

Overview Of Overall Giving

Based on data collected in 2009
about giving in 2008



LILLY FAMILY
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Indianapolis

Philanthropy Panel Study – A part of the Panel Study of Income Dynamics

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The Philanthropy Panel Study (PPS) 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 2009 about giving in 2008.

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

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For more information about the Philanthropy Panel Study, please see the School's website at www.philanthropy.iupui.edu.

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Overview of Overall Giving

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

- Age (<=40, 41-64, and 65+)
- Income (<=\$50,000, \$50,001 - \$99,999, and \$100,000+)
- Wealth, excluding the equity in a home (<=\$50,000, \$50,001-\$199,999, and \$200,000+)
- Education level of the head of household (high school or less, some college, bachelor's degree, and graduate school)
- Geographical location, using regions of the United States defined by the U.S. Census Bureau
- Marital status of the head of household (married, never married, widowed, separated, and divorced)

This overview uses the 2009 wave of the Panel Philanthropy Study (PPS) data, a module of the Panel Study on Income Dynamics (PSID), to make inferences about household charitable giving in the United States. The PPS is the nation's first and largest ongoing study examining the charitable giving of American households over time. This overview uses the nationally representative data from PPS to present some key facts about charitable giving based on responses provided by households in 2008, drawing on demographic characteristics of U.S. donor households. This report presents the giving rate (the percentage of U.S. households that gave) and the average and median gift amounts among U.S. donor households to charity.

In general, the higher the number of respondents in a group, 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 with multiple representative samples at the same time). Statistics calculated for a group with fewer than 100 observations are starred in this report in order to indicate that the result should be interpreted with caution. Moreover, the analysis presented in this report does not control for any other variable.

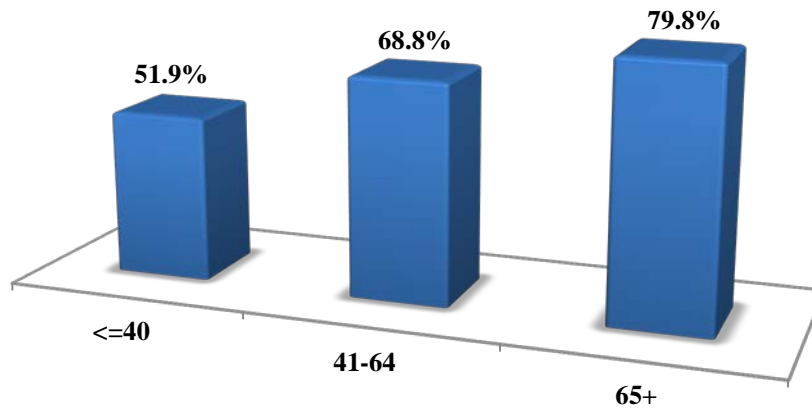
Households that answered the philanthropy questions were asked first if they made charitable donations totaling \$25 or more in 2008. Households responding "yes" were asked further questions about how much they gave to each of 11 different types of charities. Nearly 8,700 households participated in the 2009 wave of the PSID. The analysis for this report is based on the 8,475 households that responded to the philanthropy questions. In our analysis, we used the sampling weights provided by the PSID research team at the University of Michigan to yield nationally representative results.

Overview of Charitable Giving in 2008

	Giving Rate	Average amount per donor household	Median amount per donor household
Overall Giving	65.4%	\$2,321	\$890

- 65.4 percent of all U.S. households gave to charity in 2008
- \$2,321 was the average giving amount to charity per U.S. donor household in 2008
- \$890 was the median giving amount to charity per U.S. donor household in 2008

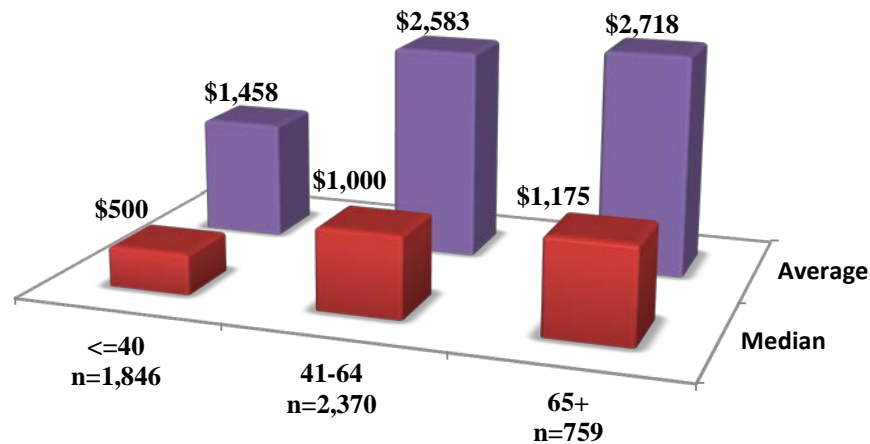
Overall Giving Rate by Head of Household's Age Group



This graph shows the giving rate of U.S. households to charity in 2008 by the age of the head of household.

- The data suggests that the charitable giving rate increased with the head of household's age.
- Nearly eight out of ten households headed by an individual 65 or older gave to charity.
- Nearly seven out of ten households headed by an individual between 41 and 64 years old gave to charity.
- Slightly more than half of surveyed households headed by an individual 40 or younger gave to charity.
- Overall, 65.4 percent of responding households contributed to charity in 2008.

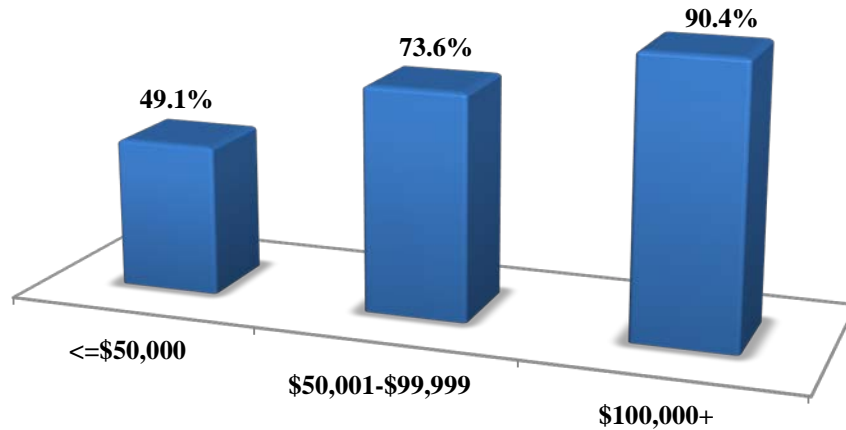
Overall Giving by Head of Household's Age Group



This graph shows the total average and median amounts given to charity in 2008 by the age of the head of household, among U.S. donor households.

- Donor households headed by an older individual gave higher average and median gift amounts to charity.
- Among those that gave, households headed by an individual 65 or older gave \$135 more on average to charity than households headed by an individual between 41 and 64 years old.
- Among those that gave, households headed by an individual 65 or older gave \$1,260 more on average to charity than households headed by an individual 40 or younger.
- Among all U.S. donor households, the average total gift was \$2,321 (median=\$890).

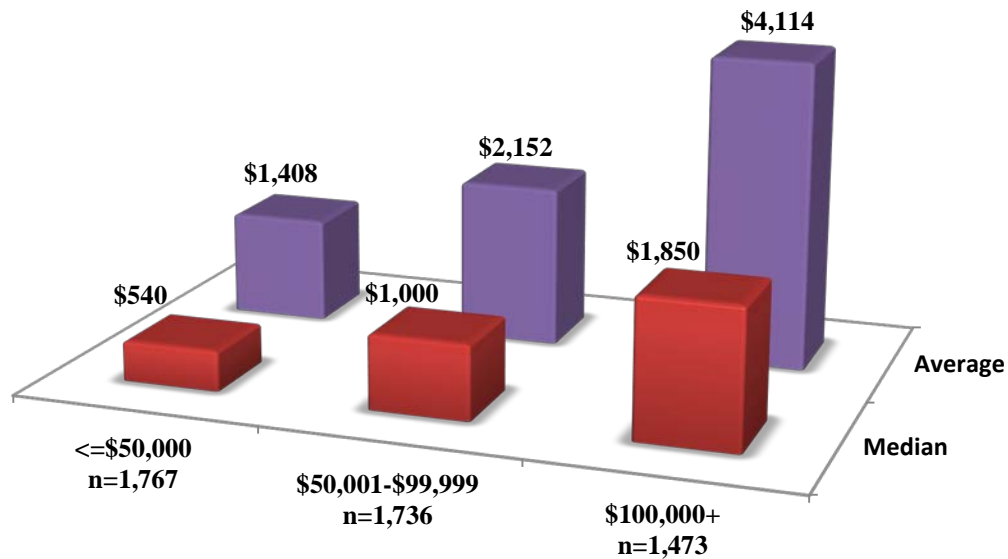
Overall Giving Rate by Household Income Level



This graph shows the giving rate of U.S. households to charity in 2008 by household income level.

- Households with higher income levels gave at higher rates to charity.
- Slightly more than nine out of ten households with income levels of \$100,000 or more gave to charity.
- Nearly three out of four households with income levels between \$50,001 and \$99,999 gave to charity.
- Almost half of all households with income levels of \$50,000 or less gave to charity.
- Overall, 65.4 percent of responding households contributed to charity in 2008.

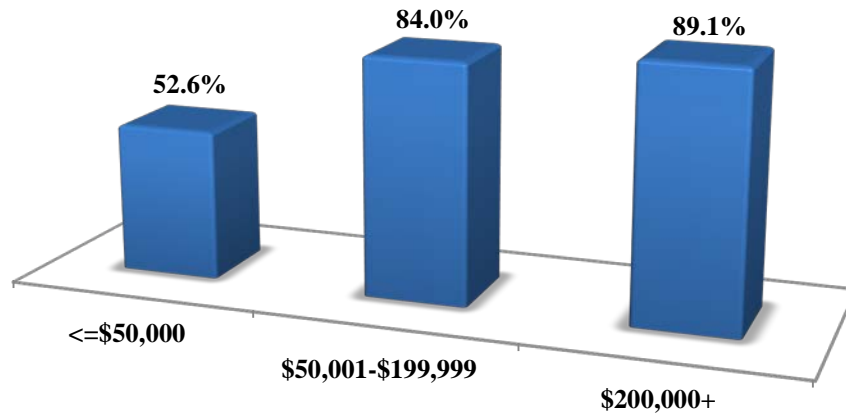
Overall Giving by Household Income Level



This graph shows the average and median amounts given to charity in 2008 by household income level, among U.S. donor households.

- Donor households with higher income levels gave higher average and median gift amounts to charity.
- Among those that gave, the average gift from households with income levels of \$100,000 or more was nearly twice that from households with income levels between \$50,001 and \$99,999.
- Among those that gave, the median gift amount from households with income levels of \$100,000 or more was more than three times that from households with income levels of \$50,000 or less.
- Among all U.S. donor households, the average total gift to charity was \$2,321 (median=\$890).

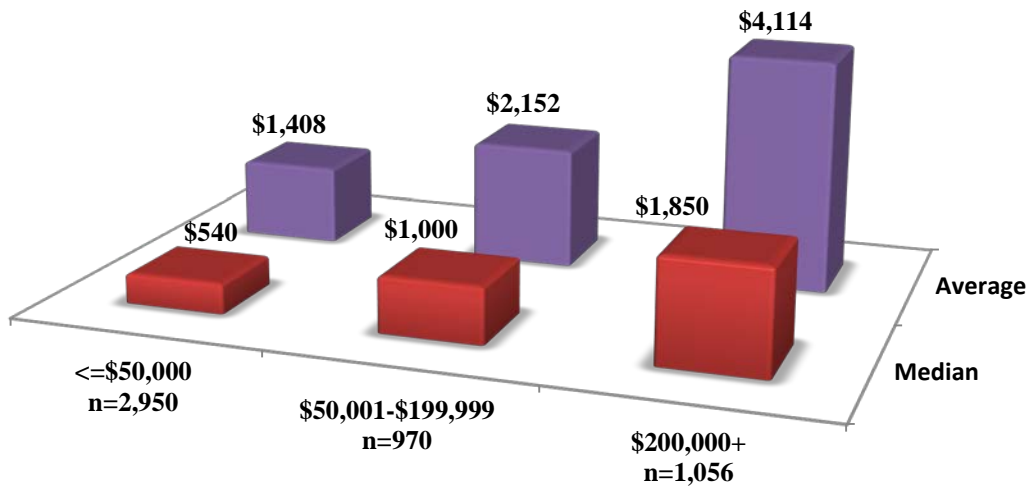
Overall Giving Rate by Household Wealth Level



This graph shows the giving rate of U.S. households to charity in 2008 by household wealth level. For this analysis, wealth did not include the value of the equity in the household home.

- Households with higher wealth levels gave at higher rates to charity in 2008.
- More than half of all households with wealth levels of \$50,000 or less gave to charity.
- Donor households with wealth levels of \$200,000 or more gave at a rate that was 5.1 percentage points higher than that of households with wealth levels between \$50,001 and \$199,999.
- Nearly nine out of ten households with wealth levels of \$200,000 or more gave to charity.
- Overall, 65.4 percent of responding households contributed to charity in 2008.

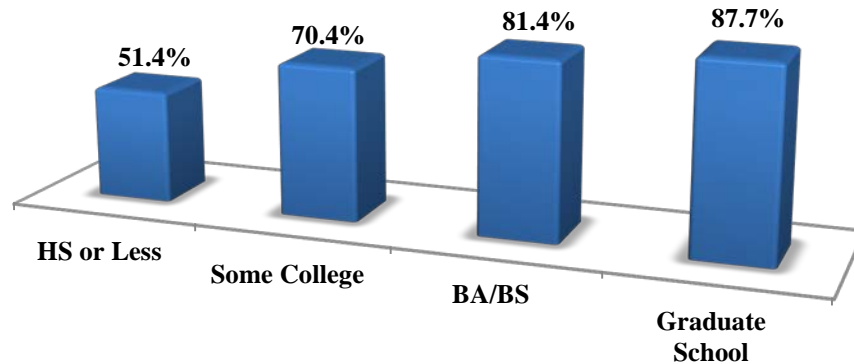
Overall Giving by Household Wealth Level



This graph shows the average and median amounts given to charity in 2008 by household wealth level, among U.S. donor households. For this analysis, wealth did not include the value of the equity in the household home.

- Donor households with higher wealth levels gave higher average and median gift amounts to charity.
- Donor households with wealth levels between \$50,001 and \$199,999 gave \$744 more on average than those with wealth levels of \$50,000 or less.
- On average, donor households with wealth levels of \$200,000 or more gave \$1,962 more than those with wealth levels between \$50,001 and \$199,999 and \$2,706 more than those with wealth levels of \$50,000 or less.
- Among all U.S. donor households, the average total gift to charity was \$2,321 (median=\$890).

Overall Giving Rate by Head of Household's Education Level



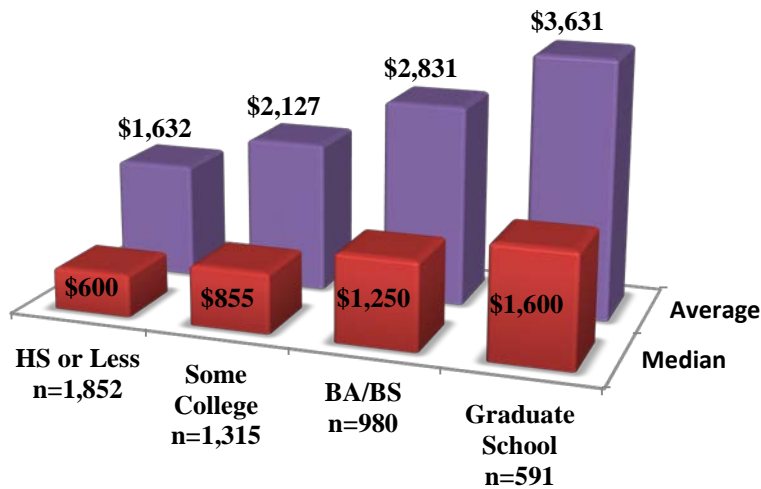
HS or Less – high school education or less

BA/BS – bachelor's degree

This graph shows U.S. household charitable giving rates in 2008 by education level of the head of household.

- Households headed by an individual with a higher level of education gave at higher rates to charity in 2008.
- The charitable giving rate of households headed by an individual with some college education was 19.0 percentage points higher than that of households headed by an individual with a high school education or less.
- The charitable giving rate of households headed by an individual with a bachelor's degree is 6.3 percentage points less than that of households headed by an individual with at least some graduate coursework.
- Overall, 65.4 percent of responding households contributed to charity in 2008.

Overall Giving by Head of Household's Education Level

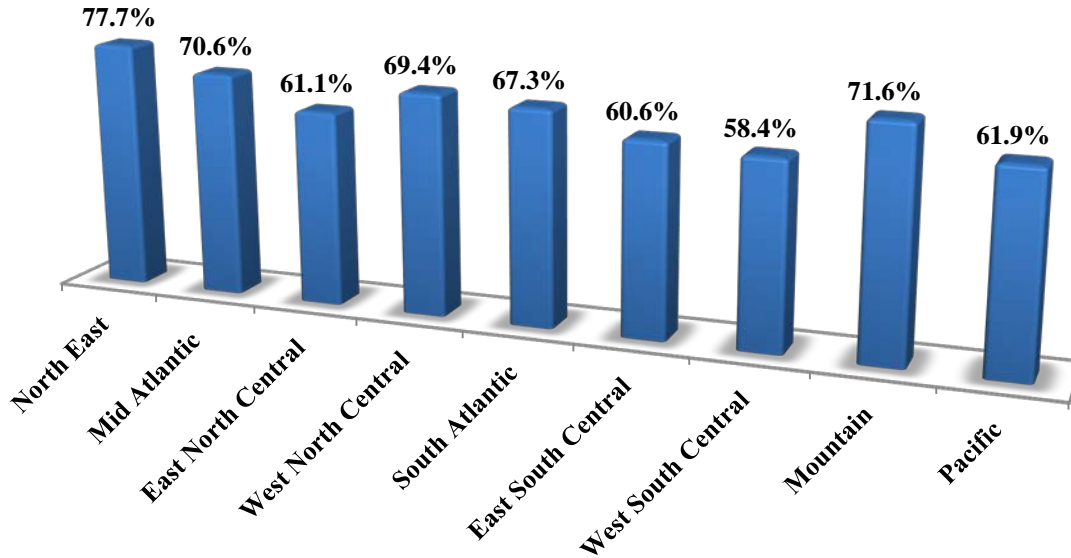


HS or Less – high school education or less
BA/BS – bachelor's degree

This graph shows the average and median amounts given to charity in 2008 by the head of household's education level, among U.S. donor households.

- Donor households headed by an individual with a higher education level gave higher average and median gift amounts to charity.
- On average, donor households headed by an individual with at least some graduate coursework gave more than twice as much as households headed by an individual with a high school education or less.
- On average, donor households headed by an individual with a bachelor's degree gave \$800 less than households headed by an individual with at least some graduate coursework.
- Among all U.S. donor households, the average total gift to charity was \$2,321 (median=\$890).

Overall Giving Rate by Household Geographic Region

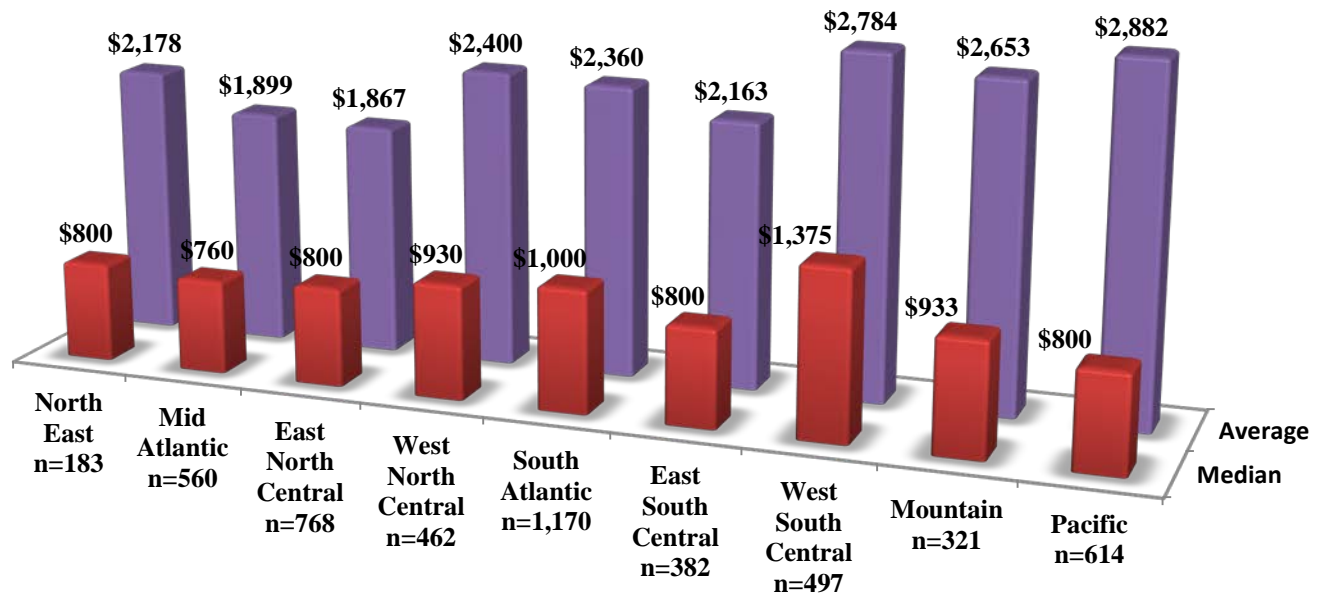


This graph shows the giving rate of U.S. households to charity in 2008 by U.S. geographic region.

- A 19.3 percentage-point difference separated the region with the highest charitable giving rate (North East) and the lowest (West South Central).
- Overall, 65.4 percent of responding households contributed to charity in 2008.
- The regions as defined by the U.S. Census Bureau, are described below.

North East	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, DC, 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

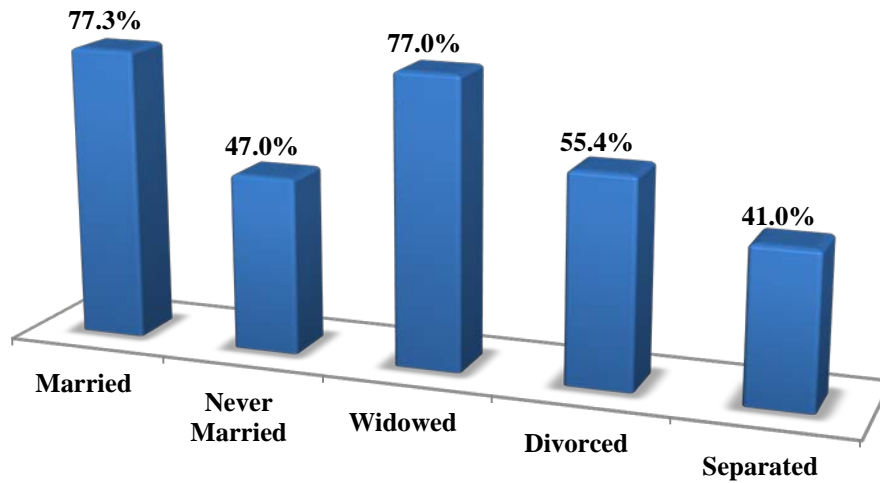
Overall Giving by Household Geographic Region



This graph shows the average and median amounts given to charity in 2008 by U.S. geographic region, among U.S. donor households.

- Though West South Central region households gave at the lowest rate, those that did give donated the second most on average (\$2,784) among the geographic regions.
- North East region households gave at the highest rate. However, donor households in that region donated \$606 less on average than donating West South Central region households.
- Among all donating households, the average total gift to charity was \$2,321 (median=\$890).
- Region definitions can be found on previous page.

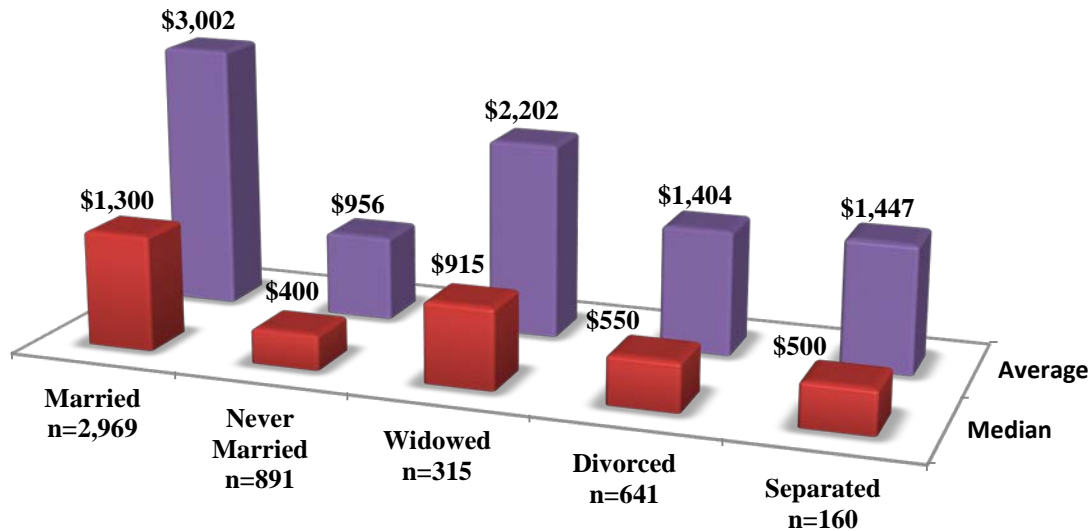
Overall Giving Rate by Head of Household's Marital Status



This graph shows the giving rate of U.S. households to charity in 2008 by marital status of the head of household.

- Households headed by a married individual gave at a slightly higher rate (by 0.3 percentage points) than those headed by a widowed individual.
- Households headed by a never married individual gave at a higher rate (by 6.0 percentage points) than those headed by a separated individual.
- The charitable giving rate of households headed by a married individual was 36.3 percentage points higher than that of households headed by a separated individual.
- Overall, 65.4 percent of responding households contributed to charity in 2008.

Overall Giving by Head of Household's Marital Status



This graph shows the average and median amounts given to charity in 2008 by the marital status of the head of household, among U.S. donor households.

- The average charitable gift from donor households headed by a married individual was more than twice that from both donor households headed by a divorced individual and donor households headed by a separated individual.
- The average gift amount to charity from donor households headed by a never married individual was less than a third of that from households headed by a married individual.
- Among those that gave, the median gift amount from households headed by a widowed individual was more than twice that from households headed by a never married individual.
- Among all U.S. donor households, the average total gift to charity was \$2,321 (median=\$890).