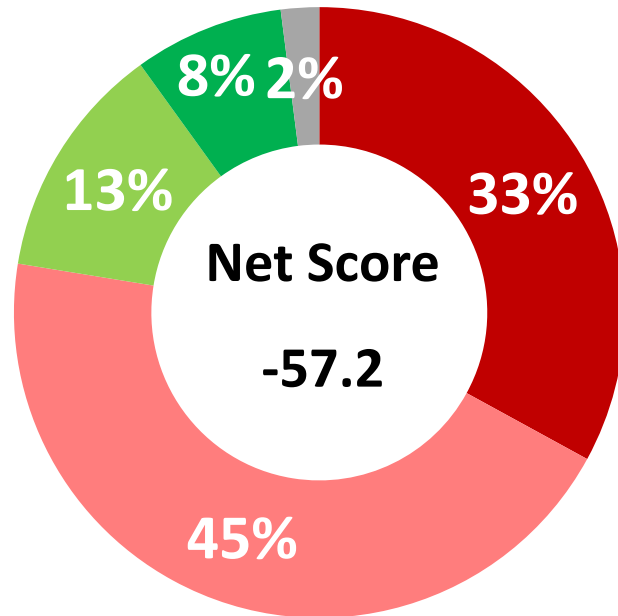


A strong majority of Canadians are concerned or somewhat concerned that charities in Canada are at risk of closing due to fewer donations during the pandemic.

Canadians' level of concern about charities in Canada at risk of closing due to fewer donations



- Concerned
- Somewhat concerned
- somewhat unconcerned
- Unconcerned
- Unsure

*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, November 26th to 29th, 2020, n=1096, accurate 3.0 percentage points plus or minus, 19 times out of 20.

Q Are you concerned, somewhat concerned, somewhat not concerned or not concerned that charities in Canada are at risk of closing because of fewer donations during the pandemic?

“ A strong majority of Canadians are concerned (33%) or somewhat concerned (45%) that charities in Canada are at risk of closing due to fewer donations during the pandemic. This cuts across all groups however, women are more likely to be concerned/somewhat concerned about this than men, and older Canadians (55 plus) are more likely to be concerned or somewhat concerned than those under 35. ”

Concerned/ Somewhat concerned	Atlantic (n=110)	Quebec (n=236)	Ontario (n=354)	Prairies (n=229)	BC (n=167)
	79.8%	76.8%	79.1%	72.9%	79.6%
	Men (n=561)	Women (n=530)	18-34 (n=220)	35-54 (n=410)	55 plus (n=466)
71.2%	83.6%	71.6%	76.9%	82.5%	



Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,096 Canadians, 18 years of age or older, between November 26th to 29th, 2020 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 ± 3.0 percentage points, 19 times out of 20.

This study was commissioned by the Globe and Mail and the research was conducted by Nanos Research.

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

METHODOLOGY

Element	Description	Element	Description
Research sponsor	The Globe and Mail	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
Population and Final Sample Size	1096 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 Hybrid 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 (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.
Margin of Error	±3.0 percentage points, 19 times out of 20.	Estimated Response Rate	Thirteen percent, consistent with industry norms.
Mode of Survey	RDD dual frame (land- and cell-lines) hybrid telephone and online omnibus survey	Question Order	This was the only question asked on this topic.
Sampling Method Base	The sample included both land- and cell-lines RDD (Random Digit Dialed) across Canada.	Question Content	This was topic two of an omnibus survey. Previous content included the COVID-19 pandemic.
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. http://www.nanos.co 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	November 26 th to 29 th , 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/		



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ABOUT NANOS



TABULATIONS

2020-1769– Globe and Mail/Nanos Survey – Survey – Charities – STAT SHEET

			Region						Gender			Age		
			Canada 2020-11	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus
Question - Are you concerned, somewhat concerned, somewhat not concerned or not concerned that charities in Canada are at risk of closing because of fewer donations during the pandemic?	Total	Unwgt N	1096	110	236	354	229	167	561	530	5	220	410	466
		Wgt N	1006	67	234	386	185	134	490	511	5	276	344	386
	Concerned	%	33.0	32.6	24.5	36.6	34.0	36.0	24.2	41.5		30.7	31.7	35.8
	Somewhat concerned	%	44.6	47.2	52.3	42.5	38.9	43.6	47.0	42.1		40.9	45.2	46.7
	Somewhat unconcerned	%	12.5	9.4	14.6	12.8	13.2	8.6	16.2	9.0		15.0	12.9	10.4
	Unconcerned	%	7.9	9.4	7.2	6.1	9.9	11.1	11.2	4.7		11.2	6.9	6.5
	Unsure	%	2.0	1.5	1.4	2.0	4.1	0.6	1.3	2.7		2.3	3.4	0.6

Nanos conducted an RDD dual frame (land- and cell- lines) hybrid telephone and online random survey of 1,096 Canadians, 18 years of age or older, between November 26th and November 29th, 2020. The margin of error for this survey is ± 3.0 percentage points, 19 times out of 20.