

# Methodology

Goal was to better understand how the online consumer researches and ultimately donates to nonprofits as well as any cross-channel implications

Compete conducted an online survey using panelists who researched a nonprofit within the past 12 months. Surveys were fielded between May 21st through June 7th 2013 (n=982)

Using Compete's panel of 2M U.S. consumers, Compete measured consumer behavior within the industry in Q4 2012 and Q1 2013

We **tracked** consumers online to understand their researching habits and searching patterns



We analyzed the behavior of those **donating to nonprofits**, tracking their behavior backward from the point of conversion.



**Surveyed** nonprofit researchers to understand their purchase behavior.

