



The State of Giving in America from Kids' and Moms' Perspectives

In 2010, Betty Crocker® Fruit Flavored Snacks conducted the “Kids’ Altruism Indicator,” a joint research initiative with *Parenting* magazine to uncover kids’ views on giving back and helping others. As a component of the partnership, The Parenting Group’s MomConnection® research network provided insights on how moms instill altruistic values in their kids. Together, these reports shine a spotlight on the process families go through regarding giving. See below for results specific to each group surveyed: Moms and Kids.

According to Moms:

Which of the following do you think is the best way for your child(ren) to help others?

| Response | Total* |
|--|--------|
| Donating goods, such as clothes or food | 89% |
| Volunteering their time, such as to help clean up a park or serve food to the homeless | 78% |
| Helping to send a card or care package to soldiers | 56% |
| Participating in a fundraising event like a dance-a-thon, bake sale or charity walks | 55% |
| Donating money (e.g., part of their allowance to a charity, cause or person in need | 46% |
| Other | 11% |

According to Kids:

Which of the following, if any, have you ever done to help others?

| Response | Total |
|---|-------|
| Donating goods, such as clothes or food | 87% |
| Participated in fundraising events, such as a dance-a-thon, bake sale or charity walk | 71% |
| Donated money, such as my allowance, to a charity, cause or person in need | 61% |
| Volunteered time, such as to help clean up a park or serve food to the homeless | 54% |
| Sent a card or care package to soldiers | 53% |
| Other | 1% |

* All decimals are rounded to the nearest percentage point. This may result in certain numerical totals adding up to slightly more or slightly less than 100 percent.



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According to Moms:

Which of the following do you think your child(ren) would enjoy most to help those in need?

| Response | Total |
|--|-------|
| Participating in a fundraising event like a dance-a-thon, bake sale or charity walk | 66% |
| Donating goods, such as clothes or food | 64% |
| Helping to send a card or care package to soldiers | 63% |
| Volunteering their time, such as to help clean up a park or serve food to the homeless | 60% |
| Donating money (e.g., part of their allowance) to a charity, cause or person in need | 21% |
| Other | 8% |

According to Kids:

Which of the following, if any, do you think you would enjoy doing to help people in need?

| Response | Total |
|--|-------|
| Donating goods, such as clothes or food | 80% |
| Volunteering time, such as to help clean up a park or serve food to the homeless | 77% |
| Sending a card or care package to soldiers | 75% |
| Participating in fundraising events, such as a dance-a-thon, bake sale or charity walk | 75% |
| Donating money, such as my allowance, to a charity, cause or person in need | 72% |
| Other | 1% |





According to Moms:

Which would make you more proud?

| Response | Total |
|------------------------------------|-------|
| Your child becomes a giving adult | 94% |
| Your child becomes a wealthy adult | 5% |

According to Kids:

Which would you rather be when you grow up?

| Response | Total |
|-------------------------|-------|
| A giving adult | 87% |
| A wealthy or rich adult | 9% |

According to Moms:

Which would be harder to do?

| Response | Total |
|---|-------|
| Get your kids to eat vegetables every day for an entire year | 69% |
| Get your kids to give away their toys that they no longer use | 29% |

According to Kids:

Which would you rather do?

| Response | Total |
|---|-------|
| Donate all of the toys I no longer use to someone in need | 85% |
| Eat all my vegetables every day for one year | 14% |





According to Moms:

Which of the following lessons did you learn from one or both of your parents?

| Response | Total |
|--|-------|
| How to be polite and have good manners | 89% |
| How to do laundry or clean my home | 79% |
| How to cook | 62% |
| How to save money | 50% |
| How to donate time or money to charitable causes | 43% |
| None of the above | 5% |

According to Kids:

Which of the following, if any, have your mom or dad ever talked to you about?

| Response | Total |
|-------------------------------------|-------|
| How to be polite and respect others | 92% |
| How to help others | 85% |
| How to do laundry or clean my home | 84% |
| How to save money | 73% |
| How to cook | 63% |





According to Moms:

How old do you think your child(ren) have to be before they can begin to participate in charitable activities?

| Response | Total |
|----------|-------|
| 3-4 | 36% |
| 5-6 | 34% |
| 0-2 | 13% |
| 7-8 | 12% |
| 9-10 | 4% |
| 11+ | 2% |

According to Kids:

How old do you think someone has to be in order to help others?

| Response | Total |
|-------------|-------|
| 4-8 | 22% |
| 9-17 | 9% |
| 18-25 | 5% |
| 26 or older | 3% |
| 1-3 | 2% |





According to Moms:

When it comes to charitable acts, who do you think your child(ren) can help?

| Response | Total |
|--|-------|
| People in my hometown | 83% |
| Kids at school | 79% |
| Neighbors | 79% |
| Family | 71% |
| Kids in another country (e.g., Haiti, Africa, Chile, etc.) | 60% |
| None of the above | 2% |

According to Kids:

Who do you think you can help?

| Response | Total |
|--|-------|
| My family | 87% |
| Kids at my school | 85% |
| Kids in another country, such as Haiti, Africa, or Chile | 83% |
| My neighbors | 81% |
| People in my hometown | 81% |

Methodology

The report focusing on moms was conducted by The Parenting Group's MomConnection® research network December 9-17, 2010 through www.momconnection.com. A total of 386 panel members with at least one child under 12 completed the survey. The margin of error for this report is plus or minus 5 percentage points.

The report focusing on children was conducted by Kelton Research December 1-16, 2010 using Random Digit Dialing of listed and unlisted numbers. Quotas are set to ensure reliable and accurate representation. A total of 501 children between ages 7-12 completed the survey. In this particular study, the chances are 95 in 100 that a survey result does not vary, plus or minus, by more than 4.4 percentage points from the result that would be obtained if interviews had been conducted with all persons in the universe represented by the sample.



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