

Overview

Giving to
Environmental
and
Animal
Organizations

Based on data collected in 2013
about giving in 2012



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Philanthropy Panel Study – The Philanthropy Module in the Panel Study of Income Dynamics

The Philanthropy Panel Study (PPS) is a module of the Panel Study of Income Dynamics (PSID), which reaches more than 9,000 households every two years. The PSID is fielded by the Institute for Social Research at the University of Michigan. Questions were asked in 2013 about charitable giving in 2012. To learn more, visit <https://philanthropy.iupui.edu/research/current-research/philanthropy-panel-study.html>.

The Indiana University Lilly Family 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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To contribute, please contact Andrew Keeler (ackeeler@iupui.edu) or give online at www.philanthropy.iupui.edu/give-now and select “School of Philanthropy Fund.”

Acknowledgments

Indiana University Lilly Family School of Philanthropy

The Indiana University Lilly Family School of Philanthropy is dedicated to improving philanthropy to improve the world by training and empowering students and professionals to be innovators and leaders who create positive and lasting change. The School offers a comprehensive approach to philanthropy through its academic, research and international programs, and through The Fund Raising School, Lake Institute on Faith & Giving, and the Women's Philanthropy Institute.

Learn more at philanthropy.iupui.edu.

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Overview of Environmental and Animal 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 environmental and animal 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 2013 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 2012, 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 environmental and animal 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.

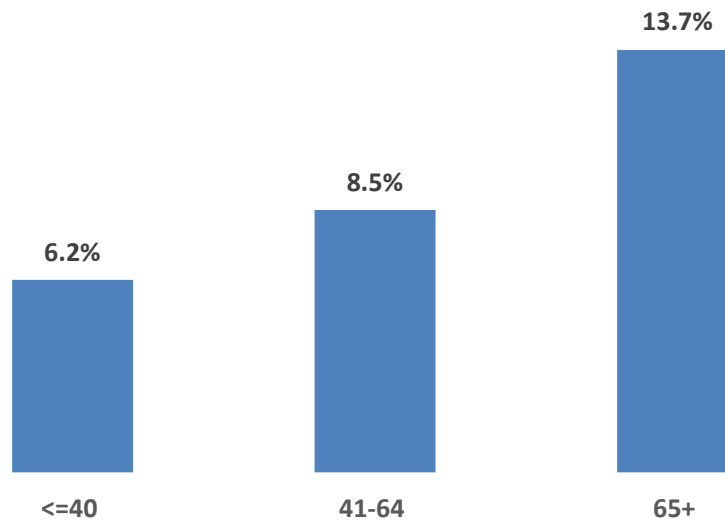
Households that answered the philanthropy questions were asked first if they made charitable donations totaling \$25 or more in 2012. Households responding "yes" were asked further questions about how much they gave to each of 11 different types of charities. Over 9,000 households participated in the 2013 wave of the PSID. The analysis for this report is based on the 8,918 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 Environmental and Animal Organizations in 2012

	Giving Rate	Average amount per donor household	Median amount per donor household
Environmental and Animal Giving	9.0%	\$232	\$100

- 9.0 percent of all U.S. households gave to environmental and animal organizations in 2012
- \$232 was the average giving amount to environmental and animal organizations per U.S. donor household
- \$100 was the median giving amount to environmental and animal organizations per U.S. donor household

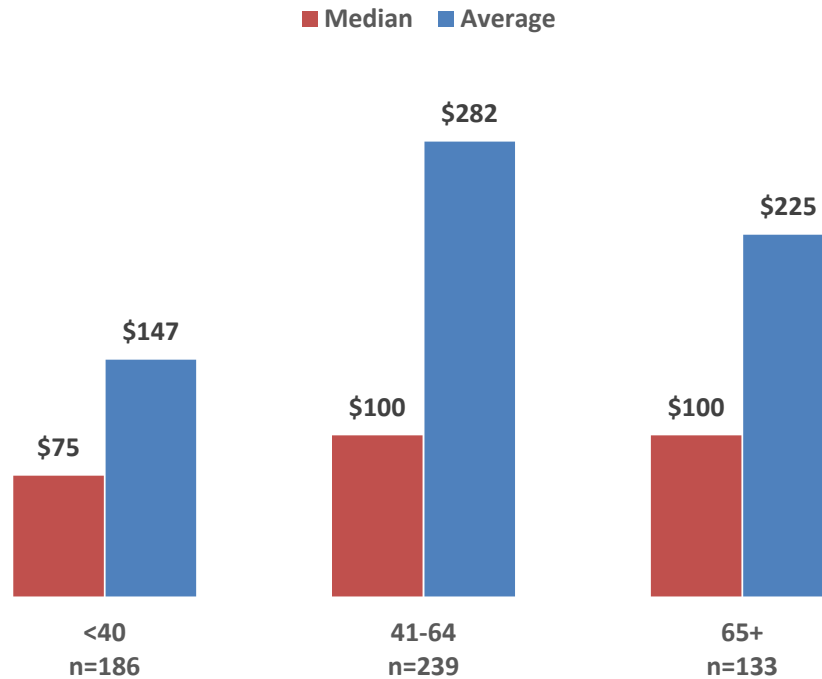
Giving Rate to Environmental and Animal Organizations by Head of Household's Age Group



This graph shows the giving rate of U.S. households to environmental and animal organizations in 2012 by the age group of the head of household.

- Households headed by an older individual gave at higher rates to environmental and animal organizations.
- 6.2 percent of households headed by an individual 40 or younger gave to environmental and animal organizations which is 2.3 percentage points lower than the giving rate to environmental and animal organizations of households headed by an individual 41 to 64 years old.
- A 5.2 percentage point difference separated the giving rates to environmental and animal organizations of households headed by an individual 41 to 64 years old and households headed by an individual 65 or older.
- Overall, 9.0 percent of responding households contributed to environmental and animal organizations in 2012.

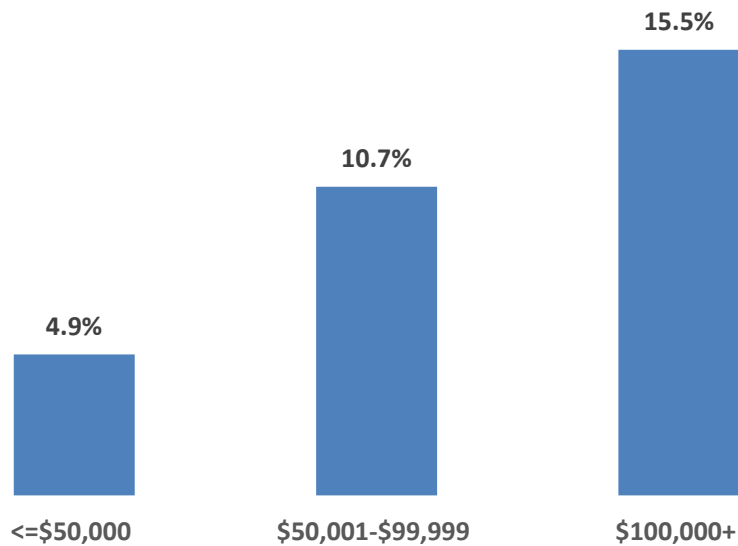
Giving to Environmental and Animal Organizations by Head of Household's Age Group



This graph shows the average and median giving amounts to environmental and animal organizations in 2012 by the age group of the head of household, among U.S. donor households.

- Though households headed by older individuals gave at higher rates to environmental and animal organizations, those that gave did not necessarily donate higher average amounts to environmental and animal organizations.
- Among those that gave, donor households headed by an individual 65 or older gave \$57 less than donor households headed by an individual between the ages of 41 and 64.
- Among all U.S. donor households, the average total gift to environmental and animal organizations was \$232 (median=\$100).

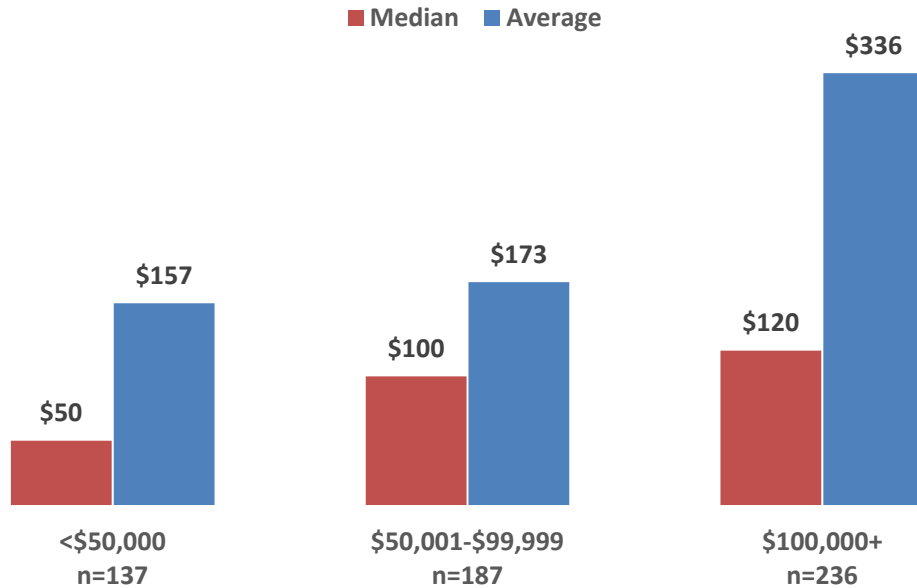
Giving Rate to Environmental and Animal Organizations by Household Income Level



This graph shows the giving rate of U.S. households to environmental and animal organizations in 2012 by household income level.

- Households with higher income levels gave at higher rates to environmental and animal organizations in 2012.
- The giving rate to environmental and animal organizations of households with income levels between \$50,001 and \$99,999 was 4.8 percentage points lower than the giving rate of households with income levels of \$100,000 or more.
- The giving rate to environmental and animal organizations of households with income levels of \$50,000 or less was 5.8 percentage points less than the giving rate of households with income levels between \$50,001 and \$99,999.
- Overall, 9.0 percent of responding households contributed to environmental and animal organizations in 2012.

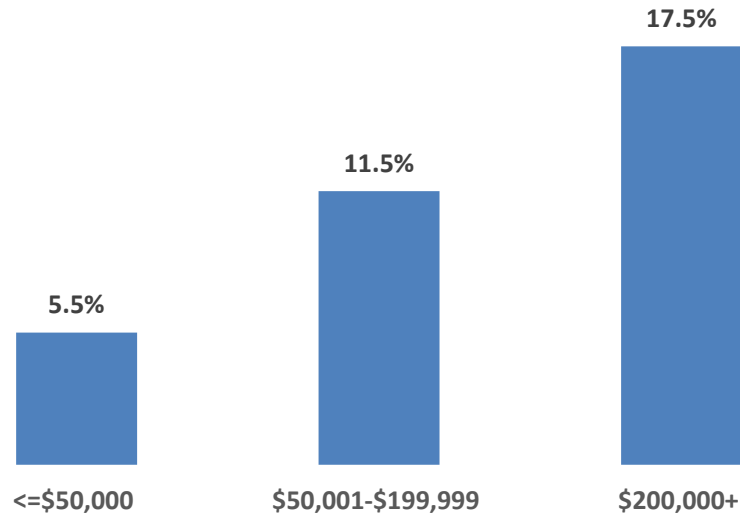
Giving to Environmental and Animal Organizations by Household Income Level



This graph shows the average and median giving amounts to environmental and animal organizations in 2012 by household income level, among U.S. donor households.

- Among those that donated, households with greater incomes gave higher average and median gift amounts to environmental and animal organizations in 2012.
- Among those that donated, households with income levels between \$50,001 and \$99,999 gave only \$16 more on average than households with income levels of \$50,000 or less to environmental and animal organizations.
- Among those that donated, households with income levels of \$100,000 or more donated over twice as much on average than households with income levels of \$50,000 or less to environmental and animal organizations.
- Among all U. S. donor households, the average total gift to environmental and animal organizations was \$232 (median=\$100).

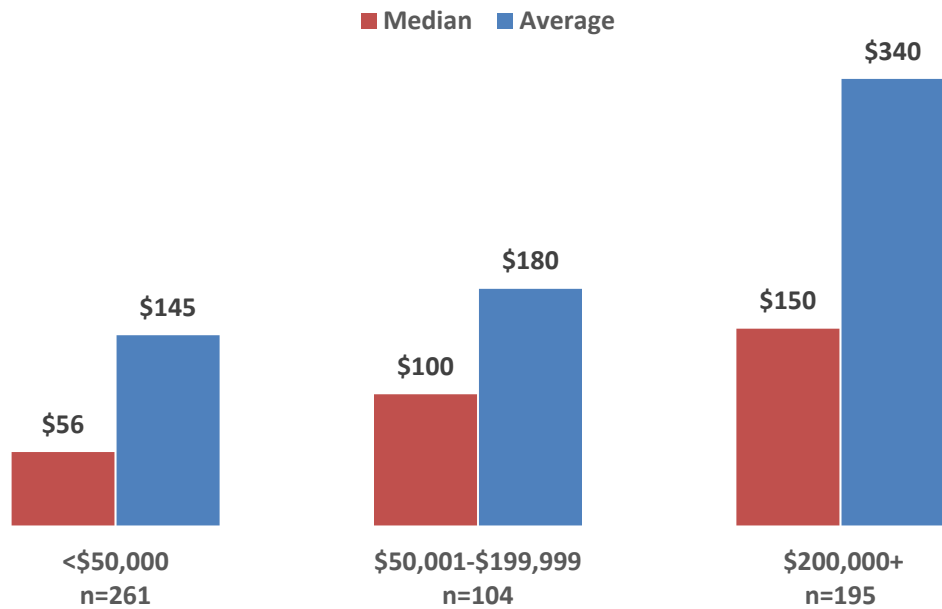
Giving Rate to Environmental and Animal Organizations by Household Wealth Level



This graph shows the giving rate of U.S. households to environmental and animal organizations in 2012 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 environmental and animal organizations.
- The giving rate to environmental and animal organizations of households with wealth levels of \$50,000 or less was 12.0 percentage points less than that of households with wealth levels of \$200,000 or more.
- Six percentage points separated the giving rates to environmental and animal organizations of households with wealth levels between \$50,001 and \$199,999 and households with wealth levels of \$200,000 or more.
- Overall, 9.0 percent of responding households contributed to environmental and animal organizations in 2012.

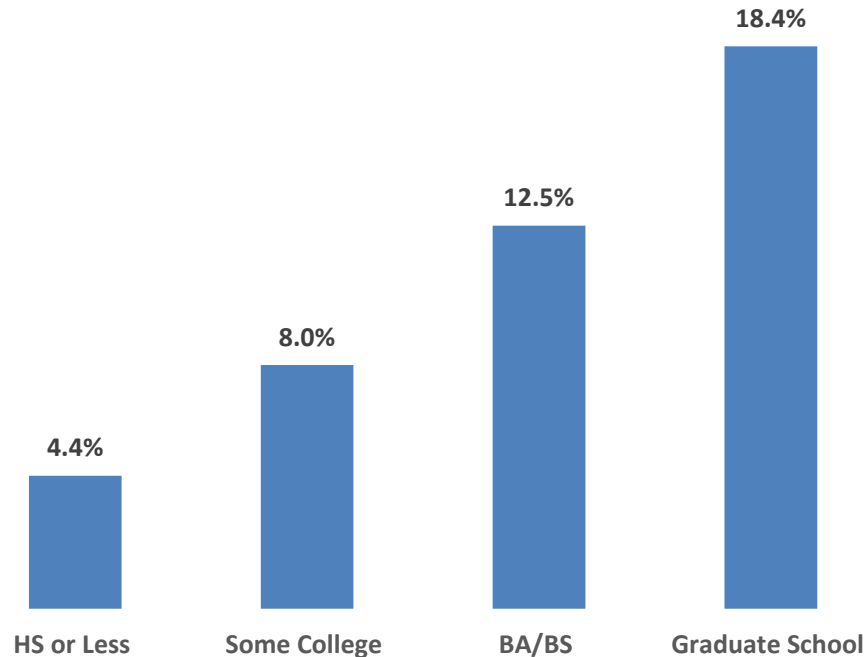
Giving to Environmental and Animal Organizations by Household Wealth Level



This graph shows the average and median giving amounts to environmental and animal organizations in 2012 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.

- Households with higher levels of wealth not only gave at higher rates to environmental and animal organizations, but those that did give donated larger average gifts.
- Donor households with wealth levels of \$50,000 or less gave less on average to environmental and animal organizations.
- Among all U.S. donor households, the average total gift to environmental and animal organizations was \$232 (median=\$100).

Giving Rate to Environmental and Animal Organizations by Head of Household's Education Level

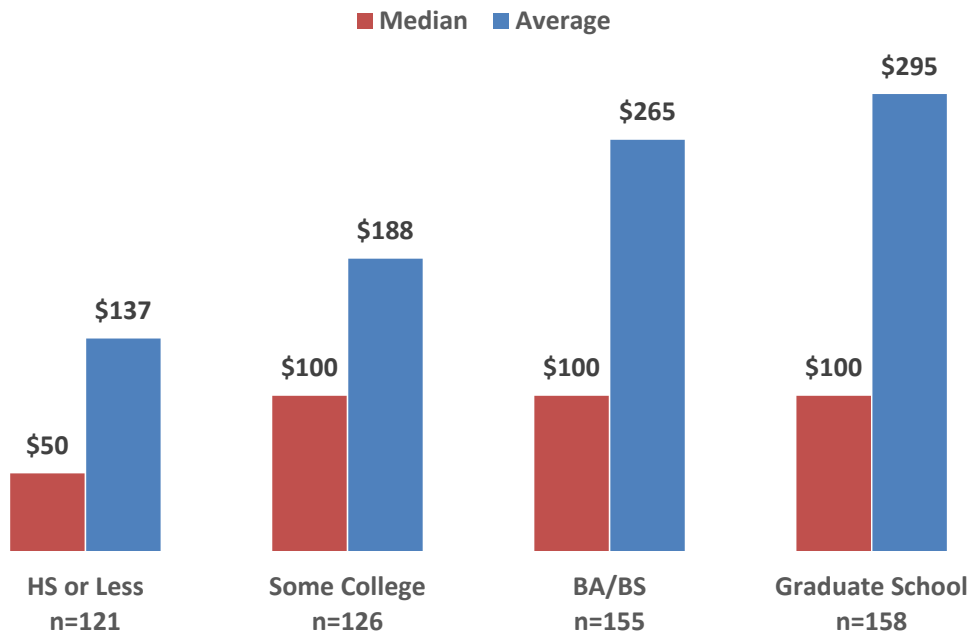


Notes:
HS or Less -- high school education or less
BA/BS -- bachelor's degree

This graph shows the giving rate of U.S. households to environmental and animal organizations in 2012 by education level of the head of household.

- Households headed by more highly educated individuals gave at higher rates to environmental and animal organizations.
- An 5.9 percentage point difference separated the giving rates to environmental and animal organizations of households headed by an individual with a bachelor's degree and households headed by an individual with at least some graduate coursework.
- Households headed by an individual with a high school education or less gave at the lowest rate—4.4 percent—to environmental and animal organizations, which was 3.6 percentage points lower than households headed by an individual with some college education.
- Overall, 9.0 percent of responding households contributed to environmental and animal organizations in 2012.

Giving to Environmental and Animal Organizations by Head of Household's Education Level

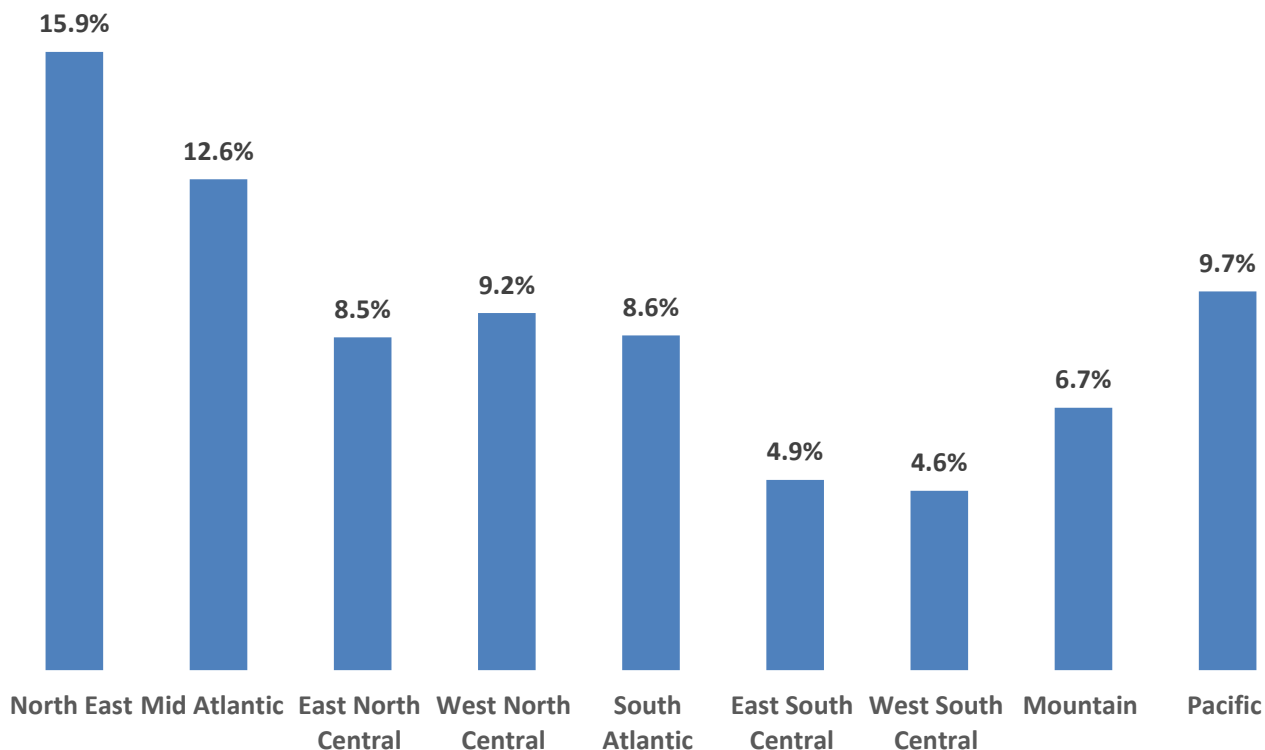


Notes:
HS or Less -- high school education or less
BA/BS -- bachelor's degree

This graph shows the average and median amounts given to environmental and animal organizations in 2012 by education level of the head of household, among U.S. donor households.

- Donor households headed by individuals with higher levels of education gave larger average gift amounts to environmental and animal organizations.
- Among those that gave, households headed by an individual with at least some graduate coursework gave \$295 on average to environmental and animal organizations. This was the highest average gift amount among all education levels.
- Among all U.S. donor households, the average total gift to environmental and animal organizations was \$232 (median=\$100).

Giving Rate to Environmental and Animal Organizations by Household Geographic Region

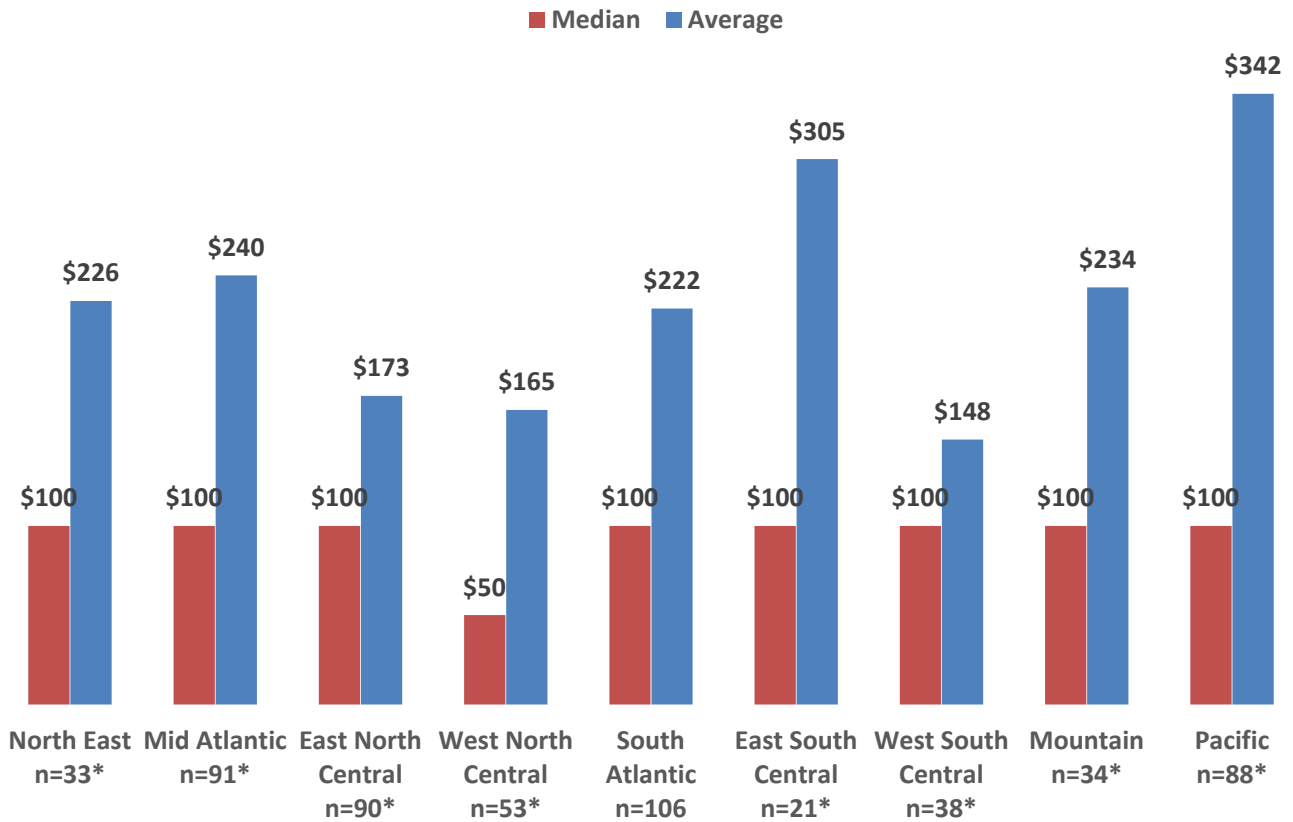


This graph shows the giving rate of U.S. households to environmental and animal organizations in 2012 by U.S. geographic region.

- A difference of 11.3 percentage points separated the region with the highest giving rate to environmental and animal organizations (North East) and the region with the lowest (West South Central).
- Overall, 9.0 percent of survey respondents contributed to environmental and animal organizations in 2012.
- 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 Environmental and Animal Organizations by Household Geographic Region

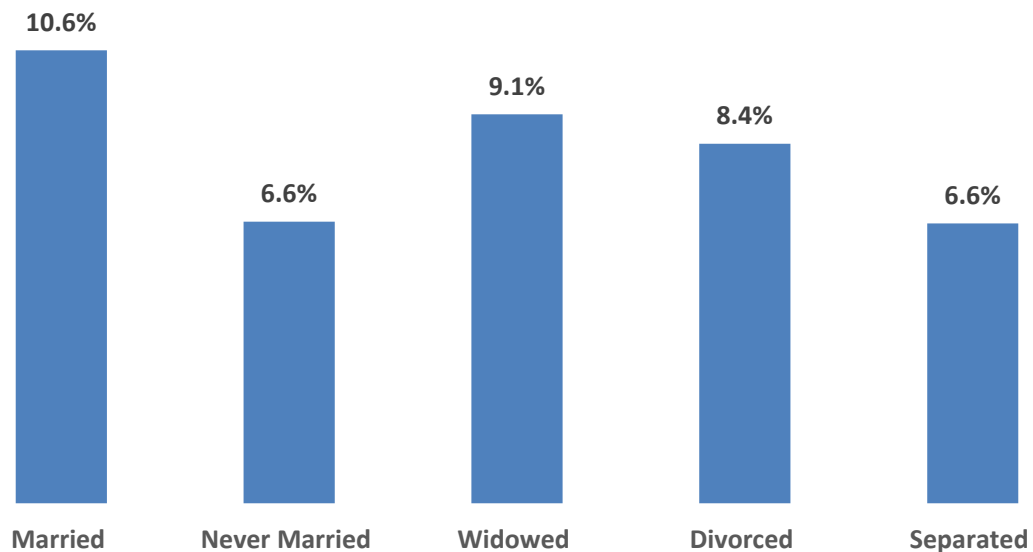


Notes: *Sample size is relatively small. Results should be interpreted with caution.

This graph shows the average and median amounts given to environmental and animal organizations by U.S. geographic region, among U.S. donor households.

- Though the East South Central region gave at the lowest rate to environmental and animal organizations, those that gave donated the second highest amount on average.
- Among all donating households, the average total gift to environmental and animal organizations was \$232 (median=\$100).
- Region definitions can be found on the previous page.

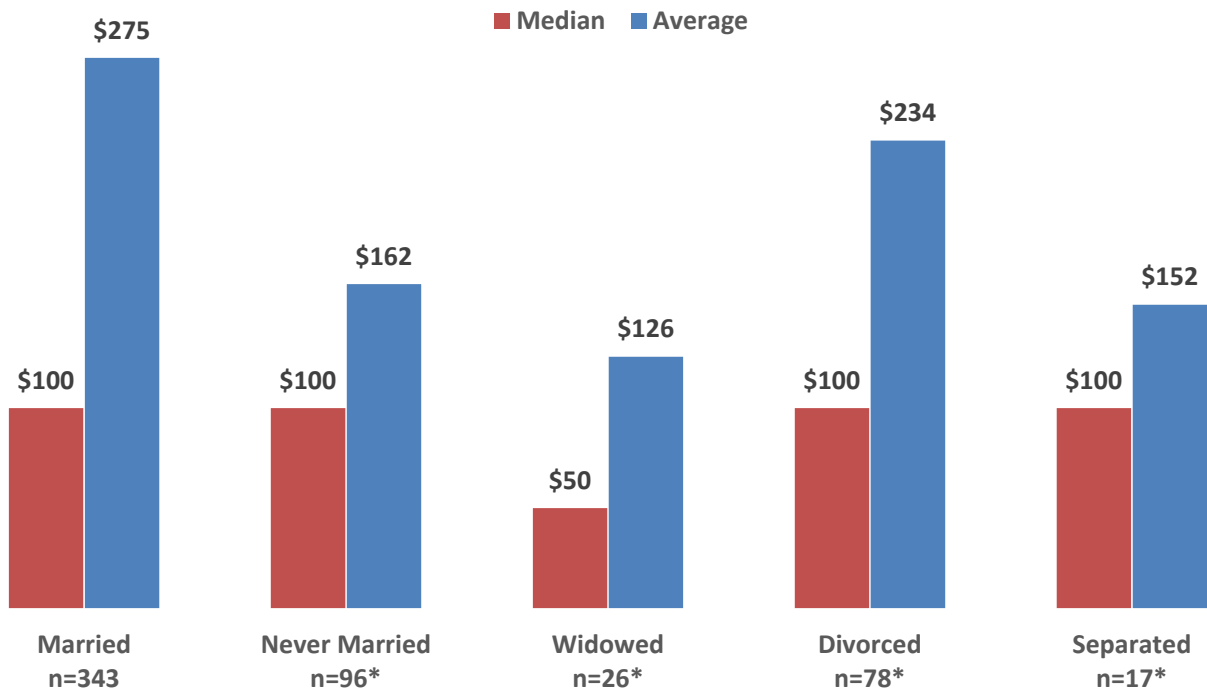
Giving Rate to Environmental and Animal Organizations by Head of Household's Marital Status



This graph shows the giving rate of U.S. households to environmental and animal organizations in 2012 by marital status of the head of household.

- The giving rate to environmental and animal organizations of households headed by a married individual was 4.0 percentage points higher than that of households headed by a separated individual, which was the marital status group with the lowest rate of giving to environmental and animal organizations.
- The giving rate to environmental and animal organizations of households headed by a married individual was 1.5 percentage points higher than that of households headed by a widowed individual.
- Overall, 9.0 percent of responding households contributed to environmental and animal organizations in 2012.

Giving to Environmental and Animal Organizations by Head of Household's Marital Status



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

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

- Though households headed by a separated individual gave at the lowest rate to environmental and animal organizations, those that did give donated the largest median gift amount.
- Donor households headed by a married individual gave \$149 more, on average, to environmental and animal organizations as compared to donor households headed by a widowed individual.
- Among those that gave, households headed by a married individual gave \$41 more on average to environmental and animal organizations than households headed by a divorced individual.
- Among all U.S. donor households, the average total gift to environmental and animal organizations was \$232 (median=\$100).