

YouGov Survey: Charity donations



Sample 1000 U.S. Adult Citizens
 Conducted July 21 - 24, 2022
 Margin of Error ±3.4%

1. Do you ever donate money to any charitable causes or organizations?

Yes 69%
 No 31%

2. In the past 12 months, did you donate money to any charitable causes or organizations?

Yes 54%
 No 14%
 I don't ever donate to charities 32%

3. In the past 12 months, how much money did you donate to charity? Please select the option that best applies.

Less than \$99 23%
 \$100 - \$199 14%
 \$200 - \$299 7%
 \$300 - \$399 3%
 \$400 - \$499 5%
 \$500 - \$599 7%
 \$600 - \$699 1%
 \$700 - \$799 1%
 \$800 - \$899 1%
 \$900 - \$999 0%
 \$1,000 or more 13%
 Not sure 4%
 I haven't donated to a charity in the past 12 months 21%

4. Which, if any, of the following categories of charities have you donated to within the past 12 months? Please select all that apply.

Animals (such as wildlife conservation, shelters) 21%
 Arts/culture/humanities (such as museums, libraries, public broadcasting) 10%
 Community development 6%
 Disaster relief (such as hurricane relief, wildfire relief) 12%
 Education (such as local schools, scholarship funds) 13%
 Environment (such as conservation funds, parks) 9%
 Health and disease (such as hospitals, medical research, patient support) 21%
 Civil Rights (such as legal funds, civil rights advocacy organizations) 10%
 Human Services (such as homeless services, food banks, crisis services, children's and youth services) 33%
 International (such as humanitarian relief, development services) 11%
 Research and public policy 4%
 Religious organization (such as church, religious media) 27%
 Other 9%

continued on the next page ...

continued from previous page

Not sure	3%
I haven't donated to a charity in the past 12 months	21%

5. In terms of your own personal giving, do you prefer to donate to charities that are...

Based in your local area	21%
Based in the U.S.	22%
International	3%
Their location is not important to me	20%
Not sure	3%
I don't ever donate to charities	32%

6. Which, if any, of the following reasons describe why you donate to charity? Please select all that apply

I believe in the cause	48%
I believe you should give to charity	31%
Giving to charity is a part of my religious beliefs	15%
I don't feel the state does enough to help those in need	13%
I always give to charity	11%
I have had personal experience benefitting from the charity	11%
I wanted to support a friend through sponsorship	8%
Other	2%
Not sure	2%
I don't ever donate to charities	31%

7. How important are the following when it comes to choosing a charity to donate to?

Asked of people who say they ever donate to charities

	Very important	Somewhat important	Not very important	Not at all important
Knowing exactly what my donation is funding	62%	28%	8%	2%
Feeling personally connected to the cause in some way	29%	45%	19%	7%
Knowing my funds will be used in the most effective way	77%	18%	3%	2%
Knowing my funds will be used in the way that will do the most good possible	80%	15%	3%	1%
Knowing that I will be recognized publicly for my donation	6%	8%	13%	74%

8. Which of the following is MOST important to you when it comes to choosing a charity to donate to?

Asked of people who say they ever donate to charities and name at least one factor as very important when it comes to choosing a charity to donate to

Knowing exactly what my donation is funding	22%
Feeling personally connected to the cause in some way	9%
Knowing my funds will be used in the most effective way	21%
Knowing my funds will be used in the way that will do the most good possible	47%
Knowing that I will be recognized publicly for my donation	1%

9. In terms of your own personal giving to charities, do you give...?

Mostly time	9%
Mostly money	51%
Time and money equally	17%
Neither	22%

10. If you had to say, which of the following groups do you think has the greatest responsibility for helping people who are struggling?

The government	38%
Private charities	33%
Neither	11%
Not sure	18%

11. Do you support or oppose allowing donations to charities to be deducted on federal income-tax returns?

Strongly support	40%
Somewhat support	26%
Somewhat oppose	8%
Strongly oppose	6%
Not sure	19%

12. Is it your impression that the current generation of wealthy Americans contributes more to charity than previous wealthy generations, contributes less to charity, or contributes about the same amount?

Contributes more to charity	13%
About the same amount	26%
Contributes less to charity	30%
Not sure	31%

13. Should billionaires donate a majority of their wealth to charity?

Yes, while they are living	38%
Yes, after they die	12%
No	23%
Not sure	27%

14. Are you familiar with the term "effective altruism"?

Yes	17%
No	65%
Not sure	18%

15. Are you familiar with the idea of "utilitarianism"?

Yes	27%
No	52%
Not sure	22%

Interviewing Dates	July 21 - 24, 2022
Target population	U.S. Citizens, aged 18 and over.
Sampling method	Respondents were selected from YouGov's opt-in Internet panel using sample matching. A random sample (stratified by gender, age, race, education, geographic region, and voter registration) was selected from the 2018 American Community Study. Voter registration was imputed from the November 2018 Current Population Survey Registration and Voting Supplement.
Weighting	The sample was weighted based on gender, age, race, education, news interest, and 2020 Presidential vote (or non-vote). The weights range from 0.162 to 3.737, with a mean of one and a standard deviation of 0.47.
Number of respondents	1000
Margin of error	± 3.4% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	50 questions not reported.