

Please select up to five top causes that you are prioritizing through financial donations this year.

	REGION							HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	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)	756	93	81	76	284	168	54	145	113	230	219	248	508
Base: All Answering (wtd)	726	105	85	46	273	169	49	177	121	211	166	222	504
Homelessness	219	39	27	13	82	43	14	60	39	60	42	56	163
	30%	38%	32%	29%	30%	26%	29%	34%	33%	28%	25%	25%	32%
Mental Health	253	36	30	15	92	60	20	53	45	77	58	83	171
	35%	35%	35%	34%	34%	36%	41%	30%	38%	37%	35%	37%	34%
Refugees/Newcomers to Canada (e.g. from Ukraine, East Africa, etc.)	87	11	7	3	37	26	1	23	13	25	23	37	50
	12%	11%	9%	7%	14%	16%	3%	13%	11%	12%	14%	17%	10%
Climate Change	124	15	13	4	45	38	9	33	17	44	24	41	82
	17%	14%	16%	9%	17%	22%	18%	19%	14%	21%	14%	18%	16%
Opioid/Drug Abuse	46	6	6	2	22	10	-	19	6	7	12	10	36
	6%	6%	7%	5%	8%	6%	-	11%	5%	3%	7%	5%	7%
Anti-Racism/Social Justice	64	13	8	1	22	18	2	10	16	16	17	24	41
	9%	13%	10%	3%	8%	10%	5%	6%	13%	7%	10%	11%	8%
Crisis Relief (e.g. earthquake, hurricane, flooding, Ukraine war relief, Israel-Hamas war relief, etc.)	160	23	21	5	66	34	10	35	26	49	43	47	113
	22%	22%	25%	12%	24%	20%	22%	20%	21%	23%	26%	21%	22%
Food Insecurity	252	42	30	10	99	55	15	67	46	76	43	66	185
	35%	40%	35%	23%	36%	32%	32%	38%	38%	36%	26%	30%	37%
Indigenous Communities/Reconciliation	48	15	5	2	14	8	3	11	11	7	13	21	27
	7%	15%	6%	5%	5%	5%	7%	6%	9%	3%	8%	9%	5%
Physical Health (e.g. cancer, Alzheimer's, heart disease, etc.)	333	46	30	25	134	76	22	77	64	96	70	77	256
	46%	44%	35%	55%	49%	45%	46%	44%	53%	46%	42%	35%	51%
Religion	104	16	11	10	50	12	5	21	21	29	24	27	78
	14%	15%	13%	23%	18%	7%	10%	12%	18%	14%	15%	12%	15%
Animals	192	25	24	14	69	50	10	49	32	63	36	46	146
	26%	24%	29%	30%	25%	29%	21%	28%	27%	30%	21%	21%	29%
Arts and Culture	36	1	8	3	10	9	5	6	2	12	17	15	22
	5%	1%	10%	6%	4%	5%	10%	3%	1%	6%	10%	7%	4%
Education	145	32	28	4	37	35	8	30	25	52	30	69	77
	20%	31%	33%	9%	14%	21%	17%	17%	21%	25%	18%	31%	15%
Other	84	16	6	9	35	13	6	21	10	21	26	17	68
	12%	15%	7%	19%	13%	8%	12%	12%	8%	10%	16%	8%	13%
Sigma	2148	339	255	122	814	486	132	515	374	635	478	635	1513
	296%	323%	300%	268%	298%	289%	270%	292%	309%	301%	288%	286%	300%

Have you volunteered in the last six months?

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Base: All Respondents (unwtd)	1001	116	104	100	371	239	71	233	162	277	266	295	706
Base: All Respondents (wtd)	1001	134	113	62	385	239	67	291	174	261	208	267	734
Yes, I have volunteered my time at a charity or non-profit	207	25	30	7	87	42	15	55	35	53	54	59	149
	21%	19%	27%	12%	23%	18%	23%	19%	20%	20%	26%	22%	20%
		*	C*	*			*						
Yes, I have volunteered my time in support of mutual aid networks (sharing resources directly with your community outside formal organizations)	115	17	21	6	32	36	3	30	15	37	31	59	55
	11%	13%	18%	10%	8%	15%	4%	10%	9%	14%	15%	22%	8%
		*	DF*	*		DF	*					L	
Yes, I have volunteered my time at a protest	54	8	5	1	17	20	3	20	5	14	15	29	25
	5%	6%	5%	2%	5%	8%	4%	7%	3%	5%	7%	11%	3%
		*	*	*			*					L	
No, I haven't volunteered my time	662	92	62	49	262	149	48	195	124	167	120	136	526
	66%	69%	55%	78%	68%	62%	71%	67%	71%	64%	58%	51%	72%
		*	*	BE*	B		*		J				K
Sigma	1038	143	118	64	398	247	69	301	178	272	220	283	755
	104%	106%	104%	103%	103%	103%	102%	104%	102%	104%	106%	106%	103%

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

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Base: All Respondents (unwtd)	1001	116	104	100	371	239	71	233	162	277	266	295	706
Base: All Respondents (wtd)	1001	134	113	62	385	239	67	291	174	261	208	267	734
I do not expect to cut back on spending this holiday season	239	18	27	15	99	57	23	41	48	71	61	47	192
	24%	14%	24%	24%	26%	24%	35%	14%	27%	27%	29%	18%	26%
		*	*	*	A		A*		G	G	G		K
I do not celebrate the holiday season	100	25	11	4	26	31	2	53	11	27	7	16	84
	10%	19%	10%	7%	7%	13%	3%	18%	7%	10%	3%	6%	11%
		DF*	*	*		D	*	HIJ		J			K
Expenses around family/friend gatherings such as food, decor, activities, etc.	244	40	18	18	96	51	22	93	45	54	44	67	177
	24%	30%	16%	29%	25%	22%	32%	32%	26%	21%	21%	25%	24%
		*	*	*			B*	IJ					
Holiday gift-giving among family, friends, neighbours, coworkers, etc.	348	40	35	22	134	91	27	99	68	78	83	87	260
	35%	29%	31%	35%	35%	38%	40%	34%	39%	30%	40%	33%	35%
		*	*	*			*				I		
Donating to charities during the holiday season	167	17	19	12	64	38	16	39	27	54	34	53	114
	17%	13%	17%	20%	17%	16%	24%	13%	15%	21%	16%	20%	15%
		*	*	*			*						
Travel expenses to visit family and friends who live far away	174	24	36	9	60	28	17	58	26	40	35	63	110
	17%	18%	32%	14%	16%	12%	25%	20%	15%	15%	17%	24%	15%
		*	CDE*	*			E*					L	
I will cut back in some other way	179	30	12	15	76	37	9	52	29	41	37	59	120
	18%	23%	10%	24%	20%	15%	14%	18%	17%	16%	18%	22%	16%
		*	*	B*			*						
Sigma	1451	194	158	94	555	333	116	434	255	364	302	393	1058
	145%	145%	139%	152%	144%	139%	174%	149%	146%	140%	145%	147%	144%