

Charitable Giving 2021

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Key Takeaways

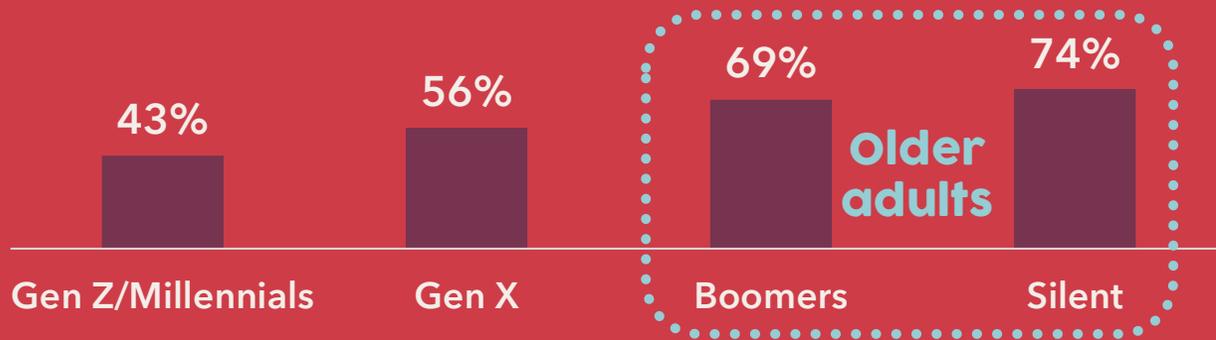
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Half of U.S. adults have made a charitable contribution in the past twelve months. Of this group, most are likely to make more donations before the end of the year. Overall, most donors expect their 2021 charitable giving to be the same or more as last year.



55%

of U.S. adults have made a charitable contribution to a nonprofit or religious organization in the past twelve months, a group more likely to include:



 Households without children (58% vs. 49% of HHs with children)

 Married adults (63% vs. 48% not married)

 Homeowners (64% vs. 41% renters)

 Higher income households (80% of HHs with \$100K+ vs. 56% of HHs with \$50K to \$100K+ in household income and 46% of those with less than \$50K in household income.)

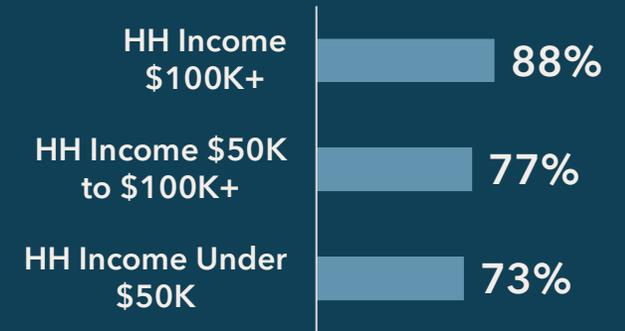
Among those who have already made a charitable contribution in the past twelve months, 78% are likely to make more donations before the end of the year. This group includes:

82%

Married adults

73%

Non-married adults



Eight in ten donors expect their 2021 charitable giving to be the same (54%) or more (26%) than last year.



One in five will donate less than last year.

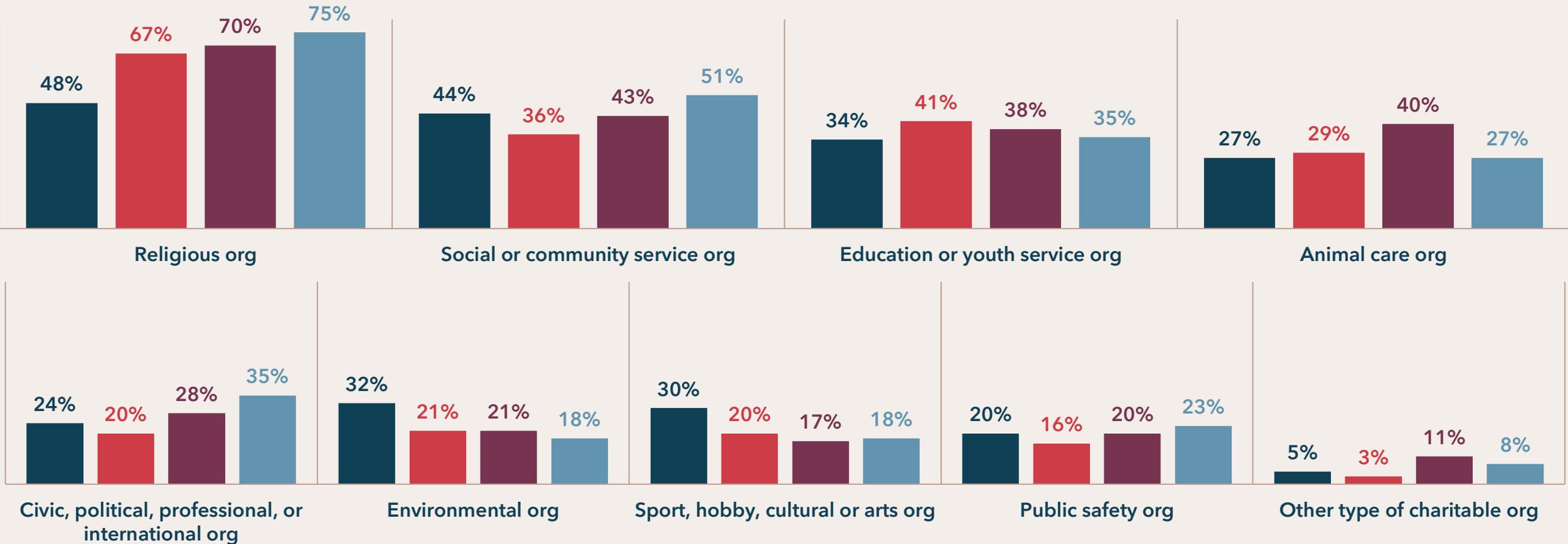
The most common organizations to which donors have contributed include religious, social or community service, and education or youth service organizations. While religious organizations are supported by the largest proportion of adults across generations, support for these organizations increases with age. Interestingly, just 1 in 4 donors supported the environment with a charitable contribution to an organization working on this issue. Gen Z / Millennial adults are most likely to donate to the environment compared to older adults.



Type of Organization Receiving Donations

Base: Adults Who Made a Charitable Contribution in the Past 12 Months

■ Gen Z / Millennial n=138 ■ Gen X n=207 ■ Baby Boomer n=168 ■ Silent Generation n=54



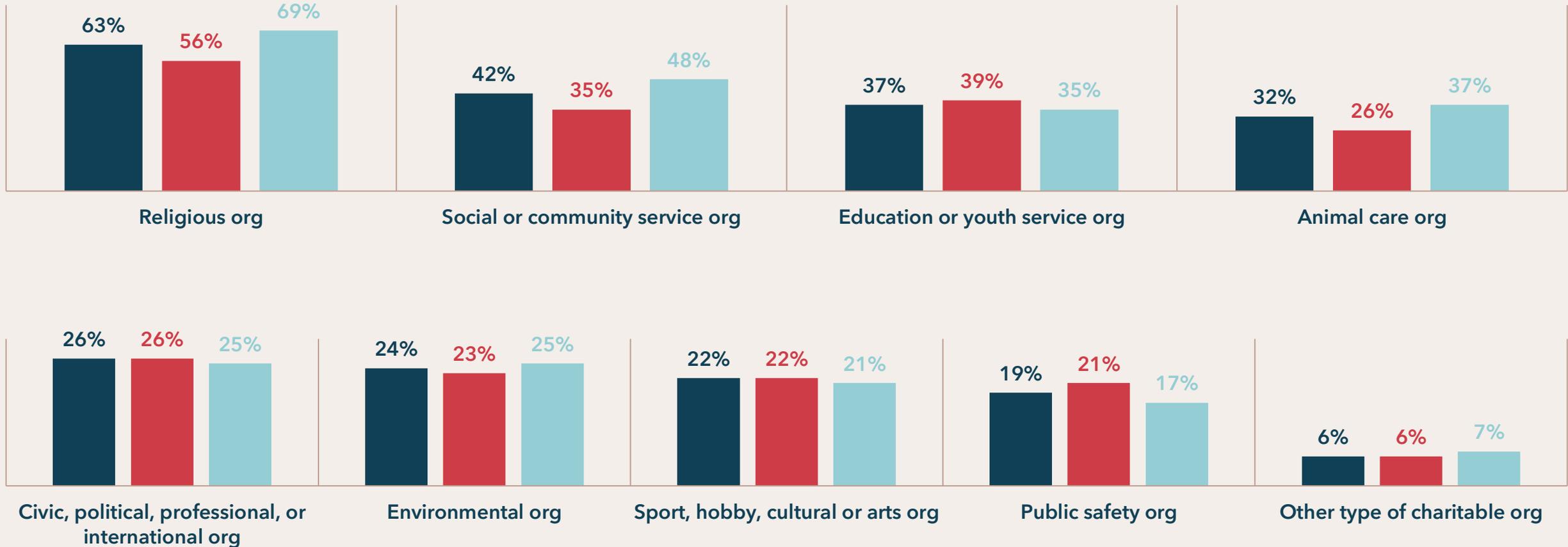


While the giving profile of men and women is largely the same, female donors are more likely than male donors to support religious organizations (69% vs. 56%), social or community service organizations (48% vs. 35%) or animal care organizations (37% vs. 26%).

Type of Organization Receiving Donations

Base: Adults Who Made a Charitable Contribution in the Past 12 Months

■ Total n=570 ■ Male n=308 ■ Female n=262



One-quarter of donors (27%) made a 2021 donation in response to a natural disaster or hurricane.

While the largest proportion of these donors gave nationally, emergency response donations were also given locally, regionally, and internationally.



Donation in response to a natural disaster or hurricane is highest among Gen Z / Millennial adults.



Among those who responded to a natural disaster or emergency:



While donations in response to an emergency may be driven by where the emergency is taking place, in general,

40% of donors prefer to give locally.

A similar proportion, **41%**, say it **doesn't matter.**

Fewer than one in ten prefer to give regionally (7%), nationally (7%) or internationally (6%).

methodology

Interviews for this study were conducted on the SSRS Omnibus from November 2 - 7, 2021, among a nationally representative sample of 1,008 respondents aged 18 and older. The margin of error for total respondents is +/-3.77 percentage points at the 95% confidence level. The design effect is 1.49.

The SSRS Omnibus is a national, weekly, dual-frame bilingual telephone survey. Each weekly wave of the SSRS Omnibus consists of 1,000 interviews, of which 800 are obtained with respondents on their cellphones, and a minimum of 35 interviews completed in Spanish. Sample provided by MSG. For more information visit www.ssrs.com or contact info@ssrs.com.

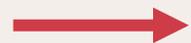
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