

Who are Alberta's Donors?

Fact Sheet #34

The demographics of donors

The charitable giving of Albertans varies with their age, education and household income, according to the National Survey of Giving, Volunteering and Participating (NSGVP).¹

Age

Albertans aged 45-54 were more likely to make charitable donations than Albertans in other age groups (84%). Youth 15-24 years old were the least likely to donate (58%).

In contrast to the national pattern, the largest average annual donation did not come from seniors 65 and older. Rather, it was Albertans aged 55-64 who made the largest average annual donation (\$600).

Donors aged 35-44 contributed the greatest percentage of the total value of donations (30%), and accounted for the largest percentage of donors (26%).

Only 9% of donors were aged 55-64, but this group contributed 16% of the total dollar value of donations.

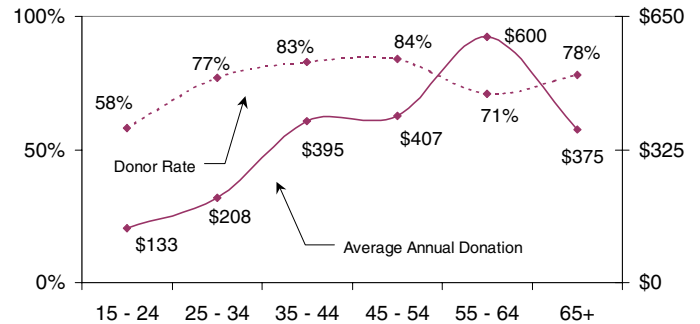
Education

Albertans with a post-secondary certificate/diploma or a university degree were most likely to make charitable donations. Albertans with less than a high school education were least likely to make donations (63%).

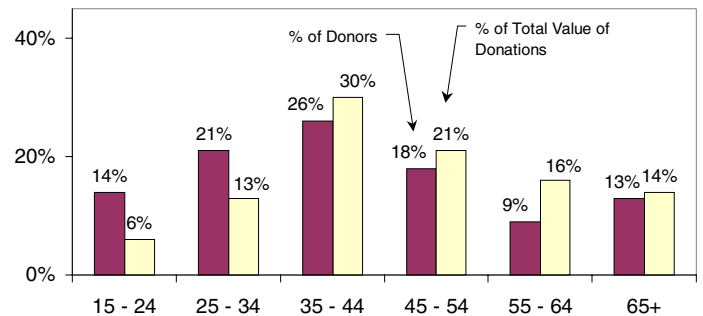
The average annual donation tended to increase with the level of education. University-educated donors made the highest average annual donation (\$590).

Half of all donors held a post-secondary certificate/diploma or university degree. These donors contributed \$6 out of every \$10 donated.

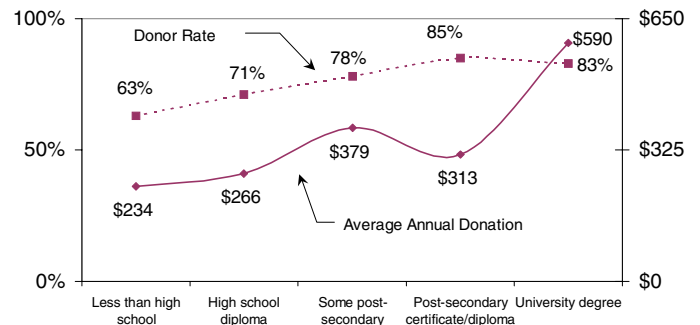
Percentage of Alberta Population Making Donations and Average Annual Donation by Age



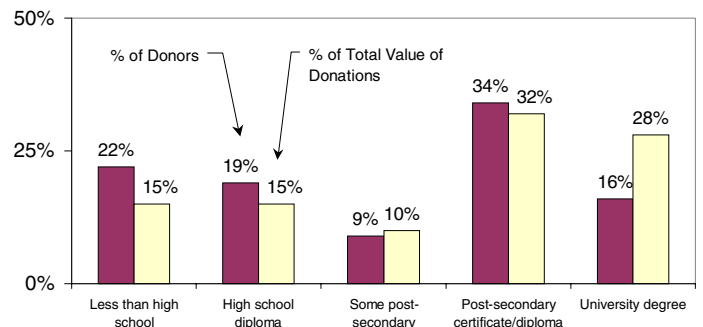
Percentage of Alberta Donors and Percentage of Total Value of Donations by Age



Percentage of Alberta Population Making Donations and Average Annual Donation by Education



Percentage of Alberta Donors and Percentage of Total Value of Donations by Education



1. Findings from the NSGVP are based on reports of charitable giving over the one-year period from November 1, 1996 to October 31, 1997 by Canadians aged 15 and older.

Household income

Albertans with household incomes of \$80,000 to \$99,999 were the most likely to donate. Ninety-six percent of this group contributed.

Albertans with household incomes of \$100,000 or more made the highest average annual donation (\$681). Donors with incomes of \$20,000 to \$39,999 made a larger average annual donation (\$324) than those with incomes of \$60,000 to \$79,999.

Donors with household incomes of \$40,000 to \$59,999 contributed the greatest percentage of the total value of donations (28%), and accounted for the largest percentage of donors (29%).

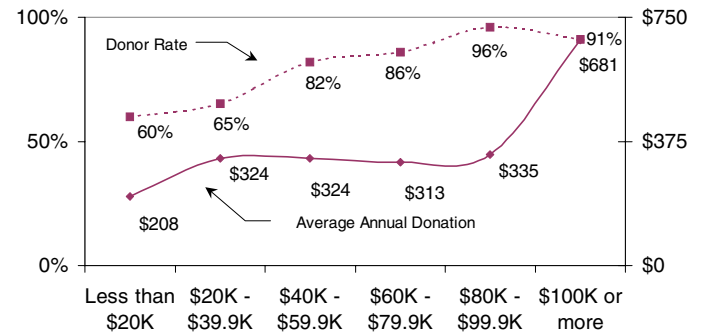
Although only 16% of donors had household incomes of \$80,000 or more, they contributed 25% of the total value of donations.

Are high income donors more generous?

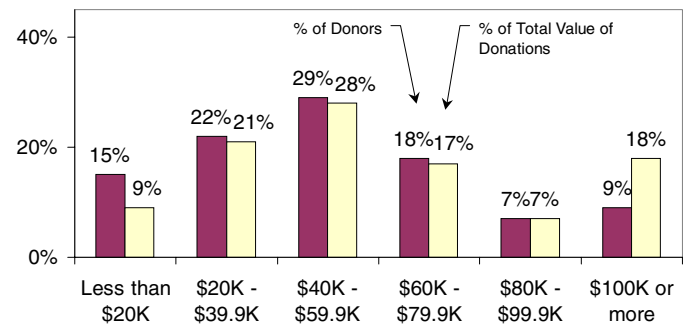
Albertans with higher household incomes gave larger annual donations, but those with lower incomes contributed a larger percentage of their income.

Donors with household incomes of less than \$20,000 donated the highest percentage of household income (2.1%). In contrast, donors with incomes of \$100,000 or more only donated 0.5% of their household income.

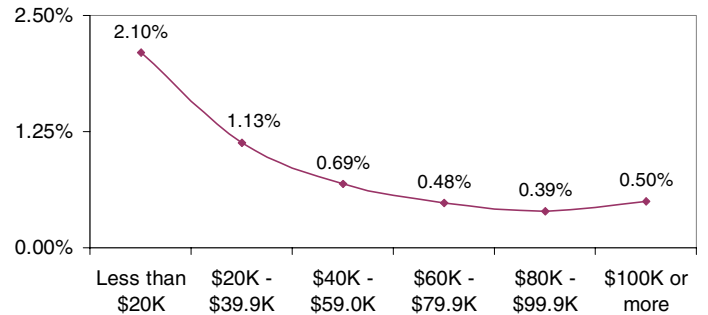
Percentage of Alberta Population Making Donations and Average Annual Donation by Household Income



Percentage of Alberta Donors and Percentage of Total Value of Donations by Household Income



Percentage of Household Income Spent on Financial Donations by Level of Household Income



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More information on the results of the NSGVP, including the full text of the highlight report *Caring Canadians, Involved Canadians*, is available online at our Web site: www.nsgvp.org

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