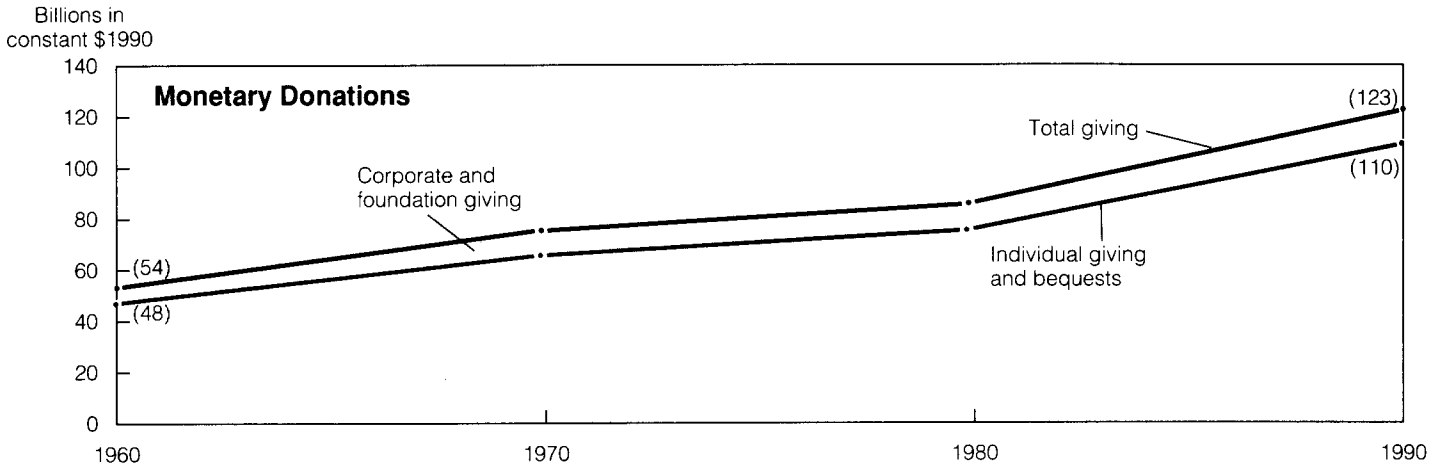


THE DEMOGRAPHICS OF GIVING

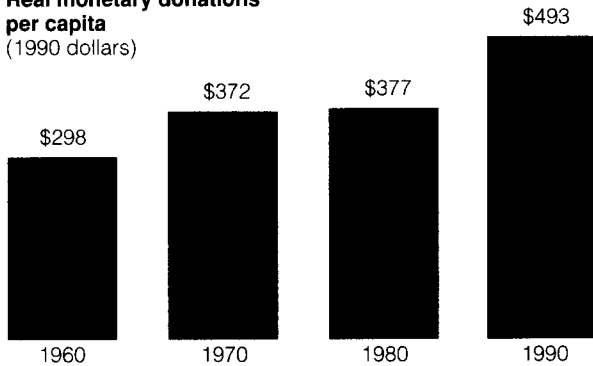
Media refrains notwithstanding, the behavior of Americans as a whole over the past decade was quite the opposite of "greedy." Compared to other societies, Americans have long distinguished themselves by their high levels of charitable giving and volunteering. The 1980s actually brought a pronounced *uptick* in giving over the 1970s.



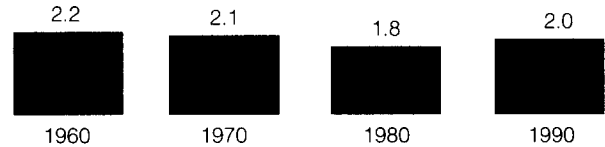
Source: American Association of Fund-Raising Counsel, Inc. (AAFRC).

Philanthropic Effort

Real monetary donations per capita (1990 dollars)

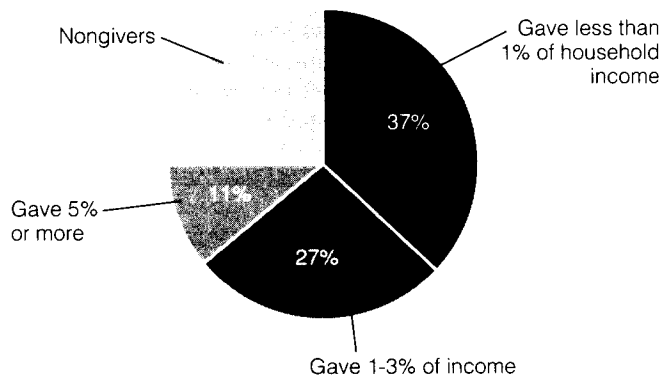


Monetary donations as a percentage of GNP



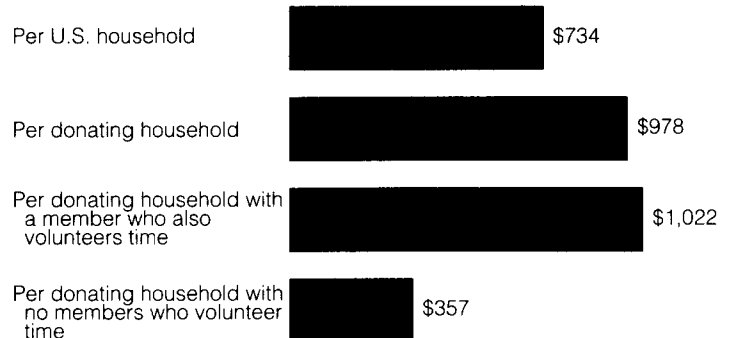
Source: Editor's calculations from data supplied by AAFRC, Inc., the U.S. Bureau of the Census, and the U.S. Bureau of Economic Analysis.

Households by level of charitable giving



Source: Independent Sector. 1989 data.

Average charitable donation



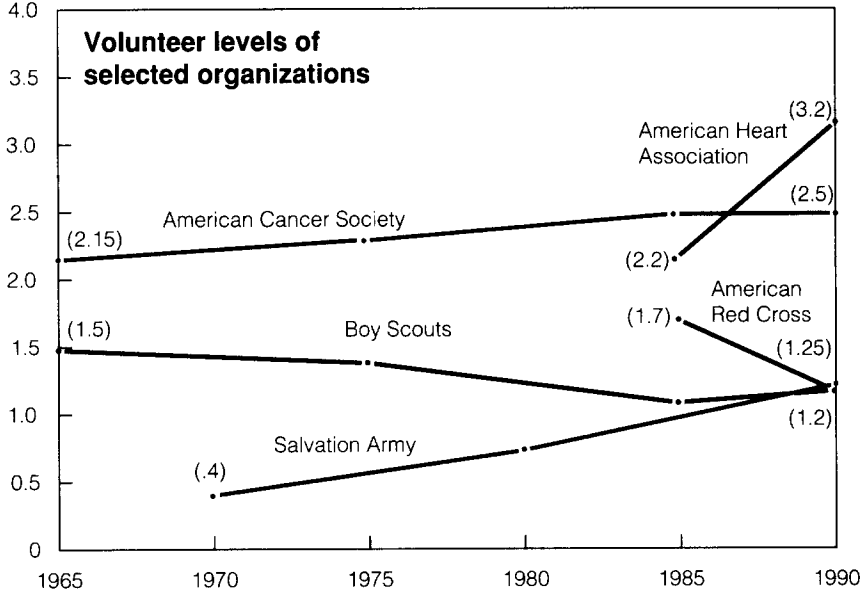
Source: Independent Sector. 1989 data.

Despite tumultuous social changes, like the shift of many women into the paid labor force, Americans continue to give not only dollars but also lots of hours to voluntary causes. The jobs they fill are mostly humble, and their motives are predominantly altruistic.

Volunteering Rates

Estimates of the amount of volunteer work done in the United States vary widely, depending on how it is defined and measured. According to *Giving and Volunteering in the United States, 1990*, a survey by the Gallup Organization for the philanthropic association Independent Sector, an estimated 96 million persons (54 percent of the adult population) donated some of their time in the previous year. The U.S. Bureau of Labor Statistics released data last year from the *Current Population Survey on Volunteer Workers* which offered much lower estimates, 38 million volunteers (20 percent of all adults). Several factors are cited by researchers to account for the disparity: the BLS defined voluntarism narrowly as work for an established charitable institution, while Gallup included that type of work plus informal efforts undertaken by people for their neighbors, family members, and so forth. The BLS survey allowed each respondent to estimate the volunteer activities of all other household members (which results in undercounts), while Gallup asked a smaller number of individuals about their own experiences only. Question wordings and instructions to the surveyors about what to include also varied. By either estimate, the level of volunteer effort is significant. If volunteers had been compensated at the average hourly rate of U.S. workers, their time would have been worth \$45 billion under the BLS accounting, and \$170 billion by the Gallup reckoning.

Millions of volunteers



Source: Estimates supplied to editor by the national headquarters of each organization.

Major Reasons for Volunteering

Independent Sector

- 62% Wanted to do something useful
- 34 Thought I would enjoy the work
- 29 Family member or friend would benefit
- 26 Religious concerns
- 10 Had a lot of free time
- 9 Previously benefitted from the activity
- 8 Seeking fulfillment absent in my job
- 8 Wanted to learn

Marriot**

- 83% Help others
- 65 Feel useful
- 52 Moral responsibility
- 30 Social obligation
- 25 Companionship
- 17 Loneliness
- 15 Use up spare time
- 15 Learn a skill
- 14 Boredom
- 5 Guilt

Jobs Most Commonly Done by Volunteers

- Assistant to paid employee 8%
- Aiding the elderly or handicapped 7
- Assisting clergy 7
- Driver 4
- Committee member 4
- Babysitting 3
- Youth group leader 3
- Parish visitor or missionary 3
- Office or telephone work 3
- Tutor or teacher 3
- Cleaning work 2
- Sunday school teacher 2
- Coach 2
- Board member or trustee 2
- Church usher 2
- Arts volunteer 2

Note: *Survey of 962 Americans 60 years old or older.
 Source: Independent Sector, 1990 data, and Marriot Senior Living Services/U.S. Administration on Aging, 1991 data.

Source: Independent Sector, 1990 data.

There are significant variations among groups in willingness to volunteer time and labor and big differences in the scope of financial giving. The favorite cause is religion, followed by a broad spread of other undertakings.

Causes Aided by Volunteers

Independent Sector		Bureau of Labor Statistics	
18%	Religious	37%	Religious
16	Informal person-to-person aid	15	Education
10	Education	13	Civic or political
10	Youth development	10	Health
9	Human services	10	Social welfare
7	Health	8	Sport or recreational
5	Adult recreation	6	Other
5	Public or societal benefit		
5	Arts		
4	Environment		
3	Political organizations		

Source: Independent Sector, 1989 data, and the U.S. Bureau of Labor Statistics, 1989 data.

Causes Aided by Financial Donors

Independent Sector		American Association of Fund-Raising Counsel	
65%	Religion	54%	Religion
8	Human services	10	Education
8	Education	10	Human services
6	Health	8	Health
4	Youth development	6	Arts
3	Arts	4	Undesignated
2	Public or societal benefit	4	Public or societal benefit
2	Environmental		
1	International	2	Environmental
1	Recreation	2	International

Source: Independent Sector, 1989, and the American Association of Fund-Raising Counsel, Inc., 1989 data.

Who Gives?

	Percent who volunteered	Percent who made a monetary contribution	Gifts as a percentage of income
Midwest	22%	82%	2.3%
West	21	77	2.5
South	19	65	1.7
Northeast	19	77	1.5
14-17 years of age	22	48	—
20-24	11	54	.6
25-34	20	70	1.6
35-44	29	86	2.0
45-54	23	79	1.9
55-64	21	80	3.1
65+	17	79	3.5
White	22	77	2.0
Black	12	61	1.4
Hispanic	9	62	1.0
Single	14	61	1.1
Married	25	80	2.2
Divorced	17	73	2.0
Persons without children under 18	18	—	—
Persons with children under 18	25	—	—
Less than H.S. grad.	8	—	—
H.S. grad.	19	—	—
College grad.	38	—	—
Employed	23	77	2.0
Unemployed	14	70	1.8

Note: All monetary contribution and gift figures are from the Independent Sector survey. Volunteering rates by region and for teens aged 14-17 are also from Independent Sector. Volunteering rates for all other categories are from BLS.

Source: Editor's compilation from data supplied by the U.S. Bureau of Labor Statistics, 1989 data, Independent Sector, 1990 data.

Charitable activity extends up and down the income spectrum. Men and women favor different causes. Religious commitment is far and away the strongest determinant of generosity in giving.

Charitable Giving . . .

By income level

Annual income	Percentage who volunteered	Average contribution	Gifts as a percentage of income
Under \$10,000	9.2		
\$10,000-29,999	15.6		
\$30,000-49,999	23.4		
\$50,000+	27.0		
Annual income	Percentage who made a monetary contribution	Average contribution	Gifts as a percentage of income
Less than \$10,000	49%	\$ 379	2.5
\$10,000-19,999	65	485	1.9
\$20,000-29,999	77	728	2.1
\$30,000-39,999	82	894	2.0
\$40,000-49,999	85	831	1.5
\$50,000-74,999	86	1,096	1.5
\$75,000-99,999	92	2,793	2.9
\$100,000+	87	2,893	2.4

Source: U.S. Bureau of Labor Statistics, 1989, and Independent Sector, 1989 data.

By sex

	Men	Women
Percentage making financial donation during year	72%	78%
Percentage who volunteered		
Independent Sector	52	56
BLS	19	22
Breakdown of men's and women's volunteer efforts by cause		
Religious	36	39
Education	11	19
Civic or political	17	10
Health	7	13
Social welfare	10	10
Sports or recreational	12	5

Source: U.S. Bureau of Labor Statistics, 1989, Independent Sector, 1989 data.

By religious attendance

Frequency of church attendance	Volunteering rate	Average hours volunteered per week	Percent who made a monetary contribution	Gifts as a percentage of household income
Weekly or nearly weekly	71%	3.4	88%	3.8%
Once or twice a month	54	1.5	76	1.5
Only a few times a year	43	1.2	71	1.3
Never	40	1.6	58	.8

Source: Independent Sector, 1989 data.

**Coming in the November/December issue . . .
What It Means to Be a Feminist**