

# Canada This Month WE Charity

MAKE A CHANGE

Public Opinion Research  
Release Date: September 14<sup>th</sup>, 2020  
Field Dates: August 6<sup>th</sup> to 18<sup>th</sup>, 2020

# Donor Behavior

While most Canadians say they have donated in the last 12 months, they are split on whether they intend to donate more (18%) or less (18%) in the coming year.

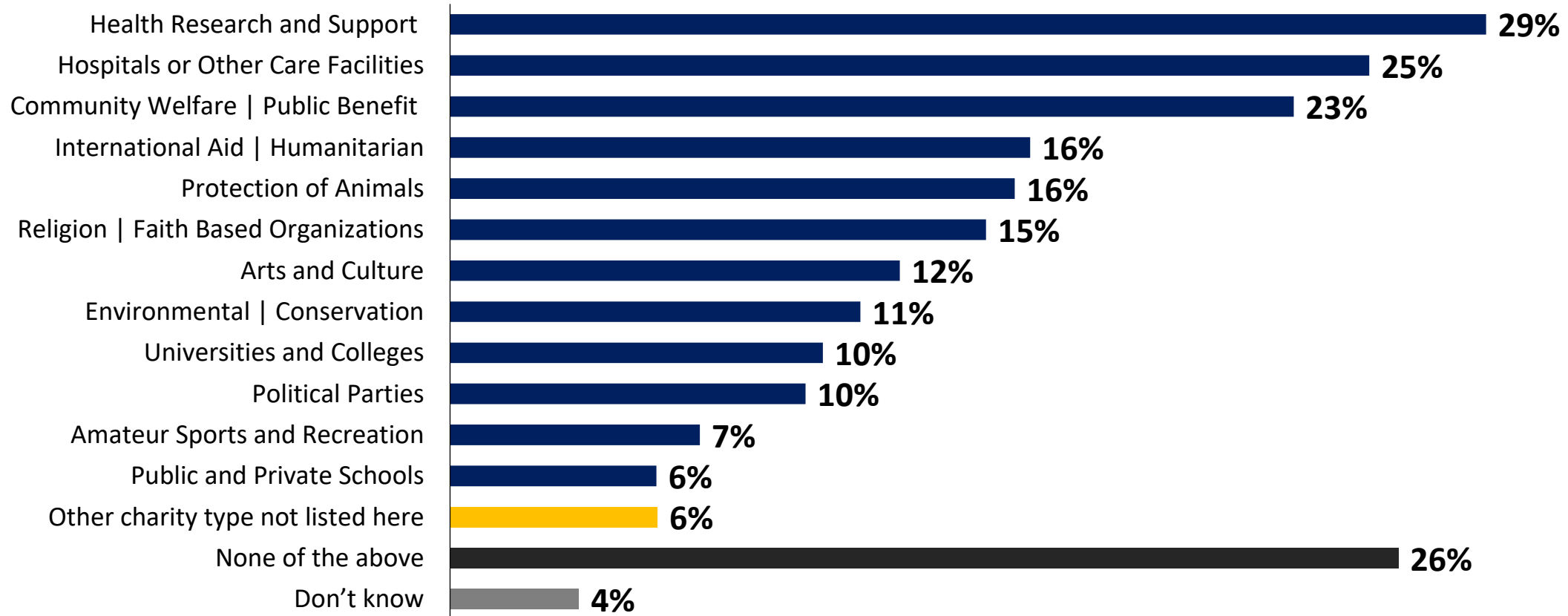
# Donations: Respondents are most likely to donate to health research (29%), hospitals (25%), and community welfare (23%)

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Please select all the types of charities you have contributed financially to over the past 12 months. Please check all that apply

[asked of all respondents; n=1,000]



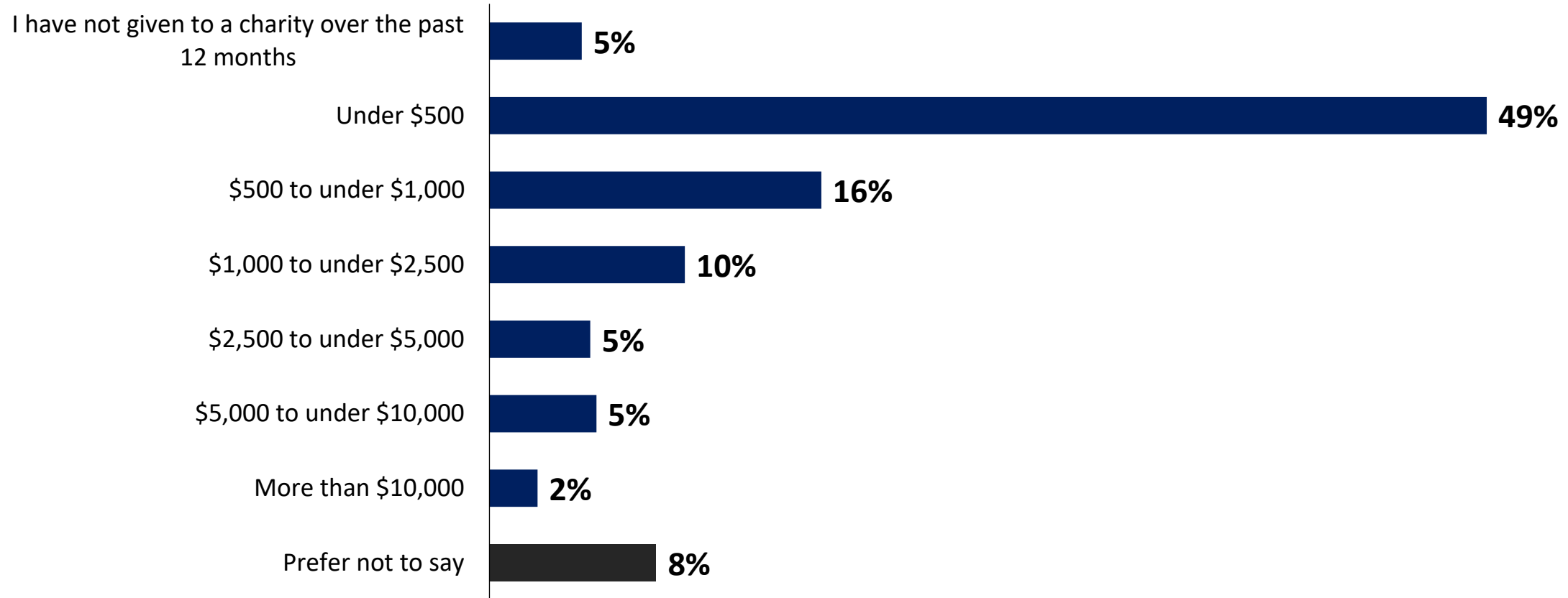


# Donation Amount: Nearly half of donors say they gave less than \$500 over the last 12 months



Thinking about the past 12 months, what was the total dollar amount of donations you made to ALL charitable organizations? Please bear in mind that all of your responses are confidential and all results will be grouped together.

[not asked of those who said "none of the above" to the previous question; n=737]

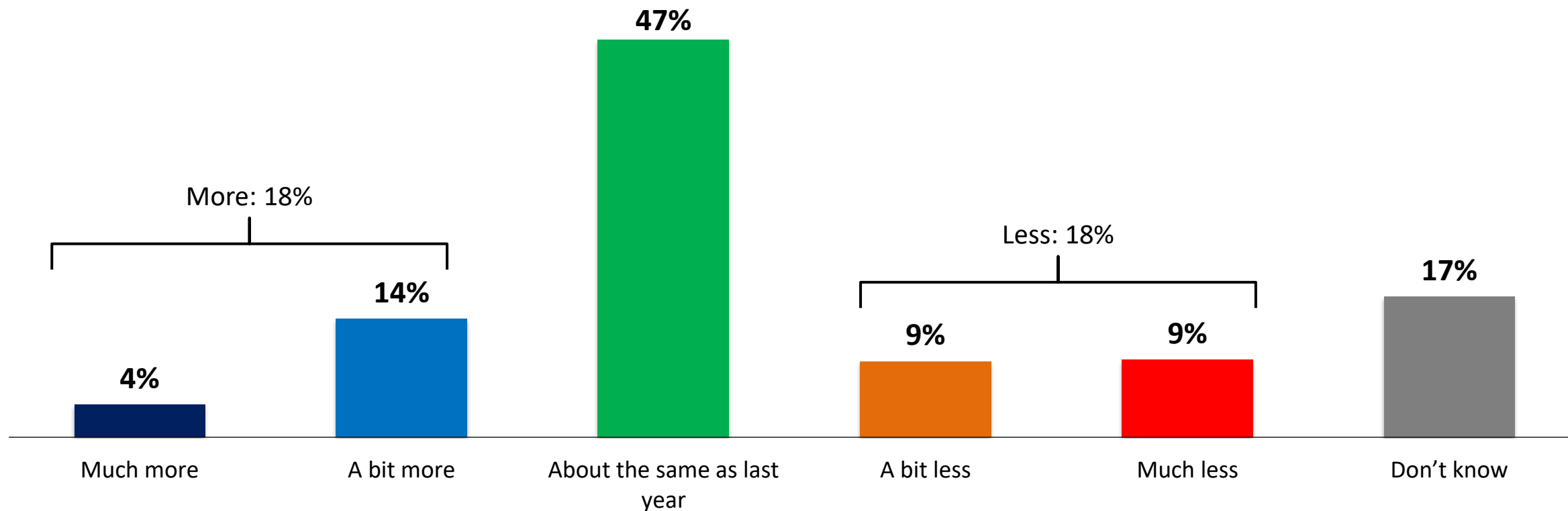


# Giving Intentions: The plurality of respondents say they expect to give the same amount in the next twelve months



Do you think you will donate more or less to charitable organizations in the coming 12 months?

[asked of all respondents; n=1,000]



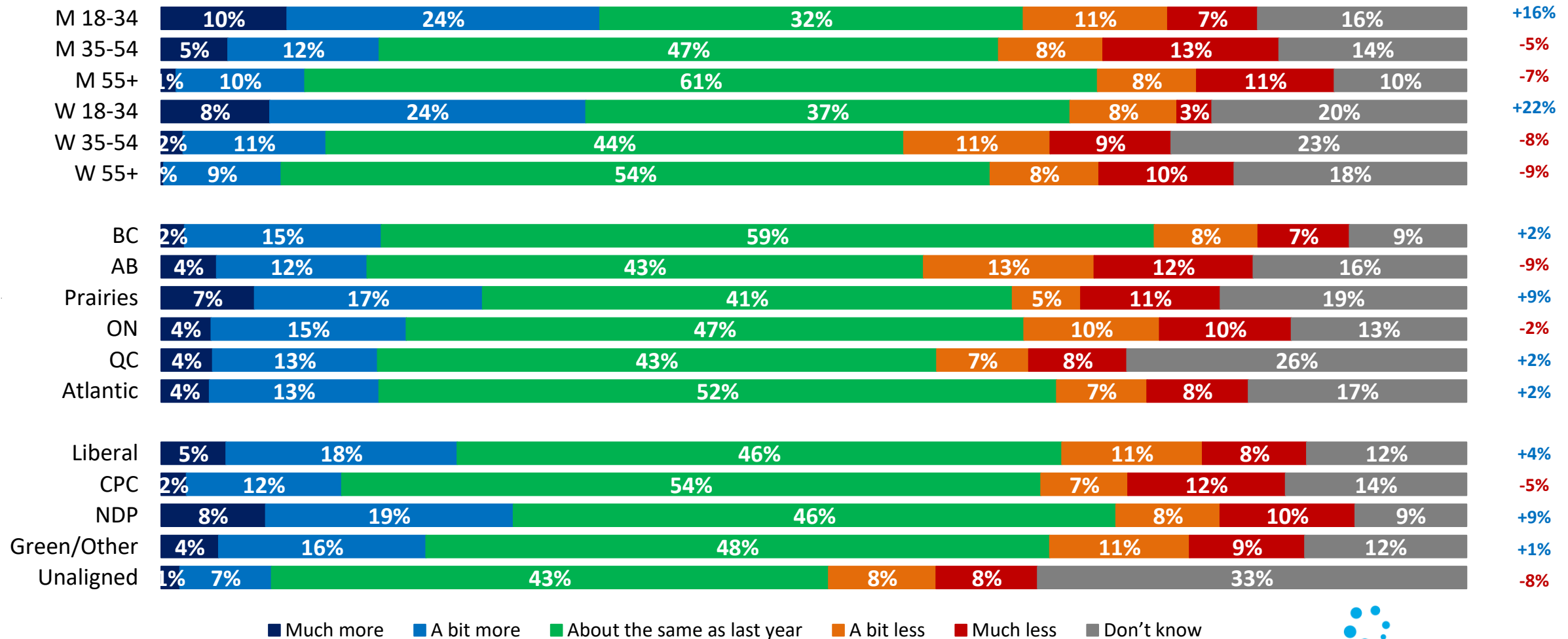
# Giving Intentions: Young Canadians expect to give more in the coming year, while older Canadians expect to give less



Do you think you will donate more or less to charitable organizations in the coming 12 months?

[asked of all respondents; n=1,000]

**Net  
Impact**



# WE Charity

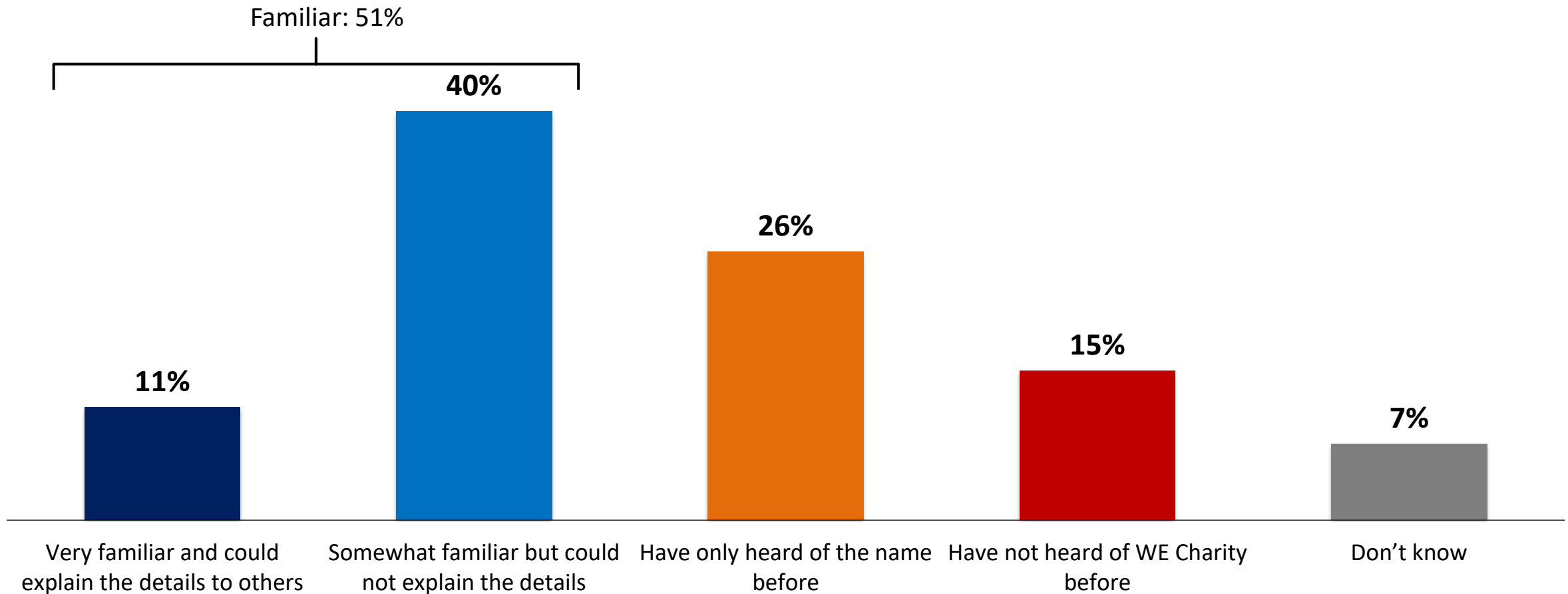
A slim majority (51%) of Canadians are familiar with WE Charity. Regardless of how familiar Canadians are, more have an unfavourable impression of the charity than have a favourable impression.

# Familiarity with WE: More than half say they are familiar with the WE Charity, but only 11% say they are very familiar



How familiar are you with WE Charity?

[asked of all respondents; n=1,000]





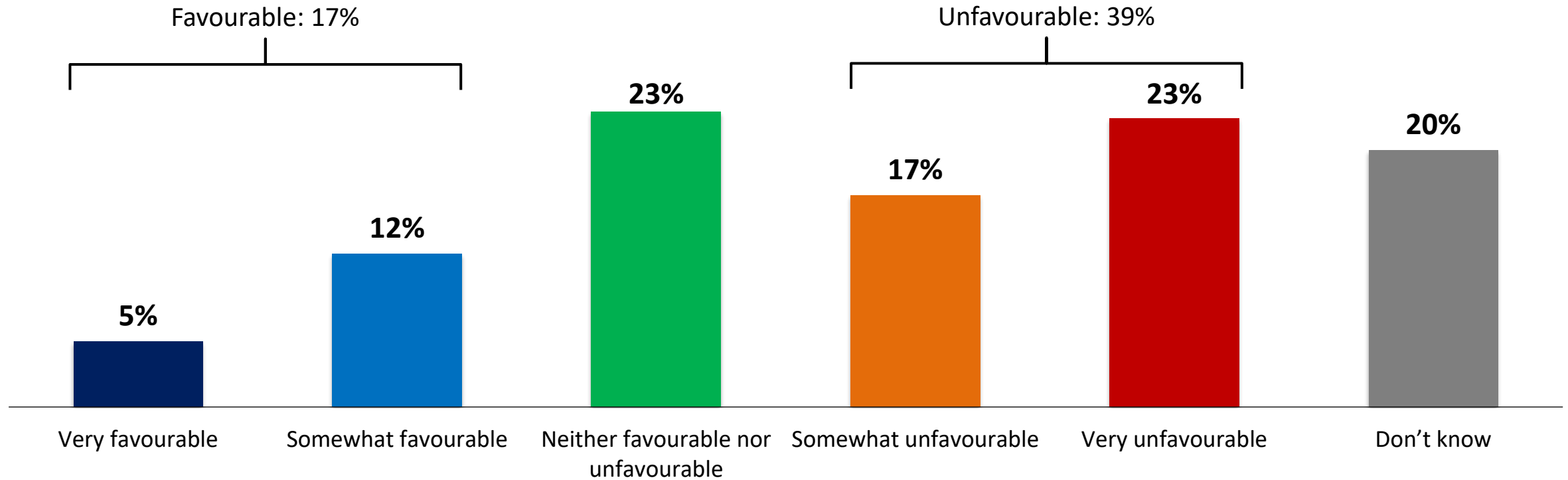
# Impression of WE: A plurality (39%) have an unfavourable opinion of WE Charity, including 23% who have a very unfavourable impression

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From what you know about WE Charity, do you have a favourable or unfavourable impression of the charity?

[asked of all respondents; n=1,000]



# Impression by Familiarity: Regardless of familiarity, respondents have a net unfavourable impression of the WE Charity

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From what you know about WE Charity, do you have a favourable or unfavourable impression of the charity? **By Familiarity**

[asked of all respondents; n=1,000]

Column %	Familiarity				
	Very familiar	Somewhat familiar	Only heard the name before	Not at all familiar	Don't know
Very favourable	22%	5%	1%	3%	1%
Somewhat favourable	14%	18%	11%	3%	1%
Neither favourable nor unfavourable	9%	25%	36%	14%	7%
Somewhat unfavourable	9%	21%	21%	8%	4%
Very unfavourable	45%	28%	17%	11%	3%
Don't know	1%	2%	15%	61%	84%
NET FAVOURABLE	-17%	-27%	-27%	-14%	-6%

# **WE Charity Controversy**

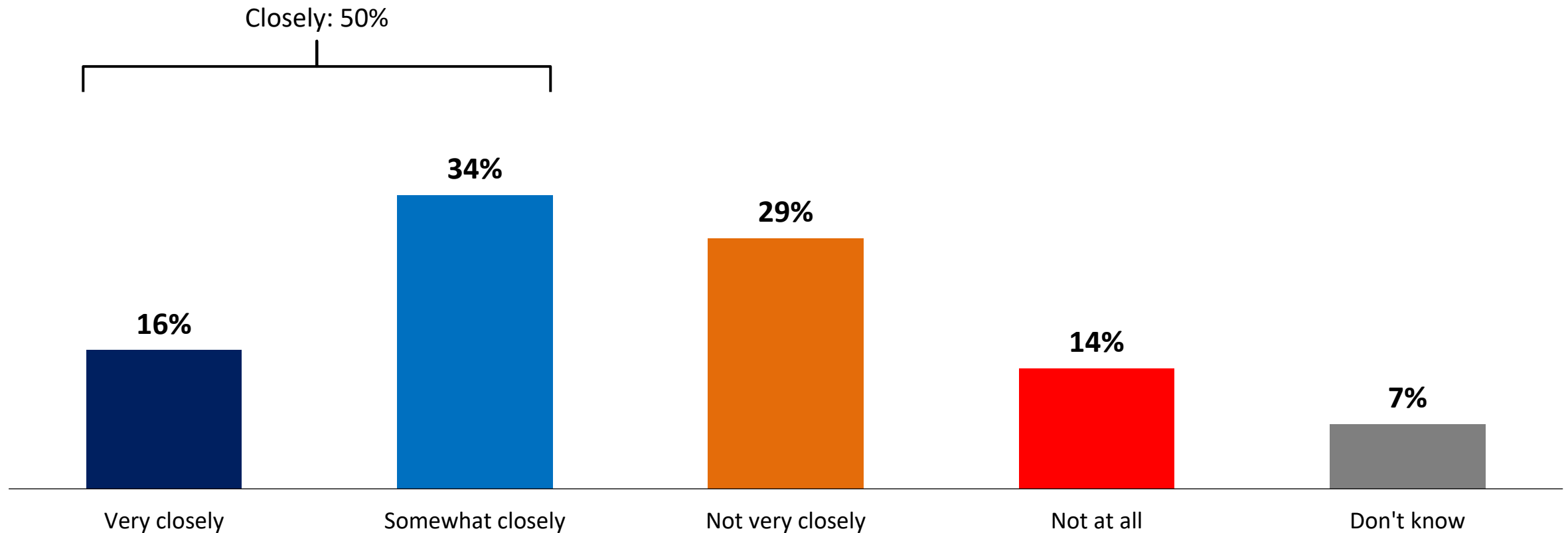
The WE Charity controversy has had a negative impact on views of the charity among nearly every segment of Canadians, with some of the strongest negative impacts among large donors and donors who donate to international aid organizations.

# WE Charity News: Half of respondents say they have been following the WE Charity controversy closely



How closely have you been following the news about the federal government awarding the WE Charity a contract to manage a \$900-million student grant program and allegations of a conflict of interest between the WE Charity and both the Trudeau family and finance Minister Bill Morneau?

[asked of all respondents; n=1,000]



# Impression of WE by Attention: Those who paid the closest attention to the controversy are most likely to have a very unfavourable view



From what you know about WE Charity, do you have a favourable or unfavourable impression of the charity? **By Attention to the controversy**

[asked of all respondents; n=1,000]

Column %	Attention				
	Very closely	Somewhat closely	Not very closely	Not at all	Don't know
Very favourable	16%	5%	2%	3%	1%
Somewhat favourable	9%	19%	10%	9%	1%
Neither favourable nor unfavourable	8%	24%	34%	24%	7%
Somewhat unfavourable	13%	21%	22%	5%	4%
Very unfavourable	54%	27%	12%	9%	2%
Don't know	0%	3%	20%	50%	85%
NET FAVOURABLE	-42%	-25%	-22%	-3%	-3%

# Segmentation: Older respondents and respondents outside of Quebec are most likely to be paying close attention

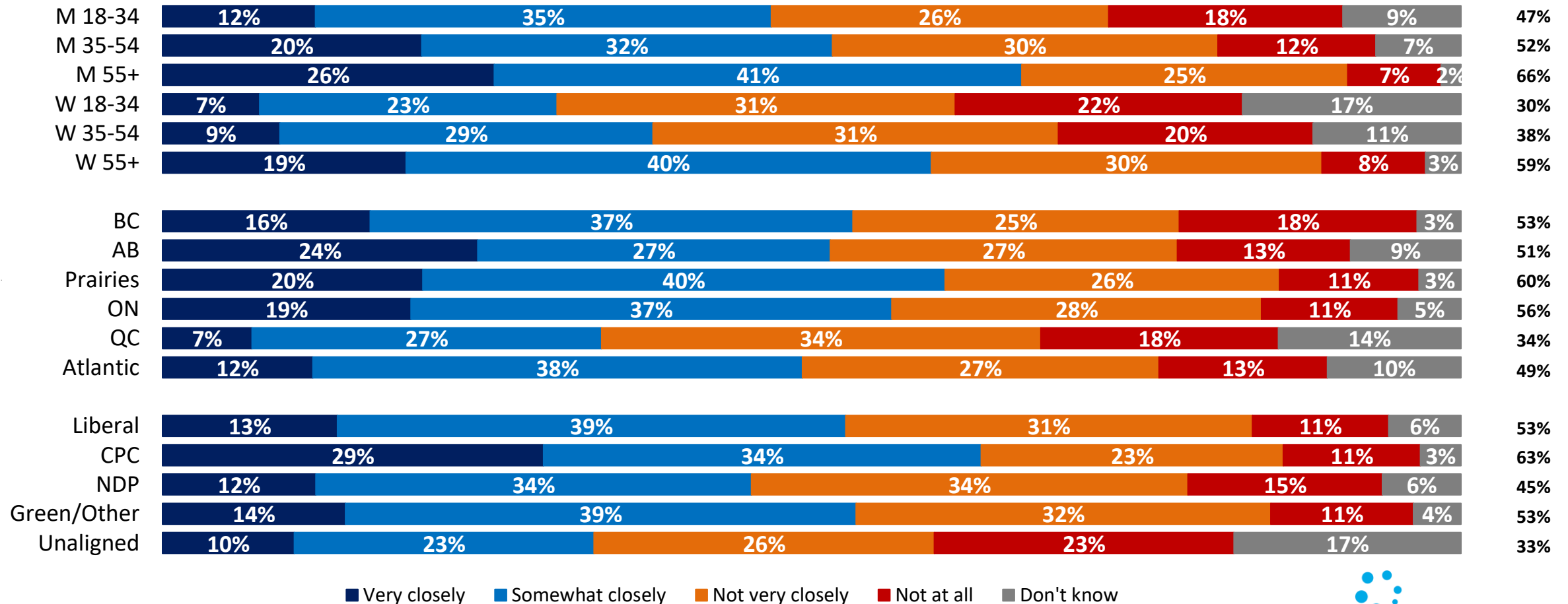
Q

How closely have you been following the news about the federal government awarding the WE Charity a contract to manage a \$900-million student grant program and allegations of a conflict of interest between the WE Charity and both the Trudeau family and finance Minister Bill Morneau?

BY Age/Gender, Region, Party ID

[asked of all respondents; n=1,000]

**Total  
Closely**





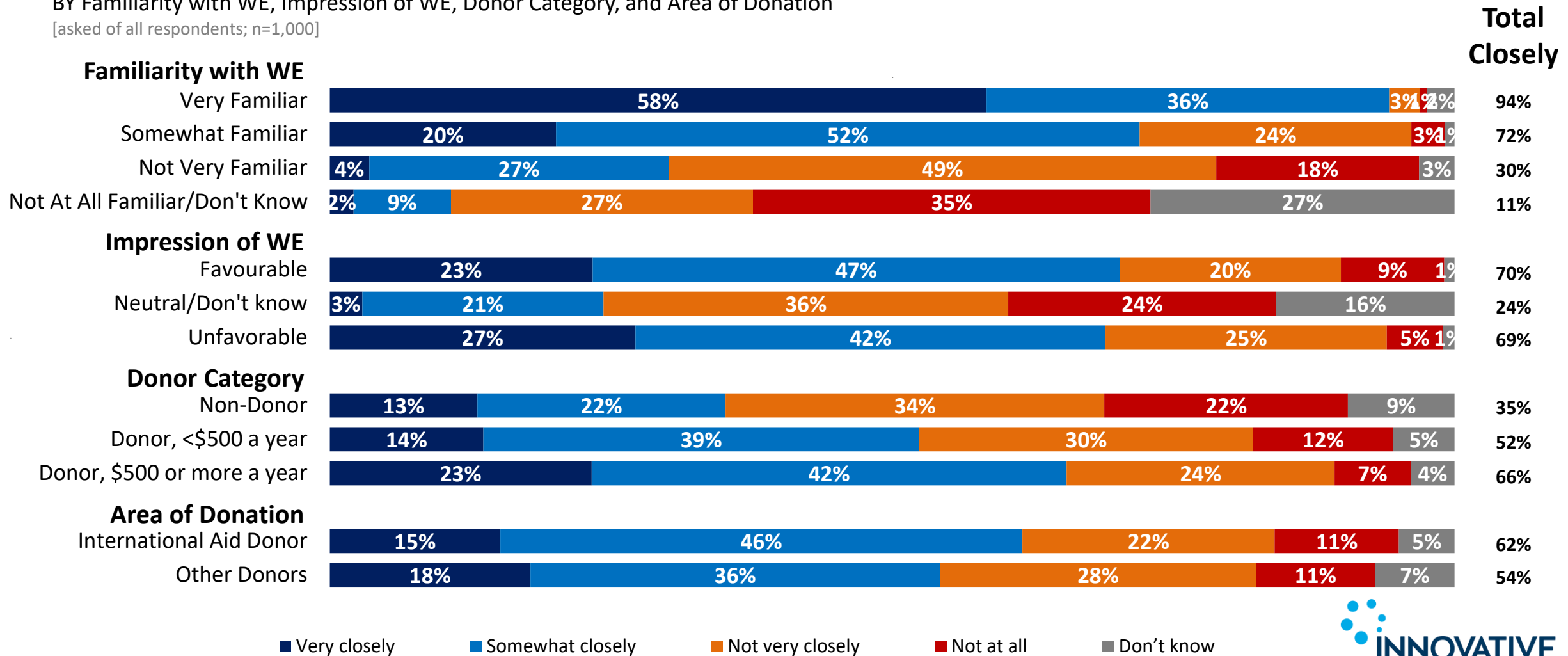
# Segmentation: Larger donors are most likely to be paying close attention to the WE controversy

Q

How closely have you been following the news about the federal government awarding the WE Charity a contract to manage a \$900-million student grant program and allegations of a conflict of interest between the WE Charity and both the Trudeau family and finance Minister Bill Morneau?

BY Familiarity with WE, Impression of WE, Donor Category, and Area of Donation

[asked of all respondents; n=1,000]

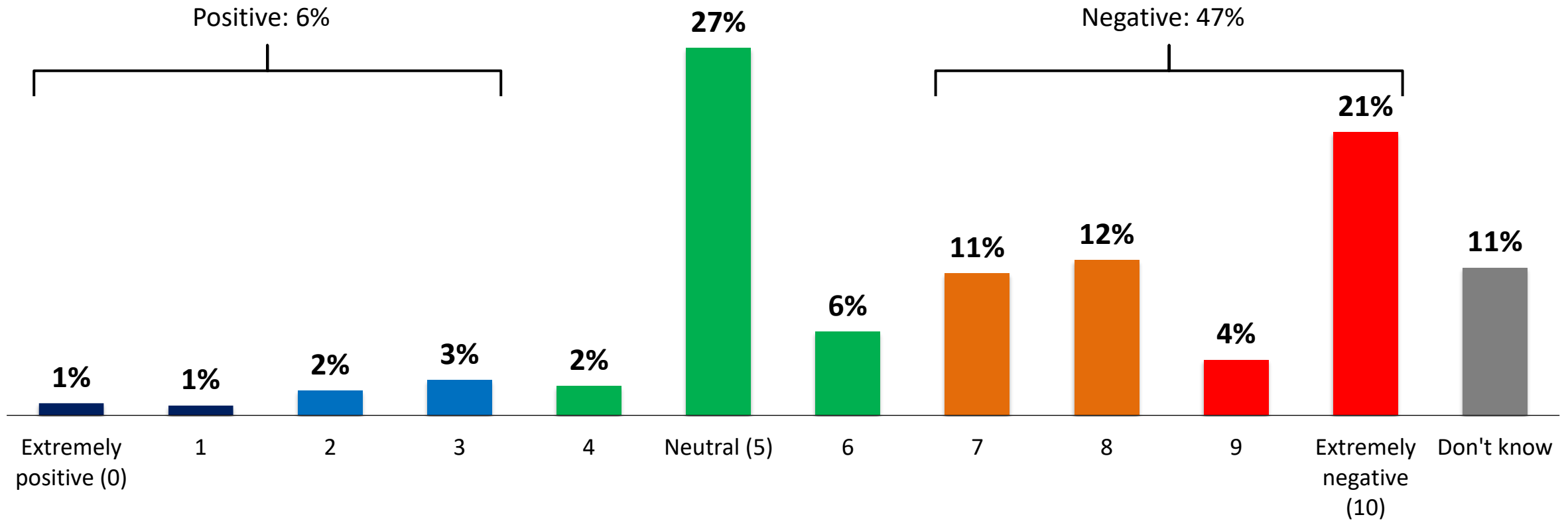


# Initial Reactions: Nearly half of respondents (47%) had a negative initial reaction to the controversy



On a scale of 0 to 10 where 10 is extremely negative, 0 is extremely positive and 5 is completely neutral, what was your initial reaction to the controversy when you first heard about it?

[asked of all respondents; n=1,000]



# Segmentation: Conservative partisans are the most likely to have had a negative initial reaction to the controversy

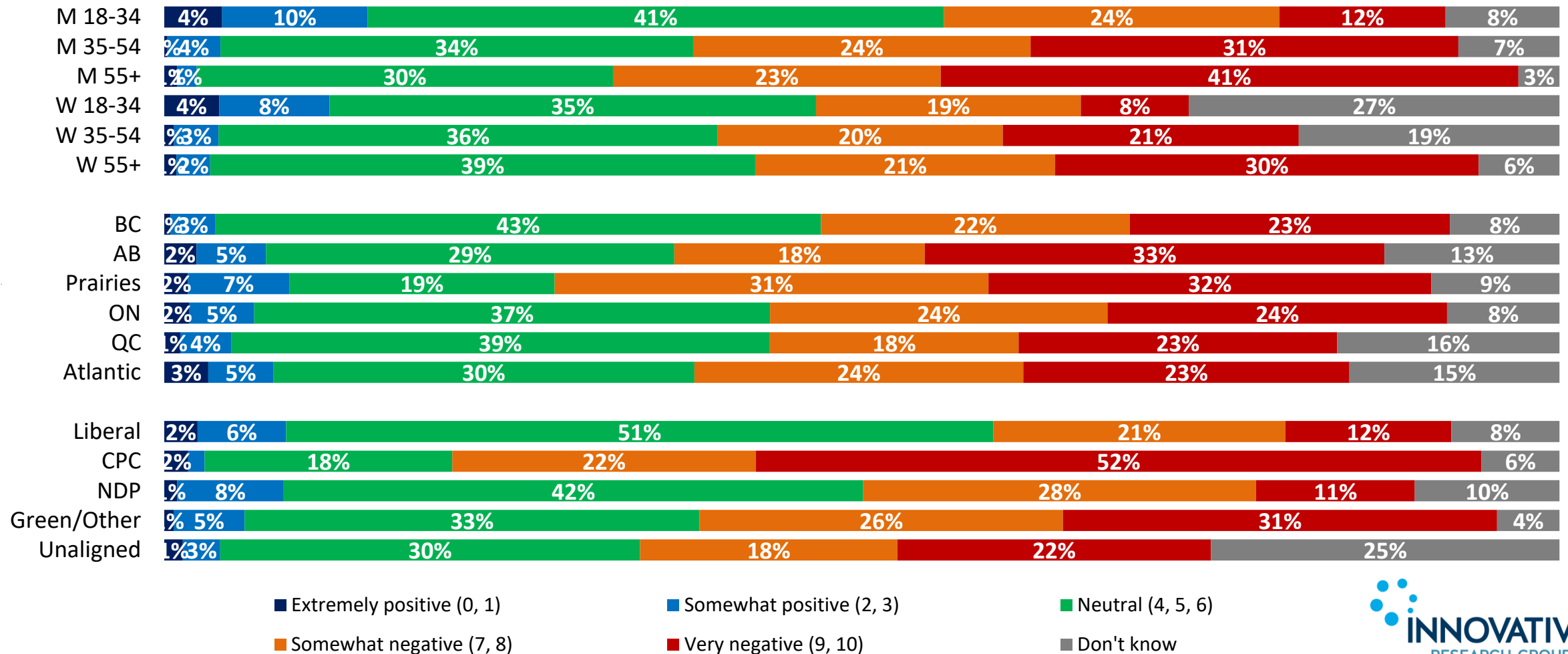
17

Q

On a scale of 0 to 10 where 10 is extremely negative, 0 is extremely positive and 5 is completely neutral, what was your initial reaction to the controversy when you first heard about it?

BY Age/Gender, Region, Party ID

[asked of all respondents; n=1,000]



# Segmentation: Nearly half of International Aid Donors (48%) had a negative initial reaction to the controversy

Q

On a scale of 0 to 10 where 10 is extremely negative, 0 is extremely positive and 5 is completely neutral, what was your initial reaction to the controversy when you first heard about it?

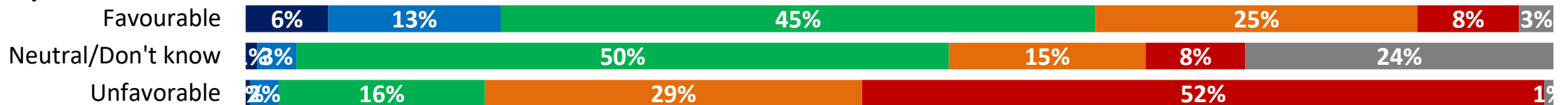
BY Familiarity with WE, Impression of WE, Donor Category, and Area of Donation

[asked of all respondents; n=1,000]

## Familiarity with WE



## Impression of WE



## Donor Category



## Area of Donation



■ Extremely positive (0, 1)

■ Somewhat positive (2, 3)

■ Neutral (4, 5, 6)

■ Somewhat negative (7, 8)

■ Very negative (9, 10)

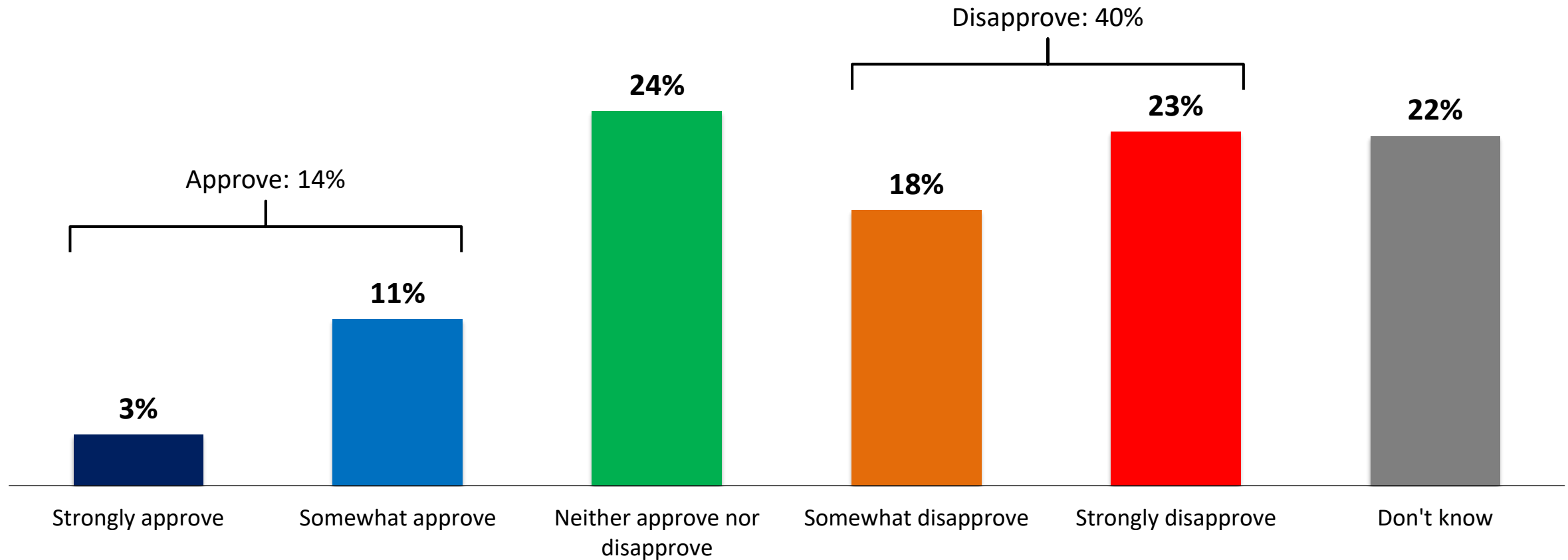
■ Don't know

# WE Charity Approval: The plurality disapprove of how the WE Charity has handled the issue since it emerged (40%) <sup>19</sup>



Do you approve or disapprove of the way the WE Charity has handled the issue since it emerged?

[asked of all respondents; n=1,000]



# Segmentation: Net approval is higher among younger respondents and lowest among Conservative partisans and older men

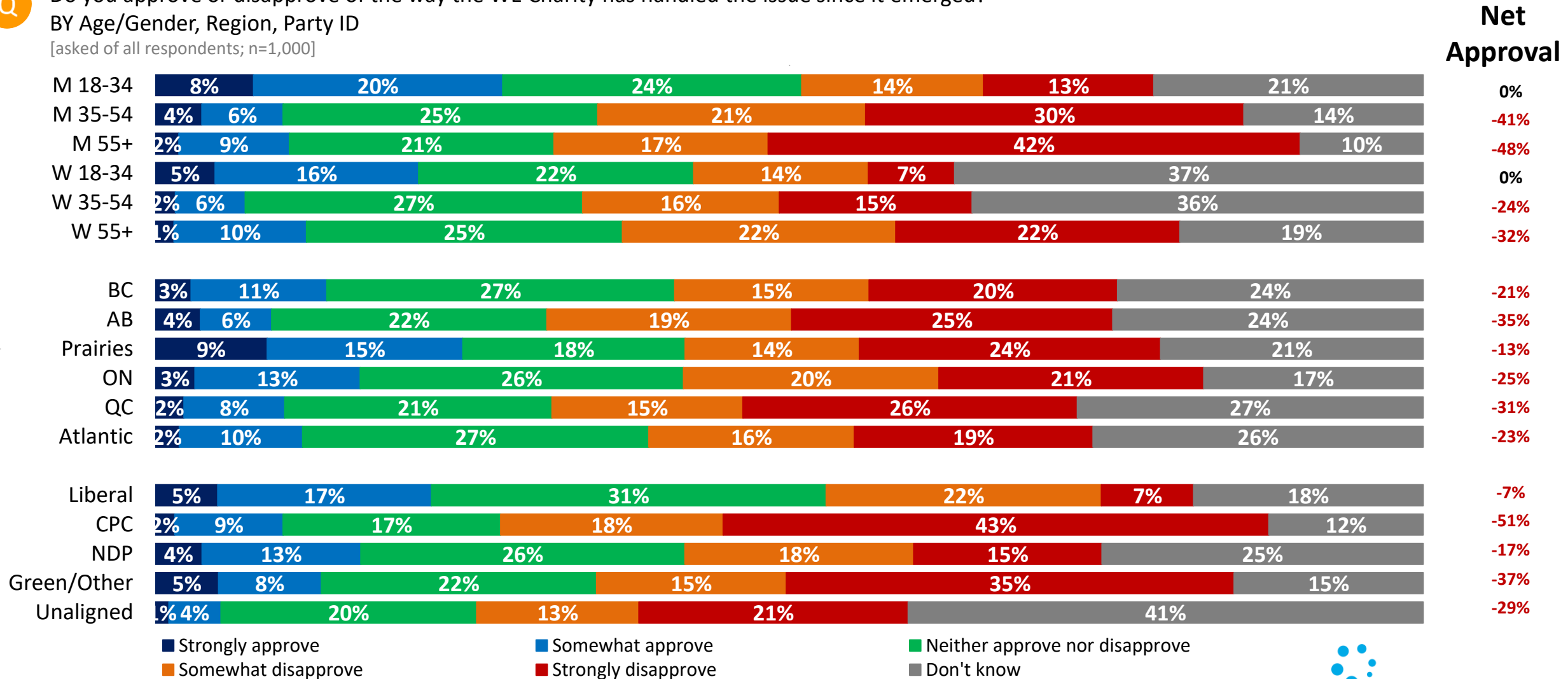
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Do you approve or disapprove of the way the WE Charity has handled the issue since it emerged?

BY Age/Gender, Region, Party ID

[asked of all respondents; n=1,000]





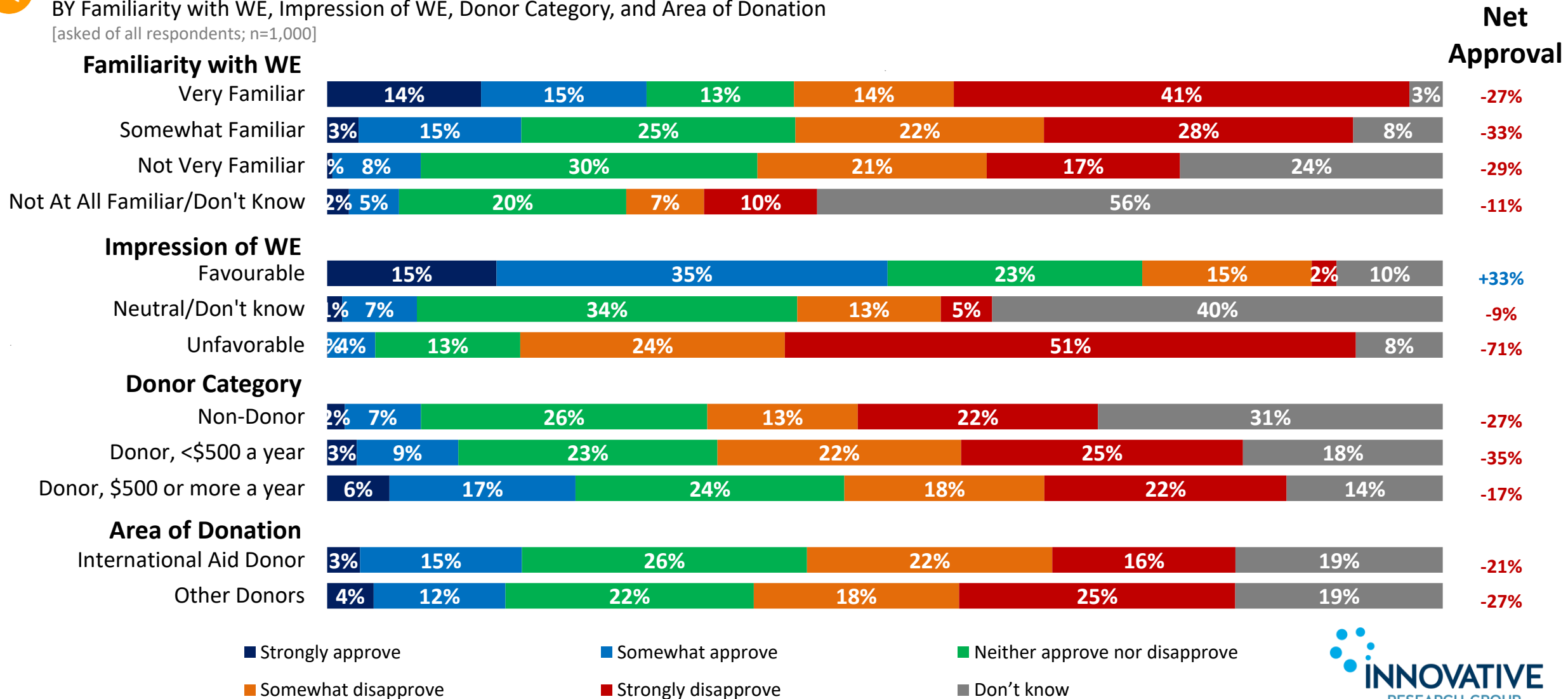
# Segmentation: Only those with a favourable impression of the WE Charity believe they have handled the issue well since it emerged



Do you approve or disapprove of the way the WE Charity has handled the issue since it emerged?

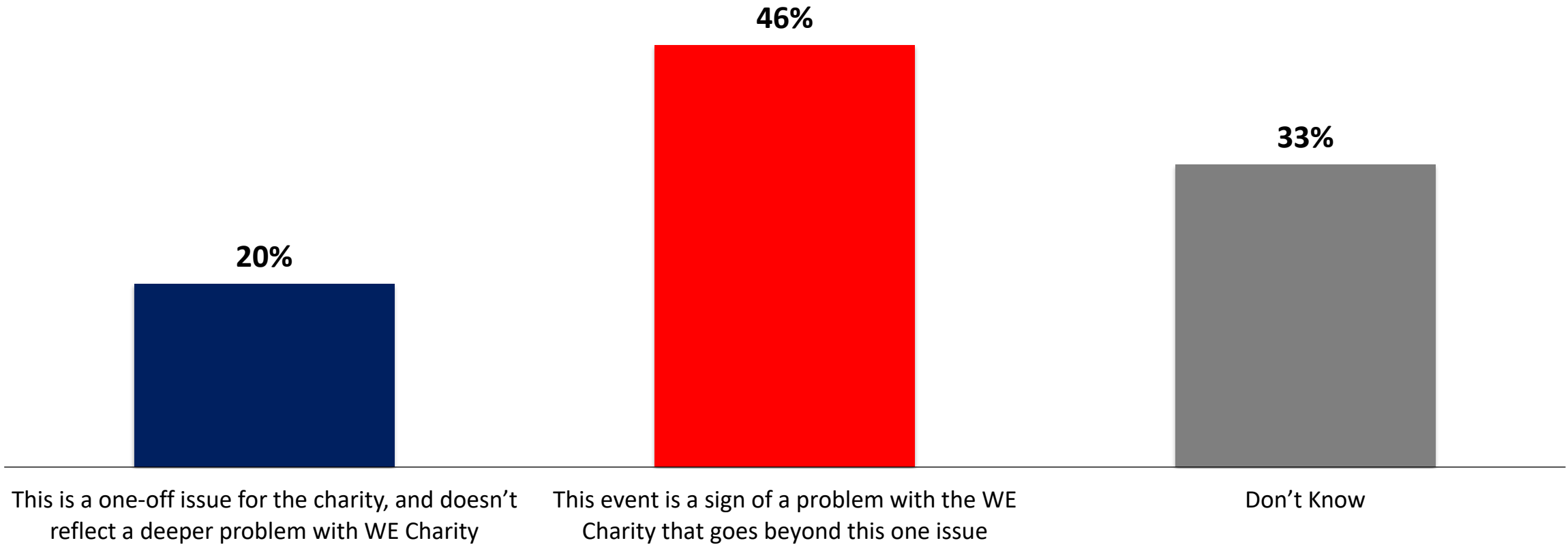
BY Familiarity with WE, Impression of WE, Donor Category, and Area of Donation

[asked of all respondents; n=1,000]



# Point of View | Unique Event: Nearly half say that the controversy is a sign of a deeper problem with the WE Charity (46%)

Q Which of the following comes closest to your point of view?  
[asked of all respondents; n=1,000]

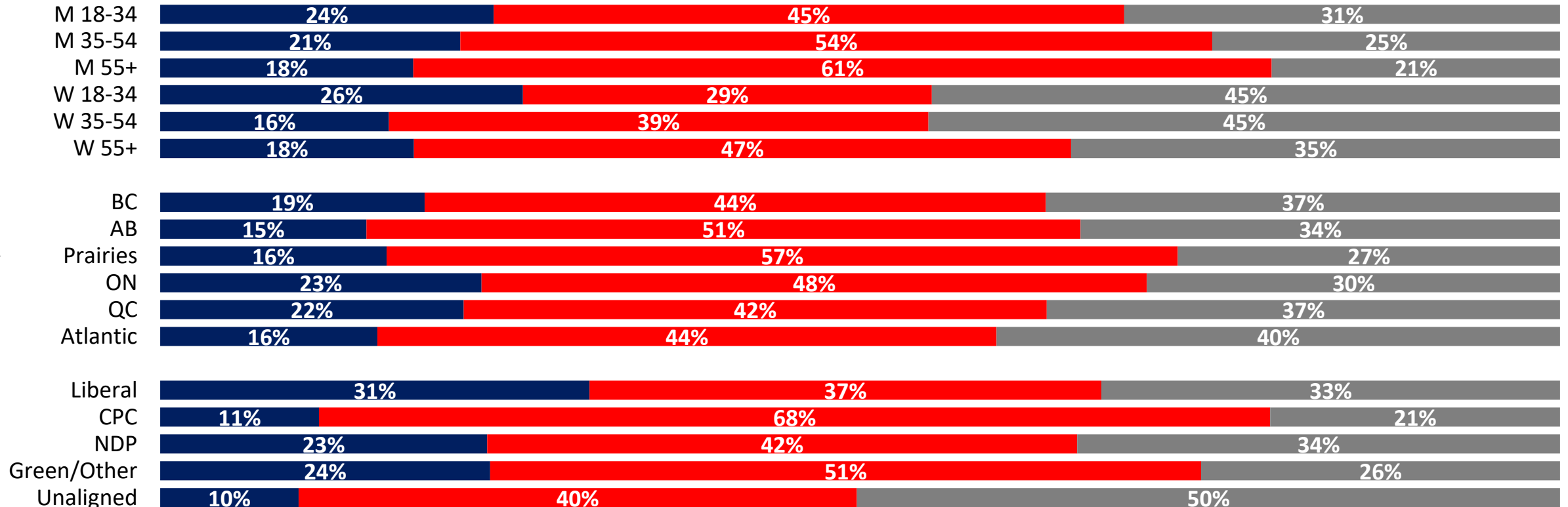


# Segmentation: A plurality in every segment believes that the controversy is a sign of a deeper problem with the WE Charity

Q Which of the following comes closest to your point of view?

BY Age/Gender, Region, Party ID

[asked of all respondents; n=1,000]



- This is a one-off issue for the charity, and doesn't reflect a deeper problem with WE Charity
- This event is a sign of a problem with the WE Charity that goes beyond this one issue
- Don't know

# Segmentation: Those most familiar with the WE Charity are most likely to say this is a sign of a deeper problem with the organization

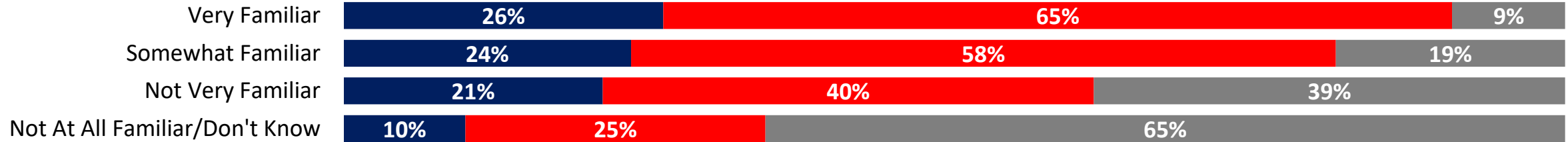
Q

Which of the following comes closest to your point of view?

BY Familiarity with WE, Impression of WE, Donor Category, and Area of Donation

[asked of all respondents; n=1,000]

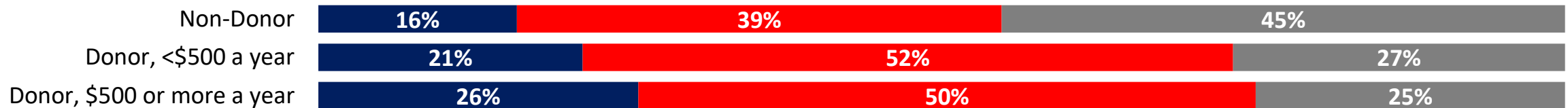
## Familiarity with WE



## Impression of WE



## Donor Category



## Area of Donation



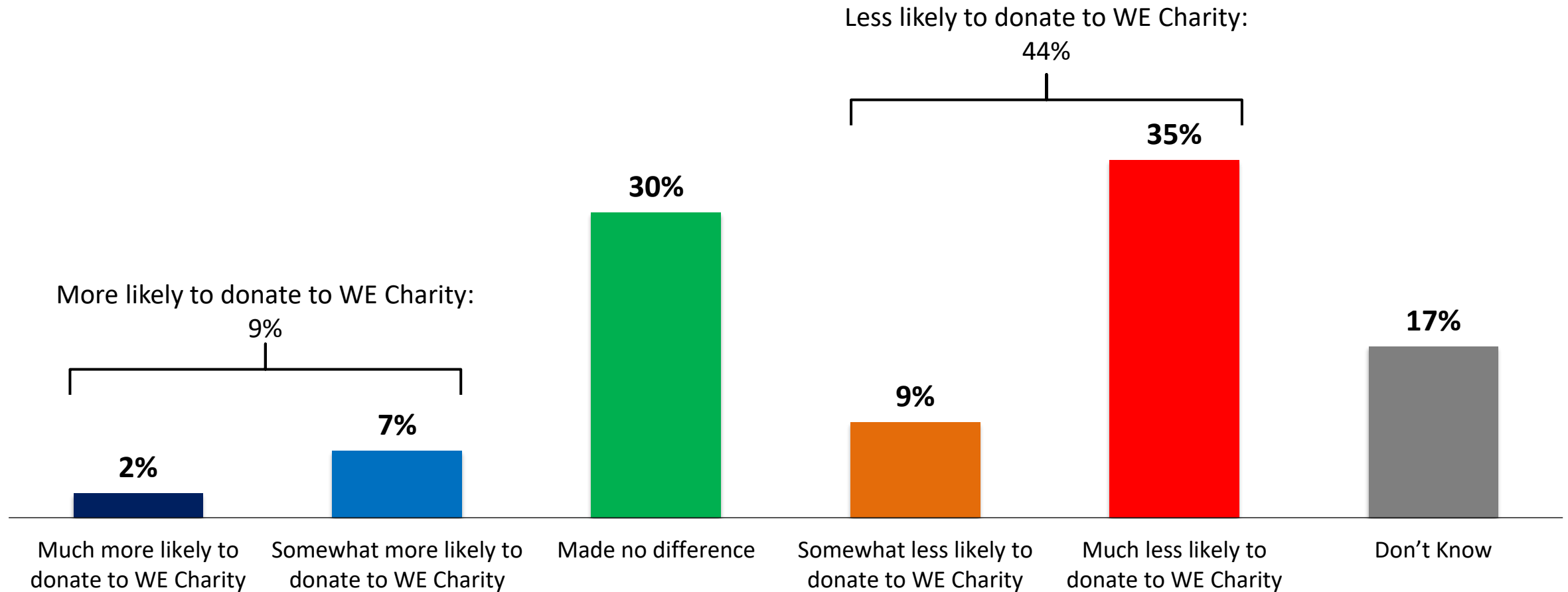
- This is a one-off issue for the charity, and doesn't reflect a deeper problem with WE Charity
- This event is a sign of a problem with the WE Charity that goes beyond this one issue
- Don't know

# Donating: Nearly half (44%) say the actions and response of the WE Charity left them less likely to donate to the charity



Did the initial actions and WE Charity's response leave you feeling more or less likely to donate to the WE Charity in the future?

[asked of all respondents; n=1,000]



# Likelihood to Donate by Familiarity: Those paying the most attention say they are far less likely to donate to WE after the controversy



Did the initial actions and WE Charity's response leave you feeling more or less likely to donate to the WE Charity in the future? **By Attention to the controversy**

[asked of all respondents; n=1,000]

Column %	Attention				
	Very closely	Somewhat closely	Not very closely	Not at all	Don't know
Much more likely	6%	2%	1%	1%	1%
Somewhat more likely	8%	10%	4%	5%	0%
Made no difference	17%	29%	39%	35%	17%
Somewhat less likely	6%	13%	10%	6%	1%
Much less likely	59%	42%	30%	16%	9%
Don't know	3%	4%	15%	36%	72%
NET IMPACT	-51%	-42%	-35%	-16%	-9%



# Segmentation: In every group, the impact on donation intention is strongly negative

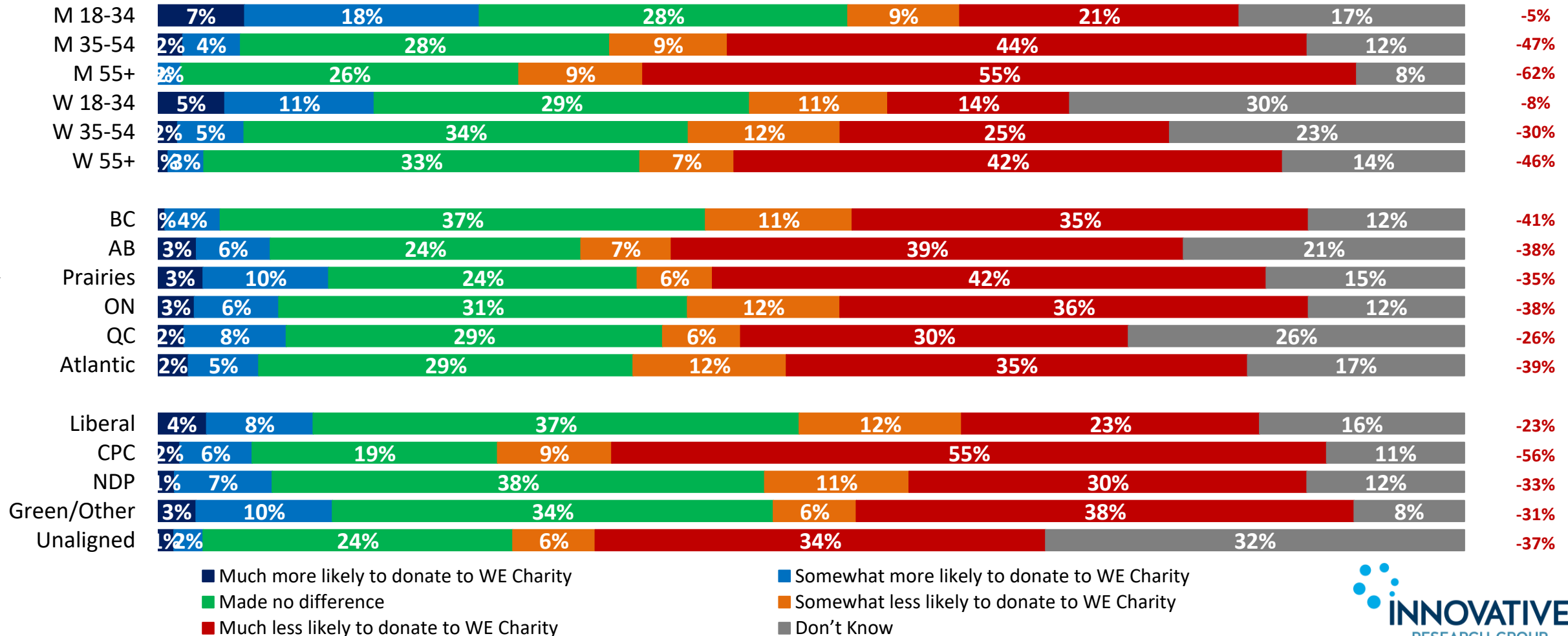


Did the initial actions and WE Charity's response leave you feeling more or less likely to donate to the WE Charity in the future?

BY Age/Gender, Region, Party ID

[asked of all respondents; n=1,000]

**Net  
Impact**



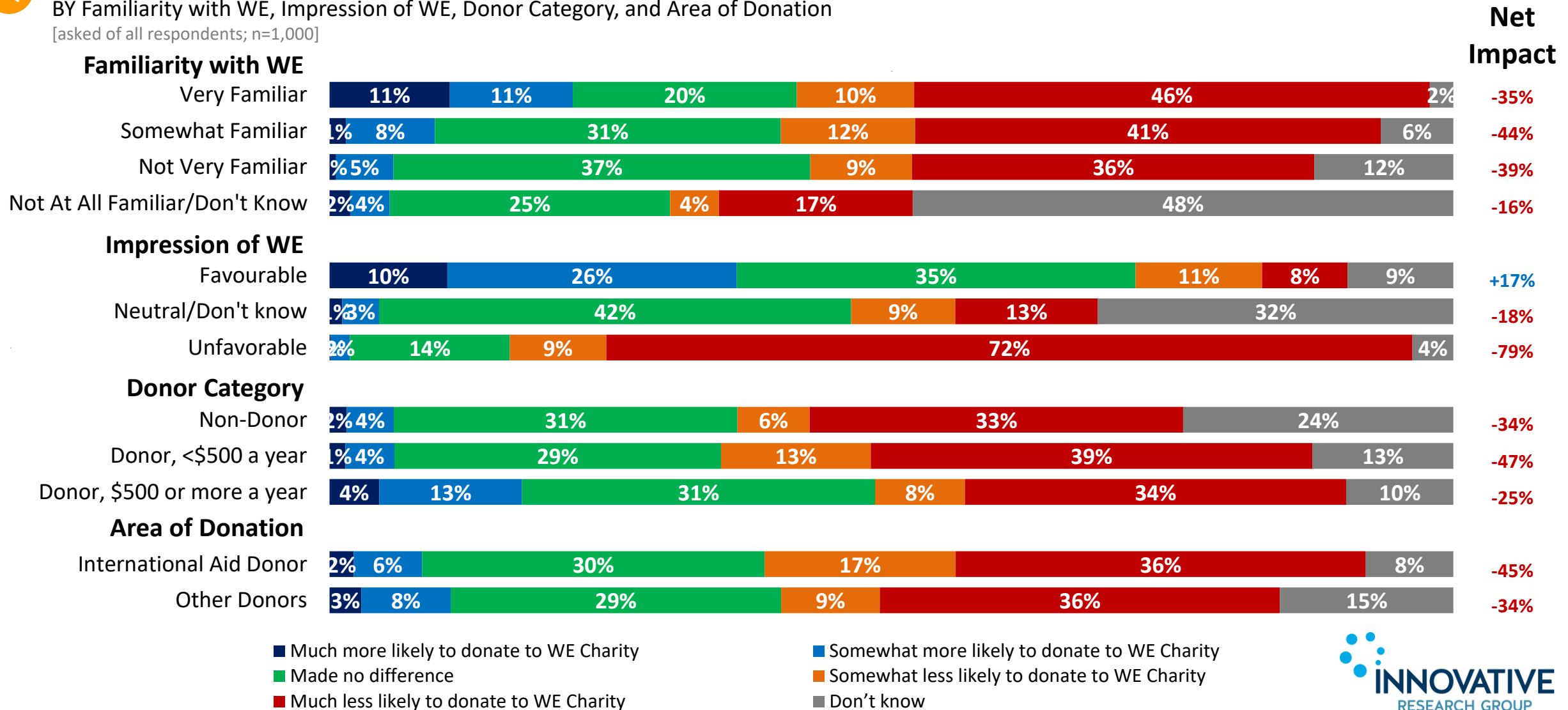
# Segmentation: The impact on donor intention is strongly negative among international aid donors, with 36% much less likely to donate



Did the initial actions and WE Charity's response leave you feeling more or less likely to donate to the WE Charity in the future?

BY Familiarity with WE, Impression of WE, Donor Category, and Area of Donation

[asked of all respondents; n=1,000]



# Methodology



# Survey Methodology

**These are the results of an online survey conducted between August 6<sup>th</sup> and August 18<sup>th</sup>, 2020.**

**Method:** This online survey was conducted using INNOVATIVE's Canada 20/20 national research panel with additional respondents from Lucid, a leading provider of online sample. Each survey is administered to a series of randomly selected samples from the panel and weighted to ensure that the overall sample's composition reflects that of the actual Canadian population according to Census data to provide results that are intended to approximate a probability sample.

**Sample Size:** n=1,934 Canadian citizens, 18 years or older. Regional oversamples in Alberta and BC were used in order to adequately capture perspective on those provinces. The results are nationally weighted to n=1,000 based on Census data from Statistics Canada.

**Field Dates:** August 6th to August 18th, 2020.

**Weighting:** Results for Canada are weighted by age, gender, and region to ensure that the overall sample's composition reflects that of the actual population according to Census data; in order to provide results that are intended to approximate a probability sample. Weighted and unweighted frequencies are reported in the table.

**Margin of Error:** This is a representative sample. However, since the online survey was not a random probability based sample, a margin of error cannot be calculated. Statements about margins of sampling error or population estimates do not apply to most online panels.

**Note:** Graphs may not always total 100% due to rounding values rather than any error in data. Sums are added before rounding numbers.

	Unweighted (n)	Unweighted (%)	Weighted (n)	Weighted (%)
<b>Men 18-34</b>	205	10.6%	135	13.5%
<b>Men 35-54</b>	256	13.2%	166	16.6%
<b>Men 55+</b>	446	23.1%	179	17.9%
<b>Women 18-34</b>	280	14.5%	137	13.7%
<b>Women 35-54</b>	314	16.2%	175	17.6%
<b>Women 55+</b>	433	22.4%	206	20.6%
<b>BC</b>	235	12.2%	131	13.2%
<b>AB</b>	208	10.8%	114	11.4%
<b>Prairies</b>	86	4.5%	66	6.7%
<b>ON</b>	936	48.5%	386	38.7%
<b>QC</b>	300	15.5%	232	23.3%
<b>Atlantic</b>	166	8.6%	69	6.9%

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**Building Understanding.**

