

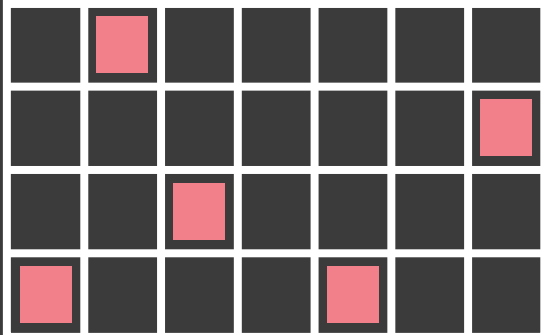
# CHARITY CHECKOUT EVOLUTION STUDY

**71%** have donated to charity at the register

**66%** OF CONSUMERS **DONATE LESS THAN \$2.00** TO CHARITY AT THE REGISTER AT ONE TIME

**1 in 2** respondents like being asked to give to charity at the register

**55%** of consumers prefer to be asked once per month or more



CONSUMERS LIST CHARITY **BRAND RECOGNITION** AS THE **#1** REASON THEY ARE COMPELLED TO GIVE TO CHARITY AT THE REGISTER.

Consumers prefer a donation request come from the cashier in the form of **\$1 added onto their total bill**



## BRAND RECALL

**47%** OF CONSUMERS REMEMBER THE LAST CHARITY THEY GAVE TOO AT THE REGISTER:

### SPRING

1. Children's Miracle Network Hospitals
2. March of Dimes
3. St. Jude Children's Research Hospital

### FALL

1. St. Jude Children's Research Hospital
2. March of Dimes
3. American Red Cross

**65%** OF CONSUMERS REMEMBER THE LAST RETAILER THAT ASKED THEM TO GIVE TO CHARITY AT THE REGISTER.

1. Walmart
2. Walgreens
3. Kroger

1. Walmart
2. Albertson's/Safeway
3. Kroger



**79%** FELT POSITIVELY ABOUT THE CHARITY AFTER SUPPORTING THEM AT THE REGISTER



**60%** FELT POSITIVELY ABOUT THE RETAILER AFTER BEING ASKED TO DONATE AT THE REGISTER