D8a). Were you born in Canada or in another country?

In Canada
In another country

[If born in another country, ask D8b and c:]

D8b). How many years have you lived in Canada?

Fewer than 5 years
5-10 years
10-20 years
20-30 years
30 years or more

D8c) What country or region were you born in?

China (or Hong Kong)
The Philippines
South Asia (India, Pakistan, Bangladesh, etc)
Elsewhere in Asia (SE Asia, Central Asia, Japan, Korea, etc)
The United States
Africa
Middle East
Latin America
Western Europe
Eastern Europe
Oceania/Australia

[DQ ALL RESPONDENTS CHOOSING SOMETHING OTHER THAN THE FIRST THREE OPTIONS]

Ethnicity/Background

D9. We're all Canadian, but our ancestors come from all over the world. How would you describe your own ethnic background?

British Isles (e.g. English, Irish, Scottish)
French
Other European (e.g. German, Russian, Italian, Norwegian)
Aboriginal (e.g. Inuit, Metis, North American Indian)
Other North American (e.g. Canadian, American, Newfoundlander, Quebecoise)
Caribbean (e.g. Jamaican, Barbadian, Cuban, West Indian)
Latin, Central and South American (e.g. Mexico, Argentinian, Guatemalan, Peruvian)
African (e.g. South African, Ethiopian, Nigerian, Zimbabwean)
Arab/West Asian (e.g. Lebanese, Moroccan, Iranian, Turk)
South Asian (e.g. East Indian, Pakistani, Goan, Sri Lankan)
Chinese
Other East and South East Asian (e.g. Fillipino, Vietnamese, Korean, Japanese)
Jewish (non-denominational)
Other

[DQ ALL RESPONDENTS WHO DON’T CHOOSE AT LEAST ONE OF “Chinese,” “South Asian” or “Other East and South East Asian”]

Intro/Warm-up

This survey will look at a number of different issues in Canada today. As always, there are no right or wrong answers – we just want people’s honest perspectives and experiences.

Q1. Please indicate your level of satisfaction with each of the following:

Your own personal financial situation

The way things are going in your life today

The way things are going in Canada today

Very Dissatisfied
Moderately Dissatisfied
Moderately Satisfied
Very Satisfied

Q2. Overall, would you say you are optimistic or pessimistic about each of the following?

Your own future

The future of Canada

The future of the next generation

Very Pessimistic
Q3. As part of this study we’re interested in hearing from you about your level of involvement and support for various issues and causes.

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. We realize many people will not be directly involved with volunteering or donating (even though you may be interested in some of these areas), so just indicate that if so.

[Randomize order]

Religious, church or faith group

Health and disease research, treatment or prevention (eg, Cancer, MS, Heart and Stroke)

Mental health and addiction

Poverty relief -- including homelessness and food banks

International aid -- including Third World poverty and natural disasters

Your own cultural and/or ethnic community

Environmental issues, pollution, land use

Human rights such as racism, women’s rights, democracy

Animal welfare/ humane society

Arts and culture (eg, theatre, public art, libraries)

Educational charities promoting children’s or adult educational efforts

No, neither donated nor volunteered
Yes, gave a financial donation
Yes, volunteered
[For each cause area financially supported, ask Q4a and b]

Q4a. How would you describe your financial contribution to those issues you have donated money to? Is it:

Ongoing support – repeat donations over time
A one time donation
You gave a small amount – only a few dollars

Q4b. 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?

Own initiative/idea
Response to a request

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

I’m comfortable with my level of charitable contributions
I probably spend too much giving money to charitable causes
I feel I should be doing more to support charitable causes

[Those who wish they were doing more ask Q6a and b]

Q6a. How important are each of the following in preventing you from doing more to support charitable causes?

Financial means – I just don’t have the money
Concern about charities – if they are even legitimate
Concern about charities – how effective they are
I don’t have the knowledge needed to choose charities

The whole reason
One of the factors preventing me
Not an issue

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

No, no others
Yes, please specify: ______________
Underlying attitudes

Q7. Here are some different viewpoints we’ve heard and we would like to know whether you generally agree or disagree with each.

[Randomize items]

We pay enough in taxes already – governments should be stepping in for charities on a lot of these issues

I feel a personal responsibility to make the world a better place

Too many people are overly dependent on charity – there should be more emphasis on self-reliance

Our society does a bad job when it comes to taking care of the less fortunate

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

My own personal faith has a strong influence on my views of charitable activities

Some problems just can't be helped, so there's no sense throwing money at them

I can barely make ends meet – never mind giving money to charitable causes

It’s really important that today’s parents teach their children about charity and giving

I feel really good when I make a donation to charity

Even helping a little bit is always worthwhile – the bucket is filled with drops

I don't feel very confident about my choices when I give to charities

Disagree Strongly
Disagree Moderately
Agree Moderately
Agree Strongly

Modes of appeal

Q8. Back to the specific subject of your own financial contributions to charitable causes for a moment....
(As always, be assured that survey responses are completely confidential and never looked at individually – and certainly, none of this info will ever be used for fundraising.)

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

A telephone request for donations
A charitable request you received in the mail
A request via social media – Facebook, etc
A request when you’re purchasing something online
A tv appeal for a charitable cause
A request made by a friend or family member
A request from a door to door fundraising campaign
A request from something your child is involved in (at school or sports etc)
A request made at your place of work
A request made at a church or place of worship
A request for a $1 or $2 donation at the cash register

Not in the past two years
Once
2 to 5 times
More than 5 times

Newer angles -- Corporate activities and “slacktivism”

Companies are sometimes involved in charitable activities – for example a "pink ribbon" product or a special sale day where some portion of the sale proceeds goes to charity.

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

Yes, I try to participate
Sometimes
Not really
No, I don’t participate in this

Q10. Regardless of whether or not you personally participate in business-sponsored charitable activities such as these – overall, how meaningful do you think this approach is in terms of the impact it has on the charitable causes involved?
Very meaningful impact on the charities involved
Fairly meaningful
Not that meaningful
Not a meaningful impact at all

Q11. For each of these statements please say whether you agree or disagree.

Overall, when businesses get involved in these types of charitable activities, they are:
Genuinely trying to help out that cause as part of the community
Really just marketing and trying to attract consumers' dollars anyway possible
Only looking for good PR
Giving consumers like me a nice and convenient opportunity to support a good cause
Not upfront and honest about how much – or little – money is actually going to charity
Using consumers’ donations, not their own, to take credit for supporting causes

Disagree Strongly
Disagree Moderately
Agree Moderately
Agree Strongly

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

Yes, frequently
Yes, a lighter user
No, not on social media

[SM Users: Ask Q13a and b]
Q13a. As you probably know, there’s different ways people can be involved in charitable causes on social media – for example, liking or sharing a post about a cause, or using a Twitter hashtag to support a cause.
As a social media user, do you do any of these things to support charitable causes (like or share posts, use a hashtag, etc.)?

Yes, often
Sometimes
Rarely
No, I don’t do this

Q13b. Regardless of whether or not you do anything on social media in support of charitable causes – overall, how meaningful do you think doing so is in terms of the impact it has on the charitable causes involved?
Very meaningful impact on the causes involved
Fairly meaningful
Not that meaningful
Not a meaningful impact at all

More specific attitudes re giving and charities

Q14. Do you agree or disagree with these statements:

[Randomize items]

If big companies and rich people are giving big dollars, there’s no real need for my small donations

I would give more money to charity if I was approached in the right way

I would give more money to charity if I could find the perfect cause for me

I would give more money to charity if I felt more confident about the whole thing

I get way too many requests for charitable donations and it’s really annoying to me

It’s important for me to be thanked and acknowledged when I’m generous with my money

Most charities do good work and get the job done

Charitable organizations can be trusted with the money people donate to them

Charities waste too much money on salaries and admin and fundraising

When I’m shopping, I really feel good if I have a chance to make a difference with my purchases
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

Disagree Strongly
Disagree Moderately
Agree Moderately
Agree Strongly

Info about charities

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:

More knowledgeable
More confused
Or stayed about the same

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?

Yes, definitely
Yes, I think so
No, I'd have to look around
No idea where to look

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

More easily accessible and usable information on specific charitable organizations and the work they are doing

A “central guidebook” (either in print or online) where you could check out different charitable organizations that might be a good fit for you

Specific tools explaining how to give in an effective way to charities that are meaningful to you

Definitely useful for me
Possibly
Probably not
Definitely not useful for me
Q17 Please think for a minute about your charitable donations in recent years – the total amount of money you’ve donated to charitable causes. We’re interested in knowing roughly how much of your donations ended up going to: the causes you care about most versus the other (also perhaps worthy) causes that you gave to because they asked you for a donation. Overall, would you say your donations ended up going:

Almost entirely to the causes you care about most
Mostly there
About half and half
Mostly to other causes
Almost entirely to other causes that asked for a donation

Personal history/connections

Think about your own family background and upbringing for a moment....

Q18a.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?
At school when you were young?

Yes, a lot
Yes, sometimes
Not much
Not at all

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

Higher for them
Lower for them
About the same
Don’t know/Can’t say

Q20. Have you yourself received charitable support – either as a child growing up or right up to the present? This could include anything from a Christmas hamper to an educational bursary or anything else like that, big or small.

Yes, received lots of support
Received some
None that I’m aware of
Q21. Thinking about the support you have received -- overall, how much of an impact has that had on you and your life?

- Huge impact
- Important impact
- Helpful, but minor
- No real impact at all

Donor stats

Before we wrap up, just a few questions for our statistical calculations.

Q22. In a single year, roughly how many different charitable organizations do you give money to? (Let's focus here only on your more substantial donations and not include very small donations of just a few dollars here or there.)

- None
- One
- Two or three
- Four or five
- Five to 10
- More than 10
- Can't remember/Not sure

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

- Nothing/do not donate
- Up to $100
- $101 -- $250
- $251 -- $500
- $501 -- $1000
- $1001 -- $2500
- $2501 -- $5000
- Over $5000
- (Rather not say)

Q24a. What about sending financial support overseas to family living in other countries? (focusing on you personally, not on what your parents or other family members might be doing). Is this something you:

- Have not done
- Did in the past
Do currently

[Those sending remittances]
Q24b. Roughly how much money do you send per year to family overseas?

- Up to $250
- $251 -- $500
- $501 -- $1000
- $1001 -- $2500
- $2501 -- $5000
- Over $5000
(Rather not say)

Socio-Demographics

[Note: Demo Q's D1 to D6 to be asked of "Ethnic Corner booster sample" only. Demo Q's 7 onwards to be asked of all respondents.]

Finally, just a few quick questions for our statistical calculations.

Region
D1a) What province do you live in?
- British Columbia
- Alberta
- Saskatchewan
- Manitoba
- Ontario
- Quebec
- New Brunswick
- Nova Scotia
- Prince Edward Island
- Newfoundland & Labrador

D1b) And, please indicate if you live in one of these major urban areas – or somewhere else?

- Vancouver
- Calgary
- Edmonton
- Winnipeg
- Toronto
- Ottawa
- Montreal
- Quebec City
Halifax
Not in one of these major urban areas/somewhere else

Gender
D2. Are you:

Male
Female

Age
D3. Your age:

16 or 17
18 to 24
25 to 34
35 to 44
45 to 54
55 to 64
65+

Education
D4. What is the highest level of formal education that you have completed?

Elementary/grade school
Some high school
High school graduate
Some college/technical school
Some university
University undergraduate degree
Some post-graduate school
Post-graduate degree

Kids in household
D5. Are the any children under 18 living in your household?

Yes
No

Working Status
D6. What is your current employment status?
Employed / self-employed full-time (30 or more hours per week)
Employed / self-employed part-time (fewer than 30 hours per week)
Full-time student
Homemaker
Retired
Currently looking for work
Not working for medical reasons
Other

[Ask all respondents D7 to end]

Religious ID/attendance/religiosity
D7a). Which one of the following best describes your religion?

Roman Catholic
United Church
Anglican
Lutheran
Presbyterian
Baptist
Pentecostal
Other evangelical Christian
Other Christian
Muslim
Hindu
Jewish
Sikh
Buddhist
No religious identity
Other (Specify: ______________)

D7b). How often, if at all, do you attend religious services (other than weddings or funerals)?

Never
Only rarely
A few times a year
Once or twice a month
Once a week or so
A few times a week
Everyday

D7c) Do you agree or disagree with the following statement:

My personal faith and beliefs are very important to me in my day-to-day life.

Strongly Agree
Moderately Agree
HH Income
D10. Which of the following categories best describes your total combined household income before taxes?

Less than $25,000
25k to less than 35k
35k to less than 50k
50k to less than 75k
75k to less than 100k
100k to less than 125k
125k to less than 150k
150k to less than 200k
Over $200,000
DK/Prefer not to say

D11. Do you consider yourself to be a member of a visible minority? (This could include belonging to any cultural or religious or racial minority that is outwardly "visible" here in Canada.)

Yes
No

Vote 2015
D12. And, which party’s candidate did you support in the 2015 federal election?

I did not vote
Conservative Party of Canada
Liberal Party of Canada
New Democratic Party of Canada (NDP)
Bloc Quebecois
Green Party
Other Party
Rather not say