

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

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| <u>1</u> | Region. |
|-----------|--|
| ATTITU | DES TOWARDS CHARITIES AND NON-PROFIT ORGANIZATIONS |
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| <u>14</u> | 1. DISAGREE STRONGLY SUMMARY TABLE [Rated 0] |
| 15 | 1. MEAN SUMMARY TABLE [0= Disagree Strongly 10= Agree Strongly] |
| | 1. People have different attitudes towards charities and non-profit organizations. How much do you agree or disagree with each of the following |
| <u>16</u> | 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 |
| <u>17</u> | statements as it relates to you personally: 2) I think that charities in Canada are by and large well-managed? |
| 40 | 1. People have different attitudes towards charities and non-profit organizations. How much do you agree or disagree with each of the following |
| <u>18</u> | statements as it relates to you personally: 3) I think that most charities in Canada act responsibly with the donations they receive? |
| 10 | 1. People have different attitudes towards charities and non-profit organizations. How much do you agree or disagree with each of the following |
| <u>19</u> | statements as it relates to you personally: 4) Charities do not make much difference? |
| 20 | 1. People have different attitudes towards charities and non-profit organizations. How much do you agree or disagree with each of the following |
| <u>20</u> | statements as it relates to you personally: 5) Charities in Canada are trustworthy? |
| | 1. People have different attitudes towards charities and non-profit organizations. How much do you agree or disagree with each of the following |
| <u>21</u> | 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? |
| <u>22</u> | 2. Have you made a financial donation to a charity or non-profit organization in the past 12 months? |
| <u>23</u> | 3. Why haven't you made a financial donation to a charity or non-profit organization in the past 12 months? |
| <u>24</u> | 4. How many different charitable causes did you donate money to in the past 12 months? |
| <u>25</u> | 5. Approximately how much in total did you donate to non-profit and charitable organizations in the past 12 months? |
| 20 | 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 |
| <u>26</u> | institutions, or other kinds of non-profit organizations to ask you to donate money? |
| 27 | 7. OFTEN SUMMARY TABLE |
| <u>28</u> | 7. SOMETIMES SUMMARY TABLE |
| <u>29</u> | 7. RARELY SUMMARY TABLE |
| 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? |
| 3205 | os Reidid you find that these fundraising efforts: 3) Were accurate in portraying the organizations they represented? |
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| <u>33</u> | Did you find that these fundraising efforts: 4) Were important for you in making decisions about where to donate money? |
|-----------|---|
| <u>34</u> | 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 |
| <u>40</u> | acknowledgment of my donation I am less likely to donate to that charity in the future? |
| 4.4 | 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 |
| <u>41</u> | know how my donation has made a difference? |
| <u>42</u> | 12. Do you think that the charities you give to do an excellent, good, fair, or poor job of thanking you for your donations? |
| <u>43</u> | 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 |
| <u>45</u> | objectives? |
| <u>46</u> | 16. STRONGLY AGREE SUMMARY TABLE |
| 47 | 16. AGREE SUMMARY TABLE (Strongly/Somewhat agree) |
| <u>48</u> | 16. DISAGREE SUMMARY TABLE (Somewhat/Strongly disagree) |
| 40 | 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 |
| <u>49</u> | 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 |
| <u>50</u> | I have been made aware? |
| 54 | 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 |
| <u>51</u> | donate? |
| 50 | 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 |
| <u>52</u> | professional fundraisers that receive a percentage of donations as part of their compensation? |
| 50 | 17. Similar to private and public sector organizations, charitable sector organizations have administrative costs to run their operations. Which of the |
| <u>53</u> | following are most important for charities to invest in to carry out their mandates? |
| <u>54</u> | 18. How much have you seen, read, or heard about the leadership and/or board members of the charities to which you donate? |
| <u>55</u> | 19. Have you ever volunteered as a member of the leadership or board of a not-for-profit organization? |
| <u>56</u> | 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] |
| | |
| <u>62</u> | 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 head of a charitable organization of the board of a charitable organization. |
| | be its highest priority and 5 being what you think should be its lowest. 1) Working towards achieving the organization's mission and purpose? |
| 00 | 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 |
| <u>63</u> | be its highest priority and 5 being what you think should be its lowest. 2) Ensuring effective organizational planning? |
| | 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 |
| <u>64</u> | be its highest priority and 5 being what you think should be its lowest. 3) Increasing the organizations public profile? |
| lpso | s Reid - Public Affairs |
| • | /ISED December 7, 2011 |
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| <u>65</u> | 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? |
|-----------|--|
| <u>66</u> | 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 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) |
| <u>69</u> | 23. DISAGREE SUMMARY TABLE (Somewhat/Strongly disagree) |
| <u>70</u> | 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? |
| <u>71</u> | 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? |
| <u>72</u> | 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? |
| <u>73</u> | 24. STRONGLY AGREE SUMMARY TABLE |
| <u>74</u> | 24. AGREE SUMMARY TABLE (Strongly/Somewhat agree) |
| <u>75</u> | 24. DISAGREE SUMMARY TABLE (Somewhat/Strongly disagree) |
| <u>76</u> | 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 ? |
| <u>77</u> | 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 ? |
| <u>78</u> | 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 ? |
| <u>79</u> | 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 ? |
| <u>80</u> | 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 ? |
| <u>81</u> | 24. Please indicate how much you agree or disagree with each of the following statements: 6) The charities I support should invest in educational took such as pamphlets, brochures, publications, etc. that show their impact on the community they serve and the cause they support? |
| <u>82</u> | 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? |
| <u>84</u> | 27. In general, how would you rate your knowledge of the charitable causes that you support? |
| <u>85</u> | 28. Has awareness of the way a charity operates positively influenced your decision to donate to it in the past? |
| DEMOG | RAPHIC |
| 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.

| | | | | REC | ION | | | GEN | IDER | | AGE GROUP | | | EDUCATION | | | INC | OME | |
|-----------------------|-------|-------|-------|-------|-------|-------|-------|------|--------|-------|-----------|-----|-----|-----------|-------|--------|--------------|-------------------|---------|
| | TOTAL | вс | AB | SK/MB | ON | QC | ATL | Male | Female | 18-34 | 35-54 | 55+ | HS< | Post Sec | Univ. | <\$25K | \$25K-<\$60K | \$60K- <\$100K | \$100K+ |
| | | A | В | С | D | E | F | G | н | I | J | К | L | M | N | 0 | Р | 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 |
| | 112 | 112 | 0 | 0 | 0 | 0 | 0 | 51 | 61 | 33 | 41 | 38 | 45 | 37 | 29 | 16 | 39 | 29 | 29 |
| BC | 11% | 100% | - | - | - | - | - | 10% | 11% | 11% | 10% | 12% | 10% | 11% | 15% | 11% | 12% | 10% | 11% |
| | | BCDEF | | | | | | | | | | | | | | | | | |
| | 142 | 0 | 142 | 0 | 0 | 0 | 0 | 72 | 71 | 24 | 59 | 59 | 65 | 58 | 19 | 12 | 48 | 46 | 37 |
| AB | 14% | - | 100% | - | - | - | - | 15% | 13% | 8% | 14% | 19% | 14% | 17% | 10% | 8% | 15% | 16% | 14% |
| | | | ACDEF | | | | | | | | 1 | 1 | | N | | | | 0 | |
| | 71 | 0 | 0 | 71 | 0 | 0 | 0 | 39 | 32 | 12 | 24 | 35 | 26 | 25 | 20 | 5 | 28 | 22 | 16 |
| SK/MB | 7% | - | - | 100% | - | - | - | 8% | 6% | 4% | 6% | 11% | 5% | 7% | 10% | 3% | 8% | 8% | 6% |
| | | | | ABDEF | | | | | | | | IJ | | | L | | 0 | | 1 |
| | 397 | 0 | 0 | 0 | 397 | 0 | 0 | 192 | 204 | 120 | 144 | 133 | 186 | 135 | 70 | 54 | 114 | 104 | 125 |
| ON | 39% | - | - | - | 100% | - | - | 39% | 38% | 42% | 34% | 42% | 39% | 39% | 36% | 38% | 35% | 36% | 47% |
| | | | | | ABCEF | | | | | J | | J | | | | | | | PQ |
| | 234 | 0 | 0 | 0 | 0 | 234 | 0 | 103 | 130 | 85 | 125 | 24 | 116 | 68 | 47 | 45 | 78 | 66 | 45 |
| QC | 23% | - | - | - | - | 100% | - | 21% | 24% | 30% | 30% | 8% | 25% | 20% | 24% | 31% | 24% | 23% | 17% |
| | | | | | | ABCDF | | | | к | К | | | | | R | R | | |
| | 71 | 0 | 0 | 0 | 0 | 0 | 71 | 35 | 36 | 14 | 28 | 29 | 35 | 25 | 11 | 12 | 22 | 21 | 16 |
| ATL | 7% | - | - | - | - | - | 100% | 7% | 7% | 5% | 7% | 9% | 7% | 7% | 6% | 9% | 7% | 7% | 6% |
| | | | | 1 | | 1 | ABCDE | | 1 | | | 1 | | | | 1 | | | 1 |

1. AGREE STRONGLY SUMMARY TABLE [Rated 10]

| | | | | REG | | | | GEN | | | AGE GROUP | | | EDUCATION | | | INCO | ME | |
|--|-------|-----|-----|-------|-----|-----|-----|------|--------|-------|-----------|-----|-----|-----------|-------|--------|--------------|---------|---------|
| | | | | | | 1 | 1 | GLI | | | AGE GROOP | | | LDUCATION | | | | | |
| | | | | | | | | | | | | | | | | | | \$60K- | |
| | TOTAL | BC | AB | SK/MB | ON | QC | ATL | Male | Female | 18-34 | 35-54 | 55+ | HS< | Post Sec | Univ. | <\$25K | \$25K-<\$60K | <\$100K | \$100K+ |
| | | A | В | С | D | E | F | G | н | 1 | J | к | L | М | N | 0 | Р | Q | R |
| Base: All Respondents | | 100 | | | | | | | - 1 - | | 1.10 | | | | | 100 | | | 4 |
| 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 think that charities play an important role in | | | | | | | | | | | | | | | | | | | |
| society as a change agent to address needs not | 142 | 16 | 18 | 6 | 59 | 31 | 11 | 52 | 89 | 44 | 51 | 46 | 55 | 54 | 29 | 23 | 41 | 41 | 37 |
| being met by government or private/public sector | 14% | 14% | 13% | 9% | 15% | 13% | 15% | 11% | 17% | 15% | 12% | 14% | 12% | 16% | 15% | 16% | 12% | 14% | 14% |
| | | | | | | | | | G | | | | | | | | | | - |
| | | | | | | | | | | | | | | | | | | | |
| I think that charities in Canada are by and large | 40 | 4 | 3 | 1 | 15 | 15 | 2 | 15 | 25 | 19 | 12 | 9 | 18 | 12 | 8 | 9 | 9 | 14 | 8 |
| well-managed | 4% | 3% | 2% | 2% | 4% | 6% | 3% | 3% | 5% | 7% | 3% | 3% | 4% | 4% | 4% | 6% | 3% | 5% | 3% |
| | | | | | | | | | | JK | | | | | | | | | |
| | | | | | | | | | | | | | | | | | | | |
| 3) I think that most charities in Canada act | 42 | 2 | 5 | 0 | 18 | 13 | 3 | 19 | 23 | 15 | 15 | 12 | 21 | 11 | 10 | 8 | 10 | 15 | 9 |
| responsibly with the donations they receive | 4% | 2% | 4% | - | 4% | 6% | 4% | 4% | 4% | 5% | 3% | 4% | 4% | 3% | 5% | 5% | 3% | 5% | 3% |
| | | | | | | | | | | | | | | | | | | | |
| | 14 | 2 | 1 | 0 | 7 | 3 | 1 | 9 | 5 | 6 | 3 | 5 | 5 | 6 | 3 | 3 | 4 | 4 | 3 |
| Charities do not make much difference | 1% | 2% | 1% | - | 2% | 1% | 2% | 2% | 1% | 2% | 1% | 2% | 1% | 2% | 2% | 2% | 1% | 1% | 1% |
| | | | | | | | | | | | | | | | | | | | - |
| | 43 | 2 | 5 | 1 | 19 | 14 | 2 | 18 | 24 | 20 | 11 | 12 | 23 | 12 | 7 | 9 | 9 | 14 | 11 |
| 5) Charities in Canada are trustworthy | 4% | 2% | 4% | 1% | 5% | 6% | 3% | 4% | 5% | 7% | 3% | 4% | 5% | 3% | 4% | 6% | 3% | 5% | 4% |
| | | | | | | | | | | J | | | | | | | | | |
| | | | | | | | | | | | | | | | | | | | |
| 6) I think that most charities in Canada have the | | | 1 | | | | | | | | | | | | | | | | |
| plans and resources - human, physical, financial and | | | 1 | | | 1 | 1 | | | | | | | | | | | | |
| technological - to satisfactorily carry out their | 47 | 2 | 11 | 4 | 17 | 12 | 0 | 24 | 23 | 17 | 11 | 19 | 26 | 14 | 7 | 5 | 12 | 16 | 13 |
| mandates | 5% | 2% | 8% | 6% | 4% | 5% | - | 5% | 4% | 6% | 3% | 6% | 5% | 4% | 3% | 4% | 4% | 6% | 5% |
| | 270 | _70 | F | F | .70 | 270 | | 270 | .70 | 1 | 570 | 1 | 570 | . 70 | 270 | 170 | 170 | 270 | |

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

| | | | | REG | ION | 1 | - | GEN | IDER | | AGE GROUP | | | EDUCATION | | | INCC | ME | |
|---|-------|-----|-----|-------|-----|-----|-----|------|--------|-------|-----------|-----|-----|-----------|-------|--------|--------------|---------|---------|
| | | | | | | | | | | | | | | | | | | \$60K- | |
| | TOTAL | BC | AB | SK/MB | ON | QC | ATL | Male | Female | 18-34 | 35-54 | 55+ | HS< | Post Sec | Univ. | <\$25K | \$25K-<\$60K | <\$100K | \$100K+ |
| | | A | В | С | D | E | F | G | н | I | J | К | L | М | N | 0 | Р | 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 |
| being met by government of private/public sector | 45% | 51% | 44% | 47% | 46% | 38% | 52% | 46% | 44% | 43% | 45% | 46% | 44% | 42% | 52% | 38% | 45% | 47% | 47% |
| | | E | | | E | | E | | | | | | | | М | | | | |
| | | | | | | | | | | | | | | | | | | | |
| 2) I think that charities in Canada are by and large | 343 | 36 | 43 | 30 | 137 | 68 | 28 | 171 | 172 | 92 | 137 | 115 | 146 | 117 | 78 | 37 | 121 | 91 | 94 |
| well-managed | 33% | 32% | 30% | 43% | 35% | 29% | 40% | 35% | 32% | 32% | 32% | 36% | 31% | 33% | 40% | 26% | 37% | 32% | 35% |
| | | | | E | | | | | | | | | | | L | | 0 | | |
| | | | | | | | | | | | | | | | | | | | |
| 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 |
| responsibly with the donations they receive | 39% | 43% | 33% | 47% | 41% | 32% | 43% | 37% | 40% | 42% | 36% | 39% | 36% | 39% | 46% | 33% | 39% | 37% | 43% |
| | | E | | E | Е | | | | | | | | | | L | | | | |
| | 69 | 8 | 13 | 5 | 32 | 9 | 2 | 40 | 30 | 19 | 26 | 24 | 37 | 19 | 13 | 10 | 20 | 24 | 16 |
| Charities do not make much difference | 7% | 7% | 9% | 7% | 8% | 4% | 3% | 8% | 6% | 7% | 6% | 8% | 8% | 5% | 7% | 7% | 6% | 8% | 6% |
| | | | | | E | | | | | | | | | | | | | | |
| | 374 | 49 | 39 | 31 | 153 | 73 | 28 | 174 | 200 | 111 | 148 | 115 | 147 | 120 | 103 | 44 | 115 | 101 | 114 |
| 5) Charities in Canada are trustworthy | 36% | 44% | 28% | 43% | 39% | 31% | 39% | 35% | 37% | 38% | 35% | 36% | 31% | 34% | 53% | 30% | 35% | 35% | 43% |
| | | BE | | В | В | | | | | | | | | | LM | | | | 0 |
| | | | | | | | | | | | | | | | | | | | |
| 6) I think that most charities in Canada have the | | | | | | 1 | | | | | | 1 | | | | | | | 1 |
| plans and resources - human, physical, financial and | | | | | | 1 | | | | | | 1 | | | | | | | 1 |
| 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 |
| manuales | 29% | 30% | 26% | 37% | 32% | 22% | 33% | 30% | 27% | 31% | 26% | 31% | 25% | 32% | 31% | 25% | 31% | 29% | 28% |
| | | | | E | E | | | | | | | | | L | | | | | |

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

| | | | | REC | SION | 1 | 1 | GEI | IDER | | AGE GROUP | | | EDUCATION | | | INC | DME | |
|--|-------|-----|-----|-------|------|-----|-----|------|--------|-------|-----------|-----|-----|-----------|-----------|--------|--------------|-------------------|---------|
| | TOTAL | вс | AB | SK/MB | ON | QC | ATL | Male | Female | 18-34 | 35-54 | 55+ | HS< | Post Sec | Univ. | <\$25K | \$25K-<\$60K | \$60K- <\$100K | \$100K4 |
| | | Α | В | С | D | E | F | G | н | | J | К | L | М | N | 0 | Р | 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 | 604 | 73 | 81 | 40 | 243 | 119 | 48 | 277 | 327 | 169 | 241 | 193 | 264 | 201 | 132 | 77 | 189 | 176 | 162 |
| being met by government or private/public sector | 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 | 383 | 40 | 46 | 32 | 152 | 83 | 30 | 186 | 197 | 111 | 148 | 124 | 164 | 129 | 86 | 45 | 130 | 105 | 102 |
| well-managed | 37% | 35% | 33% | 45% | 38% | 35% | 42% | 38% | 37% | 39% | 35% | 39% | 35% | 37% | 44% | 32% | 40% | 37% | 38% |
| | | | | | | | | | | | | | | | L | | | | |
| 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% LM | 38% | 42% | 43% | 47% |
| | 83 | 10 | 14 | 5 | 39 | 12 | 4 | 49 | 34 | 26 | 29 | 29 | 42 | 25 | 16 | 13 | 24 | 28 | 19 |
| Charities do not make much difference | 8% | 9% | 10% | 7% | 10% | 5% | 5% | 10% | 6% | 9% | 7% | 9% | 9% | 7% | 8% | 9% | 7% | 10% | 7% |
| | -,- | | | | E | | | Н | | | | | | | - | | .,, | | |
| | 417 | 51 | 44 | 32 | 172 | 87 | 30 | 192 | 224 | 131 | 160 | 126 | 171 | 132 | 110 | 53 | 123 | 115 | 125 |
| 5) Charities in Canada are trustworthy | 41% | 46% | 31% | 44% | 43% | 37% | 41% | 39% | 42% | 45% | 38% | 40% | 36% | 38% | 56% | 37% | 38% | 40% | 47% |
| , | | В | | | В | | | | | | | | | | LM | | | | Р |
| 6) I think that most charities in Canada have the plans and resources - human, physical, financial and technological - to satisfactorily carry out their | 344 | 36 | 48 | 31 | 142 | 63 | 23 | 174 | 170 | 107 | 120 | 117 | 144 | 127 | 68 | 41 | 115 | 99 | 89 |
| mandates | 33% | 32% | 34% | 44% | 36% | 27% | 33% | 35% | 32% | 37% | 28% | 37% | 31% | 36% | 35% | 28% | 35% | 35% | 33% |
| | | | | F | F | | | | | | | 1 | | | | | | | 1 |

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

| | | | T | REG | ION | | 1 | GEN | IDER | | AGE GROUP | - | | EDUCATION | | | INCC | ME | |
|---|-------|-----|-----|-------|-----|----------|-----|------|--------|-------|-----------|-----|-----|-----------|-------|--------|--------------|-------------------|---------|
| | TOTAL | вс | AB | SK/MB | ON | QC | ATL | Male | Female | 18-34 | 35-54 | 55+ | HS< | Post Sec | Univ. | <\$25K | \$25K-<\$60K | \$60K- <\$100K | \$100K+ |
| | | A | В | С | D | E | F | G | н | I | J | К | L | М | N | 0 | Р | 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 think that charities play an important role in society as a change agent to address needs not | 362 | 36 | 54 | 26 | 134 | 97 | 16 | 180 | 182 | 103 | 151 | 107 | 174 | 128 | 57 | 59 | 120 | 95 | 87 |
| being met by government or private/public sector | 35% | 33% | 38% | 36% | 34% | 41% | 22% | 37% | 34% | 36% | 36% | 34% | 37% | 37% | 29% | 41% | 37% | 33% | 33% |
| | | | F | | | F | | | | | | | | | | | | | |
| 2) I think that charities in Canada are by and large | 511 | 59 | 74 | 30 | 196 | 120 | 31 | 230 | 281 | 153 | 215 | 142 | 246 | 172 | 88 | 82 | 155 | 144 | 130 |
| well-managed | 50% | 52% | 52% | 42% | 49% | 51% | 44% | 47% | 53% | 53% | 51% | 45% | 52% | 49% | 45% | 57% | 47% | 50% | 49% |
| | | | | | | | | | | К | | | | | | | | | |
| I think that most charities in Canada act responsibly with the donations they receive | 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% F | 34% | 44% | 45% | 42% | 47% | 43% | 46% | 45% | 39% | 46% | 46% | 44% | 41% |
| 4) Charities do not make much difference | 314 | 34 | 39 | 20 | 127 | 74 | 20 | 162 | 152 | 93 | 139 | 83 | 149 | 106 | 55 | 48 | 106 | 80 | 80 |
| 4) Chanties do not make much difference | 31% | 30% | 28% | 28% | 32% | 32% | 29% | 33% | 28% | 32% | 33% | 26% | 32% | 30% | 28% | 34% | 32% | 28% | 30% |
| | | | | | | | | | | | К | | | | | | | | |
| | 490 | 49 | 78 | 29 | 179 | 123 | 33 | 230 | 260 | 139 | 207 | 144 | 242 | 176 | 65 | 76 | 161 | 142 | 111 |
| 5) Charities in Canada are trustworthy | 48% | 43% | 55% | 40% | 45% | 52% | 46% | 47% | 49% | 48% | 49% | 45% | 51% | 51% | 33% | 53% | 49% | 49% | 41% |
| | | | | | | | | | | | | | N | N | | R | | | |
| 6) I think that most charities in Canada have the plans and resources - human, physical, financial and | | | | | | | | | | | | | | | | | | | |
| technological - to satisfactorily carry out their mandates | 537 | 62 | 74 | 32 | 206 | 128 | 35 | 254 | 283 | 145 | 235 | 157 | 262 | 168 | 100 | 80 | 165 | 148 | 144 |
| manuales | 52% | 55% | 52% | 45% | 52% | 55% | 50% | 51% | 53% | 50% | 56% | 49% | 55% | 48% | 51% | 55% | 50% | 51% | 54% |
| | | | | | | | | | | | | | M | | | | | | |

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

| | | | | REG | ION | 1 | 1 | GEN | IDER | | AGE GROUP | | | EDUCATION | | | INCO | DME | |
|--|------------|-----|------|-----------|------|-----|-----|------|--------|-------|-----------|-----|------|-----------|-------|-----------|--------------|---------|---------|
| | | | | | | | | | | | | | | | | | | \$60K- | |
| | TOTAL | BC | AB | SK/MB | ON | QC | ATL | Male | Female | 18-34 | 35-54 | 55+ | HS< | Post Sec | Univ. | <\$25K | \$25K-<\$60K | <\$100K | \$100K+ |
| Base: All Respondents | | A | В | С | D | E | F | G | Н | 1 | J | К | L | М | N | 0 | Р | Q | R |
| Unweighted Base | 1027 | 139 | 107 | 69 | 424 | 219 | 69 | 482 | 545 | 286 | 443 | 298 | 419 | 392 | 203 | 139 | 365 | 277 | 246 |
| Weighted Base | 1027 | 139 | 107 | 71 | 397 | 219 | 71 | 402 | 534 | 288 | 443 | 318 | 419 | 349 | 195 | 139 | 329 | 288 | 240 |
| Weighted Dase | 1027 | 112 | 142 | /1 | 397 | 234 | /1 | 493 | 554 | 200 | 421 | 310 | 472 | 349 | 195 | 144 | 329 | 200 | 207 |
| | | | | | | | | | | | | | | | | | | | |
| I think that charities play an important role in | | | | | | | | | | | | | | | | | | | |
| society as a change agent to address needs not | 45 | 1 | 7 | 4 | 13 | 12 | 7 | 27 | 18 | 12 | 18 | 15 | 27 | 14 | 4 | 5 | 16 | 10 | 13 |
| being met by government or private/public sector | 4% | 1% | 5% | 6% | 3% | 5% | 10% | 5% | 3% | 4% | 4% | 5% | 6% | 4% | 2% | 3% | 5% | 4% | 5% |
| | | | | | | | AD | | | | | | N | | | | | | |
| | | | | | | | | | | | | | | | | | | | |
| I think that charities in Canada are by and large | 111 | 11 | 19 | 7 | 38 | 28 | 9 | 62 | 49 | 20 | 48 | 43 | 49 | 42 | 19 | 14 | 35 | 32 | 30 |
| well-managed | 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 | 101 | 8 | 20 | 5 | 32 | 25 | 12 | 56 | 45 | 28 | 41 | 32 | 47 | 37 | 17 | 19 | 30 | 30 | 23 |
| responsibly with the donations they receive | 10% | 7% | 14% | 7% | 8% | 10% | 17% | 11% | 8% | 10% | 10% | 10% | 10% | 11% | 9% | 13% | 9% | 10% | 9% |
| | | | | | | | AD | | | | | | | | | | | | - |
| | 395 | 46 | 62 | 33 | 141 | 88 | 26 | 195 | 199 | 103 | 152 | 140 | 168 | 141 | 82 | 47 | 125 | 116 | 106 |
| 4) Charities do not make much difference | 395 38% | 40 | 43% | 33 46% | 35% | 37% | 37% | 40% | 37% | 36% | 36% | 44% | 36% | 41% | 42% | 47 33% | 38% | 40% | 40% |
| | 38% | 41% | 43% | 40% | 35% | 31% | 31% | 40% | 31% | 30% | 30% | 44% | 30% | 41% | 42% | 33% | 38% | 40% | 40% |
| | 103 | 10 | 17 | 9 | 39 | 23 | 5 | 59 | 44 | 15 | 44 | 44 | 51 | 34 | 18 | 14 | 39 | 24 | 26 |
| 5) Charities in Canada are trustworthy | 10% | 9% | 12% | 12% | 10% | 10% | 8% | 12% | 8% | 5% | 11% | 14% | 11% | 10% | 9% | 10% | 12% | 8% | 10% |
| 5) Channes in Canada are trustworthy | 10% | 9% | 1270 | 12.70 | 1076 | 10% | 0 % | 12% | 076 | 5% | 11% | 14% | 1176 | 10% | 976 | 10% | 1270 | 0% | 10% |
| | | | | | | | | | | | | | | | | | | | |
| 6) I think that most charities in Canada have the | | | | | | | | | | | 1 | | | | | | | | |
| plans and resources - human, physical, financial and | | | | | | | | | | | 1 | | | | | 1 | | | |
| 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% |

1. DISAGREE STRONGLY SUMMARY TABLE [Rated 0]

| | | | | REG | ION | | | GEN | IDER | | AGE GROUP | | | EDUCATION | | | INCC | ME | |
|--|----------|---------|---------|--------------|----------|---------|---------|----------|----------|---------|---------------|---------------|----------|-----------|---------|---------|--------------|-------------------|---------|
| т | OTAL | вс | АВ | SK/MB | ON | QC | ATL | Male | Female | 18-34 | 35-54 | 55+ | HS< | Post Sec | Univ. | <\$25K | \$25K-<\$60K | \$60K- <\$100K | \$100K+ |
| | | A | В | С | D | E | F | G | н | I | J | к | L | м | N | 0 | Р | Q | R |
| Base: All Respondents | | | | | | | | | | | | | | | | | | | |
| Unweighted Base 1 | 1027 | 139 | 107 | 69 | 424 | 219 | 69 | 482 | 545 | 286 | 443 | 298 | 419 | 392 | 203 | 139 | 365 | 277 | 246 |
| Weighted Base 1 | 1027 | 112 | 142 | 71 | 397 | 234 | 71 | 493 | 534 | 288 | 421 | 318 | 472 | 349 | 195 | 144 | 329 | 288 | 267 |
| | 16 2% | 2 1% | 0 | 1 1% | 7 2% | 6 3% | 1 2% | 9 2% | 8 | 3 1% | 11 3% | 3 1% | 6 1% | 6 2% | 3 1% | 3 2% | 4 1% | 6 2% | 4 |
| 2) I think that charities in Canada are by and large | 22 | 3 | 2 | 2 | 11 | 3 | 1 | 14 | 8 | 4 | 9 | 9 | 13 | 6 | 2 | 3 | q | 6 | 4 |
| | 2% | 2% | 2% | 3% | 3% | 1% | 2% | 3% | 1% | 1% | 2% | 3% | 3% | 2% | 1% | 2% | 3% | 2% | 2% |
| | 31 3% | 5 4% | 2 1% | 5 7% E | 14 4% | 4 2% | 1 2% | 19 4% | 11 2% | 3 1% | 15 3% I | 13 4% I | 18 4% | 11 3% | 2 1% | 4 3% | 10 3% | 8 3% | 9 3% |
| | 234 | 22 | 28 | 13 | 90 | 60 | 21 | 86 | 148 | 66 | 102 | 67 | 114 | 77 | 41 | 35 | 74 | 64 | 62 |
| 4) Charities do not make much difference | 23% | 20% | 19% | 19% | 23% | 26% | 29% | 17% | 28% | 23% | 24% | 21% | 24% | 22% | 21% | 24% | 22% | 22% | 23% |
| | 17 | 2 | 3 | 2 | 7 | 1 | 3 | 11 | G 6 | 3 | 10 | 4 | 9 | 6 | 2 | | 5 | 6 | 5 |
| | 2% | 2% | 2% | 3% | 2% | 0 | 3 | 2% | 6 1% | 3 1% | 2% | 4 | 9 2% | 2% | 1% | 1% | 2% | 2% | 2% |
| 5) Chanties in Canada are trustworthy | 2% | 2% | 2% | 3% E | 2% | U | 4% E | 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 | 30 | 6 | 0 | 2 | 13 | 7 | 3 | 15 | 16 | 5 | 40 | | 14 | 11 | 6 | | 9 | 11 | |
| | 30 | ь 5% | 0 | 2 3% | 13 | 3% | 3 | 15 3% | 16 3% | 5 2% | 19 5% | 6 2% | 14 3% | 3% | 6 3% | 4 2% | 3% | 4% | б 2% |
| | 3% | 5% B | - | 3% | 3% | 3% | 4% B | 3% | 3% | ∠% | 5% | 2% | 3% | 3% | 3% | 2% | 3% | 4% | 2% |

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

| | | | | REC | SION | | | GE | IDER | | AGE GROUP | | | EDUCATION | | | INCO | ME | |
|--|-------|------|------|-------|------|------|------|----------|--------|------------|-----------|------|------|-----------|------------|--------|--------------|-------------------|---------|
| | TOTAL | вс | AB | SK/MB | ON | QC | ATL | Male | Female | 18-34 | 35-54 | 55+ | HS< | Post Sec | Univ. | <\$25K | \$25K-<\$60K | \$60K- <\$100K | \$100K+ |
| | TOTAL | A | B | C | D | E | F | G | H | 10-34 | | K | | M | N | 0 | 925R-<\$00R | Q | R |
| Base: All Respondents | | | | Ű | | | | <u> </u> | | · · · | Ű | | | | | | | ~ | |
| 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 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 JK | 5.6 | 5.66 | 5.64 | 5.72 | 6.02 | 5.65 | 5.76 | 5.78 | 5.72 |
| | | | | | | | | | | JK | | | | | L | | | | |
| 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 | | | н | | | | | | | | | | | |
| 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 JK | 5.72 | 5.78 | 5.78 | 5.77 | 6.35 LM | 5.77 | 5.77 | 5.96 | 6 |
| 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 |
| manuales | 5.59 | 3.49 | 3.07 | 3.92 | 5.75 | 5.20 | 5.45 | 3.00 | 0.02 | 5.0 | 5.55 | 3.13 | 0.09 | 0.00 | 0.09 | 3.33 | 3.03 | 5.04 | 3.04 |

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?

| | | | 1 | REC | SION | 1 | | GEN | IDER | | AGE GROUP | | | EDUCATION | | | INCO | DME | |
|--|-------|-----------|-----------|------------|---------|-----------|-----------|------------|-------------|------------|------------|------------|------------|---------------|------------|-----------|-------------------|--------------|--------------|
| | | | | | | | | | | | | | | | | | | \$60K- | |
| | TOTAL | BC A | AB B | SK/MB C | ON D | QC E | ATL | Male G | Female H | 18-34 I | 35-54 J | 55+ K | HS< L | Post Sec M | Univ. N | <\$25K | \$25K-<\$60K P | <\$100K Q | \$100K+ R |
| Base: All Respondents | | A | В | U. | D | E | F | G | п | I | J | ĸ | L | IVI | IN | 0 | P | Q | к |
| 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 |
| | 142 | 16 | 18 | 6 | 59 | 31 | 11 | 52 | 89 | 44 | 51 | 46 | 55 | 54 | 29 | 23 | 41 | 41 | 37 |
| [10] Agroe Strengly | 142 | 14% | 13% | 9% | 15% | 13% | 15% | 11% | 17% | 15% | 12% | 40 | 12% | 16% | 15% | 16% | 12% | 14% | 14% |
| [10] Agree Strongly | 1470 | 1470 | 13% | 9% | 13% | 13% | 13% | 1176 | G | 13% | 1270 | 1470 | 1270 | 10% | 13% | 1076 | 1270 | 1470 | 1470 |
| | 112 | 15 | 12 | 11 | 45 | 23 | 7 | 54 | 58 | 31 | 46 | 36 | 48 | 36 | 29 | 19 | 35 | 28 | 31 |
| [9] | 11% | 13% | 8% | 16% | 11% | 10% | 9% | 11% | 11% | 11% | 11% | 11% | 10% | 10% | 15% | 13% | 11% | 10% | 12% |
| | | | | | | | | | | | | | | | | | | | |
| | 172 | 22 | 22 | 11 | 68 | 33 | 18 | 86 | 86 | 48 | 66 | 58 | 79 | 55 | 36 | 20 | 47 | 56 | 50 |
| [8] | 17% | 19% | 15% | 15% | 17% | 14% | 25% | 18% | 16% | 17% | 16% | 18% | 17% | 16% | 18% | 14% | 14% | 19% | 19% |
| | | | | | | | E | | | | | | | | | | | | |
| | 177 | 21 | 29 | 12 | 71 | 33 | 13 | 84 | 93 | 46 | 78 | 53 | 82 | 56 | 38 | 15 | 66 | 52 | 45 |
| [7] | 17% | 18% | 21% | 16% | 18% | 14% | 18% | 17% | 17% | 16% | 19% | 17% | 17% | 16% | 19% | 10% | 20% | 18% | 17% |
| | | | | | | | | | | | | | | | | | 0 | 0 | |
| | 130 | 20 | 21 | 12 | 49 | 22 | 6 | 56 | 74 | 36 | 60 | 34 | 55 | 54 | 21 | 20 | 41 | 33 | 35 |
| [6] | 13% | 18% | 15% | 17% | 12% | 10% | 8% | 11% | 14% | 13% | 14% | 11% | 12% | 15% | 11% | 14% | 13% | 12% | 13% |
| | | E | | | | | | | | | | | | | | | | | |
| | 191 | 14 | 29 | 9 | 69 | 65 | 4 | 99 | 91 | 60 | 72 | 59 | 97 | 64 | 26 | 33 | 67 | 52 | 38 |
| [5] Neither agree nor disagree | 19% | 13% | 21% | 12% | 17% | 28% | 6% | 20% | 17% | 21% | 17% | 18% | 21% | 18% | 13% | 23% | 20% | 18% | 14% |
| | | | F | | F | ACDF | | | | | | | N | | | R | | | |
| | 41 | 2 | 3 | 5 | 16 | 10 | 5 | 25 | 17 | 7 | 19 | 15 | 22 | 10 | 9 | 6 | 11 | 10 | 14 |
| [4] | 4% | 2% | 2% | 7% | 4% | 4% | 8% | 5% | 3% | 2% | 5% | 5% | 5% | 3% | 5% | 4% | 3% | 4% | 5% |
| | | | | | | | | | | | | | | | | | | | |
| | 20 | 0 | 1 | 2 | 8 | 3 | 6 | 10 | 10 | 6 | 7 | 7 | 13 | 5 | 2 | 2 | 7 | 6 | 5 |
| [3] | 2% | - | 1% | 3% | 2% | 1% | 8% | 2% | 2% | 2% | 2% | 2% | 3% | 1% | 1% | 1% | 2% | 2% | 2% |
| | | | | | | | ABDE | | | | | | | | | | | | |
| | 12 | 1 | 2 | 1 | 4 | 4 | 0 | 10 | 2 | 5 | 4 | 4 | 8 | 4 | 1 | 1 | 6 | 2 | 3 |
| [2] | 1% | 1% | 1% | 1% | 1% | 2% | - | 2% | 0 | 2% | 1% | 1% | 2% | 1% | 1% | 1% | 2% | 1% | 1% |
| | | | | | | | | н | | | | | | | | | | | |
| | 12 | 0 | 4 | 1 | 1 | 5 | 1 | 7 | 5 | 1 | 6 | 4 | 6 | 5 | 1 | 2 | 3 | 2 | 5 |
| [1] | 1% | - | 3% | 2% | 0 | 2% | 2% | 1% | 1% | 0 | 2% | 1% | 1% | 1% | 0 | 1% | 1% | 1% | 2% |
| | | | D | | | | | | | | | | | | | | | | |
| | 16 | 2 | 0 | 1 | 7 | 6 | 1 | 9 | 8 | 3 | 11 | 3 | 6 | 6 | 3 | 3 | 4 | 6 | 4 |
| [0] Disagree Strongly | 2% | 1% | - | 1% | 2% | 3% | 2% | 2% | 1% | 1% | 3% | 1% | 1% | 2% | 1% | 2% | 1% | 2% | 1% |
| | | | | | | | | | | | | | | | | | | | |
| SUMMARY | | | | | | | | | | | | | | | | 1 | | | |
| | 142 | 16 | 18 | 6 | 59 | 31 | 11 | 52 | 89 | 44 | 51 | 46 | 55 | 54 | 29 | 23 | 41 | 41 | 37 |
| Agree Strongly [Rated 10] | 14% | 14% | 13% | 9% | 15% | 13% | 15% | 11% | 17% | 15% | 12% | 14% | 12% | 16% | 15% | 16% | 12% | 14% | 14% |
| | 405 | | | | 101 | | | 005 | G | 105 | 100 | | | | 400 | | | 405 | + 105 |
| 1 | 462 | 57 | 63 44% | 34 | 184 | 88 | 37 | 225 | 238 44% | 125 | 190 | 147 | 209 44% | 147 | 102 | 54 | 148 | 135 | 125 |
| Agree [Rated 7,8,9] | 45% | 51% | 44% | 47% | 46% | 38% | 52% | 46% | 44% | 43% | 45% | 46% | 44% | 42% | 52% | 38% | 45% | 47% | 47% |
| | 362 | E | 5.4 | | E 124 | 07 | E 16 | 100 | 100 | 102 | 154 | 107 | 174 | 100 | M | 50 | 100 | 05 | 07 |
| Neither [Rated 4,5,6] | 362 | 36 33% | 54 38% | 26 36% | 134 | 97 41% | 16 22% | 180 37% | 182 34% | 103 | 151 36% | 107 34% | 37% | 128 37% | 57 29% | 59 41% | 120 37% | 95 33% | 87 33% |
| Neimer [Ndleu 4,0,0] | 35% | 33% | 38% F | 30% | 34% | 41% F | 22% | 31% | 34% | 36% | 30% | 34% | 31% | 31% | 29% | 41% | 31% | 33% | 33% |
| | 45 | 1 | F 7 | 4 | 13 | 12 | 7 | 27 | 18 | 12 | 18 | 15 | 27 | 14 | 4 | 5 | 16 | 10 | 13 |
| Disagree [Rated 1,2,3] | 45 | 1% | 5% | 4 6% | 3% | 5% | 10% | 5% | 3% | 4% | 4% | 5% | 6% | 4% | 4 2% | 3% | 5% | 4% | 5% |
| Disagree [Nateu 1,2,0] | 470 | 1 70 | 376 | 076 | 376 | 376 | AD | 376 | 376 | 470 | 470 | 5% | 6% N | 470 | ∠70 | 370 | 5% | 470 | 576 |
| | 16 | 2 | 0 | 1 | 7 | 6 | AD 1 | 9 | 8 | 3 | 11 | 3 | 6 | 6 | 3 | 3 | 4 | 6 | 4 |
| Disagree Strongly [Rated 0] | 2% | 1% | - | 1% | 2% | 3% | 2% | 9 2% | 8 | 3 1% | 3% | 1% | 1% | 2% | 3 | 2% | 4 | 2% | 4 |
| Disagree offoligiy [riated o] | 270 | 170 | - | 170 | ∠ 70 | 370 | 270 | 2.70 | 170 | 170 | 376 | 170 | 170 | 270 | 170 | ∠70 | 170 | Z 70 | 1 70 |
| STATISTICS (0= Disagree Strongly 10= Agree | ee | | | | | | | | | | | | · | | | | | | |
| Strongly) | | | | | | | | | | | | | | | | | | | |
| | 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 |
| Mean | 05.0 | | 0.0 | 0.72 | | 0.52 | 0.94 | 00.0 | 7.05 G | 0.90 | 0.73 | 0.93 | 0.08 | 0.9 | 1.22 | 0.84 | 0.77 | 0.92 | 0.91 |
| | | E | 1 | 1 | E | 1 | 1 | 1 | | | 1 | | 1 | 1 | | 1 | 1 | | 1 |

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?

| | | | | REG | GION | | | GEI | NDER | | AGE GROUP | | | EDUCATION | | | INC | OME | |
|--|-------|-----------|----------|---------|----------|--------|-------|----------|----------|-------|-----------|----------|------------|-----------|---------|---------|--------------|-----------|----------|
| | | | | | | | | | | | | | | | | | | \$60K- | |
| | TOTAL | BC | AB | SK/MB | ON | QC | ATL | Male | Female | 18-34 | 35-54 | 55+ | HS< | Post Sec | Univ. | <\$25K | \$25K-<\$60K | <\$100K | \$100K+ |
| | | A | В | С | D | E | F | G | Н | 1 | J | К | L | м | N | 0 | Р | 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 | 139 | 107 | 71 | 397 | 219 | 71 | 402 | 534 | 288 | 443 | 318 | 419 | 349 | 195 | 139 | 305 | 288 | 240 |
| Weighted Base | 40 | 4 | 3 | 1 | 15 | 15 | 2 | 15 | 25 | 19 | 12 | 9 | 18 | 12 | 8 | 9 | 9 | 14 | 8 |
| [10] Agree Strongly | 40 | 3% | 2% | 2% | 4% | 6% | 3% | 3% | 5% | 7% | 3% | 3% | 4% | 4% | 4% | 9 6% | 3% | 5% | 3% |
| [10] Agree Strongly | 470 | 3% | 270 | 270 | 470 | 0% | 3% | 3% | 5% | JK | 3% | 3% | 470 | 470 | 4% | 0% | 3% | 3% | 3% |
| | 40 | 3 | 10 | 2 | 15 | 6 | 4 | 20 | 20 | 10 | 12 | 18 | 18 | 14 | 8 | 3 | 21 | 8 | 8 |
| [9] | 4% | 3% | 7% | 3% | 4% | 3% | 6% | 4% | 4% | 3% | 3% | 6% | 4% | 4% | 4% | 2% | 6% | 3% | 3% |
| | | | | | | | | | | | | | | | | | Q | | |
| | 125 | 9 | 7 | 10 | 63 | 21 | 15 | 61 | 64 | 36 | 41 | 48 | 54 | 43 | 26 | 14 | 35 | 41 | 35 |
| [8] | 12% | 8% | 5% | 14% | 16% | 9% | 20% | 12% | 12% | 12% | 10% | 15% | 11% | 12% | 14% | 10% | 11% | 14% | 13% |
| | | | | В | ABE | | ABE | | | | | J | | | | | | | |
| - | 178 | 24 | 26 | 19 | 58 | 41 | 10 | 90 | 88 | 46 | 83 | 48 | 74 | 59 | 43 | 20 | 64 | 43 | 51 |
| [7] | 17% | 21% | 18% | 26% | 15% | 18% | 13% | 18% | 16% | 16% | 20% | 15% | 16% | 17% | 22% | 14% | 20% | 15% | 19% |
| | 171 | 19 | 35 | D 10 | 66 | 31 | 9 | 76 | 94 | 48 | 77 | 46 | 78 | 60 | 32 | 26 | 45 | 54 | 46 |
| [6] | 171 | 19 | 25% | 10 | 17% | 13% | 12% | 16% | 94 | 48 | 18% | 46 | 17% | 17% | 32 | 18% | 45 | 54 19% | 46 |
| 1-1 | 17.70 | 17.70 | 23% E | 1470 | 17.70 | 1070 | 12.70 | 1070 | 10/0 | 17.70 | 1070 | 1470 | 17.0 | 17.70 | 17.70 | 1070 | 1770 | 1370 | 17.70 |
| | 255 | 31 | 30 | 15 | 97 | 68 | 15 | 119 | 136 | 85 | 102 | 68 | 128 | 80 | 44 | 41 | 85 | 71 | 59 |
| [5] Neither agree nor disagree | 25% | 28% | 21% | 21% | 25% | 29% | 21% | 24% | 25% | 30% | 24% | 21% | 27% | 23% | 23% | 28% | 26% | 25% | 22% |
| ., | | | | | | | | | | K | | | | | | | | | |
| | 85 | 8 | 9 | 6 | 33 | 21 | 8 | 35 | 50 | 20 | 37 | 28 | 40 | 33 | 11 | 15 | 26 | 19 | 25 |
| [4] | 8% | 8% | 6% | 8% | 8% | 9% | 11% | 7% | 9% | 7% | 9% | 9% | 8% | 9% | 6% | 10% | 8% | 6% | 9% |
| | | | | | | | | | | | | | | | | | | | |
| | 49 | 6 | 7 | 3 | 13 | 17 | 3 | 28 | 21 | 14 | 18 | 18 | 21 | 19 | 9 | 5 | 17 | 16 | 11 |
| [3] | 5% | 6% | 5% | 4% | 3% | 7% | 4% | 6% | 4% | 5% | 4% | 6% | 5% | 5% | 4% | 3% | 5% | 5% | 4% |
| | | | 7 | | | D 7 | | | 10 | | 47 | 10 | 10 | 10 | | | | | - 10 |
| [2] | 36 | 4 4% | 5% | 1 1% | 14 4% | 3% | 4 | 20 4% | 16 3% | 4 | 17 4% | 16 5% | 10 2% | 18 5% | 8 4% | 6 4% | 11 3% | 9 3% | 10 4% |
| [2] | 470 | 4% | 3% | 1 76 | 470 | 3% | 3% | 4% | 3% | 176 | 4% | 5% | 270 | 5% L | 4% | 470 | 3% | 3% | 4 70 |
| | 26 | 1 | 6 | 4 | 10 | 3 | 2 | 14 | 12 | 2 | 14 | 10 | 18 | 4 | 3 | 3 | 6 | 7 | 9 |
| [1] | 2% | 1% | 4% | 5% | 3% | 1% | 3% | 3% | 2% | 1% | 3% | 3% | 4% | 1% | 1% | 2% | 2% | 3% | 3% |
| | | | | A | | | | | | | 1 | | M | | | | | | |
| | 22 | 3 | 2 | 2 | 11 | 3 | 1 | 14 | 8 | 4 | 9 | 9 | 13 | 6 | 2 | 3 | 9 | 6 | 4 |
| [0] Disagree Strongly | 2% | 2% | 2% | 3% | 3% | 1% | 2% | 3% | 1% | 1% | 2% | 3% | 3% | 2% | 1% | 2% | 3% | 2% | 2% |
| | | | | | | | | | | | | | | | | | | | |
| SUMMARY | | | | | | | | | | | | | | | | | | | |
| | 40 | 4 | 3 | 1 | 15 | 15 | 2 | 15 | 25 | 19 | 12 | 9 | 18 | 12 | 8 | 9 | 9 | 14 | 8 |
| Agree Strongly [Rated 10] | 4% | 3% | 2% | 2% | 4% | 6% | 3% | 3% | 5% | 7% | 3% | 3% | 4% | 4% | 4% | 6% | 3% | 5% | 3% |
| | | | | | | | | | | JK | | | | | | | | | <u> </u> |
| 1 | 343 | 36 | 43 | 30 | 137 | 68 | 28 | 171 | 172 | 92 | 137 | 115 | 146 | 117 | 78 | 37 | 121 | 91 | 94 |
| Agree [Rated 7,8,9] | 33% | 32% | 30% | 43% | 35% | 29% | 40% | 35% | 32% | 32% | 32% | 36% | 31% | 33% | 40% | 26% | 37% | 32% | 35% |
| | 511 | 59 | 74 | E 30 | 196 | 120 | 31 | 230 | 281 | 153 | 215 | 142 | 246 | 172 | L 88 | 82 | 0 155 | 144 | 130 |
| Neither [Rated 4,5,6] | 50% | 59 52% | 52% | 42% | 49% | 51% | 44% | 47% | 53% | 53% | 51% | 45% | 246 52% | 49% | 45% | 57% | 47% | 50% | 49% |
| 101101 [10100 4,0,0] | 0070 | 02.70 | 02.70 | 72.70 | 4070 | 0170 | 7770 | 7770 | 0070 | 55 % | 5170 | +070 | 5275 | 4570 | 4070 | 5170 | 4770 | 0070 | 4570 |
| | 111 | 11 | 19 | 7 | 38 | 28 | 9 | 62 | 49 | 20 | 48 | 43 | 49 | 42 | 19 | 14 | 35 | 32 | 30 |
| Disagree [Rated 1,2,3] | 11% | 10% | 13% | 10% | 9% | 12% | 12% | 13% | 9% | 7% | 11% | 14% | 10% | 12% | 10% | 10% | 11% | 11% | 11% |
| | | | | | | | | | | | I | I | | | | | | | |
| | 22 | 3 | 2 | 2 | 11 | 3 | 1 | 14 | 8 | 4 | 9 | 9 | 13 | 6 | 2 | 3 | 9 | 6 | 4 |
| Disagree Strongly [Rated 0] | 2% | 2% | 2% | 3% | 3% | 1% | 2% | 3% | 1% | 1% | 2% | 3% | 3% | 2% | 1% | 2% | 3% | 2% | 2% |
| | | | | | | | | | | | | | | | | | | | <u> </u> |
| STATISTICS (0= Disagree Strongly 10= Agree | 9 | | | | | | | | | | | | | | | | | | |
| 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 |
| moun | | | 1 | 1 | 1 | 1 | 1 | 1 | 1 | JK | 1 | 1 | 1 | 1 | L | 1 | 1 | 1 | 1 |

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?

| | | | | REC | SION | | | GEN | NDER | | AGE GROUP | | | EDUCATION | | | INC | OME | |
|---|-------|-----------|---------|-----------|-----------|---------|---------|-------|--------|----------|-----------|------|------|-----------|------------|---------|--------------|-------------------|---------|
| | | | | | | | | | | | | | | | | | | | |
| | TOTAL | вс | AB | SK/MB | ON | QC | ATL | Male | Female | 18-34 | 35-54 | 55+ | HS< | Post Sec | Univ. | <\$25K | \$25K-<\$60K | \$60K- <\$100K | \$100K- |
| | | A | В | С | D | E | F | G | Н | I | J | К | L | М | N | 0 | Р | 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 |
| | 42 | 2 | 5 | 0 | 18 | 13 | 3 | 19 | 23 | 15 | 15 | 12 | 21 | 11 | 10 | 8 | 10 | 15 | 9 |
| [10] Agree Strongly | 4% | 2% | 4% | - | 4% | 6% | 4% | 4% | 4% | 5% | 3% | 4% | 4% | 3% | 5% | 5% | 3% | 5% | 3% |
| | | | | | | | | | | | | | | | | | | | |
| | 48 | 6 | 9 | 3 | 20 | 7 | 2 | 20 | 28 | 20 | 11 | 18 | 20 | 20 | 8 | 6 | 19 | 11 | 12 |
| [9] | 5% | 5% | 6% | 4% | 5% | 3% | 3% | 4% | 5% | 7% | 3% | 6% | 4% | 6% | 4% | 4% | 6% | 4% | 4% |
| | | | | | | | | | | J | | J | | | | | | | |
| | 163 | 22 | 20 | 11 | 65 | 28 | 18 | 78 | 85 | 43 | 66 | 54 | 72 | 45 | 43 | 17 | 51 | 51 | 45 |
| [8] | 16% | 19% | 14% | 15% | 16% | 12% | 25% | 16% | 16% | 15% | 16% | 17% | 15% | 13% | 22% | 11% | 15% | 18% | 17% |
| | | | | | | | E | | | | | | | | LM | | | | |
| - | 185 | 21 | 18 | 20 | 77 | 40 | 10 | 83 | 102 | 57 | 76 | 51 | 77 | 69 | 38 | 24 | 57 | 45 | 58 |
| [7] | 18% | 18% | 13% | 27% | 19% | 17% | 15% | 17% | 19% | 20% | 18% | 16% | 16% | 20% | 20% | 17% | 17% | 16% | 22% |
| | | | | B | | | | | | | | | | | | | | | + |
| (6) | 150 | 20 | 25 | 13 | 59 | 26 | 7 | 73 | 77 | 32 | 69 | 49 | 66 | 57 | 26 | 21 | 46 | 46 | 37 |
| [6] | 15% | 18% | 18% | 19% | 15% | 11% | 9% | 15% | 14% | 11% | 16% | 15% | 14% | 16% | 13% | 15% | 14% | 16% | 14% |
| | 000 | 20 | 24 | 11 | 70 | 75 | 11 | 400 | 400 | 70 | 00 | 62 | 440 | 70 | 40 | 05 | | 62 | - F0 |
| TEL NU CONTRACTOR OF THE OWNER | 228 | 20 | 31 | 11 | 78 | 75 | 14 | 108 | 120 | 73 | 93 | 63 | 110 | 73 | 40 | 35 | 80 | 63 | 50 |
| [5] Neither agree nor disagree | 22% | 18% | 22% | 15% | 20% | 32% | 19% | 22% | 22% | 25% | 22% | 20% | 23% | 21% | 21% | 24% | 24% | 22% | 19% |
| | 70 | | | | | ACDF | | 05 | | 10 | | 07 | | 07 | 10 | 10 | | 40 | |
| 14 | 79 | 9 | 11 | 4 | 34 | 17 | 4 | 35 | 44 | 16 | 36 | 27 | 41 | 27 | 10 | 10 | 26 | 19 | 24 |
| [4] | 8% | 8% | 8% | 6% | 9% | 7% | 5% | 7% | 8% | 6% | 9% | 8% | 9% | 8% | 5% | 7% | 8% | 7% | 9% |
| | 37 | 4 | 5 | 1 | 13 | 9 | 5 | 21 | 16 | 15 | 12 | 10 | 14 | 15 | 8 | 0 | 0 | 13 | 6 |
| [3] | 4% | 4% | 4% | 1% | 3% | 9 4% | 5 7% | 4% | 3% | 15 5% | 3% | 3% | 3% | 4% | 4% | 9 6% | 9 3% | 5% | 2% |
| [5] | 4 % | 470 | 4% | 1 70 | 3% | 4% | 1 70 | 470 | 3% | 3% | 3% | 3% | 3% | 470 | 470 | PR | 376 | 3% | 270 |
| | 39 | 4 | 4 | 3 | 13 | 10 | 5 | 22 | 17 | 7 | 16 | 15 | 16 | 16 | 6 | 5 | 11 | 10 | 12 |
| [2] | 4% | 3% | 2% | 5% | 3% | 4% | 7% | 4% | 3% | 3% | 4% | 5% | 3% | 5% | 3% | 4% | 3% | 3% | 4% |
| [2] | 470 | 578 | 2 /0 | 578 | 578 | 478 | 1 78 | 4 /6 | 576 | 578 | 470 | 578 | 578 | 578 | 378 | 470 | 578 | 378 | 4 /0 |
| | 26 | 0 | 11 | 1 | 6 | 6 | 2 | 14 | 13 | 5 | 14 | 8 | 17 | 6 | 3 | 4 | 10 | 6 | 6 |
| [1] | 3% | - | 8% | 1% | 2% | 2% | 3% | 3% | 2% | 2% | 3% | 2% | 4% | 2% | 2% | 3% | 3% | 2% | 2% |
| 1.1 | 0.0 | | ADE | 170 | 270 | 270 | 070 | 0,0 | 270 | 270 | 070 | 270 | 170 | 270 | 270 | 0,0 | 0,0 | 270 | 270 |
| | 31 | 5 | 2 | 5 | 14 | 4 | 1 | 19 | 11 | 3 | 15 | 13 | 18 | 11 | 2 | 4 | 10 | 8 | 9 |
| [0] Disagree Strongly | 3% | 4% | 1% | 7% | 4% | 2% | 2% | 4% | 2% | 1% | 3% | 4% | 4% | 3% | 1% | 3% | 3% | 3% | 3% |
| | | | | E | | | | | | | 1 | 1 | | | | | | | |
| SUMMARY | | | | | | | | | | | | | | | | | | | |
| | 42 | 2 | 5 | 0 | 18 | 13 | 3 | 19 | 23 | 15 | 15 | 12 | 21 | 11 | 10 | 8 | 10 | 15 | 9 |
| Agree Strongly [Rated 10] | 42 | 2% | 5 4% | - | 4% | 6% | 3 | 4% | 4% | 5% | 3% | 4% | 4% | 3% | 5% | 5% | 3% | 5% | 3% |
| ngree errorigiy [nated ro] | 470 | ∠70 | 470 | | 470 | 070 | 470 | 470 | 470 | 576 | 3% | 470 | 470 | 3% | 576 | 376 | 376 | 576 | 3% |
| | 396 | 48 | 47 | 34 | 162 | 75 | 30 | 181 | 215 | 121 | 153 | 123 | 169 | 135 | 90 | 47 | 127 | 107 | 115 |
| Agree [Rated 7,8,9] | 39% | 43% | 33% | 47% | 41% | 32% | 43% | 37% | 40% | 42% | 36% | 39% | 36% | 39% | 46% | 33% | 39% | 37% | 43% |
| g [| | 43 % E | 0070 | 4778 E | 41/8 E | 02.70 | 4070 | 57.70 | 4070 | 72 /0 | 0070 | 0070 | 0070 | 0070 | L | 0070 | 0070 | 0170 | -578 |
| | 457 | 48 | 67 | 28 | 171 | 118 | 24 | 217 | 240 | 121 | 197 | 138 | 217 | 156 | 76 | 66 | 152 | 127 | 111 |
| Neither [Rated 4,5,6] | 44% | 43% | 47% | 39% | 43% | 50% | 34% | 44% | 45% | 42% | 47% | 43% | 46% | 45% | 39% | 46% | 46% | 44% | 41% |
| | | | | | | F | | 1 | | | | | | | | 1 | | | 1.10 |
| | 101 | 8 | 20 | 5 | 32 | 25 | 12 | 56 | 45 | 28 | 41 | 32 | 47 | 37 | 17 | 19 | 30 | 30 | 23 |
| Disagree [Rated 1,2,3] | 10% | 7% | 14% | 7% | 8% | 10% | 17% | 11% | 8% | 10% | 10% | 10% | 10% | 11% | 9% | 13% | 9% | 10% | 9% |
| | | | | | | | AD | | | | | | | | | | | | 1 |
| | 31 | 5 | 2 | 5 | 14 | 4 | 1 | 19 | 11 | 3 | 15 | 13 | 18 | 11 | 2 | 4 | 10 | 8 | 9 |
| Disagree Strongly [Rated 0] | 3% | 4% | 1% | 7% | 4% | 2% | 2% | 4% | 2% | 1% | 3% | 4% | 4% | 3% | 1% | 3% | 3% | 3% | 3% |
| | | | | E | | | | | | | 1 | 1 | | | | | | | |
| STATISTICS (0= Disagree Strongly 10= Ag | ree | | | | | | | | | | | | | | | | | | |
| Strongly) | | | | | | | | | | | | | | | | | | | |
| | 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 |
| Mean | 0.00 | J.90 | 5.09 | 5.11 | 5.91 | 5.75 | 0.00 | J.12 | 0.99 | 0.14 | 5.71 | 5.01 | 5.13 | 5.01 | 6.26 LM | 3.12 | 3.02 | 5.85 | 5.92 |

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?

| | | | | REC | GION | | | GE | NDER | | AGE GROUP | | | EDUCATION | | | INCO | ME | |
|--|-----------------|---------|---------|---------|-----------|---------|------|-----------|----------|---------|-----------|-----------|----------|-----------|-------|---------|--------------|----------|----------|
| | | | | | | | | | | | | | | | | | | \$60K- | |
| | TOTAL | BC | AB | SK/MB | ON | QC | ATL | Male | Female | 18-34 | 35-54 | 55+ | HS< | Post Sec | Univ. | <\$25K | \$25K-<\$60K | <\$100K | \$100K+ |
| | | A | В | С | D | E | F | G | Н | | J | к | L | М | N | 0 | Р | 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 | 139 | 142 | 71 | 397 | 219 | 71 | 402 | 534 | 288 | 443 | 318 | 419 | 392 | 195 | 139 | 329 | 288 | 240 |
| Holginou Buoo | 14 | 2 | 1 | 0 | 7 | 3 | 1 | 9 | 5 | 6 | 3 | 5 | 5 | 6 | 3 | 3 | 4 | 4 | 3 |
| [10] Agree Strongly | 1% | 2% | 1% | - | 2% | 1% | 2% | 2% | 1% | 2% | 1% | 2% | 1% | 2% | 2% | 2% | 1% | 1% | 1% |
| [roj rigico ottorigi) | 170 | 270 | 170 | | 270 | 170 | 270 | 2.70 | 170 | 270 | 170 | 270 | 170 | 270 | 270 | 270 | 170 | 170 | 170 |
| | 13 | 1 | 1 | 0 | 8 | 3 | 0 | 9 | 4 | 2 | 5 | 7 | 8 | 4 | 2 | 4 | 3 | 4 | 2 |
| [9] | 1% | 1% | 1% | - | 2% | 1% | - | 2% | 1% | 1% | 1% | 2% | 2% | 1% | 1% | 3% | 1% | 2% | 1% |
| | | | | | | | | | | | | | | | | | | | |
| | 26 | 4 | 6 | 2 | 8 | 2 | 2 | 14 | 12 | 9 | 11 | 6 | 17 | 4 | 5 | 5 | 5 | 8 | 7 |
| [8] | 2% | 4% | 4% | 3% | 2% | 1% | 3% | 3% | 2% | 3% | 3% | 2% | 4% | 1% | 3% | 4% | 2% | 3% | 3% |
| | | | | | | | | 17 | | - | 10 | 10 | M | | - | | 10 | | <u> </u> |
| [7] | <u>31</u> 3% | 3 3% | 5 4% | 3 4% | 17 4% | 3 1% | 0 | 17 3% | 14 3% | 9 3% | 10 2% | 12 4% | 13 3% | 11 3% | 7 4% | 1 1% | 12 4% | 11 4% | 7 3% |
| [7] | 3% | 370 | +70 | +70 | + 70 | 170 | - | J70 | 376 | J70 | 270 | +70 | 370 | 376 | +70 | 170 | 470 | + 70 | 370 |
| | 46 | 4 | 7 | 3 | 23 | 4 | 4 | 27 | 19 | 11 | 23 | 12 | 17 | 16 | 12 | 5 | 12 | 12 | 18 |
| [6] | 4% | 4% | 5% | 4% | 6% | 2% | 6% | 5% | 4% | 4% | 5% | 4% | 4% | 5% | 6% | 3% | 4% | 4% | 7% |
| | | | | | E | | | | | | | | | | | | | | |
| | 173 | 13 | 20 | 11 | 67 | 55 | 7 | 93 | 80 | 59 | 74 | 41 | 91 | 55 | 24 | 30 | 62 | 46 | 36 |
| [5] Neither agree nor disagree | 17% | 12% | 14% | 16% | 17% | 24% | 10% | 19% | 15% | 20% | 17% | 13% | 19% | 16% | 12% | 21% | 19% | 16% | 14% |
| | | | | | | ABDF | | | | К | | | N | | | | | | <u> </u> |
| | 95 | 16 | 12 | 6 | 37 | 15 | 9 | 42 | 53 | 24 | 42 | 29 | 41 | 34 | 19 | 14 | 33 | 22 | 26 |
| [4] | 9% | 15% | 8% | 8% | 9% | 6% | 13% | 9% | 10% | 8% | 10% | 9% | 9% | 10% | 10% | 10% | 10% | 8% | 10% |
| | 139 | E 18 | 22 | 13 | 56 | 20 | 11 | 77 | 62 | 41 | 45 | 53 | 62 | 52 | 25 | 19 | 44 | 36 | 41 |
| [3] | 139 | 18 | 15% | 13 | 14% | 9% | 15% | 16% | 12% | 14% | 45 | 17% | 13% | 15% | 13% | 13% | 13% | 12% | 15% |
| [5] | 1470 | E | 1378 | E | 1478 | 378 | 1378 | 1078 | 12 /0 | 1470 | 1178 | .1 | 1376 | 1378 | 1378 | 1376 | 1378 | 1270 | 1378 |
| | 144 | 15 | 25 | 9 | 51 | 33 | 11 | 61 | 83 | 38 | 54 | 51 | 58 | 51 | 34 | 14 | 45 | 50 | 34 |
| [2] | 14% | 13% | 17% | 13% | 13% | 14% | 15% | 12% | 15% | 13% | 13% | 16% | 12% | 15% | 17% | 10% | 14% | 18% | 13% |
| | | | | | | | | | | | | | | | | | | 0 | |
| | 112 | 13 | 15 | 10 | 34 | 34 | 5 | 58 | 54 | 23 | 52 | 36 | 48 | 38 | 24 | 14 | 37 | 30 | 31 |
| [1] | 11% | 12% | 10% | 14% | 9% | 15% | 7% | 12% | 10% | 8% | 12% | 11% | 10% | 11% | 12% | 10% | 11% | 10% | 12% |
| | | | | | | D | | | | | | | | | | | | | |
| (0) Disease Otras alu | 234 | 22 | 28 | 13 | 90 | 60 | 21 | 86 | 148 | 66 | 102 | 67 | 114 | 77 | 41 | 35 | 74 | 64 | 62 |
| [0] Disagree Strongly | 23% | 20% | 19% | 19% | 23% | 26% | 29% | 17% | 28% G | 23% | 24% | 21% | 24% | 22% | 21% | 24% | 22% | 22% | 23% |
| SUMMARY | | | | | | | | | Ű | | | | | | | | | | |
| SUMMART | | | | | _ | | | - | | - | | | - | | | | | | |
| Agros Strongly (Bated 10) | 14 1% | 2 2% | 1 | 0 | 7 2% | 3 1% | 1 2% | 9 2% | 5 | 6 2% | 3 | 5 2% | 5 1% | 6 2% | 3 2% | 3 2% | 4 | 4 | 3 |
| Agree Strongly [Rated 10] | 1% | 2% | 1% | - | 2% | 1% | 2% | 2% | 1% | 2% | 1% | 2% | 1% | 2% | 2% | 2% | 1% | 1% | 1% |
| | 69 | 8 | 13 | 5 | 32 | 9 | 2 | 40 | 30 | 19 | 26 | 24 | 37 | 19 | 13 | 10 | 20 | 24 | 16 |
| Agree [Rated 7,8,9] | 7% | 7% | 9% | 7% | 8% | 4% | 3% | 8% | 6% | 7% | 6% | 8% | 8% | 5% | 7% | 7% | 6% | 8% | 6% |
| 5 | | | | | E | | | | | | | | | | | | | | |
| | 314 | 34 | 39 | 20 | 127 | 74 | 20 | 162 | 152 | 93 | 139 | 83 | 149 | 106 | 55 | 48 | 106 | 80 | 80 |
| Neither [Rated 4,5,6] | 31% | 30% | 28% | 28% | 32% | 32% | 29% | 33% | 28% | 32% | 33% | 26% | 32% | 30% | 28% | 34% | 32% | 28% | 30% |
| | | | | | | | | | | | К | | | | | | | | |
| Disease (Deted 4.0.2) | 395 | 46 | 62 | 33 | 141 | 88 | 26 | 195 | 199 | 103 | 152 | 140 | 168 | 141 | 82 | 47 | 125 | 116 | 106 |
| Disagree [Rated 1,2,3] | 38% | 41% | 43% | 46% | 35% | 37% | 37% | 40% | 37% | 36% | 36% | 44% IJ | 36% | 41% | 42% | 33% | 38% | 40% | 40% |
| | 234 | 22 | 28 | 13 | 90 | 60 | 21 | 86 | 148 | 66 | 102 | IJ 67 | 114 | 77 | 41 | 35 | 74 | 64 | 62 |
| Disagree Strongly [Rated 0] | 234 | 22 | 19% | 19% | 23% | 26% | 29% | 17% | 28% | 23% | 24% | 21% | 24% | 22% | 21% | 24% | 22% | 22% | 23% |
| g.oo orongiy [natod o] | 2370 | 2070 | 1370 | 1370 | 2070 | 2070 | 2370 | 17.70 | 28% G | 2070 | 2.47/0 | 21/0 | 247/0 | 22/0 | 21/0 | 24 /0 | 22/0 | 22/0 | 2.3 /0 |
| STATISTICS (0= Disagree Strongly 10= Agr | ree | | | | | | | | Ŭ Ŭ | | | | | | | | | | |
| Strongly) | | | | | | | | | | | | | | | | | | | |
| | 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 |
| Mean | 2.04 | 2.00 | 0.02 | 2.00 | 5.15 E | 2.00 | 2.0 | 3.27 H | 2.04 | 0.00 | 2.00 | 2.72 | 2.00 | 2.0 | 2.01 | 0.12 | 2.01 | 2.00 | 2.00 |

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?

| | | | | REC | SION | | | GEN | IDER | | AGE GROUP | | | EDUCATION | | | INC | OME | |
|--|------------|-----------|-----------|-----------|------------|------------|-----------|------------|------------|------------|------------|------------|------------|------------|-----------|-----------|--------------|------------|------------|
| | | | | | | | | | | | | | | | | | | \$60K- | |
| | TOTAL | BC | AB | SK/MB | ON | QC | ATL | Male | Female | 18-34 | 35-54 | 55+ | HS< | Post Sec | Univ. | <\$25K | \$25K-<\$60K | <\$100K | \$100K+ |
| | | A | В | С | D | E | F | G | н | I | J | К | L | М | N | 0 | Р | 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 | 139 | 142 | 71 | 397 | 219 | 71 | 402 | 534 | 288 | 443 | 318 | 419 | 392 | 195 | 139 | 305 | 288 | 240 |
| Weighted Dase | 43 | | | | 19 | 14 | | | | | | | | | 7 | 9 | | | 11 |
| [10] Agroe Strengly | 43 | 2 2% | 5 4% | 1 | 5% | 6% | 2 3% | 18 4% | 24 5% | 20 7% | 11 3% | 12 4% | 23 5% | 12 3% | 4% | 9 6% | 9 3% | 14 5% | 4% |
| [10] Agree Strongly | 4% | 270 | 4% | 1 70 | 5% | 0% | 3% | 470 | 5% | 7% J | 3% | 470 | 3% | 3% | 470 | 0% | 3% | 3% | 4 70 |
| | 53 | 6 | 9 | 3 | 24 | 8 | 4 | 28 | 26 | 20 | 15 | 19 | 20 | 13 | 18 | 4 | 24 | 15 | 10 |
| [9] | 5% | 5% | 6% | 4% | 6% | 3% | 5% | 6% | 5% | 7% | 3% | 6% | 4% | 4% | 9% | 3% | 7% | 5% | 4% |
| | | | | | | | | | | J | | | | | LM | | | | |
| | 137 | 20 | 10 | 12 | 56 | 27 | 12 | 64 | 73 | 37 | 56 | 44 | 63 | 40 | 34 | 14 | 35 | 46 | 42 |
| [8] | 13% | 18% | 7% | 17% | 14% | 12% | 16% | 13% | 14% | 13% | 13% | 14% | 13% | 11% | 17% | 10% | 11% | 16% | 16% |
| | | В | | В | В | | | | | | | | | | М | | | | |
| | 184 | 24 | 21 | 15 | 73 | 39 | 12 | 83 | 101 | 54 | 78 | 52 | 64 | 67 | 51 | 25 | 56 | 40 | 63 |
| [7] | 18% | 21% | 14% | 22% | 18% | 17% | 17% | 17% | 19% | 19% | 19% | 16% | 14% | 19% | 26% | 18% | 17% | 14% | 23% |
| | 148 | 18 | 29 | 10 | 56 | 29 | 6 | 72 | 76 | 34 | 68 | 46 | 67 | L 59 | 20 | 14 | 53 | 43 | Q 38 |
| [6] | 148 | 16% | 29 | 14% | 14% | 12% | 8% | 15% | 14% | 12% | 16% | 46 | 14% | 59 17% | 10% | 14 | 53 16% | 43 | 38 |
| 101 | 1470 | 1070 | 20% | 1470 | 1 44 /0 | 12 /0 | 0 /0 | 1370 | 14 /0 | 12/0 | 1070 | 14 /0 | 144 /0 | N | 1070 | 1070 | 1070 | 1370 | 1470 |
| | 273 | 23 | 45 | 15 | 93 | 79 | 18 | 129 | 144 | 84 | 109 | 80 | 149 | 87 | 33 | 49 | 90 | 80 | 53 |
| [5] Neither agree nor disagree | 27% | 21% | 31% | 21% | 24% | 34% | 25% | 26% | 27% | 29% | 26% | 25% | 31% | 25% | 17% | 34% | 27% | 28% | 20% |
| | | | | ,, | | ACD | | | | | | | MN | N | ,. | R | R | R | |
| | 69 | 8 | 5 | 4 | 29 | 14 | 9 | 29 | 40 | 21 | 30 | 19 | 27 | 30 | 12 | 12 | 18 | 20 | 20 |
| [4] | 7% | 7% | 4% | 5% | 7% | 6% | 13% | 6% | 7% | 7% | 7% | 6% | 6% | 8% | 6% | 9% | 5% | 7% | 7% |
| | | | | | | | В | | | | | | | | | | | | |
| | 47 | 5 | 5 | 3 | 18 | 15 | 1 | 27 | 20 | 9 | 20 | 18 | 23 | 13 | 11 | 6 | 16 | 13 | 12 |
| [3] | 5% | 5% | 4% | 4% | 5% | 6% | 1% | 5% | 4% | 3% | 5% | 6% | 5% | 4% | 6% | 4% | 5% | 5% | 5% |
| | | | | | 40 | | | 10 | 10 | | | 10 | | | | | 10 | | |
| [2] | 29 3% | 3 3% | 8 5% | 1 2% | 12 3% | 3 1% | 3 4% | 13 3% | 16 3% | 3 1% | 14 3% | 13 4% | 14 3% | 11 3% | 5 3% | 4 3% | 12 4% | 6 2% | 8 3% |
| [2] | 578 | 578 | 578 | 2 /0 | 578 | 1 78 | 4 /0 | 578 | 578 | 178 | 378 | 478 | 378 | 576 | 578 | 578 | 470 | 2 /0 | 378 |
| | 26 | 2 | 4 | 5 | 9 | 5 | 2 | 19 | 7 | 3 | 10 | 13 | 14 | 10 | 1 | 5 | 10 | 5 | 6 |
| [1] | 3% | 2% | 3% | 6% | 2% | 2% | 3% | 4% | 1% | 1% | 2% | 4% | 3% | 3% | 1% | 3% | 3% | 2% | 2% |
| | | | | | | | | н | | | | I | | | | | | | |
| | 17 | 2 | 3 | 2 | 7 | 1 | 3 | 11 | 6 | 3 | 10 | 4 | 9 | 6 | 2 | 1 | 5 | 6 | 5 |
| [0] Disagree Strongly | 2% | 2% | 2% | 3% | 2% | 0 | 4% | 2% | 1% | 1% | 2% | 1% | 2% | 2% | 1% | 1% | 2% | 2% | 2% |
| | | | | E | | | E | | | | | | | | | | | | |
| SUMMARY | | | | | | | | | | | | | | | | | | | |
| | 43 | 2 | 5 | 1 | 19 | 14 | 2 | 18 | 24 | 20 | 11 | 12 | 23 | 12 | 7 | 9 | 9 | 14 | 11 |
| Agree Strongly [Rated 10] | 4% | 2% | 4% | 1% | 5% | 6% | 3% | 4% | 5% | 7% | 3% | 4% | 5% | 3% | 4% | 6% | 3% | 5% | 4% |
| | | | | | | | | | | J | | | | 1 | | | | | <u> </u> |
| | 374 | 49 | 39 | 31 | 153 | 73 | 28 | 174 | 200 | 111 | 148 | 115 | 147 | 120 | 103 | 44 | 115 | 101 | 114 |
| Agree [Rated 7,8,9] | 36% | 44% | 28% | 43% | 39% | 31% | 39% | 35% | 37% | 38% | 35% | 36% | 31% | 34% | 53% | 30% | 35% | 35% | 43% |
| | 400 | BE | 70 | B 20 | B | 100 | | 220 | 200 | 100 | 207 | 1.4.4 | 240 | 170 | LM | 70 | 104 | 140 | 0 |
| Neither [Rated 4,5,6] | 490 48% | 49 43% | 78 55% | 29 40% | 179 45% | 123 52% | 33 46% | 230 47% | 260 49% | 139 48% | 207 49% | 144 45% | 242 51% | 176 51% | 65 33% | 76 53% | 161 49% | 142 49% | 111 41% |
| Holaror [Italeu 4,0,0] | 40 % | 4J70 | JJ76 | 4U 70 | +370 | JZ 70 | 4070 | ·+1 70 | 4370 | 4070 | 4370 | 4J70 | 51% N | 51% N | 5376 | 53% R | 43% | 4370 | 4170 |
| | 103 | 10 | 17 | 9 | 39 | 23 | 5 | 59 | 44 | 15 | 44 | 44 | 51 | 34 | 18 | 14 | 39 | 24 | 26 |
| Disagree [Rated 1,2,3] | 10% | 9% | 12% | 12% | 10% | 10% | 8% | 12% | 8% | 5% | 11% | 14% | 11% | 10% | 9% | 10% | 12% | 8% | 10% |
| - | | | | | | | 1 | | | | I | 1 | | | | | | | 1 |
| | 17 | 2 | 3 | 2 | 7 | 1 | 3 | 11 | 6 | 3 | 10 | 4 | 9 | 6 | 2 | 1 | 5 | 6 | 5 |
| Disagree Strongly [Rated 0] | 2% | 2% | 2% | 3% | 2% | 0 | 4% | 2% | 1% | 1% | 2% | 1% | 2% | 2% | 1% | 1% | 2% | 2% | 2% |
| | | | | E | | | E | | | | | | | | | | | | |
| STATISTICS (0= Disagree Strongly 10= Ag | jree | | | | | | | | | | | | | | | | | | |
| 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 |
| NGCIII | | | | | | | | | | JK | | | | | LM | | 1 | | |

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?

| TOTAL Base: All Respondents Unweighted Base 1027 Weighted Base 1027 [10] Agree Strongly 47 [10] Agree Strongly 5% [9] 37 [9] 102 [8] 102 [7] 158 [7] 158 [7] 158 [6] 15% [7] 158 [7] 158 [7] 158 [7] 158 [7] 158 [7] 158 [7] 154 [6] 15% [7] 290 [3] 290 [4] 92 [3] 9% [3] 20 [2] 30 [3] 30 [3] 30 [3] 30 [3] 30 [3] 30 [3] 30 | BC A 139 112 2 2% 3 3% 12 11% 18 16% 21 19% E 28 25% 25% | AB B 107 142 11 8% F 1 1% 1% 13 9% 23 16% 19 13% 43 30% | SK/MB C 69 71 4 6% F 3 5% 7 10% 18 23% 8 12% 17 | ON D 424 397 17 4% 17 4% E 62 16% 73 18% | CC E 219 234 12 5% 7 3% 7 3% 7 3% 7 3% 3% 23 | ATL F 69 71 0 - 5 8% B 10 10 14% E 8 8 11% | Mate G 482 493 24 5% | DER Female H 545 534 23 4% 17 3% 4% 47 9% | 18-34 1 286 288 17 6% J 12 4% 33 11% | AGE GROUP 35-54 J 443 421 11 11 3% - - - - - - - - - - - - - - - - - - | 55+ K 298 318 19 6% J 16 5% | HS< L 419 472 26 5% | EDUCATION Post Sec M 392 349 14 4% 11 3% | Univ. N 203 195 7 3% 7 4% | <\$25K O 139 144 5 4% 9 6% QR | INCC \$25K-<\$60K P 365 329 12 4% 18 6% | \$60K- <\$100K Q 277 288 16 6% 6 2% | \$100K+ R 246 267 13 5% 4 4 |
|--|--|--|---|--|---|---|---|--|--|---|---|--|--|--|---|---|---|--|
| Base: All Respondents Unweighted Base 1027 Weighted Base 1027 [10] Agree Strongly 47 [9] 37 [9] 102 [8] 102 [7] 102 [8] 102 [7] 158 [7] 158 [6] 155% [7] 154 [6] 155% [7] 66 [6] 9% [6] 9% [7] 290 [8] 30 [9] 30 [10] 20 [11] 20 [12] 30 [13] 30% [14] 20 [15] 30% [16] 30% [17] 30 [18] 30% [19] 30% [11] 30 [12] 30 [13] 30% | A 139 112 2 2% | B 107 142 11 8% F 1 1% 1% 23 23 16% 19 13% 43 | C 69 71 4 6% F 3 5% 7 10% 16 23% 8 12% | D 424 397 17 4% 4% 4% 4% 12% E 62 16% 73 18% | E 219 234 12 5% 7 3% 13 6% 6% 31 13% | F 69 71 0 - 5 8% B 10 10 14% E 8 | G 482 493 24 5% 20 4% 55 11% 75 | H 545 534 23 4% 17 3% 47 | I 286 288 17 6% J 12 4% 33 | J 443 421 11 3% 10 2% 36 | K 298 318 19 6% J 16 5% | L 419 472 26 5% 19 | M 392 349 14 4% | N 203 195 7 3% 7 | O 139 144 5 4% 9 6% | P 365 329 12 4% 18 6% | <\$100K Q 2777 288 16 6% 6 | R 246 267 13 5% 4 |
| Base: All Respondents Unweighted Base 1027 Weighted Base 1027 [10] Agree Strongly 47 [9] 37 [9] 102 [8] 1027 [7] 158 [7] 158 [6] 158 [7] 154 [6] 155% [7] 154 [6] 155% [7] 66 [6] 9% [6] 30 [7] 290 [8] 30 [9] 33% [10] 20 [11] 20 [12] 30 [13] 30% [14] 30 [15] 153 [16] 30 [17] 30 [18] 30 [19] 30 [11] 30 [12] 30 [13] 30 < | A 139 112 2 2% | B 107 142 11 8% F 1 1% 1% 23 23 16% 19 13% 43 | C 69 71 4 6% F 3 5% 7 10% 16 23% 8 12% | D 424 397 17 4% 4% 4% 4% 12% E 62 16% 73 18% | E 219 234 12 5% 7 3% 13 6% 6% 31 13% | F 69 71 0 - 5 8% B 10 10 14% E 8 | G 482 493 24 5% 20 4% 55 11% 75 | H 545 534 23 4% 17 3% 47 | I 286 288 17 6% J 12 4% 33 | J 443 421 11 3% 10 2% 36 | K 298 318 19 6% J 16 5% | L 419 472 26 5% 19 | M 392 349 14 4% | N 203 195 7 3% 7 | O 139 144 5 4% 9 6% | P 365 329 12 4% 18 6% | Q 277 288 16 6% | R 246 267 13 5% 4 |
| Unweighted Base 1027 Weighted Base 1027 (10] Agree Strongly 47 [9] 37 [9] 47 [8] 102 [8] 102 [8] 102 [8] 102 [9] 237 [6] 108 109 109 109 109 109 109 109 109 | 112 2 2% 3 3 3% 12 11% 18 16% 21 21 29 E 28 25% | 142 11 8% F 1 1% 23 16% 23 16% 19 13% 43 | 71 4 6% F 3 5% 7 10% 16 23% 8 12% | 397 17 4% 17 4% 46 12% E 62 16% 73 18% | 234 12 5% 7 3% 13 6% 31 13% | 71 0 5 8% B 10 14% E 8 | 482 493 24 5% 20 4% 55 55 11% 75 | 545 534 23 4% 17 3% 47 | 288 17 6% J 12 4% 33 | 421 11 3% 10 2% 36 | 318 19 6% J 16 5% | 419 472 26 5% 19 | 349 14 4% 11 | 195 7 3% 7 | 144 5 4% 9 6% | 329 12 4% 18 6% | 288 16 6% | 267 13 5% 4 |
| Weighted Base 1027 [10] Agree Strongly 47 [10] Agree Strongly 37 [9] 4% [8] 102 [7] 108 [7] 158 [6] 154 [5] Neither agree nor disagree 290 [4] 9% [7] 66 [8] 37 [9] 9% [10] 290 [2] 30 [1] 20 [1] 30 [0] Disagree Strongly 30 SUMMARY 47 | 112 2 2% 3 3 3% 12 11% 18 16% 21 21 29 E 28 25% | 142 11 8% F 1 1% 23 16% 23 16% 19 13% 43 | 71 4 6% F 3 5% 7 10% 16 23% 8 12% | 397 17 4% 17 4% 46 12% E 62 16% 73 18% | 234 12 5% 7 3% 13 6% 31 13% | 71 0 5 8% B 10 14% E 8 | 493 24 5% 20 4% 55 11% 75 | 534 23 4% 17 3% 47 | 288 17 6% J 12 4% 33 | 421 11 3% 10 2% 36 | 318 19 6% J 16 5% | 472 26 5% 19 | 349 14 4% 11 | 195 7 3% 7 | 144 5 4% 9 6% | 329 12 4% 18 6% | 288 16 6% | 267 13 5% 4 |
| 47 5% 5% 37 4% 102 102 10% 158 158 158 158 15% 6 28% 28% 28% 28% 28% 28% 28% 28% 28% 28% 28% 28% 28% 28% 28% 28% 28% 290 28% 28% 28% 28% 290 28% 30 3% 7 30 3% 3% 3% 3% 3% 3% 3% 3% 3% 3% </td <td>2 2% 3 3% 12 11% 18 16% 21 19% E 28 25%</td> <td>11 8% F 1 1% 13 9% 23 16% - 19 13% 43</td> <td>4 6% F 3 5% 7 10% 16 23% 8 12%</td> <td>17 4% 17 4% 46 12% E 62 16% 73 18%</td> <td>12 5% 7 3% 13 6% 31 13%</td> <td>0 - 5 8% B 10 14% E 8</td> <td>24 5% 20 4% 55 11% 75</td> <td>23 4% 17 3% 47</td> <td>17 6% J 12 4% 33</td> <td>11 3% 10 2% 36</td> <td>19 6% J 16 5%</td> <td>26 5% 19</td> <td>14 4% 11</td> <td>7 3% 7</td> <td>5 4% 9 6%</td> <td>12 4% 18 6%</td> <td>16 6%</td> <td>13 5% 4</td> | 2 2% 3 3% 12 11% 18 16% 21 19% E 28 25% | 11 8% F 1 1% 13 9% 23 16% - 19 13% 43 | 4 6% F 3 5% 7 10% 16 23% 8 12% | 17 4% 17 4% 46 12% E 62 16% 73 18% | 12 5% 7 3% 13 6% 31 13% | 0 - 5 8% B 10 14% E 8 | 24 5% 20 4% 55 11% 75 | 23 4% 17 3% 47 | 17 6% J 12 4% 33 | 11 3% 10 2% 36 | 19 6% J 16 5% | 26 5% 19 | 14 4% 11 | 7 3% 7 | 5 4% 9 6% | 12 4% 18 6% | 16 6% | 13 5% 4 |
| [10] Agree Strongly 5% [9] 37 [9] 4% [8] 102 [7] 158 [7] 158 [7] 158 [6] 154 [7] 290 [6] 290 [6] 290 [7] 92 [4] 99 [3] 66 [6] 6% [1] 20 [2] 30 [3] 30 [1] 30 [2] 30 [1] 30 [2] 30 [3] 33% [1] 30 [2] 30 [3] 33% [3] 33% [3] 33% [3] 33% | 2% 3 3% 12 11% 18 16% 21 19% E 28 25% | 8% F 1 1% 9% 23 16% 19 19 13% 43 | 6% F 3 5% 7 10% 16 23% 8 12% | 4% 17 4% 46 12% E 62 16% 73 18% | 5% 7 3% 13 6% 31 13% | - 5 8% B 10 14% E 8 | 5% 20 4% 55 11% 75 | 4% 17 3% 47 | 6% J 12 4% 33 | 3% 10 2% 36 | 6% J 16 5% | 5% 19 | 4% 11 | 3% 7 | 4% 9 6% | 4% 18 6% | 6% 6 | 5% 4 |
| 37 [9] 37 [8] 102 [8] 10% [7] 158 [7] 158 [6] 154 [7] 154 [6] 28% 2 28% 2 28% 2 28% 2 28% 2 3% [3] 66 6% - [3] 3% [1] 20 [1] 20 [2] 30 [3] 3% [3] 3% [3] 3% [3] 3% [3] 3% [3] 3% [3] 3% [3] 3% [3] 3% [3] 3% [3] 3% [3] 3% [3] 3% [3] 3% [3] </td <td>3 3% 12 11% 18 16% 21 19% E 28 25%</td> <td>F 1 1% 13 9% 23 16% 19 13% 43</td> <td>F 3 5% 7 10% 16 23% 8 12%</td> <td>17 4% 46 12% E 62 16% 73 18%</td> <td>7 3% 13 6% 31 13%</td> <td>5 8% B 10 14% E 8</td> <td>20 4% 55 11% 75</td> <td>17 3% 47</td> <td>J 12 4% 33</td> <td>10 2% 36</td> <td>J 16 5%</td> <td>19</td> <td>11</td> <td>7</td> <td>9 6%</td> <td>18 6%</td> <td>6</td> <td>4</td> | 3 3% 12 11% 18 16% 21 19% E 28 25% | F 1 1% 13 9% 23 16% 19 13% 43 | F 3 5% 7 10% 16 23% 8 12% | 17 4% 46 12% E 62 16% 73 18% | 7 3% 13 6% 31 13% | 5 8% B 10 14% E 8 | 20 4% 55 11% 75 | 17 3% 47 | J 12 4% 33 | 10 2% 36 | J 16 5% | 19 | 11 | 7 | 9 6% | 18 6% | 6 | 4 |
| [9] 4% 102 10% 108 10% 109 10% 109 10% [7] 158 15% 15% [6] 154 [5] Neither agree nor disagree 290 [4] 9% [3] 9% [3] 66 [3] 66 [3] 30 [3] 30 [3] 30 [3] 30 [3] 30 [3] 30 [3] 30 [3] 30 [3] 30 [3] 30 [3] 30 [1] 20 [2] 30 [3] 3% [3] 3% [3] 3% [3] 3% [3] 3% | 3% 12 11% 18 16% 21 19% E 28 25% | 1 1% 13 9% 23 16% 19 13% 43 | 3 5% 7 10% 16 23% 8 12% | 4% 46 12% E 62 16% 73 18% | 3% 13 6% 31 13% | 8% B 10 14% E 8 | 4% 55 11% 75 | 3% 47 | 12 4% 33 | 2% 36 | 16 5% | | | | 6% | 6% | | |
| [9] 4% [8] 102 [10%] 10% [7] 158 [7] 15% [6] 15% [6] 15% [6] 290 [5] Neither agree nor disagree 290 [4] 9% [3] 66 [3] 66 [3] 30 [2] 30 [1] 20 [2] 30 [3] 3% [3] 3% [3] 3% [3] 3% [3] 3% [3] 3% [3] 3% [3] 3% [3] 3% [3] 3% [3] 3% [3] 3% [3] 3% [3] 3% [3] 3% [3] 3% [3] 3% [3] <td>3% 12 11% 18 16% 21 19% E 28 25%</td> <td>1% 13 9% 23 16% 19 13% 43</td> <td>5% 7 10% 16 23% 8 12%</td> <td>4% 46 12% E 62 16% 73 18%</td> <td>3% 13 6% 31 13%</td> <td>8% B 10 14% E 8</td> <td>4% 55 11% 75</td> <td>3% 47</td> <td>4% </td> <td>2% 36</td> <td>5%</td> <td></td> <td></td> <td></td> <td>6%</td> <td>6%</td> <td></td> <td></td> | 3% 12 11% 18 16% 21 19% E 28 25% | 1% 13 9% 23 16% 19 13% 43 | 5% 7 10% 16 23% 8 12% | 4% 46 12% E 62 16% 73 18% | 3% 13 6% 31 13% | 8% B 10 14% E 8 | 4% 55 11% 75 | 3% 47 | 4% | 2% 36 | 5% | | | | 6% | 6% | | |
| I 102 102 10% 102 10% 10% 10% [7] 158 15% 15% [6] 154 [6] 28% 28% 28% [6] 28% [7] 92 [4] 9% [3] 66 6% 6% [3] 30 [2] 30 [3] 30 [1] 20 [1] 30 [3] 3% [3] 3% [1] 30 [3] 3% [3] 3% [3] 3% [3] 3% [3] 3% [3] 3% [3] 3% [3] 3% [4] 5 | 12 11% 18 16% 21 19% E 28 25% | 13 9% 23 16% 19 13% 43 | 7 10% 16 23% 8 12% | 46 12% E 62 16% 73 18% | 13 6% 31 13% | B 10 14% E 8 | 55 11% 75 | 47 | 33 | 36 | | 4% | 3% | 4% | | | 2% | 2% |
| [8] 10% 158 15% [7] 154 [6] 15% [6] 290 [7] 290 [7] 290 [8] 92 [9] 9% [1] 66 [3] 66 [3] 30 [1] 20 [1] 20 [2] 30 [3] 30 [3] 30 [3] 30 [1] 30 [2] 30 [3] 30 [3] 30 [3] 30 [3] 30 [3] 30 [3] 30 [3] 30 [3] 30 [3] 30 [3] 30 [3] 30 [3] 30 [3] 30 [3] 30 | 11% 18 16% 21 19% E 28 25% | 9% 23 16% 19 13% 43 | 10% 16 23% 8 12% | 12% E 62 16% 73 18% | 6% 31 13% | 10 14% E 8 | 11% 75 | | | | | | | | | | | 2 /0 |
| [8] 10% 158 15% [7] 154 [6] 15% [6] 290 [7] 290 [6] 290 [7] 92 [8] 9% [9] 9% [1] 66 [2] 30 [1] 20 [1] 20 [2] 30 [3] 30 [3] 30 [3] 30 [1] 30 [2] 30 [3] 30 [3] 30 [1] 30 [2] 30 [3] 30 [3] 30 [3] 30 [3] 30 [4] 5 | 11% 18 16% 21 19% E 28 25% | 9% 23 16% 19 13% 43 | 10% 16 23% 8 12% | 12% E 62 16% 73 18% | 6% 31 13% | 14% E 8 | 11% 75 | | | | 1 | | | | | QR | | |
| [7] 158 [6] 154 [6] 154 [6] 280 [7] 280 [8] 280 [9] 28% [1] 92 [1] 66 6% 6% 7 30 [1] 20 [1] 20 [1] 30 [1] 30 [1] 30 [1] 30 [2] 30 [3] 3% [3] 3% [3] 3% [3] 3% [3] 3% [3] 3% [3] 3% [3] 3% [3] 3% [3] 3% [3] 3% [3] 3% [3] 3% [3] 3% [3] 3% [3] 3% [3] | 18 16% 21 19% E 28 25% | 23 16% 19 13% 43 | 16 23% 8 12% | E 62 16% 73 18% | 31 13% | E 8 | 75 | 9% | 11% | | 33 | 42 | 38 | 20 | 8 | 36 | 32 | 27 |
| [7] 15% [6] 154 [5] Neither agree nor disagree 290 [5] Neither agree nor disagree 28% [4] 9% [3] 66 [6% - [3] 66 [6% - [1] 3% [2] 3% [1] 2% [1] 3% [0] Disagree Strongly 3% SUMMARY 47 | 16% 21 19% E 28 25% | 16% 19 13% 43 | 23% 8 12% | 62 16% 73 18% | 13% | 8 | | | | 9% | 10% | 9% | 11% | 10% | 5% | 11% | 11% | 10% |
| [7] 15% [6] 154 [5] Neither agree nor disagree 290 [5] Neither agree nor disagree 28% [4] 9% [3] 66 [6% - [3] 66 [6% - [1] 3% [2] 3% [1] 2% [1] 3% [0] Disagree Strongly 3% SUMMARY 47 | 16% 21 19% E 28 25% | 16% 19 13% 43 | 23% 8 12% | 16% 73 18% | 13% | | | | 45 | | 50 | 50 | | | 10 | 10 | 10 | 45 |
| [6] 154 [6] 15% [5] Neither agree nor disagree 290 [4] 92 [4] 9% [3] 66 6% 6% [1] 20 [1] 20 [1] 30 [0] Disagree Strongly 33% SUMMARY 47 | 21 19% E 28 25% | 19 13% 43 | 8 12% | 73 18% | | 11% | 1 = 0/ | 83 15% | 45 16% | 62 15% | 50 16% | 58 12% | 64 18% | 33 17% | 19 13% | 49 15% | 46 16% | 45 17% |
| [6] 15% [5] Neither agree nor disagree 290 [6] 28% [7] 9% [8] 66 [6% - [1] 30 [2] 3% [1] 20 [1] 3% [0] Disagree Strongly 3% SUMMARY 47 | 19% E 28 25% | 13% 43 | 12% | 18% | 23 | 1 | 15% | 15% | 10% | 15% | 10% | 12% | 18% | 17% | 13% | 15% | 10% | 11% |
| [6] 15% [5] Neither agree nor disagree 290 [6] 28% [7] 9% [8] 66 [6% - [1] 30 [2] 3% [1] 20 [1] 3% [0] Disagree Strongly 3% SUMMARY 47 | 19% E 28 25% | 13% 43 | 12% | 18% | 23 | 9 | 69 | 85 | 39 | 75 | 40 | 78 | L 44 | 30 | 14 | 51 | 45 | 43 |
| [5] Neither agree nor disagree 290 [4] 92 [4] 9% [3] 66 [6] 6% [7] 30 [8] 3% [9] 3% [1] 20 [1] 3% [0] Disagree Strongly 3% SUMMARY 47 | E 28 25% | 43 | | | 10% | 13% | 14% | 16% | 39 14% | 18% | 13% | 16% | 13% | 30 | 14 | 16% | 45 16% | 43 |
| [5] Neither agree nor disagree 28% [4] 92 [3] 66 [3] 66 [2] 30 [1] 20 [1] 29% [0] Disagree Strongly 30% SUMMARY 47 | 28 25% | | 17 | E | 1070 | 1070 | 1470 | 1070 | 1470 | 1070 | 1070 | 1070 | 1070 | 1070 | 1070 | 1070 | 1070 | 1070 |
| [5] Neither agree nor disagree 28% [4] 92 [4] 9% [3] 66 [3] 66 [2] 30 [1] 20 [1] 2% [0] Disagree Strongly 3% SUMMARY 47 | 25% | | | 98 | 86 | 18 | 143 | 147 | 84 | 120 | 86 | 143 | 92 | 50 | 48 | 87 | 81 | 74 |
| [4] 92 [3] 66 [3] 30 [2] 30 [1] 20 [1] 2% [0] Disagree Strongly 30 SUMMARY 47 | | | 24% | 25% | 37% | 25% | 29% | 28% | 29% | 29% | 27% | 30% | 27% | 26% | 34% | 26% | 28% | 28% |
| [4] 9% [3] 66 6% [2] 30 [2] 30 [2] 20 [1] 20 [1] 20 2% | 12 | | ,, | | AD | | | | | | ,, | | | | | | | |
| [3] 66 6% 30 3% [2] 20 [1] 20 [1] 20 2% | | 12 | 7 | 34 | 19 | 8 | 41 | 51 | 22 | 40 | 31 | 41 | 32 | 20 | 17 | 27 | 22 | 27 |
| [3] 66 6% 30 3% [2] 20 [1] 20 [1] 20 2% | 11% | 8% | 10% | 9% | 8% | 12% | 8% | 10% | 8% | 10% | 10% | 9% | 9% | 10% | 12% | 8% | 7% | 10% |
| [3] 6% [2] 30 [2] 30 [1] 20 [1] 29% 30 29% 30 3% SUMMARY 47 | | | | | | | | | | | | | | | | | | |
| [2] 30 3% 20 [1] 20 [0] Disagree Strongly 30 3% SUMMARY 47 | 3 | 10 | 4 | 24 | 17 | 8 | 25 | 40 | 18 | 27 | 21 | 32 | 24 | 10 | 12 | 19 | 16 | 19 |
| [2] 3% [1] 20 [1] 2% [0] Disagree Strongly 3% SUMMARY 47 | 3% | 7% | 5% | 6% | 7% | 11% | 5% | 8% | 6% | 6% | 7% | 7% | 7% | 5% | 9% | 6% | 6% | 7% |
| [2] 3% [1] 20 [1] 2% [0] Disagree Strongly 3% SUMMARY 47 | | | | | | A | | | | | | | | | | | | |
| [1] 20 2% 2% 0 0 Disagree Strongly 30 3% 3% 3% 5UMMARY 47 | 4 | 6 | 1 | 7 | 12 | 1 | 16 | 14 | 6 | 13 | 11 | 10 | 13 | 8 | 2 | 11 | 11 | 6 |
| [1] 2% [0] Disagree Strongly 30 SUMMARY 47 | 4% | 4% | 1% | 2% | 5% | 1% | 3% | 3% | 2% | 3% | 3% | 2% | 4% | 4% | 2% | 3% | 4% | 2% |
| [1] 2% [0] Disagree Strongly 30 SUMMARY 47 | | | | | D | | | | | | - | | | | | | | |
| 30 [0] Disagree Strongly 3% SUMMARY 47 | 1 | 5 | 1 | 6 | 7 | 1 | 9 | 11 | 7 | 7 | 6 | 10 | 6 | 3 | 5 | 10 | 2 | 3 |
| [0] Disagree Strongly 3% SUMMARY 47 | 1% | 3% | 2% | 1% | 3% | 1% | 2% | 2% | 3% | 2% | 2% | 2% | 2% | 2% | 4% | 3% | 1% | 1% |
| [0] Disagree Strongly 3% SUMMARY 47 | 6 | 0 | 2 | 13 | 7 | 3 | 15 | 16 | 5 | 10 | 6 | 14 | 11 | 6 | Q 4 | Q 9 | 11 | 6 |
| SUMMARY 47 | 5% | - | 3% | 3% | 3% | 4% | 3% | 3% | 5 2% | 19 5% | 6 2% | 3% | 3% | 6 3% | 4 2% | 3% | 4% | 2% |
| 47 | 5% B | - | 578 | 378 | 578 | 4% B | 578 | 378 | 2 /0 | 5% | 2 /0 | 576 | 578 | 578 | 2 /0 | 578 | 478 | 2 /0 |
| 47 | | | | | | 5 | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | | | | |
| Agree Strongly [Rated 10] 5% | 2 | 11 | 4 | 17 | 12 | 0 | 24 | 23 | 17 | 11 | 19 | 26 | 14 | 7 | 5 | 12 | 16 | 13 |
| | 2% | 8% | 6% | 4% | 5% | - | 5% | 4% | 6% | 3% | 6% | 5% | 4% | 3% | 4% | 4% | 6% | 5% |
| 297 | 33 | F 37 | F 27 | 125 | 51 | 23 | 150 | 147 | J 90 | 108 | J 99 | 118 | 113 | 61 | 36 | 103 | 83 | 75 |
| Agree [Rated 7,8,9] 29% | 30% | 26% | 37% | 32% | 22% | 33% | 30% | 27% | 31% | 26% | 31% | 25% | 32% | 31% | 25% | 31% | 29% | 28% |
| Agree [Nated 7,0,9] 29% | 30% | 20% | 57% E | 52% E | 22.76 | 33% | 30% | 2176 | 31% | 20% | 31% | 23% | 32% | 31% | 23% | 31% | 29% | 20% |
| 537 | 62 | 74 | 32 | 206 | 128 | 35 | 254 | 283 | 145 | 235 | 157 | 262 | 168 | 100 | 80 | 165 | 148 | 144 |
| Neither [Rated 4,5,6] 52% | 55% | 52% | 45% | 52% | 55% | 50% | 51% | 53% | 50% | 56% | 49% | 55% | 48% | 51% | 55% | 50% | 51% | 54% |
| | | | | | | | | | | | | М | | | | | | |
| 116 | 9 | 21 | 6 | 36 | 35 | 10 | 51 | 66 | 31 | 47 | 38 | 52 | 42 | 22 | 20 | 39 | 29 | 28 |
| Disagree [Rated 1,2,3] 11% | 8% | 14% | 8% | 9% | 15% | 13% | 10% | 12% | 11% | 11% | 12% | 11% | 12% | 11% | 14% | 12% | 10% | 10% |
| | | | | | AD | | | | | | | | | | | | | |
| 30 | 6 | 0 | 2 | 13 | 7 | 3 | 15 | 16 | 5 | 19 | 6 | 14 | 11 | 6 | 4 | 9 | 11 | 6 |
| Disagree Strongly [Rated 0] 3% | 5% | - | 3% | 3% | 3% | 4% | 3% | 3% | 2% | 5% | 2% | 3% | 3% | 3% | 2% | 3% | 4% | 2% |
| | В | | | | | В | | | | 1 | | | | | | | | |
| STATISTICS (0= Disagree Strongly 10= Agree | · · · · · | | | | | | | | | | | | | | | | | |
| Strongly) | | 5.07 | 5.00 | 6.75 | 5.00 | 5.45 | 5.00 | 5.50 | 5.0 | 5.05 | 5 70 | 5.50 | 5.50 | 5 50 | 5.00 | 5.00 | 5.04 | 5.01 |
| Mean 5.59 | 5.49 | 5.67 | 5.92 E | 5.75 E | 5.28 | 5.45 | 5.68 | 5.52 | 5.8 J | 5.35 | 5.73 | 5.59 | 5.58 | 5.59 | 5.33 | 5.63 | 5.64 | 5.64 |

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

| | | | | REC | SION | | | GEN | IDER | | AGE GROUP | | | EDUCATION | | | INCO | OME | |
|-----------------------|-------|-----|-----|-------|------|-------|-----|------|--------|-------|-----------|-----|-----|-----------|-------|--------|--------------|-------------------|---------|
| | TOTAL | вс | AB | SK/MB | ON | QC | ATL | Male | Female | 18-34 | 35-54 | 55+ | HS< | Post Sec | Univ. | <\$25K | \$25K-<\$60K | \$60K- <\$100K | \$100K+ |
| | | A | В | С | D | E | F | G | н | 1 | J | К | L | М | N | 0 | Р | 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 |
| | 714 | 83 | 112 | 54 | 277 | 132 | 55 | 333 | 381 | 167 | 283 | 263 | 303 | 252 | 153 | 75 | 224 | 202 | 214 |
| Yes | 70% | 74% | 79% | 76% | 70% | 56% | 78% | 68% | 71% | 58% | 67% | 83% | 64% | 72% | 79% | 52% | 68% | 70% | 80% |
| | | E | E | E | E | | E | | | | 1 | IJ | | L | L | | 0 | 0 | OPQ |
| | 280 | 26 | 26 | 15 | 109 | 90 | 15 | 143 | 138 | 103 | 126 | 51 | 151 | 88 | 39 | 65 | 95 | 75 | 45 |
| No | 27% | 23% | 18% | 21% | 27% | 38% | 21% | 29% | 26% | 36% | 30% | 16% | 32% | 25% | 20% | 46% | 29% | 26% | 17% |
| | | | | | | ABCDF | | | | К | к | | MN | | | PQR | R | R | |
| | 33 | 3 | 4 | 2 | 10 | 13 | 1 | 17 | 15 | 17 | 12 | 4 | 18 | 9 | 3 | 4 | 10 | 11 | 8 |
| Don't know/Refused | 3% | 3% | 3% | 3% | 3% | 5% | 1% | 4% | 3% | 6% | 3% | 1% | 4% | 3% | 1% | 2% | 3% | 4% | 3% |
| | | | | | | | | | | JK | | | | | | | | | |

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

| TOTAL Base: Have not made a financial donation to a charity or non-profit organization in the past 12 months Unweighted Base 314 Weighted Base 313 Can't afford it 168 I give in another way 6% I don't trust them 5% Money doesn't go to the cause 5% Unemployed 10 | BC A 38 29 18 61% 2 6% 1 2% 1 2% | AB B 22 30 17 57% 1 4% 1 5% | REG SK/MB C 17 17 17 11 66% 1 1 66% 0 - | ON D 128 119 67 56% 10 8% | QC E 94 102 45 44% 3 3% | ATL F 15 16 10 62% 1 8% | Male G 157 160 82 51% | DER Female H 157 153 86 56% 7 | 18-34 I 118 120 70 58% | AGE GROUP 35-54 J 144 138 72 52% | 55+ K 52 55 26 47% | HS< L 152 169 96 57% | EDUCATION Post Sec M 114 97 51 53% | Univ. N 42 42 19 46% | <\$25K O 68 69 46 66% | INCC \$25K-<\$60K P 118 105 52 50% | DME \$60K- <\$100K Q 79 86 46 53% | \$100K+ R 49 53 24 |
|---|---|--|---|--|--|--|--|--|---------------------------------------|--|-----------------------------------|-------------------------------------|------------------------------------|-------------------------------------|--------------------------------------|--|--|--------------------------------|
| Base: Have not made a financial donation to a charity or non-profit organization in the past 12 months Unweighted Base 314 Weighted Base 313 Can't afford it 168 I give in another way 18 I don't trust them 16 Money doesn't go to the cause 10 | A 38 29 18 61% 2 6% 1 2% 1 2% | B 22 30 17 57% 1 4% 1 | C 17 17 11 66% 1 6% 0 | D 128 119 67 56% 10 8% | E 94 102 45 44% 3 | F 15 16 10 62% 1 | G 157 160 82 51% 10 | H 157 153 86 56% | 1 118 120 70 58% | J 144 138 72 52% | K 52 55 26 | L 152 169 96 | M 114 97 51 | N 42 42 19 | 0 68 69 46 | P 118 105 52 | <\$100K Q 79 86 46 | R 49 53 24 |
| charity or non-profit organization in the past 12 months Unweighted Base 314 Weighted Base 313 Can't afford it 168 Can't afford it 64% I give in another way 6% I don't trust them 16 Money doesn't go to the cause 15 5% 5% 10 10 | 38 29 18 61% 2 6% 1 2% 1 | 22 30 17 57% 1 4% | 17 17 11 66% 1 6% 0 | 128 119 67 56% 10 8% | 94 102 45 44% | 15 16 10 62% | 157 160 82 51% 10 | 157 153 86 56% | 118 120 70 58% | 144 138 72 52% | 52 55 26 | 152 169 96 | 114 97 51 | 42 42 19 | 68 69 46 | 118 105 52 | 79 86 46 | 49 53 24 |
| charity or non-profit organization in the past 12 months January State Stat | 29 18 61% 2 6% 1 2% 1 | 30 17 57% 1 4% 1 | 17 11 66% 1 6% 0 | 119 67 56% 10 8% | 102 45 44% 3 | 16 10 62% 1 | 160 82 51% 10 | 153 86 56% | 120 70 58% | 138 72 52% | 55 26 | 169 96 | 97 51 | 42 19 | 69 46 | 105 52 | 86 46 | 53 24 |
| Weighted Base 313 Can't afford it 168 54% 54% I give in another way 18 I give in another way 6% I don't trust them 16 I don't trust them 5% Money doesn't go to the cause 15 5% 10 | 29 18 61% 2 6% 1 2% 1 | 30 17 57% 1 4% 1 | 17 11 66% 1 6% 0 | 119 67 56% 10 8% | 102 45 44% 3 | 16 10 62% 1 | 160 82 51% 10 | 153 86 56% | 120 70 58% | 138 72 52% | 55 26 | 169 96 | 97 51 | 42 19 | 69 46 | 105 52 | 86 46 | 53 24 |
| 168 Can't afford it 1 1 give in another way 1 1 don't trust them 16 5% 15 5% 15 5% 10 | 18 61% 2 6% 1 2% | 17 57% 1 4% 1 | 11 66% 1 6% 0 | 67 56% 10 8% | 45 44% 3 | 10 62% 1 | 82 51% 10 | 86 56% | 70 58% | 72 52% | 26 | 96 | 51 | 19 | 46 | 52 | 46 | 24 |
| Can't afford it 54% I give in another way I don't trust them I don't trust them Money doesn't go to the cause 10 10 10 10 15 10 10 10 10 10 | 61% 2 6% 1 2% 1 | 57% 1 4% 1 | 66% 1 6% 0 | 56% 10 8% | 44% 3 | 62% 1 | 51% 10 | 56% | 58% | 52% | | | | | | | | |
| I give in another way 18 6% | 2 6% 1 2% 1 | 1 4% 1 | 1 6% 0 | 10 8% | 3 | 1 | 10 | | | | 47% | 57% | 53% | 46% | 66% | 50% | E 20/ | |
| I give in another way | 6% 1 2% 1 | 4% | 6% 0 | 8% | - | | | 7 | _ | | | | | | | | 55% | 45% |
| I give in another way | 6% 1 2% 1 | 4% | 6% 0 | 8% | - | | | 7 | | | | | | | PR | | | |
| I don't trust them 16 5% 15 Money doesn't go to the cause 5% 10 10 | 1 2% 1 | 1 | 0 | | 3% | 8% | | | 5 | 6 | 6 | 11 | 4 | 2 | 4 | 5 | 3 | 6 |
| I don't trust them 5% 15 Money doesn't go to the cause 10 10 | 2% | 1 5% | | 5 | 1 | | 6% | 5% | 5% | 4% | 11% | 7% | 4% | 5% | 6% | 4% | 4% | 10% |
| I don't trust them 5% 15 Money doesn't go to the cause 10 10 | 2% | 5% | | | 9 | 0 | 10 | 7 | 8 | 5 | 3 | 6 | 6 | 5 | 2 | 4 | 7 | 4 |
| Money doesn't go to the cause | 1 | 578 | | 4% | 9% | - | 6% | 4% | 6% | 4% | 6% | 3% | 6% | 11% | 2% | 3% | 8% | 8% |
| Money doesn't go to the cause 5% 10 10 | | | | 478 | 378 | - | 078 | 4 /8 | 078 | 470 | 078 | 576 | 078 | L | 2 /6 | 578 | 078 | 0 78 |
| 10 | | 1 | 0 | 9 | 4 | 1 | 7 | 8 | 2 | 6 | 7 | 8 | 6 | 1 | 2 | 6 | 3 | 4 |
| | 2% | 5% | - | 7% | 4% | 5% | 5% | 5% | 2% | 5% | 12% | 5% | 6% | 3% | 3% | 6% | 4% | 7% |
| | | | | | | | | | | | I | | | | | | | |
| Unemployed 3% | 0 | 0 | 0 | 5 | 3 | 2 | 0 | 10 | 3 | 6 | 1 | 5 | 4 | 0 | 0 | 6 | 3 | 1 |
| | - | - | - | 5% | 3% | 13% | - | 7% | 2% | 4% | 2% | 3% | 4% | - | - | 6% | 4% | 2% |
| | | | | | | A | | G | | | | | | | | 0 | | |
| 6 | 2 | 0 | 0 | 4 | 0 | 0 | 1 | 5 | 5 | 1 | 0 | 1 | 2 | 3 | 1 | 2 | 0 | 3 |
| I am a student 2% | 6% | - | - | 3% | - | - | 1% | 3% | 4% | 1% | - | 0 | 2% | 7% | 1% | 1% | - | 6% |
| | E | 1 | 4 | 2 | 0 | 0 | 2 | | 0 | | 0 | 1 | - | L | | 2 | 4 | Q |
| No time/ busy 2% | 0 | 1 | 1 5% | 3 | 0 | 0 | 3 2% | 2 | 2 | 1 | 2 4% | | 3 3% | 1 | 0 | 3 3% | 1 1% | 1 |
| No time/ busy 2% | - | 4% | 5% E | 2% | - | - | ∠% | 1% | 2% | 1% | 4% | 1% | 3% | 2% | - | 3% | 1 % | 2% |
| 3 | 2 | 0 | 0 | 1 | 0 | 0 | 1 | 2 | 2 | 1 | 0 | 0 | 3 | 0 | 1 | 1 | 1 | 0 |
| I volunteer instead 1% | 8% | - | - | 1% | - | - | 0 | 1% | 1% | 1% | - | - | 3% | - | 2% | 1% | 1% | - |
| | DE | | | | | 1 | | | | | | | L | | | | | |
| 54 | 3 | 4 | 0 | 26 | 21 | 0 | 30 | 24 | 19 | 27 | 8 | 29 | 17 | 8 | 9 | 20 | 16 | 8 |
| Other 17% | 11% | 13% | - | 21% | 21% | - | 18% | 16% | 16% | 20% | 14% | 17% | 17% | 18% | 13% | 19% | 19% | 16% |
| | | | | С | С | | | | | | | | | | | | | |
| 31 | 2 | 3 | 3 | 6 | 15 | 2 | 18 | 13 | 11 | 15 | 5 | 17 | 8 | 5 | 6 | 16 | 8 | 2 |
| None 10% | 7% | 10% | 16% | 5% | 15% | 14% | 11% | 9% | 9% | 11% | 9% | 10% | 8% | 12% | 8% | 15% | 9% | 3% |
| | | | | | D | | | | | | | | | | | R | | <u> </u> |
| 20 | 2 | 2 | 1 | 5 | 9 | 1 | 6 | 14 | 6 | 9 | 4 | 11 | 4 | 2 | 6 | 5 | 4 | 4 |
| Don't know/Refused 6% | 5% | 7% | 7% | 4% | 9% | 6% | 4% | 9% | 5% | 7% | 7% | 7% | 4% | 5% | 9% | 5% | 5% | 8% |

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

| | | | | REG | ION | | | GEN | IDER | | AGE GROUP | | | EDUCATION | | | INC | OME | |
|---|-------|----------|-----|----------|-----|------|-----------|------|--------|-------|-----------|------|-----------|-----------|-------|----------|--------------|-------------------|---------|
| | TOTAL | вс | AB | SK/MB | ON | QC | ATL | Male | Female | 18-34 | 35-54 | 55+ | HS< | Post Sec | Univ. | <\$25K | \$25K-<\$60K | \$60K- <\$100K | \$100K+ |
| | | A | В | С | D | E | F | G | Н | I | J | К | L | М | N | 0 | Р | 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 |
| | 173 | 21 | 27 | 10 | 60 | 45 | 10 | 80 | 94 | 73 | 64 | 36 | 83 | 56 | 31 | 24 | 60 | 50 | 39 |
| 1 Cause | 24% | 26% | 24% | 18% | 22% | 34% | 18% | 24% | 25% | 44% | 23% | 14% | 27% | 22% | 21% | 33% | 27% | 25% | 18% |
| | | | | | | CDF | | | | JK | К | | | | | R | R | | |
| | 309 | 43 | 42 | 27 | 115 | 61 | 21 | 142 | 167 | 68 | 134 | 107 | 124 | 112 | 71 | 32 | 105 | 85 | 86 |
| 2-3 Causes | 43% | 52% | 37% | 49% | 41% | 47% | 38% | 43% | 44% | 40% | 47% | 41% | 41% | 44% | 47% | 43% | 47% | 42% | 40% |
| | 131 | 9 | 22 | 5 | 63 | 17 | 14 | 60 | 71 | 19 | 54 | 58 | 52 | 54 | 24 | 9 | 34 | 41 | 47 |
| 4-5 Causes | 131 | 9 11% | 22 | 5 10% | 23% | 17 | 25% | 18% | 19% | 19 | 54 19% | 22% | 52 17% | 54 22% | 16% | 9 12% | 34 15% | 20% | 47 |
| 4-3 Gauses | 10% | 1170 | 20% | 10% | ACE | 13% | 23% AC | 10% | 19% | 1170 | 19% | 2276 | 1770 | 2270 | 10% | 1270 | 15% | 20% | 2270 |
| | 101 | 10 | 21 | 12 | 40 | 8 | 11 | 52 | 49 | 8 | 31 | 62 | 45 | 30 | 26 | 9 | 25 | 25 | 42 |
| 6+ Causes | 14% | 12% | 18% | 23% | 14% | 6% | 19% | 16% | 13% | 5% | 11% | 23% | 15% | 12% | 17% | 12% | 11% | 13% | 20% |
| | | 1270 | E | E | E | 070 | E | 1070 | 1070 | 070 | 1 | IJ | 1070 | 1270 | 11.70 | 1270 | | 10/0 | P |
| STATISTICS (AII) | | | | | | | | | | | | | | | | | | | |
| 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 | | | | L | | | 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 |

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

| Image Image <t< th=""><th></th><th></th><th></th><th></th><th>REC</th><th>SION</th><th></th><th></th><th>GEN</th><th>NDER</th><th></th><th>AGE GROUP</th><th></th><th></th><th>EDUCATION</th><th></th><th></th><th>INCC</th><th>ME</th><th></th></t<> | | | | | REC | SION | | | GEN | NDER | | AGE GROUP | | | EDUCATION | | | INCC | ME | | | | | | | |
|--|---|-------|---------|-----|-----|------|------------------|-----|-----|----------|-----------|-----------|-----|------|-----------|---------|-----------|------|-----------|-----------|----|----|--|--|--|--|
| Image: state s | | TOTAL | | | | | | ATI | | | 40.04 | | | 110. | | | .eost/ | | \$60K- | 6400V/- | | | | | | |
| Homework Home work Home work <t< th=""><th></th><th>TOTAL</th><th></th><th></th><th></th><th>•••</th><th></th><th></th><th></th><th>- onnano</th><th></th><th></th><th></th><th></th><th></th><th></th><th></th><th></th><th></th><th></th></t<> | | TOTAL | | | | ••• | | | | - onnano | | | | | | | | | | | | | | | | |
| Display Diam Diam <thdiam< th=""> Diam Diam <</thdiam<> | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 28 2 4 6 7 7 7 7 8 8 4 1 7 7 8 9 | Unweighted Base | | | | | | | | | | | | | | | | | | | | | | | | | |
| Lesset 10MM | weighted Base | | | | | | | | | | | | | | | | | | | | | | | | | |
| Bib DefB' Def110< | Less than \$10 | | Ű | | | | 7% | - | | ů | 10% | 3% | - | | 0 | | U U | | | | | | | | | |
| PhyP | \$10 to \$24 | | | - | 13% | | 18% | - | | | 14% | | | | | | 12% | 10% | | | | | | | | |
| Part bit bit bit bit bit bit bit bit bit bi | \$25 to \$50 | | - | | 6 | | 25 19% | - | | 13% | 30 18% | 14% | | ÷. | | | 12 16% | 30 | | | | | | | | |
| 1010 1030 <th< td=""><td>\$51 to \$100</td><td></td><td>-</td><td></td><td></td><td></td><td>25</td><td>-</td><td></td><td>53</td><td>25</td><td>34</td><td></td><td></td><td></td><td></td><td>9</td><td></td><td></td><td></td></th<> | \$51 to \$100 | | - | | | | 25 | - | | 53 | 25 | 34 | | | | | 9 | | | | | | | | | |
| Processor H C C C C< | \$101 to \$200 | | | | | 16% | | | | | | | | | | | | | | | | | | | | |
| shouldshou | \$201 to \$300 | | | | | 19 | | | | | | | | | | - | | | | | | | | | | |
| Main short Main sh | \$301 to \$400 | | | | 9% | | - | - | | | - | | | | | - | | - | | 7% | | | | | | |
| $ \begin{array}{ c c c c c c c c c c c c c c c c c c c$ | \$401 to \$500 | | | | 3 | | - | - | | | | | | | 5% | 11% | | | | 24 11% | | | | | | |
| 20 4 1 2 9 1 3 14 6 3 6 11 3 9 8 0 5 8 7 5701 b \$1.00 - E - - E H - - - L L L L L - - - H - - L <tdl< td=""> L <tdl< td=""> <</tdl<></tdl<> | \$501 to \$600 | | | | | | | | | | | | | | 4 | 5 3% | | | | 2 | | | | | | |
| $ \begin{array}{ c c c c c c c c c c c c c c c c c c c$ | \$701 to \$1,000 | | 5% | | | | | 5% | 4% | | | | | | | 8 | | | | | | | | | | |
| 159 16 25 17 15 15 59 100 28 00 70 72 56 26 29 49 40 40 Performation answer E E 20% 11% 20% 11% 21% 21% 21% 22% 20% 19% SUMMAY E | Over \$1,000 | | 7 | 13% | | | | 3 | 36 | | | | | | | | | | 11% | | | | | | | |
| SUMMARY Interaction < | Prefer not to answer | | 18 | 25 | | 71 | | | 58 | | | 60 | 70 | | | | | | 40 | 40 | | | | | | |
| *\$25 80 8 9 7 16 33 6 99 41 00 28 11 38 28 13 14 35 17 14 *\$25 10 10% 6% 25% 11% 11% 16% 17% 18% 18% 18% 18% 68 7% 7% \$25\$*100 183 18 29 11 61 50 14 79 104 56 73 55 83 66 34 21 64 57 41 \$25\$*100 184 20 37 6 79 30 13 91 93 55 63 66 34 21 64 57 41 \$25\$*100 5200 24% 27% 28% 27% 28% 27% 28% 16% 13 91 91 91 91 91 91 91 91 91 91 91 | | | E | E | E | E | | E | | G | | | I | | | | PQR | | | | | | | | | |
| | SUMMARY | 00 | 0 | 0 | 7 | 40 | - 22 | ĉ | 20 | 44 | 40 | | 44 | | - 20 | 40 | 44 | 25 | 47 | 44 | | | | | | |
| $ \begin{array}{c c c c c c c c c c c c c c c c c c c $ | <\$25 | | | | | | 25% | | | | 24% | 10% | | | | | 18% | 16% | | | | | | | | |
| $\begin{array}{ c c c c c c c c c c c c c c c c c c c$ | \$25-\$100 | | | | | ÷. | 38% | | | | 56 33% | 73 | | | | | | 29% | 28% | | | | | | | |
| $\begin{array}{ c c c c c c c c c c c c c c c c c c c$ | \$100 to \$250 | | 24% | 33% | | 28% | 30 | | | | 35 | | | | | | | 58 | 60 30% | | | | | | | |
| $\begin{array}{ c c c c c c c c c c c c c c c c c c c$ | \$251 to \$500 | | 14 | 10 | 23% | 38 | | - | | | | | | | | | | | 19 | 24% | | | | | | |
| \$\frac{2\psissingle}{16\psissingle}\$ \$\frac{2\psissingle}{16\psissingle}\$ <td>\$501 to \$750</td> <td></td> <td></td> <td></td> <td>1</td> <td></td> <td>1</td> <td></td> <td></td> <td>4</td> | \$501 to \$750 | | | | 1 | | | | | | | | | | | | 1 | | | 4 | | | | | | |
| 56 7 15 4 25 2 3 36 20 4 20 32 29 13 14 2 11 21 22 0ver \$1,000 8% 9% 13% 7% 9% 1% 6% 11% 5% 3% 7% 12% 10% 5% 9% 2% 5% 11% 10% STATISTICS (All) V <th colspan="6" t<="" td="" v<=""><td>\$751 to \$1,000</td><td></td><td>5%</td><td></td><td></td><td></td><td></td><td>5%</td><td></td><td></td><td></td><td></td><td></td><td></td><td>3%</td><td>5%</td><td></td><td></td><td></td><td></td></th> | <td>\$751 to \$1,000</td> <td></td> <td>5%</td> <td></td> <td></td> <td></td> <td></td> <td>5%</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td>3%</td> <td>5%</td> <td></td> <td></td> <td></td> <td></td> | | | | | | \$751 to \$1,000 | | 5% | | | | | 5% | | | | | | | 3% | 5% | | | | |
| STATISTICS (All) S65 1218 552 585 625 151 682 761 412 257 542 870 592 351 928 150 325 676 877 | Over \$1,000 | | 7 9% | 13% | | 9% | - | 3 | 11% | | - | 7% | 12% | | 13 | 14 | | | 11% | 10% | | | | | | |
| Magn (All) 585 1218 552 585 625 151 682 761 412 257 542 870 592 351 928 150 325 676 877 | | L | E | E | | E | | | н | | | 1 | IJ | | | | L | | OP | OP | | | | | | |
| | | 585 | 1218 | 552 | 585 | 625 | 151 | 682 | 761 | 412 | 257 | 542 | 870 | 502 | 351 | 928 | 150 | 325 | 676 | 877 | | | | | | |
| | | | E | E | E | E | | E | н | | | 1 | I | | | М | | | OP | Р | | | | | | |
| 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 3364.5 303.1 768.2 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 | | | | | | | | | | | | | | | | | | | | | | | | | | |

Ipsos Reid - Public Affairs REVISED December 7, 2011 FINAL DATA

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

| | | | | REC | SION | T | | GEN | NDER | | AGE GROUP | | | EDUCATION | | | INCC | DME | |
|---------------------------------|-------|-------|-------|-------|-------|-------|-------|-------|--------|-------|-----------|-------|-------|-----------|-------|--------|--------------|-------------------|---------|
| | TOTAL | вс | 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 |
| Weatt (EXCI. \$,1001+) | | E | | E | E | | E | н | | | 1 | IJ | | L | LM | | 0 | 0 | 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 |

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?

| | | | | REG | ION | | | GEN | IDER | | AGE GROUP | | | EDUCATION | | | INCO | ME | |
|-----------------------|-------|-----|-----|-------|-----|-------|-----|------|--------|-------|-----------|-----|-----|-----------|-------|--------|--------------|-------------------|---------|
| | TOTAL | вс | АВ | SK/MB | ON | QC | ATL | Male | Female | 18-34 | 35-54 | 55+ | HS< | Post Sec | Univ. | <\$25K | \$25K-<\$60K | \$60K- <\$100K | \$100K+ |
| | | A | В | С | D | E | F | G | н | 1 | J | К | L | М | N | 0 | Р | 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 |
| | 713 | 87 | 111 | 57 | 291 | 116 | 52 | 340 | 373 | 151 | 285 | 276 | 304 | 259 | 141 | 79 | 211 | 215 | 208 |
| Yes | 69% | 77% | 78% | 80% | 73% | 50% | 72% | 69% | 70% | 53% | 68% | 87% | 64% | 74% | 72% | 55% | 64% | 75% | 78% |
| | | E | E | E | E | | E | | | | 1 | IJ | | L | L | | | OP | OP |
| | 271 | 23 | 26 | 12 | 90 | 102 | 18 | 140 | 131 | 119 | 115 | 37 | 144 | 76 | 49 | 56 | 104 | 61 | 51 |
| No | 26% | 21% | 18% | 17% | 23% | 44% | 25% | 28% | 25% | 41% | 27% | 12% | 30% | 22% | 25% | 39% | 31% | 21% | 19% |
| | | | | | | ABCDF | | | | JK | К | | М | | | QR | QR | | 1 |
| | 43 | 2 | 6 | 3 | 16 | 15 | 2 | 13 | 30 | 17 | 21 | 5 | 25 | 14 | 4 | 9 | 14 | 12 | 8 |
| Don't know/Refused | 4% | 2% | 4% | 4% | 4% | 6% | 3% | 3% | 6% | 6% | 5% | 2% | 5% | 4% | 2% | 7% | 4% | 4% | 3% |
| | | | | | | | | | G | К | К | | | | | | | | |

7. OFTEN SUMMARY TABLE

| | | | | REG | ION | | | GEI | NDER | | AGE GROUP | | | EDUCATION | | | INC | ОМЕ | |
|--|-------|-----|-----|-------|-------|------|------|-------|--------|-------|-----------|-------|-----|-----------|-------|--------|--------------|-------------------|--------|
| | TOTAL | вС | AB | SK/MB | ON | QC | ATL | Male | Female | 18-34 | 35-54 | 55+ | HS< | Post Sec | Univ. | <\$25K | \$25K-<\$60K | \$60K- <\$100K | \$100K |
| | | A | В | С | D | E | F | G | Н | 1 | J | К | L | М | N | 0 | Р | 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 |
| | | | | | | | | | | | | | | | | | | | |
| Helped you to find out about organizations to | 76 | 9 | 9 | 5 | 26 | 20 | 6 | 29 | 47 | 20 | 28 | 28 | 37 | 24 | 15 | 12 | 29 | 14 | 21 |
| which you might want to donate | 11% | 11% | 8% | 10% | 9% | 17% | 12% | 9% | 13% | 13% | 10% | 10% | 12% | 9% | 10% | 15% | 14% | 7% | 10% |
| | | | | | | D | | | | | | | | | | Q | Q | | |
| 2) Gave you useful information about what | 109 | 13 | 10 | 10 | 42 | 24 | 10 | 44 | 65 | 18 | 47 | 44 | 58 | 32 | 19 | 14 | 42 | 29 | 24 |
| organizations were doing | 15% | 15% | 9% | 18% | 14% | 21% | 19% | 13% | 17% | 12% | 16% | 16% | 19% | 12% | 14% | 18% | 20% | 14% | 12% |
| | | | | | | В | | | | | | | М | | | | R | | |
| 3) Were accurate in portraying the organizations they | 161 | 27 | 18 | 12 | 59 | 27 | 17 | 68 | 93 | 30 | 65 | 66 | 78 | 47 | 34 | 17 | 60 | 42 | 43 |
| represented | 23% | 31% | 16% | 22% | 20% | 23% | 34% | 20% | 25% | 20% | 23% | 24% | 26% | 18% | 24% | 21% | 28% | 19% | 21% |
| | | BD | | -/- | ,,,, | 0,0 | BD | • / • | | | | .,, | M | | .,,, | | Q | • / • | |
| Were important for you in making decisions about | 88 | 7 | 10 | ٩ | 40 | 15 | 6 | 39 | 48 | 17 | 31 | 39 | 52 | 27 | 9 | 10 | 32 | 24 | 22 |
| where to donate money | 12% | 8% | 9% | 16% | 14% | 13% | 12% | 12% | 13% | 11% | 11% | 14% | 17% | 10% | 6% | 13% | 15% | 11% | 11% |
| | /0 | 570 | 570 | .570 | . 170 | .070 | .270 | .270 | .570 | .170 | .170 | . 170 | MN | .570 | 570 | .070 | .570 | .170 | |

7. SOMETIMES SUMMARY TABLE

| | | | | REG | ION | | | GEN | IDER | | AGE GROUP | | | EDUCATION | | | INC | ОМЕ | |
|---|-------|------|------|-------|------|----------|------|------|--------|----------|-----------|------|------|-----------|-------|--------|--------------|-------------------|--------|
| | TOTAL | вС | AB | SK/MB | ON | QC | ATL | Male | Female | 18-34 | 35-54 | 55+ | HS< | Post Sec | Univ. | <\$25K | \$25K-<\$60K | \$60K- <\$100K | \$100K |
| | | A | В | С | D | E | F | G | Н | 1 | J | к | L | М | Ν | 0 | Р | 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 |
| | 221 | 25 | 31 | 12 | 95 | 44 | 15 | 111 | 111 | 54 | 101 | 67 | 105 | 80 | 37 | 25 | 58 | 80 | 58 |
| Helped you to find out about organizations to which you might want to depart. | 31% | 25 | 28% | 20% | 33% | 38% | 29% | 33% | 30% | 35% | 36% | 24% | 34% | 31% | 26% | 32% | 28% | 37% | 28% |
| which you might want to donate | 31% | 29% | 28% | 20% | 33% | 38% C | 29% | 33% | 30% | 35% K | 36% K | 24% | 34% | 31% | 20% | 32% | 28% | 37% PR | 28% |
| | | | | | | Ū | | | | | | | | | | | | | - |
| 2) Gave you useful information about what | 309 | 37 | 54 | 26 | 129 | 42 | 22 | 151 | 158 | 64 | 127 | 118 | 132 | 115 | 60 | 31 | 89 | 104 | 84 |
| organizations were doing | 43% | 42% | 49% | 45% | 44% | 36% | 43% | 44% | 42% | 42% | 44% | 43% | 44% | 45% | 42% | 40% | 42% | 48% | 40% |
| | 300 | 31 | 51 | 27 | 128 | 42 | 21 | 151 | 149 | 62 | 129 | 109 | 114 | 127 | 57 | 32 | 87 | 95 | 87 |
| Were accurate in portraying the organizations they represented | 42% | 36% | 47% | 48% | 44% | 36% | 41% | 44% | 40% | 41% | 45% | 40% | 37% | 49% | 40% | 40% | 41% | 95 44% | 42% |
| epresenteu | 42% | 30% | 41% | 40% | 44% | 30% | 41% | 44% | 40% | 41% | 40% | 40% | 31% | 49% | 40% | 40% | 41% | 44% | 42% |
| Were important for you in making decisions about | 182 | 19 | 29 | 14 | 72 | 35 | 14 | 89 | 93 | 40 | 84 | 58 | 88 | 60 | 32 | 19 | 56 | 51 | 56 |
| where to donate money | 26% | 22% | 26% | 24% | 25% | 30% | 28% | 26% | 25% | 27% | 29% | 21% | 29% | 23% | 23% | 24% | 27% | 24% | 27% |
| | 2070 | 2270 | 2070 | 2.470 | 2070 | 5070 | 2070 | 2370 | 2370 | 2170 | _070 | 2170 | 2070 | 2370 | 2370 | 2470 | 2170 | 2 170 | 2170 |

7. RARELY SUMMARY TABLE

| Base: Have been contacted to donate money 715 107 84 56 306 112 50 330 385 155 300 260 269 286 149 78 237 208 199 Unweighted 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 34 109 105 111 which you might want to donate 255 34 35 19 107 41 18 128 127 60 97 98 92 100 57 25 67 76 88 organizations were doing 36% 39% 32% 35% 11 <t< th=""><th></th><th></th><th></th><th></th><th>REC</th><th>GION</th><th></th><th></th><th>GEI</th><th>NDER</th><th></th><th>AGE GROUP</th><th></th><th></th><th>EDUCATION</th><th></th><th></th><th>INC</th><th>OME</th><th></th></t<> | | | | | REC | GION | | | GEI | NDER | | AGE GROUP | | | EDUCATION | | | INC | OME | |
|--|---|-------|------|------|-------|-------|-----|------|------|--------|---------|------------|------|-------|-----------|-------|-------|------|------|--------|
| 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 T15 107 84 56 306 112 50 330 385 155 300 260 289 286 149 78 237 208 159 201 Unweighted Base 713 87 111 57 291 116 52 340 373 151 285 260 289 286 149 78 237 208 19 201 211 215 200 201 201 201 201 201 201 201 201 203 203 255 143 26 179 188 68 134 164 139 139 84 34 109 105 111 104 0ade 52% 53% 66% 52% | | TOTAL | | 4.5 | CK/MD | | | ATI | Mala | Family | 40.04 | 25.54 | | 110 . | Deet Car | Units | ¢051/ | | | \$400K |
| Unweighted Base 715 107 84 56 306 112 50 330 385 155 300 260 269 286 149 78 237 208 193 Weighted Base 713 87 111 57 291 116 52 340 373 151 285 276 304 259 141 79 21 215 206 111 57 291 116 52 340 373 151 285 276 304 259 141 79 21 215 206 1) Helped you to find out about organizations to which you might want to donate 367 49 61 37 151 43 26 179 188 688 134 164 139 139 84 34 109 105 111 which you might want to donate 255 34 35 19 107 41 18 128 127 60 97 <td< th=""><th></th><th>TOTAL</th><th>A</th><th></th><th></th><th></th><th></th><th></th><th></th><th></th><th>18-34</th><th>35-54 J</th><th></th><th>L HS</th><th></th><th></th><th></th><th></th><th></th><th>R</th></td<> | | TOTAL | A | | | | | | | | 18-34 | 35-54 J | | L HS | | | | | | R |
| Unweighted Base 715 107 84 56 306 112 50 330 385 155 300 260 269 286 149 78 237 208 193 Weighted Base 713 87 111 57 291 116 52 340 373 151 285 276 304 259 141 79 21 215 206 111 57 291 116 52 340 373 151 285 276 304 259 141 79 21 215 206 1) Heped 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 34 109 105 111 which you might want to donate 255 34 35 19 107 41 18 128 127 60 97 9 | | | · | | | | | | | | | | | | | | | | | |
| Weighted Base 713 87 111 57 291 116 52 340 373 151 285 276 304 259 141 79 211 215 200 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 34 109 105 111 which you might want to donate 567 55% 66% 52% 37% 50% 53% 51% 45% 47% 59% 46% 54% 59% 44% 69% 44% 68 134 164 139 139 84 34 109 105 111 which you might want to donate 255 34 35 19 107 41 18 128 127 60 97 98 92 100 57 25 67 76 88 79 | | | | | | | | | | | | | | | | | | | | |
| 367 49 61 37 151 43 26 179 188 68 134 164 139 139 84 34 109 105 111 which you might want to donate 55% 66% 52% 37% 50% 53% 51% 45% 59% 46% 54% 59% 44% 51% 43% 57% 55% 66% 52% 37% 50% 53% 51% 45% 46% 54% 59% 44% 51% 43% 57% 55% 66% 52% 37% 50% 53% 51% 45% 59% 44% 51% 43% 57% 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 organizations were doing 164 18 25 9 65 | | | | | | | | | | | | | | | | | | | | 192 |
| which you might want to donate 52% 57% 55% 66% 52% 37% 50% 53% 51% 45% 47% 59% 46% 54% 59% 44% 51% 49% 57% C E | Weighted Base | 713 | 87 | 111 | 57 | 291 | 116 | 52 | 340 | 373 | 151 | 285 | 276 | 304 | 259 | 141 | 79 | 211 | 215 | 208 |
| which you might want to donate 52% 57% 55% 66% 52% 37% 50% 53% 51% 45% 47% 59% 46% 54% 59% 44% 51% 49% 57% 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 organizations were doing 255 34 35 19 107 41 18 128 127 60 97 98 92 100 57 25 67 76 88 organizations were doing 265 34 35 19 107 41 18 128 127 60 97 98 92 100 57 25 67 76 88 organizations were doing 265 34 37% 35% 36% 38% 34% 40% 35% 30% 32% 20% 27 76 88 | | 007 | 40 | 64 | 07 | 454 | 40 | 00 | 470 | 400 | <u></u> | 404 | 464 | 400 | 400 | 0.4 | 24 | 400 | 405 | 110 |
| E | | | 10 | | | | | | | | | | | | | | | | | |
| 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 organizations were doing 36% 39% 37% 35% 36% 38% 34% 40% 34% 35% 36% 38% 34% 40% 34% 35% 36% 38% 34% 40% 34% 35% 36% 38% 34% 40% 34% 35% 36% 38% 34% 40% 34% 35% 36% 38% 34% 40% 34% 35% 36% 38% 34% 40% 34% 35% 36% 38% 34% 40% 34% 35% 36% 38% 34% 40% 34% 35% 36% 32% 12% 12% 12 12 12 12 12 12 12 12 12 12 | which you might want to donate | 52% | | | | 52% | 31% | 50% | 53% | 51% | 45% | 47% | | 46% | 54% | 59% | 44% | 51% | 49% | 57% |
| 36% 39% 32% 34% 37% 35% 36% 38% 34% 40% 34% 35% 30% 39% 40% 32% 32% 32% 35% 42% 0 | | | E | E | E | E | | | | | | | IJ | | | L | - | | | |
| Second | 2) Gave you useful information about what | 255 | 34 | 35 | 19 | 107 | 41 | 18 | 128 | 127 | 60 | 97 | 98 | 92 | 100 | 57 | 25 | 67 | 76 | 88 |
| 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 represented 23% 21% 23% 16% 22% 30% 21% 22% 30% 21% 21% 23% 23% 27% 18% 25% 24% 4) Were important for you in making decisions about 403 56 66 32 161 56 31 193 210 84 149 170 143 160 94 42 112 127 12 | organizations were doing | 36% | 39% | 32% | 34% | 37% | 35% | 36% | 38% | 34% | 40% | 34% | 35% | 30% | 39% | 40% | 32% | 32% | 35% | 42% |
| Perpresented 23% 21% 23% 16% 22% 30% 21% 24% 22% 30% 21% 21% 23% 23% 23% 27% 18% 25% 24% 4) Were important for you in making decisions about 403 56 66 32 161 56 31 193 210 84 149 170 143 160 94 42 112 127 12 | | | | | | | | | | | | | | | L | L | | | | Р |
| represented 23% 21% 23% 16% 22% 30% 21% 24% 22% 30% 21% 21% 23% 23% 23% 27% 18% 25% 24% Image: represented Image: rep | 3) Were accurate in portraving the organizations they | 164 | 18 | 25 | ۹ | 65 | 35 | 11 | 81 | 82 | 45 | 61 | 58 | 69 | 60 | 32 | 21 | 37 | 54 | 51 |
| Image: Non-State State Image: Non-State Image: Non- | | | | | 16% | | | 21% | ÷. | | | | | | | ÷- | | ÷. | | 24% |
| | | 2070 | 2170 | 2070 | 1070 | 22.70 | | 2170 | 2170 | 22.70 | | 2170 | 2170 | 2070 | 2070 | 2070 | 2170 | 1070 | 2070 | 2170 |
| | | | | | | | | | | | | | | | | | | | | |
| where to donate money 57% 65% 60% 57% 55% 48% 60% 57% 56% 56% 52% 61% 47% 62% 67% 54% 53% 59% 58% | | | | | | | | | | | | | | | | | | | | 121 |
| | where to donate money | 57% | 65% | 60% | 57% | 55% | 48% | 60% | 57% | 56% | 56% | 52% | 61% | 47% | 62% | 67% | 54% | 53% | 59% | 58% |

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

| | | | | REG | ION | | | GEN | IDER | | AGE GROUP | | | EDUCATION | | | INCO | DME | |
|---|----------|-----|-----|-------|-----|-----|-----|------|--------|-------|-----------|-----|-----|-----------|-------|--------|--------------|-------------------|---------|
| | 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+ |
| | <u> </u> | A | В | С | D | E | F | G | н | I I | J | к | L | М | N | 0 | Р | 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 |
| | 76 | 9 | 9 | 5 | 26 | 20 | 6 | 29 | 47 | 20 | 28 | 28 | 37 | 24 | 15 | 12 | 29 | 14 | 21 |
| Often | 11% | 11% | 8% | 10% | 9% | 17% | 12% | 9% | 13% | 13% | 10% | 10% | 12% | 9% | 10% | 15% | 14% | 7% | 10% |
| | | | | | | D | | | | | | | | | | Q | Q | | |
| | 221 | 25 | 31 | 12 | 95 | 44 | 15 | 111 | 111 | 54 | 101 | 67 | 105 | 80 | 37 | 25 | 58 | 80 | 58 |
| Sometimes | 31% | 29% | 28% | 20% | 33% | 38% | 29% | 33% | 30% | 35% | 36% | 24% | 34% | 31% | 26% | 32% | 28% | 37% | 28% |
| | | | | | | С | | | | К | К | | | | | | | PR | |
| | 367 | 49 | 61 | 37 | 151 | 43 | 26 | 179 | 188 | 68 | 134 | 164 | 139 | 139 | 84 | 34 | 109 | 105 | 119 |
| Rarely | 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 | | | | |
| | 48 | 3 | 10 | 2 | 19 | 10 | 5 | 21 | 27 | 10 | 21 | 17 | 23 | 15 | 6 | 8 | 15 | 15 | 10 |
| Don't know/Refused | 7% | 3% | 9% | 4% | 7% | 8% | 9% | 6% | 7% | 6% | 7% | 6% | 8% | 6% | 4% | 10% | 7% | 7% | 5% |
| | | | | | | | | | | | | | | | | | | | |

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

| | | | | REG | ION | | | GEN | IDER | | AGE GROUP | | | EDUCATION | | | INC | DME | |
|---|-------|-----|-----|-------|-----|-----|-----|------|--------|-------|-----------|-----|-----|-----------|-------|--------|--------------|-------------------|---------|
| | 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 | В | С | D | E | F | G | н | 1 | J | К | L | М | N | 0 | Р | 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 |
| | 109 | 13 | 10 | 10 | 42 | 24 | 10 | 44 | 65 | 18 | 47 | 44 | 58 | 32 | 19 | 14 | 42 | 29 | 24 |
| Often | 15% | 15% | 9% | 18% | 14% | 21% | 19% | 13% | 17% | 12% | 16% | 16% | 19% | 12% | 14% | 18% | 20% | 14% | 12% |
| | | | | | | В | | | | | | | М | | | | R | | |
| | 309 | 37 | 54 | 26 | 129 | 42 | 22 | 151 | 158 | 64 | 127 | 118 | 132 | 115 | 60 | 31 | 89 | 104 | 84 |
| Sometimes | 43% | 42% | 49% | 45% | 44% | 36% | 43% | 44% | 42% | 42% | 44% | 43% | 44% | 45% | 42% | 40% | 42% | 48% | 40% |
| | | | | | | | | | | | | | | | | | | | |
| | 255 | 34 | 35 | 19 | 107 | 41 | 18 | 128 | 127 | 60 | 97 | 98 | 92 | 100 | 57 | 25 | 67 | 76 | 88 |
| Rarely | 36% | 39% | 32% | 34% | 37% | 35% | 36% | 38% | 34% | 40% | 34% | 35% | 30% | 39% | 40% | 32% | 32% | 35% | 42% |
| | | | | | | | | | | | | | | L | L | | | | Р |
| | 40 | 4 | 11 | 2 | 13 | 9 | 1 | 17 | 23 | 9 | 14 | 16 | 21 | 12 | 6 | 9 | 14 | 6 | 12 |
| Don't know/Refused | 6% | 4% | 10% | 3% | 4% | 8% | 2% | 5% | 6% | 6% | 5% | 6% | 7% | 5% | 4% | 11% | 6% | 3% | 6% |
| | | | | | | 1 | 1 | | | | | | | | | Q | | | |

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

| | | | | REC | SION | | | GE | NDER | | AGE GROUP | | | EDUCATION | | | INCO | DME | |
|---|-------|-----|-----|-------|------|-----|-----|------|--------|-------|-----------|-----|-----|-----------|-------|--------|--------------|-------------------|---------|
| | 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 | В | С | D | E | F | G | Н | | J | к | L | М | N | 0 | Р | 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 |
| | 161 | 27 | 18 | 12 | 59 | 27 | 17 | 68 | 93 | 30 | 65 | 66 | 78 | 47 | 34 | 17 | 60 | 42 | 43 |
| Often | 23% | 31% | 16% | 22% | 20% | 23% | 34% | 20% | 25% | 20% | 23% | 24% | 26% | 18% | 24% | 21% | 28% | 19% | 21% |
| | | BD | | | | | BD | | | | | | М | | | | Ø | | |
| | 300 | 31 | 51 | 27 | 128 | 42 | 21 | 151 | 149 | 62 | 129 | 109 | 114 | 127 | 57 | 32 | 87 | 95 | 87 |
| Sometimes | 42% | 36% | 47% | 48% | 44% | 36% | 41% | 44% | 40% | 41% | 45% | 40% | 37% | 49% | 40% | 40% | 41% | 44% | 42% |
| | | | | | | | | | | | | | | L | | | | | |
| | 164 | 18 | 25 | 9 | 65 | 35 | 11 | 81 | 82 | 45 | 61 | 58 | 69 | 60 | 32 | 21 | 37 | 54 | 51 |
| Rarely | 23% | 21% | 23% | 16% | 22% | 30% | 21% | 24% | 22% | 30% | 21% | 21% | 23% | 23% | 23% | 27% | 18% | 25% | 24% |
| | | | | | | С | | | | к | | | | | | | | | |
| | 88 | 11 | 17 | 8 | 39 | 12 | 2 | 40 | 48 | 14 | 30 | 43 | 43 | 25 | 19 | 9 | 28 | 24 | 27 |
| Don't know/Refused | 12% | 12% | 15% | 13% | 14% | 10% | 4% | 12% | 13% | 9% | 11% | 16% | 14% | 10% | 13% | 12% | 13% | 11% | 13% |
| | | | | | | | | | | | | | | | | | | | |

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

| | | | - | REG | ION | | - | GEI | NDER | | AGE GROUP | | | EDUCATION | | | INC | DME | |
|---|----------|-----|-----|-------|-----|-----|-----|------|--------|-------|-----------|-----|-----|-----------|-------|--------|--------------|-------------------|---------|
| | 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+ |
| | <u> </u> | A | В | С | D | E | F | G | н | 1 | J | к | L | М | N | 0 | Р | 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 |
| | 88 | 7 | 10 | 9 | 40 | 15 | 6 | 39 | 48 | 17 | 31 | 39 | 52 | 27 | 9 | 10 | 32 | 24 | 22 |
| Often | 12% | 8% | 9% | 16% | 14% | 13% | 12% | 12% | 13% | 11% | 11% | 14% | 17% | 10% | 6% | 13% | 15% | 11% | 11% |
| | | | | | | | | | | | | | MN | | | | | | |
| | 182 | 19 | 29 | 14 | 72 | 35 | 14 | 89 | 93 | 40 | 84 | 58 | 88 | 60 | 32 | 19 | 56 | 51 | 56 |
| Sometimes | 26% | 22% | 26% | 24% | 25% | 30% | 28% | 26% | 25% | 27% | 29% | 21% | 29% | 23% | 23% | 24% | 27% | 24% | 27% |
| | | | | | | | | | | | к | | | | | | | | |
| | 403 | 56 | 66 | 32 | 161 | 56 | 31 | 193 | 210 | 84 | 149 | 170 | 143 | 160 | 94 | 42 | 112 | 127 | 121 |
| Rarely | 57% | 65% | 60% | 57% | 55% | 48% | 60% | 57% | 56% | 56% | 52% | 61% | 47% | 62% | 67% | 54% | 53% | 59% | 58% |
| | | E | | | | | | | | | | J | | L | L | | | | |
| | 40 | 4 | 6 | 2 | 18 | 11 | 0 | 19 | 21 | 10 | 21 | 9 | 21 | 12 | 6 | 7 | 11 | 12 | 9 |
| Don't know/Refused | 6% | 4% | 6% | 3% | 6% | 9% | - | 5% | 6% | 6% | 7% | 3% | 7% | 5% | 4% | 8% | 5% | 6% | 4% |
| | | | | | | F | | | | | | | | | | | | | |

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

| | | | | DEC | SION | | | 05 | NDER | | AGE GROUP | | | EDUCATION | | | INC | | |
|---|----------|------|------|-------|---------|----------|------|----------|--------|---------|-----------|------|---------|-----------|-------|--------|--------------|-------------------|--------|
| | | | | REC | JUN | | | GEN | NDER | | AGE GROUP | | | EDUCATION | | | INC | | |
| | TOTAL | вс | AB | SK/MB | ON | QC | ATL | Male | Female | 18-34 | 35-54 | 55+ | HS< | Post Sec | Univ. | <\$25K | \$25K-<\$60K | \$60K- <\$100K | \$100K |
| | | A | В | C | D | E | F | G | Н | | J | K | L | M | N | 0 | P | Q | R |
| TOTAL MENTIONS | | | | Ű | 2 | _ | | <u> </u> | | | Ŭ | | - | | | | | ~ | , in |
| 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 |
| | 467 | 46 | 66 | 44 | 179 | 98 | 35 | 211 | 256 | 106 | 199 | 162 | 209 | 163 | 88 | 55 | 135 | 146 | 130 |
| A letter in the mail | 45% | 41% | 46% | 61% | 45% | 42% | 49% | 43% | 48% | 37% | 47% | 51% | 44% | 47% | 45% | 38% | 41% | 51% | 49% |
| | | | | ADE | | | | | | | I | 1 | | | | | | OP | |
| | 173 | 23 | 17 | 8 | 73 | 42 | 11 | 94 | 79 | 68 | 61 | 44 | 69 | 55 | 47 | 28 | 44 | 45 | 56 |
| An e-mail | 17% | 20% | 12% | 11% | 18% | 18% | 15% | 19% | 15% | 24% | 14% | 14% | 15% | 16% | 24% | 19% | 13% | 16% | 21% |
| | | | | | | | | | | JK | | | | | LM | | | | Р |
| | | | | | | | | | | | | | | | | | | | |
| 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% |
| | | | | | | 40 | | | 10 | 10 | | - | 17 | L | L | | 10 | | + |
| A = h = = = = = = = = | 39 4% | 4 | 6 | 1 | 14 | 12 5% | 2 | 21 4% | 18 | 12 | 20 | 7 2% | 17 | 15 | 7 | 4 | 19 | 11 | 5 |
| A phone call | 4% | 3% | 4% | 1% | 3% | 5% | 3% | 4% | 3% | 4% | 5% | 2% | 4% | 4% | 3% | 3% | 6% R | 4% | 2% |
| | 19 | 2 | 1 | 1 | 8 | 4 | 2 | 10 | 9 | 3 | 9 | 6 | 8 | 5 | 4 | 5 | 4 | 8 | 1 |
| All of the above | 2% | 2% | 1% | 1% | 2% | 2% | 3% | 2% | 2% | 1% | 2% | 2% | 2% | 1% | 2% | 4% | 1% | 3% | 1% |
| | 270 | 270 | 170 | 170 | 270 | 270 | 070 | 270 | 270 | 170 | 270 | 270 | 270 | 170 | 270 | R | 170 | R | 170 |
| | 8 | 2 | 1 | 0 | 1 | 4 | 0 | 1 | 7 | 5 | 2 | 1 | 4 | 4 | 1 | 4 | 1 | 1 | 2 |
| In-person | 1% | 2% | 1% | - | 0 | 2% | - | 0 | 1% | 2% | 1% | 0 | 1% | 1% | 0 | 3% | 0 | 0 | 1% |
| | | D | | | | | | | | | | | | | | PQ | | | - |
| | 2 | 1 | 0 | 0 | 1 | 1 | 0 | 1 | 1 | 0 | 2 | 0 | 0 | 2 | 0 | 0 | 1 | 1 | 1 |
| An advertisement | 0 | 1% | - | - | 0 | 0 | - | 0 | 0 | - | 1% | - | - | 1% | - | - | 0 | 0 | 0 |
| | | | | | | | | | | | | | | | | | | | |
| | 2 | 1 | 0 | 0 | 1 | 0 | 0 | 0 | 2 | 1 | 1 | 0 | 0 | 1 | 1 | 1 | 0 | 0 | 1 |
| A friend | 0 | 1% | - | - | 0 | - | - | - | 0 | 0 | 0 | - | - | 0 | 0 | 1% | - | - | 0 |
| | | | | | - | | | | | | | - | | | | | | - | |
| | 1 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 1 |
| By radio | 0 | 1% | - | - | - | - | - | - | 0 | 0 | - | - | - | 0 | - | - | - | - | 0 |
| | 14 | 3 | 1 | 1 | 5 | 4 | 0 | 4 | 10 | 5 | 8 | 1 | 6 | 7 | 2 | 5 | 3 | 2 | 4 |
| Other | 14 | 3% | 1% | 1% | 5 1% | 4 2% | - | 4 | 2% | 5 2% | 2% | 0 | 6 1% | 2% | 1% | 3% | 3 | 1% | 4 |
| Other | 170 | 378 | 1 70 | 1 70 | 1 70 | 2 /0 | - | 1 70 | 2 /6 | 2 /0 | 2 /6 | 0 | 1 70 | 2 /0 | 170 | 0 Q | 1 70 | 1 70 | 1 /0 |
| | 342 | 37 | 53 | 17 | 130 | 82 | 23 | 181 | 161 | 94 | 135 | 113 | 178 | 115 | 48 | 52 | 119 | 90 | 81 |
| None of the above | 33% | 33% | 37% | 23% | 33% | 35% | 33% | 37% | 30% | 33% | 32% | 35% | 38% | 33% | 24% | 36% | 36% | 31% | 30% |
| | 2370 | 2370 | 2170 | | 2370 | 2370 | 2370 | Н | 2070 | 2370 | 2270 | 2370 | N | N | 2170 | 2070 | 2370 | 2170 | 0070 |
| | 46 | 3 | 12 | 3 | 18 | 6 | 4 | 25 | 21 | 19 | 19 | 8 | 18 | 14 | 12 | 4 | 19 | 9 | 14 |
| Don't know/Refused | 4% | 2% | 9% | 4% | 5% | 3% | 6% | 5% | 4% | 7% | 4% | 3% | 4% | 4% | 6% | 3% | 6% | 3% | 5% |
| | | | AE | | | | | | | ĸ | | | | | | | | | 1 |

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

| | | | | REG | SION | T | 1 | GEI | NDER | | AGE GROUP | | | EDUCATION | | | INC | OME | |
|--------------------------------|------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|------------|-----------|-----------|-----------|-----------|-----------|-----------|------------|--------------|-------------------|-----------|
| | 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 | В | С | D | E | F | G | н | 1 | J | к | L | М | N | 0 | Р | 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 |
| | 584 | 60 | 92 | 48 | 217 | 129 | 38 | 272 | 312 | 127 | 237 | 220 | 261 | 191 | 127 | 60 | 179 | 187 | 159 |
| Once a year or less often | 57% | 54% | 64% | 67% | 55% | 55% | 54% | 55% | 59% | 44% | 56% | 69% | 55% | 55% | 65% | 42% | 54% | 65% | 59% |
| | | | | | | | | | | | 1 | IJ | | | LM | | 0 | OP | 0 |
| | 196 | 26 | 25 | 12 | 80 | 35 | 17 | 90 | 106 | 75 | 74 | 47 | 77 | 76 | 42 | 26 | 79 | 43 | 48 |
| 2-3 times a year | 19% | 24% E | 18% | 16% | 20% | 15% | 24% | 18% | 20% | 26% | 18% | 15% | 16% | 22% | 21% | 18% | 24% Q | 15% | 18% |
| | 45 | 6 | 3 | 4 | 23 | 6 | 3 | 25 | 20 | JK 22 | 16 | 7 | 29 | 8 | 7 | 4 | 12 | 9 | 21 |
| Once every couple months | 45 | 5% | 2% | 4 6% | 6% | 3% | 4% | 25 5% | 20 4% | 8% | 4% | 2% | 29 6% | 2% | 4% | 4 3% | 4% | 3% | 8% |
| Once every couple months | 478 | 578 | 2 /0 | 078 | 078 | 578 | 4 /8 | 578 | 470 | JK | 470 | 2 /6 | M | 2.70 | 478 | 578 | 4 /0 | 378 | OPQ |
| | 13 | 2 | 1 | 0 | 3 | 6 | 1 | 8 | 5 | 5 | 7 | 1 | 4 | 7 | 3 | 1 | 7 | 4 | 2 |
| 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 |
| More than once a month | 1% | 2% | - | - | 1% | 2% | 2% | 2% | 1% | 1% | 1% | 0 | 1% | 1% | 1% | 2% | 0 | 1% | 1% |
| | | | | | | | | | | | | | | | | Р | | | |
| | 128 | 9 | 18 | 6 | 51 | 38 | 6 | 65 | 63 | 42 | 52 | 34 | 70 | 45 | 11 | 33 | 37 | 31 | 27 |
| Not applicable | 12% | 8% | 13% | 9% | 13% | 16% | 8% | 13% | 12% | 15% | 12% | 11% | 15% | 13% | 6% | 23% | 11% | 11% | 10% |
| | | | | | | A | | | | | | | N | N | | PQR | | | <u> </u> |
| | 49 | 6 | 3 | 1 | 20 | 15 | 5 | 24 | 25 | 13 | 29 | 8 | 26 | 17 | 5 | 17 | 15 | 10 | 7 |
| Don't know/Refused | 5% | 5% | 2% | 1% | 5% | 6% | 7% | 5% | 5% | 4% | 7% K | 2% | 6% | 5% | 2% | 12% PQR | 5% | 4% | 3% |
| | | | | | | | | | | | ĸ | | | | | PQR | | | |
| 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 |
| | 584 | 60 | 92 | 48 | 217 | 129 | 38 | 272 | 312 | 127 | 237 | 220 | 261 | 191 | 127 | 60 | 179 | 187 | 159 |
| Once a year or less often | 65% | 59% | 74% | 74% | 63% | 66% | 58% | 64% | 66% | 52% | 64% | 78% | 65% | 63% | 69% | 54% | 61% | 73% | 66% |
| | | | ADF | A | | | | | | | 1 | IJ | | | | | | OP | 0 |
| 0.0 // | 196 22% | 26 26% | 25 20% | 12 18% | 80 23% | 35 18% | 17 26% | 90 21% | 106 22% | 75 31% | 74 20% | 47 16% | 77 19% | 76 25% | 42 23% | 26 24% | 79 27% | 43 17% | 48 20% |
| 2-3 times a year | 22% | 20% | 20% | 18% | 23% | 18% | 20% | 21% | 22% | 31% JK | 20% | 16% | 19% | 25% | 23% | 24% | 21% Q | 17% | 20% |
| | 45 | 6 | 3 | 4 | 23 | 6 | 3 | 25 | 20 | 22 | 16 | 7 | 29 | 8 | 7 | 4 | 12 | 9 | 21 |
| Once every couple months | 5% | 6% | 2% | 7% | 7% | 3% | 4% | 6% | 4% | 9% | 4% | 3% | 7% | 3% | 4% | 3% | 4% | 4% | 9% |
| , | 0,0 | 0,0 | 270 | | | 0,0 | ., | 0,0 | .,,, | JK | ., | 0,0 | M | 0,0 | ., | 0,0 | .,,, | 170 | PQ |
| | 13 | 2 | 1 | 0 | 3 | 6 | 1 | 8 | 5 | 5 | 7 | 1 | 4 | 7 | 3 | 1 | 7 | 4 | 2 |
| Once a month | 1% | 1% | 1% | - | 1% | 3% | 2% | 2% | 1% | 2% | 2% | 0 | 1% | 2% | 1% | 1% | 2% | 1% | 1% |
| | | | | | | | 1 | | 1 | | | | | 1 | | | | | |
| | 11 | 2 | 0 | 0 | 3 | 4 | 1 | 8 | 3 | 4 | 6 | 1 | 5 | 5 | 1 | 3 | 1 | 4 | 3 |
| More than once a month | 1% | 2% | - | - | 1% | 2% | 2% | 2% | 1% | 2% | 1% | 0 | 1% | 2% | 1% | 3% | 0 | 2% | 1% |
| | | | | | | | | | | | | | | | | Р | | | L |
| | 49 | 6 | 3 | 1 | 20 | 15 | 5 | 24 | 25 | 13 | 29 | 8 | 26 | 17 | 5 | 17 | 15 | 10 | 7 |
| Don't know/Refused | 5% | 6% | 2% | 1% | 6% | 8% | 7% | 6% | 5% | 5% | 8% | 3% | 7% | 6% | 3% | 15% | 5% | 4% | 3% |
| | | | L | | | 1 | | | | | К | | | | | PQR | | | L |

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

| | | | | RE | GION | | | GEN | NDER | | AGE GROUP | | | EDUCATION | | | INCO | ME | |
|---|------------|-------------------|---------------|---------------|---------------------|------------------|--------------------|-----------|-----------------|----------------|---------------|----------------|-----------|-----------|-----------------|-----------|--------------|-------------------|---------------|
| | 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 | В | С | D | E | F | G | Н | I | J | К | L | М | N | 0 | Р | 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 17% | 27 24% BCD | 10 7% | 8 11% | 66 17% B | 56 24% BCD | 12 17% B | 73 15% | 107 20% G | 48 17% | 69 16% | 62 19% | 81 17% | 64 18% | 33 17% | 20 14% | 52 16% | 55 19% | 53 20% |
| Newsletter | 88 9% | 10 9% E | 13 9% E | 6 9% E | В 47 12% Е | 5 2% | В 7 10% Е | 40 8% | 48 9% | 18 6% | 37 9% | 32 10% | 29 6% | 28 8% | 31 16% LM | 7 5% | 27 8% | 30 10% | 24 9% |
| E-mail | 74 7% | 15 14% BCEF | 7 5% | 3 4% | 33 8% F | 14 6% | 1 2% | 35 7% | 39 7% | 29 10% K | 32 8% K | 12 4% | 22 5% | 26 7% | 26 13% LM | 7 5% | 14 4% | 27 9% P | 25 9% P |
| Thank you letter | 45 4% | 7 6% | 6 4% | 2 3% | 19 5% | 10 4% | 2 2% | 13 3% | 32 6% G | 12 4% | 15 4% | 18 6% | 21 4% | 12 3% | 12 6% | 9 6% | 11 3% | 15 5% | 10 4% |
| Telephone | 29 3% | 2 2% | 1 1% | 4 5% D | 5 1% | 17 7% ABD | 1 1% | 12 2% | 18 3% | 5 2% | 19 5% K | 5 1% | 10 2% | 10 3% | 9 5% | 3 2% | 12 4% | 11 4% | 4 2% |
| A thank you | 28 3% | 3 3% | 5 4% | 5 7% DE | 7 2% | 5 2% | 3 4% | 7 1% | 21 4% G | 7 2% | 11 3% | 10 3% | 13 3% | 7 2% | 8 4% | 2 2% | 13 4% | 9 3% | 4 1% |
| In-person | 25 2% | 1 1% | 4 3% | 2 | 6 1% | 13 5% D | 0 | 16 3% | 9 2% | 8 3% | 11 3% | 6 2% | 11 2% | 12 3% | 3 1% | 3 2% | 10 3% | 4 1% | 8 3% |
| TV | 24 2% | 1 1% | 5 3% | 1 1% | 8 2% | 7 3% | 4 | 10 2% | 15 3% | 4 1% | 11 3% | 9 3% | 14 3% | 9 2% | 2 1% | 1 1% | 12 4% | 6 2% | 6 2% |
| Advertising | 23 2% | 1 1% | 3 2% | 2 3% | 10 3% | 5 2% | A 2 3% | 11 2% | 12 2% | 6 2% | 11 3% | 6 2% | 12 2% | 7 2% | 5 2% | 1 0 | 11 3% | 7 3% | 5 2% |
| Reports | 13 1% | 1 1% | 3 2% | 1 1% | 4 1% | 2 1% | 1 1% | 5 1% | 8 1% | 1 0 | 4 1% | 8 2% | 4 1% | 5 1% | 3 2% | 1 1% | 4 1% | 4 1% | 3 1% |
| Receipt | 12 1% | 1 1% | 2 2% | 3 4% E | 6 2% | - | - | 5 1% | 7 1% | 1 0 | 1 0 | 10 3% IJ | 5 1% | 4 1% | 3 2% | 1 1% | 3 1% | 4 1% | 5 2% |
| Brochure | 12 1% | 0 | 1 1% | 2 3% A | 3 1% | 3 1% | 2 3% | 6 1% | 6 1% | 1 0 | 2 0 | 9 3% IJ | 6 1% | 5 1% | 1 1% | 2 2% | 3 1% | 1 0 | 6 2% |
| Updates | 10 1% | 2 2% E | - | - | 8 2% E | 0 | - | 2 0 | 8 1% | 6 2% K | 4 1% | - | 2 0 | 2 1% | 6 3% LM | 0 | 1 0 | 4 1% | 5 2% |
| Tax receipt | 8 | 2 2% | - | 1 1% | 2 1% | 3 1% | - | 2 1% | 6 1% | 2 1% | 7 2% K | - | 3 1% | 2 0 | 4 2% | - | 4 1% | 3 1% | 2 1% |
| Radio | 8 1% | 0 | 2 1% | 1 1% | 2 | 3 1% | 1 1% | 3 1% | 5 1% | 1 1% | 4 1% | 3 1% | 6 1% | 2 | 0 | 2 2% | 3 1% | 2 1% | 0 |
| Newspaper | 8 1% | 1 1% | 0 | 0 | 5 1% | 2 1% | 0 | 2 0 | 6 1% | 2 1% | 4 1% | 2 1% | 5 1% | 2 0 | 1 0 | 1 1% | 5 1% | 2 1% | 0- |
| Card | 8 1% | 2 2% | 0 | 0 | 5 1% | 1 0 | 0 | 2 0 | 6 1% | 3 1% | 2 0 | 3 1% | 3 1% | 3 1% | 1 1% | 0 | 5 1% | 2 1% | 1 0 |
| Social media | 7 1% | 1 0 | 4 3% DE | 0 | 1 0 | 0 | 2 3% DE | 3 1% | 5 1% | 1 0 | 5 1% | 2 1% | 4 1% | 4 1% | 0 | 2 2% | 1 0 | 3 1% | 1 0 |
| News | 7 1% | 1 1% | 2 | 0 | 3 1% | 0 | 1 | 2 0 | 5 1% | 0 | 5 1% | 2 1% | 3 1% | 4 1% | 0 | 3 2% | 2 1% | 1 0 | 1 0 |
| Events | 7 | 2 1% | 3 2% | 0 | 3 1% | 0 | 0 | 1 0 | 6 1% | 3 1% | 2 1% | 2 1% | 2 1% | 2 1% | 3 1% | 0 | 3 1% | 2 1% | 3 1% |
| Follow up letter | 6 1% | 3 2% DE | 0 | 1 2% | 1 0 | 0 | 1 2% | 4 | 2 0 | 1 0 | 2 0 | 3 1% | 1 0 | 0 | 5 3% LM | 1 1% | 0 | 0 | 5 2% PQ |
| Follow up | 6 1% | 1 1% | 2 1% | 0- | 3 1% | 0 | 0 | 4 1% | 2 0 | 3 1% | 1 0 | 3 1% | 2 0 | 2 1% | 2 1% | 0 | 1 0 | 3 1% | 3 1% |

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

| | | | | DEC | SION | | | 05 | NDER | | AGE GROUP | | | EDUCATION | | | INC | | |
|--------------------|-------|----------|----------|----------|----------|-----------|-----|----------|--------|-------|-----------|-----|----------|-----------|--------|--------|--------------|---------|---------|
| | | | | REC | | | | GER | NDER | | AGE GROUP | | | EDUCATION | | | | \$60K- | |
| | TOTAL | BC | AB | SK/MB | ON | QC | ATL | Male | Female | 18-34 | 35-54 | 55+ | HS< | Post Sec | Univ. | <\$25K | \$25K-<\$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% | - |
| | 6 | 1 | 3 | 0 | 2 | 0 | 0 | 0 | G 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% |
| | 5 | 0 | 2 | 0 | 3 | 0 | 0 | 1 | G 4 | 1 | 1 | 3 | 3 | 1 | L 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% L | 0 | - | 0 | 0 | 1% |
| | 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% CD | 18% | 12% | 14% | 13% | 14% | 13% | 12% | 15% | 12% | 15% | 11% | 14% | 13% |
| | 326 | 33 | 54 | 29 | 145 | 45 | 19 | 179 | 146 | 91 | 131 | 104 | 168 | 113 | 40 | 51 | 115 | 82 | 78 |
| None | 32% | 30% E | 38% E | 41% E | 37% F | 19% | 27% | 36% H | 27% | 32% | 31% | 33% | 36% N | 32% N | 20% | 35% | 35% | 28% | 29% |
| | 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% |

11. STRONGLY AGREE SUMMARY TABLE

| | | | | REG | ION | | | GEN | IDER | | AGE GROUP | | | EDUCATION | | | INCO | ME | |
|---|-------|-----|-----|-------|-----|------------|-----|------|--------|-------|-----------|-----|-----|-----------|-------|--------|--------------|-------------------|---------|
| | TOTAL | вс | AB | SK/MB | ON | QC | ATL | Male | Female | 18-34 | 35-54 | 55+ | HS< | Post Sec | Univ. | <\$25K | \$25K-<\$60K | \$60K- <\$100K | \$100K+ |
| | | A | В | С | D | E | F | G | н | I | J | к | L | М | N | 0 | Р | Q | R |
| Base: All Respondents | | | | | | | | | | | | | | | | | | | 1 |
| 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 |
| 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 |
| donate to that chanty in the future | 16% | 15% | 14% | 13% | 15% | 19% | 18% | 15% | 17% | 18% | 14% | 17% | 16% | 17% | 13% | 19% | 15% | 19% | 12% |
| | | | | | | | | | | | | | | | | R | | R | |
| 2) It is important for charitable organizations to let me know how my donation has made a difference | 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% ABD | 29% | 32% | 35% | 38% | 31% | 34% | 33% | 35% | 33% | 39% | 32% | 38% | 28% |

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 | В | С | D | E | F | G | н | 1 | J | к | L | М | N | 0 | Р | 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 |
| 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 47% | 45 40% | 63 44% | 36 50% | 187 47% | 117 50% | 32 45% | 242 49% | 238 44% | 150 52% | 182 43% | 148 46% | 213 45% | 169 48% | 94 48% | 70 48% | 151 46% | 146 51% | 113 42% |
| 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 | J 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 | |

11. DISAGREE SUMMARY TABLE (Somewhat/Strongly disagree)

| | | | | REG | ION | | | GEI | NDER | | AGE GROUP | | | EDUCATION | | | INC | ОМЕ | |
|---|------------|-----------------|----------------|----------------|----------------|-----------|----------------|------------|-----------------|------------|------------|------------|------------|------------|-----------|-----------|--------------|-------------------|------------|
| | TOTAL | вс | AB | SK/MB | ON | QC | ATL | Male | Female | 18-34 | 35-54 | 55+ | HS< | Post Sec | Univ. | <\$25K | \$25K-<\$60K | \$60K- <\$100K | \$100K+ |
| | | A | В | С | D | E | F | G | Н | I | J | к | L | M | N | 0 | Р | 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 |
| 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 47% | 59 53% | 69 49% | 31 44% | 185 47% | 99 43% | 38 53% | 212 43% | 270 51% G | 124 43% | 208 49% | 150 47% | 225 48% | 155 44% | 96 49% | 61 43% | 158 48% | 126 44% | 137 51% |
| It is important for charitable organizations to let me know how my donation has made a difference | 172 17% | 29 26% DE | 27 19% F | 12 17% E | 67 17% F | 19 8% | 19 26% E | 85 17% | 88 16% | 42 15% | 76 18% | 54 17% | 81 17% | 55 16% | 34 18% | 24 17% | 57 17% | 35 12% | 56 21% |

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?

| | | | 1 | REG | ION | | 1 | GEI | IDER | | AGE GROUP | | | EDUCATION | | | INC | OME | |
|---------------------------|-------|------|-------|-------|-------|------|-----|------|--------|-------|-----------|------|------|-----------|-------|--------|--------------|-------------------|---------|
| | TOTAL | вС | AB | SK/MB | ON | QC | ATL | Male | Female | 18-34 | 35-54 | 55+ | HS< | Post Sec | Univ. | <\$25K | \$25K-<\$60K | \$60K- <\$100K | \$100K+ |
| | | A | В | С | D | E | F | G | Н | I | J | К | L | М | N | 0 | Р | Q | R |
| Base: All Respondents | | | | | | | | | | | | | | | | | | | 1 |
| 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 |
| | 163 | 17 | 20 | 9 | 61 | 43 | 13 | 74 | 89 | 51 | 58 | 54 | 78 | 61 | 25 | 28 | 49 | 56 | 31 |
| Strongly agree | 16% | 15% | 14% | 13% | 15% | 19% | 18% | 15% | 17% | 18% | 14% | 17% | 16% | 17% | 13% | 19% | 15% | 19% | 12% |
| | | | | | | | | | | | | | | | | R | | R | |
| | 316 | 28 | 43 | 26 | 126 | 74 | 19 | 167 | 149 | 99 | 123 | 94 | 136 | 108 | 69 | 42 | 102 | 90 | 82 |
| Somewhat agree | 31% | 25% | 30% | 37% | 32% | 31% | 27% | 34% | 28% | 34% | 29% | 30% | 29% | 31% | 35% | 29% | 31% | 31% | 31% |
| | | | | | | | | н | | | | | | | | | | | |
| | 292 | 36 | 38 | 19 | 115 | 61 | 23 | 139 | 153 | 71 | 132 | 90 | 139 | 90 | 60 | 35 | 97 | 80 | 80 |
| Somewhat disagree | 28% | 32% | 26% | 27% | 29% | 26% | 33% | 28% | 29% | 25% | 31% | 28% | 30% | 26% | 31% | 24% | 30% | 28% | 30% |
| | | | | | | | | | | | | | | | | | | | |
| | 190 | 23 | 32 | 12 | 71 | 38 | 15 | 73 | 117 | 53 | 77 | 61 | 86 | 65 | 36 | 26 | 61 | 46 | 57 |
| Strongly disagree | 19% | 21% | 22% | 17% | 18% | 16% | 21% | 15% | 22% | 18% | 18% | 19% | 18% | 19% | 19% | 18% | 19% | 16% | 21% |
| | | | | | | | | | G | | | | | | | | | | |
| | 65 | 8 | 10 | 4 | 24 | 17 | 1 | 39 | 26 | 14 | 31 | 20 | 34 | 25 | 5 | 13 | 20 | 16 | 17 |
| Don't know/not applicable | 6% | 7% | 7% | 6% | 6% | 7% | 2% | 8% | 5% | 5% | 7% | 6% | 7% | 7% | 3% | 9% | 6% | 5% | 6% |
| | | | | | | | | | | | | | N | N | | | | | |
| TOPBOX & LOWBOX SUMMARY | | | | | | | | | | | | | | | | | | | |
| | 163 | 17 | 20 | 9 | 61 | 43 | 13 | 74 | 89 | 51 | 58 | 54 | 78 | 61 | 25 | 28 | 49 | 56 | 31 |
| Strongly agree | 16% | 15% | 14% | 13% | 15% | 19% | 18% | 15% | 17% | 18% | 14% | 17% | 16% | 17% | 13% | 19% | 15% | 19% | 12% |
| | 1070 | .570 | . 170 | . 570 | . 570 | .576 | | .070 | | .370 | . 170 | | .070 | | . 570 | R | .070 | R | .270 |
| | 479 | 45 | 63 | 36 | 187 | 117 | 32 | 242 | 238 | 150 | 182 | 148 | 213 | 169 | 94 | 70 | 151 | 146 | 113 |
| Agree (Top2Box) | 47% | 40% | 44% | 50% | 47% | 50% | 45% | 49% | 44% | 52% | 43% | 46% | 45% | 48% | 48% | 48% | 46% | 51% | 42% |
| 5 · · · · · · · · | | .570 | | 2370 | | 2370 | | .070 | . 170 | J | .570 | .570 | .070 | .570 | .570 | 1070 | .070 | 2170 | .270 |
| | 483 | 59 | 69 | 31 | 185 | 99 | 38 | 212 | 270 | 124 | 208 | 150 | 225 | 155 | 96 | 61 | 158 | 126 | 137 |
| Disagree (Low2Box) | 47% | 53% | 49% | 44% | 47% | 43% | 53% | 43% | 51% | 43% | 49% | 47% | 48% | 44% | 49% | 43% | 48% | 44% | 51% |
| | | | 0.0 | .,, | ,,, | | | | G | ,,,, | | | 272 | | | | | .,, | |

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?

| | | | | REC | | | | 05 | NDER | | AGE GROUP | | | EDUCATION | | | INC | | |
|---------------------------|-------|-----|-----|-------|-----|------|-----|------|--------|-------|-----------|-----|-----|-----------|-------|--------|--------------|-------------------|---------|
| | | | 1 | REC | ION | 1 | | GEI | NDER | | AGE GROUP | 1 | | EDUCATION | | | INCO | DME | |
| | TOTAL | вс | АВ | SK/MB | ON | QC | ATL | Male | Female | 18-34 | 35-54 | 55+ | HS< | Post Sec | Univ. | <\$25K | \$25K-<\$60K | \$60K- <\$100K | \$100K+ |
| | | A | В | С | D | E | F | G | н | I | J | к | L | М | N | 0 | Р | 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 |
| | 346 | 30 | 39 | 24 | 134 | 98 | 21 | 158 | 187 | 109 | 130 | 107 | 158 | 122 | 64 | 56 | 106 | 109 | 75 |
| Strongly agree | 34% | 27% | 27% | 34% | 34% | 42% | 29% | 32% | 35% | 38% | 31% | 34% | 33% | 35% | 33% | 39% | 32% | 38% | 28% |
| 0, 0 | | | | | | ABD | | | | J | | | | | | R | | R | - |
| | 450 | 46 | 65 | 32 | 175 | 102 | 31 | 217 | 233 | 125 | 186 | 139 | 202 | 149 | 93 | 49 | 148 | 130 | 123 |
| Somewhat agree | 44% | 41% | 45% | 46% | 44% | 44% | 43% | 44% | 44% | 43% | 44% | 44% | 43% | 43% | 48% | 34% | 45% | 45% | 46% |
| | | | | | | | | | | | | | | | | | 0 | 0 | 0 |
| | 116 | 19 | 18 | 8 | 46 | 14 | 11 | 56 | 60 | 28 | 53 | 35 | 53 | 37 | 25 | 15 | 35 | 23 | 43 |
| Somewhat disagree | 11% | 17% | 13% | 11% | 12% | 6% | 16% | 11% | 11% | 10% | 13% | 11% | 11% | 11% | 13% | 11% | 11% | 8% | 16% |
| | | E | E | | E | | E | | | | | | | | | | | | Q |
| | 57 | 10 | 9 | 4 | 20 | 5 | 7 | 29 | 28 | 14 | 23 | 19 | 28 | 17 | 9 | 9 | 22 | 13 | 13 |
| Strongly disagree | 6% | 9% | 7% | 6% | 5% | 2% | 10% | 6% | 5% | 5% | 6% | 6% | 6% | 5% | 5% | 6% | 7% | 4% | 5% |
| | | E | | | | | E | | | | | | | | | | | | |
| | 59 | 6 | 12 | 3 | 21 | 15 | 1 | 33 | 26 | 11 | 29 | 18 | 32 | 23 | 3 | 14 | 18 | 14 | 12 |
| Don't know/not applicable | 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 | | | | | | | | | | | | | | | | | | | |
| | 346 | 30 | 39 | 24 | 134 | 98 | 21 | 158 | 187 | 109 | 130 | 107 | 158 | 122 | 64 | 56 | 106 | 109 | 75 |
| Strongly agree | 34% | 27% | 27% | 34% | 34% | 42% | 29% | 32% | 35% | 38% | 31% | 34% | 33% | 35% | 33% | 39% | 32% | 38% | 28% |
| | | | | | | ABD | | | | J | | | | | | R | | R | - |
| | 796 | 76 | 103 | 56 | 309 | 200 | 51 | 375 | 421 | 234 | 316 | 246 | 360 | 271 | 158 | 105 | 254 | 238 | 199 |
| Agree (Top2Box) | 78% | 68% | 73% | 79% | 78% | 86% | 72% | 76% | 79% | 81% | 75% | 77% | 76% | 78% | 81% | 73% | 77% | 83% | 74% |
| | | | | | А | ABDF | | | | J | | | | | | | | OR | |
| | 172 | 29 | 27 | 12 | 67 | 19 | 19 | 85 | 88 | 42 | 76 | 54 | 81 | 55 | 34 | 24 | 57 | 35 | 56 |
| Disagree (Low2Box) | 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 |

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

| | | | | REC | GION | | | GEN | IDER | | AGE GROUP | | | EDUCATION | | | INCO | DME | |
|--------------------------|-------|-----|-----|-------|------|------|-------|------|--------|-------|-----------|-----|-----|-----------|-------|--------|--------------|-------------------|---------|
| | TOTAL | вс | AB | SK/MB | ON | QC | ATL | Male | Female | 18-34 | 35-54 | 55+ | HS< | Post Sec | Univ. | <\$25K | \$25K-<\$60K | \$60K- <\$100K | \$100K+ |
| | | A | В | С | D | E | F | G | Н | I | J | К | L | M | N | 0 | Р | Q | R |
| Base: All Respondents | | | | | | | | | | | | | | | | | | | 1 |
| 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 |
| | 119 | 8 | 13 | 3 | 58 | 17 | 19 | 47 | 72 | 26 | 43 | 49 | 57 | 39 | 22 | 18 | 33 | 35 | 33 |
| Excellent | 12% | 7% | 9% | 5% | 15% | 7% | 27% | 9% | 13% | 9% | 10% | 15% | 12% | 11% | 11% | 12% | 10% | 12% | 12% |
| | | | | | ACE | | ABCDE | | | | | 1 | | | | | | | - |
| | 411 | 50 | 60 | 37 | 145 | 92 | 26 | 198 | 213 | 102 | 175 | 134 | 189 | 123 | 98 | 51 | 138 | 115 | 108 |
| Good | 40% | 45% | 42% | 52% | 37% | 40% | 37% | 40% | 40% | 35% | 42% | 42% | 40% | 35% | 50% | 35% | 42% | 40% | 40% |
| | | | | D | | | | | | | | | | | LM | | | | |
| | 251 | 25 | 42 | 15 | 94 | 60 | 14 | 121 | 130 | 85 | 97 | 69 | 104 | 104 | 41 | 37 | 82 | 63 | 68 |
| Fair | 24% | 22% | 29% | 21% | 24% | 26% | 20% | 25% | 24% | 29% | 23% | 22% | 22% | 30% | 21% | 26% | 25% | 22% | 25% |
| | | | | | | | | | | К | | | | LN | | | | | |
| | 88 | 10 | 9 | 6 | 44 | 15 | 5 | 52 | 36 | 26 | 36 | 27 | 46 | 29 | 12 | 8 | 25 | 27 | 28 |
| Poor | 9% | 9% | 7% | 9% | 11% | 6% | 7% | 11% | 7% | 9% | 8% | 8% | 10% | 8% | 6% | 6% | 8% | 9% | 11% |
| | | | | | | | | н | | | | | | | | | | | |
| | 73 | 10 | 11 | 6 | 25 | 15 | 6 | 38 | 35 | 14 | 37 | 21 | 31 | 24 | 13 | 10 | 24 | 23 | 15 |
| Don't know | 7% | 9% | 8% | 9% | 6% | 6% | 8% | 8% | 6% | 5% | 9% | 7% | 7% | 7% | 7% | 7% | 7% | 8% | 6% |
| | | | | | | | | | | | | | | | | | | | |
| | 86 | 10 | 7 | 3 | 30 | 34 | 1 | 38 | 48 | 34 | 33 | 19 | 45 | 30 | 9 | 19 | 26 | 25 | 15 |
| Not applicable | 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 | | | | | | | | | | | | | | | | | | | |
| | 119 | 8 | 13 | 3 | 58 | 17 | 19 | 47 | 72 | 26 | 43 | 49 | 57 | 39 | 22 | 18 | 33 | 35 | 33 |
| Excellent (TopBox) | 12% | 7% | 9% | 5% | 15% | 7% | 27% | 9% | 13% | 9% | 10% | 15% | 12% | 11% | 11% | 12% | 10% | 12% | 12% |
| V -1 - 7 | | | | | ACE | | ABCDE | | | | | 1 | | | | | | | |
| | 530 | 58 | 73 | 40 | 203 | 110 | 45 | 245 | 285 | 128 | 218 | 183 | 247 | 162 | 120 | 69 | 171 | 150 | 140 |
| Excellent/Good (Top2Box) | 52% | 52% | 51% | 57% | 51% | 47% | 64% | 50% | 53% | 45% | 52% | 57% | 52% | 46% | 61% | 48% | 52% | 52% | 53% |
| · · · / | | | 1 | | | | E | | | | 1 | 1 | | | LM | | | | 1 |
| | 339 | 34 | 51 | 21 | 138 | 75 | 19 | 173 | 166 | 111 | 133 | 96 | 150 | 133 | 53 | 46 | 107 | 90 | 96 |
| Fair/Poor (Low2Box) | 33% | 31% | 36% | 30% | 35% | 32% | 27% | 35% | 31% | 38% | 31% | 30% | 32% | 38% | 27% | 32% | 33% | 31% | 36% |
| | | | 1 | | İ | İ | | | | К | 1 | l | | N | | 1 | | | |

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

| | | | | REC | GION | | | GEN | IDER | | AGE GROUP | | | EDUCATION | | | INC | ОМЕ | |
|--|-------|-----|------|-------|------|------|-----|------|--------|-------|-----------|-----|---------|-----------|-------|--------|--------------|-------------------|--------|
| | 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 | В | С | D | E | F | G | н | I | J | к | L | М | N | 0 | Р | 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 |
| | 467 | 45 | 64 | 32 | 192 | 100 | 33 | 215 | 252 | 139 | 179 | 149 | 206 | 167 | 91 | 54 | 149 | 134 | 129 |
| A letter in the mail | 45% | 41% | 45% | 46% | 48% | 43% | 47% | 44% | 47% | 48% | 42% | 47% | 44% | 48% | 47% | 37% | 45% | 47% | 48% |
| | 1070 | ,0 | 1070 | 1070 | 1070 | 1070 | | 1170 | | 1070 | 1270 | | | 1070 | 11 /0 | 0.70 | 1070 | 1170 | 0 |
| | 243 | 30 | 34 | 13 | 96 | 50 | 21 | 128 | 115 | 81 | 93 | 69 | 88 | 83 | 68 | 32 | 71 | 65 | 76 |
| An e-mail | 24% | 27% | 24% | 18% | 24% | 21% | 29% | 26% | 22% | 28% | 22% | 22% | 19% | 24% | 35% | 22% | 22% | 23% | 28% |
| | | | | | | | | | | | | | | | LM | | | | |
| | 69 | 9 | 10 | 4 | 14 | 26 | 5 | 37 | 32 | 27 | 29 | 13 | 32 | 28 | 9 | 13 | 18 | 21 | 17 |
| In-person | 7% | 8% | 7% | 6% | 4% | 11% | 7% | 7% | 6% | 9% | 7% | 4% | 7% | 8% | 4% | 9% | 5% | 7% | 6% |
| | | D | | | | D | | | | К | | | | | | | | | |
| | 61 | 9 | 4 | 3 | 24 | 20 | 2 | 27 | 34 | 45 | 13 | 3 | 26 | 18 | 16 | 13 | 19 | 15 | 14 |
| A small gift of thanks (e.g. a plaque) | 6% | 8% | 3% | 4% | 6% | 8% | 3% | 6% | 6% | 16% | 3% | 1% | 6% | 5% | 8% | 9% | 6% | 5% | 5% |
| | | | | | | | | | | JK | | | | | | | | | |
| | 52 | 5 | 11 | 5 | 18 | 9 | 4 | 26 | 26 | 11 | 23 | 17 | 21 | 20 | 11 | 6 | 17 | 16 | 12 |
| A phone call | 5% | 4% | 8% | 7% | 5% | 4% | 5% | 5% | 5% | 4% | 6% | 5% | 4% | 6% | 6% | 4% | 5% | 6% | 5% |
| | | | | | | | | | | | | | | | | | | | |
| | 15 | 4 | 0 | 4 | 5 | 2 | 1 | 6 | 9 | 0 | 5 | 10 | 6 | 7 | 2 | 1 | 6 | 6 | 3 |
| A receipt | 1% | 3% | - | 6% | 1% | 1% | 1% | 1% | 2% | - | 1% | 3% | 1% | 2% | 1% | 1% | 2% | 2% | 1% |
| | | В | | BDE | | | | | | | | IJ | | | | | | | |
| | 13 | 4 | 0 | 4 | 3 | 2 | 1 | 6 | 7 | 0 | 4 | 10 | 6 | 5 | 2 | 1 | 6 | 4 | 3 |
| I donate for tax purposes | 1% | 3% | - | 6% | 1% | 1% | 1% | 1% | 1% | - | 1% | 3% | 1% | 2% | 1% | 1% | 2% | 2% | 1% |
| | | BD | | BDE | | | | | | | | IJ | | | | | | | |
| | 9 | 0 | 4 | 1 | 4 | 0 | 1 | 1 | 8 | 0 | 6 | 3 | 2 | 4 | 3 | 0 | 6 | 2 | 1 |
| A thank you | 1% | - | 2% | 1% | 1% | - | 1% | 0 | 1% | - | 1% | 1% | 0 | 1% | 1% | - | 2% | 1% | 0 |
| | | | E | | | | | | | | | | | | | | | | |
| | 7 | 1 | 4 | 0 | 2 | 1 | 0 | 1 | 6 | 0 | 4 | 3 | 2 | 4 | 1 | 1 | 4 | 1 | 1 |
| Other | 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% |
| | | | E | | E | | _ | | | | 1 | 1 | | | | | | | |
| | 63 | 6 | 2 | 5 | 29 | 16 | 5 | 37 | 26 | 23 | 27 | 13 | 31 | 20 | 9 | 9 | 24 | 18 | 12 |
| Don't know | 6% | 6% | 1% | 7% | 7% | 7% | 7% | 7% | 5% | 8% | 6% | 4% | 7% | 6% | 4% | 6% | 7% | 6% | 4% |
| | | | - | B | B | B | B | | | 47 | 05 | 11 | | | - | | 04 | 20 | |
| Net appliable | 66 | 7 | 9 | 2 | 20 | 28 | 0 | 33 | 33 | 17 | 35 | 14 | 38 | 22 | 5 | 14 | 21 | 20 | 12 |
| Not applicable | 6% | 7% | 6% | 3% | 5% | 12% | - | 7% | 6% | 6% | 8% | 4% | 8% | 6% | 3% | 9% | 6% | 7% | 5% |
| | 45 | F | - | - | - | CDF | | | | | K | 7 | N | | | | | 0 | - |
| Refused | 15 | 2 | 3 | 2 | 5 | 1 | 1 | 8 | 7 | 3 | 4 | 7 | 11 | 2 | 1 | 3 | 7 | 2 | 2 |
| Reiuseu | 1% | 2% | 2% | 3% | 1% | 1% | 1% | 2% | 1% | 1% | 1% | 2% | 2% M | 1% | 1% | 2% | 2% | 1% | 1% |

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

| | | | | REC | SION | | | GEI | NDER | | AGE GROUP | | | EDUCATION | | | INC | OME | |
|--|------------|-----------|-----------|-----------|-----------|-------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|--------------|-------------------|-----------|
| | TOTAL | вс | АВ | SK/MB | ON | QC | ATL | Male | Female | 18-34 | 35-54 | 55+ | HS< | Post Sec | Univ. | <\$25K | \$25K-<\$60K | \$60K- <\$100K | \$100K+ |
| | TOTAL | A | B | C | D | E | F | G | Н | 10.34 | J | K | L | M | N | 0 | 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 | 213 | 71 | 493 | 534 | 288 | 443 | 318 | 419 | 349 | 195 | 139 | 329 | 288 | 240 |
| | 409 | 58 | 52 | 31 | 141 | 99 | 29 | 176 | 233 | 130 | 170 | 109 | 178 | 139 | 89 | 65 | 120 | 106 | 118 |
| I want to help those in need | 40% | 52% BD | 37% | 43% | 36% | 42% | 41% | 36% | 44% G | 45% K | 40% | 34% | 38% | 40% | 46% | 45% | 36% | 37% | 44% |
| | | 60 | | | | | | | 9 | ĸ | | | | | | | | | |
| 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% E | 36% E | 36% E | 30% E | 18% | 27% | 27% | 30% | 20% | 28% | 37% IJ | 27% | 27% | 35% LM | 26% | 28% | 31% | 28% |
| | 219 | 26 | 24 | 13 | 80 | 60 | 16 | 103 | 117 | 62 | 100 | 58 | 91 | 76 | 49 | 30 | 65 | 61 | 64 |
| I want to give back to the community | 21% | 23% | 17% | 18% | 20% | 26% | 23% | 21% | 22% | 21% | 24% | 18% | 19% | 22% | 25% | 21% | 20% | 21% | 24% |
| | 200 | 29 | 37 | 17 | 83 | 18 | 17 | 101 | 99 | 57 | 79 | 65 | 86 | 74 | 38 | 20 | 67 | 48 | 65 |
| It is the right thing to do | 20% | 26% | 26% | 24% | 21% | 8% | 23% | 21% | 19% | 20% | 19% | 20% | 18% | 21% | 19% | 14% | 21% | 17% | 24% |
| | 192 | E 18 | E 28 | E 20 | E 71 | 38 | E 17 | 97 | 96 | 37 | 75 | 81 | 92 | 67 | 30 | 28 | 58 | 53 | OQ 53 |
| The charity has a good reputation | 19% | 16% | 20% | 28% | 18% | 16% | 23% | 20% | 18% | 13% | 18% | 25% | 19% | 19% | 16% | 20% | 18% | 19% | 20% |
| | 105 | | | AE | | 10 | 40 | | 05 | 70 | | IJ | | | 45 | | | 10 | 50 |
| It feels good | 185 18% | 24 22% | 23 16% | 12 18% | 69 17% | 40 17% | 16 23% | 90 18% | 95 18% | 79 28% | 66 16% | 40 12% | 77 16% | 62 18% | 45 23% | 20 14% | 60 18% | 48 17% | 56 21% |
| | | | | | | | | | | JK | | | | | | | | | |
| To support friends/family members who ask me to | 176 | 16 | 26 | 8 | 77 | 38 | 9 | 67 | 109 | 46 | 90 | 40 | 82 | 54 | 39 | 14 | 53 | 49 | 60 |
| give | 17% | 15% | 18% | 12% | 19% | 16% | 13% | 14% | 20% | 16% | 21% | 13% | 17% | 16% | 20% | 10% | 16% | 17% | 22% |
| | | | | | | | | | G | | К | | | | | | | | 0 |
| As a memoriam gift (in honour of someone who was | 162 | 18 | 26 | 8 | 82 | 17 | 12 | 54 | 108 | 25 | 57 | 80 | 77 | 68 | 17 | 18 | 46 | 52 | 46 |
| recently deceased) | 16% | 16% | 18% | 11% | 21% | 7% | 17% | 11% | 20% | 9% | 14% | 25% | 16% | 20% | 9% | 13% | 14% | 18% | 17% |
| | 155 | E 23 | E 27 | 17 | E 53 | 26 | E 10 | 77 | G 78 | 31 | 1 64 | IJ 60 | N 65 | N 53 | 36 | 13 | 57 | 41 | 43 |
| For a tax receipt | 155 | 23 | 19% | 24% | 13% | 11% | 10 | 16% | 15% | 11% | 15% | 19% | 65 14% | 53 | 19% | 9% | 57 | 14% | 43 |
| | | DE | | DE | | | | | | | | Ι | | | | | 0 | | |
| | 107 | 14 | 17 | 9 | 38 | 18 | 11 | 57 | 50 | 23 | 42 | 42 | 52 | 34 | 20 | 11 | 37 | 29 | 30 |
| I've been personally affected by the work they do | 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 | 100 | 12 | 10 | 5 | 44 | 18 | 12 | 44 | 56 | 23 | 41 | 37 | 47 | 41 | 12 | 14 | 36 | 35 | 16 |
| back | 10% | 10% | 7% | 7% | 11% | 8% | 17% | 9% | 10% | 8% | 10% | 12% | 10% | 12% | 6% | 10% | 11% | 12% | 6% |
| | 69 | 9 | 15 | 3 | 29 | 7 | BE 5 | 32 | 37 | 21 | 23 | 24 | 34 | N 18 | 17 | 13 | R 24 | R 20 | 12 |
| It is part of my religious beliefs | 7% | 8% | 11% | 4% | 7% | 3% | 8% | 6% | 7% | 7% | 5% | 8% | 7% | 5% | 9% | 9% | 7% | 7% | 5% |
| | 44 | E | E | 5 | E | 11 | 2 | 29 | 15 | 40 | 13 | 14 | 23 | 40 | 0 | 2 | 18 | 10 | 40 |
| They ask me to donate | 44 | 5 4% | 7 5% | 5 7% | 15 4% | 5% | 3% | 29 6% | 3% | 18 6% | 3% | 4% | 23 5% | 13 4% | 8 4% | 3 2% | 6% | 4% | 12 5% |
| | | | | | | | | н | | | | | | | | | | | |
| | 42 | 2 | 5 | 2 | 10 | 21 | 2 | 20 | 22 | 19 | 19 | 4 | 21 | 15 | 7 | 3 | 15 | 10 | 14 |
| My workplace chooses the charity employees give to | 4% | 2% | 3% | 3% | 3% | 9% | 3% | 4% | 4% | 7% | 4% | 1% | 4% | 4% | 4% | 2% | 5% | 4% | 5% |
| | | | | | | AD | | | | К | К | | | | | | | | |
| T | 39 | 2 | 4 | 3 | 14 | 11 | 5 | 24 | 14 | 16 | 15 | 8 | 13 | 16 | 9 | 8 | 10 | 10 | 10 |
| To be seen to be contributing to my community | 4% | 1% | 3% | 5% | 4% | 5% | 7% | 5% | 3% | 6% | 3% | 2% | 3% | 4% | 5% | 6% | 3% | 4% | 4% |
| | 2 | 1 | 0 | 0 | 1 | 0 | A 0 | 1 | 1 | 1 | 1 | 0 | 0 | 0 | 2 | 0 | 0 | 1 | 1 |
| Other | 0 | 1% | - | - | 0 | - | - | 0 | 0 | 0 | 0 | - | - | - | 1% | - | - | 0 | 0 |
| | | | _ | | 40 | | | | | 40 | 10 | | | 10 | L | 40 | 40 | | |
| Don't know | 39 4% | 1 1% | 5 4% | 2 3% | 16 4% | 11 5% | 4 6% | 28 6% | 11 2% | 18 6% | 13 3% | 8 3% | 20 4% | 12 3% | 6 3% | 13 9% | 13 4% | 9 3% | 4 2% |
| | | | | | | A | A | н | | К | | | | | | PQR | | | |
| Not applicable | 81 | 6 | 6 4% | 4 6% | 32 | 31 13% | 2 | 40 | 42 | 22 | 40 9% | 20 6% | 42 | 29 | 10 | 18 13% | 27 | 25 | 12 4% |
| Not applicable | 8% | 5% | 4% | 6% | 8% | 13% ABDF | 2% | 8% | 8% | 8% | 9% | 6% | 9% | 8% | 5% | 13% R | 8% | 9% | 4% |
| Propertions/Magns: Columns Tested (5% risk lovel) - A | | | | | | | | | 1 | | | | | | | | | | |

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?

| | | | | REG | ION | | | GEI | NDER | | AGE GROUP | | | EDUCATION | | | INCC | ME | |
|--|-------|-----|-----|------------|---------|-----|-----|------|--------|----------|-----------|-----|-----|---------------|------------|--------|--------------|-------------------|----------|
| | TOTAL | вс | AB | SK/MB C | ON D | QC | ATL | Male | Female | 18-34 | 35-54 | 55+ | HS< | Post Sec M | Univ. N | <\$25K | \$25K-<\$60K | \$60K- <\$100K | \$100K+ |
| | | A | В | C | D | E | F | G | Н | <u> </u> | J | ĸ | L | M | N | 0 | Р | 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 |
| | 239 | 32 | 40 | 10 | 94 | 44 | 20 | 121 | 119 | 54 | 114 | 71 | 100 | 76 | 63 | 23 | 79 | 70 | 68 |
| Yes | 34% | 39% | 35% | 19% | 34% | 33% | 35% | 36% | 31% | 32% | 40% | 27% | 33% | 30% | 41% | 31% | 35% | 35% | 32% |
| | | С | | | С | | | | | | К | | | | М | | | | |
| | 98 | 7 | 16 | 4 | 33 | 31 | 7 | 48 | 50 | 24 | 42 | 32 | 35 | 39 | 21 | 8 | 26 | 30 | 35 |
| No | 14% | 8% | 14% | 8% | 12% | 23% | 13% | 15% | 13% | 14% | 15% | 12% | 12% | 16% | 13% | 10% | 12% | 15% | 16% |
| | | | | | | ACD | | | | | | | | | | | | | <u> </u> |
| | 361 | 42 | 54 | 40 | 146 | 53 | 28 | 158 | 203 | 89 | 120 | 153 | 163 | 126 | 69 | 38 | 116 | 101 | 107 |
| Don't know | 51% | 51% | 48% | 73% | 52% | 40% | 50% | 47% | 53% | 53% | 42% | 58% | 54% | 50% | 45% | 51% | 52% | 50% | 50% |
| | | | | ABDEF | E | | | | | J | | J | | | | | | | L |
| | 15 | 2 | 3 | 0 | 5 | 4 | 1 | 6 | 9 | 1 | 8 | 7 | 4 | 10 | 1 | 6 | 4 | 2 | 4 |
| Not applicable | 2% | 2% | 2% | - | 2% | 3% | 2% | 2% | 2% | 0 | 3% | 3% | 1% | 4% | 0 | 8% | 2% | 1% | 2% |
| | | | | | | | | | | | | | | N | | PQR | | | |

16. STRONGLY AGREE SUMMARY TABLE

| | | | | REC | GION | | | GEI | NDER | | AGE GROUP | | | EDUCATION | | | INC | ОМЕ | |
|--|------------|-----------|------------|-----------|-----------|-----------|----------------|-----------|-----------------|------------|-----------|----------------|------------|-----------|-----------|----------------|----------------|-------------------|-----------|
| | TOTAL | вС | АВ | SK/MB | ON | QC | ATL | Male | Female | 18-34 | 35-54 | 55+ | HS< | Post Sec | Univ. | <\$25K | \$25K-<\$60K | \$60K- <\$100K | \$100K+ |
| | | A | В | С | D | E | F | G | н | 1 | J | К | L | M | N | 0 | Р | 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 |
| It is important that all registered charities follow an ethical code in their treatment of donors, the general | 677 | 79 | 400 | 49 | 273 | 126 | 51 | 321 | 356 | 154 | 281 | 241 | 292 | 247 | 133 | 94 | 214 | 400 | 172 |
| public, and in their fundraising practices | 66% | | 100 70% | - | 69% | 54% | 72% | 65% | 356 | 154 54% | 67% | | 292 62% | 71% | 68% | 94 65% | 65% | 196 68% | 65% |
| | 66% | 70% | 70% E | 69% F | 69% | 54% | 72% E | 65% | 67% | 54% | 67% | 76% | 62% | /1% | 68% | 60% | 60% | 68% | 65% |
| 2) The charities I donate to follow a code of ethics of which I have been made aware | 227 22% | 21 19% | 39 27% | 13 18% | 90 23% | 42 18% | 22 31% E | 95 19% | 132 25% G | 50 17% | 98 23% | 79 25% I | 111 24% | 82 24% | 33 17% | 42 29% R | 80 24% R | 60 21% | 45 17% |
| 3) I typically do some research on a charity before I | 194 | 29 | 33 | 8 | 75 | 37 | 12 | 94 | 100 | 55 | 78 | 61 | 71 | 78 | 45 | 30 | 61 | 56 | 48 |
| donate | 19% | 26% | 23% | 11% | 19% | 16% | 17% | 19% | 19% | 19% | 19% | 19% | 15% | 22% | 23% | 21% | 18% | 19% | 18% |
| | | CE | | | | | | | | | | | | L | L | | | | |
| 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 | 58 | 6 | 2 | 3 | 26 | 14 | 6 | 25 | 33 | 21 | 28 | | 32 | 14 | 12 | 16 | 17 | 17 | 8 |
| compensation | 6% | 5% | 1% | 5% | 7% | 6% | 9% | 5% | 6% | 7% | 7% | 3% | 32 7% | 4% | 6% | 11% | 5% | 6% | 3% |
| compensation | 0% | 3% | 170 | 3% | 7 % | 0% | 9% B | 3% | 0% | 176 K | 7 % | 3% | 176 | 470 | 0% | PR | 3% | 0% | 370 |
| | | | 1 | 1 | D | 1 | Б | | 1 | ĸ | | 1 | 1 | 1 | 1 | | 1 | 1 | 1 |

16. AGREE SUMMARY TABLE (Strongly/Somewhat agree)

| | | | | REC | GION | | | GE | NDER | | AGE GROUP | | | EDUCATION | | | INC | OME | |
|--|------------|-----------|-----------|-----------|------------|------------|-----------|------------|------------|------------|------------|-----------------|------------|------------|------------|-----------|--------------|-------------------|------------|
| | TOTAL | вс | AB | SK/MB | ON | QC | ATL | Male | Female | 18-34 | 35-54 | 55+ | HS< | Post Sec | Univ. | <\$25K | \$25K-<\$60K | \$60K- <\$100K | \$100K+ |
| | | A | В | С | D | E | F | G | н | 1 | J | К | L | М | N | 0 | Р | 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 |
| It is important that all registered charities follow an ethical code in their treatment of donors, the general | 928 | 103 | 136 | 67 | 363 | 196 | 63 | 448 | 481 | 253 | 375 | 300 | 421 | 319 | 181 | 121 | 298 | 266 | 244 |
| public, and in their fundraising practices | 90% | 92% | 95% | 94% | 92% | 84% | 89% | 91% | 90% | 88% | 89% | 94% | 89% | 91% | 93% | 84% | 91% | 92% | 91% |
| | 5070 | 5270 F | F | 54% | 52 /0 | 0470 | 0370 | 5170 | 3078 | 0070 | 0370 | IJ | 0370 | 5170 | 3370 | 0470 | 0 | 0 | 0 |
| The charities I donate to follow a code of ethics of which I have been made aware | 629 61% | 67 60% | 89 63% | 42 59% | 250 63% | 134 57% | 46 65% | 295 60% | 333 62% | 165 57% | 255 60% | 209 66% I | 285 60% | 216 62% | 123 63% | 80 55% | 203 62% | 182 63% | 164 61% |
| 3) I typically do some research on a charity before I | 594 | 75 | 81 | 45 | 239 | 115 | 39 | 285 | 309 | 178 | 234 | 182 | 244 | 213 | 134 | 80 | 189 | 162 | 163 |
| donate | 58% | 67% | 57% | 63% | 60% | 49% | 55% | 58% | 58% | 62% | 56% | 57% | 52% | 61% | 69% | 56% | 57% | 57% | 61% |
| | | E | | | E | | | | | | | | | L | L | | | | |
| 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 | 310 | 37 | 33 | 22 | 129 | 66 | 23 | 146 | 164 | 127 | 118 | 65 | 158 | 84 | 65 | 48 | 86 | 88 | 88 |
| compensation | 30% | 33% | 23% | 30% | 33% | 28% | 32% | 30% | 31% | 44% | 28% | 20% | 34% | 24% | 33% | 33% | 26% | 31% | 33% |
| | | | | | | | | | | JK | К | | М | | М | | | | - |

16. DISAGREE SUMMARY TABLE (Somewhat/Strongly disagree)

| | | | | REG | SION | | | GEI | NDER | | AGE GROUP | | | EDUCATION | | | INC | OME | |
|---|----------|----------------|---------|-------|----------|---------------|-----|----------|----------|----------|-----------|----------|----------|-----------|---------|----------------|--------------|-------------------|----------|
| | TOTAL | BC | АВ | SK/MB | ON | QC | ATL | Male | Female | 18-34 | 35-54 | 55+ | HS< | Post Sec | Univ. | <\$25K | \$25K-<\$60K | \$60K- <\$100K | \$100K+ |
| | | A | В | С | D | E | F | G | н | - 1 | J | к | L | M | N | 0 | Р | 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 |
| 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 5% | <u>4</u> 4% | 2 1% | 1 2% | 20 5% | 19 8% B | 4 | 22 5% | 27 5% | 17 6% | 22 5% | 11 4% | 26 5% | 13 4% | 9 5% | 13 9% QR | 17 5% | 10 4% | 10 4% |
| | | | | | | В | | | | | | | | | | QK | | | |
| 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 |
| which i have been made aware | 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 | 321 | 29 | 49 | 17 | 110 | 90 | 26 | 158 | 163 | 78 | 138 | 104 | 169 | 100 | 48 | 40 | 106 | 95 | 79 |
| donate | 31% | 26% | 34% | 23% | 28% | 38% | 37% | 32% | 30% | 27% | 33% | 33% | 36% | 29% | 25% | 28% | 32% | 33% | 30% |
| | | | | | | ACD | | | | | | | MN | | | | | | |
| 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 | 594 | 64 | 98 | 41 | 222 | 129 | 40 | 294 | 301 | 120 | 244 | 231 | 257 | 221 | 112 | 75 | 202 | 165 | 153 |
| compensation | 58% | 57% | 69% | 58% | 56% | 55% | 56% | 60% | 56% | 42% | 58% | 72% | 54% | 63% | 58% | 52% | 62% | 57% | 57% |
| | | | DE | | | | | | | | 1 | IJ | | L | | 1 | | | |

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?

| | | | | REG | ION | | | GEN | IDER | | AGE GROUP | | | EDUCATION | | | INC | ОМЕ | |
|---------------------------|-------|-----|-----|-------|-----|------|-----|-------|--------|-------|-----------|-----|-----|-----------|-------|--------|--------------|-------------------|---------|
| | 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 | В | С | D | E | F | G | н | I | J | к | L | М | N | 0 | Р | 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 |
| | 677 | 79 | 100 | 49 | 273 | 126 | 51 | 321 | 356 | 154 | 281 | 241 | 292 | 247 | 133 | 94 | 214 | 196 | 172 |
| Strongly agree | 66% | 70% | 70% | 69% | 69% | 54% | 72% | 65% | 67% | 54% | 67% | 76% | 62% | 71% | 68% | 65% | 65% | 68% | 65% |
| 0, 0 | | E | E | E | E | | E | | | | 1 | IJ | | L | | | | | |
| | 252 | 25 | 36 | 18 | 90 | 71 | 12 | 127 | 125 | 99 | 94 | 59 | 129 | 72 | 48 | 27 | 84 | 69 | 71 |
| Somewhat agree | 24% | 22% | 25% | 26% | 23% | 30% | 17% | 26% | 23% | 34% | 22% | 19% | 27% | 21% | 25% | 19% | 26% | 24% | 27% |
| 5 | | | | | | DF | | | | JK | | | М | | | | | | |
| | 43 | 2 | 2 | 1 | 17 | 17 | 4 | 20 | 23 | 15 | 19 | 9 | 24 | 13 | 5 | 11 | 17 | 8 | 7 |
| Somewhat disagree | 4% | 2% | 1% | 2% | 4% | 7% | 5% | 4% | 4% | 5% | 4% | 3% | 5% | 4% | 2% | 8% | 5% | 3% | 3% |
| | | | | | | 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 | | | | |
| | 49 | 5 | 5 | 3 | 14 | 18 | 4 | 23 | 26 | 18 | 24 | 7 | 26 | 16 | 5 | 11 | 14 | 11 | 13 |
| Don't know/not applicable | 5% | 4% | 4% | 4% | 3% | 8% | 6% | 5% | 5% | 6% | 6% | 2% | 5% | 5% | 3% | 7% | 4% | 4% | 5% |
| | | | | | | D | | | | K | К | | | | | | | | |
| TOPBOX & LOWBOX SUMMARY | | | | | | | | | | | | | | | | | | | |
| | 677 | 79 | 100 | 49 | 273 | 126 | 51 | 321 | 356 | 154 | 281 | 241 | 292 | 247 | 133 | 94 | 214 | 196 | 172 |
| Strongly agree | 66% | 70% | 70% | 69% | 69% | 54% | 72% | 65% | 67% | 54% | 67% | 76% | 62% | 71% | 68% | 65% | 65% | 68% | 65% |
| | 0070 | E | E | E | E | 2170 | E | 2.570 | 2.70 | 2170 | 1 | IJ | | L | 2370 | 5070 | 2070 | 2370 | 2070 |
| | 928 | 103 | 136 | 67 | 363 | 196 | 63 | 448 | 481 | 253 | 375 | 300 | 421 | 319 | 181 | 121 | 298 | 266 | 244 |
| Agree (Top2Box) | 90% | 92% | 95% | 94% | 92% | 84% | 89% | 91% | 90% | 88% | 89% | 94% | 89% | 91% | 93% | 84% | 91% | 92% | 91% |
| . <i>,</i> | | E | E | E | E | | | | | | | IJ | | | | | 0 | 0 | 0 |
| | 50 | 4 | 2 | 1 | 20 | 19 | 4 | 22 | 27 | 17 | 22 | 11 | 26 | 13 | 9 | 13 | 17 | 10 | 10 |
| Disagree (Low2Box) | 5% | 4% | 1% | 2% | 5% | 8% | 5% | 5% | 5% | 6% | 5% | 4% | 5% | 4% | 5% | 9% | 5% | 4% | 4% |
| - · · · / | | | | 1 | | B | | | | | | | | | | QR | | | |

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?

| | | | T | REG | ION | | | GEN | DER | | AGE GROUP | | | EDUCATION | | | INC | DME | 4 |
|---------------------------|-------|------|-------|-------|------|-------|------|-------|--------|-------|-----------|------|------|-----------|-------|--------|--------------|-------------------|---------|
| | 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 | В | С | D | E | F | G | Н | I | J | к | L | М | N | 0 | Р | 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 |
| | 227 | 21 | 39 | 13 | 90 | 42 | 22 | 95 | 132 | 50 | 98 | 79 | 111 | 82 | 33 | 42 | 80 | 60 | 45 |
| Strongly agree | 22% | 19% | 27% | 18% | 23% | 18% | 31% | 19% | 25% | 17% | 23% | 25% | 24% | 24% | 17% | 29% | 24% | 21% | 17% |
| | /* | | | | | | E | | G | | | 1 | / * | | ,. | R | R | ,* | |
| | 401 | 45 | 50 | 29 | 159 | 93 | 24 | 200 | 201 | 115 | 156 | 130 | 174 | 134 | 90 | 38 | 123 | 122 | 119 |
| Somewhat agree | 39% | 41% | 35% | 41% | 40% | 40% | 34% | 41% | 38% | 40% | 37% | 41% | 37% | 38% | 46% | 26% | 37% | 42% | 45% |
| | | | | | | | | | | | 0.70 | ,0 | | | L | | 0 | 0 | 0 |
| | 129 | 17 | 18 | 12 | 48 | 28 | 6 | 69 | 60 | 38 | 55 | 36 | 55 | 43 | 29 | 15 | 45 | 34 | 35 |
| Somewhat disagree | 13% | 15% | 13% | 17% | 12% | 12% | 9% | 14% | 11% | 13% | 13% | 11% | 12% | 12% | 15% | 11% | 14% | 12% | 13% |
| | | | | | ,. | | | | | | | | ,. | | | | | ,. | |
| | 30 | 3 | 3 | 2 | 9 | 11 | 2 | 15 | 15 | 8 | 12 | 10 | 12 | 11 | 8 | 6 | 11 | 8 | 5 |
| Strongly disagree | 3% | 3% | 2% | 3% | 2% | 5% | 3% | 3% | 3% | 3% | 3% | 3% | 2% | 3% | 4% | 4% | 3% | 3% | 2% |
| | | | | | | | | | | | | | | | | | | | |
| | 240 | 25 | 32 | 15 | 90 | 61 | 17 | 113 | 126 | 76 | 99 | 64 | 120 | 79 | 36 | 43 | 70 | 63 | 63 |
| Don't know/not applicable | 23% | 22% | 23% | 21% | 23% | 26% | 24% | 23% | 24% | 27% | 24% | 20% | 25% | 23% | 18% | 30% | 21% | 22% | 24% |
| | | | | | | | | | | | | | | | | Р | | | - |
| TOPBOX & LOWBOX SUMMARY | · | · | | | | | | | | | | | | | | | | | |
| | 227 | 21 | 39 | 13 | 90 | 42 | 22 | 95 | 132 | 50 | 98 | 79 | 111 | 82 | 33 | 42 | 80 | 60 | 45 |
| Strongly agree | 22% | 19% | 27% | 18% | 23% | 18% | 31% | 19% | 25% | 17% | 23% | 25% | 24% | 24% | 17% | 29% | 24% | 21% | 17% |
| onongiy ugroo | 22.70 | 1370 | 21 /0 | 1378 | 2078 | 1378 | F | 1378 | G | 17.70 | 2378 | 2378 | 2470 | 24/0 | 17.76 | 2.9 % | 2476 R | 2170 | 1770 |
| | 629 | 67 | 89 | 42 | 250 | 134 | 46 | 295 | 333 | 165 | 255 | 209 | 285 | 216 | 123 | 80 | 203 | 182 | 164 |
| Agree (Top2Box) | 61% | 60% | 63% | 59% | 63% | 57% | 65% | 60% | 62% | 57% | 60% | 66% | 60% | 62% | 63% | 55% | 62% | 63% | 61% |
| 19.00 (10p200) | 5178 | 0078 | 0378 | 5378 | 0078 | 5178 | 0078 | 0078 | 52 /8 | 57.78 | 0078 | 1 | 50% | 52 /6 | 0078 | 5578 | 52 /8 | 0378 | |
| | 159 | 20 | 21 | 14 | 57 | 39 | 8 | 84 | 74 | 46 | 67 | 45 | 67 | 54 | 37 | 21 | 56 | 42 | 40 |
| Disagree (Low2Box) | 15% | 18% | 15% | 20% | 14% | 17% | 11% | 17% | 14% | 16% | 16% | 14% | 14% | 15% | 19% | 15% | 17% | 15% | 15% |
| Didagios (Low2Dox) | 1070 | 1070 | 1070 | 2070 | 1470 | 17.70 | 1170 | 17.70 | 1470 | 1070 | 1070 | 1470 | 1470 | 1070 | 1370 | 1070 | 17.70 | 1070 | 1070 |

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?

| | | | | REG | ION | | 1 | GE | NDER | | AGE GROUP | | | EDUCATION | | | INC | OME | · |
|--|-------|------|------|-------|------|------|------|------|--------|-------|-----------|------|------|-----------|-------|--------|--------------|-------------------|---------|
| | TOTAL | вС | AB | SK/MB | ON | QC | ATL | Male | Female | 18-34 | 35-54 | 55+ | HS< | Post Sec | Univ. | <\$25K | \$25K-<\$60K | \$60K- <\$100K | \$100K+ |
| | | A | В | С | D | E | F | G | Н | I | J | к | L | M | N | 0 | Р | Q | R |
| Base: All Respondents | | | | | | | | | | | | | | | | | | | 1 |
| 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 |
| | 194 | 29 | 33 | 8 | 75 | 37 | 12 | 94 | 100 | 55 | 78 | 61 | 71 | 78 | 45 | 30 | 61 | 56 | 48 |
| Strongly agree | 19% | 26% | 23% | 11% | 19% | 16% | 17% | 19% | 19% | 19% | 19% | 19% | 15% | 22% | 23% | 21% | 18% | 19% | 18% |
| 3, 3, 3 | | CE | | | | | | | | | | | | L | L | | | | |
| | 400 | 45 | 48 | 37 | 164 | 78 | 28 | 191 | 208 | 123 | 156 | 121 | 173 | 135 | 89 | 50 | 128 | 106 | 115 |
| Somewhat agree | 39% | 41% | 34% | 52% | 41% | 33% | 39% | 39% | 39% | 43% | 37% | 38% | 37% | 39% | 46% | 35% | 39% | 37% | 43% |
| C C | | | | BE | | | | | | | | | | | L | | | | |
| | 235 | 23 | 38 | 13 | 80 | 59 | 22 | 122 | 113 | 56 | 101 | 79 | 120 | 79 | 35 | 34 | 76 | 63 | 62 |
| Somewhat disagree | 23% | 21% | 27% | 19% | 20% | 25% | 31% | 25% | 21% | 19% | 24% | 25% | 25% | 23% | 18% | 24% | 23% | 22% | 23% |
| Ū | | | | | | | D | | | | | | N | | | | | | |
| | 85 | 6 | 11 | 3 | 31 | 31 | 4 | 36 | 50 | 22 | 37 | 26 | 49 | 20 | 13 | 7 | 30 | 33 | 17 |
| Strongly disagree | 8% | 5% | 7% | 5% | 8% | 13% | 6% | 7% | 9% | 8% | 9% | 8% | 10% | 6% | 7% | 5% | 9% | 11% | 6% |
| 0, 0 | | | | | | AD | | | | | | | M | | | | | OR | |
| | 112 | 8 | 13 | 10 | 48 | 29 | 6 | 50 | 63 | 32 | 49 | 32 | 60 | 36 | 12 | 23 | 34 | 30 | 25 |
| Don't know/not applicable | 11% | 7% | 9% | 14% | 12% | 12% | 8% | 10% | 12% | 11% | 12% | 10% | 13% | 10% | 6% | 16% | 10% | 10% | 10% |
| | | | | | | | | | | | | | N | | | | | | |
| TOPBOX & LOWBOX SUMMARY | | ° | | | | | | ° | | · | | | ° | | | · | | | |
| | 194 | 29 | 33 | 8 | 75 | 37 | 12 | 94 | 100 | 55 | 78 | 61 | 71 | 78 | 45 | 30 | 61 | 56 | 48 |
| Strongly agree | 194 | 26% | 23% | 11% | 19% | 16% | 17% | 19% | 19% | 19% | 19% | 19% | 15% | 22% | 23% | 21% | 18% | 19% | 18% |
| | 1370 | CE | 2070 | 1170 | 1370 | 1070 | 1770 | 1370 | 1370 | 1370 | 1370 | 1370 | 1070 | 1 | 1 | 2170 | 1070 | 1370 | 1070 |
| | 594 | 75 | 81 | 45 | 239 | 115 | 39 | 285 | 309 | 178 | 234 | 182 | 244 | 213 | 134 | 80 | 189 | 162 | 163 |
| Agree (Top2Box) | 58% | 67% | 57% | 63% | 60% | 49% | 55% | 58% | 58% | 62% | 56% | 57% | 52% | 61% | 69% | 56% | 57% | 57% | 61% |
| ······································ | 0070 | E | 0170 | 0070 | E | .576 | 0070 | 0070 | 0070 | 5270 | 0070 | 0.70 | 5270 | L | L | 0070 | 0170 | 5170 | 5170 |
| | 321 | 29 | 49 | 17 | 110 | 90 | 26 | 158 | 163 | 78 | 138 | 104 | 169 | 100 | 48 | 40 | 106 | 95 | 79 |
| Disagree (Low2Box) | 31% | 26% | 34% | 23% | 28% | 38% | 37% | 32% | 30% | 27% | 33% | 33% | 36% | 29% | 25% | 28% | 32% | 33% | 30% |
| | 0170 | _570 | 2170 | 2370 | 2370 | ACD | 2.70 | 2270 | 2070 | _170 | 2070 | 2370 | MN | 2070 | _370 | 2070 | 5270 | 2570 | |

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?

| | | | - | REC | GION | | | GEI | NDER | | AGE GROUP | | | EDUCATION | | | INC | ОМЕ | |
|---------------------------|-------|-----|-----|-------|------|-----|-----|------|--------|-------|-----------|-----|------|-----------|-------|--------|--------------|-------------------|---------|
| | TOTAL | вс | AB | SK/MB | ON | QC | ATL | Male | Female | 18-34 | 35-54 | 55+ | HS< | Post Sec | Univ. | <\$25K | \$25K-<\$60K | \$60K- <\$100K | \$100K+ |
| | | A | В | С | D | E | F | G | н | 1 | J | к | L | М | N | 0 | Р | Q | R |
| Base: All Respondents | | | | | | | | | | | | | | | | | | | 1 |
| 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 |
| | 58 | 6 | 2 | 3 | 26 | 14 | 6 | 25 | 33 | 21 | 28 | 9 | 32 | 14 | 12 | 16 | 17 | 17 | 8 |
| Strongly agree | 6% | 5% | 1% | 5% | 7% | 6% | 9% | 5% | 6% | 7% | 7% | 3% | 7% | 4% | 6% | 11% | 5% | 6% | 3% |
| 0, 0 | | | | | В | | В | | | K | K | | | | | PR | | | |
| | 252 | 31 | 31 | 18 | 103 | 52 | 17 | 121 | 131 | 107 | 90 | 55 | 127 | 70 | 53 | 32 | 69 | 71 | 80 |
| Somewhat agree | 25% | 28% | 22% | 26% | 26% | 22% | 24% | 24% | 25% | 37% | 21% | 17% | 27% | 20% | 27% | 22% | 21% | 25% | 30% |
| | | | | | | | | | | JK | | | М | | М | | | | P |
| | 245 | 26 | 38 | 12 | 107 | 41 | 21 | 115 | 130 | 69 | 96 | 80 | 97 | 92 | 53 | 37 | 83 | 67 | 58 |
| Somewhat disagree | 24% | 23% | 27% | 17% | 27% | 18% | 29% | 23% | 24% | 24% | 23% | 25% | 21% | 26% | 27% | 26% | 25% | 23% | 22% |
| | | | | | E | | E | | | | | | | | | | | | |
| | 349 | 38 | 60 | 29 | 116 | 88 | 19 | 179 | 171 | 51 | 148 | 151 | 160 | 129 | 59 | 38 | 120 | 97 | 94 |
| Strongly disagree | 34% | 34% | 42% | 40% | 29% | 38% | 27% | 36% | 32% | 18% | 35% | 47% | 34% | 37% | 30% | 26% | 36% | 34% | 35% |
| | | | DF | | | D | | | | | 1 | IJ | | | | | 0 | | |
| | 123 | 11 | 11 | 8 | 45 | 39 | 8 | 53 | 69 | 40 | 59 | 23 | 57 | 44 | 18 | 21 | 41 | 35 | 26 |
| Don't know/not applicable | 12% | 10% | 8% | 12% | 11% | 17% | 11% | 11% | 13% | 14% | 14% | 7% | 12% | 12% | 9% | 15% | 12% | 12% | 10% |
| | | | | | | В | | | | К | К | | | | | | | | |
| TOPBOX & LOWBOX SUMMARY | | | | | | | | | | | | | | | | | | | 1 |
| | 58 | 6 | 2 | 3 | 26 | 14 | 6 | 25 | 33 | 21 | 28 | 9 | 32 | 14 | 12 | 16 | 17 | 17 | 8 |
| Strongly agree | 6% | 5% | 1% | 5% | 7% | 6% | 9% | 5% | 6% | 7% | 7% | 3% | 7% | 4% | 6% | 11% | 5% | 6% | 3% |
| | 0,0 | 570 | 170 | 270 | В | 570 | B | 570 | 570 | ĸ | ĸ | 270 | . /0 | | 270 | PR | 570 | 270 | |
| | 310 | 37 | 33 | 22 | 129 | 66 | 23 | 146 | 164 | 127 | 118 | 65 | 158 | 84 | 65 | 48 | 86 | 88 | 88 |
| Agree (Top2Box) | 30% | 33% | 23% | 30% | 33% | 28% | 32% | 30% | 31% | 44% | 28% | 20% | 34% | 24% | 33% | 33% | 26% | 31% | 33% |
| o · · · <i>j</i> | | | | | | 0,0 | | | | JK | K | | M | | M | | | | |
| | 594 | 64 | 98 | 41 | 222 | 129 | 40 | 294 | 301 | 120 | 244 | 231 | 257 | 221 | 112 | 75 | 202 | 165 | 153 |
| Disagree (Low2Box) | 58% | 57% | 69% | 58% | 56% | 55% | 56% | 60% | 56% | 42% | 58% | 72% | 54% | 63% | 58% | 52% | 62% | 57% | 57% |
| | | | DE | | | | | | | | 1 | IJ | | L | | | . = / * | | 1 |

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?

| | | | | REC | SION | | | GEN | IDER | | AGE GROUP | | | EDUCATION | | | INC | OME | |
|---|------------|-----------|-----------|-----------|------------|------------|-----------|------------|------------|------------|------------|------------|------------|------------|-----------|-----------|--------------|-------------------|-----------|
| | 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 | В | С | D | E | F | G | н | 1 | J | К | L | М | N | 0 | Р | 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 54% | 64 57% | 76 | 39 54% | 215 54% | 109 47% | 49 | 264 54% | 288 54% | 146 51% | 224 53% | 181 57% | 256 54% | 194 55% | 99 51% | 74 | 178 54% | 152 | 148 |
| | 54% | 51% | 55% | 54% | 34% | 4170 | BDE | 34% | 34% | 31% | 53% | 5176 | 34% | 55% | 51% | 32.76 | 54% | 55% | 33% |
| | | | | | | | DDL | | | | | | | | | | | | |
| Regulatory compliance (for example, the resources needed to prepare and submit regulatory submission documents for compliance at a federal, provincial or | 406 | 54 | 63 | 31 | 146 | 79 | 33 | 189 | 217 | 99 | 150 | 158 | 178 | 143 | 80 | 61 | 128 | 114 | 103 |
| local level) | 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 | 364 35% | 41 37% | 56 39% | 29 40% | 138 35% | 71 31% | 28 40% | 178 36% | 186 35% | 110 38% | 130 31% | 124 39% | 143 30% | 139 40% | 79 40% | 60 42% | 104 32% | 104 36% | 96 36% |
| software) | 35% | 31% | 39% | 40% | 35% | 31% | 40% | 30% | 35% | 38% | 31% | 39% J | 30% | 40% | 40% | 42% | 32% | 30% | 30% |
| Salaries (for example, executive, fundraising, finance, and administrative staff) | 209 20% | 24 21% | 34 24% | 10 15% | 73 18% | 55 24% | 12 17% | 100 20% | 109 | 58 | 76 | 76 | 77 | 74 | 57 | 25 | 62 19% | 58 20% | 65 24% |
| | 20% | 2170 | 2470 | 13% | 1070 | 24% | 1770 | 20% | 20% | 20% | 10% | 2470 | 10% | 2170 | 29% | 1770 | 1976 | 20% | 24% |
| | 152 | 22 | 22 | 10 | 61 | 23 | 14 | 78 | 74 | 32 | 64 | 56 | 55 | 58 | 38 | 19 | 43 | 50 | 40 |
| Cash reserves | 152 | 22 | 15% | 14% | 15% | 23 | 14 | 78 16% | 14% | 32 | 15% | 50 18% | 55 12% | 58 17% | 20% | 13% | 43 | 17% | 40 |
| | 1378 | 20% E | 1378 | 1470 | 1378 | 1378 | 13% | 1376 | 1470 | 1170 | 1378 | 1378 | 12/0 | 1/78 | 2078 | 1378 | 1378 | 17.70 | 1378 |
| | 20 | 2 | 4 | 2 | 9 | 2 | 1 | 12 | 9 | 2 | 5 | 13 | 10 | 8 | 2 | 5 | 8 | 4 | 3 |
| None | 2% | 2% | 3% | 3% | 2% | 1% | 1% | 2% | 2% | 1% | 1% | 4% | 2% | 2% | 1% | 3% | 2% | 1% | 1% |
| | ,,, | | | | | | | | | | | IJ | | | | - | | ,. | 1 |
| | 233 | 22 | 24 | 12 | 92 | 75 | 8 | 101 | 132 | 76 | 109 | 47 | 126 | 72 | 31 | 40 | 77 | 65 | 51 |
| Don't know/Refused | 23% | 19% | 17% | 17% | 23% | 32% | 11% | 20% | 25% | 27% | 26% | 15% | 27% | 21% | 16% | 28% | 24% | 22% | 19% |
| | | i – | | 1 | F | ABCDF | | i – | 1 | К | К | | MN | 1 | | 1 | 1 | | 1 |

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

| | | | | REC | ION | 1 | | GEI | NDER | | AGE GROUP | | | EDUCATION | | | INCO | DME | |
|---|-------|-----|-----|-------|-----|------|-----|------|--------|-------|-----------|-----|-----|-----------|-------|--------|--------------|-------------------|---------|
| | TOTAL | вС | AB | SK/MB | ON | QC | ATL | Male | Female | 18-34 | 35-54 | 55+ | HS< | Post Sec | Univ. | <\$25K | \$25K-<\$60K | \$60K- <\$100K | \$100K+ |
| | | A | В | С | D | E | F | G | Н | I | J | к | L | М | N | 0 | Р | 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 |
| | 56 | 5 | 8 | 4 | 17 | 13 | 8 | 23 | 33 | 5 | 31 | 20 | 22 | 21 | 13 | 13 | 17 | 16 | 10 |
| A lot | 5% | 4% | 6% | 6% | 4% | 5% | 12% | 5% | 6% | 2% | 7% | 6% | 5% | 6% | 7% | 9% | 5% | 5% | 4% |
| | | | | | | | D | | | | 1 | I | | | | R | | | 1 |
| | 199 | 28 | 31 | 16 | 77 | 32 | 16 | 100 | 98 | 44 | 78 | 77 | 86 | 76 | 36 | 25 | 69 | 57 | 48 |
| Something | 19% | 25% | 22% | 22% | 19% | 13% | 22% | 20% | 18% | 15% | 19% | 24% | 18% | 22% | 18% | 17% | 21% | 20% | 18% |
| | | E | | | | | | | | | | I | | | | | | | |
| | 362 | 35 | 58 | 26 | 149 | 71 | 23 | 177 | 186 | 96 | 139 | 127 | 165 | 113 | 79 | 37 | 109 | 107 | 109 |
| Not too much | 35% | 31% | 41% | 37% | 38% | 30% | 32% | 36% | 35% | 33% | 33% | 40% | 35% | 32% | 40% | 26% | 33% | 37% | 41% |
| | | | | | | | | | | | | | | | | | | 0 | 0 |
| | 261 | 35 | 29 | 18 | 98 | 64 | 17 | 126 | 134 | 79 | 109 | 72 | 115 | 92 | 52 | 36 | 84 | 69 | 71 |
| Nothing at all | 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 |
| Don't know | 7% | 4% | 5% | 7% | 6% | 10% | 10% | 7% | 7% | 11% | 6% | 5% | 9% | 6% | 5% | 10% | 7% | 6% | 7% |
| | | | | | | A | | | | JK | | | | | | | | | |
| | 78 | 5 | 9 | 2 | 30 | 31 | 0 | 34 | 44 | 32 | 38 | 8 | 44 | 27 | 6 | 19 | 26 | 23 | 10 |
| Not applicable | 8% | 5% | 6% | 3% | 8% | 13% | - | 7% | 8% | 11% | 9% | 2% | 9% | 8% | 3% | 13% | 8% | 8% | 4% |
| | | | | | F | ACDF | | | | К | К | | N | N | | R | R | R | |
| TOPBOX & LOWBOX SUMMARY | | | | | | | | | | | | | | | | | | | |
| | 56 | 5 | 8 | 4 | 17 | 13 | 8 | 23 | 33 | 5 | 31 | 20 | 22 | 21 | 13 | 13 | 17 | 16 | 10 |
| A lot | 5% | 4% | 6% | 6% | 4% | 5% | 12% | 5% | 6% | 2% | 7% | 6% | 5% | 6% | 7% | 9% | 5% | 5% | 4% |
| | 070 | | 570 | 570 | .70 | 570 | D | 570 | 570 | _70 | . ,0 | 1 | 570 | 570 | . 70 | R | 270 | 270 | 170 |
| | 254 | 33 | 39 | 20 | 94 | 44 | 24 | 124 | 131 | 50 | 109 | 96 | 108 | 97 | 49 | 38 | 86 | 72 | 58 |
| A lot / Something (Top2Box) | 25% | 29% | 27% | 28% | 24% | 19% | 34% | 25% | 25% | 17% | 26% | 30% | 23% | 28% | 25% | 26% | 26% | 25% | 22% |
| , | | E | | | | | E | | | | | 1 | | | | | | | 1 |
| | 623 | 69 | 87 | 44 | 247 | 135 | 40 | 303 | 320 | 176 | 249 | 199 | 280 | 205 | 131 | 73 | 193 | 176 | 181 |
| Not too much / Nothing at all (Low2Box) | 61% | 62% | 61% | 62% | 62% | 58% | 56% | 61% | 60% | 61% | 59% | 62% | 59% | 59% | 67% | 51% | 59% | 61% | 68% |
| · · · · · · · · · · · · · · · · · · · | | | | | | | | | | | | | | | | | | 0 | OP |

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

| | | | | REG | SION | | | GEN | IDER | | AGE GROUP | | | EDUCATION | | | INC | DME | |
|-----------------------|-------|-----|-----|-------|------|-----|-----|------|--------|-------|-----------|-----|-----|-----------|-------|--------|--------------|-------------------|---------|
| | TOTAL | вс | AB | SK/MB | ON | QC | ATL | Male | Female | 18-34 | 35-54 | 55+ | HS< | Post Sec | Univ. | <\$25K | \$25K-<\$60K | \$60K- <\$100K | \$100K+ |
| | | A | В | С | D | E | F | G | н | I | J | к | L | М | N | 0 | Р | 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 |
| | 228 | 24 | 40 | 21 | 73 | 45 | 25 | 103 | 125 | 46 | 80 | 102 | 77 | 88 | 60 | 33 | 74 | 64 | 56 |
| Yes | 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 | | | | |
| | 781 | 85 | 101 | 49 | 315 | 185 | 45 | 382 | 398 | 233 | 334 | 214 | 383 | 255 | 134 | 107 | 245 | 221 | 208 |
| No | 76% | 76% | 71% | 70% | 79% | 79% | 63% | 78% | 75% | 81% | 79% | 67% | 81% | 73% | 69% | 75% | 74% | 77% | 78% |
| | | | | | F | F | | | | К | к | | MN | | | | | | |
| | 18 | 2 | 1 | 1 | 9 | 4 | 1 | 8 | 11 | 9 | 7 | 2 | 12 | 5 | 1 | 4 | 10 | 2 | 3 |
| Don't know/Refused | 2% | 2% | 1% | 1% | 2% | 2% | 1% | 2% | 2% | 3% | 2% | 1% | 3% | 2% | 1% | 2% | 3% | 1% | 1% |
| | | | | | | | | | | К | | | | | | | Q | | |

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

| | | | | REG | | | | GEN | IDER | | AGE GROUP | | | EDUCATION | | | INCO | ME | |
|---|-------|-----|-----|-------|-----|-------|-----|------|--------|-------|-----------|-----|-----|-----------|-------|--------|--------------|-------------------|----------|
| | TOTAL | вс | АВ | SK/MB | ON | QC | ATL | Male | Female | 18-34 | 35-54 | 55+ | HS< | Post Sec | Univ. | <\$25K | \$25K-<\$60K | \$60K- <\$100K | \$100K+ |
| Base: Never volunteered as a member of the | | A | В | С | D | E | F | G | Н | | J | К | L | M | N | 0 | Р | Q | R |
| 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 |
| | 30 | 4 | 4 | 2 | 12 | 5 | 3 | 15 | 16 | 10 | 14 | 6 | 10 | 11 | 8 | 1 | 12 | 5 | 12 |
| Very likely | 4% | 5% | 4% | 4% | 4% | 2% | 7% | 4% | 4% | 4% | 4% | 3% | 3% | 4% | 6% | 1% | 5% | 2% | 6% |
| | | | | | | | | | | | | | | | | | | | |
| | 230 | 29 | 32 | 13 | 104 | 38 | 14 | 109 | 122 | 81 | 100 | 49 | 90 | 83 | 55 | 31 | 70 | 64 | 66 |
| Somewhat likely | 29% | 33% | 31% | 26% | 32% | 20% | 31% | 28% | 30% | 34% | 29% | 23% | 23% | 32% | 41% | 28% | 28% | 29% | 31% |
| | | E | | | E | | | | | К | | | | L | L | | | | |
| | 255 | 33 | 33 | 21 | 101 | 52 | 15 | 126 | 128 | 74 | 103 | 77 | 133 | 84 | 36 | 33 | 85 | 71 | 66 |
| Not very likely | 32% | 38% | 32% | 42% | 31% | 28% | 32% | 32% | 31% | 31% | 30% | 36% | 34% | 32% | 26% | 30% | 33% | 32% | 31% |
| | 206 | 13 | 20 | 10 | 79 | 75 | 9 | 104 | 102 | 53 | 86 | 67 | 118 | 61 | 25 | 25 | 64 | 65 | 53 |
| Not at all likely | 26% | 15% | 20% | 20% | 24% | 40% | 19% | 27% | 25% | 22% | 25% | 31% | 30% | 24% | 18% | 22% | 25% | 29% | 25% |
| | | | | | A | ABCDF | | | | | | I | N | | | | | | |
| | 78 | 8 | 13 | 4 | 28 | 19 | 5 | 37 | 41 | 22 | 39 | 17 | 44 | 21 | 11 | 22 | 24 | 19 | 14 |
| Don't know/Refused | 10% | 10% | 13% | 8% | 9% | 10% | 11% | 9% | 10% | 9% | 11% | 8% | 11% | 8% | 8% | 20% | 9% | 9% | 6% |
| | | | | | | | | | | | | | | | | PQR | | | |
| TOPBOX & LOWBOX SUMMARY | | | | | | | | | | | | | | | | | | | |
| | 30 | 4 | 4 | 2 | 12 | 5 | 3 | 15 | 16 | 10 | 14 | 6 | 10 | 11 | 8 | 1 | 12 | 5 | 12 |
| Very likely | 4% | 5% | 4% | 4% | 4% | 2% | 7% | 4% | 4% | 4% | 4% | 3% | 3% | 4% | 6% | 1% | 5% | 2% | 6% |
| | | | | | | | | | | | | | | | | | | | |
| | 261 | 34 | 35 | 15 | 116 | 43 | 17 | 123 | 138 | 92 | 114 | 55 | 100 | 94 | 63 | 32 | 82 | 69 | 78 |
| Likely (Top2Box) | 33% | 38% | 35% | 30% | 36% | 23% | 38% | 32% | 34% | 38% | 33% | 25% | 25% | 36% | 47% | 29% | 32% | 31% | 37% |
| | | E | | | E | | E | | | К | | | | L | LM | | | | <u> </u> |
| | 460 | 46 | 53 | 31 | 179 | 127 | 23 | 230 | 230 | 127 | 189 | 144 | 251 | 145 | 60 | 57 | 148 | 135 | 119 |
| Not likely (Low2Box) | 58% | 52% | 52% | 61% | 55% | 67% | 51% | 59% | 56% | 53% | 55% | 67% | 63% | 56% | 45% | 52% | 58% | 61% | 57% |
| | | | | | | ABDF | | | | | 1 | IJ | N | N | | | | | 1 |

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

| | | | | REG | BION | | | GEI | NDER | | AGE GROUP | | | EDUCATION | | | INCO | ME | |
|--|------------|----------------|------------|-----------|-----------------|------------|-----------|------------|------------|-----------------|----------------|------------|------------|----------------|-----------------|------------|--------------|-------------------|------------|
| | TOTAL | BC | АВ | SK/MB | ON | QC | ATL | Male | Female | 18-34 | 35-54 | 55+ | HS< | Post Sec | Univ. | <\$25K | \$25K-<\$60K | \$60K- <\$100K | \$100K+ |
| | | A | В | С | D | E | F | G | Н | I | J | К | L | М | N | 0 | Р | Q | R |
| Base: All Respondents | | | | | | | | | | | | | | | | | | | 1 |
| 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 22% | 28 25% B | 20 14% | 14 19% | 105 26% B | 50 21% | 13 18% | 112 23% | 118 22% | 97 34% JK | 94 22% K | 39 12% | 81 17% | 80 23% L | 69 35% LM | 38 27% | 72 22% | 58 20% | 63 23% |
| Not-for-profits need to spend less money on administration and more money on the causes they support | 797 78% | 83 75% | 122 86% | 57 81% | 292 74% | 184 79% | 58 82% | 380 77% | 416 78% | 191 66% | 327 78% | 279 88% | 392 83% | 268 77% | 126 65% | 106 73% | 257 78% | 230 80% | 204 77% |

22. HIGHEST PRIORITY SUMMARY TABLE [Ranked 1]

| | | | | REC | SION | | | GE | NDER | | AGE GROUP | | | EDUCATION | | | INC | OME | |
|---|-------|-----|-----|-------|------|-----|-----|------|--------|-------|-----------|-----|-----|-----------|-------|--------|--------------|--------|----------|
| | TOTAL | BC | AB | SK/MB | ON | QC | ATL | Male | Female | 18-34 | 35-54 | 55+ | HS< | Post Sec | Univ. | <\$25K | \$25K-<\$60K | \$60K- | \$100K+ |
| | | A | В | С | D | E | F | G | н | | J | К | L | М | N | 0 | Р | 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 | 593 | 71 | 84 | 28 | 224 | 150 | 37 | 295 | 298 | 173 | 239 | 182 | 249 | 205 | 135 | 79 | 175 | 176 | 163 |
| mission and purpose | 58% | 63% | 59% | 39% | 56% | 64% | 52% | 60% | 56% | 60% | 57% | 57% | 53% | 59% | 69% | 55% | 53% | 61% | 61% |
| | | С | С | | С | С | | | | | | | | | 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 |
| 2) Ensuring encouve organizational planning | 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 |
| of meredaling the organizations public prome | 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 | 254 | 30 | 39 | 24 | 103 | 39 | 19 | 110 | 144 | 56 | 114 | 83 | 131 | 92 | 27 | 34 | 90 | 70 | 61 |
| accountability | 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 | | | | | <u> </u> |
| 5) Taking steps to assess the board's fundraising | 49 | 3 | 10 | 4 | 19 | 10 | 2 | 20 | 29 | 21 | 13 | 14 | 26 | 12 | 9 | 10 | 17 | 12 | 9 |
| performance | 5% | 3% | 7% | 6% | 5% | 4% | 3% | 4% | 5% | 7% | 3% | 4% | 6% | 3% | 5% | 7% | 5% | 4% | 3% |
| | | | | | | | | | | J | | | | | | | | 1 | 1 |

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

| | | | | DEC | SION | | | | NDER | | AGE GROUP | | | EDUCATION | | | INC | OME | |
|---|-------|-----|-----|-------|------|---------|-----|------|--------|-------|-----------|----------|-----|-----------|-------|--------|--------------|-------------------|----------|
| | TOTAL | вс | АВ | SK/MB | ON | QC | ATL | Male | Female | 18-34 | 35-54 | 55+ | HS< | Post Sec | Univ. | <\$25K | \$25K-<\$60K | \$60K- <\$100K | \$100K+ |
| | TOTAL | BC | B | C | D | QC E | F | G | H | 16-34 | 35-54 | 554 K | пэ< | M | N | <\$25N | \$25K-<\$00K | Q | 8100K+ |
| Base: All Respondents | | A | U | Ű | D | | | 0 | | | 0 | IX. | | IVI | i N | Ū | | ų | |
| 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 | 796 | 88 | 118 | 47 | 302 | 187 | 54 | 385 | 411 | 222 | 324 | 250 | 347 | 282 | 160 | 106 | 250 | 222 | 218 |
| mission and purpose | 77% | 79% | 83% | 66% | 76% | 80% | 75% | 78% | 77% | 77% | 77% | 78% | 73% | 81% | 82% | 74% | 76% | 77% | 82% |
| | | | С | | | С | | | | | | | | 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 |
| 2) Ensuring ellective organizational planning | 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 |
| of increasing the organizations public prome | 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 | 614 | 74 | 90 | 51 | 238 | 122 | 40 | 285 | 329 | 155 | 262 | 197 | 279 | 216 | 113 | 80 | 194 | 177 | 164 |
| accountability | 60% | 66% | 63% | 72% | 60% | 52% | 56% | 58% | 62% | 54% | 62% | 62% | 59% | 62% | 58% | 55% | 59% | 62% | 61% |
| | | E | | E | | | | | | | 1 | | | | | | | | <u> </u> |
| 5) Taking steps to assess the board's fundraising | 172 | 10 | 23 | 10 | 66 | 50 | 12 | 82 | 89 | 67 | 59 | 45 | 84 | 49 | 35 | 28 | 53 | 55 | 36 |
| performance | 17% | 9% | 16% | 15% | 17% | 21% | 17% | 17% | 17% | 23% | 14% | 14% | 18% | 14% | 18% | 20% | 16% | 19% | 13% |
| | | | 1 | | A | A | 1 | | 1 | JK | | | | | | | 1 | | |

22. NEITHER SUMMARY TABLE [Ranked 3]

| | | | | REC | GION | | | GEI | NDER | | AGE GROUP | | | EDUCATION | | | INC | OME | |
|---|-------|-----|-----|-------|------|-----|-----|----------|--------|-------|-----------|-----|-----|-----------|-------|--------|--------------|-------------------|--------|
| | TOTAL | вс | AB | SK/MB | ON | QC | ATL | Male | Female | 18-34 | 35-54 | 55+ | HS< | Post Sec | Univ. | <\$25K | \$25K-<\$60K | \$60K- <\$100K | \$100K |
| | | A | В | С | D | E | F | G | Н | 1 | J | К | L | М | N | 0 | Р | 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 | 112 | 11 | 11 | 12 | 48 | 24 | 6 | 51 | 60 | 30 | 49 | 32 | 63 | 30 | 15 | 20 | 37 | 29 | 26 |
| mission and purpose | 11% | 10% | 7% | 17% | 12% | 10% | 9% | 10% | 11% | 11% | 12% | 10% | 13% | 9% | 8% | 14% | 11% | 10% | 10% |
| | | | | В | | | | | | | | | MN | | | | | | |
| 2) F erry in a f erry in a second state of a large in a | 352 | 37 | 52 | 21 | 138 | 77 | 27 | 159 | 193 | 102 | 142 | 108 | 152 | 118 | 77 | 52 | 107 | 90 | 103 |
| 2) Ensuring effective organizational planning | 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% |
| | | | | | | | | | | | | | | | | | R | R | |
| 4) Ensuring legal and ethical integrity and | 169 | 23 | 21 | 11 | 58 | 47 | 9 | 97 | 72 | 45 | 69 | 55 | 71 | 59 | 39 | 27 | 48 | 51 | 43 |
| accountability | 16% | 20% | 15% | 16% | 15% | 20% | 13% | 20% H | 14% | 16% | 16% | 17% | 15% | 17% | 20% | 19% | 15% | 18% | 16% |
| 5) Taking steps to assess the board's fundraising | 193 | 20 | 26 | 12 | 73 | 45 | 18 | 86 | 107 | 57 | 78 | 58 | 94 | 70 | 29 | 23 | 63 | 53 | 54 |
| performance | 19% | 18% | 18% | 16% | 18% | 19% | 25% | 17% | 20% | 20% | 18% | 18% | 20% | 20% | 15% | 16% | 19% | 18% | 20% |

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

| | | | | REC | SION | | | GEI | NDER | | AGE GROUP | | | EDUCATION | | | INC | оме | |
|---|-------|-----------|-----|----------|-----------|-------------|-----------|------|--------|-----------|-----------|-----|-----|-----------|-------|--------|--------------|-------------------|---------|
| | 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+ |
| | | А | В | С | D | E | F | G | н | | J | К | L | М | N | 0 | Р | 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 | 120 | 13 | 13 | 12 | 47 | 23 | 11 | 57 | 63 | 35 | 48 | 36 | 63 | 36 | 20 | 18 | 42 | 37 | 23 |
| mission and purpose | 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% E | 39% | 31% | 37% | 39% | 36% | 37% | 37% | 39% | 39% | 40% | 34% | 33% | 37% | 41% | 37% |
| 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% ACDF | 58% | 61% | 64% | 63% | 63% | 61% | 60% | 63% | 66% | 64% | 59% | 62% | 66% |
| 4) Ensuring legal and ethical integrity and | 244 | 16 | 31 | 9 | 101 | 65 | 23 | 112 | 132 | 87 | 91 | 66 | 122 | 74 | 44 | 37 | 86 | 60 | 60 |
| accountability | 24% | 14% | 22% | 13% | 25% AC | 28% AC | 32% AC | 23% | 25% | 30% JK | 22% | 21% | 26% | 21% | 22% | 26% | 26% | 21% | 23% |
| 5) Taking steps to assess the board's fundraising | 662 | 82 | 93 | 49 | 258 | 139 | 41 | 324 | 338 | 163 | 284 | 215 | 295 | 230 | 132 | 93 | 213 | 180 | 177 |
| performance | 65% | 73% EF | 66% | 69% | 65% | 59% | 58% | 66% | 63% | 57% | 68% | 67% | 62% | 66% | 68% | 65% | 65% | 63% | 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. 1) Working towards achieving the organization's mission and purpose?

| | | | | REG | SION | | | GEI | NDER | | AGE GROUP | | | EDUCATION | | | INC | OME | |
|-------------------------------|-------|-----|-----|-------|------|-----|-----|------|--------|-------|-----------|-----|-----|-----------|-------|--------|--------------|-------------------|---------|
| | | | | | | | | 02 | | | | | | LDOOAHION | | | | | |
| | TOTAL | вс | AB | SK/MB | ON | QC | ATL | Male | Female | 18-34 | 35-54 | 55+ | HS< | Post Sec | Univ. | <\$25K | \$25K-<\$60K | \$60K- <\$100K | \$100K+ |
| | | A | В | С | D | E | F | G | н | I | J | К | L | М | N | 0 | Р | 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 |
| | 593 | 71 | 84 | 28 | 224 | 150 | 37 | 295 | 298 | 173 | 239 | 182 | 249 | 205 | 135 | 79 | 175 | 176 | 163 |
| [1] Highest priority | 58% | 63% | 59% | 39% | 56% | 64% | 52% | 60% | 56% | 60% | 57% | 57% | 53% | 59% | 69% | 55% | 53% | 61% | 61% |
| | | С | С | | С | С | | | | | | | | | LM | | | | |
| | 202 | 17 | 35 | 19 | 78 | 37 | 16 | 90 | 112 | 49 | 85 | 68 | 98 | 77 | 25 | 27 | 75 | 46 | 55 |
| [2] | 20% | 15% | 24% | 26% | 20% | 16% | 23% | 18% | 21% | 17% | 20% | 21% | 21% | 22% | 13% | 19% | 23% | 16% | 20% |
| | | | | | | | | | | | | | N | N | | | Q | | |
| | 112 | 11 | 11 | 12 | 48 | 24 | 6 | 51 | 60 | 30 | 49 | 32 | 63 | 30 | 15 | 20 | 37 | 29 | 26 |
| [3] | 11% | 10% | 7% | 17% | 12% | 10% | 9% | 10% | 11% | 11% | 12% | 10% | 13% | 9% | 8% | 14% | 11% | 10% | 10% |
| | | | | В | | | | | | | | | MN | | | | | | |
| | 65 | 8 | 9 | 7 | 25 | 9 | 6 | 29 | 35 | 16 | 27 | 22 | 30 | 22 | 12 | 6 | 23 | 24 | 11 |
| [4] | 6% | 7% | 6% | 10% | 6% | 4% | 9% | 6% | 7% | 6% | 6% | 7% | 6% | 6% | 6% | 4% | 7% | 8% | 4% |
| | | | | | | | | | | | | | | | | | | R | |
| | 55 | 5 | 5 | 5 | 22 | 13 | 5 | 27 | 28 | 19 | 21 | 15 | 32 | 14 | 8 | 11 | 18 | 13 | 13 |
| [5] Lowest priority | 5% | 4% | 3% | 7% | 6% | 6% | 7% | 6% | 5% | 7% | 5% | 5% | 7% | 4% | 4% | 8% | 6% | 4% | 5% |
| | | | | | | | | | | | | | | | | | | | |
| TOPBOX & LOWBOX SUMMARY | | | | | | | | | | | | | | | | | | | |
| | 796 | 88 | 118 | 47 | 302 | 187 | 54 | 385 | 411 | 222 | 324 | 250 | 347 | 282 | 160 | 106 | 250 | 222 | 218 |
| Highest priority [Ranked 1,2] | 77% | 79% | 83% | 66% | 76% | 80% | 75% | 78% | 77% | 77% | 77% | 78% | 73% | 81% | 82% | 74% | 76% | 77% | 82% |
| | | | С | | | С | | | | | | | | L | L | | | | |
| | 112 | 11 | 11 | 12 | 48 | 24 | 6 | 51 | 60 | 30 | 49 | 32 | 63 | 30 | 15 | 20 | 37 | 29 | 26 |
| Neither [Ranked 3] | 11% | 10% | 7% | 17% | 12% | 10% | 9% | 10% | 11% | 11% | 12% | 10% | 13% | 9% | 8% | 14% | 11% | 10% | 10% |
| | | | | В | | | | | | | | | MN | | | | | | |
| | 120 | 13 | 13 | 12 | 47 | 23 | 11 | 57 | 63 | 35 | 48 | 36 | 63 | 36 | 20 | 18 | 42 | 37 | 23 |
| Lowest priority [Ranked 4,5] | 12% | 12% | 9% | 17% | 12% | 10% | 16% | 11% | 12% | 12% | 11% | 11% | 13% | 10% | 10% | 12% | 13% | 13% | 9% |

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?

| | | | | REC | SION | | | GE | NDER | | AGE GROUP | | | EDUCATION | | | INC | | |
|--|-------|-----|-----|-------|------|-----|-----|------|--------|-------|-----------|-----|-----|-----------|-------|--------|--------------|---------|---------|
| | | | | | | | | | | | AGE GROOP | | | LBOCATION | | | | \$60K- | |
| | TOTAL | BC | AB | SK/MB | ON | QC | ATL | Male | Female | 18-34 | 35-54 | 55+ | HS< | Post Sec | Univ. | <\$25K | \$25K-<\$60K | <\$100K | \$100K+ |
| | | A | В | С | D | E | F | G | Н | I | J | К | L | M | N | 0 | Р | 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 |
| | 78 | 5 | 5 | 8 | 26 | 27 | 8 | 41 | 37 | 26 | 35 | 18 | 37 | 21 | 18 | 12 | 28 | 18 | 20 |
| [1] Highest priority | 8% | 4% | 4% | 11% | 7% | 12% | 11% | 8% | 7% | 9% | 8% | 6% | 8% | 6% | 9% | 8% | 8% | 6% | 8% |
| | | | | | | ABD | | | | | | | | | | | | | |
| | 209 | 26 | 28 | 10 | 79 | 57 | 11 | 100 | 109 | 52 | 89 | 68 | 101 | 71 | 35 | 32 | 71 | 60 | 45 |
| [2] | 20% | 23% | 20% | 13% | 20% | 24% | 15% | 20% | 20% | 18% | 21% | 21% | 21% | 20% | 18% | 22% | 22% | 21% | 17% |
| | | | | | | | | | | | | | | | | | | | |
| | 352 | 37 | 52 | 21 | 138 | 77 | 27 | 159 | 193 | 102 | 142 | 108 | 152 | 118 | 77 | 52 | 107 | 90 | 103 |
| [3] | 34% | 33% | 36% | 30% | 35% | 33% | 38% | 32% | 36% | 36% | 34% | 34% | 32% | 34% | 39% | 36% | 33% | 31% | 39% |
| | | | | | | | | | | | | | | | | | | | |
| | 251 | 34 | 35 | 22 | 102 | 43 | 14 | 120 | 131 | 78 | 94 | 79 | 114 | 89 | 45 | 30 | 77 | 83 | 60 |
| [4] | 24% | 30% | 25% | 31% | 26% | 18% | 20% | 24% | 24% | 27% | 22% | 25% | 24% | 26% | 23% | 21% | 24% | 29% | 23% |
| | | E | | E | E | | | | | | | | | | | | | | |
| | 137 | 11 | 22 | 10 | 52 | 30 | 12 | 73 | 64 | 30 | 62 | 46 | 67 | 49 | 20 | 18 | 46 | 36 | 38 |
| [5] Lowest priority | 13% | 10% | 16% | 14% | 13% | 13% | 17% | 15% | 12% | 10% | 15% | 14% | 14% | 14% | 10% | 13% | 14% | 12% | 14% |
| | | | | | | | | | | | | | | | | | | | |
| TOPBOX & LOWBOX SUMMARY | | | | | | | | | | | | | | | | | | | |
| | 287 | 30 | 33 | 17 | 104 | 84 | 18 | 141 | 147 | 77 | 124 | 86 | 138 | 93 | 53 | 44 | 99 | 79 | 65 |
| Highest priority [Ranked 1,2] | 28% | 27% | 23% | 24% | 26% | 36% | 26% | 29% | 27% | 27% | 29% | 27% | 29% | 27% | 27% | 31% | 30% | 27% | 25% |
| · · · · · · · · · · · · · · · · / (· · · · | | ,, | | , . | | BD | | | | ,. | | | | | ,. | | | ,. | |
| | 352 | 37 | 52 | 21 | 138 | 77 | 27 | 159 | 193 | 102 | 142 | 108 | 152 | 118 | 77 | 52 | 107 | 90 | 103 |
| Neither [Ranked 3] | 34% | 33% | 36% | 30% | 35% | 33% | 38% | 32% | 36% | 36% | 34% | 34% | 32% | 34% | 39% | 36% | 33% | 31% | 39% |
| | | | | | | | | | | | | | | | | | | | - |
| | 387 | 45 | 57 | 32 | 154 | 73 | 26 | 193 | 195 | 108 | 155 | 124 | 182 | 138 | 66 | 48 | 123 | 119 | 98 |
| Lowest priority [Ranked 4,5] | 38% | 40% | 40% | 45% | 39% | 31% | 37% | 39% | 36% | 37% | 37% | 39% | 39% | 40% | 34% | 33% | 37% | 41% | 37% |
| | | | 1 | F | i | 1 | i | i i | 1 | | 1 | | 1 | | | 1 | | | 1 |

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?

| | | | | REG | ION | | | GEN | IDER | | AGE GROUP | | | EDUCATION | | | INCO | OME | |
|-------------------------------|-------|-----|-----|-------|-----|------|-----|------|--------|-------|-----------|-----|-----|-----------|-------|--------|--------------|-------------------|---------|
| | TOTAL | вс | AB | SK/MB | ON | QC | ATL | Male | Female | 18-34 | 35-54 | 55+ | HS< | Post Sec | Univ. | <\$25K | \$25K-<\$60K | \$60K- <\$100K | \$100K+ |
| | | A | В | С | D | E | F | G | н | 1 | J | К | L | М | N | 0 | Р | 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 |
| | 53 | 3 | 4 | 7 | 25 | 8 | 5 | 27 | 26 | 12 | 20 | 22 | 29 | 18 | 6 | 9 | 19 | 12 | 13 |
| [1] Highest priority | 5% | 3% | 3% | 10% | 6% | 3% | 8% | 6% | 5% | 4% | 5% | 7% | 6% | 5% | 3% | 6% | 6% | 4% | 5% |
| | | | | ABE | | | | | | | | | | | | | | | |
| | 133 | 19 | 16 | 10 | 58 | 17 | 13 | 66 | 67 | 41 | 54 | 37 | 67 | 40 | 25 | 21 | 43 | 31 | 37 |
| [2] | 13% | 17% | 11% | 13% | 15% | 7% | 19% | 13% | 12% | 14% | 13% | 12% | 14% | 11% | 13% | 15% | 13% | 11% | 14% |
| | | E | | | E | | E | | | | | | | | | | | | |
| | 201 | 21 | 33 | 15 | 80 | 40 | 11 | 99 | 102 | 53 | 84 | 65 | 92 | 72 | 36 | 22 | 73 | 65 | 41 |
| [3] | 20% | 19% | 23% | 21% | 20% | 17% | 16% | 20% | 19% | 18% | 20% | 20% | 20% | 21% | 18% | 15% | 22% | 23% | 15% |
| | | | | | | | | | | | | | | | | | R | R | |
| | 271 | 23 | 39 | 16 | 106 | 69 | 18 | 140 | 131 | 63 | 114 | 94 | 129 | 92 | 47 | 42 | 82 | 75 | 72 |
| [4] | 26% | 20% | 27% | 22% | 27% | 29% | 26% | 28% | 25% | 22% | 27% | 30% | 27% | 26% | 24% | 29% | 25% | 26% | 27% |
| | | | | | | | | | | | | I | | | | | | | |
| | 370 | 45 | 50 | 24 | 128 | 99 | 23 | 161 | 209 | 119 | 150 | 101 | 154 | 127 | 82 | 50 | 111 | 105 | 104 |
| [5] Lowest priority | 36% | 41% | 35% | 34% | 32% | 43% | 32% | 33% | 39% | 41% | 36% | 32% | 33% | 36% | 42% | 35% | 34% | 36% | 39% |
| | | | | | | D | | | G | К | | | | | L | | | | |
| TOPBOX & LOWBOX SUMMARY | | | | | | | | | | | | | | | | | | | |
| | 186 | 22 | 20 | 17 | 83 | 25 | 19 | 93 | 92 | 53 | 74 | 59 | 97 | 58 | 31 | 30 | 62 | 43 | 51 |
| Highest priority [Ranked 1,2] | 18% | 20% | 14% | 24% | 21% | 11% | 26% | 19% | 17% | 18% | 18% | 18% | 20% | 17% | 16% | 21% | 19% | 15% | 19% |
| | | E | | E | E | | BE | 1 | | | | | 1 | | | | | | |
| | 201 | 21 | 33 | 15 | 80 | 40 | 11 | 99 | 102 | 53 | 84 | 65 | 92 | 72 | 36 | 22 | 73 | 65 | 41 |
| Neither [Ranked 3] | 20% | 19% | 23% | 21% | 20% | 17% | 16% | 20% | 19% | 18% | 20% | 20% | 20% | 21% | 18% | 15% | 22% | 23% | 15% |
| | | | | | | | | | | | | | | | | | R | R | |
| | 640 | 68 | 89 | 40 | 234 | 168 | 41 | 301 | 340 | 182 | 264 | 195 | 283 | 219 | 129 | 92 | 194 | 179 | 176 |
| Lowest priority [Ranked 4,5] | 62% | 61% | 63% | 56% | 59% | 72% | 58% | 61% | 64% | 63% | 63% | 61% | 60% | 63% | 66% | 64% | 59% | 62% | 66% |
| | | | | | | ACDF | | | | | | | | | | | | | |

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?

| | | | | REG | ION | | | GEI | NDER | | AGE GROUP | | | EDUCATION | | | INCO | OME | |
|-------------------------------|-------|-----|-----|-------|-----|-----|-----|------|--------|-------|-----------|-----|-----|-----------|-------|--------|--------------|-------------------|---------|
| | | | | | | 1 | | UL! | | | | | | LDOOAHON | | | | | |
| | TOTAL | вс | AB | SK/MB | ON | QC | ATL | Male | Female | 18-34 | 35-54 | 55+ | HS< | Post Sec | Univ. | <\$25K | \$25K-<\$60K | \$60K- <\$100K | \$100K+ |
| | | A | В | С | D | E | F | G | н | I | J | К | L | М | N | 0 | Р | 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 |
| | 254 | 30 | 39 | 24 | 103 | 39 | 19 | 110 | 144 | 56 | 114 | 83 | 131 | 92 | 27 | 34 | 90 | 70 | 61 |
| [1] Highest priority | 25% | 27% | 28% | 34% | 26% | 17% | 26% | 22% | 27% | 20% | 27% | 26% | 28% | 26% | 14% | 23% | 27% | 24% | 23% |
| | | E | E | E | E | | | | | | 1 | | N | N | | | | | |
| | 360 | 43 | 51 | 27 | 135 | 83 | 21 | 175 | 186 | 99 | 147 | 114 | 148 | 124 | 85 | 46 | 104 | 107 | 103 |
| [2] | 35% | 39% | 36% | 38% | 34% | 35% | 29% | 35% | 35% | 34% | 35% | 36% | 31% | 36% | 44% | 32% | 32% | 37% | 38% |
| | | | | | | | | | | | | | | | L | | | | |
| | 169 | 23 | 21 | 11 | 58 | 47 | 9 | 97 | 72 | 45 | 69 | 55 | 71 | 59 | 39 | 27 | 48 | 51 | 43 |
| [3] | 16% | 20% | 15% | 16% | 15% | 20% | 13% | 20% | 14% | 16% | 16% | 17% | 15% | 17% | 20% | 19% | 15% | 18% | 16% |
| | | | | | | | | н | | | | | | | | | | | |
| | 148 | 9 | 22 | 5 | 54 | 42 | 16 | 61 | 87 | 60 | 54 | 35 | 72 | 43 | 30 | 22 | 53 | 34 | 39 |
| [4] | 14% | 8% | 15% | 7% | 14% | 18% | 22% | 12% | 16% | 21% | 13% | 11% | 15% | 12% | 15% | 15% | 16% | 12% | 15% |
| | | | | | | AC | AC | | | JK | | | | | | | | | |
| | 96 | 6 | 10 | 4 | 47 | 23 | 7 | 51 | 45 | 27 | 37 | 31 | 50 | 31 | 14 | 15 | 33 | 26 | 21 |
| [5] Lowest priority | 9% | 5% | 7% | 6% | 12% | 10% | 10% | 10% | 8% | 10% | 9% | 10% | 11% | 9% | 7% | 10% | 10% | 9% | 8% |
| | | | | | A | | | | | | | | | | | | | | |
| TOPBOX & LOWBOX SUMMARY | | | | | | | | | | | | | | | | | | | |
| | 614 | 74 | 90 | 51 | 238 | 122 | 40 | 285 | 329 | 155 | 262 | 197 | 279 | 216 | 113 | 80 | 194 | 177 | 164 |
| Highest priority [Ranked 1,2] | 60% | 66% | 63% | 72% | 60% | 52% | 56% | 58% | 62% | 54% | 62% | 62% | 59% | 62% | 58% | 55% | 59% | 62% | 61% |
| · · · · · · · | | E | | E | | | | | | | 1 | | | | | | | | |
| | 169 | 23 | 21 | 11 | 58 | 47 | 9 | 97 | 72 | 45 | 69 | 55 | 71 | 59 | 39 | 27 | 48 | 51 | 43 |
| Neither [Ranked 3] | 16% | 20% | 15% | 16% | 15% | 20% | 13% | 20% | 14% | 16% | 16% | 17% | 15% | 17% | 20% | 19% | 15% | 18% | 16% |
| | | | | | | | | н | | | | | | | | | | | |
| | 244 | 16 | 31 | 9 | 101 | 65 | 23 | 112 | 132 | 87 | 91 | 66 | 122 | 74 | 44 | 37 | 86 | 60 | 60 |
| Lowest priority [Ranked 4,5] | 24% | 14% | 22% | 13% | 25% | 28% | 32% | 23% | 25% | 30% | 22% | 21% | 26% | 21% | 22% | 26% | 26% | 21% | 23% |
| | | | | | AC | AC | AC | | | JK | | | | | | | | | |

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?

| | | | | | | | | | | | | | | | | 1 | | | |
|-------------------------------|---------|-------|-------|-------|------|------|-------|-------|--------|-------|-----------|--------|------|-----------|-------|--------|--------------|-------------------|---------|
| | | | | REC | ION | 1 | 1 | GEI | IDER | | AGE GROUP | | | EDUCATION | | 4 | INCC | ME | 4 |
| | 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 | В | С | D | E | F | G | н | 1 | J | к | L | М | N | 0 | Р | Q | R |
| Base: All Respondents | | | | | | | | | | | | | | | | | | | 1 |
| 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 |
| | 49 | 3 | 10 | 4 | 19 | 10 | 2 | 20 | 29 | 21 | 13 | 14 | 26 | 12 | 9 | 10 | 17 | 12 | 9 |
| [1] Highest priority | 5% | 3% | 7% | 6% | 5% | 4% | 3% | 4% | 5% | 7% | 3% | 4% | 6% | 3% | 5% | 7% | 5% | 4% | 3% |
| | | - , - | . , . | | 0,0 | .,. | - / - | .,. | | J | | | | | 0,10 | | • / • | .,, | |
| | 123 | 6 | 13 | 6 | 47 | 40 | 10 | 63 | 60 | 46 | 46 | 31 | 58 | 37 | 25 | 18 | 35 | 43 | 27 |
| [2] | 12% | 6% | 9% | 9% | 12% | 17% | 14% | 13% | 11% | 16% | 11% | 10% | 12% | 11% | 13% | 12% | 11% | 15% | 10% |
| | | | | | A | AB | A | | | JK | | | | | | ,. | | | |
| | 193 | 20 | 26 | 12 | 73 | 45 | 18 | 86 | 107 | 57 | 78 | 58 | 94 | 70 | 29 | 23 | 63 | 53 | 54 |
| [3] | 19% | 18% | 18% | 16% | 18% | 19% | 25% | 17% | 20% | 20% | 18% | 18% | 20% | 20% | 15% | 16% | 19% | 18% | 20% |
| | | | | | | | -070 | | | | | | | | | | | | |
| | 292 | 37 | 38 | 21 | 109 | 70 | 17 | 143 | 150 | 71 | 133 | 88 | 126 | 102 | 60 | 44 | 92 | 72 | 85 |
| [4] | 28% | 34% | 26% | 30% | 27% | 30% | 23% | 29% | 28% | 25% | 32% | 28% | 27% | 29% | 31% | 30% | 28% | 25% | 32% |
| | | | | | | | | | | | 1 | | | | | | | | - |
| | 370 | 45 | 56 | 28 | 149 | 69 | 25 | 181 | 189 | 93 | 151 | 126 | 168 | 128 | 72 | 49 | 121 | 108 | 92 |
| [5] Lowest priority | 36% | 40% | 39% | 39% | 37% | 29% | 34% | 37% | 35% | 32% | 36% | 40% | 36% | 37% | 37% | 34% | 37% | 38% | 34% |
| | | E | | | E | | | | | | | | | | | | | | - |
| TOPBOX & LOWBOX SUMMARY | · · · · | | | | | | | | | | | | | | | | | | |
| | 172 | 10 | 23 | 10 | 66 | 50 | 12 | 82 | 89 | 67 | 59 | 45 | 84 | 49 | 35 | 28 | 53 | 55 | 36 |
| Highest priority [Ranked 1,2] | 17% | 9% | 16% | 15% | 17% | 21% | 17% | 17% | 17% | 23% | 14% | 14% | 18% | 14% | 18% | 20% | 16% | 19% | 13% |
| righter phony [rained 1,2] | 17.70 | 578 | 1378 | 1378 | A . | A | 17.78 | 17.76 | 1770 | JK | 1470 | 1 + 70 | 1378 | 1470 | 1378 | 2078 | 1078 | 1378 | 1370 |
| | 193 | 20 | 26 | 12 | 73 | 45 | 18 | 86 | 107 | 57 | 78 | 58 | 94 | 70 | 29 | 23 | 63 | 53 | 54 |
| Neither [Ranked 3] | 19% | 18% | 18% | 16% | 18% | 19% | 25% | 17% | 20% | 20% | 18% | 18% | 20% | 20% | 15% | 16% | 19% | 18% | 20% |
| riolator [rialmos o] | 1376 | 1076 | 1378 | 1378 | 1378 | 1376 | 2378 | 17.70 | 2078 | 2078 | 1378 | 1378 | 2078 | 2078 | 1378 | 1078 | 1378 | 1078 | 2078 |
| | 662 | 82 | 93 | 49 | 258 | 139 | 41 | 324 | 338 | 163 | 284 | 215 | 295 | 230 | 132 | 93 | 213 | 180 | 177 |
| Lowest priority [Ranked 4,5] | 65% | 73% | 66% | 69% | 65% | 59% | 58% | 66% | 63% | 57% | 68% | 67% | 62% | 66% | 68% | 65% | 65% | 63% | 66% |
| Londor phony [rained 4,0] | 0070 | FF | 0070 | 5570 | 5570 | 5570 | 5570 | 5570 | 5570 | 5170 | 5570 | 0.70 | 5270 | 0070 | 5570 | | 5570 | 3370 | |

23. STRONGLY AGREE SUMMARY TABLE

| | | | | REC | SION | | | GEI | NDER | | AGE GROUP | | | EDUCATION | | | INC | OME | |
|---|------------|-----------|-----------|-----------|-----------------|-----------|-----------|------------|------------|------------|------------|------------|------------|------------|-----------|-----------|--------------|-------------------|------------|
| | 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 | В | С | D | E | F | G | н | 1 | J | к | L | М | N | 0 | Р | Q | R |
| Base: All Respondents | | | | | | | | | | | | | | | | | | | 1 |
| 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 should be a responsibility of members of the board of a charitable organization | 241 23% | 29 26% | 38 27% | 16 23% | 100 25% E | 42 18% | 16 22% | 113 23% | 128 24% | 63 22% | 93 22% | 85 27% | 120 25% | 79 23% | 40 21% | 26 18% | 83 25% | 75 26% | 57 21% |
| As part of their responsibilities, board members should personally ask prospective donors for | 237 | 24 | 33 | 11 | 96 | 57 | 16 | 112 | 125 | 64 | 110 | 63 | 114 | 76 | 43 | 29 | 72 | 73 | 63 |
| donations | 23% | 24 | 23% | 15% | 24% | 24% | 23% | 23% | 23% | 22% | 26% | 20% | 24% | 22% | 22% | 20% | 22% | 25% | 23% |
| Board members should donate to the charitable organizations on whose Boards they sit | 458 45% | 51 45% | 65 46% | 27 | 193 49% | 91 39% | 31 44% | 229 47% | 229 43% | 110 38% | 192 46% | 156 49% | 211 45% | 156 45% | 87 45% | 63 44% | 149 45% | 124 43% | 122 46% |
| | | | -10 /6 | 5578 | | 5378 | | -1/0 | | 5578 | -10/6 | | | | 4378 | -74 /0 | -576 | | +078 |

23. AGREE SUMMARY TABLE (Strongly/Somewhat agree)

| | | | | REC | SION | T | T | GEI | NDER | | AGE GROUP | | | EDUCATION | | | INCC | DME | |
|---|------------|----------------|-----------------|-----------|-----------------|------------|----------------|------------|------------|------------|------------|-----------------|------------|-----------------|------------|------------|--------------|-------------------|------------|
| | TOTAL | вс | АВ | SK/MB | ON | QC | ATL | Male | Female | 18-34 | 35-54 | 55+ | HS< | Post Sec | Univ. | <\$25K | \$25K-<\$60K | \$60K- <\$100K | \$100K |
| | | A | В | С | D | E | F | G | Н | 1 | J | K | L | M | N | 0 | 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 |
| Fundraising should be a responsibility of members of the board of a charitable organization | 723 70% | 81 72% E | 112 79% E | 49 69% | 294 74% E | 131 56% | 55 78% E | 346 70% | 377 71% | 199 69% | 285 68% | 239 75% J | 338 72% | 254 73% N | 126 64% | 103 72% | 229 70% | 215 75% R | 176 66% |
| As part of their responsibilities, board members should personally ask prospective donors for | 668 | 74 | 93 | 42 | 264 | 147 | 48 | 328 | 339 | 201 | 279 | 188 | 299 | 242 | 122 | 97 | 215 | 193 | 163 |
| donations | 65% | 66% | 66% | 60% | 66% | 63% | 67% | 67% | 64% | 70% | 66% | 59% | 63% | 69% | 63% | 67% | 65% | 67% | 61% |
| - | | | | | | | | | | К | К | | | | | | | | |
| Board members should donate to the charitable organizations on whose Boards they sit | 831 81% | 93 83% | 124 87% | 57 80% | 331 83% | 168 72% | 59 83% | 405 82% | 426 80% | 222 77% | 338 80% | 271 85% | 375 79% | 292 84% | 157 81% | 111 77% | 271 82% | 232 81% | 217 81% |

23. DISAGREE SUMMARY TABLE (Somewhat/Strongly disagree)

| | | | | REG | ION | 1 | 1 | GEI | NDER | | AGE GROUP | | | EDUCATION | | | INCC | DME | |
|---|------------|-----------|-----------|----------------|-----------|-----------------|-----------|------------|------------|-----------|-----------|------------------|------------|-----------|-----------------|-----------|--------------|-------------------|----------------|
| | TOTAL | BC | АВ | SK/MB | ON | QC | ATL | Male | Female | 18-34 | 35-54 | 55+ | HS< | Post Sec | Univ. | <\$25K | \$25K-<\$60K | \$60K- <\$100K | \$100K- |
| | | A | В | С | D | E | F | G | н | 1 | J | к | L | M | N | 0 | Р | 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 |
| Fundraising should be a responsibility of members of the board of a charitable organization | 203 20% | 23 20% | 17 12% | 17 24% B | 63 16% | 69 30% BD | 14 19% | 101 20% | 102 19% | 52 18% | 91 22% | 60 19% | 84 18% | 60 17% | 55 28% LM | 25 17% | 66 20% | 46 16% | 67 25% Q |
| As part of their responsibilities, board members should personally ask prospective donors for donations | 258 25% | 26 23% | 33 23% | 24 33% | 99 25% | 59 25% | 18 25% | 119 24% | 140 26% | 51 18% | 99 23% | 108 34% IJ | 120 25% | 74 21% | 60 31% M | 25 18% | 81 25% | 69 24% | 82 31% |
| 3) Board members should donate to the charitable organizations on whose Boards they sit | 109 11% | 12 11% | 9 | 9 | 36 9% | 37 16% | 7 | 47 | 62 12% | 37 13% | 43 10% | 29 | 54 11% | 29 8% | 23 | 21 14% | 29 9% | 33 11% | 27 |

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?

| | | | | REG | ION | | | GE | NDER | | AGE GROUP | | | EDUCATION | | | INCO | DME | |
|--|-------|------|------|-------|-------|------|-------|------|--------|-------|-----------|-------|-------|-----------|-------|--------|--------------|-------------------|---------|
| | TOTAL | вс | AB | SK/MB | ON | QC | ATL | Male | Female | 18-34 | 35-54 | 55+ | HS< | Post Sec | Univ. | <\$25K | \$25K-<\$60K | \$60K- <\$100K | \$100K+ |
| | | A | В | С | D | E | F | G | н | I | J | к | L | М | N | 0 | Р | 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 |
| | 241 | 29 | 38 | 16 | 100 | 42 | 16 | 113 | 128 | 63 | 93 | 85 | 120 | 79 | 40 | 26 | 83 | 75 | 57 |
| Strongly agree | 23% | 26% | 27% | 23% | 25% | 18% | 22% | 23% | 24% | 22% | 22% | 27% | 25% | 23% | 21% | 18% | 25% | 26% | 21% |
| 3, 3, 3 | | | | | E | | | | | | | | | | | | | | |
| | 482 | 52 | 74 | 33 | 194 | 90 | 39 | 233 | 249 | 135 | 192 | 155 | 219 | 174 | 86 | 77 | 147 | 139 | 119 |
| Somewhat agree | 47% | 47% | 52% | 46% | 49% | 38% | 55% | 47% | 47% | 47% | 46% | 49% | 46% | 50% | 44% | 54% | 45% | 48% | 44% |
| C C | | | E | | E | | E | | | | | | | | | | | | |
| | 162 | 19 | 15 | 13 | 48 | 56 | 11 | 84 | 78 | 42 | 72 | 47 | 69 | 51 | 39 | 21 | 51 | 38 | 52 |
| Somewhat disagree | 16% | 17% | 11% | 19% | 12% | 24% | 15% | 17% | 15% | 15% | 17% | 15% | 14% | 15% | 20% | 14% | 16% | 13% | 19% |
| Ū | | | | | | BD | | | | | | | | | | | | | - |
| | 41 | 4 | 1 | 4 | 15 | 14 | 3 | 17 | 24 | 10 | 19 | 13 | 16 | 9 | 16 | 4 | 15 | 8 | 15 |
| Strongly disagree | 4% | 4% | 1% | 6% | 4% | 6% | 4% | 3% | 5% | 3% | 4% | 4% | 3% | 3% | 8% | 3% | 4% | 3% | 6% |
| 0, 0 | | | | | | В | | | | | | | | | LM | | | | - |
| | 101 | 8 | 13 | 5 | 40 | 33 | 2 | 46 | 55 | 37 | 45 | 19 | 50 | 35 | 15 | 16 | 34 | 27 | 24 |
| Don't know/not applicable | 10% | 7% | 9% | 6% | 10% | 14% | 3% | 9% | 10% | 13% | 11% | 6% | 11% | 10% | 8% | 11% | 10% | 9% | 9% |
| | | | | | | F | | | | К | K | | | | | | | | - |
| TOPBOX & LOWBOX SUMMARY | | | | | | | | | | | | | | | | | | | |
| | 241 | 29 | 38 | 16 | 100 | 42 | 16 | 113 | 128 | 63 | 93 | 85 | 120 | 79 | 40 | 26 | 83 | 75 | 57 |
| Strongly agree | 23% | 26% | 27% | 23% | 25% | 18% | 22% | 23% | 24% | 22% | 22% | 27% | 25% | 23% | 21% | 18% | 25% | 26% | 21% |
| | 2070 | 2070 | 2170 | 2370 | E | .370 | 22.70 | 2070 | 2470 | 22.70 | -270 | 2.70 | 2370 | 2370 | 2170 | .070 | 2070 | 2070 | 2170 |
| | 723 | 81 | 112 | 49 | 294 | 131 | 55 | 346 | 377 | 199 | 285 | 239 | 338 | 254 | 126 | 103 | 229 | 215 | 176 |
| Agree (Top2Box) | 725 | 72% | 79% | 69% | 74% | 56% | 78% | 70% | 71% | 69% | 68% | 75% | 72% | 73% | 64% | 72% | 70% | 75% | 66% |
| ······································ | 1070 | E | F | 0070 | E | 0070 | E | .070 | . 170 | 0070 | 5576 | .5% | .270 | N N | 0170 | . 270 | .070 | R 8 | |
| | 203 | 23 | 17 | 17 | 63 | 69 | 14 | 101 | 102 | 52 | 91 | 60 | 84 | 60 | 55 | 25 | 66 | 46 | 67 |
| Disagree (Low2Box) | 205 | 20% | 12% | 24% | 16% | 30% | 19% | 20% | 19% | 18% | 22% | 19% | 18% | 17% | 28% | 17% | 20% | 16% | 25% |
| | 2070 | _070 | .270 | B | . 570 | BD | . 570 | 2070 | .070 | .070 | | . 570 | . 570 | | LM | | 2070 | . 570 | Q |

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?

| | | | | REG | ION | | | GEI | NDER | | AGE GROUP | | | EDUCATION | | | INCO | OME | |
|---------------------------|-------|-----|-----|-------|-----|-----|-----|----------|--------|----------|-----------|-----|----------|-----------|-------|----------|--------------|-------------------|----------|
| | TOTAL | вс | AB | SK/MB | ON | QC | ATL | Male | Female | 18-34 | 35-54 | 55+ | HS< | Post Sec | Univ. | <\$25K | \$25K-<\$60K | \$60K- <\$100K | \$100K+ |
| | | A | В | С | D | E | F | G | н | 1 | J | к | L | М | N | 0 | Р | 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 |
| | 237 | 24 | 33 | 11 | 96 | 57 | 16 | 112 | 125 | 64 | 110 | 63 | 114 | 76 | 43 | 29 | 72 | 73 | 63 |
| Strongly agree | 23% | 21% | 23% | 15% | 24% | 24% | 23% | 23% | 23% | 22% | 26% | 20% | 24% | 22% | 22% | 20% | 22% | 25% | 23% |
| | 431 | 50 | 61 | 31 | 167 | 91 | 31 | 217 | 214 | 137 | 169 | 125 | 185 | 165 | 79 | 67 | 143 | 120 | 100 |
| Somewhat agree | 42% | 44% | 43% | 44% | 42% | 39% | 44% | 44% | 40% | 48% K | 40% | 39% | 39% | 47% | 40% | 47% | 44% | 42% | 38% |
| | 199 | 21 | 24 | 19 | 72 | 48 | 15 | 92 | 107 | 42 | 76 | 82 | 96 | 58 | 42 | 17 | 67 | 55 | 60 |
| Somewhat disagree | 19% | 19% | 17% | 26% | 18% | 21% | 21% | 19% | 20% | 14% | 18% | 26% | 20% | 17% | 22% | 12% | 20% O | 19% | 22% 0 |
| | 59 | 5 | 9 | 5 | 27 | 11 | 3 | 26 | 33 | 10 | 23 | 26 | 24 | 17 | 17 | 8 | 14 | 15 | 22 |
| Strongly disagree | 6% | 5% | 6% | 7% | 7% | 5% | 4% | 5% | 6% | 3% | 6% | 8% | 5% | 5% | 9% | 6% | 4% | 5% | 8% |
| | 101 | 12 | 16 | 5 | 34 | 27 | 6 | 46 | 55 | 35 | 43 | 22 | 53 | 33 | 14 | 22 | 32 | 25 | 22 |
| Don't know/not applicable | 10% | 11% | 11% | 7% | 9% | 12% | 8% | 9% | 10% | 12% K | 10% | 7% | 11% | 9% | 7% | 15% R | 10% | 9% | 8% |
| TOPBOX & LOWBOX SUMMARY | | | | | | | | <u> </u> | | ĸ | | | <u> </u> | | | ĸ | | | |
| | 237 | 24 | 33 | 11 | 96 | 57 | 16 | 112 | 125 | 64 | 110 | 63 | 114 | 76 | 43 | 29 | 72 | 73 | 63 |
| Strongly agree | 23% | 21% | 23% | 15% | 24% | 24% | 23% | 23% | 23% | 22% | 26% | 20% | 24% | 22% | 22% | 20% | 22% | 25% | 23% |
| | 668 | 74 | 93 | 42 | 264 | 147 | 48 | 328 | 339 | 201 | 279 | 188 | 299 | 242 | 122 | 97 | 215 | 193 | 163 |
| Agree (Top2Box) | 65% | 66% | 66% | 60% | 66% | 63% | 67% | 67% | 64% | 70% | 66% | 59% | 63% | 69% | 63% | 67% | 65% | 67% | 61% |
| | 258 | 26 | 33 | 24 | 99 | 59 | 18 | 119 | 140 | K 51 | K 99 | 108 | 120 | 74 | 60 | 25 | 81 | 69 | 82 |
| Disagree (Low2Box) | 25% | 23% | 23% | 33% | 25% | 25% | 25% | 24% | 26% | 18% | 23% | 34% | 25% | 21% | 31% | 18% | 25% | 24% | 31% |
| | | | | | | | | | 1 | | | IJ | | | М | | | | 0 |

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?

| | | | _ | REC | ION | | | GEI | NDER | | AGE GROUP | | | EDUCATION | | | INC | OME | - |
|---------------------------|-------|-----|-----|-------|-----|-----|-----|------|--------|-------|-----------|-----|-----|-----------|-------|--------|--------------|-------------------|---------|
| | TOTAL | вс | AB | SK/MB | ON | QC | ATL | Male | Female | 18-34 | 35-54 | 55+ | HS< | Post Sec | Univ. | <\$25K | \$25K-<\$60K | \$60K- <\$100K | \$100K+ |
| | | A | В | С | D | E | F | G | Н | | J | к | L | М | N | 0 | Р | 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 |
| | 458 | 51 | 65 | 27 | 193 | 91 | 31 | 229 | 229 | 110 | 192 | 156 | 211 | 156 | 87 | 63 | 149 | 124 | 122 |
| Strongly agree | 45% | 45% | 46% | 38% | 49% | 39% | 44% | 47% | 43% | 38% | 46% | 49% | 45% | 45% | 45% | 44% | 45% | 43% | 46% |
| 0, 0 | | | | | E | | | | | | | 1 | | | | | | | |
| | 373 | 42 | 59 | 29 | 138 | 77 | 28 | 176 | 197 | 111 | 146 | 115 | 165 | 136 | 70 | 48 | 121 | 108 | 95 |
| Somewhat agree | 36% | 38% | 41% | 41% | 35% | 33% | 39% | 36% | 37% | 39% | 35% | 36% | 35% | 39% | 36% | 34% | 37% | 38% | 36% |
| ů | | | | | | | | | | | | | | | | | | | |
| | 93 | 10 | 9 | 9 | 27 | 31 | 7 | 37 | 56 | 31 | 35 | 26 | 49 | 24 | 18 | 17 | 24 | 29 | 24 |
| Somewhat disagree | 9% | 9% | 6% | 12% | 7% | 13% | 10% | 8% | 10% | 11% | 8% | 8% | 10% | 7% | 9% | 12% | 7% | 10% | 9% |
| Ŭ | | | | | | BD | | | | | | | | | | | | | |
| | 16 | 1 | 0 | 0 | 9 | 6 | 0 | 9 | 6 | 6 | 7 | 3 | 5 | 4 | 5 | 4 | 5 | 4 | 3 |
| Strongly disagree | 2% | 1% | - | - | 2% | 2% | - | 2% | 1% | 2% | 2% | 1% | 1% | 1% | 3% | 3% | 2% | 1% | 1% |
| | | | | | | | | | | | | | | | | | | | |
| | 87 | 7 | 10 | 6 | 30 | 29 | 5 | 41 | 46 | 29 | 40 | 18 | 43 | 28 | 14 | 12 | 29 | 23 | 23 |
| Don't know/not applicable | 8% | 7% | 7% | 8% | 8% | 12% | 7% | 8% | 9% | 10% | 10% | 6% | 9% | 8% | 7% | 9% | 9% | 8% | 9% |
| | | | | | | | | | | | | | | | | | | | |
| TOPBOX & LOWBOX SUMMARY | · · | · | | | | | | | | | | | | | | | | | |
| | 458 | 51 | 65 | 27 | 193 | 91 | 31 | 229 | 229 | 110 | 192 | 156 | 211 | 156 | 87 | 63 | 149 | 124 | 122 |
| Strongly agree | 45% | 45% | 46% | 38% | 49% | 39% | 44% | 47% | 43% | 38% | 46% | 49% | 45% | 45% | 45% | 44% | 45% | 43% | 46% |
| 0, 0 | | | | | E | | | | | | | 1 | | | 7.0 | | | | |
| | 831 | 93 | 124 | 57 | 331 | 168 | 59 | 405 | 426 | 222 | 338 | 271 | 375 | 292 | 157 | 111 | 271 | 232 | 217 |
| Agree (Top2Box) | 81% | 83% | 87% | 80% | 83% | 72% | 83% | 82% | 80% | 77% | 80% | 85% | 79% | 84% | 81% | 77% | 82% | 81% | 81% |
| | | E | E | | E | | | | | | | 1 | | | | | | | |
| | 109 | 12 | 9 | 9 | 36 | 37 | 7 | 47 | 62 | 37 | 43 | 29 | 54 | 29 | 23 | 21 | 29 | 33 | 27 |
| Disagree (Low2Box) | 11% | 11% | 6% | 12% | 9% | 16% | 10% | 9% | 12% | 13% | 10% | 9% | 11% | 8% | 12% | 14% | 9% | 11% | 10% |
| u , , , | | | | | | BD | | | | | | | | | | | | | |

24. STRONGLY AGREE SUMMARY TABLE

| 027 027 027 517 | BC A 139 112 | AB B 107 142 | REG SK/MB C 69 | ON D | QC E | ATL | GEN Male | NDER Female | | AGE GROUP | | | EDUCATION | | | INCO | | |
|--|--|--|---|--|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 027 027 | A 139 | B 107 | C 69 | D | | | Male | Fomolo | | | | | | | | | | |
| 027 | 139 | 107 | 69 | | E | F | | | 18-34 | 35-54 | 55+ | HS< | Post Sec | Univ. | <\$25K | \$25K-<\$60K | \$60K- <\$100K | \$100K+ |
| 027 | | | | | | | G | н | 1 | J | К | L | м | Ν | 0 | Р | Q | R |
| 027 | | | | | 219 | | 400 | 545 | 286 | 443 | 298 | 419 | 392 | | 139 | 0.05 | 277 | 0.40 |
| | 112 | 142 | 71 | 424 | 219 | 69 71 | 482 493 | 545 534 | 286 | 443 | 298 318 | 419 472 | 392 | 203 | 139 144 | 365 329 | 277 | 246 267 |
| 517 | | | 71 | 397 | 234 | 71 | 493 | 534 | 288 | 421 | 318 | 472 | 349 | 195 | 144 | 329 | 288 | 267 |
| | 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% |
| | 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 |
| 10% | | | 40% | | 29% | | 41% | 39% | 39% | 36% | 46% | 38% | 43% | 40% | 30% | 39% | | 40% |
| | E | E | | E | | E | | | | | J | | | | | | 0 | |
| 150 | 20 17% | 20 14% | 10 14% | 64 16% | 30 13% | 7 | 73 15% | 77 | 42 15% | 46 11% | 62 19% | 73 16% | 47 14% | 29 15% | 20 14% | 51 15% | 47 16% | 33 12% |
| 411 | 58 51% | 61 43% | 29 40% | 153 39% | 87 37% | 24 34% | 193 39% | 219 41% | 101 35% | 164 39% | 146 46% | 188 40% | 154 44% | 66 34% | 52 36% | 137 42% | 126 44% | 97 36% |
| 348 | 46 | 46 | 26 | 144 | 58 | 27 | 167 | 181 | 76 | 126 | 146 | 150 | 132 | 62 | 43 | 106 | 112 | 87 |
| 34% | | 33% | 37% | | 25% | | 34% | 34% | 27% | 30% | | 32% | 38% | 32% | 30% | 32% | 39% | 33% |
| 155 | E 11 10% | 23 16% | 10 14% | E 68 17% | 33 14% | E 10 14% | 71 14% | 84 16% | <u>48</u> 17% | 62 15% | IJ 45 14% | 75 16% | 55 16% | 24 12% | 26 18% | 49 15% | 46 16% | 35 13% |
| 10 15 15 41 10 34 34 15 | 19% 1 50 1 50 1 11 1 1% 1 1% 1 18 1 1% 1 55 55 | 40% E 50 20 5% 17% 11 58 1% 51% DEF 0 48 46 1% E 55 11 | 40% 50% E E 50 20 20 56 17% 14% 11 58 61 1% 51% 43% DEF 48 46 48 46 46 55 11 23 | 40% 50% 40% E E 50 20 20 10 56 17% 14% 14% 11 58 61 29 1% 51% 43% 40% DEF 48 46 46 26 1% 41% 33% 37% E 55 11 23 10 | $\begin{array}{c ccccccccccccccccccccccccccccccccccc$ | $\begin{array}{c ccccccccccccccccccccccccccccccccccc$ | $\begin{array}{c ccccccccccccccccccccccccccccccccccc$ | $\begin{array}{c ccccccccccccccccccccccccccccccccccc$ | $\begin{array}{c ccccccccccccccccccccccccccccccccccc$ | $\begin{array}{c ccccccccccccccccccccccccccccccccccc$ | $\begin{array}{c ccccccccccccccccccccccccccccccccccc$ | $\begin{array}{c ccccccccccccccccccccccccccccccccccc$ | $\begin{array}{c ccccccccccccccccccccccccccccccccccc$ | $\begin{array}{c ccccccccccccccccccccccccccccccccccc$ | $\begin{array}{c ccccccccccccccccccccccccccccccccccc$ | $\begin{array}{c ccccccccccccccccccccccccccccccccccc$ | $\begin{array}{c ccccccccccccccccccccccccccccccccccc$ | 40% 50% 40% 42% 29% 42% 41% 39% 39% 36% 46% 38% 43% 40% 30% 39% 45% E E E E E E E E Image: Second seco |

24. AGREE SUMMARY TABLE (Strongly/Somewhat agree)

| | | | | REC | | | | CE! | IDER | | AGE GROUP | | | EDUCATION | | | INCO | OME | |
|---|------------|-----------|------------|-----------|------------|------------|-----------|------------|------------|------------|------------|------------|------------|------------|------------|------------|--------------|------------|------------|
| | | | | REC | | | | GEI | IDER | | AGE GROUP | | | EDUCATION | | | INCO | | |
| | | | | | | | | | | | | | | | | | | \$60K- | |
| | TOTAL | BC | AB | SK/MB | ON | QC | ATL | Male | Female | 18-34 | 35-54 | 55+ | HS< | Post Sec | Univ. | <\$25K | \$25K-<\$60K | <\$100K | \$100K+ |
| | | A | В | С | D | E | F | G | н | 1 | J | к | L | М | N | 0 | Р | 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% |
| | | E | E | E | E | | E | | | | | IJ | | | | | _ | | |
| | | | | | | | | | | | | | | | | | | | |
| 2) Charities that address similar issues should work | 880 | 98 | 126 | 65 | 336 | 187 | 67 | 422 | 458 | 235 | 356 | 289 | 404 | 300 | 167 | 117 | 278 | 258 | 227 |
| together and share plans and resources | 86% | 88% | 88% | 92% | 85% | 80% | 95% | 86% | 86% | 82% | 84% | 91% | 86% | 86% | 85% | 81% | 85% | 90% | 85% |
| - | 0070 | 0070 | 0070 | E | 0070 | 0070 | DE | 0070 | 0070 | 0270 | 0170 | IJ | 0070 | 0070 | 0070 | 0170 | 0070 | 0 | 0070 |
| | | | | _ | | | | | | | | | | | | | | - | - |
| | | | | | | | | | | | | | | | | | | | |
| 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 |
| dedicated to fundraising to achieve their objectives | 57% | 58% | 55% | 67% | 57% | 56% | 56% | 60% | 54% | 53% | 52% | 67% | 57% | 55% | 61% | 51% | 59% | 60% | 55% |
| | | | | | | | | | | | | IJ | | | | | | | |
| | | | | | | | | | | | | | | | | | | | |
| 4) I need to know that an organization is fulfilling its | 054 | | | | 007 | 101 | | 400 | | 045 | 050 | | 007 | | | | 074 | | |
| purpose before I donate to them | 854 83% | 98 87% | 115 81% | 62 87% | 327 82% | 191 82% | 62 86% | 409 83% | 446 83% | 215 75% | 358 85% | 281 88% | 387 82% | 302 87% | 155 79% | 117 81% | 271 83% | 246 85% | 220 83% |
| - | 83% | 81% | 81% | 81% | 82% | 82% | 80% | 83% | 83% | /5% | 85% | 88% | 82% | 87% | 79% | 81% | 83% | 85% | 83% |
| | | | | | | | | | | | 1 | 1 | | IN | | | | | |
| | | | | | | | | | | | | | | | | | | | |
| 5) Charities should strive to maintain a certain level | | | | | | | | | | | | | | | | | | | |
| of standards by measuring their performance and | 845 | 95 | 110 | 63 | 331 | 185 | 61 | 413 | 432 | 205 | 356 | 284 | 380 | 295 | 162 | 112 | 268 | 237 | 228 |
| comparing themselves to benchmarks | 82% | 85% | 77% | 89% | 83% | 79% | 86% | 84% | 81% | 71% | 85% | 89% | 80% | 85% | 83% | 78% | 82% | 82% | 85% |
| | | | | | | | | | | | I | I | | | | | | | |
| | | | | | | | | | | | | | | | | | | | |
| 6) The charities I support should invest in educational | | | | | | | | | | | | | | | | | | | |
| tools such as pamphlets, brochures, publications, | | | | | | | | | | | | | | | | 1 | | | |
| etc. that show their impact on the community they | | | | | | | | | | | | | | | | | | | |
| serve and the cause they support | 647 | 71 | 85 | 51 | 256 | 136 | 48 | 309 | 338 | 189 | 248 | 209 | 292 | 217 | 132 | 89 | 202 | 196 | 160 |
| 2 - 11 - 1 | 63% | 63% | 60% | 71% | 65% | 58% | 67% | 63% | 63% | 66% | 59% | 66% | 62% | 62% | 68% | 62% | 61% | 68% | 60% |

24. DISAGREE SUMMARY TABLE (Somewhat/Strongly disagree)

| | | | | REC | SION | | | GEN | DER | | AGE GROUP | | | EDUCATION | | | INC | OME | |
|---|------------|-----------|-----------|----------|------------|-----------|-----------|------------|------------|-----------|------------|-----------|------------|-----------|-----------|-----------|--------------|-------------------|-----------|
| | TOTAL | вс | AB | SK/MB | ON | QC | ATL | Male | Female | 18-34 | 35-54 | 55+ | HS< | Post Sec | Univ. | <\$25K | \$25K-<\$60K | \$60K- <\$100K | \$100K+ |
| | | A | В | С | D | E | F | G | н | I | J | К | L | М | N | 0 | Р | 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 | 36 | 2 | 1 | 0 | 16 | 15 | 2 | 22 | 14 | 13 | 16 | 7 | 21 | 9 | 6 | 6 | 13 | 9 | 8 |
| intend to achieve their objectives | 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 |
| egotion and onare plane and recourses | 7% | 9% | 4% | 2% | 7% | 9% | 4% | 7% | 7% | 6% | 7% | 6% | 6% | 7% | 7% | 7% | 7% | 5% | 8% |
| | | С | | | | | | | | | | | | | | | | | |
| In general, I think that charities have enough staff dedicated to fundraising to achieve their objectives | 258 25% | 24 22% | 41 29% | 7 11% | 102 26% | 58 25% | 25 36% | 114 23% | 144 27% | 79 28% | 128 30% | 51 16% | 120 25% | 92 27% | 43 22% | 41 29% | 75 23% | 75 26% | 67 25% |
| | | | С | | С | С | AC | | | к | К | | | | | | | | |
| I need to know that an organization is fulfilling its purpose before I donate to them | 103 10% | 13 11% | 16 11% | 4 | 45 11% | 18 8% | 8 11% | 52 11% | 51 10% | 38 13% | 39 9% | 26 8% | 49 10% | 25 7% | 29 15% | 13 9% | 30 9% | 28 10% | 32 12% |
| | | | | | | | | | | | | | | | М | | | | |
| 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 |
| comparing themselves to benchmarks | 10% | 10% | 15% | 5% | 9% | 10% | 12% | 10% | 11% | 17% | 8% | 7% | 11% | 8% | 13% | 8% | 10% | 12% | 9% |
| | | | С | | | | | | | 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 | 262 | 29 | 38 | 13 | 101 | 61 | 19 | 125 | 137 | 60 | 120 | 82 | 116 | 92 | 49 | 30 | 88 | 62 | 81 |
| serve and the cause they support | 25% | 26% | 27% | 19% | 25% | 26% | 27% | 25% | 26% | 21% | 29% | 26% | 24% | 26% | 25% | 21% | 27% | 22% | 30% |
| | 2070 | 2078 | 2170 | 1376 | 2378 | 2078 | 21 /0 | 2378 | 2070 | 21/0 | 2376 | 2070 | 2470 | 2078 | 2378 | 2170 | 21 /0 | 2270 | OQ |

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 ?

| | | | - | REG | ION | | | GEI | NDER | | AGE GROUP | - | | EDUCATION | | | INCC | ME | |
|---------------------------|-------|-----|-----|-------|-----|-------|-----|------|--------|-------|-----------|-----|-----|-----------|-------|--------|--------------|-------------------|---------|
| | TOTAL | вс | AB | SK/MB | ON | QC | ATL | Male | Female | 18-34 | 35-54 | 55+ | HS< | Post Sec | Univ. | <\$25K | \$25K-<\$60K | \$60K- <\$100K | \$100K+ |
| | | A | В | С | D | E | F | G | н | I | J | к | L | М | N | 0 | Р | Q | R |
| Base: All Respondents | | | | | | | | | | | | | | | | | | | 1 |
| 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 |
| | 517 | 67 | 77 | 42 | 216 | 74 | 42 | 232 | 286 | 131 | 187 | 199 | 218 | 193 | 100 | 65 | 166 | 156 | 131 |
| Strongly agree | 50% | 60% | 54% | 59% | 54% | 31% | 58% | 47% | 53% | 46% | 44% | 63% | 46% | 55% | 51% | 45% | 50% | 54% | 49% |
| | | E | E | E | E | | E | | G | | | IJ | | L | | | | | |
| | 417 | 40 | 57 | 27 | 144 | 124 | 25 | 212 | 204 | 118 | 195 | 104 | 204 | 128 | 82 | 60 | 130 | 110 | 117 |
| Somewhat agree | 41% | 36% | 40% | 37% | 36% | 53% | 36% | 43% | 38% | 41% | 46% | 33% | 43% | 37% | 42% | 42% | 40% | 38% | 44% |
| | | | | | | ABCDF | | | | к | К | | | | | | | | |
| | 33 | 2 | 1 | 0 | 13 | 13 | 2 | 20 | 13 | 13 | 13 | 7 | 19 | 8 | 5 | 6 | 12 | 8 | 7 |
| Somewhat disagree | 3% | 2% | 1% | - | 3% | 6% | 3% | 4% | 2% | 5% | 3% | 2% | 4% | 2% | 2% | 4% | 4% | 3% | 3% |
| | | | | | | BC | | | | | | | | | | | | | |
| | 3 | 0 | 0 | 0 | 2 | 1 | 0 | 2 | 2 | 0 | 3 | 0 | 2 | 1 | 1 | 0 | 2 | 1 | 1 |
| Strongly disagree | 0 | - | - | - | 1% | 0 | - | 0 | 0 | - | 1% | - | 0 | 0 | 1% | - | 0 | 0 | 0 |
| | | | | | | | | | | | | | | | | | | | |
| | 57 | 2 | 7 | 3 | 21 | 22 | 2 | 27 | 30 | 25 | 23 | 8 | 30 | 18 | 7 | 13 | 20 | 13 | 11 |
| Don't know/not applicable | 6% | 2% | 5% | 4% | 5% | 9% | 3% | 5% | 6% | 9% | 6% | 3% | 6% | 5% | 4% | 9% | 6% | 5% | 4% |
| | | | | | | A | | | | К | | | | | | | | | |
| TOPBOX & LOWBOX SUMMARY | | | | | | | | | | | | | | | | | | | |
| | 517 | 67 | 77 | 42 | 216 | 74 | 42 | 232 | 286 | 131 | 187 | 199 | 218 | 193 | 100 | 65 | 166 | 156 | 131 |
| Strongly agree | 50% | 60% | 54% | 59% | 54% | 31% | 58% | 47% | 53% | 46% | 44% | 63% | 46% | 55% | 51% | 45% | 50% | 54% | 49% |
| | | E | E | E | E | | E | | G | | | IJ | | L | | | | | 1 |
| | 934 | 107 | 134 | 68 | 360 | 198 | 67 | 444 | 490 | 249 | 382 | 303 | 422 | 322 | 182 | 125 | 296 | 265 | 248 |
| Agree (Top2Box) | 91% | 96% | 94% | 96% | 91% | 85% | 94% | 90% | 92% | 87% | 91% | 95% | 89% | 92% | 93% | 87% | 90% | 92% | 93% |
| | | E | E | E | E | | E | | | | | IJ | | | | | | | |
| | 36 | 2 | 1 | 0 | 16 | 15 | 2 | 22 | 14 | 13 | 16 | 7 | 21 | 9 | 6 | 6 | 13 | 9 | 8 |
| Disagree (Low2Box) | 4% | 2% | 1% | - | 4% | 6% | 3% | 5% | 3% | 5% | 4% | 2% | 4% | 2% | 3% | 4% | 4% | 3% | 3% |
| | | | | | | BC | | | | | | | | | | | | | |

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 ?

| | | | | REG | ION | | | GEI | NDER | | AGE GROUP | | | EDUCATION | | | INC | ОМЕ | |
|---------------------------|-------|-----|-----|-------|-----|-----|-----|------|--------|-------|-----------|-----|-----|-----------|-------|--------|--------------|-------------------|---------|
| | TOTAL | вс | AB | SK/MB | ON | QC | ATL | Male | Female | 18-34 | 35-54 | 55+ | HS< | Post Sec | Univ. | <\$25K | \$25K-<\$60K | \$60K- <\$100K | \$100K+ |
| | | A | В | С | D | E | F | G | н | 1 | J | К | L | М | N | 0 | Р | 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 |
| | 409 | 45 | 71 | 29 | 167 | 67 | 30 | 201 | 209 | 112 | 150 | 148 | 178 | 150 | 79 | 44 | 128 | 131 | 107 |
| Strongly agree | 40% | 40% | 50% | 40% | 42% | 29% | 42% | 41% | 39% | 39% | 36% | 46% | 38% | 43% | 40% | 30% | 39% | 45% | 40% |
| 0, 0 | | E | E | | E | | E | | | | | J | | | | | | 0 | |
| | 471 | 53 | 55 | 36 | 169 | 120 | 38 | 221 | 250 | 123 | 206 | 142 | 226 | 150 | 88 | 73 | 151 | 127 | 120 |
| Somewhat agree | 46% | 47% | 38% | 51% | 43% | 51% | 53% | 45% | 47% | 43% | 49% | 44% | 48% | 43% | 45% | 51% | 46% | 44% | 45% |
| - | | | | | | BD | | | | | | | | | | | | | |
| | 60 | 10 | 4 | 1 | 25 | 17 | 3 | 29 | 31 | 16 | 27 | 17 | 27 | 21 | 11 | 10 | 19 | 14 | 16 |
| Somewhat disagree | 6% | 9% | 3% | 2% | 6% | 7% | 4% | 6% | 6% | 5% | 6% | 5% | 6% | 6% | 6% | 7% | 6% | 5% | 6% |
| | | BC | | | | | | | | | | | | | | | | | |
| | 9 | 1 | 1 | 0 | 4 | 3 | 0 | 4 | 4 | 3 | 4 | 2 | 2 | 4 | 2 | 0 | 3 | 1 | 5 |
| Strongly disagree | 1% | 1% | 1% | - | 1% | 1% | - | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | - | 1% | 0 | 2% |
| | | | | | | | | | | | | | | | | | | | |
| | 79 | 3 | 12 | 5 | 32 | 27 | 1 | 38 | 41 | 34 | 34 | 10 | 39 | 23 | 15 | 17 | 28 | 14 | 20 |
| Don't know/not applicable | 8% | 3% | 8% | 7% | 8% | 11% | 1% | 8% | 8% | 12% | 8% | 3% | 8% | 7% | 8% | 12% | 9% | 5% | 7% |
| | | | | | AF | AF | | | | К | К | | | | | Q | | | |
| TOPBOX & LOWBOX SUMMARY | | | | | | | | | | | | | | | | | | | 1 1 |
| | 409 | 45 | 71 | 29 | 167 | 67 | 30 | 201 | 209 | 112 | 150 | 148 | 178 | 150 | 79 | 44 | 128 | 131 | 107 |
| Strongly agree | 40% | 40% | 50% | 40% | 42% | 29% | 42% | 41% | 39% | 39% | 36% | 46% | 38% | 43% | 40% | 30% | 39% | 45% | 40% |
| ., . | | E | E | | E | | E | ., | | | | J | | | 7.0 | | | 0 | |
| | 880 | 98 | 126 | 65 | 336 | 187 | 67 | 422 | 458 | 235 | 356 | 289 | 404 | 300 | 167 | 117 | 278 | 258 | 227 |
| Agree (Top2Box) | 86% | 88% | 88% | 92% | 85% | 80% | 95% | 86% | 86% | 82% | 84% | 91% | 86% | 86% | 85% | 81% | 85% | 90% | 85% |
| | | | | E | | | DE | | | | | IJ | | | | | | 0 | |
| | 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% |
| | | С | | | | | | | | | | | | | | | | | |

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 ?

| | | | | REC | SION | | | GEN | IDER | | AGE GROUP | | | EDUCATION | | | INCO | ME | |
|---------------------------|-------|----------|----------|----------|----------|----------|-----------|------|---------|----------|-----------|----------|-----|-----------|-------|--------|--------------|-------------------|---------|
| | 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 | В | С | D | E | F | G | Н | I | J | К | L | М | N | 0 | Р | 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 |
| | 150 | 20 | 20 | 10 | 64 | 30 | 7 | 73 | 77 | 42 | 46 | 62 | 73 | 47 | 29 | 20 | 51 | 47 | 33 |
| Strongly agree | 15% | 17% | 14% | 14% | 16% | 13% | 10% | 15% | 14% | 15% | 11% | 19% | 16% | 14% | 15% | 14% | 15% | 16% | 12% |
| | 437 | 46 | 58 | 38 | 163 | 101 | 33 | 224 | 214 | 111 | 174 | J 153 | 197 | 145 | 90 | 54 | 143 | 125 | 115 |
| Somewhat agree | 43% | 41% | 41% | 53% | 41% | 43% | 46% | 45% | 40% | 39% | 41% | 48% | 42% | 42% | 46% | 38% | 44% | 43% | 43% |
| | 212 | 19 | 35 | 6 | 81 | 48 | 22 | 100 | 112 | 63 | 107 | 42 | 98 | 79 | 34 | 35 | 63 | 61 | 54 |
| Somewhat disagree | 21% | 17% | 25% C | 9% | 20% C | 21% C | 31% AC | 20% | 21% | 22% K | 25% K | 13% | 21% | 23% | 17% | 24% | 19% | 21% | 20% |
| | 46 | 5 | 7 | 1 | 21 | 9 | 3 | 14 | 32 | 16 | 21 | 9 | 23 | 14 | 9 | 6 | 12 | 14 | 13 |
| Strongly disagree | 4% | 4% | 5% | 2% | 5% | 4% | 4% | 3% | 6% G | 6% | 5% | 3% | 5% | 4% | 5% | 4% | 4% | 5% | 5% |
| | 181 | 23 | 23 | 16 | 68 | 45 | 6 | 82 | 99 | 56 | 73 | 52 | 82 | 64 | 32 | 29 | 59 | 41 | 52 |
| Don't know/not applicable | 18% | 20% F | 16% | 22% F | 17% | 19% F | 9% | 17% | 19% | 19% | 17% | 16% | 17% | 18% | 17% | 20% | 18% | 14% | 19% |
| TOPBOX & LOWBOX SUMMARY | | | | | | · | | | | | | | | | | | | | |
| | 150 | 20 | 20 | 10 | 64 | 30 | 7 | 73 | 77 | 42 | 46 | 62 | 73 | 47 | 29 | 20 | 51 | 47 | 33 |
| Strongly agree | 15% | 17% | 14% | 14% | 16% | 13% | 10% | 15% | 14% | 15% | 11% | 19% | 16% | 14% | 15% | 14% | 15% | 16% | 12% |
| | 587 | 65 | 78 | 48 | 226 | 131 | 40 | 296 | 291 | 153 | 220 | 215 | 271 | 192 | 120 | 74 | 194 | 171 | 148 |
| Agree (Top2Box) | 57% | 58% | 55% | 67% | 57% | 56% | 56% | 60% | 54% | 53% | 52% | 67% | 57% | 55% | 61% | 51% | 59% | 60% | 55% |
| | 258 | 24 | 41 | 7 | 102 | 58 | 25 | 114 | 144 | 79 | 128 | 51 | 120 | 92 | 43 | 41 | 75 | 75 | 67 |
| Disagree (Low2Box) | 25% | 22% | 29% C | 11% | 26% C | 25% C | 36% AC | 23% | 27% | 28% K | 30% K | 16% | 25% | 27% | 22% | 29% | 23% | 26% | 25% |

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 ?

| | | | | REG | | | | GEI | NDER | | AGE GROUP | | | EDUCATION | | | INC | OME | |
|---------------------------|-------|------|------|-------|------|-------|------|------|--------|-------|-----------|------|------|-----------|-------|----------|--------------|-------------------|---------|
| | TOTAL | вс | AB | SK/MB | ON | QC | ATL | Male | Female | 18-34 | 35-54 | 55+ | HS< | Post Sec | Univ. | <\$25K | \$25K-<\$60K | \$60K- <\$100K | \$100K+ |
| | TOTAL | A | B | C | D | F | F | G | H | 10-34 | 33-34 | K | 115< | M | N | 0 | \$25K-<\$00K | Q | R |
| Base: All Respondents | | N | 5 | Ū | U | - | | 0 | | | 0 | IX. | | IWI | 14 | <u> </u> | | ų | |
| 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 |
| | 411 | 58 | 61 | 29 | 153 | 87 | 24 | 193 | 219 | 101 | 164 | 146 | 188 | 154 | 66 | 52 | 137 | 126 | 97 |
| Strongly agree | 40% | 51% | 43% | 40% | 39% | 37% | 34% | 39% | 41% | 35% | 39% | 46% | 40% | 44% | 34% | 36% | 42% | 44% | 36% |
| Chongly agree | 4070 | DEF | 4070 | 4070 | 0070 | 01 /0 | 3470 | 0070 | 4170 | 0070 | 0070 | 4070 | 4070 | N | 0470 | 0070 | 42.70 | 4470 | |
| | 443 | 40 | 55 | 34 | 173 | 104 | 37 | 216 | 227 | 114 | 194 | 135 | 199 | 149 | 88 | 65 | 134 | 120 | 124 |
| Somewhat agree | 43% | 36% | 38% | 47% | 44% | 44% | 53% | 44% | 42% | 40% | 46% | 42% | 42% | 43% | 45% | 45% | 41% | 42% | 46% |
| | 1070 | 0070 | 0070 | | 11/0 | 1170 | A | 11/0 | 1270 | 1070 | 1070 | 1270 | 1270 | 1070 | 1070 | 1070 | | 1270 | 1070 |
| | 91 | 11 | 13 | 3 | 41 | 15 | 8 | 46 | 45 | 32 | 37 | 23 | 44 | 25 | 22 | 13 | 27 | 25 | 27 |
| Somewhat disagree | 9% | 10% | 9% | 4% | 10% | 7% | 11% | 9% | 8% | 11% | 9% | 7% | 9% | 7% | 11% | 9% | 8% | 9% | 10% |
| | | | | | | | | | | | | | | | | | | | - |
| | 12 | 2 | 2 | 1 | 4 | 3 | 0 | 6 | 6 | 7 | 2 | 3 | 5 | 0 | 7 | 0 | 3 | 3 | 5 |
| Strongly disagree | 1% | 2% | 2% | 1% | 1% | 1% | - | 1% | 1% | 2% | 0 | 1% | 1% | - | 4% | - | 1% | 1% | 2% |
| | | | | | | | | | | J | | | | | LM | | | | |
| | 69 | 2 | 12 | 5 | 25 | 24 | 2 | 32 | 38 | 34 | 24 | 11 | 36 | 21 | 12 | 14 | 27 | 14 | 14 |
| Don't know/not applicable | 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 | | | | | | | | | | | | | | | | | | | 4 |
| | 411 | 58 | 61 | 29 | 153 | 87 | 24 | 193 | 219 | 101 | 164 | 146 | 188 | 154 | 66 | 52 | 137 | 126 | 97 |
| Strongly agree | 40% | 51% | 43% | 40% | 39% | 37% | 34% | 39% | 41% | 35% | 39% | 46% | 40% | 44% | 34% | 36% | 42% | 44% | 36% |
| | 1070 | DEF | 1070 | 1070 | 0070 | 0.75 | 0.70 | 0070 | | 0070 | 0070 | 10,0 | 1070 | N | 0170 | 0070 | .2.70 | | + |
| | 854 | 98 | 115 | 62 | 327 | 191 | 62 | 409 | 446 | 215 | 358 | 281 | 387 | 302 | 155 | 117 | 271 | 246 | 220 |
| Agree (Top2Box) | 83% | 87% | 81% | 87% | 82% | 82% | 86% | 83% | 83% | 75% | 85% | 88% | 82% | 87% | 79% | 81% | 83% | 85% | 83% |
| · · · · | | | | | | | | | | | 1 | 1 | | N | ,,,, | | | | |
| | 103 | 13 | 16 | 4 | 45 | 18 | 8 | 52 | 51 | 38 | 39 | 26 | 49 | 25 | 29 | 13 | 30 | 28 | 32 |
| Disagree (Low2Box) | 10% | 11% | 11% | 6% | 11% | 8% | 11% | 11% | 10% | 13% | 9% | 8% | 10% | 7% | 15% | 9% | 9% | 10% | 12% |
| | | | | | | | | | | | | | | | М | | | | 1 |

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 ?

| | | | - | REC | GION | | | GEI | NDER | | AGE GROUP | | | EDUCATION | | | INC | ОМЕ | |
|---------------------------|-------|-----|-----|-------|------|-----|-----|------|--------|-------|-----------|-----|-----|-----------|-------|--------|--------------|-------------------|---------|
| | 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 | В | С | D | E | F | G | н | 1 | J | к | L | М | N | 0 | Р | 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 |
| | 348 | 46 | 46 | 26 | 144 | 58 | 27 | 167 | 181 | 76 | 126 | 146 | 150 | 132 | 62 | 43 | 106 | 112 | 87 |
| Strongly agree | 34% | 41% | 33% | 37% | 36% | 25% | 38% | 34% | 34% | 27% | 30% | 46% | 32% | 38% | 32% | 30% | 32% | 39% | 33% |
| 0, 0 | | E | | | E | | E | | | | | IJ | | | | | | | - |
| | 497 | 49 | 64 | 37 | 187 | 127 | 34 | 246 | 251 | 128 | 230 | 139 | 230 | 163 | 100 | 69 | 162 | 125 | 141 |
| Somewhat agree | 48% | 44% | 45% | 52% | 47% | 54% | 48% | 50% | 47% | 45% | 55% | 44% | 49% | 47% | 51% | 48% | 49% | 44% | 53% |
| | | | | | | | | | | | IK | | | | | | | | Q |
| | 94 | 11 | 21 | 3 | 32 | 20 | 8 | 37 | 57 | 44 | 31 | 18 | 46 | 27 | 20 | 10 | 34 | 29 | 21 |
| Somewhat disagree | 9% | 9% | 14% | 5% | 8% | 9% | 11% | 8% | 11% | 15% | 7% | 6% | 10% | 8% | 10% | 7% | 10% | 10% | 8% |
| | | | CD | | | | | | | JK | | | | | | | | | |
| | 11 | 1 | 1 | 0 | 5 | 2 | 1 | 11 | 0 | 6 | 2 | 3 | 4 | 2 | 4 | 2 | 0 | 7 | 2 |
| Strongly disagree | 1% | 1% | 1% | - | 1% | 1% | 1% | 2% | - | 2% | 0 | 1% | 1% | 1% | 2% | 1% | - | 2% | 1% |
| | | | | | | | | н | | | | | | | | Р | | Р | |
| | 77 | 6 | 11 | 4 | 29 | 26 | 1 | 32 | 46 | 33 | 32 | 13 | 42 | 24 | 9 | 20 | 27 | 15 | 16 |
| Don't know/not applicable | 8% | 5% | 7% | 6% | 7% | 11% | 1% | 6% | 9% | 11% | 8% | 4% | 9% | 7% | 5% | 14% | 8% | 5% | 6% |
| | | | | | | F | | | | К | | | | | | QR | | | |
| TOPBOX & LOWBOX SUMMARY | | | | | | | | | | | | | | | | | | | |
| | 348 | 46 | 46 | 26 | 144 | 58 | 27 | 167 | 181 | 76 | 126 | 146 | 150 | 132 | 62 | 43 | 106 | 112 | 87 |
| Strongly agree | 34% | 41% | 33% | 37% | 36% | 25% | 38% | 34% | 34% | 27% | 30% | 46% | 32% | 38% | 32% | 30% | 32% | 39% | 33% |
| | | E | | | E | | E | | | | | IJ | | | | | | | |
| | 845 | 95 | 110 | 63 | 331 | 185 | 61 | 413 | 432 | 205 | 356 | 284 | 380 | 295 | 162 | 112 | 268 | 237 | 228 |
| Agree (Top2Box) | 82% | 85% | 77% | 89% | 83% | 79% | 86% | 84% | 81% | 71% | 85% | 89% | 80% | 85% | 83% | 78% | 82% | 82% | 85% |
| · · | | | | | | | | | | | I | I | | | | | | | 1 |
| | 105 | 11 | 22 | 3 | 37 | 22 | 9 | 48 | 57 | 50 | 33 | 22 | 50 | 29 | 25 | 12 | 34 | 36 | 23 |
| Disagree (Low2Box) | 10% | 10% | 15% | 5% | 9% | 10% | 12% | 10% | 11% | 17% | 8% | 7% | 11% | 8% | 13% | 8% | 10% | 12% | 9% |
| | | | С | | | | | | | JK | | | | | | | | | |

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?

| | | | | REG | ION | | | GEI | NDER | | AGE GROUP | | | EDUCATION | | | INCO | DME | |
|---------------------------|-------|-----|-----|-------|-----|-----|-----|------|--------|-------|-----------|-----|-----|-----------|-------|--------|--------------|-------------------|---------|
| | TOTAL | вс | AB | SK/MB | ON | QC | ATL | Male | Female | 18-34 | 35-54 | 55+ | HS< | Post Sec | Univ. | <\$25K | \$25K-<\$60K | \$60K- <\$100K | \$100K+ |
| | | A | В | С | D | E | F | G | н | I | J | к | L | М | N | 0 | Р | 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 |
| | 155 | 11 | 23 | 10 | 68 | 33 | 10 | 71 | 84 | 48 | 62 | 45 | 75 | 55 | 24 | 26 | 49 | 46 | 35 |
| Strongly agree | 15% | 10% | 16% | 14% | 17% | 14% | 14% | 14% | 16% | 17% | 15% | 14% | 16% | 16% | 12% | 18% | 15% | 16% | 13% |
| 0, 0 | | | | | A | | | | | | | | | | | | | | |
| | 492 | 60 | 63 | 41 | 188 | 103 | 38 | 238 | 254 | 141 | 186 | 164 | 217 | 163 | 109 | 63 | 153 | 150 | 126 |
| Somewhat agree | 48% | 53% | 44% | 58% | 47% | 44% | 53% | 48% | 48% | 49% | 44% | 51% | 46% | 47% | 56% | 44% | 47% | 52% | 47% |
| - | | | | E | | | | | | | | | | | LM | | | | |
| | 214 | 22 | 29 | 10 | 83 | 54 | 15 | 98 | 116 | 53 | 98 | 63 | 94 | 77 | 38 | 24 | 74 | 54 | 63 |
| Somewhat disagree | 21% | 20% | 21% | 14% | 21% | 23% | 22% | 20% | 22% | 18% | 23% | 20% | 20% | 22% | 19% | 17% | 22% | 19% | 23% |
| | | | | | | | | | | | | | | | | | | | |
| | 48 | 7 | 9 | 3 | 17 | 8 | 4 | 27 | 21 | 7 | 22 | 19 | 21 | 15 | 12 | 6 | 15 | 8 | 19 |
| Strongly disagree | 5% | 6% | 6% | 5% | 4% | 3% | 6% | 5% | 4% | 2% | 5% | 6% | 5% | 4% | 6% | 4% | 4% | 3% | 7% |
| | | | | | | | | | | | | I | | | | | | | Q |
| | 119 | 12 | 19 | 7 | 40 | 37 | 4 | 59 | 60 | 38 | 53 | 28 | 64 | 39 | 13 | 25 | 38 | 30 | 25 |
| Don't know/not applicable | 12% | 11% | 13% | 10% | 10% | 16% | 6% | 12% | 11% | 13% | 12% | 9% | 14% | 11% | 7% | 18% | 12% | 10% | 9% |
| | | | | | | DF | | | | | | | N | | | QR | | | |
| TOPBOX & LOWBOX SUMMARY | | | | | | | | | | | | | | | | | | | 4 1 |
| | 155 | 11 | 23 | 10 | 68 | 33 | 10 | 71 | 84 | 48 | 62 | 45 | 75 | 55 | 24 | 26 | 49 | 46 | 35 |
| Strongly agree | 15% | 10% | 16% | 14% | 17% | 14% | 14% | 14% | 16% | 17% | 15% | 14% | 16% | 16% | 12% | 18% | 15% | 16% | 13% |
| 3, 3, 3 | | | | | A | | | | | | | | | | ,, | | | | |
| | 647 | 71 | 85 | 51 | 256 | 136 | 48 | 309 | 338 | 189 | 248 | 209 | 292 | 217 | 132 | 89 | 202 | 196 | 160 |
| Agree (Top2Box) | 63% | 63% | 60% | 71% | 65% | 58% | 67% | 63% | 63% | 66% | 59% | 66% | 62% | 62% | 68% | 62% | 61% | 68% | 60% |
| . | | | | | | | | | | | | | | | | | | | - |
| | 262 | 29 | 38 | 13 | 101 | 61 | 19 | 125 | 137 | 60 | 120 | 82 | 116 | 92 | 49 | 30 | 88 | 62 | 81 |
| Disagree (Low2Box) | 25% | 26% | 27% | 19% | 25% | 26% | 27% | 25% | 26% | 21% | 29% | 26% | 24% | 26% | 25% | 21% | 27% | 22% | 30% |
| | | | | | | | | | | | 1 | | | | | | | | QQ |

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

| | | | | REG | ION | | I | GEN | IDER | | AGE GROUP | | | EDUCATION | | | INC | OME | |
|--|------------|-----------|------------|-----------|------------|------------|-----------------|------------|------------|------------|------------|------------------|------------|------------|------------|------------|--------------|-------------------|------------|
| | 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 | В | С | D | E | F | G | Н | 1 | J | к | L | М | N | 0 | Р | 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 26% | 24 21% | 29 20% | 20 29% | 98 25% | 71 30% | 25 35% AB | 134 27% | 133 25% | 65 23% | 101 24% | 100 31% IJ | 132 28% | 76 22% | 57 29% | 44 31% | 92 28% | 74 26% | 58 22% |
| Charities should spend resources (time, money and energy) on more innovative ways to increase donations (i.e. walks, lotteries and gaming, product sales) | 760 74% | 88 79% | 114 80% | 51 71% | 299 75% | 163 70% | 46 65% | 359 73% | 401 75% | 222 77% | 320 76% | 218 69% | 341 72% | 273 78% | 138 71% | 100 69% | 237 72% | 214 74% | 209 78% |
| | | F | F | 1 | | 1 | | | | K | K | 1 | | | | | | | |

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

| | | | | REC | SION | | | GEN | IDER | | AGE GROUP | 1 | | EDUCATION | | | INCO | ME | |
|---|-------|------|-----|-------|------|-------|-----|------|--------|-------|-----------|-----|------|-----------|-------|--------|--------------|-------------------|---------|
| | TOTAL | вс | AB | SK/MB | ON | QC | ATL | Male | Female | 18-34 | 35-54 | 55+ | HS< | Post Sec | Univ. | <\$25K | \$25K-<\$60K | \$60K- <\$100K | \$100K+ |
| | | A | В | С | D | E | F | G | Н | I | J | к | L | М | N | 0 | Р | 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 |
| | 187 | 24 | 25 | 10 | 85 | 33 | 10 | 76 | 111 | 37 | 73 | 77 | 76 | 66 | 43 | 28 | 64 | 48 | 46 |
| A lot | 18% | 21% | 18% | 14% | 22% | 14% | 14% | 15% | 21% | 13% | 17% | 24% | 16% | 19% | 22% | 19% | 20% | 17% | 17% |
| | | | | | E | | | | G | | | IJ | | | | | | | |
| | 398 | 45 | 58 | 32 | 153 | 78 | 32 | 186 | 213 | 92 | 173 | 134 | 176 | 136 | 84 | 39 | 123 | 119 | 119 |
| Something | 39% | 40% | 41% | 45% | 39% | 34% | 44% | 38% | 40% | 32% | 41% | 42% | 37% | 39% | 43% | 27% | 37% | 41% | 44% |
| | | | | | | | | | | | 1 | I | | | | | 0 | 0 | 0 |
| | 254 | 28 | 40 | 16 | 93 | 56 | 20 | 137 | 117 | 89 | 98 | 67 | 118 | 86 | 48 | 44 | 72 | 72 | 67 |
| Not too much | 25% | 25% | 28% | 23% | 23% | 24% | 29% | 28% | 22% | 31% | 23% | 21% | 25% | 25% | 24% | 30% | 22% | 25% | 25% |
| | | | | | | | | н | | JK | | | | | | | | | |
| | 60 | 9 | 5 | 4 | 18 | 20 | 4 | 34 | 25 | 22 | 21 | 16 | 33 | 19 | 7 | 10 | 24 | 12 | 14 |
| Nothing at all | 6% | 8% | 4% | 6% | 5% | 8% | 5% | 7% | 5% | 8% | 5% | 5% | 7% | 5% | 4% | 7% | 7% | 4% | 5% |
| | | | | | | | | | | | | | | | | | | | |
| | 54 | 2 | 6 | 7 | 18 | 17 | 4 | 28 | 26 | 18 | 23 | 13 | 25 | 17 | 9 | 8 | 21 | 13 | 12 |
| Don't know | 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 |
| Not applicable | 7% | 4% | 5% | 3% | 7% | 13% | 3% | 6% | 8% | 10% | 8% | 3% | 9% | 7% | 3% | 11% | 7% | 8% | 4% |
| | | | | | | ABCDF | | | | K | К | | N | N | | R | R | R | |
| TOPBOX & LOWBOX SUMMARY | | | | | | | | | | | | | | | | | | | |
| | 187 | 24 | 25 | 10 | 85 | 33 | 10 | 76 | 111 | 37 | 73 | 77 | 76 | 66 | 43 | 28 | 64 | 48 | 46 |
| A lot | 18% | 21% | 18% | 14% | 22% | 14% | 14% | 15% | 21% | 13% | 17% | 24% | 16% | 19% | 22% | 19% | 20% | 17% | 17% |
| | 1070 | _170 | | . 170 | E | . 170 | | .570 | G | | | IJ | .070 | . 570 | /0 | 1070 | 2070 | | |
| | 585 | 69 | 83 | 42 | 238 | 111 | 41 | 261 | 324 | 129 | 245 | 211 | 251 | 202 | 127 | 66 | 187 | 167 | 165 |
| A lot / Something (Top2Box) | 57% | 62% | 59% | 59% | 60% | 47% | 58% | 53% | 61% | 45% | 58% | 66% | 53% | 58% | 65% | 46% | 57% | 58% | 62% |
| 3, 1,, | | E | | | E | | | | G | | 1 | IJ | | | L | | 0 | 0 | 0 |
| | 313 | 37 | 46 | 20 | 111 | 76 | 24 | 171 | 142 | 111 | 119 | 84 | 152 | 104 | 55 | 53 | 96 | 84 | 80 |
| Not too much / Nothing at all (Low2Box) | 31% | 33% | 32% | 28% | 28% | 32% | 34% | 35% | 27% | 39% | 28% | 26% | 32% | 30% | 28% | 37% | 29% | 29% | 30% |
| | | | | | | | | н | | JK | | | | | | | | | |

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

| | | | | REC | ION | | | GEN | NDER | | AGE GROUP | | | EDUCATION | | | INCO | ME | |
|-----------------------------|-------|------|-----|-------|-----|-------|-----|-------|--------|-------|-----------|-----|------|-----------|-------|--------|--------------|-------------------|---------|
| | TOTAL | вс | АВ | SK/MB | ON | QC | ATL | Male | Female | 18-34 | 35-54 | 55+ | HS< | Post Sec | Univ. | <\$25K | \$25K-<\$60K | \$60K- <\$100K | \$100K+ |
| | | A | В | С | D | E | F | G | Н | I | J | К | L | М | N | 0 | Р | 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 |
| | 113 | 12 | 19 | 7 | 54 | 17 | 5 | 58 | 56 | 28 | 39 | 47 | 39 | 46 | 26 | 20 | 34 | 29 | 31 |
| Very knowledgeable | 11% | 10% | 13% | 9% | 14% | 7% | 7% | 12% | 10% | 10% | 9% | 15% | 8% | 13% | 13% | 14% | 10% | 10% | 11% |
| | | | | | E | | | | | | | J | | L | | | | | |
| | 556 | 68 | 79 | 44 | 232 | 85 | 47 | 251 | 304 | 128 | 226 | 202 | 249 | 190 | 113 | 66 | 172 | 158 | 159 |
| Somewhat knowledgeable | 54% | 61% | 56% | 62% | 58% | 36% | 66% | 51% | 57% | 44% | 54% | 63% | 53% | 55% | 58% | 46% | 52% | 55% | 60% |
| | | E | E | E | E | | E | | | | 1 | IJ | | | | | | | 0 |
| | 210 | 18 | 33 | 17 | 56 | 74 | 13 | 104 | 106 | 71 | 95 | 44 | 106 | 66 | 34 | 29 | 68 | 64 | 49 |
| Not very knowledgeable | 20% | 16% | 23% | 24% | 14% | 32% | 18% | 21% | 20% | 25% | 22% | 14% | 23% | 19% | 17% | 20% | 21% | 22% | 18% |
| | | | D | D | | ADF | | | | к | К | | | | | | | | |
| | 47 | 5 | 2 | 0 | 14 | 25 | 1 | 26 | 21 | 22 | 17 | 8 | 26 | 9 | 11 | 8 | 20 | 6 | 13 |
| Not at all knowledgeable | 5% | 4% | 1% | - | 4% | 11% | 2% | 5% | 4% | 8% | 4% | 3% | 6% | 3% | 6% | 5% | 6% | 2% | 5% |
| | | | | | | BCDF | | | | JK | | | M | | | | Q | | |
| | 37 | 5 | 5 | 3 | 12 | 8 | 4 | 26 | 10 | 16 | 13 | 8 | 15 | 15 | 5 | 8 | 13 | 11 | 6 |
| Don't know | 4% | 4% | 4% | 4% | 3% | 4% | 5% | 5% | 2% | 5% | 3% | 3% | 3% | 4% | 2% | 5% | 4% | 4% | 2% |
| | | | | | | | | н | | | | | | | | | | | |
| | 64 | 4 | 4 | 1 | 29 | 25 | 1 | 28 | 37 | 23 | 33 | 9 | 36 | 22 | 6 | 14 | 21 | 20 | 10 |
| Not applicable | 6% | 4% | 3% | 1% | 7% | 11% | 2% | 6% | 7% | 8% | 8% | 3% | 8% | 6% | 3% | 10% | 6% | 7% | 4% |
| | | | | | | ABCF | | | | К | К | | N | | | R | | | |
| TOPBOX & LOWBOX SUMMARY | | | | | | | | | | | | | | | | | | | |
| | 113 | 12 | 19 | 7 | 54 | 17 | 5 | 58 | 56 | 28 | 39 | 47 | 39 | 46 | 26 | 20 | 34 | 29 | 31 |
| Very knowledgeable | 11% | 10% | 13% | 9% | 14% | 7% | 7% | 12% | 10% | 10% | 9% | 15% | 8% | 13% | 13% | 14% | 10% | 10% | 11% |
| | | ,,,, | | | E | | | - / * | | | | J | ,,,, | L | | | | | |
| | 669 | 80 | 99 | 51 | 286 | 102 | 52 | 309 | 360 | 155 | 264 | 249 | 288 | 236 | 139 | 86 | 207 | 187 | 190 |
| Knowledgeable (Top2Box) | 65% | 71% | 69% | 71% | 72% | 44% | 73% | 63% | 67% | 54% | 63% | 78% | 61% | 68% | 71% | 60% | 63% | 65% | 71% |
| | | E | E | E | E | | E | | | | 1 | IJ | | | L | | | | OP |
| | 257 | 23 | 35 | 17 | 70 | 99 | 14 | 130 | 127 | 93 | 111 | 52 | 133 | 75 | 45 | 37 | 88 | 70 | 62 |
| Not knowledgeable (Low2Box) | 25% | 20% | 24% | 24% | 18% | 42% | 20% | 26% | 24% | 32% | 26% | 16% | 28% | 22% | 23% | 26% | 27% | 24% | 23% |
| 5 | | | | | | ABCDE | | | | к | К | | М | | | | | | |

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

| | | | | REC | BION | | | GEN | IDER | | AGE GROUP | | | EDUCATION | | | INCO | OME | |
|-----------------------|-------|-----|-----|-------|------|-------|-----|------|--------|-------|-----------|-----|-----|-----------|-------|--------|--------------|-------------------|---------|
| | TOTAL | вс | AB | SK/MB | ON | QC | ATL | Male | Female | 18-34 | 35-54 | 55+ | HS< | Post Sec | Univ. | <\$25K | \$25K-<\$60K | \$60K- <\$100K | \$100K+ |
| | | A | В | С | D | E | F | G | н | I | J | К | L | М | N | 0 | Р | 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 |
| | 625 | 80 | 91 | 49 | 262 | 97 | 46 | 288 | 337 | 145 | 253 | 227 | 273 | 220 | 126 | 77 | 192 | 177 | 178 |
| Yes | 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 |
| | 272 | 19 | 31 | 15 | 82 | 106 | 19 | 141 | 131 | 89 | 114 | 69 | 134 | 88 | 48 | 44 | 96 | 70 | 62 |
| No | 26% | 17% | 21% | 20% | 21% | 45% | 27% | 29% | 24% | 31% | 27% | 22% | 28% | 25% | 25% | 31% | 29% | 24% | 23% |
| | | | | | | ABCDF | | | | к | | | | | | | | | |
| | 131 | 13 | 21 | 7 | 52 | 31 | 6 | 64 | 67 | 53 | 54 | 23 | 65 | 41 | 21 | 23 | 41 | 40 | 27 |
| Don't know/Refused | 13% | 11% | 15% | 10% | 13% | 13% | 8% | 13% | 13% | 19% | 13% | 7% | 14% | 12% | 11% | 16% | 13% | 14% | 10% |
| | | | | | | | | | | JK | К | | | | | | | | |

29. Were you born in Canada?

| | | | | REC | SION | | | GEN | IDER | | AGE GROUP | | | EDUCATION | | | INC | OME | |
|-----------------------|-------|-----|-----|-------|------|-----|-----|------|--------|-------|-----------|-----|-----|-----------|-------|--------|--------------|-------------------|---------|
| | TOTAL | вс | AB | SK/MB | ON | QC | ATL | Male | Female | 18-34 | 35-54 | 55+ | HS< | Post Sec | Univ. | <\$25K | \$25K-<\$60K | \$60K- <\$100K | \$100K+ |
| | | A | В | С | D | E | F | G | н | 1 | J | К | L | М | N | 0 | Р | 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 |
| | 915 | 93 | 122 | 66 | 346 | 223 | 64 | 438 | 476 | 257 | 382 | 275 | 445 | 301 | 160 | 127 | 283 | 259 | 245 |
| Yes | 89% | 83% | 86% | 93% | 87% | 95% | 90% | 89% | 89% | 90% | 91% | 86% | 94% | 86% | 82% | 88% | 86% | 90% | 92% |
| | | | | | | ABD | | | | | | | MN | | | | | | P |
| | 108 | 18 | 19 | 5 | 49 | 10 | 7 | 54 | 55 | 30 | 35 | 43 | 26 | 47 | 35 | 16 | 45 | 27 | 22 |
| No | 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 | | |
| | 4 | 0 | 1 | 0 | 2 | 1 | 0 | 1 | 3 | 0 | 4 | 0 | 2 | 1 | 0 | 1 | 1 | 2 | 0 |
| Prefer not to respond | 0 | - | 1% | - | 1% | 0 | - | 0 | 1% | - | 1% | - | 0 | 0 | - | 1% | 0 | 1% | - |
| | | | | | | | | | | | | | | | | | | | |

30. How many years have you lived in Canada?

| | | REGION | | | | | | GEI | NDER | AGE GROUP | | | EDUCATION | | | INCOME | | | |
|--------------------------|-------|--------|-----|-------|----------|---------|-----|------|--------|-----------|-------|----------|-----------|------------|-------|--------|--------------|-------------------|---------|
| | TOTAL | BC | AB | SK/MB | ON | | ATL | Male | Female | 18-34 | 35-54 | 55. | HS< | Post Sec | Univ. | <\$25K | POFK PCOK | \$60K- <\$100K | \$100K+ |
| | TOTAL | A | B | C | D | QC E | AIL | G | H | 18-34 | 30-04 | 55+ K | пъ< | M Post Sec | N | <\$25N | \$25K-<\$60K | <\$100K Q | \$100K+ |
| Base: Not born in Canada | | A | Б | C | D | E | Г | 6 | п | | J | ĸ | <u> </u> | IVI | IN | 0 | F | Q | ĸ |
| 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 | н | | K | K | | | | | | | | |
| | 12 | 1 | 0 | 1 | 6 | 3 | 0 | 5 | 7 | 5 | 6 | 0 | 1 | 3 | 8 | 3 | 1 | 5 | 3 |
| 6-10 years | 11% | 7% | - | 19% | 13% | 30% | - | 9% | 13% | 18% | 18% | - | 4% | 6% | 23% | 17% | 3% | 18% | 13% |
| | | | | | | В | | | | K | к | | | | M | | | P | |
| | 13 | 4 | 4 | 0 | 6 | 0 | 0 | 7 | 6 | 8 | 4 | 2 | 4 | 5 | 3 | 0 | 7 | 2 | 5 |
| 11-15 years | 12% | 21% | 19% | - | 12% | - | - | 13% | 11% | 25% | 12% | 3% | 14% | 11% | 9% | - | 15% | 7% | 21% |
| | | | | | | | | | | К | | | | | | | | | |
| | 6 | 0 | 1 | 1 | 3 | 1 | 0 | 2 | 4 | 2 | 2 | 2 | 1 | 2 | 3 | 0 | 4 | 1 | 1 |
| 16-20 years | 5% | - | 7% | 22% | 5% | 10% | - | 4% | 7% | 5% | 6% | 5% | 4% | 4% | 9% | - | 8% | 5% | 4% |
| | | | | - | | | | | | | - | | | | | | - | | |
| | 5 | 2 | 0 | 0 | 2 | 1 | 0 | 2 | 3 | 2 | 2 | 1 | 0 | 3 | 2 | 1 | 2 | 2 | 1 |
| 21-25 years | 5% | 13% | - | - | 4% | 9% | - | 4% | 6% | 8% | 6% | 2% | - | 7% | 6% | 5% | 5% | 6% | 4% |
| | 54 | 10 | 12 | 2 | 26 | 0 | 4 | 26 | 28 | 0 | 15 | 39 | 14 | 27 | 13 | 7 | 22 | 12 | 13 |
| Over 25 Years | 50% | 54% | 61% | 39% | 54% | - | 60% | 49% | 51% | - | 43% | 90% | 56% | 57% | 38% | 45% | 49% | 47% | 58% |
| Over 25 Years | 50% | 54% | 01% | 39% | 54% F | - | 60% | 49% | 5176 | | 43% | 90% | 30% | 5176 | 30% | 40% | 49% | +170 | 30% |

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

| | TOTAL | | | REC | SION | 1 | | GEN | IDER | | AGE GROUP | - | | EDUCATION | | | INCO | ME | |
|--|------------|----------|----------|-------|----------|------|------|------|--------|----------|-----------|-----------|---------|-----------|----------|----------|--------------|-------------------|----------|
| | | BC | AB | SK/MB | ON | QC | ATL | Male | Female | 18-34 | 35-54 | 55+ | HS< | Post Sec | Univ. | <\$25K | \$25K-<\$60K | \$60K- <\$100K | \$100K+ |
| TOTAL MENTIONS | | A | В | С | D | E | F | G | Н | I | J | K | L | М | N | 0 | Р | 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 |
| | | | | | | | | | | | | | | | | | | | |
| Canadian (e.g. Albertan, Ontarian, | 853 | 82 | 116 | 64 | 316 | 213 | 61 | 409 | 444 | 229 | 350 | 274 | 421 | 284 | 142 | 121 | 267 | 244 | 221 |
| Québécois/Québécoise) | 83% | 74% | 82% | 89% | 80% | 91% | 86% | 83% | 83% | 80% | 83% | 86% | 89% | 81% | 73% | 84% | 81% | 85% | 83% |
| | | | | A | | ABD | | | | | | I | MN | N | | | | | |
| | | | | | | | | | | | | | | | | | | | 1 |
| North or Central American - outside Canada (e.g. American, Cuban, Haitian, Mexican, Guatemalan, | 14 | 5 | 3 | 1 | 2 | 1 | 2 | 7 | 7 | 3 | 6 | 5 | 4 | 7 | 4 | 1 | 8 | 2 | 3 |
| Panamanian) | 14 | 4% | 2% | 1% | 1% | 1% | 3% | 1% | 1% | 1% | 2% | 2% | 4 | 2% | 2% | 1% | 2% | 1% | 1% |
| Panamanian) | 178 | DE | 2 /0 | 1 70 | 1 70 | 1 78 | 578 | 1 78 | 1 70 | 1 76 | 2.70 | 2 /0 | 170 | 2 /0 | 2 /0 | 1 70 | 2 /0 | 1 70 | 176 |
| | | | | | | | | | | | | | | | | | | | |
| Aboriginal (e.g. Métis, North American Indian, Inuit) | 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% |
| | | E | E | | E | | E | | | | | | | | - | | | | |
| Areh | 2 | 0 | 1 1% | 0 | 0 | 1 | 0 | 1 | 1 | 1 | 1 | 0 | 1 | 1 | 0 | 0 | 2 | 0 | 0 |
| Arab | 0 | - | 1% | - | - | 1% | - | 0 | 0 | 0 | 0 | - | 0 | 0 | - | - | 1% | - | - |
| | | | | | | | | | | | | | | | | | | | |
| African (e.g. Algerian, Ethiopian, Egyptian, | 9 | 1 | 0 | 0 | 3 | 3 | 2 | 5 | 4 | 7 | 2 | 0 | 1 | 6 | 2 | 4 | 3 | 1 | 1 |
| Moroccan, Somali,) | 1% | 1% | - | - | 1% | 1% | 3% | 1% | 1% | 2% JK | 0 | - | 0 | 2% L | 1% | 3% QR | 1% | 0 | 0 |
| | | | | | | | | | | JK | | | | L | | QR | | | |
| Australasian (e.g. Australia, New Zealand) | 1 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 1 | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 1 |
| Australiasian (e.g. Australia, New Zealand) | 0 | - | 1% | - | - | - | - | - | 0 | 0 | - | - | - | 0 | - | - | - | - | 0 |
| | | | | | | | | | | | | | | | | | | | |
| Asian (e.g. Lebanese, Iranian, Indian, Chinese) | 34 | 7 | 4 | 2 | 19 | 2 | 0 | 15 | 19 | 20 | 13 | 1 | 3 | 13 | 17 | 5 | 9 | 12 | 8 |
| Asian (e.g. Lebanese, Itanian, Indian, Chinese) | 3% | 7% | 3% | 3% | 5% | 1% | - | 3% | 4% | 7% | 3% | 0 | 1% | 4% | 9% | 3% | 3% | 4% | 3% |
| | | EF | | | E | | | | | JK | K | | | L | LM | | | | <u> </u> |
| Black | 6 | 0 | 0 | 0 | 5 1% | 0 | 1 | 2 | 4 | 3 1% | 3 | 0 | 2 | 3 | 1 | 2 | 2 | 1 | 1 |
| DIACK | 1% | - | - | - | 1% | - | 1% | 0 | 1% | 1% | 1% | - | 0 | 1% | 0 | 1% | 1% | 0 | 0 |
| | | | | _ | | | | | | | | | | | | | | | |
| European (e.g. English, French, German, Italian, | 123 12% | 20 | 20 | 8 | 56 | 13 | 6 | 60 | 63 | 37 | 47 | 38 12% | 38 | 56 | 29 | 15 | 40 | 30 10% | 38 |
| Russian, Turkish) | 12% | 18% E | 14% E | 11% | 14% E | 5% | 9% | 12% | 12% | 13% | 11% | 12% | 8% | 16% | 15% L | 11% | 12% | 10% | 14% |
| | 9 | 1 | 1 | 0 | 6 | 0 | 1 | 6 | 3 | 2 | 2 | 5 | 2 | 3 | 4 | 1 | 3 | 1 | 4 |
| Jewish | 1% | 1% | 1% | - | 2% | - | 1% | 1% | 1% | 1% | 0 | 2% | 1% | 1% | 2% | 1% | 1% | 0 | 1% |
| | | | | | | | | | | | | | | | | | | | |
| | 3 | 0 | 0 | 0 | 2 | 1 | 0 | 1 | 2 | 2 | 1 | 0 | 1 | 1 | 2 | 0 | 2 | 2 | 0 |
| South American (e.g. Columbian, Brazilian, Chilean) | 0 | - | - | - | 1% | 0 | - | 0 | 0 | 1% | 0 | - | 0 | 0 | 1% | - | 0 | 1% | - |
| | 11 | 4 | 0 | 0 | 6 | 0 | 1 | 7 | 4 | 5 | 4 | 3 | 5 | 5 | 1 | 1 | 4 | 4 | 2 |
| None | 1% | 4 3% | - | - | 2% | - | 2% | 1% | 4 | 5 2% | 4 | 1% | 5 1% | 5 | 1% | 1% | 4 | 4 | 1% |
| | 1 /0 | BE | - | - | 2 /0 | - | £ /0 | 1 /0 | 1 /0 | ∠ /0 | 1 /0 | 1 /0 | 1 /0 | 1 /0 | 1 /0 | 1 /0 | 1 /0 | 1 /0 | 1 /0 |
| | 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% |
| | | | | | | | | | | | К | | | | | | | - | |

32. Are you currently...

| | | | | REC | GION | | | GEI | NDER | | AGE GROUP | | | EDUCATION | | | INC | OME | 4 |
|--|-------|-----|-----|-------|------|-------|-----|------|--------|-------|-----------|-----|-----|-----------|-------|--------|--------------|---|----------|
| | TOTAL | вс | AB | SK/MB | ON | QC | ATL | Male | Female | 18-34 | 35-54 | 55+ | HS< | Post Sec | Univ. | <\$25K | \$25K-<\$60K | \$60K- <\$100K | \$100K+ |
| | | A | В | С | D | E | F | G | н | 1 | J | к | L | М | N | 0 | Р | Q | R |
| Base: All Respondents | | | | | | | | | | | | | | | | | | | 1 |
| 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 |
| | 462 | 47 | 58 | 31 | 162 | 136 | 29 | 268 | 194 | 144 | 260 | 58 | 200 | 148 | 112 | 18 | 144 | 142 | 158 |
| Working full-time | 45% | 42% | 41% | 44% | 41% | 58% | 40% | 54% | 36% | 50% | 62% | 18% | 42% | 43% | 57% | 13% | 44% | 50% | 59% |
| - | | | | | | ABCDF | | н | | к | IK | | | | LM | | 0 | 0 | OPQ |
| | 114 | 12 | 17 | 3 | 49 | 26 | 7 | 43 | 71 | 32 | 48 | 34 | 55 | 35 | 23 | 22 | 41 | 28 | 22 |
| Working part-time | 11% | 11% | 12% | 5% | 12% | 11% | 9% | 9% | 13% | 11% | 11% | 11% | 12% | 10% | 12% | 16% | 12% | 10% | 8% |
| | | | | | | | | | G | | | | | | | R | | | |
| | 63 | 2 | 9 | 3 | 23 | 20 | 5 | 29 | 34 | 14 | 39 | 10 | 39 | 15 | 8 | 22 | 22 | 12 | 7 |
| Unemployed | 6% | 2% | 6% | 5% | 6% | 9% | 7% | 6% | 6% | 5% | 9% | 3% | 8% | 4% | 4% | 15% | 7% | 4% | 3% |
| | | | | | | A | | | | | IK | | М | | | PQR | R | | |
| | 61 | 8 | 2 | 1 | 27 | 19 | 3 | 21 | 40 | 57 | 4 | 0 | 16 | 32 | 11 | 23 | 13 | 12 | 14 |
| Full-time student | 6% | 7% | 2% | 1% | 7% | 8% | 5% | 4% | 7% | 20% | 1% | - | 3% | 9% | 6% | 16% | 4% | 4% | 5% |
| | | В | | | В | В | | | G | JK | | | | L | | PQR | | 277 288 142 50% 0 28 10% 12 4% 12 4% 12 4% 12 4% 10 60 21% 24 8% | |
| | 11 | 1 | 0 | 0 | 4 | 6 | 0 | 2 | 9 | 10 | 1 | 0 | 7 | 2 | 2 | 2 | 8 | 1 | 0 |
| Part-time student | 1% | 1% | - | - | 1% | 2% | - | 0 | 2% | 3% | 0 | - | 1% | 1% | 1% | 1% | 2% | 0 | - |
| | | | | | | | | | | JK | | | | | | | QR | | |
| | 218 | 31 | 36 | 28 | 92 | 8 | 22 | 114 | 104 | 1 | 15 | 202 | 105 | 86 | 26 | 34 | 75 | 60 | 49 |
| Retired | 21% | 28% | 25% | 40% | 23% | 4% | 31% | 23% | 19% | 0 | 4% | 63% | 22% | 25% | 13% | 24% | 23% | 21% | 18% |
| | | E | E | BDE | E | | E | | | | 1 | IJ | N | N | | | | | |
| | | | | | | | | | | | | | | | | | | | |
| Not in the workforce (full-time homemaker/ not | 70 | 8 | 14 | 3 | 25 | 15 | 5 | 7 | 64 | 21 | 41 | 9 | 35 | 25 | 9 | 16 | 19 | | 11 |
| looking for work) | 7% | 8% | 10% | 4% | 6% | 7% | 7% | 1% | 12% | 7% | 10% | 3% | 7% | 7% | 5% | 11% | 6% | | 4% |
| | | | | | | | | | G | к | К | | | | | R | | R | <u> </u> |
| | 29 | 3 | 6 | 1 | 15 | 3 | 0 | 9 | 19 | 10 | 13 | 6 | 17 | 6 | 3 | 7 | 8 | 8 | 6 |
| Prefer not to respond | 3% | 3% | 4% | 1% | 4% | 1% | - | 2% | 4% | 3% | 3% | 2% | 4% | 2% | 1% | 5% | 2% | 3% | 2% |
| | | | I | | | | l | | | | | | | | l | | | | |