



The Center on Philanthropy  
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# Overview of Giving to Environment and Animal Organizations

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 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.

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Cover illustration: \_\_\_\_\_.

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# Overview of Environmental and Animal 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 environmental 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.

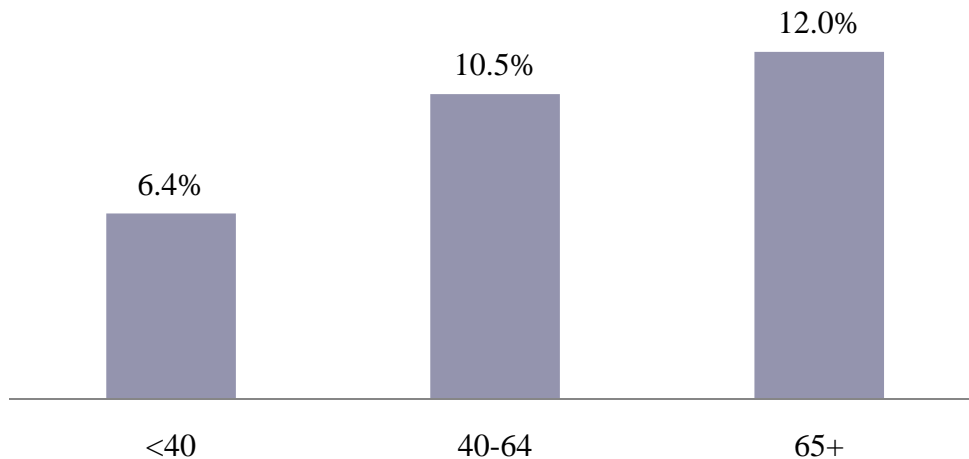
The data and analysis here are the most recent available as of December 2009.

## Overview of Giving to Environment and Animal Organizations in 2006

	Giving Rate	Average amount per donor household	Median amount per donor household
Environmental and Animal Giving	9.5%	\$254	\$75

- 9.5 % of all U.S. households gave to environment and animal organizations in 2006.
- \$254 was average giving amount to environment and animal organizations per donor household
- \$75 was median giving amount to environment and animal organizations per donor household

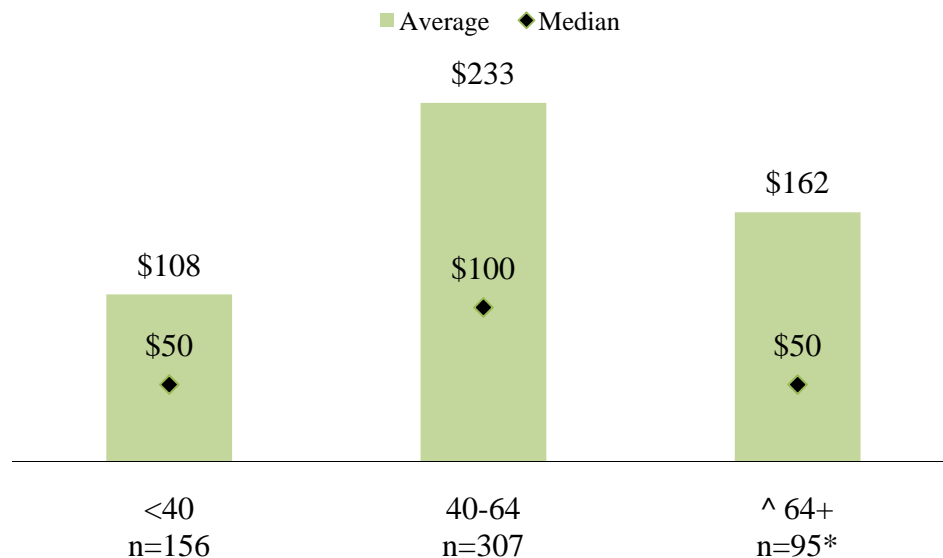
### **Giving Rate to Environment and Animal Organizations by Donor's Age Group**



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

- Households where the head was 65 and older had the highest rate of giving to environment and animal organizations in 2006 (12.0%), which was the highest giving rate.
- In 2006, 10.5% of households between 40 and 64 years old gave to environment and animal organizations.
- Almost 6.4% of households less than 40 years old gave to environmental and animal organizations in 2006, which was the lowest rate of participation.
- Overall, 9.5% of survey respondents contributed to environment and animal organizations in 2006.

## Giving to Environment or Animal Organizations by Donor's Age Group



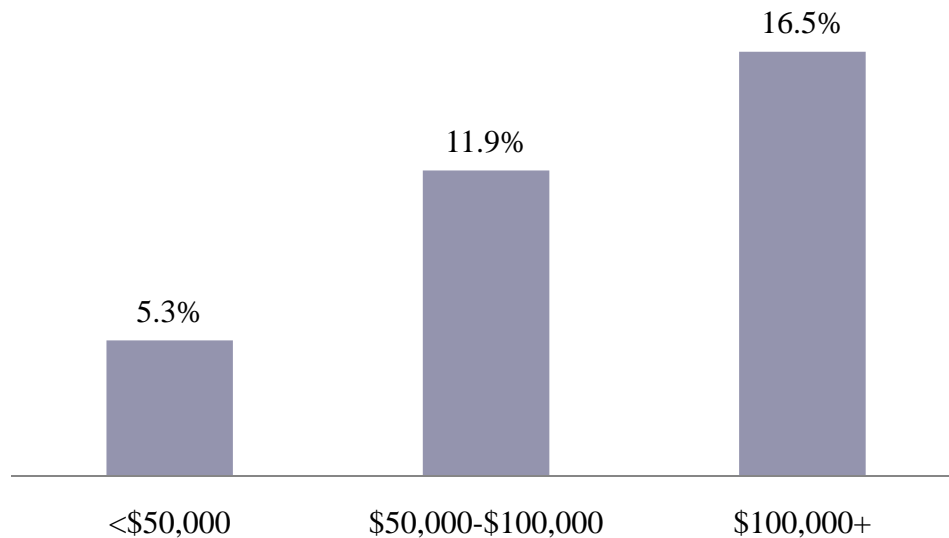
\* Interpret average and median amounts with caution, given small sample size.

^ One outlier was removed from this analysis.

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

- Households between 40 and 64 years old gave an average of \$233 (median=\$100) to environment and animal organizations, which was the highest average gift amount.
- With excluding one outlier who donated over than \$6,900 to organizations for environment and animals, the average gift from households where the head was 65 and older was \$162(median=\$50). An estimated average gift amount with outlier was \$419 and median gift amount was \$50. However, the result should be interpreted with caution, given the lower number of responses.
- The average gift amount to environment and animal organizations from households less than 40 years was \$108 (median=\$50), but the result should be interpreted with caution, given the lower number of responses.
- Among all donors, the average total gift to environment and animal organizations was \$254 (median=\$75).

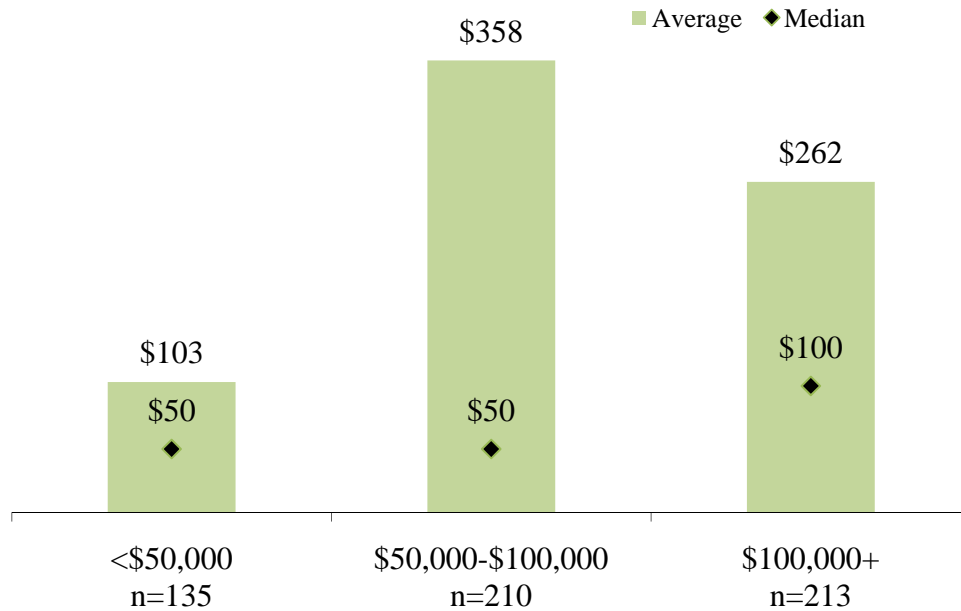
## Giving Rate to Environment and Animal Organizations by Donor's Income Level



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

- Households with higher income levels had higher giving rates to environment and animal organizations in 2006.
- In 2006, 16.5% of households with incomes more than \$100,000 gave to environment and animal organizations, which was the highest giving rate.
- The giving rate for households with incomes between \$50,000 and \$100,000 was almost 12%, which was the second highest giving rate to environment and animal organizations in 2006.
- In 2006, 5.3% of households with incomes less than \$50,000 made a contribution to environment and animal organizations, which was the lowest giving rate.
- Overall, 9.5% of survey respondents contributed to environment and animal organizations in 2006.

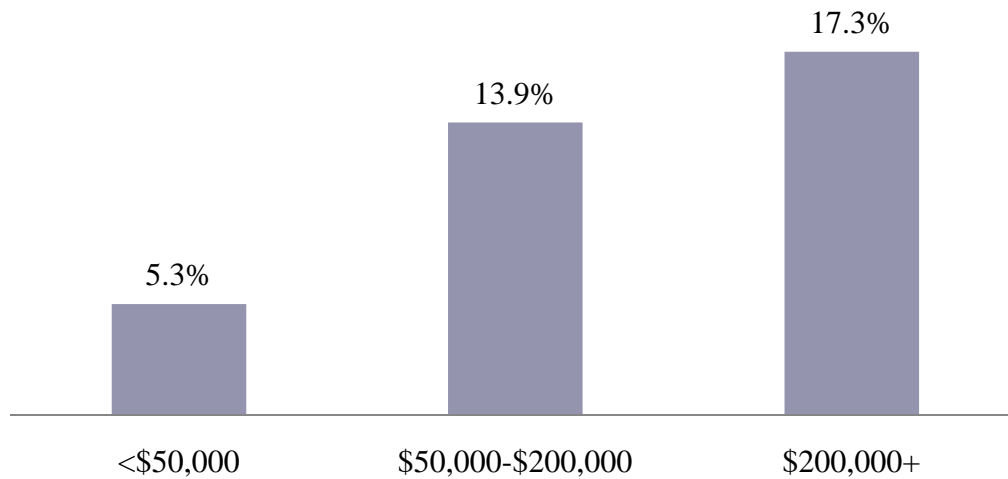
## Giving to Environment or Animal Organizations by Donor's Income Level



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

- Households with annual income between \$50,000 and \$100,000 gave an average of \$358 (median=\$50) to environment and animal organizations in 2006, which was the highest average gift amount in 2006.
- Households with annual income greater than \$100,000 made an average donation to environment and animal organizations of \$262 (median=\$100) in 2006.
- The average gift to environment and animal organizations from the households with income less than \$50,000 was \$103 (median=\$50), which was the smallest average giving amount by income level.
- Among all donors, the average total gift to environment and animal organizations was \$254 (median=\$75).

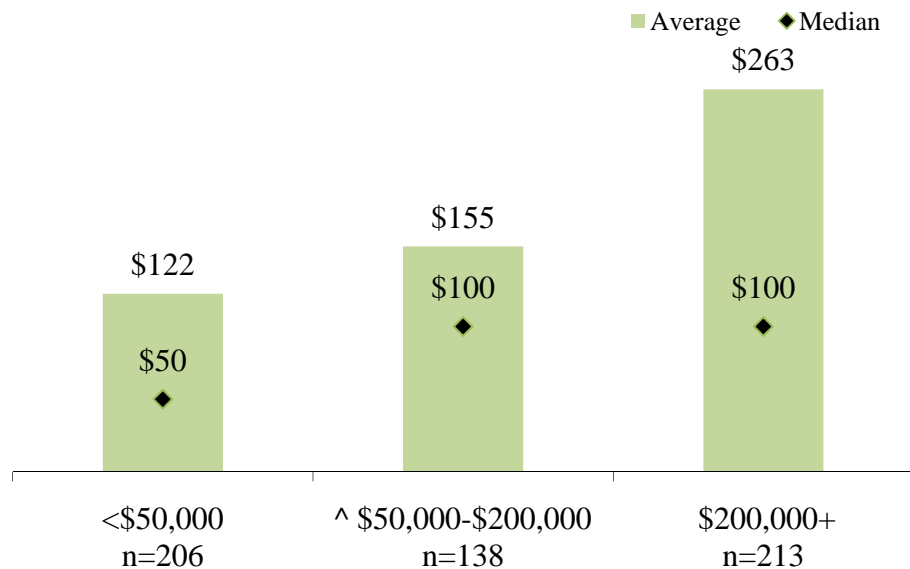
## Giving Rate to Environment and Animal Organizations by Donor's Wealth Level



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

- Households with higher wealth levels had higher giving rates to environment and animal organizations.
- The giving rate from households with wealth of more than \$200,000 to environment and animal organizations was 17.3% in 2006.
- The giving rate to environment and animal organizations from households with \$50,000 - \$200,000 in wealth was 13.9%.
- The giving rate to environment and animal organizations for households with less than \$50,000 in wealth was 5.3%.
- Overall, 9.5% of survey respondents contributed to environment and animal organizations in 2006.

## Giving to Environment or Animal Organizations by Donor's Wealth Level

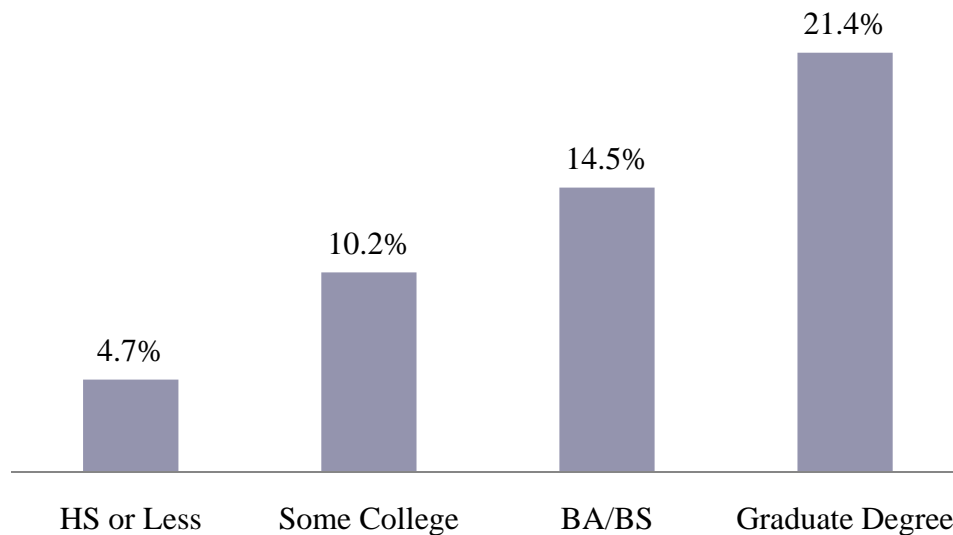


^ One outlier was removed from this analysis

This graph shows the average and median giving amounts to environment and animal 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 \$263 (median=\$100) to environment and animal organizations in 2006, which was the highest average gift amount.
- With excluding one outlier, households with wealth between \$50,000 and \$200,000 gave an average of \$155 (median=\$100) to environment and animal organizations in 2006. The estimated average gift with outlier was \$404 and median give was \$100.
- Households with wealth less than \$50,000 gave an average of \$122 (median=\$50) to environment and animal organizations in 2006, which was the lowest average gift amount.
- Among all donors, the average total gift to environment and animal organizations was \$254 (median=\$75).

## Giving Rate to Environment and Animal Organizations by Education Level

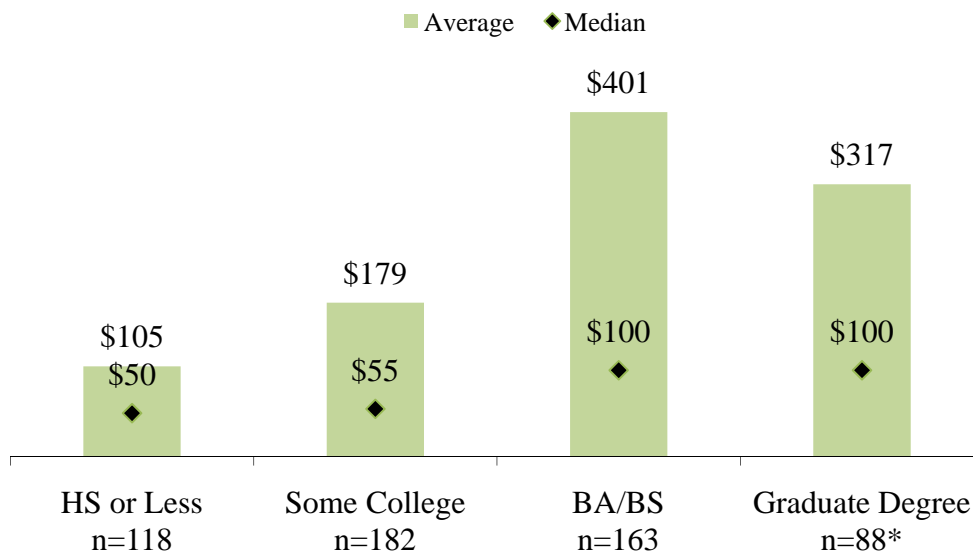


HS or Less - high school education or less  
BA/BS - bachelor's degree

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

- In 2006, 21.4% of households with a graduate degree made a contribution to environment and animal organizations, which was the highest giving rate.
- The giving rate to environment and animal organizations for households with a bachelor's degree was 14.5%.
- The giving rate to environment and animal organizations for households with some college education was 10.2%.
- In 2006, 4.7% of households with education level of high school or less donated to environment and animal organizations, which was the lowest giving rate.
- Overall, 9.5% of survey respondents contributed to environment and animal organizations in 2006.

## Giving to Environment and Animal Organizations by Education Level



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

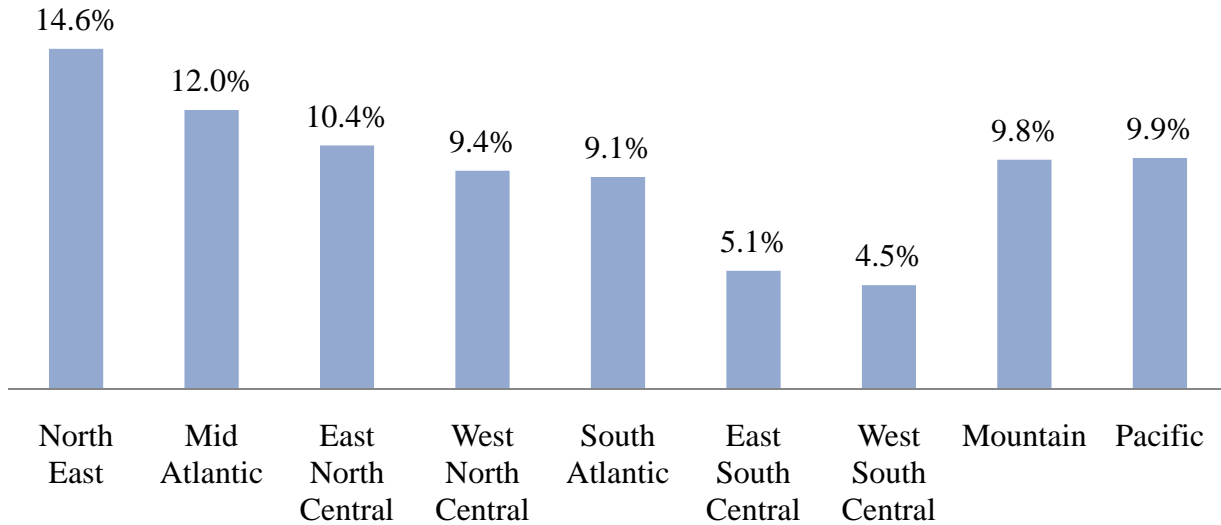
HS or less - high school education or less

BA/BS - bachelor's degree

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

- The highest average gift to environment and animal organizations was \$401 (median=\$100) and came from households with a bachelor's degree.
- Households with a graduate degree gave an average of \$317 (median=\$100) to environment and animal organizations in 2006.
- Households with some college donated an average of \$179 (median= \$55) to environment and animal organizations in 2006.
- Households with a high school education or less gave an average of \$105 (median=\$50) to environment and animal organizations in 2006.
- Among all donors, the average total gift to environment and animal organizations was \$254 (median=\$75).

## Giving Rate to Environment and Animal Organizations by Donor's Geographic Region

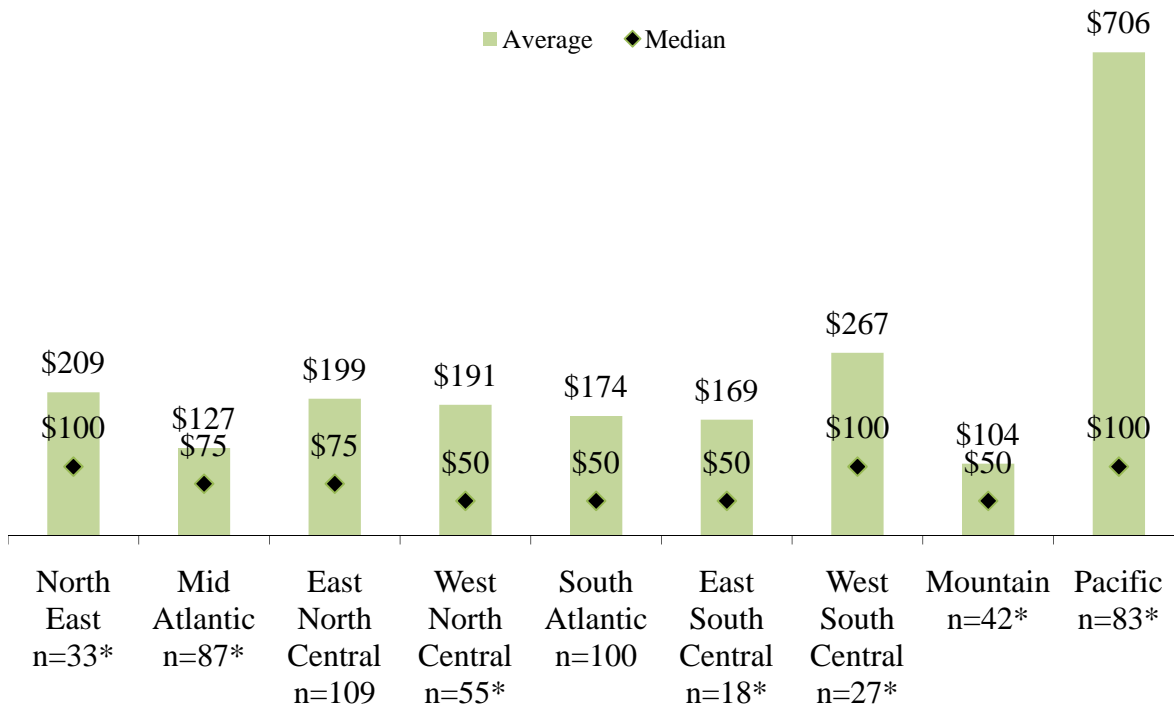


This graph shows the giving rate of households to environment and animal organizations in 2006, by geographic region in the U.S.

- In 2006, 14.6% of households in the North East region made a contribution to environment and animal organizations, which was the highest giving rate.
- The lowest giving rate to environment and animal organizations came from households in the West South Central region (4.5%).
- Overall, 9.5% of survey respondents contributed to environment and animal 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

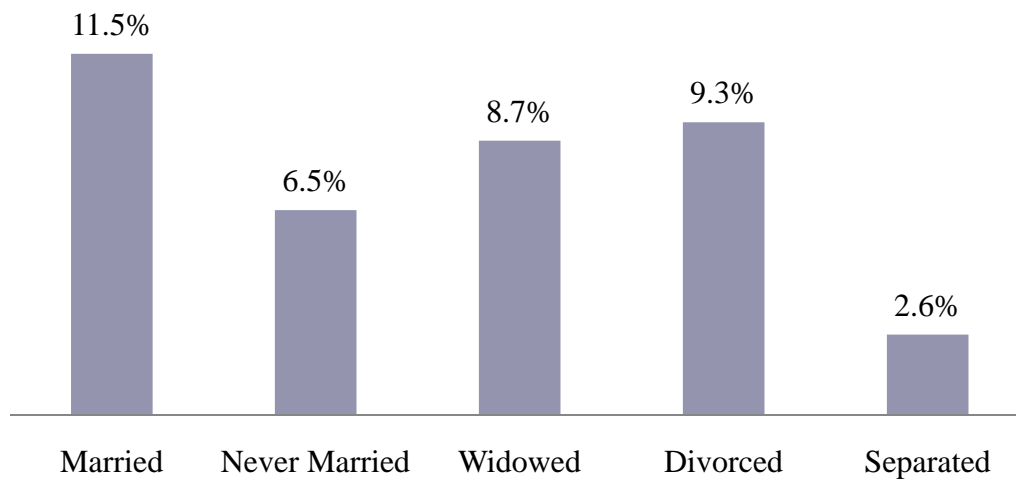


\* Interpret average and median amounts with caution, given small sample size.

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

- The results of an average and media gift amount by geographic regions to environment and animal organizations in 2006 should be interpreted with caution, given the lower number of responses from each region.
- The average donor gift of households in the Pacific region was \$706 (median=\$100), which was the highest average amount contributed to environment and animal organizations in 2006.
- Households in the Mountain region gave an average of \$104(median=\$50) to environment and animal organizations, which was the lowest average giving amount.
- Among all donors, the average total gift to environment and animal organizations was \$254 (median=\$75).
- The regions are defined on page 13.

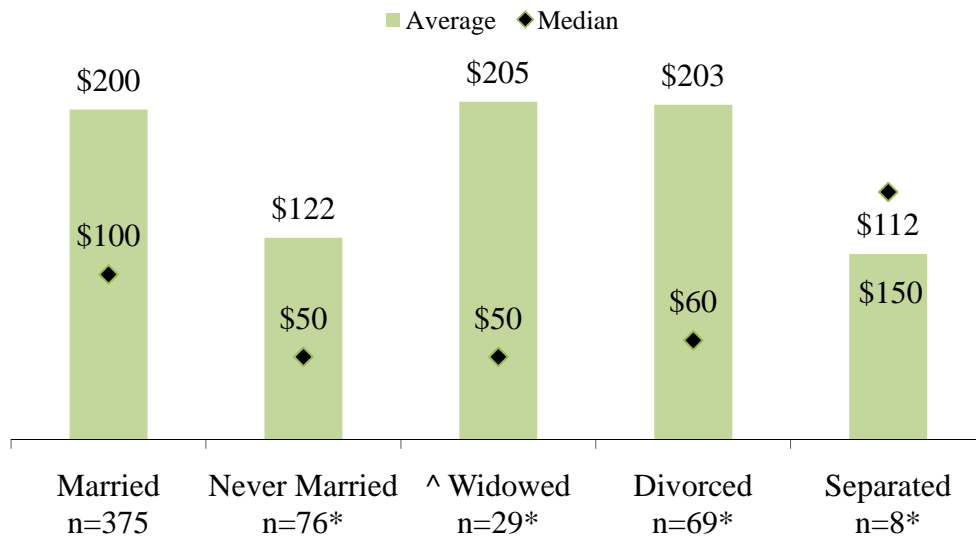
### **Giving Rate to Environment and Animal Organizations by Marital Status**



This graph shows the percentage of households to environment and animal organizations in 2006, by marital status of the head of household.

- Married households had the highest giving rate to environment and animal organizations in 2006 than other types of marital status (11.5%).
- In 2006, 9.3% of divorced households gave to environment and animal organizations, which was the second highest giving rate.
- Widowed households had the second highest giving rate to the environment and animal organizations in 2006, which was 8.7%.
- In 2006, 6.5% of household heads who have never been married donated to environment and animal organizations, which was the lowest giving rate.
- In 2006, 2.6% of separated households made a contribution to environment and animal organizations, which was the lowest giving rate.
- Overall, 9.5% of survey respondents contributed to environment and animal organizations in 2006.

## Giving to Environment and Animal Organizations by Marital Status



\* Interpret average and median with caution due to small sample size

^ One outlier was removed from this analysis

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

- The results of an average and median gift amount by marital status to environment and animal organization in 2006 should be interpreted with caution, given the lower number of responses.
- Widowed households in 2006 gave an average of \$205 (median= \$50) to organizations for environment or animals in 2006, which was the highest average amount. The average and median gift amount was estimated excluding outlier who donated \$18,000 to environment and animal organization in 2006 (With an outlier, an average was \$991, and median was \$50)
- Divorced households gave an average of \$203 (median=\$60) to environment and animal organizations in 2006.
- Households who have never married gave an average of \$122 (median=\$50) to environment and animal organizations.
- Separated households gave on average \$112 (median=\$150) to environment and animal organizations.
- Among all donors, the average total gift to environment and animal organizations was \$254 (median=\$75).