



## SUMMARY: CHARITABLE GIVING 2013 OREGON VALUES & BELIEFS STUDY

*Project Background: This memo presents summary points related to charitable giving from the 2013 Oregon Values & Beliefs study. The summary draws from three surveys conducted in April and May 2013. Final sample sizes were 3971 respondents for Survey #1, 1958 for Survey #2, and 1865 for Survey #3. The questionnaires and findings are available at [www.oregonvaluesproject.org](http://www.oregonvaluesproject.org).*

*DHM Research and PolicyInteractive Research designed and conducted the surveys using telephone and online formats to aid accessibility and help obtain a representative sample. Enough interviews were completed in five geographic regions (Central, Eastern, Portland Metro, Southern, and Willamette) to permit statistically reliable analysis at the regional level. The research design used quotas and statistical weighting based on the U.S. Census to ensure representativeness within regions by age, gender, and income. The regions were then weighted proportionally by population per the U.S. Census to yield statewide results.*

*This study stands out from others in that, when asking questions about policy priorities with cost implications, we informed respondents that rating an item as "important" or "desirable" meant willingness to support some increase in taxes or reallocation of funds from other public services. The visual surveys used \$ symbols to emphasize the real-world implications of policy preferences.*

*Another distinctive feature of the study is that focal topics recur across the three surveys in a variety of question forms and contexts. High-quality research uses this "test-retest" or "triangulation" method to improve confidence in response validity.*

*This summary of key findings, observations and conclusions reflects the judgment of the research partners and not necessarily the views of the sponsoring organizations.*

### Findings

1. Three in ten (31%) Oregonians say that **belief in a cause or organization** is the most likely reason they would donate money or time to an organization or to an individual who was not a family member or friend (S2.41). Another thirteen percent (13%) would donate to an organization they feel **meets a basic need**, while eleven percent (11%) would donate because they **feel good about helping or** are motivated to help.
2. Asked to rank the most important reasons for supporting charitable or religious organizations or individuals they do not know well, one-third (36%) of Oregonians say they are most motivated by **helping those who are less fortunate** than themselves, with one-quarter (26%) motivated **to make the world a better place**. Obtaining a tax deduction (5%) and being thought of as a generous person (2%) rank lowest on the list of most important reasons (S2.42).



PROJECT SPONSORS



RESEARCH PARTNERS



## **Observations and Conclusions**

Oregonians are cause-driven when it comes to charitable giving. They are most motivated to give when they feel an organization is providing services that meet people's basic needs, and they also find some satisfaction in knowing they have helped through their contributions.

People who donate to charitable or religious organizations are most interested in helping those less fortunate and desire to make the world a better place to live.