



Overview of Arts and Culture 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. The next data available will be released in early 2012.

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Co-principal investigators of the Center on Philanthropy Panel Study

Eleanor Brown, Pomona College

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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

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

Overview of Arts and Culture 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 arts and culture 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.

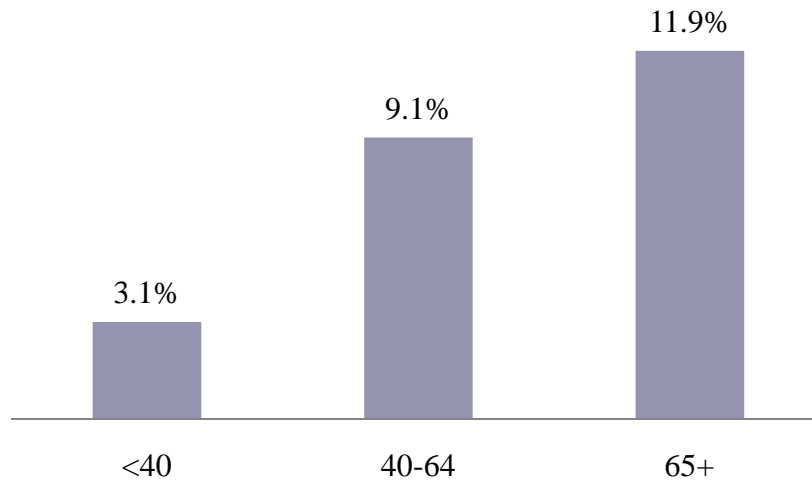
The data and analysis here are the most recent available as of December 2009.

Overview of Giving to Arts and Culture Organizations in 2006

	Giving Rate	Average amount per donor household	Median amount per donor household
Arts and Culture Giving	7.8%	\$283	\$108

- 7.8% of all U.S. households gave to arts and culture organizations in 2006
- \$283 was average giving amount for arts and culture organizations per donor household
- \$108 was median giving amount for arts and culture organizations per donor household

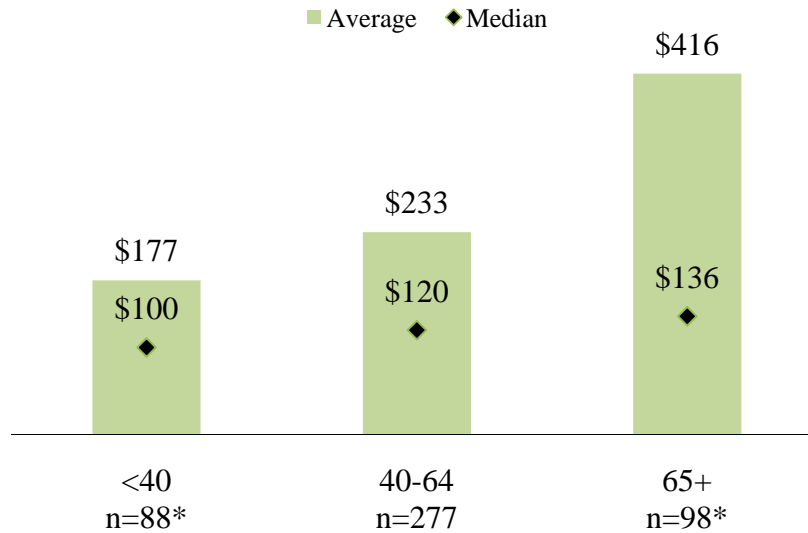
Giving Rate to Arts Organizations by Donor's Age Group



This graph shows the giving rate of all U.S. households that gave to arts and culture organizations in 2006, by age group.

- Households where the head was 65 years or older had the highest rate of giving to arts and culture organizations in 2006 (11.9%), which was the highest giving rate to arts and culture organizations.
- Household heads between 40 and 64 years had a participation rate of 9.1% to arts and culture organizations in 2006.
- Households where the head was less than 40 years old had the lowest rate of participation (3.1%) in comparison to other age groups.
- Overall, 7.8% of survey respondents contributed to arts and culture organizations in 2006.

Giving to Arts and Culture Organizations by Donor's Age Group

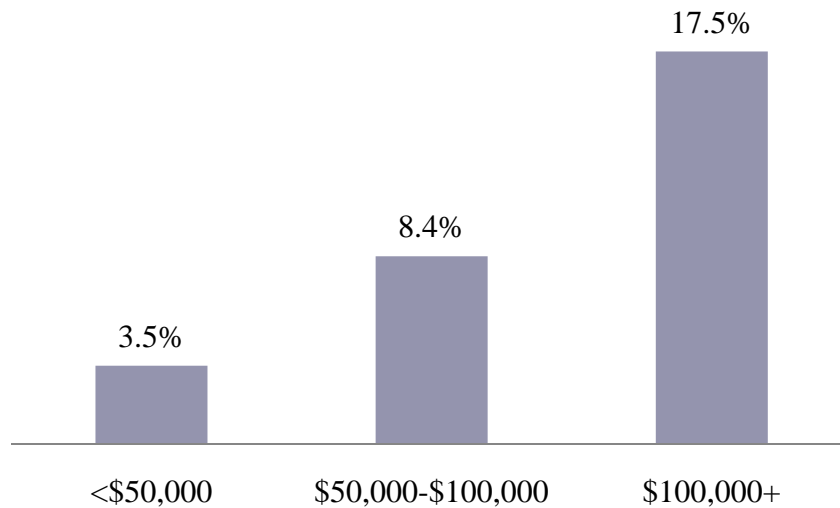


* Interpret average and median amounts with caution, given small sample size.

This graph shows the average and median giving amounts to arts and culture organizations in 2006, by donor's age group.

- Households where the head was 65 years and older, gave an average of \$416 (median=\$136) to arts and culture organizations in 2006, which was the highest average gift amount. However, the result should be interpreted with caution, given the lower number of responses.
- The second highest average gift to arts and culture organizations was made by those younger than 40 years old, \$233 (median=\$120).
- Household heads between 40 and 64 years old made an average gift of \$177 (median=\$100) to arts and culture organizations in 2006, which was the lowest average gift amount. However the result should be interpreted with caution, given the lower number for response.
- Among all donors, the average donation to arts and culture organizations was \$283, (median=\$108).

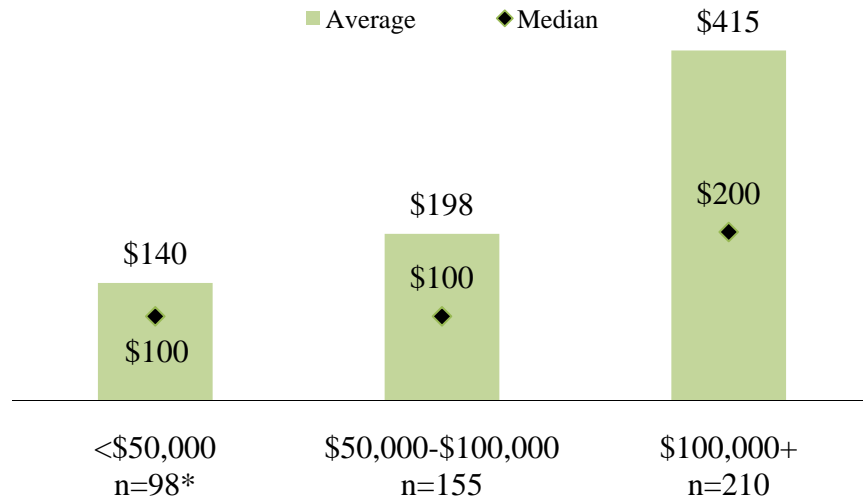
Giving Rate to Arts Organizations by Donor's Income Level



This graph shows the giving rate of all U.S. households who made donations to arts and culture organizations in 2006, by donor's income level.

- Households with higher income levels had a higher giving rate to arts and culture organizations in 2006.
- The giving rate to arts and culture organizations for households with income less than \$50,000 was 3.5%, which was the lowest giving rate.
- The giving rate to arts and culture organizations for households with income more than \$100,000 was 17.5% in 2006, which was the highest giving rate.
- In 2006, 8.4% of households with income between \$50,000 and \$100,000 made donations to arts and culture organizations.
- Overall, 7.8% of survey respondents contributed to arts and culture organizations in 2006.

Giving to Arts and Culture Organizations by Donor's Income Level

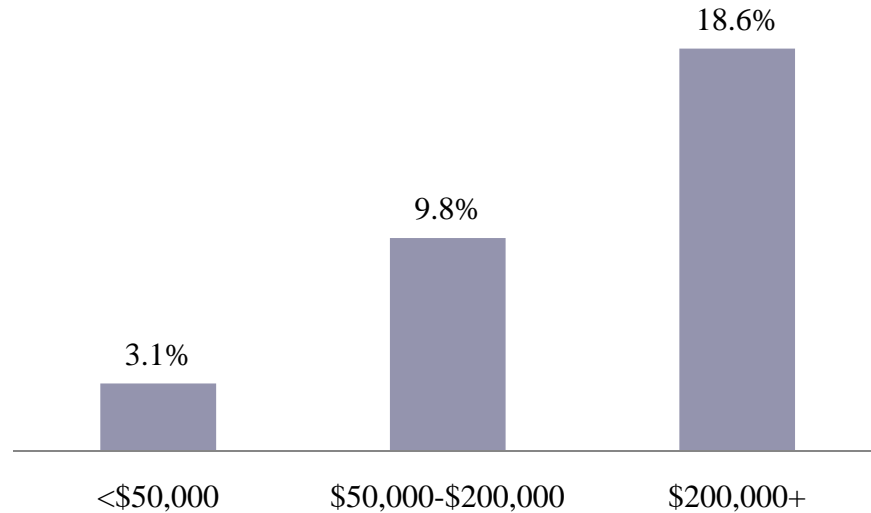


* Interpret average and median amounts with caution, given small sample size.

This graph shows the average and median giving amounts to arts and culture organizations in 2006, by income level of the household.

- Households with annual income greater than \$100,000 gave an average of \$415 (median=\$200) to arts and culture organizations in 2006, which was the highest average gift amount.
- The average gift to arts and culture organizations from households with an annual income of less than \$50,000 was \$140 (median=\$100). This was the lowest average gift amount. However, the result should be interpreted with caution, given the lower number of responses.
- Households with annual income between \$50,000 and \$100,000 gave an average of \$198 (median= \$100).
- Among all donors, the average donation to arts and culture organizations was \$283, (median=\$108).

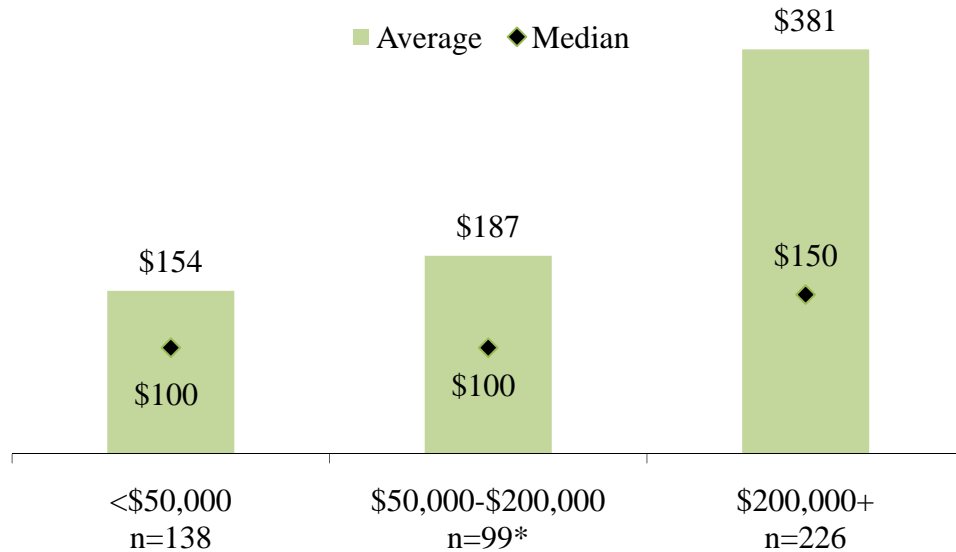
Giving Rate to Arts Organizations by Donor's Wealth Level



This graph shows the giving rate to arts and culture organizations in 2006, by wealth level of the household. For this analysis, wealth did not include the value of their home.

- Households with higher wealth levels had a higher giving rate to arts and culture organizations.
- Almost 18.6% of households with wealth of more than \$200,000 contributed to arts and culture organizations in 2006, which was the highest giving rate.
- The giving rate to arts and culture organizations for households with less than \$50,000 in wealth was 3.1%, which was the lowest giving rate.
- In 2006, 9.8% of households with wealth of \$50,000 - \$200,000 gave to arts and culture organizations.
- Overall, 7.8% of survey respondents contributed to arts and culture organizations in 2006.

Giving to Arts and Culture Organizations by Donor's Wealth Level

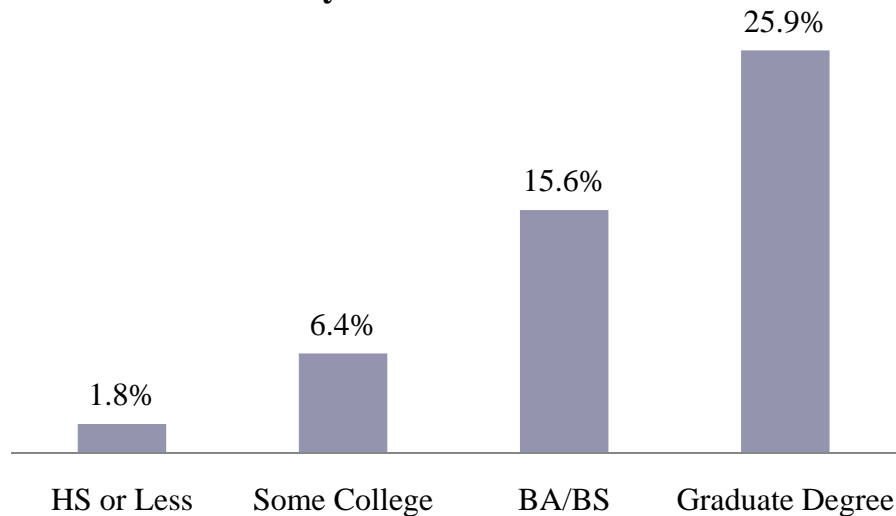


* Interpret average and median amounts with caution, given small sample size.

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

- Households with wealth greater than \$200,000 gave an average of \$381 (median=\$150) to arts and culture organizations, which was the highest average gift amount.
- Households with wealth between \$50,000 and \$200,000 gave an average of \$187 (median=\$100). However the result should be interpreted with caution, given the lower number of responses.
- Households with wealth less than \$50,000 gave an average of \$154 (median=\$100) to arts and culture organizations in 2006, which was the lowest average gift amount.
- Among all donors, the average donation to arts and culture organizations was \$283, (median=\$108).

Giving Rate to Arts and Culture Organizations by Education Level

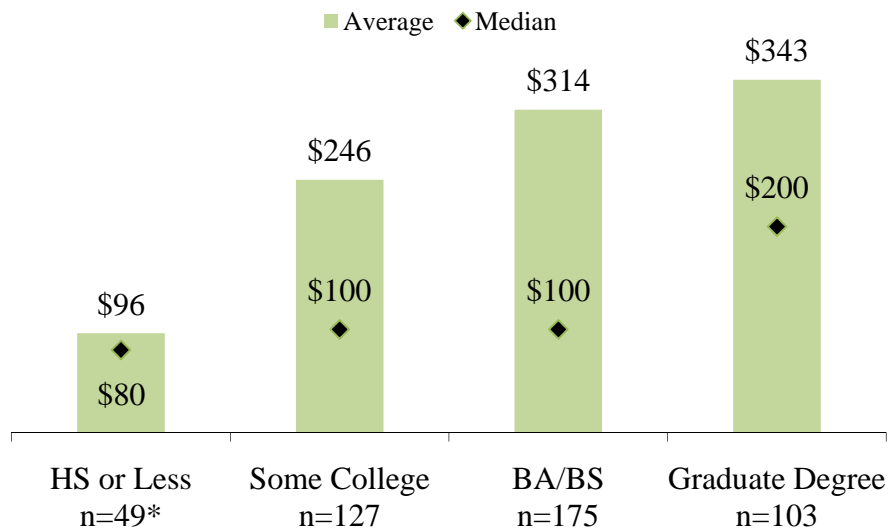


* Interpret average and median amounts with caution, given small sample size.
HS or Less- high school education or less
BA/BS - bachelor's degree

This graph shows the giving rate of households to arts and culture organizations in 2006, by education level of the head of household.

- The higher the level of education, the higher the rate is for giving to arts and culture organizations.
- Households with a graduate degree had a higher participation rate of giving to arts and culture organizations than other household groups (25.9%).
- The giving rate to arts and culture organizations for households with a bachelor's degree was 15.6%, which was the second highest giving rate.
- In 2006, 6.4% of households with some college education gave to arts and culture organizations.
- Only 1.8% of households with education level of high school or less donated to arts and culture organizations in 2006.
- Overall, 7.8% of survey respondents contributed to arts and culture organizations in 2006.

Giving to Arts and Culture Organizations by Education Level

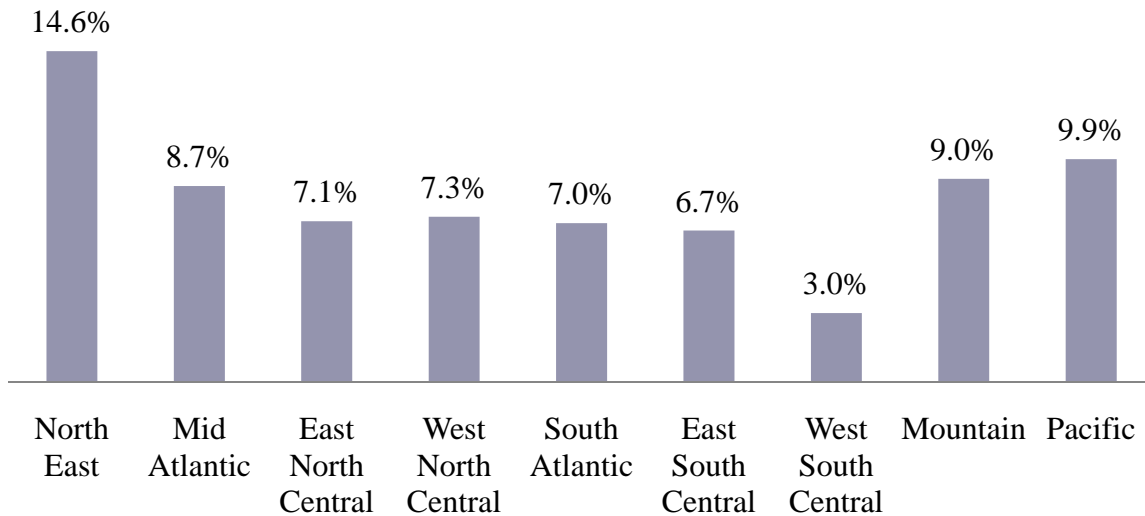


* Interpret average and median amounts with caution, given small sample size.
 HS or Less - high school education or less
 BA/BS - bachelor's degree

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

- The highest average gift to arts and culture organizations was \$343 (median=\$200) from the households with graduate degree.
- The second highest average gift to arts and culture organizations in 2006 was \$314 (median=\$100) from those with a bachelor's degree.
- Households with some college education gave an average of \$246 (median= \$100) to arts and culture organizations in 2006.
- The households' heads with a high school degree or less gave an average of \$96 (median=\$80) to arts and culture organizations, which was the lowest average gift amount. However, the result should be interpreted with caution, given the lower number of responses.
- Among all donors, the average donation to arts and culture organizations was \$283, (median=\$108).

Giving Rate to Arts and Culture Organizations by Donor's Geographic Region

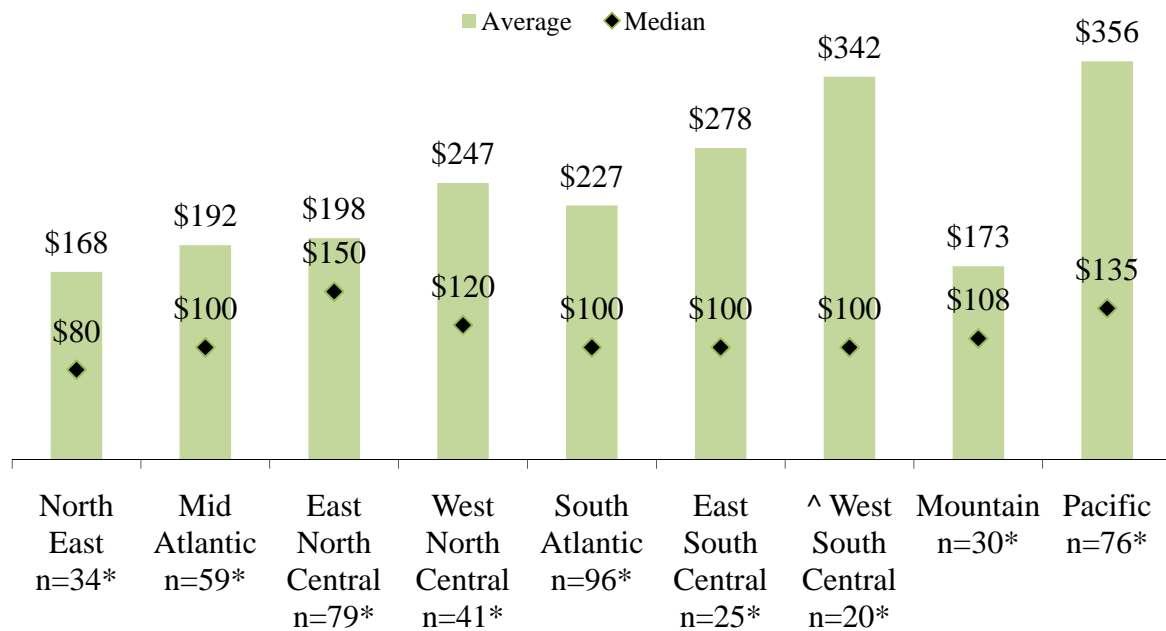


This graph shows the giving rate of all U.S. households that gave to arts and culture organizations in 2006, by geographic region in the U.S.

- Households in the North East had the highest giving rate to arts and culture organizations (14.6%).
- Almost 10% of households in the Pacific areas gave to arts and culture organizations in 2006.
- In 2006, only 3.0% of households in the West South Central region donated to arts and culture organizations in 2006.
- Overall, 7.8% of survey respondents contributed to arts and culture 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 Arts and Culture Organizations by Donor's Geographic Region



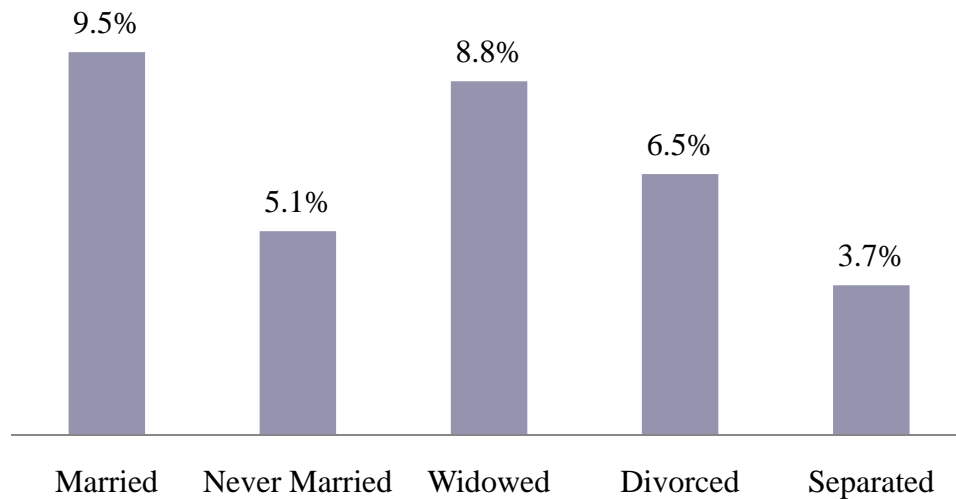
* Interpret average and median amounts with caution, given small sample size.

^ One outlier was removed from this analysis .

This graph shows the average and median donor gift amounts to arts and culture organizations in 2006, by geographic location of the household in the U.S.

- The results of average and median gift amount by geographic regions should be interpreted with caution, given the lower number of response.
- Households in the Pacific region gave an average of \$356 (median=\$135), which is the highest average amount contributed to arts and culture organizations in 2006, among all regions. However the result should be interpreted with caution, given the lower number of responses.
- Households in the West South Central region gave an average of \$342(median=\$100), which is the second highest average amount contributed to arts and culture organizations. A donor household in the West South Center areas was excluded to generate an average and median gift amount who donated \$1,544 to arts and culture organizations in 2006.
- Households in the Mountain region gave an average of \$173(median=108) to arts and culture organizations in 2006, which is the lowest average amount.
- Among all donors, the average donation to arts and culture organizations was \$283, (median=\$108).
- The regions are defined on the previous page.

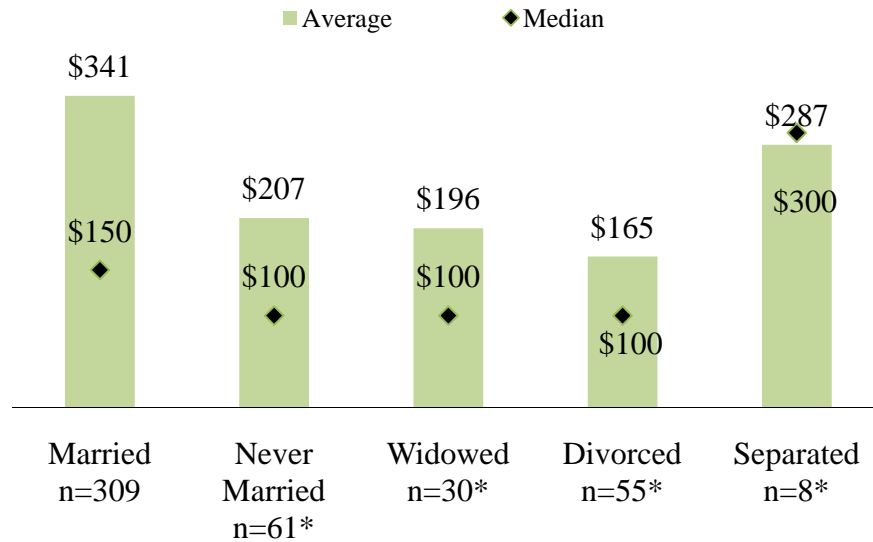
Giving Rate to Arts Organizations by Marital Status



This graph shows the giving rate of households to arts and culture organizations in 2006, by marital status of the head of household.

- Married households had the highest giving rate to arts and culture organizations in 2006 (9.5%)
- In 2006, 8.8% of households who were widowed made a contribution to arts and culture organizations.
- Nearly 5% households who have never married donated to arts and culture organization in 2006.
- In 2006, 6.5% of divorced households donated to arts and culture organizations in 2006.
- Only 3.7% of households which were separated donated to arts and culture organizations in 2006, which is the lowest giving rate.
- Overall, 7.8% of survey respondents contributed to arts and culture organizations in 2006.

Giving to Arts Organizations by Marital Status



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

This graph shows the average and median giving amounts to arts and culture organizations, by the marital status of the head of households.

- The results of an average and median gift amount by marital statuses should be interpreted with caution, given the lower number of responses, except the result for married donor households.
- Married households gave an average of \$341 (median= \$150) to arts and culture organization in 2006, which was the highest average gift amount.
- Donor households who were separated donated an average of \$287 (median= \$300), which was the second highest average gift amount, but the result should be interpreted with caution, given number of the lower responses.
- Divorced donor households gave an average of \$165 (median=\$100), the smallest average gift to arts and culture organizations.
- Among all donors, the average donation to arts and culture organizations was \$283, (median=\$108).