

Q1. Which of the following best describes how you approach selecting a charity?

	Region							Gender		Age			Education			Employment Status							Household Income				Community		
	Total	BC	AB	SK/MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	H.S. or less	Post-secondary	University grad	Employed Full Time	Employed Part time	Self Employed	Retired	Student	Military	Homemaker	Unemployed	<\$25K	\$25K-\$60K	\$60K-\$100K	\$100K+	Urban	Rural
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	
Base: Have donated to a charity	1411	206	151	101	559	298	96	675	736	365	481	565	289	569	553	565	125	97	361	58	4	81	96	207	423	433	348	1242	169
Weighted	1410	199	166	95	553	302	96*	686	724	379	471	560	288	568	555	568	124	97*	358	60*	4**	80*	96*	207	422	433	348	1242	168
I proactively seek out information on the cause/charity and contact them to donate	590	89	68	39	234	127	33	284	306	153	203	233	113	227	250	243	56	39	154	26	2	28	30	88	186	175	141	531	59
	41.8%	45.0%	40.7%	41.4%	42.2%	42.1%	34.4%	41.4%	42.2%	40.5%	43.1%	41.7%	39.3%	39.9%	45.1%	42.8%	44.7%	39.7%	43.1%	43.5%	50.7%	35.1%	31.9%	42.6%	44.1%	40.3%	40.5%	42.7%	35.3%
The charity approaches me and I donate based on the information I received	820	109	98	56	319	175	63	402	418	226	268	327	175	341	305	325	69	58	204	34	2	52	65	119	236	259	207	712	109
	58.2%	55.0%	59.3%	58.6%	57.8%	57.9%	65.6%	58.6%	57.8%	59.5%	56.9%	58.3%	60.7%	60.1%	54.9%	57.2%	55.3%	60.3%	56.9%	56.5%	49.3%	64.9%	68.1%	57.4%	55.9%	59.7%	59.5%	57.3%	64.7%
																						OR							
Sigma	1410	199	166	95	553	302	96	686	724	379	471	560	288	568	555	568	124	97	358	60	4	80	96	207	422	433	348	1242	168
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K - L/M/N - O/P/Q/R/S/T/U/V - W/X/Y/Z - a/b Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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Q2. How do you typically find information on the charities that you support?

	Region							Gender		Age			Education			Employment Status						Household Income				Community			
	Total	BC	AB	SK/MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	H.S. or less	Post-secondary	University grad	Employed Full Time	Employed Part time	Self Employed	Retired	Student	Military	Homemaker	Unemployed	<\$25K	\$25K-\$60K	\$60K-\$100K	\$100K+	Urban	Rural
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	
Base: Have donated to a charity	1411	206	151	101	559	298	96	675	736	365	481	565	289	569	553	565	125	97	361	58	4	81	96	207	423	433	348	1242	169
Weighted	1410	199	166	95	553	302	96*	686	724	379	471	560	288	568	555	568	124	97*	358	60*	4**	80*	96*	207	422	433	348	1242	168
The organization's website	595 42.2%	90 45.1%	74 44.3%	33 34.4%	249 45.1%	117 39.0%	32 33.3%	278 40.5%	317 43.7%	178 46.8%	196 41.6%	221 39.4%	81 28.1%	235 41.4%	279 50.2%	257 45.2%	47 37.9%	44 45.3%	138 38.7%	33 55.0%	2 47.7%	34 42.0%	37 38.4%	81 38.9%	173 41.0%	182 42.0%	159 45.7%	529 42.6%	65 38.8%
From other people (friends/family members/co-workers)	543 38.5%	77 38.8%	71 42.9%	44 46.3%	227 41.0%	89 29.5%	35 36.2%	242 35.3%	301 41.5%	144 38.0%	175 37.0%	224 40.0%	119 41.3%	223 39.4%	200 36.1%	232 40.9%	42 34.1%	39 40.1%	128 35.8%	19 31.3%	2 52.3%	38 47.2%	38 39.3%	76 36.9%	163 38.8%	177 41.0%	125 36.0%	476 38.3%	67 39.8%
General online (Google) search	468 33.2%	77 39.0%	58 35.2%	20 21.0%	196 35.3%	86 28.5%	31 32.3%	228 33.3%	240 33.2%	156 41.1%	171 36.3%	142 25.3%	73 25.3%	169 29.9%	226 40.8%	202 35.6%	43 34.8%	37 38.0%	94 26.3%	28 46.3%	3 74.4%	21 26.7%	32 33.5%	60 29.0%	131 31.2%	137 31.5%	140 40.3%	424 34.1%	45 26.6%
Magazines	39 2.8%	2 1.0%	1 0.6%	2 2.0%	15 2.7%	16 5.4%	3 3.3%	27 3.9%	13 1.8%	12 3.3%	12 2.5%	15 2.7%	10 3.5%	14 2.5%	15 2.7%	15 2.7%	4 3.3%	0 -	11 3.1%	2 3.5%	0 -	3 3.6%	3 3.1%	9 4.4%	11 2.6%	13 3.1%	6 1.7%	35 2.8%	4 2.4%
Mail	21 1.5%	1 0.5%	3 2.0%	1 1.0%	9 1.6%	5 1.6%	2 2.1%	8 1.2%	13 1.8%	1 0.3%	2 0.4%	18 3.2%	7 2.4%	7 1.2%	7 1.3%	4 0.7%	0 -	1 1.0%	15 4.2%	0 -	0 -	0 -	1 1.1%	2 0.9%	8 1.9%	6 1.4%	5 1.5%	15 1.2%	6 3.6%
Church	9 0.6%	3 1.4%	1 0.7%	0 -	3 0.5%	2 0.7%	0 -	4 0.6%	5 0.7%	1 0.3%	4 0.8%	4 0.7%	2 0.7%	3 0.5%	4 0.7%	1 0.2%	2 1.5%	2 2.2%	1 0.3%	0 -	0 -	1 1.2%	2 2.1%	1 0.5%	1 0.3%	3 0.7%	4 1.1%	7 0.5%	2 1.3%
On place	7 0.5%	0 -	0 -	2 2.0%	2 0.4%	2 0.7%	1 1.1%	4 0.6%	3 0.4%	3 0.8%	0 -	4 0.7%	3 1.1%	3 0.5%	1 0.2%	2 0.3%	2 1.6%	0 -	3 0.8%	0 -	0 -	0 -	0 -	3 1.4%	0 -	4 0.9%	0 -	4 0.3%	3 1.8%
TV/ television	7 0.5%	1 0.5%	0 -	0 -	4 0.7%	2 0.7%	0 -	4 0.6%	3 0.4%	1 0.3%	1 0.2%	5 0.9%	1 0.3%	4 0.7%	2 0.4%	1 0.2%	0 -	0 -	5 1.4%	0 -	0 -	0 -	1 1.0%	2 1.0%	2 0.5%	2 0.5%	1 0.3%	7 0.6%	0 -
Voluntary work/ personal involvement	6 0.4%	0 -	1 0.6%	0 -	4 0.7%	1 0.3%	0 -	0 -	6 0.8%	0 -	1 0.2%	5 0.9%	1 0.4%	2 0.3%	3 0.5%	0 -	1 0.8%	1 1.1%	4 1.1%	0 -	0 -	0 -	0 -	0 -	3 0.7%	2 0.4%	1 0.3%	5 0.4%	1 0.6%
Newsletter/ pamphlets	5 0.4%	1 0.5%	1 0.7%	1 1.0%	2 0.4%	0 -	0 -	3 0.5%	2 0.3%	1 0.3%	1 0.2%	3 0.6%	0 -	3 0.5%	2 0.3%	1 0.2%	0 -	1 1.1%	2 0.6%	0 -	0 -	0 -	1 1.0%	2 1.0%	1 0.2%	1 0.2%	1 0.3%	4 0.3%	1 0.6%
Through CRA	5 0.3%	2 1.0%	0 -	0 -	3 0.5%	0 -	0 -	4 0.6%	1 0.1%	0 -	1 0.2%	4 0.7%	0 -	1 0.2%	4 0.7%	0 -	1 0.8%	0 -	4 1.1%	0 -	0 -	0 -	0 -	0 -	1 0.2%	1 0.2%	3 0.8%	3 0.2%	2 1.2%
Newspaper	5 0.3%	2 1.0%	0 -	0 -	2 0.3%	1 0.3%	0 -	2 0.3%	3 0.4%	0 -	2 0.4%	3 0.5%	0 -	1 0.2%	4 0.7%	2 0.3%	0 -	1 1.0%	2 0.6%	0 -	0 -	0 -	0 -	0 -	1 0.2%	3 0.7%	1 0.3%	5 0.4%	0 -
Radio	3 0.2%	1 0.5%	1 0.6%	0 -	1 0.2%	0 -	0 -	1 0.1%	2 0.3%	1 0.3%	2 0.4%	0 -	0 -	1 0.2%	2 0.4%	3 0.5%	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	3 0.9%	3 0.2%	0 -
News	3 0.2%	2 0.9%	0 -	0 -	1 0.2%	0 -	0 -	1 0.1%	2 0.3%	0 -	1 0.2%	2 0.3%	1 0.3%	1 0.2%	1 0.2%	0 -	0 -	1 1.0%	1 0.3%	0 -	0 -	0 -	1 1.0%	0 -	2 0.5%	1 0.2%	0 -	2 0.2%	1 0.6%
Telephone	2 0.1%	0 -	0 -	0 -	2 0.4%	0 -	0 -	1 0.1%	1 0.1%	1 0.3%	0 -	1 0.2%	1 0.3%	1 0.2%	0 -	0 -	0 -	0 -	1 0.3%	1 1.7%	0 -	0 -	0 -	1 0.5%	1 0.2%	0 -	0 -	2 0.2%	0 -
Reports (unspecified)	2 0.1%	0 -	0 -	0 -	1 0.2%	1 0.3%	0 -	1 0.1%	1 0.1%	0 -	0 -	2 0.4%	0 -	1 0.2%	1 0.2%	1 0.2%	0 -	0 -	1 0.3%	0 -	0 -	0 -	0 -	0 -	1 0.2%	1 0.2%	0 -	2 0.2%	0 -
Hospitals	1 0.1%	0 -	0 -	0 -	0 -	1 0.3%	0 -	1 0.1%	0 -	0 -	1 0.2%	0 -	1 0.4%	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	1 1.1%	1 0.5%	0 -	0 -	0 -	1 0.1%	0 -
By myself (unspecified)	1 0.1%	0 -	0 -	0 -	0 -	0 -	1 1.0%	1 0.1%	0 -	0 -	1 0.2%	0 -	0 -	1 0.2%	0 -	0 -	0 -	0 -	1 0.3%	0 -	0 -	0 -	0 -	0 -	0 -	1 0.2%	0 -	1 0.1%	0 -
Media (unspecified)	1 0.1%	1 0.5%	0 -	0 -	0 -	0 -	0 -	1 0.1%	0 -	0 -	1 0.2%	0 -	0 -	1 0.2%	0 -	0 -	0 -	1 1.0%	0 -	0 -	0 -	0 -	0 -	0 -	1 0.2%	0 -	0 -	0 -	1 0.6%
Other	43 3.1%	8 3.9%	7 3.9%	4 4.0%	13 2.3%	8 2.7%	4 4.2%	21 3.1%	22 3.0%	10 2.7%	10 2.1%	23 4.1%	8 2.8%	22 3.9%	13 2.3%	7 1.2%	5 4.0%	2 1.9%	20 5.6%	2 3.4%	0 -	4 4.9%	2 2.0%	11 5.3%	12 2.9%	11 2.5%	9 2.6%	36 2.9%	7 4.2%
Nothing/ not applicable	207 14.7%	28 14.1%	16 9.4%	19 19.9%	71 12.8%	56 18.5%	18 18.9%	118 17.1%	90 12.4%	46 12.1%	69 14.7%	92 16.4%	53 18.5%	93 16.4%	61 11.0%	76 13.4%	23 18.3%	12 12.5%	57 15.9%	5 8.7%	0 -	11 13.6%	13 13.7%	31 14.9%	69 16.5%	64 14.8%	43 12.3%	183 14.7%	25 14.7%
Don't know	1 0.1%	0 -	0 -	0 -	1 0.2%	0 -	0 -	1 0.1%	0 -	0 -	0 -	1 0.2%	0 -	1 0.2%	0 -	0 -	0 -	0 -	1 0.3%	0 -	0 -	0 -	0 -	0 -	1 0.2%	0 -	0 -	1 0.1%	0 -
Sigma	1974 139.9%	295 148.6%	234 141.0%	125 131.6%	804 145.4%	388 128.6%	128 132.3%	951 138.6%	1023 141.2%	555 146.3%	651 138.0%	768 137.2%	361 125.4%	788 138.8%	825 148.7%	805 141.7%	170 137.0%	142 146.2%	489 136.8%	89 149.8%	7 174.4%	111 139.3%	131 137.2%	280 135.2%	583 138.3%	609 140.6%	501 143.9%	1744 140.4%	230 136.6%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K - L/M/N - O/P/Q/R/S/T/U/V - W/X/Y/Z - a/b Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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Q3. Thinking of your most recent charitable donation, how did you make your donation?

	Born in Canada			Years Lived in Canada					Main Ethnic Background					Past 12 Months		Donation in Next 12		in Past Year		Sexual Orientation	
	Total	Yes	No	<5 years	5-9 years	10-14 years	15-19 years	20+	White	East Asian incl. China	South Asian	Aboriginal/Indian Band/First Nation	China	Yes	No	Likely	Not Likely	Yes	No	Heterosexual	Other
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Base: Have donated to a charity	1023	863	157	8	10	14	13	112	914	46	18	14	39	851	155	921	102	981	42	932	67
Weighted	1020	861	156	8**	10**	14**	13**	111	911	46*	18**	14**	39*	848	156	919	102	978	42*	929	67*
Cash	363 35.5%	323 37.6%	38 24.3%	4 49.8%	4 39.8%	7 51.5%	4 31.0%	19 16.8%	331 36.3%	11 23.9%	2 11.0%	5 36.4%	10 25.7%	289 34.1%	66 42.2%	320 34.9%	42 41.6%	346 35.3%	17 40.6%	328 35.3%	24 35.7%
Credit card	229 22.4%	188 21.8%	40 25.6%	0 -	4 40.4%	3 20.7%	2 15.8%	31 27.8%	188 20.6%	22 47.8%	13 72.9%	2 14.8%	18 46.2%	196 23.1%	28 17.9%	209 22.8%	20 19.4%	221 22.6%	8 19.0%	208 22.4%	17 25.4%
Cheque	175 17.2%	144 16.8%	31 19.8%	0 -	0 -	1 6.4%	4 30.5%	26 23.5%	162 17.7%	5 10.5%	0 -	0 -	4 10.0%	159 18.8%	14 9.0%	165 18.0%	10 9.8%	173 17.6%	3 7.0%	159 17.1%	9 13.7%
Online via credit card	124 12.1%	103 11.9%	20 12.6%	2 23.4%	2 19.9%	2 14.2%	1 7.5%	13 11.6%	111 12.2%	5 11.4%	2 10.8%	3 22.0%	4 10.5%	105 12.4%	17 11.1%	117 12.7%	7 6.8%	119 12.1%	5 12.1%	113 12.1%	9 13.3%
Pre-authorized payment	59 5.8%	42 4.9%	17 10.8%	2 26.8%	0 -	1 7.2%	1 7.3%	13 11.5%	53 5.8%	3 6.4%	1 5.3%	1 6.5%	3 7.6%	51 6.0%	8 5.2%	56 6.1%	3 2.9%	55 5.6%	4 9.5%	58 6.2%	1 1.5%
Other	71 7.0%	60 7.0%	11 6.9%	0 -	0 -	0 -	1 7.8%	10 8.8%	67 7.4%	0 -	0 -	3 20.3%	0 -	47 5.6%	23 14.7%	51 5.6%	20 19.5%	66 6.8%	5 11.9%	64 6.9%	7 10.3%
Sigma	1020 100.0%	861 100.0%	156 100.0%	8 100.0%	10 100.0%	14 100.0%	13 100.0%	111 100.0%	911 100.0%	46 100.0%	18 100.0%	14 100.0%	39 100.0%	848 100.0%	156 100.0%	919 100.0%	102 100.0%	978 100.0%	42 100.0%	929 100.0%	67 100.0%

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G - H/I/J/K/L - M/N - O/P - Q/R - S/T Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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Q4. How do you prefer to be approached for charitable donations?

	Region							Gender		Age			Education			Employment Status							Household Income				Community			
	Total	BC	AB	SK/MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	H.S. or less	Post-secondary	University grad	Employed Full Time	Employed Part time	Self Employed	Retired	Student	Military	Homemaker	Unemployed	<\$25K	\$25K-\$60K	\$60K-\$100K	\$100K+	Urban	Rural	
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b		
Base: All respondents	1500	211	153	104	582	348	102	723	777	395	521	584	319	611	570	599	131	101	374	63	4	91	111	230	454	454	362	1321	179	
Weighted	1500	204	168	98	576	352	102	735	765	410	511	579	318	610	572	603	131	101	371	65*	4**	90*	111	230	453	455	362	1322	178	
A letter in the mail	504 33.6%	68 33.2%	62 37.1%	39 40.3%	210 36.5%	91 25.9%	34 32.9%	239 32.5%	266 34.7%	87 21.2%	156 30.6%	261 45.1%	99 31.1%	219 36.0%	186 32.5%	176 29.3%	36 27.6%	34 33.6%	178 48.0%	11 17.1%	0 -	33 37.0%	31 27.7%	78 33.7%	147 32.5%	159 35.1%	120 33.2%	437 33.1%	67 37.5%	
An e-mail	403 26.8%	68 33.2%	47 27.7%	28 29.0%	154 26.7%	87 24.8%	19 18.7%	208 28.2%	195 25.5%	132 32.3%	141 27.5%	130 22.4%	71 22.3%	148 24.3%	184 32.1%	194 32.1%	30 23.0%	24 23.4%	81 21.8%	20 30.3%	2 52.3%	18 19.7%	31 28.1%	53 23.1%	110 24.2%	124 27.3%	116 32.0%	355 26.9%	47 26.5%	
By a cashier, i.e. adding a donation to a bill at a store	299 19.9%	38 18.9%	28 16.8%	20 20.1%	101 17.5%	87 24.8%	24 23.4%	115 15.7%	184 24.0%	102 24.8%	94 18.4%	103 17.8%	73 23.0%	135 22.2%	90 15.8%	111 18.4%	34 25.9%	17 16.8%	63 17.1%	14 22.2%	1 24.0%	27 29.6%	29 26.2%	54 23.6%	104 23.1%	87 19.1%	53 14.7%	264 20.0%	35 19.4%	
A newsletter received by regular or electronic mail	203 13.5%	28 13.8%	34 20.1%	14 14.3%	79 13.8%	30 8.4%	18 17.5%	99 13.5%	103 13.5%	53 12.9%	63 12.4%	87 15.0%	36 11.2%	73 12.0%	94 16.4%	76 12.5%	16 12.3%	10 10.2%	65 17.7%	6 9.7%	0 -	16 17.9%	12 10.8%	24 10.5%	64 14.0%	60 13.1%	55 15.2%	175 13.2%	28 15.8%	
Social media	147 9.8%	28 14.0%	19 11.1%	8 8.6%	53 9.2%	33 9.5%	5 4.9%	64 8.7%	83 10.9%	72 17.4%	59 11.5%	17 2.9%	24 7.7%	63 10.4%	59 10.4%	59 9.7%	13 10.1%	13 12.7%	11 2.9%	24 36.7%	0 -	10 11.1%	16 14.3%	25 11.0%	39 8.6%	51 11.3%	31 8.6%	135 10.2%	12 6.9%	
Through an organized employee giving campaign at your workplace	132 8.8%	13 6.2%	12 7.1%	6 5.9%	54 9.3%	40 11.3%	9 8.8%	57 7.8%	75 9.9%	49 12.1%	48 9.4%	35 6.0%	23 7.2%	44 7.2%	65 11.4%	70 11.7%	17 12.9%	8 8.0%	12 3.3%	5 7.8%	1 24.0%	6 6.7%	9 8.2%	17 7.4%	36 8.0%	34 7.5%	45 12.4%	115 8.7%	18 10.0%	
Street canvassing	74 4.9%	7 3.4%	7 4.0%	5 4.8%	23 3.9%	24 7.0%	8 7.8%	43 5.8%	31 4.0%	24 5.9%	23 4.4%	27 4.6%	18 5.8%	38 6.3%	17 3.0%	34 5.6%	8 6.1%	0 -	15 4.0%	5 7.9%	0 -	5 5.4%	7 6.3%	11 4.9%	23 5.1%	23 5.1%	16 4.4%	67 5.1%	6 3.4%	
An in-person meeting at your home or another location	59 3.9%	8 3.8%	6 3.3%	4 3.8%	21 3.6%	15 4.3%	6 6.1%	36 4.9%	23 3.1%	16 3.9%	16 3.1%	28 4.8%	13 4.1%	25 4.1%	21 3.7%	21 3.6%	7 5.3%	4 4.0%	17 4.6%	0 -	0 -	4 4.3%	4 3.6%	11 4.7%	19 4.2%	18 4.0%	11 3.1%	48 3.6%	11 6.2%	
A phone call	57 3.8%	7 3.3%	3 2.0%	5 4.9%	20 3.4%	17 4.9%	5 4.9%	33 4.5%	23 3.1%	11 2.8%	17 3.3%	29 4.9%	15 4.7%	27 4.4%	15 2.6%	19 3.1%	3 2.2%	6 6.2%	20 5.4%	2 3.1%	0 -	4 4.3%	2 1.7%	9 3.9%	25 5.5%	14 3.1%	9 2.5%	51 3.8%	6 3.5%	
Don't want to be approached	27 1.8%	4 1.9%	3 1.9%	2 1.9%	9 1.6%	6 1.7%	3 2.9%	16 2.2%	11 1.4%	3 0.8%	10 1.9%	14 2.4%	7 2.2%	11 1.8%	9 1.6%	7 1.2%	2 1.6%	2 1.9%	12 3.2%	1 1.6%	1 23.7%	1 1.1%	0 -	8 3.5%	7 1.5%	5 1.1%	7 1.9%	23 1.7%	4 2.3%	
I make my own choices	18 1.2%	3 1.4%	2 1.3%	1 0.9%	10 1.7%	1 0.3%	1 1.0%	3 0.4%	15 1.9%	0 -	3 0.6%	15 2.5%	4 1.2%	8 1.3%	6 1.0%	5 0.8%	3 2.3%	1 0.9%	7 1.8%	0 -	0 -	1 1.1%	0 -	1 0.4%	7 1.5%	6 1.3%	4 1.1%	16 1.2%	2 1.1%	
I already know who I want to support	8 0.5%	2 0.9%	2 1.3%	0 -	3 0.5%	1 0.3%	0 -	2 0.3%	6 0.8%	0 -	2 0.4%	6 1.0%	2 0.6%	6 1.0%	0 -	2 0.3%	1 0.7%	1 1.0%	4 1.1%	0 -	0 -	0 -	0 -	0 -	3 0.7%	4 0.9%	1 0.3%	7 0.5%	1 0.5%	
I'll approach them	5 0.3%	1 0.5%	0 -	1 0.9%	3 0.5%	0 -	0 -	2 0.3%	3 0.4%	0 -	4 0.8%	1 0.2%	0 -	3 0.5%	2 0.3%	2 0.3%	1 0.7%	1 1.0%	1 0.2%	0 -	0 -	0 -	0 -	1 0.4%	1 0.2%	2 0.4%	1 0.3%	5 0.4%	0 -	
I financially can't afford it	4 0.3%	2 0.9%	0 -	0 -	1 0.2%	1 0.3%	0 -	2 0.3%	2 0.2%	0 -	2 0.4%	2 0.3%	2 0.6%	2 0.3%	0 -	0 -	1 0.8%	0 -	1 0.3%	0 -	0 -	1 1.1%	1 0.8%	1 0.4%	1 0.2%	2 0.4%	0 -	4 0.3%	0 -	
Word of mouth (friends, family)	3 0.2%	0 -	1 0.6%	0 -	1 0.2%	0 -	1 1.0%	2 0.3%	1 0.1%	1 0.3%	1 0.2%	1 0.2%	0 -	1 0.2%	2 0.4%	0 -	1 0.8%	0 -	1 0.3%	0 -	0 -	0 -	1 1.0%	0 -	2 0.5%	0 -	1 0.3%	2 0.2%	1 0.6%	
Media (television, radio, newspaper)	2 0.1%	0 -	0 -	0 -	2 0.3%	0 -	0 -	2 0.3%	0 -	0 -	1 0.2%	1 0.2%	0 -	1 0.2%	1 0.2%	1 0.2%	0 -	0 -	0 -	0 -	0 -	0 -	1 0.9%	1 0.4%	0 -	0 -	1 0.3%	2 0.2%	0 -	
Fundraising	1 0.1%	1 0.5%	0 -	0 -	0 -	0 -	0 -	0 -	1 0.1%	0 -	0 -	1 0.2%	0 -	0 -	1 0.2%	0 -	0 -	1 0.9%	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	1 0.2%	0 -	0 -	1 0.5%
Other	24 1.6%	5 2.3%	1 0.6%	3 2.9%	8 1.4%	4 1.1%	3 2.9%	11 1.5%	13 1.6%	3 0.7%	9 1.7%	12 2.0%	4 1.2%	9 1.4%	11 1.9%	7 1.1%	3 2.2%	1 0.9%	9 2.4%	1 1.6%	0 -	1 1.1%	2 1.8%	5 2.1%	3 0.6%	6 1.3%	10 2.7%	22 1.6%	2 1.1%	
Nothing	23 1.5%	0 -	2 1.3%	4 3.9%	10 1.7%	5 1.4%	2 2.0%	16 2.2%	7 0.9%	1 0.2%	9 1.7%	13 2.2%	8 2.5%	10 1.7%	5 0.8%	9 1.5%	1 0.8%	2 1.9%	9 2.4%	0 -	0 -	0 -	1 0.9%	6 2.6%	8 1.8%	3 0.7%	6 1.6%	18 1.3%	5 2.8%	
Don't know	179 12.0%	19 9.4%	16 9.3%	8 8.7%	76 13.3%	47 13.2%	13 13.0%	90 12.3%	89 11.6%	61 14.9%	71 13.8%	48 8.2%	43 13.4%	72 11.8%	65 11.3%	72 11.9%	20 15.3%	13 13.0%	32 8.5%	8 12.7%	0 -	10 11.1%	18 16.3%	29 12.6%	57 12.6%	53 11.7%	40 11.1%	161 12.2%	18 10.2%	
Sigma	2171 144.7%	300 147.5%	245 145.5%	147 151.0%	837 145.2%	490 139.2%	151 147.8%	1040 141.5%	1130 147.7%	616 150.2%	726 142.2%	828 143.0%	442 138.8%	895 146.8%	834 145.8%	863 143.3%	197 150.7%	138 136.7%	538 145.1%	98 150.6%	5 124.0%	136 151.4%	164 148.5%	335 145.3%	656 144.9%	653 143.6%	528 145.6%	1906 144.2%	265 148.4%	

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K - L/M/N - O/P/Q/R/S/T/U/V - W/X/Y/Z - a/b Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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Q5. In the future, which do you see yourself donating more money to?

	Region							Gender		Age			Education			Employment Status						Household Income				Community			
	Total	BC	AB	SK/MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	H.S. or less	Post-secondary	University grad	Employed Full Time	Employed Part time	Self Employed	Retired	Student	Military	Homemaker	Unemployed	<\$25K	\$25K-\$60K	\$60K-\$100K	\$100K+	Urban	Rural
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b
Base: All respondents	1500	211	153	104	582	348	102	723	777	395	521	584	319	611	570	599	131	101	374	63	4	91	111	230	454	454	362	1321	179
Weighted	1500	204	168	98	576	352	102	735	765	410	511	579	318	610	572	603	131	101	371	65*	4**	90*	111	230	453	455	362	1322	178
Traditional request by a charity (one-time donation, monthly donation, etc.)	768	111	86	52	284	185	51	388	380	162	254	353	154	318	296	288	72	53	227	24	1	45	51	113	229	236	190	659	109
	51.2%	54.5%	50.9%	53.6%	49.2%	52.4%	49.9%	52.8%	49.7%	39.4%	49.7%	60.9%	48.5%	52.1%	51.8%	47.8%	54.9%	52.6%	61.2%	36.2%	26.7%	50.5%	45.8%	49.2%	50.5%	52.0%	52.5%	49.9%	61.0%
About evenly across the three types	332	40	27	21	120	99	25	158	174	100	121	110	91	142	99	133	28	24	69	14	1	23	28	64	103	94	71	297	35
	22.1%	19.5%	16.3%	21.2%	20.8%	28.2%	24.6%	21.5%	22.7%	24.5%	23.7%	19.1%	28.6%	23.3%	17.2%	22.1%	21.3%	23.8%	18.7%	22.1%	25.6%	25.5%	25.2%	27.8%	22.7%	20.7%	19.5%	22.5%	19.6%
Peer-to-peer to sponsor or pledge someone who is fundraising for a charity	228	26	39	9	108	35	11	99	129	68	71	89	44	82	103	99	18	6	56	21	0	11	17	29	73	71	55	212	16
	15.2%	12.8%	23.0%	9.6%	18.7%	10.1%	10.6%	13.5%	16.8%	16.6%	14.0%	15.3%	13.8%	13.4%	17.9%	16.4%	13.7%	6.0%	15.0%	31.9%	-	11.8%	15.4%	12.7%	16.1%	15.6%	15.3%	16.0%	9.2%
Crowdfunding like 'go fund me'	172	27	17	15	65	33	15	90	82	80	65	27	29	68	75	82	13	18	19	6	2	11	15	24	48	53	46	154	18
	11.5%	13.3%	9.8%	15.7%	11.3%	9.4%	14.8%	12.2%	10.7%	19.5%	12.6%	4.7%	9.1%	11.2%	13.1%	13.6%	10.1%	17.6%	5.1%	9.7%	47.7%	12.2%	13.6%	10.4%	10.7%	11.8%	12.7%	11.6%	10.1%
Sigma	1500	204	168	98	576	352	102	735	765	410	511	579	318	610	572	603	131	101	371	65	4	90	111	230	453	455	362	1322	178
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K - L/M/N - O/P/Q/R/S/T/U/V - W/X/Y/Z - a/b Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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Q6. [In the future, I think I will be more inclined to give directly to causes (through crowdfunding fundraising) than give to a charity.] Do you agree or disagree?

	Region							Gender		Age			Education			Employment Status						Household Income				Community				
	Total	BC	AB	SK/MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	H.S. or less	Post-secondary	University grad	Employed Full Time	Employed Part time	Self Employed	Retired	Student	Military	Homemaker	Unemployed	<\$25K	\$25K-\$60K	\$60K-\$100K	\$100K+	Urban	Rural	
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b		
Base: All respondents	1500	211	153	104	582	348	102	723	777	395	521	584	319	611	570	599	131	101	374	63	4	91	111	230	454	454	362	1321	179	
Weighted	1500	204	168	98	576	352	102	735	765	410	511	579	318	610	572	603	131	101	371	65*	4**	90*	111	230	453	455	362	1322	178	
In the future, I think I will be more inclined to give directly to causes (through crowdfunding fundraising) than give to a charity.																														
Strongly agree	115 7.6%	8 3.8%	13 7.9%	6 5.9%	43 7.5%	34 9.6%	11 11.0%	66 9.0%	49 6.4%	51 12.5%	40 7.7%	24 4.1%	28 8.9%	40 6.5%	46 8.1%	48 8.0%	16 12.3%	10 9.9%	15 4.0%	7 11.0%	1 24.0%	6 6.6%	9 8.3%	23 10.0%	23 5.1%	42 9.2%	27 7.4%	103 7.8%	11 6.3%	
Somewhat agree	474 31.6%	57 28.2%	46 27.5%	34 34.8%	188 32.6%	121 34.3%	28 27.3%	248 33.7%	227 29.7%	167 40.8%	179 35.0%	128 22.2%	101 31.7%	198 32.4%	176 30.7%	222 36.8%	35 26.5%	38 38.0%	73 19.6%	25 38.3%	2 49.3%	35 38.5%	34 30.5%	69 29.8%	165 36.5%	132 29.1%	108 29.9%	428 32.4%	46 25.8%	
Somewhat disagree	631 42.0%	91 44.5%	67 39.7%	38 39.2%	234 40.6%	155 44.1%	46 45.1%	284 38.6%	347 45.4%	145 35.3%	217 42.6%	269 46.4%	131 41.2%	261 42.9%	238 41.7%	249 41.3%	57 43.7%	30 29.3%	173 46.7%	26 39.6%	1 26.7%	36 40.4%	50 45.3%	97 42.0%	189 41.7%	190 41.9%	155 42.7%	543 41.1%	88 49.5%	
Strongly disagree	280 18.7%	48 23.6%	42 24.9%	20 20.1%	111 19.3%	42 12.0%	17 16.5%	138 18.7%	142 18.6%	47 11.4%	75 14.7%	158 27.3%	58 18.2%	111 18.2%	111 19.5%	84 13.9%	23 17.4%	23 22.8%	110 29.7%	7 11.0%	0 -	13 14.5%	18 15.9%	42 18.1%	76 16.7%	91 19.9%	72 19.9%	247 18.7%	33 18.4%	
Sigma	1500 100.0%	204 100.0%	168 100.0%	98 100.0%	576 100.0%	352 100.0%	102 100.0%	735 100.0%	765 100.0%	410 100.0%	511 100.0%	579 100.0%	318 100.0%	610 100.0%	572 100.0%	603 100.0%	131 100.0%	101 100.0%	371 100.0%	65 100.0%	4 100.0%	90 100.0%	111 100.0%	230 100.0%	453 100.0%	455 100.0%	362 100.0%	1322 100.0%	178 100.0%	
Summary																														
Top2Box (Strongly/Somewhat agree)	589 39.3%	65 32.0%	60 35.4%	40 40.6%	231 40.1%	154 43.9%	39 38.4%	314 42.7%	275 36.0%	219 53.3%	218 42.7%	152 26.3%	129 40.7%	238 39.0%	222 38.8%	270 44.8%	51 38.8%	48 47.9%	88 23.6%	32 49.3%	3 73.3%	41 45.1%	43 38.8%	92 39.9%	188 41.6%	174 38.2%	135 37.3%	532 40.2%	57 32.1%	
Low2Box (Strongly/Somewhat disagree)	911 60.7%	139 68.0%	109 64.6%	58 59.4%	345 59.9%	198 56.1%	63 61.6%	421 57.3%	490 64.0%	191 46.7%	293 57.3%	427 73.7%	189 59.3%	372 61.0%	350 61.2%	332 55.2%	80 61.2%	53 52.1%	283 76.4%	33 50.7%	1 26.7%	49 54.9%	68 61.2%	138 60.1%	265 58.4%	281 61.8%	227 62.7%	790 59.8%	121 67.9%	
Mean	2.3	2.1	2.2	2.3	2.3	2.4	2.3	2.3	2.2	2.5	2.4	2	2.3	2.3	2.3	2.4	2.3	2.3	2	2.5	3	2.4	2.3	2.3	2.3	2.3	2.2	2.3	2.2	
Std. Dev.	0.9	0.8	0.9	0.8	0.9	0.8	0.9	0.9	0.8	0.9	0.8	0.8	0.9	0.8	0.9	0.8	0.9	0.9	0.8	0.8	0.8	0.8	0.8	0.9	0.8	0.9	0.9	0.9	0.8	
Std. Err.	0	0.1	0.1	0.1	0	0	0.1	0	0	0	0	0	0	0	0	0	0.1	0.1	0	0.1	0.4	0.1	0.1	0.1	0	0	0	0	0.1	

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Q7. In general, do you feel that you are approached for donations:

	Region							Gender		Age			Education			Employment Status						Household Income				Community			
	Total	BC	AB	SK/MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	H.S. or less	Post-secondary	University grad	Employed Full Time	Employed Part time	Self Employed	Retired	Student	Military	Homemaker	Unemployed	<\$25K	\$25K-\$60K	\$60K-\$100K	\$100K+	Urban	Rural
Base: All respondents	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	
Weighted	1500	204	168	98	576	352	102	735	765	410	511	579	318	610	572	603	131	101	371	65*	4**	90*	111	230	453	455	362	1322	178
Far too much	230	33	29	13	101	45	9	119	111	25	84	121	60	85	85	90	19	11	80	5	1	8	13	24	68	64	74	199	30
	15.3%	16.0%	17.5%	13.2%	17.5%	12.8%	8.7%	16.2%	14.5%	6.2%	16.4%	20.8%	18.8%	14.0%	14.8%	14.9%	14.6%	10.7%	21.6%	8.1%	23.7%	8.6%	11.7%	10.4%	15.0%	14.1%	20.3%	15.1%	17.0%
A little too much	498	75	59	34	206	82	42	233	265	98	160	239	92	216	190	182	41	37	153	21	0	23	32	65	140	151	141	436	61
	33.2%	36.9%	35.3%	34.5%	35.7%	23.2%	40.9%	31.6%	34.6%	24.0%	31.3%	41.3%	28.8%	35.4%	33.3%	30.2%	31.6%	37.1%	41.3%	31.7%	-	25.2%	28.7%	28.4%	31.0%	33.1%	39.0%	33.0%	34.4%
The right amount	646	80	66	45	229	181	43	317	329	215	227	204	139	261	246	279	54	44	128	29	3	50	47	108	204	206	128	567	78
	43.0%	39.5%	39.2%	46.4%	39.8%	51.4%	42.4%	43.1%	43.0%	52.4%	44.4%	35.2%	43.6%	42.7%	43.0%	46.3%	41.3%	44.1%	34.7%	44.4%	76.3%	55.3%	42.3%	46.7%	45.0%	45.4%	35.2%	42.9%	43.9%
Not quite enough	97	15	8	5	30	35	5	54	44	54	34	10	21	36	40	40	14	7	6	7	0	6	15	25	35	26	11	91	6
	6.5%	7.2%	4.6%	4.9%	5.2%	9.9%	5.0%	7.3%	5.7%	13.1%	6.6%	1.7%	6.6%	5.9%	7.1%	6.6%	10.9%	7.0%	1.7%	11.1%	-	6.7%	13.6%	11.0%	7.6%	5.7%	3.1%	6.9%	3.5%
Not nearly enough	30	1	6	1	10	9	3	14	16	18	7	5	7	12	11	12	2	1	3	3	0	4	4	8	6	7	8	28	2
	2.0%	0.5%	3.4%	0.9%	1.7%	2.6%	3.0%	1.9%	2.1%	4.4%	1.3%	0.9%	2.3%	2.0%	1.8%	1.9%	1.5%	1.1%	0.8%	4.7%	-	4.3%	3.7%	3.5%	1.3%	1.6%	2.3%	2.1%	1.2%
Sigma	1500	204	168	98	576	352	102	735	765	410	511	579	318	610	572	603	131	101	371	65	4	90	111	230	453	455	362	1322	178
Summary	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Top2Box (Far too much/ A little too much)	727	108	89	47	307	127	51	351	376	124	244	360	151	301	275	272	60	48	233	26	1	30	45	89	208	215	215	636	92
	48.5%	52.9%	52.8%	47.8%	53.2%	36.0%	49.7%	47.8%	49.1%	30.2%	47.7%	62.2%	47.6%	49.4%	48.0%	45.1%	46.2%	47.8%	62.9%	39.8%	23.7%	33.7%	40.4%	38.8%	46.0%	47.3%	59.3%	48.1%	51.5%
Low2Box (Not quite enough/ Not nearly)	127	16	13	6	40	44	8	67	60	72	40	15	28	48	51	51	16	8	9	10	0	10	19	33	41	33	20	119	8
	8.5%	7.7%	8.0%	5.8%	7.0%	12.5%	7.9%	9.1%	7.8%	17.5%	7.9%	2.6%	8.8%	7.9%	8.9%	8.5%	12.4%	8.1%	2.5%	15.8%	-	11.0%	17.4%	14.5%	9.0%	7.3%	5.5%	9.0%	4.7%
Mean	3.5	3.6	3.6	3.5	3.6	3.3	3.5	3.5	3.5	3.1	3.5	3.8	3.6	3.5	3.5	3.5	3.5	3.5	3.8	3.3	3.5	3.3	3.3	3.3	3.5	3.5	3.7	3.5	3.6
Std. Dev.	0.9	0.9	0.9	0.8	0.9	0.9	0.8	0.9	0.9	0.9	0.8	0.9	0.9	0.9	0.9	0.9	0.9	0.8	0.8	0.9	1	0.9	1	0.9	0.9	0.9	0.9	0.9	0.8
Std. Err.	0	0.1	0.1	0.1	0	0	0.1	0	0	0	0	0	0.1	0	0	0	0.1	0.1	0	0.1	0.5	0.1	0.1	0.1	0	0	0	0	0.1

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K - L/M/N - O/P/Q/R/S/T/U/V - W/X/Y/Z - a/b Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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Q8. [Helps those in need] How much do you agree or disagree with each of the following statements when it comes to the charity you last donated to?

	Born in Canada			Years Lived in Canada					Main Ethnic Background					Past 12 Months		Donation in Next 12		in Past Year		Sexual Orientation	
	Total	Yes	No	<5 years	5-9 years	10-14 years	15-19 years	20+	White	East Asian incl. China	South Asian	Aboriginal/Indian Band/First Nation	China	Yes	No	Likely	Not Likely	Yes	No	Heterosexual	Other
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	
Base: Have donated to a charity	1023	863	157	8	10	14	13	112	914	46	18	14	39	851	155	921	102	981	42	932	67
Weighted	1020	861	156	8**	10**	14**	13**	111	911	46*	18**	14**	39*	848	156	919	102	978	42*	929	67*
Helps those in need																					
Strongly agree	634 62.1%	532 61.8%	99 63.6%	5 62.1%	9 90.5%	8 56.7%	7 54.1%	70 63.3%	575 63.1%	20 43.7%	12 67.3%	6 44.7%	18 46.2%	545 64.3%	79 50.5%	589 64.1%	45 44.2%	616 62.9%	18 43.3%	572 61.5%	44 66.0%
Somewhat agree	341 33.4%	291 33.8%	49 31.3%	3 37.9%	1 9.5%	6 43.3%	4 30.9%	35 31.4%	296 32.4%	25 54.3%	5 27.2%	6 41.8%	21 53.8%	267 31.5%	67 43.2%	292 31.8%	49 48.0%	322 32.9%	19 44.9%	316 34.0%	20 29.6%
Somewhat disagree	28 2.7%	23 2.7%	5 3.2%	0 -	0 -	0 -	2 15.0%	3 2.7%	23 2.5%	1 2.1%	1 5.5%	1 6.6%	0 -	22 2.6%	5 3.2%	26 2.8%	2 2.0%	26 2.6%	2 4.7%	26 2.8%	1 1.5%
Strongly disagree	18 1.8%	15 1.7%	3 1.9%	0 -	0 -	0 -	0 -	3 2.7%	18 2.0%	0 -	0 -	1 6.9%	0 -	13 1.5%	5 3.1%	12 1.3%	6 5.8%	15 1.5%	3 7.1%	16 1.7%	2 3.0%
Sigma	1020 100.0%	861 100.0%	156 100.0%	8 100.0%	10 100.0%	14 100.0%	13 100.0%	111 100.0%	911 100.0%	46 100.0%	18 100.0%	14 100.0%	39 100.0%	848 100.0%	156 100.0%	919 100.0%	102 100.0%	978 100.0%	42 100.0%	929 100.0%	67 100.0%
Summary																					
Top2Box (Strongly/Somewhat agree)	974 95.5%	823 95.6%	148 94.9%	8 100.0%	10 100.0%	14 100.0%	11 85.0%	105 94.6%	870 95.5%	45 97.9%	17 94.5%	12 86.5%	39 100.0%	813 95.9%	146 93.7%	881 95.9%	94 92.2%	938 95.8%	37 88.2%	887 95.5%	64 95.5%
Low2Box (Strongly/Somewhat disagree)	46 4.5%	38 4.4%	8 5.1%	0 -	0 -	0 -	2 15.0%	6 5.4%	41 4.5%	1 2.1%	1 5.5%	2 13.5%	0 -	35 4.1%	10 6.3%	38 4.1%	8 7.8%	41 4.2%	5 11.8%	42 4.5%	3 4.5%
Mean	3.6	3.6	3.6	3.6	3.9	3.6	3.4	3.6	3.6	3.4	3.6	3.2	3.5	3.6	3.4	3.6	3.3	3.6	3.2	3.6	3.6
Std. Dev.	0.6	0.6	0.7	0.5	0.3	0.5	0.8	0.7	0.6	0.5	0.6	0.9	0.5	0.6	0.7	0.6	0.8	0.6	0.8	0.6	0.7
Std. Err.	0	0	0.1	0.2	0.1	0.1	0.2	0.1	0	0.1	0.1	0.2	0.1	0	0.1	0	0.1	0	0.1	0	0.1

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G - H/I/J/K/L - M/N - O/P - Q/R - S/T Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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Q9. [Shares my beliefs or morals] How much do you agree or disagree with each of the following statements when it comes to the charity you last donated to?

	Born in Canada			Years Lived in Canada					Main Ethnic Background					Past 12 Months		Donation in Next 12		in Past Year		Sexual Orientation	
	Total	Yes	No	<5 years	5-9 years	10-14 years	15-19 years	20+	White	East Asian incl. China	South Asian	Aboriginal/Indian Band/First Nation	China	Yes	No	Likely	Not Likely	Yes	No	Heterosexual	Other
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	
Base: Have donated to a charity	1023	863	157	8	10	14	13	112	914	46	18	14	39	851	155	921	102	981	42	932	67
Weighted	1020	861	156	8**	10**	14**	13**	111	911	46*	18**	14**	39*	848	156	919	102	978	42*	929	67*
Shares my beliefs or morals																					
Strongly agree	513 50.3%	433 50.3%	78 49.9%	3 38.5%	7 71.1%	5 35.7%	6 46.4%	57 50.9%	464 50.9%	14 31.0%	11 61.1%	5 36.2%	12 31.2%	451 53.2%	56 36.2%	484 52.7%	29 28.3%	494 50.5%	19 45.8%	467 50.2%	36 54.0%
Somewhat agree	447 43.8%	382 44.4%	64 40.7%	5 61.5%	2 18.9%	8 57.5%	7 53.6%	42 37.5%	398 43.7%	30 64.8%	5 27.8%	5 35.9%	25 63.8%	355 41.9%	82 53.0%	390 42.4%	57 56.1%	425 43.4%	22 51.9%	410 44.1%	26 38.6%
Somewhat disagree	48 4.7%	37 4.3%	11 6.9%	0 -	1 9.9%	1 6.8%	0 -	9 8.0%	38 4.1%	2 4.3%	2 11.0%	2 14.0%	2 5.1%	34 4.0%	12 7.7%	36 3.9%	12 11.7%	48 4.9%	0 -	42 4.5%	4 5.9%
Strongly disagree	13 1.3%	9 1.0%	4 2.5%	0 -	0 -	0 -	0 -	4 3.6%	12 1.3%	0 -	0 -	2 13.9%	0 -	8 0.9%	5 3.2%	9 1.0%	4 3.9%	12 1.2%	1 2.3%	11 1.2%	1 1.5%
Sigma	1020 100.0%	861 100.0%	156 100.0%	8 100.0%	10 100.0%	14 100.0%	13 100.0%	111 100.0%	911 100.0%	46 100.0%	18 100.0%	14 100.0%	39 100.0%	848 100.0%	156 100.0%	919 100.0%	102 100.0%	978 100.0%	42 100.0%	929 100.0%	67 100.0%
Summary																					
Top2Box (Strongly/Somewhat agree)	960 94.1%	815 94.7%	141 90.5%	8 100.0%	9 90.1%	13 93.2%	13 100.0%	98 88.5%	862 94.6%	44 95.7%	16 89.0%	10 72.1%	37 94.9%	806 95.1%	139 89.2%	874 95.1%	86 84.4%	919 93.9%	41 97.7%	877 94.3%	62 92.6%
Low2Box (Strongly/Somewhat disagree)	60 5.9%	46 5.3%	15 9.5%	0 -	1 9.9%	1 6.8%	0 -	13 11.5%	50 5.4%	2 4.3%	2 11.0%	4 27.9%	2 5.1%	42 4.9%	17 10.8%	45 4.9%	16 15.6%	60 6.1%	1 2.3%	53 5.7%	5 7.4%
Mean	3.4	3.4	3.4	3.4	3.6	3.3	3.5	3.4	3.4	3.3	3.5	2.9	3.3	3.5	3.2	3.5	3.1	3.4	3.4	3.4	3.5
Std. Dev.	0.6	0.6	0.7	0.5	0.7	0.6	0.5	0.8	0.6	0.5	0.7	1.1	0.5	0.6	0.7	0.6	0.7	0.6	0.6	0.6	0.7
Std. Err.	0	0	0.1	0.2	0.2	0.2	0.1	0.1	0	0.1	0.2	0.3	0.1	0	0.1	0	0.1	0	0.1	0	0.1

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G - H/I/J/K/L - M/N - O/P - Q/R - S/T Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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Q10. [Contributes to my local community] How much do you agree or disagree with each of the following statements when it comes to the charity you last donated to?

	Born in Canada			Years Lived in Canada					Main Ethnic Background					Past 12 Months		Donation in Next 12		in Past Year		Sexual Orientation	
	Total	Yes	No	<5 years	5-9 years	10-14 years	15-19 years	20+	White	East Asian incl. China	South Asian	Aboriginal/ Indian Band/First Nation	China	Yes	No	Likely	Not Likely	Yes	No	Heterosexual	Other
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	
Base: Have donated to a charity	1023	863	157	8	10	14	13	112	914	46	18	14	39	851	155	921	102	981	42	932	67
Weighted	1020	861	156	8**	10**	14**	13**	111	911	46*	18**	14**	39*	848	156	919	102	978	42*	929	67*
<b>Contributes to my local community</b>																					
Strongly agree	467	415	52	1	2	6	5	39	437	11	4	6	10	409	51	438	29	450	17	417	40
	45.8%	48.2%	33.5%	12.9%	19.3%	41.2%	38.9%	34.6%	48.0%	23.5%	21.5%	44.0%	25.3%	48.3%	32.5%	47.7%	28.3%	46.0%	40.8%	44.9%	59.4%
Somewhat agree	396	327	68	3	6	7	7	45	339	27	7	5	22	316	75	346	50	378	19	366	21
	38.9%	37.9%	43.4%	36.9%	60.4%	51.3%	53.5%	40.1%	37.2%	58.6%	38.7%	35.6%	56.1%	37.3%	48.5%	37.7%	49.4%	38.6%	45.3%	39.4%	31.4%
Somewhat disagree	117	88	28	3	2	1	1	21	99	6	6	1	5	90	23	102	15	112	5	108	5
	11.5%	10.2%	18.0%	36.3%	20.2%	7.5%	7.6%	19.0%	10.8%	13.5%	34.2%	6.6%	13.4%	10.6%	14.6%	11.1%	14.5%	11.4%	11.6%	11.6%	7.7%
Strongly disagree	40	32	8	1	0	0	0	7	37	2	1	2	2	32	7	32	8	39	1	38	1
	3.9%	3.7%	5.1%	14.0%	-	-	-	6.2%	4.0%	4.4%	5.6%	13.9%	5.2%	3.8%	4.4%	3.5%	7.8%	4.0%	2.3%	4.1%	1.5%
Sigma	1020	861	156	8	10	14	13	111	911	46	18	14	39	848	156	919	102	978	42	929	67
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
<b>Summary</b>																					
Top2Box (Strongly/Somewhat agree)	864	741	120	4	8	13	12	83	776	38	11	11	32	725	126	785	79	828	36	783	61
	84.6%	86.1%	76.8%	49.8%	79.8%	92.5%	92.4%	74.8%	85.2%	82.1%	60.2%	79.5%	81.4%	85.6%	81.0%	85.4%	77.8%	84.6%	86.1%	84.3%	90.8%
Low2Box (Strongly/Somewhat disagree)	157	119	36	4	2	1	1	28	135	8	7	3	7	122	30	134	23	151	6	146	6
	15.4%	13.9%	23.2%	50.2%	20.2%	7.5%	7.6%	25.2%	14.8%	17.9%	39.8%	20.5%	18.6%	14.4%	19.0%	14.6%	22.2%	15.4%	13.9%	15.7%	9.2%
Mean	3.3	3.3	3.1	2.5	3	3.3	3.3	3	3.3	3	2.8	3.1	3	3.3	3.1	3.3	3	3.3	3.2	3.3	3.5
Std. Dev.	0.8	0.8	0.9	0.9	0.7	0.6	0.6	0.9	0.8	0.7	0.9	1.1	0.8	0.8	0.8	0.8	0.9	0.8	0.8	0.8	0.7
Std. Err.	0	0	0.1	0.3	0.2	0.2	0.2	0.1	0	0.1	0.2	0.3	0.1	0	0.1	0	0.1	0	0.1	0	0.1

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G - H/I/J/K/L - M/N - O/P - Q/R - S/T Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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Q11. [Has directly benefited me or someone I know] How much do you agree or disagree with each of the following statements when it comes to the charity you last donated to?

	Demographics													Past 12 Months		Donation in Next 12		in Past Year		Sexual Orientation	
	Total	Born in Canada		Years Lived in Canada					Main Ethnic Background					Yes	No	Likely	Not Likely	Yes	No	Heterosexual	Other
		A	B	<5 years	5-9 years	10-14 years	15-19 years	20+	White	East Asian incl. China	South Asian	Aboriginal/Indian Band/First Nation	China								
				C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Base: Have donated to a charity	1023	863	157	8	10	14	13	112	914	46	18	14	39	851	155	921	102	981	42	932	67
Weighted	1020	861	156	8**	10**	14**	13**	111	911	46*	18**	14**	39*	848	156	919	102	978	42*	929	67*
Has directly benefited me or someone I know																					
Strongly agree	300	262	38	0	1	1	3	33	278	10	3	5	9	260	34	281	19	286	14	270	25
	29.4%	30.4%	24.2%	-	9.5%	6.4%	22.5%	29.7%	30.5%	22.1%	16.3%	34.3%	23.6%	30.7%	22.0%	30.6%	18.4%	29.2%	33.8%	29.0%	37.4%
Somewhat agree	288	248	40	2	2	3	6	27	253	14	5	4	12	233	51	257	32	273	16	265	16
	28.3%	28.8%	25.4%	25.0%	19.3%	22.0%	46.5%	24.0%	27.7%	30.1%	27.6%	28.6%	30.7%	27.4%	32.7%	27.9%	31.3%	27.9%	37.7%	28.5%	23.5%
Somewhat disagree	253	203	48	5	4	4	3	31	219	15	4	2	12	207	41	225	28	247	6	233	13
	24.8%	23.6%	30.5%	63.3%	40.2%	29.5%	22.8%	28.3%	24.0%	32.7%	21.9%	14.3%	30.7%	24.5%	26.6%	24.5%	27.7%	25.2%	14.0%	25.0%	19.6%
Strongly disagree	179	148	31	1	3	6	1	20	162	7	6	3	6	147	29	156	23	173	6	162	13
	17.6%	17.2%	19.8%	11.7%	31.0%	42.1%	8.2%	17.9%	17.8%	15.1%	34.2%	22.8%	15.0%	17.4%	18.8%	17.0%	22.6%	17.7%	14.5%	17.4%	19.6%
Sigma	1020	861	156	8	10	14	13	111	911	46	18	14	39	848	156	919	102	978	42	929	67
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Summary																					
Top2Box (Strongly/Somewhat agree)	588	510	78	2	3	4	9	60	531	24	8	9	21	493	85	538	51	558	30	534	41
	57.6%	59.2%	49.7%	25.0%	28.9%	28.4%	69.0%	53.8%	58.2%	52.2%	43.9%	62.9%	54.3%	58.2%	54.6%	58.5%	49.7%	57.1%	71.5%	57.5%	60.8%
Low2Box (Strongly/Somewhat disagree)	432	351	79	6	7	10	4	51	381	22	10	5	18	355	71	381	51	420	12	395	26
	42.4%	40.8%	50.3%	75.0%	71.1%	71.6%	31.0%	46.2%	41.8%	47.8%	56.1%	37.1%	45.7%	41.8%	45.4%	41.5%	50.3%	42.9%	28.5%	42.5%	39.2%
Mean	2.7	2.7	2.5	2.1	2.1	1.9	2.8	2.7	2.7	2.6	2.3	2.7	2.6	2.7	2.6	2.7	2.5	2.7	2.9	2.7	2.8
Std. Dev.	1.1	1.1	1.1	0.6	1	1	0.9	1.1	1.1	1	1.1	1.2	1	1.1	1	1.1	1	1.1	1	1.1	1.2
Std. Err.	0	0	0.1	0.2	0.3	0.3	0.3	0.1	0	0.1	0.3	0.3	0.2	0	0.1	0	0.1	0	0.2	0	0.1

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G - H/I/J/K/L - M/N - O/P - Q/R - S/T Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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