



PUBLIC RELATIONS RESEARCH

The Harris Poll® PEOPLE

A Study About Holiday and Charitable Gift-Giving

Prepared For:

World Vision, Inc.

Prepared By:

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INTRODUCTION AND METHODOLOGY

This Gift-Giving study was conducted by telephone within the United States by Harris Interactive on behalf of World Vision, Inc. between October 23 and October 26, 2008 among 1,001 U.S. adults ages 18+.

Results were weighted for age, sex, geographic region, and race where necessary to align them with their actual proportions in the population.

All sample surveys and polls, whether or not they use probability sampling, are subject to multiple sources of error which are most often not possible to quantify or estimate, including sampling error, coverage error, error associated with nonresponse, error associated with question wording and response options, and post-survey weighting and adjustments.

Therefore, Harris Interactive avoids the words “margin of error” as they are misleading. All that can be calculated are different possible sampling errors with different probabilities for pure, unweighted, random samples with 100% response rates. These are only theoretical because no published polls come close to this ideal.

HOW TO READ THE TABLES

The following pages present the detailed tabulations of survey results. The data are percentaged vertically and, therefore, should be read from top-to-bottom. The total number of interviews, both weighted and unweighted, appears at the top of each column. Percentages are calculated on the weighted bases. Percentages may not add to 100% due to weighting factors or multiple responses. Where an asterisk (*) appears, it signifies any value of less than one-half percent.

Definition of Classification Terms

The following definitions are provided for some of the standard demographics by which the results are tabulated. Other demographics are self-explanatory.

Income

The income groupings refer to the total household income for 2007 before taxes.

Metro Size

Metro -- In Center City of Metropolitan Area
 Outside Center City, Inside Center City County
 Inside Suburban County of Metropolitan Area
 In Metropolitan Area with No Center City

Non-Metro -- In Non-Metropolitan Area

Children in Household

None -- No children under 18 years of age living in household
Total -- Have children under 18 years of age living in household
Under 12 -- Have children under 12 years of age living in household
12 - 17 -- Have children ages 12 to 17 living in household

Geographic Region

The continental states are contained in four geographic regions as follows:

North East

New England: Maine, New Hampshire, Vermont, Massachusetts, Rhode Island, and Connecticut

Middle Atlantic: New York, New Jersey, Pennsylvania

North Central

East North Central: Ohio, Indiana, Illinois, Michigan, and Wisconsin

West North Central: Minnesota, Iowa, Missouri, North Dakota, South Dakota, Nebraska, and Kansas

South

South Atlantic: Delaware, Maryland, District of Columbia, Virginia, West Virginia, North Carolina, South Carolina, Georgia, Florida

East South Central: Kentucky, Tennessee, Alabama, and Mississippi

West South Central: Arkansas, Louisiana, Oklahoma, and Texas

West

Mountain: Montana, Idaho, Wyoming, Colorado, New Mexico, Arizona, Utah, Nevada

Pacific: Washington, Oregon, California

Occupation (Optional)

The occupation classification refers to the occupation of the respondent. The types of positions included in each category are:

Professional/Manager/Owner	-	Executives, Professionals, Technical and Kindred Workers, Managers, Officials, and Proprietors
White Collar - Sales/Clerical	-	Clerical, Office and Secretarial Workers, and Sales Agents and Workers
Blue Collar - Craftsmen/Foremen	-	Craftsmen, Foremen, Kindred Workers, Carpenters, Plumbers, Electricians, Mechanics, and Bakers
Blue Collar - Semi-Skilled/Unskilled	-	Apprentices, Laborers, Assembly Line Workers, Motormen and Fishermen
Service Workers	-	Housekeepers in Private Households, Police, Beauticians, Barbers, Security Guards, Waitresses and Waiter

Significance Testing

When results from sub-groups of a sample appear in the detailed tabulations, an indicator of statistically significant differences is added to the tables run on our standard demographic banners. The test is performed on percentages as well as mean values. Each sub-sample is assigned a letter. When the percentage of one sub-sample is significantly different from the percentage of another sub-sample, the letter representing one of the two samples appears next to the percentage (or mean) of the other sample.

For instance the percentage of males answering yes to a particular question may be compared to the percentage of females answering yes to the same question. In the example below, the male sample is assigned the letter B, and the female sample is assigned the letter C. Here, respondents were asked whether a certain business practice is acceptable. 67% of women said that it was -- a proportion significantly greater than the 57% of males who believe that the practice is acceptable. To indicate that women are significantly more likely to find the practice acceptable than are men, the letter B -- the letter assigned to the male sub-sample -- appears next to the "67%" in the female column. Similarly, the 37% of men that find the practice unacceptable is significantly greater than the 29% of women who do so and, therefore, the letter C -- the letter assigned to the female sub-sample -- appears next to the "37%" in the male column.

		Sex	
	Total	Male	Fe- male
	(A)	(B)	(C)
Unweighted Total	977	488	489
Weighted Total	967	464	503
Acceptable	611 63%	274 57%	337 67%B
Not Acceptable	319 33%	171 37%C	148 29%
Don't Know	37 4%	18 4%	19 4%

Significance testing is done to the 95% confidence level. The columns compared are listed at the bottom of each table.

Posted Topline Data

Question:	<u>Total</u> %
Thinking ahead to the 2008 holiday season, is there anything that you <u>want</u> for the holidays this year?	Base: Adults 18+ (n= 1,001)
Yes	57
No	41
Don't know	1

Question:	<u>Total</u> %
Is there anything that you <u>need</u> for the holidays this year?	Base: Adults 18+ (n= 1,001)
Yes	36
No	64
Don't know	1

SPECIAL TABLE:	<u>Total</u> %	
Thinking ahead to the 2008 holiday season, is there anything that you <u>want</u> for the holidays this year?/ Is there anything you <u>need</u> for the holidays this year?	Base: Adults 18+ (n= 1,001)	
	<i>WANT</i>	<i>NEED</i>
Yes	57	36
No	41	64
Don't know	1	1

Question:	Total %
What do you need for the holidays this year? [Anything else - Unaided]	Base: Need something for the holidays this year (n= 320)
Money (Net)	31
Million dollars	2
Winning lottery ticket	1
Bills/Debts paid off	1
Money (unspecified)	26
Other money mentions	1
Clothing (Net)	18
Shoes	4
Coat/Jacket	4
Socks	1
Clothing (unspecified)	11
Other clothing mentions	4
Home-Related (Net)	16
Furniture mentions	4
Appliance mentions	4
Baking supplies/Cookware	4
Tools/Home improvement/Repairs	3
House	2
Car	10
Electronics (Net)	10
Computer	5
TV	2
Other electronics mentions	6
Food (Net)	7
Turkey	1
Holiday dinner	1
Ham	1
Food (unspecified)	3
Other food mentions	2
Holiday (Net)	6
Gifts/Presents	3
Christmas tree	2
Decorations/Holiday decorations	2
Jewelry mentions	4
Have family together/Spend time with family	3
Job	2
Good health	2
Peace/Peace on earth	2
New President	1
Trin/Vacation	1
Good economy	1
Other	8
Don't know	1

Question:	<u>Total</u> %
Have you ever done any of the following? <i>[For the purposes of this question, please think of charitable gift as a charitable donation made on someone else's behalf, that is, as a present.] *</i>	Base: Adults 18+ (n= 1,001)
Any (Net)	71
Given A Charitable Gift (Sub-Net)	66
Given a charitable gift for an occasion other than a birthday or holiday	49
Given a charitable gift as a holiday present	44
Given a charitable gift as a birthday present	36
Received A Charitable Gift (Sub-Net)	36
Received a charitable gift as a holiday present	24
Received a charitable gift as a birthday present	21
Received a charitable gift for an occasion other than your birthday or holiday	20
None of these	29
Don't know	*

* Multiple responses were allowed.

Question:	<u>Total</u> %	
How strongly do you agree or disagree with each of the following statements?	Base: Adults 18+ (n= 1,001)	
	Summary Of Strongly/Somewhat Agree (Net)	Strongly Agree
You would prefer to receive a meaningful gift that would help someone else instead of a traditional holiday gift like clothing or electronics	84	45
You would prefer to <u>give</u> gifts that benefit the environment	77	38
You would prefer to <u>receive</u> gifts that benefit the environment	76	39
As a result of the current economic climate, you will spend less money on holiday presents this year	71	50
You can remember <u>exactly</u> what you received for the holidays last year	54	32
As a result of the current economic climate, you are now more likely to give a charitable gift as a holiday present	49	22

Question:	<u>Total</u> %
Which of the following would you say is the greatest problem facing humanity today?	Base: Adults 18+ (n= 1,001)
Any (Net)	97
Poverty	24
Lack of access to health care	20
Hunger	13
Lack of access to education	11
Human rights violations	6
Lack of shelter	4
Lack of access to technology	1
Some other problem	18
None of these	1
Don't know	1

Question:	<u>Total</u> %
If you were to give a charitable gift, which of the following types of gifts would you want to give? *	Base: Adults 18+ (n= 1,001)
Any (Net)	98
Education, for example, school supplies or the cost of sending a child to school	81
Shelter, for example, blankets or a share in disease-free housing	80
Health care, for example, medication or immunizations	75
Supplies, for example, clothing or a fishing kit	73
Clean water, for example, a share in a well	72
An animal, for example, a cow or goat that can provide nutrition as well as a potential source of income	60
Some other type of gift	13
None of these	2
Don't know	*

* Multiple responses were allowed.