

Women Give 2010 Part 2: Causes Women Support New Research About Women and Giving December, 2010

INTRODUCTION

Are there differences in the causes men and women support?

The first report of Women Give 2010, released in October, reported differences in giving to charity between male and female single-headed households across income levels. Findings in that report revealed that (1) in every income group from the lowest quintile (\$23,509 or less) to the highest quintile (>\$103,000), female-headed households were more likely to give to charity than male-headed households; (2) in every income group except for one, women gave more than men (almost twice as much); (3) when comparing females to males by single-status, women were more likely to give and give more than men—except for widowers who gave more than widows.

This second report, *Causes Women Support*, is a follow-up to the October 2010 report. Using the same data set, methodology, and analysis, we examine the differences between men and women's giving by charitable area. The research question we ask is, "Are there differences between male and female single-headed households across all subsectors of charitable giving? As in the first report, we focus *only* on male and female households led by the following singles: (1) never marrieds, (2) divorced/separated, and (3) widows/widowers. By focusing only on male and female single-headed households, the conclusions that we draw will be more definitive as to the differences between men's and women's giving.

Why is this study important?

The prevailing perception of women's giving is that women are more likely to give, but they give smaller amounts than men. Research in this area offers some support for this belief. Men and women *do* exhibit different charity choices and patterns of donating money. Males tend to concentrate their giving among a few charities, whereas females are more likely to spread the amounts they give across a wide range of charities (e.g., Andreoni, Brown, & Rischall, 2003; Piper & Schnepf, 2008). That is, "women are more egalitarian in their giving, while men are more strategic" (Brown, 2006). Previous research also indicates that women tend to give to organizations that have had an impact on them or someone they know personally (Parsons, 2004; Burgoyne, Young, & Walker, 2005). Subsequently, much of the empirical research indicates that men and women exhibit different charity choices and patterns of donating money. However, research has been inconsistent as to the differences in charity choice. The purpose of this study is to undertake a more comprehensive perspective of men and women's giving by examining the likelihood of giving across *all* charity subsectors, using a nationally representative sample of U.S. households.

METHODOLOGY

Our study uses the Center on Philanthropy Panel Study (COPPS) to examine the likelihood and amount of giving across 11 areas of charity. This is the only national study that examines all areas of giving across single-headed households. The sample size for the analysis was approximately 2500 households. The 11 areas examined match up with areas used in other analyses and allow for comparability across data sets.

The 11 areas of giving are:

- (1) **religious purposes or spiritual development**, for example to a church, synagogue, mosque, TV or radio ministry;
- (2) **combined purposes**, for example, the United Way, the United Jewish Appeal, the Catholic Charities, or your local community foundation;
- (3) **help people in need of food, shelter, or other basic necessities**;
- (4) **health care or medical research** organizations, for example, to hospitals, nursing homes, mental health facilities, cancer, heart and lung associations, or telethons;
- (5) **education**, to colleges, grade schools, PTAs, libraries, or scholarship funds;
- (6) **youth or family services**, for example scouting, boys' and girls' clubs, sports leagues, Big Brothers or Sisters, foster care, or family counseling;
- (7) **arts, culture, or ethnic awareness**, for example to a museum, theatre, orchestra, public broadcasting, or ethnic cultural awareness;
- (8) **improve neighborhoods and communities**, for example community associations or service clubs;
- (9) organizations that **preserve the environment**, for example, conservation efforts, animal protection, or parks;
- (10) **international aid** or to promote world peace for example, international children's funds, disaster relief, or human rights;
- (11) **other**

Use of Controls. We use the same controls as in the first report.

The controls that we used in our study are the following:

- Income
- Wealth
- Education
- Age
- Race
- # of children in household
- Age of the youngest child
- Employment status
- Health of head of household

FINDINGS Likelihood of Giving

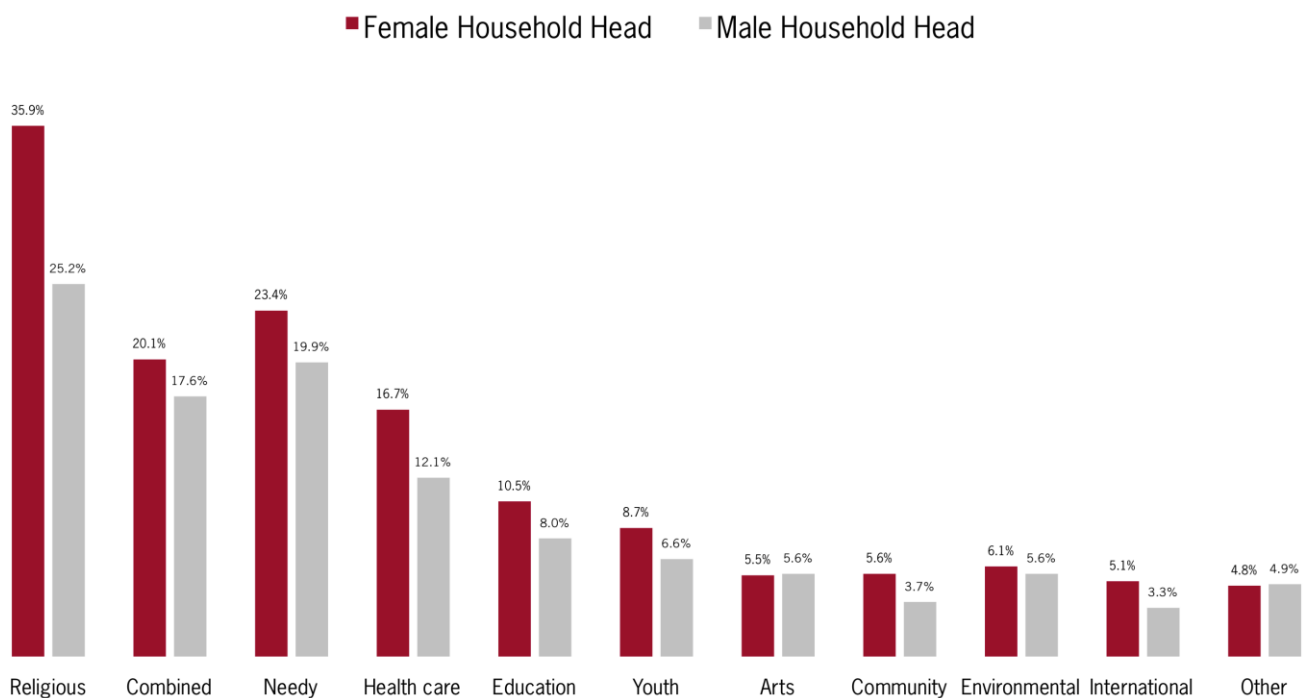
Finding #1. Female-headed households are *more likely or as likely* to give as male-headed households in *every* charitable subsector.

The chart and graph show the following:

Chart 1.

SUBSECTOR	FEMALE HEAD OF HOUSEHOLD	MALE HEAD OF HOUSEHOLD
Religious Institutions	35.9%	25.2%
Combined Purposes	20.1%	17.6%
Help Needy	23.4%	19.9%
Health Care/Med. Research	16.7%	12.1%
Education	10.5%	8%
Youth & Family	8.7%	6.6%
Arts & Culture	5.5%	5.6%
Community	5.6%	3.7%
Environment	6.1%	5.6%
International	5.1%	3.3%
Other	4.8%	4.9%

Graph 1.



Interpretation of Data

When comparing all female single-headed households to all male single-headed households by each area of giving, females are more likely than males to support 8 of the 11 areas and as likely as males to support the other three areas.

The results show that females are *more likely* than any of the male single-headed households to give to (1) religion, (2) combined purposes, (3) helping people in need, (4) health care, (5) education, (6) youth or family, (7) community, and (8) international. Female single-headed households are *as likely* as their male counterparts to give to arts & culture, environment, and other.

For example, the research reflected in Chart 1 finds that roughly one-third of female single-headed households are likely to support religious institutions in contrast to one-quarter of their male counterparts.

Finding #2. The top five areas in which female-headed households are significantly *more likely* than their male counterparts to give are the international, community, religion, health care, and youth & family areas.

In Finding 2 we examine differences between males and females in each subsector to determine their differences in the likelihood of giving. Chart 2 shows that females are more than 50 percent more likely than males to support international and community causes, although less than 6 percent of both men and women are likely to support these causes.

Chart 2. Gender differences in likelihood of giving

Percent by which females are more likely to give	Cause
55%	International
51%	Community
42%	Religious institutions
38%	Health care
32%	Youth or Family
31%	Education
18%	Helping people in Need
14%	Combined purposes

Interpretation of Data

Finding 1 focuses on the likelihood of support for charitable areas by gender. Finding 2 highlights the percentages by subsector in which women are more likely than men to give.

SUMMARY

The findings in the Women Give 2010 *Causes Women Support* report reinforce the concept that gender matters in philanthropy. The results document that women and men are equally and deeply engaged in the community. Fundraisers, philanthropic advisors, and other trusted consultants can use these findings to help donors more closely align their giving to their passion.

While more research is needed to assess why the top five areas resonate more deeply with women (international, community, religious institutions, health care, and youth and family), a common thread is connectivity. Previous research and interviews with individual donors confirm that women are drawn to causes and organizations with which they or family members are connected or to which they can closely relate. There may also be a growing trend towards more transformational philanthropy occurring, reflecting increasing donor interest in connecting to the bigger picture for greater impact.

These results affirm for women that they are part of a global community, a bigger picture, and are connected to women around the world who have the same motivations and desires as they do, that they can make a difference on this planet. Since women are more than 50 percent more likely than males to support both global and local needs, they understand that globalization affects all of us and it benefits everyone to reach within and beyond borders to improve all lives.

References

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