

10 MILLION "TITHING" AMERICANS DONATE MORE THAN \$50 BILLION ANNUALLY



RESEARCH STUDY: 4,413 "Tither" SURVEYS reveals...

10 TRUTHS about TITHERS

People who donate 10% OR MORE to religious & charitable causes

What % do "tithers" give?				How do "tithers" calculate their giving?		
GIVE 10%	GIVE 11-15%	GIVE 16-20%	GIVE >20%	NET INCOME	GROSS INCOME	GROSS + \$ BLESSINGS
23%	54%	14%	9%	17%	28%	42%

Others: 13% did not calculate



TOP PLACES THEY GIVE

- 98% Church
- 95% Missions/Missionaries
- 87% Needy/Benevolence Offering
- 62% Building Projects
- 58% Pastor/Staff Offering
- 31% Unemployed Friends
- 29% Homeless/Beggars
- 29% Evangelism
- 28% Natural Disasters
- 27% Children/Orphans

List of ALL 28 places available in full report.

WAYS THEY GIVE

- 86% Checks
- 58% Cash
- 43% Clothes/Elec/Hshold
- 36% Online/Credit Cd/EFT
- 22% Envelope Packets
- 4% Business (Inventory/Equip)
- 3% Kiosk
- 3% Car/Boat/RV
- 2% Cell Phone/App/Text
- 2% Stock Donation

List of ALL 16 ways available in full report.

DEBTS THEY HAVE

- 80% No credit cards >30 days
 - 74% No car payments
 - 48% No mortgage payment
 - 28% Completely Debt Free
- List of ALL 10 debts and the amounts of people's indebtedness included in full report.



ESTATE NET WORTH & BEQUESTS IN WILL

- 42% Under \$250,000
 - 23% \$250,000-\$500,000
 - 35% Over \$500,000
- BEQUEST FOR CHURCH IN WILL: 25%
- List of ALL 8 places bequests given in full report.

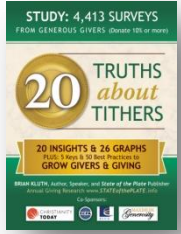


STARTED GIVING 10%

- 28% in Child/Teen Years
- 35% in their 20's
- 19% in their 30's
- 18% in their 40's or later

SPIRITUAL PRACTICES

- 96% attend church every week
 - 70% read Bible 4-7x/week
 - 54% serve on a Committee
 - 53% in Group or SS Class
- List of ALL 14 practices available in full report.



Source: *20 Truths about Tithers* 30-pg REPORT
 To order, go to: www.STATEofthePLATE.info
 The *STATE of the PLATE* annual giving research is co-sponsored by Christianity Today, ECFA, ECCU, and MAXIMUM Generosity.
 Media Contact: BRIAN KLUTH, Generosity Author, Speaker, *State of the Plate* Publisher – bk@kluth.org

Note: Barna Group estimates 5% of adult Americans and 12% of born-again Christians tithe. Ten million and fifty billion calculations are based on statistics from Barna, Gallup, USA Census, and the World Bank. All results from 4413 surveys, 26 graphs, 5 Keys to Growing Givers, and 50 Best Practices to Increase Giving are in full report: *20 Truths about Tithers* at www.STATEofthePLATE.info.