

	Total	Donor Profile				Donate	
		Non-Donors	Casual Donors	Prompted Donors	Super Donors	None	1+ causes
Sample Size	1606	202	563	475	366	247	1359

Regional sample sizes are unweighted. All other sample sizes, including column totals, are weighted to census data. Cells containing “%” are statistically zero, though at least one response was received. Blank cells indicate zero responses received. Sample sizes below 100 should be interpreted with caution.*

Q2. [Summary] Gave a financial donation

	Total	Donor Profile				Donate	
		Non-Donors	Casual Donors	Prompted Donors	Super Donors	None	1+ causes
0	15%	100%	6%	2%		100%	
1	11%		27%	4%	2%		13%
2	11%		18%	15%	1%		13%
3	14%		15%	20%	10%		16%
4	12%		12%	17%	12%		14%
5	12%		11%	14%	20%		15%
6	9%		5%	11%	16%		10%
7	6%		2%	7%	13%		7%
8	5%		3%	4%	11%		5%
9	3%		1%	3%	7%		3%
10	2%			1%	6%		2%
11	1%		*%	1%	2%		1%
12	*%				1%		*%

Q2. [Religious, church or faith group] Level of involvement

	Total	Donor Profile				Donate	
		Non-Donors	Casual Donors	Prompted Donors	Super Donors	None	1+ causes
Neither donated nor volunteered	66%	87%	79%	63%	38%	86%	62%
Gave a financial donation	29%		18%	31%	58%		34%
Volunteered	17%	13%	7%	19%	33%	14%	18%

Q2. [Community focused giving] Level of involvement

	Total	Donor Profile				Donate	
		Non-Donors	Casual Donors	Prompted Donors	Super Donors	None	1+ causes
Neither donated nor volunteered	55%	90%	64%	46%	33%	90%	49%
Gave a financial donation	39%		29%	50%	63%		46%
Volunteered	11%	10%	9%	11%	17%	10%	12%

Q2. [Health and disease research, treatment or prevention] Level of involvement

	Total	Donor Profile				Donate	
		Non-Donors	Casual Donors	Prompted Donors	Super Donors	None	1+ causes
Neither donated nor volunteered	38%	96%	40%	28%	18%	94%	28%
Gave a financial donation	58%		55%	70%	80%		69%
Volunteered	10%	4%	7%	12%	15%	6%	11%

Q2. [Mental health and addiction] Level of involvement

	Total	Donor Profile				Donate	
		Non-Donors	Casual Donors	Prompted Donors	Super Donors	None	1+ causes
Neither donated nor volunteered	66%	91%	74%	62%	45%	89%	62%
Gave a financial donation	26%		18%	30%	48%		31%
Volunteered	11%	9%	9%	11%	14%	11%	11%

Q2. [Poverty relief -- including homelessness and food banks] Level of involvement

	Total	Donor Profile				Donate	
		Non-Donors	Casual Donors	Prompted Donors	Super Donors	None	1+ causes
Neither donated nor volunteered	35%	90%	39%	26%	10%	88%	25%
Gave a financial donation	58%		55%	66%	85%		68%
Volunteered	16%	10%	11%	18%	25%	12%	17%

Q2. [International development and natural disasters] Level of involvement

	Total	Donor Profile				Donate	
		Non-Donors	Casual Donors	Prompted Donors	Super Donors	None	1+ causes
Neither donated nor volunteered	66%	99%	81%	59%	36%	99%	60%
Gave a financial donation	32%		17%	40%	62%		38%
Volunteered	3%	1%	4%	2%	5%	1%	4%

Q2. [Your own cultural and/or ethnic community] Level of involvement

	Total	Donor Profile				Donate	
		Non-Donors	Casual Donors	Prompted Donors	Super Donors	None	1+ causes
Neither donated nor volunteered	76%	90%	80%	74%	64%	88%	73%
Gave a financial donation	15%		11%	17%	28%		18%
Volunteered	15%	10%	12%	16%	21%	12%	16%

Q2. [Environmental issues, pollution, land use] Level of involvement

	Total	Donor Profile				Donate	
		Non-Donors	Casual Donors	Prompted Donors	Super Donors	None	1+ causes
Neither donated nor volunteered	72%	92%	75%	72%	56%	91%	69%
Gave a financial donation	19%		14%	21%	34%		22%
Volunteered	13%	8%	13%	11%	21%	9%	14%

Q2. [Human rights such as racism, women's rights, democracy] Level of involvement

	Total	Donor Profile				Donate	
		Non-Donors	Casual Donors	Prompted Donors	Super Donors	None	1+ causes
Neither donated nor volunteered	72%	93%	78%	69%	55%	94%	68%
Gave a financial donation	20%		16%	21%	36%		23%
Volunteered	12%	7%	9%	14%	18%	6%	13%

Q2. [Animal welfare/ humane society] Level of involvement

	Total	Donor Profile				Donate	
		Non-Donors	Casual Donors	Prompted Donors	Super Donors	None	1+ causes
Neither donated nor volunteered	61%	94%	64%	52%	48%	94%	55%
Gave a financial donation	35%		31%	44%	48%		41%
Volunteered	9%	6%	9%	9%	12%	6%	10%

Q2. [Arts and culture] Level of involvement

	Total	Donor Profile				Donate	
		Non-Donors	Casual Donors	Prompted Donors	Super Donors	None	1+ causes
Neither donated nor volunteered	75%	93%	81%	72%	61%	93%	72%
Gave a financial donation	17%		12%	20%	30%		20%
Volunteered	11%	7%	9%	12%	17%	7%	12%

Q2. [Educational charities promoting children's or adult educational efforts] Level of involvement

	Total	Donor Profile				Donate	
		Non-Donors	Casual Donors	Prompted Donors	Super Donors	None	1+ causes
Neither donated nor volunteered	70%	91%	78%	66%	51%	92%	66%
Gave a financial donation	22%		13%	27%	40%		26%
Volunteered	11%	9%	10%	10%	17%	8%	12%

Q2. [Summary] Gave a financial donation

	Total	Donor Profile				Donate	
		Non-Donors	Casual Donors	Prompted Donors	Super Donors	None	1+ causes
Religious, church or faith group	29%		18%	31%	58%		34%
Community focused giving	39%		29%	50%	63%		46%
Health and disease research, treatment or prevention	58%		55%	70%	80%		69%
Mental health and addiction	26%		18%	30%	48%		31%
Poverty relief -- including homelessness and food banks	58%		55%	66%	85%		68%
International development and natural disasters	32%		17%	40%	62%		38%
Your own cultural and/or ethnic community	15%		11%	17%	28%		18%
Environmental issues, pollution, land use	19%		14%	21%	34%		22%
Human rights such as racism, women's rights, democracy	20%		16%	21%	36%		23%
Animal welfare/ humane society	35%		31%	44%	48%		41%
Arts and culture (eg, theatre, public art, libraries)	17%		12%	20%	30%		20%
Educational charities promoting children's or adult educational efforts	22%		13%	27%	40%		26%
Net: At least 1	85%		94%	98%	100%		100%

	Total	Donor Profile				Donate	
		Non-Donors	Casual Donors	Prompted Donors	Super Donors	None	1+ causes
Sample Size (Base: Gave financial donation)	1359	-	527	466	366	-	1359

Q3a. [Ongoing support where you give repeat donations over time] when you donate money to charity, how often is it each of the following types of donation?

	Total	Donor Profile				Donate	
		Non-Donors	Casual Donors	Prompted Donors	Super Donors	None	1+ causes
Almost always that type	11%		6%	11%	20%		11%
Usually	22%		9%	25%	38%		22%
Only sometimes	34%		28%	38%	38%		34%
Never donate that way	33%		57%	26%	5%		33%

Q3a. [A one-time donation you are making] when you donate money to charity, how often is it each of the following types of donation?

	Total	Donor Profile				Donate	
		Non-Donors	Casual Donors	Prompted Donors	Super Donors	None	1+ causes
Almost always that type	29%		35%	29%	19%		29%
Usually	31%		30%	29%	34%		31%
Only sometimes	35%		27%	38%	45%		35%
Never donate that way	5%		8%	4%	2%		5%

Q3a. [You are giving a small amount, a few dollars at a time] when you donate money to charity, how often is it each of the following types of donation?

	Total	Donor Profile				Donate	
		Non-Donors	Casual Donors	Prompted Donors	Super Donors	None	1+ causes
Almost always that type	15%		19%	12%	12%		15%
Usually	33%		35%	37%	28%		33%
Only sometimes	34%		28%	36%	38%		34%
Never donate that way	18%		19%	15%	22%		18%

Q3b. [You acting on your own initiative or idea] And, generally speaking, how often are your donations to charitable causes:

	Total	Donor Profile				Donate	
		Non-Donors	Casual Donors	Prompted Donors	Super Donors	None	1+ causes
Almost always that	30%		26%	25%	40%		30%
Usually	36%		29%	32%	50%		36%
Only sometimes	26%		28%	37%	7%		26%
Never that	9%		17%	6%	2%		9%

Q3b. [In response to a request for a donation] And, generally speaking, how often are your donations to charitable causes:

	Total	Donor Profile				Donate	
		Non-Donors	Casual Donors	Prompted Donors	Super Donors	None	1+ causes
Almost always that	11%		13%	13%	6%		11%
Usually	25%		24%	30%	22%		25%
Only sometimes	50%		42%	48%	65%		50%
Never that	13%		21%	9%	7%		13%

Q3c. Thinking over the past two years or so, which of the following types of charitable request or appeal have you personally responded to with a donation?

	Total	Donor Profile				Donate	
		Non-Donors	Casual Donors	Prompted Donors	Super Donors	None	1+ causes
A charity's campaign that reaches you by phone or mail or door-to-door	26%		16%	28%	37%		26%
When you're purchasing something, either online or right at the cash register	49%		46%	47%	55%		49%
A request from your social circle (work, friend, kid's school, etc)	60%		50%	60%	76%		60%
Church or place of worship	27%		12%	25%	50%		27%
Social media	32%		22%	35%	44%		32%
None of these	11%		16%	12%	2%		11%
1 type	24%		37%	23%	7%		24%
2 types	36%		34%	34%	40%		36%
3 types	22%		12%	23%	35%		22%
4 types	6%		1%	6%	14%		6%
5 types	2%		*0%	3%	3%		2%

	Total	Donor Profile				Donate	
		Non-Donors	Casual Donors	Prompted Donors	Super Donors	None	1+ causes
Sample Size	1606	202	563	475	366	247	1359

Q4. Charitable organizations differ in size and scope. Of the following two overall types, if you had to choose, which would you personally be more likely to support?

	Total	Donor Profile				Donate	
		Non-Donors	Casual Donors	Prompted Donors	Super Donors	None	1+
A smaller charity focused on your community	80%	89%	81%	78%	75%	89%	78%
A larger national charitable organization	20%	11%	19%	22%	25%	11%	22%

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

	Total	Donor Profile				Donate	
		Non-Donors	Casual Donors	Prompted Donors	Super Donors	None	1+
I'm comfortable with my level of charitable contributions	69%	65%	69%	69%	73%	64%	70%
I probably spend too much giving money to charitable causes	3%	2%	2%	3%	5%	1%	3%
I feel I should be giving more money to charitable causes	28%	33%	30%	27%	22%	35%	26%

	Total	Donor Profile				Donate	
		Non-Donors	Casual Donors	Prompted Donors	Super Donors	None	1+ causes
Sample Size (Base: Those who feel they should be giving more)	446	67	166	131	82	86	360

Q6. [Financial means - I just don't have the money] How important are each of the following in preventing you from giving more money to charitable causes?

	Total	Donor Profile				Donate	
		Non-Donors	Casual Donors	Prompted Donors	Super Donors	None	1+
The whole reason	40%	53%	51%	29%	26%	52%	37%
One of the factors preventing me	44%	31%	38%	54%	50%	35%	46%
Not an issue	16%	16%	11%	17%	25%	13%	17%

Q6. [Concern about charities – if they are even legitimate] How important are each of the following in preventing you from giving more money to charitable causes?

	Total	Donor Profile				Donate	
		Non-Donors	Casual Donors	Prompted Donors	Super Donors	None	1+
The whole reason	8%	10%	10%	7%	7%	9%	8%
One of the factors preventing me	60%	50%	61%	61%	64%	56%	61%
Not an issue	32%	40%	29%	32%	29%	35%	31%

Q6. [Concern about charities – how effective they are] How important are each of the following in preventing you from giving more money to charitable causes?

	Total	Donor Profile				Donate	
		Non-Donors	Casual Donors	Prompted Donors	Super Donors	None	1+
The whole reason	8%	6%	8%	10%	8%	6%	9%
One of the factors preventing me	65%	67%	62%	67%	68%	70%	64%
Not an issue	26%	27%	30%	23%	24%	24%	27%

Q6. [I don't have the knowledge needed to choose charities] How important are each of the following in preventing you from giving more money to charitable causes?

	Total	Donor Profile				Donate	
		Non-Donors	Casual Donors	Prompted Donors	Super Donors	None	1+
The whole reason	6%	11%	5%	8%	2%	9%	5%
One of the factors preventing me	29%	29%	29%	34%	20%	28%	29%
Not an issue	65%	60%	67%	59%	78%	63%	66%

	Total	Donor Profile				Donate	
		Non-Donors	Casual Donors	Prompted Donors	Super Donors	None	1+ causes
Sample Size	1606	202	563	475	366	247	1359

Q7. The COVID-19 pandemic began in March. In the past six months, has your own charitable giving changed?

	Total	Donor Profile				Donate	
		Non-Donors	Casual Donors	Prompted Donors	Super Donors	None	1+
My charitable giving is the same/has NOT changed since COVID	54%	82%	53%	47%	52%	81%	49%
Charitable giving is LESS since COVID	34%	13%	39%	38%	30%	15%	37%
Have been giving MORE to the charities you were already supporting before COVID	8%	2%	4%	10%	14%	2%	9%
Have given to DIFFERENT charities than you did before COVID	7%	3%	5%	8%	9%	3%	8%

Q8a. Support- Matching - for every dollar a Canadian donates to an individual registered charity, the federal government matches it up to a certain pre-set maximum amount

	Total	Donor Profile				Donate	
		Non-Donors	Casual Donors	Prompted Donors	Super Donors	None	1+
Strongly support	35%	30%	35%	36%	36%	28%	36%
Moderately support	41%	36%	39%	44%	41%	36%	41%
Moderately oppose	12%	16%	13%	10%	13%	16%	12%
Strongly oppose	12%	19%	13%	10%	9%	20%	11%
Net: Support	76%	66%	74%	80%	78%	64%	78%
net: Oppose	24%	34%	26%	20%	22%	36%	22%

Q8a. Support- Grants – the federal government provides funds directly to major national charities to help them pay the costs of running their programs

	Total	Donor Profile				Donate	
		Non-Donors	Casual Donors	Prompted Donors	Super Donors	None	1+
Strongly support	27%	21%	29%	29%	24%	21%	28%
Moderately support	42%	41%	40%	42%	48%	41%	43%
Moderately oppose	16%	16%	17%	15%	17%	15%	16%
Strongly oppose	14%	22%	15%	14%	10%	23%	13%
Net: Support	69%	62%	68%	72%	72%	62%	71%
net: Oppose	31%	38%	32%	28%	28%	38%	29%

Q8b. Suppose the federal government brings in a matching program where individual donations are matched to a pre-set maximum. If this were the case, would that impact your own likelihood of donating to charity?

	Total	Donor Profile				Donate	
		Non-Donors	Casual Donors	Prompted Donors	Super Donors	None	1+
No, no impact/the same	52%	73%	52%	53%	41%	70%	49%
I would give less with that in place	10%	5%	9%	10%	12%	8%	10%
I might give more	32%	19%	33%	31%	39%	18%	35%
I would definitely give more if it's matched	6%	4%	5%	6%	8%	4%	6%

Q8c. Suppose the federal government brings in a grants program providing funds directly to major national charities to help cover their costs. If this were the case, would that impact your own likelihood of donating to charity?

	Total	Donor Profile				Donate	
		Non-Donors	Casual Donors	Prompted Donors	Super Donors	None	1+
No, no impact/the same	60%	77%	57%	59%	58%	76%	57%
I would give less with that in place	24%	11%	26%	25%	27%	12%	26%
I might give more	14%	10%	15%	16%	14%	10%	15%
I would definitely give more	2%	2%	2%	1%	2%	1%	2%

Q9. [Agree summary] Agreement with statements

	Total	Donor Profile				Donate	
		Non- Donors	Casual Donors	Prompted Donors	Super Donors	None	1+
It should be governments doing a lot of the work done by charities	54%	59%	57%	52%	48%	56%	53%
Charitable giving is a good way for me to make the world a better place	83%	60%	82%	87%	95%	65%	87%
Too many people are overly dependent on charity – there should be more emphasis on self-reliance	54%	66%	59%	51%	46%	67%	52%
Our society does a bad job when it comes to taking care of the less fortunate	71%	72%	69%	71%	71%	70%	71%
Canada needs more charities	36%	43%	36%	34%	33%	42%	35%
Even helping a little bit is always worthwhile – the bucket is filled with drops	93%	82%	93%	95%	97%	84%	95%
I don't feel very confident about my choices when I give to charities	30%	55%	34%	26%	17%	54%	26%

Q9. [Disagree summary] Agreement with statements

	Total	Donor Profile				Donate	
		Non- Donors	Casual Donors	Prompted Donors	Super Donors	None	1+
It should be governments doing a lot of the work done by charities	46%	41%	43%	48%	52%	44%	47%
Charitable giving is a good way for me to make the world a better place	17%	40%	18%	13%	5%	35%	13%
Too many people are overly dependent on charity – there should be more emphasis on self-reliance	46%	34%	41%	49%	54%	33%	48%
Our society does a bad job when it comes to taking care of the less fortunate	29%	28%	31%	29%	29%	30%	29%
Canada needs more charities	64%	57%	64%	66%	67%	58%	65%
Even helping a little bit is always worthwhile – the bucket is filled with drops	7%	18%	7%	5%	3%	16%	5%
I don't feel very confident about my choices when I give to charities	70%	45%	66%	74%	83%	46%	74%

Q10. Thinking about your own personal level of knowledge and understanding about the whole area of charitable giving, would you say since the COVID crisis of the last six months, you personally have become:

	Total	Donor Profile				Donate	
		Non- Donors	Casual Donors	Prompted Donors	Super Donors	None	1+
More knowledgeable	13%	13%	12%	13%	15%	13%	13%
More confused	10%	9%	9%	12%	11%	10%	10%
The same – no more confused nor knowledgeable	77%	78%	79%	76%	74%	78%	77%

Q11. Suppose you were considering supporting a charitable cause and were looking for information

	Total	Donor Profile				Donate	
		Non- Donors	Casual Donors	Prompted Donors	Super Donors	None	1+
Yes, definitely	32%	21%	32%	32%	37%	23%	33%
Yes, I think so	42%	40%	38%	43%	48%	40%	43%
No, I'd have to look around	21%	26%	24%	21%	14%	24%	21%
No idea where to look	5%	13%	6%	4%	*%	13%	4%
Net: Yes	74%	61%	70%	75%	86%	63%	76%
Net: No	26%	39%	30%	25%	14%	37%	24%

Q12. Thinking about charities in general, would you say you trust them:

	Total	Donor Profile				Donate	
		Non- Donors	Casual Donors	Prompted Donors	Super Donors	None	1+
A lot	9%	2%	8%	9%	14%	3%	10%
Some	57%	41%	52%	61%	67%	41%	60%
A little	23%	29%	29%	21%	15%	29%	22%
Not at all	11%	28%	11%	9%	4%	27%	8%
Net: A lot/ some	66%	43%	60%	70%	82%	44%	70%
Net: A little/ Not at all	34%	57%	40%	30%	18%	56%	30%

Q13. [Agree summary] Agreement with statements

	Total	Donor Profile				Donate	
		Non- Donors	Casual Donors	Prompted Donors	Super Donors	None	1+
Most charities do good work and get the job done	80%	73%	78%	82%	86%	72%	82%
Charitable organizations can be trusted with the money people donate to them	61%	52%	58%	62%	69%	53%	63%
Charities waste too much money on salaries and admin and fundraising	79%	83%	80%	80%	73%	82%	78%
I believe that the government should increase its regulation of the charitable sector	77%	80%	80%	77%	72%	80%	77%

Q13. [Disagree summary] Agreement with statements

	Total	Donor Profile				Donate	
		Non- Donors	Casual Donors	Prompted Donors	Super Donors	None	1+
Most charities do good work and get the job done	20%	27%	22%	18%	14%	28%	18%
Charitable organizations can be trusted with the money people donate to them	39%	48%	42%	38%	31%	47%	37%
Charities waste too much money on salaries and admin and fundraising	21%	17%	20%	20%	27%	18%	22%
I believe that the government should increase its regulation of the charitable sector	23%	20%	20%	23%	28%	20%	23%

Q14. In a single year, roughly how many different charitable organizations do you give money to?

	Total	Donor Profile				Donate	
		Non-Donors	Casual Donors	Prompted Donors	Super Donors	None	1+
None	15%	76%	13%	3%	1%	63%	7%
One	13%	17%	21%	10%	4%	18%	12%
Two or three	45%	2%	52%	56%	44%	11%	51%
Four or five	15%		7%	21%	27%		18%
More than five	7%		1%	7%	22%	*%	9%
Can't remember/Not sure	4%	4%	6%	4%	2%	7%	4%

Q15. Approximately how much money in total do you donate to charity in a single year?

	Total	Donor Profile				Donate	
		Non-Donors	Casual Donors	Prompted Donors	Super Donors	None	1+
Nothing/do not donate	10%	70%	5%			59%	2%
Up to \$100	26%	19%	55%	13%		22%	26%
\$101 -- \$250	18%		32%	7%	19%	6%	20%
\$251 -- \$500	13%			30%	16%	2%	15%
\$501 -- \$1000	11%			22%	17%	2%	12%
\$1001 -- \$2500	6%			10%	14%		7%
\$2501 -- \$5000	4%				17%		4%
Over \$5000	2%				10%		3%
(Rather not say)	11%	11%	7%	18%	8%	9%	12%

Q16. How closely would you say you have been following this issue regarding the WE Charity?

	Total	Donor Profile				Donate	
		Non-Donors	Casual Donors	Prompted Donors	Super Donors	None	1+
Following it in the news and discussing it with friends and family	39%	33%	34%	44%	46%	36%	40%
Seeing some media coverage and having the odd conversation about it	33%	25%	33%	33%	37%	24%	35%
Just scanning the headlines	20%	27%	22%	17%	16%	25%	19%
Haven't heard anything about it	8%	15%	11%	6%	2%	16%	7%

	Total	Donor Profile				Donate	
		Non-Donors	Casual Donors	Prompted Donors	Super Donors	None	1+ causes
Sample Size (Base: Following WE Charity Scandal)	1479	171	498	449	360	209	1270

Q17. Based on what you've seen, read or heard, about this situation which view is closest to your own:

	Total	Donor Profile				Donate	
		Non-Donors	Casual Donors	Prompted Donors	Super Donors	None	1+
This issue is serious and significant	60%	63%	62%	56%	61%	66%	59%
This issue has been overblown by the media and opposition parties	28%	19%	27%	32%	29%	19%	30%
Not sure/Can't say	12%	18%	11%	12%	10%	15%	11%

Q18. Which of the following statements is closest to your own point of view on this:

	Total	Donor Profile				Donate	
		Non-Donors	Casual Donors	Prompted Donors	Super Donors	None	1+
The WE scandal has raised questions about governance, transparency, and management that are relevant for the whole charity sector	61%	67%	66%	59%	55%	67%	60%
The WE charity is just one organization and this controversy is not reflective of the rest of the charitable sector	39%	33%	34%	41%	45%	33%	40%

Q19. Have these WE charity developments had any impact on the amount of homework you would do about a charity before deciding

	Total	Donor Profile				Donate	
		Non-Donors	Casual Donors	Prompted Donors	Super Donors	None	1+
No, no impact	40%	50%	37%	38%	41%	46%	39%
Will probably do more homework	39%	24%	41%	39%	44%	26%	41%
Will definitely make a point of more investigation	21%	25%	22%	22%	15%	28%	20%

Q20. Have these recent WE Charity developments made you more confused and uncertain about how charities work?

	Total	Donor Profile				Donate	
		Non-Donors	Casual Donors	Prompted Donors	Super Donors	None	1+
No, have not	53%	55%	48%	54%	56%	52%	53%
Yes, a bit	36%	31%	39%	35%	36%	33%	37%
Very much so	11%	15%	13%	11%	7%	15%	11%

Q21. And have these recent WE charity developments had any impact on how you feel about donating to charity?

	Total	Donor Profile				Donate	
		Non-Donors	Casual Donors	Prompted Donors	Super Donors	None	1+
Yes	38%	44%	42%	38%	27%	46%	36%
No, have not	62%	56%	58%	62%	73%	54%	64%

	Total	Donor Profile				Donate	
		Non-Donors	Casual Donors	Prompted Donors	Super Donors	None	1+ causes
Sample Size	1606	202	563	475	366	247	1359

Q17.(Base=All) Based on what you've seen, read or heard, about this situation which view is closest to your own:

	Total	Donor Profile				Donate	
		Non-Donors	Casual Donors	Prompted Donors	Super Donors	None	1+
This issue is serious and significant	55%	53%	55%	53%	60%	55%	55%
This issue has been overblown by the media and opposition parties	26%	16%	24%	30%	29%	16%	28%
Not sure/Can't say	11%	15%	10%	12%	10%	13%	11%
Haven't heard anything about it	8%	15%	11%	6%	2%	16%	7%

Q18.(Base=All) Which of the following statements is closest to your own point of view on this:

	Total	Donor Profile				Donate	
		Non-Donors	Casual Donors	Prompted Donors	Super Donors	None	1+
The WE scandal has raised questions about governance, transparency, and management that are relevant for the whole charity sector	57%	57%	59%	56%	55%	56%	57%
The WE charity is just one organization and this controversy is not reflective of the rest of the charitable sector	36%	28%	30%	39%	44%	28%	37%
Haven't heard anything about it	8%	15%	11%	6%	2%	16%	7%

Q19.(Base=All) Have these WE charity developments had any impact on the amount of homework you would do about a charity before deciding to donate to it?

	Total	Donor Profile				Donate	
		Non-Donors	Casual Donors	Prompted Donors	Super Donors	None	1+
No, no impact	37%	43%	33%	36%	40%	39%	36%
Will probably do more homework	36%	21%	36%	37%	43%	22%	39%
Will definitely make a point of more investigation	19%	22%	19%	21%	15%	23%	18%
Haven't heard anything about it	8%	15%	11%	6%	2%	16%	7%

Q20.(Base=All) Have these recent WE Charity developments made you more confused and uncertain about how charities work?

	Total	Donor Profile				Donate	
		Non-Donors	Casual Donors	Prompted Donors	Super Donors	None	1+
No, have not	49%	46%	42%	51%	56%	44%	49%
Yes, a bit	33%	26%	35%	33%	36%	28%	34%
Very much so	10%	12%	11%	10%	7%	13%	10%
Haven't heard anything about it	8%	15%	11%	6%	2%	16%	7%

Q21.(Base=All) And have these recent WE charity developments had any impact on how you feel about donating to charity?

	Total	Donor Profile				Donate	
		Non-Donors	Casual Donors	Prompted Donors	Super Donors	None	1+
Yes	35%	37%	37%	36%	27%	39%	34%
No, have not	57%	48%	51%	58%	72%	46%	60%
Haven't heard anything about it	8%	15%	11%	6%	2%	16%	7%

Q22. Do you believe: That God or a higher power exists

	Total	Donor Profile				Donate	
		Non- Donors	Casual Donors	Prompted Donors	Super Donors	None	1+
Yes, I definitely do believe	38%	27%	30%	42%	52%	29%	40%
Yes, I think so	27%	29%	31%	25%	23%	29%	27%
No, I don't think so	19%	23%	23%	19%	13%	24%	19%
No, I definitely do not believe	16%	21%	17%	15%	12%	19%	15%
Net: Yes	65%	56%	60%	67%	75%	57%	66%
Net: No	35%	44%	40%	33%	25%	43%	34%

Q22. Do you believe: In life after death

	Total	Donor Profile				Donate	
		Non- Donors	Casual Donors	Prompted Donors	Super Donors	None	1+
Yes, I definitely do believe	27%	20%	19%	30%	40%	20%	29%
Yes, I think so	31%	36%	32%	30%	28%	34%	30%
No, I don't think so	29%	27%	35%	28%	22%	29%	29%
No, I definitely do not believe	13%	16%	14%	13%	10%	17%	12%
Net: Yes	58%	56%	51%	59%	68%	55%	59%
Net: No	42%	44%	49%	41%	32%	45%	41%

Q23. How often, if at all, do you: Pray to God or some higher power?

	Total	Donor Profile				Donate	
		Non- Donors	Casual Donors	Prompted Donors	Super Donors	None	1+
Everyday	20%	11%	15%	21%	33%	12%	22%
A few times a week	7%	6%	4%	7%	13%	6%	7%
Once a week or so	5%	3%	4%	5%	7%	3%	5%
Once or twice a month	5%	2%	4%	7%	4%	3%	5%
A few times a year	9%	8%	7%	10%	10%	8%	9%
Only rarely	22%	31%	27%	20%	11%	29%	20%
Never	32%	40%	39%	29%	22%	39%	31%

Q23. How often, if at all, do you: Attend religious services (other than weddings or funerals) ?

	Total	Donor Profile				Donate	
		Non- Donors	Casual Donors	Prompted Donors	Super Donors	None	1+
Everyday	1%	1%	1%	1%	1%	1%	1%
A few times a week	2%		1%	1%	4%		2%
Once a week or so	11%	3%	4%	11%	25%	3%	12%
Once or twice a month	3%	*%	2%	4%	7%	1%	4%
A few times a year	12%	5%	12%	15%	14%	6%	13%
Only rarely	29%	39%	29%	32%	22%	39%	27%
Never	42%	53%	52%	37%	28%	51%	40%

Q23. How often, if at all, do you: Feel you experience God's presence

	Total	Donor Profile				Donate	
		Non- Donors	Casual Donors	Prompted Donors	Super Donors	None	1+
Everyday	17%	10%	12%	18%	27%	10%	18%
A few times a week	4%	5%	3%	6%	6%	5%	4%
Once a week or so	3%	1%	2%	3%	4%	2%	3%
Once or twice a month	3%	1%	3%	3%	5%	2%	4%
A few times a year	8%	8%	7%	9%	7%	8%	8%
Only rarely	20%	18%	21%	22%	19%	20%	21%
Never	45%	57%	54%	39%	32%	54%	43%

Q23. How often, if at all, do you: Read the Bible, Quran, or other sacred text?

	Total	Donor Profile				Donate	
		Non- Donors	Casual Donors	Prompted Donors	Super Donors	None	1+
Everyday	4%	3%	2%	4%	10%	2%	5%
A few times a week	4%	*%	3%	3%	9%	1%	5%
Once a week or so	4%	3%	3%	3%	9%	4%	4%
Once or twice a month	3%	1%	1%	4%	5%	1%	3%
A few times a year	6%	6%	4%	7%	7%	5%	6%
Only rarely	23%	21%	21%	26%	24%	23%	23%
Never	55%	66%	66%	53%	36%	64%	54%

	Total	Donor Profile				Donate	
		Non-Donors	Casual Donors	Prompted Donors	Super Donors	None	1+ causes
Sample Size (Base: Does not believe in God or higher power)	561	89	223	157	91	105	456

Q24. How would you describe yourself when it comes to the whole area of personal faith or spirituality?

	Total	Donor Profile				Donate	
		Non- Donors	Casual Donors	Prompted Donors	Super Donors	None	1+
You do not have any feelings of faith or spirituality	49%	55%	49%	44%	53%	54%	48%
Have some/at some times	37%	30%	40%	38%	32%	30%	38%
You do have feelings of faith or spirituality in your life	14%	15%	11%	18%	15%	15%	14%

	Total	Donor Profile				Donate	
		Non-Donors	Casual Donors	Prompted Donors	Super Donors	None	1+ causes
Sample Size	1606	202	563	475	366	247	1359

Q25. Agreement- It's important for parents to teach their children religious beliefs

	Total	Donor Profile				Donate	
		Non- Donors	Casual Donors	Prompted Donors	Super Donors	None	1+
Strongly Agree	26%	15%	21%	27%	40%	18%	28%
Somewhat agree	38%	46%	39%	37%	33%	45%	37%
Somewhat disagree	19%	17%	20%	19%	17%	17%	19%
Strongly disagree	17%	22%	20%	17%	10%	21%	16%
Net: Agree	64%	61%	60%	64%	73%	62%	65%
Net: Disagree	36%	39%	40%	36%	27%	38%	35%

Donor Profile

	Total	Donor Profile				Donate	
		Non-Donors	Casual Donors	Prompted Donors	Super Donors	None	1+
Non Donors	13%	100%				82%	
Casual Donors	35%		100%			15%	39%
Prompted	30%			100%		4%	34%
Super Donors	23%				100%		27%