

Charitable giving during the holidays

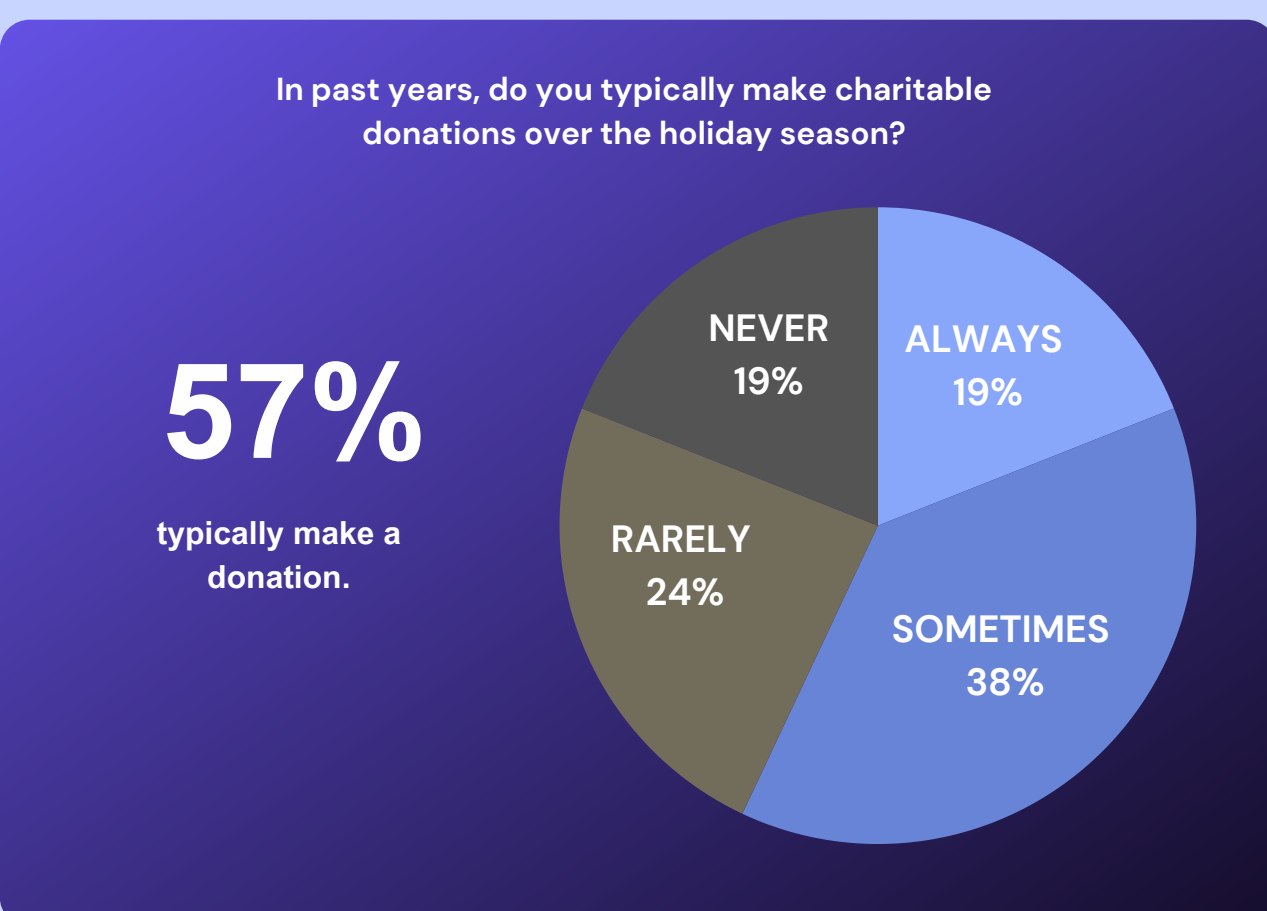
Charities in the United States heavily rely on the holiday season for crucial donations. Heightened festive spirit and charitable giving traditions prompt increased generosity from individuals and businesses, providing essential funds for organizations to support their causes and address pressing social issues across the country. We fielded a study to see whether increased cost of living will alter charitable giving this holiday season.



INSIGHTS BY:
Demetre Eliopoulos
SVP & Managing Director,
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The holiday season is still a time for giving:

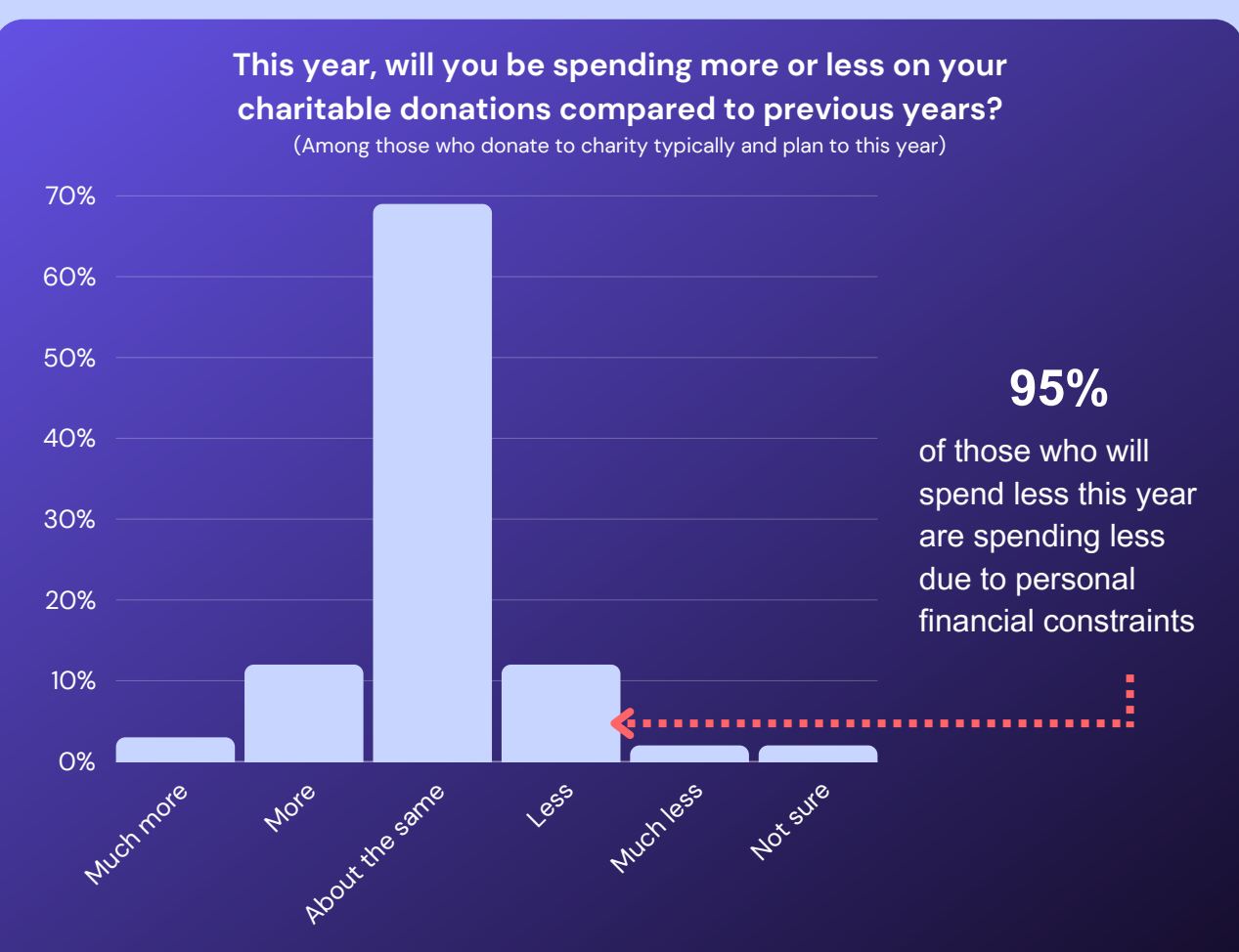
Half of Americans are likely to donate to charity over the last two months of the year.



A commitment to giving:

During a time of increased cost of living, almost half of Americans say they intend to spend less this year during the holidays – but that doesn't apply to charitable giving. Compared to last year, charitable donations during the holidays will remain roughly the same.

46% of Americans say they intend to spend less money (on gifts, travel etc.) during the holiday season compared to last year.



“At a time when Americans are tightening their purse strings, it is reassuring to see so many make holiday giving a priority. During this time, charitable donors are focused on their own community to help support those who are struggling during these challenging times.”

Demetre Eliopoulos, SVP & Managing Director, Research

METHODOLOGY

Between Nov 27-29, Angus Reid Group surveyed a representative sample of n=1,006 American adults. The sample frame was segmented by age, gender, and education according to the latest census data. For comparison purposes only, a probability sample of this size would yield a margin of error of +/- 3.1 percentage points, 19 times out of 20.