

Overview

Arts and Culture Giving

Based on data collected in 2009
about giving in 2008



LILLY FAMILY
SCHOOL OF PHILANTHROPY
INDIANA UNIVERSITY
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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Acknowledgments

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

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At the Lilly Family School of Philanthropy at Indiana University:

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Overview of Arts and Culture 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 arts and culture organizations 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 arts and culture organizations.

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.

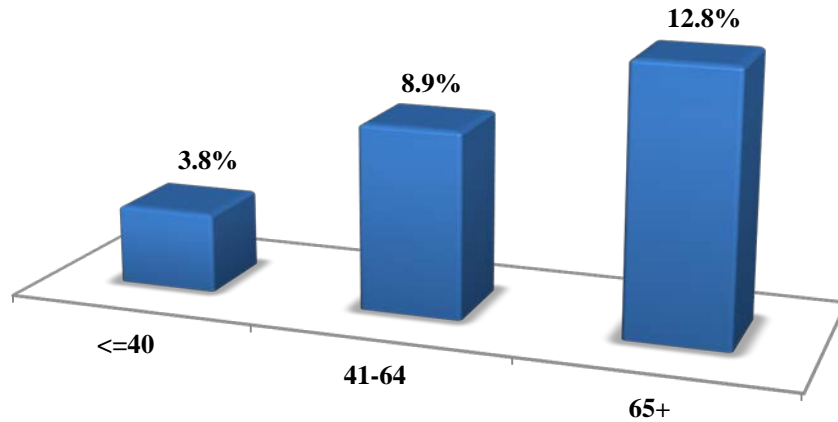
Households that answered the philanthropy questions were asked first if they made charitable donations totaling \$25 or more in 2008. Households responding "yes" were asked further questions about how much they gave to each of 11 different types of charities. Nearly 8,700 households participated in the 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 Giving to Arts and Culture Organizations in 2008

	Giving Rate	Average amount per donor household	Median amount per donor household
Arts and Culture Giving	8.0%	\$360	\$100

- 8.0 percent of all U.S. households gave to arts and culture organizations in 2008
- \$360 was the average giving amount for arts and culture organizations per U.S donor household
- \$100 was the median giving amount for arts and culture organizations per U.S. donor household

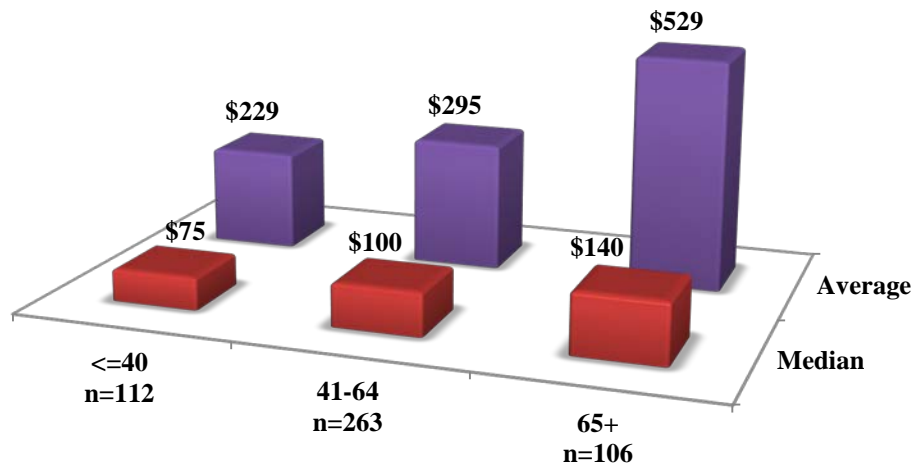
Giving Rate to Arts and Culture Organizations by Head of Household's Age Group



This graph shows the giving rate of U.S. households to arts and culture organizations in 2008 by the age group of the head of household.

- Households headed by an older individual gave at higher rates to arts and culture organizations.
- The giving rate to arts and culture organizations of households headed by an individual aged 65 or older was more than three times that of households headed by an individual 40 or younger.
- Overall, 8.0 percent of responding households reported contributing to arts and culture organizations in 2008.

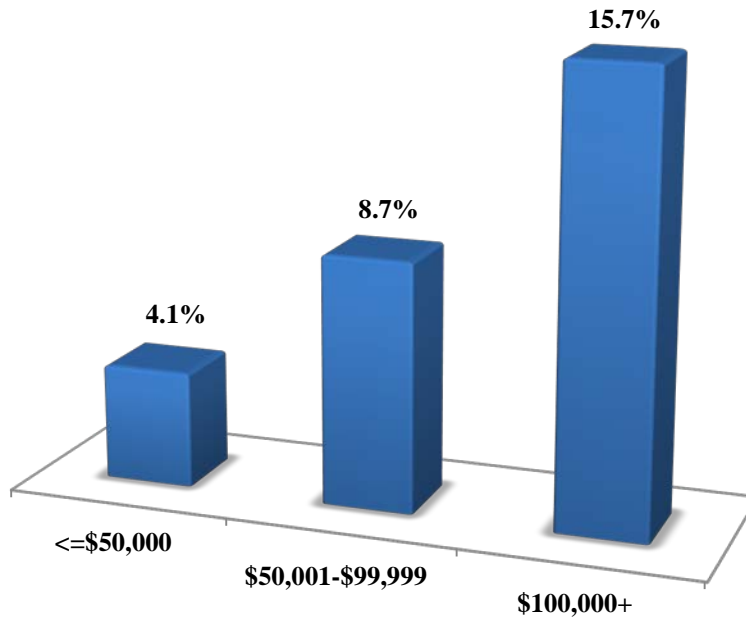
Giving to Arts and Culture Organizations by Head of Household's Age Group



This graph shows the average and median giving amounts to arts and culture organizations in 2008 by the age group of the head of household, among U.S. donor households.

- Among those that gave, households headed by an older individual gave larger average and median gift amounts to arts and culture organizations.
- The difference in average gift amounts to arts and culture organizations from donor households headed by an individual 41 to 64 years old and donor households headed by an individual 40 or younger is only \$66. The difference between donor households headed by an individual 65 or older and donor households headed by an individual 41 to 64 years old is much higher (\$234).
- Among all U.S. donor households, the average gift to arts and culture organizations was \$360, and the median gift amount was \$100.

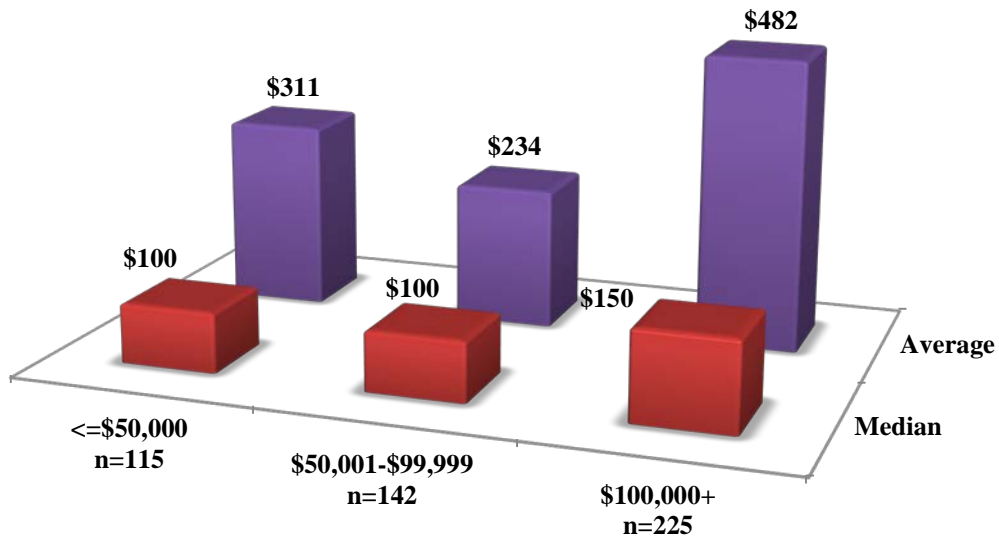
Giving Rate to Arts and Culture Organizations by Household Income Level



This graph shows the giving rate of U.S. households to arts and culture organizations in 2008 by household income level.

- Households with higher income levels had a higher rate of giving to arts and culture organizations in 2008.
- The giving rate to arts and culture organizations of households with income levels between \$50,001 and \$99,999 was 7.0 percentage points less than that of households with income levels of \$100,000 or more.
- The giving rate to arts and culture organizations of households with income levels between \$50,001 and \$99,999 was more than twice that of households with income levels of \$50,000 or less.
- Overall, 8.0 percent of responding households reported contributing to arts and culture organizations in 2008.

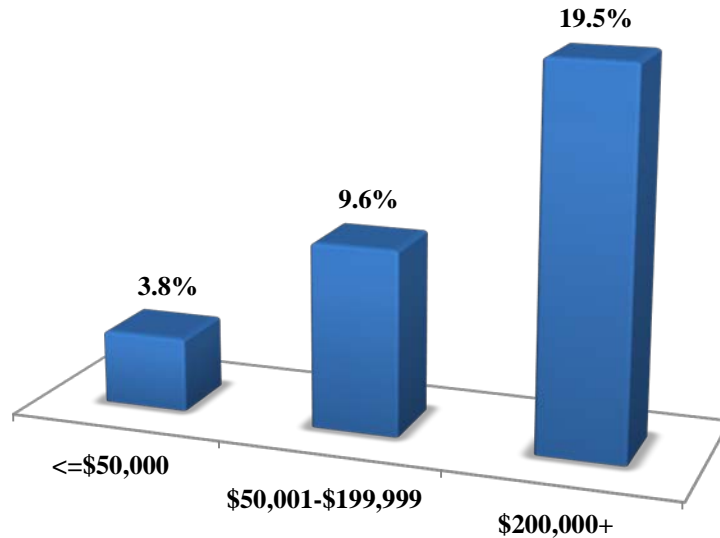
Giving to Arts and Culture Organizations by Household Income Level



This graph shows the average and median giving amounts to arts and culture organizations in 2008 by household income level, among U.S. donor households.

- Though households with higher income levels gave at higher rates to arts and culture organizations, those that did give did not necessarily give more on average.
- Among those that gave, households with income levels between \$50,001 and \$99,999 gave \$77 less on average to arts and culture organizations than donor households with income levels of \$50,000 or less. These two income level groups both gave the same median gift amount to arts and culture organizations (\$100).
- Among those that gave, households with income levels of \$100,000 or more gave \$171 more on average to arts and culture organizations than households with income levels of \$50,000 or less.
- Among all U.S. donor households, the average gift to arts and culture organizations was \$360 (median = \$100).

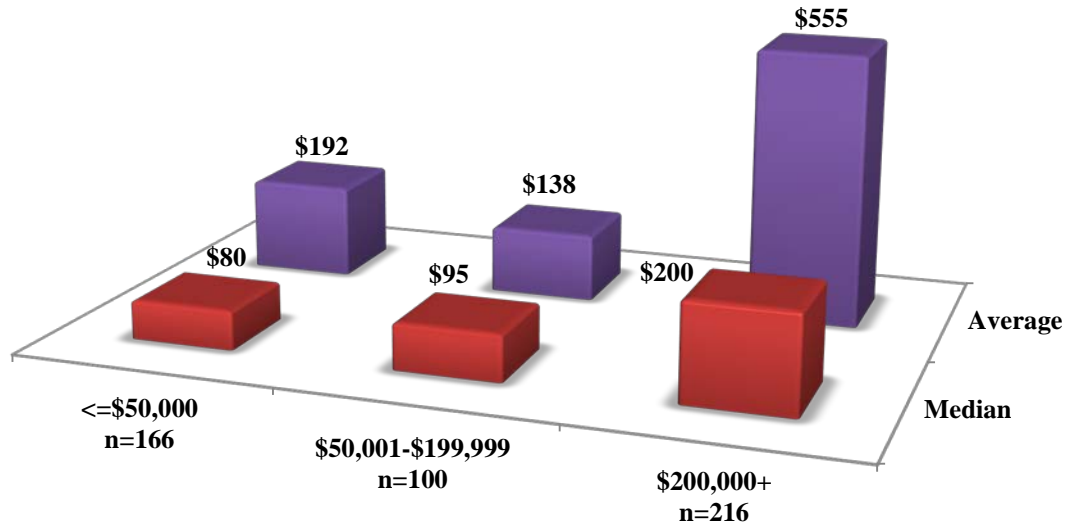
Giving Rate to Arts and Culture Organizations by Household Wealth Level



This graph shows the giving rate of U.S. households to arts and culture organizations 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 to arts and culture organizations at a higher rate.
- The giving rate to arts and culture organizations of households with wealth levels of \$200,000 or more was more than twice that of households with wealth levels between \$50,001 and \$199,999.
- The giving rate to arts and culture organizations of households with wealth levels of \$50,000 or less was less than half that of households with wealth levels between \$50,001 and \$199,999.
- Overall, 8.0 percent of responding households reported contributing to arts and culture organizations in 2008.

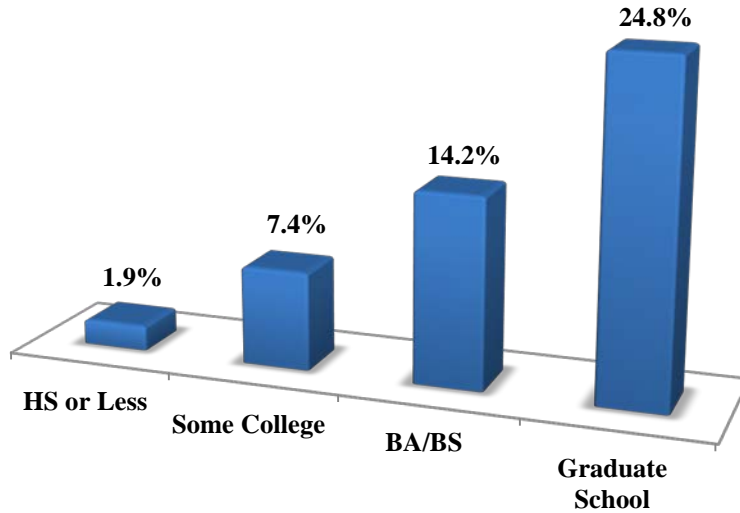
Giving to Arts and Culture Organizations by Household Wealth Level



This graph shows the average and median giving amounts to arts and culture organizations 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.

- Though households with higher wealth levels gave at higher rates to arts and culture organizations, those that gave did not necessarily give more on average.
- Among those that gave, households with wealth levels between \$50,001 and \$199,999 gave \$54 less on average to arts and culture organizations than households with wealth levels of \$50,000 or less; however, their median gift amount to these organizations was \$15 higher than that of donor households with wealth levels of \$50,000 or less.
- Among those that gave, households with wealth levels of \$200,000 or more gave four times more on average to arts and culture organizations than households with wealth levels between \$50,001 and \$199,999.
- Among all U.S. donor households, the average gift to arts and culture organizations was \$360 (median=\$100).

Giving Rate to Arts and Culture Organizations by Head of Household's Education Level

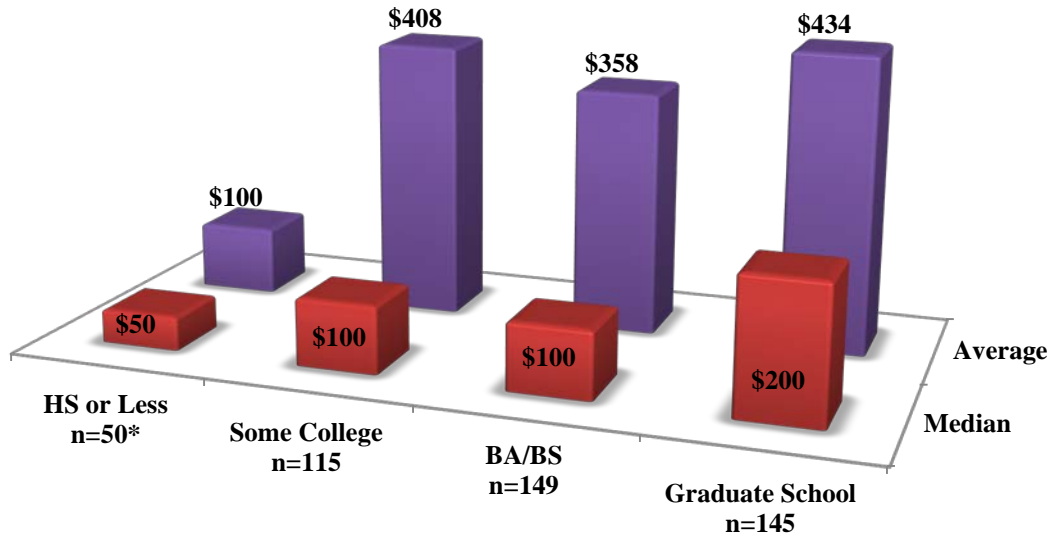


HS or Less – high school education or less
BA/BS – bachelor's degree

This graph shows the giving rate of U.S. households to arts and culture organizations 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 arts and culture organizations.
- The giving rate to arts and culture organizations of households headed by an individual with at least some graduate coursework was 10.6 percentage points higher than that of households headed by an individual with a bachelor's degree.
- The giving rate to arts and culture organizations of households headed by an individual with a bachelor's degree was more than seven times that of households headed by an individual with a high school education or less.
- Fewer than 1 in 50 households headed by an individual with a high school education or less gave to arts and culture organizations.
- Overall, 8.0 percent of responding households reported contributing to arts and culture organizations in 2008.

Giving to Arts and Culture Organizations by Head of Household's Education Level



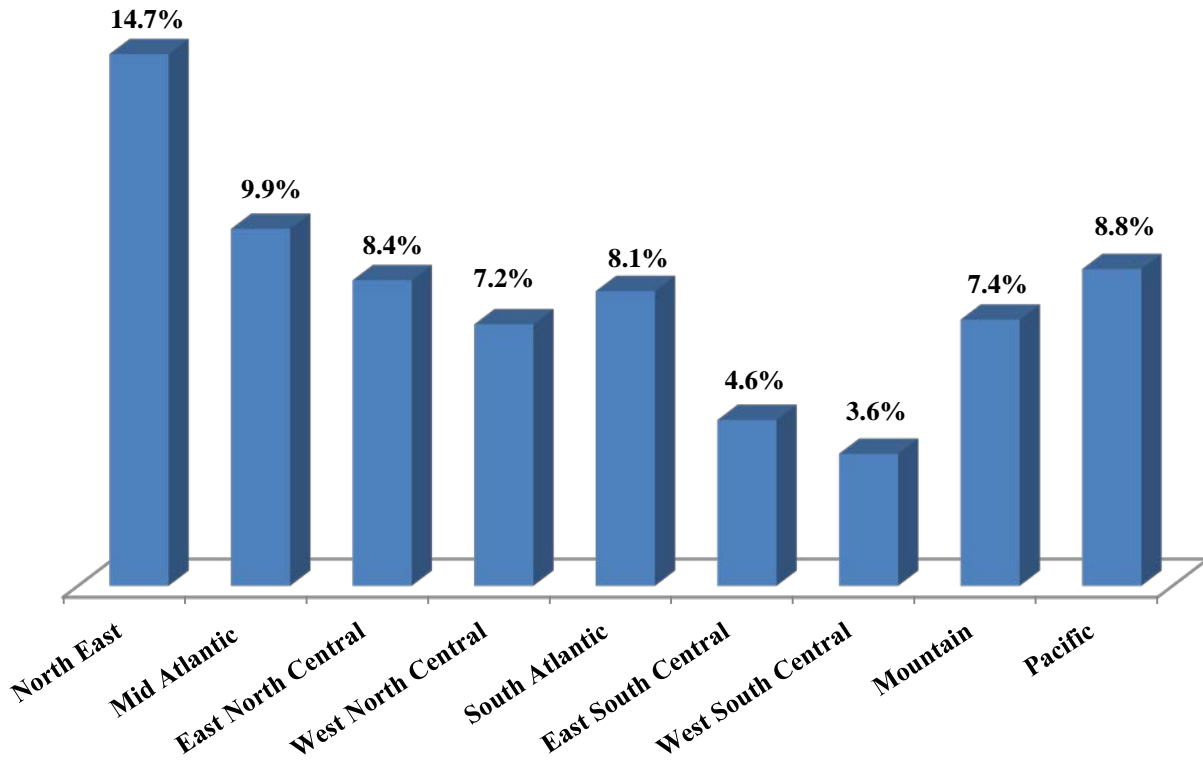
HS or Less – high school education or less
BA/BS – bachelor's degree

*Sample size is relatively small. Results should be interpreted with caution.

This graph shows the average and median giving amounts to arts and culture organizations in 2008 by education level of the head of the household, among U.S. donor households.

- Though households headed by an individual with a higher level of education gave at higher rates to arts and culture organizations, those that gave did not necessarily give more on average to these organizations.
- Among those that gave, the difference in the average gift amount to arts and culture organizations between households headed by an individual with some college education and households headed by an individual with at least some graduate coursework is only \$26.
- Among those that gave, households headed by an individual with some college education gave more than four times the average amount than that of households headed by an individual with a high school education or less.
- Among those that gave, households headed by an individual with a bachelor's degree gave \$50 less on average to arts and culture organizations than households headed by an individual with some college education.
- Among all U.S. donor households, the average gift to arts and culture organizations was \$360 (median=\$100).

Giving Rate to Arts and Culture Organizations by Household Geographic Region

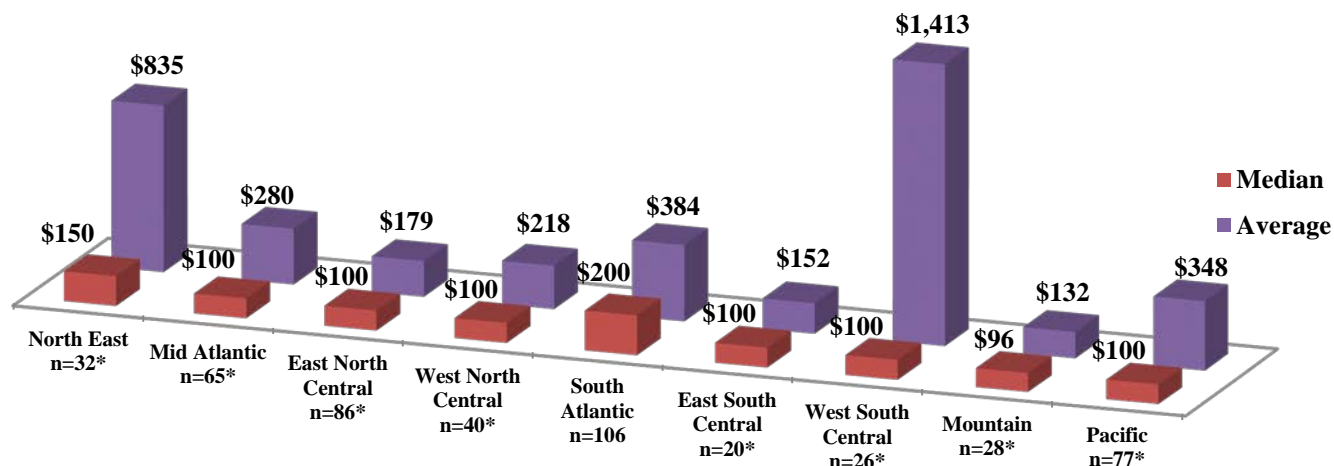


This graph shows the giving rate of all U.S. households to arts and culture organizations in 2008 by U.S. geographic region.

- The difference between the region with the highest giving rate to arts and culture organizations (North East) and lowest (West South Central) was 11.1 percentage points.
- Overall, 8.0 percent of responding households reported contributing to arts and culture organizations 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

Giving to Arts and Culture Organizations by Household Geographic Region

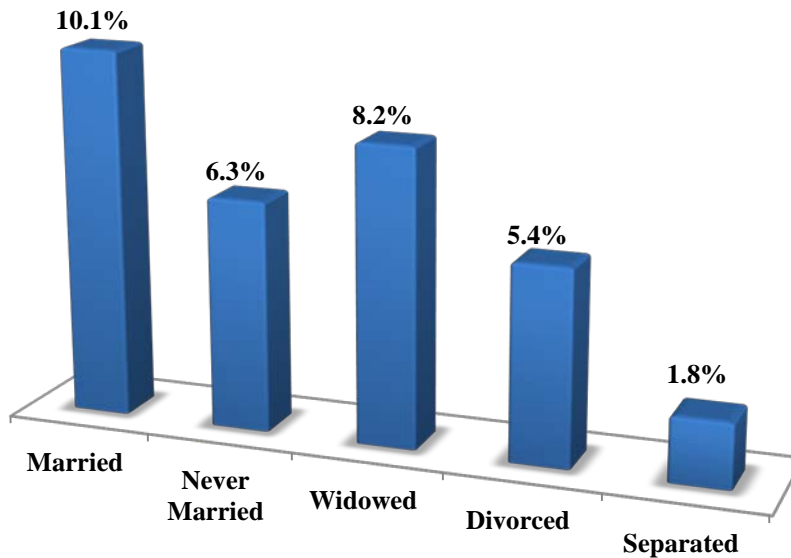


*Sample size is relatively small. Results should be interpreted with caution.

This graph shows the average and median donor gift amounts of U.S. households to arts and culture organizations in 2008 by U.S. geographic location.

- Though West South Central region households gave at the lowest rate to arts and culture organizations, those that did give donated the most on average of the geographical regions to these organizations.
- Among those that gave, North East region households gave \$578 less to arts and culture organizations on average than West South Central region households.
- The median gift to arts and culture organizations by West South Central region donor households and Mountain region donor households that gave only differ by \$4; however, West South Central region households that did give donated more than ten times as much, on average, to arts and culture organizations than did Mountain region donor households.
- Among all U.S. donor households, the average gift to arts and culture organizations was \$360 (median=\$100).
- Region definitions can be found on the previous page.

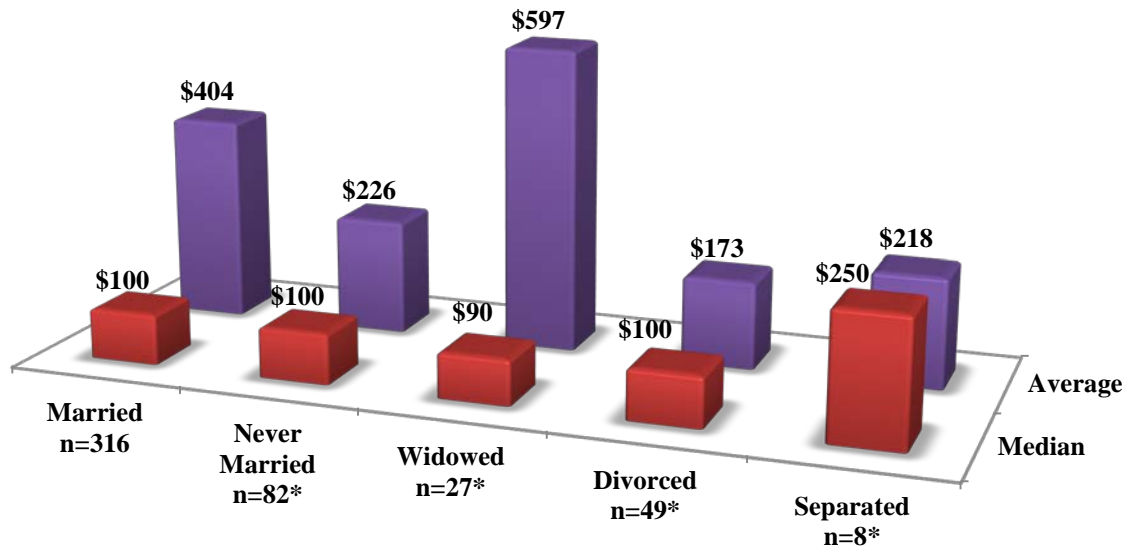
Giving Rate to Arts and Culture Organizations by Head of Household's Marital Status



This graph shows the giving rate of U.S. households to arts and culture organizations in 2008 by marital status of the head of household.

- Fewer than 1 in 50 households headed by a separated individual gave to arts and culture organizations.
- The difference in the giving rates to arts and culture organizations of households headed by a married individual and households headed by a widowed individual was 1.9 percentage points.
- The difference between the highest giving rate to arts and culture organizations (households headed by a married individual) and lowest (households headed by a separated individual) of the marital status groups was 8.3 percentage points.
- Households headed by either divorced (5.4 percent) or separated (1.8 percent) individuals fell below the threshold of the overall 8.0 percent arts and culture giving rate.
- Overall, 8.0 percent of responding households reported contributing to arts and culture organizations in 2008.

Giving to Arts and Culture Organizations by Head of Household's Marital Status



*Sample size is relatively small. Results should be interpreted with caution.

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

- While households headed by married individuals gave at the highest rate to arts and culture organizations, the average amount from those that gave was \$193 less on average to arts and culture organizations than that of households headed by a widowed individual.
- Though households headed by separated individuals gave at the lowest rate to arts and culture organizations, the median gift amount to arts and culture organizations from those that gave was the highest among the marital status groups at \$250.
- Among all U.S. donor households, the average gift to arts and culture organizations was \$360 (median = \$100).