

# Drivers for engagement with mobile giving

## Mobile Giving Survey Summary

submitted by Nanos to Mobile Giving Foundation Canada, June 2016  
(Submission 2016-825)





## Mobile phone users would most consider donating to causes related to disease prevention, poverty/hunger or mental health

Mobile phone users say they would most consider donating through text messaging to causes related to illness/disease prevention, hunger/poverty, and mental health. They would be willing to give an average of \$40 per donation and say that appeals on television, through news articles or press releases, or online would most encourage them to make a donation via text messaging.

### Awareness and Behaviour

- **Approaches to charitable giving** – A large percentage (40%) say they donate whenever they can to charities and an additional 48% donate on occasion.
- **Awareness of the ability to donate via cell phones** – A majority (57%) of Canadians with mobile phones are aware they can use text messaging on their phone to make donations to a charity with the cost appearing on their phone bill.
- **Awareness that 100% of donations go to charity** – Just under a quarter of mobile phone users (23%) know that when they use their cell phone to make a donation using text messaging that the service provider gives 100% of the donation to the charity.
- **Awareness of tax receipt** – Only 11% know that when they donate through a text message that they can immediately receive a tax receipt.
- **Reasons to donate via text message** – The top circumstances that would encourage a donation through text messaging is a TV appeal (28%), a news article or press release (27%) and reading about it online (22%). For half of mobile phone users (51%), there is nothing that would encourage them to make a text message donation.
- **Use of text messaging to donate** – Of those aware they can do so, 12% have made a donation using text messaging. This translates into seven percent of mobile phone users.
- **Likelihood of making additional donations** – Almost half of those who have made a text message donation (48%) are very likely to do so again and 36% are somewhat likely.
- **Likelihood of recommending text message donations** – More than two thirds (68%) of those who have made a donation this way would recommend making charitable donations using text messages.

## Motivators

- **Drivers of previous text message donations** – An appeal on TV or radio (55%) or a social media appeal (40%) are the top reasons for text message donations followed by reading about it in the news (20%) or reading about it online (18%)
- **Highest amount willing to donate via text message** – Of those mobile phone users willing to donate an amount, the average amount they would be willing to pay is \$40.12 and the median amount is \$20.

## Causes most interested in

- **Interest in donor follow up** – When it comes to a potential follow up after a text message donation, mobile users are most interested in receiving a free text message that reports on how donations are being put to use (39% interested or somewhat interested) and receiving a free text message that provides a tally of funds received (39%). There is little interest for text messages that would allow for future engagement with the charity. For example, only 13% are interested or somewhat interested in receiving a option to subscribe to free monthly text message updates from the charity.
- **Causes of interest** – The three most popular causes that people would consider donating to through text messaging are illness/disease prevention or treatment (42%), fighting poverty and hunger (42%), and mental health (41%).

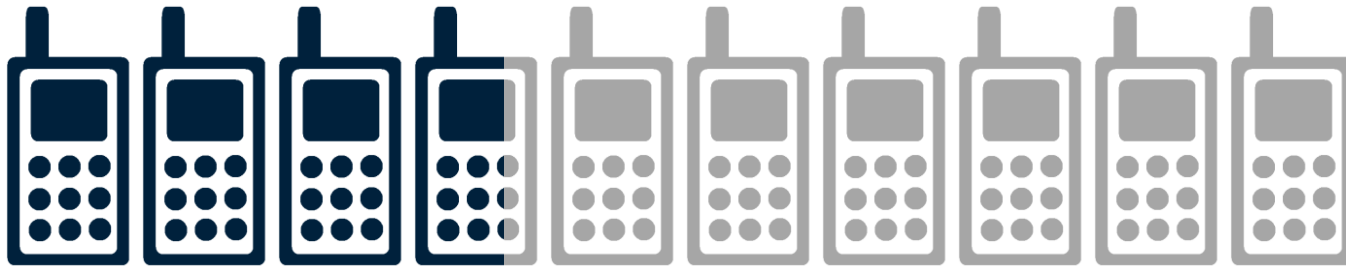
## Preferences

- **Proving personal information** – Most mobile phone users like the fact that they do not have to provide personal information when they donate through text messaging (50% agree and 18% somewhat agree).
- **Door-to-door canvassing** – When charities go door-to-door or canvass on the street, 12% are likely and 27% are somewhat likely to donate to a charity they support this way.
- **Option to text donation instead of giving cash** – If mobile phone users were given an option to text message a donation instead of using cash when canvassed in person, 11% are likely and 30% somewhat likely to donate this way rather than with cash.

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,500 Canadians, 18 years of age or older who own a cell phone, between June 3<sup>rd</sup> and 8<sup>th</sup>, 2016. Participants were randomly recruited by telephone using live agents and administered a survey online. The sample included cellphone owners 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 were randomly called using random digit dialling with a maximum of five call backs. The margin of error for a random survey of 1,500 Canadians is  $\pm 2.5$  percentage points, 19 times out of 20.

This study was commissioned by Mobile Giving Foundation Canada.





**39%** each of mobile phone users would be interested or somewhat interested in receiving follow up text messages of **how donations are being put to use OR the tally of funds raised**



**18%** of mobile phone users would be interested or somewhat interested in receiving a **thank-you follow up phone call**



Causes mobile phone users would most consider donating to



42% would consider donating to **fighting poverty/hunger**



42% would consider donating to **illness/disease prevention and treatment**



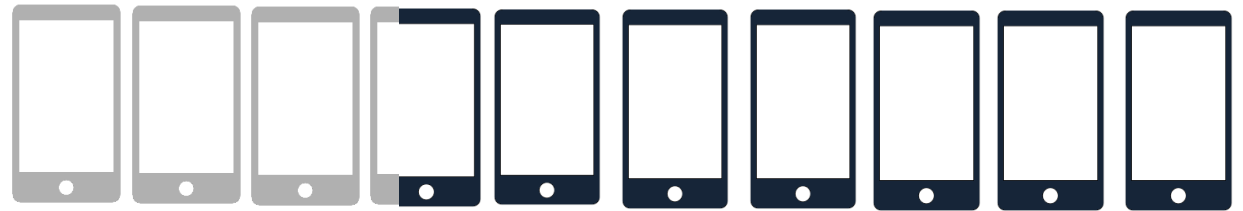
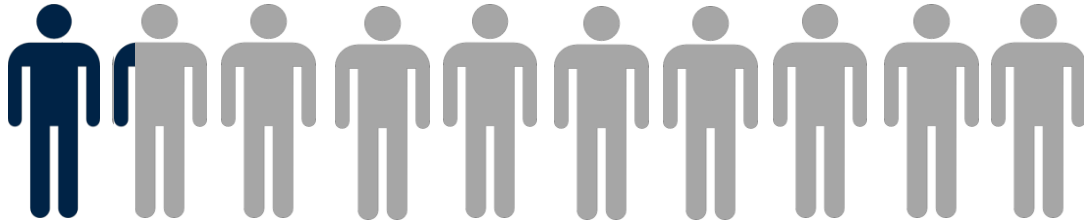
41% would consider donating to **mental health causes**



39% would consider donating to **international humanitarian efforts**



**12%** of mobile phone users aware of text message donations have made a charitable donation using text messaging on their phone



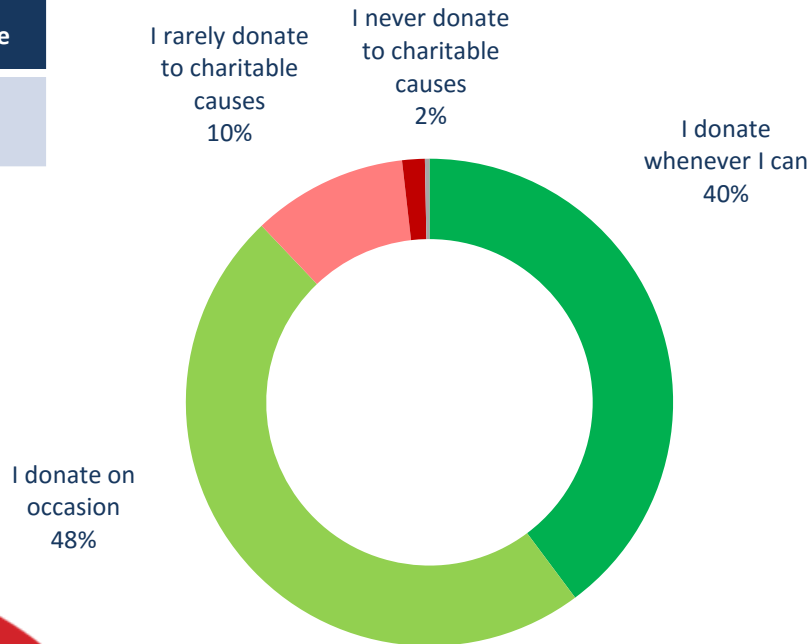
**68%** of mobile phone users would recommend making donations through text messaging to a friend



# Approaches to charitable giving

Source: Nanos Research, RDD dual frame random online survey, June 3<sup>rd</sup> to 8<sup>th</sup>, 2016, n=1500, accurate 2.5 percentage points plus or minus, 19 times out of 20.

**Net Score**  
+76.1



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

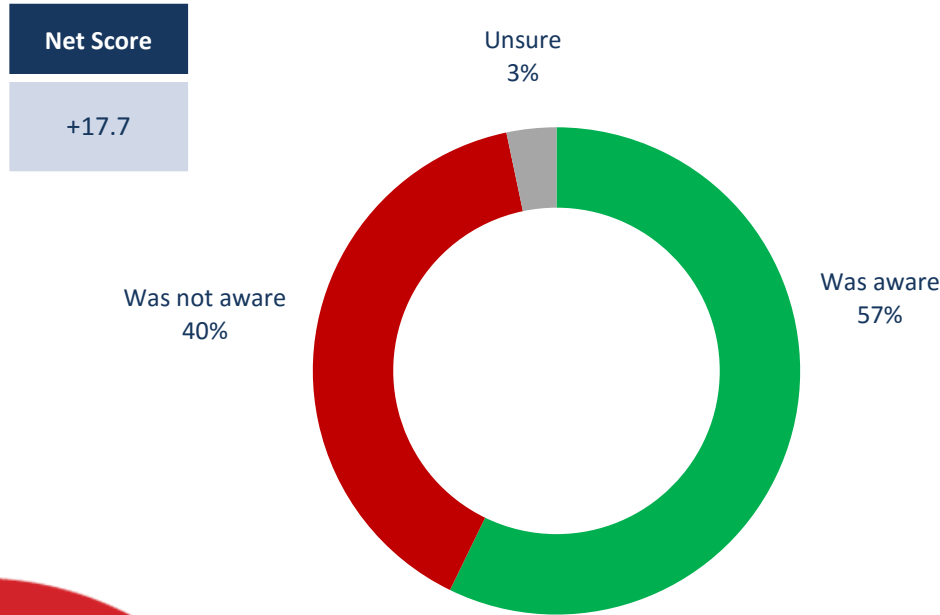
Subgroups	I donate whenever I can/ I donate on occasion
Atlantic (n=100)	91.3%
Quebec (n=340)	79.5%
Ontario (n=300)	89.7%
Manitoba/Saskatchewan (n=100)	93.9%
Alberta (n=330)	94.2%
British Columbia (n=330)	87.8%
Male (n=750)	84.2%
Female (n=750)	91.5%
18 to 29 (n=230)	76.2%
30 to 39 (n=270)	86.4%
40 to 49 (n=293)	91.5%
50 to 59 (n=308)	89.5%
60 plus (n=399)	94.1%

**QUESTION** – Which of the following best describes your approach to charitable giving? Charitable giving is any amount to a charity regardless of whether or not you got a tax receipt for your donation.



# Awareness of using cell phones to make charitable donations

Source: Nanos Research, RDD dual frame random online survey, June 3<sup>rd</sup> to 8<sup>th</sup>, 2016, n=1500, accurate 2.5 percentage points plus or minus, 19 times out of 20.



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

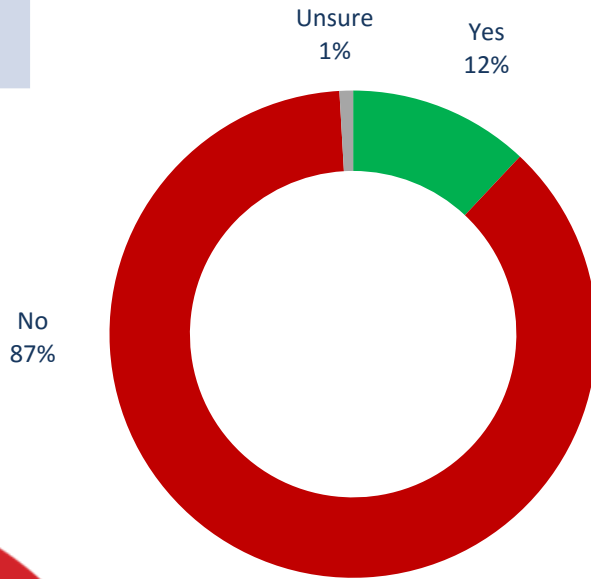
Subgroups	Aware
Atlantic (n=100)	63.5%
Quebec (n=340)	45.8%
Ontario (n=300)	63.2%
Manitoba/Saskatchewan (n=100)	56.7%
Alberta (n=330)	60.0%
British Columbia (n=330)	58.7%
Male (n=750)	61.5%
Female (n=750)	53.0%
18 to 29 (n=230)	77.6%
30 to 39 (n=270)	62.7%
40 to 49 (n=293)	57.6%
50 to 59 (n=308)	51.5%
60 plus (n=399)	40.8%

**QUESTION** – Are you aware that you can use your cell phone to make charitable donations using text messaging and the charge appears on your cell phone bill?

# Donations using text messaging

Source: Nanos Research, RDD dual frame random online survey, June 3<sup>rd</sup> to 8<sup>th</sup>, 2016, n=831, accurate 3.4 percentage points plus or minus, 19 times out of 20. IF AWARE ONLY.

**Net Score**  
-75.1



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

Subgroups	Yes
Atlantic (n=64)	12.6%
Quebec (n=157)	7.5%
Ontario (n=188)	10.8%
Manitoba/Saskatchewan (n=51)	18.1%
Alberta (n=186)	17.2%
British Columbia (n=185)	12.8%
Male (n=436)	11.4%
Female (n=395)	12.8%
18 to 29 (n=176)	16.9%
30 to 39 (n=169)	14.6%
40 to 49 (n=169)	11.9%
50 to 59 (n=163)	8.8%
60 plus (n=154)	4.8%

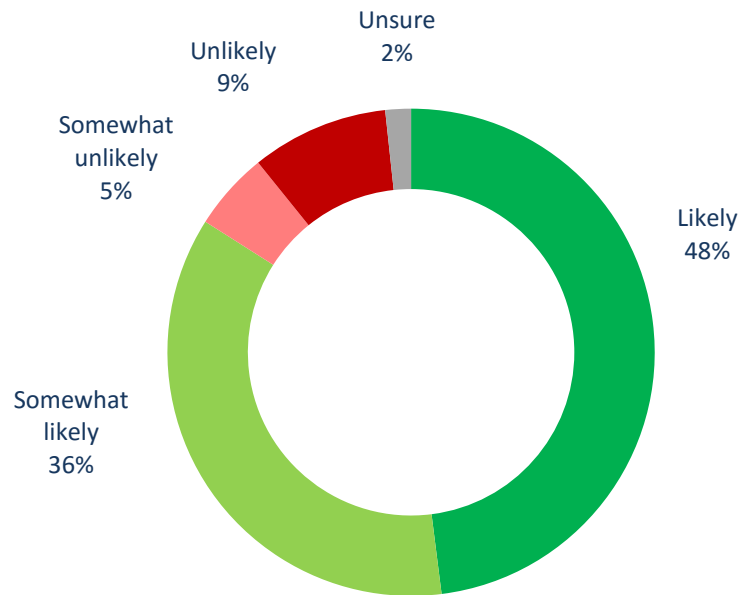
\*Shaded due to small sample size

**QUESTION – [IF AWARE ONLY]** Have you ever made a charitable donation using text messaging on your cell phone?

# Likelihood of making another donation

Source: Nanos Research, RDD dual frame online random survey, June 3<sup>rd</sup> to 8<sup>th</sup>, 2016, n=104, accurate 9.8 percentage points plus or minus, 19 times out of 20. IF MADE DONATION ONLY.

**Net Score**  
+69.7



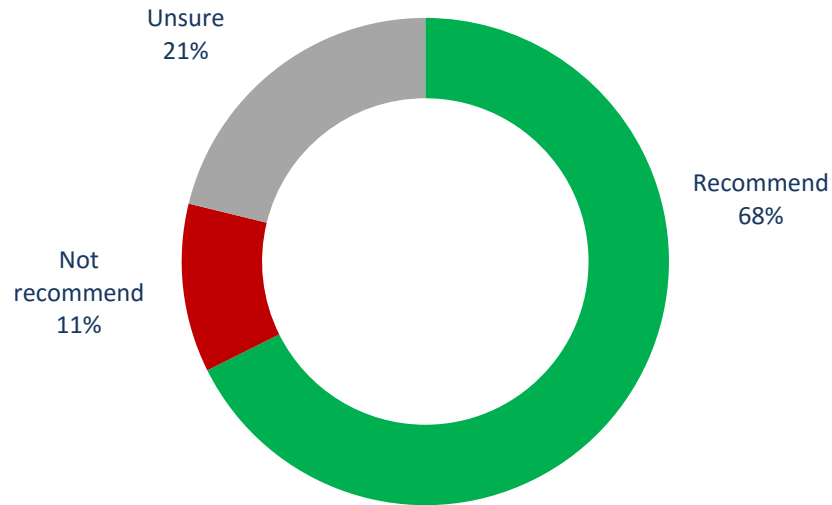
**\*Note: Charts may not add up to 100 due to rounding**

**QUESTION** – [IF MADE DONATION VIA TEXT] Would you be likely, somewhat likely, somewhat unlikely or unlikely to do so again?

# Recommending donating through text to a friend

Source: Nanos Research, RDD dual frame online random survey, June 3<sup>rd</sup> to 8<sup>th</sup>, 2016, n=104, accurate 9.8 percentage points plus or minus, 19 times out of 20. IF MADE DONATION ONLY.

**Net Score**  
+56.5

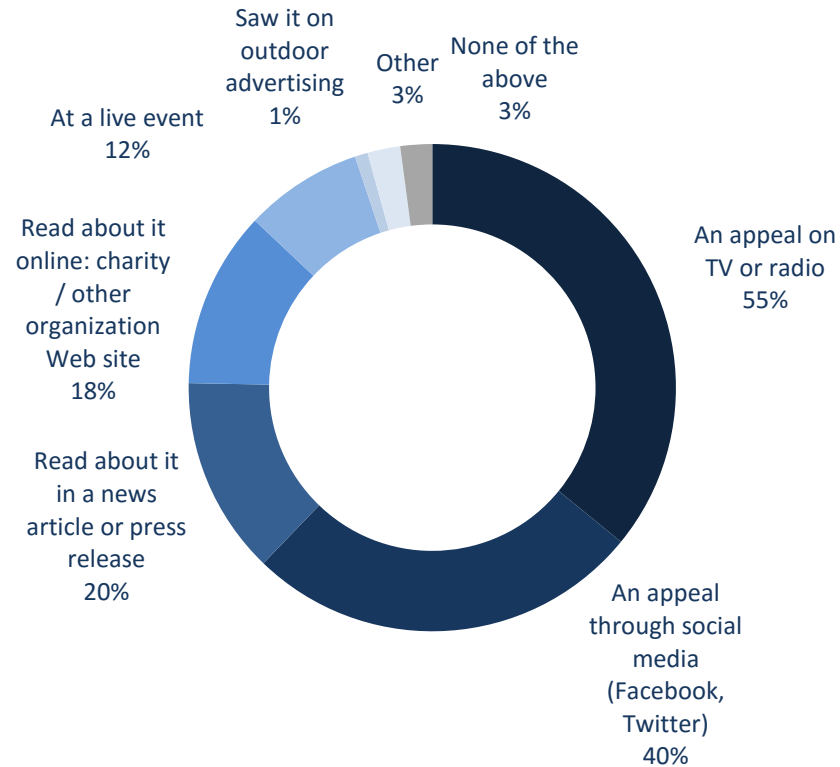


**\*Note: Charts may not add up to 100 due to rounding**

**QUESTION – [IF MADE DONATION VIA TEXT]** Would you recommend or not recommend making a charitable donation using text messaging on your cell phone to a friend?

# Encouragements to make donations

Source: Nanos Research, RDD dual frame online random survey, June 3<sup>rd</sup> to 8<sup>th</sup>, 2016, n=103, accurate 9.8 percentage points plus or minus, 19 times out of 20. IF MADE DONATION ONLY.

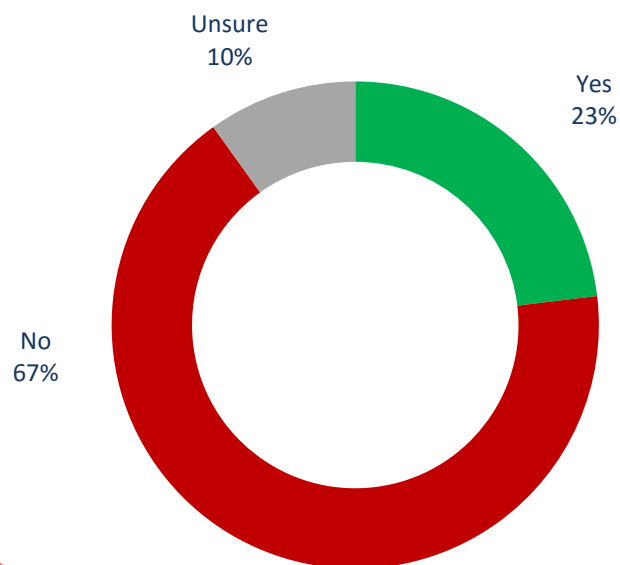


**QUESTION** – [IF MADE DONATION VIA TEXT] Considering all the times you made a donation using text messaging, which of the following encouraged you to make the donation? Please select all that apply. [RANDOMIZE]

# Knowing where donations go

Source: Nanos Research, RDD dual frame random online survey, June 3<sup>rd</sup> to 8<sup>th</sup>, 2016, n=1500, accurate 2.5 percentage points plus or minus, 19 times out of 20.

**Net Score**  
-43.9



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

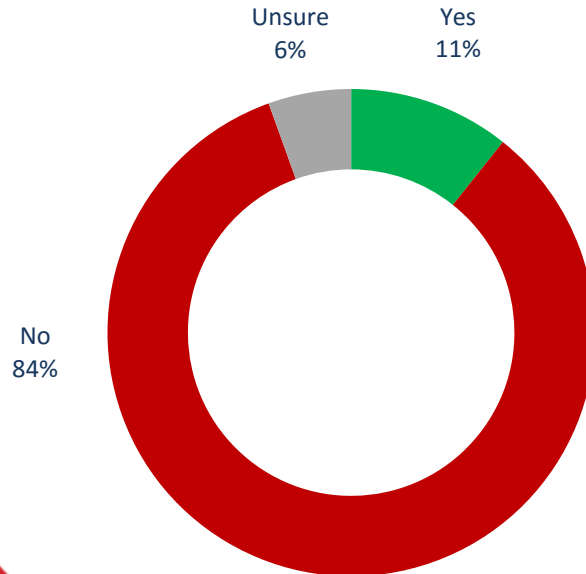
Subgroups	Yes
Atlantic (n=100)	22.9%
Quebec (n=340)	21.7%
Ontario (n=300)	23.5%
Manitoba/Saskatchewan (n=100)	22.2%
Alberta (n=330)	27.8%
British Columbia (n=330)	22.4%
Male (n=750)	24.4%
Female (n=750)	21.9%
18 to 29 (n=230)	38.0%
30 to 39 (n=270)	27.8%
40 to 49 (n=293)	17.0%
50 to 59 (n=308)	22.2%
60 plus (n=399)	13.8%

**QUESTION** – Did you know that when you use your cell phone to make charitable donations using text messaging the service provider collects the money but 100% of your donation goes to the charity you donated to?

# Tax receipt for charitable donations via text messaging

Source: Nanos Research, RDD dual frame random online survey, June 3<sup>rd</sup> to 8<sup>th</sup>, 2016, n=1500, accurate 2.5 percentage points plus or minus, 19 times out of 20.

**Net Score**  
-73.1



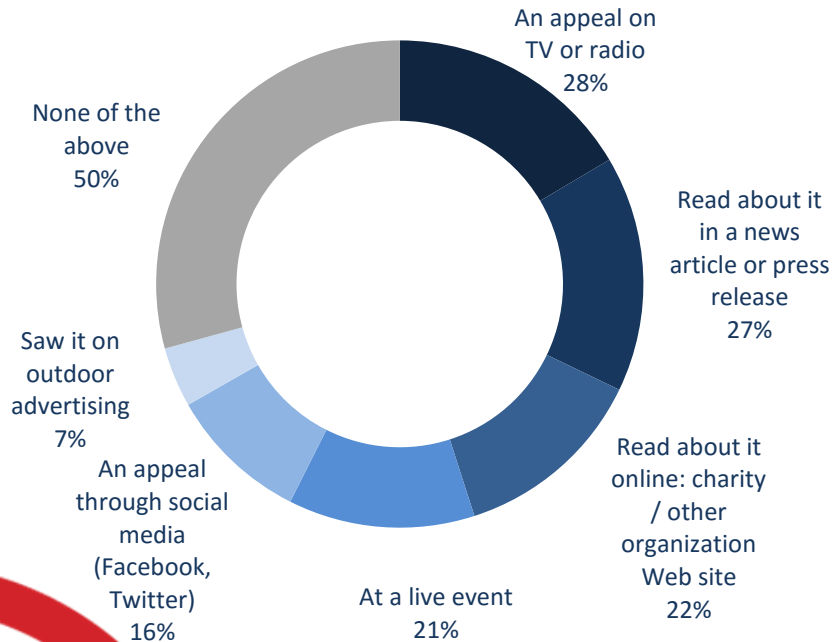
Subgroups	Yes
Atlantic (n=100)	8.2%
Quebec (n=340)	10.6%
Ontario (n=300)	10.0%
Manitoba/Saskatchewan (n=100)	10.3%
Alberta (n=330)	12.0%
British Columbia (n=330)	13.2%
Male (n=750)	11.6%
Female (n=750)	9.7%
18 to 29 (n=230)	15.1%
30 to 39 (n=270)	9.3%
40 to 49 (n=293)	9.2%
50 to 59 (n=308)	11.9%
60 plus (n=399)	8.3%

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

**QUESTION** – Did you know that when you use your cell phone to make charitable donations using text messaging you can immediately retrieve a tax receipt?

# Reasons to donate via text

Source: Nanos Research, RDD dual frame random online survey, June 3<sup>rd</sup> to 8<sup>th</sup>, 2016, n=1500, accurate 2.5 percentage points plus or minus, 19 times out of 20.



Subgroups	Appeal on TV or radio
Atlantic (n=100)	41.4%
Quebec (n=340)	25.5%
Ontario (n=300)	28.1%
Manitoba/Saskatchewan (n=100)	17.7%
Alberta (n=330)	30.4%
British Columbia (n=330)	28.7%
Male (n=750)	26.1%
Female (n=750)	30.0%
18 to 29 (n=230)	33.1%
30 to 39 (n=270)	33.0%
40 to 49 (n=293)	30.9%
50 to 59 (n=308)	27.7%
60 plus (n=399)	18.4%

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

**QUESTION** – Under which of the following circumstances would you make a donation using text messaging? You can typically choose to donate as little as \$5 and the charge would appear on your cell phone bill. Please select all that apply. [RANDOMIZE]



# Highest one-time dollar amount

Source: Nanos Research, RDD dual frame random online survey, June 3<sup>rd</sup> to 8<sup>th</sup>, 2016, n=992, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Region	Mean (n=992)	Median (n=992)
Atlantic Canada (n=100)	\$38.16	\$25.00
Quebec (n=248)	\$34.97	\$20.00
Ontario (n=296)	\$39.02	\$25.00
Manitoba/Saskatchewan (n=100)	\$39.98	\$25.00
Alberta (n=100)	\$41.48	\$25.00
British Columbia (n=148)	\$51.45	\$23.26
Total	\$40.12	\$20.00

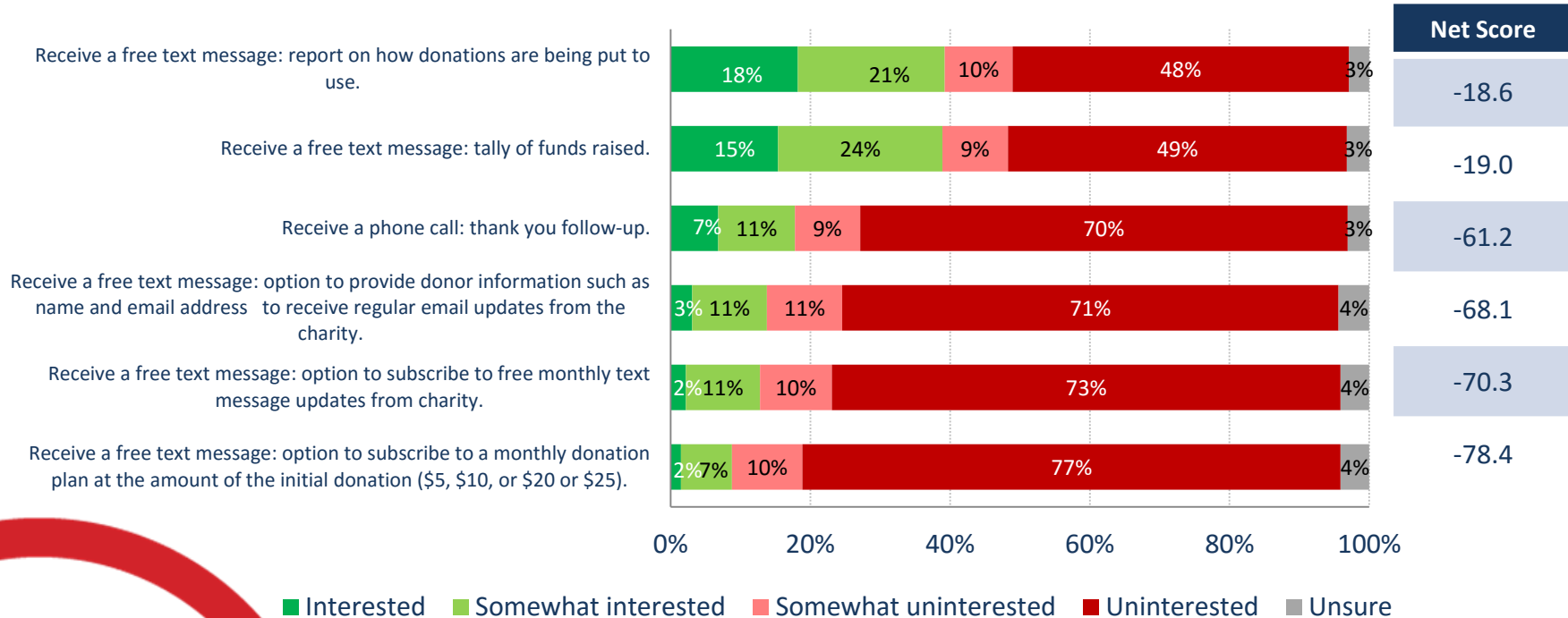
Age	Mean (n=992)	Median (n=992)
18 to 29 (n=196)	\$36.93	\$25.00
30 to 39 (n=168)	\$43.30	\$25.00
40 to 49 (n=210)	\$39.33	\$20.00
50 to 59 (n=180)	\$41.27	\$25.00
60 plus (n=238)	\$40.33	\$5.00
Total	\$40.12	\$20.00

Gender	Mean (n=992)	Median (n=992)
Male (n=496)	\$42.35	\$20.00
Female (n=496)	\$37.89	\$20.00
Total	\$40.12	\$20.00

**QUESTION** – Currently, those wanting to make a donation using text messaging can only donate \$5, \$10, \$20 or \$25. If you were not limited to these amounts, what is the highest one-time dollar amount you would be willing to make using text messaging from your cell phone? [OPEN-ENDED]

# Interest in donor follow-up

Source: Nanos Research, RDD dual frame random online survey, June 3<sup>rd</sup> to 8<sup>th</sup>, 2016, n=1500, accurate 2.5 percentage points plus or minus, 19 times out of 20.

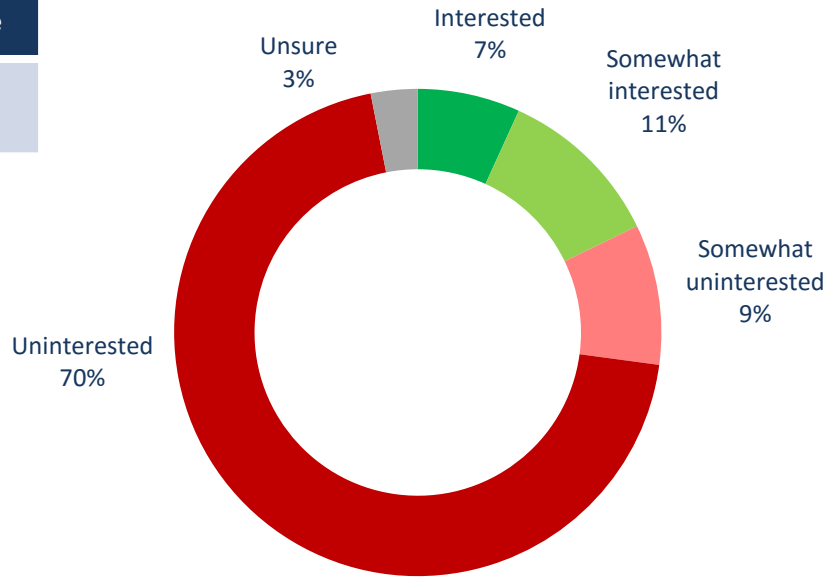
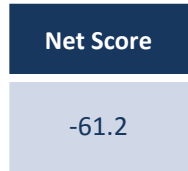


\*Note: Charts may not add up to 100 due to rounding

**QUESTION** – Charities can follow up with donors in a variety of ways, but only with donor consent. Would you be interested, somewhat interested, somewhat uninterested or uninterested in each of the following types of follow-up after you’ve made a donation through your cell phone? [RANDOMIZE]

# Receiving a thank you follow-up phone call

Source: Nanos Research, RDD dual frame random online survey, June 3<sup>rd</sup> to 8<sup>th</sup>, 2016, n=1500, accurate 2.5 percentage points plus or minus, 19 times out of 20.



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

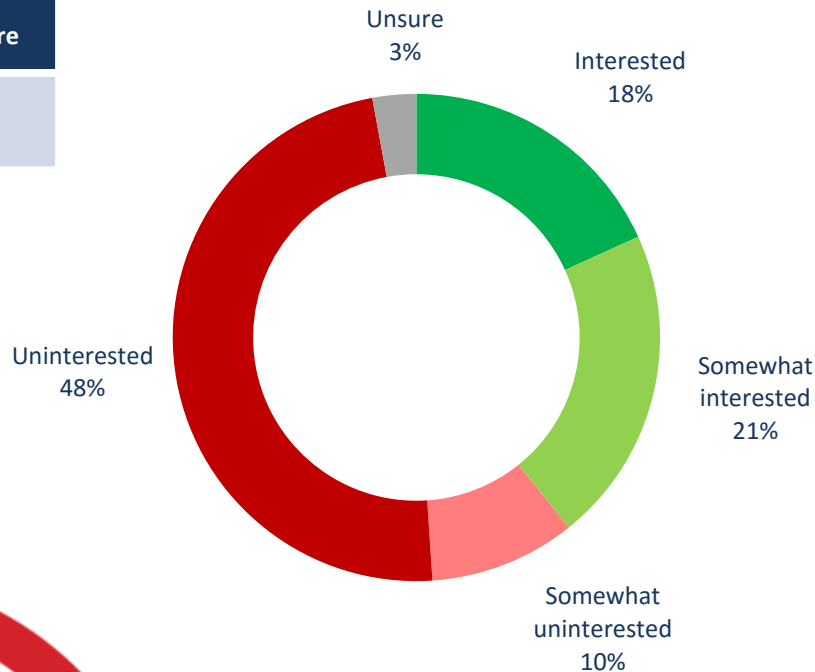
Subgroups	Interested/ Somewhat interested
Atlantic (n=100)	22.7%
Quebec (n=340)	15.6%
Ontario (n=300)	19.4%
Manitoba/Saskatchewan (n=100)	17.6%
Alberta (n=330)	17.1%
British Columbia (n=330)	16.0%
Male (n=750)	18.6%
Female (n=750)	17.0%
18 to 29 (n=230)	20.2%
30 to 39 (n=270)	18.3%
40 to 49 (n=293)	18.2%
50 to 59 (n=308)	17.6%
60 plus (n=399)	15.5%

**QUESTION** – Charities can follow up with donors in a variety of ways, but only with donor consent. Would you be interested, somewhat interested, somewhat uninterested or uninterested in each of the following types of follow-up after you’ve made a donation through your cell phone? [RANDOMIZE]

**Receive a phone call: thank you follow-up.**

# Text message about how donations are being put to use

Source: Nanos Research, RDD dual frame random online survey, June 3<sup>rd</sup> to 8<sup>th</sup>, 2016, n=1500, accurate 2.5 percentage points plus or minus, 19 times out of 20.



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

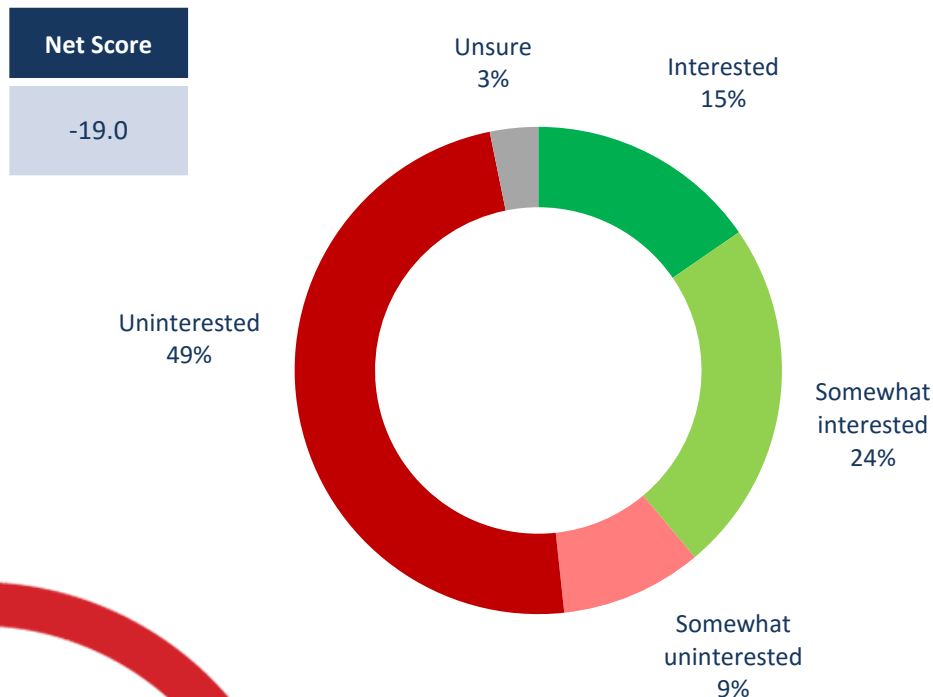
Subgroups	Interested/ Somewhat interested
Atlantic (n=100)	51.1%
Quebec (n=340)	33.8%
Ontario (n=300)	42.0%
Manitoba/Saskatchewan (n=100)	32.9%
Alberta (n=330)	39.4%
British Columbia (n=330)	39.2%
Male (n=750)	38.3%
Female (n=750)	40.2%
18 to 29 (n=230)	52.8%
30 to 39 (n=270)	47.0%
40 to 49 (n=293)	37.9%
50 to 59 (n=308)	35.7%
60 plus (n=399)	26.7%

**QUESTION** – Charities can follow up with donors in a variety of ways, but only with donor consent. Would you be interested, somewhat interested, somewhat uninterested or uninterested in each of the following types of follow-up after you’ve made a donation through your cell phone? [RANDOMIZE]

**Receive a free text message: report on how donations are being put to use.**

# Text message about tally of funds raised

Source: Nanos Research, RDD dual frame random online survey, June 3<sup>rd</sup> to 8<sup>th</sup>, 2016, n=1500, accurate 2.5 percentage points plus or minus, 19 times out of 20.



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

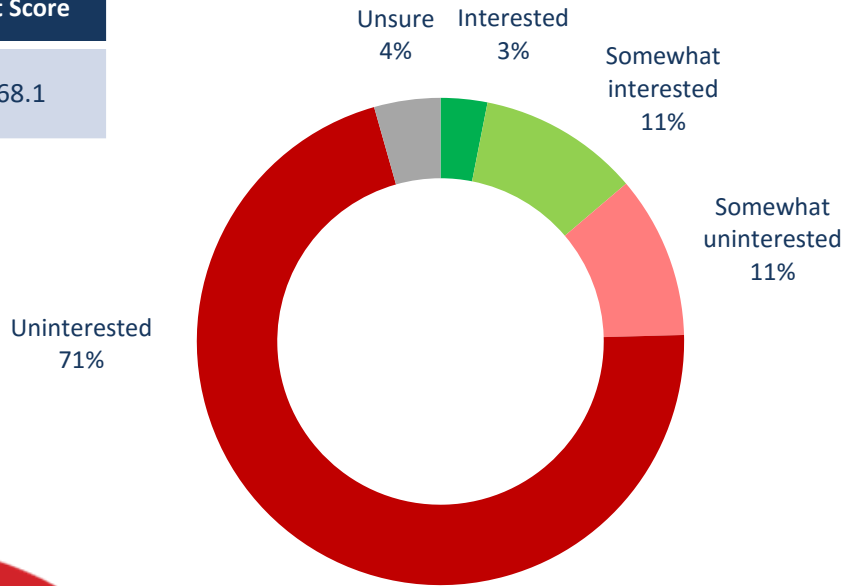
Subgroups	Interested/ Somewhat interested
Atlantic (n=100)	52.4%
Quebec (n=340)	35.0%
Ontario (n=300)	41.9%
Manitoba/Saskatchewan (n=100)	31.4%
Alberta (n=330)	38.3%
British Columbia (n=330)	36.1%
Male (n=750)	38.3%
Female (n=750)	39.5%
18 to 29 (n=230)	50.8%
30 to 39 (n=270)	49.3%
40 to 49 (n=293)	37.9%
50 to 59 (n=308)	35.2%
60 plus (n=399)	25.6%

**QUESTION** – Charities can follow up with donors in a variety of ways, but only with donor consent. Would you be interested, somewhat interested, somewhat uninterested or uninterested in each of the following types of follow-up after you’ve made a donation through your cell phone? [RANDOMIZE]

**Receive a free text message: tally of funds raised.**

# Text message with option to receive emails from charity

Source: Nanos Research, RDD dual frame random online survey, June 3<sup>rd</sup> to 8<sup>th</sup>, 2016, n=1500, accurate 2.5 percentage points plus or minus, 19 times out of 20.



Subgroups	Interested/Somewhat interested
Atlantic (n=100)	19.1%
Quebec (n=340)	10.3%
Ontario (n=300)	15.0%
Manitoba/Saskatchewan (n=100)	10.9%
Alberta (n=330)	16.9%
British Columbia (n=330)	13.4%
Male (n=750)	14.5%
Female (n=750)	13.0%
18 to 29 (n=230)	15.8%
30 to 39 (n=270)	21.3%
40 to 49 (n=293)	16.0%
50 to 59 (n=308)	10.5%
60 plus (n=399)	7.2%

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

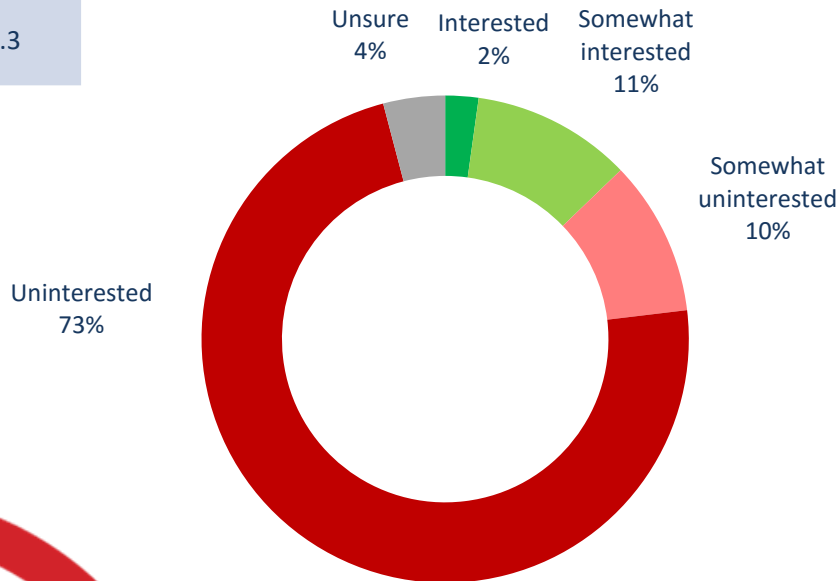
**QUESTION** – Charities can follow up with donors in a variety of ways, but only with donor consent. Would you be interested, somewhat interested, somewhat uninterested or uninterested in each of the following types of follow-up after you’ve made a donation through your cell phone? [RANDOMIZE]

**Receive a free text message: option to provide donor information such as name and email address to receive regular email updates from the charity.**

# Text message with option to receive free monthly text updates

Source: Nanos Research, RDD dual frame random online survey, June 3<sup>rd</sup> to 8<sup>th</sup>, 2016, n=1500, accurate 2.5 percentage points plus or minus, 19 times out of 20.

**Net Score**  
-70.3



Subgroups	Interested/ Somewhat interested
Atlantic (n=100)	20.8%
Quebec (n=340)	11.3%
Ontario (n=300)	13.4%
Manitoba/Saskatchewan (n=100)	8.2%
Alberta (n=330)	14.8%
British Columbia (n=330)	10.3%
Male (n=750)	13.1%
Female (n=750)	12.4%
18 to 29 (n=230)	17.2%
30 to 39 (n=270)	15.2%
40 to 49 (n=293)	15.1%
50 to 59 (n=308)	10.5%
60 plus (n=399)	7.1%

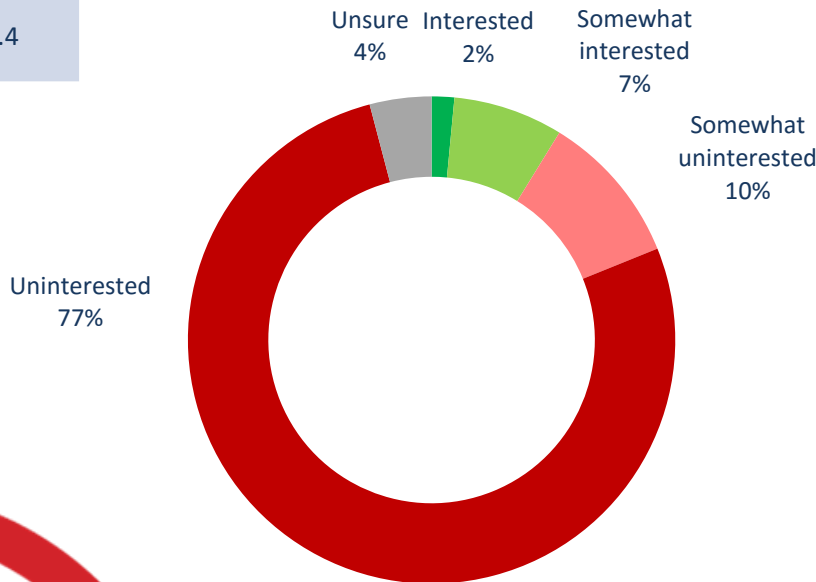
\*Note: Charts may not add up to 100 due to rounding

**QUESTION** – Charities can follow up with donors in a variety of ways, but only with donor consent. Would you be interested, somewhat interested, somewhat uninterested or uninterested in each of the following types of follow-up after you’ve made a donation through your cell phone? [RANDOMIZE]

**Receive a free text message: option to subscribe to free monthly text message updates from charity.**

# Text message with option of getting a monthly donation plan

Source: Nanos Research, RDD dual frame random online survey, June 3<sup>rd</sup> to 8<sup>th</sup>, 2016, n=1500, accurate 2.5 percentage points plus or minus, 19 times out of 20.



Subgroups	Interested/Somewhat interested
Atlantic (n=100)	18.0%
Quebec (n=340)	7.5%
Ontario (n=300)	6.8%
Manitoba/Saskatchewan (n=100)	3.7%
Alberta (n=330)	12.1%
British Columbia (n=330)	9.9%
Male (n=750)	9.8%
Female (n=750)	7.6%
18 to 29 (n=230)	11.0%
30 to 39 (n=270)	11.3%
40 to 49 (n=293)	12.0%
50 to 59 (n=308)	5.0%
60 plus (n=399)	5.2%

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

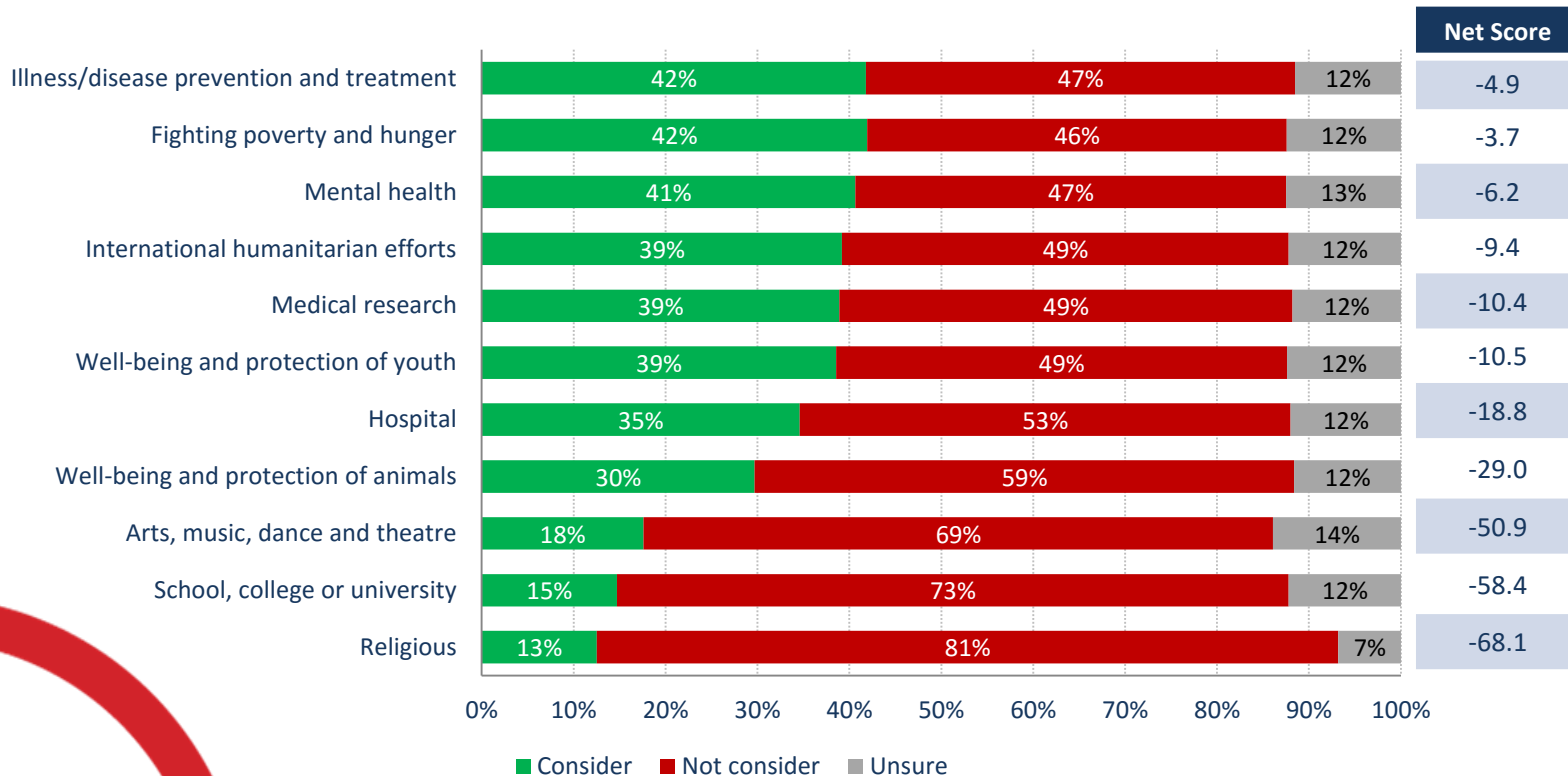
**QUESTION** – Charities can follow up with donors in a variety of ways, but only with donor consent. Would you be interested, somewhat interested, somewhat uninterested or uninterested in each of the following types of follow-up after you’ve made a donation through your cell phone? [RANDOMIZE]

**Receive a free text message: option to subscribe to a monthly donation plan at the amount of the initial donation (\$5, \$10, or \$20 or \$25).**



# Making donations via text message to various causes

Source: Nanos Research, RDD dual frame random online survey, June 3<sup>rd</sup> to 8<sup>th</sup>, 2016, n=1500, accurate 2.5 percentage points plus or minus, 19 times out of 20.



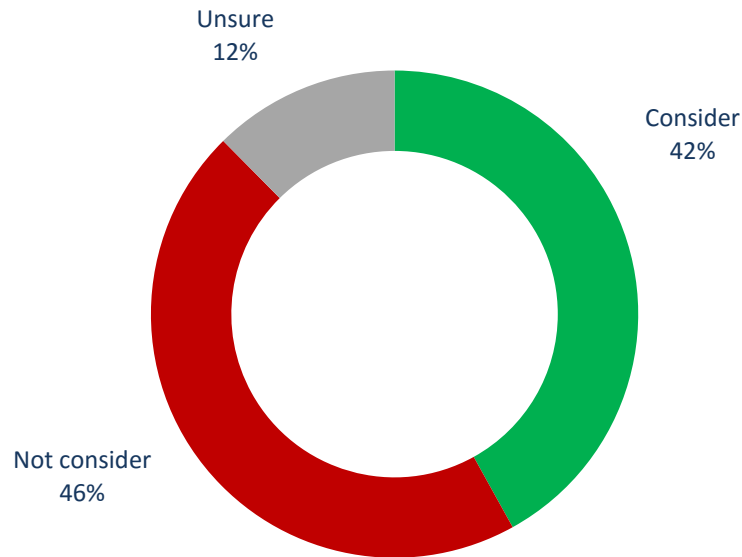
\*Note: Charts may not add up to 100 due to rounding

**QUESTION** – Would you consider or not consider making a donation through text message to the following types of causes [RANDOMIZE]

# Donate to fight poverty and hunger

Source: Nanos Research, RDD dual frame random online survey, June 3<sup>rd</sup> to 8<sup>th</sup>, 2016, n=1500, accurate 2.5 percentage points plus or minus, 19 times out of 20.

**Net Score**  
-3.7



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

Subgroups	Consider
Atlantic (n=100)	47.2%
Quebec (n=340)	43.2%
Ontario (n=300)	44.1%
Manitoba/Saskatchewan (n=100)	35.7%
Alberta (n=330)	44.1%
British Columbia (n=330)	34.7%
Male (n=750)	39.5%
Female (n=750)	44.3%
18 to 29 (n=230)	57.5%
30 to 39 (n=270)	51.3%
40 to 49 (n=293)	40.5%
50 to 59 (n=308)	36.5%
60 plus (n=399)	28.0%

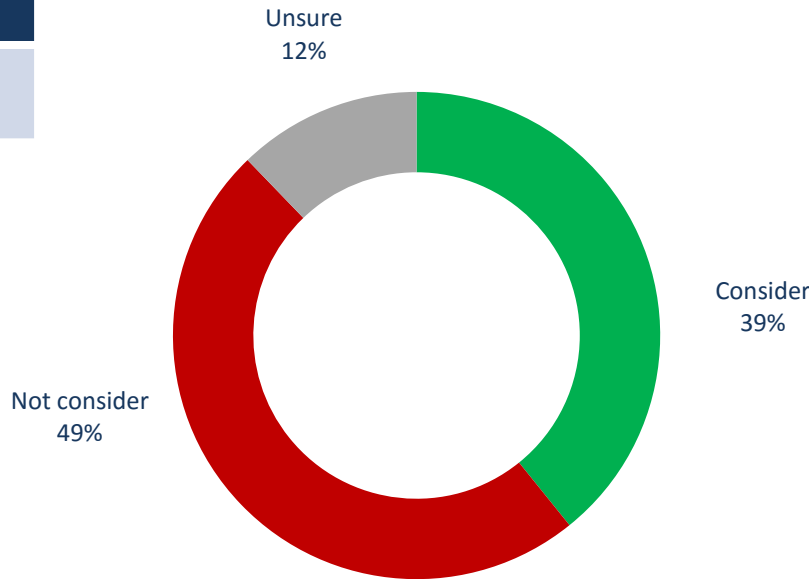
**QUESTION** – Would you consider or not consider making a donation through text message to the following types of causes [RANDOMIZE]

**Fighting poverty and hunger**

# Donate to international humanitarian efforts

Source: Nanos Research, RDD dual frame random online survey, June 3<sup>rd</sup> to 8<sup>th</sup>, 2016, n=1500, accurate 2.5 percentage points plus or minus, 19 times out of 20.

**Net Score**  
-9.4



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

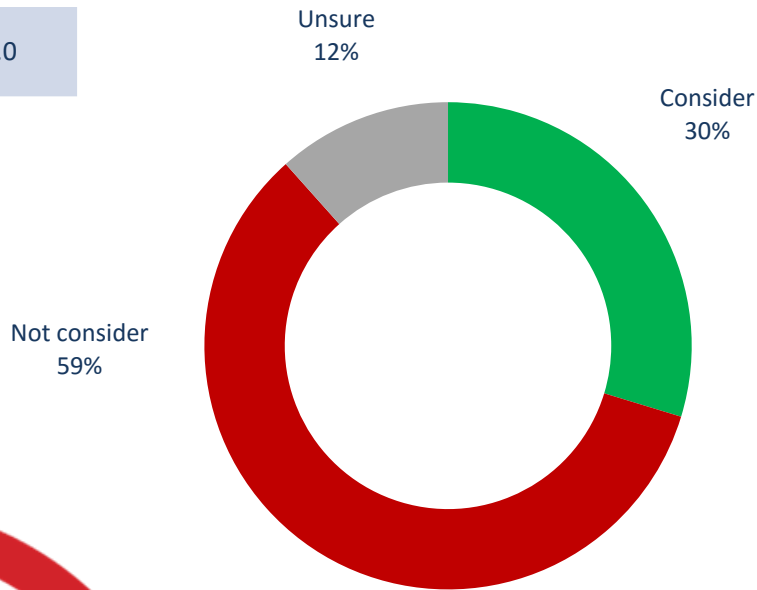
**QUESTION** – Would you consider or not consider making a donation through text message to the following types of causes [RANDOMIZE]

**International humanitarian efforts**

Subgroups	Consider
Atlantic (n=100)	40.6%
Quebec (n=340)	34.4%
Ontario (n=300)	47.0%
Manitoba/Saskatchewan (n=100)	31.0%
Alberta (n=330)	38.9%
British Columbia (n=330)	36.2%
Male (n=750)	39.2%
Female (n=750)	39.2%
18 to 29 (n=230)	50.0%
30 to 39 (n=270)	49.4%
40 to 49 (n=293)	37.2%
50 to 59 (n=308)	35.6%
60 plus (n=399)	27.7%

# Donate to well-being and protection of animals

Source: Nanos Research, RDD dual frame random online survey, June 3<sup>rd</sup> to 8<sup>th</sup>, 2016, n=1500, accurate 2.5 percentage points plus or minus, 19 times out of 20.



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

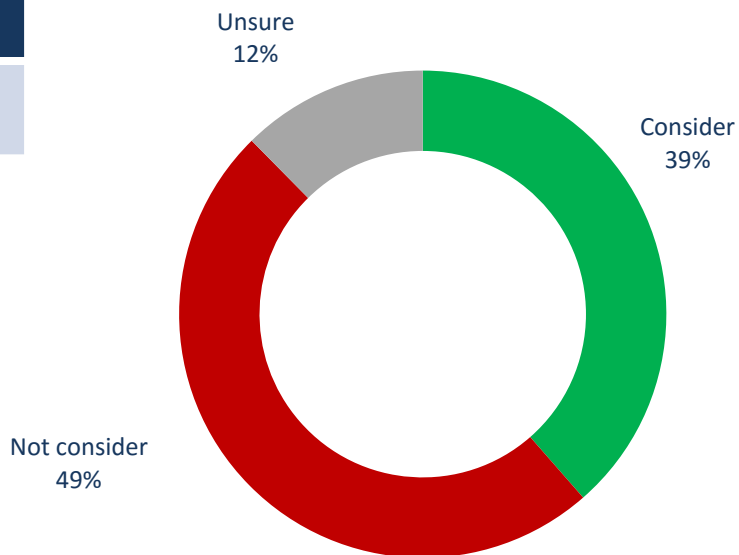
**QUESTION** – Would you consider or not consider making a donation through text message to the following types of causes [RANDOMIZE]

**Well-being and protection of animals**

Subgroups	Consider
Atlantic (n=100)	31.4%
Quebec (n=340)	21.5%
Ontario (n=300)	34.2%
Manitoba/Saskatchewan (n=100)	32.3%
Alberta (n=330)	32.6%
British Columbia (n=330)	29.4%
Male (n=750)	28.6%
Female (n=750)	30.7%
18 to 29 (n=230)	42.9%
30 to 39 (n=270)	40.0%
40 to 49 (n=293)	31.7%
50 to 59 (n=308)	21.4%
60 plus (n=399)	16.0%

# Donate to well-being and protection of youth

Source: Nanos Research, RDD dual frame random online survey, June 3<sup>rd</sup> to 8<sup>th</sup>, 2016, n=1500, accurate 2.5 percentage points plus or minus, 19 times out of 20.



Subgroups	Consider
Atlantic (n=100)	41.5%
Quebec (n=340)	39.2%
Ontario (n=300)	38.6%
Manitoba/Saskatchewan (n=100)	34.3%
Alberta (n=330)	41.0%
British Columbia (n=330)	36.8%
Male (n=750)	37.2%
Female (n=750)	40.0%
18 to 29 (n=230)	54.1%
30 to 39 (n=270)	49.8%
40 to 49 (n=293)	37.1%
50 to 59 (n=308)	33.7%
60 plus (n=399)	23.0%

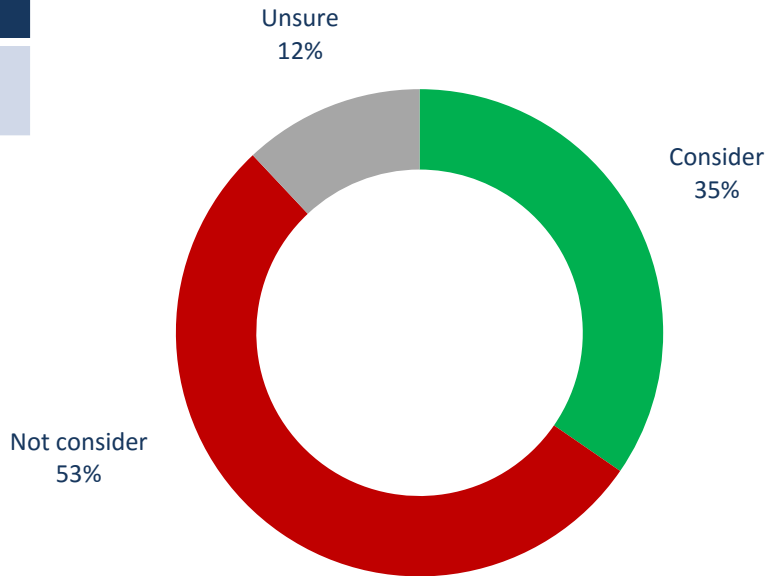
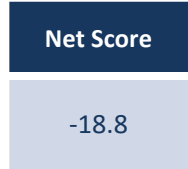
\*Note: Charts may not add up to 100 due to rounding

**QUESTION** – Would you consider or not consider making a donation through text message to the following types of causes [RANDOMIZE]

**Well-being and protection of youth**

# Donate to hospitals

Source: Nanos Research, RDD dual frame random online survey, June 3<sup>rd</sup> to 8<sup>th</sup>, 2016, n=1500, accurate 2.5 percentage points plus or minus, 19 times out of 20.



Subgroups	Consider
Atlantic (n=100)	38.6%
Quebec (n=340)	30.7%
Ontario (n=300)	37.3%
Manitoba/Saskatchewan (n=100)	33.3%
Alberta (n=330)	38.8%
British Columbia (n=330)	30.8%
Male (n=750)	37.1%
Female (n=750)	32.0%
18 to 29 (n=230)	43.8%
30 to 39 (n=270)	41.0%
40 to 49 (n=293)	30.5%
50 to 59 (n=308)	32.2%
60 plus (n=399)	27.7%

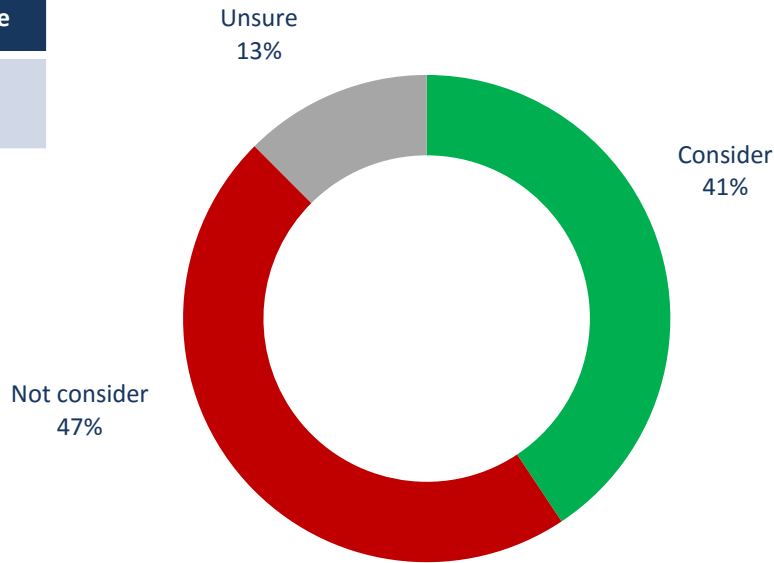
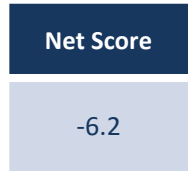
\*Note: Charts may not add up to 100 due to rounding

**QUESTION** – Would you consider or not consider making a donation through text message to the following types of causes [RANDOMIZE]

**Hospital**

# Donate to mental health

Source: Nanos Research, RDD dual frame random online survey, June 3<sup>rd</sup> to 8<sup>th</sup>, 2016, n=1500, accurate 2.5 percentage points plus or minus, 19 times out of 20.



Subgroups	Consider
Atlantic (n=100)	45.4%
Quebec (n=340)	39.5%
Ontario (n=300)	43.6%
Manitoba/Saskatchewan (n=100)	35.6%
Alberta (n=330)	42.8%
British Columbia (n=330)	35.6%
Male (n=750)	40.3%
Female (n=750)	41.0%
18 to 29 (n=230)	58.9%
30 to 39 (n=270)	49.8%
40 to 49 (n=293)	37.6%
50 to 59 (n=308)	35.7%
60 plus (n=399)	25.7%

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

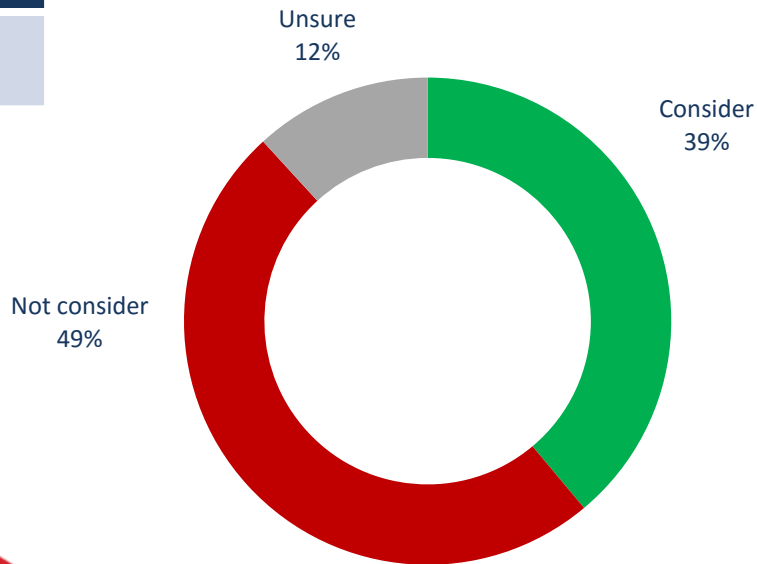
**QUESTION** – Would you consider or not consider making a donation through text message to the following types of causes [RANDOMIZE]

**Mental health**

# Donate to medical research

Source: Nanos Research, RDD dual frame random online survey, June 3<sup>rd</sup> to 8<sup>th</sup>, 2016, n=1500, accurate 2.5 percentage points plus or minus, 19 times out of 20.

**Net Score**  
-10.4



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

**QUESTION** – Would you consider or not consider making a donation through text message to the following types of causes [RANDOMIZE]

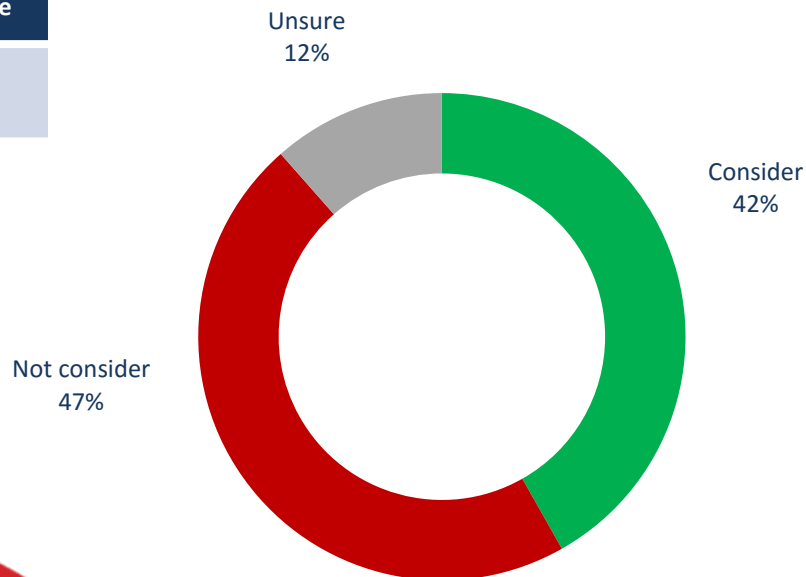
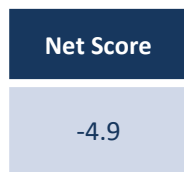
**Medical research**

Subgroups	Consider
Atlantic (n=100)	36.7%
Quebec (n=340)	40.2%
Ontario (n=300)	44.1%
Manitoba/Saskatchewan (n=100)	33.9%
Alberta (n=330)	37.1%
British Columbia (n=330)	32.5%
Male (n=750)	40.4%
Female (n=750)	37.5%
18 to 29 (n=230)	46.9%
30 to 39 (n=270)	47.6%
40 to 49 (n=293)	38.0%
50 to 59 (n=308)	36.2%
60 plus (n=399)	29.2%



# Donate to illness prevention and treatment

Source: Nanos Research, RDD dual frame random online survey, June 3<sup>rd</sup> to 8<sup>th</sup>, 2016, n=1500, accurate 2.5 percentage points plus or minus, 19 times out of 20.



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

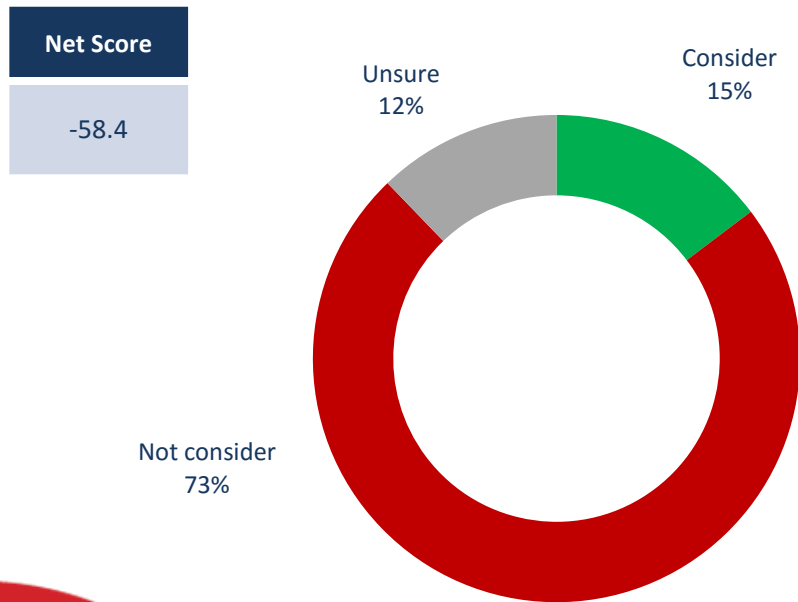
Subgroups	Consider
Atlantic (n=100)	41.4%
Quebec (n=340)	41.2%
Ontario (n=300)	46.8%
Manitoba/Saskatchewan (n=100)	37.0%
Alberta (n=330)	40.8%
British Columbia (n=330)	37.1%
Male (n=750)	43.2%
Female (n=750)	40.5%
18 to 29 (n=230)	56.6%
30 to 39 (n=270)	50.4%
40 to 49 (n=293)	40.6%
50 to 59 (n=308)	35.5%
60 plus (n=399)	29.5%

**QUESTION** – Would you consider or not consider making a donation through text message to the following types of causes [RANDOMIZE]

**Illness/disease prevention and treatment**

# Donate to a school, college or university

Source: Nanos Research, RDD dual frame random online survey, June 3<sup>rd</sup> to 8<sup>th</sup>, 2016, n=1500, accurate 2.5 percentage points plus or minus, 19 times out of 20.



Subgroups	Consider
Atlantic (n=100)	11.4%
Quebec (n=340)	16.1%
Ontario (n=300)	17.6%
Manitoba/Saskatchewan (n=100)	16.0%
Alberta (n=330)	13.1%
British Columbia (n=330)	9.0%
Male (n=750)	17.1%
Female (n=750)	12.3%
18 to 29 (n=230)	19.0%
30 to 39 (n=270)	19.1%
40 to 49 (n=293)	15.0%
50 to 59 (n=308)	10.5%
60 plus (n=399)	10.9%

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

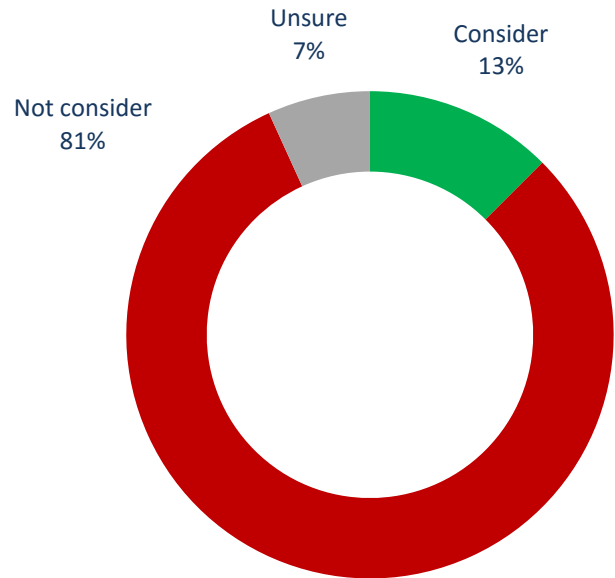
**QUESTION** – Would you consider or not consider making a donation through text message to the following types of causes [RANDOMIZE]

**School, college or university**

# Donate to religious causes

Source: Nanos Research, RDD dual frame random online survey, June 3<sup>rd</sup> to 8<sup>th</sup>, 2016, n=1500, accurate 2.5 percentage points plus or minus, 19 times out of 20.

**Net Score**  
-68.1



Subgroups	Consider
Atlantic (n=100)	17.2%
Quebec (n=340)	9.1%
Ontario (n=300)	17.7%
Manitoba/Saskatchewan (n=100)	6.5%
Alberta (n=330)	11.1%
British Columbia (n=330)	9.8%
Male (n=750)	12.7%
Female (n=750)	12.4%
18 to 29 (n=230)	15.1%
30 to 39 (n=270)	15.1%
40 to 49 (n=293)	13.2%
50 to 59 (n=308)	9.1%
60 plus (n=399)	10.6%

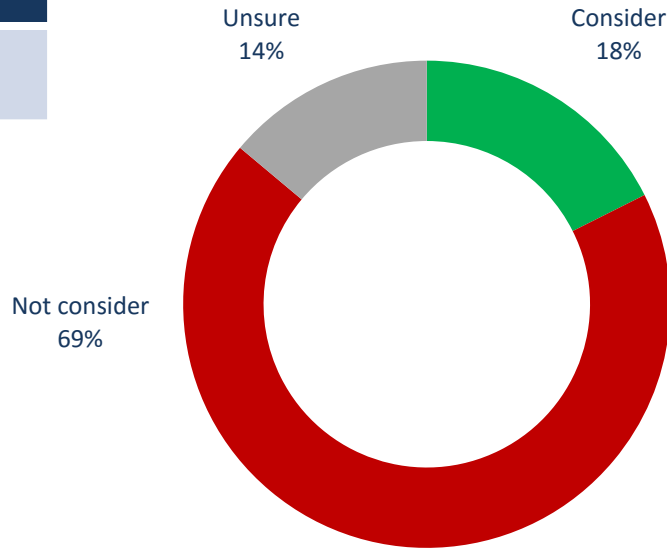
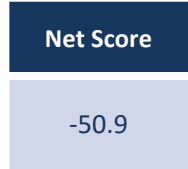
\*Note: Charts may not add up to 100 due to rounding

**QUESTION** – Would you consider or not consider making a donation through text message to the following types of causes [RANDOMIZE]

**Religious**

# Donate to arts, music, dance and theatre

Source: Nanos Research, RDD dual frame random online survey, June 3<sup>rd</sup> to 8<sup>th</sup>, 2016, n=1500, accurate 2.5 percentage points plus or minus, 19 times out of 20.



Subgroups	Consider
Atlantic (n=100)	17.1%
Quebec (n=340)	17.2%
Ontario (n=300)	19.8%
Manitoba/Saskatchewan (n=100)	16.9%
Alberta (n=330)	17.9%
British Columbia (n=330)	14.0%
Male (n=750)	17.6%
Female (n=750)	17.5%
18 to 29 (n=230)	27.1%
30 to 39 (n=270)	20.8%
40 to 49 (n=293)	16.3%
50 to 59 (n=308)	14.6%
60 plus (n=399)	10.7%

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

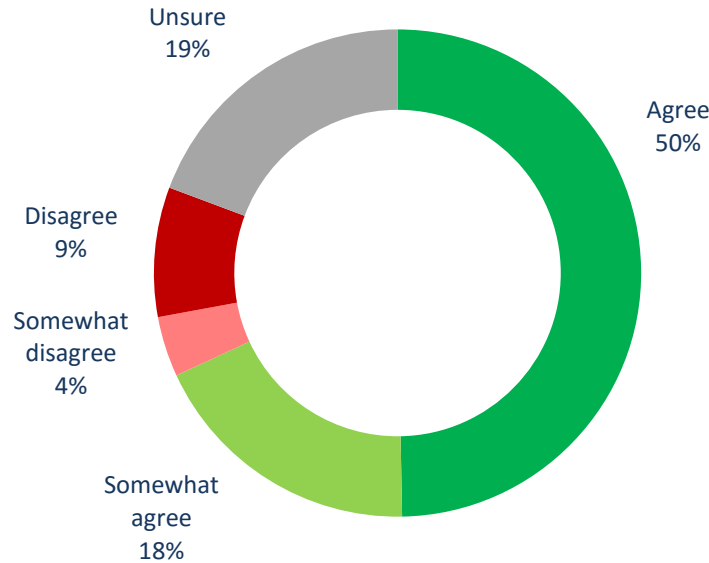
**QUESTION** – Would you consider or not consider making a donation through text message to the following types of causes [RANDOMIZE]

**Arts, music, dance and theatre**

# Providing personal information when donating through text message

Source: Nanos Research, RDD dual frame random online survey, June 3<sup>rd</sup> to 8<sup>th</sup>, 2016, n=1500, accurate 2.5 percentage points plus or minus, 19 times out of 20.

**Net Score**  
+55.5



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

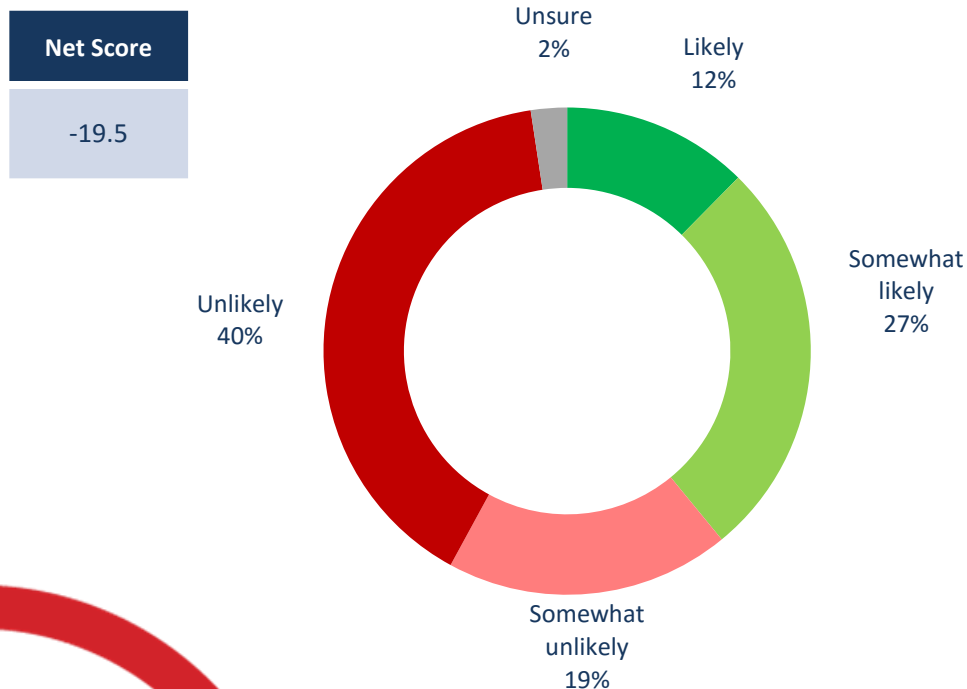
Subgroups	Agree/ Somewhat agree
Atlantic (n=100)	71.9%
Quebec (n=340)	68.6%
Ontario (n=300)	68.0%
Manitoba/Saskatchewan (n=100)	61.4%
Alberta (n=330)	66.0%
British Columbia (n=330)	71.1%
Male (n=750)	70.0%
Female (n=750)	66.2%
18 to 29 (n=230)	71.3%
30 to 39 (n=270)	80.4%
40 to 49 (n=293)	68.7%
50 to 59 (n=308)	69.0%
60 plus (n=399)	55.8%

**QUESTION** – Do you agree, somewhat agree, somewhat disagree, or disagree with each of the following?

**I like the fact that I don't have to provide my personal information when I donate through text message**

# Likelihood of donating to charities going door-to-door

Source: Nanos Research, RDD dual frame random online survey, June 3<sup>rd</sup> to 8<sup>th</sup>, 2016, n=1500, accurate 2.5 percentage points plus or minus, 19 times out of 20.



Subgroups	Likely/ Somewhat likely
Atlantic (n=100)	63.0%
Quebec (n=340)	36.0%
Ontario (n=300)	32.4%
Manitoba/Saskatchewan (n=100)	53.2%
Alberta (n=330)	40.1%
British Columbia (n=330)	31.5%
Male (n=750)	38.8%
Female (n=750)	39.4%
18 to 29 (n=230)	30.7%
30 to 39 (n=270)	33.9%
40 to 49 (n=293)	40.0%
50 to 59 (n=308)	45.0%
60 plus (n=399)	44.4%

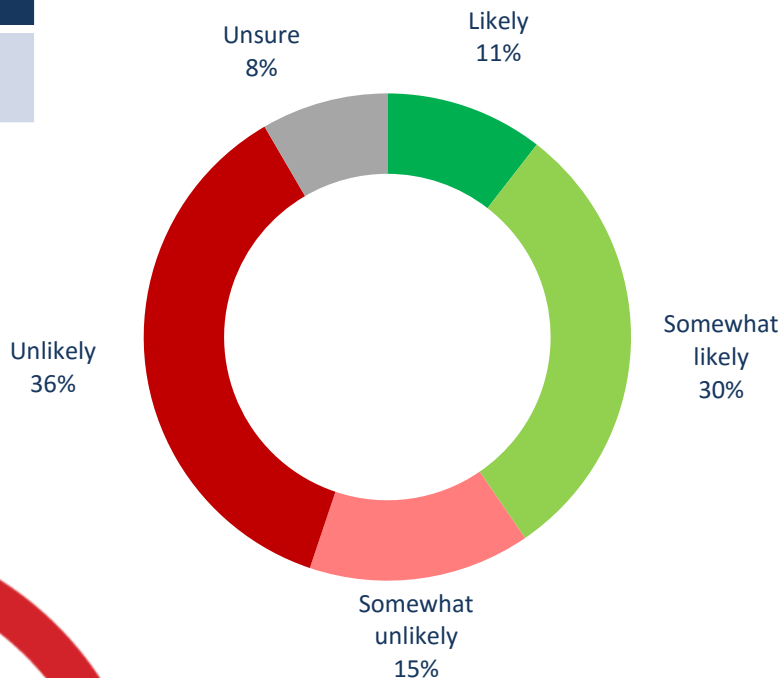
**\*Note:** Charts may not add up to 100 due to rounding

**QUESTION** – Some charities collect charitable donations by going door-to-door or on the street through canvassing. Would you say that you are likely, somewhat likely, somewhat unlikely or unlikely to donate to a charity you support this way?

# Likelihood of donating with option to text the donation instead of giving cash

Source: Nanos Research, RDD dual frame random online survey, June 3<sup>rd</sup> to 8<sup>th</sup>, 2016, n=1500, accurate 2.5 percentage points plus or minus, 19 times out of 20.

**Net Score**  
-10.7



Subgroups	Likely/ Somewhat likely
Atlantic (n=100)	46.5%
Quebec (n=340)	40.0%
Ontario (n=300)	42.4%
Manitoba/Saskatchewan (n=100)	31.2%
Alberta (n=330)	41.1%
British Columbia (n=330)	38.9%
Male (n=750)	40.9%
Female (n=750)	40.0%
18 to 29 (n=230)	50.5%
30 to 39 (n=270)	46.3%
40 to 49 (n=293)	43.2%
50 to 59 (n=308)	38.0%
60 plus (n=399)	27.5%

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

**QUESTION** – Would you be more likely, somewhat likely, somewhat not likely or not likely to donate this way if you were given the option to text the donation instead of giving cash?



# Methodology



# Methodology

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,500 Canadians, 18 years of age or older who own a cell phone, between June 3<sup>rd</sup> and 8<sup>th</sup>, 2016. Participants were randomly recruited by telephone using live agents and administered a survey online. The sample included cellphone owners 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 were randomly called using random digit dialling with a maximum of five call backs.

The margin of error for a random survey of 1,500 Canadians is  $\pm 2.5$  percentage points, 19 times out of 20.

The research was commissioned by MGFC Mobile Giving.

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



# About Nanos

Nanos is one of North America's most trusted research and strategy organizations. Our team of professionals is regularly called upon by senior executives to deliver superior intelligence and market advantage whether it be helping to chart a path forward, managing a reputation or brand risk or understanding the trends that drive success. Services range from traditional telephone surveys, through to elite in-depth interviews, online research and focus groups. Nanos clients range from Fortune 500 companies through to leading advocacy groups interested in understanding and shaping the public landscape. Whether it is understanding your brand or reputation, customer needs and satisfaction, engaging employees or testing new ads or products, Nanos provides insight you can trust.



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# Technical Note

Element	Description	Element	Description
Organization who commissioned the research	Mobile Giving Foundation Canada	Weighting of Data	The results were weighted by age and gender using the latest Census information (2014) and the sample is geographically stratified to ensure a distribution across all regions of Canada. See tables for full weighting disclosure
Final Sample Size	1500 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.
Margin of Error	±2.5 percentage points, 19 times out of 20.	Excluded Demographics	Individuals younger than 18 years old; individuals without land or cell lines could not participate.
Mode of Survey	RDD dual frame (land- and cell-lines) hybrid telephone and online random survey	Stratification	By age and gender using the latest Census information (2014) 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.
Sampling Method Base	The sample included cell phone owners across Canada.	Question Order	Question order in the preceding report reflects the order in which they appeared in the original questionnaire.
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 Content	All questions asked are contained in the report.
Fieldwork/Validation	Live interviews with live supervision to validate work as per the MRIA Code of Conduct	Question Wording	The questions in the preceding report are written exactly as they were asked to individuals.
Number of Calls	Maximum of five call backs.	Survey Company	Nanos Research
Time of Calls	Individuals were called between 12-5:30 pm and 6:30-9:30pm local time for the respondent.	Contact	Contact Nanos Research for more information or with any concerns or questions. <a href="http://www.nanosresearch.com">http://www.nanosresearch.com</a> Telephone:(613) 234-4666 ext. Email: info@nanosresearch.com.
Field Dates	June 3 <sup>rd</sup> to 8 <sup>th</sup> , 2016.		
Language of Survey	The survey was conducted in both English and French.		