

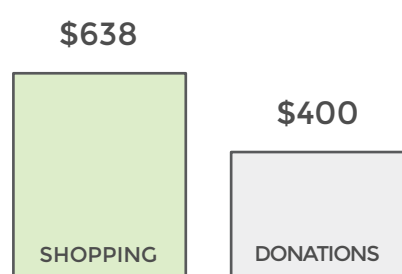


GRATITUDE LEADS TO GIVING

THE TEMPLETON GIVING STUDY

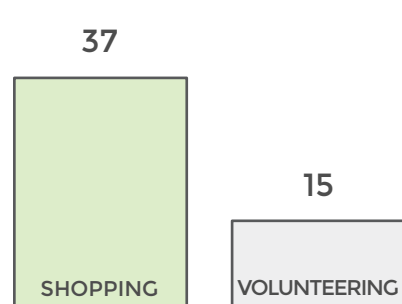
THE HOLIDAYS ARE FOR MORE THAN SHOPPING

AMERICANS SPEND MORE HOLIDAY SHOPPING THAN ON DONATIONS ...

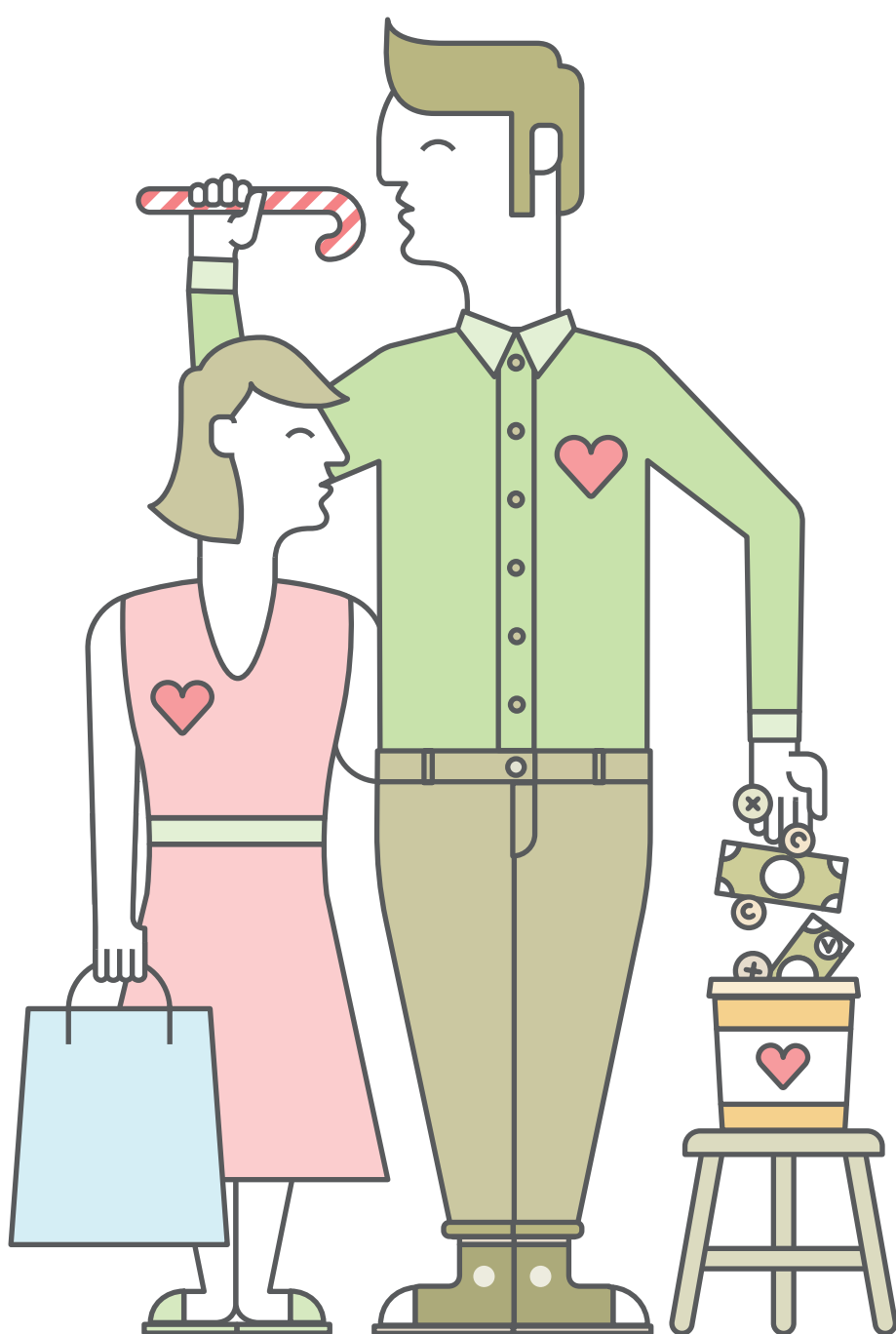


MONEY SPENT ANNUALLY

AND SPEND DOUBLE THE TIME SHOPPING THAN VOLUNTEERING



HOURS SPENT ANNUALLY



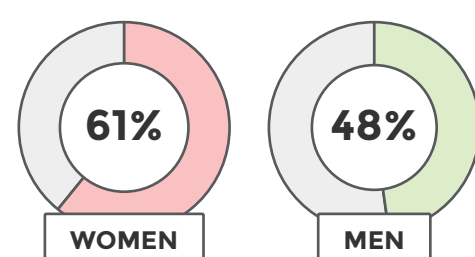
GRATEFUL PEOPLE SEE THEMSELVES AS MORE GENEROUS ...



AND THEY ARE MORE SATISFIED & HAPPY WITH LIFE



WOMEN MORE LIKELY TO THINK ABOUT WHAT THEY ARE GRATEFUL FOR DAILY



PRACTICING LINKED TO GIVING

People who practice their religion donate significantly more money and time annually than those who do not



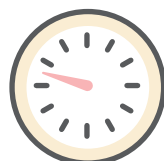
RELIGIOUS

\$598

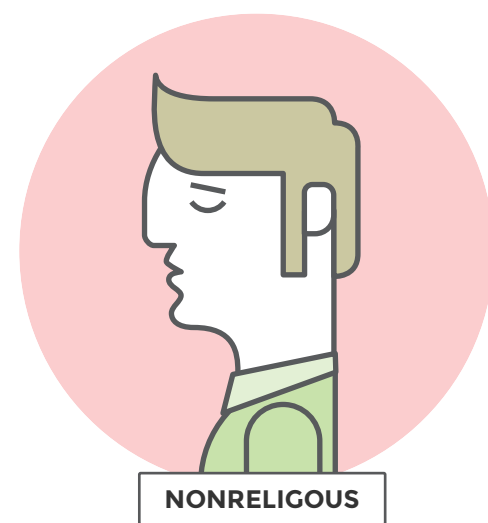


\$166

21 HOURS

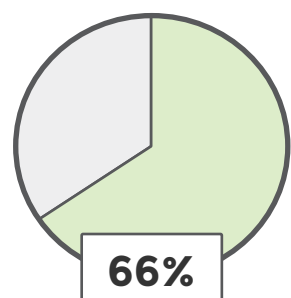


7 HOURS

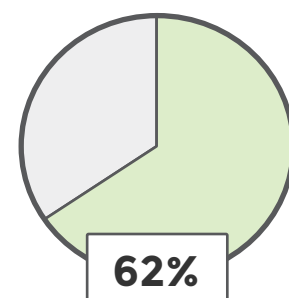
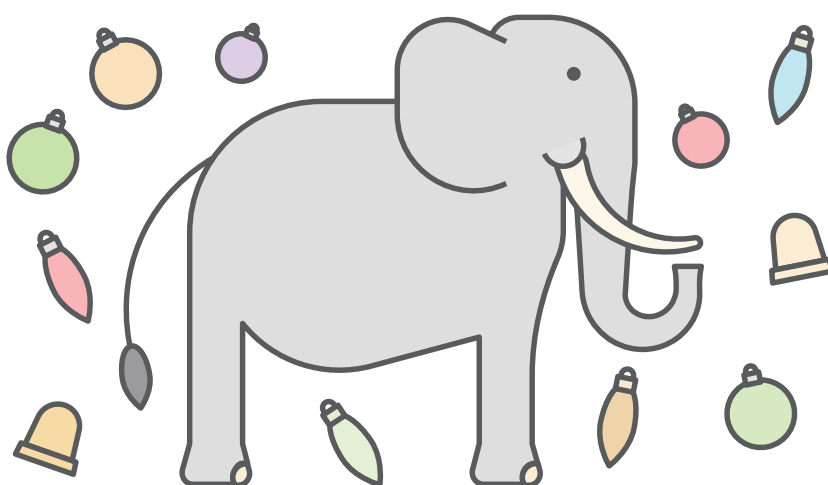


NONRELIGIOUS

POLITICS OF THE HOLIDAYS

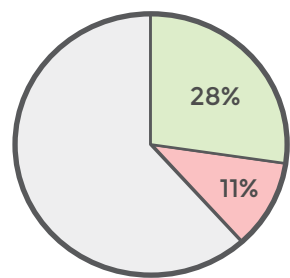


say they would give more money to charity if taxes were lower – including 75% of Millennials

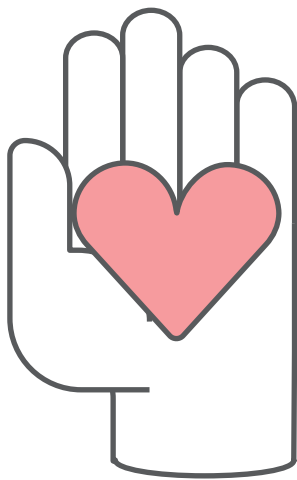


of Republicans list Christmas as their favorite holiday vs. 51% of Democrats

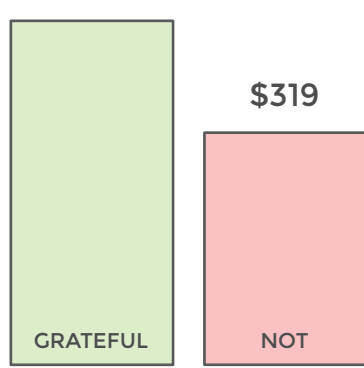
GRATEFULNESS & GIVING



Those who think about gratitude daily are more than twice as likely to donate 10% or more of their income

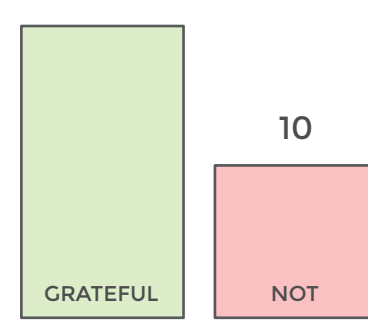


\$468



CHARITABLE GIVING PAST YEAR

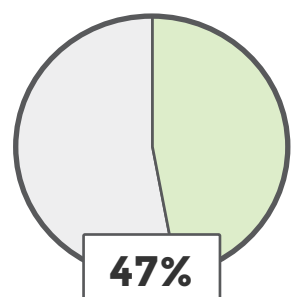
19



HOURS VOLUNTEERING PAST YEAR

CELEBRITY GENEROSITY

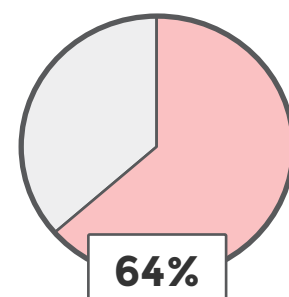
OPRAH STILL REIGNS



say Oprah Winfrey is the most generous/giving celebrity



FOR THE RIGHT REASON?



believe celebrities give to get attention. But, 1 in 3 believe they do it out of moral duty.

#TXLEADS2GIVING

ABOUT THE SURVEY

The Templeton Giving Study is an online survey of 2,014 Americans ages 18+ commissioned by John Templeton Foundation and produced by a global insights and analytics firm Edelman Berland. Data was collected between November 7-10, 2015 by Edelman Berland. For more information go to: www.edelmanberland.com.

ABOUT THE DATA

These numbers reflect the results of an online, general-population and representative survey of n=2,014 Americans conducted between November 7-10, 2015. The margin of error is ± 2.18%.

