

Thinking about the time of year you make donations to charitable or not-for-profit organizations, would you say you're more likely to make donations during the holiday season, less likely to donate at this time, or do you generally not pay attention to what time of year it is?

Proportions/Mean: Columns Tested (5% risk level) - A/D/E - B/C/D/E - F/G - H/I/J - K/L/M - N/O/P/Q - R/S * small base

	Total	Region					Gender		Age			Education			Income				Employment Status	
		LM A	V/B B	SLM C	Isl D	Int E	M F	F G	18-34 H	35-54 I	55+ J	HS K	PSec L	Unv M	<30 N	30-<60 O	60-<100 P	100+ Q	Empl. R	Not Empl. S
Base: All respondents	800	500	227	273	110	190	400	400	187	329	260	220	318	249	150	222	200	134	553	242
Weighted	800	457	210	248	148*	195	391	409	281	213	291	229	322	239	160	235	194	122	533	264
Much more likely	81 10%	37 8%	14 7%	24 10%	17 11%	27 14% AB	37 10%	44 11%	34 12%	17 8%	29 10%	23 10%	39 12%	18 8%	20 12%	23 10%	21 11%	13 10%	57 11%	24 9%
Somewhat more likely	91 11%	56 12%	31 15%	25 10%	17 11%	19 10%	35 9%	57 14% F	36 13%	21 10%	34 12%	26 12%	33 10%	30 13%	21 13%	26 11%	22 11%	14 12%	63 12%	28 11%
Don't pay much attention to time of year	544 68%	319 70%	145 69%	174 70%	100 67%	125 64%	285 73% G	259 63%	184 66%	149 70%	199 68%	154 67%	218 68%	167 70%	93 58%	161 69%	136 70% N	85 70%	362 68%	179 68%
Somewhat less likely	33 4%	17 4%	12 5%	6 2%	8 5%	8 4%	13 3%	20 5%	13 5%	8 4%	12 4%	8 4%	11 4%	13 6%	8 5%	15 7% Q	6 3%	1 1%	21 4%	12 5%
Much less likely	45 6%	23 5%	7 4%	16 6%	7 5%	15 8%	17 4%	28 7%	14 5%	16 7%	15 5%	14 6%	19 6%	9 4%	17 10% OP	9 4%	7 4%	7 6%	26 5%	19 7%
(DK/NS)	6 1%	5 1%	1 1%	4 1%	0 -	1 0%	5 1%	1 0%	0 -	3 1%	3 1%	3 1%	1 0%	1 1%	1 1%	1 0%	1 1%	1 1%	4 1%	2 1%
Summary																				
Top2Box (More likely)	172 22%	93 20%	44 21%	49 20%	33 23%	46 24%	72 18%	100 25%	70 25%	38 18%	63 22%	50 22%	72 22%	48 20%	41 26%	50 21%	43 22%	27 22%	120 23%	52 20%
Low2Box (Less likely)	78 10%	41 9%	19 9%	22 9%	15 10%	23 12%	30 8%	48 12%	27 10%	24 11%	26 9%	22 10%	30 9%	22 9%	24 15% PQ	24 10%	13 7%	8 7%	47 9%	31 12%

When you think about donating money to a charitable or not-for-profit organization during the coming holiday season, what is the FIRST organization you think of? What other organizations come to mind when you consider donating money? cg3c. What other organizations come to mind when you consider donating money? [Total Mentions]

Proportions/Mean: Columns Tested (5% risk level) - A/D/E - B/C/D/E - F/G - H/I/J - K/L/M - N/O/P/Q - R/S * small base

	Total	Region					Gender		Age			Education			Income				Employment Status	
		LM	V/B	SLM	Isl	Int	M	F	18-34	35-54	55+	HS	PSec	Unv	<30	30-<60	60-<100	100+	Empl.	Not Empl.
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S
Base: All respondents	800	500	227	273	110	190	400	400	187	329	260	220	318	249	150	222	200	134	553	242
Weighted	800	457	210	248	148*	195	391	409	281	213	291	229	322	239	160	235	194	122	533	264
Salvation Army	325	173	79	94	71	81	170	155	100	76	144	79	145	97	62	93	85	53	204	120
	41%	38%	38%	38%	48%	42%	43%	38%	36%	36%	50% HI	35%	45% K	40%	39%	40%	44%	43%	38%	45%
Cancer Society- unspecified	192	97	37	60	41	54	89	103	63	55	70	63	78	48	35	60	48	28	124	68
	24%	21%	18%	24%	28%	28% B	23%	25%	22%	26%	24%	28%	24%	20%	22%	25%	25%	23%	23%	26%
Food Banks	186	88	34	54	42	56	72	114	70	46	68	44	84	58	38	54	53	25	132	54
	23%	19%	16%	22%	28% B	29% AB	18%	28% F	25%	21%	23%	19%	26%	24%	24%	23%	27%	20%	25%	21%
Children's Hospital	116	72	38	34	17	27	46	70	67	27	21	29	51	36	23	45	24	17	83	32
	14%	16%	18%	14%	12%	14%	12%	17% F	24% IJ	12% J	7%	12%	16%	15%	14%	19%	12%	14%	16%	12%
Churches- unspecified	104	76	30	47	9	19	47	57	26	23	52	19	32	51	14	31	28	19	68	36
	13%	17% DE	14%	19% DE	6%	10%	12%	14%	9%	11%	18% HI	8%	10%	21% KL	9%	13%	14%	16%	13%	14%
United Way	82	54	32	22	12	15	50	32	27	35	18	10	41	30	10	21	22	23	70	10
	10%	12%	15% CE	9%	8%	8%	13% G	8%	10%	16% HJ	6%	4%	13% K	12% K	6%	9%	11%	19% NO	13% S	4%
Heart & Stroke Foundation- unspecified	67	32	7	24	14	21	26	40	20	18	26	21	27	18	13	23	12	10	41	26
	8%	7%	4%	10% B	9%	11% B	7%	10%	7%	8%	9%	9%	8%	8%	8%	10%	6%	8%	8%	10%
Diabetes Association	55	32	10	21	16	8	25	30	19	14	20	20	22	12	8	20	13	6	30	25
	7%	7%	5%	9%	11%	4%	6%	7%	7%	7%	7%	9%	7%	5%	5%	9%	7%	5%	6%	9%
SPCA/ Humane Society	48	24	13	10	10	15	12	36	19	14	16	17	23	8	20	12	8	4	30	19
	6%	5%	6%	4%	6%	8%	3%	9% F	7%	7%	5%	7%	7%	3%	13% OPQ	5%	4%	3%	6%	7%
Child fund/ something to do with children (unspecified)	40	30	13	17	5	6	18	22	13	10	16	11	19	9	7	13	10	4	29	12
	5%	6%	6%	7%	3%	3%	5%	5%	5%	5%	6%	5%	6%	4%	4%	6%	5%	3%	5%	4%
Hospital (unspecified)	30	19	9	9	6	5	15	15	7	5	17	9	9	12	3	8	12	4	16	14
	4%	4%	4%	4%	4%	3%	4%	4%	2%	3%	6%	4%	3%	5%	2%	3%	6%	3%	3%	5%
World Vision	30	20	8	11	3	7	13	17	16	5	8	8	11	10	6	7	5	8	21	8
	4%	4%	4%	5%	2%	4%	3%	4%	6%	2%	3%	3%	4%	4%	4%	3%	2%	7%	4%	3%
Firefighters (Burnfund)	29	21	11	10	3	4	13	16	4	10	15	13	7	6	9	8	8	2	15	14
	4%	5%	5%	4%	2%	2%	3%	4%	1%	5% H	5% H	6%	2%	3%	6%	3%	4%	1%	3%	5%
Big Brothers/ Big Sisters	20	17	4	13	0	3	12	8	5	7	8	3	9	8	3	3	9	4	16	5
	3%	4%	2%	5% D	-	2%	3%	2%	2%	3%	3%	1%	3%	3%	2%	1%	5%	3%	3%	2%
Multiple Sclerosis (MS Society)	20	12	4	8	3	5	12	8	4	4	12	9	7	4	5	8	5	1	10	9
	2%	3%	2%	3%	2%	2%	3%	2%	1%	2%	4%	4%	2%	1%	3%	3%	2%	1%	2%	4%
The Heart Foundation	19	7	3	3	2	10	9	9	1	6	10	11	7	1	6	6	3	2	7	12
	2%	1%	2%	1%	1%	5% AC	2%	2%	0%	3% H	3% H	5% M	2%	1%	4%	3%	1%	2%	1%	4% R
Unicef	18	8	3	5	4	6	9	9	12	4	2	7	8	3	1	3	9	5	16	2
	2%	2%	1%	2%	3%	3%	2%	2%	4% J	2%	1%	3%	3%	1%	1%	1%	5% NO	4%	3%	1%
Women's Shelter	17	12	4	7	2	4	9	9	2	8	8	3	10	4	4	5	3	1	9	8
	2%	3%	2%	3%	1%	2%	2%	2%	1%	4% H	3%	1%	3%	2%	2%	2%	2%	0%	2%	3%
BC Cancer Foundation	17	11	7	4	1	5	7	10	6	5	6	3	5	9	4	3	7	3	12	5
	2%	2%	3%	2%	1%	2%	2%	2%	2%	2%	2%	1%	1%	4%	3%	1%	3%	2%	2%	2%
Red Cross	16	10	2	8	1	5	9	7	2	4	10	7	5	5	6	5	3	1	6	11
	2%	2%	1%	3%	1%	3%	2%	2%	1%	2%	4%	3%	1%	2%	4%	2%	1%	1%	1%	4%

Detailed tables

Canadian Cancer Society	14 2%	10 2%	6 3%	4 2%	2 1%	2 1%	11 3%	3 1%	2 1%	5 2%	6 2%	4 2%	4 1%	6 2%	0 -	0 -	6 3% NO	7 6% NO	11 2%	2 1%
MADD	11 1%	4 1%	2 1%	3 1%	2 2%	5 2%	3 1%	8 2%	4 1%	4 2%	3 1%	2 1%	6 2%	3 1%	1 1%	5 2%	3 1%	2 1%	7 1%	5 2%
Union Gospel Mission	9 1%	8 2%	4 2%	4 1%	0 -	1 0%	4 1%	5 1%	3 1%	3 1%	2 1%	0 -	3 1%	6 2% K	0 -	3 1%	3 2%	3 2%	9 2%	0 -
Canadian Heart & Stroke Foundation	1 0%	1 0%	0 -	1 0%	0 -	0 -	1 0%	0 -	1 0%	0 -	0 -	0 -	0 -	1 0%	1 1%	0 -	0 -	0 -	1 0%	0 -
Heart & Stroke Foundation of BC & Yukon	1 0%	0 -	0 -	0 -	0 -	1 0%	0 -	1 0%	0 -	0 -	1 0%	1 0%	0 -	0 -	1 1%	0 -	0 -	0 -	0 -	1 0%