

Who are New Brunswick's Donors?

Personal and economic characteristics

Seventy-nine percent of New Brunswick residents donated an average of \$259 each, according to the 2000 National Survey of Giving, Volunteering, and Participating.¹ Whether individuals donate and how much they give vary with a number of personal and economic characteristics. This fact sheet explores the relationship between charitable giving and age, education level, and household income.

Age

New Brunswick residents aged 65 and older were the most likely to make a donation (92% donated in 2000), followed by those aged 30 to 44 (79%). Those aged 15 to 29 were the least likely to donate (74%).

The average annual donation in New Brunswick increased with age. Donors aged 65 and older made the largest average annual donation (\$396), followed by those aged 45 to 64 (\$265). Those aged 30 to 44 made average annual donations of \$210.

Donors aged 65 and older contributed a disproportionately large percentage of the total amount donated. This group accounted for less than one fifth (18%) of donors, but contributed 27% of the total value of all donations.

Education

Residents of New Brunswick with some post-secondary education were the most likely to make a donation (91%), while those with a high school diploma or less were the least likely to donate (73%).

Donors with university degrees made the largest average annual donation (\$485*), followed by those with post-secondary certificates or diplomas (\$268). Those with some post-secondary education made the smallest average annual donation (\$205*).

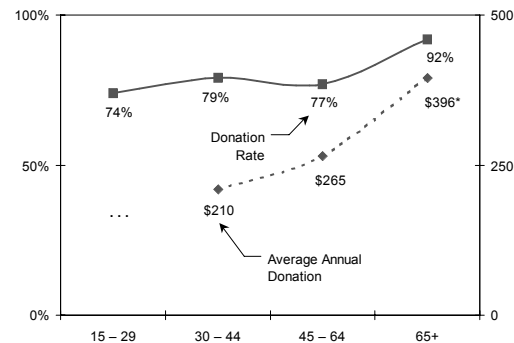
Donors with university degrees contributed a disproportionately large percentage of the total amount donated. This group accounted for 12% of donors, but contributed 22%* of the total value of all donations.

¹ NSGVP estimates are based on reports of charitable giving and volunteering over a one-year period by Canadians aged 15 and older.

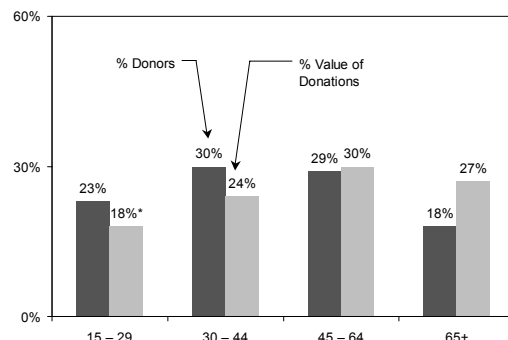
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* Sample size limitations affect the reliability of this estimate.

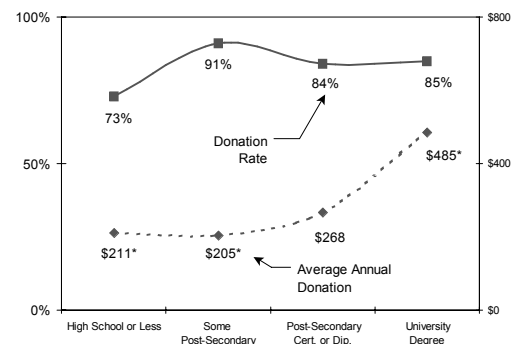
Donor Rate and Average Annual Donation by Age



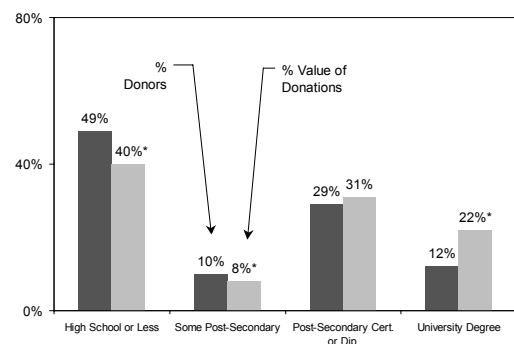
Percentage of Donors and Percentage of Donations by Age



Donor Rate and Average Annual Donation by Education



Percentage of Donors and Percentage of Donations by Education



Household income

The likelihood of donating increased with household income. Those with household incomes of \$50,000 or more were the most likely to give (86%), while those with household incomes of less than \$25,000 were the least likely to give (71%).

Donors with household incomes of \$75,000 or more made the largest average annual donation (\$349*), while those with household incomes of less than \$25,000 made the smallest average annual donation (\$153). Interestingly, those with household incomes between \$25,000 and \$49,999 donated more on average (\$297*) than those with incomes between \$50,000 and \$74,999 (\$261).

Donors with household incomes of \$75,000 or more contributed a disproportionately large percentage of the total amount donated. This group accounted for 16% of donors in New Brunswick, but contributed 22%* of the total value of all donations. A similar pattern is seen among those with household incomes of between \$25,000 and \$49,999 (34% of donors, 39%* of the total value of all donations).

Are high-income donors more generous?

Although those with lower household incomes made smaller average annual donations, they donated a higher percentage of their income than did donors in higher income groups. When annual donations are calculated as a percentage of household income, those with household incomes of less than \$25,000 donated an average of 1.16% of that income, compared to 0.34% for those with household incomes of \$75,000 or more.

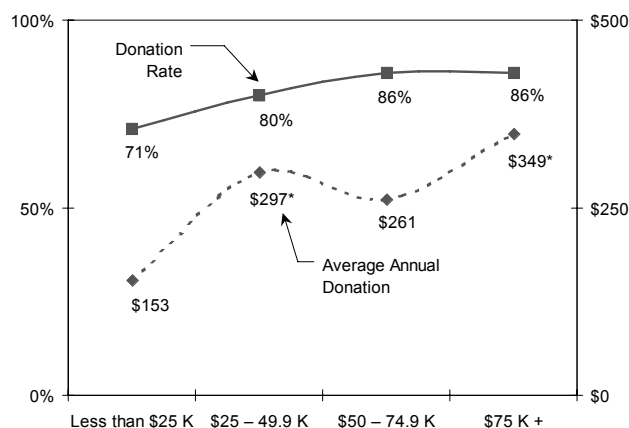
For more information on the 1997 and 2000 National Survey for Giving, Volunteering and Participating, including full text of the highlight report, *Caring Canadians*, *Involved Canadians*, please visit www.givingandvolunteering.ca.

We would like to acknowledge the support of our funder, Human Resources Development Canada (HRDC), for the production of this fact sheet.

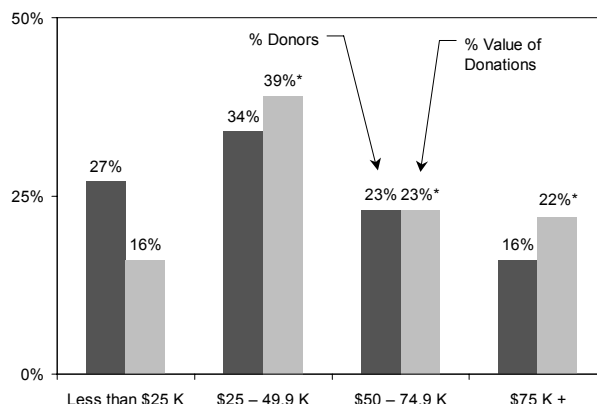
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Donor Rate and Average Annual Donation by Household Income



Percentage of Donors and Percentage of Donations by Household Income



Percentage of Household Income Spent on Financial Donations to Charitable and Nonprofit Organizations

