

KRC RESEARCH



The American Public Response to the Earthquake in Haiti:

A nationally representative telephone survey of 1,000 U.S. adults

January 2010

Methodology

Dates of interviews: Monday, January 18 – Wednesday, January 20, 2010

Survey mode: Random-Digit Dial (RDD) Telephone

Sample: 1,000 U.S. adults, 18 years of age and older

Margin of error: +/- 3.1 percentage points at the 95% confidence level

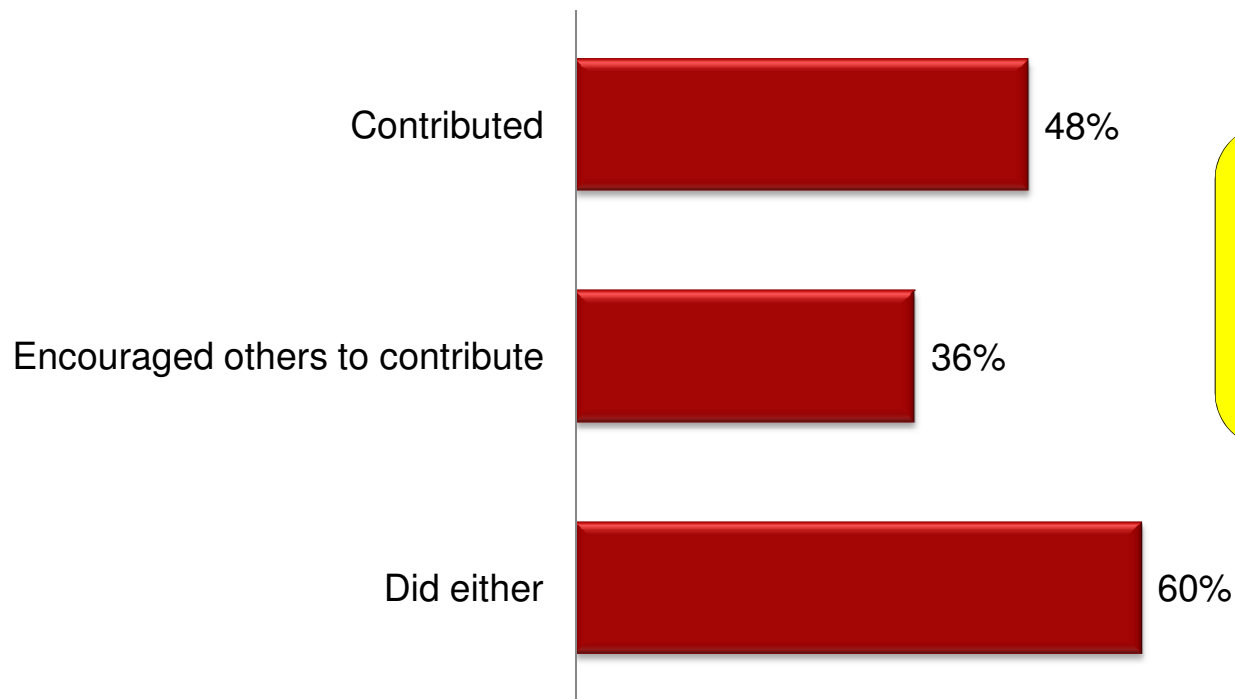
Notes: Numbers may not total 100% due to rounding.

Overview of Findings

- Large numbers of American families and employers have gotten involved to help with disaster relief and recovery efforts for Haiti.
 - Families are giving in a variety of ways, mostly by donating money and praying. Nearly half of those who have contributed money have given to the American Red Cross.
 - Though many have mailed in their monetary contributions, modern electronic donation methods have made it easier for all generations of Americans to give.
 - The pace of giving is expected to remain strong. Those who have already contributed expect to do more of the same over the next week or so.
 - The vast number of Americans feel positive toward non-partisan humanitarian efforts to aid those affected by the earthquake, such as the Clinton Bush Haiti Initiative, and some feel *more* likely to give as a result of these partnerships.
- Most Americans are following news about the earthquake closely and nearly all are talking about the story. A significant number feel a personal connection to what has happened—either through family, friends, or business connections—particularly in the Northeast and South.

American families and employers are contributing to relief and recovery efforts for Haiti in large numbers.

Have you or your immediate family contributed in any way to a group that is helping with earthquake relief and rebuilding for Haiti? Whether or not you have made contributions yourself, have you encouraged anyone else, like friends or your employer, to contribute in any way?

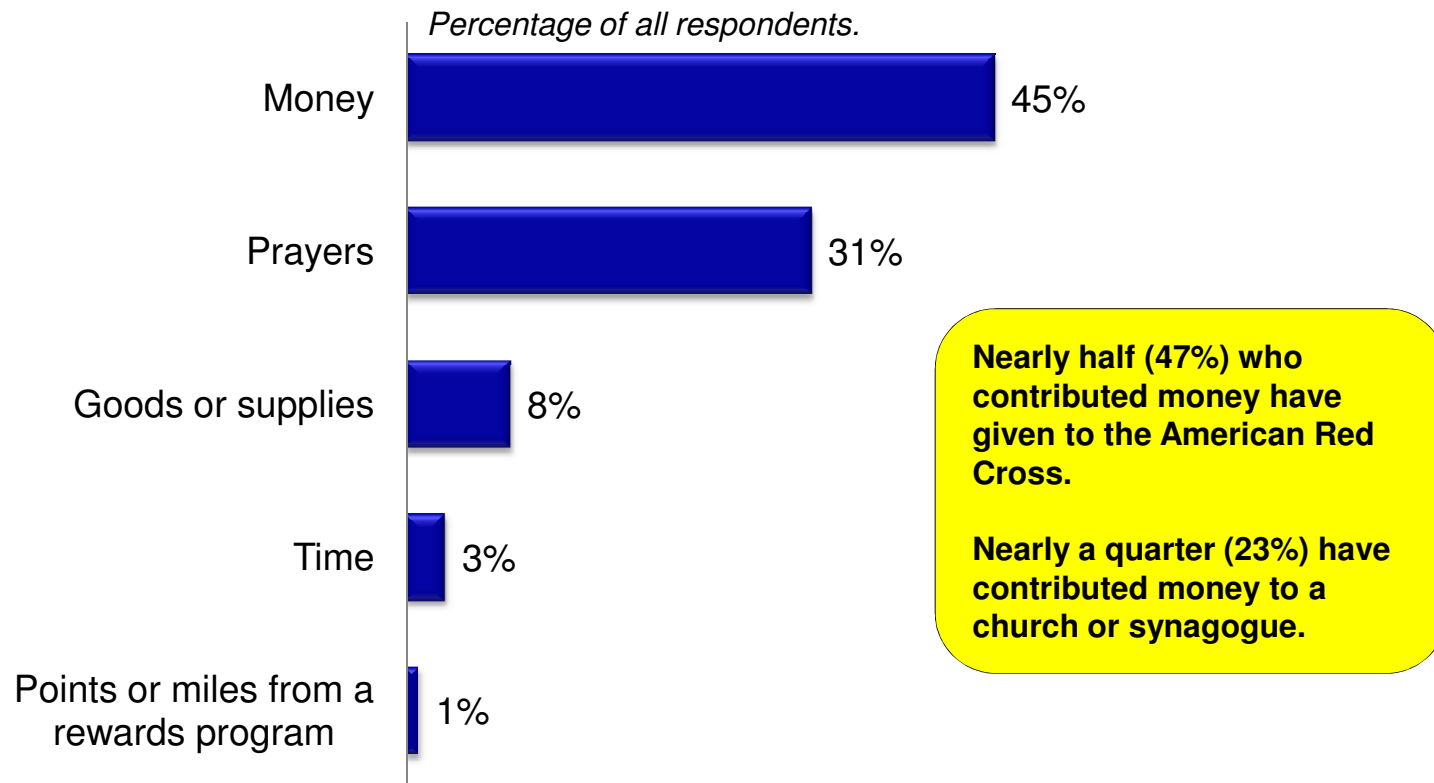


Nearly 7 in 10 Americans with family, friends, or connections in Haiti (69%) have contributed money, prayer, good and services, or time to relief and recovery efforts.

American families are contributing in a variety of ways to a variety of organizations.

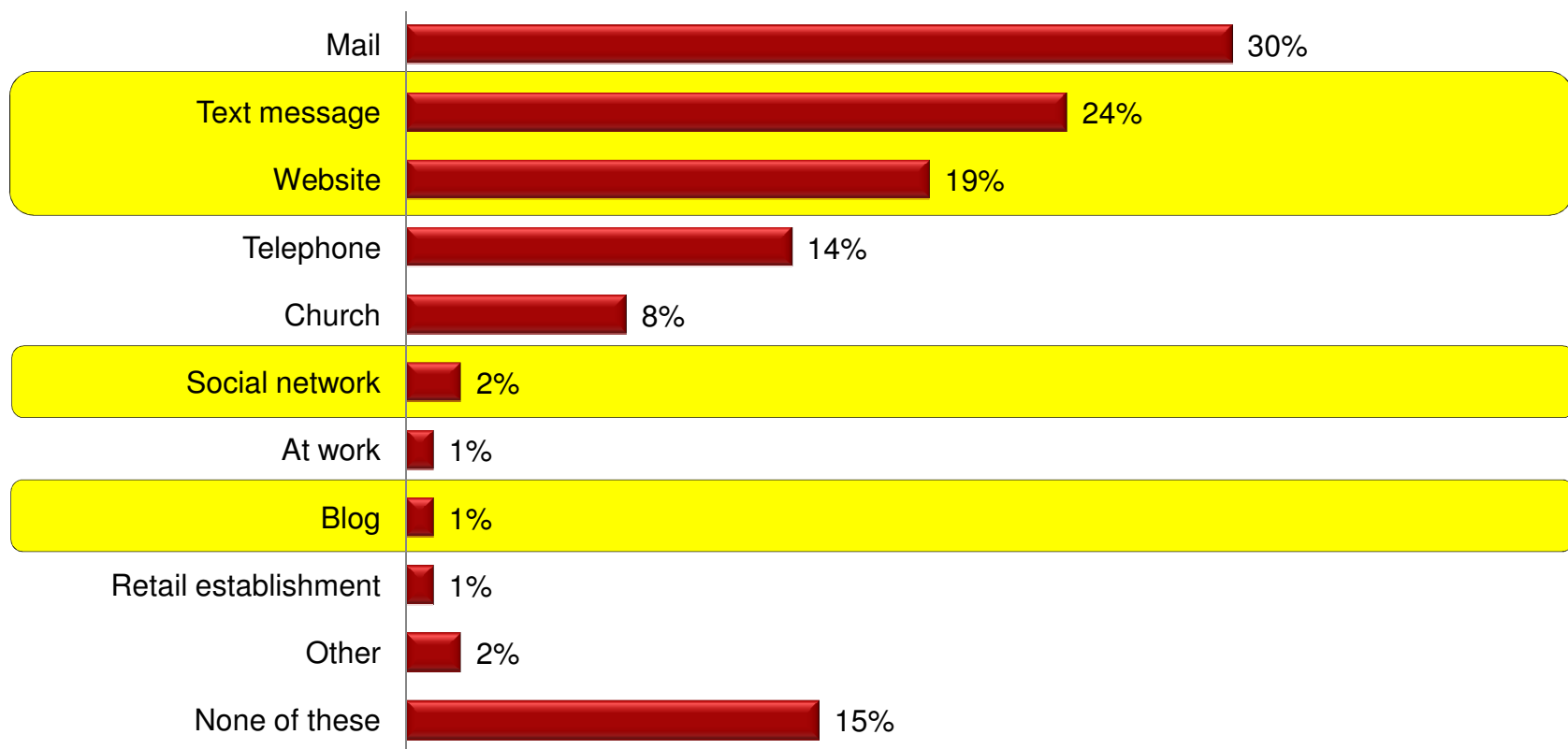
Of those who contributed money, half donated to the Red Cross.

And, which of the following have you or your immediate family contributed to relief efforts in Haiti?



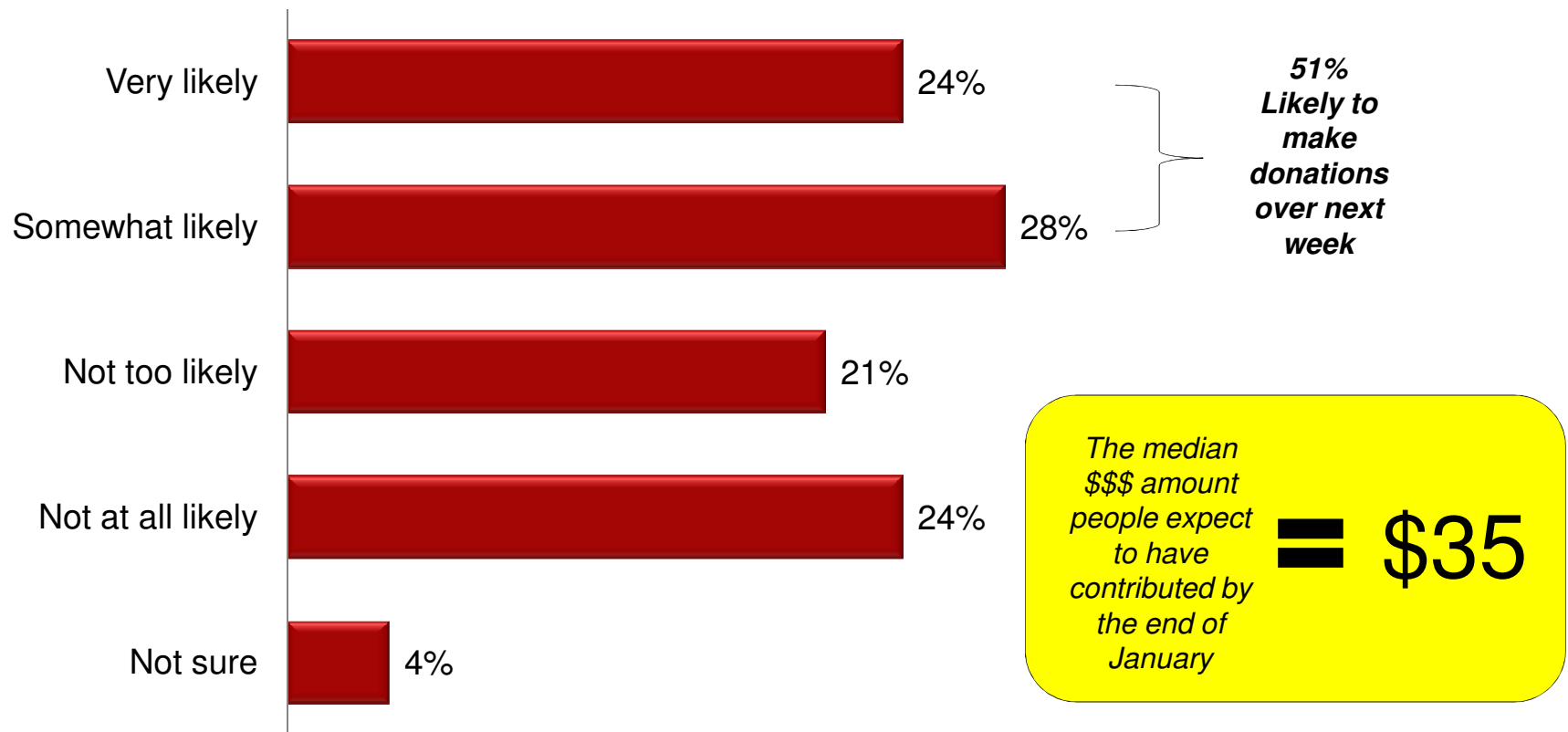
Though most are still mailing money or checks, modern electronic donation methods have made it easier to give.

IF CONTRIBUTED MONEY: Next, I'm going to read you a list of different ways people have contributed money to the relief efforts in Haiti. Please tell me which ones you or your immediate family have done. Have you or your family contributed money via...



The pace of giving is expected to remain strong, and those who've already contributed are likely to give more soon.

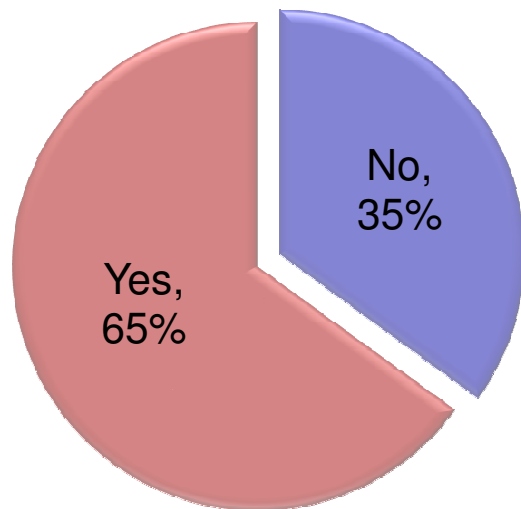
Whether or not you have already contributed to relief efforts in Haiti, how likely are you to make donations of money, time, or something else in the next week or so?



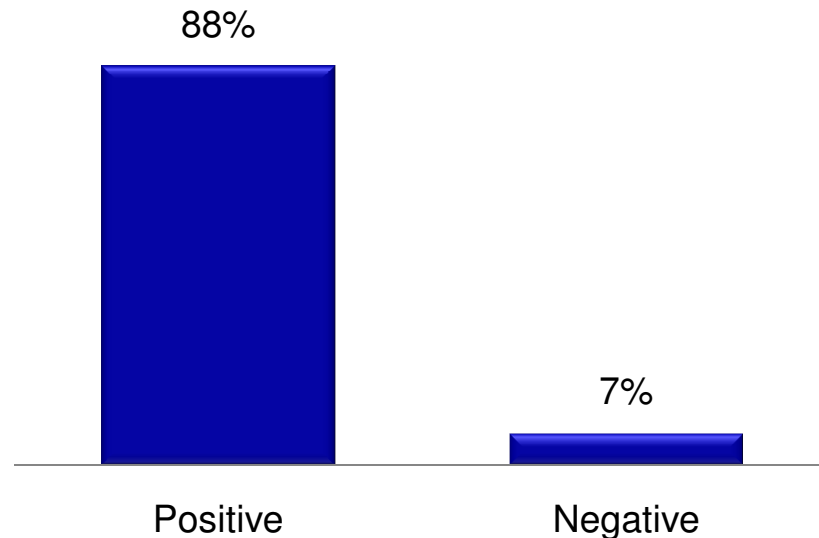
Two in three have heard of the Clinton Bush Haiti Initiative, and nearly all feel positive toward their partnership.

2 in 10 say such a non-partisan effort makes them more likely to give.

Have you heard about the Clinton Bush Haiti Fund?



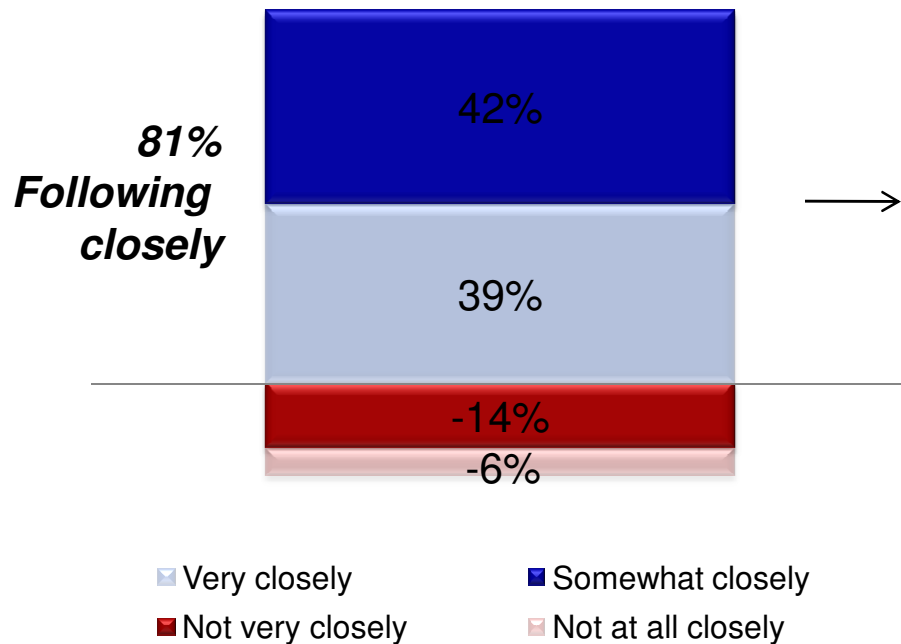
What is your opinion of former presidents from the Democratic and Republican parties coming together to raise funds for humanitarian disaster relief and rebuilding in Haiti?



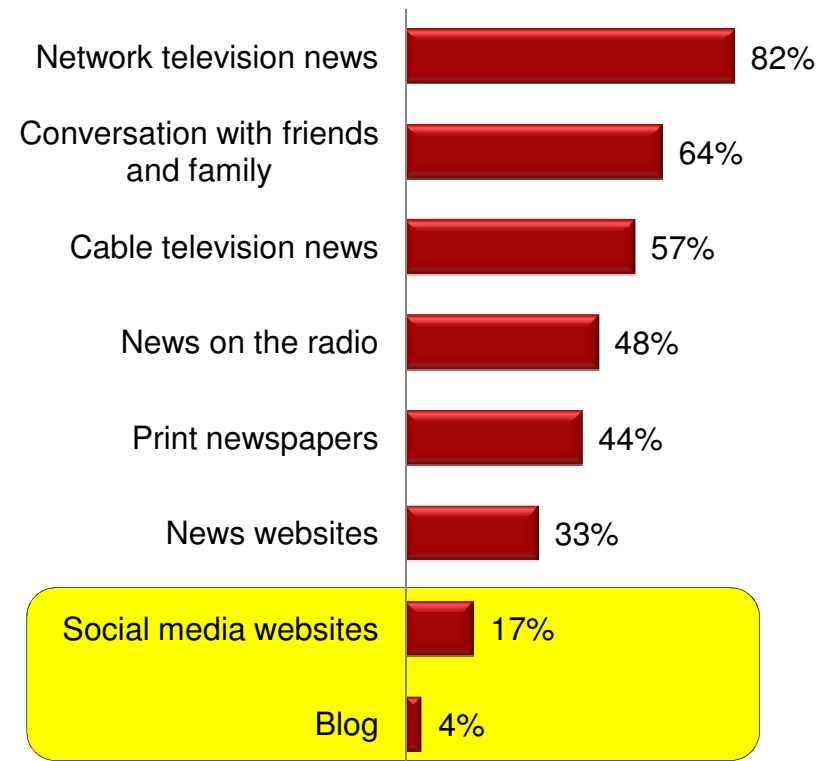
The vast majority of Americans are following news of the earthquake in Haiti closely.

Most are getting their information about the disaster from television.

How closely have you been following the news about the earthquake that hit Haiti last Tuesday?



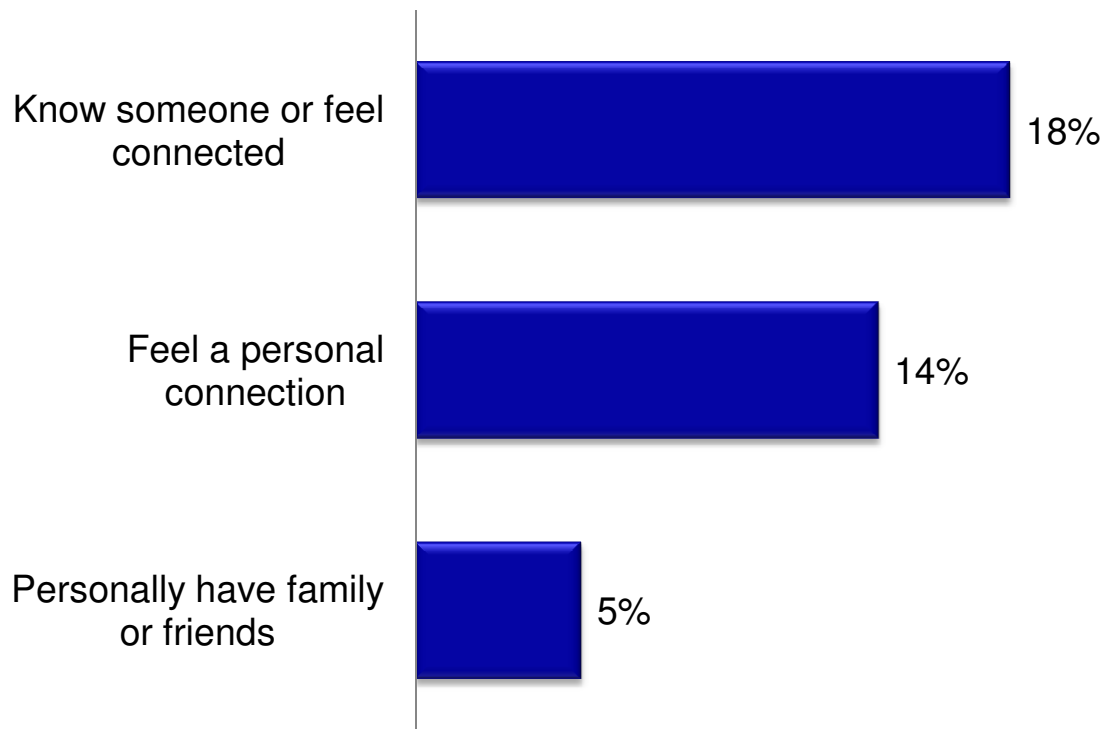
From which of these have you heard about the earthquake in Haiti?



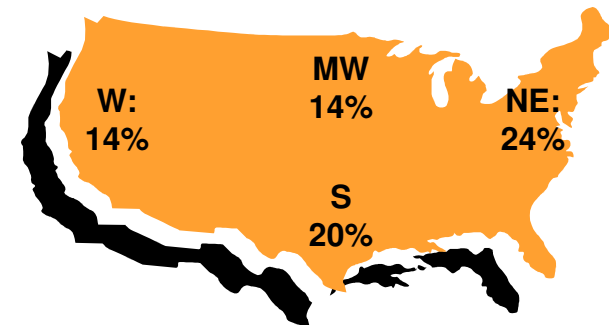
Many Americans feel personally connected to the tragedy in Haiti – particularly in the Northeast and South.

Do you personally have any family or friends who were in Haiti when the earthquake happened?

IF NO: Do you feel like you have any other personal connections to what has happened in Haiti—for example, through a friend of a friend, or person you do business with?



Percentage reporting having family or friends, plus other connections in Haiti during earthquake (by U.S. region)



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