

*“The Zogby Analytics Difference: we bring four decades of experience in measuring attitudinal behaviors among a wide array of sectors, target audiences and geographic locations all over the world in order to establish meaning and context for your research needs.”*

## Highlights

**Foundations and Donors Interested in Catholic Activities (FADICA)** commissioned Zogby Analytics to conduct a nationwide online survey of 1,003 Catholic adults about their current and future giving habits. The following highlights from the survey will provide FADICA with an understanding of current Catholic giving patterns and the impact of Pope Francis on U.S. Catholic giving:

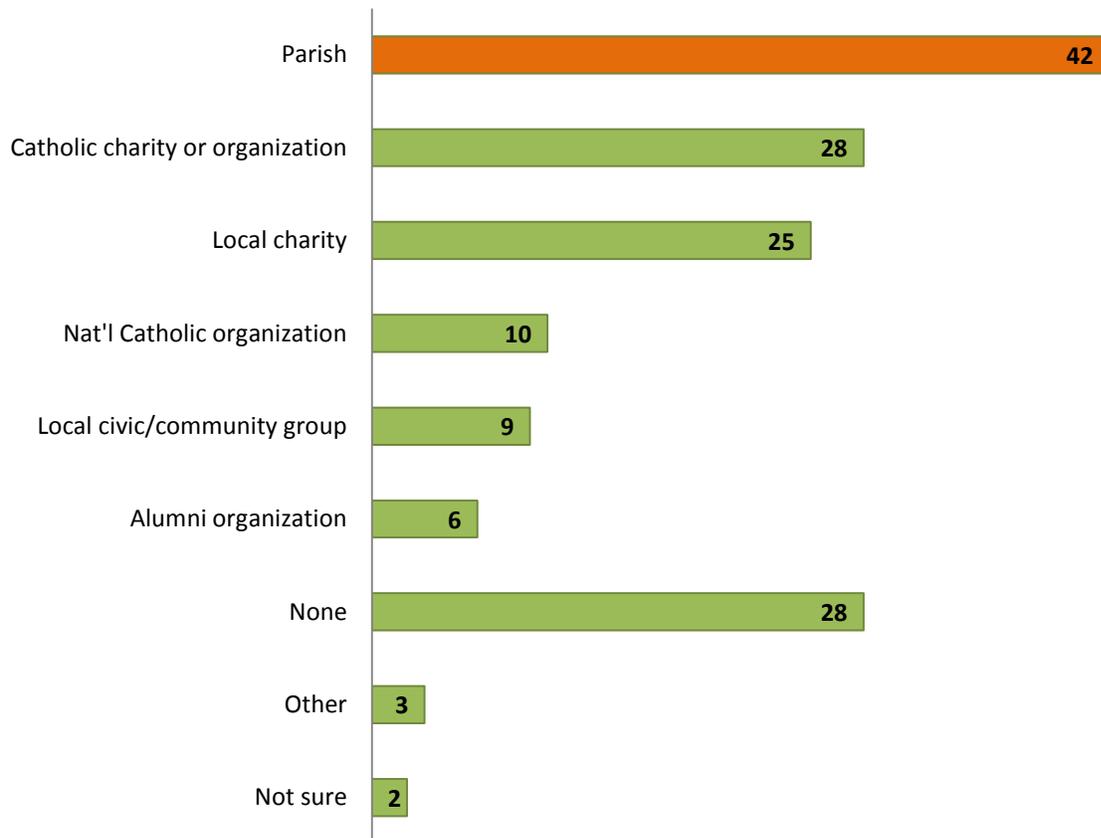
- Of those who have increased their giving in the past year, **seventy-seven percent** say their giving has been influenced by Pope Francis, including 42% who say he has had a significant influence in this area.
- More than 60% of Catholics donate in some way to their parish. (*Using q3, this can be 69% gave to their parish in 2013, or using q2, we can say 63% say they donate **regularly** to their parish.*)
- In the past year (2013), nearly one in five (18%) respondents donated more than \$500 to their **local parish**. More than half (52%) say they have given between \$1 and \$500.
- When it comes to donating to **Catholic efforts or organizations**, 13% of respondents donated more than \$500. Nearly half (48%) have donated between \$1 and \$500.
- Twenty-eight percent of Catholics say they currently do not donate to anything.
- One in four (24%) Catholics said that they increased their giving in 2013 from the previous year. The most cited reason for increased giving is that the giver is in a better financial position (43%), followed by 26% who say they feel more connected with their parish. While 6% cited Pope Francis as the *primary* reason for giving, 42% of Catholics stated that Pope Francis has *significantly* influenced their giving.
- More than two in five (44%) Catholics say that Pope Francis’ message of hope, love, and charity will inspire them to give more to Catholic efforts or organizations *in the future* and half (50%) say they are motivated to help others because of his message of compassion to the poor.



- Hispanic Catholics are more likely than white Catholics to give up to \$500 to both their local parish (56% vs. 49%) and to Catholic organizations (51% vs. 46%). In addition, Hispanics are the most likely to have increased their giving from last year (30%).
- More than four in five Hispanic Catholics (85%) say the Pope had significant or some influence over their giving and about half (48%) say Pope Francis has inspired them to give more to Catholic efforts or organizations. Moreover, 54% of Hispanics say the pope inspired them to give more to help those who are struggling compared to 34% of whites who say this. Finally, Hispanics are more likely than whites to say they will give more to Catholic efforts in the future because of Pope Francis' message and actions (55% vs. 37%).

Analytics Tables and Charts

**1. To which of the following do you currently donate?  
(Choose all that apply)**



**Other:** Animal welfare/rights (11); Veteran’s groups (7); American Cancer Society (5); St. Jude Children’s Research Hospital (3); National charities (2)

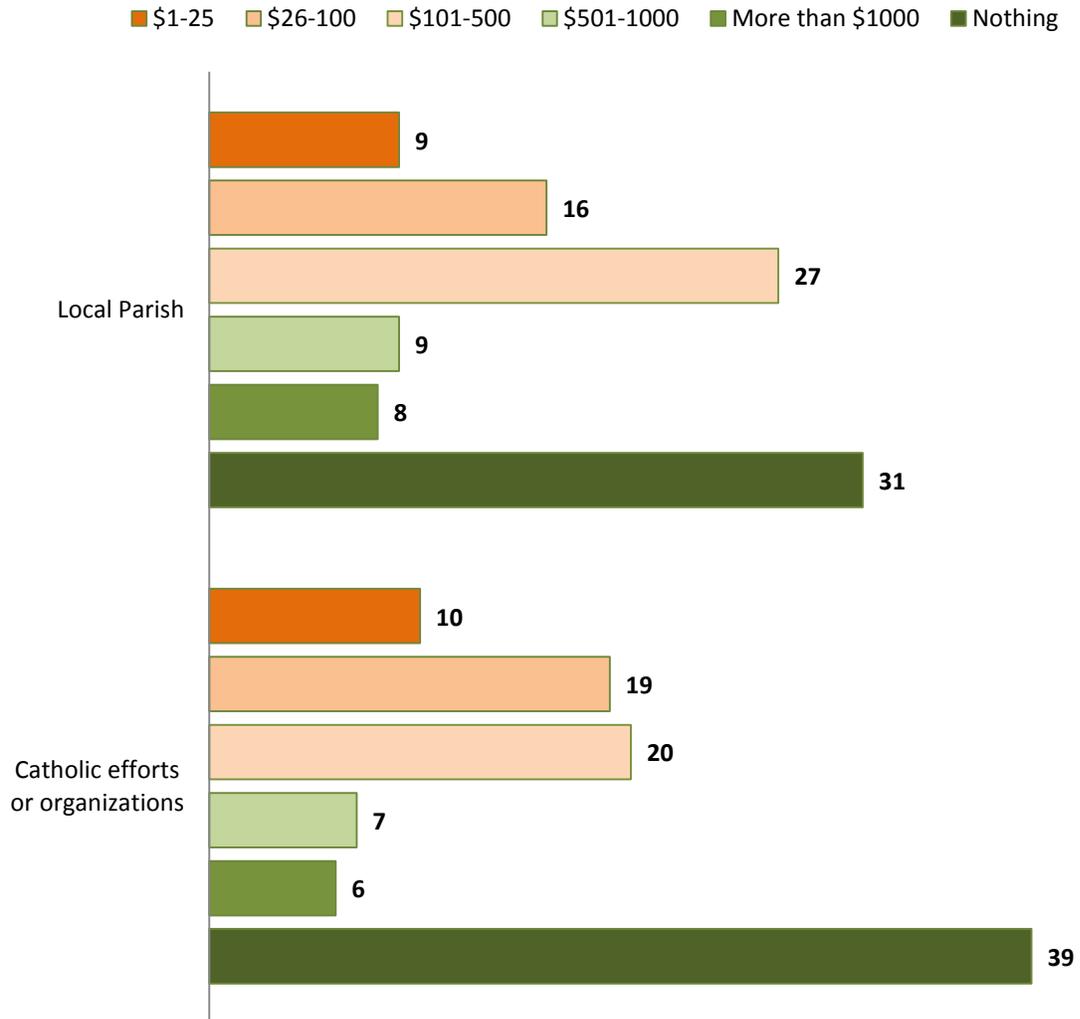
**One each:** DAV; Greek Orthodox; I was sending \$5 per month. I can't afford that anymore; International; LGBT organizations; Other charity; Private foundation for the benefit of cancer patients; Saint Joseph Hospital; Scoan; St. Labre Indian School; Susan G. Koman Foundation; The Red Cross; United Cerebral Palsey; United Way; Water for the People ; Weekly church offerings



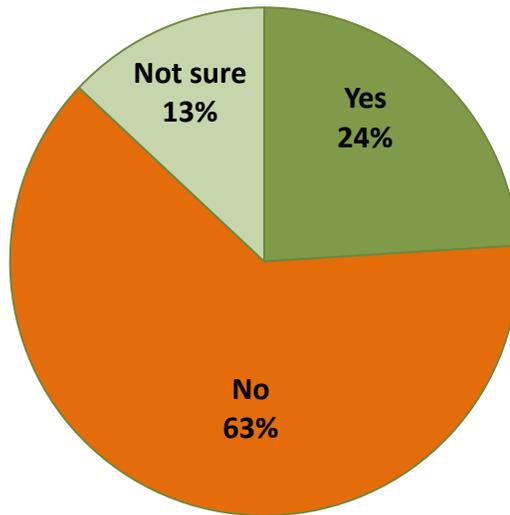
2. Which of the following explains the ways in which you donate to your parish? (Choose all that apply)	
	Percent
Weekly envelope during the Offertory	43
Special appeal (at church or online)	15
Archdiocesan or Diocesan local appeals	11
Automatic weekly/monthly donation	9
National collections	8
Do not donate regularly	38
Other*	1
Not sure	4

\*Other: Yearly (2); Building fund; Donate at church; In person at school; Just put money in the basket; Monthly; Purchase raffle tickets and give to the children’s fund; Special occasions; Through walks; Fundraisers; Weekly offering tray and monthly envelope;

**3 and 4. Approximately how much have you given overall in the past year (2013) to . . .**

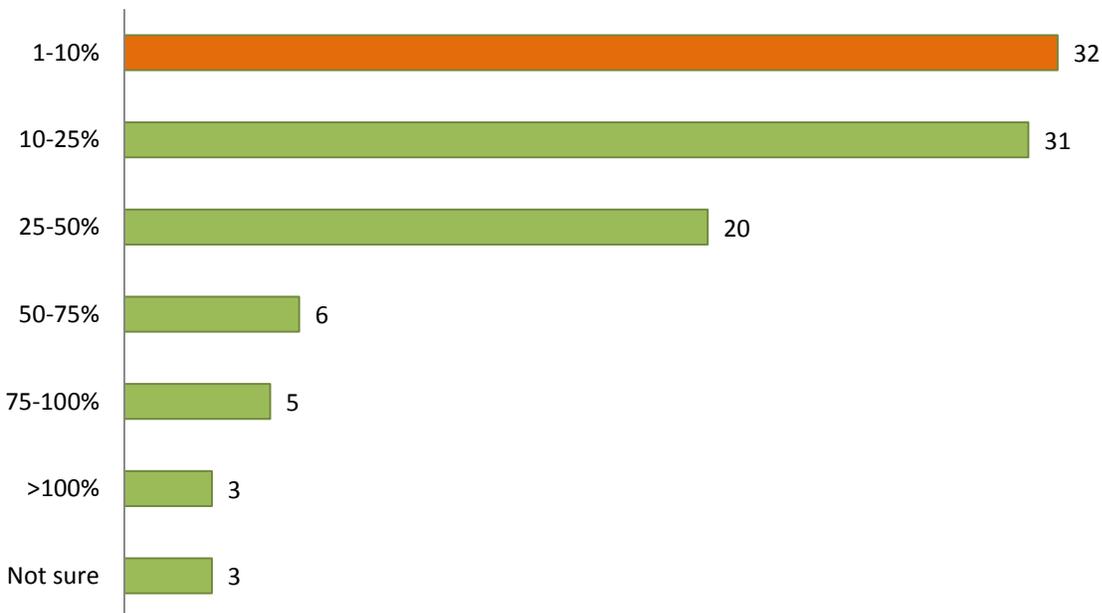


**5. Do these amounts reflect an increase in your giving from the previous year (2012)?**



*Questions 6, 7 and 8 were asked of those who answered "yes" to question 5.*

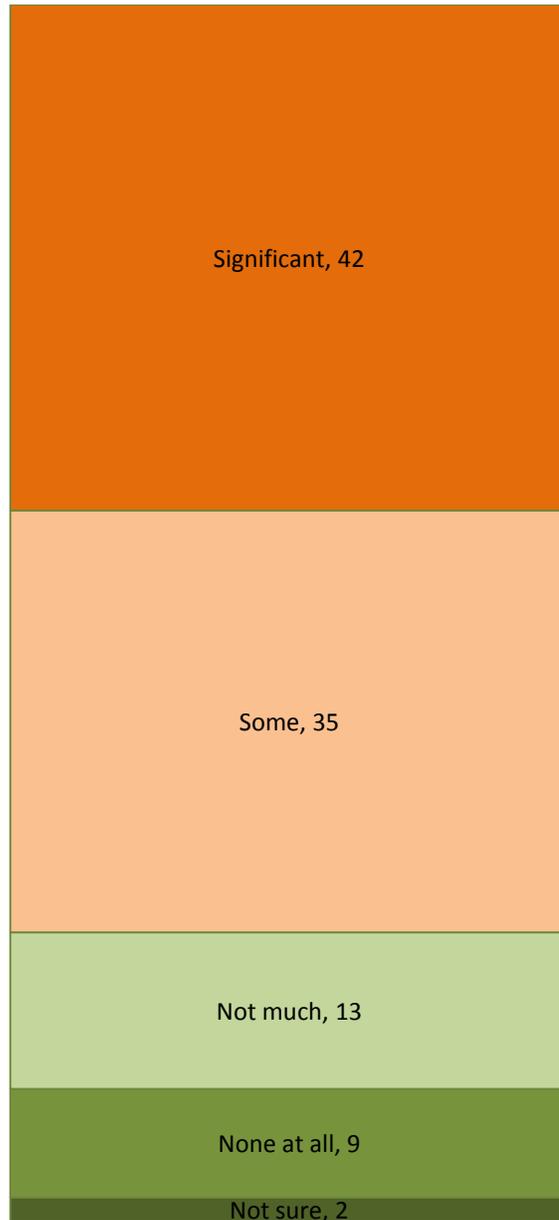
**6. About how much did your giving increase?**

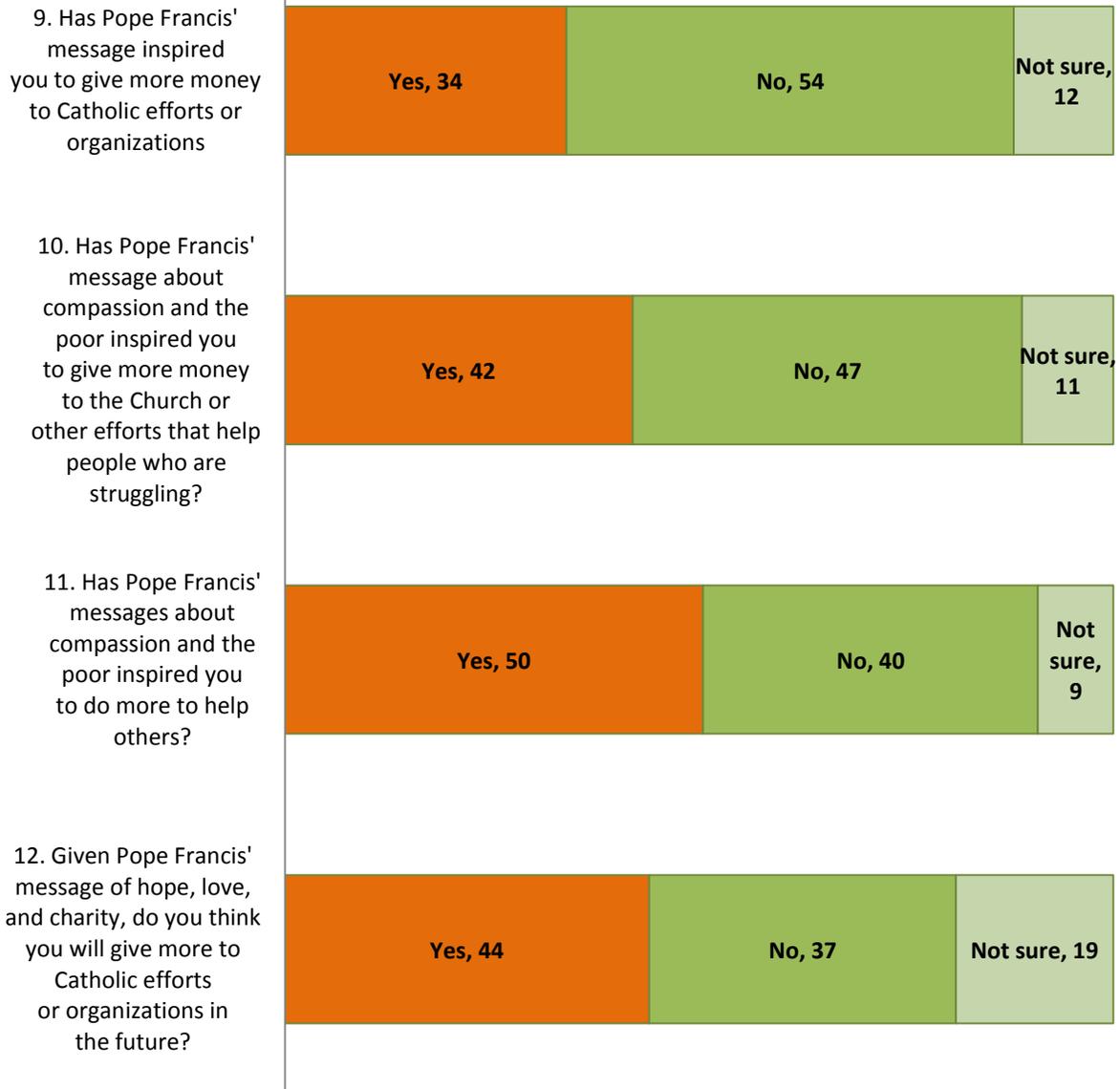




7. What is the primary reason for your increase in giving?	
	Percent
I'm in a better financial position	43
I feel more connected to my parish	26
The need has increased	8
I got involved with a cause or group to which I've increased	7
I've felt inspired by Pope Francis' message and actions	6
I felt compelled by current or world events	6
Other	1
Not sure	3
*Other (one each): My son started religious education classes; Purging items from our home; Trying to reach 5% a dollar more per week per year	

**8. How much has Pope Francis influenced your giving?**





## Methodology

Zogby Analytics was commissioned by FADICA to conduct an online survey of 1003 Catholic adults in the US. All interviews were completed March 7 through March 10, 2014.

Using trusted interactive partner resources, thousands of adults were invited to participate in this interactive survey. Each invitation is password coded and secure so that one respondent can only access the survey one time.

Using information based on census data, voter registration figures, CIA fact books and exit polls, we use complex weighting techniques to best represent the demographics of the population being surveyed. Weighted variables may include age, race, gender, region, party, education, and religion.

Based on a confidence interval of 95%, the margin of error for 1003 is +/- 3.2 percentage points. This means that all other things being equal, the identical survey repeated will have results within the margin of error 95 times out of 100.

Subsets of the data have a larger margin of error than the whole data set. As a rule we do not rely on the validity of very small subsets of the data especially sets smaller than 50-75 respondents. At that subset we can make estimations based on the data, but in these cases the data is more qualitative than quantitative.

Additional factors can create error, such as question wording and question order.

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### **About Zogby Analytics:**

For four decades, the Zogby companies have produced polls with an unparalleled record of accuracy and reliability. Zogby telephone and interactive surveys have generally been the most accurate in U.S. Presidential elections since 1996.

Zogby Analytics is composed entirely of senior level executives from Zogby International. Zogby Analytics, along with renowned pollster John Zogby, have continued in the tradition of conducting telephone and interactive surveys, while keeping an eye on the future by incorporating social media tracking and analysis into our work.

Zogby Analytics conducts a wide variety of surveys internationally and nationally in industries, including banking, IT, medical devices, government agencies, colleges and universities, non-profits, automotive, insurance and NGOs.