

Ask at the Register Insights

Prepared by CMN Hospitals

Children's Miracle Network Hospital's commissioned a consumer insights survey through industry-leading survey company, SurveyMonkey on May 14th to understand the current sentiment around giving/asking at the register. The survey asked respondents questions about respondent's giving experience at the register in the last 30 days and how they felt about it. They were also asked what style of giving would they prefer when asked, as well as if they would support their local children's hospital to help with the effects of COVID-19.

The results were analyzed against POS consumer sentiment data sourced from Catalist's *2018 POS Giving: Progressing & Prospering* report. Overall, these results show that there is a desire from people across the country to help children's hospitals with the effects of COVID-19 and asking at checkout, especially change round-up, is still an appropriate and even appreciated way for companies to facilitate giving.

Survey Response Highlights



Percentage of respondents that have been asked to give to charity while checking out at a store in the last 30 days.



Percentage of respondents would feel neutral or positive about being asked to give to charity at checkout.



Percentage of respondents prefer round up as the option to give when asked at the register.

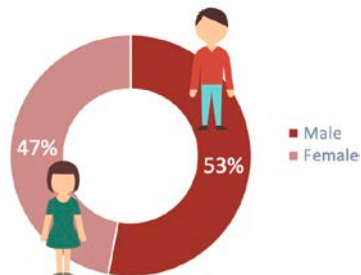


Percentage of respondents said that they are Very likely/Likely to donate to their local children's hospital to help with the effects of COVID-19.

Survey Demographics Provided by-



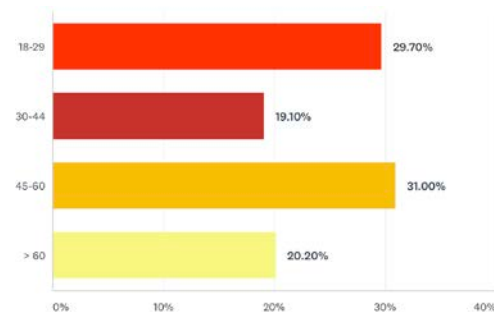
Gender



US Audience Panel



Age



Questions? Contact Kyton Sweat – ksweat@cmnhospitals.org