

AFRDS 2011 Consumer Survey

Executive Summary

- The majority of Americans (62%) and more than three-quarters of parents of school-age children (77%) purchase products to support school and youth group fundraisers.
- The vast majority of Americans (80%) agree that “product fundraising is an important financial resource for America’s schools and youth programs.”
- The vast majority (86%) of Americans that support fundraisers are satisfied with their purchases.
- More than three-quarters of all respondents (76%) are comfortable spending up to \$20 per fundraising occasion. Nearly one-quarter (24%) are comfortable spending more than \$20 per occasion.
- The top reason cited for supporting a school or youth fundraiser (44%) is “to support a worthy cause.” The top reason cited for not supporting a fundraiser is “I wasn’t asked” (67%).
- Two-thirds of parents (66%) report that they or their children sold at least one product for a school or youth fundraiser.
- Among respondents who supported a fundraiser, 9% report that they made their purchase online.

AFRDS Consumer Research Report – 2011

Overview

To better understand consumer opinions and motivations when it comes to fundraising, AFRDS commissioned a telephone survey (with Synovate, a worldwide market research firm) of 1,000 American adults including a statistically significant number of parents of school age children. Responses are based on consumer experiences that occurred between April 2010 and April 2011. The results are from a balanced universe and representative of views throughout the United States based on region, household income and household type (family vs. non-family and age of head of household).

The following is a report on the key findings.

Support for School/Youth-Group Fundraising

Question: In the past 12 months, on how many occasions did you purchase a product such as candy, cookie dough, magazine subscriptions, cheesecakes, gift wrap, gift items, etc. to support a school or youth group fundraiser?

	All Respondents (n=1,000)	Parents (n=393)
Purchased at least one product	62%	77%
Did not purchase a product	36%	19%

Number of Fundraising Programs Supported

Question: In the past 12 months, on how many occasions did you purchase a product such as candy, cookie dough, magazine subscriptions, cheesecakes, gift wrap, gift items, etc. to support a school or youth group fundraiser?

	All Respondents (n=1,000)	Parents (n=393)
Zero (0)	36%	19%
1-5	51%	60%
More than 5	11%	21%

Reasons for Supporting a School Fundraiser

Question: What were some of the reasons why you purchased a product to support a school or youth group fundraiser in the past 12 months?

	All Respondents that Supported a Fundraiser (n=634)	Parents that Supported a Fundraiser (n=312)
To support a worthy cause	44%	37%
Because it was for child's school	24%	42%
The child of friend/coworker asked	13%	17%
Seller was grandchild/other relative	8%	5%
Can't say no to children	4%	2%
Liked the products	5%	6%
Seller was neighbor/friend	4%	4%
Coworker asked	3%	---
Am part of the fundraiser	<1%	<1%
Family member is a teacher	1%	2%
Reciprocate for someone who bought from child	<1%	---
Other	5%	4%

Importance of Fundraising as a Financial Resource

Question: How much do you agree or disagree with the following statement: “Product fundraising sales are an important financial resource for America’s schools and youth programs?” (Scale of 1-5, with 5 being “Strongly Agree” and 1 being “Strongly Disagree”)

	All Respondents (n=1,000)	Parents (n=393)
Strongly or Somewhat Agree	80%	82%
Neither Agree nor Disagree	11%	8%
Strongly or Somewhat Disagree	8%	9%

Amount Willing to Spend for Fundraisers

Question: Typically, how much money are you comfortable spending for a product or products AT ONE TIME to help support a school or youth group fundraiser? Please think of the amount you are comfortable spending PER FUNDRAISING OCCASION, and not the amount you would spend over the course of a year.

	All Respondents (n=623)	Parents (n=312)
\$1-2	2%	<1%
\$3-5	11%	2%
\$6-10	27%	25%
\$11-20	36%	44%
\$20+	24%	29%
Don’t Know	1%	<1%

Satisfaction in Fundraising Purchases

Question: How would you rate your OVERALL satisfaction with the products that you have purchased through the fundraiser(s) in the past 12 months? Please take the quality of the products as well as the value you received for your money into consideration.

	All Respondents that purchased a product (n=634)	Parents that purchased a product (n=312)
Very or Somewhat Satisfied	86%	88%
Neither Satisfied nor Dissatisfied	7%	7%
Very or Somewhat Dissatisfied	6%	5%

Reasons For Not Supporting a School Fundraiser

Question: Why did you make the decision NOT to purchase a product to support a school or youth group fundraiser in the past 12 months?

	All Respondents Who Did Not Support a Fundraiser (n=355)
Wasn't asked	67%
Couldn't afford it	14%
In general, not interested in items sold for fundraisers	5%
Not interested in items being sold	4%
Prices were too high	3%
Too much fundraising/tired of buying	1%
Already bought from another group	<1%
Items for sale are low quality/value	<1%
Other	7%

Prevalence of Online Fundraising

Question: Were any of those school or youth group fundraisers conducted online? That is, did you purchase at least one product through an Internet website?

	All Respondents that supported a fundraiser (2011) (n=634)	Parents that supported a fundraiser (2011) (n=312)
Yes	9%	14%
No	90%	86%

Participation in Fundraising

Question: Did your child[ren] participate in a school or youth group fundraiser involving product sales in the past 12 months? That is, did you or your child[ren] sell at least one item?

	Parents (n=393)
Yes	66%
No	33%

Who Actually Made the Sale

Question: When you and your child[ren] sold items to support a school or youth group fundraiser over the past 12 months, who actually did the selling?

	Parents whose children participated in a fundraiser (n=204)
Your child[ren] and you or your spouse	56%
Your child[ren]	28%
You & spouse	16%
Someone else	<1%

Promoting Fundraising Goal

Question: During your fundraising purchase, were you told how the money raised by the fundraiser would be spent?

	All Respondents that purchased a product (n=634)	Parents that purchased a product (n=312)
Yes	72%	75%
No	27%	25%

Question: How did your awareness of how the fundraising money would be spent impact your decision to support by purchasing fundraising products?

	All Respondents who were told how money would be spent (n=446)	Parents who were told how money would be spent (n=233)
Was not influenced	34%	32%
Purchased more than originally planned	25%	30%
Otherwise would not have purchased anything	37%	35%
Don't Know	2%	2%