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For questions or comments related to this study, please contact:

Chris Wilson
CEO
cwilson@w-r-s.com

Bryon Allen
COO
ballen@w-r-s.com

Brian Smith
Account Executive
bsmith@w-r-s.com

324 2nd St. SE
Washington, DC 20003
(o) 405.286.6500

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January 2011 National Charitable Donations Analysis

Conducted January 6-10, 2011

n=1,000 Adults

MoE= ± 3.1% @ 95% Confidence Interval



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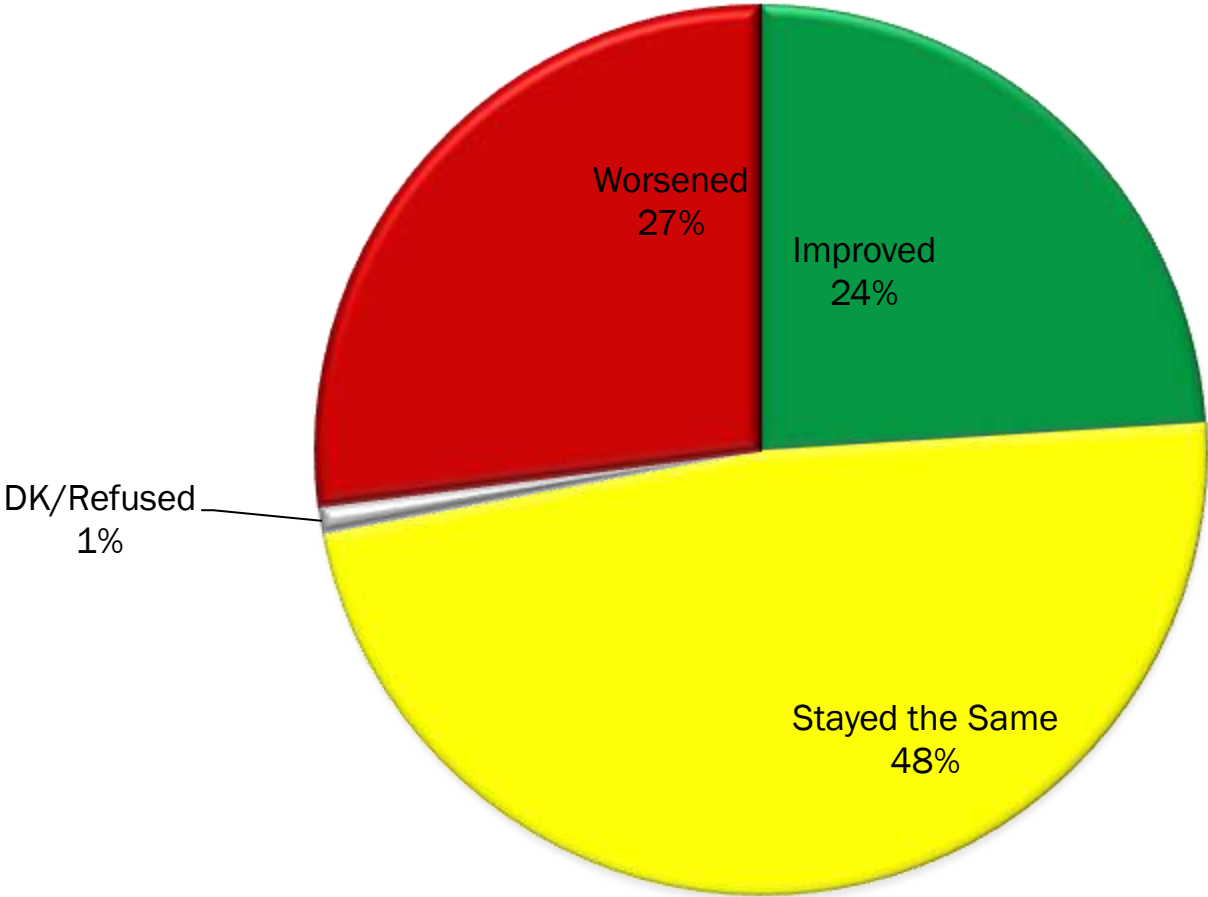
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Economic Situation

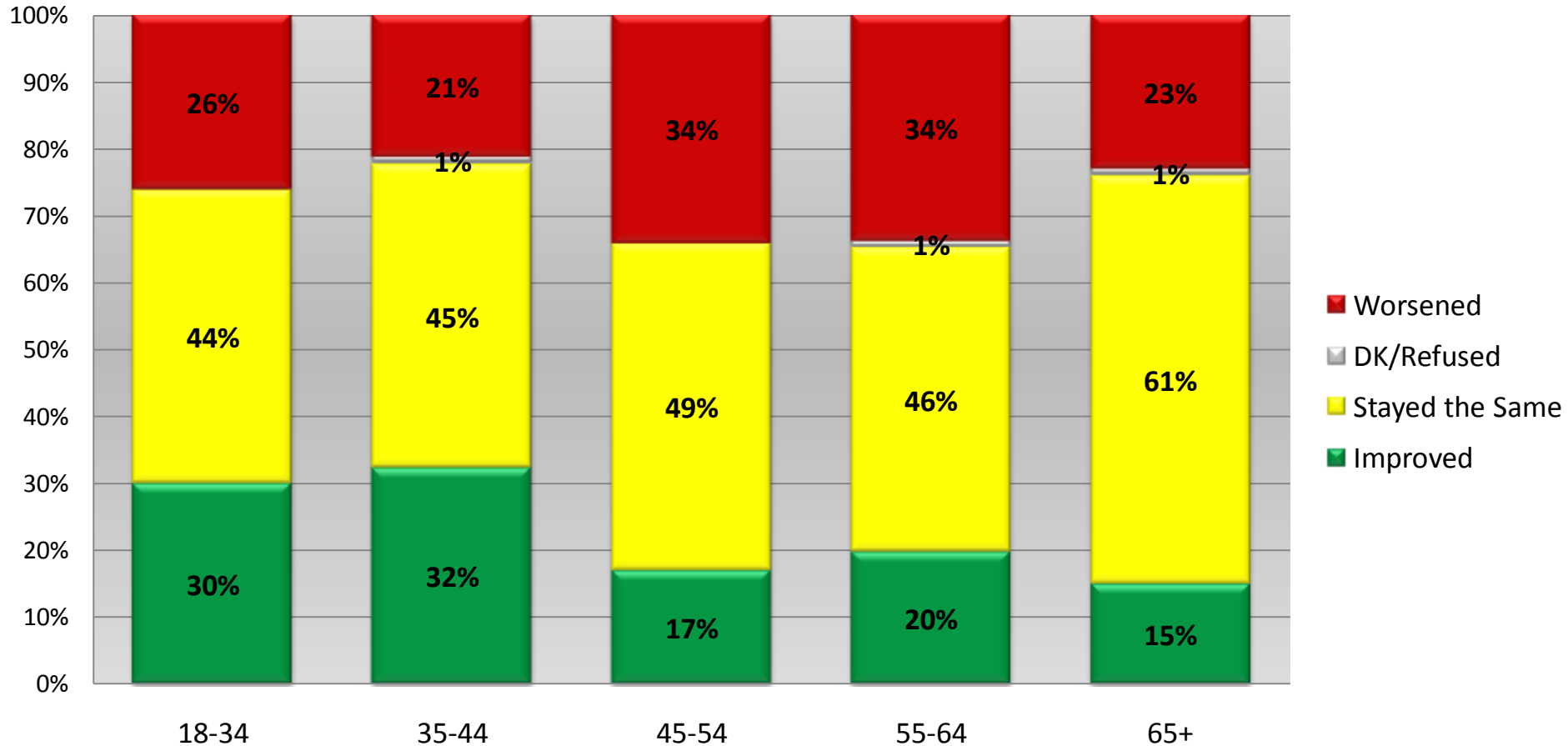
Nearly three in four Americans have either seen their financial situation improve or stay the same over the past year.

DC1. Over the past twelve months, has your personal financial situation improved, stayed the same, or worsened?



American adults under the age of 45 are much more likely to say that their financial situation has improved.

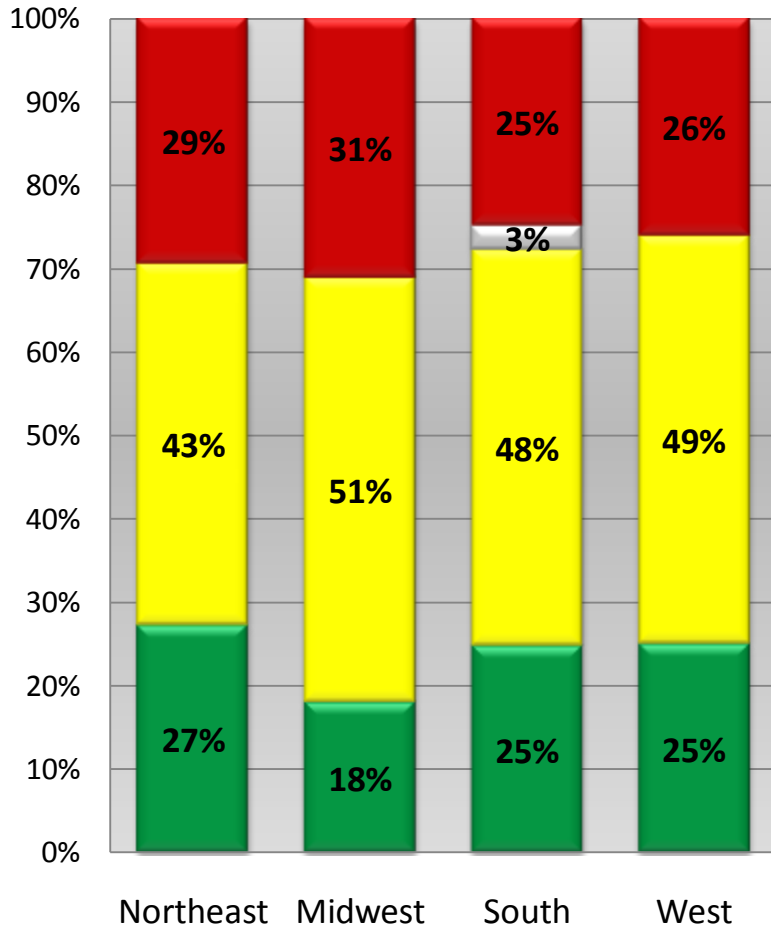
DC1. Over the past twelve months, has your personal financial situation improved, stayed the same, or worsened?



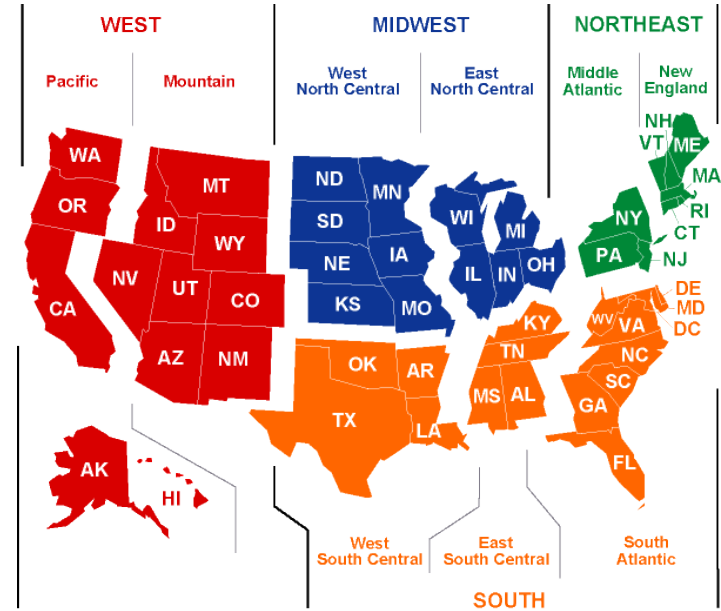
Age	18-34	35-44	45-54	55-64	65+
	25%	19%	26%	19%	11%

Donors in the Midwest are the least likely to have seen their personal financial situations increase over the past year.

DC1. Over the past twelve months, has your personal financial situation improved, stayed the same, or worsened?



- Worsened
- DK/Refused
- Stayed the Same
- Improved

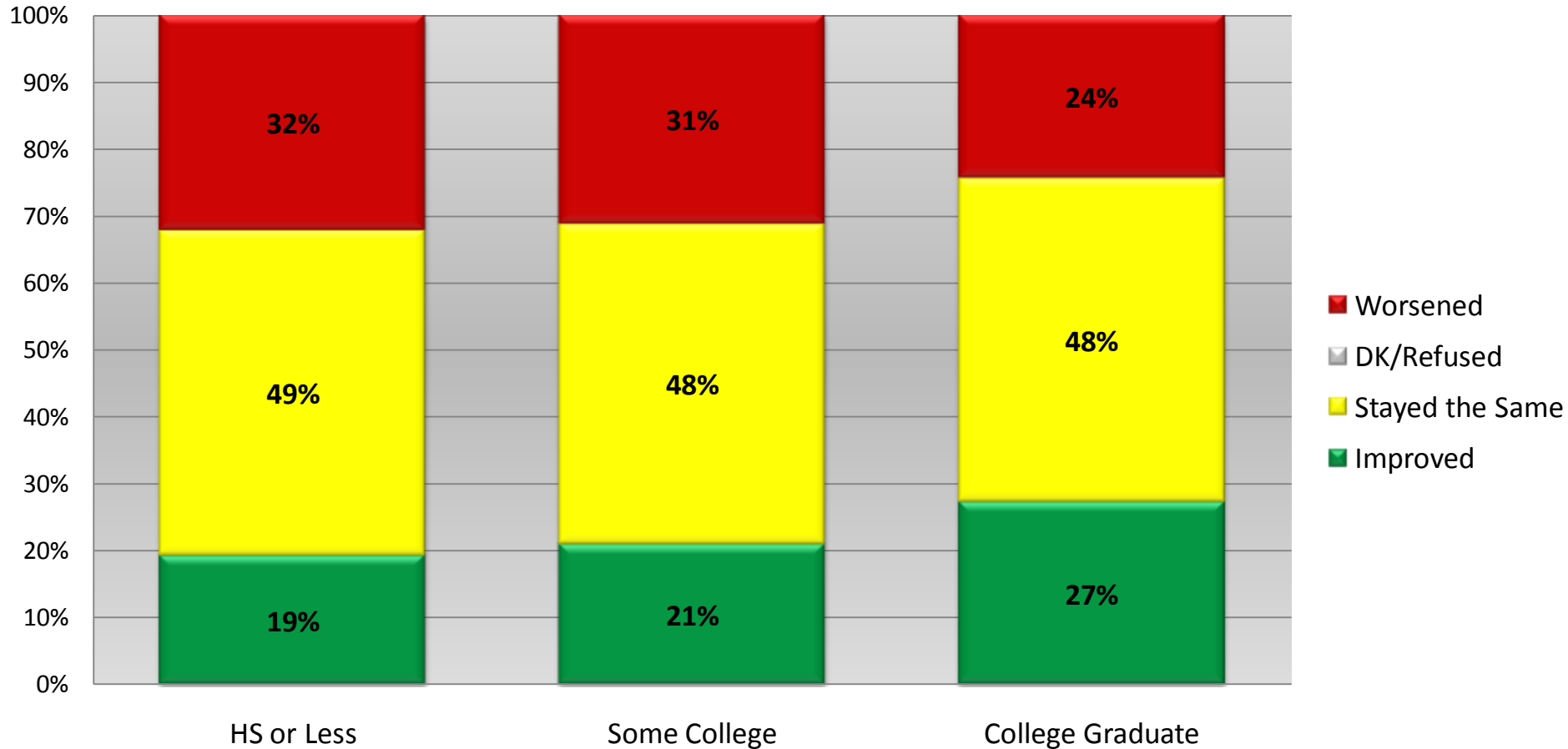


Region	Northeast	Midwest	South	West
	19%	22%	37%	22%



The more education one has the more likely they are to have seen their financial situation improve over the past year.

DC1. Over the past twelve months, has your personal financial situation improved, stayed the same, or worsened?

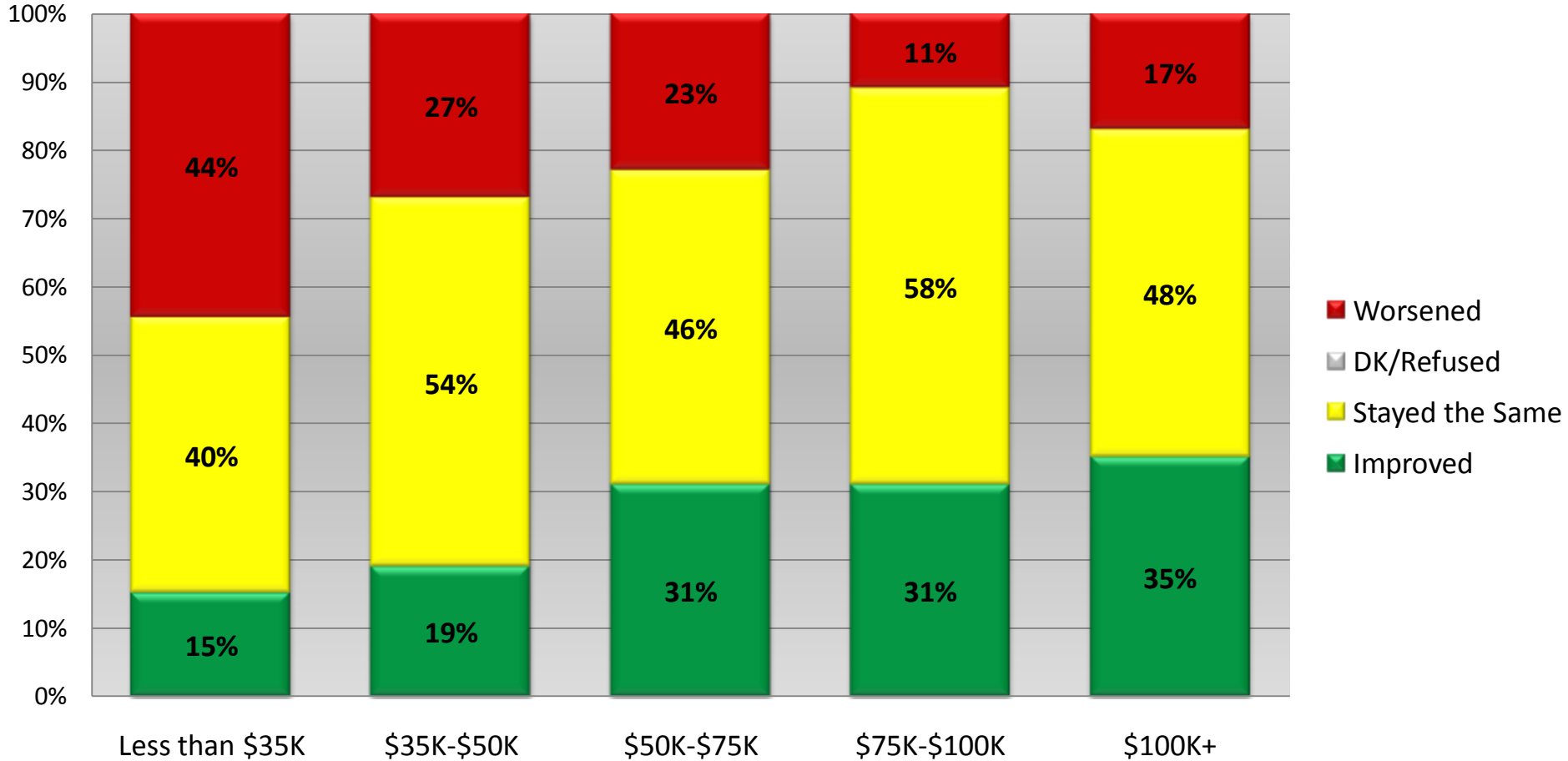


Education	HS or Less	Some College	College Graduate
	20%	29%	39%



Wealthier Americans are much more likely to say that their personal finances have improved over the last year, while nearly half of those making less than \$35K annually said that their finances weakened over the same time period.

DC1. Over the past twelve months, has your personal financial situation improved, stayed the same, or worsened?



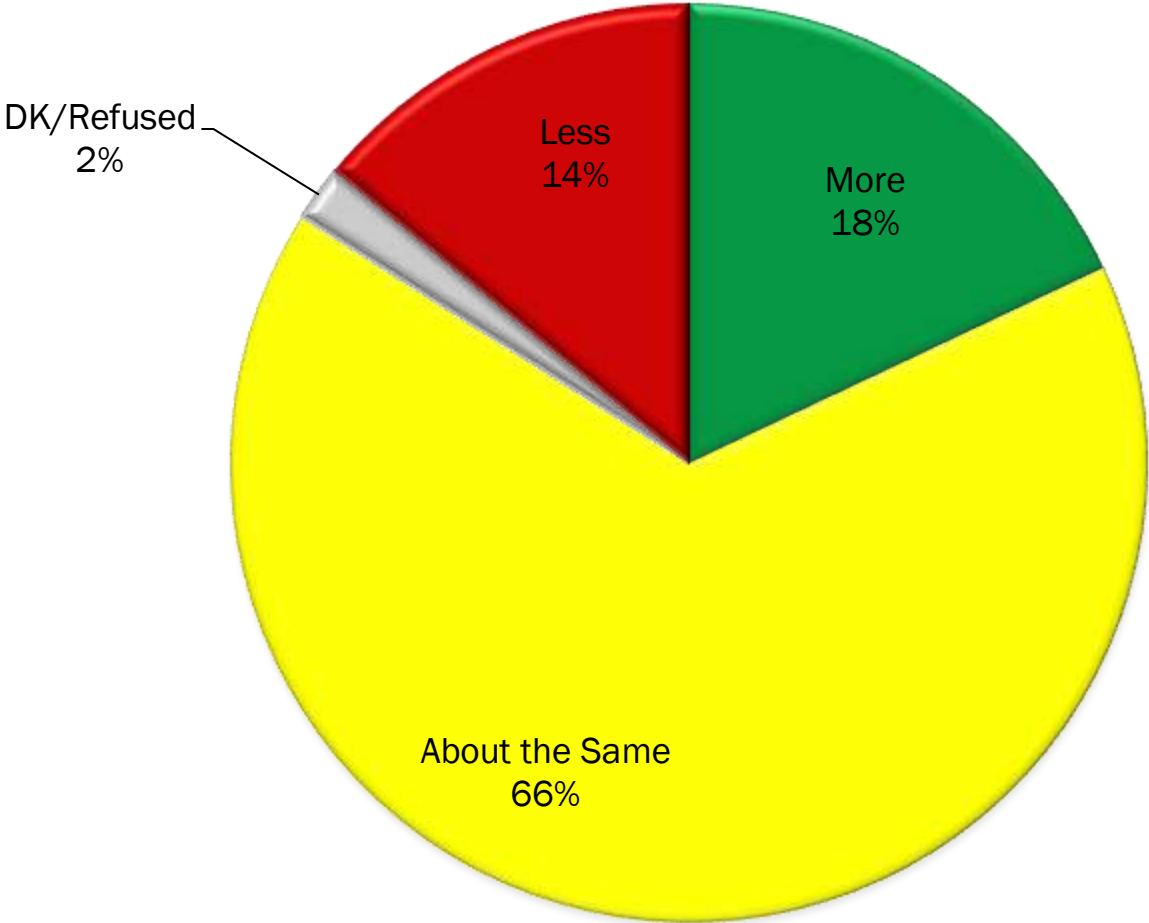
Income	<\$35K	\$35K-\$50K	\$50K-\$75K	\$75K-\$100K	\$100K+
	25%	12%	19%	11%	18%



Charitable Giving

Two in three Americans anticipate giving about the same to charity as they did in past years.

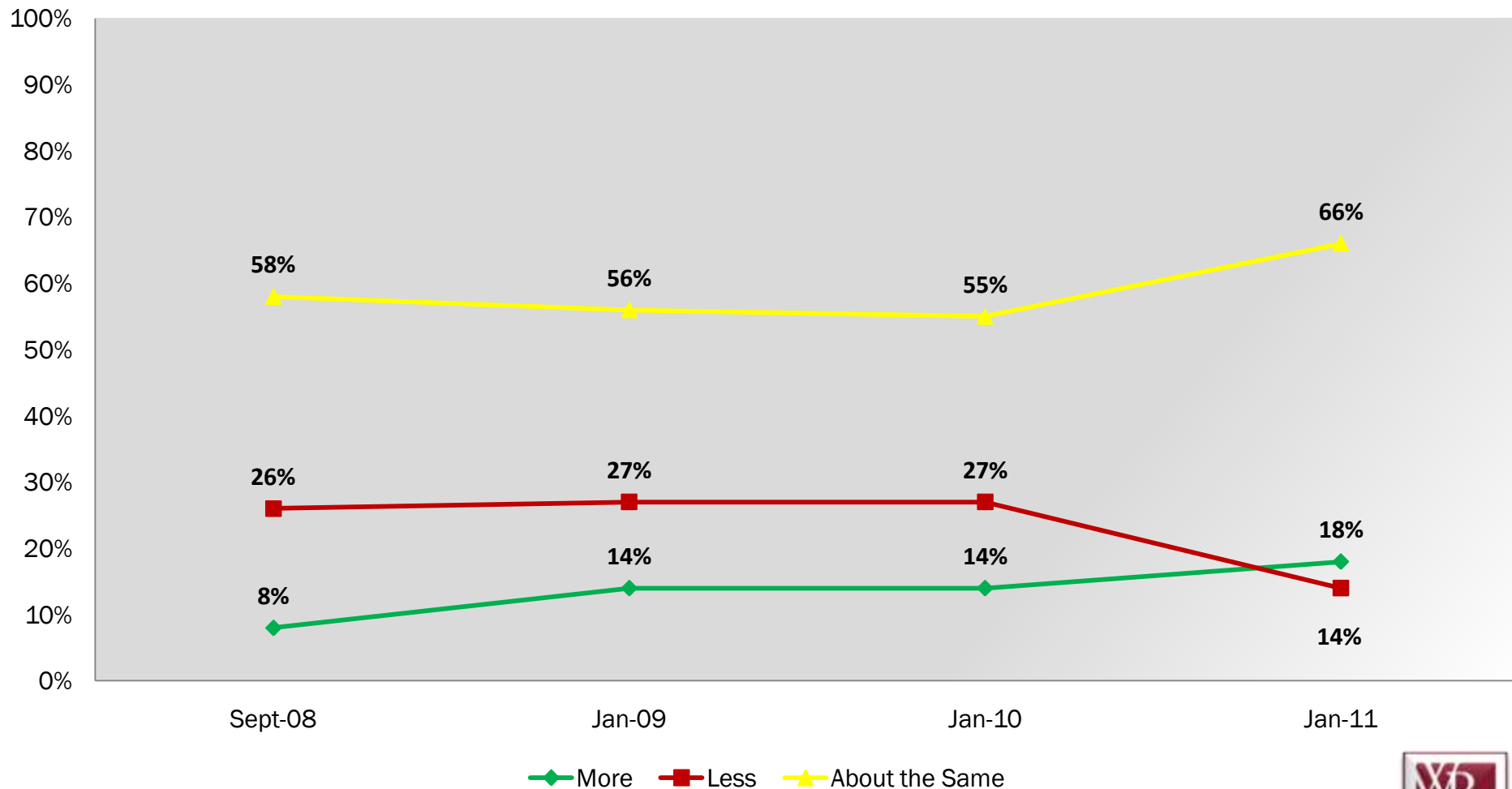
DC2. Now, thinking about charitable giving, do you anticipate giving more, less or about the same as you gave last year?



For the first time since we began asking the question in 2008, adults are more likely to expect to increase donations in the coming year than decrease.

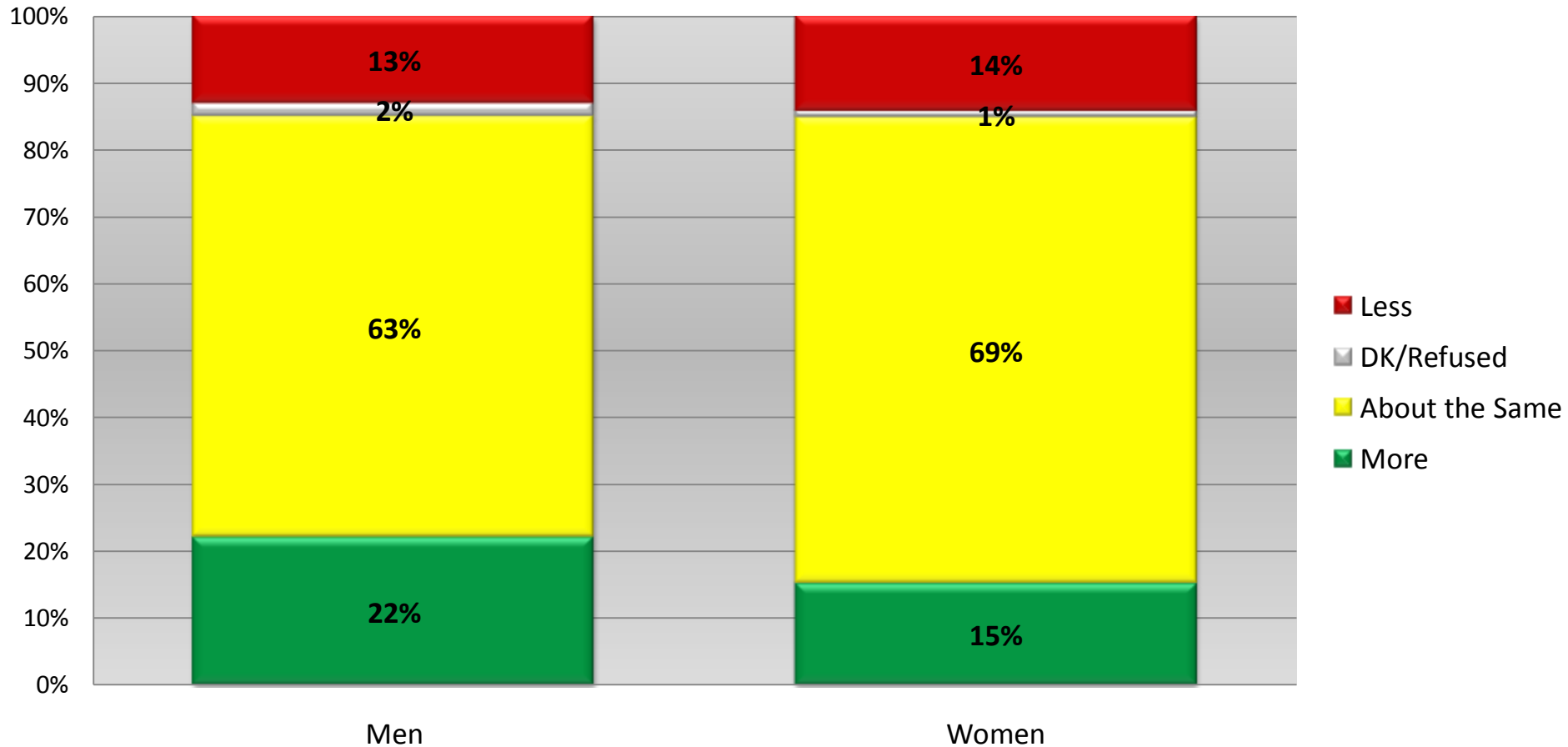
DC2. Now, thinking about charitable giving, do you anticipate giving more, less or about the same as you gave last year?

Donation Trend



Men are more likely to anticipate giving more to charity this year than women.

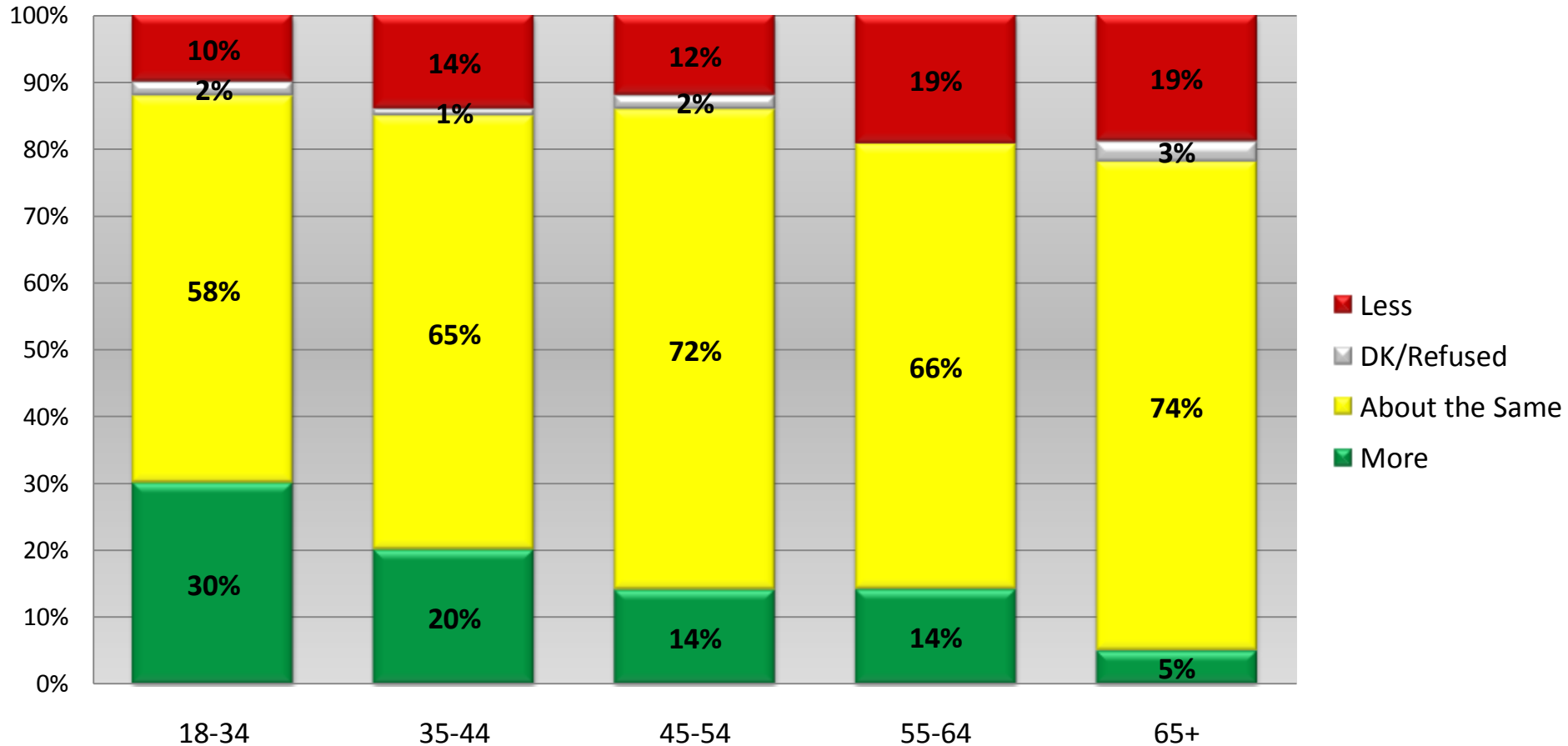
DC2. Now, thinking about charitable giving, do you anticipate giving more, less or about the same as you gave last year?



Gender	Men	Women
	50%	50%

Younger Americans are more likely to anticipate donating more to charity this year than they have in the past.

DC2. Now, thinking about charitable giving, do you anticipate giving more, less or about the same as you gave last year?

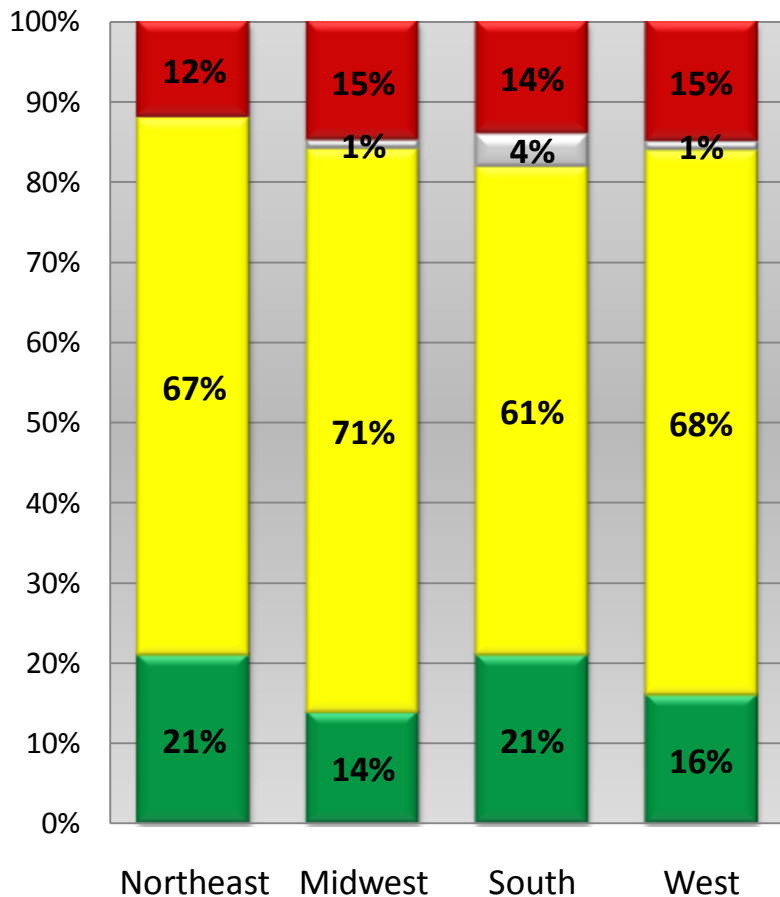


Age	18-34	35-44	45-54	55-64	65+
	25%	19%	26%	19%	11%

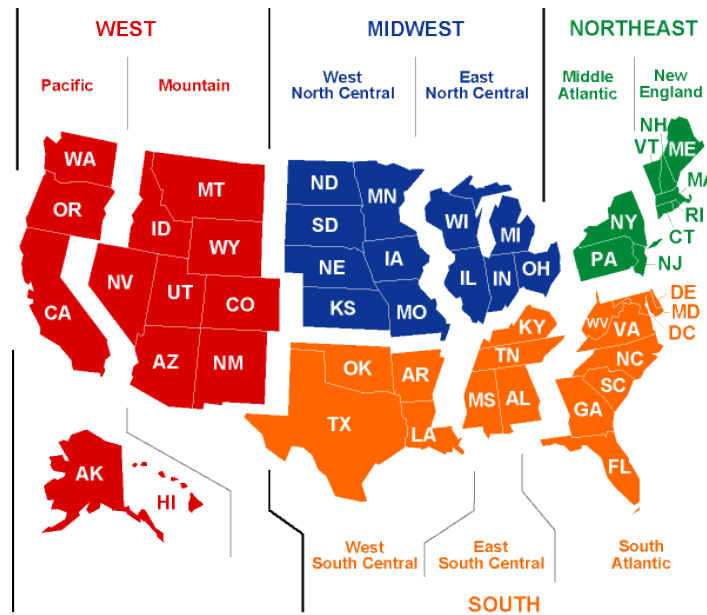


Adults living in the Northeast or Southern parts of the country are the most likely to donate more to charity in the next year than they have in the past.

DC2. Now, thinking about charitable giving, do you anticipate giving more, less or about the same as you gave last year?



- Less
- DK/Refused
- About the Same
- More

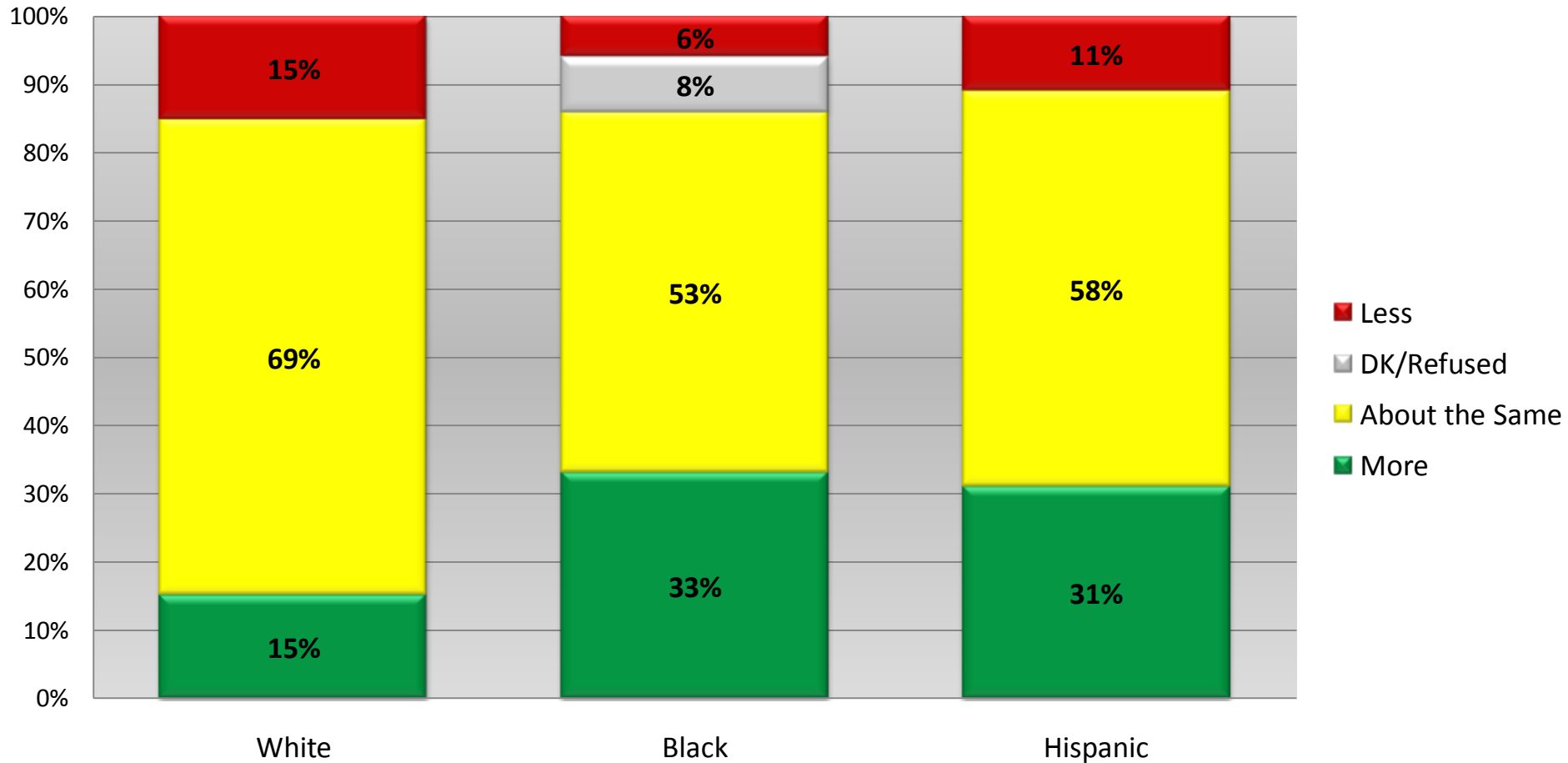


Region	Northeast	Midwest	South	West
	19%	22%	37%	22%



Adults from a minority background are more likely to donate more to charity this year than they have in the past.

DC2. Now, thinking about charitable giving, do you anticipate giving more, less or about the same as you gave last year?

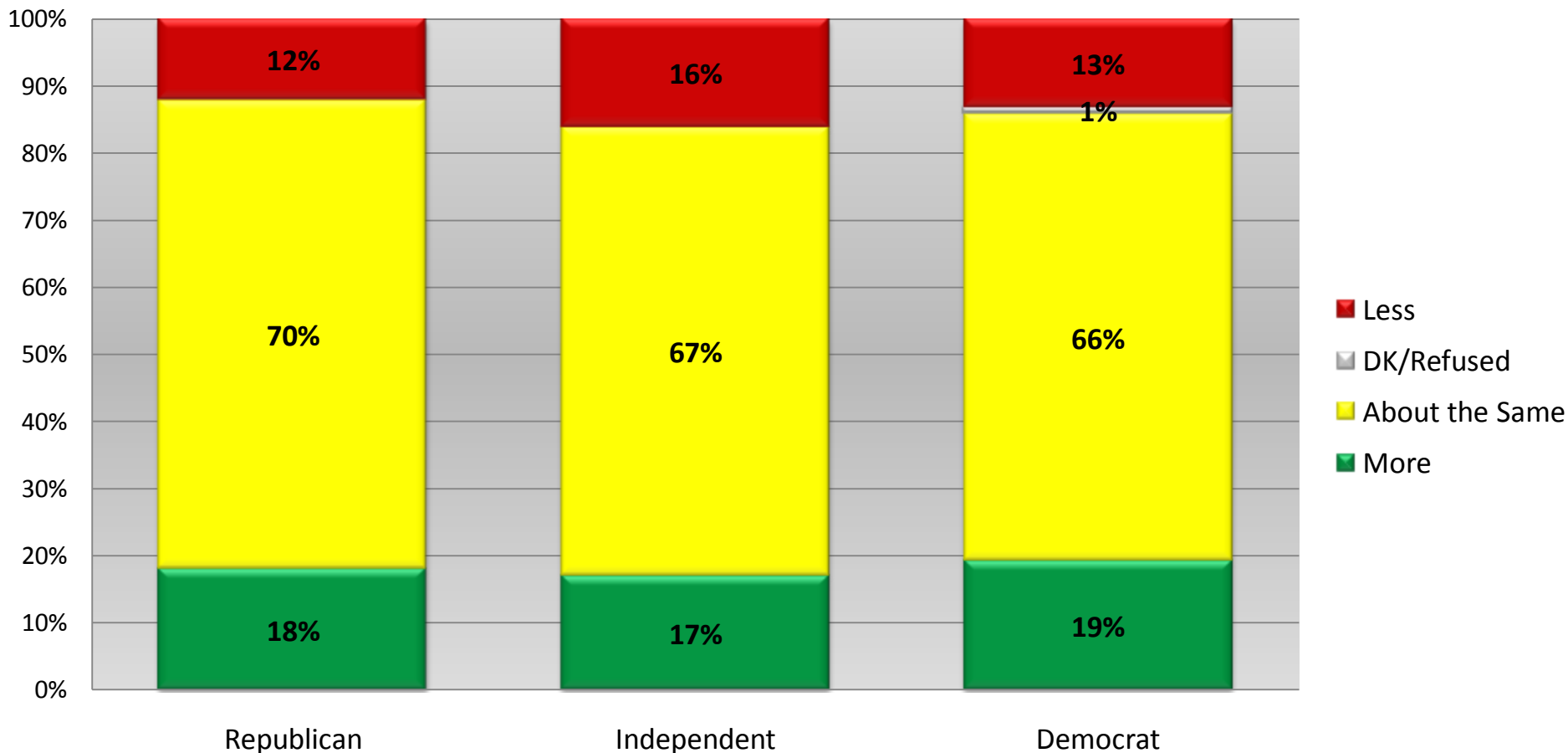


Ethnicity	White	Black	Hispanic
	78%	9%	5%



Partisan affiliation has little to no relationship with adults intentions to modify their giving over the next year.

DC2. Now, thinking about charitable giving, do you anticipate giving more, less or about the same as you gave last year?

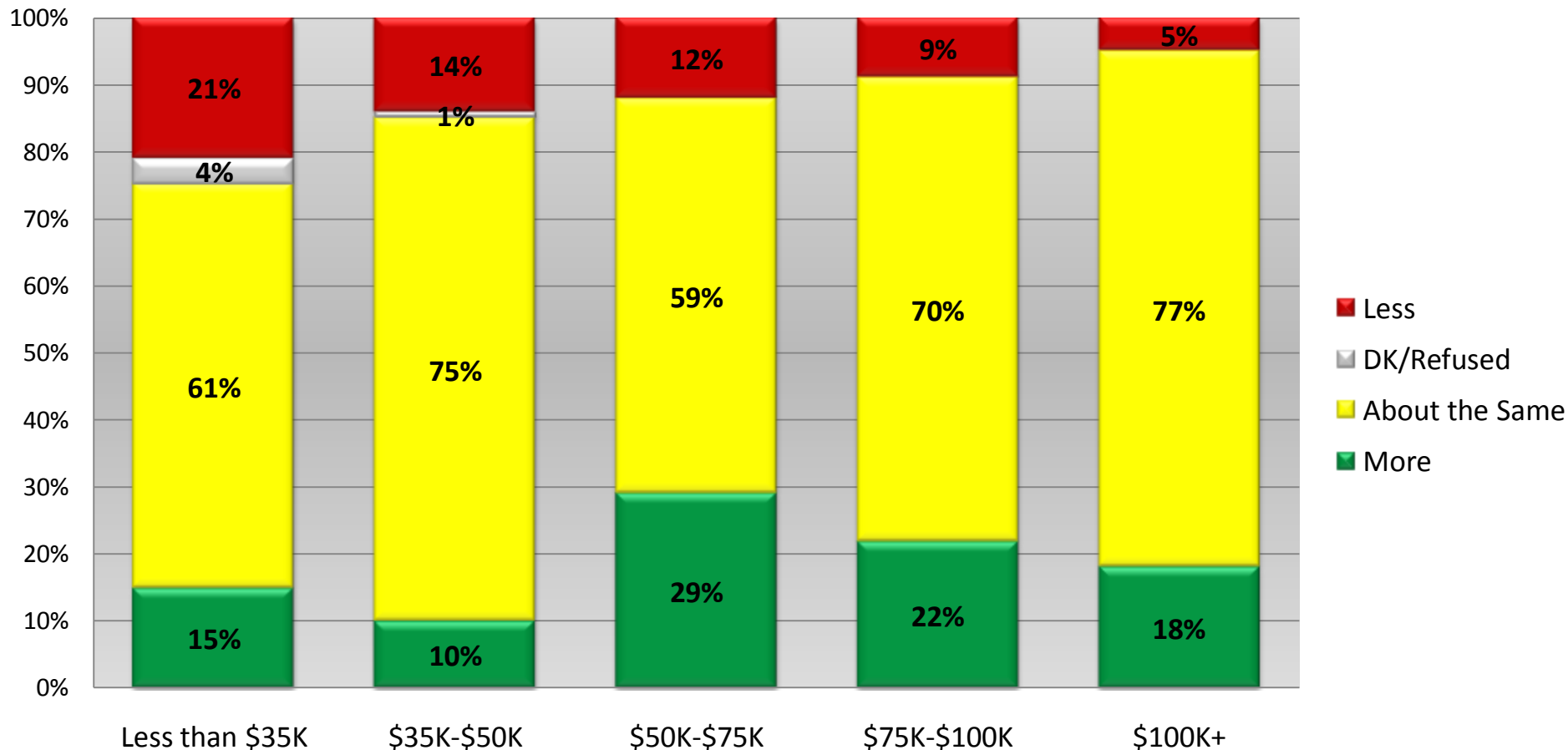


Political Party	Republican	Independent	Democrat
	30%	34%	33%



Upper-middle class Americans are the most likely to increase their donations, while one in five adults making less than \$35K view themselves donating less in 2011.

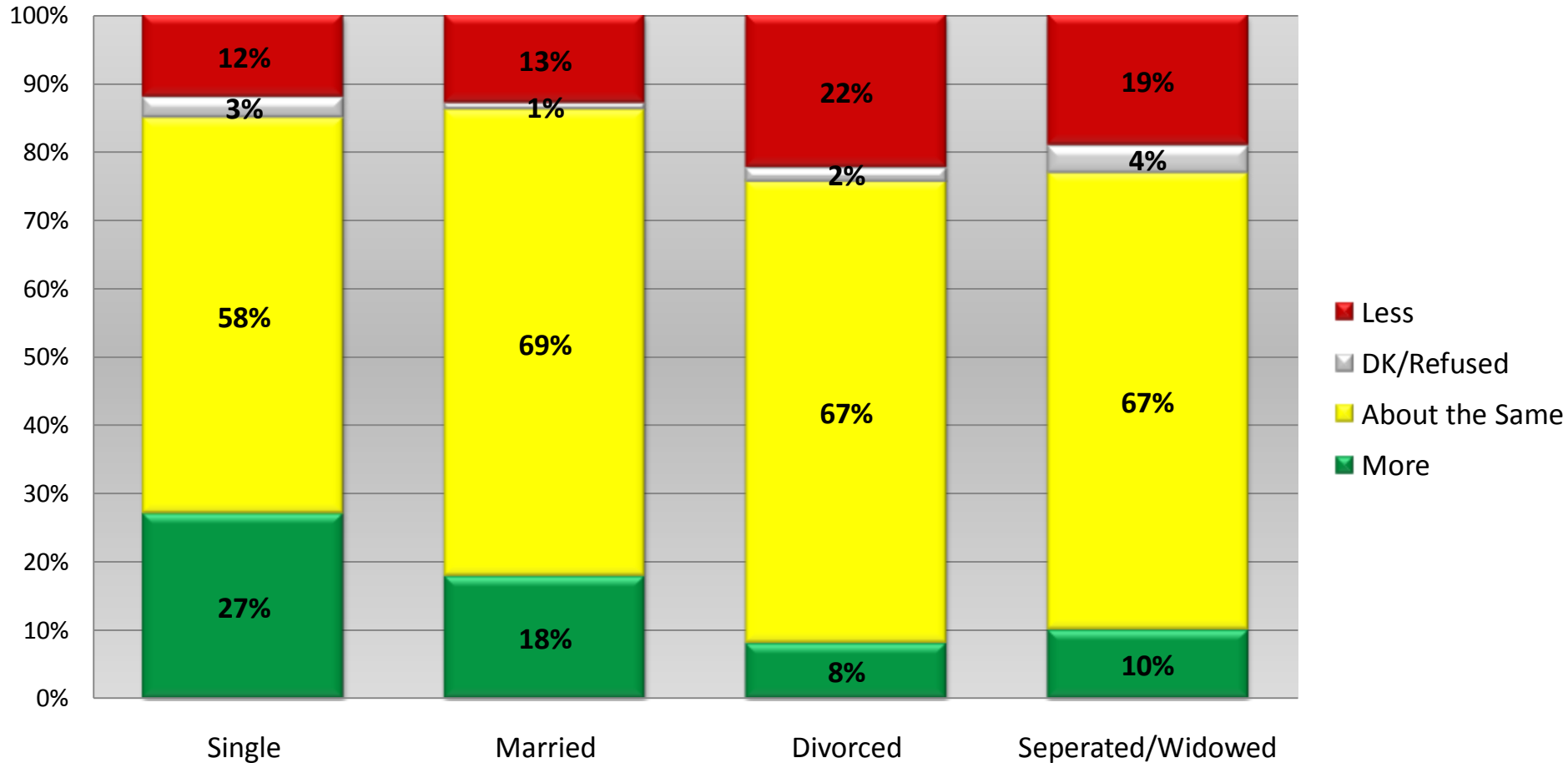
DC2. Now, thinking about charitable giving, do you anticipate giving more, less or about the same as you gave last year?



Income	<\$35K	\$35K-\$50K	\$50K-\$75K	\$75K-\$100K	\$100K+
	25%	12%	19%	11%	18%

Americans who are divorced, separated, or widowed are more likely to cut back on their donations to charity this year than those who are single or married.

DC2. Now, thinking about charitable giving, do you anticipate giving more, less or about the same as you gave last year?

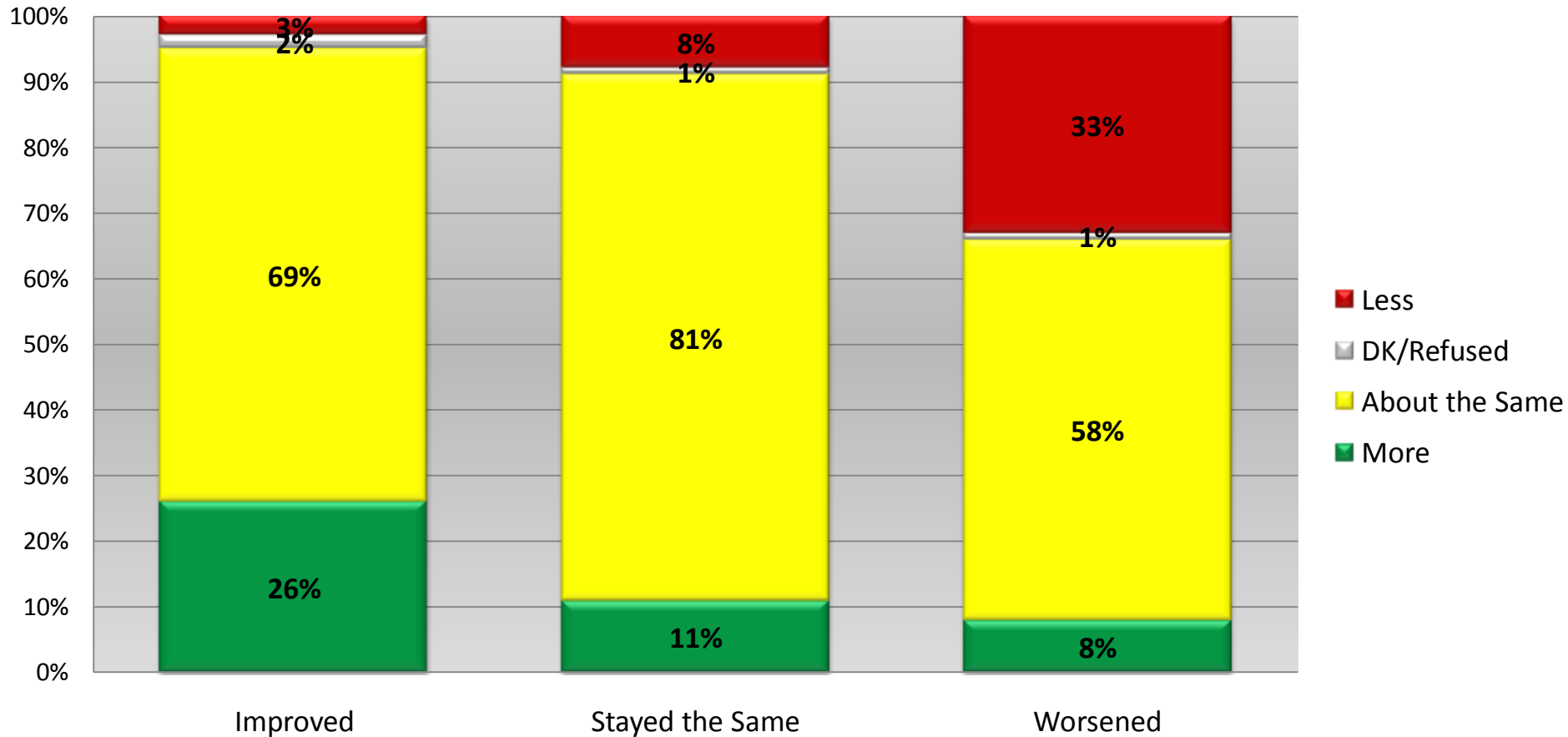


Marital Status	Single	Married	Divorced	Separated/Widowed
	15%	62%	12%	20%



Giving trends are highly correlated with one's economic situation, as a quarter of those whose financial situation has improved indicate that they will donate more to charity this year.

DC2. Now, thinking about charitable giving, do you anticipate giving more, less or about the same as you gave last year?

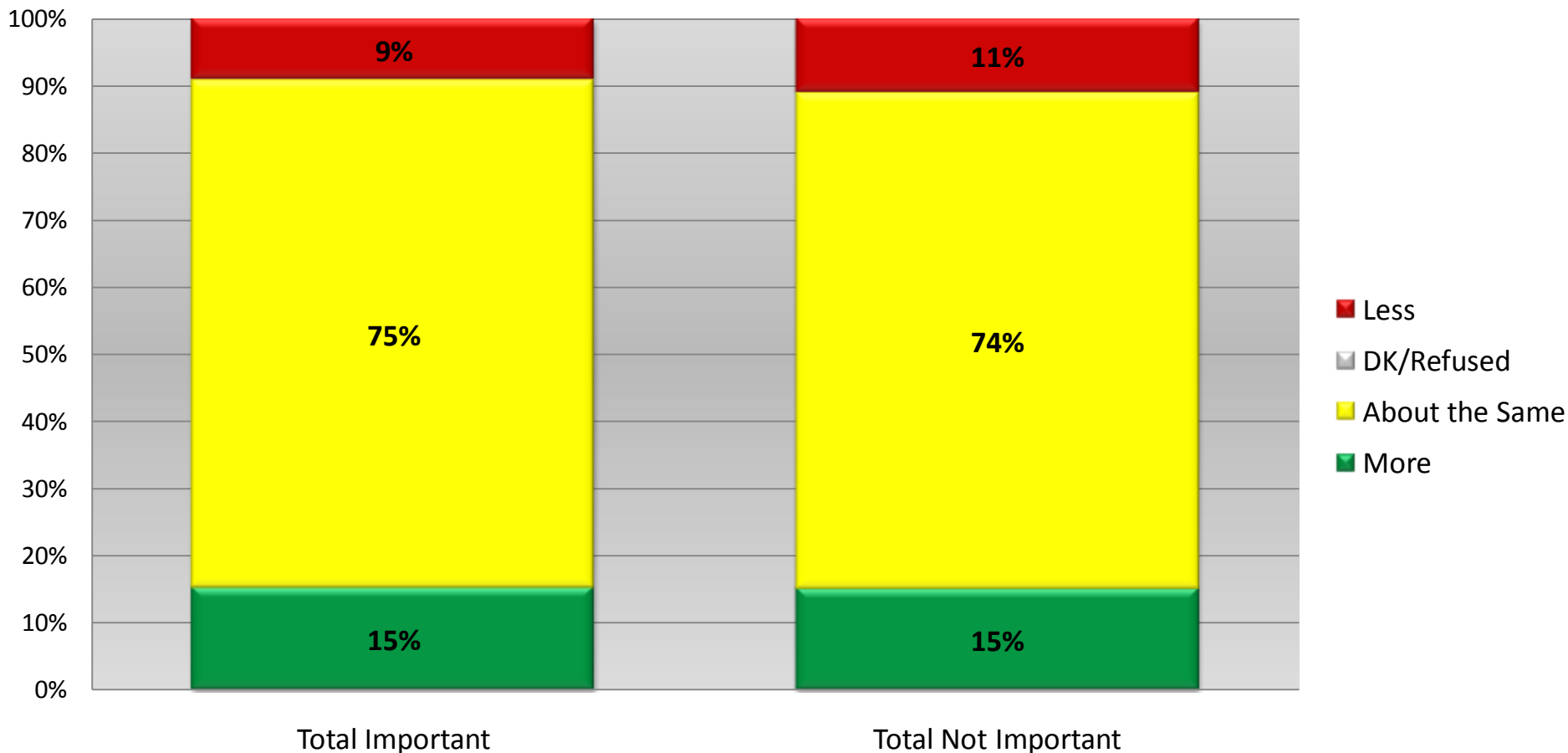


Economic Situation	Improved	Stayed the Same	Worsened
	24%	48%	27%



Whether or not you receive a tax write-off for donating to charity does not make Americans more likely to increase their donation amount to charity this year.

DC2. Now, thinking about charitable giving, do you anticipate giving more, less or about the same as you gave last year?



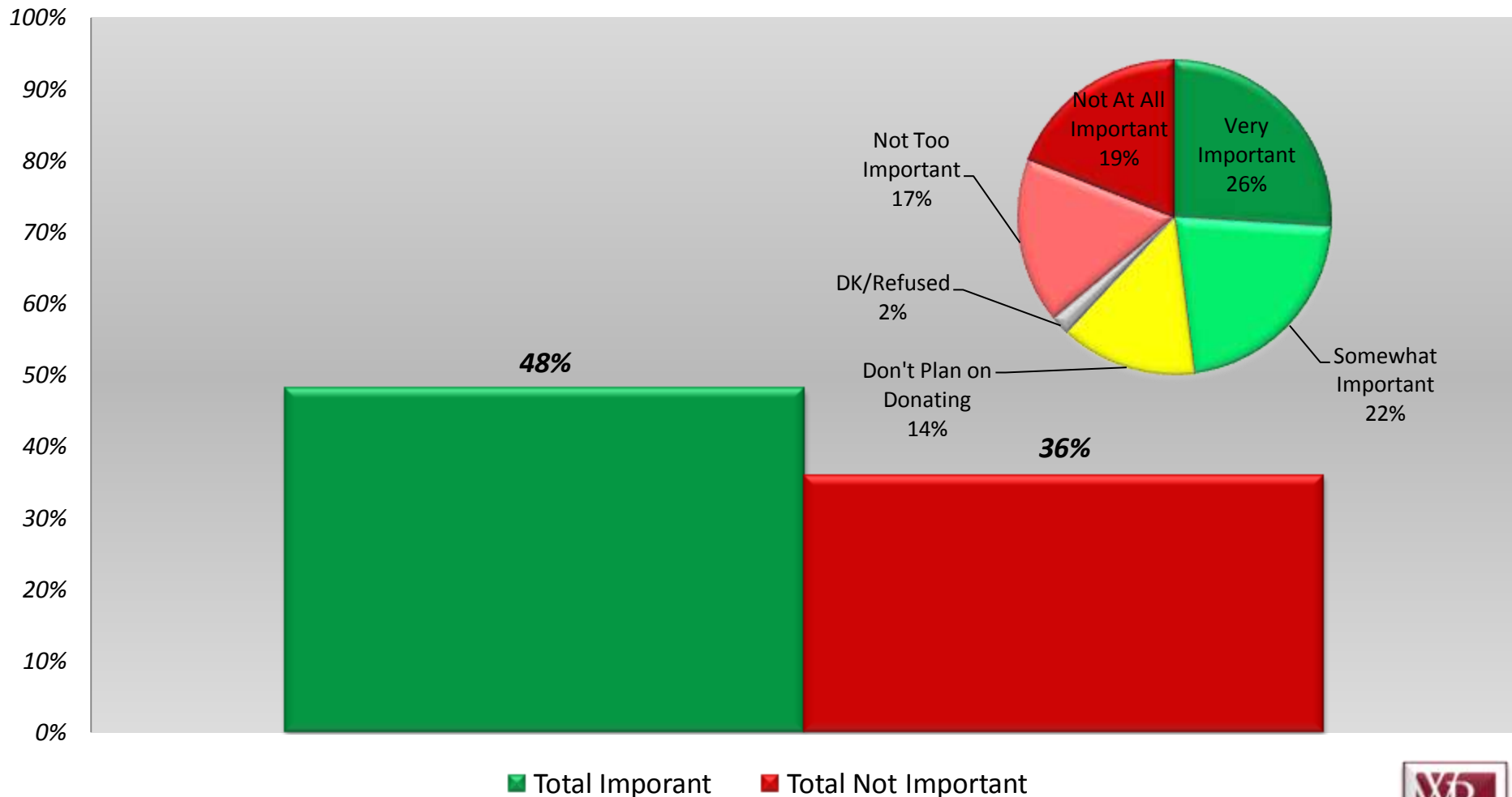
Tax Deductions	Total Important	Total Not Important
	48%	36%



Tax Deductions

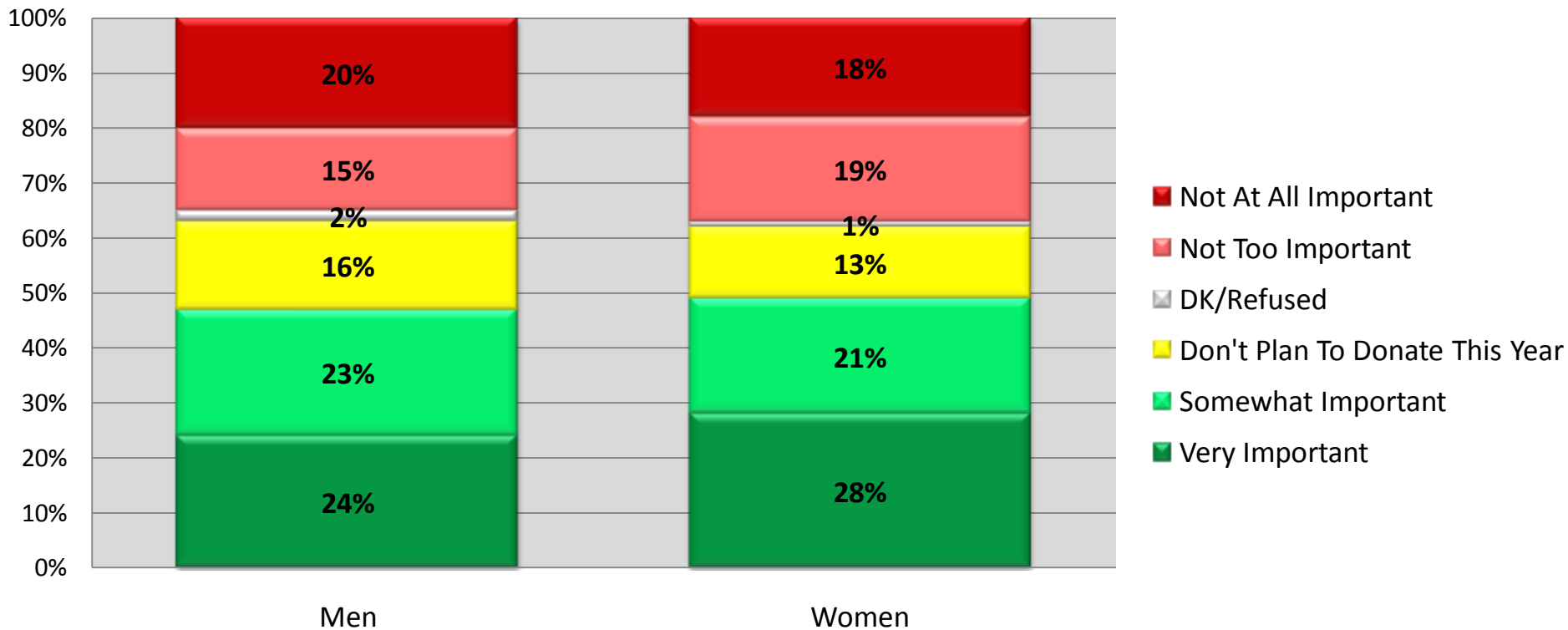
Just under half of all Americans believe that the ability to deduct their contributions from their tax returns is important to them in determining how much they will donate this year.

DC3. If you plan to donate to charitable causes in 2011, how important is it to you to be able to deduct your contributions from your taxes in determining how much you will donate? Would you say it is very important, somewhat important, not too important, or not at all important?



Being able to write off one's charitable donations is equally important to men and women when deciding how much to donate to charity.

DC3. If you plan to donate to charitable causes in 2011, how important is it to you to be able to deduct your contributions from your taxes in determining how much you will donate? Would you say it is very important, somewhat important, not too important, or not at all important?

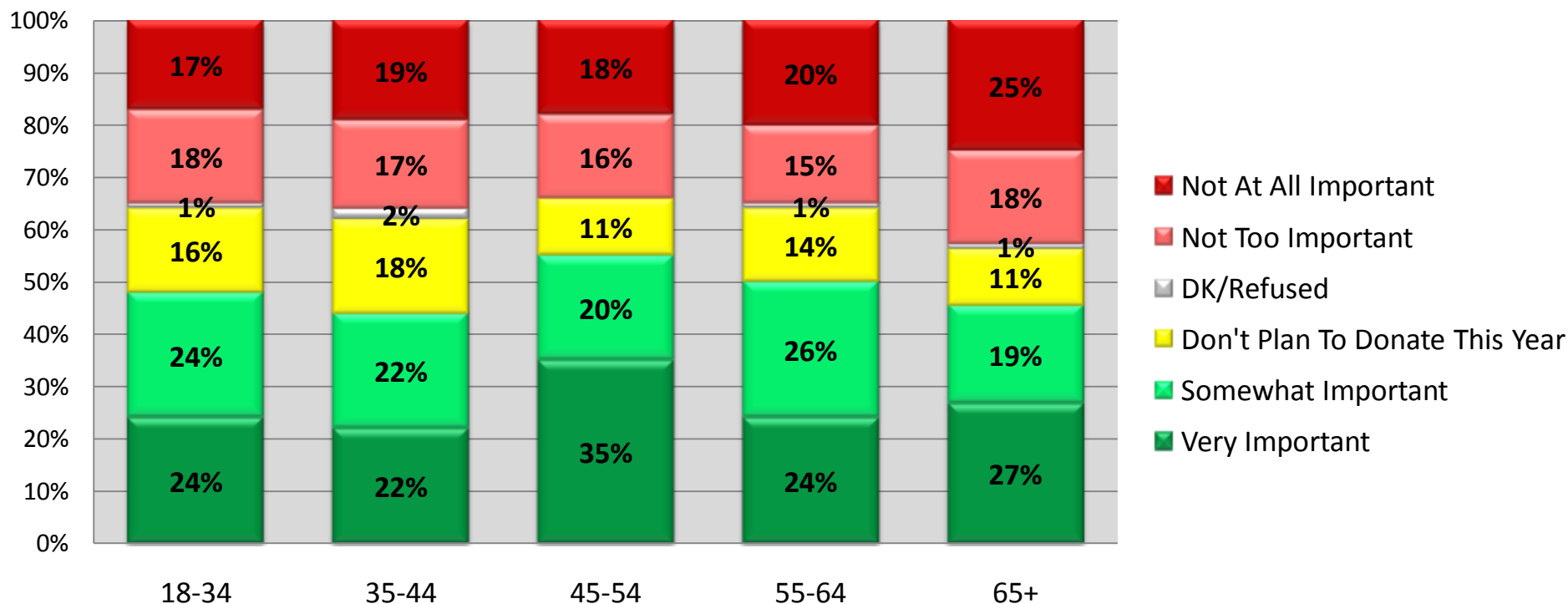


Gender	Men	Women
	50%	50%
Total Important	47%	49%
Total Not Important	35%	37%



Adults between the ages of 45 and 54 are the most likely to say that deducting their contributions from their tax returns is important to them when they decide how much to donate each year.

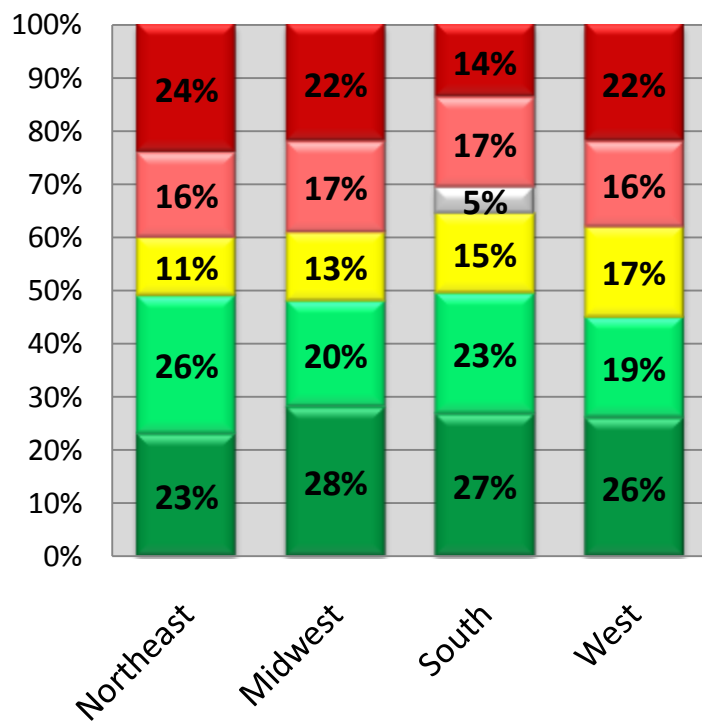
DC3. If you plan to donate to charitable causes in 2011, how important is it to you to be able to deduct your contributions from your taxes in determining how much you will donate? Would you say it is very important, somewhat important, not too important, or not at all important?



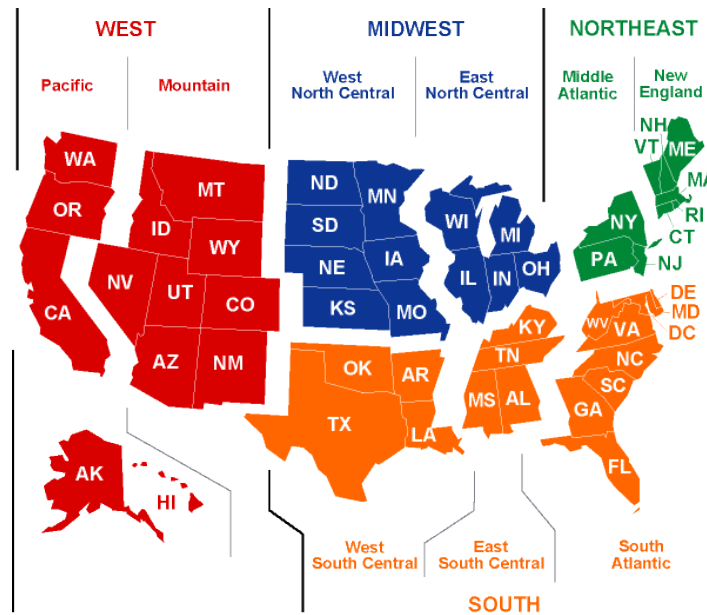
Age	18-34	35-44	45-54	55-64	65+
Total Important	48%	44%	55%	50%	46%
Total Not Important	35%	36%	34%	35%	43%

Americans from the South are the most concerned with the fact that they can deduct their charitable contributions from their taxes when deciding how much to give each year.

DC3. If you plan to donate to charitable causes in 2011, how important is it to you to be able to deduct your contributions from your taxes in determining how much you will donate? Would you say it is very important, somewhat important, not too important, or not at all important?



- Not At All Important
- Not Too Important
- DK/Refused
- Don't Plan To Donate This Year
- Somewhat Important
- Very Important

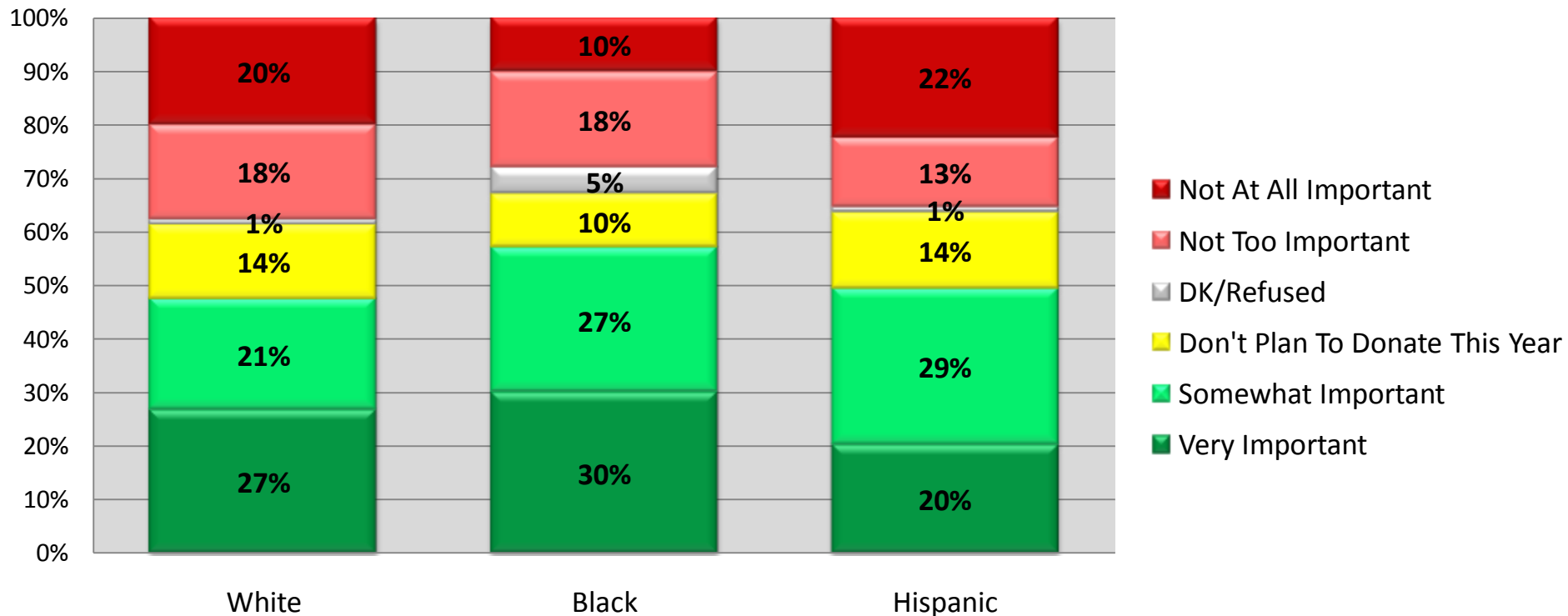


Region	Northeast	Midwest	South	West
Total Important	49%	48%	50%	45%
Total Not Important	40%	39%	31%	38%



African-American adults are the most likely to say that it is important for their charitable donations to be written off their taxes.

DC3. If you plan to donate to charitable causes in 2011, how important is it to you to be able to deduct your contributions from your taxes in determining how much you will donate? Would you say it is very important, somewhat important, not too important, or not at all important?

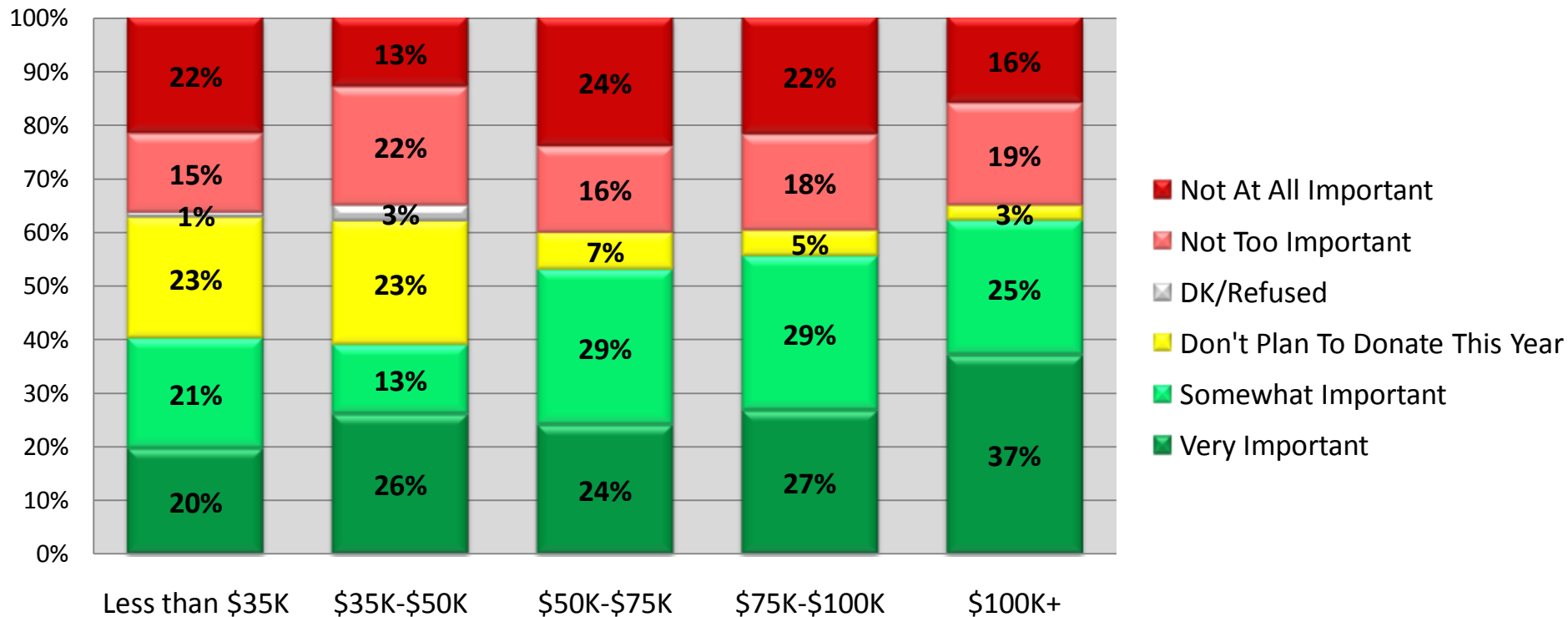


Ethnicity	White	Black	Hispanic
Total Important	78%	9%	5%
Total Not Important	48%	57%	49%
Total Not Important	38%	28%	35%



Having one's charitable donations written off on their tax returns is most important to Americans making more than \$50K annually.

DC3. If you plan to donate to charitable causes in 2011, how important is it to you to be able to deduct your contributions from your taxes in determining how much you will donate? Would you say it is very important, somewhat important, not too important, or not at all important?

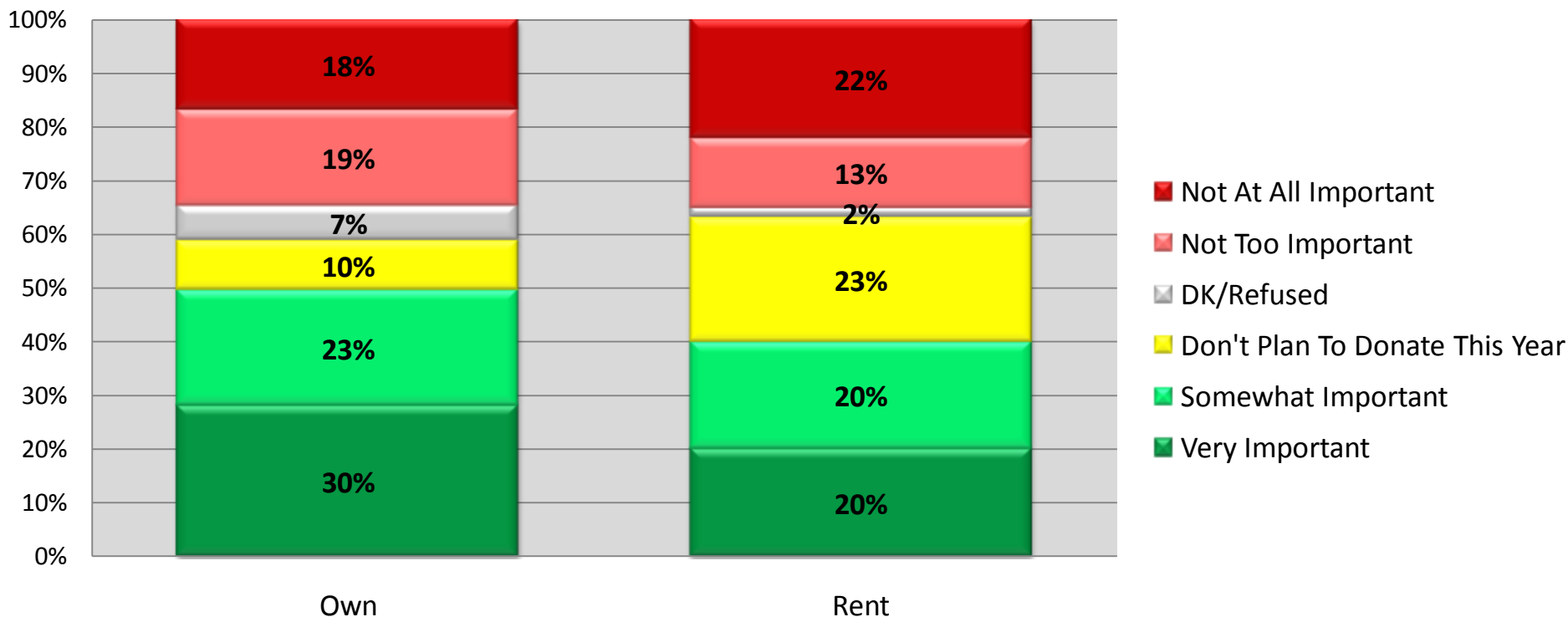


Income	<\$35K	\$35K-\$50K	\$50K-\$75K	\$75K-\$100K	\$100K+
Total Important	41%	39%	53%	56%	62%
Total Not Important	37%	35%	40%	40%	35%



Americans who own their houses are more likely to say that it is important to them that they can deduct their contributions from their taxes when determining how much to donate to charity this year.

DC3. If you plan to donate to charitable causes in 2011, how important is it to you to be able to deduct your contributions from your taxes in determining how much you will donate? Would you say it is very important, somewhat important, not too important, or not at all important?



Tenure	Own	Rent
Total Important	76%	21%
Total Not Important	53%	40%
Total Not Important	37%	35%

Americans who have seen their financial situation weaken during the past year are the least likely to be concerned with whether or not they can deduct their donations from their taxes.

DC3. If you plan to donate to charitable causes in 2011, how important is it to you to be able to deduct your contributions from your taxes in determining how much you will donate? Would you say it is very important, somewhat important, not too important, or not at all important?

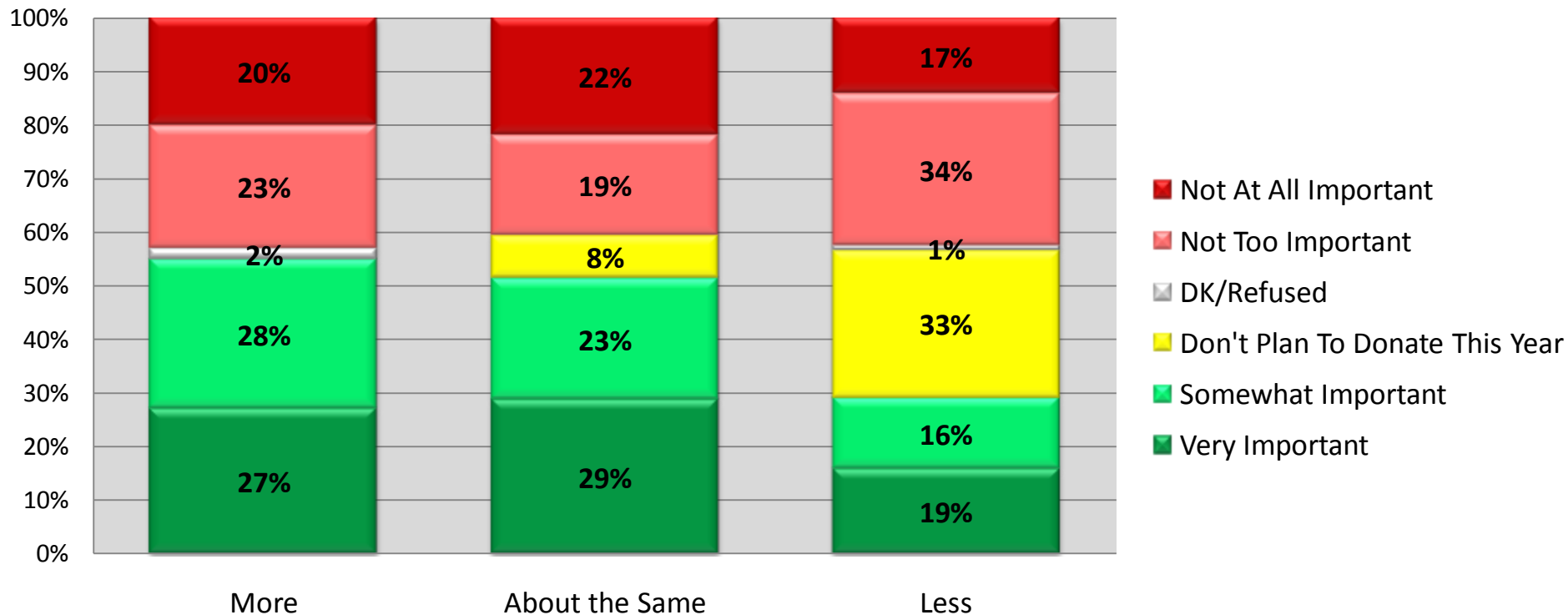


Financial Situation	Improved	Stayed the Same	Worsened
Total Important	49%	50%	50%
Total Not Important	44%	51%	30%



Receiving tax breaks for donations is most important to Americans who plan to donate either at the same level or higher than they did in 2010.

DC3. If you plan to donate to charitable causes in 2011, how important is it to you to be able to deduct your contributions from your taxes in determining how much you will donate? Would you say it is very important, somewhat important, not too important, or not at all important?



Charitable Giving	More	About the Same	Less
Total Important	55%	52%	35%
Total Not Important	43%	41%	51%



Summary and Recommendations

Summary and Recommendations

- **Approximately half of all adults feel that their financial situation has stayed the same in the last 12 months. The rest are about evenly split between “improved” and “worsened.”**
 - Wealthier adults tend to be more likely to feel that their financial situation has improved, while less wealthy adults are more likely to report that their financial situation has worsened.
 - Improvement is also correlated with educational attainment.
 - Younger adults are more likely to indicate that their financial situation has improved, while those age 65 and over are more likely to indicate that their financial situation has stayed the same.
 - Adults in the Midwest were least likely to say that their financial situation has improved.
- **For the first time since we began asking the question in 2008, adults are more likely to expect to increase donations in the coming year than decrease.**
 - Younger adults are more likely to increase the amount of money they donate to charity this year than older ones.
 - The amount of money one donates is also correlated with income—those who make more are more likely to donate more money to charity this year than those who make less money.
 - Single adults, men and Americans from a minority background are more likely to increase the amount of money they donate to charity this year than married adults, women, and white Americans.
 - There is little difference in likelihood to increase or decrease donations between party affiliations.

Summary and Recommendations

- Tax deductions are important to almost half of respondents, while only approximately one third indicate that they are not important.
 - A quarter of respondents indicate that deductions are very important.
 - Importance of tax deductions is correlated with income, with 62% of those making more than \$100k per year saying it is at least somewhat important.
 - Those who own their homes are more likely to say that it is important to them that they can get their charitable donations written off of their taxes.
 - Adults who said that they were likely to donate to charity at either the same level or in larger sums also said that it was more important to them that their donations be tax deductible.

Research Design and Demographics

Wilson Research Strategies conducted a study of adults nationwide.

Respondents were contacted by phone via a live telephone operator interview January 6-10, 2011 through Random Digit Dialing (RDD). The study has a sample size of n=1,000 adults. The margin of error is equal to $\pm 3.1\%$ in 95 out of 100 cases.

Demographics

Age	Survey Results	Employment	Survey Results
18-34	11%	Employed Full-Time	31%
35-44	14%		
45-54	19%	Employed Part-Time	9%
55-64	26%	Self-Employed	10%
65-74	19%	Retired	33%
75 and over	11%	Not Currently Employed	10%
Ethnicity			
Caucasian	78%	Other	7%
African-American	9%		
Hispanic	5%	Political Party	
Other	8%	Republican	30%
Gender		Independent/Other	34%
Men	50%	Democrat	33%
Women	50%		



Demographics

Marital Status		Survey Results		Children in Household		Survey Results	
Single, Never Married	15%	Yes	47%	No	53%		
Married	62%						
Separated/Divorced	12%						
Widowed	10%						
Tenure				Income			
Own	76%	Less than \$50K	39%	\$50K-\$100K	30%		
Rent	21%	\$100K+	19%				
Education				Region			
HS or Less	20%	Northeast	19%	Midwest	22%		
Some College	29%	South	37%	West	22%		
College Grad/Post Grad	39%						



WILSON RESEARCH STRATEGIES

For additional information about this data please feel free to contact:

Chris Wilson

CEO

cwilson@w-r-s.com

Bryon Allen

COO

ballen@w-r-s.com

Brian Smith

Account Executive

bsmith@w-r-s.com

We do much more than collect information. We interpret and analyze data to develop actionable strategies and tactics to best position our client versus the competition.

405.286.6500