



Global TGI Barometer Issue 18: Charitable Donations

In the wake of global emergencies such as the South-East Asian tsunami, Hurricane Katrina in the US, famine in Niger and the recent earthquake in Pakistan and India, disaster aid and charity appeals have been put firmly under the media spotlight. But what are the key trends concerning charity giving, and to what extent do levels of public generosity vary from country to country? Findings from TGI research studies in 12 national markets shed light on charity giving habits around the world.

Charity donations on the up?

Levels of donations can be a key indicator of public attitudes and changing public priorities. The TGI results show that in some markets people are becoming more willing to open their wallets for charity. In Britain, there has been a 12% rise in the number of people making charitable donations over the past five years, and the US has seen a 5% increase. However, France, Germany and Spain have all seen a slight dip in the percentage of charity benefactors over the same time period.

Digging deep

In all of the markets analysed, older consumers seem to be the most generous when it comes to charities. In Sweden, where the highest levels of overall charity giving were recorded, nine out of every ten people aged 55 or above donated money to good causes. And in Australia, a quarter of people aged 55+ said that they gave \$100 or more to charity in the last year, compared to just 9% of 18-24 year olds.

There is a visible gender split when it comes to charity. In most cases, women were found to be more likely than men to make charitable donations. The only market where a higher proportion of men than women gave to charity is South Africa, despite the fact that more women said that they 'believe in supporting charity'.

Charity begins at home

While international aid is increasingly on the agenda, findings from the research reveal that it is still national charities that receive most public support. In Britain, almost a third of the population pledged money to Cancer Research in the last year, making it by far the most popular cause. By comparison, just 14% of people made a donation to overseas relief charities.

The findings revealed that elsewhere in Western Europe, the top causes were children's charities in Germany, disabled charities in both France and Spain, and religious charities in Italy.



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Charity cautious

In some markets, recorded levels of charity giving appear to be relatively low but this is not necessarily synonymous with a lack of generosity. In Turkey for example, a variety of cultural factors help explain why such a small proportion of people claimed to make a charitable donation. Charitable organisations are a relatively new concept, only accessible to metropolitan populations, which means that some consumers are still unfamiliar with the concept, whilst others are sceptical that their donation will actually reach the intended cause. Additionally, more traditional and religious forms of social help or solidarity are common practice in the less urbanized communities. This kind of aid is often kept quiet and considered a duty rather than a charitable donation as such.

Looking forward

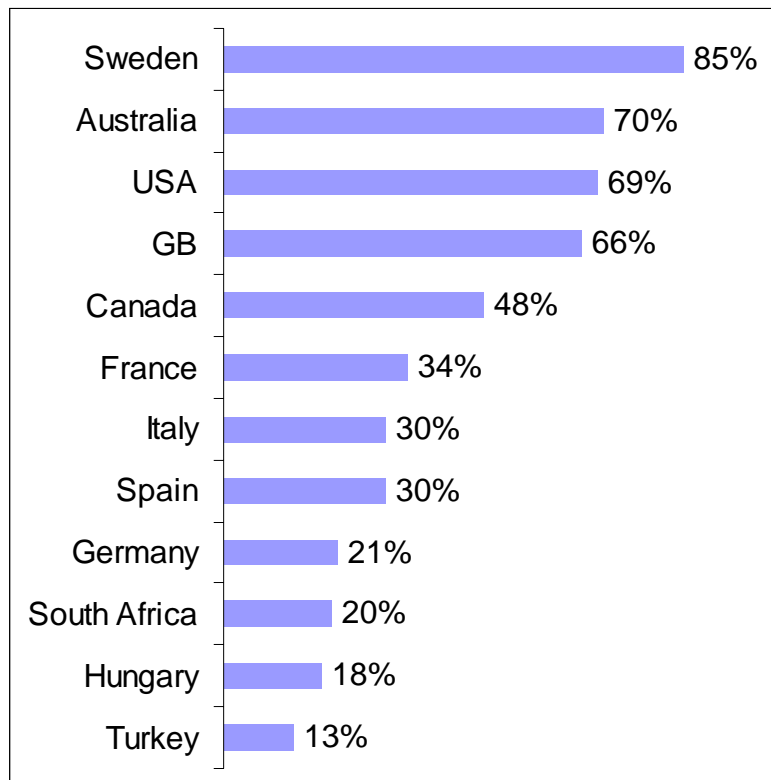
There has been considerable talk in the media of 'donation fatigue' as consumers are being asked to make contributions more and more frequently. Therefore charitable organisations face a significant challenge in donor retention. Setting up direct debits has proved to be an effective means of encouraging loyalty amongst patrons in some markets. For example, almost half (46%) of all donations in Germany were made by direct debit.

Many charities are also hopeful that the internet will provide an increasingly valuable platform for fundraising, particularly amongst younger consumers. The study showed that British 18-24 year olds who donated money to charity in the last year were 39% more likely than average to be heavy internet users.



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Made a charitable donation in the last 12 months



Base: Individuals aged 18+

Source: Global TGI

Contact

Steve Cooke – marketing director KMR Group: +44 (0) 20 8433 4381

Polly Carter – senior marketing executive Global TGI: +44 (0) 20 8433 4383

www.tgisurveys.com



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Editors' Notes

The Global TGI network operates single-source consumer and media studies in over 50 countries worldwide. Used by brand owners, media owners and agencies, it measures consumers' product and brand usage, media consumption and attitudes, based on large samples - over 700,000 respondents annually worldwide. A typical survey will cover around 4,000 brands and 500 product categories.

TGI was originally developed in the UK by BMRB, one of the UK's leading marketing research companies. The first survey was conducted in 1969 and for the past 36 years BMRB has continued to market the service in Great Britain. BMRB is part of the KMR Group, which markets TGI globally.

KMR Group is a division of the Millward Brown Group, part of Kantar, WPP's insight, information and consultancy division.

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