

The Center on Philanthropy  
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# Overview of Overall Giving

Based on data collected in 2007 about giving in 2006



# Center on Philanthropy Panel Study

## A part of the Panel Study of Income Dynamics

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This analysis offered to friends of the Center on Philanthropy at Indiana University.

The Center on Philanthropy Panel Study (COPPS) is a module of the Panel Study of Income Dynamics (PSID), which reaches more than 8,000 households every two years. The PSID is fielded by the Institute for Social Research at the University of Michigan. Questions were asked in 2007 about giving in 2006. The next data available will be released in early 2012 and will cover giving in 2008.

The Center on Philanthropy thanks Atlantic Philanthropies for the initial funding to launch COPPS in 2001 and the donors whose recent contributions make continued waves of COPPS possible.

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# Acknowledgments

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The analyses presented here are made possible by the work of many people, including:

Co-principal investigators of the Center on Philanthropy Panel Study

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# Overview of Overall Giving

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A number of demographic factors play a role in how much households and individuals give to charity in a year. The graphs in this overview provide comparisons of giving by:

- Age (< 40, 40-64, and 65+)
- Income (<\$50,000, \$50,000 - \$100,000, and \$100,000+)
- Wealth, excluding the equity in a home (<\$50,000, \$50,000-\$200,000 and \$200,000+)
- Education level (high school or less, some college, bachelor's degree, graduate degree)
- Geographical location, using regions of the United States defined by the U.S. Census Bureau
- Marital status (married, never married, widowed, separated, divorced)

This overview uses the 2007 wave of the Center on Philanthropy Panel Study (COPPS) data, a module of the Panel Study on Income Dynamics (PSID), the nation's first and only ongoing study about charitable giving over time. This overview uses the nationally representative sample from the PSID to present some key facts about charitable giving based on results for 2006, drawing on demographic characteristics of donors who give to this type of charity. For each demographic group, this document presents the giving rate (percentage who give) and average and median giving amounts.

The figures show a note that "n=", which indicates the number of respondents in the group. Typically, at least 30 respondents are required for a meaningful average or median; the higher the number of respondents, the more reliable the result (the more likely the same result would be found if we had an opportunity to conduct the same study repeatedly at the same time).

Households that answered the philanthropy questions were asked first if they made charitable donations totaling \$25 or more in 2006. Households responding "yes" were asked further questions about how much they gave to each of 11 different types of charities and about their volunteering for six purposes. More than 8,280 households participated in the 2007 wave of the PSID. This analysis of COPPS included 8,110 households that answered the first philanthropy question. Analysis also used the weights provided by the PSID research team at the University of Michigan to yield nationally representative results. Weighting for total giving is based on 112 million households, from the U.S. Census Bureau estimates for 2006.

The data and analysis here are the most recent available as of January 2010

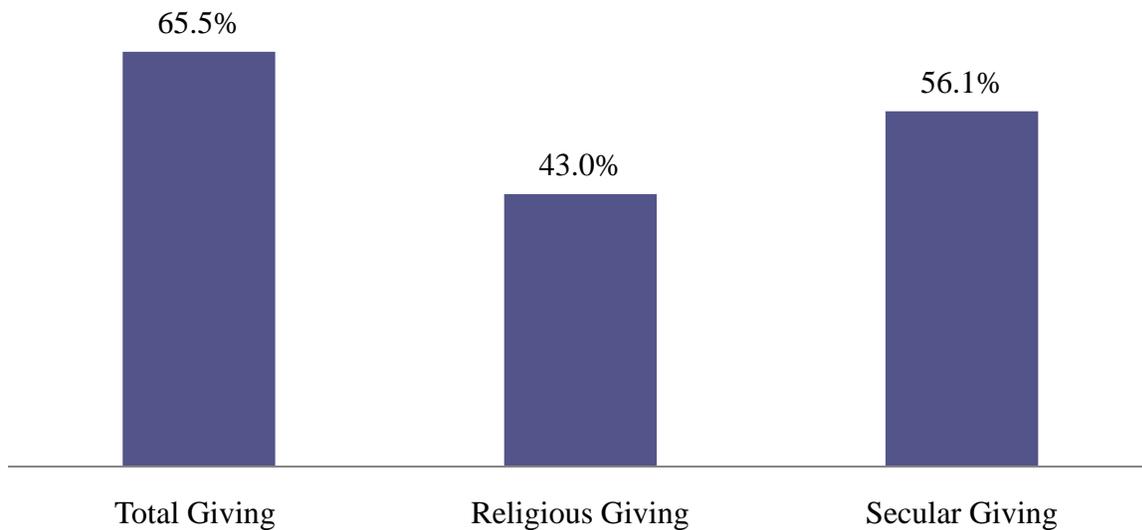
## Overview of Charitable Giving in 2006

Center on Philanthropy Panel Study of 2007, about giving in 2006

	Giving Rate	Average amount per donor household	Median amount per donor household
Overall giving	65.5 percent	\$2,213	\$870

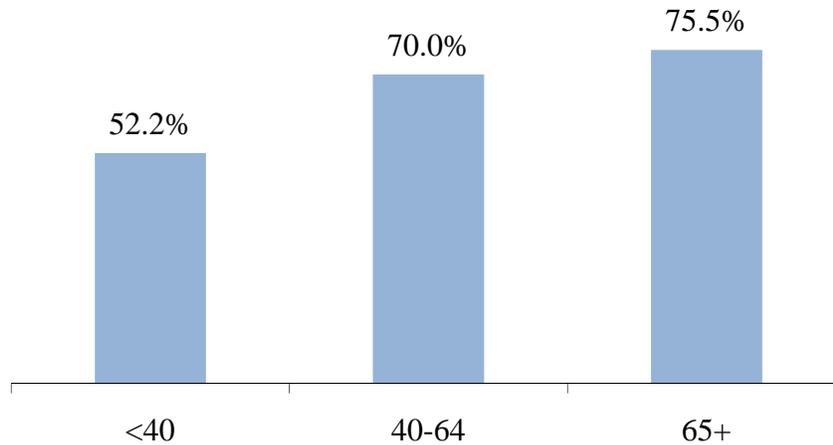
- 65.5 percent of all U.S. households gave to charity in 2006.
- \$2,213 was average giving amount to charity per donor household.
- \$870 was median giving amount to charity per donor household.

### Giving Rate in COPPS 2007



- 65.5 percent of all households made charitable donations totaling \$25 or more in 2006.
- 43 percent of households gave to religion in 2006.
- 56.1 percent of households gave to at least one non-religious (secular) cause in 2006.

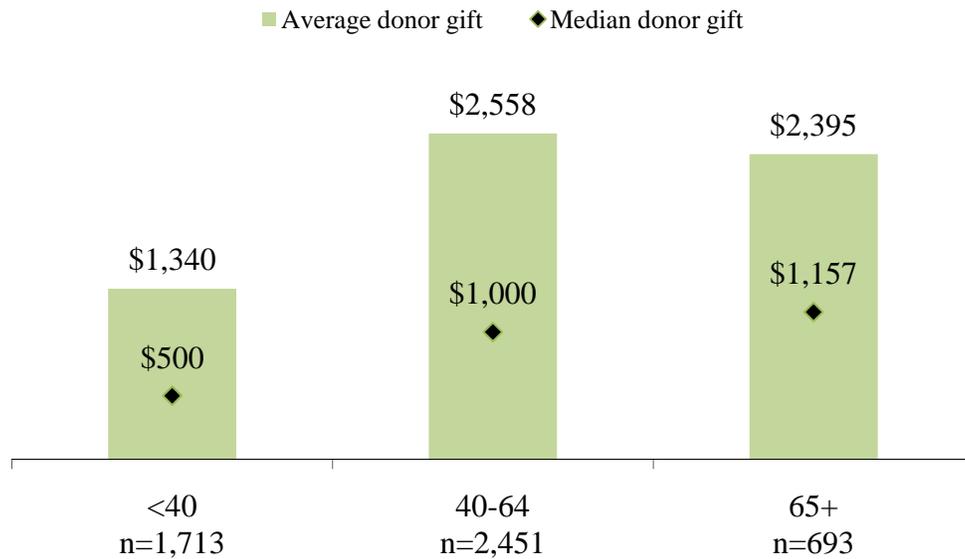
## Overall Giving Rate by Age



This graph shows the giving rate of all U.S households that gave to charity in 2006, by age group.

- Overall, 65.5 percent of survey respondents contributed to charity in 2006.
- Households headed by someone less than 40 years had the lowest rate of participation (52.2 percent).
- In 2006, 70.0 percent of households with a head between 40 and 64 years made contribution to charity.
- Households where the head was 65 or older had the highest rate of giving (75.5 percent) to charity in 2006.

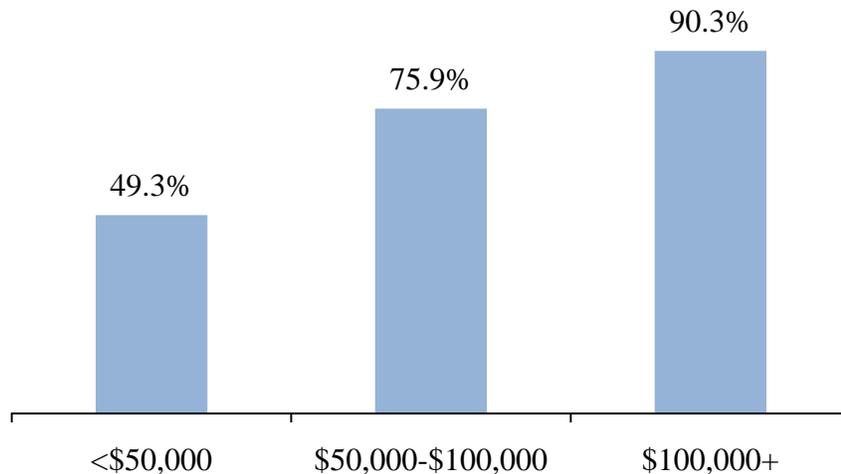
## Overall Giving by Age



This graph shows the total average and median giving amounts to charity in 2006, by age group.

- Among all donors, the average total gift to charity was \$2,213 (median=\$870).
- The average total gift amount to charity from households less than 40 years old was \$1,340 (median=\$500).
- Households where the head was between 40 and 64 years old gave an average of \$2,558 (median=\$1,000) to charity.
- Households 65 and older gave an average of \$2,395 (median=\$1,157) to charity in 2006.

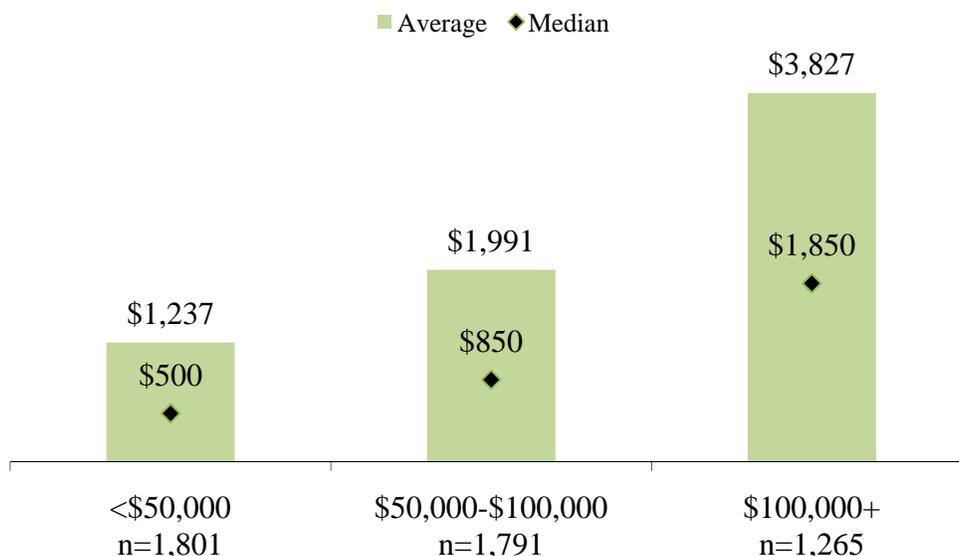
## Overall Giving Rate by Income Level



This graph shows the giving rate of all U.S. households which made contributions to charity in 2006, by income level. Households with higher income levels had a higher giving rate to charity.

- Overall, 65.5 percent of survey respondents contributed to charity in 2006.
- In 2006, 49.3 percent of households with incomes less than \$50,000 made contribution to charity, which was the lowest giving rate.
- The giving rate for households with incomes between \$50,000 and \$100,000 was 75.9 percent, which was the second highest giving rate to charity in 2006.
- In 2006, 90.3 percent of households with incomes more than \$100,000 gave to charity, which was the highest giving rate.

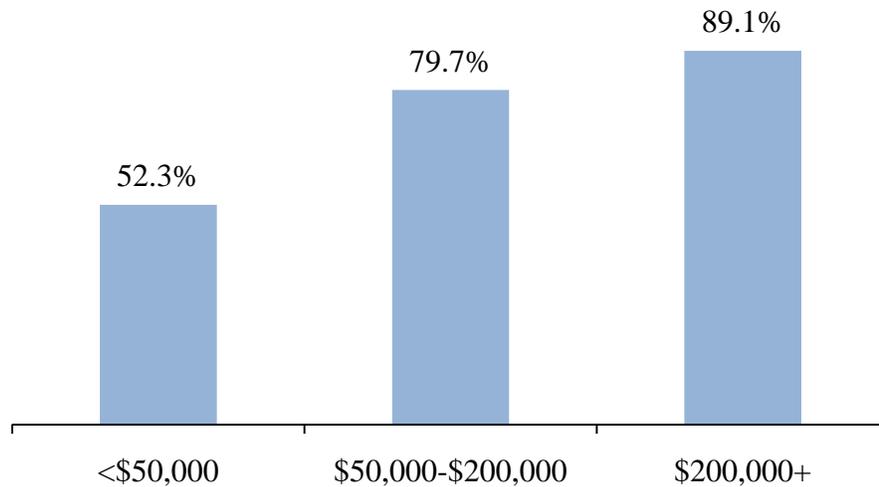
## Overall Giving by Donor's Income Level



This graph shows the average and median giving amounts to charity in 2006, by income level of the household. Households with higher income levels had higher average gifts to charity.

- Among all donors, the average total gift to charity was \$2,213 (median=\$870).
- The average gift to charity from the households with income less than \$50,000 was \$1,237 (median=\$500) to charity in 2006
- Households with annual income between \$50,000 and \$100,000 gave an average of \$1,991 (median=\$850), which was the smallest average amount.
- Households with an annual income greater than \$100,000 gave an average of \$3,827 (median=\$1,850) in 2006.

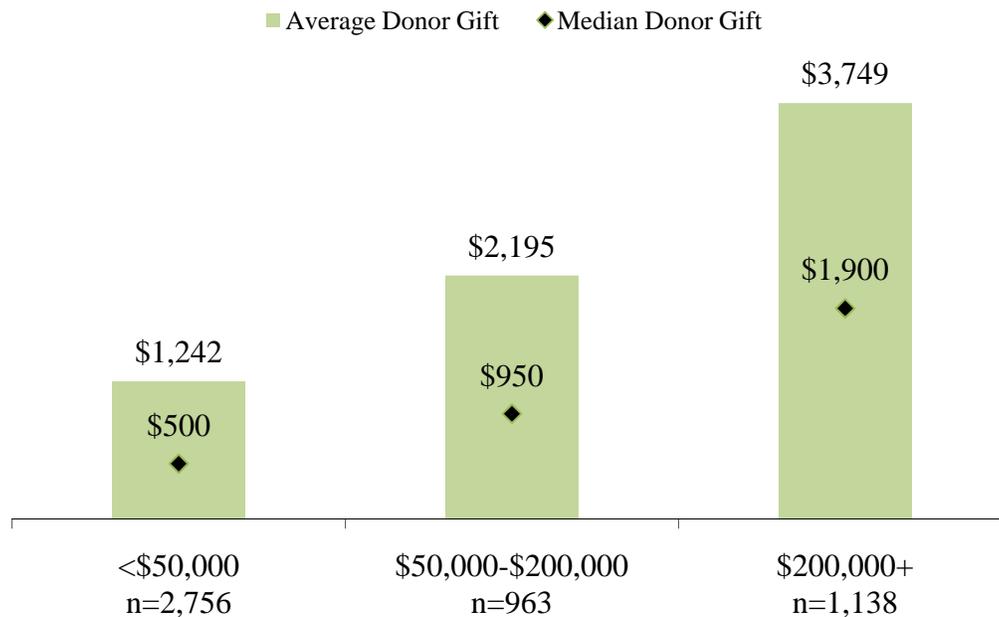
## Overall Giving Rate by Wealth Level



This graph shows the giving rate of all U.S. households to charity in 2006, by wealth level of the household. For this analysis, wealth did not include the value of their home.

- Households with higher wealth levels had higher giving rates to charity in 2006.
- The giving rate to charity for households with less than \$50,000 in wealth was 52.3 percent.
- The giving rate to charity for households with wealth of \$50,000 - \$200,000 was 79.7 percent, in 2006.
- Households with wealth of more than \$200,000 reported the highest giving rate to charity (89.1 percent) in 2006.

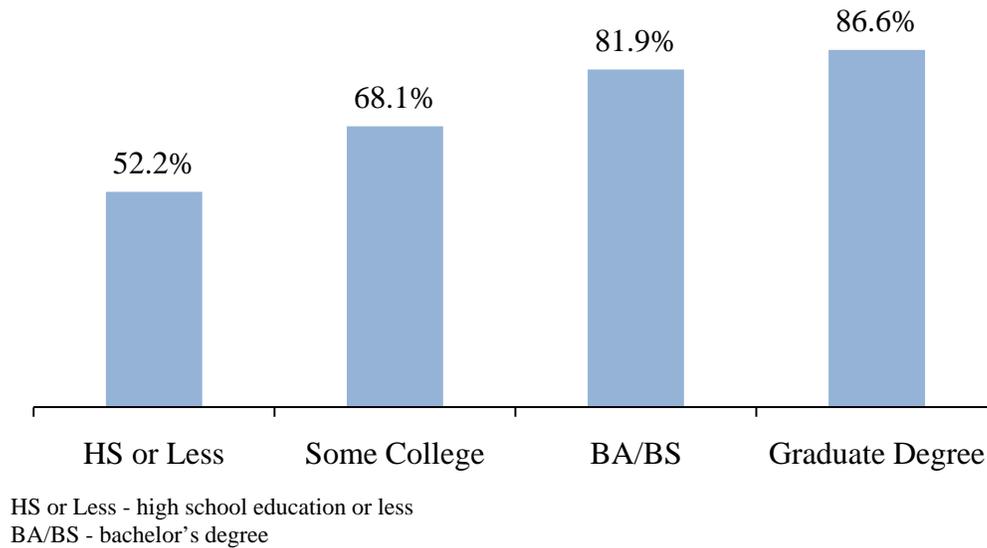
## Overall Giving by Wealth Level



This graph shows the average and median giving amounts to charity in 2006, by wealth level of the household. For this analysis, wealth did not include the value of their home.

- Households with wealth greater than \$200,000 gave an average of \$3,749 (median=\$1,900) to charity in 2006.
- Households with wealth between \$50,000 and \$200,000 gave an average of \$2,195 (median=\$950) to charity in 2006.
- Households with wealth less than \$50,000 gave an average of \$1,242 (median=\$500) to charity in 2006.
- Among all donors, the average total gift to charity was \$2,213 (median=\$870).

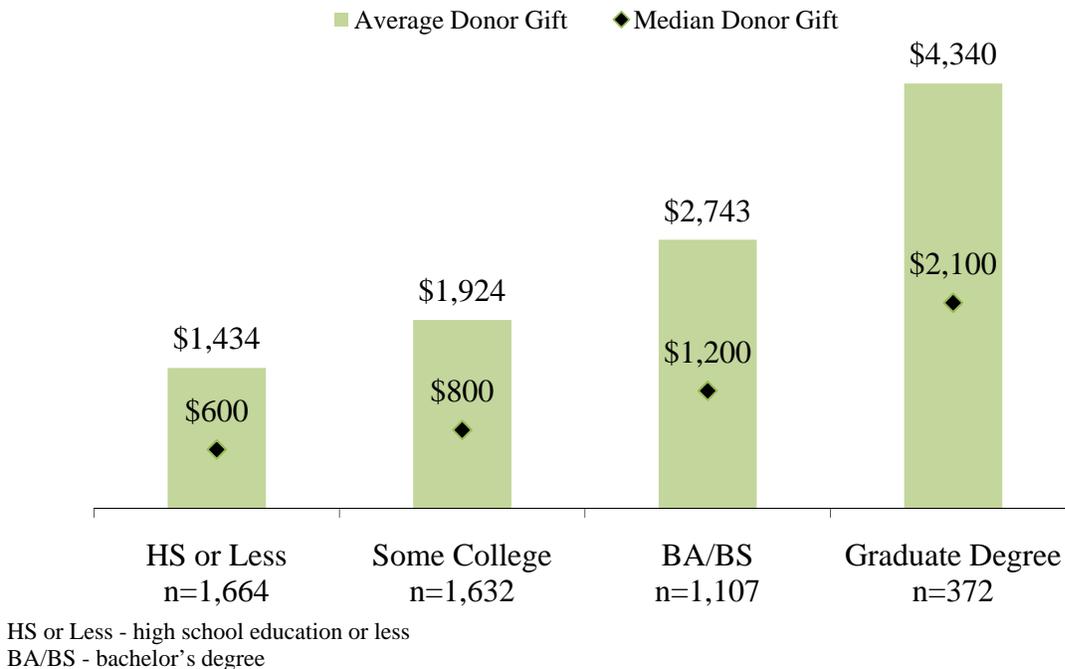
## Overall Giving Rate by Education Level



This graph shows the giving rate of households that donated to charity in 2006, by education level of the head of household.

- Overall, 65.5 percent of survey respondents contributed to charity in 2006.
- 52.2 percent of households with education level of high school or less donated to charity.
- 68.1 percent of households with some college education gave to charity. Some college includes an associate's degree or college enrollment without obtaining a degree.
- 81.9 percent of households where the head of household had a bachelor's degree gave to charity.
- 86.6 percent of households where the head of household had a graduate degree made contribution to charity.

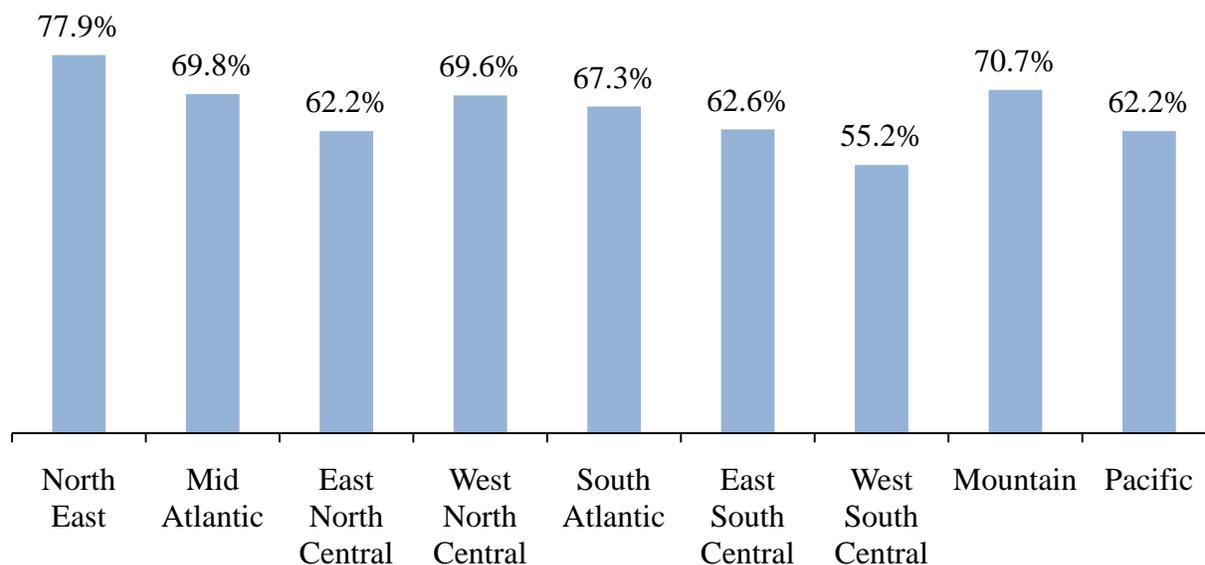
## Overall Giving by Education Level



This graph shows the average and median giving amounts to charity in 2006, by education level of the head of the household. The higher level of education, the higher the average gift to charity.

- Among all donors, the average total gift to charity was \$2,213 (median=\$870).
- Households with high school education or less donated an average of \$1,434 (median=\$600) to charity in 2006, which was the smallest average total giving amount.
- Households with some college education donated on average \$1,924 (median=\$800) to charity in 2006.
- Households with a bachelor's degree donated on average \$2,743 (median=\$1,200) to charity in 2006.
- The highest average gift to charity was \$4,340 (median=\$2,100) from the households with graduate degree.

## Overall Giving Rate by Geographic Region



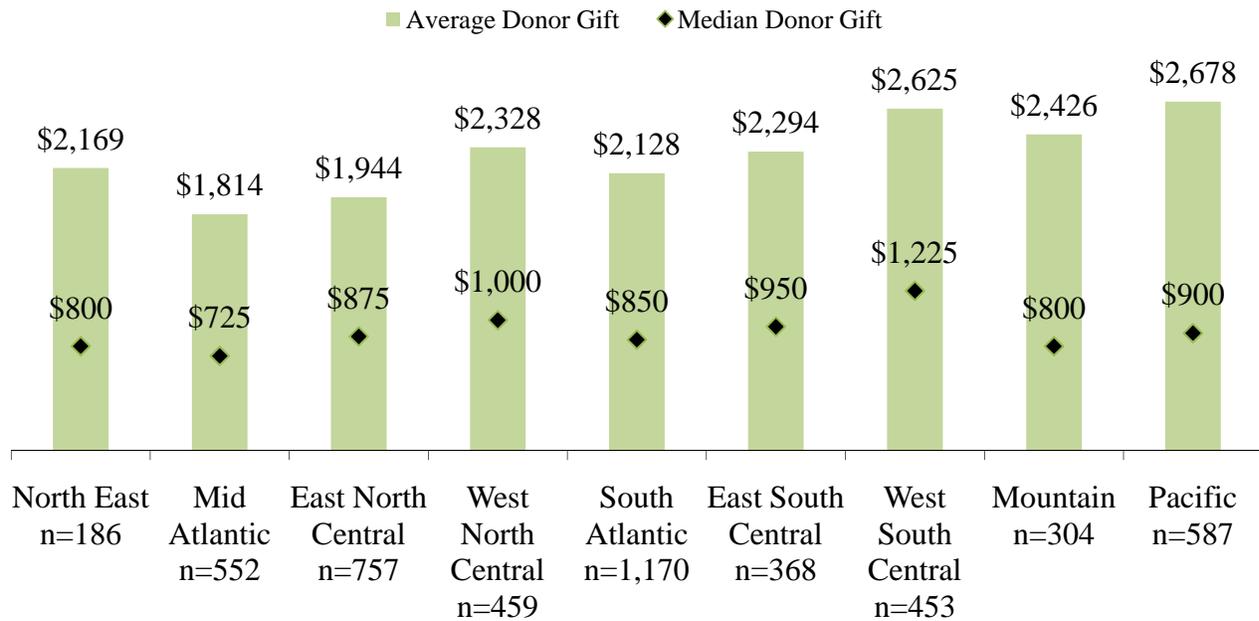
This graph shows the giving rate to charity in 2006, by geographic region in the U.S.

- Almost 78 percent of households in the North East region gave, which was the highest giving rate.
- The second highest giving rate (70.7 percent) was in the Mountain region.
- The lowest giving rate to charity (55.2 percent) was in the West South Central region.

The regions are defined by the U.S. Bureau of the Census.

Census Bureau Name	States or district included in the region
New England	Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont
Mid-Atlantic	New Jersey, New York, Pennsylvania
East North Central	Illinois, Indiana, Michigan, Ohio, Wisconsin
West North Central	Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota, South Dakota
South Atlantic	Delaware, Florida, Maryland, Georgia, North Carolina, South Carolina, Virginia, Washington D.C., West Virginia
East South Central	Alabama, Kentucky, Mississippi, Tennessee
West South Central	Arkansas, Louisiana, Oklahoma, Texas
Mountain	Arizona, Colorado, Idaho, Montana, New Mexico, Nevada, Utah, Wyoming
Pacific	Alaska, California, Hawaii, Oregon, Washington

## Overall Giving by Geographic Region

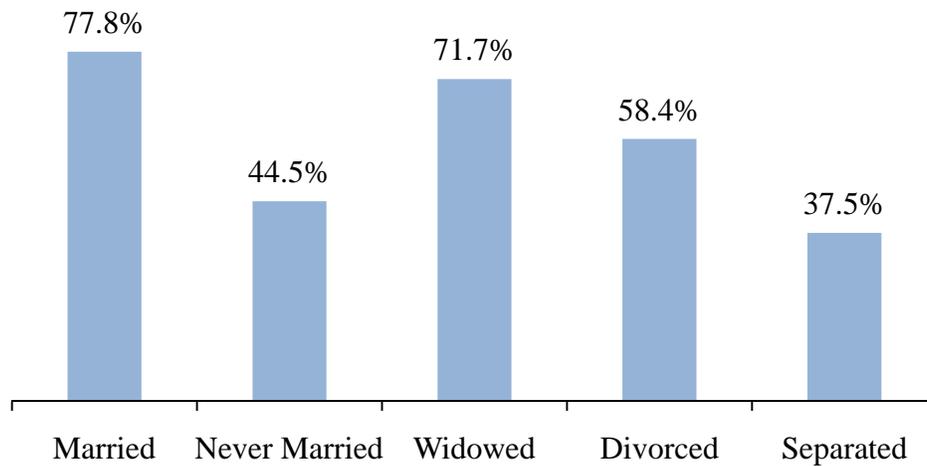


This graph shows the average and median giving amounts to charity in 2006, by geographic location of the household in the U.S.

- The average donor gift for households in the Pacific region was \$2,678 (median=\$900), which was the highest average amount contributed to charity in 2006.
- The average donor gift for households in the West South Central was \$2,625 (median=\$1,225), which was the second highest average amount contributed to charity in 2006.
- The lowest average gift amount was made by households in the Middle Atlantic region \$1,814 (median=\$725).

The regions are defined on page 15.

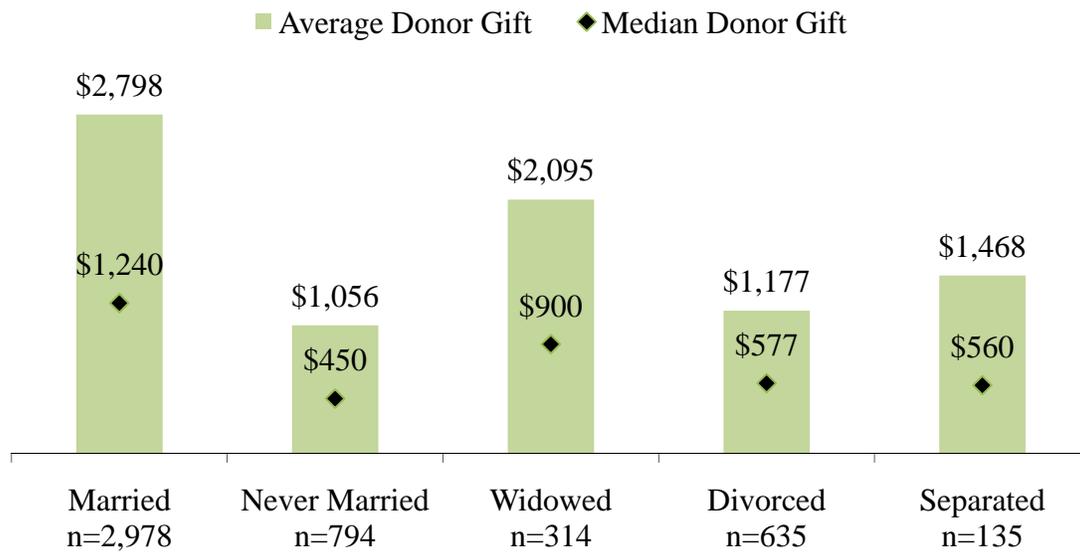
## Overall Giving Rate by Marital Status



This graph shows the giving rate to charity in 2006, by marital status of the head of household.

- Married households had the highest giving rate to charity (77.8 percent) in 2006.
- Widowed household had the second highest giving rate to charity (71.7 percent) in 2006.
- In 2006, 58.4 percent of divorced households made a contribution to charity.
- In 2006, 44.5 percent of households who have never married donated to charity
- Almost 37.5 percent of separated households donated to charity in 2006, which was the lowest giving rate in 2006.
- Overall, 65.5 percent of survey respondents contributed to charity in 2006.

## Overall Giving by Marital Status



This graph shows the average and median giving amounts to charity in 2006, by the marital status of the head of households.

- Married donor households gave an average of \$2,798 (median=\$1,240) to charity, which was the highest average amount in 2006.
- Widowed households gave an average of \$2,095 (median=\$900), the second highest average giving amount.
- Separated households made an average contribution of \$1,468 (median=\$560) to charity in 2006, which is a higher average than never-married or divorced heads of household.
- Divorced households donated an average of \$1,177 (median=\$577) to charity in 2006.
- Households where the head was never married gave an average of \$1,056 (median=\$450) to charity in 2006, which was the lowest average amount gift in 2006.
- Among all donors, the average total gift to charity was \$2,213 (median=\$800).