

1. How will your giving to charities in 2022 compare to what you gave in 2021?

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1000	109	95	95	367	233	101	255	184	263	254	284	716
Base: All Respondents (wtd)	1000	134	113	62	385	239	67	292	199	245	217	262	738
I will give more to charities this year	130	22	19	7	38	35	9	33	34	30	29	43	87
	13%	16%	17%	12%	10%	14%	14%	11%	17%	12%	13%	16%	12%
		*	*	*			*						
I will give less to charities this year	198	29	25	11	69	51	12	53	44	55	38	65	133
	20%	22%	22%	18%	18%	21%	19%	18%	22%	22%	18%	25%	18%
		*	*	*			*					L	
I will give the same amount to charities this year	449	53	48	27	206	80	34	108	85	121	118	106	343
	45%	39%	43%	44%	54%	34%	51%	37%	43%	49%	55%	40%	46%
		*	*	*	AE		E*			G	GH		
I do not give to charities	224	31	21	16	72	73	11	97	37	39	32	48	176
	22%	23%	19%	26%	19%	30%	17%	33%	18%	16%	15%	18%	24%
		*	*	*		BDF	*	HIJ					
Sigma	1000	134	113	62	385	239	67	292	199	245	217	262	738
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L

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

- Column Means:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L

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

2x. Why will you give more to charities this year?

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Answering (unwtd)	132	15	16	12	38	38	13	31	32	34	31	45	87
Base: All Answering (wtd)	130	22	19	7	38	35	9	33	34	30	29	43	87
I want to support Canadians negatively impacted by the pandemic	37	6	4	1	8	16	1	7	10	14	4	14	23
	28%	27%	19%	12%	22%	47%	15%	20%	28%	48%	15%	32%	26%
		**	**	**	*	D*	**	**	**	**	**	*	*
I want to support Canadians negatively impacted by the rising cost of living	46	8	7	3	13	13	3	11	16	9	11	18	29
	36%	35%	37%	36%	34%	38%	34%	33%	45%	29%	38%	41%	33%
		**	**	**	*	*	**	**	**	**	**	*	*
I have given more or intend to give more in 2022 due to an urgent crisis (e.g. Ukraine, floods in Pakistan, Hurricane Fiona relief, etc.)	67	8	12	4	21	17	4	11	20	20	15	22	46
	52%	38%	64%	58%	56%	50%	45%	33%	58%	67%	54%	51%	53%
		**	**	**	*	*	**	**	**	**	**	*	*
Some other reason	20	7	3	1	6	1	2	7	3	3	6	2	18
	15%	30%	14%	11%	15%	4%	26%	20%	7%	9%	20%	5%	20%
		**	**	**	*	*	**	**	**	**	**	*	K*
Sigma	170	28	26	9	48	48	11	35	47	46	36	55	115
	131%	131%	133%	117%	128%	139%	119%	106%	139%	153%	127%	128%	132%

Statistics:

Overlap formulae used

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- Column Means:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J/K/L

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

2y. Why will you give less to charities this year?

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Answering (unwtd)	198	23	19	18	71	51	16	46	39	60	47	70	128
Base: All Answering (wtd)	198	29	25	11	69	51	12	53	44	55	38	65	133
The pandemic has negatively impacted my finances	61	8	9	1	19	19	5	15	12	20	13	22	39
	31%	27%	36%	9%	27%	38%	39%	29%	27%	36%	35%	34%	29%
		**	**	**	*	*	**	*	**	*	*	*	*
The rising cost of living has negatively impacted my finances	146	24	22	9	51	30	10	35	31	44	29	53	93
	74%	84%	89%	79%	74%	58%	79%	66%	72%	79%	76%	82%	70%
		**	**	**	*	*	**	*	**	*	*	*	*
It's not a priority for me this year	20	-	-	2	8	10	-	9	3	4	4	3	16
	10%	-	-	16%	12%	19%	-	18%	8%	6%	9%	5%	12%
		**	**	**	*	*	**	*	**	*	*	*	*
Some other reason	17	5	-	1	6	5	*	7	4	2	4	3	14
	9%	16%	-	5%	8%	10%	4%	14%	8%	4%	9%	4%	11%
		**	**	**	*	*	**	*	**	*	*	*	*
Sigma	243	37	31	12	84	64	15	67	50	69	49	81	162
	123%	127%	125%	109%	122%	125%	122%	127%	114%	125%	129%	125%	122%

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3. Will you use charitable services in the next six months to meet your essential needs (e.g. food, shelter, clothing, etc.)?

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
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		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1000	109	95	95	367	233	101	255	184	263	254	284	716
Base: All Respondents (wtd)	1000	134	113	62	385	239	67	292	199	245	217	262	738
I will not need to access charitable services to meet essential needs	776	109	79	45	315	176	50	190	145	211	186	190	585
	78%	82%	70%	73%	82%	74%	75%	65%	73%	86%	86%	73%	79%
		*	*	*	BE		*			GH	GH		K
I will access charitable services to meet essential needs	224	25	34	17	69	63	17	101	54	34	31	71	153
	22%	18%	30%	27%	18%	26%	25%	35%	27%	14%	14%	27%	21%
		*	D*	*		D	*	IJ	IJ			L	
Sigma	1000	134	113	62	385	239	67	292	199	245	217	262	738
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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