



PUBLIC POLL FINDINGS AND METHODOLOGY

Topline Findings

September 24, 2024

Americans Are Giving to Charity, But Economic Concerns Loom Large

While Americans remain committed to charitable giving, economic uncertainty is impacting their generosity.

Key findings from the poll include:

- **Giving remains steady:** Most Americans (58%) report giving the same amount to charity this year compared to last year.
- **Motivation to give is high:** The top motivators for giving are personal happiness (46%) and alignment with personal values (45%).
- **Animals and health are top causes:** The most popular causes Americans currently support are animal-related charities (30%) and health organizations (27%).
- **Economic concerns are impacting giving:** Slightly more than half of Americans (52%) say they are donating less to charity this year because of the current economy.
- **Many feel torn between giving and personal finances:** One-third (32%) of Americans feel torn between paying off their own debt and supporting charitable causes.

These are the findings of Wells Fargo poll conducted by Ipsos conducted September 20-23, 2024. For this survey, a sample of 1,004 adults age 18+ from the continental U.S., Alaska, and Hawaii was interviewed online in English. This survey includes 645 adults who have given to charity in the past year.

The poll has a credibility interval of plus or minus 3.8 percentage points for all respondents.

For full results, please refer to the following annotated questionnaire:

NOTE: All results show percentages among all respondents, unless otherwise labeled. Reduced bases are unweighted values.

*NOTE: * = less than 0.5%, - = no respondents, NA = not applicable*

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GAME CHANGERS





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Full Annotated Questionnaire

Q1. How much money have you given to charity in the past year?
(Enter amount in whole dollars. If you are unsure, your best guess is fine)

	Total	Donated
\$0	33%	-
\$1 to \$25	7%	10%
\$26 to \$50	6%	9%
\$51 to \$100	9%	13%
\$101 to \$200	8%	12%
\$201 to \$300	7%	11%
\$301 to \$500	8%	12%
\$501 to \$1,000	6%	8%
\$1,001 to \$2,500	6%	10%
More than \$2,500	10%	15%
AVERAGE DONATION		
	\$1,632	\$2,420
MEDIAN DONATION		
	\$100	\$300

Q2. Compared to last year, have you given more to charity, less or the same?

	Total	Donated
I have given more to charity	13%	19%
I have given less to charity	29%	28%
I have given the same to charity	58%	53%





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Q3. What motivates you to give to charity? (Select all that apply)

	Total	Donated
It makes me happy to give	46%	55%
It aligns with my values and beliefs	45%	57%
I have a personal connection to the cause	32%	40%
I feel a moral obligation to give	25%	32%
I have a habit of giving	20%	26%
Giving makes me feel connected to others	17%	22%
I get a tax deduction	10%	12%
My peers are also giving	5%	6%
None of the above	19%	3%





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Q4. Which types of organizations do you currently give to? (Select all that apply)

	Total	Donated
Animals	30%	35%
Health	27%	33%
Religious organizations	26%	32%
Human services	23%	28%
Food Insecurity	21%	25%
Education	17%	21%
Disaster Relief	14%	16%
Environment	12%	15%
Community Development	9%	12%
Civil Rights	8%	10%
Arts/Culture	8%	10%
International aid	7%	9%
Political Organizations	5%	5%
Other	16%	5%





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Q5. If you had \$1,000 to donate to charity, where would you give? (Select all that apply)

	Total	Donated
Animals	32%	34%
Health	30%	33%
Food Insecurity	28%	30%
Human services	25%	28%
Disaster Relief	18%	20%
Religious organizations	18%	22%
Education	17%	19%
Environment	15%	17%
Community Development	10%	11%
Civil Rights	9%	9%
International aid	8%	9%
Arts/Culture	7%	7%
Political Organizations	3%	4%
Other	7%	4%

Q6. Where do you get your advice about giving? (Select all that apply)

	Total	Donated
Friends and family	27%	30%
Internet research	21%	23%
Social media (e.g., TikTok, Facebook, Instagram)	15%	16%
Charity watchdog websites (e.g., Charity Navigator, Charity Watch)	11%	15%
Financial professional (financial advisor, tax accountant)	6%	7%
I don't get any advice about giving	52%	46%

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Q7. How much do you agree or disagree with each of the following statements?

	TOTAL ADULTS		DONATED PAST YEAR	
	Agree Strongly / Agree Somewhat	Disagree Strongly / Disagree Somewhat	Agree Strongly / Agree Somewhat	Disagree Strongly / Disagree Somewhat
I feel my charitable donations will have an impact	77%	23%	88%	12%
I trust the organizations I give to will use my money wisely	79%	21%	91%	9%
Giving to charity is part of my budget	44%	56%	60%	40%
I feel torn between paying off my own debt and supporting charitable causes	32%	68%	32%	68%
I am donating less to charity this year because of the current economy	52%	48%	48%	52%
Giving to charity is less important to me than it used to be	31%	69%	23%	77%
I am constantly bombarded with requests for donation	49%	51%	54%	46%
I give to charity even though I don't have a lot of extra money	54%	46%	68%	32%
I don't have enough money to give to charity	51%	49%	39%	61%
Generosity is one of my core values	78%	22%	87%	13%
I have deferred my own financial needs because I give money to charity	21%	79%	24%	76%
I would like to be more strategic in my charitable giving	57%	43%	59%	41%



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Q8. Please answer yes or no to the following statements

TOTAL ADULTS	Have you heard of Giving Tuesday?	Have you previously participated in Giving Tuesday?	Does Giving Tuesday have an effect on your overall donations to charity?	Do you donate more than you planned on Giving Tuesday?	Do you donate to as much to charity on Giving Tuesday as you spend on Cyber Monday or Black Friday?
Yes	36%	15%	10%	8%	15%
No	64%	85%	90%	92%	85%

DONATED IN THE PAST YEAR	Have you heard of Giving Tuesday?	Have you previously participated in Giving Tuesday?	Does Giving Tuesday have an effect on your overall donations to charity?	Do you donate more than you planned on Giving Tuesday?	Do you donate to as much to charity on Giving Tuesday as you spend on Cyber Monday or Black Friday?
Yes	45%	21%	14%	12%	20%
No	55%	79%	86%	88%	80%





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About the Study

These are some of the findings of a Wells Fargo poll conducted by Ipsos on September 20-23, 2024. For this survey, a sample of 1,004 adults age 18+ from the continental U.S., Alaska, and Hawaii was interviewed online in English.

The sample for this study was randomly drawn from [Ipsos' online panel](#), [partner online panel sources](#), and ["river" sampling](#)) and does not rely on a population frame in the traditional sense. Ipsos uses fixed sample targets, unique to each study, in drawing a sample. After a sample has been obtained from the Ipsos panel, Ipsos calibrates respondent characteristics to be representative of the U.S. Population using standard procedures such as raking-ratio adjustments. The source of these population targets is U.S. Census 2023 American Community Survey data. The sample drawn for this study reflects fixed sample targets on demographics. Posthoc weights were made to the population characteristics on gender, age, race/ethnicity, region, and education.

Statistical margins of error are not applicable to online non-probability polls. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error and measurement error. Where figures do not sum to 100, this is due to the effects of rounding. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll has a credibility interval of plus or minus 3.8 percentage points for all respondents. Ipsos calculates a design effect (DEFF) for each study based on the variation of the weights, following the formula of Kish (1965). This study had a credibility interval adjusted for design effect of the following (N=1,000, DEFF=1.5, adjusted Confidence Interval=+/- 5.3 percentage points).

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About Ipsos

Ipsos is one of the largest market research and polling companies globally, operating in 90 markets and employing over 18,000 people.

Our passionately curious research professionals, analysts and scientists have built unique multi-specialist capabilities that provide true understanding and powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. Our 75 solutions are based on primary data from our surveys, social media monitoring, and qualitative or observational techniques.

Our tagline "Game Changers" sums up our ambition to help our 5,000 customers move confidently through a rapidly changing world.

Founded in France in 1975, Ipsos has been listed on the Euronext Paris since July 1, 1999. The company is part of the SBF 120 and Mid-60 indices and is eligible for the Deferred Settlement Service (SRD). ISIN code FR0000073298, Reuters ISOS.PA, Bloomberg IPS:FP www.ipsos.com