On Purpose

2024 Point-of-Sale Research
Consumer Sentiment In the E-Commerce Space

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63%
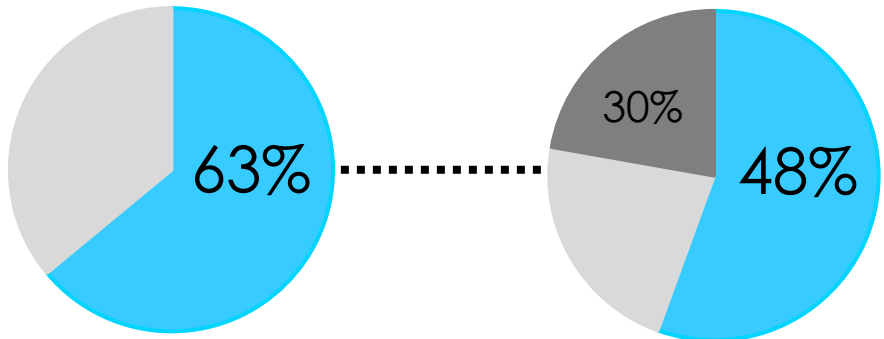
63% of people have donated to a charity via a retailer's website in the last 12 months

48%
30%

48% of people prefer to be asked to donate before their digital check out vs. donating after the cart is paid (30% don't have a preference)

66%
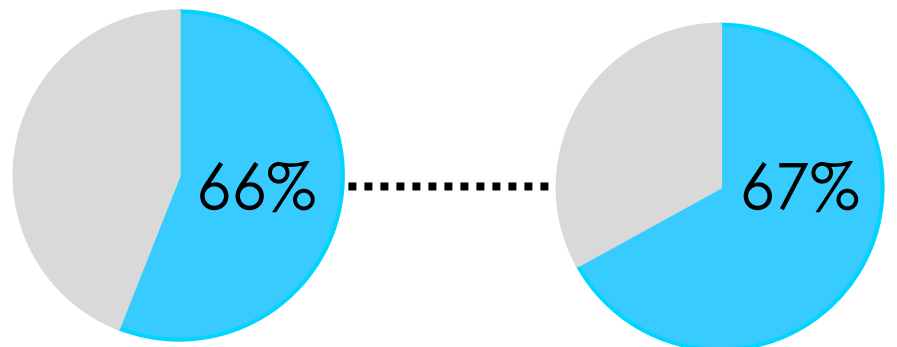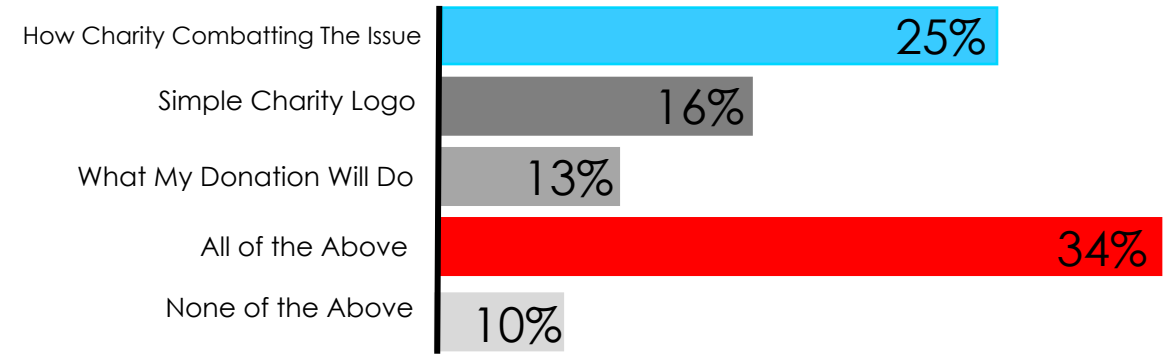
66% of those that donated through a retailer's website were women

67%

67% of those that donated through a retailer's website felt neutral or positive about being asked to give

"When shopping digitally and being asked to donate, how would you prefer to donate?"

Round Up	No Preference	I Decide Amount	$5	$1
39%	22%	17%	12%	10%
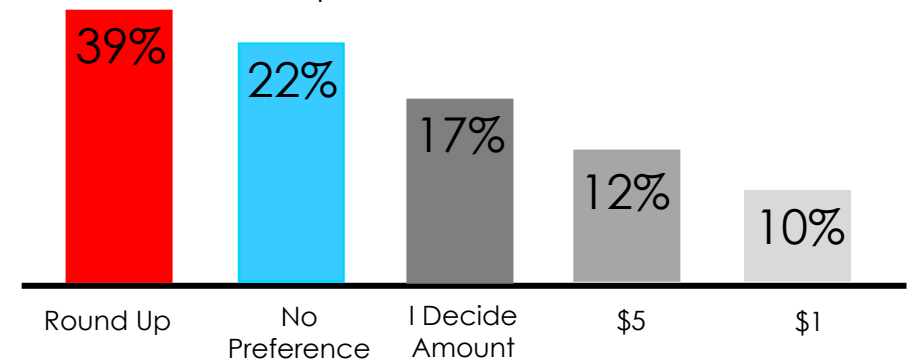
"When asked to give to a charity on a retailer's website, what information do you want to see about the charity you are being asked to donate to?"
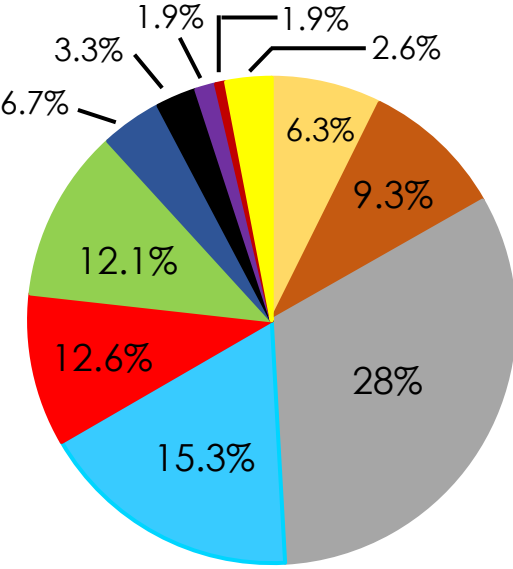
- How Charity Combatting The Issue — **25%**
- Simple Charity Logo — **16%**
- What My Donation Will Do — **13%**
- All of the Above — **34%**
- None of the Above — **10%**

"What motivated you to give to the charity through the retailer's website?"

#1 Giving made me feel like a hero

#2 I have a personal connection to the cause or charity

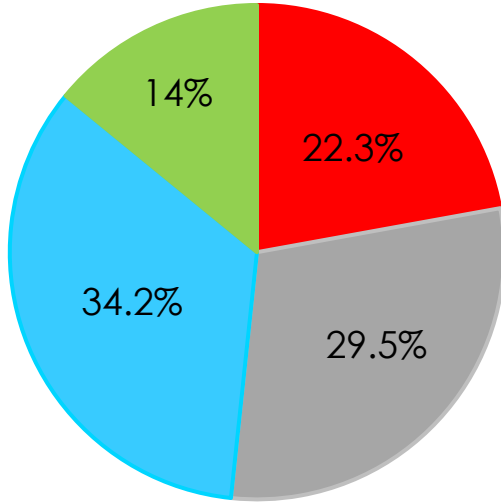**#3** Because I was asked to give

"Why did you decide not to give to the charity through the retailer's website?"

#1 There was not enough info about what my donation would do to help

#2 I don't like being asked to donate to a cause while I am shopping

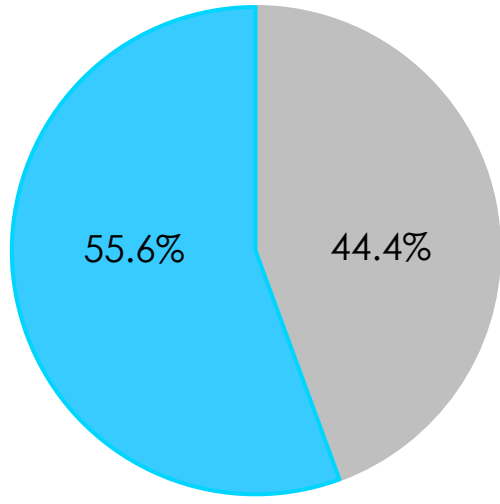**#3** There was not enough information about the charity

Demographic Detail:

Income (left pie chart):
- $0-9,999: 6.3%
- $10,000-$24,999: 9.3%
- $25,000-$49,999: 28%
- $50,000-$74,999: 15.3%
- $75,000-$99,999: 12.6%
- $100,000-$124,999: 12.1%
- $125,000-$149,999: 6.7%
- $150,000-$174,999: 3.3%
- $175,000-$199,999: 1.9%
- $200,000+: 1.9%
- Prefer not to answ: 2.6%

Age (center pie chart):
- 18-29: 22.3%
- 30-44: 29.5%
- 45-60: 34.2%
- > 60: 14%

Gender (right pie chart):
- Male: 44.4%
- Female: 55.6%

About The Study:
U.S. Market
Survey Conducted Through an Online Survey Platform
Conducted in January 2024
487 Respondents
97% Confidence Level
Age, Gender, Income Based on Basic Census Data

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