

Do the factors age and household income affect how charitable people are?



people are?



Introduction

Household income has been found to be a significant predictor for whether or not people donate money (Kimberly Yao & Authors, 2015). We predicted that people with a higher income would be more charitable in their donations.

A positive relationship has been found between age and charitable giving (Alpizar, Carlsson, & Johansson-Stenman, 2008/6) with the relationship becoming negative at around the age of 65 (Landry, Lange, List, Price, & Rupp, 2011). It has been suggested that younger people are less likely to give to charity and give less than older people (Pharoah & Tanner, 1997). Thus, we predicted that older participants would be more charitable than the younger participants.

Methods

621 participants were presented with a video of a food pantry charity. They completed a task comprised of saying how much money (out of \$100, that they could be given) they would be willing to donate to a charity, if any. Participants were asked how much they would donate, and whether the amount would change if they had received a letter from the charity, not seen a video. They were quizzed on the video. Finally, they were asked to complete a survey about poverty.

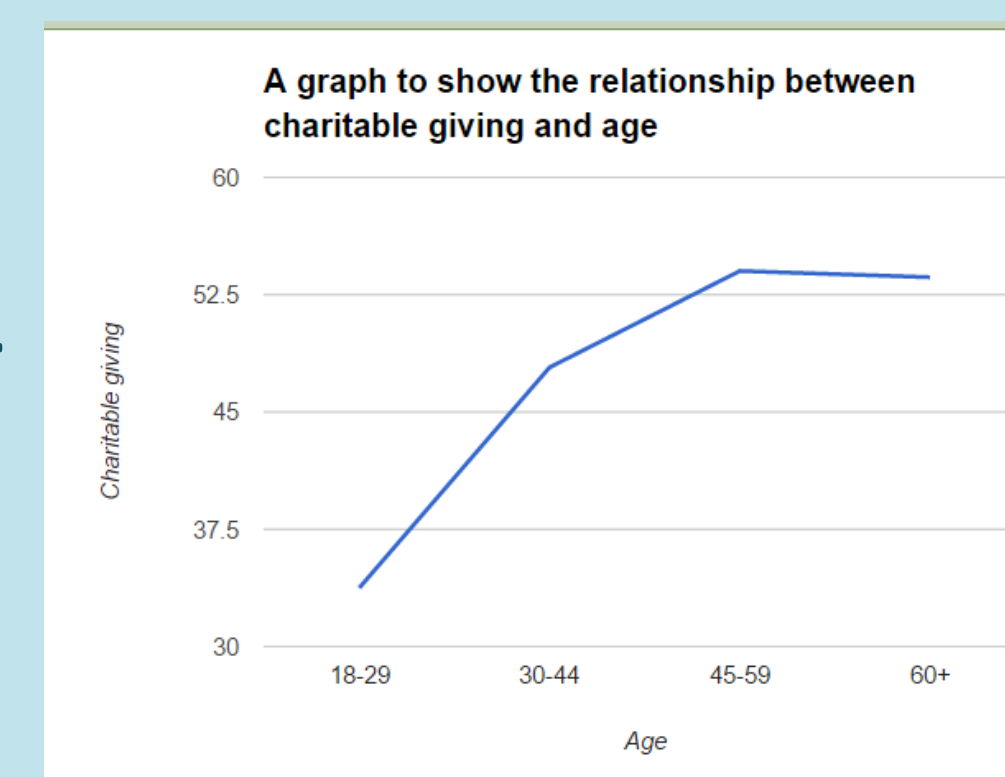
IVs: Age and household income

DV: Amount of money (out of \$100) the participant would donate

Experimental design: Two ANCOVAs were used to find a statistical relationship between age and donation and income and donation.

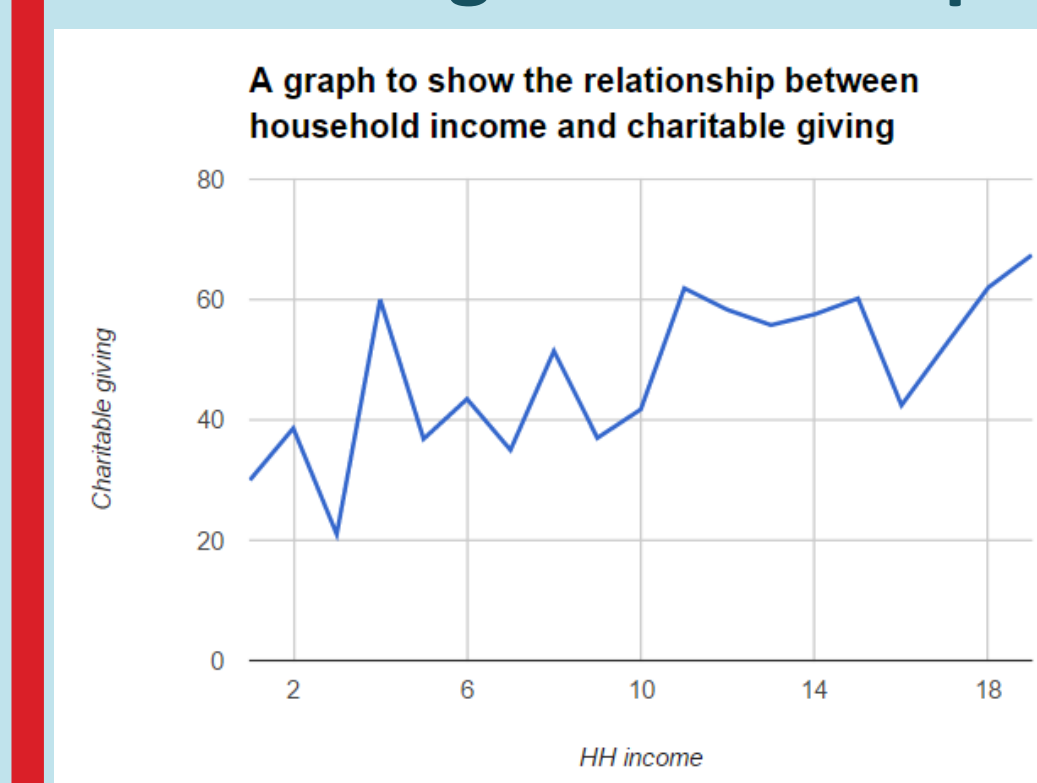
Results

The results show a strong positive correlation between age and income on charity. ANCOVA on age and donation amount was significant, with one significant difference between age groups 18-29 and 60+ (i.e. older people donated more).



ANCOVA on household income and donation was significant but post-hoc tests

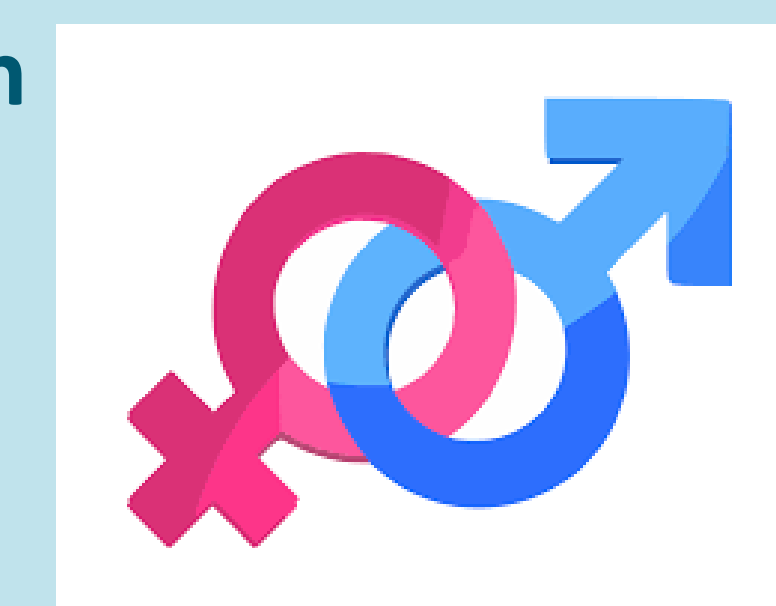
didn't show any significant differences between any groups. This maybe due to the number of groups.



Discussion

In conclusion, age and household income both significantly affect how charitable people are. Strengths of this research include the large sample size. Whilst weaknesses of this research include not examining the interaction effect between age and household income.

Future research could examine the interaction between age and household income, as well as researching the effects of gender in this relationship.



References:

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