

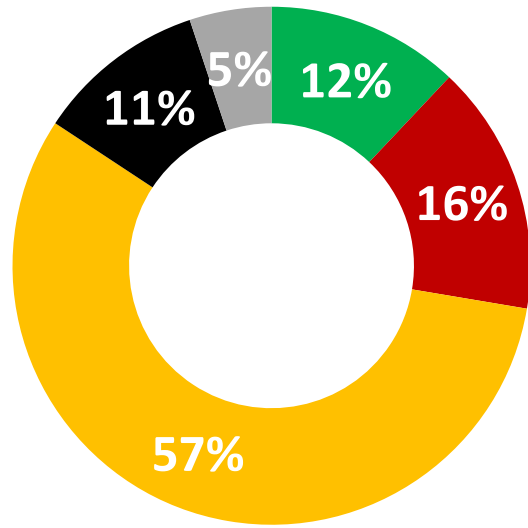


Donations to charities stable for a majority of Canadians.

National survey released November, 2022  
Submission 2022-2247

# Intent to donate to favourite charities

Q – In 2022, do you intend to donate more, less or about the same amount as you did in 2021 to your favourite charities?



- Intend to donate more
- Intend to donate less
- Intend to donate about the same
- Not applicable/I do not donate to charities
- Unsure

## About 3 in 5 Canadians

Intend to donate **about the same amount** as they did in 2021 to their favourite charities, followed about 16 per cent who intend to donate **less** and 12 per cent who intend to donate **more**. Residents from the Prairies are over two times more likely to say they intend to donate more (18%) than those from the Atlantic (6%) or Quebec (8%).

\*Weighted to the true population proportion.

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

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, October 30<sup>th</sup> to November 4<sup>th</sup>, 2022, n=1084, accurate 3.0 percentage points plus or minus, 19 times out of 20.

# Intent to donate to favourite charities by demographics

3

Q – In 2022, do you intend to donate more, less or about the same amount as you did in 2021 to your favourite charities?

Intend to donate more				
Atlantic (n=100)	Quebec (n=233)	Ontario (n=372)	Prairies (n=233)	BC (n=146)
<b>6.1%</b>	<b>7.6%</b>	<b>12.5%</b>	<b>17.7%</b>	<b>13.9%</b>
Men (n=568)	Women (n=516)	18 to 34 (n=184)	35 to 54 (n=409)	55 plus (n=491)
<b>10.9%</b>	<b>13.1%</b>	<b>12.2%</b>	<b>9.1%</b>	<b>14.2%</b>
Intend to donate less				
Atlantic (n=100)	Quebec (n=233)	Ontario (n=372)	Prairies (n=233)	BC (n=146)
<b>22.6%</b>	<b>17.1%</b>	<b>15.2%</b>	<b>15.6%</b>	<b>11.1%</b>
Men (n=568)	Women (n=516)	18 to 34 (n=184)	35 to 54 (n=409)	55 plus (n=491)
<b>14.3%</b>	<b>16.9%</b>	<b>13.6%</b>	<b>18.4%</b>	<b>14.8%</b>

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, October 30<sup>th</sup> to November 4<sup>th</sup>, 2022, n=1084, accurate 3.0 percentage points plus or minus, 19 times out of 20.

# Intent to donate to favourite charities by demographics

4

Q – In 2022, do you intend to donate more, less or about the same amount as you did in 2021 to your favourite charities?

Intend to donate the same amount				
Atlantic (n=100)	Quebec (n=233)	Ontario (n=372)	Prairies (n=233)	BC (n=146)
<b>61.0%</b>	<b>51.1%</b>	<b>60.5%</b>	<b>50.7%</b>	<b>60.3%</b>
Men (n=568)	Women (n=516)	18 to 34 (n=184)	35 to 54 (n=409)	55 plus (n=491)
<b>58.5%</b>	<b>54.8%</b>	<b>48.6%</b>	<b>59.0%</b>	<b>59.9%</b>
Not applicable/I do not donate				
Atlantic (n=100)	Quebec (n=233)	Ontario (n=372)	Prairies (n=233)	BC (n=146)
<b>4.2%</b>	<b>18.6%</b>	<b>7.5%</b>	<b>9.7%</b>	<b>10.0%</b>
Men (n=568)	Women (n=516)	18 to 34 (n=184)	35 to 54 (n=409)	55 plus (n=491)
<b>11.5%</b>	<b>9.8%</b>	<b>20.9%</b>	<b>7.8%</b>	<b>6.2%</b>

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, October 30<sup>th</sup> to November 4<sup>th</sup>, 2022, n=1084, accurate 3.0 percentage points plus or minus, 19 times out of 20.

# METHODOLOGY

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,084 Canadians, 18 years of age or older, between October 30<sup>th</sup> and November 4<sup>th</sup>, 2022 as part of an omnibus survey. Participants were randomly recruited by telephone using live agents and administered a survey online. The sample included both land- and cell-lines across Canada. 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 randomly called using random digit dialling with a maximum of five call backs.

The margin of error for this survey is  $\pm 3.0$  percentage points, 19 times out of 20.

This study was commissioned by CTV News and the research was conducted by Nanos Research.

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



Element	Description	Element	Description
Research sponsor	CTV News	Weighting of Data	The results were weighted by age and gender using the latest Census information (2021) and the sample is geographically stratified to ensure a distribution across all regions of Canada. See tables for full weighting disclosure
Population and Final Sample Size	1,084 Randomly selected individuals.	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.
Source of Sample	Nanos Probability Panel	Excluded Demographics	Individuals younger than 18 years old; individuals without land or cell lines, and individuals without internet access could not participate.
Type of Sample	Probability	Stratification	By age and gender using the latest Census information (2021) 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.
Margin of Error	±3.0 percentage points, 19 times out of 20.	Estimated Response Rate	14 percent, consistent with industry norms.
Mode of Survey	RDD dual frame (land- and cell-lines) hybrid telephone and online omnibus survey	Question Order	Question order in the preceding report reflects the order in which they appeared in the original questionnaire.
Sampling Method Base	The sample included both land- and cell-lines RDD (Random Digit Dialed) across Canada.	Question Content	Topics on the omnibus ahead of the survey content included: views on political issues and views on economic issues.
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.	Question Wording	The questions in the preceding report are written exactly as they were asked to individuals.
Fieldwork/Validation	Individuals were recruited using live interviews with live supervision to validate work, the research questions were administered online	Research/Data Collection Supplier	Nanos Research
Number of Calls	Maximum of five call backs to those recruited.	Contact	Contact Nanos Research for more information or with any concerns or questions. <a href="http://www.nanos.co">http://www.nanos.co</a> Telephone:(613) 234-4666 ext. 237 Email: info@nanosresearch.com.
Time of Calls	Individuals recruited were called between 12-5:30 pm and 6:30-9:30pm local time for the respondent.		
Field Dates	October 30 <sup>th</sup> to November 4 <sup>th</sup> , 2022.		
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. <a href="https://canadianresearchinsightscouncil.ca/standards/">https://canadianresearchinsightscouncil.ca/standards/</a>		





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ABOUT NANOS

# Any questions?

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# TABULATIONS



**2022-2247 – CTV/Nanos Survey – October Omni – Charity – STAT SHEET**

			Region					Gender			Age		
			Canada 2022-11	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - In 2022, do you intend to donate more, less or about the same amount as you did in 2021 to your favourite charities?	Total	Unwgt N	1084	100	233	372	233	146	568	516	184	409	491
		Wgt N	1000	67	231	388	175	139	490	510	267	322	411
	Intend to donate more	%	12.0	6.1	7.6	12.5	17.7	13.9	10.9	13.1	12.2	9.1	14.2
	Intend to donate less	%	15.6	22.6	17.1	15.2	15.6	11.1	14.3	16.9	13.6	18.4	14.8
	Intend to donate about the same amount	%	56.6	61.0	51.1	60.5	50.7	60.3	58.5	54.8	48.6	59.0	59.9
	Not applicable/I do not donate to charities	%	10.6	4.2	18.6	7.5	9.7	10.0	11.5	9.8	20.9	7.8	6.2
	Unsure	%	5.1	6.1	5.6	4.3	6.2	4.7	4.9	5.3	4.7	5.8	4.9