

Q3. Thinking about the charities that you have donated to in the last year, would you say they mostly benefited ...?

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

		Gender		Age			Region						Household income		
	Total Adults	Male	Female	18-34	35-54	55+	BC	AB	SK/MB	ON	QC	Atlantic	Less than \$50k	\$50k to less than \$75k	\$75k+
		A	B	C	D	E	F	G	H	I	J	K	Q	R	S
Base: Respondents who made a financial donation	708	317	391	59	357	292	143	108	38	265	86	68	183	145	313
Weighted	683	288	395	50*	327	306	101	84*	53**	261	125*	59*	193	136*	274
Your local community	484 71%	213 74%	271 69%	30 61%	231 71%	223 73%	76 75%	63 75%	37 70%	174 67%	83 67%	51 87% IJ	118 61%	98 72%	212 77% Q
Canada as a whole	282 41%	122 42%	160 41%	22 44%	139 42%	121 40%	40 40%	38 45% J	22 41%	125 48% J	35 28%	22 37%	79 41%	56 41%	115 42%
International community	139 20%	48 17%	92 23%	11 23%	73 22%	55 18%	22 22%	14 16%	8 14%	69 26% J	16 12%	12 20%	34 18%	23 17%	67 25%
Developing countries	106 16%	44 15%	62 16%	7 14%	55 17%	45 15%	27 27% GIJK	12 15%	11 21%	41 16%	9 7%	6 11%	20 10%	20 15%	59 21% Q
The province	5 1%	1 0%	5 1%	0 -	4 1%	2 1%	1 1%	1 1%	2 4%	1 0%	0 -	1 2%	1 0%	1 1%	4 1%
Help for a specific disease/condition	2 0%	1 0%	2 0%	0 -	2 1%	1 0%	1 1%	2 2% I	0 -	0 -	0 -	0 -	0 -	0 -	2 1%
Animals/wildlife	1 0%	0 -	1 0%	0 -	1 0%	1 0%	1 1%	0 -	0 -	0 -	0 -	1 1%	1 1%	0 -	0 -
Other	17	6	11	1	3	13	2	1	0	5	9	0	8	0	8

	3%	2%	3%	2%	1%	4% D	2%	1%	-	2%	7%	-	4% R	-	3%
Don't Know	33 5%	12 4%	21 5%	6 12% D	8 2%	19 6% D	4 4%	2 2%	8 16%	9 3%	9 7%	2 3%	19 10% S	5 4%	3 1%

Q2. Now, thinking about the charities that you gave a financial donation to over the last year, what types of causes did they support?

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Base: Respondents who made a financial donation	708	317	391	59	357	292	143	108	38	265	86	68	183	145	313
Weighted	683	288	395	50*	327	306	101	84*	53**	261	125*	59*	193	136*	274
Medical (Net)	525 77%	219 76%	306 78%	43 86% D	239 73%	243 80%	72 72%	77 92% FI	34 65%	186 71%	103 82%	53 89% FI	133 69%	107 79%	217 79% Q
Poverty/International Development (Net)	350 51%	148 51%	202 51%	25 51%	164 50%	161 53%	59 59% IJ	48 58% J	41 77%	123 47%	45 36%	33 56%	96 50%	58 43%	152 55% R
Children (Net)	303 44%	131 45%	172 44%	22 45%	148 45%	133 43%	51 51% J	34 40%	25 48%	125 48% J	37 30%	30 50% J	75 39%	52 38%	142 52% QR
Social (Net)	225 33%	97 34%	128 33%	14 28%	92 28%	120 39% D	33 33% J	35 42% J	22 41%	93 36% J	16 13%	27 46% J	59 30%	47 34%	95 35%
Environment (Net)	215	79	135	17	105	93	37	25	22	83	33	15	54	29	98

	31%	28%	34%	34%	32%	31%	37%	30%	41%	32%	27%	25%	28%	21%	36% R
Political/Justice (Net)	50 7%	16 6%	34 9%	4 7%	17 5%	30 10%	9 9%	7 8%	12 24%	13 5%	7 6%	2 3%	13 7%	10 7%	20 7%

Q4. (One or More Summary). How often over the last year, if it all, have you or your household donated money to a charity or non-for-profit organization in each of the following ways?

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		Male	Female	18-34	35-54	55+	BC	AB	SK/MB	ON	QC	Atlantic	Less than \$50k	\$50k to less than \$75k	\$75k+
		A	B	C	D	E	F	G	H	I	J	K	Q	R	S
Base: Respondents who made a financial donation	708	317	391	59	357	292	143	108	38	265	86	68	183	145	313
Weighted	683	288	395	50*	327	306	101	84*	53**	261	125*	59*	193	136*	274
Sponsoring someone in a fundraising event	461 68%	187 65%	274 69%	31 62%	226 69%	205 67%	62 62% J	64 76% FJ	46 87%	196 75% FJ	47 38%	46 79% FJ	116 60%	85 63%	219 80% QR
Adding a donation to a bill at a store	413 60%	146 51%	267 68% A	28 56%	216 66% E	168 55%	67 66% I	56 67% I	33 63%	141 54%	77 62%	38 65%	119 62%	83 61%	168 61%
Buying product from retail store portion goes to charity	397 58%	146 51%	251 64% A	31 62%	200 61%	166 54%	62 62%	42 50%	32 61%	149 57%	71 57%	40 69%	126 65%	79 58%	154 56%
Buying lottery ticket a portion of proceeds goes to charity	391 57%	165 57%	226 57%	28 56%	181 55%	183 60%	62 62%	53 63%	30 57%	146 56%	65 52%	35 59%	96 50%	78 57%	168 61% Q
Donation box by the cashier at a retail store	380 56%	131 45%	249 63%	31 63%	195 60%	153 50%	56 56%	47 56%	35 66%	140 53%	61 49%	41 70%	110 57%	75 55%	157 57%

			A		E							IJ			
Buying products from a charity	365 54%	139 48%	226 57% A	28 56%	171 52%	166 54%	45 45%	52 62% F	35 66%	131 50%	72 57%	30 51%	120 62% RS	64 47%	137 50%
Donating to someone who came to your home	342 50%	135 47%	207 52%	20 41%	160 49%	161 53%	41 41%	42 50%	41 77%	117 45%	59 48%	42 71% FGIJ	97 50%	66 49%	151 55%
Responding to request for donation received in the mail	304 45%	136 47%	169 43%	19 39%	119 36%	166 54% CD	47 47%	41 48%	24 45%	103 39%	62 50%	28 48%	84 44%	57 42%	129 47%
Attending a fundraising benefit dinner or other event	255 37%	116 40%	139 35%	20 41%	112 34%	123 40%	36 36% J	44 53% FIJ	20 38%	103 39% J	25 20%	26 45% J	61 32%	44 32%	124 45% QR
'Buying' something from the charity that charity uses in its work	214 31%	85 30%	128 33%	17 35%	95 29%	101 33%	22 22%	26 31%	19 37%	87 33% F	43 34%	15 26%	66 34%	40 29%	75 27%
Giving to street interceptors	209 31%	75 26%	134 34% A	14 29%	107 33%	87 29%	23 23%	18 22%	21 39%	67 26%	60 48% FGI	19 32%	83 43% RS	38 28%	69 25%
Organized employee giving campaign at workplace	160 23%	55 19%	105 27% A	14 27%	87 27%	59 19%	22 22%	21 25%	21 40%	64 25%	21 16%	10 18%	38 20%	28 20%	81 29% Q
Donating in response to telephone call	157 23%	56 20%	101 26%	11 22%	80 25%	66 22%	27 27%	20 24%	13 25%	61 23%	19 15%	17 29%	42 22%	30 22%	76 28%
Responding to request for donation received by email	122 18%	61 21%	61 15%	12 24%	58 18%	52 17%	19 19%	12 14%	9 16%	52 20%	22 18%	8 13%	23 12%	23 17%	63 23% Q
Sponsoring a child in a developing country	112 17%	39 14%	73 19%	10 20%	49 15%	53 17%	20 20%	13 16%	15 28%	41 16%	16 13%	8 13%	33 17%	22 16%	51 18%
Using a credit card with a portion donated to charity named on card	65 10%	33 11%	33 8%	11 22% DE	25 8%	29 10%	11 11%	8 9%	5 10%	24 9%	9 7%	8 14%	11 6%	12 9%	32 12%