

	Total	Donor type			
		Non donors	Casual Donors	Prompted Donors	Super Donors
Sample size	2072	281	632	715	444

*Regional sample sizes are unweighted. All other sample sizes, including totals, are weighted to census data. Blank cells indicate zero responses were received. Cells containing "0%" are statistically zero, though at least one response was received. *Indicates small sample size*

Q1. [Very satisfied/ Moderately Dissatisfied] Please indicate your level of satisfaction with each of the following:

	Total	Donor type			
		Non donors	Casual Donors	Prompted Donors	Super Donors
Your own personal financial situation	60%	48%	55%	61%	70%
The way things are going in your life today	71%	59%	70%	73%	77%
The way things are going in Canada today	52%	50%	50%	49%	60%

Q1. [Moderately dissatisfied/ Very Dissatisfied] Please indicate your level of satisfaction with each of the following:

	Total	Donor type			
		Non donors	Casual Donors	Prompted Donors	Super Donors
Your own personal financial situation	40%	52%	45%	39%	30%
The way things are going in your life today	29%	41%	30%	27%	23%
The way things are going in Canada today	48%	50%	50%	51%	40%

Q1. Satisfaction with -Your own personal financial situation

	Total	Donor type			
		Non donors	Casual Donors	Prompted Donors	Super Donors
Very Satisfied	15%	9%	12%	14%	23%
Moderately Satisfied	45%	39%	43%	47%	47%
Moderately Dissatisfied	26%	27%	28%	26%	22%
Very Dissatisfied	15%	25%	17%	13%	8%
Top2box	60%	48%	55%	61%	70%
Bottom2box	40%	52%	45%	39%	30%

Q1. Satisfaction with -The way things are going in your life today

	Total	Donor type			
		Non donors	Casual Donors	Prompted Donors	Super Donors
Very Satisfied	21%	16%	19%	20%	28%
Moderately Satisfied	50%	43%	51%	53%	49%
Moderately Dissatisfied	20%	29%	21%	19%	15%
Very Dissatisfied	9%	12%	9%	8%	7%
Top2box	71%	59%	70%	73%	77%
Bottom2box	29%	41%	30%	27%	23%

Q1. Satisfaction with -The way things are going in Canada today

	Total	Donor type			
		Non donors	Casual Donors	Prompted Donors	Super Donors
Very Satisfied	5%	3%	6%	4%	8%
Moderately Satisfied	46%	48%	44%	44%	52%
Moderately Dissatisfied	32%	31%	34%	36%	26%
Very Dissatisfied	16%	19%	16%	16%	14%
Top2box	52%	50%	50%	49%	60%
Bottom2box	48%	50%	50%	51%	40%

Q2. [Very optimistic/ moderately optimistic] Overall, would you say you are optimistic or pessimistic about each of the following?

	Total	Donor type			
		Non donors	Casual Donors	Prompted Donors	Super Donors
Your own future	76%	62%	72%	80%	83%
The future of Canada	60%	52%	59%	59%	66%
The future of the next generation	42%	43%	43%	39%	46%

Q2. [Moderately Pessimistic/ Very pessimistic] Overall, would you say you are optimistic or pessimistic about each of the following?

	Total	Donor type			
		Non donors	Casual Donors	Prompted Donors	Super Donors
Your own future	24%	38%	28%	20%	17%
The future of Canada	40%	48%	41%	41%	34%
The future of the next generation	58%	57%	57%	61%	54%

Q2. Overall, would you say you are optimistic or pessimistic about Your own future

	Total	Donor type			
		Non donors	Casual Donors	Prompted Donors	Super Donors
Very Optimistic	22%	14%	20%	21%	30%
Moderately Optimistic	54%	49%	52%	59%	53%
Moderately Pessimistic	18%	28%	23%	15%	11%
Very Pessimistic	6%	10%	6%	5%	6%
Top2box	76%	62%	72%	80%	83%
Bottom2box	24%	38%	28%	20%	17%

Q2. Overall, would you say you are optimistic or pessimistic about The future of Canada

	Total	Donor type			
		Non donors	Casual Donors	Prompted Donors	Super Donors
Very Optimistic	11%	5%	10%	10%	18%
Moderately Optimistic	49%	47%	49%	49%	48%
Moderately Pessimistic	29%	33%	29%	29%	23%
Very Pessimistic	12%	15%	11%	12%	11%
Top2box	60%	52%	59%	59%	66%
Bottom2box	40%	48%	41%	41%	34%

Q2. Overall, would you say you are optimistic or pessimistic about The future of the next generation

	Total	Donor type			
		Non donors	Casual Donors	Prompted Donors	Super Donors
Very Optimistic	7%	6%	9%	5%	8%
Moderately Optimistic	35%	37%	34%	34%	38%
Moderately Pessimistic	39%	32%	38%	42%	38%
Very Pessimistic	19%	25%	19%	19%	16%
Top2box	42%	43%	43%	39%	46%
Bottom2box	58%	57%	57%	61%	54%

Q3. [No, neither donated nor volunteered] For each of the following, please let us know if you yourself have worked as a volunteer and/or given a financial donation in that area over the last two years.

	Total	Donor type			
		Non donors	Casual Donors	Prompted Donors	Super Donors
Religious, church or faith group	69%	97%	86%	60%	43%
Health and disease research, treatment or prevention	44%	97%	48%	35%	18%
Mental health and addiction	76%	96%	85%	73%	57%
Poverty relief	49%	94%	57%	42%	21%
International aid	69%	100%	81%	64%	40%
Your own cultural and/or ethnic community	81%	98%	88%	78%	66%
Environmental issues, pollution, land use	79%	98%	86%	78%	60%
Human rights such as racism, women's rights, democracy	84%	98%	90%	83%	67%
Animal welfare/ humane society	67%	97%	70%	64%	48%
Arts and culture	81%	96%	86%	82%	64%
Educational charities promoting children's or adult educational efforts	75%	98%	84%	70%	54%

Q3. [Yes, gave a financial donation] For each of the following, please let us know if you yourself have worked as a volunteer and/or given a financial donation in that area over the last two years.

	Total	Donor type			
		Non donors	Casual Donors	Prompted Donors	Super Donors
Religious, church or faith group	25%		10%	33%	50%
Health and disease research, treatment or prevention	52%		47%	60%	78%
Mental health and addiction	18%		10%	20%	37%
Poverty relief	43%		36%	48%	73%
International aid	29%		18%	33%	57%
Your own cultural and/or ethnic community	12%		7%	13%	24%
Environmental issues, pollution, land use	14%		10%	14%	29%
Human rights such as racism, women's rights, democracy	12%		7%	12%	28%
Animal welfare/ humane society	28%		27%	28%	48%
Arts and culture	13%		8%	12%	28%
Educational charities promoting children's or adult educational efforts	19%		12%	22%	37%

Q3. [Yes, volunteered] For each of the following, please let us know if you yourself have worked as a volunteer and/or given a financial donation in that area over the last two years.

	Total	Donor type			
		Non donors	Casual Donors	Prompted Donors	Super Donors
Religious, church or faith group	14%	3%	6%	16%	28%
Health and disease research, treatment or prevention	8%	3%	7%	8%	13%
Mental health and addiction	7%	4%	5%	8%	9%
Poverty relief	12%	6%	9%	15%	17%
International aid	3%	0%	1%	3%	7%
Your own cultural and/or ethnic community	10%	2%	7%	11%	17%
Environmental issues, pollution, land use	9%	2%	5%	10%	16%
Human rights such as racism, women's rights, democracy	5%	2%	4%	6%	8%
Animal welfare/ humane society	8%	3%	5%	11%	9%
Arts and culture	8%	4%	7%	7%	13%
Educational charities promoting children's or adult educational efforts	9%	2%	5%	10%	16%

Q3. [Both – donated money and volunteered] For each of the following, please let us know if you yourself have worked as a volunteer and/or given a financial donation in that area over the last two years.

	Total	Donor type			
		Non donors	Casual Donors	Prompted Donors	Super Donors
Religious, church or faith group	8%		1%	9%	21%
Health and disease research, treatment or prevention	4%		2%	3%	9%
Mental health and addiction	1%		0%	1%	3%
Poverty relief	5%		3%	5%	11%
International aid	1%		0%	1%	3%
Your own cultural and/or ethnic community	3%		1%	2%	7%
Environmental issues, pollution, land use	2%		1%	2%	5%
Human rights such as racism, women's rights, democracy	1%		0%	1%	3%
Animal welfare/ humane society	3%		3%	3%	5%
Arts and culture	2%		1%	2%	5%
Educational charities promoting children's or adult educational efforts	2%		1%	2%	7%

Q3. [Religious, church or faith group] For each of the following, please let us know if you yourself have worked as a volunteer and/or given a financial donation in that area over the last two years.

	Total	Donor type			
		Non donors	Casual Donors	Prompted Donors	Super Donors
No, neither donated nor volunteered	69%	97%	86%	60%	43%
Yes, gave a financial donation	25%		10%	33%	50%
Yes, volunteered	14%	3%	6%	16%	28%
Both – donated money and volunteered	8%		1%	9%	21%

Q3. [Health and disease research, treatment or prevention] For each of the following, please let us know if you yourself have worked as a volunteer and/or given a financial donation in that area over the last two years.

	Total	Donor type			
		Non donors	Casual Donors	Prompted Donors	Super Donors
No, neither donated nor volunteered	44%	97%	48%	35%	18%
Yes, gave a financial donation	52%		47%	60%	78%
Yes, volunteered	8%	3%	7%	8%	13%
Both – donated money and volunteered	4%		2%	3%	9%

Q3. [Mental health and addiction] For each of the following, please let us know if you yourself have worked as a volunteer and/or given a financial donation in that area over the last two years.

	Total	Donor type			
		Non donors	Casual Donors	Prompted Donors	Super Donors
No, neither donated nor volunteered	76%	96%	85%	73%	57%
Yes, gave a financial donation	18%		10%	20%	37%
Yes, volunteered	7%	4%	5%	8%	9%
Both – donated money and volunteered	1%		0%	1%	3%

Q3. [Poverty relief] For each of the following, please let us know if you yourself have worked as a volunteer and/or given a financial donation in that area over the last two years.

	Total	Donor type			
		Non donors	Casual Donors	Prompted Donors	Super Donors
No, neither donated nor volunteered	49%	94%	57%	42%	21%
Yes, gave a financial donation	43%		36%	48%	73%
Yes, volunteered	12%	6%	9%	15%	17%
Both – donated money and volunteered	5%		3%	5%	11%

Q3. [International aid] For each of the following, please let us know if you yourself have worked as a volunteer and/or given a financial donation in that area over the last two years.

	Total	Donor type			
		Non donors	Casual Donors	Prompted Donors	Super Donors
No, neither donated nor volunteered	69%	100%	81%	64%	40%
Yes, gave a financial donation	29%		18%	33%	57%
Yes, volunteered	3%	0%	1%	3%	7%
Both – donated money and volunteered	1%		0%	1%	3%

Q3. [Your own cultural and/or ethnic community] For each of the following, please let us know if you yourself have worked as a volunteer and/or given a financial donation in that area over the last two years.

	Total	Donor type			
		Non donors	Casual Donors	Prompted Donors	Super Donors
No, neither donated nor volunteered	81%	98%	88%	78%	66%
Yes, gave a financial donation	12%		7%	13%	24%
Yes, volunteered	10%	2%	7%	11%	17%
Both – donated money and volunteered	3%		1%	2%	7%

Q3. [Environmental issues, pollution, land use] For each of the following, please let us know if you yourself have worked as a volunteer and/or given a financial donation in that area over the last two years.

	Total	Donor type			
		Non donors	Casual Donors	Prompted Donors	Super Donors
No, neither donated nor volunteered	79%	98%	86%	78%	60%
Yes, gave a financial donation	14%		10%	14%	29%
Yes, volunteered	9%	2%	5%	10%	16%
Both – donated money and volunteered	2%		1%	2%	5%

Q3. [Human Rights] For each of the following, please let us know if you yourself have worked as a volunteer and/or given a financial donation in that area over the last two years.

	Total	Donor type			
		Non donors	Casual Donors	Prompted Donors	Super Donors
No, neither donated nor volunteered	84%	98%	90%	83%	67%
Yes, gave a financial donation	12%		7%	12%	28%
Yes, volunteered	5%	2%	4%	6%	8%
Both – donated money and volunteered	1%		0%	1%	3%

Q3. [Arts and culture] For each of the following, please let us know if you yourself have worked as a volunteer and/or given a financial donation in that area over the last two years.

	Total	Donor type			
		Non donors	Casual Donors	Prompted Donors	Super Donors
No, neither donated nor volunteered	67%	97%	70%	64%	48%
Yes, gave a financial donation	28%		27%	28%	48%
Yes, volunteered	8%	3%	5%	11%	9%
Both – donated money and volunteered	3%		3%	3%	5%

Q3. [Arts and culture] For each of the following, please let us know if you yourself have worked as a volunteer and/or given a financial donation in that area over the last two years.

	Total	Donor type			
		Non donors	Casual Donors	Prompted Donors	Super Donors
No, neither donated nor volunteered	81%	96%	86%	82%	64%
Yes, gave a financial donation	13%		8%	12%	28%
Yes, volunteered	8%	4%	7%	7%	13%
Both – donated money and volunteered	2%		1%	2%	5%

Q3. [Educational charities promoting children's or adult educational efforts] For each of the following, please let us know if you yourself have worked as a volunteer and/or given a financial donation in that area over the last two years.

	Total	Donor type			
		Non donors	Casual Donors	Prompted Donors	Super Donors
No, neither donated nor volunteered	75%	98%	84%	70%	54%
Yes, gave a financial donation	19%		12%	22%	37%
Yes, volunteered	9%	2%	5%	10%	16%
Both – donated money and volunteered	2%		1%	2%	7%

	Total who donated to this cause	Donor type			
		Non donors	Casual Donors	Prompted Donors	Super Donors
Sample size	516	-	61*	235	221

Q4a. [Religious, church or faith group] How would you describe your financial contribution to those issues you have donated money to?

	Total	Donor type			
		Non donors	Casual Donors	Prompted Donors	Super Donors
Ongoing support - repeat donations over time	61%		31%	52%	79%
A one-time donation	20%		27%	25%	12%
You gave a small amount - only a few dollars	19%		42%	23%	9%

	Total who donated to this cause	Donor type			
		Non donors	Casual Donors	Prompted Donors	Super Donors
Sample size	1074	-	299	427	348

Q4a. [Health and disease research, treatment or prevention] How would you describe your financial contribution to those issues you have donated money to?

	Total	Donor type			
		Non donors	Casual Donors	Prompted Donors	Super Donors
Ongoing support - repeat donations over time	39%		20%	28%	70%
A one-time donation	37%		46%	46%	20%
You gave a small amount - only a few dollars	23%		34%	26%	10%

	Total who donated to this cause	Donor type			
		Non donors	Casual Donors	Prompted Donors	Super Donors
Sample size	373	-	65*	143	165

Q4a. [Mental health and addiction] How would you describe your financial contribution to those issues you have donated money to?

	Total	Donor type			
		Non donors	Casual Donors	Prompted Donors	Super Donors
Ongoing support - repeat donations over time	22%		12%	10%	36%
A one-time donation	45%		42%	51%	41%
You gave a small amount - only a few dollars	33%		45%	39%	24%

	Total who donated to this cause	Donor type			
		Non donors	Casual Donors	Prompted Donors	Super Donors
Sample size	897	-	230	343	324

Q4a. [Poverty relief -- including homelessness and food banks] How would you describe your financial contribution to those issues you have donated money to?

	Total	Donor type			
		Non donors	Casual Donors	Prompted Donors	Super Donors
Ongoing support - repeat donations over time	39%		20%	24%	68%
A one-time donation	33%		38%	41%	21%
You gave a small amount - only a few dollars	28%		42%	35%	12%

	Total who donated to this cause	Donor type			
		Non donors	Casual Donors	Prompted Donors	Super Donors
Sample size	603	-	116	236	251

Q4a. [International aid -- including Third World poverty and natural disasters] How would you describe your financial contribution to those issues you have donated money to?

	Total	Donor type			
		Non donors	Casual Donors	Prompted Donors	Super Donors
Ongoing support - repeat donations over time	31%		15%	19%	50%
A one-time donation	44%		46%	53%	36%
You gave a small amount - only a few dollars	24%		39%	28%	14%

	Total who donated to this cause	Donor type			
		Non donors	Casual Donors	Prompted Donors	Super Donors
Sample size	245	-	43*	94*	108

Q4a. [Your own cultural and/or ethnic community] How would you describe your financial contribution to those issues you have donated money to?

	Total	Donor type			
		Non donors	Casual Donors	Prompted Donors	Super Donors
Ongoing support - repeat donations over time	29%		21%	12%	46%
A one-time donation	42%		44%	52%	33%
You gave a small amount - only a few dollars	29%		35%	36%	21%

	Total who donated to this cause	Donor type			
		Non donors	Casual Donors	Prompted Donors	Super Donors
Sample size	291	-	64*	99*	128

Q4a. [Environmental issues, pollution, land use] How would you describe your financial contribution to those issues you have donated money to?

	Total	Donor type			
		Non donors	Casual Donors	Prompted Donors	Super Donors
Ongoing support - repeat donations over time	29%		19%	15%	45%
A one-time donation	42%		45%	48%	35%
You gave a small amount - only a few dollars	29%		36%	37%	20%

	Total who donated to this cause	Donor type			
		Non donors	Casual Donors	Prompted Donors	Super Donors
Sample size	252	-	42*	86*	124

Q4a. [Human rights such as racism, women's rights, democracy] How would you describe your financial contribution to those issues you have donated money to?

	Total	Donor type			
		Non donors	Casual Donors	Prompted Donors	Super Donors
Ongoing support - repeat donations over time	29%		7%	13%	47%
A one-time donation	42%		43%	50%	36%
You gave a small amount - only a few dollars	29%		50%	37%	17%

	Total who donated to this cause	Donor type			
		Non donors	Casual Donors	Prompted Donors	Super Donors
Sample size	581	-	168	200	212

Q4a. [Animal welfare/ humane society] How would you describe your financial contribution to those issues you have donated money to?

	Total	Donor type			
		Non donors	Casual Donors	Prompted Donors	Super Donors
Ongoing support - repeat donations over time	34%		24%	23%	52%
A one-time donation	39%		38%	49%	31%
You gave a small amount - only a few dollars	27%		39%	28%	17%

	Total who donated to this cause	Donor type			
		Non donors	Casual Donors	Prompted Donors	Super Donors
Sample size	264	-	53*	89*	123

Q4a. [Arts and culture] How would you describe your financial contribution to those issues you have donated money to?

	Total	Donor type			
		Non donors	Casual Donors	Prompted Donors	Super Donors
Ongoing support - repeat donations over time	31%		20%	16%	46%
A one-time donation	43%		36%	56%	36%
You gave a small amount - only a few dollars	26%		43%	28%	18%

	Total who donated to this cause	Donor type			
		Non donors	Casual Donors	Prompted Donors	Super Donors
Sample size	394	-	74*	157	163

Q4a. [Educational charities promoting children's or adult educational efforts] How would you describe your financial contribution to those issues you have donated money to?

	Total	Donor type			
		Non donors	Casual Donors	Prompted Donors	Super Donors
Ongoing support - repeat donations over time	28%		14%	11%	51%
A one-time donation	42%		51%	47%	34%
You gave a small amount - only a few dollars	30%		35%	42%	15%

	Total	Donor type			
		Non donors	Casual Donors	Prompted Donors	Super Donors
Sample size	2072	281	632	715	444

Q4a. [Religious, church or faith group] How would you describe your financial contribution to those issues you have donated money to?

	Total	Donor type			
		Non donors	Casual Donors	Prompted Donors	Super Donors
Ongoing support - repeat donations over time	15%		3%	17%	39%
A one-time donation	5%		3%	8%	6%
You gave a small amount - only a few dollars	5%		4%	7%	5%
Did not give financial donation	75%	100%	90%	67%	50%

Q4a. [Health and disease research, treatment or prevention] How would you describe your financial contribution to those issues you have donated money to?

	Total	Donor type			
		Non donors	Casual Donors	Prompted Donors	Super Donors
Ongoing support - repeat donations over time	20%		9%	17%	54%
A one-time donation	19%		22%	27%	16%
You gave a small amount - only a few dollars	12%		16%	16%	8%
Did not give financial donation	48%	100%	53%	40%	22%

Q4a. [Mental health and addiction] How would you describe your financial contribution to those issues you have donated money to?

	Total	Donor type			
		Non donors	Casual Donors	Prompted Donors	Super Donors
Ongoing support - repeat donations over time	4%		1%	2%	13%
A one-time donation	8%		4%	10%	15%
You gave a small amount - only a few dollars	6%		5%	8%	9%
Did not give financial donation	82%	100%	90%	80%	63%

Q4a. [Poverty relief -- including homelessness and food banks] How would you describe your financial contribution to those issues you have donated money to?

	Total	Donor type			
		Non donors	Casual Donors	Prompted Donors	Super Donors
Ongoing support - repeat donations over time	17%		7%	12%	49%
A one-time donation	14%		14%	20%	15%
You gave a small amount - only a few dollars	12%		15%	17%	8%
Did not give financial donation	57%	100%	64%	52%	27%

Q4a. [International aid -- including Third World poverty and natural disasters] How would you describe your financial contribution to those issues you have donated money to?

	Total	Donor type			
		Non donors	Casual Donors	Prompted Donors	Super Donors
Ongoing support - repeat donations over time	9%		3%	6%	28%
A one-time donation	13%		8%	17%	20%
You gave a small amount - only a few dollars	7%		7%	9%	8%
Did not give financial donation	71%	100%	82%	67%	43%

Q4a. [Your own cultural and/or ethnic community] How would you describe your financial contribution to those issues you have donated money to?

	Total	Donor type			
		Non donors	Casual Donors	Prompted Donors	Super Donors
Ongoing support - repeat donations over time	3%		1%	2%	11%
A one-time donation	5%		3%	7%	8%
You gave a small amount - only a few dollars	3%		2%	5%	5%
Did not give financial donation	88%	100%	93%	87%	76%

Q4a. [Environmental issues, pollution, land use] How would you describe your financial contribution to those issues you have donated money to?

	Total	Donor type			
		Non donors	Casual Donors	Prompted Donors	Super Donors
Ongoing support - repeat donations over time	4%		2%	2%	13%
A one-time donation	6%		5%	7%	10%
You gave a small amount - only a few dollars	4%		4%	5%	6%
Did not give financial donation	86%	100%	90%	86%	71%

Q4a. [Human rights such as racism, women's rights, democracy] How would you describe your financial contribution to those issues you have donated money to?

	Total	Donor type			
		Non donors	Casual Donors	Prompted Donors	Super Donors
Ongoing support - repeat donations over time	3%		0%	2%	13%
A one-time donation	5%		3%	6%	10%
You gave a small amount - only a few dollars	4%		3%	4%	5%
Did not give financial donation	88%	100%	93%	88%	72%

Q4a. [Animal welfare/ humane society] How would you describe your financial contribution to those issues you have donated money to?

	Total	Donor type			
		Non donors	Casual Donors	Prompted Donors	Super Donors
Ongoing support - repeat donations over time	9%		6%	6%	25%
A one-time donation	11%		10%	14%	15%
You gave a small amount - only a few dollars	8%		10%	8%	8%
Did not give financial donation	72%	100%	73%	72%	52%

Q4a. [Arts and culture] How would you describe your financial contribution to those issues you have donated money to?

	Total	Donor type			
		Non donors	Casual Donors	Prompted Donors	Super Donors
Ongoing support - repeat donations over time	4%		2%	2%	13%
A one-time donation	6%		3%	7%	10%
You gave a small amount - only a few dollars	3%		4%	3%	5%
Did not give financial donation	87%	100%	92%	88%	72%

Q4a. [Educational charities promoting children's or adult educational efforts] How would you describe your financial contribution to those issues you have donated money to?

	Total	Donor type			
		Non donors	Casual Donors	Prompted Donors	Super Donors
Ongoing support - repeat donations over time	5%		2%	2%	19%
A one-time donation	8%		6%	10%	12%
You gave a small amount - only a few dollars	6%		4%	9%	6%
Did not give financial donation	81%	100%	88%	78%	63%

	Total who donated to this cause	Donor type			
		Non donors	Casual Donors	Prompted Donors	Super Donors
Sample size	516	-	61*	235	221

Q4b. [Religious, church or faith group] And, have your donations to these areas mostly been you acting on your own initiative or idea OR in response to a request for you to make a donation?

	Total	Donor type			
		Non donors	Casual Donors	Prompted Donors	Super Donors
Own initiative/idea	74%		73%	67%	80%
Response to a request	26%		27%	33%	20%

	Total who donated to this cause	Donor type			
		Non donors	Casual Donors	Prompted Donors	Super Donors
Sample size	1074	-	299	427	348

Q4b. [Health and disease research, treatment or prevention] And, have your donations to these areas mostly been you acting on your own initiative or idea OR in response to a request for you to make a donation?

	Total	Donor type			
		Non donors	Casual Donors	Prompted Donors	Super Donors
Own initiative/idea	48%		51%	40%	55%
Response to a request	52%		49%	60%	45%

	Total who donated to this cause	Donor type			
		Non donors	Casual Donors	Prompted Donors	Super Donors
Sample size	373	-	65*	143	165

Q4b. [Mental health and addiction] And, have your donations to these areas mostly been you acting on your own initiative or idea OR in response to a request for you to make a donation?

	Total	Donor type			
		Non donors	Casual Donors	Prompted Donors	Super Donors
Own initiative/idea	48%		57%	42%	49%
Response to a request	52%		43%	58%	51%

	Total who donated to this cause	Donor type			
		Non donors	Casual Donors	Prompted Donors	Super Donors
Sample size	897	-	230	343	324

Q4b. [Poverty relief] And, have your donations to these areas mostly been you acting on your own initiative or idea OR in response to a request for you to make a donation?

	Total	Donor type			
		Non donors	Casual Donors	Prompted Donors	Super Donors
Own initiative/idea	57%		59%	52%	62%
Response to a request	43%		41%	48%	38%

	Total who donated to this cause	Donor type			
		Non donors	Casual Donors	Prompted Donors	Super Donors
Sample size	603	-	116	236	251

Q4b. [International aid] And, have your donations to these areas mostly been you acting on your own initiative or idea OR in response to a request for you to make a donation?

	Total	Donor type			
		Non donors	Casual Donors	Prompted Donors	Super Donors
Own initiative/idea	48%		50%	43%	52%
Response to a request	52%		50%	57%	48%

	Total who donated to this cause	Donor type			
		Non donors	Casual Donors	Prompted Donors	Super Donors
Sample size	245	-	43*	94*	108

Q4b. [Your own cultural and/or ethnic community] And, have your donations to these areas mostly been you acting on your own initiative or idea OR in response to a request for you to make a donation?

	Total	Donor type			
		Non donors	Casual Donors	Prompted Donors	Super Donors
Own initiative/idea	54%		59%	49%	56%
Response to a request	46%		41%	51%	44%

	Total who donated to this cause	Donor type			
		Non donors	Casual Donors	Prompted Donors	Super Donors
Sample size	291	-	64*	99*	128

Q4b. [Environmental issues, pollution, land use] And, have your donations to these areas mostly been you acting on your own initiative or idea OR in response to a request for you to make a donation?

	Total	Donor type			
		Non donors	Casual Donors	Prompted Donors	Super Donors
Own initiative/idea	52%		66%	48%	47%
Response to a request	48%		34%	52%	53%

	Total who donated to this cause	Donor type			
		Non donors	Casual Donors	Prompted Donors	Super Donors
Sample size	252	-	42*	86*	124

Q4b. [Human rights] And, have your donations to these areas mostly been you acting on your own initiative or idea OR in response to a request for you to make a donation?

	Total	Donor type			
		Non donors	Casual Donors	Prompted Donors	Super Donors
Own initiative/idea	47%		56%	41%	47%
Response to a request	53%		44%	59%	53%

	Total who donated to this cause	Donor type			
		Non donors	Casual Donors	Prompted Donors	Super Donors
Sample size	581	-	168	200	212

Q4b. [Animal welfare/ humane society] And, have your donations to these areas mostly been you acting on your own initiative or idea OR in response to a request for you to make a donation?

	Total	Donor type			
		Non donors	Casual Donors	Prompted Donors	Super Donors
Own initiative/idea	63%		70%	53%	66%
Response to a request	37%		30%	47%	34%

	Total who donated to this cause	Donor type			
		Non donors	Casual Donors	Prompted Donors	Super Donors
Sample size	264	-	53*	89*	123

Q4b. [Arts and culture] And, have your donations to these areas mostly been you acting on your own initiative or idea OR in response to a request for you to make a donation?

	Total	Donor type			
		Non donors	Casual Donors	Prompted Donors	Super Donors
Own initiative/idea	53%		51%	47%	59%
Response to a request	47%		49%	53%	41%

	Total who donated to this cause	Donor type			
		Non donors	Casual Donors	Prompted Donors	Super Donors
Sample size	394	-	74*	157	163

Q4b. [Educational charities promoting children's or adult educational efforts] And, have your donations to these areas mostly been you acting on your own initiative or idea OR in response to a request for you to make a donation?

	Total	Donor type			
		Non donors	Casual Donors	Prompted Donors	Super Donors
Own initiative/idea	45%		49%	35%	54%
Response to a request	55%		51%	65%	46%

	Total	Donor type			
		Non donors	Casual Donors	Prompted Donors	Super Donors
Sample size	2072	281	632	715	444

Q4b. [Religious, church or faith group] And, have your donations to these areas mostly been you acting on your own initiative or idea OR in response to a request for you to make a donation?

	Total	Donor type			
		Non donors	Casual Donors	Prompted Donors	Super Donors
Own initiative/idea	18%		7%	22%	40%
Response to a request	7%		3%	11%	10%
Did not give financial donation	75%	100%	90%	67%	50%

Q4b. [Health and disease research, treatment or prevention] And, have your donations to these areas mostly been you acting on your own initiative or idea OR in response to a request for you to make a donation?

	Total	Donor type			
		Non donors	Casual Donors	Prompted Donors	Super Donors
Own initiative/idea	25%		24%	24%	43%
Response to a request	27%		23%	36%	36%
Did not give financial donation	48%	100%	53%	40%	22%

Q4b. [Mental health and addiction] And, have your donations to these areas mostly been you acting on your own initiative or idea OR in response to a request for you to make a donation?

	Total	Donor type			
		Non donors	Casual Donors	Prompted Donors	Super Donors
Own initiative/idea	9%		6%	8%	18%
Response to a request	9%		4%	12%	19%
Did not give financial donation	82%	100%	90%	80%	63%

Q4b. [Poverty relief] And, have your donations to these areas mostly been you acting on your own initiative or idea OR in response to a request for you to make a donation?

	Total	Donor type			
		Non donors	Casual Donors	Prompted Donors	Super Donors
Own initiative/idea	25%		22%	25%	45%
Response to a request	18%		15%	23%	28%
Did not give financial donation	57%	100%	64%	52%	27%

Q4b. [International aid] And, have your donations to these areas mostly been you acting on your own initiative or idea OR in response to a request for you to make a donation?

	Total	Donor type			
		Non donors	Casual Donors	Prompted Donors	Super Donors
Own initiative/idea	14%		9%	14%	30%
Response to a request	15%		9%	19%	27%
Did not give financial donation	71%	100%	82%	67%	43%

Q4b. [Your own cultural and/or ethnic community] And, have your donations to these areas mostly been you acting on your own initiative or idea OR in response to a request for you to make a donation?

	Total	Donor type			
		Non donors	Casual Donors	Prompted Donors	Super Donors
Own initiative/idea	6%		4%	6%	14%
Response to a request	5%		3%	7%	11%
Did not give financial donation	88%	100%	93%	87%	76%

Q4b. [Environmental issues, pollution, land use] And, have your donations to these areas mostly been you acting on your own initiative or idea OR in response to a request for you to make a donation?

	Total	Donor type			
		Non donors	Casual Donors	Prompted Donors	Super Donors
Own initiative/idea	7%		7%	7%	13%
Response to a request	7%		3%	7%	15%
Did not give financial donation	86%	100%	90%	86%	71%

Q4b. [Human rights] And, have your donations to these areas mostly been you acting on your own initiative or idea OR in response to a request for you to make a donation?

	Total	Donor type			
		Non donors	Casual Donors	Prompted Donors	Super Donors
Own initiative/idea	6%		4%	5%	13%
Response to a request	6%		3%	7%	15%
Did not give financial donation	88%	100%	93%	88%	72%

Q4b. [Animal welfare/ humane society] And, have your donations to these areas mostly been you acting on your own initiative or idea OR in response to a request for you to make a donation?

	Total	Donor type			
		Non donors	Casual Donors	Prompted Donors	Super Donors
Own initiative/idea	18%		19%	15%	32%
Response to a request	10%		8%	13%	16%
Did not give financial donation	72%	100%	73%	72%	52%

Q4b. [Arts and culture] And, have your donations to these areas mostly been you acting on your own initiative or idea OR in response to a request for you to make a donation?

	Total	Donor type			
		Non donors	Casual Donors	Prompted Donors	Super Donors
Own initiative/idea	7%		4%	6%	16%
Response to a request	6%		4%	7%	11%
Did not give financial donation	87%	100%	92%	88%	72%

Q4b. [Educational charities promoting children's or adult educational efforts] And, have your donations to these areas mostly been you acting on your own initiative or idea OR in response to a request for you to make a donation?

	Total	Donor type			
		Non donors	Casual Donors	Prompted Donors	Super Donors
Own initiative/idea	9%		6%	8%	20%
Response to a request	10%		6%	14%	17%
Did not give financial donation	81%	100%	88%	78%	63%

Q5. Thinking overall about your level of financial donations for charitable causes, which of the following best describes how you feel?

	Total	Donor type			
		Non donors	Casual Donors	Prompted Donors	Super Donors
I'm comfortable with my level of charitable contributions	65%	63%	65%	65%	68%
I probably spend too much giving money to charitable causes	4%	2%	3%	4%	9%
I feel I should be doing more to support charitable causes	30%	35%	32%	31%	23%

	Total who feel they should be doing more	Donor type			
		Non donors	Casual Donors	Prompted Donors	Super Donors
Sample size	623	99*	203	219	102

Q6a. [Financial means - I just don't have the money] How important are each of the following in preventing you from doing more to support charitable causes

	Total	Donor type			
		Non donors	Casual Donors	Prompted Donors	Super Donors
The whole reason	51%	75%	51%	52%	26%
One of the factors preventing me	38%	19%	41%	34%	56%
Not an issue	11%	6%	8%	14%	18%

Q6a. [Concern about charities - if they are even legitimate] How important are each of the following in preventing you from doing more to support charitable causes

	Total	Donor type			
		Non donors	Casual Donors	Prompted Donors	Super Donors
The whole reason	13%	18%	10%	15%	11%
One of the factors preventing me	54%	41%	54%	57%	61%
Not an issue	33%	41%	35%	28%	28%

Q6a. [Concern about charities - how effective they are] How important are each of the following in preventing you from doing more to support charitable causes

	Total	Donor type			
		Non donors	Casual Donors	Prompted Donors	Super Donors
The whole reason	12%	15%	11%	13%	10%
One of the factors preventing me	58%	52%	58%	58%	61%
Not an issue	30%	33%	31%	29%	28%

Q6a. [I don't have the knowledge needed to choose charities] How important are each of the following in preventing you from doing more to support charitable causes

	Total	Donor type			
		Non donors	Casual Donors	Prompted Donors	Super Donors
The whole reason	7%	12%	7%	7%	2%
One of the factors preventing me	36%	33%	39%	34%	37%
Not an issue	57%	55%	54%	59%	61%

Q6b. Are there any additional reasons -- other than those we just considered - that are preventing you from doing more to support charitable causes?

	Total	Donor type			
		Non donors	Casual Donors	Prompted Donors	Super Donors
No, no other	89%	96%	91%	85%	83%
Yes, please specify	11%	4%	9%	15%	17%

	Total	Donor type			
		Non donors	Casual Donors	Prompted Donors	Super Donors
Sample size	2072	281	632	715	444

Q6a. [Financial means - I just don't have the money] How important are each of the following in preventing you from doing more to support charitable causes

	Total	Donor type			
		Non donors	Casual Donors	Prompted Donors	Super Donors
The whole reason	15%	26%	16%	16%	6%
One of the factors preventing me	11%	7%	13%	10%	13%
Not an issue	3%	2%	2%	4%	4%
No need to do more	70%	65%	68%	69%	77%

Q6a. [Concern about charities - if they are even legitimate] How important are each of the following in preventing you from doing more to support charitable causes

	Total	Donor type			
		Non donors	Casual Donors	Prompted Donors	Super Donors
The whole reason	4%	6%	3%	4%	3%
One of the factors preventing me	16%	14%	18%	18%	14%
Not an issue	10%	14%	11%	9%	6%
No need to do more	70%	65%	68%	69%	77%

Q6a. [Concern about charities - how effective they are] How important are each of the following in preventing you from doing more to support charitable causes

	Total	Donor type			
		Non donors	Casual Donors	Prompted Donors	Super Donors
The whole reason	4%	5%	4%	4%	2%
One of the factors preventing me	17%	18%	19%	18%	14%
Not an issue	9%	12%	10%	9%	6%
No need to do more	70%	65%	68%	69%	77%

Q6a. [I don't have the knowledge needed to choose charities] How important are each of the following in preventing you from doing more to support charitable causes

	Total	Donor type			
		Non donors	Casual Donors	Prompted Donors	Super Donors
The whole reason	2%	4%	2%	2%	1%
One of the factors preventing me	11%	12%	12%	10%	8%
Not an issue	17%	19%	17%	18%	14%
No need to do more	70%	65%	68%	69%	77%

Q6b. Are there any additional reasons -- other than those we just considered - that are preventing you from doing more to support charitable causes?

	Total	Donor type			
		Non donors	Casual Donors	Prompted Donors	Super Donors
No, no other	27%	34%	29%	26%	19%
Yes, please specify	3%	1%	3%	4%	4%
No Need to do more	70%	65%	68%	69%	77%

Q7. [Total Agree] Agreement with statements

	Total	Donor type			
		Non donors	Casual Donors	Prompted Donors	Super Donors
We pay enough in taxes already - governments should be stepping in for charities on a lot of these issues	62%	73%	64%	60%	55%
I feel a personal responsibility to make the world a better place	71%	57%	69%	71%	83%
Too many people are overly dependent on charity - there should be more emphasis on self-reliance	57%	67%	57%	56%	53%
Our society does a bad job when it comes to taking care of the less fortunate	67%	72%	67%	64%	68%
I often resent being asked to donate my hard-earned money to one cause or another	48%	65%	50%	44%	42%
My own personal faith has a strong influence on my views of charitable activities	46%	37%	37%	51%	57%
Some problems just can't be helped, so there's no sense throwing money at them	40%	56%	39%	37%	35%
I can barely make ends meet - never mind giving money to charitable causes	49%	75%	55%	45%	32%
It's really important that today's parents teach their children about charity and giving	89%	78%	88%	93%	92%
I feel really good when I make a donation to charity	82%	58%	80%	86%	91%
Even helping a little bit is always worthwhile - the bucket is filled with drops	89%	75%	90%	93%	91%
I don't feel very confident about my choices when I give to charities	29%	44%	29%	24%	27%

Q7. [Total Disagree] Agreement with statements

	Total	Donor type			
		Non donors	Casual Donors	Prompted Donors	Super Donors
We pay enough in taxes already - governments should be stepping in for charities on a lot of these issues	38%	27%	36%	40%	45%
I feel a personal responsibility to make the world a better place	29%	43%	31%	29%	17%
Too many people are overly dependent on charity - there should be more emphasis on self-reliance	43%	33%	43%	44%	47%
Our society does a bad job when it comes to taking care of the less fortunate	33%	28%	33%	36%	32%
I often resent being asked to donate my hard-earned money to one cause or another	52%	35%	50%	56%	58%
My own personal faith has a strong influence on my views of charitable activities	54%	63%	63%	49%	43%
Some problems just can't be helped, so there's no sense throwing money at them	60%	44%	61%	63%	65%
I can barely make ends meet - never mind giving money to charitable causes	51%	25%	45%	55%	68%
It's really important that today's parents teach their children about charity and giving	11%	22%	12%	7%	8%
I feel really good when I make a donation to charity	18%	42%	20%	14%	9%
Even helping a little bit is always worthwhile - the bucket is filled with drops	11%	25%	10%	7%	9%
I don't feel very confident about my choices when I give to charities	71%	56%	71%	76%	73%

Q7. Agreement with - We pay enough in taxes already - governments should be stepping in for charities on a lot of these issues

	Total	Donor type			
		Non donors	Casual Donors	Prompted Donors	Super Donors
Agree Strongly	20%	28%	23%	17%	15%
Agree Moderately	42%	45%	41%	43%	40%
Disagree Moderately	27%	19%	25%	28%	31%
Disagree Strongly	11%	7%	11%	12%	14%
Top2box	62%	73%	64%	60%	55%
Bottom2box	38%	27%	36%	40%	45%

Q7. Agreement with - I feel a personal responsibility to make the world a better place

	Total	Donor type			
		Non donors	Casual Donors	Prompted Donors	Super Donors
Agree Strongly	22%	14%	19%	19%	35%
Agree Moderately	49%	43%	50%	51%	48%
Disagree Moderately	21%	27%	23%	24%	12%
Disagree Strongly	8%	16%	8%	6%	5%
Top2box	71%	57%	69%	71%	83%
Bottom2box	29%	43%	31%	29%	17%

Q7. Agreement with - Too many people are overly dependent on charity - there should be more emphasis on self-reliance

	Total	Donor type			
		Non donors	Casual Donors	Prompted Donors	Super Donors
Agree Strongly	16%	25%	16%	15%	14%
Agree Moderately	41%	42%	41%	42%	39%
Disagree Moderately	30%	25%	31%	31%	32%
Disagree Strongly	12%	8%	12%	12%	14%
Top2box	57%	67%	57%	56%	53%
Bottom2box	43%	33%	43%	44%	47%

Q7. Agreement with - Our society does a bad job when it comes to taking care of the less fortunate

	Total	Donor type			
		Non donors	Casual Donors	Prompted Donors	Super Donors
Agree Strongly	22%	25%	23%	21%	22%
Agree Moderately	45%	47%	44%	43%	47%
Disagree Moderately	27%	20%	28%	29%	25%
Disagree Strongly	7%	9%	5%	7%	7%
Top2box	67%	72%	67%	64%	68%
Bottom2box	33%	28%	33%	36%	32%

Q7. Agreement with - I often resent being asked to donate my hard-earned money to one cause or another

	Total	Donor type			
		Non donors	Casual Donors	Prompted Donors	Super Donors
Agree Strongly	13%	27%	11%	9%	11%
Agree Moderately	35%	38%	39%	35%	30%
Disagree Moderately	36%	26%	35%	41%	38%
Disagree Strongly	16%	9%	16%	15%	20%
Top2box	48%	65%	50%	44%	42%
Bottom2box	52%	35%	50%	56%	58%

Q7. Agreement with - My own personal faith has a strong influence on my views of charitable activities

	Total	Donor type			
		Non donors	Casual Donors	Prompted Donors	Super Donors
Agree Strongly	14%	9%	8%	14%	25%
Agree Moderately	32%	27%	29%	37%	33%
Disagree Moderately	24%	26%	26%	23%	19%
Disagree Strongly	30%	38%	37%	26%	23%
Top2box	46%	37%	37%	51%	57%
Bottom2box	54%	63%	63%	49%	43%

Q7. Agreement with - Some problems just can't be helped, so there's no sense throwing money at them

	Total	Donor type			
		Non donors	Casual Donors	Prompted Donors	Super Donors
Agree Strongly	11%	18%	12%	9%	9%
Agree Moderately	29%	38%	27%	28%	26%
Disagree Moderately	37%	31%	38%	39%	36%
Disagree Strongly	23%	13%	23%	24%	29%
Top2box	40%	56%	39%	37%	35%
Bottom2box	60%	44%	61%	63%	65%

Q7. Agreement with - I can barely make ends meet - never mind giving money to charitable causes

	Total	Donor type			
		Non donors	Casual Donors	Prompted Donors	Super Donors
Agree Strongly	17%	43%	19%	11%	9%
Agree Moderately	32%	32%	36%	34%	24%
Disagree Moderately	31%	18%	32%	33%	33%
Disagree Strongly	20%	7%	13%	22%	35%
Top2box	49%	75%	55%	45%	32%
Bottom2box	51%	25%	45%	55%	68%

Q7. Agreement with - It's really important that today's parents teach their children about charity and giving

	Total	Donor type			
		Non donors	Casual Donors	Prompted Donors	Super Donors
Agree Strongly	42%	24%	35%	45%	58%
Agree Moderately	47%	54%	53%	48%	34%
Disagree Moderately	8%	14%	9%	6%	6%
Disagree Strongly	3%	8%	3%	1%	2%
Top2box	89%	78%	88%	93%	92%
Bottom2box	11%	22%	12%	7%	8%

Q7. Agreement with - I feel really good when I make a donation to charity

	Total	Donor type			
		Non donors	Casual Donors	Prompted Donors	Super Donors
Agree Strongly	27%	11%	25%	30%	35%
Agree Moderately	55%	47%	56%	56%	56%
Disagree Moderately	14%	27%	16%	11%	7%
Disagree Strongly	4%	15%	4%	2%	2%
Top2box	82%	58%	80%	86%	91%
Bottom2box	18%	42%	20%	14%	9%

Q7. Agreement with - Even helping a little bit is always worthwhile - the bucket is filled with drops

	Total	Donor type			
		Non donors	Casual Donors	Prompted Donors	Super Donors
Agree Strongly	41%	21%	36%	46%	52%
Agree Moderately	49%	54%	54%	48%	39%
Disagree Moderately	8%	18%	8%	4%	7%
Disagree Strongly	3%	6%	2%	3%	2%
Top2box	89%	75%	90%	93%	91%
Bottom2box	11%	25%	10%	7%	9%

Q7. Agreement with - I don't feel very confident about my choices when I give to charities

	Total	Donor type			
		Non donors	Casual Donors	Prompted Donors	Super Donors
Agree Strongly	6%	11%	7%	4%	5%
Agree Moderately	23%	33%	22%	20%	21%
Disagree Moderately	39%	33%	39%	43%	35%
Disagree Strongly	33%	23%	32%	33%	38%
Top2box	29%	44%	29%	24%	27%
Bottom2box	71%	56%	71%	76%	73%

Q8. [Not in the past two years] How often, if ever, over the past two years have you personally made a contribution in response to each of the following approaches?

	Total	Donor type			
		Non donors	Casual Donors	Prompted Donors	Super Donors
A telephone request for donations	84%	93%	95%	82%	63%
A charitable request you received in the mail	62%	88%	80%	55%	31%
A request via social media - Facebook, etc	77%	93%	89%	72%	58%
A request when you're purchasing something online	82%	89%	93%	79%	66%
A tv appeal for a charitable cause	79%	90%	91%	77%	58%
A request made by a friend or family member	44%	82%	60%	29%	19%
A request from a door to door fundraising campaign	63%	85%	80%	51%	44%
A request from something your child is involved in (at school or sports etc)	65%	86%	81%	52%	49%
A request made at your place of work	64%	86%	77%	54%	46%
A request made at a church or place of worship	69%	95%	91%	57%	41%
A request for a \$1 or \$2 donation at the cash register	34%	63%	41%	23%	22%

Q8. [Once] How often, if ever, over the past two years have you personally made a contribution in response to each of the following approaches?

	Total	Donor type			
		Non donors	Casual Donors	Prompted Donors	Super Donors
A telephone request for donations	8%	3%	4%	10%	15%
A charitable request you received in the mail	14%	5%	13%	18%	18%
A request via social media - Facebook, etc	11%	3%	11%	13%	11%
A request when you're purchasing something online	8%	5%	6%	10%	12%
A tv appeal for a charitable cause	11%	4%	8%	14%	16%
A request made by a friend or family member	25%	10%	28%	28%	26%
A request from a door to door fundraising campaign	19%	9%	14%	27%	18%
A request from something your child is involved in (at school or sports etc)	12%	6%	12%	15%	11%
A request made at your place of work	18%	9%	18%	20%	20%
A request made at a church or place of worship	10%	4%	7%	15%	12%
A request for a \$1 or \$2 donation at the cash register	14%	13%	18%	15%	11%

Q8. [2 to 5 times] How often, if ever, over the past two years have you personally made a contribution in response to each of the following approaches?

	Total	Donor type			
		Non donors	Casual Donors	Prompted Donors	Super Donors
A telephone request for donations	7%	3%	1%	7%	16%
A charitable request you received in the mail	18%	5%	7%	22%	35%
A request via social media - Facebook, etc	10%	3%		12%	26%
A request when you're purchasing something online	7%	5%	0%	9%	16%
A tv appeal for a charitable cause	6%	2%	1%	7%	15%
A request made by a friend or family member	26%	7%	10%	36%	43%
A request from a door to door fundraising campaign	15%	6%	6%	20%	29%
A request from something your child is involved in (at school or sports etc)	18%	6%	6%	27%	28%
A request made at your place of work	15%	4%	4%	21%	26%
A request made at a church or place of worship	13%	1%	1%	19%	29%
A request for a \$1 or \$2 donation at the cash register	31%	18%	31%	34%	33%

Q8. [More than 5 times] How often, if ever, over the past two years have you personally made a contribution in response to each of the following approaches?

	Total	Donor type			
		Non donors	Casual Donors	Prompted Donors	Super Donors
A telephone request for donations	2%	1%		1%	6%
A charitable request you received in the mail	6%	2%	1%	5%	17%
A request via social media - Facebook, etc	2%			2%	6%
A request when you're purchasing something online	2%	1%	0%	2%	7%
A tv appeal for a charitable cause	4%	4%		3%	11%
A request made by a friend or family member	5%	1%	1%	7%	13%
A request from a door to door fundraising campaign	3%	0%	0%	2%	9%
A request from something your child is involved in (at school or sports etc)	5%	2%	1%	7%	13%
A request made at your place of work	4%	1%	1%	5%	9%
A request made at a church or place of worship	7%	0%	1%	10%	18%
A request for a \$1 or \$2 donation at the cash register	21%	7%	11%	28%	34%

Q8. [A telephone request for donations] How often, if ever, over the past two years have you personally made a contribution in response to each of the following approaches?

	Total	Donor type			
		Non donors	Casual Donors	Prompted Donors	Super Donors
Not in the past two years	84%	93%	95%	82%	63%
Once	8%	3%	4%	10%	15%
2 to 5 times	7%	3%	1%	7%	16%
More than 5 times	2%	1%		1%	6%

Q8. [A charitable request you received in the mail] How often, if ever, over the past two years have you personally made a contribution in response to each of the following approaches?

	Total	Donor type			
		Non donors	Casual Donors	Prompted Donors	Super Donors
Not in the past two years	62%	88%	80%	55%	31%
Once	14%	5%	13%	18%	18%
2 to 5 times	18%	5%	7%	22%	35%
More than 5 times	6%	2%	1%	5%	17%

Q8. [A request via social media] How often, if ever, over the past two years have you personally made a contribution in response to each of the following approaches?

	Total	Donor type			
		Non donors	Casual Donors	Prompted Donors	Super Donors
Not in the past two years	77%	93%	89%	72%	58%
Once	11%	3%	11%	13%	11%
2 to 5 times	10%	3%		12%	26%
More than 5 times	2%			2%	6%

Q8. [A request when you're purchasing something online] How often, if ever, over the past two years have you personally made a contribution in response to each of the following approaches?

	Total	Donor type			
		Non donors	Casual Donors	Prompted Donors	Super Donors
Not in the past two years	82%	89%	93%	79%	66%
Once	8%	5%	6%	10%	12%
2 to 5 times	7%	5%	0%	9%	16%
More than 5 times	2%	1%	0%	2%	7%

Q8. [A tv appeal for a charitable cause] How often, if ever, over the past two years have you personally made a contribution in response to each of the following approaches?

	Total	Donor type			
		Non donors	Casual Donors	Prompted Donors	Super Donors
Not in the past two years	79%	90%	91%	77%	58%
Once	11%	4%	8%	14%	16%
2 to 5 times	6%	2%	1%	7%	15%
More than 5 times	4%	4%		3%	11%

Q8. [A request made by a friend or family member] How often, if ever, over the past two years have you personally made a contribution in response to each of the following approaches?

	Total	Donor type			
		Non donors	Casual Donors	Prompted Donors	Super Donors
Not in the past two years	44%	82%	60%	29%	19%
Once	25%	10%	28%	28%	26%
2 to 5 times	26%	7%	10%	36%	43%
More than 5 times	5%	1%	1%	7%	13%

Q8. [A request from a door to door fundraising campaign] How often, if ever, over the past two years have you personally made a contribution in response to each of the following approaches?

	Total	Donor type			
		Non donors	Casual Donors	Prompted Donors	Super Donors
Not in the past two years	63%	85%	80%	51%	44%
Once	19%	9%	14%	27%	18%
2 to 5 times	15%	6%	6%	20%	29%
More than 5 times	3%	0%	0%	2%	9%

Q8. [A request from something your child is involved in] How often, if ever, over the past two years have you personally made a contribution in response to each of the following approaches?

	Total	Donor type			
		Non donors	Casual Donors	Prompted Donors	Super Donors
Not in the past two years	65%	86%	81%	52%	49%
Once	12%	6%	12%	15%	11%
2 to 5 times	18%	6%	6%	27%	28%
More than 5 times	5%	2%	1%	7%	13%

Q8. [A request made at your place of work] How often, if ever, over the past two years have you personally made a contribution in response to each of the following approaches?

	Total	Donor type			
		Non donors	Casual Donors	Prompted Donors	Super Donors
Not in the past two years	64%	86%	77%	54%	46%
Once	18%	9%	18%	20%	20%
2 to 5 times	15%	4%	4%	21%	26%
More than 5 times	4%	1%	1%	5%	9%

Q8. [A request made at a church or place of worship] How often, if ever, over the past two years have you personally made a contribution in response to each of the following approaches?

	Total	Donor type			
		Non donors	Casual Donors	Prompted Donors	Super Donors
Not in the past two years	69%	95%	91%	57%	41%
Once	10%	4%	7%	15%	12%
2 to 5 times	13%	1%	1%	19%	29%
More than 5 times	7%	0%	1%	10%	18%

Q8. [A request for a \$1 or \$2 donation at the cash register] How often, if ever, over the past two years have you personally made a contribution in response to each of the following approaches?

	Total	Donor type			
		Non donors	Casual Donors	Prompted Donors	Super Donors
Not in the past two years	34%	63%	41%	23%	22%
Once	14%	13%	18%	15%	11%
2 to 5 times	31%	18%	31%	34%	33%
More than 5 times	21%	7%	11%	28%	34%

Q9. As a consumer, do you yourself participate in these types of business-sponsored charitable activities?

	Total	Donor type			
		Non donors	Casual Donors	Prompted Donors	Super Donors
Yes, I try to participate	16%	5%	11%	20%	24%
Sometimes	38%	21%	38%	42%	43%
Not really	24%	25%	27%	21%	21%
No, I don't participate in this	22%	49%	24%	17%	11%
Top2box	54%	26%	49%	61%	68%
Bottom2box	46%	74%	51%	39%	32%

Q10. Overall, how meaningful do you think this approach is in terms of the impact it has on the charitable causes involved?

	Total	Donor type			
		Non donors	Casual Donors	Prompted Donors	Super Donors
Very meaningful impact on the charities involved	17%	10%	14%	17%	25%
Fairly meaningful	55%	45%	55%	59%	55%
Not that meaningful	21%	26%	25%	18%	18%
Not a meaningful impact at all	7%	19%	7%	5%	3%
Top2box	72%	55%	68%	77%	79%
Bottom2box	28%	45%	32%	23%	21%

Q11. [Total agree] Agreement with statements

	Total	Donor type			
		Non donors	Casual Donors	Prompted Donors	Super Donors
Genuinely trying to help out that cause as part of the community	75%	65%	73%	79%	76%
Really just marketing and trying to attract consumers' dollars any way possible	63%	70%	65%	58%	62%
Only looking for good PR	68%	76%	68%	65%	69%
Giving consumers like me a nice and convenient opportunity to support a good cause	70%	61%	73%	71%	71%
Not upfront and honest about how much - or little - money is actually going to charity	60%	68%	60%	58%	55%
Using consumers' donations, not their own, to take credit for supporting causes	65%	70%	66%	66%	61%

Q11. [Total disagree] Agreement with statements

	Total	Donor type			
		Non donors	Casual Donors	Prompted Donors	Super Donors
Genuinely trying to help out that cause as part of the community	25%	35%	27%	21%	24%
Really just marketing and trying to attract consumers' dollars any way possible	37%	30%	35%	42%	38%
Only looking for good PR	32%	24%	32%	35%	31%
Giving consumers like me a nice and convenient opportunity to support a good cause	30%	39%	27%	29%	29%
Not upfront and honest about how much - or little - money is actually going to charity	40%	32%	40%	42%	45%
Using consumers' donations, not their own, to take credit for supporting causes	35%	30%	34%	34%	39%

Q11. Agreement with - Genuinely trying to help out that cause as part of the community

	Total	Donor type			
		Non donors	Casual Donors	Prompted Donors	Super Donors
Agree Strongly	15%	9%	12%	17%	22%
Agree Moderately	59%	57%	61%	62%	54%
Disagree Moderately	20%	24%	22%	16%	20%
Disagree Strongly	6%	10%	6%	5%	4%
Top2box	75%	65%	73%	79%	76%
Bottom2box	25%	35%	27%	21%	24%

Q11. Agreement with - Really just marketing and trying to attract consumers' dollars any way possible

	Total	Donor type			
		Non donors	Casual Donors	Prompted Donors	Super Donors
Agree Strongly	17%	26%	17%	13%	15%
Agree Moderately	46%	44%	48%	44%	48%
Disagree Moderately	30%	24%	28%	36%	30%
Disagree Strongly	7%	5%	7%	7%	7%
Top2box	63%	70%	65%	58%	62%
Bottom2box	37%	30%	35%	42%	38%

Q11. Agreement with - Only looking for good PR

	Total	Donor type			
		Non donors	Casual Donors	Prompted Donors	Super Donors
Agree Strongly	21%	29%	23%	18%	18%
Agree Moderately	48%	47%	46%	47%	52%
Disagree Moderately	27%	19%	25%	32%	25%
Disagree Strongly	5%	5%	7%	3%	6%
Top2box	68%	76%	68%	65%	69%
Bottom2box	32%	24%	32%	35%	31%

Q11. Agreement with - Giving consumers like me a nice and convenient opportunity to support a good cause

	Total	Donor type			
		Non donors	Casual Donors	Prompted Donors	Super Donors
Agree Strongly	13%	8%	12%	14%	15%
Agree Moderately	57%	53%	61%	57%	56%
Disagree Moderately	23%	30%	20%	22%	24%
Disagree Strongly	7%	9%	7%	7%	5%
Top2box	70%	61%	73%	71%	71%
Bottom2box	30%	39%	27%	29%	29%

Q11. Agreement with - Not upfront and honest about how much - or little - money is actually going to charity

	Total	Donor type			
		Non donors	Casual Donors	Prompted Donors	Super Donors
Agree Strongly	20%	23%	21%	18%	19%
Agree Moderately	40%	45%	40%	40%	36%
Disagree Moderately	31%	24%	30%	31%	37%
Disagree Strongly	10%	8%	10%	10%	8%
Top2box	60%	68%	60%	58%	55%
Bottom2box	40%	32%	40%	42%	45%

Q11. Agreement with - Using consumers' donations, not their own, to take credit for supporting causes

	Total	Donor type			
		Non donors	Casual Donors	Prompted Donors	Super Donors
Agree Strongly	23%	23%	24%	22%	23%
Agree Moderately	43%	48%	42%	45%	38%
Disagree Moderately	28%	23%	28%	28%	30%
Disagree Strongly	7%	6%	7%	5%	9%
Top2box	65%	70%	66%	66%	61%
Bottom2box	35%	30%	34%	34%	39%

Q12. Are you on social media - such as Facebook, Instagram, Twitter, etc?

	Total	Donor type			
		Non donors	Casual Donors	Prompted Donors	Super Donors
Yes, frequently	49%	46%	50%	50%	47%
Yes, a lighter user	33%	33%	34%	32%	32%
No, not on social media	19%	21%	16%	18%	21%
Total Yes	81%	79%	84%	82%	79%

	Total who use social media	Donor type			
		Non donors	Casual Donors	Prompted Donors	Super Donors
Sample size	1687	223	529	585	351

Q13a. As a social media user, do you do any of these things to support charitable causes (like or share posts, use a hashtag etc)?

	Total	Donor type			
		Non donors	Casual Donors	Prompted Donors	Super Donors
Yes, often	10%	7%	8%	11%	14%
Sometimes	29%	17%	24%	31%	38%
Rarely	26%	26%	30%	25%	21%
No, I don't do this	35%	49%	38%	33%	27%
Top2box	39%	25%	32%	42%	52%
Bottom2box	61%	75%	68%	58%	48%

	Total	Donor type			
		Non donors	Casual Donors	Prompted Donors	Super Donors
Sample size	2072	281	632	715	444

Q13a. As a social media user, do you do any of these things to support charitable causes (like or share posts, use a hashtag etc)?

	Total	Donor type			
		Non donors	Casual Donors	Prompted Donors	Super Donors
Yes, often	8%	6%	7%	9%	11%
Sometimes	23%	14%	20%	26%	30%
Rarely	21%	21%	25%	21%	17%
No, I don't do this	29%	39%	32%	27%	21%
Top2box	31%	19%	27%	34%	41%
Bottom2box	50%	60%	57%	48%	38%
Not social media user	19%	21%	16%	18%	21%

	Total who use social media	Donor type			
		Non donors	Casual Donors	Prompted Donors	Super Donors
Sample size	1687	223	529	585	351

Q13b. overall, how meaningful do you think doing so is in terms of the impact it has on the charitable causes involved?

	Total	Donor type			
		Non donors	Casual Donors	Prompted Donors	Super Donors
Very meaningful impact on the causes involved	9%	6%	7%	9%	13%
Fairly meaningful	45%	39%	42%	50%	47%
Not that meaningful	34%	32%	38%	32%	34%
Not a meaningful impact at all	12%	23%	13%	10%	6%
Top2box	54%	46%	49%	59%	60%
Bottom2box	46%	54%	51%	41%	40%

	Total	Donor type			
		Non donors	Casual Donors	Prompted Donors	Super Donors
Sample size	2072	281	632	715	444

Q13b. overall, how meaningful do you think doing so is in terms of the impact it has on the charitable causes involved?

	Total	Donor type			
		Non donors	Casual Donors	Prompted Donors	Super Donors
Very meaningful impact on the causes involved	7%	5%	6%	7%	10%
Fairly meaningful	37%	31%	35%	41%	37%
Not that meaningful	28%	25%	32%	26%	26%
Not a meaningful impact at all	10%	18%	11%	8%	5%
Top2box	44%	36%	41%	48%	48%
Bottom2box	37%	43%	43%	34%	31%
Not social media user	19%	21%	16%	18%	21%

Q14. [Total agree] Agreement with statements

	Total	Donor type			
		Non donors	Casual Donors	Prompted Donors	Super Donors
If big companies and rich people are giving big dollars, there's no real need for my small donations	25%	38%	28%	19%	20%
I would give more money to charity if I was approached in the right way	40%	31%	41%	42%	44%
I would give more money to charity if I could find the perfect cause for me	48%	45%	50%	48%	48%
I would give more money to charity if I felt more confident about the whole thing	61%	55%	63%	61%	61%
I get way too many requests for charitable donations and it's really annoying to me	60%	62%	55%	61%	65%
It's important for me to be thanked and acknowledged when I'm generous with my money	49%	53%	49%	48%	48%
Most charities do good work and get the job done	75%	65%	73%	77%	79%
Charitable organizations can be trusted with the money people donate to them	50%	38%	47%	51%	60%
Charities waste too much money on salaries and admin and fundraising	73%	72%	72%	76%	70%
When I'm shopping, I really feel good if I have a chance to make a difference with my purchases	53%	45%	51%	56%	55%
With all the requests and life so busy, I feel like I don't have enough control over what I'm doing with charitable donations	43%	48%	42%	42%	41%

Q14. [Total disagree] Agreement with statements

	Total	Donor type			
		Non donors	Casual Donors	Prompted Donors	Super Donors
If big companies and rich people are giving big dollars, there's no real need for my small donations	75%	62%	72%	81%	80%
I would give more money to charity if I was approached in the right way	60%	69%	59%	58%	56%
I would give more money to charity if I could find the perfect cause for me	52%	55%	50%	52%	52%
I would give more money to charity if I felt more confident about the whole thing	39%	45%	37%	39%	39%
I get way too many requests for charitable donations and it's really annoying to me	40%	38%	45%	39%	35%
It's important for me to be thanked and acknowledged when I'm generous with my money	51%	47%	51%	52%	52%
Most charities do good work and get the job done	25%	35%	27%	23%	21%
Charitable organizations can be trusted with the money people donate to them	50%	62%	53%	49%	40%
Charities waste too much money on salaries and admin and fundraising	27%	28%	28%	24%	30%
When I'm shopping, I really feel good if I have a chance to make a difference with my purchases	47%	55%	49%	44%	45%
With all the requests and life so busy, I feel like I don't have enough control over what I'm doing with charitable donations	57%	52%	58%	58%	59%

Q14. Agreement with - If big companies and rich people are giving big dollars, there's no real need for my small donations

	Total	Donor type			
		Non donors	Casual Donors	Prompted Donors	Super Donors
Agree Strongly	6%	12%	7%	4%	5%
Agree Moderately	19%	27%	21%	15%	16%
Disagree Moderately	48%	48%	48%	51%	43%
Disagree Strongly	27%	14%	24%	30%	37%
Top2box	25%	38%	28%	19%	20%
Bottom2box	75%	62%	72%	81%	80%

Q14. Agreement with - I would give more money to charity if I was approached in the right way

	Total	Donor type			
		Non donors	Casual Donors	Prompted Donors	Super Donors
Agree Strongly	7%	5%	5%	7%	11%
Agree Moderately	33%	26%	35%	35%	33%
Disagree Moderately	40%	38%	41%	41%	39%
Disagree Strongly	19%	31%	18%	17%	17%
Top2box	40%	31%	41%	42%	44%
Bottom2box	60%	69%	59%	58%	56%

Q14. Agreement with - I would give more money to charity if I could find the perfect cause for me

	Total	Donor type			
		Non donors	Casual Donors	Prompted Donors	Super Donors
Agree Strongly	10%	9%	10%	9%	10%
Agree Moderately	39%	36%	41%	38%	37%
Disagree Moderately	37%	32%	36%	39%	39%
Disagree Strongly	15%	23%	14%	13%	14%
Top2box	48%	45%	50%	48%	48%
Bottom2box	52%	55%	50%	52%	52%

Q14. Agreement with - I would give more money to charity if I felt more confident about the whole thing

	Total	Donor type			
		Non donors	Casual Donors	Prompted Donors	Super Donors
Agree Strongly	18%	15%	18%	18%	20%
Agree Moderately	43%	40%	45%	43%	41%
Disagree Moderately	29%	27%	28%	31%	27%
Disagree Strongly	10%	18%	9%	8%	11%
Top2box	61%	55%	63%	61%	61%
Bottom2box	39%	45%	37%	39%	39%

Q14. Agreement with - I get way too many requests for charitable donations and it's really annoying to me

	Total	Donor type			
		Non donors	Casual Donors	Prompted Donors	Super Donors
Agree Strongly	20%	24%	20%	19%	19%
Agree Moderately	40%	38%	35%	42%	46%
Disagree Moderately	30%	27%	35%	30%	26%
Disagree Strongly	10%	11%	10%	9%	9%
Top2box	60%	62%	55%	61%	65%
Bottom2box	40%	38%	45%	39%	35%

Q14. Agreement with - It's important for me to be thanked and acknowledged when I'm generous with my money

	Total	Donor type			
		Non donors	Casual Donors	Prompted Donors	Super Donors
Agree Strongly	15%	14%	16%	14%	16%
Agree Moderately	34%	38%	34%	34%	33%
Disagree Moderately	31%	27%	33%	31%	31%
Disagree Strongly	20%	20%	17%	20%	21%
Top2box	49%	53%	49%	48%	48%
Bottom2box	51%	47%	51%	52%	52%

Q14. Agreement with - Most charities do good work and get the job done

	Total	Donor type			
		Non donors	Casual Donors	Prompted Donors	Super Donors
Agree Strongly	13%	6%	10%	14%	21%
Agree Moderately	62%	60%	63%	63%	59%
Disagree Moderately	20%	25%	22%	19%	17%
Disagree Strongly	5%	10%	5%	4%	3%
Top2box	75%	65%	73%	77%	79%
Bottom2box	25%	35%	27%	23%	21%

Q14. Agreement with - Charitable organizations can be trusted with the money people donate to them

	Total	Donor type			
		Non donors	Casual Donors	Prompted Donors	Super Donors
Agree Strongly	5%	4%	4%	3%	9%
Agree Moderately	45%	34%	43%	48%	51%
Disagree Moderately	37%	41%	40%	36%	32%
Disagree Strongly	13%	21%	13%	12%	8%
Top2box	50%	38%	47%	51%	60%
Bottom2box	50%	62%	53%	49%	40%

Q14. Agreement with - Charities waste too much money on salaries and admin and fundraising

	Total	Donor type			
		Non donors	Casual Donors	Prompted Donors	Super Donors
Agree Strongly	31%	34%	33%	31%	27%
Agree Moderately	42%	37%	39%	45%	43%
Disagree Moderately	22%	20%	24%	20%	23%
Disagree Strongly	5%	8%	4%	4%	7%
Top2box	73%	72%	72%	76%	70%
Bottom2box	27%	28%	28%	24%	30%

Q14. Agreement with - When I'm shopping, I really feel good if I have a chance to make a difference with my purchases

	Total	Donor type			
		Non donors	Casual Donors	Prompted Donors	Super Donors
Agree Strongly	10%	7%	9%	9%	12%
Agree Moderately	43%	39%	41%	47%	43%
Disagree Moderately	33%	31%	35%	32%	33%
Disagree Strongly	14%	23%	14%	12%	12%
Top2box	53%	45%	51%	56%	55%
Bottom2box	47%	55%	49%	44%	45%

Q14. Agreement with - With all the requests and life so busy, I feel like I don't have enough control over what I'm doing with charitable donations

	Total	Donor type			
		Non donors	Casual Donors	Prompted Donors	Super Donors
Agree Strongly	8%	13%	9%	5%	7%
Agree Moderately	35%	35%	33%	37%	34%
Disagree Moderately	39%	31%	41%	41%	38%
Disagree Strongly	18%	21%	17%	17%	21%
Top2box	43%	48%	42%	42%	41%
Bottom2box	57%	52%	58%	58%	59%

Q15a. Thinking about your own personal level of knowledge and understanding about the whole area of charitable giving, would you say in recent years you personally have become:

	Total	Donor type			
		Non donors	Casual Donors	Prompted Donors	Super Donors
More knowledgeable	28%	14%	23%	28%	42%
More confused	12%	16%	10%	14%	12%
Or stayed about the same	60%	71%	68%	58%	46%

Q15b. Suppose you were considering supporting a charitable cause and were looking for information about charities so you could choose the best fit. Would you know where to look to get that information?

	Total	Donor type			
		Non donors	Casual Donors	Prompted Donors	Super Donors
Yes, definitely	20%	16%	20%	20%	22%
Yes, I think so	48%	37%	46%	51%	54%
No, I'd have to look around	24%	31%	25%	24%	20%
No idea where to look	7%	16%	10%	4%	4%
Top2box	68%	53%	66%	72%	76%
Bottom2box	32%	47%	34%	28%	24%

Q16. [Useful Summary] How useful, if at all, would each of the following be for you:

	Total	Donor type			
		Non donors	Casual Donors	Prompted Donors	Super Donors
More easily accessible and usable information on specific charitable organizations and the work they are doing	83%	70%	81%	88%	87%
A "central guidebook" (either in print or online) where you could check out different charitable organizations that might be a good fit for you	74%	64%	75%	77%	76%
Specific tools explaining how to give in an effective way to charities that are meaningful to you	74%	64%	72%	77%	77%

Q16. [Not Useful Summary] How useful, if at all, would each of the following be for you:

	Total	Donor type			
		Non donors	Casual Donors	Prompted Donors	Super Donors
More easily accessible and usable information on specific charitable organizations and the work they are doing	17%	30%	19%	12%	13%
A "central guidebook" (either in print or online) where you could check out different charitable organizations that might be a good fit for you	26%	36%	25%	23%	24%
Specific tools explaining how to give in an effective way to charities that are meaningful to you	26%	36%	28%	23%	23%

Q16. How useful - More easily accessible and usable information on specific charitable organizations and the work they are doing

	Total	Donor type			
		Non donors	Casual Donors	Prompted Donors	Super Donors
Definitely useful for me	31%	22%	28%	32%	40%
Possibly	52%	48%	53%	55%	47%
Probably not	13%	16%	14%	11%	10%
Definitely not useful for me	4%	14%	4%	1%	3%
Top2box	83%	70%	81%	88%	87%
Bottom2box	17%	30%	19%	12%	13%

Q16. How useful- A "central guidebook" (either in print or online) where you could check out different charitable organizations that might be a good fit for you

	Total	Donor type			
		Non donors	Casual Donors	Prompted Donors	Super Donors
Definitely useful for me	27%	19%	26%	29%	31%
Possibly	47%	45%	48%	48%	44%
Probably not	20%	21%	20%	18%	21%
Definitely not useful for me	6%	16%	5%	4%	4%
Top2box	74%	64%	75%	77%	76%
Bottom2box	26%	36%	25%	23%	24%

Q16. How useful- Specific tools explaining how to give in an effective way to charities that are meaningful to you

	Total	Donor type			
		Non donors	Casual Donors	Prompted Donors	Super Donors
Definitely useful for me	24%	19%	23%	25%	30%
Possibly	49%	45%	49%	52%	47%
Probably not	20%	20%	22%	19%	16%
Definitely not useful for me	7%	16%	6%	4%	6%
Top2box	74%	64%	72%	77%	77%
Bottom2box	26%	36%	28%	23%	23%

Q17. Overall, would you say your donations ended up going:

	Total	Donor type			
		Non donors	Casual Donors	Prompted Donors	Super Donors
Almost entirely going to the causes you care about most	34%	29%	31%	34%	41%
Mostly there	31%	16%	29%	34%	41%
About half and half	26%	34%	31%	26%	15%
Mostly to other causes	4%	8%	4%	3%	3%
Almost entirely going to other causes that asked for a donation	5%	13%	6%	3%	1%

Q18. Was this whole topic of charity and charitable giving something that was discussed and taught to you: By your parents when you were growing up?

	Total	Donor type			
		Non donors	Casual Donors	Prompted Donors	Super Donors
Yes, a lot	16%	9%	12%	16%	27%
Yes, sometimes	35%	27%	35%	38%	37%
Not much	29%	34%	32%	27%	24%
Not at all	20%	30%	21%	19%	13%
Top2box	51%	35%	47%	54%	64%
Bottom2box	49%	65%	53%	46%	36%

Q18. Was this whole topic of charity and charitable giving something that was discussed and taught to you: At school when you were young?

	Total	Donor type			
		Non donors	Casual Donors	Prompted Donors	Super Donors
Yes, a lot	9%	7%	9%	9%	12%
Yes, sometimes	39%	35%	39%	43%	37%
Not much	32%	33%	30%	33%	34%
Not at all	19%	25%	22%	16%	16%
Top2box	49%	42%	48%	51%	50%
Bottom2box	51%	58%	52%	49%	50%

Q19. Would you say charitable giving was a higher or lower priority for your parents than it is for you?

	Total	Donor type			
		Non donors	Casual Donors	Prompted Donors	Super Donors
Higher for them	14%	14%	14%	13%	13%
Lower for them	31%	16%	26%	35%	40%
About the same	39%	45%	40%	38%	37%
Don't know/Can't say	16%	25%	20%	14%	10%

Q20. Have you yourself received charitable support - either as a child growing up or right up to the present?

	Total	Donor type			
		Non donors	Casual Donors	Prompted Donors	Super Donors
Yes, received lots of support	7%	8%	6%	5%	10%
Received some	24%	18%	24%	26%	25%
None that I'm aware of	69%	74%	70%	69%	65%
Net: Received support	31%	26%	30%	31%	35%

	Total who have received charitable support	Donor type			
		Non donors	Casual Donors	Prompted Donors	Super Donors
Sample size	637	74*	188	219	156

Q21. Thinking about the support you have received -- overall, how much of an impact has that had on you and your life?

	Total	Donor type			
		Non donors	Casual Donors	Prompted Donors	Super Donors
Huge impact	21%	24%	19%	19%	24%
Important impact	42%	31%	41%	42%	49%
Helpful, but minor	34%	41%	36%	34%	27%
No real impact at all	3%	3%	4%	5%	0%
Top2box	63%	56%	60%	61%	73%
Bottom2box	3%	3%	4%	5%	0%

	Total	Donor type			
		Non donors	Casual Donors	Prompted Donors	Super Donors
Sample size	2072	281	632	715	444

Q21. Thinking about the support you have received -- overall, how much of an impact has that had on you and your life?

	Total	Donor type			
		Non donors	Casual Donors	Prompted Donors	Super Donors
Huge impact	6%	6%	6%	6%	8%
Important impact	13%	8%	12%	13%	17%
Helpful, but minor	10%	11%	11%	10%	9%
No real impact at all	1%	1%	1%	2%	0%
Top2box	19%	15%	18%	19%	26%
Bottom2box	1%	1%	1%	2%	0%
Not received any support	69%	74%	70%	69%	65%

Q22. In a single year, roughly how many different charitable organizations do you give money to?

	Total	Donor type			
		Non donors	Casual Donors	Prompted Donors	Super Donors
None	16%	77%	11%	4%	4%
One	16%	23%	22%	14%	8%
Two or three	39%		45%	51%	36%
Four or five	13%		7%	16%	26%
Five to 10	6%		1%	6%	16%
More than 10	2%		0%	2%	9%
Can't remember/Not sure	7%		14%	6%	1%

Q23. Approximately how much money in total do you donate to charity in a single year?

	Total	Donor type			
		Non donors	Casual Donors	Prompted Donors	Super Donors
Nothing/do not donate	13%	71%	7%	2%	2%
Up to \$100	32%	29%	54%	30%	8%
\$101 -- \$250	15%		16%	17%	20%
\$251 -- \$500	11%			20%	21%
\$501 -- \$1000	6%			9%	15%
\$1001 -- \$2500	5%			5%	15%
\$2501 -- \$5000	2%			1%	9%
Over \$5000	2%			1%	8%
Rather not say	13%		23%	14%	3%

Q24a. What about sending financial support overseas to family living in other countries?

	Total	Donor type			
		Non donors	Casual Donors	Prompted Donors	Super Donors
Have not done	80%	93%	86%	78%	66%
Did in the past	15%	6%	12%	16%	23%
Do currently	5%	1%	2%	6%	11%

	Total currently sending money abroad	Donor type			
		Non donors	Casual Donors	Prompted Donors	Super Donors
Sample size	104	3*	12*	40*	50*

Q24b. Roughly how much money do you send per year to family overseas?

	Total	Donor type			
		Non donors	Casual Donors	Prompted Donors	Super Donors
Up to \$250	16%	59%	8%	12%	18%
\$251 -- \$500	18%			17%	24%
\$501 -- \$1000	20%		30%	11%	26%
\$1001 -- \$2500	10%	41%	19%	10%	6%
\$2501 -- \$5000	7%			14%	3%
Over \$5000	8%			11%	7%
Rather not say	21%		44%	24%	15%