

Who are Canada's Donors?

Fact Sheet # 3



The demographics of donors

The charitable giving of Canadians varies with their age, education, and household income, according to analysis of data from the National Survey of Giving, Volunteering, and Participating (NSGVP).*

Age

Eighty-three percent of Canadians 35–44 years old contributed charitable donations, making them more likely to give than others. Middle-aged Canadians and seniors were only slightly less likely to give, while those 15–24 years old were least likely to contribute.



Seniors made larger average annual donations (\$328) than did younger Canadians, and average annual donations decreased steadily as the age of individuals decreased.

-  Canadians aged 45 and older contributed almost \$6 out of every \$10 donated.
-  Forty-five percent of donors were aged 45 and older.

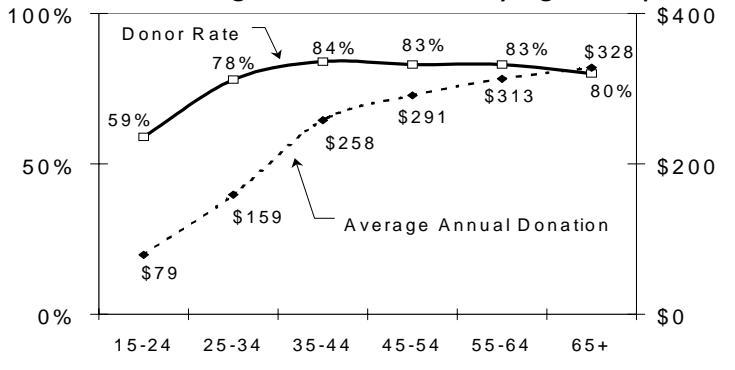
Education

Nine in ten Canadians with a university degree gave, making them most likely to donate. Those with less than a high school diploma were least likely to make donations.

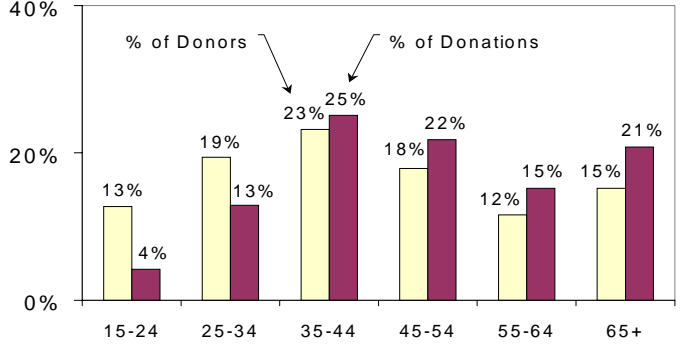
The university-educated were also likely to give more, and made the highest average annual donation (\$473). Overall, the average annual donation amount decreased steadily as the education of individuals decreased.

-  Those with a post-secondary certificate/diploma or a university degree contributed \$6 out of every \$10 donated.
-  Forty-six percent of all donors held a post-secondary certificate/diploma or a university degree.

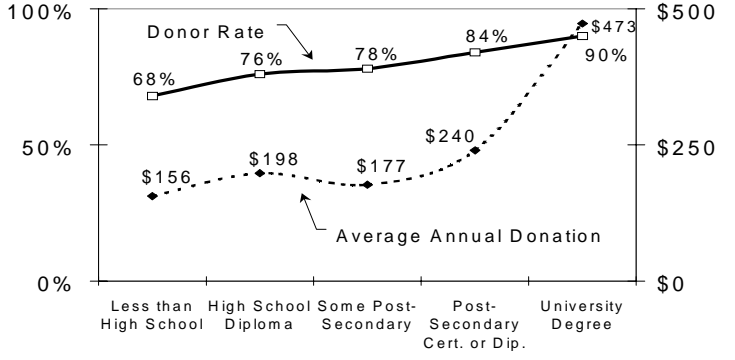
Percentage of the Population Making Donations and Average Annual Donation by Age Group



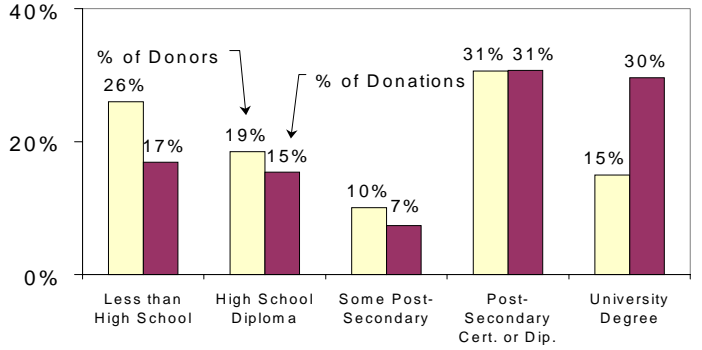
Percentage of Donors and Percentage of Donations by Age Group



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



Percentage of Donors and Percentage of Donations by Education



*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

Canadians with higher household incomes were more likely to give, and likely to give larger donations annually than those in lower income brackets.

Ninety-one percent Canadians with an income of \$100,000 or more made donations. As the income of individuals decreased, the percentage of those making donations decreased.

Those with an income of \$100,000 or more made the highest average annual donation amount (\$608). Average annual donations decreased steadily as the income of individuals decreased.

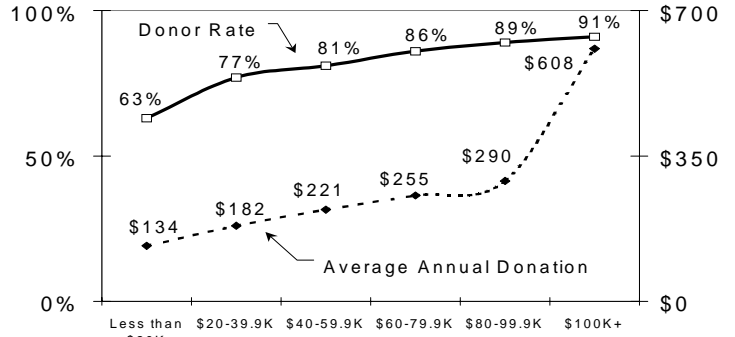
- ✻ Those with an income of \$60,000 or more contributed \$5 of every \$10 donated.
- ✻ Thirty-two percent of donors had household incomes of \$60,000 or more.

Are high income donors more generous?

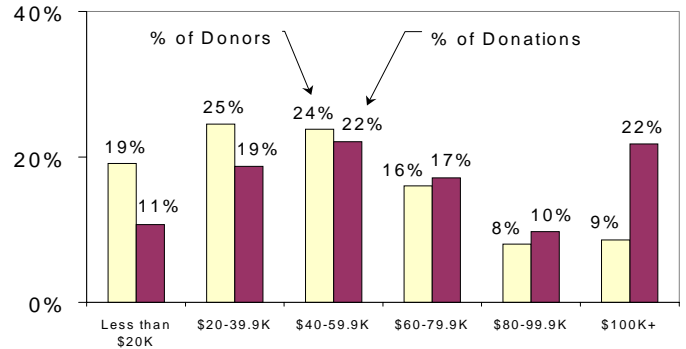
Although Canadians with higher household incomes gave larger annual amounts, those with lower incomes contributed a larger percentage of their income. Donors with incomes under \$40,000 contributed a significantly larger percentage of their income compared to those with incomes of \$40,000 or more.

Donors with household incomes of less than \$20,000 contributed the highest percentage of household income in charitable donations (1.4%). The percentage of household income contributed in donations decreased steadily as income increased.

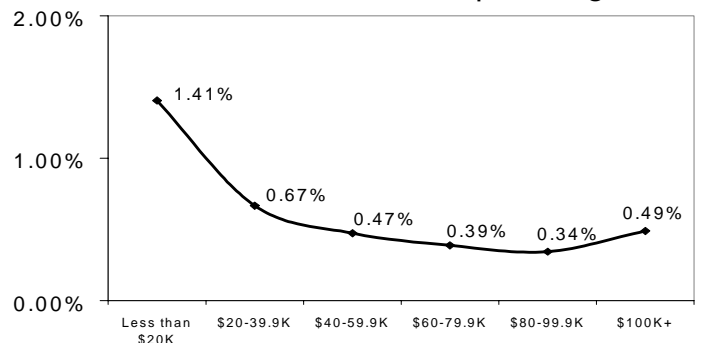
Percentage of Population Making Donations and Average Annual Donation by Household Income



Percentage of Donors and Percentage of Donations by Household Income



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



We would like to acknowledge the support provided by Community Foundations of Canada for the production of these fact sheets.

More information on the results of the NSGVP, including the full text of the highlight report *Caring Canadians, Involved Canadians*, is available on-line at our Web site: www.ccp.ca

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