

**Which one of these two views is closest to your own, that there is an increasing need for private philanthropy or that public sources are sufficient?**

Proportions/Mean: Columns Tested (5% risk level) - A/B/C - D/E

\* small base

		REGION			GENDER	
	Total	West	Central	East	Male	Female
		A	B	C	D	E
Base: All respondents	300	82*	182	36*	135	165
Private philanthropy	220	58	132	30	96	124
	73.3%	70.7%	72.5%	83.3%	71.1%	75.2%
Public sources are sufficient	51	16	31	4	26	25
	17.0%	19.5%	17.0%	11.1%	19.3%	15.2%
Both equally	14	3	10	1	6	8
	4.7%	3.7%	5.5%	2.8%	4.4%	4.8%
Neither	7	2	5	0	5	2
	2.3%	2.4%	2.7%	-	3.7%	1.2%
(DK/NS)	8	3	4	1	2	6
	2.7%	3.7%	2.2%	2.8%	1.5%	3.6%

*If you personally were ever in a position to establish a private foundation, which one social priority would you be most likely to support?*

Proportions/Mean: Columns Tested (5% risk level) - A/B/C - D/E

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	Total	REGION			GENDER	
		West A	Central B	East C	Male D	Female E
Base: All respondents	300	82*	182	36*	135	165
Healthcare (unspecified)	78 26.0%	17 20.7%	52 28.6%	9 25.0%	34 25.2%	44 26.7%
Education (unspecified)	65 21.7%	14 17.1%	41 22.5%	10 27.8%	37 27.4%	28 17.0%
Arts/ theatre	55 18.3%	14 17.1%	37 20.3%	4 11.1%	24 17.8%	31 18.8%
Under privileged children (incl. children's aid, youth programs)	32 10.7%	8 9.8%	18 9.9%	6 16.7%	14 10.4%	18 10.9%
Post-secondary education (incl. University, scholarships)	30 10.0%	11 13.4%	14 7.7%	5 13.9%	10 7.4%	20 12.1%
Environment (unspecified)	27 9.0%	2 2.4%	21 11.5%	4 11.1%	11 8.1%	16 9.7%
Religion (incl. religious organizations)	22 7.3%	7 8.5%	13 7.1%	2 5.6%	15 11.1%	7 4.2%
Under privileged people	19 6.3%	4 4.9%	11 6.0%	4 11.1%	13 9.6%	6 3.6%
Medical research (unspecified)	17 5.7%	5 6.1%	9 4.9%	3 8.3%	6 4.4%	11 6.7%
Social services (unspecified)	17 5.7%	3 3.7%	14 7.7%	0 -	13 9.6%	4 2.4%
Other healthcare mentions	14 4.7%	6 7.3%	7 3.8%	1 2.8%	6 4.4%	8 4.8%
Protection of ecological lands/ nature	9 3.0%	2 2.4%	7 3.8%	0 -	2 1.5%	7 4.2%
Disabled people	9 3.0%	1 1.2%	4 2.2%	4 11.1%	1 0.7%	8 4.8%
Other social services mentions	9 3.0%	4 4.9%	5 2.7%	0 -	4 3.0%	5 3.0%

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		West A	Central B	East C	Male D	Female E
Secondary education	9 3.0%	3 3.7%	6 3.3%	0 -	3 2.2%	6 3.6%
Cancer research (all mentions)	9 3.0%	3 3.7%	4 2.2%	2 5.6%	3 2.2%	6 3.6%
Animal welfare (incl. endangered species)	9 3.0%	2 2.4%	7 3.8%	0 -	2 1.5%	7 4.2%
Battered women	8 2.7%	4 4.9%	3 1.6%	1 2.8%	1 0.7%	7 4.2%
Medical equipment	8 2.7%	4 4.9%	3 1.6%	1 2.8%	2 1.5%	6 3.6%
Heritage/ cultural	8 2.7%	1 1.2%	5 2.7%	2 5.6%	4 3.0%	4 2.4%
Equal education for everyone regardless of social status	8 2.7%	3 3.7%	5 2.7%	0 -	2 1.5%	6 3.6%
Hospital Funding	6 2.0%	2 2.4%	4 2.2%	0 -	4 3.0%	2 1.2%
Other environment mentions	6 2.0%	1 1.2%	4 2.2%	1 2.8%	3 2.2%	3 1.8%
Children's healthcare (incl. juvenile diabetes)	6 2.0%	1 1.2%	4 2.2%	1 2.8%	1 0.7%	5 3.0%
Other education mentions	6 2.0%	3 3.7%	3 1.6%	0 -	2 1.5%	4 2.4%
Affordable Housing	5 1.7%	1 1.2%	4 2.2%	0 -	3 2.2%	2 1.2%
Canadian Cancer Society (incl. Cancer Society)	5 1.7%	2 2.4%	3 1.6%	0 -	1 0.7%	4 2.4%
Literacy	4 1.3%	0 -	3 1.6%	1 2.8%	0 -	4 2.4%
Healthcare staff (incl. doctors, nurses, etc.)	4 1.3%	1 1.2%	3 1.6%	0 -	0 -	4 2.4%

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Private schools	3 1.0%	2 2.4%	1 0.5%	0 -	1 0.7%	2 1.2%
Cardiovascular research (incl. cardiovascular conditions)	3 1.0%	1 1.2%	2 1.1%	0 -	0 -	3 1.8%
Diabetes research	2 0.7%	1 1.2%	1 0.5%	0 -	0 -	2 1.2%
Alzheimer's	2 0.7%	1 1.2%	1 0.5%	0 -	1 0.7%	1 0.6%
Single mothers	2 0.7%	2 2.4% B	0 -	0 -	2 1.5%	0 -
Child abuse	2 0.7%	0 -	2 1.1%	0 -	0 -	2 1.2%
Third World Development	2 0.7%	1 1.2%	1 0.5%	0 -	1 0.7%	1 0.6%
Heart and Stroke foundation	2 0.7%	1 1.2%	0 -	1 2.8% B	0 -	2 1.2%
Crime prevention	1 0.3%	1 1.2%	0 -	0 -	1 0.7%	0 -
Other	7 2.3%	4 4.9%	3 1.6%	0 -	3 2.2%	4 2.4%
(DK/NS)	18 6.0%	7 8.5%	8 4.4%	3 8.3%	12 8.9%	6 3.6%

***Have you or anyone in your household ever considered endowing a private foundation as a means to establish a permanent philanthropic legacy?***

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Base: All respondents	300	82*	182	36*	135	165
Yes	54 18.0%	11 13.4%	35 19.2%	8 22.2%	27 20.0%	27 16.4%
No	245 81.7%	71 86.6%	146 80.2%	28 77.8%	108 80.0%	137 83.0%
(DK/NS)	1 0.3%	0 -	1 0.5%	0 -	0 -	1 0.6%