



Overview of Educational 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

This analysis is available to Premium Service Subscribers of the Center on Philanthropy at Indiana University. To subscribe, go to www.philanthropy.iupui.edu.

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 2007). The next data available will be released in early 2010.

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.

Recent donors include:

Bill & Melinda Gates Foundation
David A. Noyes & Company
Eli Lilly and Company
Fidelity Charitable Gift Fund
Google.org Fund of Tides Foundation
Grenzebach Glier & Associates
McCormick Foundation

To contribute, please contact Heather Perdue, hpperdue@iupui.edu or give online at <http://www.philanthropy.iupui.edu/givenow> and select "Center on Philanthropy Research Funding."

Acknowledgments

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

Co-principal investigators of the Center on Philanthropy Panel Study

Eleanor Brown, Pomona College

Richard Steinberg, Indiana University-Purdue University Indianapolis

Mark O. Wilhelm, Indiana University-Purdue University Indianapolis

At the Center on Philanthropy at Indiana University

Patrick M. Rooney, director of research (to September 2008)

executive director (from June 2009)

Una O. Osili, director of research (from October 2009)

Melissa S. Brown, associate director of research

Reema T. Bhakta, research development specialist

Ke Wu, applied statistician

Sung-Ju Kim, doctoral student assistant

Michal Kramarek, doctoral student assistant

At Indiana University Foundation

Gene R. Tempel, president and previously, executive director at the Center

Thanks also to the team of alumni reviewers who helped structure the way data are presented: Ed Clay, Tonya Eagan, Heather Perdue, Rachel Hughes, Josh Sprunger, and Morgan Studer.

Cover illustration: Downloaded from Microsoft Office Online. Fotolia.com

© Trustees of Indiana University, 2009

Permission is granted to use, circulate, and cite figures in this pamphlet with attribution to the Center on Philanthropy Panel Study. For more information about the Center on Philanthropy Panel Study, please see the Center's Web site at www.philanthropy.iupui.edu.

The Center on Philanthropy at Indiana University
550 West North Street, Suite 301
Indianapolis, IN 46202

Overview of Education 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 educational 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; and for the total, religious, and secular giving - the share of income given.

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 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.

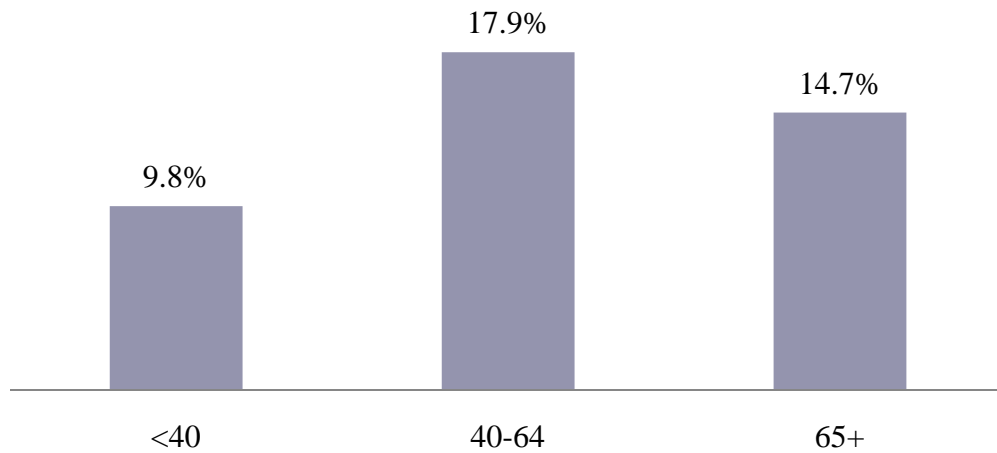
The data and analysis here are the most recent available as of December 2009.

Overview of Giving to Educational Organizations in 2006

| | Giving Rate | Average Giving Amount | Median Giving Amount |
|------------------|-------------|-----------------------|----------------------|
| Education Giving | 14.7% | \$505 | \$150 |

- 14.7% of all U.S. households gave to educational organizations in 2006
- \$505 was average giving amount to educational organizations per donor household
- \$150 was median giving amount to educational organizations per donor household

Giving Rate to Educational Organizations by Donor's Age Group



This graph shows the giving rate of all U.S. households to education organizations in 2006, by age group.

- Household heads younger than 40 years had the lowest rate of participation (9.8%).
- Households where the head was between 40 and 64 years had the highest rate of giving to education at 17.9%.
- Households 65 years and older had a participation rate of 14.7% to education in 2006.
- Overall, 14.7% of survey respondents contributed to educational organizations in 2006.

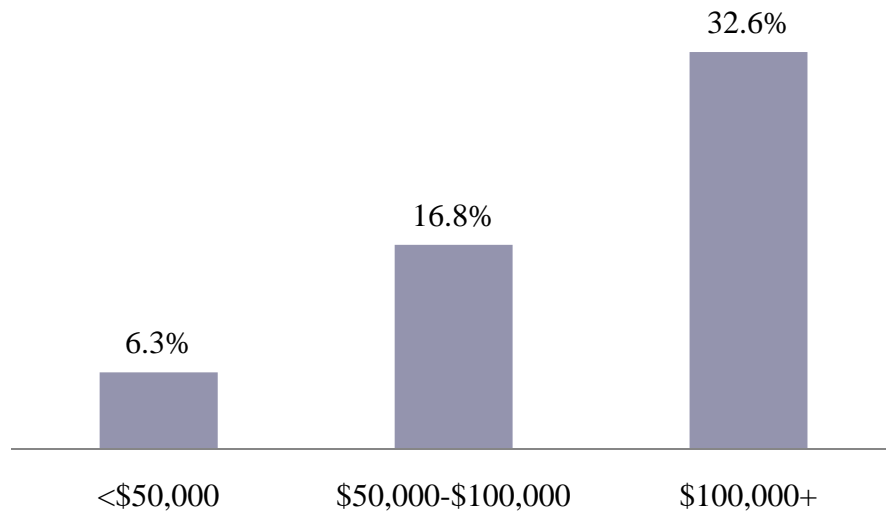
Giving to Education Organizations by Donor's Age Group



This graph shows the average and median giving amounts to educational organizations, by age group.

- Households where the head was 40 to 64 years old donated an average of \$644 (median = \$150) to educational organizations in 2006, which was the highest average gift.
- Those households who were older than 64 gave an average of \$371 (median = \$110) to educational organizations in 2006.
- The average gift to educational organizations from households where the donor was younger than 40 years old was \$248 (median = \$100), which was the lowest average gift.
- Among all survey respondents, the average donation to education organizations was \$505 (median = \$150).

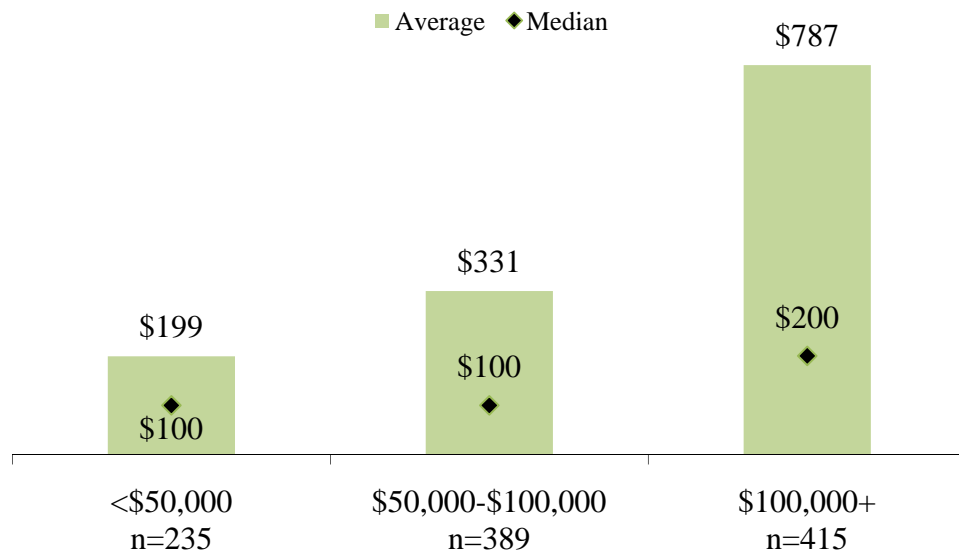
Giving Rate to Educational Organizations by Donor's Income Level



This graph shows the giving rate of U.S. households to educational organizations in 2006, by income level.

- Households with higher income levels have a higher giving rate to educational organizations.
- The giving rate to educational organizations for households with an income of more than \$100,000 the giving rate was 32.6% in 2006.
- In 2006, 16.8% of households with annual income between \$50,000 and \$100,000 gave to educational organization.
- The giving rate to educational organizations for households with incomes less than \$50,000 was 6.3%.
- Overall, 14.7% of survey respondents contributed to educational organizations in 2006.

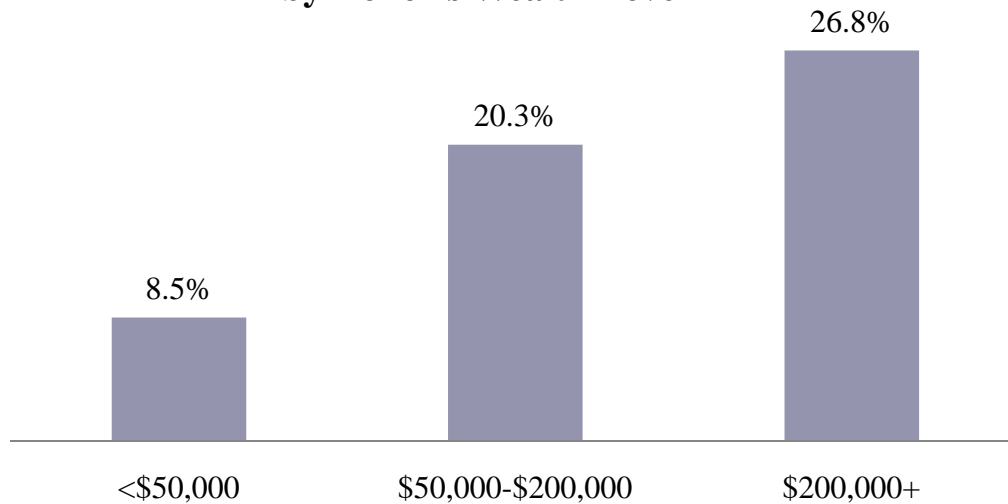
Giving to Education Organizations by Donor's Income Level



This graph shows the average and median donor gifts to educational organizations in 2006, by income level.

- Households with annual income greater than \$100,000 made an average donation of \$787 (median=\$200) to educational organizations in 2006. This figure is about three times higher than the average gift by those households with income less than \$50,000.
- Households with annual income between \$50,000 and \$100,000 gave an average of \$331 (median=\$100) to educational organizations in 2006.
- Those households with annual income less than \$50,000 gave an average of \$199 (median=\$100) to educational organizations in 2006, which was the smallest average gift to educational organizations in 2006.
- Among all survey respondents, the average donation to education organizations was \$505 (median=\$150).

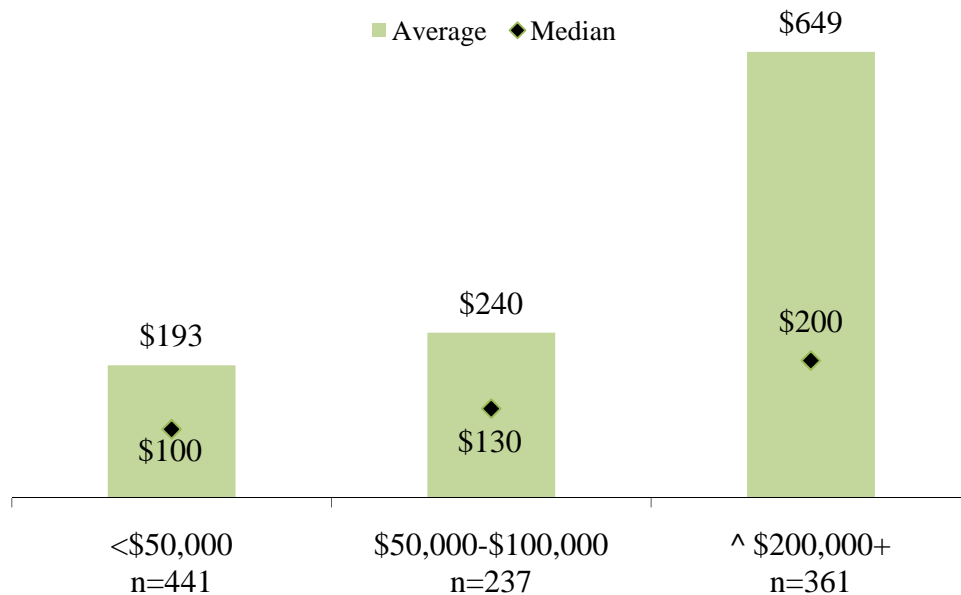
Giving Rate to Education Organizations by Donor's Wealth Level



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

- Households with higher wealth levels have a higher giving rate to educational organizations, with 26.8% of households with wealth of more than \$200,000 reporting a contribution to education in 2006.
- The giving rate to educational organization for households with wealth between \$50,000 ~ \$200,000 was 20.3% in 2006.
- The giving rate to educational organizations for households with less than \$50,000 in wealth was 8.5%, which was the lowest giving rate.
- Overall, 14.7% of survey respondents contributed to educational organizations in 2006.

Giving to Education Organizations by Donor's Wealth Level

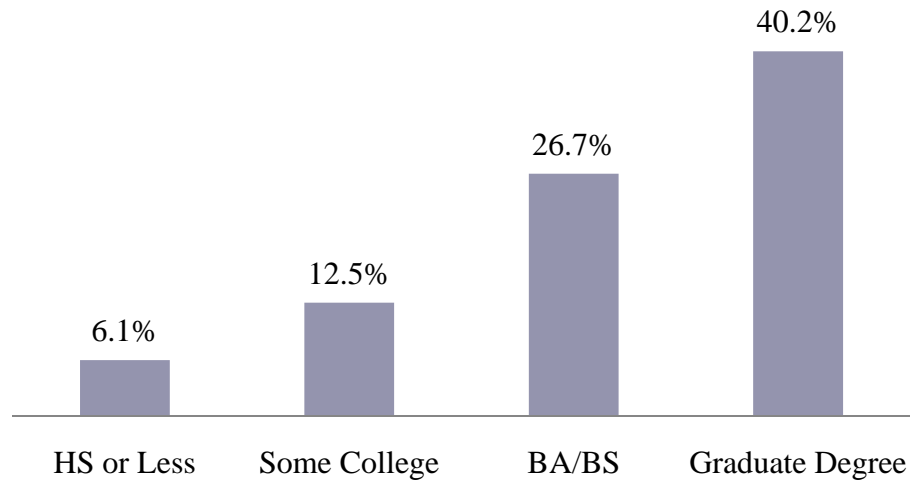


^ Three outliers were removed from this analysis

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

- The estimated average gift by households with greater than \$200,000 in wealth was \$649 (median= \$200), which was the highest average gift amount in 2006. The average and median gift were generated excluding outliers who donated over than \$10,950 to educational organizations in 2006. In COPPS 2007, three households with greater than \$200,000 in wealth donated big amount of gift to educational organizations. With outliers, the average gift was \$933 and median gift amount was \$200.
- Education donor households with wealth between \$50,000 and \$200,000 gave an average of \$240 (median=\$130), which was the second highest average gift amount.
- Households with wealth of less than \$50,000 gave an average of \$193 (median= \$100) to educational organizations in 2006.
- Among all survey respondents, the average donation to education organizations was \$505 (median=\$150).

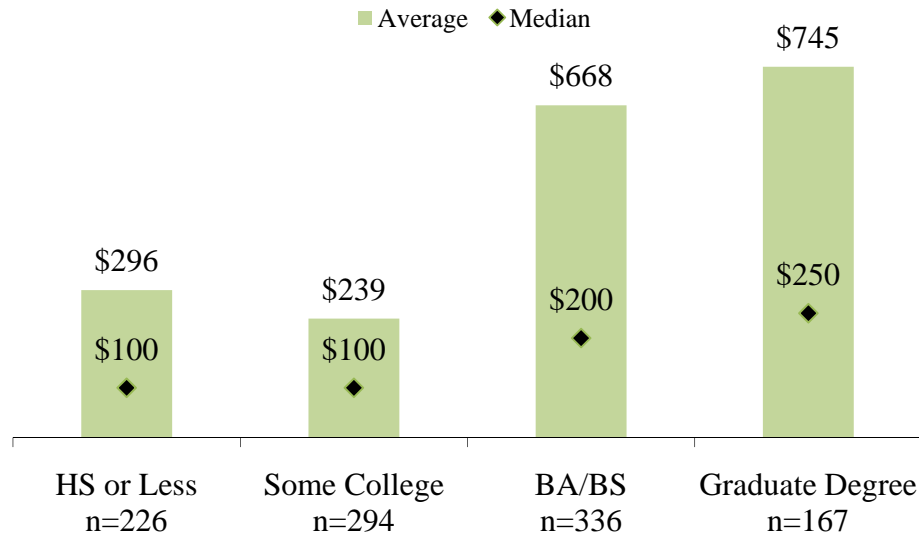
Giving Rate to Education Organizations by Education Level



This graph shows the annual giving rate to educational organizations in 2006, by educational level of the head of the household.

- The rate of giving to education is positively correlated with the level of education of donors. The higher the level of education, the higher the rate is for giving to educational organizations.
- Nearly 40% of household with a graduate degree donated to educational organizations in 2006, which was the highest giving rate to educational organization by wealth level.
- The rate of giving to educational organizations for households headed by someone with a bachelor's degree was 26.7%, while among those having a some college education, 12.5% gave to educational organizations.
- Nearly 6% of households with a high school degree or less gave to educational organizations in 2006, which was the lowest giving rate.
- Overall, 14.7% of survey respondents contributed to educational organizations in 2006.

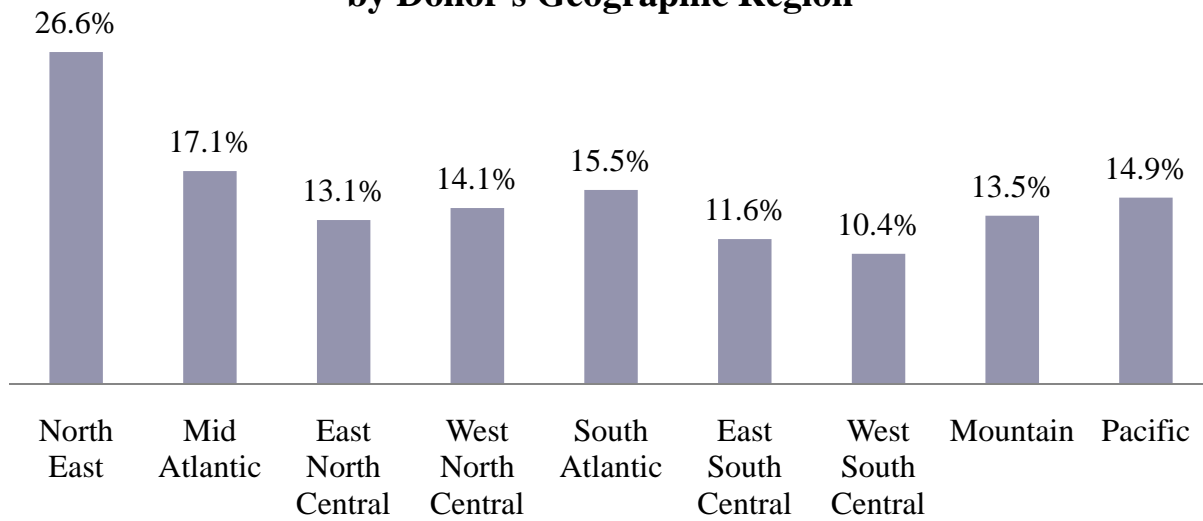
Giving to Education Organizations by Education Level



This graph shows the average and median giving amounts to educational organizations in 2006, by educational level of the head of the household.

- Household heads having a graduate degree donated \$745 (median=\$250), on average, to educational organizations, which was the highest average gift to educational organizations by education levels.
- Households with a bachelor's degree gave an average of \$668 (median= \$200) to educational organizations, which was the second highest average gift in 2006.
- Household heads with a high school education or less contributed only \$296 (median=\$100), on average, to educational organizations
- Whereas, households with a some college education donated an average of \$239 (median= \$100) to educational organizations, which was the lowest average gift to educational organizations, compared to the average gift by donor's education level.
- Among all survey respondents, the average donation to education organizations was \$505 (median=\$150).

Giving Rate to Education Organizations by Donor's Geographic Region



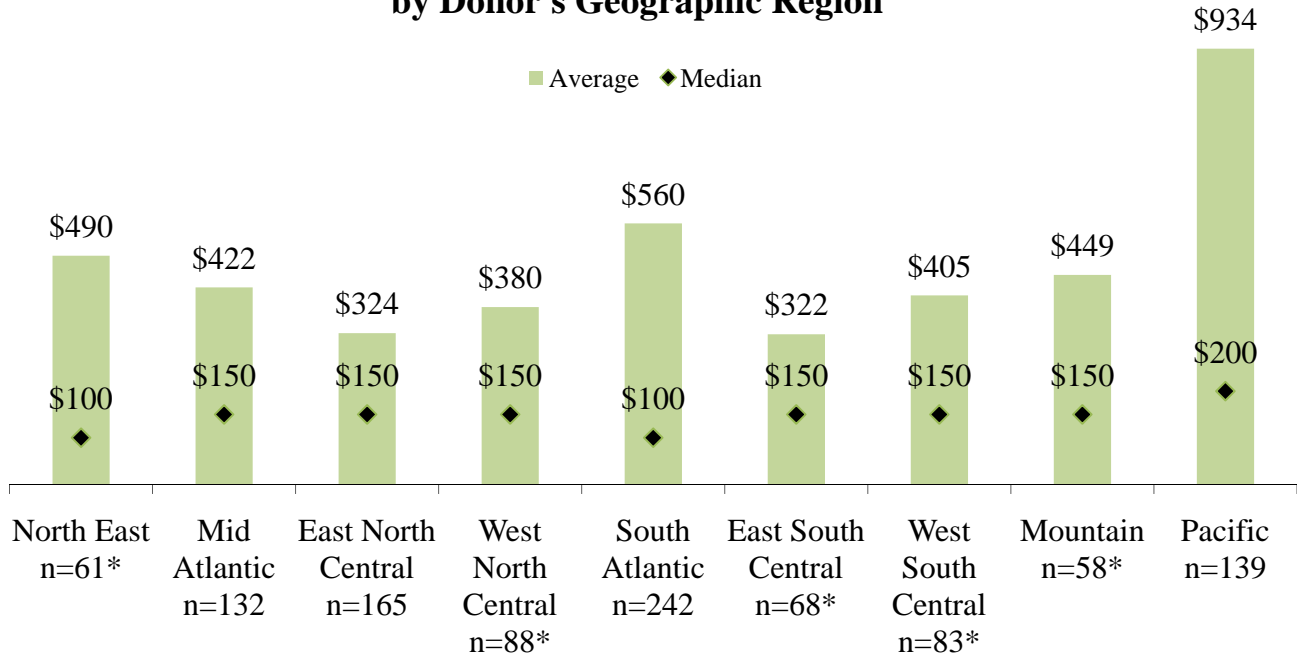
This graph shows the giving rate of all households to educational organizations in 2006, by geographic region.

- In 2006, 26.6% of all households in the North East region reported contributions to educational organizations, whereas only 10.4% of households from the West South Central region reported donations for education.
- Other regions had a rate that ranged between 10% and 17%.
- The lowest giving rate was 10.4% from households in the West South Central region in 2006.
- Overall, 14.7% of survey respondents contributed to educational organizations in 2006.
- 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 |

Giving to Environment or Animal Organizations by Donor's Geographic Region

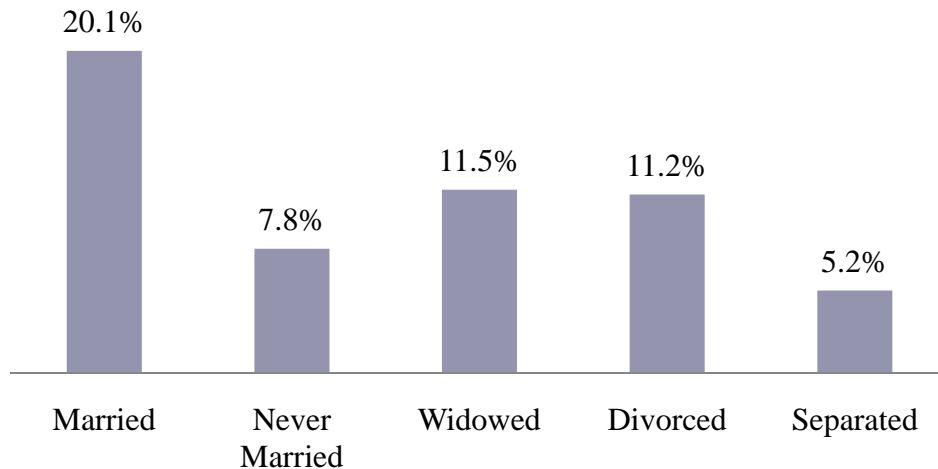


* Interpret average and median amounts with caution, given small sample size

This graph shows the average and median giving amounts to educational organizations by geographic location of the household in the U.S. However, some of the results should be interpreted with caution, given the lower number of responses.

- The average and median gift by households in the North East, West North Central, East South Central, West South Central, and the Mountain areas should be interpreted with caution, given the lower number of responses.
- The average gift for education donor households in the Pacific region of the U.S. was \$934 (median= \$200), which is the highest average amount contributed to educational organizations among all the geographical regions in 2006.
- Households in the South Atlantic areas donated an average of \$560 (median= \$100) to educational organizations in 2006, which was the second highest average gift.
- The lowest average gift to educational organizations made by households in the East South Central region, which was an average of \$322 (median= \$150). However, the results should be interpreted with caution.
- Among all survey respondents, the average donation to education organizations was \$505 (median=\$150).
- The regions are defined on page 13.

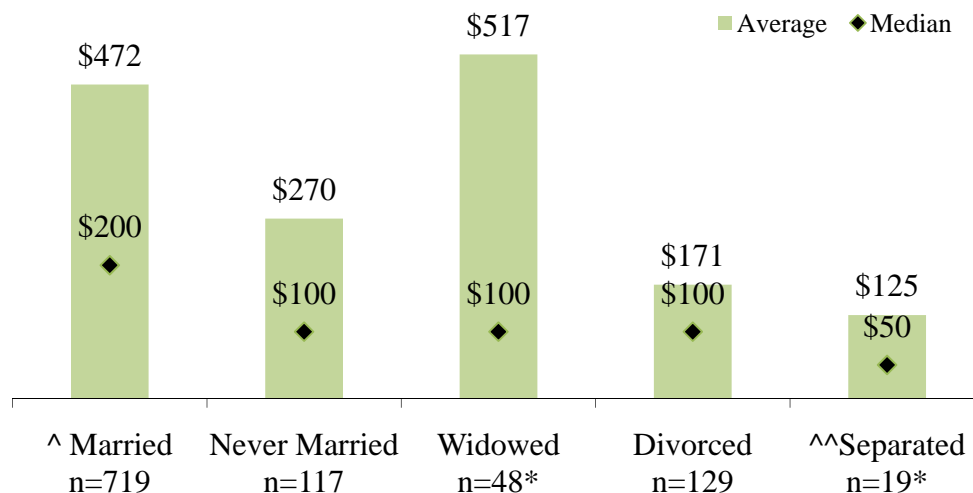
Giving Rate to Health Organizations by Marital Status



This graph shows the giving rate of households to educational organizations in 2006, by marital status of the head.

- Married households had the highest giving rate (20.1%) to educational organizations in 2006.
- Almost 11.5% of households who were widowed donated to educational organizations in 2006, which was the second highest giving rate.
- Nearly 11% of divorced households gave to educational organization, while only 7.8% of households who have never married donated in 2006.
- Separated households had the lowest giving rate (5.2%) to educational organizations in 2006.
- Overall, 14.7% of survey respondents contributed to educational organizations in 2006.

Giving to Health Organizations by Marital Status



* Interpret average and median amounts with caution, given small sample size

^ Four outliers from married households were removed from this analysis.

^^ Three gifts of over than 1,000 from separated households were removed from this analysis.

This graph shows the average and median giving amounts to educational organizations in 2006, by the marital status of the head of household.

- The average and median gift by married households were generated after excluding outliers who donated more than \$8,233 to educational organizations in 2006. Therefore, there is three married households who donated to more than \$8,200 to educational organizations were removed from this analysis.

Also, three big donors who were separated donated over than \$1000 to educational organizations was excluded from this analysis.

In addition, the results with widowed households and separated households should be interpreted with caution, given the lower number of responses.

- Those households who were widowed donated \$517 (median= \$100), on average, to educational organizations in 2006, which was the highest average gift. However, the result should be interpreted with caution.
- Married households donated an average of \$472 (median= \$200) to educational organizations. When including outliers, the average was \$588 (median= \$200).
- Those households who were separated donated an average of \$125 (median= \$50) to educational organizations, which was the lowest average gift. When including three big donors, the average was \$1,452 (median= \$100).
- Among all survey respondents, the average donation to education organizations was \$505 (median=\$150).