$25,000 but less than \$30,000
15% \$30,000 - less than \$40,000 (Net)
7% \$30,000 but less than \$35,000
8% \$35,000 but less than \$40,000
11% \$40,000 but less than \$50,000
7% \$50,000 but less than \$60,000
6% \$60,000 but less than \$70,000
5% \$70,000 but less than \$80,000
5% \$80,000 but less than \$100,000
6% \$100,000 or more
9% Refused

D8a. Do you consider yourself to be of Hispanic, Latino or Spanish origin?

D8b. What is your race? [NOTE: If respondent says “Don’t Know” or doesn’t mention a punch below, ASK: “Which of the following race categories do you most closely identify with?”]

74%	White
12%	Black or African-American
10%	Mexican, Mexican American, Chicano, Puerto Rican, Cuban, or other Spanish/Hispanic/Latino origin.
2%	American Indian or Alaskan Native
1%	Asian (e.g., Asian Indian, Chinese, Filipino, Japanese, Korean, Vietnamese)
**	Native Hawaiian or Other Pacific Islander (e.g., Samoan, Guamanian or Chamorro)
1%	Other ethnic origin
1%	Don't Know/Refused

D9. Are you married, separated, divorced, or single and never been married?

55%	Married
3%	Separated
15%	Divorced
19%	Single, and Never Been Married
7%	Widowed
**	Engaged to Be Married
**	Living with Significant Other
1%	Refused

D9a. Are you currently employed, either full-time or part time? [IF NECESSARY] Is that full-time, or part time?

68%	TOTAL YES
57%	Yes, full-time
11%	Yes, part-time
32%	No
**	Don't Know/Refused

[N=320 WHO ARE CURRENTLY UNEMPLOYED IN Q.D9a]

D9b. Are you a full-time student, a homemaker, retired or something else?

50%	Retired
26%	Homemaker
8%	Disabled
5%	Full-time student
3%	Unemployed
6%	Other
1%	Refused

D10. Gender (BY OBSERVATION)

48%	Male
52%	Female
