

Multicultural & Newcomer

CHARITABLE GIVING STUDY



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Canadian
Cancer
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THE URBAN
ANGEL

St. Michael's
Hospital Foundation



vancouver
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THE
WINNIPEG
FOUNDATION 



FOREWORD

by Ashley Thompson
Managing Director, Blackbaud Institute

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Canada’s growing diversity has garnered substantial attention as immigrants represent an increasing proportion of the country’s population.

While much research has been conducted on how giving is correlated to factors like educational attainment or income level, the influence of ethnicity has been elusive. With this study, Imagine Canada and its funding partners change that. This research attempts to better understand how newcomers to Canada and second-generation Canadians perceive and approach giving and volunteerism.



Cultural identity, it seems, is directly correlated to how empathetic one is to both direct group needs and the health and prosperity of the broader community.

One's identity runs deeper than food, language, and customs. It is a deep connection to heritage and is part of a larger set of values passed down through rituals and traditions from one generation to the next. One's culture reflects a family's native roots, and a philanthropic mindset can be one of many learned behaviors. This study explores how these factors influence charitable giving. I applaud this study's focus as it shines a light on the unique values of some of the communities that make up Canada's diverse giving landscape. Through this work and continued attention to the preferences

of supporters, organizations will better realize value from all donors.

As mindsets of audiences shift, organizations will need to continue to attract and retain donors. Connecting with, stewarding, and cultivating these donors long-term to ensure that we are deepening their self-identification as philanthropists in Canada will be paramount to address the growing social needs of the country and the charitable sector's overall health.

This study makes clear that generosity is present at all socioeconomic levels in Canada. Values of giving and volunteerism are evident through a strong sense of duty to a thriving community. Dedication to the preservation and protection of the community's interests is at the heart of this. And as multi-generational Canadian families grow their income and prosperity, their ability to give monetarily increases.

Finally, I applaud the charity professionals who are reading these pages as a way to better understand and connect with all donor groups, including those who may be currently underrepresented in their organization's outreach. As Canada's population grows increasingly diverse, organizations must learn how to not only identify and market to broader donor groups but also to build deeper relationships on mutual trust through acknowledging and accommodating cultural nuances. Those who adopt culturally relevant communications, enlist diverse perspectives within their leadership ranks, and value the interests and traditions of all their supporters will stand to benefit greatly. Through this broadened base of contributors, the sector will better meet Canada's evolving needs.





A NOTE FROM IMAGINE CANADA

by Bruce MacDonald
President & CEO, Imagine Canada

THE CHANGING LANDSCAPE OF CANADIAN DONORS

In 2018, together with the Rideau Hall Foundation, Imagine Canada released a landmark research report that examined the giving patterns of Canadians. Entitled '30 Years of Giving in Canada', this report delved deeply into the trends that had emerged over three decades on how Canadians donate to causes. It highlighted interesting findings on the giving habits of newcomers to Canada.



The report showed that foreign-born Canadians tend to donate larger amounts than Canadians born in Canada.

This powerful statement was even more surprising when two other report findings related to newcomers were factored in - skepticism about charities and how they use donations, and a barrier related to how charities successfully engage immigrants.

It was felt that these contrasting data points created a need to explore the connection to community for newcomers to Canada and warranted further study.

We are delighted that a number of organizations in the sector also shared our interest in better understanding how philanthropy and giving unfold for those who come to Canada and agreed to support this project. Together with our lead corporate partner, Blackbaud, we have explored a variety of questions related to annual giving, legacy giving, methods of giving and a host of other areas. A sincere thank you to those groups that contributed financially to this research effort.

We were delighted to work with specialists in this area of study - Ethnicity Matters, a leader in multicultural marketing and advertising as well as CulturalIQ International, a multicultural research agency.

It is our hope that the information contained in this report will offer the leaders of charities and nonprofits a glimpse into the enormous potential that resides with newcomers to Canada and second-generation Canadians. As our communities continue to change and evolve, so too must the organizations that provide vital services.



INTRODUCTION



This report presents the major findings from the Multicultural & Newcomer Charitable Giving Study, which we believe to be the largest study of the giving of newcomers to Canada and second-generation Canadians ever conducted. This study builds on other work (most notably Statistics Canada's regular General Social Survey cycle on Giving, Volunteering and Participating) to focus more closely on the experiences of people from six major population groups that have accounted for large proportions of recent newcomers to Canada. Collectively, we surveyed 3,130 people from South Asian, Chinese, Afro-Caribbean / African, Filipino, Arab, and Iranian backgrounds. Roughly two thirds of survey respondents were newcomers to Canada and the remainder second-generation Canadians. Compared to previous work, this study focusses more closely on the giving of recent newcomers and second-generation Canadians, and gives much more detailed insight into the experiences of newcomers in supporting charitable organizations and how their experiences relate to those of the subsequent generation born in Canada.

The survey was conducted online between February 3 and March 2, 2020, using a stratified random sample drawn from CulturalIQ's Online Ethnic Panel.¹ Those surveyed were residents of Canada, 18 years and older, with at least some responsibility for making charitable giving decisions for their household. Survey respondents lived in one of 12 major urban areas across Canada and identified as members of one of the six population groups included in this study. Responses were weighted to accurately reflect the ethnocultural composition within each urban area. For more details on survey administration and the sampling strategy, please refer to the Methodology section of this report.

¹ Given when the survey was conducted, many respondents will have been aware that the COVID-19 pandemic was beginning in China. During the survey period, there was considerable media attention devoted to the evacuation of Canadians from Wuhan and the Diamond Princess Cruise Ship, but the full impact of the pandemic did not start hitting Canada until mid-March, two weeks after survey completion. For a more detailed timeline of events, please consult the Methodology section of this report.



PROSOCIAL ORIENTATION

68%	positive views
30%	neutral views
2%	negative views

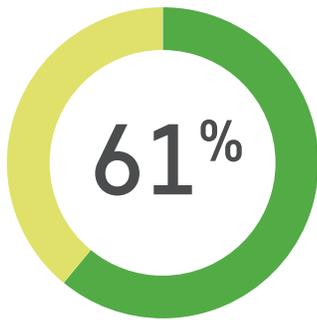
Overall, respondents have fairly positive views of charitable organizations and tend to be moderately familiar with them.

Just over **two thirds (68%)** have a **positive view** of charitable organizations in Canada, **nearly a third (30%)** have **neutral views**, and just **2%** have **negative views**. Groups more likely to hold favourable opinions include those who are:

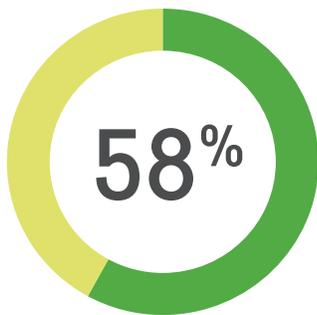
- male,
- employed on a full-time basis,
- more highly educated, and
- have household incomes of \$150,000 or more.

Views of charitable organizations do not vary greatly by whether respondents were born in Canada, how long they have been in Canada if they were born abroad, or their specific ethnocultural background. The only major discernible difference in this area is that respondents of Chinese heritage have somewhat less positive views of charitable organizations, which appears mainly to be because they are often less familiar with them.

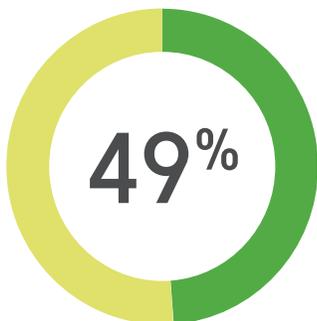
When asked how familiar they are with the more specific individual organizational forms of charities, nonprofits, and foundations:



61% of respondents said they are moderately or very familiar with charities;



58% of respondents said they are moderately or very familiar with nonprofits;



49% of respondents (somewhat fewer) said they are familiar with foundations.

Overall, familiarity is lower among those with a high school education or less and higher among those with household incomes of \$150,000 or more. Familiarity with charities and nonprofits tends to be slightly higher among those who have been in Canada for less than 3 years, or for more than 10 years (see Table 1).

It is also slightly higher among those born in Canada. Greater familiarity among recent newcomers may be because they have direct experience with charitable organizations as service recipients. As previously mentioned, awareness of charitable organizations, particularly charities and nonprofits, tends to be somewhat lower among those of Chinese ancestry.

Table 1

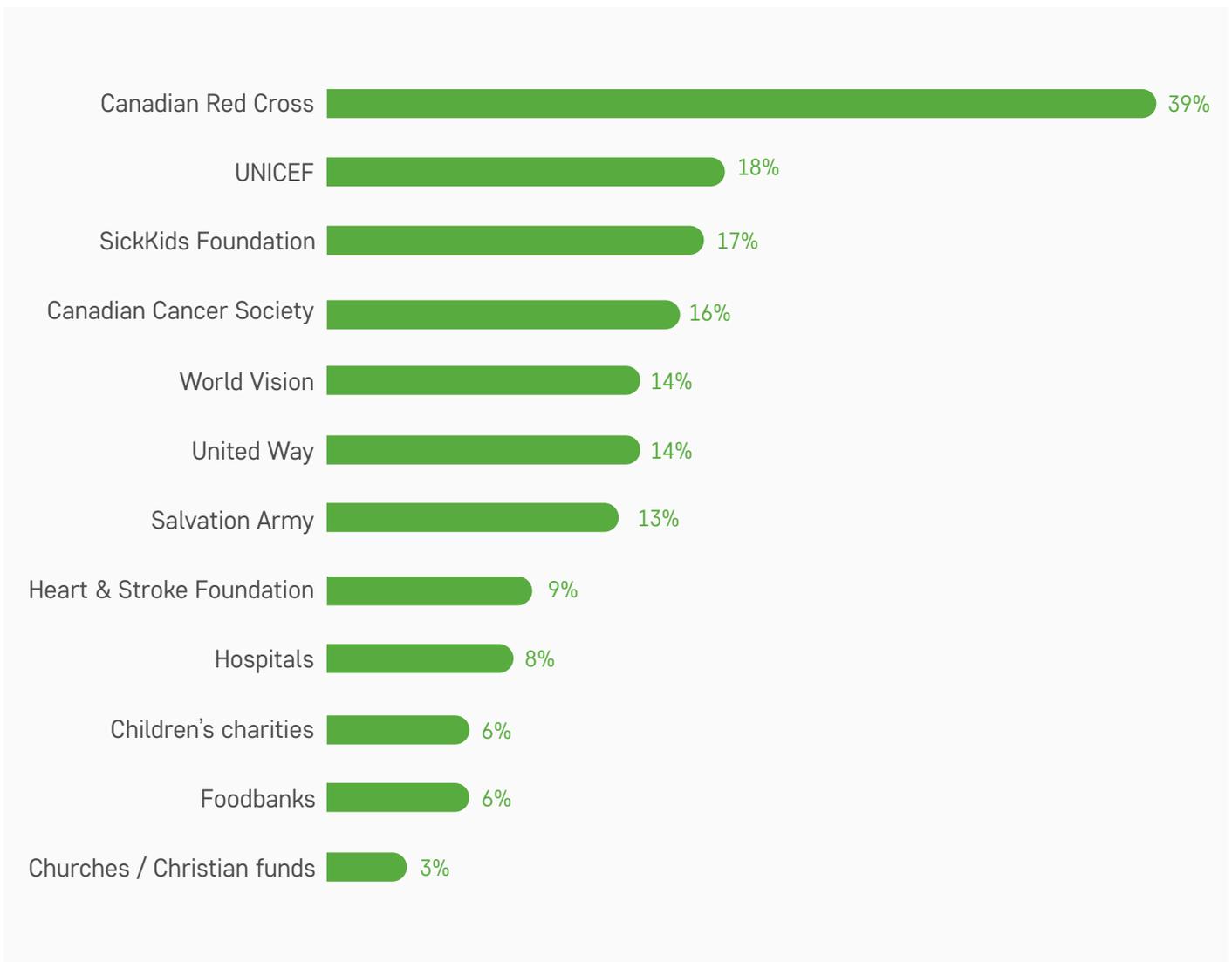
Familiarity with forms of charitable organization by birth locale and length of time in Canada.

	Charities	Nonprofits	Foundations
< 3 years	60%	57%	51%
3 to 5 years	55%	50%	46%
5 to 10 years	61%	57%	49%
10+ years	63%	59%	47%
Born in Canada	62%	60%	50%

In terms of which individual organizations are most top-of-mind, respondents are most conscious of the Canadian Red Cross (see Figure 1). More broadly, higher levels of awareness tend to focus on organizations with a national profile and significant fundraising and outreach activities. Beyond these higher profile “name brand” organizations, respondents are most conscious of local examples of particular organization types such as hospitals, children’s charities, food banks, and religious organizations.

Figure 1

Top of mind awareness of charitable organizations



VIEWPOINTS ABOUT GIVING AND CHARITABLE ORGANIZATIONS



In the abstract, respondents tend to have quite positive views of charitable giving and the role of charitable organizations. Just over two thirds somewhat or strongly agree that it is important to teach children about donating, that even small donations are worth making, and that they feel good about their donating (see Table 2). Similarly, three fifths feel personally responsible for making Canada better and have a higher regard for businesses that donate to support such efforts. Not all views are positive, however. Two fifths of respondents fear those in need could become overly reliant on charitable support and a third believe that at least some of the problems charities seek to solve cannot actually be addressed. Beyond this, somewhat more than a third of respondents hold critical views related to various aspects of fundraising and donating.



Table 2

Viewpoints about giving and charitable organizations

	Agree	Neutral	Disagree
It's really important that today's parents teach their children about charity and giving	70%	25%	4%
Even helping a little bit is always worthwhile - the bucket is filled with drops	70%	26%	4%
I feel really good when I make a donation to a charitable organization	67%	29%	4%
I feel a personal responsibility to make Canada a better place	62%	30%	8%
I have a higher regard for businesses that donate to charitable causes compared to those who do not	59%	34%	7%
Our society does a bad job when it comes to taking care of the less fortunate	51%	35%	14%
I pay enough in taxes already - governments should be stepping in for charities on a lot of these issues	45%	35%	20%
Too many people are overly dependent on charity - there should be more emphasis on self-reliance	41%	36%	23%
There are many charities by different names but at the end, they are all the same	38%	34%	28%
I can barely make ends meet - never mind giving money to charitable causes	37%	35%	28%
I often resent being asked to donate my hard-earned money to one cause or another	35%	34%	30%
Some problems just can't be helped, so there's no sense throwing money at them	32%	32%	36%
I don't really have a good understanding of charitable giving to charitable organizations	31%	37%	32%

Broadly speaking, the more positively disposed respondents are to charitable organizations and the more familiar they are with them, the more favourable their viewpoints tend to be.

In contrast, those with a low regard of charitable organizations are particularly likely to hold critical viewpoints. Significantly, neutral viewpoints and a neutral disposition towards charities tend to be connected, suggesting that concerted efforts to demonstrate the effectiveness of charitable organizations could well shift views.

Finally, looking at how these various opinions relate to the personal and economic characteristics of respondents, there are a few notable patterns.

With more abstract perspectives, such as feeling good about donating,



those who are unemployed are less likely to be positive,



as are those born abroad who have been in Canada for 3 to 5 years.

With perspectives tied to the cost of donating, such as resenting being asked to donate hard-earned money,



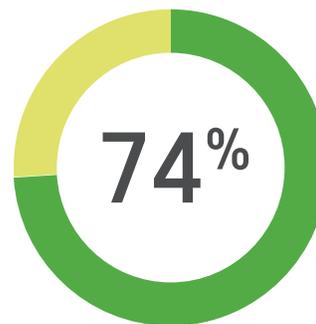
men are more likely to hold critical views than women,



while those born abroad who have been in Canada for 10 years or more are less likely to hold critical views.



GIVING



Just under three quarters of respondents (74%) reported donating to charitable causes during the 12 months prior to the survey.

On average, these donors contributed

\$857

each, allocated across a wide range of causes.²

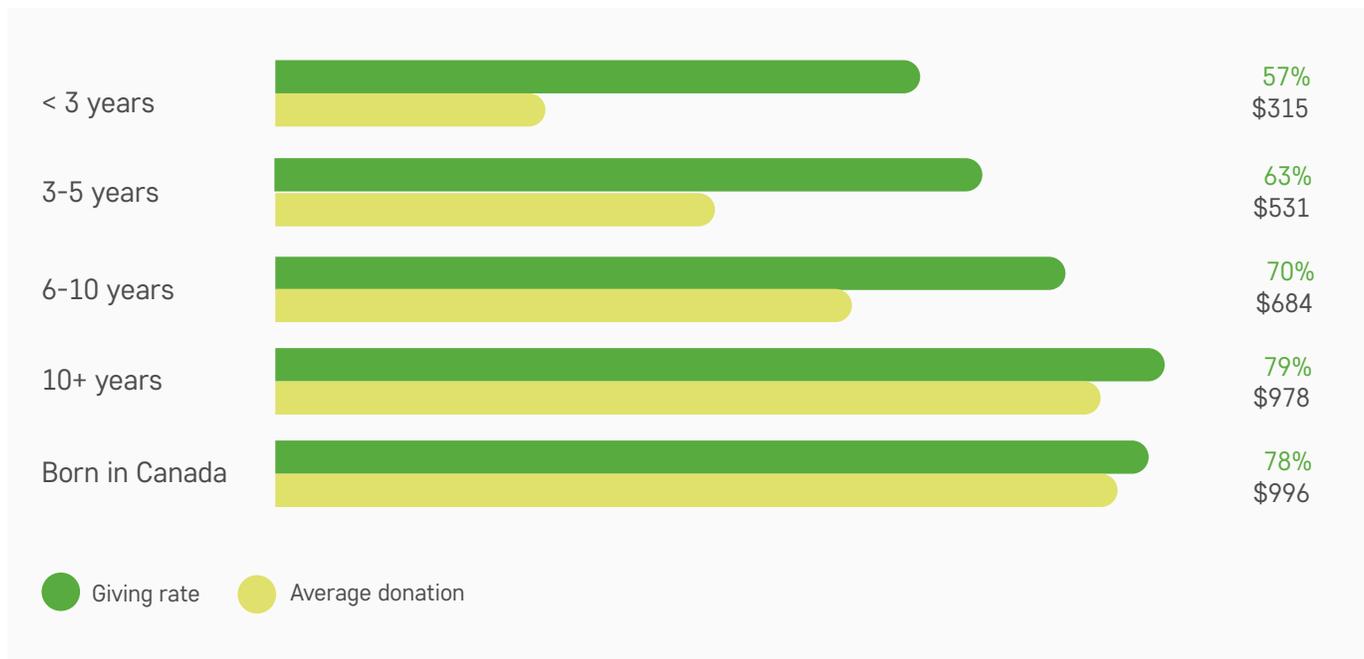
² Compared to Statistics Canada's General Social Survey cycle on Giving, Volunteering and Participating (GSS-GVP), which measures the giving and volunteering of newcomers to Canada (i.e., first-generation immigrants), this study's donation rate is somewhat lower and the average amount donated somewhat higher. In large part, the differences in donation rate appear to be because participants in this study tend to be somewhat younger than foreign-born Canadians more generally. The differences in donation amount seem to be largely attributable to comparatively large donations by second-generation Canadians, who are by definition not considered newcomers in the Statistics Canada study. The specific ethnocultural backgrounds of those who responded to this survey vs. the broader range of backgrounds represented in the GSS-GVP may also have played a part. For more details on the composition of the respondent sample in this survey, please see the Methodology section of this report.

Respondents' donating tendencies vary with their personal and economic characteristics in ways that closely resemble other Canadians.

For example, those who are employed are more likely to donate and those employed on a full-time basis tend to give larger amounts, on average. Similarly, those who have higher household incomes, particularly in excess of \$150,000 annually, are more likely to donate and to give larger amounts. Looking more specifically at characteristics related to their experiences as newcomers and descendants of newcomers, respondents who were born in Canada are more likely to give and tend to give larger amounts (see Figure 2). Similarly, the longer newcomers have been in Canada, the more likely they are to give and the more they tend to contribute.

Figure 2

Donation rate and average donation by birth locale and length of time in Canada

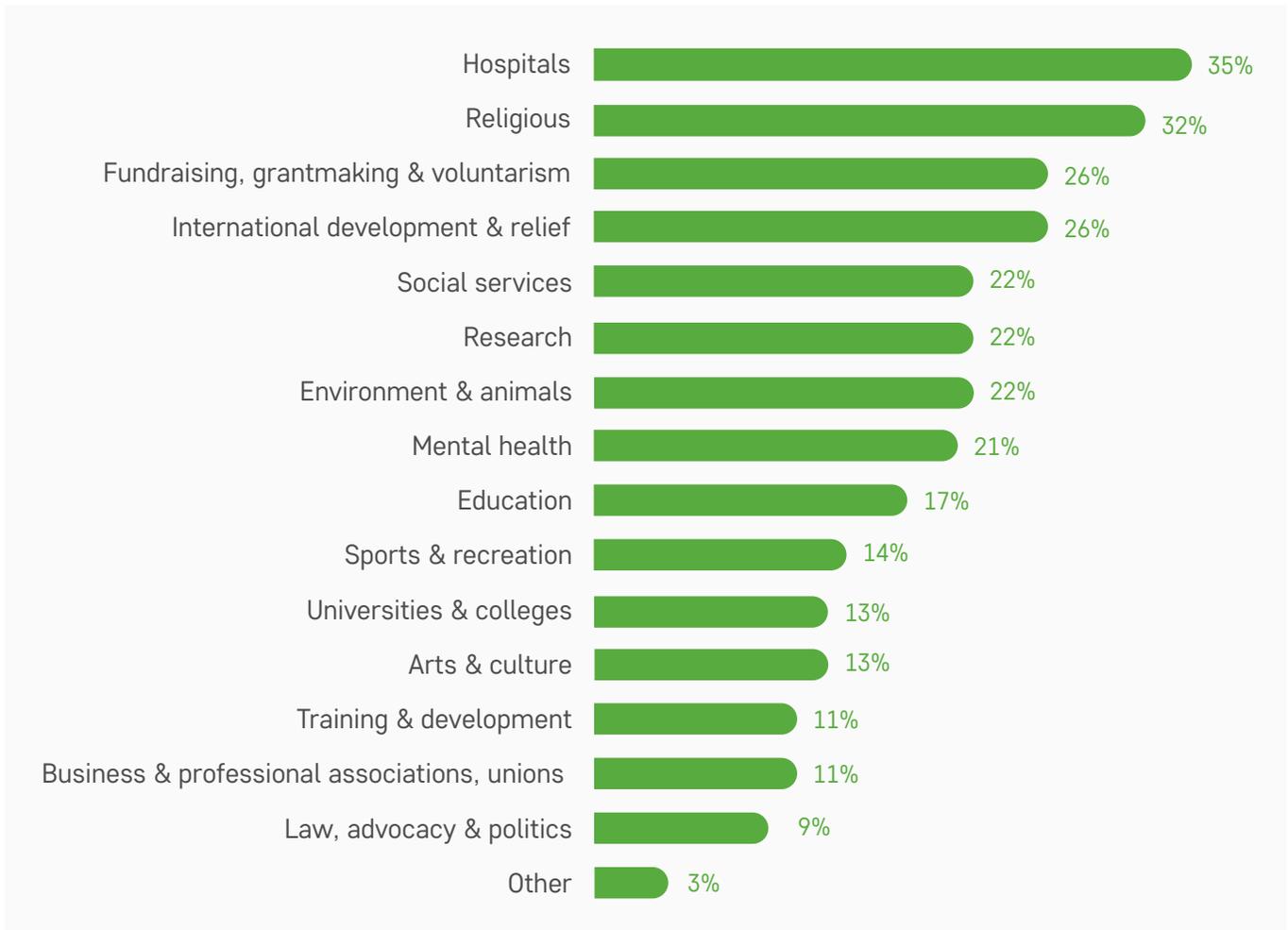


GIVING BY CAUSE

Respondents are more likely to support some causes than others. They are most likely to donate to hospitals, religious organizations, fundraising organizations, and organizations working in the area of international development and relief (see Figure 3). They are least likely to donate to economic development and job training organizations, business and professional associations or unions, and advocacy or political organizations.

Figure 3

Cause-specific donation rates



Respondents' ethnocultural backgrounds appear to be an important factor in cause-specific support. In terms of general trends, those of South Asian backgrounds are more likely to donate to most causes while those of Chinese heritage are less likely to do so (see Table 3). Respondents of Arab and Iranian backgrounds also tend to have somewhat lower donation rates for many causes.



Looking at variations in level of support for specific causes, those from a Chinese background are particularly less likely to support religious and social services organizations, but more likely to donate to organizations devoted to the environment and animals. Those from Afro-Caribbean / African and Filipino backgrounds are comparatively likely to give to religious and fundraising organizations. Respondents from Afro-Caribbean / African, Arab, and Iranian backgrounds are less likely to give to organizations focusing on the environment and animals.

Finally, respondents of Iranian heritage are less likely to donate to religious organizations while those of Arab origin are less likely to donate to hospitals. Looking across these variations, it is potentially significant that most of the notable variations have to do with being less likely to support particular causes – this suggests that outreach and engagement are a particular challenge.

Table 3

Cause-specific donation rates by ethnocultural origin

	South Asian	Chinese	Afro-Caribbean / African	Filipino	Arab	Iranian
Hospitals	39%	37%	31%	34%	25%	28%
Religious	38%	19%	39%	42%	33%	19%
Fundraising, grantmaking & voluntarism	28%	21%	32%	31%	24%	18%
International development & relief	27%	25%	25%	28%	23%	29%
Social services	26%	17%	23%	22%	21%	24%
Research	23%	22%	21%	20%	19%	16%
Environment & animals	24%	23%	16%	26%	15%	14%
Mental health	24%	18%	22%	22%	20%	15%
Education	20%	14%	19%	20%	13%	12%
Sports & recreation	16%	10%	16%	17%	13%	9%
Universities & colleges	17%	11%	11%	15%	12%	10%
Arts & culture	14%	11%	17%	13%	10%	8%
Training & development	14%	8%	10%	14%	11%	9%
Business & professional associations, unions	13%	9%	12%	13%	10%	9%
Law, advocacy & politics	10%	7%	11%	10%	9%	8%
Other	5%	1%	3%	4%	5%	2%



With few exceptions, the likelihood of giving to a particular cause is highest among respondents who were born in Canada and lowest amongst newcomer respondents who have been in Canada for less than three years (see Table 4). With most causes, the likelihood of donating among newcomers increases with time in Canada to peak among those who have been here for six to ten years, before declining somewhat among those who have been here for ten years or more.

Support for hospitals, religious organizations, and organizations working in international

development and relief follows a different pattern – instead of declining, the likelihood of donating to these organizations increases among respondents who have been in Canada for ten years or more.

The fact that these causes are three of the four most commonly supported explains the differences between giving overall (which increases steadily in likelihood with length of tenure in Canada) and giving to most individual causes (which declines in likelihood among those who have been in Canada for ten years or more).

Table 4

Cause-specific donation rates by birth locale and length of time in Canada

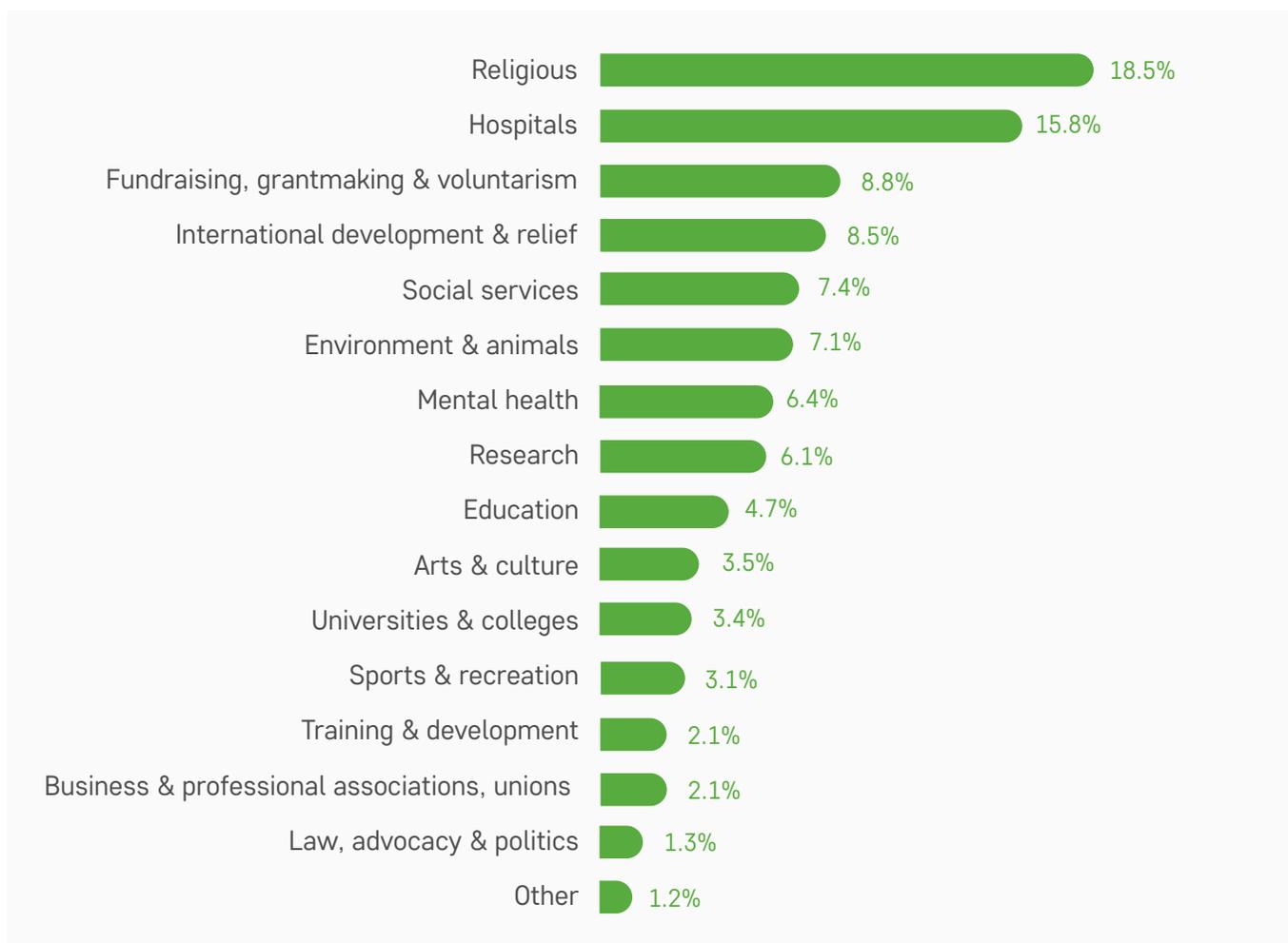
	< 3 years	3-5 years	6-10 years	10+ years	Born in Canada
Hospitals	16%	28%	32%	38%	40%
Religious	23%	28%	34%	38%	30%
Fundraising, grantmaking & voluntarism	17%	20%	28%	25%	30%
International development & relief	13%	20%	25%	27%	31%
Social services	18%	19%	24%	22%	23%
Research	13%	15%	22%	21%	26%
Environment & animals	10%	15%	22%	19%	28%
Mental health	10%	16%	20%	18%	28%
Education	11%	16%	19%	17%	19%
Sports & recreation	8%	10%	16%	13%	17%
Universities & colleges	14%	14%	14%	9%	16%
Arts & culture	8%	12%	14%	9%	17%
Training & development	8%	10%	16%	9%	12%
Business & professional associations, unions	9%	9%	12%	8%	14%
Law, advocacy & politics	4%	6%	13%	7%	12%
Other	2%	2%	4%	4%	4%



Looking at how respondents allocate the value of their donations across the causes they support, the primary areas of focus are much the same as with the likelihood of donating, with religious organizations receiving slightly higher priority (see Figure 4). Importantly, while many of the less commonly supported causes have relatively broad donor bases, they account for significantly smaller portions of the donation pie (e.g., arts & culture organizations, supported by 13% of respondents, receive just 3.5% of total donation value, on average).

Figure 4

Average allocation of donation value by cause



In terms of differences in how respondents allocate donations, only a few differences are large enough to be statistically significant. Some of the greatest differences are with support for religious organizations. Respondents of both Afro-Caribbean / African and Filipino backgrounds tend to give larger proportions of their total donations to religious organizations while those of Chinese and Iranian origins tend to give smaller proportions (see Table 5). Newcomers who have been in Canada for ten years or more also tend to allocate a larger proportion of their donations to religious causes, while second-generation Canadians allocate a smaller proportion (see Table 6).

Looking across causes, in addition to their tendency to allocate less of their donations to religious organizations, respondents of Chinese heritage tend to allocate their donations somewhat differently, giving somewhat larger proportions of total donations to hospitals, organizations focusing on the environment and animals, and to research organizations. In terms of other specific associations, respondents from Afro-Caribbean / African backgrounds tend to allocate more of their donations to fundraising and grant making organizations and respondents of Iranian heritage tend to give more to social services organizations.



Table 5

Average allocation of donation value by cause and ethnocultural identity

	South Asian	Chinese	Afro-Caribbean / African	Filipino	Arab	Iranian
Religious	19.1%	11.0%	25.1%	24.8%	21.8%	11.3%
Hospitals	16.1%	21.0%	9.7%	14.6%	10.3%	18.4%
Fundraising, grantmaking & voluntarism	8.3%	8.3%	12.2%	8.3%	7.9%	5.4%
International development & relief	7.3%	10.3%	7.7%	7.9%	8.7%	11.8%
Social services	7.3%	5.8%	7.2%	7.4%	9.3%	16.2%
Environment & animals	6.8%	10.0%	3.0%	8.8%	5.5%	4.1%
Mental health	6.2%	6.6%	7.3%	4.5%	7.3%	7.0%
Research	5.7%	8.5%	4.8%	3.5%	6.8%	5.6%
Education	4.8%	5.0%	4.5%	4.2%	4.3%	4.0%
Arts & culture	3.3%	3.3%	5.9%	2.7%	2.6%	0.7%
Universities & colleges	4.5%	2.6%	2.3%	2.8%	4.6%	3.9%
Sports & recreation	2.8%	2.5%	3.3%	4.1%	4.5%	3.3%
Training & development	2.8%	1.5%	1.6%	1.7%	2.7%	2.8%
Business & professional associations, unions	1.9%	2.2%	2.7%	2.2%	1.2%	1.5%
Law, advocacy & politics	1.5%	0.8%	1.4%	1.6%	1.3%	1.0%
Other	1.6%	0.6%	1.4%	1.0%	1.3%	3.2%

Newcomers who have been in Canada for less than three years tend to allocate less of their donations to hospitals and more to universities and colleges. Newcomers who have been in Canada for six to ten years tend to allocate slightly higher proportions of their donations to sports & recreation organizations and organizations devoted to job training and development. Among second-generation Canadians, slightly higher proportions of donations tend to go to organizations working in the areas of mental health and the environment and animals.

Table 6

Average allocation of donation value by birth locale and length of time in Canada

	< 3 years	3-5 years	6-10 years	10+ years	Born in Canada
Religious	21.0%	20.3%	18.3%	23.3%	14.0%
Hospitals	10.8%	14.0%	16.1%	16.5%	16.5%
Fundraising, grantmaking & voluntarism	9.0%	8.7%	7.7%	8.2%	9.7%
International development & relief	6.5%	7.6%	6.6%	9.2%	9.3%
Social services	10.8%	8.5%	8.3%	8.2%	5.5%
Environment & animals	4.4%	5.9%	5.7%	6.3%	9.0%
Mental health	4.4%	5.6%	6.5%	5.1%	8.0%
Research	5.3%	4.3%	6.4%	6.1%	6.6%
Education	5.0%	5.8%	5.3%	4.6%	4.2%
Arts & culture	3.4%	5.5%	3.9%	2.0%	4.2%
Universities & colleges	8.9%	5.6%	2.9%	2.0%	3.1%
Sports & recreation	3.4%	2.0%	4.7%	2.2%	3.4%
Training & development	2.2%	2.4%	3.7%	1.8%	1.7%
Business & professional associations, unions	3.4%	2.3%	1.5%	1.8%	2.3%
Law, advocacy & politics	0.8%	1.2%	1.6%	0.7%	1.7%
Other	0.8%	0.4%	0.9%	2.0%	1.0%



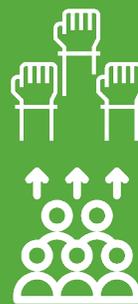
THE IMPACT OF COVID-19



Shortly after fieldwork for this study was complete, Canada began to directly experience the impact of the COVID-19 pandemic, with the closure of nonessential businesses and widespread physical distancing. Collectively, the pandemic has had a huge impact on charitable organizations, particularly in the areas of event-based fundraising and public-facing earned income activities. To gauge the likely implications of the pandemic for the giving of newcomers and second-generation Canadians, two questions relating to support for charitable organizations were added to a survey fielded in late April exploring the impact of the pandemic on newcomers and second-generation Canadians.³



Fully 30% of respondents from both South Asian and Chinese backgrounds indicated they intended to increase their donations in response to the pandemic, compared to just 19% of the baseline general population.



Similarly, 33% of those from South Asian backgrounds and 25% of those of Chinese origin indicated that they intended to volunteer more, compared to just 20% of the general population.

³ At 900 respondents, this survey was somewhat smaller than the current study and included only respondents of South Asian and Chinese origins (plus a baseline sample of the general population), but it does provide useful indicators of the likely impact of the pandemic.

METHODS OF GIVING

Donors use many different methods or channels to make their donations. Given the modern fundraising environment, where donors quite frequently engage with individual charities via multiple channels (i.e., receiving solicitations and donating via different channels) it is impossible to completely characterize the relative importance of each individual method or channel. Given this ambiguity, our approach will be to look first at a range of donation methods that have traditionally been viewed more as single channel methods and then look at various related dimensions (technology, media, etc.) that we believe are more multi-channel in nature.

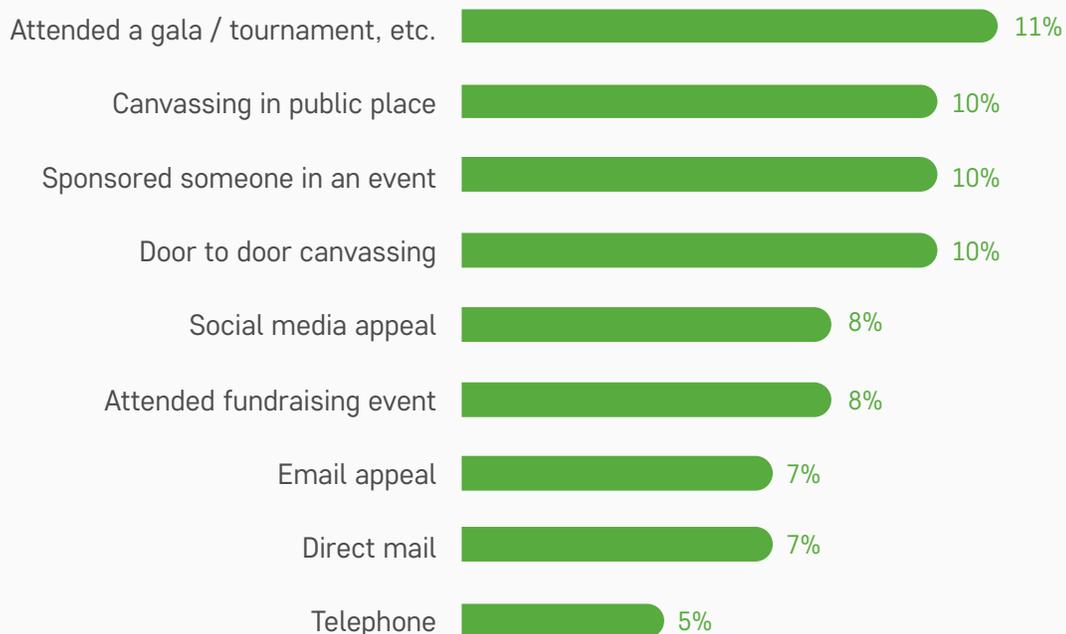
Collectively, about 44% of respondents donated using traditionally more single channel methods.

The most common of these are attending a gala or sporting tournament, donating after being approached in a public place, sponsoring someone in an event such as a walkathon, and donating in response to door-to-door canvassing (see Figure 5).

Donating in response to direct appeals made via physical or electronic mail or via the telephone are slightly less common. Among newcomers, the likelihood of giving via many of these methods, particularly in response to mail requests, tends to increase with the length of time they have been in Canada. Those who donate using single channel methods tend to give modestly larger amounts, on average, than those who do not (\$972 vs. \$736).

Figure 5

Methods of donating



THE ROLE OF PLACE

Over a third of respondents (37%) made a contribution at their school, place of work, or place of worship. Reflecting the prominent role of giving to religious organizations, contributing at a place of worship is most common, followed by donating in the workplace and at school. Those more likely to donate at one of these locations include women and those with more than a high school education. Compared to respondents of other ethnocultural backgrounds, those of Chinese and Iranian ancestries are somewhat less likely to donate using place-based methods.

Newcomers who have been in Canada for 10 years or more are markedly more likely to donate in this way, likely because—all things being equal—they are more likely to have resided in a given location for a longer period. Interestingly, second-generation Canadians are not more likely to donate this way, likely because they tend to be younger than newcomers who have been in Canada for long periods and are frequently at a

more mobile stage of life. Those who donate in particular places make significantly larger average donations than those who do not (\$1,102 vs. \$641).



THE ROLE OF TECHNOLOGY

Communications and information technology is playing an increasingly large role in donating. Over a third of respondents (37%) donated in some way explicitly drawing on technology. Donating in response to a social media or an email appeal have already been mentioned as single channel methods. In terms of other technology-related channels, donating via the organization's website is most common, followed by using a mobile app or some more generic online method. Donating via

text / SMS is significantly less common. The likelihood of using technology to make donations decreases with age and tends to increase with both level of formal education and household income. Among newcomers, the likelihood of donating this way increases with length of time in Canada and is highest among second-generation Canadians. As a group, those who make technology-related donations make larger average donations than those who do not (\$1,093 vs. \$652).



Not surprisingly, donating in technology-related ways tends to be associated with other forms of interactions with charitable organizations.

Respondents who donate this way are more likely to visit an organization's website or social media

profile before becoming a supporter (62% vs. 45% of those who do not donate in these ways).

They are also more likely to be involved with charitable causes via social media – just over three in five (61%) also used social media at least occasionally to promote charitable causes vs. 42% of those not donating in these ways.

These donors are also more likely to enjoy promoting the causes they care about to friends and family via email and social media (53% vs. 40%) and to view themselves as more likely to donate in response to being approached indirectly, through friends and family, rather than by the organization itself (56% vs. 46%).

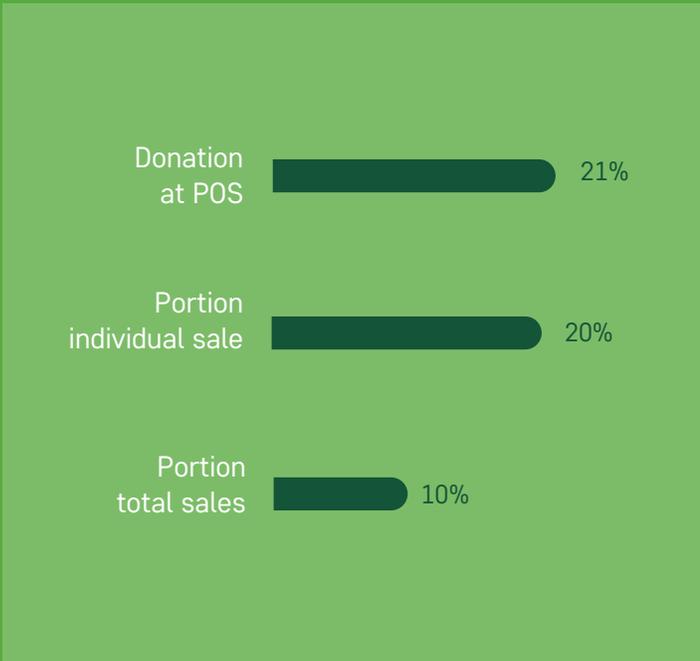
Finally, while they are quite likely to strongly agree that technology has made it easier to donate (49% vs. 29% of those not donating via technology), they are somewhat less likely to strongly agree that technology has driven them to make more frequent donations (24% vs. 12%).

DONATING THROUGH CONSUMER PURCHASES

Many businesses encourage customers to donate to charitable organizations in some way through their purchases of goods. Just over a third of respondents (34%) reported giving in this way. The most common specific methods are by making a donation at point of sale, or by purchasing particular goods where a portion of the proceeds goes to a charitable cause.

Shopping with retailers that devote a portion of their total sales to charitable causes is somewhat less common. Among newcomers, the likelihood of donating this way tends to increase with the length of time they have been in Canada. Beyond this, there are no particularly strong associations between this donation method and respondents' personal and economic characteristics.





Donating via consumer purchases does seem to be moderately associated with a number of other opinions and views about charitable organizations and donating.

Those who tend to support organizations in small ways are somewhat more likely to use this method (42%), as are those who have a higher regard for businesses that donate to charitable causes (40%), and those who tend to give spontaneously, in response to whoever asks them (39%). While donating in this way is reasonably common, it is not associated with large donations – those who donate this way contribute almost exactly the same average amount as those who do not (\$889 vs. \$863).

THE ROLE OF MEDIA / ADVERTISING

Compared to other major channel types, donating in response to advertising or a media appeal is relatively uncommon, reported by just 16% of respondents. The specific media forms motivating them to donate are:

6%	television	4%	radio
5%	online content	4%	print
		3%	billboards / display ads



Respondents more likely to donate in response to media appeals / advertising include men and those who are employed on a full-time or part-time basis. Those of Chinese ancestry were less likely to donate this way.

While the percentage of respondents influenced to donate by media appeals is comparatively small, the differences in average donation

amounts are very considerable, with those donating in response to advertising contributing nearly twice as much as those who are not influenced by media appeals (\$1,343 vs. \$750).⁴ Media appeals / advertising are particularly potent with high net worth individuals - for more information, please see the High net worth individuals section of this report.

OTHER CHANNELS

Other donation channels include



In terms of differences across groups, donating in memory of someone is more common among second-generation Canadians, while monthly giving is more common among those with household incomes of \$150K or more.

In terms of significant differences in total donation amounts, those who are enrolled in monthly giving programs tend to give much larger amounts than others (\$2,142 vs \$677).

⁴For more information on the role of charitable advertising in multicultural media, please see The importance of multicultural media section of this report.



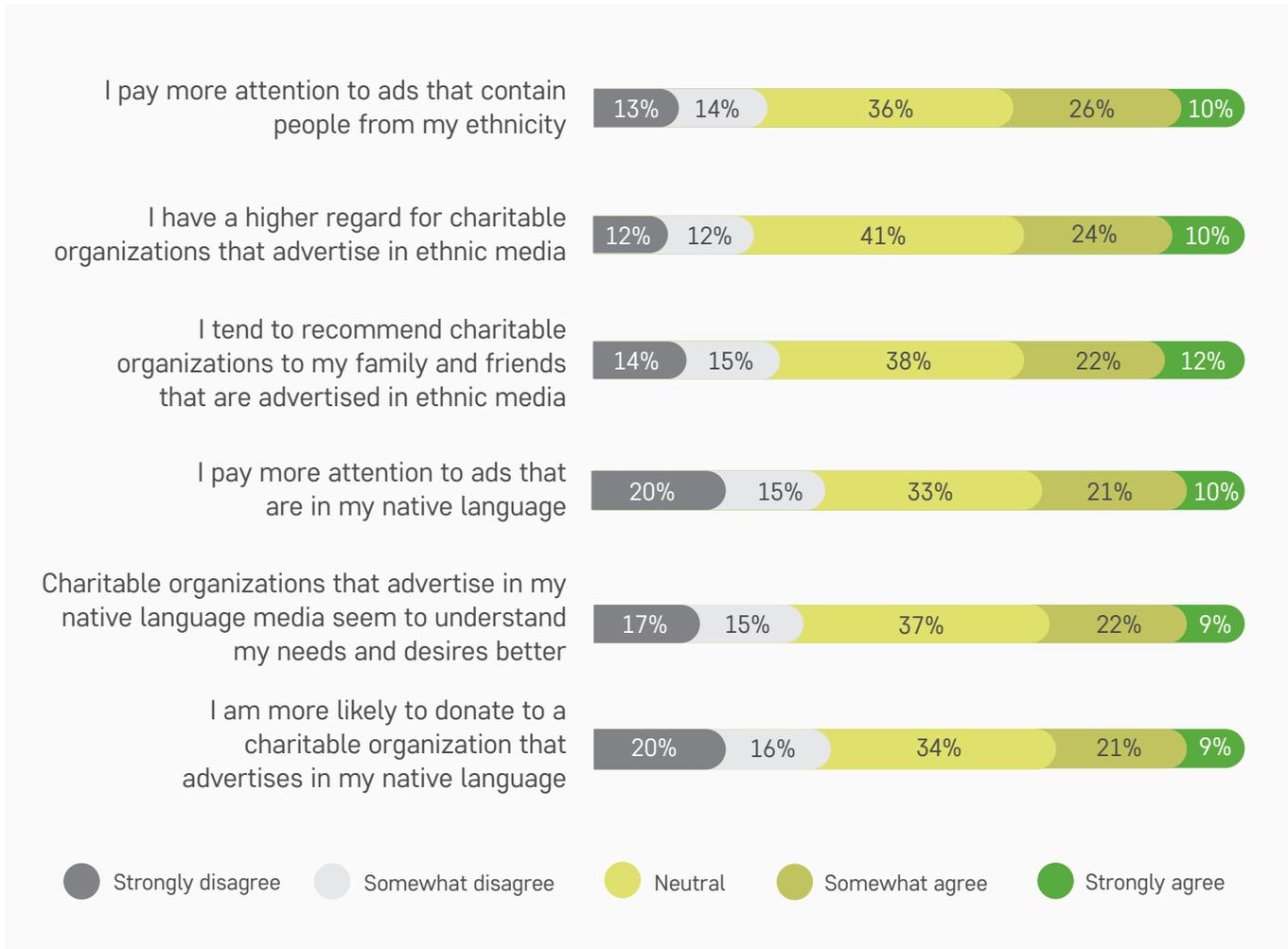


THE IMPORTANCE OF MULTICULTURAL MEDIA

The National Ethnic Press and Media Association identifies more than 650 publications and 150 broadcasters serving audiences in languages other than English and French (National Ethnic Press and Media Council of Canada, n.d.). These outlets are an essential part of life for newcomers and their descendants, serving as key links within ethnocultural communities, providing news about the homeland, and potentially serving as a point of interaction with mainstream community, government, etc. (Lindgren, 2015; Machalski, Reichrath, & Chernova, 2015).

A key question, then, is the extent to which charities might use these media outlets as a

means of reaching newcomers and their descendants. Overall, survey results show that respondents have mixed, but broadly positive views of charities that advertise in multicultural media (see Figure 6). Overall, the roughly balanced views, in combination with the comparatively large numbers who are neutral on these issues, suggest that opinions about charities and multicultural media may not necessarily be very strongly held, or that people are not entirely sure how they feel. Intuitively, the slight trend towards greater disagreement with some of the questions related to use of respondents' native language seems likely to be indicative of underlying goodwill towards charitable organizations.

Figure 6Views of charities that advertise in multicultural media⁵

While respondents have somewhat equivocal views about advertising in multicultural media, it does have considerable potential to help charities reach newcomers who have recently arrived in Canada. Overall, those who have been in Canada for shorter periods have more positive views of charities using multicultural media, with support generally peaking among those who have been here for three to five years and then declining to its lowest level among those who have been in Canada for 10 years or more (see Table 7).

In terms of other significant demographic trends, men tend to have more positive views of charities using multicultural media, as do those of Filipino and Afro-Caribbean / African backgrounds. In contrast, those from a Chinese background tend to be more critical.

⁵ Note: Afro-Caribbean respondents were not asked the language-related questions.

Table 7

Views of charities advertising in multicultural media by birth locale and length of time in Canada

	< 3 years	3-5 years	6-10 years	10+ years	Born in Canada
I pay more attention to ads that contain people from my ethnicity	34%	40%	43%	29%	38%
I have a higher regard for charitable organizations that advertise in ethnic media	36%	40%	39%	29%	35%
I tend to recommend charitable organizations to my family and friends that are advertised in ethnic media	43%	41%	40%	26%	34%
I pay more attention to ads that are in my native language	37%	42%	36%	23%	31%
Charitable organizations that advertise in my native language media seem to understand my needs and desires better	36%	42%	35%	23%	30%
I am more likely to donate to a charitable organization that advertises in my native language	37%	39%	34%	22%	29%

The relationships between giving and views of charities advertising in multicultural media are somewhat complex. Almost without exception across the various perspectives, respondents with neutral views are least likely to give and give the smallest amounts, on average (see Table 8). Both those who disagree and those who agree that charitable advertising in multicultural media predisposes them to give in various ways are more likely to give and tend to give larger amounts, particularly among those who strongly agree. Intuitively, there appear to be two general perspectives. The first, more common among respondents who were born in Canada or who have been in Canada for longer periods, seems to be a desire to support organizations regardless of whether they advertise in multicultural media or not. The second perspective, more common among those who have been in Canada for shorter periods, is that advertising in multicultural media does play a role in making them more willing to support charitable organizations.

Collectively, this suggests that with effective messaging, multicultural media may have the potential to significantly increase donations, particularly given the fairly large percentages of respondents who are neutral on these issues.

Table 8

Donation rate and average donation amount by views of charities advertising in multicultural media

	Disagree		Neutral		Somewhat agree		Strongly agree	
	Rate	Average donation	Rate	Average donation	Rate	Average donation	Rate	Average donation
I pay more attention to ads that contain people from my ethnicity	80%	\$959	64%	\$752	76%	\$911	87%	\$913
I have a higher regard for charitable organizations that advertise in ethnic media	77%	\$891	68%	\$843	75%	\$705	86%	\$1,292
I tend to recommend charitable organizations to my family and friends that are advertised in ethnic media	76%	\$954	66%	\$678	77%	\$801	87%	\$1,308
I pay more attention to ads that are in my native language	79%	\$826	66%	\$571	76%	\$695	86%	\$980
Charitable organizations that advertise in my native language media seem to understand my needs and desires better	78%	\$821	67%	\$588	77%	\$751	86%	\$943
I am more likely to donate to a charitable organization that advertises in my native language	79%	\$828	67%	\$557	77%	\$670	84%	\$1,104

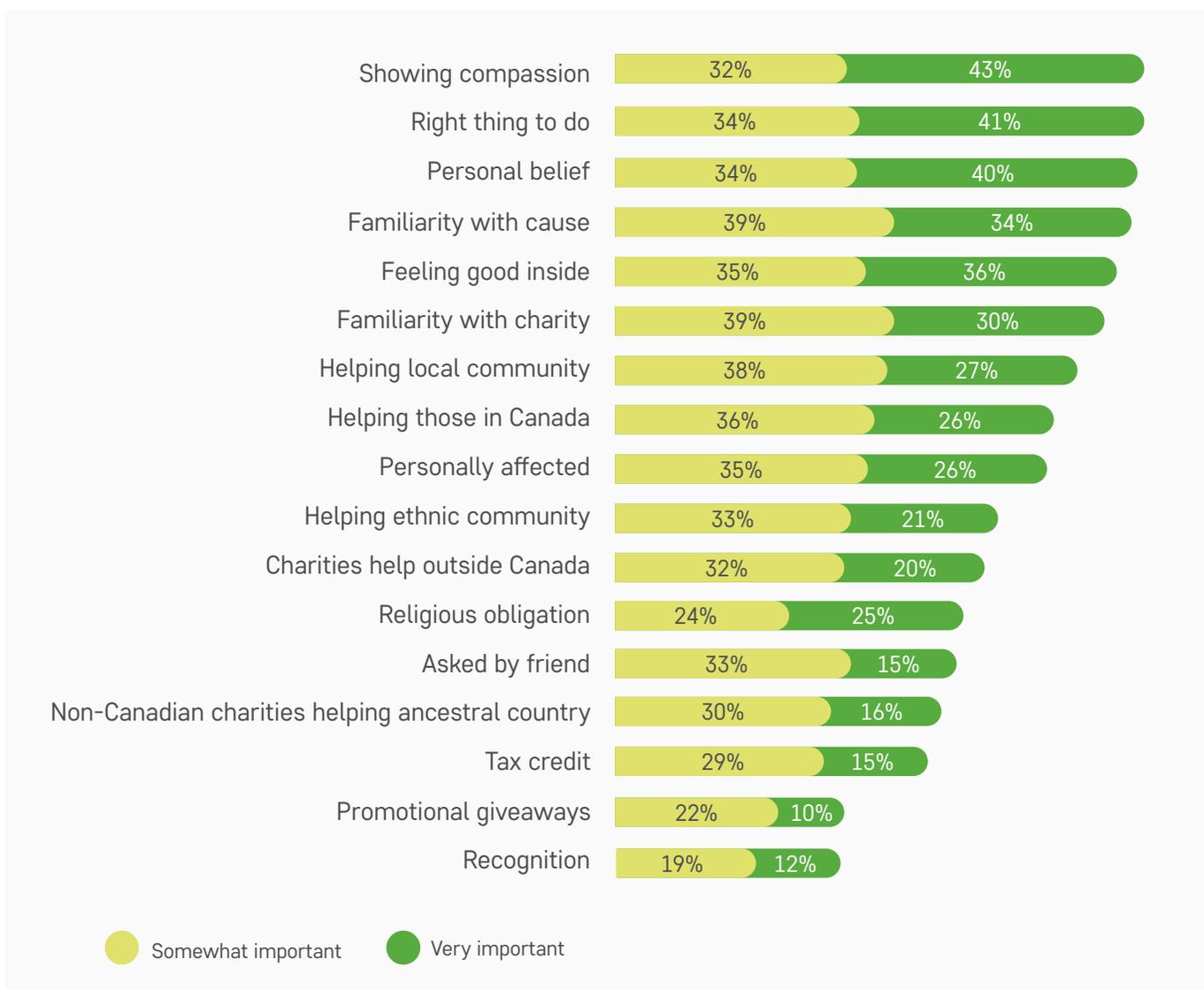


MOTIVATIONS FOR SUPPORT

People give for a range of reasons, frequently quite personal. Some motivations are intrinsic, such as feeling good inside; others, such as tax credits, are related to external drivers; still others are related to knowledge of the cause / organization and the organization's focus. To assess the role of these factors, we asked respondents to evaluate how important each individual factor is to them when deciding to support a given charitable organization.

Broadly speaking, motivations having to do with internal satisfaction and knowledge of the cause / organization are viewed as most important by respondents (see Figure 7). Extrinsic motivations such as recognition or tax credits are generally viewed as least important, while motivations having to do with the population the organization focuses its efforts on fall in between these extremes.

Figure 7
Motivations for support



Without exception, donors are more likely than non-donors to cite all motivations (see Figure 8). Those most potent in terms of their effect on the likelihood of donating,⁶ include:

- Familiarity with the charitable organization,
- Desire to help one's local community,
- Religious obligations or beliefs,
- Having a strong personal belief in the cause, and
- Wanting to support charitable organizations that help those in Canada.

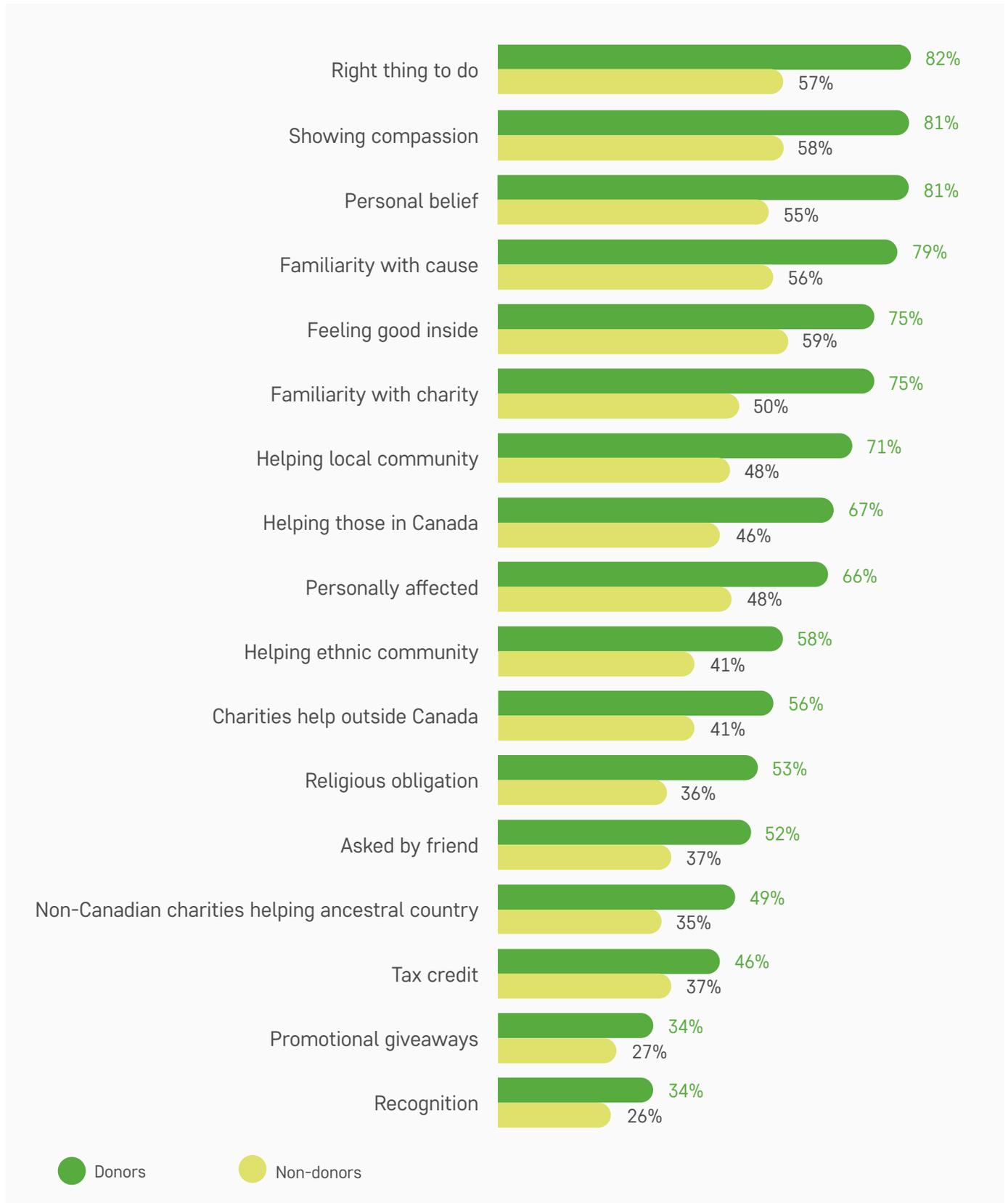
In addition to being less important, extrinsic motivators are also least potent in terms of their effect on the likelihood of donating.

⁶i.e., those with the largest differences donors and non-donors, keeping in mind the overall importance of the motivation.



Figure 8

Motivations for support, donors vs. non-donors





The importance respondents assigned to various motivations for support tends to vary according to whether they were born in Canada and, if they are newcomers, how long they have been in Canada. This variation tends to fit two distinct patterns, depending on whether the motivations are intrinsic or extrinsic. Intrinsic motivations such as believing donating is the right thing to do, tend to be less important to those who have been in Canada for three to five years and more important to those who have been here for both shorter and longer periods (see Table 9). With extrinsic motivations, the pattern is reversed and they tend to be most important to those who have been in Canada for three to five years. With motivations related to the population the organization focuses its efforts on, variation seems to depend primarily on where those being helped are located – the importance of helping people outside Canada seems to decline over time, while the importance of helping locally and within Canada tends to remain constant over time.

Table 9

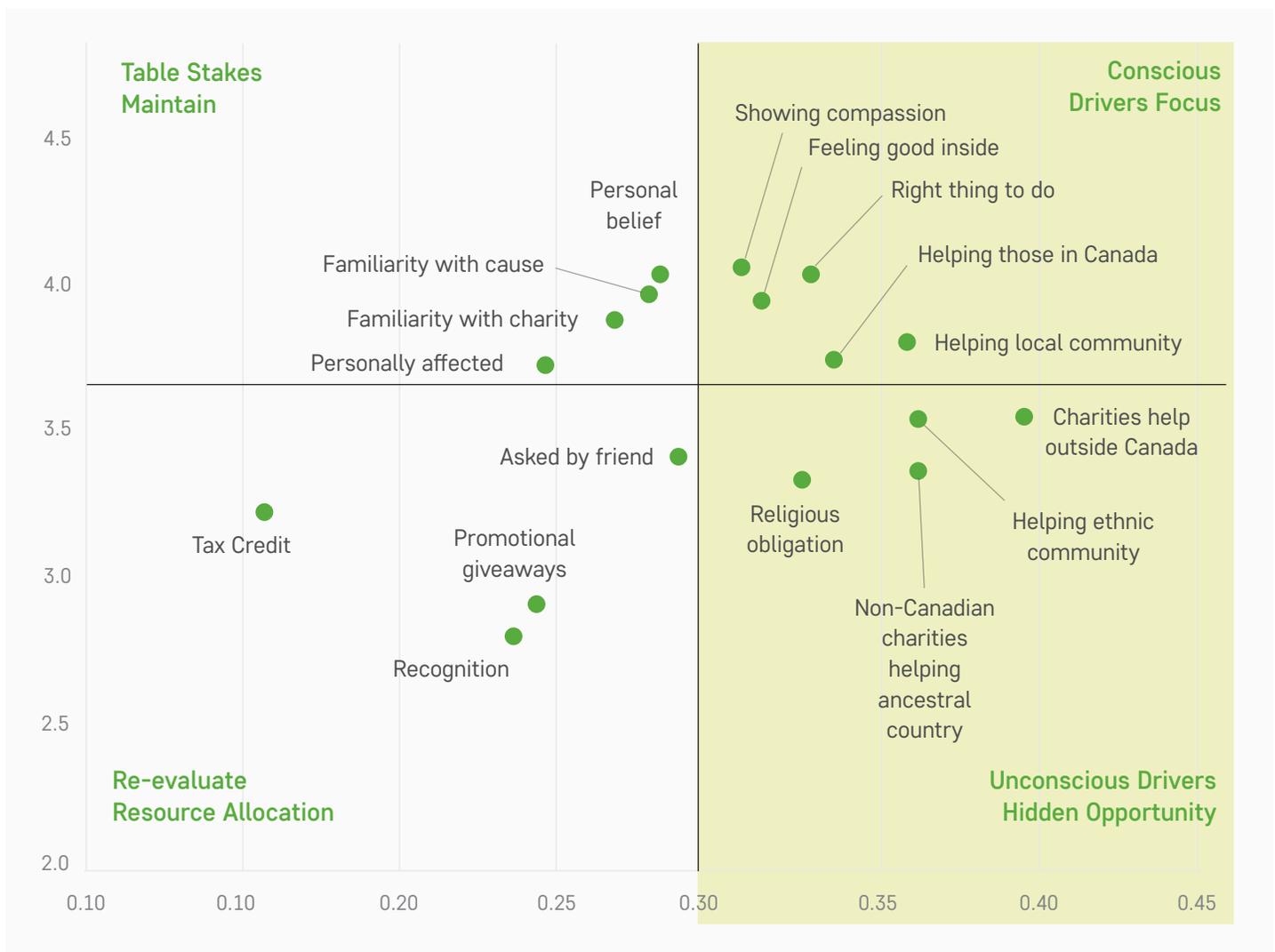
Motivations for support by birth locale and time in Canada

	< 3 years	3-5 years	6-10 years	10+ years	Born in Canada
Right thing to do	77%	66%	75%	78%	75%
Showing compassion	76%	65%	72%	80%	75%
Personal belief	70%	67%	72%	78%	76%
Familiarity with cause	66%	65%	73%	76%	74%
Feeling good inside	73%	66%	74%	72%	69%
Familiarity with charity	67%	60%	67%	71%	70%
Helping local community	67%	66%	66%	64%	65%
Helping those in Canada	61%	60%	61%	63%	62%
Personally affected	57%	55%	59%	64%	63%
Helping ethnic community	59%	56%	58%	50%	53%
Charities help outside Canada	61%	58%	54%	45%	53%
Religious obligation	50%	56%	54%	48%	46%
Asked by friend	49%	52%	53%	42%	50%
Non-Canadian charities helping ancestral country	52%	57%	48%	42%	42%
Tax credit	36%	48%	48%	39%	46%
Promotional giveaways	38%	40%	36%	25%	32%
Recognition	34%	43%	40%	22%	31%

In addition to understanding the stated importance of potential motivators and their importance as predictors of giving, it is also important to understand their potentially unrealized aspirational significance. A number of motivators are highly correlated with the desire to donate more, but rank in the middle of the pack in terms of their stated importance in deciding to support a given organization (see Figure 9). This discrepancy between their current importance and their aspirational significance may indicate these motivations have hidden potential waiting to be tapped. These motivators are:

- Wanting to support charitable organizations that help those outside Canada,
- Non-Canadian based charities that help people from the respondent’s ancestral country,
- Helping members of the respondent’s ethnocultural community,
- Helping members in the respondent’s local community, and
- Supporting charities that help people in Canada.

Figure 9
Stated and derived importance of motivations



NOTE: Y-Axis: 5 point agreement scale to the question: (E2) How important are each of the following factors when you are deciding to support a given charitable organization?
X-Axis: Correlation coefficient for each of the listed statements to the statement “I would like to do more for charitable organizations by donating more money.” Showing Spearman correlation to statement: “I would like to do more for charitable organizations by donating more money.” In general, coefficients higher than 0.300 are considered to be very significant. Please see page 97 for the exact Spearman correlation coefficients.

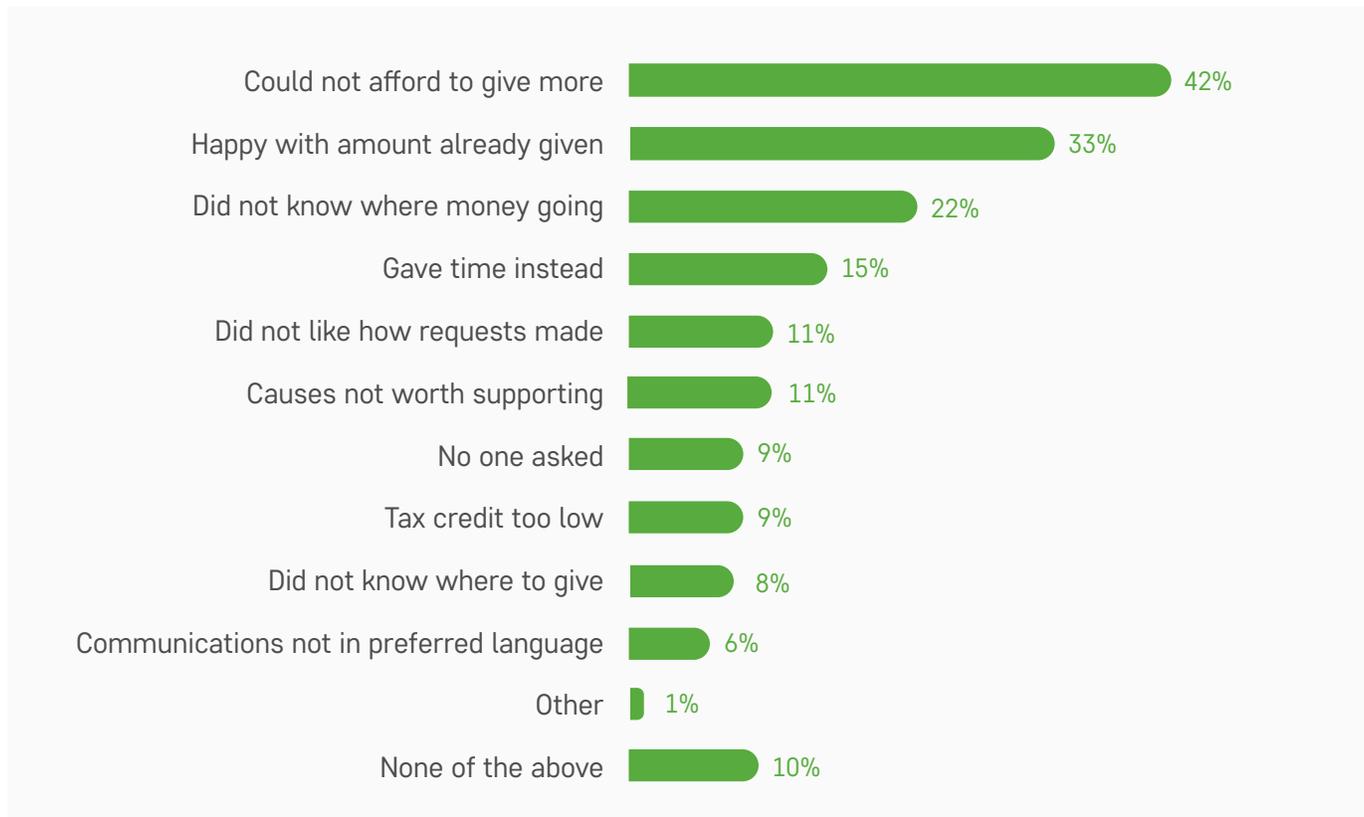




BARRIERS TO GIVING MORE

Respondents were asked if any of a range of potential barriers were reasons they did not donate more. The most common reason for not donating more is not being able to afford it, followed by being satisfied with the amounts already given (see Figure 10). Nearly a quarter of donors said they do not give more because they do not know how their money is being used and about one in seven say they volunteer time rather than giving more money. Other barriers were less commonly reported. Just 6% of donors cited lack of communications in their preferred language as a barrier. Interestingly, for about one donor in ten, none of the potential barriers represents a reason for not giving more.

Figure 10
Barriers to donating more

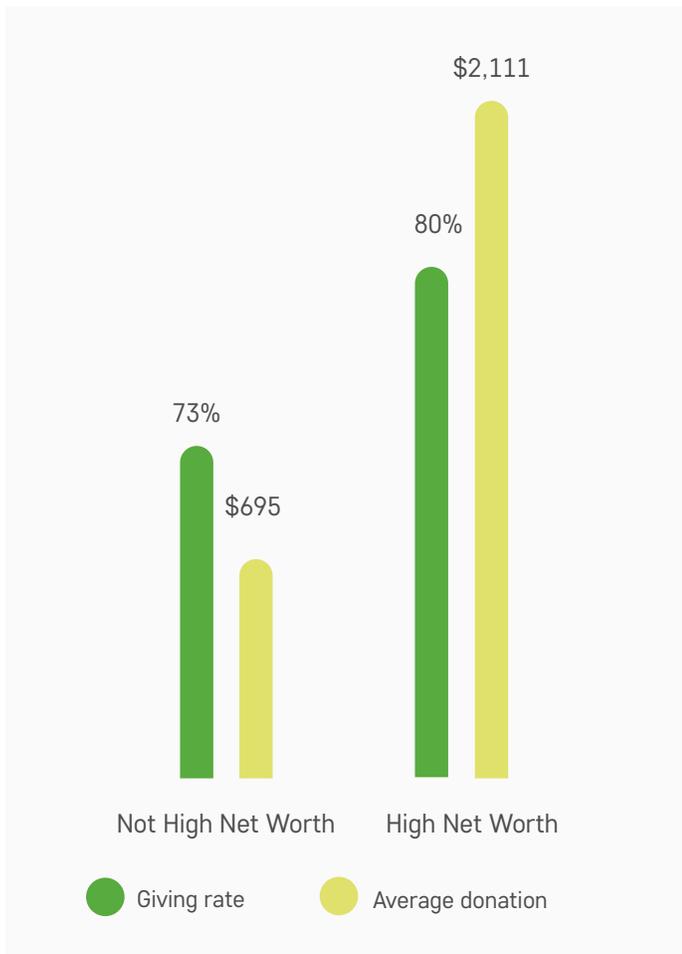


Some groups find particular barriers to be more of an obstacle to giving than others. For instance, younger donors are more likely to not be asked to contribute more and to contribute volunteer time instead of donating. As one might expect, not being able to afford to donate is more of a barrier for those with incomes less than \$50,000 and less of a barrier for those incomes of \$150,000 or more. Looking at associations with experiences as newcomers, those who have been in Canada for ten years or more are more likely to be happy with the amounts they have already contributed and to be unable to afford to donate more. Paralleling the experience of younger donors, those who have been in Canada for less than three years are more likely not to have been asked to contribute more.

HIGH NET WORTH INDIVIDUALS

As one might expect, newcomers and second-generation Canadians with high net worths (defined as having at least \$500,000 in assets, excluding the value of one’s principal residence) are more likely to donate and tend to give larger amounts (see Figure 11). Compared to others, they are also more familiar with charities (68% vs. 60%) and more likely to have more favourable views of them (73% vs. 67%).

Figure 11
Donation rate and average donation by net worth



High net worth individuals are more likely to give to virtually all causes and tend to distribute their donations more widely. The causes receiving the highest levels of support include

18.3%	hospitals
14.4%	religious organizations
9.7%	international development and relief
9.1%	research
7.3%	mental health

The top five most important motivations for giving cited by high net worth individuals are:

77%	Believing giving is the right thing to do
76%	Feeling good inside
75%	Having a strong personal belief in the cause
75%	Being familiar with the cause
70%	Showing compassion towards those in need

High net worth individuals are more likely than others to be motivated by tax credits (59% vs. 41% of others), being asked by a family member, friend or colleague at work (57% vs. 47%), being recognized for donating (42% vs. 30%), and promotional giveaways (38% vs. 31%).

These individuals are also particularly likely to be motivated by the key aspirational factors highlighted in the Motivations for support section of this report (e.g., wanting to support charitable organizations that help those outside Canada, helping non-Canadian charities that help people from their ancestral country, etc.). Please see page 43 for details.

High net worth individuals are more likely to use a number of traditionally more single channel donation methods, most notably:



Attending an event such as a gala or tournament (17% vs. 10%),



Sponsoring someone in an event (16% vs. 9%),



Responding to a solicitation via physical mail (14% vs. 6%), and



Responding to an email solicitation (12% vs. 7%).

They are also particularly likely to be influenced to donate by media exposure (23% vs. 15%), as well as to make a bequest in their will (12% vs. 5%) and to donate via a monthly giving program (17% vs. 9%).

Finally, high net worth individuals may potentially be quite receptive to technological approaches. They are more likely to be heavy sharers of charitable causes on social media (14% vs. 9%) and to strongly agree that they donate more often because of technology (24% vs. 15%).



HOLIDAYS AND GIVING

Charitable giving is frequently associated with particular holidays such as Christmas, Thanksgiving, and Easter. To gauge the strength of the associations between these holidays and giving among newcomers and second-generation Canadians, and to better understand potential associations with holidays associated with different ethnocultural traditions, we asked respondents whether they felt more likely to be in a giving mood during any of a number of common Canadian holidays and various significant holidays from other traditions specific to the ethnocultural groups included in this study.

Overall, respondents said their impulses towards giving are most likely to be affected by Christmas (see Table 10). This was particularly true for those from Afro-Caribbean / African, Filipino and Chinese backgrounds. Respondents from Arab backgrounds were nearly as likely cite Ramadan (46%), Eid al-Fitr (44%), and Eid al-Adha (40%) as positive influences on their impulses to give, and a similar percentage of Iranians said the same of Nowruz (43%). Over a quarter of respondents of South Asian origin (28%) said Diwali motivated them to give, about the same level of association with giving as Thanksgiving for all respondents.

Table 10

Associations between holidays and giving mood by ethnocultural background

	South Asian	Chinese	Afro-Caribbean / African	Filipino	Arab	Iranian	Total
Christmas	47%	55%	66%	69%	38%	46%	55%
Thanksgiving	26%	27%	39%	34%	19%	23%	29%
Easter	16%	11%	26%	19%	13%	13%	17%
Traditional	34%	17%	12%	10%	55%	47%	25%





In total, over half those of Arab backgrounds cited one or more traditional holidays as a time when they felt more giving, as did slightly less than half of those of Iranian background. Only among these two groups were respondents equally likely to view traditional holidays and Christmas as motivators to give.

In comparison, just over a third of respondents of South Asian ancestry were motivated to give by traditional holidays, while those from Chinese, Afro-Caribbean / African, or Filipino backgrounds were somewhat less likely to report any association between traditional holidays and particular impulses to give.

Looking across ethnocultural backgrounds and associations with specific traditional holidays, men are somewhat more likely to be motivated to give during traditional holidays, as are newcomers, particularly those who have resided in Canada for shorter periods.

While many say they are motivated to give at holiday times, this does not necessarily correlate with higher donation rates. While those citing mainstream holidays such as Christmas as a motivating factor are more likely to be donors (overall, 79% of those motivated to give by Christmas donated vs. 67% of those not motivated by Christmas), this is not universally true for traditional holidays. For both South Asian and Iranian traditional holidays, those who cite them as motivators for giving are actually less likely to be donors than those who do not (75% vs. 81% for South Asians not motivated by traditional holidays and 60% vs. 68% for Iranians).



THE POTENTIAL GIVING OPPORTUNITY

Based on current levels of giving, we believe the giving opportunity represented by the communities covered by this study could potentially total approximately \$1.7 billion. This estimate assumes a 50% participation rate among individuals 15 years of age and older from the fraction of the populations included in this study at the average donation levels estimated by the survey (see Table 11).⁷

Table 11
Assumptions and estimated size of potential giving opportunity

	Population 15+	Multiplier	Adjusted Population	Donation per person	Potential opportunity (\$ millions)
South Asian	1,511,125	0.50	755,563	\$663	\$500.9
Chinese	1,335,285	0.50	667,643	\$639	\$426.6
Afro-Caribbean / African	880,105	0.50	440,053	\$1,040	\$457.7
Filipino	627,620	0.50	313,810	\$520	\$163.2
Arab	379,630	0.50	189,815	\$353	\$67.0
Iranian	218,770	0.50	109,385	\$554	\$60.6
Total	4,952,535	0.50	2,476,268	\$678	\$1,678.9

⁷For context, newcomers from the specific ethnocultural groups included in this study account for approximately 57% of Canadians born abroad. Our estimated \$1.7 billion giving opportunity is equivalent to approximately 54% of the \$3.1 billion the GSS-GVP survey estimates to have been donated to Canada. Significantly, unlike the current study, the GSS-GVP estimate does not include donations by second-generation Canadians (i.e., those born in Canada to immigrant parents).



GLOBAL MONEY TRANSFERS

Newcomers, particularly those who have come to the country recently, quite commonly send money to help support people in their country of origin. The total value of remittances globally is enormous, totalling approximately \$653 billion (\$USD) in 2019 (World Bank, n.d.).

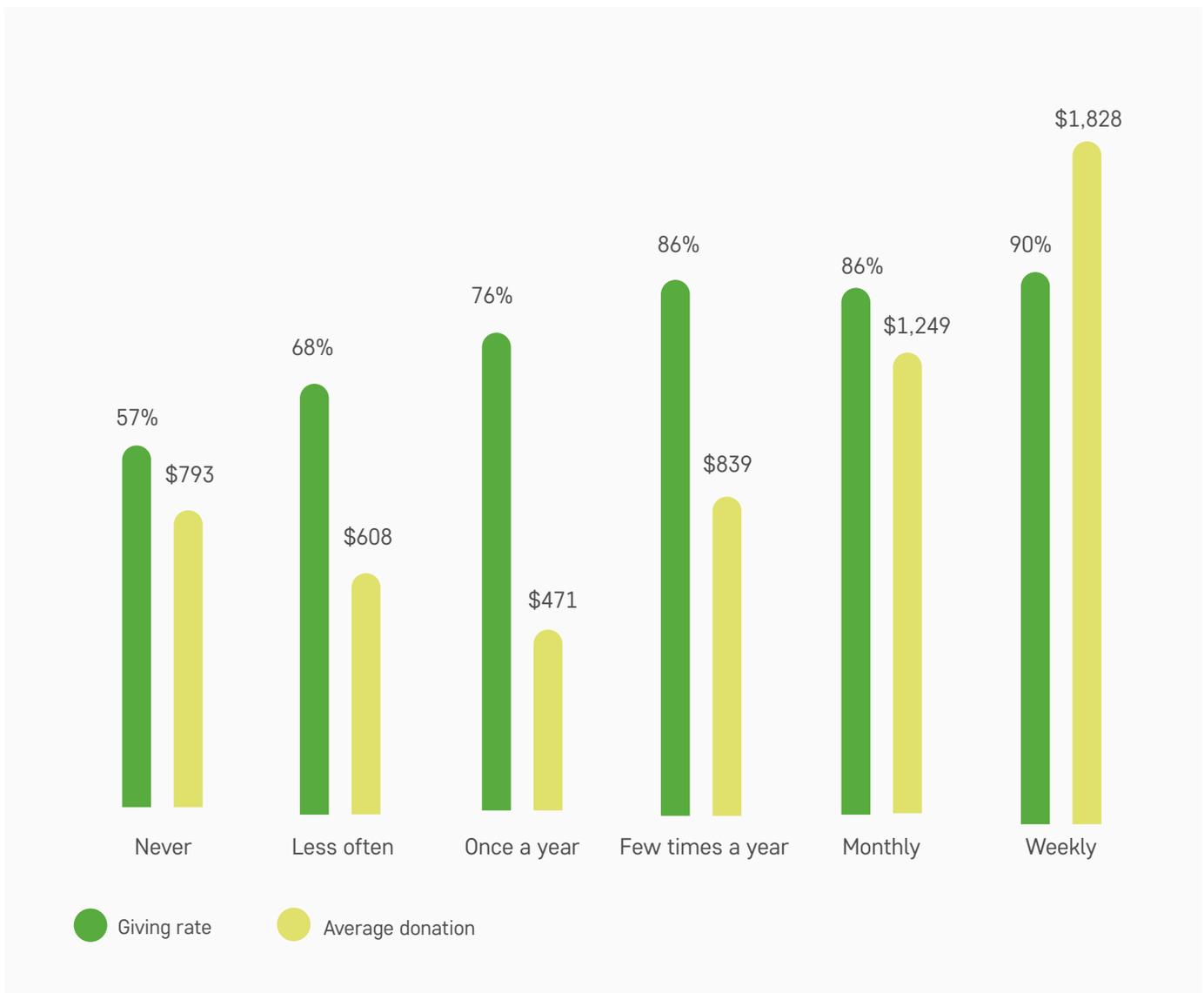
57%	regularly sending money to friends or family overseas
	19% Send funds at least monthly
	26% Send funds a few times a year
	11% Send funds at least once a year
13%	Send funds less than once a year
31%	have never sent funds abroad

Some respondents are more likely to send funds abroad than others. Groups that are more likely to do so include men, those of South Asian, Afro-Caribbean / African, and Filipino backgrounds, and newcomers who have been in Canada for less than 10 years. Collectively, the value of funds sent abroad tends to be considerable, averaging \$1,089 per year. As one would expect, those who send funds more frequently also tend to send larger overall amounts. Groups tending to give larger amounts include men and newcomers who have been in Canada for at least six years.

As found in UK research (Pharoah & McKenzie, 2013), charitable giving tends to be positively correlated with sending funds abroad. The likelihood of giving tends to increase with how frequently respondents send funds abroad and, among those who send funds abroad at least annually, average donation amounts also tend to increase with the frequency of sending funds abroad (see Figure 12). To the extent that there may be competition for finite household funds between sending funds abroad and donating, newcomers who have been in Canada for shorter periods tend to prioritize sending funds abroad, while those who have been here for longer (or who were born in Canada) tend to prioritize donations.

Figure 12

Donation rate and average donation amount by frequency of sending funds abroad





METHODOLOGY

The survey was fielded between February 3 and March 2, 2020. Responses were collected using a self-administered interactive online instrument in the respondent's choice of English, French, simplified Chinese, Arabic or Farsi. Respondents were drawn from CulturalIQ's Online Ethnic Panel and eligibility was restricted to residents of Canada, 18 years or older, with some responsibility for making charitable giving decisions for the household. As is common industry practice, respondents with household members working for market research or advertising / public relations firms or print / broadcast media organizations were also excluded, as were those with household members working directly for a charitable organization.

Total sample size was 3,130. Respondents lived in one of 12 major urban areas and identified as members of one of the six ethnocultural groups included in this study. Respondents were distributed as follows:

- City: Vancouver (n=817), Calgary (n=130), Edmonton (n=125), Saskatoon (n=44), Regina (n=29), Winnipeg (n=107), Toronto (n=1,160), Ottawa (n=249), Hamilton (n=29), London (n=29), Montreal (n=346), Halifax (n=65)
- Ethnicity: South Asian (n=1,000), Chinese (n=900), Afro-Caribbean / African (n=350), Filipino (n=380), Arab (n=350), Iranian (n=150)

Table A-1

Demographic profile of respondent sample

Responses were weighted per urban area to reflect the true relative proportions of the six ethnocultural groups, as measured by the 2016 Census of Population.⁸

<i>Population Segment</i>			<i>Tenure in Canada</i>		
	All respondents	HNW respondents		All respondents	HNW respondents
South Asian	32%	28%	Less than 3 years	9%	5%
Chinese	29%	41%	3-5 years	13%	9%
Afro-Caribbean / African	11%	12%	6-10 years	16%	20%
Filipino	12%	10%	10+ years	28%	33%
Arab	11%	6%	Born in Canada	34%	33%
Iranian	5%	2%			

<i>Religion</i>			<i>Employment Status</i>		
	All respondents	HNW respondents		All respondents	HNW respondents
Christian	30%	35%	Full-time	63%	78%
No religion	24%	30%	Part-time	12%	5%
Muslim	17%	10%	Student	9%	2%
Hindu	13%	13%	Self-employed	6%	7%
			Homemaker	5%	3%

Base:	(n=3,130)	(n=355)	Base:	(n=3,130)	(n=355)
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⁸This is the most recent Canadian Census.

<i>Education Level</i>		
	All respondents	HNW respondents
High-school or less	12%	6%
Community college	18%	8%
University undergrad	48%	53%
University post-grad	22%	33%

<i>Net Worth</i>		
	All respondents	HNW respondents
Less than \$250,000	69%	0%
\$250,000-\$499,999	19%	0%
\$500,000+	11%	100%

<i>Gender</i>		
	All respondents	HNW respondents
Male	43%	52%
Female	56%	48%

<i>Marital Status</i>		
	All respondents	HNW respondents
Married / Co-habiting	57%	71%
Single	37%	25%
Divorced / Separated	5%	4%

<i>Age</i>		
	All respondents	HNW respondents
18-24	13%	4%
25-34	33%	16%
35-49	41%	55%
50-59	11%	20%
60+	2%	4%

<i>Household Income</i>		
	All respondents	HNW respondents
< \$49,999	24%	4%
\$50,000-\$74,999	18%	10%
\$75,000-\$99,999	21%	15%
\$100,000-\$149,999	19%	40%
\$150,000+	8%	26%

Base: (n=3,130) (n=355)

Base: (n=3,130) (n=355)

KEY COVID-19 EVENTS



1
JAN

Dr. Li Charged for issuing false statements regarding the coronavirus in China

7
JAN

China confirms COVID-19 outbreak

22
JAN

Canada screens passengers from China - voluntary 14 day self isolation

25
JAN

Canada's first case reported

31
JAN

WHO declares world health emergency

During fielding period:

2
FEB

Canada announces evacuation of Canadians in Wuhan

4
FEB

Diamond Princess - 10 people infected initially with 250 Canadians onboard

21
FEB

Canadians from Diamond Princess arrive at CFB Trenton

26
FEB

Canadian Health Minister recommends citizens to have supply of food and medication on hand

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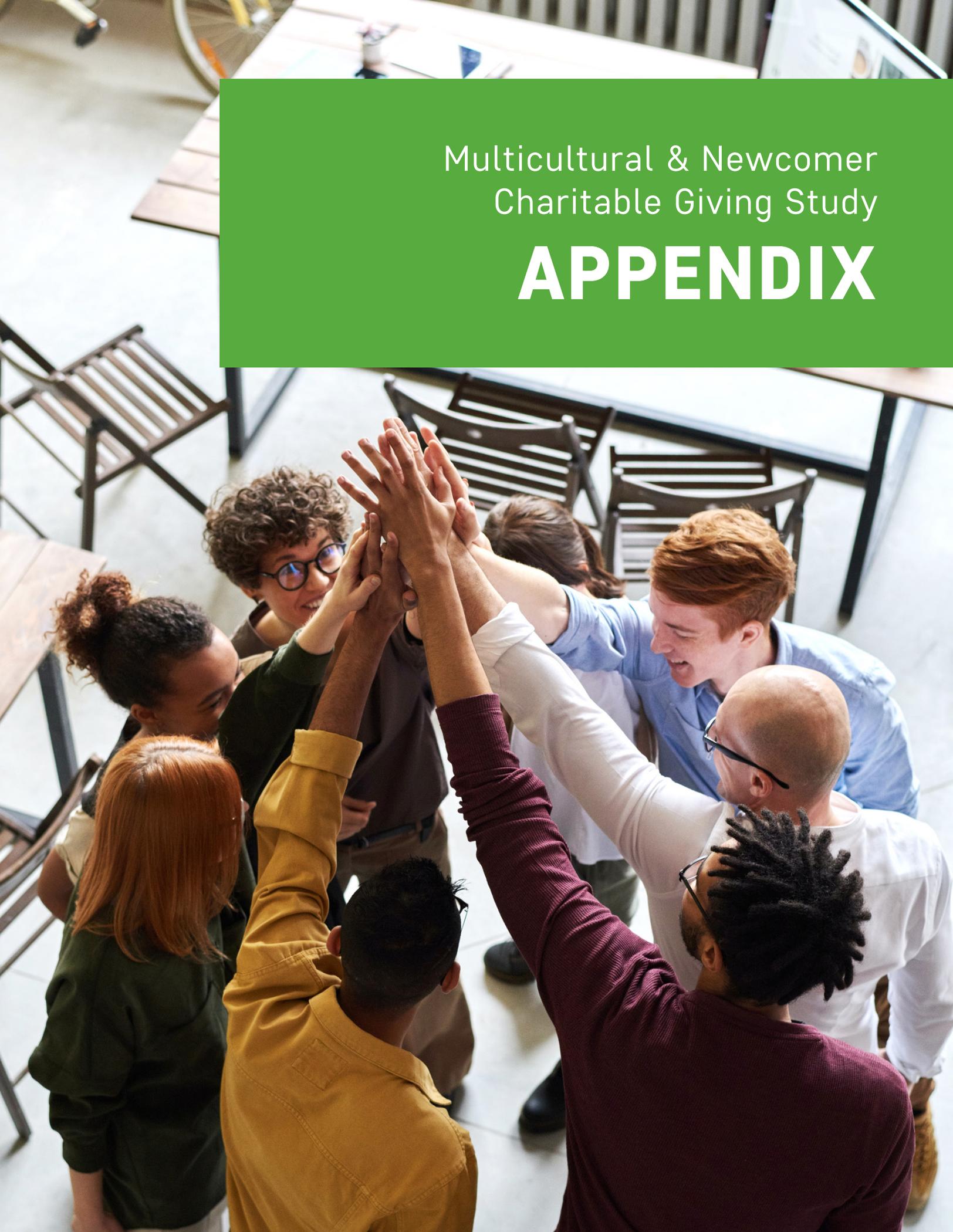
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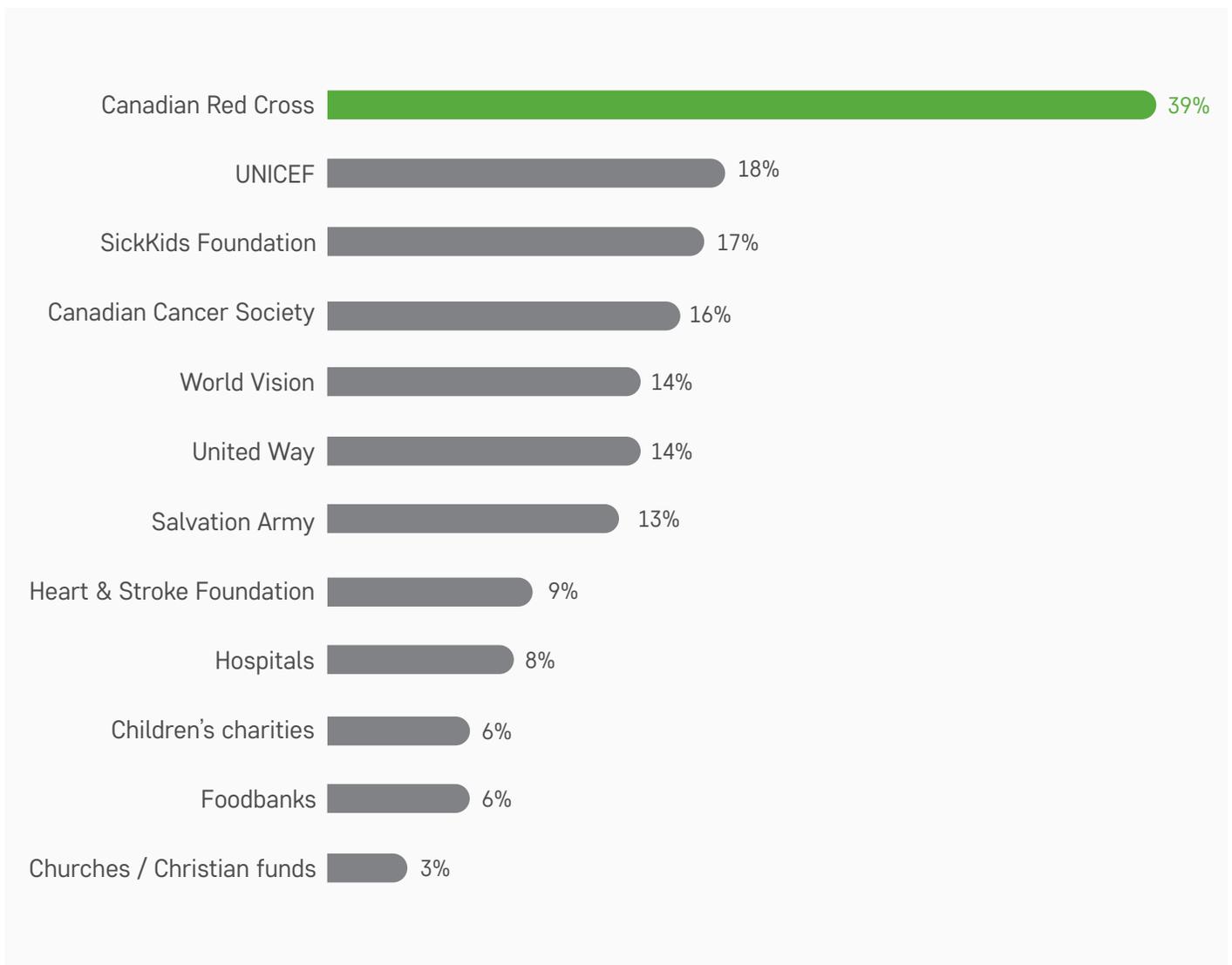




Multicultural & Newcomer
Charitable Giving Study

APPENDIX

TOP OF MIND AWARENESS OF CHARITABLE ORGANIZATIONS



● significantly higher at the 0.05 significance level

A1AB. When you think about charitable organizations (charities, nonprofits, and foundations), which organizations come to mind?
 Base: Total sample (n=3,130)

TOP OF MIND AWARENESS OF CHARITABLE ORGANIZATIONS: BY CITY

	TOTAL	Vancouver	Calgary	Edmonton	Winnipeg	Toronto	Ottawa	Montreal	Halifax
Canadian Red Cross	39%	44%	39%	39%	43%	39%	25%	36%	26%
UNICEF	18%	21%	17%	11%	13%	18%	18%	18%	9%
Sick Kids Foundation	17%	2%	5%	0%	1%	34%	5%	2%	0%
Canada Cancer Society	16%	17%	18%	23%	23%	18%	10%	8%	15%
World Vision	14%	16%	16%	19%	14%	15%	7%	7%	6%
United Way	14%	11%	19%	12%	7%	16%	8%	12%	5%
Salvation Army	13%	12%	8%	15%	7%	16%	6%	10%	5%
Heart & Stroke Foundation	9%	7%	4%	8%	2%	14%	4%	3%	3%
Hospitals	8%	2%	5%	12%	6%	11%	3%	5%	0%
Children Charities	6%	6%	5%	10%	7%	5%	6%	8%	3%
Food Banks	6%	7%	4%	18%	9%	5%	13%	1%	8%
Church/Christian Fund	3%	4%	3%	7%	2%	3%	1%	1%	2%
Doctors Without Borders	3%	4%	5%	0%	0%	3%	1%	6%	0%
Diabetes	3%	3%	5%	3%	14%	2%	3%	2%	5%
Plan International Canada	3%	3%	1%	1%	0%	3%	3%	4%	0%

● significantly higher vs. the total at the 0.05 significance level ● significantly lower vs. the total at the 0.05 significance level

A1AB. When you think about charitable organizations (charities, nonprofits, and foundations), which organizations come to mind?

Base: Total sample (n=3,130), Vancouver (n=817), Calgary (n=130), Edmonton (n=125), Winnipeg (n=107), Toronto (n=1,160), Ottawa (n=249), Montreal (n=346), Halifax (n=65)

TOP OF MIND AWARENESS OF CHARITABLE ORGANIZATIONS: BY GENDER AND AGE

	TOTAL	Male	Female	18-24	25-34	35-49	50-59	60+
Canadian Red Cross	39%	40%	38%	33%	38%	40%	42%	39%
UNICEF	18%	18%	17%	20%	21%	17%	11%	7%
Sick Kids Foundation	17%	17%	17%	9%	19%	18%	18%	14%
Canada Cancer Society	16%	14%	18%	10%	15%	18%	22%	15%
World Vision	14%	14%	14%	8%	13%	16%	14%	16%
United Way	14%	14%	14%	4%	12%	16%	20%	24%
Salvation Army	13%	12%	13%	13%	10%	12%	19%	22%
Heart & Stroke Foundation	9%	8%	10%	6%	7%	11%	14%	11%
Hospitals	8%	7%	8%	5%	7%	9%	11%	3%
Children Charities	6%	6%	6%	9%	6%	7%	3%	6%
Food Banks	6%	6%	6%	5%	5%	7%	4%	9%
Church/Christian Fund	3%	3%	3%	0%	2%	4%	4%	13%
Doctors Without Borders	3%	4%	2%	2%	3%	3%	6%	3%
Diabetes	3%	3%	3%	1%	3%	4%	4%	2%
Plan International Canada	3%	3%	3%	2%	3%	3%	3%	1%

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A1AB. When you think about charitable organizations (charities, nonprofits and foundations), which organizations come to mind?

Base: Total sample (n=3,130), Male (n=1,401), Female (n=1,720), 18-24 (n=375), 25-34 (n=997), 35-49 (n=1312), 50-59 (n=376), 60+ (n=70)

TOP OF MIND AWARENESS OF CHARITABLE ORGANIZATIONS: BY TENURE IN CANADA

	TOTAL	Less Than 3 Years	3-5 Years	6-10 Years	10+ Years	First Generation	Born in Canada
Canadian Red Cross	39%	28%	31%	43%	42%	39%	39%
UNICEF	18%	16%	20%	16%	14%	16%	21%
Sick Kids Foundation	17%	11%	13%	17%	19%	17%	18%
Canada Cancer Society	16%	15%	14%	13%	19%	16%	16%
World Vision	14%	7%	10%	16%	16%	14%	14%
United Way	14%	5%	4%	11%	18%	12%	16%
Salvation Army	13%	8%	9%	9%	16%	12%	14%
Heart & Stroke Foundation	9%	2%	2%	4%	11%	7%	14%
Hospitals	8%	3%	5%	5%	10%	7%	9%
Children Charities	6%	6%	9%	5%	5%	6%	6%
Food Banks	6%	4%	11%	7%	5%	7%	4%
Church/Christian Fund	3%	2%	2%	2%	5%	4%	2%
Doctors Without Borders	3%	3%	1%	3%	4%	3%	3%
Diabetes	3%	4%	5%	3%	3%	3%	2%
Plan International Canada	3%	2%	3%	4%	3%	3%	2%

● significantly higher vs. the total at the 0.05 significance level ● significantly lower vs. the total at the 0.05 significance level

A1AB. When you think about charitable organizations (charities, nonprofits and foundations), which organizations come to mind?

Base: Total sample (n=3,130), <3 Years (n=287), 3-5 Years (n=398), 6-10 Years (n=512), 10+ Years (n=870),

First Generation (n=2,067), Born in Canada (n=1,063)

TOP OF MIND AWARENESS OF CHARITABLE ORGANIZATIONS: BY ETHNICITY

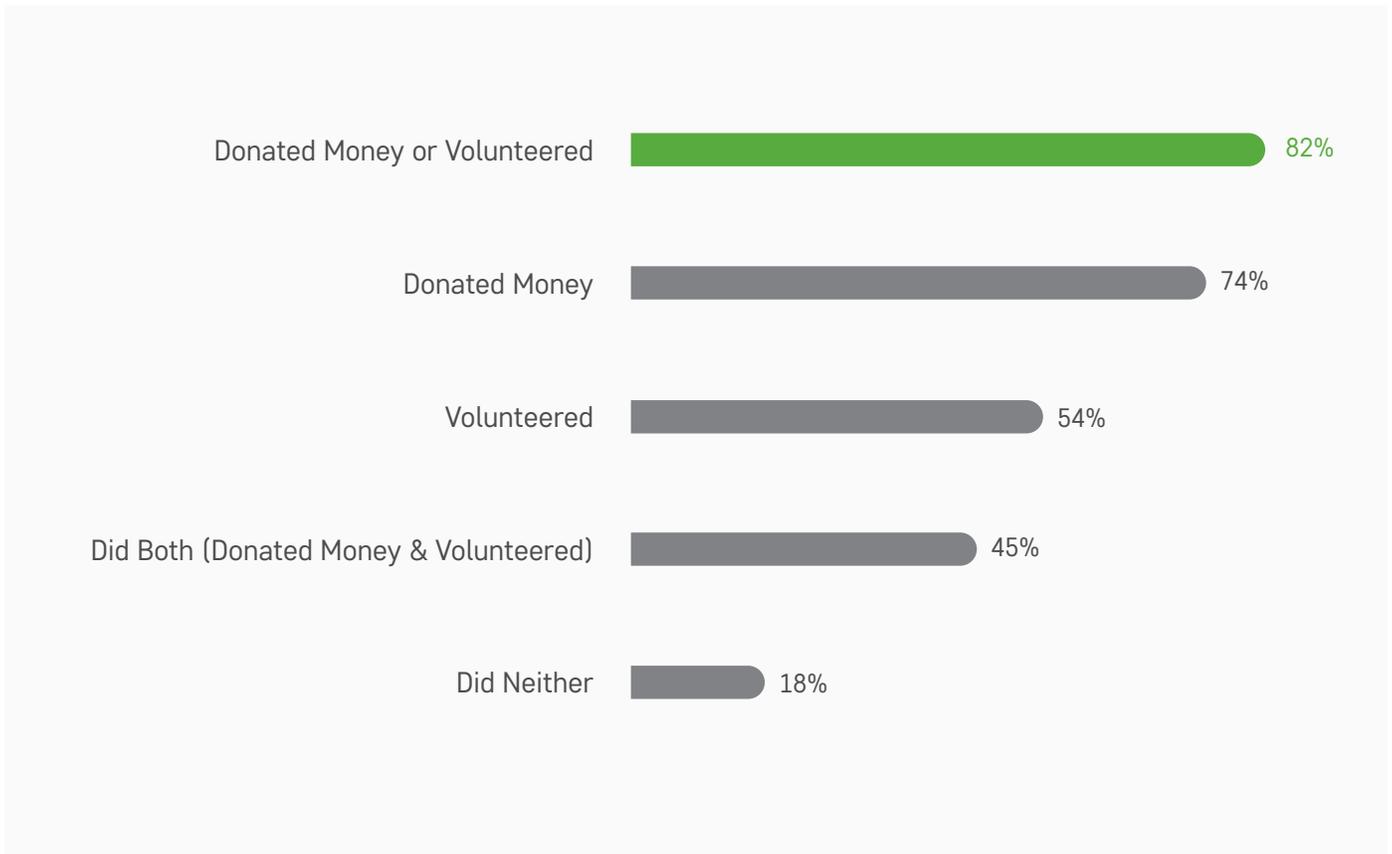
	TOTAL	South Asian	Chinese	Afro-Caribbean / African	Filipino	Arab	Iranian
Canadian Red Cross	39%	37%	48%	35%	42%	29%	19%
UNICEF	18%	19%	18%	16%	16%	17%	23%
Sick Kids Foundation	17%	22%	15%	19%	13%	6%	15%
Canada Cancer Society	16%	19%	19%	13%	14%	9%	10%
World Vision	14%	9%	20%	13%	19%	5%	18%
United Way	14%	13%	21%	13%	7%	7%	9%
Salvation Army	13%	13%	15%	14%	10%	9%	9%
Heart & Stroke Foundation	9%	11%	13%	7%	5%	4%	1%
Hospitals	8%	9%	6%	6%	10%	7%	5%
Children Charities	6%	6%	5%	9%	5%	7%	6%
Food Banks	6%	6%	4%	6%	8%	7%	4%
Church/Christian Fund	3%	3%	3%	4%	4%	2%	1%
Doctors Without Borders	3%	2%	3%	5%	1%	6%	2%
Diabetes	3%	3%	2%	1%	3%	5%	8%
Plan International Canada	3%	4%	3%	3%	1%	1%	8%

● significantly higher vs. the total at the 0.05 significance level ● significantly lower vs. the total at the 0.05 significance level

A1AB. When you think about charitable organizations (charities, nonprofits and foundations), which organizations come to mind?

Base: Total sample (n=3,130), South Asian (n=1,000), Chinese (n=900), Afro-Caribbean / African (n=350), Filipino (n=380), Arab (n=250), Iranian (n=150)

% WHO DONATED AND /OR VOLUNTEERED



B2. Please indicate if you have worked as a volunteer and / or given a financial donation to any of the following types of general causes in the past 12 months.

Base: Total sample (n=3,130)

% WHO DONATED AND /OR VOLUNTEERED: BY CITY

	TOTAL	Vancouver	Calgary	Edmonton	Winnipeg	Toronto	Ottawa	Montreal	Halifax
Donated Money or Volunteered	82%	74%	93%	91%	67%	88%	54%	78%	65%
Donated Money	74%	67%	81%	84%	59%	81%	46%	66%	61%
Volunteered	54%	46%	67%	56%	50%	55%	34%	52%	55%
Did Both (Donated Money & Volunteered)	45%	39%	55%	50%	43%	48%	26%	40%	51%
Did Neither	18%	26%	7%	9%	33%	12%	46%	22%	35%

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B2. Please indicate if you have worked as a volunteer and / or given a financial donation to any of the following types of general causes in the past 12 months.

Base: Total sample (n=3,130), Vancouver (n=817), Calgary (n=130), Edmonton (n=125), Winnipeg (n=107), Toronto (n=1,160), Ottawa (n=249), Montreal (n=346), Halifax (n=65)

% WHO DONATED AND /OR VOLUNTEERED: BY GENDER AND AGE

	TOTAL	Male	Female	18-24	25-34	35-49	50-59	60+
Donated Money or Volunteered	82%	82%	83%	86%	85%	80%	78%	81%
Donated Money	74%	75%	73%	67%	77%	75%	71%	76%
Volunteered	54%	54%	53%	67%	59%	48%	45%	52%
Did Both (Donated Money & Volunteered)	45%	47%	44%	47%	51%	42%	39%	47%
Did Neither	18%	18%	17%	14%	15%	20%	22%	19%

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B2. Please indicate if you have worked as a volunteer and / or given a financial donation to any of the following types of general causes in the past 12 months.

Base: Total sample (n=3,130), Male (n=1,401), Female (n=1,720), 18-24 (n=375), 25-34 (n=997), 35-49 (n=1312), 50-59 (n=376), 60+ (n=70)

% WHO DONATED AND /OR VOLUNTEERED: BY TENURE IN CANADA

	TOTAL	Less Than 3 Years	3-5 Years	6-10 Years	10+ Years	First Generation	Born in Canada
Donated Money or Volunteered	82%	76%	76%	79%	85%	80%	87%
Donated Money	74%	61%	66%	72%	79%	71%	78%
Volunteered	54%	50%	55%	56%	48%	51%	58%
Did Both (Donated Money & Volunteered)	45%	35%	46%	48%	41%	43%	50%
Did Neither	18%	24%	24%	21%	15%	20%	13%

● significantly higher vs. the total at the 0.05 significance level ● significantly lower vs. the total at the 0.05 significance level

B2. Please indicate if you have worked as a volunteer and / or given a financial donation to any of the following types of general causes in the past 12 months.

Base: Total sample (n=3,130), <3 Years (n=287), 3-5 Years (n=398), 6-10 Years (n=512), 10+ Years (n=870), First Generation (n=2,067), Born in Canada (n=1,063)

% WHO DONATED AND /OR VOLUNTEERED: BY ETHNICITY

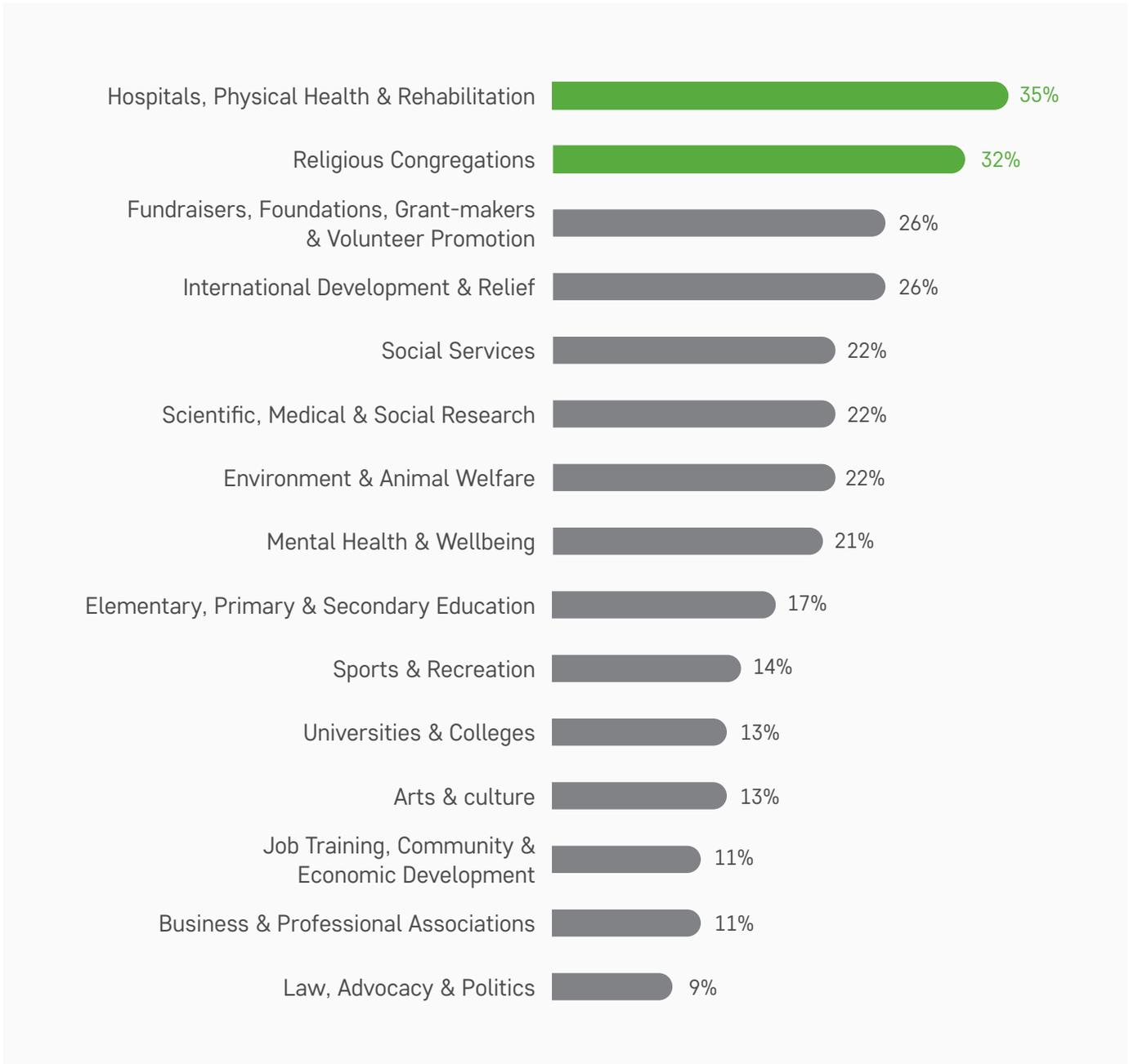
	TOTAL	South Asian	Chinese	Afro-Caribbean / African	Filipino	Arab	Iranian
Donated Money or Volunteered	82%	86%	83%	81%	80%	76%	76%
Donated Money	74%	79%	74%	71%	76%	64%	64%
Volunteered	54%	58%	47%	58%	53%	51%	52%
Did Both (Donated Money & Volunteered)	45%	51%	38%	48%	49%	39%	40%
Did Neither	18%	14%	17%	19%	20%	24%	24%

● significantly higher vs. the total at the 0.05 significance level ● significantly lower vs. the total at the 0.05 significance level

B2. Please indicate if you have worked as a volunteer and / or given a financial donation to any of the following types of general causes in the past 12 months.

Base: Total sample (n=3,130), South Asian (n=1,000), Chinese (n=900), Afro-Caribbean / African (n=350), Filipino (n=380), Arab (n=250), Iranian (n=150)

% WHO MADE ANY FINANCIAL DONATION TO CAUSE IN PAST 12 MONTHS



● significantly higher at the 0.05 significance level

B2. Please indicate if you have worked as a volunteer and / or given a financial donation to any of the following types of general causes in the past 12 months.

Base: Total sample (n=3,130)

% WHO MADE ANY FINANCIAL DONATION TO CAUSE IN PAST 12 MONTHS: BY CITY

	TOTAL	Vancouver	Calgary	Edmonton	Winnipeg	Toronto	Ottawa	Montreal	Halifax
Hospitals, Physical Health & Rehabilitation	35%	31%	25%	44%	33%	41%	17%	27%	23%
Religious Congregations	32%	24%	35%	40%	19%	37%	18%	29%	22%
Fundraisers, Foundations, Grant-makers & Volunteer Promotion	26%	20%	28%	34%	30%	29%	11%	26%	13%
International Development & Relief	26%	22%	36%	26%	18%	28%	14%	24%	16%
Social Services	22%	18%	17%	21%	15%	25%	18%	20%	26%
Scientific, Medical & Social Research	22%	19%	15%	20%	22%	24%	11%	22%	16%
Environment & Animal Welfare	22%	20%	24%	21%	25%	23%	11%	17%	19%
Mental Health & Wellbeing	21%	14%	17%	29%	21%	24%	10%	21%	15%

● significantly higher vs. the total at the 0.05 significance level ● significantly lower vs. the total at the 0.05 significance level

B2. Please indicate if you have worked as a volunteer and / or given a financial donation to any of the following types of general causes in the past 12 months.

Base: Total sample (n=3,130), Vancouver (n=817), Calgary (n=130), Edmonton (n=125), Winnipeg (n=107), Toronto (n=1,160), Ottawa (n=249), Montreal (n=346), Halifax (n=65)

% WHO MADE ANY FINANCIAL DONATION TO CAUSE IN PAST 12 MONTHS: BY CITY (CONT.)

	TOTAL	Vancouver	Calgary	Edmonton	Winnipeg	Toronto	Ottawa	Montreal	Halifax
Elementary Primary & Secondary Education	17%	13%	18%	30%	15%	19%	9%	15%	14%
Sports & Recreation	14%	9%	12%	18%	12%	16%	7%	15%	16%
Universities & Colleges	13%	8%	12%	12%	11%	16%	8%	12%	8%
Arts & culture	13%	7%	8%	16%	11%	15%	8%	14%	10%
Job Training, Community & Economic Development	11%	7%	10%	9%	14%	13%	7%	12%	10%
Business & Professional Associations	11%	8%	8%	18%	7%	13%	6%	10%	15%
Law, Advocacy & Politics	9%	5%	11%	8%	7%	11%	7%	9%	10%

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B2. Please indicate if you have worked as a volunteer and / or given a financial donation to any of the following types of general causes in the past 12 months.

Base: Total sample (n=3,130), Vancouver (n=817), Calgary (n=130), Edmonton (n=125), Winnipeg (n=107), Toronto (n=1,160), Ottawa (n=249), Montreal (n=346), Halifax (n=65)

% WHO MADE ANY FINANCIAL DONATION TO CAUSE IN PAST 12 MONTHS: BY GENDER AND AGE

	TOTAL	Male	Female	18-24	25-34	35-49	50-59	60+
Hospitals, Physical Health & Rehabilitation	35%	37%	34%	26%	34%	37%	38%	32%
Religious Congregations	32%	31%	33%	22%	35%	33%	33%	34%
Fundraisers, Foundations, Grant-makers & Volunteer Promotion	26%	27%	25%	22%	31%	25%	21%	26%
International Development & Relief	26%	27%	25%	23%	29%	27%	20%	25%
Social Services	22%	25%	20%	20%	23%	23%	17%	13%
Scientific, Medical & Social Research	22%	23%	21%	18%	23%	22%	21%	19%
Environment & Animal Welfare	22%	21%	22%	24%	24%	22%	13%	12%
Mental Health & Wellbeing	21%	23%	20%	26%	22%	21%	13%	17%

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B2. Please indicate if you have worked as a volunteer and / or given a financial donation to any of the following types of general causes in the past 12 months.

Base: Total sample (n=3,130), Male (n=1,401), Female (n=1,720), 18-24 (n=375), 25-34 (n=997), 35-49 (n=1,312), 50-59 (n=376), 60+ (n=70)

% WHO MADE ANY FINANCIAL DONATION TO CAUSE IN PAST 12 MONTHS: BY GENDER AND AGE (CONT.)

	TOTAL	Male	Female	18-24	25-34	35-49	50-59	60+
Elementary Primary & Secondary Education	17%	19%	16%	15%	19%	18%	16%	9%
Sports & Recreation	14%	17%	12%	14%	16%	15%	10%	3%
Universities & Colleges	13%	15%	12%	15%	16%	12%	10%	8%
Arts & culture	13%	14%	12%	14%	15%	13%	6%	6%
Job Training, Community & Economic Development	11%	13%	10%	13%	13%	11%	6%	3%
Business & Professional Associations	11%	13%	9%	11%	14%	10%	5%	10%
Law, Advocacy & Politics	9%	11%	8%	11%	11%	8%	6%	6%

 significantly lower vs. the total at the 0.05 significance level

B2. Please indicate if you have worked as a volunteer and / or given a financial donation to any of the following types of general causes in the past 12 months.

Base: Total sample (n=3,130), Male (n=1,401), Female (n=1,720), 18-24 (n=375), 25-34 (n=997), 35-49 (n=1,312), 50-59 (n=376), 60+ (n=70)

% WHO MADE ANY FINANCIAL DONATION TO CAUSE IN PAST 12 MONTHS: BY TENURE IN CANADA

	TOTAL	Less Than 3 Years	3-5 Years	6-10 Years	10+ Years	First Generation	Born in Canada
Hospitals, Physical Health & Rehabilitation	35%	16%	28%	32%	38%	32%	40%
Religious Congregations	32%	23%	28%	34%	38%	34%	30%
Fundraisers, Foundations, Grant-makers & Volunteer Promotion	26%	17%	20%	28%	25%	24%	30%
International Development & Relief	26%	13%	20%	25%	27%	24%	31%
Social Services	22%	18%	19%	24%	22%	22%	23%
Scientific, Medical & Social Research	22%	13%	15%	22%	21%	19%	26%
Environment & Animal Welfare	22%	10%	15%	22%	19%	18%	28%
Mental Health & Wellbeing	21%	10%	16%	20%	18%	17%	28%

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B2. Please indicate if you have worked as a volunteer and / or given a financial donation to any of the following types of general causes in the past 12 months.

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% WHO MADE ANY FINANCIAL DONATION TO CAUSE IN PAST 12 MONTHS: BY TENURE IN CANADA (CONT.)

	TOTAL	Less Than 3 Years	3-5 Years	6-10 Years	10+ Years	First Generation	Born in Canada
Elementary Primary & Secondary Education	17%	11%	16%	19%	17%	16%	19%
Sports & Recreation	14%	8%	10%	16%	13%	12%	17%
Universities & Colleges	13%	14%	14%	14%	9%	12%	16%
Arts & culture	13%	8%	12%	14%	9%	11%	17%
Job Training, Community & Economic Development	11%	8%	10%	16%	9%	11%	12%
Business & Professional Associations	11%	9%	9%	12%	8%	9%	14%
Law, Advocacy & Politics	9%	4%	6%	13%	7%	8%	12%

 significantly lower vs. the total at the 0.05 significance level

B2. Please indicate if you have worked as a volunteer and / or given a financial donation to any of the following types of general causes in the past 12 months.

Base: Total sample (n=3,130), <3 Years (n=287), 3-5 Years (n=398), 6-10 Years (n=512), 10+ Years (n=870), First Generation (n=2,067), Born in Canada (n=1,063)

% WHO MADE ANY FINANCIAL DONATION TO CAUSE IN PAST 12 MONTHS: BY ETHNICITY

	TOTAL	South Asian	Chinese	Afro-Caribbean / African	Filipino	Arab	Iranian
Hospitals, Physical Health & Rehabilitation	35%	39%	37%	31%	34%	25%	28%
Religious Congregations	32%	38%	19%	39%	42%	33%	19%
Fundraisers, Foundations, Grant-makers & Volunteer Promotion	26%	28%	21%	32%	31%	24%	18%
International Development & Relief	26%	27%	25%	25%	28%	23%	29%
Social Services	22%	26%	17%	23%	22%	21%	24%
Scientific, Medical & Social Research	22%	23%	22%	21%	20%	19%	16%
Environment & Animal Welfare	22%	24%	23%	16%	26%	15%	14%
Mental Health & Wellbeing	21%	24%	18%	22%	22%	20%	15%

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B2. Please indicate if you have worked as a volunteer and / or given a financial donation to any of the following types of general causes in the past 12 months.

Base: Total sample (n=3,130), South Asian (n=1,000), Chinese (n=900), Afro-Caribbean / African (n=350), Filipino (n=380), Arab (n=250), Iranian (n=150)

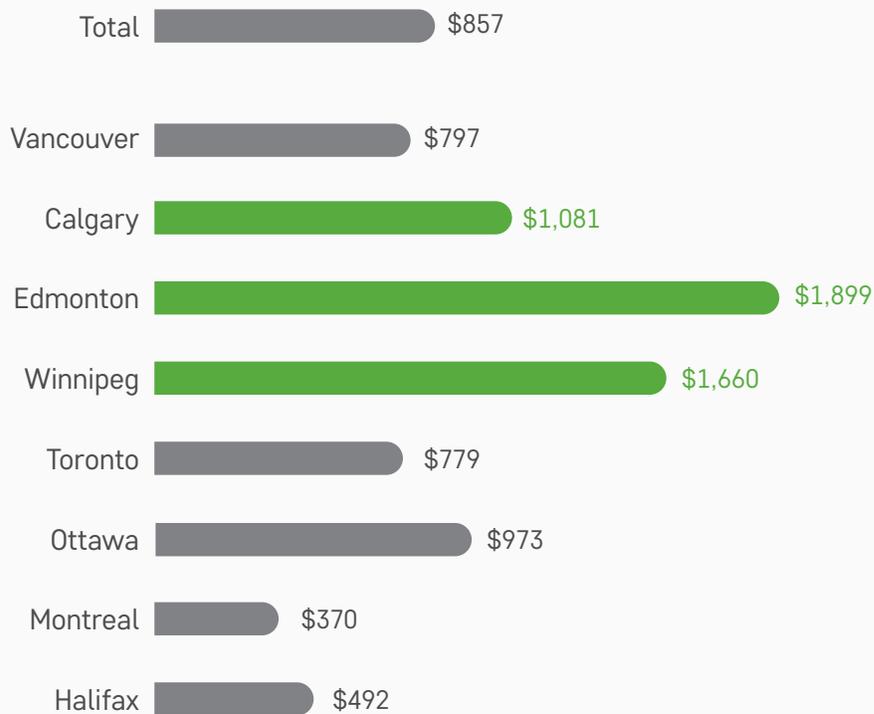
% WHO MADE ANY FINANCIAL DONATION TO CAUSE IN PAST 12 MONTHS: BY ETHNICITY (CONT.)

	TOTAL	South Asian	Chinese	Afro-Caribbean / African	Filipino	Arab	Iranian
Elementary Primary & Secondary Education	17%	20%	37%	19%	20%	13%	12%
Sports & Recreation	14%	16%	10%	16%	17%	13%	9%
Universities & Colleges	13%	17%	11%	11%	15%	12%	10%
Arts & culture	13%	14%	11%	17%	13%	10%	8%
Job Training, Community & Economic Development	11%	14%	8%	10%	14%	11%	9%
Business & Professional Associations	11%	13%	9%	12%	13%	10%	9%
Law, Advocacy & Politics	9%	10%	7%	11%	10%	9%	8%

B2. Please indicate if you have worked as a volunteer and / or given a financial donation to any of the following types of general causes in the past 12 months.

Base: Total sample (n=3,130), South Asian (n=1,000), Chinese (n=900), Afro-Caribbean / African (n=350), Filipino (n=380), Arab (n=250), Iranian (n=150)

AVERAGE DONATION AMOUNT IN PAST 12 MONTHS: BY CITY (BASED ON THOSE WHO DONATED)



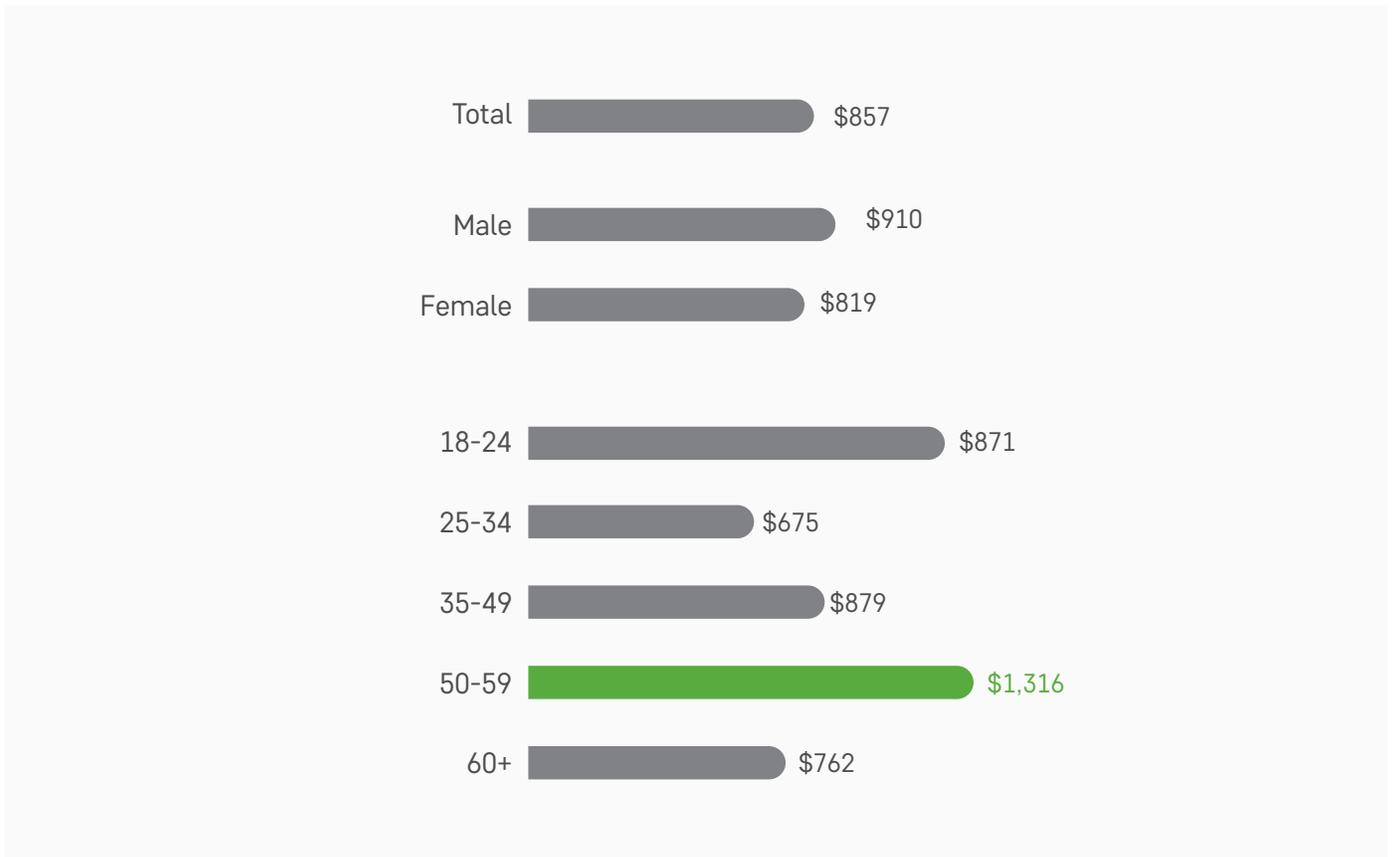
● significantly higher at the 0.05 significance level

C2A. Now I would like you to think about all your financial donations to charitable organizations (charities, nonprofits and foundations) in the past 12 months

How much money did you contribute, in total?

Base: Total sample (n=2,342), Vancouver (n=570), Calgary (n=115), Edmonton (n=108), Winnipeg (n=58), Toronto (n=987), Ottawa (n=116), Montreal (n=252), Halifax (n=42)

AVERAGE DONATION AMOUNT IN PAST 12 MONTHS: BY GENDER AND AGE (BASED ON THOSE WHO DONATED)



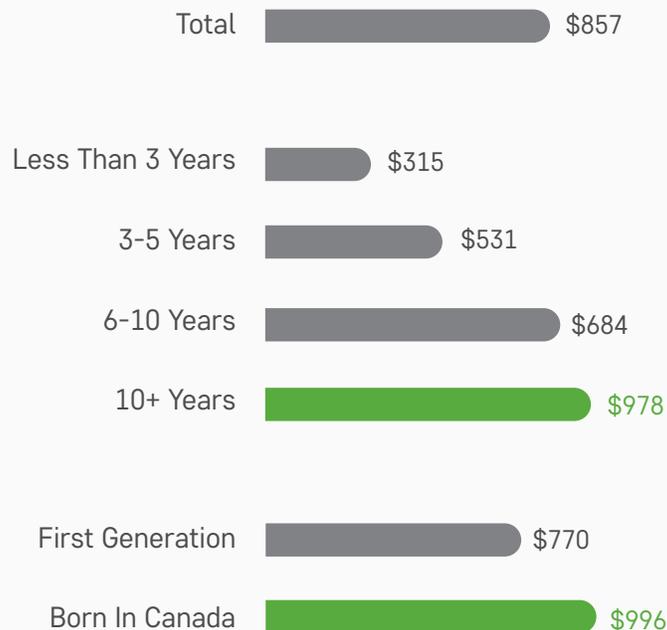
● significantly higher at the 0.05 significance level

C2A. Now I would like you to think about all your financial donations to charitable organizations (charities, nonprofits and foundations) in the past 12 months

How much money did you contribute, in total?

Base: Total sample (n=3,130), Male (n=1,401), Female (n=1,720), 18-24 (n=375), 25-34 (n=997), 35-49 (n=1,312), 50-59 (n=376), 60+ (n=70)

AVERAGE DONATION AMOUNT IN PAST 12 MONTHS”: BY TENURE IN CANADA (BASED ON THOSE WHO DONATED)



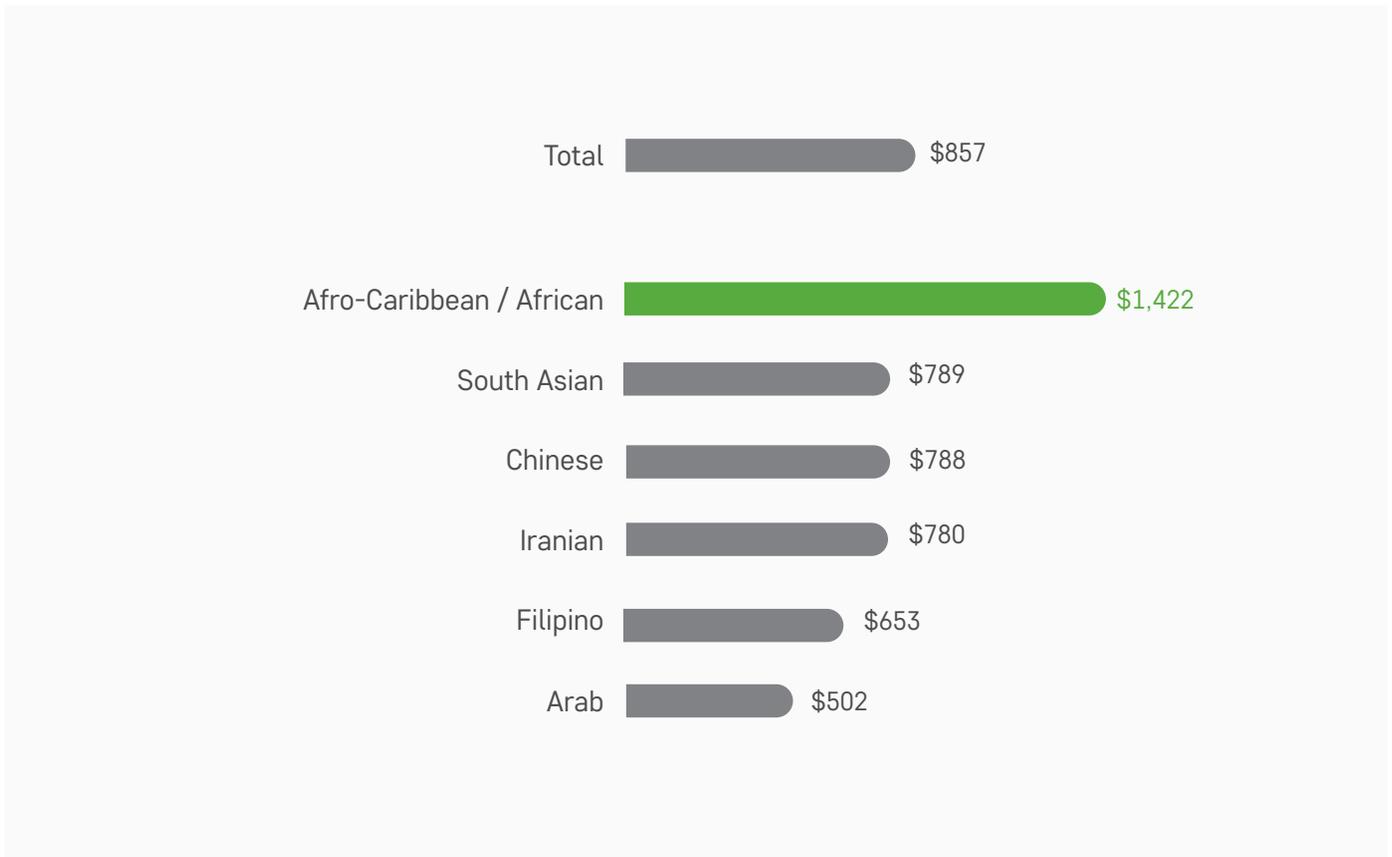
● significantly higher at the 0.05 significance level

C2A. Now I would like you to think about all your financial donations to charitable organizations (charities, nonprofits and foundations) in the past 12 months

How much money did you contribute, in total?

Base: Total sample (n=3,130), <3 Years (n=287), 3-5 Years, 6-10 Years (n=512), 10+ Years (n=870), First Generation (n=2,067), Born in Canada (n=1,063)

AVERAGE DONATION AMOUNT IN PAST 12 MONTHS: BY ETHNICITY (BASED ON THOSE WHO DONATED)



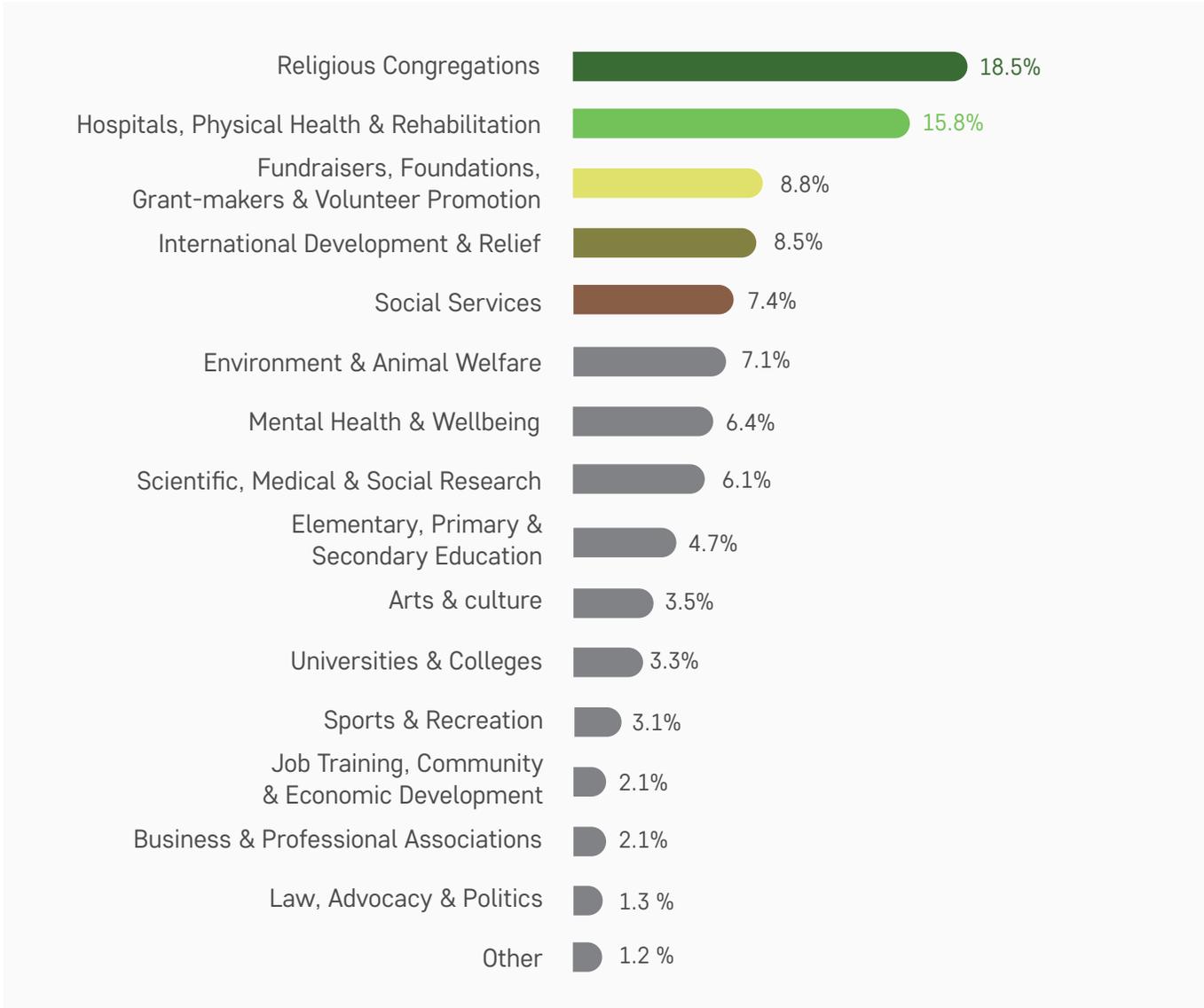
● significantly higher at the 0.05 significance level

C2A. Now I would like you to think about all your financial donations to charitable organizations (charities, nonprofits and foundations) in the past 12 months

How much money did you contribute, in total?

Base: Total sample (n=3,130), South Asian (n=1,000), Chinese (n=900), Afro-Caribbean / African (n=350), Filipino (n=380), Arab (n=250), Iranian (n=150)

SHARE OF THE DONATION PIE PER CAUSE



Top 5: Share of the Donation Pie Per Cause

- 18.5% ● Religious Congregations
- 15.8% ● Hospitals, Physical Health & Rehabilitation
- 8.8% ● Fundraisers, Foundations, Grant-makers & Volunteer Promotion
- 8.5% ● International Development & Relief
- 7.4% ● Social Services

C3. Thinking about all the donations you made in the past 12 months, what was the percentage what went to each cause?
 Base: Total sample who made any donation to any cause (n=2,110)

SHARE OF THE DONATION PIE PER CAUSE: BY CITY

	TOTAL	Vancouver	Calgary	Edmonton	Winnipeg	Toronto	Ottawa	Montreal	Halifax
Religious Congregations	18.5%	16.1%	22.5%	18.5%	16.1%	19.3%	18.1%	16.4%	17.0%
Hospitals, Physical Health & Rehabilitation	15.8%	18.7%	11.7%	14.6%	15.3%	7.1%	9.9%	12.8%	9.8%
Fundraisers, Foundations, Grant-makers & Volunteer Promotion	8.8%	8.1%	13.7%	6.6%	8.4%	8.4%	5.6%	10.6%	4.3%
International Development & Relief	8.5%	9.1%	11.0%	8.1%	5.6%	8.1%	7.8%	9.0%	7.3%
Social Services	7.4%	7.7%	7.5%	3.7%	9.2%	6.9%	18.9%	7.3%	19.0%
Environment & Animal Welfare	7.1%	9.7%	9.1%	5.5%	8.5%	6.2%	6.2%	6.8%	5.5%
Mental Health & Wellbeing	6.4%	6.3%	5.2%	7.3%	8.6%	6.3%	5.4%	6.9%	4.0%
Scientific, Medical & Social Research	6.1%	7.5%	3.7%	5.1%	6.0%	5.9%	4.5%	7.6%	5.2%

C3. Thinking about all the donations you made in the past 12 months, what was the percentage what went to each cause?

Base: Total sample who made any donation to cause (2,110)

SHARE OF THE DONATION PIE PER CAUSE: BY CITY (CONT.)

	TOTAL	Vancouver	Calgary	Edmonton	Winnipeg	Toronto	Ottawa	Montreal	Halifax
Elementary, Primary & Secondary Education	4.7%	4.3%	5.2%	6.9%	2.7%	4.4%	4.3%	5.2%	5.7%
Arts & culture	3.5%	2.6%	1.2%	6.6%	2.5%	3.7%	3.9%	3.7%	6.0%
Universities & Colleges	3.3%	2.4%	3.0%	2.5%	8.0%	3.7%	2.4%	3.0%	1.1%
Sports & Recreation	3.1%	2.5%	1.6%	3.3%	1.6%	3.1%	4.2%	4.3%	7.5%
Job Training, Community & Economic Development	2.1%	1.5%	1.2%	1.1%	2.8%	2.2%	4.4%	2.6%	3.1%
Business & Professional Associations	2.1%	1.7%	1.8%	7.3%	1.0%	1.7%	2.1%	1.6%	2.7%
Law, Advocacy & Politics	1.3%	0.7%	1.3%	1.7%	1.2%	1.4%	2.0%	1.1%	1.8%

C3. Thinking about all the donations you made in the past 12 months, what was the percentage what went to each cause?

Base: Total sample who made any donation to cause (2,110)

SHARE OF THE DONATION PIE PER CAUSE: BY GENDER AND AGE

	TOTAL	Male	Female	18-24	25-34	35-49	50-59	60+
Religious Congregations	18.5%	17.1%	19.8%	13.5%	17.3%	19.3%	23.6%	22.7%
Hospitals, Physical Health & Rehabilitation	15.8%	16.5%	15.4%	9.0%	14.9%	17.4%	20.1%	13.7%
Fundraisers, Foundations, Grant-makers & Volunteer Promotion	8.8%	9.0%	8.6%	8.2%	10.7%	6.9%	9.2%	16.1%
International Development & Relief	8.5%	7.8%	9.0%	7.6%	8.2%	9.2%	7.4%	10.8%
Social Services	7.4%	8.4%	6.5%	7.5%	6.8%	8.1%	6.9%	5.1%
Environment & Animal Welfare	7.1%	6.0%	7.9%	10.1%	7.0%	7.5%	3.7%	2.2%
Mental Health & Wellbeing	6.4%	6.7%	6.1%	8.6%	6.8%	6.0%	4.7%	5.9%
Scientific, Medical & Social Research	6.1%	5.6%	6.5%	4.8%	5.9%	5.9%	8.5%	6.8%

C3. Thinking about all the donations you made in the past 12 months, what was the percentage what went to each cause?
Base: Total sample who made any donation to cause (2,110)

SHARE OF THE DONATION PIE PER CAUSE: BY GENDER AND AGE (CONT.)

	TOTAL	Male	Female	18-24	25-34	35-49	50-59	60+
Elementary, Primary & Secondary Education	4.7%	4.9%	4.5%	4.1%	4.9%	5.0%	3.8%	4.0%
Arts & culture	3.5%	3.5%	3.5%	6.7%	3.6%	3.0%	2.5%	2.3%
Universities & Colleges	3.3%	3.3%	3.4%	5.9%	3.9%	2.4%	2.7%	2.4%
Sports & Recreation	3.1%	3.8%	2.6%	4.6%	3.5%	2.8%	1.8%	0.3%
Job Training, Community & Economic Development	2.1%	2.2%	2.0%	3.8%	2.1%	2.0%	1.3%	0.2%
Business & Professional Associations	2.1%	2.5%	1.8%	2.5%	2.5%	1.9%	0.9%	1.8%
Law, Advocacy & Politics	1.3%	1.5%	1.1%	2.2%	1.4%	1.0%	1.0%	1.1%

C3. Thinking about all the donations you made in the past 12 months, what was the percentage what went to each cause?

Base: Total sample who made any donation to cause (2,110)

SHARE OF THE DONATION PIE PER CAUSE: BY TENURE IN CANADA

	TOTAL	Less Than 3 Years	3-5 Years	6-10 Years	10+ Years	First Generation	Born in Canada
Religious Congregations	18.5%	21.0%	20.3%	18.3%	23.3%	21.4%	14.0%
Hospitals, Physical Health & Rehabilitation	15.8%	10.8%	14.0%	16.1%	16.5%	15.4%	16.5%
Fundraisers, Foundations, Grant-makers & Volunteer Promotion	8.8%	9.0%	8.7%	7.6%	8.2%	8.3%	9.7%
International Development & Relief	8.5%	6.5%	7.6%	6.6%	9.2%	8.1%	9.2%
Social Services	7.4%	10.8%	8.5%	8.3%	8.2%	8.5%	5.5%
Environment & Animal Welfare	7.1%	4.4%	5.9%	5.7%	6.3%	5.9%	9.0%
Mental Health & Wellbeing	6.4%	4.4%	5.6%	6.5%	5.1%	5.4%	8.0%
Scientific, Medical & Social Research	6.1%	5.3%	4.2%	6.4%	6.1%	5.8%	6.6%

C3. Thinking about all the donations you made in the past 12 months, what was the percentage what went to each cause?

Base: Total sample who made any donation to cause (2,110)

SHARE OF THE DONATION PIE PER CAUSE: BY TENURE IN CANADA (CONT.)

	TOTAL	Less Than 3 Years	3-5 Years	6-10 Years	10+ Years	First Generation	Born in Canada
Elementary, Primary & Secondary Education	4.7%	5.0%	5.8%	5.3%	4.6%	5.0%	4.2%
Arts & culture	3.5%	3.4%	5.5%	3.9%	2.0%	3.1%	4.2%
Universities & Colleges	3.3%	8.9%	5.6%	2.9%	2.0%	3.5%	3.1%
Sports & Recreation	3.1%	3.4%	2.0%	4.7%	2.2%	2.9%	3.4%
Job Training, Community & Economic Development	2.1%	2.2%	2.4%	3.6%	1.8%	2.4%	1.7%
Business & Professional Associations	2.1%	3.4%	2.3%	1.5%	1.8%	2.0%	2.3%
Law, Advocacy & Politics	1.3%	0.8%	1.2%	1.6%	0.7%	1.0%	1.7%

C3. Thinking about all the donations you made in the past 12 months, what was the percentage what went to each cause?

Base: Total sample who made any donation to cause (2,110)

SHARE OF THE DONATION PIE PER CAUSE: BY ETHNICITY

	TOTAL	South Asian	Chinese	Afro-Caribbean / African	Filipino	Arab	Iranian
Religious Congregations	18.5%	19.1%	11.0%	25.1%	24.8%	21.8%	11.3%
Hospitals, Physical Health & Rehabilitation	15.8%	16.1%	21.0%	9.7%	14.6%	10.3%	18.3%
Fundraisers, Foundations, Grant-makers & Volunteer Promotion	8.8%	8.3%	8.3%	12.2%	8.3%	7.9%	5.4%
International Development & Relief	8.5%	7.3%	10.3%	7.7%	7.9%	8.7%	11.8%
Social Services	7.4%	7.3%	5.8%	7.2%	7.4%	9.3%	16.2%
Environment & Animal Welfare	7.1%	6.8%	10.0%	3.0%	8.8%	5.5%	4.1%
Mental Health & Wellbeing	6.4%	6.2%	6.6%	7.3%	4.5%	7.3%	7.0%
Scientific, Medical & Social Research	6.1%	5.7%	8.5%	4.8%	3.5%	6.8%	5.6%

C3. Thinking about all the donations you made in the past 12 months, what was the percentage what went to each cause?

Base: Total sample who made any donation to cause (2,110)

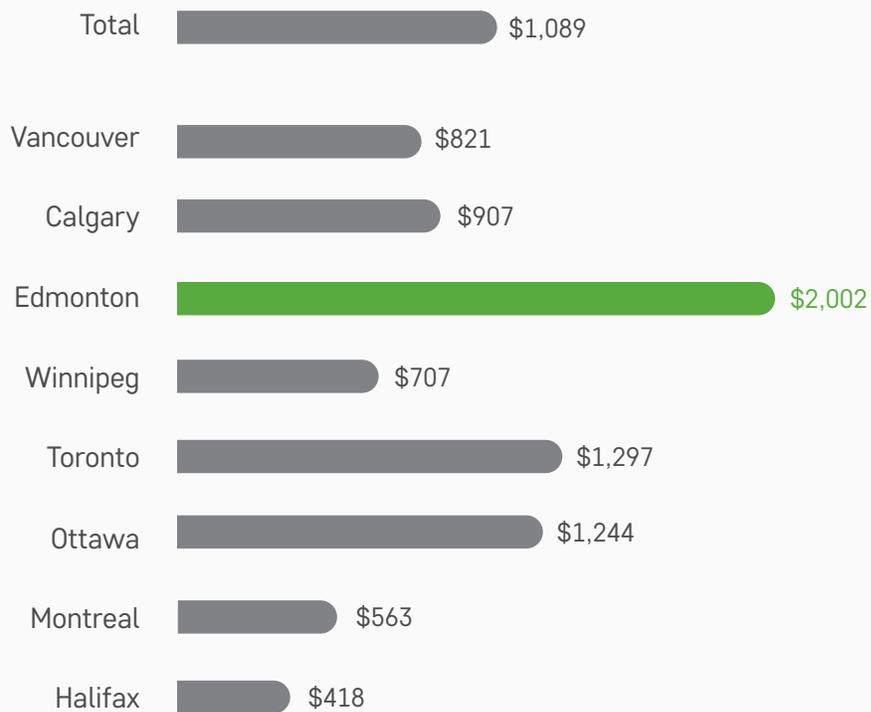
SHARE OF THE DONATION PIE PER CAUSE: BY ETHNICITY (CONT.)

	TOTAL	South Asian	Chinese	Afro-Caribbean / African	Filipino	Arab	Iranian
Elementary, Primary & Secondary Education	4.7%	4.8%	5.0%	4.5%	4.2%	4.3%	4.0%
Arts & culture	3.5%	3.3%	3.3%	5.9%	2.7%	2.6%	0.7%
Universities & Colleges	3.3%	4.5%	2.6%	2.2%	2.8%	4.6%	3.9%
Sports & Recreation	3.1%	2.8%	2.5%	3.2%	4.1%	4.5%	3.3%
Job Training, Community & Economic Development	2.1%	2.8%	1.5%	1.6%	1.7%	2.7%	2.8%
Business & Professional Associations	2.1%	1.9%	2.2%	2.7%	2.2%	1.2%	1.5%
Law, Advocacy & Politics	1.3%	1.5%	0.8%	1.4%	1.6%	1.3%	1.0%

C3. Thinking about all the donations you made in the past 12 months, what was the percentage what went to each cause?

Base: Total sample who made any donation to cause (2,110)

AVERAGE AMOUNT SENT TO FAMILY OVERSEAS IN PAST 12 MONTHS: BY CITY

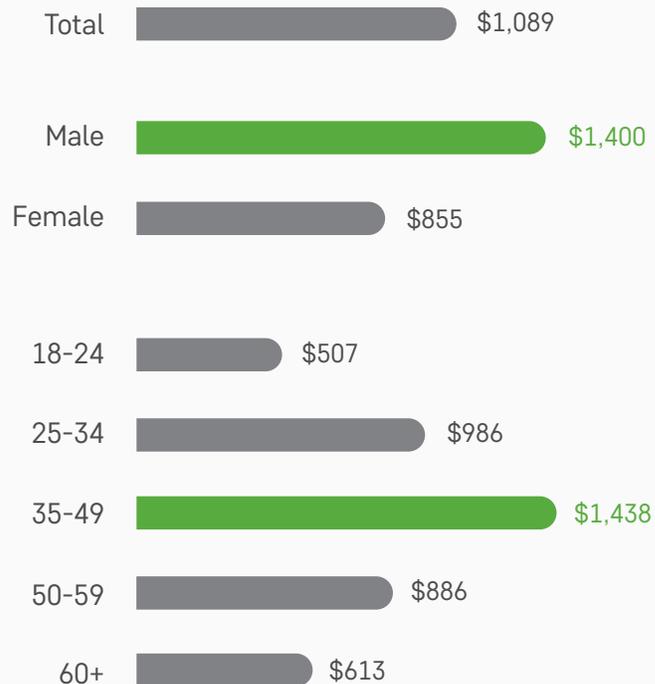


● significantly higher at the 0.05 significance level

D2A. How much money did you send to your family or friends overseas in the past 12 months?

Base: Total sample (n=3,130), Vancouver (n=817), Calgary (n=130), Edmonton (n=125), Winnipeg (n=107), Toronto (n=1160), Ottawa (n=249), Montreal (n=346), Halifax (n=65)

AVERAGE AMOUNT SENT TO FAMILY OVERSEAS IN PAST 12 MONTHS: BY GENDER AND AGE

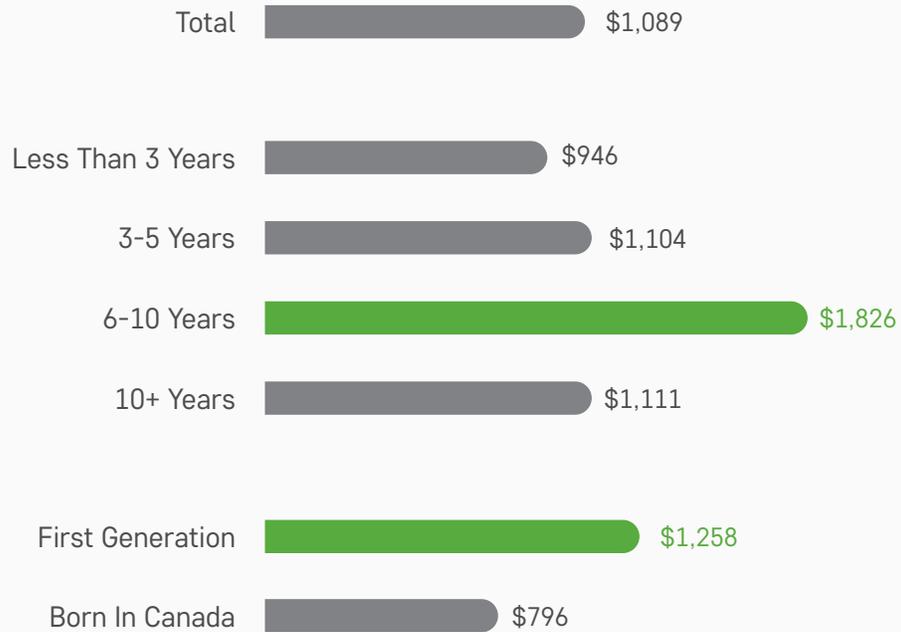


● significantly higher at the 0.05 significance level

D2A. How much money did you send to your family or friends overseas in the past 12 months?

Base: Total sample (n=3,130), Male (n=1401), Female (n=1720), 18-24 (n=375), 25-34 (n=997), 35-49 (n=1312), 50-59 (n=376), 60+ (n=70)

AVERAGE AMOUNT SENT TO FAMILY OVERSEAS IN PAST 12 MONTHS: BY TENURE IN CANADA

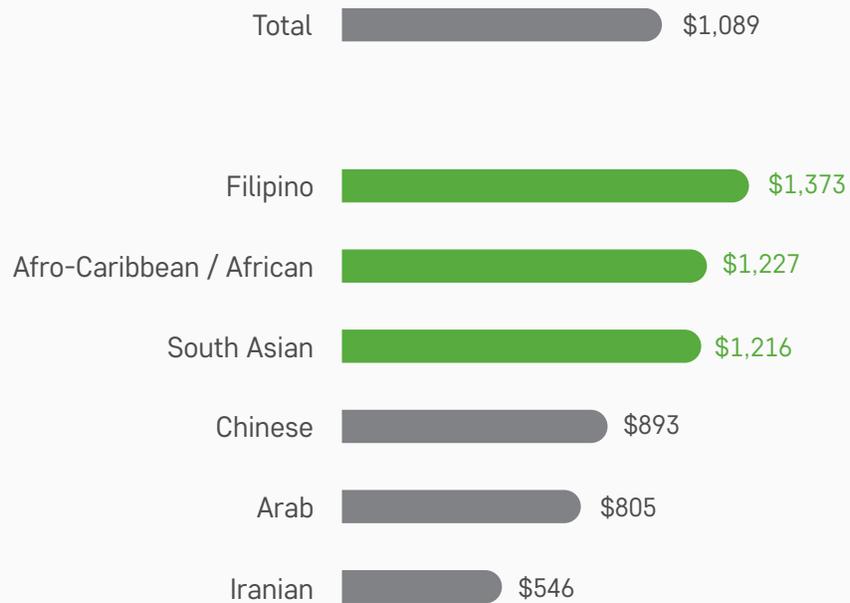


● significantly higher at the 0.05 significance level

D2A. How much money did you send to your family or friends overseas in the past 12 months?

Base: Total sample (n=3,130), <3 Years (n=287), 3-5 Years (n=398), 6-10 Years (n=512), 10+ Years (n=870), First Generation (n=2,067), Born in Canada (n=1,063)

AVERAGE AMOUNT SENT TO FAMILY OVERSEAS IN PAST 12 MONTHS: BY ETHNICITY

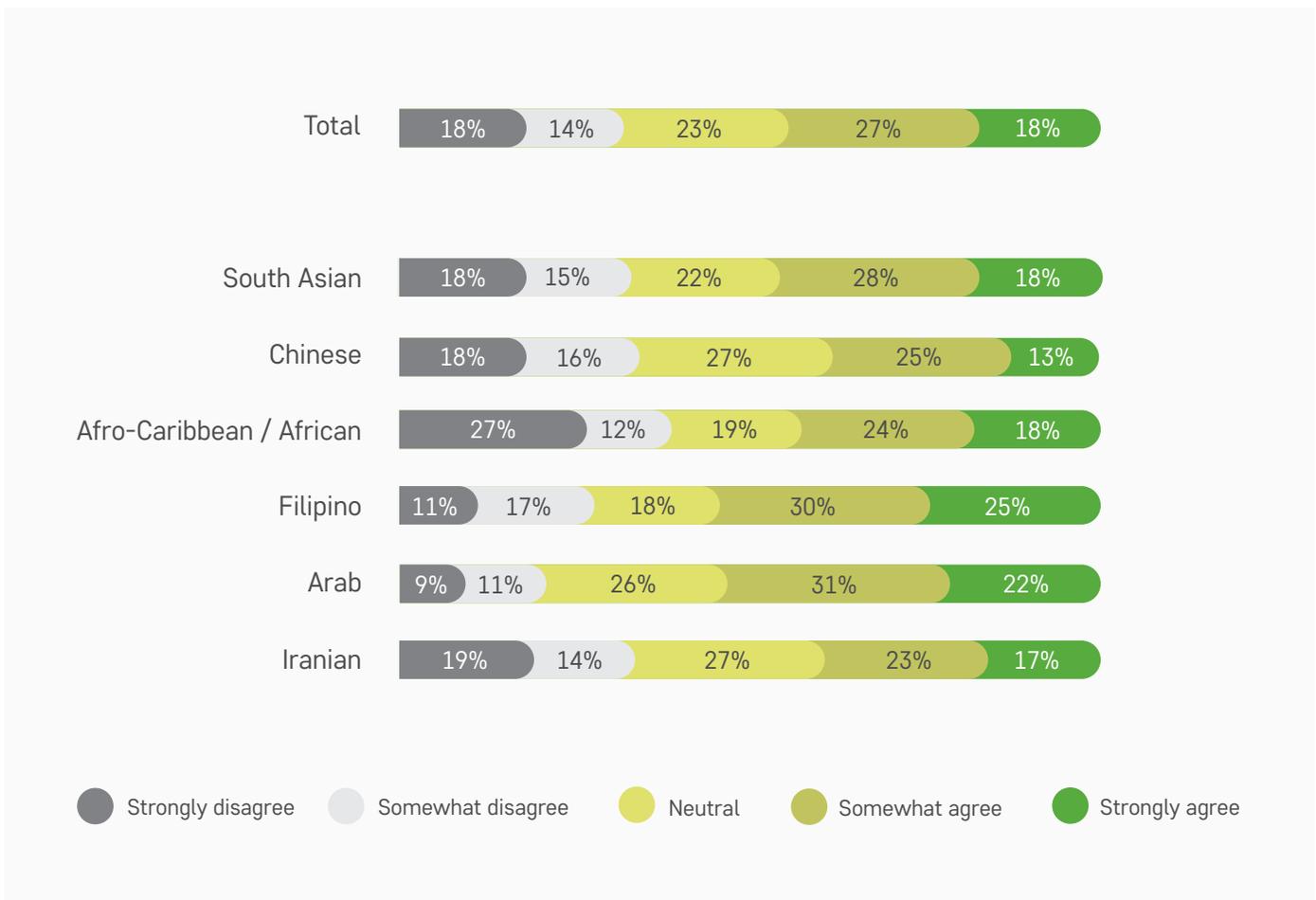


● significantly higher at the 0.05 significance level

D2A. How much money did you send to your family or friends overseas in the past 12 months?

Base: Total sample (n=3,130), South Asian (n=1,000), Chinese (n=900), Afro-Caribbean / African (n=350), Filipino (n=380), Arab (n=250), Iranian (n=150)

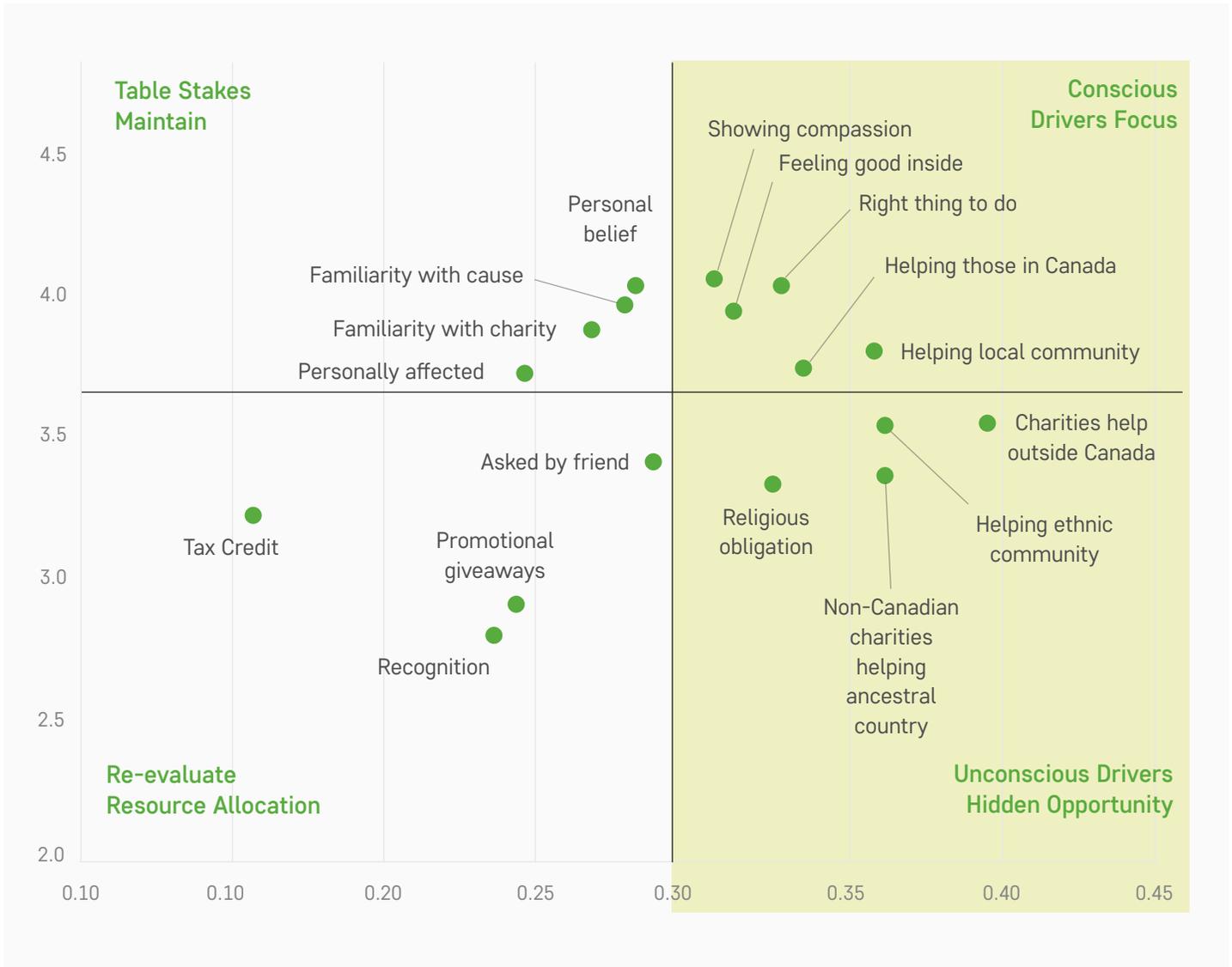
AGREES WITH STATEMENT: I CONSIDER SENDING MONEY TO FAMILY OVERSEAS THE SAME THING AS DONATING MONEY TO A CHARITABLE ORGANIZATION (5-Point Scale)



D3. How much do you agree or disagree with the following statement?
 Base: Total sample who did money remittance (n=2,059)

DERIVED VS STATED IMPORTANCE

Multicultural Canadians are motivated to donate more money for charities that help those in need who are living in Canada as well as those outside Canada



NOTE: Y-Axis: 5 point agreement scale to the question: (E2) How important are each of the following factors when you are deciding to support a given charitable organization?

X-Axis: Correlation coefficient for each of the listed statements to the statement "I would like to do more for charitable organizations by donating more money." Showing Spearman correlation to statement: "I would like to do more for charitable organizations by donating more money." In general, coefficients higher than 0.300 are considered to be very significant. Please see page 97 for the exact Spearman correlation coefficients.

E2. How important are each of the following factors when you are deciding to support a given charitable organization?

Base: Total sample (n=3,130)

TOP 5 MOTIVATIONAL DRIVERS TO DONATING MORE MONEY: “THINK LOCAL – ACT GLOBAL”

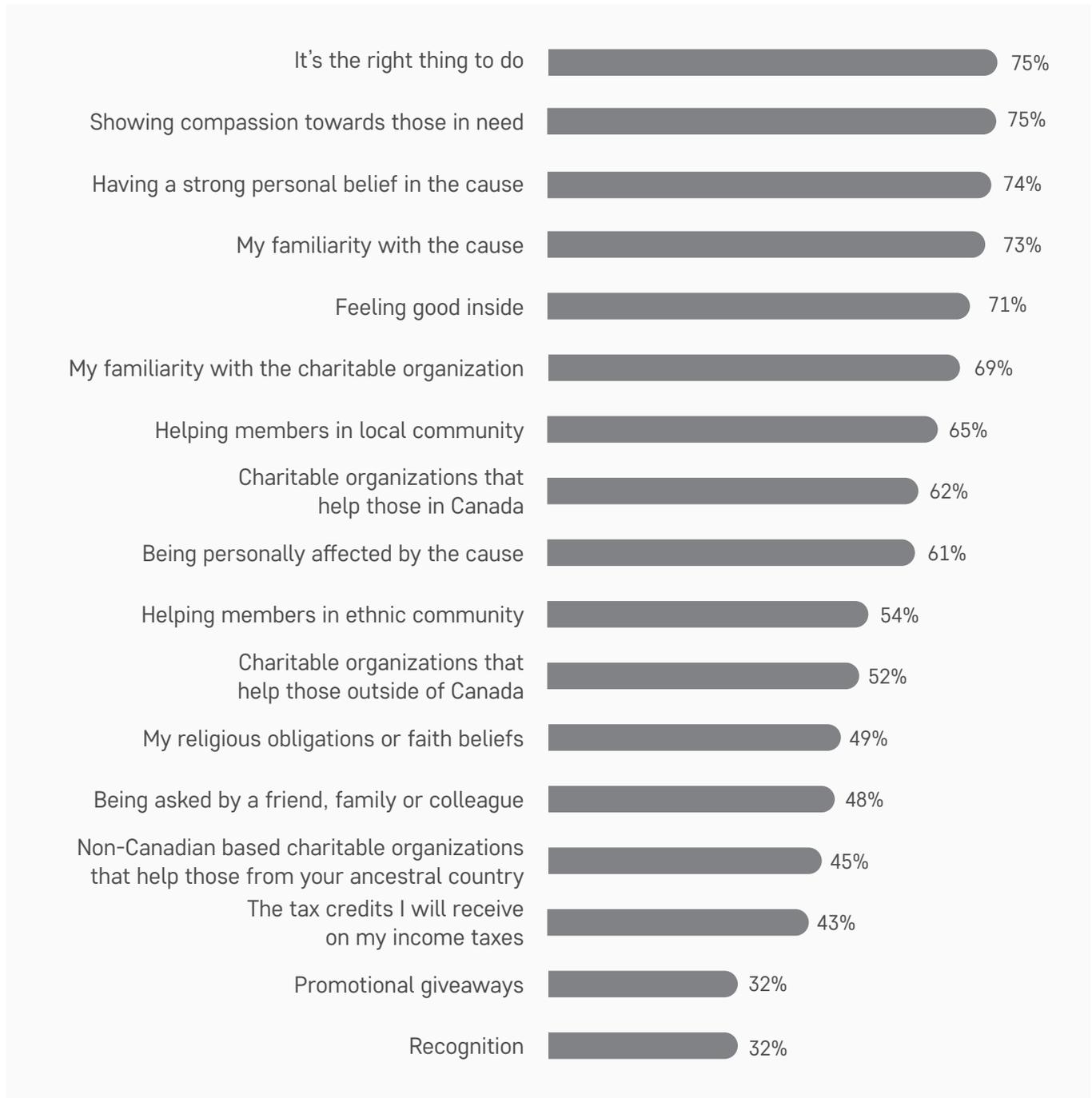
0.385	Charities that help those outside of Canada
0.362	Non-Canadian based charities that help those from your ancestral community
0.359	Helping members in my ethnic community
0.352	Helping members in my local community
0.327	Charities that help in Canada

NOTE: Showing Spearman correlation to statement: “I would like to do more for charitable organizations by donating more money.” In general, coefficients higher than 0.300 are considered to be very significant.

E2. How important are each of the following factors when you are deciding to support a given charitable organization?
Base: Total sample (n=3,130)

MOTIVATIONAL DRIVERS TO GIVING

% Viewing driver as important: Top 2 Box on 5 Point Scale



E2. How important are each of the following factors when you are deciding to support a given charitable organization?
 Base: Total sample (n=3,130)

MOTIVATIONAL DRIVERS TO GIVING: BY CITY

% Viewing driver as important: Top 2 Box on 5 Point Scale

	TOTAL	Vancouver	Calgary	Edmonton	Winnipeg	Toronto	Ottawa	Montreal	Halifax
It's the right thing to do	75%	72%	86%	81%	73%	78%	62%	70%	65%
Showing compassion towards those in need	75%	70%	81%	81%	72%	78%	63%	72%	70%
Having a strong personal belief in the cause	74%	70%	80%	85%	67%	77%	55%	70%	71%
My familiarity with the cause	73%	70%	75%	72%	70%	77%	55%	69%	67%
Feeling good inside	71%	67%	75%	82%	63%	73%	61%	66%	68%
My familiarity with the charitable organization	69%	65%	70%	66%	65%	72%	57%	65%	67%
Helping members in local community	65%	61%	71%	67%	72%	66%	58%	61%	69%

● significantly higher vs. the total at the 0.05 significance level ● significantly lower vs. the total at the 0.05 significance level

E2. How important are each of the following factors when you are deciding to support a given charitable organization?

Base: Total sample (n=3,130), Vancouver (n=817), Calgary (n=130), Edmonton (n=125), Winnipeg (n=107), Toronto (n=1,160), Ottawa (n=249), Montreal (n=346), Halifax (n=65)

MOTIVATIONAL DRIVERS TO GIVING: BY CITY (CONT.)

% Viewing driver as important: Top 2 Box on 5 Point Scale

	TOTAL	Vancouver	Calgary	Edmonton	Winnipeg	Toronto	Ottawa	Montreal	Halifax
Charitable organizations that help those in Canada	62%	60%	66%	70%	54%	63%	53%	56%	63%
Being personally affected by the cause	61%	61%	65%	64%	65%	63%	46%	58%	59%
Helping members in ethnic community	54%	48%	57%	58%	51%	54%	54%	51%	62%
Charitable organizations that help those outside of Canada	52%	51%	54%	60%	55%	52%	53%	45%	58%
My religious obligations or faith beliefs	49%	44%	53%	54%	53%	49%	49%	48%	54%
Being asked by a friend, family or colleague	48%	44%	47%	44%	45%	50%	46%	49%	65%

 significantly lower vs. the total at the 0.05 significance level

E2. How important are each of the following factors when you are deciding to support a given charitable organization?

Base: Total sample (n=3,130), Vancouver (n=817), Calgary (n=130), Edmonton (n=125), Winnipeg (n=107), Toronto (n=1,160), Ottawa (n=249), Montreal (n=346), Halifax (n=65)

MOTIVATIONAL DRIVERS TO GIVING: BY CITY (CONT.)

% Viewing driver as important: Top 2 Box on 5 Point Scale

	TOTAL	Vancouver	Calgary	Edmonton	Winnipeg	Toronto	Ottawa	Montreal	Halifax
Non-Canadian based charitable organizations that help those from your ancestral country	45%	44%	41%	54%	46%	44%	48%	46%	50%
The tax credits I will receive on my income taxes	43%	44%	41%	46%	36%	43%	44%	43%	52%
Promotional giveaways	32%	32%	35%	28%	33%	31%	41%	30%	47%
Recognition	32%	33%	30%	30%	28%	30%	33%	34%	42%

 significantly higher vs. the total at the 0.05 significance level

C3. Thinking about all the donations you made in the past 12 months, what was the percentage what went to each cause?

Base: Total sample who made any donation to cause (2,110)

MOTIVATIONAL DRIVERS TO GIVING: BY GENDER AND AGE

% Viewing driver as important: Top 2 Box on 5 Point Scale

	TOTAL	Male	Female	18-24	25-34	35-49	50-59	60+
It's the right thing to do	75%	76%	75%	74%	73%	76%	81%	64%
Showing compassion towards those in need	75%	72%	78%	74%	74%	75%	78%	75%
Having a strong personal belief in the cause	74%	72%	76%	72%	74%	74%	76%	78%
My familiarity with the cause	73%	70%	75%	71%	72%	74%	75%	83%
Feeling good inside	71%	68%	73%	70%	69%	73%	74%	55%
My familiarity with the charitable organization	69%	67%	70%	67%	65%	71%	71%	73%
Helping members in local community	65%	64%	66%	64%	65%	65%	65%	64%
Charitable organizations that help those in Canada	62%	61%	62%	57%	58%	63%	70%	66%
Being personally affected by the cause	61%	61%	62%	61%	61%	62%	63%	58%

 significantly higher vs. the total at the 0.05 significance level

E2. How important are each of the following factors when you are deciding to support a given charitable organization?
 Base: Total sample (n=3,130), Male (n=1,401), Female (n=1,720), 18-24 (n=375), 25-34 (n=997), 35-49 (n=1,312), 50-59 (n=376), 60+ (n=70)

MOTIVATIONAL DRIVERS TO GIVING: BY GENDER AND AGE (CONT.)

% Viewing driver as important: Top 2 Box on 5 Point Scale

	TOTAL	Male	Female	18-24	25-34	35-49	50-59	60+
Helping members in ethnic community	54%	52%	55%	57%	54%	52%	55%	35%
Charitable organizations that help those outside of Canada	52%	53%	52%	56%	52%	51%	53%	55%
My religious obligations or faith beliefs	49%	50%	48%	46%	47%	51%	53%	35%
Being asked by a friend, family or colleague	48%	49%	48%	43%	49%	50%	45%	40%
Non-Canadian based charitable organizations that help those from your ancestral country	45%	45%	45%	47%	46%	45%	45%	30%
The tax credits I will receive on my income taxes	43%	48%	40%	34%	43%	47%	47%	30%
Promotional giveaways	32%	37%	28%	32%	34%	32%	28%	16%
Recognition	32%	36%	28%	27%	35%	32%	29%	13%



significantly higher vs. the total at the 0.05 significance level



significantly lower vs. the total at the 0.05 significance level

E2. How important are each of the following factors when you are deciding to support a given charitable organization?

Base: Total sample (n=3,130), Male (n=1,401), Female (n=1,720), 18-24 (n=375), 25-34 (n=997), 35-49 (n=1,312), 50-59 (n=376), 60+ (n=70)

MOTIVATIONAL DRIVERS TO GIVING: BY TENURE IN CANADA

% Viewing driver as important: Top 2 Box on 5 Point Scale

	TOTAL	Less Than 3 Years	3-5 Years	6-10 Years	10+ Years	First Generation	Born in Canada
It's the right thing to do	75%	77%	66%	75%	78%	75%	75%
Showing compassion towards those in need	75%	76%	65%	72%	80%	75%	75%
Having a strong personal belief in the cause	74%	70%	67%	72%	78%	73%	76%
My familiarity with the cause	73%	66%	65%	73%	76%	72%	74%
Feeling good inside	71%	73%	66%	74%	72%	72%	69%
My familiarity with the charitable organization	69%	67%	60%	67%	71%	68%	70%
Helping members in local community	65%	67%	66%	66%	64%	65%	65%
Charitable organizations that help those in Canada	62%	61%	60%	61%	63%	62%	62%
Being personally affected by the cause	61%	57%	55%	59%	64%	60%	63%

● significantly higher vs. the total at the 0.05 significance level ● significantly lower vs. the total at the 0.05 significance level

E2. How important are each of the following factors when you are deciding to support a given charitable organization?

Base: Total sample (n=3,130), <3 Years (n=287), 3-5 Years (n=398), 6-10 Years (n=512), 10+ Years (n=870), First Generation (n=2,067), Born in Canada (n=1,063)

MOTIVATIONAL DRIVERS TO GIVING: BY TENURE IN CANADA (CONT.)

% Viewing driver as important: Top 2 Box on 5 Point Scale

	TOTAL	Less Than 3 Years	3-5 Years	6-10 Years	10+ Years	First Generation	Born in Canada
Helping members in ethnic community	54%	59%	56%	58%	50%	54%	53%
Charitable organizations that help those outside of Canada	52%	61%	58%	54%	45%	52%	53%
My religious obligations or faith beliefs	49%	50%	56%	54%	48%	51%	46%
Being asked by a friend, family or colleague	48%	49%	52%	53%	42%	47%	50%
Non-Canadian based charitable organizations that help those from your ancestral country	45%	52%	57%	48%	42%	47%	42%
The tax credits I will receive on my income taxes	43%	36%	48%	48%	39%	42%	46%
Promotional giveaways	32%	38%	40%	36%	25%	32%	32%
Recognition	32%	34%	43%	40%	22%	32%	31%

● significantly higher vs. the total at the 0.05 significance level ● significantly lower vs. the total at the 0.05 significance level

E2. How important are each of the following factors when you are deciding to support a given charitable organization?

Base: Total sample (n=3,130), <3 Years (n=287), 3-5 Years (n=398), 6-10 Years (n=512), 10+ Years (n=870),

First Generation (n=2,067), Born in Canada (n=1,063)

MOTIVATIONAL DRIVERS TO GIVING: BY ETHNICITY

% Viewing driver as important: Top 2 Box on 5 Point Scale

	TOTAL	South Asian	Chinese	Afro-Caribbean / African	Filipino	Arab	Iranian
It's the right thing to do	75%	78%	71%	76%	82%	70%	71%
Showing compassion towards those in need	75%	77%	71%	78%	81%	70%	67%
Having a strong personal belief in the cause	74%	76%	71%	77%	81%	71%	66%
My familiarity with the cause	73%	75%	70%	73%	79%	70%	70%
Feeling good inside	71%	74%	66%	71%	77%	68%	64%
My familiarity with the charitable organization	69%	72%	67%	65%	75%	64%	67%
Helping members in local community	65%	69%	57%	68%	69%	65%	60%
Charitable organizations that help those in Canada	62%	65%	58%	58%	70%	63%	50%
Being personally affected by the cause	61%	60%	60%	61%	72%	58%	56%

● significantly higher vs. the total at the 0.05 significance level ● significantly lower vs. the total at the 0.05 significance level

E2. How important are each of the following factors when you are deciding to support a given charitable organization?
 Base: Total sample (n=3,130), South Asian (n=1,000), Chinese (n=900), Afro-Caribbean / African (n=350), Filipino (n=380), Arab (n=250), Iranian (n=150)

MOTIVATIONAL DRIVERS TO GIVING: BY ETHNICITY (CONT.)

% Viewing driver as important: Top 2 Box on 5 Point Scale

	TOTAL	South Asian	Chinese	Afro-Caribbean / African	Filipino	Arab	Iranian
Helping members in ethnic community	54%	59%	39%	63%	64%	51%	43%
Charitable organizations that help those outside of Canada	52%	59%	44%	49%	66%	48%	36%
My religious obligations or faith beliefs	49%	53%	33%	56%	62%	57%	35%
Being asked by a friend, family or colleague	48%	52%	43%	44%	56%	51%	49%
Non-Canadian based charitable organizations that help those from your ancestral country	45%	50%	31%	49%	61%	49%	36%
The tax credits I will receive on my income taxes	43%	41%	44%	40%	54%	42%	45%
Promotional giveaways	32%	35%	27%	28%	40%	35%	30%
Recognition	32%	33%	25%	29%	39%	38%	40%

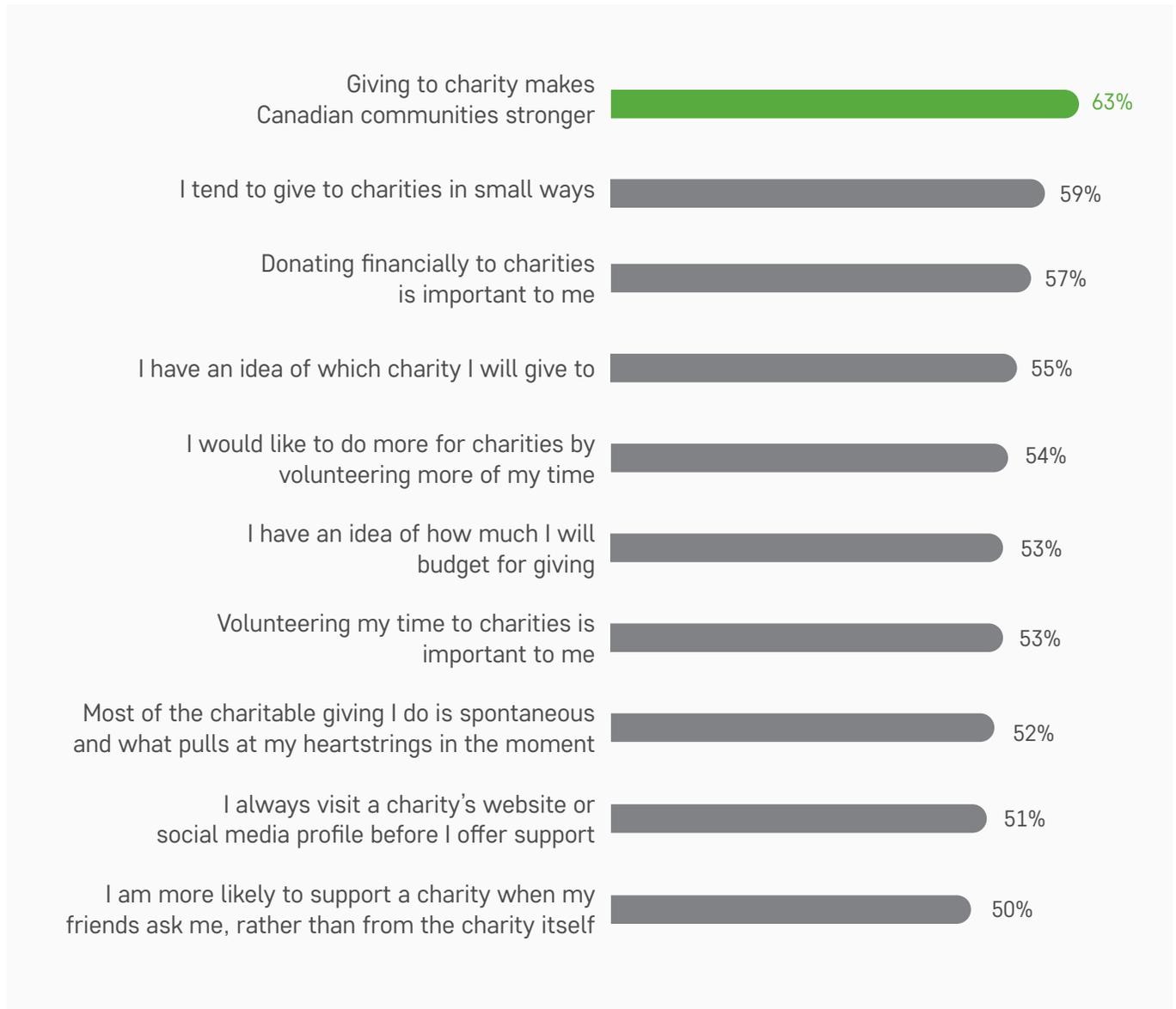
● significantly higher vs. the total at the 0.05 significance level ● significantly lower vs. the total at the 0.05 significance level

E2. How important are each of the following factors when you are deciding to support a given charitable organization?

Base: Total sample (n=3,130), South Asian (n=1,000), Chinese (n=900), Afro-Caribbean / African (n=350), Filipino (n=380), Arab (n=250), Iranian (n=150)

ATTITUDES TOWARDS CHARITABLE GIVING

% Agreeing with Statement: Top 2 Box on 5 Point Scale



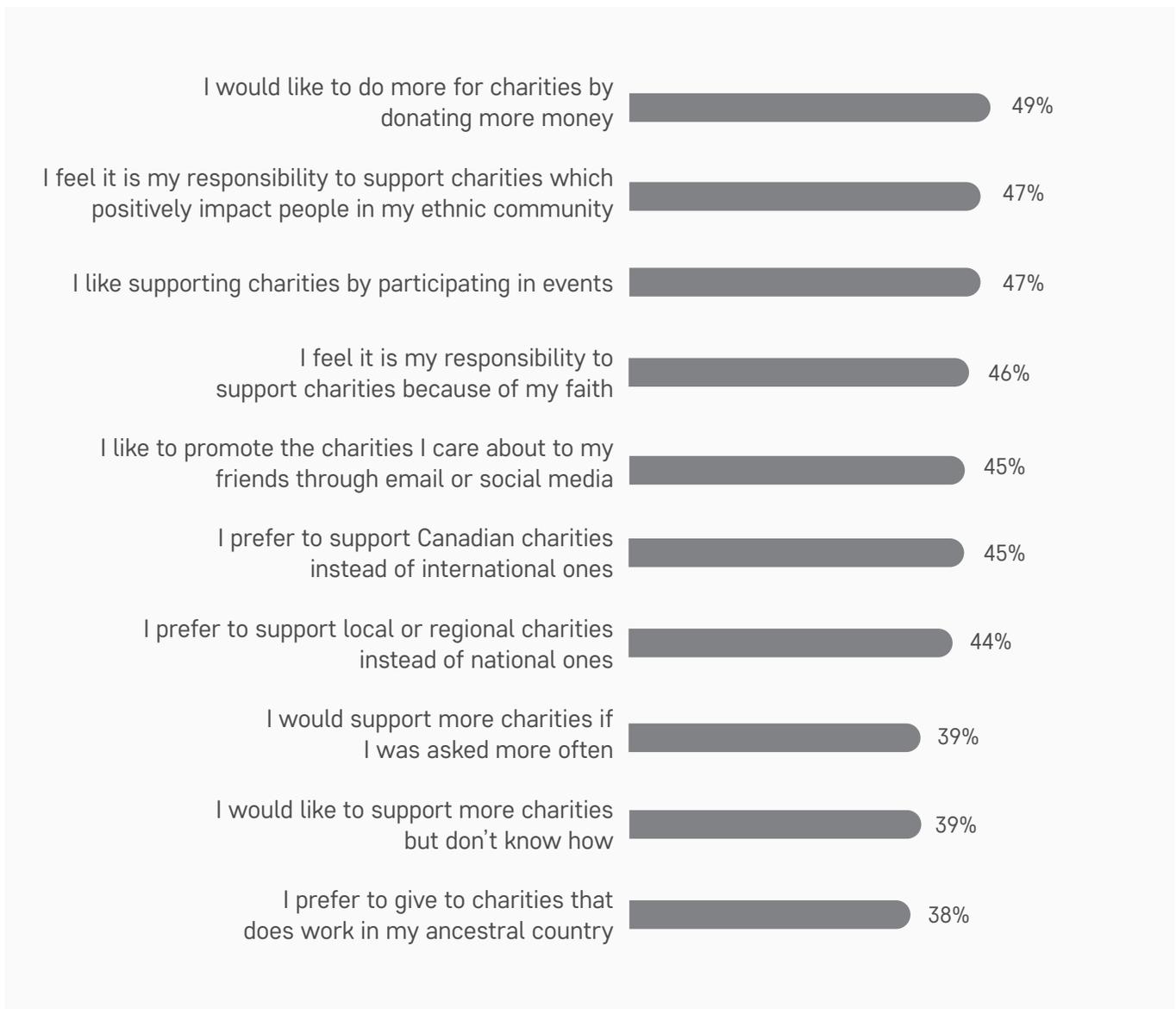
● significantly higher at the 0.05 significance level

F1. Now you will be shown several statements relating to charitable organizations, in general. please indicate how much you agree or disagree using the 5-point scale

Base: Total sample (n=3,130), Vancouver (n=817), Calgary (n=130), Edmonton (n=125), Winnipeg (n=107), Toronto (n=1,160), Ottawa (n=249), Montreal (n=346), Halifax (n=65)

ATTITUDES TOWARDS CHARITABLE GIVING (CONT.)

% Agreeing with Statement: Top 2 Box on 5 Point Scale



F1. Now you will be shown several statements relating to charitable organizations, in general. please indicate how much you agree or disagree using the 5-point scale

Base: Total sample (n=3,130), Vancouver (n=817), Calgary (n=130), Edmonton (n=125), Winnipeg (n=107), Toronto (n=1,160), Ottawa (n=249), Montreal (n=346), Halifax (n=65)

ATTITUDES TOWARDS CHARITABLE GIVING: BY CITY

% Agreeing with Statement: Top 2 Box on 5 Point Scale

	TOTAL	Vancouver	Calgary	Edmonton	Winnipeg	Toronto	Ottawa	Montreal	Halifax
Giving to charity makes Canadian communities stronger	63%	58%	69%	72%	69%	66%	58%	58%	65%
I tend to give to charities in small ways	59%	54%	65%	58%	70%	60%	49%	59%	57%
Donating financially to charities is important to me	57%	53%	61%	62%	52%	59%	49%	57%	45%
I have an idea of which charity I will give to	55%	51%	54%	65%	57%	57%	48%	52%	49%
I would like to do more for charities by volunteering more of my time	54%	49%	49%	61%	59%	56%	47%	54%	59%

● significantly higher vs. the total at the 0.05 significance level ● significantly lower vs. the total at the 0.05 significance level

F1. Now you will be shown several statements relating to charitable organizations, in general. please indicate how much you agree or disagree using the 5-point scale

Base: Total sample (n=3,130), Vancouver (n=817), Calgary (n=130), Edmonton (n=125), Winnipeg (n=107), Toronto (n=1,160), Ottawa (n=249), Montreal (n=346), Halifax (n=65)

ATTITUDES TOWARDS CHARITABLE GIVING: BY CITY (CONT.)

% Agreeing with Statement: Top 2 Box on 5 Point Scale

	TOTAL	Vancouver	Calgary	Edmonton	Winnipeg	Toronto	Ottawa	Montreal	Halifax
I have an idea of how much I will budget for giving	53%	49%	47%	67%	61%	56%	41%	48%	52%
Volunteering my time to charities is important to me	53%	48%	56%	53%	60%	54%	51%	48%	62%
Most of the charitable giving I do is spontaneous and what pulls at my heartstrings in the moment	52%	50%	56%	47%	49%	51%	45%	57%	67%
I always visit a charity's website or social media profile before I offer support	51%	49%	53%	52%	47%	52%	51%	49%	50%
I am more likely to support a charity when my friends ask me, rather than from the charity itself	50%	48%	53%	53%	47%	51%	49%	46%	58%

● significantly higher vs. the total at the 0.05 significance level ● significantly lower vs. the total at the 0.05 significance level

F1. Now you will be shown several statements relating to charitable organizations, in general. please indicate how much you agree or disagree using the 5-point scale

Base: Total sample (n=3,130), Vancouver (n=817), Calgary (n=130), Edmonton (n=125), Winnipeg (n=107), Toronto (n=1,160), Ottawa (n=249), Montreal (n=346), Halifax (n=65)

ATTITUDES TOWARDS CHARITABLE GIVING: BY CITY (CONT.)

% Agreeing with Statement: Top 2 Box on 5 Point Scale

	TOTAL	Vancouver	Calgary	Edmonton	Winnipeg	Toronto	Ottawa	Montreal	Halifax
I would like to do more for charities by donating more money	49%	45%	49%	50%	49%	51%	43%	49%	51%
I feel it is my responsibility to support charities which positively impact people in my ethnic community	47%	42%	39%	40%	52%	50%	45%	50%	65%
I like supporting charities by participating in events	47%	46%	47%	51%	44%	47%	49%	45%	63%
I feel it is my responsibility to support charities because of my faith	46%	40%	45%	53%	55%	47%	40%	43%	53%
I like to promote the charities I care about to my friends through email or social media	45%	43%	43%	43%	55%	45%	44%	43%	61%

● significantly higher vs. the total at the 0.05 significance level ● significantly lower vs. the total at the 0.05 significance level

F1. Now you will be shown several statements relating to charitable organizations, in general. please indicate how much you agree or disagree using the 5-point scale

Base: Total sample (n=3,130), Vancouver (n=817), Calgary (n=130), Edmonton (n=125), Winnipeg (n=107), Toronto (n=1,160), Ottawa (n=249), Montreal (n=346), Halifax (n=65)

ATTITUDES TOWARDS CHARITABLE GIVING: BY CITY (CONT.)

% Agreeing with Statement: Top 2 Box on 5 Point Scale

	TOTAL	Vancouver	Calgary	Edmonton	Winnipeg	Toronto	Ottawa	Montreal	Halifax
I prefer to support Canadian charities instead of international ones	45%	44%	48%	47%	45%	45%	45%	43%	52%
I prefer to support local or regional charities instead of national ones	44%	43%	44%	48%	43%	43%	44%	44%	54%
I would support more charities if I was asked more often	39%	38%	39%	33%	53%	38%	46%	40%	52%
I would like to support more charities but don't know how	39%	36%	32%	36%	39%	41%	42%	40%	54%
I prefer to give to charities that does work in my ancestral country	38%	35%	36%	40%	41%	38%	47%	36%	63%

● significantly higher vs. the total at the 0.05 significance level ● significantly lower vs. the total at the 0.05 significance level

F1. Now you will be shown several statements relating to charitable organizations, in general. please indicate how much you agree or disagree using the 5-point scale

Base: Total sample (n=3,130), Vancouver (n=817), Calgary (n=130), Edmonton (n=125), Winnipeg (n=107), Toronto (n=1,160), Ottawa (n=249), Montreal (n=346), Halifax (n=65)

ATTITUDES TOWARDS CHARITABLE GIVING: BY GENDER AND AGE

% Agreeing with Statement: Top 2 Box on 5 Point Scale

	TOTAL	Male	Female	18-24	25-34	35-49	50-59	60+
Giving to charity makes Canadian communities stronger	63%	62%	64%	56%	64%	65%	64%	67%
I tend to give to charities in small ways	59%	56%	62%	62%	62%	58%	54%	50%
Donating financially to charities is important to me	57%	59%	55%	51%	55%	60%	59%	54%
I have an idea of which charity I will give to	55%	56%	55%	49%	51%	58%	61%	64%
I would like to do more for charities by volunteering more of my time	54%	53%	55%	57%	57%	53%	49%	40%
I have an idea of how much I will budget for giving	53%	56%	51%	45%	50%	57%	57%	50%
Volunteering my time to charities is important to me	53%	54%	52%	54%	55%	51%	50%	51%

● significantly higher vs. the total at the 0.05 significance level ● significantly lower vs. the total at the 0.05 significance level

F1. Now you will be shown several statements relating to charitable organizations, in general. please indicate how much you agree or disagree using the 5-point scale

Base: Total sample (n=3,130), Male (n=1,401), Female (n=1,720), 18-24 (n=375), 25-34 (n=997), 35-49 (n=1,312), 50-59 (n=376), 60+ (n=70)

ATTITUDES TOWARDS CHARITABLE GIVING: BY GENDER AND AGE (CONT.)

% Agreeing with Statement: Top 2 Box on 5 Point Scale

	TOTAL	Male	Female	18-24	25-34	35-49	50-59	60+
Most of the charitable giving I do is spontaneous and what pulls at my heartstrings in the moment	52%	52%	51%	57%	52%	50%	50%	45%
I always visit a charity's website or social media profile before I offer support	51%	52%	51%	51%	54%	53%	41%	44%
I am more likely to support a charity when my friends ask me, rather than from the charity itself	50%	53%	48%	48%	53%	50%	47%	35%
I would like to do more for charities by donating more money	49%	52%	47%	51%	50%	49%	46%	33%
I feel it is my responsibility to support charities which positively impact people in my ethnic community	47%	47%	47%	49%	49%	47%	43%	29%
I like supporting charities by participating in events	47%	49%	46%	52%	46%	47%	47%	41%
I feel it is my responsibility to support charities because of my faith	46%	47%	45%	40%	46%	47%	46%	37%

● significantly lower vs. the total at the 0.05 significance level

F1. Now you will be shown several statements relating to charitable organizations, in general. please indicate how much you agree or disagree using the 5-point scale

Base: Total sample (n=3,130), Male (n=1,401), Female (n=1,720), 18-24 (n=375), 25-34 (n=997), 35-49 (n=1,312), 50-59 (n=376), 60+ (n=70)

ATTITUDES TOWARDS CHARITABLE GIVING: BY GENDER AND AGE (CONT.)

% Agreeing with Statement: Top 2 Box on 5 Point Scale

	TOTAL	Male	Female	18-24	25-34	35-49	50-59	60+
I like to promote the charities I care about to my friends through email or social media	45%	48%	43%	47%	45%	46%	42%	32%
I prefer to support Canadian charities instead of international ones	45%	49%	41%	39%	42%	48%	48%	44%
I prefer to support local or regional charities instead of national ones	44%	48%	40%	41%	42%	46%	43%	42%
I would support more charities if I was asked more often	39%	44%	36%	43%	41%	39%	32%	22%
I would like to support more charities but don't know how	39%	41%	38%	44%	42%	39%	31%	20%
I prefer to give to charities that does work in my ancestral country	38%	42%	35%	41%	40%	38%	33%	22%

 significantly higher vs. the total at the 0.05 significance level  significantly lower vs. the total at the 0.05 significance level

F1. Now you will be shown several statements relating to charitable organizations, in general. please indicate how much you agree or disagree using the 5-point scale

Base: Total sample (n=3,130), Male (n=1,401), Female (n=1,720), 18-24 (n=375), 25-34 (n=997), 35-49 (n=1,312), 50-59 (n=376), 60+ (n=70)

ATTITUDES TOWARDS CHARITABLE GIVING: BY TENURE IN CANADA

% Agreeing with Statement: Top 2 Box on 5 Point Scale

	TOTAL	Less Than 3 Years	3-5 Years	6-10 Years	10+ Years	First Generation	Born in Canada
Giving to charity makes Canadian communities stronger	63%	58%	56%	67%	66%	63%	63%
I tend to give to charities in small ways	59%	62%	64%	60%	58%	60%	58%
Donating financially to charities is important to me	57%	55%	53%	57%	60%	58%	56%
I have an idea of which charity I will give to	55%	50%	54%	55%	57%	55%	55%
I would like to do more for charities by volunteering more of my time	54%	52%	57%	55%	50%	53%	57%
I have an idea of how much I will budget for giving	53%	52%	50%	55%	53%	53%	53%
Volunteering my time to charities is important to me	53%	59%	56%	56%	49%	53%	52%

 significantly higher vs. the total at the 0.05 significance level  significantly lower vs. the total at the 0.05 significance level

F1. Now you will be shown several statements relating to charitable organizations, in general. please indicate how much you agree or disagree using the 5-point scale

Base: Total sample (n=3,130), <3 Years (n=287), 3-5 Years (n=398), 6-10 Years (n=512), 10+ Years (n=870), First Generation (n=2,067), Born in Canada (n=1,063)

ATTITUDES TOWARDS CHARITABLE GIVING: BY TENURE IN CANADA (CONT.)

% Agreeing with Statement: Top 2 Box on 5 Point Scale

	TOTAL	Less Than 3 Years	3-5 Years	6-10 Years	10+ Years	First Generation	Born in Canada
Most of the charitable giving I do is spontaneous and what pulls at my heartstrings in the moment	52%	52%	51%	51%	49%	50%	54%
I always visit a charity's website or social media profile before I offer support	51%	49%	54%	54%	46%	50%	54%
I am more likely to support a charity when my friends ask me, rather than from the charity itself	50%	50%	50%	51%	45%	48%	54%
I would like to do more for charities by donating more money	49%	49%	50%	49%	48%	49%	49%
I feel it is my responsibility to support charities which positively impact people in my ethnic community	47%	54%	51%	50%	42%	47%	48%
I like supporting charities by participating in events	47%	52%	53%	48%	43%	47%	47%
I feel it is my responsibility to support charities because of my faith	46%	54%	52%	52%	41%	47%	43%

● significantly higher vs. the total at the 0.05 significance level ● significantly lower vs. the total at the 0.05 significance level

F1. Now you will be shown several statements relating to charitable organizations, in general. please indicate how much you agree or disagree using the 5-point scale

Base: Total sample (n=3,130), <3 Years (n=287), 3-5 Years (n=398), 6-10 Years (n=512), 10+ Years (n=870), First Generation (n=2,067), Born in Canada (n=1,063)

ATTITUDES TOWARDS CHARITABLE GIVING: BY TENURE IN CANADA (CONT.)

% Agreeing with Statement: Top 2 Box on 5 Point Scale

	TOTAL	Less Than 3 Years	3-5 Years	6-10 Years	10+ Years	First Generation	Born in Canada
I like to promote the charities I care about to my friends through email or social media	45%	50%	53%	49%	39%	45%	45%
I prefer to support Canadian charities instead of international ones	45%	40%	50%	46%	42%	44%	46%
I prefer to support local or regional charities instead of national ones	44%	40%	52%	49%	40%	44%	43%
I would support more charities if I was asked more often	39%	53%	43%	45%	32%	40%	38%
I would like to support more charities but don't know how	39%	49%	44%	45%	30%	38%	40%
I prefer to give to charities that does work in my ancestral country	38%	44%	47%	42%	32%	39%	37%

 significantly higher vs. the total at the 0.05 significance level  significantly lower vs. the total at the 0.05 significance level

F1. Now you will be shown several statements relating to charitable organizations, in general. please indicate how much you agree or disagree using the 5-point scale

Base: Total sample (n=3,130), <3 Years (n=287), 3-5 Years (n=398), 6-10 Years (n=512), 10+ Years (n=870), First Generation (n=2,067), Born in Canada (n=1,063)

ATTITUDES TOWARDS CHARITABLE GIVING: BY ETHNICITY

% Agreeing with Statement: Top 2 Box on 5 Point Scale

	TOTAL	South Asian	Chinese	Afro-Caribbean / African	Filipino	Arab	Iranian
Giving to charity makes Canadian communities stronger	63%	66%	58%	64%	73%	58%	53%
I tend to give to charities in small ways	59%	63%	50%	62%	69%	56%	58%
Donating financially to charities is important to me	57%	62%	48%	59%	63%	56%	58%
I have an idea of which charity I will give to	55%	57%	53%	54%	58%	56%	52%
I would like to do more for charities by volunteering more of my time	54%	58%	45%	59%	59%	52%	53%
I have an idea of how much I will budget for giving	53%	55%	50%	52%	58%	49%	53%
Volunteering my time to charities is important to me	53%	60%	41%	56%	59%	50%	52%

 significantly higher vs. the total at the 0.05 significance level  significantly lower vs. the total at the 0.05 significance level

F1. Now you will be shown several statements relating to charitable organizations, in general. please indicate how much you agree or disagree using the 5-point scale

Base: Total sample (n=3,130), South Asian (n=1,000), Chinese (n=900), Afro-Caribbean / African (n=350), Filipino (n=380), Arab (n=250), Iranian (n=150)

ATTITUDES TOWARDS CHARITABLE GIVING: BY ETHNICITY (CONT.)

% Agreeing with Statement: Top 2 Box on 5 Point Scale

	TOTAL	South Asian	Chinese	Afro-Caribbean / African	Filipino	Arab	Iranian
Most of the charitable giving I do is spontaneous and what pulls at my heartstrings in the moment	52%	51%	47%	55%	61%	53%	42%
I always visit a charity's website or social media profile before I offer support	51%	57%	46%	49%	53%	49%	51%
I am more likely to support a charity when my friends ask me, rather than from the charity itself	50%	50%	50%	46%	55%	50%	54%
I would like to do more for charities by donating more money	49%	52%	39%	56%	54%	48%	45%
I feel it is my responsibility to support charities which positively impact people in my ethnic community	47%	47%	36%	55%	60%	43%	51%
I like supporting charities by participating in events	47%	48%	40%	50%	54%	47%	46%
I feel it is my responsibility to support charities because of my faith	46%	54%	32%	43%	54%	53%	44%

● significantly higher vs. the total at the 0.05 significance level ● significantly lower vs. the total at the 0.05 significance level

F1. Now you will be shown several statements relating to charitable organizations, in general. please indicate how much you agree or disagree using the 5-point scale

Base: Total sample (n=3,130), South Asian (n=1,000), Chinese (n=900), Afro-Caribbean / African (n=350), Filipino (n=380), Arab (n=250), Iranian (n=150)

ATTITUDES TOWARDS CHARITABLE GIVING: BY ETHNICITY (CONT.)

% Agreeing with Statement: Top 2 Box on 5 Point Scale

	TOTAL	South Asian	Chinese	Afro-Caribbean / African	Filipino	Arab	Iranian
I like to promote the charities I care about to my friends through email or social media	45%	51%	36%	45%	51%	50%	36%
I prefer to support Canadian charities instead of international ones	45%	45%	44%	42%	48%	46%	47%
I prefer to support local or regional charities instead of national ones	44%	47%	39%	37%	55%	48%	36%
I would support more charities if I was asked more often	39%	44%	32%	34%	49%	43%	35%
I would like to support more charities but don't know how	39%	44%	31%	37%	48%	42%	36%
I prefer to give to charities that does work in my ancestral country	38%	41%	28%	38%	49%	43%	34%

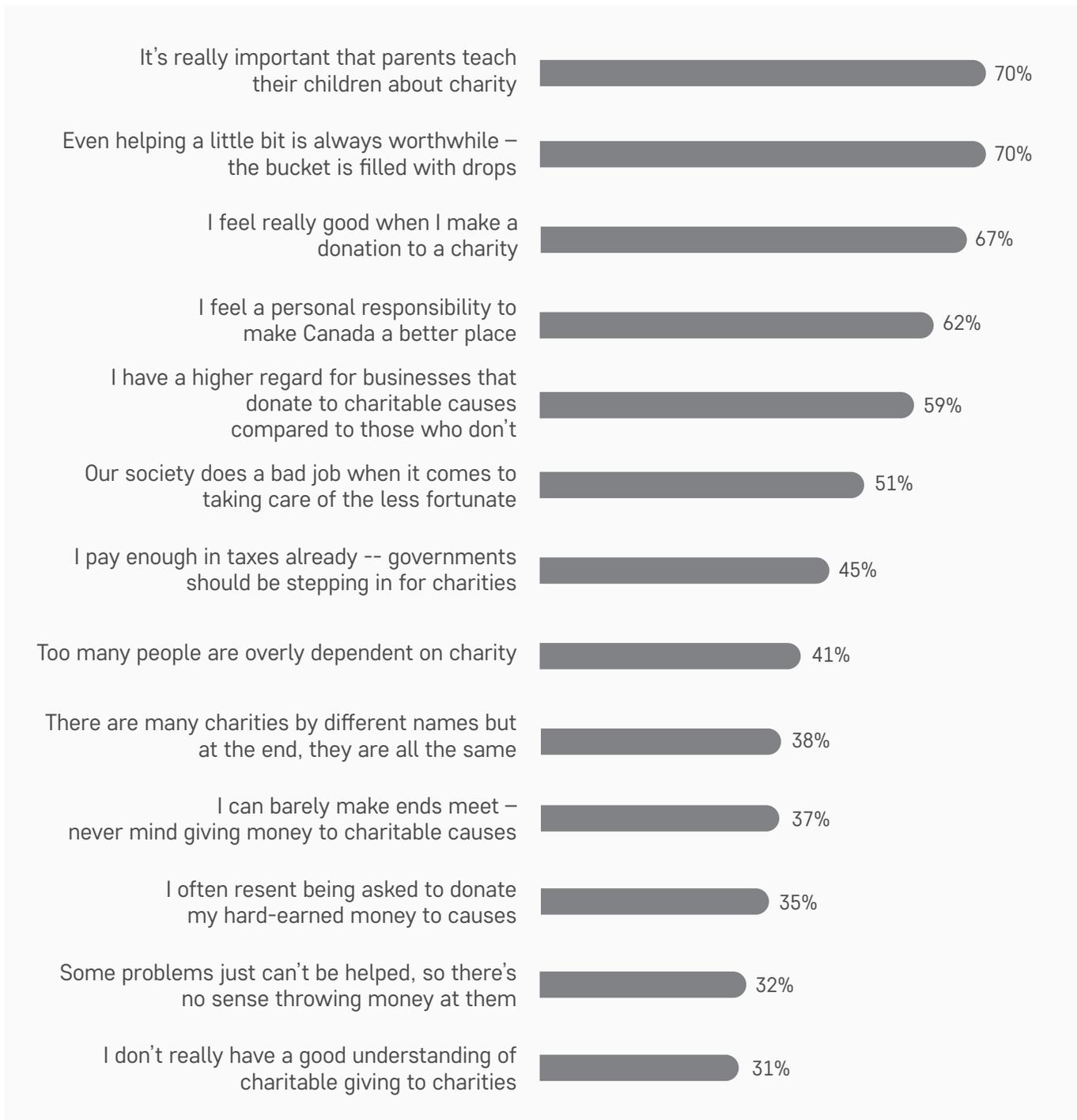
● significantly higher vs. the total at the 0.05 significance level ● significantly lower vs. the total at the 0.05 significance level

F1. Now you will be shown several statements relating to charitable organizations, in general. please indicate how much you agree or disagree using the 5-point scale

Base: Total sample (n=3,130), South Asian (n=1,000), Chinese (n=900), Afro-Caribbean / African (n=350), Filipino (n=380), Arab (n=250), Iranian (n=150)

VIEWPOINTS ABOUT CHARITABLE GIVING

% Agreeing with Statement: Top 2 Box on 5 Point Scale



G1. Here are some different viewpoints we've heard, and we would like to know whether you generally agree or disagree with each. Total sample (n=3,130)

VIEWPOINTS ABOUT CHARITABLE GIVING: BY CITY

% Agreeing with Statement: Top 2 Box on 5 Point Scale

	TOTAL	Vancouver	Calgary	Edmonton	Winnipeg	Toronto	Ottawa	Montreal	Halifax
It's really important that parents teach their children about charity	70%	67%	74%	75%	72%	72%	59%	72%	65%
Even helping a little bit is always worthwhile – the bucket is filled with drops	70%	66%	77%	77%	70%	72%	55%	69%	68%
I feel really good when I make a donation to a charity	67%	63%	74%	73%	70%	69%	59%	64%	66%
I feel a personal responsibility to make Canada a better place	62%	57%	59%	69%	68%	63%	55%	63%	59%
I have a higher regard for businesses that donate to charitable causes compared to those who don't	59%	54%	61%	65%	54%	62%	51%	59%	61%

● significantly higher vs. the total at the 0.05 significance level ● significantly lower vs. the total at the 0.05 significance level

F1. Now you will be shown several statements relating to charitable organizations, in general. please indicate how much you agree or disagree using the 5-point scale

Base: Total sample (n=3,130), Vancouver (n=817), Calgary (n=130), Edmonton (n=125), Winnipeg (n=107), Toronto (n=1,160), Ottawa (n=249), Montreal (n=346), Halifax (n=65)

VIEWPOINTS ABOUT CHARITABLE GIVING: BY CITY (CONT.)

% Agreeing with Statement: Top 2 Box on 5 Point Scale

	TOTAL	Vancouver	Calgary	Edmonton	Winnipeg	Toronto	Ottawa	Montreal	Halifax
Our society does a bad job when it comes to taking care of the less fortunate	51%	49%	46%	47%	46%	54%	45%	51%	54%
I pay enough in taxes already -- governments should be stepping in for charities	45%	45%	38%	49%	51%	47%	44%	43%	44%
Too many people are overly dependent on charity	41%	42%	40%	44%	35%	39%	44%	42%	48%
There are many charities by different names but at the end, they are all the same	38%	38%	34%	34%	43%	37%	43%	39%	52%

● significantly higher vs. the total at the 0.05 significance level ● significantly lower vs. the total at the 0.05 significance level

F1. Now you will be shown several statements relating to charitable organizations, in general. please indicate how much you agree or disagree using the 5-point scale

Base: Total sample (n=3,130), Vancouver (n=817), Calgary (n=130), Edmonton (n=125), Winnipeg (n=107), Toronto (n=1,160), Ottawa (n=249), Montreal (n=346), Halifax (n=65)

VIEWPOINTS ABOUT CHARITABLE GIVING: BY CITY (CONT.)

% Agreeing with Statement: Top 2 Box on 5 Point Scale

	TOTAL	Vancouver	Calgary	Edmonton	Winnipeg	Toronto	Ottawa	Montreal	Halifax
I can barely make ends meet – never mind giving money to charitable causes	37%	37%	39%	33%	40%	37%	46%	36%	41%
I often resent being asked to donate my hard-earned money to causes	35%	35%	32%	32%	23%	36%	43%	37%	47%
Some problems just can't be helped, so there's no sense throwing money at them	32%	34%	33%	31%	27%	30%	40%	33%	44%
I don't really have a good understanding of charitable	31%	32%	32%	30%	34%	30%	41%	30%	57%

● significantly higher vs. the total at the 0.05 significance level ● significantly lower vs. the total at the 0.05 significance level

G1. Here are some different viewpoints we've heard, and we would like to know whether you generally agree or disagree with each.
Base: Total sample (n=3,130), Vancouver (n=817), Calgary (n=130), Edmonton (n=125), Winnipeg (n=107), Toronto (n=1,160), Ottawa (n=249), Montreal (n=346), Halifax (n=65)

VIEWPOINTS ABOUT CHARITABLE GIVING: BY GENDER AND AGE

% Agreeing with Statement: Top 2 Box on 5 Point Scale

	TOTAL	Male	Female	18-24	25-34	35-49	50-59	60+
It's really important that parents teach their children about charity	70%	69%	72%	67%	66%	73%	78%	71%
Even helping a little bit is always worthwhile – the bucket is filled with drops	70%	68%	72%	70%	69%	70%	76%	74%
I feel really good when I make a donation to a charity	67%	66%	69%	65%	65%	68%	73%	73%
I feel a personal responsibility to make Canada a better place	62%	66%	59%	53%	59%	66%	66%	65%
I have a higher regard for businesses that donate to charitable causes compared to those who don't	59%	59%	59%	56%	56%	60%	65%	60%
Our society does a bad job when it comes to taking care of the less fortunate	51%	54%	49%	58%	53%	50%	43%	43%
I pay enough in taxes already -- governments should be stepping in for charities	45%	48%	43%	49%	45%	47%	38%	46%

● significantly higher vs. the total at the 0.05 significance level ● significantly lower vs. the total at the 0.05 significance level

G1. Here are some different viewpoints we've heard, and we would like to know whether you generally agree or disagree with each.

Base: Total sample (n=3,130), Male (n=1,401), Female (n=1,720), 18-24 (n=375), 25-34 (n=997), 35-49 (n=1,312), 50-59 (n=376), 60+ (n=70)

VIEWPOINTS ABOUT CHARITABLE GIVING: BY GENDER AND AGE (CONT.)

% Agreeing with Statement: Top 2 Box on 5 Point Scale

	TOTAL	Male	Female	18-24	25-34	35-49	50-59	60+
Too many people are overly dependent on charity	41%	45%	38%	39%	39%	43%	42%	35%
There are many charities by different names but at the end, they are all the same	38%	40%	36%	36%	38%	39%	34%	26%
I can barely make ends meet – never mind giving money to charitable causes	37%	42%	34%	35%	41%	38%	32%	19%
I often resent being asked to donate my hard-earned money to causes	35%	41%	31%	33%	37%	36%	33%	23%
Some problems just can't be helped, so there's no sense throwing money at them	32%	39%	27%	34%	32%	33%	29%	18%
I don't really have a good understanding of charitable giving to charities	31%	36%	28%	34%	33%	31%	26%	21%

 significantly higher vs. the total at the 0.05 significance level  significantly lower vs. the total at the 0.05 significance level

G1. Here are some different viewpoints we've heard, and we would like to know whether you generally agree or disagree with each.

Base: Total sample (n=3,130), Male (n=1,401), Female (n=1,720), 18-24 (n=375), 25-34 (n=997), 35-49 (n=1,312), 50-59 (n=376), 60+ (n=70)

VIEWPOINTS ABOUT CHARITABLE GIVING: BY TENURE IN CANADA

% Agreeing with Statement: Top 2 Box on 5 Point Scale

	TOTAL	Less Than 3 Years	3-5 Years	6-10 Years	10+ Years	First Generation	Born in Canada
It's really important that parents teach their children about charity	70%	70%	60%	68%	75%	70%	71%
Even helping a little bit is always worthwhile – the bucket is filled with drops	70%	68%	61%	67%	76%	70%	71%
I feel really good when I make a donation to a charity	67%	72%	58%	66%	71%	68%	67%
I feel a personal responsibility to make Canada a better place	62%	64%	60%	66%	65%	64%	58%
I have a higher regard for businesses that donate to charitable causes compared to those who don't	59%	56%	54%	55%	62%	58%	61%
Our society does a bad job when it comes to taking care of the less fortunate	51%	48%	47%	49%	47%	48%	57%
I pay enough in taxes already -- governments should be stepping in for charities	45%	45%	49%	48%	40%	44%	48%

● significantly higher vs. the total at the 0.05 significance level ● significantly lower vs. the total at the 0.05 significance level

G1. Here are some different viewpoints we've heard, and we would like to know whether you generally agree or disagree with each.

Base: Total sample (n=3,130), <3 Years (n=287), 3-5 Years (n=398), 6-10 Years (n=512), 10+ Years (n=870),

First Generation (n=2,067), Born in Canada (n=1,063)

VIEWPOINTS ABOUT CHARITABLE GIVING: BY TENURE IN CANADA (CONT.)

% Agreeing with Statement: Top 2 Box on 5 Point Scale

	TOTAL	Less Than 3 Years	3-5 Years	6-10 Years	10+ Years	First Generation	Born in Canada
Too many people are overly dependent on charity	41%	45%	43%	45%	39%	42%	40%
There are many charities by different names but at the end, they are all the same	38%	47%	43%	47%	29%	38%	37%
I can barely make ends meet – never mind giving money to charitable causes	37%	38%	45%	39%	31%	36%	39%
I often resent being asked to donate my hard-earned money to causes	35%	38%	39%	42%	28%	35%	37%
Some problems just can't be helped, so there's no sense throwing money at them	32%	39%	37%	35%	25%	31%	33%
I don't really have a good understanding of charitable giving to charities	31%	38%	37%	33%	24%	30%	33%

● significantly higher vs. the total at the 0.05 significance level ● significantly lower vs. the total at the 0.05 significance level

G1. Here are some different viewpoints we've heard, and we would like to know whether you generally agree or disagree with each.

Base: Total sample (n=3,130), <3 Years (n=287), 3-5 Years (n=398), 6-10 Years (n=512), 10+ Years (n=870), First Generation (n=2,067), Born in Canada (n=1,063)

VIEWPOINTS ABOUT CHARITABLE GIVING: BY ETHNICITY

% Agreeing with Statement: Top 2 Box on 5 Point Scale

	TOTAL	South Asian	Chinese	Afro-Caribbean / African	Filipino	Arab	Iranian
It's really important that parents teach their children about charity	70%	72%	66%	75%	72%	67%	66%
Even helping a little bit is always worthwhile – the bucket is filled with drops	70%	72%	66%	75%	74%	68%	59%
I feel really good when I make a donation to a charity	67%	71%	59%	71%	72%	67%	62%
I feel a personal responsibility to make Canada a better place	62%	66%	56%	60%	71%	61%	53%
I have a higher regard for businesses that donate to charitable causes compared to those who don't	59%	61%	55%	61%	63%	56%	57%
Our society does a bad job when it comes to taking care of the less fortunate	51%	55%	45%	53%	53%	51%	49%
I pay enough in taxes already -- governments should be stepping in for charities	45%	45%	45%	42%	52%	44%	47%

● significantly higher vs. the total at the 0.05 significance level ● significantly lower vs. the total at the 0.05 significance level

G1. Here are some different viewpoints we've heard, and we would like to know whether you generally agree or disagree with each.

Base: Total sample (n=3,130), South Asian (n=1,000), Chinese (n=900), Afro-Caribbean / African (n=350), Filipino (n=380), Arab (n=250), Iranian (n=150)

VIEWPOINTS ABOUT CHARITABLE GIVING: BY ETHNICITY (CONT.)

% Agreeing with Statement: Top 2 Box on 5 Point Scale

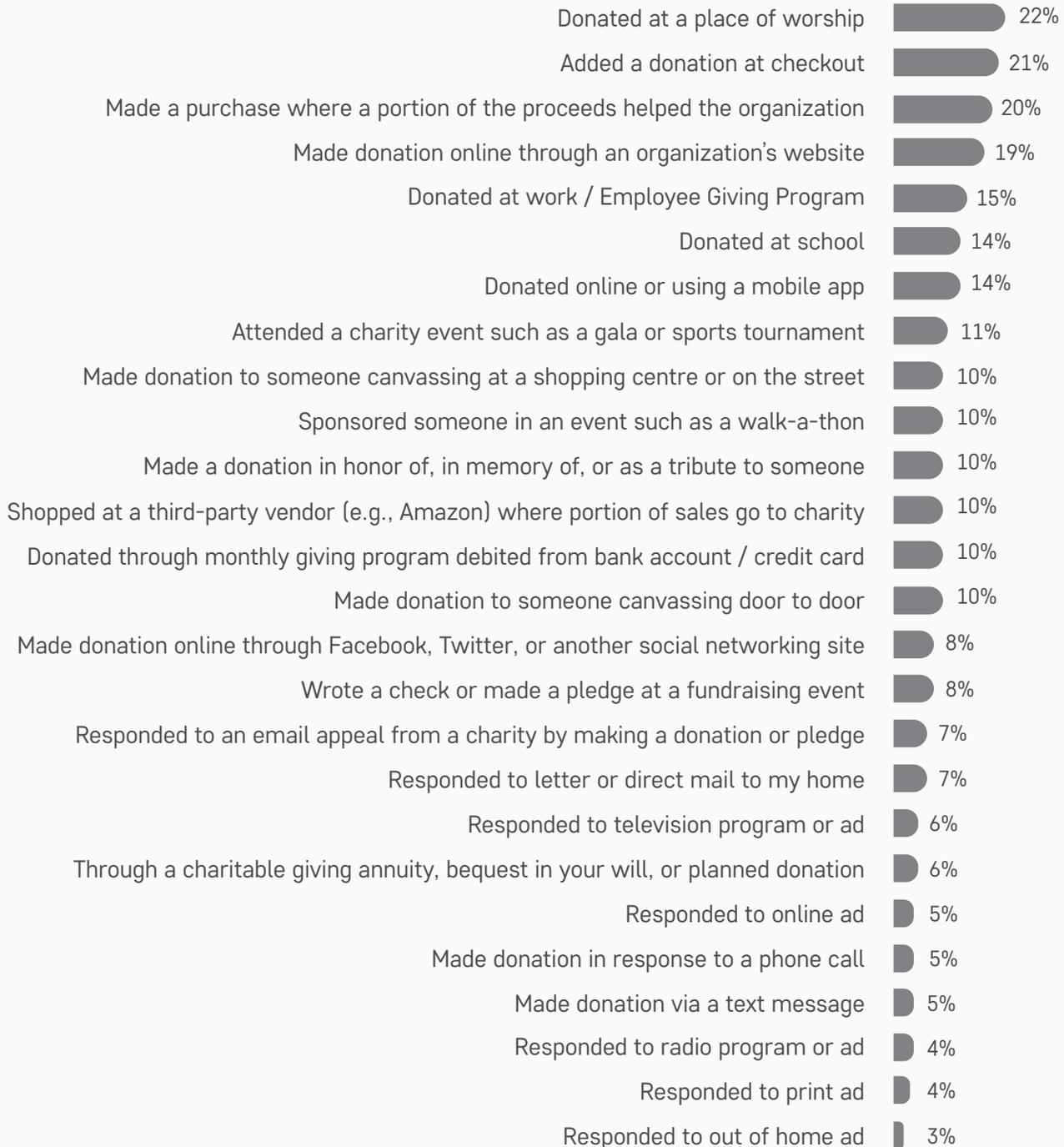
	TOTAL	South Asian	Chinese	Afro-Caribbean / African	Filipino	Arab	Iranian
Too many people are overly dependent on charity	41%	43%	38%	35%	48%	45%	40%
There are many charities by different names but at the end, they are all the same	38%	39%	32%	37%	43%	44%	40%
I can barely make ends meet – never mind giving money to charitable causes	37%	41%	29%	33%	42%	47%	44%
I often resent being asked to donate my hard-earned money to causes	35%	37%	34%	27%	39%	43%	41%
Some problems just can't be helped, so there's no sense throwing money at them	32%	34%	29%	27%	37%	40%	29%
I don't really have a good understanding of charitable giving to charities	31%	31%	27%	28%	39%	34%	35%

● significantly higher vs. the total at the 0.05 significance level ● significantly lower vs. the total at the 0.05 significance level

G1. Here are some different viewpoints we've heard, and we would like to know whether you generally agree or disagree with each.

Base: Total sample (n=3,130), South Asian (n=1,000), Chinese (n=900), Afro-Caribbean / African (n=350), Filipino (n=380), Arab (n=250), Iranian (n=150)

CHANNELS USED FOR DONATION



*NOTE: 2014 Data (Thirty Years of Giving in Canada, 2018) – Place of Worship (28%), Public Place (28%), Sponsoring Someone (23%), Mail (22%), Door to Door (20%), Work (20%), On Own (19%), In Memoriam (17%), Charity Event (16%), Online (12%), TV (8%), Telephone (6%)

H1. Thinking about the methods of how you donated money to charitable organizations in the past 12 months, which ones did you use? Please select all that apply

Base: Total sample (n=3,130)

CHANNELS USED FOR DONATION: BY CITY

	TOTAL	Vancouver	Calgary	Edmonton	Winnipeg	Toronto	Ottawa	Montreal	Halifax
Donated at a place of worship	22%	17%	29%	31%	17%	25%	12%	20%	22%
Added a donation at checkout	21%	18%	24%	23%	23%	23%	10%	19%	22%
Made a purchase where a portion of the proceeds helped the organization	20%	17%	24%	25%	16%	22%	6%	20%	13%
Made donation online through an organization's website	19%	18%	21%	22%	22%	21%	10%	14%	8%
Donated at work / Employee Giving Program	15%	12%	11%	28%	18%	16%	12%	13%	13%

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H1. Thinking about the methods of how you donated money to charitable organizations in the past 12 months, which ones did you use? Please select all that apply

Base: Total sample (n=3,130), Vancouver (n=817), Calgary (n=130), Edmonton (n=125), Winnipeg (n=107), Toronto (n=1,160), Ottawa (n=249), Montreal (n=346), Halifax (n=65)

CHANNELS USED FOR DONATION: BY CITY (CONT.)

	TOTAL	Vancouver	Calgary	Edmonton	Winnipeg	Toronto	Ottawa	Montreal	Halifax
Donated at school	14%	10%	18%	17%	14%	15%	11%	11%	9%
Donated online or using a mobile app	14%	12%	12%	15%	8%	16%	9%	11%	12%
Attended a charity event such as a gala or sports tournament	11%	10%	13%	12%	13%	11%	6%	10%	10%
Made donation to someone canvassing at a shopping centre or on the street	10%	7%	14%	14%	2%	11%	7%	14%	7%
Sponsored someone in an event such as a walk-a-thon	10%	8%	13%	9%	12%	12%	3%	7%	3%

● significantly lower vs. the total at the 0.05 significance level

H1. Thinking about the methods of how you donated money to charitable organizations in the past 12 months, which ones did you use? Please select all that apply

Base: Total sample (n=3,130), Vancouver (n=817), Calgary (n=130), Edmonton (n=125), Winnipeg (n=107), Toronto (n=1,160), Ottawa (n=249), Montreal (n=346), Halifax (n=65)

CHANNELS USED FOR DONATION: BY CITY (CONT.)

	TOTAL	Vancouver	Calgary	Edmonton	Winnipeg	Toronto	Ottawa	Montreal	Halifax
Made a donation in honor of, in memory of, or as a tribute to someone	10%	9%	10%	8%	14%	11%	7%	9%	11%
Shopped at a third-party vendor (e.g., Amazon) where portion of sales go to charity	10%	8%	10%	15%	8%	11%	6%	8%	9%
Donated through monthly giving program debited from bank account / credit card	10%	8%	13%	21%	7%	10%	5%	7%	7%
Made donation to someone canvassing door to door	10%	5%	12%	15%	13%	10%	6%	12%	10%
Made donation online through Facebook, Twitter, or another social networking site	8%	6%	9%	10%	4%	10%	5%	6%	4%

● significantly lower vs. the total at the 0.05 significance level

H1. Thinking about the methods of how you donated money to charitable organizations in the past 12 months, which ones did you use? Please select all that apply

Base: Total sample (n=3,130), Vancouver (n=817), Calgary (n=130), Edmonton (n=125), Winnipeg (n=107), Toronto (n=1,160), Ottawa (n=249), Montreal (n=346), Halifax (n=65)

CHANNELS USED FOR DONATION: BY CITY (CONT.)

	TOTAL	Vancouver	Calgary	Edmonton	Winnipeg	Toronto	Ottawa	Montreal	Halifax
Wrote a check or made a pledge at a fundraising event	8%	8%	7%	15%	10%	8%	3%	9%	4%
Responded to an email appeal from a charity by making a donation or pledge	7%	5%	9%	7%	8%	9%	2%	6%	3%
Responded to letter or direct mail to my home	7%	5%	10%	8%	11%	7%	2%	7%	4%
Responded to television program or ad	6%	4%	7%	8%	9%	6%	0%	6%	5%

● significantly lower vs. the total at the 0.05 significance level

H1. Thinking about the methods of how you donated money to charitable organizations in the past 12 months, which ones did you use? Please select all that apply

Base: Total sample (n=3,130), Vancouver (n=817), Calgary (n=130), Edmonton (n=125), Winnipeg (n=107), Toronto (n=1,160), Ottawa (n=249), Montreal (n=346), Halifax (n=65)

CHANNELS USED FOR DONATION: BY CITY (CONT.)

	TOTAL	Vancouver	Calgary	Edmonton	Winnipeg	Toronto	Ottawa	Montreal	Halifax
Through a charitable giving annuity, bequest in your will, or planned donation	6%	4%	5%	3%	6%	7%	2%	4%	5%
Responded to online ad	5%	3%	8%	6%	5%	5%	3%	5%	3%
Made donation in response to a phone call	5%	4%	8%	7%	6%	4%	2%	5%	2%
Made donation via a text message	5%	4%	2%	7%	1%	6%	3%	3%	7%

H1. Thinking about the methods of how you donated money to charitable organizations in the past 12 months, which ones did you use? Please select all that apply

Base: Total sample (n=3,130), Vancouver (n=817), Calgary (n=130), Edmonton (n=125), Winnipeg (n=107), Toronto (n=1,160), Ottawa (n=249), Montreal (n=346), Halifax (n=65)

CHANNELS USED FOR DONATION: BY CITY (CONT.)

	TOTAL	Vancouver	Calgary	Edmonton	Winnipeg	Toronto	Ottawa	Montreal	Halifax
Responded to radio program or ad	4%	3%	8%	10%	4%	4%	2%	5%	4%
Responded to print ad	4%	2%	3%	5%	5%	4%	3%	4%	3%
Responded to out of home ad	3%	2%	3%	6%	4%	3%	1%	3%	6%

● significantly higher vs. the total at the 0.05 significance level

H1. Thinking about the methods of how you donated money to charitable organizations in the past 12 months, which ones did you use? Please select all that apply

Base: Total sample (n=3,130), Vancouver (n=817), Calgary (n=130), Edmonton (n=125), Winnipeg (n=107), Toronto (n=1,160), Ottawa (n=249), Montreal (n=346), Halifax (n=65)

CHANNELS USED FOR DONATION: BY GENDER AND AGE

	TOTAL	Male	Female	18-24	25-34	35-49	50-59	60+
Donated at a place of worship	22%	20%	24%	17%	22%	23%	23%	33%
Added a donation at checkout	21%	20%	23%	21%	23%	20%	18%	27%
Made a purchase where a portion of the proceeds helped the organization	20%	18%	21%	17%	21%	20%	17%	28%
Made donation online through an organization's website	19%	18%	19%	18%	18%	20%	20%	21%
Donated at work / Employee Giving Program	15%	15%	15%	8%	18%	15%	16%	14%
Donated at school	14%	11%	16%	16%	11%	16%	14%	11%
Donated online or using a mobile app	14%	13%	14%	16%	16%	12%	10%	7%
Attended a charity event such as a gala or sports tournament	11%	12%	10%	10%	10%	11%	13%	14%
Made donation to someone canvassing at a shopping centre or on the street	10%	10%	11%	9%	11%	10%	8%	16%
Sponsored someone in an event such as a walk-a-thon	10%	10%	11%	6%	9%	10%	14%	28%

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H1. Thinking about the methods of how you donated money to charitable organizations in the past 12 months, which ones did you use? Please select all that apply

Base: Total sample (n=3,130), Male (n=1,401), Female (n=1,720), 18-24 (n=375), 25-34 (n=997), 35-49 (n=1,312), 50-59 (n=376), 60+ (n=70)

CHANNELS USED FOR DONATION: BY GENDER AND AGE (CONT.)

	TOTAL	Male	Female	18-24	25-34	35-49	50-59	60+
Made a donation in honor of, in memory of, or as a tribute to someone	10%	9%	11%	11%	8%	11%	10%	12%
Shopped at a third-party vendor (e.g., Amazon) where portion of sales go to charity	10%	9%	10%	13%	12%	9%	5%	4%
Donated through monthly giving program debited from bank account / credit card	10%	11%	9%	7%	10%	11%	9%	13%
Made donation to someone canvassing door to door	10%	9%	10%	9%	11%	9%	8%	19%
Made donation online through Facebook, Twitter, or another social networking site	8%	7%	9%	8%	10%	8%	4%	5%
Wrote a check or made a pledge at a fundraising event	8%	9%	8%	8%	6%	10%	9%	17%
Responded to an email appeal from a charity by making a donation or pledge	7%	8%	7%	4%	8%	8%	7%	8%
Responded to letter or direct mail to my home	7%	7%	7%	4%	5%	7%	14%	13%
Responded to television program or ad	6%	7%	5%	7%	6%	6%	6%	1%
Through a charitable giving annuity, bequest in your will, or planned donation	6%	7%	4%	8%	5%	6%	4%	3%

● significantly higher vs. the total at the 0.05 significance level

H1. Thinking about the methods of how you donated money to charitable organizations in the past 12 months, which ones did you use? Please select all that apply

Base: Total sample (n=3,130), Male (n=1,401), Female (n=1,720), 18-24 (n=375), 25-34 (n=997), 35-49 (n=1,312), 50-59 (n=376), 60+ (n=70)

CHANNELS USED FOR DONATION: BY GENDER AND AGE (CONT.)

	TOTAL	Male	Female	18-24	25-34	35-49	50-59	60+
Responded to online ad	5%	6%	4%	4%	6%	5%	5%	1%
Made donation in response to a phone call	5%	5%	4%	3%	5%	5%	7%	6%
Made donation via a text message	5%	5%	4%	7%	6%	4%	3%	0%
Responded to radio program or ad	4%	7%	3%	6%	4%	5%	3%	3%
Responded to print ad	4%	4%	3%	4%	3%	5%	1%	1%
Responded to out of home ad	3%	4%	2%	5%	4%	3%	2%	1%

 significantly lower vs. the total at the 0.05 significance level

H1. Thinking about the methods of how you donated money to charitable organizations in the past 12 months, which ones did you use? Please select all that apply

Base: Total sample (n=3,130), Male (n=1,401), Female (n=1,720), 18-24 (n=375), 25-34 (n=997), 35-49 (n=1,312), 50-59 (n=376), 60+ (n=70)

CHANNELS USED FOR DONATION: BY TENURE IN CANADA

	TOTAL	Less Than 3 Years	3-5 Years	6-10 Years	10+ Years	First Generation	Born in Canada
Donated at a place of worship	22%	18%	19%	21%	31%	25%	18%
Added a donation at checkout	21%	16%	17%	18%	24%	20%	23%
Made a purchase where a portion of the proceeds helped the organization	20%	14%	14%	18%	25%	20%	20%
Made donation online through an organization's website	19%	12%	12%	17%	23%	18%	20%
Donated at work / Employee Giving Program	15%	8%	8%	15%	18%	14%	17%
Donated at school	14%	13%	13%	13%	18%	15%	12%
Donated online or using a mobile app	14%	6%	9%	12%	14%	11%	17%
Attended a charity event such as a gala or sports tournament	11%	5%	9%	9%	14%	11%	11%
Made donation to someone canvassing at a shopping centre or on the street	10%	8%	9%	9%	12%	10%	10%
Sponsored someone in an event such as a walk-a-thon	10%	5%	7%	5%	13%	9%	12%

● significantly higher vs. the total at the 0.05 significance level ● significantly lower vs. the total at the 0.05 significance level

H1. Thinking about the methods of how you donated money to charitable organizations in the past 12 months, which ones did you use? Please select all that apply

Base: Total sample (n=3,130), <3 Years (n=287), 3-5 Years (n=398), 6-10 Years (n=512), 10+ Years (n=870), First Generation (n=2,067), Born-in Canada (n=1,063)

CHANNELS USED FOR DONATION: BY TENURE IN CANADA (CONT.)

	TOTAL	Less Than 3 Years	3-5 Years	6-10 Years	10+ Years	First Generation	Born in Canada
Made a donation in honor of, in memory of, or as a tribute to someone	10%	7%	7%	7%	10%	8%	13%
Shopped at a third-party vendor (e.g., Amazon) where portion of sales go to charity	10%	8%	7%	11%	10%	9%	11%
Donated through monthly giving program debited from bank account / credit card	10%	6%	8%	10%	10%	9%	11%
Made donation to someone canvassing door to door	10%	10%	10%	10%	10%	10%	9%
Made donation online through Facebook, Twitter, or another social networking site	8%	5%	9%	8%	7%	7%	11%
Wrote a check or made a pledge at a fundraising event	8%	4%	7%	7%	10%	8%	9%
Responded to an email appeal from a charity by making a donation or pledge	7%	3%	6%	6%	8%	7%	9%
Responded to letter or direct mail to my home	7%	4%	2%	6%	9%	7%	7%
Responded to television program or ad	6%	4%	5%	7%	4%	5%	7%
Through a charitable giving annuity, bequest in your will, or planned donation	6%	2%	4%	6%	4%	5%	7%

● significantly lower vs. the total at the 0.05 significance level

H1. Thinking about the methods of how you donated money to charitable organizations in the past 12 months, which ones did you use? Please select all that apply

Base: Total sample (n=3,130), <3 Years (n=287), 3-5 Years (n=398), 6-10 Years (n=512), 10+ Years (n=870), First Generation (n=2,067), Born in Canada (n=1,063)

CHANNELS USED FOR DONATION: BY TENURE IN CANADA (CONT.)

	TOTAL	Less Than 3 Years	3-5 Years	6-10 Years	10+ Years	First Generation	Born in Canada
Responded to online ad	5%	4%	4%	5%	5%	4%	6%
Made donation in response to a phone call	5%	3%	3%	4%	6%	5%	5%
Made donation via a text message	5%	5%	4%	4%	3%	4%	6%
Responded to radio program or ad	4%	4%	5%	4%	4%	4%	5%
Responded to print ad	4%	2%	4%	4%	3%	3%	4%
Responded to out of home ad	3%	3%	5%	3%	2%	3%	3%

H1. Thinking about the methods of how you donated money to charitable organizations in the past 12 months, which ones did you use? Please select all that apply

Base: Total sample (n=3,130), <3 Years (n=287), 3-5 Years (n=398), 6-10 Years (n=512), 10+ Years (n=870), First Generation (n=2,067), Born in Canada (n=1,063)

CHANNELS USED FOR DONATION: BY ETHNICITY

	TOTAL	South Asian	Chinese	Afro-Caribbean / African	Filipino	Arab	Iranian
Donated at a place of worship	22%	26%	13%	26%	29%	25%	14%
Added a donation at checkout	21%	25%	16%	23%	23%	20%	18%
Made a purchase where a portion of the proceeds helped the organization	20%	21%	18%	22%	25%	17%	12%
Made donation online through an organization's website	19%	22%	21%	14%	15%	15%	21%
Donated at work / Employee Giving Program	15%	16%	15%	18%	15%	14%	5%
Donated at school	14%	16%	10%	13%	18%	15%	15%
Donated online or using a mobile app	14%	17%	13%	8%	16%	12%	17%
Attended a charity event such as a gala or sports tournament	11%	11%	9%	13%	12%	11%	8%
Made donation to someone canvassing at a shopping centre or on the street	10%	11%	7%	14%	11%	10%	7%
Sponsored someone in an event such as a walk-a-thon	10%	10%	11%	11%	10%	6%	9%

● significantly higher vs. the total at the 0.05 significance level
 ● significantly lower vs. the total at the 0.05 significance level

H1. Thinking about the methods of how you donated money to charitable organizations in the past 12 months, which ones did you use? Please select all that apply

Base: Total sample (n=3,130), South Asian (n=1,000), Chinese (n=900), Afro-Caribbean / African (n=350), Filipino (n=380), Arab (n=250), Iranian (n=150)

CHANNELS USED FOR DONATION: BY ETHNICITY (CONT.)

	TOTAL	South Asian	Chinese	Afro-Caribbean / African	Filipino	Arab	Iranian
Made a donation in honor of, in memory of, or as a tribute to someone	10%	12%	8%	8%	11%	12%	13%
Shopped at a third-party vendor (e.g., Amazon) where portion of sales go to charity	10%	11%	9%	10%	10%	9%	9%
Donated through monthly giving program debited from bank account / credit card	10%	11%	7%	12%	11%	8%	8%
Made donation to someone canvassing door to door	10%	12%	5%	12%	11%	9%	5%
Made donation online through Facebook, Twitter, or another social networking site	8%	10%	6%	7%	11%	11%	6%
Wrote a check or made a pledge at a fundraising event	8%	9%	8%	10%	8%	8%	2%
Responded to an email appeal from a charity by making a donation or pledge	7%	9%	6%	6%	7%	8%	6%
Responded to letter or direct mail to my home	7%	7%	6%	7%	8%	5%	6%
Responded to television program or ad	6%	6%	4%	7%	6%	5%	7%
Through a charitable giving annuity, bequest in your will, or planned donation	6%	6%	5%	7%	4%	6%	4%

● significantly lower vs. the total at the 0.05 significance level

H1. Thinking about the methods of how you donated money to charitable organizations in the past 12 months, which ones did you use? Please select all that apply

Base: Total sample (n=3,130), South Asian (n=1,000), Chinese (n=900), Afro-Caribbean / African (n=350), Filipino (n=380), Arab (n=250), Iranian (n=150)

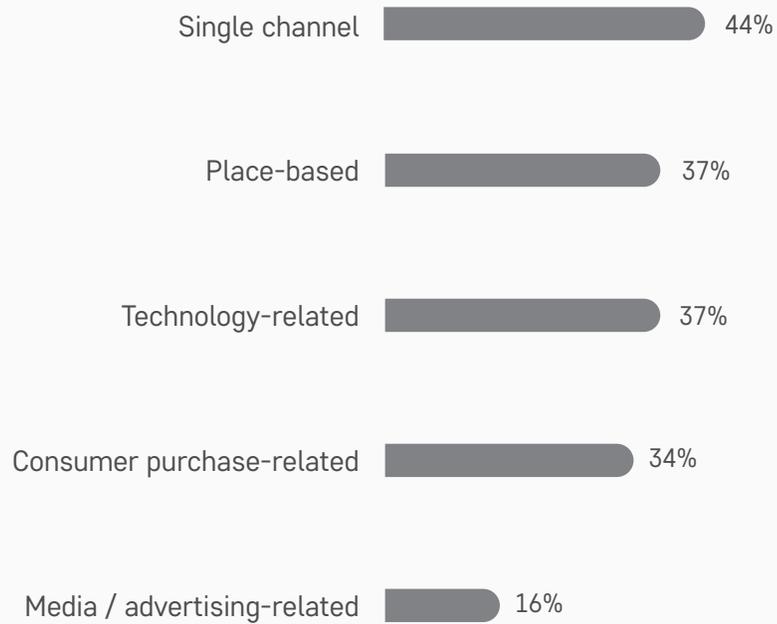
CHANNELS USED FOR DONATION: BY ETHNICITY (CONT.)

	TOTAL	South Asian	Chinese	Afro-Caribbean / African	Filipino	Arab	Iranian
Responded to online ad	5%	6%	3%	5%	4%	7%	5%
Made donation in response to a phone call	5%	6%	3%	6%	4%	4%	3%
Made donation via a text message	5%	5%	3%	6%	6%	5%	2%
Responded to radio program or ad	4%	4%	3%	6%	4%	4%	6%
Responded to print ad	4%	5%	2%	4%	4%	4%	3%
Responded to out of home ad	3%	4%	2%	3%	2%	6%	2%

H1. Thinking about the methods of how you donated money to charitable organizations in the past 12 months, which ones did you use? Please select all that apply

Base: Total sample (n=3,130), South Asian (n=1,000), Chinese (n=900), Afro-Caribbean / African (n=350), Filipino (n=380), Arab (n=250), Iranian (n=150)

CHANNELS USED FOR DONATION (NETS)



H1. Thinking about the methods of how you donated money to charitable organizations in the past 12 months, which ones did you use? Please select all that apply

Base: Total sample (n=3,130)

CHANNELS USED FOR DONATION (NETS): BY CITY

	TOTAL	Vancouver	Calgary	Edmonton	Winnipeg	Toronto	Ottawa	Montreal	Halifax
Single channel	44%	36%	49%	44%	38%	48%	23%	44%	30%
Place-based	37%	29%	43%	48%	28%	42%	26%	31%	37%
Technology-related	37%	35%	37%	38%	29%	43%	21%	29%	27%
Consumer purchase-related	34%	29%	40%	36%	27%	37%	16%	33%	31%
Media / advertising-related	16%	11%	19%	27%	18%	15%	7%	18%	13%

H1. Thinking about the methods of how you donated money to charitable organizations in the past 12 months, which ones did you use? Please select all that apply

Base: Total sample (n=3,130), Vancouver (n=817), Calgary (n=130), Edmonton (n=125), Winnipeg (n=107), Toronto (n=1,160), Ottawa (n=249), Montreal (n=346), Halifax (n=65)

CHANNELS USED FOR DONATION (NETS): BY GENDER AND AGE

	TOTAL	Male	Female	18-24	25-34	35-49	50-59	60+
Single channel	44%	44%	44%	36%	46%	43%	45%	59%
Place-based	37%	35%	39%	31%	37%	39%	39%	41%
Technology-related	37%	36%	38%	36%	40%	37%	33%	28%
Consumer purchase-related	34%	33%	34%	32%	37%	32%	29%	48%
Media / advertising-related	16%	19%	13%	16%	16%	17%	11%	6%

H1. Thinking about the methods of how you donated money to charitable organizations in the past 12 months, which ones did you use? Please select all that apply

Base: Total sample (n=3,130), Male (n=1,401), Female (n=1,720), 18-24 (n=375), 25-34 (n=997), 35-49 (n=1,312), 50-59 (n=376), 60+ (n=70)

CHANNELS USED FOR DONATION (NETS): BY TENURE IN CANADA

	TOTAL	Less Than 3 Years	3-5 Years	6-10 Years	10+ Years	First Generation	Born in Canada
Single channel	44%	30%	45%	40%	46%	42%	46%
Place-based	37%	28%	31%	34%	45%	38%	36%
Technology-related	37%	22%	27%	33%	38%	33%	45%
Consumer purchase-related	34%	27%	28%	31%	36%	32%	37%
Media / advertising-related	16%	12%	20%	19%	12%	15%	17%

H1. Thinking about the methods of how you donated money to charitable organizations in the past 12 months, which ones did you use? Please select all that apply

Base: Total sample (n=3,130), <3 Years (n=287), 3-5 Years (n=398), 6-10 Years (n=512), 10+ Years (n=870), First Generation (n=2,067), Born in Canada (n=1,063)

CHANNELS USED FOR DONATION (NETS): BY ETHNICITY

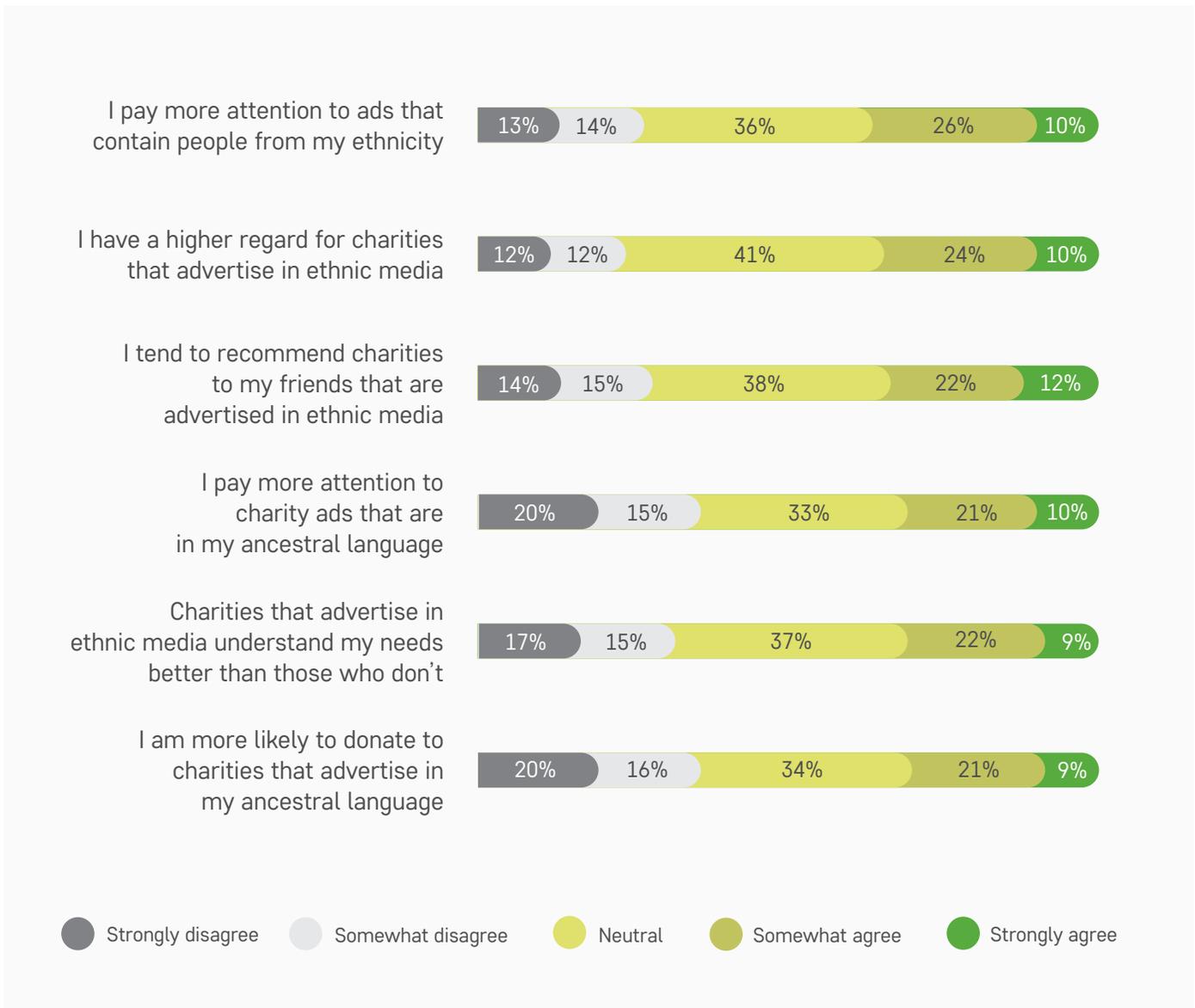
	TOTAL	South Asian	Chinese	Afro-Caribbean / African	Filipino	Arab	Iranian
Single channel	44%	49%	39%	43%	43%	41%	37%
Place-based	37%	41%	31%	38%	44%	37%	28%
Technology-related	37%	43%	39%	28%	37%	33%	39%
Consumer purchase-related	34%	37%	29%	36%	37%	30%	30%
Media / advertising-related	16%	18%	11%	14%	17%	18%	18%

H1. Thinking about the methods of how you donated money to charitable organizations in the past 12 months, which ones did you use? Please select all that apply

Base: Total sample (n=3,130), South Asian (n=1,000), Chinese (n=900), Afro-Caribbean / African (n=350), Filipino (n=380), Arab (n=250), Iranian (n=150)

MULTICULTURAL MEDIA PREFERENCES

% Agreeing with Statement: 5 Point Scale



H3. How much do you agree or disagree with the following statements about advertising by charitable organizations?

Base: Total sample (n=3,130)

MULTICULTURAL MEDIA PREFERENCES

% Agreeing with Statement: Top 2 Box on 5 Point Scale



H3. How much do you agree or disagree with the following statements about advertising by charitable organizations?

Base: Total sample (n=3,130)

MULTICULTURAL MEDIA PREFERENCES: BY CITY

% Agreeing with Statement: Top 2 Box on 5 Point Scale

	TOTAL	Vancouver	Calgary	Edmonton	Winnipeg	Toronto	Ottawa	Montreal	Halifax
I pay more attention to ads that contain people from my ethnicity	36%	34%	30%	33%	31%	36%	36%	41%	54%
I have a higher regard for charities that advertise in ethnic media	34%	33%	30%	27%	37%	34%	37%	39%	49%
I tend to recommend charities to my friends that are advertised in ethnic media	34%	31%	34%	31%	43%	33%	32%	38%	56%
I pay more attention to charity ads that are in my ancestral language	31%	32%	32%	22%	32%	30%	36%	32%	60%
Charities that advertise in ethnic media understand my needs better than those who don't	31%	32%	28%	32%	32%	29%	33%	33%	63%
I am more likely to donate to charities that advertise in my ancestral language	30%	30%	27%	23%	30%	29%	38%	32%	61%

● significantly higher vs. the total at the 0.05 significance level ● significantly lower vs. the total at the 0.05 significance level

H3. How much do you agree or disagree with the following statements about advertising by charitable organizations?

Base: Total sample (n=3,130), Vancouver (n=817), Calgary (n=130), Edmonton (n=125), Winnipeg (n=107), Toronto (n=1,160), Ottawa (n=249), Montreal (n=346), Halifax (n=65)

MULTICULTURAL MEDIA PREFERENCES: BY GENDER AND AGE

% Agreeing with Statement: Top 2 Box on 5 Point Scale

	TOTAL	Male	Female	18-24	25-34	35-49	50-59	60+
I pay more attention to ads that contain people from my ethnicity	36%	39%	34%	35%	40%	37%	27%	19%
I have a higher regard for charities that advertise in ethnic media	34%	39%	31%	32%	37%	35%	32%	22%
I tend to recommend charities to my friends that are advertised in ethnic media	34%	38%	31%	34%	36%	35%	29%	21%
I pay more attention to charity ads that are in my ancestral language	31%	37%	27%	30%	32%	33%	22%	24%
Charities that advertise in ethnic media understand my needs better than those who don't	31%	36%	26%	28%	33%	32%	25%	20%
I am more likely to donate to charities that advertise in my ancestral language	30%	36%	25%	26%	32%	31%	26%	11%

● significantly lower vs. the total at the 0.05 significance level

H3. How much do you agree or disagree with the following statements about advertising by charitable organizations?

Base: Total sample (n=3,130), Male (n=1,401), Female (n=1,720), 18-24 (n=375), 25-34 (n=997), 35-49 (n=1,312), 50-59 (n=376), 60+ (n=70)

MULTICULTURAL MEDIA PREFERENCES: BY TENURE IN CANADA

% Agreeing with Statement: Top 2 Box on 5 Point Scale

	TOTAL	Less Than 3 Years	3-5 Years	6-10 Years	10+ Years	First Generation	Born in Canada
I pay more attention to ads that contain people from my ethnicity	36%	34%	40%	43%	29%	35%	38%
I have a higher regard for charities that advertise in ethnic media	34%	36%	40%	39%	29%	34%	35%
I tend to recommend charities to my friends that are advertised in ethnic media	34%	43%	41%	40%	26%	34%	34%
I pay more attention to charity ads that are in my ancestral language	31%	37%	42%	36%	23%	31%	31%
Charities that advertise in ethnic media understand my needs better than those who don't	31%	36%	42%	35%	23%	31%	30%
I am more likely to donate to charities that advertise in my ancestral language	30%	37%	39%	34%	22%	30%	29%

● significantly higher vs. the total at the 0.05 significance level ● significantly lower vs. the total at the 0.05 significance level

H3. How much do you agree or disagree with the following statements about advertising by charitable organizations?

Base: Total sample (n=3,130), <3 Years (n=287), 3-5 Years (n=398), 6-10 Years (n=512), 10+ Years (n=870), First Generation (n=2,067), Born in Canada (n=1,063)

MULTICULTURAL MEDIA PREFERENCES: BY ETHNICITY

% Agreeing with Statement: Top 2 Box on 5 Point Scale

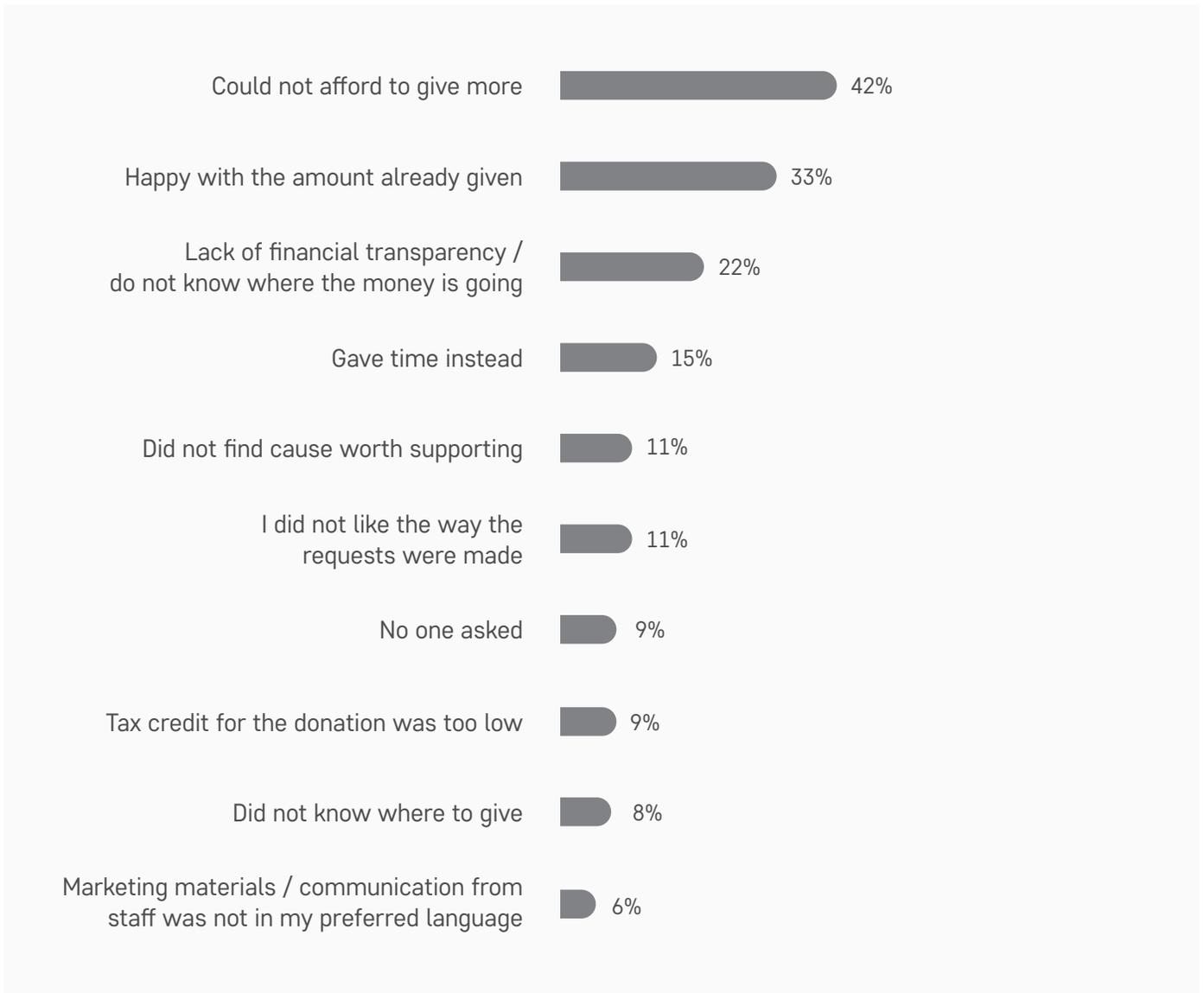
	TOTAL	South Asian	Chinese	Afro-Caribbean / African	Filipino	Arab	Iranian
I pay more attention to ads that contain people from my ethnicity	36%	35%	29%	41%	45%	39%	34%
I have a higher regard for charities that advertise in ethnic media	34%	35%	28%	40%	38%	38%	35%
I tend to recommend charities to my friends that are advertised in ethnic media	34%	35%	26%	39%	38%	38%	38%
I pay more attention to charity ads that are in my ancestral language	31%	33%	26%	N/A	35%	35%	37%
Charities that advertise in ethnic media understand my needs better than those who don't	31%	32%	25%	0%	37%	35%	35%
I am more likely to donate to charities that advertise in my ancestral language	30%	30%	24%	N/A	36%	36%	31%

● significantly higher vs. the total at the 0.05 significance level ● significantly lower vs. the total at the 0.05 significance level

H3. How much do you agree or disagree with the following statements about advertising by charitable organizations?

Base: Total sample (n=3,130), South Asian (n=1,000), Chinese (n=900), Afro-Caribbean / African (n=350), Filipino (n=380), Arab (n=250), Iranian (n=150)

REASONS DID NOT DONATE MORE MONEY



K1. Are there any reasons why you did not give more financially to charitable organizations in the past 12 months?

Please select all that apply

Base: Those who made any financial donation

REASONS DID NOT DONATE MORE MONEY: BY CITY

	TOTAL	Vancouver	Calgary	Edmonton	Winnipeg	Toronto	Ottawa	Montreal	Halifax
Could not afford to give more	42%	38%	48%	46%	25%	43%	49%	45%	38%
Happy with the amount already given	33%	37%	28%	32%	30%	34%	19%	28%	22%
Lack of financial transparency / do not know where the money is going	22%	22%	24%	22%	25%	23%	12%	22%	13%
Gave time instead	15%	16%	9%	15%	16%	15%	16%	16%	26%
Did not find cause worth supporting	11%	12%	12%	11%	13%	10%	12%	8%	9%

● significantly higher vs. the total at the 0.05 significance level ● significantly lower vs. the total at the 0.05 significance level

K1. Are there any reasons why you did not give more financially to charitable organizations in the past 12 months? Please select all that apply

Base: Those who made any financial donation

REASONS DID NOT DONATE MORE MONEY: BY CITY (CONT.)

	TOTAL	Vancouver	Calgary	Edmonton	Winnipeg	Toronto	Ottawa	Montreal	Halifax
I did not like the way the requests were made	11%	11%	13%	10%	2%	12%	10%	6%	12%
No one asked	9%	8%	9%	6%	7%	10%	9%	8%	11%
Did not know where to give	8%	7%	9%	8%	12%	8%	5%	10%	7%
Tax credit for the donation was too low	9%	9%	7%	8%	13%	9%	11%	8%	14%
Marketing materials / communication from staff was not in my preferred language	6%	3%	4%	8%	13%	6%	3%	8%	5%

K1. Are there any reasons why you did not give more financially to charitable organizations in the past 12 months? Please select all that apply

Base: Those who made any financial donation

REASONS DID NOT DONATE MORE MONEY: BY GENDER AND AGE

	TOTAL	Male	Female	18-24	25-34	35-49	50-59	60+
Could not afford to give more	42%	36%	47%	45%	41%	43%	39%	47%
Happy with the amount already given	33%	33%	32%	26%	31%	35%	37%	46%
Lack of financial transparency / do not know where the money is going	22%	21%	23%	25%	24%	21%	16%	26%
Gave time instead	15%	15%	16%	17%	18%	15%	9%	12%
Did not find cause worth supporting	11%	11%	10%	13%	11%	9%	11%	19%
I did not like the way the requests were made	11%	10%	12%	12%	12%	10%	10%	7%
No one asked	9%	10%	8%	16%	10%	7%	7%	8%
Did not know where to give	8%	8%	8%	10%	10%	7%	7%	7%
Tax credit for the donation was too low	9%	11%	7%	8%	10%	9%	7%	5%
Marketing materials / communication from staff was not in my preferred language	6%	8%	5%	7%	9%	5%	3%	3%

● significantly higher vs. the total at the 0.05 significance level ● significantly lower vs. the total at the 0.05 significance level

K1. Are there any reasons why you did not give more financially to charitable organizations in the past 12 months? Please select all that apply

Base: Those who made any financial donation

REASONS DID NOT DONATE MORE MONEY: BY TENURE IN CANADA

	TOTAL	Less Than 3 Years	3-5 Years	6-10 Years	10+ Years	First Generation	Born in Canada
Could not afford to give more	42%	45%	34%	36%	49%	43%	41%
Happy with the amount already given	33%	25%	24%	31%	38%	33%	32%
Lack of financial transparency / do not know where the money is going	22%	17%	23%	18%	23%	21%	24%
Gave time instead	15%	9%	16%	18%	13%	14%	17%
Did not find cause worth supporting	11%	9%	6%	12%	10%	10%	12%
I did not like the way the requests were made	11%	4%	13%	11%	10%	10%	12%
No one asked	9%	16%	11%	7%	8%	9%	10%
Did not know where to give	8%	11%	6%	15%	6%	9%	8%
Tax credit for the donation was too low	9%	5%	9%	10%	7%	8%	11%
Marketing materials / communication from staff was not in my preferred language	6%	4%	5%	8%	3%	5%	8%

● significantly higher vs. the total at the 0.05 significance level ● significantly lower vs. the total at the 0.05 significance level

K1. Are there any reasons why you did not give more financially to charitable organizations in the past 12 months? Please select all that apply

Base: Those who made any financial donation

REASONS DID NOT DONATE MORE MONEY: BY ETHNICITY

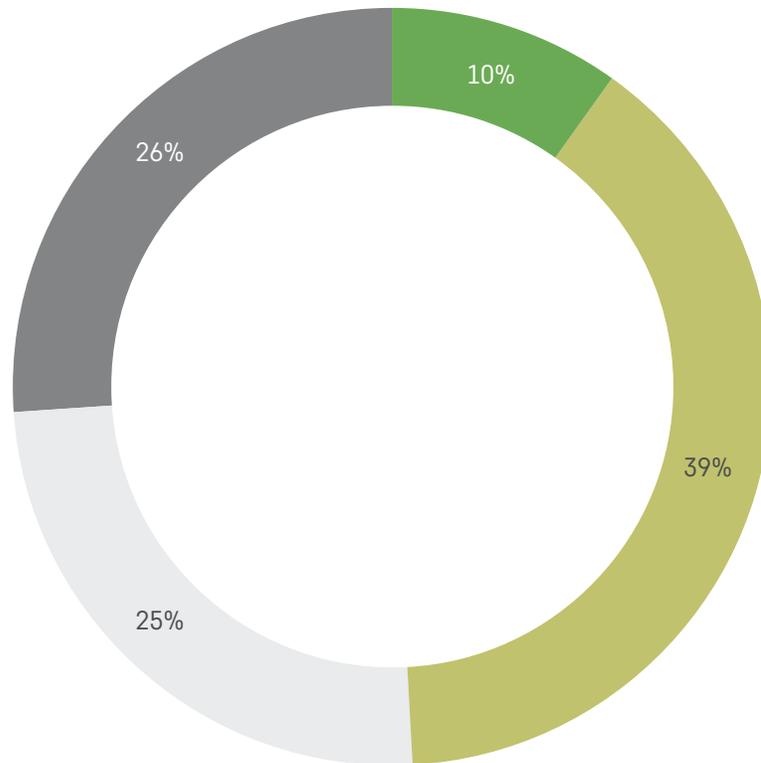
	TOTAL	South Asian	Chinese	Afro-Caribbean / African	Filipino	Arab	Iranian
Could not afford to give more	42%	42%	37%	53%	44%	41%	31%
Happy with the amount already given	33%	33%	35%	29%	32%	29%	39%
Lack of financial transparency / do not know where the money is going	22%	22%	25%	18%	23%	21%	17%
Gave time instead	15%	17%	15%	15%	15%	19%	4%
Did not find cause worth supporting	11%	10%	14%	6%	10%	10%	11%
I did not like the way the requests were made	11%	11%	13%	6%	13%	10%	10%
No one asked	9%	10%	11%	5%	10%	13%	6%
Did not know where to give	8%	9%	6%	4%	11%	13%	15%
Tax credit for the donation was too low	9%	10%	9%	7%	9%	10%	6%
Marketing materials / communication from staff was not in my preferred language	6%	7%	5%	5%	5%	6%	13%

● significantly higher vs. the total at the 0.05 significance level ● significantly lower vs. the total at the 0.05 significance level

K1. Are there any reasons why you did not give more financially to charitable organizations in the past 12 months? Please select all that apply

Base: Those who made any financial donation

% WHO USE SOCIAL MEDIA TO SUPPORT A CAUSE



● Never ● Rarely ● Sometimes ● All the time

Top 2 Box = 49%

M1. How often do you use social media – for example, liking or sharing a post or using a Twitter hashtag to support a cause?
Base: Total sample (n=3,130)

% WHO USE SOCIAL MEDIA TO SUPPORT A CAUSE: BY CITY

	TOTAL	Vancouver	Calgary	Edmonton	Winnipeg	Toronto	Ottawa	Montreal	Halifax
NET Top 2 Box	49%	44%	39%	43%	48%	51%	55%	50%	77%
<i>All the time</i>	10%	9%	5%	9%	11%	10%	9%	11%	16%
<i>Sometimes</i>	39%	35%	33%	34%	36%	41%	45%	39%	61%
Rarely	25%	27%	28%	38%	34%	23%	25%	23%	9%
Never	26%	29%	33%	18%	19%	26%	20%	28%	14%

● significantly higher vs. the total at the 0.05 significance level ● significantly lower vs. the total at the 0.05 significance level

M1. How often do you use social media - for example, liking or sharing a post or using a Twitter hashtag to support a cause?

Base: Total sample (n=3,130), Vancouver (n=817), Calgary (n=130), Edmonton (n=125), Winnipeg (n=107), Toronto (n=1,160), Ottawa (n=249), Montreal (n=346), Halifax (n=65)

% WHO USE SOCIAL MEDIA TO SUPPORT A CAUSE: BY GENDER AND AGE

	TOTAL	Male	Female	18-24	25-34	35-49	50-59	60+
NET Top 2 Box	49%	51%	47%	58%	52%	48%	38%	29%
<i>All the time</i>	10%	11%	9%	12%	11%	10%	5%	3%
<i>Sometimes</i>	39%	40%	38%	46%	41%	38%	33%	26%
Rarely	25%	24%	26%	20%	25%	26%	29%	17%
Never	26%	25%	27%	21%	23%	27%	33%	54%

● significantly higher vs. the total at the 0.05 significance level ● significantly lower vs. the total at the 0.05 significance level

M1. How often do you use social media – for example, liking or sharing a post or using a Twitter hashtag to support a cause?

Base: Total sample (n=3,130), Male (n=1,401), Female (n=1,720), 18-24 (n=375), 25-34 (n=997), 35-49 (n=1,312), 50-59 (n=376), 60+ (n=70)

% WHO USE SOCIAL MEDIA TO SUPPORT A CAUSE: BY TENURE IN CANADA

	TOTAL	Less Than 3 Years	3-5 Years	6-10 Years	10+ Years	First Generation	Born in Canada
<i>NET Top 2 Box</i>	49%	49%	58%	52%	39%	47%	53%
All the time	10%	11%	11%	9%	7%	8%	12%
<i>Sometimes</i>	39%	38%	46%	44%	33%	38%	41%
Rarely	25%	28%	27%	25%	28%	27%	21%
Never	26%	23%	15%	23%	33%	26%	26%

● significantly higher vs. the total at the 0.05 significance level ● significantly lower vs. the total at the 0.05 significance level

M1. How often do you use social media – for example, liking or sharing a post or using a Twitter hashtag to support a cause?

Base: Total sample (n=3,130), <3 Years (n=287), 3-5 Years (n=398), 6-10 Years (n=512), 10+ Years (n=870),
First Generation (n=2,067), Born in Canada (n=1,063)

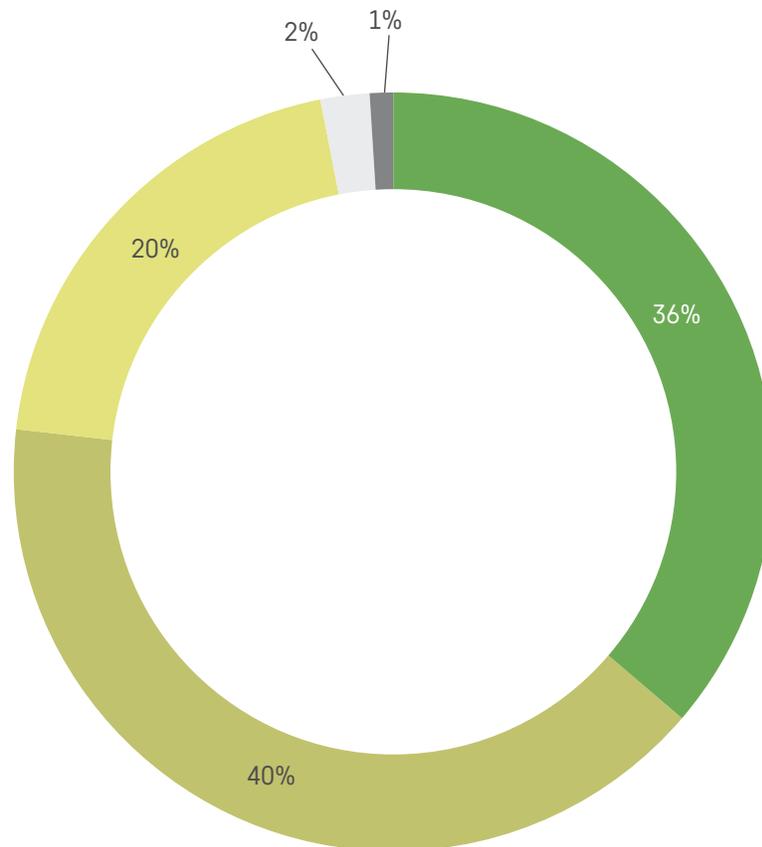
% WHO USE SOCIAL MEDIA TO SUPPORT A CAUSE: BY ETHNICITY

	TOTAL	South Asian	Chinese	Afro-Caribbean / African	Filipino	Arab	Iranian
<i>NET Top 2 Box</i>	49%	55%	40%	45%	52%	55%	57%
<i>All the time</i>	10%	12%	6%	9%	11%	13%	10%
<i>Sometimes</i>	39%	43%	33%	37%	42%	43%	46%
Rarely	25%	22%	29%	26%	25%	25%	20%
Never	26%	23%	32%	28%	23%	20%	23%

● significantly higher vs. the total at the 0.05 significance level ● significantly lower vs. the total at the 0.05 significance level

M1. How often do you use social media – for example, liking or sharing a post or using a Twitter hashtag to support a cause?
 Base: Total sample (n=3,130), South Asian (n=1,000), Chinese (n=900), Afro-Caribbean / African (n=350), Filipino (n=380), Arab (n=250), Iranian (n=150)

% WHO AGREE WITH STATEMENT: “TECHNOLOGY HAS MADE IT EASIER TO DONATE”



● Strongly disagree ● Somewhat disagree ● Neutral ● Somewhat agree ● Strongly agree

Top 2 Box = 76%

M2.1 Technology has made it easier to donate money: How much do you agree or disagree with this statement?

Please indicate using the 5-point scale.

Base: Total sample (n=3,130)

% WHO AGREE WITH STATEMENT: “TECHNOLOGY HAS MADE IT EASIER TO DONATE”: BY CITY

	TOTAL	Vancouver	Calgary	Edmonton	Winnipeg	Toronto	Ottawa	Montreal	Halifax
<i>Top 2 box</i>	76%	70%	78%	74%	74%	81%	63%	74%	66%
<i>Strongly Agree</i>	36%	31%	42%	30%	37%	40%	16%	34%	30%
<i>Somewhat Agree</i>	40%	39%	37%	44%	37%	41%	47%	40%	37%
Neutral	20%	26%	18%	22%	23%	17%	30%	22%	30%
<i>Somewhat Disagree</i>	2%	4%	1%	2%	3%	1%	5%	2%	2%
<i>Strongly Disagree</i>	1%	1%	2%	1%	1%	1%	2%	1%	2%

● significantly higher vs. the total at the 0.05 significance level
 ● significantly lower vs. the total at the 0.05 significance level

M2.1 Technology has made it easier to donate money: How much do you agree or disagree with this statement?

Please indicate using the 5-point scale.

Base: Total sample (n=3,130), Vancouver (n=817), Calgary (n=130), Edmonton (n=125), Winnipeg (n=107), Toronto (n=1,160), Ottawa (n=249), Montreal (n=346), Halifax (n=65)

% WHO AGREE WITH STATEMENT: “TECHNOLOGY HAS MADE IT EASIER TO DONATE”: BY GENDER AND AGE

	TOTAL	Male	Female	18-24	25-34	35-49	50-59	60+
<i>Top 2 box</i>	76%	75%	77%	79%	75%	77%	74%	67%
<i>Strongly Agree</i>	36%	36%	36%	42%	35%	36%	33%	38%
<i>Somewhat Agree</i>	40%	39%	41%	37%	40%	41%	41%	29%
Neutral	20%	21%	20%	19%	21%	20%	20%	23%
Somewhat Disagree	2%	2%	2%	1%	2%	2%	3%	10%
Strongly Disagree	1%	1%	1%	1%	2%	1%	2%	0%

M2.1 Technology has made it easier to donate money: How much do you agree or disagree with this statement?

Please indicate using the 5-point scale.

Base: Total sample (n=3,130), Male (n=1,401), Female (n=1,720), 18-24 (n=375), 25-34 (n=997), 35-49 (n=1,312), 50-59 (n=376), 60+ (n=70)

% WHO AGREE WITH STATEMENT: “TECHNOLOGY HAS MADE IT EASIER TO DONATE”: BY TENURE IN CANADA

	TOTAL	Less Than 3 Years	3-5 Years	6-10 Years	10+ Years	First Generation	Born in Canada
<i>Top 2 box</i>	76%	77%	66%	75%	77%	75%	79%
<i>Strongly Agree</i>	36%	36%	28%	34%	39%	35%	37%
<i>Somewhat Agree</i>	40%	42%	38%	41%	39%	39%	42%
Neutral	20%	20%	28%	21%	19%	21%	18%
Somewhat Disagree	2%	3%	4%	3%	2%	3%	1%
Strongly Disagree	1%	0%	2%	1%	1%	1%	2%

 significantly lower vs. the total at the 0.05 significance level

M2.1 Technology has made it easier to donate money: How much do you agree or disagree with this statement?

Please indicate using the 5-point scale.

Base: Total sample (n=3,130), <3 Years (n=287), 3-5 Years (n=398), 6-10 Years (n=512), 10+ Years (n=870), First Generation (n=2,067), Born in Canada (n=1,063)

% WHO AGREE WITH STATEMENT: “TECHNOLOGY HAS MADE IT EASIER TO DONATE”: BY ETHNICITY

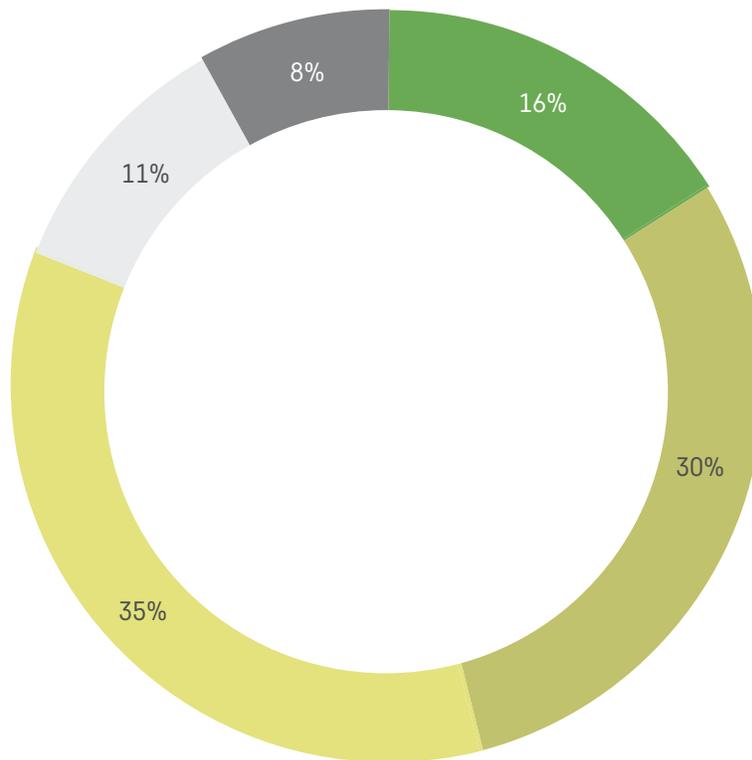
	TOTAL	South Asian	Chinese	Afro-Caribbean / African	Filipino	Arab	Iranian
<i>Top 2 box</i>	76%	74%	76%	78%	85%	69%	75%
<i>Strongly Agree</i>	36%	39%	31%	40%	41%	32%	25%
<i>Somewhat Agree</i>	40%	35%	45%	38%	44%	37%	50%
Neutral	20%	23%	21%	18%	13%	24%	20%
Somewhat Disagree	2%	2%	1%	2%	2%	5%	5%
Strongly Disagree	1%	1%	1%	2%	0%	2%	0%

● significantly higher vs. the total at the 0.05 significance level ● significantly lower vs. the total at the 0.05 significance level

M2.1 Technology has made it easier to donate money: How much do you agree or disagree with this statement? Please indicate using the 5-point scale.

Base: Total sample (n=3,130), South Asian (n=1,000), Chinese (n=900), Afro-Caribbean / African (n=350), Filipino (n=380), Arab (n=250), Iranian (n=150)

% WHO AGREE WITH STATEMENT: “I DONATE MORE MONEY NOW BECAUSE OF TECHNOLOGY”



● Strongly disagree ● Somewhat disagree ● Neutral ● Somewhat agree ● Strongly agree

Top 2 Box = 46%

M2.2 I donate money more often now because of technology: How much do you agree or disagree with this statement?

Please indicate using the 5-point scale.

Base: Total sample (n=3,130)

% WHO AGREE WITH STATEMENT: “I DONATE MORE MONEY NOW BECAUSE OF TECHNOLOGY”: BY CITY

	TOTAL	Vancouver	Calgary	Edmonton	Winnipeg	Toronto	Ottawa	Montreal	Halifax
<i>Top 2 box</i>	46%	41%	43%	48%	49%	48%	45%	47%	54%
<i>Strongly Agree</i>	16%	15%	12%	14%	18%	18%	8%	16%	22%
<i>Somewhat Agree</i>	30%	26%	31%	34%	31%	30%	37%	30%	32%
Neutral	35%	41%	35%	37%	30%	34%	38%	33%	33%
<i>Somewhat Disagree</i>	11%	11%	13%	8%	12%	11%	11%	9%	7%
<i>Strongly Disagree</i>	8%	7%	10%	7%	9%	7%	6%	12%	5%

● significantly lower vs. the total at the 0.05 significance level

M2.2 I donate money more often now because of technology: How much do you agree or disagree with this statement? Please indicate using the 5-point scale.

Base: Total sample (n=3,130), Vancouver (n=817), Calgary (n=130), Edmonton (n=125), Winnipeg (n=107), Toronto (n=1,160), Ottawa (n=249), Montreal (n=346), Halifax (n=65)

% WHO AGREE WITH STATEMENT: “I DONATE MORE MONEY NOW BECAUSE OF TECHNOLOGY”: BY GENDER AND AGE

	TOTAL	Male	Female	18-24	25-34	35-49	50-59	60+
<i>Top 2 box</i>	46%	47%	45%	43%	49%	49%	34%	28%
<i>Strongly Agree</i>	16%	18%	14%	17%	17%	17%	10%	9%
<i>Somewhat Agree</i>	30%	29%	31%	26%	33%	31%	24%	20%
Neutral	35%	37%	34%	38%	33%	35%	39%	38%
Somewhat Disagree	11%	8%	13%	11%	10%	9%	14%	18%
Strongly Disagree	8%	8%	8%	8%	7%	7%	13%	16%

● significantly lower vs. the total at the 0.05 significance level

M2.2 I donate money more often now because of technology: How much do you agree or disagree with this statement? Please indicate using the 5-point scale.

Base: Total sample (n=3,130), Male (n=1401), Female (n=1720), 18-24 (n=375), 25-34 (n=997), 35-49 (n=1,312), 50-59 (n=376), 60+ (n=70)

% WHO AGREE WITH STATEMENT: “I DONATE MORE MONEY NOW BECAUSE OF TECHNOLOGY”: BY TENURE IN CANADA

	TOTAL	Less Than 3 Years	3-5 Years	6-10 Years	10+ Years	First Generation	Born in Canada
<i>Top 2 box</i>	46%	48%	48%	45%	41%	44%	49%
<i>Strongly Agree</i>	16%	17%	15%	19%	13%	15%	18%
<i>Somewhat Agree</i>	30%	31%	33%	27%	28%	29%	32%
Neutral	35%	34%	36%	38%	38%	37%	33%
Somewhat Disagree	11%	10%	10%	12%	12%	11%	9%
Strongly Disagree	8%	9%	6%	6%	9%	8%	8%

M2.2 I donate money more often now because of technology: How much do you agree or disagree with this statement?

Please indicate using the 5-point scale.

Base: Total sample (n=3,130), <3 Years (n=287), 3-5 Years (n=398), 6-10 Years (n=512), 10+ Years (n=870), First Generation (n=2,067), Born in Canada (n=1,063)

% WHO AGREE WITH STATEMENT: “I DONATE MORE MONEY NOW BECAUSE OF TECHNOLOGY”: BY ETHNICITY

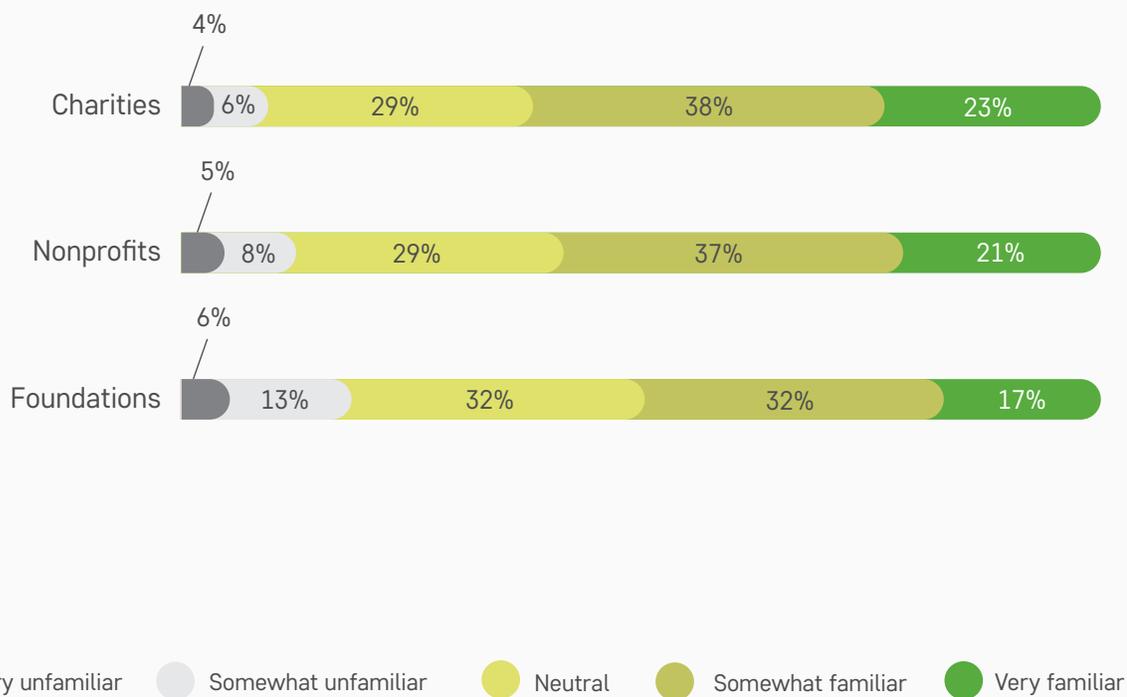
	TOTAL	South Asian	Chinese	Afro-Caribbean / African	Filipino	Arab	Iranian
<i>Top 2 box</i>	46%	51%	38%	46%	49%	47%	48%
<i>Strongly Agree</i>	16%	17%	13%	17%	20%	16%	10%
<i>Somewhat Agree</i>	30%	34%	25%	29%	29%	31%	38%
Neutral	35%	32%	42%	32%	34%	33%	40%
<i>Somewhat Disagree</i>	11%	9%	12%	10%	9%	12%	10%
<i>Strongly Disagree</i>	8%	7%	8%	12%	8%	7%	2%

● significantly higher vs. the total at the 0.05 significance level
 ● significantly lower vs. the total at the 0.05 significance level

M2.1 Technology has made it easier to donate money: How much do you agree or disagree with this statement? Please indicate using the 5-point scale.

Base: Total sample (n=3,130), South Asian (n=1,000), Chinese (n=900), Afro-Caribbean / African (n=350), Filipino (n=380), Arab (n=250), Iranian (n=150)

% FAMILIAR WITH ORGANIZATION TYPE (TOP 2 BOX ON 5-POINT SCALE)



01. There are broadly three types of charitable organizations: Charities, Nonprofits and Foundations. How familiar are you, in general, with each of them?

Base: Total sample (n=3,130)

% FAMILIAR WITH ORGANIZATION TYPE (TOP 2 BOX ON 5-POINT SCALE): BY CITY

	TOTAL	Vancouver	Calgary	Edmonton	Winnipeg	Toronto	Ottawa	Montreal	Halifax
Charities	61%	59%	67%	63%	56%	67%	39%	47%	64%
Nonprofits	58%	52%	55%	52%	48%	64%	33%	55%	53%
Foundations	49%	45%	46%	46%	55%	52%	35%	46%	59%

● significantly higher vs. the total at the 0.05 significance level ● significantly lower vs. the total at the 0.05 significance level

01. There are broadly three types of charitable organizations: Charities, Nonprofits and Foundations. How familiar are you, in general, with each of them?

Base: Total sample (n=3,130), Vancouver (n=817), Calgary (n=130), Edmonton (n=125), Winnipeg (n=107), Toronto (n=1,160), Ottawa (n=249), Montreal (n=346), Halifax (n=65)

% FAMILIAR WITH ORGANIZATION TYPE (TOP 2 BOX ON 5-POINT SCALE): BY GENDER AND AGE

	TOTAL	Male	Female	18-24	25-34	35-49	50-59	60+
Charities	61%	61%	61%	60%	60%	62%	61%	63%
Nonprofits	58%	57%	58%	59%	60%	56%	54%	61%
Foundations	49%	50%	48%	51%	50%	49%	45%	38%

01. There are broadly three types of charitable organizations: Charities, Nonprofits and Foundations. How familiar are you, in general, with each of them?

Base: Total sample (n=3,130), Male (n=1,401), Female (n=1,720), 18-24 (n=375), 25-34 (n=997), 35-49 (n=1,312), 50-59 (n=376), 60+ (n=70)

% FAMILIAR WITH ORGANIZATION TYPE (TOP 2 BOX ON 5-POINT SCALE): BY TENURE IN CANADA

	TOTAL	Less Than 3 Years	3-5 Years	6-10 Years	10+ Years	First Generation	Born in Canada
Charities	61%	60%	55%	61%	63%	61%	62%
Nonprofits	58%	57%	50%	57%	59%	57%	60%
Foundations	49%	51%	46%	49%	47%	48%	50%

O1. There are broadly three types of charitable organizations: Charities, Nonprofits and Foundations. How familiar are you, in general, with each of them?
 Base: Total sample (n=3,130), <3 Years (n=287), 3-5 Years (n=398), 6-10 Years (n=512), 10+ Years (n=870), First Generation (n=2,067), Born in Canada (n=1,063)

% FAMILIAR WITH ORGANIZATION TYPE (TOP 2 BOX ON 5-POINT SCALE): BY ETHNICITY

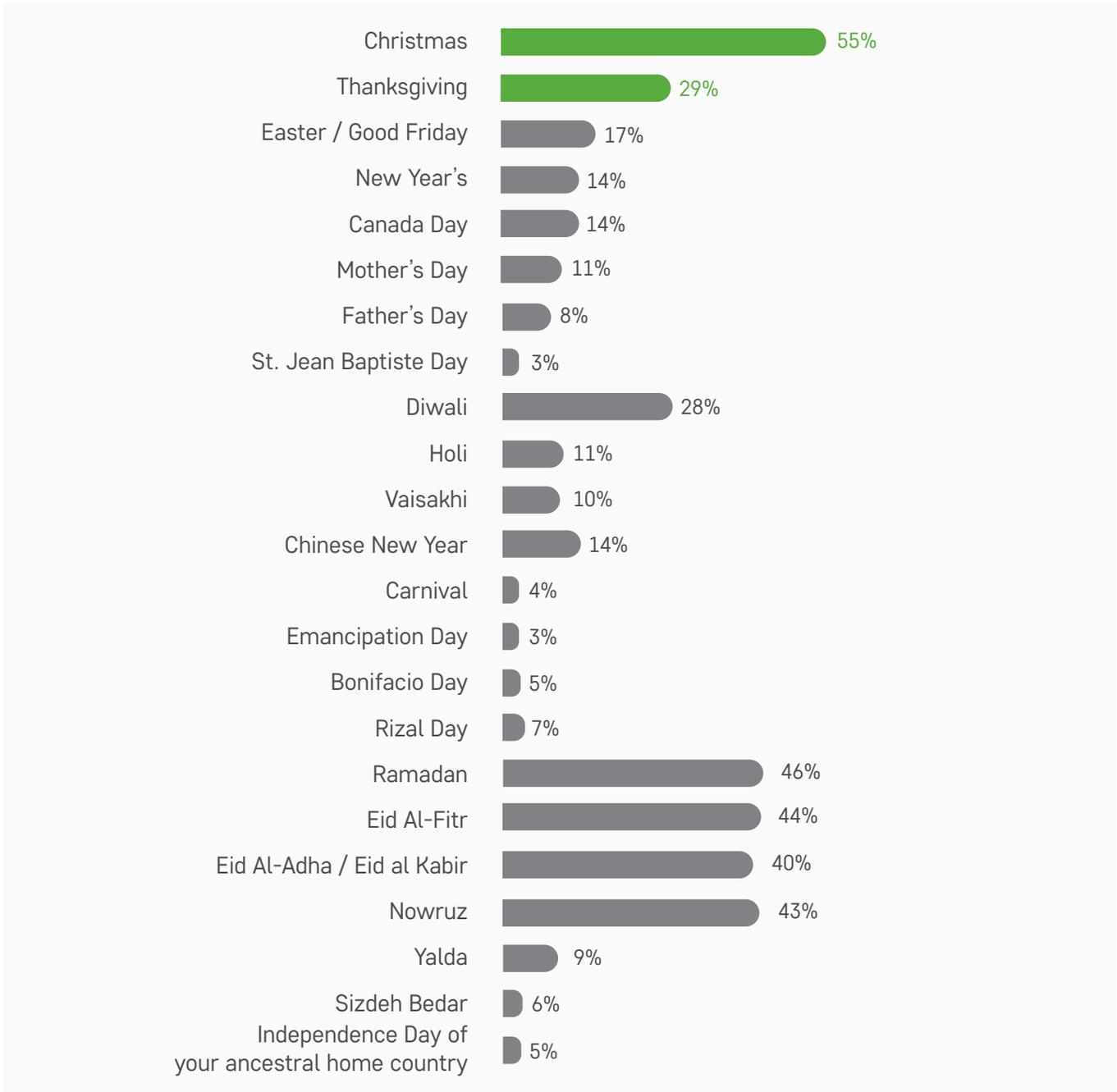
	TOTAL	South Asian	Chinese	Afro-Caribbean / African	Filipino	Arab	Iranian
Charities	61%	69%	53%	62%	64%	53%	58%
Nonprofits	58%	63%	51%	64%	56%	52%	53%
Foundations	49%	55%	37%	54%	53%	46%	44%

● significantly higher vs. the total at the 0.05 significance level ● significantly lower vs. the total at the 0.05 significance level

01. There are broadly three types of charitable organizations: Charities, Nonprofits and Foundations. How familiar are you, in general, with each of them?

Base: Total sample (n=3,130), South Asian (n=1,000), Chinese (n=900), Afro-Caribbean / African (n=350), Filipino (n=380), Arab (n=250), Iranian (n=150)

HOLIDAYS CELEBRATED & FEEL IN A GIVING MOOD



*NOTE: Mainstream holidays are based on the total sample of respondents while traditional holidays listed are based on those from their respective ethnocultural backgrounds.

● significantly higher at the 0.05 significance level

02. Thinking now about holidays that you celebrate, are there any particular ones which you feel more likely to be in a giving mood for donating money to any charitable organization? Please select all that apply.

Base: Total sample (n=3,130)

HOLIDAYS CELEBRATED & FEEL IN A GIVING MOOD: BY CITY

	TOTAL	Vancouver	Calgary	Edmonton	Winnipeg	Toronto	Ottawa	Montreal	Halifax
Christmas	55%	52%	57%	74%	56%	56%	41%	51%	65%
Thanksgiving	29%	24%	39%	35%	26%	32%	17%	21%	18%
Easter / Good Friday	17%	11%	18%	15%	14%	20%	9%	15%	20%
New Year's	14%	9%	21%	11%	17%	14%	12%	18%	11%
Canada Day	14%	14%	19%	11%	8%	15%	7%	13%	14%
Mother's Day	11%	6%	16%	15%	10%	12%	5%	13%	12%
Father's Day	8%	4%	14%	13%	9%	9%	4%	7%	4%
St. Jean Baptiste Day	3%	2%	0%	3%	6%	3%	2%	3%	5%
Diwali	28%	34%	16%	20%	33%	30%	48%	18%	29%

*NOTE: Mainstream holidays are based on the total sample of respondents while traditional holidays listed are based on those from their respective ethnocultural backgrounds.

● significantly higher vs. the total at the 0.05 significance level ● significantly lower vs. the total at the 0.05 significance level

02. Thinking now about holidays that you celebrate, are there any particular ones which you feel more likely to be in a giving mood for donating money to any charitable organization?

Base: Total sample (n=3,130), Vancouver (n=817), Calgary (n=130), Edmonton (n=125), Winnipeg (n=107), Toronto (n=1,160), Ottawa (n=249), Montreal (n=346), Halifax (n=65)

HOLIDAYS CELEBRATED & FEEL IN A GIVING MOOD: BY CITY (CONT.)

	TOTAL	Vancouver	Calgary	Edmonton	Winnipeg	Toronto	Ottawa	Montreal	Halifax
Holi	11%	16%	6%	3%	17%	11%	16%	7%	14%
Vaisakhi	10%	20%	6%	5%	0%	9%	6%	7%	14%
Chinese New Year	14%	8%	15%	19%	0%	16%	43%	15%	10%
Carnival	4%	8%	0%	0%	0%	3%	8%	5%	5%
Emancipation Day	3%	4%	0%	0%	0%	3%	2%	4%	5%
Bonifacio Day	5%	1%	0%	0%	6%	10%	0%	0%	0%
Rizal Day	7%	1%	5%	0%	4%	13%	0%	0%	0%
Ramadan	46%	38%	42%	54%	46%	47%	0%	63%	
Eid Al-Fitr	44%	38%	25%	63%	39%	41%	50%	56%	

*NOTE: Mainstream holidays are based on the total sample of respondents while traditional holidays listed are based on those from their respective ethnocultural backgrounds.

 significantly higher vs. the total at the 0.05 significance level  significantly lower vs. the total at the 0.05 significance level

Q2. Thinking now about holidays that you celebrate, are there any particular ones which you feel more likely to be in a giving mood for donating money to any charitable organization?

Base: Total sample (n=3,130), Vancouver (n=817), Calgary (n=130), Edmonton (n=125), Winnipeg (n=107), Toronto (n=1,160), Ottawa (n=249), Montreal (n=346), Halifax (n=65)

HOLIDAYS CELEBRATED & FEEL IN A GIVING MOOD: BY CITY (CONT.)

	TOTAL	Vancouver	Calgary	Edmonton	Winnipeg	Toronto	Ottawa	Montreal	Halifax
Eid Al-Adha / Eid al Kabir	40%	23%	25%	58%	36%	33%	0%	44%	
Nowruz	43%	34%	0%	20%	40%	80%	0%	100%	
Yalda	9%	18%	0%	0%	6%	20%	0%	0%	
Sizdeh Bedar	6%	16%	0%	0%	4%	20%	0%	0%	
Independence Day of your ancestral home country	5%	2%	8%	8%	5%	6%	2%	3%	7%

*NOTE: Mainstream holidays are based on the total sample of respondents while traditional holidays listed are based on those from their respective ethnocultural backgrounds.

● significantly higher vs. the total at the 0.05 significance level ● significantly lower vs. the total at the 0.05 significance level

02. Thinking now about holidays that you celebrate, are there any particular ones which you feel more likely to be in a giving mood for donating money to any charitable organization?

Base: Total sample (n=3,130), Vancouver (n=817), Calgary (n=130), Edmonton (n=125), Winnipeg (n=107), Toronto (n=1,160), Ottawa (n=249), Montreal (n=346), Halifax (n=65)

HOLIDAYS CELEBRATED & FEEL IN A GIVING MOOD: BY GENDER AND AGE

	TOTAL	Male	Female	18-24	25-34	35-49	50-59	60+
Christmas	55%	51%	57%	56%	53%	55%	55%	60%
Thanksgiving	29%	30%	28%	29%	32%	27%	25%	33%
Easter / Good Friday	17%	18%	16%	15%	15%	18%	15%	32%
New Year's	14%	15%	13%	14%	14%	15%	10%	16%
Canada Day	14%	19%	10%	14%	14%	14%	13%	18%
Mother's Day	11%	13%	10%	10%	10%	12%	9%	17%
Father's Day	8%	9%	7%	8%	8%	8%	6%	14%
St. Jean Baptiste Day	3%	3%	3%	1%	3%	4%	0%	1%
Diwali	28%	32%	26%	26%	32%	26%	26%	28%
Holi	11%	12%	11%	10%	13%	11%	10%	2%
Vaisakhi	10%	10%	10%	12%	9%	10%	8%	18%
Chinese New Year	14%	17%	12%	15%	16%	14%	10%	11%
Carnival	4%	6%	2%	3%	3%	6%	4%	0%
Emancipation Day	3%	4%	2%	2%	2%	4%	4%	0%
Bonifacio Day	5%	8%	3%	0%	1%	9%	0%	0%
Rizal Day	7%	10%	4%	13%	1%	9%	0%	0%

*NOTE: Mainstream holidays are based on the total sample of respondents while traditional holidays listed are based on those from their respective ethnocultural backgrounds.

● significantly higher vs. the total at the 0.05 significance level ● significantly lower vs. the total at the 0.05 significance level

02. Thinking now about holidays that you celebrate, are there any particular ones which you feel more likely to be in a giving mood for donating money to any charitable organization?

Base: Total sample (n=3,130), Male (n=1,401), Female (n=1,720), 18-24 (n=375), 25-34 (n=997), 35-49 (n=1,312), 50-59 (n=376), 60+ (n=70)

HOLIDAYS CELEBRATED & FEEL IN A GIVING MOOD: BY GENDER AND AGE (CONT.)

	TOTAL	Male	Female	18-24	25-34	35-49	50-59	60+
Ramadan	46%	45%	47%	45%	51%	44%	43%	34%
Eid Al-Fitr	44%	43%	46%	42%	51%	40%	37%	70%
Eid Al-Adha / Eid al Kabir	40%	38%	42%	43%	44%	37%	36%	37%
Nowruz	43%	45%	42%	58%	31%	44%	49%	
Yalda	9%	14%	3%	9%	4%	14%	5%	
Sizdeh Bedar	6%	7%	6%	17%	4%	2%	13%	1%
Independence Day of your ancestral home country	5%	5%	5%	8%	3%	6%	3%	1%

*NOTE: Mainstream holidays are based on the total sample of respondents while traditional holidays listed are based on those from their respective ethnocultural backgrounds.

● significantly higher vs. the total at the 0.05 significance level ● significantly lower vs. the total at the 0.05 significance level

02. Thinking now about holidays that you celebrate, are there any particular ones which you feel more likely to be in a giving mood for donating money to any charitable organization?

Base: Total sample (n=3,130), Male (n=1,401), Female (n=1,720), 18-24 (n=375), 25-34 (n=997), 35-49 (n=1,312), 50-59 (n=376), 60+ (n=70)

HOLIDAYS CELEBRATED & FEEL IN A GIVING MOOD: BY TENURE IN CANADA

	TOTAL	Less Than 3 Years	3-5 Years	6-10 Years	10+ Years	First Generation	Born in Canada
Christmas	55%	53%	42%	50%	55%	51%	61%
Thanksgiving	29%	27%	29%	32%	28%	29%	29%
Easter / Good Friday	17%	14%	12%	19%	17%	16%	18%
New Year's	14%	18%	13%	19%	11%	14%	14%
Canada Day	14%	11%	15%	19%	11%	13%	14%
Mother's Day	11%	11%	9%	13%	11%	11%	11%
Father's Day	8%	6%	7%	10%	8%	8%	8%
St. Jean Baptiste Day	3%	1%	4%	7%	1%	3%	2%
Diwali	28%	39%	35%	32%	28%	32%	20%
Holi	11%	10%	18%	12%	12%	12%	8%
Vaisakhi	10%	9%	10%	10%	10%	10%	10%
Chinese New Year	14%	21%	24%	15%	14%	16%	12%
Carnival	4%	5%	7%	0%	4%	4%	4%
Emancipation Day	3%	5%	1%	11%	1%	3%	2%
Bonifacio Day	5%	8%	5%	13%	0%	7%	1%
Rizal Day	7%	8%	9%	14%	1%	8%	3%

*NOTE: Mainstream holidays are based on the total sample of respondents while traditional holidays listed are based on those from their respective ethnocultural backgrounds.

● significantly higher vs. the total at the 0.05 significance level ● significantly lower vs. the total at the 0.05 significance level

Q2. Thinking now about holidays that you celebrate, are there any particular ones which you feel more likely to be in a giving mood for donating money to any charitable organization?

Base: Total sample (n=3,130), <3 Years (n=287), 3-5 Years (n=398), 6-10 Years (n=512), 10+ Years (n=870), First Generation (n=2,067), Born in Canada (n=1,063)

HOLIDAYS CELEBRATED & FEEL IN A GIVING MOOD: BY TENURE IN CANADA (CONT.)

	TOTAL	Less Than 3 Years	3-5 Years	6-10 Years	10+ Years	First Generation	Born in Canada
Ramadan	46%	61%	49%	45%	48%	49%	36%
Eid Al-Fitr	44%	52%	43%	43%	47%	46%	40%
Eid Al-Adha / Eid al Kabir	40%	51%	37%	40%	42%	42%	35%
Nowruz	43%	69%	32%	43%	53%	47%	24%
Yalda	9%	24%	13%	18%	0%	11%	0%
Sizdeh Bedar	6%	21%	8%	5%	5%	7%	0%
Independence Day of your ancestral home country	5%	4%	7%	9%	3%	5%	5%

*NOTE: Mainstream holidays are based on the total sample of respondents while traditional holidays listed are based on those from their respective ethnocultural backgrounds.

02. Thinking now about holidays that you celebrate, are there any particular ones which you feel more likely to be in a giving mood for donating money to any charitable organization?

Base: Total sample (n=3,130), <3 Years (n=287), 3-5 Years (n=398), 6-10 Years (n=512), 10+ Years (n=870), First Generation (n=2,067), Born in Canada (n=1,063)

HOLIDAYS CELEBRATED & FEEL IN A GIVING MOOD: BY ETHNICITY

	TOTAL	South Asian	Chinese	Afro-Caribbean / African	Filipino	Arab	Iranian
Christmas	55%	47%	55%	66%	69%	38%	46%
Thanksgiving	29%	26%	27%	39%	34%	19%	23%
Easter / Good Friday	17%	16%	11%	26%	19%	13%	13%
New Year's	14%	15%	10%	15%	14%	14%	20%
Canada Day	14%	16%	10%	14%	13%	15%	20%
Mother's Day	11%	14%	7%	15%	7%	13%	6%
Father's Day	8%	11%	5%	12%	5%	7%	4%
St. Jean Baptiste Day	3%	3%	2%	3%	5%	2%	3%
Diwali	28%	28%					
Holi	11%	11%					
Vaisakhi	10%	10%					
Chinese New Year	14%		14%				
Carnival	4%			4%			
Emancipation Day	3%			3%			
Bonifacio Day	5%				5%		
Rizal Day	7%				7%		
Ramadan	46%					46%	
Eid Al-Fitr	44%					44%	
Eid Al-Adha / Eid al Kabir	40%					40%	

*NOTE: Mainstream holidays are based on the total sample of respondents while traditional holidays listed are based on those from their respective ethnocultural backgrounds.

● significantly higher vs. the total at the 0.05 significance level ● significantly lower vs. the total at the 0.05 significance level

02. Thinking now about holidays that you celebrate, are there any particular ones which you feel more likely to be in a giving mood for donating money to any charitable organization?

Base: Total sample (n=3,130), South Asian (n=1,000), Chinese (n=900), Afro-Caribbean / African (n=350), Filipino (n=380), Arab (n=250), Iranian (n=150)

HOLIDAYS CELEBRATED & FEEL IN A GIVING MOOD: BY ETHNICITY (CONT.)

	TOTAL	South Asian	Chinese	Afro-Caribbean / African	Filipino	Arab	Iranian
Nowruz	43%						43%
Yalda	9%						9%
Sizdeh Bedar	6%						6%
Independence Day of your ancestral home country	5%	6%	2%	6%	7%	3%	4%

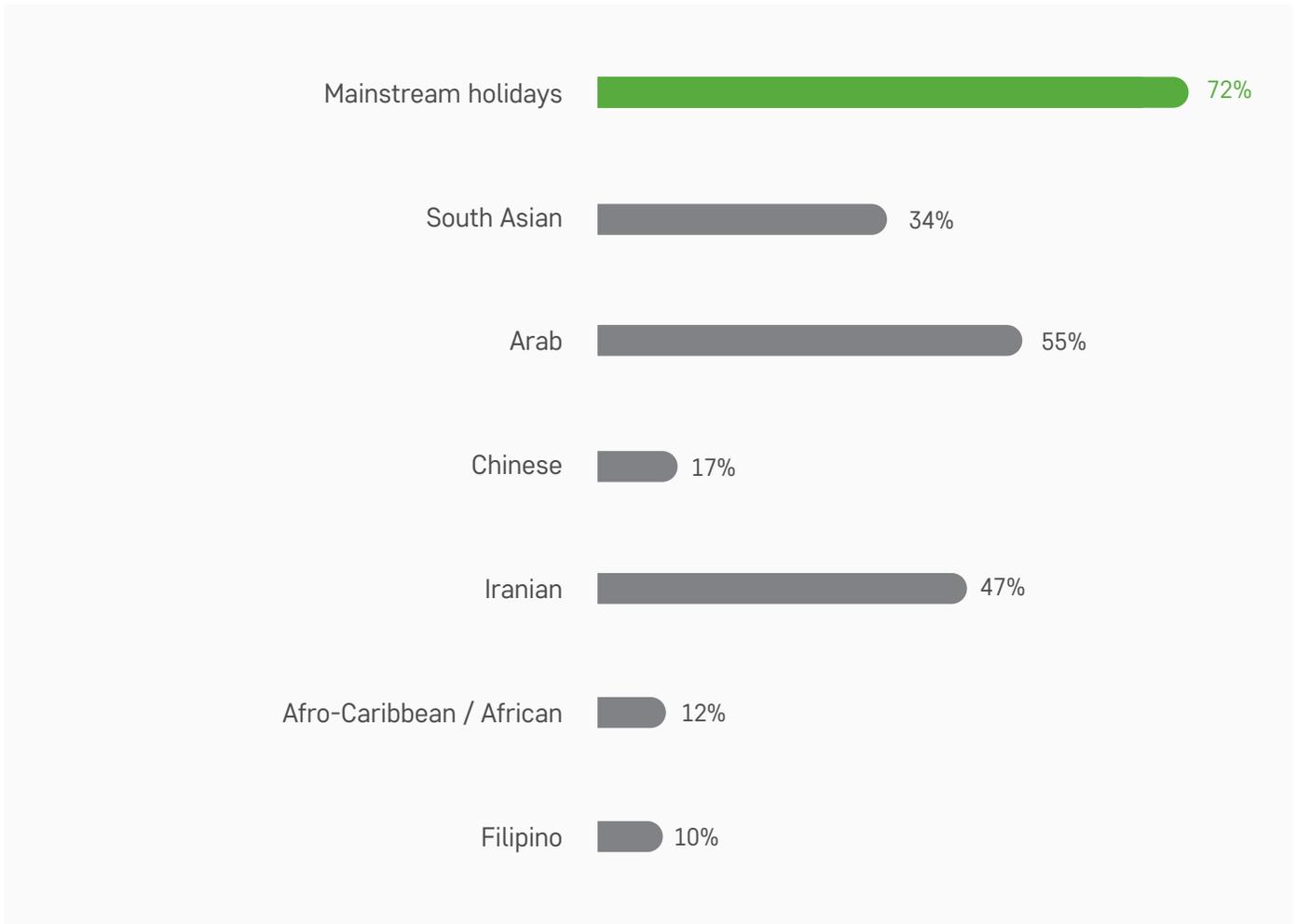
*NOTE: Mainstream holidays are based on the total sample of respondents while traditional holidays listed are based on those from their respective ethnocultural backgrounds.

● significantly lower vs. the total at the 0.05 significance level

Q2. Thinking now about holidays that you celebrate, are there any particular ones which you feel more likely to be in a giving mood for donating money to any charitable organization?

Base: Total sample (n=3,130), South Asian (n=1,000), Chinese (n=900), Afro-Caribbean / African (n=350), Filipino (n=380), Arab (n=250), Iranian (n=150)

HOLIDAYS MORE LIKELY TO BE IN A GIVING MOOD



*NOTE: Mainstream holidays are based on the total sample of respondents while traditional holidays listed are based on those from their respective ethnocultural backgrounds.

Q2. Thinking now about holidays that you celebrate, are there any particular ones which you feel more likely to be in a giving mood for donating money to any charitable organization? Please select all that apply.

Base: Total sample (n=3,130), South Asian (n=1,000), Chinese (n=900), Afro-Caribbean / African (n=350), Filipino (n=380), Arab (n=250), Iranian (n=150)

HOLIDAYS MORE LIKELY TO BE IN A GIVING MOOD: BY CITY

Holiday Type	TOTAL	Vancouver	Calgary	Edmonton	Winnipeg	Toronto	Ottawa	Montreal	Halifax
<i>Mainstream holidays</i>	72%	65%	73%	90%	75%	73%	54%	71%	76%
South Asian	34%	42%	28%	25%	33%	34%	52%	28%	43%
Arab	55%	46%	50%	71%	47%	53%	50%	69%	
Chinese	17%	11%	20%	23%	0%	18%	47%	16%	20%
Iranian	47%	38%	33%	20%	42%	80%	0%	100%	
Afro-Caribbean / African	12%	12%	0%	20%	20%	13%	9%	10%	10%
Filipino	10%	3%	10%	0%	7%	18%	0%	0%	0%

*NOTE: Mainstream holidays are based on the total sample of respondents while traditional holidays listed are based on those from their respective ethnocultural backgrounds.

● significantly higher vs. the total at the 0.05 significance level ● significantly lower vs. the total at the 0.05 significance level

Q2. Thinking now about holidays that you celebrate, are there any particular ones which you feel more likely to be in a giving mood for donating money to any charitable organization?

Base: Total sample (n=3,130), Vancouver (n=817), Calgary (n=130), Edmonton (n=125), Winnipeg (n=107), Toronto (n=1,160), Ottawa (n=249), Montreal (n=346), Halifax (n=65)

HOLIDAYS MORE LIKELY TO BE IN A GIVING MOOD: BY GENDER AND AGE

Holiday Type	TOTAL	Male	Female	18-24	25-34	35-49	50-59	60+
<i>Mainstream holidays</i>	72%	72%	72%	76%	74%	70%	68%	71%
South Asian	34%	38%	32%	34%	37%	33%	29%	35%
Arab	55%	54%	55%	52%	60%	50%	54%	70%
Chinese	17%	21%	14%	18%	19%	16%	14%	14%
Iranian	47%	49%	46%	61%	32%	47%	63%	
Afro-Caribbean / African	12%	13%	11%	17%	11%	12%	10%	0%
Filipino	10%	13%	9%	21%	1%	15%	0%	0%

*NOTE: Mainstream holidays are based on the total sample of respondents while traditional holidays listed are based on those from their respective ethnocultural backgrounds.

02. Thinking now about holidays that you celebrate, are there any particular ones which you feel more likely to be in a giving mood for donating money to any charitable organization?

Base: Total sample (n=3,130), Male (n=1401), Female (n=1720), 18-24 (n=375), 25-34 (n=997), 35-49 (n=1,312), 50-59 (n=376), 60+ (n=70)

HOLIDAYS MORE LIKELY TO BE IN A GIVING MOOD: BY TENURE IN CANADA

Holiday Type	TOTAL	Less Than 3 Years	3-5 Years	6-10 Years	10+ Years	First Generation	Born in Canada
<i>Mainstream holidays</i>	72%	71%	67%	71%	67%	69%	77%
South Asian	34%	46%	46%	37%	31%	38%	27%
Arab	55%	70%	53%	58%	55%	58%	46%
Chinese	17%	22%	24%	19%	16%	18%	15%
Iranian	47%	73%	34%	52%	57%	51%	25%
Afro-Caribbean / African	12%	6%	21%	15%	9%	11%	13%
Filipino	10%	8%	16%	19%	5%	12%	5%

*NOTE: Mainstream holidays are based on the total sample of respondents while traditional holidays listed are based on those from their respective ethnocultural backgrounds.

● significantly higher vs. the total at the 0.05 significance level ● significantly lower vs. the total at the 0.05 significance level

Q2. Thinking now about holidays that you celebrate, are there any particular ones which you feel more likely to be in a giving mood for donating money to any charitable organization?

Base: Total sample (n=3,130), <3 Years (n=287), 3-5 Years (n=398), 6-10 Years (n=512), 10+ Years (n=870), First Generation (n=2,067), Born in Canada (n=1,063)

HOLIDAYS MORE LIKELY TO BE IN A GIVING MOOD: BY ETHNICITY

Holiday Type	TOTAL	South Asian	Chinese	Afro-Caribbean / African	Filipino	Arab	Iranian
Mainstream holidays	72%	70%	70%	78%	80%	62%	66%
South Asian	34%	34%					
Arab	55%					55%	
Chinese	17%		17%				
Iranian	47%						47%
Afro-Caribbean / African	12%			12%			
Filipino	10%				10%		

*NOTE: Mainstream holidays are based on the total sample of respondents while traditional holidays listed are based on those from their respective ethnocultural backgrounds.

Q2. Thinking now about holidays that you celebrate, are there any particular ones which you feel more likely to be in a giving mood for donating money to any charitable organization?

Base: Total sample (n=3,130), South Asian (n=1,000), Chinese (n=900), Afro-Caribbean / African (n=350), Filipino (n=380), Arab (n=250), Iranian (n=150)

A group of diverse people, including a man in a plaid shirt, a woman, and a man in a suit, are gathered around a table. They are looking at a laptop that displays various business charts, including a line graph, a bar chart, and two pie charts. The scene is set in a bright, professional environment.

Multicultural & Newcomer
Charitable Giving Study Appendix

HIGH NET WORTH TABLES

% WHO MADE ANY FINANCIAL DONATION TO CAUSE IN PAST 12 MONTHS: BY HOUSEHOLD NET WORTH

	TOTAL	Under \$500K	\$500K+
Hospitals, Physical Health & Rehabilitation	35%	33%	47%
Religious Congregations	32%	32%	35%
Fundraisers, Foundations, Grant-makers & Volunteer Promotion	26%	26%	29%
International Development & Relief	26%	25%	36%
Social Services	22%	21%	27%
Scientific, Medical & Social Research	22%	20%	31%
Environment & Animal Welfare	22%	21%	24%
Mental Health & Wellbeing	21%	20%	27%
Elementary, Primary & Secondary Education	17%	16%	26%
Sports & Recreation	14%	13%	19%
Universities & Colleges	13%	12%	20%
Arts & culture	13%	12%	18%
Job Training, Community & Economic Development	11%	11%	15%
Business & Professional Associations	11%	10%	19%
Law, Advocacy & Politics	9%	8%	16%

 significantly higher vs. the total at the 0.05 significance level

B2. Please indicate if you have worked as a volunteer and / or given a financial donation to any of the following types of general causes in the past 12 months.

Base: Total sample (n=3,130), Less than \$500K (n=2,777), More than \$500K (n=353)

AVERAGE DONATION AMOUNT IN PAST 12 MONTHS (DONATED BASE): BY HOUSEHOLD NET WORTH



● significantly higher at the 0.05 significance level

C2A. Now I would like you to think about all your financial donations to charitable organizations (charities, nonprofits and foundations) in the past 12 months

How much money did you contribute, in total?

Base: Total sample (n=2,342), Less than \$500K (n=2,072), More than \$500K (n=270)

SHARE OF THE DONATION PIE PER CAUSE: BY HOUSEHOLD NET WORTH

	TOTAL	Under \$500K	\$500K+
Religious Congregations	18.5%	19.1%	14.5%
Hospitals, Physical Health & Rehabilitation	15.8%	15.5%	18.3%
Fundraisers, Foundations, Grant-makers & Volunteer Promotion	8.8%	9.1%	6.6%
International Development & Relief	8.5%	8.4%	9.7%
Social Services	7.4%	7.6%	5.8%
Environment & Animal Welfare	7.1%	7.4%	4.8%
Mental Health & Wellbeing	6.4%	6.3%	7.3%
Scientific, Medical & Social Research	6.1%	5.7%	9.1%
Elementary, Primary & Secondary Education	4.7%	4.4%	6.5%
Arts & culture	3.5%	3.7%	2.4%
Universities & Colleges	3.3%	3.2%	4.7%
Sports & Recreation	3.1%	3.1%	2.8%
Job Training, Community & Economic Development	2.1%	2.1%	1.9%
Business & Professional Associations	2.1%	1.9%	3.2%
Law, Advocacy & Politics	1.3%	1.2%	1.6%
Other	1.2%	1.3%	1.0%

 significantly higher vs. the total at the 0.05 significance level

C3. Thinking about all the donations you made in the past 12 months, what was the percentage what went to each cause?
Base: Total sample who made any donation to any cause (n=2,110), Less than \$500K (n=1,853), More than \$500K (n=257)

MOTIVATIONAL DRIVERS TO GIVING:

% Agreeing with Statement (Top 2 Box on 5 Point Scale):
By Household Net Worth

	TOTAL	Under \$500K	\$500K+
It's the right thing to do	75%	75%	77%
Showing compassion towards those in need	75%	76%	70%
Having a strong personal belief in the cause	74%	74%	75%
My familiarity with the cause	73%	73%	75%
Feeling good inside	71%	70%	76%
My familiarity with the charitable organization	69%	69%	70%
Helping members in local community	65%	65%	64%
Charitable organizations that help those in Canada	62%	61%	65%
Being personally affected by the cause	61%	61%	65%
Helping members in ethnic community	54%	54%	51%
Charitable organizations that help those outside of Canada	52%	51%	57%
My religious obligations or faith beliefs	49%	49%	51%
Being asked by a friend, family or colleague	48%	47%	57%
Non-Canadian based charitable organizations that help those from your ancestral country	45%	45%	47%
The tax credits I will receive on my income taxes	43%	41%	59%
Promotional giveaways	32%	31%	38%
Recognition	32%	30%	42%

 significantly higher vs. the total at the 0.05 significance level

E2. How important are each of the following factors when you are deciding to support a given charitable organization?

Base: Total sample (n=3,130), Less than \$500K (n=2,777), More than \$500K (n=353)

ATTITUDES TOWARDS CHARITABLE GIVING:

% Agreeing with Statement (Top 2 Box on 5 Point Scale):
By Household Net Worth

	TOTAL	Under \$500K	\$500K+
Giving to charity makes Canadian communities stronger	63%	63%	67%
I tend to give to charities in small ways	59%	60%	55%
Donating financially to charities is important to me	57%	56%	62%
I have an idea of which charity I will give to	55%	54%	62%
I would like to do more for charities by volunteering more of my time	54%	54%	55%
I have an idea of how much I will budget for giving	53%	52%	62%
Volunteering my time to charities is important to me	53%	52%	57%
Most of the charitable giving I do is spontaneous and what pulls at my heartstrings in the moment	52%	52%	49%
I always visit a charity's website or social media profile before I offer support	51%	51%	56%
I am more likely to support a charity when my friends ask me, rather than from the charity itself	50%	50%	53%

 significantly higher vs. the total at the 0.05 significance level

F1. Now you will be shown several statements relating to charitable organizations, in general. please indicate how much you agree or disagree using the 5-point scale

Base: Total sample (n=3,130), Less than \$500K (n=2,777), More than \$500K (n=353)

ATTITUDES TOWARDS CHARITABLE GIVING (CONT.):

% Agreeing with Statement (Top 2 Box on 5 Point Scale):
By Household Net Worth

	TOTAL	Under \$500K	\$500K+
I would like to do more for charities by donating more money	49%	48%	53%
I feel it is my responsibility to support charities which positively impact people in my ethnic community	47%	47%	47%
I like supporting charities by participating in events	47%	46%	54%
I feel it is my responsibility to support charities because of my faith	46%	45%	50%
I like to promote the charities I care about to my friends through email or social media	45%	44%	52%
I prefer to support Canadian charities instead of international ones	45%	43%	56%
I prefer to support local or regional charities instead of national ones	44%	42%	54%
I would support more charities if I was asked more often	39%	38%	46%
I would like to support more charities but don't know how	39%	39%	40%
I prefer to give to charities that does work in my ancestral country	38%	38%	41%

 significantly higher vs. the total at the 0.05 significance level

F1. Now you will be shown several statements relating to charitable organizations, in general. please indicate how much you agree or disagree using the 5-point scale

Base: Total sample (n=3,130), Less than \$500K (n=2,777), More than \$500K (n=353)

CHARITABLE VIEWPOINTS:

% Agreeing with Statement (Top 2 Box on 5 Point Scale):
By Household Net Worth –

	TOTAL	Under \$500K	\$500K+
It's really important that parents teach their children about charity	70%	71%	69%
Even helping a little bit is always worthwhile – the bucket is filled with drops	70%	71%	65%
I feel really good when I make a donation to a charity	67%	67%	67%
I feel a personal responsibility to make Canada a better place	62%	61%	64%
I have a higher regard for businesses that donate to charitable causes compared to those who don't	59%	59%	59%
Our society does a bad job when it comes to taking care of the less fortunate	51%	51%	52%
I pay enough in taxes already -- governments should be stepping in for charities	45%	45%	48%
Too many people are overly dependent on charity	41%	40%	44%
There are many charities by different names but at the end, they are all the same	38%	37%	39%
I can barely make ends meet – never mind giving money to charitable causes	37%	37%	36%
I often resent being asked to donate my hard-earned money to causes	35%	34%	42%
Some problems just can't be helped, so there's no sense throwing money at them	32%	31%	38%
I don't really have a good understanding of charitable giving to charities	31%	31%	31%

 significantly higher vs. the total at the 0.05 significance level

G1. Here are some different viewpoints we've heard, and we would like to know whether you generally agree or disagree with each.
Base: Total sample (n=3,130), Less than \$500K (n=2,777), More than \$500K (n=353)

CHANNELS USED FOR DONATION: BY HOUSEHOLD NET WORTH

	TOTAL	Under \$500K	\$500K+
Donated at a place of worship	22%	23%	21%
Added a donation at checkout	21%	21%	22%
Made a purchase where a portion of the proceeds helped the organization	20%	20%	19%
Made donation online through an organization's website	19%	19%	20%
Donated at work / Employee Giving Program	15%	15%	14%
Donated at school	14%	14%	15%
Donated online or using a mobile app	14%	14%	14%
Attended a charity event such as a gala or sports tournament	11%	10%	17%
Made donation to someone canvassing at a shopping centre or on the street	10%	10%	11%
Sponsored someone in an event such as a walk-a-thon	10%	9%	16%
Made a donation in honor of, in memory of, or as a tribute to someone	10%	10%	12%
Shopped at a third-party vendor (e.g., Amazon) where portion of sales go to charity	10%	10%	11%
Donated through monthly giving program debited from bank account / credit card	10%	9%	17%

 significantly higher vs. the total at the 0.05 significance level

H1. Thinking about the methods of how you donated money to charitable organizations in the past 12 months, which ones did you use? Please select all that apply

Base: Total sample (n=3,130), Less than \$500K (n=2,777), More than \$500K (n=353)

CHANNELS USED FOR DONATION: BY HOUSEHOLD NET WORTH (CONT.)

	TOTAL	Under \$500K	\$500K+
Made donation to someone canvassing door to door	10%	9%	11%
Made donation online through Facebook, Twitter, or another social networking site	8%	8%	10%
Wrote a check or made a pledge at a fundraising event	8%	8%	10%
Responded to an email appeal from a charity by making a donation or pledge	7%	7%	12%
Responded to letter or direct mail to my home	7%	6%	14%
Responded to television program or ad	6%	5%	13%
Through a charitable giving annuity, bequest in your will, or planned donation	6%	5%	12%
Responded to online ad	5%	5%	7%
Made donation in response to a phone call	5%	4%	8%
Made donation via a text message	5%	5%	4%
Responded to radio program or ad	4%	4%	8%
Responded to print ad	4%	3%	7%
Responded to out of home ad	3%	3%	3%

 significantly higher vs. the total at the 0.05 significance level

H1. Thinking about the methods of how you donated money to charitable organizations in the past 12 months, which ones did you use? Please select all that apply

Base: Total sample (n=3,130), Less than \$500K (n=2,777), More than \$500K (n=353)

CHANNELS USED FOR DONATION: BY HOUSEHOLD NET WORTH

	TOTAL	Under \$500K	\$500K+
Single channel	44%	43%	51%
Place-based	37%	37%	37%
Technology-related	37%	37%	41%
Consumer purchase-related	34%	34%	35%
Media / advertising-related	16%	15%	23%

● significantly higher vs. the total at the 0.05 significance level

H1. Thinking about the methods of how you donated money to charitable organizations in the past 12 months, which ones did you use? Please select all that apply

Base: Total sample (n=3,130), Less than \$500K (n=2,777), More than \$500K (n=353)

MULTICULTURAL MEDIA % AGREEING WITH STATEMENT (TOP 2 BOX ON 5 POINT SCALE): BY HOUSEHOLD NET WORTH

	TOTAL	Under \$500K	\$500K+
I pay more attention to ads that contain people from my ethnicity	36%	36%	39%
I have a higher regard for charities that advertise in ethnic media	34%	34%	40%
I tend to recommend charities to my friends that are advertised in ethnic media	34%	33%	41%
I pay more attention to charity ads that are in my ancestral language	31%	31%	34%
Charities that advertise in ethnic media understand my needs better than those who don't	31%	30%	35%
I am more likely to donate to charities that advertise in my ancestral language	30%	29%	35%

 significantly higher vs. the total at the 0.05 significance level

H3. How much do you agree or disagree with the following statements about advertising by charitable organizations?

Base: Total sample (n=3,130), Less than \$500K (n=2,777), More than \$500K (n=353)

REASONS DID NOT DONATE MORE MONEY: BY HOUSEHOLD NET WORTH

	TOTAL	Under \$500K	\$500K+
Could not afford to give more	42%	46%	20%
Happy with the amount already given	33%	32%	37%
Lack of financial transparency / do not know where the money is going	22%	22%	22%
Gave time instead	15%	16%	15%
Did not find cause worth supporting	11%	10%	14%
I did not like the way the requests were made	11%	11%	12%
No one asked	9%	9%	8%
Did not know where to give	8%	8%	9%
Tax credit for the donation was too low	9%	8%	15%
Marketing materials / communication from staff was not in my preferred language	6%	6%	7%

● significantly higher vs. the total at the 0.05 significance level ● significantly lower vs. the total at the 0.05 significance level

K1. Are there any reasons why you did not give more financially to charitable organizations in the past 12 months? Please select all that apply

Base: Those who made a financial donation

% WHO USE SOCIAL MEDIA TO SUPPORT A CAUSE: BY HOUSEHOLD NET WORTH

	TOTAL	Under \$500K	\$500K+
<i>NET Top 2 Box</i>	49%	49%	52%
<i>All the time</i>	10%	9%	14%
<i>Sometimes</i>	39%	40%	38%
Rarely	25%	26%	17%
Never	26%	25%	31%

● significantly higher vs. the total at the 0.05 significance level

M1. How often do you use social media – for example, liking or sharing a post or using a Twitter hashtag to support a cause?

Base: Total sample (n=3,130), Less than \$500K (n=2,777), More than \$500K (n=353)

% WHO AGREE WITH STATEMENT: “TECHNOLOGY HAS MADE IT EASIER TO DONATE”: BY HOUSEHOLD NET WORTH

	TOTAL	Under \$500K	\$500K+
<i>Top 2 box</i>	76%	76%	79%
<i>Strongly Agree</i>	36%	36%	38%
<i>Somewhat Agree</i>	40%	40%	41%
Neutral	20%	21%	16%
Somewhat Disagree	2%	2%	3%
Strongly Disagree	1%	1%	2%

 significantly higher vs. the total at the 0.05 significance level

M2.1 Technology has made it easier to donate money: How much do you agree or disagree with this statement? Please indicate using the 5-point scale.

Base: Total sample (n=3,130), Less than \$500K (n=2,777), More than \$500K (n=353)

% WHO AGREE WITH STATEMENT: “I DONATE MORE MONEY NOW BECAUSE OF TECHNOLOGY”: BY HOUSEHOLD NET WORTH

	TOTAL	Under \$500K	\$500K+
<i>Top 2 box</i>	46%	45%	53%
<i>Strongly Agree</i>	16%	15%	24%
<i>Somewhat Agree</i>	30%	30%	29%
Neutral	35%	36%	33%
Somewhat Disagree	11%	11%	7%
Strongly Disagree	8%	8%	7%

 significantly higher vs. the total at the 0.05 significance level

M2.1 Technology has made it easier to donate money: How much do you agree or disagree with this statement? Please indicate using the 5-point scale.

Base: Total sample (n=3,130), Less than \$500K (n=2,777), More than \$500K (n=353)

% FAMILIAR WITH ORGANIZATION TYPE (TOP 2 BOX ON 5-POINT SCALE): BY HOUSEHOLD NET WORTH

	TOTAL	Under \$500K	\$500K+
Charities	61%	60%	68%
Nonprofits	58%	58%	60%
Foundations	49%	48%	52%

 significantly higher vs. the total at the 0.05 significance level

01. There are broadly three types of charitable organizations: Charities, Nonprofits and Foundations. How familiar are you, in general, with each of them?

Base: Total sample (n=3,130), Less than \$500K (n=2,777), More than \$500K (n=353)

% AGREE HOLIDAYS MORE LIKELY TO BE IN A GIVING MOOD: BY HOUSEHOLD NET WORTH

	TOTAL	Under \$500K	\$500K+
Christmas	55%	55%	50%
Thanksgiving	29%	29%	32%
Easter / Good Friday	17%	16%	21%
New Year's	14%	14%	15%
Canada Day	14%	13%	17%
Mother's Day	11%	11%	14%
Father's Day	8%	8%	12%
St. Jean Baptiste Day	3%	3%	4%
Diwali	28%	28%	32%
Holi	11%	10%	21%
Vaisakhi	10%	10%	11%
Chinese New Year	14%	15%	11%
Carnival	4%	4%	5%
Emancipation Day	3%	3%	5%
Bonifacio Day	5%	5%	9%

*NOTE: Mainstream holidays are based on the total sample of respondents while traditional holidays listed are based on those from their respective ethnocultural backgrounds.

 significantly higher vs. the total at the 0.05 significance level

02. Thinking now about holidays that you celebrate, are there any particular ones which you feel more likely to be in a giving mood for donating money to any charitable organization?

Base: Total sample (n=3,130), Less than \$500K (n=2,777), More than \$500K (n=353)

% AGREE HOLIDAYS MORE LIKELY TO BE IN A GIVING MOOD: BY HOUSEHOLD NET WORTH (CONT.)

	TOTAL	Under \$500K	\$500K+
Rizal Day	7%	6%	7%
Ramadan	46%	48%	24%
Eid Al-Fitr	44%	46%	22%
Eid Al-Adha / Eid al Kabir	40%	42%	17%
Nowruz	43%	46%	0%
Yalda	9%	10%	0%
Sizdeh Bedar	6%	7%	0%
Independence Day of your ancestral home country	5%	5%	6%

*NOTE: Mainstream holidays are based on the total sample of respondents while traditional holidays listed are based on those from their respective ethnocultural backgrounds.

02. Thinking now about holidays that you celebrate, are there any particular ones which you feel more likely to be in a giving mood for donating money to any charitable organization?

Base: Total sample (n=3,130), Less than \$500K (n=2,777), More than \$500K (n=353)

% AGREE HOLIDAYS MORE LIKELY TO BE IN A GIVING MOOD: BY HOUSEHOLD NET WORTH

Holiday Type	TOTAL	Under \$500K	\$500K+
<i>Mainstream holidays</i>	72%	72%	71%
South Asian	34%	34%	39%
Arab	55%	57%	24%
Chinese	17%	17%	13%
Iranian	47%	50%	0%
Afro-Caribbean / African	12%	12%	11%
Filipino	10%	10%	12%

*NOTE: Mainstream holidays are based on the total sample of respondents while traditional holidays listed are based on those from their respective ethnocultural backgrounds.

02. Thinking now about holidays that you celebrate, are there any particular ones which you feel more likely to be in a giving mood for donating money to any charitable organization?

Base: Total sample (n=3,130), Less than \$500K (n=2,777), More than \$500K (n=353)

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