

NATIONAL PHILANTHROPY DAY

np1_1. Generally speaking, how often do you personally do each of the following: Make a donation of money to a charitable or non-profit organization

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/T - U/V * small base

			Region				Gender		Age			Education			Income			Employment Status		Internet Access		Currently have a child in K-	
	Total	LM total A	City of Vancouver B	Other LM C	Isl D	Int E	M F	F G	18-34 H	35-54 I	55+ J	HS K	PSec L	Unv M	<40K N	40K-<75K O	75K+ P	Empl. Q	Not Empl. R	Yes S	No T	Yes U	No V
Base: All respondents	800	460	97	363	127	213	396	404	161	346	274	239	287	269	199	252	244	544	249	676	121	208	591
Weighted	800	457	120*	338	148*	195	391	409	281	216	291	236	295	266	206	276	220	541	253	675	123	168	631
Make a donation of money to a charitable or non-profit organization																							
Regularly (e.g. that more than a few times a year)	409 51%	244 53%	62 52%	182 54%	69 46%	96 49%	186 48%	223 55%	96 34%	118 55%	191 66%	93 39%	152 51%	165 62%	85 41%	127 46%	138 63%	259 48%	149 59%	350 52%	57 47%	78 47%	330 52%
Occasionally (e.g. about once or twice a year)	343 43%	188 41%	53 44%	135 40%	69 47%	87 45%	180 46%	163 40%	162 58%	90 42%	85 29%	116 49%	129 44%	95 36%	106 51%	130 47%	77 35%	250 46%	89 35%	290 43%	52 42%	82 49%	261 41%
Never	48 6%	26 6%	4 4%	21 6%	10 7%	12 6%	25 6%	22 5%	23 8%	8 4%	15 5%	27 12%	14 5%	6 2%	15 7%	20 7%	6 3%	32 6%	15 6%	34 5%	14 11%	8 5%	40 6%

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np1_2. Generally speaking, how often do you personally do each of the following: Volunteer for a charitable or non-profit organization

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/T - U/V * small base

	Total	Region					Gender		Age			Education			Income			Employment Status		Internet Access		Currently have a child in K-	
		LM total A	City of Vancouver B	Other LM C	Isl D	Int E	M F	F G	18-34 H	35-54 I	55+ J	HS K	PSec L	Unv M	<40K N	40K-<75K O	75K+ P	Empl. Q	Not Empl. R	Yes S	No T	Yes U	No V
Base: All respondents	800	460	97	363	127	213	396	404	161	346	274	239	287	269	199	252	244	544	249	676	121	208	591
Weighted	800	457	120*	338	148*	195	391	409	281	216	291	236	295	266	206	276	220	541	253	675	123	168	631
Volunteer for a charitable or non-profit organization																							
Regularly (e.g. that more than a few times a year)	221 28%	120 26%	30 25%	89 26%	49 33%	53 27%	111 28%	111 27%	59 21%	60 28%	101 35% H	55 23%	78 27%	88 33% K	54 26%	80 29%	60 27%	148 27%	72 28%	199 29% T	23 19%	42 25%	180 29%
Occasionally (e.g. about once or twice a year)	334 42%	194 42%	51 42%	144 43%	49 33%	90 46%	155 39%	179 44%	135 48% J	99 46% J	93 32%	81 35%	129 44%	122 46% K	77 38%	124 45%	104 47%	240 44%	92 36%	289 43%	44 36%	79 47%	255 40%
Never	245 31%	143 31%	39 32%	105 31%	50 34%	52 26%	126 32%	119 29%	87 31%	58 27%	98 34%	99 42% LM	88 30% M	56 21%	75 36% OP	71 26%	55 25%	153 28%	90 35%	187 28%	55 45% S	48 28%	196 31%

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np1_3. Generally speaking, how often do you personally do each of the following: Purchase a product or a service because you know at least part of the proceeds would go to a charitable cause

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/T - U/V * small base

	Total		Region				Gender		Age			Education			Income			Employment Status		Internet Access		Currently have a child in K-	
			City of Vancouver		Other LM		Isl	Int	18-34	35-54	55+	HS	PSec	Unv	<40K	40K-<75K	75K+	Empl.	Not Empl.	Yes	No	Yes	No
	LM total		A	B	C	D																	
Base: All respondents	800	460	97	363	127	213	396	404	161	346	274	239	287	269	199	252	244	544	249	676	121	208	591
Weighted	800	457	120*	338	148*	195	391	409	281	216	291	236	295	266	206	276	220	541	253	675	123	168	631
Purchase a product or a service because you know at least part of the proceeds would go to a charitable cause																							
Regularly (e.g. that more than a few times a year)	278 35%	152 33%	35 30%	116 34%	47 32%	79 40%	124 32%	154 38%	95 34%	81 38%	100 34%	73 31%	106 36%	99 37%	71 34%	98 35%	83 38%	187 35%	90 35%	238 35%	40 33%	62 37%	216 34%
Occasionally (e.g. about once or twice a year)	453 57%	267 58%	76 64%	191 57%	87 59%	98 50%	222 57%	231 56%	163 58%	121 56%	162 56%	142 60%	162 55%	146 55%	117 57%	158 57%	120 54%	309 57%	139 55%	380 56%	70 57%	100 59%	352 56%
Never	69 9%	38 8%	8 6%	30 9%	13 9%	18 9%	45 12%	23 6%	24 8%	14 6%	29 10%	21 9%	27 9%	20 8%	18 9%	21 7%	17 8%	44 8%	24 10%	57 8%	12 10%	6 4%	62 10%
(DK/NS)	1 0%	1 0%	0 -	1 0%	0 -	0 -	0 -	1 0%	0 -	0 -	1 0%	1 0%	0 -	0 -	1 0%	0 -	0 -	0 -	1 0%	0 -	1 1%	0 -	1 0%

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np1_4. Generally speaking, how often do you personally do each of the following: Help organizing activities in your local community or neighbourhood (e.g. street parties or festivals, ride sharing, etc.)

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	Total	Region				Gender		Age			Education			Income			Employment Status		Internet Access		Currently have a child in K-		
		LM total A	City of Vancouver B	Other LM C	Isl D	Int E	M F	F G	18-34 H	35-54 I	55+ J	HS K	PSec L	Unv M	<40K N	40K-<75K O	75K+ P	Empl. Q	Not Empl. R	Yes S	No T	Yes U	No V
Base: All respondents	800	460	97	363	127	213	396	404	161	346	274	239	287	269	199	252	244	544	249	676	121	208	591
Weighted	800	457	120*	338	148*	195	391	409	281	216	291	236	295	266	206	276	220	541	253	675	123	168	631
Help organizing activities in your local community or neighbourhood (e.g. street parties or festivals, ride sharing, etc.)																							
Regularly (e.g. that more than a few times a year)	133 17%	63 14%	15 12%	48 14%	26 17%	44 23% AC	62 16%	71 17%	35 13%	41 19%	56 19%	35 15%	45 15%	52 20%	36 17%	44 16%	37 17%	85 16%	48 19%	119 18%	14 11%	33 19%	100 16%
Occasionally (e.g. about once or twice a year)	269 34%	155 34%	41 34%	114 34%	42 28%	72 37%	126 32%	142 35%	92 33%	83 38% J	89 31%	74 31%	95 32%	99 37%	66 32%	98 35%	76 34%	181 33%	87 34%	233 35%	35 29%	65 39%	203 32%
Never	398 50%	240 52% E	64 53%	176 52% E	80 54% EE	78 40%	203 52%	196 48%	154 55% I	93 43%	146 50%	127 54% M	155 52%	115 43%	104 51%	134 49%	107 49%	275 51%	118 47%	323 48%	73 60% S	71 42%	328 52% U

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np1_5. Generally speaking, how often do you personally do each of the following: Participate in major charitable events such as walk-a-thons

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			Region				Gender		Age			Education			Income			Employment Status		Internet Access		Currently have a child in K-	
	Total	LM total A	City of Vancouver B	Other LM C	Isl D	Int E	M F	F G	18-34 H	35-54 I	55+ J	HS K	PSec L	Unv M	<40K N	40K-<75K O	75K+ P	Empl. Q	Not Empl. R	Yes S	No T	Yes U	No V
Base: All respondents	800	460	97	363	127	213	396	404	161	346	274	239	287	269	199	252	244	544	249	676	121	208	591
Weighted	800	457	120*	338	148*	195	391	409	281	216	291	236	295	266	206	276	220	541	253	675	123	168	631
Participate in major charitable events such as walk-a-thons																							
Regularly (e.g. that more than a few times a year)	102 13%	59 13%	15 12%	44 13%	15 10%	29 15%	55 14%	47 11%	26 9%	39 18% H	37 13%	23 10%	33 11%	46 17% K	17 8%	33 12%	45 20% NO	76 14%	26 10%	95 14% T	7 6%	24 14%	79 12%
Occasionally (e.g. about once or twice a year)	336 42%	188 41%	56 47%	132 39%	63 42%	85 44%	156 40%	180 44%	138 49% J	101 47% J	92 32%	77 33%	126 43%	132 50% K	73 35%	128 46% N	108 49% N	256 47% R	76 30%	301 45% T	35 28%	90 53% V	246 39%
Never	362 45%	211 46%	49 41%	161 48%	70 48%	81 42%	180 46%	182 45%	117 42%	76 35%	161 55% HI	136 58% LM	137 46% M	88 33%	116 56% OP	114 41% P	67 30%	208 39%	151 60% Q	279 41% S	81 66% S	55 33%	306 49% U

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np2. Generally speaking, based on what you know or on what you may have read seen or heard, would you say that charitable organizations in British Columbia are very trustworthy, somewhat trustworthy, not very trustworthy, or not at all trustworthy?

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

			Region				Gender		Age			Education			Income			Employment Status		Internet Access		Currently have a child in K-	
	Total	LM total A	City of Vancouver B	Other LM C	Isl D	Int E	M F	F G	18-34 H	35-54 I	55+ J	HS K	PSec L	Unv M	<40K N	40K-<75K O	75K+ P	Empl. Q	Not Empl. R	Yes S	No T	Yes U	No V
Base: All respondents	800	460	97	363	127	213	396	404	161	346	274	239	287	269	199	252	244	544	249	676	121	208	591
Weighted	800	457	120*	338	148*	195	391	409	281	216	291	236	295	266	206	276	220	541	253	675	123	168	631
Very trustworthy	329 41%	192 42%	52 44%	139 41%	65 44%	72 37%	159 41%	169 41%	106 38%	99 46%	120 41%	79 34%	117 40%	131 49% KL	72 35%	121 44%	100 46% N	228 42%	98 39%	280 42%	48 39%	68 40%	260 41%
Somewhat trustworthy	430 54%	243 53%	61 51%	182 54%	77 52%	109 56%	206 53%	223 55%	168 60% I	107 50%	147 51%	135 57%	168 57%	127 48%	122 59%	140 51%	113 51%	288 53%	139 55%	363 54%	65 53%	96 57%	333 53%
Not very trustworthy	26 3%	13 3%	2 2%	10 3%	4 2%	10 5%	20 5%	7 2%	3 1%	7 3%	16 5%	14 6% L	6 2%	6 2%	8 4%	11 4%	4 2%	12 2%	13 5% Q	19 3%	7 6%	3 2%	23 4%
Not at all trustworthy	4 1%	2 0%	0 -	2 1%	0 -	3 1%	1 0%	3 1%	2 1%	1 0%	2 1%	3 1%	1 0%	0 -	1 1%	2 1%	1 1%	3 1%	1 1%	4 1%	1 1%	1 0%	4 1%
(DK/NS)	11 1%	8 2%	4 4%	4 1%	2 1%	1 1%	5 1%	6 1%	2 1%	3 1%	6 2%	5 2%	4 1%	2 1%	2 1%	2 1%	1 1%	9 2%	2 1%	8 1%	3 2%	1 0%	11 2%
Summary																							
Top2Box (Very/Somewhat trustworthy)	758 95%	435 95%	113 94%	322 95%	143 96%	181 93%	366 93%	393 96%	274 97% J	206 95%	268 92%	214 91%	284 96% K	258 97% K	194 94%	261 95%	213 97%	517 96%	237 93%	643 95%	112 92%	164 98%	593 94%
Low2Box (Not very/Not at all trustworthy)	30 4%	15 3%	2 2%	12 4%	4 2%	12 6%	21 5%	10 2%	5 2%	8 4%	18 6% H	17 7% LM	7 2%	6 2%	10 5%	13 5%	6 3%	15 3%	15 6%	23 3%	8 6%	4 2%	27 4%