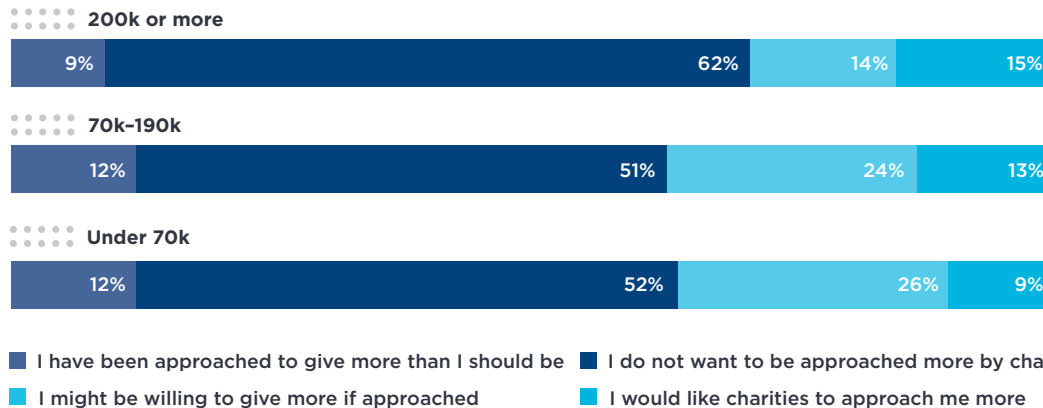
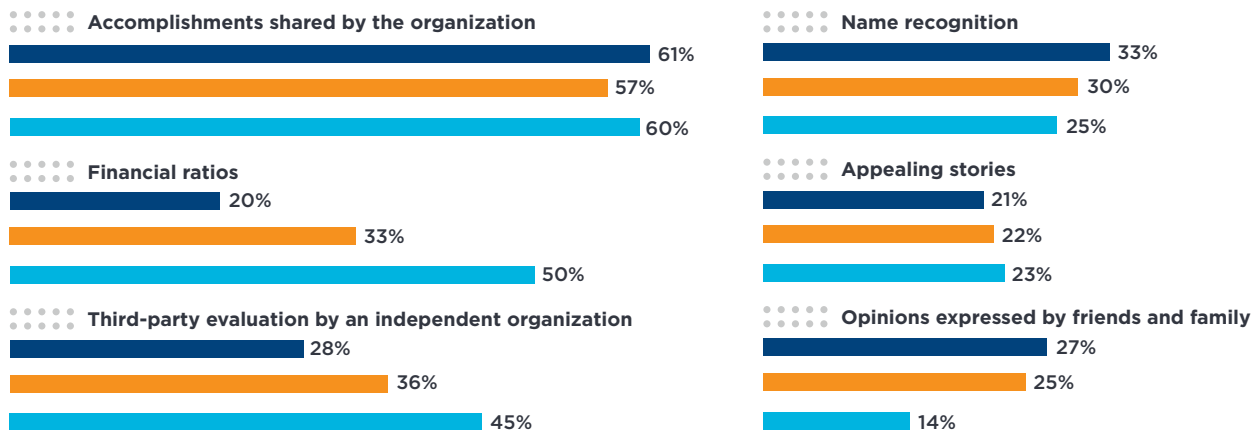


Household Income and Donor Trust

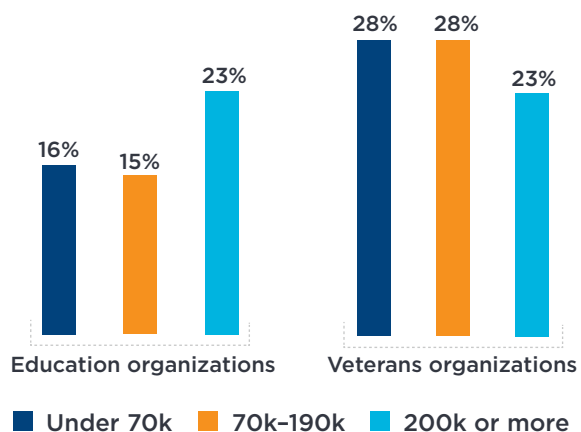
Participants with household income between \$70k and \$200k are most likely to be open to solicitation, stating that they would like charities to approach them more often or might be willing to give more if approached.



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:



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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