

Canadians are concerned that vital health research will not be done if health charities do not have sufficient resources

2020-1665 Health Charities Coalition | Summary | Confidential | Draft

Conducted by Nanos for Health Charities Coalition, July 2020
Submission 2020-1665




Health
Charities Coalition
of Canada Coalition canadienne
des organismes de bienfaisance
en santé



SUMMARY

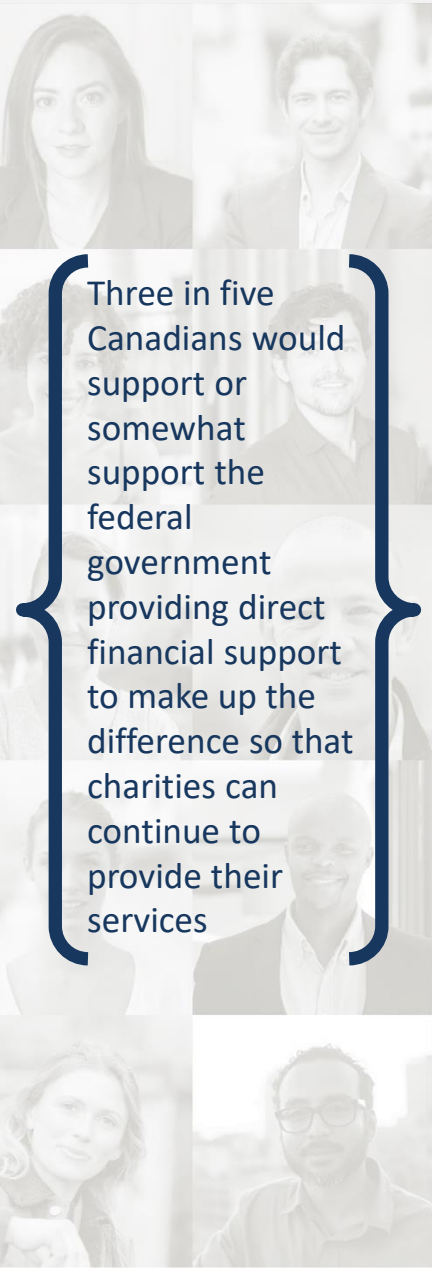


Four out of five
Canadians say
health charities
play an important
or somewhat
important role in
Canada's health
care system

A strong majority of Canadians say health charities play an important or somewhat important role in Canada's healthcare system and most are concerned or somewhat concerned that vital health research will not be done if health charities do not have sufficient resources. Six in ten would support or somewhat support the federal government providing direct financial support to make up the difference so that charities can continue to provide their services.

- **Eight out of ten Canadians say health charities play an important or somewhat important role in Canada's health care system** – A strong majority of Canadians say health charities play an important (33%) or somewhat important (48%) role in Canada's health care system, while one in ten say they play an unimportant (three per cent) or somewhat unimportant (eight per cent) role. Eight per cent are unsure. Residents of the Atlantic region (45%), Ontario (38%) and British Columbia (37%) are more likely to say they play an important role than residents of Quebec (24%).
- **Nearly six in ten Canadians are concerned or somewhat concerned about the impact on themselves if health charities or the services they provide are not available because of the impact of the COVID-19 pandemic** – Close to six in ten Canadians are concerned (15%) or somewhat concerned (44%) about the impact on themselves if health charities or the services they provide are not available because of the impact of the COVID-19 pandemic, while over three in ten are not concerned (13%) or somewhat not concerned (24%). Five per cent are unsure.
- **Most Canadians say the decline of donations to health charities will have a negative or somewhat negative impact on the healthcare system** – Just over seven in ten Canadians say the decline of donations to health charities will have a negative (22%) or somewhat negative (49%) impact on the health care system, while two per cent say it will have a positive impact and three per cent say it will have a somewhat positive impact. Just under one in five (19%) say it will have a neutral impact, and six per cent are unsure.

SUMMARY



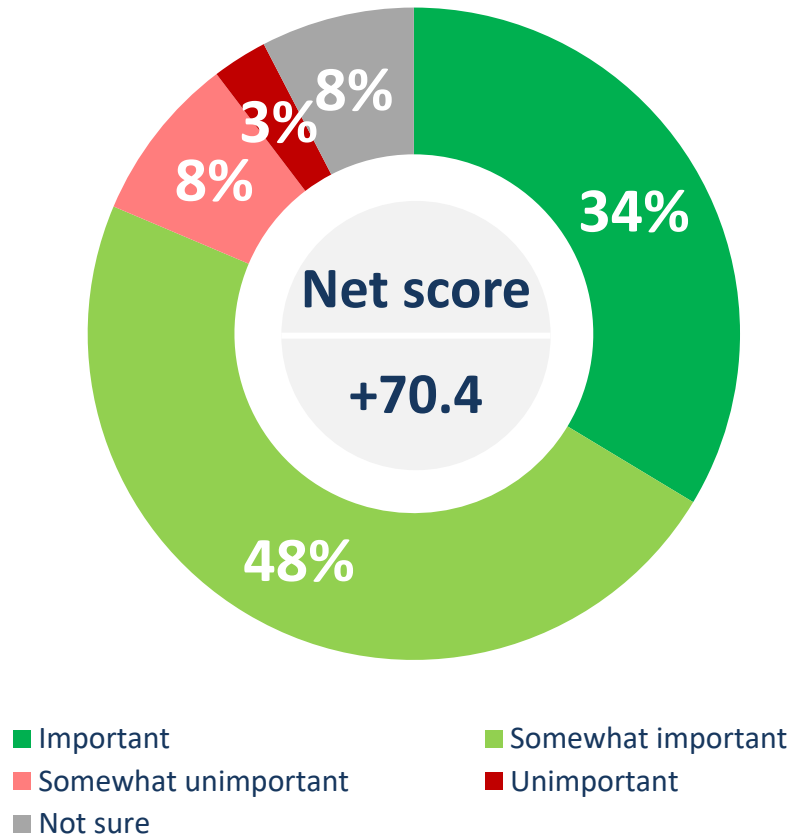
Three in five Canadians would support or somewhat support the federal government providing direct financial support to make up the difference so that charities can continue to provide their services

- **Nearly two in three Canadians are concerned or somewhat concerned that vital health research will not be done if health charities do not have sufficient resources** – A majority of Canadians are concerned (18%) or somewhat concerned (47%) that vital health research will not be done if health charities do not have sufficient resources, while just under three in ten are not concerned (nine per cent) or somewhat not concerned (20%). Six per cent are unsure. Ontarians (24%) are more likely to say they are concerned than residents of the Prairies or Quebec (12% each).
- **Six in ten Canadians would support or somewhat support the federal government providing direct financial support to make up the difference so that charities can continue to provide their services** – A majority of Canadians would support (19%) or somewhat support (41%) the federal government providing direct financial support to make up the difference so that charities can continue to provide their services, while nearly one in three would oppose (12%) or somewhat oppose (20%) this. Nine per cent are unsure.

These observations are based on a hybrid telephone and online survey of 1,049 Canadians, 18 years of age or older, between June 28th and July 2nd, 2020 as part of an omnibus survey. The margin of error for this survey is ± 3.1 percentage points, 19 times out of 20.

This study was commissioned by Health Charities Coalition of Canada and the research was conducted by Nanos Research.

Importance of health charities to Canada's health care system



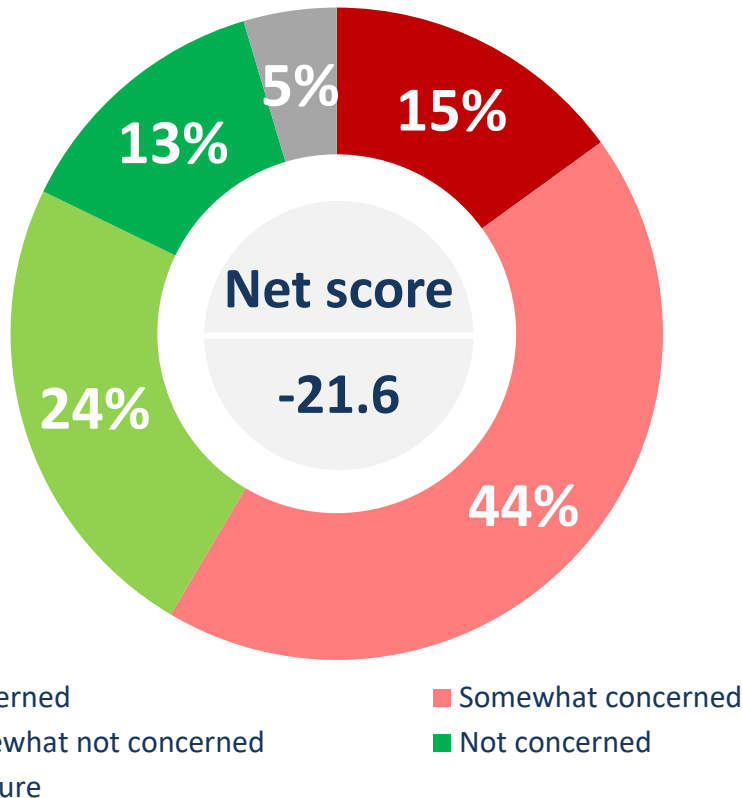
	Important/ somewhat important
Atlantic (n=100)	85.0%
Quebec (n=252)	83.5%
Ontario (n=339)	81.3%
Prairies (n=203)	78.3%
British Columbia (n=155)	80.3%
Male (n=555)	82.1%
Female (n=494)	80.7%
18 to 34 (n=270)	80.8%
35 to 54 (n=393)	83.1%
55 plus (n=386)	80.2%

*Weighted to the true population proportion.

*Charts may not add up to 100 due to rounding.

QUESTION – Our next few questions are about health charities in Canada. These would be charities focused on health research, policy and programs to achieve better health outcomes for Canadians. Would you say that health charities play an important, somewhat important, somewhat unimportant or unimportant role in Canada's health care system?

Concern about the impact of the pandemic on health charities



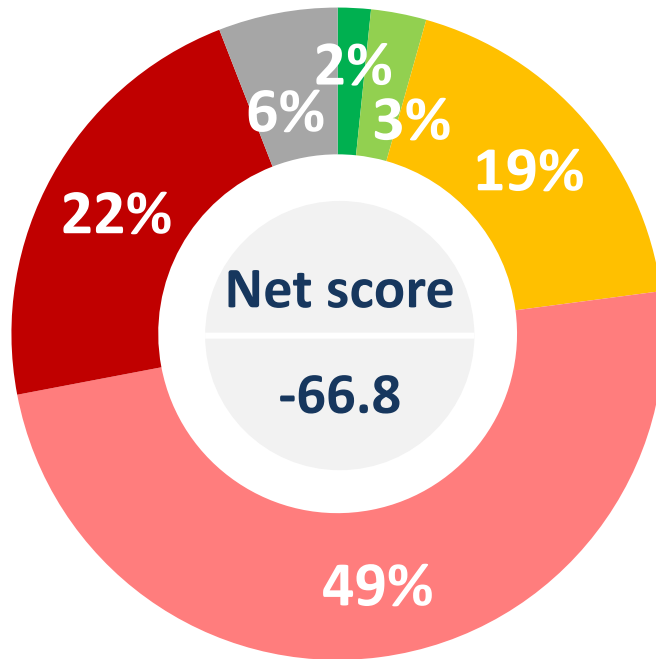
	Concerned/ somewhat concerned
Atlantic (n=100)	59.2%
Quebec (n=252)	60.0%
Ontario (n=339)	61.9%
Prairies (n=203)	54.0%
British Columbia (n=155)	51.7%
Male (n=555)	57.9%
Female (n=494)	59.0%
18 to 34 (n=270)	54.9%
35 to 54 (n=393)	59.3%
55 plus (n=386)	60.3%

*Weighted to the true population proportion.

*Charts may not add up to 100 due to rounding.

QUESTION – As you may know, because of the COVID-19 pandemic, many health charities in Canada are dealing with reductions of about 50% in their donation revenue and are unable to conduct many of their fundraising efforts because of the social distancing rules in place. Are you concerned, somewhat concerned, somewhat not concerned or not concerned about the impact on you if health charities or the services they provide are not available because of the impact of the pandemic?

Impact of declining donations to health charities on health care system



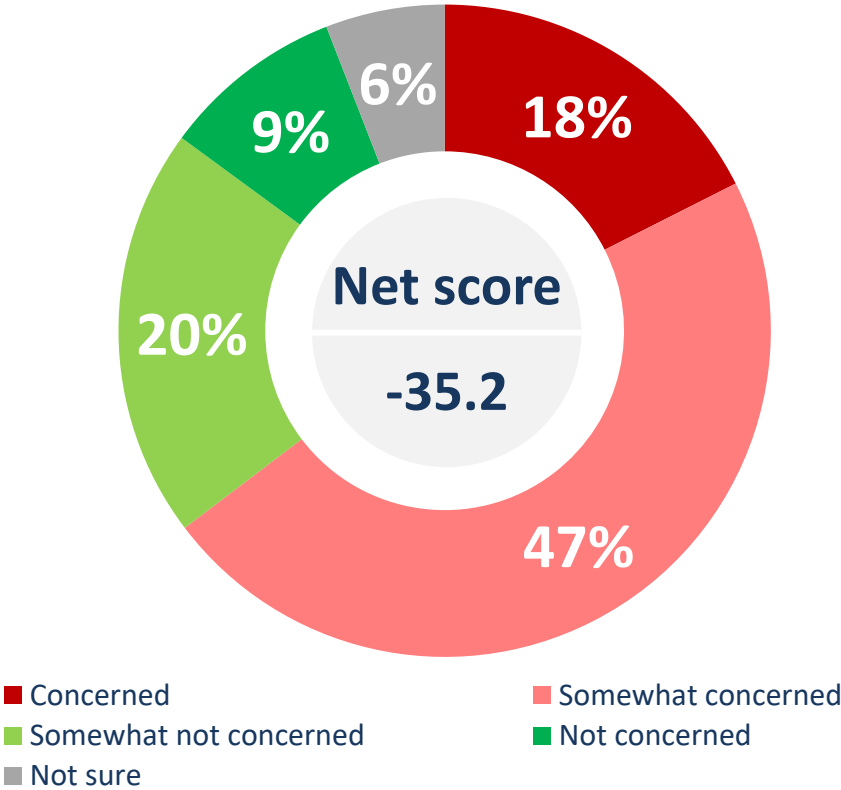
- Positive impact
- Somewhat positive impact
- Neutral impact
- Somewhat negative impact
- Negative impact
- Not sure

	Negative/ somewhat negative impact
Atlantic (n=100)	71.2%
Quebec (n=252)	71.6%
Ontario (n=339)	72.6%
Prairies (n=203)	67.7%
British Columbia (n=155)	71.0%
Male (n=555)	71.6%
Female (n=494)	70.7%
18 to 34 (n=270)	71.1%
35 to 54 (n=393)	71.2%
55 plus (n=386)	71.2%

*Weighted to the true population proportion.
*Charts may not add up to 100 due to rounding.

QUESTION – Do you think the decline of donations to health charities will have a positive, a somewhat positive, a neutral, a somewhat negative or a negative impact on the health care system?

Concern about vital health research if health charities do not have sufficient resources

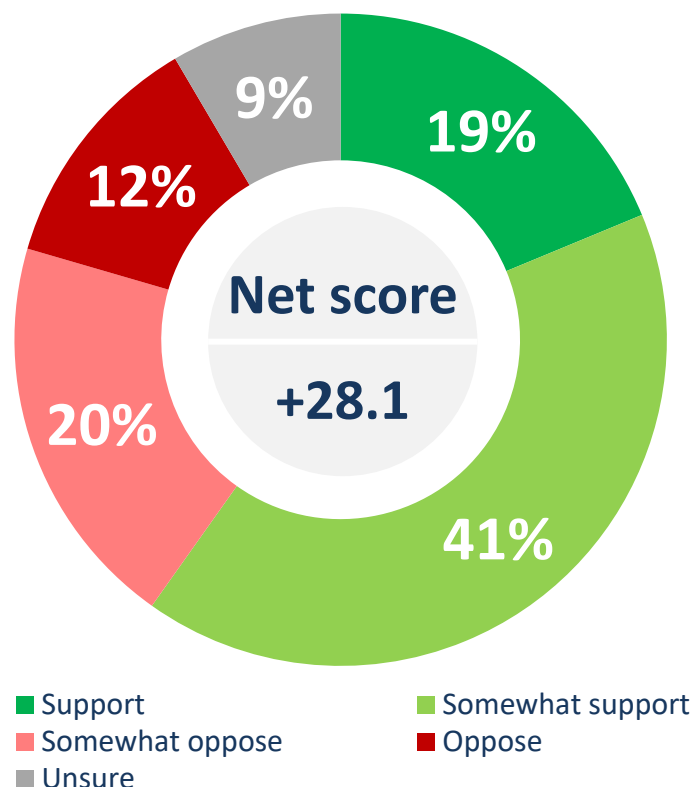


	Concerned/ somewhat concerned
Atlantic (n=100)	68.3%
Quebec (n=252)	63.2%
Ontario (n=339)	69.6%
Prairies (n=203)	57.3%
British Columbia (n=155)	61.5%
Male (n=555)	65.9%
Female (n=494)	63.5%
18 to 34 (n=270)	60.0%
35 to 54 (n=393)	64.9%
55 plus (n=386)	67.8%

*Weighted to the true population proportion.
*Charts may not add up to 100 due to rounding.

QUESTION – Are you concerned, somewhat concerned, somewhat not concerned or not concerned that vital health research will not be done if health charities do not have sufficient resources?

Support of health charities receiving financial support from the federal government



	Support/ somewhat support
Atlantic (n=100)	57.9%
Quebec (n=252)	66.8%
Ontario (n=339)	59.8%
Prairies (n=203)	53.7%
British Columbia (n=155)	57.0%
Male (n=555)	59.9%
Female (n=494)	59.7%
18 to 34 (n=270)	61.0%
35 to 54 (n=393)	59.3%
55 plus (n=386)	59.4%

*Weighted to the true population proportion.

*Charts may not add up to 100 due to rounding.

QUESTION – Health Charities have requested new short-term federal funding of \$28 million dollars per month in order to offset their reduced revenues and enable them to continue to serve Canadians. Would you support, somewhat support, somewhat oppose, or oppose the federal government providing direct financial support to make up the difference so that charities can continue to provide their services?

METHODOLOGY



Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,049 Canadians, 18 years of age or older, between June 28th and July 2nd, 2020 as part of an omnibus survey. Participants were randomly recruited by telephone using live agents and administered a survey online. The results were statistically checked and weighted by age and gender using the latest Census information and the sample is geographically stratified to be representative of Canada.

Individuals were randomly called using random digit dialling with a maximum of five call backs.

The margin of error for this survey is ± 3.1 percentage points, 19 times out of 20.

The research was commissioned by the Health Charities Coalition and was conducted by Nanos Research.

Note: Charts may not add up to 100 due to rounding.

TECHNICAL NOTE

Element	Description
Research sponsor	Health Charities Coalition
Population and Final Sample Size	1,049 Randomly selected individuals.
Source of Sample	Nanos Panel
Type of Sample	Probability
Margin of Error	±3.1 percentage points, 19 times out of 20.
Mode of Survey	RDD dual frame (land- and cell-lines) hybrid telephone and online omnibus survey
Sampling Method Base	The sample included both land- and cell-lines RDD (Random Digit Dialed) across Canada.
Demographics (Captured)	Atlantic Canada, Quebec, Ontario, Prairies, British Columbia; Men and Women; 18 years and older. Six digit postal code was used to validate geography.
Fieldwork/Validation	Individuals were recruited using live interviews with live supervision to validate work, the research questions were administered online
Number of Calls	Maximum of five call backs to those recruited.
Time of Calls	Individuals recruited were called between 12-5:30 pm and 6:30-9:30pm local time for the respondent.
Field Dates	June 28 th to July 2 nd , 2020.
Language of Survey	The survey was conducted in both English and French.
Standards	Nanos Research is a member of the Canadian Research Insights Council (CRIC) and confirms that this research fully complies with all CRIC Standards including the CRIC Public Opinion Research Standards and Disclosure Requirements. https://canadianresearchinsightscouncil.ca/standards/

Element	Description
Weighting of Data	The results were weighted by age and gender using the latest Census information (2016) and the sample is geographically stratified to ensure a distribution across all regions of Canada. See tables for full weighting disclosure
Screening	Screening ensured potential respondents did not work in the market research industry, in the advertising industry, in the media or a political party prior to administering the survey to ensure the integrity of the data.
Excluded Demographics	Individuals younger than 18 years old; individuals without land or cell lines, and individuals without internet access could not participate.
Stratification	By age and gender using the latest Census information (2016) and the sample is geographically stratified to be representative of Canada. Smaller areas such as Atlantic Canada were marginally oversampled to allow for a minimum regional sample.
Estimated Response Rate	11 percent, consistent with industry norms.
Question Order	Question order in the preceding report reflects the order in which they appeared in the original questionnaire.
Question Content	Topics on the omnibus ahead of the survey content included: views on political issues, views on economic issues, views on Canada-China relations, the COVID-19 pandemic, policing, diplomatic relations, and charitable organizations.
Question Wording	The questions in the preceding report are written exactly as they were asked to individuals.
Research/Data Collection Supplier	Nanos Research
Contact	Contact Nanos Research for more information or with any concerns or questions. http://www.nanos.co Telephone:(613) 234-4666 ext. 237 Email: info@nanosresearch.com .

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This international joint venture between [dimap](http://www.dimap.com) and [Nanos](http://www.nanos.co) brings together top research and data experts from North American and Europe to deliver exceptional data intelligence to clients. The team offers data intelligence services ranging from demographic and sentiment microtargeting; consumer sentiment identification and decision conversion; and, data analytics and profiling for consumer persuasion.

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TABULATIONS





2020-1665 – Health Charities – June OMNI – STAT SHEET

Our next few questions are about health charities in Canada. These would be charities focused on health research, policy and programs to achieve better health outcomes for Canadians.

			Region						Gender		Age		
			Canada 2020-07	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - Would you say that health charities play an important, somewhat important, somewhat unimportant or unimportant role in Canada's health care system?	Total	Unwgt N	1049	100	252	339	203	155	555	494	270	393	386
		Wgt N	1000	67	233	384	183	133	490	510	273	341	386
	Important	%	33.6	44.9	23.7	38.1	30.3	37.1	30.7	36.5	29.7	35.5	34.8
	Somewhat important	%	47.7	40.1	59.8	43.2	48.0	43.2	51.4	44.2	51.1	47.6	45.4
	Somewhat unimportant	%	8.3	7.5	8.4	8.2	10.5	5.6	9.8	6.8	6.8	8.9	8.8
	Unimportant	%	2.7	1.0	2.7	3.2	2.7	2.5	2.5	3.0	3.7	1.6	3.1
	Unsure	%	7.6	6.6	5.4	7.3	8.5	11.6	5.6	9.5	8.7	6.4	7.9

As you may know, because of the COVID-19 pandemic, many health charities in Canada are dealing with reductions of about 50% in their donation revenue and are unable to conduct many of their fundraising efforts because of the social distancing rules in place.

			Region						Gender		Age		
			Canada 2020-07	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - Are you concerned, somewhat concerned, somewhat not concerned or not concerned about the impact on you if health charities or the services they provide are not available because of the impact of the pandemic?	Total	Unwgt N	1049	100	252	339	203	155	555	494	270	393	386
		Wgt N	1000	67	233	384	183	133	490	510	273	341	386
	Concerned	%	15.0	13.7	10.6	19.7	11.6	14.6	15.1	14.9	14.1	15.9	14.9
	Somewhat concerned	%	43.5	45.5	49.4	42.2	42.4	37.1	42.8	44.1	40.8	43.4	45.4
	Somewhat not concerned	%	23.7	22.5	24.0	21.1	27.5	26.0	24.6	22.8	26.5	19.9	25.1
	Not concerned	%	13.2	12.4	13.5	12.3	13.0	15.9	13.7	12.7	14.4	14.3	11.4
	Not sure	%	4.6	5.9	2.5	4.7	5.5	6.3	3.7	5.5	4.2	6.5	3.2

Nanos conducted an RDD dual frame (land- and cell- lines) hybrid telephone and online random survey of 1,049 Canadians, 18 years of age or older, between June 28th and July 2nd, 2020. The margin of error this survey is ± 3.1 percentage points, 19 times out of 20.

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2020-1665 – Health Charities – June OMNI – STAT SHEET

			Region						Gender		Age		
			Canada 2020-07	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - Do you think the decline of donations to health charities will have a positive, a somewhat positive, a neutral, a somewhat negative or a negative impact on the health care system?	Total	Unwgt N	1049	100	252	339	203	155	555	494	270	393	386
		Wgt N	1000	67	233	384	183	133	490	510	273	341	386
	Positive impact	%	1.6	0.0	1.3	2.5	1.1	1.2	1.3	2.0	1.1	1.4	2.2
	Somewhat positive impact	%	2.7	2.2	3.8	3.3	1.1	1.9	2.3	3.2	1.0	2.6	4.1
	Neutral impact	%	18.5	21.6	18.4	16.0	24.0	17.3	20.8	16.3	19.5	19.1	17.3
	Somewhat negative impact	%	49.1	44.5	50.8	49.4	48.7	47.9	50.2	48.0	44.1	52.1	49.9
	Negative impact	%	22.1	26.7	20.8	23.2	19.0	23.1	21.4	22.7	27.0	19.1	21.3
	Not sure	%	5.9	5.0	4.9	5.6	6.1	8.6	3.9	7.8	7.2	5.6	5.2

			Region						Gender		Age		
			Canada 2020-07	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - Are you concerned, somewhat concerned, somewhat not concerned or not concerned that vital health research will not be done if health charities do not have sufficient resources?	Total	Unwgt N	1049	100	252	339	203	155	555	494	270	393	386
		Wgt N	1000	67	233	384	183	133	490	510	273	341	386
	Concerned	%	17.5	17.1	11.9	24.0	12.2	16.5	15.8	19.2	16.0	17.1	19.1
	Somewhat concerned	%	47.1	51.2	51.3	45.6	45.1	45.0	50.1	44.3	44.0	47.8	48.7
	Somewhat not concerned	%	20.4	20.8	24.6	16.9	22.9	19.4	21.0	19.8	21.1	18.8	21.4
	Not concerned	%	9.0	7.9	4.6	8.4	14.6	11.5	9.5	8.6	12.6	10.5	5.1
	Not sure	%	5.9	3.1	7.7	5.1	5.1	7.5	3.7	8.1	6.4	5.7	5.7

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2020-1665 – Health Charities – June OMNI – STAT SHEET

Health Charities have requested new short-term federal funding of \$28 million dollars per month in order to offset their reduced revenues and enable them to continue to serve Canadians.

			Region						Gender		Age		
			Canada 2020-07	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - Would you support, somewhat support, somewhat oppose, or oppose the federal government providing direct financial support to make up the difference so that charities can continue to provide their services?	Total	Unwgt N	1049	100	252	339	203	155	555	494	270	393	386
		Wgt N	1000	67	233	384	183	133	490	510	273	341	386
	Support	%	18.7	16.1	19.0	21.3	11.5	22.4	21.1	16.5	16.7	18.3	20.6
	Somewhat support	%	41.1	41.8	47.8	38.5	42.2	34.6	38.8	43.2	44.3	41.0	38.8
	Somewhat oppose	%	19.7	19.0	17.7	19.6	22.1	20.3	18.6	20.7	17.5	19.4	21.5
	Oppose	%	12.0	11.6	7.1	12.5	16.9	12.6	14.9	9.2	11.4	14.4	10.3
	Unsure	%	8.5	11.5	8.4	8.0	7.2	10.1	6.5	10.4	10.2	6.8	8.7