

1. To what extent do you agree or disagree with the following statements: - With so many large-scale emergencies and disasters taking place in the last year leaving people in need, I feel more compelled to donate to charities or volunteer my time.

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD		REGION									
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids	BC	AB	SK	MB	ON	QC	NB	NL	NS	PE
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V
Base: All Respondents (unwtd)	1202	120	100	200	351	231	200	334	216	300	224	321	881	120	100	82	118	351	231	70	35	84	11
Base: All Respondents (wtd)	1202	163	135	78	461	283	82	421	234	262	157	299	903	163	135	33	45	461	283	28	15	31	8
Top 2 Box (Net)	752	123	84	40	285	167	52	277	152	160	93	185	566	123	84	16	24	285	167	17	13	18	4
	63%	76%	63%	51%	62%	59%	63%	66%	65%	61%	59%	62%	63%	76%	63%	50%	52%	62%	59%	61%	87%	59%	46%
Strongly agree	137	18	10	7	65	22	14	55	34	21	17	40	97	18	10	3	5	65	22	6	4	3	-
	11%	11%	8%	9%	14%	8%	17%	13%	14%	8%	11%	13%	11%	11%	8%	8%	10%	14%	8%	23%	30%	10%	-
	*	*	*	*	*	*	BE	*	*	*	*	*	*	*	*	*	*	*	*	NOR*	**	*	**
Somewhat agree	615	106	74	33	219	145	38	222	118	139	76	145	470	106	74	14	19	219	145	10	9	15	4
	51%	65%	55%	42%	48%	51%	46%	53%	50%	53%	49%	49%	52%	65%	55%	42%	42%	48%	51%	38%	57%	49%	46%
		CDEF*	*	*	*	*	*	*	*	*	*	*	*	OPQRS*	*	*	*	*	*	*	**	*	**
Bottom 2 Box (Net)	450	40	50	38	177	115	30	144	83	101	64	114	336	40	50	16	22	177	115	11	2	13	4
	37%	24%	37%	49%	38%	41%	37%	34%	35%	39%	41%	38%	37%	24%	37%	50%	48%	38%	41%	39%	13%	41%	54%
		*	*	*	ADF	A	A	*	*	*	*	*	*	*	*	M*	M*	M	M	*	**	M*	**
Somewhat disagree	378	36	50	29	136	100	27	118	70	92	55	97	281	36	50	14	16	136	100	10	2	10	4
	31%	22%	37%	29%	35%	33%	28%	30%	35%	35%	32%	31%	22%	37%	42%	34%	29%	35%	38%	13%	33%	54%	
		*	A*	A	A	A	*	*	*	*	*	*	*	*	*	M*	*	*	M	M*	**	*	**
Strongly disagree	72	4	-	9	41	15	3	26	12	9	10	17	55	4	-	3	6	41	15	*	-	2	-
	6%	3%	-	12%	9%	5%	3%	6%	5%	4%	6%	6%	6%	3%	-	9%	14%	9%	5%	1%	-	8%	-
		*	*	ABEF	B	B	*	*	*	*	*	*	*	*	*	N*	MNRS*	N	N	*	**	N*	**
Sigma	1202	163	135	78	461	283	82	421	234	262	157	299	903	163	135	33	45	461	283	28	15	31	8
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:
 Overlap formula used
 - Column Proportions:
 Columns Tested (5%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V
 Minimum Base: 30 (**), Small Base: 100 (*)
 - Column Means:
 Columns Tested (5%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V
 Minimum Base: 30 (**), Small Base: 100 (*)
[Table of Contents](#)

2. The next time you donate to charity, where do you think it's most important to have an impact?

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD		REGION									
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids	BC	AB	SK	MB	ON	QC	NB	NL	NS	PE
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V
Base: All Respondents (unwtd)	1202	120	100	200	351	231	200	334	216	300	224	321	881	120	100	82	118	351	231	70	35	84	11
Base: All Respondents (wtd)	1202	163	135	78	461	283	82	421	234	262	157	299	903	163	135	33	45	461	283	28	15	31	8
Helping those in need in Canada	625	83	58	43	232	166	43	216	111	145	78	159	467	83	58	20	23	232	166	17	7	18	2
	52%	51%	43%	55%	50%	59%	53%	51%	47%	55%	50%	53%	52%	51%	43%	62%	50%	59%	60%	47%	56%	28%	
	*	*	*	*	B	*	*	*	*	*	*	*	*	*	*	N*	*	N	*	**	*	**	
Helping those in need in other parts of the world	48	5	2	4	17	15	5	20	10	6	7	14	34	5	2	1	3	17	15	1	1	1	
	4%	3%	2%	5%	4%	5%	6%	5%	4%	2%	5%	5%	4%	3%	2%	2%	7%	4%	5%	5%	9%	3%	
	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	**	*	**	
Helping those in need both in Canada and other parts of the world	529	75	75	32	213	101	33	186	113	111	72	127	402	75	75	12	20	213	101	10	6	13	
	44%	46%	55%	41%	46%	36%	41%	44%	48%	42%	46%	42%	45%	46%	55%	36%	44%	46%	36%	35%	44%	41%	
	*	*	CE*	*	E	*	*	*	*	*	*	*	*	*	ORS*	*	*	R	*	*	*	**	
Sigma	1202	163	135	78	461	283	82	421	234	262	157	299	903	163	135	33	45	461	283	28	15	31	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

Statistics:

Overlap formula used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

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Minimum Base: 30 (**), Small Base: 100 (*)

[Table of Contents](#)