

## Attitudes Toward Charitable Giving – 2005

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According to recent survey data collected by the Nonprofit and Social Issues Research team at Harris Interactive, large numbers of Americans are contributing their time and/or money to non-profit organizations. Surprisingly, this isn't solely limited to the more affluent households. Significant proportions of the less well-off feel the need to provide some level of support to others as well.

For the most part, people acknowledge making at least modest (under \$500) financial contributions though at the same time, many adults also say that they are volunteering their time as well. Furthermore, the expectation is that this "culture of giving" either time or money will continue at a similar pace in the future should the need arise, though obviously this is difficult to predict and will depend mainly on the perceived need and nature of disasters or other emergencies.

Specifically, the online research conducted between October 11 and 17, 2005 among a national cross-section of 1,833 adults aged 18 or over found:

- 80 percent of adults have made a financial contribution to a non-profit organization including charities, churches, hospitals, museums, etc. This cuts across all demographic groups. While it may not be surprising that large majorities of people in households with \$50,000 or higher in income made financial contributions to non-profit organizations, a majority (69%) of people in household with lower incomes (under \$25,000) said that they made a financial contribution.
- Among those people who have donated money in the past year, the largest percentage (43%) have contributed less than \$500. Another 15 percent have contributed

\$500-\$999 and 17 percent have given \$1,000-\$2,999. Just over one in ten (12%) have given \$3,000 or more.

- Those households with higher incomes give more as compared to those with lower incomes. For example, 21 percent of people in households with income of \$75,000 or more give \$3,000 or more while 62 percent of those making less than \$25,000 and 66 percent of those making between \$25,000 and \$35,000 say they give less than \$500.
- Those who are donating this year also plan to donate at least at the same level as last year. Over two-thirds (68%) say they will give about the same amount and another one in five (22%) say that they will give more. One in ten (10%) say that they will give less. When analyzing the results by household income, a similar pattern emerges. Larger numbers of those with higher incomes will be able contribute more and larger numbers of those with lower incomes will give less.
- In addition to contributing money, significant numbers of people (59%) also volunteer their time. Specifically three in ten (31%) have volunteered to work in a church or a religious organization and slightly smaller numbers have volunteered to help community groups or programs (28%), to benefit youth (28%) and to help with human services (24%).

Finally, in response Hurricane Katrina, over three-quarters (78%) made some sort of contribution. A majority of adults (60%) made a financial contribution while others donated material goods (36%) or volunteered their time (14%).

**TABLE 1**

**Donated to Non-Profit in the Past Year**

Base: All Adults

Q: "In the past year, have you and your household made a financial contribution to a non-profit organization, including charities, churches, hospitals, museums, etc.?"

	Total	Household Income				
		Less than \$25K	\$25K-\$34.9K	\$35K-\$49.9K	\$50K-\$74.9	\$75K+
Base	1162	186	138	192	225	271
	%	%	%	%	%	%
Yes	80	69	64	77	83	90
No	20	31	36	23	17	10

**TABLE 2**

**Amount of Donation**

Base: Donated in Past Year

Q: "Thinking about your charitable contributions to religious organizations, churches, charities, or other non-profit organizations, etc., approximately how much money in total did you (and your household) donate to churches and other charitable or non-profit organizations in the past year?"

	Total	Household Income				
		Less than \$25K	\$25K-\$34.9K	\$35K-\$49.9K	\$50K-\$74.9	\$75K+
Base:	922	132	94	152	186	250
	%	%	%	%	%	%
Less than \$500	43	62	66	45	57	28
\$500-\$999	15	17	11	14	17	17
\$1,000-\$2,999	17	5	9	22	14	28
\$3,000 or more	12	2	5	11	10	21
Decline to Answer	13	14	8	8	1	4

**TABLE 3**

**Donating in the Future**

Base: Donated Money to Non-Profit

Q: "In the next year, do you plan to give more, less, or about the same amount of money as you gave in the last year to charities, churches, and other non-profit organizations?"

	Total	Household Income				
		Less than \$25K	\$25K-\$34.9K	\$35K-\$49.9K	\$50K-\$74.9	\$75K+
Base:	816	118	88	138	182	237
	%	%	%	%	%	%
<b>Will Give More or Same (NET)</b>	<b>90</b>	<b>79</b>	<b>87</b>	<b>89</b>	<b>94</b>	<b>93</b>
Will give more than last year	22	19	26	21	15	27
About the same as last year	68	61	60	69	78	66
<b>Will give less than last year</b>	<b>10</b>	<b>21</b>	<b>13</b>	<b>10</b>	<b>7</b>	<b>7</b>

**TABLE 4**

**Volunteering Time**

Base: All Adults

Q: “In the past year, have you participated in any of the following volunteer activities?”

Base: 1162		Yes	No
Volunteer work for a church or a religious organization	%	31	69
Volunteer work to help community groups and programs	%	28	72
Volunteer work to benefit youth	%	28	72
Volunteer work to help with human services	%	24	76
<b>Volunteer work (NET) at any activity</b>	%	<b>59</b>	<b>41</b>

**TABLE 5**

**Contributions Following Hurricane Katrina**

Base: All Adults

Q: “In the aftermath of Hurricane Katrina, have you done any of the following?”

	Total
Base:	1004
	%
<b>Contributed at all (NET)</b>	<b>78</b>
Made a financial contribution	60
Donated material goods	36
Volunteered your time	14
Something else	11
None of these	22

**Contact Us**

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