

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

	Total	Gender			AGE			EDUCATION				Generation			
		Male	Female	Other/Pref er not to answer	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Gen Z	Millennial	Gen X	Boomer
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All Respondents (unwtd)	1000	462	535	3	282	366	352	55	194	404	347	101	326	266	307
Base: All Respondents (wtd)	1000	488	509	3	281	346	373	146	276	335	243	115	302	257	326
I will give more to charities this year	130	69	61	-	73	30	27	21	33	43	33	39	52	15	24
	13%	14%	12%	-	26%	9%	7%	14%	12%	13%	14%	34%	17%	6%	7%
				**	EF			*				LMN*	MN		
I will give less to charities this year	198	102	96	-	45	77	76	33	42	73	49	17	59	55	66
	20%	21%	19%	-	16%	22%	20%	23%	15%	22%	20%	14%	20%	21%	20%
				**				*				*			
I will give the same amount to charities this year	449	216	232	1	103	153	194	49	126	144	130	36	127	114	172
	45%	44%	45%	46%	36%	44%	52%	33%	46%	43%	53%	31%	42%	44%	53%
				**			D	*			GI	*		K	KL
I do not give to charities	224	100	122	2	61	87	76	43	74	75	31	24	63	73	63
	22%	21%	24%	54%	22%	25%	20%	30%	27%	22%	13%	21%	21%	28%	19%
				**				J*	J	J		*		N	
Sigma	1000	488	509	3	281	346	373	146	276	335	243	115	302	257	326
	100%	100%	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/M/N

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

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

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

	Total	Gender			AGE			EDUCATION				Generation			
		Male	Female	Other/Pref er not to answer	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Gen Z	Millennial	Gen X	Boomer
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All Answering (unwtd)	132	67	65	-	74	31	27	8	23	51	50	37	55	15	25
Base: All Answering (wtd)	130	69	61	-	73	30	27	21	33	43	33	39	52	15	24
I want to support Canadians negatively impacted by the pandemic	37	22	15	-	18	11	7	4	9	17	6	12	14	4	6
	28%	32%	24%	-	24%	38%	28%	18%	28%	40%	18%	31%	27%	24%	27%
		*	*			**	**	**	**	J*	*	*	*	**	**
I want to support Canadians negatively impacted by the rising cost of living	46	23	23	-	28	9	10	-	12	20	14	16	17	7	7
	36%	34%	38%	-	38%	29%	36%	-	37%	47%	42%	40%	32%	50%	29%
		*	*			**	**	**	**	*	*	*	*	**	**
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	44	24	-	41	15	12	16	14	20	19	19	31	6	12
	52%	63%	39%	-	55%	48%	47%	75%	41%	46%	56%	48%	58%	39%	52%
		B*	*			**	**	**	**	*	*	*	*	**	**
Some other reason	20	6	14	-	8	5	6	5	3	6	5	5	6	2	6
	15%	9%	22%	-	11%	16%	24%	25%	10%	15%	15%	13%	12%	14%	27%
		*	*			**	**	**	**	*	*	*	*	**	**
Sigma	170	95	75	-	95	40	36	24	39	64	43	51	68	19	32
	131%	138%	123%	-	130%	131%	135%	118%	116%	148%	131%	133%	129%	127%	135%

Statistics:

Overlap formulae used

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

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

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

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

	Total	Gender			AGE			EDUCATION				Generation			
		Male	Female	Other/Pref er not to answer	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Gen Z	Millennial	Gen X	Boomer
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All Answering (unwtd)	198	97	101	-	42	84	72	13	29	87	69	11	63	63	61
Base: All Answering (wtd)	198	102	96	-	45	77	76	33	42	73	49	17	59	55	66
The pandemic has negatively impacted my finances	61	37	23	-	18	24	19	8	15	18	19	7	21	16	16
	31%	37%	24%	-	41%	31%	24%	25%	36%	25%	38%	44%	35%	30%	24%
		*	*		**	*	*	**	**	*	*	**	*	*	*
The rising cost of living has negatively impacted my finances	146	75	71	-	25	59	62	19	33	60	34	7	39	46	53
	74%	74%	74%	-	56%	77%	81%	56%	78%	82%	70%	45%	66%	83%	80%
		*	*		**	*	*	**	**	*	*	**	*	*	*
It's not a priority for me this year	20	9	11	-	10	5	4	7	5	4	4	7	5	4	4
	10%	9%	11%	-	23%	7%	6%	21%	11%	5%	9%	42%	8%	7%	7%
		*	*		**	*	*	**	**	*	*	**	*	*	*
Some other reason	17	10	7	-	6	4	6	6	3	4	3	-	9	2	6
	9%	10%	7%	-	14%	6%	8%	18%	7%	6%	7%	-	15%	3%	10%
		*	*		**	*	*	**	**	*	*	**	M*	*	*
Sigma	243	132	112	-	59	93	92	40	56	86	61	22	73	68	80
	123%	129%	117%	-	132%	121%	120%	121%	132%	118%	124%	132%	124%	123%	120%

Statistics:

Overlap formulae used

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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

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

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

	Total	Gender			AGE			EDUCATION				Generation			
		Male	Female	Other/Pref er not to answer	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Gen Z	Millennial	Gen X	Boomer
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All Respondents (unwtd)	1000	462	535	3	282	366	352	55	194	404	347	101	326	266	307
Base: All Respondents (wtd)	1000	488	509	3	281	346	373	146	276	335	243	115	302	257	326
I will not need to access charitable services to meet essential needs	776	356	418	2	183	255	337	95	202	271	208	74	213	191	298
	78%	73%	82%	54%	65%	74%	90%	65%	73%	81%	86%	64%	71%	74%	91%
			A	**		D	DE	*		GH	GH	*			KLM
I will access charitable services to meet essential needs	224	132	91	1	98	91	36	51	74	64	35	41	88	66	28
	22%	27%	18%	46%	35%	26%	10%	35%	27%	19%	14%	36%	29%	26%	9%
		B		**	EF	F		IJ*	IJ			N*	N	N	
Sigma	1000	488	509	3	281	346	373	146	276	335	243	115	302	257	326
	100%	100%	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/M/N

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

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