

Report

Charitable Giving

Canadian's experiences with charity during and before the pandemic



DATE 2021-03-11

Leger

We know Canadians

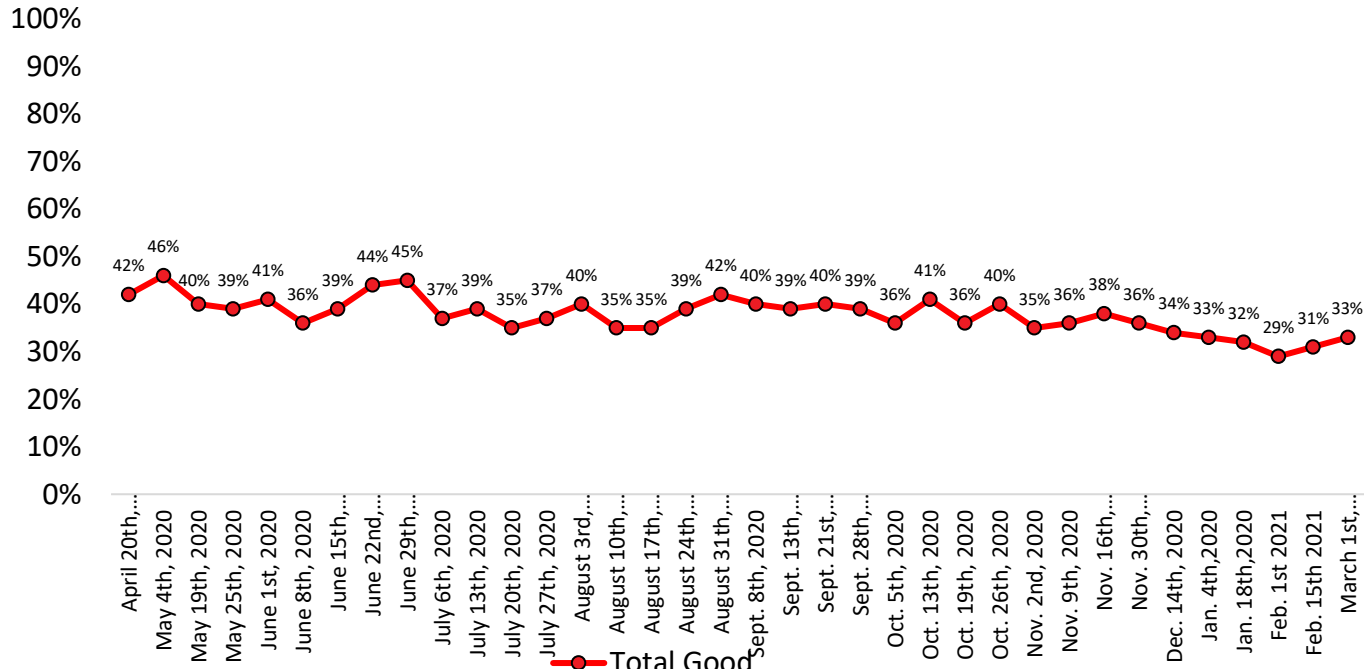
MENTAL HEALTH DURING THE CRISIS (Evolution)



CTC46. Since the beginning of the COVID-19 crisis, how would you rate your mental health?

Base: All respondents

% Total Good (Excellent + Very good) presented

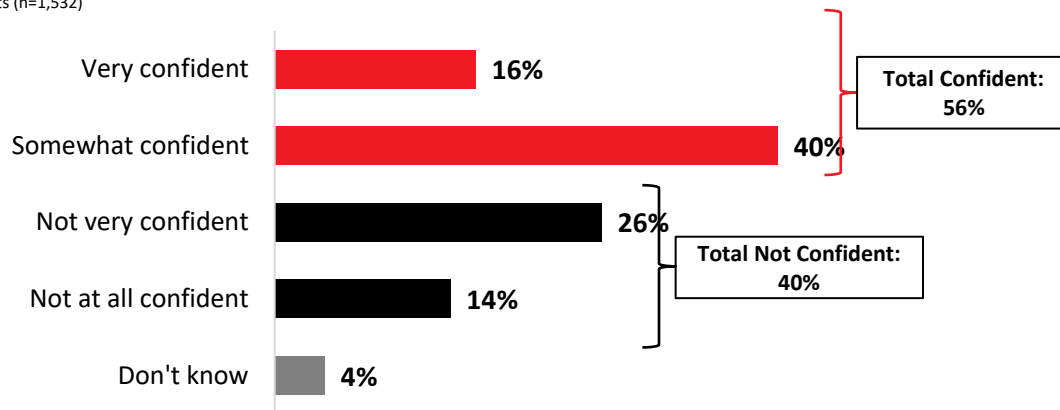


CONFIDENCE THAT THE FEDERAL GOVERNMENT HAS A PLAN TO PURCHASE ALL NECESSARY VACCINES



CTC546B. Taking everything you know and have heard into account, how confident are you that the Federal government has a plan to purchase all of the vaccines necessary so those Canadians who want to get vaccinated will get vaccinated by September of this year?

Base: All respondents (n=1,532)



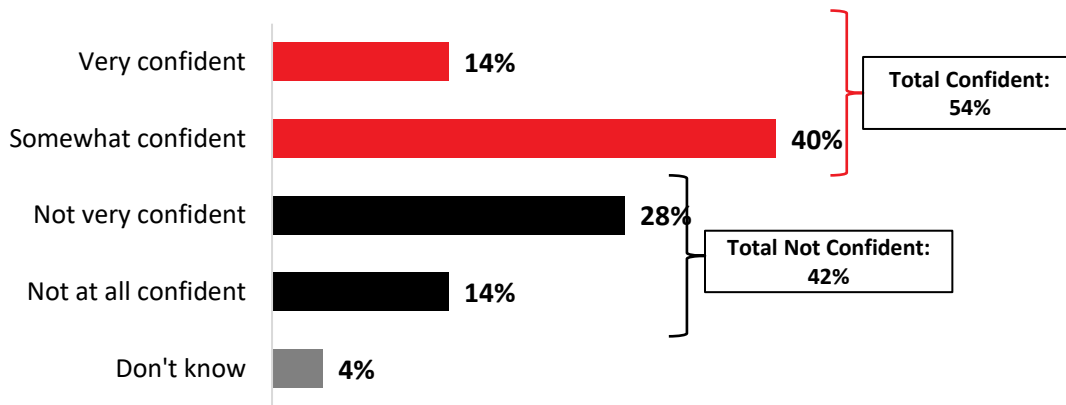
	TOTAL CANADA	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Urban	Sub-urban	Rural	TOTAL Feb. 15 th	Gap
Weighted n =	1,532	105	359	588	100	172	208	414	526	592	599	603	308	1,535	
Unweighted n =	1,532	100	406	608	125	132	161	426	611	495	627	595	291	1,535	
Total Confident	56%	71%	62%	53%	53%	43%	60%	51%	52%	63%	55%	55%	60%	44%	+12
Very confident	16%	20%	15%	17%	13%	10%	16%	8%	15%	22%	16%	15%	18%	10%	+6
Somewhat confident	40%	51%	47%	35%	39%	34%	44%	42%	38%	41%	39%	40%	42%	34%	+6
Total Not Confident	40%	25%	34%	43%	44%	53%	34%	46%	43%	33%	39%	42%	35%	51%	-11
Not very confident	26%	18%	26%	27%	29%	32%	21%	32%	26%	22%	27%	26%	24%	35%	-9
Not at all confident	14%	8%	8%	16%	15%	21%	12%	14%	16%	11%	13%	16%	11%	16%	-2
Don't know	4%	3%	4%	4%	3%	4%	7%	4%	5%	4%	6%	3%	4%	5%	-1

CONFIDENCE IN THE PROVINCIAL GOVERNMENT'S PLAN FOR VACCINATION



CTC546A. Taking everything you know and have heard into account, how confident are you that your provincial government has a plan that will ensure all Canadians who want to get vaccinated will get vaccinated by September of this year?

Base: All respondents (n=1,532)



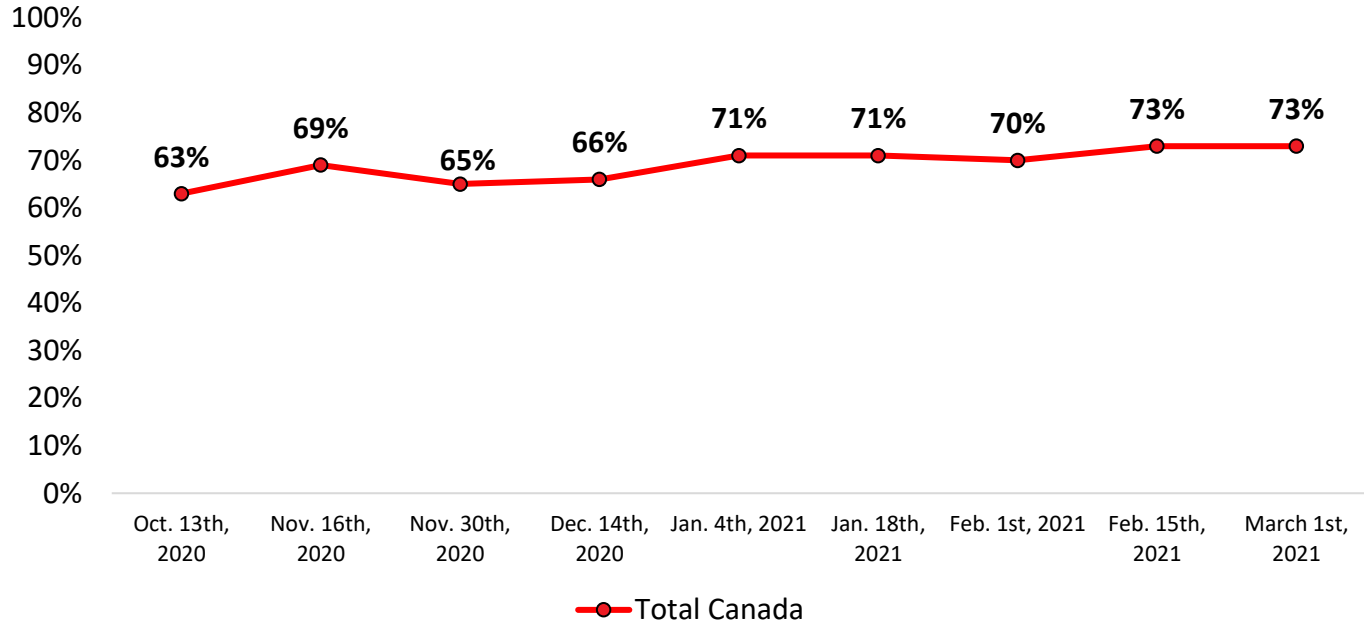
	TOTAL CANADA	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Urban	Sub-urban	Rural
Weighted n =	1,532	105	359	588	100	172	208	414	526	592	599	603	308
Unweighted n =	1,532	100	406	608	125	132	161	426	611	495	627	595	291
Total Confident	54%	71%	63%	50%	48%	36%	60%	45%	49%	66%	51%	53%	61%
Very confident	14%	21%	15%	12%	10%	13%	18%	7%	12%	21%	13%	12%	22%
Somewhat confident	40%	50%	48%	38%	38%	23%	42%	39%	36%	44%	38%	42%	40%
Total Not Confident	42%	27%	34%	46%	47%	60%	32%	50%	48%	31%	43%	44%	35%
Not very confident	28%	21%	25%	29%	27%	39%	24%	35%	30%	22%	29%	29%	25%
Not at all confident	14%	6%	8%	17%	20%	21%	8%	15%	18%	9%	14%	15%	10%
Don't know	4%	2%	4%	3%	6%	3%	8%	5%	3%	4%	5%	3%	3%

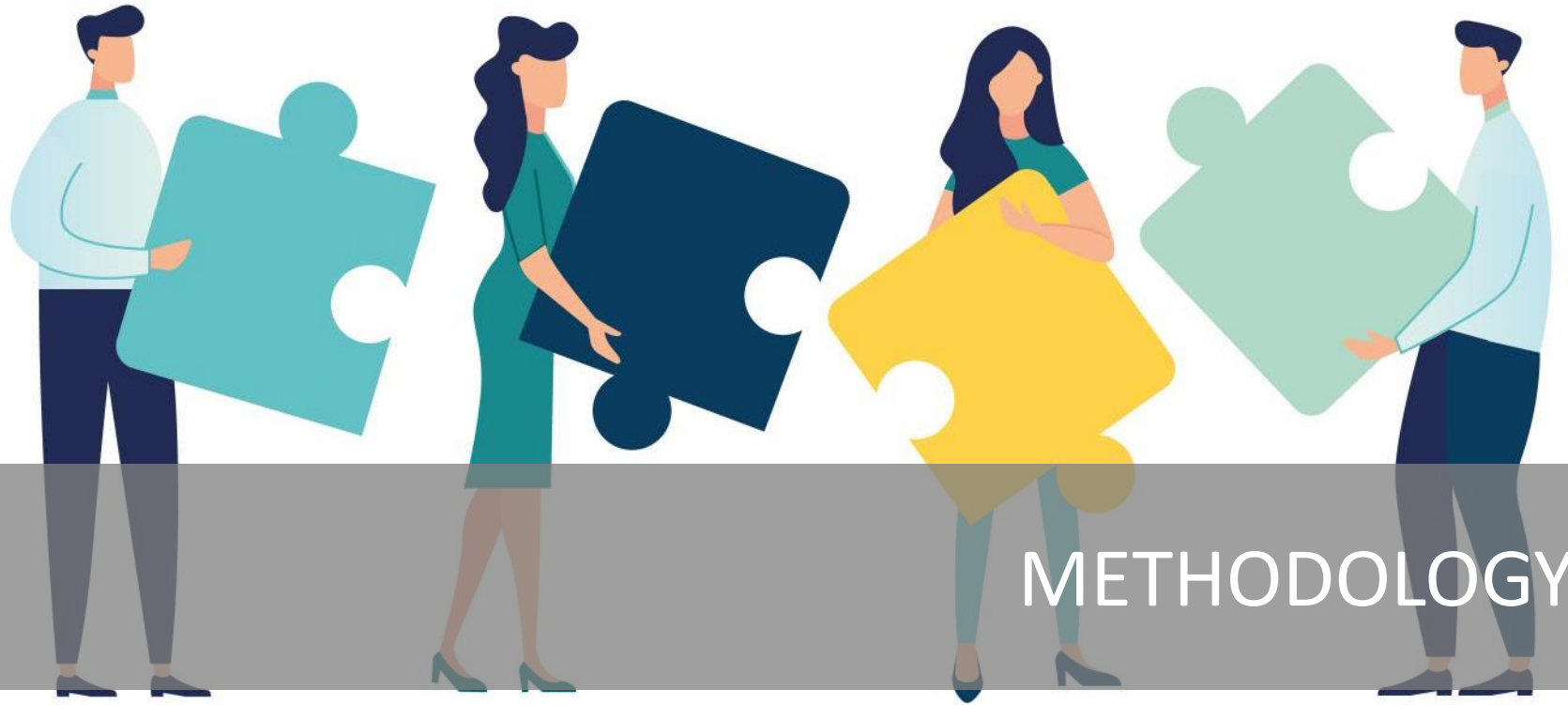
INTENTION TO GET VACCINATED- EVOLUTION



CTC108. When a vaccine for COVID-19 that had been approved by Health Canada becomes available to the population and it is free, do you intend to get vaccinated?

% Yes presented





METHODOLOGY

Methodology



Online surveys with Canadian residents were conducted via Leger's online panel, LEO.



From March 5 to 7, 2021



1526 residents of Canada that are 18 years of age or older



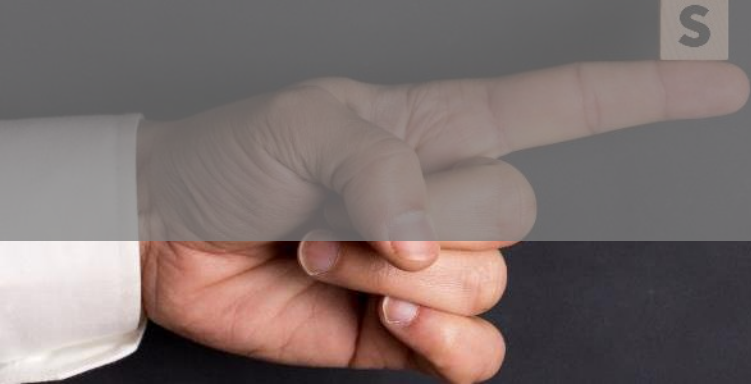
Using data from the 2016 Census, results were weighted according to, age, gender, and region in order to ensure a representative sample of the population in Canada



No margin of error can be associated with a non-probability sample. However, for comparative purposes, a probability sample of 1526 respondents would have a margin of error of $\pm 2.5\%$, 19 times out of 20.

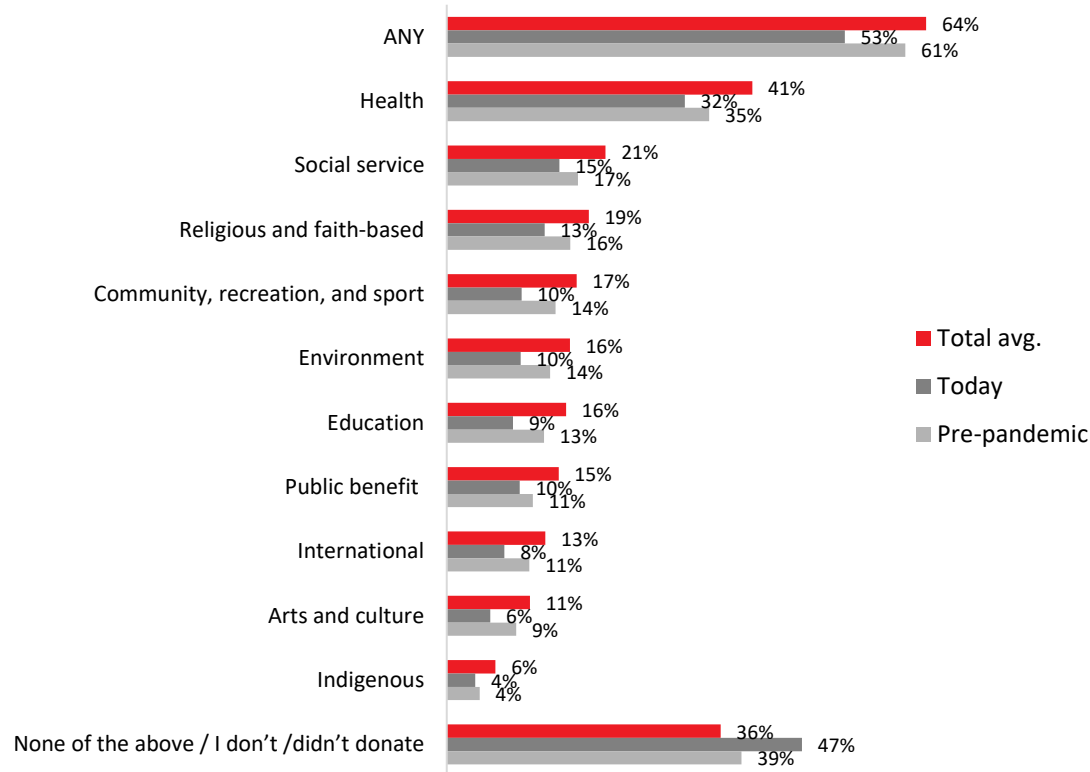
Note: Since data presented in this report is rounded, the sums in graphs and tables (based on actual figures before rounding) may not match the manual addition of rounded numbers.

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DETAILED RESULTS

Of Canadians who donate, most opt for organizations in the health sector. On average, people are more likely to donate pre-pandemic compared to today, with all sectors impacted by this decline.



Those who are more likely to donate to any of the sectors (both pre-pandemic and today)

- Residents aged 55+
- University educated
- Household income of \$40k+
- Married
- Not born in Canada

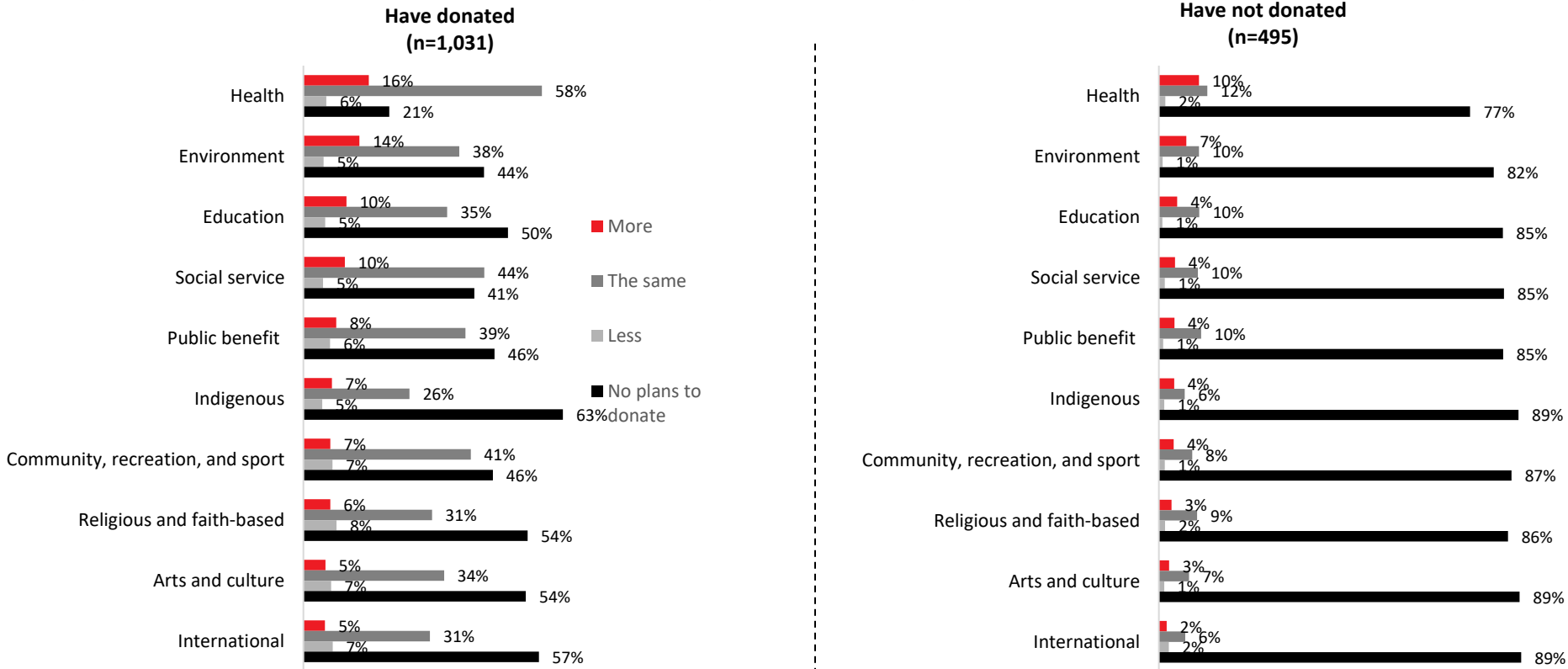
Most Canadians donate today due to a personal connection to the organization or cause, which is significantly higher for health, religious and faith-based, education, and arts and culture sectors.

	Total	Health	Social service	Religious and faith-based	Community, recreation, and sport	Environment	Education	Public benefit	International	Arts and culture	Indigenous
n=	861	492	237	213	164	157	163	153	129	99	64
Personal connection to the organization or cause	62%	53%	39%	61%	50%	40%	52%	38%	33%	61%	46%
The organization's work prior to the pandemic	46%	38%	41%	32%	32%	39%	30%	44%	48%	41%	23%
Previous relationship with the organization or cause	46%	34%	34%	52%	38%	38%	33%	36%	44%	39%	12%
The organization's reputation or external recognition	46%	39%	39%	29%	31%	38%	32%	46%	50%	31%	41%
The organization's work during the pandemic	39%	32%	41%	26%	18%	25%	24%	38%	30%	28%	30%
I like to help those in need / to help the community	1%	1%	1%	1%	1%	2%	1%	1%	-	5%	2%
Personal reviews/knowledge	1%	<1%	<1%	1%	1%	1%	1%	1%	1%	2%	2%
Other	1%	<1%	1%	2%	1%	-	-	1%	1%	-	1%
Nothing	-	1%	<1%	-	-	2%	-	<1%	-	-	2%

Q3. What motivates you to want to support these charities/not for profit organizations?

Base: Canadians who are currently donating to charity (n=varies)

Of Canadians who have previously donated, almost all plan to donate in the next 1-3 years. Pleasingly, the donation market will be buoyed by 32% of those who hadn't previously donated. Regardless, the Health Sector will be the major recipients for both groups.



Q2. What are your plans to donate to any of the following sectors in the next 1-3 years?
 Base: Canadians (n=1526)

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- **Leger Analytics (LEA)**
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- **Leger Opinion (LEO)**
Panel management
- **Leger Communities**
Online community management
- **Leger Digital**
Digital strategy and user experience
- **International Research**
Worldwide Independent Network (WIN)

600
EMPLOYEES



185
CONSULTANTS



8
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