

Q1_3. (Charitable giving can be a rewarding family activity) In the next questions, we are interested in knowing your general thoughts and attitudes towards charitable giving. To what extent do you agree or disagree with each of the following statements?

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

Charitable giving can be a rewarding family activity																	
	Total	Gender		Age			HH Assets			Retirement Status				Region			
		Male	Female	45-54	55-64	65+	50K to 99K	100K to 249K	250K+	Retired	Semi-Retired	Less than 5 yrs	Next 5-10 yrs	West	Ontario	Quebec	Atlantic
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P
Base: All respondents	551	332	219	219	167	165	146	220	185	191	80	72	134	125	200	125	101
Weighted	553	302	251	269	203	80	202	216	135	142	70*	80*	160	188*	207	115	42*
Agree strongly	184 33%	74 24%	110 44% A	90 34%	72 35%	22 28%	75 37%	61 28%	48 36%	43 30%	20 29%	27 33%	57 36%	90 48% NOP	64 31% O	17 15%	13 32% O
Agree somewhat	292 53%	183 61% B	110 44%	142 53%	107 53%	43 54%	94 47%	124 57%	74 55%	79 55%	41 59%	39 49%	82 51%	84 45%	109 53%	75 65% M	25 59%
Disagree somewhat	42 8%	25 8%	17 7%	21 8%	14 7%	8 10%	17 8%	18 8%	7 6%	13 9%	6 8%	6 8%	14 9%	3 2%	24 11% M	12 11% M	3 7% M
Disagree strongly	8 1%	3 1%	4 2%	3 1%	3 1%	2 2%	4 2%	3 1%	1 1%	1 1%	1 2%	4 5%	2 1%	2 1%	4 2%	2 2%	0 -
Don't Know	26 5%	18 6%	9 4%	13 5%	8 4%	5 7%	12 6%	11 5%	4 3%	7 5%	1 2%	5 6%	5 3%	9 5%	7 3%	10 8%	1 2%
Summary																	
Top2Box	476 86%	256 85%	220 88%	232 86%	179 88%	65 82%	169 84%	185 86%	123 91%	121 85%	62 88%	66 82%	139 87%	174 92% NO	173 84%	92 80%	38 90%
Low2Box	50 9%	28 9%	22 9%	24 9%	16 8%	10 12%	21 10%	20 9%	9 6%	14 10%	7 10%	10 12%	16 10%	5 3%	27 13% M	14 12% M	3 7%

Q1_5. (It is important to give to charities that serve local causes) In the next questions, we are interested in knowing your general thoughts and attitudes towards charitable giving. To what extent do you agree or disagree with each of the following statements?

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

Proportions/Means: Columns Tested (3 % risk level) - AB + CDE + FGH + IJ/KL + MN/O - small base																	
	Gender			Age			HH Assets			Retirement Status				Region			
	Total	Male	Female	45-54	55-64	65+	50K to 99K	100K to 249K	250K+	Retired	Semi-Retired	Less than 5 yrs	Next 5-10 yrs	West	Ontario	Quebec	Atlantic
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P
Base: All respondents	551	332	219	219	167	165	146	220	185	191	80	72	134	125	200	125	101
Weighted	553	302	251	269	203	80	202	216	135	142	70*	80*	160	188*	207	115	42*
It is important to give to charities that serve local causes																	
Agree strongly	276 50%	132 44%	144 58% A	120 45%	115 56% C	42 52%	107 53%	107 49%	63 47%	75 53%	36 52%	41 51%	84 52%	101 54%	103 50%	50 44%	21 50%
Agree somewhat	241 44%	148 49% B	93 37%	123 46%	82 40%	36 45%	85 42%	93 43%	63 47%	62 44%	32 46%	35 44%	61 38%	76 40%	85 41%	61 52%	20 47%
Disagree somewhat	23 4%	12 4%	12 5%	16 6%	6 3%	2 2%	6 3%	13 6%	5 4%	5 3%	2 2%	4 5%	11 7%	6 3%	15 7% O	1 1%	1 3%
Disagree strongly	4 1%	3 1%	1 1%	3 1%	1 1%	0 -	2 1%	3 1%	0 -	0 -	0 -	0 -	4 3%	1 1%	3 1%	0 -	0 -
Don't Know	8 2%	8 3% B	0 -	7 3%	0 -	1 1%	3 2%	1 1%	4 3%	0 -	0 0%	1 1%	0 -	4 2%	1 0%	3 3%	0 1%
Summary																	
Top2Box	517 94%	279 93%	237 95%	243 90%	196 96% C	78 97%	191 95%	200 93%	126 93%	138 97%	68 97%	76 94%	145 91%	177 94%	188 91%	111 96%	41 97%
Low2Box	28 5%	14 5%	13 5%	19 7%	7 4%	2 2%	8 4%	15 7%	5 4%	5 3%	2 2%	4 5%	15 9%	7 4%	18 9% O	1 1%	1 3%

Q1_9. (Charitable giving is a way of teaching children about family values) In the next questions, we are interested in knowing your general thoughts and attitudes towards charitable giving. To what extent do you agree or disagree with each of the following statements?

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

Proportions/Means: Columns Tested (3 % risk level) - AB + CDE + FGH + IJ/KL + MN/OP - small base																	
	Total	Gender		Age			HH Assets			Retirement Status				Region			
		Male	Female	45-54	55-64	65+	50K to 99K	100K to 249K	250K+	Retired	Semi-Retired	Less than 5 yrs	Next 5-10 yrs	West	Ontario	Quebec	Atlantic
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P
Base: All respondents	551	332	219	219	167	165	146	220	185	191	80	72	134	125	200	125	101
Weighted	553	302	251	269	203	80	202	216	135	142	70*	80*	160	188*	207	115	42*
Charitable giving is a way of teaching children about family values																	
Agree strongly	204 37%	84 28%	120 48% A	99 37%	77 38%	27 34%	75 37%	72 34%	56 42%	51 36%	26 37%	27 33%	60 38%	88 47% O	78 38% O	22 19%	15 37% O
Agree somewhat	290 52%	182 60% B	107 43%	138 51%	108 53%	44 55%	111 55%	112 52%	66 49%	77 54%	32 46%	45 56%	86 54%	83 44%	109 53%	74 64% M	24 57%
Disagree somewhat	33 6%	19 6%	14 6%	17 6%	11 5%	5 6%	11 5%	17 8%	5 4%	9 6%	9 13%	3 4%	9 5%	8 4%	10 5%	13 11% MN	2 5%
Disagree strongly	12 2%	6 2%	6 3%	6 2%	5 2%	1 2%	2 1%	9 4%	1 1%	1 1%	2 4%	5 6% I	3 2%	5 3%	6 3%	1 1%	0 -
Don't Know	14 3%	11 4%	3 1%	9 3%	2 1%	3 4%	3 2%	5 3%	5 4%	4 3%	0 -	1 1%	3 2%	5 3%	4 2%	5 4%	1 1%
Summary																	
Top2Box	493 89%	266 88%	227 91%	237 88%	185 91%	71 89%	186 92%	185 85%	123 91%	128 90%	58 83%	72 89%	146 91%	170 91%	187 90%	97 84%	39 94% O
Low2Box	45 8%	25 8%	20 8%	23 9%	16 8%	6 8%	13 6%	26 12% H	7 5%	10 7%	12 17% I	8 10%	11 7%	13 7%	16 8%	14 12%	2 5%

Q1_10. (I have donated less money because of the economic downturn) In the next questions, we are interested in knowing your general thoughts and attitudes towards charitable giving. To what extent do you agree or disagree with each of the following statements?

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

Proportions/means: Columns Tested (3 % risk level) - AB + CDE + FGH + IJ/KL + MN/OP - small base																	
	Total	Gender		Age			HH Assets			Retirement Status				Region			
		Male	Female	45-54	55-64	65+	50K to 99K	100K to 249K	250K+	Retired	Semi-Retired	Less than 5 yrs	Next 5-10 yrs	West	Ontario	Quebec	Atlantic
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P
Base: All respondents	551	332	219	219	167	165	146	220	185	191	80	72	134	125	200	125	101
Weighted	553	302	251	269	203	80	202	216	135	142	70*	80*	160	188*	207	115	42*
I have donated less money because of the economic downturn																	
Agree strongly	82 15%	32 11%	50 20% A	49 18%	23 12%	10 12%	30 15%	36 17%	16 12%	22 15%	9 13%	7 9%	32 20%	23 12% O	52 25% MOP	4 4%	3 8%
Agree somewhat	199 36%	107 35%	93 37%	91 34%	79 39%	30 37%	71 35%	77 36%	52 38%	44 31%	27 38%	32 40%	58 37%	85 45% OP	69 33%	33 29%	12 29%
Disagree somewhat	181 33%	112 37%	69 28%	86 32%	69 34%	26 32%	69 34%	71 33%	40 30%	49 34%	23 33%	27 34%	47 30%	49 26%	60 29%	54 47% MN	18 42% M
Disagree strongly	79 14%	41 14%	38 15%	35 13%	30 15%	14 17%	30 15%	27 12%	22 16%	26 18%	9 13%	13 16%	20 12%	26 14%	23 11%	21 19%	9 20% N
Don't Know	12 2%	11 4% B	1 0%	8 3%	3 1%	1 1%	2 1%	5 2%	5 4%	2 1%	2 3%	1 1%	3 2%	5 3%	3 1%	3 3%	1 2%
Summary																	
Top2Box	282 51%	138 46%	143 57% A	140 52%	102 50%	40 50%	101 50%	113 52%	68 50%	66 46%	36 51%	39 49%	91 57%	108 57% OP	121 59% OP	37 32%	15 37%
Low2Box	259 47%	153 51%	107 43%	121 45%	99 49%	40 50%	99 49%	98 45%	62 46%	75 53%	32 46%	40 50%	67 42%	75 40%	83 40%	75 65% MN	26 62% MN

Q4. Which of the following statements best describes how you or your family make decisions on supporting charities?

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

Small case																	
	Total	Gender		Age			HH Assets			Retirement Status				Region			
		Male	Female	45-54	55-64	65+	50K to 99K	100K to 249K	250K+	Retired	Semi-Retired	Less than 5 yrs	Next 5-10 yrs	West	Ontario	Quebec	Atlantic
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P
Base: All respondents	551	332	219	219	167	165	146	220	185	191	80	72	134	125	200	125	101
Weighted	553	302	251	269	203	80	202	216	135	142	70*	80*	160	188*	207	115	42*
I make the decisions and donate independently	282 51%	138 46%	144 58% A	140 52%	103 50%	40 50%	100 50%	119 55%	63 47%	71 50%	31 45%	43 54%	80 50%	89 48%	100 48%	79 68% MNP	15 35%
The adults make decisions about donations	204 37%	128 42% B	76 31%	89 33%	79 39%	36 45%	63 31%	85 39%	57 42%	64 45%	31 45%	30 38%	53 33%	77 41% O	81 39% O	26 23%	21 49% O
Children are informed of decisions, but don't actually make decisions	23 4%	17 6%	6 2%	18 7% E	5 3%	0 1%	14 7% G	3 2%	6 5%	2 2%	3 5%	3 3%	9 6%	5 2%	8 4%	8 7%	3 7%
Children are included in the family's decision	43 8%	18 6%	24 10%	22 8%	16 8%	4 5%	25 12% G	9 4%	9 7%	6 4%	4 5%	4 5%	17 11%	17 9% O	19 9% O	3 2%	4 9% O

Q5. Which of the following statements best describes how you make plans to donate to charity, in relation to other aspects of financial planning?

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

small base																	
	Gender			Age			HH Assets			Retirement Status				Region			
	Total	Male	Female	45-54	55-64	65+	50K to 99K	100K to 249K	250K+	Retired	Semi-Retired	Less than 5 yrs	Next 5-10 yrs	West	Ontario	Quebec	Atlantic
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P
Base: All respondents	551	332	219	219	167	165	146	220	185	191	80	72	134	125	200	125	101
Weighted	553	302	251	269	203	80	202	216	135	142	70*	80*	160	188*	207	115	42*
I donate to charity on impulse, without any sort of plan or budget	244 44%	136 45%	107 43%	120 45%	94 46%	30 37%	84 41%	97 45%	63 47%	54 38%	36 51%	42 53%	65 41%	76 41%	96 46% P	60 52% P	11 27%
I donate to charity based on a plan or budget, but I don't really consider how it impacts my finances	102 18%	63 21%	39 15%	48 18%	35 17%	19 24%	39 19%	40 19%	23 17%	27 19%	17 24%	17 22%	27 17%	24 13%	48 23% M	23 20%	7 17%
Donating to charity is part of my overall financial plan or budget, but I don't involve a financial advisor	201 36%	99 33%	102 41%	96 36%	74 36%	31 38%	77 38%	77 35%	47 35%	58 41% JK	16 23%	20 25%	67 42% JK	86 46% NO	59 28%	33 28%	24 56% NO
Donating to charity is part of my overall financial plan or budget, and I involve a financial advisor	6 1%	3 1%	2 1%	4 2%	1 0%	1 1%	2 1%	2 1%	1 1%	3 2%	1 2%	1 1%	1 1%	1 1%	4 2%	0 -	0 -

Q8. People give to charity for different reasons. Which of the following reasons apply to you?

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

	Gender		Age			HH Assets			Retirement Status				Region				
	Total	Male	Female	45-54	55-64	65+	50K to 99K	100K to 249K	250K+	Retired	Semi-Retired	Less than 5 yrs	Next 5-10 yrs	West	Ontario	Quebec	Atlantic
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	
Base: All respondents	551	332	219	219	167	165	146	220	185	191	80	72	134	125	200	125	101
Weighted	553	302	251	269	203	80	202	216	135	142	70*	80*	160	188*	207	115	42*
I donate to make a difference in a cause I believe in	375 68%	197 65%	178 71%	187 70%	130 64%	58 72%	133 66%	146 68%	96 72%	101 71%	46 66%	51 64%	105 66%	126 67%	137 66%	84 73%	27 65%
I donate because I feel fortunate and want to give back	326 59%	182 60%	144 57%	166 62%	116 57%	43 54%	98 49%	135 63% F	92 69% F	85 60%	41 58%	40 50%	90 57%	119 64%	120 58%	59 51%	27 65%
I donate because I or a friend/family member has been impacted by the cause	287 52%	153 51%	134 54%	138 51%	105 52%	44 55%	96 47%	112 52%	79 59%	80 56%	36 52%	43 54%	78 49%	92 49% O	136 66% MO	34 30%	25 60% O
I donate because I believe we should all give to charity	268 49%	159 53%	109 44%	133 50%	96 47%	39 48%	79 39%	113 53% F	76 56% F	76 54%	32 45%	34 43%	67 42%	95 51%	98 47%	47 41%	28 67% MNO
I donate because I was approached by a charitable organization	180 33%	108 36%	72 29%	78 29%	68 34%	34 42% C	63 31%	73 34%	44 33%	53 37%	19 27%	29 36%	47 29%	52 28%	69 33%	40 35%	19 45% M
I donate to take advantage of tax incentives	138 25%	82 27%	57 23%	66 25%	45 22%	28 34% D	46 23%	50 23%	42 31%	51 36% KL	20 29% L	17 22%	21 13%	58 31% O	47 23%	19 17%	13 32% O
I donate as a mean to pass on family values to my children/grandchildren	98 18%	41 14%	57 23% A	50 19%	32 16%	16 20%	33 16%	46 21%	19 14%	23 16%	14 20%	13 16%	29 18%	37 20%	38 18%	12 11%	10 25% O
I donate because of religious beliefs (over and beyond donations made to my place of worship)	73 13%	42 14%	31 12%	27 10%	31 15%	16 19% C	27 13%	33 15%	13 10%	24 17%	15 21% K	6 8%	19 12%	27 15%	28 13%	8 7%	10 25% NO
I donate to charity, in part, for the social aspect (getting involved with a group)	55 10%	27 9%	28 11%	36 13%	14 7%	5 7%	17 9%	23 11%	15 11%	14 10% K	6 9%	1 2%	20 12% K	17 9%	24 12%	10 9%	4 10%
I donate to leave a lasting legacy in my community	50 9%	31 10%	19 8%	30 11%	14 7%	6 7%	20 10%	23 11%	7 5%	14 10%	4 6%	3 4%	12 7%	21 11%	18 9%	8 7%	3 7%
I feel that family giving builds family trust and cohesion	46 8%	20 7%	27 11%	28 10%	12 6%	7 8%	20 10%	17 8%	10 7%	12 8%	2 2%	5 6%	16 10%	25 14% NO	11 5%	5 4%	5 12% O
None of the above	10 2%	4 1%	6 3%	5 2%	4 2%	1 2%	6 3%	4 2%	0 0%	5 4%	1 2%	2 3%	1 1%	1 1%	6 3%	3 3%	0 0%

Q10. In general, how satisfied are you with the way you currently give?

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

Explanatory means: Columns tested (5% risk level) - AB - CDE - FGH - IJKL - MNOP - Small case																	
	Total	Gender		Age			HH Assets			Retirement Status				Region			
		Male	Female	45-54	55-64	65+	50K to 99K	100K to 249K	250K+	Retired	Semi-Retired	Less than 5 yrs	Next 5-10 yrs	West	Ontario	Quebec	Atlantic
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P
Base: All respondents	551	332	219	219	167	165	146	220	185	191	80	72	134	125	200	125	101
Weighted	553	302	251	269	203	80	202	216	135	142	70*	80*	160	188*	207	115	42*
Very satisfied	180	100	80	81	76	23	64	73	43	43	22	30	59	77	62	26	15
	33%	33%	32%	30%	37%	28%	32%	34%	32%	30%	32%	37%	37%	41% O	30%	22%	36% O
Somewhat satisfied	295	167	129	142	105	48	108	107	80	81	40	40	78	88	110	74	23
	53%	55%	51%	53%	52%	60%	54%	50%	59%	57%	58%	49%	49%	47%	53%	64% M	54%
Not very satisfied	66	28	38	39	18	8	29	29	8	16	6	9	18	19	31	13	3
	12%	9%	15%	15%	9%	10%	14%	13%	6%	11%	9%	11%	11%	10%	15%	11%	7%
Not at all satisfied	5	4	1	3	1	1	1	3	1	1	1	0	2	1	3	1	1
	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	-	1%	0%	1%	1%	1%
Don't Know	7	3	3	3	3	0	0	4	3	0	0	2	3	3	1	1	1
	1%	1%	1%	1%	2%	0%	-	2%	2%	0%	-	3%	2%	2%	1%	1%	2%
Summary																	
Top2Box	475 86%	267 88%	208 83%	223 83%	181 89%	71 89%	172 85%	180 83%	123 91%	125 88%	63 90%	69 87%	137 86%	165 88%	172 83%	100 87%	38 90%
Low2Box	71 13%	32 11%	39 16%	42 16%	20 10%	9 11%	30 15%	32 15% H	9 7%	17 12%	7 10%	9 11%	20 12%	19 10%	34 16%	14 12%	4 8%

Q15. Regardless of which charitable organizations and causes you might donate money to, over the next five years do you think your overall donation to charity will increase, remain the same, or decrease?

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

Proportions/means: Columns Tested (3% risk level) * AB * CDE * FGH * IJ/KL * MN/OP - small base																	
	Total	Gender		Age			HH Assets			Retirement Status				Region			
		Male	Female	45-54	55-64	65+	50K to 99K	100K to 249K	250K+	Retired	Semi-Retired	Less than 5 yrs	Next 5-10 yrs	West	Ontario	Quebec	Atlantic
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P
Base: All respondents	551	332	219	219	167	165	146	220	185	191	80	72	134	125	200	125	101
Weighted	553	302	251	269	203	80	202	216	135	142	70*	80*	160	188*	207	115	42*
Increase	162 29%	85 28%	77 31%	100 37% DE	46 22%	16 20%	65 32%	55 26%	42 31%	24 17%	25 36% I	20 25%	52 33% I	58 31%	66 32%	24 21%	14 33%
Stay the same	290 53%	167 55%	123 49%	130 48%	115 57%	45 56%	104 51%	112 52%	74 55%	81 57%	35 50%	42 52%	88 55%	89 48%	103 50%	74 64% MN	23 55%
Decrease	33 6%	21 7%	12 5%	5 2%	19 9% C	8 11% C	11 5%	11 5%	11 8%	18 12% L	3 5%	7 8% L	2 1%	17 9% O	12 6%	2 2%	2 4%
Don't know	68 12%	29 10%	39 15%	33 12%	23 12%	11 14%	23 11%	37 17% H	7 5%	19 14%	6 9%	12 15%	18 11%	24 13%	25 12%	15 13%	4 8%

Q16. (Increase) What impact, if any, has the economy had on this decision? In the next five years, my overall donation to charity will...

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J/K/L - M/N/O/P * small base; ** very small base (under 30) ineligible for sig testing

	Total	Gender		Age			HH Assets			Retirement Status				Region			
		Male	Female	45-54	55-64	65+	50K to 99K	100K to 249K	250K+	Retired	Semi-Retired	Less than 5 yrs	Next 5-10 yrs	West	Ontario	Quebec	Atlantic
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P
Base: Respondents who said increase at Q15	154	96	58	75	40	39	44	54	56	40	27	18	45	35	61	28	30
Weighted	162	85*	77*	100*	46*	16*	65*	55*	42*	24**	25**	20**	52*	58**	66*	24**	14**
If the economy improves	58 36%	30 35%	28 36%	35 35%	16 35%	6 39%	18 29%	22 40%	17 40%	9 35%	13 51%	6 31%	19 36%	16 28%	31 47%	6 26%	4 30%
If the economy weakens	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -
Regardless of the economy	104 64%	55 65%	49 64%	65 65%	30 65%	10 61%	46 71%	33 60%	25 60%	16 65%	12 49%	14 69%	33 64%	42 72%	35 53%	18 74%	10 70%