

Canada Cares Final Questionnaire

Intro/Warm-up

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

Q1. First, thinking generally about life here in Canada today and the issues facing Canadians and their communities, which current issues and concerns do you personally care the most about?

(Please type in some key words highlighting the 2 or 3 issues currently of greatest concern to you.)
[For respondent warm-up only; responses will not be coded or analyzed.]

Causes and "giving gaps" in the charitable landscape

Q2. 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

Community focused giving (such as the United Way)

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

Mental health and addiction

Poverty relief -- including homelessness and food banks

international development 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

Neither donated nor volunteered

Gave a financial donation

Volunteered

[Ask Q3a/b/c of all respondents who gave a financial donation to 1 or more causes]

Q3a. There are different types of charitable donations. Generally speaking, when you donate money to charity, how often is it each of the following types of donation:

[Rows. This order]

Ongoing support where you give repeat donations over time

A one-time donation you are making

You are giving a small amount, a few dollars at a time

[Responses]

Almost always that type

Usually

Only sometimes

Never donate that way

Q3b. And, generally speaking, how often are your donations to charitable causes:

[Rows. This order]

You acting on your own initiative or idea

In response to a request for a donation

[Responses]

Almost always that

Usually

Only sometimes

Never that

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? (Select any that apply. If “none of these”, just choose that response).

[Randomize list]

A charity’s campaign that reaches you by phone or mail or door-to-door

When you’re purchasing something, either online or right at the cash register

A request from your social circle (work, friend, kid’s school, etc)

Church or place of worship

Social media

None of these [Anchor. Exclusive]

[Ask Everyone]

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?

[Rotate options]

A smaller charity focused on your community

OR

A larger national charitable organization

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 giving more money to charitable causes

[Those who feel they should be giving more:]

Q6. How important are each of the following in preventing you from giving more money to charitable causes?

[Rows. This order]

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

[Responses]

The whole reason

One of the factors preventing me

Not an issue

Charitable Giving in the time of COVID

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

My charitable giving is the same/has NOT changed since COVID [Exclusive response]

Charitable giving is LESS since COVID [Exclusive response]

Have been giving MORE to the charities you were already supporting before COVID

Have given to DIFFERENT charities than you did before COVID

Q8a. The COVID-19 pandemic is posing challenges to charitable organizations. Many are facing increased demand for services and most are also facing a decline in donations.

There has been some discussion about ways the federal government could help charities during this time. Do you support or oppose each of the following two possible approaches?

[Rotate items]

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

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

Strongly support

Moderately support

Moderately oppose

Strongly oppose

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?

No, no impact/the same

I would give less with that in place

I might give more

I would definitely give more if it's matched

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?

No, no impact/the same

I would give less with that in place

I might give more

I would definitely give more

Attitudes

Q9. Here are some different viewpoints we've heard and we would like to know whether you generally agree or disagree with each.

[Randomize items]

It should be governments doing a lot of the work done by charities

Charitable giving is a good way for me 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

Canada needs more charities

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

Agree strongly

Agree moderately

Disagree moderately

Disagree strongly

Info about charities

Q.10 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:

More knowledgeable

More confused

The same – no more confused nor knowledgeable

Q11 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

Trust Questions

Q12. [Imagine Canada] Thinking about charities in general, would you say you trust them:

A lot

Some

A little

Not at all

Q13. Do you agree or disagree with the following statements?

[Randomize]

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

I believe that the government should increase its regulation of the charitable sector

Agree strongly

Agree moderately

Disagree moderately

Disagree strongly

Donor Stats

Q14. 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

More than five

Can't remember/Not sure

Q15. 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)

WE Issue and Impact

Q16. Recently, there has been some discussion about the WE Charity and a federal government contract they had been awarded to run summer student volunteer programs. It later emerged that Prime Minister Justin Trudeau and former Finance Minister Bill Morneau both have family ties to the WE charity organization. The contract (and the program) has been cancelled. The federal Ethics Commissioner and a Parliamentary Committee are investigating.

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

Following it in the news and discussing it with friends and family
Seeing some media coverage and having the odd conversation about it
Just scanning the headlines
Haven't heard anything about it

[If "haven't heard anything", skip this question series]

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

[ROTATE]

This issue is serious and significant
This issue has been overblown by the media and opposition parties
Not sure/Can't say

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

[Rotate]

The WE scandal has raised questions about governance, transparency, and management that are relevant for the whole charitable sector

OR

The WE charity is just one organization and this controversy is not reflective of the rest of the charitable sector

Q19. 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?

No, no impact
Will probably do more homework
Will definitely make a point of more investigation

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

No, have not
Yes, a bit
Very much so

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

Yes
No, have not

Spectrum of Spirituality

[From other Cardus surveys – ie Social Isolation]

[Standalone screen]

Changing our focus for a moment now as we wrap up the survey.

These questions are about you and your own personal beliefs. As always there are no right or wrong answers – we just want to understand people better.

Q22. Do you believe:

[Rows -- This order]

That God or a higher power exists

In life after death

[Columns]

Yes, I definitely do believe

Yes, I think so

No, I don't think so

No, I definitely do not believe

Q23. How often, if at all, do you:

[Rows – Randomize]

Pray to God or some higher power

Attend religious services (other than weddings or funerals)

Feel you experience God's presence

Read the Bible, Quran, or other sacred text

[Columns]

Never

Only rarely

A few times a year

Once or twice a month

Once a week or so

A few times a week

Everyday

[If bottom two box (Don't think/Definitely do not believe) God or a higher power exists at Q22, ask Q24. Others skip ahead.]

Q24. You have indicated that you do not believe that God or a higher power exists -- or that you don't think so. Just to confirm, how would you describe yourself when it comes to the whole area of personal faith or spirituality? Would you say:

You do not have any feelings of faith or spirituality

Have some/at some times

You do have feelings of faith or spirituality in your life

Q25. Do you agree or disagree:

It's important for parents to teach their children religious beliefs

Strongly Agree

Somewhat agree

Somewhat disagree

Strongly disagree

Socio-Demographic Questions

Finally, just to wrap up, some additional questions for our statistical analysis.

[Programming Note: Please ask all questions included in full below, even if pre-profiled.]

QD1. 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 (please specify)

[If "No religious identity" at QD1:]

QD2. Would you say you are:

Agnostic

Atheist

Nothing in particular

Something else

QD3. What is your own ethnic or racial background? Are you:
(Many people come from a mixed background. In that case, please just select all that may apply.)

[This order]

Indigenous Canadian

White (Caucasian) from UK/France/elsewhere in Europe

Black (ie: African/Caribbean)

South Asian (ie: Indian/Pakistani)

Chinese

Filipino

Other East Asian (ie: Korean, Japanese, Southeast Asian)

Middle Eastern/West Asian (e.g. Arab, Iranian, Afghani)

Latin American (e.g. Mexico, Central/South America)

Other (Specify): _____

Prefer not to say

QD4. Would you say you are a member of a visible minority here in Canada (in terms of your ethnicity/race)?

Yes

No

QD5. Were you born in Canada or in another country?

In Canada

In another country

QD6.. Do you consider yourself to be a member of the LGBTQ community?

Yes

No

QD7. Do you have what you consider to be a “physical disability”? Let’s include here any significant mobility problems, whether experienced from birth or related to aging or injury, hearing or visual impairment, or anything else like this.

Yes, I have a physical disability

No, I do not have a physical disability

I have mobility or other physical, vision or hearing challenges, but don’t consider myself to have a disability