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#GivingTuesday Research Summary:

Awareness, Participation and Motivation Spain 2018

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ABOUT THE STUDY



The Belfer Centre for Innovation of the 92Y conducted a survey in multiple countries to determine awareness, participation and motivation levels for #GivingTuesday.

The study was conducted online among adults (18-65 yrs. in most countries), in December 2018.

Note: online populations may not be representative of total population in all countries.

Country	Sample	Internet Usage	Language	Note
Argentina	500	69%	Spanish	
Brazil	1,000	66%	Portuguese	
Canada	1,000	89%	English & French	
Czech Republic	500	88%	Czech	
Dominican Republic	500	52%	Spanish	Added 2018
France	1,000	86%	French	
Great Britain	1,000	93%	English	Added 2018
India	500	35%	English	
Italy	1,000	66%	Italian	
Japan	1,000	91%	Japanese	Added 2018
Kenya	500	45%	English	
Mexico	500	45%	Spanish	
Netherlands	500	94%	Dutch	Added 2018
Norway	500	98%	Norwegian	
Russia	500	71%	Russian	
Singapore	500	83%	English	
South Africa	500	52%	English	Added 2018
Spain	500	82%	Spanish	
Sweden	500	93%	Swedish	Added 2018
Taiwan	500	82%	Chinese (Cantonese)	Added 2018
U.S.	1,000	89%	English	



SUMMARY OF FINDINGS

AWARENESS:

Total awareness among the online population has increased to 16% and is highest among young adults.

PARTICIPATION:

Participation is excellent, with 86% of those aware claiming some activity, equating to at least 11% of the adult population. The most common forms of participation are donations, drives and discussions.

MOTIVATION:

77% of those aware report that #GivingTuesday inspired them to be more giving. People that are aware of #GivingTuesday are much more likely to feel it is very important to help those in need.

CONCLUSIONS:

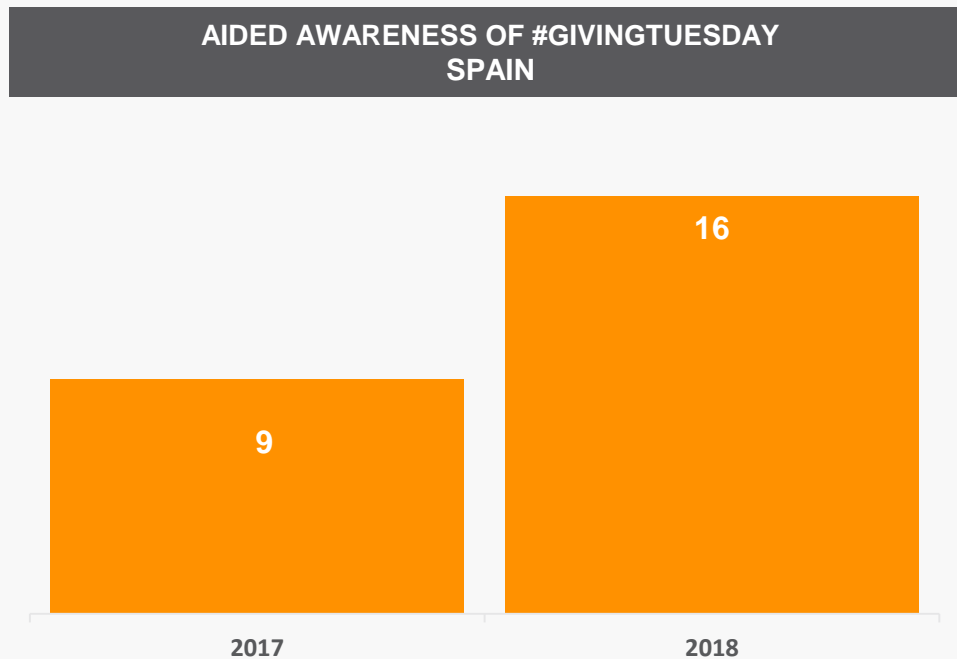
#GivingTuesday has seen good participation rates and is motivating. With an overall participation level of at least 11%, there is room for growth and even greater impact from this movement.

COUNTRY LEADER COMMENTS:



AIDED AWARENESS

Total awareness among the online population has increased to 16%.



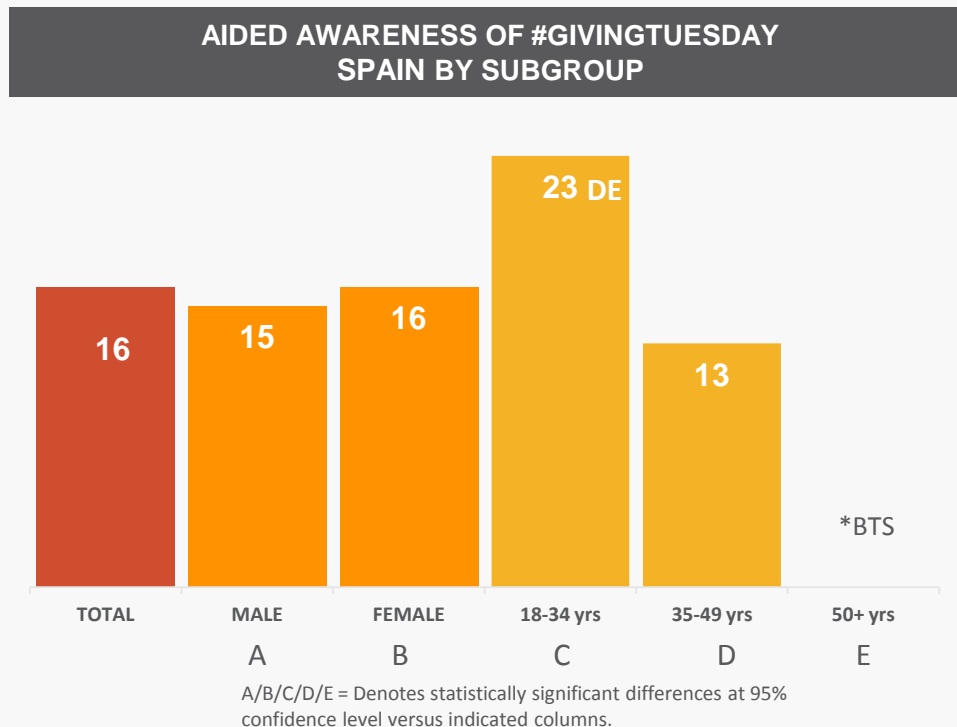
Base: total sample

Q. Are you aware of the movement to support charities and non-profits in [COUNTRY] called [BRAND 1] or [BRAND 2]?



AIDED AWARENESS BY SUBGROUP

Awareness is most developed among young adults.



*BTS = Base too small

Base: total sample

Q. Are you aware of the movement to support charities and non-profits in [COUNTRY] called [BRAND 1] or [BRAND 2]?

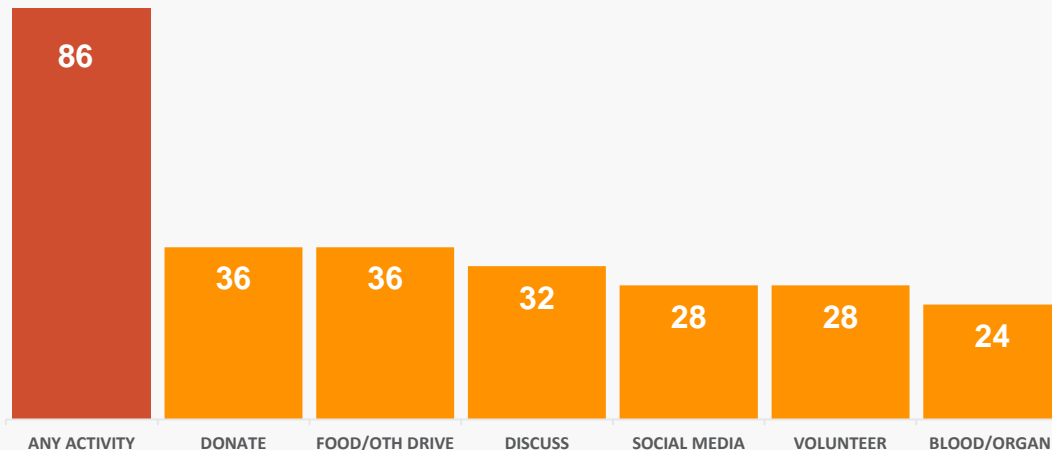


PARTICIPATION BY ACTIVITY

Participation is excellent, with 86% of those aware claiming some activity.

The most common forms of participation are donations, drives and discussions.

PARTICIPATION AMONG AWARE SPAIN



Base: any awareness of [BRAND 1] or [BRAND 2]?

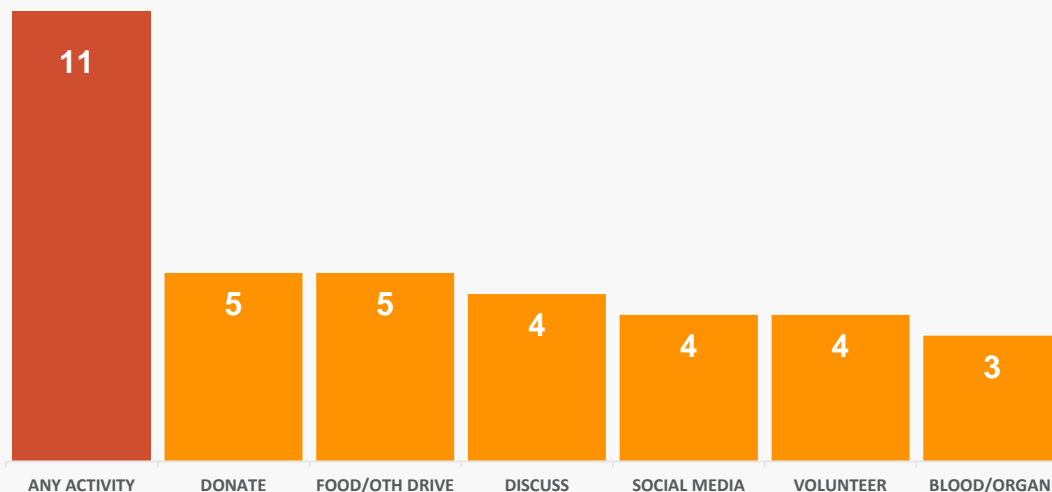
Q. Which, if any, of the following have you done or will you do to participate in [BRAND 1] or [BRAND 2]?



PARTICIPATION TOTAL POPULATION

In this analysis, participation is re-percentage to the total sample to get an idea of overall participation. At least 11% of adults did something to participate in #GivingTuesday.

PARTICIPATION AMONG TOTAL POPULATION ESTIMATE* SPAIN



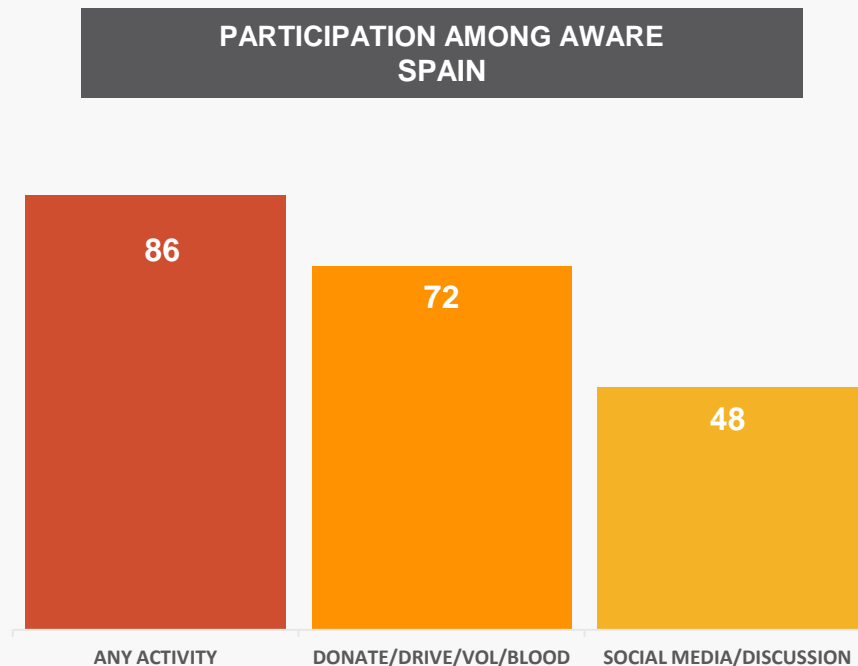
* Participation among total population estimate = %aware x %participated x %population online

Q. Which, if any, of the following have you done or will you do to participate in [BRAND 1] or [BRAND 2]?



PARTICIPATION BY ACTIVITY

72% made donations or other direct forms of giving, while 48% supported through social media or other forms of giving.



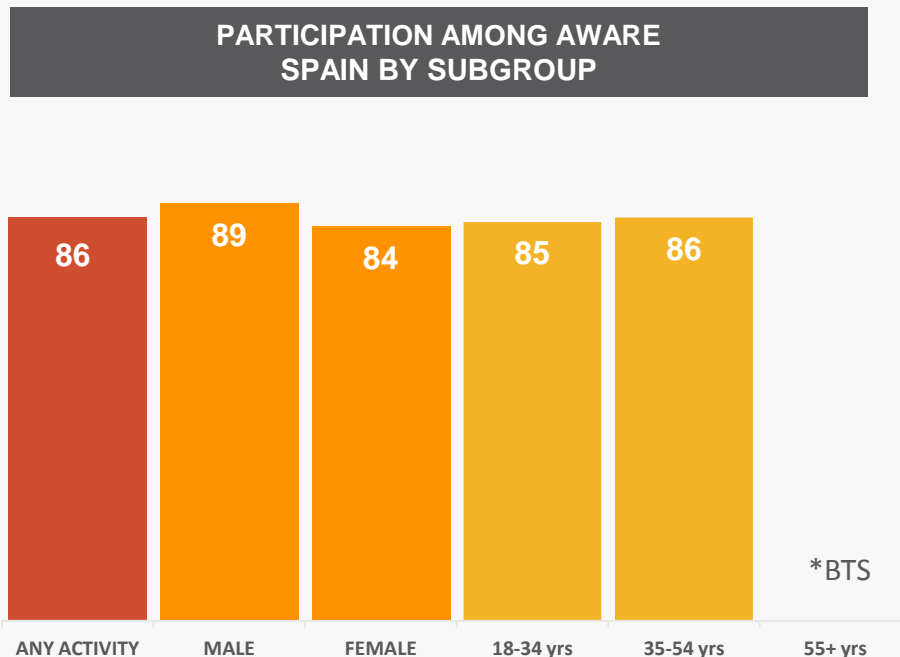
Base: any awareness of [BRAND 1] or [BRAND 2]?

Q. Which, if any, of the following have you done or will you do to participate in [BRAND 1] or [BRAND 2]?



PARTICIPATION BY SUBGROUP

Participation is highest among Millennials.



*BTS = Base too small

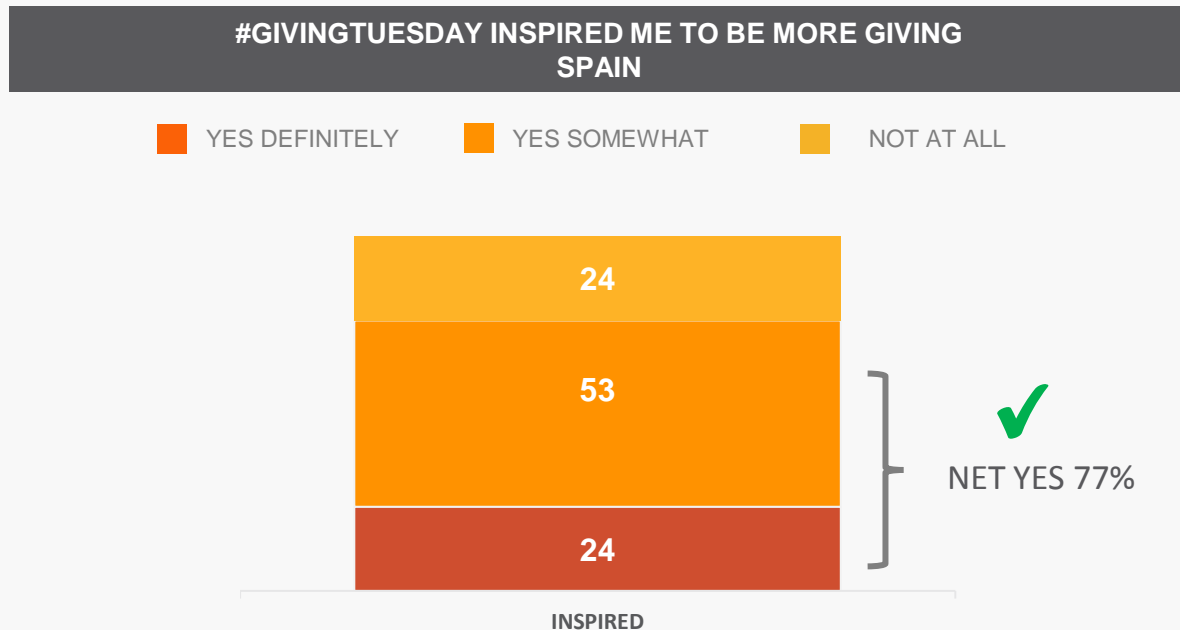
Base: any awareness of [BRAND 1] or [BRAND 2]?

Q. Which, if any, of the following have you done or will you do to participate in [BRAND 1] or [BRAND 2]?



MOTIVATION: INSPIRED BY #GIVINGTUESDAY

77% of those aware report that #GivingTuesday inspired them to be more giving.



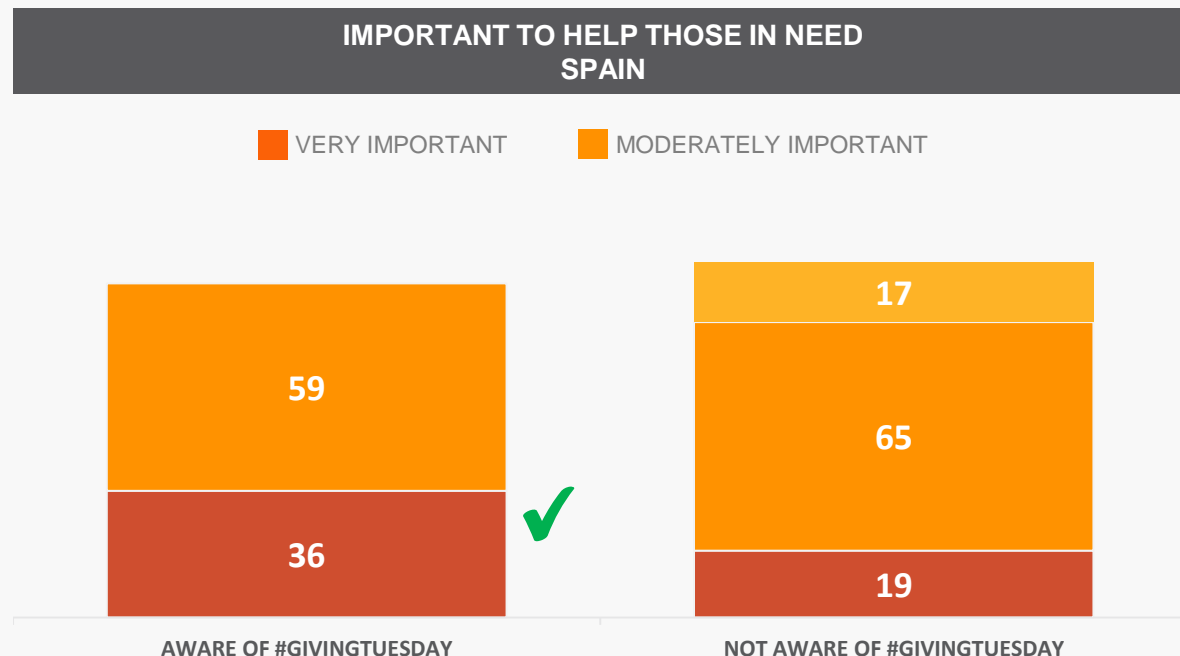
Base: any awareness of [BRAND 1] or [BRAND 2]?

Q. Do you feel that hearing about [BRAND 1] or [BRAND 2] inspired you to be more giving?



MOTIVATION: IMPORTANT TO HELP OTHERS

People that are aware of #GivingTuesday are much more likely to feel it is very important to help those in need.



Base: total sample

Q. How important do you feel it is to you, personally, to help those in need ?



DEMOGRAPHIC PROFILE

Sample		500
Internet usage		82%
Gender	Male	50%
	Female	50%
Age	18-34	35%
	35-49	37%
	50+	28%
Income	Low	51%
	Medium	26%
	High	7%
Education	Low/HS	45%
	Med	24%
	Hi	31%
FT Employment	Yes	47%
	Other	53%