

WILL CONSUMERS HAVE DONATION FATIGUE THIS HOLIDAY SEASON?

2017 is tied with 2011 for the most billion-dollar disasters year to date. But according to research by Ketchum, support of disaster relief remains top of mind with consumers, climbing from No. 11 (19%) to No. 5 (26%) in overall interest since February 2017, according to a survey question on issues/causes that respondents are most interested in supporting personally.



71%

PLAN TO DONATE (40%) OR HAVE NOT RULED OUT (32%) DONATING TO DISASTER RELIEF

7 in 10

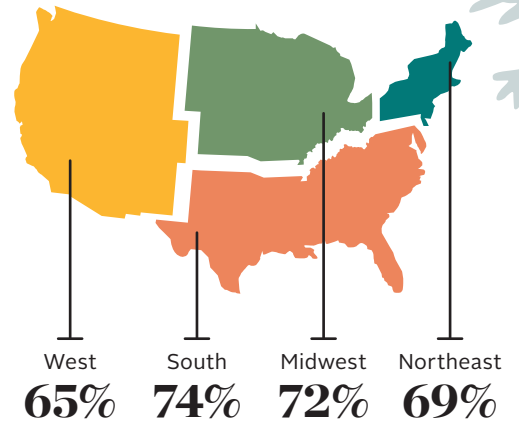
PLAN TO CONTINUE HOLIDAY GIFT-GIVING **ALONG WITH CHARITABLE GIVING***



OVER 8 in 10

Plan to give to disaster relief in addition to typical holiday charitable giving*

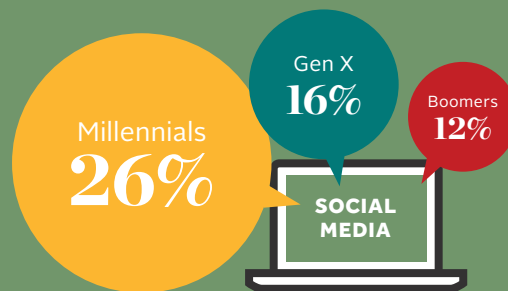
Plan to **continue holiday gift-giving** along with charitable giving, by region*



*Among those who plan to give money to support natural disaster relief

LIKE-MINDED DONORS

PERCENTAGE WHO **USE SOCIAL MEDIA TO DONATE**, AMONG THOSE PLANNING HOLIDAY CHARITABLE DONATIONS



48% ARE MORE LIKELY TO BUY HOLIDAY GIFTS FROM COMPANIES SUPPORTING DISASTER RELIEF



14 U.S. DISASTERS COSTING **\$1 BILLION OR MORE** IN 2017



WHERE THE **DONATIONS ARE GOING****



**Among those who plan to give money to support natural disaster relief

Learn more about Ketchum Purpose at <https://www.ketchum.com/ketchum-purpose>



break through

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