

# Who are Quebec's Donors?

## Fact Sheet # 40


### The demographics of donors


Quebec's donors contributed almost \$568 million dollars to charitable and nonprofit organizations according to an analysis of data from the 1997 National Survey of Giving, Volunteering and Participating (NSGVP).<sup>1</sup> Further analysis revealed that the charitable giving of Quebec residents varied with their age, education, household income and religion.

#### Age

Most of Quebec's donors (42%) were in their mid-adult years (35-54). Of this group, 23% were between 35-44 years of age and 19% were 45-54 years old. Thirteen percent of donors were youth (15-24) and 18% were young adults (25-34). The smallest percentage of donors (12%) were mature adults (55-64). Fifteen percent were seniors (65 and above).

In contrast to the national pattern, the largest annual average donation did not come from seniors, but from Quebec donors in the mid-adult years (35-44). These donors made the largest average annual donation (\$195). Mature adults reported the second highest average annual donation (\$158).


 Adults 35-44 years old contributed a greater percentage (35%) of the total amount of donations (approximately \$198 million) than any other group


 Seniors accounted for 17% of the total amount donated (approximately \$96 million)

#### Education

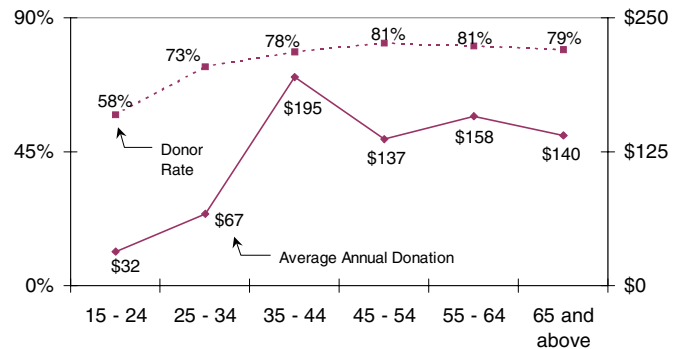
An equal number of donors had either a post-secondary diploma or certificate (30%) or had attained less than a high school education (30%). Graduates with a university degree accounted for 17% of Quebec's donors.

While the donor rate increased steadily with educational level, the average annual donation did not. The exception to this was those with a university degree.

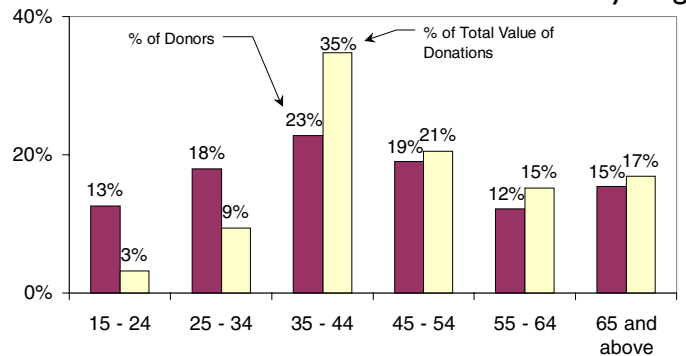
 More than 8 out of 10 graduates with a university degree made a donation

 Graduates with a post-secondary diploma/certificate or university degree contributed more than \$6 out of every \$10 dollars donated

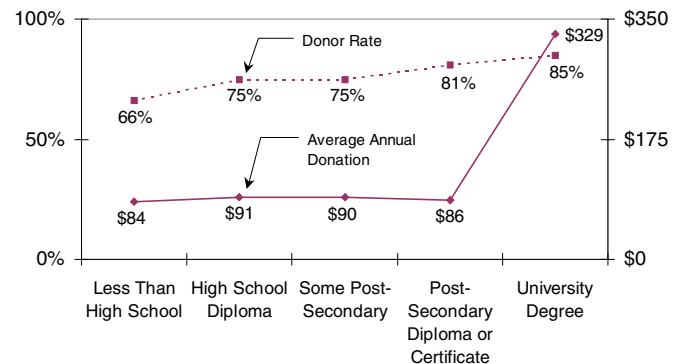
Percentage of Quebec's Population Making Donations and Average Annual Donation by Age



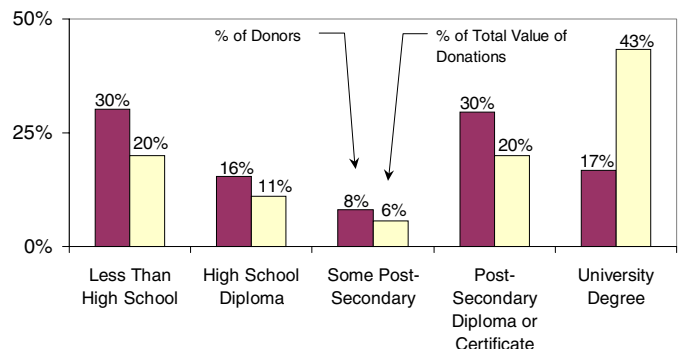
Percentage of Quebec Donors and Percentage of the Total Value of Donations by Age



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



Percentage of Quebec Donors and Percentage of the 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**

As household incomes increased, so did the donor rate. Almost 9 out of 10 people with annual household incomes of \$65,000 and greater made a donation. Approximately 6 out of 10 individuals with annual household incomes of \$16,000 or less donated money to charitable or nonprofit organizations.

Quebec donors with household incomes of \$65,000 or more made the highest average annual donation (\$297). Donors in all other income groups donated less than the provincial average of \$127.

**Are high income donors more generous?**

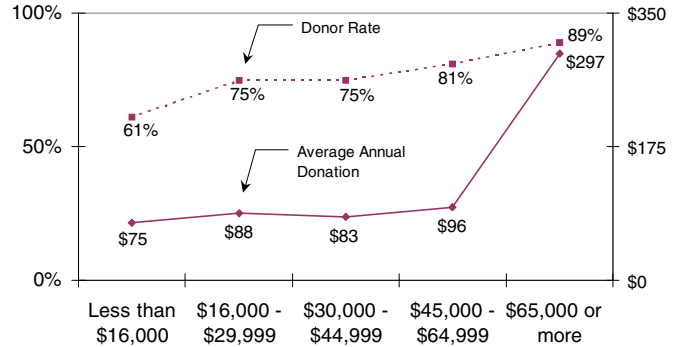
While Quebec donors with higher household incomes gave larger annual donations, donors with lower incomes generally contributed a larger percentage of their income on average. Quebec donors contributed .40% of their household incomes. Donors with household incomes below \$16,000 donated the highest percentage of household income (.85%), while donors with household incomes of \$65,000 or more gave only .30% of their annual household income.

**Religion**

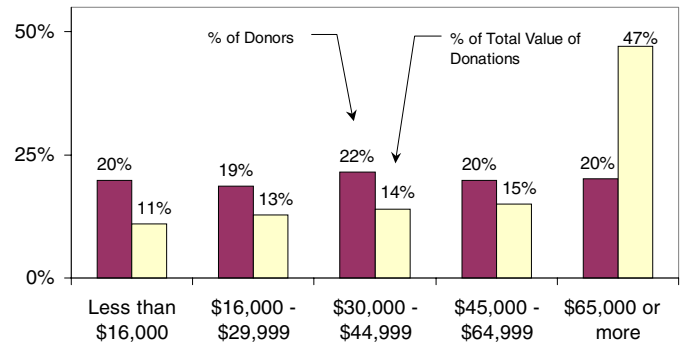
Ninety-six percent of Quebec's donors stated a specific religious affiliation. Fifty-three percent of donors considered themselves to be very (9%) or somewhat (44%) religious. Forty-eight percent were not very (34%) or not at all (14%) religious.

- ☀ Quebec donors who stated they were very religious donated more on average (\$435) than those who were not at all religious (\$86)
- ☀ Those who considered themselves very religious accounted for almost half of the total value of donations made by high income donors but only one-quarter of the total given by lower income donors
- ☀ High income donors who attended religious services at least once a week donated a greater percentage of their annual household incomes (1.3%) than did those who did not attend religious services (.17%)

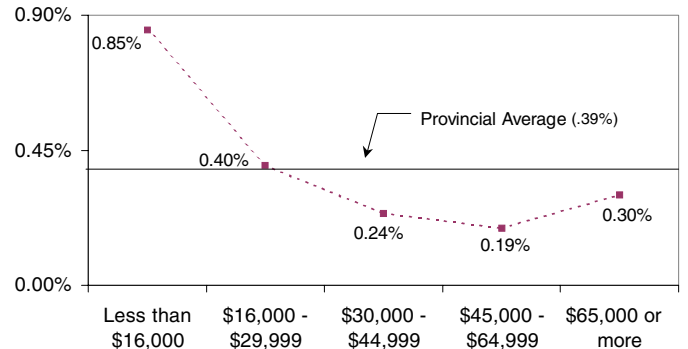
Percentage of Quebec Population Making Donations and Average Annual Donation by Household Income



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



Percentage of Household Income Spent on Financial Donations in Quebec 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.nsgvp.org](http://www.nsgvp.org)

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