



FACTUM

Donating to Charities is One of the Least Likely Expenses Canadians Would Cut During the Holiday Season

Canadians are equally likely to cut donations to charities during the holiday season (17%) and travel expenses to visit family and friends who live far away (17%), indicating the value Canadians place on donating to charity especially in the holiday season.

Toronto, Ontario, November 22, 2023 — If Canadians had to cut back on spending due to personal finance concerns this holiday season, a third (35%) of Canadians say they would cut back on holiday gift-giving among family, friends, neighbours or coworkers, according to a new Ipsos poll conducted for CanadaHelps.org.

This is more likely to be the case for females (39%) compared to males (30%). A quarter would cut expenses around family/friend gatherings such as food, decor, activities (24%) but the same proportion expect they do not have to cut back on spending this holiday season (24%).

The least likely expenses to be cut are donating to charities during the holiday season (17%) and travel expenses to visit family and friends who live far away (17%), indicating the value Canadians place on donating to charity especially in the holiday season.

Physical Health Charities is the Top Cause Canadians will Donate to

When asked to choose the top five causes that they are prioritizing through financial donations this year, almost half (46%) of Canadians said a physical health cause (e.g., cancer, Alzheimer's, heart disease) followed by a mental health cause (23%) and a food-insecurity cause (23%). Other popular causes include animals (26%), crisis relief (22%), education (20%), climate change (17%) and religious causes (14%).

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Cause	Percentage
Physical Health (e.g., cancer, Alzheimer's, heart disease, etc.)	46%
Mental Health	35%
Food Insecurity	35%
Homelessness	30%
Animals	26%
Crisis Relief (e.g., earthquake, hurricane, flooding, Ukraine war relief, Israel-Hamas war relief, etc.)	22%
Education	20%
Climate Change	17%
Religion	14%
Refugees/Newcomers to Canada (e.g., from Ukraine, East Africa, etc.)	12%
Other	12%
Anti-Racism/Social Justice	9%
Indigenous Communities/Reconciliation	7%
Opioid/Drug Abuse	6%
Arts and Culture	5%

Seven in Ten (71%) Parents Talk to their Children about Importance of Donating

Four in ten (39%) talk to the children in their life about the importance of giving and how they can support their favorite charitable causes, rising to 71% of parents with children in the household.

Moreover, a third lead by example, having volunteered their time at a charity or non-profit (21%), in support of mutual aid networks (11%) or volunteered their time at a protest (5%) in the last six months. Those in Alberta are most likely to have volunteered at a charity or non-profit (27%), or in support of mutual aid networks (18%). Younger Canadians aged 18-34 are also more likely (21%) to have helped others out through mutual aid networks (21%), and to have volunteered their time at a protest (11%).



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About the Study

These are some of the findings of an Ipsos poll conducted between October 20 to 25, 2023, on behalf of CanadaHelps.org. For this survey, a sample of 1,001 Canadians aged 18+ were interviewed. Weighting was then employed to balance demographics to ensure that the sample's composition reflects that of the adult population according to Census data and to provide results intended to approximate the sample universe. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll is accurate to within ± 3.8 percentage points, 19 times out of 20, had all Canadians aged 18+ been polled. The credibility interval will be wider among subsets of the population. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.

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ISIN code FR0000073298, Reuters ISOS.PA, Bloomberg IPS:FP

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