



11-045139-01-02 - Association of Fundraising Professionals

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[16](#) 1. People have different attitudes towards charities and non-profit organizations. How much do you agree or disagree with each of the following statements as it relates to you personally: 1) I think that charities play an important role in society as a change agent to address needs not being met by government or private/public sector?

[17](#) 1. People have different attitudes towards charities and non-profit organizations. How much do you agree or disagree with each of the following statements as it relates to you personally: 2) I think that charities in Canada are by and large well-managed?

[18](#) 1. People have different attitudes towards charities and non-profit organizations. How much do you agree or disagree with each of the following statements as it relates to you personally: 3) I think that most charities in Canada act responsibly with the donations they receive?

[19](#) 1. People have different attitudes towards charities and non-profit organizations. How much do you agree or disagree with each of the following statements as it relates to you personally: 4) Charities do not make much difference?

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[21](#) 1. People have different attitudes towards charities and non-profit organizations. How much do you agree or disagree with each of the following statements as it relates to you personally: 6) I think that most charities in Canada have the plans and resources - human, physical, financial and technological - to satisfactorily carry out their mandates?

[22](#) 2. Have you made a financial donation to a charity or non-profit organization in the past 12 months?

[23](#) 3. Why haven't you made a financial donation to a charity or non-profit organization in the past 12 months?

[24](#) 4. How many different charitable causes did you donate money to in the past 12 months?

[25](#) 5. Approximately how much in total did you donate to non-profit and charitable organizations in the past 12 months?

[26](#) 6. In the past year, have you been contacted by telephone, in person or through the mail by fundraising or development staff of charities, educational institutions, or other kinds of non-profit organizations to ask you to donate money?

[27](#) 7. OFTEN SUMMARY TABLE

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[30](#) 7. Did you find that these fundraising efforts: 1) Helped you to find out about organizations to which you might want to donate?

[31](#) 7. Did you find that these fundraising efforts: 2) Gave you useful information about what organizations were doing?

[32](#) 7. Did you find that these fundraising efforts: 3) Were accurate in portraying the organizations they represented?

33	7. Did you find that these fundraising efforts: 4) Were important for you in making decisions about where to donate money?
34	8. How do you prefer to be approached for charitable donations?
35	9. Thinking of the charitable organizations you support, how often do you prefer to be approached for financial donations?
36	10. In the past, how have charities let you know that your donation has made a difference?
37	11. STRONGLY AGREE SUMMARY TABLE
38	11. AGREE SUMMARY TABLE (Strongly/Somewhat agree)
39	11. DISAGREE SUMMARY TABLE (Somewhat/Strongly disagree)
40	11. Please indicate how much you agree or disagree with each of the following statements: 1) If I do not receive some kind of thanks for or acknowledgment of my donation I am less likely to donate to that charity in the future?
41	11. Please indicate how much you agree or disagree with each of the following statements: 2) It is important for charitable organizations to let me know how my donation has made a difference?
42	12. Do you think that the charities you give to do an excellent, good, fair, or poor job of thanking you for your donations?
43	13. How do you prefer to be thanked for your charitable donations?
44	14. What are some of the reasons you donate to charities?
45	15. Thinking of the charitable organizations you gave to in the past 12 months, do you know if they have achieved or gotten closer to achieving their objectives?
46	16. STRONGLY AGREE SUMMARY TABLE
47	16. AGREE SUMMARY TABLE (Strongly/Somewhat agree)
48	16. DISAGREE SUMMARY TABLE (Somewhat/Strongly disagree)
49	16. Please indicate how much you agree or disagree with each of the following statements: 1) It is important that all registered charities follow an ethical code in their treatment of donors, the general public, and in their fundraising practices?
50	16. Please indicate how much you agree or disagree with each of the following statements: 2) The charities I donate to follow a code of ethics of which I have been made aware?
51	16. Please indicate how much you agree or disagree with each of the following statements: 3) I typically do some research on a charity before I donate?
52	16. Please indicate how much you agree or disagree with each of the following statements: 4) I would continue to donate to a charity if I knew it used professional fundraisers that receive a percentage of donations as part of their compensation?
53	17. Similar to private and public sector organizations, charitable sector organizations have administrative costs to run their operations. Which of the following are most important for charities to invest in to carry out their mandates?
54	18. How much have you seen, read, or heard about the leadership and/or board members of the charities to which you donate?
55	19. Have you ever volunteered as a member of the leadership or board of a not-for-profit organization?
56	20. How likely would you be to volunteer for the board of a not-for-profit organization, if asked?
57	21. Which of the following statements best represents your view?
58	22. HIGHEST PRIORITY SUMMARY TABLE [Ranked 1]
59	22. HIGH PRIORITY SUMMARY TABLE [Ranked 1,2]
60	22. NEITHER SUMMARY TABLE [Ranked 3]
61	22. LOWEST PRIORITY SUMMARY TABLE [Ranked 4,5]
62	22. Thinking about the various roles of the board of a charitable organization, please rank the following from 1 to 5, with 1 being what you think should be its highest priority and 5 being what you think should be its lowest. 1) Working towards achieving the organization's mission and purpose?
63	22. Thinking about the various roles of the board of a charitable organization, please rank the following from 1 to 5, with 1 being what you think should be its highest priority and 5 being what you think should be its lowest. 2) Ensuring effective organizational planning?
64	22. Thinking about the various roles of the board of a charitable organization, please rank the following from 1 to 5, with 1 being what you think should be its highest priority and 5 being what you think should be its lowest. 3) Increasing the organizations public profile?

65	22. Thinking about the various roles of the board of a charitable organization, please rank the following from 1 to 5, with 1 being what you think should be its highest priority and 5 being what you think should be its lowest. 4) Ensuring legal and ethical integrity and accountability?
66	22. Thinking about the various roles of the board of a charitable organization, please rank the following from 1 to 5, with 1 being what you think should be its highest priority and 5 being what you think should be its lowest. 5) Taking steps to assess the board's fundraising performance?
67	23. STRONGLY AGREE SUMMARY TABLE
68	23. AGREE SUMMARY TABLE (Strongly/Somewhat agree)
69	23. DISAGREE SUMMARY TABLE (Somewhat/Strongly disagree)
70	23. Please indicate how much you agree or disagree with each of the following statements: 1) Fundraising should be a responsibility of members of the board of a charitable organization?
71	23. Please indicate how much you agree or disagree with each of the following statements: 2) As part of their responsibilities, board members should personally ask prospective donors for donations?
72	23. Please indicate how much you agree or disagree with each of the following statements: 3) Board members should donate to the charitable organizations on whose Boards they sit?
73	24. STRONGLY AGREE SUMMARY TABLE
74	24. AGREE SUMMARY TABLE (Strongly/Somewhat agree)
75	24. DISAGREE SUMMARY TABLE (Somewhat/Strongly disagree)
76	24. Please indicate how much you agree or disagree with each of the following statements: 1) Charities should have a strategic plan for how they intend to achieve their objectives ?
77	24. Please indicate how much you agree or disagree with each of the following statements: 2) Charities that address similar issues should work together and share plans and resources ?
78	24. Please indicate how much you agree or disagree with each of the following statements: 3) In general, I think that charities have enough staff dedicated to fundraising to achieve their objectives ?
79	24. Please indicate how much you agree or disagree with each of the following statements: 4) I need to know that an organization is fulfilling its purpose before I donate to them ?
80	24. Please indicate how much you agree or disagree with each of the following statements: 5) Charities should strive to maintain a certain level of standards by measuring their performance and comparing themselves to benchmarks ?
81	24. Please indicate how much you agree or disagree with each of the following statements: 6) The charities I support should invest in educational tools such as pamphlets, brochures, publications, etc. that show their impact on the community they serve and the cause they support?
82	25. Which of the following statements best represents your view?
83	26. In general, how much have you seen, read, or heard about the purpose of the charities to which you donate?
84	27. In general, how would you rate your knowledge of the charitable causes that you support?
85	28. Has awareness of the way a charity operates positively influenced your decision to donate to it in the past?

DEMOGRAPHIC

86	29. Were you born in Canada?
87	30. How many years have you lived in Canada?
88	31. To which ethnic or cultural group or groups do you belong?
89	32. Are you currently...

DEMOGRAPHICS

Region.

		REGION						GENDER		AGE GROUP			EDUCATION			INCOME			
	TOTAL	BC	AB	SK/MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	HS<	Post Sec	Univ.	<\$25K	\$25K-<\$60K	\$60K-<\$100K	\$100K+
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Base: All Respondents																			
Unweighted Base	1027	139	107	69	424	219	69	482	545	286	443	298	419	392	203	139	365	277	246
Weighted Base	1027	112	142	71	397	234	71	493	534	288	421	318	472	349	195	144	329	288	267
BC	112	112	0	0	0	0	0	51	61	33	41	38	45	37	29	16	39	29	29
	11%	100%	-	-	-	-	-	10%	11%	11%	10%	12%	10%	11%	15%	11%	12%	10%	11%
		BCDEF																	
AB	142	0	142	0	0	0	0	72	71	24	59	59	65	58	19	12	48	46	37
	14%	-	100%	-	-	-	-	15%	13%	8%	14%	19%	14%	17%	10%	8%	15%	16%	14%
			ACDEF								I	I		N				O	
SK/MB	71	0	0	71	0	0	0	39	32	12	24	35	26	25	20	5	28	22	16
	7%	-	-	100%	-	-	-	8%	6%	4%	6%	11%	5%	7%	10%	3%	8%	8%	6%
				ABDEF								IJ			L		O		
ON	397	0	0	0	397	0	0	192	204	120	144	133	186	135	70	54	114	104	125
	39%	-	-	-	100%	-	-	39%	38%	42%	34%	42%	39%	39%	36%	38%	35%	36%	47%
					ABCEF					J		J						PQ	
QC	234	0	0	0	0	234	0	103	130	85	125	24	116	68	47	45	78	66	45
	23%	-	-	-	-	100%	-	21%	24%	30%	30%	8%	25%	20%	24%	31%	24%	23%	17%
						ABCDF				K	K					R	R		
ATL	71	0	0	0	0	0	71	35	36	14	28	29	35	25	11	12	22	21	16
	7%	-	-	-	-	-	100%	7%	7%	5%	7%	9%	7%	7%	6%	9%	7%	7%	6%
							ABCDE					I							

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

ATTITUDES TOWARDS CHARITIES AND NON-PROFIT ORGANIZATIONS

1. AGREE STRONGLY SUMMARY TABLE [Rated 10]

		REGION						GENDER		AGE GROUP			EDUCATION			INCOME			
	TOTAL	BC	AB	SK/MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	HS<	Post Sec	Univ.	<\$25K	\$25K~\$60K	\$60K- ~\$100K	\$100K+
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	
Base: All Respondents																			
Unweighted Base	1027	139	107	69	424	219	69	482	545	286	443	298	419	392	203	139	365	277	246
Weighted Base	1027	112	142	71	397	234	71	493	534	288	421	318	472	349	195	144	329	288	267
1) I think that charities play an important role in society as a change agent to address needs not being met by government or private/public sector																			
	142	16	18	6	59	31	11	52	89	44	51	46	55	54	29	23	41	41	37
	14%	14%	13%	9%	15%	13%	15%	11%	17% G	15%	12%	14%	12%	16%	15%	16%	12%	14%	14%
2) I think that charities in Canada are by and large well-managed																			
	40	4	3	1	15	15	2	15	25	19	12	9	18	12	8	9	9	14	8
	4%	3%	2%	2%	4%	6%	3%	3%	5%	7% JK	3%	3%	4%	4%	4%	6%	3%	5%	3%
3) I think that most charities in Canada act responsibly with the donations they receive																			
	42	2	5	0	18	13	3	19	23	15	15	12	21	11	10	8	10	15	9
	4%	2%	4%	-	4%	6%	4%	4%	4%	5%	3%	4%	4%	3%	5%	5%	3%	5%	3%
4) Charities do not make much difference																			
	14	2	1	0	7	3	1	9	5	6	3	5	5	6	3	3	4	4	3
	1%	2%	1%	-	2%	1%	2%	2%	1%	2%	1%	2%	1%	2%	2%	2%	1%	1%	1%
5) Charities in Canada are trustworthy																			
	43	2	5	1	19	14	2	18	24	20	11	12	23	12	7	9	9	14	11
	4%	2%	4%	1%	5%	6%	3%	4%	5%	7% J	3%	4%	5%	3%	4%	6%	3%	5%	4%
6) I think that most charities in Canada have the plans and resources - human, physical, financial and technological - to satisfactorily carry out their mandates																			
	47	2	11	4	17	12	0	24	23	17	11	19	26	14	7	5	12	16	13
	5%	2%	8% F	6% F	4%	5%	-	5%	4%	6% J	3%	6% J	5%	4%	3%	4%	4%	6%	5%

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

ATTITUDES TOWARDS CHARITIES AND NON-PROFIT ORGANIZATIONS

1. AGREE SUMMARY TABLE [Rated 7,8,9]

		REGION						GENDER		AGE GROUP			EDUCATION			INCOME			
	TOTAL	BC	AB	SK/MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	HS<	Post Sec	Univ.	<\$25K	\$25K-<\$60K	\$60K-<\$100K	\$100K+
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Base: All Respondents																			
Unweighted Base	1027	139	107	69	424	219	69	482	545	286	443	298	419	392	203	139	365	277	246
Weighted Base	1027	112	142	71	397	234	71	493	534	288	421	318	472	349	195	144	329	288	267
1) I think that charities play an important role in society as a change agent to address needs not being met by government or private/public sector	462	57	63	34	184	88	37	225	238	125	190	147	209	147	102	54	148	135	125
	45%	51%	44%	47%	46%	38%	52%	46%	44%	43%	45%	46%	44%	42%	52%	38%	45%	47%	47%
	E				E		E								M				
2) I think that charities in Canada are by and large well-managed	343	36	43	30	137	68	28	171	172	92	137	115	146	117	78	37	121	91	94
	33%	32%	30%	43%	35%	29%	40%	35%	32%	32%	32%	36%	31%	33%	40%	26%	37%	32%	35%
				E											L		O		
3) I think that most charities in Canada act responsibly with the donations they receive	396	48	47	34	162	75	30	181	215	121	153	123	169	135	90	47	127	107	115
	39%	43%	33%	47%	41%	32%	43%	37%	40%	42%	36%	39%	36%	39%	46%	33%	39%	37%	43%
		E		E	E										L				
4) Charities do not make much difference	69	8	13	5	32	9	2	40	30	19	26	24	37	19	13	10	20	24	16
	7%	7%	9%	7%	8%	4%	3%	8%	6%	7%	6%	8%	8%	5%	7%	7%	6%	8%	6%
				E															
5) Charities in Canada are trustworthy	374	49	39	31	153	73	28	174	200	111	148	115	147	120	103	44	115	101	114
	36%	44%	28%	43%	39%	31%	39%	35%	37%	38%	35%	36%	31%	34%	53%	30%	35%	35%	43%
		BE		B	B										LM				O
6) I think that most charities in Canada have the plans and resources - human, physical, financial and technological - to satisfactorily carry out their mandates	297	33	37	27	125	51	23	150	147	90	108	99	118	113	61	36	103	83	75
	29%	30%	26%	37%	32%	22%	33%	30%	27%	31%	26%	31%	25%	32%	31%	25%	31%	29%	28%
				E	E									L					

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

ATTITUDES TOWARDS CHARITIES AND NON-PROFIT ORGANIZATIONS

1. TOP4 SUMMARY TABLE [Rated 7,8,9,10]

		REGION						GENDER		AGE GROUP			EDUCATION			INCOME			
	TOTAL	BC	AB	SK/MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	HS<	Post Sec	Univ.	<\$25K	\$25K-<\$60K	\$60K-<\$100K	\$100K+
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Base: All Respondents																			
Unweighted Base	1027	139	107	69	424	219	69	482	545	286	443	298	419	392	203	139	365	277	246
Weighted Base	1027	112	142	71	397	234	71	493	534	288	421	318	472	349	195	144	329	288	267
1) I think that charities play an important role in society as a change agent to address needs not being met by government or private/public sector	604	73	81	40	243	119	48	277	327	169	241	193	264	201	132	77	189	176	162
	59%	65%	57%	56%	61%	51%	67%	56%	61%	59%	57%	61%	56%	58%	68%	53%	57%	61%	61%
	E				E		E								LM				
2) I think that charities in Canada are by and large well-managed	383	40	46	32	152	83	30	186	197	111	148	124	164	129	86	45	130	105	102
	37%	35%	33%	45%	38%	35%	42%	38%	37%	39%	35%	39%	35%	37%	44%	32%	40%	37%	38%
															L				
3) I think that most charities in Canada act responsibly with the donations they receive	438	51	53	34	180	88	33	200	238	135	168	135	190	145	99	55	136	122	124
	43%	45%	37%	47%	45%	38%	47%	41%	45%	47%	40%	42%	40%	42%	51%	38%	42%	43%	47%
															LM				
4) Charities do not make much difference	83	10	14	5	39	12	4	49	34	26	29	29	42	25	16	13	24	28	19
	8%	9%	10%	7%	10%	5%	5%	10%	6%	9%	7%	9%	9%	7%	8%	9%	7%	10%	7%
					E		H												
5) Charities in Canada are trustworthy	417	51	44	32	172	87	30	192	224	131	160	126	171	132	110	53	123	115	125
	41%	46%	31%	44%	43%	37%	41%	39%	42%	45%	38%	40%	36%	38%	56%	37%	38%	40%	47%
		B			B										LM				P
6) I think that most charities in Canada have the plans and resources - human, physical, financial and technological - to satisfactorily carry out their mandates	344	36	48	31	142	63	23	174	170	107	120	117	144	127	68	41	115	99	89
	33%	32%	34%	44%	36%	27%	33%	35%	32%	37%	28%	37%	31%	36%	35%	28%	35%	35%	33%
				E	E					J		J							

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

ATTITUDES TOWARDS CHARITIES AND NON-PROFIT ORGANIZATIONS

1. NEITHER SUMMARY TABLE [Rated 4,5,6]

		REGION						GENDER		AGE GROUP			EDUCATION			INCOME			
	TOTAL	BC	AB	SK/MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	HS<	Post Sec	Univ.	<\$25K	\$25K-<\$60K	\$60K-<\$100K	\$100K+
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Base: All Respondents																			
Unweighted Base	1027	139	107	69	424	219	69	482	545	286	443	298	419	392	203	139	365	277	246
Weighted Base	1027	112	142	71	397	234	71	493	534	288	421	318	472	349	195	144	329	288	267
1) I think that charities play an important role in society as a change agent to address needs not being met by government or private/public sector																			
	362	36	54	26	134	97	16	180	182	103	151	107	174	128	57	59	120	95	87
	35%	33%	38%	36%	34%	41%	22%	37%	34%	36%	36%	34%	37%	37%	29%	41%	37%	33%	33%
2) I think that charities in Canada are by and large well-managed			F			F													
	511	59	74	30	196	120	31	230	281	153	215	142	246	172	88	82	155	144	130
	50%	52%	52%	42%	49%	51%	44%	47%	53%	53%	51%	45%	52%	49%	45%	57%	47%	50%	49%
3) I think that most charities in Canada act responsibly with the donations they receive										K									
	457	48	67	28	171	118	24	217	240	121	197	138	217	156	76	66	152	127	111
	44%	43%	47%	39%	43%	50%	34%	44%	45%	42%	47%	43%	46%	45%	39%	46%	46%	44%	41%
4) Charities do not make much difference						F													
	314	34	39	20	127	74	20	162	152	93	139	83	149	106	55	48	106	80	80
	31%	30%	28%	28%	32%	32%	29%	33%	28%	32%	33%	26%	32%	30%	28%	34%	32%	28%	30%
5) Charities in Canada are trustworthy											K								
	490	49	78	29	179	123	33	230	260	139	207	144	242	176	65	76	161	142	111
	48%	43%	55%	40%	45%	52%	46%	47%	49%	48%	49%	45%	51%	51%	33%	53%	49%	49%	41%
6) I think that most charities in Canada have the plans and resources - human, physical, financial and technological - to satisfactorily carry out their mandates													N	N		R			
	537	62	74	32	206	128	35	254	283	145	235	157	262	168	100	80	165	148	144
	52%	55%	52%	45%	52%	55%	50%	51%	53%	50%	56%	49%	55%	48%	51%	55%	50%	51%	54%
													M						

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

ATTITUDES TOWARDS CHARITIES AND NON-PROFIT ORGANIZATIONS

1. DISAGREE SUMMARY TABLE [Rated 1,2,3]

		REGION						GENDER		AGE GROUP			EDUCATION			INCOME			
	TOTAL	BC	AB	SK/MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	HS<	Post Sec	Univ.	<\$25K	\$25K-<\$60K	\$60K-<\$100K	\$100K+
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Base: All Respondents																			
Unweighted Base	1027	139	107	69	424	219	69	482	545	286	443	298	419	392	203	139	365	277	246
Weighted Base	1027	112	142	71	397	234	71	493	534	288	421	318	472	349	195	144	329	288	267
1) I think that charities play an important role in society as a change agent to address needs not being met by government or private/public sector	45	1	7	4	13	12	7	27	18	12	18	15	27	14	4	5	16	10	13
	4%	1%	5%	6%	3%	5%	10% AD	5%	3%	4%	4%	5%	6% N	4%	2%	3%	5%	4%	5%
2) I think that charities in Canada are by and large well-managed	111	11	19	7	38	28	9	62	49	20	48	43	49	42	19	14	35	32	30
	11%	10%	13%	10%	9%	12%	12%	13%	9%	7%	11%	14%	10%	12%	10%	10%	11%	11%	11%
											I	I							
3) I think that most charities in Canada act responsibly with the donations they receive	101	8	20	5	32	25	12	56	45	28	41	32	47	37	17	19	30	30	23
	10%	7%	14%	7%	8%	10%	17% AD	11%	8%	10%	10%	10%	10%	11%	9%	13%	9%	10%	9%
4) Charities do not make much difference	395	46	62	33	141	88	26	195	199	103	152	140	168	141	82	47	125	116	106
	38%	41%	43%	46%	35%	37%	37%	40%	37%	36%	36%	44% IJ	36%	41%	42%	33%	38%	40%	40%
5) Charities in Canada are trustworthy	103	10	17	9	39	23	5	59	44	15	44	44	51	34	18	14	39	24	26
	10%	9%	12%	12%	10%	10%	8%	12%	8%	5%	11%	14%	11%	10%	9%	10%	12%	8%	10%
											I	I							
6) I think that most charities in Canada have the plans and resources - human, physical, financial and technological - to satisfactorily carry out their mandates	116	9	21	6	36	35	10	51	66	31	47	38	52	42	22	20	39	29	28
	11%	8%	14%	8%	9%	15%	13%	10%	12%	11%	11%	12%	11%	12%	11%	14%	12%	10%	10%
						AD													

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

ATTITUDES TOWARDS CHARITIES AND NON-PROFIT ORGANIZATIONS

1. DISAGREE STRONGLY SUMMARY TABLE [Rated 0]

		REGION						GENDER		AGE GROUP			EDUCATION			INCOME			
	TOTAL	BC	AB	SK/MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	HS<	Post Sec	Univ.	<\$25K	\$25K-<\$60K	\$60K-<\$100K	\$100K+
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Base: All Respondents																			
Unweighted Base	1027	139	107	69	424	219	69	482	545	286	443	298	419	392	203	139	365	277	246
Weighted Base	1027	112	142	71	397	234	71	493	534	288	421	318	472	349	195	144	329	288	267
1) I think that charities play an important role in society as a change agent to address needs not being met by government or private/public sector																			
	16	2	0	1	7	6	1	9	8	3	11	3	6	6	3	3	4	6	4
	2%	1%	-	1%	2%	3%	2%	2%	1%	1%	3%	1%	1%	2%	1%	2%	1%	2%	1%
2) I think that charities in Canada are by and large well-managed																			
	22	3	2	2	11	3	1	14	8	4	9	9	13	6	2	3	9	6	4
	2%	2%	2%	3%	3%	1%	2%	3%	1%	1%	2%	3%	3%	2%	1%	2%	3%	2%	2%
3) I think that most charities in Canada act responsibly with the donations they receive																			
	31	5	2	5	14	4	1	19	11	3	15	13	18	11	2	4	10	8	9
	3%	4%	1%	7%	4%	2%	2%	4%	2%	1%	3%	4%	4%	3%	1%	3%	3%	3%	3%
4) Charities do not make much difference				E							I	I							
	234	22	28	13	90	60	21	86	148	66	102	67	114	77	41	35	74	64	62
	23%	20%	19%	19%	23%	26%	29%	17%	28%	23%	24%	21%	24%	22%	21%	24%	22%	22%	23%
5) Charities in Canada are trustworthy								G											
	17	2	3	2	7	1	3	11	6	3	10	4	9	6	2	1	5	6	5
	2%	2%	2%	3%	2%	0	4%	2%	1%	1%	2%	1%	2%	2%	1%	1%	2%	2%	2%
6) I think that most charities in Canada have the plans and resources - human, physical, financial and technological - to satisfactorily carry out their mandates				E			E												
	30	6	0	2	13	7	3	15	16	5	19	6	14	11	6	4	9	11	6
	3%	5%	-	3%	3%	3%	4%	3%	3%	2%	5%	2%	3%	3%	3%	2%	3%	4%	2%
		B					B				I								

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

ATTITUDES TOWARDS CHARITIES AND NON-PROFIT ORGANIZATIONS

1. MEAN SUMMARY TABLE [0= Disagree Strongly 10= Agree Strongly]

		REGION						GENDER		AGE GROUP			EDUCATION			INCOME			
	TOTAL	BC	AB	SK/MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	HS<	Post Sec	Univ.	<\$25K	\$25K-~\$60K	\$60K-~\$100K	\$100K+
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Base: All Respondents																			
Unweighted Base	1027	139	107	69	424	219	69	482	545	286	443	298	419	392	203	139	365	277	246
Weighted Base	1027	112	142	71	397	234	71	493	534	288	421	318	472	349	195	144	329	288	267
1) I think that charities play an important role in society as a change agent to address needs not being met by government or private/public sector	6.86	7.23	6.8	6.72	6.99	6.52	6.94	6.66	7.05	6.96	6.73	6.93	6.68	6.9	7.22	6.84	6.77	6.92	6.91
		E			E				G						L				
2) I think that charities in Canada are by and large well-managed	5.74	5.68	5.62	5.72	5.8	5.72	5.83	5.65	5.83	6.03	5.6	5.66	5.64	5.72	6.02	5.65	5.76	5.78	5.72
										JK					L				
3) I think that most charities in Canada act responsibly with the donations they receive	5.86	5.98	5.69	5.77	5.97	5.75	5.86	5.72	5.99	6.14	5.71	5.81	5.73	5.81	6.26	5.72	5.82	5.93	5.92
										J					LM				
4) Charities do not make much difference	2.94	2.99	3.02	2.85	3.13	2.66	2.6	3.27	2.64	3.09	2.85	2.92	2.99	2.9	2.91	3.12	2.91	2.96	2.86
					E			H											
5) Charities in Canada are trustworthy	5.89	6.01	5.66	5.73	5.99	5.9	5.67	5.76	6	6.24	5.72	5.78	5.78	5.77	6.35	5.77	5.77	5.96	6
										JK					LM				
6) I think that most charities in Canada have the plans and resources - human, physical, financial and technological - to satisfactorily carry out their mandates	5.59	5.49	5.67	5.92	5.75	5.28	5.45	5.68	5.52	5.8	5.35	5.73	5.59	5.58	5.59	5.33	5.63	5.64	5.64
				E	E					J		J							

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

ATTITUDES TOWARDS CHARITIES AND NON-PROFIT ORGANIZATIONS

1. People have different attitudes towards charities and non-profit organizations. How much do you agree or disagree with each of the following statements as it relates to you personally: 1) I think that charities play an important role in society as a change agent to address needs not being met by government or private/public sector?

		REGION						GENDER		AGE GROUP			EDUCATION			INCOME			
	TOTAL	BC	AB	SK/MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	HS<	Post Sec	Univ.	<\$25K	\$25K-~\$60K	\$60K-~\$100K	\$100K+
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Base: All Respondents																			
Unweighted Base	1027	139	107	69	424	219	69	482	545	286	443	298	419	392	203	139	365	277	246
Weighted Base	1027	112	142	71	397	234	71	493	534	288	421	318	472	349	195	144	329	288	267
[10] Agree Strongly	142	16	18	6	59	31	11	52	89	44	51	46	55	54	29	23	41	41	37
	14%	14%	13%	9%	15%	13%	15%	11%	17%	15%	12%	14%	12%	16%	15%	16%	12%	14%	14%
[9]	112	15	12	11	45	23	7	54	58	31	46	36	48	36	29	19	35	28	31
	11%	13%	8%	16%	11%	10%	9%	11%	11%	11%	11%	11%	10%	10%	15%	13%	11%	10%	12%
[8]	172	22	22	11	68	33	18	86	86	48	66	58	79	55	36	20	47	56	50
	17%	19%	15%	15%	17%	14%	25%	18%	16%	17%	16%	18%	17%	16%	18%	14%	14%	19%	19%
[7]	177	21	29	12	71	33	13	84	93	46	78	53	82	56	38	15	66	52	45
	17%	18%	21%	16%	18%	14%	18%	17%	17%	16%	19%	17%	17%	16%	19%	10%	20%	18%	17%
[6]	130	20	21	12	49	22	6	56	74	36	60	34	55	54	21	20	41	33	35
	13%	18%	15%	17%	12%	10%	8%	11%	14%	13%	14%	11%	12%	15%	11%	14%	13%	12%	13%
[5] Neither agree nor disagree	191	14	29	9	69	65	4	99	91	60	72	59	97	64	26	33	67	52	38
	19%	13%	21%	12%	17%	28%	6%	20%	17%	21%	17%	18%	21%	18%	13%	23%	20%	18%	14%
[4]	41	2	3	5	16	10	5	25	17	7	19	15	22	10	9	6	11	10	14
	4%	2%	2%	7%	4%	4%	8%	5%	3%	2%	5%	5%	5%	3%	5%	4%	3%	4%	5%
[3]	20	0	1	2	8	3	6	10	10	6	7	7	13	5	2	2	7	6	5
	2%	-	1%	3%	2%	1%		2%	2%	2%	2%	2%	3%	1%	1%	1%	2%	2%	2%
[2]	12	1	2	1	4	4	0	10	2	5	4	4	8	4	1	1	6	2	3
	1%	1%	1%	1%	1%	2%	-	2%	0	2%	1%	1%	2%	1%	1%	1%	2%	1%	1%
[1]	12	0	4	1	1	5	1	7	5	1	6	4	6	5	1	2	3	2	5
	1%	-	3%	2%	0	2%	2%	1%	1%	0	2%	1%	1%	1%	0	1%	1%	1%	2%
[0] Disagree Strongly	16	2	0	1	7	6	1	9	8	3	11	3	6	6	3	3	4	6	4
	2%	1%	-	1%	2%	3%	2%	2%	1%	1%	3%	1%	1%	2%	1%	2%	1%	2%	1%
SUMMARY																			
Agree Strongly [Rated 10]	142	16	18	6	59	31	11	52	89	44	51	46	55	54	29	23	41	41	37
	14%	14%	13%	9%	15%	13%	15%	11%	17%	15%	12%	14%	12%	16%	15%	16%	12%	14%	14%
Agree [Rated 7,8,9]	462	57	63	34	184	88	37	225	238	125	190	147	209	147	102	54	148	135	125
	45%	51%	44%	47%	46%	38%	52%	46%	44%	43%	45%	46%	44%	42%	52%	38%	45%	47%	47%
Neither [Rated 4,5,6]	362	36	54	26	134	97	16	180	182	103	151	107	174	128	57	59	120	95	87
	35%	33%	38%	36%	34%	41%	22%	37%	34%	36%	36%	34%	37%	37%	29%	41%	37%	33%	33%
Disagree [Rated 1,2,3]	45	1	7	4	13	12	7	27	18	12	18	15	27	14	4	5	16	10	13
	4%	1%	5%	6%	3%	5%	10%	5%	3%	4%	4%	5%	6%	4%	2%	3%	5%	4%	5%
Disagree Strongly [Rated 0]	16	2	0	1	7	6	1	9	8	3	11	3	6	6	3	3	4	6	4
	2%	1%	-	1%	2%	3%	2%	2%	1%	1%	3%	1%	1%	2%	1%	2%	1%	2%	1%
STATISTICS (0= Disagree Strongly 10= Agree Strongly)																			
Mean	6.86	7.23	6.8	6.72	6.99	6.52	6.94	6.66	7.05	6.96	6.73	6.93	6.68	6.9	7.22	6.84	6.77	6.92	6.91
		E		E					G						L				

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

ATTITUDES TOWARDS CHARITIES AND NON-PROFIT ORGANIZATIONS

1. People have different attitudes towards charities and non-profit organizations. How much do you agree or disagree with each of the following statements as it relates to you personally: 2) I think that charities in Canada are by and large well-managed?

		REGION						GENDER		AGE GROUP			EDUCATION			INCOME			
	TOTAL	BC	AB	SK/MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	HS<	Post Sec	Univ.	<\$25K	\$25K-~\$60K	\$60K-~\$100K	\$100K+
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Base: All Respondents																			
Unweighted Base	1027	139	107	69	424	219	69	482	545	286	443	298	419	392	203	139	365	277	246
Weighted Base	1027	112	142	71	397	234	71	493	534	288	421	318	472	349	195	144	329	288	267
[10] Agree Strongly	40	4	3	1	15	15	2	15	25	19	12	9	18	12	8	9	9	14	8
	4%	3%	2%	2%	4%	6%	3%	3%	5%	7%	3%	3%	4%	4%	4%	6%	3%	5%	3%
[9]	40	3	10	2	15	6	4	20	20	10	12	18	18	14	8	3	21	8	8
	4%	3%	7%	3%	4%	3%	6%	4%	4%	3%	3%	6%	4%	4%	4%	2%	6%	3%	3%
[8]	125	9	7	10	63	21	15	61	64	36	41	48	54	43	26	14	35	41	35
	12%	8%	5%	14%	16%	9%	20%	12%	12%	12%	10%	15%	11%	12%	14%	10%	11%	14%	13%
[7]	178	24	26	19	58	41	10	90	88	46	83	48	74	59	43	20	64	43	51
	17%	21%	18%	26%	15%	18%	13%	18%	16%	16%	20%	15%	16%	17%	22%	14%	20%	15%	19%
[6]	171	19	35	10	66	31	9	76	94	48	77	46	78	60	32	26	45	54	46
	17%	17%	25%	14%	17%	13%	12%	16%	18%	17%	18%	14%	17%	17%	17%	18%	14%	19%	17%
[5] Neither agree nor disagree	255	31	30	15	97	68	15	119	136	85	102	68	128	80	44	41	85	71	59
	25%	28%	21%	21%	25%	29%	21%	24%	25%	30%	24%	21%	27%	23%	23%	28%	26%	25%	22%
[4]	85	8	9	6	33	21	8	35	50	20	37	28	40	33	11	15	26	19	25
	8%	8%	6%	8%	8%	9%	11%	7%	9%	7%	9%	9%	8%	9%	6%	10%	8%	6%	9%
[3]	49	6	7	3	13	17	3	28	21	14	18	18	21	19	9	5	17	16	11
	5%	6%	5%	4%	3%	7%	4%	6%	4%	5%	4%	6%	5%	5%	4%	3%	5%	5%	4%
[2]	36	4	7	1	14	7	4	20	16	4	17	16	10	18	8	6	11	9	10
	4%	4%	5%	1%	4%	3%	5%	4%	3%	1%	4%	5%	2%	5%	4%	4%	3%	3%	4%
[1]	26	1	6	4	10	3	2	14	12	2	14	10	18	4	3	3	6	7	9
	2%	1%	4%	5%	3%	1%	3%	3%	2%	1%	3%	3%	4%	1%	1%	2%	2%	3%	3%
[0] Disagree Strongly	22	3	2	2	11	3	1	14	8	4	9	9	13	6	2	3	9	6	4
	2%	2%	2%	3%	3%	1%	2%	3%	1%	1%	2%	3%	3%	2%	1%	2%	3%	2%	2%
SUMMARY																			
Agree Strongly [Rated 10]	40	4	3	1	15	15	2	15	25	19	12	9	18	12	8	9	9	14	8
	4%	3%	2%	2%	4%	6%	3%	3%	5%	7%	3%	3%	4%	4%	4%	6%	3%	5%	3%
Agree [Rated 7,8,9]	343	36	43	30	137	68	28	171	172	92	137	115	146	117	78	37	121	91	94
	33%	32%	30%	43%	35%	29%	40%	35%	32%	32%	32%	36%	31%	33%	40%	26%	37%	32%	35%
Neither [Rated 4,5,6]	511	59	74	30	196	120	31	230	281	153	215	142	246	172	88	82	155	144	130
	50%	52%	52%	42%	49%	51%	44%	47%	53%	53%	51%	45%	52%	49%	45%	57%	47%	50%	49%
Disagree [Rated 1,2,3]	111	11	19	7	38	28	9	62	49	20	48	43	49	42	19	14	35	32	30
	11%	10%	13%	10%	9%	12%	12%	13%	9%	7%	11%	14%	10%	12%	10%	10%	11%	11%	11%
Disagree Strongly [Rated 0]	22	3	2	2	11	3	1	14	8	4	9	9	13	6	2	3	9	6	4
	2%	2%	2%	3%	3%	1%	2%	3%	1%	1%	2%	3%	3%	2%	1%	2%	3%	2%	2%
STATISTICS (0= Disagree Strongly 10= Agree Strongly)																			
Mean	5.74	5.68	5.62	5.72	5.8	5.72	5.83	5.65	5.83	6.03	5.6	5.66	5.64	5.72	6.02	5.65	5.76	5.78	5.72

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

ATTITUDES TOWARDS CHARITIES AND NON-PROFIT ORGANIZATIONS

1. People have different attitudes towards charities and non-profit organizations. How much do you agree or disagree with each of the following statements as it relates to you personally: 3) I think that most charities in Canada act responsibly with the donations they receive?

		REGION						GENDER		AGE GROUP			EDUCATION			INCOME			
	TOTAL	BC	AB	SK/MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	HS<	Post Sec	Univ.	<\$25K	\$25K-<\$60K	\$60K-<\$100K	\$100K+
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Base: All Respondents																			
Unweighted Base	1027	139	107	69	424	219	69	482	545	286	443	298	419	392	203	139	365	277	246
Weighted Base	1027	112	142	71	397	234	71	493	534	268	421	318	472	349	195	144	329	288	267
[10] Agree Strongly	42	2	5	0	18	13	3	19	23	15	15	12	21	11	10	8	10	15	9
	4%	2%	4%	-	4%	6%	4%	4%	4%	5%	3%	4%	4%	3%	5%	5%	3%	5%	3%
[9]	48	6	9	3	20	7	2	20	28	20	11	18	20	20	8	6	19	11	12
	5%	5%	6%	4%	5%	3%	3%	4%	5%	7%	3%	6%	4%	6%	4%	4%	6%	4%	4%
[8]	163	22	20	11	65	28	18	78	85	43	66	54	72	45	43	17	51	51	45
	16%	19%	14%	15%	16%	12%	25%	16%	16%	15%	16%	17%	15%	13%	22%	11%	15%	18%	17%
[7]	185	21	18	20	77	40	10	83	102	57	76	51	77	69	38	24	57	45	58
	18%	18%	13%	27%	19%	17%	15%	17%	19%	20%	18%	16%	16%	20%	20%	17%	17%	16%	22%
[6]	150	20	25	13	59	26	7	73	77	32	69	49	66	57	26	21	46	46	37
	15%	18%	18%	19%	15%	11%	9%	15%	14%	11%	16%	15%	14%	16%	13%	15%	14%	16%	14%
[5] Neither agree nor disagree	228	20	31	11	78	75	14	108	120	73	93	63	110	73	40	35	80	63	50
	22%	18%	22%	15%	20%	32%	19%	22%	22%	25%	22%	20%	23%	21%	21%	24%	24%	22%	19%
[4]	79	9	11	4	34	17	4	35	44	16	36	27	41	27	10	10	26	19	24
	8%	8%	8%	6%	9%	7%	5%	7%	8%	6%	9%	8%	9%	8%	5%	7%	8%	7%	9%
[3]	37	4	5	1	13	9	5	21	16	15	12	10	14	15	8	9	9	13	6
	4%	4%	4%	1%	3%	4%	7%	4%	3%	5%	3%	3%	3%	4%	4%	6%	3%	5%	2%
[2]	39	4	4	3	13	10	5	22	17	7	16	15	16	16	6	5	11	10	12
	4%	3%	2%	5%	3%	4%	7%	4%	3%	3%	4%	5%	3%	5%	3%	4%	3%	3%	4%
[1]	26	0	11	1	6	6	2	14	13	5	14	8	17	6	3	4	10	6	6
	3%	-	8%	1%	2%	2%	3%	3%	2%	2%	3%	2%	4%	2%	2%	3%	3%	2%	2%
[0] Disagree Strongly	31	5	2	5	14	4	1	19	11	3	15	13	18	11	2	4	10	8	9
	3%	4%	1%	7%	4%	2%	2%	4%	2%	1%	3%	4%	4%	3%	1%	3%	3%	3%	3%
SUMMARY																			
Agree Strongly [Rated 10]	42	2	5	0	18	13	3	19	23	15	15	12	21	11	10	8	10	15	9
	4%	2%	4%	-	4%	6%	4%	4%	4%	5%	3%	4%	4%	3%	5%	5%	3%	5%	3%
Agree [Rated 7,8,9]	396	48	47	34	162	75	30	181	215	121	153	123	169	135	90	47	127	107	115
	39%	43%	33%	47%	41%	32%	43%	37%	40%	42%	36%	39%	36%	39%	46%	33%	39%	37%	43%
Neither [Rated 4,5,6]	457	48	67	28	171	118	24	217	240	121	197	138	217	156	76	66	152	127	111
	44%	43%	47%	39%	43%	50%	34%	44%	45%	42%	47%	43%	46%	45%	39%	46%	46%	44%	41%
Disagree [Rated 1,2,3]	101	8	20	5	32	25	12	56	45	28	41	32	47	37	17	19	30	30	23
	10%	7%	14%	7%	8%	10%	17%	11%	8%	10%	10%	10%	10%	11%	9%	13%	9%	10%	9%
Disagree Strongly [Rated 0]	31	5	2	5	14	4	1	19	11	3	15	13	18	11	2	4	10	8	9
	3%	4%	1%	7%	4%	2%	2%	4%	2%	1%	3%	4%	4%	3%	1%	3%	3%	3%	3%
STATISTICS (0= Disagree Strongly 10= Agree Strongly)																			
Mean	5.86	5.98	5.69	5.77	5.97	5.75	5.86	5.72	5.99	6.14	5.71	5.81	5.73	5.81	6.26	5.72	5.82	5.93	5.92

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

ATTITUDES TOWARDS CHARITIES AND NON-PROFIT ORGANIZATIONS

1. People have different attitudes towards charities and non-profit organizations. How much do you agree or disagree with each of the following statements as it relates to you personally: 4) Charities do not make much difference?

		REGION						GENDER		AGE GROUP			EDUCATION			INCOME			
	TOTAL	BC	AB	SK/MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	HS<	Post Sec	Univ.	<\$25K	\$25K-<\$60K	\$60K-<\$100K	\$100K+
	A	B	C	D	E	F	F	G	H	I	J	K	L	M	N	O	P	Q	R
Base: All Respondents																			
Unweighted Base	1027	139	107	69	424	219	69	482	545	286	443	298	419	392	203	139	365	277	246
Weighted Base	1027	112	142	71	397	234	71	493	534	288	421	318	472	349	195	144	329	288	267
[10] Agree Strongly	14	2	1	0	7	3	1	9	5	6	3	5	5	6	3	3	4	4	3
	1%	2%	1%	-	2%	1%	2%	2%	1%	2%	1%	2%	1%	2%	2%	2%	1%	1%	1%
[9]	13	1	1	0	8	3	0	9	4	2	5	7	8	4	2	4	3	4	2
	1%	1%	1%	-	2%	1%	-	2%	1%	1%	1%	2%	2%	1%	1%	3%	1%	2%	1%
[8]	26	4	6	2	8	2	2	14	12	9	11	6	17	4	5	5	5	8	7
	2%	4%	4%	3%	2%	1%	3%	3%	2%	3%	3%	2%	4%	1%	3%	4%	2%	3%	3%
													M						
[7]	31	3	5	3	17	3	0	17	14	9	10	12	13	11	7	1	12	11	7
	3%	3%	4%	4%	4%	1%	-	3%	3%	3%	2%	4%	3%	3%	4%	1%	4%	4%	3%
[6]	46	4	7	3	23	4	4	27	19	11	23	12	17	16	12	5	12	12	18
	4%	4%	5%	4%	6%	2%	6%	5%	4%	4%	5%	4%	4%	5%	6%	3%	4%	4%	7%
					E														
[5] Neither agree nor disagree	173	13	20	11	67	55	7	93	80	59	74	41	91	55	24	30	62	46	36
	17%	12%	14%	16%	17%	24%	10%	19%	15%	20%	17%	13%	19%	16%	12%	21%	19%	16%	14%
					ABDF					K			N						
[4]	95	16	12	6	37	15	9	42	53	24	42	29	41	34	19	14	33	22	26
	9%	15%	8%	8%	9%	6%	13%	9%	10%	8%	10%	9%	9%	10%	10%	10%	10%	8%	10%
		E																	
[3]	139	18	22	13	56	20	11	77	62	41	45	53	62	52	25	19	44	36	41
	14%	16%	15%	19%	14%	9%	15%	16%	12%	14%	11%	17%	13%	15%	13%	13%	13%	12%	15%
		E		E								J							
[2]	144	15	25	9	51	33	11	61	83	38	54	51	58	51	34	14	45	50	34
	14%	13%	17%	13%	13%	14%	15%	12%	15%	13%	13%	16%	12%	15%	17%	10%	14%	18%	13%
																O			
[1]	112	13	15	10	34	34	5	58	54	23	52	36	48	38	24	14	37	30	31
	11%	12%	10%	14%	9%	15%	7%	12%	10%	8%	12%	11%	10%	11%	12%	10%	11%	10%	12%
					D														
[0] Disagree Strongly	234	22	28	13	90	60	21	86	148	66	102	67	114	77	41	35	74	64	62
	23%	20%	19%	19%	23%	26%	29%	17%	28%	23%	24%	21%	24%	22%	21%	24%	22%	22%	23%
									G										
SUMMARY																			
Agree Strongly [Rated 10]	14	2	1	0	7	3	1	9	5	6	3	5	5	6	3	3	4	4	3
	1%	2%	1%	-	2%	1%	2%	2%	1%	2%	1%	2%	1%	2%	2%	2%	1%	1%	1%
Agree [Rated 7,8,9]	69	8	13	5	32	9	2	40	30	19	26	24	37	19	13	10	20	24	16
	7%	7%	9%	7%	8%	4%	3%	8%	6%	7%	6%	8%	8%	5%	7%	7%	6%	8%	6%
					E														
Neither [Rated 4,5,6]	314	34	39	20	127	74	20	162	152	93	139	83	149	106	55	48	106	80	80
	31%	30%	28%	28%	32%	32%	29%	33%	28%	32%	33%	26%	32%	30%	28%	34%	32%	28%	30%
											K								
Disagree [Rated 1,2,3]	395	46	62	33	141	88	26	195	199	103	152	140	168	141	82	47	125	116	106
	38%	41%	43%	46%	35%	37%	37%	40%	37%	36%	36%	44%	36%	41%	42%	33%	38%	40%	40%
												IJ							
Disagree Strongly [Rated 0]	234	22	28	13	90	60	21	86	148	66	102	67	114	77	41	35	74	64	62
	23%	20%	19%	19%	23%	26%	29%	17%	28%	23%	24%	21%	24%	22%	21%	24%	22%	22%	23%
									G										
STATISTICS (0= Disagree Strongly 10= Agree Strongly)																			
Mean	2.94	2.99	3.02	2.85	3.13	2.66	2.6	3.27	2.64	3.09	2.85	2.92	2.99	2.9	2.91	3.12	2.91	2.96	2.86
					E			H											

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

ATTITUDES TOWARDS CHARITIES AND NON-PROFIT ORGANIZATIONS

1. People have different attitudes towards charities and non-profit organizations. How much do you agree or disagree with each of the following statements as it relates to you personally: 5) Charities in Canada are trustworthy?

		REGION						GENDER		AGE GROUP			EDUCATION			INCOME			
	TOTAL	BC	AB	SK/MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	HS<	Post Sec	Univ.	<\$25K	\$25K-~\$60K	\$60K-~\$100K	\$100K+
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Base: All Respondents																			
Unweighted Base	1027	139	107	69	424	219	69	482	545	286	443	298	419	392	203	139	365	277	246
Weighted Base	1027	112	142	71	397	234	71	493	534	288	421	318	472	349	195	144	329	288	267
[10] Agree Strongly	43	2	5	1	19	14	2	18	24	20	11	12	23	12	7	9	9	14	11
	4%	2%	4%	1%	5%	6%	3%	4%	5%	7%	3%	4%	5%	3%	4%	6%	3%	5%	4%
[9]	53	6	9	3	24	8	4	28	26	20	15	19	20	13	18	4	24	15	10
	5%	5%	6%	4%	6%	3%	5%	6%	5%	7%	3%	6%	4%	4%	9%	3%	7%	5%	4%
[8]	137	20	10	12	56	27	12	64	73	37	56	44	63	40	34	14	35	46	42
	13%	18%	7%	17%	14%	12%	16%	13%	14%	13%	13%	14%	13%	11%	17%	10%	11%	16%	16%
[7]	184	24	21	15	73	39	12	83	101	54	78	52	64	67	51	25	56	40	63
	18%	21%	14%	22%	18%	17%	17%	17%	19%	19%	19%	16%	14%	19%	26%	18%	17%	14%	23%
[6]	148	18	29	10	56	29	6	72	76	34	68	46	67	59	20	14	53	43	38
	14%	16%	20%	14%	14%	12%	8%	15%	14%	12%	16%	14%	14%	17%	10%	10%	16%	15%	14%
[5] Neither agree nor disagree	273	23	45	15	93	79	18	129	144	84	109	80	149	87	33	49	90	80	53
	27%	21%	31%	21%	24%	34%	25%	26%	27%	29%	26%	25%	31%	25%	17%	34%	27%	28%	20%
[4]	69	8	5	4	29	14	9	29	40	21	30	19	27	30	12	12	18	20	20
	7%	7%	4%	5%	7%	6%	13%	6%	7%	7%	7%	6%	6%	8%	6%	9%	5%	7%	7%
[3]	47	5	5	3	18	15	1	27	20	9	20	18	23	13	11	6	16	13	12
	5%	5%	4%	4%	5%	6%	1%	5%	4%	3%	5%	6%	5%	4%	6%	4%	5%	5%	5%
[2]	29	3	8	1	12	3	3	13	16	3	14	13	14	11	5	4	12	6	8
	3%	3%	5%	2%	3%	1%	4%	3%	3%	1%	3%	4%	3%	3%	3%	3%	4%	2%	3%
[1]	26	2	4	5	9	5	2	19	7	3	10	13	14	10	1	5	10	5	6
	3%	2%	3%	6%	2%	2%	3%	4%	1%	1%	2%	4%	3%	3%	1%	3%	3%	2%	2%
[0] Disagree Strongly	17	2	3	2	7	1	3	11	6	3	10	4	9	6	2	1	5	6	5
	2%	2%	2%	3%	2%	0	4%	2%	1%	1%	2%	1%	2%	2%	1%	1%	2%	2%	2%
SUMMARY																			
Agree Strongly [Rated 10]	43	2	5	1	19	14	2	18	24	20	11	12	23	12	7	9	9	14	11
	4%	2%	4%	1%	5%	6%	3%	4%	5%	7%	3%	4%	5%	3%	4%	6%	3%	5%	4%
Agree [Rated 7,8,9]	374	49	39	31	153	73	28	174	200	111	148	115	147	120	103	44	115	101	114
	36%	44%	28%	43%	39%	31%	39%	35%	37%	38%	35%	36%	31%	34%	53%	30%	35%	35%	43%
Neither [Rated 4,5,6]	490	49	78	29	179	123	33	230	260	139	207	144	242	176	65	76	161	142	111
	48%	43%	55%	40%	45%	52%	46%	47%	49%	48%	49%	45%	51%	51%	33%	53%	49%	49%	41%
Disagree [Rated 1,2,3]	103	10	17	9	39	23	5	59	44	15	44	44	51	34	18	14	39	24	26
	10%	9%	12%	12%	10%	10%	8%	12%	8%	5%	11%	14%	11%	10%	9%	10%	12%	8%	10%
Disagree Strongly [Rated 0]	17	2	3	2	7	1	3	11	6	3	10	4	9	6	2	1	5	6	5
	2%	2%	2%	3%	2%	0	4%	2%	1%	1%	2%	1%	2%	2%	1%	1%	2%	2%	2%
STATISTICS (0= Disagree Strongly 10= Agree Strongly)																			
Mean	5.89	6.01	5.66	5.73	5.99	5.9	5.67	5.76	6	6.24	5.72	5.78	5.78	5.77	6.35	5.77	5.77	5.96	6

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

ATTITUDES TOWARDS CHARITIES AND NON-PROFIT ORGANIZATIONS

1. People have different attitudes towards charities and non-profit organizations. How much do you agree or disagree with each of the following statements as it relates to you personally: 6) I think that most charities in Canada have the plans and resources - human, physical, financial and technological - to satisfactorily carry out their mandates?

		REGION						GENDER		AGE GROUP			EDUCATION			INCOME			
	TOTAL	BC	AB	SK/MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	HS<	Post Sec	Univ.	<\$25K	\$25K-~\$60K	\$60K-~\$100K	\$100K+
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Base: All Respondents																			
Unweighted Base	1027	139	107	69	424	219	69	482	545	286	443	298	419	392	203	139	365	277	246
Weighted Base	1027	112	142	71	397	234	71	493	534	288	421	318	472	349	195	144	329	288	267
[10] Agree Strongly	47	2	11	4	17	12	0	24	23	17	11	19	26	14	7	5	12	16	13
	5%	2%	8%	6%	4%	5%	-	5%	4%	6%	3%	6%	5%	4%	3%	4%	4%	6%	5%
[9]	37	3	1	3	17	7	5	20	17	12	10	16	19	11	7	9	18	6	4
	4%	3%	1%	5%	4%	3%	8%	4%	3%	4%	2%	5%	4%	3%	4%	6%	6%	2%	2%
[8]	102	12	13	7	46	13	10	55	47	33	36	33	42	38	20	8	36	32	27
	10%	11%	9%	10%	12%	6%	14%	11%	9%	11%	9%	10%	9%	11%	10%	5%	11%	11%	10%
[7]	158	18	23	16	62	31	8	75	83	45	62	50	58	64	33	19	49	46	45
	15%	16%	16%	16%	16%	13%	11%	15%	15%	16%	15%	16%	12%	18%	17%	13%	15%	16%	17%
[6]	154	21	19	8	73	23	9	69	85	39	75	40	78	44	30	14	51	45	43
	15%	19%	13%	12%	18%	10%	13%	14%	16%	14%	18%	13%	16%	13%	16%	10%	16%	16%	16%
[5] Neither agree nor disagree	290	28	43	17	98	86	18	143	147	84	120	86	143	92	50	48	87	81	74
	28%	25%	30%	24%	25%	37%	25%	29%	28%	29%	29%	27%	30%	27%	26%	34%	26%	28%	28%
[4]	92	12	12	7	34	19	8	41	51	22	40	31	41	32	20	17	27	22	27
	9%	11%	8%	10%	9%	8%	12%	8%	10%	8%	10%	10%	9%	9%	10%	12%	8%	7%	10%
[3]	66	3	10	4	24	17	8	25	40	18	27	21	32	24	10	12	19	16	19
	6%	3%	7%	5%	6%	7%	11%	5%	8%	6%	6%	7%	7%	7%	5%	9%	6%	6%	7%
[2]	30	4	6	1	7	12	1	16	14	6	13	11	10	13	8	2	11	11	6
	3%	4%	4%	1%	2%	5%	1%	3%	3%	2%	3%	3%	2%	4%	4%	2%	3%	4%	2%
[1]	20	1	5	1	6	7	1	9	11	7	7	6	10	6	3	5	10	2	3
	2%	1%	3%	2%	1%	3%	1%	2%	2%	3%	2%	2%	2%	2%	2%	4%	3%	1%	1%
[0] Disagree Strongly	30	6	0	2	13	7	3	15	16	5	19	6	14	11	6	4	9	11	6
	3%	5%	-	3%	3%	3%	4%	3%	3%	2%	5%	2%	3%	3%	3%	2%	3%	4%	2%
SUMMARY																			
Agree Strongly [Rated 10]	47	2	11	4	17	12	0	24	23	17	11	19	26	14	7	5	12	16	13
	5%	2%	8%	6%	4%	5%	-	5%	4%	6%	3%	6%	5%	4%	3%	4%	4%	6%	5%
Agree [Rated 7,8,9]	297	33	37	27	125	51	23	150	147	90	108	99	118	113	61	36	103	83	75
	29%	30%	26%	37%	32%	22%	33%	30%	27%	31%	26%	31%	25%	32%	31%	25%	31%	29%	28%
Neither [Rated 4,5,6]	537	62	74	32	206	128	35	254	283	145	235	157	262	168	100	80	165	148	144
	52%	55%	52%	45%	52%	55%	50%	51%	53%	50%	56%	49%	55%	48%	51%	55%	50%	51%	54%
Disagree [Rated 1,2,3]	116	9	21	6	36	35	10	51	66	31	47	38	52	42	22	20	39	29	28
	11%	8%	14%	8%	9%	15%	13%	10%	12%	11%	11%	12%	11%	12%	11%	14%	12%	10%	10%
Disagree Strongly [Rated 0]	30	6	0	2	13	7	3	15	16	5	19	6	14	11	6	4	9	11	6
	3%	5%	-	3%	3%	3%	4%	3%	3%	2%	5%	2%	3%	3%	3%	2%	3%	4%	2%
STATISTICS (0= Disagree Strongly 10= Agree Strongly)																			
Mean	5.59	5.49	5.67	5.92	5.75	5.28	5.45	5.68	5.52	5.8	5.35	5.73	5.59	5.58	5.59	5.33	5.63	5.64	5.64
				E	E					J		J							

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

ATTITUDES TOWARDS CHARITIES AND NON-PROFIT ORGANIZATIONS

2. Have you made a financial donation to a charity or non-profit organization in the past 12 months?

		REGION						GENDER		AGE GROUP			EDUCATION			INCOME			
	TOTAL	BC	AB	SK/MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	HS<	Post Sec	Univ.	<\$25K	\$25K-<\$60K	\$60K- <\$100K	\$100K+
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Base: All Respondents																			
Unweighted Base	1027	139	107	69	424	219	69	482	545	286	443	298	419	392	203	139	365	277	246
Weighted Base	1027	112	142	71	397	234	71	493	534	288	421	318	472	349	195	144	329	288	267
Yes	714	83	112	54	277	132	55	333	381	167	283	263	303	252	153	75	224	202	214
	70%	74%	79%	76%	70%	56%	78%	68%	71%	58%	67%	83%	64%	72%	79%	52%	68%	70%	80%
		E	E	E	E		E				I	IJ		L	L		O	O	OPQ
No	280	26	26	15	109	90	15	143	138	103	126	51	151	88	39	65	95	75	45
	27%	23%	18%	21%	27%	38%	21%	29%	26%	36%	30%	16%	32%	25%	20%	46%	29%	26%	17%
						ABCD				K	K		MN			PQR	R	R	
Don't know/Refused	33	3	4	2	10	13	1	17	15	17	12	4	18	9	3	4	10	11	8
	3%	3%	3%	3%	3%	5%	1%	4%	3%	6%	3%	1%	4%	3%	1%	2%	3%	4%	3%
										JK									

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

ATTITUDES TOWARDS CHARITIES AND NON-PROFIT ORGANIZATIONS

3. Why haven't you made a financial donation to a charity or non-profit organization in the past 12 months?

		REGION						GENDER		AGE GROUP			EDUCATION			INCOME			
	TOTAL	BC	AB	SK/MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	HS<	Post Sec	Univ.	<\$25K	\$25K-<\$60K	\$60K-<\$100K	\$100K+
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Base: Have not made a financial donation to a charity or non-profit organization in the past 12 months																			
Unweighted Base	314	38	22	17	128	94	15	157	157	118	144	52	152	114	42	68	118	79	49
Weighted Base	313	29	30	17	119	102	16	160	153	120	138	55	169	97	42	69	105	86	53
Can't afford it	168	18	17	11	67	45	10	82	86	70	72	26	96	51	19	46	52	46	24
	54%	61%	57%	66%	56%	44%	62%	51%	56%	58%	52%	47%	57%	53%	46%	66%	50%	53%	45%
I give in another way	18	2	1	1	10	3	1	10	7	5	6	6	11	4	2	4	5	3	6
	6%	6%	4%	6%	8%	3%	8%	6%	5%	5%	4%	11%	7%	4%	5%	6%	4%	4%	10%
I don't trust them	16	1	1	0	5	9	0	10	7	8	5	3	6	6	5	2	4	7	4
	5%	2%	5%	-	4%	9%	-	6%	4%	6%	4%	6%	3%	6%	11%	2%	3%	8%	8%
Money doesn't go to the cause	15	1	1	0	9	4	1	7	8	2	6	7	8	6	1	2	6	3	4
	5%	2%	5%	-	7%	4%	5%	5%	5%	2%	5%	12%	5%	6%	3%	3%	6%	4%	7%
Unemployed	10	0	0	0	5	3	2	0	10	3	6	1	5	4	0	0	6	3	1
	3%	-	-	-	5%	3%	13%	-	7%	2%	4%	2%	3%	4%	-	-	6%	4%	2%
I am a student	6	2	0	0	4	0	0	1	5	5	1	0	1	2	3	1	2	0	3
	2%	6%	-	-	3%	-	-	1%	3%	4%	1%	-	0	2%	7%	1%	1%	-	6%
No time/ busy	5	0	1	1	3	0	0	3	2	2	1	2	1	3	1	0	3	1	1
	2%	-	4%	5%	2%	-	-	2%	1%	2%	1%	4%	1%	3%	2%	-	3%	1%	2%
I volunteer instead	3	2	0	0	1	0	0	1	2	2	1	0	0	3	0	1	1	1	0
	1%	8%	-	-	1%	-	-	0	1%	1%	1%	-	-	3%	-	2%	1%	1%	-
Other	54	3	4	0	26	21	0	30	24	19	27	8	29	17	8	9	20	16	8
	17%	11%	13%	-	21%	21%	-	18%	16%	16%	20%	14%	17%	17%	18%	13%	19%	19%	16%
None	31	2	3	3	6	15	2	18	13	11	15	5	17	8	5	6	16	8	2
	10%	7%	10%	16%	5%	15%	14%	11%	9%	9%	11%	9%	10%	8%	12%	8%	15%	9%	3%
Don't know/Refused	20	2	2	1	5	9	1	6	14	6	9	4	11	4	2	6	5	4	4
	6%	5%	7%	7%	4%	9%	6%	4%	9%	5%	7%	7%	7%	4%	5%	9%	5%	5%	8%

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

ATTITUDES TOWARDS CHARITIES AND NON-PROFIT ORGANIZATIONS

4. How many different charitable causes did you donate money to in the past 12 months?

		REGION						GENDER		AGE GROUP			EDUCATION			INCOME			
	TOTAL	BC	AB	SK/MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	HS<	Post Sec	Univ.	<\$25K	\$25K~<\$60K	\$60K~<\$100K	\$100K+
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Base: Have made a financial donation to a charity or non-profit organization in the past 12 months																			
Unweighted Base	713	101	85	52	296	125	54	325	388	168	299	246	267	278	161	71	247	198	197
Weighted Base	714	83	112	54	277	132	55	333	381	167	283	263	303	252	153	75	224	202	214
1 Cause	173	21	27	10	60	45	10	80	94	73	64	36	83	56	31	24	60	50	39
	24%	26%	24%	18%	22%	34%	18%	24%	25%	44%	23%	14%	27%	22%	21%	33%	27%	25%	18%
						CDF				JK	K					R	R		
2-3 Causes	309	43	42	27	115	61	21	142	167	68	134	107	124	112	71	32	105	85	86
	43%	52%	37%	49%	41%	47%	38%	43%	44%	40%	47%	41%	41%	44%	47%	43%	47%	42%	40%
4-5 Causes	131	9	22	5	63	17	14	60	71	19	54	58	52	54	24	9	34	41	47
	18%	11%	20%	10%	23%	13%	25%	18%	19%	11%	19%	22%	17%	22%	16%	12%	15%	20%	22%
6+ Causes					ACE		AC				I	I							
	101	10	21	12	40	8	11	52	49	8	31	62	45	30	26	9	25	25	42
	14%	12%	18%	23%	14%	6%	19%	16%	13%	5%	11%	23%	15%	12%	17%	12%	11%	13%	20%
			E	E	E		E				I	IJ							P
STATISTICS (All)																			
Mean (All)	5	4	4	4	4	8	4	6	4	3	3	7	4	4	8	3	3	4	7
Standard Deviation	21.2	6.7	3.4	2.3	7.4	47.7	2.3	30.2	6.4	9	6	33.5	7.1	6.4	43.8	3.6	2.9	7.2	37.8
Standard Error	0.8	0.7	0.4	0.3	0.4	4.3	0.3	1.7	0.3	0.7	0.3	2.1	0.4	0.4	3.5	0.4	0.2	0.5	2.7
Median	2	2	2	2	2	2	3	2	2	1	2	3	2	2	2	2	2	2	3
STATISTICS (Excluding Outliers)																			
Mean (Excl. 16+)	3	3	4	4	3	2	4	3	3	2	3	4	3	3	3	3	3	3	4
		E	E	E	AE		AE				I	IJ							OPQ
Standard Deviation	2.4	2	2.9	2.3	2.7	1.5	2.3	2.6	2.3	1.8	2	2.9	2.3	2.4	2.8	2.1	2.2	2.5	2.6
Standard Error	0.1	0.2	0.3	0.3	0.2	0.1	0.3	0.1	0.1	0.1	0.1	0.2	0.1	0.1	0.2	0.3	0.1	0.2	0.2
Median	2	2	2	2	2	1	3	2	2	1	2	3	2	2	2	2	2	2	3

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

ATTITUDES TOWARDS CHARITIES AND NON-PROFIT ORGANIZATIONS

5. Approximately how much in total did you donate to non-profit and charitable organizations in the past 12 months?

		REGION						GENDER		AGE GROUP			EDUCATION			INCOME			
	TOTAL	BC	AB	SK/MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	HS<	Post Sec	Univ.	<\$25K	\$25K-<\$60K	\$60K-<\$100K	\$100K+
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Base: Have made a financial donation to a charity or non-profit organization in the past 12 months																			
Unweighted Base	713	101	85	52	296	125	54	325	388	168	299	246	267	278	161	71	247	198	197
Weighted Base	714	83	112	54	277	132	55	333	381	167	283	263	303	252	153	75	224	202	214
Less than \$10	25	3	4	0	7	10	2	16	9	17	7	0	13	8	4	5	12	4	4
	3%	3%	3%	-	2%	7%	4%	5%	2%	10%	3%	-	4%	3%	3%	6%	5%	2%	2%
						D				JK	K								
\$10 to \$24	55	6	5	7	10	23	4	24	31	23	21	11	26	20	9	9	23	13	10
	8%	7%	5%	13%	4%	18%	7%	7%	8%	14%	7%	4%	8%	8%	6%	12%	10%	6%	5%
				D		ABD				JK						R	R		
\$25 to \$50	80	9	11	6	23	25	6	28	51	30	38	11	37	30	13	12	30	22	16
	11%	11%	10%	11%	8%	19%	10%	9%	13%	18%	14%	4%	12%	12%	9%	16%	13%	11%	8%
						D			G	K	K					R			
\$51 to \$100	103	9	18	5	38	25	8	50	53	25	34	43	47	36	20	9	34	35	25
	14%	11%	16%	9%	14%	19%	15%	15%	14%	15%	12%	16%	15%	14%	13%	12%	15%	17%	12%
\$101 to \$200	93	10	19	3	45	11	6	40	53	14	42	37	34	38	21	4	31	28	31
	13%	12%	17%	6%	16%	8%	11%	12%	14%	9%	15%	14%	11%	15%	14%	6%	14%	14%	14%
					E														
\$201 to \$300	46	6	5	5	19	7	4	26	19	11	20	15	22	14	9	2	12	15	16
	6%	7%	5%	9%	7%	5%	6%	8%	5%	6%	7%	6%	7%	5%	6%	3%	6%	7%	8%
\$301 to \$400	28	3	3	5	7	8	2	14	15	3	13	13	13	10	5	1	7	5	15
	4%	3%	3%	9%	3%	6%	4%	4%	4%	2%	4%	5%	4%	4%	3%	1%	3%	3%	7%
				D														Q	
\$401 to \$500	38	7	3	3	19	4	2	22	16	7	17	14	6	14	17	3	6	5	24
	5%	8%	2%	5%	7%	3%	4%	6%	4%	4%	6%	5%	2%	5%	11%	4%	2%	2%	11%
														L	LM				PQ
\$501 to \$600	12	1	4	0	5	1	1	5	6	1	5	6	2	4	5	0	4	5	2
	2%	2%	3%	-	2%	1%	2%	2%	2%	1%	2%	2%	1%	2%	3%	-	2%	2%	1%
															L				
\$701 to \$1,000	20	4	1	2	9	1	3	14	6	3	6	11	3	9	8	0	5	8	7
	3%	5%	1%	3%	3%	1%	5%	4%	2%	2%	2%	4%	1%	4%	5%	-	2%	4%	4%
		E					E	H						L	L				
Over \$1,000	56	7	15	4	25	2	3	36	20	4	20	32	29	13	14	2	11	21	22
	8%	9%	13%	7%	9%	1%	6%	11%	5%	3%	7%	12%	10%	5%	9%	2%	5%	11%	10%
		E	E		E			H		I	IJ							OP	OP
Prefer not to answer	159	18	25	15	71	15	15	58	100	28	60	70	72	56	26	29	49	40	40
	22%	21%	22%	28%	26%	11%	26%	17%	26%	17%	21%	27%	24%	22%	17%	38%	22%	20%	19%
		E	E	E	E		E	G			I					PQR			
SUMMARY																			
<\$25	80	8	9	7	16	33	6	39	41	40	28	11	38	28	13	14	35	17	14
	11%	10%	8%	13%	6%	25%	11%	12%	11%	24%	10%	4%	13%	11%	9%	18%	16%	8%	7%
						ABDF				JK	K					QR	QR		
\$25-\$100	183	18	29	11	61	50	14	79	104	56	73	55	83	66	34	21	64	57	41
	26%	22%	26%	20%	22%	38%	25%	24%	27%	33%	26%	21%	28%	26%	22%	28%	29%	28%	19%
						ACD				K					R	R			
\$100 to \$250	184	20	37	6	79	30	13	91	93	35	76	74	73	72	40	12	58	60	54
	26%	24%	33%	11%	28%	22%	24%	27%	25%	21%	27%	28%	24%	28%	26%	16%	26%	30%	25%
		C	C		C													O	
\$251 to \$500	94	14	10	12	38	14	6	50	44	14	40	40	35	31	28	4	20	19	50
	13%	17%	9%	23%	14%	11%	11%	15%	12%	8%	14%	15%	11%	12%	18%	5%	9%	10%	24%
				BE								I							OPQ
\$501 to \$750	20	2	4	1	10	2	1	10	9	2	9	9	5	7	7	0	6	10	4
	3%	2%	3%	2%	4%	2%	2%	3%	2%	1%	3%	3%	2%	3%	5%	-	3%	5%	2%
\$751 to \$1,000	17	4	1	2	7	1	3	12	6	3	4	10	2	8	8	0	5	5	7
	2%	5%	1%	3%	2%	1%	5%	3%	2%	2%	2%	4%	1%	3%	5%	-	2%	3%	4%
		E					E							L	L				
Over \$1,000	56	7	15	4	25	2	3	36	20	4	20	32	29	13	14	2	11	21	22
	8%	9%	13%	7%	9%	1%	6%	11%	5%	3%	7%	12%	10%	5%	9%	2%	5%	11%	10%
		E	E		E			H			I	IJ						OP	OP
STATISTICS (All)																			
Mean (All)	585	1218	552	585	625	151	682	761	412	257	542	870	592	351	928	150	325	676	877
		E	E	E	E		E	H			I	I		M	M		OP	P	
Standard Deviation	2032.9	4816.5	1129.6	1229	1403	256.7	2105.4	2650.1	1121.1	787.9	1511.4	2945.9	1549.9	694.5	3564.5	303.1	768.2	1617	3172.1
Standard Error	85.9	538.5	140.1	196.8	93.7	24.3	332.9	161.3	65.8	66.4	98.2	218.4	108.2	47.1	304.5	45.7	55	127.8	250

ATTITUDES TOWARDS CHARITIES AND NON-PROFIT ORGANIZATIONS

5. Approximately how much in total did you donate to non-profit and charitable organizations in the past 12 months?

		REGION						GENDER		AGE GROUP			EDUCATION			INCOME			
	TOTAL	BC	AB	SK/MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	HS<	Post Sec	Univ.	<\$25K	\$25K-~\$60K	\$60K-~\$100K	\$100K+
Median	124	148	138	171	179	53	112	180	98	50	142	179	97	122	192	44	98	130	241
STATISTICS (Excluding Outliers)																			
Mean (Excl. \$,1001+)	200	251	173	238	231	125	222	227	176	133	199	259	155	205	274	93	163	206	267
		E		E	E		E	H			I	IJ		L	LM		O	O	OPQ
Standard Deviation	223.9	274.5	188.6	254.2	229.2	158.2	261.6	244.9	200.2	191.5	207.4	252.4	172.5	231.7	269.2	120.4	206.9	230	239.3
Standard Error	9.9	32.3	25.4	42.4	16.3	15.1	43	15.8	12.2	16.4	14.1	20.3	12.8	16.2	24.4	18.4	15.3	19.3	20.1
Median	99	121	97	108	132	51	94	120	92	48	112	143	88	100	176	42	97	97	171

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

ATTITUDES TOWARDS CHARITIES AND NON-PROFIT ORGANIZATIONS

6. In the past year, have you been contacted by telephone, in person or through the mail by fundraising or development staff of charities, educational institutions, or other kinds of non-profit organizations to ask you to donate money?

		REGION						GENDER		AGE GROUP			EDUCATION			INCOME			
	TOTAL	BC	AB	SK/MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	HS<	Post Sec	Univ.	<\$25K	\$25K-~\$60K	\$60K-~\$100K	\$100K+
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Base: All Respondents																			
Unweighted Base	1027	139	107	69	424	219	69	482	545	286	443	298	419	392	203	139	365	277	246
Weighted Base	1027	112	142	71	397	234	71	493	534	288	421	318	472	349	195	144	329	288	267
Yes	713	87	111	57	291	116	52	340	373	151	285	276	304	259	141	79	211	215	208
	69%	77%	78%	80%	73%	50%	72%	69%	70%	53%	68%	87%	64%	74%	72%	55%	64%	75%	78%
		E	E	E	E		E				I	IJ		L	L			OP	OP
No	271	23	26	12	90	102	18	140	131	119	115	37	144	76	49	56	104	61	51
	26%	21%	18%	17%	23%	44%	25%	28%	25%	41%	27%	12%	30%	22%	25%	39%	31%	21%	19%
						ABCD					JK	K		M		QR	QR		
Don't know/Refused	43	2	6	3	16	15	2	13	30	17	21	5	25	14	4	9	14	12	8
	4%	2%	4%	4%	4%	6%	3%	3%	6%	6%	5%	2%	5%	4%	2%	7%	4%	4%	3%
								G		K	K								

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

ATTITUDES TOWARDS CHARITIES AND NON-PROFIT ORGANIZATIONS

7. OFTEN SUMMARY TABLE

		REGION						GENDER		AGE GROUP			EDUCATION			INCOME			
	TOTAL	BC	AB	SK/MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	HS<	Post Sec	Univ.	<\$25K	\$25K-<\$60K	\$60K-<\$100K	\$100K+
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	
Base: Have been contacted to donate money																			
Unweighted Base	715	107	84	56	306	112	50	330	385	155	300	260	269	286	149	78	237	208	192
Weighted Base	713	87	111	57	291	116	52	340	373	151	285	276	304	259	141	79	211	215	208
1) Helped you to find out about organizations to which you might want to donate	76	9	9	5	26	20	6	29	47	20	28	28	37	24	15	12	29	14	21
	11%	11%	8%	10%	9%	17%	12%	9%	13%	13%	10%	10%	12%	9%	10%	15%	14%	7%	10%
2) Gave you useful information about what organizations were doing						D										Q	Q		
	109	13	10	10	42	24	10	44	65	18	47	44	58	32	19	14	42	29	24
	15%	15%	9%	18%	14%	21%	19%	13%	17%	12%	16%	16%	19%	12%	14%	18%	20%	14%	12%
3) Were accurate in portraying the organizations they represented						B							M				R		
	161	27	18	12	59	27	17	68	93	30	65	66	78	47	34	17	60	42	43
	23%	31%	16%	22%	20%	23%	34%	20%	25%	20%	23%	24%	26%	18%	24%	21%	28%	19%	21%
4) Were important for you in making decisions about where to donate money		BD					BD						M			Q			
	88	7	10	9	40	15	6	39	48	17	31	39	52	27	9	10	32	24	22
	12%	8%	9%	16%	14%	13%	12%	12%	13%	11%	11%	14%	17%	10%	6%	13%	15%	11%	11%
													MN						

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

ATTITUDES TOWARDS CHARITIES AND NON-PROFIT ORGANIZATIONS

7. SOMETIMES SUMMARY TABLE

		REGION						GENDER		AGE GROUP			EDUCATION			INCOME			
	TOTAL	BC	AB	SK/MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	HS<	Post Sec	Univ.	<\$25K	\$25K-<\$60K	\$60K-<\$100K	\$100K+
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Base: Have been contacted to donate money																			
Unweighted Base	715	107	84	56	306	112	50	330	385	155	300	260	269	286	149	78	237	208	192
Weighted Base	713	87	111	57	291	116	52	340	373	151	285	276	304	259	141	79	211	215	208
1) Helped you to find out about organizations to which you might want to donate	221	25	31	12	95	44	15	111	111	54	101	67	105	80	37	25	58	80	58
	31%	29%	28%	20%	33%	38%	29%	33%	30%	35%	36%	24%	34%	31%	26%	32%	28%	37%	28%
						C				K	K							PR	
2) Gave you useful information about what organizations were doing	309	37	54	26	129	42	22	151	158	64	127	118	132	115	60	31	89	104	84
	43%	42%	49%	45%	44%	36%	43%	44%	42%	42%	44%	43%	44%	45%	42%	40%	42%	48%	40%
3) Were accurate in portraying the organizations they represented	300	31	51	27	128	42	21	151	149	62	129	109	114	127	57	32	87	95	87
	42%	36%	47%	48%	44%	36%	41%	44%	40%	41%	45%	40%	37%	49%	40%	40%	41%	44%	42%
														L					
4) Were important for you in making decisions about where to donate money	182	19	29	14	72	35	14	89	93	40	84	58	88	60	32	19	56	51	56
	26%	22%	26%	24%	25%	30%	28%	26%	25%	27%	29%	21%	29%	23%	23%	24%	27%	24%	27%
										K									

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

ATTITUDES TOWARDS CHARITIES AND NON-PROFIT ORGANIZATIONS

7. RARELY SUMMARY TABLE

		REGION						GENDER		AGE GROUP			EDUCATION			INCOME			
	TOTAL	BC	AB	SK/MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	HS<	Post Sec	Univ.	<\$25K	\$25K-<\$60K	\$60K- <\$100K	\$100K+
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Base: Have been contacted to donate money																			
Unweighted Base	715	107	84	56	306	112	50	330	385	155	300	260	269	286	149	78	237	208	192
Weighted Base	713	87	111	57	291	116	52	340	373	151	285	276	304	259	141	79	211	215	208
1) Helped you to find out about organizations to which you might want to donate	367	49	61	37	151	43	26	179	188	68	134	164	139	139	84	34	109	105	119
	52%	57%	55%	66%	52%	37%	50%	53%	51%	45%	47%	59%	46%	54%	59%	44%	51%	49%	57%
		E	E	E	E							IJ			L				
2) Gave you useful information about what organizations were doing	255	34	35	19	107	41	18	128	127	60	97	98	92	100	57	25	67	76	88
	36%	39%	32%	34%	37%	35%	36%	38%	34%	40%	34%	35%	30%	39%	40%	32%	32%	35%	42%
														L	L				P
3) Were accurate in portraying the organizations they represented	164	18	25	9	65	35	11	81	82	45	61	58	69	60	32	21	37	54	51
	23%	21%	23%	16%	22%	30%	21%	24%	22%	30%	21%	21%	23%	23%	23%	27%	18%	25%	24%
						C				K									
4) Were important for you in making decisions about where to donate money	403	56	66	32	161	56	31	193	210	84	149	170	143	160	94	42	112	127	121
	57%	65%	60%	57%	55%	48%	60%	57%	56%	56%	52%	61%	47%	62%	67%	54%	53%	59%	58%
		E										J		L	L				

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

ATTITUDES TOWARDS CHARITIES AND NON-PROFIT ORGANIZATIONS

7. Did you find that these fundraising efforts: 1) Helped you to find out about organizations to which you might want to donate?

		REGION						GENDER		AGE GROUP			EDUCATION			INCOME			
	TOTAL	BC	AB	SK/MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	HS<	Post Sec	Univ.	<\$25K	\$25K-<\$60K	\$60K- <\$100K	\$100K+
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Base: Have been contacted to donate money																			
Unweighted Base	715	107	84	56	306	112	50	330	385	155	300	260	269	286	149	78	237	208	192
Weighted Base	713	87	111	57	291	116	52	340	373	151	285	276	304	259	141	79	211	215	208
Often	76	9	9	5	26	20	6	29	47	20	28	28	37	24	15	12	29	14	21
	11%	11%	8%	10%	9%	17%	12%	9%	13%	13%	10%	10%	12%	9%	10%	15%	14%	7%	10%
						D										Q	Q		
Sometimes	221	25	31	12	95	44	15	111	111	54	101	67	105	80	37	25	58	80	58
	31%	29%	28%	20%	33%	38%	29%	33%	30%	35%	36%	24%	34%	31%	26%	32%	28%	37%	28%
						C				K	K							PR	
Rarely	367	49	61	37	151	43	26	179	188	68	134	164	139	139	84	34	109	105	119
	52%	57%	55%	66%	52%	37%	50%	53%	51%	45%	47%	59%	46%	54%	59%	44%	51%	49%	57%
		E	E	E	E							IJ			L				
Don't know/Refused	48	3	10	2	19	10	5	21	27	10	21	17	23	15	6	8	15	15	10
	7%	3%	9%	4%	7%	8%	9%	6%	7%	6%	7%	6%	8%	6%	4%	10%	7%	7%	5%

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

ATTITUDES TOWARDS CHARITIES AND NON-PROFIT ORGANIZATIONS

7. Did you find that these fundraising efforts: 2) Gave you useful information about what organizations were doing?

		REGION						GENDER		AGE GROUP			EDUCATION			INCOME			
	TOTAL	BC	AB	SK/MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	HS<	Post Sec	Univ.	<\$25K	\$25K-<\$60K	\$60K-<\$100K	\$100K+
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Base: Have been contacted to donate money																			
Unweighted Base	715	107	84	56	306	112	50	330	385	155	300	260	269	286	149	78	237	208	192
Weighted Base	713	87	111	57	291	116	52	340	373	151	285	276	304	259	141	79	211	215	208
Often	109	13	10	10	42	24	10	44	65	18	47	44	58	32	19	14	42	29	24
	15%	15%	9%	18%	14%	21%	19%	13%	17%	12%	16%	16%	19%	12%	14%	18%	20%	14%	12%
						B							M				R		
Sometimes	309	37	54	26	129	42	22	151	158	64	127	118	132	115	60	31	89	104	84
	43%	42%	49%	45%	44%	36%	43%	44%	42%	42%	44%	43%	44%	45%	42%	40%	42%	48%	40%
Rarely	255	34	35	19	107	41	18	128	127	60	97	98	92	100	57	25	67	76	88
	36%	39%	32%	34%	37%	35%	36%	38%	34%	40%	34%	35%	30%	39%	40%	32%	32%	35%	42%
													L	L	L				P
Don't know/Refused	40	4	11	2	13	9	1	17	23	9	14	16	21	12	6	9	14	6	12
	6%	4%	10%	3%	4%	8%	2%	5%	6%	6%	5%	6%	7%	5%	4%	11%	6%	3%	6%
																Q			

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

ATTITUDES TOWARDS CHARITIES AND NON-PROFIT ORGANIZATIONS

7. Did you find that these fundraising efforts: 3) Were accurate in portraying the organizations they represented?

		REGION						GENDER		AGE GROUP			EDUCATION			INCOME			
	TOTAL	BC	AB	SK/MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	HS<	Post Sec	Univ.	<\$25K	\$25K-<\$60K	\$60K- <\$100K	\$100K+
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Base: Have been contacted to donate money																			
Unweighted Base	715	107	84	56	306	112	50	330	385	155	300	260	269	286	149	78	237	208	192
Weighted Base	713	87	111	57	291	116	52	340	373	151	285	276	304	259	141	79	211	215	208
Often	161	27	18	12	59	27	17	68	93	30	65	66	78	47	34	17	60	42	43
	23%	31%	16%	22%	20%	23%	34%	20%	25%	20%	23%	24%	26%	18%	24%	21%	28%	19%	21%
		BD					BD						M				Q		
Sometimes	300	31	51	27	128	42	21	151	149	62	129	109	114	127	57	32	87	95	87
	42%	36%	47%	48%	44%	36%	41%	44%	40%	41%	45%	40%	37%	49%	40%	40%	41%	44%	42%
														L					
Rarely	164	18	25	9	65	35	11	81	82	45	61	58	69	60	32	21	37	54	51
	23%	21%	23%	16%	22%	30%	21%	24%	22%	30%	21%	21%	23%	23%	23%	27%	18%	25%	24%
						C				K									
Don't know/Refused	88	11	17	8	39	12	2	40	48	14	30	43	43	25	19	9	28	24	27
	12%	12%	15%	13%	14%	10%	4%	12%	13%	9%	11%	16%	14%	10%	13%	12%	13%	11%	13%

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

ATTITUDES TOWARDS CHARITIES AND NON-PROFIT ORGANIZATIONS

7. Did you find that these fundraising efforts: 4) Were important for you in making decisions about where to donate money?

		REGION						GENDER		AGE GROUP			EDUCATION			INCOME			
	TOTAL	BC	AB	SK/MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	HS<	Post Sec	Univ.	<\$25K	\$25K-~\$60K	\$60K-~\$100K	\$100K+
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Base: Have been contacted to donate money																			
Unweighted Base	715	107	84	56	306	112	50	330	385	155	300	260	269	286	149	78	237	208	192
Weighted Base	713	87	111	57	291	116	52	340	373	151	285	276	304	259	141	79	211	215	208
Often	88	7	10	9	40	15	6	39	48	17	31	39	52	27	9	10	32	24	22
	12%	8%	9%	16%	14%	13%	12%	12%	13%	11%	11%	14%	17%	10%	6%	13%	15%	11%	11%
													MN						
Sometimes	182	19	29	14	72	35	14	89	93	40	84	58	88	60	32	19	56	51	56
	26%	22%	26%	24%	25%	30%	28%	26%	25%	27%	29%	21%	29%	23%	23%	24%	27%	24%	27%
											K								
Rarely	403	56	66	32	161	56	31	193	210	84	149	170	143	160	94	42	112	127	121
	57%	65%	60%	57%	55%	48%	60%	57%	56%	56%	52%	61%	47%	62%	67%	54%	53%	59%	58%
		E										J		L	L				
Don't know/Refused	40	4	6	2	18	11	0	19	21	10	21	9	21	12	6	7	11	12	9
	6%	4%	6%	3%	6%	9%	-	5%	6%	6%	7%	3%	7%	5%	4%	8%	5%	6%	4%
						F													

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

ATTITUDES TOWARDS CHARITIES AND NON-PROFIT ORGANIZATIONS

8. How do you prefer to be approached for charitable donations?

		REGION						GENDER		AGE GROUP			EDUCATION			INCOME			
	TOTAL	BC	AB	SK/MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	HS<	Post Sec	Univ.	<\$25K	\$25K-<\$60K	\$60K-<\$100K	\$100K+
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
TOTAL MENTIONS																			
Base: All Respondents																			
Unweighted Base	1027	139	107	69	424	219	69	482	545	286	443	298	419	392	203	139	365	277	246
Weighted Base	1027	112	142	71	397	234	71	493	534	288	421	318	472	349	195	144	329	288	267
A letter in the mail	467	46	66	44	179	98	35	211	256	106	199	162	209	163	88	55	135	146	130
	45%	41%	46%	61%	45%	42%	49%	43%	48%	37%	47%	51%	44%	47%	45%	38%	41%	51%	49%
				ADE							I	I						OP	
An e-mail	173	23	17	8	73	42	11	94	79	68	61	44	69	55	47	28	44	45	56
	17%	20%	12%	11%	18%	18%	15%	19%	15%	24%	14%	14%	15%	16%	24%	19%	13%	16%	21%
										JK					LM				P
A newsletter received by regular or electronic mail	141	15	13	14	58	30	11	65	76	45	57	39	49	55	37	17	40	45	39
	14%	13%	9%	19%	15%	13%	15%	13%	14%	16%	13%	12%	10%	16%	19%	12%	12%	16%	15%
													L	L	L				
A phone call	39	4	6	1	14	12	2	21	18	12	20	7	17	15	7	4	19	11	5
	4%	3%	4%	1%	3%	5%	3%	4%	3%	4%	5%	2%	4%	4%	3%	3%	6%	4%	2%
																R			
All of the above	19	2	1	1	8	4	2	10	9	3	9	6	8	5	4	5	4	8	1
	2%	2%	1%	1%	2%	2%	3%	2%	2%	1%	2%	2%	2%	1%	2%	4%	1%	3%	1%
																R		R	
In-person	8	2	1	0	1	4	0	1	7	5	2	1	4	4	1	4	1	1	2
	1%	2%	1%	-	0	2%	-	0	1%	2%	1%	0	1%	1%	0	3%	0	0	1%
		D														PQ			
An advertisement	2	1	0	0	1	1	0	1	1	0	2	0	0	2	0	0	1	1	1
	0	1%	-	-	0	0	-	0	0	-	1%	-	-	1%	-	-	0	0	0
A friend	2	1	0	0	1	0	0	0	2	1	1	0	0	1	1	1	0	0	1
	0	1%	-	-	0	-	-	-	0	0	0	-	-	0	0	1%	-	-	0
By radio	1	1	0	0	0	0	0	0	1	1	0	0	0	1	0	0	0	0	1
	0	1%	-	-	-	-	-	-	0	0	-	-	-	0	-	-	-	-	0
Other	14	3	1	1	5	4	0	4	10	5	8	1	6	7	2	5	3	2	4
	1%	3%	1%	1%	1%	2%	-	1%	2%	2%	2%	0	1%	2%	1%	3%	1%	1%	1%
																Q			
None of the above	342	37	53	17	130	82	23	181	161	94	135	113	178	115	48	52	119	90	81
	33%	33%	37%	23%	33%	35%	33%	37%	30%	33%	32%	35%	38%	33%	24%	36%	36%	31%	30%
								H					N	N					
Don't know/Refused	46	3	12	3	18	6	4	25	21	19	19	8	18	14	12	4	19	9	14
	4%	2%	9%	4%	5%	3%	6%	5%	4%	7%	4%	3%	4%	4%	6%	3%	6%	3%	5%
		AE								K									

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

ATTITUDES TOWARDS CHARITIES AND NON-PROFIT ORGANIZATIONS

9. Thinking of the charitable organizations you support, how often do you prefer to be approached for financial donations?

		REGION						GENDER		AGE GROUP			EDUCATION			INCOME			
	TOTAL	BC	AB	SK/MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	HS<	Post Sec	Univ.	<\$25K	\$25K-~\$60K	\$60K- <\$100K	\$100K+
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Base: All Respondents																			
Unweighted Base	1027	139	107	69	424	219	69	482	545	286	443	298	419	392	203	139	365	277	246
Weighted Base	1027	112	142	71	397	234	71	493	534	288	421	318	472	349	195	144	329	288	267
Once a year or less often	584	60	92	48	217	129	38	272	312	127	237	220	261	191	127	60	179	187	159
	57%	54%	64%	67%	55%	55%	54%	55%	59%	44%	56%	69%	55%	55%	65%	42%	54%	65%	59%
2-3 times a year											I	IJ			LM		O	OP	O
	196	26	25	12	80	35	17	90	106	75	74	47	77	76	42	26	79	43	48
	19%	24%	18%	16%	20%	15%	24%	18%	20%	26%	18%	15%	16%	22%	21%	18%	24%	15%	18%
Once every couple months		E								JK						Q			
	45	6	3	4	23	6	3	25	20	22	16	7	29	8	7	4	12	9	21
Once a month	4%	5%	2%	6%	6%	3%	4%	5%	4%	8%	4%	2%	6%	2%	4%	3%	4%	3%	8%
	13	2	1	0	3	6	1	8	5	JK			M					OPQ	
More than once a month	1%	1%	1%	-	1%	3%	1%	2%	1%	2%	2%	0	1%	2%	1%	1%	2%	1%	1%
	11	2	0	0	3	4	1	8	3	4	6	1	5	5	1	3	1	4	3
Not applicable	1%	2%	-	-	1%	2%	2%	2%	1%	1%	1%	0	1%	1%	1%	2%	0	1%	1%
	128	9	18	6	51	38	6	65	63	42	52	34	70	45	11	33	37	31	27
Don't know/Refused	12%	8%	13%	9%	13%	16%	8%	13%	12%	15%	12%	11%	15%	13%	6%	23%	11%	11%	10%
	49	6	3	1	20	15	5	24	25				N	N		PQR			
	5%	5%	2%	1%	5%	6%	7%	5%	5%	4%	7%	2%	6%	5%	2%	12%	5%	4%	3%
EXCLUDING NOT APPLICABLE																			
Base: Excluding Not Applicable																			
Unweighted Base	900	127	94	63	369	183	64	418	482	246	388	266	357	340	192	107	324	248	221
Weighted Base	899	103	124	65	346	196	66	428	471	246	369	284	402	303	184	111	292	256	240
Once a year or less often	584	60	92	48	217	129	38	272	312	127	237	220	261	191	127	60	179	187	159
	65%	59%	74%	74%	63%	66%	58%	64%	66%	52%	64%	78%	65%	63%	69%	54%	61%	73%	66%
2-3 times a year			ADF	A							I	IJ						OP	O
	196	26	25	12	80	35	17	90	106	75	74	47	77	76	42	26	79	43	48
	22%	26%	20%	18%	23%	18%	26%	21%	22%	31%	20%	16%	19%	25%	23%	24%	27%	17%	20%
Once every couple months										JK						Q			
	45	6	3	4	23	6	3	25	20	22	16	7	29	8	7	4	12	9	21
Once a month	5%	6%	2%	7%	7%	3%	4%	6%	4%	9%	4%	3%	7%	3%	4%	3%	4%	4%	9%
	13	2	1	0	3	6	1	8	5	JK			M					PQ	
More than once a month	1%	1%	1%	-	1%	3%	2%	2%	1%	2%	2%	0	1%	2%	1%	1%	2%	1%	1%
	11	2	0	0	3	4	1	8	3	4	6	1	5	5	1	3	1	4	3
Don't know/Refused	1%	2%	-	-	1%	2%	2%	2%	1%	2%	1%	0	1%	2%	1%	3%	0	2%	1%
	49	6	3	1	20	15	5	24	25							P			
	5%	6%	2%	1%	6%	8%	7%	6%	5%	5%	8%	3%	7%	6%	3%	15%	5%	4%	3%
EXCLUDING NOT APPLICABLE																			
Base: Excluding Not Applicable																			

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

ATTITUDES TOWARDS CHARITIES AND NON-PROFIT ORGANIZATIONS

10. In the past, how have charities let you know that your donation has made a difference?

		REGION						GENDER		AGE GROUP			EDUCATION			INCOME			
	TOTAL	BC	AB	SK/MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	HS<	Post Sec	Univ.	<\$25K	\$25K-<\$60K	\$60K-<\$100K	\$100K+
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
TOTAL MENTIONS																			
Base: All Respondents																			
Unweighted Base	1027	139	107	69	424	219	69	482	545	286	443	298	419	392	203	139	365	277	246
Weighted Base	1027	112	142	71	397	234	71	493	534	288	421	318	472	349	195	144	329	288	267
Mail/ letter	179	27	10	8	66	56	12	73	107	48	69	62	81	64	33	20	52	55	53
	17%	24%	7%	11%	17%	24%	17%	15%	20%	17%	16%	19%	17%	18%	17%	14%	16%	19%	20%
	BCD				B	BCD	B		G										
Newsletter	88	10	13	6	47	5	7	40	48	18	37	32	29	28	31	7	27	30	24
	9%	9%	9%	9%	12%	2%	10%	8%	9%	6%	9%	10%	6%	8%	16%	5%	8%	10%	9%
	E	E	E	E	E	E	E								LM				
E-mail	74	15	7	3	33	14	1	35	39	29	32	12	22	26	26	7	14	27	25
	7%	14%	5%	4%	8%	6%	2%	7%	7%	10%	8%	4%	5%	7%	13%	5%	4%	9%	9%
	BCEF				F					K	K				LM			P	P
Thank you letter	45	7	6	2	19	10	2	13	32	12	15	18	21	12	12	9	11	15	10
	4%	6%	4%	3%	5%	4%	2%	3%	6%	4%	4%	6%	4%	3%	6%	6%	3%	5%	4%
									G										
Telephone	29	2	1	4	5	17	1	12	18	5	19	5	10	10	9	3	12	11	4
	3%	2%	1%	5%	1%	7%	1%	2%	3%	2%	5%	1%	2%	3%	5%	2%	4%	4%	2%
				D		ABD					K								
A thank you	28	3	5	5	7	5	3	7	21	7	11	10	13	7	8	2	13	9	4
	3%	3%	4%	7%	2%	2%	4%	1%	4%	2%	3%	3%	3%	2%	4%	2%	4%	3%	1%
				DE					G										
In-person	25	1	4	2	6	13	0	16	9	8	11	6	11	12	3	3	10	4	8
	2%	1%	3%	2%	1%	5%	-	3%	2%	3%	3%	2%	2%	3%	1%	2%	3%	1%	3%
						D													
TV	24	1	5	1	8	7	4	10	15	4	11	9	14	9	2	1	12	6	6
	2%	1%	3%	1%	2%	3%	5%	2%	3%	1%	3%	3%	3%	2%	1%	1%	4%	2%	2%
						A													
Advertising	23	1	3	2	10	5	2	11	12	6	11	6	12	7	5	1	11	7	5
	2%	1%	2%	3%	3%	2%	3%	2%	2%	2%	3%	2%	2%	2%	2%	0	3%	3%	2%
Reports	13	1	3	1	4	2	1	5	8	1	4	8	4	5	3	1	4	4	3
	1%	1%	2%	1%	1%	1%	1%	1%	1%	0	1%	2%	1%	1%	2%	1%	1%	1%	1%
											I								
Receipt	12	1	2	3	6	0	0	5	7	1	1	10	5	4	3	1	3	4	5
	1%	1%	2%	4%	2%	-	-	1%	1%	0	0	3%	1%	1%	2%	1%	1%	1%	2%
				E								IJ							
Brochure	12	0	1	2	3	3	2	6	6	1	2	9	6	5	1	2	3	1	6
	1%	-	1%	3%	1%	1%	3%	1%	1%	0	0	3%	1%	1%	1%	2%	1%	0	2%
				A								IJ							
Updates	10	2	0	0	8	0	0	2	8	6	4	0	2	2	6	0	1	4	5
	1%	2%	-	-	2%	-	-	0	1%	2%	1%	-	0	1%	3%	-	0	1%	2%
		E			E					K					LM				
Tax receipt	8	2	0	1	2	3	0	2	6	2	7	0	3	2	4	0	4	3	2
	1%	2%	-	1%	1%	1%	-	1%	1%	1%	2%	-	1%	0	2%	-	1%	1%	1%
										K									
Radio	8	0	2	1	2	3	1	3	5	1	4	3	6	2	0	2	3	2	0
	1%	-	1%	1%	0	1%	1%	1%	1%	1%	1%	1%	1%	0	-	2%	1%	1%	-
Newspaper	8	1	0	0	5	2	0	2	6	2	4	2	5	2	1	1	5	2	0
	1%	1%	-	-	1%	1%	-	0	1%	1%	1%	1%	1%	0	0	1%	1%	1%	-
Card	8	2	0	0	5	1	0	2	6	3	2	3	3	3	1	0	5	2	1
	1%	2%	-	-	1%	0	-	0	1%	1%	0	1%	1%	1%	1%	-	1%	1%	0
Social media	7	1	4	0	1	0	2	3	5	1	5	2	4	4	0	2	1	3	1
	1%	0	3%	-	0	-	3%	1%	1%	0	1%	1%	1%	1%	-	2%	0	1%	0
			DE				DE												
News	7	1	2	0	3	0	1	2	5	0	5	2	3	4	0	3	2	1	1
	1%	1%	2%	-	1%	-	1%	0	1%	-	1%	1%	1%	1%	-	2%	1%	0	0
Events	7	2	3	0	3	0	0	1	6	3	2	2	2	2	3	0	3	2	3
	1%	1%	2%	-	1%	-	-	0	1%	1%	1%	1%	1%	1%	1%	-	1%	1%	1%
Follow up letter	6	3	0	1	1	0	1	4	2	1	2	3	1	0	5	1	0	0	5
	1%	2%	-	2%	0	-	2%	1%	0	0	0	1%	0	-	3%	1%	-	-	2%
		DE													LM			PQ	
Follow up	6	1	2	0	3	0	0	4	2	3	1	3	2	2	2	0	1	3	3
	1%	1%	1%	-	1%	-	-	1%	0	1%	0	1%	0	1%	1%	-	0	1%	1%

ATTITUDES TOWARDS CHARITIES AND NON-PROFIT ORGANIZATIONS

10. In the past, how have charities let you know that your donation has made a difference?

		REGION						GENDER		AGE GROUP			EDUCATION			INCOME			
	TOTAL	BC	AB	SK/MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	HS<	Post Sec	Univ.	<\$25K	\$25K-<\$60K	\$60K-<\$100K	\$100K+
	6	1	0	0	3	2	0	0	6	2	2	2	3	3	0	1	3	2	0
Stickers	1%	1%	-	-	1%	1%	-	-	1%	1%	0	1%	1%	1%	-	1%	1%	1%	-
									G										
	6	1	3	0	2	0	0	0	6	1	2	2	1	1	3	0	2	0	3
Gift	1%	1%	2%	-	1%	-	-	-	1%	0	0	1%	0	0	2%	-	1%	-	1%
									G						L				
	5	0	2	0	3	0	0	1	4	1	1	3	3	1	1	0	2	0	3
Stories	0	-	1%	-	1%	-	-	0	1%	0	0	1%	1%	0	0	-	1%	-	1%
	4	1	0	0	4	0	0	1	4	1	2	2	2	2	1	1	1	3	0
Web site/internet	0	1%	-	-	1%	-	-	0	1%	0	0	1%	0	0	0	1%	0	1%	-
	4	1	0	0	3	0	1	2	3	1	1	3	3	1	0	1	3	0	0
Article	0	1%	-	-	1%	-	2%	0	1%	0	0	1%	1%	0	-	1%	1%	-	-
	4	0	0	0	2	2	0	2	2	2	2	0	2	2	0	0	1	2	1
Statistics	0	-	-	-	1%	1%	-	0	0	1%	0	-	0	1%	-	-	0	1%	0
	4	1	2	0	1	0	0	2	2	1	2	1	0	3	1	0	1	1	2
Magazines	0	1%	2%	-	0	-	-	0	0	0	0	0	-	1%	0	-	0	0	1%
														L					
	3	1	1	0	1	0	0	0	3	1	2	0	1	1	1	0	1	1	1
Calendars	0	1%	1%	-	0	-	-	-	1%	0	1%	-	0	0	1%	-	0	0	0
	135	13	20	5	42	42	13	59	75	36	58	40	58	52	24	22	36	40	36
Other	13%	11%	14%	7%	11%	18%	18%	12%	14%	13%	14%	13%	12%	15%	12%	15%	11%	14%	13%
						CD													
	326	33	54	29	145	45	19	179	146	91	131	104	168	113	40	51	115	82	78
None	32%	30%	38%	41%	37%	19%	27%	36%	27%	32%	31%	33%	36%	32%	20%	35%	35%	28%	29%
		E	E	E	E			H					N	N					
	129	12	19	10	45	32	10	63	66	48	44	36	62	36	26	19	40	36	34
Don't know/Refused	13%	11%	14%	14%	11%	14%	14%	13%	12%	17%	11%	11%	13%	10%	13%	13%	12%	12%	13%
										J									

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

ATTITUDES TOWARDS CHARITIES AND NON-PROFIT ORGANIZATIONS

11. STRONGLY AGREE SUMMARY TABLE

		REGION						GENDER		AGE GROUP			EDUCATION			INCOME			
	TOTAL	BC	AB	SK/MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	HS<	Post Sec	Univ.	<\$25K	\$25K-<\$60K	\$60K-<\$100K	\$100K+
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Base: All Respondents																			
Unweighted Base	1027	139	107	69	424	219	69	482	545	286	443	298	419	392	203	139	365	277	246
Weighted Base	1027	112	142	71	397	234	71	493	534	288	421	318	472	349	195	144	329	288	267
1) If I do not receive some kind of thanks for or acknowledgment of my donation I am less likely to donate to that charity in the future																			
	163	17	20	9	61	43	13	74	89	51	58	54	78	61	25	28	49	56	31
	16%	15%	14%	13%	15%	19%	18%	15%	17%	18%	14%	17%	16%	17%	13%	19%	15%	19%	12%
2) It is important for charitable organizations to let me know how my donation has made a difference																R		R	
	346	30	39	24	134	98	21	158	187	109	130	107	158	122	64	56	106	109	75
	34%	27%	27%	34%	34%	42%	29%	32%	35%	38%	31%	34%	33%	35%	33%	39%	32%	38%	28%
						ABD				J						R		R	

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

ATTITUDES TOWARDS CHARITIES AND NON-PROFIT ORGANIZATIONS

11. AGREE SUMMARY TABLE (Strongly/Somewhat agree)

		REGION						GENDER		AGE GROUP			EDUCATION			INCOME			
	TOTAL	BC	AB	SK/MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	HS<	Post Sec	Univ.	<\$25K	\$25K-<\$60K	\$60K-<\$100K	\$100K+
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Base: All Respondents																			
Unweighted Base	1027	139	107	69	424	219	69	482	545	286	443	298	419	392	203	139	365	277	246
Weighted Base	1027	112	142	71	397	234	71	493	534	288	421	318	472	349	195	144	329	288	267
1) If I do not receive some kind of thanks for or acknowledgment of my donation I am less likely to donate to that charity in the future	479	45	63	36	187	117	32	242	238	150	182	148	213	169	94	70	151	146	113
	47%	40%	44%	50%	47%	50%	45%	49%	44%	52%	43%	46%	45%	48%	48%	48%	46%	51%	42%
										J									
2) It is important for charitable organizations to let me know how my donation has made a difference	796	76	103	56	309	200	51	375	421	234	316	246	360	271	158	105	254	238	199
	78%	68%	73%	79%	78%	86%	72%	76%	79%	81%	75%	77%	76%	78%	81%	73%	77%	83%	74%
				A		ABDF				J								OR	

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

ATTITUDES TOWARDS CHARITIES AND NON-PROFIT ORGANIZATIONS

11. DISAGREE SUMMARY TABLE (Somewhat/Strongly disagree)

		REGION						GENDER		AGE GROUP			EDUCATION			INCOME			
	TOTAL	BC	AB	SK/MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	HS<	Post Sec	Univ.	<\$25K	\$25K-<\$60K	\$60K-<\$100K	\$100K+
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Base: All Respondents																			
Unweighted Base	1027	139	107	69	424	219	69	482	545	286	443	298	419	392	203	139	365	277	246
Weighted Base	1027	112	142	71	397	234	71	493	534	288	421	318	472	349	195	144	329	288	267
1) If I do not receive some kind of thanks for or acknowledgment of my donation I am less likely to donate to that charity in the future	483	59	69	31	185	99	38	212	270	124	208	150	225	155	96	61	158	126	137
	47%	53%	49%	44%	47%	43%	53%	43%	51%	43%	49%	47%	48%	44%	49%	43%	48%	44%	51%
									G										
2) It is important for charitable organizations to let me know how my donation has made a difference	172	29	27	12	67	19	19	85	88	42	76	54	81	55	34	24	57	35	56
	17%	26%	19%	17%	17%	8%	26%	17%	16%	15%	18%	17%	17%	16%	18%	17%	17%	12%	21%
		DE	E	E	E		E												Q

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

ATTITUDES TOWARDS CHARITIES AND NON-PROFIT ORGANIZATIONS

11. Please indicate how much you agree or disagree with each of the following statements: 1) If I do not receive some kind of thanks for or acknowledgment of my donation I am less likely to donate to that charity in the future?

		REGION						GENDER		AGE GROUP			EDUCATION			INCOME			
	TOTAL	BC	AB	SK/MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	HS<	Post Sec	Univ.	<\$25K	\$25K-<\$60K	\$60K-<\$100K	\$100K+
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	
Base: All Respondents																			
Unweighted Base	1027	139	107	69	424	219	69	482	545	286	443	298	419	392	203	139	365	277	246
Weighted Base	1027	112	142	71	397	234	71	493	534	288	421	318	472	349	195	144	329	288	267
Strongly agree	163	17	20	9	61	43	13	74	89	51	58	54	78	61	25	28	49	56	31
	16%	15%	14%	13%	15%	19%	18%	15%	17%	18%	14%	17%	16%	17%	13%	19%	15%	19%	12%
Somewhat agree	316	28	43	26	126	74	19	167	149	99	123	94	136	108	69	42	102	90	82
	31%	25%	30%	37%	32%	31%	27%	34%	28%	34%	29%	30%	29%	31%	35%	29%	31%	31%	31%
Somewhat disagree	292	36	38	19	115	61	23	139	153	71	132	90	139	90	60	35	97	80	80
	28%	32%	26%	27%	29%	26%	33%	28%	29%	25%	31%	28%	30%	26%	31%	24%	30%	28%	30%
Strongly disagree	190	23	32	12	71	38	15	73	117	53	77	61	86	65	36	26	61	46	57
	19%	21%	22%	17%	18%	16%	21%	15%	22%	18%	18%	19%	18%	19%	19%	18%	19%	16%	21%
Don't know/not applicable								G											
	65	8	10	4	24	17	1	39	26	14	31	20	34	25	5	13	20	16	17
	6%	7%	7%	6%	6%	7%	2%	8%	5%	5%	7%	6%	7%	7%	3%	9%	6%	5%	6%
TOPBOX & LOWBOX SUMMARY																			
Strongly agree	163	17	20	9	61	43	13	74	89	51	58	54	78	61	25	28	49	56	31
	16%	15%	14%	13%	15%	19%	18%	15%	17%	18%	14%	17%	16%	17%	13%	19%	15%	19%	12%
Agree (Top2Box)																R		R	
	479	45	63	36	187	117	32	242	238	150	182	148	213	169	94	70	151	146	113
	47%	40%	44%	50%	47%	50%	45%	49%	44%	52%	43%	46%	45%	48%	48%	48%	46%	51%	42%
Disagree (Low2Box)										J									
	483	59	69	31	185	99	38	212	270	124	208	150	225	155	96	61	158	126	137
	47%	53%	49%	44%	47%	43%	53%	43%	51%	43%	49%	47%	48%	44%	49%	43%	48%	44%	51%

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

ATTITUDES TOWARDS CHARITIES AND NON-PROFIT ORGANIZATIONS

11. Please indicate how much you agree or disagree with each of the following statements: 2) It is important for charitable organizations to let me know how my donation has made a difference?

		REGION						GENDER		AGE GROUP			EDUCATION			INCOME			
	TOTAL	BC	AB	SK/MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	HS<	Post Sec	Univ.	<\$25K	\$25K-~\$60K	\$60K-~\$100K	\$100K+
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Base: All Respondents																			
Unweighted Base	1027	139	107	69	424	219	69	482	545	286	443	298	419	392	203	139	365	277	246
Weighted Base	1027	112	142	71	397	234	71	493	534	288	421	318	472	349	195	144	329	288	267
Strongly agree	346	30	39	24	134	98	21	158	187	109	130	107	158	122	64	56	106	109	75
	34%	27%	27%	34%	34%	42%	29%	32%	35%	38%	31%	34%	33%	35%	33%	39%	32%	38%	28%
						ABD				J						R		R	
Somewhat agree	450	46	65	32	175	102	31	217	233	125	186	139	202	149	93	49	148	130	123
	44%	41%	45%	46%	44%	44%	43%	44%	44%	43%	44%	44%	43%	43%	48%	34%	45%	45%	46%
																O	O	O	
Somewhat disagree	116	19	18	8	46	14	11	56	60	28	53	35	53	37	25	15	35	23	43
	11%	17%	13%	11%	12%	6%	16%	11%	11%	10%	13%	11%	11%	11%	13%	11%	11%	8%	16%
		E	E		E		E												Q
Strongly disagree	57	10	9	4	20	5	7	29	28	14	23	19	28	17	9	9	22	13	13
	6%	9%	7%	6%	5%	2%	10%	6%	5%	5%	6%	6%	6%	5%	5%	6%	7%	4%	5%
		E					E												
Don't know/not applicable	59	6	12	3	21	15	1	33	26	11	29	18	32	23	3	14	18	14	12
	6%	6%	8%	4%	5%	6%	2%	7%	5%	4%	7%	6%	7%	7%	2%	10%	5%	5%	5%
													N	N		R			
TOPBOX & LOWBOX SUMMARY																			
Strongly agree	346	30	39	24	134	98	21	158	187	109	130	107	158	122	64	56	106	109	75
	34%	27%	27%	34%	34%	42%	29%	32%	35%	38%	31%	34%	33%	35%	33%	39%	32%	38%	28%
						ABD				J						R		R	
Agree (Top2Box)	796	76	103	56	309	200	51	375	421	234	316	246	360	271	158	105	254	238	199
	78%	68%	73%	79%	78%	86%	72%	76%	79%	81%	75%	77%	76%	78%	81%	73%	77%	83%	74%
					A	ABDF				J								OR	
Disagree (Low2Box)	172	29	27	12	67	19	19	85	88	42	76	54	81	55	34	24	57	35	56
	17%	26%	19%	17%	17%	8%	26%	17%	16%	15%	18%	17%	17%	16%	18%	17%	17%	12%	21%
		DE	E	E	E		E												Q

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

ATTITUDES TOWARDS CHARITIES AND NON-PROFIT ORGANIZATIONS

12. Do you think that the charities you give to do an excellent, good, fair, or poor job of thanking you for your donations?

		REGION						GENDER		AGE GROUP			EDUCATION			INCOME			
	TOTAL	BC	AB	SK/MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	HS<	Post Sec	Univ.	<\$25K	\$25K-<\$60K	\$60K-<\$100K	\$100K+
	A	B	C	D	E	F	F	G	H	I	J	K	L	M	N	O	P	Q	R
Base: All Respondents																			
Unweighted Base	1027	139	107	69	424	219	69	482	545	286	443	298	419	392	203	139	365	277	246
Weighted Base	1027	112	142	71	397	234	71	493	534	288	421	318	472	349	195	144	329	288	267
Excellent	119	8	13	3	58	17	19	47	72	26	43	49	57	39	22	18	33	35	33
	12%	7%	9%	5%	15%	7%	27%	9%	13%	9%	10%	15%	12%	11%	11%	12%	10%	12%	12%
					ACE		ABCDE					I							
Good	411	50	60	37	145	92	26	198	213	102	175	134	189	123	98	51	138	115	108
	40%	45%	42%	52%	37%	40%	37%	40%	40%	35%	42%	42%	40%	35%	50%	35%	42%	40%	40%
				D											LM				
Fair	251	25	42	15	94	60	14	121	130	85	97	69	104	104	41	37	82	63	68
	24%	22%	29%	21%	24%	26%	20%	25%	24%	29%	23%	22%	22%	30%	21%	26%	25%	22%	25%
										K					LN				
Poor	88	10	9	6	44	15	5	52	36	26	36	27	46	29	12	8	25	27	28
	9%	9%	7%	9%	11%	6%	7%	11%	7%	9%	8%	8%	10%	8%	6%	6%	8%	9%	11%
								H											
Don't know	73	10	11	6	25	15	6	38	35	14	37	21	31	24	13	10	24	23	15
	7%	9%	8%	9%	6%	6%	8%	8%	6%	5%	9%	7%	7%	7%	7%	7%	7%	8%	6%
Not applicable	86	10	7	3	30	34	1	38	48	34	33	19	45	30	9	19	26	25	15
	8%	9%	5%	5%	8%	15%	1%	8%	9%	12%	8%	6%	10%	9%	5%	13%	8%	9%	6%
		F				BCDF				K			N			R			
TOPBOX & LOWBOX SUMMARY																			
Excellent (TopBox)	119	8	13	3	58	17	19	47	72	26	43	49	57	39	22	18	33	35	33
	12%	7%	9%	5%	15%	7%	27%	9%	13%	9%	10%	15%	12%	11%	11%	12%	10%	12%	12%
					ACE		ABCDE					I							
Excellent/Good (Top2Box)	530	58	73	40	203	110	45	245	285	128	218	183	247	162	120	69	171	150	140
	52%	52%	51%	57%	51%	47%	64%	50%	53%	45%	52%	57%	52%	46%	61%	48%	52%	52%	53%
							E					I			LM				
Fair/Poor (Low2Box)	339	34	51	21	138	75	19	173	166	111	133	96	150	133	53	46	107	90	96
	33%	31%	36%	30%	35%	32%	27%	35%	31%	38%	31%	30%	32%	38%	27%	32%	33%	31%	36%
										K				N					

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

ATTITUDES TOWARDS CHARITIES AND NON-PROFIT ORGANIZATIONS

13. How do you prefer to be thanked for your charitable donations?

		REGION						GENDER		AGE GROUP			EDUCATION			INCOME			
	TOTAL	BC	AB	SK/MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	HS<	Post Sec	Univ.	<\$25K	\$25K-<\$60K	\$60K-<\$100K	\$100K+
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
TOTAL MENTIONS																			
Base: All Respondents																			
Unweighted Base	1027	139	107	69	424	219	69	482	545	286	443	298	419	392	203	139	365	277	246
Weighted Base	1027	112	142	71	397	234	71	493	534	288	421	318	472	349	195	144	329	288	267
A letter in the mail	467	45	64	32	192	100	33	215	252	139	179	149	206	167	91	54	149	134	129
	45%	41%	45%	46%	48%	43%	47%	44%	47%	48%	42%	47%	44%	48%	47%	37%	45%	47%	48%
An e-mail	243	30	34	13	96	50	21	128	115	81	93	69	88	83	68	32	71	65	76
	24%	27%	24%	18%	24%	21%	29%	26%	22%	28%	22%	22%	19%	24%	35%	22%	22%	23%	28%
In-person	69	9	10	4	14	26	5	37	32	27	29	13	32	28	9	13	18	21	17
	7%	8%	7%	6%	4%	11%	7%	7%	6%	9%	7%	4%	7%	8%	4%	9%	5%	7%	6%
A small gift of thanks (e.g. a plaque)	61	9	4	3	24	20	2	27	34	45	13	3	26	18	16	13	19	15	14
	6%	8%	3%	4%	6%	8%	3%	6%	6%	16%	3%	1%	6%	5%	8%	9%	6%	5%	5%
A phone call	52	5	11	5	18	9	4	26	26	11	23	17	21	20	11	6	17	16	12
	5%	4%	8%	7%	5%	4%	5%	5%	5%	4%	6%	5%	4%	6%	6%	4%	5%	6%	5%
A receipt	15	4	0	4	5	2	1	6	9	0	5	10	6	7	2	1	6	6	3
	1%	3%	-	6%	1%	1%	1%	1%	2%	-	1%	3%	1%	2%	1%	1%	2%	2%	1%
I donate for tax purposes	13	4	0	4	3	2	1	6	7	0	4	10	6	5	2	1	6	4	3
	1%	3%	-	6%	1%	1%	1%	1%	1%	-	1%	3%	1%	2%	1%	1%	2%	2%	1%
A thank you	9	0	4	1	4	0	1	1	8	0	6	3	2	4	3	0	6	2	1
	1%	-	2%	1%	1%	-	1%	0	1%	-	1%	1%	0	1%	1%	-	2%	1%	0
Other	7	1	4	0	2	1	0	1	6	0	4	3	2	4	1	1	4	1	1
	1%	1%	2%	-	0	0	-	0	1%	-	1%	1%	0	1%	1%	1%	1%	0	0
None of the above/I prefer not to be thanked	176	20	31	13	74	27	11	86	90	29	74	73	88	59	27	27	57	44	48
	17%	17%	21%	18%	19%	11%	16%	17%	17%	10%	17%	23%	19%	17%	14%	19%	17%	15%	18%
Don't know	63	6	2	5	29	16	5	37	26	23	27	13	31	20	9	9	24	18	12
	6%	6%	1%	7%	7%	7%	7%	7%	5%	8%	6%	4%	7%	6%	4%	6%	7%	6%	4%
Not applicable	66	7	9	2	20	28	0	33	33	17	35	14	38	22	5	14	21	20	12
	6%	7%	6%	3%	5%	12%	-	7%	6%	6%	8%	4%	8%	6%	3%	9%	6%	7%	5%
Refused	15	2	3	2	5	1	1	8	7	3	4	7	11	2	1	3	7	2	2
	1%	2%	2%	3%	1%	1%	1%	2%	1%	1%	1%	2%	2%	1%	1%	2%	2%	1%	1%

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

ATTITUDES TOWARDS CHARITIES AND NON-PROFIT ORGANIZATIONS

14. What are some of the reasons you donate to charities?

		REGION						GENDER		AGE GROUP			EDUCATION			INCOME			
	TOTAL	BC	AB	SK/MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	HS<	Post Sec	Univ.	<\$25K	\$25K-<\$60K	\$60K-<\$100K	\$100K+
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
TOTAL MENTIONS																			
Base: All Respondents																			
Unweighted Base	1027	139	107	69	424	219	69	482	545	286	443	298	419	392	203	139	365	277	246
Weighted Base	1027	112	142	71	397	234	71	493	534	288	421	318	472	349	195	144	329	288	267
I want to help those in need	409	58	52	31	141	99	29	176	233	130	170	109	178	139	89	65	120	106	118
	40%	52%	37%	43%	36%	42%	41%	36%	44%	45%	40%	34%	38%	40%	46%	45%	36%	37%	44%
		BD							G	K									
Because I know the charity does good work	294	36	52	25	120	41	19	133	161	58	118	118	129	95	69	38	91	90	74
	29%	32%	36%	36%	30%	18%	27%	27%	30%	20%	28%	37%	27%	27%	35%	26%	28%	31%	28%
		E	E	E	E						I	IJ			LM				
I want to give back to the community	219	26	24	13	80	60	16	103	117	62	100	58	91	76	49	30	65	61	64
	21%	23%	17%	18%	20%	26%	23%	21%	22%	21%	24%	18%	19%	22%	25%	21%	20%	21%	24%
It is the right thing to do	200	29	37	17	83	18	17	101	99	57	79	65	86	74	38	20	67	48	65
	20%	26%	26%	24%	21%	8%	23%	21%	19%	20%	19%	20%	18%	21%	19%	14%	21%	17%	24%
		E	E	E	E														OQ
The charity has a good reputation	192	18	28	20	71	38	17	97	96	37	75	81	92	67	30	28	58	53	53
	19%	16%	20%	28%	18%	16%	23%	20%	18%	13%	18%	25%	19%	19%	16%	20%	18%	19%	20%
				AE								IJ							
It feels good	185	24	23	12	69	40	16	90	95	79	66	40	77	62	45	20	60	48	56
	18%	22%	16%	18%	17%	17%	23%	18%	18%	28%	16%	12%	16%	18%	23%	14%	18%	17%	21%
										JK									
To support friends/family members who ask me to give	176	16	26	8	77	38	9	67	109	46	90	40	82	54	39	14	53	49	60
	17%	15%	18%	12%	19%	16%	13%	14%	20%	16%	21%	13%	17%	16%	20%	10%	16%	17%	22%
									G		K								O
As a memoriam gift (in honour of someone who was recently deceased)	162	18	26	8	82	17	12	54	108	25	57	80	77	68	17	18	46	52	46
	16%	16%	18%	11%	21%	7%	17%	11%	20%	9%	14%	25%	16%	20%	9%	13%	14%	18%	17%
		E	E		E				G		I	IJ	N	N					
For a tax receipt	155	23	27	17	53	26	10	77	78	31	64	60	65	53	36	13	57	41	43
	15%	21%	19%	24%	13%	11%	14%	16%	15%	11%	15%	19%	14%	15%	19%	9%	17%	14%	16%
		DE		DE								I					O		
I've been personally affected by the work they do	107	14	17	9	38	18	11	57	50	23	42	42	52	34	20	11	37	29	30
	10%	13%	12%	12%	10%	8%	15%	12%	9%	8%	10%	13%	11%	10%	10%	8%	11%	10%	11%
												I							
I have benefitted from their services and want to give back	100	12	10	5	44	18	12	44	56	23	41	37	47	41	12	14	36	35	16
	10%	10%	7%	7%	11%	8%	17%	9%	10%	8%	10%	12%	10%	12%	6%	10%	11%	12%	6%
							BE							N			R	R	
It is part of my religious beliefs	69	9	15	3	29	7	5	32	37	21	23	24	34	18	17	13	24	20	12
	7%	8%	11%	4%	7%	3%	8%	6%	7%	7%	5%	8%	7%	5%	9%	9%	7%	7%	5%
		E	E		E														
They ask me to donate	44	5	7	5	15	11	2	29	15	18	13	14	23	13	8	3	18	10	12
	4%	4%	5%	7%	4%	5%	3%	6%	3%	6%	3%	4%	5%	4%	4%	2%	6%	4%	5%
								H											
My workplace chooses the charity employees give to	42	2	5	2	10	21	2	20	22	19	19	4	21	15	7	3	15	10	14
	4%	2%	3%	3%	3%	9%	3%	4%	4%	7%	4%	1%	4%	4%	4%	2%	5%	4%	5%
						AD				K	K								
To be seen to be contributing to my community	39	2	4	3	14	11	5	24	14	16	15	8	13	16	9	8	10	10	10
	4%	1%	3%	5%	4%	5%	7%	5%	3%	6%	3%	2%	3%	4%	5%	6%	3%	4%	4%
							A												
Other	2	1	0	0	1	0	0	1	1	1	1	0	0	0	2	0	0	1	1
	0	1%	-	-	0	-	-	0	0	0	0	-	-	-	1%	-	-	0	0
															L				
Don't know	39	1	5	2	16	11	4	28	11	18	13	8	20	12	6	13	13	9	4
	4%	1%	4%	3%	4%	5%	6%	6%	2%	6%	3%	3%	4%	3%	3%	9%	4%	3%	2%
						A	A	H		K						PQR			
Not applicable	81	6	6	4	32	31	2	40	42	22	40	20	42	29	10	18	27	25	12
	8%	5%	4%	6%	8%	13%	2%	8%	8%	8%	9%	6%	9%	8%	5%	13%	8%	9%	4%
						ABDF										R			

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

ATTITUDES TOWARDS CHARITIES AND NON-PROFIT ORGANIZATIONS

15. Thinking of the charitable organizations you gave to in the past 12 months, do you know if they have achieved or gotten closer to achieving their objectives?

		REGION						GENDER		AGE GROUP			EDUCATION			INCOME			
	TOTAL	BC	AB	SK/MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	HS<	Post Sec	Univ.	<\$25K	\$25K-<\$60K	\$60K- <\$100K	\$100K+
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Base: Have made a financial donation to a charity or non-profit organization in the past 12 months																			
Unweighted Base	713	101	85	52	296	125	54	325	388	168	299	246	267	278	161	71	247	198	197
Weighted Base	714	83	112	54	277	132	55	333	381	167	283	263	303	252	153	75	224	202	214
Yes	239	32	40	10	94	44	20	121	119	54	114	71	100	76	63	23	79	70	68
	34%	39%	35%	19%	34%	33%	35%	36%	31%	32%	40%	27%	33%	30%	41%	31%	35%	35%	32%
		C			C						K				M				
No	98	7	16	4	33	31	7	48	50	24	42	32	35	39	21	8	26	30	35
	14%	8%	14%	8%	12%	23%	13%	15%	13%	14%	15%	12%	12%	16%	13%	10%	12%	15%	16%
						ACD													
Don't know	361	42	54	40	146	53	28	158	203	89	120	153	163	126	69	38	116	101	107
	51%	51%	48%	73%	52%	40%	50%	47%	53%	53%	42%	58%	54%	50%	45%	51%	52%	50%	50%
				ABDEF	E					J		J							
Not applicable	15	2	3	0	5	4	1	6	9	1	8	7	4	10	1	6	4	2	4
	2%	2%	2%	-	2%	3%	2%	2%	2%	0	3%	3%	1%	4%	0	8%	2%	1%	2%
														N		PQR			

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

ATTITUDES TOWARDS CHARITIES AND NON-PROFIT ORGANIZATIONS

16. STRONGLY AGREE SUMMARY TABLE

		REGION						GENDER		AGE GROUP			EDUCATION			INCOME			
	TOTAL	BC	AB	SK/MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	HS<	Post Sec	Univ.	<\$25K	\$25K-<\$60K	\$60K- <\$100K	\$100K+
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Base: All Respondents																			
Unweighted Base	1027	139	107	69	424	219	69	482	545	286	443	298	419	392	203	139	365	277	246
Weighted Base	1027	112	142	71	397	234	71	493	534	288	421	318	472	349	195	144	329	288	267
1) It is important that all registered charities follow an ethical code in their treatment of donors, the general public, and in their fundraising practices	677	79	100	49	273	126	51	321	356	154	281	241	292	247	133	94	214	196	172
	66%	70%	70%	69%	69%	54%	72%	65%	67%	54%	67%	76%	62%	71%	68%	65%	65%	68%	65%
		E	E	E	E		E				I	IJ		L					
2) The charities I donate to follow a code of ethics of which I have been made aware	227	21	39	13	90	42	22	95	132	50	98	79	111	82	33	42	80	60	45
	22%	19%	27%	18%	23%	18%	31%	19%	25%	17%	23%	25%	24%	24%	17%	29%	24%	21%	17%
							E		G			I				R	R		
3) I typically do some research on a charity before I donate	194	29	33	8	75	37	12	94	100	55	78	61	71	78	45	30	61	56	48
	19%	26%	23%	11%	19%	16%	17%	19%	19%	19%	19%	19%	15%	22%	23%	21%	18%	19%	18%
		CE												L	L				
4) I would continue to donate to a charity if I knew it used professional fundraisers that receive a percentage of donations as part of their compensation	58	6	2	3	26	14	6	25	33	21	28	9	32	14	12	16	17	17	8
	6%	5%	1%	5%	7%	6%	9%	5%	6%	7%	7%	3%	7%	4%	6%	11%	5%	6%	3%
					B		B			K	K					PR			

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

ATTITUDES TOWARDS CHARITIES AND NON-PROFIT ORGANIZATIONS

16. AGREE SUMMARY TABLE (Strongly/Somewhat agree)

		REGION						GENDER		AGE GROUP			EDUCATION			INCOME			
	TOTAL	BC	AB	SK/MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	HS<	Post Sec	Univ.	<\$25K	\$25K-<\$60K	\$60K-<\$100K	\$100K+
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Base: All Respondents																			
Unweighted Base	1027	139	107	69	424	219	69	482	545	286	443	298	419	392	203	139	365	277	246
Weighted Base	1027	112	142	71	397	234	71	493	534	288	421	318	472	349	195	144	329	288	267
1) It is important that all registered charities follow an ethical code in their treatment of donors, the general public, and in their fundraising practices	928	103	136	67	363	196	63	448	481	253	375	300	421	319	181	121	298	266	244
	90%	92%	95%	94%	92%	84%	89%	91%	90%	88%	89%	94%	89%	91%	93%	84%	91%	92%	91%
		E	E	E	E							IJ					O	O	O
2) The charities I donate to follow a code of ethics of which I have been made aware	629	67	89	42	250	134	46	295	333	165	255	209	285	216	123	80	203	182	164
	61%	60%	63%	59%	63%	57%	65%	60%	62%	57%	60%	66%	60%	62%	63%	55%	62%	63%	61%
												I							
3) I typically do some research on a charity before I donate	594	75	81	45	239	115	39	285	309	178	234	182	244	213	134	80	189	162	163
	58%	67%	57%	63%	60%	49%	55%	58%	58%	62%	56%	57%	52%	61%	69%	56%	57%	57%	61%
		E			E									L	L				
4) I would continue to donate to a charity if I knew it used professional fundraisers that receive a percentage of donations as part of their compensation	310	37	33	22	129	66	23	146	164	127	118	65	158	84	65	48	86	88	88
	30%	33%	23%	30%	33%	28%	32%	30%	31%	44%	28%	20%	34%	24%	33%	33%	26%	31%	33%
										JK	K		M		M				

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

ATTITUDES TOWARDS CHARITIES AND NON-PROFIT ORGANIZATIONS

16. DISAGREE SUMMARY TABLE (Somewhat/Strongly disagree)

		REGION						GENDER		AGE GROUP			EDUCATION			INCOME			
	TOTAL	BC	AB	SK/MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	HS<	Post Sec	Univ.	<\$25K	\$25K-<\$60K	\$60K-<\$100K	\$100K+
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Base: All Respondents																			
Unweighted Base	1027	139	107	69	424	219	69	482	545	286	443	298	419	392	203	139	365	277	246
Weighted Base	1027	112	142	71	397	234	71	493	534	288	421	318	472	349	195	144	329	288	267
1) It is important that all registered charities follow an ethical code in their treatment of donors, the general public, and in their fundraising practices	50	4	2	1	20	19	4	22	27	17	22	11	26	13	9	13	17	10	10
	5%	4%	1%	2%	5%	8%	5%	5%	5%	6%	5%	4%	5%	4%	5%	9%	5%	4%	4%
						B										QR			
2) The charities I donate to follow a code of ethics of which I have been made aware	159	20	21	14	57	39	8	84	74	46	67	45	67	54	37	21	56	42	40
	15%	18%	15%	20%	14%	17%	11%	17%	14%	16%	16%	14%	14%	15%	19%	15%	17%	15%	15%
3) I typically do some research on a charity before I donate	321	29	49	17	110	90	26	158	163	78	138	104	169	100	48	40	106	95	79
	31%	26%	34%	23%	28%	38%	37%	32%	30%	27%	33%	33%	36%	29%	25%	28%	32%	33%	30%
						ACD							MN						
4) I would continue to donate to a charity if I knew it used professional fundraisers that receive a percentage of donations as part of their compensation	594	64	98	41	222	129	40	294	301	120	244	231	257	221	112	75	202	165	153
	58%	57%	69%	58%	56%	55%	56%	60%	56%	42%	58%	72%	54%	63%	58%	52%	62%	57%	57%
			DE								I	IJ		L					

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

ATTITUDES TOWARDS CHARITIES AND NON-PROFIT ORGANIZATIONS

16. Please indicate how much you agree or disagree with each of the following statements: 1) It is important that all registered charities follow an ethical code in their treatment of donors, the general public, and in their fundraising practices?

		REGION						GENDER		AGE GROUP			EDUCATION			INCOME			
	TOTAL	BC	AB	SK/MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	HS<	Post Sec	Univ.	<\$25K	\$25K-<\$60K	\$60K-<\$100K	\$100K+
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	
Base: All Respondents																			
Unweighted Base	1027	139	107	69	424	219	69	482	545	286	443	298	419	392	203	139	365	277	246
Weighted Base	1027	112	142	71	397	234	71	493	534	288	421	318	472	349	195	144	329	288	267
Strongly agree	677	79	100	49	273	126	51	321	356	154	281	241	292	247	133	94	214	196	172
	66%	70%	70%	69%	69%	54%	72%	65%	67%	54%	67%	76%	62%	71%	68%	65%	65%	68%	65%
Somewhat agree	E	E	E	E	E	E	E				I	IJ		L					
	252	25	36	18	90	71	12	127	125	99	94	59	129	72	48	27	84	69	71
Somewhat disagree	24%	22%	25%	26%	23%	30%	17%	26%	23%	34%	22%	19%	27%	21%	25%	19%	26%	24%	27%
						DF				JK			M						
Strongly disagree	43	2	2	1	17	17	4	20	23	15	19	9	24	13	5	11	17	8	7
	4%	2%	1%	2%	4%	7%	5%	4%	4%	5%	4%	3%	5%	4%	2%	8%	5%	3%	3%
Don't know/not applicable						AB										QR			
	7	2	0	0	3	2	0	3	4	2	3	2	2	1	4	2	0	2	3
Strongly disagree	1%	1%	-	-	1%	1%	-	1%	1%	1%	1%	1%	0	0	2%	1%	-	1%	1%
															LM				
Don't know/not applicable	49	5	5	3	14	18	4	23	26	18	24	7	26	16	5	11	14	11	13
	5%	4%	4%	4%	3%	8%	6%	5%	5%	6%	6%	2%	5%	5%	3%	7%	4%	4%	5%
TOPBOX & LOWBOX SUMMARY																			
Strongly agree	677	79	100	49	273	126	51	321	356	154	281	241	292	247	133	94	214	196	172
	66%	70%	70%	69%	69%	54%	72%	65%	67%	54%	67%	76%	62%	71%	68%	65%	65%	68%	65%
Agree (Top2Box)	E	E	E	E	E	E	E				I	IJ		L					
	928	103	136	67	363	196	63	448	481	253	375	300	421	319	181	121	298	266	244
Disagree (Low2Box)	90%	92%	95%	94%	92%	84%	89%	91%	90%	88%	89%	94%	89%	91%	93%	84%	91%	92%	91%
		E	E	E	E	E						IJ				O	O	O	O
Disagree (Low2Box)	50	4	2	1	20	19	4	22	27	17	22	11	26	13	9	13	17	10	10
	5%	4%	1%	2%	5%	8%	5%	5%	5%	6%	5%	4%	5%	4%	5%	9%	5%	4%	4%
QR																			

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

ATTITUDES TOWARDS CHARITIES AND NON-PROFIT ORGANIZATIONS

16. Please indicate how much you agree or disagree with each of the following statements: 2) The charities I donate to follow a code of ethics of which I have been made aware?

		REGION						GENDER		AGE GROUP			EDUCATION			INCOME			
	TOTAL	BC	AB	SK/MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	HS<	Post Sec	Univ.	<\$25K	\$25K-<\$60K	\$60K-<\$100K	\$100K+
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	
Base: All Respondents																			
Unweighted Base	1027	139	107	69	424	219	69	482	545	286	443	298	419	392	203	139	365	277	246
Weighted Base	1027	112	142	71	397	234	71	493	534	288	421	318	472	349	195	144	329	288	267
Strongly agree	227	21	39	13	90	42	22	95	132	50	98	79	111	82	33	42	80	60	45
	22%	19%	27%	18%	23%	18%	31%	19%	25%	17%	23%	25%	24%	24%	17%	29%	24%	21%	17%
Somewhat agree	401	45	50	29	159	93	24	200	201	115	156	130	174	134	90	38	123	122	119
	39%	41%	35%	41%	40%	40%	34%	41%	38%	40%	37%	41%	37%	38%	46%	26%	37%	42%	45%
Somewhat disagree															L	O	O	O	
	129	17	18	12	48	28	6	69	60	38	55	36	55	43	29	15	45	34	35
	13%	15%	13%	17%	12%	12%	9%	14%	11%	13%	13%	11%	12%	12%	15%	11%	14%	12%	13%
Strongly disagree	30	3	3	2	9	11	2	15	15	8	12	10	12	11	8	6	11	8	5
	3%	3%	2%	3%	2%	5%	3%	3%	3%	3%	3%	3%	2%	3%	4%	4%	3%	3%	2%
Don't know/not applicable	240	25	32	15	90	61	17	113	126	76	99	64	120	79	36	43	70	63	63
	23%	22%	23%	21%	23%	26%	24%	23%	24%	27%	24%	20%	25%	23%	18%	30%	21%	22%	24%
TOPBOX & LOWBOX SUMMARY																			
Strongly agree	227	21	39	13	90	42	22	95	132	50	98	79	111	82	33	42	80	60	45
	22%	19%	27%	18%	23%	18%	31%	19%	25%	17%	23%	25%	24%	24%	17%	29%	24%	21%	17%
Agree (Top2Box)	629	67	89	42	250	134	46	295	333	165	255	209	285	216	123	80	203	182	164
	61%	60%	63%	59%	63%	57%	65%	60%	62%	57%	60%	66%	60%	62%	63%	55%	62%	63%	61%
Disagree (Low2Box)	159	20	21	14	57	39	8	84	74	46	67	45	67	54	37	21	56	42	40
	15%	18%	15%	20%	14%	17%	11%	17%	14%	16%	16%	14%	14%	15%	19%	15%	17%	15%	15%

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

ATTITUDES TOWARDS CHARITIES AND NON-PROFIT ORGANIZATIONS

16. Please indicate how much you agree or disagree with each of the following statements: 3) I typically do some research on a charity before I donate?

		REGION						GENDER		AGE GROUP			EDUCATION			INCOME			
	TOTAL	BC	AB	SK/MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	HS<	Post Sec	Univ.	<\$25K	\$25K-<\$60K	\$60K-<\$100K	\$100K+
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	
Base: All Respondents																			
Unweighted Base	1027	139	107	69	424	219	69	482	545	286	443	298	419	392	203	139	365	277	246
Weighted Base	1027	112	142	71	397	234	71	493	534	288	421	318	472	349	195	144	329	288	267
Strongly agree	194	29	33	8	75	37	12	94	100	55	78	61	71	78	45	30	61	56	48
	19%	26% CE	23%	11%	19%	16%	17%	19%	19%	19%	19%	19%	15%	22% L	23% L	21%	18%	19%	18%
Somewhat agree	400	45	48	37	164	78	28	191	208	123	156	121	173	135	89	50	128	106	115
	39%	41%	34%	52%	41%	33%	39%	39%	39%	43%	37%	38%	37%	39%	46%	35%	39%	37%	43%
Somewhat disagree				BE											L				
	235	23	38	13	80	59	22	122	113	56	101	79	120	79	35	34	76	63	62
	23%	21%	27%	19%	20%	25%	31%	25%	21%	19%	24%	25%	25%	23%	18%	24%	23%	22%	23%
Strongly disagree				D									N						
	85	6	11	3	31	31	4	36	50	22	37	26	49	20	13	7	30	33	17
	8%	5%	7%	5%	8%	13%	6%	7%	9%	8%	9%	8%	10%	6%	7%	5%	9%	11%	6%
Don't know/not applicable				AD									M					OR	
	112	8	13	10	48	29	6	50	63	32	49	32	60	36	12	23	34	30	25
	11%	7%	9%	14%	12%	12%	8%	10%	12%	11%	12%	10%	13%	10%	6%	16%	10%	10%	10%
TOPBOX & LOWBOX SUMMARY																			
Strongly agree	194	29	33	8	75	37	12	94	100	55	78	61	71	78	45	30	61	56	48
	19%	26% CE	23%	11%	19%	16%	17%	19%	19%	19%	19%	19%	15%	22% L	23% L	21%	18%	19%	18%
Agree (Top2Box)	594	75	81	45	239	115	39	285	309	178	234	182	244	213	134	80	189	162	163
	58%	67%	57%	63%	60%	49%	55%	58%	58%	62%	56%	57%	52%	61%	69%	56%	57%	57%	61%
		E			E								L	L					
Disagree (Low2Box)	321	29	49	17	110	90	26	158	163	78	138	104	169	100	48	40	106	95	79
	31%	26%	34%	23%	28%	38% ACD	37%	32%	30%	27%	33%	33%	36% MN	29%	25%	28%	32%	33%	30%

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

ATTITUDES TOWARDS CHARITIES AND NON-PROFIT ORGANIZATIONS

16. Please indicate how much you agree or disagree with each of the following statements: 4) I would continue to donate to a charity if I knew it used professional fundraisers that receive a percentage of donations as part of their compensation?

		REGION						GENDER		AGE GROUP			EDUCATION			INCOME			
	TOTAL	BC	AB	SK/MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	HS<	Post Sec	Univ.	<\$25K	\$25K-~\$60K	\$60K-~\$100K	\$100K+
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Base: All Respondents																			
Unweighted Base	1027	139	107	69	424	219	69	482	545	286	443	298	419	392	203	139	365	277	246
Weighted Base	1027	112	142	71	397	234	71	493	534	288	421	318	472	349	195	144	329	288	267
Strongly agree	58	6	2	3	26	14	6	25	33	21	28	9	32	14	12	16	17	17	8
	6%	5%	1%	5%	7%	6%	9%	5%	6%	7%	7%	3%	7%	4%	6%	11%	5%	6%	3%
					B		B			K	K					PR			
Somewhat agree	252	31	31	18	103	52	17	121	131	107	90	55	127	70	53	32	69	71	80
	25%	28%	22%	26%	26%	22%	24%	24%	25%	37%	21%	17%	27%	20%	27%	22%	21%	25%	30%
										JK			M		M			P	
Somewhat disagree	245	26	38	12	107	41	21	115	130	69	96	80	97	92	53	37	83	67	58
	24%	23%	27%	17%	27%	18%	29%	23%	24%	24%	23%	25%	21%	26%	27%	26%	25%	23%	22%
					E		E												
Strongly disagree	349	38	60	29	116	88	19	179	171	51	148	151	160	129	59	38	120	97	94
	34%	34%	42%	40%	29%	38%	27%	36%	32%	18%	35%	47%	34%	37%	30%	26%	36%	34%	35%
			DF			D					I	IJ				O			
Don't know/not applicable	123	11	11	8	45	39	8	53	69	40	59	23	57	44	18	21	41	35	26
	12%	10%	8%	12%	11%	17%	11%	13%	13%	14%	14%	7%	12%	12%	9%	15%	12%	12%	10%
						B				K	K								
TOPBOX & LOWBOX SUMMARY																			
Strongly agree	58	6	2	3	26	14	6	25	33	21	28	9	32	14	12	16	17	17	8
	6%	5%	1%	5%	7%	6%	9%	5%	6%	7%	7%	3%	7%	4%	6%	11%	5%	6%	3%
					B		B			K	K					PR			
Agree (Top2Box)	310	37	33	22	129	66	23	146	164	127	118	65	158	84	65	48	86	88	88
	30%	33%	23%	30%	33%	28%	32%	30%	31%	44%	28%	20%	34%	24%	33%	33%	26%	31%	33%
										JK	K		M		M				
Disagree (Low2Box)	594	64	98	41	222	129	40	294	301	120	244	231	257	221	112	75	202	165	153
	58%	57%	69%	58%	56%	55%	56%	60%	56%	42%	58%	72%	54%	63%	58%	52%	62%	57%	57%
			DE							I	IJ		L						

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

ATTITUDES TOWARDS CHARITIES AND NON-PROFIT ORGANIZATIONS

17. Similar to private and public sector organizations, charitable sector organizations have administrative costs to run their operations. Which of the following are most important for charities to invest in to carry out their mandates?

		REGION						GENDER		AGE GROUP			EDUCATION			INCOME			
	TOTAL	BC	AB	SK/MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	HS<	Post Sec	Univ.	<\$25K	\$25K-<\$60K	\$60K-<\$100K	\$100K+
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	
TOTAL MENTIONS																			
Base: All Respondents																			
Unweighted Base	1027	139	107	69	424	219	69	482	545	286	443	298	419	392	203	139	365	277	246
Weighted Base	1027	112	142	71	397	234	71	493	534	288	421	318	472	349	195	144	329	288	267
Fundraising campaigns (for example, mailings, special events, and planned giving efforts)	552	64	76	39	215	109	49	264	288	146	224	181	256	194	99	74	178	152	148
	54%	57%	53%	54%	54%	47%	69%	54%	54%	51%	53%	57%	54%	55%	51%	52%	54%	53%	55%
Regulatory compliance (for example, the resources needed to prepare and submit regulatory submission documents for compliance at a federal, provincial or local level)							BDE												
	406	54	63	31	146	79	33	189	217	99	150	158	178	143	80	61	128	114	103
	40%	48%	45%	43%	37%	34%	46%	38%	41%	34%	36%	49%	38%	41%	41%	42%	39%	40%	39%
		DE										IJ							
Infrastructure (for example, facilities, equipment, and software)	364	41	56	29	138	71	28	178	186	110	130	124	143	139	79	60	104	104	96
	35%	37%	39%	40%	35%	31%	40%	36%	35%	38%	31%	39%	30%	40%	40%	42%	32%	36%	36%
Salaries (for example, executive, fundraising, finance, and administrative staff)										J		J		L	L	P			
	209	24	34	10	73	55	12	100	109	58	76	76	77	74	57	25	62	58	65
	20%	21%	24%	15%	18%	24%	17%	20%	20%	20%	18%	24%	16%	21%	29%	17%	19%	20%	24%
															LM				
Cash reserves	152	22	22	10	61	23	14	78	74	32	64	56	55	58	38	19	43	50	40
	15%	20%	15%	14%	15%	10%	19%	16%	14%	11%	15%	18%	12%	17%	20%	13%	13%	17%	15%
None		E					E							L	L				
	20	2	4	2	9	2	1	12	9	2	5	13	10	8	2	5	8	4	3
	2%	2%	3%	3%	2%	1%	1%	2%	2%	1%	1%	4%	2%	2%	1%	3%	2%	1%	1%
Don't know/Refused												IJ							
	233	22	24	12	92	75	8	101	132	76	109	47	126	72	31	40	77	65	51
	23%	19%	17%	17%	23%	32%	11%	20%	25%	27%	26%	15%	27%	21%	16%	28%	24%	22%	19%
				F	ABCDF					K	K		MN						

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

ATTITUDES TOWARDS CHARITIES AND NON-PROFIT ORGANIZATIONS

18. How much have you seen, read, or heard about the leadership and/or board members of the charities to which you donate?

		REGION						GENDER		AGE GROUP			EDUCATION			INCOME			
	TOTAL	BC	AB	SK/MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	HS<	Post Sec	Univ.	<\$25K	\$25K-<\$60K	\$60K-<\$100K	\$100K+
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Base: All Respondents																			
Unweighted Base	1027	139	107	69	424	219	69	482	545	286	443	298	419	392	203	139	365	277	246
Weighted Base	1027	112	142	71	397	234	71	493	534	288	421	318	472	349	195	144	329	288	267
A lot	56	5	8	4	17	13	8	23	33	5	31	20	22	21	13	13	17	16	10
	5%	4%	6%	6%	4%	5%	12%	5%	6%	2%	7%	6%	5%	6%	7%	9%	5%	5%	4%
Something							D			I	I					R			
	199	28	31	16	77	32	16	100	98	44	78	77	86	76	36	25	69	57	48
Not too much	19%	25%	22%	22%	19%	13%	22%	20%	18%	15%	19%	24%	18%	22%	18%	17%	21%	20%	18%
		E										I							
Nothing at all	362	35	58	26	149	71	23	177	186	96	139	127	165	113	79	37	109	107	109
	35%	31%	41%	37%	38%	30%	32%	36%	35%	33%	33%	40%	35%	32%	40%	26%	33%	37%	41%
Don't know																	O	O	
	261	35	29	18	98	64	17	126	134	79	109	72	115	92	52	36	84	69	71
Not applicable	25%	31%	20%	25%	25%	27%	24%	26%	25%	28%	26%	23%	24%	26%	27%	25%	26%	24%	27%
	72	4	8	5	25	24	7	33	39	30	26	16	40	20	9	14	24	16	18
Not applicable	7%	4%	5%	7%	6%	10%	10%	7%	7%	11%	6%	5%	9%	6%	5%	10%	7%	6%	7%
					A					JK									
TOPBOX & LOWBOX SUMMARY	78	5	9	2	30	31	0	34	44	32	38	8	44	27	6	19	26	23	10
	8%	5%	6%	3%	8%	13%	-	7%	8%	11%	9%	2%	9%	8%	3%	13%	8%	8%	4%
				F	ACDF					K	K		N	N		R	R	R	
A lot																			
A lot / Something (Top2Box)	56	5	8	4	17	13	8	23	33	5	31	20	22	21	13	13	17	16	10
	5%	4%	6%	6%	4%	5%	12%	5%	6%	2%	7%	6%	5%	6%	7%	9%	5%	5%	4%
Not too much / Nothing at all (Low2Box)							D				I	I				R			
	254	33	39	20	94	44	24	124	131	50	109	96	108	97	49	38	86	72	58
	25%	29%	27%	28%	24%	19%	34%	25%	25%	17%	26%	30%	23%	28%	25%	26%	26%	25%	22%
		E					E				I	I							
	623	69	87	44	247	135	40	303	320	176	249	199	280	205	131	73	193	176	181
	61%	62%	61%	62%	62%	58%	56%	61%	60%	61%	59%	62%	59%	59%	67%	51%	59%	61%	68%
																	O	O	OP

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

ATTITUDES TOWARDS CHARITIES AND NON-PROFIT ORGANIZATIONS

19. Have you ever volunteered as a member of the leadership or board of a not-for-profit organization?

		REGION						GENDER		AGE GROUP			EDUCATION			INCOME			
	TOTAL	BC	AB	SK/MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	HS<	Post Sec	Univ.	<\$25K	\$25K-~\$60K	\$60K-~\$100K	\$100K+
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Base: All Respondents																			
Unweighted Base	1027	139	107	69	424	219	69	482	545	286	443	298	419	392	203	139	365	277	246
Weighted Base	1027	112	142	71	397	234	71	493	534	288	421	318	472	349	195	144	329	288	267
Yes	228	24	40	21	73	45	25	103	125	46	80	102	77	88	60	33	74	64	56
	22%	22%	28%	29%	18%	19%	35%	21%	23%	16%	19%	32%	16%	25%	31%	23%	23%	22%	21%
			D	D			ADE					IJ		L	L				
No	781	85	101	49	315	185	45	382	398	233	334	214	383	255	134	107	245	221	208
	76%	76%	71%	70%	79%	79%	63%	78%	75%	81%	79%	67%	81%	73%	69%	75%	74%	77%	78%
Don't know/Refused					F	F				K	K		MN						
	18	2	1	1	9	4	1	8	11	9	7	2	12	5	1	4	10	2	3
	2%	2%	1%	1%	2%	2%	1%	2%	2%	3%	2%	1%	3%	2%	1%	2%	3%	1%	1%
										K						Q			

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

ATTITUDES TOWARDS CHARITIES AND NON-PROFIT ORGANIZATIONS

20. How likely would you be to volunteer for the board of a not-for-profit organization, if asked?

		REGION						GENDER		AGE GROUP			EDUCATION			INCOME			
	TOTAL	BC	AB	SK/MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	HS<	Post Sec	Univ.	<\$25K	\$25K-<\$60K	\$60K-<\$100K	\$100K+
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Base: Never volunteered as a member of the leadership or board of a not-for-profit organization																			
Unweighted Base	799	109	77	49	345	175	44	383	416	239	357	203	352	296	140	106	281	217	195
Weighted Base	799	88	102	51	324	189	46	390	409	242	341	216	395	260	135	111	254	223	211
Very likely	30	4	4	2	12	5	3	15	16	10	14	6	10	11	8	1	12	5	12
	4%	5%	4%	4%	4%	2%	7%	4%	4%	4%	4%	3%	3%	4%	6%	1%	5%	2%	6%
Somewhat likely	230	29	32	13	104	38	14	109	122	81	100	49	90	83	55	31	70	64	66
	29%	33%	31%	26%	32%	20%	31%	28%	30%	34%	29%	23%	23%	32%	41%	28%	28%	29%	31%
Not very likely		E			E					K				L	L				
	255	33	33	21	101	52	15	126	128	74	103	77	133	84	36	33	85	71	66
	32%	38%	32%	42%	31%	28%	32%	32%	31%	31%	30%	36%	34%	32%	26%	30%	33%	32%	31%
Not at all likely	206	13	20	10	79	75	9	104	102	53	86	67	118	61	25	25	64	65	53
	26%	15%	20%	20%	24%	40%	19%	27%	25%	22%	25%	31%	30%	24%	18%	22%	25%	29%	25%
Don't know/Refused					A	ABCD						I	N						
	78	8	13	4	28	19	5	37	41	22	39	17	44	21	11	22	24	19	14
	10%	10%	13%	8%	9%	10%	11%	9%	10%	9%	11%	8%	11%	8%	8%	20%	9%	9%	6%
TOPBOX & LOWBOX SUMMARY																PQR			
Very likely	30	4	4	2	12	5	3	15	16	10	14	6	10	11	8	1	12	5	12
	4%	5%	4%	4%	4%	2%	7%	4%	4%	4%	4%	3%	3%	4%	6%	1%	5%	2%	6%
Likely (Top2Box)	261	34	35	15	116	43	17	123	138	92	114	55	100	94	63	32	82	69	78
	33%	38%	35%	30%	36%	23%	38%	32%	34%	38%	33%	25%	25%	36%	47%	29%	32%	31%	37%
Not likely (Low2Box)		E			E					K				L	LM				
	460	46	53	31	179	127	23	230	230	127	189	144	251	145	60	57	148	135	119
	58%	52%	52%	61%	55%	67%	51%	59%	56%	53%	55%	67%	63%	56%	45%	52%	58%	61%	57%
						ABDF						IJ	N	N					

ATTITUDES TOWARDS CHARITIES AND NON-PROFIT ORGANIZATIONS

21. Which of the following statements best represents your view?

		REGION						GENDER		AGE GROUP			EDUCATION			INCOME			
	TOTAL	BC	AB	SK/MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	HS<	Post Sec	Univ.	<\$25K	\$25K-<\$60K	\$60K- <\$100K	\$100K+
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Base: All Respondents																			
Unweighted Base	1027	139	107	69	424	219	69	482	545	286	443	298	419	392	203	139	365	277	246
Weighted Base	1027	112	142	71	397	234	71	493	534	288	421	318	472	349	195	144	329	288	267
I would support the idea of a not-for-profit organization using my donation to attract and retain well-trained, experienced management to lead the organization effectively																			
	230	28	20	14	105	50	13	112	118	97	94	39	81	80	69	38	72	58	63
	22%	25%	14%	19%	26%	21%	18%	23%	22%	34%	22%	12%	17%	23%	35%	27%	22%	20%	23%
		B			B					JK	K			L	LM				
Not-for-profits need to spend less money on administration and more money on the causes they support																			
	797	83	122	57	292	184	58	380	416	191	327	279	392	268	126	106	257	230	204
	78%	75%	86%	81%	74%	79%	82%	77%	78%	66%	78%	88%	83%	77%	65%	73%	78%	80%	77%
			AD								I	IJ	MN	N					

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

ATTITUDES TOWARDS CHARITIES AND NON-PROFIT ORGANIZATIONS

22. HIGHEST PRIORITY SUMMARY TABLE [Ranked 1]

		REGION						GENDER		AGE GROUP			EDUCATION			INCOME			
	TOTAL	BC	AB	SK/MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	HS<	Post Sec	Univ.	<\$25K	\$25K-<\$60K	\$60K-<\$100K	\$100K+
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Base: All Respondents																			
Unweighted Base	1027	139	107	69	424	219	69	482	545	286	443	298	419	392	203	139	365	277	246
Weighted Base	1027	112	142	71	397	234	71	493	534	288	421	318	472	349	195	144	329	288	267
1) Working towards achieving the organization's mission and purpose	593	71	84	28	224	150	37	295	298	173	239	182	249	205	135	79	175	176	163
	58%	63%	59%	39%	56%	64%	52%	60%	56%	60%	57%	57%	53%	59%	69%	55%	53%	61%	61%
		C	C		C	C									LM				
2) Ensuring effective organizational planning	78	5	5	8	26	27	8	41	37	26	35	18	37	21	18	12	28	18	20
	8%	4%	4%	11%	7%	12%	11%	8%	7%	9%	8%	6%	8%	6%	9%	8%	8%	6%	8%
						ABD													
3) Increasing the organizations public profile	53	3	4	7	25	8	5	27	26	12	20	22	29	18	6	9	19	12	13
	5%	3%	3%	10%	6%	3%	8%	6%	5%	4%	5%	7%	6%	5%	3%	6%	6%	4%	5%
				ABE															
4) Ensuring legal and ethical integrity and accountability	254	30	39	24	103	39	19	110	144	56	114	83	131	92	27	34	90	70	61
	25%	27%	28%	34%	26%	17%	26%	22%	27%	20%	27%	26%	28%	26%	14%	23%	27%	24%	23%
		E	E	E	E						I		N	N					
5) Taking steps to assess the board's fundraising performance	49	3	10	4	19	10	2	20	29	21	13	14	26	12	9	10	17	12	9
	5%	3%	7%	6%	5%	4%	3%	4%	5%	7%	3%	4%	6%	3%	5%	7%	5%	4%	3%
										J									

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

ATTITUDES TOWARDS CHARITIES AND NON-PROFIT ORGANIZATIONS

22. HIGH PRIORITY SUMMARY TABLE [Ranked 1,2]

		REGION						GENDER		AGE GROUP			EDUCATION			INCOME			
	TOTAL	BC	AB	SK/MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	HS<	Post Sec	Univ.	<\$25K	\$25K-<\$60K	\$60K-<\$100K	\$100K+
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Base: All Respondents																			
Unweighted Base	1027	139	107	69	424	219	69	482	545	286	443	298	419	392	203	139	365	277	246
Weighted Base	1027	112	142	71	397	234	71	493	534	288	421	318	472	349	195	144	329	288	267
1) Working towards achieving the organization's mission and purpose	796	88	118	47	302	187	54	385	411	222	324	250	347	282	160	106	250	222	218
	77%	79%	83%	66%	76%	80%	75%	78%	77%	77%	77%	78%	73%	81%	82%	74%	76%	77%	82%
			C			C								L	L				
2) Ensuring effective organizational planning	287	30	33	17	104	84	18	141	147	77	124	86	138	93	53	44	99	79	65
	28%	27%	23%	24%	26%	36%	26%	29%	27%	27%	29%	27%	29%	27%	27%	31%	30%	27%	25%
						BD													
3) Increasing the organizations public profile	186	22	20	17	83	25	19	93	92	53	74	59	97	58	31	30	62	43	51
	18%	20%	14%	24%	21%	11%	26%	19%	17%	18%	18%	18%	20%	17%	16%	21%	19%	15%	19%
		E		E	E		BE												
4) Ensuring legal and ethical integrity and accountability	614	74	90	51	238	122	40	285	329	155	262	197	279	216	113	80	194	177	164
	60%	66%	63%	72%	60%	52%	56%	58%	62%	54%	62%	62%	59%	62%	58%	55%	59%	62%	61%
		E		E							I								
5) Taking steps to assess the board's fundraising performance	172	10	23	10	66	50	12	82	89	67	59	45	84	49	35	28	53	55	36
	17%	9%	16%	15%	17%	21%	17%	17%	17%	23%	14%	14%	18%	14%	18%	20%	16%	19%	13%
					A	A				JK									

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

ATTITUDES TOWARDS CHARITIES AND NON-PROFIT ORGANIZATIONS

22. NEITHER SUMMARY TABLE [Ranked 3]

		REGION						GENDER		AGE GROUP			EDUCATION			INCOME			
	TOTAL	BC	AB	SK/MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	HS<	Post Sec	Univ.	<\$25K	\$25K-<\$60K	\$60K-<\$100K	\$100K+
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Base: All Respondents																			
Unweighted Base	1027	139	107	69	424	219	69	482	545	286	443	298	419	392	203	139	365	277	246
Weighted Base	1027	112	142	71	397	234	71	493	534	288	421	318	472	349	195	144	329	288	267
1) Working towards achieving the organization's mission and purpose	112	11	11	12	48	24	6	51	60	30	49	32	63	30	15	20	37	29	26
	11%	10%	7%	17%	12%	10%	9%	10%	11%	11%	12%	10%	13%	9%	8%	14%	11%	10%	10%
				B									MN						
2) Ensuring effective organizational planning	352	37	52	21	138	77	27	159	193	102	142	108	152	118	77	52	107	90	103
	34%	33%	36%	30%	35%	33%	38%	32%	36%	36%	34%	34%	32%	34%	39%	36%	33%	31%	39%
3) Increasing the organizations public profile	201	21	33	15	80	40	11	99	102	53	84	65	92	72	36	22	73	65	41
	20%	19%	23%	21%	20%	17%	16%	20%	19%	18%	20%	20%	20%	21%	18%	15%	22%	23%	15%
4) Ensuring legal and ethical integrity and accountability																	R	R	
	169	23	21	11	58	47	9	97	72	45	69	55	71	59	39	27	48	51	43
	16%	20%	15%	16%	15%	20%	13%	20%	14%	16%	16%	17%	15%	17%	20%	19%	15%	18%	16%
5) Taking steps to assess the board's fundraising performance								H											
	193	20	26	12	73	45	18	86	107	57	78	58	94	70	29	23	63	53	54
	19%	18%	18%	16%	18%	19%	25%	17%	20%	20%	18%	18%	20%	20%	15%	16%	19%	18%	20%

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

ATTITUDES TOWARDS CHARITIES AND NON-PROFIT ORGANIZATIONS

22. LOWEST PRIORITY SUMMARY TABLE [Ranked 4,5]

		REGION						GENDER		AGE GROUP			EDUCATION			INCOME			
	TOTAL	BC	AB	SK/MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	HS<	Post Sec	Univ.	<\$25K	\$25K-<\$60K	\$60K-<\$100K	\$100K+
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Base: All Respondents																			
Unweighted Base	1027	139	107	69	424	219	69	482	545	286	443	298	419	392	203	139	365	277	246
Weighted Base	1027	112	142	71	397	234	71	493	534	288	421	318	472	349	195	144	329	288	267
1) Working towards achieving the organization's mission and purpose	120	13	13	12	47	23	11	57	63	35	48	36	63	36	20	18	42	37	23
	12%	12%	9%	17%	12%	10%	16%	11%	12%	12%	11%	11%	13%	10%	10%	12%	13%	13%	9%
2) Ensuring effective organizational planning	387	45	57	32	154	73	26	193	195	108	155	124	182	138	66	48	123	119	98
	38%	40%	40%	45%	39%	31%	37%	39%	36%	37%	37%	39%	39%	40%	34%	33%	37%	41%	37%
				E															
3) Increasing the organizations public profile	640	68	89	40	234	168	41	301	340	182	264	195	283	219	129	92	194	179	176
	62%	61%	63%	56%	59%	72%	58%	61%	64%	63%	63%	61%	60%	63%	66%	64%	59%	62%	66%
						ACDF													
4) Ensuring legal and ethical integrity and accountability	244	16	31	9	101	65	23	112	132	87	91	66	122	74	44	37	86	60	60
	24%	14%	22%	13%	25%	28%	32%	23%	25%	30%	22%	21%	26%	21%	22%	26%	26%	21%	23%
					AC	AC	AC			JK									
5) Taking steps to assess the board's fundraising performance	662	82	93	49	258	139	41	324	338	163	284	215	295	230	132	93	213	180	177
	65%	73%	66%	69%	65%	59%	58%	66%	63%	57%	68%	67%	62%	66%	68%	65%	65%	63%	66%
		EF								I	I	I							

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

ATTITUDES TOWARDS CHARITIES AND NON-PROFIT ORGANIZATIONS

22. Thinking about the various roles of the board of a charitable organization, please rank the following from 1 to 5, with 1 being what you think should be its highest priority and 5 being what you think should be its lowest. 1) Working towards achieving the organization's mission and purpose?

		REGION						GENDER		AGE GROUP			EDUCATION			INCOME			
	TOTAL	BC	AB	SK/MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	HS<	Post Sec	Univ.	<\$25K	\$25K-<\$60K	\$60K-<\$100K	\$100K+
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Base: All Respondents																			
Unweighted Base	1027	139	107	69	424	219	69	482	545	286	443	298	419	392	203	139	365	277	246
Weighted Base	1027	112	142	71	397	234	71	493	534	288	421	318	472	349	195	144	329	288	267
[1] Highest priority	593	71	84	28	224	150	37	295	298	173	239	182	249	205	135	79	175	176	163
	58%	63%	59%	39%	56%	64%	52%	60%	56%	60%	57%	57%	53%	59%	69%	55%	53%	61%	61%
		C	C		C	C									LM				
[2]	202	17	35	19	78	37	16	90	112	49	85	68	98	77	25	27	75	46	55
	20%	15%	24%	26%	20%	16%	23%	18%	21%	17%	20%	21%	21%	22%	13%	19%	23%	16%	20%
													N	N			Q		
[3]	112	11	11	12	48	24	6	51	60	30	49	32	63	30	15	20	37	29	26
	11%	10%	7%	17%	12%	10%	9%	10%	11%	11%	12%	10%	13%	9%	8%	14%	11%	10%	10%
				B									MN						
[4]	65	8	9	7	25	9	6	29	35	16	27	22	30	22	12	6	23	24	11
	6%	7%	6%	10%	6%	4%	9%	6%	7%	6%	6%	7%	6%	6%	6%	4%	7%	8%	4%
																	R		
[5] Lowest priority	55	5	5	5	22	13	5	27	28	19	21	15	32	14	8	11	18	13	13
	5%	4%	3%	7%	6%	6%	7%	6%	5%	7%	5%	5%	7%	4%	4%	8%	6%	4%	5%
TOPBOX & LOWBOX SUMMARY																			
Highest priority [Ranked 1,2]	796	88	118	47	302	187	54	385	411	222	324	250	347	282	160	106	250	222	218
	77%	79%	83%	66%	76%	80%	75%	78%	77%	77%	77%	78%	73%	81%	82%	74%	76%	77%	82%
			C		C	C							L	L					
Neither [Ranked 3]	112	11	11	12	48	24	6	51	60	30	49	32	63	30	15	20	37	29	26
	11%	10%	7%	17%	12%	10%	9%	10%	11%	11%	12%	10%	13%	9%	8%	14%	11%	10%	10%
				B									MN						
Lowest priority [Ranked 4,5]	120	13	13	12	47	23	11	57	63	35	48	36	63	36	20	18	42	37	23
	12%	12%	9%	17%	12%	10%	16%	11%	12%	12%	11%	11%	13%	10%	10%	12%	13%	13%	9%

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

ATTITUDES TOWARDS CHARITIES AND NON-PROFIT ORGANIZATIONS

22. Thinking about the various roles of the board of a charitable organization, please rank the following from 1 to 5, with 1 being what you think should be its highest priority and 5 being what you think should be its lowest. 2) Ensuring effective organizational planning?

		REGION						GENDER		AGE GROUP			EDUCATION			INCOME			
	TOTAL	BC	AB	SK/MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	HS<	Post Sec	Univ.	<\$25K	\$25K-<\$60K	\$60K-<\$100K	\$100K+
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Base: All Respondents																			
Unweighted Base	1027	139	107	69	424	219	69	482	545	286	443	298	419	392	203	139	365	277	246
Weighted Base	1027	112	142	71	397	234	71	493	534	288	421	318	472	349	195	144	329	288	267
[1] Highest priority	78	5	5	8	26	27	8	41	37	26	35	18	37	21	18	12	28	18	20
	8%	4%	4%	11%	7%	12%	11%	8%	7%	9%	8%	6%	8%	6%	9%	8%	8%	6%	8%
						ABD													
[2]	209	26	28	10	79	57	11	100	109	52	89	68	101	71	35	32	71	60	45
	20%	23%	20%	13%	20%	24%	15%	20%	20%	18%	21%	21%	21%	20%	18%	22%	22%	21%	17%
[3]	352	37	52	21	138	77	27	159	193	102	142	108	152	118	77	52	107	90	103
	34%	33%	36%	30%	35%	33%	38%	32%	36%	36%	34%	34%	32%	34%	39%	36%	33%	31%	39%
[4]	251	34	35	22	102	43	14	120	131	78	94	79	114	89	45	30	77	83	60
	24%	30%	25%	31%	26%	18%	20%	24%	24%	27%	22%	25%	24%	26%	23%	21%	24%	29%	23%
		E		E	E														
[5] Lowest priority	137	11	22	10	52	30	12	73	64	30	62	46	67	49	20	18	46	36	38
	13%	10%	16%	14%	13%	13%	17%	15%	12%	10%	15%	14%	14%	14%	10%	13%	14%	12%	14%
TOPBOX & LOWBOX SUMMARY																			
Highest priority [Ranked 1,2]	287	30	33	17	104	84	18	141	147	77	124	86	138	93	53	44	99	79	65
	28%	27%	23%	24%	26%	36%	26%	29%	27%	27%	29%	27%	29%	27%	27%	31%	30%	27%	25%
						BD													
Neither [Ranked 3]	352	37	52	21	138	77	27	159	193	102	142	108	152	118	77	52	107	90	103
	34%	33%	36%	30%	35%	33%	38%	32%	36%	36%	34%	34%	32%	34%	39%	36%	33%	31%	39%
Lowest priority [Ranked 4,5]	387	45	57	32	154	73	26	193	195	108	155	124	182	138	66	48	123	119	98
	38%	40%	40%	45%	39%	31%	37%	39%	36%	37%	37%	39%	39%	40%	34%	33%	37%	41%	37%
				E															

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

ATTITUDES TOWARDS CHARITIES AND NON-PROFIT ORGANIZATIONS

22. Thinking about the various roles of the board of a charitable organization, please rank the following from 1 to 5, with 1 being what you think should be its highest priority and 5 being what you think should be its lowest. 3) Increasing the organizations public profile?

		REGION						GENDER		AGE GROUP			EDUCATION			INCOME			
	TOTAL	BC	AB	SK/MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	HS<	Post Sec	Univ.	<\$25K	\$25K-<\$60K	\$60K-<\$100K	\$100K+
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Base: All Respondents																			
Unweighted Base	1027	139	107	69	424	219	69	482	545	286	443	298	419	392	203	139	365	277	246
Weighted Base	1027	112	142	71	397	234	71	493	534	288	421	318	472	349	195	144	329	288	267
[1] Highest priority	53	3	4	7	25	8	5	27	26	12	20	22	29	18	6	9	19	12	13
	5%	3%	3%	10%	6%	3%	8%	6%	5%	4%	5%	7%	6%	5%	3%	6%	6%	4%	5%
				ABE															
[2]	133	19	16	10	58	17	13	66	67	41	54	37	67	40	25	21	43	31	37
	13%	17%	11%	13%	15%	7%	19%	13%	12%	14%	13%	12%	14%	11%	13%	15%	13%	11%	14%
		E			E		E												
[3]	201	21	33	15	80	40	11	99	102	53	84	65	92	72	36	22	73	65	41
	20%	19%	23%	21%	20%	17%	16%	20%	19%	18%	20%	20%	20%	21%	18%	15%	22%	23%	15%
															R		R		
[4]	271	23	39	16	106	69	18	140	131	63	114	94	129	92	47	42	82	75	72
	26%	20%	27%	22%	27%	29%	26%	28%	25%	22%	27%	30%	27%	26%	24%	29%	25%	26%	27%
												I							
[5] Lowest priority	370	45	50	24	128	99	23	161	209	119	150	101	154	127	82	50	111	105	104
	36%	41%	35%	34%	32%	43%	32%	33%	39%	41%	36%	32%	33%	36%	42%	35%	34%	36%	39%
						D			G		K				L				
TOPBOX & LOWBOX SUMMARY																			
Highest priority [Ranked 1,2]	186	22	20	17	83	25	19	93	92	53	74	59	97	58	31	30	62	43	51
	18%	20%	14%	24%	21%	11%	26%	19%	17%	18%	18%	18%	20%	17%	16%	21%	19%	15%	19%
		E		E	E		BE												
Neither [Ranked 3]	201	21	33	15	80	40	11	99	102	53	84	65	92	72	36	22	73	65	41
	20%	19%	23%	21%	20%	17%	16%	20%	19%	18%	20%	20%	20%	21%	18%	15%	22%	23%	15%
															R		R		
Lowest priority [Ranked 4,5]	640	68	89	40	234	168	41	301	340	182	264	195	283	219	129	92	194	179	176
	62%	61%	63%	56%	59%	72%	58%	61%	64%	63%	63%	61%	60%	63%	66%	64%	59%	62%	66%
						ACDF													

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

ATTITUDES TOWARDS CHARITIES AND NON-PROFIT ORGANIZATIONS

22. Thinking about the various roles of the board of a charitable organization, please rank the following from 1 to 5, with 1 being what you think should be its highest priority and 5 being what you think should be its lowest. 4) Ensuring legal and ethical integrity and accountability?

		REGION						GENDER		AGE GROUP			EDUCATION			INCOME			
	TOTAL	BC	AB	SK/MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	HS<	Post Sec	Univ.	<\$25K	\$25K-<\$60K	\$60K-<\$100K	\$100K+
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Base: All Respondents																			
Unweighted Base	1027	139	107	69	424	219	69	482	545	286	443	298	419	392	203	139	365	277	246
Weighted Base	1027	112	142	71	397	234	71	493	534	288	421	318	472	349	195	144	329	288	267
[1] Highest priority	254	30	39	24	103	39	19	110	144	56	114	83	131	92	27	34	90	70	61
	25%	27%	28%	34%	26%	17%	26%	22%	27%	20%	27%	26%	28%	26%	14%	23%	27%	24%	23%
[2]	360	43	51	27	135	83	21	175	186	99	147	114	148	124	85	46	104	107	103
	35%	39%	36%	38%	34%	35%	29%	35%	35%	34%	35%	36%	31%	36%	44%	32%	32%	37%	38%
[3]	169	23	21	11	58	47	9	97	72	45	69	55	71	59	39	27	48	51	43
	16%	20%	15%	16%	15%	20%	13%	20%	14%	16%	16%	17%	15%	17%	20%	19%	15%	18%	16%
[4]	148	9	22	5	54	42	16	61	87	60	54	35	72	43	30	22	53	34	39
	14%	8%	15%	7%	14%	18%	22%	12%	16%	21%	13%	11%	15%	12%	15%	15%	16%	12%	15%
[5] Lowest priority	96	6	10	4	47	23	7	51	45	27	37	31	50	31	14	15	33	26	21
	9%	5%	7%	6%	12%	10%	10%	10%	8%	10%	9%	10%	11%	9%	7%	10%	10%	9%	8%
TOPBOX & LOWBOX SUMMARY																			
Highest priority [Ranked 1,2]	614	74	90	51	238	122	40	285	329	155	262	197	279	216	113	80	194	177	164
	60%	66%	63%	72%	60%	52%	56%	58%	62%	54%	62%	62%	59%	62%	58%	55%	59%	62%	61%
Neither [Ranked 3]	169	23	21	11	58	47	9	97	72	45	69	55	71	59	39	27	48	51	43
	16%	20%	15%	16%	15%	20%	13%	20%	14%	16%	16%	17%	15%	17%	20%	19%	15%	18%	16%
Lowest priority [Ranked 4,5]	244	16	31	9	101	65	23	112	132	87	91	66	122	74	44	37	86	60	60
	24%	14%	22%	13%	25%	28%	32%	23%	25%	30%	22%	21%	26%	21%	22%	26%	26%	21%	23%

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

ATTITUDES TOWARDS CHARITIES AND NON-PROFIT ORGANIZATIONS

22. Thinking about the various roles of the board of a charitable organization, please rank the following from 1 to 5, with 1 being what you think should be its highest priority and 5 being what you think should be its lowest. 5) Taking steps to assess the board’s fundraising performance?

		REGION						GENDER		AGE GROUP			EDUCATION			INCOME			
	TOTAL	BC	AB	SK/MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	HS<	Post Sec	Univ.	<\$25K	\$25K-<\$60K	\$60K-<\$100K	\$100K+
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Base: All Respondents																			
Unweighted Base	1027	139	107	69	424	219	69	482	545	286	443	298	419	392	203	139	365	277	246
Weighted Base	1027	112	142	71	397	234	71	493	534	288	421	318	472	349	195	144	329	288	267
[1] Highest priority	49	3	10	4	19	10	2	20	29	21	13	14	26	12	9	10	17	12	9
	5%	3%	7%	6%	5%	4%	3%	4%	5%	7%	3%	4%	6%	3%	5%	7%	5%	4%	3%
[2]	123	6	13	6	47	40	10	63	60	46	46	31	58	37	25	18	35	43	27
	12%	6%	9%	9%	12%	17%	14%	13%	11%	16%	11%	10%	12%	11%	13%	12%	11%	15%	10%
[3]	193	20	26	12	73	45	18	86	107	57	78	58	94	70	29	23	63	53	54
	19%	18%	18%	16%	18%	19%	25%	17%	20%	20%	18%	18%	20%	20%	15%	16%	19%	18%	20%
[4]	292	37	38	21	109	70	17	143	150	71	133	88	126	102	60	44	92	72	85
	28%	34%	26%	30%	27%	30%	23%	29%	28%	25%	32%	28%	27%	29%	31%	30%	28%	25%	32%
[5] Lowest priority	370	45	56	28	149	69	25	181	189	93	151	126	168	128	72	49	121	108	92
	36%	40%	39%	39%	37%	29%	34%	37%	35%	32%	36%	40%	36%	37%	37%	34%	37%	38%	34%
TOPBOX & LOWBOX SUMMARY																			
Highest priority [Ranked 1,2]	172	10	23	10	66	50	12	82	89	67	59	45	84	49	35	28	53	55	36
	17%	9%	16%	15%	17%	21%	17%	17%	17%	23%	14%	14%	18%	14%	18%	20%	16%	19%	13%
Neither [Ranked 3]	193	20	26	12	73	45	18	86	107	57	78	58	94	70	29	23	63	53	54
	19%	18%	18%	16%	18%	19%	25%	17%	20%	20%	18%	18%	20%	20%	15%	16%	19%	18%	20%
Lowest priority [Ranked 4,5]	662	82	93	49	258	139	41	324	338	163	284	215	295	230	132	93	213	180	177
	65%	73%	66%	69%	65%	59%	58%	66%	63%	57%	68%	67%	62%	66%	68%	65%	65%	63%	66%
		EF									I	I							

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

ATTITUDES TOWARDS CHARITIES AND NON-PROFIT ORGANIZATIONS

23. STRONGLY AGREE SUMMARY TABLE

		REGION						GENDER		AGE GROUP			EDUCATION			INCOME			
	TOTAL	BC	AB	SK/MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	HS<	Post Sec	Univ.	<\$25K	\$25K-<\$60K	\$60K-<\$100K	\$100K+
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Base: All Respondents																			
Unweighted Base	1027	139	107	69	424	219	69	482	545	286	443	298	419	392	203	139	365	277	246
Weighted Base	1027	112	142	71	397	234	71	493	534	288	421	318	472	349	195	144	329	288	267
1) Fundraising should be a responsibility of members of the board of a charitable organization	241	29	38	16	100	42	16	113	128	63	93	85	120	79	40	26	83	75	57
	23%	26%	27%	23%	25%	18%	22%	23%	24%	22%	22%	27%	25%	23%	21%	18%	25%	26%	21%
					E														
2) As part of their responsibilities, board members should personally ask prospective donors for donations	237	24	33	11	96	57	16	112	125	64	110	63	114	76	43	29	72	73	63
	23%	21%	23%	15%	24%	24%	23%	23%	23%	22%	26%	20%	24%	22%	22%	20%	22%	25%	23%
3) Board members should donate to the charitable organizations on whose Boards they sit	458	51	65	27	193	91	31	229	229	110	192	156	211	156	87	63	149	124	122
	45%	45%	46%	38%	49%	39%	44%	47%	43%	38%	46%	49%	45%	45%	45%	44%	45%	43%	46%
					E							I							

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

ATTITUDES TOWARDS CHARITIES AND NON-PROFIT ORGANIZATIONS

23. AGREE SUMMARY TABLE (Strongly/Somewhat agree)

		REGION						GENDER		AGE GROUP			EDUCATION			INCOME			
	TOTAL	BC	AB	SK/MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	HS<	Post Sec	Univ.	<\$25K	\$25K-<\$60K	\$60K-<\$100K	\$100K+
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Base: All Respondents																			
Unweighted Base	1027	139	107	69	424	219	69	482	545	286	443	298	419	392	203	139	365	277	246
Weighted Base	1027	112	142	71	397	234	71	493	534	288	421	318	472	349	195	144	329	288	267
1) Fundraising should be a responsibility of members of the board of a charitable organization	723	81	112	49	294	131	55	346	377	199	285	239	338	254	126	103	229	215	176
	70%	72%	79%	69%	74%	56%	78%	70%	71%	69%	68%	75%	72%	73%	64%	72%	70%	75%	66%
		E	E		E		E					J		N				R	
2) As part of their responsibilities, board members should personally ask prospective donors for donations	668	74	93	42	264	147	48	328	339	201	279	188	299	242	122	97	215	193	163
	65%	66%	66%	60%	66%	63%	67%	67%	64%	70%	66%	59%	63%	69%	63%	67%	65%	67%	61%
										K	K								
3) Board members should donate to the charitable organizations on whose Boards they sit	831	93	124	57	331	168	59	405	426	222	338	271	375	292	157	111	271	232	217
	81%	83%	87%	80%	83%	72%	83%	82%	80%	77%	80%	85%	79%	84%	81%	77%	82%	81%	81%
		E	E		E							I							

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

ATTITUDES TOWARDS CHARITIES AND NON-PROFIT ORGANIZATIONS

23. DISAGREE SUMMARY TABLE (Somewhat/Strongly disagree)

		REGION						GENDER		AGE GROUP			EDUCATION			INCOME			
	TOTAL	BC	AB	SK/MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	HS<	Post Sec	Univ.	<\$25K	\$25K-<\$60K	\$60K- <\$100K	\$100K+
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Base: All Respondents																			
Unweighted Base	1027	139	107	69	424	219	69	482	545	286	443	298	419	392	203	139	365	277	246
Weighted Base	1027	112	142	71	397	234	71	493	534	288	421	318	472	349	195	144	329	288	267
1) Fundraising should be a responsibility of members of the board of a charitable organization	203	23	17	17	63	69	14	101	102	52	91	60	84	60	55	25	66	46	67
	20%	20%	12%	24%	16%	30%	19%	20%	19%	18%	22%	19%	18%	17%	28%	17%	20%	16%	25%
				B		BD									LM				Q
2) As part of their responsibilities, board members should personally ask prospective donors for donations	258	26	33	24	99	59	18	119	140	51	99	108	120	74	60	25	81	69	82
	25%	23%	23%	33%	25%	25%	25%	24%	26%	18%	23%	34%	25%	21%	31%	18%	25%	24%	31%
												IJ			M				O
3) Board members should donate to the charitable organizations on whose Boards they sit	109	12	9	9	36	37	7	47	62	37	43	29	54	29	23	21	29	33	27
	11%	11%	6%	12%	9%	16%	10%	9%	12%	13%	10%	9%	11%	8%	12%	14%	9%	11%	10%
						BD													

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

ATTITUDES TOWARDS CHARITIES AND NON-PROFIT ORGANIZATIONS

23. Please indicate how much you agree or disagree with each of the following statements: 1) Fundraising should be a responsibility of members of the board of a charitable organization?

		REGION						GENDER		AGE GROUP			EDUCATION			INCOME			
	TOTAL	BC	AB	SK/MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	HS<	Post Sec	Univ.	<\$25K	\$25K-<\$60K	\$60K-<\$100K	\$100K+
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	
Base: All Respondents																			
Unweighted Base	1027	139	107	69	424	219	69	482	545	286	443	298	419	392	203	139	365	277	246
Weighted Base	1027	112	142	71	397	234	71	493	534	288	421	318	472	349	195	144	329	288	267
Strongly agree	241	29	38	16	100	42	16	113	128	63	93	85	120	79	40	26	83	75	57
	23%	26%	27%	23%	25%	18%	22%	23%	24%	22%	22%	27%	25%	23%	21%	18%	25%	26%	21%
Somewhat agree	482	52	74	33	194	90	39	233	249	135	192	155	219	174	86	77	147	139	119
	47%	47%	52%	46%	49%	38%	55%	47%	47%	47%	46%	49%	46%	50%	44%	54%	45%	48%	44%
Somewhat disagree	162	19	15	13	48	56	11	84	78	42	72	47	69	51	39	21	51	38	52
	16%	17%	11%	19%	12%	24%	15%	17%	15%	15%	17%	15%	14%	15%	20%	14%	16%	13%	19%
Strongly disagree	41	4	1	4	15	14	3	17	24	10	19	13	16	9	16	4	15	8	15
	4%	4%	1%	6%	4%	6%	4%	3%	5%	3%	4%	4%	3%	3%	8%	3%	4%	3%	6%
Don't know/not applicable					B										LM				
	101	8	13	5	40	33	2	46	55	37	45	19	50	35	15	16	34	27	24
	10%	7%	9%	6%	10%	14%	3%	9%	10%	13%	11%	6%	11%	10%	8%	11%	10%	9%	9%
TOPBOX & LOWBOX SUMMARY																			
Strongly agree	241	29	38	16	100	42	16	113	128	63	93	85	120	79	40	26	83	75	57
	23%	26%	27%	23%	25%	18%	22%	23%	24%	22%	22%	27%	25%	23%	21%	18%	25%	26%	21%
Agree (Top2Box)	723	81	112	49	294	131	55	346	377	199	285	239	338	254	126	103	229	215	176
	70%	72%	79%	69%	74%	56%	78%	70%	71%	69%	68%	75%	72%	73%	64%	72%	70%	75%	66%
		E	E		E		E					J		N				R	
Disagree (Low2Box)	203	23	17	17	63	69	14	101	102	52	91	60	84	60	55	25	66	46	67
	20%	20%	12%	24%	16%	30%	19%	20%	19%	18%	22%	19%	18%	17%	28%	17%	20%	16%	25%

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

ATTITUDES TOWARDS CHARITIES AND NON-PROFIT ORGANIZATIONS

23. Please indicate how much you agree or disagree with each of the following statements: 2) As part of their responsibilities, board members should personally ask prospective donors for donations?

		REGION						GENDER		AGE GROUP			EDUCATION			INCOME			
	TOTAL	BC	AB	SK/MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	HS<	Post Sec	Univ.	<\$25K	\$25K-~\$60K	\$60K-~\$100K	\$100K+
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Base: All Respondents																			
Unweighted Base	1027	139	107	69	424	219	69	482	545	286	443	298	419	392	203	139	365	277	246
Weighted Base	1027	112	142	71	397	234	71	493	534	288	421	318	472	349	195	144	329	288	267
Strongly agree	237	24	33	11	96	57	16	112	125	64	110	63	114	76	43	29	72	73	63
	23%	21%	23%	15%	24%	24%	23%	23%	23%	22%	26%	20%	24%	22%	22%	20%	22%	25%	23%
Somewhat agree	431	50	61	31	167	91	31	217	214	137	169	125	185	165	79	67	143	120	100
	42%	44%	43%	44%	42%	39%	44%	44%	40%	48%	40%	39%	39%	47%	40%	47%	44%	42%	38%
Somewhat disagree	199	21	24	19	72	48	15	92	107	42	76	82	96	58	42	17	67	55	60
	19%	19%	17%	26%	18%	21%	21%	19%	20%	14%	18%	26%	20%	17%	22%	12%	20%	19%	22%
Strongly disagree	59	5	9	5	27	11	3	26	33	10	23	26	24	17	17	8	14	15	22
	6%	5%	6%	7%	7%	5%	4%	5%	6%	3%	6%	8%	5%	5%	9%	6%	4%	5%	8%
Don't know/not applicable	101	12	16	5	34	27	6	46	55	35	43	22	53	33	14	22	32	25	22
	10%	11%	11%	7%	9%	12%	8%	9%	10%	12%	10%	7%	11%	9%	7%	15%	10%	9%	8%
TOPBOX & LOWBOX SUMMARY										K						R			
Strongly agree	237	24	33	11	96	57	16	112	125	64	110	63	114	76	43	29	72	73	63
	23%	21%	23%	15%	24%	24%	23%	23%	23%	22%	26%	20%	24%	22%	22%	20%	22%	25%	23%
Agree (Top2Box)	668	74	93	42	264	147	48	328	339	201	279	188	299	242	122	97	215	193	163
	65%	66%	66%	60%	66%	63%	67%	67%	64%	70%	66%	59%	63%	69%	63%	67%	65%	67%	61%
Disagree (Low2Box)	258	26	33	24	99	59	18	119	140	51	99	108	120	74	60	25	81	69	82
	25%	23%	23%	33%	25%	25%	25%	24%	26%	18%	23%	34%	25%	21%	31%	18%	25%	24%	31%
												IJ			M				O

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

ATTITUDES TOWARDS CHARITIES AND NON-PROFIT ORGANIZATIONS

23. Please indicate how much you agree or disagree with each of the following statements: 3) Board members should donate to the charitable organizations on whose Boards they sit?

		REGION						GENDER		AGE GROUP			EDUCATION			INCOME			
	TOTAL	BC	AB	SK/MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	HS<	Post Sec	Univ.	<\$25K	\$25K-<\$60K	\$60K-<\$100K	\$100K+
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	
Base: All Respondents																			
Unweighted Base	1027	139	107	69	424	219	69	482	545	286	443	298	419	392	203	139	365	277	246
Weighted Base	1027	112	142	71	397	234	71	493	534	288	421	318	472	349	195	144	329	288	267
Strongly agree	458	51	65	27	193	91	31	229	229	110	192	156	211	156	87	63	149	124	122
	45%	45%	46%	38%	49%	39%	44%	47%	43%	38%	46%	49%	45%	45%	45%	44%	45%	43%	46%
Somewhat agree	373	42	59	29	138	77	28	176	197	111	146	115	165	136	70	48	121	108	95
	36%	38%	41%	41%	35%	33%	39%	36%	37%	39%	35%	36%	35%	39%	36%	34%	37%	38%	36%
Somewhat disagree	93	10	9	9	27	31	7	37	56	31	35	26	49	24	18	17	24	29	24
	9%	9%	6%	12%	7%	13%	10%	8%	10%	11%	8%	8%	10%	7%	9%	12%	7%	10%	9%
Strongly disagree	16	1	0	0	9	6	0	9	6	6	7	3	5	4	5	4	5	4	3
	2%	1%	-	-	2%	2%	-	2%	1%	2%	2%	1%	1%	1%	3%	3%	2%	1%	1%
Don't know/not applicable	87	7	10	6	30	29	5	41	46	29	40	18	43	28	14	12	29	23	23
	8%	7%	7%	8%	8%	12%	7%	8%	9%	10%	10%	6%	9%	8%	7%	9%	9%	8%	9%
TOPBOX & LOWBOX SUMMARY																			
Strongly agree	458	51	65	27	193	91	31	229	229	110	192	156	211	156	87	63	149	124	122
	45%	45%	46%	38%	49%	39%	44%	47%	43%	38%	46%	49%	45%	45%	45%	44%	45%	43%	46%
Agree (Top2Box)	831	93	124	57	331	168	59	405	426	222	338	271	375	292	157	111	271	232	217
	81%	83%	87%	80%	83%	72%	83%	82%	80%	77%	80%	85%	79%	84%	81%	77%	82%	81%	81%
Disagree (Low2Box)	109	12	9	9	36	37	7	47	62	37	43	29	54	29	23	21	29	33	27
	11%	11%	6%	12%	9%	16%	10%	9%	12%	13%	10%	9%	11%	8%	12%	14%	9%	11%	10%

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

ATTITUDES TOWARDS CHARITIES AND NON-PROFIT ORGANIZATIONS

24. STRONGLY AGREE SUMMARY TABLE

		REGION						GENDER		AGE GROUP			EDUCATION			INCOME			
	TOTAL	BC	AB	SK/MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	HS<	Post Sec	Univ.	<\$25K	\$25K-<\$60K	\$60K-<\$100K	\$100K+
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Base: All Respondents																			
Unweighted Base	1027	139	107	69	424	219	69	482	545	286	443	298	419	392	203	139	365	277	246
Weighted Base	1027	112	142	71	397	234	71	493	534	288	421	318	472	349	195	144	329	288	267
1) Charities should have a strategic plan for how they intend to achieve their objectives	517	67	77	42	216	74	42	232	286	131	187	199	218	193	100	65	166	156	131
	50%	60%	54%	59%	54%	31%	58%	47%	53%	46%	44%	63%	46%	55%	51%	45%	50%	54%	49%
2) Charities that address similar issues should work together and share plans and resources		E	E	E	E		E		G			IJ		L					
	409	45	71	29	167	67	30	201	209	112	150	148	178	150	79	44	128	131	107
	40%	40%	50%	40%	42%	29%	42%	41%	39%	39%	36%	46%	38%	43%	40%	30%	39%	45%	40%
		E	E		E		E					J						O	
3) In general, I think that charities have enough staff dedicated to fundraising to achieve their objectives	150	20	20	10	64	30	7	73	77	42	46	62	73	47	29	20	51	47	33
	15%	17%	14%	14%	16%	13%	10%	15%	14%	15%	11%	19%	16%	14%	15%	14%	15%	16%	12%
4) I need to know that an organization is fulfilling its purpose before I donate to them												J							
	411	58	61	29	153	87	24	193	219	101	164	146	188	154	66	52	137	126	97
	40%	51%	43%	40%	39%	37%	34%	39%	41%	35%	39%	46%	40%	44%	34%	36%	42%	44%	36%
		DEF										I		N					
5) Charities should strive to maintain a certain level of standards by measuring their performance and comparing themselves to benchmarks																			
	348	46	46	26	144	58	27	167	181	76	126	146	150	132	62	43	106	112	87
	34%	41%	33%	37%	36%	25%	38%	34%	34%	27%	30%	46%	32%	38%	32%	30%	32%	39%	33%
		E			E		E					IJ							
6) The charities I support should invest in educational tools such as pamphlets, brochures, publications, etc. that show their impact on the community they serve and the cause they support																			
	155	11	23	10	68	33	10	71	84	48	62	45	75	55	24	26	49	46	35
	15%	10%	16%	14%	17%	14%	14%	14%	16%	17%	15%	14%	16%	16%	12%	18%	15%	16%	13%
					A														

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

ATTITUDES TOWARDS CHARITIES AND NON-PROFIT ORGANIZATIONS

24. AGREE SUMMARY TABLE (Strongly/Somewhat agree)

		REGION						GENDER		AGE GROUP			EDUCATION			INCOME			
	TOTAL	BC	AB	SK/MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	HS<	Post Sec	Univ.	<\$25K	\$25K-<\$60K	\$60K-<\$100K	\$100K+
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Base: All Respondents																			
Unweighted Base	1027	139	107	69	424	219	69	482	545	286	443	298	419	392	203	139	365	277	246
Weighted Base	1027	112	142	71	397	234	71	493	534	288	421	318	472	349	195	144	329	288	267
1) Charities should have a strategic plan for how they intend to achieve their objectives	934	107	134	68	360	198	67	444	490	249	382	303	422	322	182	125	296	265	248
	91%	96%	94%	96%	91%	85%	94%	90%	92%	87%	91%	95%	89%	92%	93%	87%	90%	92%	93%
2) Charities that address similar issues should work together and share plans and resources		E	E	E	E		E					IJ							
	880	98	126	65	336	187	67	422	458	235	356	289	404	300	167	117	278	258	227
	86%	88%	88%	92%	85%	80%	95%	86%	86%	82%	84%	91%	86%	86%	85%	81%	85%	90%	85%
				E			DE					IJ						O	
3) In general, I think that charities have enough staff dedicated to fundraising to achieve their objectives	587	65	78	48	226	131	40	296	291	153	220	215	271	192	120	74	194	171	148
	57%	58%	55%	67%	57%	56%	56%	60%	54%	53%	52%	67%	57%	55%	61%	51%	59%	60%	55%
4) I need to know that an organization is fulfilling its purpose before I donate to them												IJ							
	854	98	115	62	327	191	62	409	446	215	358	281	387	302	155	117	271	246	220
	83%	87%	81%	87%	82%	82%	86%	83%	83%	75%	85%	88%	82%	87%	79%	81%	83%	85%	83%
5) Charities should strive to maintain a certain level of standards by measuring their performance and comparing themselves to benchmarks											I	I		N					
	845	95	110	63	331	185	61	413	432	205	356	284	380	295	162	112	268	237	228
	82%	85%	77%	89%	83%	79%	86%	84%	81%	71%	85%	89%	80%	85%	83%	78%	82%	82%	85%
6) The charities I support should invest in educational tools such as pamphlets, brochures, publications, etc. that show their impact on the community they serve and the cause they support											I	I							
	647	71	85	51	256	136	48	309	338	189	248	209	292	217	132	89	202	196	160
	63%	63%	60%	71%	65%	58%	67%	63%	63%	66%	59%	66%	62%	62%	68%	62%	61%	68%	60%

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

ATTITUDES TOWARDS CHARITIES AND NON-PROFIT ORGANIZATIONS

24. DISAGREE SUMMARY TABLE (Somewhat/Strongly disagree)

		REGION						GENDER		AGE GROUP			EDUCATION			INCOME			
	TOTAL	BC	AB	SK/MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	HS<	Post Sec	Univ.	<\$25K	\$25K-<\$60K	\$60K-<\$100K	\$100K+
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Base: All Respondents																			
Unweighted Base	1027	139	107	69	424	219	69	482	545	286	443	298	419	392	203	139	365	277	246
Weighted Base	1027	112	142	71	397	234	71	493	534	288	421	318	472	349	195	144	329	288	267
1) Charities should have a strategic plan for how they intend to achieve their objectives	36	2	1	0	16	15	2	22	14	13	16	7	21	9	6	6	13	9	8
	4%	2%	1%	-	4%	6%	3%	5%	3%	5%	4%	2%	4%	2%	3%	4%	4%	3%	3%
						BC													
2) Charities that address similar issues should work together and share plans and resources	68	11	5	1	29	20	3	33	35	19	31	19	30	25	14	10	22	15	21
	7%	9%	4%	2%	7%	9%	4%	7%	7%	6%	7%	6%	6%	7%	7%	7%	7%	5%	8%
		C																	
3) In general, I think that charities have enough staff dedicated to fundraising to achieve their objectives	258	24	41	7	102	58	25	114	144	79	128	51	120	92	43	41	75	75	67
	25%	22%	29%	11%	26%	25%	36%	23%	27%	28%	30%	16%	25%	27%	22%	29%	23%	26%	25%
			C		C	C	AC			K	K								
4) I need to know that an organization is fulfilling its purpose before I donate to them	103	13	16	4	45	18	8	52	51	38	39	26	49	25	29	13	30	28	32
	10%	11%	11%	6%	11%	8%	11%	11%	10%	13%	9%	8%	10%	7%	15%	9%	9%	10%	12%
															M				
5) Charities should strive to maintain a certain level of standards by measuring their performance and comparing themselves to benchmarks	105	11	22	3	37	22	9	48	57	50	33	22	50	29	25	12	34	36	23
	10%	10%	15%	5%	9%	10%	12%	10%	11%	17%	8%	7%	11%	8%	13%	8%	10%	12%	9%
			C							JK									
6) The charities I support should invest in educational tools such as pamphlets, brochures, publications, etc. that show their impact on the community they serve and the cause they support	262	29	38	13	101	61	19	125	137	60	120	82	116	92	49	30	88	62	81
	25%	26%	27%	19%	25%	26%	27%	25%	26%	21%	29%	26%	24%	26%	25%	21%	27%	22%	30%
											I								OQ

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

ATTITUDES TOWARDS CHARITIES AND NON-PROFIT ORGANIZATIONS

24. Please indicate how much you agree or disagree with each of the following statements: 1) Charities should have a strategic plan for how they intend to achieve their objectives ?

		REGION						GENDER		AGE GROUP			EDUCATION			INCOME			
	TOTAL	BC	AB	SK/MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	HS<	Post Sec	Univ.	<\$25K	\$25K-<\$60K	\$60K-<\$100K	\$100K+
	A	B	C	D	E	F	F	G	H	I	J	K	L	M	N	O	P	Q	R
Base: All Respondents																			
Unweighted Base	1027	139	107	69	424	219	69	482	545	286	443	298	419	392	203	139	365	277	246
Weighted Base	1027	112	142	71	397	234	71	493	534	288	421	318	472	349	195	144	329	288	267
Strongly agree	517	67	77	42	216	74	42	232	286	131	187	199	218	193	100	65	166	156	131
	50%	60%	54%	59%	54%	31%	58%	47%	53%	46%	44%	63%	46%	55%	51%	45%	50%	54%	49%
Somewhat agree	E	E	E	E	E	E	E	G	G	IJ	IJ	IJ	L	L	L	L	L	L	L
	417	40	57	27	144	124	25	212	204	118	195	104	204	128	82	60	130	110	117
Somewhat disagree	41%	36%	40%	37%	36%	53%	36%	43%	38%	41%	46%	33%	43%	37%	42%	42%	40%	38%	44%
	33	2	1	0	13	13	2	20	13	13	13	7	19	8	5	6	12	8	7
Strongly disagree	3%	2%	1%	-	3%	6%	3%	4%	2%	5%	3%	2%	4%	2%	2%	4%	4%	3%	3%
	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC
Don't know/not applicable	3	0	0	0	2	1	0	2	2	0	3	0	2	1	1	0	2	1	1
	0	-	-	-	1%	0	-	0	0	-	1%	-	0	0	1%	-	0	0	0
Don't know/not applicable	57	2	7	3	21	22	2	27	30	25	23	8	30	18	7	13	20	13	11
	6%	2%	5%	4%	5%	9%	3%	5%	6%	9%	6%	3%	6%	5%	4%	9%	6%	5%	4%
TOPBOX & LOWBOX SUMMARY																			
Strongly agree	517	67	77	42	216	74	42	232	286	131	187	199	218	193	100	65	166	156	131
	50%	60%	54%	59%	54%	31%	58%	47%	53%	46%	44%	63%	46%	55%	51%	45%	50%	54%	49%
Agree (Top2Box)	E	E	E	E	E	E	E	G	G	IJ	IJ	IJ	L	L	L	L	L	L	L
	934	107	134	68	360	198	67	444	490	249	382	303	422	322	182	125	296	265	248
Disagree (Low2Box)	91%	96%	94%	96%	91%	85%	94%	90%	92%	87%	91%	95%	89%	92%	93%	87%	90%	92%	93%
	E	E	E	E	E	E	E	E	E	E	E	E	E	E	E	E	E	E	E
Disagree (Low2Box)	36	2	1	0	16	15	2	22	14	13	16	7	21	9	6	6	13	9	8
	4%	2%	1%	-	4%	6%	3%	5%	3%	5%	4%	2%	4%	2%	3%	4%	4%	3%	3%
BC																			

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

ATTITUDES TOWARDS CHARITIES AND NON-PROFIT ORGANIZATIONS

24. Please indicate how much you agree or disagree with each of the following statements: 2) Charities that address similar issues should work together and share plans and resources ?

		REGION						GENDER		AGE GROUP			EDUCATION			INCOME			
	TOTAL	BC	AB	SK/MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	HS<	Post Sec	Univ.	<\$25K	\$25K-~\$60K	\$60K-~\$100K	\$100K+
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Base: All Respondents																			
Unweighted Base	1027	139	107	69	424	219	69	482	545	286	443	298	419	392	203	139	365	277	246
Weighted Base	1027	112	142	71	397	234	71	493	534	288	421	318	472	349	195	144	329	288	267
Strongly agree	409	45	71	29	167	67	30	201	209	112	150	148	178	150	79	44	128	131	107
	40%	40%	50%	40%	42%	29%	42%	41%	39%	39%	36%	46%	38%	43%	40%	30%	39%	45%	40%
Somewhat agree	E	E			E		E					J						O	
	471	53	55	36	169	120	38	221	250	123	206	142	226	150	88	73	151	127	120
Somewhat disagree	46%	47%	38%	51%	43%	51%	53%	45%	47%	43%	49%	44%	48%	43%	45%	51%	46%	44%	45%
						BD													
Strongly disagree	60	10	4	1	25	17	3	29	31	16	27	17	27	21	11	10	19	14	16
	6%	9%	3%	2%	6%	7%	4%	6%	6%	5%	6%	5%	6%	6%	6%	7%	6%	5%	6%
Don't know/not applicable	BC																		
	9	1	1	0	4	3	0	4	4	3	4	2	2	4	2	0	3	1	5
TOPBOX & LOWBOX SUMMARY	1%	1%	1%	-	1%	1%	-	1%	1%	1%	1%	1%	1%	1%	1%	-	1%	0	2%
										K	K					Q			
Strongly agree	79	3	12	5	32	27	1	38	41	34	34	10	39	23	15	17	28	14	20
	8%	3%	8%	7%	8%	11%	1%	8%	8%	12%	8%	3%	8%	7%	8%	12%	9%	5%	7%
Agree (Top2Box)	AF				AF														
	409	45	71	29	167	67	30	201	209	112	150	148	178	150	79	44	128	131	107
Disagree (Low2Box)	40%	40%	50%	40%	42%	29%	42%	41%	39%	39%	36%	46%	38%	43%	40%	30%	39%	45%	40%
	E	E			E		E					J						O	
Strongly agree	880	98	126	65	336	187	67	422	458	235	356	289	404	300	167	117	278	258	227
	86%	88%	88%	92%	85%	80%	95%	86%	86%	82%	84%	91%	86%	86%	85%	81%	85%	90%	85%
Agree (Top2Box)					E		DE					IJ						O	
	68	11	5	1	29	20	3	33	35	19	31	19	30	25	14	10	22	15	21
Disagree (Low2Box)	7%	9%	4%	2%	7%	9%	4%	7%	7%	6%	7%	6%	6%	7%	7%	7%	7%	5%	8%
		C																	

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

ATTITUDES TOWARDS CHARITIES AND NON-PROFIT ORGANIZATIONS

24. Please indicate how much you agree or disagree with each of the following statements: 3) In general, I think that charities have enough staff dedicated to fundraising to achieve their objectives ?

		REGION						GENDER		AGE GROUP			EDUCATION			INCOME			
	TOTAL	BC	AB	SK/MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	HS<	Post Sec	Univ.	<\$25K	\$25K-<\$60K	\$60K-<\$100K	\$100K+
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Base: All Respondents																			
Unweighted Base	1027	139	107	69	424	219	69	482	545	286	443	298	419	392	203	139	365	277	246
Weighted Base	1027	112	142	71	397	234	71	493	534	288	421	318	472	349	195	144	329	288	267
Strongly agree	150	20	20	10	64	30	7	73	77	42	46	62	73	47	29	20	51	47	33
	15%	17%	14%	14%	16%	13%	10%	15%	14%	15%	11%	19%	16%	14%	15%	14%	15%	16%	12%
Somewhat agree	437	46	58	38	163	101	33	224	214	111	174	153	197	145	90	54	143	125	115
	43%	41%	41%	53%	41%	43%	46%	45%	40%	39%	41%	48%	42%	42%	46%	38%	44%	43%	43%
Somewhat disagree	212	19	35	6	81	48	22	100	112	63	107	42	98	79	34	35	63	61	54
	21%	17%	25%	9%	20%	21%	31%	20%	21%	22%	25%	13%	21%	23%	17%	24%	19%	21%	20%
Strongly disagree		C		C	C	C	AC			K	K								
	46	5	7	1	21	9	3	14	32	16	21	9	23	14	9	6	12	14	13
Don't know/not applicable	4%	4%	5%	2%	5%	4%	4%	3%	6%	6%	5%	3%	5%	4%	5%	4%	4%	5%	5%
									G										
	181	23	23	16	68	45	6	82	99	56	73	52	82	64	32	29	59	41	52
	18%	20%	16%	22%	17%	19%	9%	17%	19%	19%	17%	16%	17%	18%	17%	20%	18%	14%	19%
		F		F		F													
TOPBOX & LOWBOX SUMMARY																			
Strongly agree	150	20	20	10	64	30	7	73	77	42	46	62	73	47	29	20	51	47	33
	15%	17%	14%	14%	16%	13%	10%	15%	14%	15%	11%	19%	16%	14%	15%	14%	15%	16%	12%
Agree (Top2Box)												J							
	587	65	78	48	226	131	40	296	291	153	220	215	271	192	120	74	194	171	148
Disagree (Low2Box)	57%	58%	55%	67%	57%	56%	56%	60%	54%	53%	52%	67%	57%	55%	61%	51%	59%	60%	55%
												IJ							
	258	24	41	7	102	58	25	114	144	79	128	51	120	92	43	41	75	75	67
	25%	22%	29%	11%	26%	25%	36%	23%	27%	28%	30%	16%	25%	27%	22%	29%	23%	26%	25%
		C		C	C	C	AC			K	K								

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

ATTITUDES TOWARDS CHARITIES AND NON-PROFIT ORGANIZATIONS

24. Please indicate how much you agree or disagree with each of the following statements: 4) I need to know that an organization is fulfilling its purpose before I donate to them ?

		REGION						GENDER		AGE GROUP			EDUCATION			INCOME			
	TOTAL	BC	AB	SK/MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	HS<	Post Sec	Univ.	<\$25K	\$25K-<\$60K	\$60K-<\$100K	\$100K+
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	
Base: All Respondents																			
Unweighted Base	1027	139	107	69	424	219	69	482	545	286	443	298	419	392	203	139	365	277	246
Weighted Base	1027	112	142	71	397	234	71	493	534	288	421	318	472	349	195	144	329	288	267
Strongly agree	411	58	61	29	153	87	24	193	219	101	164	146	188	154	66	52	137	126	97
	40%	51%	43%	40%	39%	37%	34%	39%	41%	35%	39%	46%	40%	44%	34%	36%	42%	44%	36%
		DEF										I		N					
Somewhat agree	443	40	55	34	173	104	37	216	227	114	194	135	199	149	88	65	134	120	124
	43%	36%	38%	47%	44%	44%	53%	44%	42%	40%	46%	42%	42%	43%	45%	45%	41%	42%	46%
Somewhat disagree	91	11	13	3	41	15	8	46	45	32	37	23	44	25	22	13	27	25	27
	9%	10%	9%	4%	10%	7%	11%	9%	8%	11%	9%	7%	9%	7%	11%	9%	8%	9%	10%
Strongly disagree	12	2	2	1	4	3	0	6	6	7	2	3	5	0	7	0	3	3	5
	1%	2%	2%	1%	1%	1%	-	1%	1%	2%	0	1%	1%	-	4%	-	1%	1%	2%
Don't know/not applicable										J					LM				
	69	2	12	5	25	24	2	32	38	34	24	11	36	21	12	14	27	14	14
	7%	2%	8%	7%	6%	10%	3%	6%	7%	12%	6%	3%	8%	6%	6%	10%	8%	5%	5%
			A		A	A				JK						Q			
TOPBOX & LOWBOX SUMMARY																			
Strongly agree	411	58	61	29	153	87	24	193	219	101	164	146	188	154	66	52	137	126	97
	40%	51%	43%	40%	39%	37%	34%	39%	41%	35%	39%	46%	40%	44%	34%	36%	42%	44%	36%
		DEF										I		N					
Agree (Top2Box)	854	98	115	62	327	191	62	409	446	215	358	281	387	302	155	117	271	246	220
	83%	87%	81%	87%	82%	82%	86%	83%	83%	75%	85%	88%	82%	87%	79%	81%	83%	85%	83%
											I	I		N					
Disagree (Low2Box)	103	13	16	4	45	18	8	52	51	38	39	26	49	25	29	13	30	28	32
	10%	11%	11%	6%	11%	8%	11%	11%	10%	13%	9%	8%	10%	7%	15%	9%	9%	10%	12%
															M				

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

ATTITUDES TOWARDS CHARITIES AND NON-PROFIT ORGANIZATIONS

24. Please indicate how much you agree or disagree with each of the following statements: 5) Charities should strive to maintain a certain level of standards by measuring their performance and comparing themselves to benchmarks ?

		REGION						GENDER		AGE GROUP			EDUCATION			INCOME			
	TOTAL	BC	AB	SK/MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	HS<	Post Sec	Univ.	<\$25K	\$25K-<\$60K	\$60K-<\$100K	\$100K+
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	
Base: All Respondents																			
Unweighted Base	1027	139	107	69	424	219	69	482	545	286	443	298	419	392	203	139	365	277	246
Weighted Base	1027	112	142	71	397	234	71	493	534	288	421	318	472	349	195	144	329	288	267
Strongly agree	348	46	46	26	144	58	27	167	181	76	126	146	150	132	62	43	106	112	87
	34%	41%	33%	37%	36%	25%	38%	34%	34%	27%	30%	46%	32%	38%	32%	30%	32%	39%	33%
Somewhat agree	497	49	64	37	187	127	34	246	251	128	230	139	230	163	100	69	162	125	141
	48%	44%	45%	52%	47%	54%	48%	50%	47%	45%	55%	44%	49%	47%	51%	48%	49%	44%	53%
Somewhat disagree	94	11	21	3	32	20	8	37	57	44	31	18	46	27	20	10	34	29	21
	9%	9%	14%	5%	8%	9%	11%	8%	11%	15%	7%	6%	10%	8%	10%	7%	10%	10%	8%
Strongly disagree			CD							JK									
	11	1	1	0	5	2	1	11	0	6	2	3	4	2	4	2	0	7	2
Don't know/not applicable	1%	1%	1%	-	1%	1%	1%	2%	-	2%	0	1%	1%	1%	2%	1%	-	2%	1%
								H								P		P	
	77	6	11	4	29	26	1	32	46	33	32	13	42	24	9	20	27	15	16
	8%	5%	7%	6%	7%	11%	1%	6%	9%	11%	8%	4%	9%	7%	5%	14%	8%	5%	6%
TOPBOX & LOWBOX SUMMARY																			
Strongly agree	348	46	46	26	144	58	27	167	181	76	126	146	150	132	62	43	106	112	87
	34%	41%	33%	37%	36%	25%	38%	34%	34%	27%	30%	46%	32%	38%	32%	30%	32%	39%	33%
		E			E		E					IJ							
Agree (Top2Box)	845	95	110	63	331	185	61	413	432	205	356	284	380	295	162	112	268	237	228
	82%	85%	77%	89%	83%	79%	86%	84%	81%	71%	85%	89%	80%	85%	83%	78%	82%	82%	85%
											I	I							
Disagree (Low2Box)	105	11	22	3	37	22	9	48	57	50	33	22	50	29	25	12	34	36	23
	10%	10%	15%	5%	9%	10%	12%	10%	11%	17%	8%	7%	11%	8%	13%	8%	10%	12%	9%
		C								JK									

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

ATTITUDES TOWARDS CHARITIES AND NON-PROFIT ORGANIZATIONS

24. Please indicate how much you agree or disagree with each of the following statements: 6) The charities I support should invest in educational tools such as pamphlets, brochures, publications, etc. that show their impact on the community they serve and the cause they support?

		REGION						GENDER		AGE GROUP			EDUCATION			INCOME			
	TOTAL	BC	AB	SK/MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	HS<	Post Sec	Univ.	<\$25K	\$25K-~\$60K	\$60K-~\$100K	\$100K+
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	
Base: All Respondents																			
Unweighted Base	1027	139	107	69	424	219	69	482	545	286	443	298	419	392	203	139	365	277	246
Weighted Base	1027	112	142	71	397	234	71	493	534	288	421	318	472	349	195	144	329	288	267
Strongly agree	155	11	23	10	68	33	10	71	84	48	62	45	75	55	24	26	49	46	35
	15%	10%	16%	14%	17%	14%	14%	14%	16%	17%	15%	14%	16%	16%	12%	18%	15%	16%	13%
					A														
Somewhat agree	492	60	63	41	188	103	38	238	254	141	186	164	217	163	109	63	153	150	126
	48%	53%	44%	58%	47%	44%	53%	48%	48%	49%	44%	51%	46%	47%	56%	44%	47%	52%	47%
				E											LM				
Somewhat disagree	214	22	29	10	83	54	15	98	116	53	98	63	94	77	38	24	74	54	63
	21%	20%	21%	14%	21%	23%	22%	20%	22%	18%	23%	20%	20%	22%	19%	17%	22%	19%	23%
Strongly disagree	48	7	9	3	17	8	4	27	21	7	22	19	21	15	12	6	15	8	19
	5%	6%	6%	5%	4%	3%	6%	5%	4%	2%	5%	6%	5%	4%	6%	4%	4%	3%	7%
												I							Q
Don't know/not applicable	119	12	19	7	40	37	4	59	60	38	53	28	64	39	13	25	38	30	25
	12%	11%	13%	10%	10%	16%	6%	12%	11%	13%	12%	9%	14%	11%	7%	18%	12%	10%	9%
					DF								N			OR			
TOPBOX & LOWBOX SUMMARY																			
Strongly agree	155	11	23	10	68	33	10	71	84	48	62	45	75	55	24	26	49	46	35
	15%	10%	16%	14%	17%	14%	14%	14%	16%	17%	15%	14%	16%	16%	12%	18%	15%	16%	13%
					A														
Agree (Top2Box)	647	71	85	51	256	136	48	309	338	189	248	209	292	217	132	89	202	196	160
	63%	63%	60%	71%	65%	58%	67%	63%	63%	66%	59%	66%	62%	62%	68%	62%	61%	68%	60%
Disagree (Low2Box)	262	29	38	13	101	61	19	125	137	60	120	82	116	92	49	30	88	62	81
	25%	26%	27%	19%	25%	26%	27%	25%	26%	21%	29%	26%	24%	26%	25%	21%	27%	22%	30%
											I								OQ

ATTITUDES TOWARDS CHARITIES AND NON-PROFIT ORGANIZATIONS

25. Which of the following statements best represents your view?

		REGION						GENDER		AGE GROUP			EDUCATION			INCOME			
	TOTAL	BC	AB	SK/MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	HS<	Post Sec	Univ.	<\$25K	\$25K-<\$60K	\$60K- <\$100K	\$100K+
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Base: All Respondents																			
Unweighted Base	1027	139	107	69	424	219	69	482	545	286	443	298	419	392	203	139	365	277	246
Weighted Base	1027	112	142	71	397	234	71	493	534	288	421	318	472	349	195	144	329	288	267
Charities should continue to spend resources (time, money and energy) on traditional ways of fundraising (i.e. direct mail, telemarketing, newsletters)																			
	267	24	29	20	98	71	25	134	133	65	101	100	132	76	57	44	92	74	58
	26%	21%	20%	29%	25%	30%	35%	27%	25%	23%	24%	31%	28%	22%	29%	31%	28%	26%	22%
Charities should spend resources (time, money and energy) on more innovative ways to increase donations (i.e. walks, lotteries and gaming, product sales)							AB					IJ							
	760	88	114	51	299	163	46	359	401	222	320	218	341	273	138	100	237	214	209
	74%	79%	80%	71%	75%	70%	65%	73%	75%	77%	76%	69%	72%	78%	71%	69%	72%	74%	78%
		F	F							K	K								

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

ATTITUDES TOWARDS CHARITIES AND NON-PROFIT ORGANIZATIONS

26. In general, how much have you seen, read, or heard about the purpose of the charities to which you donate?

	REGION							GENDER		AGE GROUP			EDUCATION			INCOME			
	TOTAL	BC	AB	SK/MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	HS<	Post Sec	Univ.	<\$25K	\$25K-<\$60K	\$60K-<\$100K	\$100K+
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Base: All Respondents																			
Unweighted Base	1027	139	107	69	424	219	69	482	545	286	443	298	419	392	203	139	365	277	246
Weighted Base	1027	112	142	71	397	234	71	493	534	288	421	318	472	349	195	144	329	288	267
A lot	187	24	25	10	85	33	10	76	111	37	73	77	76	66	43	28	64	48	46
	18%	21%	18%	14%	22%	14%	14%	15%	21%	13%	17%	24%	16%	19%	22%	19%	20%	17%	17%
Something					E				G			IJ							
	398	45	58	32	153	78	32	186	213	92	173	134	176	136	84	39	123	119	119
Not too much	39%	40%	41%	45%	39%	34%	44%	38%	40%	32%	41%	42%	37%	39%	43%	27%	37%	41%	44%
											I	I					O	O	O
Nothing at all	254	28	40	16	93	56	20	137	117	89	98	67	118	86	48	44	72	72	67
	25%	25%	28%	23%	23%	24%	29%	28%	22%	31%	23%	21%	25%	25%	24%	30%	22%	25%	25%
								H		JK									
	60	9	5	4	18	20	4	34	25	22	21	16	33	19	7	10	24	12	14
Don't know	6%	8%	4%	6%	5%	8%	5%	7%	5%	8%	5%	5%	7%	5%	4%	7%	7%	4%	5%
Not applicable	54	2	6	7	18	17	4	28	26	18	23	13	25	17	9	8	21	13	12
	5%	1%	4%	10%	5%	7%	5%	6%	5%	6%	5%	4%	5%	5%	4%	6%	6%	4%	5%
				A		A													
	74	4	7	2	29	30	2	32	42	30	34	10	44	25	5	16	25	24	10
	7%	4%	5%	3%	7%	13%	3%	6%	8%	10%	8%	3%	9%	7%	3%	11%	7%	8%	4%
						ABCD				K	K		N	N		R	R	R	
TOPBOX & LOWBOX SUMMARY																			
A lot	187	24	25	10	85	33	10	76	111	37	73	77	76	66	43	28	64	48	46
	18%	21%	18%	14%	22%	14%	14%	15%	21%	13%	17%	24%	16%	19%	22%	19%	20%	17%	17%
A lot / Something (Top2Box)					E				G			IJ							
	585	69	83	42	238	111	41	261	324	129	245	211	251	202	127	66	187	167	165
Not too much / Nothing at all (Low2Box)	57%	62%	59%	59%	60%	47%	58%	53%	61%	45%	58%	66%	53%	58%	65%	46%	57%	58%	62%
					E				G		I	IJ			L	O	O	O	O
	313	37	46	20	111	76	24	171	142	111	119	84	152	104	55	53	96	84	80
	31%	33%	32%	28%	28%	32%	34%	35%	27%	39%	28%	26%	32%	30%	28%	37%	29%	29%	30%
								H		JK									

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

ATTITUDES TOWARDS CHARITIES AND NON-PROFIT ORGANIZATIONS

27. In general, how would you rate your knowledge of the charitable causes that you support?

		REGION						GENDER		AGE GROUP			EDUCATION			INCOME			
	TOTAL	BC	AB	SK/MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	HS<	Post Sec	Univ.	<\$25K	\$25K-<\$60K	\$60K-<\$100K	\$100K+
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	
Base: All Respondents																			
Unweighted Base	1027	139	107	69	424	219	69	482	545	286	443	298	419	392	203	139	365	277	246
Weighted Base	1027	112	142	71	397	234	71	493	534	288	421	318	472	349	195	144	329	288	267
Very knowledgeable	113	12	19	7	54	17	5	58	56	28	39	47	39	46	26	20	34	29	31
	11%	10%	13%	9%	14%	7%	7%	12%	10%	10%	9%	15%	8%	13%	13%	14%	10%	10%	11%
					E							J		L					
Somewhat knowledgeable	556	68	79	44	232	85	47	251	304	128	226	202	249	190	113	66	172	158	159
	54%	61%	56%	62%	58%	36%	66%	51%	57%	44%	54%	63%	53%	55%	58%	46%	52%	55%	60%
		E	E	E	E		E				I	IJ							O
Not very knowledgeable	210	18	33	17	56	74	13	104	106	71	95	44	106	66	34	29	68	64	49
	20%	16%	23%	24%	14%	32%	18%	21%	20%	25%	22%	14%	23%	19%	17%	20%	21%	22%	18%
			D	D		ADF				K	K								
Not at all knowledgeable	47	5	2	0	14	25	1	26	21	22	17	8	26	9	11	8	20	6	13
	5%	4%	1%	-	4%	11%	2%	5%	4%	8%	4%	3%	6%	3%	6%	5%	6%	2%	5%
						BCDF				JK			M				Q		
Don't know	37	5	5	3	12	8	4	26	10	16	13	8	15	15	5	8	13	11	6
	4%	4%	4%	4%	3%	4%	5%	5%	2%	5%	3%	3%	3%	4%	2%	5%	4%	4%	2%
								H											
Not applicable	64	4	4	1	29	25	1	28	37	23	33	9	36	22	6	14	21	20	10
	6%	4%	3%	1%	7%	11%	2%	6%	7%	8%	8%	3%	8%	6%	3%	10%	6%	7%	4%
						ABCF				K	K		N			R			
TOPBOX & LOWBOX SUMMARY																			
Very knowledgeable	113	12	19	7	54	17	5	58	56	28	39	47	39	46	26	20	34	29	31
	11%	10%	13%	9%	14%	7%	7%	12%	10%	10%	9%	15%	8%	13%	13%	14%	10%	10%	11%
					E							J		L					
Knowledgeable (Top2Box)	669	80	99	51	286	102	52	309	360	155	264	249	288	236	139	86	207	187	190
	65%	71%	69%	71%	72%	44%	73%	63%	67%	54%	63%	78%	61%	68%	71%	60%	63%	65%	71%
		E	E	E	E		E				I	IJ			L				OP
Not knowledgeable (Low2Box)	257	23	35	17	70	99	14	130	127	93	111	52	133	75	45	37	88	70	62
	25%	20%	24%	24%	18%	42%	20%	26%	24%	32%	26%	16%	28%	22%	23%	26%	27%	24%	23%
						ABCD				K	K		M						

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

ATTITUDES TOWARDS CHARITIES AND NON-PROFIT ORGANIZATIONS

28. Has awareness of the way a charity operates positively influenced your decision to donate to it in the past?

		REGION						GENDER		AGE GROUP			EDUCATION			INCOME			
	TOTAL	BC	AB	SK/MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	HS<	Post Sec	Univ.	<\$25K	\$25K-~\$60K	\$60K-~\$100K	\$100K+
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Base: All Respondents																			
Unweighted Base	1027	139	107	69	424	219	69	482	545	286	443	298	419	392	203	139	365	277	246
Weighted Base	1027	112	142	71	397	234	71	493	534	288	421	318	472	349	195	144	329	288	267
Yes	625	80	91	49	262	97	46	288	337	145	253	227	273	220	126	77	192	177	178
	61%	71%	64%	69%	66%	41%	64%	58%	63%	50%	60%	71%	58%	63%	64%	54%	58%	62%	67%
		E	E	E	E		E				I	IJ							OP
No	272	19	31	15	82	106	19	141	131	89	114	69	134	88	48	44	96	70	62
	26%	17%	21%	20%	21%	45%	27%	29%	24%	31%	27%	22%	28%	25%	25%	31%	29%	24%	23%
						ABCD				K									
Don't know/Refused	131	13	21	7	52	31	6	64	67	53	54	23	65	41	21	23	41	40	27
	13%	11%	15%	10%	13%	13%	8%	13%	13%	19%	13%	7%	14%	12%	11%	16%	13%	14%	10%
										JK	K								

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

DEMOGRAPHIC

29. Were you born in Canada?

		REGION						GENDER		AGE GROUP			EDUCATION			INCOME			
	TOTAL	BC	AB	SK/MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	HS<	Post Sec	Univ.	<\$25K	\$25K-<\$60K	\$60K- <\$100K	\$100K+
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Base: All Respondents																			
Unweighted Base	1027	139	107	69	424	219	69	482	545	286	443	298	419	392	203	139	365	277	246
Weighted Base	1027	112	142	71	397	234	71	493	534	288	421	318	472	349	195	144	329	288	267
Yes	915	93	122	66	346	223	64	438	476	257	382	275	445	301	160	127	283	259	245
	89%	83%	86%	93%	87%	95%	90%	89%	89%	90%	91%	86%	94%	86%	82%	88%	86%	90%	92%
						ABD							MN						P
No	108	18	19	5	49	10	7	54	55	30	35	43	26	47	35	16	45	27	22
	11%	17%	13%	7%	12%	4%	10%	11%	10%	10%	8%	14%	5%	13%	18%	11%	14%	9%	8%
		E	E		E							J		L	L		R		
Prefer not to respond	4	0	1	0	2	1	0	1	3	0	4	0	2	1	0	1	1	2	0
	0	-	1%	-	1%	0	-	0	1%	-	1%	-	0	0	-	1%	0	1%	-

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

DEMOGRAPHIC

30. How many years have you lived in Canada?

		REGION						GENDER		AGE GROUP			EDUCATION			INCOME			
	TOTAL	BC	AB	SK/MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	HS<	Post Sec	Univ.	<\$25K	\$25K-<\$60K	\$60K-<\$100K	\$100K+
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Base: Not born in Canada																			
Unweighted Base	116	23	15	5	56	10	7	55	61	33	38	45	24	53	38	16	50	28	22
Weighted Base	108	18	19	5	49	10	7	54	55	30	35	43	26	47	35	16	45	27	22
Less than 1	9	1	1	0	2	4	1	4	5	7	2	0	2	5	3	3	4	3	0
	9%	5%	6%	-	5%	40%	14%	8%	10%	25%	6%	-	8%	10%	8%	19%	8%	10%	-
						ABD				JK						R			
1-5 years	9	0	1	1	4	1	2	7	2	6	3	0	3	3	3	2	5	2	0
	8%	-	7%	20%	7%	12%	26%	14%	3%	19%	10%	-	13%	7%	7%	13%	11%	7%	-
							A	H		K	K								
6-10 years	12	1	0	1	6	3	0	5	7	5	6	0	1	3	8	3	1	5	3
	11%	7%	-	19%	13%	30%	-	9%	13%	18%	18%	-	4%	6%	23%	17%	3%	18%	13%
						B				K	K				M			P	
11-15 years	13	4	4	0	6	0	0	7	6	8	4	2	4	5	3	0	7	2	5
	12%	21%	19%	-	12%	-	-	13%	11%	25%	12%	3%	14%	11%	9%	-	15%	7%	21%
										K									
16-20 years	6	0	1	1	3	1	0	2	4	2	2	2	1	2	3	0	4	1	1
	5%	-	7%	22%	5%	10%	-	4%	7%	5%	6%	5%	4%	4%	9%	-	8%	5%	4%
21-25 years	5	2	0	0	2	1	0	2	3	2	2	1	0	3	2	1	2	2	1
	5%	13%	-	-	4%	9%	-	4%	6%	8%	6%	2%	-	7%	6%	5%	5%	6%	4%
Over 25 Years	54	10	12	2	26	0	4	26	28	0	15	39	14	27	13	7	22	12	13
	50%	54%	61%	39%	54%	-	60%	49%	51%	-	43%	90%	56%	57%	38%	45%	49%	47%	58%
		E	E		E		E				I	IJ							

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

DEMOGRAPHIC

31. To which ethnic or cultural group or groups do you belong?

		REGION						GENDER		AGE GROUP			EDUCATION			INCOME			
	TOTAL	BC	AB	SK/MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	HS<	Post Sec	Univ.	<\$25K	\$25K-<\$60K	\$60K-<\$100K	\$100K+
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
TOTAL MENTIONS																			
Base: All Respondents																			
Unweighted Base	1027	139	107	69	424	219	69	482	545	286	443	298	419	392	203	139	365	277	246
Weighted Base	1027	112	142	71	397	234	71	493	534	288	421	318	472	349	195	144	329	288	267
Canadian (e.g. Albertan, Ontarian, Québécois/Québécoise)	853	82	116	64	316	213	61	409	444	229	350	274	421	284	142	121	267	244	221
	83%	74%	82%	89%	80%	91%	86%	83%	83%	80%	83%	86%	89%	81%	73%	84%	81%	85%	83%
North or Central American - outside Canada (e.g. American, Cuban, Haitian, Mexican, Guatemalan, Panamanian)				A		ABD						I	MN	N					
	14	5	3	1	2	1	2	7	7	3	6	5	4	7	4	1	8	2	3
Aboriginal (e.g. Métis, North American Indian, Inuit)	1%	4%	2%	1%	1%	1%	3%	1%	1%	1%	2%	2%	1%	2%	2%	1%	2%	1%	1%
		DE																	
Arab	17	3	4	0	9	0	2	5	12	5	7	6	10	7	1	1	8	7	2
	2%	2%	3%	-	2%	-	3%	1%	2%	2%	2%	2%	2%	2%	0	1%	3%	2%	1%
African (e.g. Algerian, Ethiopian, Egyptian, Moroccan, Somali,)		E	E	E	E	E	E												
	2	0	1	0	0	1	0	1	1	1	1	0	1	1	0	0	2	0	0
Asian (e.g. Lebanese, Iranian, Indian, Chinese)	0	-	1%	-	-	1%	-	0	0	0	0	-	0	0	-	-	1%	-	-
European (e.g. English, French, German, Italian, Russian, Turkish)	9	1	0	0	3	3	2	5	4	7	2	0	1	6	2	4	3	1	1
	1%	1%	-	-	1%	1%	3%	1%	1%	2%	0	-	0	2%	1%	3%	1%	0	0
Australasian (e.g. Australia, New Zealand)										JK				L		QR			
	1	0	1	0	0	0	0	0	1	1	0	0	0	1	0	0	0	0	1
Black	0	-	1%	-	-	-	-	-	0	0	-	-	-	0	-	-	-	-	0
Jewish	34	7	4	2	19	2	0	15	19	20	13	1	3	13	17	5	9	12	8
	3%	7%	3%	3%	5%	1%	-	3%	4%	7%	3%	0	1%	4%	9%	3%	3%	4%	3%
South American (e.g. Columbian, Brazilian, Chilean)		EF		E						JK	K			L	LM				
	6	0	0	0	5	0	1	2	4	3	3	0	2	3	1	2	2	1	1
None	1%	-	-	-	1%	-	1%	0	1%	1%	1%	-	0	1%	0	1%	1%	0	0
Prefer not to respond	123	20	20	8	56	13	6	60	63	37	47	38	38	56	29	15	40	30	38
	12%	18%	14%	11%	14%	5%	9%	12%	12%	13%	11%	12%	8%	16%	15%	11%	12%	10%	14%
Jewish		E	E	E	E									L	L				
	9	1	1	0	6	0	1	6	3	2	2	5	2	3	4	1	3	1	4
None	1%	1%	1%	-	2%	-	1%	1%	1%	1%	0	2%	1%	1%	2%	1%	1%	0	1%
Prefer not to respond	3	0	0	0	2	1	0	1	2	2	1	0	1	1	2	0	2	2	0
	0	-	-	-	1%	0	-	0	0	1%	0	-	0	0	1%	-	0	1%	-
None	11	4	0	0	6	0	1	7	4	5	4	3	5	5	1	1	4	4	2
	1%	3%	-	-	2%	-	2%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Prefer not to respond		BE																	
	24	2	6	1	13	2	1	12	12	8	14	3	7	8	5	3	8	5	8
Prefer not to respond	2%	2%	4%	1%	3%	1%	1%	2%	2%	3%	3%	1%	2%	2%	2%	2%	3%	2%	3%
											K								

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

DEMOGRAPHIC

32. Are you currently...

		REGION						GENDER		AGE GROUP			EDUCATION			INCOME			
	TOTAL	BC	AB	SK/MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	HS<	Post Sec	Univ.	<\$25K	\$25K-<\$60K	\$60K- <\$100K	\$100K+
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Base: All Respondents																			
Unweighted Base	1027	139	107	69	424	219	69	482	545	286	443	298	419	392	203	139	365	277	246
Weighted Base	1027	112	142	71	397	234	71	493	534	288	421	318	472	349	195	144	329	288	267
Working full-time	462	47	58	31	162	136	29	268	194	144	260	58	200	148	112	18	144	142	158
	45%	42%	41%	44%	41%	58%	40%	54%	36%	50%	62%	18%	42%	43%	57%	13%	44%	50%	59%
Working part-time						ABCD		H		K	IK				LM		O	O	OPQ
	114	12	17	3	49	26	7	43	71	32	48	34	55	35	23	22	41	28	22
	11%	11%	12%	5%	12%	11%	9%	9%	13%	11%	11%	11%	12%	10%	12%	16%	12%	10%	8%
Unemployed									G							R			
	63	2	9	3	23	20	5	29	34	14	39	10	39	15	8	22	22	12	7
Full-time student	6%	2%	6%	5%	6%	9%	7%	6%	6%	5%	9%	3%	8%	4%	4%	15%	7%	4%	3%
						A					IK		M			PQR	R		
	61	8	2	1	27	19	3	21	40	57	4	0	16	32	11	23	13	12	14
Part-time student	6%	7%	2%	1%	7%	8%	5%	4%	7%	20%	1%	-	3%	9%	6%	16%	4%	4%	5%
						B			G	JK			L			PQR			
	11	1	0	0	4	6	0	2	9	10	1	0	7	2	2	2	8	1	0
Retired	1%	1%	-	-	1%	2%	-	0	2%	3%	0	-	1%	1%	1%	1%	2%	0	-
										JK							QR		
Not in the workforce (full-time homemaker/ not looking for work)	218	31	36	28	92	8	22	114	104	1	15	202	105	86	26	34	75	60	49
	21%	28%	25%	40%	23%	4%	31%	23%	19%	0	4%	63%	22%	25%	13%	24%	23%	21%	18%
Prefer not to respond		E	E	BDE	E		E				I	IJ	N	N					
	70	8	14	3	25	15	5	7	64	21	41	9	35	25	9	16	19	24	11
	7%	8%	10%	4%	6%	7%	7%	1%	12%	7%	10%	3%	7%	7%	5%	11%	6%	8%	4%
Prefer not to respond									G	K	K					R			
	29	3	6	1	15	3	0	9	19	10	13	6	17	6	3	7	8	8	6
	3%	3%	4%	1%	4%	1%	-	2%	4%	3%	3%	2%	4%	2%	1%	5%	2%	3%	2%

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