

Charitable giving during the holidays

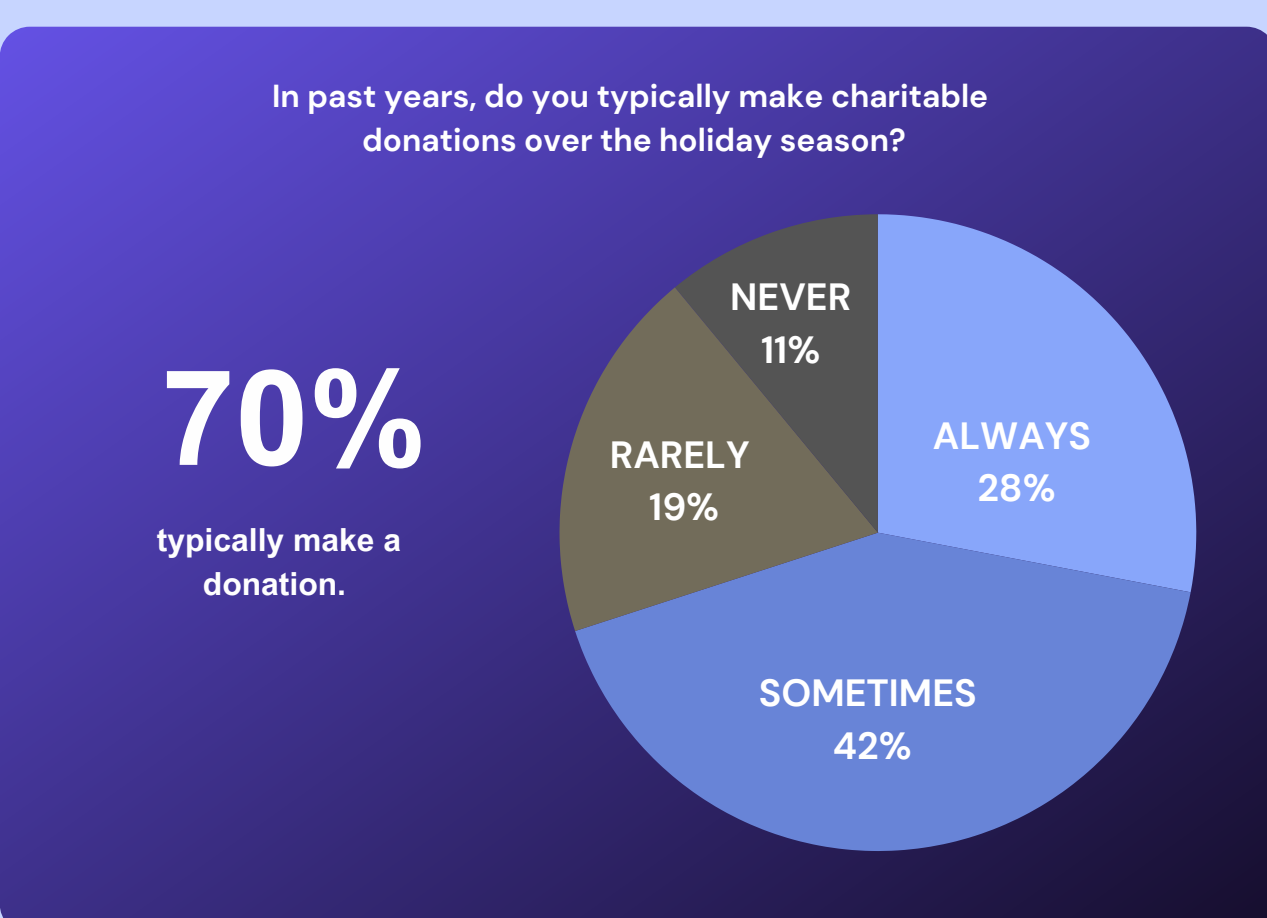
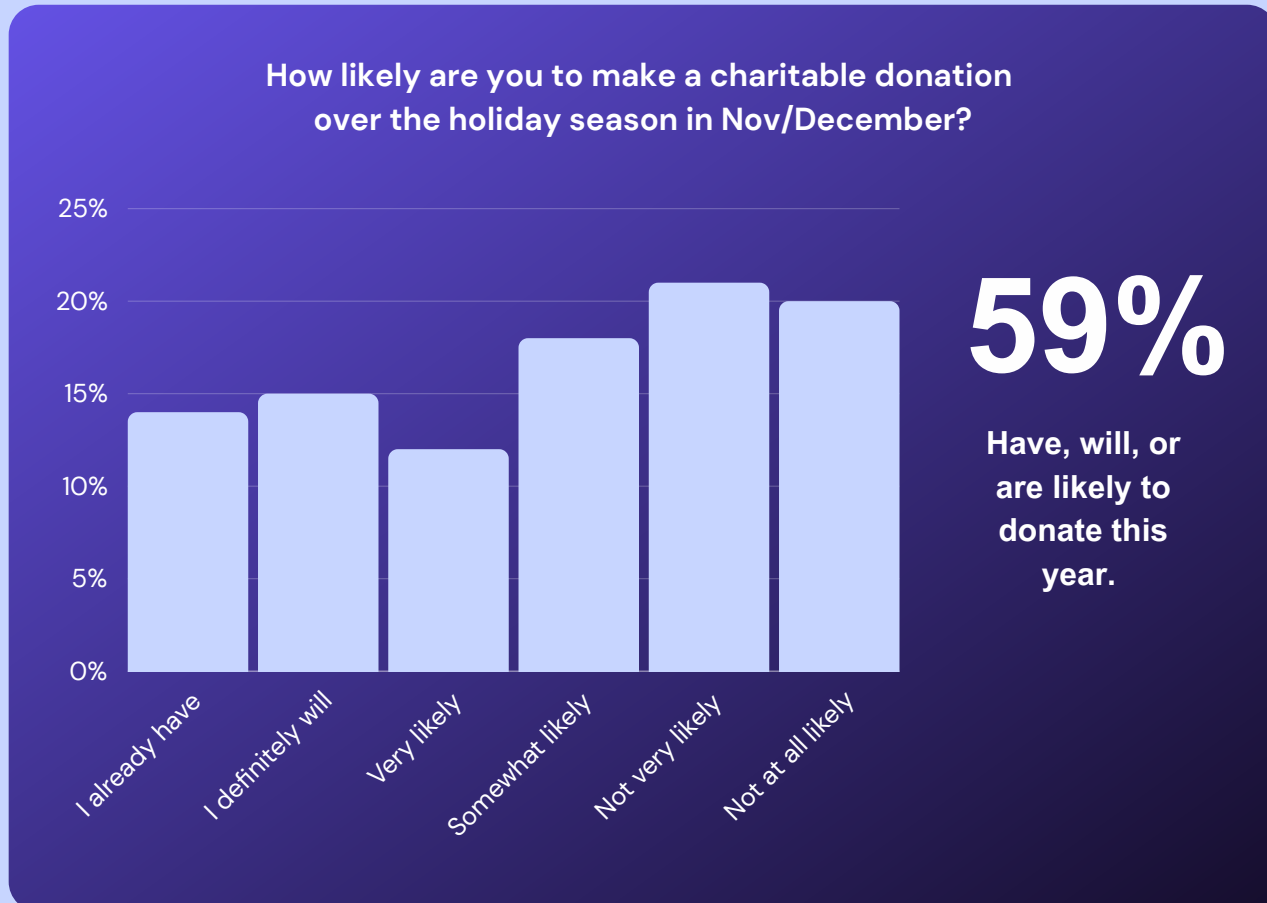
Charities in Canada heavily rely on the holiday season for crucial donations. Festive spirit and giving traditions prompt increased generosity from individuals and businesses alike, providing essential funds for organizations to support their causes and address pressing social issues across the country. We fielded a study to see whether increased cost of living will alter charitable giving this holiday season.



INSIGHTS BY:
Demetre Eliopoulos
SVP & Managing Director,
Research

The holiday season is still a time for giving:

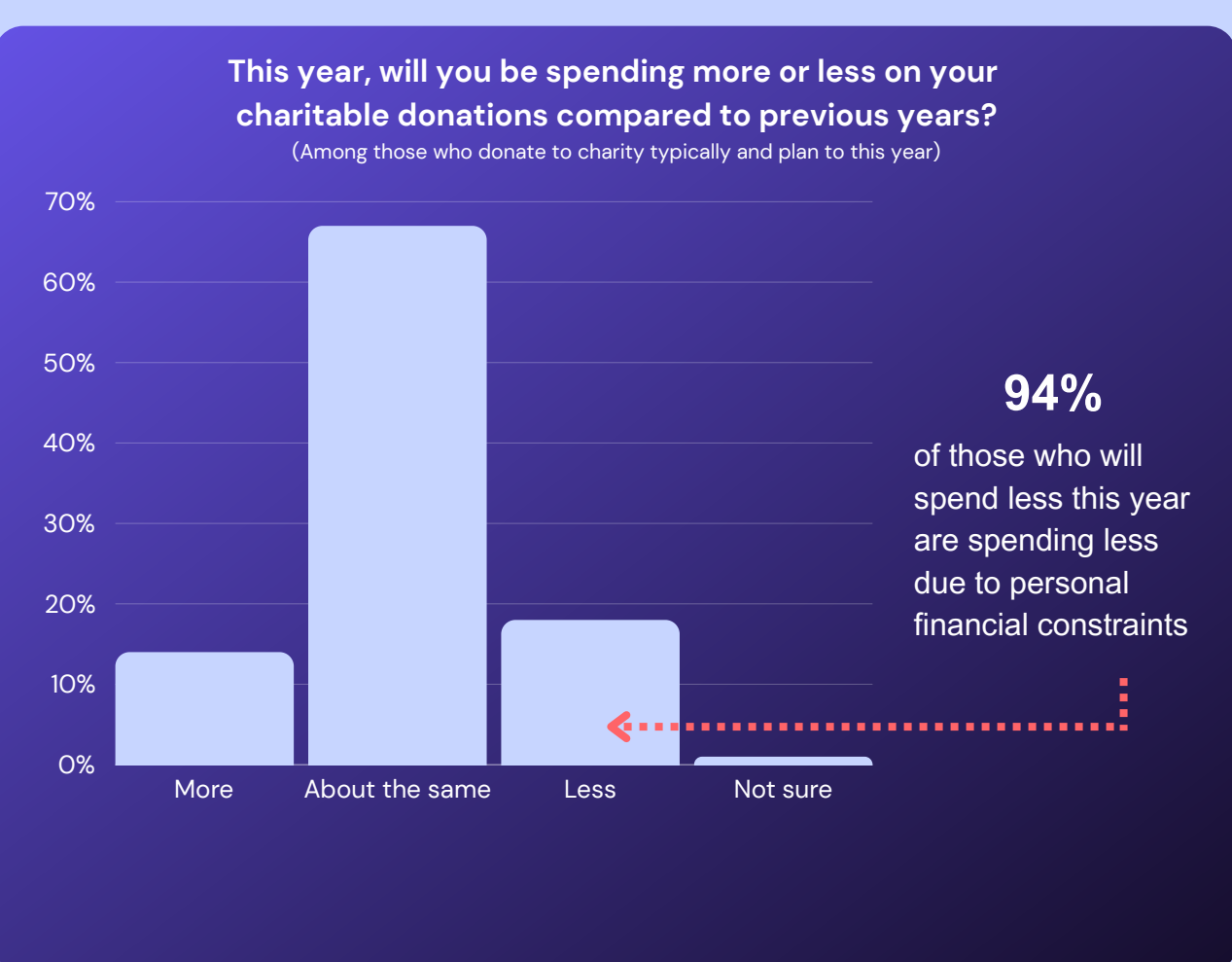
Three-in-five Canadians are likely to donate to charity over the last two months of the year.



A commitment to giving:

During a time of increased cost of living, half of Canadians say they intend to spend less this year during the holidays – but that doesn't apply to charitable giving. Compared to last year, **charitable donations during the holidays will remain roughly the same.**

51% of Canadians say they intend to spend less money (on gifts, travel etc.) during the holiday season compared to last year.



“At a time when Canadians are tightening their purse strings, it is reassuring to see so many make holiday giving a priority. Charitable donors are focused on their own community to help support those who are struggling during these challenging times.”

Demetre Eliopoulos, SVP & Managing Director, Research

METHODOLOGY

Between Nov 27-29, Angus Reid Group surveyed a representative sample of n=1,507 Canadian adults. The sample frame was balanced and weighted by age, gender, region and education according to the latest census data. For comparison purposes only, a probability sample of this size would yield a margin of error of +/- 2.5 percentage points, 19 times out of 20. The survey was fielded in English and French