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Overview of Secular 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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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 (except tsunami relief giving, which was from 2006 until the survey date in 2005). The next data available will be released in early 2012.

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Overview of Secular Giving

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 to secular organizations 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 shown with the note that "n=" 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 2005 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 December 2009. Secular giving included any one of 10 non-religious types of giving, even if the organization is faith-based.

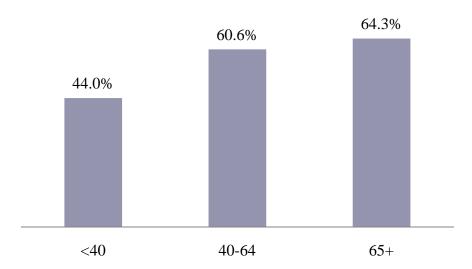
Overview of Secular Giving in 2006

	Giving Rate	Average amount per donor household	Median amount per donor household
Secular Giving	56.1%	\$1,011	\$400

• 56.1% of all U.S. households gave to charity for secular causes in 2006

- \$1,011 was average secular giving amount per donor household
- \$ 400 was median secular giving amount per donor household

Secular Giving Rate by Donor's Age Group



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

- Households headed by someone less than 40 years old had the lowest rate of participation in secular giving (44.0%).
- In 2006, 60.6% of households headed by someone between 40 and 64 years old made a contribution to charity for at least one secular cause.
- Households where the head was 65 years old or more had the highest secular giving rate in 2006 (64.3%).
- Overall, 56.1% of surveyed households contributed to charity for secular causes in 2006.



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

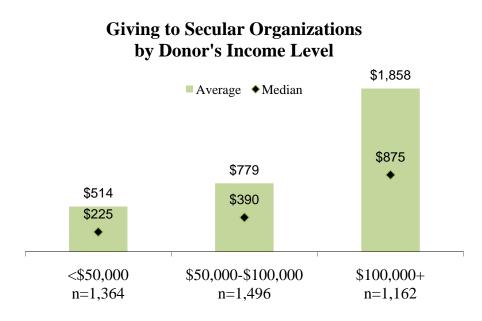
- The average secular gift from households headed by someone less than 40 years old was \$619 (median=\$255), which was the lowest average gift amount for secular causes.
- The highest average donations to secular organizations was \$1,207 (median=\$500), which was donated by households headed by someone between 40 and 64 years of age.
- The average secular giving amount from households headed by someone age 65 or more was \$992 (median=\$400).
- Overall, all donors gave an average of \$1,011 (median=\$400) to secular causes.

Secular Giving Rate by Donor's Income Level



This graph shows the giving rate of all U.S. households to charity for secular causes in 2006, by donor's income level. Households with higher income level had a higher giving rate to secular causes in 2006.

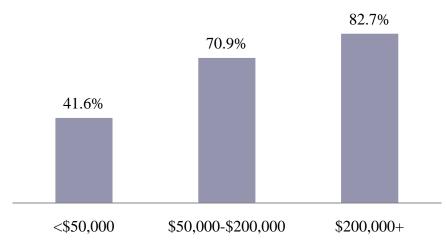
- In 2006, 39.4% of households with incomes less than \$50,000 made a contribution to charity for secular causes in 2006.
- The giving rate for households with incomes between \$50,000 and \$100,000 was 64.9% in 2006.
- In 2006, 84.6% of households with incomes more than \$100,000 gave to charity for secular causes, which was the highest secular giving rate.
- Overall, 56.1% of surveyed households contributed to charity for secular causes in 2006.



This graph shows the average and median secular giving amounts in 2006, by income level of the household. Households with higher income level had a higher average secular giving amount.

- The average secular giving from the households with income less than \$50,000 was \$514 (median=\$225), which was the lowest average secular giving amount among all income levels.
- Households with annual income between \$50,000 and \$100,000 gave an average of \$779 (median=\$390) to charity for secular causes in 2006.
- Households with an annual income greater than \$100,000 gave an average of \$1,858 (median=\$875) to charity for secular causes in 2006.
- Overall, all donors gave an average of \$1,011 (median=\$400) to secular causes.

Secular Giving Rate by Donor's Wealth Level



This graph shows the giving rate of all U.S. households to charity for secular causes in 2006, by wealth level of the household. For this analysis, wealth did not include the value of a principal residence home. Households with higher wealth levels had a higher giving rate to charity for secular causes.

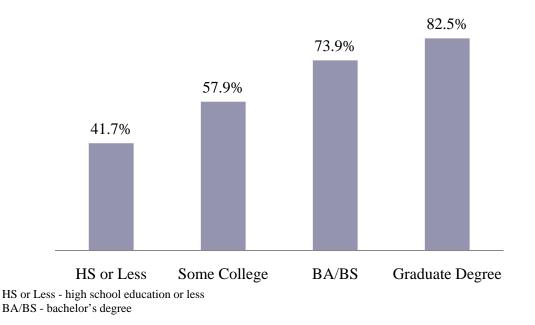
- 41.6% of households with wealth of less than \$50,000 made a donation to charity for secular causes in 2006, which was the lowest giving rate.
- 70.9% percent of households with wealth between \$50,000 and \$200,000 gave to at least one secular cause in 2006.
- 82.7% of household with wealth of more than \$200,000 made a contribution to charity for secular causes, which was the highest giving rate.
- Overall, 56.1% of surveyed households contributed to charity for secular causes in 2006.



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

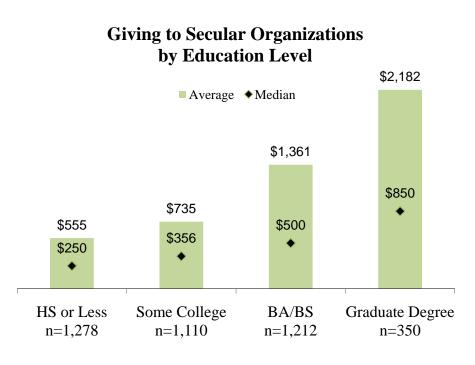
- Households with wealth less than \$50,000 gave an average of \$518 (median=\$250) to charity for secular causes in 2006.
- Households with wealth between \$50,000 and \$200,000 gave an average of \$856 (median=\$450) to charity for secular causes in 2006.
- The highest average gift to charity for secular causes in 2006 was \$1,782 (median=\$700) and came from households with wealth greater than \$200,000.
- Overall, all donors gave an average of \$1,011(median=\$400) to secular causes in 2006.

Secular Giving Rate by Education Level



This graph shows the giving rate to charity for secular causes in 2006, by education level of the head of household.

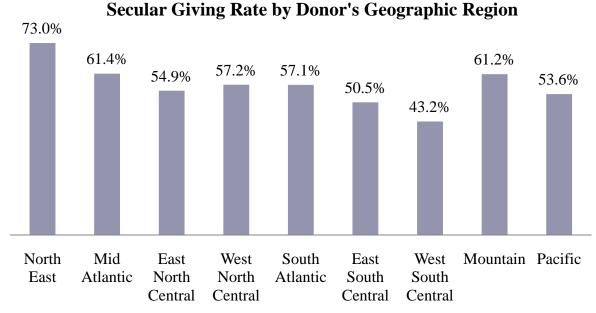
- In 2006, 41.7% of households where the head's education level was high school or less donated to charity for secular causes, which was the lowest giving rate.
- In 2006, 57.9% of households where the head of household had some college education (but not a bachelor's degree) donated to charity for secular causes.
- The giving rate to charity for secular causes for households where the head had a bachelor's degree was 73.9%
- In 2006, 82.5% of households where the head had a graduate degree made a contribution to charity for secular causes, which was the highest giving rate.
- Overall, 56.1% of surveyed households contributed to charity for secular causes in 2006.



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

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

- Households in which the head had a high school education or less donated on average \$555 (median=\$250) to charity for secular causes in 2006, which is the smallest average amount.
- The average secular giving amount from households in which the head had some college education, but not a bachelor's degree, was \$735 (median=\$356).
- Households in which the head had a bachelor's degree donated an average of \$1,361 (median=\$500) to charity for secular causes in 2006.
- The highest average gift to charity for secular causes was \$2,182 (median=\$850) and came from households in which the head had a graduate degree.
- Overall, donors gave an average of \$1,011 (median=\$400) to secular causes in 2006.

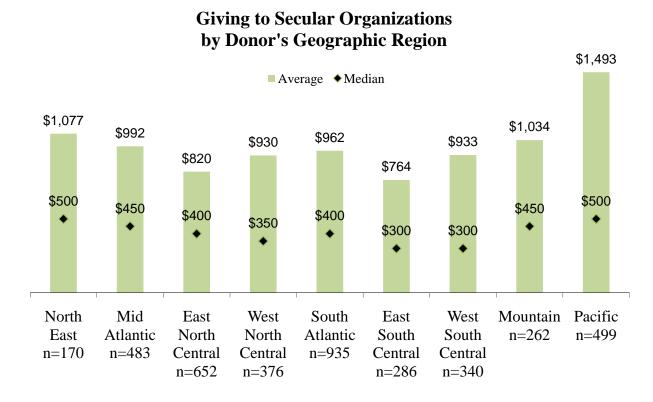


This graph shows the giving rate of all U.S. households to charity for secular causes in 2006, by geographic region. Over 50% of surveyed households in all the geographical regions in the U.S. made a contribution to charity for secular causes in 2006, except the households in the West South Central region.

- In 2006, 73.0% of households in the North East region made a contribution to charity for secular causes, which the highest secular giving rate.
- For respondents in West South Central, only 43.2% of the responding residents donated to charity for secular causes in 2006, which was the lowest secular giving rate. This region is shown in the fourth bar from the left.
- Overall, 56.1% of surveyed households contributed to charity for secular causes in 2006.

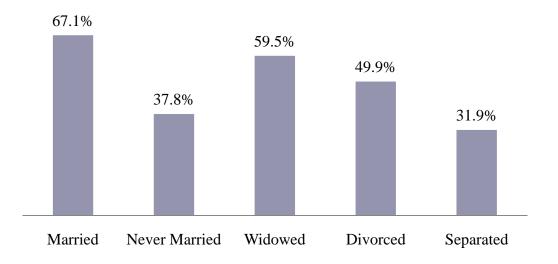
Census Bureau Name	States or district included in the region	
New England	Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont	
Mid-Atlantic	New Jersey, New York, Pennsylvania	
East North Central	Illinois, Indiana, Michigan, Ohio, Wisconsin	
West North Central	Iowa, Kansas, Minnesota, 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	

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



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

- The average secular gift from households in the Pacific region was \$1,493 (median=\$500), which was the highest average amount contributed to charity for secular causes in 2006. This is shown on the bar that is furthest to the right.
- Households in the North East region gave an average of \$1,077 (median=\$500), which was the second highest average secular giving amount, as shown on the far-left bar.
- The lowest average gift was \$764 (median=\$300) and came from household in the East South Central region. This is the sixth bar from the left.
- Overall, donors gave an average of \$1,011 (median=\$400) to secular causes in 2006.
- The regions are defined on page 13.



Secular Giving Rate by Marital Status

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

- Married households had the highest giving rate to charity for secular causes in 2006 (67.1%).
- 37.3% heads of households who have never been married donated to charity for secular causes.
- 59.5% of widowed heads of households gave to charity for secular causes in 2006.
- 49.9% of divorced heads of households made a contribution to charity for secular causes.
- 31.9% heads of households who were separated donated to charity for secular causes, which was the lowest secular giving rate.
- Overall, 56.1% of surveyed households contributed to charity for secular causes in 2006.



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

- Married households gave an average of \$1,218 (median=\$500) to charity for secular causes in 2006, which was the highest average gift.
- Heads of household that have never been married donated an average of \$637(median=\$250) to charity for secular causes in 2006.
- Widowed heads of households gave an average of \$880 (median=\$280) to charity for secular causes.
- Divorced heads of households gave an average of \$616 (median=\$361) to charity for secular causes in 2006, which was the lowest average gift.
- Heads of households who were separated gave an average of \$1,093 (median=\$301) to charity for secular causes in 2006.
- Overall, donors gave an average of \$1,011 (median=\$400) to secular causes in 2006.