

2017 State Farm® Volunteerism Survey

In November 2017, State Farm conducted a study on volunteerism to determine characteristics of volunteers, to identify those most likely to volunteer as well as the conditions or situations where volunteerism rates are highest. This survey follows a previous survey* conducted in 2016 that helped define volunteerism and identified barriers to volunteering.

The study results reveal key insights into what motivates people to volunteer. While the survey included all generations, the most surprising results came from Millennials. A deep dive into this generation finds two distinct groups: those who are starting out (Younger Millennials) and those who are married, have kids, or own a home (Older Millennials).

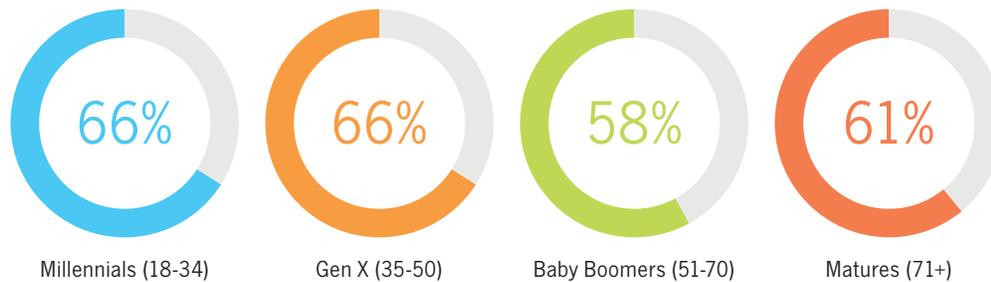
The following report highlights some general differences among all generations, and we then highlight the differences between Millennials.

State Farm surveyed approximately 3,100 U.S. adults aged 18 and older and weighted the data to match proportions in the U.S. by generation: Millennials (18-34), Generation X (35-50), Baby Boomers (51-70) and the Mature Generation (71+).

*In November 2016, the State Farm Strategic Resources Department conducted an online survey of 5,182 respondents across generations to further investigate attitudes and behaviors about volunteering, to help shed more light on this national trend. The purpose of the survey was to better understand how and why U.S. residents volunteer as part of the State Farm Neighborhood of Good® initiative.

Volunteerism Rates

According to the study results, 63 percent of Americans aged 18 and older have volunteered at least once in the past 12 months.



Rates are higher among Millennials and Gen X generations than among Baby Boomers and Mature generations. While Millennials and Gen X have a higher incidence of volunteering in the past year, they volunteer less frequently than older generations, particularly the Mature generation. Forty-one percent of the Mature generation reports volunteering 5 or more times in the past year, compared to only 17 percent of Millennials.

These findings are particularly noteworthy when considering national trends. For instance, according to the Pew Research Center, Millennials have recently overtaken Baby Boomers as the largest generation in the U.S.¹ With growing numbers, Millennials represent the biggest potential to influence nationwide volunteerism positively and increase participation.

Volunteerism Hits ‘Close to Home,’ Quite Literally ...

What would make individuals “definitely more likely to volunteer?” The biggest motivator would be finding an opportunity close to home (40 percent), followed by having a notable or visible community impact (37 percent) and being able to participate with friends (34 percent).

Specific levers to push in order to boost volunteerism rates among Millennials include:

- Being able to participate with friends
- Learning a new skill
- Helping a career or job search

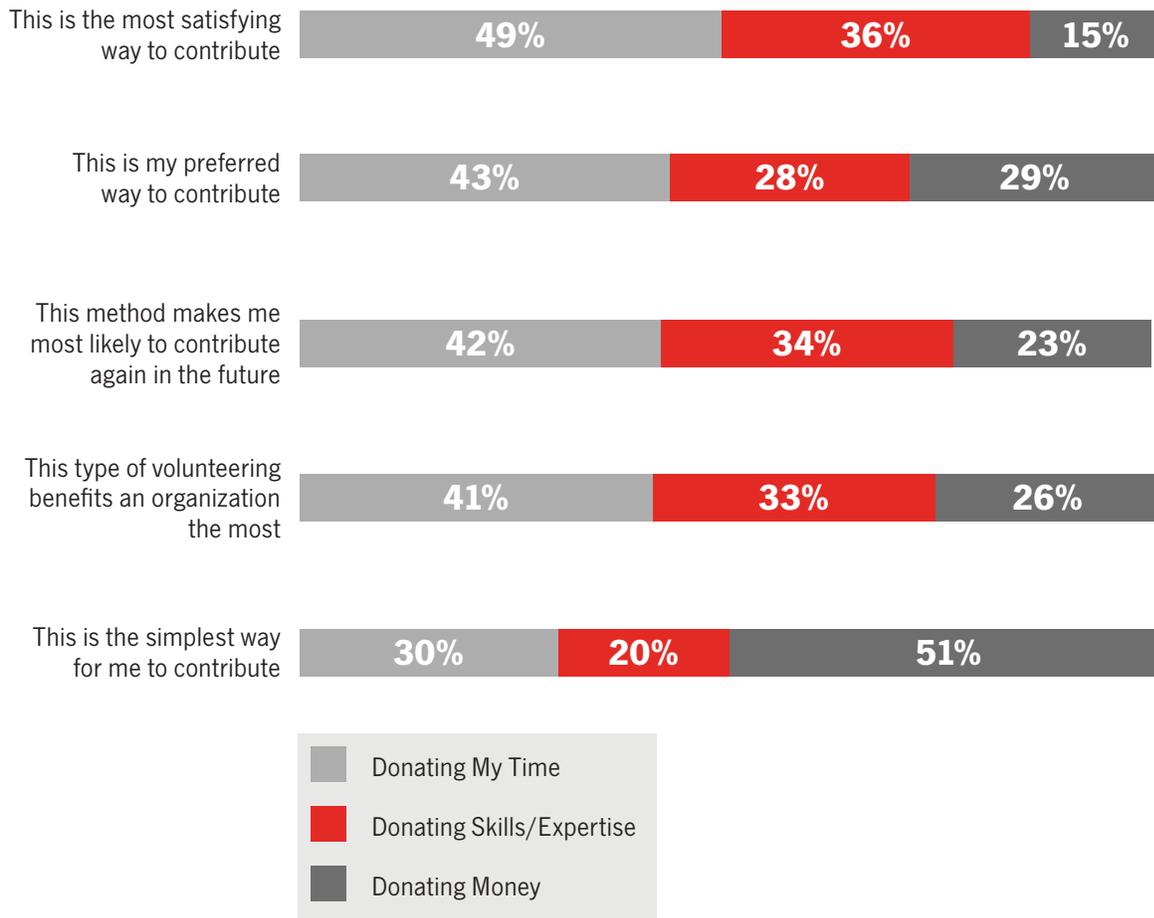
¹Source: Pew Research Center tabulations of U.S. Census population projections released December 2014 and 2015 population estimates.

Ways of Giving Back

Donating money seems to be the simplest way for people to give back. However, compared to donating money, donating one's time is viewed as:

- More preferred
- More satisfying
- More likely to stimulate additional volunteering
- More beneficial to the organization

Survey Question: For each statement below, please select the type of giving that you feel fits best.¹



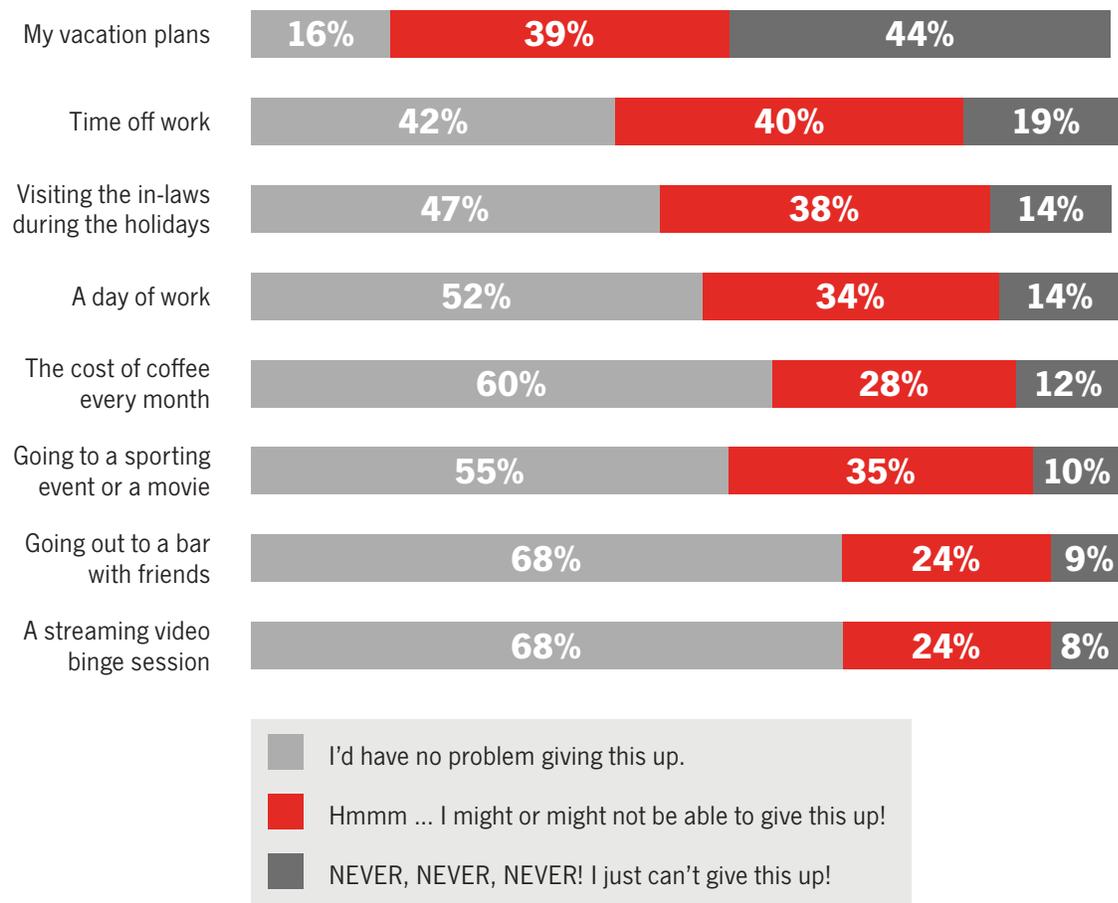
¹Represents Total Respondents, across all generations.

What Would You Give Up?

What activities might people give up in order to volunteer? They are unwilling to part with vacation plans that often require significant monetary or time investments. However, they are open to foregoing certain other activities in order to volunteer, most notably TV time and hanging out with friends. The latter is of interest considering our data shows meeting new friends is a motivator for volunteering.

Notably, the group least likely to part with these leisure activities are Millennials. Millennials generally have a relatively strong disposition to volunteering, but practical barriers for those who are newly married and/or starting families may prevent them from getting involved. They may cling to their leisure time more than other generations and thus be more resistant to other demands on their time.

Survey Question: In order to contribute to a worthy cause, people sometimes give up or sacrifice something. For each of the following below, please choose how you would feel about giving something up in order to volunteer.¹

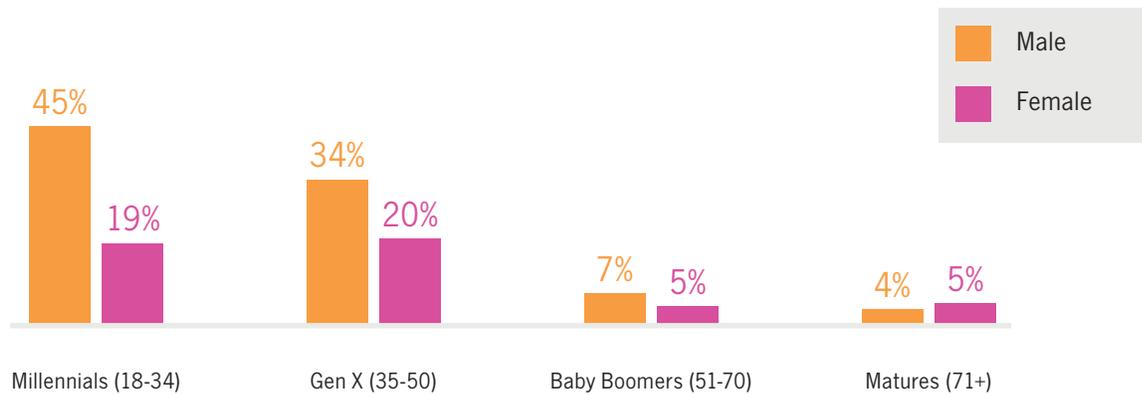


¹Represents Total Respondents, across all generations.

The Social Aspect of Volunteering

Meeting new people, making friends are things that respondents said they do when volunteering. Millennials are particularly attuned to the social benefits of volunteering and one in five (20 percent) even report finding a significant other volunteering. This number climbs to 36 percent for more established Millennials, and men are twice as likely as women to report finding a partner through volunteering (27 percent to 14 percent).

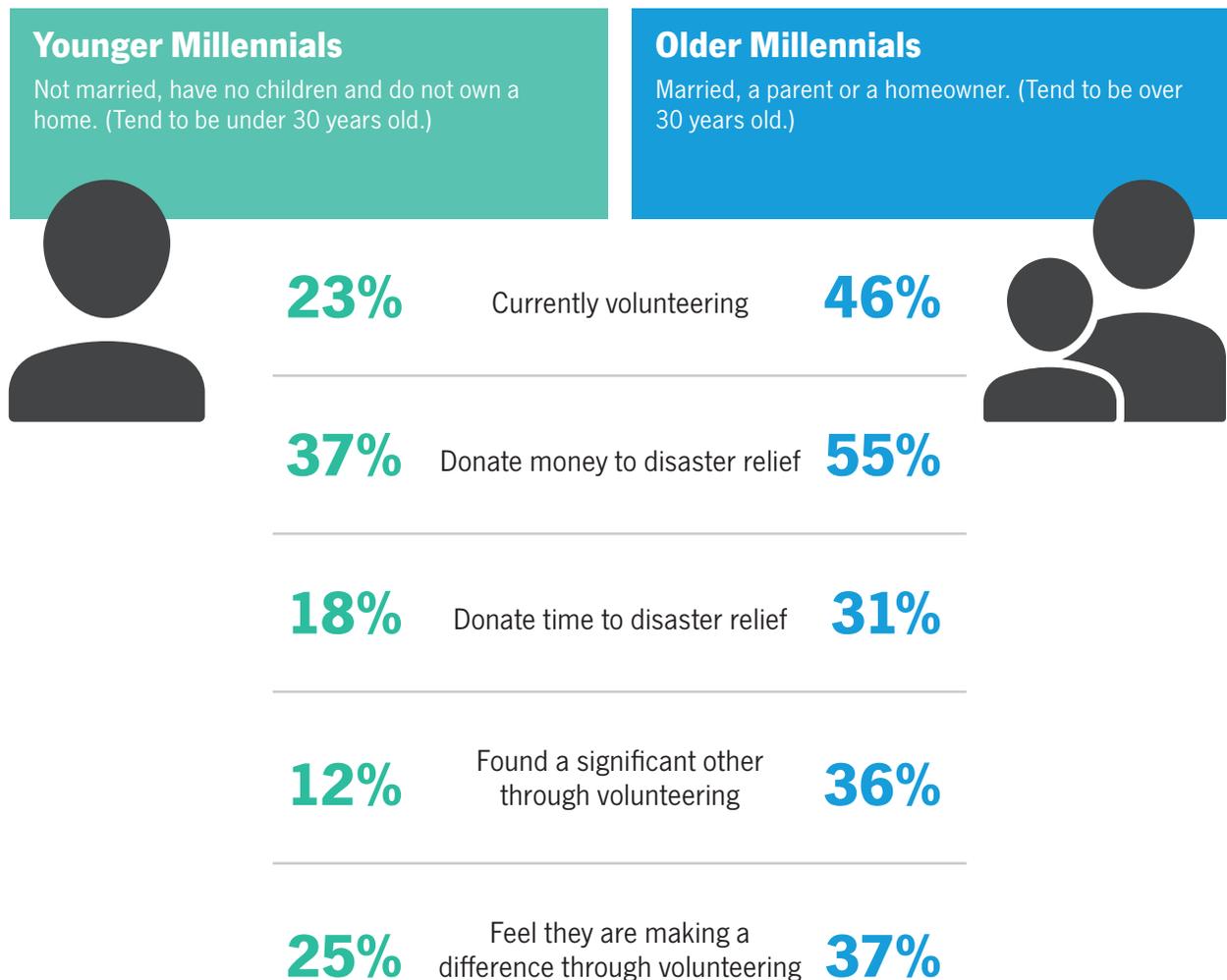
Survey Question: I have met a significant other volunteering.



A Tale of Two Millennials

A deep-dive into the Millennial generation reveals two distinct groups differing in age, values and family composition – and these differences translate into dramatically different volunteerism rates.

Younger Millennials, those who are “just starting out” in their careers and who have not yet married, are significantly less likely to be current volunteers than Older Millennials, who tend to be married and have started families. Overall, 41 percent of Millennials say they are currently involved in a volunteering activity. However, only 23 percent of Younger Millennials currently volunteer, compared to 46 percent of Older Millennials.

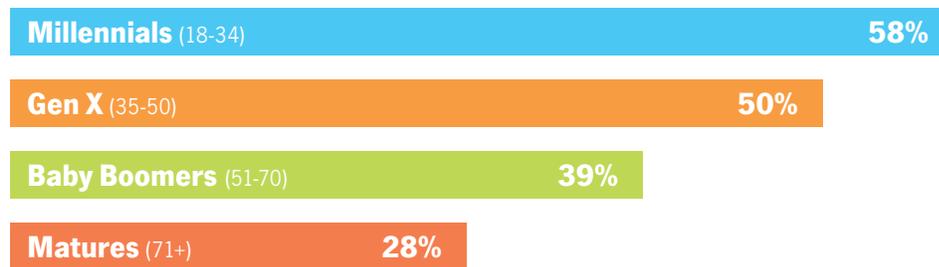


Where to Reach New Volunteers: Online

The rise of Older Millennials necessitates a fundamental shift in reaching new volunteers: a shift toward digital marketing.

Fifty-eight percent of Millennials have visited a website to learn about a volunteering opportunity, a rate that declines significantly with each previous generation. Given demographic trends for Millennials, the importance of digital communication cannot be overstated. Breaking down the Millennial generation further, it is the Older Millennials who most seek out volunteer opportunities online.

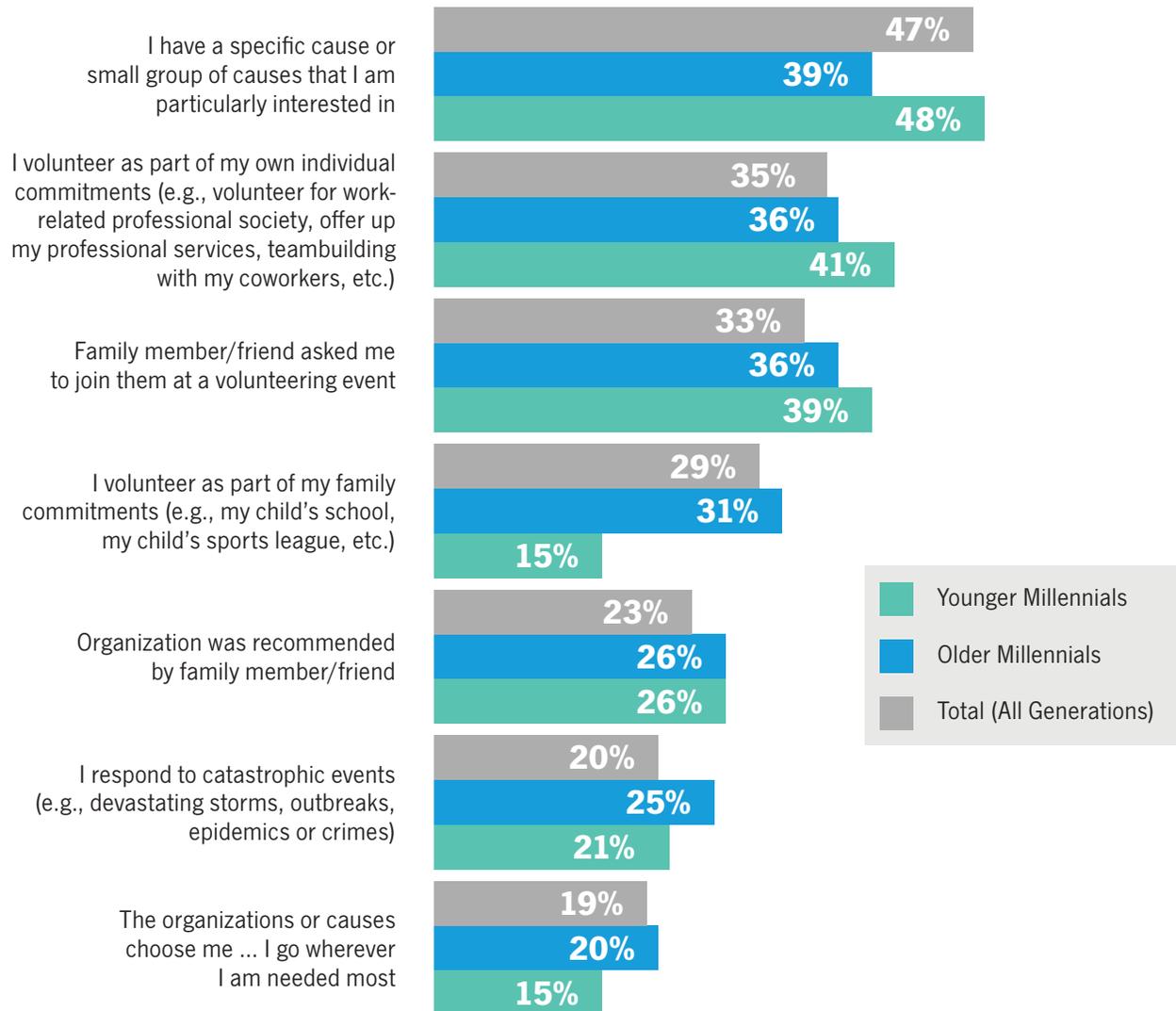
Survey Question: Have you ever visited a website to find out about specific volunteering opportunities?



Reasons for Volunteering

Nearly half of volunteers (47 percent) volunteer in order to help a specific cause. Thirty-five percent do so in order to fulfill their personal or professional commitments and this is especially true for Younger Millennials (41 percent). Notably, while three in 10 (29 percent) of people volunteer to fulfill family obligations, Older Millennials do so at twice the rate of Younger Millennials (31 percent vs. 15 percent).

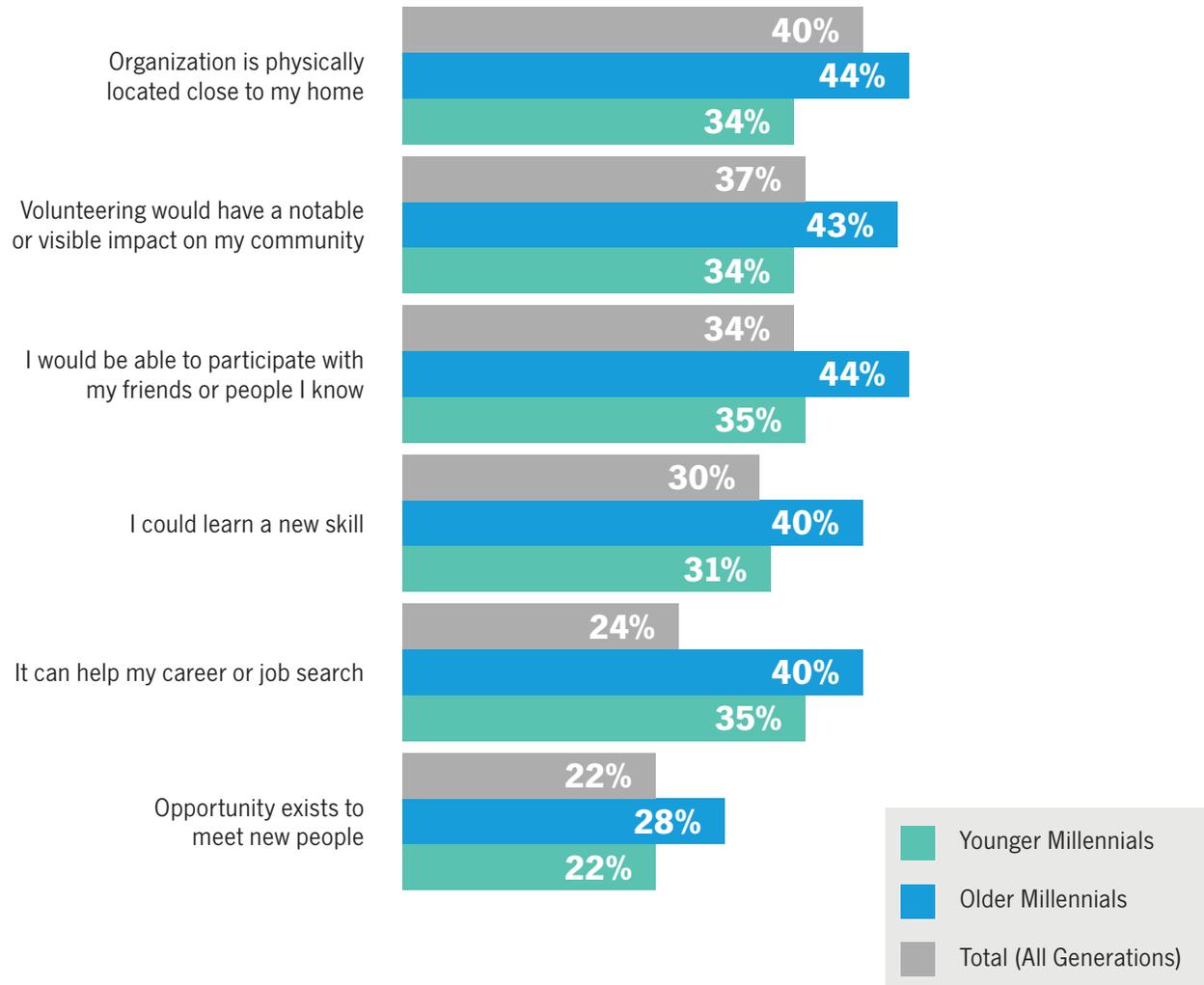
Survey Question: Why do you choose to volunteer with certain organizations?



Motivators to Volunteer

Proximity to one’s home is the leading motivator to volunteer among all respondents, while all other motivators rate higher among Older Millennials more than their younger counterparts. Participating with friends is also a common theme.

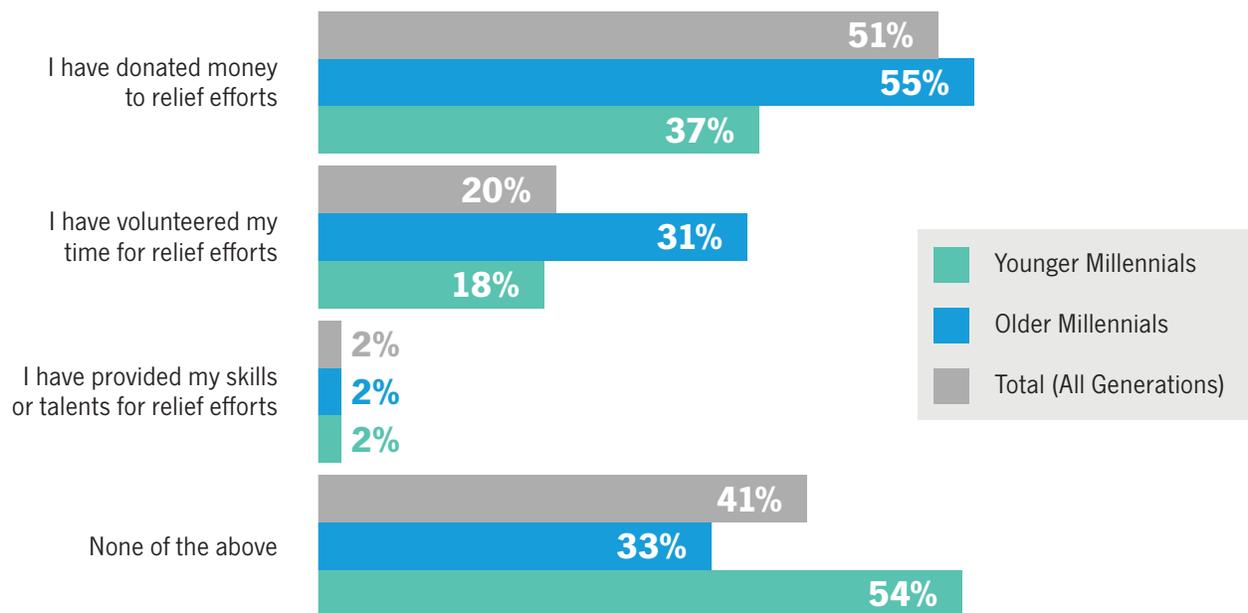
Survey Question: What would make me “definitely more likely to volunteer?”



Responding to Catastrophes

Millennials are the generation most likely to help when disaster strikes. It is Older Millennials in particular who are most apt to volunteer, whether donating one's money (55 percent of Older Millennials vs. 37 percent of Younger Millennials) or one's time (31 percent vs. 18 percent).

Survey Question: In the past six months, have recent natural disasters caused you to do any of the following?



Conclusion

In summary, the research shows us that there are certain characteristics that help impact volunteerism rates in a positive way. Things like the connections and relationships that people can make while volunteering, the proximity to their community or local impact, and current events like natural disasters help to spark volunteerism. These factors are even more apparent among the Millennial group.

The research also identifies a potential target audience for organizations needing volunteers, namely those Older Millennials who have gone on to marry and start a family. They are a group highly predisposed to volunteer but may additionally need a push to turn that predisposition into actual volunteerism behavior. They are especially receptive to giving back after a natural disaster or other catastrophe.

Their Younger Millennial counterparts are less likely to volunteer but may be motivated by the potential to enhance their job skills or networking opportunities that volunteering can provide. Connecting volunteerism to (a) moving up the corporate ladder or (b) meeting up with friends appear to be particularly effective strategies to reach this group.

Finally, this research shows that it is relatively easy to give one's money to a particular cause; enticing individuals to take the extra step and give their time requires more effort and incentive, but those who do volunteer beyond a monetary contribution report the experience as more beneficial, satisfying and the preferred way to give. The survey also indicates that there are certain activities that people are willing to give up to volunteer more often. State Farm understands that the intent is there but that sometimes it is hard to go from intent to action.

For more than 95 years, State Farm has been a company that takes pride in supporting the communities where we live and work, and has been involved in building safer, stronger and better-educated communities. State Farm wants to be a catalyst for people to become involved in their communities. We want to inspire people to get involved and take action. It is in that spirit, Neighborhood of Good was born.

Neighborhood of Good

Many people have good intentions, but going from intention to action is a place where help is needed. Neighborhood of Good helps connect volunteers to local causes in their community, making it easy for them to turn the power of caring into the act of doing. State Farm is making it easy to take action at NeighborhoodofGood.com®.