



JustGiving™



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## Survey of Online Fundraisers, Sponsors, and Donors Summary of Responses

JustGiving teamed up with researchers at Bristol University (UK), Warwick University (UK), and McMaster University (Canada) to conduct a survey of users of JustGiving during the fall of 2010 to the summer of 2011. The purpose of the survey was to understand more about charitable giving in the UK and what motivates people to give to charity.

We solicited a random sample of the JustGiving users to participate in the survey to better understand them and their motivations for giving. JustGiving is a private for-profit company that allows an individual to make an online donation and/or to fundraise for over 7,000 registered charities. Approximately 20,000 users participated in the survey. The statistics presented in this report thus reflect the responses of those individuals that use JustGiving and entered the survey. They are not reflective of the general British population.

Please note that only the simple statistics from the survey are being reported. Use caution when trying to interpret the statistics. The researchers are working on reports that will use multivariate analyses of the survey results.

If you have any questions or concerns about the results of this survey, please contact JustGiving at [community@justgiving.com](mailto:community@justgiving.com) or the researchers at [pedal@mcmaster.ca](mailto:pedal@mcmaster.ca)

## Overview

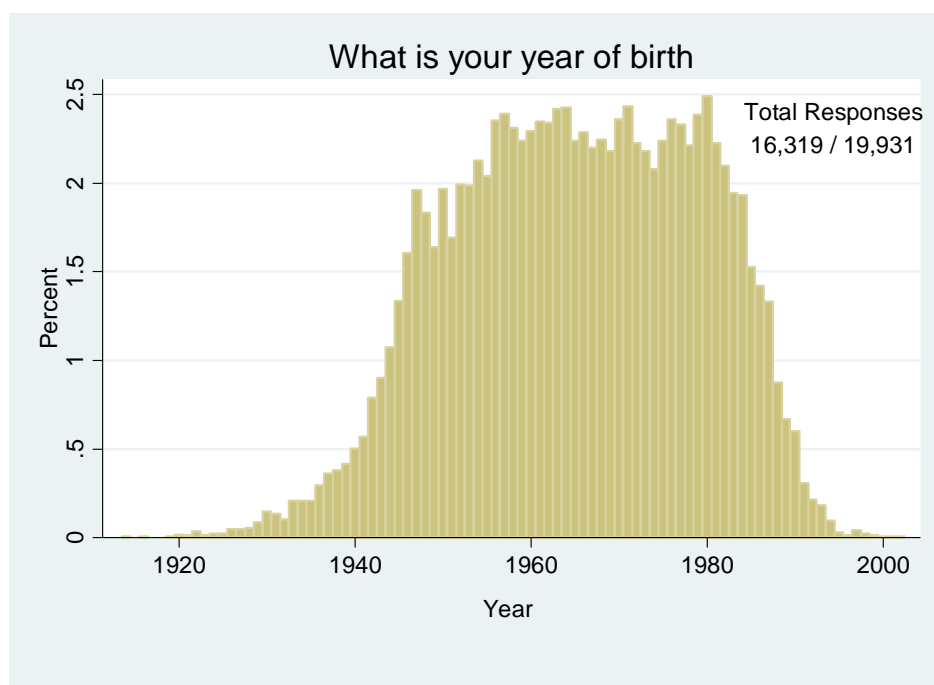
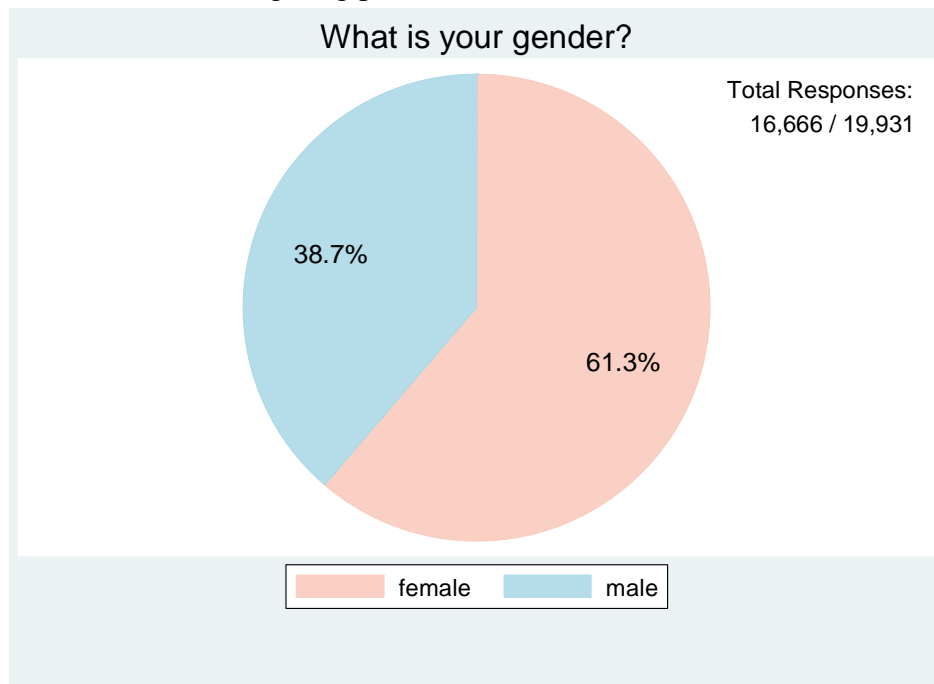
We randomly solicited approximately 1 million individuals that have previously used JustGiving to participate in the survey, which was distributed over several batches. Close to 20,000 responded to at least one survey question. Those that responded include those that have used JustGiving as fundraisers, sponsors, and/or direct donors. What follows in this report are simple summaries of the responses. Although the solicitation to participate in the survey was random, there could be differences between those that participated in the survey and those that chose not to participate in the survey. Moreover, the responses reflect the opinions of those that use online portals to support charity.

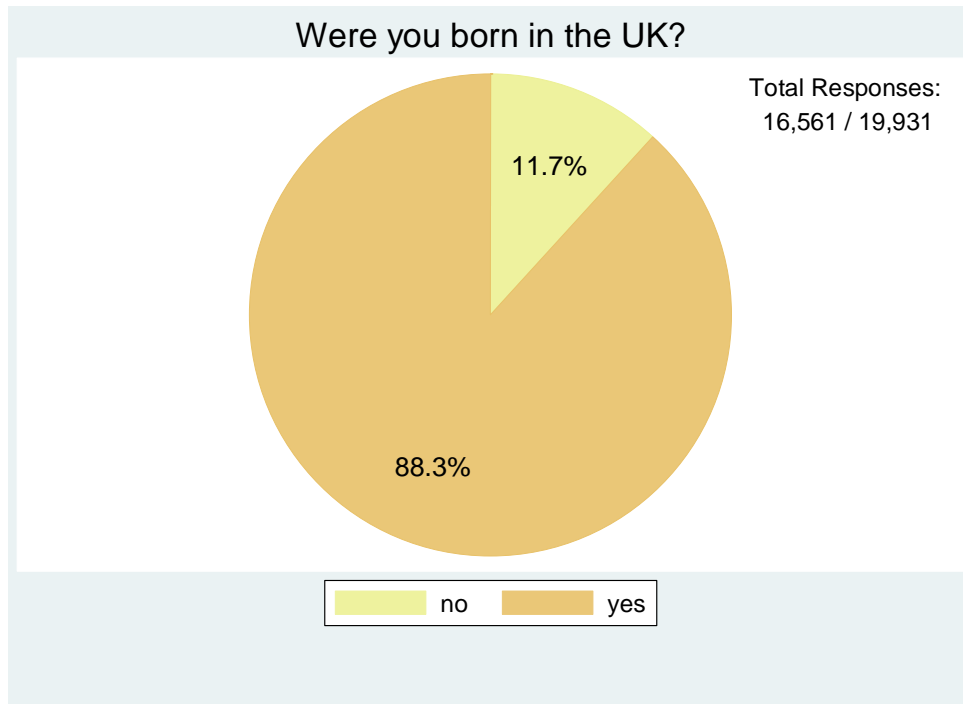
The summary of the responses of the JustGiving Survey are organized into the following three parts:

- **Part 1:** Personal characteristics – The questions under this part explore the background characteristics of the individuals that completed the survey.
- **Part 2:** Reasons for Giving – What motivates people to give and what influences how much they give? This section looks at whether friends, family, the community, the charity, government policy, external events or an individual's personal characteristics have an impact on whether an individual gives to a charity and the amount that the individual is giving.
- **Part 3:** Other types of giving- This section analyzes the different ways in which an individual makes a donation. More specifically, this section examines the types of donation an individual makes besides monetary donations to a charity.

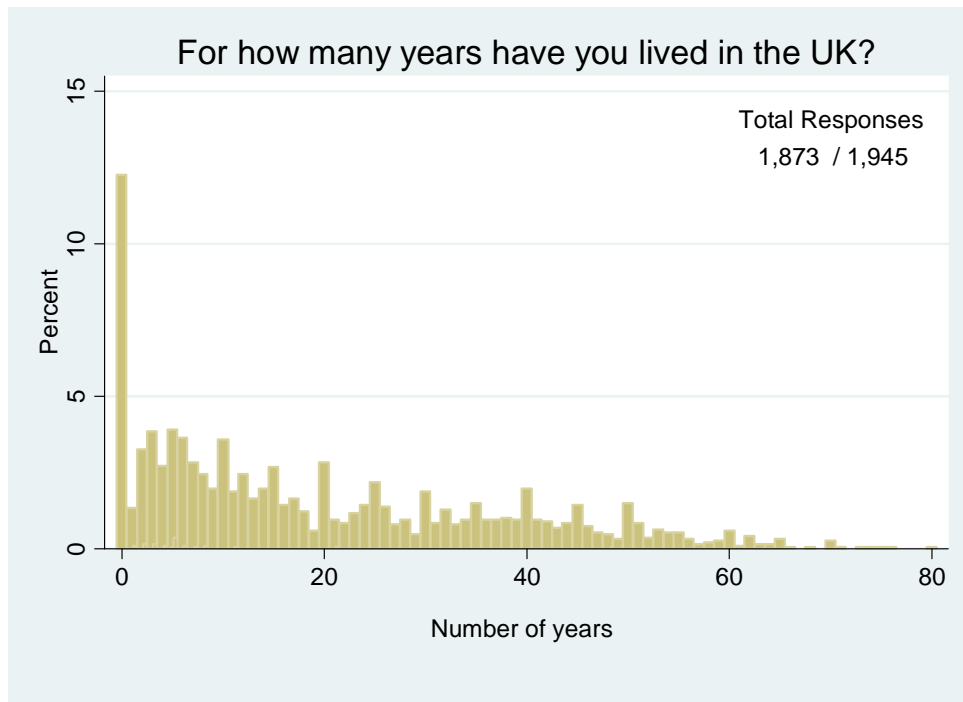
## Part 1: Personal characteristics:

This section contains personal characteristics of the JustGiving survey respondents. The purpose of this section is to learn more about the individuals who completed the survey. Understanding who these individuals are will help us understand better differences in giving patterns.

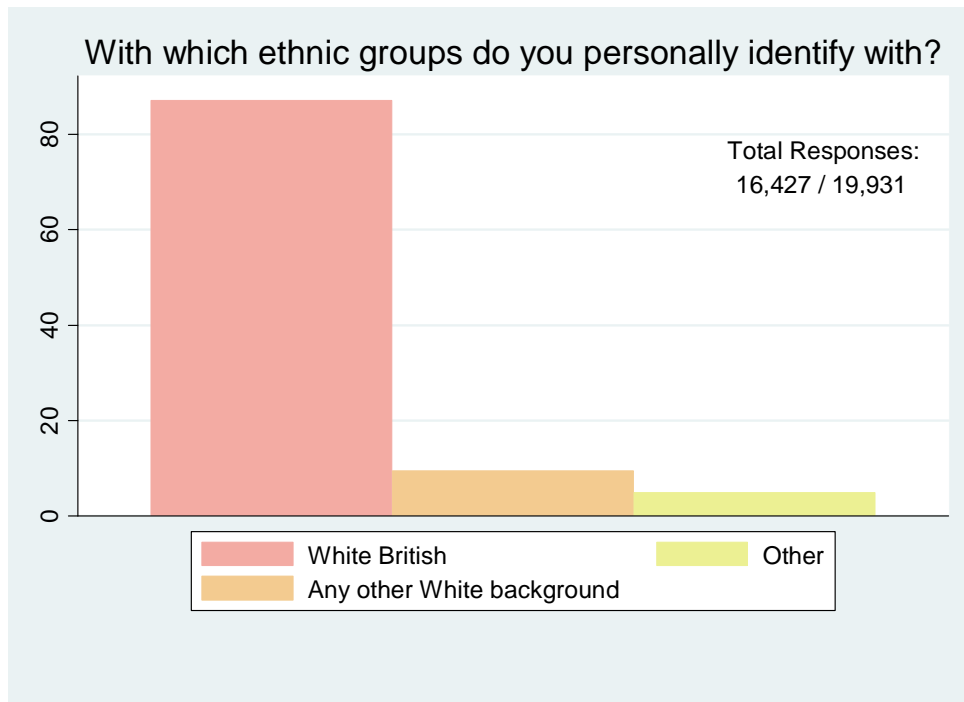
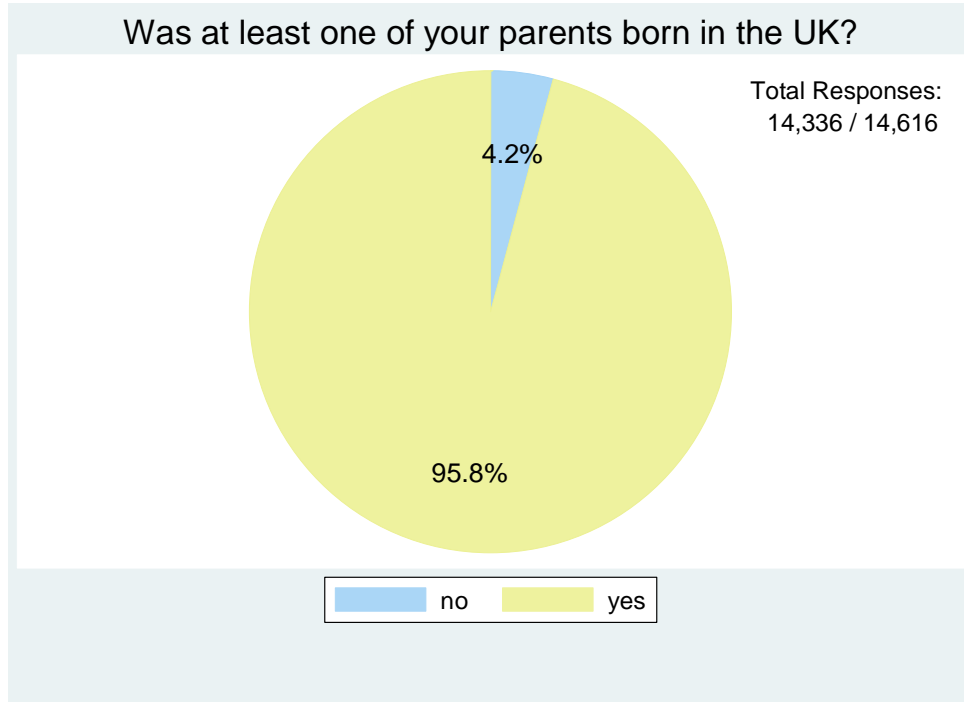




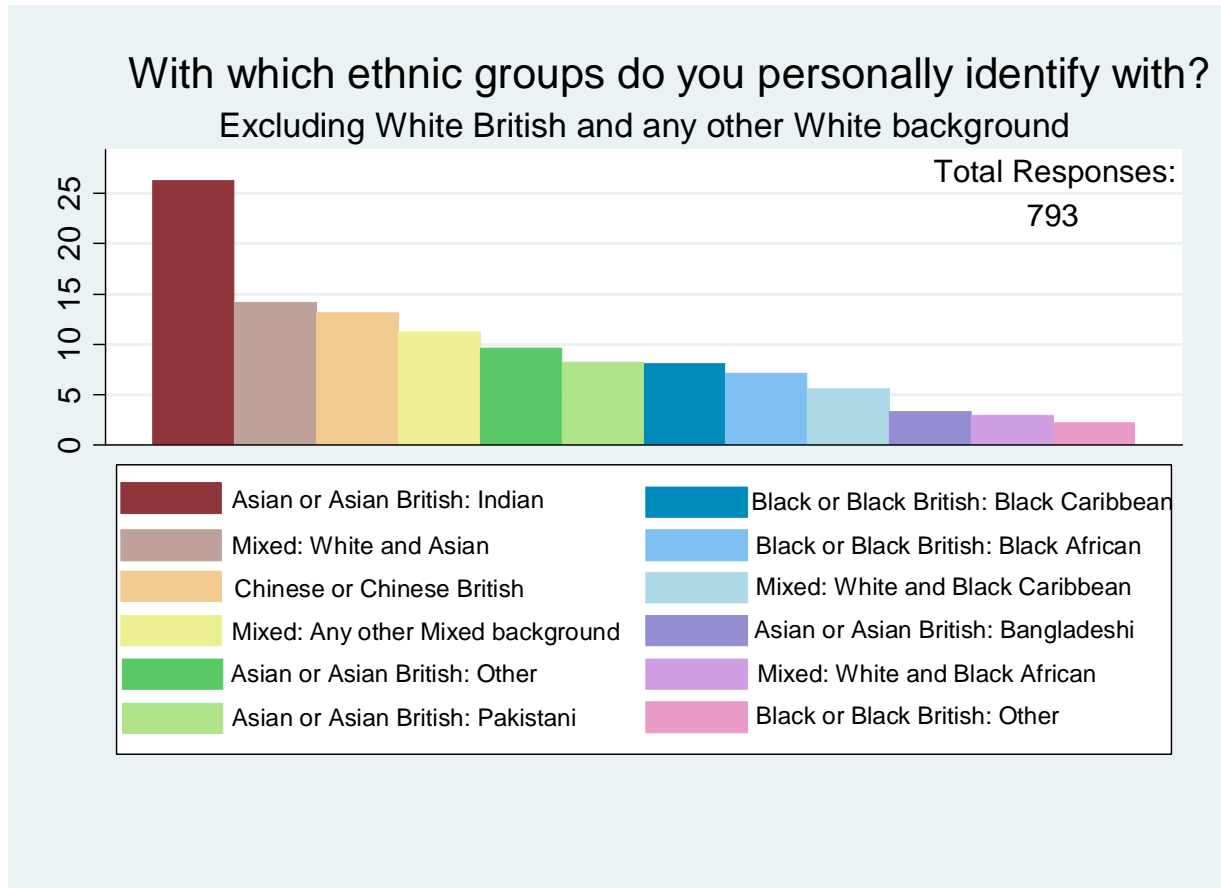
Respondents were prompted to answer this question only if they indicated they were not born in the UK.



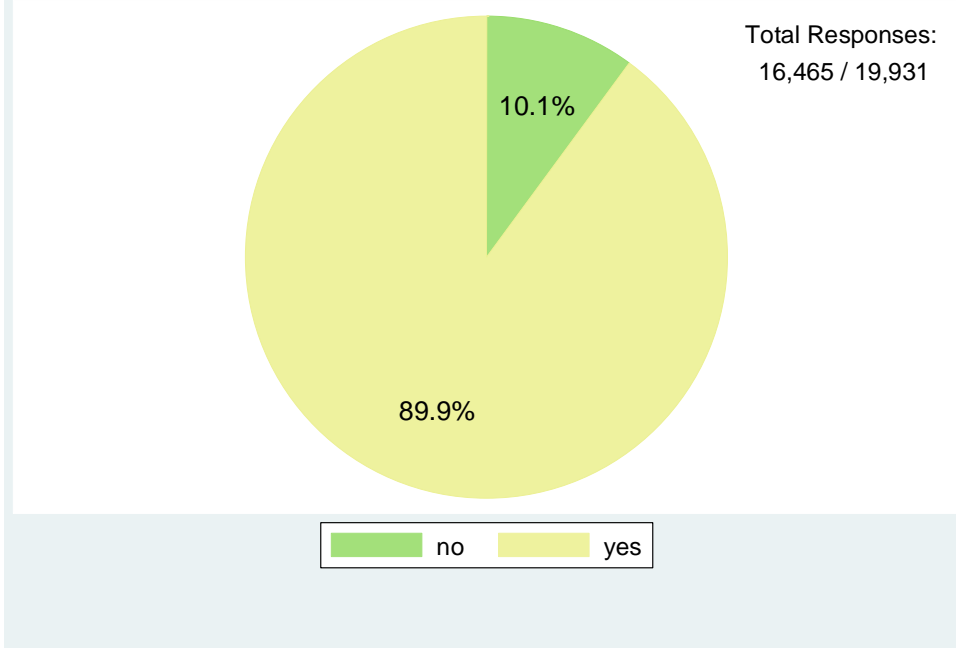
Respondents were prompted to answer this question only if they indicated they were born in the UK.



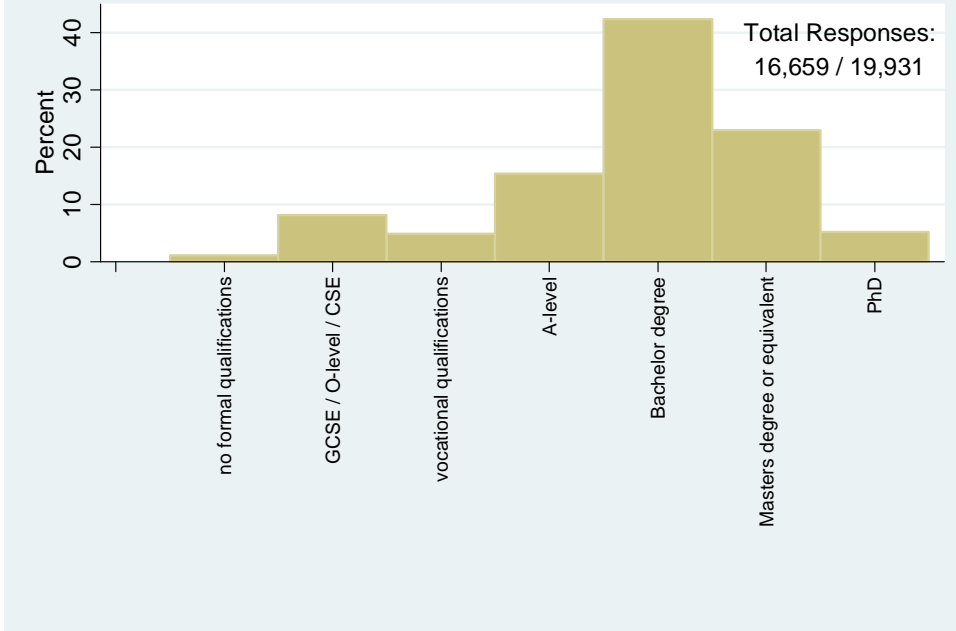
The following graph shows the distribution of ethnic groups besides ‘White British’ and ‘Any other White background’ that survey respondents personally identify with.



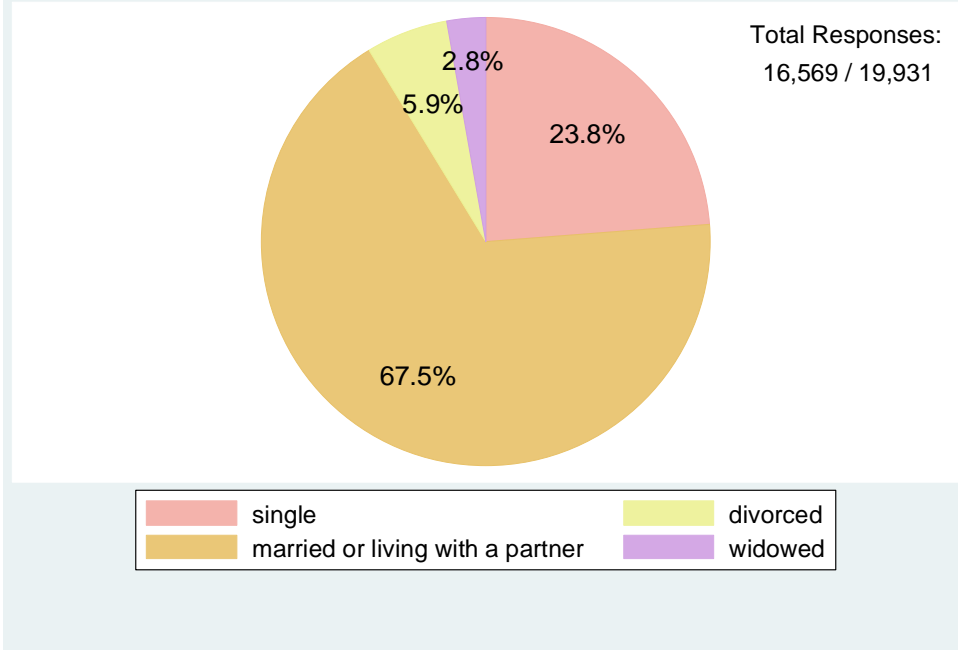
Did you receive most of your education (up to age 16) in the UK?



What is your highest level of education?

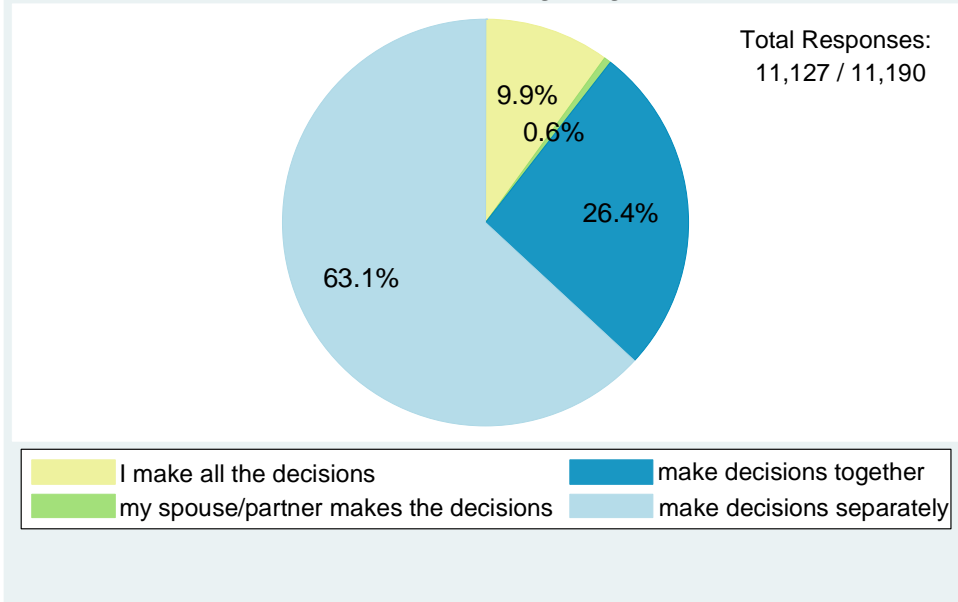


### What is your current marital status?



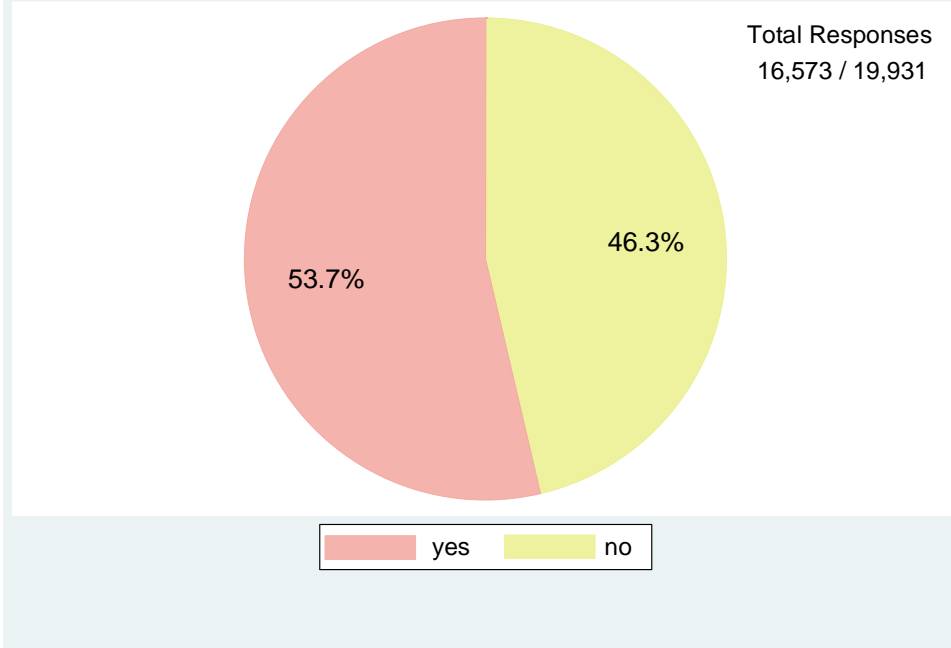
Respondents were prompted to answer this question only if they indicated they are married or living with a partner.

### How do you and your spouse/partner make decisions on charitable giving?

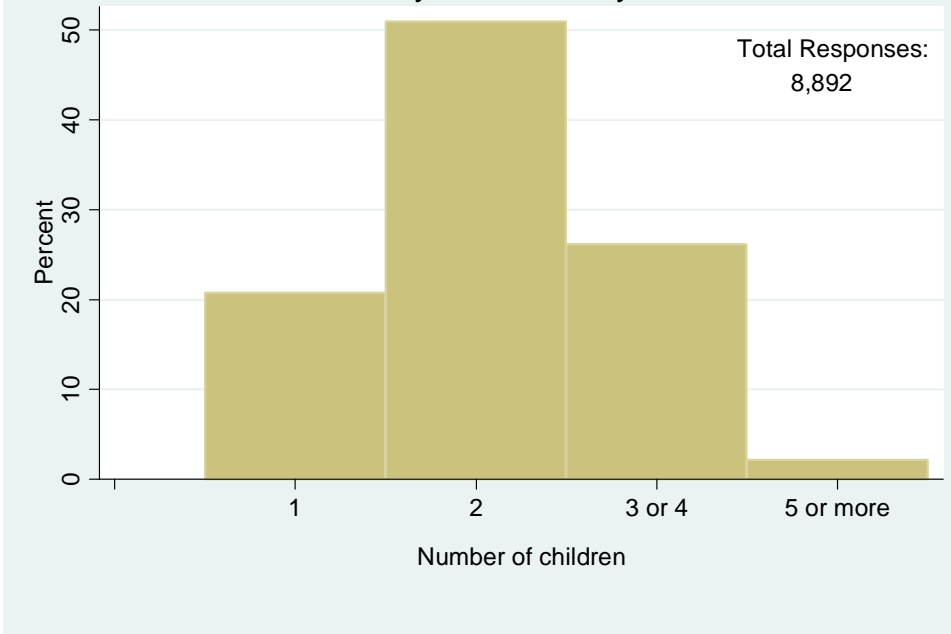


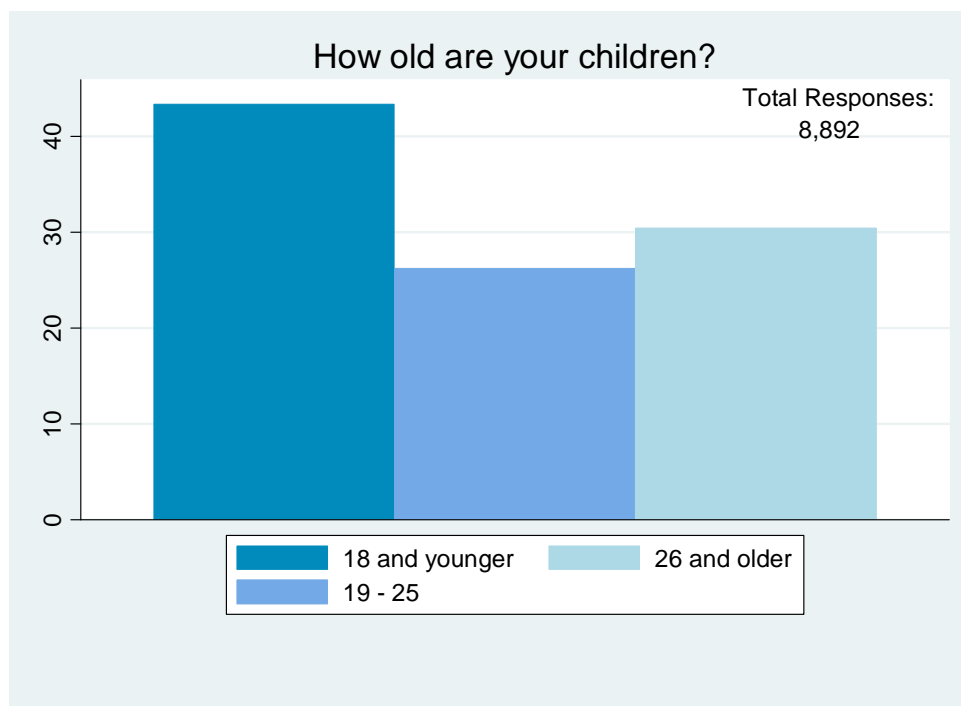


### Do you have any children?



### How many children do you have?

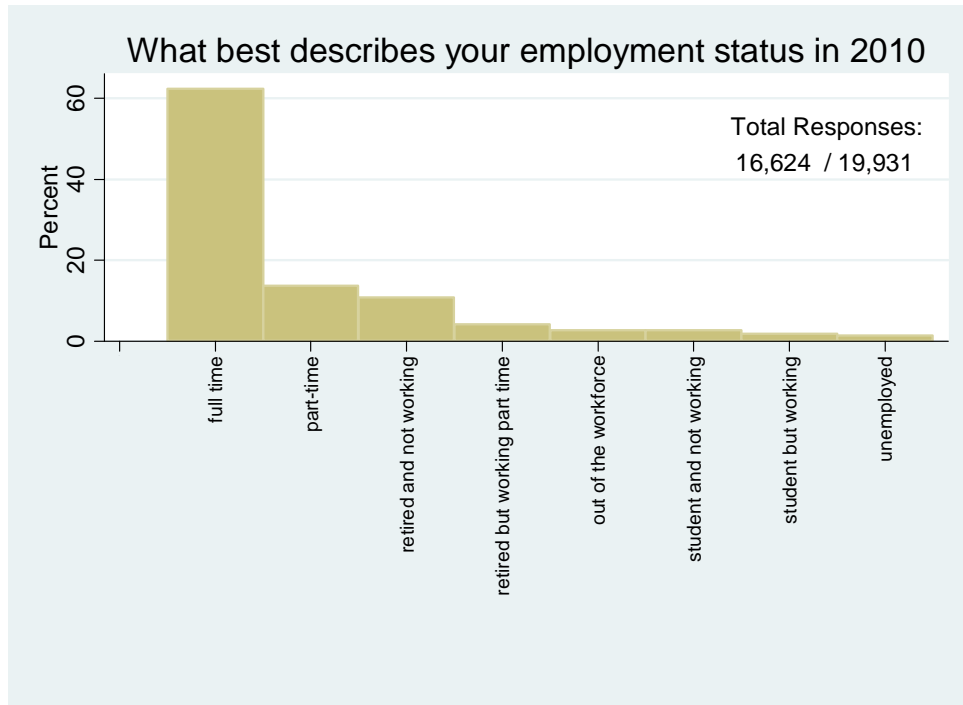




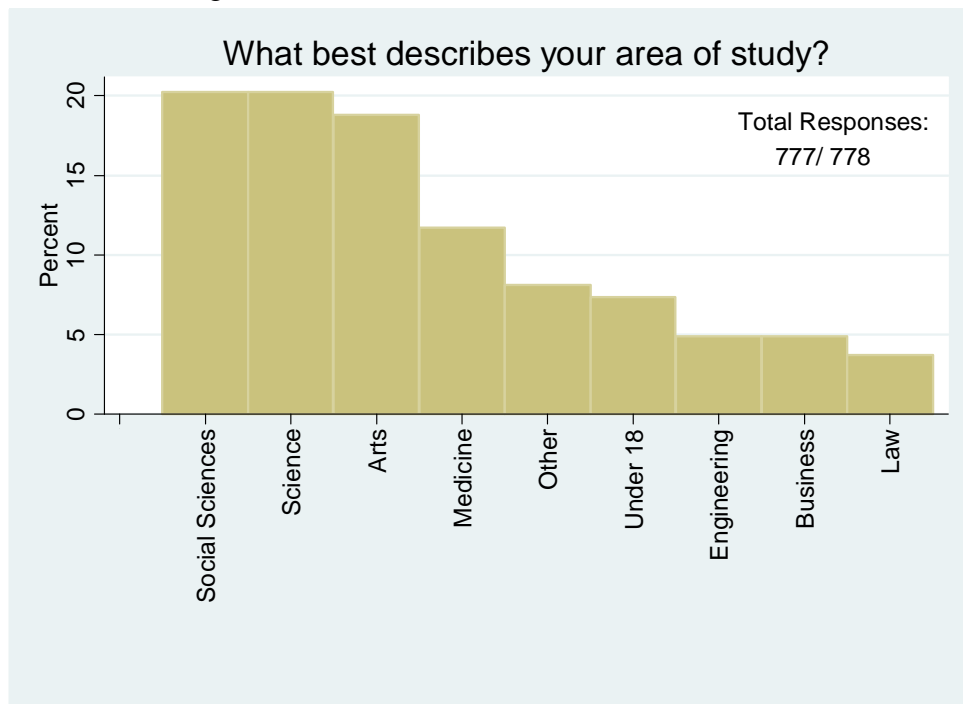
**How many of your children are living at home with you?**

Respondents were prompted to answer the following question only if their answers were ‘1’ or ‘2’ or ‘3 or 4’ or ‘5 or more’ for any of the three age ranges listed above (18 and younger, 19-25 or 26 and older) .

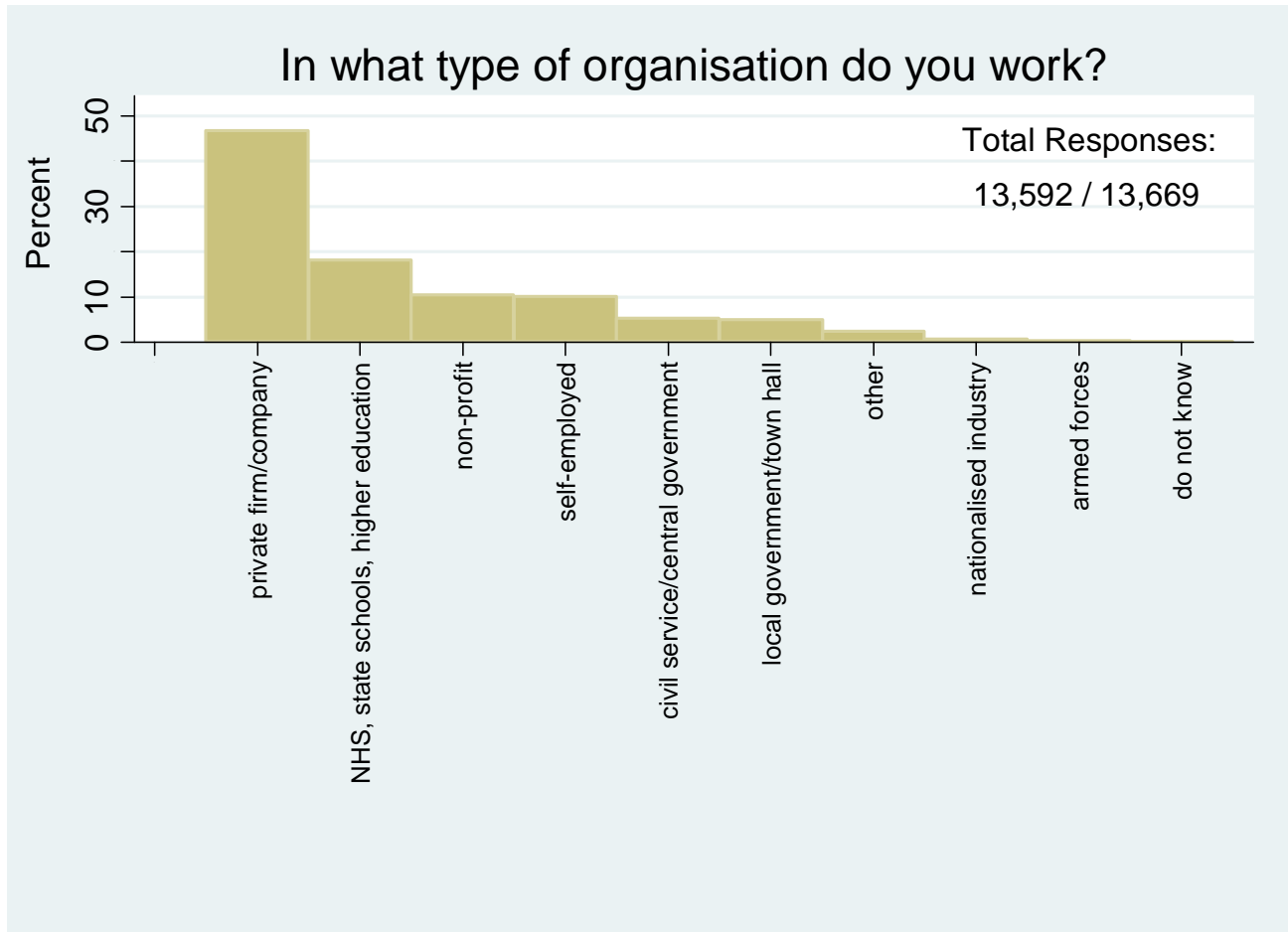
Sample Size: 8,892	No children at home	1 child	2 children	3 or 4 children	5 or more children	Total Responses:
18 and younger	4.1%	42.1%	42.1%	11.4%	0.3%	4,280
19 – 25	47.1%	41.0%	10.9%	1.0%	0.0%	2,268
26 and older	88.6%	10.4%	0.9%	0.1%	0.0%	3,460

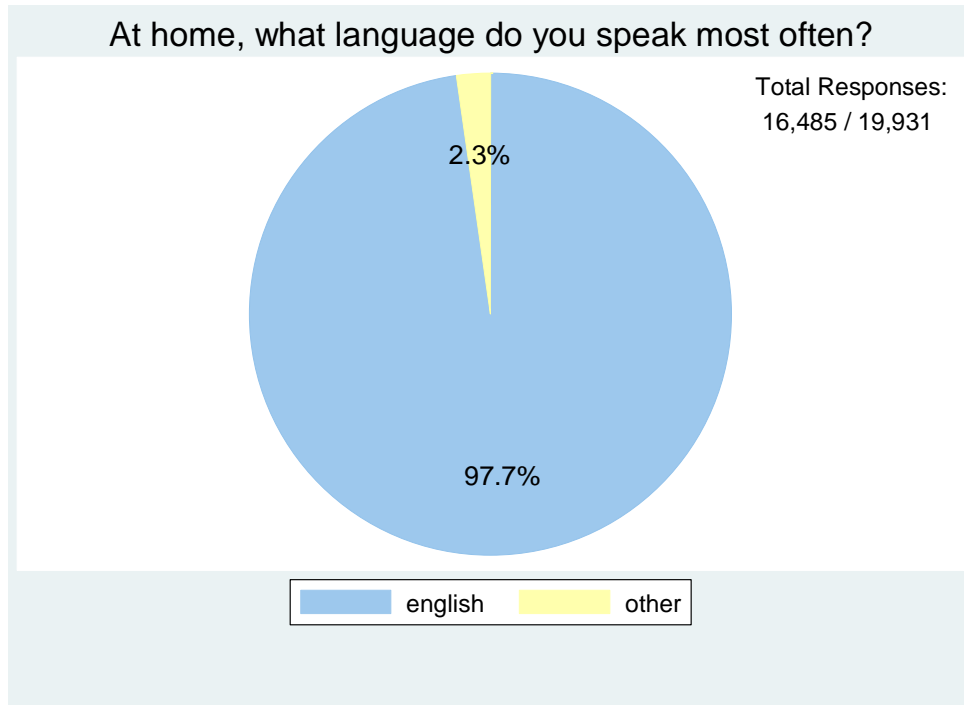


Respondents were prompted to answer this question only if they indicated they were a 'Student and not working' or a 'Student but working' in 2010.

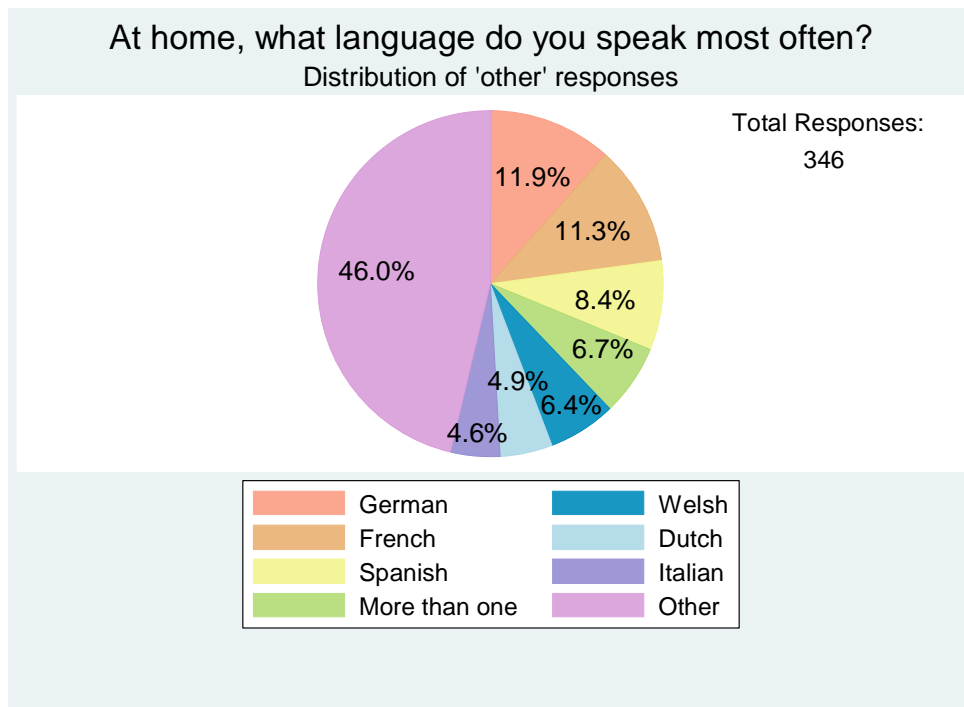


Respondents were prompted to answer this question only if they indicated they were ‘Employed full time’ or ‘Employed part time’ or ‘Retired but working part time’ or ‘Student but working’ in 2010.



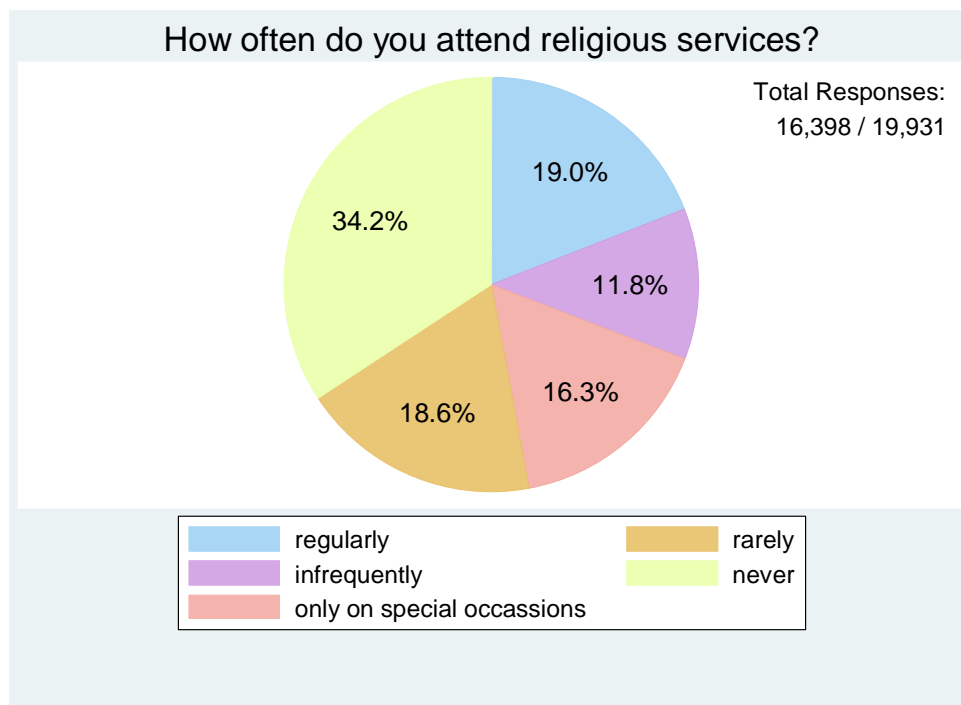


The following pie chart shows the distribution of other languages besides English the survey respondents speak at home the most often:

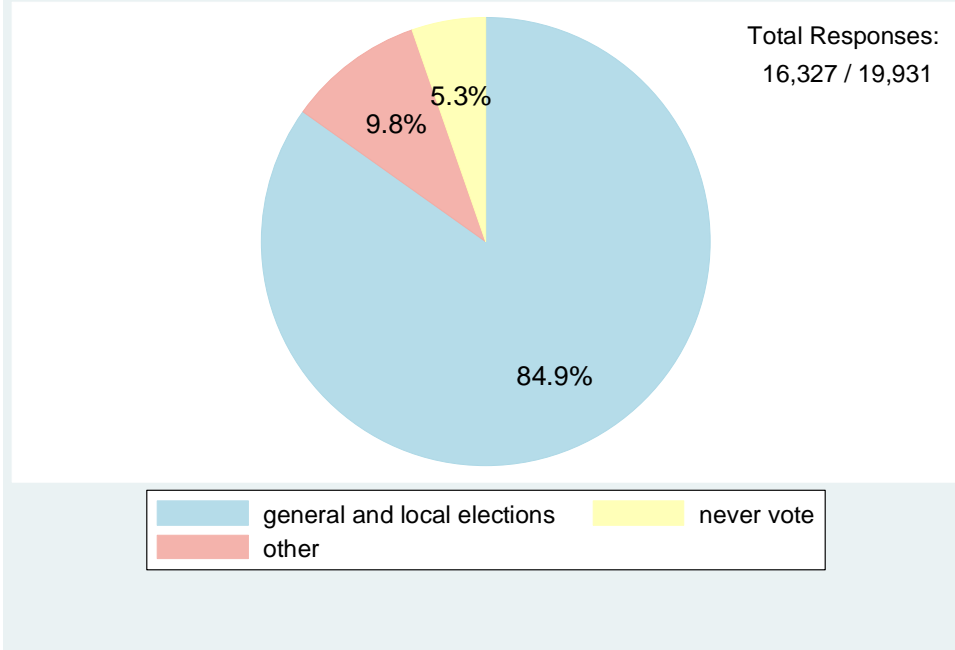


**What best describes your use of the following technologies?**

Sample Size: 19,931	Frequently Use	Occasionally Use	Never Use	Total Responses:
Email	98.7%	1.3%	0.0%	16,540
Internet	97.9%	2.0%	0.1%	16,418
Mobile phone	75.7%	18.0%	6.3%	16,435
Blackberry, iPhone, other smartphone	44.7%	4.5%	50.9%	16,111
Facebook	43.7%	24.2%	32.1%	16,232
Twitter	8.5%	12.7%	78.9%	16,024
LinkedIn	8.3%	25.6%	66.2%	16,029
Blogs	5.5%	22.7%	71.8%	15,926

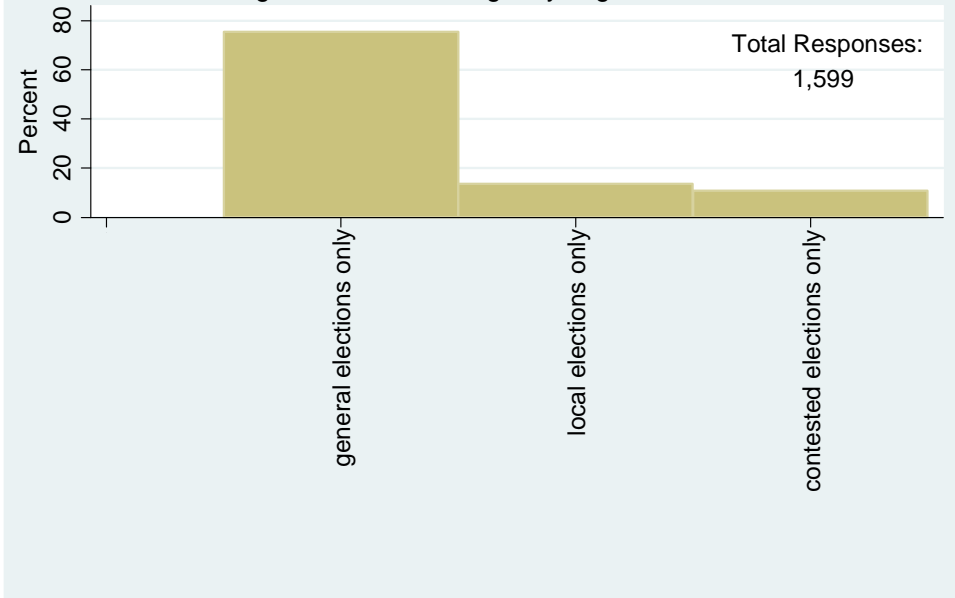


What best describes the types of elections in which you vote?



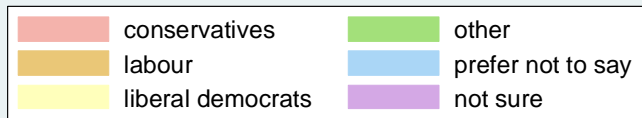
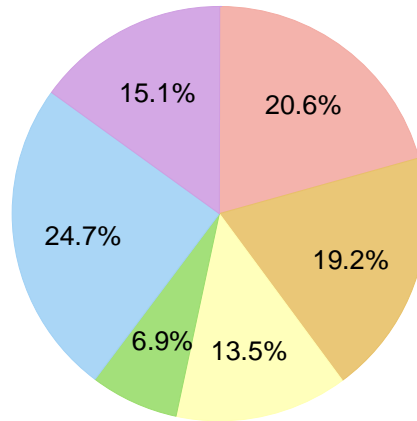
What best describes the types of elections in which you vote?

NOT including those that vote regularly in general and local elections



With which political party would you align yourself?

Total Responses:  
16,120 / 19,931

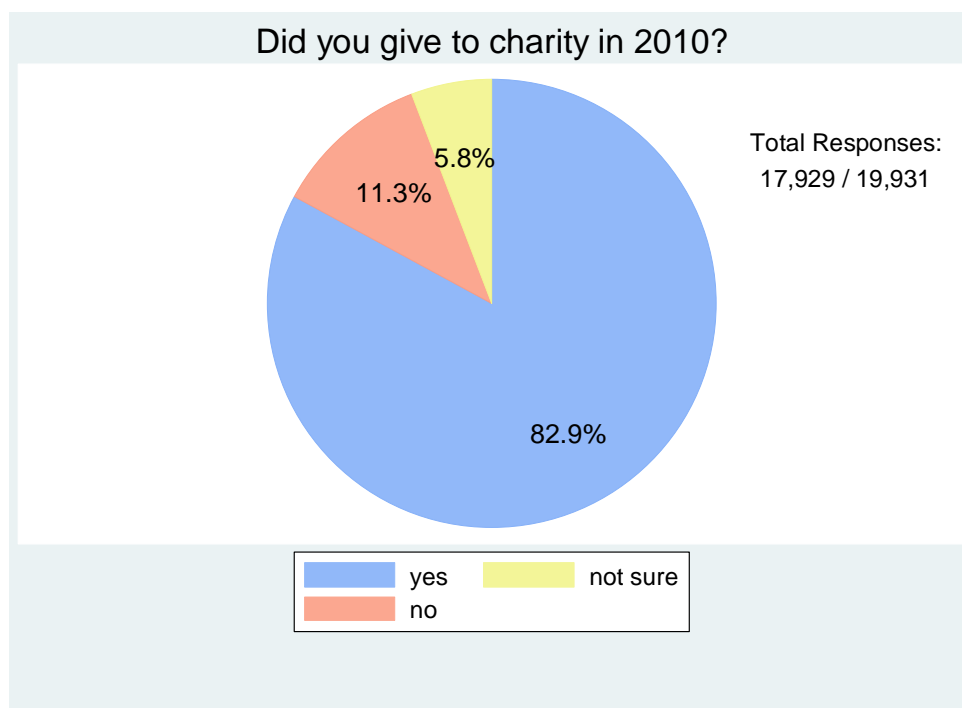


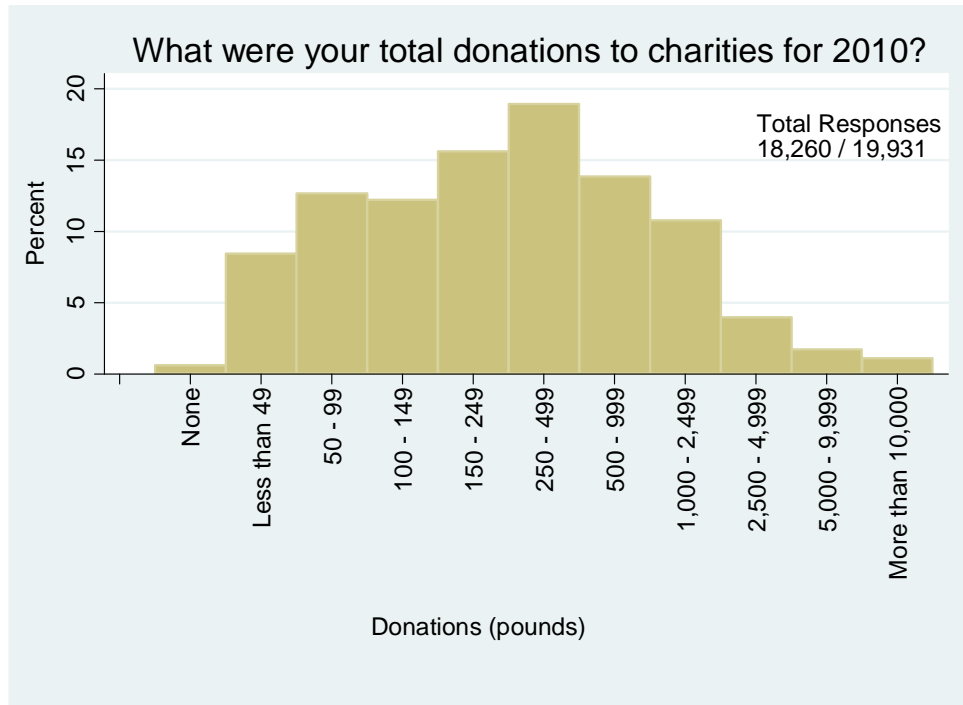


## Part 2: What motivates people to give and what influences how much they give?

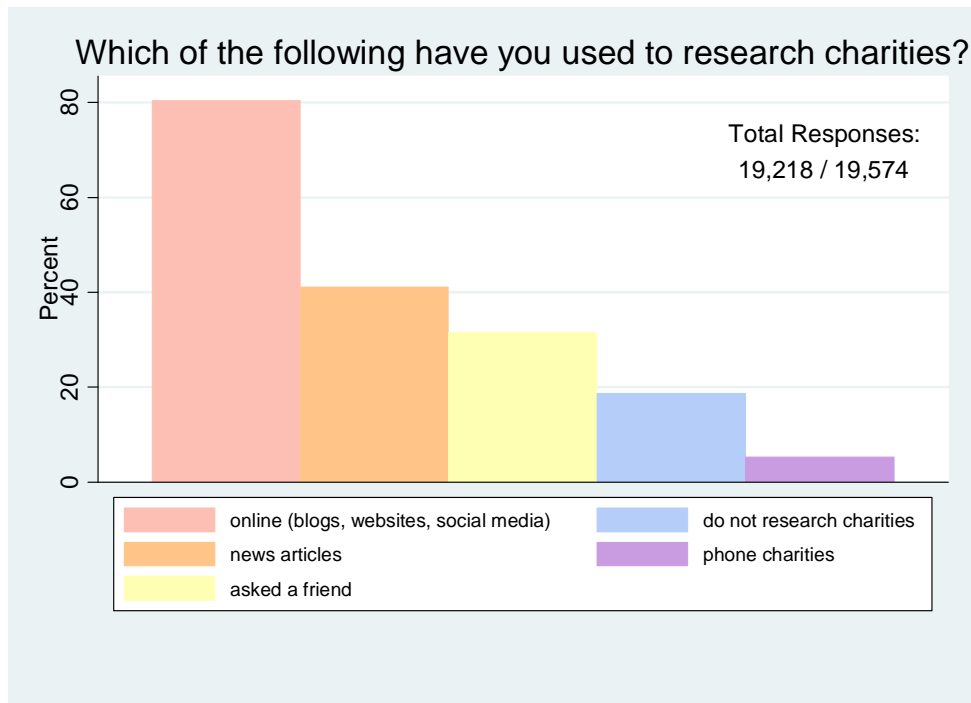
### *2.1 Giving, Sponsoring, and Fundraising*

This section looks at the factors that motivate an individual to give to charities, questions about sponsoring a fundraising page and being a fundraiser.

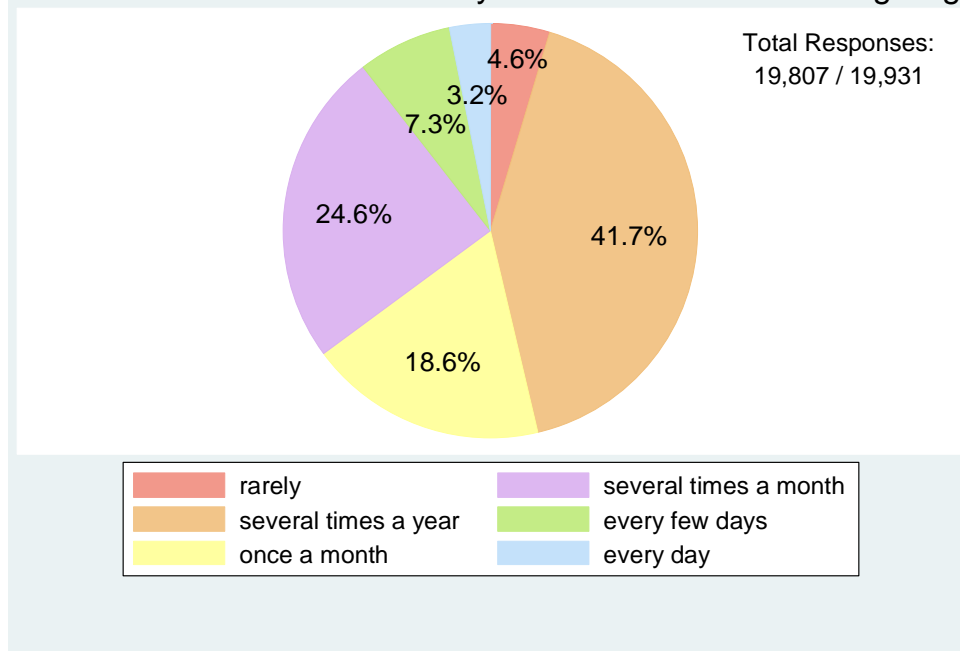




This question was added to the survey starting in batch 2.

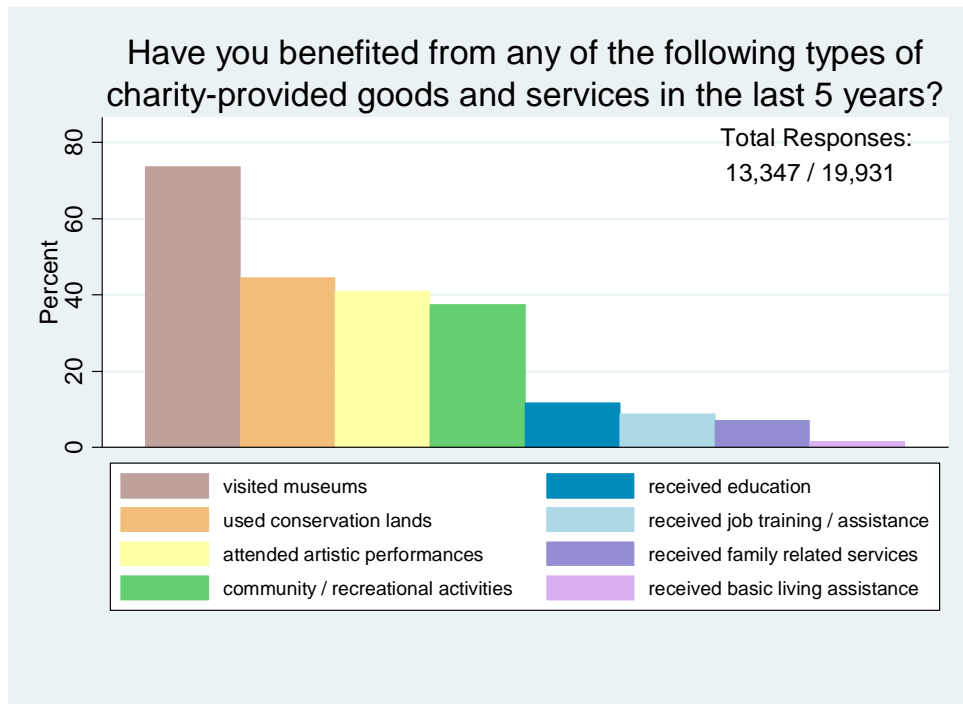


What best describes how often you think about charitable giving?



How well do the following statements describe your charitable giving?

Sample Size: 19,931	This describes all of my giving	This describes most of my giving	This describes some of my giving	This does not describe my giving	Total Responses:
I give on an ad hoc basis to different charities	8.6%	13.9%	56.2%	21.4%	19,680
I give regularly to specific charities to which I have a personal connection	5.7%	48.1%	28.5%	17.8%	19,758
I give regularly but to different charities	3.4%	13.0%	43.3%	40.3%	19,482

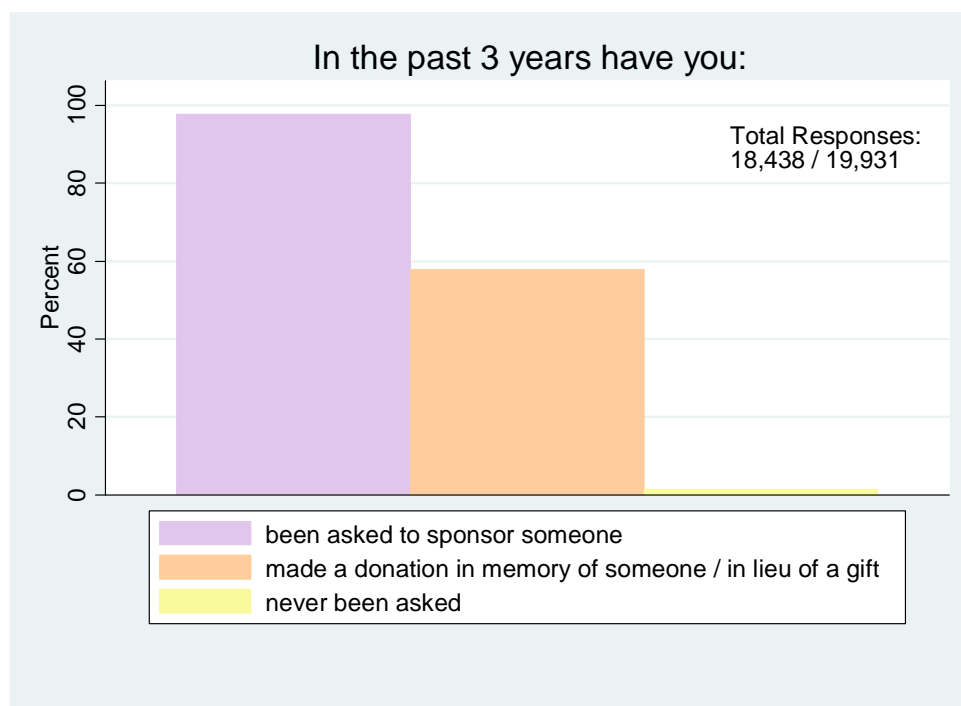


	<b>Sample Size: 14,864</b>	<b>Very Important</b>	<b>Somewhat Important</b>	<b>Not Very Important</b>	<b>Not at all Important</b>
<b>When making decisions about your giving to charity, how important to you are each of the following statements?</b>  Respondents were prompted to answer this question if they indicated they have given to charity in 2010.	<b>Personal Motivation</b>				
	I want to help people in need	69.8%	26.4%	2.9%	1.0%
	I want to help a cause in which I personally believe	61.1%	34.5%	3.2%	1.2%
	I am personally affected by a cause and want to support it	32.5%	33.5%	25.6%	9.4%
	A friend is personally affected by a cause and I want to support it	27.5%	42.4%	21.9%	8.2%
	I want to contribute to my community	22.8%	46.8%	26.0%	4.5%
	Charitable giving is part of my religious obligations or beliefs	16.0%	14.4%	16.6%	53.0%
	A friend or family members asks me to donate	15.6%	47.2%	21.5%	15.7%
<b>When deciding whether to give a donation to a particular charity, how important to you are each of the following factors?</b>  Respondents are prompted to answer this question if they indicated they have given to charity in 2010.	<b>Personal Motivation about the Charity</b>				
	The cause and/or mission of the charity	79.1%	19.3%	1.4%	0.3%
	A sense that my money will be used efficiently/effectively	68.3%	28.4%	2.7%	0.6%
	The reputation of the charity	41.4%	46.7%	9.6%	2.3%
	The charity urgently needs funds (e.g. after a disaster)	33.4%	44.3%	16.5%	5.7%
	Positive or negative coverage of a specific charity or cause	10.6%	42.0%	35.9%	11.5%
	The charity being local or near where I live	5.4%	25.4%	44.8%	24.4%
	The size of the charity	5.0%	24.7%	50.1%	20.2%

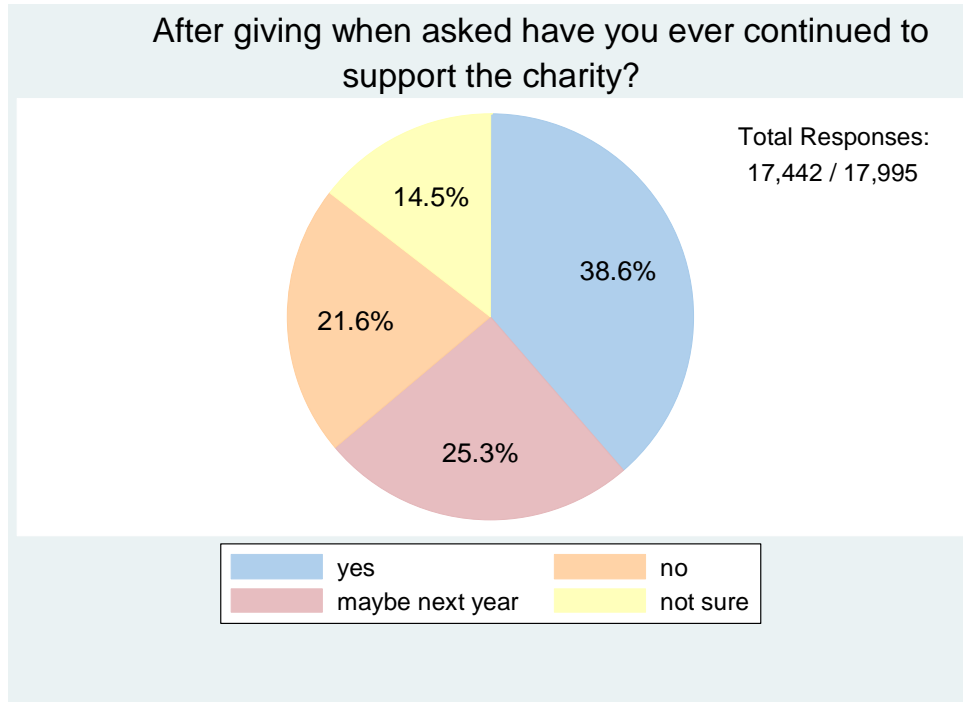
**Do you give one-off donations to different charities or regular donations to the same charities?**

Respondents were prompted to answer this question if they indicated they have given to charity in 2010.

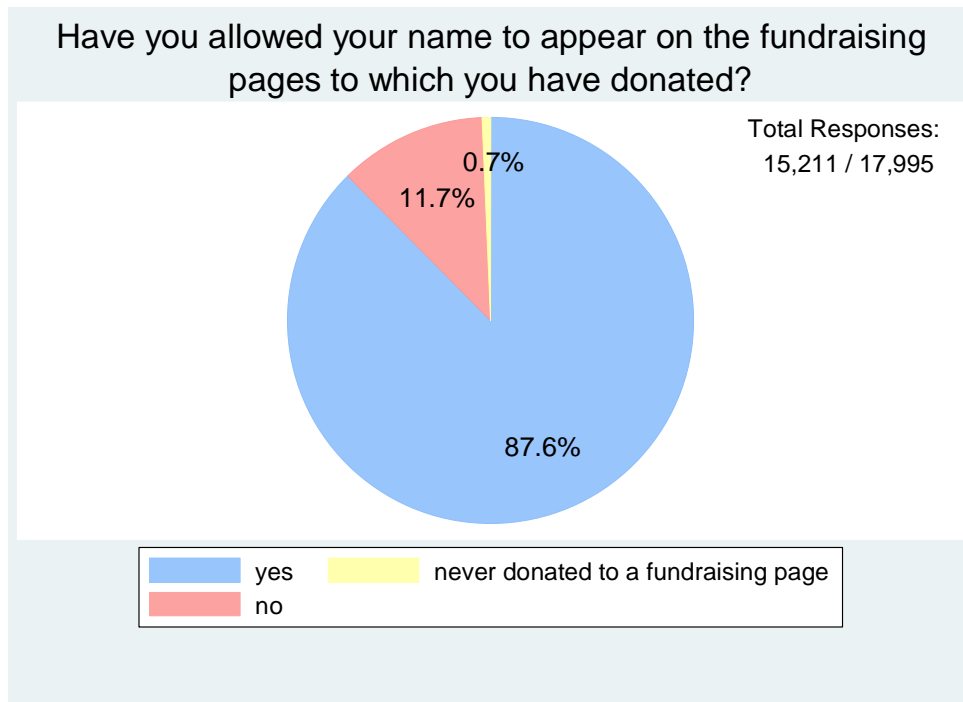
<b>Sample Size: 14,864</b>	<b>Most of my donations</b>	<b>Some of my donations</b>	<b>A few of my donations</b>	<b>None of my donations</b>	<b>Total Responses:</b>
Regular donations to the same charities	52.5%	26.1%	12.6%	8.9%	13,841
One-off donations to different charities	20.5%	41.8%	35.0%	2.8%	13,553



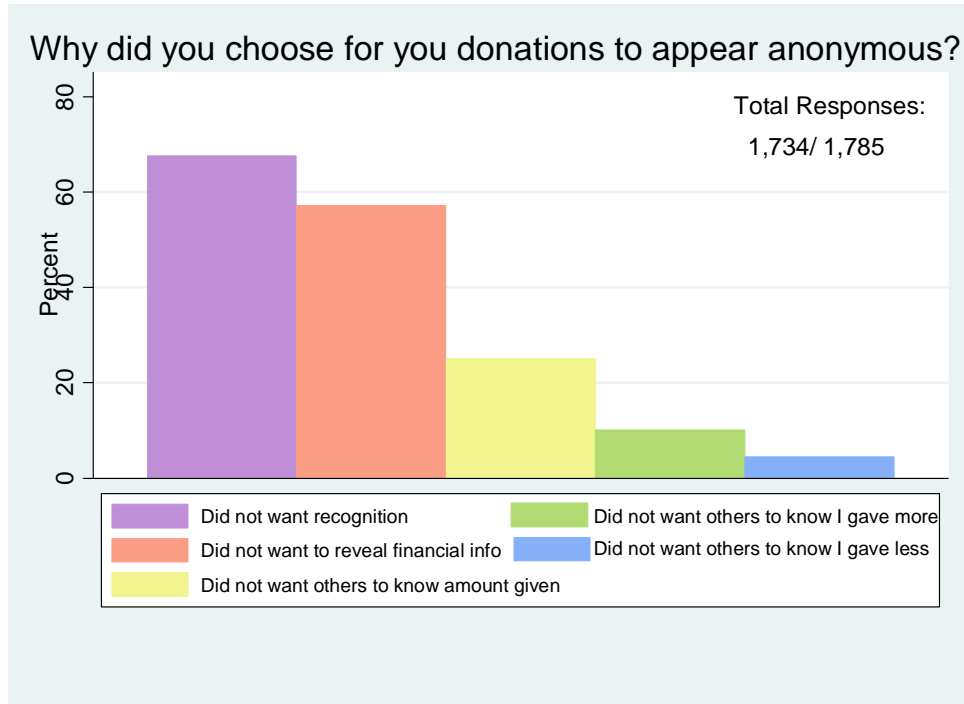
Respondents were prompted to answer this question only if they indicated they have sponsored someone in the past 3 years.



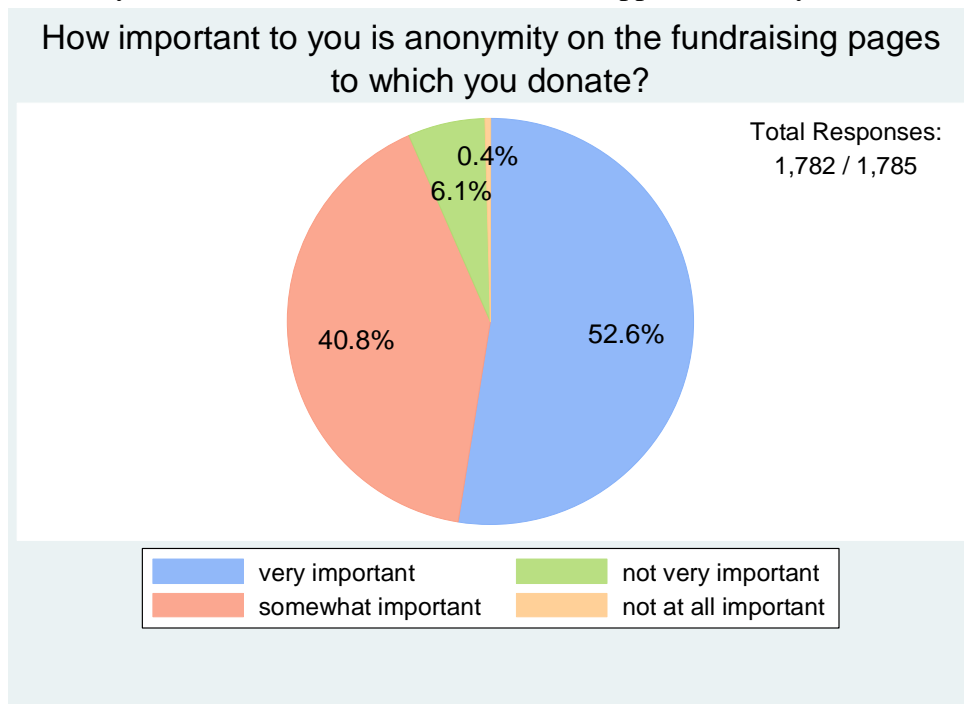
Respondents were prompted to answer this question only if they indicated they have sponsored someone in the past 3 years.



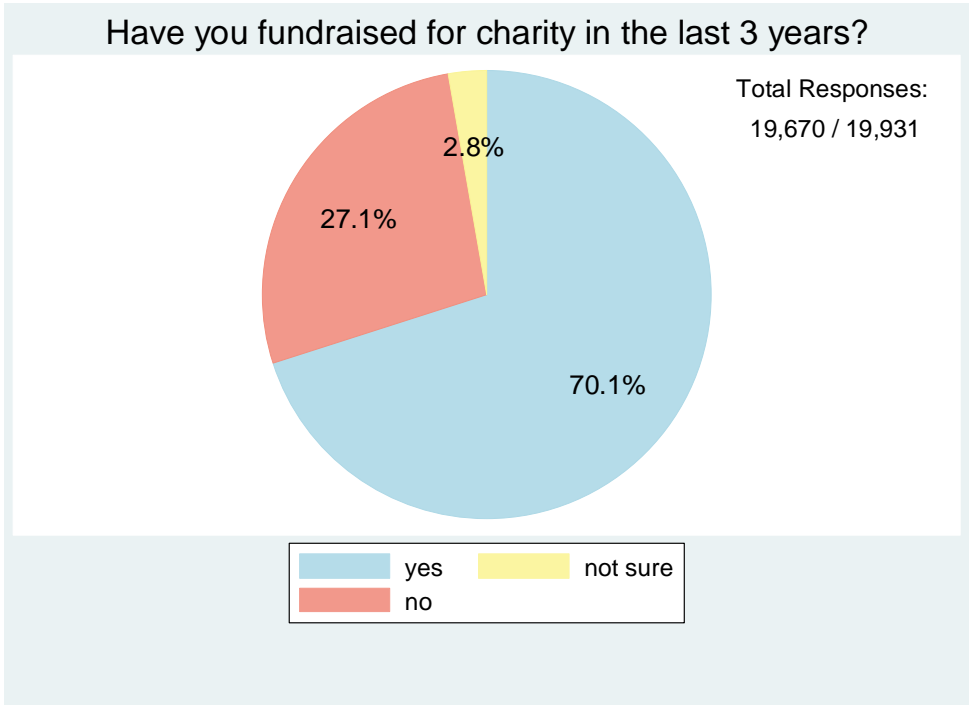
Respondents were prompted to answer this question only if they indicated (a) they have sponsored someone in the past 3 years and (b) they have chosen to have their donations appear as anonymous donations.



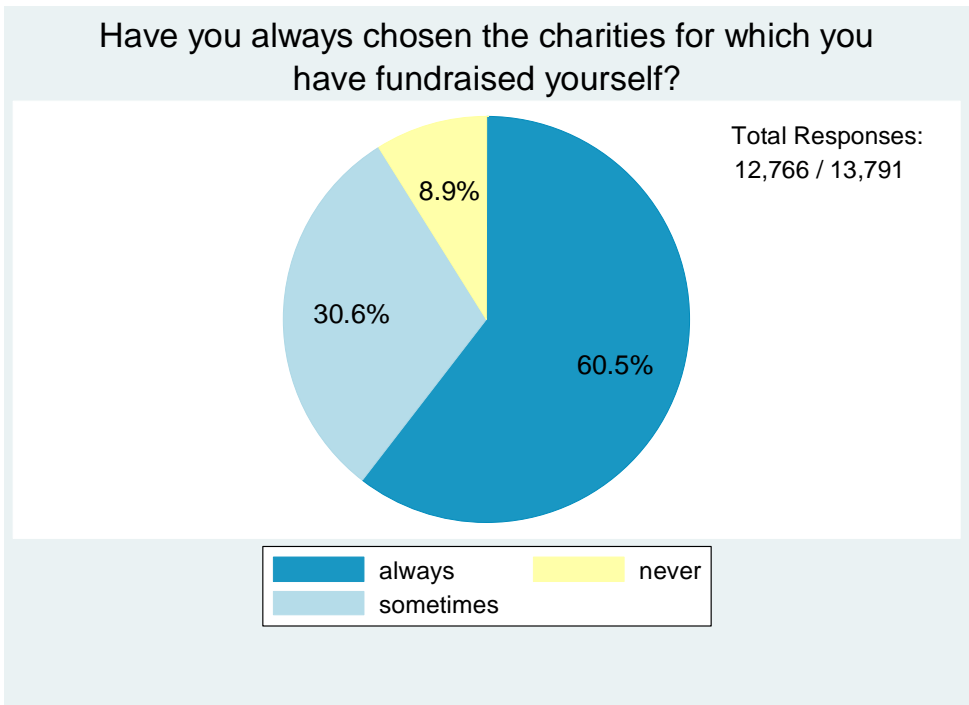
Respondents were prompted to answer this question only if they indicated (a) they have sponsored someone in the past 3 years and (b) they have chosen to have their donations appear as anonymous donations.







Respondents were prompted to answer this question only if they indicated they have fundraised in the last 3 years:

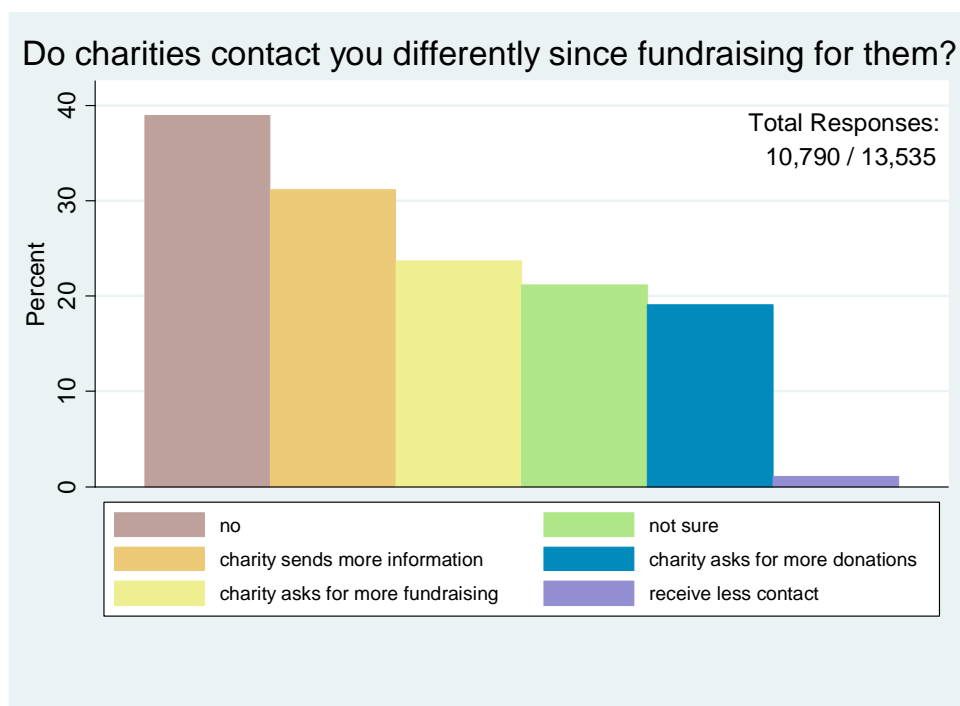


### When you have chosen the charities yourself, how did you find out about them?

Respondents were prompted to answer this question only if they (a) indicated they have fundraised in the last 3 years and (b) indicated that they have always or sometimes chosen the charities for which they fundraised themselves.

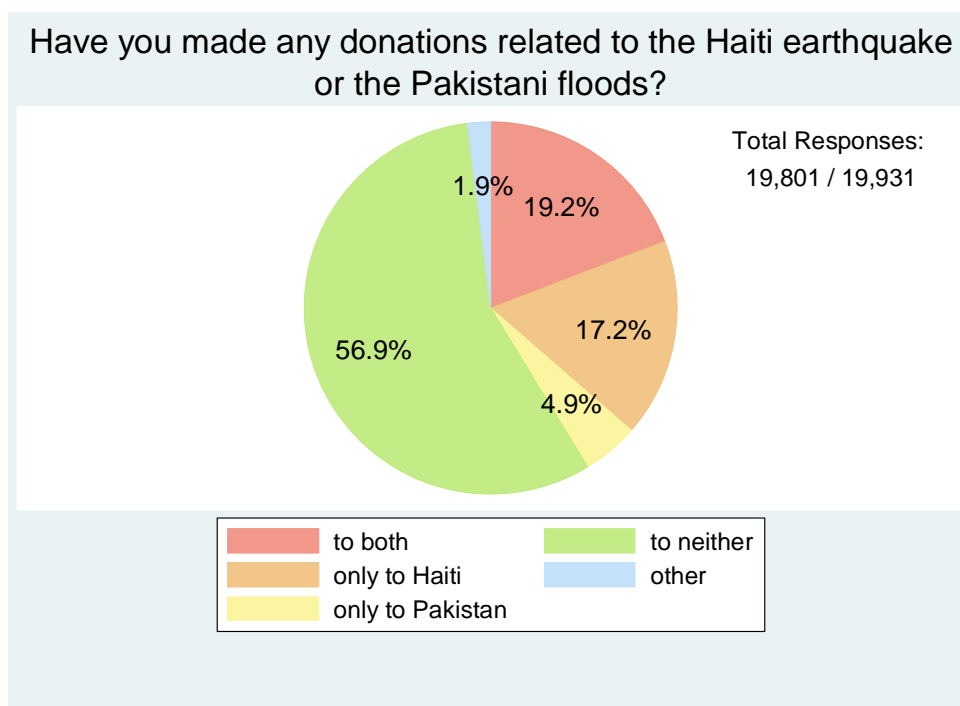
Sample Size: 6,470	More than once	Once	Never	Total Responses:
I had given to the charity before	67.7%	17.2%	15.1%	10,473
Friends, colleagues or family members	55.6%	26.7%	17.7%	10,412
I am personally connected to the charity	47.0%	19.0%	34.0%	10,317
My own research on the cause and/or charity	43.0%	23.9%	33.2%	9,681
Media coverage of charity (TV, newspapers, radio)	34.6%	21.7%	43.8%	9,683
Charity advertisement	18.1%	18.7%	63.2%	9,265
Charity solicitation in person	14.6%	13.2%	72.3%	9,211
Charity solicitation by direct mail	14.3%	10.3%	75.5%	9,286
Charity solicitation by email	9.3%	8.3%	82.4%	9,138

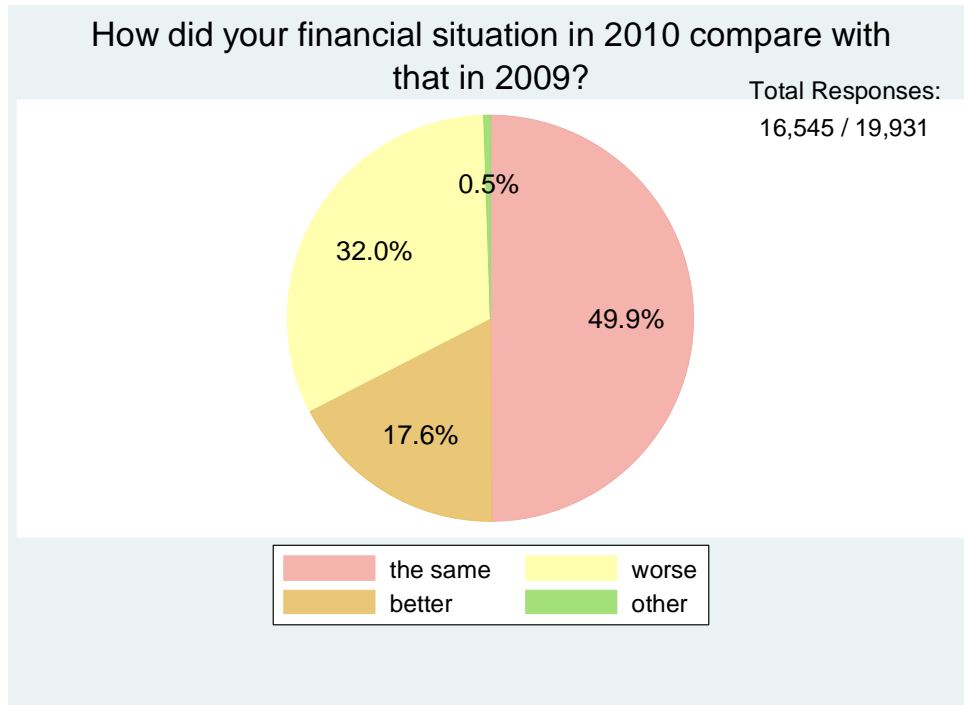
Respondents were prompted to answer this question only if they (a) indicated they have fundraised in the last 3 years and (b) indicated that they have always or sometimes chosen the charities for which they fundraised themselves. (This question was added to the survey starting in batch 2).



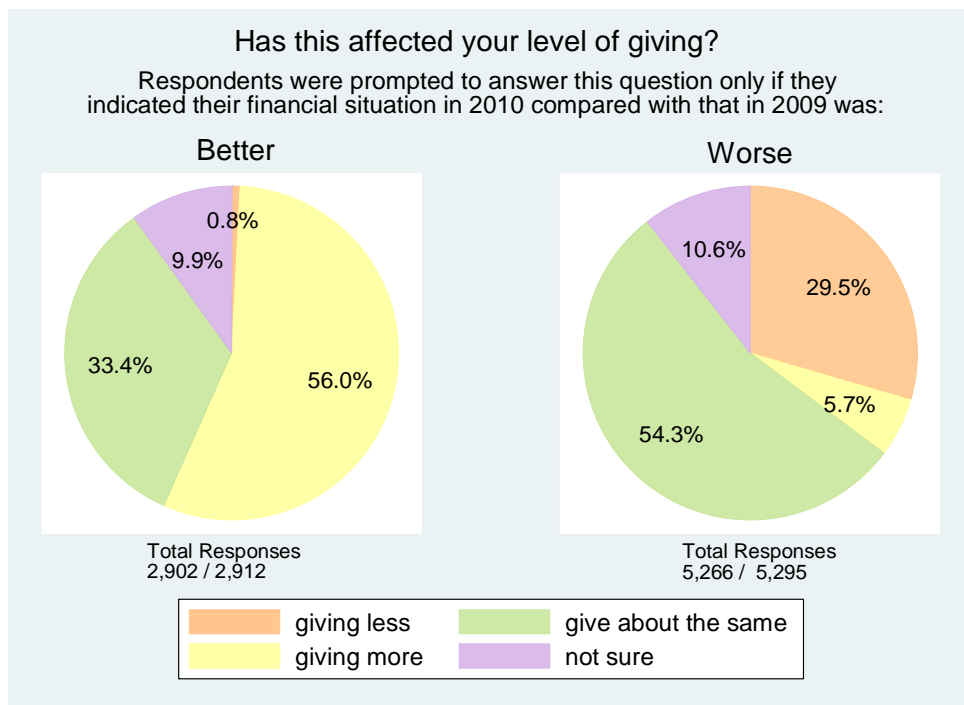
## 2.2 Influence of External Events on Giving

This section investigates whether external events influence an individual's decisions about charitable giving. More specifically, this section looks at how the current economic crisis and the Haiti earthquake in 2010 affected one's giving. This section also contains information on whether an individual's charitable giving is affected by changes in government policy.

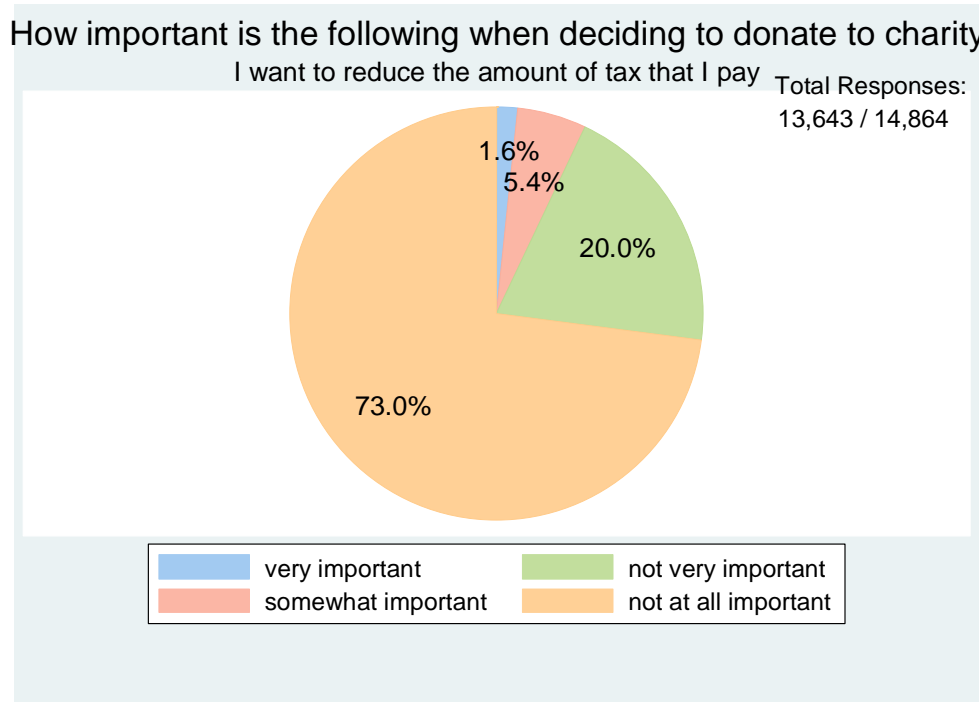




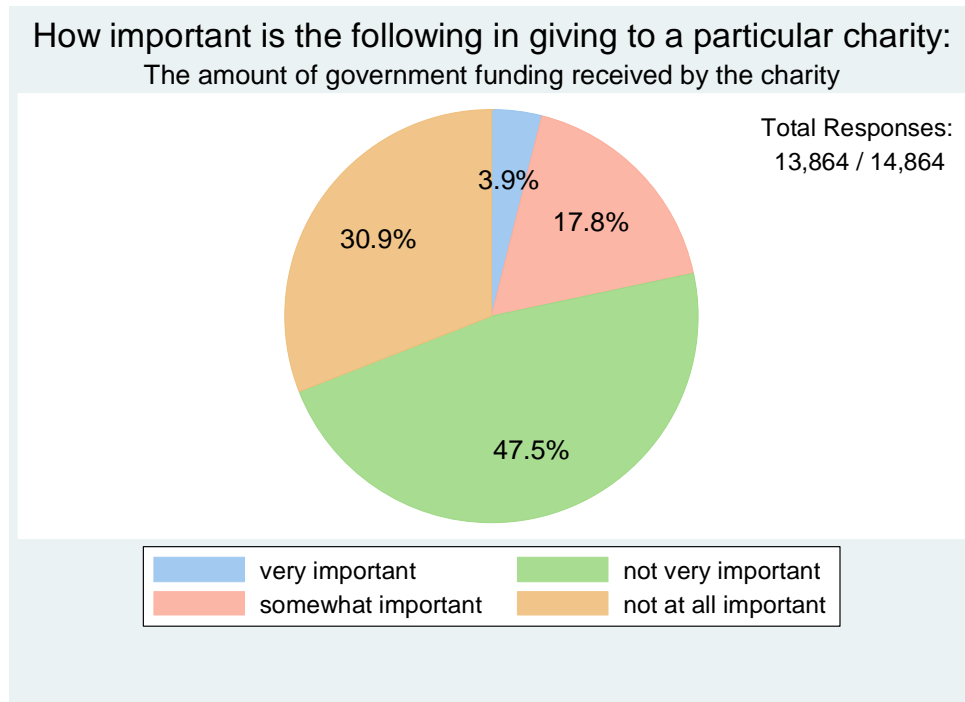
Respondents were prompted to answer this question only if they indicated their financial situation in 2010 compared with that in 2009 was better or worse.



Respondents were prompted to answer this question only if they indicated they have given to charity in 2010.

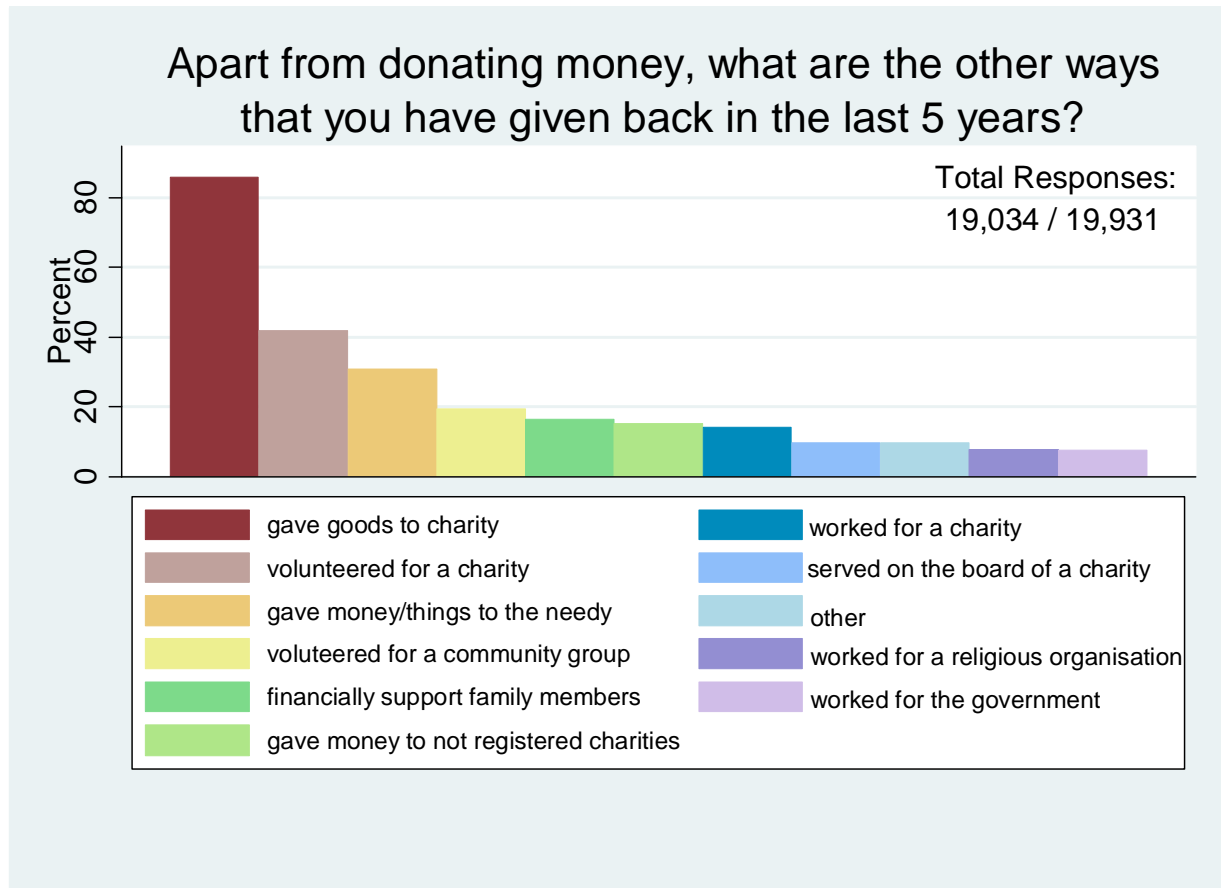


Respondents were prompted to answer this question only if they indicated they have given to charity in 2010.

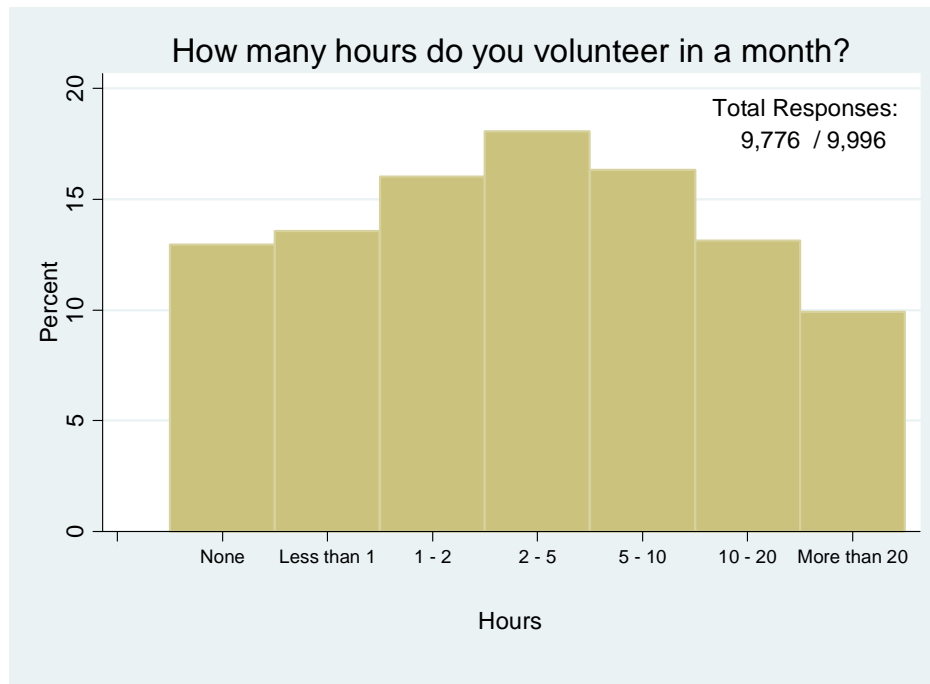


## Part 3: Other ways of giving

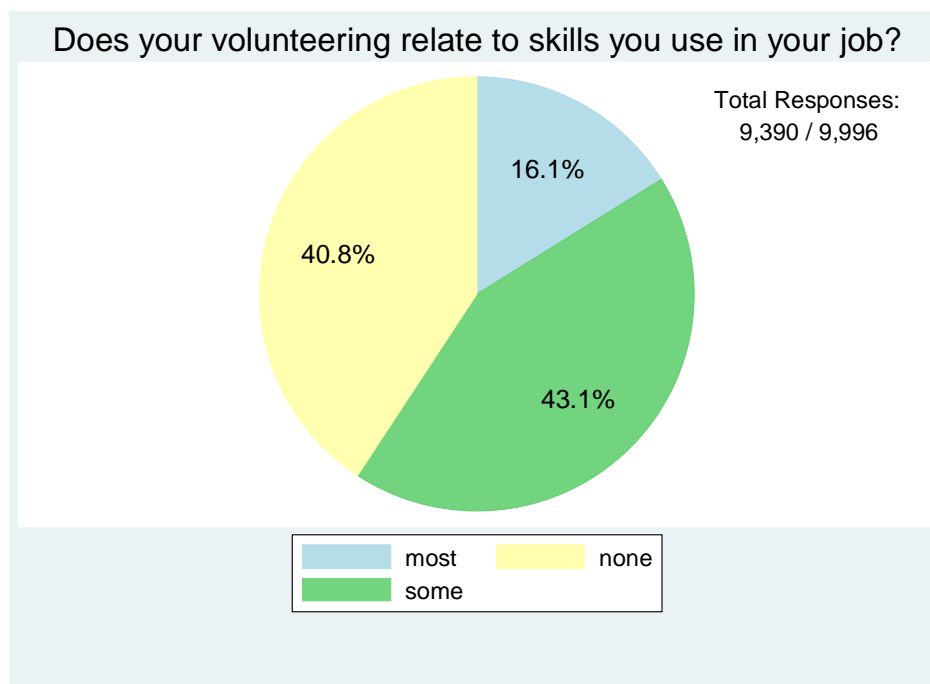
This section analyzes the different ways in which an individual makes a donation. More specifically, this section examines the types of donation an individual makes besides monetary donations to a charity.



Respondents were prompted to answer this question only if they indicated they have served on the Board of Directors of a charity, or volunteered for a community group, or volunteered for a charitable organization in the past 5 years.



Respondents were prompted to answer this question only if they indicated they have served on the Board of Directors of a charity, or volunteered for a community group, or volunteered for a charitable organization in the past 5 years.

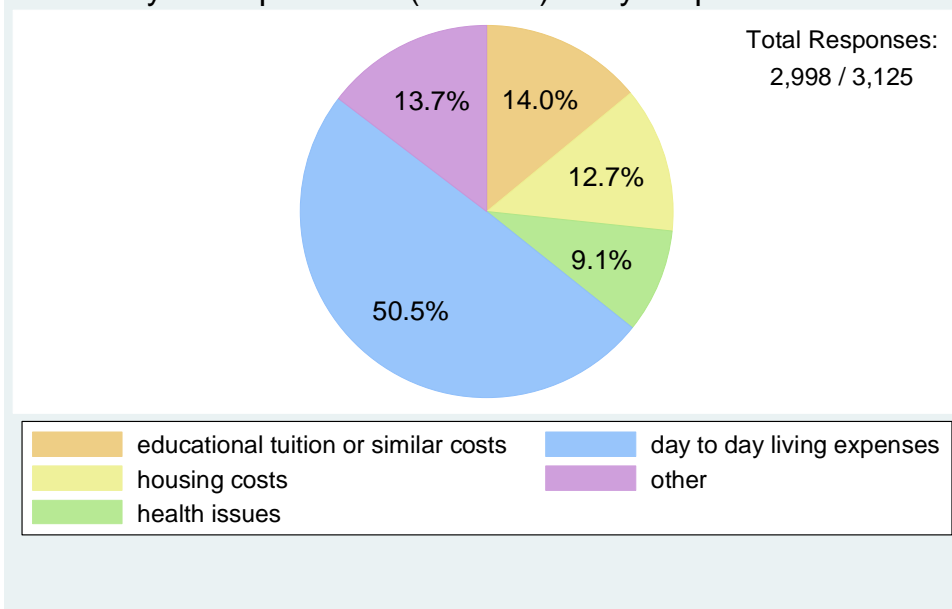


**Indicate the extent to which you agree with the following statements**

Sample Size: 19,931	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Total Responses:
Volunteering is important for staying involved in one's community	17.5%	51.2%	24.4%	6.0%	1.2%	19,724
I have limited free time so it is easier to give money than time	14.4%	50.2%	17.4%	15.8%	2.2%	19,712
Volunteering is important for skill development	11.4%	42.9%	35.7%	8.6%	1.4%	19,672
I give time in a more ad-hoc way (e.g. helping friends / neighbours)	4.4%	45.3%	27.9%	19.8%	2.6%	19,613
Giving time is more important than giving money	3.5%	20.8%	60.6%	14.1%	1.1%	19,718
I do not believe in volunteering	0.8%	1.1%	6.9%	33.6%	57.6%	19,629
Giving money is more important than giving time	0.6%	7.9%	57.2%	30.6%	3.6%	19,764

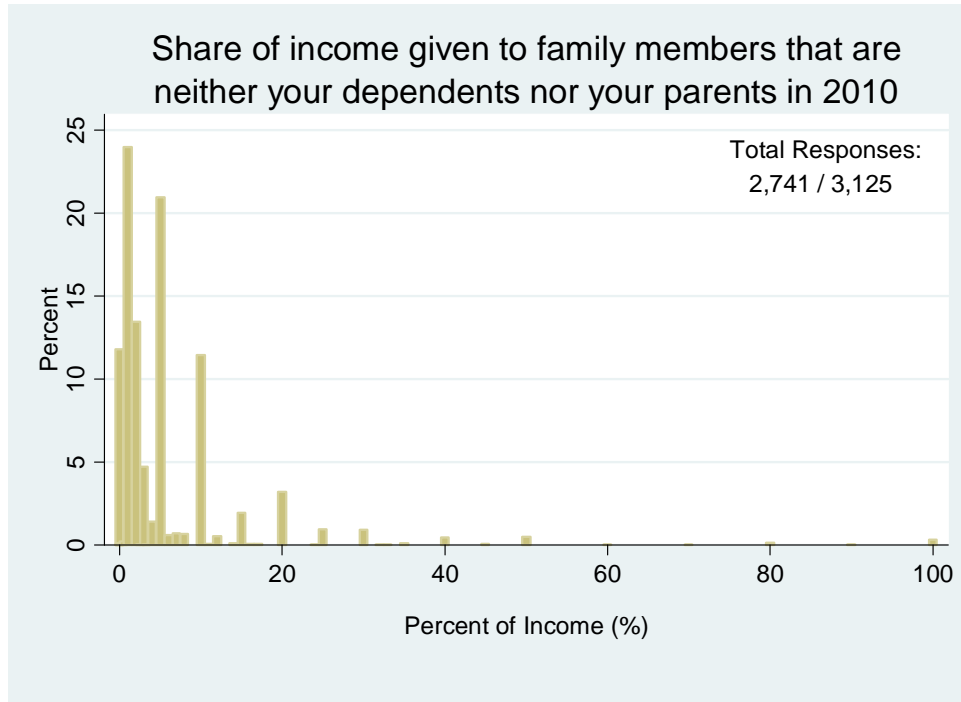
Respondents were prompted to answer this question only if they indicated they financially supported family members other than their parents or their dependents in the past 5 years.

**In what areas did you support family members that were neither your dependents (children) nor your parents?**





Respondents were prompted to answer this question only if they indicated they financially supported family members other than their dependents or their dependents in the past 5 years.



Respondents were prompted to answer this question only if they indicated they financially supported family members other than their parents or their dependents in the past 5 years.

