

NEWS RELEASE



FOR IMMEDIATE RELEASE

Almost Three Quarters Confident Charities Use Donations Responsibly

More than 7 in 10 say they've donated in the past year

Toronto, November 9th – In a random sampling of public opinion taken by The Forum Poll™ among 1281 Canadian voters, almost three quarters (TOP2: 71%) say they are confident that charities will spend donations responsibly, with a quarter (24%) saying they are very confident. Only one quarter (25%) say they are unconfident charities spend donations responsibly, with fewer than 1 in 10 (7%) saying they are very unconfident.

Few (4%) say they do not know how they feel about how responsibly charities spend donations.

Respondents most likely to say they are confident (TOP2) that charities will use donations responsibly include those aged 35-44 (77%), females (76%), earning \$80,000-\$100,000 (83%), living in Atlantic Canada (79%) or Québec (82%), and with a post-graduate degree (82%), and supporting the BQ (79%).

Respondents most likely to say they are unconfident (BTM2) that charities will use donations responsibly include those aged 34 and younger (29%) and 55-64 (28%), males (30%), earning \$20,000-\$40,000 (30%), living on the prairies (MB/SK) (33%) or Alberta (30%), the least educated (39%), and supporting the Conservatives (30%) or Greens (27%).

Three quarters have made donations

More than 7 in 10 (76%) say they have donated to a charity in the past year, with only a quarter (24%) saying no.

Respondents most likely to have donated to a charity in the past year include those aged 35-44 (84%) or 65+ (82%), females (80%), the most wealthy (86%), living in Atlantic Canada (82%) or Alberta (79%), supporting the Conservatives (79%) or Liberals (77%), and with a post-graduate degree (87%).

Respondents least likely to have donated to a charity in the least year include those under 34 and younger (36%), the least wealthy (39%) or earning \$20,000-\$40,000 (36%), living in Québec (32%), supporting the BQ (31%), and the least educated (38%).

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“Overall, Canadians are very giving, with a massive majority saying they’ve made a charitable donation in the past year,” said Dr. Lorne Bozinoff, President of Forum Research. “They also speak very highly of charities, thinking both that charities will use their donations responsibly, and that a large proportion of the donations go directly toward supporting the charity’s mission.”



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More than a third think eighty-percent or more of a donation goes to the mission of the charity

More than a third (36%) say they think that eighty percent or more of a donation goes directly to the mission of the charity.

Over a quarter (28%) say that between sixty and eighty percent go directly toward the charity's mission.

Just under a quarter (23%) say that between thirty and sixty percent go directly to the mission of the charity.

Just over 1 in 10 (13%) say that less than thirty percent go directly to the mission of the charity.

“Overall, Canadians are very giving, with a massive majority saying they’ve made a charitable donation in the past year,” said Dr. Lorne Bozinoff, President of Forum Research. “They also speak very highly of charities, thinking both that charities will use their donations responsibly, and that a large proportion of the donations go directly toward supporting the charity’s mission.”

Lorne Bozinoff, Ph.D. is the president and founder of Forum Research. He can be reached at lbozinoff@forumresearch.com or at (416) 960-9603.

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Methodology

The Forum Poll™ was conducted by Forum Research with the results based on an interactive voice response telephone survey of 1281 randomly selected Canadian Voters. The poll was conducted November 4-6, 2017.

Results based on the total sample are considered accurate +/- 3%, 19 times out of 20. Subsample results will be less accurate. Margins of error for subsample (such as age, gender) results are available at www.forumresearch.com/samplestim.asp

Where appropriate, the data has been statistically weighted by age, region, and other variables to ensure that the sample reflects the actual population according to the latest Census data.

This research is not necessarily predictive of future outcomes, but rather, captures opinion at one point in time. Forum Research conducted this poll as a public service and to demonstrate our survey research capabilities. Actual results depend on the parties' ability to get their voters out. Forum houses its poll results in the Data Library of the Department of Political Science at the University of Toronto.

With offices across Canada and around the world, 100% Canadian-owned Forum Research is one of the country's leading survey research firms. This Forum Poll™ and other polls may be found at Forum's poll archive at www.forumresearch.com/polls.asp

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Charitable donations

Have you donated to a charity in the past year?

Age/Gender

| % | Total | 18-34 | 35-44 | 45-54 | 55-64 | 65+ | Male | Female |
|--------|-------|-------|-------|-------|-------|-----|------|--------|
| Sample | 1281 | 218 | 163 | 229 | 308 | 363 | 712 | 559 |
| Yes | 76 | 64 | 84 | 78 | 78 | 82 | 72 | 80 |
| No | 24 | 36 | 16 | 22 | 22 | 18 | 28 | 20 |

Income

| % | Total | <\$20K | \$20-\$40K | \$40-\$60K | \$60-\$80K | \$80-\$100K | \$100-\$250K |
|--------|-------|--------|------------|------------|------------|-------------|--------------|
| Sample | 1281 | 117 | 217 | 190 | 183 | 139 | 239 |
| Yes | 76 | 61 | 64 | 76 | 78 | 80 | 86 |
| No | 24 | 39 | 36 | 24 | 22 | 20 | 14 |

Region

| % | Total | ATL | QC | ON | MB/SK | AB | BC |
|--------|-------|-----|-----|-----|-------|-----|-----|
| Sample | 1281 | 103 | 303 | 488 | 91 | 123 | 173 |
| Yes | 76 | 82 | 68 | 78 | 75 | 79 | 78 |
| No | 24 | 18 | 32 | 22 | 25 | 21 | 22 |



Education

| % | Total | Secondary school or less | Some college or university | Completed college or university | Post graduate studies |
|--------|-------|--------------------------|----------------------------|---------------------------------|-----------------------|
| Sample | 1281 | 206 | 359 | 452 | 264 |
| Yes | 76 | 62 | 70 | 79 | 87 |
| No | 24 | 38 | 30 | 21 | 13 |

Voter Intention

| % | Total | Conservative | Liberal | New Democratic | Green | Bloc Quebecois | Other |
|--------|-------|--------------|---------|----------------|-------|----------------|-------|
| Sample | 1281 | 447 | 423 | 166 | 96 | 65 | 36 |
| Yes | 76 | 79 | 77 | 74 | 71 | 69 | 85 |
| No | 24 | 21 | 23 | 26 | 29 | 31 | 15 |

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Charitable mission

Overall, what percentage of a charitable donation do you think goes directly toward supporting the mission of the charity?

Age/Gender

| % | Total | 18-34 | 35-44 | 45-54 | 55-64 | 65+ | Male | Female |
|------------------------------------|-------|-------|-------|-------|-------|-----|------|--------|
| Sample | 1281 | 218 | 163 | 229 | 308 | 363 | 712 | 559 |
| Ninety percent or more | 18 | 20 | 15 | 17 | 15 | 20 | 15 | 20 |
| Between eighty and ninety percent | 18 | 12 | 20 | 18 | 24 | 20 | 17 | 19 |
| Between seventy and eighty percent | 17 | 17 | 20 | 18 | 17 | 16 | 18 | 17 |
| Between sixty and seventy percent | 11 | 13 | 9 | 10 | 9 | 11 | 10 | 11 |
| Between fifty and sixty percent | 12 | 14 | 8 | 10 | 11 | 14 | 12 | 11 |
| Between forty and fifty percent | 7 | 8 | 8 | 8 | 6 | 4 | 7 | 7 |
| Between thirty and forty percent | 5 | 5 | 6 | 6 | 4 | 3 | 6 | 3 |
| Less than thirty percent | 13 | 12 | 14 | 13 | 14 | 11 | 14 | 11 |



Income

| % | Total | <\$20K | \$20-\$40K | \$40-\$60K | \$60-\$80K | \$80-\$100K | \$100-\$250K |
|------------------------------------|-------|--------|------------|------------|------------|-------------|--------------|
| Sample | 1281 | 117 | 217 | 190 | 183 | 139 | 239 |
| Ninety percent or more | 18 | 13 | 19 | 17 | 27 | 17 | 15 |
| Between eighty and ninety percent | 18 | 11 | 17 | 20 | 17 | 20 | 21 |
| Between seventy and eighty percent | 17 | 19 | 14 | 15 | 18 | 22 | 20 |
| Between sixty and seventy percent | 11 | 12 | 7 | 14 | 10 | 6 | 13 |
| Between fifty and sixty percent | 12 | 16 | 10 | 12 | 11 | 12 | 10 |
| Between forty and fifty percent | 7 | 4 | 9 | 7 | 5 | 5 | 8 |
| Between thirty and forty percent | 5 | 5 | 7 | 5 | 5 | 4 | 4 |
| Less than thirty percent | 13 | 21 | 17 | 10 | 8 | 16 | 9 |

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Region

| % | Total | ATL | QC | ON | MB/SK | AB | BC |
|------------------------------------|-------|-----|-----|-----|-------|-----|-----|
| Sample | 1281 | 103 | 303 | 488 | 91 | 123 | 173 |
| Ninety percent or more | 18 | 21 | 20 | 16 | 15 | 13 | 19 |
| Between eighty and ninety percent | 18 | 17 | 19 | 15 | 15 | 22 | 25 |
| Between seventy and eighty percent | 17 | 18 | 16 | 19 | 22 | 19 | 14 |
| Between sixty and seventy percent | 11 | 8 | 9 | 12 | 10 | 12 | 13 |
| Between fifty and sixty percent | 12 | 13 | 14 | 11 | 13 | 12 | 9 |
| Between forty and fifty percent | 7 | 6 | 5 | 9 | 8 | 5 | 6 |
| Between thirty and forty percent | 5 | 3 | 5 | 5 | 5 | 8 | 2 |
| Less than thirty percent | 13 | 13 | 14 | 13 | 12 | 10 | 13 |

Education

| % | Total | Secondary school or less | Some college or university | Completed college or university | Post graduate studies |
|------------------------------------|-------|--------------------------|----------------------------|---------------------------------|-----------------------|
| Sample | 1281 | 206 | 359 | 452 | 264 |
| Ninety percent or more | 18 | 15 | 14 | 17 | 26 |
| Between eighty and ninety percent | 18 | 16 | 17 | 18 | 23 |
| Between seventy and eighty percent | 17 | 14 | 16 | 19 | 18 |
| Between sixty and seventy percent | 11 | 6 | 12 | 11 | 11 |
| Between fifty and sixty percent | 12 | 11 | 13 | 12 | 9 |
| Between forty and fifty percent | 7 | 8 | 8 | 7 | 4 |
| Between thirty and forty percent | 5 | 7 | 8 | 3 | 2 |
| Less than thirty percent | 13 | 22 | 11 | 14 | 6 |



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Voter Intention

| % | Total | Conservative | Liberal | New Democratic | Green | Bloc Quebecois | Other |
|------------------------------------|-------|--------------|---------|----------------|-------|----------------|-------|
| Sample | 1281 | 447 | 423 | 166 | 96 | 65 | 36 |
| Ninety percent or more | 18 | 17 | 20 | 18 | 13 | 18 | 13 |
| Between eighty and ninety percent | 18 | 17 | 23 | 13 | 15 | 27 | 4 |
| Between seventy and eighty percent | 17 | 19 | 15 | 21 | 17 | 14 | 20 |
| Between sixty and seventy percent | 11 | 10 | 10 | 15 | 8 | 11 | 17 |
| Between fifty and sixty percent | 12 | 12 | 12 | 10 | 10 | 7 | 21 |
| Between forty and fifty percent | 7 | 7 | 6 | 7 | 6 | 7 | 8 |
| Between thirty and forty percent | 5 | 5 | 4 | 5 | 9 | 4 | 3 |
| Less than thirty percent | 13 | 13 | 10 | 12 | 22 | 13 | 14 |



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Responsible use of donations

Overall, how confident or unconfident are you have that a charity will spend donations responsibly?

Age/Gender

| % | Total | 18-34 | 35-44 | 45-54 | 55-64 | 65+ | Male | Female |
|----------------------|-------|-------|-------|-------|-------|-----|------|--------|
| Sample | 1281 | 218 | 163 | 229 | 308 | 363 | 712 | 559 |
| NET: TOP2 | 71 | 67 | 77 | 69 | 69 | 73 | 66 | 76 |
| NET: BTM2 | 25 | 29 | 20 | 26 | 28 | 23 | 30 | 21 |
| Very confident | 24 | 23 | 25 | 21 | 26 | 23 | 23 | 25 |
| Somewhat confident | 47 | 44 | 52 | 48 | 43 | 50 | 43 | 51 |
| Somewhat unconfident | 18 | 21 | 12 | 18 | 20 | 16 | 21 | 15 |
| Very unconfident | 7 | 8 | 7 | 8 | 8 | 7 | 9 | 6 |
| Don't know | 4 | 4 | 3 | 5 | 3 | 4 | 4 | 4 |

Income

| % | Total | <\$20K | \$20-\$40K | \$40-\$60K | \$60-\$80K | \$80-\$100K | \$100-\$250K |
|----------------------|-------|--------|------------|------------|------------|-------------|--------------|
| Sample | 1281 | 117 | 217 | 190 | 183 | 139 | 239 |
| NET: TOP2 | 71 | 61 | 64 | 72 | 72 | 83 | 73 |
| NET: BTM2 | 25 | 25 | 30 | 24 | 24 | 17 | 25 |
| Very confident | 24 | 22 | 24 | 19 | 30 | 25 | 25 |
| Somewhat confident | 47 | 40 | 40 | 53 | 43 | 58 | 49 |
| Somewhat unconfident | 18 | 18 | 24 | 17 | 16 | 12 | 16 |
| Very unconfident | 7 | 8 | 6 | 7 | 8 | 5 | 9 |
| Don't know | 4 | 14 | 5 | 4 | 3 | 0 | 2 |



Region

| % | Total | ATL | QC | ON | MB/SK | AB | BC |
|----------------------|-------|-----|-----|-----|-------|-----|-----|
| Sample | 1281 | 103 | 303 | 488 | 91 | 123 | 173 |
| NET: TOP2 | 71 | 79 | 82 | 65 | 61 | 66 | 70 |
| NET: BTM2 | 25 | 17 | 16 | 29 | 33 | 30 | 29 |
| Very confident | 24 | 27 | 34 | 20 | 19 | 17 | 22 |
| Somewhat confident | 47 | 52 | 48 | 46 | 42 | 49 | 48 |
| Somewhat unconfident | 18 | 10 | 14 | 22 | 16 | 21 | 16 |
| Very unconfident | 7 | 7 | 2 | 7 | 17 | 9 | 14 |
| Don't know | 4 | 4 | 3 | 6 | 6 | 4 | 1 |

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| % | Total | Secondary school or less | Some college or university | Completed college or university | Post graduate studies |
|----------------------|-------------|--------------------------|----------------------------|---------------------------------|-----------------------|
| Sample | 1281 | 206 | 359 | 452 | 264 |
| NET: TOP2 | 71 | 51 | 69 | 73 | 82 |
| NET: BTM2 | 25 | 39 | 27 | 24 | 16 |
| Very confident | 24 | 20 | 22 | 21 | 33 |
| Somewhat confident | 47 | 32 | 48 | 52 | 49 |
| Somewhat unconfident | 18 | 22 | 20 | 17 | 13 |
| Very unconfident | 7 | 17 | 7 | 7 | 3 |
| Don't know | 4 | 10 | 4 | 3 | 2 |

Voter Intention

| % | Total | Conservative | Liberal | New Democratic | Green | Bloc Quebecois | Other |
|----------------------|-------------|--------------|------------|----------------|-----------|----------------|-----------|
| Sample | 1281 | 447 | 423 | 166 | 96 | 65 | 36 |
| NET: TOP2 | 71 | 66 | 75 | 74 | 69 | 79 | 66 |
| NET: BTM2 | 25 | 30 | 21 | 23 | 27 | 15 | 25 |
| Very confident | 24 | 19 | 26 | 24 | 27 | 36 | 21 |
| Somewhat confident | 47 | 46 | 49 | 50 | 43 | 43 | 45 |
| Somewhat unconfident | 18 | 20 | 17 | 15 | 19 | 14 | 10 |
| Very unconfident | 7 | 10 | 4 | 8 | 7 | 1 | 15 |
| Don't know | 4 | 4 | 3 | 3 | 4 | 5 | 9 |



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