



Press Release

Health Remains Cause Closest to Canadians' Hearts

One in Four (23%) Say Causes Related to Health & Diseases Are Most Personally Important to Them: Three Times Ahead of Children at Risk & Foster Care

Toronto, Ontario, October 13, 2017 — Canadians continue to see charitable causes related to health as being personally important to them, a new Ipsos survey for Until the Last Child has found. Presented with a list of causes and asked to pick the top three of personal importance to them, one in four (23%) of Canadians picked causes related to 'health and diseases' first, comparable to the 26% who did the same in 2013. One in ten (10%) say causes relating to 'hospitals' are of greatest personal importance to them (+1 pt), while a further 10% say 'human rights' causes are what matters most.

Education (9%) and children at risk and foster care (8%) round out the top five, both unchanged since 2013. The full list of charitable causes that are most personally important to Canadians is below:

- Health & Diseases: 23% (-3 pts)
- Hospitals: 10% (+1 pt)
- Human Rights: 10% (+2 pts)
- Education: 9% (unchanged)
- Children at Risk & Foster Care: 8% (unchanged)
- Animals & Wildlife: 8% (unchanged)
- Seniors & Elder Care: 6% (-2 pts)
- Environment & Conservation: 6% (unchanged)
- Disaster Relief: 5% (+1 pt)
- Religious Organizations: 4% (-2 pts)
- Impairment & Handicap: 3% (+1 pt)
- Military & Veterans: 3% (unchanged)
- Arts & Culture: 2% (unchanged)
- Sports & Recreation: 1% (unchanged)
- International Development: 0% (-1 pt)

Causes relating to health and disease are most likely to be seen as the single most personally important cause in Quebec, where 30% rank it first (compared to 25% in Atlantic Canada, 23% in Ontario, 21% in Saskatchewan and Manitoba, 18% in Alberta, and 18% in British Columbia). When it comes to hospitals, men (13%) are more likely than women (7%) to rank them first in terms of personal importance.

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Age plays an important role in the perceived personal importance of many causes: Millennials (aged 18-34) and Gen X'ers (35-54) are more likely to value causes related to education and human rights, while Baby Boomers (aged 55+) are more likely to see personal importance in causes supporting hospitals and senior care.

Children at risk and foster care prompts a similar reaction across all sub-groups, with no statistically significant differences noted.

How Much Do We Know?

While causes pertaining to health and diseases have a strong personal resonance for many Canadians – nearly half (48%) place these causes in their personal “top three” – a majority say their knowledge of the issues related to health and disease as a charitable cause is not strong: only 46% say they are aware of the issues, rating their awareness a 4 or 5 out of 5. Awareness of the issues is lower for all other causes, and in general, causes with lower awareness line up with those less likely to be seen as most personally important to Canadians:

- Hospitals: 44%
- Animals & Wildlife: 37%
- Environment & Conservation: 35%
- Disaster Relief: 35%
- Education: 35%
- Human Rights: 34%
- Seniors & Elder Care: 33%
- Children at Risk & Foster Care: 25%
- Impairment & Handicap: 25%
- Military & Veterans: 24%
- Sports & Recreation: 20%
- Religious Organizations: 18%
- Arts & Culture: 16%
- International Development: 16%

While Baby Boomers claim the strongest awareness of issues related to charitable causes such as hospitals (48%) and senior and elder care (43%), it's Millennials who are most up-to-date on many other issues. This generation significantly exceeds the older two in its awareness of issues relating to education (47%), the environment and conservation (45%), human rights (43%), sports and recreation (27%), international development (26%), arts and culture (24%), and religious organizations (23%).

Awareness of issues related to children at risk and foster care is strongest among Canadians with household incomes of \$100K or more (39%), and those who are university graduates (36%).

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About the Study

These are some of the findings of an Ipsos poll conducted between October 5 and October 9, 2017, on behalf of Until the Last Child. For this survey, a sample of 1,003 Canadians aged 18+ was interviewed. 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, 19 times out of 20, had all Canadian adults been polled. The credibility interval will be wider among subsets of the population. 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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