

When considering your own philanthropic giving, how important are each of the following to you?

	Total	Motivations for Philanthropic Giving				
		Not at all important	Not too important	Somewhat important	Very important	Top2box
The cause	1518	16 1%	31 2%	300 20%	1171 77%	1471 97%
The charitable organization	1518	31 2%	70 5%	396 26%	1020 67%	1417 93%
Your personal values	1518	30 2%	59 4%	441 29%	988 65%	1429 94%
Tax savings	1518	113 7%	245 16%	715 47%	444 29%	1160 76%
The timing of the charitable request	1518	249 16%	445 29%	615 41%	209 14%	824 54%
Personal control over, or an advisory role in the use of the donation	1518	398 26%	494 33%	419 28%	206 14%	626 41%
Personal/family legacy for the future	1518	477 31%	492 32%	329 22%	221 15%	550 36%
Long-term giving through a private foundation	1518	628 41%	605 40%	223 15%	62 4%	285 19%
Public recognition	1518	906 60%	446 29%	134 9%	33 2%	167 11%

*In considering or making a legacy gift, how important a factor would reducing taxes be in determining the size of assets for this gift?*

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E - F/G - H/I/J

\* small base; \*\* very small base (under 30) ineligible for sig testing

	Total
Base: Established/considered making a legacy gift	526
Weighted	499
Very important	111 22%
Somewhat important	219 44%
Not too important	119 24%
Not at all important	49 10%
Top2box	331 66%
Low2box	168 34%

*To the best of your knowledge which, if any, of the following types of donated assets would qualify for these tax incentives for philanthropic giving?*

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E - F/G - H/I/J

\* small base

	Total
Base: All respondents	1518
Weighted	1518
Bequests by Will	1034 68%
Art	740 49%
Public securities or stocks	682 45%
Charitable remainder trusts	661 44%
Ecological land	626 41%
Life Insurance	565 37%
Annuities	478 31%
RRSPs or RRIFs	447 29%
Cash	9 1%
Other	17 1%
Nothing	3 0
(Dk/Ns)	56 4%