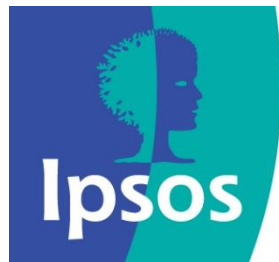


# Health Trumps All: Canadians Three Times More Likely to State Causes Related to Health as Most Important to Them Compared to Those for At-Risk Children and Foster Care

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Ipsos Reid

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## **Health Trumps All: Canadians Three Times More Likely to State Causes Related to Health as Most Important to Them Compared to Those for At-Risk Children and Foster Care**

**Toronto, ON** – According to a new study rating the importance of different types of charitable causes conducted by Ipsos Reid on behalf of Until the Last Child, Canadians are most likely to find causes related to health and wellness as personally important to them.

Provided a list of types of charitable causes and asked to pick which type is most important to them personally, Canadians are most likely to choose causes related to ‘health and diseases’ (26%) as the one that is most important to them. One in ten (9%) state causes relating to ‘hospitals’ or ‘education (9%)’, while 8% believe causes relating to either ‘animals or wildlife’, ‘seniors and elder care’, and ‘human rights’ are most important to them.

Fewer than one in ten (8%) Canadians indicate that charitable causes revolving around ‘children at-risk or foster care’ are the most important charitable causes. The full list of types of charitable causes that are most important to Canadians can be found below:

- Health and Disease – 26%
- Hospitals – 9%
- Education – 9%
- Animals and Wildlife – 8%
- Seniors and Elder Care – 8%
- Children at Risk and Foster Care – 8%
- Human Rights – 8%
- Religious Organizations – 6%
- Environment and Conservation – 6%



- Disaster Relief – 4%
- Military and Veterans – 3%
- Impairment and Handicap – 2%
- Arts and Culture – 2%
- Sports and Recreation – 1%
- International Development – 1%

### *Demographic Findings*

- It appears that men are a bit more likely to drive support for health and wellness causes in comparison to women. Men slightly edge women to cite charitable causes relating to ‘health and diseases’ (28% vs. 25% of women) and ‘hospitals’ (11% vs. 8% of women) as the most important cause to them, although both men (8%) and women (7%) are nearly tied when it comes to importance of causes related to ‘seniors and health care’.
- Women (9%) are slightly more likely than men (6%) to choose causes related to ‘children at risk and foster care’ as most important to them.
- Older Canadians are more likely to find causes related to ‘health and diseases’ and ‘seniors and elder care’ while Canadians who are middle-aged, ages 35-54, (10%) are most likely to select ‘children at risk and foster care’ causes as cause most important to them and are significantly more likely than seniors (6%), ages 55+, to make this selection.
- Causes relating to at-risk children and foster care appear to resonate more with Canadians who are parents themselves as parents are twice as likely to indicate these causes are most important to them compared to Canadians without children (12% vs. 6%).

*These are some of the findings of an Ipsos Reid poll conducted between November 29<sup>th</sup> to December 2<sup>nd</sup>, 2013 on behalf of Until the Last Child. For this survey, a sample of 1,013 Canadians from Ipsos'*

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*Canadian online panel was interviewed online. Weighting was then employed to balance demographics to ensure that the sample's composition reflects that of the adult population according to Census data and to provide results intended to approximate the sample universe. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll is accurate to within +/- 3.5 percentage points had all Canadians adults been polled. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.*

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