



The Center on Philanthropy  
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# Overview of Giving to Health

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 2007). The next data available will be released in early 2011.

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.

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# Overview of Health Giving

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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 health 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.

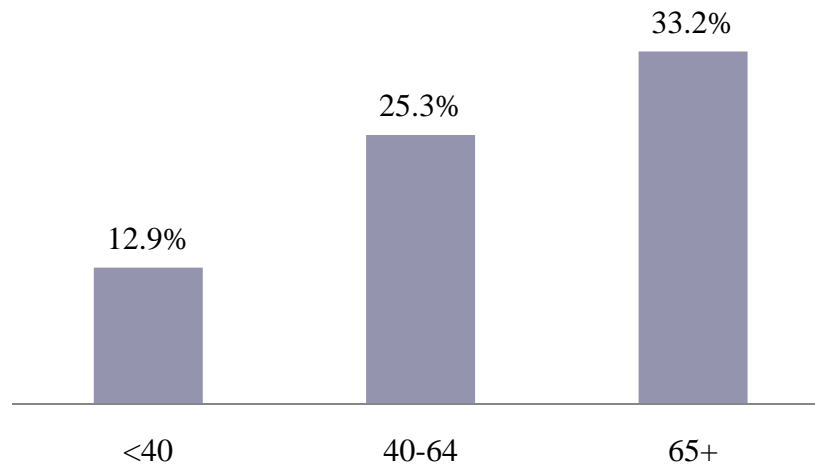
The data and analysis here are the most recent available as of December 2009.

## Overview of Giving to Health Organizations in 2006

	Giving Rate	Average amount per donor household	Median amount per donor household
Health Giving	23.0%	\$289	\$100

- 23.0% of all U.S. households gave to health organizations for secular causes in 2006
- \$289 was average giving amount to health organizations per donor household
- \$100 was median giving amount to health organizations per donor household

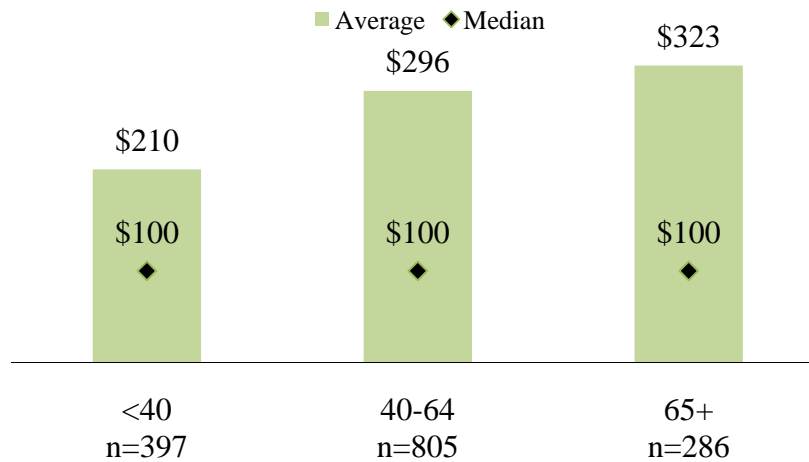
### Giving Rate to Health Organizations by Donor's Age Group



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

- Households where the head was 65 years and older had the highest rate of giving to health organizations in 2006 (33.2%).
- In 2006, 25.3% of households between 40 and 64 years old made a contribution to health organizations.
- In 2006, 12.9% of households where the head was less than 40 years gave to health organizations, which was the lowest giving rate.
- Overall, 23.3% of survey respondents contributed to health organizations in 2006.

## Giving to Health Organizations by Donor's Age Group



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

- Households where the head was 65 years and older gave an average of \$323 (median=\$100), which was the lowest average gift amount to health organizations.
- Households where the head was between 40 and 64 years old gave an average of \$296 (median=\$100).
- The average gift amount to health organizations from households where the head was less than 40 years was \$210 (median=\$100).
- Among all donors, the average total gift to health organizations was \$257 (median=\$100).

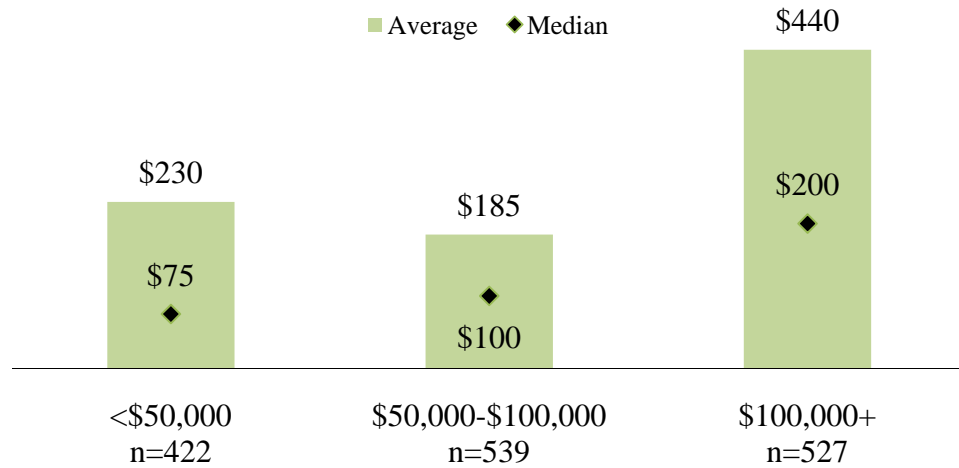
### Giving Rate to Health Organizations by Donor's Income Level



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

- Households with higher income levels had a higher giving rate to health organizations in 2006.
- In 2006, 40.5% of households with incomes more than \$100,000 gave to health organizations.
- The giving rate from households with incomes between \$50,000 and \$100,000 was 26.2%.
- In 2006, 14.0% of households with incomes less than \$50,000 made a contribution to health organizations.
- Overall, 23.3% of survey respondents contributed to health organizations in 2006.

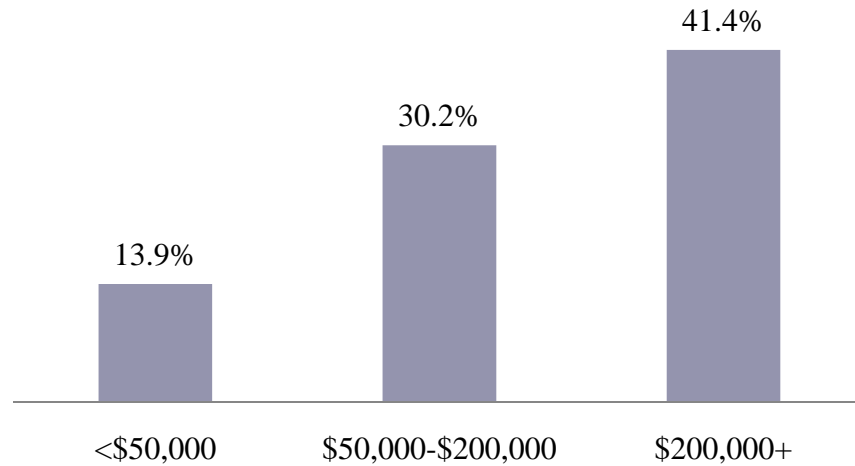
## Giving to Health Organizations by Donor's Income Level



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

- Households with annual income greater than \$100,000 gave an average donation of \$440 (median=\$200) to health organizations in 2006, which was the highest average gift.
- The average gift to health organizations from the households with income less than \$50,000 was \$230 (median=\$75), which was the smallest average giving amount.
- Households with annual income between \$50,000 and \$100,000 gave an average of \$185 (median=\$100) to health organizations in 2006, which was the lowest average gift.
- Among all donors, the average total gift to health organizations was \$257 (median=\$100).

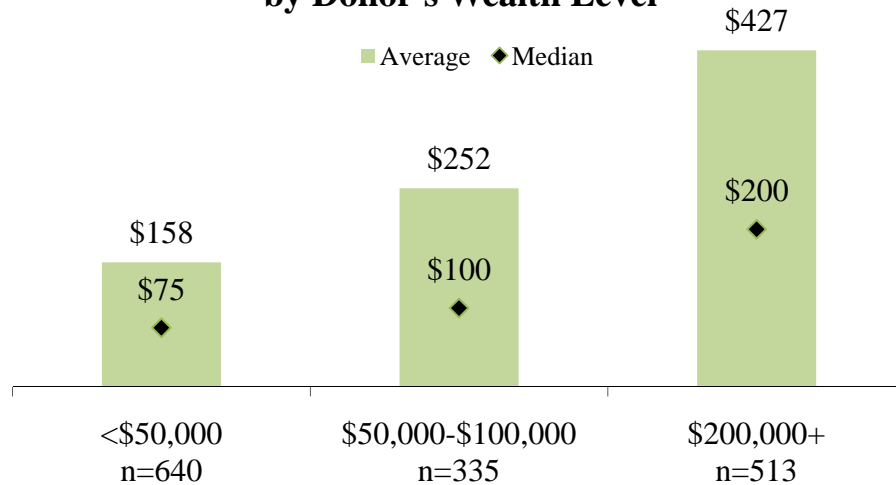
### **Giving Rate to Health Organizations by Donor's Wealth Level**



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

- Households with higher wealth levels had a higher giving rate to health organizations.
- In 2006, 41.4% of households with wealth of more than \$200,000 gave to health organizations, which was the highest giving rate.
- The giving rate to health organizations for households with \$50,000 - \$200,000 in wealth was 30.2%.
- The giving rate to health organizations from households with less than \$50,000 in wealth was 13.9%, which was the lowest giving rate.
- Overall, 23.3% of survey respondents contributed to health organizations in 2006.

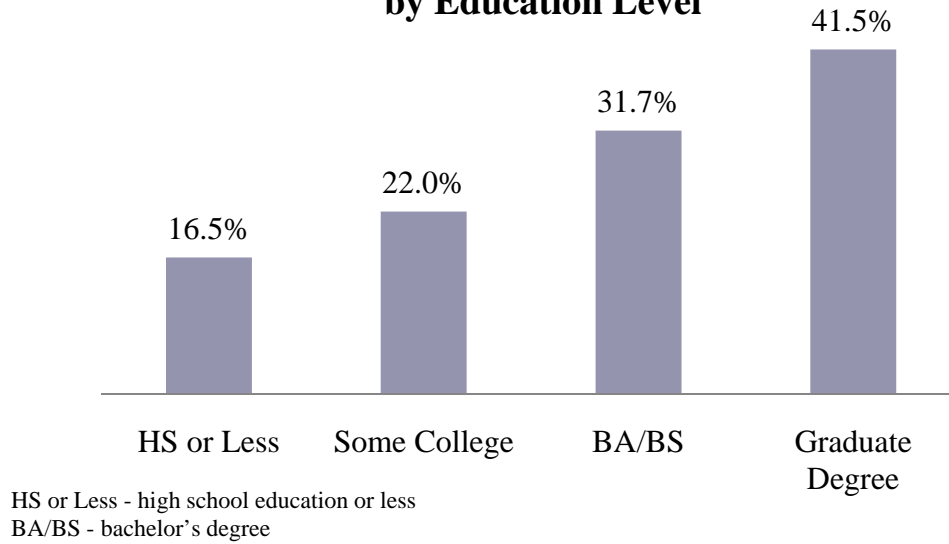
## Giving to Health Organizations by Donor's Wealth Level



This graph shows the average and median giving amounts to health 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 \$427 (median=\$200) to health organizations in 2006, which was the highest average gift.
- Households with wealth between \$50,000 and \$200,000 gave an average of \$252 (median=\$100) to health organizations in 2006.
- Households with wealth less than \$50,000 gave an average of \$158 (median=\$75) to health organizations in 2006, which was the lowest average gift.
- Among all donors, the average total gift to health organizations was \$257 (median=\$100).

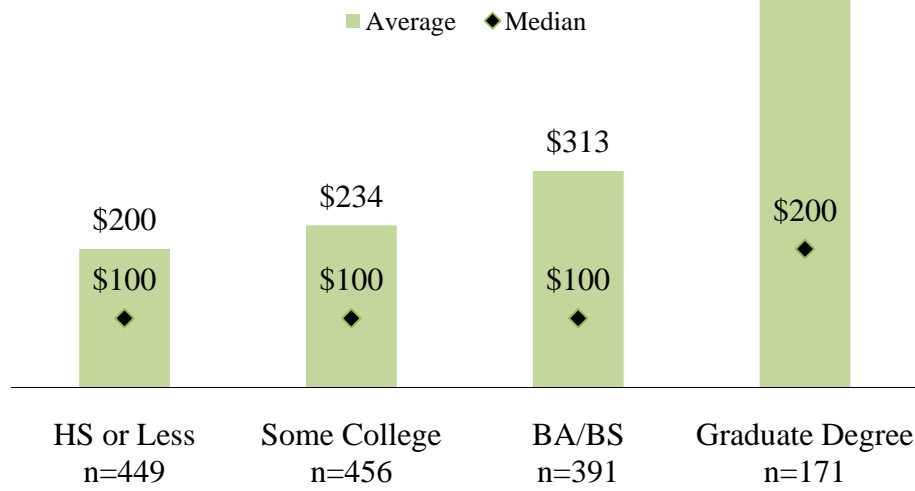
### Giving Rate to Arts Organizations by Education Level



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

- In 2006, 41.5% of households with a graduate degree made a contribution to health organizations, which was the highest giving rate.
- The giving rate to health organizations from households with a bachelor's degree was 31.7%.
- The giving rate to health organizations from households with some college education was 22.0% in 2006.
- In 2006, 16.5% of households with education level of high school education or less donated to health organizations, which was the lowest giving rate.
- Overall, 23.3% of survey respondents contributed to Health organizations in 2006.

## Giving to Health Organizations by Education Level

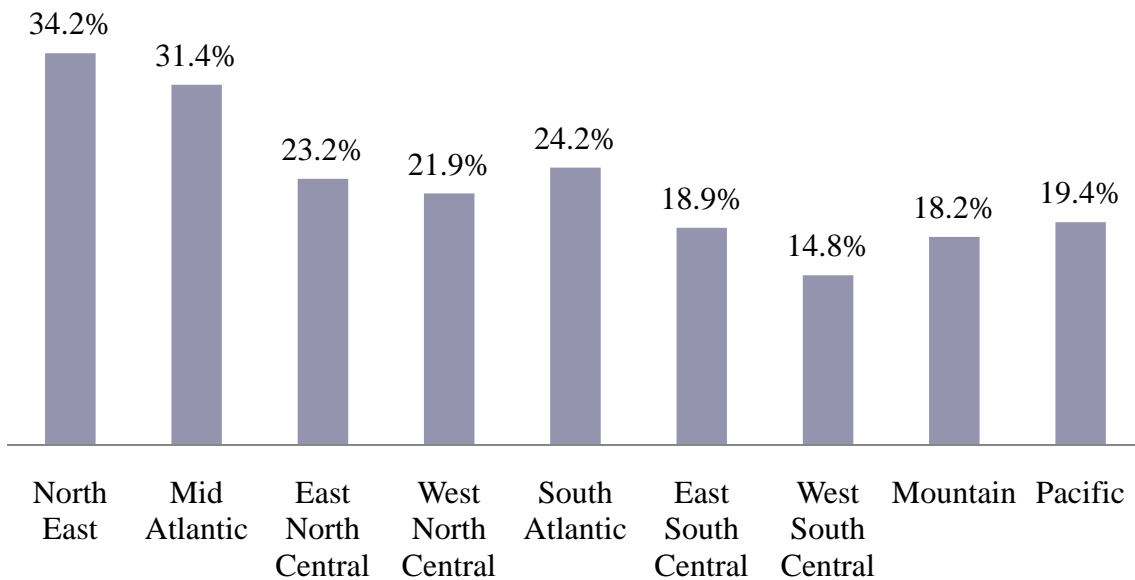


HS or Less - high school education or less  
BA/BS - bachelor's degree

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

- The higher the level of education, the higher the average gift to health organizations.
- The highest average gift to health organizations was \$564 (median=\$200) and came households with a graduate degree.
- Households with a bachelor's degree gave on average \$313 (median=\$100) to health organizations in 2006, which was the second highest average gift.
- Households with some college education donated on average \$234 (median=100) to health organizations in 2006.
- Households with high school education or less donated on average \$200 (median=\$100) to health organizations in 2006, which was the smallest average amount.
- Among all donors, the average total gift to health organizations was \$257 (median=\$100).

## Giving Rate to Health Organizations by Donor's Geographic Region

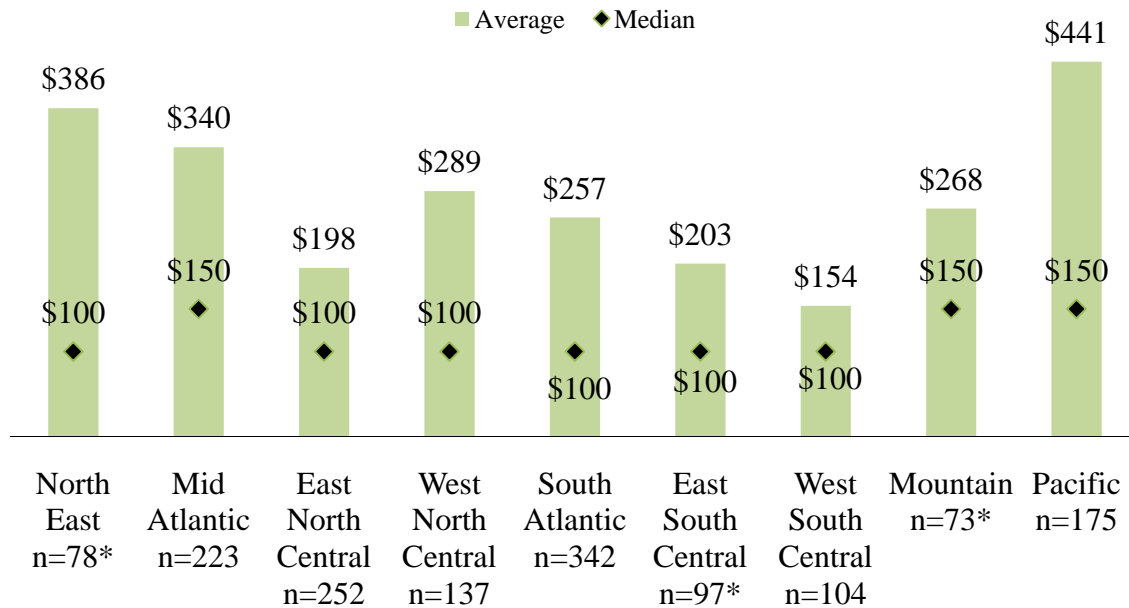


This graph shows the giving rate of all U.S. households to health organizations in 2006, by geographic region.

- Nearly 34% of households in the North East region donated to health organizations, which was the highest giving rate in 2006.
- In 2006, 31.4% of households in the Middle Atlantic region made a contribution to health organizations, which was the second highest giving rate.
- Almost 15% of households in the West South Central areas gave to health organizations, which was the lowest giving rate in 2006.
- Overall, 23.3% of survey respondents contributed to health 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 Health Organizations by Donor's Geographic Region

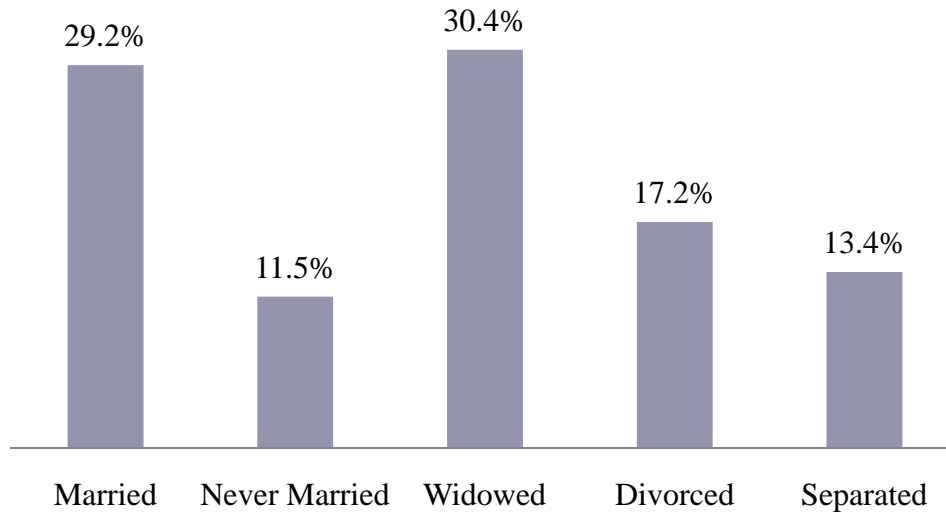


\* Interpret average and median amounts with caution, given small sample size.

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

- The results of average and median giving amount for households in North East, East South Central, and Mountain should be interpreted with caution, given the lower number of responses.
- The average donor gift from households in the Pacific region was \$441 (median=\$150), which was the highest average amount contributed to health organizations in 2006.
- Households in the North East region contributed an average of \$386 (median= \$100), which was the second highest average amount. However, the result of the North East should be interpreted with caution, giving the lower number of responses.
- The lowest average gift by geographic region was made by households in the West South Central. The average giving amount to health organizations was \$154 (median=\$100).
- Among all donors, the average total gift to health organizations was \$257 (median=\$100).
- The regions were defined on page 13.

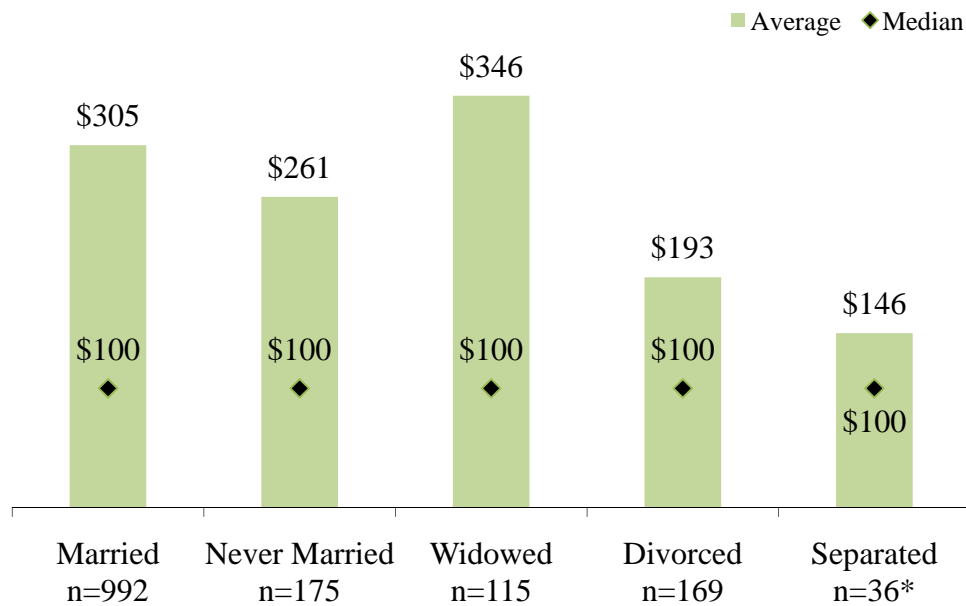
## Giving Rate to Health Organizations by Marital Status



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

- Widowed households had the highest giving rate to health organizations in 2006 (30.4%).
- Married donor households had the highest giving rate to health organizations in 2006, which was 29.5%.
- In 2006, 17.2% of divorced households made a contribution to health organizations, whereas 13.4% of separated households donated to health organizations.
- The lowest giving rate to health organizations was made by households who have never married (11.5%).
- Overall, 23.3% of survey respondents contributed to health organizations in 2006.

## Giving to Health Organizations by Marital Status



\* Results based on fewer than 100 responses are not likely to be replicated.

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

- Widowed donor households gave an average of \$346 (median=\$100) to health organizations in 2006, which was the highest average gift.
- Married households gave an average of \$305 (median=\$100) to health organizations in 2006, which was the second highest average gift in 2006.
- Households who have never been married gave an average of \$261 (median=\$100) in 2006.
- Divorced donor households gave an average of \$193 (median=\$100) to health organizations.
- Separated donor households donated an average of \$146 (median=\$100) to health organizations in 2006, which was the smallest average gift amount.
- Among all donors, the average gift to health organizations was \$257 (median=\$100).