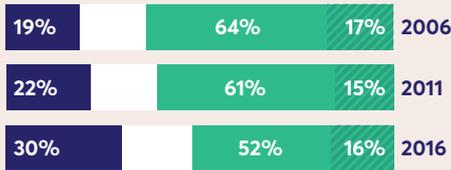


# Faith and giving in Australia

Exploring generosity and giving habits of Australian churchgoers

## Christianity declines but church attendance remains stable



**No religion increasing**  
Australian Bureau of Statistics

**Christian affiliation declining**  
Australian Bureau of Statistics

**But church attendance stable**  
NCLS Research

## Churchgoers believe giving is...



**Builders (aged 74+) are 3 times more likely than Gen Y and Gen Z to give on a regular basis (36% cf. 10% Gen Y, 10% Gen Z)**

## Faith informs giving



**9 in 10** churchgoers agree (91% strongly/somewhat/slightly) their faith informs their giving priorities and practices



Weekly churchgoers (40%) are **3 times more likely** than fortnightly/monthly churchgoers (15%) to strongly agree their faith informs their giving priorities and practices.

## Churchgoers worry about finances because...



**Gen Z are the most likely to find it hard to trust God completely (15% cf. 2% Builders)**

## Top giving takeaways

- 1 in 5** churchgoers (20%) do not give a regular tithe/offering to the church
- Weekly churchgoers (61%) are **5 times more likely** to give a weekly tithe/offering than fortnightly/monthly churchgoers (12%)
- An **individual's personal experiences** (54%) are the most influential (extremely/very) motivation on their decision to give financially to the church
- 61% mostly give cash**, when giving financially to the church
- Just 26%** of churchgoers are extremely satisfied with their church's financial transparency
- 2 in 5** churchgoers who give financially to their church would give more if they knew their church needed it

## Motivators to give

Extremely/very significant



**71%**  
Knowing and trusting the organisation



**69%**  
Making the world a better place for those who are less fortunate



**64%**  
Faith and beliefs

## Blockers to giving

Extremely/very significant



**62%**  
Doubt surrounding how the money is used

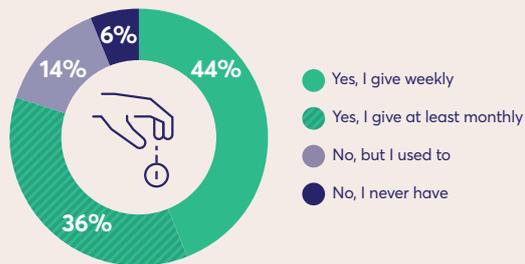


**62%**  
Intrusive or excessive donation requests



**60%**  
Feeling like there is little left to give after covering living costs

## Giving in church



**4 in 5** Australian churchgoers (80%) give a regular tithe offering to their church



Weekly churchgoers (61%) are **5 times more likely** to give a weekly tithe/offering than fortnightly/monthly churchgoers (12%)

## Churchgoers hold a variety of beliefs about tithing

Which of the following best describes your belief about the tithe/offertory?

**36%** It's not about a percentage but what is given should go to the Church

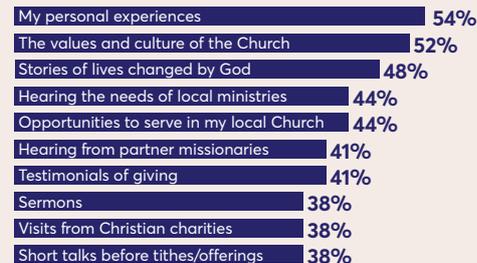
**24%** It is 10% or more of your income and should be given to the Church

**21%** It is 10% or more of your income and can be given to other Christian organisations / individuals

**19%** It's not about a percentage and can be given to other Christian organisations / individuals

## Personal experiences motivate churchgoers to give financially to the church

How influential are the following in motivating you to give financially to the church?



### Methodology

Research and infographic by McCrindle — [mccrindle.com.au](http://mccrindle.com.au). ©@McCrindle 2019.  
Nationally representative survey of Australian regular churchgoers n=1,000.  
In field 22nd July to 19th August 2019.



Baptist Financial Services



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