AOC20 – Demographic Giving Trends

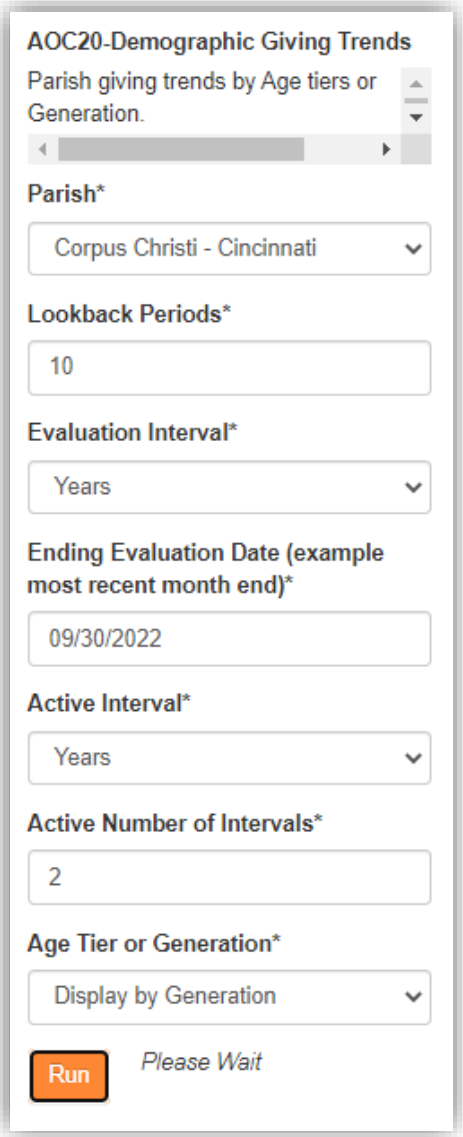
Parish Giving Trends by Age Tier. (bmaly 2022.12.22)

AOC20-Demographic Giving Trends
Parish giving trends by Age tiers.
https://finance.catholicaoc.org/DOC/AOC20.pdf (bmaly 2022.10.18)

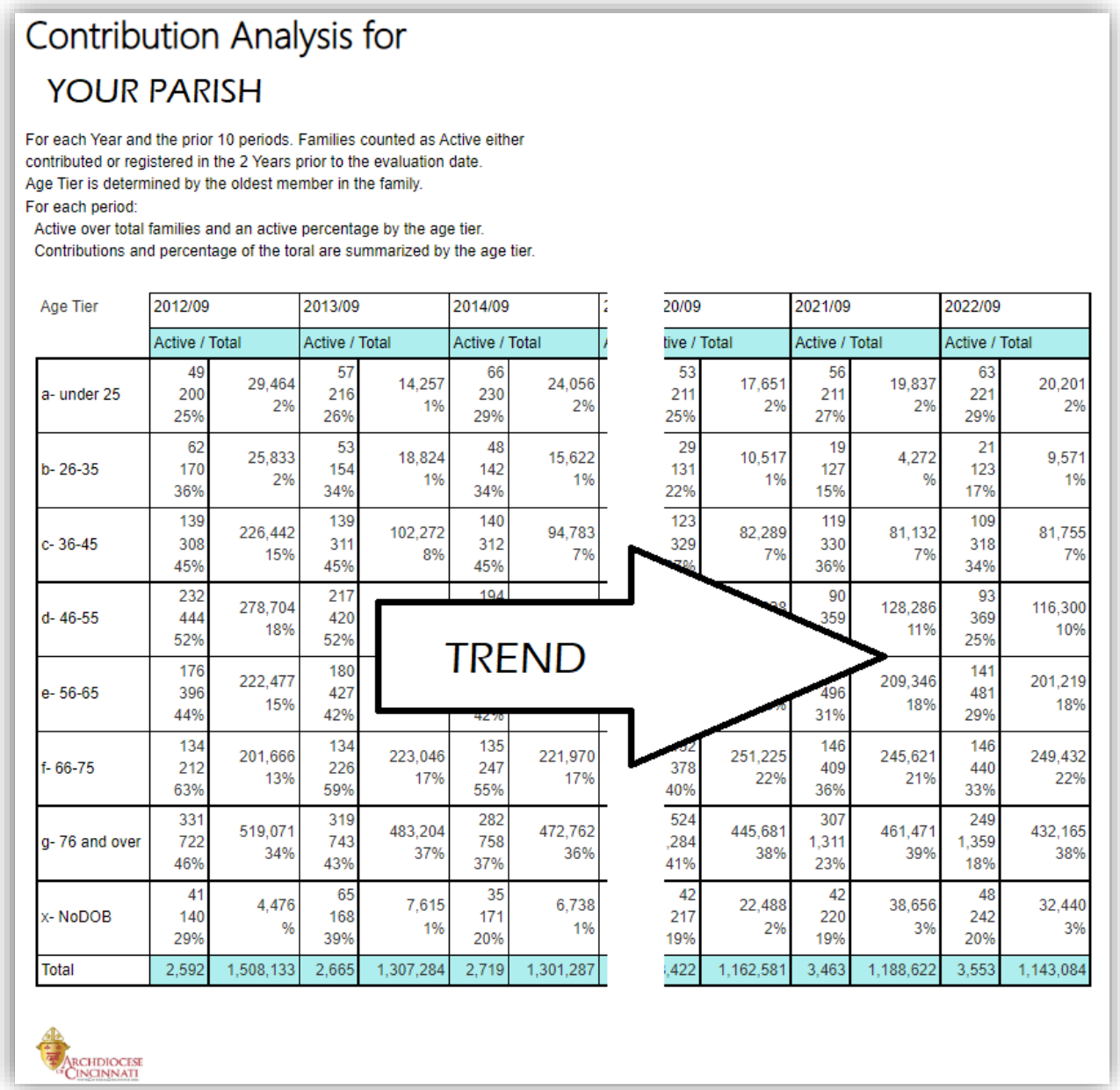
Purpose – This report analyzes the age tier and generational giving trends for a given parish. Giving habits of our parishioners may change over the years, of even over a short period. This report was designed to help see patterns in the age groupings across selected time periods.

Parameters:

- Church
  - Select from your available parishes
- Lookback Periods
  - Numeric value
- Evaluation Interval
  - Typically, a Year, but you can select quarter or month. Report will summarize the values by the selected period
- Ending Evaluation Date
  - The reports last evaluation period will be for this date. So, choose the end of a recent month, quarter, or year.
- Active Interval
- Active Number of intervals
  - These two parameters work together to provide several families that either have registered or have contributed in the prior 'Active Number' of 'Active Intervals'
- Age Tier or Generation (oldest person in family)
  - Age Tier
    - Group by 10-year buckets
  - Generation
    - YOB <=1945 Silent
      YOB <=1964 Boomers
      YOB <=1980 Gen X
      YOB <=1996 Millennials
      YOB <=2012 Gen Z
      YOB >=2013 undefined



Example 1: This report was run with a 10-year lookback. Note that the 46 to 55 tier in the first column is now the 56 to 65 tier in the last column.



Contribution Analysis for

YOUR PARISH

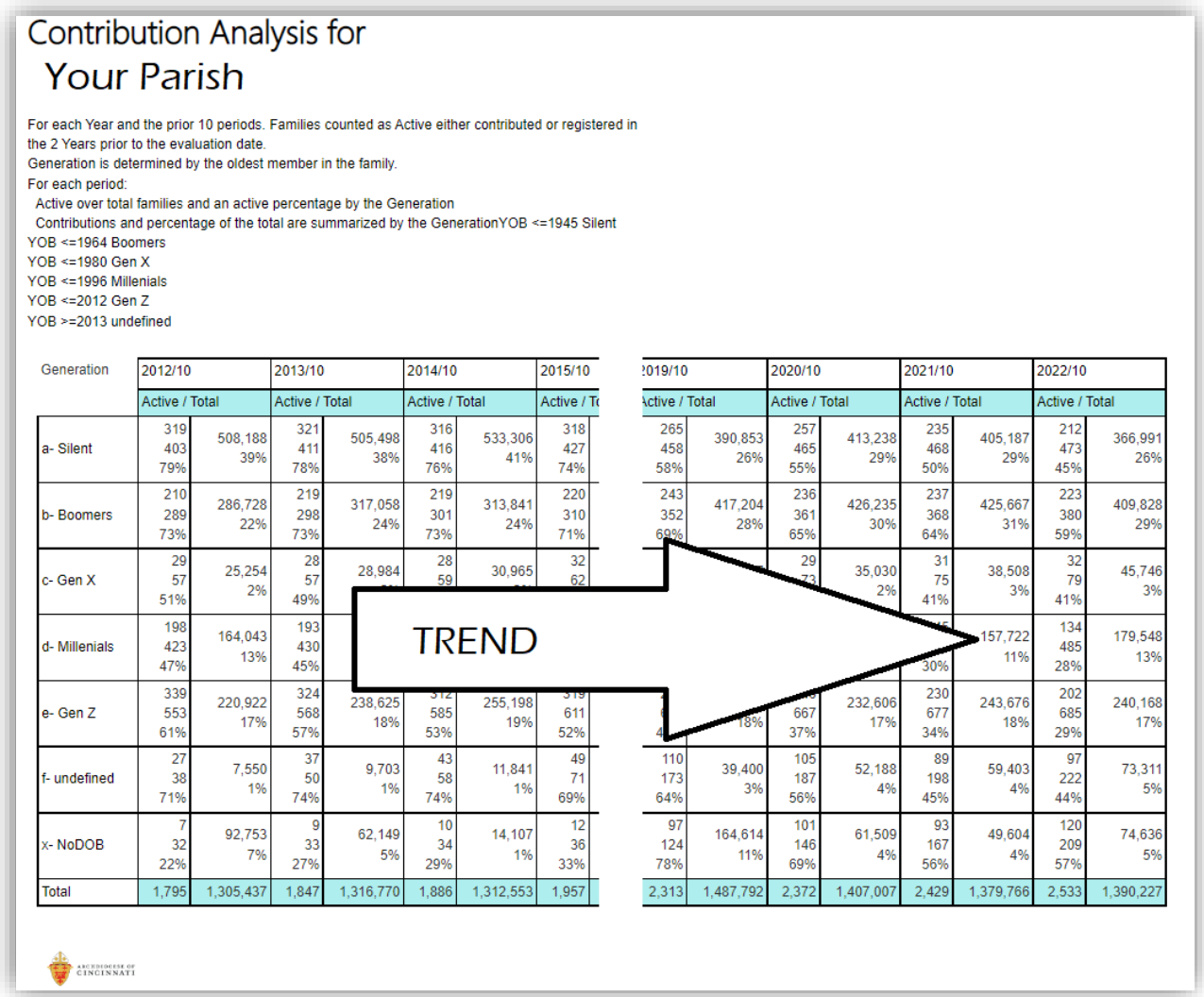
For each Year and the prior 10 periods. Families counted as Active either contributed or registered in the 2 Years prior to the evaluation date.
Age Tier is determined by the oldest member in the family.
For each period:
Active over total families and an active percentage by the age tier.
Contributions and percentage of the toral are summarized by the age tier.

Age Tier	2012/09		2013/09		2014/09		20/09		2021/09		2022/09	
	Active / Total		Active / Total		Active / Total		tive / Total		Active / Total		Active / Total	
a- under 25	49 200 25%	29,464 2%	57 216 26%	14,257 1%	66 230 29%	24,056 2%	53 211 25%	17,651 2%	56 211 27%	19,837 2%	63 221 29%	20,201 2%
b- 26-35	62 170 36%	25,833 2%	53 154 34%	18,824 1%	48 142 34%	15,622 1%	29 131 22%	10,517 1%	19 127 15%	4,272 %	21 123 17%	9,571 1%
c- 36-45	139 308 45%	226,442 15%	139 311 45%	102,272 8%	140 312 45%	94,783 7%	123 329 7%	82,289 7%	119 330 36%	81,132 7%	109 318 34%	81,755 7%
d- 46-55	232 444 52%	278,704 18%	217 420 52%		194				90 359	128,286 11%	93 369 25%	116,300 10%
e- 56-65	176 396 44%	222,477 15%	180 427 42%		42%				496 31%	209,346 18%	141 481 29%	201,219 18%
f- 66-75	134 212 63%	201,666 13%	134 226 59%	223,046 17%	135 247 55%	221,970 17%	378 40%	251,225 22%	146 409 36%	245,621 21%	146 440 33%	249,432 22%
g- 76 and over	331 722 46%	519,071 34%	319 743 43%	483,204 37%	282 758 37%	472,762 36%	524 ,284 41%	445,681 38%	307 1,311 23%	461,471 39%	249 1,359 18%	432,165 38%
x- NoDOB	41 140 29%	4,476 %	65 168 39%	7,615 1%	35 171 20%	6,738 1%	42 217 19%	22,488 2%	42 220 19%	38,656 3%	48 242 20%	32,440 3%
Total	2,592	1,508,133	2,665	1,307,284	2,719	1,301,287	,422	1,162,581	3,463	1,188,622	3,553	1,143,084

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Example 2: This report was run with a 10-year lookback for Generations.



Contribution Analysis for
Your Parish

For each Year and the prior 10 periods. Families counted as Active either contributed or registered in the 2 Years prior to the evaluation date.
Generation is determined by the oldest member in the family.
For each period:
Active over total families and an active percentage by the Generation
Contributions and percentage of the total are summarized by the GenerationYOB <=1945 Silent
YOB <=1964 Boomers
YOB <=1980 Gen X
YOB <=1996 Millenials
YOB <=2012 Gen Z
YOB >=2013 undefined

Generation	2012/10		2013/10		2014/10		2015/10		2019/10		2020/10		2021/10		2022/10	
	Active / Total		Active / Total		Active / Total		Active / T		Active / Total		Active / Total		Active / Total		Active / Total	
a- Silent	319 403 79%	508,188 39%	321 411 78%	505,498 38%	316 416 76%	533,306 41%	318 427 74%		265 458 58%	390,853 26%	257 465 55%	413,238 29%	235 468 50%	405,187 29%	212 473 45%	366,991 26%
b- Boomers	210 289 73%	286,728 22%	219 298 73%	317,058 24%	219 301 73%	313,841 24%	220 310 71%		243 352 69%	417,204 28%	236 361 65%	426,235 30%	237 368 64%	425,667 31%	223 380 59%	409,828 29%
c- Gen X	29 57 51%	25,254 2%	28 57 49%	28,984	28 59	30,965	32 62				29 73	35,030 2%	31 75 41%	38,508 3%	32 79 41%	45,746 3%
d- Millenials	198 423 47%	164,043 13%	193 430 45%											157,722 11%	134 485 28%	179,548 13%
e- Gen Z	339 553 61%	220,922 17%	324 568 57%	238,625 18%	312 585 53%	255,198 19%	319 611 52%			18%	667 37%	232,606 17%	230 677 34%	243,676 18%	202 685 29%	240,168 17%
f- undefined	27 38 71%	7,550 1%	37 50 74%	9,703 1%	43 58 74%	11,841 1%	49 71 69%		110 173 64%	39,400 3%	105 187 56%	52,188 4%	89 198 45%	59,403 4%	97 222 44%	73,311 5%
x- NoDOB	7 32 22%	92,753 7%	9 33 27%	62,149 5%	10 34 29%	14,107 1%	12 36 33%		97 124 78%	164,614 11%	101 146 69%	61,509 4%	93 167 56%	49,604 4%	120 209 57%	74,636 5%
Total	1,795	1,305,437	1,847	1,316,770	1,886	1,312,553	1,957		2,313	1,487,792	2,372	1,407,007	2,429	1,379,766	2,533	1,390,227

Example 3: This report was run with a 24-month lookback. This will identify monthly giving and possibly spot seasonal trends.

Contribution Analysis for St Antoninus

For each Month and the prior 24 periods. Families counted as Active either contributed or registered in the 4 Months prior to the evaluation date.
Age Tier is determined by the oldest member in the family.
For each period:
Active over total families and an active percentage by the age tier.
Contributions and percentage of the toral are summarized by the age tier.

Age Tier	2020/09		2020/10		2020/11		2020/12		2021/01	
	Active / Total		Active / Total		Active / Total		Active / Total		Active / Total	
a- under 25	32 211 15%	1,467 2%	30 213 14%	1,627 2%	30 213 14%	1,430 2%	29 213 14%	2,117 1%	30 200 15%	1,327 1%
b- 26-35	16 131 12%	520 1%	15 131 11%	530 %	15 131 11%	1,585 2%	16 131 12%	570 %	9 122 7%	190 %
c- 36-45	81 329 25%	5,981 8%	82 329 25%	6,410 6%	83 329 25%	8,096 9%	83 329 25%	8,251 5%	84 326 26%	5,617 5%
d- 46-55	67 377 18%	9,262 12%	67 377 18%	9,237 9%	64 377 17%	10,517 12%	68 377 18%	13,277 8%	67 356 19%	11,442 10%
e- 56-65	106 495 21%	14,369 19%	102 496 21%	14,189 13%	104 496 21%	16,751 19%	115 496 23%	37,852 23%	116 492 24%	20,875 18%
f- 66-75	97 378 26%	13,227 17%	95 378 25%	13,660 13%	101 378 27%	17,702 20%	110 378 29%	30,524 19%	118 406 29%	22,149 19%
g- 76 and over	176 1,284 14%	30,399 40%	175 1,284 14%	59,816 56%	177 1,285 14%	28,164 31%	187 1,285 15%	64,097 39%	194 1,311 15%	48,697 42%
x- NoDOB	14 217 6%	1,590 2%	15 217 7%	1,660 2%	16 217 7%	5,905 7%	17 217 8%	6,395 4%	14 216 6%	6,006 5%
Total	3,422	76,815	3,425	107,129	3,426	90,149	3,426	163,083	3,429	116,303

Age Tier	2021/02		2021/03		2021/04		2021/05		2021/06	
	Active / Total		Active / Total		Active / Total		Active / Total		Active / Total	
a- under 25	30 200 15%	1,805 2%	31 204 15%	1,692 2%	31 204 15%	1,385 1%	36 209 17%	2,050 2%	38 210 18%	1,400 2%
b- 26-35	9 122 7%	400 %	10 123 8%	270 %	12 124 10%	254 %	14 126 11%	320 %	14 127 11%	329 %
c- 36-45	87 326 27%	7,977 8%	91 327 28%	7,055 9%	91 328 28%	6,098 6%	93 329 28%	7,761 7%	89 329 27%	5,306 8%
d- 46-55	68 358 19%	9,700 9%	68 358 19%	11,298 15%	67 358 19%	19,196 19%	66 358 18%	10,197 9%	64 358 18%	9,392 13%
e- 56-65	119 492 24%	17,242 16%	121 493 25%	14,408 19%	113 493 23%	14,964 15%	114 494 23%	23,217 21%	109 494 22%	12,708 18%
f- 66-75	124 407 30%	23,769 23%	120 408 29%	16,465 22%	114 408 28%	22,593 22%	115 409 28%	20,749 18%	111 409 27%	14,989 22%
g- 76 and over	190 1,311 14%	43,447 41%	188 1,311 14%	22,902 31%	174 1,311 13%	37,044 36%	172 1,311 13%	38,004 34%	172 1,311 13%	23,788 34%
x- NoDOB	13 217 6%	640 1%	11 217 5%	545 1%	9 217 4%	855 1%	12 220 5%	10,640 9%	13 220 6%	1,720 2%
Total	3,433	104,981	3,441	74,635	3,443	102,390	3,456	112,938	3,458	69,632

Age Tier	2021/07		2021/08		2021/09		2021/10		2021/11	
	Active / Total		Active / Total		Active / Total		Active / Total		Active / Total	
a- under 25	33 210 16%	1,495 2%	35 211 17%	1,713 2%	33 211 16%	1,406 2%	34 212 16%	1,720 3%	34 212 16%	2,245 2%
b- 26-35	12 127 9%	355 %	12 127 9%	594 1%	13 127 10%	896 1%	12 127 9%	350 1%	15 129 12%	737 1%
c- 36-45	89 329 27%	6,031 8%	91 329 28%	6,272 7%	87 330 26%	5,891 7%	88 331 27%	5,405 8%	85 332 26%	7,668 8%
d- 46-55	62 359 17%	8,352 11%	62 359 17%	9,888 11%	62 359 17%	9,046 11%	62 359 17%	5,275 8%	61 360 17%	12,915 13%
e- 56-65	109 496 22%	14,118 18%	105 496 21%	15,230 17%	105 496 21%	11,018 14%	104 496 21%	12,142 18%	108 497 22%	18,916 19%
f- 66-75	113 409 28%	17,556 22%	106 409 26%	18,375 21%	107 409 26%	21,844 28%	103 409 25%	17,087 25%	106 409 26%	19,168 19%
g- 76 and over	173 1,311 13%	29,093 37%	169 1,311 13%	35,181 39%	166 1,311 13%	28,553 36%	164 1,311 13%	25,383 37%	162 1,311 12%	35,674 36%
x- NoDOB	13 220 6%	1,885 2%	15 220 7%	2,240 3%	15 220 7%	580 1%	15 221 7%	375 1%	16 222 7%	2,284 2%
Total	3,461	78,885	3,462	89,493	3,463	79,233	3,466	67,737	3,472	99,607

Age Tier	2021/12		2022/01		2022/02		2022/03		2022/04	
	Active / Total		Active / Total		Active / Total		Active / Total		Active / Total	
a- under 25	34 212 16%	2,725 2%	34 207 16%	1,925 1%	35 209 17%	1,845 2%	33 209 16%	1,740 2%	38 216 18%	1,288 1%
b- 26-35	17 130 13%	4,615 3%	14 120 12%	530 %	14 120 12%	495 %	12 120 10%	470 %	13 121 11%	505 1%
c- 36-45	90 332 27%	21,588 13%	83 309 27%	6,518 4%	85 311 27%	8,594 8%	86 313 27%	5,180 5%	89 317 28%	5,818 6%
d- 46-55	67 361 19%	13,672 8%	80 366 22%	11,227 8%	82 368 22%	14,484 14%	82 368 22%	10,334 9%	81 369 22%	6,186 6%
e- 56-65	118 497 24%	30,450 18%	117 479 24%	19,948 14%	119 480 25%	16,798 17%	116 481 24%	21,905 20%	112 481 23%	26,200 28%
f- 66-75	116 409 28%	26,288 16%	128 437 29%	51,570 35%	129 437 30%	26,737 26%	124 437 28%	22,600 20%	116 437 27%	18,712 20%
g- 76 and over	173 1,311 13%	59,662 35%	183 1,340 14%	47,843 33%	185 1,344 14%	31,270 31%	188 1,350 14%	46,796 42%	185 1,354 14%	35,395 37%
x- NoDOB	18 224 8%	9,571 6%	22 228 10%	6,180 4%	24 231 10%	1,340 1%	26 232 11%	2,399 2%	22 233 9%	1,080 1%
Total	3,476	168,570	3,486	145,742	3,500	101,563	3,510	111,424	3,528	95,184

Age Tier	2022/05		2022/06		2022/07		2022/08		2022/09	
	Active / Total		Active / Total		Active / Total		Active / Total		Active / Total	
a- under 25	40 219 18%	1,633 2%	38 220 17%	1,100 2%	37 220 17%	1,445 2%	32 221 14%	1,525 2%	29 221 13%	1,180 2%
b- 26-35	12 122 10%	580 1%	12 123 10%	365 1%	12 123 10%	290 %	10 123 8%	565 1%	10 123 8%	451 1%
c- 36-45	88 318 28%	5,844 6%	85 318 27%	4,798 7%	83 318 26%	4,705 7%	81 318 25%	5,304 7%	78 318 25%	4,967 8%
d- 46-55	75 369 20%	13,421 13%	74 369 20%	9,168 13%	73 369 20%	8,806 14%	65 369 18%	5,761 8%	65 369 18%	8,683 13%
e- 56-65	108 481 22%	12,001 12%	108 481 22%	14,928 21%	107 481 22%	10,589 16%	100 481 21%	12,104 16%	97 481 20%	10,026 15%
f- 66-75	113 440 26%	16,800 17%	109 440 25%	13,172 19%	107 440 24%	16,847 26%	105 440 24%	16,805 23%	97 440 22%	13,002 20%
g- 76 and over	184 1,356 14%	49,605 49%	180 1,356 13%	26,301 37%	174 1,356 13%	21,156 33%	166 1,357 12%	27,538 37%	163 1,359 12%	24,995 38%
x- NoDOB	22 235 9%	1,152 1%	19 235 8%	922 1%	21 238 9%	355 1%	26 241 11%	4,757 6%	23 242 10%	1,700 3%
Total	3,540	101,037	3,542	70,754	3,545	64,193	3,550	74,359	3,553	65,004