

Harris Interactive QuickQuery
 Fielding Period: October 21-23, 2013
 World Vision
 Weighted To The U.S. General Adult Population - Propensity

23 Oct 2013

Q1705 Have you ever done any of the following? For the purposes of this question, please think of a charitable gift as a charitable donation made on someone else's behalf, that is, as a present. Have you ever...? Please select all that apply.

Base: All Respondents

	Region					Age				Male Age				Female Age				Marital Status				
	Total	North-east	Mid-west	South	West	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Married	Single/ Never Married	Div./ Sep./ Wid.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2033	507	518	625	383	482	316	320	915	974	185	144	155	490	1059	297	172	165	425	1034	520	364
Weighted Base	2033	446	442	685	460	583	349	308	792	974	281	172*	147*	374	1059	302	177	161*	418	1071	571	273
Any Listed (Net)	902 44%	196 44%	182 41%	310 45%	215 47%	307 53% AGH I	136 39%	123 40%	337 43%	448 46%	173 62% LMN PQRS	61 35%	60 41%	154 41%	455 43%	134 44%	75 42%	63 39%	183 44%	480 45%	266 47%	117 43%
Given A Charitable Gift (Sub-Net)	809 40%h	180 40%	170 39%	272 40%	187 41%	269 46% AGH i	127 36%	105 34%	308 39%	408 42%	158 56% LMN PQRS	56 33%	53 36%	140 37%	401 38%	111 37%	71 40%	52 32%	168 40%	432 40%	234 41%	106 39%
Given a charitable gift for an occasion other than birthday or holiday	502 25% Ch	103 23%	89 20%	188 27% C	122 27% c	175 30% AHi	81 23%	56 18%	190 24% h	262 27%	112 40% LMN PQRS	36 21%	25 17%	89 24%	240 23%	63 21%	45 26%	31 19%	102 24%	254 24%	145 25%	76 28%
Given a charitable gift as a holiday present	465 23% I	106 24%	106 24%	159 23%	95 21%	176 30% AGH I	71 20%	60 19%	159 20%	243 25%	97 34% LMN QRS	34 20%	33 23%	79 21%	222 21%	80 26% rs	36 20%	26 16%	80 19%	250 23%	132 23%	57 21%
Given a charitable gift as a birthday present	317 16% Iot	70 16%	56 13%	115 17%	77 17%	144 25% AGH I	44 13%	38 12%	90 11%	172 18% ao	81 29% LMN QRS	25 15%	18 12%	47 13%	145 14%	63 21% mNQ rs	19 11%	20 12%	43 10%	148 14%	115 20% ATV	32 12%
Received A Charitable Gift (Sub-Net)	392 19% cI	72 16%	69 16%	155 23% ABC	96 21%	156 27% AGH I	61 17%	48 16%	127 16%	186 19%	84 30% LMN RS	25 15%	21 14%	56 15%	206 19%	72 24% lmN s	36 20%	27 17%	71 17%	203 19%	127 22%	44 16%
Received a charitable gift as a holiday present	297 15% bI	51 12%	55 12%	126 18% ABC	64 14%	123 21% AGH I	43 12%	41 13%	89 11%	150 15%	65 23% lmN qrS	20 12%	20 14%	46 12%	146 14%	59 19% NS	23 13%	21 13%	43 10%	159 15%	91 16%	31 11%
Received a charitable gift as a birthday present	168 8% ITV	35 8%	30 7%	75 11% AcE	28 6%	98 17% AGHI I	20 6%	17 6%	33 4%	87 9%	50 18% LMNQ RS	11 7%	10 7%	15 4%	81 8%	47 16% LmNQ RS	8 5%	7 4%	18 4%	69 6%	76 13% ATV	12 4%
Received a charitable gift for an occasion other than my birthday or holiday	164 8% bHIT	26 6%	27 6%	68 10% bc	42 9%	82 14% AHI I	34 10% HI	12 4%	36 5%	87 9%	53 19% LMNP qRS	16 9% N	5 4%	13 3%	76 7%	29 9% mN	18 10% mN	6 4%	23 6%	60 6%	70 12% AT	21 8%
None of these	1131 56% F	251 56%	260 59%	375 55%	245 53%	276 47%	214 61% F	186 60% F	455 57% F	527 54%	108 38%	112 65% K	87 59% K	220 59% K	604 57%	169 56% K	102 58% K	99 61% K	235 56% K	591 55%	305 53%	156 57%
Sigma	3043 150%	641 144%	623 141%	1106 161%	673 146%	1075 184%	506 145%	410 133%	1052 133%	1528 157%	565 201%	255 148%	200 136%	508 136%	1515 143%	510 168%	251 142%	210 130%	544 130%	1530 143%	936 164%	386 141%

Proportions/Mean: Columns Tested (5%, 10% risk level) - A/B/C/D/E - A/F/G/H/I - A/J/O - K/L/M/N/P/Q/R/S - A/T/U/V
 Overlap formulae used. * small base

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Q1710 Which of the following describe why you, personally, donate money to charity? Please select all that apply.

Base: All Respondents

	Region				Age					Male Age					Female Age					Marital Status		
	Total	North-east	Mid-west	South	West	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Married	Single/ Never Married	Div./ Sep./ Wid.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2033	507	518	625	383	482	316	320	915	974	185	144	155	490	1059	297	172	165	425	1034	520	364
Weighted Base	2033	446	442	685	460	583	349	308	792	974	281	172*	147*	374	1059	302	177	161*	418	1071	571	273
Ever Donate Money To Charity (Net)	1741 86%Gj	381 85%	375 85%	582 85%	403 88%	499 86%g	275 79%	264 86%g	703 89%AG	815 84%	237 84%L	122 71%	129 88%L	328 88%L	925 87%aj	263 87%L	153 86%L	135 84%l	375 90%L	942 88%AU	472 83%	238 87%
Right Thing To Do/Improve Karma (Sub-Net)	1273 63%ghj	293 66%c	259 59%	428 63%	294 64%	384 66%gH	199 57%	174 56%	516 65%gH	582 60%	167 59%	93 54%	82 56%	240 64%	692 65%Aj	217 72%KLM	107 60%	91 57%	276 66%lm	661 62%	355 62%	188 69%at
Because it's the right thing to do	1214 60%GJ	276 62%	254 58%	409 60%	274 60%	352 60%	184 53%	170 55%	508 64%AGH	550 56%	144 51%	86 50%	81 55%	238 64%KL	664 63%AJ	207 69%KLM	99 56%	88 55%	270 65%KL	645 60%	320 56%	184 67%AtU
To improve my karma	208 10%CTT	50 11%	32 7%	76 11%	51 11%	102 17%AH	48 14%HI	22 7%	37 5%	99 10%	54 19%MNR	19 11%NS	11 7%	15 4%	109 10%	47 16%nNr	29 16%nNr	11 7%	22 5%	73 7%	103 18%ATV	19 7%
To share what I have with those in need	1110 55%Gj	232 52%	236 53%	372 54%	269 59%	342 59%G	152 44%	165 54%g	450 57%G	501 51%	152 54%L	62 36%	84 57%L	203 54%L	609 57%AJ	190 63%Lnq	90 51%L	81 50%l	247 59%L	579 54%	301 53%	162 59%
Because of my faith/ religion	514 25%eJU	99 22%	125 28%E	195 28%bE	94 21%	128 22%	81 23%	73 24%	231 29%AF	218 22%	44 16%	35 20%	36 24%	103 28%K	296 28%AJ	84 28%K	46 26%k	38 23%	128 31%Kl	308 29%AU	112 20%	82 30%U
To feel better about myself	372 18%HT	83 19%	85 19%	117 17%	87 19%	130 22%aHi	70 20%h	40 13%	132 17%	193 20%	56 20%S	36 21%S	21 14%	80 21%RS	179 17%	74 24%mRS	34 19%S	19 12%	52 12%	159 15%	142 25%AT	56 20%t
To get a tax deduction	311 15%BFg	44 10%	57 13%	115 17%B	94 21%ABC	61 10%	37 11%	56 18%FG	157 20%AFG	157 16%	19 7%	21 12%	32 22%KQ	85 23%KLP	154 15%	41 14%k	16 9%	24 15%k	72 17%Kq	201 19%AU	51 9%	47 17%U
To teach my children about generosity	213 10%IUV	43 10%	43 10%	83 12%	44 10%	74 13%I	81 23%AFH	40 13%I	18 2%	87 9%	35 12%NS	24 14%NS	20 14%NS	8 2%	126 12%	40 13%NS	56 32%KLM	20 12%NS	10 2%	160 15%AUV	30 5%	13 5%
Guilt/Obligation (Sub-Net)	177 9%EIt	40 9%e	43 10%E	73 11%E	22 5%	72 12%Ahi	31 9%	21 7%	53 7%	94 10%	31 11%R	18 11%R	18 12%RS	27 7%r	83 8%	41 13%NRS	13 7%r	3 2%	26 6%	77 7%	69 12%AT	23 8%
Because I feel like I have to	105 5%EIt	27 6%E	27 6%E	43 6%E	9 2%	44 8%aI	23 6%i	14 5%	24 3%	58 6%	20 7%rS	12 7%rs	12 8%nRS	14 4%	47 4%	25 8%nRS	10 6%r	2 1%	10 2%	44 4%	43 8%AT	14 5%
Because I feel guilty if I don't	101 5%t	19 4%	25 6%	43 6%	14 3%	43 7%Ahi	13 4%	10 3%	35 4%	48 5%	16 6%	9 5%	7 5%	16 4%	53 5%	27 9%nQRs	4 2%	2 1%	19 5%	41 4%	43 7%AT	13 5%

Proportions/Means: Columns Tested (5%, 10% risk level) - A/B/C/D/E - A/F/G/H/I - A/J/O - K/L/M/N/P/Q/R/S - A/T/U/V
 Overlap formulae used. * small base

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Q1710 Which of the following describe why you, personally, donate money to charity? Please select all that apply.

Base: All Respondents

	Region					Age				Male Age					Female Age					Marital Status		
	Total	North-east	Mid-west	South	West	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Married	Single/ Never Married	Div./ Sep./ Wid.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	2033	446	442	685	460	583	349	308	792	974	281	172*	147*	374	1059	302	177	161*	418	1071	571	273
Other	149	26	36	52	35	42	10	28	69	72	25	3	12	32	76	17	7	15	37	80	33	20
	7%G	6%	8%	8%	8%	7%G	3%	9%G	9%G	7%	9%L	2%	8%L	8%L	7%	6%	4%	9%L	9%L	8%	6%	7%
N/A - I never donate money to charity.	292	66	66	103	57	84	74	44	90	159	44	50	18	46	133	40	24	26	43	128	99	35
	14%IoT	15%	15%	15%	12%	14%	21%Afh	14%	11%	16%ao	16%	29%KMN	12%	12%	13%	13%	14%	16%	10%	12%	17%T	13%
							I					PQrS										
Sigma	4588	965	987	1607	1031	1403	773	662	1751	2142	610	357	336	840	2446	793	416	327	911	2420	1278	645
	226%	216%	223%	235%	224%	241%	221%	215%	221%	220%	217%	207%	228%	225%	231%	262%	235%	202%	218%	226%	224%	236%

Proportions/Means: Columns Tested (5%, 10% risk level) - A/B/C/D/E - A/F/G/H/I - A/J/O - K/L/M/N/P/Q/R/S - A/T/U/V
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23 Oct 2013

Q1710 Which of the following describe why you, personally, donate money to charity? Please select all that apply.

Base: Ever Donate Money To Charity

	Region				Age				Male Age				Female Age				Marital Status					
	Total	North-east	Mid-west	South	West	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Married	Single/ Never Married	Div./ Sep./ Wid.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	1694	425	428	516	325	392	249	266	787	802	145	105	130	422	892	247	144	136	365	895	405	306
Weighted Base	1741	381	375	582	403	499	275	264	703	815	237*	122*	129*	328	925	263	153*	135*	375	942	472	238
Right Thing To Do/Improve Karma (Net)	1273 73%HT	293 77%c	259 69%	428 74%	294 73%	384 77%h	199 73%	174 66%	516 73%h	582 71%	167 71%	93 76%	82 64%	240 73%	692 75%	217 83%KMN QRs	107 70%	91 68%	276 74%	661 70%	355 75%	188 79%aT
Because it's the right thing to do	1214 70%	276 73%	254 68%	409 70%	274 68%	352 70%	184 67%	170 64%	508 72%h	550 67%	144 61%	86 70%	81 63%	238 73%K	664 72%	207 79%KMQ R	99 65%	88 65%	270 72%k	645 68%	320 68%	184 77%ATU
To improve my karma	208 12%cIT v	50 13%	32 9%	76 13%	51 13%	102 20%aHI	48 17%aHI	22 8%	37 5%	99 12%	54 23%MNR S	19 16%NS	11 8%	15 5%	109 12%	47 18%mNr S	29 19%mNrS	11 8%	22 6%	73 8%	103 22%ATV	19 8%
To share what I have with those in need	1110 64%G	232 61%	236 63%	372 64%	269 67%	342 68%aG	152 55%	165 63%	450 64%g	501 61%	152 64%	62 51%	84 65%l	203 62%	609 66%	190 72%LNQ r	90 59%	81 60%	247 66%L	579 61%	301 64%	162 68%
Because of my faith/religion	514 30%EJU	99 26%	125 33%bE	195 34%abE	94 23%	128 26%	81 30%	73 28%	231 33%AF	218 27%	44 19%	35 29%	36 28%	103 32%K	296 32%aj	84 32%K	46 30%k	38 28%	128 34%K	308 33%AU	112 24%	82 34%U
To feel better about myself	372 21%HiT	83 22%	85 23%	117 20%	87 22%	130 26%aHI	70 26%Hi	40 15%	132 19%	193 24%	56 24%S	36 29%RS	21 16%	80 24%rS	179 19%	74 28%RS	34 23%S	19 14%	52 14%	159 17%	142 30%AT	56 23%t
To get a tax deduction	311 18%BFU	44 12%	57 15%	115 20%B	94 23%ABC	61 12%	37 14%	56 21%Pg	157 22%AFG	157 19%	19 8%	21 17%k	32 25%KQ	85 26%KPQ	154 17%	41 16%k	16 11%	24 18%k	72 19%Kq	201 21%AU	51 11%	47 20%U
To teach my children about generosity	213 12%IUW	43 11%	43 11%	83 14%	44 11%	74 15%I	81 29%AFH	40 15%I	18 3%	87 11%	35 15%NS	24 20%NS	20 16%NS	8 2%	126 14%	40 15%NS	56 37%KLM NPRS	20 15%NS	10 3%	160 17%AUV	30 6%	13 5%
Guilt/Obligation (Net)	177 10%EIT	40 10%e	43 12%E	73 12%E	22 5%	72 14%AhI	31 11%	21 8%	53 8%	94 12%	31 13%Rs	18 15%Rs	18 14%Rs	27 8%r	83 9%	41 15%NRS	13 8%	3 2%	26 7%	77 8%	69 15%AT	23 10%
Because I feel like I have to	105 6%EIT	27 7%E	27 7%E	43 7%E	9 2%	44 9%aI	23 8%I	14 5%	24 3%	58 7%	20 8%rS	12 10%RS	12 10%nRS	14 4%	47 5%	25 9%RS	10 7%	2 1%	10 3%	44 5%	43 9%AT	14 6%
Because I feel guilty if I don't	101 6%T	19 5%	25 7%	43 7%e	14 4%	43 9%Ahi	13 5%	10 4%	35 5%	48 6%	16 7%	9 7%	7 6%	16 5%	53 6%	27 10%nQRS	4 3%	2 2%	19 5%	41 4%	43 9%AT	13 6%
Other	149 9%G	26 7%	36 10%	52 9%	35 9%	42 8%g	10 4%	28 10%G	69 10%G	72 9%	25 11%l	3 2%	12 10%l	32 10%l	76 8%	17 6%	7 4%	15 11%L	37 10%l	80 9%	33 7%	20 8%
Sigma	4296 247%	899 236%	921 245%	1504 258%	973 242%	1319 264%	699 254%	618 234%	1661 236%	1984 243%	566 239%	307 251%	317 246%	793 242%	2313 250%	753 287%	392 257%	300 222%	868 231%	2291 243%	1178 250%	610 256%

Proportions/Mean: Columns Tested (5%, 10% risk level) - A/B/C/D/E - A/F/G/H/I - A/J/O - K/L/M/N/P/Q/R/S - A/T/U/V
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23 Oct 2013

Q1715 Which of the following statements about donating money to charity, if any, are true for you? Please select all that apply.

Base: Ever Donate Money To Charity

	Region				Age				Male Age				Female Age				Marital Status					
	Total	North-east	Mid-west	South	West	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Married	Single/ Never Married	Div./ Sep./ Wid.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	1694	425	428	516	325	392	249	266	787	802	145	105	130	422	892	247	144	136	365	895	405	306
Weighted Base	1741	381	375	582	403	499	275	264	703	815	237*	122*	129*	328	925	263	153*	135*	375	942	472	238
I believe that giving to charity can make a real difference.	1047 60%	219 58%	237 63%	357 61%	234 58%	290 58%	150 54%	157 60%	450 64%AG	477 58%	121 51%	67 55%	80 62%	209 64%K	570 62%	169 64%k	82 54%	78 58%	241 64%K	563 60%	280 59%	145 61%
Feel Better/Good Person (Net)	953 55%IT	205 54%	192 51%	322 55%	234 58%	337 68%AGH I	138 50%	131 50%	348 49%	439 54%	151 64%LNq RS	61 50%	66 51%	162 49%	514 56%	186 71%LMN QRS	77 50%	65 48%	186 50%	456 48%	314 67%ATV	124 52%
Giving to charity makes me feel like a good person.	723 42%hIT	158 41%	153 41%	236 41%	176 44%	271 54%AGH I	114 41%	92 35%	246 35%	318 39%	112 47%Nrs	47 38%	45 35%	115 35%	404 44%	159 61%KLM NQRS	67 44%	46 34%	132 35%	331 35%	253 54%ATV	97 41%
I feel better about myself when I give to charity.	713 41%GT	147 39%	152 40%	253 43%	161 40%	258 52%AGH I	89 32%	98 37%	268 38%	334 41%	112 47%lqr s	40 32%	52 41%	130 40%	379 41%	146 55%LMN QRS	50 33%	46 34%	137 37%	345 37%	220 47%aT	99 42%
Healthier/Happier (Net)	803 46%IJt	175 46%	184 49%	251 43%	191 48%	281 56%AGH I	121 44%	117 44%	283 40%	342 42%	106 45%	51 42%	58 45%	126 38%	461 50%AJ	175 67%KLM NQRS	70 46%	59 43%	157 42%	410 44%	232 49%	111 46%
When I give to charity, I feel happier in general.	772 44%IJT	166 44%	180 48%	241 41%	185 46%	274 55%AGH I	116 42%	105 40%	277 39%	329 40%	103 44%	46 38%	56 44%	123 38%	443 48%AJ	171 65%KLM NQRS	70 46%	49 36%	154 41%	386 41%	228 48%t	109 46%
I have noticed a positive effect on my health when I give to charity.	140 8%I	30 8%	22 6%	47 8%	40 10%	53 11%I	29 10%I	24 9%i	34 5%	55 7%	25 11%N	12 10%N	8 6%	10 3%	85 9%	28 11%N	17 11%N	16 12%N	24 6%	75 8%	41 9%	16 7%
I consider myself a charitable person.	704 40%u	157 41%	152 41%	244 42%	151 38%	185 37%	120 44%	104 39%	295 42%	327 40%	91 38%	43 35%	45 35%	147 45%	377 41%	95 36%	77 50%lmp s	58 43%	148 39%	389 41%	167 35%	110 46%U
I give to charity through my/a church or other house of worship (e.g., synagogue, mosque).	515 30%FU	102 27%	124 33%	182 31%	107 26%	105 21%	82 30%f	70 27%	257 37%AFH	220 27%	36 15%	40 33%K	31 24%	112 34%K	294 32%	69 26%K	41 27%k	39 29%K	145 39%KMPq	335 36%AUv	102 22%	68 28%
In my household, I am the primary decision-maker when it comes to charitable giving.	488 28%dFJ T	102 27%	101 27%	139 24%	146 36%ABC D	105 21%	70 25%	67 25%	246 35%AFG H	185 23%	44 18%	27 22%	27 21%	87 27%	302 33%AJ	62 23%	42 28%	40 29%k	159 42%KLMN PQR	212 22%	115 24%	144 60%ATU

Proportions/Mean: Columns Tested (5%, 10% risk level) - A/B/C/D/E - A/F/G/H/I - A/J/O - K/L/M/N/P/Q/R/S - A/T/U/V
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Q1715 Which of the following statements about donating money to charity, if any, are true for you? Please select all that apply.

Base: Ever Donate Money To Charity

	Region				Age				Male Age				Female Age				Marital Status					
	Total	North-east	Mid-west	South	West	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Married	Single/ Never Married	Div./ Sep./ Wid.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	1741	381	375	582	403	499	275	264	703	815	237*	122*	129*	328	925	263	153*	135*	375	942	472	238
I actively teach my children about the importance of giving to charity.	199 11% V	40 10% IjU	47 13% 13%	72 12% 12%	41 10% 10%	69 14% I	82 30% AFH	31 12% I	17 2% 2%	77 9% 9%	29 12% NS	28 23% kMNS	11 9% NS	8 3% 3%	122 13% aj	40 15% NS	53 35% KMN	20 15% NS	9 2% 2%	151 16% AUV	31 7% v	6 3% 3%
Making decisions about where to give can be stressful.	174 10% hIT	40 11% 11%	38 10% 10%	64 11% 11%	31 8% 8%	87 17% AGHI	25 9% 9%	15 6% 6%	46 7% 7%	91 11% 11%	47 20% lMNq	10 8% 8%	9 7% 7%	25 8% 8%	83 9% 9%	40 15% mNR	16 10% 10%	6 4% 4%	21 6% 6%	76 8% 8%	69 15% ATV	18 7% 7%
None of these	103 6%	20 5%	22 6%	31 5%	29 7%	23 5%	13 5%	16 6%	50 7%	57 7%	12 5%	6 5%	7 6%	32 10% pS	46 5%	12 4%	7 4%	9 7%	18 5%	56 6%	27 6%	15 6%
Sigma	5577 320%	1182 311%	1228 327%	1866 321%	1302 323%	1721 345%	889 323%	780 296%	2187 311%	2471 303%	732 309%	366 299%	374 290%	999 305%	3106 336%	989 377%	523 342%	407 301%	1187 317%	2918 310%	1532 325%	828 347%

Proportions/Mean: Columns Tested (5%, 10% risk level) - A/B/C/D/E - A/F/G/H/I - A/J/O - K/L/M/N/P/Q/R/S - A/T/U/V
 Overlap formulae used. * small base

Harris Interactive QuickQuery
 Fielding Period: October 21-23, 2013
 World Vision
 Weighted To The U.S. General Adult Population - Propensity

23 Oct 2013

Q1720 How would you describe your current overall health?

Base: All Respondents

	Region					Age				Male Age				Female Age				Marital Status				
	Total	North-east	Mid-west	South	West	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Married	Single/ Never Married	Div./ Sep./ Wid.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2033	507	518	625	383	482	316	320	915	974	185	144	155	490	1059	297	172	165	425	1034	520	364
Weighted Base	2033	446	442	685	460	583	349	308	792	974	281	172*	147*	374	1059	302	177	161*	418	1071	571	273
Excellent/Good (Net)	1581	349	326	560	345	473	279	234	594	740	213	132	109	287	841	260	148	126	307	869	430	184
	78% cIV	78%	74%	82% ACe	75%	81% i	80%	76%	75%	76%	76%	76%	74%	77%	79%	86% KLM NS	84% S	78%	73%	81% AuV	75% v	67%
Excellent	377	85	60	139	93	157	69	55	97	165	60	34	24	47	212	96	35	31	50	205	129	32
	19% CIV	19% c	14%	20% C	20% c	27% AgH I	20% I	18% i	12%	17%	21% NS	20% s	16%	13%	20%	32% KLM NQRS	20% ns	19% s	12%	19% V	23% aV	12%
Good	1203	264	265	421	253	316	211	179	497	575	153	97	85	240	629	164	113	94	258	665	301	152
	59% fU	59%	60%	62%	55%	54%	60%	58%	63% AF	59%	54%	56%	58%	64% kP	59%	54%	64%	58%	62%	62% AU	53%	55%
Fair/Poor (Net)	452	97	116	125	115	110	70	74	198	234	68	41	38	87	218	43	29	36	111	202	141	90
	22% DT	22%	26% aD	18%	25% d	19%	20%	24%	25% Af	24%	24% P	24% p	26% P	23% P	21%	14%	16%	22%	27% PQ	19%	25% t	33% ATu
Fair	411	89	103	116	103	100	63	68	180	206	59	35	35	77	205	42	28	32	103	185	131	79
	20% dT	20%	23% D	17%	22%	17%	18%	22%	23% af	21%	21%	21%	24% P	21% p	19%	14%	16%	20%	25% Pq	17%	23% t	29% AT
Poor	41	8	13	9	12	10	7	6	18	28	9	5	3	10	13	1	1	3	8	17	10	10
	2% O	2%	3%	1%	3%	2%	2%	2%	3% ao	3% p	3% p	2%	3% p	1%	*	1%	2%	2%	2%	2%	2%	4% at
Sigma	2033	446	442	685	460	583	349	308	792	974	281	172	147	374	1059	302	177	161	418	1071	571	273
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - A/B/C/D/E - A/F/G/H/I - A/J/O - K/L/M/N/P/Q/R/S - A/T/U/V
 Overlap formulae used. * small base

Harris Interactive QuickQuery
 Fielding Period: October 21-23, 2013
 World Vision
 Weighted To The U.S. General Adult Population - Propensity

23 Oct 2013

Q1725 Which of the following statements, if any, do you think are true about how Americans give to charity? Please select all that apply.

Base: All Respondents

	Region				Age				Male Age				Female Age				Marital Status						
	Total	North-east	Mid-west	South	West	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Married	Single/ Never Married	Div./ Sep./ Wid.	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	2033	507	518	625	383	482	316	320	915	974	185	144	155	490	1059	297	172	165	425	1034	520	364	
Weighted Base	2033	446	442	685	460	583	349	308	792	974	281	172*	147*	374	1059	302	177	161*	418	1071	571	273	
Giving to charity is a good teaching tool for children.	1237 61%GJ	277 62%	266 60%	416 61%	278 61%	345 59%	182 52%	177 57%	533 67%AFGH	528 54%	130 46%	82 48%	86 59%k	229 61%KL	709 67%AJ	215 71%KLMNQR	99 56%	91 56%	304 73%KLMNQR	651 61%	327 57%	189 69%ATU	
Americans are more focused on shopping than giving during the holiday season.	988 49%	216 48%	215 49%	324 47%	232 51%	313 54%ah	163 47%	138 45%	375 47%	491 50%	154 55%qs	87 51%	64 43%	186 50%	497 47%	159 52%	75 43%	74 46%	189 45%	515 48%	276 48%	143 52%	
Older people are more likely to give to charity than younger people.	894 44%GHO	195 44%	190 43%	312 46%	198 43%	255 44%G	114 33%	113 37%	412 52%AFGH	481 49%AO	140 50%lpQR	61 36%	59 40%	220 59%LMPQRS	414 39%	115 38%	53 30%	54 33%	192 46%QR	460 43%	251 44%	139 51%At	
Religious people are more likely to give to charity than those who are not affiliated with a religion.	702 35%GH	142 32%	148 34%	254 37%	158 34%	214 37%GH	96 28%	80 26%	312 39%AGH	354 36%	98 35%Qr	57 33%q	42 29%	156 42%MQR	348 33%	116 38%QR	39 22%	38 24%	156 37%QR	395 37%a	184 32%	83 30%	
Women are more charitable than men.	526 26%G	107 24%	126 29%	169 25%	124 27%	152 26%	68 20%	84 27%g	222 28%G	236 24%	62 22%	33 19%	41 28%	99 27%	291 27%	91 30%lq	35 20%	43 26%	122 29%lq	271 25%	147 26%	75 27%	
The holidays are becoming more about giving to charity.	362 18%BHj	60 13%	90 20%B	133 19%B	80 17%	142 24%AGH	48 14%	32 10%	140 18%H	153 16%	68 24%LMN	20 11%	15 10%	51 14%	209 20%aj	75 25%LMN	28 16%	17 11%	89 21%LMNR	180 17%	118 21%	51 19%	
People who give to charity are likely to be wealthy.	302 15%HT	66 15%	60 14%	119 17%	58 13%	121 21%AH	51 15%h	27 9%	103 13%	157 16%	65 23%MNQ	32 19%mR	14 9%	47 13%	145 14%	57 19%mnq	19 11%	13 8%	56 13%	129 12%	106 19%aT	35 13%	
Young people today are more generous than previous generations.	143 7%h	29 7%	37 8%	46 7%	32 7%	60 10%AGH	16 5%	13 4%	55 7%	60 6%	23 8%	9 5%	9 6%	20 5%	83 8%	37 12%lNQR	7 4%	4 3%	35 8%r	84 8%	40 7%	14 5%	
None of these	230 11%Iv	53 12%	59 13%	68 10%	50 11%	54 9%	77 22%AFH	42 14%I	58 7%	111 11%	23 8%	42 24%KMNP	13 9%	33 9%	119 11%	31 10%	35 PS	28 S	18%KmNp	25 6%	128 12%v	68 12%	20 7%
Sigma	5386 265%	1145 257%	1191 270%	1839 269%	1211 263%	1656 284%	815 233%	705 229%	2209 279%	2571 264%	762 272%	424 246%	343 234%	1041 278%	2815 266%	894 296%	391 221%	362 224%	1168 279%	2813 263%	1517 266%	749 274%	

Proportions/Means: Columns Tested (5%, 10% risk level) - A/B/C/D/E - A/F/G/H/I - A/J/O - K/L/M/N/P/Q/R/S - A/T/U/V
 Overlap formulae used. * small base

Harris Interactive QuickQuery
 Fielding Period: October 21-23, 2013
 World Vision
 Weighted To The U.S. General Adult Population - Propensity

23 Oct 2013

Q1730 These days many people have a religious preference and others are not part of any organized religion. What is your current religious preference?

Base: All Respondents

	Region				Age					Male Age					Female Age					Marital Status		
	Total	North-east	Mid-west	South	West	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Married	Single/ Never Married	Div./ Sep./ Wid.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2033	507	518	625	383	482	316	320	915	974	185	144	155	490	1059	297	172	165	425	1034	520	364
Weighted Base	2033	446	442	685	460	583	349	308	792	974	281	172*	147*	374	1059	302	177	161*	418	1071	571	273
Provided Response (Net)	1947 96%	425 95%	418 95%	661 96%	443 96%	563 97%	326 93%	293 95%	765 97%	931 96%	269 96%	160 93%	142 97%	360 96%	1016 96%	294 97%	166 94%	151 93%	405 97%	1024 96%	546 96%	263 96%
Christian (Sub-Net)	1262 62% JU	275 62%	295 67% aE	435 63% e	258 56%	320 55%	190 54%	205 66% FG	548 69% AFG	576 59%	133 47%	94 54%	99 67% Klq	251 67% KLQ	686 65% Aj	187 62% K	96 54%	106 66% K	297 71% KLpQ	698 65% AU	324 57%	186 68% aU
Christian	605 30% BEI	92 21%	131 30% Be	280 41% ABC E	103 22%	188 32% i	104 30%	106 35% I	207 26%	269 28%	78 28%	53 31% n	60 41% kNq	79 21%	336 32%	111 37% N	51 29%	47 29%	128 31% N	320 30%	179 31%	83 30%
Catholic	428 21% D	136 30% ADE	113 25% AD	82 12%	98 21% D	114 20%	59 17%	66 21%	189 24% Ag	194 20%	51 18%	27 15%	29 19%	88 24%	234 22%	63 21%	33 18%	37 23%	100 24%	228 21%	122 21%	58 21%
Protestant	224 11% FgU	44 10%	51 12%	72 10%	56 12%	15 3%	26 7% F	31 10% F	151 19% AFG H	112 11%	3 1%	14 8% K	11 7% K	83 22% KLM PQrs	112 11%	12 4%	12 7% K	21 13% KP	68 16% KLM PQ	150 14% AU	22 4%	43 16% AU
Eastern Orthodox/Greek Orthodox	5 *	3 1%	-	* *	1 *	2 *	1 *	1 *	* *	1 *	1 *	-	-	-	4 *	2 *	1 *	1 1%	* *	2 *	2 *	2 1%
All Others (Sub-Net)	685 34% CIo Tv	150 34%	124 28%	226 33%	185 40% ACd	243 42% AHI	137 39% aHI	88 28%	217 27%	355 36% ao	137 49% MNP RS	66 38% S	43 29%	109 29%	330 31%	106 35% S	71 40% nrS	45 28%	108 26%	326 30%	222 39% ATV	78 28%
Agnostic	133 7% IV	23 5%	24 5%	46 7%	40 9%	51 9% I	29 8% i	17 5%	36 5%	73 7%	22 8% rS	12 7% s	13 9% rS	26 7% rS	60 6%	29 10% RS	17 9% RS	4 2%	10 3%	61 6% V	44 8% V	6 2%
Atheist	89 4% IO	21 5%	13 3%	20 3%	35 8% ACD	33 6% i	14 4%	18 6%	25 3%	56 6% AO	19 7% S	7 4%	12 8% S	17 5% s	33 3%	14 5% s	6 3%	6 4%	7 2%	52 5%	25 4%	7 3%
Jewish	80 4% cFHu	28 6% AC	9 2%	25 4%	17 4%	6 1%	19 5% FH	3 1%	53 7% AFH	34 4%	4 1%	14 8% KMPR	1 1%	15 4% P	46 4%	2 1%	5 3%	2 1%	37 9% KMNPQ R	44 4%	12 2%	19 7% AU
Mormon	36 2% i	3 1%	4 1%	8 1%	21 5% ABCD	16 3% i	8 2%	3 1%	8 1%	12 1%	7 2%	2 1%	1 1%	3 1%	23 2%	9 3% n	6 4% n	2 1%	6 1%	18 2%	14 3%	2 1%
Buddhist	25 1% cIOT	6 1%	1 *	12 2% c	6 1%	17 3% AI	5 1% I	2 1%	* *	20 2% AO	17 6% mNP S	2 1%	1 1%	* *	5 *	* *	3 2% ns	1 1%	* *	7 1%	15 3% ATV	1 *

Proportions/Mean: Columns Tested (5%, 10% risk level) - A/B/C/D/E - A/F/G/H/I - A/J/O - K/L/M/N/P/Q/R/S - A/T/U/V
 Overlap formulae used. * small base

Harris Interactive QuickQuery
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23 Oct 2013

Q1730 These days many people have a religious preference and others are not part of any organized religion. What is your current religious preference?

Base: All Respondents

	Region					Age				Male Age					Female Age					Marital Status		
	Total	North-east	Mid-west	South	West	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Married	Single/ Never Married	Div./ Sep./ Wid.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	2033	446	442	685	460	583	349	308	792	974	281	172*	147*	374	1059	302	177	161*	418	1071	571	273
Hindu	8	2	4	1	-	6	2	*	-	6	5	-	*	-	2	*	2	-	-	2	5	*
Muslim/Islamic	2	-	2	-	-	1	-	-	*	2	1	-	-	*	-	-	-	-	-	2	-	-
Other	121	28	17	60	16	39	23	24	35	51	21	8	5	16	70	18	14	19	20	60	33	14
None	192	38	50	54	50	74	38	21	59	102	41	20	9	31	90	34	18	11	27	79	75	30
Decline to answer	86	21	23	24	17	20	23	16	28	43	11	13	5	14	43	9	10	11	14	47	25	10
Sigma	2033	446	442	685	460	583	349	308	792	974	281	172	147	374	1059	302	177	161	418	1071	571	273
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - A/B/C/D/E - A/F/G/H/I - A/J/O - K/L/M/N/P/Q/R/S - A/T/U/V
 Overlap formulae used. * small base

Harris Interactive QuickQuery
 Fielding Period: October 21-23, 2013
 World Vision
 Weighted To The U.S. General Adult Population - Propensity

23 Oct 2013

Q1705 Have you ever done any of the following? For the purposes of this question, please think of a charitable gift as a charitable donation made on someone else's behalf, that is, as a present. Have you ever...? Please select all that apply.

Base: All Respondents

	Education				Income			Household Size				Age/Presence Children				Employment Status						
	H.S. or Less	Some Col.	Col. Grad+	Less Than \$35K	\$35K - \$49.9K	\$50K - \$74.9K	\$75K+	1	2	3-4	5+	Has Chld Hhld	<6	6-12	13-17	No Chld Hhld	Full-time/Self-Empl	Part-time	Total Un-emp.	Student	Retired	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2033	734	657	642	674	317	431	482	463	839	558	173	484	207	233	204	1549	870	231	973	111	485
Weighted Base	2033	859	588	586	553	254	360	734	375	793	630	235*	580	231	287	261	1453	979	224	877	144*	412
Any Listed (Net)	902	324	270	308	239	112	134	357	150	374	259	119	289	117	126	144	613	476	92	361	80	163
Given A Charitable Gift (Sub-Net)	809	293	248	269	212	100	126	315	133	339	231	106	248	102	114	123	561	429	84	318	74	146
Given a charitable gift for an occasion other than birthday or holiday	502	193	164	145	145	65	68	187	82	208	144	69	158	67	70	82	343	255	61	204	58	99
Given a charitable gift as a holiday present	465	167	129	169	137	59	70	175	69	206	127	63	156	69	74	76	309	270	51	155	44	67
Given a charitable gift as a birthday present	317	122	83	112	101	50	34	119	51	124	83	59	110	49	47	58	207	178	38	114	40	39
Received A Charitable Gift (Sub-Net)	392	137	98	157	123	43	47	161	62	157	103	70	147	61	51	85	244	199	49	160	39	59
Received a charitable gift as a holiday present	297	107	71	118	92	31	31	129	43	120	80	53	113	44	43	60	184	158	41	112	36	45
Received a charitable gift as a birthday present	168	72	37	59	68	16	16	61	19	72	47	30	63	23	21	36	105	90	27	61	30	15
Received a charitable gift for an occasion other than my birthday or holiday	164	70	39	54	72	20	15	48	34	46	54	29	69	31	26	39	94	77	23	72	34	18
None of these	1131	535	318	278	314	142	226	377	225	419	371	116	291	114	162	117	839	502	132	517	64	249

Proportions/Means: Columns Tested (5%, 10% risk level) - A/B/C/D - A/E/F/G/H - A/I/J/K/L - A/M/Q - N/O/P - A/R/S/T/U/V
 Overlap formulae used. * small base

Harris Interactive QuickQuery
 Fielding Period: October 21-23, 2013
 World Vision
 Weighted To The U.S. General Adult Population - Propensity

23 Oct 2013

Q1705 Have you ever done any of the following? For the purposes of this question, please think of a charitable gift as a charitable donation made on someone else's behalf, that is, as a present. Have you ever...? Please select all that apply.

Base: All Respondents

	Education				Income				Household Size				Age/Presence Children				Employment Status					
	Total	H.S. or Less	Some Col.	Col. Grad+	Less Than \$35K	\$35K - \$49.9K	\$50K - \$74.9K	\$75K+	1	2	3-4	5+	Has Chld Hhld	<6	6-12	13-17	No Chld Hhld	Full-time/ Self-Empl	Part-time	Unemp.	Student	Retired
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	2033	859	588	586	553	254	360	734	375	793	630	235*	580	231	287	261	1453	979	224	877	144*	412
Sigma	3043	1266	841	935	929	384	460	1097	524	1194	907	418	961	397	444	468	2082	1530	373	1235	306	532
	150%	147%	143%	160%	168%	152%	128%	149%	140%	151%	144%	178%	166%	172%	154%	179%	143%	156%	166%	141%	212%	129%

Proportions/Mean: Columns Tested (5%, 10% risk level) - A/B/C/D - A/E/F/G/H - A/I/J/K/L - A/M/Q - N/O/P - A/R/S/T/U/V
 Overlap formulae used. * small base

Harris Interactive QuickQuery
 Fielding Period: October 21-23, 2013
 World Vision
 Weighted To The U.S. General Adult Population - Propensity

23 Oct 2013

Q1710 Which of the following describe why you, personally, donate money to charity? Please select all that apply.

Base: All Respondents

	Education				Income			Household Size				Age/Presence Children				Employment Status						
	H.S. or Less	Some Col.	Col. Grad+	Less Than \$35K	\$35K - \$49.9K	\$50K - \$74.9K	\$75K+	1	2	3-4	5+	Has Chld Hhld	<6	6-12	13-17	No Chld Hhld	Full-time/Self-Empl	Part-time	Total Un-emp.	Student	Retired	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2033	734	657	642	674	317	431	482	463	839	558	173	484	207	233	204	1549	870	231	973	111	485
Weighted Base	2033	859	588	586	553	254	360	734	375	793	630	235*	580	231	287	261	1453	979	224	877	144*	412
Ever Donate Money To Charity (Net)	1741 86% iT	695 81% E	498 85% B	548 93% AB C	423 76% A	228 90% aE	323 90% AE	659 90% AE	306 82% K	704 89% AI	526 84% K	204 87% E	488 84% E	198 86% E	234 82% E	228 87% E	1253 86% E	874 89% AT	200 89% T	712 81% T	122 85% E	364 88% T
Right Thing To Do/Improve Karma (Sub-Net)	1273 63% k	478 56% E	371 63% B	424 72% AB C	299 54% A	175 69% aE	248 69% AE	479 65% E	225 60% E	524 66% AK	370 59% E	154 66% E	355 61% E	146 63% E	177 61% E	162 62% E	918 63% E	627 64% E	153 68% E	532 61% E	96 67% E	266 64% t
Because it's the right thing to do	1214 60% k	459 53% E	351 60% b	404 69% AB C	289 52% A	156 62% E	236 66% AE	465 63% E	218 58% E	505 64% AK	350 56% E	141 60% E	323 56% E	131 57% E	160 56% E	147 56% E	891 61% Am	581 59% E	151 67% a	521 59% E	89 62% E	263 64% T
To improve my karma	208 10% Bi TV	70 8% Q	63 11% B	76 13% aB	64 12% A	30 12% E	37 10% E	65 9% E	27 7% E	80 10% E	64 10% E	38 16% AI	81 14% AQ	32 14% E	39 14% E	41 16% E	128 9% E	122 12% ATV	18 8% E	72 8% v	18 13% V	19 5% E
To share what I have with those in need	1110 55% Bk	436 51% E	311 53% B	363 62% AB C	282 51% A	154 61% aE	198 55% E	407 55% E	198 53% E	470 59% AI	314 50% E	128 54% E	307 53% E	127 55% E	145 51% E	148 57% E	803 55% E	533 54% E	145 65% AR	468 53% E	89 62% E	236 57% t
Because of my faith/religion	514 25% JQ	186 22% E	150 25% B	179 30% AB	95 17% A	76 30% E	101 28% E	205 28% E	81 21% E	175 22% E	177 28% ij	82 35% AI	189 33% AQ	70 30% E	98 34% E	92 35% E	325 22% E	244 25% E	80 36% AR	204 23% E	42 29% E	117 28% T
To feel better about myself	372 18% E	142 17% E	101 17% E	129 22% Ab	105 19% A	49 19% E	78 22% h	118 16% E	60 16% E	142 18% E	124 20% E	46 19% E	108 19% E	39 17% E	58 20% E	46 17% E	264 18% E	184 19% E	46 20% E	146 17% E	34 24% E	76 18% E
To get a tax deduction	311 15% Bk	76 9% E	79 13% B	156 27% ABC	32 6% A	36 14% E	58 16% E	173 24% AE	56 15% E	157 20% AK	77 12% L	22 9% E	59 10% E	31 14% O	22 7% E	20 8% E	252 17% AM	178 18% AT	31 14% u	111 13% u	8 5% E	86 21% AsTU
To teach my children about generosity	213 10% IJQ	74 9% E	85 14% ABD	53 9% A	60 11% E	24 10% E	43 12% E	82 11% E	* * E	11 1% i	120 19% AI	81 35% AI	210 36% AQ	101 44% E	115 40% E	92 35% E	2 * E	121 12% atV	18 8% v	75 9% v	9 7% E	15 4% E
Guilt/Obligation (Sub-Net)	177 9% QT	76 9% E	45 8% E	57 10% E	45 8% E	19 7% E	46 13% AefH	57 8% E	30 8% E	60 7% E	57 9% E	30 13% j	71 12% AQ	22 9% E	31 11% E	39 15% E	106 7% E	100 10% T	25 11% t	56 6% E	15 10% E	29 7% E
Because I feel like I have to	105 5% JQT	42 5% E	31 5% E	32 6% E	21 4% E	11 4% E	36 10% AEFH	34 5% E	16 4% E	25 3% E	43 7% J	21 9% J	50 9% AQ	15 7% E	26 9% E	25 10% E	55 4% E	61 6% T	20 9% aTV	29 3% E	11 8% t	15 4% E

Proportions/Means: Columns Tested (5%, 10% risk level) - A/B/C/D - A/E/F/G/H - A/I/J/K/L - A/M/Q - N/O/P - A/R/S/T/U/V
 Overlap formulae used. * small base

Harris Interactive QuickQuery
 Fielding Period: October 21-23, 2013
 World Vision
 Weighted To The U.S. General Adult Population - Propensity

23 Oct 2013

Q1710 Which of the following describe why you, personally, donate money to charity? Please select all that apply.

Base: All Respondents

	Education				Income				Household Size				Age/Presence Children				Employment Status								
	Total	H.S. or Less	Some Col.	Col. Grad+	Less Than \$35K	\$35K - \$49.9K	\$50K - \$74.9K	\$75K+	1	2	3-4	5+	Has Chld Hhld	<6	6-12	13-17	No Chld Hhld	Full-time/ Self-Empl	Part-time	Total Un-emp.	Student	Retired			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)			
Weighted Base	2033	859	588	586	553	254	360	734	375	793	630	235*	580	231	287	261	1453	979	224	877	144*	412			
Because I feel guilty if I don't	101	49	19	33	28	9	21	33	19	36	27	20	34	13	13	19	67	52	14	36	11	17			
	5% _c	6% _c	3% _c	6% _c	5% _c	4% _c	6% _c	5% _c	5% _c	5% _c	4% _c	8% _c	6% _c	6% _c	5% _c	7% _c	5% _c	5% _c	6% _c	4% _c	7% _c	4% _c			
Other	149	71	38	39	54	8	22	54	29	71	42	6	28	11	9	17	120	76	18	63	15	38			
	7% _f	8% _f	6% _f	7% _f	10% _f	AF	3% _f	6% _f	7% _f	8% _f	9% _f	L	7% _f	3% _f	5% _f	5% _f	3% _f	6% _f	8% _f	Am	8% _f	8% _f	7% _f	11% _f	9% _f
N/A - I never donate money to charity.	292	163	90	39	130	26	37	75	69	89	104	30	92	33	53	33	200	105	24	166	22	48			
	14% _d	19% _d	AD	15% _d	7% _d	24% _d	AF	10% _d	10% _d	18% _d	a	11% _d	16% _d	13% _d	16% _d	14% _d	18% _d	13% _d	14% _d	11% _d	11% _d	19% _d	AR	15% _d	12% _d
	GHJR				GH															SV					
Sigma	4588	1770	1316	1502	1162	580	866	1710	772	1760	1442	614	1480	602	738	679	3108	2255	564	1892	349	929			
	226% _s	206% _s	224% _s	256% _s	210% _s	229% _s	241% _s	233% _s	206% _s	222% _s	229% _s	261% _s	255% _s	261% _s	257% _s	260% _s	214% _s	230% _s	252% _s	216% _s	243% _s	225% _s			

Proportions/Mean: Columns Tested (5%, 10% risk level) - A/B/C/D - A/E/F/G/H - A/I/J/K/L - A/M/Q - N/O/P - A/R/S/T/U/V
 Overlap formulae used. * small base

Harris Interactive QuickQuery
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23 Oct 2013

Q1710 Which of the following describe why you, personally, donate money to charity? Please select all that apply.

Base: Ever Donate Money To Charity

	Education				Income			Household Size				Age/Presence Children				Employment Status						
	Total	H.S. or Less	Some Col.	Col. Grad+	Less Than \$35K	\$35K - \$49.9K	\$50K - \$74.9K	\$75K+	1	2	3-4	5+	Has Chld Hhld	<6	6-12	13-17	No Chld Hhld	Full-time/Self-Empl	Part-time	Total Un-emp.	Student	Retired
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	1694	556	545	593	497	273	383	439	367	725	456	146	401	174	193	169	1293	767	200	765	89	414
Weighted Base	1741	695	498	548	423	228	323	659	306	704	526	204*	488	198	234	228*	1253	874	200	712	122*	364
Right Thing To Do/Improve Karma (Net)	1273 73%B	478 69%	371 75%	424 77%AB	299 71%	175 77%	248 77%	479 73%	225 73%	524 74%	370 70%	154 75%	355 73%	146 74%	177 75%	162 71%	918 73%	627 72%	153 76%	532 75%	96 79%	266 73%
Because it's the right thing to do	1214 70%br	459 66%	351 70%	404 74%aB	289 68%	156 69%	236 73%	465 71%	218 71%	505 72%	350 67%	141 69%	323 66%	131 66%	160 68%	147 65%	891 71%	581 66%	151 75%r	521 73%AR	89 73%	263 72%
To improve my karma	208 12%QV	70 10%	63 13%	76 14%	64 15%ah	30 13%	37 11%	65 10%	27 9%	80 11%	64 12%	38 19%aI	81 17%AQ	32 16%	39 17%	41 18%	128 10%	122 14%tV	18 9%	72 10%V	18 15%V	19 5%
To share what I have with those in need	1110 64%	436 63%	311 62%	363 66%	282 67%	154 67%	198 61%	407 62%	198 64%	470 67%ak	314 60%	128 62%	307 63%	127 64%	145 62%	148 65%	803 64%	533 61%	145 73%AR	468 66%	89 74%r	236 65%
Because of my faith/religion	514 30%EJ	186 27%	150 30%	179 33%	95 22%	76 34%E	101 31%E	205 31%E	81 26%	175 25%	177 34%aJ	82 40%AI	189 39%AQ	70 35%	98 42%	92 40%	325 26%	244 28%	80 40%AR	204 29%	42 35%	117 32%
To feel better about myself	372 21%h	142 20%	101 20%	129 24%	105 25%H	49 22%	78 24%h	118 18%	60 20%	142 20%	124 24%	46 22%	108 22%	39 19%	58 25%	46 20%	264 21%	184 21%	46 23%	146 21%	34 28%	76 21%
To get a tax deduction	311 18%BE	76 11%	79 16%b	156 28%ABC	32 8%	36 16%E	58 18%E	173 26%AE	56 18%	157 22%AK	77 15%	22 11%	59 12%	31 16%o	22 9%	20 9%	252 20%AM	178 20%at	31 15%u	111 16%u	8 6%	86 23%AsTU
To teach my children about generosity	213 12%dI	74 11%	85 17%AB	53 10%	60 14%	24 11%	43 13%	82 12%	* *	11 2%	120 23%AI	81 40%AI	210 43%AQ	101 51%	115 49%	92 40%	2 *	121 14%V	18 9%v	75 11%V	9 8%	15 4%
Guilt/Obligation (Net)	177 10%QT	76 11%	45 9%	57 10%	45 11%	19 8%	46 14%AFH	57 9%	30 10%	60 8%	57 11%	30 15%j	71 15%AQ	22 11%	31 13%	39 17%	106 8%	100 12%t	25 12%	56 8%	15 12%	29 8%
Because I feel like I have to	105 6%JQT	42 6%	31 6%	32 6%	21 5%	11 5%	36 11%AEFH	34 5%	16 5%	25 4%	43 8%aJ	21 10%J	50 10%AQ	15 8%	26 11%	25 11%	55 4%	61 7%t	20 10%aTV	29 4%	11 9%	15 4%
Because I feel guilty if I don't	101 6%c	49 7%c	19 4%	33 6%	28 7%	9 4%	21 6%	33 5%	19 6%	36 5%	27 10%	20 7%	34 7%	13 7%	13 6%	19 8%	67 5%	52 6%	14 7%	36 5%	11 9%	17 5%
Other	149 9%Fl	71 10%	38 8%	39 7%	54 13%AFG	8 4%	22 7%	54 8%f	29 9%l	71 10%L	42 8%	6 3%	28 6%	11 5%	9 4%	17 7%	120 10%Am	76 9%	18 9%	63 9%	15 13%	38 10%
Sigma	4296 247%	1607 231%	1226 246%	1464 267%	1032 244%	555 244%	829 257%	1634 248%	703 229%	1671 237%	1338 255%	584 285%	1388 284%	569 287%	685 292%	646 284%	2908 232%	2150 246%	540 270%	1726 242%	327 269%	881 242%

Proportions/Means: Columns Tested (5%, 10% risk level) - A/B/C/D - A/E/F/G/H - A/I/J/K/L - A/M/Q - N/O/P - A/R/S/T/U/V
 Overlap formulae used. * small base

Harris Interactive QuickQuery
 Fielding Period: October 21-23, 2013
 World Vision
 Weighted To The U.S. General Adult Population - Propensity

23 Oct 2013

Q1715 Which of the following statements about donating money to charity, if any, are true for you? Please select all that apply.

Base: Ever Donate Money To Charity

	Education				Income				Household Size				Age/Presence Children				Employment Status					
	Total	H.S. or Less	Some Col.	Col. Grad+	Less Than \$35K	\$35K - \$49.9K	\$50K - \$74.9K	\$75K+	1	2	3-4	5+	Has Chld Hhld	<6	6-12	13-17	No Chld Hhld	Full-time/Self-Empl	Part-time	Total Un-emp.	Student	Retired
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	1694	556	545	593	497	273	383	439	367	725	456	146	401	174	193	169	1293	767	200	765	89	414
Weighted Base	1741	695	498	548	423	228	323	659	306	704	526	204*	488	198	234	228*	1253	874	200	712	122*	364
I believe that giving to charity can make a real difference.	1047 60%BR	381 55%	313 63%B	353 65%aB	245 58%	149 65%	187 58%	400 61%	191 62%	449 64%Ak	298 57%	110 54%	283 58%	105 53%	135 57%	135 59%	764 61%	493 56%	120 60%	459 64%AR	82 67%	237 65%aR
Feel Better/Good Person (Net)	953 55%HT	376 54%	260 52%	317 58%	239 57%h	141 62%aH	201 62%AH	323 49%	166 54%	380 54%	289 55%	119 58%	271 56%	117 59%	138 59%	124 55%	682 54%	504 58%TV	128 64%AT	352 49%	73 60%	186 51%
Giving to charity makes me feel like a good person.	723 42%HJ	291 42%	195 39%	236 43%	195 46%aH	100 44%	149 46%H	237 36%	136 44%j	261 37%	235 45%j	92 45%	213 44%	93 47%	105 45%	93 41%	509 41%	373 43%	96 48%tv	277 39%	67 55%ar	136 37%TV
I feel better about myself when I give to charity.	713 41%T	270 39%	196 39%	246 45%a	169 40%	103 45%	159 49%AEH	250 38%	120 39%	300 43%	212 40%	80 39%	207 42%	88 44%	101 43%	98 43%	506 40%	367 42%	105 52%AR	262 37%	61 50%tv	134 37%TV
Healthier/Happier (Net)	803 46%BI	284 41%	256 51%AB	263 48%b	184 44%	110 48%	168 52%Ae	294 45%	117 38%	321 46%i	261 50%I	104 51%i	254 52%AQ	97 49%	126 54%	121 53%	549 44%	414 47%v	107 53%tV	311 44%v	67 55%tv	145 40%
When I give to charity, I feel happier in general.	772 44%Bi	276 40%	242 49%aB	255 47%b	177 42%	107 47%	166 51%AEH	277 42%	116 38%	312 44%	249 47%I	95 47%	236 48%	91 46%	120 51%	112 49%	536 43%	393 45%	106 53%at	303 42%	66 55%tV	142 39%
I have noticed a positive effect on my health when I give to charity.	140 8%BiJ	40 6%	60 12%ABD	40 7%	39 9%	13 6%	31 10%	55 8%	15 5%	35 5%	51 10%iJ	38 19%AI	72 15%AQ	29 15%	39 17%	35 15%	68 5%	78 9%tv	24 12%TV	40 6%	12 10%	18 5%
I consider myself a charitable person.	704 40%Be	251 36%	227 46%AB	226 41%	153 36%	101 44%	130 40%	282 43%	134 44%	281 40%	210 40%	80 39%	221 45%aq	89 45%	109 47%	105 46%	483 39%	364 42%	82 41%	279 39%	48 39%	142 39%
I give to charity through my/a church or other house of worship (e.g., synagogue, mosque).	515 30%EI	192 28%	145 29%	178 32%	78 18%	77 34%E	91 28%E	236 36%AE	70 23%	193 27%	163 31%i	88 43%AI	177 36%AQ	63 32%	83 36%	99 43%n	337 27%	235 27%	85 42%AR	204 29%	34 28%	132 36%ART
In my household, I am the primary decision-maker when it comes to charitable giving.	488 28%BJ	162 23%	154 31%B	172 32%aB	125 30%	78 34%aH	90 28%	165 25%	194 63%Aj	152 22%	93 18%	48 23%	103 21%	60 30%P	57 24%P	35 15%	385 31%AM	241 28%U	55 27%U	206 29%U	10 8%	144 39%ARSTU

Proportions/Mean: Columns Tested (5%, 10% risk level) - A/B/C/D - A/E/F/G/H - A/I/J/K/L - A/M/Q - N/O/P - A/R/S/T/U/V
 Overlap formulae used. * small base

Harris Interactive QuickQuery
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23 Oct 2013

Q1715 Which of the following statements about donating money to charity, if any, are true for you? Please select all that apply.

Base: Ever Donate Money To Charity

	Education				Income				Household Size				Age/Presence Children				Employment Status					
	H.S. or Less	Some Col.	Col. Grad+	Less Than \$35K	\$35K - \$49.9K	\$50K - \$74.9K	\$75K+	1	2	3-4	5+	Has Chld Hhld	<6	6-12	13-17	No Chld Hhld	Full-time/Self-Empl	Part-time	Total Un-emp.	Student	Retired	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	1741	695	498	548	423	228	323	659	306	704	526	204*	488	198	234	228*	1253	874	200	712	122*	364
I actively teach my children about the importance of giving to charity.	199	74	74	51	58	18	46	74	2	8	116	74	192	85	100	91	8	110	29	62	11	11
	11%IJ	11%	15%AD	9%	14%f	8%	14%f	11%	1%	1%	22%AI	36%AI	39%AQ	43%	43%	40%	1%	13%tV	15%tV	9%V	9%v	3%
	QTV										J	JK										
Making decisions about where to give can be stressful.	174	56	62	56	53	17	39	56	29	46	63	35	66	30	25	33	108	86	25	69	22	30
	10%JQ	8%	12%b	10%	12%	7%	12%	8%	10%	7%	12%J	17%AI	13%aQ	15%	11%	14%	9%	10%	12%	10%	18%art	8%
											J										V	
None of these	103	51	30	22	33	6	17	42	14	43	36	9	20	6	14	3	83	49	9	47	9	24
	6%df	7%d	6%	4%	8%F	3%	5%	6%	5%	6%	7%	5%	4%	3%	6%P	1%	7%	6%	5%	7%	7%	7%
Sigma	5577	2043	1699	1835	1324	768	1106	2074	1022	2079	1727	750	1790	740	890	839	3788	2789	735	2209	421	1148
	320%	294%	341%	335%	313%	338%	342%	315%	333%	295%	328%	367%	367%	374%	380%	368%	302%	319%	368%	310%	346%	315%

Proportions/Means: Columns Tested (5%, 10% risk level) - A/B/C/D - A/E/F/G/H - A/I/J/K/L - A/M/Q - N/O/P - A/R/S/T/U/V
 Overlap formulae used. * small base

Harris Interactive QuickQuery
 Fielding Period: October 21-23, 2013
 World Vision
 Weighted To The U.S. General Adult Population - Propensity

23 Oct 2013

Q1720 How would you describe your current overall health?

Base: All Respondents

	Education				Income			Household Size				Age/Presence Children				Employment Status						
	Total	H.S. or Less	Some Col.	Col. Grad+	Less Than \$35K	\$35K - \$49.9K	\$50K - \$74.9K	\$75K+	1	2	3-4	5+	Has Chld Hhld	<6	6-12	13-17	No Chld Hhld	Full-time/Self-Empl	Part-time	Total Un-emp.	Student	Retired
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2033	734	657	642	674	317	431	482	463	839	558	173	484	207	233	204	1549	870	231	973	111	485
Weighted Base	2033	859	588	586	553	254	360	734	375	793	630	235*	580	231	287	261	1453	979	224	877	144*	412
Excellent/Good (Net)	1581	612	468	501	372	183	290	633	261	636	490	193	461	197	227	214	1119	833	177	613	109	300
	78% fITV	71% BE	79% B	86% AB C	67% AB	72% C	81% EF	86% AE Fg	70% AE	80% aI	78% I	82% I	80% I	85% I	79% I	82% I	77% I	85% As TuV	79% T	70% T	76% T	73% T
Excellent	377	135	99	143	69	42	59	185	65	139	116	57	110	43	63	51	268	218	54	120	35	40
	19% TV	16% BE	17% B	24% AB C	12% AB	17% C	16% E	25% AE FG	17% AE	18% aI	18% I	24% I	19% I	19% I	22% I	20% I	18% I	22% AT V	24% TV	14% V	24% TV	10% TV
Good	1203	476	368	359	303	141	232	448	196	497	374	136	352	153	163	163	852	615	123	493	74	260
	59% IT	55% BE	63% B	61% B	55% B	56% B	64% aE f	61% E	52% E	63% aI	59% I	58% I	61% I	66% O	57% O	62% O	59% O	63% AT u	55% T	56% T	52% T	63% T
Fair/Poor (Net)	452	247	121	85	182	71	69	101	114	157	140	42	119	35	61	47	334	146	47	264	35	113
	22% jR	29% DH	21% AC	21% D	14% H	33% AG	28% aG H	19% h	14% KL	30% AJ	20% J	22% J	18% J	20% J	15% J	21% J	18% J	23% J	15% r	30% AR	24% r	27% AR
Fair	411	227	103	81	156	60	67	99	98	148	127	38	110	34	56	43	301	141	43	231	33	99
	20% R	26% DH	18% AC	18% D	14% H	28% AG	24% aG H	19% h	13% kl	26% AJ	19% J	20% J	16% J	19% J	15% J	19% J	16% J	21% J	14% r	26% AR	23% r	24% aR
Poor	41	20	18	4	25	11	2	2	15	10	13	3	8	1	5	5	33	5	4	33	2	13
	2% jR	DgH	2% d	3% D	1% H	5% AGH	4% aG H	1% h	* AJ	1% J	2% J	1% J	1% J	1% J	2% J	2% J	2% J	1% r	2% r	4% AR	1% R	3% R
Sigma	2033	859	588	586	553	254	360	734	375	794	630	235	580	231	287	261	1453	979	224	877	144	412
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - A/B/C/D - A/E/F/G/H - A/I/J/K/L - A/M/Q - N/O/P - A/R/S/T/U/V
 Overlap formulae used. * small base

Harris Interactive QuickQuery
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 World Vision
 Weighted To The U.S. General Adult Population - Propensity

23 Oct 2013

Q1725 Which of the following statements, if any, do you think are true about how Americans give to charity? Please select all that apply.

Base: All Respondents

	Education				Income			Household Size				Age/Presence Children				Employment Status						
	H.S. or Less	Some Col.	Col. Grad+	Less Than \$35K	\$35K - \$49.9K	\$50K - \$74.9K	\$75K+	1	2	3-4	5+	Has Chld Hhld	<6	6-12	13-17	No Chld Hhld	Full-time/Self-Empl	Part-time	Total Un-emp.	Student	Retired	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2033	734	657	642	674	317	431	482	463	839	558	173	484	207	233	204	1549	870	231	973	111	485
Weighted Base	2033	859	588	586	553	254	360	734	375	793	630	235*	580	231	287	261	1453	979	224	877	144*	412
Giving to charity is a good teaching tool for children.	1237 61%Bk	483 56%	364 62%	390 67%AB	320 58%	154 61%	232 64%	461 63%	227 60%	506 64%aK	354 56%	151 64%	336 58%	137 59%	163 57%	160 61%	902 62%	589 60%	147 66%	531 60%	89 62%	266 64%t
Americans are more focused on shopping than giving during the holiday season.	988 49%BT v	374 44%	311 53%aB	303 52%B	254 46%	119 47%	189 52%	372 51%	181 48%	380 48%	301 48%	126 54%	269 46%	109 47%	123 43%	131 50%	719 50%	492 50%v	125 56%aT	399 45%	88 61%AT	181 44% V
Older people are more likely to give to charity than younger people.	894 44%KR	372 43%	257 44%	265 45%	248 45%	112 44%	151 42%	335 46%	178 47%K	372 47%aK	231 37%	114 48%K	231 40%	101 44%	120 42%	95 36%	664 46%Am	392 40%	103 46%	421 48%AR	88 61%AR	232 56%ARsT ST
Religious people are more likely to give to charity than those who are not affiliated with a religion.	702 35%Iq	306 36%	191 33%	205 35%	192 35%	93 37%	135 38%	247 34%	94 25%	284 36%I	208 33%I	117 50%AI	222 38%	86 37%	98 34%	101 39%	480 33%	318 32%	84 38%	318 36%	52 36%	169 41%ART
Women are more charitable than men.	526 26%	206 24%	152 26%	168 29%	143 26%	63 25%	105 29%	191 26%	92 24%	206 26%	154 25%	74 32%	133 23%	60 26%	67 23%	52 20%	393 27%	240 25%	78 35%AR	228 26%	36 25%	120 29%
The holidays are becoming more about giving to charity.	362 18%HQ	167 19%	107 18%	88 15%	139 25%AG	48 19%H	61 17%h	89 12%	61 16%	126 16%	109 17%	67 29%AI	133 23%AQ	50 22%	67 23%	61 23%	229 16%	163 17%	43 19%	160 18%	28 19%	80 19%
People who give to charity are likely to be wealthy.	302 15%DQ v	144 17%D	94 16%d	64 11%	112 20%Af	36 14%	52 14%	92 12%	53 14%	107 14%	86 14%	56 24%AI	111 19%AQ	46 20%	53 18%	52 20%	191 13%	140 14%	38 17%	140 16%V	36 25%AR	48 12% tV
Young people today are more generous than previous generations.	143 7%T	56 7%	42 7%	45 8%	44 8%	13 5%	27 7%	48 7%	21 6%	53 7%	50 8%	20 9%	43 7%	20 9%	20 7%	19 7%	101 7%	71 7%	28 12%Ar	48 5%	13 9%	31 8%t
None of these	230 11%uv	107 12%	62 11%	61 10%	65 12%	20 8%	33 9%	85 12%	46 12%	81 10%	84 13%	20 8%	73 13%	23 10%	38 13%	30 12%	158 11%	110 11%	25 11%	98 11%uV	7 5%	34 8%
Sigma	5386 265%	2216 258%	1581 269%	1589 271%	1518 274%	658 260%	984 273%	1920 261%	952 254%	2115 266%	1576 250%	744 317%	1549 267%	632 273%	750 261%	700 268%	3837 264%	2515 257%	672 300%	2342 267%	436 303%	1161 282%

Proportions/Means: Columns Tested (5%, 10% risk level) - A/B/C/D - A/E/F/G/H - A/I/J/K/L - A/M/Q - N/O/P - A/R/S/T/U/V
 Overlap formulae used. * small base

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23 Oct 2013

Q1730 These days many people have a religious preference and others are not part of any organized religion. What is your current religious preference?

Base: All Respondents

	Education				Income			Household Size				Age/Presence Children				Employment Status						
	Total	H.S. or Less	Some Col. Grad+	Col. Grad+	Less Than \$35K	\$35K - \$49.9K	\$50K - \$74.9K	\$75K+	1	2	3-4	5+	Has Chld Hhld	<6	6-12	13-17	No Chld Hhld	Full-time/ Self-Empl	Part-time	Total Un-emp.	Student	Retired
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2033	734	657	642	674	317	431	482	463	839	558	173	484	207	233	204	1549	870	231	973	111	485
Weighted Base	2033	859	588	586	553	254	360	734	375	793	630	235*	580	231	287	261	1453	979	224	877	144*	412
Provided Response (Net)	1947	818	565	564	531	249	352	705	359	757	603	228	553	220	277	252	1394	940	220	833	140	402
	96%	95%	96%	96%	96%	98%a	98%A	96%	96%	95%	96%	97%	95%	95%	96%	97%	96%	96%	98%	95%	97%	97%T
Christian (Sub-Net)	1262	561	365	336	319	187	219	470	232	491	373	166	372	140	181	180	891	583	141	559	90	291
	62%DE	65%aD	62%	57%	58%	74%AEG	61%	64%e	62%	62%	59%	71%aK	64%	61%	63%	69%	61%	60%	63%	64%	62%	70%ART
Christian	605	275	202	128	195	86	115	181	101	230	193	81	207	95	107	83	398	298	63	258	55	97
	30%DH	32%D	34%AD	22%	35%AH	34%H	32%h	25%	27%	29%	31%	34%	36%AQ	41%	37%	32%	27%	30%V	28%	29%V	38%V	23%
	QV																					
Catholic	428	199	112	117	84	65	69	185	80	159	118	72	118	37	63	63	310	201	48	185	28	101
	21%E	23%	19%	20%	15%	26%E	19%	25%AE	21%	20%	19%	31%AI	20%	16%	22%	24%	21%	20%	22%	21%	20%	25%t
													JK									
Protestant	224	85	52	87	36	36	34	103	49	102	59	13	44	7	12	32	180	79	30	117	6	92
	11%El	10%	9%	15%ABC	7%	14%E	9%	14%aE	13%L	13%aL	9%	6%	8%	3%	4%	12%NO	12%AM	8%	13%rU	13%ARU	4%	22%ARSTU
	MRu																					
Eastern Orthodox/Greek Orthodox	5	2	-	3	3	*	1	1	2	-	2	-	2	2	-	1	2	4	-	*	-	*
	*	*	-	1%	1%	*	*	*	1%j	-	*	-	*	1%	-	*	*	*	-	*	-	*
All Others (Sub-Net)	685	257	199	228	213	62	133	234	127	266	230	62	182	80	96	72	503	358	79	274	50	111
	34%BF	30%	34%	39%AB	38%AF	25%	37%F	32%f	34%	34%	37%l	26%	31%	34%	33%	28%	35%	37%at	35%v	31%V	35%	27%
	tV				h													V				
Agnostic	133	38	38	57	22	8	29	68	18	72	30	13	20	7	13	12	113	89	14	37	4	16
	7%BEf	4%	6%	10%AB	4%	3%	8%EF	9%AEF	5%	9%AiK	5%	6%	3%	3%	5%	4%	8%AM	9%ATu	6%	4%	3%	4%
	MTV																V					
Atheist	89	19	28	43	21	8	12	42	9	33	38	9	24	14	10	11	66	46	9	35	13	14
	4%Bi	2%	5%b	7%AB	4%	3%	3%	6%	2%	4%	6%i	4%	4%	6%	3%	4%	5%	5%	4%	4%	9%atv	3%
Jewish	80	20	7	53	8	7	12	41	29	31	19	1	17	6	11	6	63	38	10	36	3	27
	4%BCE	2%	1%	9%ABC	1%	3%	3%	6%aE	8%AJK	4%l	3%	*	3%	3%	4%	2%	4%	4%	5%	4%	2%	7%ArT
	l									L												
Mormon	36	14	14	8	11	3	8	11	2	6	22	6	18	12	7	4	17	21	3	12	2	5
	2%iJQ	2%	2%	1%	2%	1%	2%	1%	*	1%	3%AiJ	2%	3%aQ	5%	2%	1%	1%	2%	1%	1%	1%	1%

Proportions/Means: Columns Tested (5%, 10% risk level) - A/B/C/D - A/E/F/G/H - A/I/J/K/L - A/M/Q - N/O/P - A/R/S/T/U/V
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Q1730 These days many people have a religious preference and others are not part of any organized religion. What is your current religious preference?

Base: All Respondents

	Education				Income			Household Size				Age/Presence Children				Employment Status						
	Total	H.S. or Less	Some Col.	Col. Grad+	Less Than \$35K	\$35K - \$49.9K	\$50K - \$74.9K	\$75K+	1	2	3-4	5+	Has Chld Hhld	<6	6-12	13-17	No Chld Hhld	Full-time/ Self-Empl	Part-time	Un-emp.	Stud-ent	Ret-ired
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	2033	859	588	586	553	254	360	734	375	793	630	235*	580	231	287	261	1453	979	224	877	144*	412
Buddhist	25	9	10	5	11	6	7	1	2	11	7	4	12	2	1	9	13	12	1	11	3	4
	1% _{Hq}	1%	2%	1%	2% _H	2% _H	2% _H	*	*	1%	1%	2%	2%	1%	*	4% _o	1%	1%	1%	1%	2%	1%
Hindu	8	5	2	1	5	-	1	2	-	3	5	-	2	1	1	*	5	3	-	5	4	-
	* _{1%}	1% _*	* _{2%}	* _{1%}	1% _{1%}	-	* _{1%}	* _{2%}	-	* _{1%}	1% _{1%}	-	* _{1%}	1% _{1%}	* _{1%}	* _{1%}	* _{1%}	* _{1%}	-	1% _{1%}	3% _{ARs}	- _{tV}
Muslim/Islamic	2	1	*	-	-	2	-	-	-	*	-	1	1	-	-	1	*	1	-	*	-	*
	* _{1%}	* _{1%}	* _{1%}	-	-	1% _A	-	-	-	* _{1%}	-	1% _{1%}	* _{1%}	-	-	* _{1%}	* _{1%}	* _{1%}	-	* _{1%}	-	* _{1%}
Other	121	50	49	21	60	11	16	27	15	44	52	11	44	8	26	22	76	60	19	51	12	12
	6% _{DHq}	6% _V	8% _{AD}	4% _V	11% _A	4% _{FG}	4% _H	4% _H	4% _H	6% _{ai}	8% _{ai}	5% _{5%}	8% _{8%}	3% _{3%}	9% _N	9% _n	5% _{5%}	6% _v	9% _V	6% _V	8% _v	3% _{3%}
None	192	101	52	39	74	19	47	43	53	65	57	17	43	29	27	7	149	87	22	87	10	33
	9% _{DH}	12% _{AD}	9% _{9%}	7% _{7%}	13% _{AFH}	7% _{7%}	13% _{AfH}	6% _{6%}	14% _{AJk}	8% _{8%}	9% _{9%}	7% _{7%}	7% _{7%}	13% _P	9% _P	3% _{3%}	10% _a	9% _{9%}	10% _{10%}	10% _{10%}	7% _{7%}	8% _{8%}
Decline to answer	86	41	24	22	22	4	8	30	17	37	26	7	27	11	11	9	59	38	4	44	4	11
	4% _{FG}	5% _{5%}	4% _{4%}	4% _{4%}	4% _{4%}	2% _{2%}	2% _{2%}	4% _{4%}	4% _{4%}	5% _{5%}	4% _{4%}	3% _{3%}	5% _{5%}	5% _{5%}	4% _{4%}	3% _{3%}	4% _{4%}	4% _{4%}	2% _{2%}	5% _V	3% _{3%}	3% _{3%}
Sigma	2033	859	588	586	553	254	360	734	375	794	630	235	580	231	287	261	1453	979	224	877	144	412
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Proportions/Means: Columns Tested (5%, 10% risk level) - A/B/C/D - A/E/F/G/H - A/I/J/K/L - A/M/Q - N/O/P - A/R/S/T/U/V
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