

Nicer than your NEIGHBOR?

Results from a poll on giving and generosity

In an online poll, we asked 500 people to think about the average household in their neighborhood and tell us: **“What percent of their total income do you think they should give to charity this year?”** Here’s what we learned.

6.1%

On average, people think their neighbors should be giving **6.1% of their income to charity**

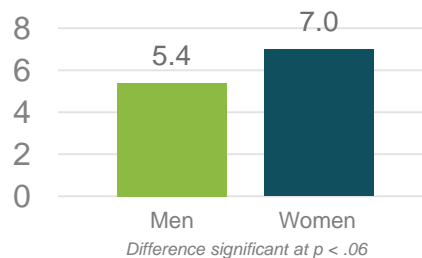


59% of people we surveyed think their neighbors should be giving **5% or more** of their income to charity this year

Compared to their male counterparts, women responded with a benchmark that was **30% higher**



What percent of income should your neighbors be giving to charity?

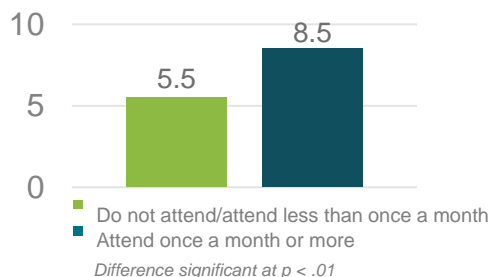


7.5% > 5.3%

Difference significant at $p < .01$

Those who **gave \$100 or more** to charity last year cited a benchmark that was **44% higher**

What percent of income should your neighbors be giving to charity?



The **largest difference in opinion** was driven by regular attendance of religious services. Those who attend once a month or more reported a **55% higher benchmark**

On average, people in the US actually give about 3% of their income to charity*

Methodology: ideas42 conducted an online poll in July 2016. We asked, “Think about the average household in your neighborhood. What percent of their total income do you think they should give to charity this year?” We received 526 responses, of which 11 were incomplete and not included in the analysis above.

* Source: Data on itemized contributions from the 2013 IRS Statistics of Income file, Individual Complete Report (Publication 1304), Table 2.1