

Exploring barriers and motivations for Canadian charitable giving



Methodology

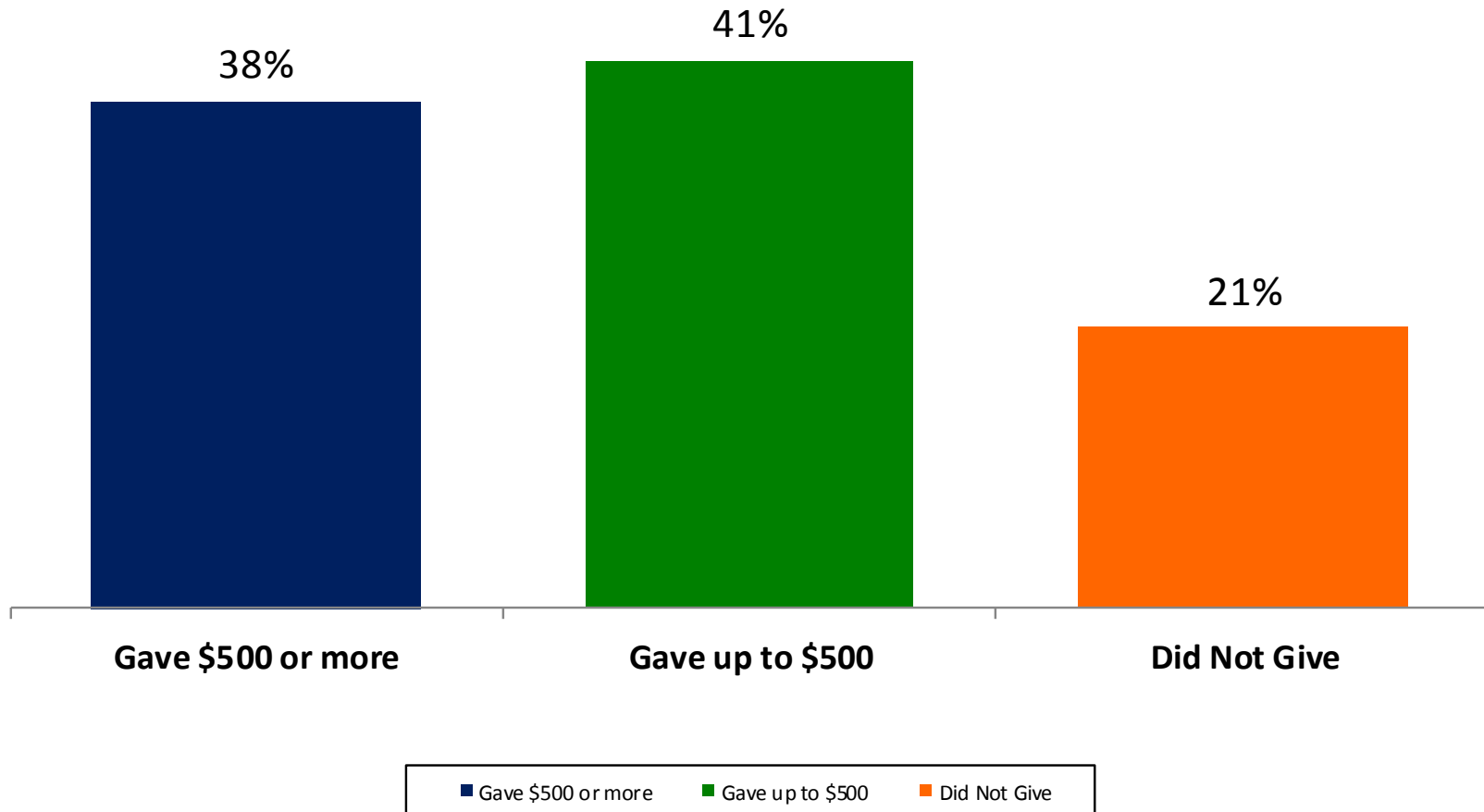
- This release includes the results from an online survey. The total sample included n=1,759 Canadians.
- Using the latest available Statistics Canada Census data, the results have been weighted according to age, gender and region to ensure a sample representative of the entire adult population. Discrepancies in or between totals are due to rounding.
- Data was collected between November 17 and November 24, 2011, through INNOVATIVE's proprietary research panel, Canada 20/20. An unweighted probability sample of 1,759 would have an estimated margin of error of ± 2.34 percentage points, 19 times out of 20.



Four in five gave something to charity in the past year

Q

Thinking about the **last 12 months**, what was the total amount of all your charitable donations together?



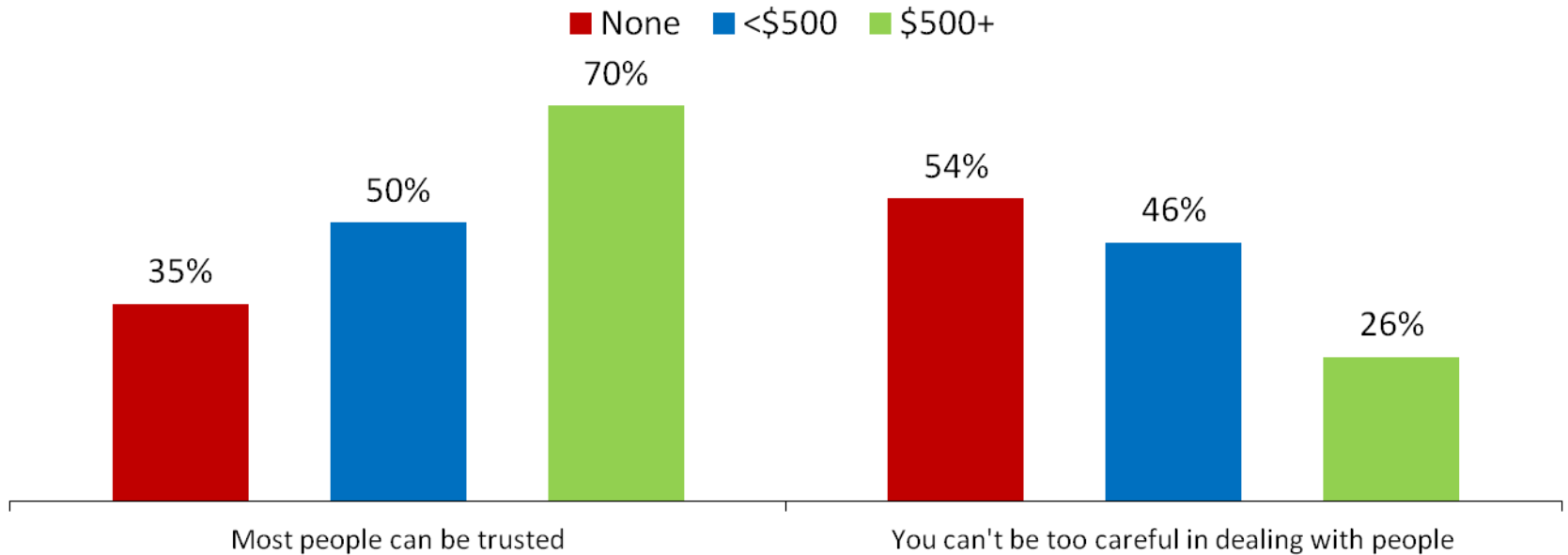
Socially-Focused Motivations



Canadians who trust more give more

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Generally speaking, do you believe that most people can be trusted, or can't you be too careful in dealing with people?



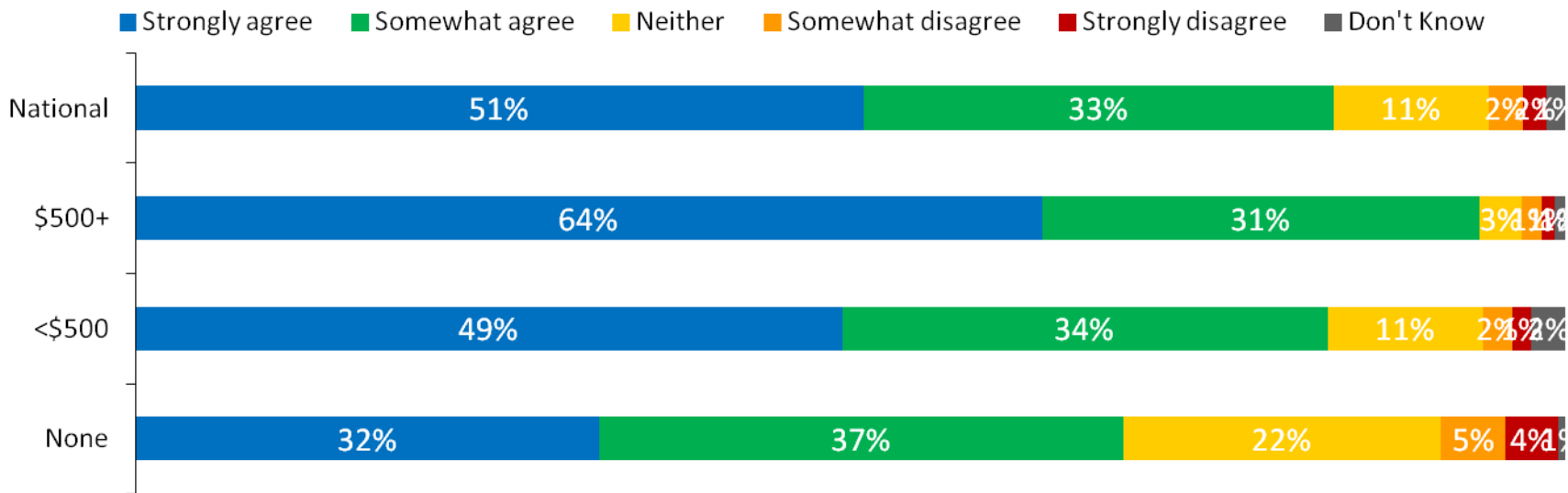
'Don't know' (x%) not shown



Canadians who give more are more strongly committed to helping others



It's important for people to find ways to help others less fortunate than themselves.

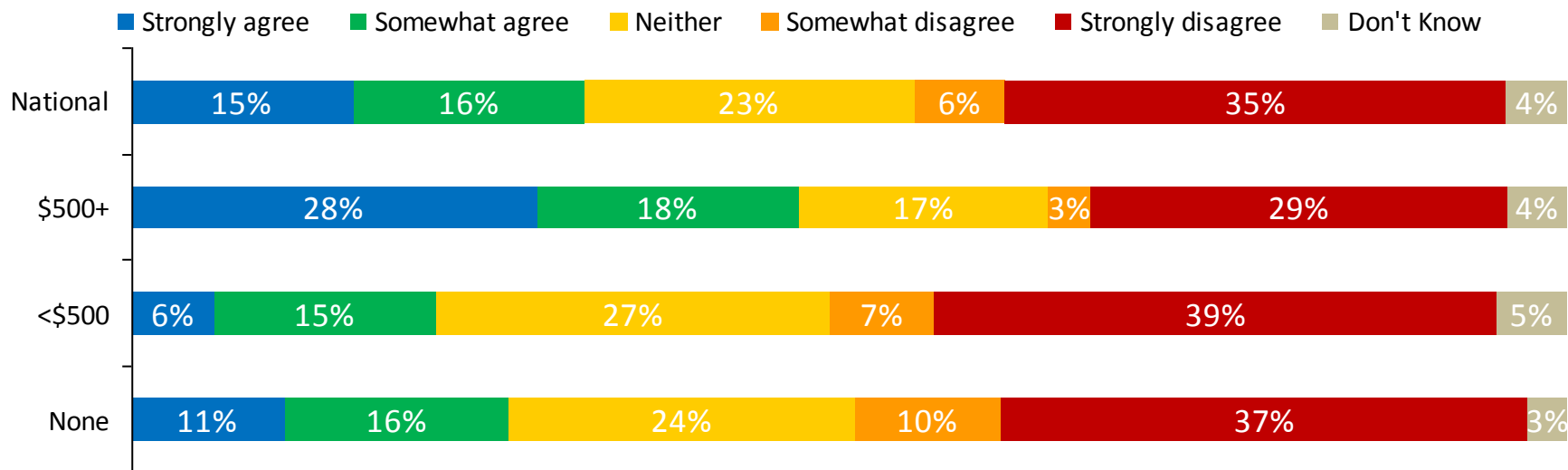


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Religion and important motivator among larger donors

Q It's an important part of my religion to give to charity.

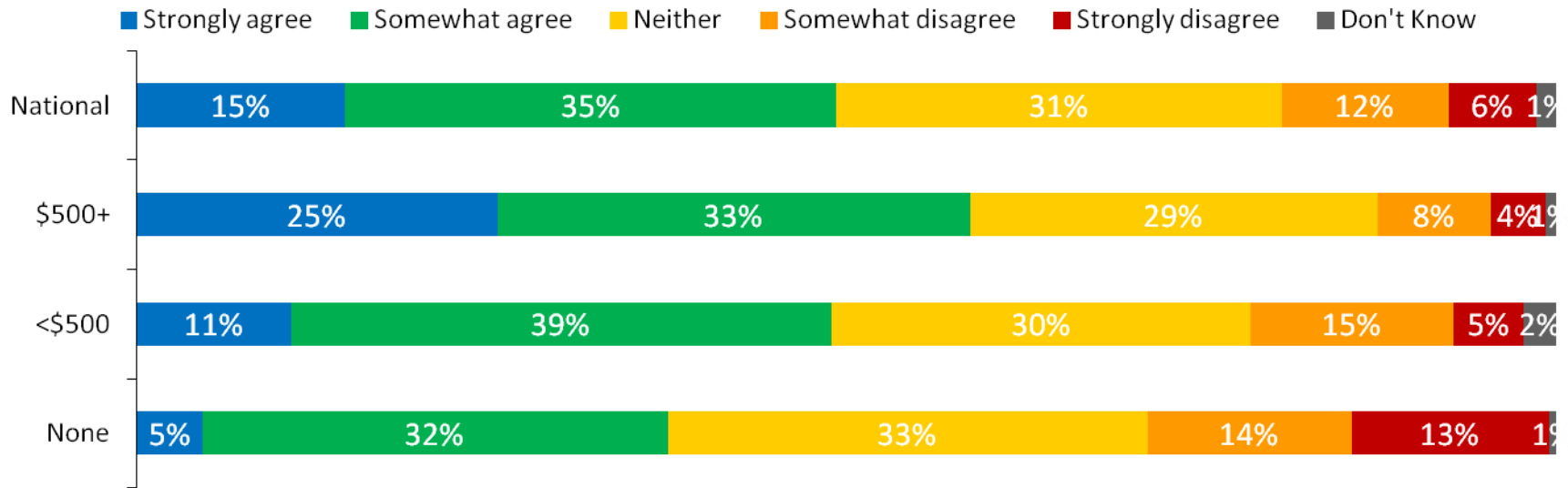


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Desire to give back more prevalent among larger donors

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I feel this community has been good to me and I owe something back.



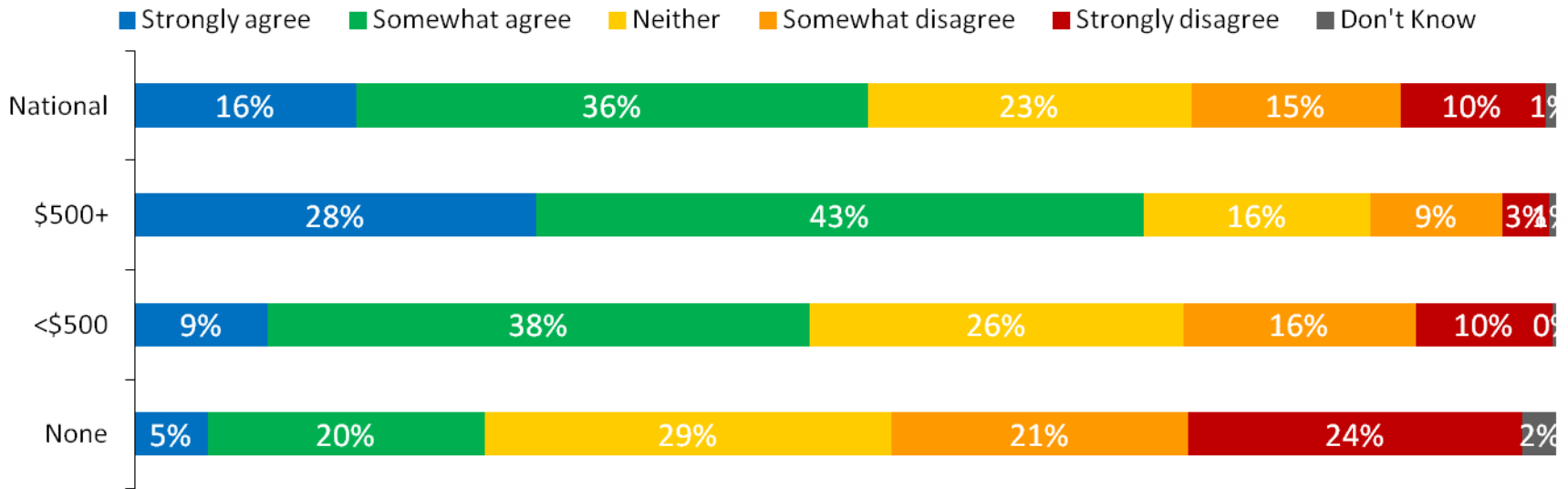
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Larger donors feels a sense of duty

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I feel a duty to provide financial support to key institutions and causes in my community.



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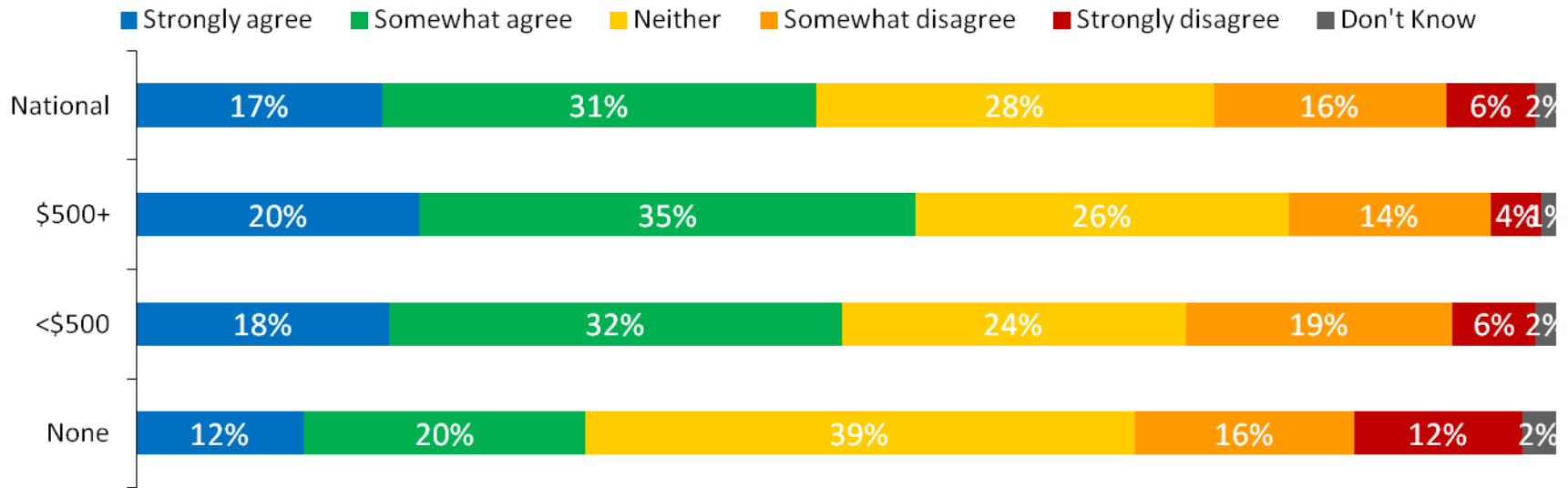


Inner-Focused Motivations



Enjoyment of giving money has limited impact on giving

Q One of the things enjoy most in life is giving my time.



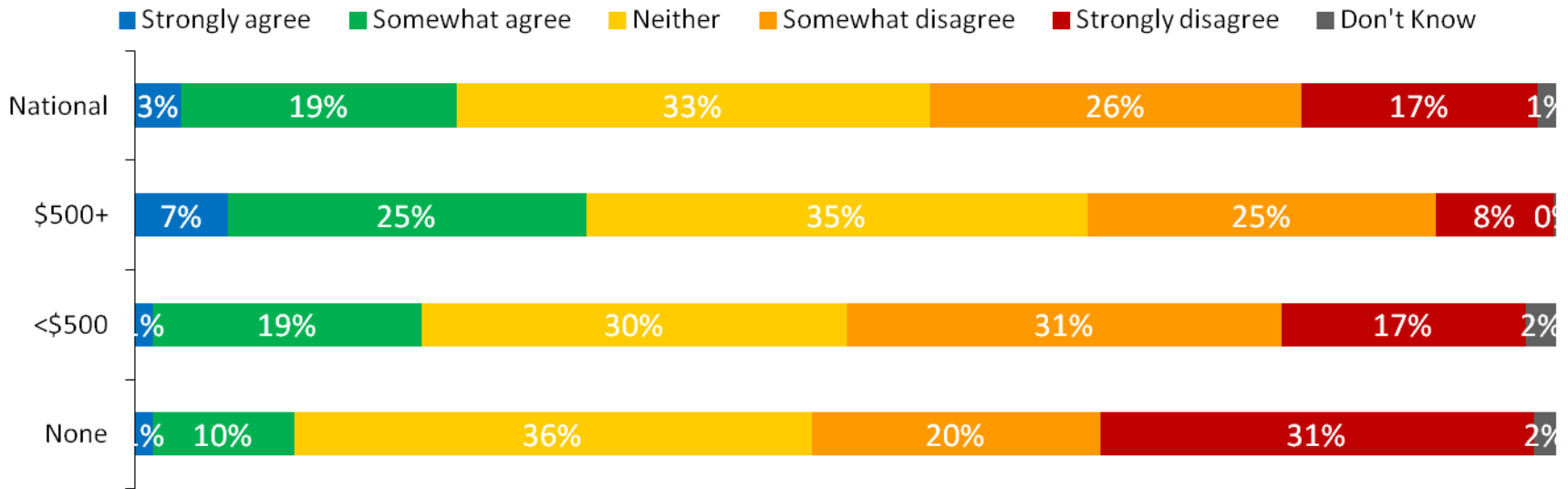
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Public enjoys volunteering more than donating

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One of the things enjoy most in life is giving money.

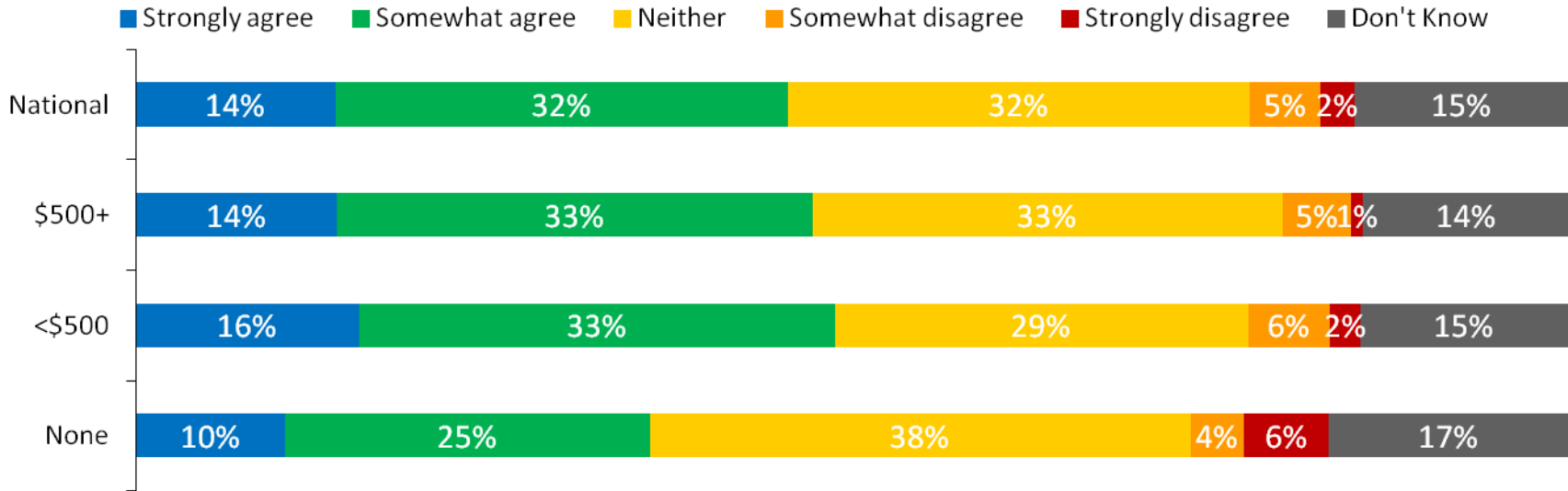


'Don't know' (x%) not shown



Status-seeking behaviour does not drive giving

Q People in my community respect those who give to charity.



'Don't know' (x%) not shown



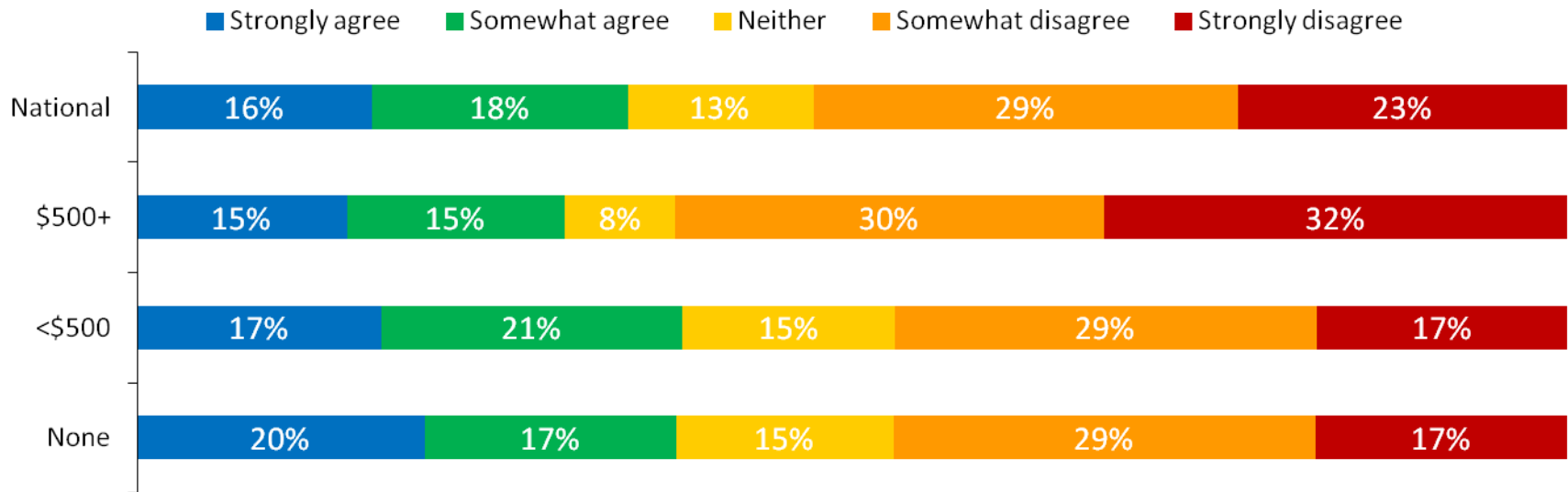
Barriers to Giving



Large donors disagree with general public on role of charity re: government

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We wouldn't need charity if the government properly addressed society's problems.



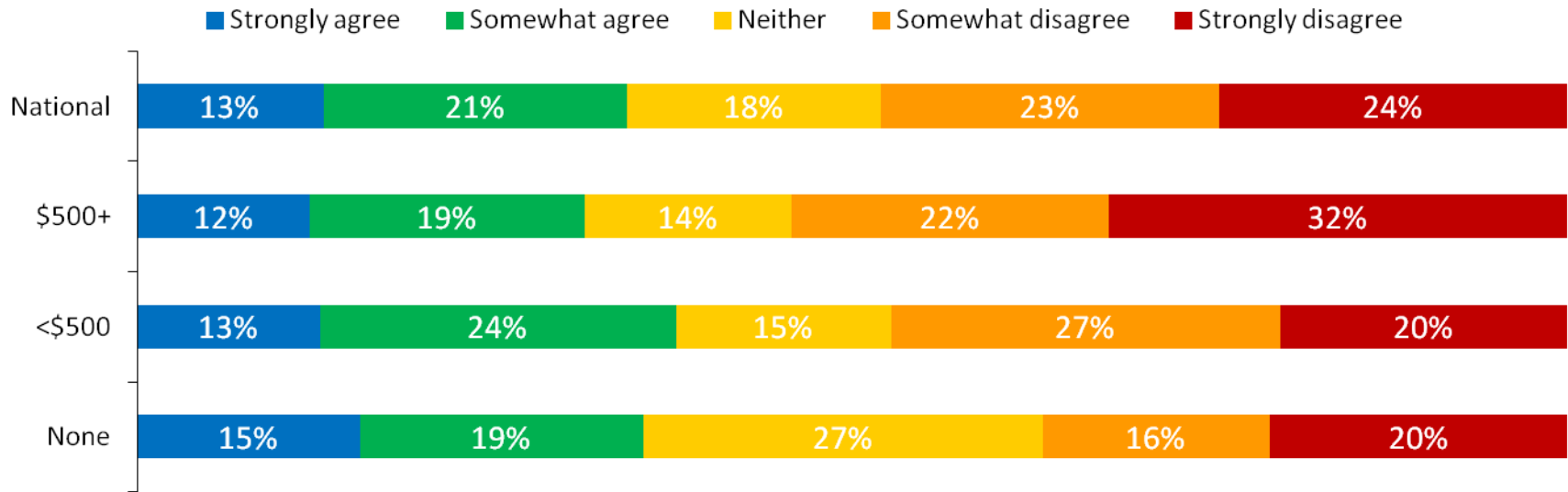
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Large donors disagree with general public on role of charity re: government

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Giving to charity allows the government to avoid its responsibilities.



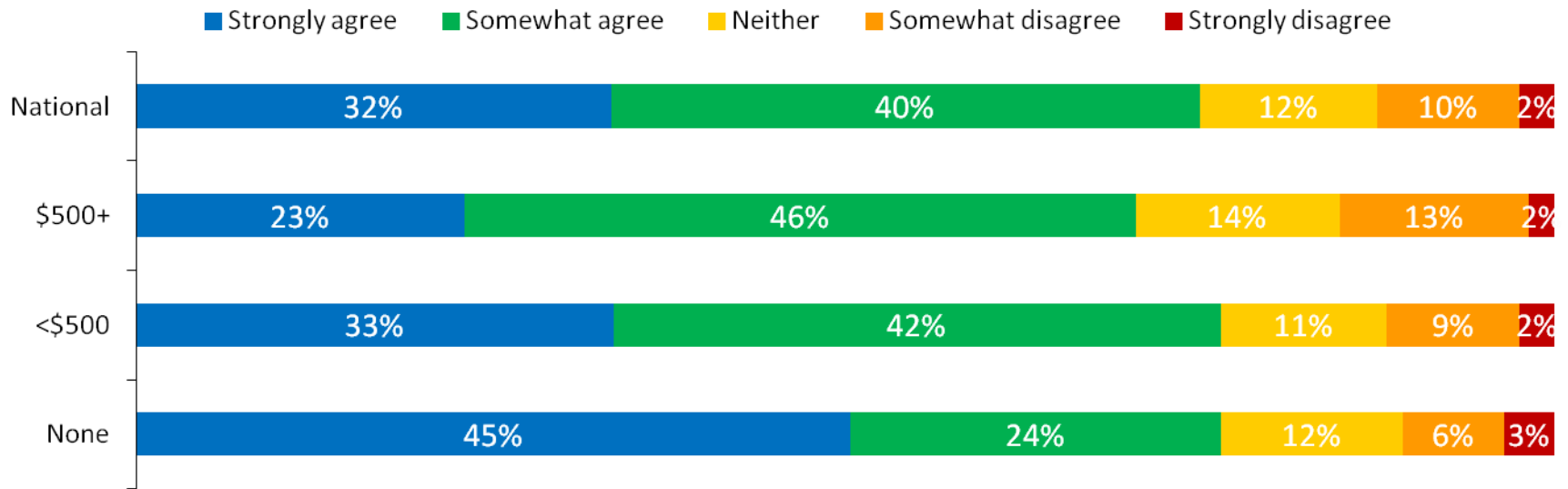
'Don't know' (x%) not shown



Large donors more trusting of charities than average Canadians

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A lot of money raised for charities ends up going to administrative costs and not to the intended recipients.



'Don't know' (x%) not shown





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