

**Canadians and Charitable Giving**  
**An ARI -- CHIMP Partnership Project**  
**Final Questionnaire (November 2, 2017)**

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, Quebeoise)  
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. Filipino, 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

Moderately Pessimistic  
Moderately Optimistic  
Very Optimistic

Causes and "giving gaps" in the charitable landscape

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

[If received support:]

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 there 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

Moderately Disagree  
Strongly Disagree

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