



Adelfi Study of Financial Attitudes and Practices of Young Adults

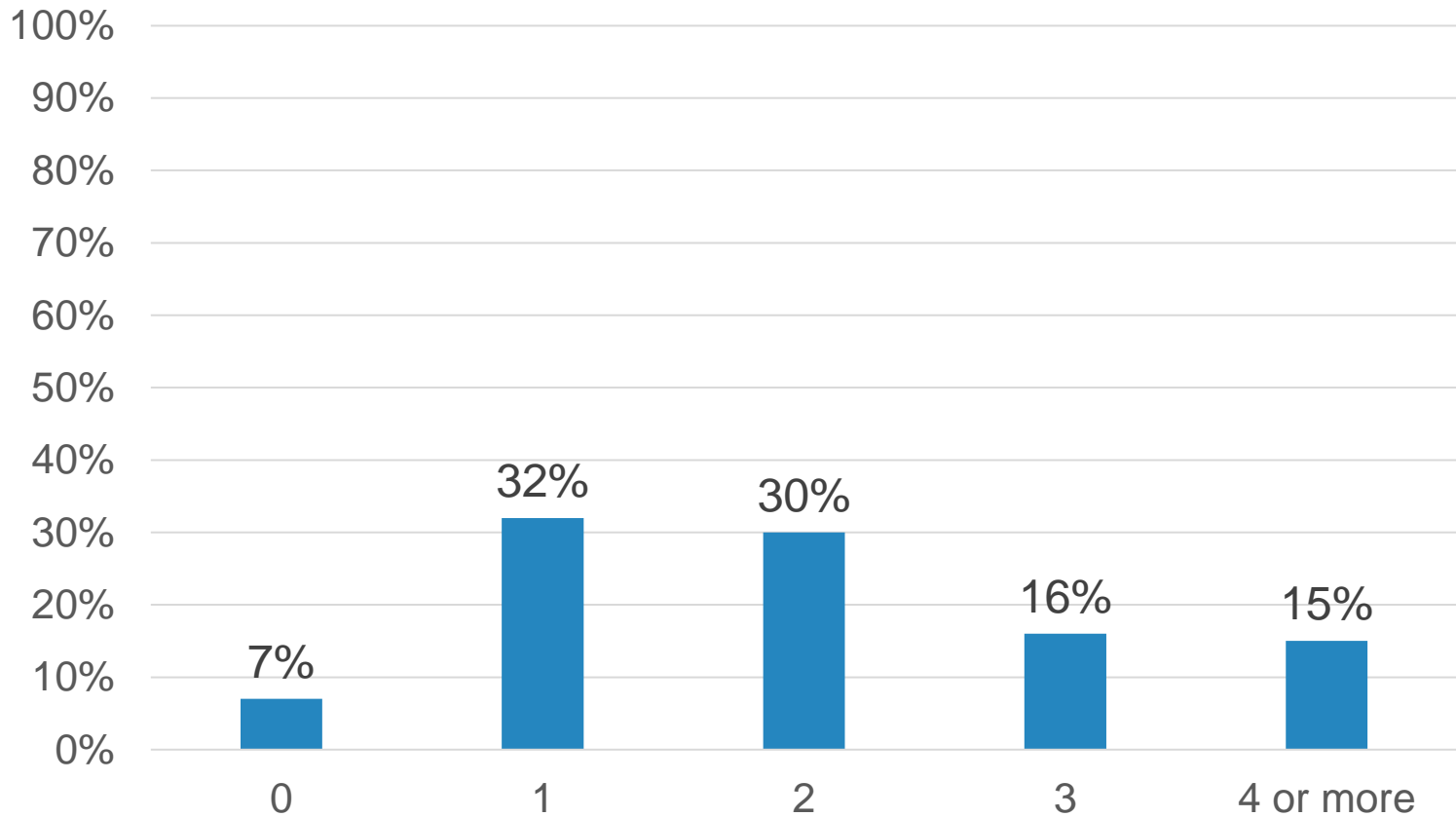
A SURVEY OF 905 AMERICANS AGED 25-40

Lifeway research

Methodology

- The study was originated and sponsored by Adelfi
- The online survey of 905 Americans was conducted by Lifeway Research January 18-22, 2022 using a national pre-recruited panel
- Respondents were screened to only include those ages 25-40
- Quotas and slight weights were used to balance gender, age, region, ethnicity, education, and religion to more accurately reflect the population
- The completed sample is 905 surveys
- The sample provides 95% confidence that the sampling error from the panel does not exceed $\pm 3.5\%$ This margin of error accounts for the effect of weighting
- Margins of error are higher in sub-groups

69% currently do business with 2 or less financial institutions



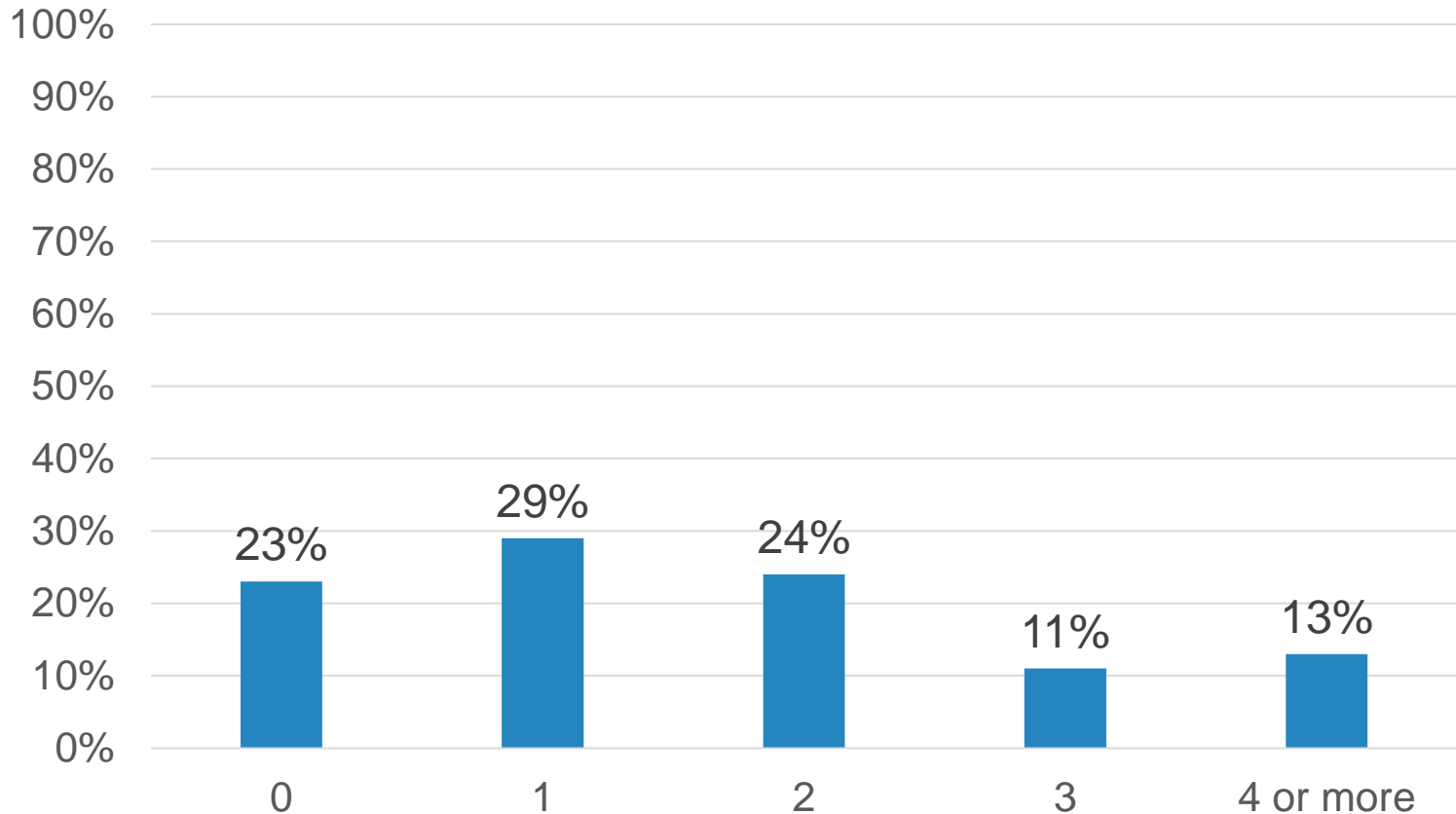
Mean 2.4 Median 2



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Q8: "Not including credit cards, how many different financial institutions are you currently doing business (e.g., loan accounts, checking accounts, savings accounts, etc.)?" n= 905

76% have 2 or less active credit cards



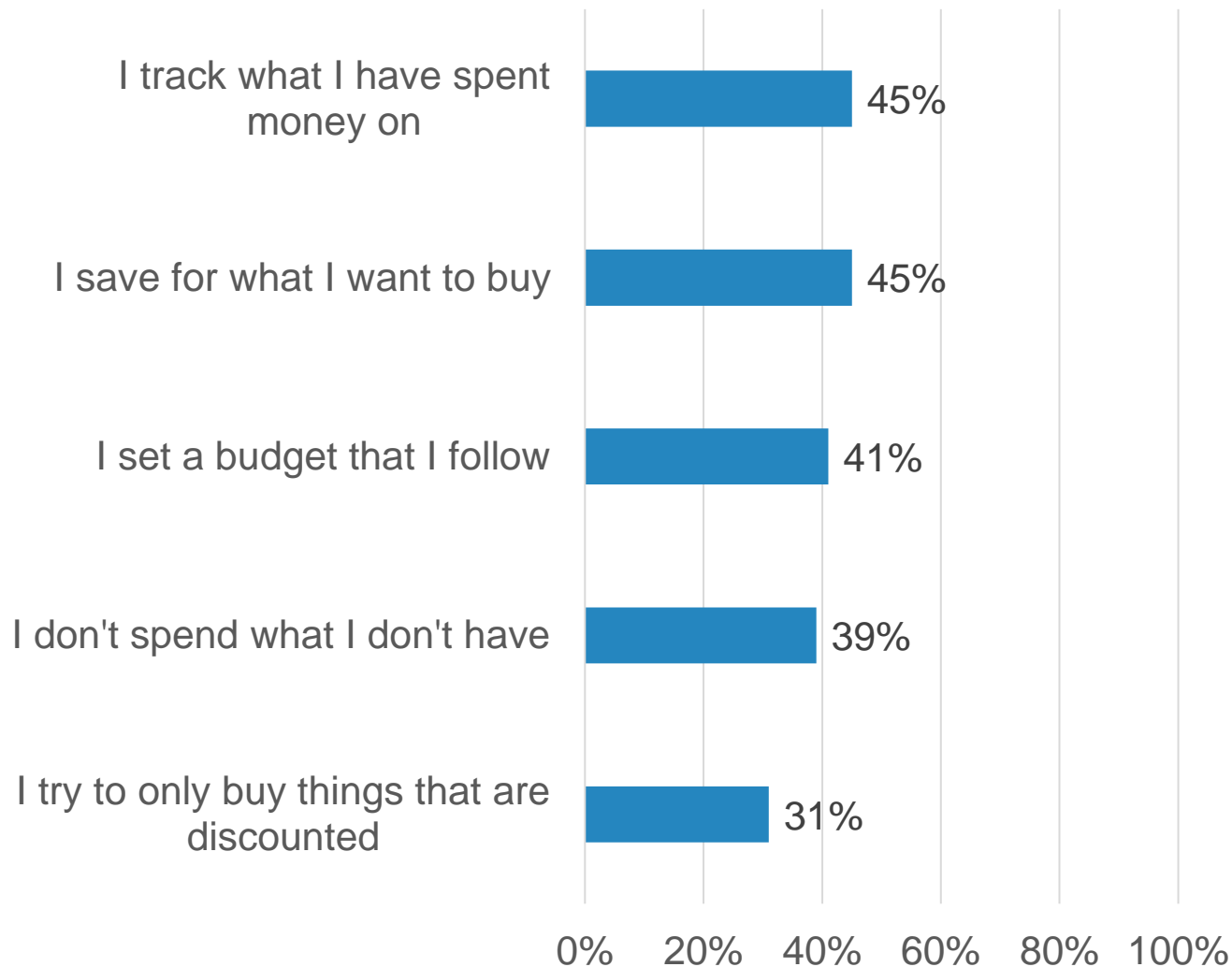
Mean 1.9 Median 1



Lifeway research

Q9:: "How many active credit cards do you currently have?" n= 905

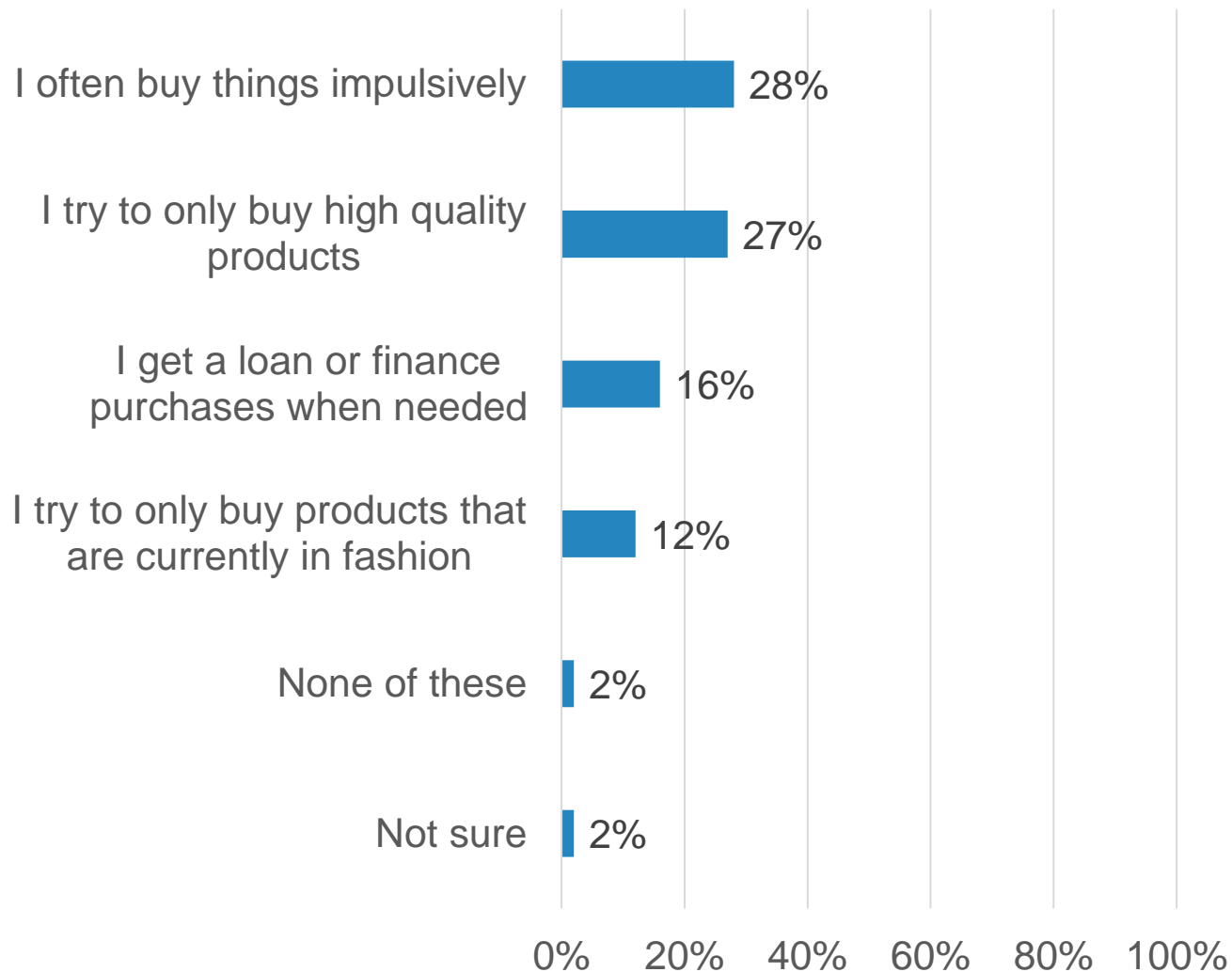
“Which of the following describe your mentality toward spending your money?”



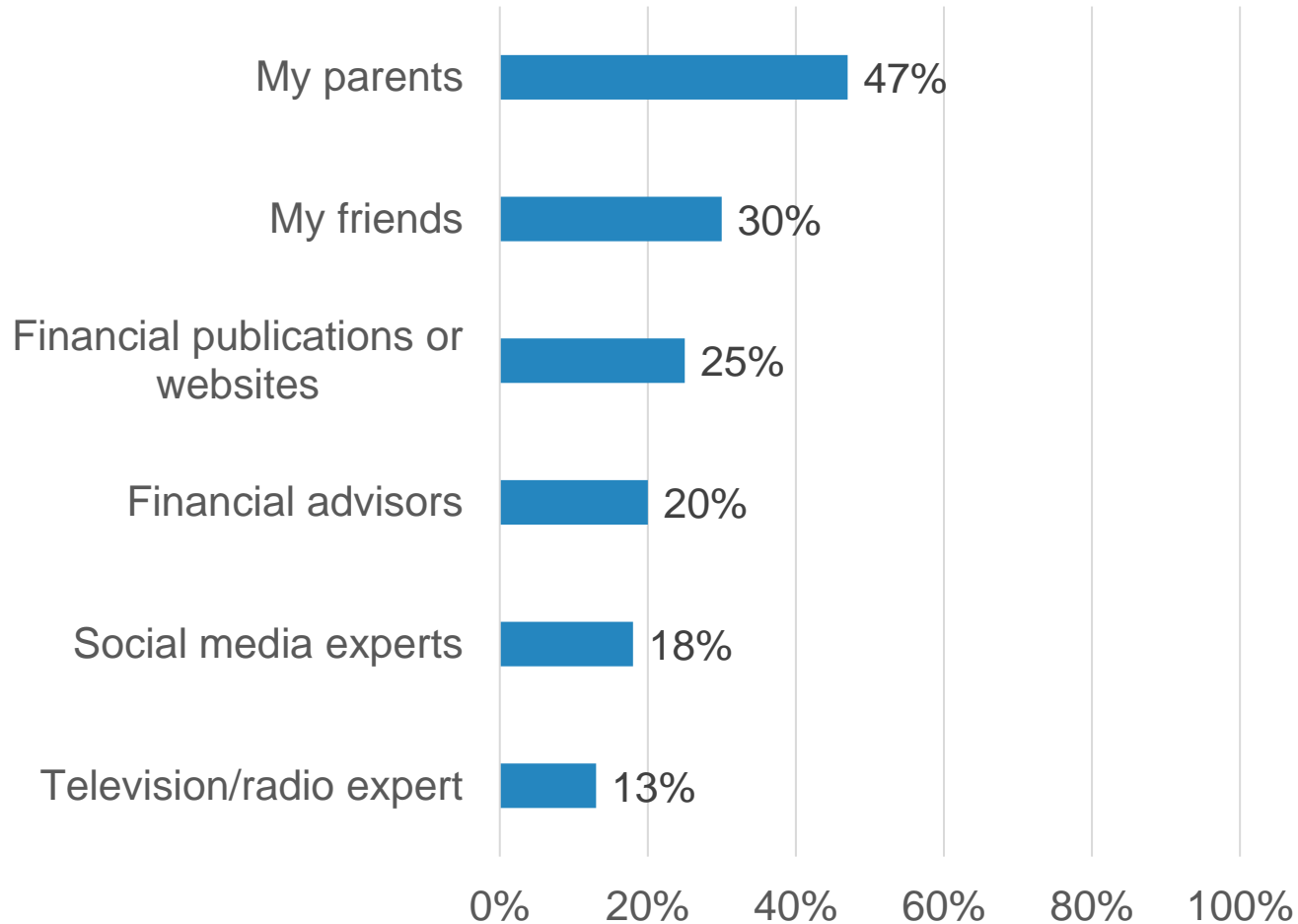
Lifeway research

Q10: “Which of the following describe your mentality toward spending your money? (Select all that apply)” n= 905

“Which of the following describe your mentality toward spending your money?” Continued



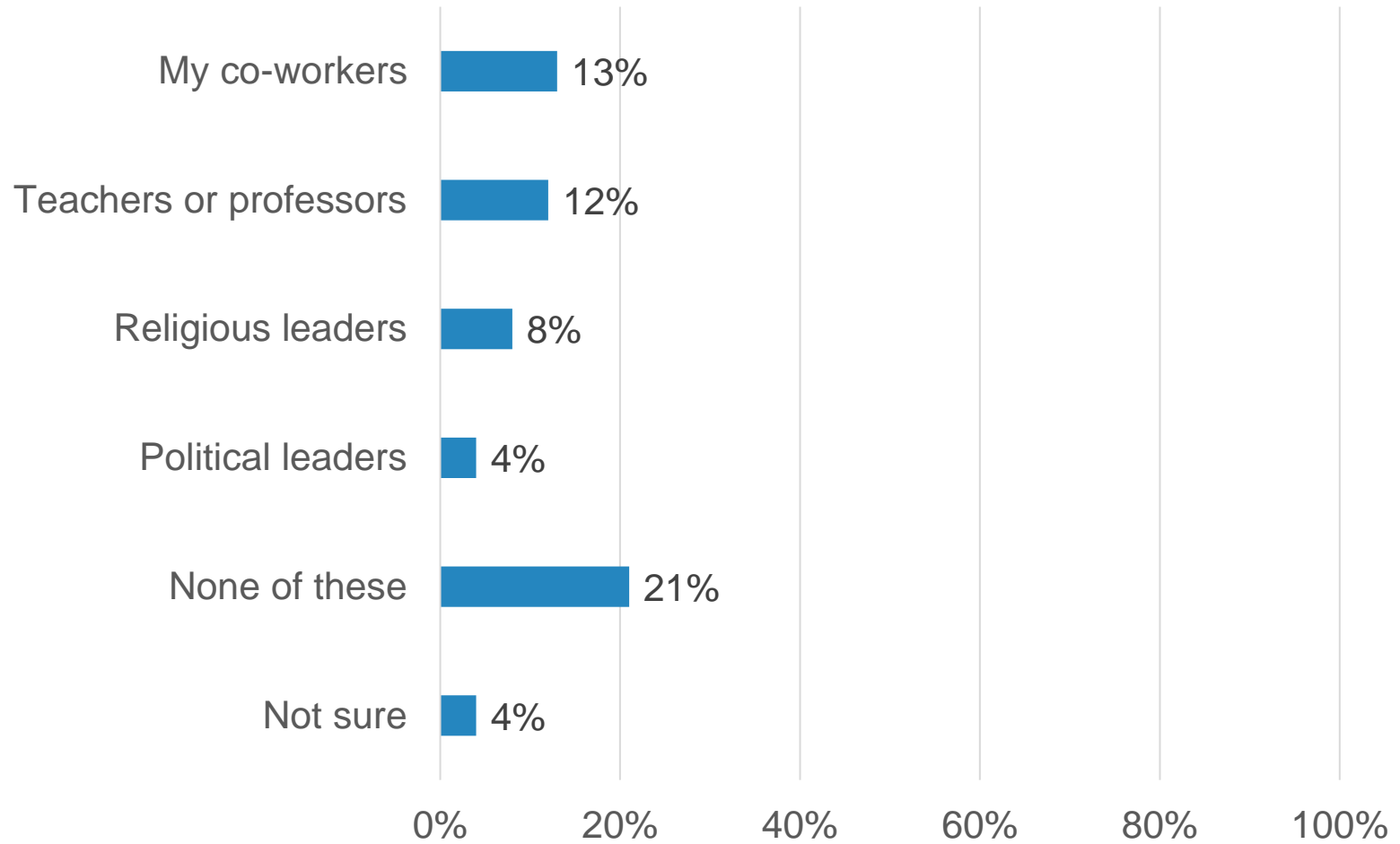
“Who has influenced your decisions about how you handle your money?”



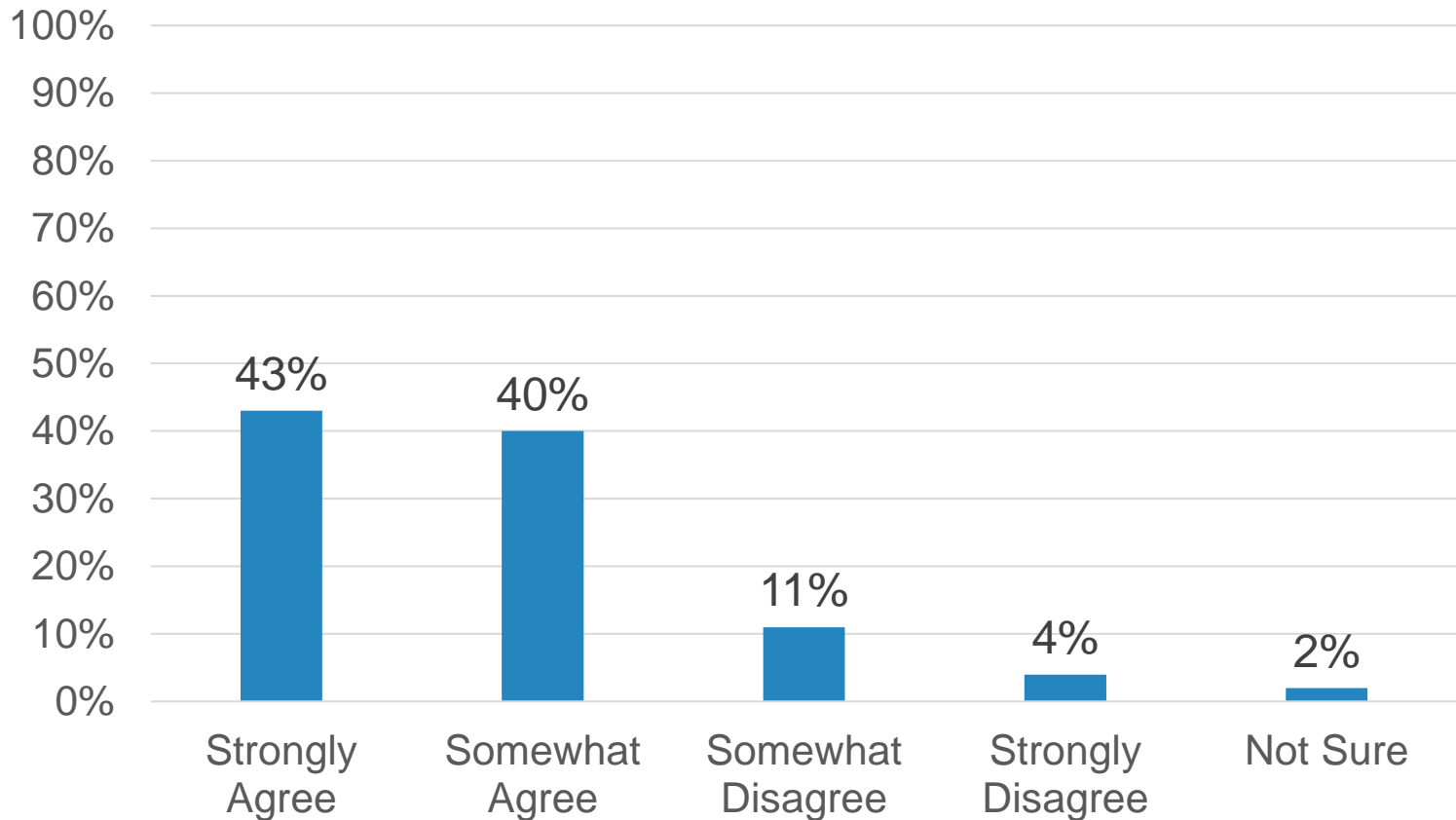
Lifeway research

Q11: “Who has influenced your decisions about how you handle your money? (Select all that apply)” n= 905

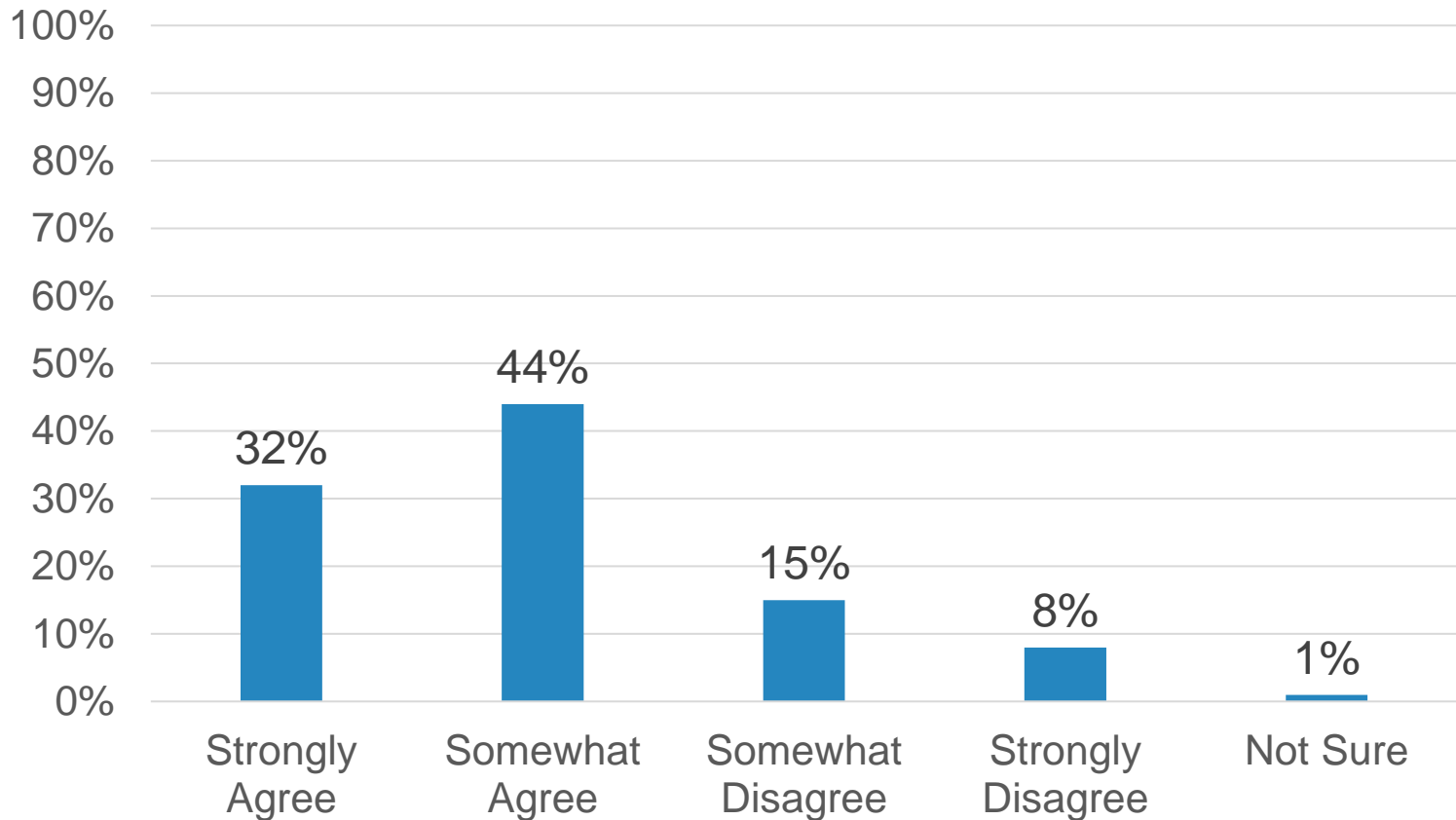
“Who has influenced your decisions about how you handle your money?” Continued



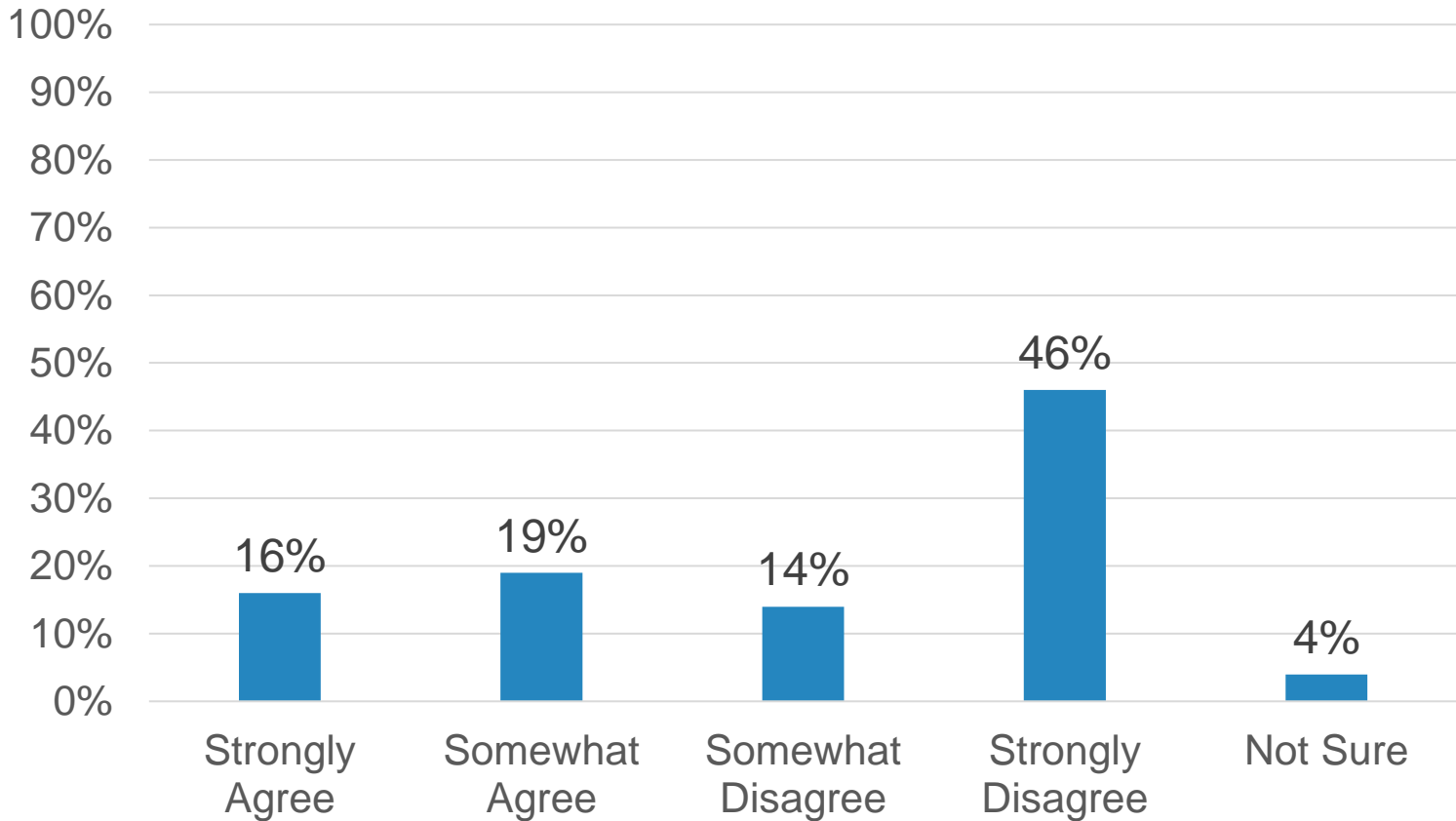
83% make financial decisions based on where they want to be in several years



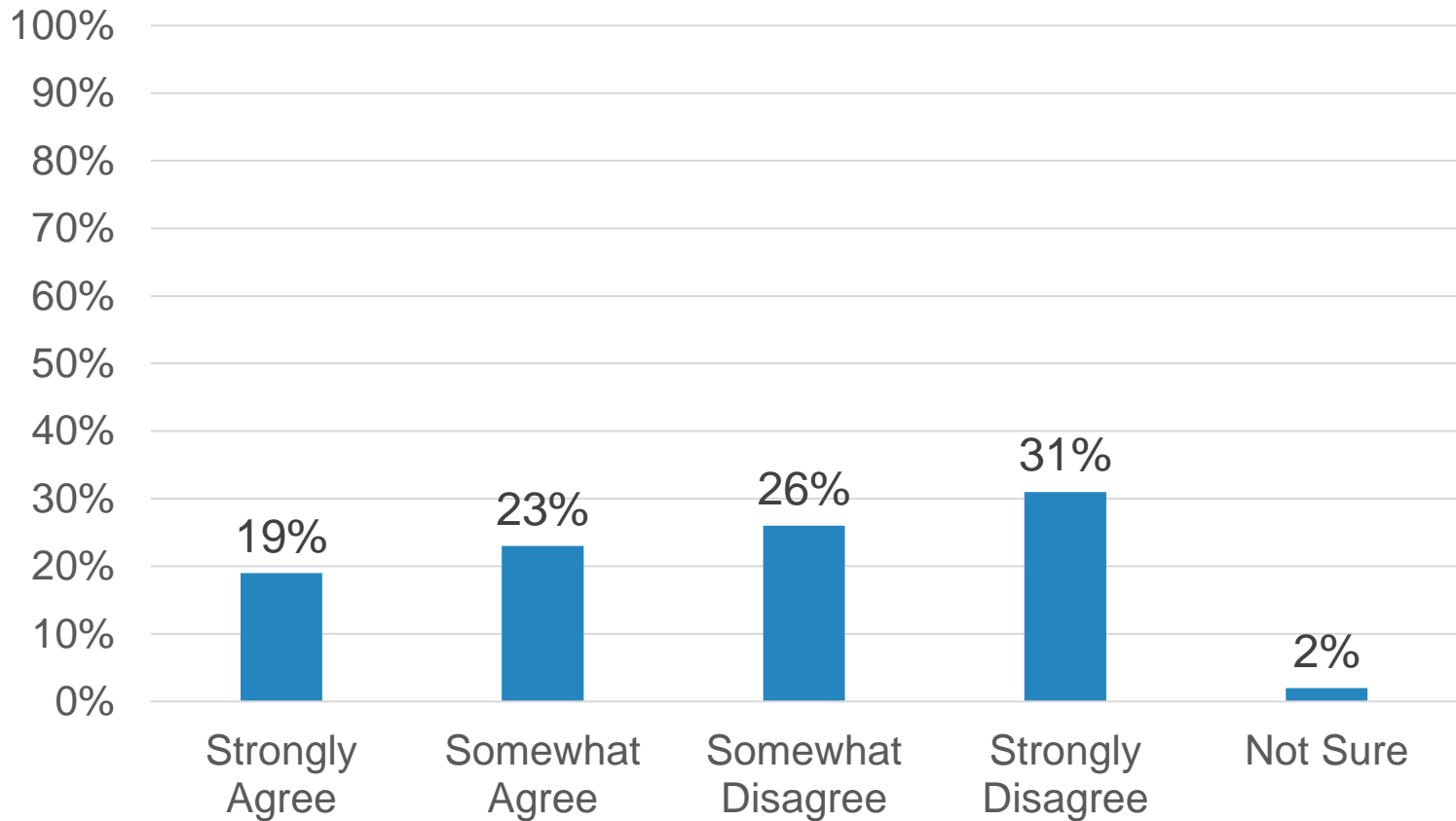
76% make financial decisions based on what they want today



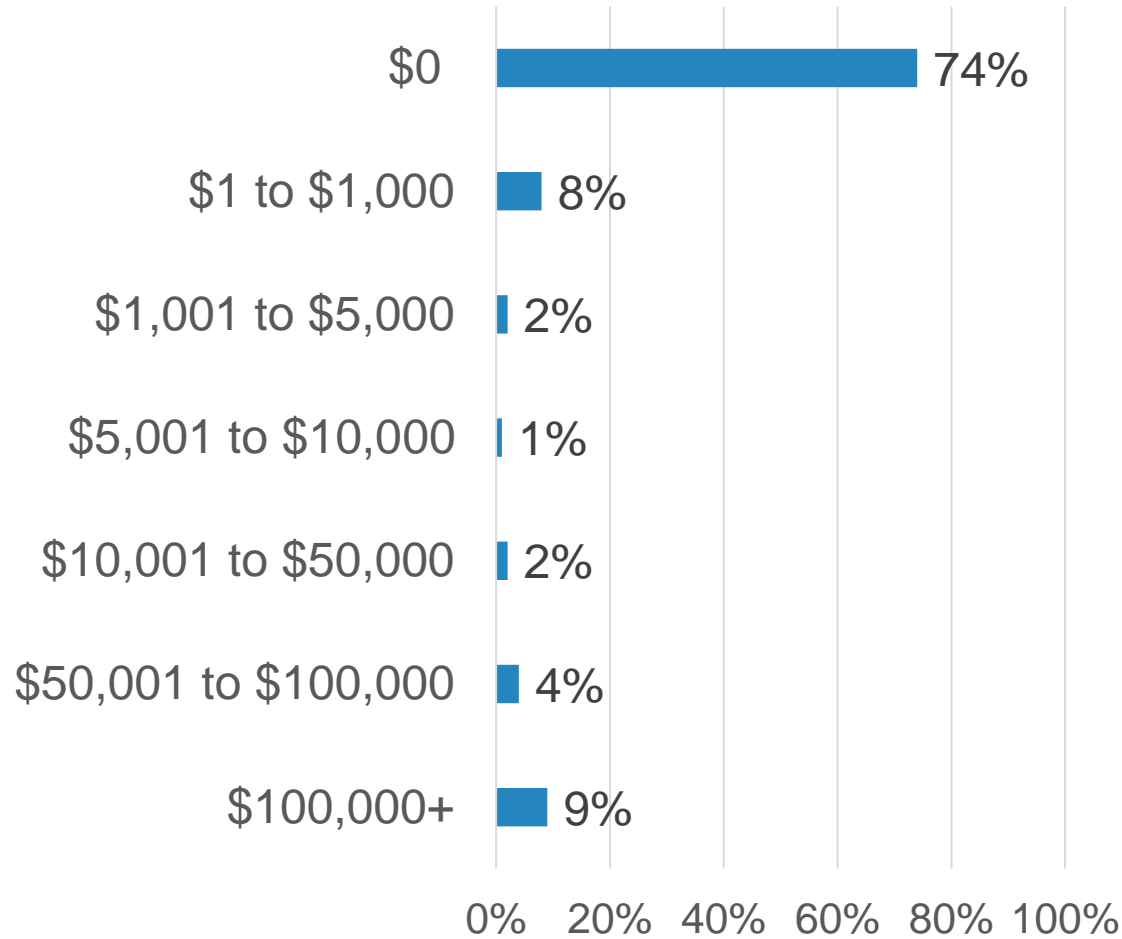
36% say that their religious faith influences their financial decisions



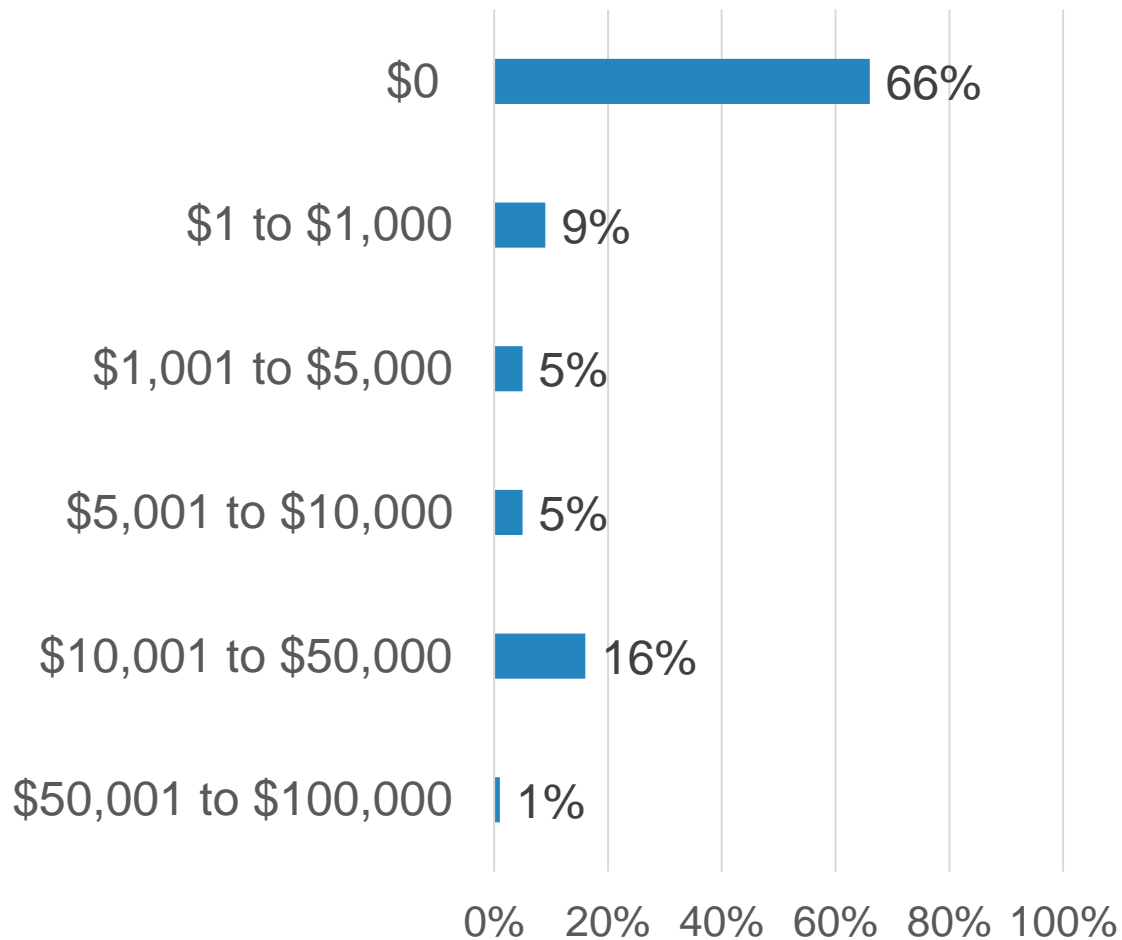
42% say they are always “broke”



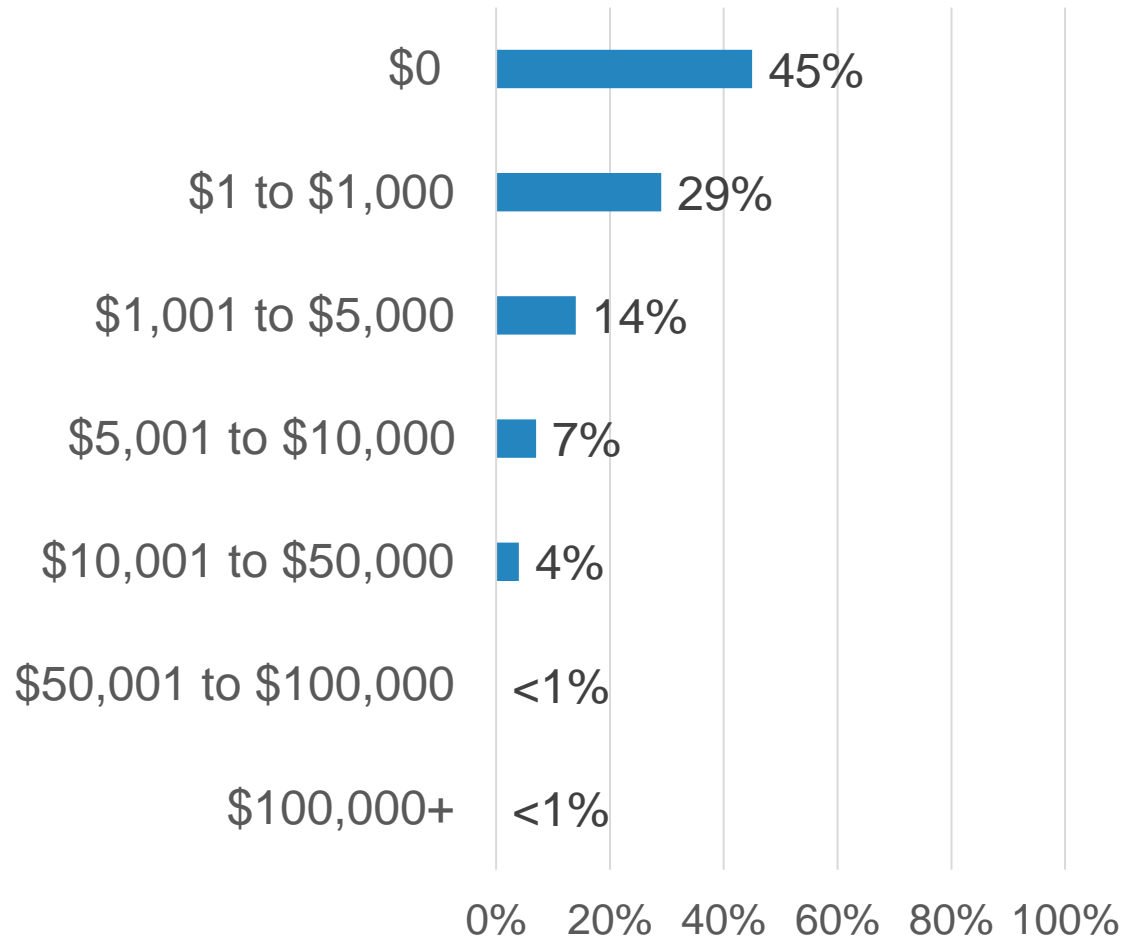
Home Mortgage Debt



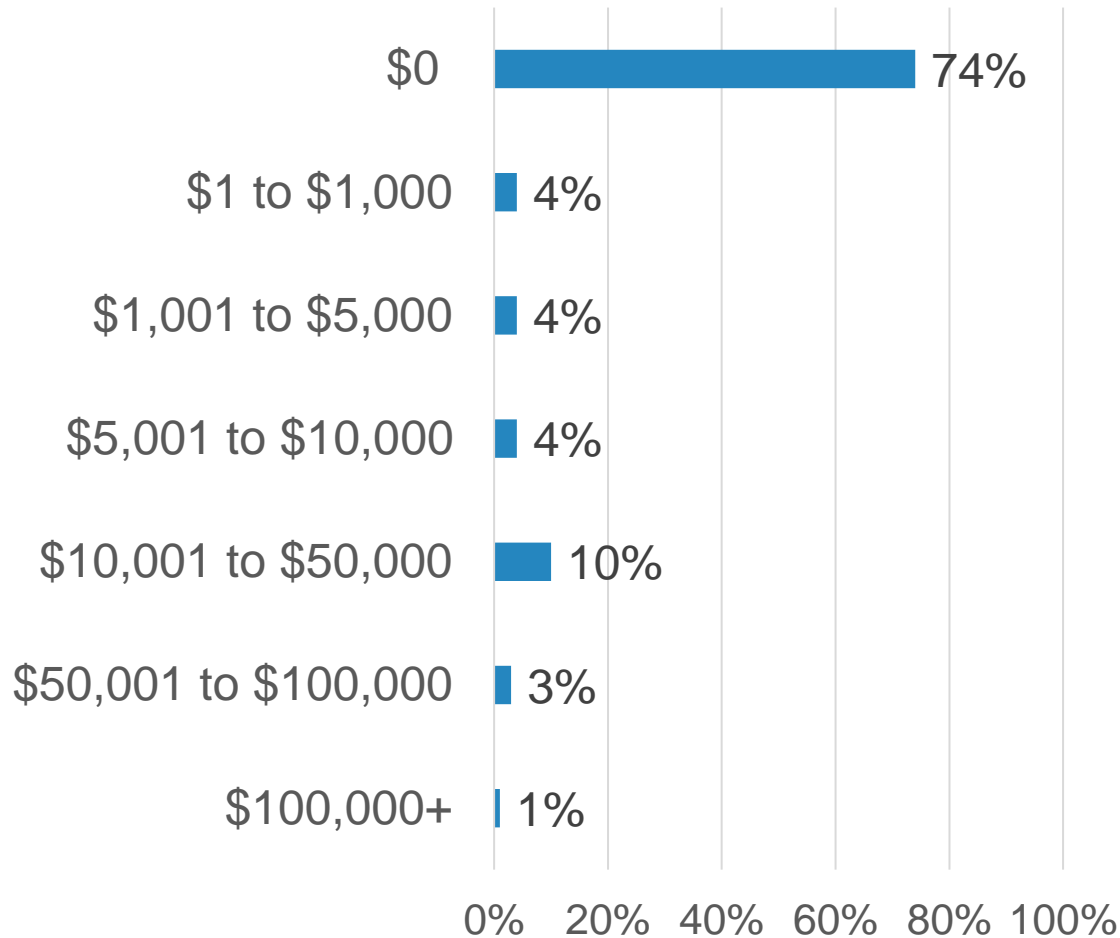
Auto Loan Debt



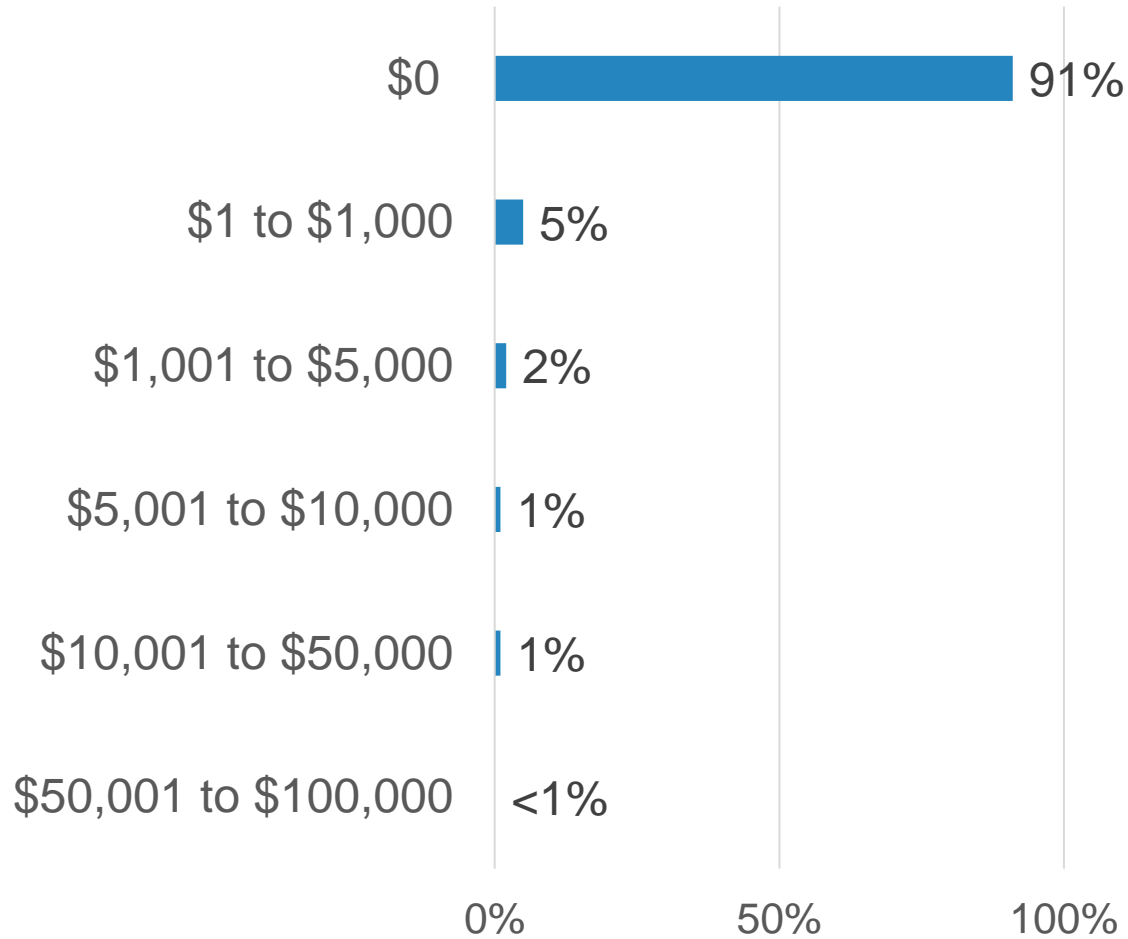
Credit Card Debt



Student Loan Debt



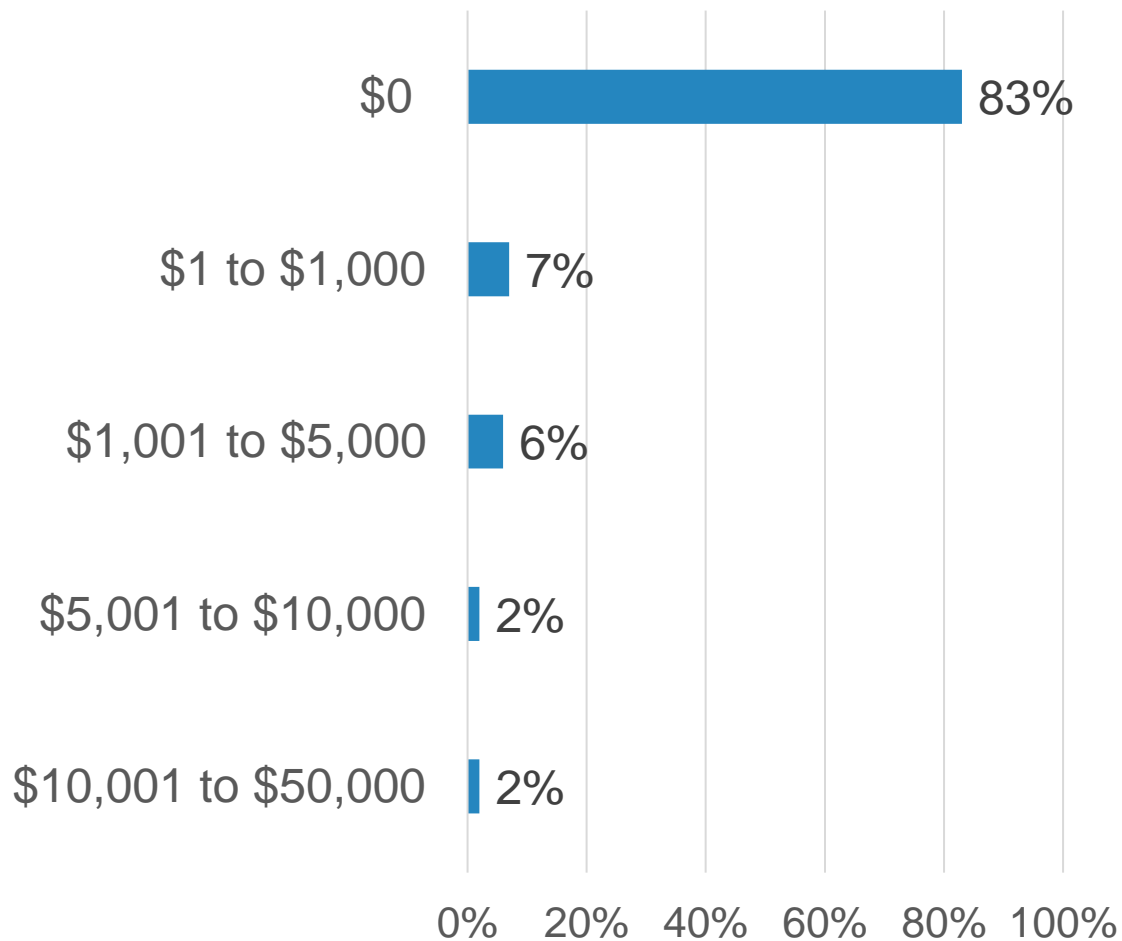
Home Improvement/ Home Equity Debt



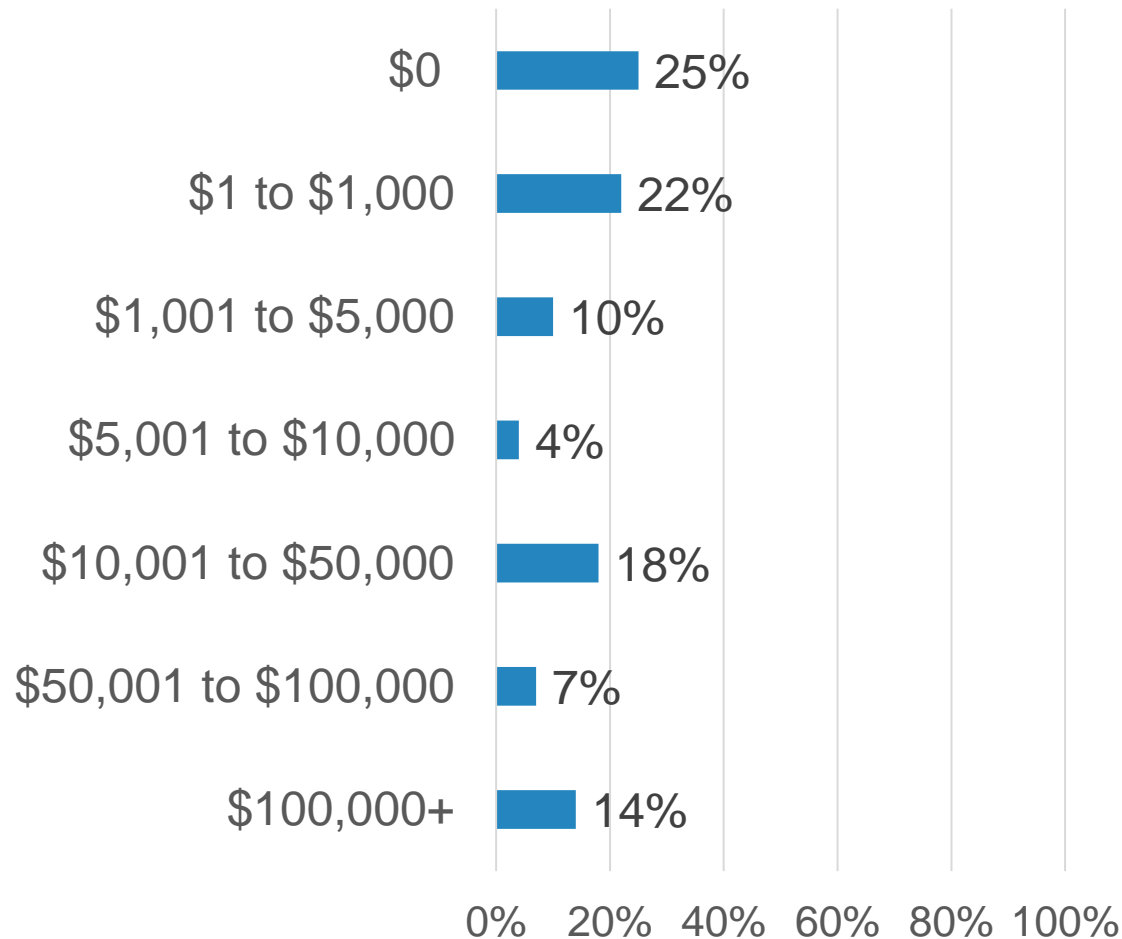
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Q16: "Please estimate the amount of debt you have for each category. If none, please type a "0" in the space provided." n= 873

Other Loan Debt



Total Debt (Sum of the 6 types of debt)

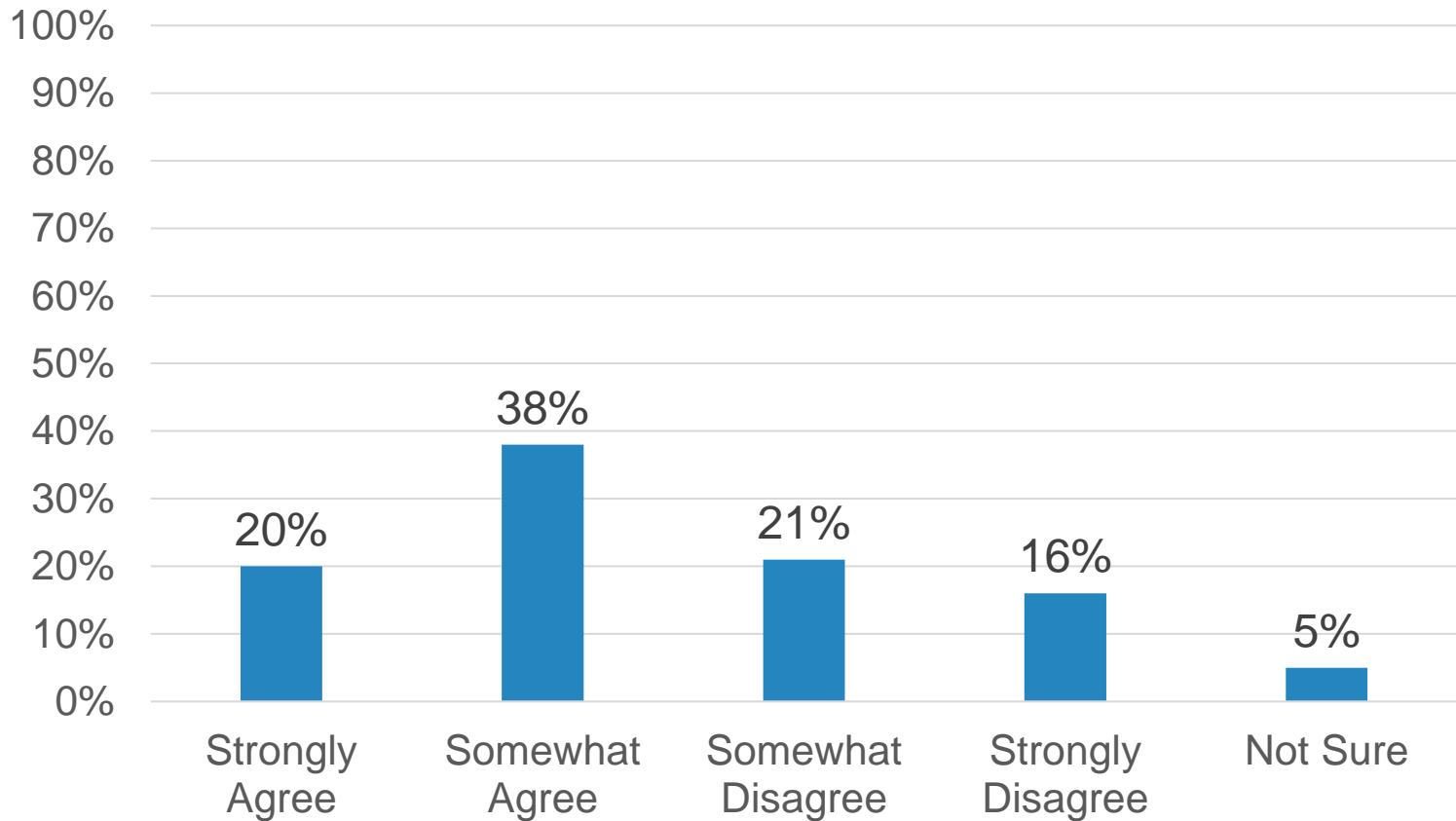


Mean \$41,808 Median \$1,900

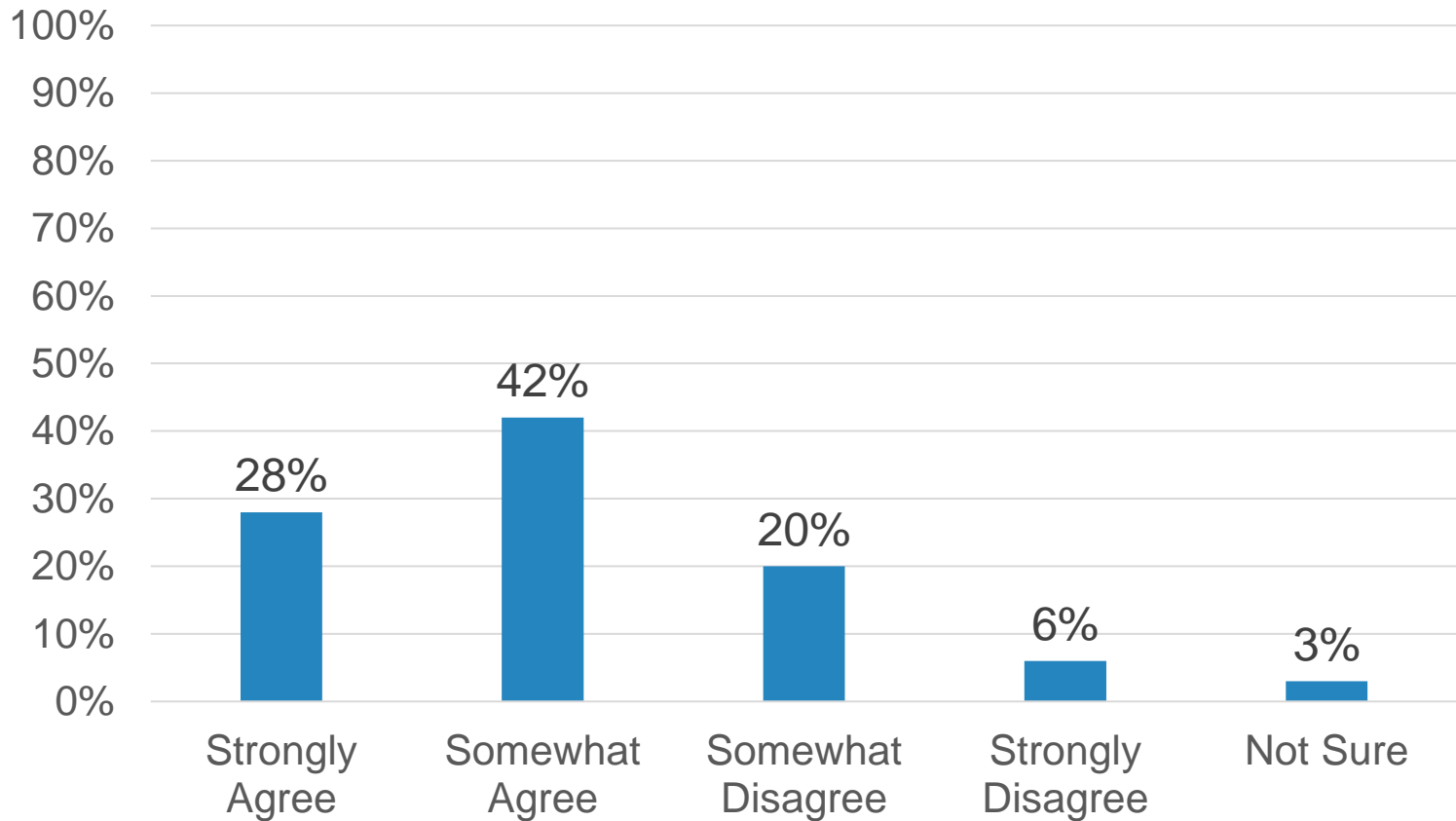


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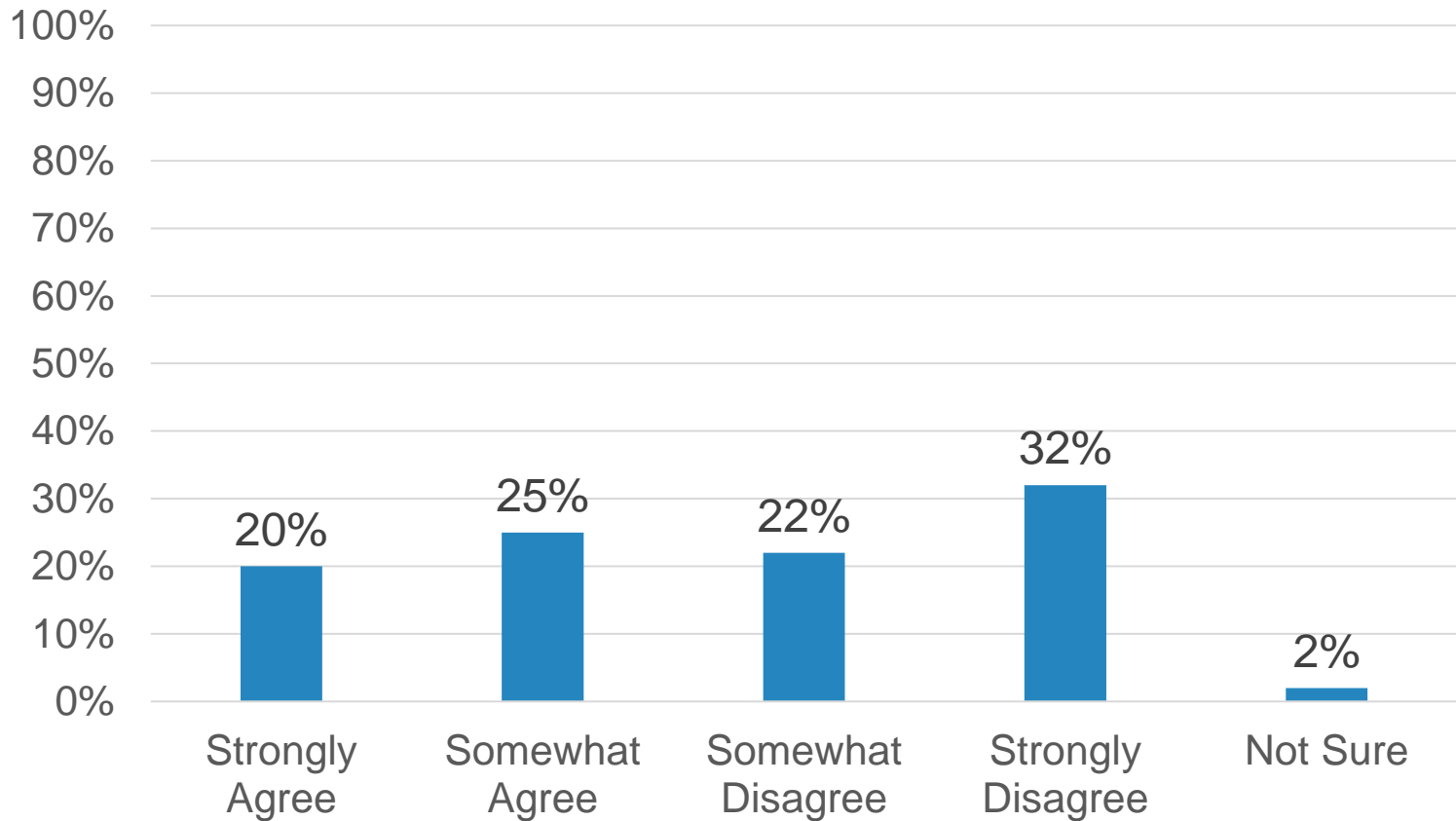
58% believe that personal debt is necessary in today's economy



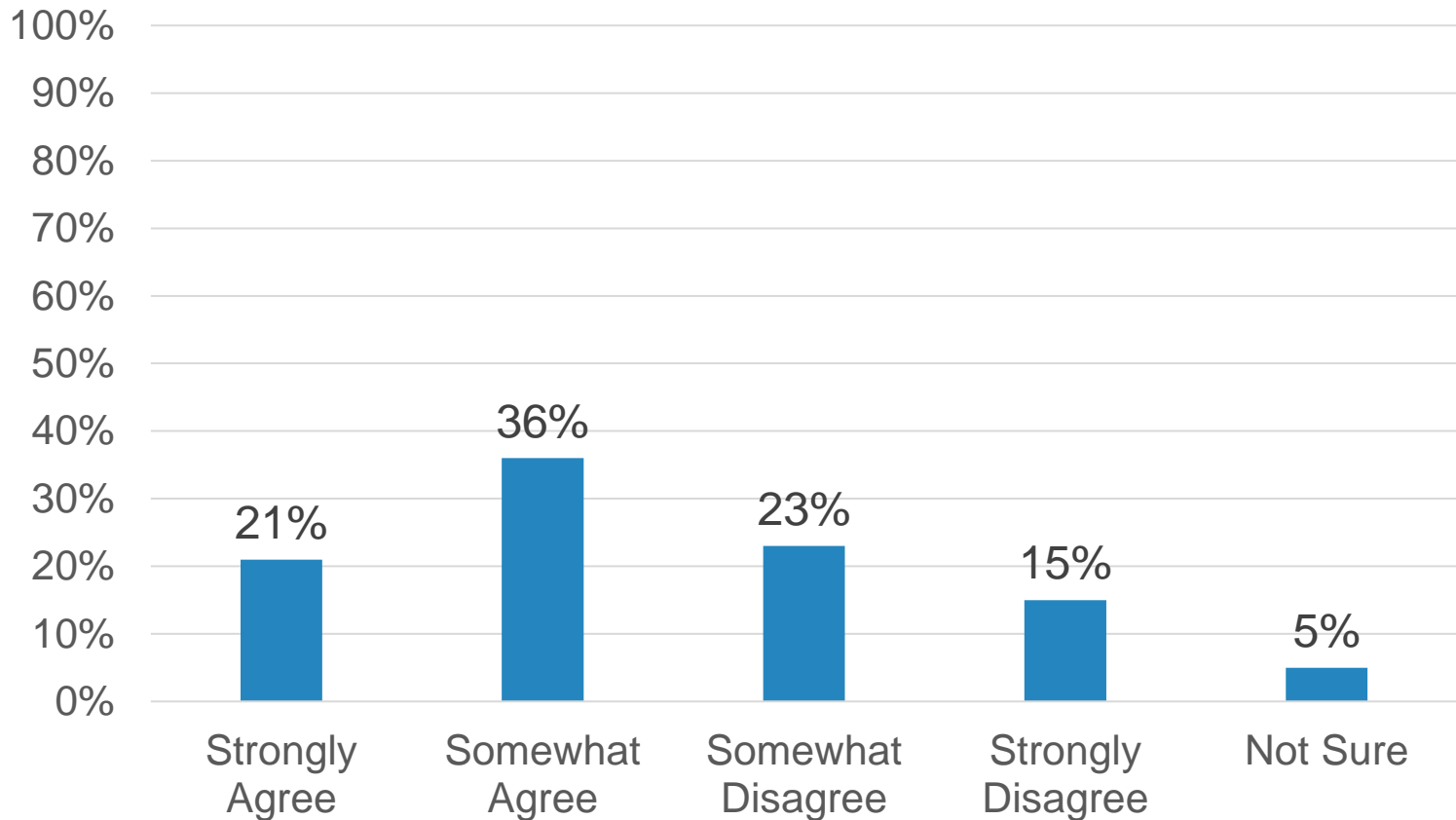
70% say that most personal debt can be avoided



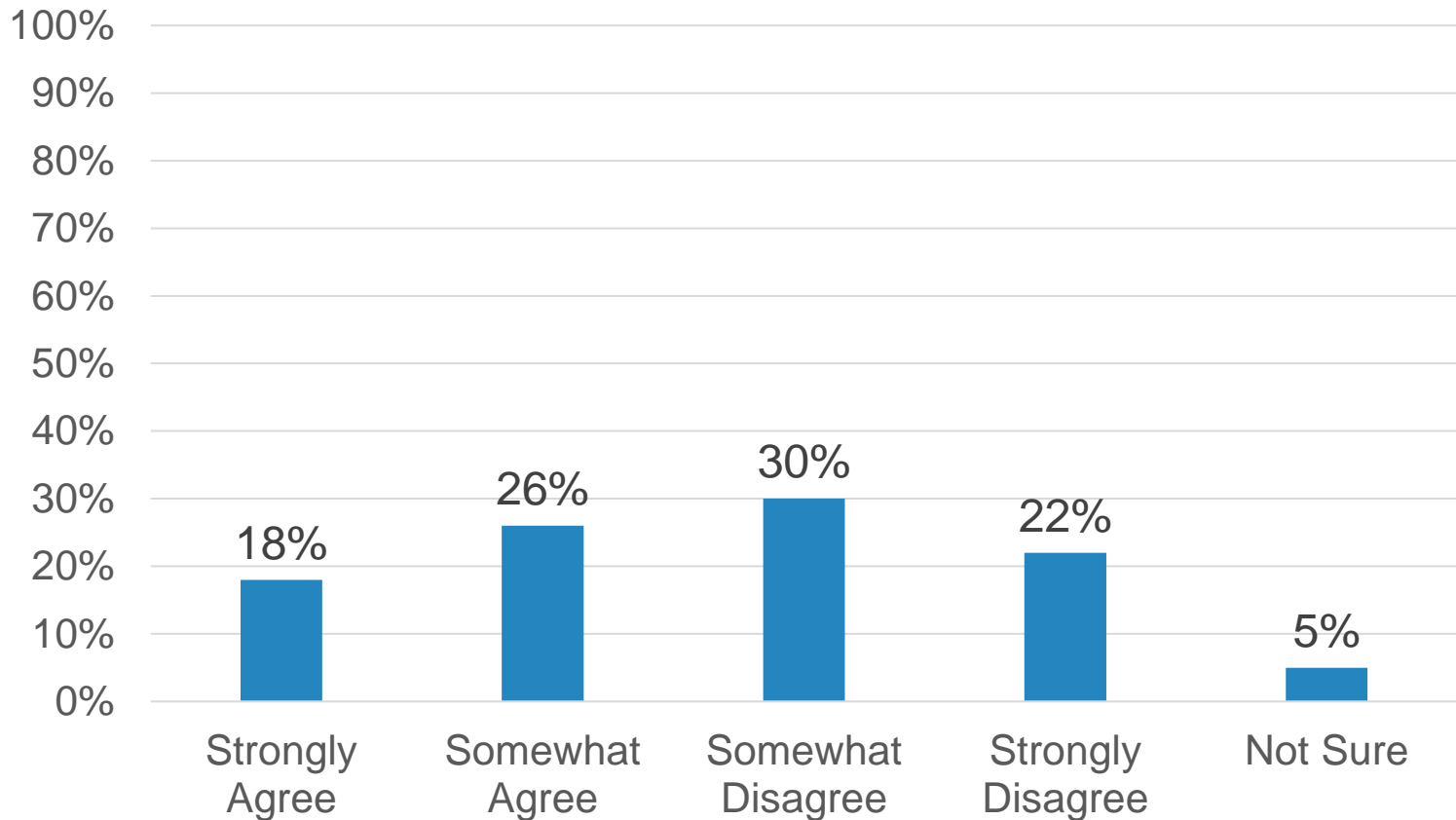
45% have accumulated an excessive amount of debt



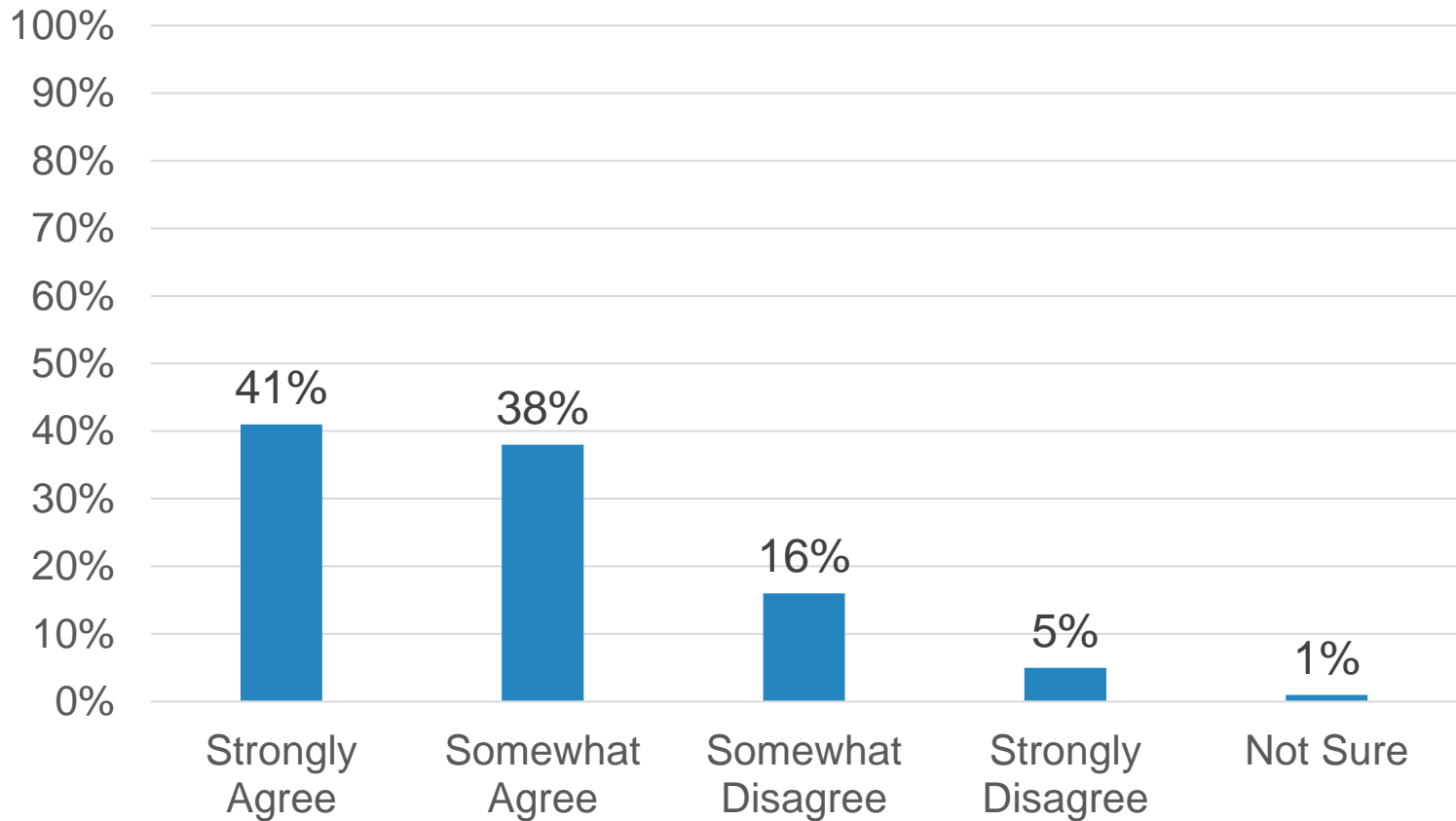
57% say that incurring some debt as a young adult is necessary to get ahead



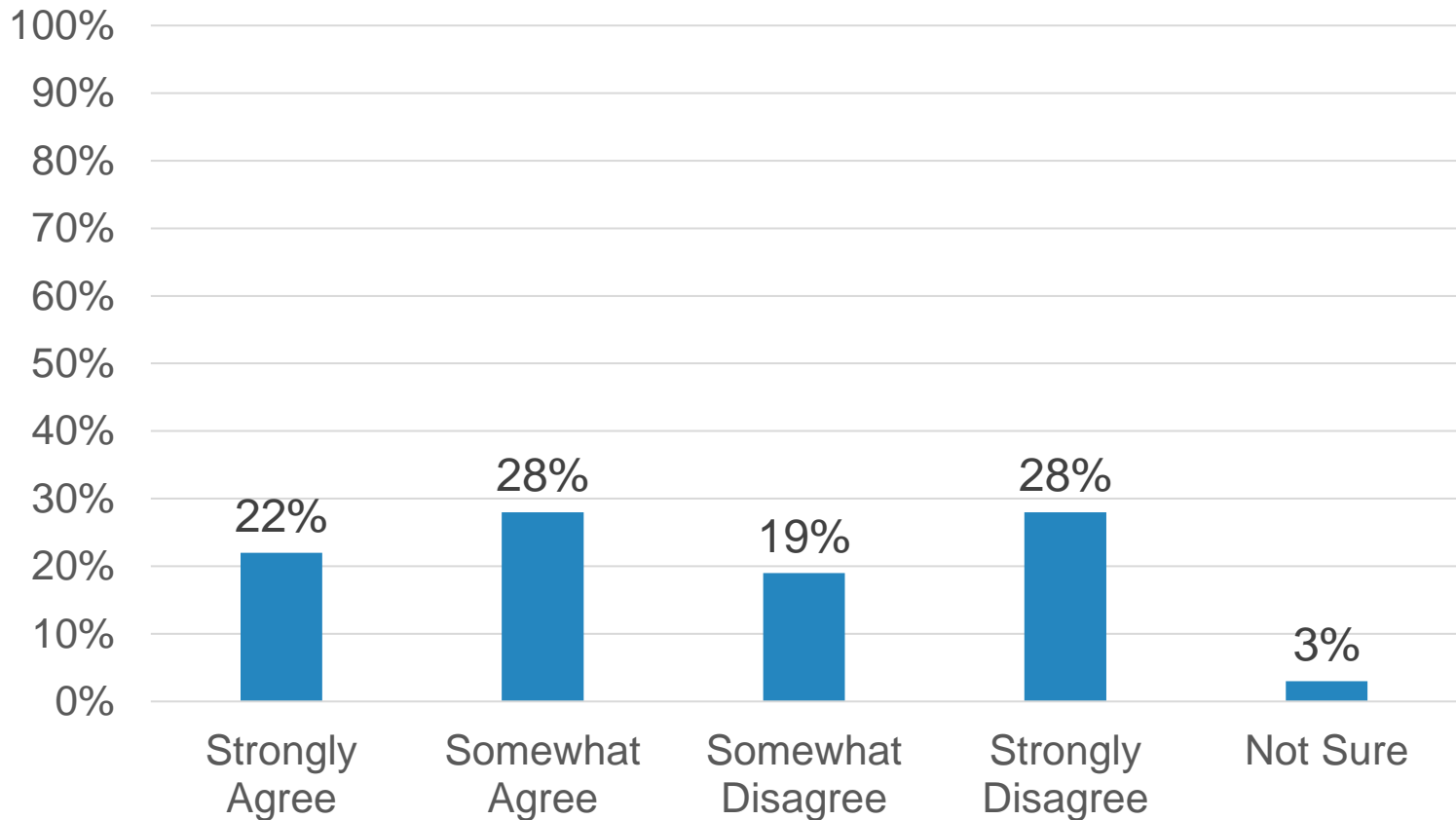
43% say that taking out a loan is a financial defeat



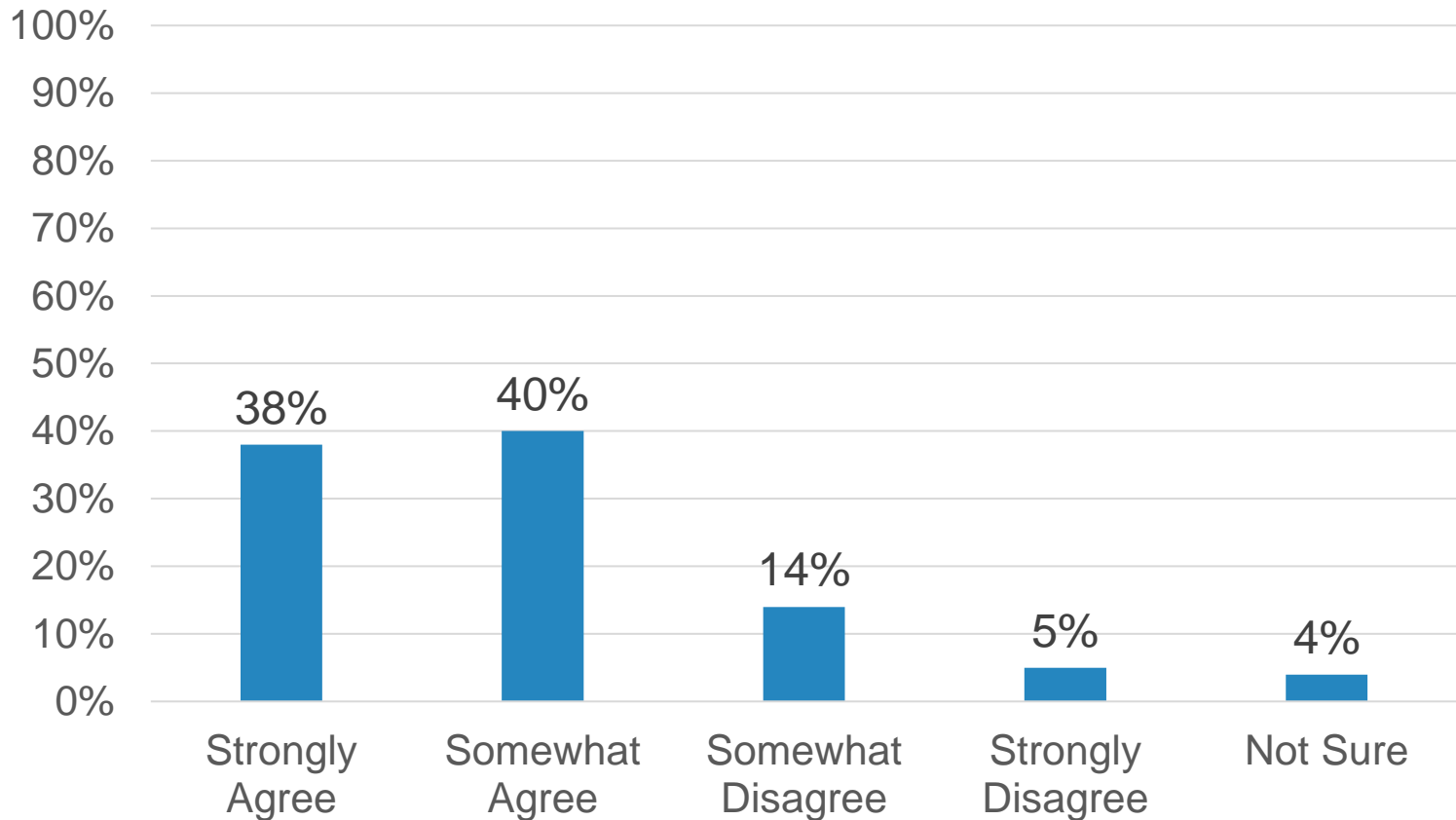
78% seek to avoid debt at all costs



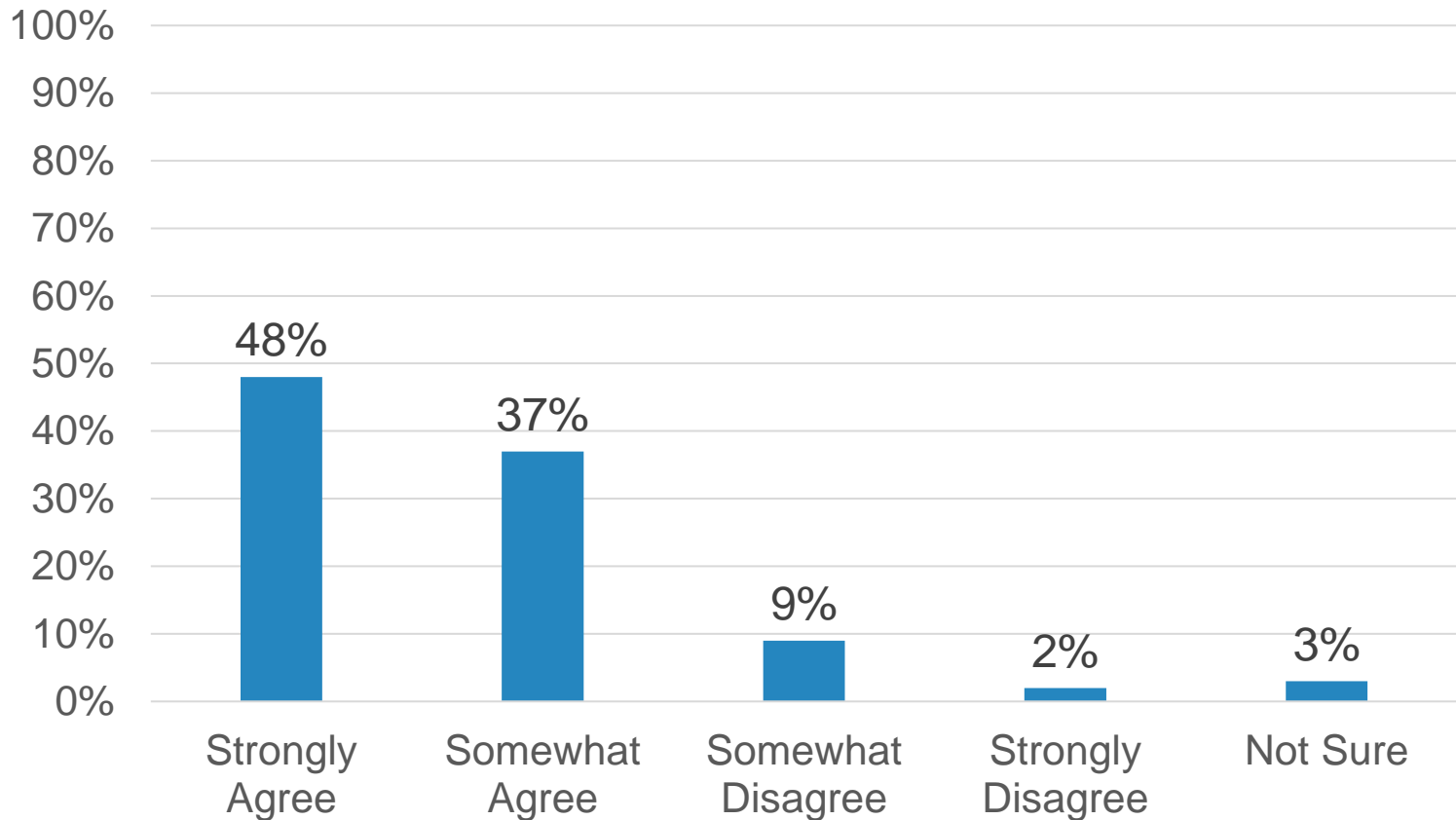
50% say that most of their big purchases required a loan



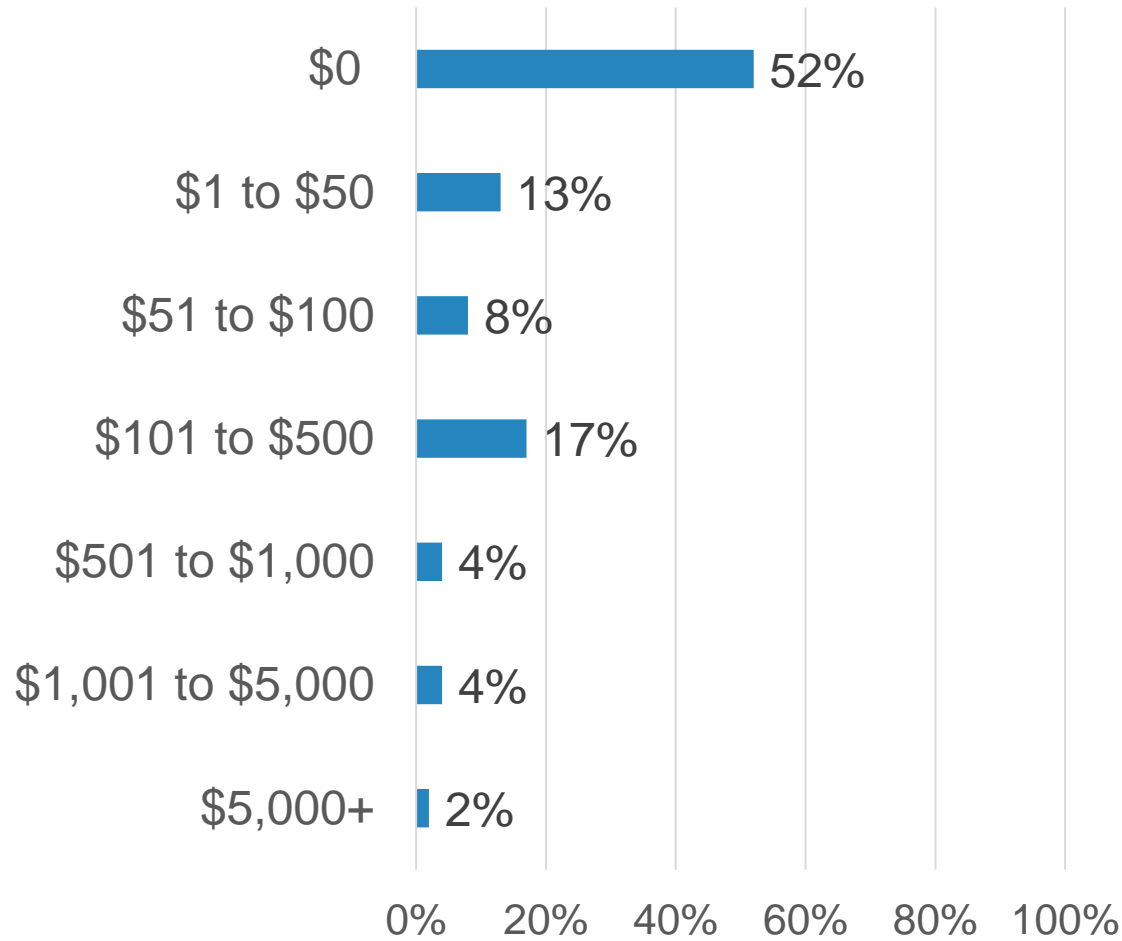
77% say that lenders should only approve loans that the borrower is able to repay



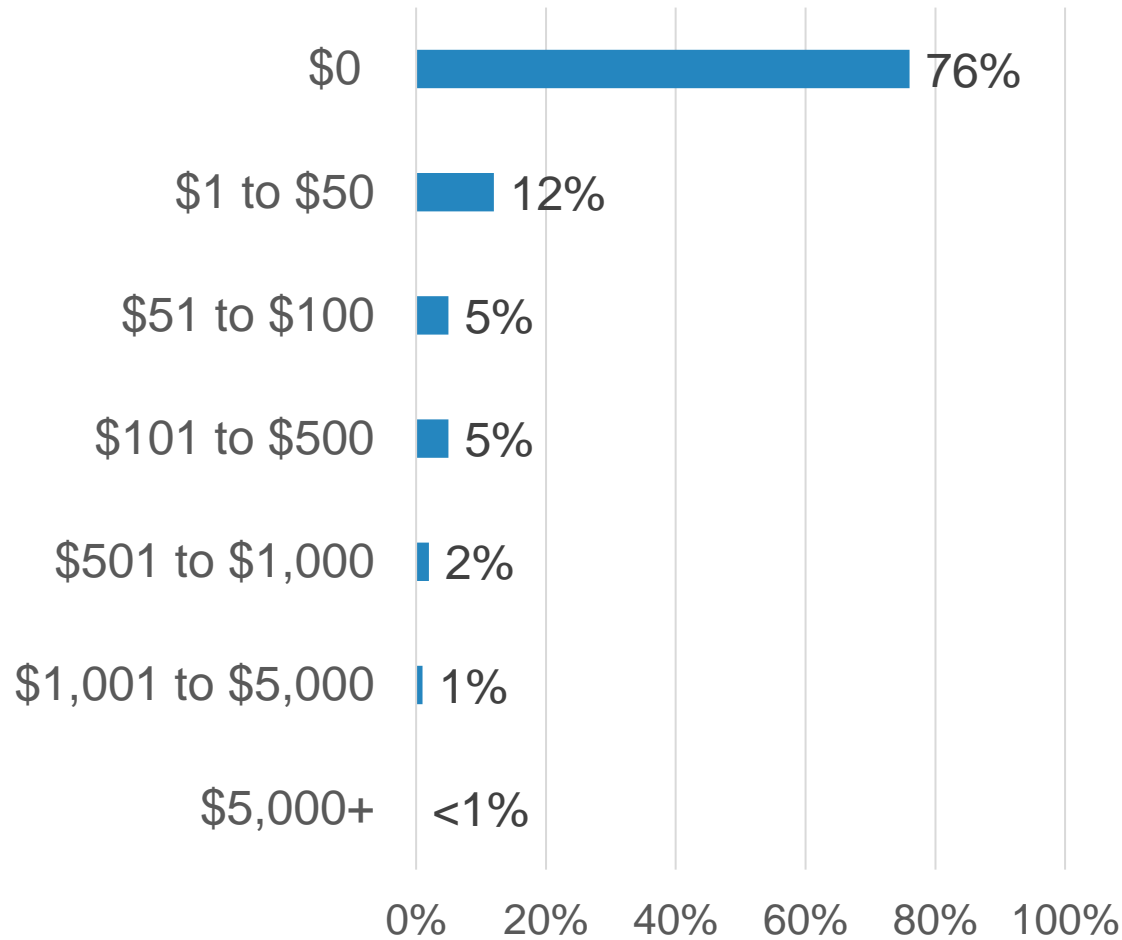
85% say that lenders should only extend loans at reasonable interest rates



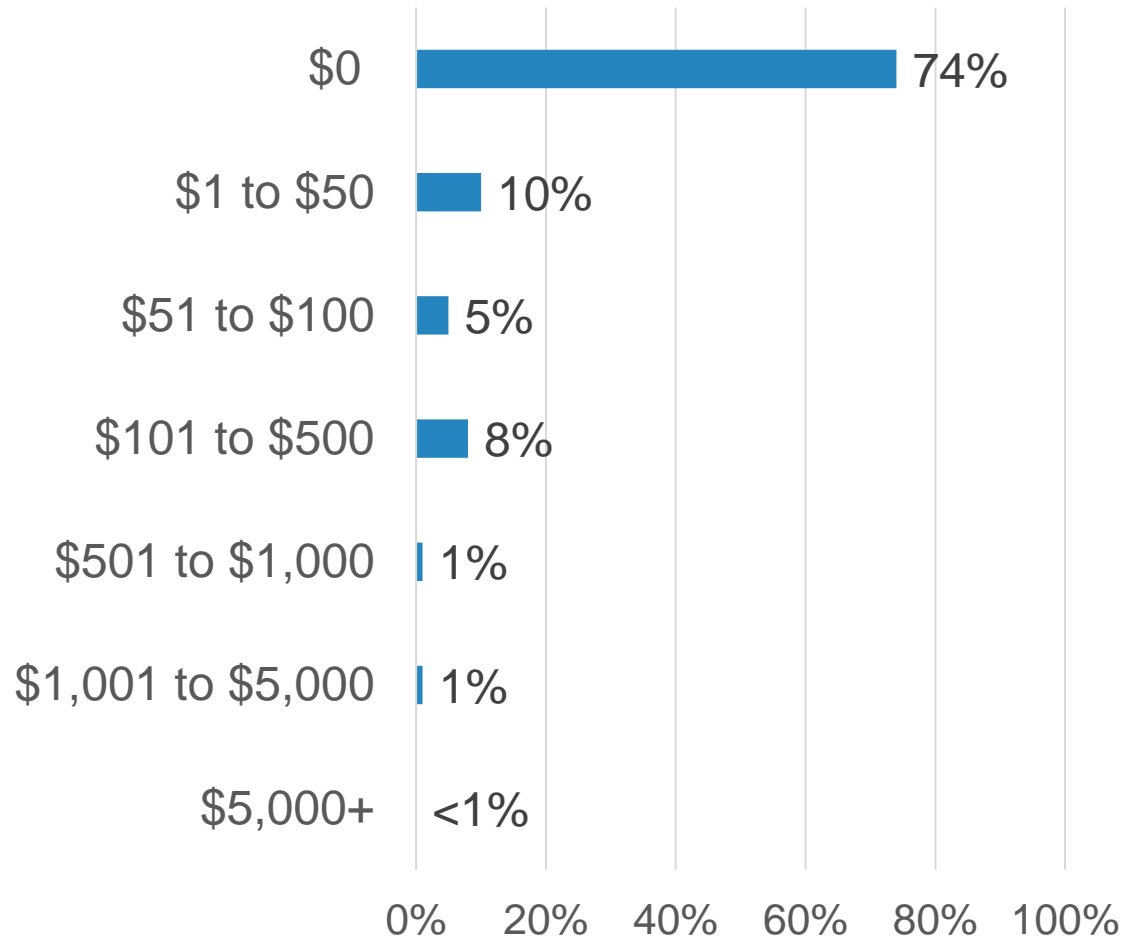
Donations to Individuals or Families in Need



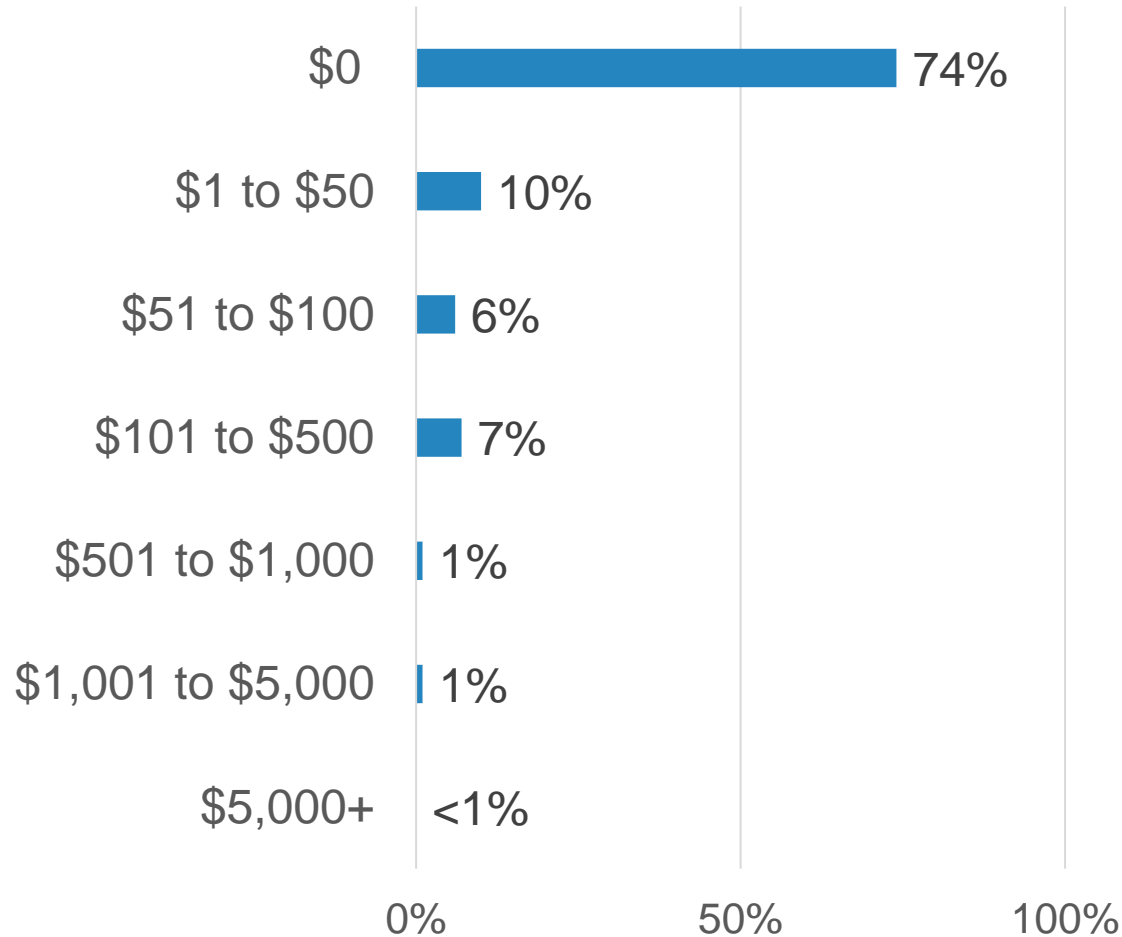
Go Fund Me Donations



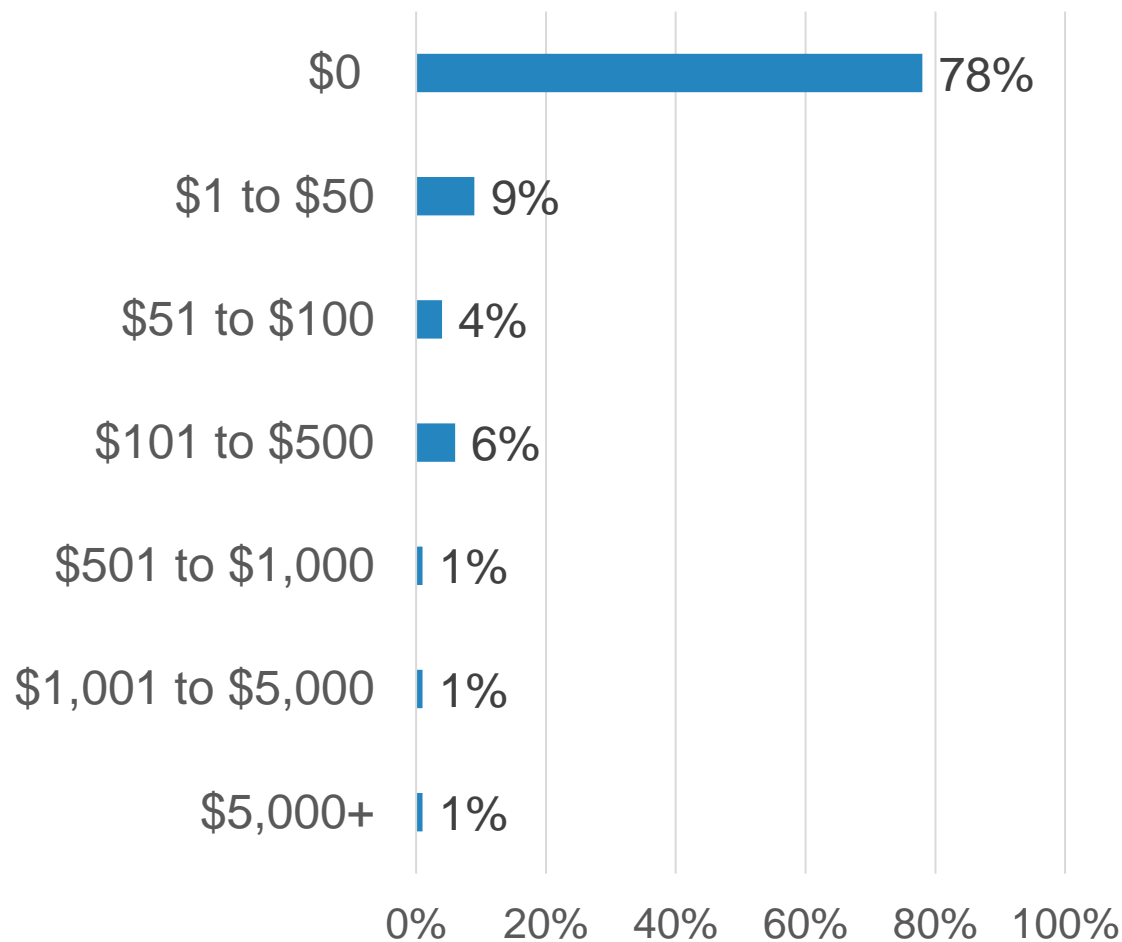
Donations to Social Causes



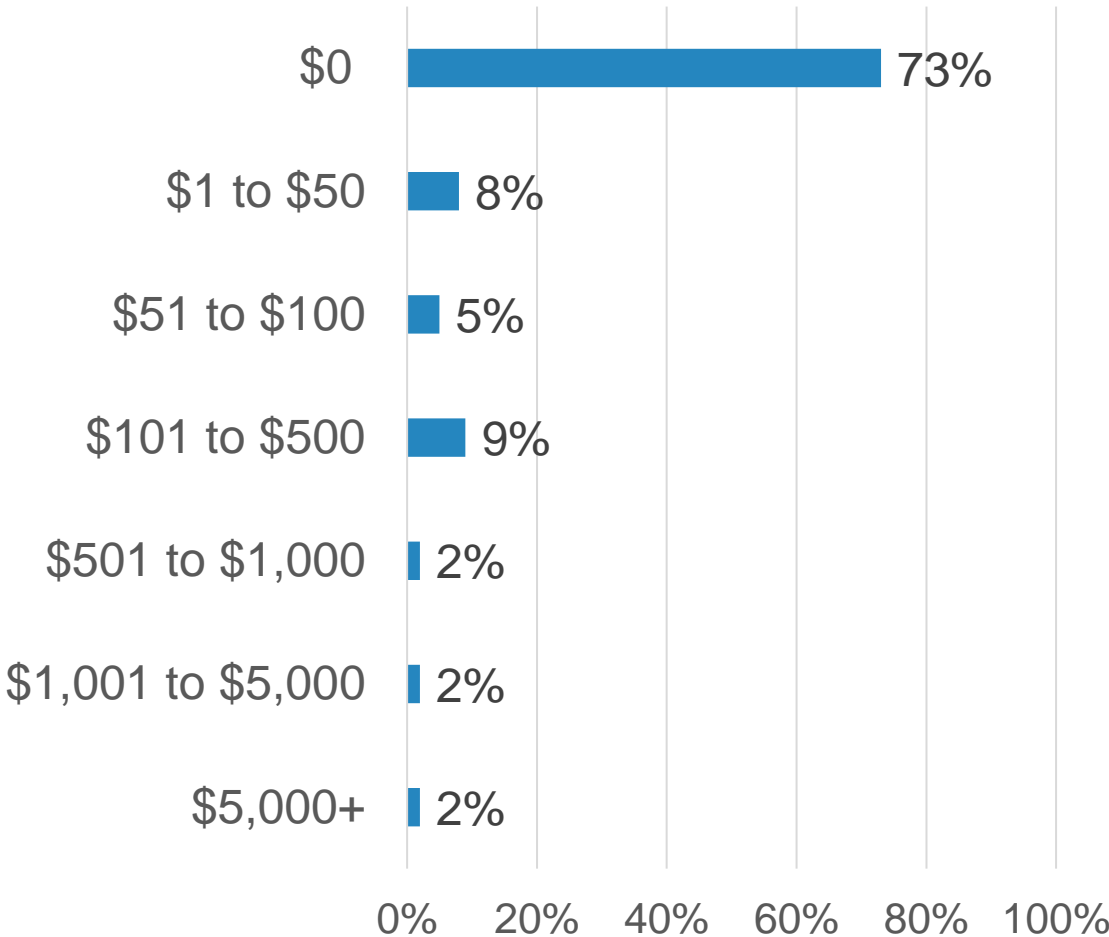
Donations to Non-religious Charities or Educational Organizations



Donations to Religious Organizations

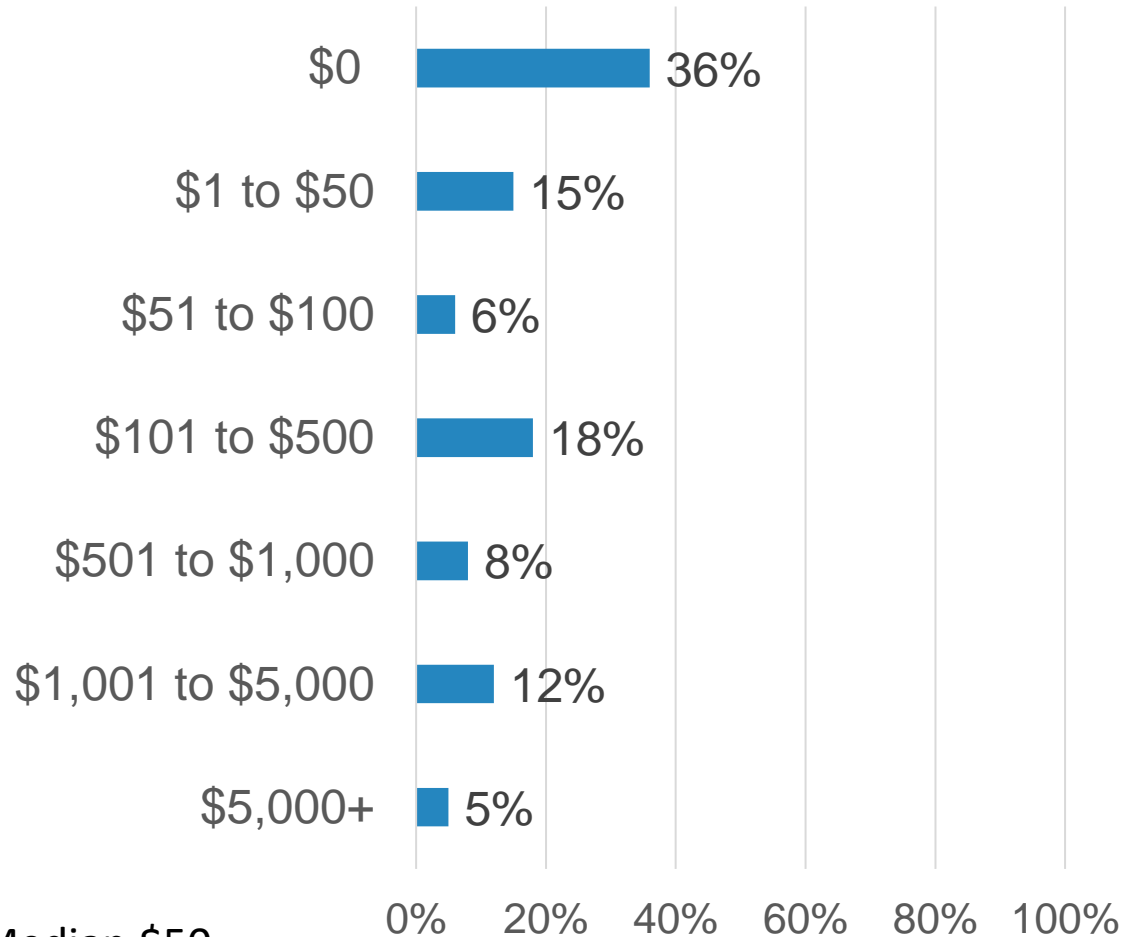


Donations to a Local Church



Q27: "Please estimate the amount you have donated or given to each of the following groups in the last year. If none, please type a "0" in the space provided." n= 865

Total Donations (Sum of the 6 types)



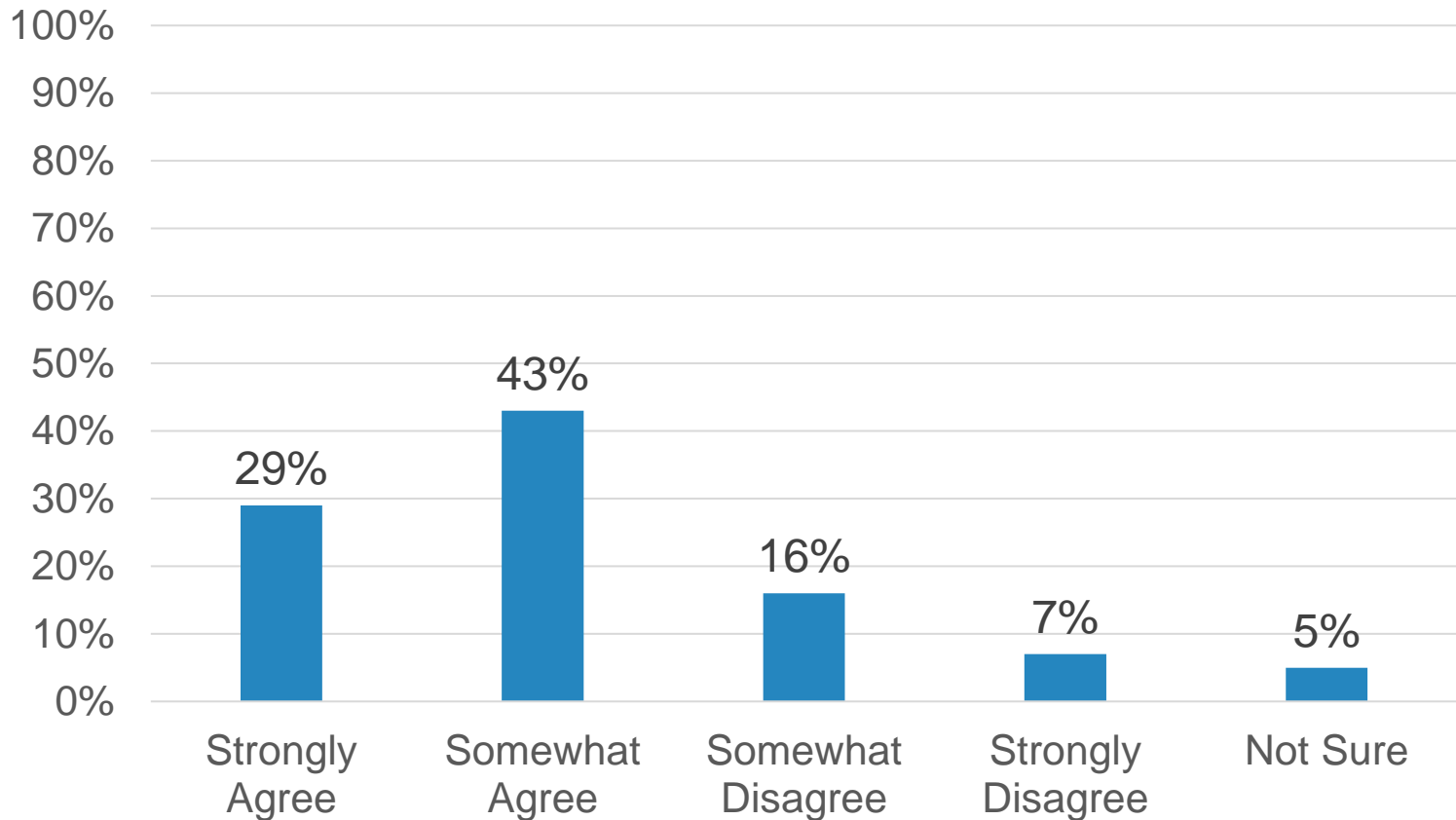
Mean \$1,376 Median \$50



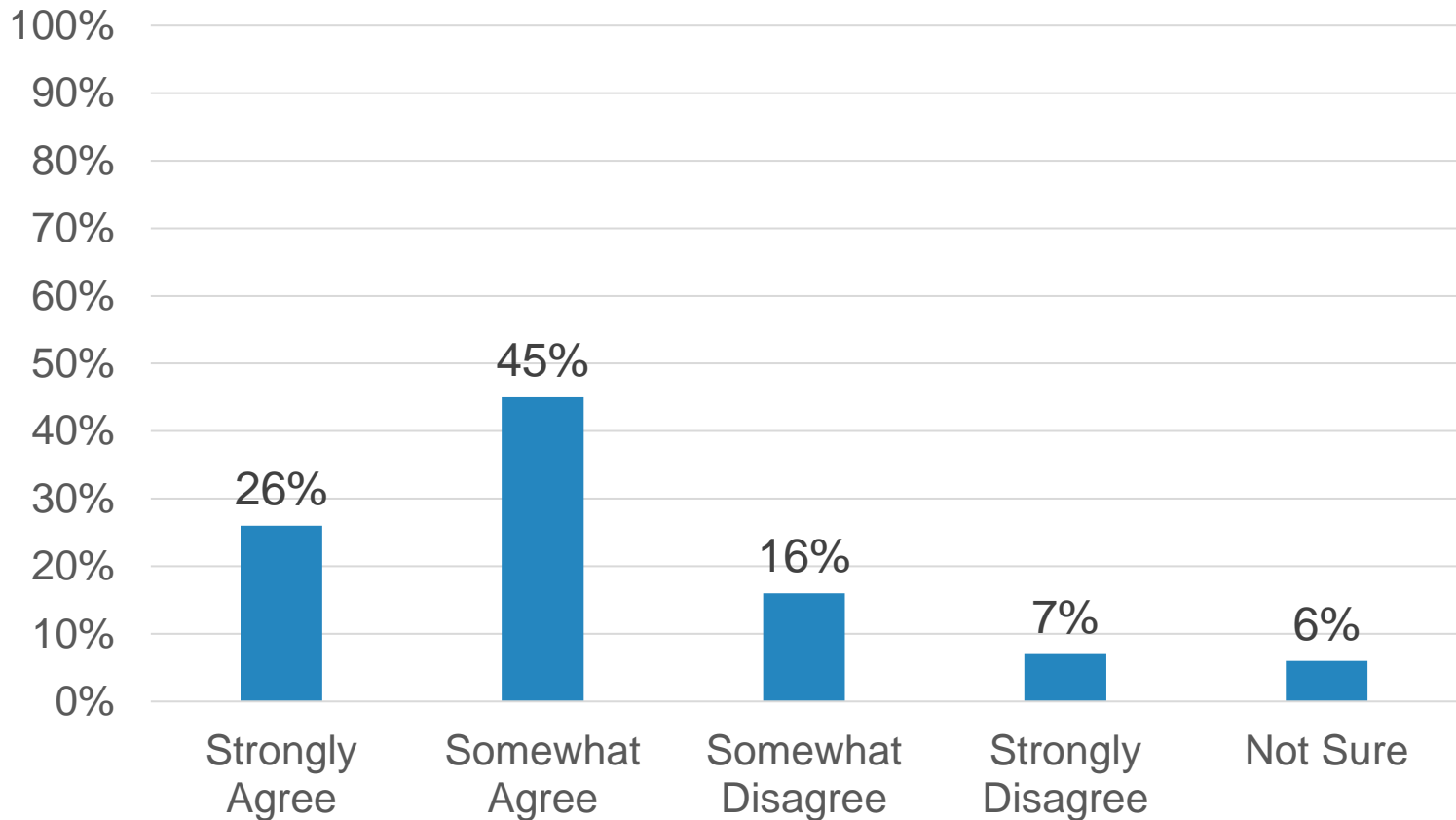
Lifeway research

Q27: "Please estimate the amount you have donated or given to each of the following groups in the last year. If none, please type a "0" in the space provided." n= 865

72% say that it is important to volunteer their time to help good causes or individuals in need

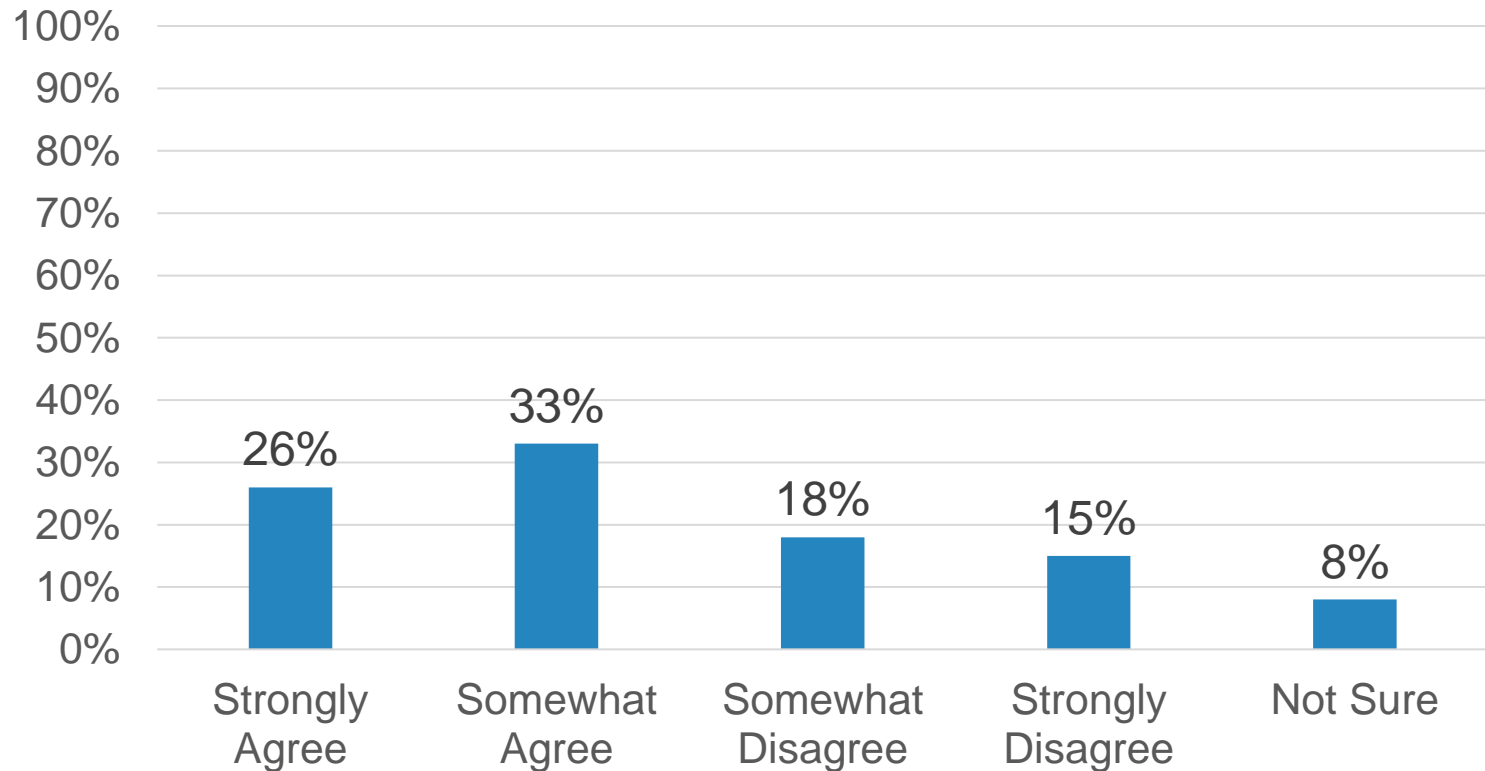


71% intentionally try to purchase from companies that act in socially responsible ways

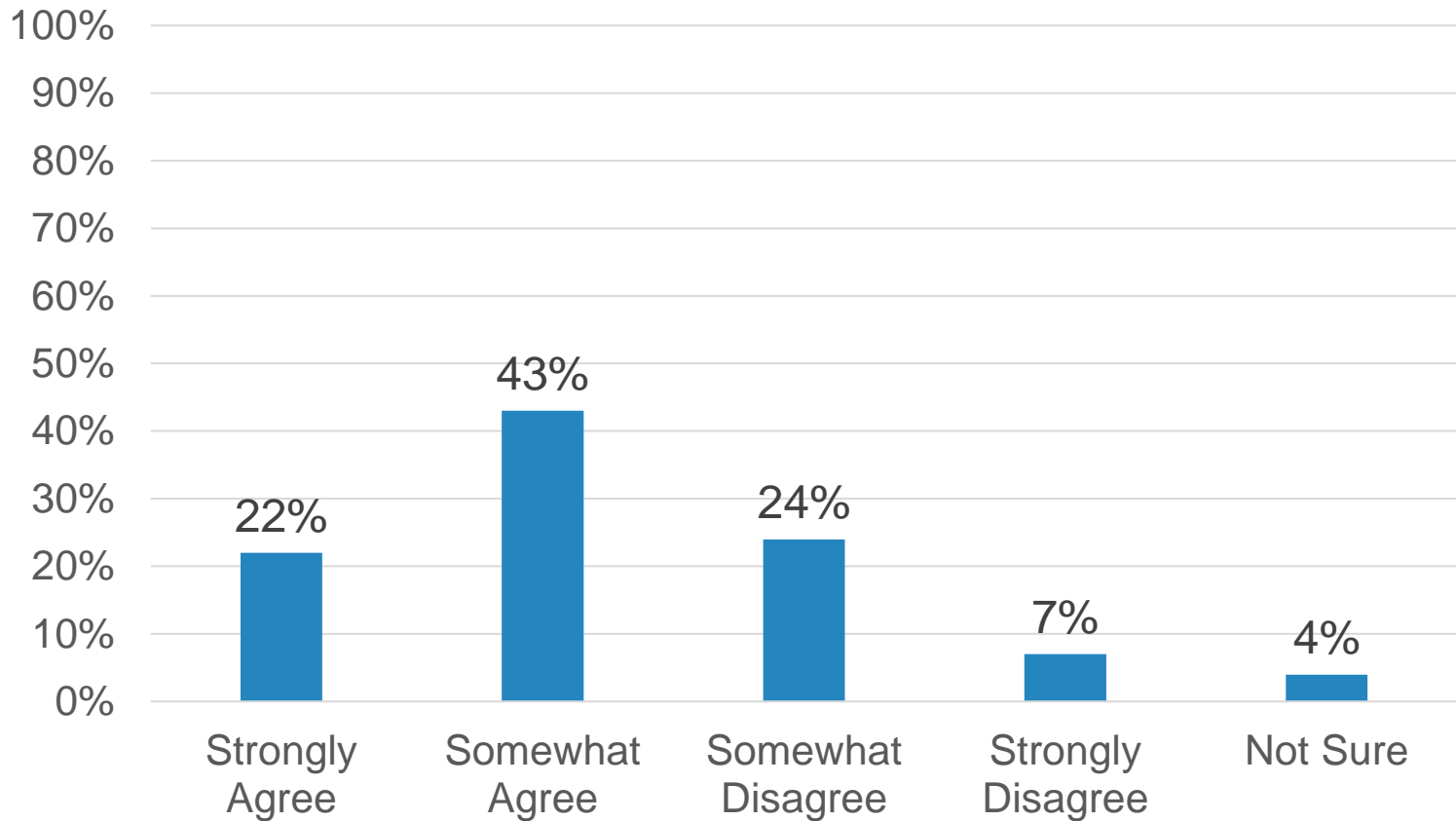


59% of Christians try to purchase from companies that act in ways that honor Christ

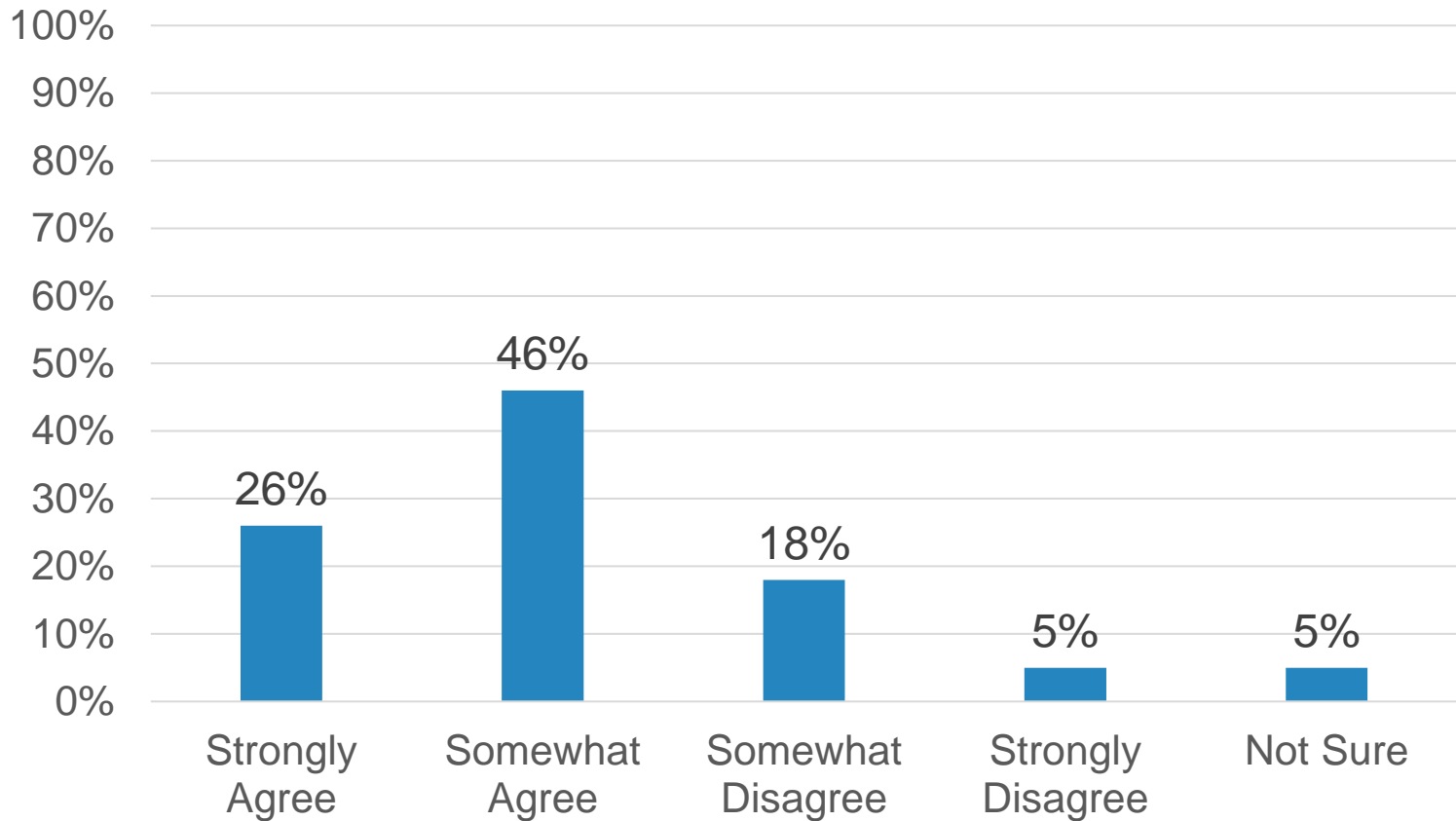
Among Christians



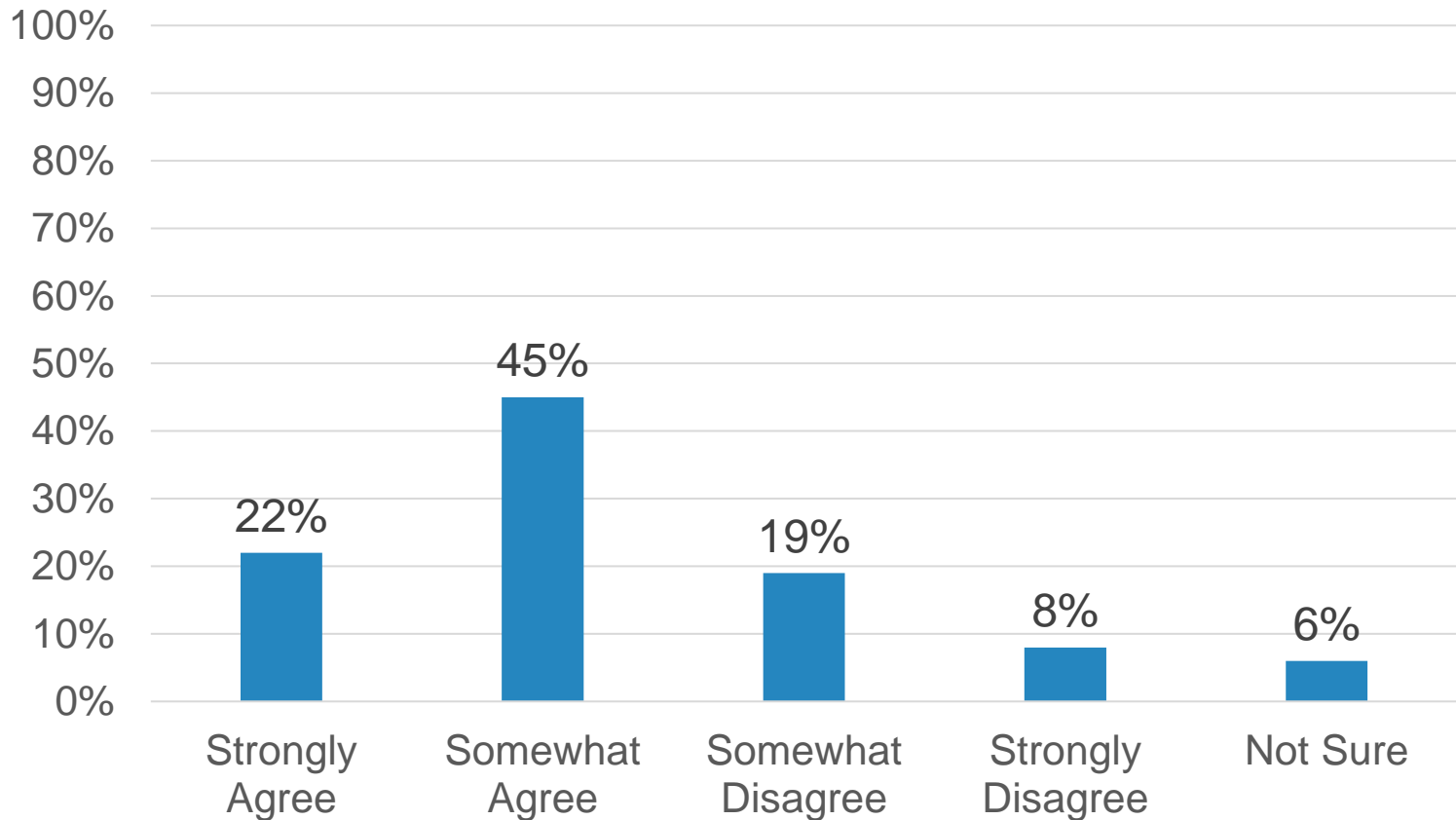
65% do not worry about how companies operate the parts of their business that do not affect them



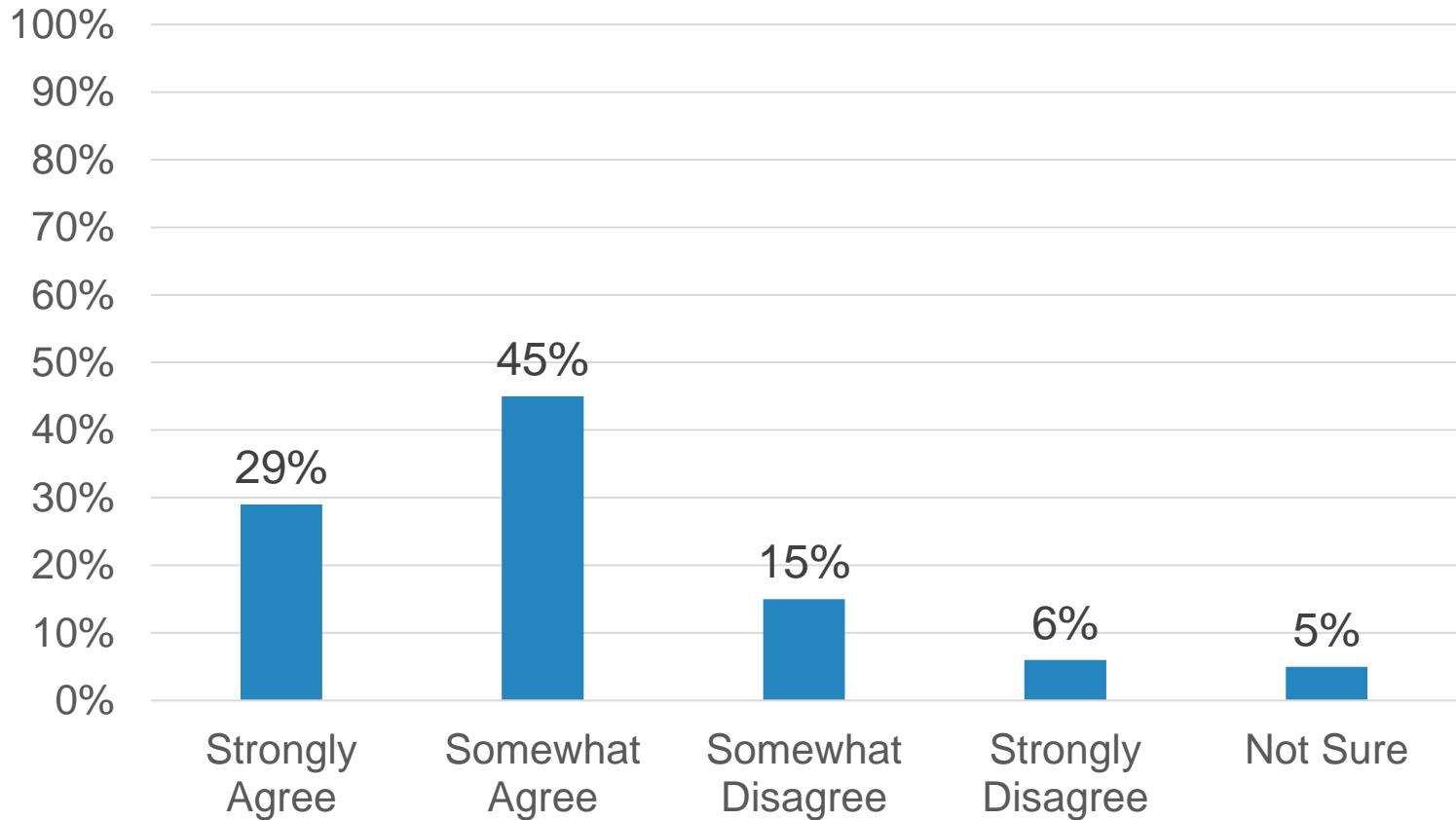
72% try to purchase from companies that operate in sustainable ways



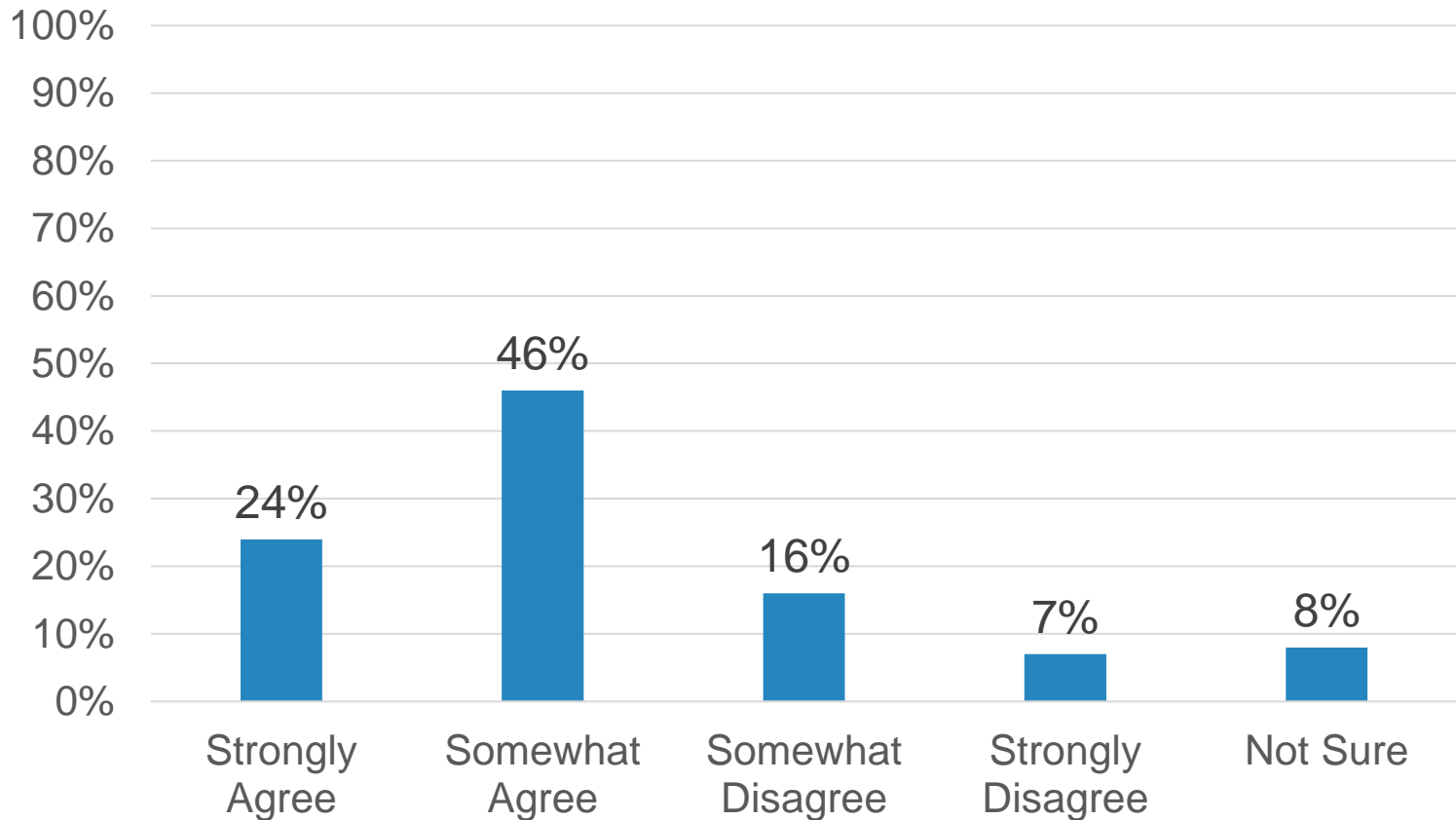
67% purchase from companies that have a social mission that benefits society in tangible ways



74% purchase from companies that share their values

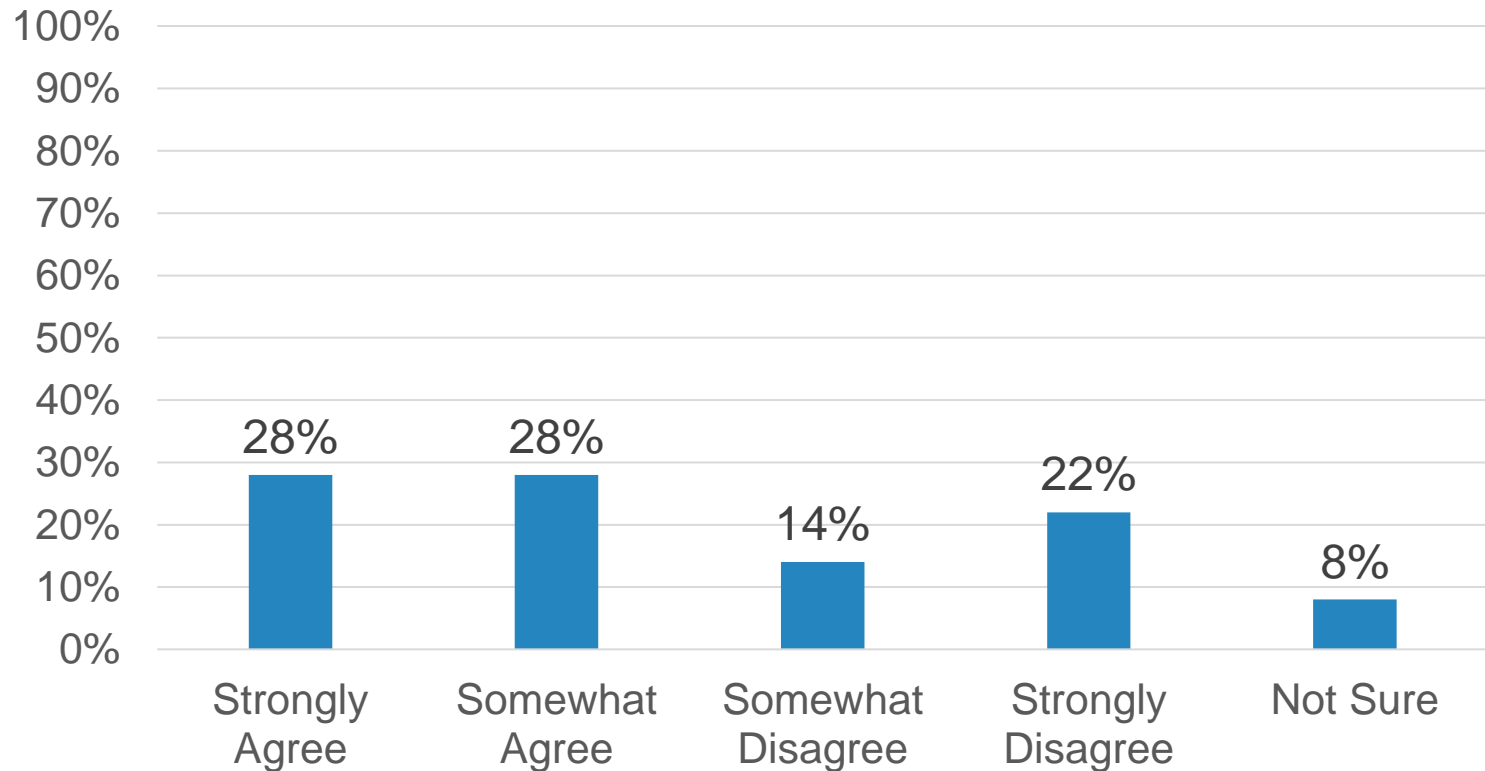


70% purchase from financial institutions that share their values



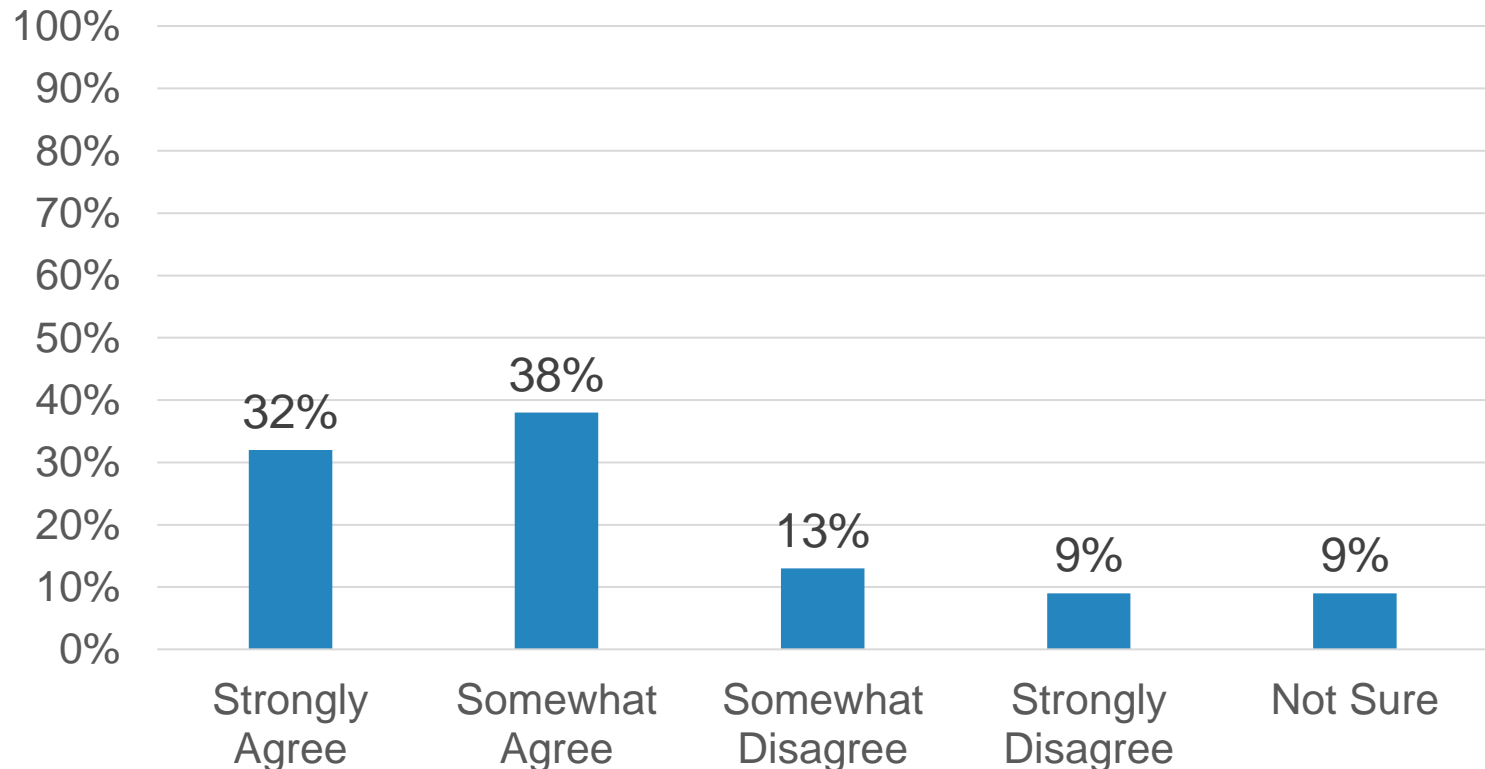
56% of Christians say that tithing to their local church is a biblical commandment for today

Among Christians



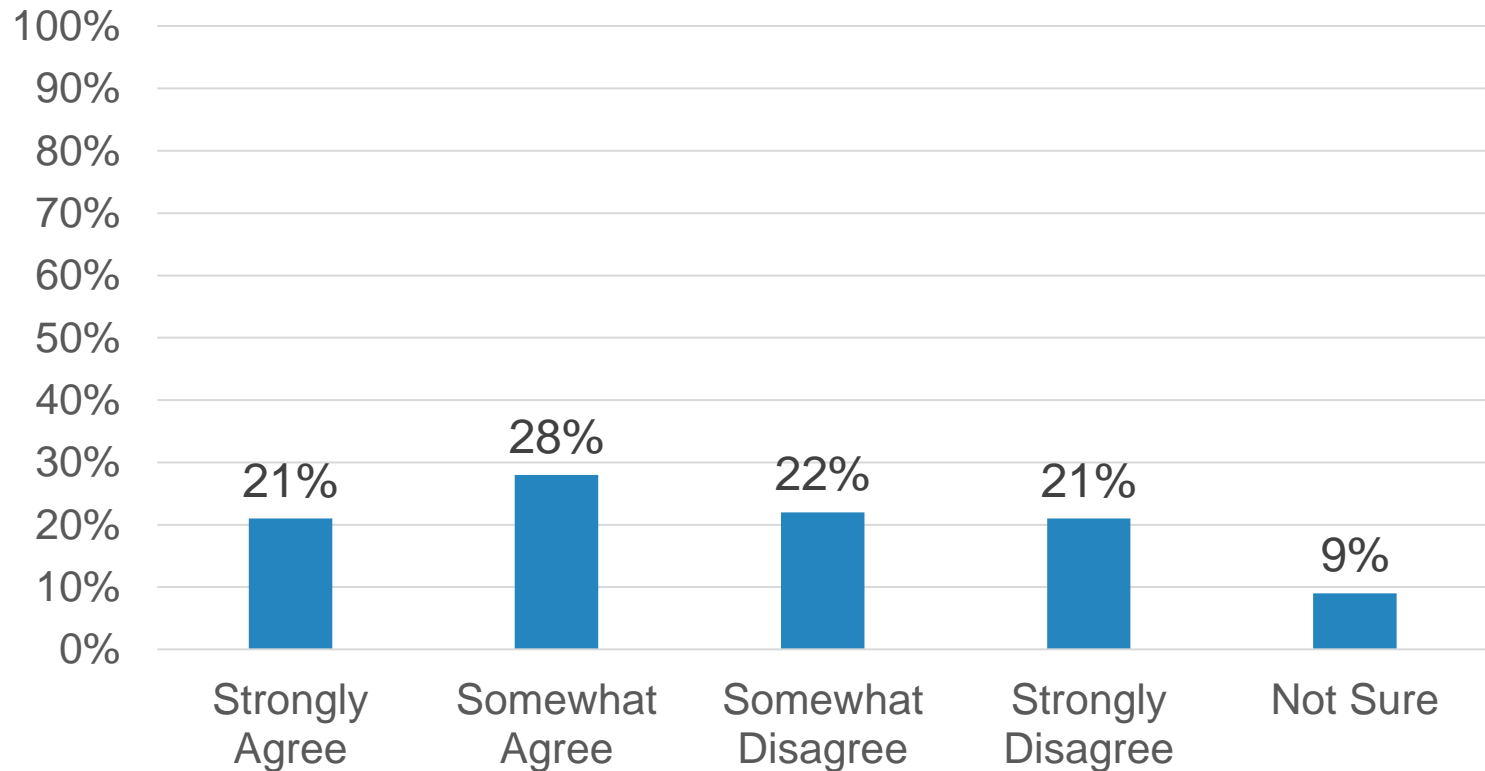
69% of Christians say they have a responsibility to be good stewards of their finances

Among Christians

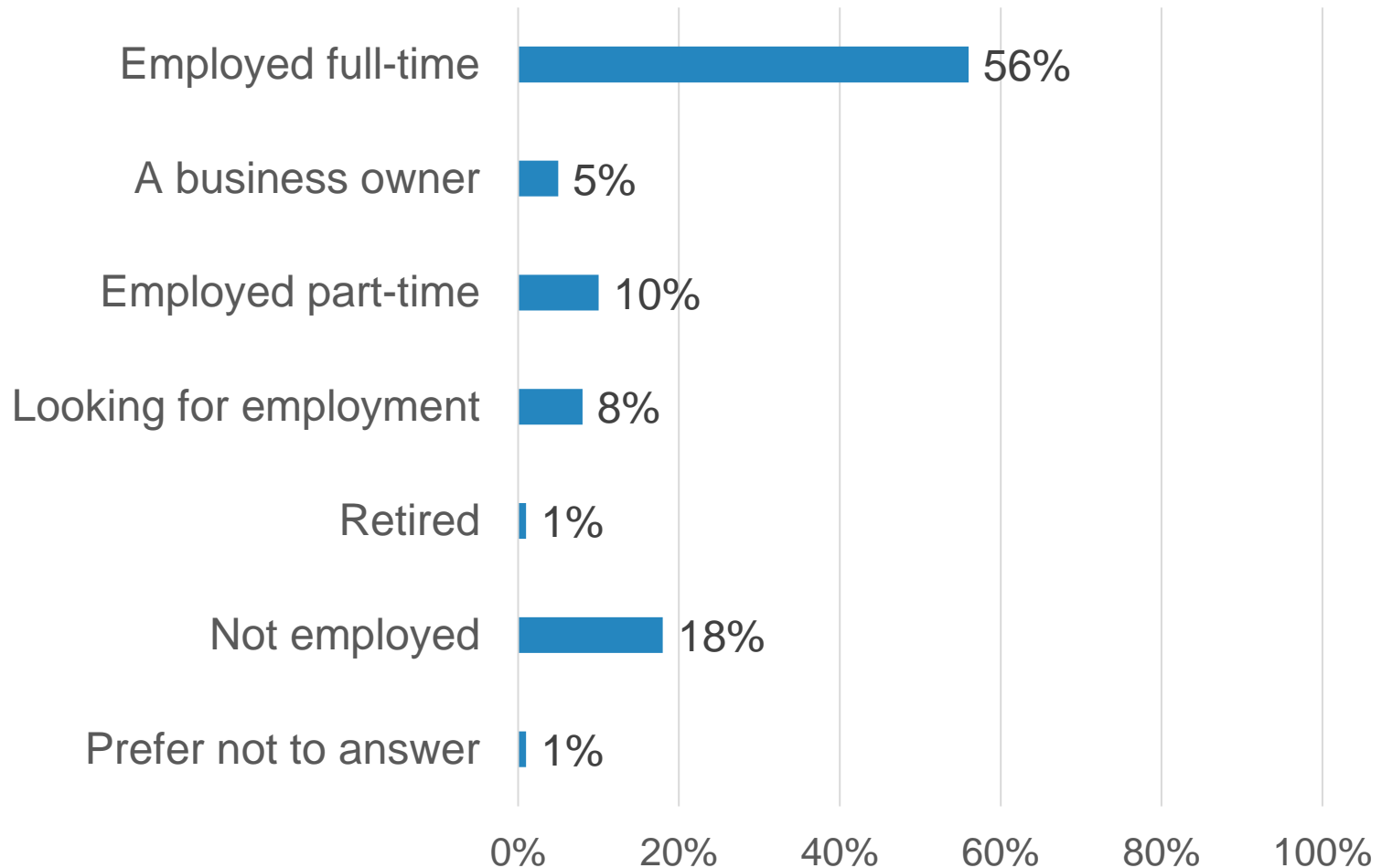


48% of Christians say that Christians have a responsibility to do business with companies that are owned or operated by Christians

Among Christians



Employment status of participants



Significant Differences

Gender

Age

Ethnicity

Region

Education Level

Religion

Religious Preference

Significant Differences

Comparisons were made to determine if there are any significant statistical differences among gender, age, ethnicity, and region.

GENDER	AGE	ETHNICITY	REGION
Male	25-29	White	Northeast
Female	30-34	African American	Midwest
	35-40	Hispanic	South
		Other Ethnicities	West

Note: Region is defined by the US Census locations

Significant Differences

Comparisons were made to determine if there are any significant statistical differences among education, religion, and religious preference.

REGION	EDUCATION	RELIGION	RELIGIOUS PREFERENCE
Northeast	High School graduate or less	Catholic	Christian
Midwest	Some college	Protestant	Non-Christian
South	Bachelor's Degree	Other Religions	
West	Graduate Degree	Unaffiliated	

“Not including credit cards, with how many different financial institutions are you currently doing business (e.g. loan accounts, checking accounts, savings accounts, etc.)?”

- Males are more likely to answer “4 or more” than females (21% v. 9%)
- Those age 25-29 are more likely to answer “1” (38%)
- Whites (18%) are more likely to answer “4 or more” than Hispanics (9%)
- Those in the Midwest (23%) are more likely to answer “3” than those in the Northeast (12%) and West (15%)
- Those who are High School Graduates or less (40%) are more likely to answer “1” than those with a Bachelor’s degree (24%) or a Graduate degree (25%)
- Religiously Unaffiliated (11%) are more likely to answer “0” than Catholics (5%)
- Non-Christians are more likely to answer “0” than Christians (9% v. 6%)

“How many active credit cards do you currently have?”

- Females are more likely to answer “0” than males (28% v. 17%)
- Those age 25-29 (34%) are more likely to answer “1” than those 35-40 (26%)
- African Americans (38%) and Hispanics (35%) are more likely to answer “1” than Whites (24%)
- Those in the Northeast (18%) are more likely to answer “4 or more” than those in the South (9%)
- Those who are High School Graduates or less are the most likely to answer “0” (38%) and the least likely to answer “4 or more” (6%)
- Protestants (25%) and Religiously Unaffiliated (28%) are more likely to answer “0” than Catholics (12%)
- Non-Christians are more likely to answer “0” than Christians (27% v. 21%)

“Which of the following describe your mentality toward spending your money?”

I try to only buy things that are discounted

- Females are more likely to select than males (36% v. 26%)
- Those in the South (34%) are more likely to select than those in the Northeast (25%)
- Those with some college are the most likely to select (42%)

“Which of the following describe your mentality toward spending your money?”

I try to only buy high quality products

- Males are more likely to select than females (34% v. 19%)
- Those age 30-34 (31%) are more likely to select than those 25-29 (23%)
- Whites (28%) and Other Ethnicities (37%) are more likely to select than Hispanics (20%)
- Those in the Northeast (34%) are more likely to select than those in the Midwest (24%) and South (23%)
- Those who are High School Graduates or less are the least likely to select (14%)
- Catholics (33%) are more likely to select than Religiously Unaffiliated (22%)

“Which of the following describe your mentality toward spending your money?”

I try to only buy products that are currently in fashion

- Males are more likely to select than females (16% v. 8%)
- African Americans (23%) are more likely to select than Whites (10%) and Hispanics (8%)
- Those with a Bachelor’s degree (16%) or a Graduate degree (15%) are more likely to select than those who are High School Graduates or less (8%)
- Religiously Unaffiliated are the least likely to select (6%)
- Christians are more likely to select than Non-Christians (14% v. 9%)

“Which of the following describe your mentality toward spending your money?”

I set a budget that I follow

- African Americans (49%) are more likely to select than Hispanics (35%)
- Those with a Graduate degree are the most likely to select (55%)

“Which of the following describe your mentality toward spending your money?”

I track what I have spent money on

- Those age 35-40 are the least likely to select (39%)
- Those who are High School Graduates or less are the least likely to select (34%)

“Which of the following describe your mentality toward spending your money?”

I often buy things impulsively

- Whites (31%) are more likely to select than Hispanics (21%)
- Those with some college (32%) or a Bachelor’s degree (32%) are more likely to select than those who are High School Graduates or less (23%)

“Which of the following describe your mentality toward spending your money?”

I don't spend what I don't have

- Females are more likely to select than males (42% v. 35%)
- Those with some college (44%) are more likely to select than those with a Bachelor's degree (33%)
- Protestants (42%) and Religiously Unaffiliated (41%) are more likely to select than Catholics (28%)

“Which of the following describe your mentality toward spending your money?”

I save for what I want to buy

- Those age 35-40 are the least likely to select (40%)
- African Americans (54%) are more likely to select than Whites (41%)
- Those in the South (50%) are more likely to select than those in the Northeast (40%) and Midwest (41%)
- Those with a Bachelor’s degree (50%) are more likely to select than those who are High School Graduates or less (40%)

“Which of the following describe your mentality toward spending your money?”

I get a loan or finance purchases when needed

- Males are more likely to select than females (20% v. 13%)
- Whites (19%) are more likely to select than African Americans (11%) and Hispanics (13%)
- Those who are High School Graduates or less are the least likely to select (10%)
- Catholics (20%) are more likely to select than Religiously Unaffiliated (13%)

“Who has influenced your decisions about how you handle your money?”

Financial publications or websites

- Males are more likely to select than females (32% v. 17%)
- Those age 35-40 (28%) are more likely to select than those 25-29 (20%)
- Those in the West (30%) are more likely to select than those in the Midwest (21%) and South (22%)
- Those who are High School Graduates or less are the least likely to select (11%)
- Catholics (32%) are more likely to select than Protestants (24%) and Religiously Unaffiliated (20%)

“Who has influenced your decisions about how you handle your money?”

Television/radio experts

- Males are more likely to select than females (18% v. 9%)
- Those age 30-34 are the most likely to select (19%)
- Those with a Bachelor’s degree (21%) are more likely to select than those who are High School Graduates or less (9%) or some college (9%)
- Catholics (20%) are more likely to select than Protestants (12%) and Religiously Unaffiliated (10%)

“Who has influenced your decisions about how you handle your money?”

Teachers or professors

- Males are more likely to select than females (15% v. 9%)
- Those age 30-34 (14%) are more likely to select than those 35-40 (9%)
- Those with a Bachelor’s degree (16%) or a Graduate degree (24%) are more likely to select than those who are High School Graduates or less (6%) or with some college (8%)
- Protestants (15%) are more likely to select than Religiously Unaffiliated (8%)
- Christians are more likely to select than Non-Christians (13% v. 9%)

“Who has influenced your decisions about how you handle your money?”

Social media experts

- Males are more likely to select than females (23% v. 13%)
- Those in the Northeast (25%) are more likely to select than those in the Midwest (15%) and West (14%)
- Those who are High School Graduates or less are the least likely to select (11%)
- Catholics are the most likely to select (32%)
- Christians are more likely to select than Non-Christians (20% v. 13%)

“Who has influenced your decisions about how you handle your money?”

My parents

- Those age 25-29 are the most likely to select (55%)
- Protestants are the most likely to select (55%)

“Who has influenced your decisions about how you handle your money?”

My friends

- African Americans (37%) are more likely to select than Hispanics (26%)
- Those in the Northeast (38%) are more likely to select than those in the Midwest (27%) and South (29%)
- Those with a Bachelor’s degree (36%) are more likely to select than those who are High School Graduates or less (26%)

“Who has influenced your decisions about how you handle your money?”

My co-workers

- Males are more likely to select than females (17% v. 9%)
- Those with a Bachelor’s degree (18%) are more likely to select than those who are High School Graduates or less (10%) or with some college (10%)
- Protestants (15%) are more likely to select than Religiously Unaffiliated (9%)

“Who has influenced your decisions about how you handle your money?”

Political leaders

- Males are more likely to select than females (5% v. 2%)
- African Americans (6%) are more likely to select than Whites (3%)
- Those with a Bachelor’s degree (7%) or a Graduate degree (6%) are more likely to select than those who are High School Graduates or less (2%) or with some college (2%)

“Who has influenced your decisions about how you handle your money?”

Religious leaders

- Those with a Graduate degree (13%) are more likely to select than those who are High School Graduates or less (5%) or with some college (7%)
- Protestants (12%) are more likely to select than Catholics (5%) and Religiously Unaffiliated (2%)
- Christians are more likely to select than Non-Christians (10% v. 4%)

“Who has influenced your decisions about how you handle your money?”

Financial advisors

- Males are more likely to select than females (26% v. 14%)
- Those age 35-40 (23%) are more likely to select than those 25-29 (16%)
- Those in the West (25%) are more likely to select than those in the Midwest (16%)
- Those who are High School Graduates or less are the least likely to select (9%)
- Catholics (24%) and Protestants (22%) are more likely to select than Religiously Unaffiliated (14%)
- Christians are more likely to select than Non-Christians (23% v. 15%)

“I make financial decisions based on where I want to be in several years.”

- Males are more likely to Agree than females (86% v. 79%)
- Those age 30-34 are the most likely to Agree (88%)
- Those in the West (85%) are more likely to Agree than those in the Midwest (77%)
- Those with a Bachelor’s degree (87%) or a Graduate degree (88%) are more likely to Agree than those who are High School Graduates or less (77%)
- Catholics (89%) and Protestants (84%) are more likely to Agree than Religiously Unaffiliated (76%)
- Christians are more likely to Agree than Non-Christians (85% v. 78%)

“I make financial decisions based on what I want today.”

- African Americans are the most likely to Agree (89%)

“My religious faith influences my financial decisions.”

- Males are more likely to Agree than females (44% v. 28%)
- Those age 35-40 (39%) are more likely to Agree than those 25-29 (30%)
- African Americans (45%) are more likely to Agree than Whites (32%)
- Those in the South (39%) are more likely to Agree than those in the Midwest (30%)
- Those with a Bachelor’s degree (44%) or a Graduate degree (43%) are more likely to Agree than those who are High School Graduates or less (32%) or with some college (28%)
- Religiously Unaffiliated are the most likely to Disagree (81%)
- Christians are more likely to Agree than Non-Christians (44% v. 20%)

“I am always ‘broke’.”

- Those in the South (45%) and West (46%) are more likely to Agree than those in the Northeast (33%)
- Those who are High School Graduates or less are the most likely to Agree (56%)
- Protestants (43%) and Religiously Unaffiliated (46%) are more likely to Agree than Catholics (33%)

“Please estimate the amount of debt you have for each category: Home Mortgage”

- Females are more likely to answer “>\$100,000” than males (12% v. 7%)
- Those age 25-29 are most likely to answer “\$0” (83%)
- Hispanics (78%) are more likely to answer “\$0” than Whites (71%)
- Those in the West (77%) are more likely to answer “\$0” than those in the Midwest (67%)
- Those who are High School Graduates or less (82%) or with some college (79%) are the most likely to answer “\$0” than those with Bachelor’s degree (64%) or Graduate degree (58%)
- Religiously Unaffiliated (79%) are more likely to answer “\$0” than Catholics (70%) or Protestants (71%)
- Christians are more likely to answer “\$1 to \$1,000” than Non-Christians (9% v. 6%)

“Please estimate the amount of debt you have for each category: Auto Loan”

- Those age 25-29 (71%) are most likely to answer “\$0” than those 30-34 (62%)
- Whites (20%) are more likely to answer “\$10,001-50,000” than African Americans (7%) Hispanics (12%)
- Those in the Northeast (73%) are more likely to answer “\$0” than those in the South (61%)
- Those who are High School Graduates or less are the most likely to answer “\$0” (78%)
- Religiously Unaffiliated (74%) are more likely to answer “\$0” than Protestants (60%)
- Christians are more likely to answer “10,001 to \$50,000” than Non-Christians (18% v. 11%)

“Please estimate the amount of debt you have for each category: Credit Cards”

- Females are more likely to answer “\$0” than males (49% v. 41%)
- Those age 25-29 are the least likely to answer “\$10,001, to \$50,000” (1%)
- African Americans (38%) are more likely to answer “\$1 to \$1,000” than Whites (28%) and Hispanics (23%)
- Those who are High School Graduates or less are the most likely to answer “\$0” (57%)
- Religiously Unaffiliated (49%) are more likely to answer “\$0” than Catholics (39%)

“Please estimate the amount of debt you have for each category: Student Loans”

- Males are more likely to answer “1 to \$1,000” than females (6% v. 3%)
- Those age 35-40 are least likely to answer “\$10,001 to \$50,000” (7%)
- African Americans (8%) are more likely to answer “\$1,001 to \$5,000” than Hispanics (3%) and Other Ethnicities (1%)
- Those who are High School Graduates or less are the most likely to answer “\$0” (92%)
- Catholics (8%) are more likely to answer “\$1 to \$1,000” than Protestants (3%) and Religiously Unaffiliated (3%)

“Please estimate the amount of debt you have for each category: Home Improvement or Home Equity”

- Females are more likely to answer “0” than males (94% v. 89%)
- Those in the Northeast (96%) are more likely to answer “\$0” than those in the West (88%)
- Those who are High School Graduates or less (94%) or with some college (95%) are the more likely to answer “\$0” than those with a Bachelor’s degree (88%) or Graduate degree (86%)
- Religiously Unaffiliated (96%) are more likely to answer “\$0” than Catholics (86%) and Protestants (91%)
- Non-Christians are more likely to answer “\$0” than Christians (95% v. 90%)

“Please estimate the amount of debt you have for each category: Other Loans”

- Females are more likely to answer “\$0” than males (86% v. 81%)
- Other Ethnicities (13%) are more likely to answer “\$1 to 1,000” than Whites (6%)
- Those in the West are most likely to answer “\$1 to \$1,000” (13%)
- Those with some college (8%) are more likely to answer “\$1,001 to \$5,000” than those with Graduate degree (2%)

“Please estimate the amount of debt you have for each category. Total Debt”

- Males are more likely to answer “\$1 to \$1,000” than females (26% v. 19%)
- Those age 25-29 are the most likely to answer “\$0” (31%)
- Whites (16%) are more likely to answer “\$100,000+” than African Americans (9%)
- Those in the Northeast (33%) are more likely to answer “\$0” than those in the South (23%) and West (23%)
- Those who are High School Graduates or less are the most likely to answer “\$0” (40%)
- Those with a Graduate degree are the most likely to answer “\$100,000+” (31%) followed by those with a Bachelor’s degree (21%)
- Catholics (30%) and Other Religions (32%) are more likely to answer “\$1 to \$1,000” than Protestants (19%) and Religiously Unaffiliated (20%)

“Personal debt is necessary in today’s economy.”

- Males are more likely to Agree than females (61% v. 54%)
- Whites (60%) are more likely to Agree than Hispanics (50%)
- Those with a Graduate degree are the most likely to Agree (71%)
- Religiously Unaffiliated are the least likely to Agree (51%)

“Most personal debt can be avoided.”

- Those age 30-34 (75%) are more likely to Agree than those 25-29 (66%)
- Those in the South (31%) are more likely to Disagree than those in the West (23%)
- Catholics (76%) are more likely to Agree than Religiously Unaffiliated (66%)

“I have accumulated an excessive amount of debt.”

- Those age 30-34 (50%) are more likely to Agree than those 25-29 (42%)
- Those with a Graduate degree (52%) are more likely to Agree than those who are High School Graduates or less (40%)
- Catholics (52%) are more likely to Agree than Religiously Unaffiliated (41%)

“Incurring some debt as a young adult is necessary to get ahead.”

- Males are more likely to Agree than females (62% v. 51%)
- Whites (59%) and Other Ethnicities (63%) are more likely to Agree than Hispanics (48%)
- Those in the Northeast (64%) are more likely to Agree than those in the Midwest (52%) and West (53%)
- Those with a Bachelor’s degree (63%) or a Graduate degree (67%) are more likely to Agree than those who are High School Graduates or less (51%) or with some college (52%)
- Catholics (62%) are more likely to Agree than Religiously Unaffiliated (52%)

“Taking out a loan is a financial defeat.”

- Those in the West (48%) are more likely to Agree than those in the Midwest (37%)
- Catholics (49%) and Protestants (46%) are more likely to Agree than Religiously Unaffiliated (34%)
- Christians are more likely to Agree than Non-Christians (47% v. 37%)

“I seek to avoid debt at all costs.”

- No significant differences

“Most of my big purchases require a loan to make the purchase possible.”

- Males are more likely to Agree than females (53% v. 47%)
- Those age 35-40 (54%) are more likely to Agree than those 25-29 (44%)
- Whites (53%) and Other Ethnicities (60%) are more likely to Agree than Hispanics (41%)
- Those with a Bachelor’s degree (57%) or a Graduate degree (57%) are more likely to Agree than those who are High School Graduates or less (45%) or with some college (46%)
- Catholics (56%) are more likely to Agree than Religiously Unaffiliated (45%)

“Lenders should only approve loans that they know the borrower has the ability to repay within the original loan period, taking into account the borrower’s income and expenses. ”

- Males are more likely to Agree than females (81% v. 74%)
- Those with a Bachelor’s degree (86%) or a Graduate degree (87%) are more likely to Agree than those who are High School Graduates or less (69%) or with some college (75%)
- Catholics (83%) and Protestants (79%) are more likely to Agree than Religiously Unaffiliated (71%)
- Christians are more likely to Agree than Non-Christians (81% v. 72%)

“Lenders should only extend loans at reasonable interest rates.”

- Those age 25-29 are least likely to Agree (80%)
- Whites (86%) and Other Ethnicities (90%) are more likely to Agree than Hispanics (80%)
- Those who are High School Graduates or less are least likely to Agree (79%)
- Protestants (88%) are more likely to Agree than Religiously Unaffiliated (81%)
- Christians are more likely to Agree than Non-Christians (87% v. 81%)

“Please estimate the amount you have donated or given to each of the following groups in the last year: Individuals or families in need”

- Females are more likely to answer “\$0” than males (57% v. 48%)
- African Americans (24%) are more likely to answer “\$101 to \$500” than Whites (16%) and Hispanics (14%)
- Those in the Northeast are most likely to answer “\$0” (68%)
- Those with a Bachelor’s degree (22%) are more likely to answer “\$101 to \$500” than those who are High School Graduates or less (15%) or with some college (13%)
- Religiously Unaffiliated are the most likely to answer “\$0” (65%)
- Non-Christians are more likely to answer “\$0” than Christians (62% v. 47%)

“Please estimate the amount you have donated or given to each of the following groups in the last year: Go Fund Me”

- Those age 25-29 (80%) are more likely to answer “\$0” than those 35-40 (73%)
- Those with a Graduate degree are the most likely to answer “\$1 to \$50” (21%)
- Those who are High School Graduates or less are the most likely to answer “\$0” (84%)
- Protestants (76%) and Religiously Unaffiliated (82%) are more likely to answer “\$0” than Catholics (67%)
- Non-Christians are more likely to answer “\$0” than Christians (80% v. 73%)

“Please estimate the amount you have donated or given to each of the following groups in the last year: Social Causes”

- Females are more likely to answer “\$0” than males (78% v. 71%)
- Those age 25-29 are most likely to answer “\$0” (80%)
- Whites (11%) and Hispanics (14%) are more likely to answer \$1 to \$50” than African Americans (4%)
- Those who are High School Graduates or less are the most likely to answer “\$0” (87%)
- Religiously Unaffiliated (79%) are more likely to answer “\$0” than Catholics (69%)
- Christians are more likely to answer “\$51 to \$100” than Non-Christians (7% v. 3%)

“Please estimate the amount you have donated or given to each of the following groups in the last year: Non-religious charities or educational organizations”

- Females are more likely to answer “\$0” than males (78% v. 70%)
- Those age 25-29 are most likely to answer “\$0” (82%)
- Hispanics (79%) are more likely to answer “\$0” than Whites (71%)
- Those in the Northeast are the least likely to answer “\$1 to \$50” (4%)
- Those who are High School Graduates or less are the most likely to answer “\$0” (87%)
- Religiously Unaffiliated are the most likely to answer “\$0” (82%)
- Non-Christians are more likely to answer “\$0” than Christians (80% v. 71%)

“Please estimate the amount you have donated or given to each of the following groups in the last year: Religious Organizations”

- Females are more likely to answer “\$0” than males (83% v. 73%)
- Those age 25-29 are most likely to answer “\$0” (83%)
- Those who are High School Graduates or less are the most likely to answer “\$0” (88%)
- Religiously Unaffiliated are the most likely to answer “\$0” (95%)
- Non-Christians are more likely to answer “\$0” than Christians (89% v. 72%)

“Please estimate the amount you have donated or given to each of the following groups in the last year: A Local Church”

- Females are more likely to answer “\$0” than males (77% v. 69%)
- Other Ethnicities (80%) are more likely to answer “\$0” than Hispanics (68%)
- Those who are High School Graduates or less are the most likely to answer “\$0” (84%)
- Religiously Unaffiliated are the most likely to answer “\$0” (95%)
- Non-Christians are more likely to answer “\$0” than Christians (92% v. 63%)

“Please estimate the amount you have donated or given to each of the following groups in the last year: Total Donated”

- Whites (9%) and African Americans (9%) are more likely to answer “\$501 to \$1,000” than Other Ethnicities (3%)
- Those in the Northeast (45%) are more likely to answer “\$0” than those in the South (33%)
- Those in the South are the most likely to answer “\$101 to \$500” (25%)
- Those who are High School Graduates or less are the most likely to answer “\$0” (47%)
- Religiously Unaffiliated are the most likely to answer “\$0” (49%)
- Non-Christians are more likely to answer “\$0” than Christians (45% v. 30%)

“It is important to me to regularly volunteer my time to help good causes or individuals in need.”

- Whites (74%) are more likely to Agree than Other Ethnicities (62%)
- Those with a Bachelor’s degree (78%) or a Graduate degree (81%) are more likely to Agree than those who are High School Graduates or less (64%) or with some college (70%)
- Protestants (75%) and Other Religions (78%) are more likely to Agree than Religiously Unaffiliated (65%)
- Christians are more likely to Agree than Non-Christians (74% v. 68%)

“I intentionally try to purchase from companies that act in socially responsible ways.”

- Hispanics (27%) are more likely to Disagree than Other Ethnicities (15%)
- Those with a Bachelor’s degree (77%) or a Graduate degree (77%) are more likely to Agree than those who are High School Graduates or less (65%)

“I intentionally try to purchase from companies that act in ways that honor Christ.”

- Males are more likely to Agree than females (65% v. 52%)
- Those with a Bachelor’s degree (67%) are more likely to Agree than those who are High School Graduates or less (54%) or with some college (54%)

“If a company has a good product or service, I buy it without worrying about how they operate the parts of the business that don’t affect me. ”

- Males are more likely to Agree than females (69% v. 61%)
- Whites (68%) and African Americans (69%) are more likely to Agree than Hispanics (55%)
- Catholics (71%) and Protestants (70%) are more likely to Agree than Religiously Unaffiliated (54%)
- Christians are more likely to Agree than Non-Christians (70% v. 55%)

“I intentionally try to purchase from companies that operate in sustainable ways.”

- Those age 25-29 (76%) are more likely to Agree than those 30-34 (68%)
- Those who are High School Graduates or less are the most likely to Disagree (30%)
- Religiously Unaffiliated (75%) are more likely to Agree than Protestants (68%)

“I intentionally try to purchase from companies that have a social mission that benefits society in tangible ways.”

- Males are more likely to Agree than females (71% v. 63%)
- Those who are High School Graduates or less (35%) are more likely to Disagree than those with a Bachelor’s degree (19%) or a Graduate degree (21%)

“I seek to purchase from companies that share my values.”

- Males are more likely to Agree than females (77% v. 71%)
- Those who are High School Graduates or less (25%) are more likely to Disagree than those with a Graduate degree (16%)

“I seek to purchase from financial institutions that share my values.”

- Males are more likely to Agree than females (75% v. 64%)
- Hispanics (28%) are more likely to Disagree than Whites (20%)
- Those in the Northeast are the most likely to Agree (79%)
- Those with a Bachelor’s degree (76%) or a Graduate degree (76%) are more likely to Agree than those who are High School Graduates or less (63%)
- Protestants (25%) are more likely to Disagree than Other Religions (15%)
- Christians are more likely to Disagree than Non-Christians (24% v. 18%)

“Giving at least 10% (tithing) to my local church is a biblical command for today.”

- Males are more likely to Agree than females (62% v. 51%)
- Those in the West (60%) are more likely to Agree than those in the Midwest (47%)
- Those with some college (58%) or a Bachelor’s degree (65%) are more likely to Agree than those who are High School Graduates or less (46%)

“Christians have a responsibility to be good stewards of their finances.”

- Males are more likely to Agree than females (74% v. 64%)
- Those age 30-34 (77%) are more likely to Agree than those 25-29 (63%)
- Whites (71%) and Other Ethnicities (80%) are more likely to Agree than Hispanics (61%)
- Those in the West (75%) are more likely to Agree than those in the Midwest (62%)
- Those who are High School Graduates or less (27%) are more likely to Disagree than those with a Bachelor’s degree (17%)
- Protestants (72%) are more likely to Agree than Catholics (62%)

“Christians have a responsibility to try to spend their money with companies that are owned or operated by Christians”

- Males are more likely to Agree than females (55% v. 41%)
- African Americans (56%) and Other Ethnicities (61%) are more likely to Agree than Hispanics (42%)
- Those in the West (60%) are more likely to Agree than those in the Midwest (41%) and South (43%)



Adelfi Study of Financial Attitudes and Practices of Young Adults

A SURVEY OF 905 AMERICANS AGED 25-40

Lifeway research