

Please select up to five top causes that you are prioritizing through financial donations 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)	756	346	404	6	185	304	267	27	103	275	351	48	278	206	224
Base: All Answering (wtd)	726	361	358	7	212	243	271	100	184	237	205	74	246	179	228
Homelessness	219	110	107	2	69	68	82	32	61	68	57	22	76	55	67
	30%	30%	30%	36%	32%	28%	30%	32%	33%	29%	28%	29%	31%	31%	29%
				**				**	*			*			
Mental Health	253	124	126	3	78	91	85	38	67	82	65	21	97	69	65
	35%	34%	35%	42%	37%	37%	31%	38%	37%	35%	32%	29%	40%	39%	29%
Refugees/Newcomers to Canada (e.g. from Ukraine, East Africa, etc.)				**				**	*			*	N		
	87	40	46	*	33	28	26	11	23	23	30	7	42	17	21
	12%	11%	13%	6%	16%	12%	10%	11%	13%	10%	14%	10%	17%	9%	9%
Climate Change				**				**	*			*	N		
	124	55	68	1	39	47	38	15	28	39	41	13	42	35	33
	17%	15%	19%	17%	19%	19%	14%	15%	15%	17%	20%	18%	17%	20%	15%
Opioid/Drug Abuse				**				**	*			*			
	46	29	17	-	14	18	14	6	14	11	15	8	12	13	13
	6%	8%	5%	-	7%	7%	5%	6%	7%	5%	8%	10%	5%	7%	6%
Anti-Racism/Social Justice				**				**	*			*			
	64	30	31	4	29	21	14	7	13	18	27	12	26	16	10
	9%	8%	9%	54%	14%	9%	5%	7%	7%	7%	13%	17%	11%	9%	4%
Crisis Relief (e.g. earthquake, hurricane, flooding, Ukraine war relief, Israel-Hamas war relief, etc.)				**	F			**	*		I	N*	N		
	160	78	82	1	51	59	51	10	35	54	62	16	59	40	45
	22%	22%	23%	17%	24%	24%	19%	10%	19%	23%	30%	22%	24%	23%	20%
Food Insecurity				**				**	*			HI	*		
	252	113	136	3	68	94	90	24	67	93	68	20	88	70	74
	35%	31%	38%	42%	32%	39%	33%	24%	36%	39%	33%	27%	36%	39%	32%
Indigenous Communities/Reconciliation				**				**	*			*			
	48	23	25	-	19	15	13	4	15	12	17	11	20	5	11
	7%	6%	7%	-	9%	6%	5%	4%	8%	5%	8%	15%	8%	3%	5%
Physical Health (e.g. cancer, Alzheimer's, heart disease, etc.)				**				**	*			M*	M		
	333	157	172	5	80	101	152	38	104	106	85	30	89	83	131
	46%	43%	48%	69%	38%	42%	56%	38%	57%	45%	42%	40%	36%	46%	58%
Religion				**			DE	**	IJ*			*			LM
	104	51	53	1	16	31	57	-	25	39	41	6	25	23	50
	14%	14%	15%	17%	8%	13%	21%	-	14%	16%	20%	9%	10%	13%	22%
Animals				**			DE	**	*			*			LM
	192	71	121	-	36	73	83	32	54	63	43	13	44	62	73
	26%	20%	34%	-	17%	30%	30%	32%	29%	26%	21%	17%	18%	35%	32%
Arts and Culture		A	**			D	D	**	*			*		L	L
	36	22	15	-	10	13	14	-	8	12	17	1	16	8	11
	5%	6%	4%	-	5%	5%	5%	-	4%	5%	8%	1%	7%	5%	5%
Education				**				**	*			*			
	145	75	69	1	72	44	30	24	27	44	50	21	72	29	23
	20%	21%	19%	17%	34%	18%	11%	24%	15%	19%	25%	28%	29%	16%	10%
Other				**	EF	F		**	*		H	N*	MN		
	84	43	41	1	7	33	44	9	24	33	19	1	23	21	39
	12%	12%	11%	8%	3%	14%	16%	9%	13%	14%	9%	2%	9%	12%	17%
Sigma				**		D	D	**	*			*			KL
	2148	1018	1108	22	621	736	792	249	565	697	637	203	732	546	667
	296%	282%	309%	328%	292%	303%	292%	249%	307%	294%	310%	273%	298%	306%	293%

Do you talk to the children in your life (e.g. your children, grandchildren, nieces/nephews, neighbours, etc. under the age of 18 years of age) about the importance of giving and how they can support their favourite charitable causes?

[illegible]

Have you volunteered in the last six months?

[illegible]

If you have to cut back on spending due to personal finance concerns, where will you cut expenses this holiday/giving season?

[illegible]