

Who are Newfoundland and Labrador's Donors?

Personal and economic characteristics

Eighty-five percent of Newfoundland and Labrador residents donated an average of \$182 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

Newfoundland and Labrador residents between the ages of 30 and 44 were the most likely to make a donation (90% donated in 2000), followed by those aged 45 to 64 (88%). People at both the upper and lower ends of the age spectrum were less likely to donate — 79% of those aged 15 to 29, and 81% of those 65 and over made donations.

The average annual donation in Newfoundland and Labrador increased with age. Donors aged 65 and over made by far the largest average annual donation (\$297*), followed by those aged 45 to 64 (\$238*). Those aged 15 to 29 made the smallest average annual donation (\$93*).

Donors aged 45 to 64 contributed a disproportionately large percentage of the total amount donated. This group accounted for 32% of donors, but contributed 42% of the total value of all donations. A similar pattern is seen among those aged 65 and older (13% of donors, 21% of the total value of all donations).

Education

The likelihood of donating increased with the level of formal education attained. Newfoundland and Labrador residents with a university degree were the most likely to donate. All (100%) of those surveyed who had a university degree said they had made a donation. Those with a high school diploma or less were the least likely to donate (80%).

The size of the average annual donation increased with the level of education attained. Donors with university degrees made the largest average annual donation (\$366*), while those with a high school diploma or less made the smallest average annual donation (\$104).

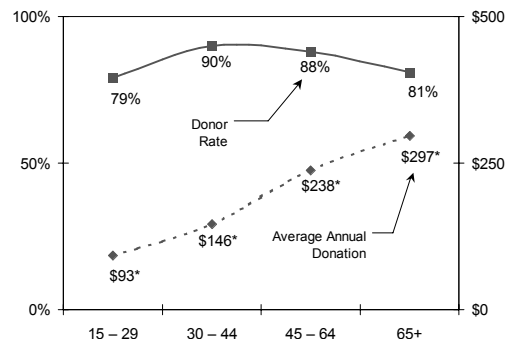
Those with university degrees contributed a disproportionately large percentage of the total amount donated. This group accounted for 11%* of donors, but contributed 22%* of the total value of all donations.

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

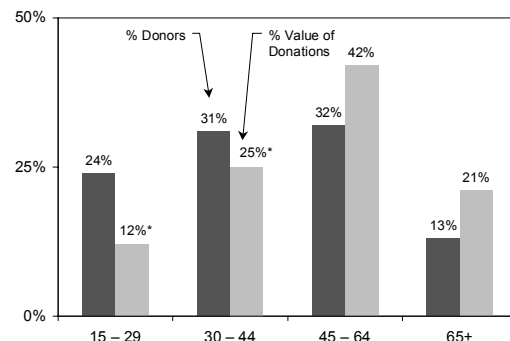
² This category includes the completion of a trade certificate or diploma, graduation from a community college or CEGEP, and some university.

* Sample size limitations affect the reliability of this estimate.

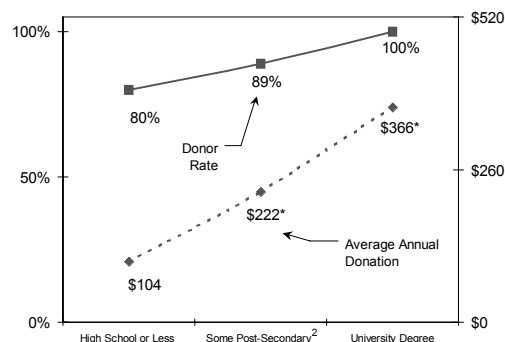
Donor Rate and Average Annual Donation by Age



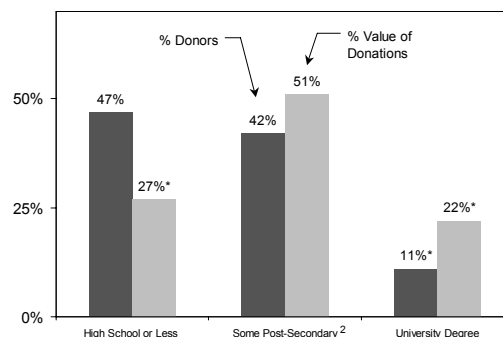
Percentage of Donors and Percentage of Donations by Age



Donor Rate and Average Annual Donation by Education



Percentage of Donors and Percentage of Donations by Education



Household income

The likelihood of donating increased with household income. Those with household incomes of \$75,000 or more were the most likely to give (97%), while those with household incomes of less than \$50,000 were the least likely to give (81%).

The average annual donation also rose with household income. Donors with household incomes between \$50,000 and \$74,900 made the largest average annual donation (\$210), while those with household incomes of less than \$25,000 made the smallest average annual donation (\$97).

Donors with household incomes of \$75,000 or more contributed a disproportionately large percentage of the total amount donated. This group accounted for 15% of donors in Newfoundland and Labrador, but contributed 31%* of the total value of all donations. This concentration of support among wealthier donors is more apparent in Newfoundland and Labrador than in any other province.

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 0.65%* of that income, compared to just 0.37%* for those with household incomes between \$50,000 to \$74,900.

... Number cannot be reported due to small sample size.

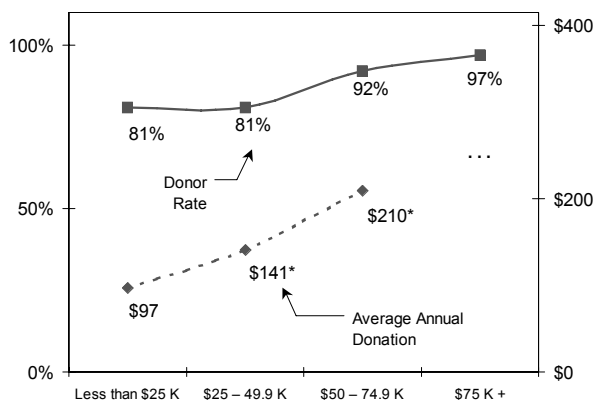
For more information on the 1997 and 2000 National Survey for Giving, Volunteering and Participating, including full text of the highlight report, *Caring Canadians*, *Involved Canadians*, please visit www.givingandvolunteering.ca.

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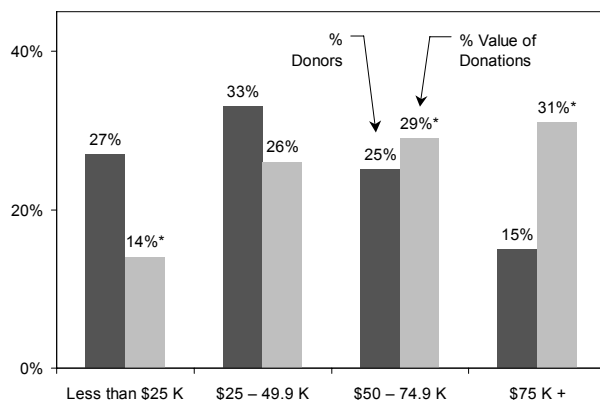
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Donor Rate and Average Annual Donation by Household Income



Percentage of Donors and Percentage of Donations by Household Income



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

