

[I think that charities in Canada are by and large well-managed] 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?

	Total
Base: All respondents	1502
Weighted	1502
I think that charities in Canada are by and large well-managed	
10 - Agree Strongly	75
	5.0%
9	93
	6.2%
8	222
	14.8%
7	272
	18.1%
6	230
	15.3%
5 - Neither agree nor disagree	342
	22.8%
4	85
	5.6%
3	59
	4.0%
2	63
	4.2%
1	27
	1.8%

[I think that charities in Canada are by and large well-managed] 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?

	Total
0 - Disagree Strongly	34
	2.3%
Sigma	1502
	100.0%
Summary	
Strongly Agree (9-10)	168
	11.2%
Agree (6-8)	724
	48.2%
Neutral (5)	342
	22.8%
Disagree (2-4)	207
	13.8%
Strongly Disagree (0-1)	61
	4.1%
Mean	6
Std. Dev.	2.2
Std. Err.	0.1

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

[I think that most charities in Canada act responsibly with the donations they receive] 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?

	Total
Base: All respondents	1502
Weighted	1502
I think that most charities in Canada act responsibly with the donations they receive	
10 - Agree Strongly	79
	5.3%
9	107
	7.1%
8	243
	16.2%
7	282
	18.8%
6	246
	16.3%
5 - Neither agree nor disagree	282
	18.8%
4	76
	5.0%
3	48
	3.2%
2	69
	4.6%
	30

[I think that most charities in Canada act responsibly with the donations they receive] 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?

	Total
1	2.0%
	40
0 - Disagree Strongly	2.7%
Sigma	1502
	100.0%
Summary	
	186
Strongly Agree (9-10)	12.4%
	771
Agree (6-8)	51.3%
	282
Neutral (5)	18.8%
	193
Disagree (2-4)	12.8%
	70
Strongly Disagree (0-1)	4.7%
Mean	6.1
Std. Dev.	2.3
Std. Err.	0.1

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

When it comes to what charities say about how much they spend on overhead costs such as fundraising, supplies, and administration versus the amount they spend on the cause/programs they support, which of the following statements comes closest to your own point of view?

	Total
Base: All respondents	1502
Weighted	1502
I trust them completely	61 4.1%
I trust them for the most part	726 48.3%
They overstate how much they spend on the cause/programs	409 27.2%
They are intentionally misleading	163 10.9%
Don't know	143 9.5%
Sigma	1502 100.0%

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

[Public sector (including the federal, provincial, and municipal levels of government)] Generally-speaking, how confident are you in each of the following in Canada?

	Total
Base: All respondents	1502
Weighted	1502
Public sector (including the federal, provincial, and municipal levels of government)	
Very confident	106
	7.1%
Somewhat confident	831
	55.4%
Not very confident	450
	30.0%
Not at all confident	114
	7.6%
Sigma	1502
	100.0%
Summary	
Top2Box (Very/ Somewhat confident)	937
	62.4%
Low2Box (Not very/ Not at all confident)	565
	37.6%

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

[Private sector organizations] Generally-speaking, how confident are you in each of the following in Canada?

	Total
Base: All respondents	1502
Weighted	1502
Private sector organizations	
Very confident	80
	5.3%
Somewhat confident	872
	58.0%
Not very confident	458
	30.5%
Not at all confident	92
	6.1%
Sigma	1502
	100.0%
Summary	
Top2Box (Very/ Somewhat confident)	952
	63.4%
Low2Box (Not very/ Not at all confident)	550
	36.6%

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

[Charitable sector (including charities and not-for-profit organizations)] Generally-speaking, how confident are you in each of the following in Canada?

	Total
Base: All respondents	1502
Weighted	1502
Charitable sector (including charities and not-for-profit organizations)	
Very confident	144
	9.6%
Somewhat confident	947
	63.0%
Not very confident	341
	22.7%
Not at all confident	70
	4.7%
Sigma	1502
	100.0%
Summary	
Top2Box (Very/ Somewhat confident)	1090
	72.6%
Low2Box (Not very/ Not at all confident)	412
	27.4%

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

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

		Region					
	Total	BC	AB	SK/MB	ON	QC	ATL
		A	B	C	D	E	F
Base: All respondents	1502	195	165	106	571	360	105
Weighted	1502	202	160	97	576	361	107
Yes	993	140	108	75	401	194	76
	66.1%	69.2%	67.3%	77.4%	69.7%	53.9%	70.5%
		E	E	E	E		E
No	454	59	43	20	155	151	26
	30.2%	29.3%	26.6%	20.7%	27.0%	42.0%	23.8%
						ABCDF	
Don't know	55	3	10	2	19	15	6
	3.7%	1.5%	6.1%	1.9%	3.3%	4.2%	5.7%
			A				A
Sigma	1502	202	160	97	576	361	107
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

testing

Thinking of the last charity you donated to, what was the main reason you donated to this charity?

	Total
Base: Those who made a financial donation in past 12 months	994
Weighted	993
I want to help those in need	344
	34.7%
It is the right thing to do	216
	21.8%
I want to give back to the community	149
	15.0%
It feels good	87
	8.7%
I have benefitted from their services and want to give back	83
	8.4%
It is part of my religious beliefs	70
	7.0%
Friend/ family is involved	21
	2.1%
In memory of people who have died	5
	0.5%
I was tricked/ pestered	3
	0.3%
Other	15
	1.5%

Thinking of the last charity you donated to, what was the main reason you donated to this charity?

	Total
Sigma	993
	100.0%

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

Now, thinking about the charities that you gave a financial donation to in the past 12 months , what types of causes did they support?

	Total
Base: Those who made a financial donation in past 12 months	994
Weighted	993
Social Services (Net)	600
	60.4%
Children/Youth issues	362
	36.5%
Food bank	288
	29.0%
Poverty in Canada (e.g., homeless, shelters and food banks)	236
	23.7%
Women's issues	84
	8.5%
Health (Net)	597
	60.1%
Disease / Medical condition (not including disabilities)	413
	41.6%
Hospital / Medical Centre	261
	26.3%
Physical disabilities	142
	14.3%
	93

Now, thinking about the charities that you gave a financial donation to in the past 12 months , what types of causes did they support?

	Total
Mental disabilities	9.4%
	293
International (Net)	29.5%
	193
Disaster relief	19.5%
	132
International development or aid / Third World poverty	13.3%
	63
Human Rights / Civil liberties	6.4%
	26
Peace	2.6%
	221
Animals (Net)	22.3%
	221
Animals/ Wildlife	22.3%
	197
Religion (Net)	19.9%
	152
Place of worship	15.3%
	94
Religious causes	9.5%
	168

Now, thinking about the charities that you gave a financial donation to in the past 12 months , what types of causes did they support?

	Total
Education (Net)	16.9%
Education/ School	168
	16.9%
Arts & Culture (Net)	104
	10.5%
Community team you play on or a group you participate in (e.g., sports, dance, theatre, environment, language, chess, band, etc.)	64
	6.4%
Fine Arts/ Culture (theatre, opera, museums, etc.)	52
	5.3%
Environment (Net)	84
	8.5%
Environment	84
	8.5%
Military	5
	0.5%
United Way/ Centraide	3
	0.3%
Other	20
	2.0%
(DK/NS)	3
	0.3%

Now, thinking about the charities that you gave a financial donation to in the past 12 months , what types of causes did they support?

	Total
Sigma	3161
	318.3%

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

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	994
Weighted	993
1	219
	22.1%
2	227
	22.9%
3	176
	17.8%
4	100
	10.1%
5	90
	9.0%
6	54
	5.4%
7	10
	1.0%
8	23
	2.3%
9	5
	0.5%
10	33
	3.3%

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

	Total
11	1
	0.1%
12	15
	1.5%
13	1
	0.1%
15	16
	1.6%
16	1
	0.1%
18	1
	0.1%
20	9
	0.9%
25	2
	0.2%
35	1
	0.1%
50	1
	0.1%
80	1
	0.1%
	2

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

	Total
100	0.2%
	1
104	0.1%
	1
180	0.1%
	1
200	0.1%
	1
560	0.1%
	1
600	0.1%
Sigma	993
	100.0%
Summary	
Mean (Incl. 0)	5.8
Std. Dev.	28.1
Std. Err.	0.9
Median	3
	5.8
Mean (Excl. 0)	
Std. Dev.	28.1
Std. Err.	0.9
Median	3
Sum	5734.6

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

Approximately how much in total did you donate to charitable organizations in the past 12 months?

	Total
Base: Those who made a donation in past 12 month	994
Weighted	993
1	2
	0.2%
2	4
	0.4%
3	1
	0.1%
5	6
	0.6%
6	3
	0.3%
10	13
	1.3%
15	6
	0.6%
20	27
	2.7%
21	1
	0.1%
25	20
	2.0%

Approximately how much in total did you donate to charitable organizations in the past 12 months?

	Total
30	12
	1.2%
35	3
	0.3%
40	13
	1.3%
50	69
	6.9%
52	2
	0.2%
55	1
	0.1%
56	1
	0.1%
60	15
	1.5%
70	3
	0.3%
75	12
	1.2%
80	3
	0.3%
	1

Approximately how much in total did you donate to charitable organizations in the past 12 months?

	Total
90	0.1%
	89
100	9.0%
	1
101	0.1%
	11
120	1.1%
	1
125	0.1%
	1
130	0.1%
	1
140	0.1%
	22
150	2.2%
	1
160	0.1%
	1
175	0.1%
	1
180	0.1%
	64
200	6.5%

Approximately how much in total did you donate to charitable organizations in the past 12 months?

	Total
210	1
	0.1%
220	1
	0.1%
222	1
	0.1%
225	1
	0.1%
229	1
	0.1%
240	3
	0.3%
250	24
	2.4%
275	1
	0.1%
300	45
	4.5%
325	1
	0.1%
340	1
	0.1%

Approximately how much in total did you donate to charitable organizations in the past 12 months?

	Total
350	5
	0.5%
380	1
	0.1%
400	22
	2.2%
444	1
	0.1%
450	4
	0.4%
480	1
	0.1%
500	59
	5.9%
545	1
	0.1%
550	1
	0.1%
600	6
	0.6%
625	1
	0.1%
	1

Approximately how much in total did you donate to charitable organizations in the past 12 months?

	Total
650	0.1%
	1
678	0.1%
	9
700	0.9%
	2
750	0.2%
	7
800	0.7%
	1
840	0.1%
	1
880	0.1%
	3
900	0.3%
	42
1000	4.2%
	2
1100	0.2%
	16
1200	1.6%
	1
1250	0.1%

Approximately how much in total did you donate to charitable organizations in the past 12 months?

	Total
	2
	0.2%
1300	
	1
	0.1%
1350	
	3
	0.3%
1400	
	19
	1.9%
1500	
	2
	0.2%
1600	
	3
	0.3%
1800	
	18
	1.8%
2000	
	1
	0.1%
2300	
	1
	0.1%
2370	
	8
	0.8%
2500	
	1
	0.1%
2800	

Approximately how much in total did you donate to charitable organizations in the past 12 months?

	Total
3000	18
	1.8%
3500	5
	0.5%
4000	6
	0.6%
4500	2
	0.2%
4600	1
	0.1%
5000	6
	0.6%
5600	1
	0.1%
6000	2
	0.2%
7000	2
	0.2%
7500	1
	0.1%
8000	1
	0.1%
	4

Approximately how much in total did you donate to charitable organizations in the past 12 months?

	Total
10000	0.4%
	1
10500	0.1%
	3
12000	0.3%
	1
12500	0.1%
	1
14000	0.1%
	2
15000	0.2%
	1
20000	0.1%
	1
40000	0.1%
	1
50000	0.1%
	195
Prefer not to answer	19.7%
Sigma	993
	100.0%
Summary	
Mean (Incl. 0)	924.2

Approximately how much in total did you donate to charitable organizations in the past 12 months?

	Total
Std. Dev.	2901.9
Std. Err.	102.8
Median	200
Mean (Excl. 0)	924.2
Std. Dev.	2901.9
Std. Err.	102.8
Median	200
Sum	736480.3

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

[MEAN (INCL. 0)] Using your best guess, please indicate what percentage of the money you donated last year was donated to charities that represent the following causes?

	Total
Base: All respondents	1502
Weighted	1502
Animals/ Wildlife	7.4
Fine Arts/ Culture (theatre, opera, museums, etc.)	1.2
Children/Youth issues	14.1
Community team you play on or a group you participate in (e.g., sports, dance, theatre, environment, language, chess, band, etc.)	1.2
Disaster relief	4.1
Disease / Medical condition (not including disabilities)	17.7
Education/ School	3.7
Environment	1.5
Hospital / Medical Centre	9.5
Food bank	6.3
Human Rights / Civil liberties	1.2
International development or aid / Third World poverty	3.4
Mental disabilities	2

[MEAN (INCL. 0)] Using your best guess, please indicate what percentage of the money you donated last year was donated to charities that represent the following causes?

	Total
Mental disabilities	
Physical disabilities	3.5
Peace	0.3
Poverty in Canada (e.g., homeless, shelters and food banks)	6.4
Place of worship	7.2
Religious causes	3.5
Women's issues	1.5
Other	3.8
Other	0.3
Other	0
Arts & Culture	2.4
International	9.1
Health	32.8
Social Services	28.3
Religion	10.7
Other	4.1

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

Thinking about the charities and non-profit organizations that you donated to in the past year, would you say they mostly benefited...

	Total
Base: Those who made a financial donation in past 12 months	994
Weighted	993
Your local community	541
	54.4%
Canada as a whole	274
	27.5%
International community	82
	8.3%
Developing countries	66
	6.6%
All of the above	3
	0.3%
Health/ hospitals	1
	0.1%
Other	22
	2.2%
(DK/NS)	5
	0.5%
Sigma	993
	100.0%

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

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

	Total
Base: Those who did not make a financial donation in past 12 months or don't know	508
Weighted	509
	216
Can't afford it	42.4%
	41
I don't trust them	8.1%
	31
Money doesn't go to the cause	6.1%
	24
Unemployed	4.7%
	21
I volunteer instead	4.1%
	16
Do not donate to charities	3.2%
	14
I am a student	2.7%
	13
There are no charities worthy of my money	2.6%
	12
Have not been asked to donate	2.4%
	12

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

	Total
No time/ busy	2.4%
	10
Have to pay too many taxes/ expenses	2.0%
	10
Prefer to give to other organizations	1.9%
	9
I give in another way	1.8%
	8
No occasion to donate	1.6%
	4
Charities are constantly asking for money	0.8%
	3
Not necessary	0.6%
	3
Someone else in my household donates	0.6%
	29
Other	5.7%
	17
None	3.4%
	61
(DK/NS)	11.9%
	554
Sigma	

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

	Total
Sigma	108.8%

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

[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] Please indicate how much you agree or disagree with each of the following statements.

		Financial Donation in Past 12 Months	
	Total	Yes	No
		H	I
Base: All respondents	1502	994	453
Weighted	1502	993	454
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			
Strongly agree	184	111	67
	12.3%	11.2%	14.8%
Somewhat agree	398	267	120
	26.5%	26.9%	26.5%
Somewhat disagree	410	286	103
	27.3%	28.8%	22.7%
Strongly disagree	362	277	81
	24.1%	27.9%	17.9%
Don't know/ not applicable	148	52	82
	9.9%	5.2%	18.1%
Sigma	1502	993	454
	100.0%	100.0%	100.0%
Top2Box (Strongly/ Somewhat agree)	582	379	188
	38.8%	38.1%	41.3%
Low2Box (Strongly/ Somewhat disagree)	772	563	184
	51.4%	56.6%	40.6%

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

		Financial Donation in Past 12 Months	
	Total	Yes	No
		H	I
Base: All respondents	1502	994	453
Weighted	1502	993	454
It is important for charitable organizations to let me know how my donation has made a difference			
Strongly agree	526	344	162
	35.0%	34.6%	35.8%
Somewhat agree	665	471	175
	44.3%	47.5%	38.6%
Somewhat disagree	134	93	36
	8.9%	9.3%	8.0%
Strongly disagree	77	52	23
	5.1%	5.3%	5.1%
Don't know/ not applicable	100	34	57
	6.7%	3.4%	12.6%
Sigma	1502	993	454
	100.0%	100.0%	100.0%
Top2Box (Strongly/ Somewhat agree)	1191	814	338
	79.3%	83.0%	74.4%
Low2Box (Strongly/ Somewhat disagree)	211	145	59
	14.1%	14.6%	13.1%

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	1502	994	453
Weighted	1502	993	454
Church/ Evangelical missionary (unsp)	87	80	5
	5.8%	8.0%	1.1%
		I	
Children's club (unsp)	79	61	18
	5.3%	6.2%	3.9%
Canadian Cancer Society	61	46	14
	4.1%	4.7%	3.1%
Cancer (unsp)	60	50	9
	4.0%	5.0%	2.0%
		I	
United Way/ Centraide	56	44	12
	3.7%	4.4%	2.7%
Hospital (unsp)	55	46	8
	3.7%	4.6%	1.8%
		I	
Heart and stroke foundation	44	31	13
	2.9%	3.1%	2.8%
Food bank	42	36	4
	2.8%	3.7%	0.9%
		I	
Canadian Red Cross	38	27	8
	2.5%	2.7%	1.8%
SPCA	30	25	5
	2.0%	2.5%	1.1%

Which charity did you last donate to?

		Financial Donation in Past 12 Months	
	Total	Yes	No
Salvation Army	29 2.0%	19 1.9%	10 2.2%
Homeless shelter (unsp)	27 1.8%	23 2.3%	4 0.9%
Children's hospital (unsp)	27 1.8%	22 2.2%	5 1.1%
SickKids Foundation	24 1.6%	17 1.7%	6 1.3%
Animals/ Wildlife (unsp)	23 1.5%	19 1.9%	4 0.9%
War Amps	21 1.4%	18 1.8%	3 0.7%
Veterans/ Remembrance Day/ Legion/ poppy mentions	20 1.4%	15 1.5%	5 1.1%
Breast cancer (unsp)	20 1.3%	14 1.4%	4 0.9%
World Vision	18 1.2%	16 1.6%	2 0.4%
Humane Society	15 1.0%	14 1.4%	1 0.2%
Opération Enfant Soleil	14 0.9%	5 0.5%	8 1.8%

Which charity did you last donate to?

		Financial Donation in Past 12 Months	
	Total	Yes	No
			H
Multiple Sclerosis Society (MS)	13	9	4
	0.9%	0.9%	0.9%
Music/ culture/ museums/ performing arts mentions	12	12	0
	0.8%	1.2%	-
		I	
WWF/ World Wildlife Fund	12	11	0
	0.8%	1.1%	-
		I	
The Mission (unsp)	11	9	2
	0.7%	0.9%	0.4%
Environment/ nature/ parks mentions	10	10	0
	0.7%	1.0%	-
		I	
Terry Fox Foundation	9	9	0
	0.6%	0.9%	-
		I	
MIRA Foundation	9	5	3
	0.6%	0.5%	0.7%
Women and children shelter (unsp)	9	7	1
	0.6%	0.7%	0.2%
Movember	8	6	2
	0.5%	0.6%	0.4%
Hospice/ Palliative care (unsp)	7	7	0
	0.5%	0.7%	-
Human rights /issues/ refugees/ humanitarian crises/ UNHCR mentions	7	7	0

Which charity did you last donate to?

		Financial Donation in Past 12 Months	
		Yes	No
Human rights (issues)/ refugees/ humanitarian crises/ UNHCR mentions	0.5%	0.7%	-
School/ University (unsp)	7	7	0
	0.5%	0.7%	-
UNICEF	7	4	3
	0.5%	0.4%	0.7%
Doctors without borders	6	4	2
	0.4%	0.4%	0.4%
Breast cancer society of Canada	6	5	1
	0.4%	0.5%	0.2%
Diabetes (unsp)	5	3	2
	0.3%	0.3%	0.4%
Lions Club/ Rotary Club/ other service organization mentions	4	4	0
	0.3%	0.4%	-
Community foundations/ GCWCC mentions	4	3	0
	0.3%	0.3%	-
CIBC Run for the cure	3	3	0
	0.2%	0.3%	-
Canadian diabetes association	3	1	2
	0.2%	0.1%	0.4%
Canadian Wildlife Foundation (CWF)	2	2	0
	0.1%	0.2%	-

Which charity did you last donate to?

		Financial Donation in Past 12 Months	
		Yes	No
Alzheimer (unsp)/ Alzheimer Society of Canada	2	2	0
	0.1%	0.2%	-
Firefighters's burn unit (unsp)	2	2	0
	0.1%	0.2%	-
Other	134	111	21
	9.0%	11.1%	4.6%
		I	
Nothing	6	0	6
	0.4%	-	1.3%
			H
Don't know/ Refused	45	33	8
	3.0%	3.3%	1.8%
Haven't donate/don't know	369	89	249
	24.6%	9.0%	54.8%
			H
Sigma	1502	993	454
	100.0%	100.0%	100.0%

30) ineligible for sig testing

[Is successful at fulfilling its 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	1133	904	205
Weighted	1133	904	205
Is successful at fulfilling its mandate			
Strongly agree	466	384	70
	41.1%	42.5%	34.1%
Somewhat agree	589	472	106
	52.0%	52.3%	51.7%
Somewhat disagree	62	38	22
	5.5%	4.2%	10.7%
Strongly disagree	16	9	7
	1.4%	1.0%	3.5%
Sigma	1133	904	205
	100.0%	100.0%	100.0%
Top2Box (Strongly/ Somewhat agree)	1055	857	176
	93.1%	94.8%	85.8%
Low2Box (Strongly/ Somewhat disagree)	78	47	29
	6.9%	5.2%	14.2%

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	1133	904	205
Weighted	1133	904	205
Has a clear purpose and mandate			
Strongly agree	593	482	101
	52.3%	53.3%	49.2%
Somewhat agree	491	394	83
	43.3%	43.6%	40.4%
Somewhat disagree	38	23	15
	3.3%	2.5%	7.4%
Strongly disagree	11	5	6
	1.0%	0.6%	3.0%
Sigma	1133	904	205
	100.0%	100.0%	100.0%
Top2Box (Strongly/ Somewhat agree)	1084	876	184
	95.7%	96.9%	89.7%
Low2Box (Strongly/ Somewhat disagree)	49	28	21
	4.3%	3.1%	10.3%

30) ineligible for sig testing

[Has a strong reputation] 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	1133	904	205
Weighted	1133	904	205
Has a strong reputation			
Strongly agree	613	497	103
	54.2%	55.0%	50.2%
Somewhat agree	456	366	81
	40.3%	40.6%	39.4%
Somewhat disagree	50	33	16
	4.4%	3.6%	7.9%
Strongly disagree	13	7	5
	1.2%	0.8%	2.5%
Sigma	1133	904	205
	100.0%	100.0%	100.0%
Top2Box (Strongly/ Somewhat agree)	1070	864	184
	94.4%	95.6%	89.7%
Low2Box (Strongly/ Somewhat disagree)	63	40	21
	5.6%	4.4%	10.3%

30) ineligible for sig testing

How likely are you to donate to this charity in the next 12 months?

	Total
Base: Those who made a financial donation	1133
Weighted	1133
Very likely	598
	52.8%
Somewhat likely	411
	36.3%
Not very likely	79
	7.0%
Not at all likely	45
	4.0%
Sigma	1133
	100.0%
Summary	
Top2Box (Very/ Somewhat likely)	1009
	89.0%
Low2Box (Not very/ Not at all likely)	124
	11.0%

formulae used. ** very small 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	1502	994	453
Weighted	1502	993	454
Very knowledgeable	253	221	29
	16.9%	22.3%	6.4%
		I	
Somewhat knowledgeable	792	596	171
	52.8%	60.0%	37.6%
		I	
Not very knowledgeable	205	122	72
	13.6%	12.3%	15.8%
Not at all knowledgeable	45	16	27
	3.0%	1.6%	6.0%
			H
Don't know	84	31	44
	5.6%	3.1%	9.7%
			H
Not applicable	123	7	112
	8.2%	0.7%	24.6%
			H
Sigma	1502	993	454
	100.0%	100.0%	100.0%
Top2Box (Very/ Somewhat knowledgeable)	1046	817	200
	69.6%	82.3%	44.0%
		I	
Low2Box (Not very/ Not at all knowledgeable)	250	138	99
	16.6%	13.9%	21.7%
			H

ineligible for sig testing

Which of the following best describes how you approach selecting a charity?

	Total
Base: All respondents	1502
Weighted	1502
I proactively seek out information on the cause/charity and contact them to donate	663
	44.1%
The charity approaches me and I donate based on the information I received	839
	55.9%
Sigma	1502
	100.0%

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

How do you typically find information on the charities that you support?

	Total
Base: All respondents	1502
Weighted	1502
The organization's website	631
	42.0%
From other people (friends/family members/co-workers)	473
	31.5%
General online (Google) search	430
	28.6%
Magazines	28
	1.9%
By myself (unspecified)	19
	1.3%
Mail	16
	1.0%
TV/ television	12
	0.8%
Church	6
	0.4%
Newsletter/ pamphlets	6
	0.4%
News	5
	0.3%

How do you typically find information on the charities that you support?

	Total
Newspaper	4
	0.3%
Telephone	4
	0.3%
Media (unspecified)	2
	0.1%
Radio	1
	0.1%
Through CRA	1
	0.1%
Other	57
	3.8%
Nothing/ not applicable	293
	19.5%
(DK/NS)	1
	0.1%
Sigma	1988
	132.4%

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

Have you ever donated to a charity in response to an invitation or post that came to you through your social media account (e.g., Facebook, etc.)?

	Total
Base: Respondents who have some Social Network Account	1176
Weighted	1175
	175
Yes	14.9%
	1000
No	85.1%
Sigma	1175
	100.0%

formulae used. ** very small base (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?

	Total
Base: Respondents who responded to a social media post	176
Weighted	175
	141
Yes	80.8%
	34
No	19.2%
Sigma	175
	100.0%

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

How do you feel about receiving invitations, posts or ads on your social media account requesting a donation?

	Total
Base: Respondents who have some Social Network Account	1176
Weighted	1175
	38
I like receiving these	3.2%
	487
I dislike receiving these	41.5%
	392
It depends on who sent it	33.4%
	257
It depends on what charity it is	21.9%
Sigma	1175
	100.0%

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