

**Dunham+Company / Campbell Rinker
Donor Giving Intentions Poll – August 2011**

Q 4: Here are some recent economic facts:

- On August 1, Congress and the President allowed the Federal government to borrow an additional \$2.4 trillion immediately and also cut an immediate \$1 trillion from Federal spending over ten years. Further spending reductions of up to \$1.5 trillion are expected by Christmas 2011.
- On August 5, Standard and Poors lowered the credit rating of the United States from AAA to AA+ for the first time ever.
- During the first six months of 2011, the Fed reported that the economy grew by 1.7%, half the level seen as needed for economic recovery.
- The Federal unemployment rate now stands at 9.1%.
- The Dow Industrials have experienced wild volatility during the first 10 days of August.
- The European Union is considering emergency measures to support the economies of Italy and Spain.

How do you expect your household will react to the current U.S. economy? *(Please select one only.)*

	Total	What is your age?			Volunteer?		Gave Thru Web site?		US economy			Political Affiliation			Income			Religious services		
		Under 40	40 - 59	60 or older	Yes	No	Yes	No	De- cline	Stay same	Im- prove	Conse- rvative	Mod- erate	Liberal	In- crease	Same	De- crease	Almost every week +	1, 2 times month / year	Almost never / never
Base	497	86 (A)	213 (B)	196 (C)	263 (D)	228 (E)	258 (F)	239 (G)	213 (H)	155 (I)	83 (J)	182 (K)	196 (L)	119 (M)	159 (N)	199 (O)	139 (P)	187 (Q)	123 (R)	187 (S)
I will not give again until the economy is back on track	52 10%	11 13%	18 8%	23 12%	17 6% E	35 15% D	16 6% G	36 15% F	32 15% ij	12 8% h	5 6% h	22 12% p	20 10% p	10 8% no	13 8% p	17 9% p	22 16% no	15 8%	14 11%	23 12%
I will continue to give, but more sparingly or carefully than before	336 68%	58 67%	148 69%	130 66%	169 64%	162 71%	173 67%	163 68%	133 62% i	115 74% h	54 65%	120 66%	136 69%	80 67%	107 67%	134 67%	95 68%	109 58% S	85 69%	142 76% Q
I will eliminate several other expenses before I cut back on giving	58 12%	12 14%	27 13%	17 9%	44 17% E	14 6% D	37 14%	21 9%	25 12%	16 10%	14 17%	19 10%	26 13% RS	13 11%	22 14%	21 11%	15 11%	38 20% RS	11 9% Q	9 5% Q
Giving would be among the last of my expenses to go	51 10%	5 6%	20 9%	26 13%	33 13%	17 7%	32 12%	19 8%	23 11%	12 8%	10 12%	21 12%	14 7%	16 13%	17 11%	27 14% p	7 5% o	25 13% s	13 11%	13 7% q

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Q 5.1: Considering the current economic environment, would you say you are more willing, less willing, or equally willing to give money to:

A charity you have supported in the past

	Total	What is your age?			Volunteer?		Gave Thru Web site?		US economy			Political Affiliation			Income			Religious services		
		Under 40	40 - 59	60 or older	Yes	No	Yes	No	De- cline	Stay same	Im- prove	Conse- rvative	Mod- erate	Liberal	In- crease	Same	De- crease	Almost every week +	1, 2 times month / year	Almost never / never
Base	497	86 (A)	213 (B)	196 (C)	263 (D)	228 (E)	258 (F)	239 (G)	213 (H)	155 (I)	83 (J)	182 (K)	196 (L)	119 (M)	159 (N)	199 (O)	139 (P)	187 (Q)	123 (R)	187 (S)
More Willing	51 10%	12 14% c	26 12%	13 7% a	33 13%	18 8%	31 12%	20 8%	21 10%	17 11%	7 8%	10 5% Im	26 13% k	15 13% k	16 10%	24 12%	11 8%	19 10%	12 10%	20 11%
Less Willing	107 22%	18 21%	41 19%	48 24%	52 20%	51 22%	39 15% G	68 28% F	61 29% IJ	26 17% H	8 10% H	49 27% M	41 21% K	17 14% K	25 16% P	37 19% P	45 32% NO	38 20%	30 24%	39 21%
Equally Willing	339 68%	56 65%	146 69%	135 69%	178 68%	159 70%	188 73% g	151 63% f	131 62% iJ	112 72% h	68 82% H	123 68%	129 66%	87 73%	118 74% P	138 69%	83 60% N	130 70%	81 66%	128 68%

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Q 5.2: Considering the current economic environment, would you say you are more willing, less willing, or equally willing to give money to:

Your church or place of worship

	Total	What is your age?			Volunteer?		Gave Thru Web site?		US economy			Political Affiliation			Income			Religious services		
		Under 40	40 - 59	60 or older	Yes	No	Yes	No	De- cline	Stay same	Im- prove	Conse- rvative	Mod- erate	Liberal	In- crease	Same	De- crease	Almost every week +	1, 2 times month / year	Almost never / never
Base	497	86 (A)	213 (B)	196 (C)	263 (D)	228 (E)	258 (F)	239 (G)	213 (H)	155 (I)	83 (J)	182 (K)	196 (L)	119 (M)	159 (N)	199 (O)	139 (P)	187 (Q)	123 (R)	187 (S)
More Willing	48 10%	5 6% c	15 7% c	28 14% ab	37 14% E	11 5% D	18 7% g	30 13% f	22 10%	13 8%	8 10%	25 14% M	18 9%	5 4% K	15 9%	18 9%	15 11%	40 21% RS	5 4% Q	3 2% Q
Less Willing	125 25%	20 23%	61 29%	44 22%	49 19% E	71 31% D	67 26%	58 24%	53 25%	41 26%	20 24%	30 16% IM	50 26% km	45 38% KI	36 23%	51 26%	38 27%	8 4% RS	23 19% QS	94 50% QR
Equally Willing	324 65%	61 71%	137 64%	124 63%	177 67%	146 64%	173 67%	151 63%	138 65%	101 65%	55 66%	127 70% m	128 65% k	69 58% k	108 68%	130 65%	86 62%	139 74% S	95 77% S	90 48% QR

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Q 5.3: Considering the current economic environment, would you say you are more willing, less willing, or equally willing to give money to:

A charity you have never supported before

	Total	What is your age?			Volunteer?		Gave Thru Web site?		US economy			Political Affiliation			Income			Religious services		
		Under 40	40 - 59	60 or older	Yes	No	Yes	No	De- cline	Stay same	Im- prove	Conse- rvative	Mod- erate	Liberal	In- crease	Same	De- crease	Almost every week +	1, 2 times month / year	Almost never / never
Base	497	86 (A)	213 (B)	196 (C)	263 (D)	228 (E)	258 (F)	239 (G)	213 (H)	155 (I)	83 (J)	182 (K)	196 (L)	119 (M)	159 (N)	199 (O)	139 (P)	187 (Q)	123 (R)	187 (S)
More Willing	10 2%	3 3%	5 2%	2 1%	9 3% e	1 0% d	8 3%	2 1%	4 2%	4 3%	2 2%	2 1%	3 2%	5 4%	6 4%	3 2%	1 1%	7 4%	1 1%	2 1%
Less Willing	388 78%	55 64% bC	163 77% ac	168 86% Ab	195 74% e	187 82% d	185 72% G	203 85% F	175 82% j	116 75%	58 70% h	155 85% M	152 78%	81 68% K	111 70% oP	161 81% n	116 83% N	146 78%	99 80%	143 76%
Equally Willing	99 20%	28 33% bC	45 21% ac	26 13% Ab	59 22%	40 18%	65 25% G	34 14% F	34 16% j	35 23%	23 28% h	25 14% M	41 21%	33 28% K	42 26% op	35 18% n	22 16% n	34 18%	23 19%	42 22%

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Q 5.4: Considering the current economic environment, would you say you are more willing, less willing, or equally willing to give money to:

Relief for disaster victims

	Total	What is your age?			Volunteer?		Gave Thru Web site?		US economy			Political Affiliation			Income			Religious services		
		Under 40	40 - 59	60 or older	Yes	No	Yes	No	De- cline	Stay same	Im- prove	Conse- rvative	Mod- erate	Liberal	In- crease	Same	De- crease	Almost every week +	1, 2 times month / year	Almost never / never
Base	497	86 (A)	213 (B)	196 (C)	263 (D)	228 (E)	258 (F)	239 (G)	213 (H)	155 (I)	83 (J)	182 (K)	196 (L)	119 (M)	159 (N)	199 (O)	139 (P)	187 (Q)	123 (R)	187 (S)
More Willing	37 7%	10 12%	13 6%	14 7%	23 9%	14 6%	26 10% g	11 5% f	13 6%	13 8%	9 11%	10 5%	14 7%	13 11%	10 6%	16 8%	11 8%	17 9%	6 5%	14 7%
Less Willing	213 43%	31 36%	90 42%	92 47%	103 39%	105 46%	87 34% G	126 53% F	114 54% IJ	57 37% H	24 29% H	96 53% IM	79 40% k	38 32% K	57 36% P	85 43% P	71 51% N	83 44% N	54 44% N	76 41% N
Equally Willing	247 50%	45 52%	110 52%	90 46%	137 52%	109 48%	145 56% G	102 43% F	86 40% IJ	85 55% H	50 60% H	76 42% IM	103 53% k	68 57% K	92 58% P	98 49% P	57 41% N	87 47% N	63 51% N	97 52% N

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Q 5.5: Considering the current economic environment, would you say you are more willing, less willing, or equally willing to give money to:

Other

	Total	What is your age?			Volunteer?		Gave Thru Web site?		US economy			Political Affiliation			Income			Religious services		
		Under 40	40 - 59	60 or older	Yes	No	Yes	No	De- cline	Stay same	Im- prove	Conse- rvative	Mod- erate	Liberal	In- crease	Same	De- crease	Almost every week +	1, 2 times / year	Almost never / never
Base	497	86 (A)	213 (B)	196 (C)	263 (D)	228 (E)	258 (F)	239 (G)	213 (H)	155 (I)	83 (J)	182 (K)	196 (L)	119 (M)	159 (N)	199 (O)	139 (P)	187 (Q)	123 (R)	187 (S)
More Willing	8 2%	2 2%	3 1%	3 2%	8 3% E	0 0% D	4 2%	4 2%	4 2%	2 1%	2 2%	2 1%	3 2%	3 3%	2 1%	5 3%	1 1%	6 3% r	0 0% q	2 1%
Less Willing	301 61%	44 51% c	128 60%	128 65% a	149 57%	147 64%	128 50% G	173 72% F	147 69% J	92 59% j	38 46% Hi	126 69% IM	116 59% k	59 50% K	83 52% P	123 62%	95 68% N	119 64%	73 59%	109 58%
Equally Willing	188 38%	40 47% c	82 38%	65 33% a	106 40%	81 36%	126 49% G	62 26% F	62 29% iJ	61 39% h	43 52% H	54 30% IM	77 39% k	57 48% K	74 47% oP	71 36% n	43 31% N	62 33%	50 41%	76 41%

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Q 6: Please assign a number from 0-100 to represent the impact of each of the following factors which might reduce your willingness to give to a charity you have supported in the past. – AVERAGE AMOUNTS

	Total	What is your age?			Volunteer?		Gave Thru Web site?		US economy			Political Affiliation			Income			Religious services		
		Under 40	40 - 59	60 or older	Yes	No	Yes	No	De- cline	Stay same	Im- prove	Conse- rvative	Mod- erate	Liberal	In- crease	Same	De- crease	Almost every week +	1, 2 times month / year	Almost never / never
Reduced income due to job loss	44	60	54	29	41	45	43	45	48	46	34	32	54	58	45	36	49	41	44	47
Reduced income due to medical expenses	35	32	38	33	35	33	29	38	37	31	35	27	40	46	34	34	35	31	29	42
Reduced income due to retirement	33	22	29	39	33	34	28	36	31	29	36	32	31	41	24	34	36	34	30	34
Increased housing costs	31	38	36	25	30	33	25	35	30	27	49	24	33	47	29	29	35	29	29	35
Uncertainty over the economy	41	33	45	41	39	41	43	39	42	35	54	38	41	48	41	44	38	38	38	46
Reductions in savings / investments	37	33	34	40	39	34	34	39	36	32	59	32	40	44	33	35	40	39	32	38
Rising cost of living / personal expenses	43	44	40	45	41	45	36	47	44	34	46	39	50	37	35	47	44	45	35	47
Illness for myself or family member	32	30	35	30	35	29	29	34	35	30	32	26	38	39	30	35	31	34	26	36
Other (Please specify)	6	0	6	11	3	10	0	10	3	0	50	3	13	0	5	3	9	9	0	8

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Q 8: Please assign a number from 0-100 to represent the impact of each of the following factors which might reduce your willingness to give to your church or place of worship. – AVERAGE AMOUNTS

	Total	What is your age?			Volunteer?		Gave Thru Web site?		US economy			Political Affiliation			Income			Religious services		
		Under 40	40 - 59	60 or older	Yes	No	Yes	No	De- cline	Stay same	Im- prove	Conse- rvative	Mod- erate	Liberal	In- crease	Same	De- crease	Almost every week +	1, 2 times month / year	Almost never / never
Not attending the church or place of worship anymore	52	51	55	49	49	53	56	47	49	49	72	44	60	50	46	55	55	3	65	52
Reduced income due to job loss	35	11	47	30	30	37	32	39	37	36	12	44	31	34	26	24	56	43	42	33
Reduced income due to medical expenses	29	6	36	29	29	27	28	30	32	27	14	38	24	27	24	26	37	23	41	26
Reduced income due to retirement	27	6	32	30	26	29	25	30	30	26	14	35	22	27	20	19	44	22	41	24
Increased housing costs	26	9	33	25	27	24	26	27	31	24	12	34	22	25	21	21	38	24	39	23
Uncertainty over the economy	35	15	41	35	29	37	33	37	39	34	8	43	28	36	34	30	41	33	44	32
Reductions in savings / investments	31	9	37	32	29	30	31	30	37	26	13	39	27	29	25	25	44	31	46	27
Rising cost of living / personal expenses	39	23	43	42	32	43	39	40	43	38	15	42	41	36	31	38	50	43	51	35
Illness for myself or family member	27	10	35	23	24	27	25	30	31	24	10	32	21	29	26	22	33	20	31	26
Other (Please specify)	30	20	23	50	39	24	30	31	35	32	22	0	32	40	18	38	38	0	0	32

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Q 3: Total annual donation amount, including giving to places of worship

	Total	What is your age?			Volunteer?		Gave Thru Web site?		US economy			Political Affiliation			Income			Religious services		
		Under 40	40 - 59	60 or older	Yes	No	Yes	No	De- cline	Stay same	Im- prove	Conse- rvative	Mod- erate	Liberal	In- crease	Same	De- crease	Almost every week +	1, 2 times month / year	Almost never / never
n=	497	86	213	196	263	228	258	239	213	155	83	182	196	119	159	199	139	187	123	187
Annual total giving (\$)	2452	1800	2508	2669	3488	1300	2920	1947	2597	1979	2999	3531	2088	1402	2603	2765	1831	4647	1392	954

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Appendix: KEY to REPORT COLUMNS

Q. What is your age?

- Under 40
- 40 - 59
- 60 or older

Q. Did you volunteer for any charitable organization in the past year?

- Yes, on one occasion
- Yes, on more than one occasion
- No
- Not sure

Q. Have you ever given a gift through a charity's web site?

- Yes
- No

Q. Do you feel that overall the US economy will decline, improve, or stay the same in the next twelve months?

- Decline
- Stay the same
- Improve
- Unsure

Q. In general, do you consider yourself conservative, moderate, or liberal?

- Conservative
- Moderate
- Liberal

Q. From 2010 to 2011, did your total household income...?

- Increase by more than 5%
- Increase by less than 5%
- Stay the same
- Decrease by less than 5%
- Decrease by more than 5%

Q. Regarding religious services, would you say you attend...

- Once a week or more
- Almost every week
- About once or twice a month
- A few times a year
- Almost never
- Never

Uppercase letters by percentages indicate statistically significant differences at the 99% level; lowercase letters at the 95% level.

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