



Men, Women, X and Y

Generational and Gender Differences in Motivations for Giving

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[With thanks]

- The initial study of generations and giving was funded by Campbell & Company.
- The initial research was conducted by Shaun Miller.
- The report is available from www.campbellcompany.com. Search for **“New Research Finds That Younger Donors Just as Generous as Other Generations”** on the resources tab.

[The Center on Philanthropy]

- **Mission: Increase understanding of philanthropy through research and improve its practice.**
 - Mantra: Research informs practice AND practice informs research.
 - Academic and applied research about giving, volunteering, and nonprofit management.

The Center on Philanthropy

■ Core Program Areas

- Research
- Academic Programs to Ph.D.
- Public Service and The Fund Raising School (TFRS): Scheduled; on contract
- Public Affairs: Media, commentary
- Integrating all of the above:
 - Women's Philanthropy Institute
 - Lake Institute on Faith & Giving
 - Third Millennium Leadership Initiative

[Goals of Study]

- Use empirical research to understand more about generational and gender differences in giving.
- Identify differences in motivations for giving between females and males.

[Presentation Overview]

- Background for this project
- Research methods used
- Results: Generation and Gender
 - Who gives?
 - Why do people give?
- Why are there differences?
- Implications for practice



Background

[Background: Age & Giving]

- Positive relationship between age and giving found in most studies (Bekkers & Wiepking 2007).
- Some studies find this positive relationship decreases after the ages of 65 - 75 (Andreoni 2001, Belfield 2000).

[Background: Age & Giving]

- BUT positive relationship between age and giving diminishes after controlling for:
 - Income of both individuals and their children (Auten 1996).
 - Religious involvement (Bekkers & Schuyt 2005, Wilhelm et al 2007).
 - Combination of household characteristics (Rooney et al 2001).

Background: Gender and Giving

- Most research shows females are more likely than males to be donors to charity (Andreoni et al 2003, Bekkers 2004).
 - Single females are 9% to 10% more likely than males to be donors, and they give \$630 per year more than single men (Mesch et al 2007).
 - For up to 90% of the income distribution, single females give more than male counterparts (Piper & Schnepf 2007).

Background: Gender and Giving

- Even if females are more likely to give, men give more on average (Lyons et al 2006) especially in areas such as religion and recreation (Brown & Ferris, 2007).
- Rooney et al (2005) find single women give more than single men, controlling for income, education, etc.
- Results depend on how the question is analyzed: Likelihood of giving or amount of giving? With controls or without? All giving or some types of giving?

What might explain gender differences in giving?

- Demographic differences
 - Income and educational trends may differ for women vs. men - But these can be controlled for.
- Motivations
 - Based upon sociological/psychological differences in gender.

[Donor Motivation & Gender]

Early literature focused on differences in:

- Attitudes towards self-sacrifice.
- Social reasoning.
 - Women as more caring and abstract (Gilligan 1982).
- Based in norms for social roles.
 - Males help in heroic and chivalrous roles, vs. females in nurturing and caring roles (Eagly & Crowley 1986).

[Donor Motivation & Gender]

- Several studies indicate women are “less selfish” than men.
 - In anonymous dictator games, women donate twice as much as men to an anonymous partner (Eckel et al 1998).
- Levels of altruism
 - Women more altruistic than men when giving has a higher cost (Andreoni 2001).

Donor Motivation & Behavior

- Growing field of research.
- Sargeant et al 2004 discussed:
 - Intrinsic factors – perceived benefits to donors from their gift.
 - Extrinsic factors – perceived service quality & professionalism of organization, effectiveness, and method of appeal.
- Understanding motivations can improve donor segmentation and marketing to key groups.

Might there also be gender differences by generation?

- Common sense: women have changed society and changed their role(s) in society in the past 50 years.
- Do younger women “think more like” men as donors than older women do?

[Research Methods]


- Survey conducted Spring 2007 about giving in 2006.
- N = 10,013
- Respondents are part of an ongoing, Web-facilitated panel.
- Nationally representative random sample.
- About 75% of those invited responded.

Research Methods

- Probably over-estimates share of donors:
 - COPPS says 70% donate.
 - This survey finds 83%.
- Questions covered giving, motivations, political identification, religious service frequency, and more.

[Methods]

- Descriptive statistics:
 - Who donates how much?
- Analytical statistics:
 - Takes into account various factors that influence giving simultaneously.
 - Uses Probit and Tobit regressions to control for income, education, religious practice, gender, income range, etc.

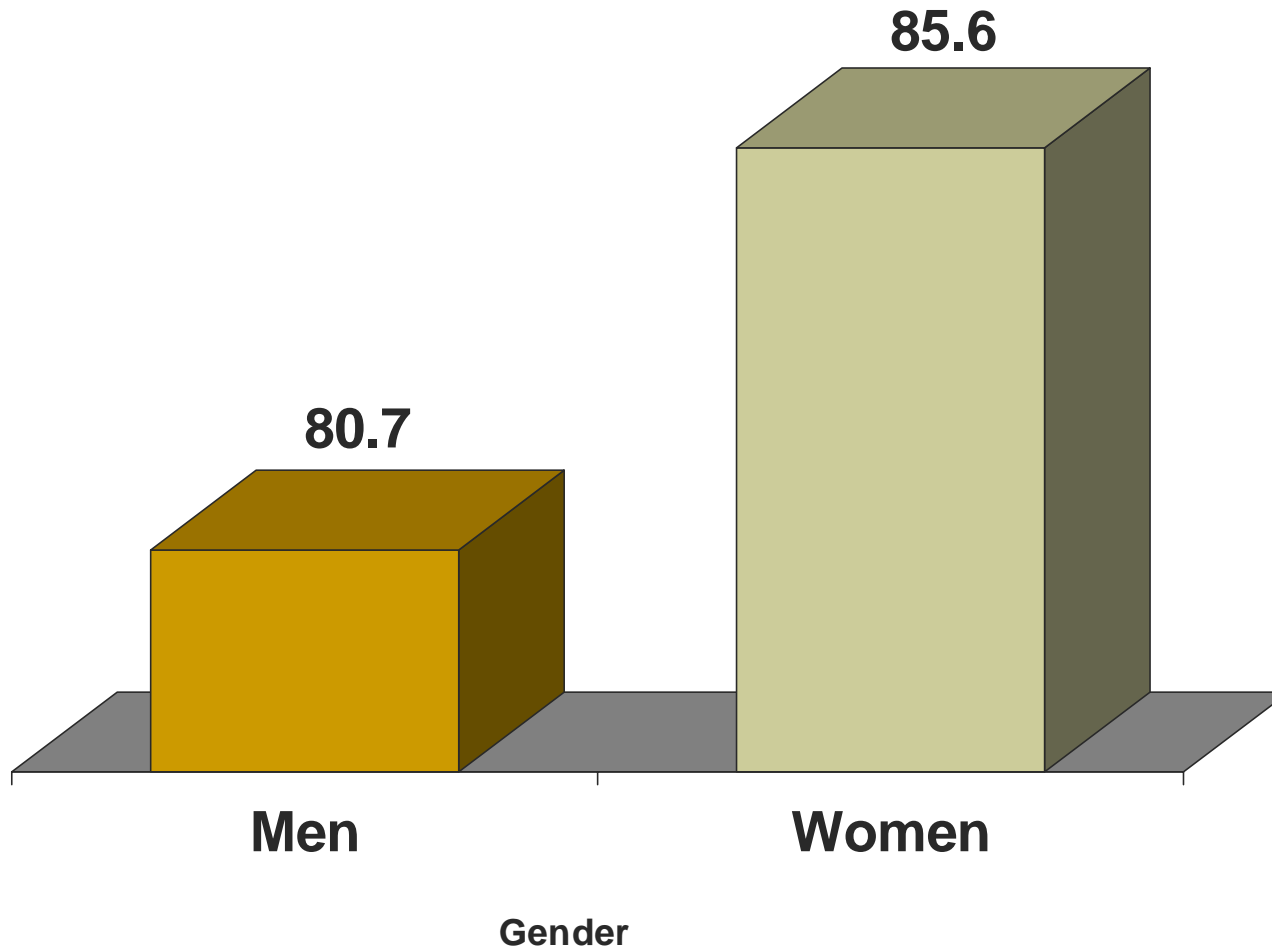


Results

[Men and women's giving]

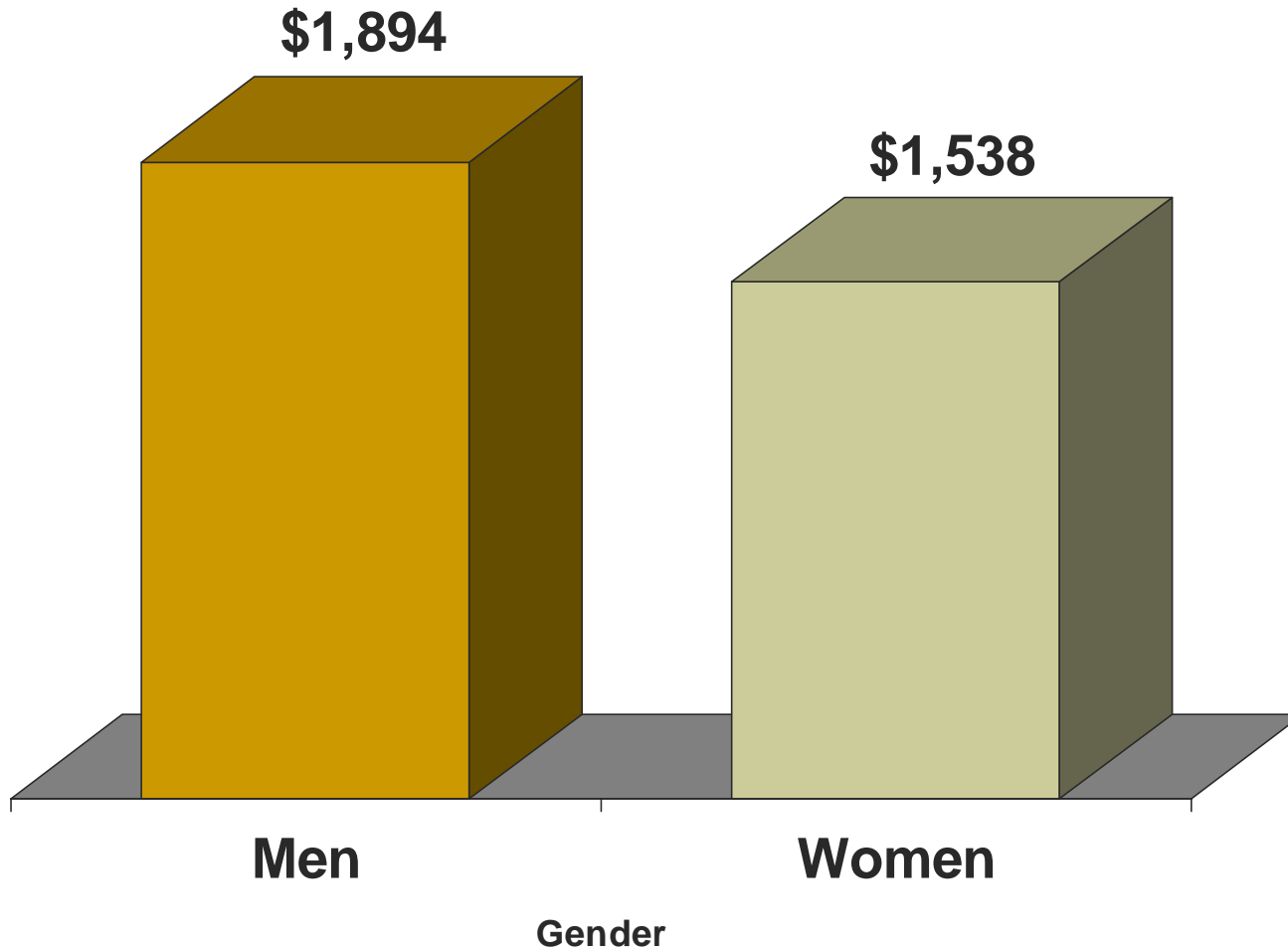
- Women are more likely to give than men (85.6 percent compared with 80.7).
- Men give more on average, than women (before controls for income).
- At highest income range (> \$100,000), women give more than men, on average.

[Percentage who give, by gender, no controls]

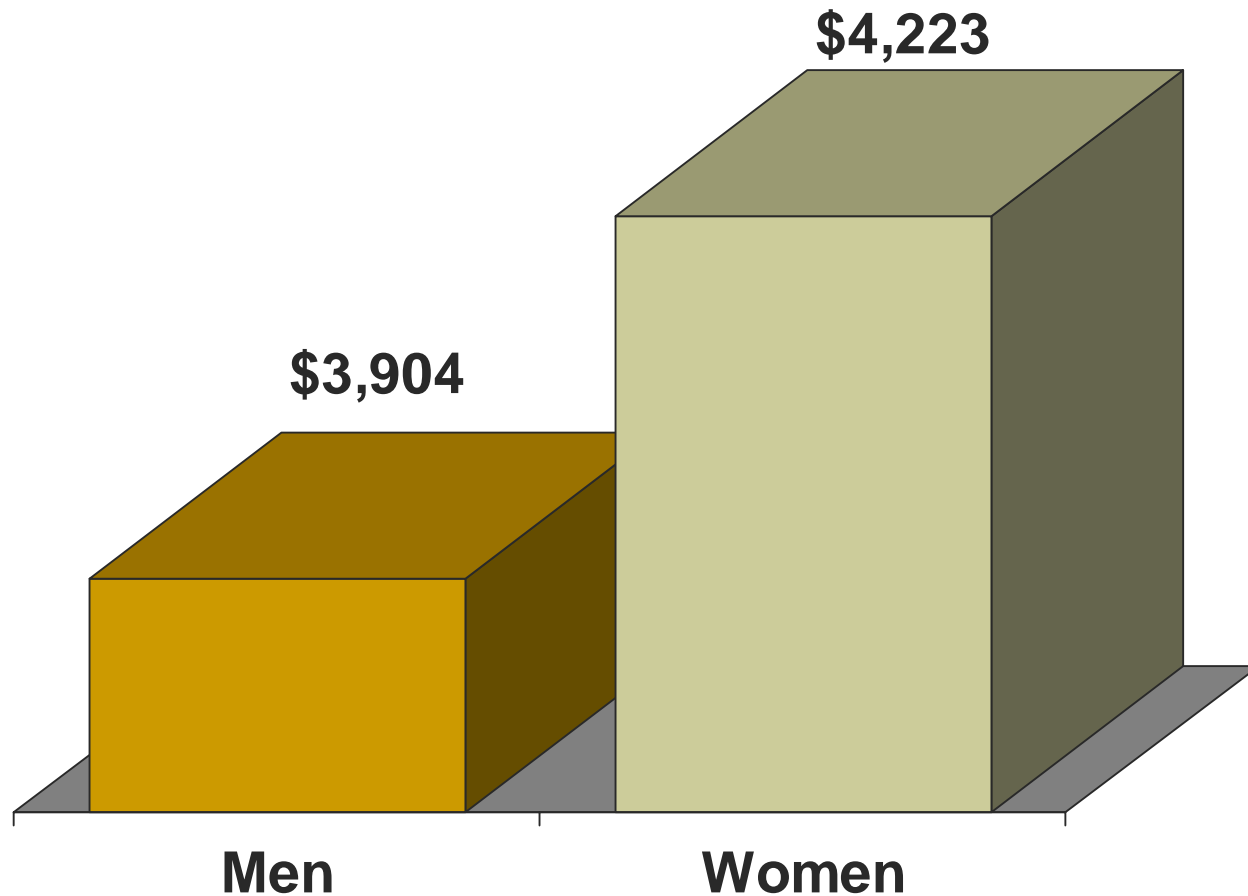


Average Giving by Gender

no controls



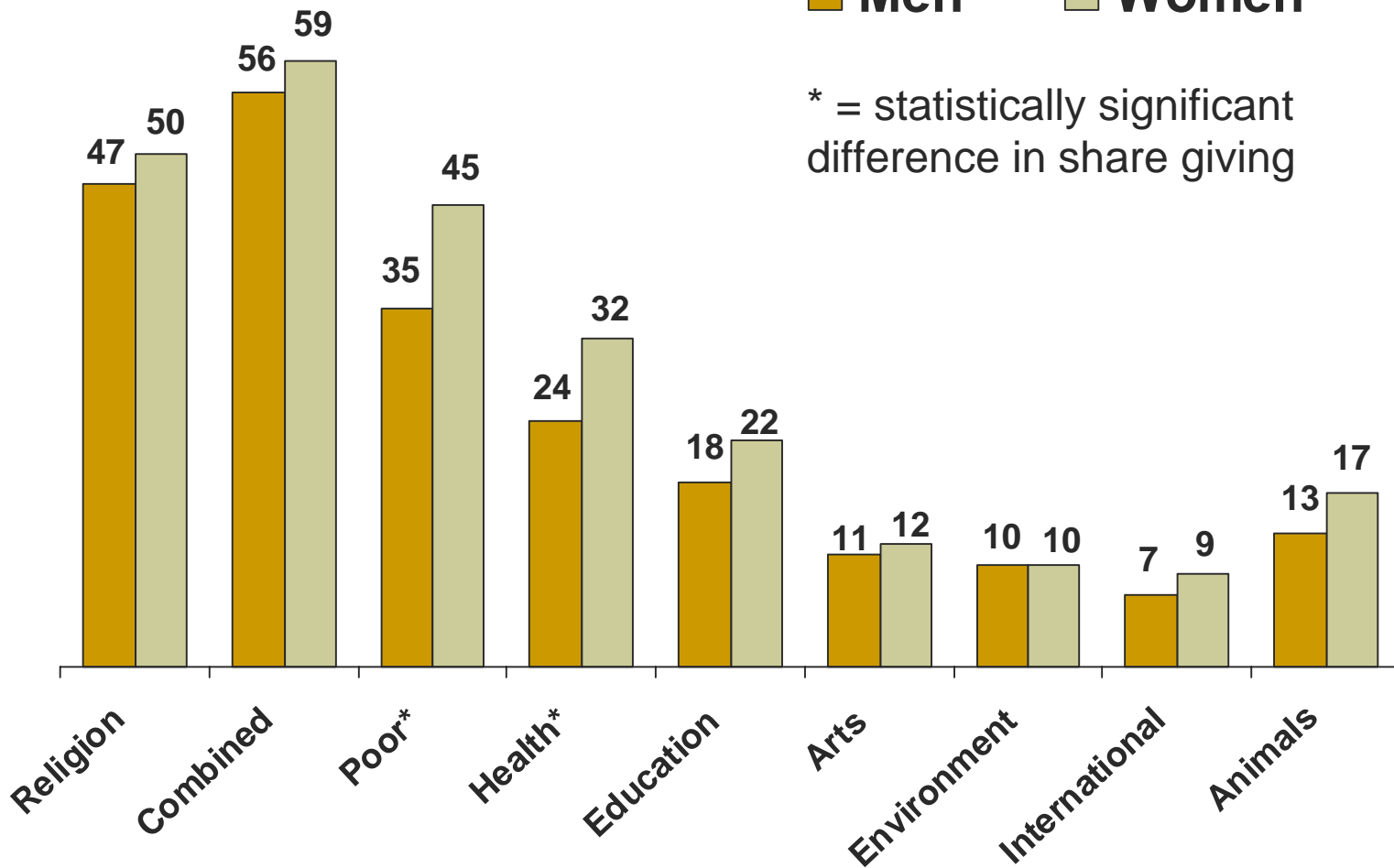
Average total giving,
income \geq \$100,000



Percentage donating by recipient type

Men Women

* = statistically significant difference in share giving

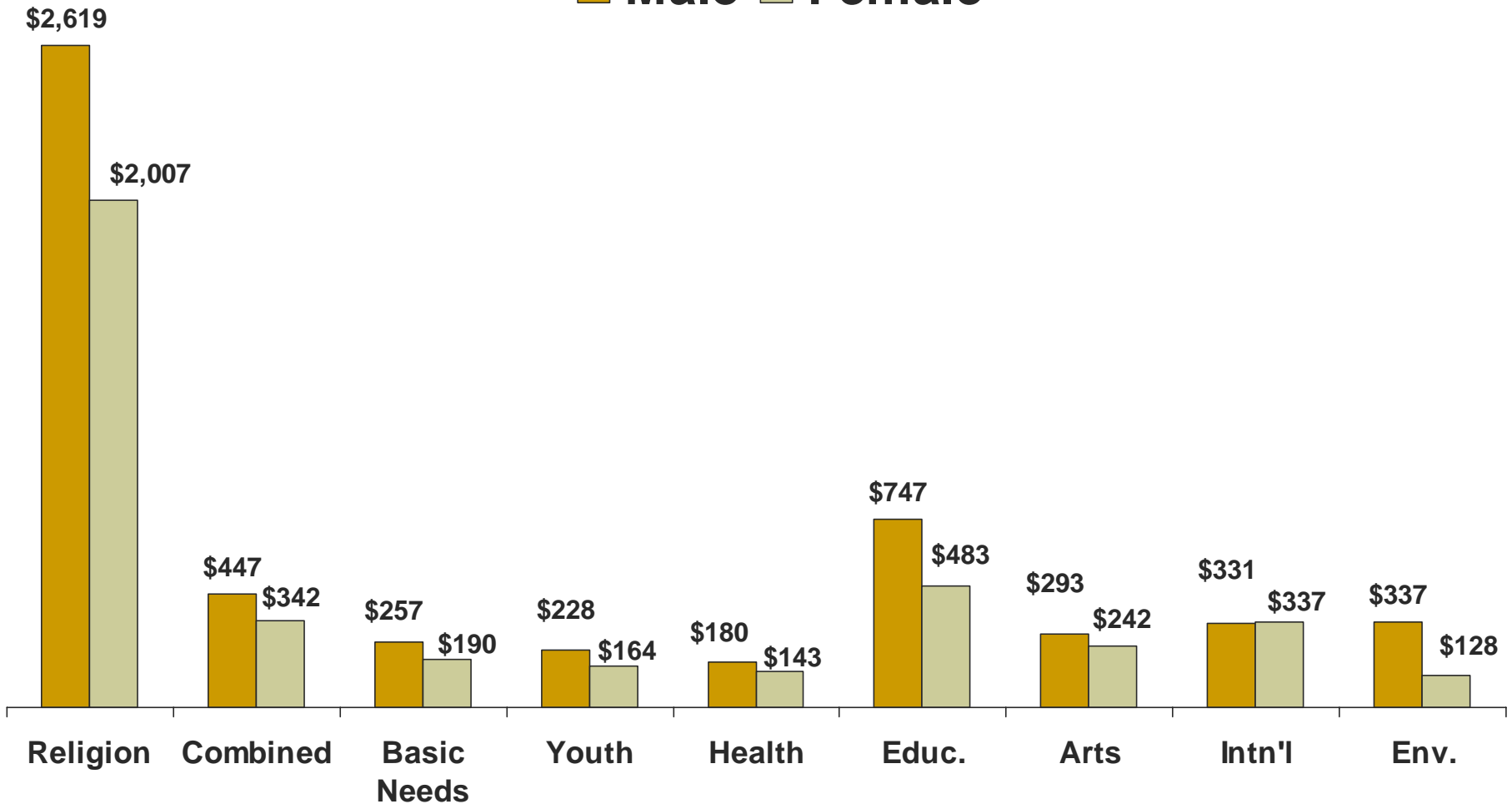


Differences in who gives to what

- Women are more likely than men to give to:
 - Meet basic needs
 - (45% of women; 35% of men)
 - Health
 - (32% of women; 24% of men)

Amounts contributed, before controls

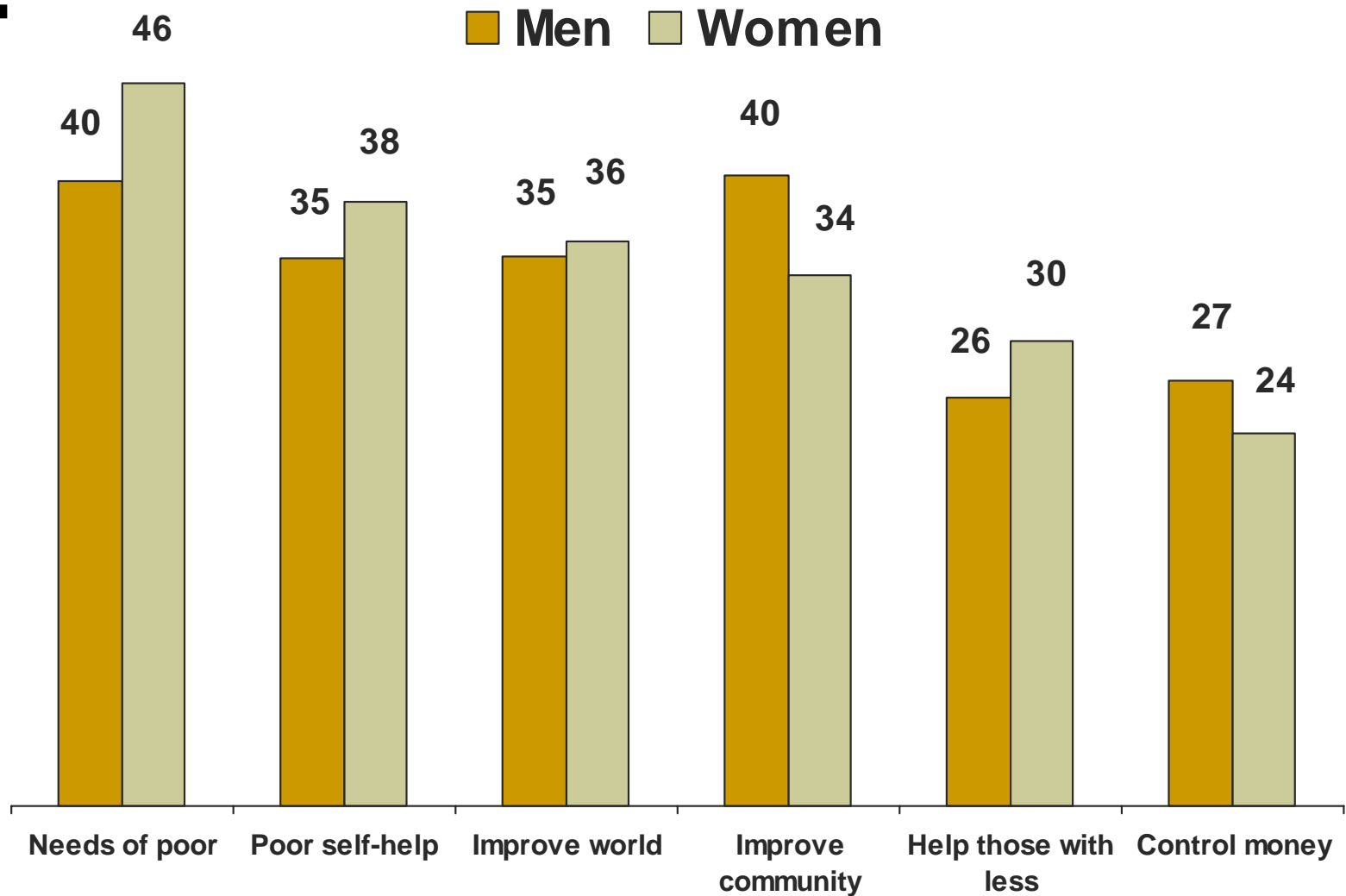
■ Male ■ Female



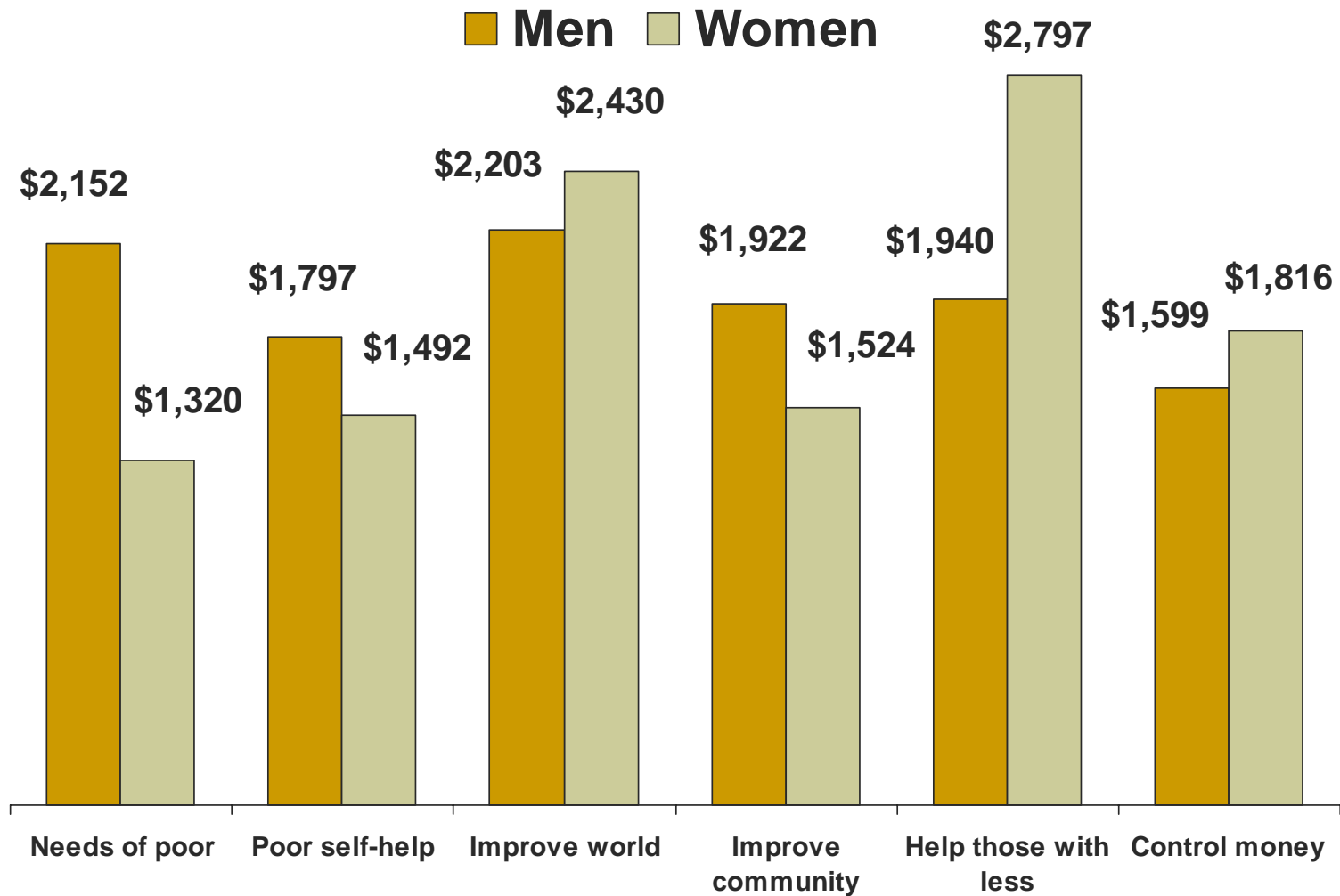
[Why do people give?]

- Top motives similar across groups
- Top motives (out of 12 offered):
 - Help meet basic needs of the very poor
 - Help the poor help themselves
 - Make the world better
 - Make my community better
 - Responsibility to help those with less
 - Control where my money goes

% who gave with motivations, before controls



Average total giving by motivation and gender



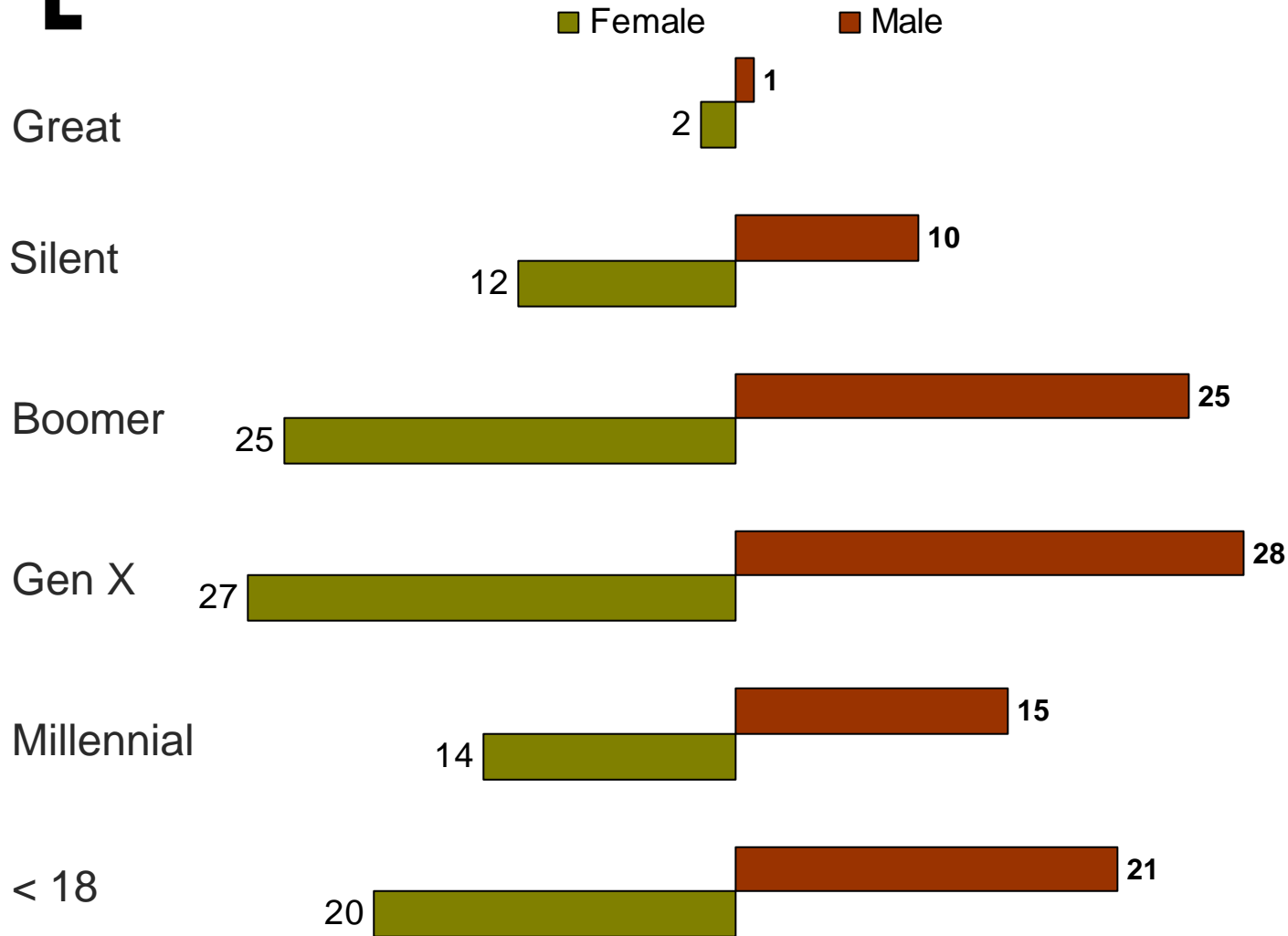
Gender differences in giving motives, after controls

- Three statistically significant differences in motives for giving:
 1. Men more motivated by desire to make my community a better place (40% v. 34%).
 2. Men more motivated to provide services where govt. can't or won't (25% v. 22%).
 3. Women feel strong responsibility of those with more to help those with less (30% v. 26%).

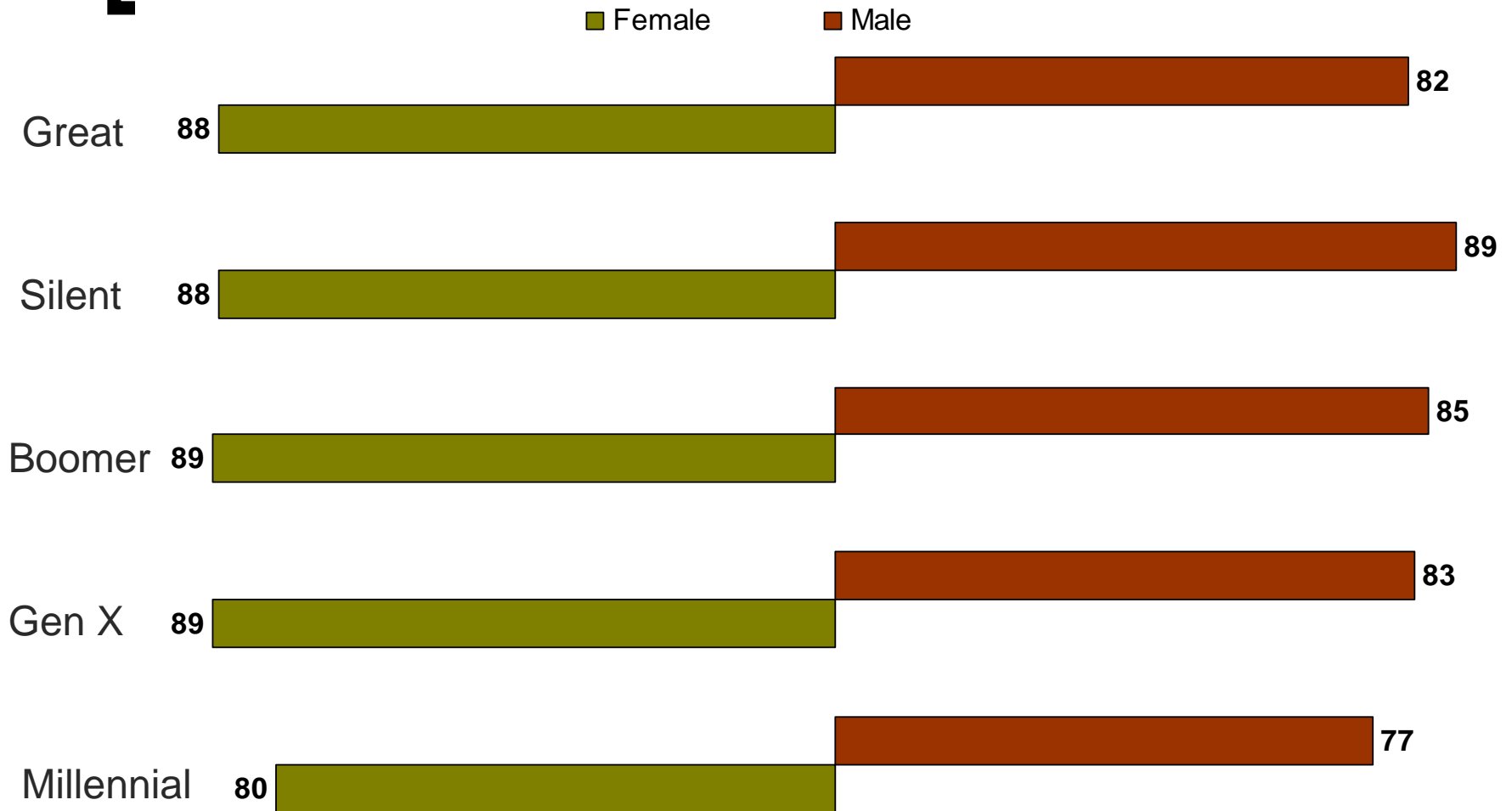
Generations

- Great: born before 1925
- Silent: born 1926 to 1945
- Boomer: born 1946-1964
- X: born 1964-1981
- Millennial: born since 1981 – the oldest are 27 this year.

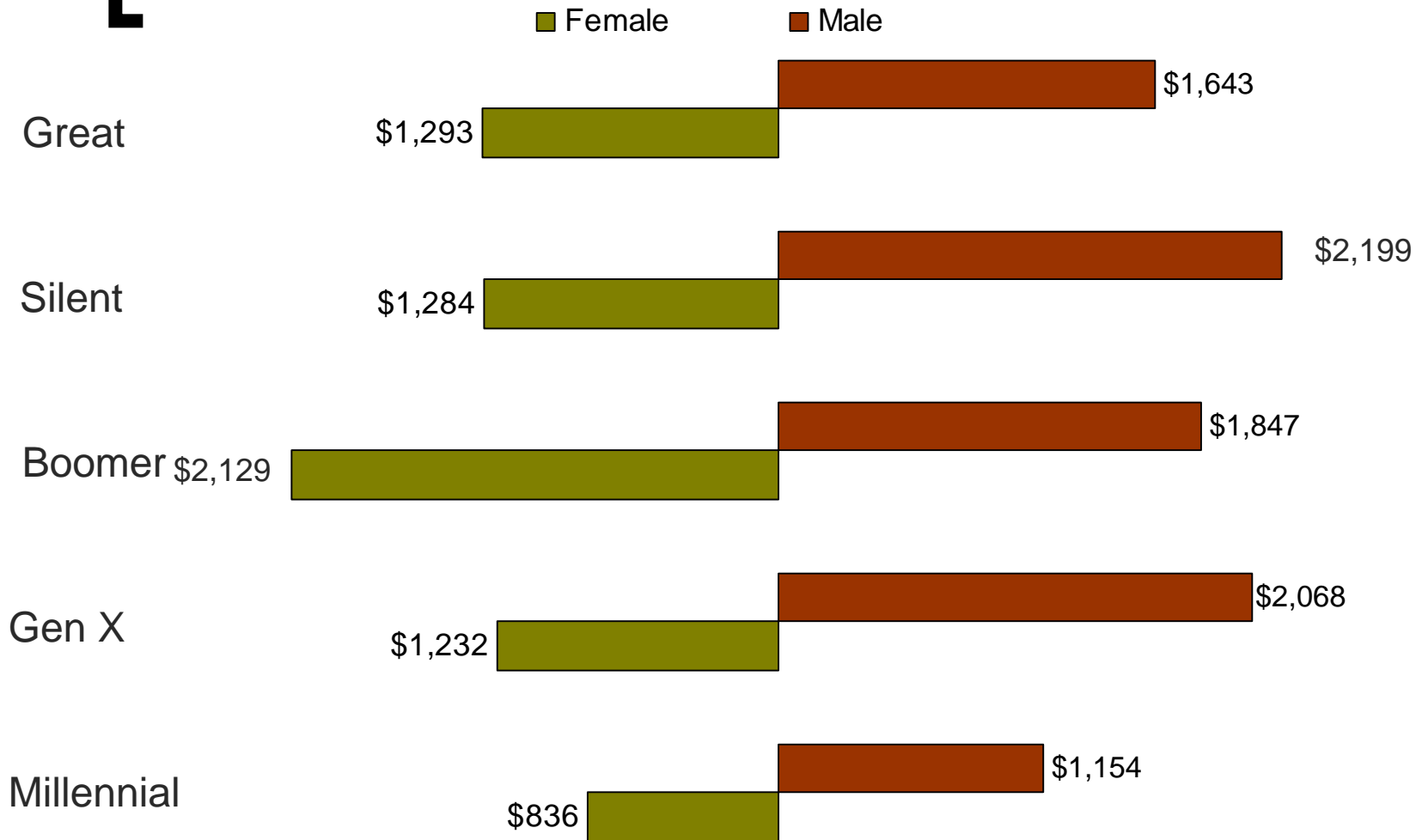
By gender, percentage in each generation, circa 2006, US population



By generation and gender, percentage that give, this study, before controls



By gender, average total giving, this study, before controls





Why are there differences?

[Results of Tobit regressions that control for all variables]

[Income matters]

- Median household income was about \$48,000 in 2007. At the median household income, total giving averaged \$1,178 (includes non-donor households).

All else held constant:

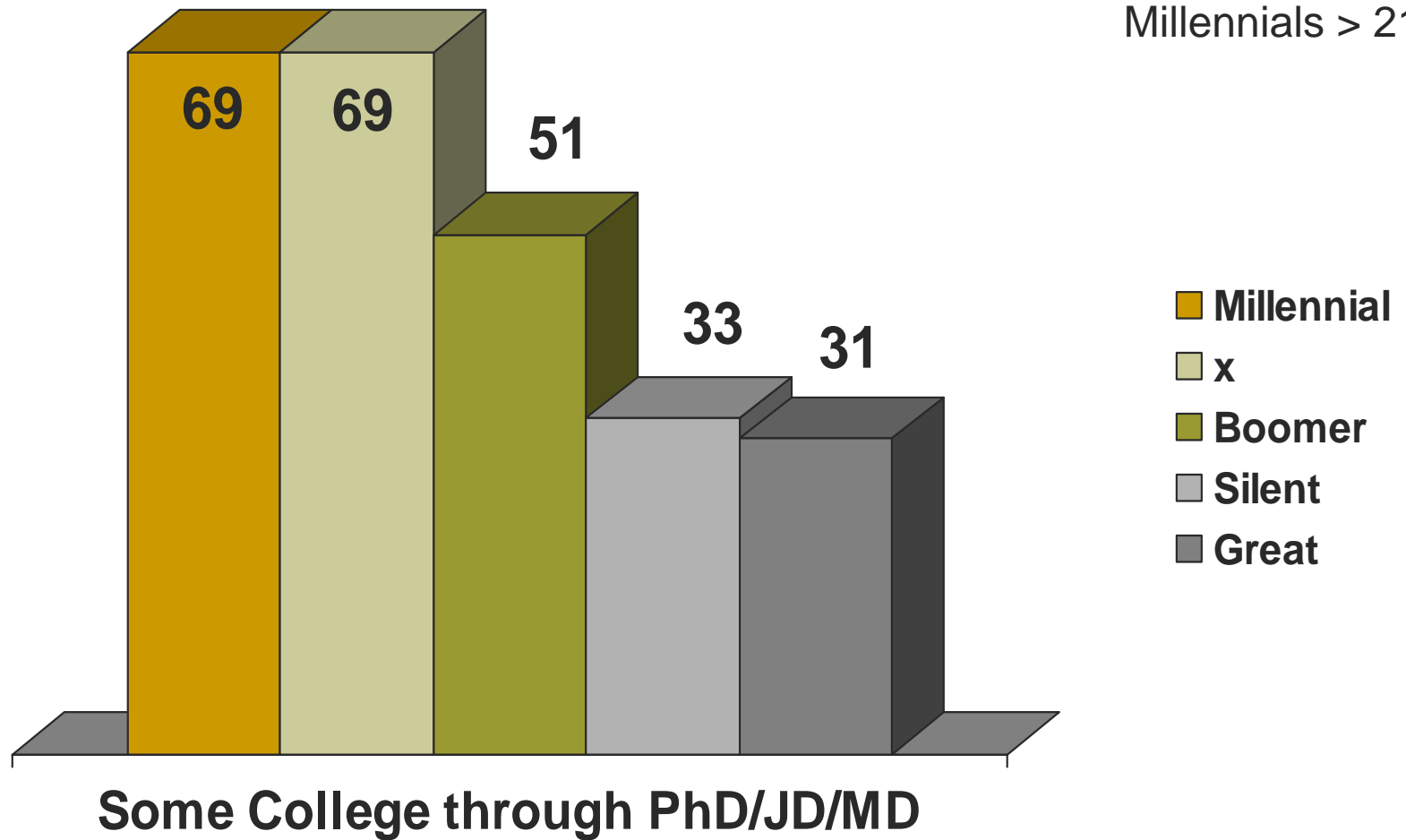
- Households in the lowest income group gave \$1,700 - \$1,800 LESS than the median income group. [p<.01]
- Households in the top income group gave \$2,700 - \$3,000 more than the median group. [p<.01]

[Other things linked to giving]

- Higher level of education = more \$ given
 - Married = more \$ given
 - Single men with high school education and incomes < \$50,000 among the nation's least likely donors.
 - Frequent attendance at worship = give more

[Education levels are rising]

Millennials > 21



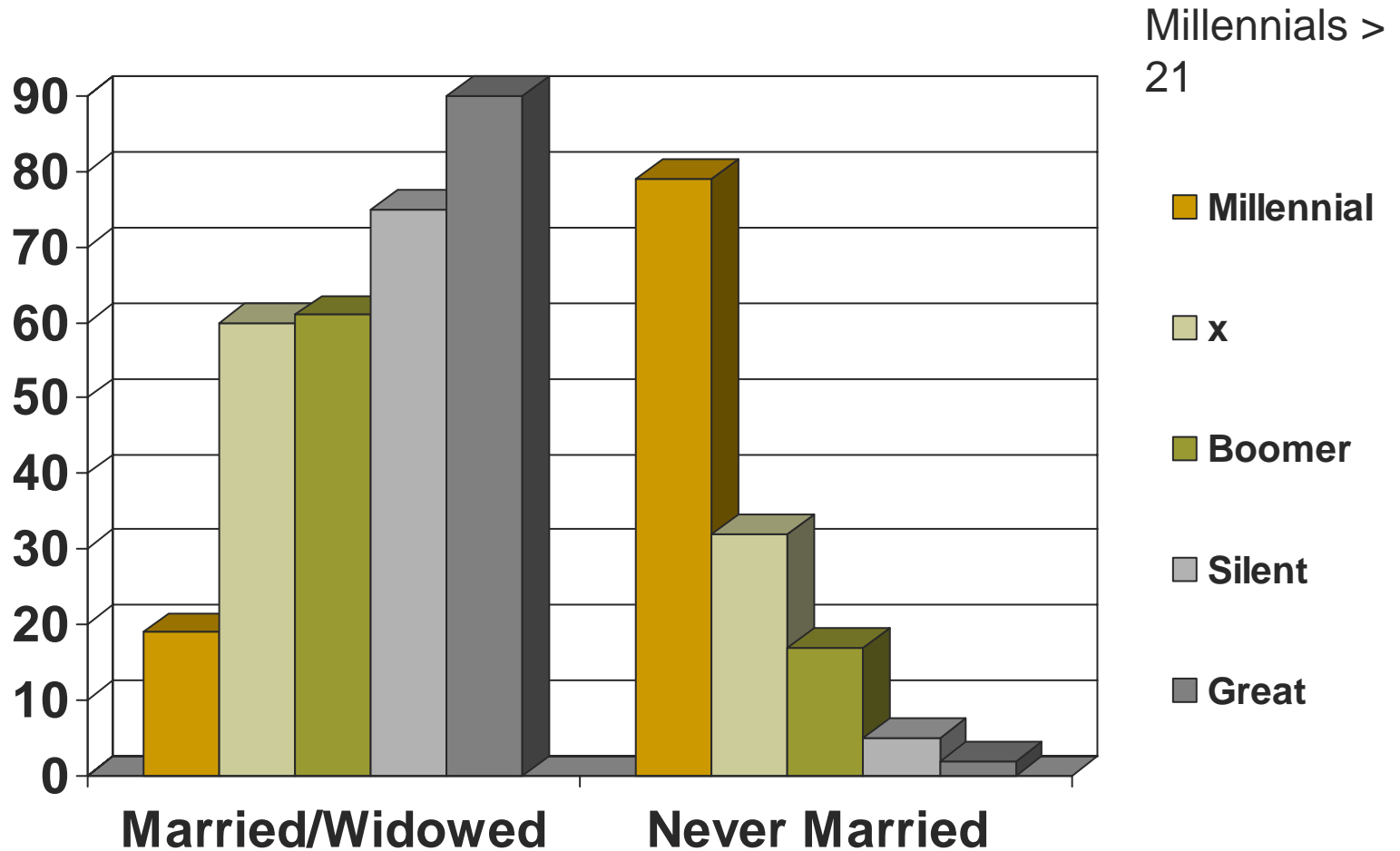
[X and Millennials go to college]

- All things being equal, this increases the giving from these age groups.
- College Degree increases giving by about \$1,900 [$p < .01$], even taking into account income differences, when compared with less than h.s. diploma.

[Marriage]

- Wuthnow (2005: *After the Baby Boomers*) shows us that people marry later and more remain unmarried.
- Ages at first marriage in 2002
 - Men: almost 27 years
 - Women: just over 25 years.
- A third of people in their 30s and 40s are single.
 - In 1970, it was 20%.

[Marital status, this study]



[Implications of later marriage]

- Marital status matters particularly for RELIGION giving.
- Single people in this study gave about \$200 - \$1,000 less to religion than married people. [$p < .01$], after controls for all other factors.

[Giving IS different because:]

- Younger generations (X and Millennial) appear to be giving less to religion because, when single, they attend less often.
- This affects their total giving but not their secular giving (in this study).
- Data to 2002 show that men and women attend more often and give more to religion after marriage. (Wuthnow, *After the Boomers*, p.55).

Interaction: Gender and Generations

- Controlling for
 - Income
 - Education
 - Race
 - Marital status
 - Region of the country (4 regions)
 - Children <5; 6-12; 13-17
 - Frequency of worship service attendance
 - Political ideology (liberal, middle, conservative)

[Basic results are as expected]

- Low income gives less; high income gives more
- BA or higher gives more
- Race: no differences
- Generation: no differences in total
- Gender: no differences in total

Differences in amounts given by gender and generation, after controls

- Generation and Gender combined
- All categories give the same total as Boomer Men after controls.
- All categories give the same to secular.
- Four groups give more to religion than Boomer men after all controls. Marginal effects:
 - Gen X men, \$596
 - Gen X women, \$2,553
 - Silent generation men \$668
 - Great generation women \$1,847

Gender and generation and motives – Probabilities equal

- Basic needs
- Help poor help selves

- In the following slides, both a blank space and n/s means no statistically significant difference. n/a means not applicable (Boomer men are not compared with Boomer men).

Difference in probability of motivation (marginal effects)

compared with Boomer Men after all controls

■ Responsibility to help those with less

	Men	Women
○ Boomer	n/a	+5.8%
○ Silent Generation		+6.8%

■ Provide services gov't can't or won't

	Men	Women
○ Millennial	-6.8%	-7.8%
○ Gen X men	-4.8%	-7.0%
○ Boomer	n/a	-5.6%

Difference in probability of motivation (marginal effects)

compared with Boomer Men after all controls

- Make the world a better place

	Men	Women
Millennial		12.3%
Gen X	4.3%	4.4%
Boomer	n/a	3.8

- Make the community better

Boomer	n/a	-4.9%
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Difference in probability of motivation (marginal effects)

compared with Boomer Men after all controls

- Decide where my money goes

	Men	Women
Millennial	-8.7%	n/s

Most important motivation

(% more than Boomer men after all controls)

	Generation	Men	Women
■ Basic needs	Mill	-3.4	
■ Responsibility	Boomer	n/a	3.9
	Silent		3.6
■ Decide money	Silent	1.9	3.6
■ Improve world	Mill		5.3
	Great		-5.1
■ Improve commty	Mill	-3.9	
	Boomer	n/a	-2.4
	Silent		-2.5
■ Service gov't won't	Mill	-1.7	-2.4
	Gen X		-1.5
	Boomer	n/a	-1.2
■ Help the poor help selves	All	n/s	n/s

Implications for practice

- Women, especially Millennial women, respond to a ‘world’ message.
- Boomer and older women (but not Gen X or Millennials) are more likely than Boomer men to respond to
 - Responsibility to help others
- Women less likely than men to respond to
 - Improve the community
 - Provide services government can't/won't

[To reach Boomers & Older]

- Responsibility to help those with less important to Boomer women.
- Also important for people in highest income group (controlling for gender and generation).
- Highest income group about 8% more likely to select that motivation than people in median income group.

[To reach Gen X & Millennials]

- Some “traditional” messages less effective – benefit community, replace or supplement government services, even ‘helping meet people’s basic needs’ (Millennial men less likely to pick as most important motivation than Boomer men).
- Other work suggests “fun” and “impact” are important messages for these generations.
- Improving WORLD seems important, especially to women.

[In conclusion:]

- Asked earlier: With more higher education and income, are women in Gen X and Millennial generations ‘thinking more like men’ as donors?
- This study hints that it is the other way: Men in those generations are thinking more like women, and neither is thinking much like Boomer men.

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