

Who are Saskatchewan's Donors?

Personal and economic characteristics

Eighty-three percent of Saskatchewan residents donated an average of \$221 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

Saskatchewan residents aged 65 and older were the most likely to make a donation (90% donated in 2000), followed closely by those aged 30 to 44 (88%) and 45 to 64 (87%). Those aged 15 to 29 were the least likely to donate (71%).

Donors aged 45 to 64 made the largest average annual donation (\$361), followed by those aged 65 and older (\$331). Those aged 15 to 29 made the smallest average annual donation (\$161*).

Donors aged 45 to 64 contributed a disproportionately large percentage of the total amount donated. This group accounted for 28% of donors, but contributed 38% of the total value of all donations. A similar pattern is seen with those aged 65 and older (19% of donors, 23% of the total value of all donations).

Education

The likelihood of donating increased with the level of formal education attained. Saskatchewan residents with a university degree were the most likely to make a donation (94%), while those with a high school diploma or less were the least likely to donate (78%).

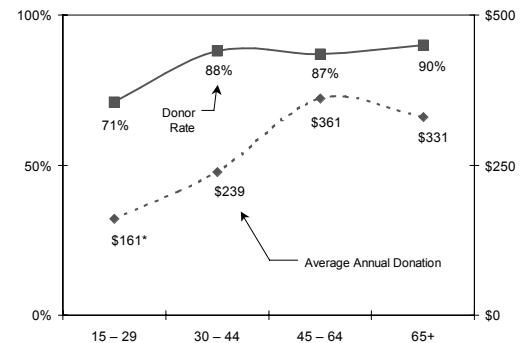
Donors with university degrees made significantly larger average annual donations (\$464) than those with less education. Those with some post-secondary education made the smallest average annual donation (\$234).

Donors with university degrees contributed a disproportionately large percentage of the total amount donated. This group accounted for 12% of donors, but contributed 20% of the total value of all donations.

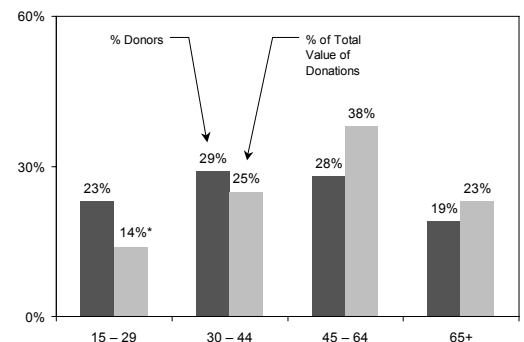
¹ NSGVP estimates are based on reports of charitable giving and volunteering over a one-year period by Canadians aged 15 and older.

* Sample size limitations affect the reliability of this estimate.

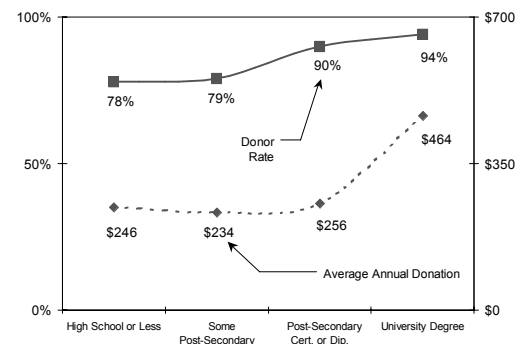
Donor Rate and Average Annual Donation by Age



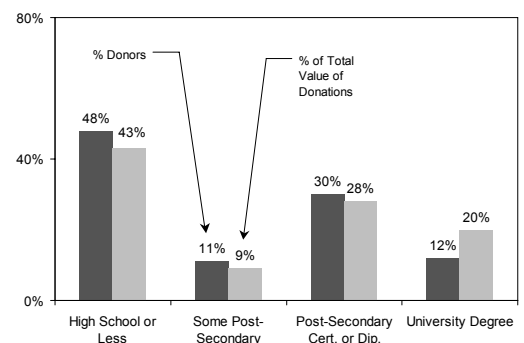
Percentage of Donors and Percentage of Donations by Age



Donor Rate and Average Annual Donation by Education



Percentage of Donors and Percentage of Donations by Education



Household income

Saskatchewan residents with household incomes of \$75,000 or more were the most likely to give (94%), while those with household incomes of less than \$25,000 were the least likely to give (76%).

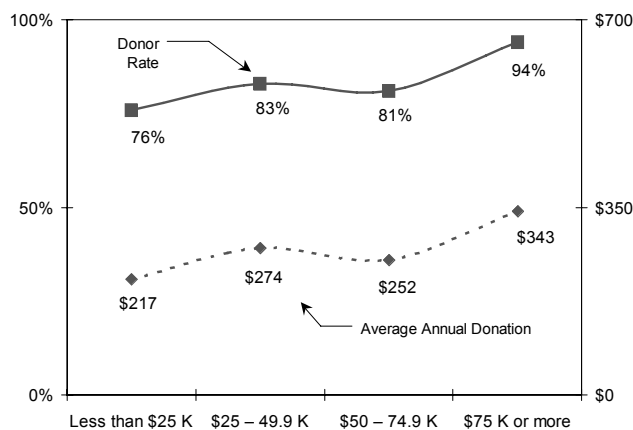
Donors with household incomes of \$75,000 or more made the largest average annual donation (\$343), while those with household incomes of less than \$25,000 made the smallest average annual donation (\$217).

Donors with household incomes of \$75,000 or more contributed a disproportionately large percentage of the total amount donated. This group accounted for 25% of donors in Saskatchewan, but contributed 31% of the total value of all donations.

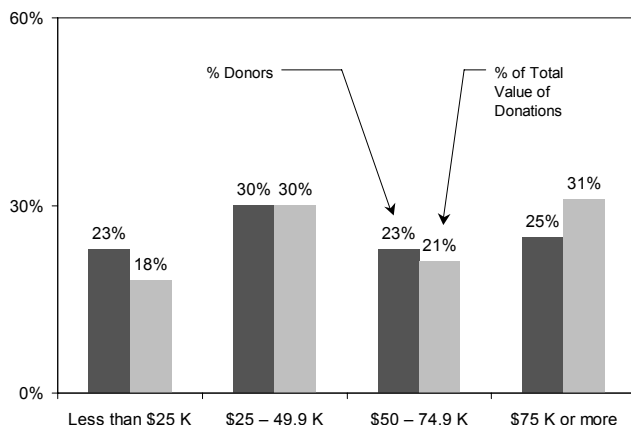
Are high-income donors more generous?

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 1.38% of that income, compared to 0.32% for those with household incomes of \$75,000 or more.

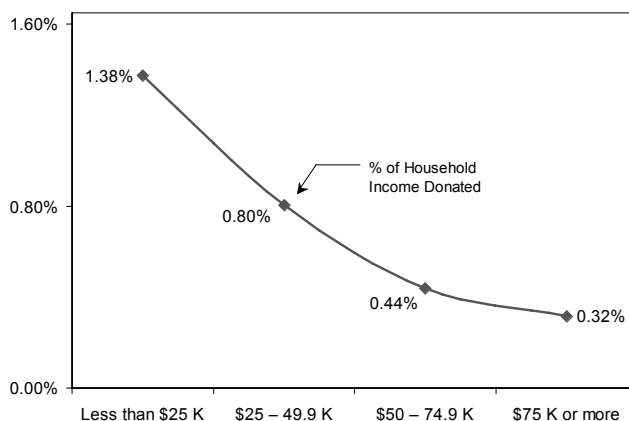
Donor Rate and Average Annual Donation by Household Income



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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