YouGov Survey: Charity donations
July 21 - 24, 2022 - 1000 U.S. Adult Citizens

YouGov

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

| | Total | Gender | | Age (4 category) | | | | Race (4 category) | | | |
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	69%	64%	73%	54%	60%	73%	85%	72%	63%	58%	63%
No	31%	36%	27%	46%	40%	27%	15%	28%	37%	42%	37%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(999)	(477)	(522)	(207)	(187)	(386)	(219)	(695)	(129)	(102)	(73)

| | Total | Party ID | | | 2020 Vote | | Family Income (3 category) | | | Census Region | | | |
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Yes	69%	72%	62%	75%	77%	78%	56%	79%	80%	74%	64%	67%	72%
No	31%	28%	38%	25%	23%	22%	44%	21%	20%	26%	36%	33%	28%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(999)	(357)	(408)	(234)	(409)	(318)	(386)	(303)	(195)	(163)	(183)	(442)	(211)

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

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	54%	51%	57%	35%	45%	57%	77%	58%	45%	46%	50%
No	14%	13%	16%	18%	15%	16%	8%	14%	18%	11%	13%
I don't ever donate to charities	32%	36%	27%	47%	40%	27%	15%	28%	37%	44%	37%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	101%	100%
Unweighted N	(995)	(476)	(519)	(204)	(187)	(386)	(218)	(694)	(129)	(99)	(73)

		Party ID			2020 Vote		Family Income (3 category)			Census Region			
	Total	Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Yes	54%	56%	48%	62%	62%	68%	41%	64%	70%	59%	51%	51%	57%
No	14%	16%	14%	13%	15%	10%	15%	14%	10%	14%	13%	15%	15%
I don't ever donate to charities	32%	28%	38%	25%	23%	22%	44%	22%	20%	27%	36%	33%	28%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	99%	100%
Unweighted N	(995)	(355)	(407)	(233)	(409)	(316)	(386)	(299)	(195)	(162)	(183)	(440)	(210)

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

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Less than $99	23%	16%	29%	27%	24%	25%	16%	21%	34%	24%	23%
$100 - $199	14%	15%	14%	14%	10%	16%	15%	15%	10%	17%	8%
$200 - $299	7%	9%	6%	4%	6%	8%	11%	8%	4%	7%	3%
$300 - $399	3%	2%	3%	1%	5%	4%	1%	3%	4%	3%	5%
$400 - $499	5%	5%	4%	5%	3%	4%	7%	4%	5%	6%	8%
$500 - $599	7%	9%	5%	6%	9%	4%	9%	7%	5%	6%	12%
$600 - $699	1%	1%	1%	0%	1%	0%	3%	1%	0%	0%	0%
$700 - $799	1%	1%	1%	0%	2%	1%	2%	2%	0%	0%	0%
$800 - $899	1%	1%	0%	1%	1%	0%	1%	0%	0%	2%	0%
$900 - $999	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%
$1,000 or more	13%	17%	10%	5%	10%	12%	22%	15%	7%	12%	10%
Not sure	4%	5%	3%	2%	6%	4%	4%	4%	3%	4%	9%
I haven't donated to a charity in the past 12 months	21%	20%	22%	34%	25%	22%	10%	20%	29%	19%	21%
Totals	100%	101%	98%	100%	102%	100%	101%	100%	101%	100%	99%
Unweighted N	(704)	(318)	(386)	(109)	(116)	(290)	(189)	(511)	(82)	(62)	(49)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Less than $99	23%	24%	26%	17%	23%	16%	31%	23%	8%	20%	20%	27%	21%
$100 - $199	14%	14%	14%	15%	15%	15%	17%	17%	12%	20%	17%	10%	15%
$200 - $299	7%	10%	7%	5%	7%	9%	6%	9%	9%	11%	5%	6%	9%
$300 - $399	3%	4%	1%	4%	5%	2%	2%	3%	3%	5%	4%	3%	1%
$400 - $499	5%	6%	4%	5%	7%	5%	4%	5%	5%	8%	7%	3%	2%

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		Party ID			**2020 Vote**		**Family Income (3 category)**			**Census Region**			
	Total	Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
$500 - $599	7%	7%	5%	9%	6%	9%	4%	7%	13%	6%	9%	7%	5%
$600 - $699	1%	1%	2%	1%	1%	1%	0%	2%	2%	0%	3%	1%	1%
$700 - $799	1%	1%	0%	2%	1%	2%	1%	1%	2%	3%	2%	1%	0%
$800 - $899	1%	1%	0%	1%	1%	0%	0%	1%	1%	1%	0%	0%	1%
$900 - $999	0%	0%	0%	0%	0%	1%	1%	0%	0%	0%	0%	0%	1%
$1,000 or more	13%	7%	13%	20%	12%	20%	4%	13%	28%	5%	11%	15%	18%
Not sure	4%	3%	5%	4%	3%	6%	3%	2%	5%	2%	2%	4%	6%
I haven't donated to a charity in the past 12 months	21%	23%	22%	17%	19%	13%	27%	18%	13%	19%	20%	23%	21%
Totals	100%	101%	99%	100%	100%	99%	100%	101%	101%	100%	100%	100%	101%
Unweighted N	(704)	(260)	(270)	(174)	(315)	(247)	(227)	(237)	(157)	(119)	(127)	(305)	(153)

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4. Where Donated

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

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Animals (such as wildlife conservation, shelters)	21%	19%	23%	15%	12%	23%	29%	25%	6%	15%	14%
Arts/culture/humanities (such as museums, libraries, public broadcasting)	10%	11%	9%	6%	11%	6%	15%	10%	5%	16%	9%
Community development	6%	7%	5%	8%	10%	4%	3%	6%	4%	8%	7%
Disaster relief (such as hurricane relief, wildfire relief)	12%	12%	12%	10%	12%	10%	17%	14%	5%	10%	16%
Education (such as local schools, scholarship funds)	13%	12%	14%	10%	17%	11%	13%	11%	10%	20%	22%
Environment (such as conservation funds, parks)	9%	11%	8%	9%	7%	9%	11%	10%	9%	5%	5%
Health and disease (such as hospitals, medical research, patient support)	21%	20%	22%	12%	22%	22%	25%	23%	15%	15%	23%
Civil Rights (such as legal funds, civil rights advocacy organizations)	10%	10%	9%	12%	10%	7%	12%	10%	11%	9%	11%

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		Gender		**Age (4 category)**				**Race (4 category)**			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Human Services (such as homeless services, food banks, crisis services, children's and youth services)	33%	33%	32%	26%	32%	33%	36%	32%	33%	33%	42%
International (such as humanitarian relief, development services)	11%	14%	9%	12%	10%	8%	15%	12%	4%	7%	15%
Research and public policy	4%	5%	4%	3%	8%	3%	4%	3%	3%	13%	7%
Religious organization (such as church, religious media)	27%	28%	26%	15%	19%	29%	38%	27%	29%	23%	33%
Other	9%	10%	8%	0%	3%	9%	18%	10%	6%	1%	7%
Not sure	3%	2%	3%	6%	4%	2%	1%	2%	4%	6%	3%
I haven't donated to a charity in the past 12 months	21%	20%	22%	34%	25%	22%	10%	20%	29%	19%	21%
Unweighted N	(704)	(318)	(386)	(109)	(116)	(290)	(189)	(511)	(82)	(62)	(49)

		Party ID			**2020 Vote**		**Family Income (3 category)**			**Census Region**			
	Total	Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Animals (such as wildlife conservation, shelters)	21%	23%	22%	19%	25%	21%	19%	22%	24%	26%	25%	21%	14%
Arts/culture/humanities (such as museums, libraries, public broadcasting)	10%	14%	8%	8%	17%	7%	5%	10%	15%	15%	12%	6%	11%
Community development	6%	6%	5%	6%	6%	7%	3%	4%	10%	3%	8%	4%	9%

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	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Disaster relief (such as hurricane relief, wildfire relief)	12%	13%	13%	10%	14%	11%	9%	12%	16%	11%	11%	13%	14%
Education (such as local schools, scholarship funds)	13%	14%	14%	9%	15%	12%	7%	16%	21%	9%	14%	12%	15%
Environment (such as conservation funds, parks)	9%	15%	7%	5%	15%	4%	9%	10%	9%	10%	12%	8%	7%
Health and disease (such as hospitals, medical research, patient support)	21%	20%	19%	25%	20%	25%	15%	23%	28%	32%	22%	17%	18%
Civil Rights (such as legal funds, civil rights advocacy organizations)	10%	17%	8%	3%	18%	3%	9%	8%	14%	10%	12%	7%	12%
Human Services (such as homeless services, food banks, crisis services, children's and youth services)	33%	33%	34%	31%	38%	30%	27%	34%	38%	38%	33%	30%	33%
International (such as humanitarian relief, development services)	11%	12%	12%	9%	15%	9%	7%	10%	17%	14%	8%	9%	14%
Research and public policy	4%	4%	3%	6%	5%	5%	3%	3%	9%	4%	4%	3%	7%
Religious organization (such as church, religious media)	27%	21%	24%	41%	21%	41%	25%	28%	31%	21%	24%	34%	24%

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	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Other	9%	6%	11%	9%	7%	14%	8%	11%	9%	10%	8%	9%	9%
Not sure	3%	2%	4%	1%	1%	3%	4%	2%	1%	3%	2%	2%	3%
I haven't donated to a charity in the past 12 months	21%	23%	22%	17%	19%	13%	27%	18%	13%	19%	20%	23%	21%
Unweighted N	(704)	(260)	(270)	(174)	(315)	(247)	(227)	(237)	(157)	(119)	(127)	(305)	(153)

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5. Prefer To Give To Local or Global Charities

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

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Based in your local area	21%	17%	24%	11%	16%	25%	30%	24%	14%	14%	14%
Based in the U.S.	22%	24%	21%	12%	22%	24%	30%	24%	23%	18%	14%
International	3%	4%	2%	5%	4%	1%	1%	2%	4%	6%	3%
Their location is not important to me	20%	17%	22%	20%	14%	22%	22%	20%	19%	12%	29%
Not sure	3%	2%	4%	6%	4%	1%	2%	2%	4%	7%	2%
I don't ever donate to charities	32%	36%	27%	46%	40%	27%	15%	28%	37%	42%	37%
Totals	101%	100%	100%	100%	100%	100%	100%	100%	101%	99%	99%
Unweighted N	(997)	(476)	(521)	(207)	(187)	(384)	(219)	(694)	(128)	(102)	(73)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Based in your local area	21%	20%	19%	26%	22%	28%	15%	27%	24%	19%	22%	20%	22%
Based in the U.S.	22%	22%	18%	30%	22%	31%	19%	26%	25%	28%	20%	21%	23%
International	3%	4%	1%	4%	3%	2%	3%	3%	5%	3%	3%	3%	3%
Their location is not important to me	20%	23%	21%	13%	27%	15%	16%	19%	25%	21%	19%	20%	20%
Not sure	3%	3%	3%	2%	2%	2%	3%	3%	1%	3%	1%	3%	4%
I don't ever donate to charities	32%	28%	38%	25%	23%	22%	44%	21%	20%	26%	36%	33%	28%
Totals	101%	100%	100%	100%	99%	100%	100%	99%	100%	100%	101%	100%	100%
Unweighted N	(997)	(355)	(408)	(234)	(408)	(318)	(386)	(302)	(194)	(163)	(183)	(440)	(211)

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

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
I believe in the cause	48%	42%	53%	29%	38%	55%	64%	53%	36%	30%	51%
I believe you should give to charity	31%	31%	32%	23%	26%	32%	43%	34%	28%	19%	33%
Giving to charity is a part of my religious beliefs	15%	16%	15%	10%	7%	19%	25%	16%	13%	14%	15%
I don't feel the state does enough to help those in need	13%	12%	15%	13%	14%	13%	14%	14%	12%	11%	15%
I always give to charity	11%	9%	13%	7%	8%	8%	23%	12%	7%	8%	19%
I have had personal experience benefitting from the charity	11%	11%	12%	8%	11%	16%	9%	10%	14%	9%	19%
I wanted to support a friend through sponsorship	8%	7%	9%	7%	10%	5%	11%	8%	8%	11%	6%
Other	2%	2%	1%	0%	2%	2%	2%	2%	2%	1%	0%
Not sure	2%	2%	1%	4%	2%	1%	2%	1%	3%	4%	0%
I don't ever donate to charities	31%	36%	27%	46%	40%	27%	15%	28%	37%	42%	37%
Unweighted N	(999)	(477)	(522)	(207)	(187)	(386)	(219)	(695)	(129)	(102)	(73)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
I believe in the cause	48%	52%	45%	47%	57%	51%	37%	56%	61%	54%	45%	44%	50%
I believe you should give to charity	31%	37%	28%	29%	37%	33%	23%	33%	43%	33%	30%	30%	33%

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	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Giving to charity is a part of my religious beliefs	15%	12%	13%	26%	13%	27%	11%	20%	20%	11%	16%	19%	13%
I don't feel the state does enough to help those in need	13%	14%	15%	10%	21%	7%	11%	14%	18%	19%	14%	11%	12%
I always give to charity	11%	11%	9%	15%	15%	14%	8%	15%	13%	14%	10%	10%	12%
I have had personal experience benefitting from the charity	11%	13%	10%	11%	11%	11%	12%	12%	12%	12%	13%	10%	10%
I wanted to support a friend through sponsorship	8%	9%	6%	11%	11%	9%	5%	9%	15%	9%	8%	7%	8%
Other	2%	1%	2%	1%	1%	3%	1%	2%	2%	1%	2%	2%	2%
Not sure	2%	1%	2%	2%	1%	2%	1%	2%	1%	2%	2%	1%	2%
I don't ever donate to charities	31%	28%	38%	25%	23%	22%	44%	21%	20%	26%	36%	33%	28%
Unweighted N	(999)	(357)	(408)	(234)	(409)	(318)	(386)	(303)	(195)	(163)	(183)	(442)	(211)

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7A. Importance of Charity Factors — Knowing exactly what my donation is funding
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

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very important	62%	57%	66%	57%	53%	70%	63%	63%	68%	50%	68%
Somewhat important	28%	30%	26%	27%	34%	25%	27%	29%	21%	37%	18%
Not very important	8%	9%	7%	12%	11%	2%	9%	7%	10%	11%	6%
Not at all important	2%	3%	1%	3%	1%	3%	1%	2%	1%	2%	7%
Totals	100%	99%	100%	99%	99%	100%	100%	101%	100%	100%	99%
Unweighted N	(705)	(318)	(387)	(111)	(116)	(288)	(190)	(511)	(80)	(65)	(49)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Very important	62%	57%	62%	69%	58%	72%	62%	64%	53%	67%	66%	64%	53%
Somewhat important	28%	31%	27%	24%	31%	22%	24%	30%	35%	26%	26%	26%	34%
Not very important	8%	10%	8%	5%	8%	6%	10%	4%	10%	5%	6%	8%	11%
Not at all important	2%	2%	2%	2%	2%	1%	3%	1%	1%	2%	2%	2%	2%
Totals	100%	100%	99%	100%	99%	101%	99%	99%	99%	100%	100%	100%	100%
Unweighted N	(705)	(260)	(271)	(174)	(314)	(248)	(226)	(240)	(157)	(120)	(125)	(306)	(154)

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7B. Importance of Charity Factors — Feeling personally connected to the cause in some way
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

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very important	29%	28%	31%	22%	28%	34%	29%	28%	38%	34%	20%
Somewhat important	45%	43%	46%	55%	50%	40%	40%	45%	40%	45%	52%
Not very important	19%	19%	18%	19%	13%	18%	24%	19%	16%	18%	18%
Not at all important	7%	9%	5%	4%	9%	8%	7%	8%	6%	3%	9%
Totals	100%	99%	100%	100%	100%	100%	100%	100%	100%	100%	99%
Unweighted N	(705)	(317)	(388)	(112)	(116)	(287)	(190)	(511)	(81)	(64)	(49)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Very important	29%	30%	24%	37%	29%	36%	32%	25%	29%	30%	28%	32%	26%
Somewhat important	45%	44%	48%	40%	43%	40%	46%	51%	39%	42%	49%	42%	47%
Not very important	19%	21%	18%	17%	23%	17%	15%	18%	25%	22%	16%	18%	19%
Not at all important	7%	5%	10%	6%	5%	8%	7%	6%	6%	6%	7%	8%	7%
Totals	100%	100%	100%	100%	100%	101%	100%	100%	99%	100%	100%	100%	99%
Unweighted N	(705)	(260)	(270)	(175)	(312)	(249)	(226)	(239)	(157)	(118)	(126)	(307)	(154)

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7C. Importance of Charity Factors — Knowing my funds will be used in the most effective way

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

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very important	77%	71%	83%	60%	64%	84%	89%	82%	74%	50%	77%
Somewhat important	18%	23%	14%	23%	31%	14%	10%	16%	19%	31%	18%
Not very important	3%	4%	3%	13%	3%	2%	0%	2%	6%	9%	2%
Not at all important	2%	3%	1%	5%	2%	1%	0%	0%	1%	9%	2%
Totals	100%	101%	101%	101%	100%	101%	99%	100%	100%	99%	99%
Unweighted N	(702)	(318)	(384)	(112)	(116)	(287)	(187)	(509)	(81)	(64)	(48)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Very important	77%	72%	79%	81%	77%	83%	83%	74%	71%	76%	79%	82%	69%
Somewhat important	18%	23%	16%	15%	21%	14%	11%	22%	25%	20%	17%	12%	26%
Not very important	3%	3%	4%	3%	1%	1%	3%	4%	1%	3%	3%	4%	3%
Not at all important	2%	2%	1%	2%	1%	2%	2%	0%	2%	2%	1%	2%	2%
Totals	100%	100%	100%	101%	100%	100%	99%	100%	99%	101%	100%	100%	100%
Unweighted N	(702)	(258)	(270)	(174)	(310)	(248)	(224)	(239)	(156)	(118)	(126)	(305)	(153)

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7D. Importance of Charity Factors — Knowing my funds will be used in the way that will do the most good possible
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

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very important	80%	73%	86%	63%	68%	88%	91%	83%	77%	67%	79%
Somewhat important	15%	20%	11%	24%	25%	11%	8%	15%	17%	15%	16%
Not very important	3%	4%	2%	9%	6%	1%	0%	1%	4%	14%	5%
Not at all important	1%	2%	0%	4%	1%	0%	0%	1%	1%	4%	0%
Totals	99%	99%	99%	100%	100%	100%	99%	100%	99%	100%	100%
Unweighted N	(706)	(319)	(387)	(112)	(116)	(289)	(189)	(511)	(82)	(65)	(48)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Very important	80%	80%	79%	83%	82%	83%	86%	77%	78%	82%	83%	84%	71%
Somewhat important	15%	14%	17%	13%	14%	14%	10%	19%	16%	14%	14%	12%	21%
Not very important	3%	4%	2%	4%	2%	3%	3%	3%	4%	3%	2%	2%	6%
Not at all important	1%	2%	1%	0%	1%	1%	1%	1%	2%	1%	1%	1%	1%
Totals	99%	100%	99%	100%	99%	101%	100%	100%	100%	100%	100%	99%	99%
Unweighted N	(706)	(261)	(271)	(174)	(313)	(249)	(227)	(240)	(156)	(119)	(127)	(306)	(154)

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7E. Importance of Charity Factors — Knowing that I will be recognized publicly for my donation
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

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very important	6%	6%	5%	7%	10%	4%	3%	5%	11%	10%	1%
Somewhat important	8%	9%	6%	12%	18%	3%	2%	5%	13%	22%	5%
Not very important	13%	15%	12%	26%	9%	11%	11%	12%	19%	14%	11%
Not at all important	74%	70%	76%	55%	62%	81%	84%	78%	57%	54%	82%
Totals	101%	100%	99%	100%	99%	99%	100%	100%	100%	100%	99%
Unweighted N	(702)	(315)	(387)	(112)	(116)	(287)	(187)	(507)	(81)	(65)	(49)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Very important	6%	5%	3%	11%	7%	7%	7%	8%	2%	4%	8%	6%	4%
Somewhat important	8%	9%	7%	6%	7%	7%	5%	10%	8%	14%	2%	4%	12%
Not very important	13%	18%	12%	10%	14%	11%	12%	13%	16%	18%	12%	11%	14%
Not at all important	74%	68%	79%	73%	72%	76%	76%	70%	74%	63%	78%	78%	70%
Totals	101%	100%	101%	100%	100%	101%	100%	101%	100%	99%	100%	99%	100%
Unweighted N	(702)	(260)	(269)	(173)	(312)	(247)	(225)	(238)	(156)	(117)	(125)	(307)	(153)

8. Most Important Charity Factor

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

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Knowing exactly what my donation is funding	22%	21%	23%	30%	27%	19%	19%	21%	24%	24%	26%
Feeling personally connected to the cause in some way	9%	10%	8%	7%	10%	10%	8%	8%	8%	14%	10%
Knowing my funds will be used in the most effective way	21%	23%	19%	25%	22%	19%	20%	20%	26%	19%	22%
Knowing my funds will be used in the way that will do the most good possible	47%	43%	50%	34%	39%	51%	53%	49%	41%	39%	41%
Knowing that I will be recognized publicly for my donation	1%	2%	0%	4%	2%	1%	0%	1%	1%	3%	0%
Totals	100%	99%	100%	100%	100%	100%	100%	99%	100%	99%	99%
Unweighted N	(646)	(284)	(362)	(93)	(99)	(274)	(180)	(475)	(73)	(55)	(43)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Knowing exactly what my donation is funding	22%	17%	26%	23%	21%	24%	18%	23%	22%	24%	18%	23%	23%
Feeling personally connected to the cause in some way	9%	10%	8%	8%	9%	11%	9%	7%	9%	10%	8%	8%	10%

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	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Knowing my funds will be used in the most effective way	21%	16%	24%	22%	16%	22%	24%	20%	20%	19%	19%	21%	25%
Knowing my funds will be used in the way that will do the most good possible	47%	55%	42%	44%	52%	42%	48%	47%	48%	47%	52%	47%	41%
Knowing that I will be recognized publicly for my donation	1%	0%	1%	3%	1%	2%	1%	3%	0%	0%	3%	1%	1%
Totals	100%	98%	101%	100%	99%	101%	100%	100%	99%	100%	100%	100%	100%
Unweighted N	(646)	(235)	(244)	(167)	(285)	(233)	(214)	(219)	(139)	(110)	(114)	(285)	(137)

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9. Prefer To Give Time or Money
In terms of your own personal giving to charities, do you give...?

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Mostly time	9%	10%	9%	16%	15%	4%	4%	6%	14%	17%	15%
Mostly money	51%	50%	52%	36%	43%	55%	69%	57%	42%	40%	41%
Time and money equally	17%	14%	20%	22%	16%	16%	14%	16%	26%	14%	21%
Neither	22%	26%	19%	26%	26%	24%	13%	22%	19%	29%	24%
Totals	99%	100%	100%	100%	100%	99%	100%	101%	101%	100%	101%
Unweighted N	(996)	(477)	(519)	(207)	(186)	(385)	(218)	(693)	(129)	(102)	(72)

		Party ID			2020 Vote		Family Income (3 category)			Census Region			
	Total	Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Mostly time	9%	12%	9%	5%	7%	6%	9%	8%	7%	9%	6%	9%	12%
Mostly money	51%	51%	45%	63%	58%	62%	42%	60%	62%	55%	50%	49%	54%
Time and money equally	17%	20%	18%	12%	20%	13%	18%	18%	17%	17%	16%	18%	18%
Neither	22%	17%	28%	20%	15%	19%	31%	14%	14%	19%	28%	24%	17%
Totals	99%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	101%
Unweighted N	(996)	(357)	(407)	(232)	(408)	(317)	(385)	(302)	(194)	(161)	(183)	(441)	(211)

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10. Responsibility to People Who Are Struggling

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

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
The government	38%	36%	40%	46%	40%	33%	36%	36%	46%	38%	44%
Private charities	33%	36%	30%	28%	28%	36%	39%	35%	22%	34%	30%
Neither	11%	13%	9%	10%	12%	11%	10%	12%	9%	10%	9%
Not sure	18%	15%	21%	16%	20%	19%	15%	17%	23%	17%	17%
Totals	100%	100%	100%	100%	100%	99%	100%	100%	100%	99%	100%
Unweighted N	(999)	(476)	(523)	(206)	(188)	(386)	(219)	(694)	(129)	(103)	(73)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
The government	38%	58%	32%	22%	62%	18%	37%	39%	44%	46%	37%	32%	43%
Private charities	33%	18%	36%	48%	18%	55%	27%	38%	41%	29%	32%	36%	33%
Neither	11%	6%	13%	14%	7%	14%	13%	10%	8%	11%	13%	11%	9%
Not sure	18%	17%	19%	16%	13%	13%	23%	13%	8%	14%	19%	20%	15%
Totals	100%	99%	100%	100%	100%	100%	100%	100%	101%	100%	101%	99%	100%
Unweighted N	(999)	(356)	(409)	(234)	(408)	(318)	(387)	(302)	(195)	(163)	(183)	(442)	(211)

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11. Allow Charity Tax Dedcations

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

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Strongly support	40%	41%	40%	25%	28%	49%	56%	43%	34%	30%	43%
Somewhat support	26%	27%	25%	27%	27%	25%	25%	26%	28%	28%	18%
Somewhat oppose	8%	8%	8%	14%	10%	6%	4%	8%	7%	12%	6%
Strongly oppose	6%	8%	5%	10%	9%	2%	6%	5%	6%	11%	10%
Not sure	19%	16%	22%	24%	26%	17%	8%	17%	25%	19%	23%
Totals	99%	100%	100%	100%	100%	99%	99%	99%	100%	100%	100%
Unweighted N	(1,000)	(477)	(523)	(207)	(188)	(386)	(219)	(695)	(129)	(103)	(73)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Strongly support	40%	39%	38%	45%	43%	50%	35%	45%	48%	37%	40%	41%	41%
Somewhat support	26%	35%	22%	22%	36%	22%	25%	29%	28%	29%	29%	24%	24%
Somewhat oppose	8%	7%	9%	9%	7%	7%	8%	7%	10%	8%	6%	8%	11%
Strongly oppose	6%	5%	7%	8%	3%	7%	9%	3%	5%	4%	7%	7%	7%
Not sure	19%	14%	24%	16%	11%	14%	24%	15%	9%	22%	18%	19%	17%
Totals	99%	100%	100%	100%	100%	100%	101%	99%	100%	100%	100%	99%	100%
Unweighted N	(1,000)	(357)	(409)	(234)	(409)	(318)	(387)	(303)	(195)	(163)	(183)	(442)	(212)

12. How Much Wealthy Give To Charity

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?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Contributes more to charity	13%	18%	8%	19%	14%	12%	8%	11%	21%	16%	8%
About the same amount	26%	28%	23%	29%	29%	23%	23%	26%	22%	27%	28%
Contributes less to charity	30%	27%	33%	20%	24%	32%	44%	33%	17%	26%	34%
Not sure	31%	27%	35%	32%	33%	33%	25%	30%	39%	31%	31%
Totals	100%	100%	99%	100%	100%	100%	100%	100%	99%	100%	101%
Unweighted N	(996)	(475)	(521)	(205)	(186)	(386)	(219)	(691)	(129)	(103)	(73)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Contributes more to charity	13%	16%	12%	10%	15%	10%	10%	17%	18%	13%	16%	12%	13%
About the same amount	26%	22%	24%	32%	21%	32%	25%	28%	28%	31%	24%	23%	27%
Contributes less to charity	30%	35%	28%	28%	40%	29%	30%	30%	32%	30%	33%	27%	33%
Not sure	31%	26%	35%	30%	24%	29%	35%	25%	22%	27%	27%	38%	27%
Totals	100%	99%	99%	100%	100%	100%	100%	100%	100%	101%	100%	100%	100%
Unweighted N	(996)	(355)	(407)	(234)	(407)	(317)	(385)	(302)	(194)	(163)	(183)	(439)	(211)

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13. Wealthy Donations

Should billionaires donate a majority of their wealth to charity?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes, while they are living	38%	34%	41%	41%	37%	36%	37%	39%	34%	36%	39%
Yes, after they die	12%	13%	10%	21%	17%	7%	4%	10%	11%	25%	7%
No	23%	28%	19%	15%	19%	29%	27%	25%	19%	22%	19%
Not sure	27%	25%	30%	22%	27%	28%	32%	27%	36%	18%	34%
Totals	100%	100%	100%	99%	100%	100%	100%	101%	100%	101%	99%
Unweighted N	(999)	(476)	(523)	(206)	(188)	(386)	(219)	(694)	(129)	(103)	(73)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Yes, while they are living	38%	56%	31%	26%	55%	23%	37%	38%	43%	39%	37%	35%	41%
Yes, after they die	12%	9%	14%	10%	10%	7%	11%	12%	10%	12%	16%	10%	10%
No	23%	15%	22%	36%	13%	41%	23%	20%	31%	19%	23%	26%	23%
Not sure	27%	20%	32%	29%	22%	30%	28%	30%	17%	30%	24%	29%	26%
Totals	100%	100%	99%	101%	100%	101%	99%	100%	101%	100%	100%	100%	100%
Unweighted N	(999)	(356)	(409)	(234)	(408)	(318)	(387)	(302)	(195)	(163)	(183)	(441)	(212)

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14. Heard of Effective Altruism
Are you familiar with the term "effective altruism"?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	17%	22%	12%	17%	17%	16%	16%	17%	14%	18%	15%
No	65%	62%	68%	60%	68%	67%	65%	67%	66%	60%	58%
Not sure	18%	16%	20%	23%	15%	17%	19%	16%	20%	22%	27%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(997)	(475)	(522)	(204)	(188)	(386)	(219)	(694)	(128)	(102)	(73)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Yes	17%	16%	17%	17%	24%	19%	12%	17%	31%	19%	16%	13%	21%
No	65%	66%	63%	68%	60%	65%	70%	66%	55%	63%	66%	67%	63%
Not sure	18%	18%	20%	15%	16%	16%	18%	17%	14%	18%	18%	20%	16%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(997)	(355)	(408)	(234)	(407)	(318)	(386)	(302)	(194)	(162)	(183)	(440)	(212)

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

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	27%	33%	20%	23%	28%	25%	30%	28%	21%	25%	22%
No	52%	48%	55%	50%	52%	55%	48%	52%	51%	52%	52%
Not sure	22%	19%	24%	26%	20%	20%	22%	20%	28%	23%	25%
Totals	101%	100%	99%	99%	100%	100%	100%	100%	100%	100%	99%
Unweighted N	(992)	(470)	(522)	(202)	(188)	(384)	(218)	(689)	(128)	(102)	(73)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Yes	27%	26%	28%	24%	37%	26%	22%	24%	44%	21%	28%	22%	36%
No	52%	53%	46%	61%	43%	56%	57%	54%	40%	50%	54%	56%	43%
Not sure	22%	22%	26%	14%	20%	18%	21%	22%	16%	29%	18%	22%	21%
Totals	101%	101%	100%	99%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(992)	(352)	(407)	(233)	(404)	(316)	(384)	(299)	(194)	(162)	(182)	(437)	(211)

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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	$\pm$ 3.4% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	50 questions not reported.