

Kelly Gullo
585.214.7172
kgullo@harrisinteractive.com

Most Donors Say Disaster Relief Giving Has Not Affected Other Charitable Giving in the Past Year

Vast majority of those who contribute to charities do so for intrinsic reasons

A new Wall Street Journal Online/Harris Interactive Personal Finance Poll finds more than four in five (83%) U.S. adults have contributed to a charity in the past 12 months. Large numbers say they contribute for reasons that make them feel good. Majorities say they give to charities in order to help others less fortunate/to make a difference (81%) and because it's the right thing to do (75%). More than one in five (22%) say they give to set an example. Fewer say one of their top reasons to give is the tax write-off (17%), they feel pressured into giving (4%) or their company strongly encourages it (3%). The survey also shows that despite people's contributions to disaster charities in the last year, the vast majority of those who gave indicate that their donations to non-disaster charities also remained steady (65%) or increased (15%) in the last 12 months.

Below are the results of the online survey of 2,086 U.S. adults conducted between November 9 and 11, 2005, for The Wall Street Journal Online's Personal Journal Edition.

Anne Aldrich, senior vice president of the Financial Services Research Practice at Harris Interactive, states, "Recent natural disasters with widespread media coverage that hit close to home, like Hurricane Katrina, apparently heighten, not hinder, Americans' willingness to contribute to those less fortunate. They are motivated to give more because their awareness of their need to help becomes more acute."

Who's contributing to what and how much

In a year plagued with many natural disasters, it's not surprising that disaster relief charities were the most common type of charity U.S. adults donated to in the past 12 months (49%). Other charities adults who contributed over the last year were likely to contribute to include:

- Religious (37%)
- Shelter/homeless (19%)
- Hunger/food (28%)
- Educational (16%)
- Health-based/disease-related (22%)
- The arts (8%)
- Animal (19%)
- Other (14%)

Personal Finance Poll

The survey shows that the likelihood to contribute to charities appears to increase with age. About three-quarters (74%) of adults aged 18 to 34 say they have contributed to a charity in the past 12 months, compared to 81 percent of 35 to 44 year olds, 86 percent of 45 to 54 year olds, and 92 percent of those aged 55 and older.

When looking at the amount of money recent contributors say they gave to charities, 34 percent gave \$100 or less, 24 percent gave \$101 to \$500, 10 percent gave \$501 to \$1,000, and 22 percent gave more than \$1,000. As one might expect, age and income appear to play a factor in the amount of money people contribute. Older contributors give more, on average, than younger contributors, while those with higher incomes give more, on average, than those with lesser incomes.

Motivators for contributing

Many different things motivate people to contribute to specific charities. More than seven in ten (72%) recent contributors (i.e. those who have given to a charity in the past 12 months) say they are more likely to contribute to a charity when they believe in the cause/want to have an influence. Recent donors also say they are more likely to contribute when:

- I have faith that money is being used in the way I would like (67%).
- I know someone who has been personally affected by the cause (42%).
- I am able to see the impact of my contribution (38%).
- I know someone personally who is raising money for the organization and asks for a donation (21%).
- There is a lot of media attention about the issue (7%).

TABLE 1A

Contribution to Charities in the Last 12 Months – by Region

"In the past 12 months, which of the following types of charities have you contributed to?"

Base: All Adults

	Region				
	Total (n=2,086)	Northeast (n=467)	Midwest (n=488)	South (n=674)	West (n=457)
	%	%	%	%	%
Contributed to a Charity in the Past 12 Months (Net)	83	85	81	83	84
Disaster relief	49	51	47	48	49
Religious	37	35	36	43	33
Hunger/Food	28	29	26	24	35
Health-based/Disease-related	22	26	23	19	21
Animal	19	25	15	17	22
Shelter/Homeless	19	19	18	16	23
Educational	16	17	13	16	18
The arts	8	11	7	5	10
Other	14	15	13	14	16
I have not contributed to a charity in the past 12 months	17	15	19	17	16

Note: Multiple-response question.

Subscribe:

www.harrisinteractive.com/financial

TABLE 1B

Contribution to Charities in the Last 12 Months – by Age

“In the past 12 months, which of the following types of charities have you contributed to?”

Base: All Adults

	Age				
	Total (n=2,086)	18-34 (n=574)	35-44 (n=472)	45-54 (n=379)	55+ (n=661)
	%	%	%	%	%
Contributed to a Charity in the Past 12 Months (Net)	83	74	81	86	92
Disaster relief	49	36	52	49	57
Religious	37	25	33	38	52
Hunger/Food	28	17	25	31	38
Health-based/Disease-related	22	17	19	26	27
Animal	19	13	22	22	22
Shelter/Homeless	19	12	18	22	25
Educational	16	17	15	15	16
The arts	8	8	6	9	9
Other	14	12	16	15	15
I have not contributed to a charity in the past 12 months	17	26	19	14	8

Note: Multiple-response question.

Personal Finance Poll

TABLE 2A

Financial Contribution to Charities in the Last 12 Months – by Age

“Financially, how much have you contributed to charities in the past 12 months?”

Base: Contributed to a Charity in the Past 12 Months

	Age				
	Total (n=1,738)	18-34 (n=427)	35-44 (n=387)	45-54 (n=319)	55+ (n=605)
	%	%	%	%	%
Contributed Financially to a Charity in the Past 12 Months (Net)	89	91	89	89	88
\$50 or less	19	39	14	17	10
\$51 - \$100	15	18	20	12	11
\$101 - \$250	11	8	11	13	13
\$251 - \$500	13	8	13	14	17
\$501 - \$1,000	10	7	11	13	8
\$1,001 - \$2,000	6	4	6	4	8
\$2,001 - \$3,000	5	2	4	7	6
\$3,001 - \$4,000	3	2	2	1	4
\$4,001 - \$5,000	2	2	3	2	3
\$5,001 - \$10,000	3	*	2	4	6
\$10,001 - \$15,000	1	*	*	1	1
\$15,001 - \$20,000	1	-	2	*	1
\$20,001 - \$25,000	*	*	-	*	-
Over \$25,000	1	1	-	*	1
I have not made any financial contributions to charities in the past 12 months.	2	3	2	1	3
Decline to answer	9	6	9	10	10
MEAN	\$1,352	\$661	\$1,280	\$1,322	\$1,941

*Less than 0.5%.

Note: Percentages may not add up to 100% due to rounding.

TABLE 2B

Financial Contribution to Charities in the Last 12 Months – by Income

“Financially, how much have you contributed to charities in the past 12 months?”

Base: Contributed to a Charity in the Past 12 Months

	Income				
	Total (n=1,738)	Less Than \$35K (n=438)	\$35K- \$49.9K (n=274)	\$50K- \$74.9K (n=329)	\$75K+ (n=436)
	%	%	%	%	%
Contributed Financially to a Charity in the Past 12 Months (Net)	89	95	96	95	98
\$50 or less	19	44	15	12	8
\$51 - \$100	15	21	27	12	9
\$101 - \$250	11	11	12	15	12
\$251 - \$500	13	8	13	23	15
\$501 - \$1,000	10	4	12	9	15
\$1,001 - \$2,000	6	6	7	5	8
\$2,001 - \$3,000	5	2	5	4	8
\$3,001 - \$4,000	3	1	1	6	3
\$4,001 - \$5,000	2	-	1	4	5
\$5,001 - \$10,000	3	-	3	3	7
\$10,001 - \$15,000	1	-	-	-	2
\$15,001 - \$20,000	1	-	-	-	3
\$20,001 - \$25,000	*	-	-	-	-
Over \$25,000	1	-	-	-	2
I have not made any financial contributions to charities in the past 12 months.	2	2	1	1	-
Decline to answer	9	2	3	4	2
MEAN	\$1,352	\$285	\$779	\$1,085	\$2,713

*Less than 0.5%.

Note: Percentages may not add up to 100% due to rounding.

Personal Finance Poll

TABLE 3

Disasters and Their Effect on Contributions to Charities

“In the last 12 months, have your contributions to charities related to disasters such as the Asian tsunami and Hurricane Katrina had an impact on the financial amount you contribute to non-disaster charities?”

Base: Contributed to a Charity in the Past 12 Months

	Total (n=1,536)
	%
Usually Contribute to Non-Disaster/Contributed to Disaster Charities Past 12 Months (Net)	87
Yes, I have increased the financial amount I usually contribute to non-disaster charities.	15
Yes, I have decreased the financial amount I usually contribute to non-disaster charities.	8
No, the financial amount I usually contribute to non-disaster charities has not changed.	65
N/A – I do not usually contribute financially to non-disaster charities and/or have not contributed to disaster charities in the past 12 months.	13

Note: Percentages may not add up to 100% due to rounding.

TABLE 4

Reasons to Contribute to Charities

“Why do you contribute to charities? Please select the **top three** reasons you contribute.”

Base: Contributed to a Charity in the Past 12 Months

	Total (n=1,738)
	%
To help others less fortunate/To make a difference	81
It's the right thing to do.	75
To set an example	22
The tax write off	17
I feel pressured into giving.	4
My company strongly encourages it.	3
Other	19
Not sure	3

Subscribe:

www.harrisinteractive.com/financial

Personal Finance Poll

TABLE 5

Motivators to Contribute to Charities – by Age

“Which of the following best complete(s) the statement below? Please select your **top three** motivators for contributing. I am more likely to contribute to a charity when...”

Base: Contributed to a Charity in the Past 12 Months

	Age				
	Total (n=1,738)	18-34 (n=427)	35-44 (n=387)	45-54 (n=319)	55+ (n=605)
	%	%	%	%	%
I believe in the cause/want to have an influence	72	77	68	77	68
I have faith that money is being used in the way I would like	67	59	62	67	77
I know someone who has been personally affected by the cause	42	48	44	36	39
I am able to see the impact of my contribution	38	35	36	39	40
I know someone personally who is raising money for the organization and asks for a donation	21	25	19	20	19
There is a lot of media attention about the issue	7	8	6	4	8
Other	10	8	9	17	7
Not sure	2	1	2	2	1

Downloadable PDFs of Wall Street Journal Online/Harris Interactive Personal Finance Polls are posted at http://www.harrisinteractive.com/news/newsletters_wsfinance.asp.

Methodology

Harris Interactive conducted this online survey within the United States between November 9 and 11, 2005 among a nationwide cross section of 2,086 adults aged 18 and over, of whom 1,738 have contributed to a charity in the past 12 months. Figures for age, gender, race/ethnicity, education, income and region were weighted where necessary to align with population proportions. Propensity score weighting was also used to adjust for respondents' propensity to be online.

In theory, with probability samples of this size, one can say with 95 percent certainty that the overall results have a sampling error of plus or minus 3 percentage points of what they would be if the entire U.S. adult population had been polled with complete accuracy. Sampling error for the various sub-sample results is higher and varies. Unfortunately, there are several other possible sources of error in polls or surveys that are probably more serious than theoretical calculations of sampling error. This includes refusals to be interviewed (nonresponse), question wording and question order, and weighting. It is impossible to quantify the errors that may result from these factors. This online sample is not a probability sample.

These statements conform to the principles of disclosure of the National Council on Public Polls.

About the Survey

The Wall Street Journal Online/Harris Interactive Personal Finance Poll is an exclusive poll that is published in the Personal Journal Edition of The Wall Street Journal Online at www.wsj.com/personaljournal.

About The Wall Street Journal Online

The Wall Street Journal Online at WSJ.com, published by Dow Jones & Company (NYSE: DJ; www.dowjones.com), is the largest paid subscription news site on the Web. Launched in 1996, the Online Journal continues to attract quality subscribers that are at the top of their industries, with 764,000 subscribers world-wide as of Q3, 2005.

The Online Journal provides in-depth business news and financial information 24 hours a day, seven days a week, with insight and analysis, including breaking business and technology news and analysis from around the world. It draws on the Dow Jones network of more than 1,800 business and financial news staff—the largest network of business and financial journalists in the world. The Online Journal also features exclusive content, including interactive graphics on business and world news, and online-only columns about the automotive industry, technology, personal finance and more.

Personal Finance Poll

For more information, please
contact us at:

877.919.4765

or visit

www.harrisinteractive.com/financial

Media inquiries, contact:

Kelly Gullo 585.214.7172

kgullo@harrisinteractive.com

Nancy Wong 585.214.7316

nwong@harrisinteractive.com

©2005, Harris Interactive Inc. All rights reserved.
Other product and/or company names used herein
are trademarks of their respective owners.

The Online Journal offers two industry-specific editions: the award-winning Health Industry Edition and the Media & Marketing Edition. The Health Industry Edition offers authoritative analysis, breaking news and commentary from top industry journalists. The Media & Marketing Edition is designed for professionals in the advertising, marketing, entertainment and media industries. Subscribers to both online editions also get access to the full content of the Online Journal.

In 2005, the Online Journal was awarded a Codie Award for Best Online News Service for the second consecutive year, and its Health Industry Edition was awarded Best Online Science or Technology Service for the third consecutive year. In 2004, the Online Journal received an Eppy Award for Best Internet Business Service over 1 million monthly visitors.

The Wall Street Journal Online network includes CareerJournal.com, OpinionJournal.com, StartupJournal.com, RealEstateJournal.com and CollegeJournal.com.

About Harris Interactive

Harris Interactive Inc. (www.harrisinteractive.com), based in Rochester, New York, is the 13th largest and the fastest-growing market research firm in the world, most widely known for *The Harris Poll*® and for its pioneering leadership in the online market research industry. Long recognized by its clients for delivering insights that enable confident business decisions, the Company blends the science of innovative research with the art of strategic consulting to deliver knowledge that leads to measurable and enduring value.

Harris Interactive serves clients worldwide through its United States, Europe (www.harrisinteractive.com/europe) and Asia offices, its wholly-owned subsidiary Novatris in Paris, France (www.novatris.com), and through an independent global network of affiliate market research companies. EOE M/F/D/V

To become a member of the Harris Poll OnlineSM and be invited to participate in future online surveys, go to www.harrispollonline.com

To Subscribe

Please submit your contact information online at
<http://www.harrisinteractive.com/financial>.
