

#GI  ING TUESDAY™

USA Consumer Research Highlights

December 2016



Consumer Awareness

Methodology

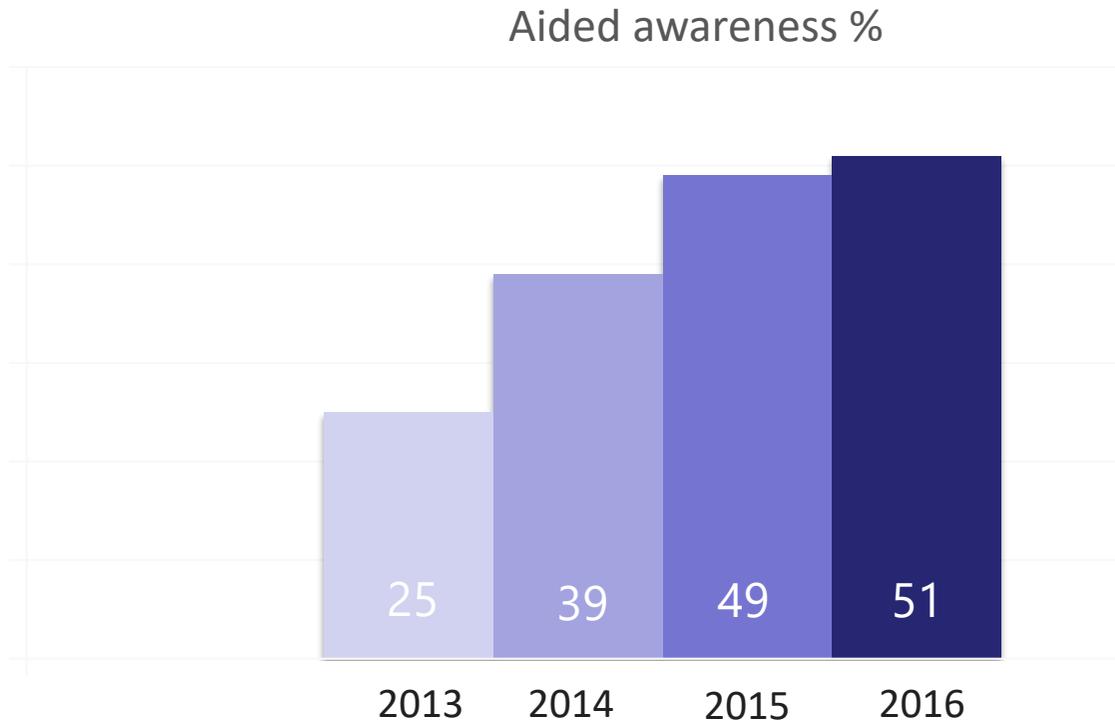
- December 1, 2016
- Ipsos online survey among 1000 respondents
- National sample 18+ yrs

Highlights

- Aided awareness for GivingTuesday increased to 53%, up from 49% in 2015
- 69% of those aware participated in some way: donations 39%, food/clothing drive 27%, volunteering 20%, social media 12%
- Significantly higher participation among 18-34 year olds – 88% participated in some way: donations 55%, drives 36%
- Yes, GivingTuesday inspired me to be more giving 62%



Public awareness at an all time high in USA



Base: total sample

Q. Are you aware of the non-profit movement "Giving Tuesday" which follows after Black Friday and Cyber Monday?



Public awareness is consistent across regions

Aided awareness %

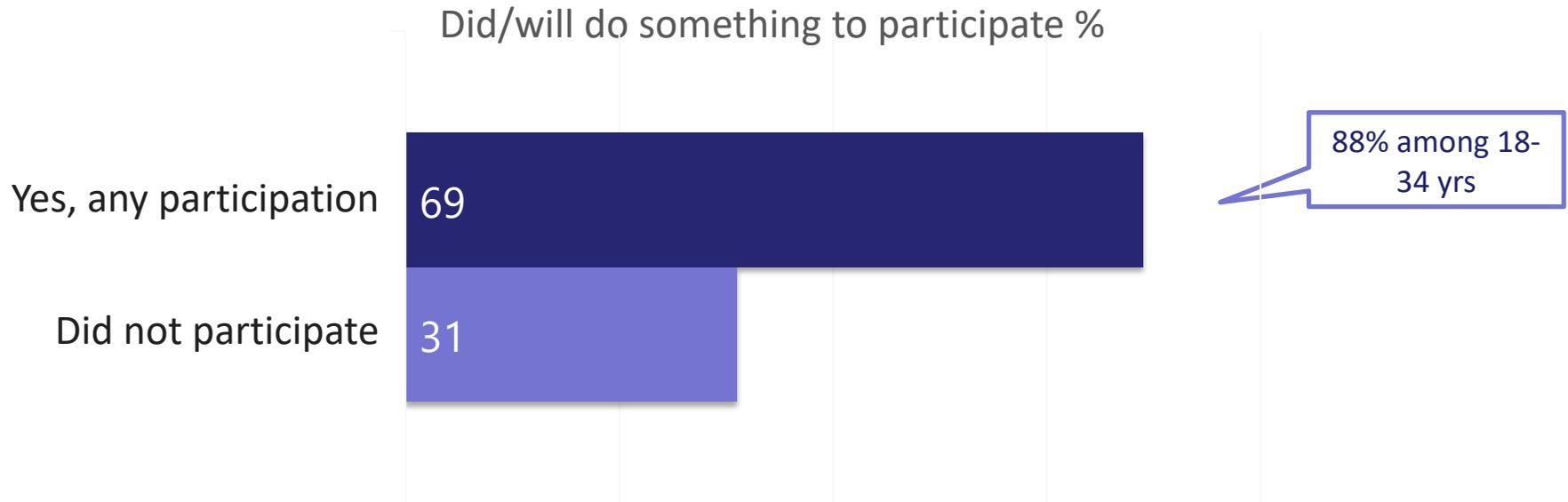


Base: total sample

Q. Are you aware of the non-profit movement "Giving Tuesday" which follows after Black Friday and Cyber Monday?



The great majority of people did something to participate GivingTuesday

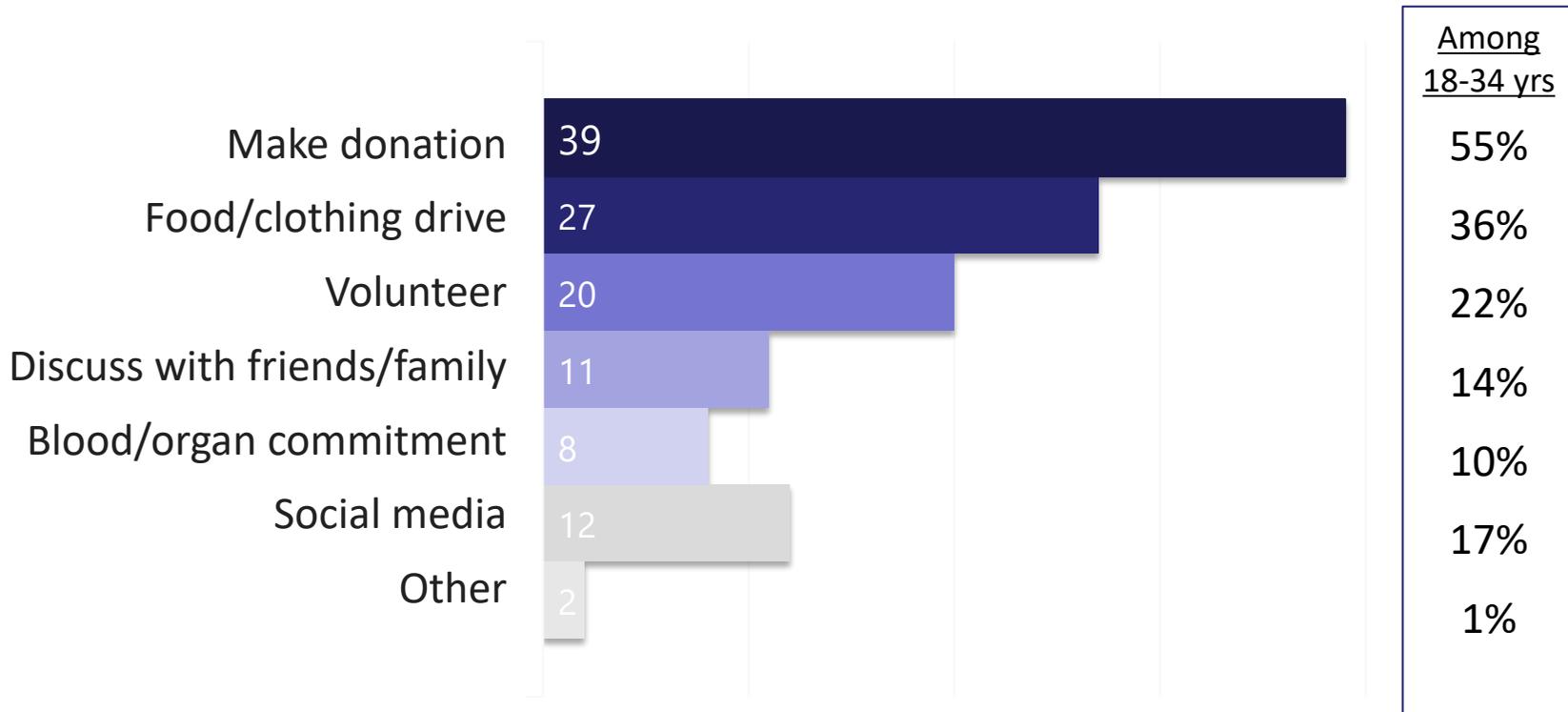


Base: aware of GivingTuesday

Q. Which, if any, of the following have you done or will you do to participate in GivingTuesday?



Types of participation

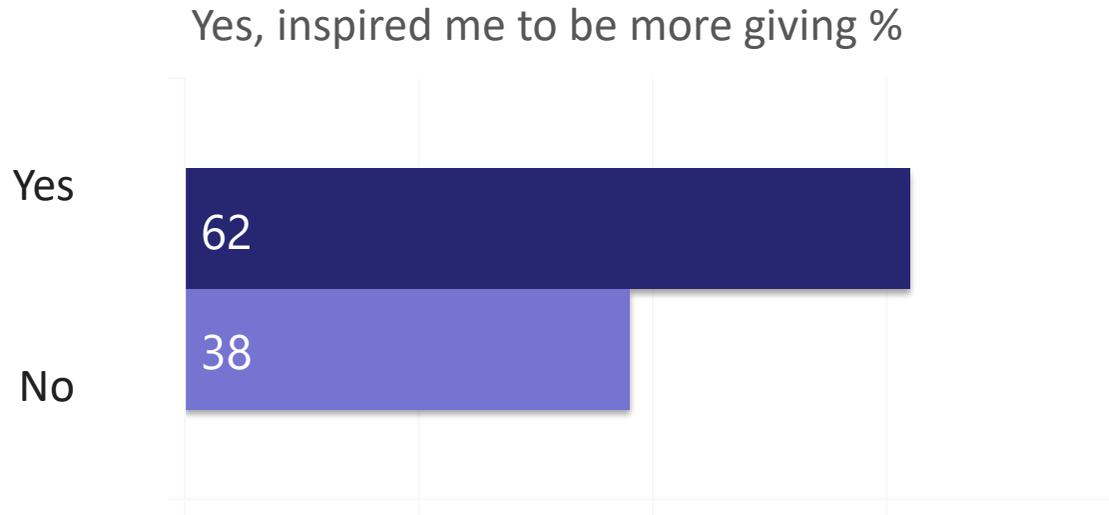


Base: aware of GivingTuesday

Q. Which, if any, of the following have you done or will you do to participate in GivingTuesday?



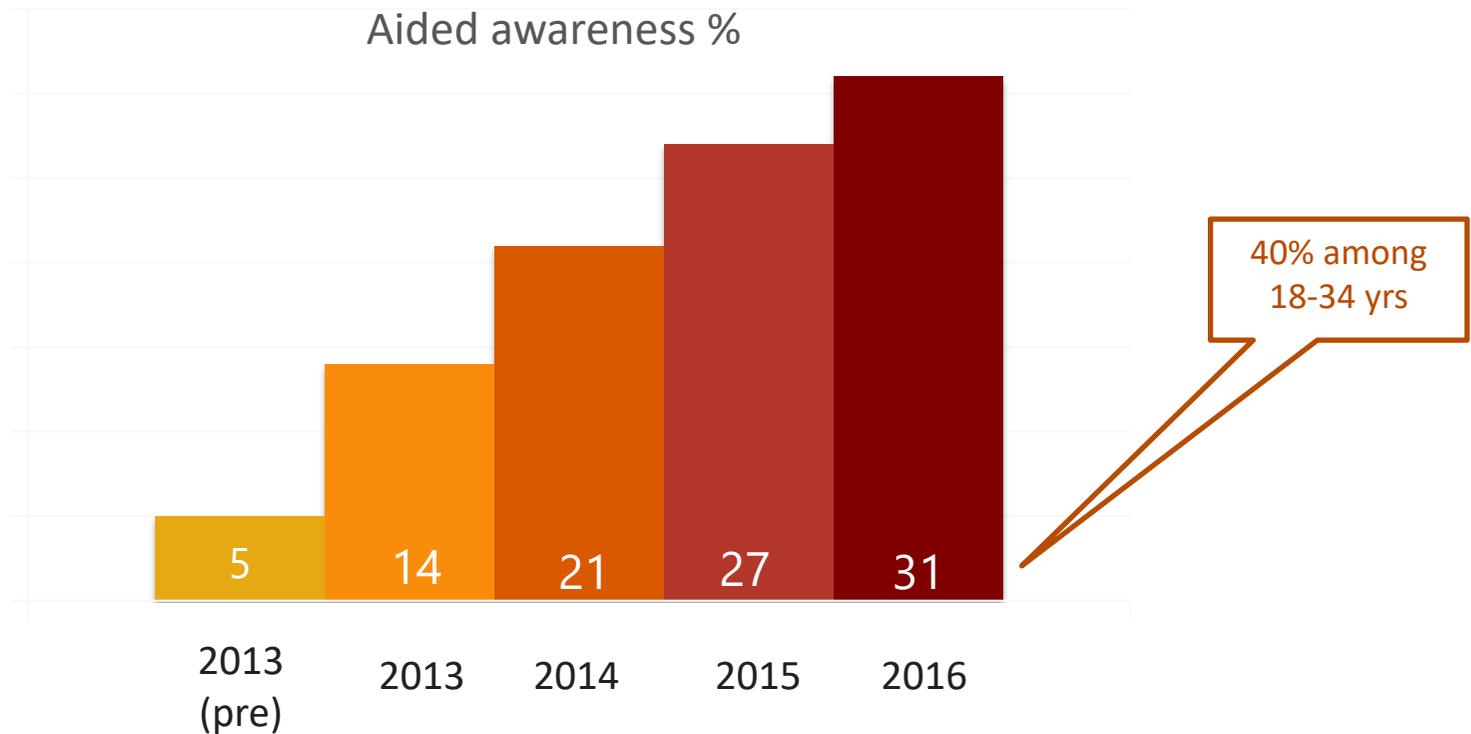
GivingTuesday inspires people to be more giving



Base: aware of GivingTuesday

Q. Do you feel that hearing about the GivingTuesday movement inspired you to be more giving?

Public awareness continues to grow steadily in Canada



Base: total sample

Q. Are you aware of the non-profit movement "Giving Tuesday" which follows after Black Friday and Cyber Monday?