

YouGov NY Charities

11th - 12th January 2017



Total	Gender		Age			Region				Race			
	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other

In 2016, did you give money to any charitable organizations?

Unweighted base	2067	901	1166	492	765	810	391	476	704	496	1534	181	174	178
Base: All US adults	2067	1006	1061	632	708	728	372	438	773	483	1350	241	297	179
Yes, I did	51%	56%	46%	37%	47%	67%	51%	54%	49%	52%	57%	39%	33%	50%
No, but I have given in the past	19%	19%	19%	19%	23%	16%	19%	19%	18%	21%	21%	18%	16%	17%
No, and I have never given	22%	19%	26%	31%	24%	14%	21%	20%	25%	22%	17%	37%	29%	28%
Don't know / can't recall	7%	6%	8%	12%	6%	4%	9%	7%	8%	5%	5%	6%	22%	5%

Compared to 2016, how much more or less do you plan to give to charitable organizations this upcoming year (i.e. 2017) or do you plan to give the same amount?

Unweighted base	1151	560	591	196	390	565	215	275	378	283	917	75	64	95
Base: All US adults who gave to charity in 2016	1058	565	493	237	333	487	191	238	377	251	776	94	99	89
Much more	8%	10%	7%	17%	8%	5%	9%	5%	11%	7%	7%	16%	17%	6%
Somewhat more	25%	28%	22%	38%	25%	19%	22%	26%	25%	29%	24%	34%	25%	23%
The same amount	46%	43%	49%	30%	47%	53%	48%	45%	44%	48%	48%	29%	48%	45%
Somewhat less	8%	8%	7%	4%	8%	9%	7%	9%	9%	5%	8%	6%	4%	11%
Much less	3%	2%	3%	1%	3%	3%	2%	4%	3%	2%	3%	2%	2%	1%
Don't know	10%	9%	11%	9%	10%	10%	12%	10%	9%	10%	10%	13%	4%	14%
Net: More	34%	38%	29%	55%	32%	24%	31%	31%	36%	35%	31%	51%	42%	29%
Net: Less	10%	10%	11%	6%	10%	13%	9%	13%	11%	7%	11%	8%	6%	11%

For which, if any, of the following reasons do/did you give money to charitable organizations? Please select all that apply.

Unweighted base	1552	730	822	301	561	690	294	363	511	384	1228	107	94	123
Base: All US adults who have given to charity	1456	756	700	358	496	601	262	322	519	353	1054	137	146	119
It makes me feel good to give back	49%	44%	55%	48%	51%	48%	49%	52%	48%	49%	50%	54%	51%	38%
I support the specific cause	62%	61%	63%	55%	57%	70%	58%	63%	59%	67%	64%	54%	54%	57%
For the tax exemptions	13%	16%	10%	11%	13%	15%	9%	14%	12%	17%	13%	9%	19%	9%
I, or someone I know, once suffered from the issue the organization is working to solve	25%	21%	28%	22%	25%	25%	23%	24%	24%	27%	26%	27%	18%	21%
A friend, coworker, or relative encouraged me to give	10%	10%	9%	16%	10%	5%	12%	10%	10%	8%	9%	10%	15%	5%
I feel bad for those who are suffering	38%	35%	42%	39%	39%	37%	44%	36%	38%	35%	38%	39%	39%	36%
An advertisement (e.g. on social media or TV) convinced me to give	6%	8%	4%	10%	7%	3%	5%	3%	6%	9%	4%	13%	11%	9%
I feel guilty spending money only on myself	8%	9%	6%	15%	7%	4%	9%	7%	8%	9%	7%	11%	8%	9%
Other	9%	10%	8%	11%	9%	8%	9%	11%	7%	8%	9%	6%	9%	13%

YouGov NY

Charities

11th - 12th January 2017



Total	Education				Marital Status					
	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Single	Domestic partnership

In 2016, did you give money to any charitable organizations?

Unweighted base	2067	655	779	410	223	1050	39	239	116	513	110
Base: All US adults	2067	896	641	342	189	981	43	224	110	603	107
Yes, I did	51%	41%	51%	66%	75%	58%	45%	52%	59%	41%	40%
No, but I have given in the past	19%	20%	20%	17%	16%	19%	21%	22%	14%	19%	25%
No, and I have never given	22%	30%	22%	12%	6%	17%	25%	22%	21%	31%	21%
Don't know / can't recall	7%	10%	6%	5%	3%	6%	9%	4%	6%	10%	14%

Compared to 2016, how much more or less do you plan to give to charitable organizations this upcoming year (i.e. 2017) or do you plan to give the same amount?

Unweighted base	1151	281	415	283	172	655	17	127	73	232	47
Base: All US adults who gave to charity in 2016	1058	363	328	225	141	569	19	116	65	246	43
Much more	8%	6%	10%	9%	10%	9%	14%	6%	3%	10%	5%
Somewhat more	25%	17%	30%	27%	32%	23%	27%	25%	10%	35%	25%
The same amount	46%	51%	42%	46%	43%	50%	40%	39%	53%	36%	56%
Somewhat less	8%	9%	7%	7%	8%	8%	8%	9%	15%	6%	3%
Much less	3%	4%	3%	3%	0%	3%	-	5%	7%	1%	-
Don't know	10%	14%	9%	8%	6%	8%	11%	15%	12%	12%	11%
Net: More	34%	23%	39%	37%	42%	31%	41%	31%	14%	45%	30%
Net: Less	10%	12%	10%	9%	9%	10%	8%	15%	22%	7%	3%

For which, if any, of the following reasons do/did you give money to charitable organizations? Please select all that apply.

Unweighted base	1552	422	579	346	205	841	26	181	91	335	78
Base: All US adults who have given to charity	1456	542	459	283	172	754	28	165	81	359	69
It makes me feel good to give back	49%	46%	54%	48%	50%	46%	51%	56%	46%	52%	56%
I support the specific cause	62%	53%	62%	67%	77%	63%	49%	64%	67%	61%	49%
For the tax exemptions	13%	9%	11%	16%	26%	16%	17%	9%	10%	11%	12%
I, or someone I know, once suffered from the issue the organization is working to solve	25%	22%	27%	23%	27%	25%	40%	25%	21%	22%	32%
A friend, coworker, or relative encouraged me to give	10%	6%	9%	15%	16%	10%	-	6%	5%	14%	4%
I feel bad for those who are suffering	38%	38%	37%	39%	40%	35%	29%	40%	48%	43%	37%
An advertisement (e.g. on social media or TV) convinced me to give	6%	6%	5%	6%	10%	6%	4%	4%	3%	8%	10%
I feel guilty spending money only on myself	8%	7%	7%	8%	11%	7%	14%	4%	5%	13%	6%
Other	9%	9%	9%	8%	10%	9%	6%	7%	8%	11%	3%

YouGov NY Charities

11th - 12th January 2017



Total	Children under the age of 18		Income			
	Yes	No	Under \$40k	\$40k to \$80k	\$80k+	Prefer not to say

In 2016, did you give money to any charitable organizations?

Unweighted base	2067	579	1488	724	611	444	288
Base: All US adults	2067	604	1463	793	572	406	296
Yes, I did	51%	46%	53%	37%	58%	73%	46%
No, but I have given in the past	19%	19%	19%	21%	23%	15%	14%
No, and I have never given	22%	25%	21%	32%	15%	9%	28%
Don't know / can't recall	7%	10%	6%	10%	4%	3%	11%

Compared to 2016, how much more or less do you plan to give to charitable organizations this upcoming year (i.e. 2017) or do you plan to give the same amount?

Unweighted base	1151	290	861	291	375	334	151
Base: All US adults who gave to charity in 2016	1058	277	781	294	331	295	138
Much more	8%	14%	6%	7%	9%	8%	10%
Somewhat more	25%	28%	24%	24%	24%	31%	21%
The same amount	46%	40%	48%	42%	49%	47%	43%
Somewhat less	8%	6%	8%	11%	7%	6%	5%
Much less	3%	2%	3%	3%	4%	2%	1%
Don't know	10%	9%	10%	13%	7%	5%	20%
Net: More	34%	42%	31%	31%	32%	39%	31%
Net: Less	10%	8%	11%	14%	11%	8%	6%

For which, if any, of the following reasons do/did you give money to charitable organizations? Please select all that apply.

Unweighted base	1552	406	1146	456	506	397	193
Base: All US adults who have given to charity	1456	393	1063	460	461	356	179
It makes me feel good to give back	49%	50%	49%	49%	47%	52%	52%
I support the specific cause	62%	51%	66%	54%	64%	69%	61%
For the tax exemptions	13%	15%	12%	7%	13%	23%	10%
I, or someone I know, once suffered from the issue the organization is working to solve	25%	22%	26%	27%	23%	27%	17%
A friend, coworker, or relative encouraged me to give	10%	10%	9%	8%	9%	14%	8%
I feel bad for those who are suffering	38%	38%	38%	40%	36%	39%	38%
An advertisement (e.g. on social media or TV) convinced me to give	6%	9%	5%	8%	5%	6%	3%
I feel guilty spending money only on myself	8%	9%	7%	9%	6%	9%	7%
Other	9%	9%	9%	8%	9%	6%	15%

YouGov NY Charities

11th - 12th January 2017



Total	Social networks membership													
	Facebook	Twitter	LinkedIn	Google+	MySpace	Pinterest	Tumblr	Instagram	Vine	Snapchat	Periscope	Other	Don't know	None

In 2016, did you give money to any charitable organizations?

Unweighted base	2067	1765	866	666	817	177	656	227	676	70	407	45	95	21	208
Base: All US adults	2067	1766	886	606	847	192	603	237	729	86	442	49	99	23	204
Yes, I did	51%	50%	50%	61%	50%	51%	51%	51%	44%	49%	44%	46%	51%	45%	57%
No, but I have given in the past	19%	20%	20%	18%	19%	20%	22%	21%	19%	20%	21%	19%	16%	12%	17%
No, and I have never given	22%	23%	23%	15%	24%	25%	21%	21%	28%	22%	28%	24%	26%	10%	21%
Don't know / can't recall	7%	7%	7%	5%	7%	4%	6%	7%	9%	9%	8%	10%	7%	33%	5%

Compared to 2016, how much more or less do you plan to give to charitable organizations this upcoming year (i.e. 2017) or do you plan to give the same amount?

Unweighted base	1151	966	462	433	437	91	356	122	332	37	192	22	57	12	129
Base: All US adults who gave to charity in 2016	1058	890	439	372	421	98	309	122	319	42	196	23	51	10	116
Much more	8%	9%	9%	7%	11%	15%	7%	15%	12%	21%	12%	32%	9%	-	4%
Somewhat more	25%	26%	30%	32%	33%	27%	26%	35%	31%	41%	34%	25%	34%	27%	12%
The same amount	46%	46%	44%	44%	40%	40%	46%	30%	42%	20%	36%	29%	34%	50%	59%
Somewhat less	8%	7%	6%	7%	6%	2%	7%	8%	5%	8%	4%	4%	12%	6%	6%
Much less	3%	2%	2%	2%	2%	5%	4%	4%	2%	3%	4%	-	1%	-	4%
Don't know	10%	10%	8%	8%	9%	12%	9%	8%	7%	7%	9%	11%	9%	17%	15%
Net: More	34%	35%	40%	39%	43%	42%	33%	50%	43%	62%	46%	57%	43%	27%	16%
Net: Less	10%	10%	9%	9%	8%	7%	11%	12%	8%	11%	9%	4%	13%	6%	10%

For which, if any, of the following reasons do/did you give money to charitable organizations? Please select all that apply.

Unweighted base	1552	1315	640	548	598	128	494	168	465	48	276	30	72	14	164
Base: All US adults who have given to charity	1456	1237	613	480	586	137	440	170	457	59	287	32	66	13	151
It makes me feel good to give back	49%	50%	52%	51%	51%	57%	55%	53%	51%	43%	52%	65%	58%	32%	39%
I support the specific cause	62%	61%	62%	69%	57%	59%	67%	65%	57%	62%	59%	66%	72%	73%	68%
For the tax exemptions	13%	12%	12%	20%	13%	12%	10%	11%	12%	19%	14%	28%	14%	20%	17%
I, or someone I know, once suffered from the issue the organization is working to solve	25%	26%	28%	31%	26%	27%	30%	34%	28%	40%	27%	32%	27%	38%	18%
A friend, coworker, or relative encouraged me to give	10%	10%	13%	13%	14%	19%	11%	17%	16%	34%	15%	26%	10%	22%	6%
I feel bad for those who are suffering	38%	38%	38%	41%	39%	38%	42%	39%	38%	47%	38%	49%	43%	40%	34%
An advertisement (e.g. on social media or TV) convinced me to give	6%	7%	9%	9%	12%	9%	6%	16%	11%	28%	9%	15%	5%	5%	3%
I feel guilty spending money only on myself	8%	8%	8%	9%	9%	10%	6%	13%	10%	10%	12%	19%	11%	-	7%
Other	9%	8%	8%	7%	8%	3%	7%	9%	7%	8%	7%	13%	13%	6%	16%

YouGov NY Charities

11th - 12th January 2017



Total	Charity Giving	
	Yes, I did	No, but I have given in the past

In 2016, did you give money to any charitable organizations?

Unweighted base	2067	1151	401
Base: All US adults	2067	1058	398
Yes, I did	51%	100%	-
No, but I have given in the past	19%	-	100%
No, and I have never given	22%	-	-
Don't know / can't recall	7%	-	-

Compared to 2016, how much more or less do you plan to give to charitable organizations this upcoming year (i.e. 2017) or do you plan to give the same amount?

Unweighted base	1151	1151	-
Base: All US adults who gave to charity in 2016	1058	1058	-
Much more	8%	8%	-
Somewhat more	25%	25%	-
The same amount	46%	46%	-
Somewhat less	8%	8%	-
Much less	3%	3%	-
Don't know	10%	10%	-
Net: More	34%	34%	-
Net: Less	10%	10%	-

For which, if any, of the following reasons do/did you give money to charitable organizations? Please select all that apply.

Unweighted base	1552	1151	401
Base: All US adults who have given to charity	1456	1058	398
It makes me feel good to give back	49%	53%	40%
I support the specific cause	62%	65%	54%
For the tax exemptions	13%	15%	8%
I, or someone I know, once suffered from the issue the organization is working to solve	25%	26%	22%
A friend, coworker, or relative encouraged me to give	10%	9%	10%
I feel bad for those who are suffering	38%	40%	35%
An advertisement (e.g. on social media or TV) convinced me to give	6%	6%	5%
I feel guilty spending money only on myself	8%	9%	6%
Other	9%	9%	9%

YouGov NY Charities

11th - 12th January 2017



Total	Gender		Age			Region				Race			
	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other

To what extent is/was your charitable giving motivated by tax reasons compared to your support for a specific cause?
Please select the option that best applies.

Unweighted base	1552	730	822	301	561	690	294	363	511	384	1228	107	94	123
Base: All US adults who have given to charity	1456	756	700	358	496	601	262	322	519	353	1054	137	146	119
Only tax reasons	3%	5%	1%	6%	4%	0%	3%	1%	3%	4%	2%	4%	8%	1%
Mostly tax reasons, but also to support the cause	4%	7%	2%	7%	6%	2%	5%	2%	5%	6%	3%	6%	10%	4%
Equally tax reasons and the cause	7%	8%	5%	10%	6%	6%	8%	6%	5%	9%	6%	9%	8%	13%
Mostly to support the cause, but also tax reasons	22%	24%	19%	14%	21%	27%	18%	20%	24%	23%	22%	22%	20%	21%
Only the cause	61%	54%	69%	55%	63%	64%	65%	68%	59%	54%	64%	54%	50%	54%
Don't know	3%	2%	4%	8%	1%	2%	2%	3%	3%	4%	2%	4%	4%	7%
Net: Tax Reasons	7%	11%	3%	13%	9%	2%	8%	4%	8%	9%	6%	11%	18%	5%
Net: The Cause	83%	78%	88%	68%	84%	91%	83%	88%	84%	77%	86%	76%	70%	75%

Which of the following types of charities do/did you give to?
Please select all that apply.

Unweighted base	1552	730	822	301	561	690	294	363	511	384	1228	107	94	123
Base: All US adults who have given to charity	1456	756	700	358	496	601	262	322	519	353	1054	137	146	119
Animal charities (e.g., ASPCA, Wildlife Conservation Society, etc.)	28%	23%	33%	26%	29%	28%	33%	27%	27%	26%	30%	21%	24%	26%
Environmental charities (e.g., The Sierra Club Foundation, Greenpeace Fund, etc.)	15%	18%	13%	19%	16%	13%	16%	13%	13%	22%	15%	13%	16%	20%
International NGOs (e.g., Amnesty International, Doctors Without Borders, etc.)	17%	20%	13%	26%	16%	12%	20%	15%	14%	20%	16%	24%	17%	18%
Health Charities (e.g., American Breast Cancer Foundation, American Red Cross, etc.)	48%	45%	51%	46%	47%	50%	51%	46%	50%	45%	48%	54%	51%	38%
Education Charities (e.g., Teach For America, Children's Literacy Initiative, etc.)	16%	16%	16%	24%	16%	12%	17%	13%	17%	17%	15%	22%	18%	16%
Arts & Cultural Charities (e.g., museums, landmark preservation, etc.)	14%	16%	11%	17%	13%	12%	11%	14%	14%	15%	14%	15%	19%	7%
Other	41%	40%	42%	29%	36%	53%	29%	45%	42%	45%	43%	30%	37%	42%

How concerned, if at all, are you about how much a charitable organization spends on overhead (e.g. staff, office space, marketing) compared to its primary cause?

Unweighted base	2067	901	1166	492	765	810	391	476	704	496	1534	181	174	178
Base: All US adults	2067	1006	1061	632	708	728	372	438	773	483	1350	241	297	179
Very concerned	40%	42%	39%	24%	34%	61%	36%	42%	42%	39%	46%	30%	29%	32%
Somewhat concerned	32%	36%	28%	36%	36%	24%	35%	32%	30%	32%	32%	31%	32%	31%
Not very concerned	12%	11%	13%	16%	13%	7%	12%	12%	12%	12%	11%	17%	11%	12%
Not at all concerned	6%	5%	7%	8%	8%	4%	7%	6%	6%	7%	5%	13%	7%	7%
Don't know	10%	6%	13%	16%	9%	5%	9%	9%	10%	10%	6%	9%	20%	17%
Net: Concerned	72%	78%	67%	60%	71%	84%	72%	74%	72%	72%	78%	61%	61%	64%
Net: Not concerned	18%	16%	20%	24%	21%	11%	20%	18%	18%	18%	16%	30%	18%	19%

YouGov NY Charities

11th - 12th January 2017



Total	Education				Marital Status					
	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Single	Domestic partnership

To what extent is/was your charitable giving motivated by tax reasons compared to your support for a specific cause?
Please select the option that best applies.

Unweighted base	1552	422	579	346	205	841	26	181	91	335	78
Base: All US adults who have given to charity	1456	542	459	283	172	754	28	165	81	359	69
Only tax reasons	3%	2%	3%	2%	6%	3%	-	2%	3%	2%	-
Mostly tax reasons, but also to support the cause	4%	5%	3%	6%	5%	5%	9%	2%	-	5%	3%
Equally tax reasons and the cause	7%	6%	9%	6%	5%	7%	13%	6%	1%	9%	4%
Mostly to support the cause, but also tax reasons	22%	19%	17%	26%	38%	26%	19%	22%	19%	14%	22%
Only the cause	61%	65%	65%	58%	46%	57%	55%	67%	74%	62%	70%
Don't know	3%	4%	3%	2%	1%	1%	4%	1%	3%	8%	1%
Net: Tax Reasons	7%	7%	6%	9%	10%	9%	9%	3%	3%	7%	3%
Net: The Cause	83%	83%	82%	84%	83%	83%	74%	89%	93%	76%	92%

Which of the following types of charities do/did you give to?
Please select all that apply.

Unweighted base	1552	422	579	346	205	841	26	181	91	335	78
Base: All US adults who have given to charity	1456	542	459	283	172	754	28	165	81	359	69
Animal charities (e.g., ASPCA, Wildlife Conservation Society, etc.)	28%	26%	32%	25%	26%	26%	33%	30%	35%	29%	32%
Environmental charities (e.g., The Sierra Club Foundation, Greenpeace Fund, etc.)	15%	8%	17%	20%	27%	15%	18%	14%	12%	20%	8%
International NGOs (e.g., Amnesty International, Doctors Without Borders, etc.)	17%	11%	16%	20%	33%	16%	14%	11%	11%	23%	15%
Health Charities (e.g., American Breast Cancer Foundation, American Red Cross, etc.)	48%	45%	51%	45%	54%	49%	47%	53%	45%	43%	44%
Education Charities (e.g., Teach For America, Children's Literacy Initiative, etc.)	16%	10%	15%	19%	32%	15%	37%	14%	9%	20%	13%
Arts & Cultural Charities (e.g., museums, landmark preservation, etc.)	14%	6%	12%	20%	31%	14%	8%	10%	9%	16%	15%
Other	41%	47%	36%	40%	38%	43%	34%	42%	50%	37%	34%

How concerned, if at all, are you about how much a charitable organization spends on overhead (e.g. staff, office space, marketing) compared to its primary cause?

Unweighted base	2067	655	779	410	223	1050	39	239	116	513	110
Base: All US adults	2067	896	641	342	189	981	43	224	110	603	107
Very concerned	40%	37%	42%	42%	49%	46%	37%	47%	57%	27%	32%
Somewhat concerned	32%	29%	33%	35%	37%	30%	29%	31%	24%	36%	40%
Not very concerned	12%	12%	11%	14%	9%	10%	6%	10%	8%	16%	16%
Not at all concerned	6%	8%	6%	3%	3%	6%	7%	6%	4%	7%	7%
Don't know	10%	14%	8%	5%	2%	8%	21%	6%	7%	14%	5%
Net: Concerned	72%	66%	75%	78%	86%	76%	66%	78%	81%	63%	72%
Net: Not concerned	18%	20%	17%	18%	12%	16%	13%	16%	12%	24%	23%

YouGov NY Charities

11th - 12th January 2017



Total	Children under the age of 18		Income			
	Yes	No	Under \$40k	\$40k to \$80k	\$80k+	Prefer not to say

To what extent is/was your charitable giving motivated by tax reasons compared to your support for a specific cause?
Please select the option that best applies.

Unweighted base	1552	406	1146	456	506	397	193
Base: All US adults who have given to charity	1456	393	1063	460	461	356	179
Only tax reasons	3%	7%	1%	3%	2%	5%	-
Mostly tax reasons, but also to support the cause	4%	8%	3%	4%	4%	7%	1%
Equally tax reasons and the cause	7%	7%	7%	7%	7%	7%	5%
Mostly to support the cause, but also tax reasons	22%	17%	23%	13%	21%	33%	24%
Only the cause	61%	60%	62%	68%	64%	48%	62%
Don't know	3%	1%	4%	4%	2%	1%	9%
Net: Tax Reasons	7%	15%	5%	7%	6%	12%	1%
Net: The Cause	83%	77%	85%	82%	85%	81%	85%

Which of the following types of charities do/did you give to?
Please select all that apply.

Unweighted base	1552	406	1146	456	506	397	193
Base: All US adults who have given to charity	1456	393	1063	460	461	356	179
Animal charities (e.g., ASPCA, Wildlife Conservation Society, etc.)	28%	24%	29%	27%	30%	27%	27%
Environmental charities (e.g., The Sierra Club Foundation, Greenpeace Fund, etc.)	15%	17%	15%	13%	15%	20%	15%
International NGOs (e.g., Amnesty International, Doctors Without Borders, etc.)	17%	18%	16%	13%	16%	24%	16%
Health Charities (e.g., American Breast Cancer Foundation, American Red Cross, etc.)	48%	49%	47%	46%	46%	55%	44%
Education Charities (e.g., Teach For America, Children's Literacy Initiative, etc.)	16%	22%	14%	15%	15%	21%	12%
Arts & Cultural Charities (e.g., museums, landmark preservation, etc.)	14%	15%	13%	8%	13%	21%	17%
Other	41%	32%	45%	40%	42%	36%	52%

How concerned, if at all, are you about how much a charitable organization spends on overhead (e.g. staff, office space, marketing) compared to its primary cause?

Unweighted base	2067	579	1488	724	611	444	288
Base: All US adults	2067	604	1463	793	572	406	296
Very concerned	40%	35%	43%	35%	40%	51%	40%
Somewhat concerned	32%	33%	31%	32%	37%	33%	20%
Not very concerned	12%	13%	11%	14%	9%	11%	11%
Not at all concerned	6%	8%	6%	7%	7%	3%	9%
Don't know	10%	11%	9%	12%	6%	2%	20%
Net: Concerned	72%	68%	74%	67%	78%	84%	60%
Net: Not concerned	18%	21%	17%	21%	16%	14%	20%

YouGov NY Charities

11th - 12th January 2017



Total	Social networks membership													
	Facebook	Twitter	LinkedIn	Google+	MySpace	Pinterest	Tumblr	Instagram	Vine	Snapchat	Periscope	Other	Don't know	None

To what extent is/was your charitable giving motivated by tax reasons compared to your support for a specific cause?
Please select the option that best applies.

Unweighted base	1552	1315	640	548	598	128	494	168	465	48	276	30	72	14	164
Base: All US adults who have given to charity	1456	1237	613	480	586	137	440	170	457	59	287	32	66	13	151
Only tax reasons	3%	3%	5%	3%	4%	10%	3%	7%	5%	13%	6%	16%	1%	-	0%
Mostly tax reasons, but also to support the cause	4%	5%	5%	6%	8%	4%	3%	8%	7%	23%	8%	11%	1%	-	5%
Equally tax reasons and the cause	7%	6%	7%	6%	7%	5%	5%	5%	8%	5%	9%	6%	1%	5%	7%
Mostly to support the cause, but also tax reasons	22%	21%	20%	27%	18%	21%	19%	20%	20%	12%	20%	18%	30%	40%	22%
Only the cause	61%	62%	62%	58%	60%	59%	66%	57%	56%	44%	51%	49%	67%	25%	56%
Don't know	3%	3%	2%	1%	3%	2%	3%	3%	2%	6%	-	-	-	30%	9%
Net: Tax Reasons	7%	8%	10%	9%	12%	14%	7%	15%	13%	36%	15%	27%	2%	-	5%
Net: The Cause	83%	83%	82%	85%	78%	80%	86%	77%	76%	57%	71%	67%	97%	65%	78%

Which of the following types of charities do/did you give to?
Please select all that apply.

Unweighted base	1552	1315	640	548	598	128	494	168	465	48	276	30	72	14	164
Base: All US adults who have given to charity	1456	1237	613	480	586	137	440	170	457	59	287	32	66	13	151
Animal charities (e.g., ASPCA, Wildlife Conservation Society, etc.)	28%	29%	32%	30%	28%	38%	36%	36%	32%	43%	34%	28%	40%	30%	24%
Environmental charities (e.g., The Sierra Club Foundation, Greenpeace Fund, etc.)	15%	15%	20%	22%	19%	17%	18%	28%	20%	38%	23%	34%	13%	10%	12%
International NGOs (e.g., Amnesty International, Doctors Without Borders, etc.)	17%	17%	21%	24%	22%	17%	17%	27%	22%	32%	26%	29%	18%	10%	12%
Health Charities (e.g., American Breast Cancer Foundation, American Red Cross, etc.)	48%	49%	50%	53%	48%	50%	54%	49%	48%	57%	49%	50%	44%	29%	44%
Education Charities (e.g., Teach For America, Children's Literacy Initiative, etc.)	16%	17%	18%	20%	19%	22%	18%	24%	20%	19%	20%	33%	18%	10%	11%
Arts & Cultural Charities (e.g., museums, landmark preservation, etc.)	14%	14%	17%	21%	18%	20%	16%	29%	18%	27%	18%	44%	17%	14%	11%
Other	41%	40%	34%	38%	36%	37%	36%	28%	30%	19%	25%	41%	40%	55%	50%

How concerned, if at all, are you about how much a charitable organization spends on overhead (e.g. staff, office space, marketing) compared to its primary cause?

Unweighted base	2067	1765	866	666	817	177	656	227	676	70	407	45	95	21	208
Base: All US adults	2067	1766	886	606	847	192	603	237	729	86	442	49	99	23	204
Very concerned	40%	40%	37%	45%	38%	27%	40%	31%	33%	28%	27%	42%	42%	25%	45%
Somewhat concerned	32%	32%	35%	38%	34%	42%	33%	41%	35%	41%	37%	34%	35%	3%	25%
Not very concerned	12%	12%	13%	12%	14%	17%	14%	16%	15%	13%	15%	14%	12%	13%	9%
Not at all concerned	6%	6%	7%	3%	6%	7%	7%	7%	7%	9%	7%	7%	6%	14%	9%
Don't know	10%	10%	8%	2%	8%	7%	7%	5%	9%	10%	13%	3%	5%	45%	12%
Net: Concerned	72%	72%	72%	83%	72%	69%	72%	72%	69%	69%	65%	75%	76%	28%	70%
Net: Not concerned	18%	18%	20%	15%	20%	24%	21%	23%	22%	21%	22%	21%	18%	27%	18%

YouGov NY Charities

11th - 12th January 2017



Total	Charity Giving	
	Yes, I did	No, but I have given in the past

To what extent is/was your charitable giving motivated by tax reasons compared to your support for a specific cause?
Please select the option that best applies.

Unweighted base	1552	1151	401
Base: All US adults who have given to charity	1456	1058	398
Only tax reasons	3%	3%	3%
Mostly tax reasons, but also to support the cause	4%	4%	6%
Equally tax reasons and the cause	7%	6%	8%
Mostly to support the cause, but also tax reasons	22%	24%	17%
Only the cause	61%	61%	61%
Don't know	3%	2%	6%
Net: Tax Reasons	7%	7%	9%
Net: The Cause	83%	85%	78%

Which of the following types of charities do/did you give to?
Please select all that apply.

Unweighted base	1552	1151	401
Base: All US adults who have given to charity	1456	1058	398
Animal charities (e.g., ASPCA, Wildlife Conservation Society, etc.)	28%	28%	27%
Environmental charities (e.g., The Sierra Club Foundation, Greenpeace Fund, etc.)	15%	16%	14%
International NGOs (e.g., Amnesty International, Doctors Without Borders, etc.)	17%	18%	12%
Health Charities (e.g., American Breast Cancer Foundation, American Red Cross, etc.)	48%	48%	48%
Education Charities (e.g., Teach For America, Children's Literacy Initiative, etc.)	16%	18%	11%
Arts & Cultural Charities (e.g., museums, landmark preservation, etc.)	14%	15%	10%
Other	41%	46%	28%

How concerned, if at all, are you about how much a charitable organization spends on overhead (e.g. staff, office space, marketing) compared to its primary cause?

Unweighted base	2067	1151	401
Base: All US adults	2067	1058	398
Very concerned	40%	50%	34%
Somewhat concerned	32%	33%	40%
Not very concerned	12%	10%	16%
Not at all concerned	6%	3%	4%
Don't know	10%	4%	7%
Net: Concerned	72%	83%	74%
Net: Not concerned	18%	13%	20%