



A Chronicle of Philanthropy Study Shows Charitable Giving by ZIP Code

Aug 21, 2012

[A new Chronicle of Philanthropy study](#)

that charts giving patterns in every state, city, and ZIP code shows some surprising [results](#). Check out the cool [interactive tool](#) to see the giving patterns in your neighborhood!

* **Wealthier Americans are not the most generous.** Those who earn under \$100,000 a year give a substantially higher proportion of their earnings (7.6%) to charity than those earning more (4.2%).

Some highlights of the findings overall:

* **Wealthy Americans who live only with other high earners give substantially less**

to charity (2.8%) than those living in economically mixed communities (4.2% is the rate for earners over \$200,000 overall).

* **Red states give more than blue states - but only if religious giving is included.**

In secular giving, California leads the pack, with New York second. The Chronicle doesn't specify, but we suspect that arts giving falls under secular giving.

* **Tax incentives make a big difference -**

the 13 states that offer incentives to charitable giving show a significant impact.

* **Zip code 10021 on Manhattan's Upper East Side in New York gave the most**
in the nation: over \$450 million/year.

Next we would love to see arts giving specified in the interactive map!

<http://philanthropy.com/article/America-s-Generosity-Divide/133775/>

[Listen](#) to an informative NPR piece on the report:

<http://www.npr.org/player/v2/mediaPlayer.html?action=1&t=1&islist=false&id=158947667&m=159308726>