

Demographic report

Overview of A "Giver"



Overview

28.9% of all Australians have claimed a tax deduction for charitable giving.



\$250-\$1000

26.3% of Australians gave between this value per year. This represented the largest segment of givers



Income

Frequency and value of donations increased as income also increased. Although higher incomes had a higher percentage "giving", median income levels also gave at the median percentage of all "givers"



Employment

Professionals disproportionately gave more frequently, and of a higher value than blue collar workers

Age

Propensity the donate increases with age