

NEWS RELEASE

Atlantic Canadians among least generous nationwide

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For immediate release

HALIFAX—The amount Atlantic Canadians donate to charity—as a percentage of their income claimed on their taxes—is among the lowest in the country, finds a new study published by the Fraser Institute, an independent, non-partisan Canadian public policy think-tank.

“The holiday season is a time to reflect on charitable giving, and the data shows Atlantic Canadians are less charitable than other Canadians, which means charities in the region face greater challenges to secure resources to help those in need,” said Jake Fuss, director of fiscal studies at the Fraser Institute and co-author of *Generosity in Canada: The 2023 Generosity Index*.

The study finds that the percentage of Canadian tax filers donating to charity during the 2021 tax year—just 17.7 per cent—is the lowest proportion of Canadians donating since at least 2001. Canadians’ generosity peaked at 25.4 per cent of tax-filers donating in 2004, before declining in subsequent years.

Nationally, the total amount donated to charity by Canadian tax filers has also fallen from 0.58 per cent of income in 2001 to 0.55 per cent of income in 2021.

New Brunswick has the smallest proportion of tax filers donating to registered charities among provinces at 15.4 per cent, followed closely by Newfoundland and Labrador at 15.7 per cent, and Nova Scotia at 16.2 per cent.

Newfoundland and Labrador donated the second smallest share of their income among provinces (ahead of only Quebec) at 0.32 per cent, followed by Nova Scotia at 0.43 per cent, New Brunswick at 0.44 per cent, and Prince Edward Island at 0.48 per cent. All four Atlantic provinces are among the five least generous Canadian provinces on this measure.

“This year, a smaller proportion of Atlantic Canadians are donating to registered charities than other Canadians, and those who are donating are donating less,” said Fuss.

“This decline in generosity in Canada undoubtedly limits the ability of Canadian charities to improve the quality of life in their communities and beyond.”

Generosity of Canadian provinces and territories

Province/Territory (ranking in 2023 Generosity Index)	% of tax filers who claimed charitable donations	Average dollar value of all charitable donations	% of aggregate income donated to charity
Manitoba	19.7	\$2,601	0.74
Ontario	18.2	\$2,729	0.63
Quebec	17.6	\$1,026	0.26
Prince Edward Island	17.6	\$1,822	0.48
British Columbia	17.4	\$3,318	0.73
Saskatchewan	17.3	\$2,326	0.54
Alberta	17.1	\$3,180	0.62
Nova Scotia	16.2	\$1,788	0.43
Newfoundland and Labrador	15.7	\$1,438	0.32
New Brunswick	15.4	\$1,803	0.44
Yukon	15.0	\$1,910	0.26
Northwest Territories	10.9	\$2,301	0.21
Nunavut	5.4	\$2,642	0.15

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MEDIA CONTACTS:

Jake Fuss, Director, Fiscal Studies
Fraser Institute

Alex Whalen, Senior Economist
Fraser Institute

To arrange media interviews or for more information, please contact:

Drue MacPherson, Media Relations Coordinator, Fraser Institute

Tel: (604) 688-0221 Ext. 721

E-mail: drue.macpherson@fraserinstitute.org

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