

Who are Ontario's Donors?

Personal and economic characteristics

Seventy-eight percent of Ontario residents donated an average of \$312 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

Ontario residents aged 35 to 44 were the most likely to make a donation (85% donated in 2000), followed by those aged 45 to 64 (82%). Those aged 15 to 24 were the least likely to donate (67%). Donors aged 45 to 54 made the largest average annual donation (\$432), followed by those aged 55 to 64 (\$392). Those aged 15 to 24 made the smallest average annual donation (\$137*).

Donors aged 45 to 54 contributed a disproportionately large percentage of the total amount donated. This group accounted for 18% of donors, but contributed 25% of the total value of all donations. Similar but less pronounced patterns are seen among those aged 55 to 64 (12% of donors, 15% of the total value of all donations) and those aged 65 and older (15% donors, 18% of the total value of all donations).

Education

The likelihood of making a donation increased with the level of formal education attained. Ontarians with a university degree were the most likely to make a donation (84%), followed closely by those with a post-secondary certificate or diploma (83%). Those with less than a high school diploma were the least likely to donate (67%).

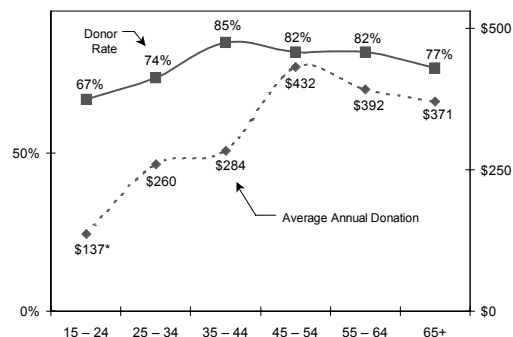
The size of the average annual donation also increased with the level of education attained. Donors with a university degree made significantly larger average annual donations (\$550) than those with less formal education. Those with less than high school made the smallest average annual donation (\$164).

Donors with university degrees contributed a disproportionately large percentage of the total amount donated. This group accounted for 20% of donors, but contributed 36% of the total value of all donations.

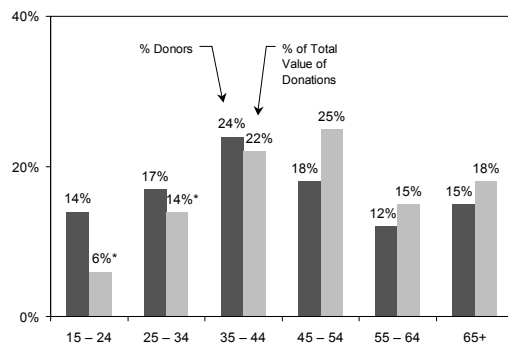
¹ NSGVP estimates are based on reports of charitable giving and volunteering over a one-year period by Canadians aged 15 and older.

* Sample size limitations affect the reliability of this estimate.

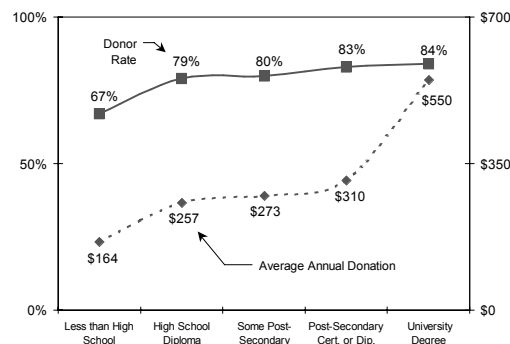
Donor Rate and Average Annual Donation by Age



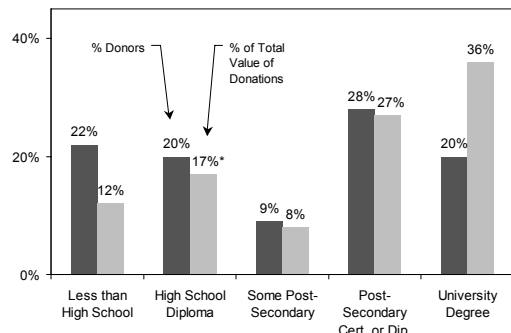
Percentage of Donors and Percentage of Donations by Age



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 \$80,000 or more were the most likely to give (84%), followed closely by those with household incomes between \$60,000 and \$79,999 (83%). Those with household incomes of less than \$20,000 were least likely to give (64%).

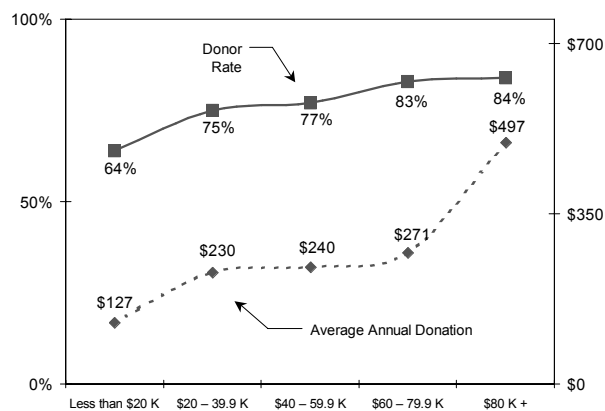
The average annual donation also rose with household income. Those with household incomes of \$80,000 or more made the largest average annual donation (\$497), while those with household incomes of less than \$20,000 made the smallest average annual donation (\$127).

Donors with household incomes of \$80,000 or more contributed a disproportionately large percentage of the total amount donated. This group accounted for 30% of donors in Ontario, but contributed 48% of the total value of all donations.

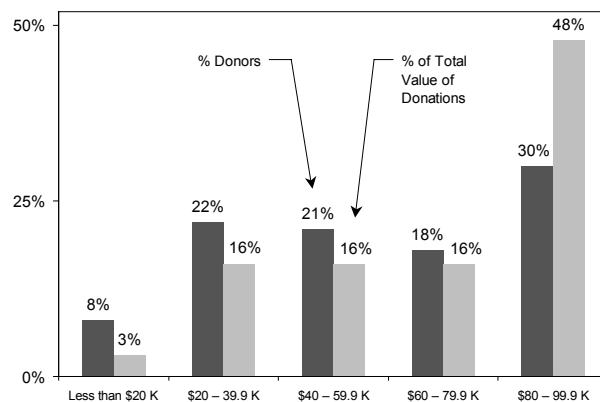
Are high-income donors more generous?

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 \$20,000 donated an average of 1.15% of that income. In comparison, those with household incomes of \$80,000 or more donated just 0.37% of that income and those with household incomes between \$60,000 and \$79,999 donated just 0.31%.

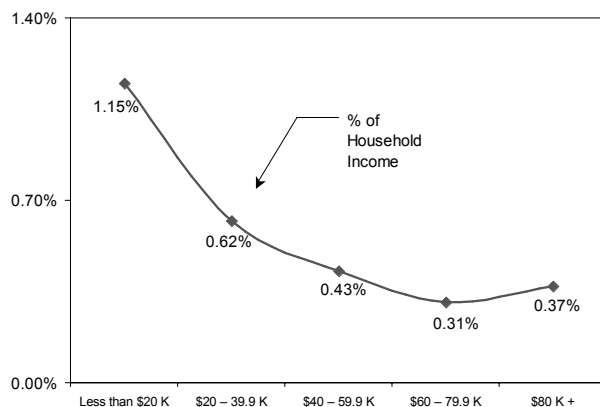
Donor Rate and Average Annual Donation by Household Income



Percentage of Donors and Percentage of Donations by Household Income



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



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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