

# Who are Ontario's Donors?



## Fact Sheet #15

**National Survey of Giving, Volunteering, and Participating**

### The demographics of donors

The charitable giving of Ontarians varies with their age, education, and household income, according to analysis of data from the National Survey of Giving, Volunteering and Participating (NSGVP).<sup>1</sup>

#### Age

Eighty-six percent of Ontarians 35–44 years old contributed charitable donations, making them more likely to give than others. Middle-aged Ontarians (those 45-64 years old) and seniors were slightly less likely to give, while those 15–24 years old were least likely to contribute.

Seniors made larger average annual donations (\$407) than did younger Ontarians. Average annual donations were lowest among youth and increased steadily as the age of individuals increased.

- ✦ Ontarians aged 45 and older contributed almost \$6 out of every \$10 donated.
- ✦ Forty-four percent of Ontario donors were aged 45 and up.

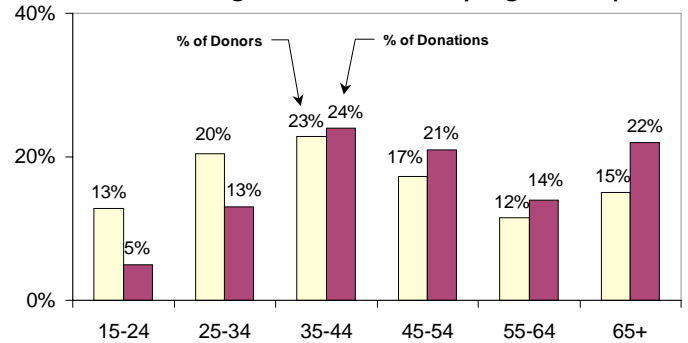
#### Education

Ninety-two percent of Ontarians with a university degree were donors, making them most likely to donate. Those with less than a high school diploma were least likely to make donations.

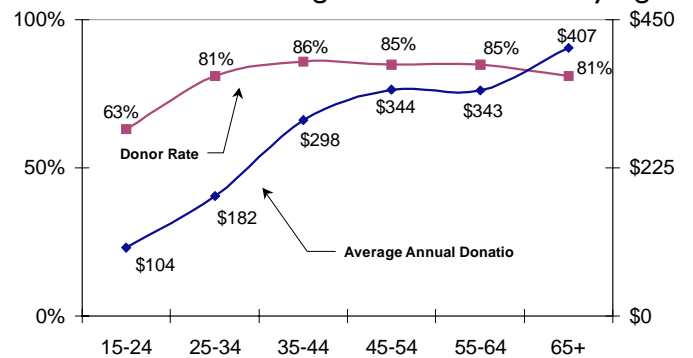
The university-educated were also likely to give more, making the highest average annual donation (\$531). Overall, the average annual donation amount was increased steadily as the education of individuals increased.

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

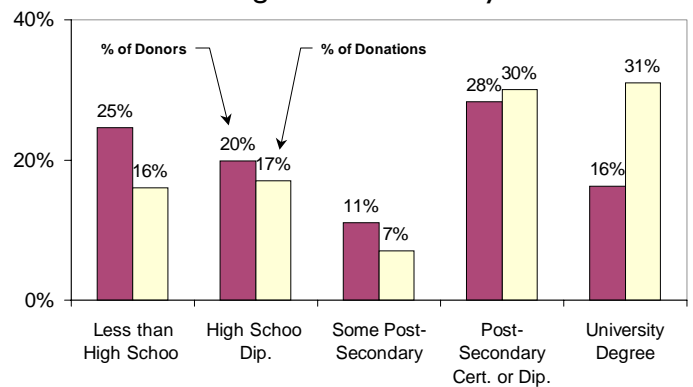
Percentage of Ontario Donors and Percentage of Donations by Age Group



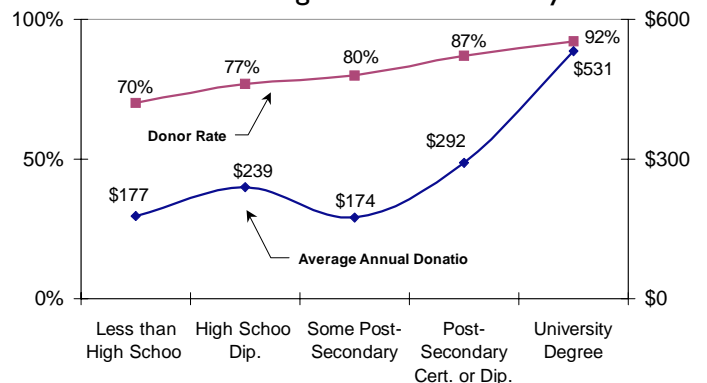
Percentage of the Ontario Population Making Donations and Average Annual Donation by Age



Percentage of Ontario Donors and Percentage of Donations by Education



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



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

Household Income

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

Ninety-four percent of Ontarians with an income of \$80,000 to \$99,999 made donations, making them most likely to donate. Those with incomes of \$100,000 or more were slightly less likely to give. Overall, 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 (\$584). Average annual donations decreased steadily as the income of individuals decreased.

Those with an income of \$60,000 or more contributed more than \$5 of every \$10 donated.

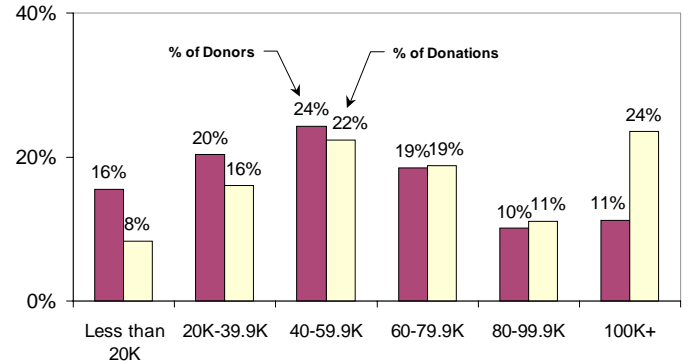
Forty percent of donors had household incomes of \$60,000 or more.

Are high income donors more generous?

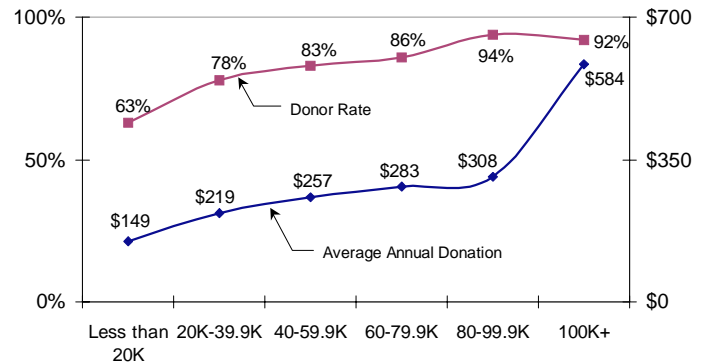
Although Ontarians with higher household incomes gave larger annual amounts, those with lower incomes contributed a larger percentage of their income. Donors with incomes under \$40,000 contributed a substantially larger percentage of their income compared to those with incomes of \$40,000 or more.

Donors with household incomes of less than \$20,000 contributed the highest percentage of household income in charitable donations (1.6%). The percentage of household income contributed in donations decreased steadily as income increased.

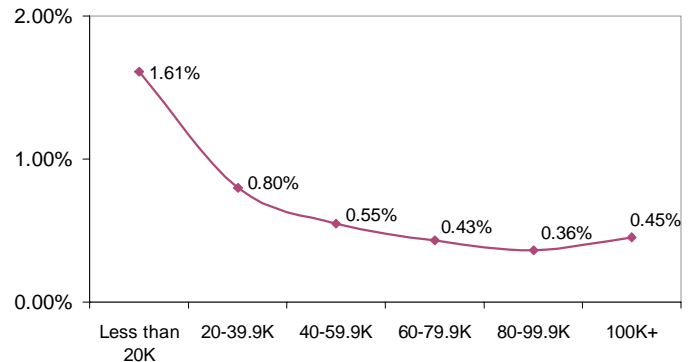
Percentage of Ontario Donors and Percentage of Donations by Household Income



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



Percentage of Household Income Spent on Financial Donations in Ontario 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 Website: [www.ccp.ca/nsgvp](http://www.ccp.ca/nsgvp)

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