Household Income and Donor Trust

Participants with household income between $70k and $200k are most likely to be open to solicitation, stating that they would like charities to approach them more often or might be willing to give more if approached.

<table>
<thead>
<tr>
<th>Household Income Level</th>
<th>Open to Solicitation</th>
<th>Might Be Willing to Give More</th>
<th>Would Like Charity to Approach More</th>
</tr>
</thead>
<tbody>
<tr>
<td>200k or more</td>
<td>9%</td>
<td>62%</td>
<td>14%</td>
</tr>
<tr>
<td>70k–190k</td>
<td>12%</td>
<td>51%</td>
<td>24%</td>
</tr>
<tr>
<td>Under 70k</td>
<td>12%</td>
<td>52%</td>
<td>26%</td>
</tr>
</tbody>
</table>

- I have been approached to give more than I should be
- I do not want to be approached more by charities
- I might be willing to give more if approached
- I would like charities to approach me more

When asked what most signals that a charity is trustworthy, accomplishments shared by the organization was the most important signal across household income levels. Financial ratios and third-party evaluations are relatively more important among high-income households. The top six signals of trust are:

- Accomplishments shared by the organization: 61%
- Name recognition: 33%
- Financial ratios: 60%
- Appealing stories: 25%
- Third-party evaluation by an independent organization: 45%
- Opinions expressed by friends and family: 14%

Wealthier participants are more likely to highly trust 10 out of 13 charity categories. Educational organizations, religious organizations, and health organizations had the widest gap. The three charity categories with higher trust from lower income households were veterans organizations, youth development, and police and firefighter organizations.

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