

Who are Nova Scotia's Donors?

Personal and economic characteristics

Eighty-seven percent of Nova Scotia residents donated an average of \$203 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

Nova Scotia residents aged 30 to 44 were the most likely to make a donation (92% donated in 2000), followed by those aged 65 years and older (91%). Those aged 15 to 29 were the least likely to donate (77%).

The average annual donation in Nova Scotia increased with age. Donors aged 45 and older made the largest average annual donation (\$269), followed by those aged 30 to 44 (\$195). Those aged 15 to 29 made the smallest average annual donation (\$70).

Unsurprisingly, given the size of their average annual donations, donors aged 45 and over contributed a disproportionately large percentage of the total amount donated. Those aged 45 to 64 accounted for 30% of donors, but contributed 40% of the total value of all donations. A similar pattern is seen among those aged 65 and older (17% of donors, 22% of the total value of all donations).

Education

Nova Scotians with a university degree were the most likely to make a donation (92%), followed closely by those with a post-secondary certificate or diploma (90%). Those with a high school diploma or less and those with some post-secondary education were somewhat less likely to donate (84% and 82%, respectively).

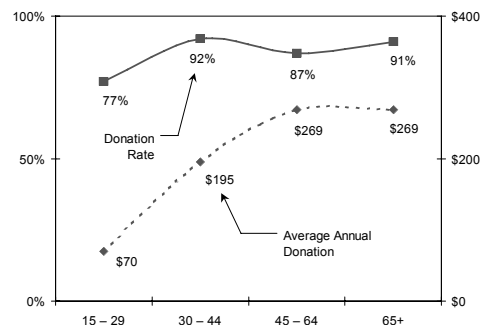
Donors with university degrees made by far the largest average annual donation (\$403). Interestingly, though, those with some post-secondary education made smaller average annual donations (\$95*) than did those with a high school diploma or less (\$139).

Donors with university degrees contributed a disproportionately large percentage of the total amount donated. This group accounted for 15% of donors, but contributed 31% of the value of all donations.

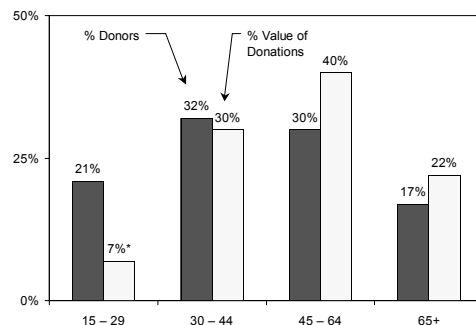
¹ NSGVP estimates are based on reports of charitable giving and volunteering over a one-year period by Canadians aged 15 and older.

* Sample size limitations affect the reliability of this estimate.

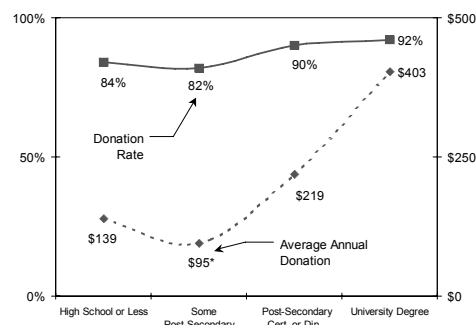
Volunteer Rate and Average Annual Donation by Age



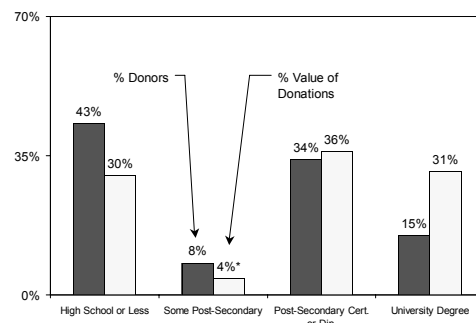
Percentage of Donors and Percentage of Donations by Age



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 \$75,000 or more were the most likely to give (92%), while those with household incomes of less than \$25,000 were the least likely to give (84%).

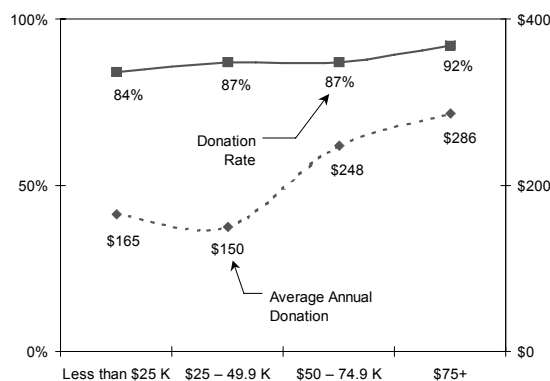
Donors with household incomes of \$75,000 or more made the largest average annual donations (\$286), while those with incomes of between \$25,000 and \$49,999 made the smallest average annual donation (\$150).

Donors with household incomes of \$75,000 or more contributed a disproportionately large percentage of the value of all donations. This group accounted for 18% of donors in Nova Scotia, but contributed 25% of the total value of all donations. A similar pattern is seen among those with household incomes between \$50,000 and \$74,999 (26% donors, 32% of the total value of all donations).

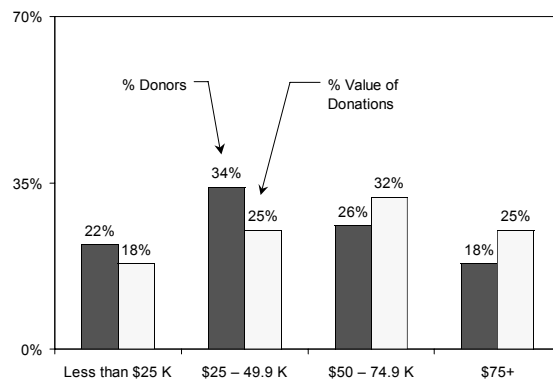
Are high-income donors more generous?

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 1.12% of that income, compared to 0.43% for those with incomes between \$25,000 and \$74,999 and 0.30% for those with household incomes of \$75,000 or more.

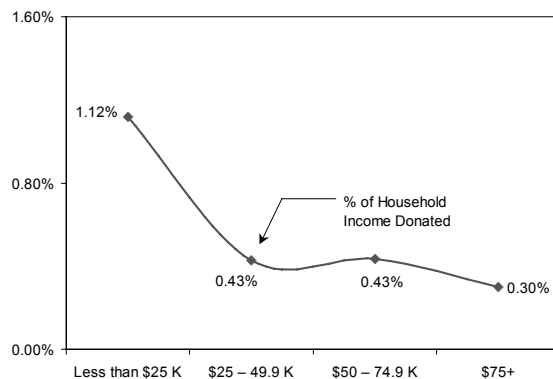
Donor Rate and Average Annual Donation by Household Income



Percentage of Donors and Percentage of Donations by Household Income



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



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.

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