



# Real Time Charitable Giving

Why mobile phone users texted millions of dollars in aid to Haiti earthquake relief and how they got their friends to do the same

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**BERKMAN CENTER FOR INTERNET & SOCIETY**  
AT HARVARD UNIVERSITY

## Key Findings

Technology is increasingly relevant to Americans' monetary contributions to the causes and organizations they support. Previous research from the Pew Research Center's Internet & American Life Project has found that one in five US adults (20%) have made a charitable contribution online, and that one in ten (9%) have made a charitable contribution using the text messaging feature on their mobile phone. Mobile giving played an especially prominent role during the aftermath of the January 2010 Haiti earthquake, as individual donors contributed an estimated \$43 million to the assistance and reconstruction efforts using the text messaging feature on their cell phones.

This new mode of engagement offers opportunities to philanthropies and charitable groups for reaching new donors under new circumstances as messages spread virally through friend networks. At the same time, it poses new challenges, including the uncertainty in fund-raising groups about whether these new donors will remain engaged once they make their donation. In an effort to more fully understand the world of mobile giving, the Pew Internet Project, in partnership with the Berkman Center for Internet & Society at Harvard University and the mGive Foundation, and supported by the John S. and James L. Knight Foundation, conducted the first in-depth study of mobile donors. This report on those who gave to the "Text for Haiti" campaign is based on telephone surveys with 863 individuals who contributed money to the Haiti earthquake efforts using the text messaging feature on their cell phones, and who consented to further communications at the telephone number they used to make their donation. The margin of sampling error is  $\pm 3$  percentage points based on Haiti text donors who consented to these additional communications.

Among the key findings of this research:

### **The ability to send small donations using mobile phones facilitates "impulse giving" in response to moving images or events**

For a sizeable majority of the Haiti text donors surveyed, their contribution to earthquake relief was a quick decision in response to images they saw on television, and involved minimal background research. The vast majority of these donors (89%) heard about the Text to Haiti effort on television, and half (50%) made their contribution immediately upon learning about the campaign. An additional 23% donated on the same day they heard about it. In addition to conducting little research before making a donation, most have not paid close attention to the ongoing reconstruction efforts in Haiti—43% have been following these efforts "not too closely" and 15% have been following them "not at all".

More generally, three-quarters of the Haiti text donors in this sample say that their text message contributions usually result from spur-of-the-moment decisions that do not involve a lot of additional research, while 21% say that they usually research their text contributions beforehand. Online donations tend to involve more deliberation, as half of these donors say that they typically do a lot of research before donating money online.

**The typical Haiti text donor in our survey was a first-time mobile giver who made a single contribution to earthquake relief using his or her mobile phone**

Three-quarters (74%) of Haiti text donors in this survey were first time mobile givers, meaning that their contribution to earthquake relief was the first time they had used the text messaging function on their phone to make a charitable contribution. Overall, 80% of the mobile givers in our survey donated to the earthquake recovery efforts using only their cell phones—and not using any other methods such as online contributions or in-person donations. About a third of them made more than one contribution for Haiti relief using their mobile phone.

**A majority of the Haiti text donors in our sample have contributed to more recent disaster recovery efforts using their phones**

More than half of the donors surveyed have made text message contributions to other disaster relief efforts since their Haiti donation. Two in five of these donors (40%) texted a donation to groups helping people living in Japan following the March 2011 earthquake and tsunami, 27% texted a donation to groups helping people living in the US Gulf region following the 2010 BP oil spill, and 18% texted a donation to groups helping victims of the 2011 tornadoes in the United States. Taken together, 56% of Haiti mobile givers in our sample made a contribution to at least one of these events.

**Charitable giving in the mobile age by these donors is a social networking activity, but more through in-person conversations than through online tools**

Just under half (43%) of the Haiti text donors we surveyed, encouraged their friends or family members to make a similar contribution using their mobile phones. Overall, most of these efforts were successful—76% of these “encouragers” say that their friends or family members did indeed make a contribution to earthquake relief using their phones—and non-whites and young donors were particularly likely to spread the word among their friend networks.

Although technology helped facilitate their initial donation, the donors we surveyed were more likely to spread the word about their contribution through face-to-face conversations than through online means. Of those who encouraged a friend or family member to contribute, 75% did so by talking with others in person, and 38% did so via voice call. By comparison, 34% encouraged others to contribute by sending a text message, 21% did so by posting on a social networking site and 10% did so via email.

**These mobile givers are willing to make donations in a number of ways—but prefer not to do so by making a phone call**

Although donating to organizations or causes using text messaging offers advantages in terms of speed and convenience, the mobile givers we surveyed are divided when it comes to their preferred tool for making charitable contributions. Overall, text messaging (favored by 25% of these Haiti text donors) and online web forms (favored by 24%) are most preferred, followed closely by mail (favored by 22%) and in-

person donations (favored by 19%). Voice calling stands out from the pack as the *least* preferred option: just 6% of the Haiti mobile givers we interviewed prefer making donations over the phone.

**The Haiti text donors in this survey are similar to Americans as a whole when it comes to participation in social or civic groups and engagement with news, but differ when it comes to technology ownership**

In this survey we looked at several dimensions of the lives of these givers. They stand apart from other Americans in that they have more technology in their lives, but their civic profile and their engagement with news mirrors the general population. They are not necessarily major donors in general, though almost all give at least something to other charities.

When compared with Americans as a whole, the Haiti text givers we surveyed are no more or less involved with charitable or non-profit groups—they are slightly more likely than average to belong to a community group or neighborhood association, but have similar levels of involvement with a range of other groups such as charitable or volunteer organizations, political parties, and environment groups. They also follow local, national and international news almost exactly as closely as the national average.

However, these donors are different when it comes to their technology habits, and are significantly more likely than US adults as a whole to:

- Own an e-reader (24% do so, compared with 9% of all US adults), laptop computer (82% vs. 57%) or tablet computer (23% vs. 10%).
- Use Twitter (23% of the Haiti donors we surveyed who go online are Twitter users, compared with 12% of all online adults) or social networking sites (83% vs. 64%).
- Use their phones for activities such as accessing the internet (74% do so, compared with 44% of all adult cell owners), taking pictures (96% vs. 73%), recording video (67% vs. 34%) or using email (70% vs. 38%).

Mobile givers also differ in unique ways when compared with other types of charitable givers—in particular, they are younger and more racially and ethnically diverse when compared with those who contribute through more traditional means.

## Acknowledgements



### About the Pew Internet & American Life Project

The Pew Internet & American Life Project is an initiative of the Pew Research Center, a nonprofit “fact tank” that provides information on the issues, attitudes, and trends shaping America and the world. The Pew Internet Project explores the impact of the internet on children, families, communities, the work place, schools, health care and civic/political life. The Project is nonpartisan and takes no position on policy issues. Support for the Project is provided by The Pew Charitable Trusts. More information is available at [www.pewinternet.org](http://www.pewinternet.org) or [@pewinternet](https://twitter.com/pewinternet).



### About the Berkman Center for Internet & Society

The Berkman Center's mission is to explore and understand cyberspace; to study its development, dynamics, norms, and standards; and to assess the need or lack thereof for laws and sanctions. We are a research center, premised on the observation that what we seek to learn is not already recorded. Our method is to build out into cyberspace, record data as we go, self-study, and share. Our mode is entrepreneurial nonprofit. For more information, visit <http://cyber.law.harvard.edu/> or [@berkmancenter](https://twitter.com/berkmancenter).



### About the John S. and James L. Knight Foundation

Knight Foundation supports transformational ideas that promote quality journalism, advance media innovation, engage communities and foster the arts. The foundation believes that democracy thrives when people and communities are informed and engaged. For more, visit [KnightFoundation.org](http://KnightFoundation.org) or [@knightfdn](https://twitter.com/knightfdn).



### About the mGive Foundation

The mGive Foundation fosters social advancement by enabling an environment for mobile technology to create efficiencies, accountability, and communication to extend the reach of the philanthropic community. Formed in October 2009, The mGive Foundation (TMF) is a 501c3 public charity registered or able to solicit contributions in all states working to enhance the mobile giving ecosystem. TMF seeks to further cultivate the current state of mobile giving to increase efficiency, access and integration of mobile giving. For more information, visit <http://www.mgivefoundation.org/> or [@mGiveFoundation](https://twitter.com/mGiveFoundation).

## Introduction and important information about this sample

On January 12, 2010 a magnitude 7.0 earthquake struck the nation of Haiti near the capital of Port-au-Prince. Up to three million people were killed, injured or displaced. The story was the most heavily covered news event in the two weeks after its occurrence and was the dominant topic in social media conversations at the time.<sup>1</sup> It became one of the most-followed news stories of the year in the United States<sup>2</sup> and led to a massive assistance effort on the part of charities, NGOs, government organizations and individuals.

At the individual level, one of the more notable aspects of the response was the widespread use of the text messaging feature on mobile phones to contribute to the disaster recovery efforts. Those donations were encouraged by the U.S. State Department and allowed cell phone users to make an automatic contribution of \$10 to the recovery efforts by using the text messaging function on their cell phones (for example, users could text the word “HAITI” to the short code 90999 to contribute to the Red Cross). In the months following the earthquake, Americans contributed more than \$43 million via this program.<sup>3</sup>

In an effort to understand these mobile givers the Pew Research Center’s Internet & American Life Project, in partnership with Harvard University’s Berkman Center for Internet and Society and the mGive Foundation, and supported by the John S. and James L. Knight Foundation, conducted a survey of individuals who sent a contribution to Haiti earthquake relief using the text messaging feature on their mobile phones. The survey was aimed at exploring who these mobile givers are, the technologies they own, their involvement with charitable organizations and causes, what other types of mobile contributions they have undertaken, and how they perceive mobile giving in comparison to other types of charitable contributions.

### Information about this survey and our sample of Haiti text donors

This survey began with a total of 565,211 phone numbers that were provided by the mGive Foundation for the purpose of this study. (mGive provides back end technology that allows organizations to raise money via text messaging). Each phone number was used to make a text message contribution to Haiti earthquake relief, and each donor in our sample agreed to an opt-in statement at the time of his or her donation consenting to receive further contacts or communications at that number. Those who opted out of such communications at the time of their donation were not eligible for this study. Since approximately 4.3 million contributions were made via text message to the Haiti recovery efforts,<sup>4</sup> the group from which our sample was drawn constitutes roughly 13% of all such contributions. For more information on how these numbers were obtained, see the Methodology section at the end of this report.

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<sup>1</sup> See [http://www.journalism.org/index\\_report/social\\_media\\_aid\\_haiti\\_relief\\_effort](http://www.journalism.org/index_report/social_media_aid_haiti_relief_effort) and [http://www.journalism.org/index\\_report/twitter\\_and\\_youtube\\_continue\\_focus\\_haiti\\_while\\_blogs\\_move](http://www.journalism.org/index_report/twitter_and_youtube_continue_focus_haiti_while_blogs_move)

<sup>2</sup> See <http://www.people-press.org/2010/12/21/top-stories-of-2010-haiti-earthquake-gulf-oil-spill/>

<sup>3</sup> Suzanne Choney, “Mobile Giving for Chile pales compared to Haiti,” MSNBC. March 12, 2010. Available at: [http://www.msnbc.msn.com/id/35822836/ns/technology\\_and\\_science-wireless/t/mobile-giving-chile-pales-compared-haiti/](http://www.msnbc.msn.com/id/35822836/ns/technology_and_science-wireless/t/mobile-giving-chile-pales-compared-haiti/)

<sup>4</sup> \$43 million in total contributions at \$10 per contribution equals roughly 4.3 million individual donations

Between September 19 and October 13, 2011 a total of 1,003 surveys were completed using this initial sample of 565,211 phone numbers. In order to participate, respondents were required to be 18 years of age and older, and to have owned their current phone number since at least January 2010.<sup>5</sup> Of these 1,003 completed interviews, 137 respondents indicated that they did not remember making a text donation to Haiti relief.<sup>6</sup> These non-donors were removed from the final analysis, leaving a total of 863 cases in which the respondent indicated that he or she had indeed made a contribution to Haiti earthquake relief using the text messaging feature on their cell phone.

There is a larger context for this analysis. Pew Internet's representative surveys of the entire population show that 84% of all adults have cell phones as of August 2011, and that 76% of these cell owners are texters. In June 2010 and January 2012, we asked about text donations in general population surveys and found in each instance that 9% of all US adults had made a charitable donation via text message. When this sample of Haiti text donors is compared to the national population sample of those who had texted a donation to any cause based on these two surveys, we see the following:

- The Haiti text donors in our sample are more heavily female than the national population of text donors. Two-thirds (64%) of the donors in our sample are female, compared with 50% of the text donors in our national population survey.
- The Haiti text donors in our sample have higher levels educational attainment. Compared with national average for all text donors, the Haiti donors in our sample are more likely to have a college degree and are less likely to have not attended college at all. Those who have attended college but not received a degree are equally prevalent in both groups.
- Our sample of Haiti donors contains a higher proportion of whites and a lower population of Latinos than are found in the text donor population at large. African-Americans comprise an equal share of both groups.

The age and income distribution of this sample is generally similar to the overall population of text givers.

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<sup>5</sup> This restriction was put in place to ensure that the phone number in question had not been reassigned to another user since the original contribution was made.

<sup>6</sup> While we did not probe for additional details in these cases, it may be that the respondent did not remember contributing or that another person (such as a family member) actually used the phone to make the donation.

## Demographic composition of Haiti mobile giver sample compared to national average for all text donors

*Asterisks indicate statistically significant differences between groups*

	Haiti Text Donor Sample (n=863)	All Text Donors (n=150)
<b>Gender</b>		
Male	36%	50%*
Female	64*	50
<b>Age</b>		
18-29	30	28
30-49	43	42
50-64	22	23
65+	5	4
<b>Race/Ethnicity</b>		
White, non-Hispanic	63*	51
Black, non-Hispanic	18	17
Hispanic (English-speaking only)	10	21*
<b>Education</b>		
High school grad or less	16	31*
Some college	29	26
College graduate	52*	42
<b>Annual Household Income</b>		
Less than \$30,000	18	21
\$30,000-\$74,999	39	42
\$75,000 or more	33	28

**Source:** Pew Research Center's Internet & American Life Project, Berkman Center for Internet & Society and mGive Foundation September 9, 2011 – October 13, 2011 survey of 863 cell phone owners who texted a donation to Haiti earthquake relief. National average data taken from a combined analysis of Pew Internet June 2010 and January 2012 Omnibus Surveys.



## Haiti text donors and their experiences giving to earthquake relief

### **Most Haiti text donors in this sample were first-time mobile givers who contributed to earthquake relief only via text message**

Most of the Haiti text donors we surveyed were introduced to text giving by the Haiti disaster—three quarters (74%) say that their donation to Haiti earthquake relief was the first time they had used their phone's text messaging function to make a donation to an event, cause or organization. One in five (22%) had texted a donation of some kind prior to their contribution to Haiti earthquake relief, and 5% are not sure whether they had done so before. Young adults and lower income respondents were a bit more likely than average to say that this was the first time they had made a text message contribution.

Overall, two-thirds of Haiti text donors in our survey (67%) made a single text message donation to earthquake relief. An additional 23% donated to the cause twice using their cell phone, and one in ten (9%) did so three or more times. African American and Latino text donors are more likely than white donors to have made multiple contributions using their mobile phones (41% of black and 40% of Latino text donors did so, compared with 28% of whites). Otherwise most of the donors we surveyed made a similar number of contributions using their mobile phone. Notably, first-time donors in the Haiti group were no more or less likely to make multiple contributions than those who had texted a donation to a cause previously.

Along with being mostly first-time text donors, a sizeable majority of mobile givers in our survey contributed to earthquake relief using only their cell phone. Eight in ten (80%) did not donate to Haiti relief in any other way, while one in five (19%)—in addition to their text contribution—donated some other way such as online, in person, or via regular mail. Combining those who made multiple donations using their cell phone and those who made a text donation plus some other kind of contribution, a total of 42% of the Haiti text donors surveyed made more than one contribution to Haiti earthquake relief.

### **More than half of these mobile donors made text contributions to other disaster recovery efforts following the Haiti earthquake**

A majority of Haiti text donors surveyed (56%) contributed to other disaster recovery efforts using the text messaging feature on their cell phones following their donation to Haiti earthquake relief. This includes those who:

- Texted a donation to groups helping people living in Japan following the March 2011 earthquake and tsunami (40% of those surveyed did this).
- Texted a donation to groups helping people living in the US Gulf region following the 2010 BP oil spill (27%).
- Texted a donation to groups helping victims of the 2011 tornadoes in the United States (18%).

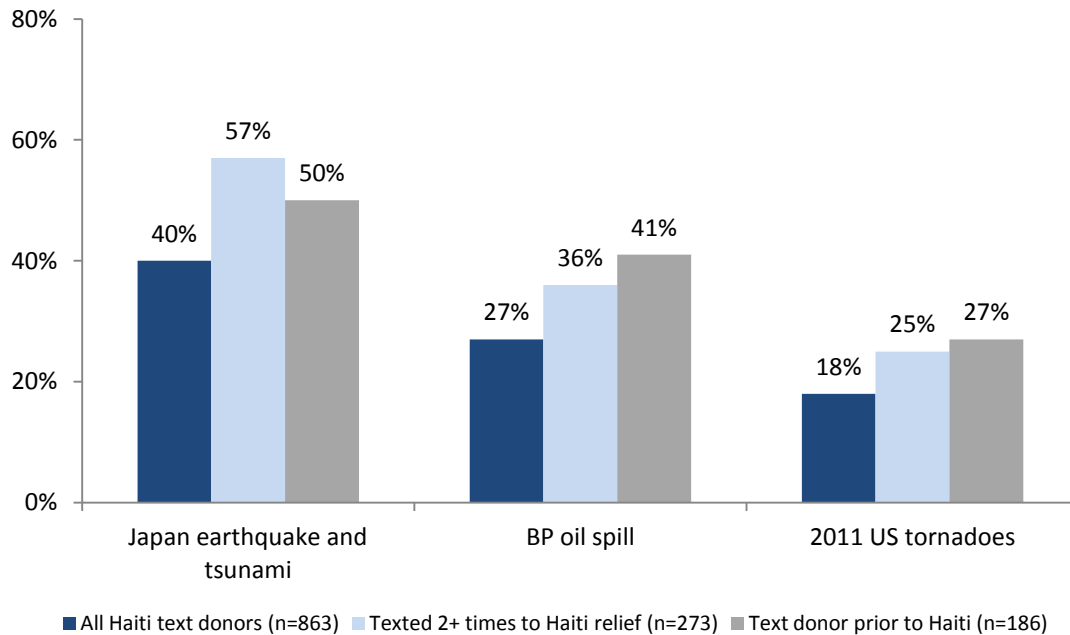
Haiti text donors who went on to text contributions to other events are not demographically distinct from those who did not. However, those individuals who made multiple contributions to Haiti relief, or

who had texted a contribution to another cause prior to the Haiti campaign, were more likely to contribute via text message to later disaster relief efforts.

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### Those who made multiple text donations to Haiti relief, and those who made a text donation prior to Haiti, are more likely to have contributed to other disaster recovery efforts

*% within each group who texted a donation to...*



**Source:** Pew Research Center’s Internet & American Life Project, Berkman Center for Internet & Society and mGive Foundation September 9, 2011 – October 13, 2011 survey of 863 cell phone owners who texted a donation to Haiti earthquake relief. Margin of error is +/-3 percentage points based on Haiti text donors who consented to further contacts on their mobile phone.

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In addition to the specific disaster recovery efforts asked about in the survey, 29% of these Haiti text donors volunteered that they had texted a donation to some other organization or cause besides those listed above. Some of the more common responses included:

- Groups that provide a range of services, such as the Red Cross or United Way (7% of Haiti text donors in this sample mentioned making a contribution via text message to this type of organization).
- Other disaster relief efforts such as those for Hurricane Katrina or the 2004 Indian Ocean earthquake and tsunami (6%).
- Disease research organizations such as the American Cancer Society, Stand Up To Cancer or St. Jude Children’s Research Hospital (4%).
- Animal welfare organizations such as The Humane Society or PETA (2%).

- Public media or NPR, military or veteran’s groups, famine relief efforts and environmental causes (each of which were mentioned by less than 1% of survey respondents).

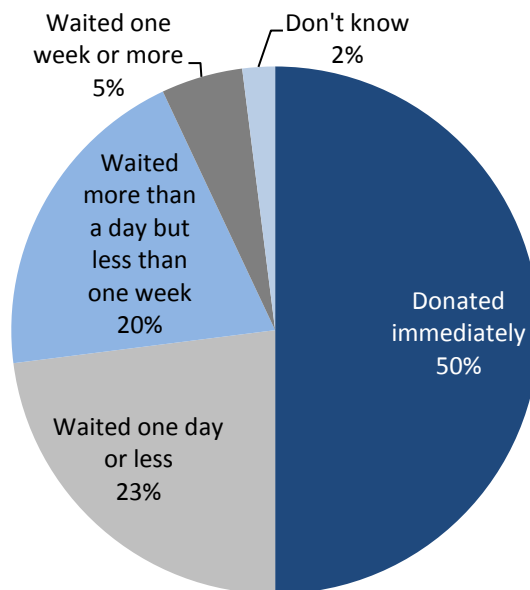
**Most Haiti text donors in this sample say that their contribution to Haiti relief (and text giving more generally) was a quick decision involving minimal research**

When asked how long they waited between first hearing about the text donation campaign for Haiti and actually donating, half of the Haiti mobile donors surveyed (50%) say that they donated immediately upon hearing about the effort. An additional 23% did not donate immediately, but did do so within a day—meaning that three-quarters of these donors made a contribution on the same day they first heard about the campaign. One in five (20%) waited between one day and one week before making a contribution, while a small number (5%) waited a week or more to donate.

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**Most Haiti text donors in this sample contributed within one day of hearing about the text donation campaign**

*How long Haiti text donors in this sample waited between first hearing about the campaign and making their contribution via cell phone*



**Source:** Pew Research Center’s Internet & American Life Project, Berkman Center for Internet & Society and mGive Foundation September 9, 2011 – October 13, 2011 survey of 863 cell phone owners who texted a donation to Haiti earthquake relief. Margin of error is +/-3 percentage points based on Haiti text donors who consented to further contacts on their mobile phone.

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Even for those individuals who waited for a period of time before donating, their decision to donate was generally not the product of additional in-depth research. Those donors who did not contribute immediately, were asked whether they did any additional research about the organization they were

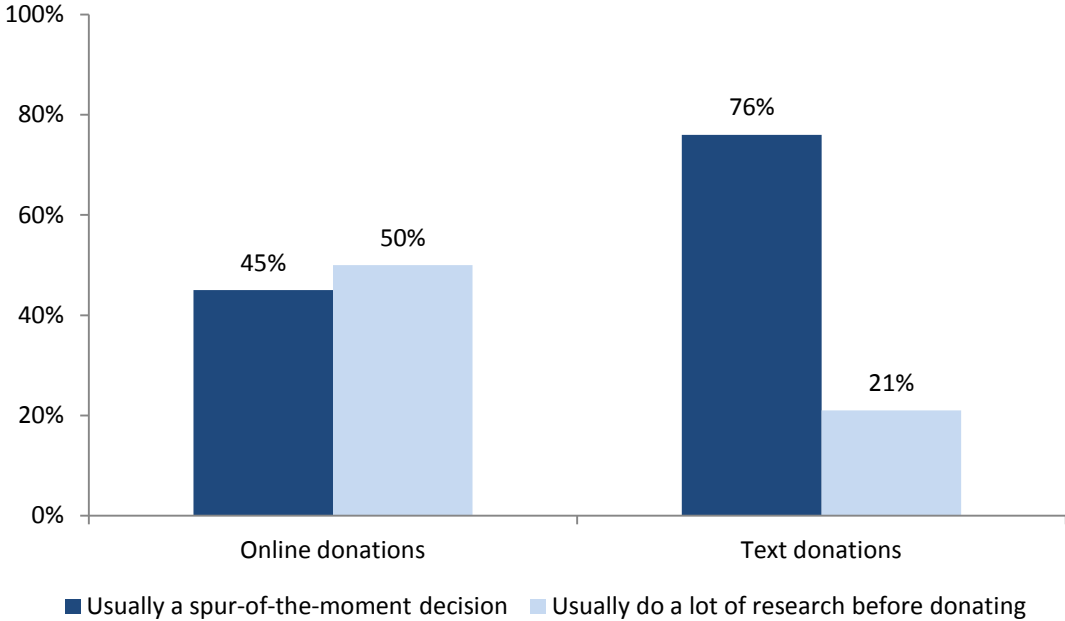
donating to or how their money would be spent—and 70% said that they *did not* do this research. Thirty percent (30%) of those who waited to donate say that they did conduct additional research. But since half of all Haiti text donors surveyed contributed immediately, that means that just 14% of all donors in our sample researched where their money would be going before texting their contribution.

This tendency towards “impulse giving” via text message extends not just to their contribution to Haiti relief, but to their views of mobile giving more generally. In our survey we asked these donors whether their online and text message contributions to various organizations are usually a spur-of-the-moment decision, or whether they usually do a lot of research before making their contribution. For online donations, responses were split evenly—45% say that these contributions are usually spur-of-the-moment, while 50% say that they tend to research their decision beforehand. For text donations on the other hand, quick decisions are the norm—fully 76% say that these contributions usually involve minimal research.

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### Compared with online donations, text donations are typically the product of less detailed research

*When you make an online/text donation, is it usually...*



**Source:** Pew Research Center’s Internet & American Life Project, Berkman Center for Internet & Society and mGive Foundation September 9, 2011 – October 13, 2011 survey of 863 cell phone owners who texted a donation to Haiti earthquake relief. Online donation figures are based on Haiti text donors who have made a charitable donation online (n=498). Margin of error is +/-3 percentage points based on Haiti text donors who consented to further contacts on their mobile phone.

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## The overwhelming majority of donors in this sample found out about the text-for-Haiti campaign on television

Information about how to text a donation to the Haiti relief efforts appeared in numerous venues, but television is overwhelmingly the main place that these donors recall seeing this information. When asked where they remember seeing information about the campaign, nine in ten (89%) mention television—by comparison, just 4% mention the internet, 3% mention an online news story or blog post, and 2% each mention the radio, text messages or posts on social networking sites.

## How Haiti text donors in this sample spread the word about their contribution

Just under half (43%) of the Haiti text donors surveyed indicate that they encouraged friends or family members to make a similar contribution using their mobile phones (56% did not do this).

Demographically, young adult and non-white donors were more likely than others to encourage friends or family members to make a text donation—just over half of black (53%), Latino (55%) and 18-29 year old (54%) text donors in this sample did so.

When asked how they went about encouraging others to contribute, by far the most common response was through face-to-face conversations—75% of those who encouraged others to make a contribution, did so via in-person discussion. Roughly one third encouraged others to donate by making a phone call or sending a text message, while one in five encouraged others to donate by posting about their experiences on a social networking site such as Facebook or Twitter. Email was the least common approach: just 10% of those who encouraged others to donate, did so by sending an email.

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### How Haiti text donors in this sample encouraged their friends and family to contribute

*% within each group who encouraged others to make a text donation to Haiti relief by...*

	Those who encouraged others to donate (43% of text donors did this)	All Haiti text donors
Talking with others face-to-face	75%	33%
Calling others on the phone	38	17
Sending a text message	34	15
Posting about their experience on a social networking site	21	10
Sending an email	10	4

**Source:** Pew Research Center's Internet & American Life Project, Berkman Center for Internet & Society and mGive Foundation September 9, 2011 – October 13, 2011 survey of 863 cell phone owners who texted a donation to Haiti earthquake relief. Margin of error is +/-3 percentage points based on Haiti text donors who consented to further contacts on their mobile phone.

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Overall, these requests were largely successful—76% of these “encouragers” say that their friends or family members did in fact make a donation via text message. Very few (6%) say that none of their friends or family members made a donation, and 18% are not sure if this happened or not. By contrast, just 33% of those who did *not* encourage others to make a text donation are aware of a friend or family member who contributed to the campaign, although a large number of these individuals (40%) are not sure if this happened or not.

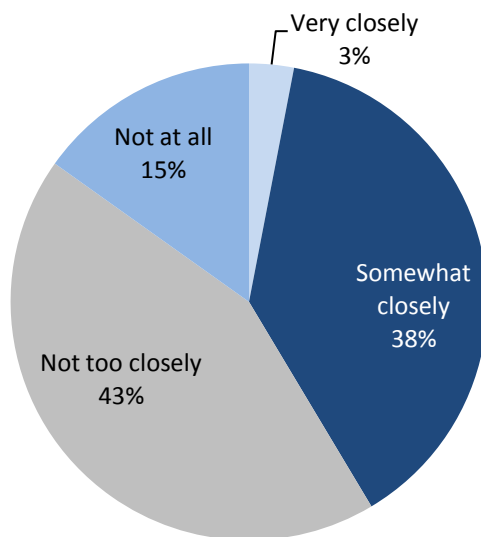
### **Most of the Haiti text donors surveyed have not closely followed the post-earthquake reconstruction efforts**

After making their contribution to earthquake relief, relatively few Haiti text donors in this sample have continued to monitor the ongoing reconstruction efforts. Just 3% of these donors have been following post-earthquake events “very closely”, while a total of six in ten say that they have been following these events either “not too closely” (43%) or “not at all” (15%).

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### **Most Haiti text donors surveyed have paid relatively minimal attention to the ongoing reconstruction efforts**

*How closely have you followed events in Haiti following the earthquake, such as the ongoing reconstruction efforts?*



**Source:** Pew Research Center’s Internet & American Life Project, Berkman Center for Internet & Society and mGive Foundation September 9, 2011 – October 13, 2011 survey of 863 cell phone owners who texted a donation to Haiti earthquake relief. Margin of error is +/-3 percentage points based on Haiti text donors who consented to further contacts on their mobile phone.

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Although the respondents in our sample had agreed to receive additional follow-up communications from the organization they donated to, most did not recall receiving any additional contacts—80% say that they have not received any such follow-up communications, compared with 17% who have.

## Profile of the Haiti text donors in this sample

In certain key respects—their use and ownership of technology, for example—these Haiti text donors differ dramatically from the population as a whole. However, in other respects—such as their attention to news events or their participation in groups—they are little different from other Americans.

### Haiti text donors in our survey are avid technology users

The Haiti text donors surveyed stand out from the adult population as a whole in their ownership and use of technology. Compared with the national average, these donors are significantly more likely to use the internet; own a tablet computer, e-reader or laptop; use their mobile phones for a number of activities, such as accessing the internet or using social media; and go online to make a charitable donation or access a social media site.

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### The Haiti text donors in our sample have high levels of technology ownership compared with the national average

*National average figures based on adults 18 and older*

	Haiti Text Donors	National Average
<b>% in each group who...</b>		
Use the internet	97%	78%
Own a laptop computer	82	57
Own an e-reader	24	9
Own a tablet computer	23	10
<b>% of internet users in each group who...</b>		
Use social networking sites	83%	64%
Make a donation to a charity online	59	25
Use Twitter	23	12
<b>% of cell owners in each group who use their phone to...</b>		
Take a picture	96%	73%
Access the internet	74	44
Send or receive email	70	38
Record a video	67	34
Use a social networking site	59	29
Use Twitter	16	6

**Source:** Pew Research Center's Internet & American Life Project, Berkman Center for Internet & Society and mGive Foundation September 9, 2011 – October 13, 2011 survey of 863 cell phone owners who texted a donation to Haiti earthquake relief. Margin of error is +/-3 percentage points based on Haiti text donors who consented to further contacts on their mobile phone. Data on cell phone usage taken from Pew Internet April 26 – May 22, 2011 Tracking Survey. Data on device ownership and online activities taken from Pew Internet July 25 – August 26, 2011 Tracking Survey.

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## The Haiti text donors in our survey are about as active in social or civic groups as other Americans

Although their technology profile differs substantially from the rest of the population, these Haiti mobile givers are nearly identical to other Americans when it comes to group involvement. The survey asked these donors whether they are currently active in nine different types of civic or social groups, and three quarters (73%) indicate that they are active in at least one. Looking at the different types of groups to which they belong, these Haiti text givers are slightly more likely than Americans as a whole to be active in a community or neighborhood group, and slightly less likely to be active in a sports or recreation league—but otherwise look almost identical to the national average in their group participation.

### These Haiti text givers are similar to other Americans when it comes to civic/social group participation

*% of Haiti text donors in our survey who are currently active in the following groups*

	Haiti Text Donors	National Average
Church, synagogue, mosque or other place of worship <sup>7</sup>	41%	40%
Charitable or volunteer organization, such as Habitat for Humanity or the Humane Society	26	22
Community group or neighborhood association	24*	19
Sports or recreation league	20	24*
Political party or organization	16	15
Parent group or organization, such as the PTA or local parent support group	15	13
Performance or arts group, such as a choir, dance group or craft guild	11	10
Youth group, such as the Scouts, YMCA or 4-H	10	9
Environmental group	9	7

**Source:** Pew Research Center's Internet & American Life Project, Berkman Center for Internet & Society and mGive Foundation September 9, 2011 – October 13, 2011 survey of 863 cell phone owners who texted a donation to Haiti earthquake relief. Margin of error is +/-3 percentage points based on Haiti text donors who consented to further contacts on their mobile phone. National average data taken from Pew Internet November 23 – December 21, 2010 Social Side of the Internet Tracking Survey.

<sup>7</sup> We did not ask directly about attendance at religious services; rather we asked respondents if they are “currently active” in a church, synagogue, mosque or other place of worship (41% said yes to this question). The Pew Research Center for the People and the Press has found in national surveys that 37% of US adults attend religious services on a weekly basis (see <http://www.people-press.org/question-search/?qid=1796515&pid=51&ccid=51#top>).



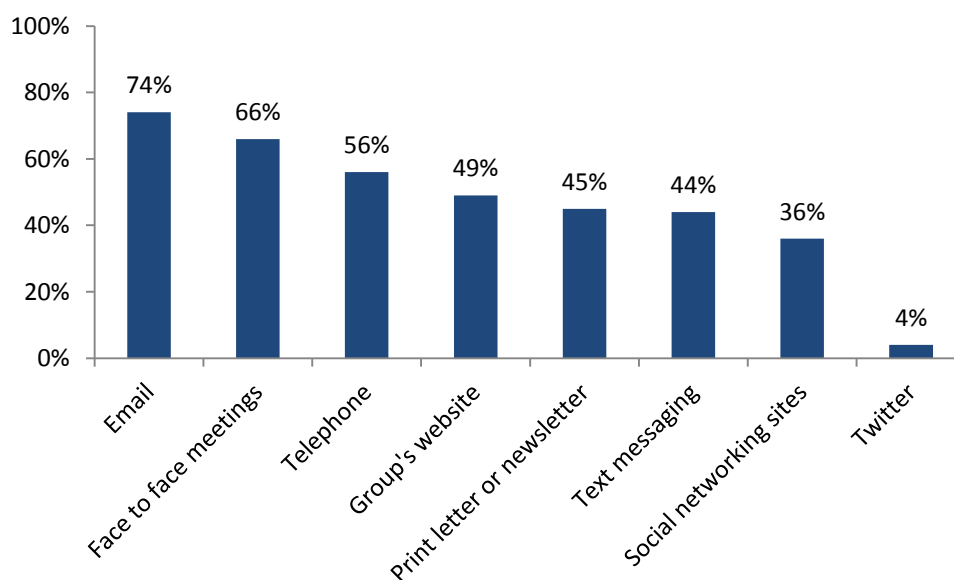
## Haiti text donors in this sample communicate with their groups in a number of ways, although email and face-to-face contact are their preferred methods

The Haiti text donors surveyed report using a number of channels to communicate with other members of the groups to which they belong, with email and face-to-face meetings being the most common and Twitter the least common. The typical (median) group member has used four different channels to communicate with other group members in the preceding 12 months.

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### Haiti text donors in this sample communicate with their groups using a number of channels

*% of Haiti text donors in our survey who have communicated with the group they are MOST involved with in the past 12 months using...(totals may sum to more than 100% due to multiple responses)*



**Source:** Pew Research Center's Internet & American Life Project, Berkman Center for Internet & Society and mGive Foundation September 9, 2011 – October 13, 2011 survey of 863 cell phone owners who texted a donation to Haiti earthquake relief. Margin of error is +/-3 percentage points based on Haiti text donors who consented to further contacts on their mobile phone.

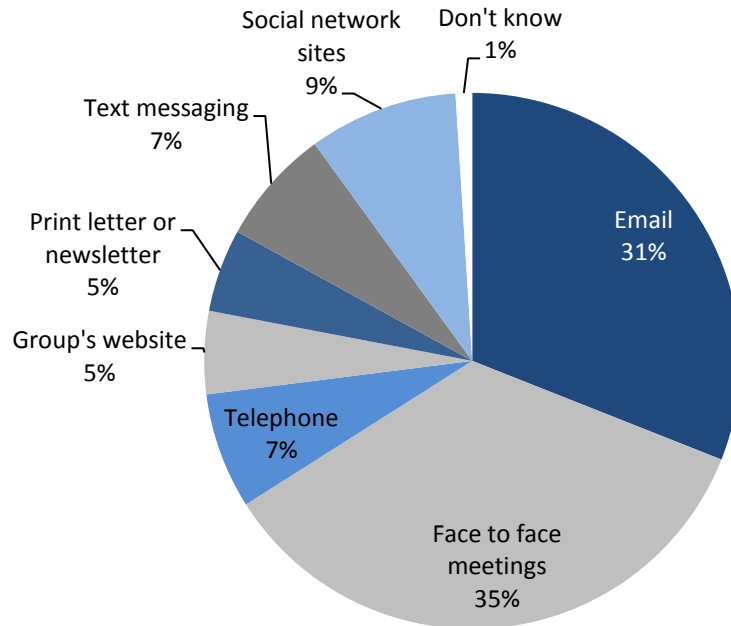
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Not only are email and face-to-face meetings the most prevalent forms of group communication, they also lead the alternatives as the most *preferred* method for communicating with other group members. When asked how they prefer to communicate with other group members, 35% of these Haiti mobile givers cite face-to-face contact while 31% cite email. Social networking sites are the next most commonly mentioned communication method, cited by 9% of Haiti text donors in this survey who are active in any groups.

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## Haiti text donors in this sample prefer email and face-to-face meetings when communicating with their groups

*How Haiti text donors in this sample PREFER to communicate with others in the group with which they are MOST involved*



**Source:** Pew Research Center's Internet & American Life Project, Berkman Center for Internet & Society and mGive Foundation September 9, 2011 – October 13, 2011 survey of 863 cell phone owners who texted a donation to Haiti earthquake relief. Margin of error is +/-3 percentage points based on Haiti text donors who consented to further contacts on their mobile phone.

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Face-to-face and email contact are the most preferred modes of group communication among every major demographic subgroup. However, there is some minor variation around race and ethnicity, as black Haiti donors in our survey are roughly twice as likely as whites to prefer communication via telephone (13% vs. 6%) and text message (11% vs. 6%). White donors in our survey are more likely to prefer email contact (37% vs. 21%), and are also slightly more likely to prefer using a website when they need to communicate with other group members. Additionally, college graduates prefer email communication (39%) by a slight margin over face-to-face meetings (34%) when they need to interact with their groups.

**Most of the Haiti mobile donors in our survey who belong to a group have contributed money to that group, and their general giving habits are similar to the population as a whole**

Nearly all of the 73% of Haiti text donors in this survey who belong to a group or organization, have made a monetary contribution to their group(s) in the past—although they are more likely to donate to some groups compared with others. At the upper end of the spectrum, roughly nine in ten of the Haiti text donors in this sample who belong to a group affiliated with their place of worship, a charitable or volunteer organization, an environmental group or a parent group or organization have made a monetary contribution of some kind to those groups. Conversely, around two-thirds of these donors who belong to a performance/arts group, or a sports/recreation league, have made a contribution to these groups.

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**The groups to which these Haiti text donors make monetary contributions**

*Based on Haiti text donors in this sample who are active in each group*

	<b>% of active members who have made a donation</b>
Church, mosque, synagogue or other place of worship (n=350)	95%
Charitable or volunteer organization (n=222)	93
Environmental group (n=74)	91
Parent group or organization (n=128)	89
Youth group (n=90)	83
Community or neighborhood group (n=205)	77
Political party or organization (n=134)	76
Performance or arts group (n=94)	68
Sports or recreation league (n=172)	56

**Source:** Pew Research Center’s Internet & American Life Project, Berkman Center for Internet & Society and mGive Foundation September 9, 2011 – October 13, 2011 survey of 863 cell phone owners who texted a donation to Haiti earthquake relief. Margin of error is +/-3 percentage points based on Haiti text donors who consented to further contacts on their mobile phone.

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Along with asking whether they have ever donated to the specific groups in which they are active, the survey also asked Haiti text donors in this sample how much they have contributed *overall* to charitable or volunteer organizations in the previous 12 months—regardless of whether they are actually a member of those organizations.<sup>8</sup> The largest group (comprising 26% of the Haiti text donors surveyed) donated \$50 or less over the past twelve months, and two thirds of these donors have contributed \$250 or less to charitable causes in the last year. However, this question garnered a wide range of responses as nearly one in five (17%) donated more than \$500 to charitable or non-profit organizations over that

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<sup>8</sup> Respondents were asked to exclude donations to their church or place of worship in answering this question

time period and one in ten (9%) donated more than \$1,000. These figures largely mirror charitable giving habits within the population as a whole. Using a slightly different question wording in a 2008 survey, we found that roughly six in ten charitable givers in the overall population had contributed \$250 or less in the preceding twelve months, while roughly one in five had contributed more than \$500.

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### Total yearly giving by Haiti text donors in this sample

*How much the Haiti text donors surveyed have contributed to charitable or non-profit organizations in the past 12 months, not including their church or place of worship*

\$50 or less	26%
\$51 to \$100	19
\$101 to \$250	20
\$251 to \$500	13
\$501 to \$1,000	8
\$1,001 to \$2,500	4
More than \$2,500	5
Have not donated in last 12 months	2

**Source:** Pew Research Center’s Internet & American Life Project, Berkman Center for Internet & Society and mGive Foundation September 9, 2011 – October 13, 2011 survey of 863 cell phone owners who texted a donation to Haiti earthquake relief. Margin of error is +/-3 percentage points based on Haiti text donors who consented to further contacts on their mobile phone.

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Although the Haiti text donors in our survey look similar to the national average in their overall charitable giving habits, they—as well as text donors more generally—differ in important ways from the overall universe of charitable givers. Compared with those who have made any sort of charitable donation in the previous twelve months:

- Mobile givers are *younger than the overall population of charitable givers*. In our 2008 national survey, we found that 14% of those who had made any kind of charitable donation in the preceding twelve months were between the ages of 18 and 29, while 16% were 65 or older. By contrast, both text givers as a whole and the Haiti donors in this sample are much younger—roughly 30% of both groups are between the ages of 18 and 29, while just 5% of these Haiti donors and 4% of all text donors are 65 or older. Put another way, young adults are roughly twice as prominent among text givers as they are among charitable givers as a whole.
- Mobile givers are *more racially and ethnically diverse than the overall population of charitable givers*. Whites comprise three-quarters (75%) of all charitable givers, but make up two-thirds (63%) of this sample of Haiti donors and just half (51%) of all text donors. African Americans comprise an especially large proportion of the mobile giving universe—they represent 8% of all charitable donors based on our 2008 national survey, but comprise 17% of those who have texted a donation of any kind and 18% of the Haiti donors in this sample.

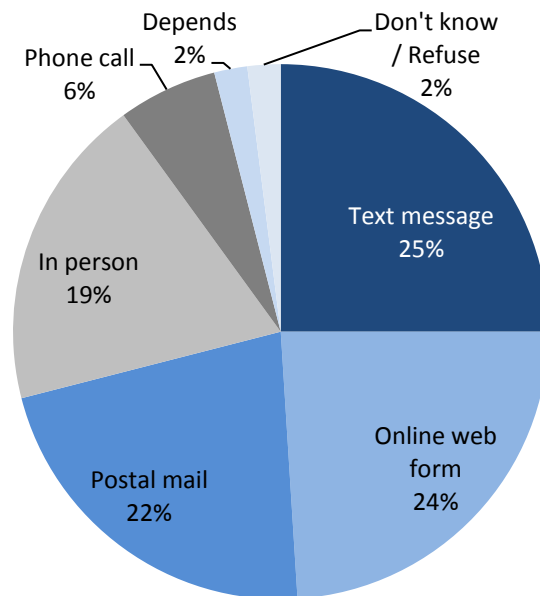
**These Haiti donors equally prefer to make contributions via email, in-person, online or by text message—but do not care for donating money over the phone**

When asked how they generally prefer to contribute money to causes or organizations, these mobile donors provide a range of responses with no one method standing out as the clear favorite. Online web forms and text messaging are preferred only slightly to in-person and postal mail donations, although donating via phone call trails all other options by a significant margin; just 6% of Haiti text donors in this sample prefer to donate over the phone.

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**How Haiti text donors in our survey prefer to make charitable contributions**

*% who most prefer to donate money to the causes or organizations they are interested in via...*



**Source:** Pew Research Center’s Internet & American Life Project, Berkman Center for Internet & Society and mGive Foundation September 9, 2011 – October 13, 2011 survey of 863 cell phone owners who texted a donation to Haiti earthquake relief. Margin of error is +/-3 percentage points based on Haiti text donors who consented to further contacts on their mobile phone.

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**Compared with the national average, Haiti text donors in this sample are not especially focused on news events**

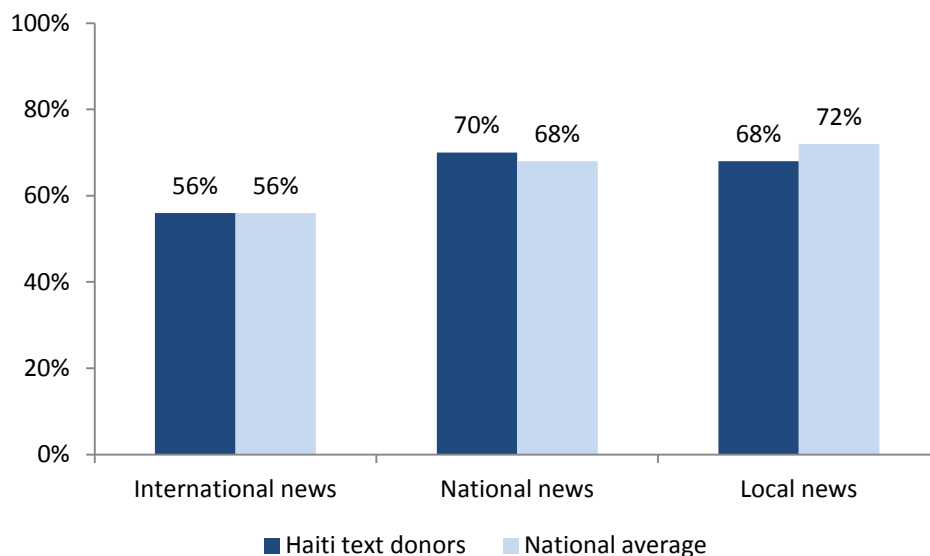
The Haiti text donors surveyed are not especially fixated on international news compared with the population as a whole. When asked which statement best describes them when it comes to international news consumption, 56% of these Haiti donors say that they follow international news closely most of the time regardless of whether something important is happening, while 43% indicate that they usually only follow international news when something important happens—each of these is

nearly identical to overall population responses from previous Pew Internet surveys. Moreover, these Haiti text donors follow international events less closely than they follow either national or local news, although here as well they are similar to Americans as a whole.

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### Haiti text donors in this sample do not follow news events any more closely than the population as a whole

*% who follow different types of news most of the time, whether or not something important is happening*



**Source:** Pew Research Center’s Internet & American Life Project, Berkman Center for Internet & Society and mGive Foundation September 9, 2011 – October 13, 2011 survey of 863 cell phone owners who texted a donation to Haiti earthquake relief. National average data taken from Pew Internet January 12-25, 2011 Local News Survey. Margin of error is +/-3 percentage points based on Haiti text donors who consented to further contacts on their mobile phone.

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### Neighborhood characteristics

When asked how much impact people like themselves can have in making their community a better place to live, roughly one third of the Haiti text donors surveyed (37%) feel that they can have a “big impact”, and close to half (46%) feel that they can have a “moderate” impact. Just over one in ten (14%) feel that they can have only a “small” impact, and 3% feel that they have “no impact at all” on making their community a better place. Overall, these figures are comparable to the national average for all US adults as established in previous Pew Internet surveys.

In terms of where they live, the Haiti text donors in this sample are relatively recent arrivals to their current neighborhoods in comparison to the national average. Roughly half (49%) have lived in their current neighborhood for five years or less, compared with 35% of all US adults who said the same in a recent Pew Internet survey. However, despite being more recent arrivals to their current neighborhood these text donors are not dramatically less likely to know their neighbors. Twenty-two percent of these

donors know the names of all their neighbors and 54% know some of them, both of which are close to rates for the adult population as a whole (28% and 48%, respectively).

## Methodology

### Summary

The Mobile Giving Survey obtained telephone interviews with a sample of 1,003 adults who were listed in making donations via text messages on their cell phone and had consented to further communications on their cell phone at the time of their initial contribution. The survey was conducted by Princeton Survey Research Associates International. The interviews were conducted in English by Princeton Data Source from Sept. 19-Oct. 13, 2011. The margin of sampling error for the complete set of data is  $\pm 3.1$  percentage points.

Details on the design, execution and analysis of the survey are discussed below.

### Sample Design

The universe for this study is cell phone users who contributed money to Haiti earthquake relief via text messages that were routed through the mGive.com servers after the earthquake in January 2010, and who consented to further contacts at the phone number used to make their contribution.

The universe contained 565,211 cellular phone numbers. The numbers were randomized and then grouped into replicates. Replicates were released in order until the targeted number of completes was achieved. A total of 41,606 numbers were dialed.

### Contact Procedures

Interviews were conducted from Sept. 19-Oct. 13, 2011. As many as 5 attempts were made to contact every sampled telephone number. Sample was released for interviewing in replicates, which are representative subsamples of the larger sample. Using replicates to control the release of sample ensures that complete call procedures are followed for the entire sample. Calls were staggered over times of day and days of the week to maximize the chance of making contact with potential respondents. Interviewing was spread as evenly as possible across the days in field. Each telephone number was called at least one time during the day in an attempt to complete an interview.

For each call, interviewers verified that that respondent was an adult 18 years or older. After confirming that the respondent has been using the phone number since at least January 2010, interviewers then asked the person on the phone if they would be willing to participate in a 15 minute survey.

### Response Rate

Table 1 reports the disposition of all sampled telephone numbers ever dialed from the original telephone number samples. The response rate estimates the fraction of all eligible respondents in the sample that were ultimately interviewed. At PSRAI it is calculated by taking the product of three component rates:



Contact rate – the proportion of working numbers where a request for interview was made

- Cooperation rate – the proportion of contacted numbers where a consent for interview was at least initially obtained, versus those refused
- Completion rate – the proportion of initially cooperating and eligible interviews that were completed

Thus the response rate for the sample was 7 percent.

**Table 1: Sample Disposition**

41,606	Total Numbers Dialed
254	Non-residential
5	Computer/Fax
4,574	Other not working
207	Additional projected not working
36,566	Working numbers
87.9%	Working Rate
69	No Answer / Busy
22,193	Voice Mail
13	Other Non-Contact
14,291	Contacted numbers
39.1%	Contact Rate
2,769	Callback
9,054	Refusal
2,468	Cooperating numbers
17.3%	Cooperation Rate
98	Language Barrier
1,354	Child's cell phone / Screened-out / Ineligible S2
1,016	Eligible numbers
41.2%	Eligibility Rate
13	Break-off
1,003	Completes
98.7%	Completion Rate
6.7%	Response Rate