



McMaster and CanadaHelps Survey of Online Donors Summary of Responses

Researchers at McMaster University (A. Abigail Payne) teamed up with CanadaHelps to conduct a survey of users of CanadaHelps during the summer of 2010. The purpose of the survey was to understand more about charitable giving in Canada as seen through the eyes of those that give.

We solicited a random sample of the CanadaHelps users to participate in the survey to better understand them and their motivations for giving. CanadaHelps is a registered charity that allows an individual to make an online donation to any of the 85,000 registered charities in Canada. Approximately 17,000 users participated in the survey (representing a 10% response rate). The statistics presented in this report thus reflect the responses of those individuals that use CanadaHelps and entered the survey. They are not reflective of the general Canadian population.

Please note that only the simple statistics from the survey are being reported. Use caution when trying to interpret the statistics. The researchers are working on reports that will use multivariate analyses of the survey results.

If you have any questions or concerns about the results of this survey, please contact **Kirstin Beardsley**, Marketing & Communications Manager at CanadaHelps, 416-628-6948 x2385 or at kirstin@canadahelps.org

You may also contact **A. Abigail Payne**, Professor, Research Team Leader, McMaster University, at paynea@mcmaster.ca or 905-525-9140 x23814

Overview

From the individuals that have used CanadaHelps, we randomly assigned a subset of users to one of eight batches. Each batch was released through email during the summer of 2010. The following table provides a summary of the number of e-mails sent and the percentage of survey respondents who answered at least one question in the McMaster and CanadaHelps survey per batch.

Table 1: Overview of the McMaster and CanadaHelps Survey

Batch Number	Number of e-mails sent	Percentage who answered at least one question
1	7,057	12.3%
2	26,269	10.9%
3	25,358	10.8%
4	24,304	10.3%
5	23,412	9.7%
6	22,301	9.4%
7	21,165	9.0%
8	20,488	9.1%
Total	170,354	10.0%

The following table summarizes the residence of the respondents.

Table 2: Donors by Province

Province of Residence	Response Rate	% of Respondents
Ontario	8.7%	54.5%
British Columbia	10.3%	15.2%
Alberta	10.0%	12.8%
Quebec	8.1%	7.2%
Nova Scotia	8.9%	2.9%
Manitoba	11.6%	3.0%
Saskatchewan	9.4%	1.7%
New Brunswick	8.2%	1.2%
Newfoundland and Labrador	7.0%	0.5%
Prince Edward Island	7.6%	0.2%
Yukon	10.7%	0.2%
North West Territories	12.4%	0.2%
Nunavut	4.9%	0.0%
Out of Canada	6.9%	0.6%

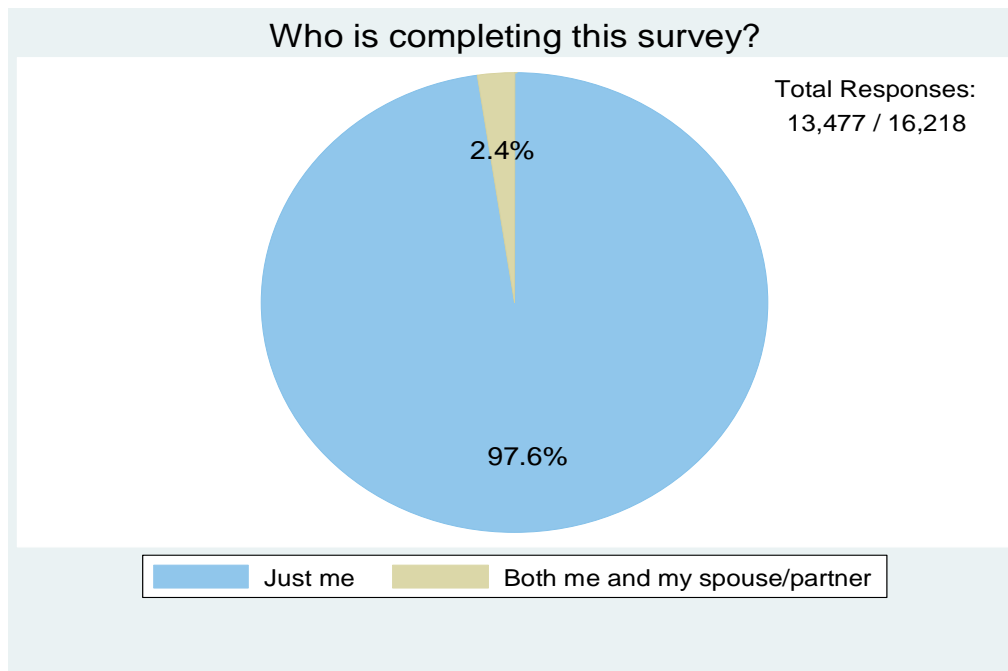
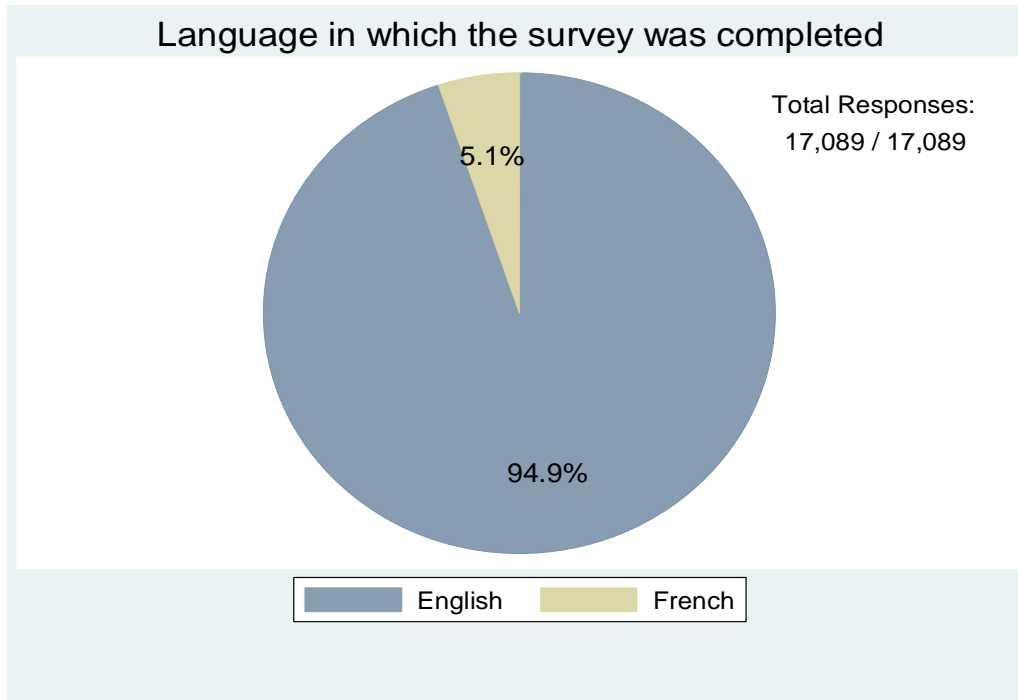
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The summary of the responses of the McMaster and CanadaHelps Survey are organized into the following three parts:

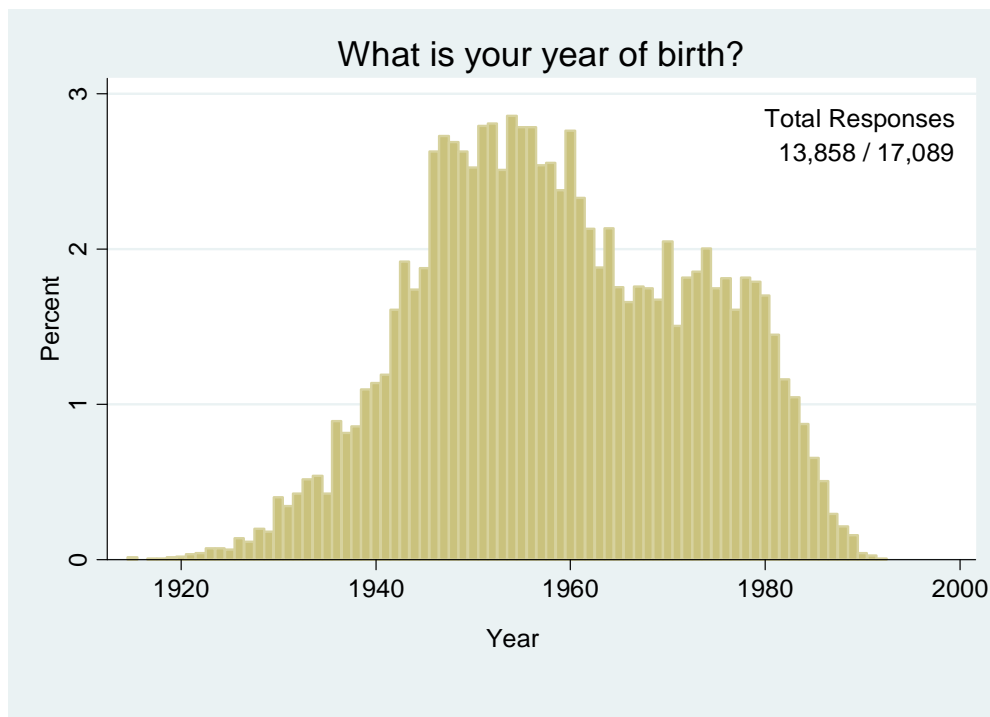
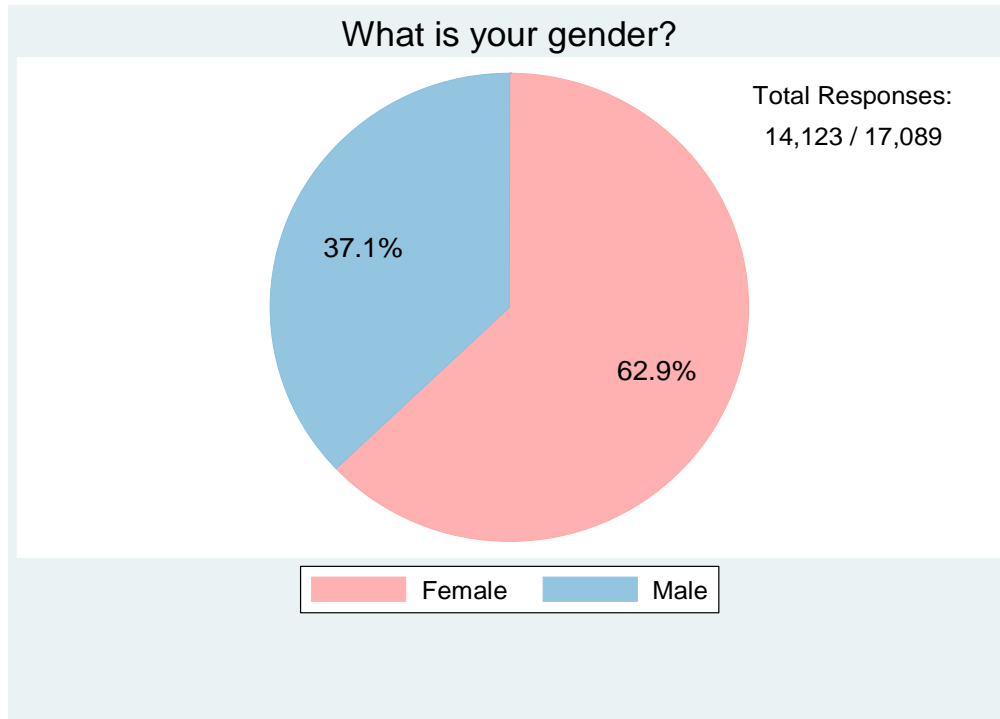
- **Part 1:** Personal characteristics – The questions under this part explore the background characteristics of the individuals that completed the survey.
- **Part 2:** Reasons for Giving – What motivates people to give and what influences how much they give? This section looks at whether friends, family, the community, the charity, government policy, external events or an individual’s personal characteristics have an impact on whether an individual gives to a charity and the amount that the individual is giving.
- **Part 3:** Types of donations - This section analyzes the different ways in which an individual makes a donation. More specifically, this section examines the types of donations an individual makes besides monetary donations to a charitable organization.

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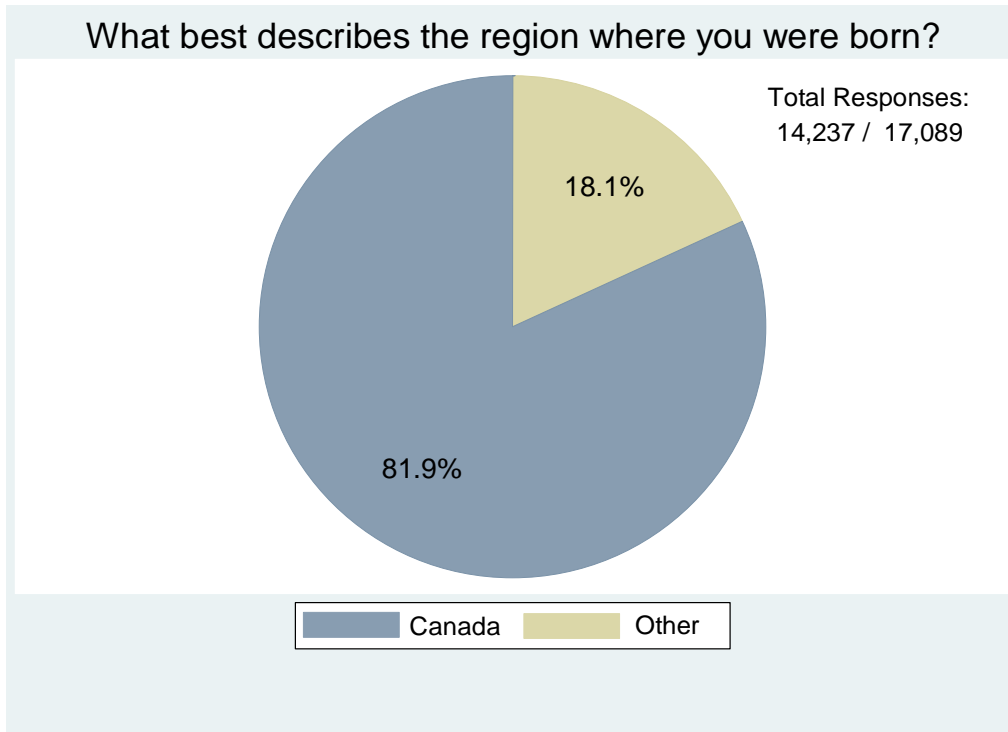
Part 1: Personal Characteristics



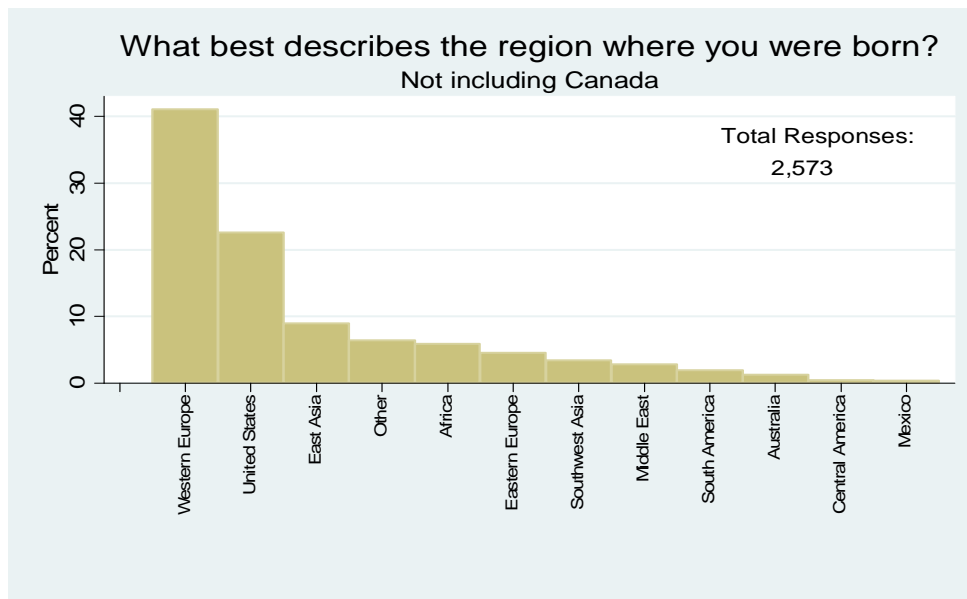
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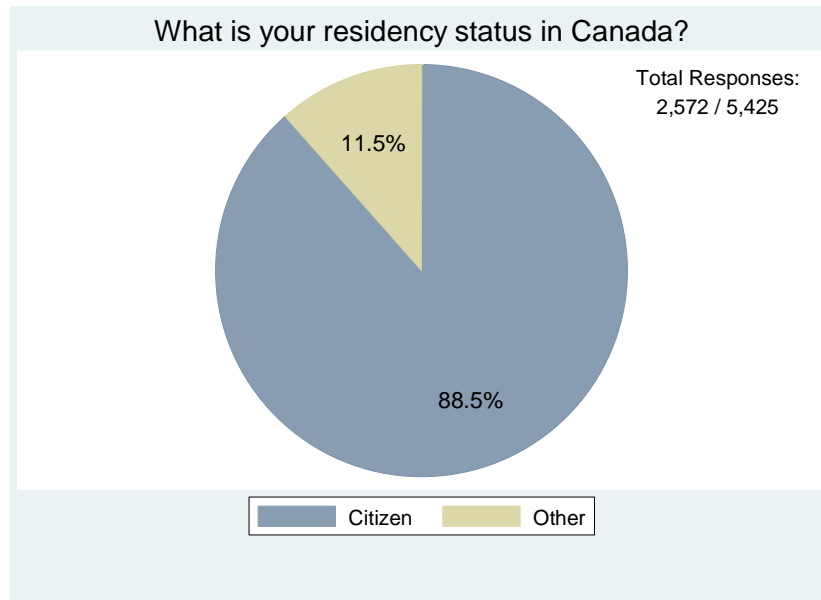
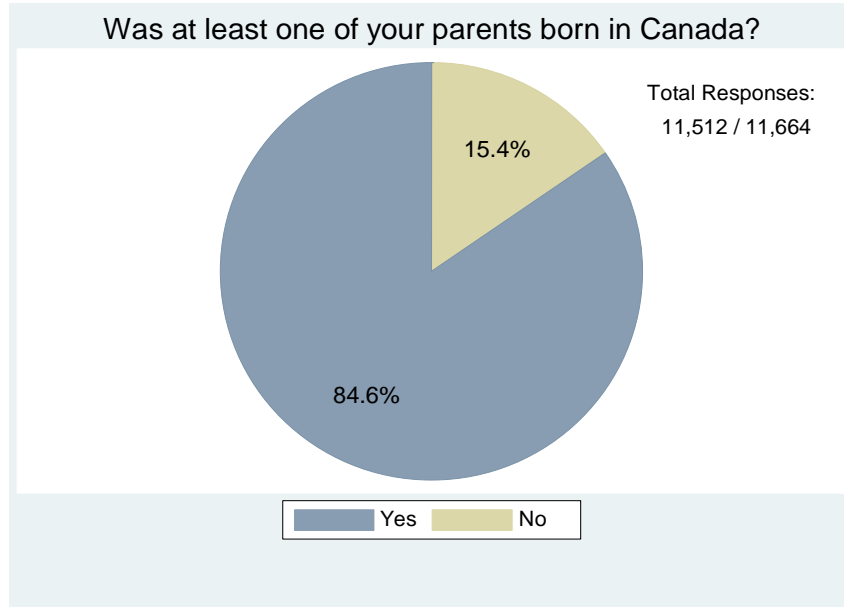


The following graph shows the distribution of responses for regions besides Canada in which the respondents were born:



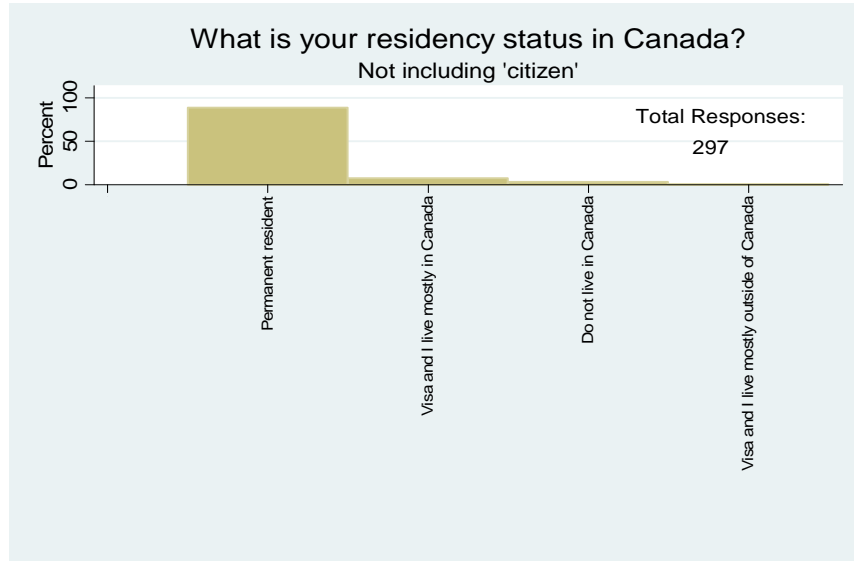
An individual is prompted to answer this question only if their answer for the region in which they were born was 'not Canada'

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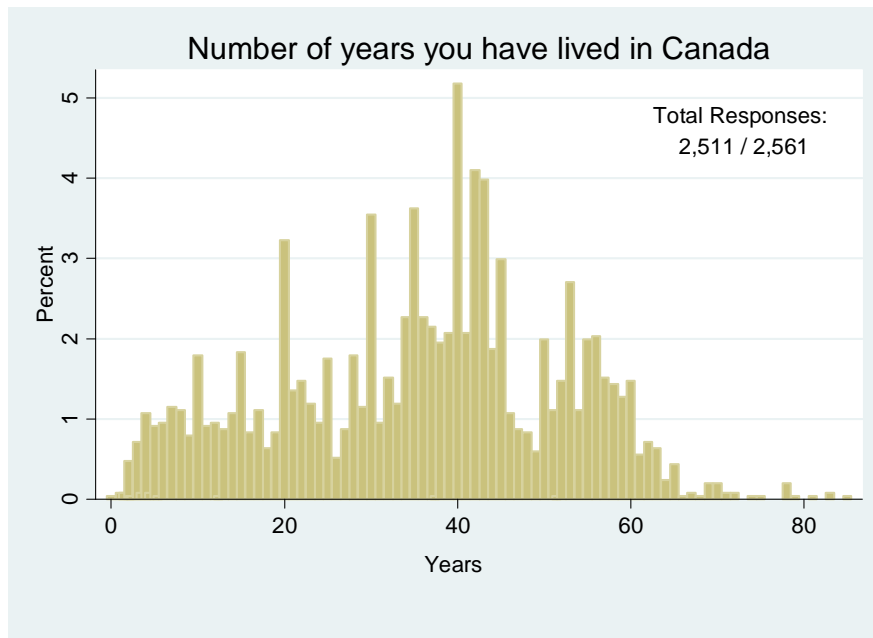


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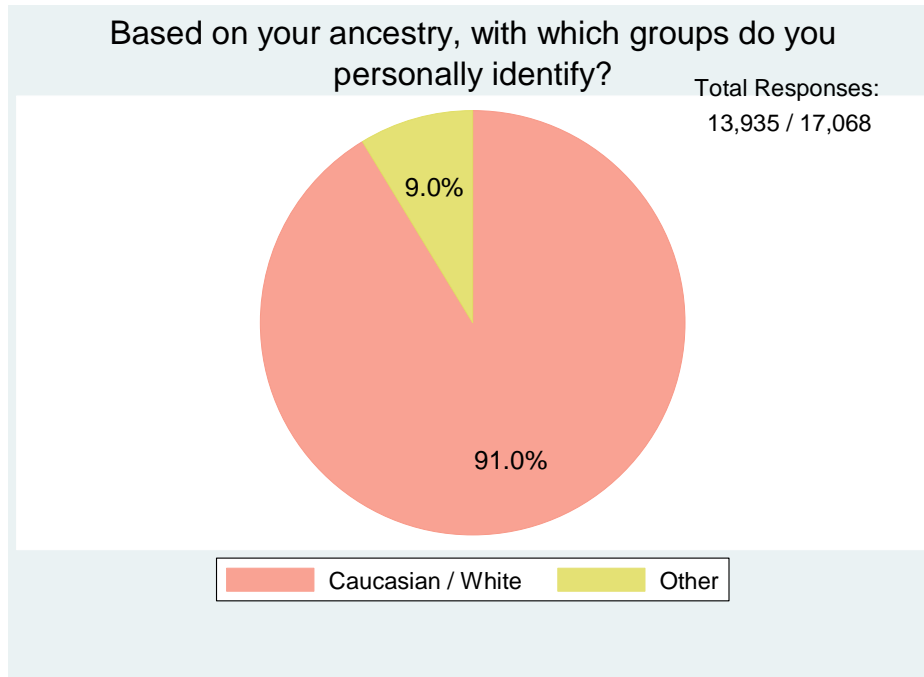
The following graph shows the distribution of the respondents' residency status in Canada besides 'citizen.'



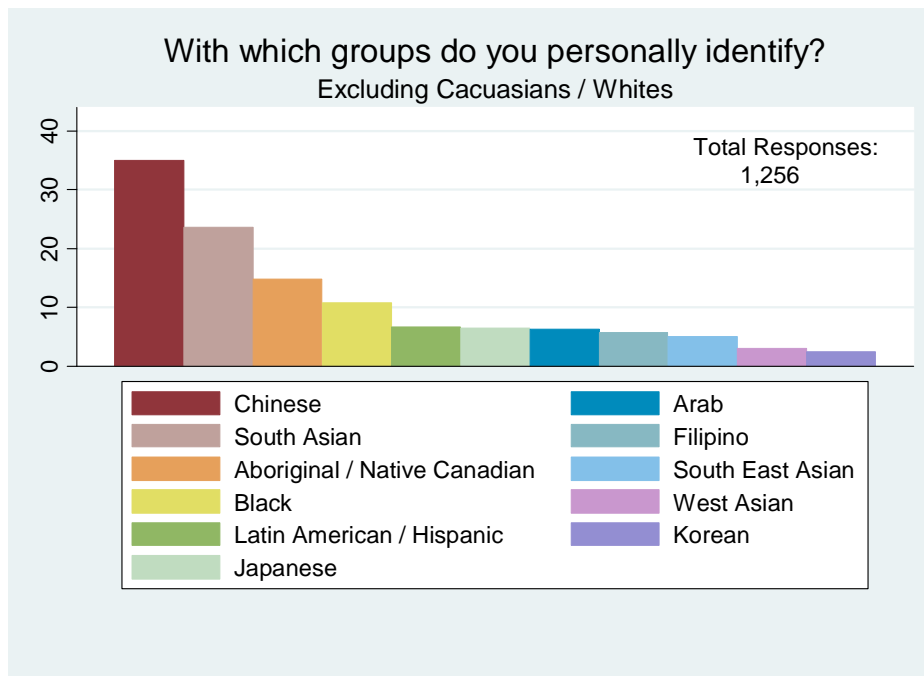
An individual is prompted to answer the following question only if their answer for their residency status was 'permanent resident (landed immigrant)' or 'citizen' or 'visa and I live mostly in Canada'



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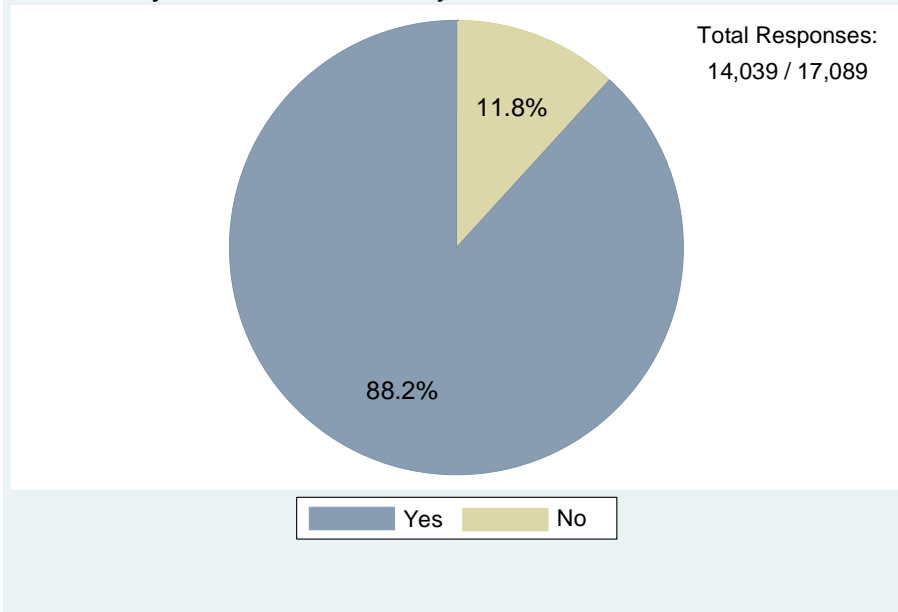


The following graph shows the distribution of groups that the survey completers personally identified with, with the exclusion of those who selected Caucasian/White.

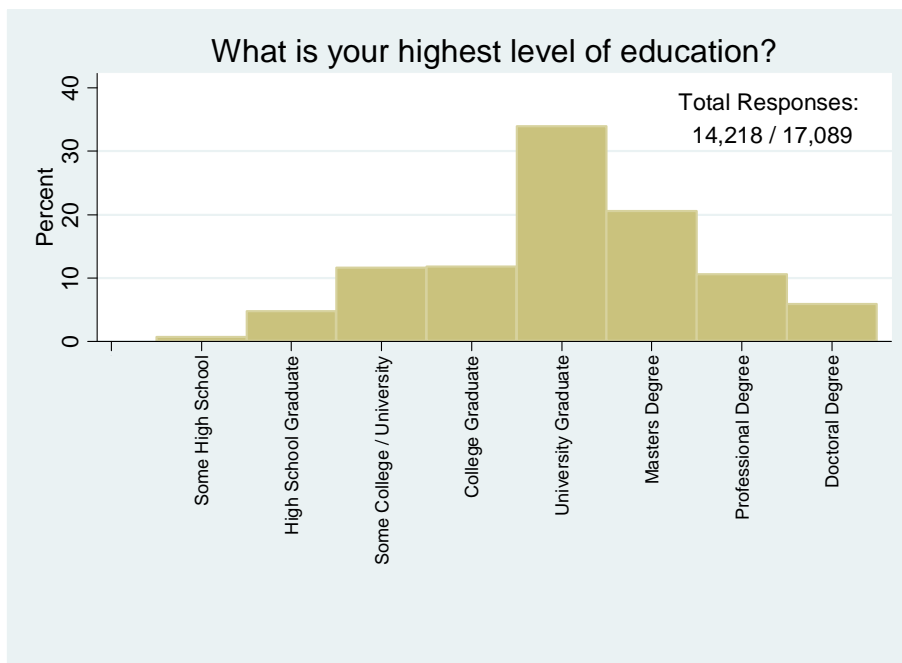


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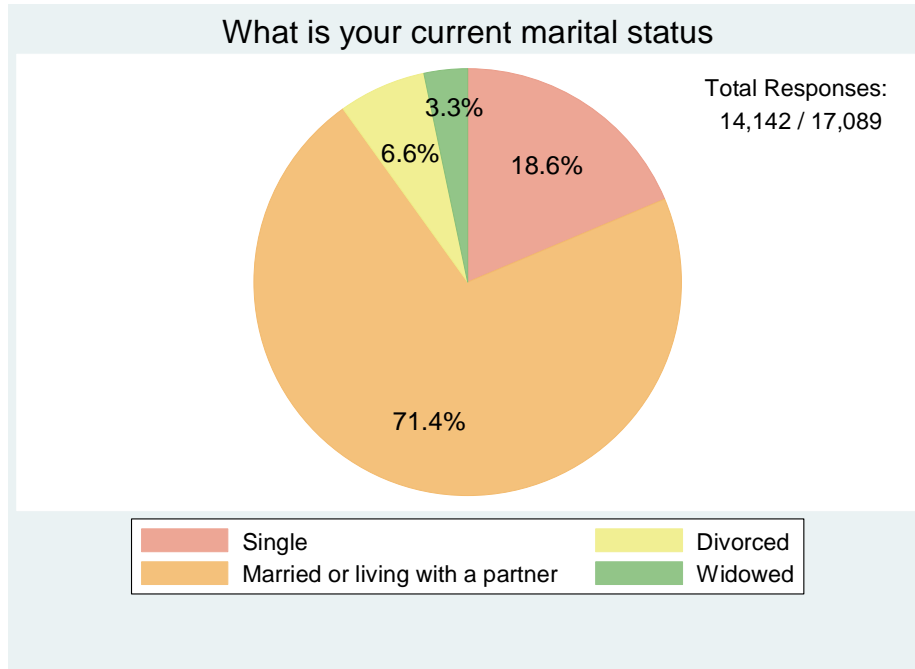
Did you receive most of your education in Canada?



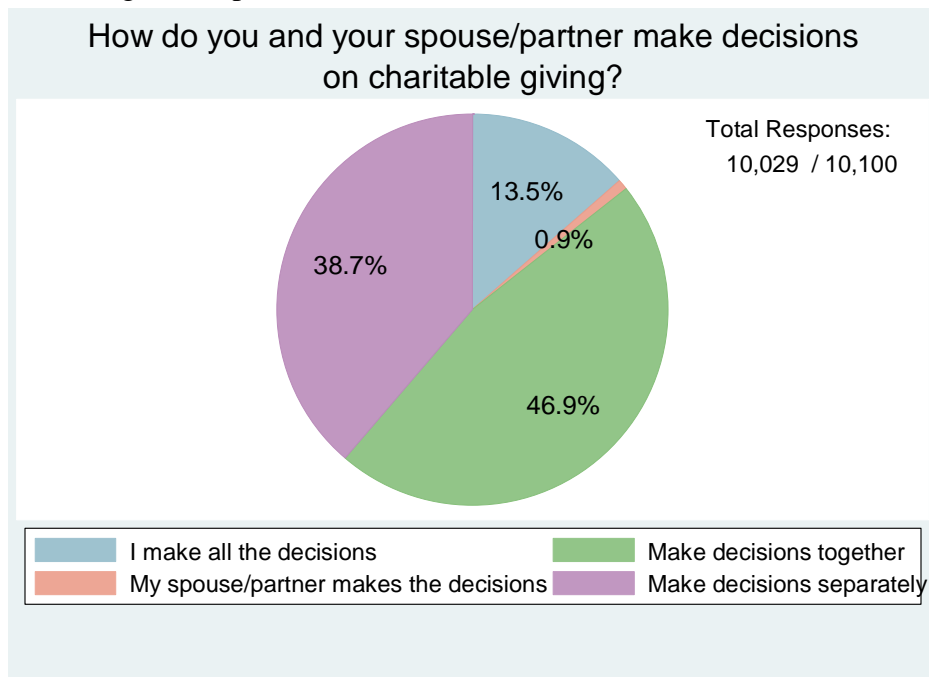
What is your highest level of education?



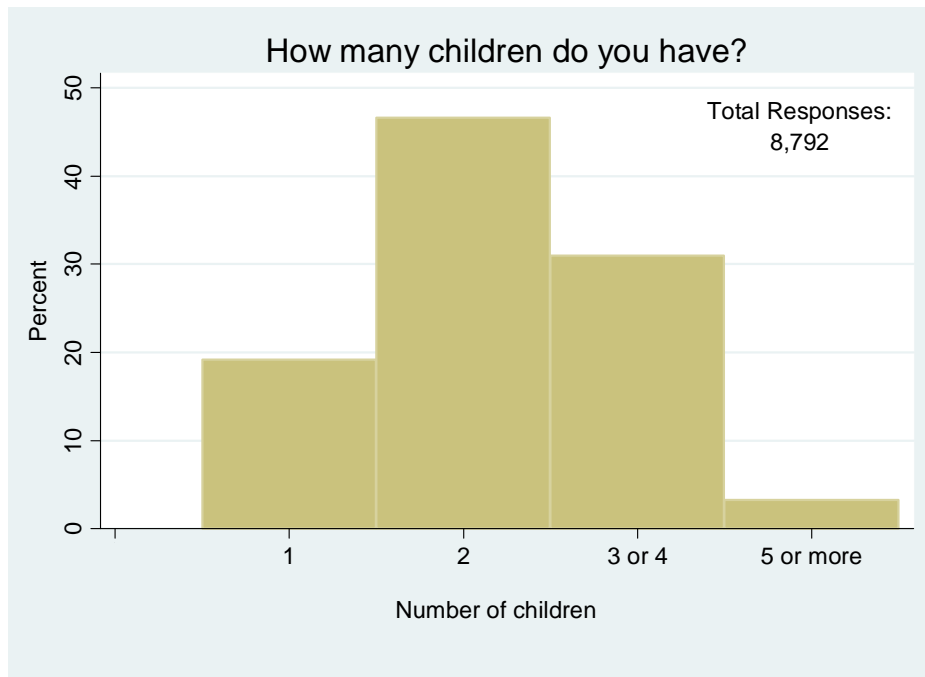
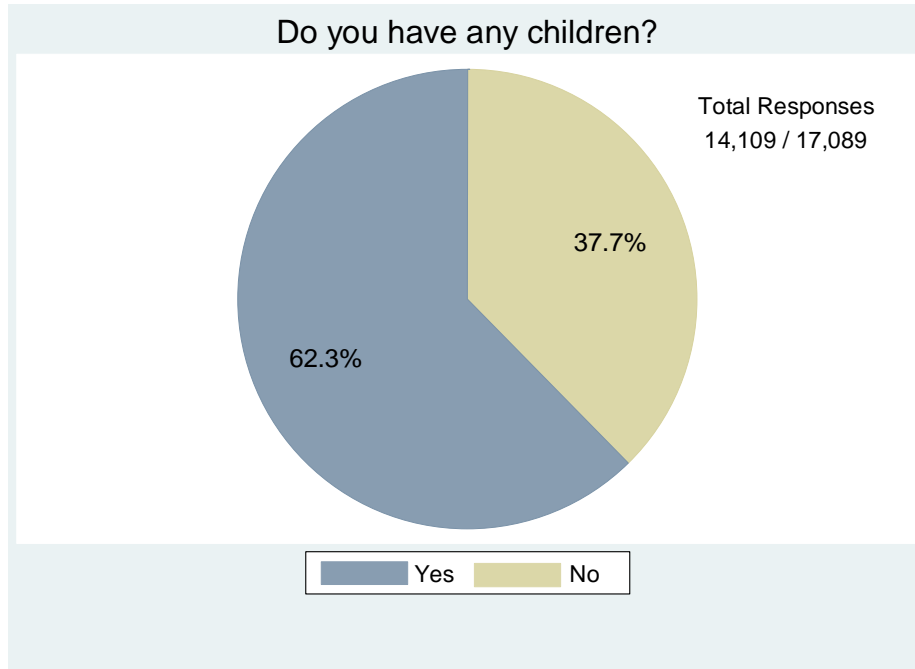
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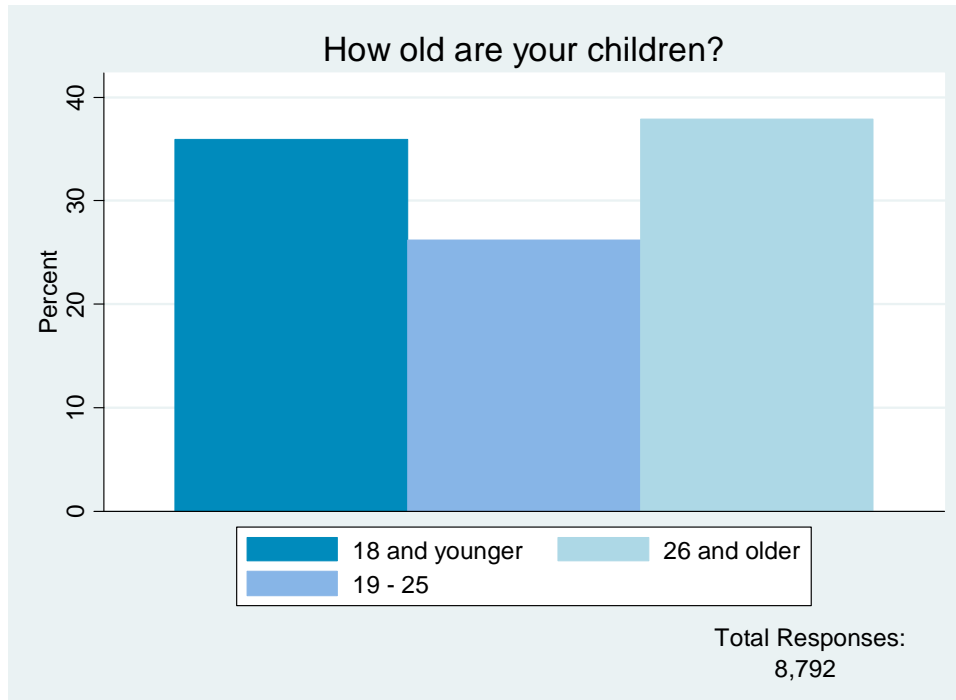
An individual was prompted to answer the following question only if their current marital status was 'Married or living with a partner'



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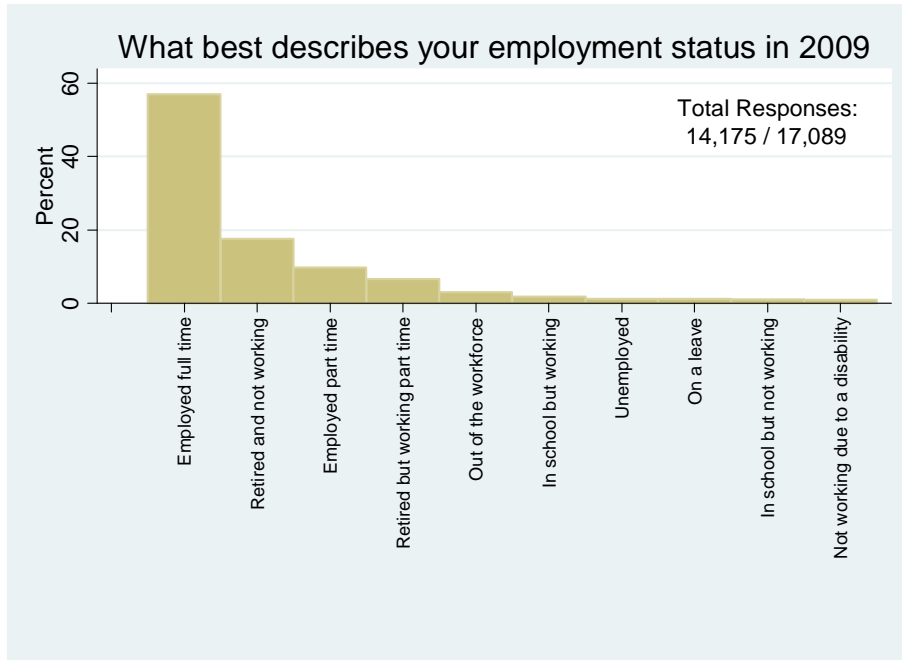


How many of your children are living at home with you?

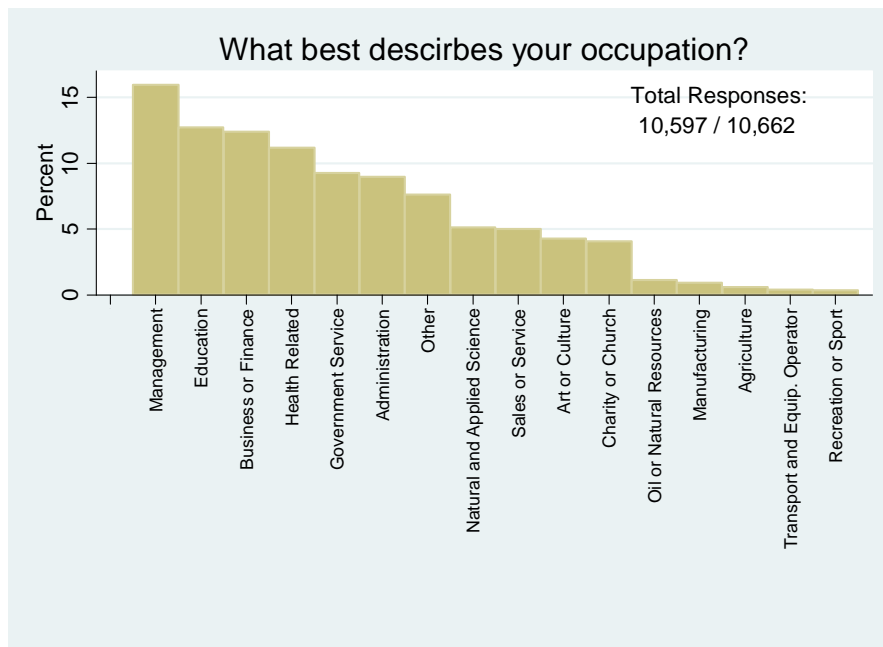
An individual is prompted to answer the following question only if their answer was '1' or '2' or '3 or 4' or '5 or more' for any of the three age ranges listed above (18 and younger, 19-25 or 26 and older)

Sample Size: 8,792	No children at home	1 child	2 children	3 or 4 children	5 or more children	Total Responses:
18 and younger	2.5%	41.9%	41.4%	13.6%	0.6%	3,268
19 – 25	44.2%	40.4%	14.1%	1.4%	0.0%	2,208
26 and older	89.9%	9.0%	0.8%	0.2%	0.1%	4,426

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An individual is prompted to answer the following question only if their employment status in 2009 was 'employed full time', or 'employed part time', or 'in school but working', or 'retired but working part time'

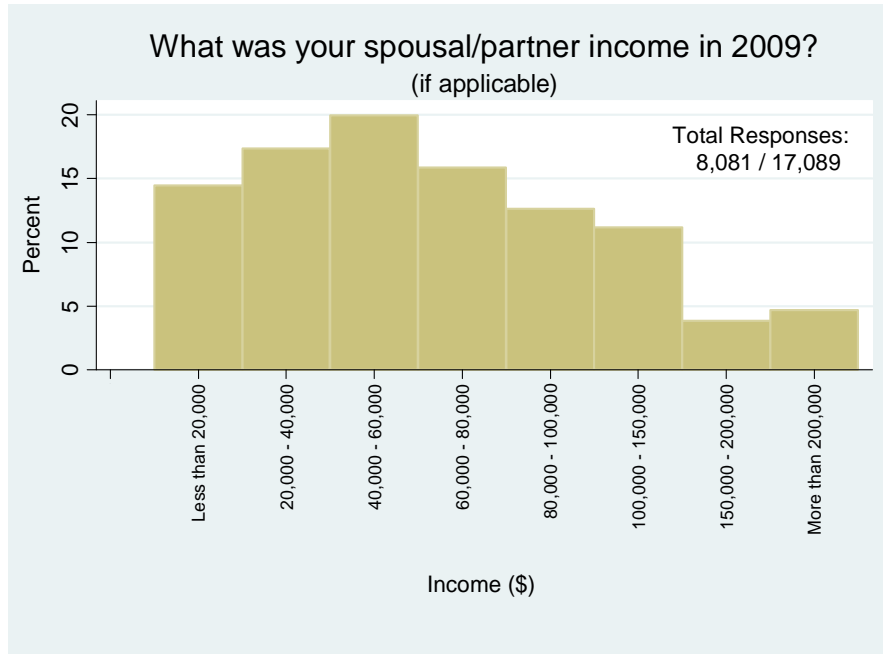


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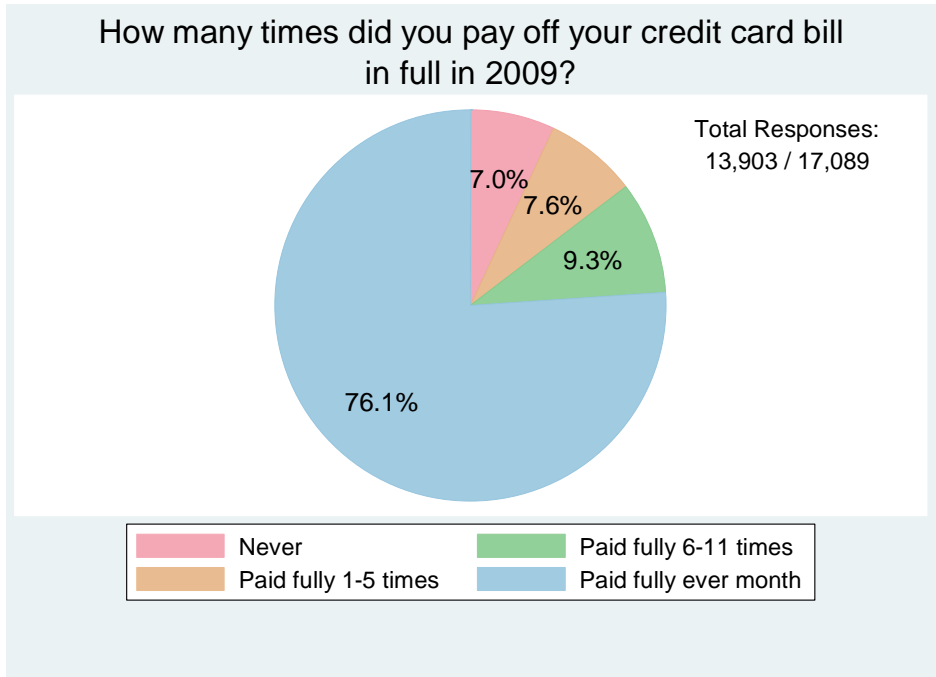
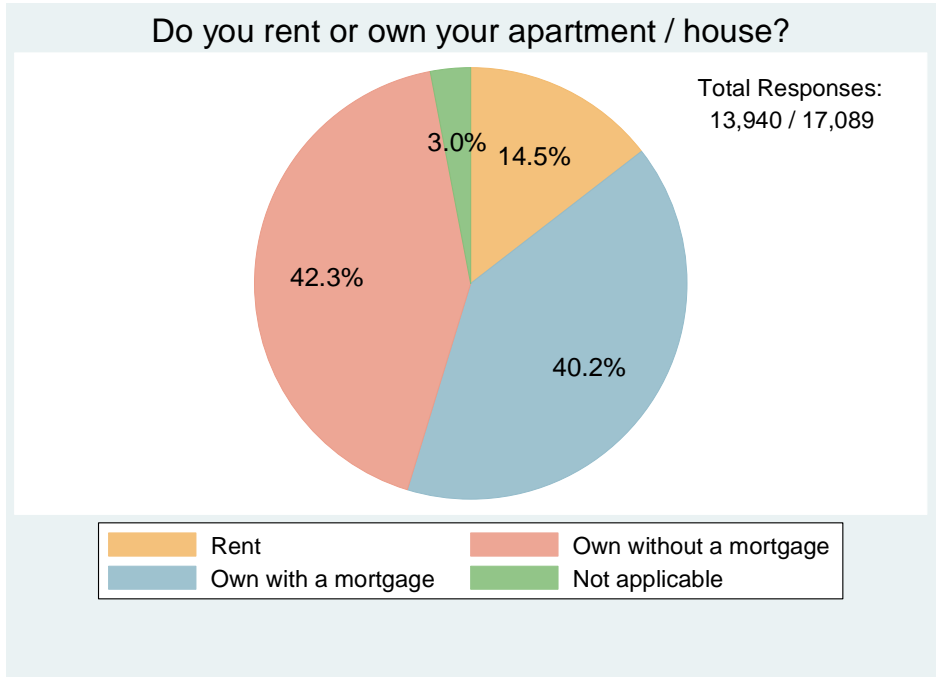
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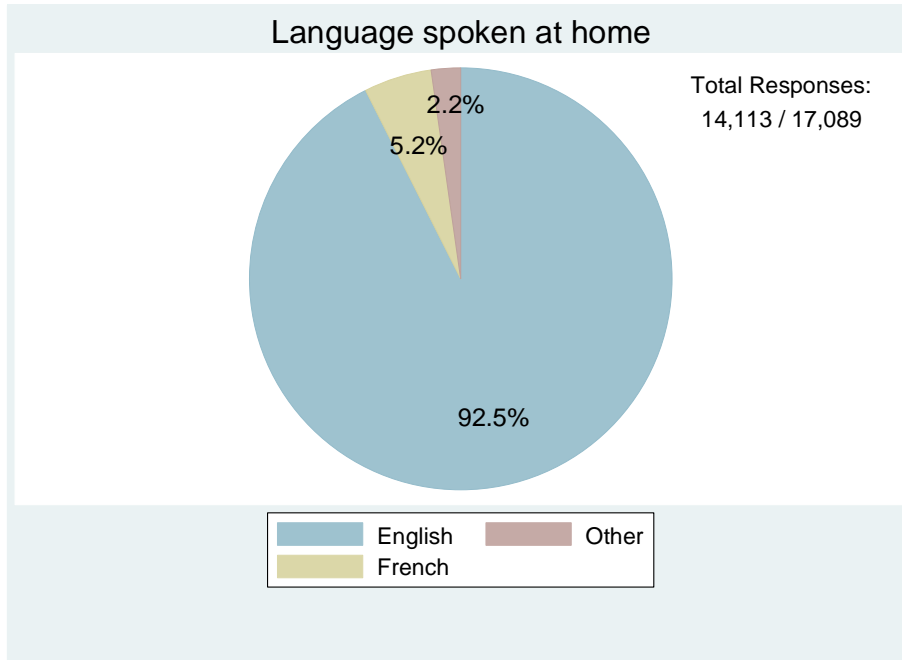
What best describes your contributions to the following types of accounts.

(Sample Size: 17,089)	Regularly	Sometimes	No room	Never	Total Responses:
RSP (Retirement Savings Plan)	59.7%	15.7%	10.6%	14.0%	13,266
Savings/Investment Account	52.2%	32.5%	3.7%	11.7%	13,100
RESP (Registered Educational Savings Plan)	21.6%	7.0%	5.6%	65.8%	11,469

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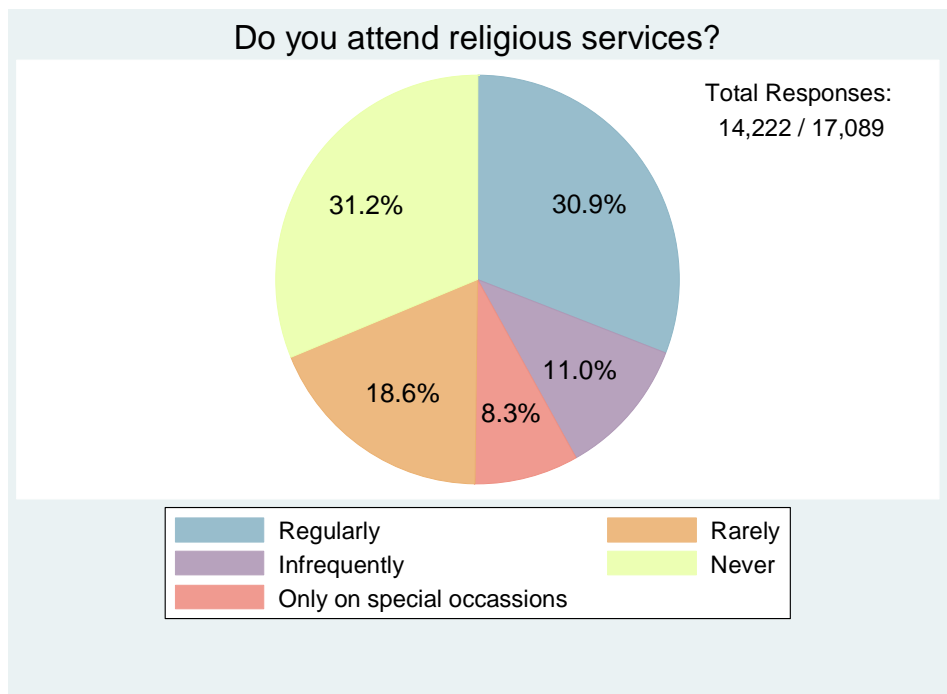
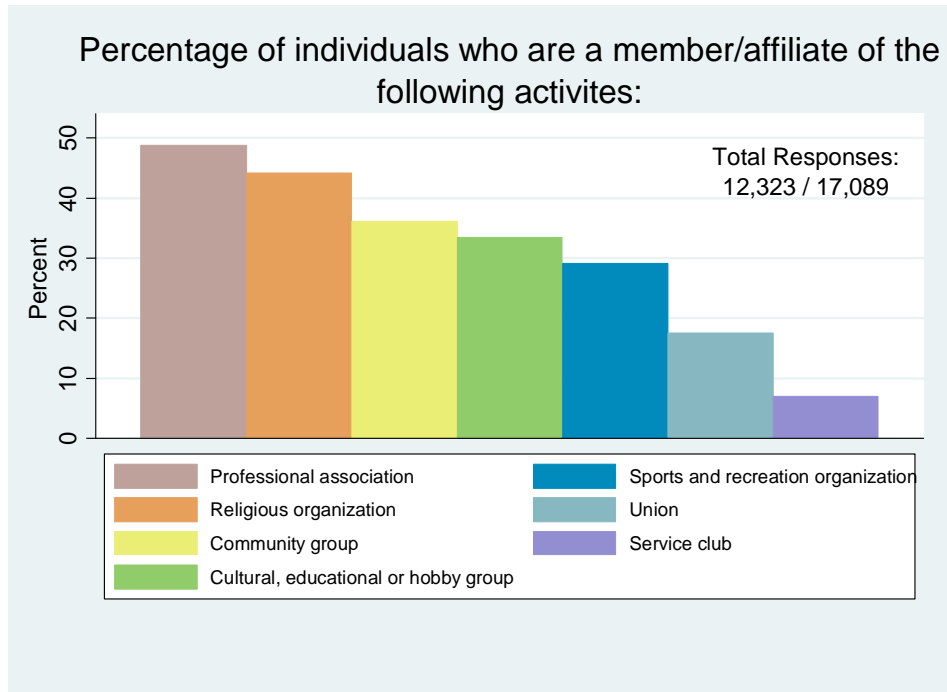
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What best describes your use of the following technologies.

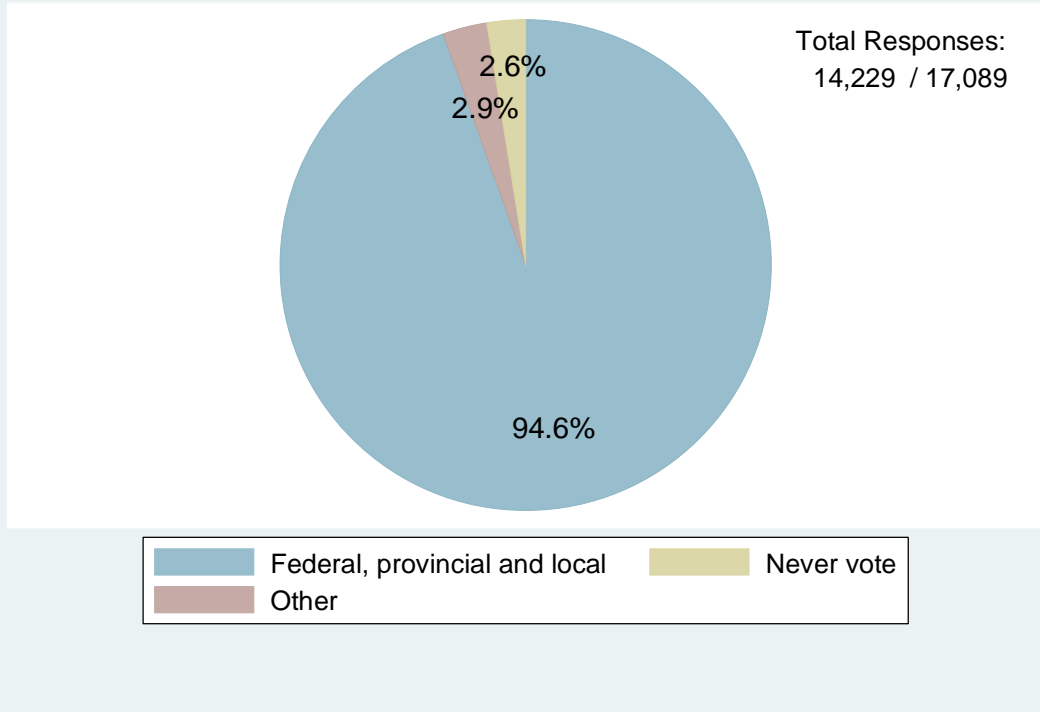
(Sample Size: 17,089)	Frequently Use	Occasionally Use	Never Use	Total Responses:
Email	98.9%	1.1%	0.0%	14,159
Internet	97.8%	2.1%	0.1%	14,085
Cell phone	45.4%	37.6%	17.0%	14,041
Facebook	29.5%	30.8%	39.7%	13,881
Blackberry, iPhone, other smartphone	29.3%	5.5%	65.2%	13,760
Blogs	6.7%	26.5%	66.8%	13,657
LinkedIn	4.1%	20.0%	76.0%	13,688
Twitter	3.7%	8.9%	87.4%	13,683

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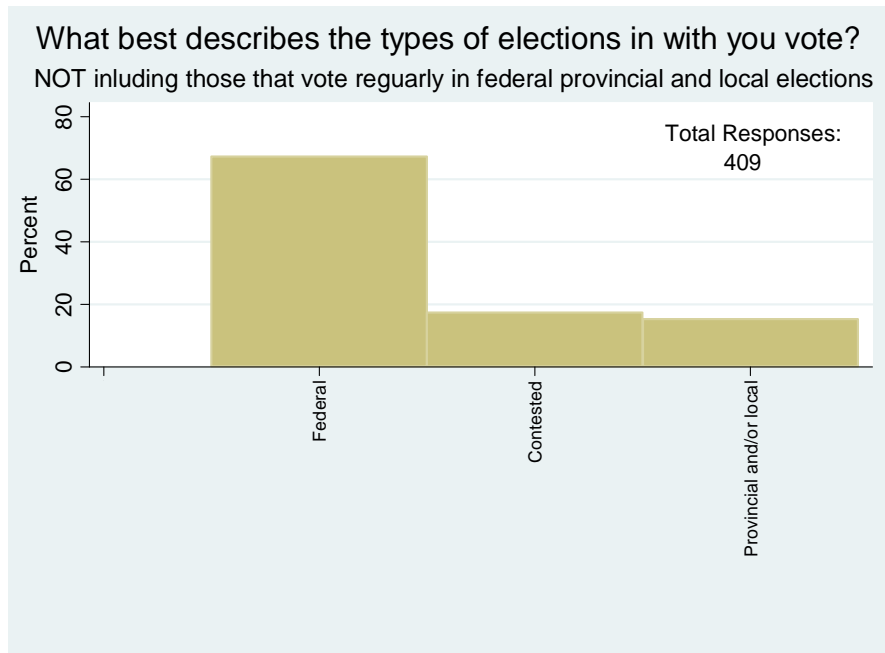


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What best describes the types of elections in which you vote?



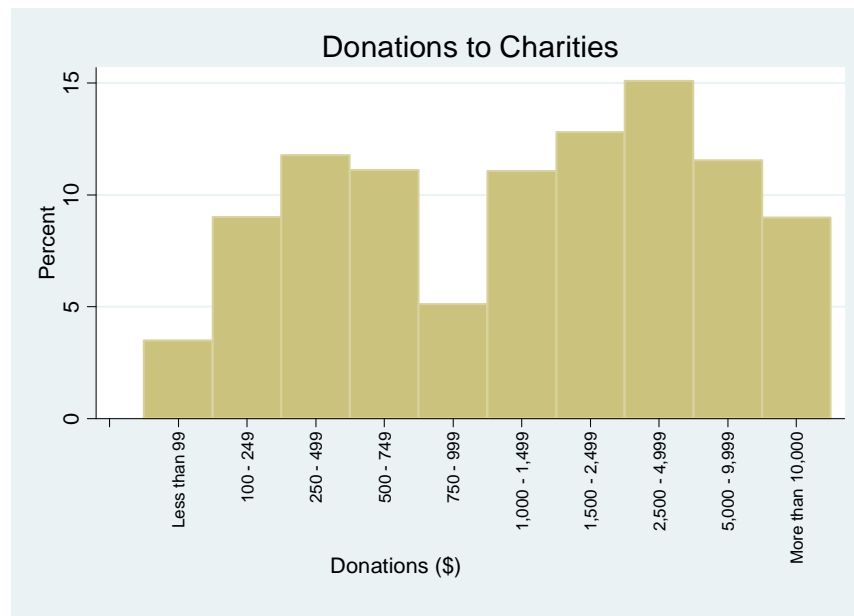
The following graph shows the distribution of the types of elections in which the survey completer votes in besides voting in federal, provincial and local elections:



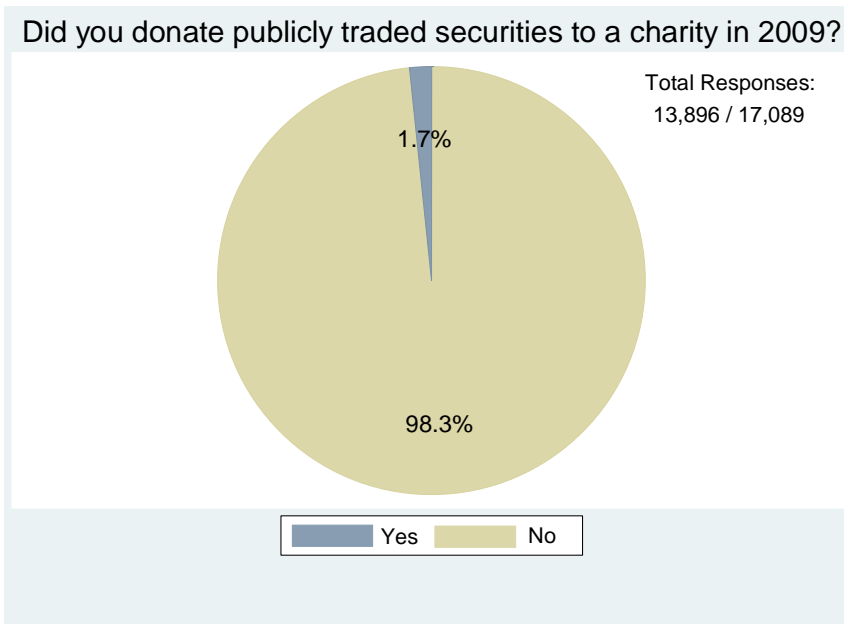
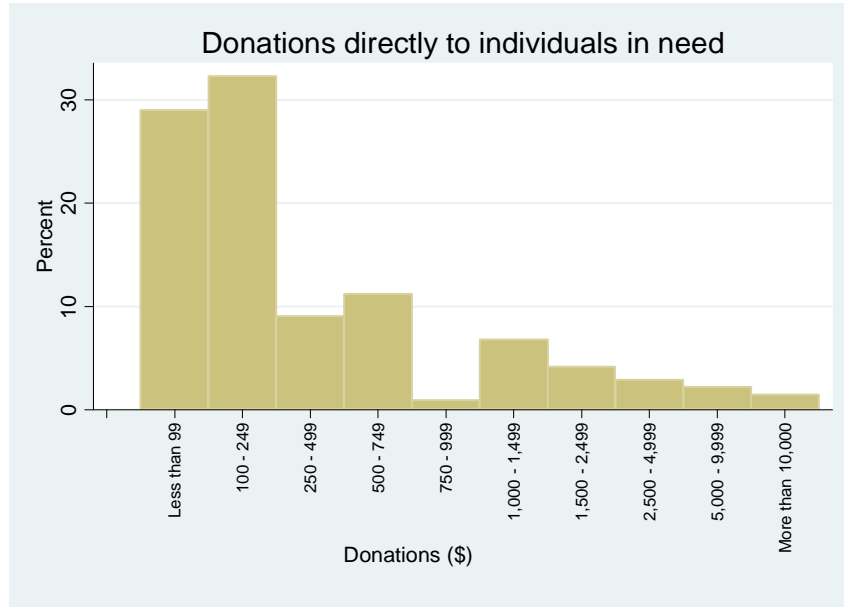
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Part 2: Reasons for Giving

The graph below shows total donations (in millions of dollars) that respondents reported they gave to charities and directly to individuals in need in 2009.



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	Sample Size: 17,089	Very Important	Somewhat Important	Not Very Important	Not Important	Total Responses
Indicate the importance of each of the following statements in making decisions about <i>whether to give to charity</i> ¹	Personal Characteristics:					
	I want to help people in need	74.9%	22.8%	1.8%	0.5%	16,974
	I want to help a cause in which I personally believe	72.8%	24.2%	2.3%	0.7%	16,957
	I am personally affected by a cause and want to support it	33.7%	35.1%	22.8%	8.5%	16,756
	The Community:					
	I want to contribute to my community	49.2%	42.0%	7.8%	1.0%	16,788
	Church or Religious Organization:					
	Charitable giving is part of my religious obligations or beliefs	25.5%	15.4%	15.3%	43.8%	16,757
Indicate the level of importance you place on the following factors when deciding <i>whether to give to a particular charity</i>	Personal Characteristics:					
	A sense that my donation will have an impact	68.4%	26.9%	3.7%	1.1%	16,967
	The Community:					
	The involvement of the charity in my community	14.9%	46.3%	28.2%	10.6%	16,734
	The Charity:					
	The cause and/or mission of the charity	90.8%	8.6%	0.5%	0.2%	16,986
	The reputation of the charity	74.7%	22.8%	1.8%	0.7%	16,905
	The charity being small	1.7%	10.8%	46.2%	41.3%	16,580
	The charity being large	1.0%	9.4%	45.5%	44.1%	16,500
	The Media:					
Media coverage of a specific charity or cause	1.8%	18.8%	44.4%	35.0%	16,728	

¹ In the first batch of the CanadaHelps survey the wording of the question was slightly different. The original question was: “indicate the importance of each of the following statements in making decisions about your charitable donations.”

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	Sample Size: 17,089	Very Important	Somewhat Important	Not Very Important	Not Important	Total Responses
Indicate the level of importance you place on the following factors when deciding <i>whether or how much to give to a charity</i>	Personal Characteristics:					
	My own volunteering for the charity	21.4%	28.3%	23.5%	26.7%	16,777
	Having given to the charity in the past	18.4%	55.4%	18.4%	7.8%	16,888
	Recognition of the charity by an organization of which I am a member	4.7%	20.1%	28.0%	47.2%	16,798
	Recognition of the charity by my place of employment	2.6%	13.7%	26.1%	57.6%	16,729
	Friends, Family Members and Colleagues:					
	Being asked by a colleague or friend to donate to the charity	13.0%	46.2%	26.4%	14.4%	16,846
	The Charity:					
	Receiving information about the charity	12.4%	36.0%	32.2%	19.5%	16,881
	Being asked by the charity to give	2.4%	28.4%	44.7%	24.6%	16,803
	Church or Religious Organization:					
	The affiliation of the charity with religious organization	7.6%	13.4%	18.5%	60.5%	16,821
	The Media:					
	The charity being mentioned in the local media	1.5%	19.5%	37.6%	41.4%	16,821

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Where do you find out about the charities to which you donate?

Sample Size: 17,089	Yes	No
Personal Characteristics:		
I am personally involved with the charity(ies) to which I donate	51.0%	49.0%
My own research on the cause and/or charities	50.2%	49.8%
Friends, Family Members and Colleagues:		
Friends, colleagues or family members	58.2%	41.8%
It is a charity that was identified by a family for donation in lieu of gifts/flowers for celebrations, funerals, and other events ²	45.5%	54.5%
The Charity:		
Charity solicitations (direct mail, email, in-person canvasser, advertisements)	33.3%	66.7%
Church or Religious Organization:		
My church or religious organization ³	30.2%	69.8%
The Media:		
Media coverage of charities (television, newspaper, radio)	42.4%	57.6%

Would you increase your donations for any of the following reasons?

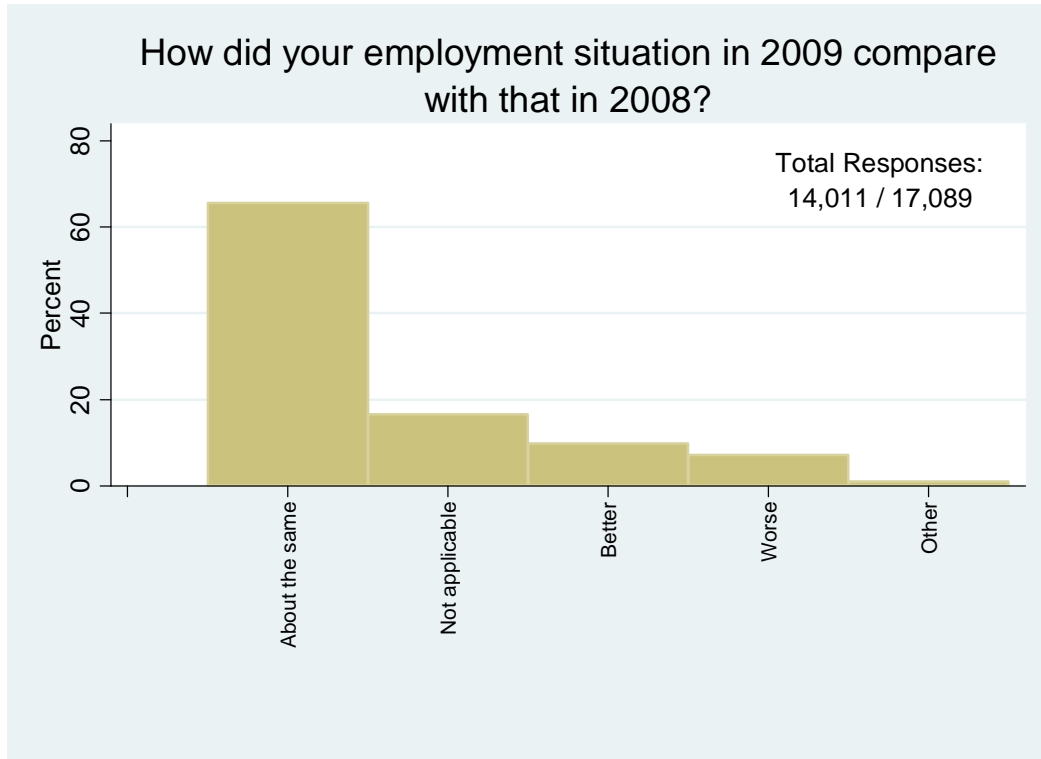
Sample Size: 17,089	Yes	No	Uncertain	Total Responses
Friends, Family Members and Colleagues:				
Friends/colleagues/family asked me to donate more	30.5%	47.1%	22.4%	16,630
The Charity:				
A charity asked me to give more	7.4%	70.9%	21.7%	16,568
Church or Religious Organization:				
My religious organization encouraged me to give more	13.3%	71.4%	15.4%	16,621

^{2 3} This category was created in batch 2. Therefore, the sample size for this particular category is 16,834

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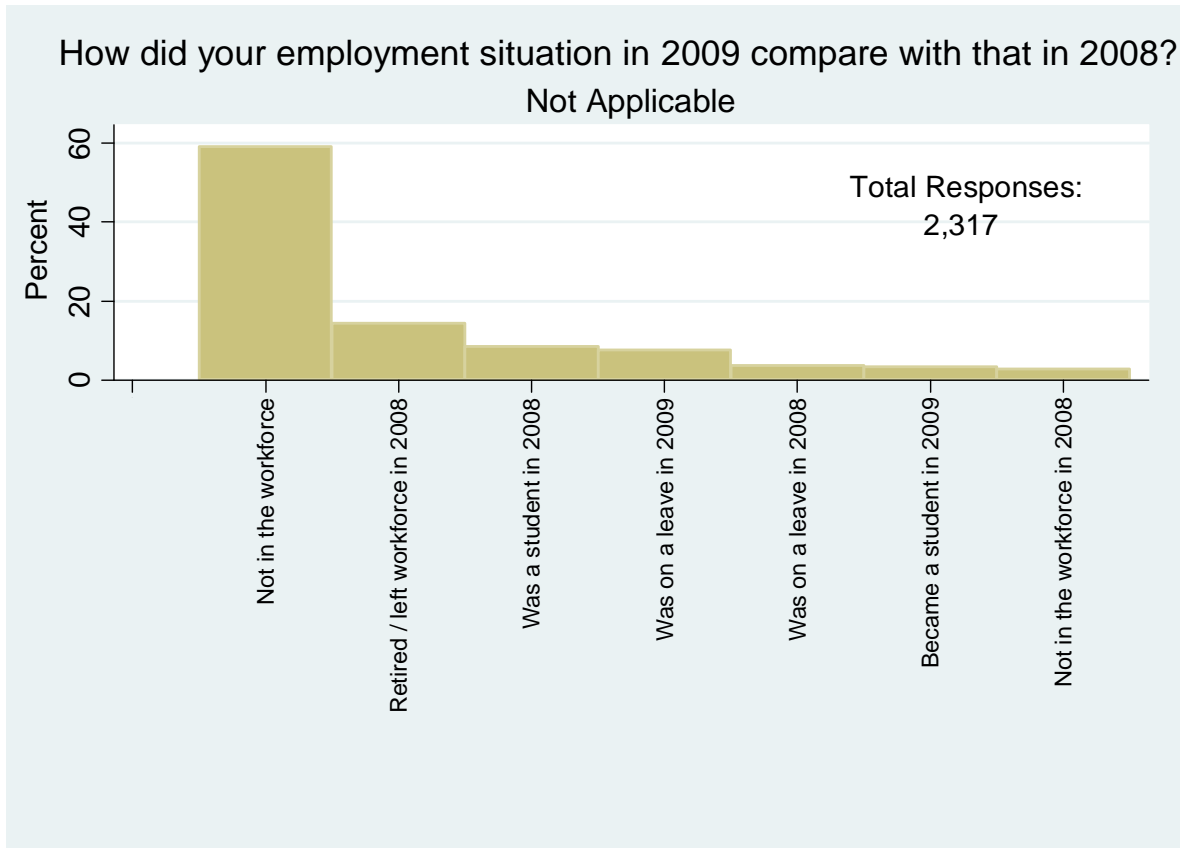
2.2 External Events

This section investigates whether external events influence an individual's decisions about charitable giving. More specifically, this section looks at how the economic crisis in 2008 and the Haiti earthquake in 2010 affected one's giving.



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The following graph shows the distribution of responses that were not applicable⁴ when describing how one's employment situation in 2009 compared with that in 2008.

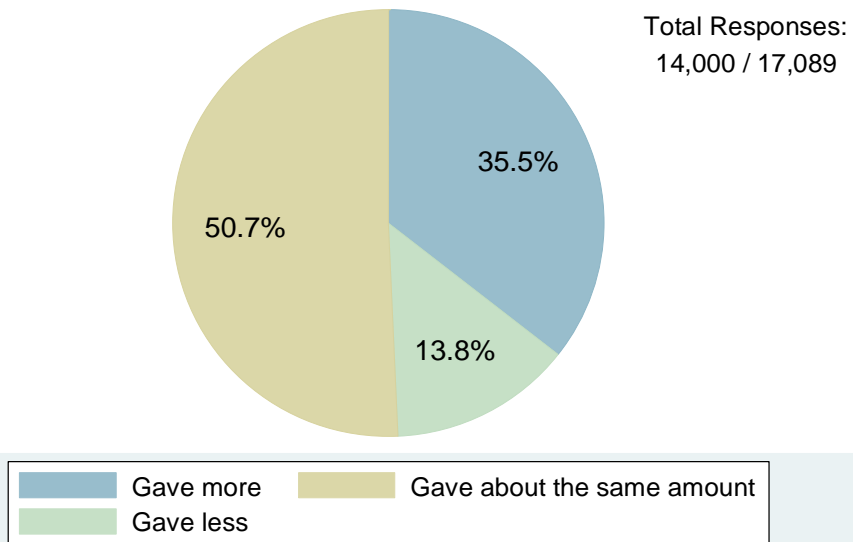


⁴ Starting in the second batch there were four new options to chose from:

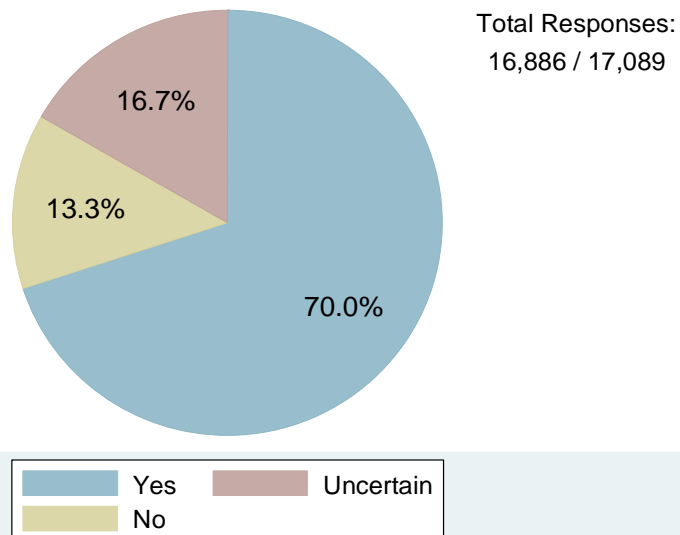
- i. 'Not comparable as I was not in the workforce in 2008 (but was in 2009)'
- ii. 'Not comparable as I was not in the workforce in either year'
- iii. 'Not comparable as I was on a maternity, sick, or other leave in 2008'
- iv. 'Not comparable as I was on a maternity, sick, or other leave in 2009'
- v.

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What best describes how the current economic climate has impacted the level of your donations in 2009?

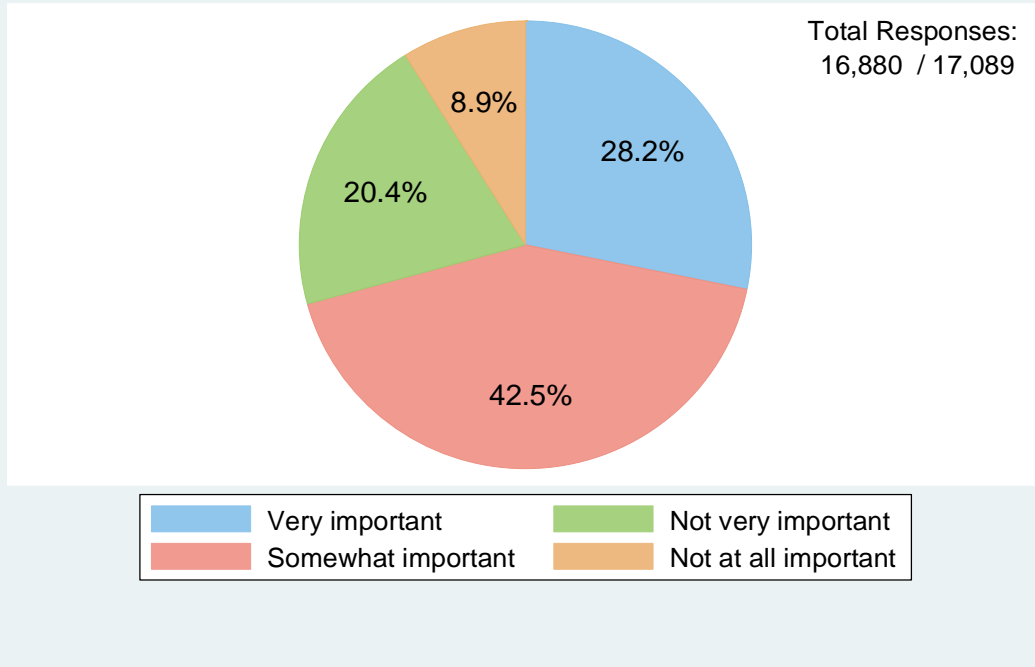


Would you increase your donation if:
An unexpected event happens?

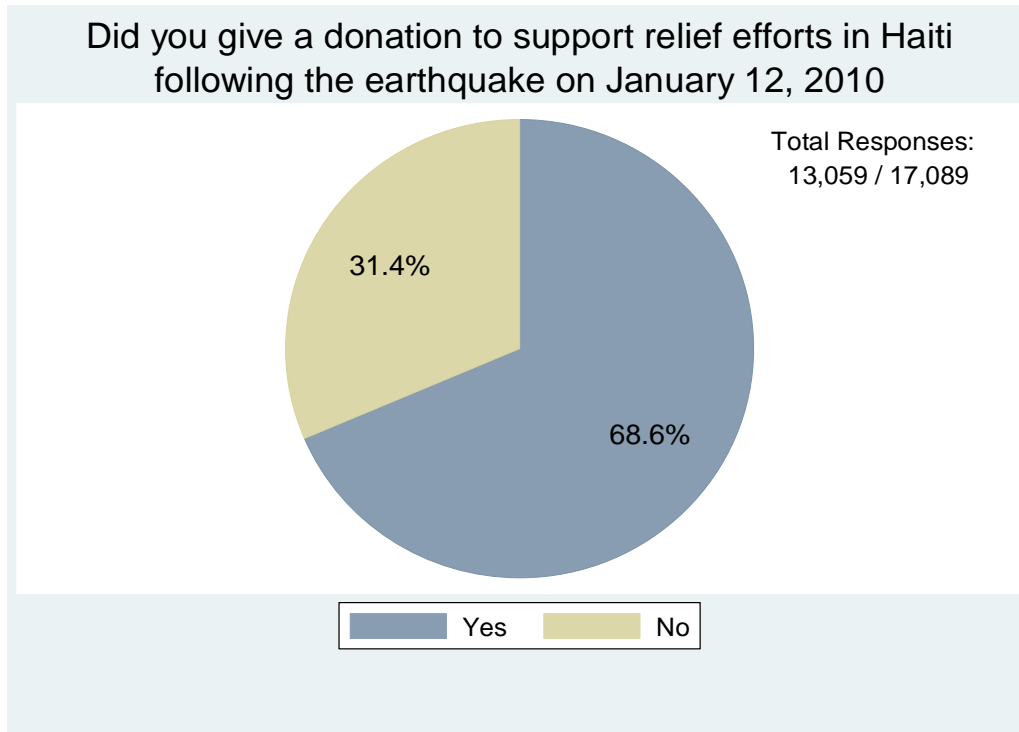


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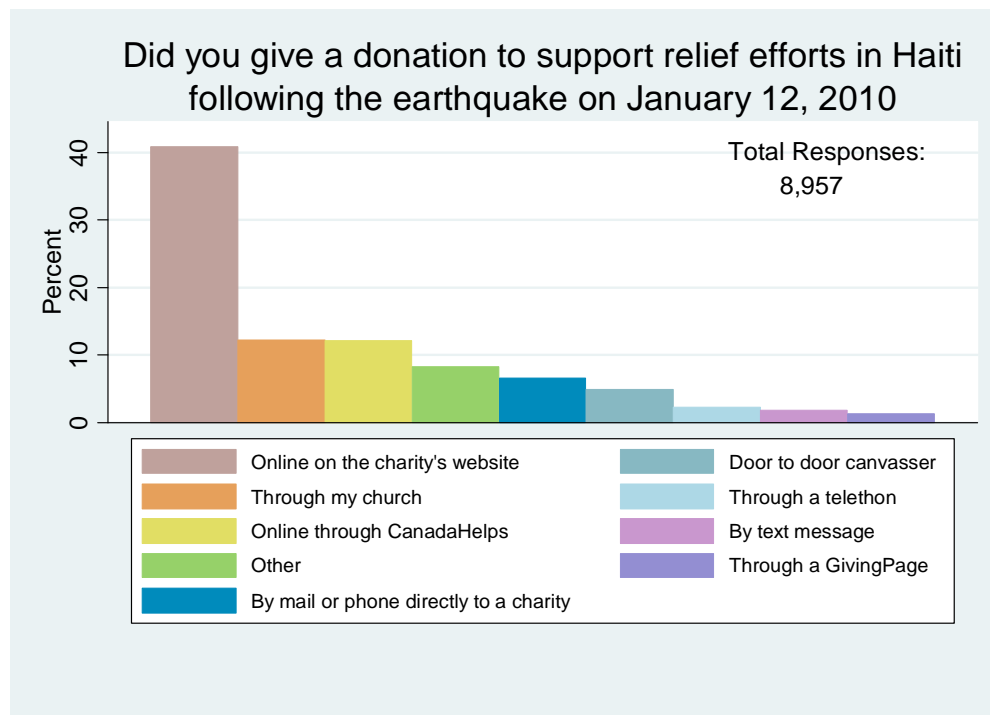
How important is the following in giving to a particular charity:
The provision of goods and services to victims after a disaster



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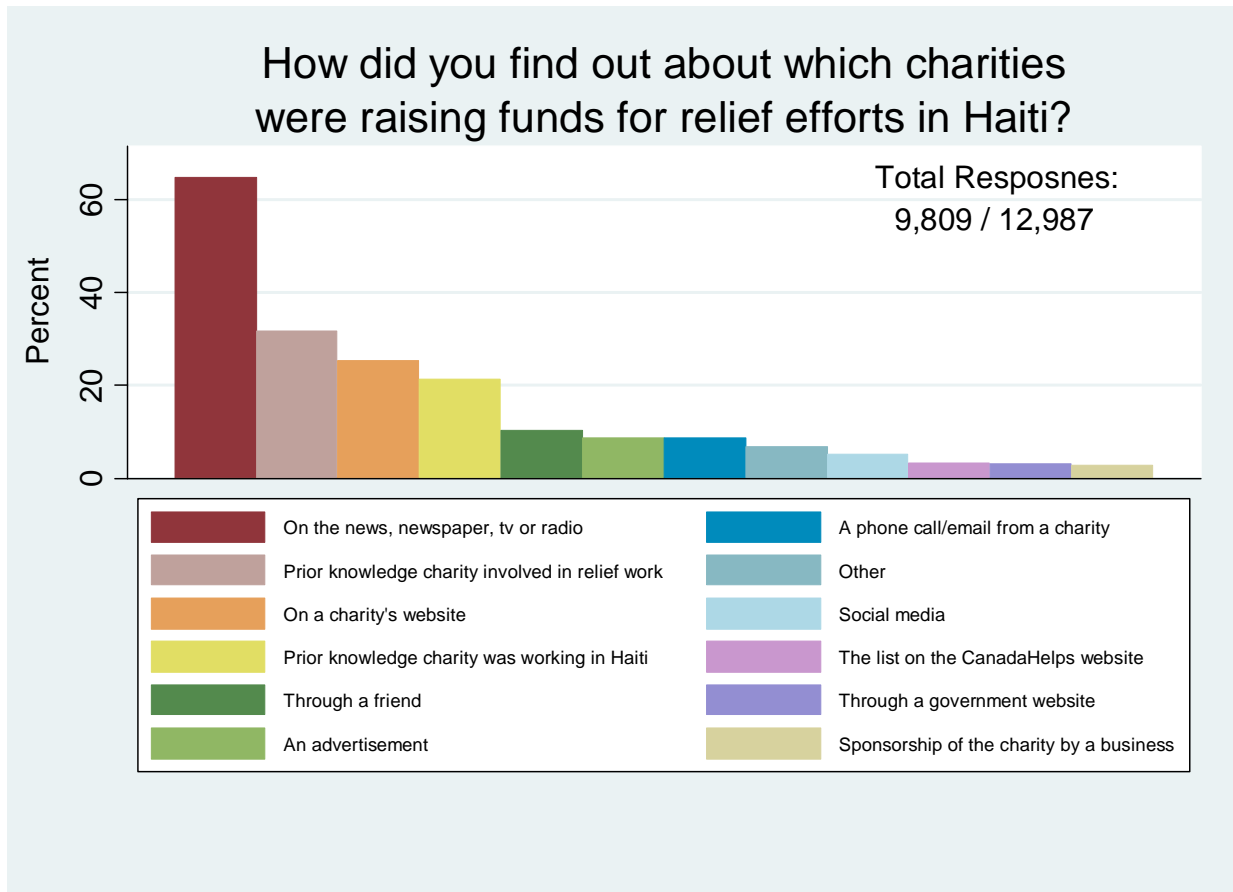


The following graph shows the distribution of donation methods used to support relief efforts in Haiti:



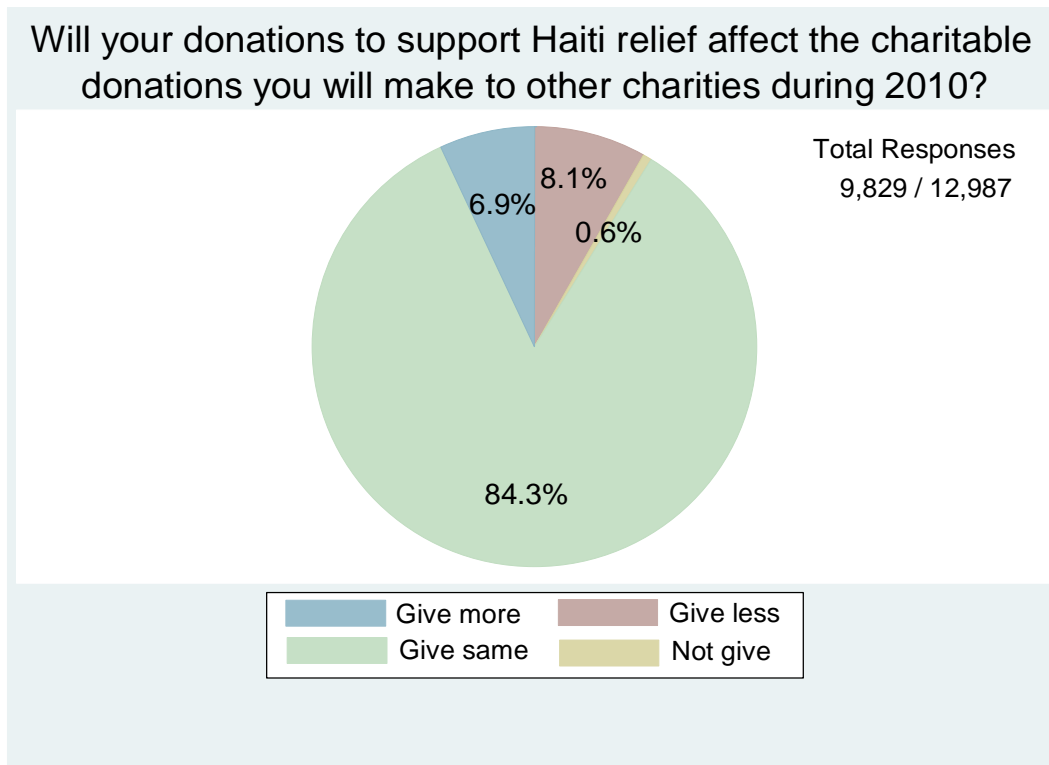
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An individual is prompted to answer the following question only if their answer to whether they give a donation to support relief efforts in Haiti following the earthquake on January 12, 2010 was NOT 'No, I did not give to this cause'.



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An individual is prompted to answer the following question only if their answer to whether they gave a donation to support relief efforts in Haiti following the earthquake on January 12, 2010 was NOT 'No, I did not give to this cause'.



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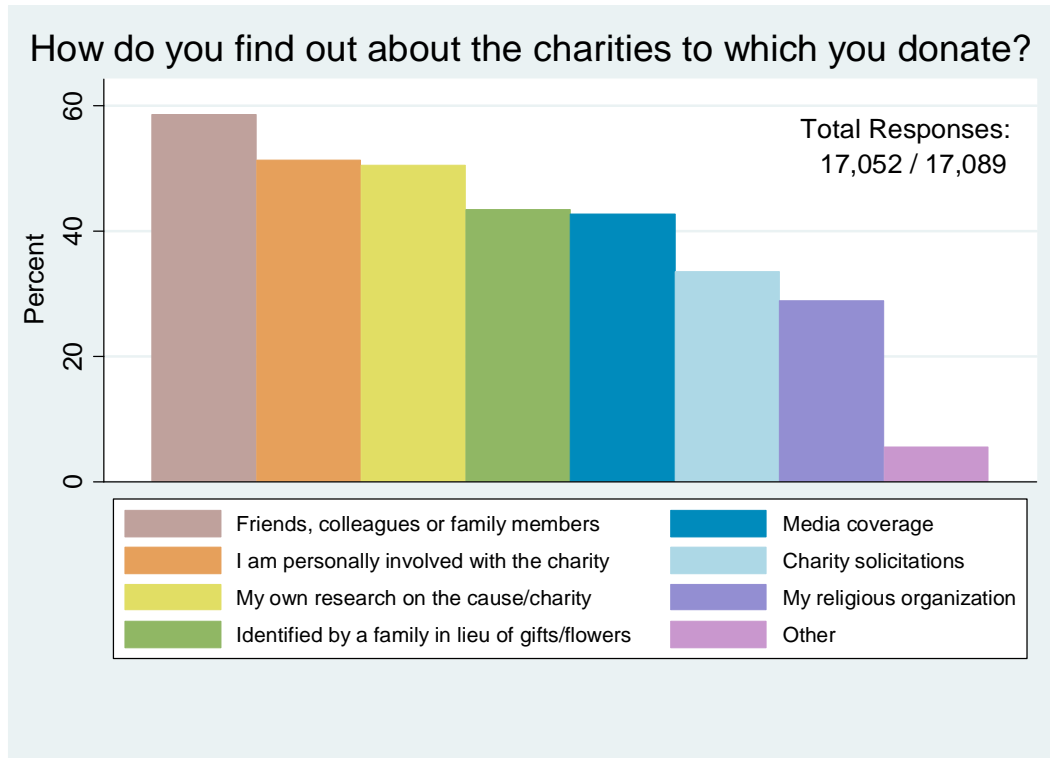
Are any of the statements true about the Canadian and Provincial governments reaction to charitable giving for the Haiti relief effort?

Sample Size: 17,089	Yes	No	Uncertain	Total Responses:
The federal government is matching all individual donations to a maximum amount of \$50 million	37.3%	10.6%	52.2%	13,553
The federal government is matching all individual donations dollar for dollar	27.8%	28.4%	43.8%	13,533
Any government matched donations covers donations made between Jan 12 and Feb 12, 2010	25.3%	5.2%	69.5%	13,486
Any government matched donations will be allocated to government identified international humanitarian and development organizations	18.4%	8.3%	73.4%	13,433
Any government matched donations will be given to the charity to which I have contributed	14.0%	19.6%	66.4%	13,482
Quebec is allowing taxpayers to collect a provincial tax credit on their 2009 tax return for their 2010 donations to support the Haiti relief	4.7%	1.8%	93.6%	13,459
Any government matched donations covers donations made during 2010	3.6%	26.1%	70.4%	13,407

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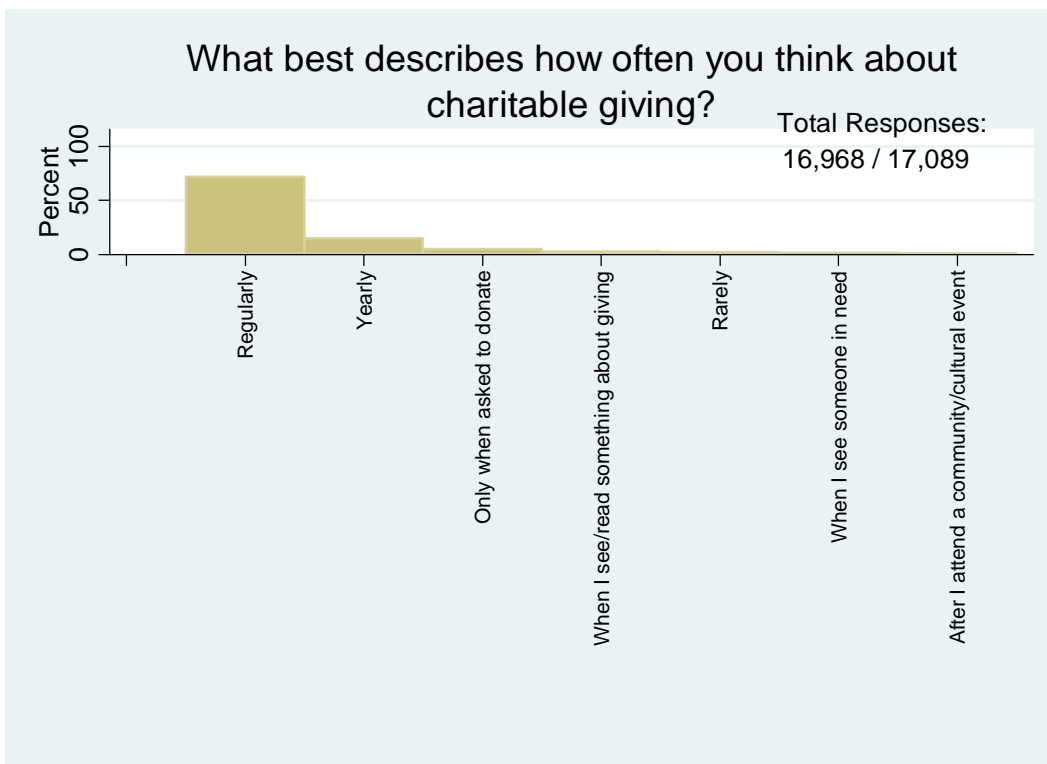
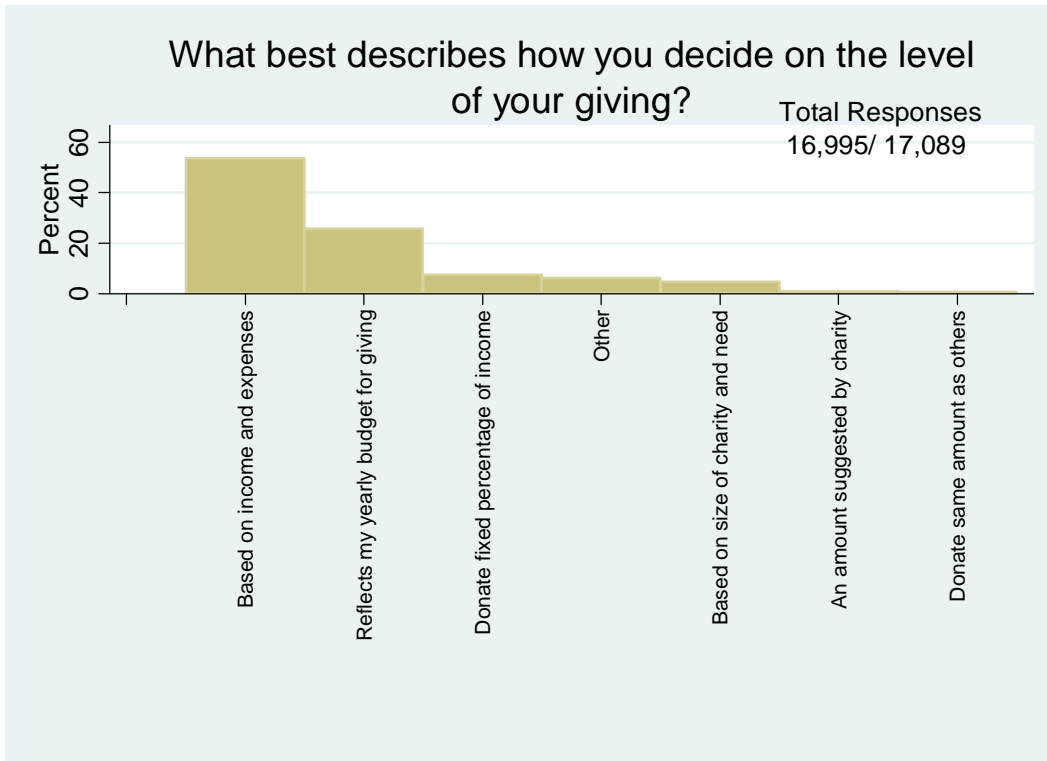
2.3 Charitable Giving

This section contains information on how an individual finds out about the charities to which they donate to, how often one thinks about giving, and the methods in which an individual uses to make a charitable donation.



* Starting in the second batch of the survey, the categories: ‘My church or religious organization’ and ‘Charity identified by a family for donations in lieu of gifts/flowers’ were available to select

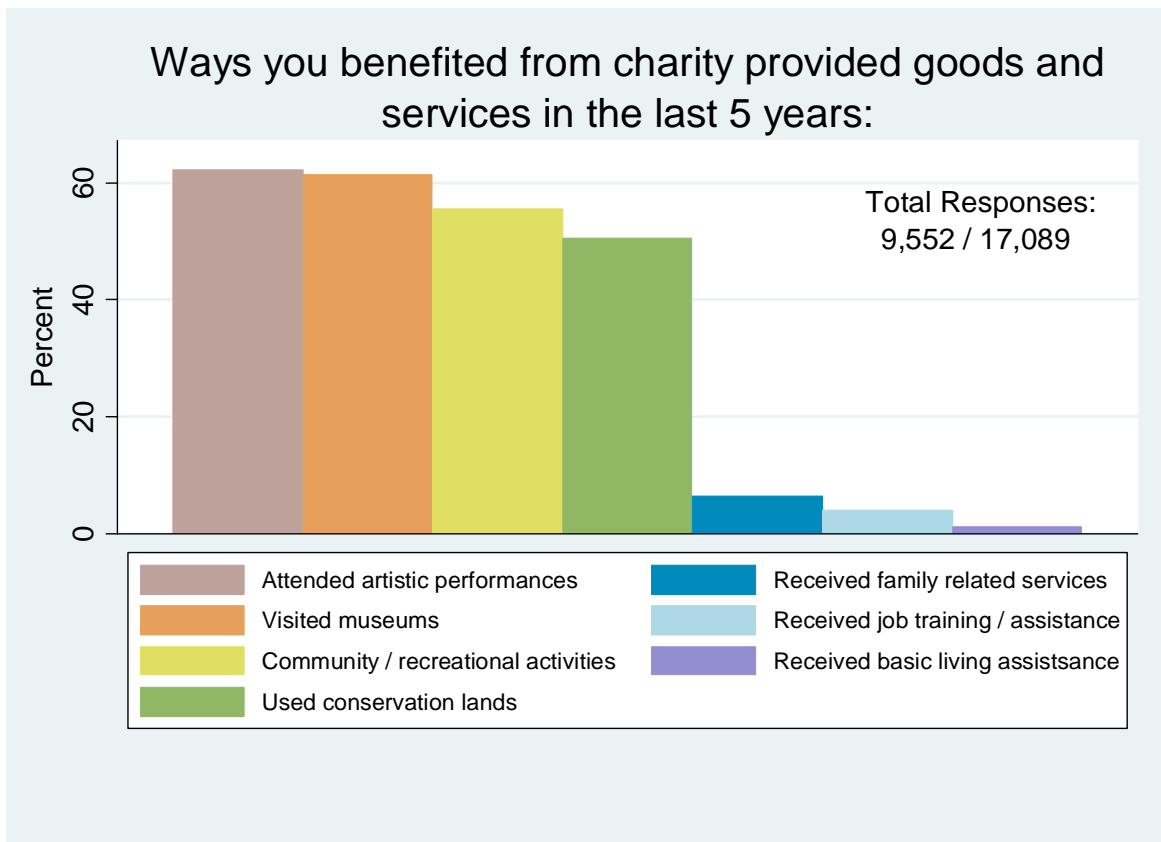
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How would you best describe your charitable giving?

Sample Size: 17,089	All of my giving	Most of my giving	Some of my giving	None of my giving	Total Responses:
I give regularly to specific charities	9.3%	55.7%	28.4%	6.6%	15,830
I give regularly to specific charities to which I have a personal connection	4.5%	42.0%	40.1%	13.5%	15,331
I give regularly but to different charities	3.9%	16.4%	51.2%	28.5%	14,259
I give on an ad hoc (random) basis to different charities	3.3%	9.2%	51.3%	36.3%	15,044
I give on an ad hoc (random basis) to a single charity	0.4%	1.9%	21.4%	76.2%	13,873



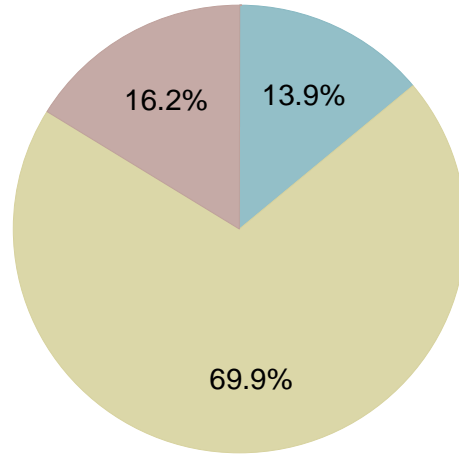
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For each of the following donation methods, please indicate your use of these methods

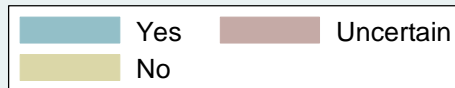
Sample Size: 17,089	Most	Some	Rarely	Never	Total Responses:
Online (Internet)	54.7%	35.7%	7.0%	2.6%	16,749
Automatic withdrawal from bank account directly to the charity	13.7%	24.6%	8.1%	53.6%	16,565
Mail	11.7%	33.3%	31.4%	23.6%	16,270
Through a friend who is raising money for the charity	6.8%	48.5%	31.6%	13.2%	16,613
Workplace payroll deductions	5.6%	16.5%	10.2%	67.8%	16,293
In person at the charity	5.3%	21.7%	26.3%	46.8%	16,411
Phone	1.3%	13.2%	28.6%	56.9%	16,162
Door to door canvassers	0.8%	17.3%	37.2%	44.7%	16,427
Through my financial adviser	0.2%	0.8%	4.2%	94.9%	16,209

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Would you increase your donation if:
Giving was made more convenient?



Total Responses:
16,648 / 17,089

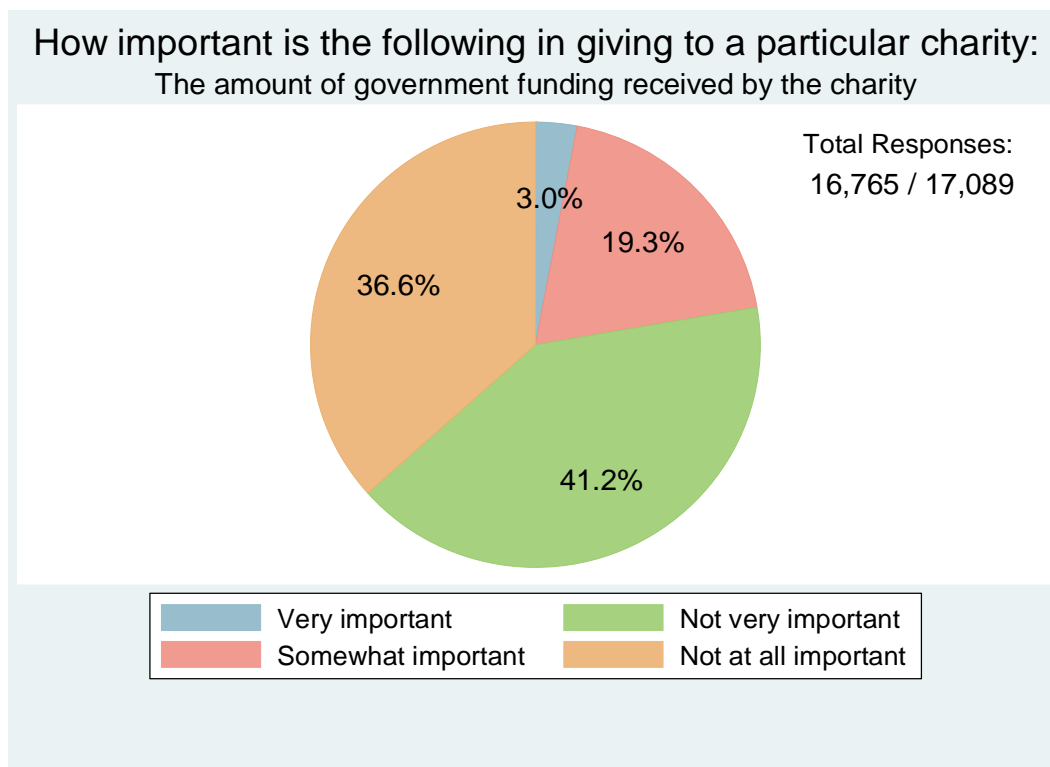


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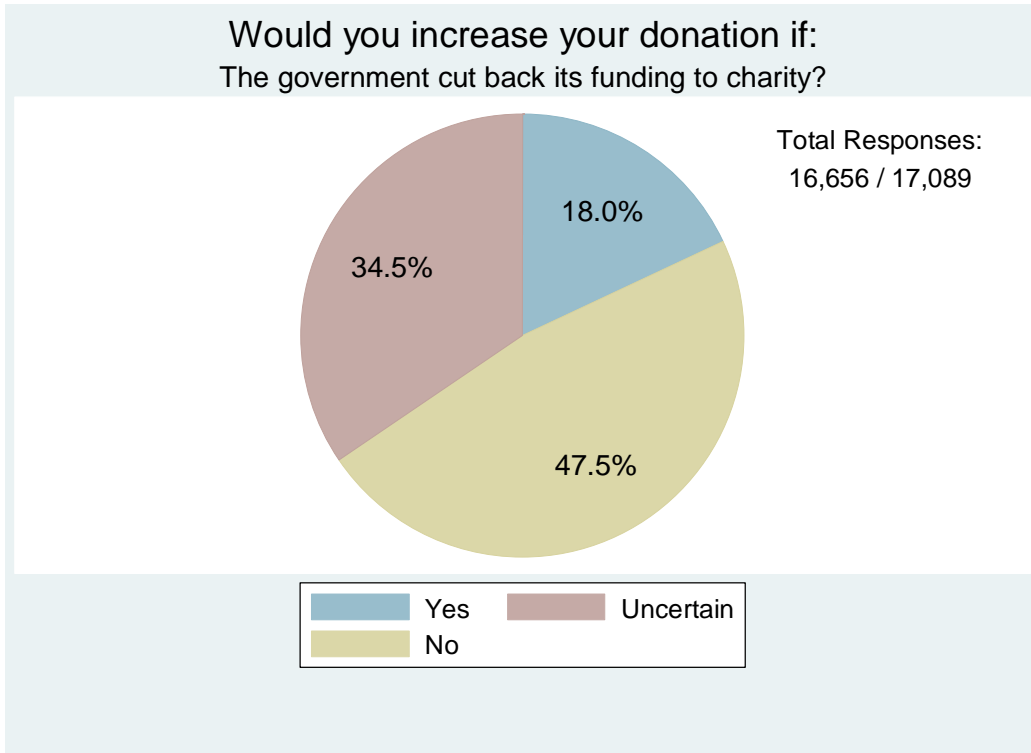
2.4 Government Policy

This section contains general information on whether an individual's charitable giving is affected by changes in government policy. More specifically, this section looks at individual behavior in response to tax credits for charitable donations and government grants to charities.

2.4.1 Government Funding to Charities:

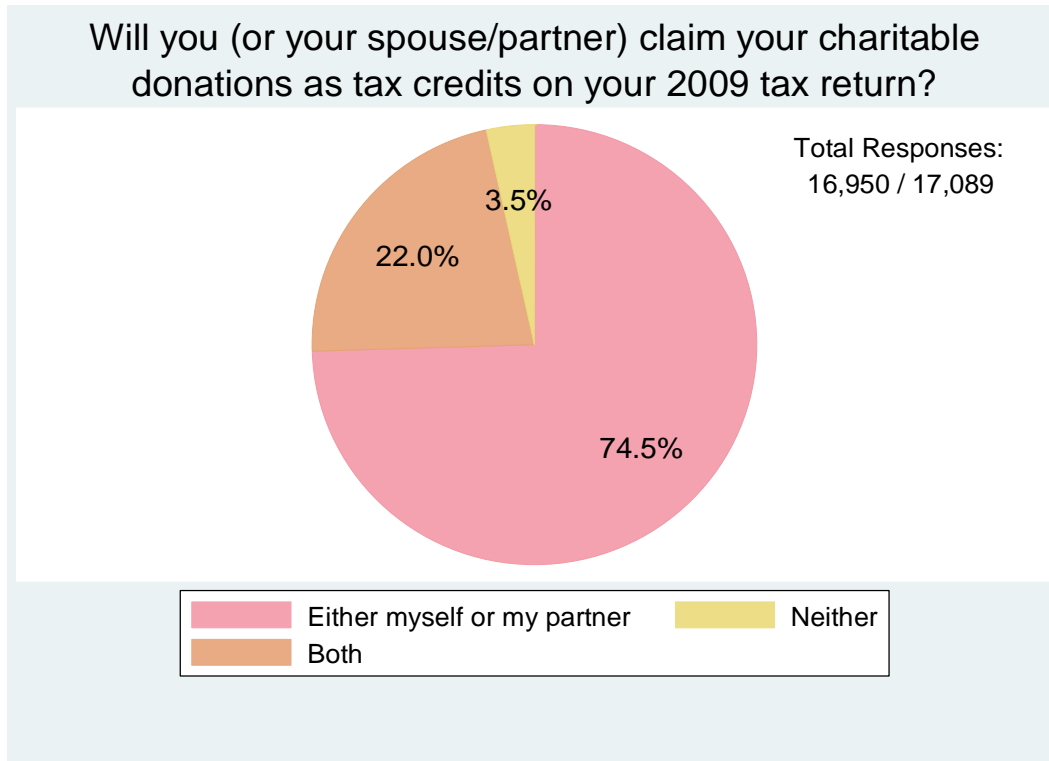


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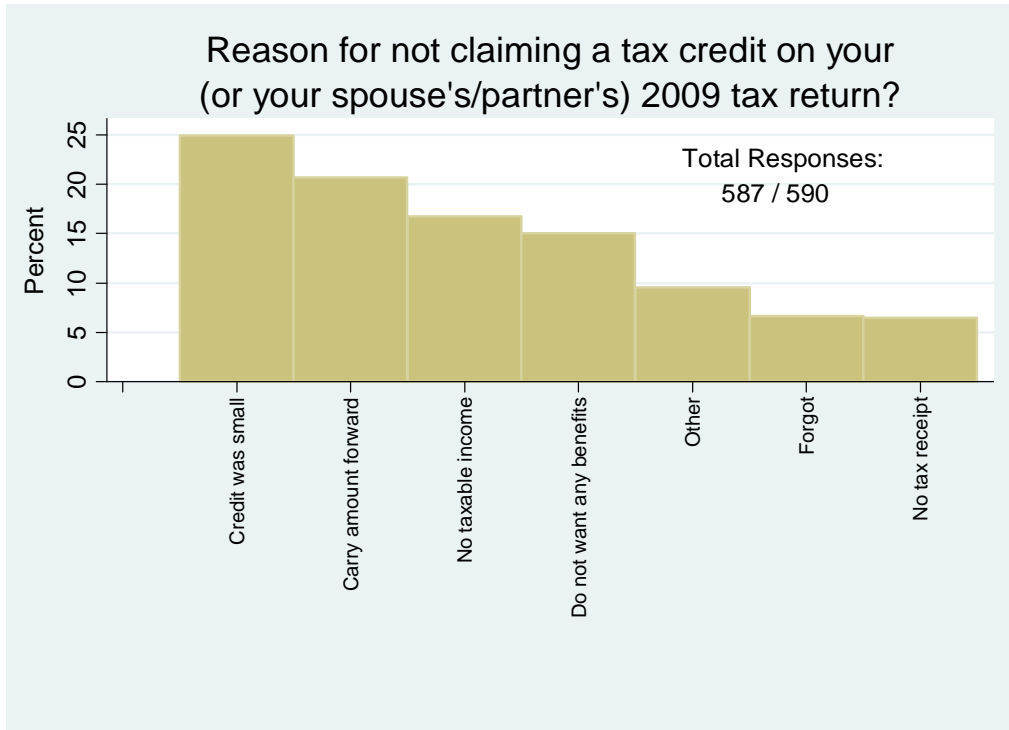
2.4.2 Tax Credits:



In the first batch of the survey there were four options to choose from, however, in batch 2, and in subsequent batches, two of those options were combined together. In batch 1 there was an option for "I will claim all tax credits for giving" and "My partner/spouse will claim all tax credits for giving." However, starting in batch 2, these two options are combined to say "Either I OR my partner/spouse will claim all tax credits for giving"

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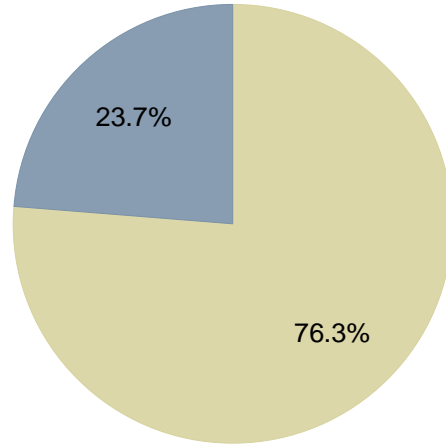
An individual is prompted to answer the following question only if their answer was ‘neither’ when asked if you (or your spouse/partner) report your charitable donations as tax credits on your 2009 tax return.⁵



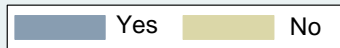
⁵ The option ‘I/we do not want to receive any benefits from the donations’ was created in the second batch of the survey.

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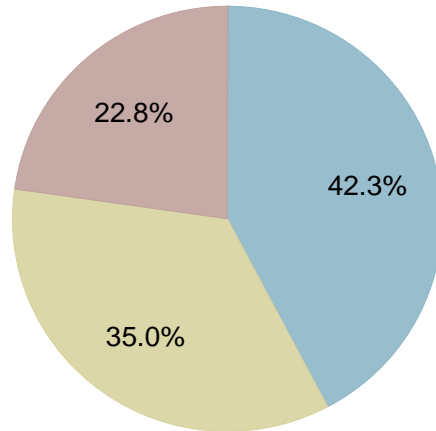
Do you consider how much you will receive in income tax credits when deciding an amount to donate?



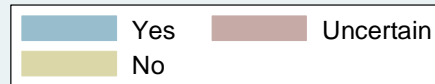
Total Responses:
16,913 / 17,089



Would you increase your donation if:
The government increased tax credits available for donations?



Total Responses:
16,770 / 17,089



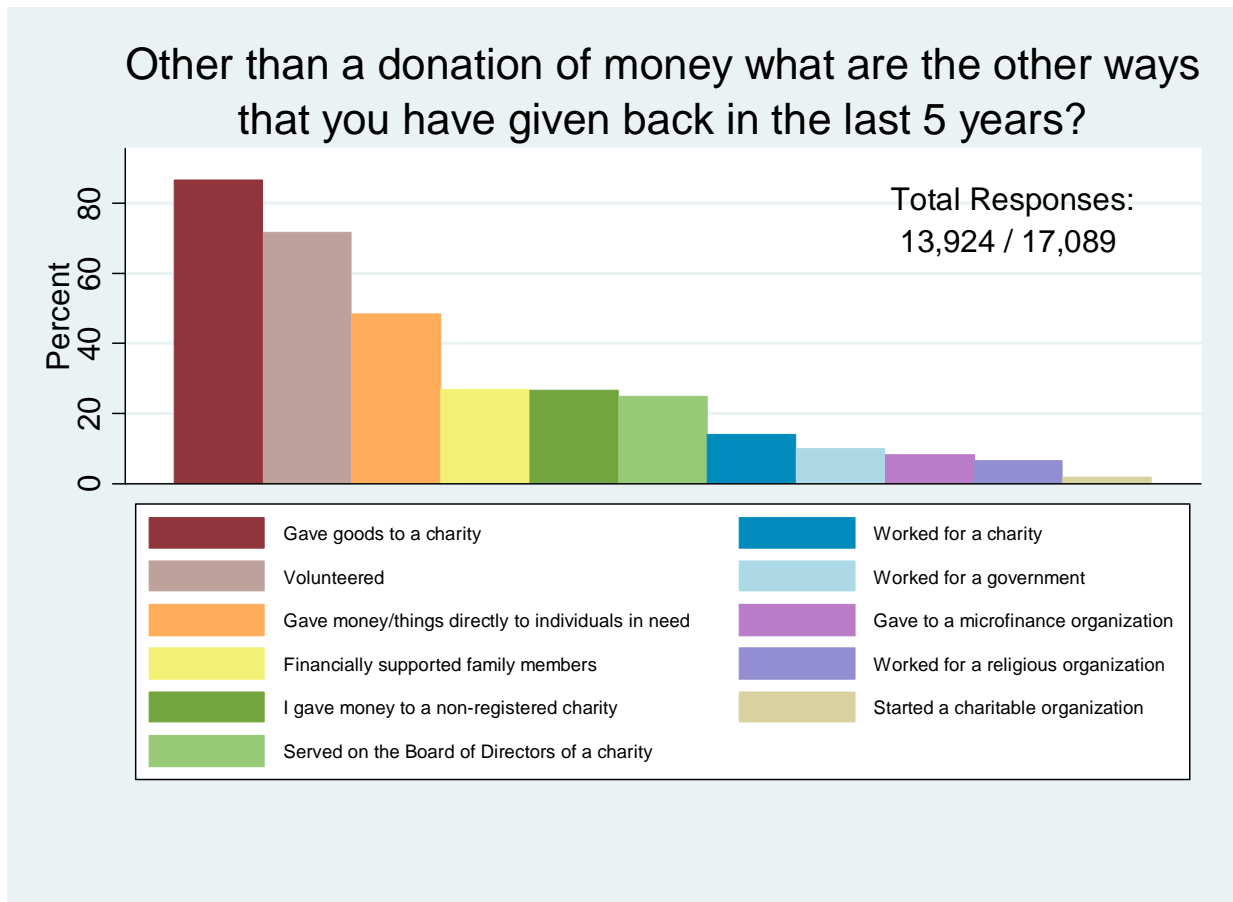
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	Sample Size: 17,089	Give More	Give the Same	Give Less	Total Responses:
How would your giving change under each of the following scenarios.	A tax credit of 40% for the first \$200 and a 29% tax credit for amounts greater than \$200	33.9%	64.3%	1.8%	13,657
	A single tax credit of 29% for all tax receipted gifts	30.0%	69.0%	1.0%	13,517
	A single tax credit of 20% for all tax receipted gifts	3.9%	88.2%	7.9%	13,353
	A single tax credit of 15% for all tax receipted gifts	0.5%	84.7%	14.8%	13,417
For the following circumstances, choose the answer that best describes how your level of giving would change.	Tax credits for donations were increased.	0.5%	52.6%	47.0%	13,818
	Tax credits for donations were eliminated AND the equivalent amount would instead be given to the charity to which you donate	7.9%	71.1%	21.0%	13,717
	Tax credits for donations were eliminated	0.1%	56.4%	43.5%	13,824

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Part 3: Different Types of Donations (besides monetary donations to a charitable organization)

This section analyzes the different ways in which an individual makes a donation. More specifically, this section examines the types of donation an individual makes besides monetary donations to a charitable organization.



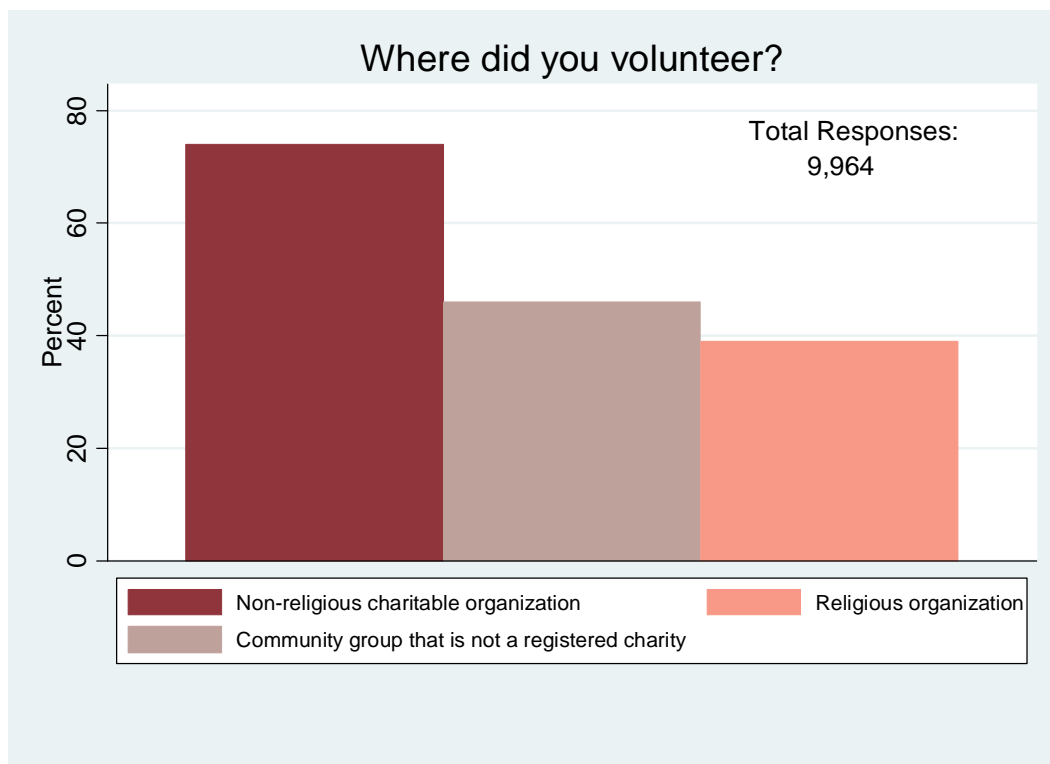
In batch two, and in subsequent batches, there were two new categories for this question: 'I gave to a microfinance organization' and 'I started a charitable organization / foundation.' These categories were not in the first batch of the survey.

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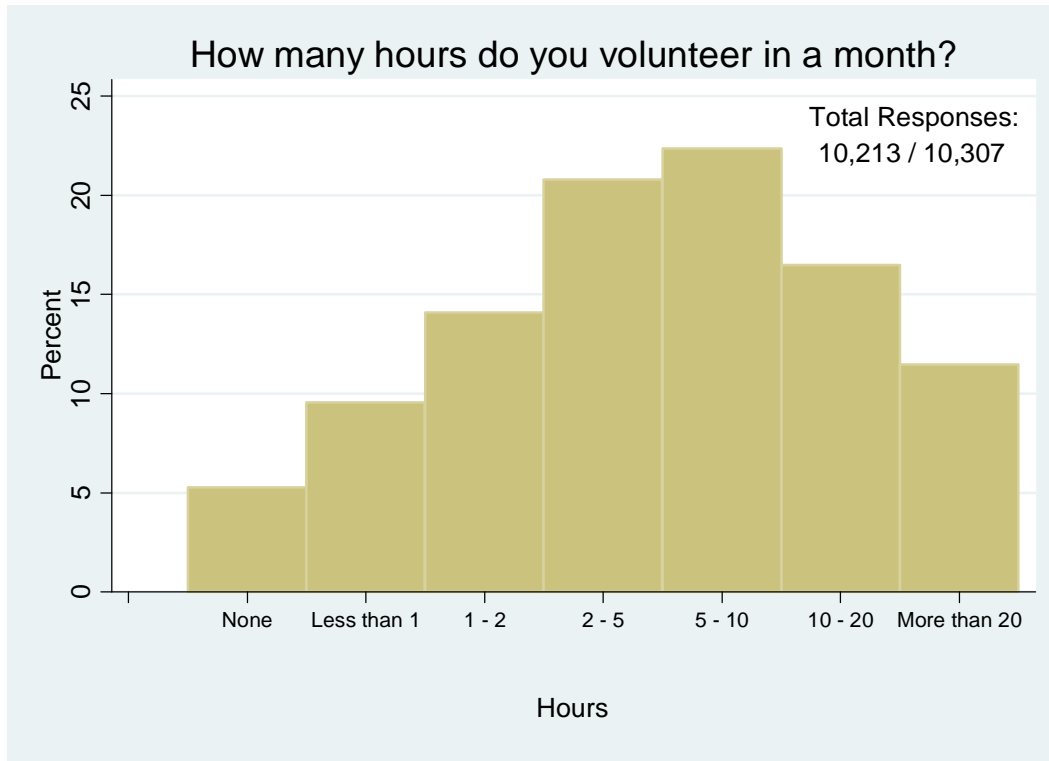
3.1 Volunteering

An individual is prompted to answer the following two questions only if their answer was ‘I volunteered for a non-religious charitable organization’ or ‘I served on the Board of Directors for a charity’ or ‘I volunteered for a religious organization’ or ‘I volunteered for a community group that is not a registered charity’ for one of the ways of giving back in the last 5 years.

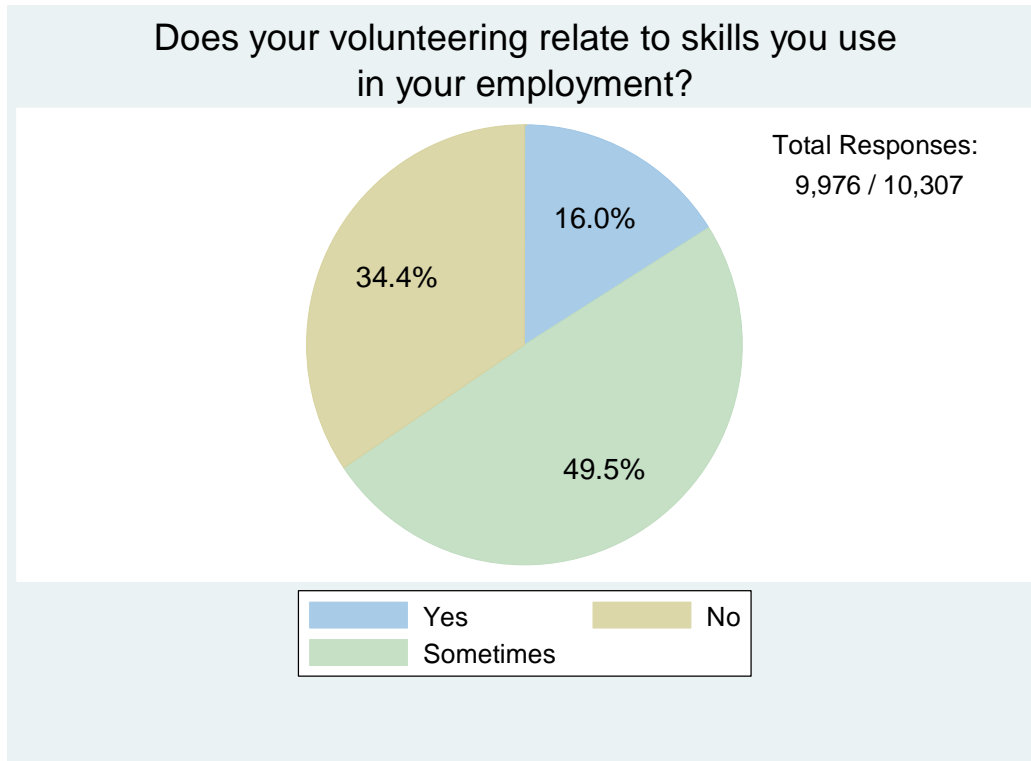
The following graph shows the distribution of the number of individuals who volunteer at a religious and/or a non-religious charitable organization and/or a community group that is not a registered charity:



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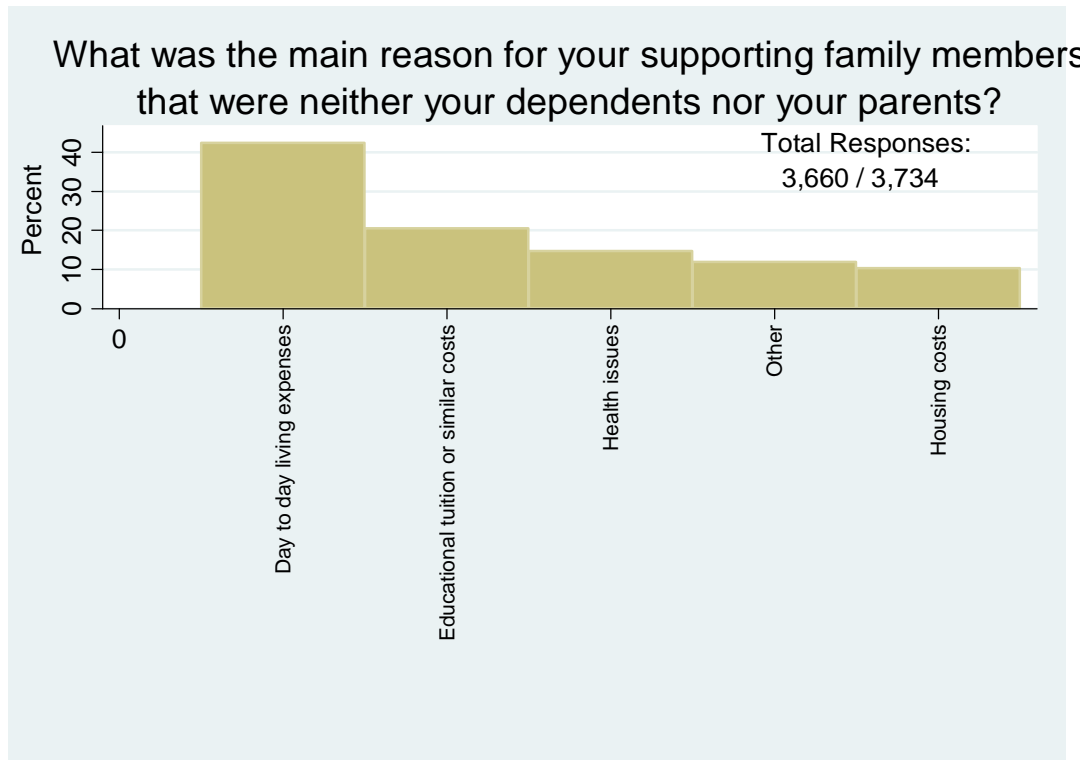
Indicate the extent to which you agree with the following statements.

Sample Size: 17,089	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total Responses:
Volunteering is important for staying involved in one's community	30.5%	51.8%	14.7%	2.0%	1.1%	14,188
Volunteering is important for skill development	16.0%	44.4%	33.4%	4.8%	1.4%	14,129
I have limited free time so it is easier to give money than time	15.5%	44.4%	21.6%	15.8%	2.6%	14,127
I give time in a more ad-hoc way	5.6%	41.9%	31.2%	18.2%	3.2%	14,038
Giving time is more important than giving money	2.9%	14.5%	62.1%	17.6%	3.0%	14,117
Giving money is more important than giving time	1.6%	8.5%	56.9%	27.4%	5.6%	14,225
I do not believe in volunteering	0.4%	0.6%	5.3%	26.3%	67.4%	14,107

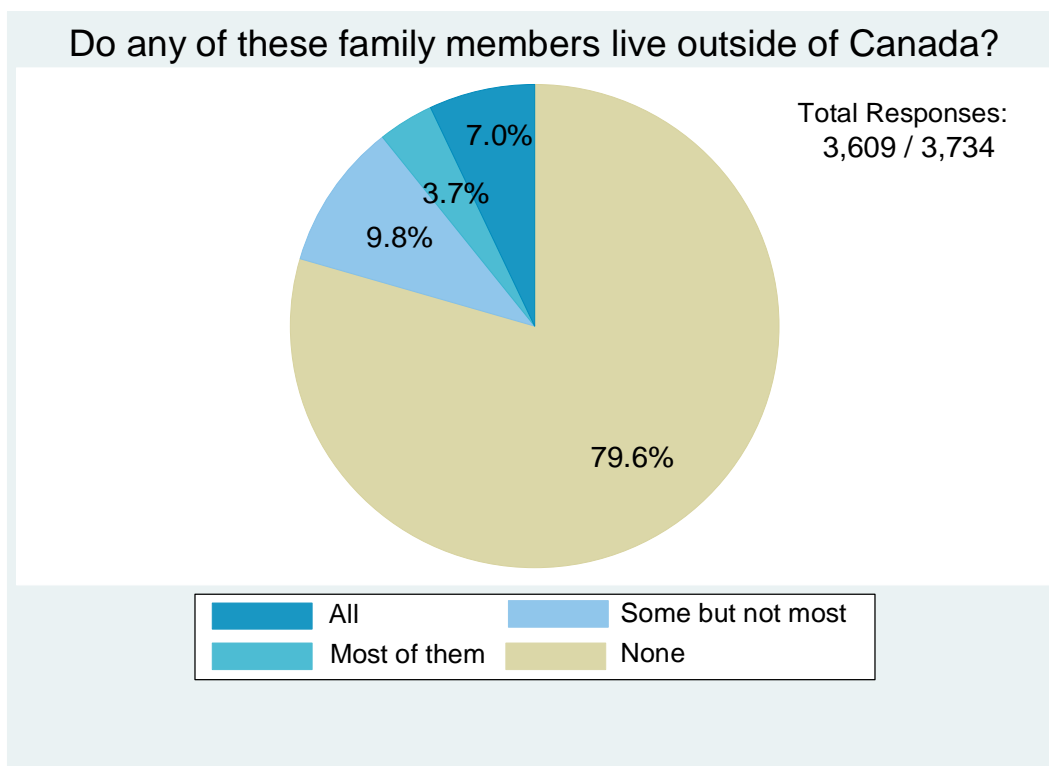
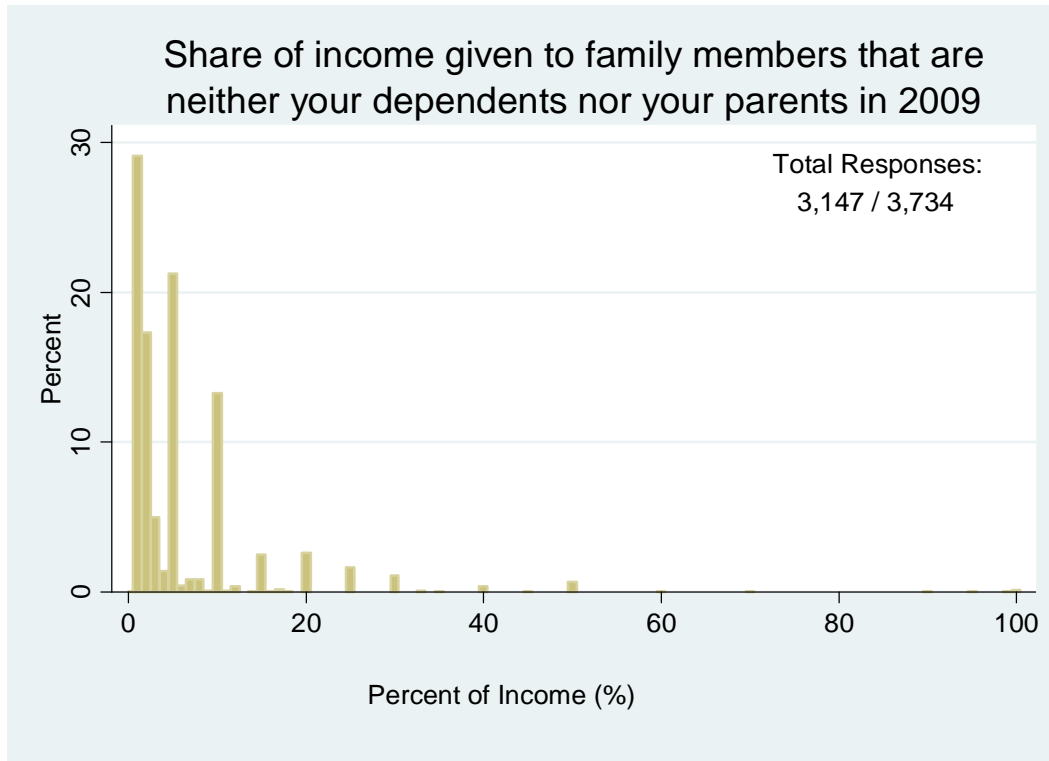
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3.2 Financially Support Extended Family Members

An individual is prompted to answer the following three questions only if their answer was ‘I financially supported family members other than my parents or my dependents’ as one of the ways of giving back in the last 5 years.



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