

How many different charitable organizations did you donate money to in the past 12 months?

	Total
Base: Those who made a donation in past 12 month	954
1	4 0.4%
2	15 1.6%
3	43 4.5%
4	49 5.1%
5	90 9.4%
6	78 8.2%
7	35 3.7%
8	73 7.7%
9	13 1.4%
10	119 12.5%
	7

How many different charitable organizations did you donate money to in the past 12 months?

	Total
11	0.7%
	73
12	7.7%
	3
13	0.3%
	11
14	1.2%
	89
15	9.3%
	8
16	0.8%
	3
17	0.3%
	6
18	0.6%
	2
19	0.2%
	77
20	8.1%
	2
22	0.2%
	8
24	0.8%

How many different charitable organizations did you donate money to in the past 12 months?

	Total
	37
25	3.9%
	2
26	0.2%
	4
27	0.4%
	2
28	0.2%
	2
29	0.2%
	31
30	3.2%
	1
33	0.1%
	17
35	1.8%
	1
36	0.1%
	1
37	0.1%
	11
40	1.2%

How many different charitable organizations did you donate money to in the past 12 months?

	Total
45	5
	0.5%
47	1
	0.1%
50	14
	1.5%
55	2
	0.2%
60	4
	0.4%
65	1
	0.1%
70	1
	0.1%
75	2
	0.2%
90	1
	0.1%
95	1
	0.1%
100	2
	0.2%
	1

How many different charitable organizations did you donate money to in the past 12 months?

	Total
111	0.1%
	1
120	0.1%
	1
150	0.1%
Sigma	954
	100.0%
Summary	
Mean (Incl. 0)	14.3
Std. Dev.	13.8
Std. Err.	0.4
Median	10
	14.3
Mean (Excl. 0)	
Std. Dev.	13.8
Std. Err.	0.4
Median	10
Sum	13638

formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Which charity did you last donate to?

		Financial Donation in Past 12 Months	
	Total	Yes	No
		H	I
Base: All respondents	955	954	1**
Church/ Evangelical missionary (unsp)	108	108	0
	11.3%	11.3%	-
Children's club (unsp)	47	47	0
	4.9%	4.9%	-
Music/ culture/ museums/ performing arts mentions	45	45	0
	4.7%	4.7%	-
United Way/ Centraide	44	44	0
	4.6%	4.6%	-
Human rights (issues)/ refugees/ humanitarian crises/ UNHCR mentions	39	39	0
	4.1%	4.1%	-
Food bank	38	38	0
	4.0%	4.0%	-
Doctors without borders	36	36	0
	3.8%	3.8%	-
Environment/ nature/ parks mentions	34	34	0
	3.6%	3.6%	-
Animals/ Wildlife (unsp)	34	33	1
	3.6%	3.5%	100.0%
The Mission (unsp)	26	26	0
	2.7%	2.7%	-

Which charity did you last donate to?

		Financial Donation in Past 12 Months	
	Total	Yes	No
Homeless shelter (unsp)	23	23	0
	2.4%	2.4%	-
Canadian Red Cross	23	23	0
	2.4%	2.4%	-
Cancer (unsp)	21	21	0
	2.2%	2.2%	-
Hospital (unsp)	20	20	0
	2.1%	2.1%	-
War Amps	19	19	0
	2.0%	2.0%	-
Veterans/ Remembrance Day/ Legion/ poppy mentions	14	14	0
	1.5%	1.5%	-
World Vision	14	14	0
	1.5%	1.5%	-
Canada Helps	13	13	0
	1.4%	1.4%	-
School/ University (unsp)	11	11	0
	1.2%	1.2%	-
Women and children shelter (unsp)	11	11	0
	1.2%	1.2%	-
Community foundations/ GCWCC mentions	11	11	0
	1.2%	1.2%	-

Which charity did you last donate to?

		Financial Donation in Past 12 Months	
		Total	No
Humane Society	11	11	0
	1.2%	1.2%	-
SPCA	10	10	0
	1.0%	1.0%	-
Salvation Army	9	9	0
	0.9%	0.9%	-
Movember	9	9	0
	0.9%	0.9%	-
Hospice/ Palliative care (unsp)	7	7	0
	0.7%	0.7%	-
Canadian Cancer Society	7	7	0
	0.7%	0.7%	-
MIRA Foundation	7	7	0
	0.7%	0.7%	-
Heart and stroke foundation	6	6	0
	0.6%	0.6%	-
Children's hospital (unsp)	6	6	0
	0.6%	0.6%	-
WWF/ World Wildlife Fund	6	6	0
	0.6%	0.6%	-
Terry Fox Foundation	5	5	0
	0.5%	0.5%	-
	5	5	0

Which charity did you last donate to?

		Financial Donation in Past 12 Months	
		Yes	No
Multiple Sclerosis Society (MS)	0.5%	0.5%	-
Alzheimer (unsp)/ Alzheimer Society of Canada	4	4	0
	0.4%	0.4%	-
UNICEF	4	4	0
	0.4%	0.4%	-
Lions Club/ Rotary Club/ other service organization mentions	4	4	0
	0.4%	0.4%	-
CIBC Run for the cure	3	3	0
	0.3%	0.3%	-
Breast cancer (unsp)	2	2	0
	0.2%	0.2%	-
Canadian Wildlife Foundation (CWF)	2	2	0
	0.2%	0.2%	-
Breast cancer society of Canada	1	1	0
	0.1%	0.1%	-
SickKids Foundation	1	1	0
	0.1%	0.1%	-
Other	142	142	0
	14.9%	14.9%	-
Don't know/ Refused	39	39	0
	4.1%	4.1%	-

Which charity did you last donate to?

		Financial Donation in Past 12 Months	
		Yes	No
Haven't donate/don't know	Total		
	33	33	0
	3.5%	3.5%	-
(DK/NS)	Total		
	1	1	0
	0.1%	0.1%	-
Sigma	955	954	1
	100.0%	100.0%	100.0%

base (under 30) ineligible for sig testing

[Has a clear purpose and mandate] How much do you agree or disagree with each of the following statements when it comes to the charity you last donated to?

		Financial Donation in Past 12 Months	
	Total	Yes	No
		H	I
Base: Those who made a financial donation	922	921	1**
Has a clear purpose and mandate			
Strongly agree	752	751	1
	81.6%	81.5%	100.0%
Somewhat agree	162	162	0
	17.6%	17.6%	-
Somewhat disagree	8	8	0
	0.9%	0.9%	-
Sigma	922	921	1
	100.0%	100.0%	100.0%
Summary			
Top2Box (Strongly/ Somewhat agree)	914	913	1
	99.1%	99.1%	100.0%
Low2Box (Strongly/ Somewhat disagree)	8	8	0
	0.9%	0.9%	-

base (under 30) ineligible for sig testing

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

		Financial Donation in Past 12 Months	
	Total	Yes	No
		H	I
Base: All respondents	955	954	1**
Very knowledgeable	362	361	1
	37.9%	37.8%	100.0%
Somewhat knowledgeable	567	567	0
	59.4%	59.4%	-
Not very knowledgeable	23	23	0
	2.4%	2.4%	-
Not at all knowledgeable	2	2	0
	0.2%	0.2%	-
Don't know	1	1	0
	0.1%	0.1%	-
Not applicable	0	0	0
	-	-	-
Sigma	955	954	1
	100.0%	100.0%	100.0%
Summary			
Top2Box (Very/ Somewhat knowledgeable)	929	928	1
	97.3%	97.3%	100.0%
Low2Box (Not very/ Not at all knowledgeable)	25	25	0
	2.6%	2.6%	-

(under 30) ineligible for sig testing

Thinking of the times that you have donated to a charity in response to a social media request or post, would you say that most often the post or request has come from someone you know personally or not?

		Financial Donation in Past 12 Months	
		Yes	No
	Total	H	I
Base: Respondents who responded to a social media post	229	228	1**
Yes	189	188	1
	82.5%	82.5%	100.0%
No	40	40	0
	17.5%	17.5%	-
Sigma	229	228	1
	100.0%	100.0%	100.0%

base (under 30) ineligible for sig testing