



**nfpSynergy**

helping non-profits thrive

# Who gives to Charity?

## A new analysis from the Family Expenditure Survey

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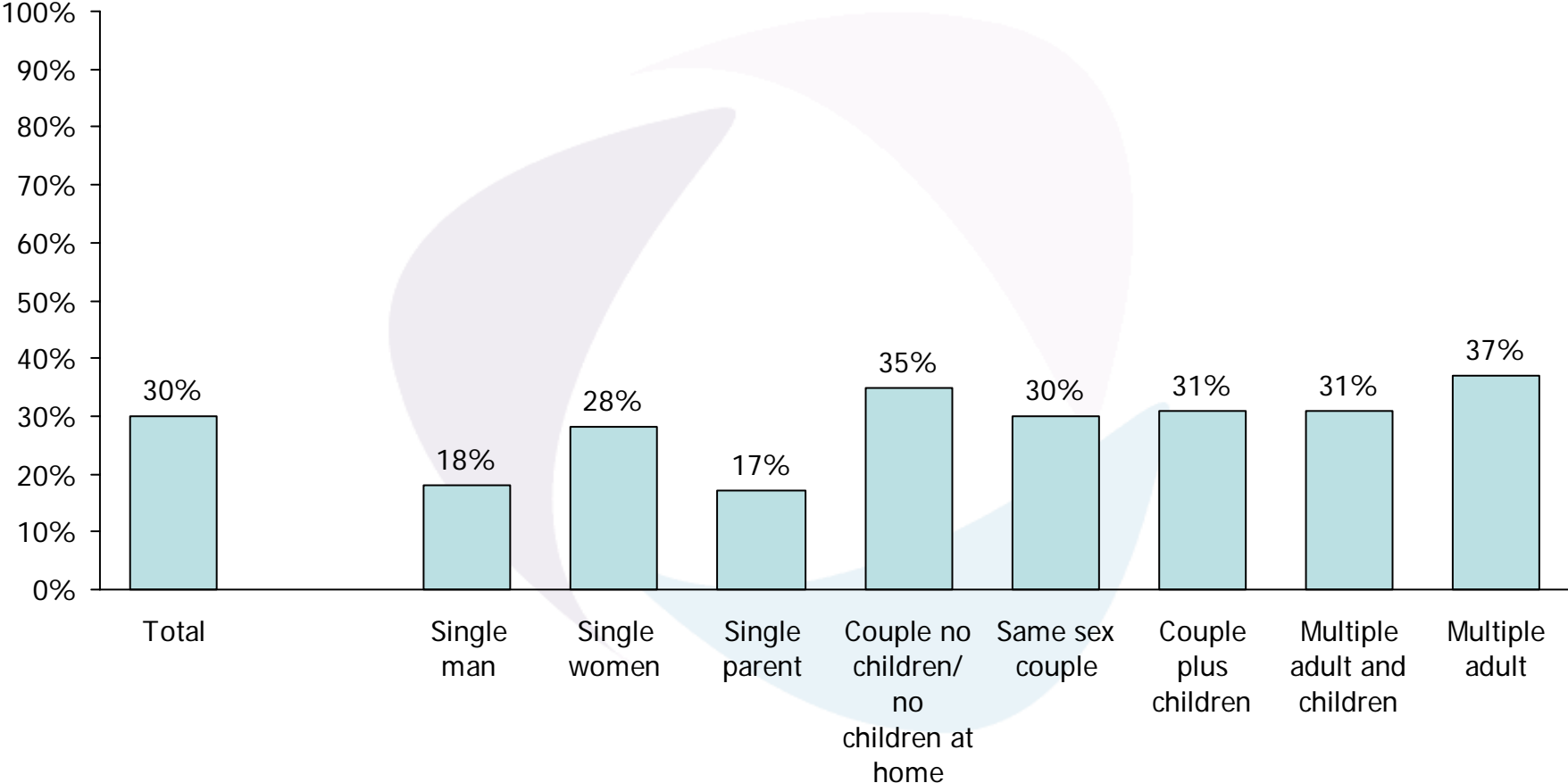
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# The Family Expenditure Survey

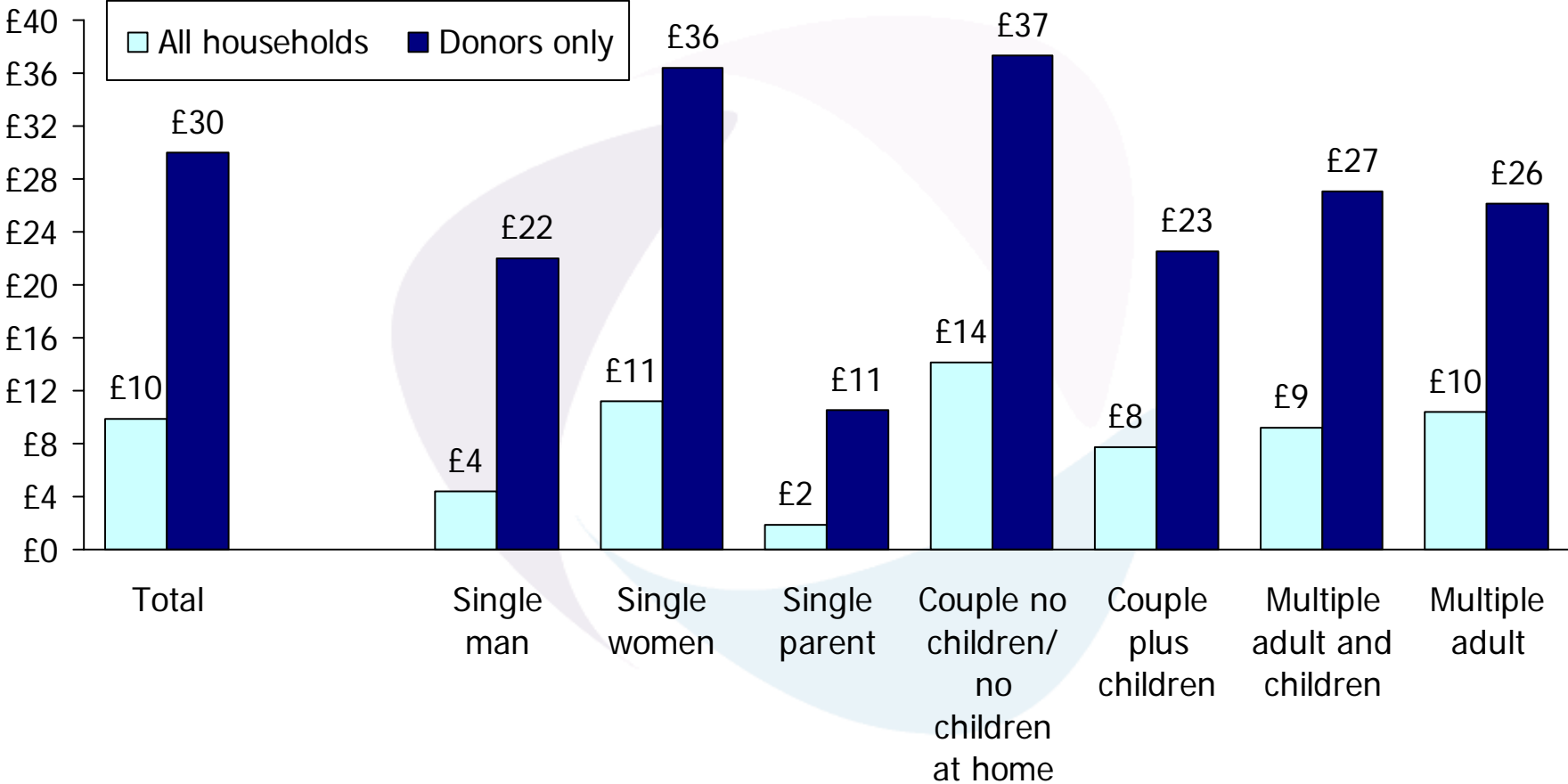
- 6,000 households surveyed per quarter
  - Two week diary of expenditure
  - Face to face questionnaire about regular expenditure and large infrequent expenditure
  - Detailed paper questionnaire
  - Child expenditure included
- Donations to charity can include, eg
  - Big issue
  - Blind box
  - Cancer league candles (church) / Church collection
  - Gold Heart / Poppy
  - Sponsor money

# Chart 1: Single women and child free households are more likely to have given to charity in the last month



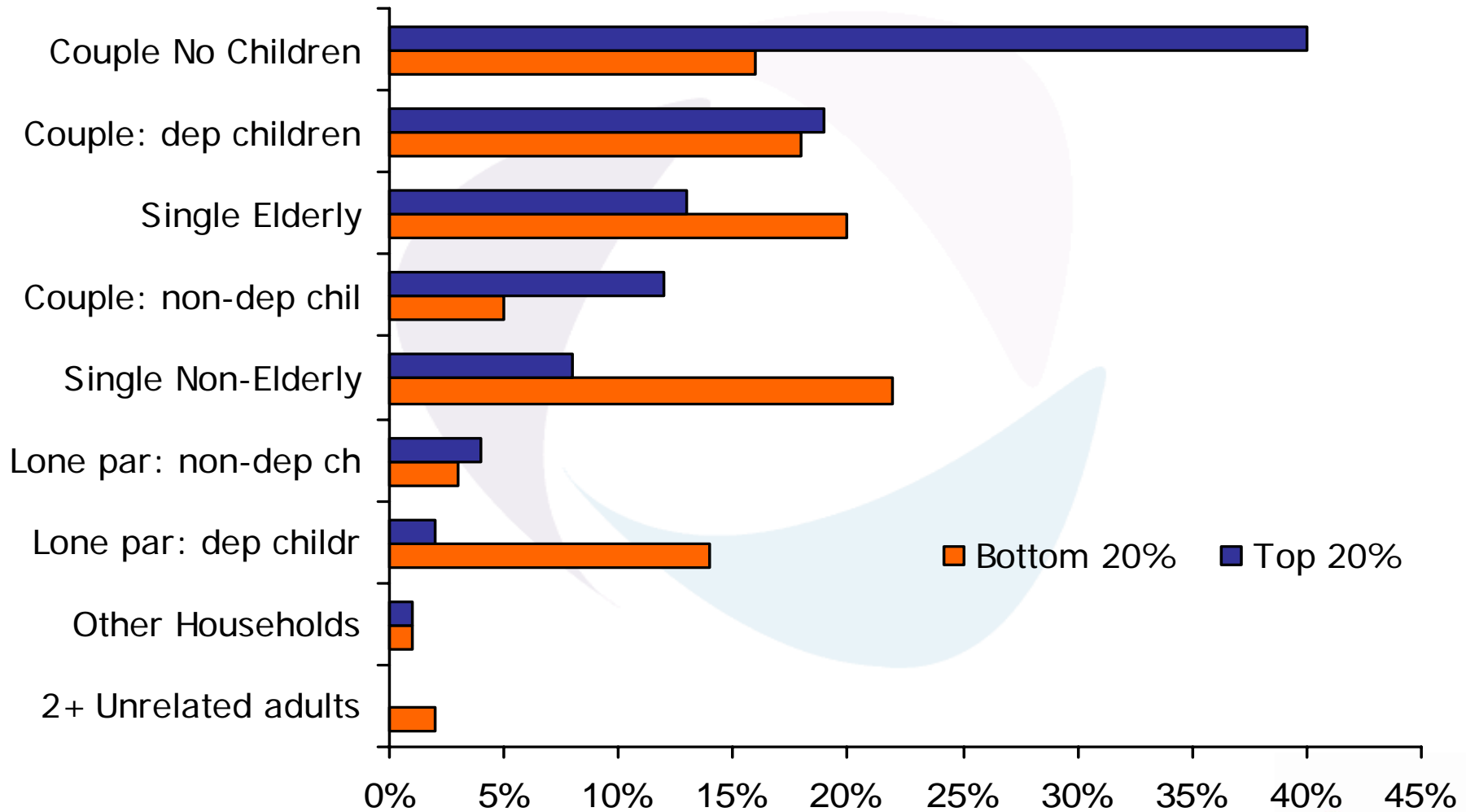
Source: The Family Expenditure Survey/nfpSynergy  
Base: 6,500 households, 2006

# Chart 2: They also give bigger donations

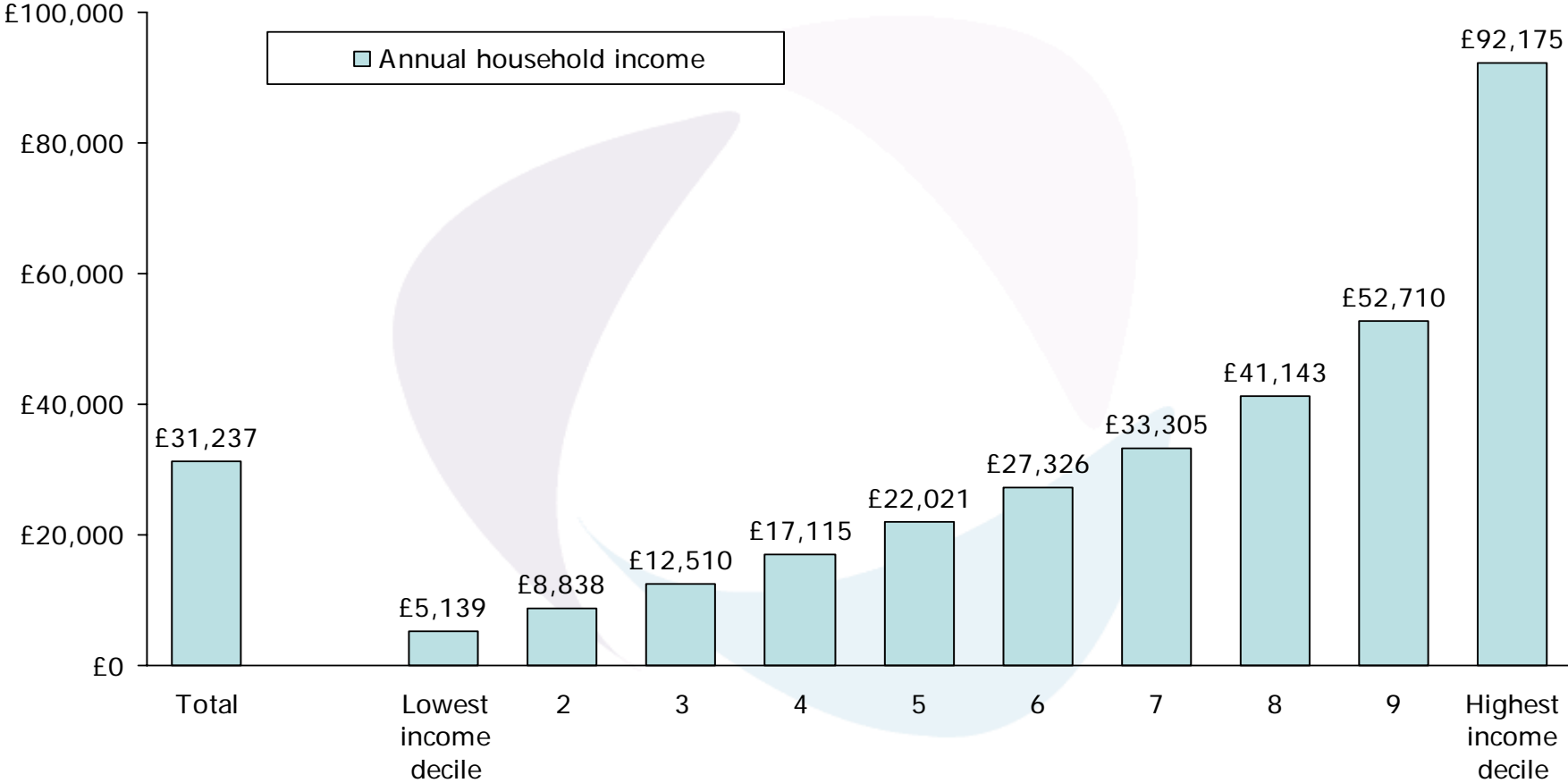


Source: The Family Expenditure Survey/nfpSynergy  
 Base: 6,500 households, 2006

# Chart 3: Social structure of the wealthiest and least wealthy households

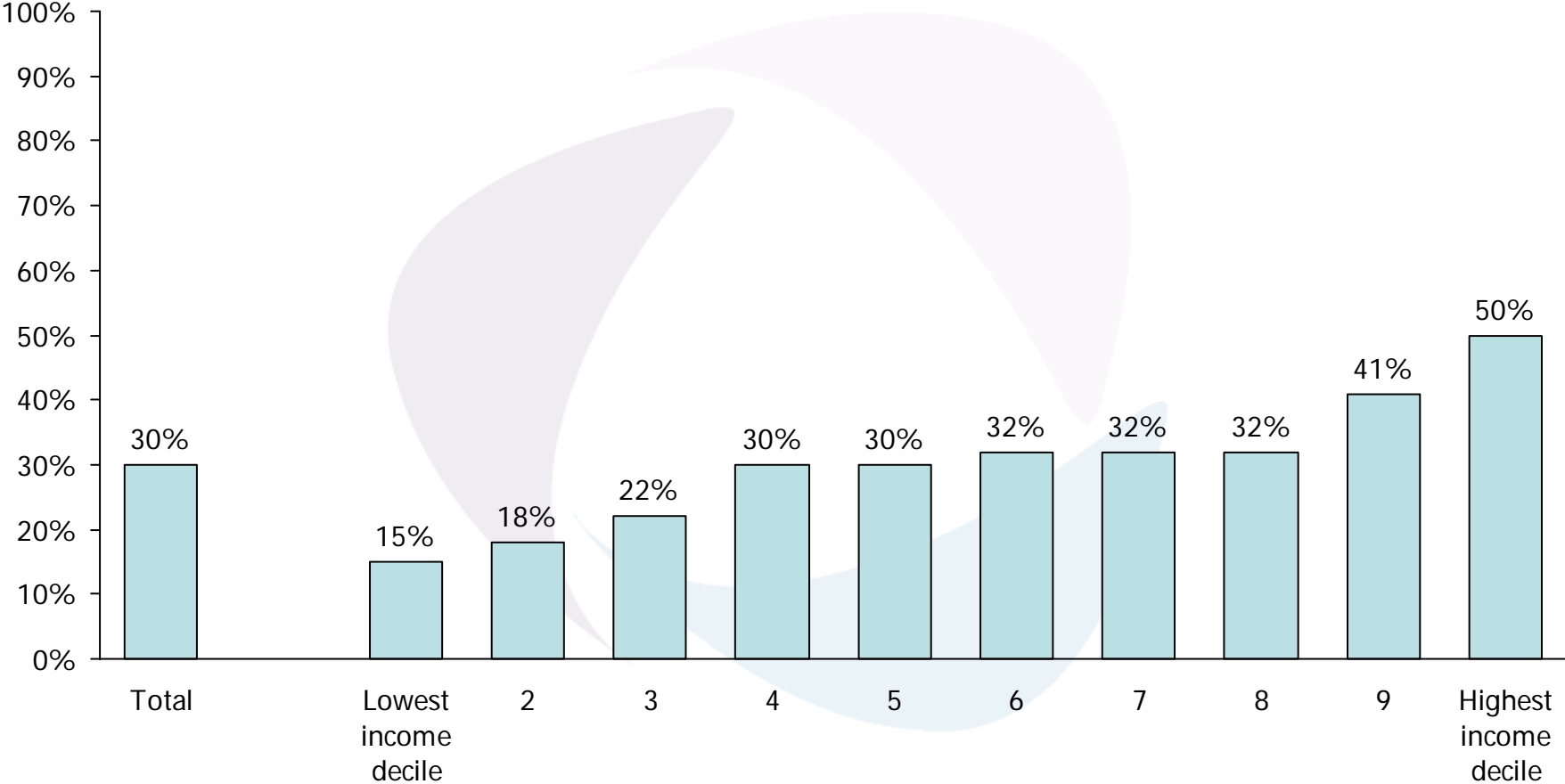


# Chart 4: Average household income



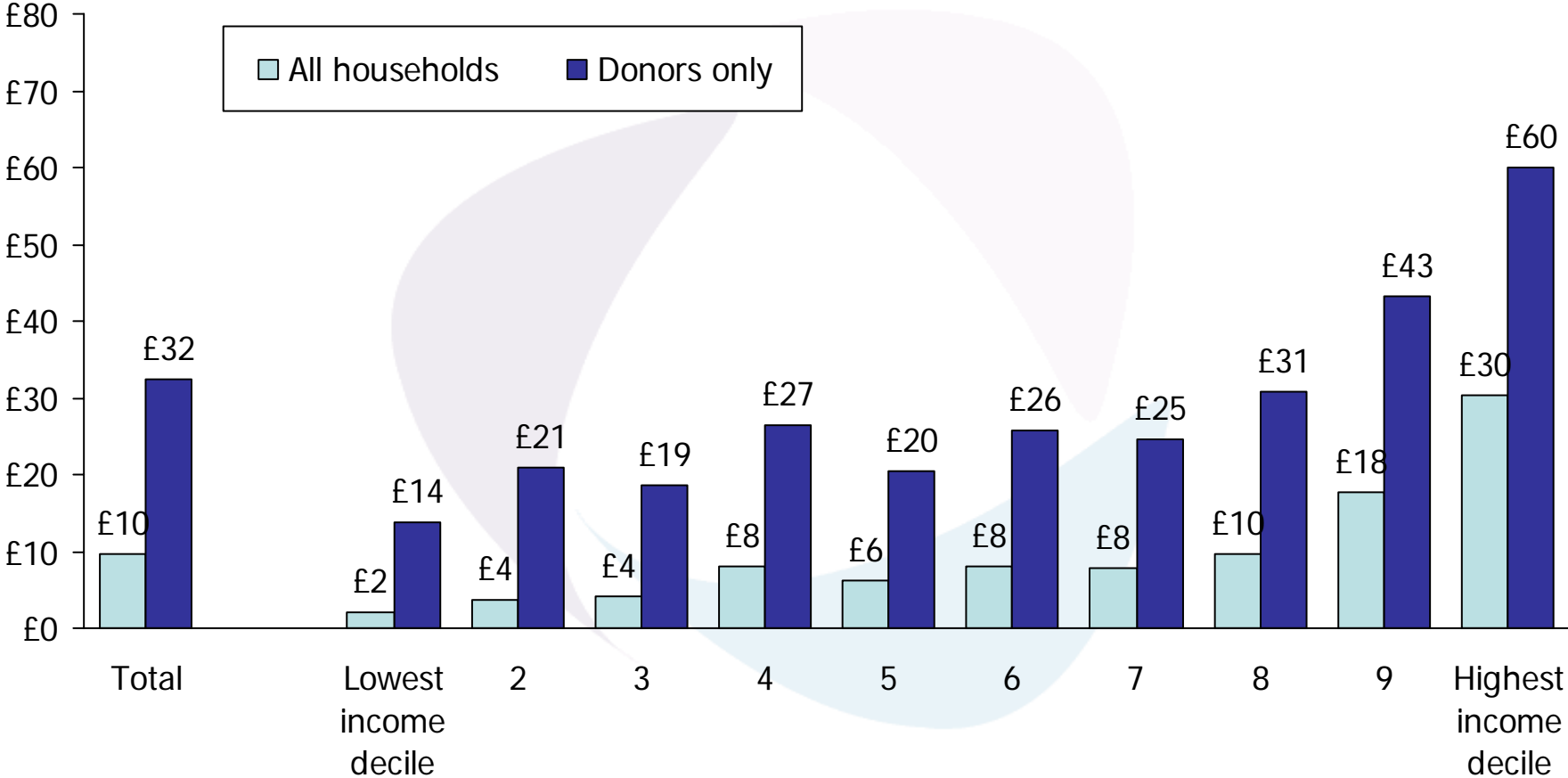
Source: The Family Expenditure Survey/nfpSynergy  
Base: 6,500 households, 2006

# Chart 5: Higher income households are more likely give to charity



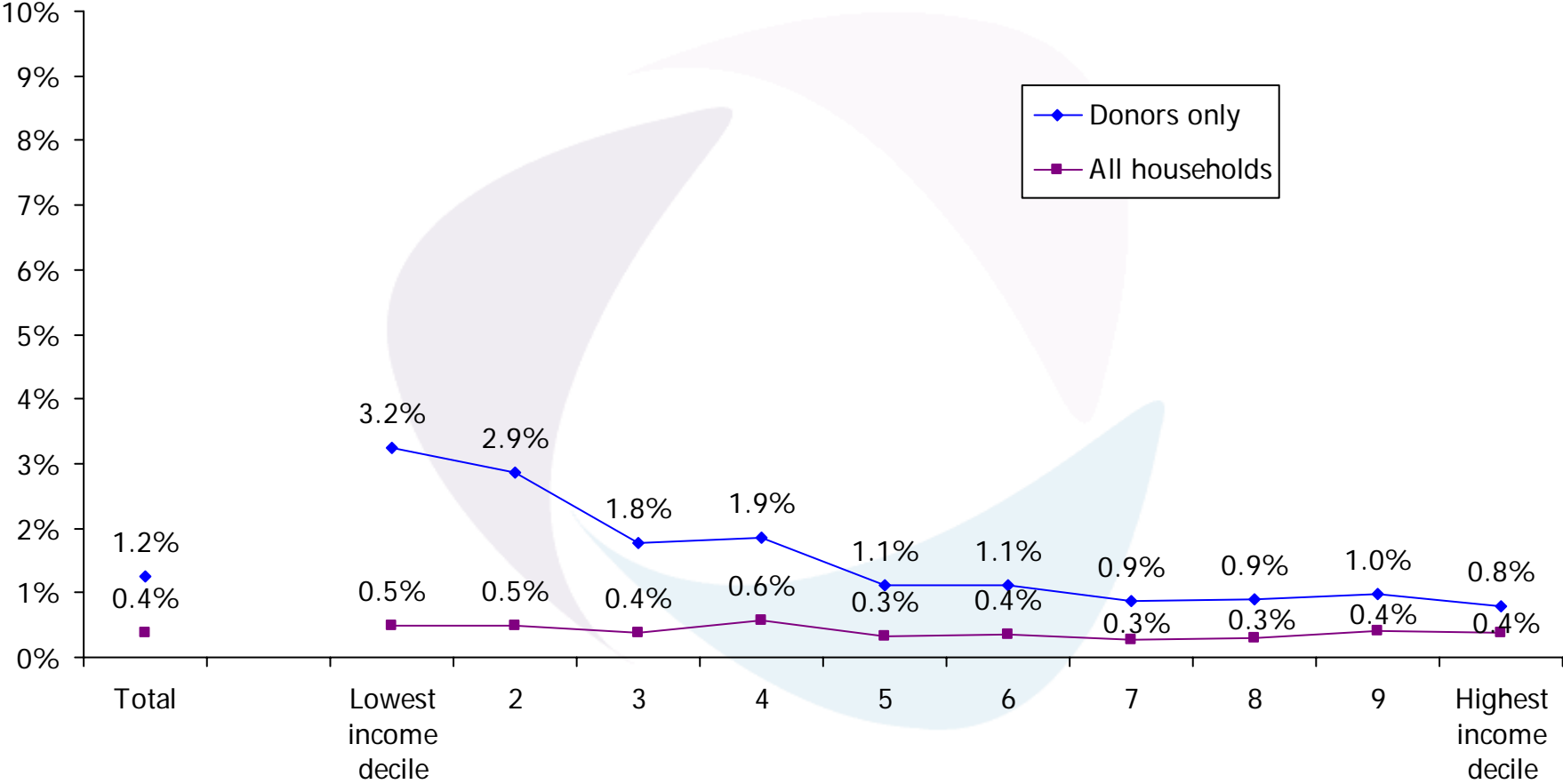
Source: The Family Expenditure Survey/nfpSynergy  
Base: 6,500 households, 2006

# Chart 6: Highest income deciles also give bigger donations



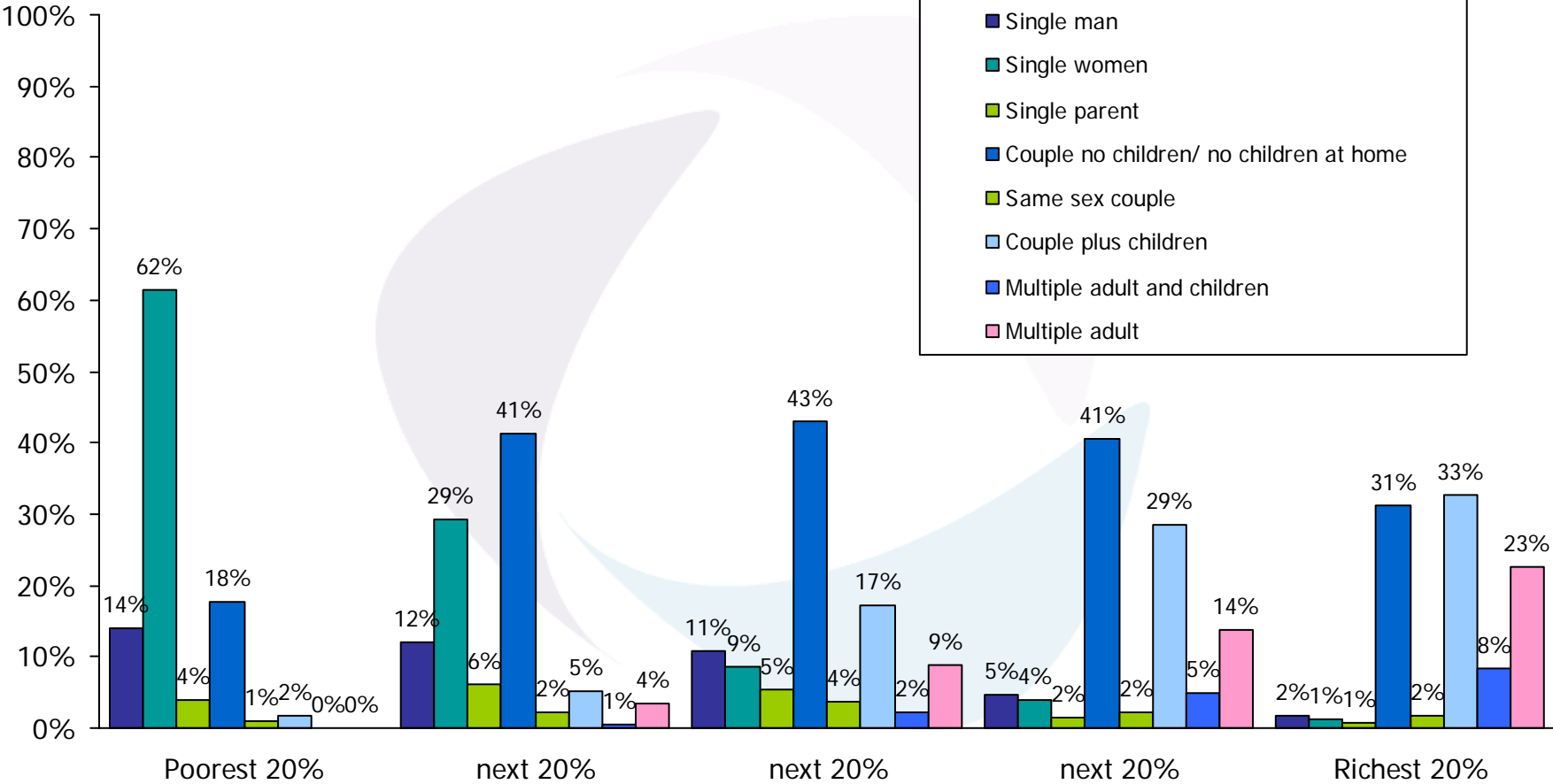
Source: The Family Expenditure Survey/nfpSynergy  
Base: 6,500 households, 2006

# Chart 7: But lower income households that **do donate** are giving away bigger proportions of their income



Source: The Family Expenditure Survey/nfpSynergy  
Base: 6,500 households, 2006

# Chart 8: Household composition of donors by income quintile



Source: The Family Expenditure Survey/nfpSynergy  
 Base: 6,500 households, 2006

# Four key points

- 1) The most likely groups to donate are single women, couples with no children at home and households with multiple adults. However since the FES measures household expenditure the more adults, the more likely it is that somebody will give in a fixed time period. This makes single women the most generous according to chart 1\*
- 2) The importance of single women and donors without children is reinforced in chart 2 showing that they are the most generous donors.
- 3) Single parents are, not surprisingly, the least generous (see chart 2) They are also the most likely to be the poorest (see chart 3), In contrast couples without children are most likely to be in the wealthiest portion of society.
- 4) The most likely people to give in society are the wealthiest 10%. The least likely to give are the poorest 10% (chart 4)

\*so if every adult in the UK gave exactly every 12 weeks and the monitoring period was a month then a single person household would on average give 33% a two person household would give on average 66% of the time and a three person household should give 100% of the time

## Four more key points

- 1) Interestingly while the wealthiest 10% are both the likely to give and the most generous when they do give – the pattern for the other wealth groups is much less clear (see chart 5).
- 2) For example the 7, 8 and 9<sup>th</sup> wealthiest deciles give similar average donations to the middle income deciles (five and six) – though they are more likely to give.
- 3) Chart 7 shows the percentage of income given by each decile. This is where the myth of the generous poor comes from. The poorest 10% who do give, give a far larger percentage of their income than any other group.
- 4) However it is worth pointing out that the poorest 10% are less likely to give (see chart 5) and give lower donation sizes (chart 6). But this is hardly surprising – they are very poor. Indeed it is astonishing that they are able to give at all.
- 5) Chart 8 shows that the bulk of those in the poorest 20% who do give are single women.

# What does this mean for fundraisers

- The richest 10% in society are the most generous in percentage terms and in the size of their donations. However this remains a tiny portion of their wealth.
- The middle income groups are the stingiest – and those which any fundraising campaign might do best to target
- The poorest 10% who give, give the highest proportion of their wealth. These donors are most likely to be single women. It is hard to see that this is a group that fundraisers could or should be targeting.