

Canadians
and the Tsunamis' Wake



Report



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1. Study Highlights

Nine Canadians out of ten say they are concerned about the crisis caused in Southeast Asia after the tsunamis hit.

Question: Are you very concerned, somewhat concerned, not very concerned or not at all concerned about the crisis caused in Southeast Asia by the tsunamis?

N=1500	TOTAL concerned	TOTAL not concerned
Canada	90%	9%

One Canadian out of two has given money to a non-governmental organization to help the populations of the countries devastated by the tsunamis.

Question: Have you donated money to a Canadian non-governmental organization (Oxfam, UNICEF, World Vision, Red Cross, CARE Canada, etc.) to assist the populations of the countries devastated by the tsunamis?

N=1500	Yes	No
Canada	51%	49%

One Canadian out of two who has not yet donated money to help tsunami victims, intends to do so.

Question: Do you intend to donate money to a non-governmental organization to help the populations victim of this catastrophe?

N=727	Yes	No	Don't know
Canada	52%	37%	11%

Six Canadians out of ten would give more knowing that the companies or businesses they visit would double the amount collected.

Question: Knowing that some companies and businesses will double the money donations given by their employees and clients in order to help these populations, would you be motivated to provide additional donations when making purchases at these companies or businesses?

N=1500	Yes	No	Don't know
Canada	60%	32%	8%

Two Canadians out of three claim that the Government of Canada's financial contribution (80 million) is enough.

Question: The Government of Canada announced a financial contribution of 80 million dollars to the stricken populations. In your opinion, is this amount more than sufficient, sufficient, insufficient, more than insufficient?

N = 1500	TOTAL Sufficient	TOTAL Insufficient	Don't know
Canada	67%	23%	9%

2. Results

2.1 Nine Canadians out of ten say they are concerned about the crisis caused in Southeast Asia when the tsunamis hit

Overall, 90% of Canadians say they are very or somewhat concerned about the crisis created by the tsunamis when they hit Southeast Asia. On the other hand, 9% of Canadians are not concerned about this crisis, while 1% cannot form an opinion on the subject.

We notice that women (94%), Anglophones (91%) and academics (92%) are significantly more likely to be concerned about the crisis in Southeast Asia.

Inversely, men (13% vs. 5% of women), 25-34 year olds (12%), Francophones (14%), Quebeckers (14%) and manual workers (15%) have more of a tendency to say they are not very or not at all concerned about the crisis caused by this catastrophe.

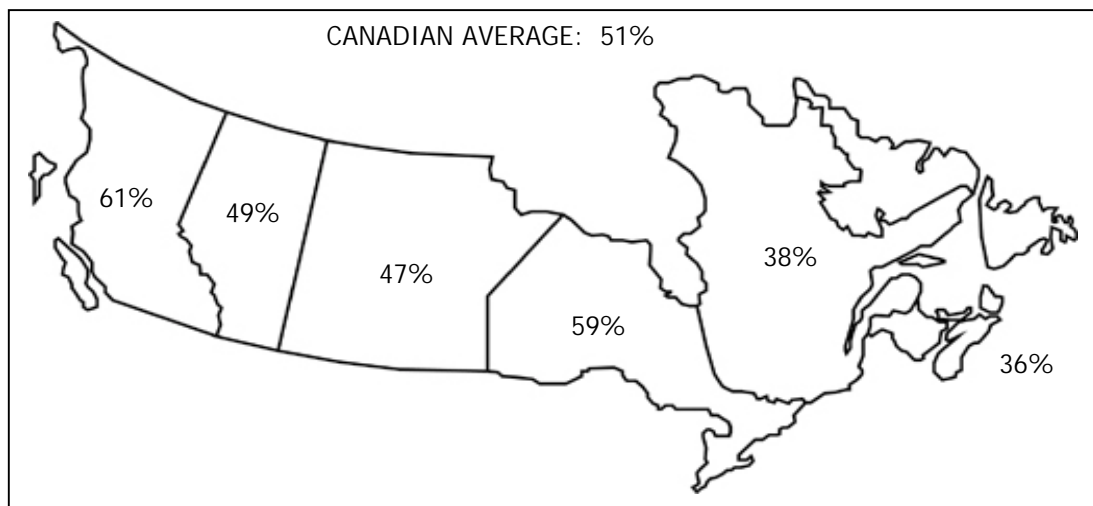
Question: Are you very concerned, somewhat concerned, not very concerned or not at all concerned about the crisis caused in Southeast Asia by the tsunamis?

N= 1500	TOTAL Concerned	TOTAL Not Concerned
Men	85%	13%
Women	94%	5%
Atlantic Provinces	94%	4%
Quebec	85%	14%
Ontario	92%	7%
Prairies	90%	10%
Alberta	87%	12%
British Columbia	92%	5%
Canada	90%	9%

2.2 One Canadian out of two has given money to a non-governmental organization to help the populations of the countries devastated by the tsunamis

A little over half (51%) of respondents say they have donated money to a non-governmental organization to help the countries devastated by the tsunamis. Inversely, 49% say they have not donated money.

Proportion of Canadians who say they have donated money to a Canadian non-governmental organization to help the populations of the countries devastated by the tsunamis



Women (53%), Anglophones (54%), residents of Ontario (59%) and of British Columbia (61%), people with a gross annual household income above \$80 000 (61%), professionals (59%), and retirees (57%) as well as academics (59%) are more likely to have made a donation to Canadian non-governmental organizations.

Question: Have you donated money to a Canadian non-governmental organization (Oxfam, UNICEF, World Vision, Red Cross, CARE Canada, etc.) to assist the populations of the countries devastated by the tsunamis?

N=1500	Yes	No
Men	48%	51%
Women	53%	46%
Atlantic Provinces	36%	63%
Quebec	38%	62%
Ontario	59%	40%
Prairies	47%	53%
Alberta	49%	51%
British Columbia	61%	39%
Canada	51%	49%

2.3 One Canadian out of two who has not yet donated money to help tsunamis victims, intends to do so

Among respondents who have not yet donated money to help the populations victim of the tsunamis, 52% intend to do so. However, close to a third of these respondents (37%) do not intend to donate money, while 11% of respondents do not know if they will give money.

Respondents who intend to make a donation to a non-governmental organization to help tsunami victims are mainly women (59%) and residents of the Maritimes (66%). Moreover, men (44%), Francophones (46%) and Quebeckers (47%) are more likely not to have made a donation.

Question: Do you intend to donate money to a non-governmental organization to help the populations victim of this catastrophe?

N=727	Yes	No	Don't know
Men	46%	44%	10%
Women	59%	29%	12%
Atlantic Provinces	66%	26%	9%
Quebec	45%	47%	8%
Ontario	52%	34%	14%
Prairies	60%	31%	8%
Alberta	52%	38%	10%
British Columbia	58%	31%	10%
Canada	52%	37%	11%

2.4 Six Canadians out of ten would give more knowing that the companies or businesses they visit would double the amount collected

More than half (60%) of respondents say they would be motivated to give more if the companies or businesses where they are employed or of which they are clients, doubled the amount collected. On the other hand, 32% would not make additional donations under these conditions.

Women (63%), 18-24 year olds (68%) and 25-34 year olds (68%), Quebeckers (66%) and those who are employed (63%) are more likely to say they would give more knowing that companies and businesses would double the amount collected.

Question: Knowing that some companies and businesses will double the money donations given by their employees and clients in order to help these populations, would you be motivated to provide additional donations when making purchases at these companies or businesses?

N= 1500	Yes	No	Don't know
Men	57%	36%	7%
Women	63%	28%	9%
Atlantic Provinces	65%	28%	6%
Quebec	66%	31%	4%
Ontario	56%	33%	10%
Prairies	54%	39%	7%
Alberta	58%	30%	11%
British Columbia	62%	31%	8%
Canada	60%	32%	8%

2.5 Two Canadians out of three claim that the Government of Canada's financial contribution (80 million) is enough

Overall, two-thirds of Canadians (67%) think that a financial contribution of 80 million dollars from the Canadian government to those stricken by the tsunamis is sufficient. We also note that 23% of the population saw this amount as insufficient, while 9% cannot form an opinion on the subject.

We note that 25-34 year olds (75%) and Anglophones (71%) are significantly more likely to claim that a financial contribution of 80 million dollars is sufficient.

Moreover, men (26%), people 65 years old or older (29%), Francophones (28%) and Quebeckers (29%) have more of a tendency to say that this contribution is insufficient to help tsunami victims.

Question: The Government of Canada announced a financial contribution of 80 million dollars to the stricken populations. In your opinion, is this amount more than sufficient, sufficient, insufficient, more than insufficient?

N = 1500	TOTAL Sufficient	TOTAL Insufficient	Don't know
Men	65%	26%	8%
Women	69%	21%	10%
Atlantic Provinces	71%	18%	11%
Quebec	63%	29%	8%
Ontario	68%	24%	7%
Prairies	75%	15%	10%
Alberta	62%	24%	11%
British Columbia	71%	19%	10%
Canada	67%	23%	9%

3. Methodology

This study was conducted by Leger Marketing through telephone interviews among a representative sample of 1500 English- or French-speaking Canadians, 18 years of age or older.

The interviews were conducted from our Montreal and Winnipeg call centres from January 4 to January 9, 2005. Up to ten call-backs were made in the case of non-response.

Using data from Statistics Canada, the results were weighted according to region, gender and language spoken at home to ensure a sample representative of the entire Canadian adult population. In the end, the maximum margin of error obtained for a sample of 1500 respondents is of $\pm 2.6\%$, 19 times out of 20.

