

Who are Quebec's Donors?

Personal and economic characteristics

Seventy-four percent of Quebec residents donated an average of \$117 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

Quebec residents aged 35 to 44 were the most likely to make a donation (85% donated in 2000), followed by those aged 55 to 64 (82%). Those aged 15 to 24 were the least likely to donate (55%).

The average annual donation in Quebec increased with age. Donors aged 65 and older made the largest average annual donation (\$169), followed by those aged 55 to 64 (\$149). Those aged 15 to 24 made the smallest average annual donation (\$52*).

Donors aged 65 and older contributed a disproportionately large percentage of the total amount donated. This group accounted for 14% of donors, but contributed 20% of the total value of all donations. Similar patterns are seen with those aged 45 to 54 (19% of donors, 24% of the total value of all donations) and 55 to 64 (14% donors, 18% of the total value of all donations).

Education

Quebecers with a university degree were the most likely to make a donation (83%), followed by those with a post-secondary certificate or diploma (80%). Those with some post-secondary education (62%) and less than high school (64%) were much less likely to donate.

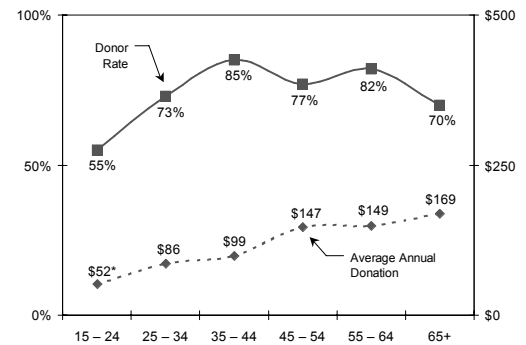
Donors with university degrees made the largest average annual donation (\$246). Those in other educational categories made markedly smaller donations, ranging from \$76 for those with a high school diploma to \$100 for those with a post-secondary certificate or diploma.

Donors with university degrees contributed a disproportionately large percentage of the total amount donated. This group accounted for 19% of donors, but contributed 39% of the total value of all donations.

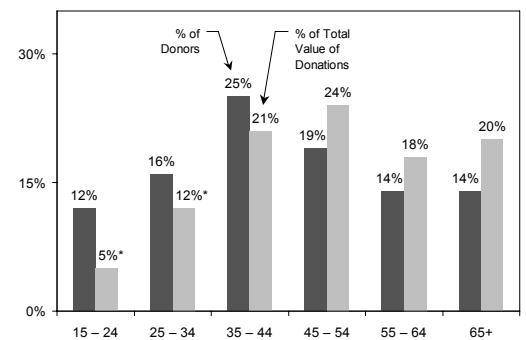
¹ NSGVP estimates are based on reports of charitable giving and volunteering over a one-year period by Canadians aged 15 and older.

* Sample size limitations affect the reliability of this estimate.

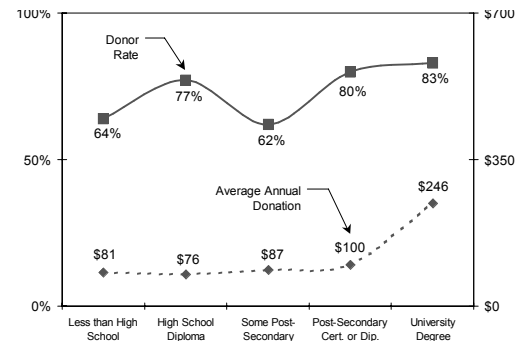
Donor Rate and Average Annual Donation by Age



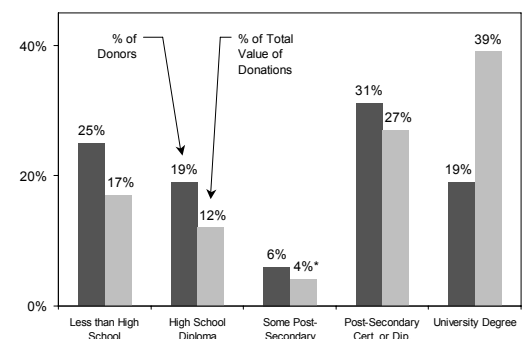
Percentage of Donors and Percentage of Donations by Age



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 (86%), while those with household incomes of less than \$20,000 were the least likely to give (56%).

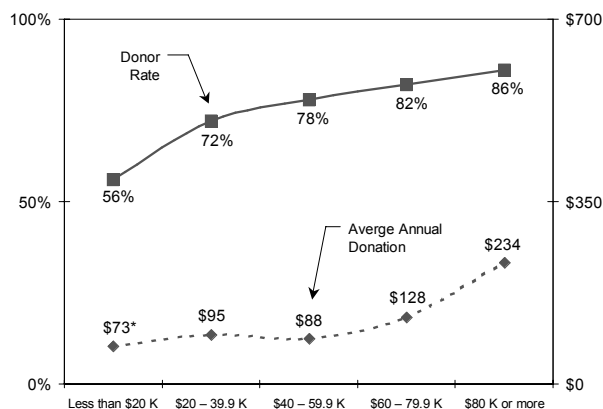
Donors with household incomes of \$80,000 or more made the largest average annual donation (\$234), while those with household incomes of less than \$20,000 made the smallest average annual donation (\$73*).

Donors with household incomes of \$80,000 or more contributed a disproportionately large percentage of the total amount donated. This group accounted for 15% of donors in Quebec, but contributed 31% of the total value of all donations.

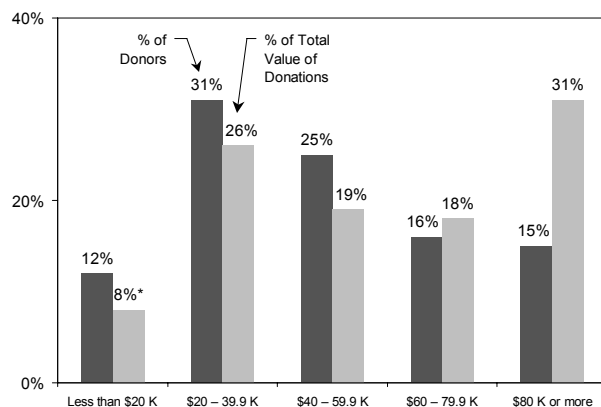
Are high-income donors more generous?

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 0.62%* of that income. In comparison, those with household incomes of \$80,000 or more donated an average of 0.21% of their income or less.

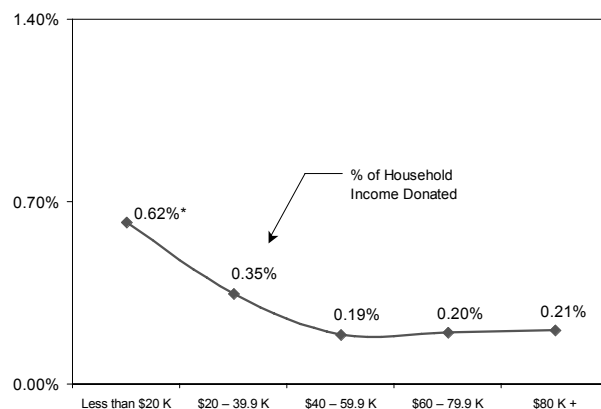
Donor Rate and Average Annual Donation by Household Income



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.

We would like to acknowledge the support of our funder, Human Resources Development Canada (HRDC), for the production of this fact sheet.

© 2003, Canadian Centre for Philanthropy

Canadian Centre for Philanthropy Research Program
425 University Ave., Suite 700
Toronto, ON M5G 1T6
tel. 416.597.2293
fax. 416.597.2294