



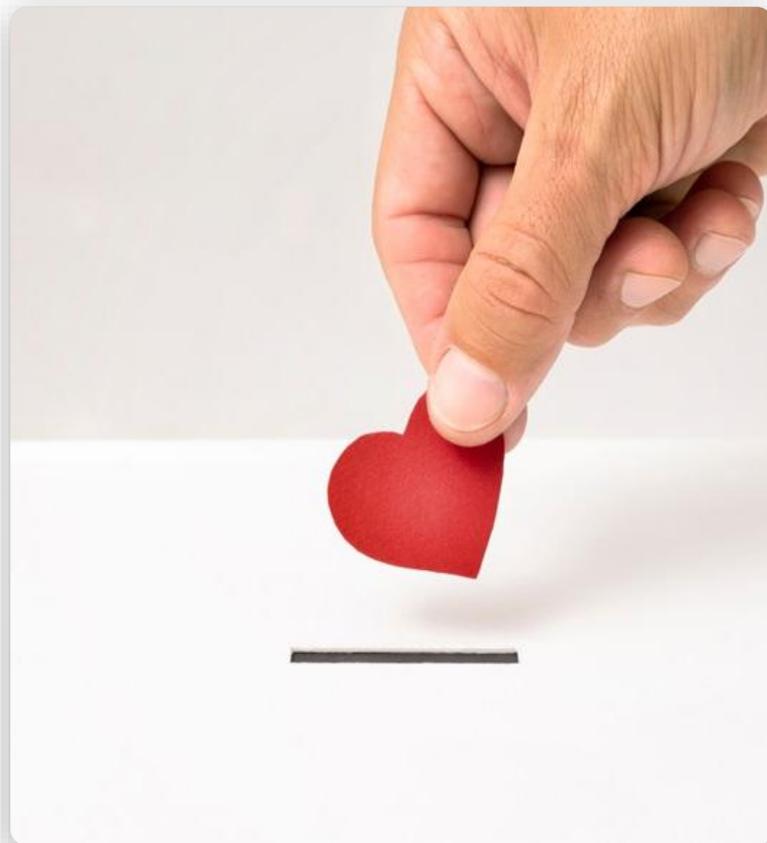
REPORT

# Charitable Giving

CANADA

March 2026

#10015470



# Background

- Leger, the largest Canadian-owned polling and marketing research firm, monitors views on charitable giving to keep a pulse on the not-for-profit sector.
- This represents the third annual wave of research into the sector, tracking results from past waves.



## Methodology

- Results are based on online research conducted with a representative sample of Canadian adults 18 years of age and older from LEO's (Leger Opinion) panel.
- Sample sizes and field dates :
  - 2,624 Canadians Feb 20-23, 2026.
  - 2,633 Canadians Feb 14-16, 2025.
  - 2,694 Canadians Feb 16-19, 2024.
- The data was statistically weighted according to Canadian Census figures.
- A margin of error cannot be associated with a non-probability sample in a panel survey, but for comparison purposes, a probability sample of 2,600 would have a margin of error of  $\pm 1.9\%$ , 19 times out of 20.

*Additional methodology details can be found in the appendix.*

# KEY INSIGHTS



## PAST YEAR GIVING

Giving – both in terms of Canadians participating and amount given – is stable 2025 versus 2024. Negative economic impacts may be having less incremental effects on the sector this past year.



Claimed to have made a donation



55%  
2023



55%  
2024



54%  
2025

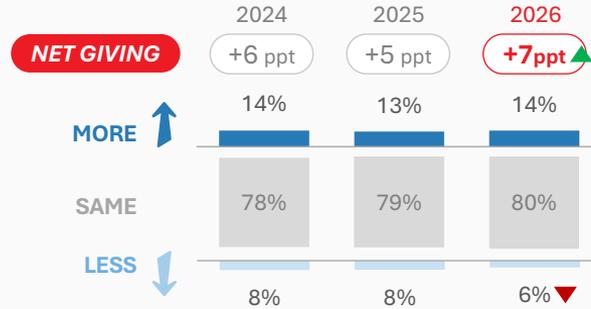
AVERAGE DONATION  
(Among donors)



## FUTURE PREDICTIONS

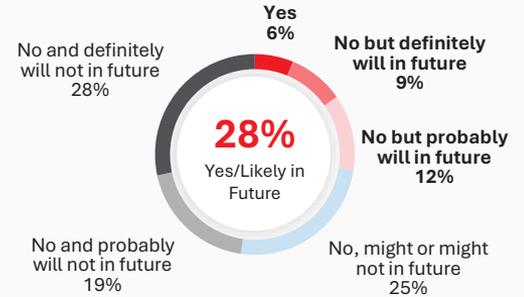


Largely, Canadians continue to predict similar behaviour in the year to come, although stable giving this year in the face of uncertain times and the small uptick in net giving intentions gives us cause for hope in 2026.



## LEGACY GIVING

Bequests are currently done by a small minority of Canadians but there is potential for more participation, particularly among younger Canadians. Still, it may take time for this method of giving to prove out for charities.

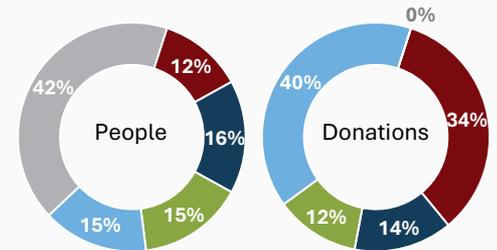


## SEGMENTS - 2026

Our simple segmentation provides insights about different groups of donors and demonstrates how segmentations can be effective for the not-for-profit sector.

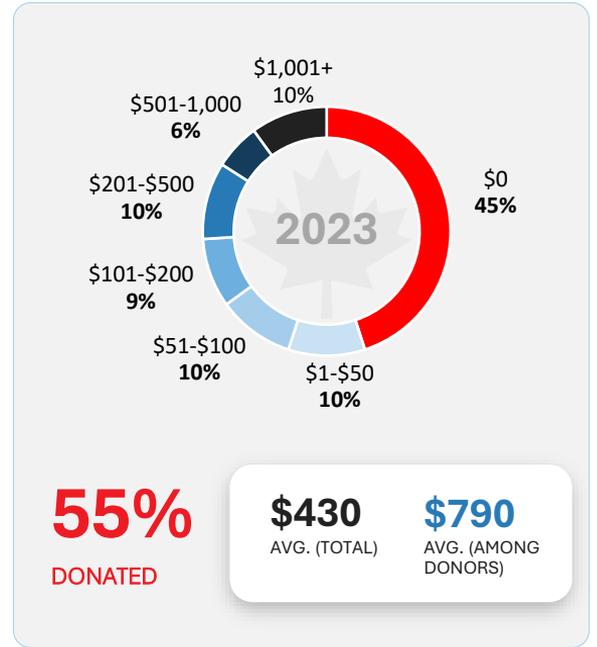
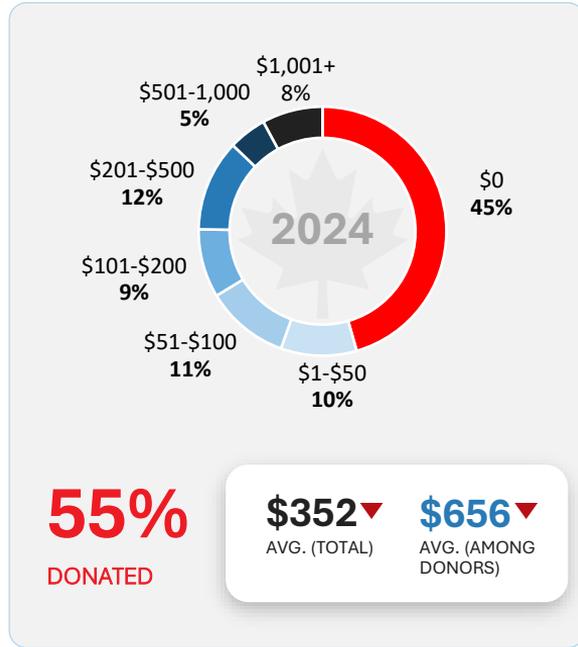
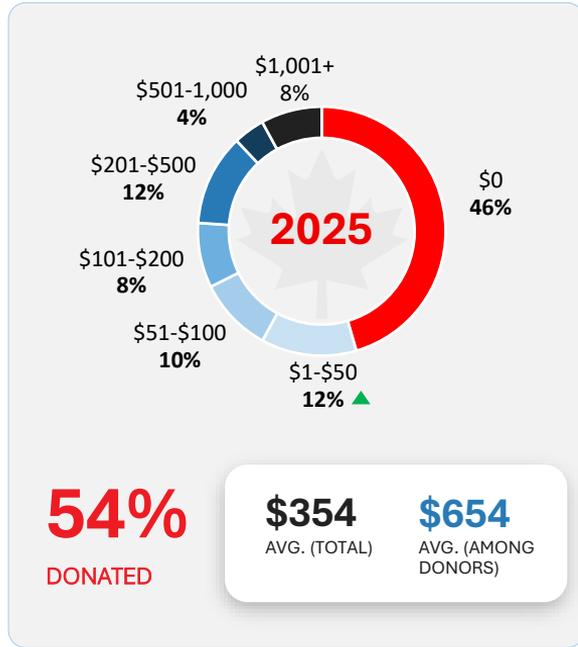
Most donations are concentrated in two segments with diametrically opposed styles – charities will want to carefully consider who and how best to appeal to each for success.

- Heartfelt
- Skeptical
- Disengaged
- Intentional
- Non-donors



# PAST YEAR CHARITABLE DONATIONS

After a decline in level of donations between 2023 and 2024 (although not participation levels), indicators demonstrate stable charitable giving in the short term. It seems that the impact of economic concerns have not continued to erode donations any further.



▲▼ Statistically significantly higher/lower than previous wave  
 ▲▼ Statistically significantly higher/lower than comparison groups

# PAST YEAR CHARITABLE DONATIONS (By Region)

(Among Donors)

As in the past, the proportion who donate in each province is fairly similar; where the bigger differences lie are in how much donors are giving. Quebec continues to stand out as the province that gives the least, whereas the other provinces are more in line with each other.

The decline in amount donated has been most striking among the more generous provinces, with less given, on average, not only between 2023 and 2024 but again 2024 to 2025. There is a significant continued decline over the three-year period in BC, Alberta and Saskatchewan. In contrast, donation levels are more steady between 2024 and 2025 in Manitoba, Ontario and Quebec.



▲ ▼ Statistically significantly higher/lower than previous wave  
 ▲ ▼ Statistically significantly higher/lower than comparison groups

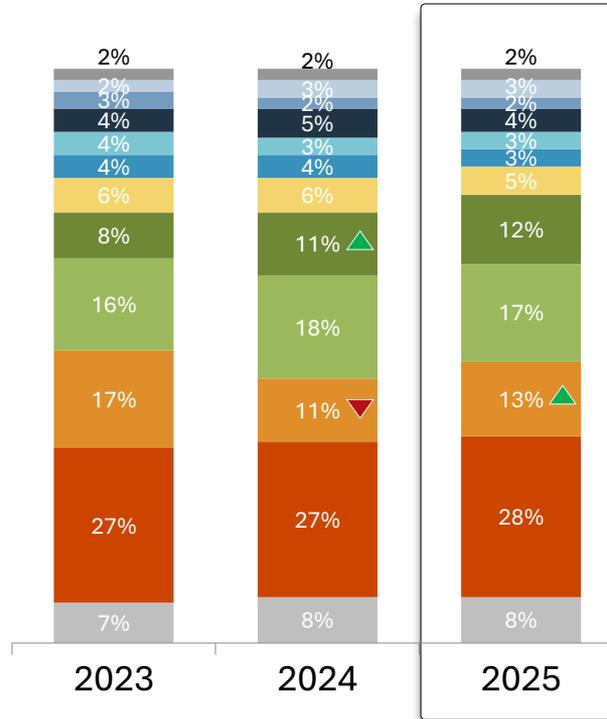
# SHARE OF DONATIONS BY SECTOR

*(Among Donors)*



Shifts in donations by sector are small. We see a small recovery from the 2024 decline in donations to religious-affiliated charities, although its share of the pie is not quite back to 2023 levels. Donations to animal-related charities is slowly increasing, indicating increasing popularity as a destination of donor dollars.

Still, trends to date are quite modest, and health charities, followed by those focussed on social services/ issues continue to take the largest share of donations.



- 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

# SHARE OF DONATIONS BY SECTOR x REGION

(Among Donors)

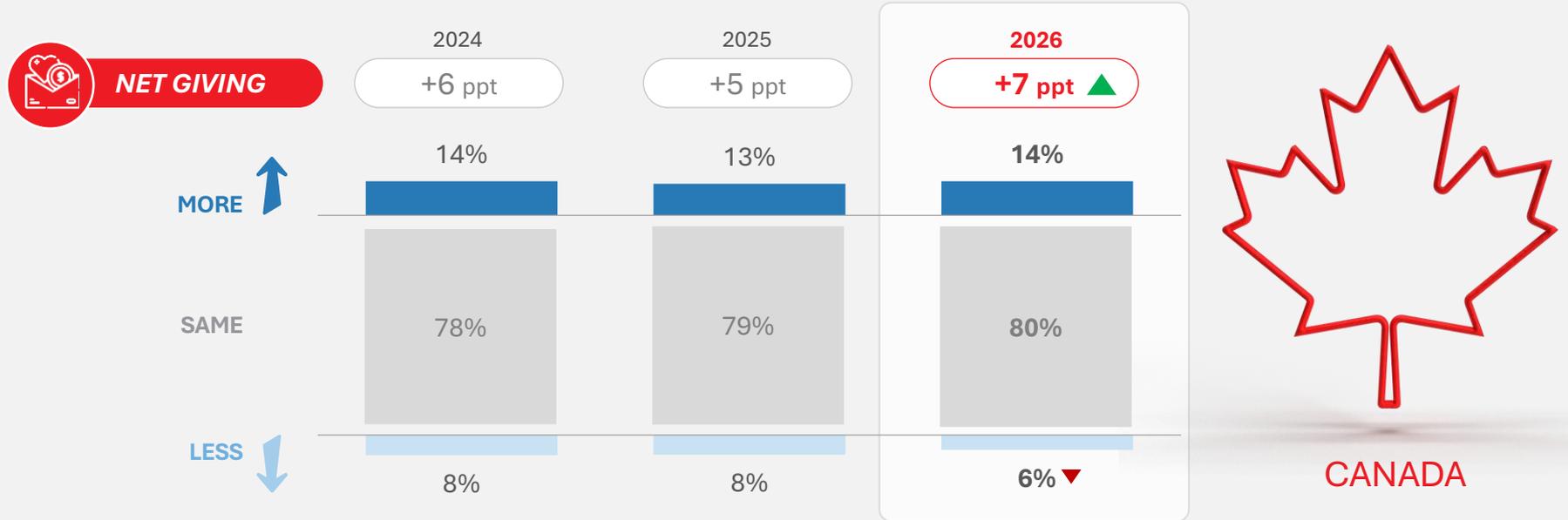
|                                      | BC             |                |                | AB          |                   |                  | SK             |      |             | MB                |                |               | ON             |                |                   | QU                |                   |                |
|--------------------------------------|----------------|----------------|----------------|-------------|-------------------|------------------|----------------|------|-------------|-------------------|----------------|---------------|----------------|----------------|-------------------|-------------------|-------------------|----------------|
|                                      | 2023           | 2024           | 2025           | 2023        | 2024              | 2025             | 2023           | 2024 | 2025        | 2023              | 2024           | 2025          | 2023           | 2024           | 2025              | 2023              | 2024              | 2025           |
| n=                                   | 202            | 216            | 219            | 207         | 213               | 227              | 146            | 151  | 162         | 244               | 196            | 228           | 316            | 325            | 301               | 177               | 181               | 209            |
| Non-medical research & public policy | 0%             | 2% ▲           | 2% ▲<br>SK,ON  | 1% ▲<br>BC  | 1%                | 3%               | 3%             | 2%   | 1%          | 2% ▲<br>BC        | 1%             | 4% ▲<br>SK,ON | 1%             | 2%             | 1%                | 4% ▲<br>BC,AB,ON  | 2%                | 4% ▲<br>SK,ON  |
| Arts, culture and humanities         | 2%             | 2%             | 3%             | 2%          | 4%                | 3%               | 3%             | 2%   | 5% ▲<br>QU  | 2%                | 4%             | 9% ▲<br>QU    | 2%             | 3%             | 3%                | 1%                | 3%                | 2%             |
| Human and civil rights               | 4% ▲<br>QU     | 2%             | 4%             | 4% ▲<br>QU  | 1% ▼              | 2%               | 2%             | 4%   | 4%          | 3% ▲<br>QU        | 4%             | 2%            | 3% ▲<br>QU     | 2%             | 1%                | 1%                | 2%                | 2%             |
| Education                            | 3%             | 3%             | 3%             | 2%          | 4%                | 7% ▲<br>BC,MB,ON | 4%             | 7%   | 5%          | 5%                | 5%             | 2%            | 4%             | 4%             | 3%                | 4%                | 9% ▲<br>BC,AB,ON  | 5%             |
| Environment                          | 4%             | 5% ▲<br>MB,QU  | 5% ▲<br>SK,ON  | 3%          | 3%                | 3%               | 2%             | 4%   | 1%          | 3%                | 3%             | 2%            | 4%             | 4% ▲<br>QU     | 2%                | 4%                | 1%                | 3%             |
| Disaster relief in Canada            | 5% ▲<br>SK     | 3%             | 5% ▲<br>QU     | 4%          | 3%                | 3%               | 2%             | 4%   | 3%          | 3%                | 3%             | 5%            | 3%             | 3%             | 3%                | 3%                | 6%                | 2% ▼           |
| International                        | 7%             | 8% ▲<br>QU     | 4%             | 8%          | 10% ▲<br>QU       | 6%               | 7%             | 7%   | 3%          | 5%                | 5%             | 8% ▲<br>SK,QU | 6%             | 6%             | 6% ▲<br>SK,QU     | 6%                | 3%                | 2%             |
| Animals                              | 13% ▲<br>ON,QU | 16% ▲<br>ON,QU | 20% ▲<br>ON,QU | 11% ▲<br>QU | 14%               | 14%              | 14% ▲<br>ON,QU | 12%  | 16% ▲<br>ON | 18% ▲<br>AB,ON,QU | 15% ▲<br>ON,QU | 13%           | 7%             | 9%             | 8%                | 5%                | 7%                | 11%            |
| Social services/ issues              | 16%            | 18%            | 14%            | 14%         | 15%               | 17%              | 10%            | 9% ▼ | 14%         | 14%               | 15%            | 13%           | 14%            | 18%            | 16%               | 20% ▲<br>SK       | 19%               | 20%            |
| Religious                            | 20%            | 8% ▼           | 12%            | 22%         | 21% ▲<br>BC,ON,QU | 14%              | 21% ▲<br>BC,QU | 19%  | 14%         | 19%               | 15% ▲<br>BC,QU | 14%           | 18%            | 12% ▼<br>QU    | 15% ▲<br>QU       | 10% ▼             | 5%                | 8%             |
| Health                               | 20%            | 23%            | 22%            | 20%         | 18%               | 21%              | 24%            | 21%  | 28%         | 24%               | 25%            | 21%           | 30% ▲<br>BC,AB | 30% ▲<br>AB,SK | 34% ▲<br>BC,AB,MB | 34% ▲<br>BC,AB,MB | 33% ▲<br>BC,AB,SK | 31% ▲<br>BC,AB |
| Other                                | 5%             | 9%             | 7%             | 9% ▲<br>MB  | 6%                | 6%               | 8%             | 11%  | 7%          | 3%                | 5%             | 7%            | 7% ▲<br>MB     | 6%             | 8%                | 8%                | 10%               | 10%            |

What proportion of your total financial donations in 2025 went to organizations in each of the following sectors/areas?

▲▼ Statistically significantly higher/lower than previous wave  
 ▲▼ Statistically significantly higher/lower than comparison groups

# PLANNED CHANGES IN GIVING

While future intentions largely predict stability in donations again in 2026, there is a glimmer of hope that there may be some small boost in donating behaviour. Our “net giving” statistic (those who plan to give more minus those who plan to give less) is now +7, up from last year. It may be that economic concerns have become less urgent or impactful in how Canadians view giving to charities.



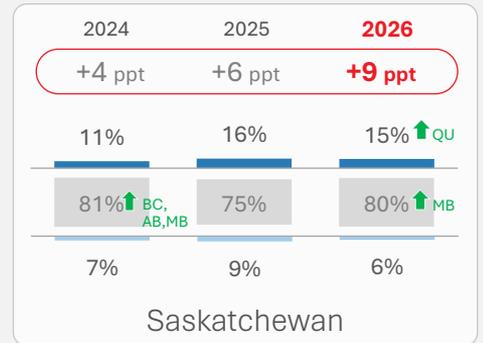
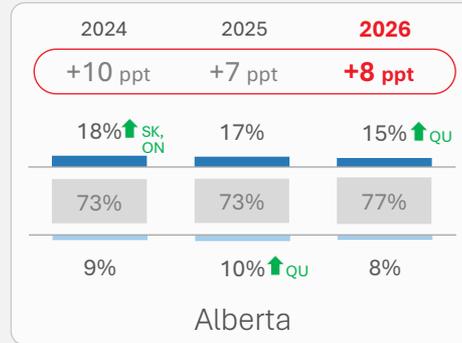
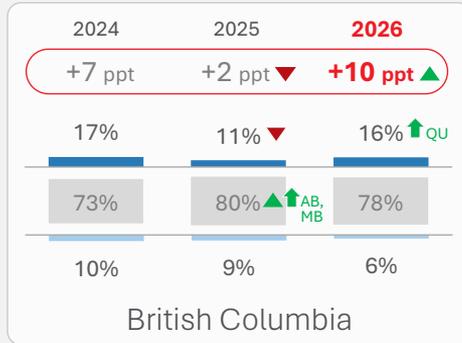
# PLANNED CHANGES IN GIVING x REGION

The greatest optimism going forward is seen in Manitoba (+17 net giving), whereas the least is seen in Quebec (+2 net giving). Remaining provinces show moderate signs of what might be slightly greater generosity in 2026.



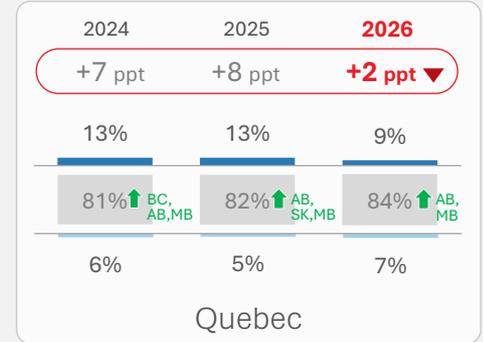
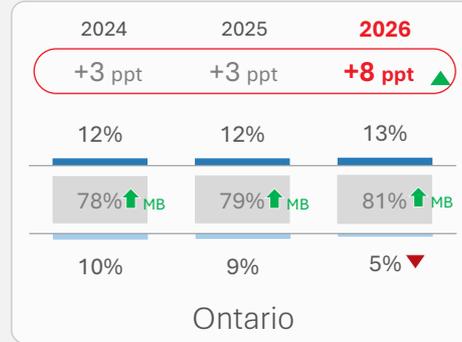
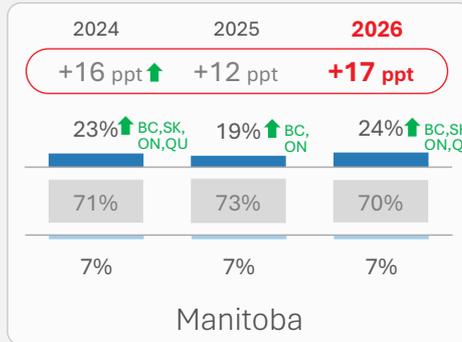
## NET GIVING

MORE ↑  
SAME  
LESS ↓



## NET GIVING

MORE ↑  
SAME  
LESS ↓



# PARTICIPATION AND PLANNED CHANGES IN CHARITABLE ACTIVITIES

As with donations overall, most Canadians anticipate their behaviour to be “as usual” when it comes to variety of charitable activities. There is, however, potential that slightly more Canadians will make donations to friends/family fundraising, buy goods or services where the proceeds go to charity and buy lottery tickets for charity. One-time donations to charities (the most popular way to give) is the activity most likely to see an uptick in funding, if not participation.

|                                | One time donation to charity |        |              | Ongoing donation to charity |       |              | Donation to charity through friend/family’s fundraising |       |                | Donation as a gift |         |              | Crowdsourcing donation to charity |        |               |
|--------------------------------|------------------------------|--------|--------------|-----------------------------|-------|--------------|---|-------|----------------|--------------------|---------|--------------|-----------------------------------|--------|---------------|
|                                | 2024                         | 2025   | 2026         | 2024                        | 2025  | 2026         | 2024  | 2025  | 2026           | 2024               | 2025    | 2026         | 2024                              | 2025   | 2026          |
| <b>NET GIVING</b>              | +5 ppt                       | +5 ppt | <b>6 ppt</b> | -1 ppt                      | 0 ppt | <b>0 ppt</b> | -1 ppt  | 0 ppt | <b>1 ppt ▲</b> | -3 ppt             | 0 ppt ▲ | <b>0 ppt</b> | -2 ppt                            | -1 ppt | <b>-1 ppt</b> |
| <b>MORE</b> ▲                  | 11%                          | 11%    | <b>11%</b>   | 5%                          | 5%    | <b>5%</b>    | 6%  | 5%    | <b>6%</b>      | 3%                 | 4%      | <b>4%</b>    | 4%                                | 5%     | <b>3%</b>     |
| <b>SAME</b>                    | 81%                          | 82%    | 85% ▲        | 90%                         | 90%   | 91%          | 88%   | 89%   | 88%            | 91%                | 92%     | 92%          | 90%                               | 89%    | 92% ▲         |
| <b>LESS</b> ▼                  | 6%                           | 7%     | <b>5% ▼</b>  | 5%                          | 5%    | <b>4%</b>    | 6%  | 6%    | <b>6%</b>      | 6%                 | 4% ▼    | <b>4%</b>    | 6%                                | 6%     | <b>5%</b>     |
| <b>Plan to do the activity</b> | 63%                          | 63%    | <b>63%</b>   | 37%                         | 35%   | <b>38% ▲</b> | 45%   | 42% ▼ | <b>45% ▲</b>   | 35%                | 32% ▼   | <b>33%</b>   | 31%                               | 31%    | <b>33%</b>    |

|                                | Crowdsourcing donation to person/idea/ business |        |               | Buy goods/ services, profits donated |        |                | Lottery tickets for charity |       |              | Fundraise |        |               | Volunteer |        |              |
|--------------------------------|---|--------|---------------|--------------------------------------|--------|----------------|-----------------------------|-------|--------------|-----------|--------|---------------|-----------|--------|--------------|
|                                | 2024  | 2025   | 2026          | 2024                                 | 2025   | 2026           | 2024                        | 2025  | 2026         | 2024      | 2025   | 2026          | 2024      | 2025   | 2026         |
| <b>NET GIVING</b>              | -3 ppt  | -1 ppt | <b>-1 ppt</b> | +3 ppt                               | +2 ppt | <b>3 ppt ▲</b> | +1 ppt                      | 0 ppt | <b>0 ppt</b> | -1 ppt    | -1 ppt | <b>-1 ppt</b> | +4 ppt    | +4 ppt | <b>4 ppt</b> |
| <b>MORE</b> ▲                  | 3%  | 4%     | <b>4%</b>     | 8%                                   | 8%     | <b>8%</b>      | 7%                          | 6%    | <b>6%</b>    | 4%        | 4%     | <b>4%</b>     | 9%        | 8%     | <b>8%</b>    |
| <b>SAME</b>                    | 92%   | 91%    | 91%           | 86%                                  | 86% ▼  | 86%            | 87%                         | 88%   | 88%          | 90%       | 91%    | 91%           | 86%       | 88%    | 88%          |
| <b>LESS</b> ▼                  | 5%  | 5%     | <b>5%</b>     | 6%                                   | 6%     | <b>5%</b>      | 6%                          | 6%    | <b>6%</b>    | 6%        | 5%     | <b>5%</b>     | 5%        | 4%     | <b>4%</b>    |
| <b>Plan to do the activity</b> | 29%   | 29%    | <b>31%</b>    | 56%                                  | 53% ▼  | <b>56% ▲</b>   | 49%                         | 47%   | <b>51% ▲</b> | 31%       | 31%    | <b>31%</b>    | 41%       | 39%    | <b>40%</b>   |

Base: All respondents  
In 2026, are you likely to do more, less or about the same of each of the following compared to 2025?

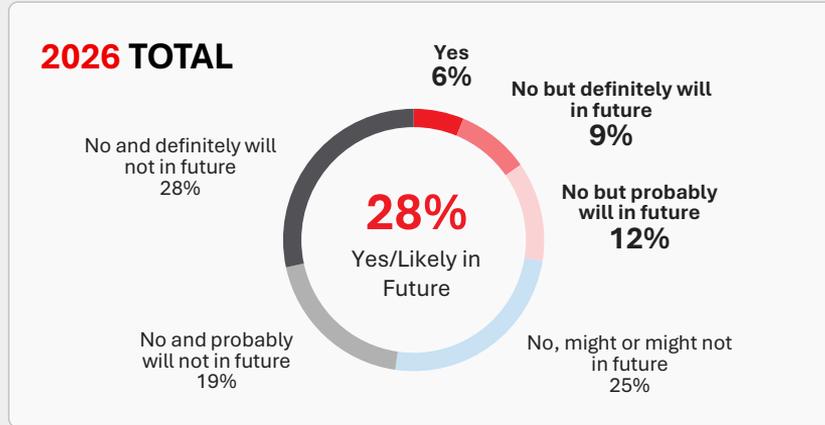
▲ ▼ Statistically significantly higher/lower than previous wave

# LEGACY GIVING

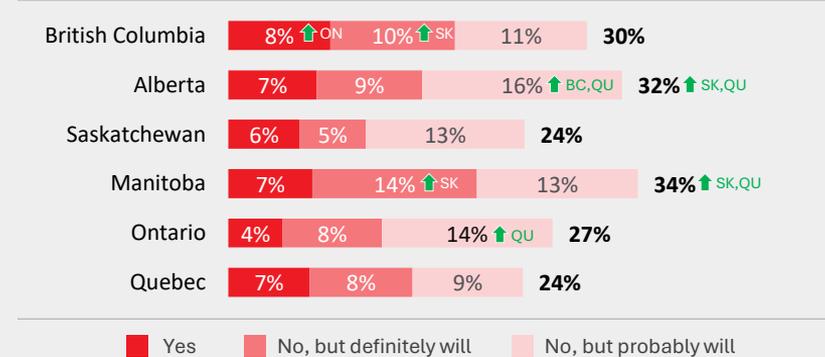
Legacy giving is currently at play among a very small group of Canadians, with just 6% having done so. Still, many have good intentions, with an additional one-in-five indicating they are likely to do so in future and one-in-four on the fence about it.

Regionally, committed legacy givers are small in all provinces, but intentions to leave a donation in their will varies more, with highest likelihood seen in Manitoba and Alberta and lowest in Quebec and Saskatchewan.

While many of the subgroup differences (see blue box) are predictable (e.g., higher income, larger donors are more likely to), the age difference is perhaps a surprise. Current legacy donations are in fact similar by age (5% to 7% by age group) but future intentions to make a bequest to charities is in fact significantly greater among the youngest Canadians (18-34 years). While it is yet to be seen if these intentions are followed through with (it may be some time before they are acted on), it is an intriguing finding and optimistically might suggest a trend towards this way of donating in future.



### 2026 BY REGION



### MORE LIKELY TO LEGACY GIVE:

- **Larger donors** (30% of those who gave \$200 or less last year have already made a bequest or will vs. 37% who gave \$201-\$1,000 and 45% of those who gave over \$1,000). Even more striking is the finding that far more larger donors have already done so (6% \$200 or less vs. 15% \$201-\$1,000 and 19% over \$1,000).
- **Higher income households** (23% <\$60k have or will vs. 33% \$60k-<\$100k and 29% \$100k+; rates of those who have already done so are slightly higher among those with higher incomes of \$60k+ (8% vs. 3% those with lower incomes).
- **Men** (30% have or will vs. 25% of women).
- **Younger Canadians** (46% 18-34 have or will vs. 25% 35-54 and 18% 55+; rates of those who already have is similar among all groups).
- **Have children** (37% have or will vs. 24% without children; rates of those who have already done so are similar).
- **More urban dwellers** (30% urban vs. 27% suburban vs. 23% rural).
- **Have more formal education** (23% high school or less have or will vs. 24% college and 37% university degree; those with a university degree are more likely to have already done so (10% vs. 5% college and 4% high school or less).

Base: All respondents  
 Have you made arrangements to leave donation(s) to charity (ies) in your will (also known as legacy giving or a charitable bequest)?  
 If you haven't, how likely are you to do so in the future?

# 2026 CHARITABLE GIVING SEGMENTS

Segmentation can provide inspiration and insights to charities looking to improve their stance in the marketplace. Our simple attitudinal segmentation provides one example of how the charitable giving market may be segmented.

## Non-Donors



- Non-donors are largely sidelined from charitable giving by **life stage** and **financial capacity**, not ideology.
- Skewing younger and lower income, charitable giving doesn't yet fit their priorities. Short-term change is unlikely.
- Still, reported future intentions show some openness to giving, particularly as financial stability improves.

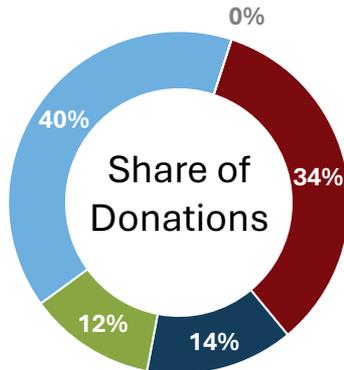
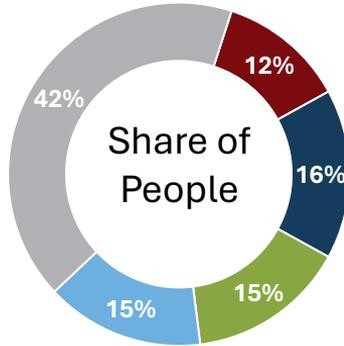
**How to engage:** Focus on long-term cultivation through low-barrier participation, education, and relevance tied to life-stage transitions.

## Intentional



- Intentional donors are **deliberate and disciplined**. They plan their giving, set budgets, and keep contributions close to home. Unlike Heartfelt Donors, emotion doesn't drive them.
- Older and financially stable, they are confident in their impact and consistent in their support, particularly for religious-affiliated charities. This is a loyal and valuable segment with **strong ongoing and legacy potential**.

**How to engage:** Demonstrate credibility. Provide impact reporting, tax-efficient planning tools, and structured programs that reward foresight.



## Heartfelt



- Heartfelt donors are **emotionally engaged and highly responsive**. They give when asked, especially by friends, family, or to causes that feel personal. Giving makes them feel part of something important, and they often go beyond donations into **fundraising and volunteering**.
- Distinct from Intentional Donors, their giving is more often reactive rather than planned, which makes them easy to mobilize but harder to retain. Despite skewing younger, they hold the **strongest legacy potential**.

**How to engage:** Lead with emotional urgency and personal connection, then build sense of belonging or importance to convert moments into community.

## Skeptical



- Skeptical donors are cautious but not opposed. They **question whether charities use donations wisely** and whether their contribution truly makes a difference. Many are aware they don't give much and feel **overwhelmed by fundraising volume**.
- They do donate but do so without emotional pull and appeals or peer pressure can backfire.

**How to engage:** Prove impact and provide financial transparency. Offer controlled, low-pressure ways to give and keep ongoing appeals to a minimum.

## Disengaged



- Disengaged donors aren't resistant – they're indifferent. **Giving simply isn't a priority**.
- This female and rural-skewed group rarely plan or budget for it, and when they participate, it's often **via less traditional channels** like supporting a friend, contributing to crowdfunding, or buying cause-linked products.

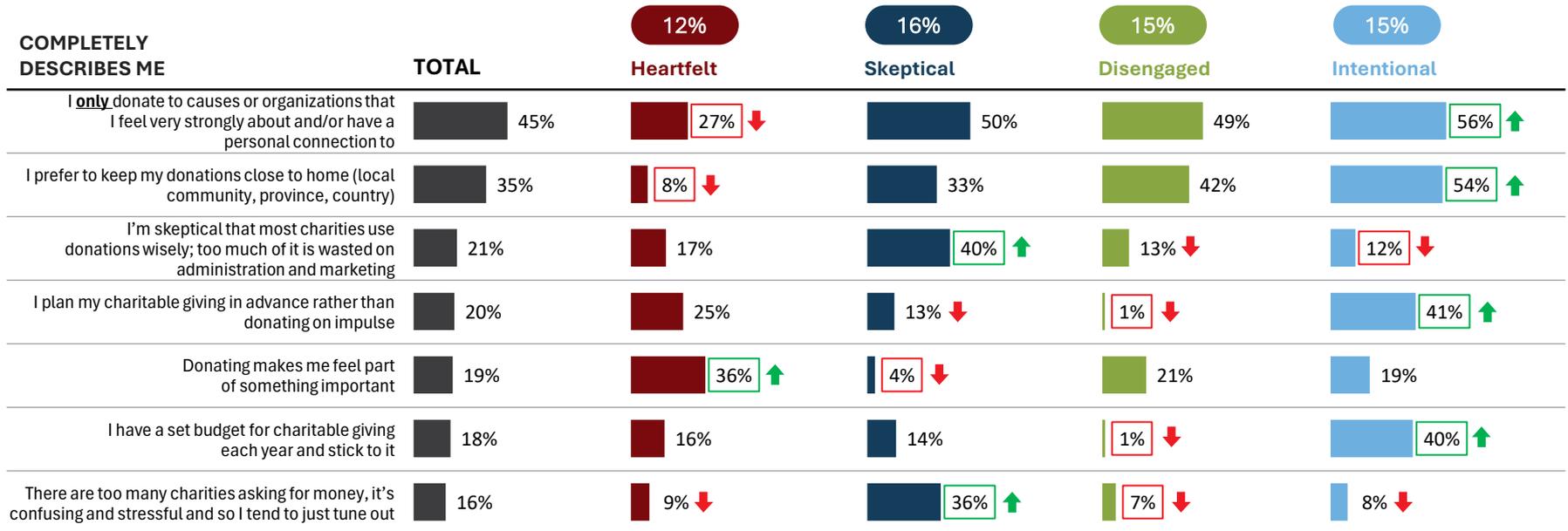
**How to engage:** Integrate giving creatively into everyday life. Subtle guilt or “right thing to do” framing may work, but keep it easy for them to give.

# 2026 CHARITABLE GIVING SEGMENT ATTITUDES

(Among Donors)

**Heartfelt Donors** are emotional, engaged donors (and as seen later, also fundraisers and volunteers). They don't always plan their donations ahead and often give when asked by friends and family or respond to emotional appeals. This group will be easy to grab the attention of once but harder to keep loyal to any particular charity or cause, although some success may be had by creating a sense of community, especially if others they know are involved.

**Skeptical Donors** are the most reluctant of donors, cynical about charity efficiency and effectiveness and disliking ongoing attention from a charity. Local charities and those with a personal connection will find the most success with this segment, but you will need to work hard to pry more dollars from this group unless you can really prove your impact.



# 2026 CHARITABLE GIVING SEGMENT ATTITUDES (cont.)

(Among Donors)

**Disengaged Donors** have the potential to give more, and skepticism about the need and charity effectiveness are not holding them back. While local charities and those they have a personal connection with will have the best success, this is no more true of this segment than the average. This is going to be a tougher group to motivate – they aren't giving based on emotional appeals or to friends/family that much, but neither are they planning ahead – it demonstrates a lack of engagement with giving in general that might be hard to overcome.

**Intentional Donors** are the clear “planning” segment – clear about their goals with donating, choosy about who they donate to and making decisions ahead of time, they will not be swayed by emotion or appeals from friends. This more “traditional” segment will be a loyal group any charity will be happy to keep.

| COMPLETELY DESCRIBES ME  | TOTAL | 12%<br>Heartfelt | 16%<br>Skeptical | 15%<br>Disengaged | 15%<br>Intentional |
|--|-------|------------------|------------------|-------------------|--------------------|
| Whenever anyone – friends, family, acquaintances – make an appeal to support their charitable fundraising I can never say no | 14%   | 35% ↑            | 6% ↓             | 13%               | 6% ↓               |
| I often hesitate to donate to a charity because I know then they'll continue to harass me for more donations                 | 13%   | 10%              | 29% ↑            | 7% ↓              | 5% ↓               |
| I feel guilty that I don't give more than I do to charities  | 12%   | 21% ↑            | 6% ↓             | 18% ↑             | 5% ↓               |
| I can afford to give more than I do to charities, but I'd rather spend the money on other things                             | 8%    | 14% ↑            | 13% ↑            | 3% ↓              | 2% ↓               |
| I give more than most Canadians do; I'm doing my part with charitable giving   | 8%    | 24% ↑            | 2% ↓             | 2% ↓              | 7%                 |
| I am easily swayed by emotional appeals to donate to charities   | 7%    | 17% ↑            | 2% ↓             | 7%                | 2% ↓               |
| I don't feel like my charitable donations really make much of a difference   | 7%    | 6%               | 14% ↑            | 3% ↓              | 1% ↓               |

# 2026 CHARITABLE GIVING SEGMENT SUMMARY PROFILE

12% Heartfelt

16% Skeptical

15% Disengaged

15% Intentional

42% Non-Donors

| SHARE OF GIVING | 34%<br>(index=2.8)   | 14%<br>(index=0.9)  | 12%<br>(index=0.8)  | 40%<br>(index=2.7)   | 0%<br>(index=0)  |
|-----------------|--|---|---|--|--|
|                 |  |   |   |  |  |
| SECTOR          | <ul style="list-style-type: none"> <li>→ Stronger supporters of <b>international causes, CDN disaster relief</b>, arts/culture/ humanities, non-medical research, religions, and human/ civil rights</li> <li>→ Less support for health-related, animal-related, or social services</li> </ul>   | <ul style="list-style-type: none"> <li>→ Stronger supporters of <b>animal and health</b> related causes</li> <li>→ Less likely to donate to arts/ culture/ humanities, religious, CDN disaster relief and international causes</li> </ul>   | <ul style="list-style-type: none"> <li>→ Stronger supporters of <b>social services/ issues</b> and <b>CDN disaster relief</b></li> <li>→ Mostly average or a little softer donations to other sectors</li> </ul>                    | <ul style="list-style-type: none"> <li>→ Stronger supporters only of <b>religious-affiliated</b></li> <li>→ Less support given to education, environment, non-medical research, and international causes</li> </ul>  | → n/a  |
| TYPE OF GIVING  | <ul style="list-style-type: none"> <li>→ <b>Highest</b> participation in all activities; not only donations but also fundraising and volunteering</li> </ul>   | <ul style="list-style-type: none"> <li>→ <b>Second highest “traditional”</b> donor behaviour but only average for fundraising, volunteering, lottery ticket purchase, and crowdsourcing</li> </ul>  | <ul style="list-style-type: none"> <li>→ <b>Less traditional:</b> gives to friend/ family fundraising, charities via crowdsourcing, and buys goods/services more than typical, but average or below for other activities</li> </ul> | <ul style="list-style-type: none"> <li>→ <b>One-time and ongoing donations</b> strong, otherwise average or below participation on other activities</li> </ul>   | → n/a  |
| LEGACY GIVING   | <ul style="list-style-type: none"> <li>→ <b>Strongest potential</b> (16% to date + 42% in future)</li> </ul>   | <ul style="list-style-type: none"> <li>→ <b>Low potential</b> (8% to date + 16% in future)</li> </ul>   | <ul style="list-style-type: none"> <li>→ <b>Average or lower potential</b> (5% to date + 21% in future)</li> </ul>  | <ul style="list-style-type: none"> <li>→ <b>Second highest potential</b> (13% to date + 22% in future)</li> </ul>  | → <b>Next to none</b> so far, but optimistically high future intentions (18%)  |
| MOMENTUM        | <ul style="list-style-type: none"> <li>→ Appears <b>very positive</b> (highest net predicted increases overall and all donating activities) but temper this prediction given their optimistic natures</li> </ul>   | <ul style="list-style-type: none"> <li>→ Steady or <b>possibly declining</b> except for making donation as a gift in recipient’s name</li> </ul>  | <ul style="list-style-type: none"> <li>→ <b>Some positive momentum</b> for one-time donations, sponsor a friend/ family member, or buy goods/services and volunteering</li> </ul>   | <ul style="list-style-type: none"> <li>→ <b>Steady</b></li> </ul>  | → Unlikely to change short term  |
| DEMOGRAPHICS    | <ul style="list-style-type: none"> <li>→ More <b>male</b> (58%)</li> <li>→ <b>Youngest</b> (38% 18-34)</li> <li>→ Most family segment (41% children &lt;18 vs. 27% total)</li> <li>→ Slightly <b>higher income</b></li> <li>→ <b>Highest education</b></li> <li>→ Most <b>ethnically diverse</b></li> <li>→ More <b>ON</b> (45% vs. 39% total) and fewer <b>QU</b> (19% vs. 23% total) and <b>BC</b> (11% vs. 14%)</li> <li>→ Most <b>urban</b></li> </ul> | <ul style="list-style-type: none"> <li>→ More <b>male</b> (59%)</li> <li>→ <b>2<sup>nd</sup> oldest</b> (53% 55+)</li> <li>→ More in <b>AB</b> (17% vs. 11% total) and <b>West</b> generally (41% vs. 32%)</li> <li>→ More <b>suburban or rural</b></li> <li>→ Highest <b>home ownership</b> (80%)</li> </ul> | <ul style="list-style-type: none"> <li>→ Most <b>female</b> (65%)</li> <li>→ Most <b>rural</b></li> <li>→ Slightly less in <b>ON</b> (33% vs. 39% total)</li> </ul>   | <ul style="list-style-type: none"> <li>→ <b>Oldest</b> (65% 55+)</li> <li>→ Least family (19% children &lt;18 vs. 27% total)</li> <li>→ Most <b>retired</b> (44%)</li> <li>→ <b>Highest household incomes</b> of all segments</li> <li>→ Least ethnically diverse (91% white)</li> <li>→ Slightly less in <b>ON</b> (33% vs. 39% total)</li> </ul> | <ul style="list-style-type: none"> <li>→ <b>Under 55</b> (64% vs. 59% total)</li> <li>→ While most are working, more <b>students</b> (10%)</li> <li>→ <b>Lowest household incomes</b></li> <li>→ <b>Lowest home ownership</b> (56%)</li> <li>→ <b>Least education</b></li> <li>→ 2<sup>nd</sup> most <b>ethnically diverse</b></li> <li>→ Over-represented in <b>ON</b> (42% vs. 39% total)</li> </ul> |

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# Appendix



## METHODOLOGY

- The LEO (Leger Opinion) panel is the largest Canadian panel with over 450,000 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 app.
- 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

| Region   | Unweighted | Weighted |
|----------|------------|----------|
| BC       | 400        | 366      |
| AB       | 402        | 293      |
| SK/MB    | 703        | 169      |
| ON       | 606        | 1018     |
| QU       | 412        | 607      |
| Atlantic | 101        | 171      |

| Gender | Unweighted | Weighted |
|--------|------------|----------|
| Male   | 1265       | 1283     |
| Female | 1359       | 1341     |

| Age group | Unweighted | Weighted |
|-----------|------------|----------|
| 18-34     | 538        | 698      |
| 35-54     | 812        | 844      |
| 55+       | 1274       | 1083     |

## NOTES ON READING THIS REPORT

- The numbers presented have been rounded. However, the numbers before rounding were used to calculate the sums presented and might therefore not correspond to the manual addition of these numbers.
- In this report, statistically significant differences in trending over time are shown as follows:
  - ▲▼ Statistically significantly higher/lower than previous wave
- In this report, statistically significant differences between subgroups are shown as follows:
  - ↑↓ Statistically significantly higher/ lower than comparison group(s)

## COMMITMENT TO **ADVANCEMENT OF THE INDUSTRY**

Through our memberships and accreditations, we're committed to upholding our industry's highest professional standards and ethical practices so you can get the reliable data you need. Our leaders and colleagues across North America actively participate, aiming to advance the industry overall and build a global community.



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