

Charitable Giving 2022

ssrs
research. refined.



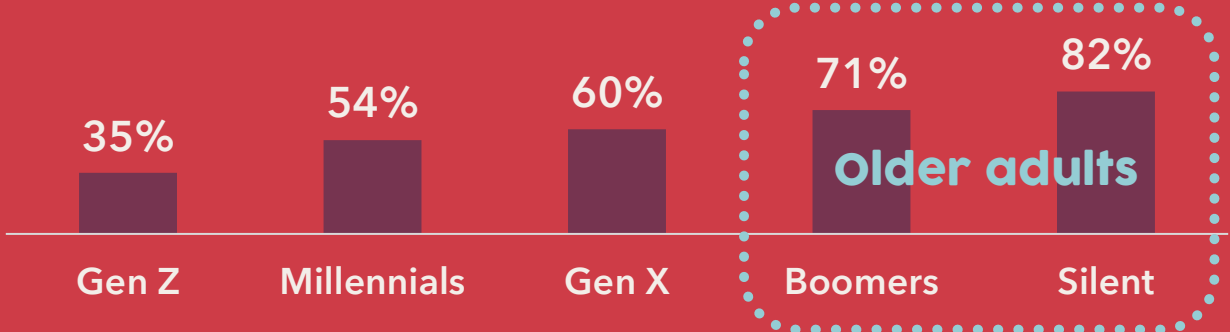
Key Takeaways


SSRS research. refined.

Over half U.S. adults made a charitable contribution in the past twelve months. Of this group, the majority are likely to make more donations before the end of the year. Most donors expect their 2022 charitable giving to be the about the same as last year.





60% 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:



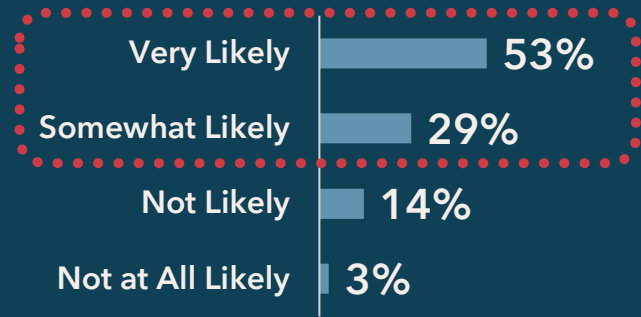
 Those with a college degree or higher (76% vs. 53% some college and 50% high school or less)

 Married adults (71% vs. 49% not married)

 Homeowners (67% vs. 49% renters)

 **Higher income households**
74% of HHs with \$75K+ and 62% of HHs with \$50K to \$74.9K in income **VS.** 49% of those with \$25K to \$49.9K and 44% of those with under \$25K in household income.

Among those who have already made a charitable contribution in the past twelve months, 82% are likely to make more donations before the end of the year. **This group includes:**



86%
Married Adults

77%
Non-married Adults



Eight in ten donors expect their 2021 charitable giving to be the same (48%) or more (36%) than last year.



One in six (17%) will donate less than last year.

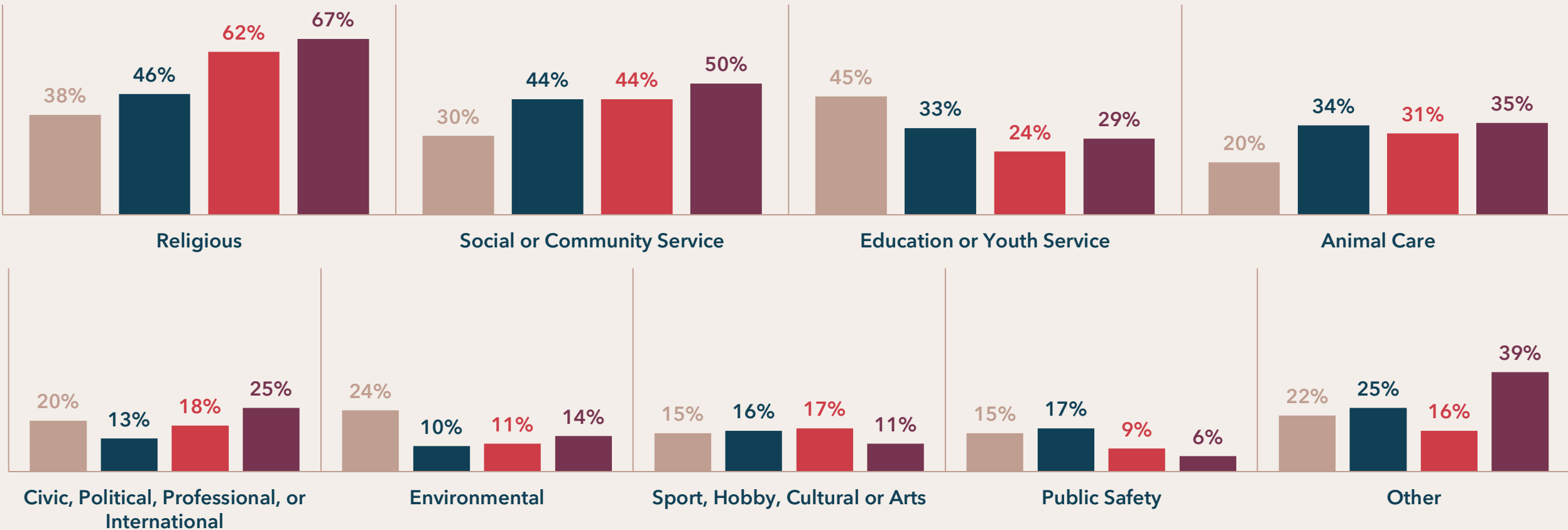
The most common organizations donors have contributed include religious, social or community service, education or youth service, and animal care organizations. While religious organizations are supported by the largest proportion of adults across generations, support for these organizations increases with age. Interestingly, just 13% of donors supported the environment with a charitable contribution to an organization working on this issue. Younger adults are most likely to donate to both education and environmental causes compared to other generations.



Type of Organization Receiving Donations

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

■ 18 to 29 (n=79) ■ 30 to 49 (n=214) ■ 50 to 64 (n=167) ■ 65+ (n=170)



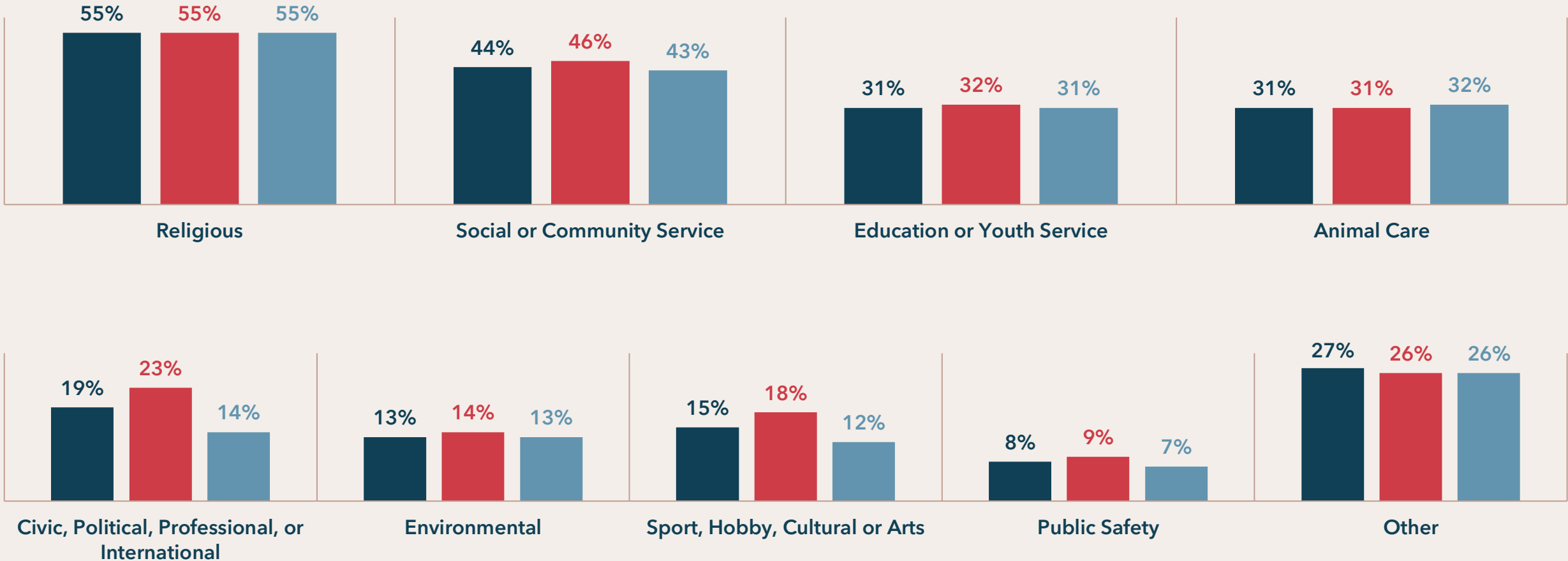
While the giving profile of men and women is largely the same, male donors are more likely than female donors to support civic, political, professional, or international organizations (23% vs. 14%), and sport, hobby, cultural or arts organizations (18% vs. 12%).



Type of Organization Receiving Donations

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

■ Total (n=632) ■ Male (n=273) ■ Female (n=348)



Among those that made a charitable donation in 2022, half prefer to donate to a cause at the local level.

Preference of Donation Location



50%
Local



4%
National



6%
Regional



2%
International



37% of donors say the donation location **does not matter.**



methodology

Interviews for this study were conducted on the SSRS Opinion Panel Omnibus from December 2 - 5, 2022, among a nationally representative sample of 1,002 respondents aged 18 and older. The margin of error for total respondents is +/-3.5 percentage points at the 95% confidence level. The design effect is 1.28.

The SSRS Opinion Panel Omnibus is a multi-client, probability-based survey that fields twice a month. It delivers a nationally representative sample of 1,000 adults age 18 or older in English (with Spanish language option). Data collection is conducted online and via phone (for non-internet and web reluctant respondents) using the probability based SSRS Opinion Panel. Learn more at ssrs.com/ssrs-omnibus-survey.

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