

Leger

REPORT

Charitable Giving

February 2024



Methodology



Method

Canadian online survey
among respondents
n= 2,694, 18 years
or older

Respondents had the option of completing
the survey in English or in French and were
randomly recruited using LEO's online panel.



When

Wave 1: Feb 16-19, 2024



Margin of error

For comparison purposes,
a probability sample of this
size yields a margin of error
no greater than $\pm 1.9\%$, 19
times out of 20



Weighting


Results were weighted
according to age, gender,
mother tongue, region,
education and presence of
children in the household
to ensure a representative
sample of the Canadian
population

Methodology (cont.)



Significant Differences

Statistically significant differences between subgroups are shown as follows:

 Statistically significantly higher/lower than comparison group(s)



Rounded Data

The numbers presented have been rounded up to the nearest whole number; numbers before rounding were used to calculate the sums presented and might therefore not correspond to the manual addition of these numbers



Questions

Have questions about the data presented in this report? Please contact Steve Mossop, Executive Vice-President, Western Canada at: smossop@leger360.com

Additional methodology details can be found in the Appendix.

Key Insights

2023 GIVING



▶ **\$430**
average donation across all Canadians

▶ **\$790**
average donation among those who gave

- BC most generous; QU the least
- Giving increases with age and income
- Newcomers to Canada just as generous as Canadian-born and longer-term immigrants



PREDICTIONS FOR 2024

Based on Canadians' self-report, little change should be anticipated for 2024. Charities can expect about the same amount donated by a similar proportion of Canadians and in the same types of ways/activities.

- MB a little more likely to increase donations than other provinces
- Younger Canadians more often plan to increase giving more than older Canadians
- Newest newcomers more often plan to increase giving than Canadian-born and longer-term immigrants

At the same time, many prevailing attitudes suggest some call for caution among Canadian charities in 2024.

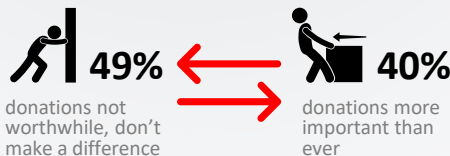


69%
Cutting back due to affordability crisis

Depending on how economic factors (such as inflation, interest rates, housing affordability etc.) shake out in 2024, we may see more downward pressure on charitable giving than Canadians currently predict.

<p>76% little perceived tax benefits to donations</p> <p>52% don't understand tax benefits</p> <p>Current tax rules – along with Canadians' lack of knowledge in this area – not helping charities.</p>	<p>66% prefer to give where they have a personal connection</p> <p>No surprise, a personal connection will motivate giving, a lever charities will continue to want to press. Note this is particularly prevalent among newcomers to Canada.</p>	<p>48% will give no matter what</p> <p>A core group of Canadians profess to be dedicated givers, "no matter what". Contrary to reported giving in 2023, this sentiment doesn't vary much regionally, so take it with a grain of salt.</p> <p>Older Canadians, the biggest donors in 2023 and newcomers are the most stalwart.</p>
---	--	---

Impact of Negative World/ Local Events on Giving



It seems that current events are a double-edged sword for charities, simultaneously pushing Canadians to engage more deeply in charitable actions and creating disillusionment or doubt about those actions' efficacy, pulling them away from donating. These two attitudes are by no means mutually exclusive (those who agree with one side of this equation are just as likely to agree with the other), demonstrating the duality of Canadian's attitudes.

REPORT

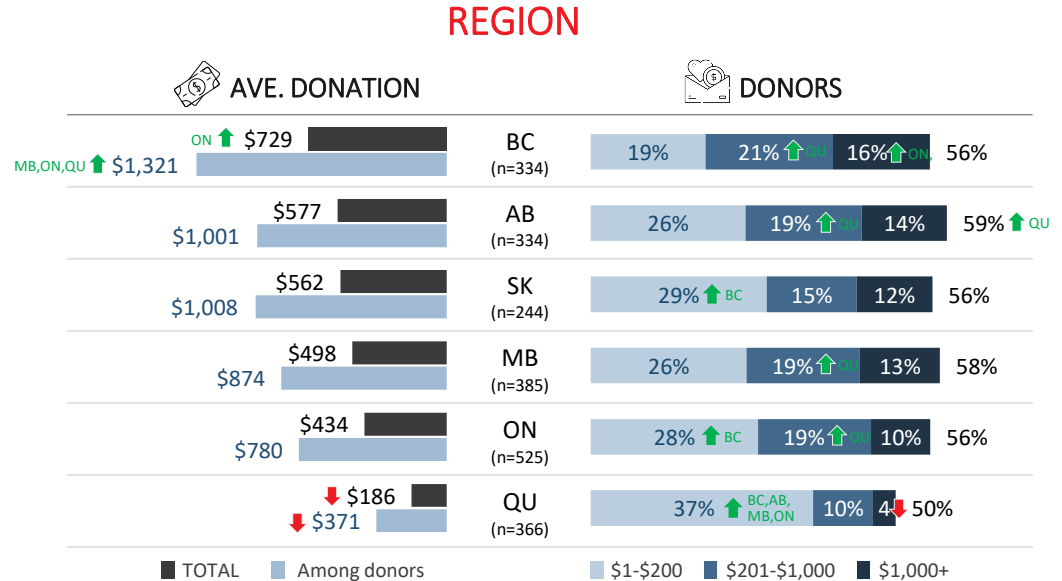
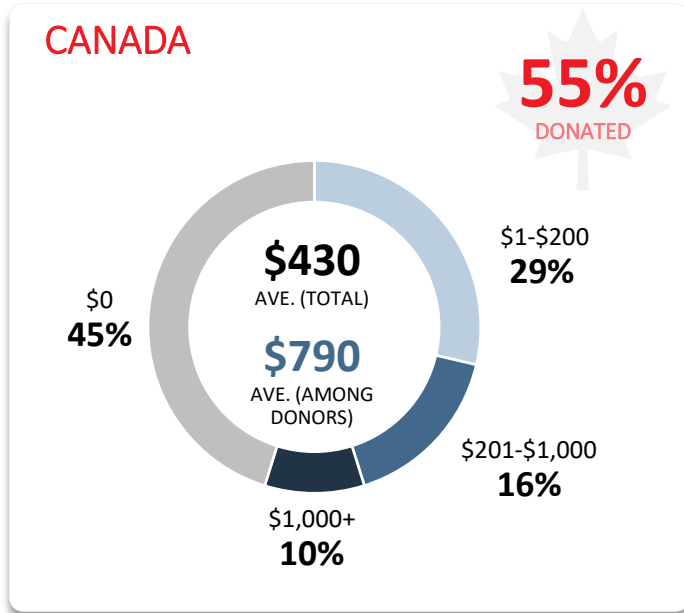
Detailed Results



2023 Charitable Giving

In the last calendar year, just over half of Canadians gave financially to a charity, foundation or not-for-profit organization, with most Canadians giving quite a modest amount each year (average of \$430, or \$790 per person among those who donated).

Behaviour does vary by region, with Quebec residents the least likely to donate and giving a smaller amount on average. BC donors are somewhat more generous in what they give versus other provinces.

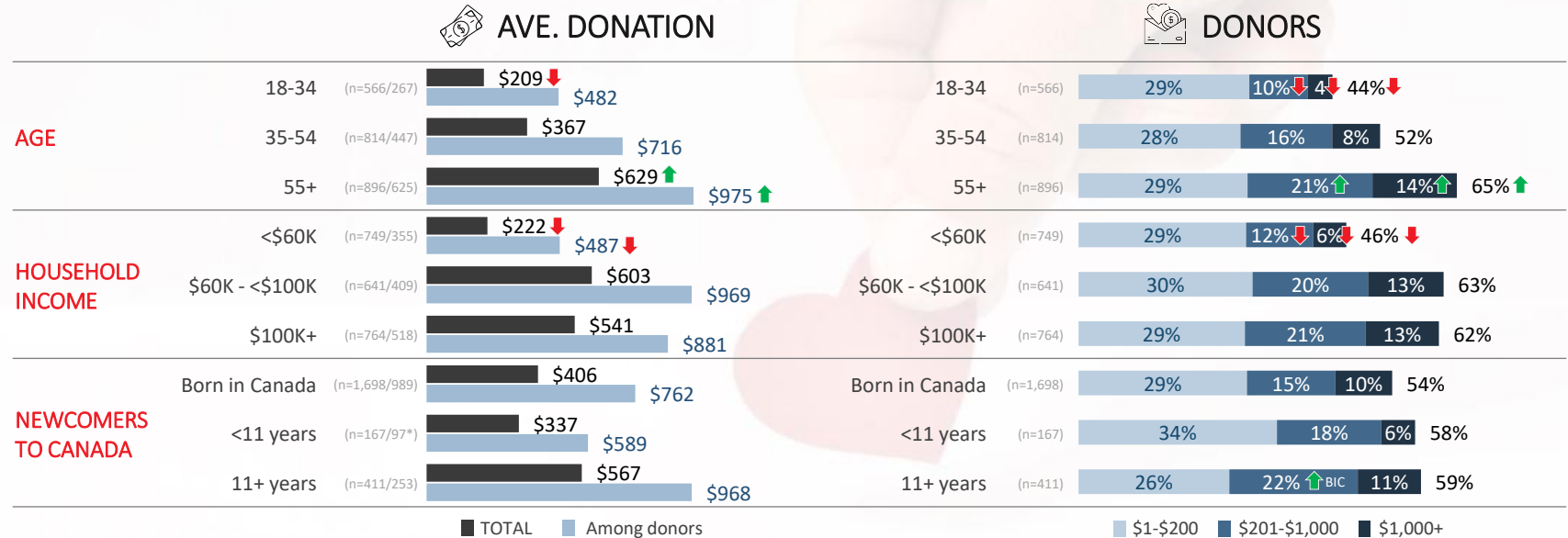


Base: All respondents, excluding not sure/prefer not to answer (n=2,276)
Thinking of all the charities, foundations and not-for-profit organizations you donated money to, approximately how much did you donate in 2023?

↑↓ Statistically significantly higher/lower than comparison group(s)

2023 Charitable Giving x Subgroup

Predictably, charitable giving increases with age and household income. Perhaps less expected is the finding that newcomers to Canada are just as likely to donate as those who are Canadian-born and longer-term immigrants.



*Small base size, interpret with caution

Base: All respondents, excluding not sure/prefer not to answer
Thinking of all the charities, foundations and not-for-profit organizations you donated money to, approximately how much did you donate in 2023?

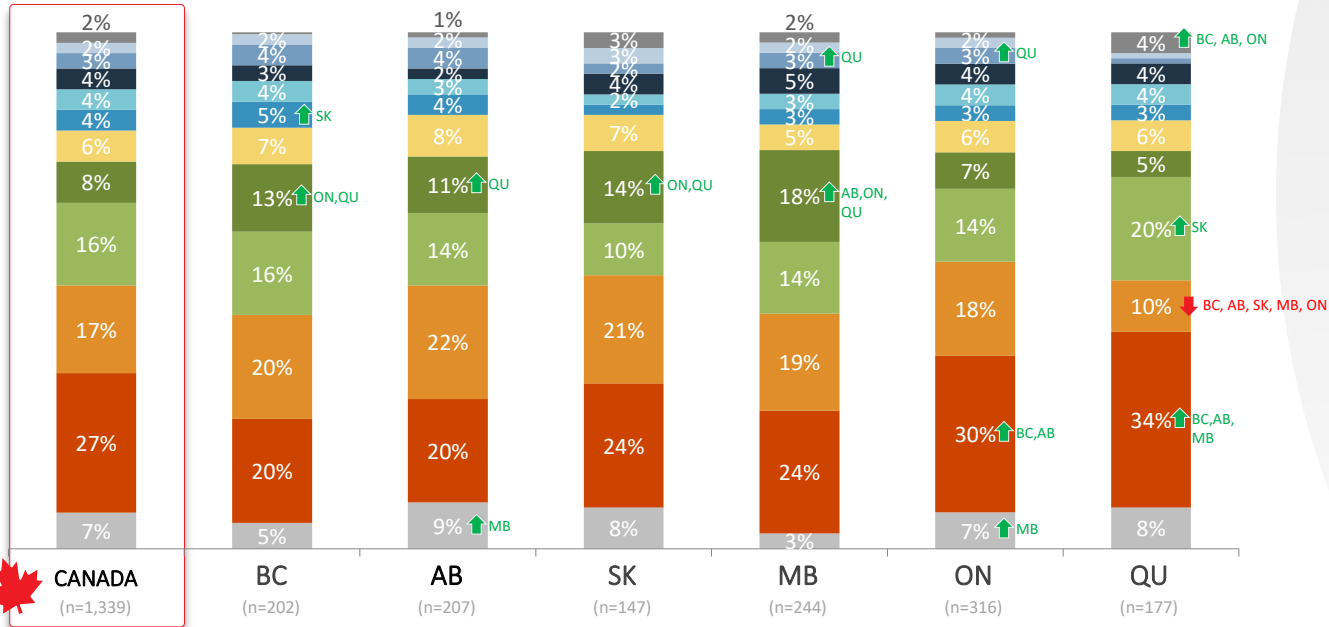
↑ ↓ Statistically significantly higher/lower than comparison group(s)

Proportion of 2023 Donations by Sector



(Among Donors)

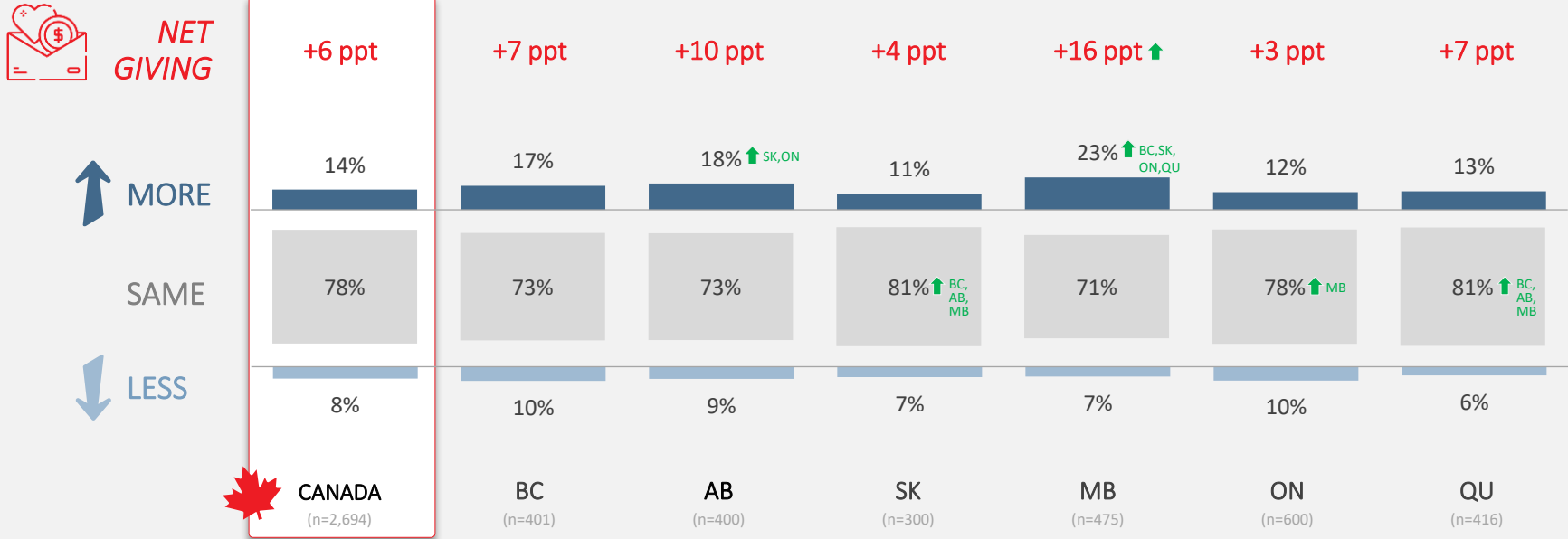
Health associated charities, followed by religious-affiliated organization garner the largest share of donations in Canada and while there are some distinct regional differences, they remain the top two in all provinces except Quebec (where social services/issues bumps religious from the top tier). Second tier includes social services/issues, animals and international organizations.



- Non-medical research and public policy
- Arts, culture and humanities
- Human and civil rights
- Education
- Environment
- Disaster relief in Canada
- International
- Animals
- Social services/ issues
- Religious
- Health
- Other

Planned 2024 Giving Vs. 2023: Overall

For the most part, Canadians predict their giving in 2024 to look a lot like that of 2023, although the number who plan to give more does slightly outweigh the number who plan to give less in all provinces. Manitoba, followed by Alberta residents are the ones who tip more often on the positive side of the equation versus other provinces.



Planned 2024 Giving Vs. 2023: Overall x Subgroup

The groups with relatively more potential in the coming year to amp up their giving are younger Canadians and newcomers.



NET GIVING

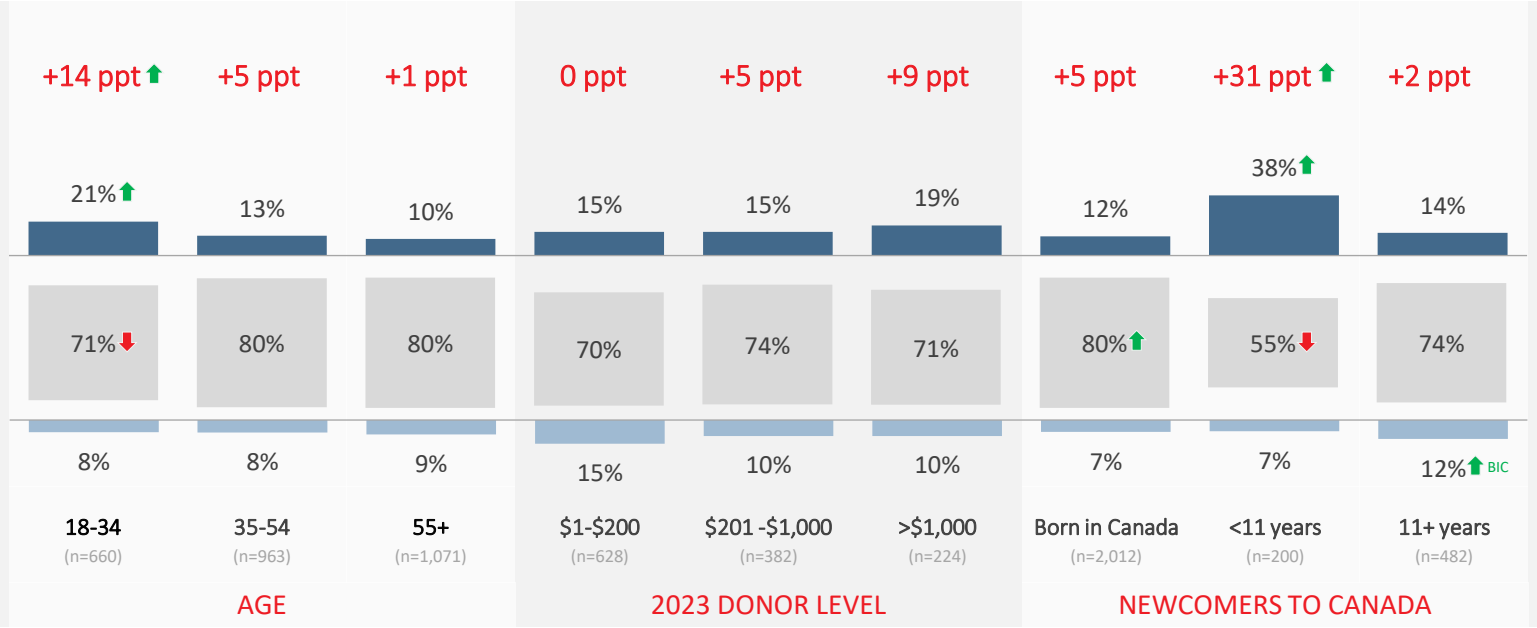


MORE



LESS

SAME

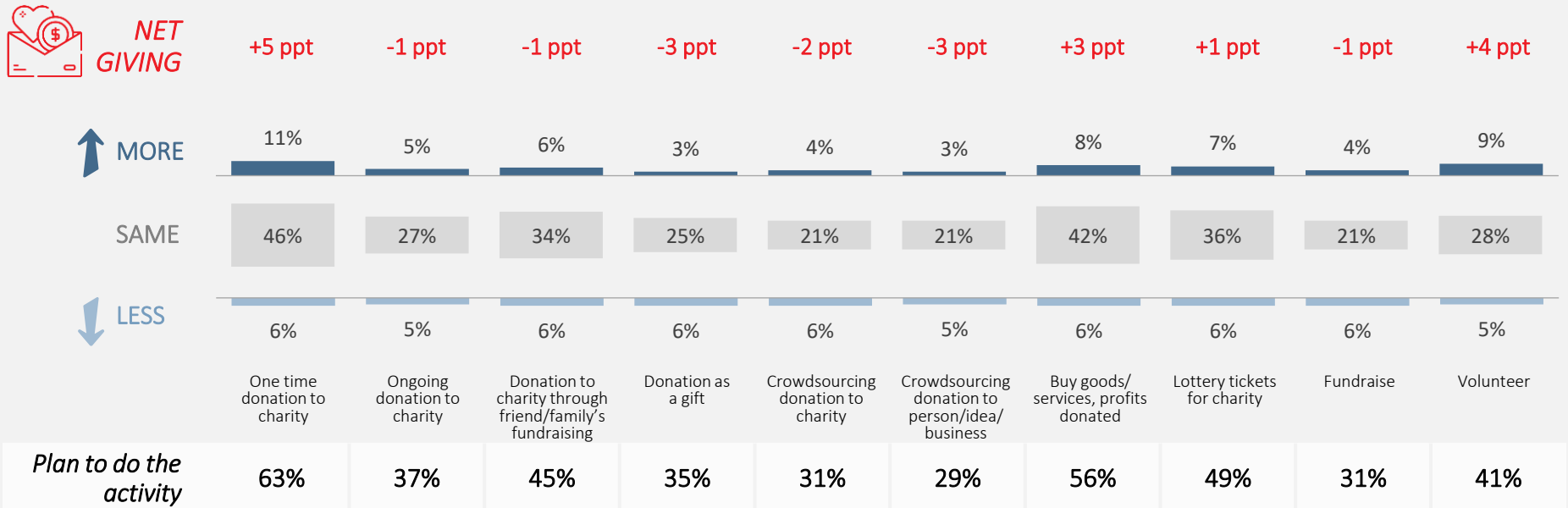


Planned 2024 Giving Vs. 2023: **Activities**

One-time donations are the most wide-spread charitable activity planned for 2024, with more planning a donation in 2024 than the total number who followed through with any kind of financial donation in 2023 (8ppt above the 55% reported earlier). Crowdsourcing for a person/idea/business (29%) and fundraising (31%) are likely to be the least wide-spread activities.

There is relatively little predicted trending, with a net giving figure near zero for all activities tested.

For additional details of results by region and subgroup, please see the appendix.



Charitable Giving Attitudes

Canadians' various views of charitable giving were tested via attitudinal statements and reveal both skepticism and optimism, a desire to help as well as concerns about the efficacy of that help and also a decent lack of knowledge about tax benefits in Canada. While results are relatively consistent by region they vary more by other demographic group (see appendix), which can deliver some important insights for charitable organizations.

For additional details of results by region and subgroup, please see the appendix.

				TOTAL AGREE					
	Strongly agree	Somewhat agree		BC (n=401)	AB (n=400)	SK (n=300)	MB (n=475)	ON (n=600)	QU (n=416)
I think so many charities waste their funds on administrative costs etc. instead really supporting the causes they claim to	33%	45%	77%	77%	75%	79%	76%	80%	74%
I get very little benefit in tax savings for charitable donations	32%	45%	76%	73%	74%	77%	74%	77%	80% ↑ BC
I've eliminated/cut back on my charitable giving because the cost of living is so high, and everything is unaffordable recently	31%	38%	69%	68%	71%	73%	69%	69%	66%
I really want to focus my charitable giving on causes or events that I have a personal connection to, not necessarily those that are in the greatest need	20%	46%	66%	68%	69%	67%	69%	67%	62%
I don't really understand how tax benefits for charitable donations work in Canada	15%	37%	52%	51%	51%	49%	54%	52%	54%
With so many terrible events happening around the world and locally, I feel like my charitable donations aren't worthwhile, they just don't make enough of a difference to bother	12%	37%	49%	42%	47%	48%	45%	48%	55% ↑
Giving to charities is something I always do, no matter what's happening for me personally or in the world/society	12%	35%	48%	52%	48%	49%	50%	47%	49%
With so many terrible events happening around the world and locally, I feel compelled to donate more than ever	7%	33%	40%	38%	38%	38%	48% ↑ BC,AB,SK	42%	41%

Base: All respondents (n=2,694)
How much do you agree or disagree with each of the following statements when it comes to charitable giving?




















↑↓ Statistically significantly higher/lower than comparison group(s) 12

REPORT

Appendix



Planned 2024 Giving Vs. 2023: Do Activities x Region

	CANADA	BC	AB	SK	MB	ON	QU
	(n=2,694)	(n=401)	(n=400)	(n=300)	(n=475)	(n=600)	(n=416)
One time donation to charity	63%	69%  ON, QU	68%  ON, QU	68%  QU	70%  ON, QU	61%	58%
Ongoing donation to charity	37%	46%	40%	42%	41%	39%	24% 
Donation to charity through friend/family's fundraising	45%	46%	50%	54%	51%	47%	36% 
Donation as a gift	35%	37%	35%	40%	39%	37%	27% 
Crowdsourcing donation to charity	31%	37%  ON, QU	33%	39%  ON, QU	33%	29%	27%
Crowdsourcing donation to person/idea/business	29%	36%  ON, QU	31%  QU	34%  ON, QU	34%  ON, QU	26%	22%
Buy goods/services, profits donated	56%	61%	63%	58%	63%	57%	44% 
Lottery tickets for charity	49%	50%	50%	55%	50%	53%	37% 
Fundraise	31%	36%	31%	40%  AB, ON	35%	31%	24% 
Volunteer	41%	50%  ON	45%	48%	45%	41%	33% 

Planned 2024 Giving Vs. 2023:

“Net” Donation Activity (More Minus Less)

	CANADA	BC	AB	SK	MB	ON	QU
	(n=2,694)	(n=401)	(n=400)	(n=300)	(n=475)	(n=600)	(n=416)
One time donation to charity	+5	+6	+10	+5	+10	+5	+2
Ongoing donation to charity	-1	-2	+2	-1	+5	-3	0
Donation to charity through friend/family’s fundraising	-1	-3	+3	+2	+6	-2	0
Donation as a gift	-3	-2	-1	-1	0	-3	-3
Crowdsourcing donation to charity	-2	-3	+2	-1	+2	-3	2
Crowdsourcing donation to person/idea/business	-3	-5	0	-1	0	-3	-2
Buy goods/services, profits donated	+3	+5	+5	+4	+5	+1	+4
Lottery tickets for charity	+1	+2	+1	0	+6	0	0
Fundraise	-1	-3	+2	-2	+3	-1	-2
Volunteer	+4	+3	+8	+4	+5	+4	+3

Charitable Giving Attitudes x Subgroup

	TOTAL	AGE GROUP			2023 DONATION LEVEL			NEWCOMERS TO CANADA		
		18-34	35-54	55+	\$1-\$200	\$201-\$1000	>\$1,000	Born in Canada	<11 years	11+ years
		(n=2,694)	(n=660)	(n=963)	(n=1,071)	(n=628)	(n=437)	(n=274)	(n=2,012)	(n=200)
I think so many charities waste their funds on administrative costs etc. instead really supporting the causes they claim to	77%	72%	77%	↑ ¹⁸⁻³⁴ 80%	76%	74%	72%	78%	75%	76%
I get very little benefit in tax savings for charitable donations	76%	↓ 73%	78%	77%	↑ 80%	72%	↓ 56%	77%	76%	72%
I've eliminated/cut back on my charitable giving because the cost of living is so high, and everything is unaffordable recently	69%	77%	72%	↓ 62%	↑ 69%	53%	↓ 38%	70%	↑ 84%	↓ 61%
I really want to focus my charitable giving on causes or events that I have a personal connection to, not necessarily those that are in the greatest need	66%	64%	69%	66%	72%	75%	77%	66%	↑ ¹¹⁺ 74%	63%
I don't really understand how tax benefits for charitable donations work in Canada	52%	↑ 68%	54%	↓ 40%	↑ 53%	43%	↓ 30%	50%	↑ 77%	53%
With so many terrible events happening around the world and locally, I feel like my charitable donations aren't worthwhile, they just don't make enough of a difference to bother	49%	56%	53%	↓ 41%	50%	↑ 67%	↓ 40%	↑ 50%	37%	↓ 23%
Giving to charities is something I always do, no matter what's happening for me personally or in the world/society	48%	41%	47%	↑ 53%	↓ 57%	79%	↑ 86%	46%	↑ ^{BIC} 55%	53%
With so many terrible events happening around the world and locally, I feel compelled to donate more than ever	40%	↑ 52%	39%	34%	↓ 45%	53%	60%	37%	↑ 71%	42%

METHODOLOGY

- The LEO (Leger Opinion) panel is the largest Canadian panel with over 400,000 representative panelists from all regions of Canada. LEO was created by Leger based on a representative Canadian sample of Canadian citizens with Internet access.
- Many of LEO's panelists were randomly selected through Leger's telephone call centre (RDD), panelists from more hard-to-reach target groups were also added to the panel through targeted recruitment campaigns. The double opt-in selection process, a model to detect fraud and the renewal of 25% of the panel each year ensures complete respondent quality. To ensure a higher response rate and reach people on their mobile devices, Leger has developed a high-performance Apple and Android application.
- The results presented in this study comply with the public opinion research standards and disclosure requirements of CRIC (the Canadian Research and Insights Council) and the global ESOMAR network. Leger is a founding member of CRIC and is actively involved in raising quality standards in the survey industry. President Jean-Marc Léger is a member of the CRIC's Board of Directors and the Canadian representative of ESOMAR.

WEIGHTED AND UNWEIGHTED SAMPLE

- The tables below present the distribution of respondents for the most recent wave on key variables before and after weighting for the current wave.

REGION	Unweighted	Weighted
BC	401	375
AB	400	300
SK	300	79
MB	475	94
ON	600	1,043
QU	416	622
Atlantic	102	181

GENDER	Unweighted	Weighted
Male	1,287	1,314
Female	1,407	1,380

AGE GROUP	Unweighted	Weighted
18-34	660	719
35-54	963	867
55+	1,071	1,109

Our Services

- **Leger**
Marketing research and polling
- **Customer Experience (CX)**
Strategic and operational customer experience consulting services
- **Leger Analytics (LEA)**
Data modelling and analysis
- **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

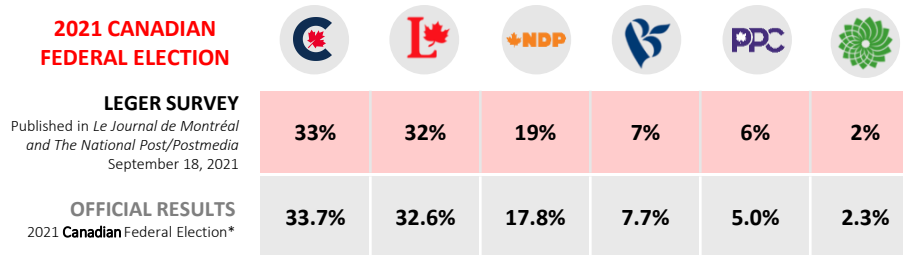
OFFICES

MONTREAL | QUEBEC CITY | TORONTO | WINNIPEG
EDMONTON | CALGARY | VANCOUVER | NEW YORK

Reliability

Leger is the polling firm that has presented the most accurate election survey data, on average, over the last ten years in Canada. During the last federal election in 2021, Leger was once again **the most accurate firm in the country**. This accuracy is attributed to the quality of the LEO panel and rigorous application of methodological rules by Leger's 600 employees, including 200 professionals in Leger's eight offices across Canada (Montreal, Toronto, Quebec City, Winnipeg, Calgary, Edmonton and Vancouver) and in the United States (New York).

Poll aggregator 338Canada.com gave Leger the highest rating among all polling firms in Canada for the accuracy of its studies. See <https://338canada.com/pollster-ratings.htm>



Our Commitments to Quality



Leger is a member of the [Canadian Research Insights Council \(CRIC\)](#), the industry association for the market/survey/insights research industry.



Leger is a member of [ESOMAR](#) (European Society for Opinion and Market Research), the global association of opinion polls and marketing research professionals. As such, Leger is committed to applying the [international ICC/ESOMAR](#) code of Market, Opinion and Social Research and Data Analytics.

Leger is also a member of the [Insights Association](#), the American Association of Marketing Research Analytics.



Leger is a sponsor of [CAIP Canada](#), Canada's professional body for Certified Analytics and Insights Professionals who uphold CRIC's marketing research and public opinion research standards. CAIP Canada is globally endorsed by ESOMAR and the MRII/University of Georgia.



Leger

Steve Mossop

Executive Vice-President

smossop@leger360.com

604-424-1017
