

Talking About Charities 2008

Canadians' Opinions On Charities And Issues Affecting Charities

Prepared for

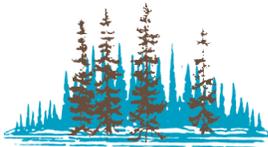


The Muttart Foundation

by



Ipsos Reid Public Affairs



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The Board of Directors of The Muttart Foundation is pleased to release the fourth iteration of *Talking About Charities*. This report outlines the results of almost 3,900 phone interviews in which respondents were asked for their views about charities and issues affecting charities.

Charities can take pride that they continue to enjoy significant levels of trust. Trust is a critical component of the relationship that beneficiaries and donors must have with those community organizations working to improve the quality of life.

Two years ago, when the last report was released, we said the study had important messages for the sector. Those messages are reiterated, sometimes even more strongly, in the results from this year's interviews.

Clearly, respondents say they think charities can and should do a better job at providing information about their activities, particularly in the area of fundraising.

The charitable sector ignores these messages at its peril. Respondents say they want the sector to become better at telling its story – not only about the values that underline its work and the value of its work to communities across the country, but also about how it accomplishes its work.

We hope that this report can help make charities more aware of the public's interest in having a more complete understanding, since that can do little but to strengthen support.

We commend this report to the sector, to policymakers at all levels of government and to the public at large. May it help guide our discussions and our efforts.

Marion Gracey
President

October 2008



Investing in Communities for 50 Years

Established in 1953 by Merrill D. Muttart and Gladys E. Muttart

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Detailed tables analyzed according to demographic variables may be made available to qualified charitable and not-for-profit research organizations.

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Talking About Charities 2008: Tracking Canadians' Opinions about Charities and the Issues Affecting Them

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Introduction

The Muttart Foundation, a private foundation based in Edmonton, Alberta, commissioned Ipsos Reid to conduct the fourth wave of a survey on public opinion about charities and issues relating to charities. The first wave was conducted in 2000, the second in 2004, and the third in 2006.

This report examines Canadians' attitudes towards charities, the role they play in Canadian society, and their fundraising and advocacy activities. The report also looks at how Canadians' views have changed since the first, second, and third waves of this study were conducted.

Survey Method

Ipsos Reid was commissioned by the Muttart Foundation to conduct the fourth wave of a survey on public opinion about charities and issues relating to charities. This fourth wave of *Talking About Charities* follows previous research studies on Canadians' opinion toward charities undertaken by the Muttart Foundation in 2000, 2004, and 2006. A total of 3,863 telephone interviews were conducted with Canadians over the age of 18 across Canada between April and June 2008; this is a similar number of respondents to those surveyed in past waves of the study. Potential survey respondents were screened out if they or someone in their household worked for a charity. Quotas were imposed to ensure that there was adequate representation in each province to conduct a provincial analysis. The results were then weighted according to household size and provincial distribution. With this sample structure, the overall national results are considered statistically accurate within $\pm 1.6\%$, nineteen times out of twenty. The margin of error is larger for provincial results and other sub-groups of the data. Full details on the sampling method, including the provincial samples and margins of error have been provided in Table 1 of Appendix C – Survey Method.

	Sample Size	Margin of Error
NFLD	203	$\pm 6.9\%$
PEI	201	$\pm 6.9\%$
NS	300	$\pm 5.7\%$
NB	300	$\pm 5.7\%$
Quebec	605	$\pm 4.0\%$
Ontario	751	$\pm 3.6\%$
Manitoba	301	$\pm 5.7\%$
Saskatchewan	301	$\pm 5.7\%$
Alberta	401	$\pm 4.9\%$
BC	500	$\pm 4.4\%$
TOTAL	3,863	$\pm 1.6\%$

Analysis Strategy

Aside from an overall assessment of national views on charities, the study examines whether or not public opinion about charities and their activities varies according to province and socio-demographic variables such as gender, age, education, household income and religious attendance. It also examines whether people's opinions about charities and their activities vary according to their familiarity with charities, their level of trust in charities, and whether or not they made a charitable donation in 2007.

Statistical analyses were conducted to determine whether there are significant variations in responses that are attributable to provincial and socio-demographic characteristics, familiarity with charities, and donor behavior. Variations are presented only if they are found to be statistically significant and of substantive importance. Additionally, analyses were conducted to determine whether there has been a significant change in public opinion on these issues since 2000. Some of the questions included in the 2000, 2004, and 2006 studies were changed or deleted in the present survey. Comparisons are shown only when the same questions were asked in the 2000, 2004, and/or 2006 waves of the study. Additionally, some questions have been explored in this year's study for the first time.

For the majority of questions in the survey, the percentage of respondents who answer "Don't know" or who do not provide answers is two percent or less. All data presented in the study are based on the number of people who were asked the question (i.e., findings include all respondents to each question).

Organization of the Report

The report focuses on Canadians' overall opinions about charities and their practices. In each of the sections that follow, the national results are presented first followed by provincial, socio-demographic and other significant differences in the findings.

The report explores Canadians' perceptions and opinions of charities and their activities, and how these opinions have changed over subsequent survey waves in the following areas:

- Familiarity with and perceived importance of charities;
- Trust in charities and their leaders;
- Fundraising;
- Information provided by charities;
- Monitoring charities; and
- Advocacy activities.

Appended to the report are a copy of the questionnaire, the summary results, and a detailed description of the survey method.

Key Findings

Overview

With some exceptions, this year's findings closely match those of 2006, and in many cases those of 2004. Greater differences can be found in comparison to 2000 data, most of which reflect trends that began after that year. In some cases, however, such trends have reversed, bringing levels back to those of 2000.

Most Canadians feel they are at least somewhat familiar with the work carried out by charities and the role they play. As in 2000, 2004 and 2006 a high proportion of Canadians believe that charities are important, play a key role in meeting the needs of Canadians, and improve their quality of life.

Similarly, the level of trust that Canadians have in charities overall has held constant over the past several years, with a strong majority of Canadians trusting charities at least somewhat.

Not only do Canadians trust charities, they also trust leaders of charities. In fact, of all professions asked about in the study, only nurses and medical doctors are trusted by more Canadians than are leaders of charities.

Amongst those who have only some, little, or no trust in charities, the most commonly cited reason for not having more trust is uncertainty regarding where the money is really going.

One of the key areas impacted by trust is fundraising, an activity on which charities generally invest a great deal of time and effort. Although the proportion of Canadians who feel that charities do not have sufficient funds to meet their objectives has declined since 2004, a majority of Canadians still hold this view. And while virtually all Canadians agree that it takes significant effort for charities to raise the money they need to support their cause, Canadians do have concerns when it comes to certain methods of fundraising.

Most Canadians agree that there is a need for greater transparency regarding charities' spending practices. As in past years, virtually all Canadians agree that charities should be obligated to disclose how donors' contributions are spent.

In addition to greater transparency in charities' spending practices, most Canadians also feel that more attention should be paid to how charities fundraise. One of the more controversial fundraising methods used by some charities is the hiring of commission-based professionals who fundraise on behalf of the charity. A strong majority of Canadians find it somewhat or very unacceptable for charities to use this fundraising method. Underscoring these concerns, most Canadians feel that more attention should be paid to the amount of money charities spend on hiring professionals to do their fundraising, as has been increasingly the case since 2000. But Canadians are divided over whether or not legal limits should be set on how much money charities can spend on fundraising.

Some charities raise money through running a business. Most Canadians support charities earning money through business activities, as long as the money goes to the

charity's cause. Concerns over charities running businesses continue to stem from views that, when charities run business ventures, it is possible that money could get lost on the business instead of being used to help Canadians, or that business ventures may take too much time away from the charity's core cause.

Canadians continue to feel it is important for charities to provide them with information about their activities. Almost all Canadians think it is important for charities to provide information on how they use donations, the programs and services they offer, their fundraising costs, and the impact of their work on Canadians. However, only half of Canadians or less feel that charities actually do a good job in providing each of these kinds of information.

There is consistent lack of knowledge among most Canadians regarding organizations that are responsible for monitoring the activities of charities. More than half of Canadians incorrectly think that there is no organization or agency responsible for keeping watch over charities' activities. Even among those Canadians who correctly believe that there is an organization charged with monitoring charities' activities, few are able to name any organization that actually has this responsibility.

Canadians' opinions have been changing regarding who they feel should be responsible for watching over the activities of charities. More Canadians now than in 2000 and 2004 think a government agency should be responsible for monitoring charities' activities. Conversely, the proportion of Canadians who think an independent organization that is not part of either the government or the charity should be responsible for monitoring activities of charities is lower than in 2000 and 2004, as is the proportion who believes the charity's board of directors should have this responsibility.

Advocacy is another area of activity in which many charities engage. A majority of Canadians feel that the opinions expressed by charities on issues of public concern have value because they represent a public interest perspective. Although a majority of Canadians agree that laws should be changed to permit charities to advocate more freely for the causes their organization supports, the proportion who strongly agree with this view remains smaller than in 2004.

Canadians hold differing views on various methods employed by charities to speak out about a cause, with some methods viewed as being more acceptable than others in the eyes of Canadians. Very large majorities of Canadians find it acceptable for charities to advocate for their cause using softer tactics, such as speaking out on issues such as poverty and the environment, meeting with government officials, using research results to support a message, and placing advertisements in the media. Meanwhile, substantially fewer Canadians view more assertive means, such as holding legal protests or demonstrations and blocking roadways, as acceptable. There has been a substantial increase from 2000 in the proportion of Canadians who feel it is acceptable for charities to hold legal street protests/ demonstrations, while the acceptability of organized letter writing campaigns has decreased since 2000. There has also been a decrease from 2004 in the proportion of Canadians who feel it is acceptable for charities to block roadways and engage in other non-violent acts.

The main findings of the study are highlighted below.

Familiarity with and Trust in Charities

- Most Canadians (79%) feel they are familiar with charities, yet few have a high degree of familiarity with them (17% very familiar).
- A majority of Canadians (77%) trust charities, with 27 percent trusting them a lot. Trust in charities has remained about the same since 2000.
- Amongst those with only some, little, or no trust in charities, the most commonly cited reason for not having more trust in charities is uncertainty about where the money is really going (30%).
- Of the ten types of charities asked about in the study, Canadians are most likely to trust hospitals a lot or some (88%), followed by charities that focus on children/children's activities (86%), health prevention/health research (85%), education (80%), social services (77%), protection of animals (73%), and protection of the environment (72%). Churches (67%), as well as churches and other places of worship (65%) are next, followed by charities that focus on the arts (63%) and international development (59%). Religious organizations are last, with 45 percent (excluding churches and other places of worship) and 44 percent (excluding churches).
- Trust in leaders of charities is similar to the level of trust in charities, with 78 percent of Canadians saying they trust leaders of charities and 25 percent saying they trust them a lot. Only nurses (96% trust a lot/some) and medical doctors (93% trust a lot/some) are more trusted than the leaders of charities.

Views on the Role of Charities

- Virtually all Canadians (93%) agree that charities are important to Canadians, with half (51%) strongly agreeing. Importance of charities has remained consistent over the past several years.
- Nearly nine in ten (86%) agree that charities generally improve the quality of life of Canadians.
- The majority agree that charities understand the needs of Canadians better than the government does (75%), and that charities do a better job meeting the needs of Canadians than the government does (70%).
- More than half of Canadians (56%) agree that charities should be expected to deliver programs and services the government stops funding.

Views on Fundraising

- Although most Canadians (76%) feel that charities are generally honest about the way they use donations, almost three-quarters of Canadians (72%) believe there are too many charities trying to get donations for the same cause.
- A majority of Canadians (62%) think charities have too little money to meet their objectives, which is a similar result as in 2006 (64%), though a decrease from 2004 (70%). Only seven percent feel charities have too much money, and one in four (26%) think charities have about the right amount of money to achieve their goals.
- Overall, most Canadians (60%) feel it is appropriate to have some of the funds raised go towards the charities' operating expenses, as long as they are reasonable.
- Virtually all Canadians (94%) think charities should be required to disclose how donors' contributions are spent.

- Canadians are evenly divided in their views on whether or not there should be legal limits on how much money charities spend on fundraising. Half (52%) believe there should be a legal limit set on the amount of money charities can spend on fundraising, while the other half (47%) feel charities should be able to decide for themselves.
- Many Canadians, however, do have objections to charities hiring commission-based fundraisers, with 64 percent feeling this practice is unacceptable.
- A majority of Canadians (74%) think commission-based fundraisers should always be required to indicate that they are receiving a percentage of donations raised, while 18 percent feel commission-based fundraisers should be required to disclose this information only when asked; seven percent do not think commission-based fundraisers should be required to reveal this information at all.
- Canadians are more supportive when it comes to charities running businesses in order to raise funds: 83 percent agree that charities should be able to earn money through any type of business activity they want as long as the proceeds go to their cause.
- However, Canadians do have concerns about charities becoming involved in business ventures, with 74 percent feeling that when a charity runs a business, money could get lost on the business instead of being used to help Canadians; half (52%) feel that when charities run businesses, it takes too much time away from their core cause.
- Seven in ten Canadians (70%) feel charities that run a business as a means of fundraising should not have to pay taxes on the business income.

Views on Information Provided by Charities

- Canadians continue to place great importance on the information charities provide to the public. Almost all Canadians think it is important (very or somewhat) for charities to provide information on how they use donations (98%), information about the programs and services the charities deliver (98%), information about charities' fundraising costs (97%), and information about the impact of charities' work on Canadians (96%).
- However, Canadians do not feel charities do a good job in providing these types of information to the public. Half of Canadians (51%) think charities do an excellent or good job in providing information about the programs and services they deliver; 38 percent say the same about information regarding the impact of charities' work on Canadians; 29 percent think charities do an excellent or good job providing information on how they use donations; and 26 percent say the same about information regarding charities' fundraising costs.
- Half of Canadians (49%) say they would like more information about the work charities do, even though it may require more money to be spent on communications.
- When considering making a donation to a particular charity, Canadians are most likely to research that charity by reading printed material they have received from the charity (80%). Other sources include the charity's website (62%), followed by a website of someone who regulates charities (53%), looking at the charity's financial statements (49%), and calling the charity and asking for more information (44%).

Views on Monitoring Charities

- Nearly all Canadians (94%) agree that more attention should be paid to the way charities spend their money; three in five (62%) strongly agree.
- Nine in ten Canadians (90%) agree that more attention should be given to the amount of money that charities spend on program activities, with just under half (47%) agreeing strongly.
- A strong majority of Canadians (88%) think that more attention should be paid to the amount of money charities spend on hiring professionals to do their fundraising; just over half (56%) strongly agree.
- Nearly nine in ten (87%) agree that more attention should be paid to the way charities raise money, with four in ten (42%) agreeing strongly.
- Although Canadians place great importance on the monitoring of charities, only 31 percent are aware that there are organizations that monitor charities' activities, while 53 percent believe there is no such organization or agency and 15 percent are unsure.
- Of the 31 percent who are aware that there is an organization watching over the activities of charities, four in five (76%) are not able to name it. The most frequently mentioned organizations are the Canada Revenue Agency/The Charities Directorate (8%) and the federal/provincial government (8%).
- Just under two in three Canadians (63%) think that there should be an independent non-governmental organization or agency monitoring the activities of charities.

Views on the Advocacy Activities of Charities

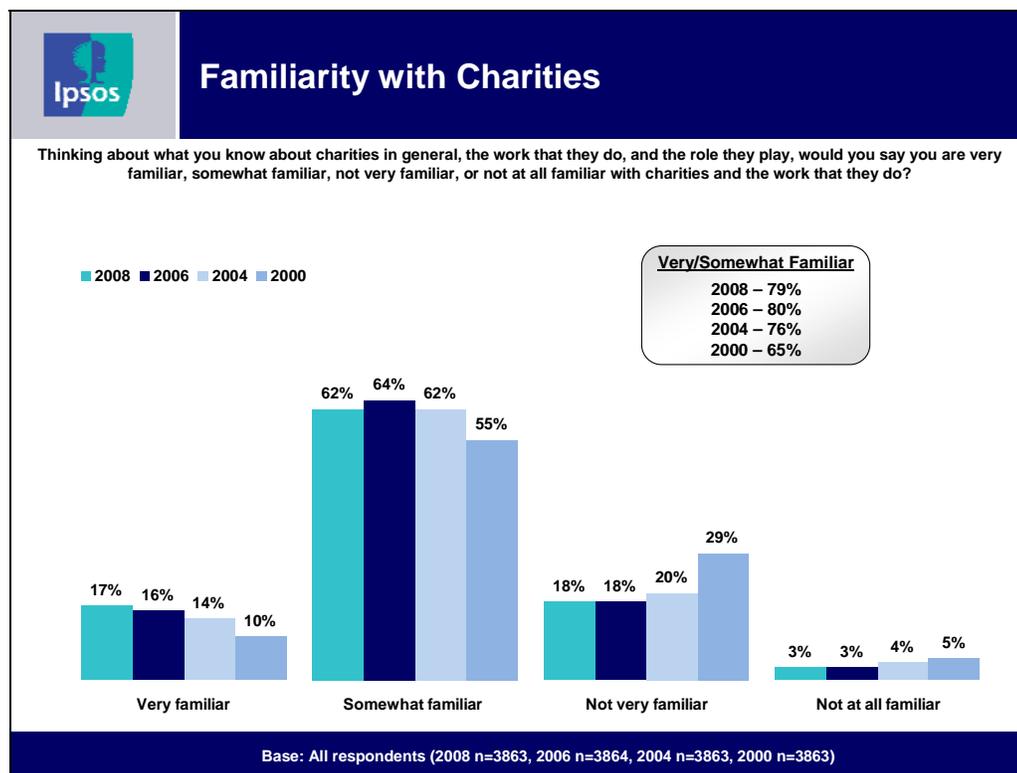
- Nearly two in three Canadians (64%) think that the opinions that charities express on issues of public concern have value because they represent a public interest perspective.
- Seven in ten Canadians (69%) believe that the laws should be changed to permit charities to advocate more freely for the causes in which they are involved; however, more than eight in ten (83%) think that charities should be required to present both sides of an issue when engaged in advocacy activities.
- Canadians find some advocacy activities of charities more acceptable than others. Virtually all Canadians find it very or somewhat acceptable for charities to speak out on issues like the environment, poverty or healthcare (95%), meet with government ministers or senior public servants as a way to speak out about their cause and try to get things changed (94%), and use research results to support a message (92%). Nine in ten (90%) find it very or somewhat acceptable for charities to place advertisements in the media (90%); just over eight in ten (83%) feel the same about organizing letter-writing campaigns. Fewer (62%) find it acceptable for charities to hold legal street protests or demonstrations, and only one in four (27%) find it very or somewhat acceptable for charities to block roadways, or engage in other non-violent acts. These findings are very similar to those of 2006.

1.0 Familiarity with and Perceived Importance of Charities

1.1 Familiarity with Charities

Most Canadians feel they are familiar with charities, but few feel they have a high level of familiarity with them. Four in five Canadians (79%) are very/somewhat familiar with charities, the work they do, and the role they play, but only 17 percent feel they are very familiar with the charities, their work, and role. Another one in five Canadians (18%) say they are not very familiar with charities, while just three percent say they are not at all familiar with charities and what they do.

While Canadians' familiarity with charities increased between 2000 and 2006 – from 65 percent in 2000 to 76 percent in 2004 and 80 percent in 2006 – it appears to have leveled-off at 79 percent in 2008.



Provincial, Socio-Demographic, and Attitudinal Variations

With the exception of Quebec, the level of familiarity with charities is similar across Canada. Those living in Alberta are the most likely to say they are very or somewhat familiar with charities and the work that they do, followed by New Brunswick and Manitoba (87% each), Nova Scotia (86%), PEI, Ontario, and British Columbia (85% each), Newfoundland (84%), and Saskatchewan (83%). Only 58 percent of Quebec residents say they are either very or somewhat familiar with charities, their work, and the role they play.

Familiarity with charities increases with age, level of education, and household income. A greater proportion of adults aged 35 and older (82%) are familiar with charities, compared to those younger than 35 years old (69%). Of those who have not graduated from high school, 64 percent say they are very/somewhat familiar with charities, while 76 percent of those with a high school or diploma, and 84 percent of those with a partial or complete university education, say the same. Moreover, 92 percent of those with a post-graduate degree are very or somewhat familiar with charities. Similarly, a greater proportion of those earning \$75k-<\$100K (85%) and \$100K or more (88%) are familiar with charities, compared to those earning less (77% of those earning \$50K-<\$75K; 73% of those earning \$20K-<\$50K; and 68% of those earning less than \$20K).

Frequency of attending religious services is also directly linked to familiarity with charities. Canadians who attend religious services at least once a month (83%) are more likely to be familiar with the work of charities than those who attend services only one or twice a year or never (75% each).

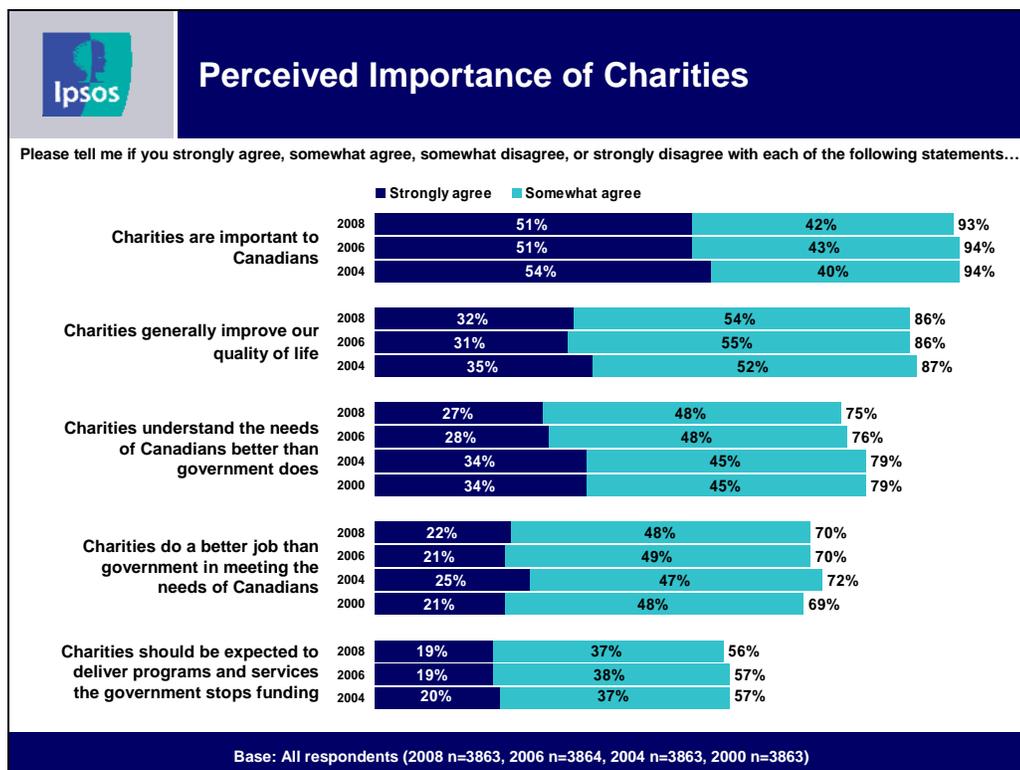
Not surprisingly, Canadians who had made a financial donation to a charity in 2007 (excluding lottery tickets, chocolates or any other purchase that does not provide a tax receipt) are much more likely than those who did not to be familiar with charities and their work (83% vs. 63%).

1.2 Perceived Importance of Charities

Overall, Canadians feel charities are important to Canada and play an important role in meeting the needs of Canadians.

- More than nine in ten Canadians (93%) agree that charities are important to Canadians, with half (51%) strongly agreeing.
- Nearly as many agree that charities improve our quality of life (86%).
- Three in four Canadians (75%) agree that charities understand the needs of Canadians better than the government does, while seven in ten (70%) feel charities do a better job in meeting the needs of Canadians than the Canadian government does.
- Not surprisingly, then, more than half of Canadians (56%) agree that “charities should be expected to deliver programs and services the government stops funding.” Nevertheless, while 19 percent strongly agree with this statement, an equivalent 20 percent strongly disagree.

Views on the perceived importance of charities are similar today to what they were in 2006, 2004, and 2000.



Provincial, Socio-Demographic, and Attitudinal Variations

Residents of Quebec (66%) are more likely than those of any other province to agree that charities should be expected to deliver programs and services that the government stops funding. Conversely, residents of Alberta (48%) and British Columbia (46%) are the least likely to agree that charities should be expected to deliver programs and services that the government stops funding.

Quebec residents (81%) are also more likely than those of any other province, with the exception of New Brunswick (82%), to agree that charities understand the needs of Canadians better than government.

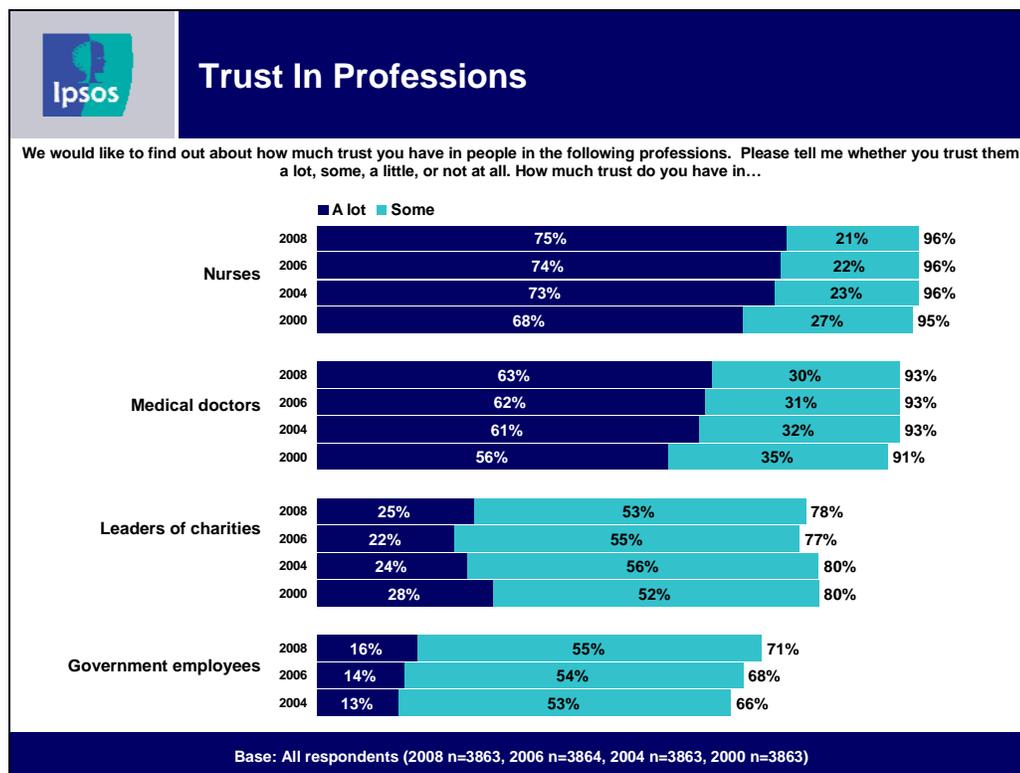
The propensity to agree that charities do a better job than the government in understanding and meeting the needs of Canadians, and that charities should be expected to deliver programs and services the government stops funding, tends to decrease as household income and education levels rise.

2.0 Trust in Charities and their Leaders

Trust is an important issue for charities, particularly when trying to raise funds for their organization. As in past waves, this year’s study tracks the level of trust Canadians have in the people who lead charities, in charities in general, and in various specific types of charities.

2.1 Trust in Leaders of Charities

Four in five Canadians (78%) trust leaders of charities, with 25 percent trusting them a lot and 53 percent trusting them somewhat; eighteen percent trust them a little and four percent don’t trust them at all. Trust in leaders of charities is about the same now as in 2006, 2004, and 2000.

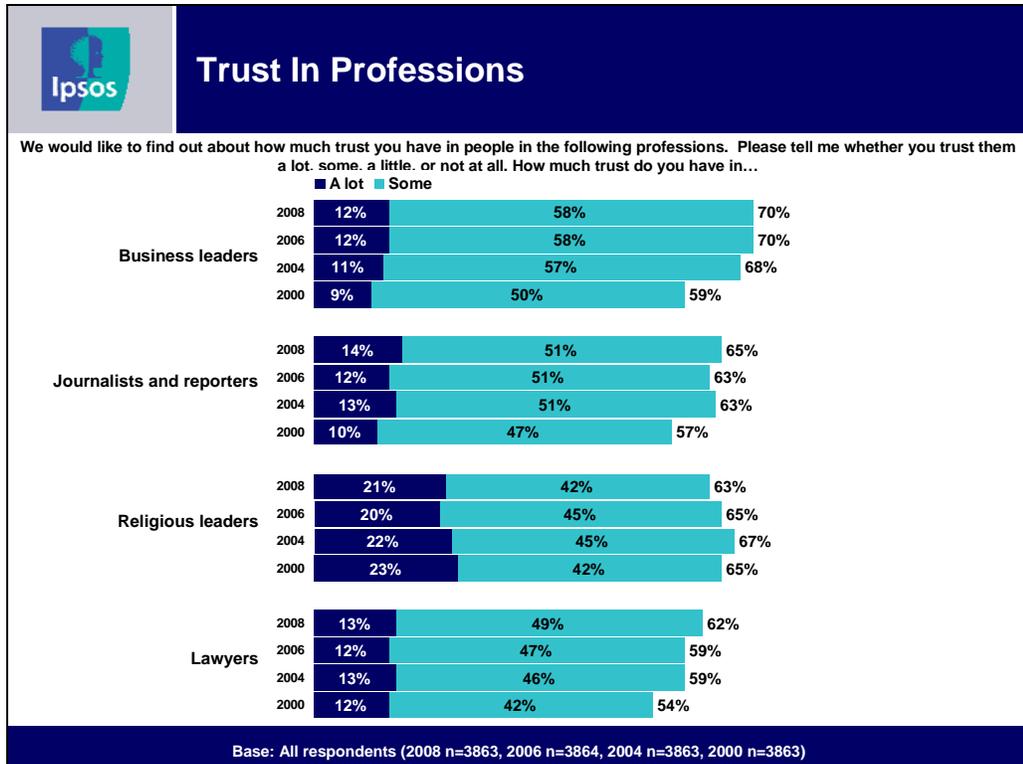


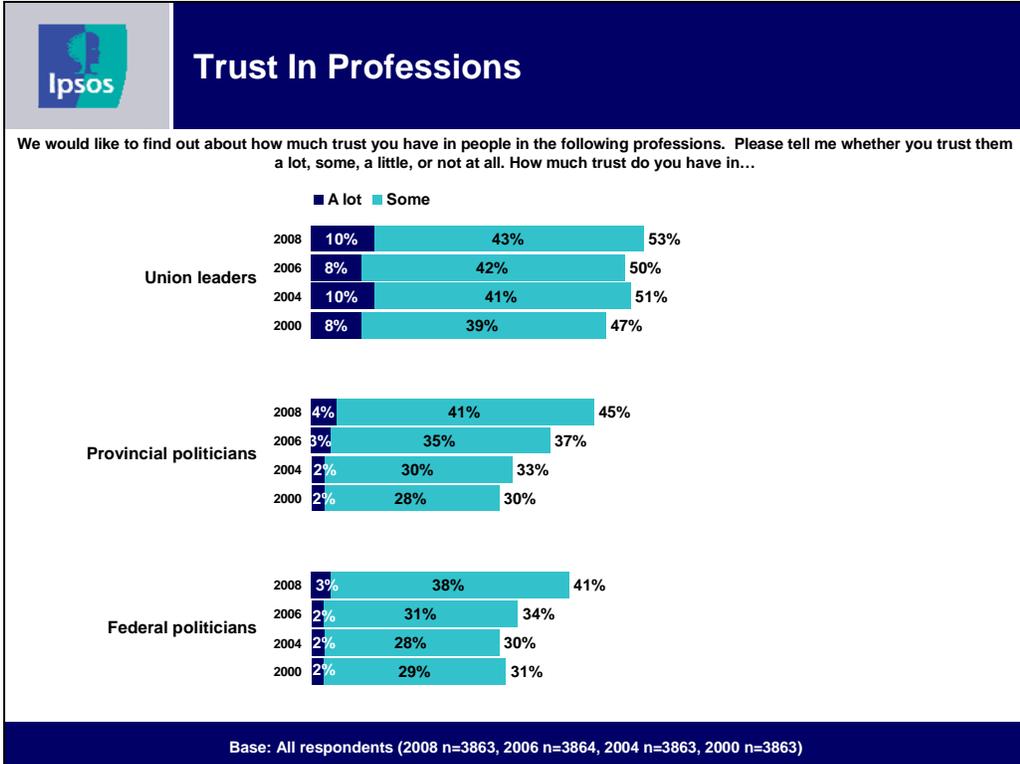
Canadians trust the leaders of charities more than they trust eight of the ten other professions asked about. More Canadians have a lot or some trust in charity leaders than they do in government employees (71%), business leaders (70%), journalists and reporters (65%), religious leaders (63%), lawyers (62%), union leaders (53%), provincial politicians (45%), and federal politicians (41%).

Only nurses (96%) and medical doctors (93%) are trusted more than leaders of charities. However, the level of trust in nurses and doctors is much greater than it is in charity leaders. A much larger proportion of Canadians have a lot of trust in nurses (75%) and doctors (63%) compared to those who have a lot of trust in leaders of charities (25%).

Despite still holding the two lowest levels of trust of the eleven professions asked about, provincial and federal politicians have gained trust among Canadians over the past several years. In this respect, provincial politicians have made the biggest advances of all professions, rising from 30 percent in 2000 to 33 percent in 2004, 37 percent in 2006, and 45 percent in 2008, representing a total gain of 15 percent since 2000.

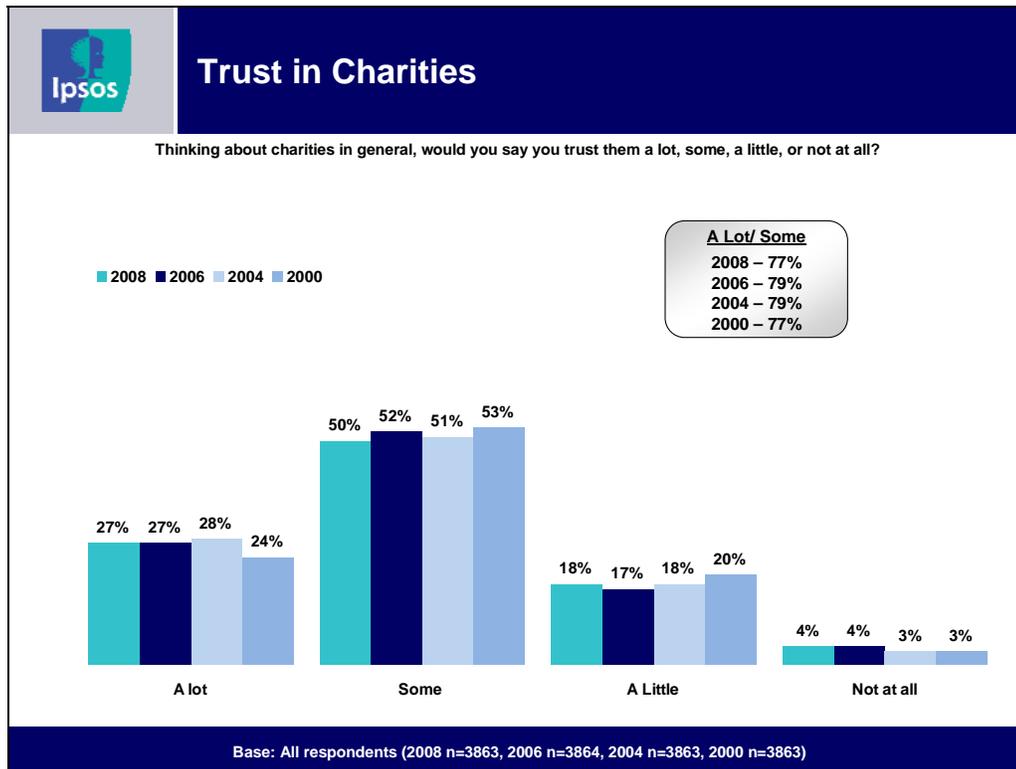
Federal politicians have gained more trust as well, from 31 percent in 2000 and 30 percent in 2004, to 34 percent in 2006 and 41 percent in 2008, representing a total rise in trust of ten percent since 2000.





2.2 Trust in Charities

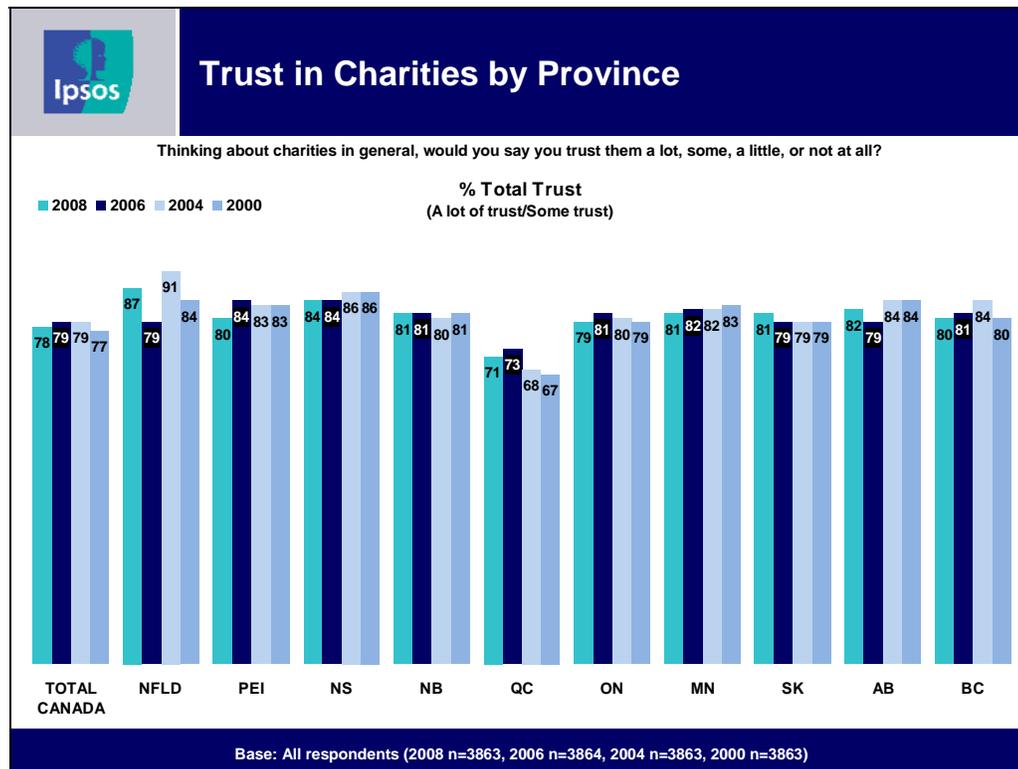
As in the past, the level of trust in charities overall is almost identical to the level of trust in leaders of charities. Three in four (77%) Canadians trust charities, with 27 percent trusting them a lot and half (50%) trusting them somewhat. Eighteen percent trust charities only a little and four percent do not trust charities at all.



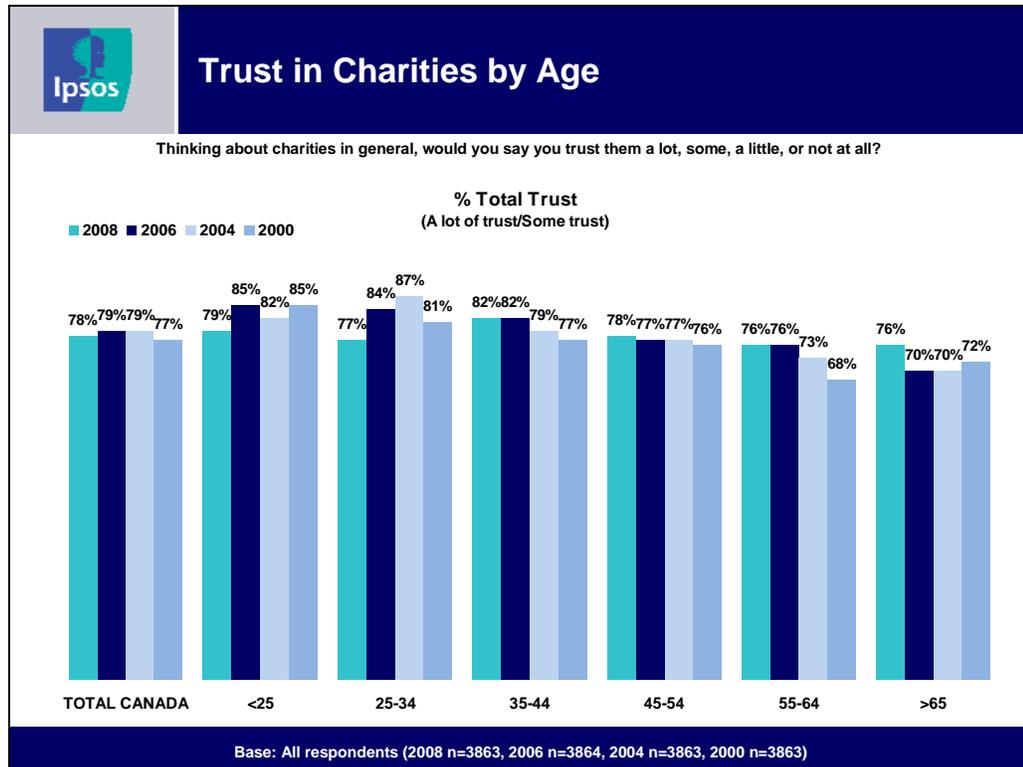
Provincial, Socio-Demographic, and Attitudinal Variations

With the exception of Quebec, at least four in five (79%) residents in each province trust charities a lot or some. Quebecers, therefore, are least likely to trust charities (71%).

For the most part, provincial trust in charities has held steady from 2000 through 2008, with the notable exception of Newfoundland, where trust in charities has fluctuated from 84 percent in 2000 to 91 percent in 2004, 79 percent in 2006, and now back to 87 percent in 2008, the highest level of trust among all provinces. In Quebec, charities have experienced a slight rise in trust from 67 percent in 2000 and 68 percent in 2004, to 73 percent in 2006 and the current level of 71 percent.



Among those under the age of 25 and those aged 25 to 34, trust in charities has declined since 2006; from 85 percent to 79 percent among those under the age of 25, and from 84 percent to 77 percent among those aged 25 to 34. Conversely, trust in charities has increased since 2006 among Canadians aged 65 or older – from 70 percent in 2006 to 76 percent in 2008.



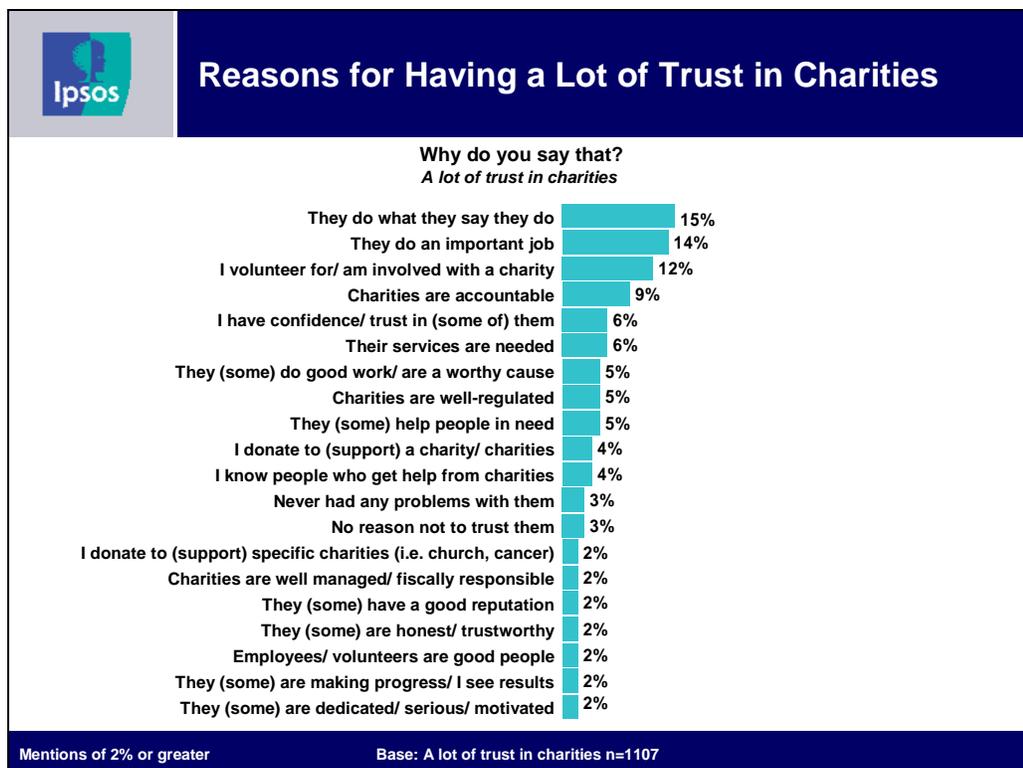
Considering other socio-demographic variables, trust in charities tends to increase with level of education and household income.

Further, those who made a charitable donation in 2007 are more likely to have a lot or some trust in charities than those who did not (81% vs. 64%), and those who are very or somewhat familiar with charities (81%) are more likely to have trust in charities than those who are less familiar with charities (81% vs. 66%).

Reasons for Having a lot of Trust in Charities

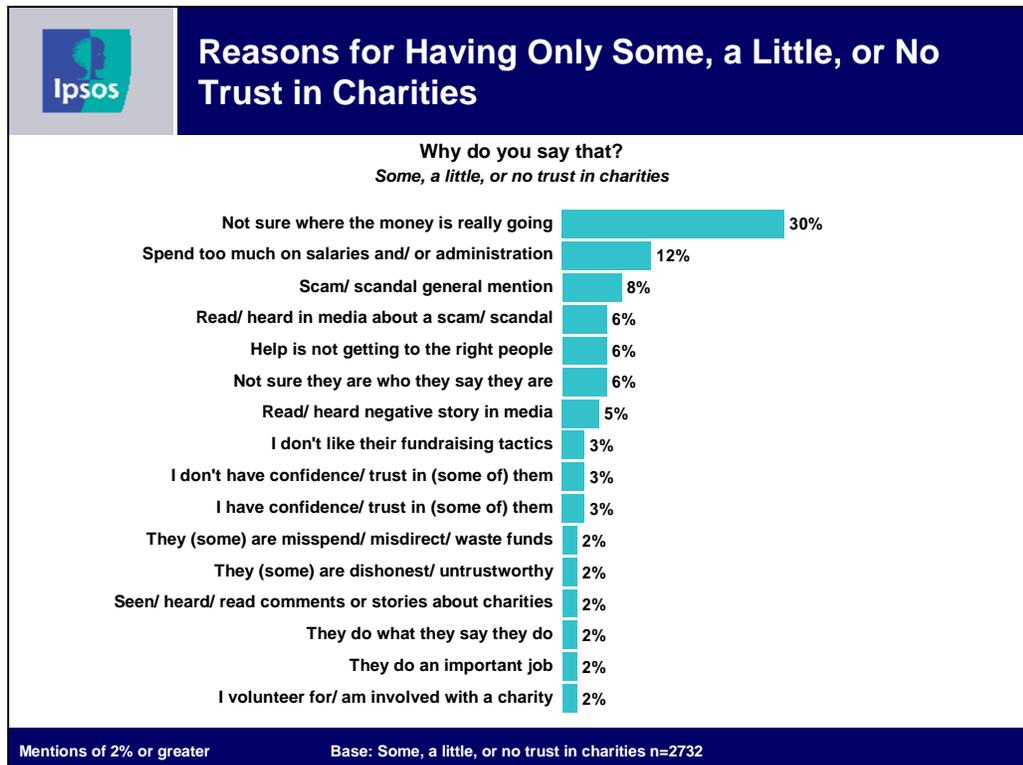
When asked why they answer as they do to the question of how much trust they have in charities, Canadians give different responses depending on how much trust they have. Those with a lot of trust in charities tend to provide a different range of answers than those with only some, a little, or no trust.

Canadians with a lot of trust in charities provide a variety of reasons for their level of trust in them. The most common response is that charities do what they say they do (15%), followed closely by the view that they do an important job (14%) and the fact that respondents volunteer for or are involved with a charity (12%). Another common response is that charities are accountable (9%). A range of other responses are less commonly mentioned. Reliability, integrity, accountability, and personal involvement are key factors in promoting trust of charities.



Reasons for Having only Some, a Little, or No Trust in Charities

Those with only some, a little, or no trust in charities also provide a range of reasons for their level of trust in charities, however in this case they provide one particular response far more than any other: that they are not sure where the money is really going (30%). Other common responses reflect this same concern about general lack of reliability, integrity, and accountability: that charities spend too much on salaries and/or administration (12%); that they are involved in some sort of scam or scandal (8%); that help is no getting to the right people (6%); and that it is not clear that the charity is who they say they are (6%).



While most responses are consistent between those who say they have some, little or no trust in charities, upon further analysis some significant differences do emerge. Feeling that help is not getting to the right people is mentioned more often by those who have no trust in charities (14%) versus those who have a little (7%) or some (5%) trust. Further, a number of reasons cited by less than 2 percent of respondents overall, are mentioned with higher frequency among those who have no trust in charities: employees or volunteers steal/misappropriate funds/commit crimes (8%); I don't (like to) donate to charity (5%); I had a negative experience as an employee/volunteer/donor (4%); employees/volunteers/beneficiaries exploit charities (3%); and, they (some) are not making progress/ I don't see results (2%).

2.3 Trust in Different Types of Charities

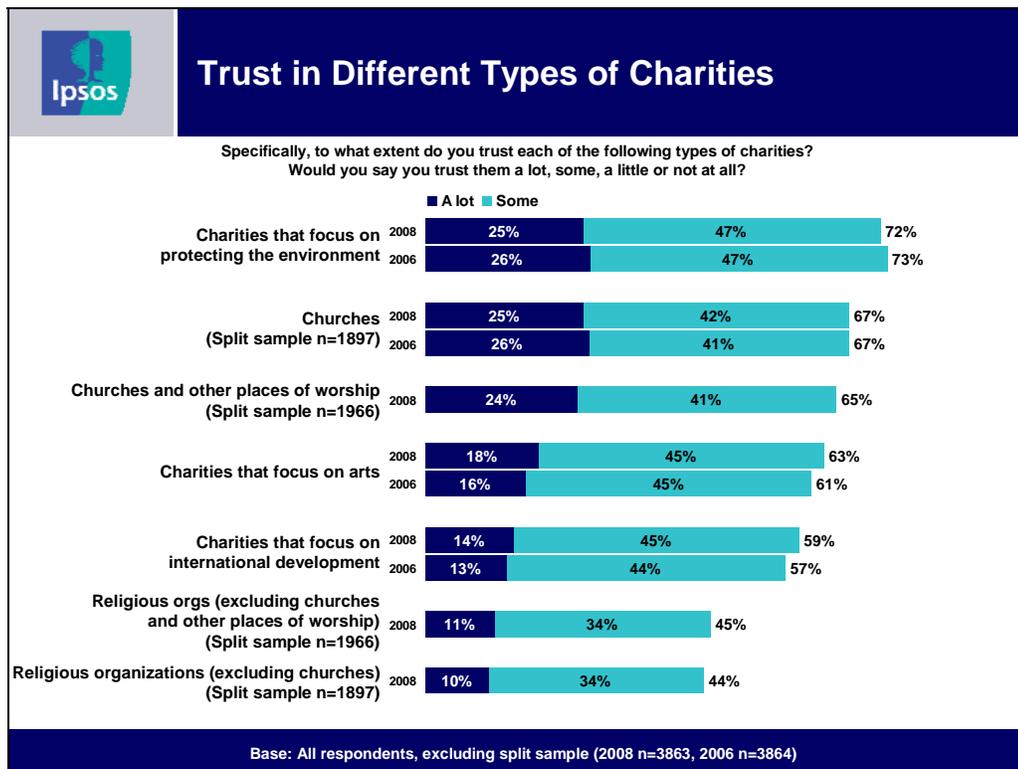
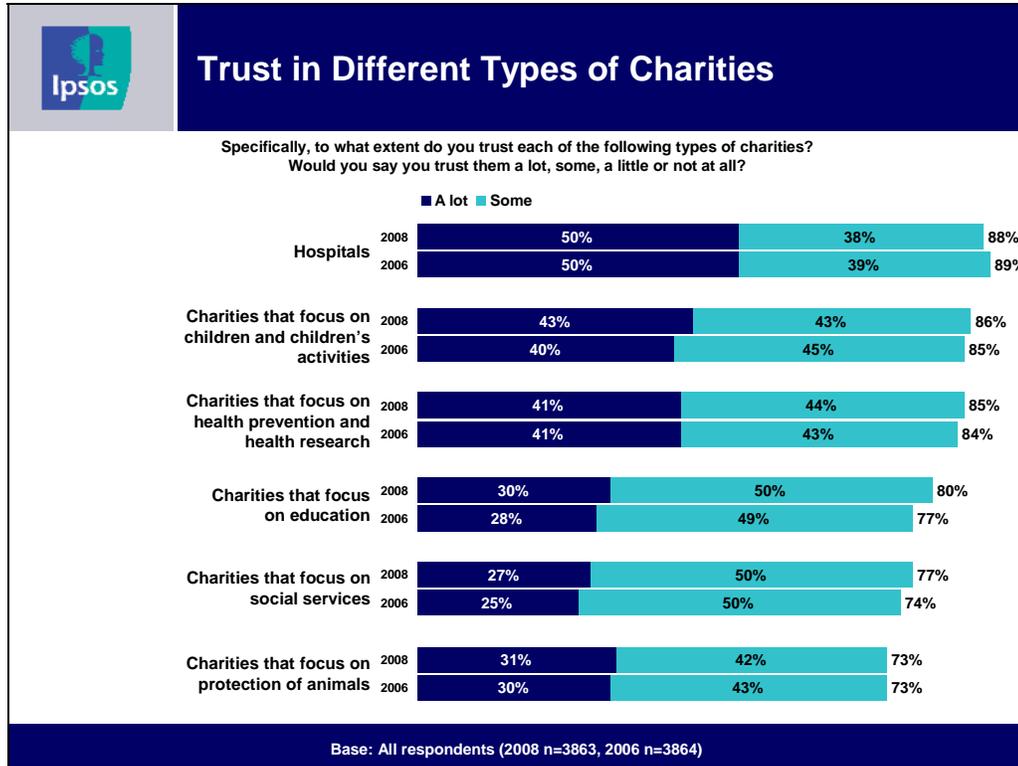
Canadians' trust in charities varies greatly depending on the type of charity. Of the thirteen types of charities asked about, Canadians are most likely to have a lot or some trust in hospitals (88%), charities that focus on children and children's activities (86%), and charities that focus on health prevention and health research (85%).

Hospitals, however, are clearly the most trusted type of charity, with half of Canadians (50%) trusting them a lot, compared to two in five (43%) who have a lot of trust in charities that focus on children and children's activities (43%), and a similar proportion (41%) who have a lot of trust in charities that focus on health prevention and health research.

Below this top tier of trusted charities sit a number of charities in which between two-thirds and four-fifths of Canadians have a lot or some trust. Four in five Canadians trust charities that focus on education (80%), and about three in four trust charities that focus on social services (77%), protection of animals (73%), and protection of the environment (72%).

This year, a split sample method was employed in order to examine differences in levels of trust in churches (and other places of worship), compared to religious organizations excluding churches (and other places of worship). The findings demonstrate that trust in "churches," as well as in "churches and other places of worship," ranks much higher than trust in religious organizations excluding churches (and other places of worship). Two in three Canadians (67%) have a lot or some trust in "churches," with a similar proportion having the same level of trust in "churches and other places of worship" (65%). By comparison, less than half (45%) trust "religious organizations (excluding churches and other places of worship)," and 44 percent trust "religious organizations (excluding churches)."

With the exception of religious organizations excluding churches (and other places of worship), Canadians are least likely to have a lot or some trust in charities that focus on the arts (63%) and on international development (59%).

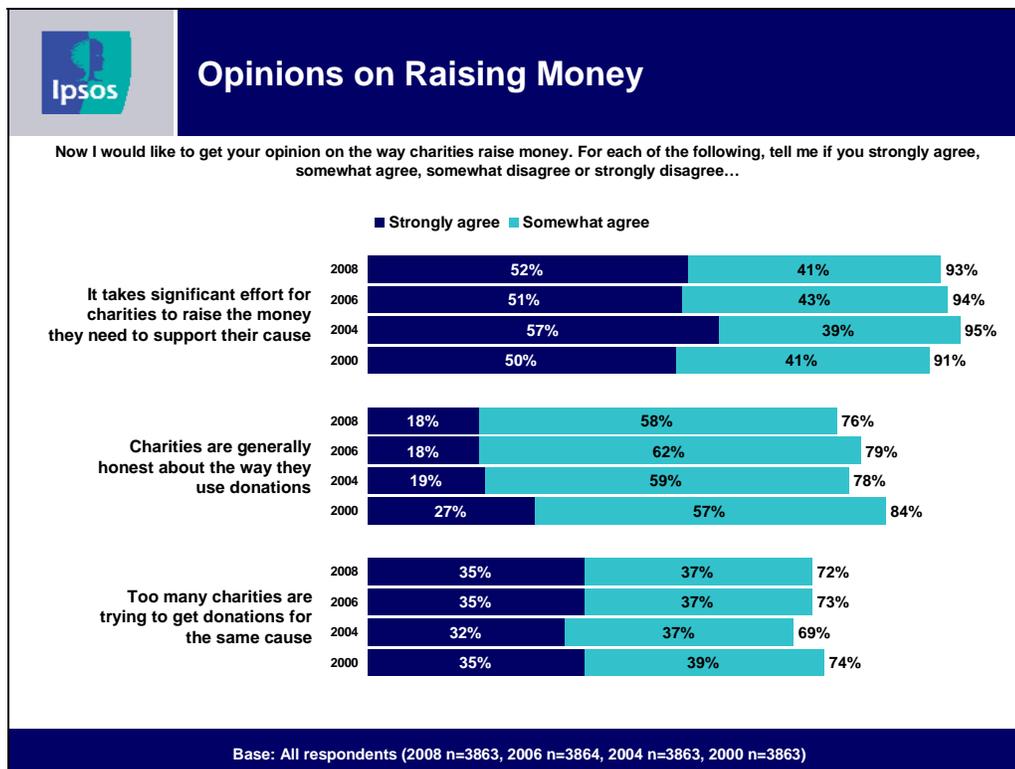


3.0 Fundraising

Canadians understand the effort required for charities to raise funds, yet have reservations about certain fundraising practices (in particular, hiring commission-based fundraisers) and feel more attention needs to be paid to how charities raise funds.

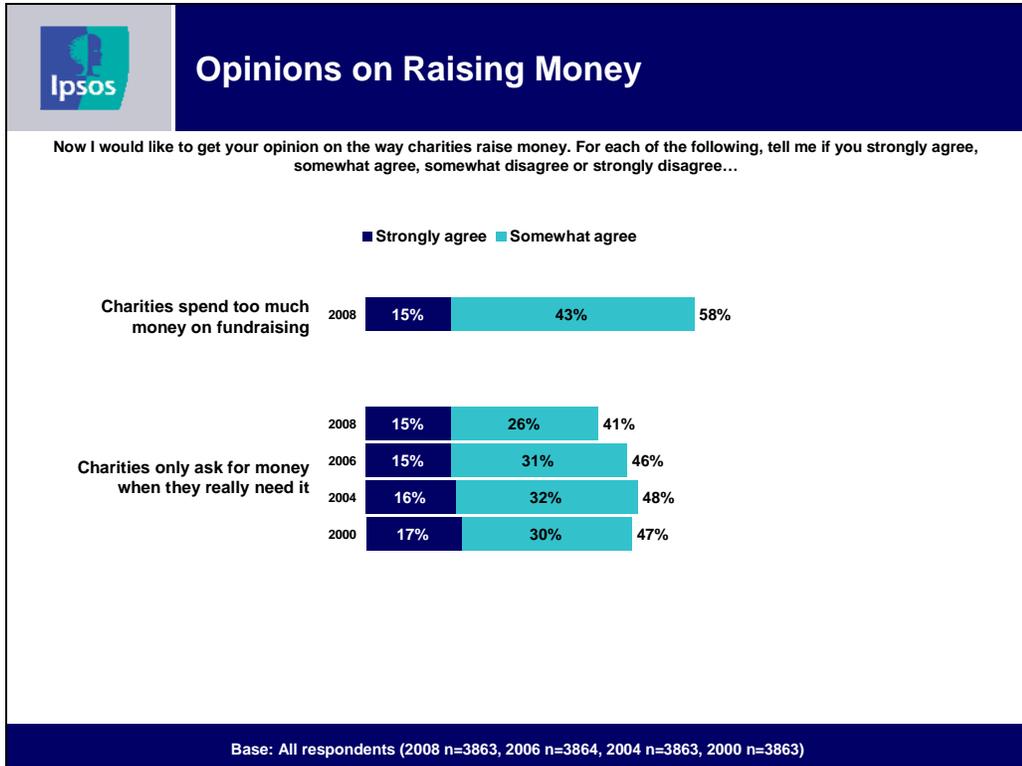
3.1 General Opinions about Fundraising

Nine in ten Canadians (93%) agree that it takes significant effort for charities to raise the money they need to support their cause, with half (52%) strongly agreeing. Although three in four Canadians (76%) agree that charities are generally honest about the way they use donations, only one in five (18%) strongly agree. Additionally, seven in ten feel there is too much overlap between charities fundraising for the same cause; nearly three in four (72%) agree that “too many charities are trying to get donations for the same cause,” with 35 percent strongly agreeing.



While nearly all Canadians feel that it takes significant effort for charities to raise the money they need to support their cause, a majority of 58 percent nevertheless agree that charities spend too much money on fundraising, though only 15 percent strongly agree that this is the case.

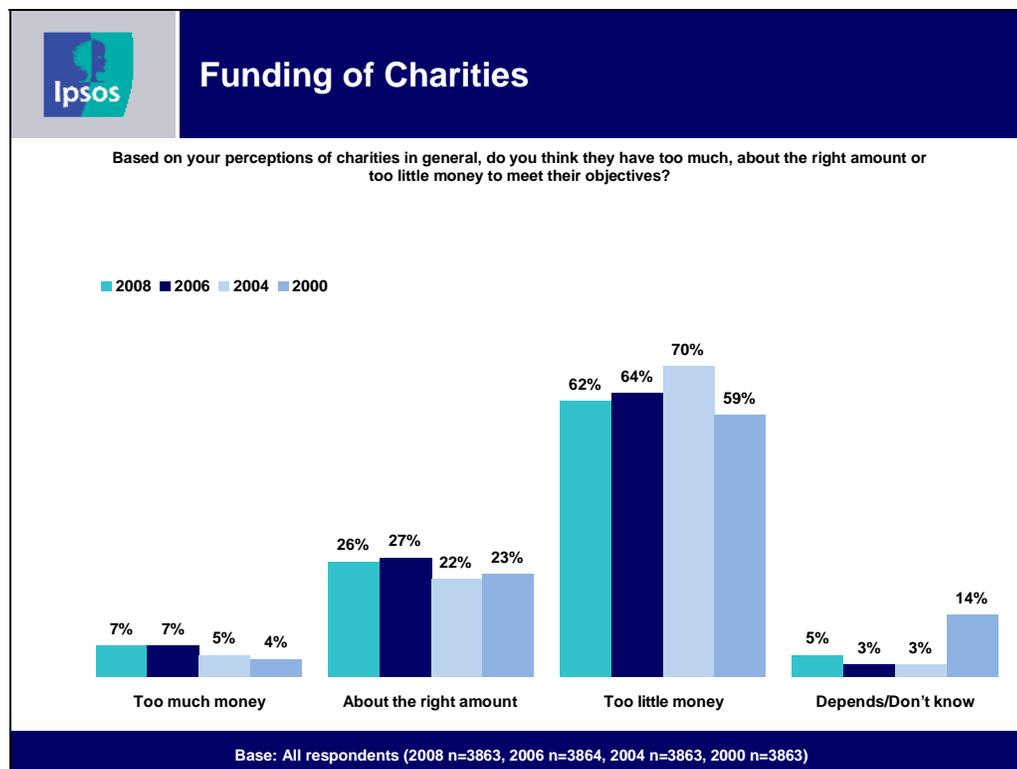
Furthermore, a majority of Canadians (59%) remain unconvinced that charities fundraise only when they need to, with only 41 percent agreeing with the statement, “Charities only ask for money when they really need it.” In fact, the proportion of those who disagree with this statement has grown since 2006, from 54 to 59 percent.



3.2 Funding Level of Charities

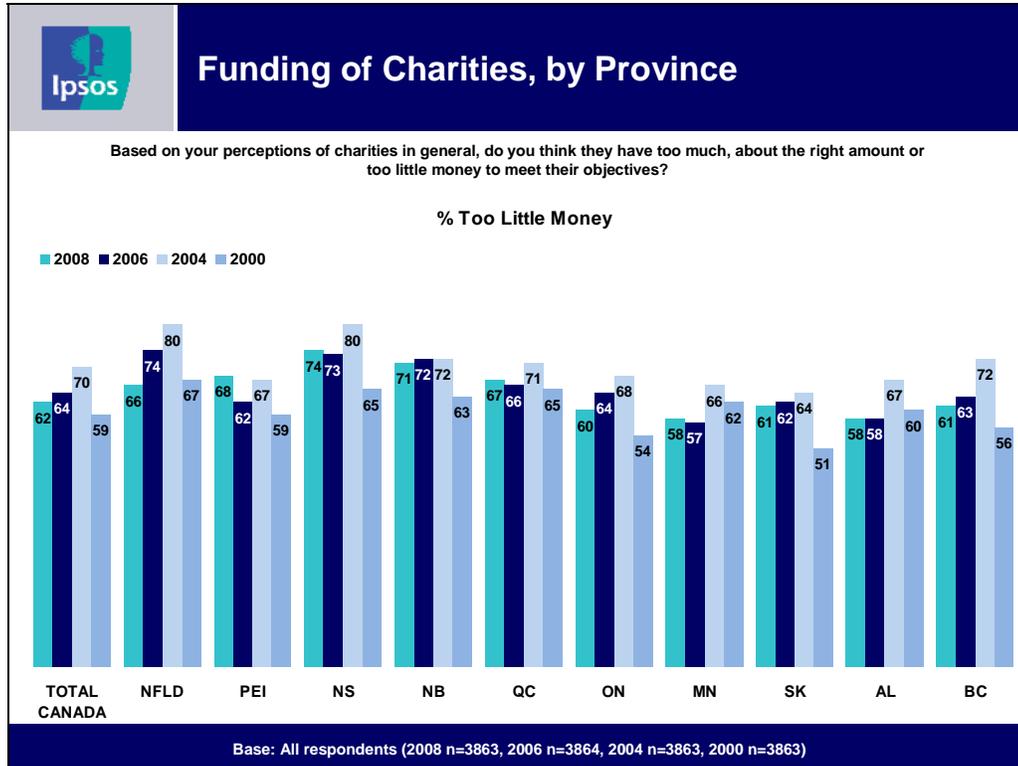
The majority of Canadians feel that charities, in general, are under-funded. Three in five Canadians (62%) think charities have too little money to meet their objectives; only seven percent feel charities have too much money, while 26 percent think charities have about the right amount of money to achieve their goals.

Between 2004 and 2006, the proportion of Canadians who felt charities have too little money to reach their objectives dropped slightly from 70 percent to 64 percent. This downward trend continues this year, albeit less pronounced, with 62 percent indicating they believe that charities have too little money to reach their objectives. In fact, this turn represents a trend back towards the levels recorded in 2000, when 59 percent of Canadians said charities have too little money to reach their objectives. However, it should be noted that a substantial proportion of respondents that year (14%) said they don't know or it depends.



Provincial, Socio-Demographic, and Attitudinal Variations

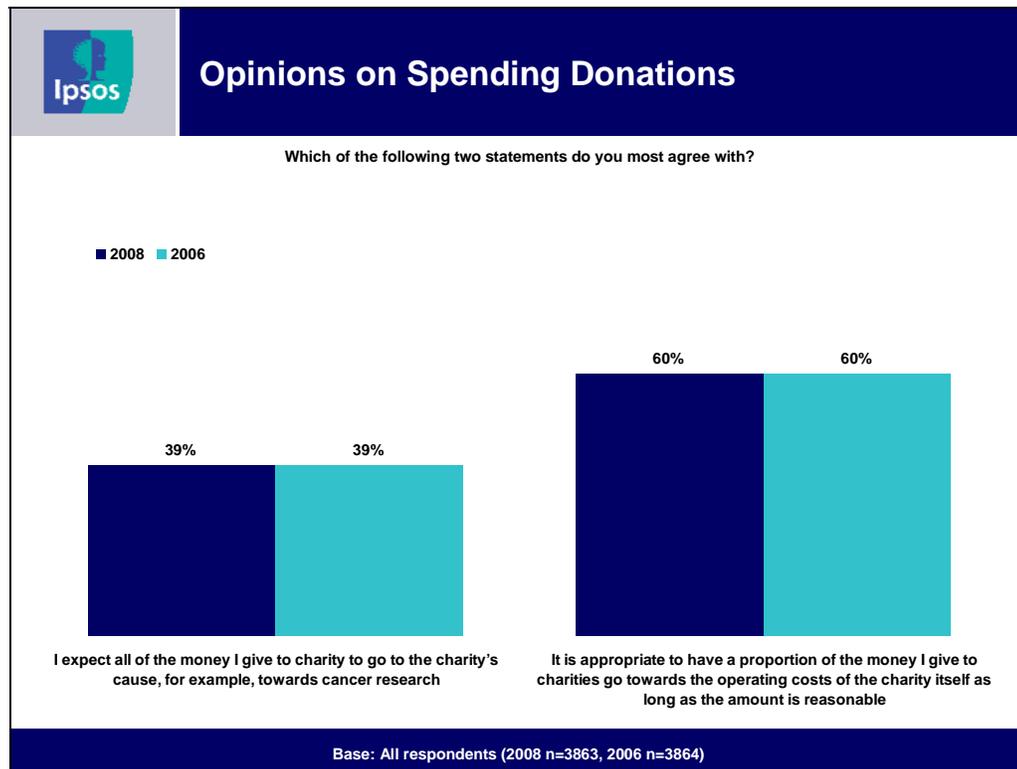
There are some differences across provinces in whether or not residents think charities have enough money to meet their objectives. Specifically, residents Nova Scotia (74%) and New Brunswick (71%) are the most likely to think that charities have too little money. The proportions of those who believe that charities have too little money have remained similar to 2004 in nearly all provinces, with the exceptions of Ontario (60% compared to 64% in 2004) and, most notably, Newfoundland (66% compared to 74% in 2004).



Perceptions of the amount of money charities have are linked to trust in charities: those with higher levels of trust are more likely to believe that charities have too little money to meet their objectives, with 71 percent of those with a lot of trust believing so, compared to 62 percent of those with some trust, 55 percent of those with little trust, and 30 percent of those with no trust. Canadians who made a charitable donation in 2007 (63%) are more likely than those who did not (58%) to say that charities have too little money.

3.3 Spending Donation Money

As was the case in 2006, Canadians recognize the costs involved in running a charitable organization and acknowledge the need to use some of the funds raised through donations to cover those costs. Respondents were asked which of the following two views is closest to their own: “I expect all of the money I give to charity to go to the charity’s cause, for example, towards cancer research”; or “It is appropriate to have a proportion of the money I give to charities go towards the operating costs of the charity itself as long as the amount is reasonable.” The findings this year are exactly the same as in 2004: six in ten Canadians (60%) say the latter statement most closely matches their own view, while a significant minority (39%) say the former reflects their opinion.



Provincial, Socio-Demographic, and Attitudinal Variations

Residents of Manitoba (68%) and British Columbia (66%) are most likely to think that it is appropriate that a proportion of their donations go towards operating costs, with those of Alberta (59%), PEI (56%), Quebec (54%), and Newfoundland (51%) being least likely to think so.

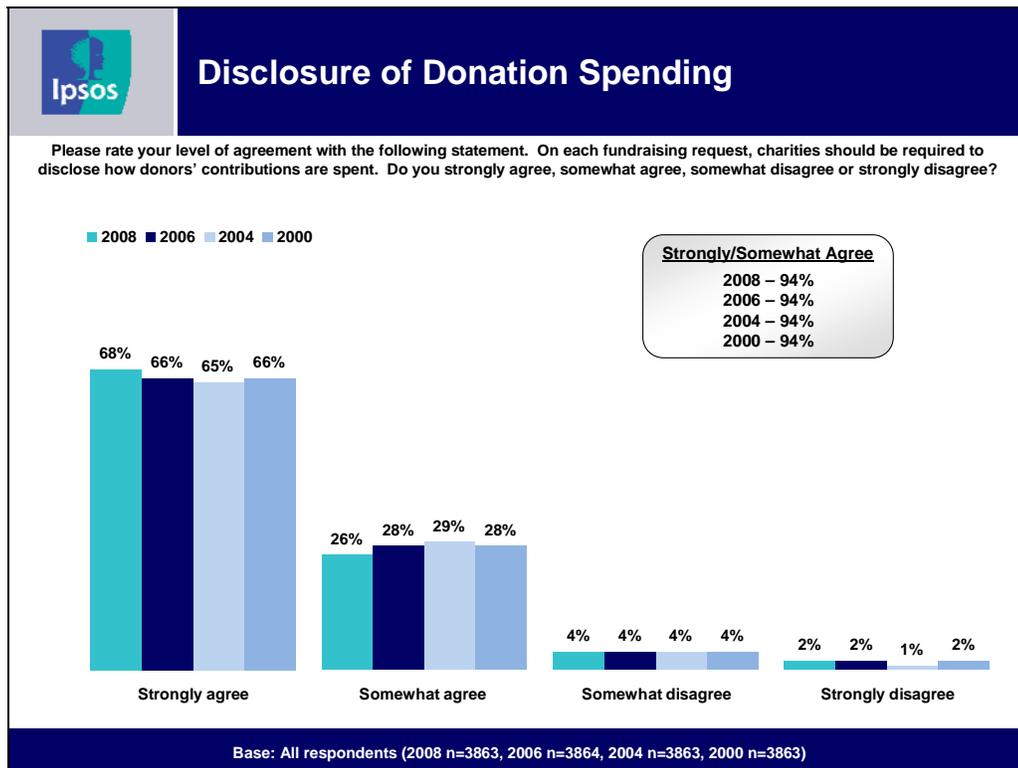
The propensity to think it is appropriate to have a proportion of the money donated to charities go towards the operating costs of the charity itself increases with education and household income. Only 40 percent of Canadians with less than a high-school education think so, compared to a peak of 73 percent among those with a post-graduate degree. Similarly, only 43 percent of those with an annual household income of less than \$20K think it is appropriate to have a proportion of money donated to charities go towards the charities’ operating costs, compared to a peak of 70 percent among those earning \$75K or more.

Canadians who made a financial donation to a charity last year are more likely than those who did not to think it is appropriate for a portion of their donation to go towards the charity's operating costs, as long as the amount is reasonable (62% vs. 53%). At the same time, those who are familiar with the work of charities are more likely than those not familiar to think likewise (62% vs. 54%). Finally, those with more trust in charities are also more likely to think it is appropriate than those with less trust, with 72 percent of those with a lot of trust saying so, compared to 59 percent of those with some trust, 51 percent of those with little trust, and 39 percent of those with no trust at all.

3.4 Disclosure on How Donations Are Spent

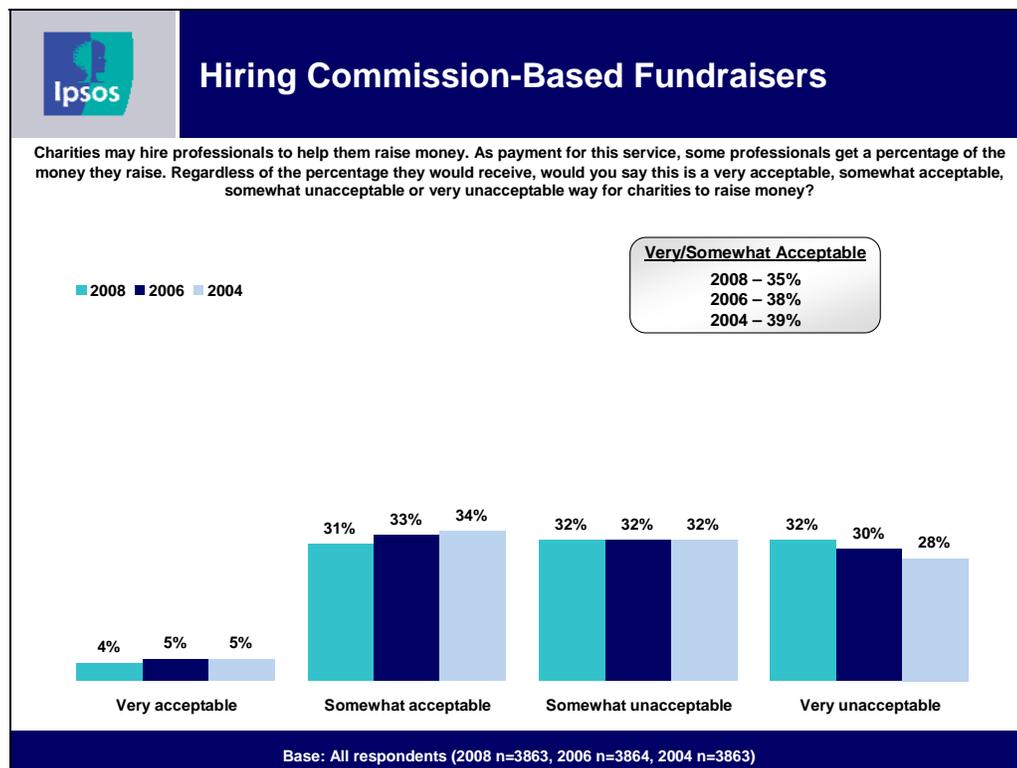
Canadians are near unanimous in their agreement that on each fundraising request, charities should be required to disclose how donors' contributions are spent. More than nine in ten Canadians (94%) agree that charities should be obligated to disclose how they use donors' contributions, with two in three (68%) strongly agreeing. Only two percent of Canadians strongly disagree with this idea. These findings are consistent with those of past years.

The propensity to agree that, on every fundraising request, charities should be required to disclose how donors' contributions are spent is similar across regional and demographic groups.



3.5 Views on Commission-Based Fundraisers

One way charities raise money is by hiring commission-based fundraisers to raise money on their behalf. As payment for this service, some fundraisers and firms receive a percentage of the money they raise. When informed about the practice of hiring commission-based fundraisers, a majority of Canadians are opposed to it. Six in ten Canadians (64%) feel it is unacceptable for charities to hire commission-based fundraisers who keep a portion of the money raised as payment, with three in ten (32%) finding it very unacceptable. A mere four percent find this method of fundraising to be very acceptable. Canadians' views on charities hiring commission-based fundraisers are virtually identical to their views in past years.

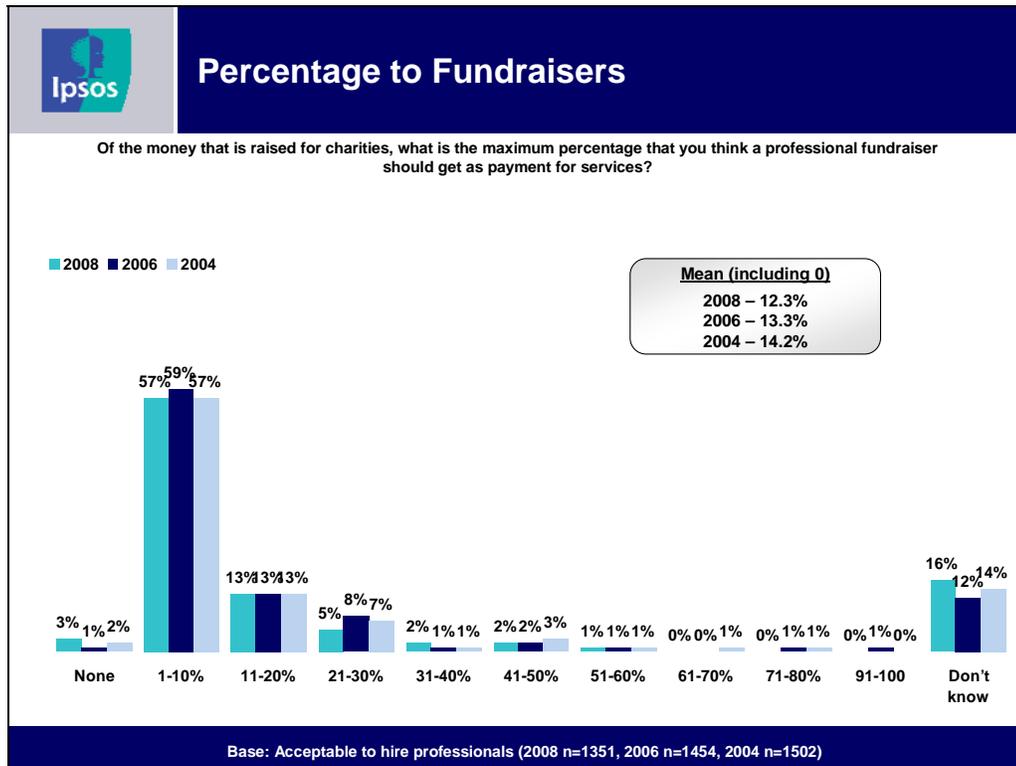


Provincial, Socio-Demographic, and Attitudinal Variations

Men (38%) are more likely than women (33%) to consider it acceptable for charities to hire commission-based fundraisers. The same can be said of younger Canadians, with those younger than 25, aged 25 to 34, and 35 to 44 (48%, 46%, and 38%, respectively) being more likely to consider it acceptable than those aged 45 to 54, 55 to 64, and 65 or older (32%, 31%, and 29%, respectively).

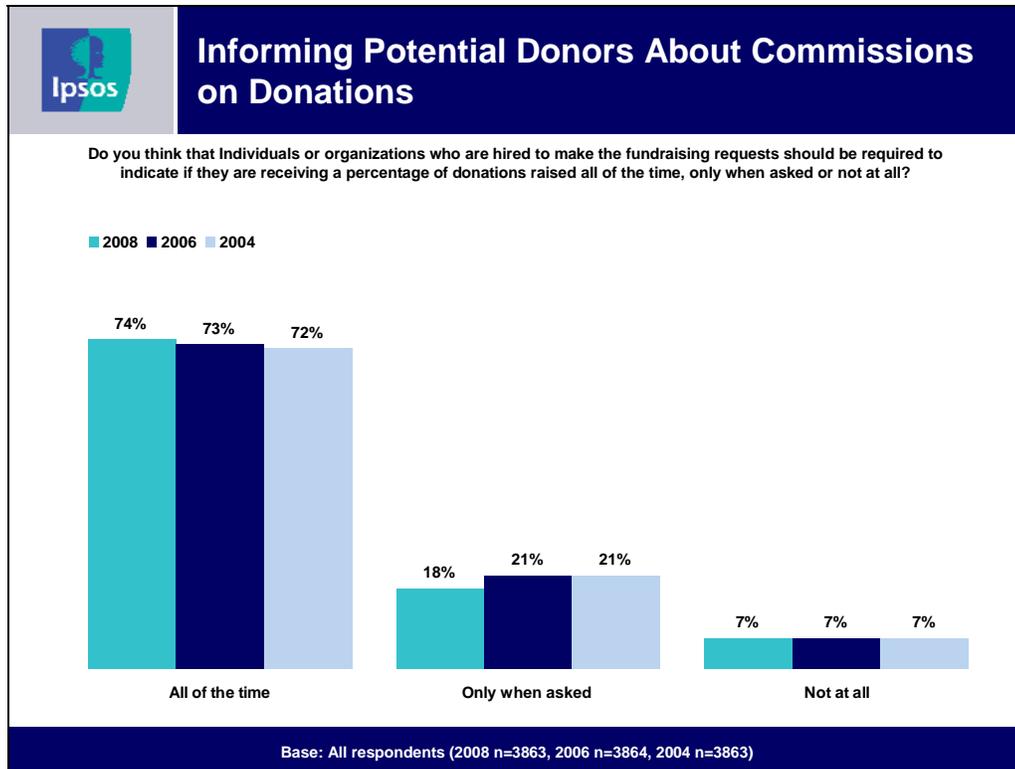
Those with a lot of trust in charities (40%) are more likely to consider it acceptable for charities to hire commission-based fundraisers than those with only some (35%), little (32%), or no (23%) trust in charities. At the same time, Canadians who made a financial donation to charity in 2007 (33%) are less likely than those who did not (45%) to think it is acceptable for charities to hire commission-based fundraisers to raise money on their behalf.

Of the 35 percent of Canadians who think that hiring commission-based fundraisers is a somewhat or very acceptable practice, three in five (60%) feel that these fundraisers should receive no more than ten percent of the money they raise as payment for their services. The average maximum proportion that Canadians feel commission-based fundraisers should receive for their work is 12.3 percent of the funds they raise. Canadians' views on the percentage they feel commission-based fundraisers should receive as payment for their services has decreased consistently over the past few years, with an average of 14.2 percent in 2004 and an average of 13.3 percent in 2006.



3.6 Disclosure by Commission-Based Fundraisers

Three in four Canadians (74%) think that commission-based fundraisers should always be required to indicate that they are receiving a percentage of the donations raised, while one in five (18%) feel these fundraisers should be required to disclose this information only when asked, and less than one in ten (7%) think commission-based fundraisers should not be required to reveal this information at all. Again, Canadians' views on requiring commission-based fundraisers to disclose the percentage of donation amounts they receive as payment for their services have held constant through 2004, 2006, and the current year.



Provincial, Socio-Demographic, and Attitudinal Variations

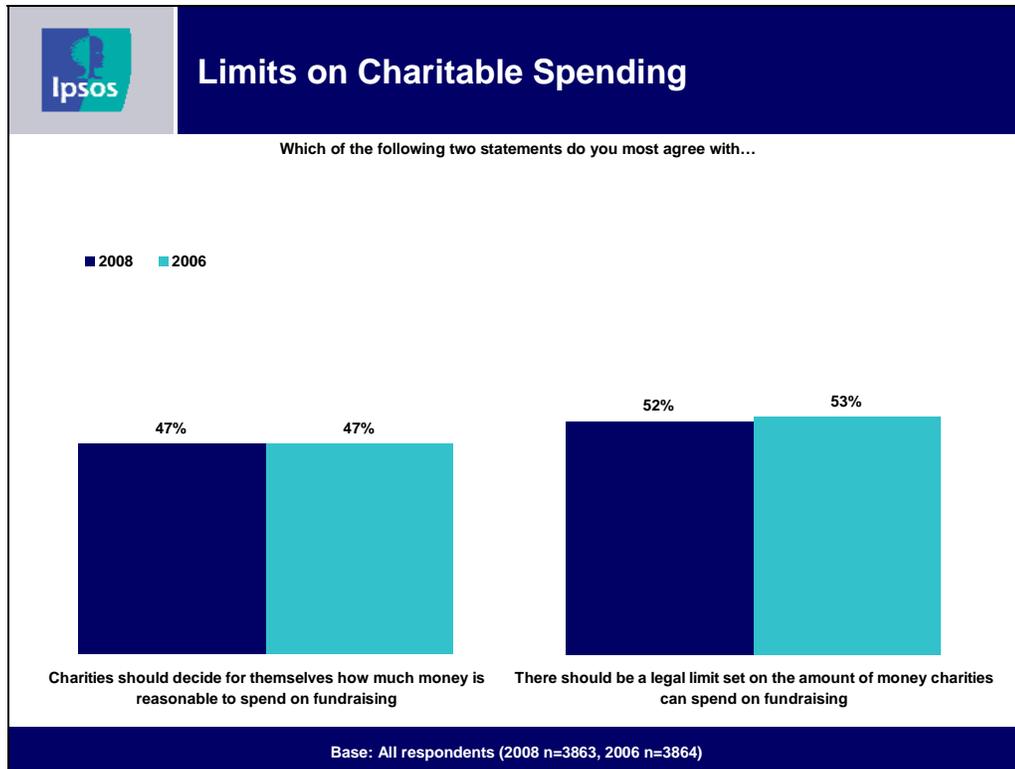
Older Canadians are more likely than younger ones to feel that commission-based fundraisers should always be required to indicate that they are receiving a percentage of the donations raised: 78 percent of those aged 45 to 54, and 82 percent of those aged 55 to 64, hold this view, compared to 71 percent of those aged 35 to 44, 68 percent of those aged 25 to 34, and 59 percent of those younger than 25 years old.

Propensity to think that commission-based fundraisers should indicate that they are receiving a percentage of the donations raised all of the time is lower among those with very low household incomes and levels of education. Only 56 percent of Canadians with a household income of less than \$20K think commission-based fundraisers should disclose that they receive a percentage of donations raised all the time, compared to 73 percent among those earning \$20K-<\$50K, and even greater proportions of those with larger incomes. Similarly, 63 percent of those with less than a high-school education hold this view, compared to 70 percent among those with a high-school education and even greater proportions of those with higher levels of education.

Canadians who made a charitable donation in 2007 (77%) are more likely than those who did not (65%) to say that commission-based fundraisers should indicate that they are receiving a percentage of the donations raised all of the time.

3.7 Regulation of Amount Spent on Fundraising

Canadians are fairly evenly divided in their views on whether or not there should be legal limits on how much money charities spend on fundraising. Respondents were asked to choose from among two statements the one that most closely represented their own: “There should be a legal limit set on the amount of money charities can spend on fundraising” or “Charities should decide for themselves how much money is reasonable to spend on fundraising.” Just over half (52%) believe that there should be a legal limit set on the amount of money charities can spend on fundraising, and just under half (47%) feel charities should be able to decide for themselves.



Provincial, Socio-Demographic, and Attitudinal Variations

Those who are more likely to agree that charities should decide for themselves how much money is reasonable to spend on fundraising include:

- Residents of Alberta (54%) compared to those of British Columbia (47%), Ontario (46%), Newfoundland (45%), and Quebec (43%);
- Those with higher levels of education; and
- Those with a lot of trust in charities (58%) compared to those with only some (44%), little (41%), or no (25%) trust.

Those who are more likely to agree that there should be a legal limit set on the amount of money charities can spend on fundraising include:

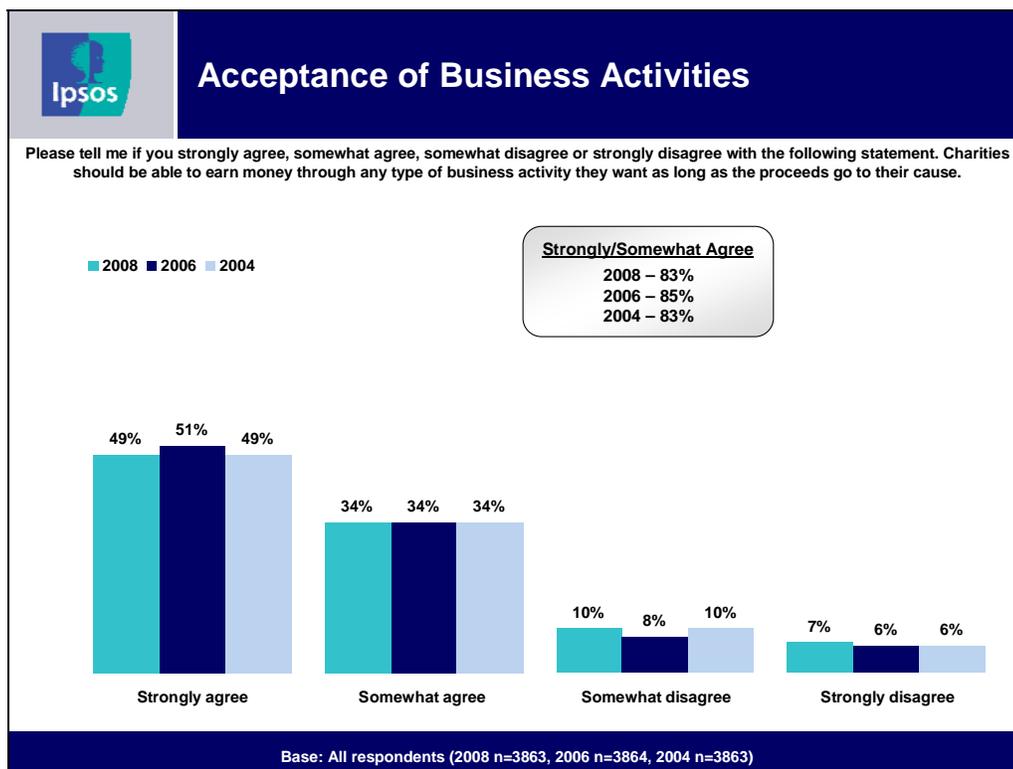
- Those aged 45 to 54 (55%), 55 to 64 (56%), and 65 or older (66%), compared to those aged 35 to 44 (46%), 25 to 34 (41%), and less than 25 (34%);

3.8 Business-Based Fundraising

Another means by which some charities raise funds is through business activities, such as owning retail outlets that sell products and second-hand goods, renting out space in the buildings they own, and selling products door-to-door. Most Canadians view charities' business activities positively – with some reservations.

Support for Business Activities

More than four in five Canadians (83%) agree that charities should be able to earn money through any type of business activity they want, as long as the proceeds go to their cause, with half (49%) strongly agreeing. Only seven percent of Canadians strongly disagree with this view. These findings are virtually the same as in 2004 and 2006.



Provincial, Socio-Demographic, and Attitudinal Variations

Residents of Quebec (21%) are more likely than those of other provinces to disagree with the statement, “Charities should be able to earn money through any type of business activity they want as long as the proceeds go to their cause.”

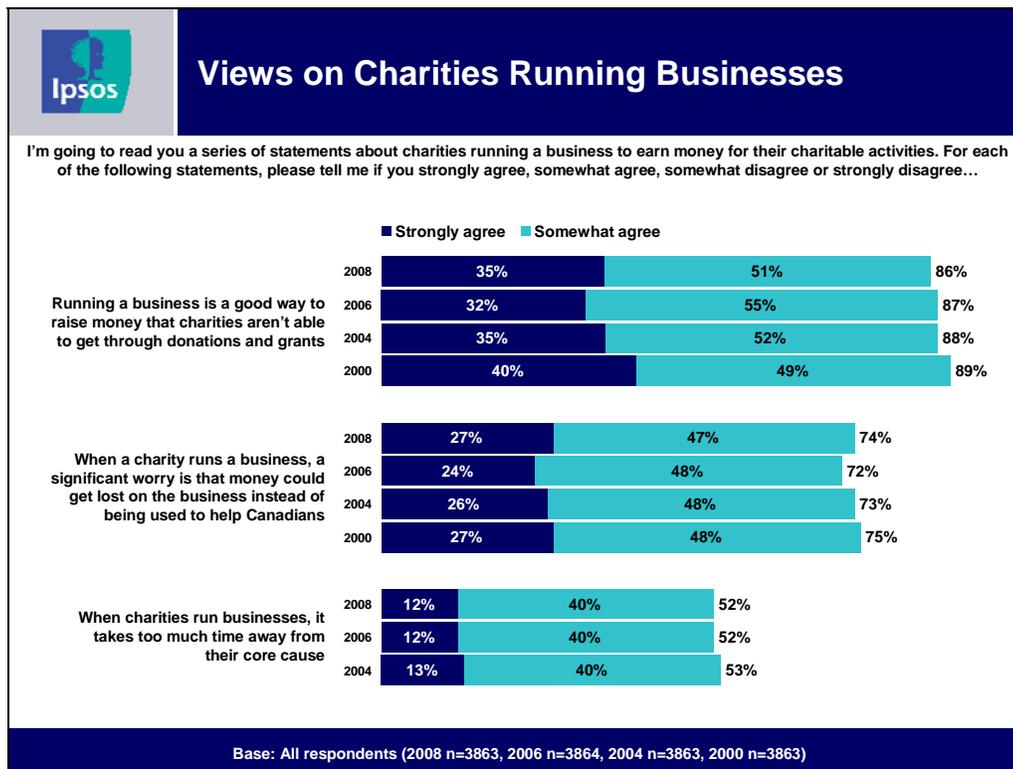
Those with a post-graduate education (28%) are more likely to disagree with this statement than those with lower levels of education; in fact, disagreement drops to 14 percent among those with high-school or less education.

Likewise, those who attend religious services at least once a week (23%) are more likely to hold this view than those who attend services less often.

Concerns about Business Activities

Canadians do have some concerns about charities becoming involved in business ventures. On the one hand, nearly nine in ten Canadians (86%) agree that running a business is a good way for charities to raise money that they aren't able to get through donations and grants, with 35 percent strongly agreeing. Only five percent of Canadians strongly disagree that running a business is a good way for charities to raise money.

On the other hand, however, three in four Canadians (74%) agree that when a charity runs a business, a significant worry is that money could get lost on the business instead of being used to help Canadians. And half of Canadians (52%) agree that when charities run businesses, it takes too much time away from their core cause, although only 12 percent strongly agree with this view.



Provincial, Socio-Demographic, and Attitudinal Variations

Those who are more likely to disagree with the statement, "Running a business is a good way to raise money that charities aren't able to get through donations and grants," include:

- Residents of Quebec (17%) compared to those of other provinces; and
- Those aged 65 or older (19%) compared to younger Canadians.

Those who are more likely to agree with the statement, "Running a business is a good way to raise money that charities aren't able to get through donations and grants," include:

- Those with some (86%) or a lot (88%) of trust in charities, compared to those with no trust in charities (77%); and
- Those with a household income of \$50K-<\$75K (89%), \$75K-<\$100K (90%), and \$100K or more (89%), compared to those earning \$20K-<\$50K (82%) and less than \$20K (83%).

Residents of Quebec (34%) are more likely than those of all other provinces to disagree with the statement, “When a charity runs a business, a significant worry is that money could get lost on the business in stead of being used to help Canadians.”

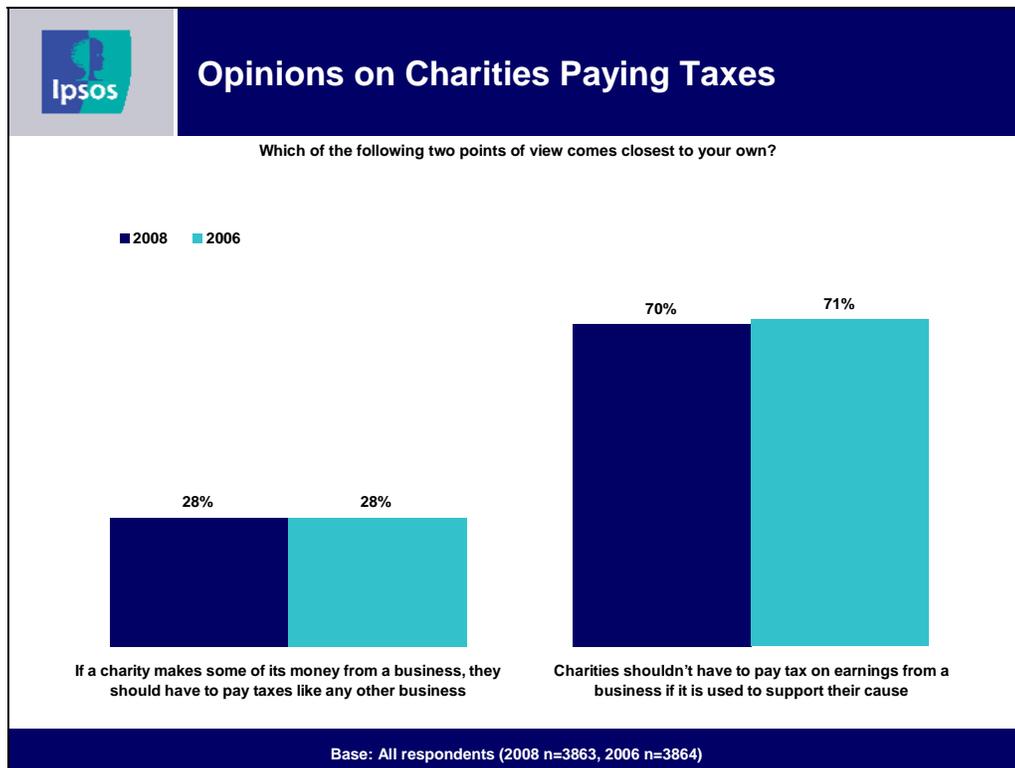
Those who are more likely to disagree with the statement, “When charities run businesses, it takes too much time away from their core cause,” include:

- Those with a college (46%), some university (52%), complete university (49%), and graduate (52%) education, compared to those with only a high-school education (35%) or less (38%);
- Those with a household income of \$100K or more (54%), compared with those earning \$50K-<\$75K (39%), \$20K-<\$50K (42%) and less than \$20K (41%);
- Those who are familiar with charities (47%) compared with those who are not (38%); and
- Those who made a charitable donation in 2007 (46%) compared to those who did not (38%).

Residents of Quebec (61%) are more likely than those of other provinces to agree with the statement, “When charities run businesses, it takes too much time away from their core cause.”

Charitable Businesses and Taxes

As businesses are required to pay taxes on the money they earn, some controversy emerges when a charitable organization runs a business – should they have to pay taxes just like any other business? Respondents were presented with two statements and asked which point of view comes closest to their own: “If a charity makes some of its money from a business, they should have to pay taxes like any other business” or “Charities shouldn’t have to pay tax on earnings from a business, if it is used to support their cause.” Seven in ten Canadians (70%) say the latter most closely reflects their position, while 3 in 10 (28%) say the former reflects their own view. These results are the same as in 2006.



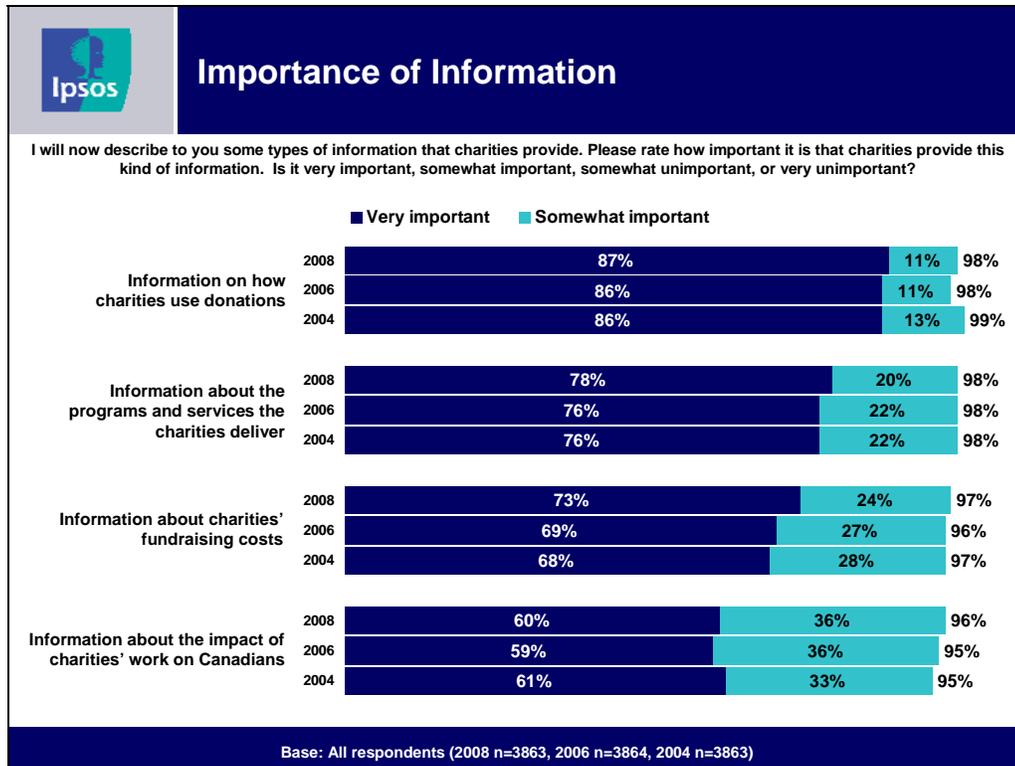
Provincial, Socio-Demographic, and Attitudinal Variations

Those who have a lot (74%) or some (70%) trust in charities are more likely than those with no trust in them (59%) to agree with the statement, “Charities shouldn’t have to pay tax on earning from a business if it is used to support their cause.” Likewise, those who made a charitable donation in 2007 (72%) are more likely to agree with this statement than those who did not (66%).

4.0 Information Provided by Charities

4.1 Importance of Information

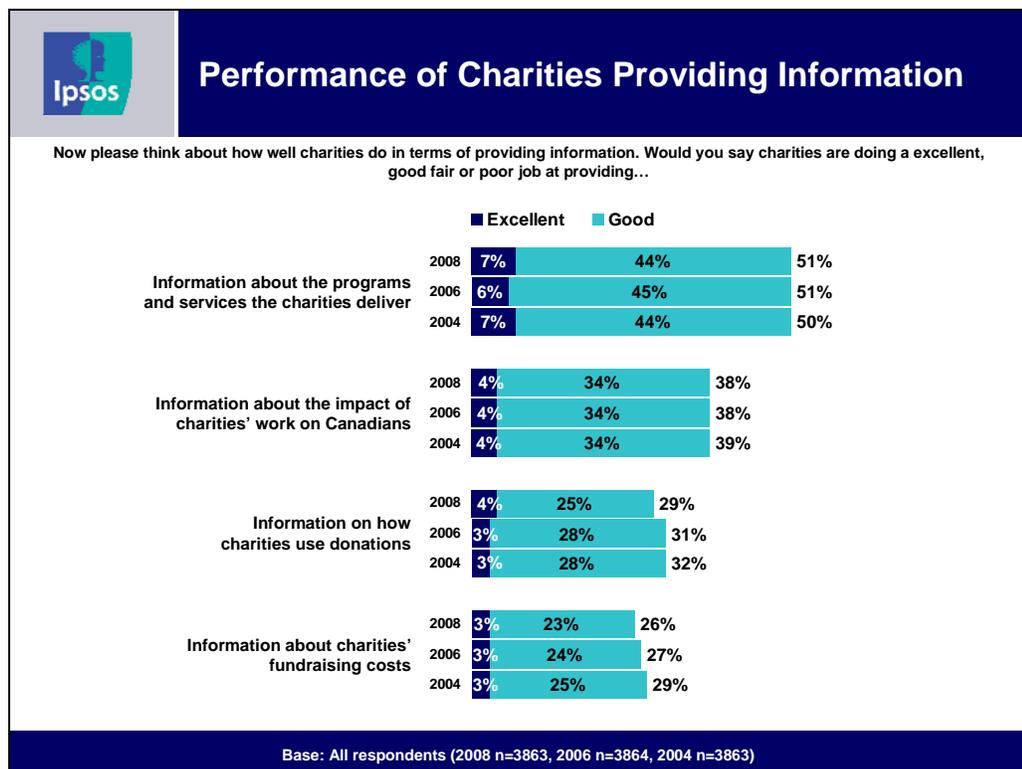
Virtually all Canadians feel it is important for charities to provide certain types of information to the public. Almost all Canadians think it is important (very or somewhat) for charities to provide information on how they use donations (98%); information about the programs and services the charities deliver (98%); information about charities' fundraising costs (97%); and information about the impact of charities' work on Canadians (96%).



While there is little difference in overall perception of the importance of these four types of information, there is a clear hierarchy when it comes to the proportion of Canadians who say each is *very* important. Almost nine in ten (87%) Canadians say it is very important that charities provide information on how they use donations, while four in five (78%) adults feel it is very important that charities provide information about the programs and services they deliver. Three in four (73%) say information about charities' fundraising costs is very important, while two in five (60%) feel that information about the impact of charities' work on Canadians is very important. Canadians' views on the importance of information provided by charities have not changed significantly since 2004 and 2006.

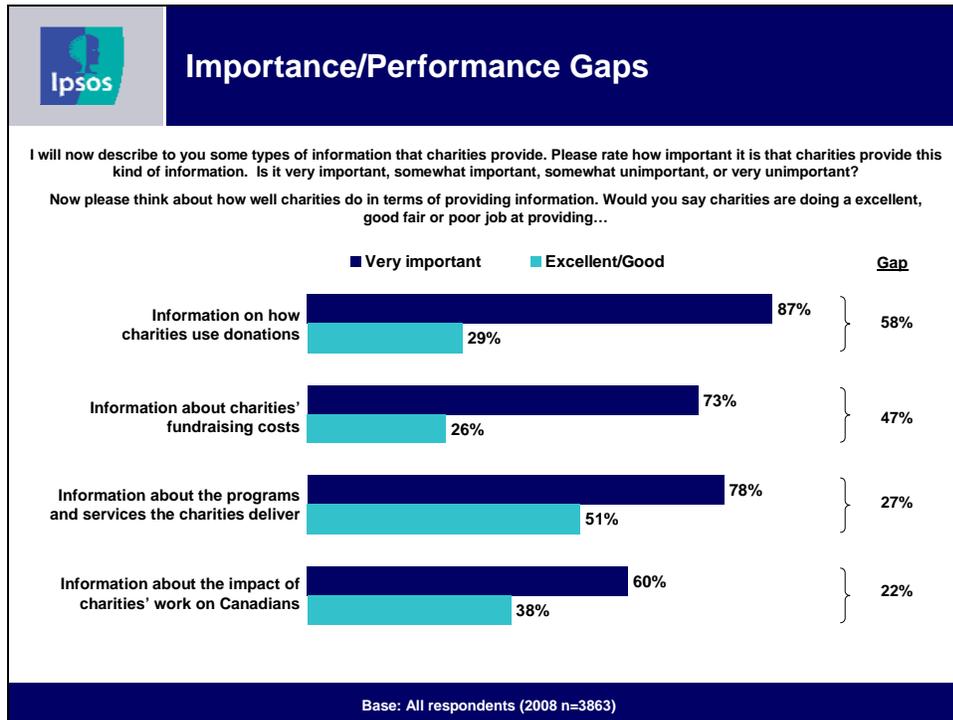
4.2 Provision of Information by Charities

When it comes to Canadians' assessment of how well charities do in terms of providing these types of information, results are less positive. Respondents were asked whether charities are doing an excellent, good, fair or poor job at providing different types of information. Half of Canadians (51%) think charities do an excellent or good job in providing information about the programs and services they deliver, with only seven percent saying charities do an excellent job. Only two in five (38%) think charities do an excellent or good job at providing information about the impact of their work on Canadians, with a mere four percent saying they do an excellent job. Three in ten (29%) say charities do an excellent or good job in providing information on how they use donations, with only four percent saying charities do an excellent job. And one in four (26%) think charities do an excellent or good job in providing information about charities' fundraising costs, with a mere three percent saying they do an excellent job. Canadians' views on charities' performance in providing information are the same as in 2004 and 2006.

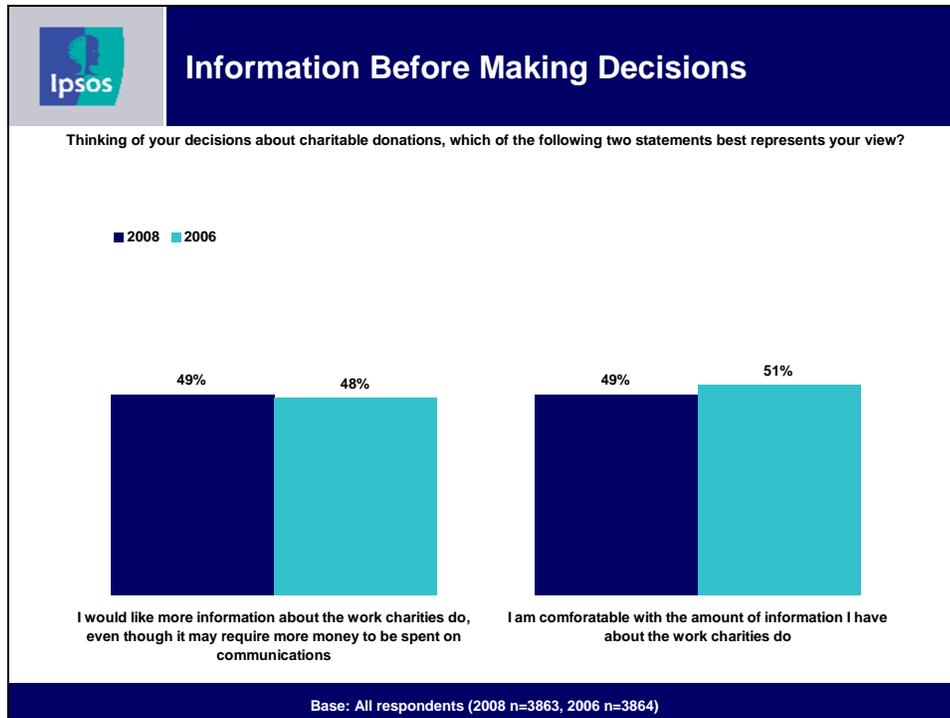


Clearly, in terms of providing information, charities are not seen as performing nearly as well as they should, given the level of importance ascribed to the provision of this information. A comparison of the perceived performance of charities in providing each of these types of information against the importance ascribed to each type yields an analysis of the gap between performance and importance, that is, how far short charities are seen as falling of the public's expectations. This analysis points to areas with the greatest need for improvement. Since all four types of information are viewed as very or somewhat important by virtually all Canadians, the comparison has been made against the proportion who view each type of information as very important.

With 58 percent gap between importance and performance, Information on how charities use donations is the area with the greatest room for improvement and the most urgent need for it. Information about charities' fundraising costs comes next, with a 47 percent gap. Charities appear to perform relatively stronger when it comes to providing information about the programs and services they deliver (only a 27% gap) and information about the impact of their work on Canadians (only a 22% gap).



Reflecting the divide among Canadians in their views on how well charities do in providing information about their programs and services, Canadians also are evenly split on whether or not they would like to have more information about the work that charities do, even if it may require more money to be spent on communications. Respondents were asked to choose the point of view closest to their own from among the following statements: “I would like more information about the work charities do, even though it may require more money to be spent on communications” or “I am comfortable with the amount of information I have about the work charities do.” Half (49%) say the former statement most closely mirrors their own thoughts, while another half (49%) say the latter most accurately reflects their own view. Again, these findings are similar as in 2006.



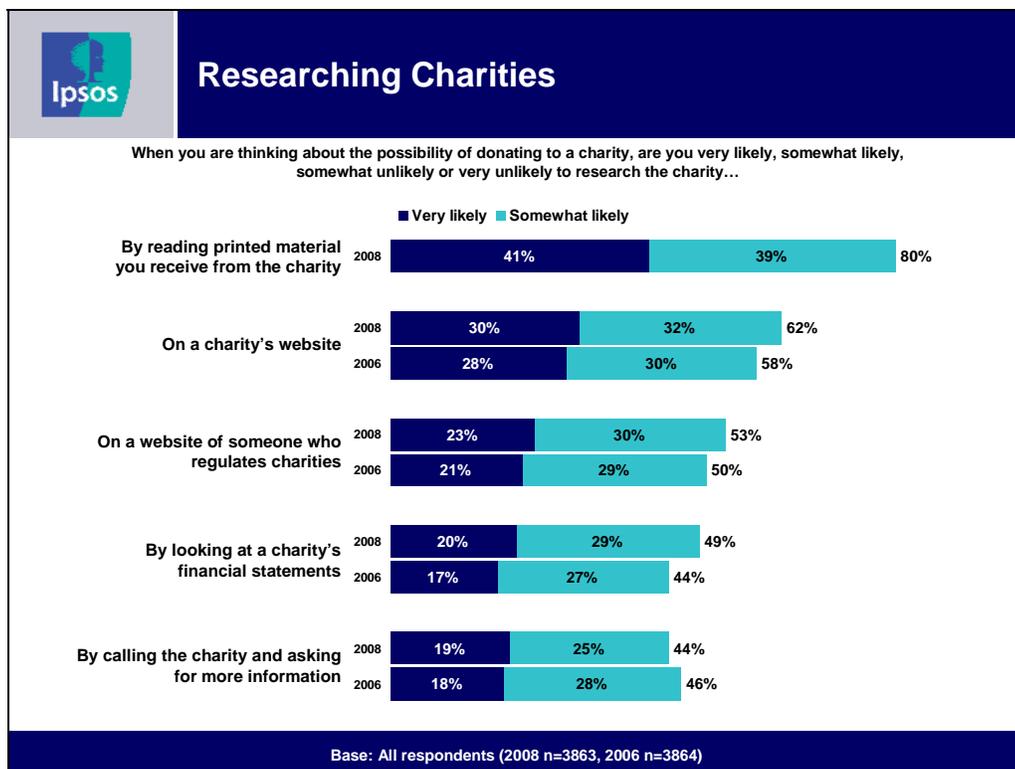
Provincial, Socio-Demographic, and Attitudinal Variations

Those who are more likely to say that the statement, “I am comfortable with the amount of information I have about the work charities do,” include:

- Residents of Quebec (56%) compared to those of other provinces;
- Women (52%) compared to men (47%); and
- Those with a lot of trust in charities (61%) compared to those with only some (46%), little (42%), or no (43%) trust in them.

4.3 Sources of Information

Despite the prevalence of web-based information, Canadians are most likely to research a charity to which they are considering the possibility of donating by turning to printed material they receive from the charity. Four in five Canadians (80%) say they are very or somewhat likely to research a charity by reading printed material they receive from the charity, with two in five (41%) saying they are very likely to do so. Six in ten (62%) say they are somewhat or very likely to research the charity on its own website, with three in ten (30%) saying they are very likely to do so. More than half (53%) say they are very or somewhat likely to conduct this type of research on a website of someone who regulates charities. Half (49%) are likely to research a charity they are considering donating to by looking at the charity's financial statements, while somewhat fewer (44%) would call the charity and ask for more information. With the exception of reading printed material and accessing a charity's own website, relatively few Canadians say they are very likely to research a charity they are thinking of donating to using a given research method.



5.0 Monitoring Charities

Although Canadians place considerable importance on monitoring charities' fundraising activities and spending practices, awareness of organizations that monitor charities is low.

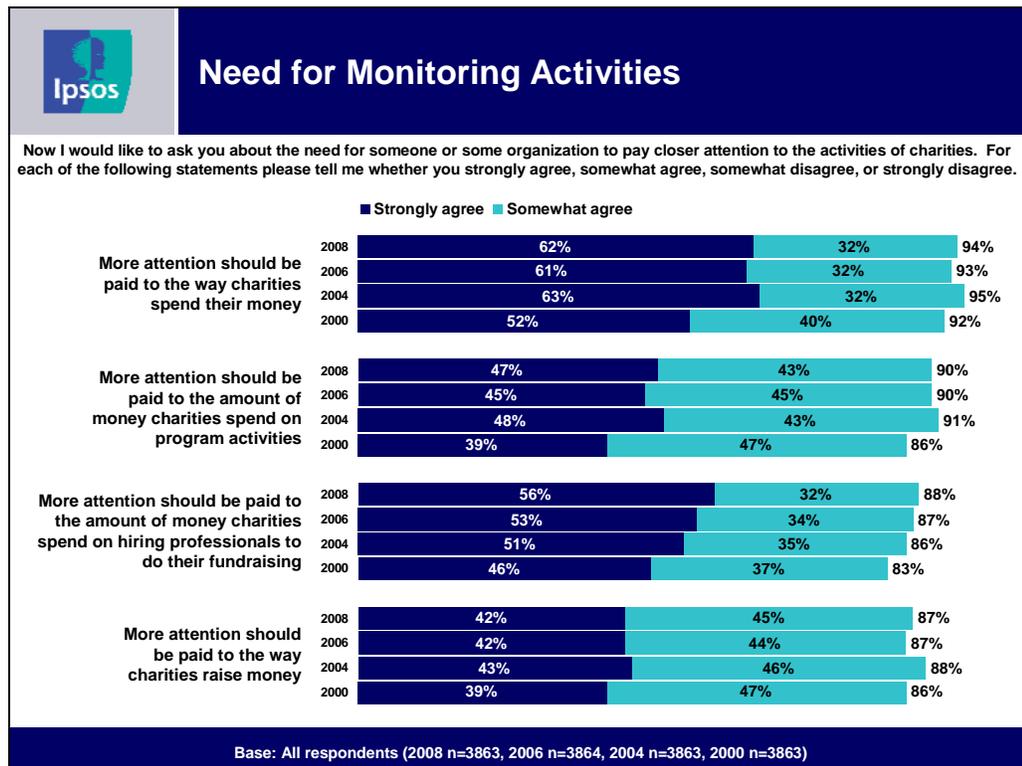
5.1 Need for Monitoring Charities' Activities

Nearly all Canadians (94%) agree that more attention should be paid to the way charities spend their money; three in five (62%) strongly agree.

Nine in ten Canadians (90%) agree that more attention should be given to the amount of money that charities spend on program activities, with just under half (47%) agreeing strongly.

A strong majority of Canadians (88%) think that more attention should be paid to the amount of money charities spend on hiring professionals to do their fundraising; just over half (56%) strongly agree. While the percentage who agree strongly or somewhat with this statement has been high since 2000, the proportion of these who strongly agree has increased consistently, from 46 percent in 2000 to 56 percent this year.

Nearly nine in ten (87%) agree that more attention should be paid to the way charities raise money, with four in ten (42%) agreeing strongly.



Provincial, Socio-Demographic, and Attitudinal Variations

Those who are more likely to strongly agree with the statement, “More attention should be paid to the way charities spend their money,” include:

- Those with lower levels of education: less than a high-school education (70%), a high-school education (64%), and a college education (67%) compared to those with a university degree (56%) or a post-graduate education (53%); and
- Those with lower levels of trust in charities: some (64%), little (72%), or no (83%) trust in charities compared to a lot of trust (48%) in them.

Those who are more likely to strongly agree with the statement, “More attention should be paid to the amount of money charities spend on program activities,” include:

- Residents of Quebec (60%) compared to those of all other provinces;
- Those with a high-school education (53%) or less (55%) compared to those with higher levels of education;
- Older respondents: those aged 55 to 64 (51%) and 65 or older (53%) compared to those aged 35 to 44 (44%), 25 to 34 (40%), and less than 25 (41%);
- Those who are not familiar with charities (53%) compared to those who are (46%); and
- Those with lower levels of trust in charities: some (47%), little (56%), or no (66%) trust in charities compared to a lot of trust (39%) in them.

Those who are more likely to strongly agree with the statement, “More attention should be paid to the amount of money charities spend on hiring professionals to do their fundraising,” include:

- Residents of Quebec (64%) compared to those of other provinces;
- Older respondents: those aged 45 to 54 (60%), 55 to 64 (63%), and 65 or older (64%) compared to those aged 35 to 44 (50%), 25 to 34 (44%), and less than 25 (42%); and
- Those with lower levels of trust in charities: some (57%), little (61%), or no (65%) trust in charities compared to a lot of trust (48%) in them.

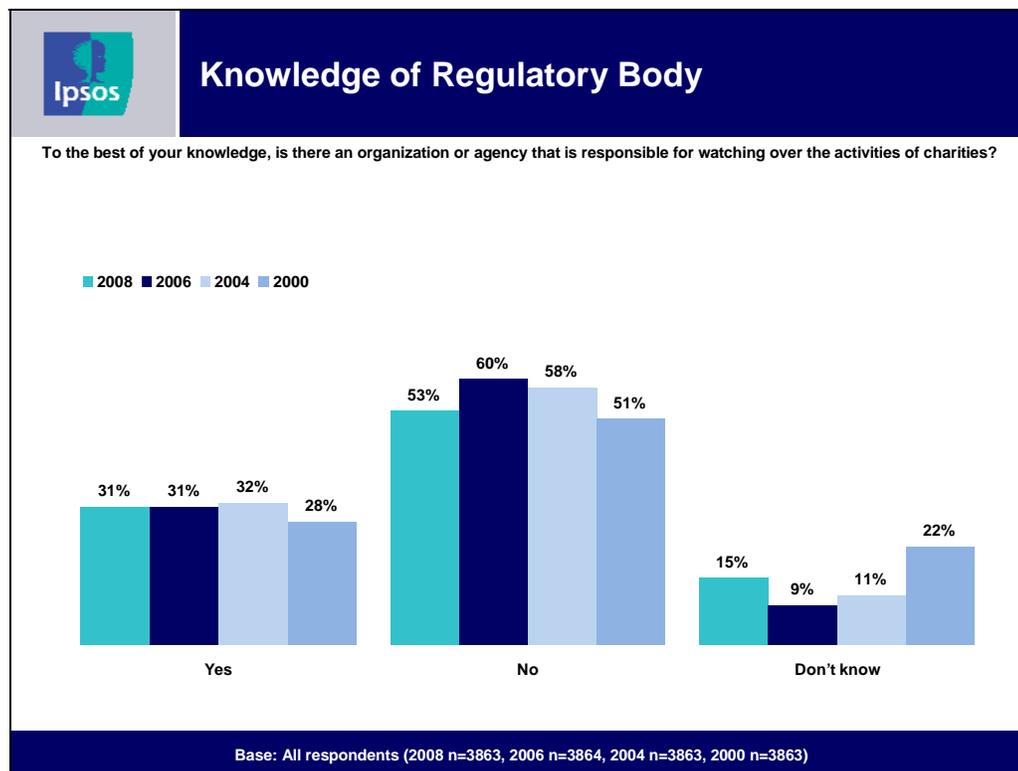
Those who are more likely to strongly agree with the statement, “More attention should be paid to the way charities raise money,” include:

- Residents of Quebec (51%) compared to those of other provinces;
- Those with less than a high-school education (52%) compared to those with higher levels of education;
- Older respondents: those aged 45 to 54 (45%), 55 to 64 (45%), and 65 or older (49%) compared to those aged 25 to 34 (35%) and less than 25 (34%);
- Those who are not familiar with charities (48%) compared to those who are (41%); and
- Those with lower levels of trust in charities: some (42%), little (48%), or no (66%) trust in charities compared to a lot of trust (35%) in them.

5.2 Knowledge of Regulatory Body Responsible for Charities

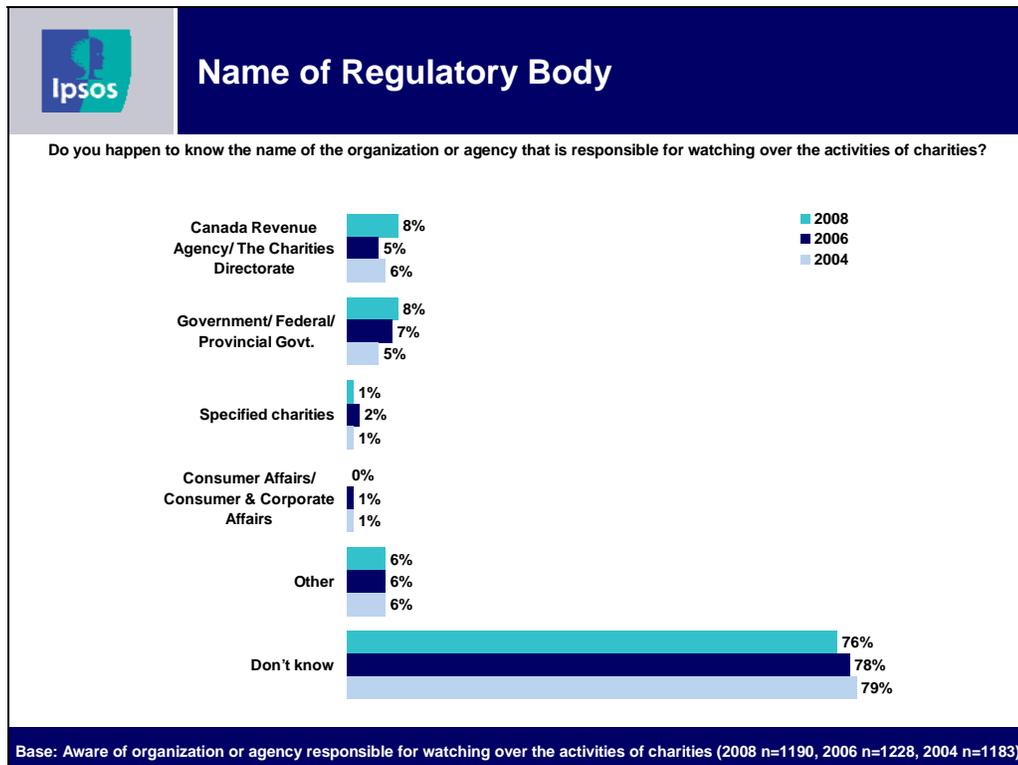
Respondents were asked whether, to the best of their knowledge, there is an organization or agency that is responsible for watching over the activities of charities. Only three in ten Canadians (31%) are aware that there are organizations that monitor charities' activities. Over half (53%) believe there is no such organization or agency, and 15 percent say they don't know whether or not there is such an organization or agency.

While the proportion of Canadians who are aware of an organization or agency that monitors the activities of charities has remained more or less constant since 2000, the percentage of those who are unaware of such organizations has fluctuated. In this latest wave, the proportion of Canadians who say they are unaware of such organizations has shrunk to 53% from 60% in 2006, almost a return to the lowest level of 51% recorded in 2000. However, given the constancy of the proportion who are aware, the upshot of this fluctuation in the percentage of those who are unaware has been a corresponding shift in the share of those who answer "don't know" to this question.



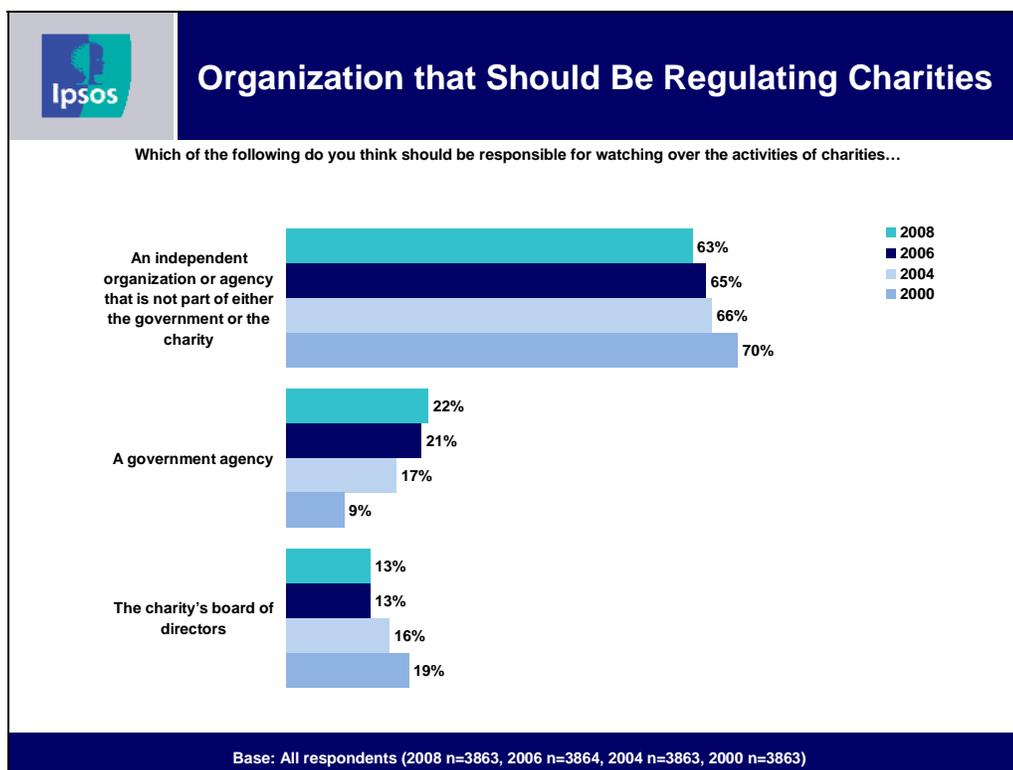
Name of Regulatory Body

Respondents who say there is an organization or agency that is responsible for watching over the activities of charities were asked if they know the name of that organization or agency. As in previous years, more than three in four (76%) respond that they don't know the name of the organization responsible for monitoring the activities of charities. Nearly one in ten (8%) mention the Canada Revenue Agency/Charities Directorate, and the same proportion (8%) mention the federal or provincial government. One percent mention a specific charity as the organization responsible for monitoring charities' activities.



5.3 Type of Regulatory Body

In the 2004 Talking about Charities report, we noted that a significant shift had occurred in Canadians' views on which organization or agency should monitor the activities of charities. At that time, we saw noticeable decreases in the proportions of Canadians who thought that the charity's own board of directors or an independent organization or agency should assume this role, mirrored by a marked increase in the proportion who assigned this role to a government agency. This trend has now stabilized, with 63% saying an independent organization or agency that is not part of either the government or a charity should monitor charities' activities and just over one in five Canadians (22%) saying that a government agency should have the responsibility – consistent with 2006 levels.



Provincial, Socio-Demographic, and Attitudinal Variations

Those who made a charitable donation in 2007 (65%) are more likely than those who did not (57%) to think that an independent organization or agency that is not part of either the government or the charity should be responsible for watching over the activities of charities.

Those who are more likely to think that a government agency should be responsible for watching over the activities of charities include:

- Men (25%) compared to women (18%);
- Those with a post-graduate education (30%) compared to those with lower levels of education; and
- Those who did not make a charitable donation in 2007 (28%) compared to those who did (20%).

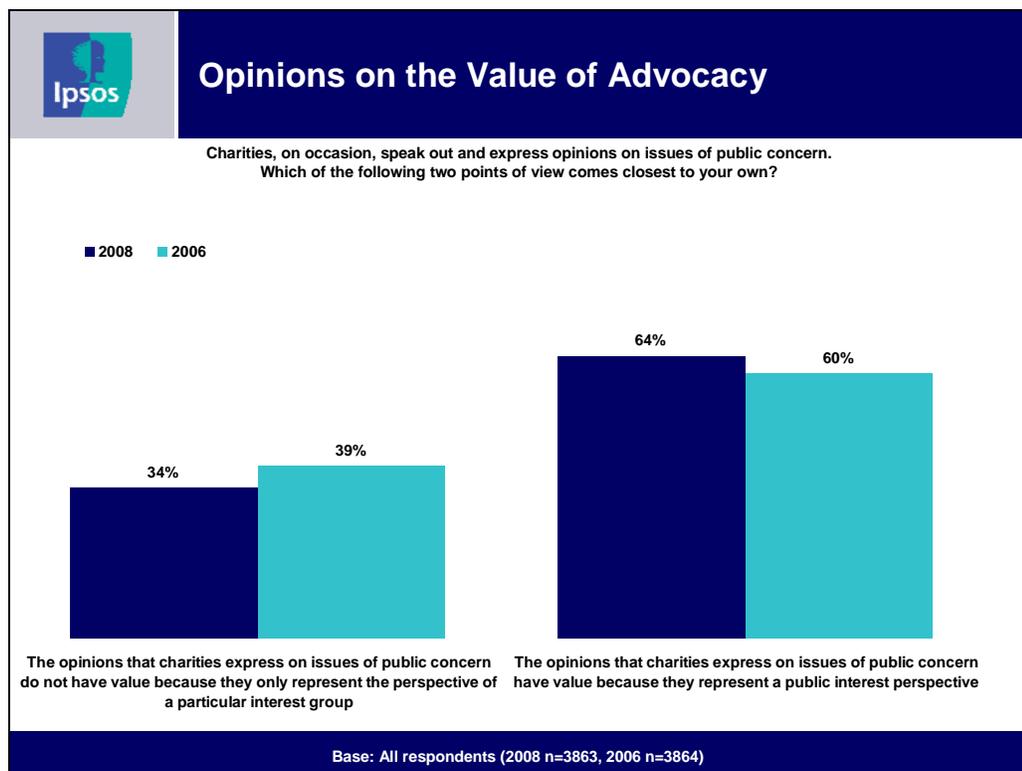
Those who are more likely to think that the charity's own board of directors should be responsible for watching over its activities include:

- Women (15%) compared to men (11%); and
- Those with a high-school education (16%) or less (22%) compared to those with higher levels of education.

6.0 Advocacy Activities

6.1 Value of Advocacy

Most Canadians believe there is value in charities expressing their opinions on issues of public concern. Respondents were asked which of two statements is closer to their own view: “The opinions that charities express on issues of public concern have value because they represent a public interest perspective” or “The opinions that charities express on issues of public concern do not have value because they only represent the perspective of a particular interest group.” Nearly two in three Canadians (64%) say the former most closely reflects their own view, while one in three (34%) say the latter matches their personal view. This finding represents a slight rise in the proportion of Canadians who place value on the opinions that charities express, compared to 2006.



Provincial, Socio-Demographic, and Attitudinal Variations

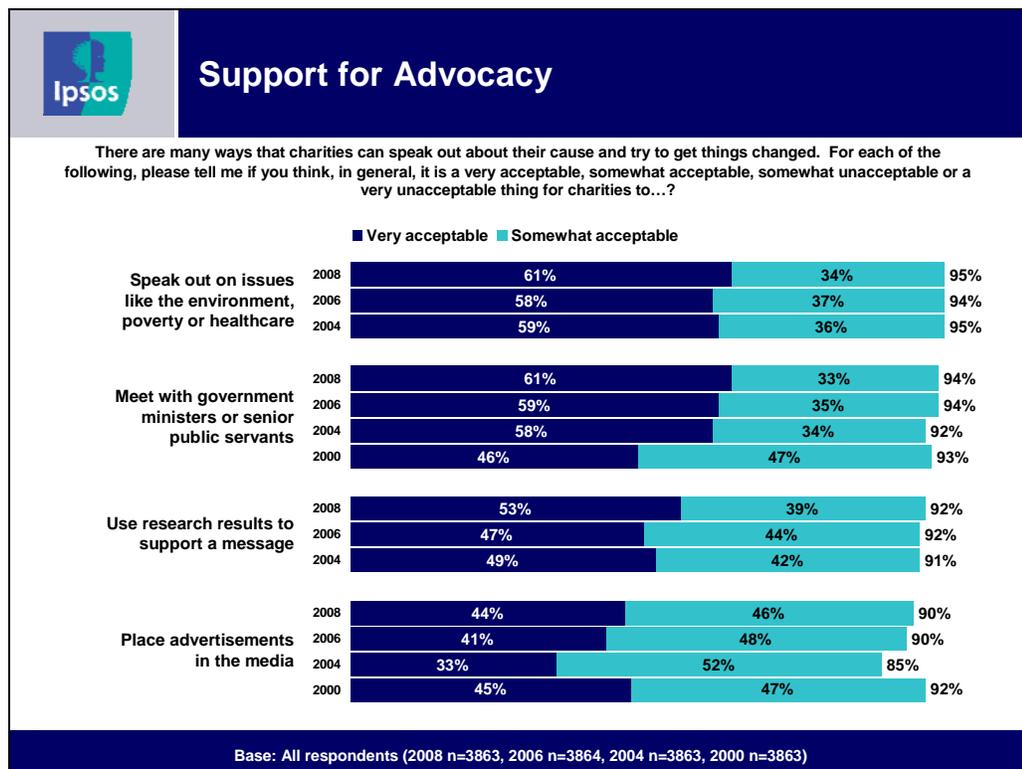
Canadians in Quebec and New Brunswick are more likely than those in other provinces to feel that the opinions that charities express on issues of public concern have value because they represent a public interest perspective. In particular, seven in ten residents of Quebec (70%) and New Brunswick (72%) hold this view, compared to six in ten among residents of British Columbia (62%) and Ontario (60%).

Women (69%) are more likely than men (58%) to feel that the opinions that charities express on issues of public concern have value because they represent a public interest perspective.

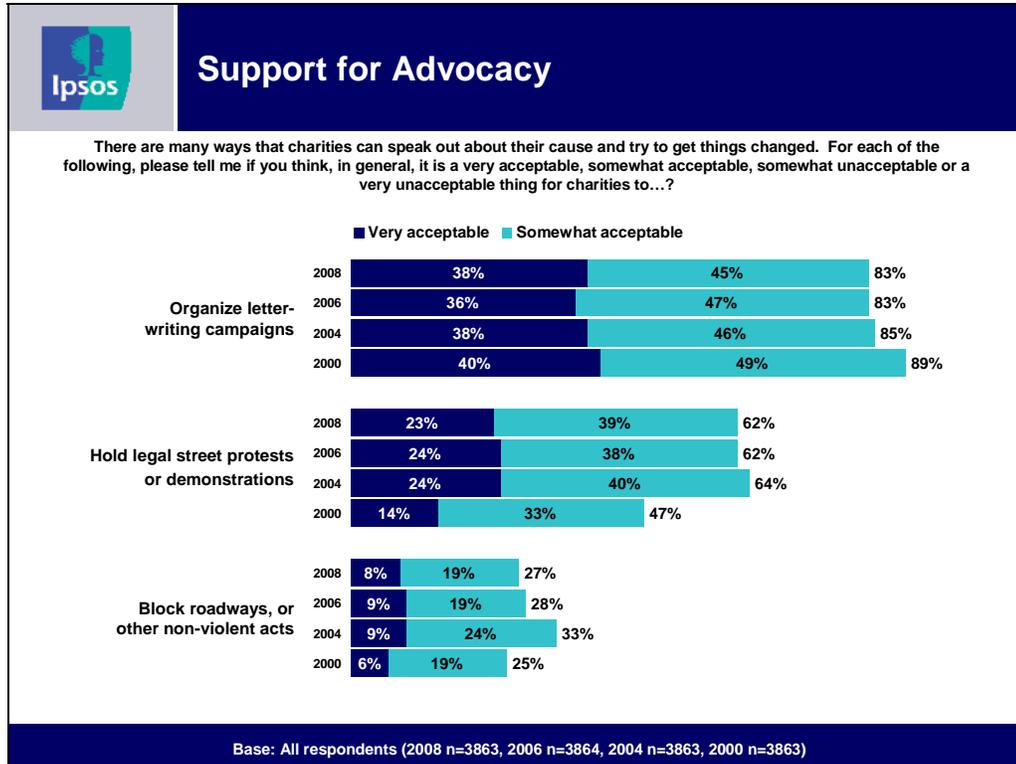
Canadians who are familiar with charities (65%) are more likely than those who are not (58%) to think that the opinions that charities express on issues of public concern have value because they represent a public interest perspective. The likelihood of holding this view also increases with level of trust in charities: whereas 38 percent of those who do not trust charities at all feel that the opinions that charities express on issues of public concern have value, 52 percent of those who trust charities a little, 64 percent of those who have some trust in charities, and 75 percent of those who trust charities a lot say the same.

6.2 Acceptability of Advocacy Methods

Charities employ a number of methods to speak out on behalf of their causes, and some are more controversial than others. Virtually all Canadians (95%) find it very or somewhat acceptable for charities to speak out on issues like the environment, poverty or healthcare; 61 percent consider it very acceptable. A similar proportion (94%) say it is very or somewhat acceptable for charities to meet with government ministers or senior public servants as a way to speak out about their cause and try to create change; 61 percent find it very acceptable. Nearly as many (92%) feel it is very or somewhat acceptable for charities to use research results to support a message; 53 percent consider it very acceptable. And only slightly fewer (90%) think it is very or somewhat acceptable for charities to place advertisements in the media, though somewhat less than half (44%) find it very acceptable.



More than four in five (83%) think it is very or somewhat acceptable for charities to organize letter-writing campaigns, with 38 percent saying it is very acceptable. Three in five (62%) feel it is very or somewhat acceptable for charities to hold legal street protests or demonstrations, including 23 percent who say it is very acceptable; 20 percent, however, consider it very unacceptable for charities to employ this strategy. Finally, only a minority of Canadians (27%) find it very or somewhat acceptable for charities to block roadways or engage in other non-violent acts, with only 8 percent considering it very acceptable and half (49%) saying it is very unacceptable.



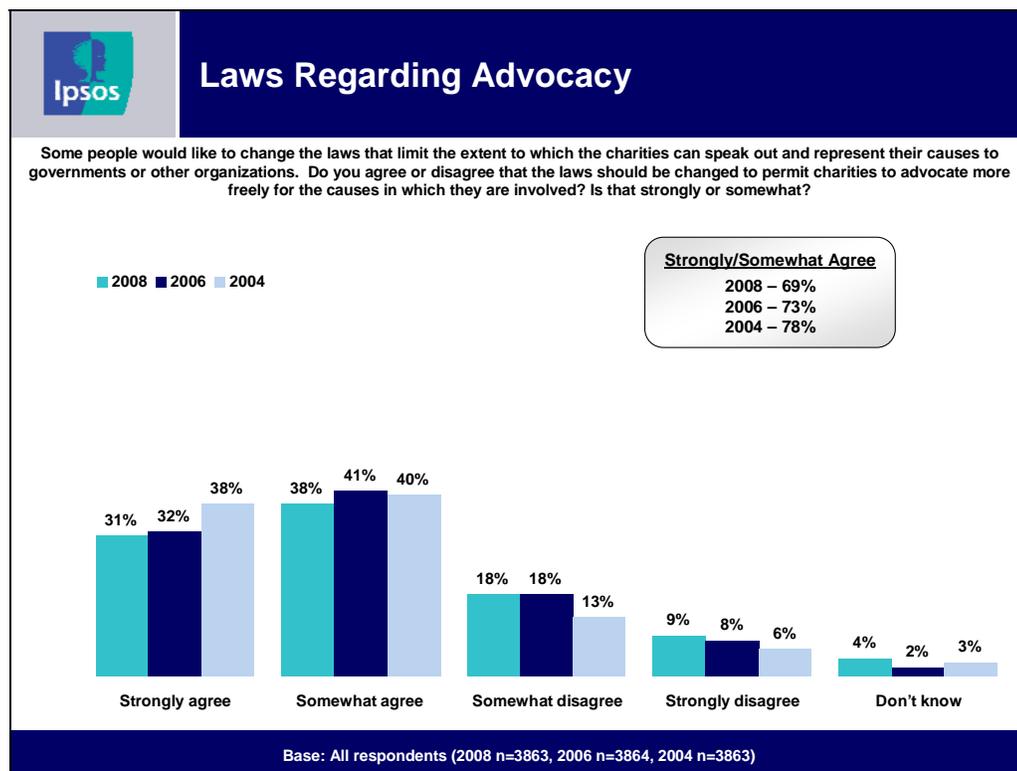
Provincial, Socio-Demographic, and Attitudinal Variations

For each of the seven advocacy methods asked about, the level of acceptability tends to be higher among younger respondents, those with higher levels of education, and those with higher levels of trust in charities. The notable exception to this is blocking roadways, or other violent acts, the level of acceptability of which is higher only among younger respondents.

6.3 Less Rigid Advocacy Laws

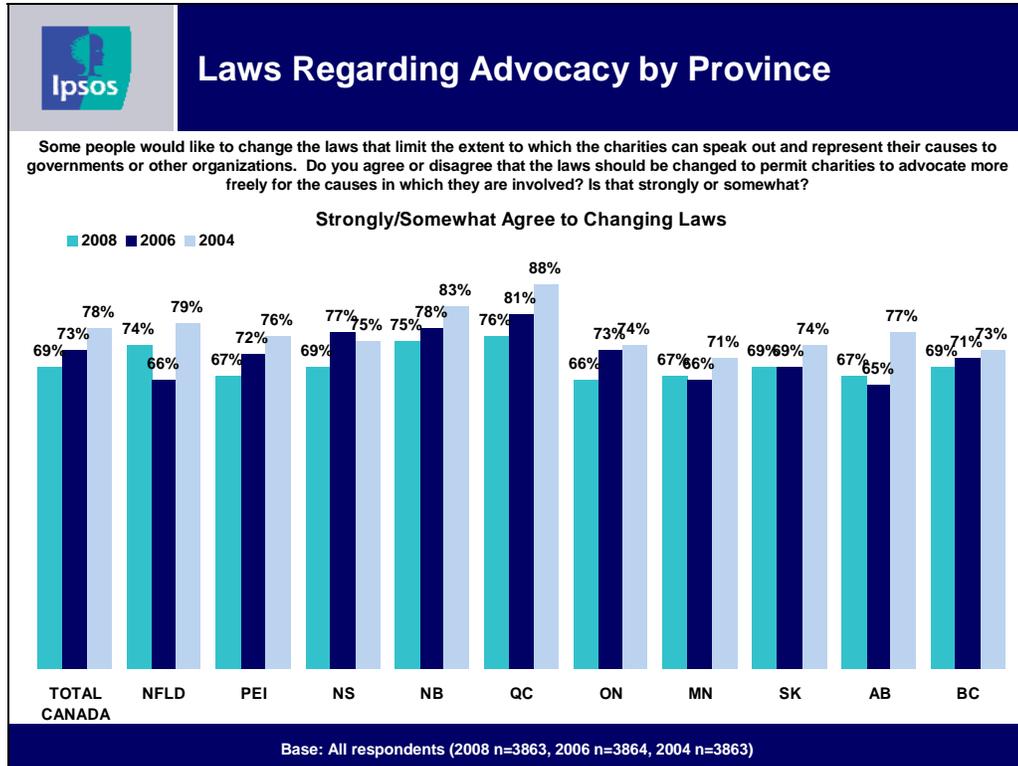
Many Canadians feel that the laws that govern charities' advocacy activities should be changed to permit charities to advocate more freely for the causes in which they are involved. Seven in ten Canadians (69%) agree that the laws should be changed, with three in ten (31%) strongly agreeing. Only nine percent of Canadians strongly disagree that the laws should be changed to permit charities to advocate more freely for the causes in which they are involved.

Since 2004, there has been a regular decrease in the proportion of Canadians who agree that the laws should be changed to permit charities to advocate more freely for the causes in which they are involved – from 78 percent in 2004 to 73 percent in 2006 and 69 percent today.



Provincial, Socio-Demographic, and Attitudinal Variations

Despite decreases in support in both 2004 and 2006, residents of Quebec (76%) and New Brunswick (75%) continue to be more likely than those of other provinces to support changing the laws to permit charities to advocate more freely for the causes in which they are involved. An exception to these other provinces is Newfoundland (74%), in which support has rebounded somewhat since dropping in 2006. Support for changing the laws had dropped this year in many provinces, including PEI (67% from 72% in 2006), Nova Scotia (69% from 77% in 2006), and Ontario (66% from 73% in 2006).

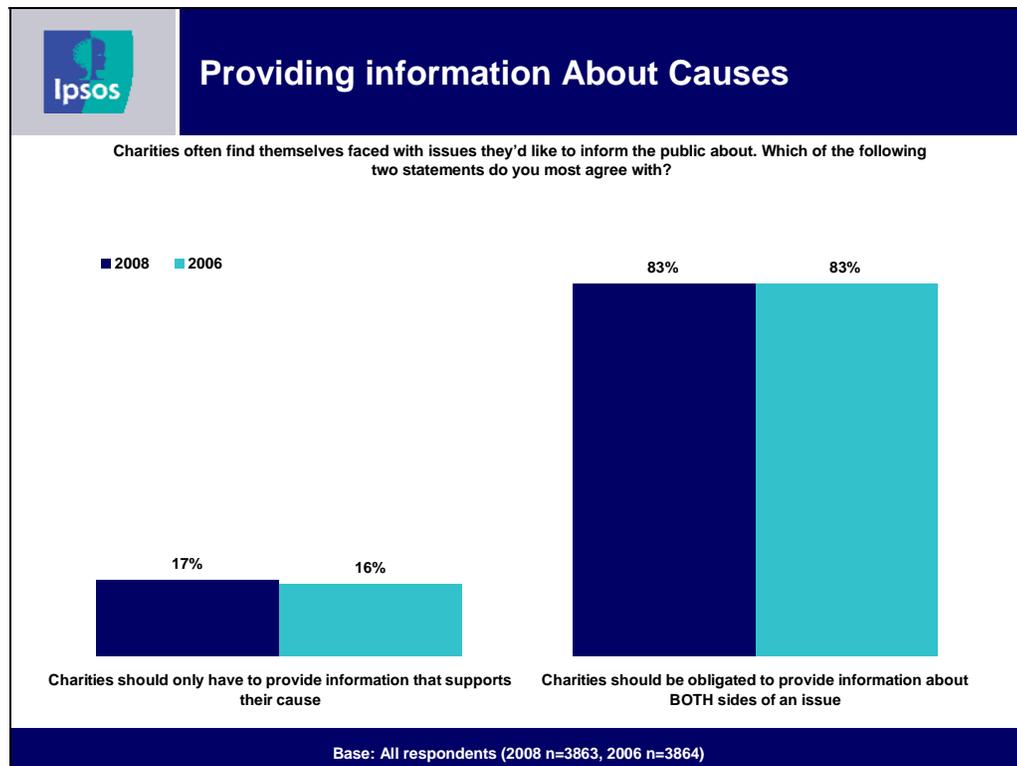


Women (72%) are more likely than men (66%) to favour changing the laws to permit charities to advocate more freely for the causes in which they are involved. Support for changing the laws decreases with age, level of education, and household income.

Canadians who are familiar with the work of charities (68%) are less likely than those who are not familiar with their work (74%) to agree that the laws should be changed. Meanwhile, those who trust charities a lot (74%) are more likely than those who trust them only a little (62%) or not at all (61%) to support a change in the laws to permit charities to advocate more freely for the causes in which they are involved.

6.4 Balanced Advocacy

When charities choose to inform the public about issues related to their organization, Canadians feel it is important for them to present both sides of the issue. Respondents were asked which of two statements is closer to their own view: “Charities should be obligated to provide information about both sides of an issue” or “Charities should only have to provide information that supports their cause.” Eight in ten Canadians (83%) say the former statement most closely matches their own personal view, while only 17 percent say the latter reflects their opinion. These figures are the same as in 2006.



Provincial, Socio-Demographic, and Attitudinal Variations

Residents of Quebec (89%) and New Brunswick (87%) are more likely than those of other provinces to agree with the statement, “Charities should be obligated to provide information about both sides of an issue.” Residents of PEI, meanwhile, are least likely to disagree with this statement and more likely than residents of any other province to agree with the statement, “Charities should only have to provide information that supports their cause.”

Canadians with only a high-school (84%) or college (87%) education are more likely than those with some university (78%), a complete university (79%), or a post-graduate (77%) education to hold the view that charities should address both sides of an issue.

Canadians who are not familiar with the work of charities (86%) are more likely than those who are (82%) to feel that charities should be obligated to present information about both sides of an issue. Those with only some (83%), little (87%), or no (88%) trust in charities are more likely than those with a lot of trust in them (78%) to hold this view.

APPENDICES

Appendix A – Questionnaire

[INTRO]

Good afternoon/evening. My name is _____. I'm calling on behalf of Ipsos Reid to conduct a survey about charities in Canada. We are not selling anything or asking for any donations, we are only interested in your opinions. Your individual responses will be kept confidential. I would like to speak to the person in your household who is aged 18 years or older and who had the most recent birthday. Is that yourself?

1 Yes [CONTINUE]

2 No May I speak with that person please? [IF YES, CONTINUE. IF NO, ARRANGE CALLBACK]

[IF NECESSARY SAY: This survey is being conducted by the Muttart Foundation, a private charitable foundation that provides grants and assistance to support worthwhile projects in Canada]

[SCREENERS]

A. Have you or any member of your household ever worked for....

An advertising company?

A market research company?

Yes

No

[IF YES TO SCREENER A, THANK AND TERMINATE, OTHERWISE CONTINUE]

INTRODUCTION

There are many different types of charities. They include arts and cultural organizations, agencies that support medical research or public health education, organizations that provide social services for children, international relief organizations, churches, hospitals and so on. When we talk about charities in the survey, please keep this wide range in mind.

B. Are you or anyone in your household a paid employee of a charity?

Yes

No

[IF YES , DK/ REF TO SCREENER B, THANK & TERMINATE, OTHERWISE CONTINUE]

C. In what year were you born? [RECORD NUMBER 1900 – 1990]

TARGET RESPONDENT - REINTRODUCE IF NECESSARY

D. Including yourself, how many people live in your household? [RECORD NUMBER 1-99]

[IF 1 IN D SKIP TO SCREENER C, ELSE CONTINUE]

[IF NUMBER GREATER THAN 15 OR DK/REF IN D1, THANK AND TERMINATE, ELSE CONTINUE]

E. And, how many people under 18 years of age live in your household? [RECORD NUMBER 0-99]

F. RECORD GENDER OF RESPONDENT:

1 Male

2 Female

[SCALE TO BE REVERSED THROUGHOUT - CONSISTENT WITHIN EACH RESPONDENT]

1A. Thinking about charities in general, would you say you trust them [REVERSE & READ SCALE: a lot, some, a little, or not at all]?

A lot
Some
A little
Not at all

[IF Q1A=DK/REF; SKIP TO Q2; ELSE CONTINUE]

1B. Why do you say that?

Code list [DO NOT READ]

POSITIVE MENTIONS

They do an important job
Their services are needed
Charities are accountable
Charities are well-regulated
Good government oversight
I volunteer for / am involved with a charity
I know people who get help from charities
They do what they say they do
Other: Please specify

NEGATIVE MENTIONS

Not sure where the money is really going
Read/ heard in media about a scam/scandal
Read/heard negative story in media
Spend too much on salaries and/or administration
Help is not getting to the right people
I don't like their fundraising tactics
I volunteer for/am involved with a charity
Not sure they are who they say they are
Scam/scandal general mention
Other: Please specify

2. We would like to find out about how much trust you have in people in the following professions. Please tell me whether you trust them [ROTATE & READ SCALE: a lot, some, a little, or not at all]. How much trust do you have in... [RANDOMIZE & READ STATEMENTS] How about....?

People who are medical doctors?
People who are federal politicians?
People who are lawyers?
People who are religious leaders?
People who are journalists and reporters?
People who are nurses?
People who are provincial politicians?
People who are business leaders?
People who are leaders of charities?
People who are union leaders?
People who are government employees?

A lot
Some
A little
Not at all

2A. Thinking about what you know about charities in general, the work that they do, and the role they play, would you say you are very familiar, somewhat familiar, not very familiar, or not at all familiar with charities and the work that they do?

Very familiar
Somewhat familiar
Not very familiar
Not at all familiar

2B. Specifically, to what extent do you trust each of the following types of charities? Would you say you trust them a lot, some, a little or not at all? How about....? [READ AND RANDOMIZE] How about....?

Charities that focus on protecting the environment
Charities that focus on protection of animals
Charities that focus on health prevention and health research
Charities that focus on social services
Charities that focus on international development
Charities that focus on children and children's activities
Charities that focus on education
Charities that focus on arts
Hospitals

[SPLIT SAMPLE]

Churches
Religious organizations (excluding churches)

OR

Churches and other places of worship
Religious organizations (excluding churches and other places of worship)

A lot
Some
A little
Not at all

3. Please tell me if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements...[RANDOMIZE AND READ, REVERSE SCALE] How about....?

Charities should be expected to deliver programs and services the government stops funding.
Charities generally improve our quality of life.
Charities do a better job than government in meeting the needs of Canadians.
Charities are important to Canadians.
Charities understand the needs of Canadians better than government does.

Strongly agree
Somewhat agree
Somewhat disagree
Strongly disagree

- 3a. Charities, on occasion, speak out and express opinions on issues of public concern. Which of the following two points of view comes closest to your own? [ROTATE AND READ]

The opinions that charities express on issues of public concern have value because they represent a public interest perspective.
The opinions that charities express on issues of public concern do not have value because they only represent the perspective of a particular interest group.

4. Based on your perceptions of charities in general, do you think they have [REVERSE & READ: too much, about the right amount or too little] money to meet their objectives?

Too much
About the right amount
Too little

5. Which of the following two statements do you most agree with? [RANDOMIZE & READ]

I expect all of the money I give to charity to go to the charity's cause, for example, towards cancer research
It is appropriate to have a proportion of the money I give to charities go towards the operating costs of the charity itself as long as the amount is reasonable.

6. Some people would like to change the laws that limit the extent to which the charities can speak out and represent their causes to governments or other organizations. Do you agree or disagree that the laws should be changed to permit charities to advocate more freely for the causes in which they are involved? Is that strongly or somewhat? [REVERSE SCALE]

Strongly agree
Somewhat agree
Somewhat disagree
Strongly disagree

7. There are many ways that charities can speak out about their cause and try to get things changed. For each of the following, please tell me if you think, in general, it is a very acceptable, somewhat acceptable, somewhat unacceptable or a very unacceptable thing for charities to ... [READ AND RANDOMIZE, REVERSE SCALE] How about....?

- Meet with government ministers or senior public servants as a way to speak out about their cause and try to get things changed.
- Organize letter-writing campaigns.
- Hold legal street protests or demonstrations.
- Place advertisements in the media.
- Block roadways, or other non-violent acts.
- Use research results to support a message.
- Speak out on issues like the environment, poverty or healthcare.

- Very acceptable
- Somewhat acceptable
- Somewhat unacceptable
- Very unacceptable

8. Charities often find themselves faced with issues they'd like to inform the public about. Which of the following two statements do you most agree with? [READ AND RANDOMIZE]

- Charities should be obligated to provide information about BOTH sides of an issue
- Charities should only have to provide information that supports their cause

9. I will now describe to you some types of information that charities provide. Please rate how important it is that charities provide this kind of information. Is it very important, somewhat important, somewhat unimportant, or very unimportant? [RANDOMIZE & READ, REVERSE SCALE] How about....?

- Information about the programs and services the charities deliver
- Information on how charities use donations
- Information about charities' fundraising costs
- Information about the impact of charities' work on Canadians

- Very important
- Somewhat important
- Somewhat unimportant
- Very unimportant

10. Now please think about how well charities do in terms of providing information. Would you say charities are doing a [REVERSE SCALE: poor, fair, good or excellent] job at providing... [RANDOMIZE & READ] How about...?

- Information about the programs and services the charities deliver
- Information on how charities use donations
- Information about charities' fundraising costs
- Information about the impact of charities' work on Canadians

- Excellent
- Good
- Fair
- Poor

11. Thinking of your decisions about charitable donations, which of the following two statements best represents your view... [RANDOMIZE & READ]

I would like more information about the work charities do, even though it may require more money to be spent on communications.

I am comfortable with the amount of information I have about the work charities do.

12. To the best of your knowledge, is there an organization or agency that is responsible for watching over the activities of charities?

Yes

No

[ASK Q13 IF Q12=YES, OTHERWISE SKIP TO Q14]

13. Do you happen to know the name of the organization or agency that is responsible for watching over the activities of charities? [DO NOT READ LIST, ACCEPT ONE RESPONSE]

Canada Customs & Revenue / Revenue Canada

The charity's directorate

RCMP

Local police force

Other [SPECIFY] _____

14. Which of the following do you think should be responsible for watching over the activities of charities...[ROTATE AND READ LIST, ACCEPT ONE RESPONSE]

The charity's board of directors

A government agency

An independent organization or agency that is not part of either the government or the charity

None [DO NOT READ]

14A. Now I would like to ask you about the need for someone or some organization to pay closer attention to the activities of charities. For each of the following statements please tell me whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree that ... [RANDOMIZE & READ, REVERSE SCALE] How about....?

More attention should be paid to the way charities spend their money

More attention should be paid to the way charities raise money

More attention should be paid to the amount of money charities spend on program activities

More attention should be paid to the amount of money charities spend on hiring professionals to do their fundraising

Strongly agree

Somewhat agree

Somewhat disagree

Strongly disagree

15A. Please rate your level of agreement with the following statement. On each fundraising request, charities should be required to disclose how donors' contributions are spent. Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree? [REVERSE SCALE]

Strongly agree
Somewhat agree
Somewhat disagree
Strongly disagree

15B. Which of the following two statements do you most agree with...
[RANDOMIZE & READ]

There should be a legal limit set on the amount of money charities can spend on fundraising
Charities should decide for themselves how much money is reasonable to spend on fundraising

16. Now I would like to get your opinion on the way charities raise money. For each of the following, tell me if you strongly agree, somewhat agree, somewhat disagree or strongly disagree... [READ AND RANDOMIZE, REVERSE SCALE] How about....?

Charities are generally honest about the way they use donations
Too many charities are trying to get donations for the same cause
It takes significant effort for charities to raise the money they need to support their cause
Charities only ask for money when they really need it
Charities spend too much money on fundraising

Strongly agree
Somewhat agree
Somewhat disagree
Strongly disagree

17A. Charities may hire professionals to help them raise money. As payment for this service, some professionals get a percentage of the money they raise. Regardless of the percentage they would receive, would you say this is a very acceptable, somewhat acceptable, somewhat unacceptable or very unacceptable way for charities to raise money? [REVERSE SCALE]

Very acceptable
Somewhat acceptable
Somewhat unacceptable
Very unacceptable

[IF VERY ACCEPTABLE/SOMEWHAT ACCEPTABLE IN Q17a THEN ASK Q17b,
OTHERWISE SKIP TO Q18]

17B. Of the money that is raised for charities, what is the maximum percentage that you think a professional fundraiser should get as payment for services? RECORD ANSWER ____%
[RECORD NUMBER, SCALE 0-100]

18. Do you think that Individuals or organizations who are hired to make the fundraising requests should be required to indicate if they are receiving a percentage of donations raised all of the time, only when asked or not at all. [KEEP SCALE CONSTANT]

All of the time
Only when asked
Not at all

Now I'd like you to think about other ways or business activities that charities use to raise money like operating stores that sell second hand clothing, selling products like cookies, calendars and chocolates door-to-door, renting out space in buildings they own or selling their knowledge and skills.

19. Please tell me if you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following statement. Charities should be able to earn money through any type of business activity they want as long as the proceeds go to their cause. [REVERSE SCALE]

Strongly agree
Somewhat agree
Somewhat disagree
Strongly disagree

20. I'm going to read you a series of statements about charities running a business to earn money for their charitable activities. For each of the following statements, please tell me if you strongly agree, somewhat agree, somewhat disagree or strongly disagree... [RANDOMIZE & READ, REVERSE SCALE] How about....?

Running a business is a good way to raise money that charities aren't able to get through donations and grants
When a charity runs a business, a significant worry is that money could get lost on the business instead of being used to help Canadians.
When charities run businesses, it takes too much time away from their core cause

Strongly agree
Somewhat agree
Somewhat disagree
Strongly disagree

21. Which of the following two points of view comes closest to your own?
[RANDOMIZE & READ]

If a charity makes some of its money from a business, they should have to pay taxes like any other business
Charities shouldn't have to pay tax on earnings from a business if it is used to support their cause

22. Deleted
22. Deleted

23. When you are thinking about the possibility of donating to a charity, are you very likely, somewhat likely, somewhat unlikely or very unlikely to research the charity... [RANDOMIZE & READ, REVERSE SCALE] How about....?

On a charity's website?

On a website of someone who regulates charities?

By looking at a charity's financial statements?

By calling the charity and asking for more information?

By reading printed material you received from the charity?

Very likely

Somewhat likely

Somewhat unlikely

Very unlikely

[INTENTIONAL NUMBERING]

To make sure we are talking to a cross section of Canadians, we need to get a little more information about your background.

32. At present are you married, living with a partner, widowed, separated, divorced or have you never been married?

Married

Living with a partner

Widowed

Separated

Divorced

Never been married

33. What is the highest level of education you have completed? [READ LIST]

Grade school or some high school

Complete high school

Technical or trade school/Community college

Some university

Complete university degree

Post-graduate degree

DK/REF

34. Other than on special occasions, such as weddings, funerals and baptisms, how often have you attended religious services in the past 12 months, would you say at least once a week, at least once or twice a month, 3 or 4 times a year, once or twice a year, not at all in the past 12 months, or never?

A least once a week

At least once or twice a month

3or 4 times a year

Once or twice a year

Not at all in the past 12 months

Never

35. Are you presently working for pay in a full-time or part-time job, self employed, are you unemployed, retired, taking care of family, a student, or something else?

- Full-time job
- Part-time job
- Self employed
- Unemployed
- Retired
- Taking care of family
- Student
- Other [SPECIFY]

36. We don't need the exact amount; could you please tell me which of these broad categories your total 2007 household income falls into. Please stop me what I reach your category. [READ LIST] How about....?

- less than \$20,000
- \$20,000 to less than 50,000
- \$50,000 to less than 75,000
- \$75,000 to less than 100,000
- \$100,000 or more

40. Not including lottery tickets, chocolates or any other purchase that does not provide you with a tax receipt, did you make a financial donation to any charity in 2007?

- Yes
- No

[IF YES ASK Q41, OTHERWISE THANK AND TERMINATE]

41. As far as you can remember, how much did you donate to charities in 2007? [OPEN END, RECORD NUMBER 0-99999999]

Appendix B – Topline Results

TALKING ABOUT CHARITIES
Topline Results
July 2008

2008 n=3863
 2006 n=3864
 2004 n=3863
 2000 n=3863

*Denotes a statistically significant difference from 2006 to 2008

1A. Thinking about charities in general, would you say you trust them [REVERSE & READ SCALE: a lot, some, a little, or not at all]?

Base: All respondents	2008 %	2006 %	2004 %	2000 %
<i>Top2Box</i>	78	79	79	77
A lot	27	27	28	24
Some	50	52	51	53
A Little	18	17	17	20
Not at all	4	4	3	3

1B.\1B1.\1B2. Deleted

2. We would like to start by asking about how much trust you have in people in the following professions. Please tell me whether you trust them [ROTATE & READ SCALE: a lot, some, a little, or not at all]. How much trust do you have in... [RANDOMIZE & READ STATEMENTS] How about....?

Base: All respondents	<i>Top2Box</i> %			A lot %			Some %			A little %			Not at all %		
	'08	'06	'04	'08	'06	'04	'08	'06	'04	'08	'06	'04	'08	'06	'04
Nurses?	96	96	96	75	74	73	21	22	23	3	3	3	0	0	1
Medical doctors?	94	93	93	63	62	61	30	31	32	5	6	6	1	1	1
Leaders of charities?	77	77	80	25*	22	24	53	55	56	18	18	17	4	4	3
Business leaders?	70	70	68	12	12	11	58	58	57	23	24	25	6	6	6
Government employees?	71*	68	66	16*	14	13	55	54	53	21*	24	25	7	8	8
Religious leaders?	63	65	67	21	20	22	42*	45	45	22	22	22	14	13	10
Journalists and reporters?	66	63	63	14*	12	13	51	51	51	26*	28	27	8	8	9
Lawyers?	62*	59	59	13	12	13	49	47	46	23*	28	27	14	13	13
Union leaders?	53*	50	51	10*	8	10	43	42	41	28	30	31	17*	19	17
Provincial politicians?	45*	37	33	4*	3	2	41*	35	30	33*	38	38	22*	24	29
Federal politicians?	41*	34	30	3*	2	2	38*	31	28	35*	39	37	23*	27	33

2A. Thinking about what you know about charities in general, the work that they do, and the role they play, would you say you are very familiar, somewhat familiar, not very familiar, or not at all familiar with charities and the work that they do?

Base: All respondents	2008 %	2006 %	2004 %	2000 %
<i>Top2Box</i>	79	80	76	65
Very familiar	17	16	14	10
Somewhat familiar	62	64	62	55
Not very familiar	18	18	20	29
Not at all familiar	3	3	4	5

2B. Specifically, to what extent do you trust each of the following types of charities? Would you say you trust them a lot, some, a little or not at all? How about....? [READ AND RANDOMIZE] How about....?

Base: All respondents	<i>Top2Box</i> %			A lot %			Some %			A little %			Not at all %		
	'08	'06	'04	'08	'06	'04	'08	'06	'04	'08	'06	'04	'08	'06	'04
Hospitals	88	89	88	50	50	50	38	39	38	9	10	10	2	2	2
Charities that focus on children and children's activities	86	85	86	43*	40	44	43	45	42	12	12	11	2*	3	2
Charities that focus on health prevention and health research	85	84	86	41	41	42	44	43	44	12	13	12	3	3	3
Charities that focus on education	80*	77	79	30	28	29	50	49	50	15*	18	16	3	3	3
Charities that focus on protection of animals	73	73	75	31	30	34	42	43	41	20	21	19	6	6	5
Charities that focus on protecting the environment	73	73	75	25	26	29	47	47	46	21	21	21	6	6	4
Charities that focus on social services	77*	74	75	27*	25	25	50	50	50	18*	20	20	4*	5	5
Churches	67	67	70	25	26	29	42	41	41	21	22	20	12	11	9
Charities that focus on arts	63	61	61	18*	16	16	45	45	44	24*	27	28	9	10	9
Charities that focus on international development	59	57	56	14	13	12	45	44	44	28*	31	32	11	11	10
Religious organizations (excluding churches)	44			10			34			30			23		
Churches and other places of worship	65			24			41			22			12		
Religious organizations (excluding churches and other places of worship)	45			11			34			31			22		

3. Please tell me if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements...[RANDOMIZE AND READ, REVERSE SCALE] How about....?

Base: All respondents	Top2Box %			Strongly agree %			Somewhat agree %			Somewhat disagree %			Strongly disagree %		
	'08	'06	'04	'08	'06	'04	'08	'06	'04	'08	'06	'04	'08	'06	'04
Charities are important to Canadians	93	93	94	51	51	54	42	43	40	5	5	4	2	2	2
Charities generally improve our quality of life	85	86	87	32	31	35	54	55	52	10	10	10	4*	3	3
Charities understand the needs of Canadians better than government does	75	76	79	27	28	34	48	48	45	18	17	16	6	6	5
Charities do a better job than government in meeting the needs of Canadians	70	70	72	22	21	25	48	49	47	21	22	21	7	7	6
Charities should be expected to deliver programs and services the government stops funding	56	57	57	19	19	20	37	38	37	23	23	23	20	19	19

3A Charities, on occasion, speak out and express opinions on issues of public concern. Which of the following two points of view comes closest to your own? [ROTATE & READ]

Base: All respondents	2008 %	2006 %
The opinions that charities express on issues of public concern have value because they represent a public interest perspective	64	63
The opinions that charities express on issues of public concern do not have value because they only represent the perspective of a particular interest group	34	35
Don't know/ No opinion	3	2

4. Based on your perceptions of charities in general, do you think they have [REVERSE & READ: too much, about the right amount or too little] money to meet their objectives?

Base: All respondents	2008 %	2006 %	2004 %	2000 %
Too much money	7	7	5	4
About the right amount	26	27	22	23
Too little money	62	64	70	59
Depends on the charity*				5
Don't know/ No opinion	5	3	3	9

* "Depends on the charity" was not offered as a response category in 2004, 2006 or 2008.

5. Which of the following two statements do you most agree with? [RANDOMIZE & READ]

Base: All respondents	2008 %	2006 %	2004 %
I expect all of the money I give to charity to go to the charity's cause, for example, towards cancer research	39	39	43
It is appropriate to have a proportion of the money I give to charities go towards the operating costs of the charity itself as long as the amount is reasonable	60	60	57

6. Some people would like to change the laws that limit the extent to which the charities can speak out and represent their causes to governments or other organizations. Do you agree or disagree that the laws should be changed to permit charities to advocate more freely for the causes in which they are involved? Is that strongly or somewhat? [REVERSE SCALE]

Base: All respondents	2008 %	2006 %	2004 %
<i>Top2Box</i>	69*	73	78
Strongly agree	31	32	38
Somewhat agree	38*	41	40
Somewhat disagree	18	18	13
Strongly disagree	9	8	6
Don't know/ No opinion	4	2	3

7. There are many ways that charities can speak out about their cause and try to get things changed. For each of the following, please tell me if you think, in general, it is a very acceptable, somewhat acceptable, somewhat unacceptable or a very unacceptable thing for charities to ... [READ AND RANDOMIZE, REVERSE SCALE] How about....?

Base: All respondents	Top2Box %			Very acceptable %			Somewhat acceptable %			Somewhat unacceptable %			Very unacceptable %		
	'08	'06	'04	'08	'06	'04	'08	'06	'04	'08	'06	'04	'08	'06	'04
Speak out on issues like the environment, poverty or healthcare	95	94	95	61*	58	59	34*	37	36	3	3	3	2	2	1
Meet with government ministers or senior public servants	94	94	92	61	59	58	33	35	34	3*	4	4	2	2	4
Place advertisements in the media	90	90	92	44*	41	45	46	48	47	6	6	5	4	4	3
Use research results to support a message	93	92	91	53*	47	49	39*	44	42	4	4	5	3	3	3
Organize letter-writing campaigns	83	83	85	38	36	38	45	47	46	10	10	9	6	6	5
Hold legal street protests or demonstrations	62	62	64	23	24	24	39	38	40	17*	19	19	20*	18	16
Block roadways, or other non-violent acts	27	28	33	8	9	9	19	19	24	24	23	23	49	48	43

8. Charities often find themselves faced with issues they'd like to inform the public about. Which of the following two statements do you most agree with? [READ AND ROTATE]

Base: All respondents	2008 %	2006 %	2004 %
Charities should be obligated to provide information about BOTH sides of an issue	83	83	83
Charities should only have to provide information that supports their cause	17	16	17

9. I will now describe to you some types of information that charities provide. Please rate how important it is that charities provide this kind of information. Is it very important, somewhat important, somewhat unimportant, or very unimportant? [RANDOMIZE & READ, REVERSE SCALE] How about....?

Base: All respondents	Top2Box %			Very important %			Somewhat important %			Somewhat unimportant %			Very unimportant %		
	'08	'06	'04	'08	'06	'04	'08	'06	'04	'08	'06	'04	'08	'06	'04
Information on how charities use donations	98	98	99	87	86	86	11	11	13	1	1	1	1	1	-
Information about the programs and services the charities deliver	98	98	98	78	76	76	20*	22	22	1	1	1	1	1	1
Information about charities' fundraising costs	97	96	97	73*	69	68	24*	27	28	2	2	3	1	1	1
Information about the impact of charities' work on Canadians	96	95	95	60	59	61	36	36	33	3	3	4	1	1	1

10. Now please think about how well charities do in terms of providing information. Would you say charities are doing a [REVERSE SCALE: poor, fair, good or excellent] job at providing... [RANDOMIZE & READ] How about...?

Base: All respondents	Top2Box %			Excellent %			Good %			Fair %			Poor %		
	'08	'06	'04	'08	'06	'04	'08	'06	'04	'08	'06	'04	'08	'06	'04
Information about the programs and services the charities deliver	50	51	50	7	6	7	44	45	44	39	40	40	9	9	8
Information about the impact of charities' work on Canadians	38	38	39	4	4	4	34	34	34	45	45	45	15	16	15
Information on how charities use donations	29	31	32	4*	3	3	25*	28	28	44	43	43	26	25	25
Information about charities' fundraising costs	26	27	29	3	3	3	23	24	25	41	43	41	32*	29	30

11. Thinking of your decisions about charitable donations, which of the following two statements best represents your view... [RANDOMIZE & READ]

Base: All respondents	2008 %	2006 %	2004 %
I would like more information about the work charities do, even though it may require more money to be spent on communications	49	48	51
I am comfortable with the amount of information I have about the work charities do	49	51	48
Don't know/ No opinion	2	1	1

12. To the best of your knowledge, is there an organization or agency that is responsible for watching over the activities of charities?

Base: All respondents	2008 %	2006 %	2004 %	2000 %
Yes	31	31	32	28
No	53*	60	58	51
Don't know/ No opinion	15*	9	11	22

[ASK Q13 IF Q12=YES, OTHERWISE SKIP TO Q14]

13. Do you happen to know the name of the organization or agency that is responsible for watching over the activities of charities? [DO NOT READ LIST, ACCEPT ONE RESPONSE]

Base: Aware of organization watching over charities	2008 n=1216 %	2006 n=1228 %	2004 n=1183 %
Government/ Federal/ Provincial Govt.	8	7	5
Canada Revenue Agency/ The Charities Directorate	9	5	6
- Canada Revenue Agency	8		
- The Charities Directorate	1		
Specified charities	1*	2	1
Consumer Affairs/ Consumer & Corporate Affairs	0*	1	1
RCMP	0	-	1
Better Business Bureau (BBB)	0	-	1
Other	6	6	6
Don't know/ No opinion	76	78	79

14. Which of the following do you think should be responsible for watching over the activities of charities...[ROTATE AND READ LIST, ACCEPT ONE RESPONSE]

Base: All respondents	2008 %	2006 %	2004 %	2000 %
An independent organization or agency that is not part of either the government or the charity	63	65	66	70
A government agency	22	21	17	9
The charity's board of directors	13	13	16	19
None	0*	1	1	-
Other	1	1	-	1

14A. Now I would like to ask you about the need for someone or some organization to pay closer attention to the activities of charities. For each of the following statements please tell me whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree that ... [RANDOMIZE & READ, REVERSE SCALE] How about....?

Base: All respondents	Top2Box %			Strongly agree %			Somewhat agree %			Somewhat disagree %			Strongly disagree %		
	'08	'06	'04	'08	'06	'04	'08	'06	'04	'08	'06	'04	'08	'06	'04
More attention should be paid to the way charities spend their money	94	93	95	62	61	63	32	32	32	4*	6	5	1	1	1
More attention should be paid to the amount of money charities spend on program activities	91	90	91	47	45	48	43	45	43	7	8	7	1*	2	1
More attention should be paid to the way charities raise money	87	87	88	42	42	43	45	44	46	9*	11	9	3*	2	2
More attention should be paid to the amount of money charities spend on hiring professionals to do their fundraising	88	87	86	56*	53	51	32	34	35	7*	9	10	4	4	4

15A. Please rate your level of agreement with the following statement. On each fundraising request, charities should be required to disclose how donors' contributions are spent. Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree? [REVERSE SCALE]

Base: All respondents	2008 %	2006 %	2004 %	2000 %
Top2Box	94*	94	94	94
Strongly agree	68	66	65	66
Somewhat agree	26*	28	29	28
Somewhat disagree	4	4	4	4
Strongly disagree	2	2	1	2

15B. Which of the following two statements do you most agree with... [RANDOMIZE & READ]

Base: All respondents	2008 %	2006 %	2004 %
There should be a legal limit set on the amount of money charities can spend on fundraising	52	53	47
Charities should decide for themselves how much money is reasonable to spend on fundraising	47	47	52
Don't know/ No opinion	1	1	1

15. Now I would like to get your opinion on the way charities raise money. For each of the following, tell me if you strongly agree, somewhat agree, somewhat disagree or strongly disagree... [READ AND RANDOMIZE, REVERSE SCALE] How about....?

Base: All respondents	Top2Box %			Strongly agree %			Somewhat agree %			Somewhat disagree %			Strongly disagree %		
	'08	'06	'04	'08	'06	'04	'08	'06	'04	'08	'06	'04	'08	'06	'04
It takes significant effort for charities to raise the money they need to support their cause	93	94	95	52	51	57	41	43	39	4	4	3	2	2	1
Charities are generally honest about the way they use donations	76*	79	78	18	18	19	58*	62	59	15*	12	15	7	7	6
Too many charities are trying to get donations for the same cause	72	73	69	35	35	32	37	37	37	20	19	22	6	6	8
Charities only ask for money when they really need it	41*	46	48	15	15	16	26*	31	32	32	31	31	25*	22	21
Charities spend too much money on fundraising?	58			15			43			29			7		

17A. Charities may hire professionals to help them raise money. As payment for this service, some professionals get a percentage of the money they raise. Regardless of the percentage they would receive, would you say this is a very acceptable, somewhat acceptable, somewhat unacceptable or very unacceptable way for charities to raise money? [REVERSE SCALE]

Base: All respondents	2008 %	2006 %	2004 %
Top2Box	35*	38	39
Very acceptable	4*	5	5
Somewhat acceptable	31	33	34
Somewhat unacceptable	32	32	32
Very unacceptable	32	30	28

[IF VERY ACCEPTABLE/SOMEWHAT ACCEPTABLE IN Q17a THEN ASK Q17b, OTHERWISE SKIP TO Q18]

17B. Of the money that is raised for charities, what is the maximum percentage that you think a professional fundraiser should get as payment for services? RECORD ANSWER____%
[RECORD NUMBER, SCALE 0-100]

Base: Very/ Somewhat acceptable to hire professionals to raise money	2008 n=1375 %	2006 n=1454 %	2004 n=1502 %
None	3*	1	2
1-10%	57	59	57
11-20%	13	13	13
21-30%	5*	8	7
31-40%	2*	1	1
41-50%	2	2	3
51-60%	1	1	1
61-70%	0	0	1
71-80%	0	1	1
81-90%	0	0	0
91%-100%	0	1	-
Don't know/ No opinion	16*	12	14
Mean (including 0)	12.3	13.3	14.2
Mean (excluding 0)	12.7	13.5	14.4

16. Do you think that Individuals or organizations who are hired to make the fundraising requests should be required to indicate if they are receiving a percentage of donations raised all of the time, only when asked or not at all. [KEEP SCALE CONSTANT]

Base: All respondents	2008 %	2006 %	2004 %
All of the time	74	73	72
Only when asked	18	21	21
Not at all	7	7	7

Now I'd like you to think about other ways or business activities that charities use to raise money like operating stores that sell second hand clothing, selling products like cookies, calendars and chocolates door-to-door, renting out space in buildings they own or selling their knowledge and skills.

17. Please tell me if you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following statement. Charities should be able to earn money through any type of business activity they want as long as the proceeds go to their cause. [REVERSE SCALE]

Base: All respondents	2008 %	2006 %	2004 %
Top2Box	83*	85	84
Strongly agree	49	51	49
Somewhat agree	34	34	34
Somewhat disagree	10*	8	10
Strongly disagree	7	6	6

18. I'm going to read you a series of statements about charities running a business to earn money for their charitable activities. For each of the following statements, please tell me if you strongly agree, somewhat agree, somewhat disagree or strongly disagree... [RANDOMIZE & READ, REVERSE SCALE] How about....?

Base: All respondents	Top2Box %			Strongly agree %			Somewhat agree %			Somewhat disagree %			Strongly disagree %		
	'08	'06	'04	'08	'06	'04	'08	'06	'04	'08	'06	'04	'08	'06	'04
Running a business is a good way to raise money that charities aren't able to get through donations and grants	86	87	88	35	32	35	51*	55	52	7	8	7	5*	4	4
When a charity runs a business, a significant worry is that money could get lost on the business instead of being used to help Canadians	74*	72	73	27*	24	26	47	48	48	17*	20	17	7	7	8
When charities run businesses, it takes too much time away from their core cause	52	52	53	12	12	13	40	40	40	33*	36	34	11	11	11

19. Which of the following two points of view comes closest to your own? [ROTATE & READ]

Base: All respondents	2008 %	2006 %	2004 %
If a charity makes some of its money from a business, they should have to pay taxes like any other business	28	28	28
Charities shouldn't have to pay tax on earnings from a business if it is used to support their cause	70	71	72
Don't know/ No opinion	1	1	1

20. Deleted

21. When you are thinking about the possibility of donating to a charity, are you very likely, somewhat likely, somewhat unlikely or very unlikely to research the charity... [RANDOMIZE & READ, REVERSE SCALE] How about....?

Base: All respondents	Top2Box %		Very likely %		Somewhat likely %		Somewhat unlikely %		Very unlikely %	
	'08	'06	'08	'06	'08	'06	'08	'06	'08	'06
On a charity's website?	62*	58	30	28	32	30	14*	16	23*	26
By calling the charity and asking for more information?	44	46	19	18	25*	28	25	25	30	29
On a website of someone who regulates charities?	53*	50	23*	21	30	29	20	21	25*	28
By looking at a charity's financial statements?	49*	44	20*	17	29	27	23*	25	28*	31
By reading printed material you received from the charity?	80		41		39		11		8	

To make sure we are talking to a cross section of Canadians, we need to get a little more information about your background.

29. First, in what year were you born? [RECORD NUMBER 1900 – 1986]

Base: All respondents	2008 %	2006 %	2004 %	2000 %
18-24	7	11	13	11
25-34	15	16	19	18
35-44	16	19	22	24
45-54	25	24	22	19
55-64	20	17	11	11
65+	15	13	11	13
Don't know/ No opinion	1		1	1

30. Including yourself, how many people live in your household? [RECORD NUMBER 0-99]

Base: All respondents	2008 %	2006 %	2004 %
1	12	12	9
2	57	57	31
3	18	17	20
4	9	10	25
5	3	3	9
6	1	1	4
7	0	0	1
8	0	0	1
Mean	2.37	2.41	3.2

[IF 1 OR DK/REF SKIP TO Q32 ELSE CONTINUE]

31. And, how many people under 18 years of age live in your household? [RECORD NUMBER 0-99]

Base: All respondents	2008 %	2006 %	2004 %
None	64	66	63
1	16	14	15
2	14	13	15
3	4	5	4
4	1	1	2

32. At present are you married, living with a partner, widowed, separated, divorced or have you never been married?

Base: All respondents	2008 %	2006 %	2004 %	2000 %
Married	58	55	53	57
Living with a partner	12	12	13	
Widowed	4	4	4	7
Separated	2	3	3	10
Divorced	5	6	5	
Never been married	17	21	22	22
Don't know/ No opinion/ Refused	0	1	1	4

33. What is the highest level of education you have completed? [READ LIST]

Base: All respondents	2008 %	2006 %	2004 %	2000 %
Grade school or some high school	9	9	10	15
Complete high school	22	22	23	25
Some post secondary		-		14
Technical or trade school/Community college	28	27	27	
Post-secondary diploma		-		18
Some university	9	11	13	
Complete university degree	20	19	18	25
Post-graduate degree	11	10	9	
Don't know/ No opinion/ Refused	1	0	1	3

34. Other than on special occasions, such as weddings, funerals and baptisms, how often have you attended religious services in the past 12 months, would you say at least once a week, at least once or twice a month, 3 or 4 times a year, once or twice a year, not at all in the past 12 months, or never?

Base: All respondents	2008 %	2006 %	2004 %	2000 %
At least once a week	19	16	17	35
At least once or twice a month	12	15	12	
3 or 4 times a year	15	16	16	
Once or twice a year	16	17	18	32
Not at all in the past 12 months	23	23	23	
Never	14	13	13	30
Don't know/ No opinion/ Refused	1	0	1	
				4

35. Are you presently working for pay in a full-time or part-time job, self employed, are you unemployed, retired, taking care of family, a student, or something else?

Base: All respondents	2008 %	2006 %	2004 %
Full-time job	44	44	47
Part-time job	9	8	10
Self employed	11	12	10
Unemployed	4	4	5
Retired	21	19	15
Taking care of family	4	5	4
Student	4	6	5
Disabled	1	1	1
Maternity leave/ sick leave	1	1	1
Other	1	0	1
Don't know/ No opinion	1	0	1

36. We don't need the exact amount; could you please tell me which of these broad categories your total 2003 household income falls into. Please stop me what I reach your category. [READ LIST] How about....?

Base: All respondents	2008 %	2006 %	2004 %
Less than \$20,000	9	11	11
\$20,000 to less than 50,000	25	28	30
\$50,000 to less than 75,000	20	22	23
\$75,000 to less than 100,000	14	15	13
\$100,000 or more	21	15	12
Don't know/ No opinion/ Refused	12	9	10

40. Not including lottery tickets, chocolates or any other purchase that does not provide you with a tax receipt, did you make a financial donation to any charity in 2003?

Base: All respondents	2008 %	2006 %	2004 %	2000 %
Yes	81	81	79	80
No	18	18	21	17
Don't know/ Refused	1	1		3

[IF YES ASK Q41, OTHERWISE THANK AND TERMINATE]

41. As far as you can remember, how much did you donate to charities in 2003? [OPEN END, RECORD NUMBER 0-99999999]

Base: Made a financial donation in 2003	2008 n=3158 %	2006 n=3175 %	2004 n=3073 %
Less than \$50	8	8	13
\$50-\$99	8	10	10
\$100-\$149	11	12	15
\$150-\$299	16	16	19
\$300-\$799	23	23	18
\$800+	26	23	19
Don't know/ No opinion	8	7	7

Appendix C – Survey Method

Ipsos Reid was commissioned by the Muttart Foundation, a private charitable foundation that provides grants and assistance to worthwhile projects in Canada, to conduct the fourth wave of the survey on public opinion about charities and issues relating to charities. The survey method utilized is the same as was used for wave 3 of this study conducted in 2006.

A total of 3863 telephone interviews were conducted with Canadians across Canada between May and July 2006. The sample was drawn in such a way as to provide statistically valid results at both the provincial and national level. The margin of error at the provincial level is shown in the table below:

Table 1: Margin of Error

Province	Sample Size	Margin of Error
Newfoundland	203	± 6.9%
Prince Edward Island	201	± 6.9%
Nova Scotia	300	± 5.7%
New Brunswick	300	± 5.7%
Quebec	605	± 4.0%
Ontario	751	± 3.6%
Manitoba	301	± 5.7%
Saskatchewan	301	± 5.7%
Alberta	401	± 4.9%
British Columbia	500	± 4.4%

Study Description

As with the previous waves of the study, Random Digit Dialing (RDD) procedures were utilized to select households, and within households, the birthday selection method was used to select respondents. English interviews were conducted from the Ipsos Reid call centre in Winnipeg, while French interviews were conducted from the Ipsos Reid call centre in Montreal. All interviews were completed using Computer Assisted Telephone Interviewing (CATI) techniques.

Sample Design

The current study utilized the same method employed in 2006, with the sample of respondents designed to represent the Canadian adult population (over the age of 18), who speak one of Canada's official languages, English or French, and reside in the ten Canadian provinces. Since telephone interviewing was the method utilized, the small proportion of households in Canada without telephones were excluded from the sample universe.

The distribution of the sample among the ten Canadian provinces was disproportionate: the smaller provinces had a larger share of the sample than their share of the population, to allow for comparisons between provinces. The data were then weighted according to provincial population estimates as well as by gender to get the national estimate. The calculation of the

weights to facilitate national estimates is provided in the table below. The weights were proportionate to the population in each province and, depending on their share of the sample, provinces that had a greater proportion of population than that reflected in their sample size were “weighted up” while those where the actual population size was smaller than their share of the sample were “weighted down” – just as in the previous wave of the study. The gender weights were assigned within each province (52% female and 48% male).

Table 2: Provincial Sample Distribution and Provincial Weights

	Province (HH #)	Sample (#)	Actual Male (#)	Actual Female (#)	Target Male (#)	Target Female (#)	Weight Male	Weight Female
Newfoundland	197,180	203	91	112	29.47886	31.93543	0.32394349	0.28513776
Prince Edward Island	53,130	201	91	110	7.94306	8.60498	0.08728632	0.07822706
Nova Scotia	376,845	300	135	165	56.33918	61.03411	0.41732728	0.36990372
New Brunswick	295,960	300	135	165	44.24669	47.93392	0.32775327	0.29050858
Quebec	3,189,345	605	272	333	476.81431	516.54884	1.75299379	1.55119771
Ontario	4,555,025	751	338	413	680.98657	737.73545	2.01475316	1.78628438
Manitoba	448,780	301	135	166	67.09363	72.68476	0.49698984	0.43786002
Saskatchewan	387,140	301	136	165	57.87831	62.70150	0.42557579	0.38000909
Alberta	1,256,200	401	180	221	187.80475	203.45514	1.04335972	0.92061151
British Columbia	1,643,150	500	225	275	245.65465	266.12587	1.09179845	0.96773044

Weights that include a correction factor for the unequal probabilities of selection at the provincial level have been added to the data set to facilitate the production of national estimates (variable “PROVWGHT”)

The general population sample was obtained from Survey Sample Inc. – this was already a random digit dialing (RDD) sample. These sample records were again randomized and loaded into the computerized system. One number was then picked by the system to start the process again using random digit dialing (RDD). The use of RDD for selecting telephone numbers gives all households, not just those listed in telephone directories, an equal probability of selection. Typically, RDD samples include “not in service” and “non-residential” telephone numbers. Usually, these non-productive numbers are identified the first time an interviewer calls and most of the interviewer’s subsequent efforts are then directed at encouraging respondents to participate in, and then, complete the interview. After the first number was selected randomly by the system, there was a prioritization of numbers. Appointments were called first, followed by numbers that had been tried before - like “busy numbers” which were called every 20 minutes and “no answers” which were called every 2 hours. It was only after this that fresh sample was called.

When the household was reached, a random selection process was used to select an appropriate respondent. To be eligible for the interview, the household member had to be an adult (18 years or older). If there was more than one eligible respondent in the household, the

eligible person who had the next birthday among the members of the household was selected as the survey respondent.

The probability of an adult member of the household being selected for an interview varies inversely with the number of people living in that household (in a household with only one adult, that adult has a 100% chance of selection, in a two-adult household each adult has a 50% chance of selection, etc). Since it is possible that analyses based on unweighted estimates is biased, as one-adult households are over represented and larger households are under-represented, the data has been weighted in order to compensate for unequal probabilities of selection (one adult households are given a weight of one, two adult households a weight of two, three adult household a weight of three, etc). Conventionally, users of survey data wish to have the same number of observations in the weighted and unweighted dataset. This adjustment is made, by determining the number of cases in each household size category that would have been in the sample, if the interview had been completed with each adult member of the household, and then dividing the sample among each household size category according to the proportion of interviews completed in each household size category. The calculation of the household weights for the campaign is shown in the table below

Table 3: Calculation of Household Weights

HH Size	No. of HHs	Weighted Cases	Adjustment	Weight
1 adult	955	955	477.12946	0.49961200
2 adults	2,226	4,452	2,224.27263	0.99922400
3 adults	464	1,392	695.45991	1.49883601
4 adults	169	676	337.73771	1.99844801
5 adults	40	200	99.92240	2.49806001
6 adults	7	42	20.98370	2.99767201
7 adults	1	7	3.49728	3.49728401
8 adults	1	8	3.99690	3.99689602
10 adults	955	955	477.12946	0.49961200
Total	3,863	7,732	3,863	

In the survey there were 3863 households in the sample and 955 of these were one-adult households, 2226 were two adult households, and 464 were three-adult households, etc. The weights for each household were calculated as follows. First, the total number of weighted cases was calculated (number of cases times the number of adults in the household). For three adult households the calculation is: 464 times 3, which is 1392 three adult households in the weighted sample. Thus, in this survey there are 7732 weighted cases.

Second, the 7732 weighted cases were adjusted down to the original sample size of 3863 (calculated as weighted cases for each household size divided by the weighted sample size times the original sample size). For three adult households the calculation is: $(1392/7732) * 3863 = 695.45991$.

Third, the weight for each household size was calculated (for each household size, the adjustment to the original sample/ number of cases). For three adult households the calculation

is: $695.45991 / 464 = 1.49883601$. The household weights (variable “HHWGHT”) have been added to the data set.

A national weight (variable “NATWGHT”), which is a product of the household weight and the province weight, has been added to the dataset. This weight compensates for both the unequal probability of selection at the household level and for the disproportionate sampling among the provinces. The NATWGHT would be used when national estimates are required – including all cross tabs, except the provinces. Only household weights are required when making comparisons between provinces.

Data Collection

Interviewing was completed from Ipsos Reid’s CATI (Computer Assisted Telephone Interviewing) facilities. English interviews were conducted from the Ipsos Reid call centre in Winnipeg, while French Interviews were conducted from the Ipsos Reid call centre in Montreal. Each supervisory station is equipped with a video display terminal that reproduces an image of the interviewer’s screen and a special telephone that allows supervisors to unobtrusively monitor the interviewer’s call and visually verify that the interviewer has recorded the respondent’s answers correctly.

In order to maximize the chances of getting a completed interview from each sample number, call attempts were made during the day and the evening – for both week and weekend days. The number of attempts it took to generate a complete is given in the table below. The most calls made in order to complete an interview were 19.

Table 4: Number of Call Attempts

Number of Calls	Number of Completes	% of Total
1	1456	38
2	854	22
3	571	15
4	374	10
5	248	6
6-10	353	9
11-19	7	0
Total	3863	100

Details on the calculation of the response rate are as follows. The response rate was defined as the number of completed interviews divided by the estimated number of eligible households times 100 percent. Of the 27027 numbers included in the sample, 15106 numbers were identified as being eligible households (completions [n=3863] + refusals [n=10039] + callbacks [n=1204], see table below). Non-eligible households included households where there was a language barrier or the respondent was incapable of answering (n=1765), disqualified households (n=1999), cell phone numbers (n=256), business numbers (n=7515) and disconnected numbers (n=386).

Dividing the number of completions (3863) by the estimated number of eligible households (15106) gives a final response rate of 26%. Another method of calculating the response rate is using the number of completions divided by the number of completions plus refusals. This version of the response rate, which is sometimes known as participation rate is 72% ($3863/[3863+1484]$).

Table 5: Final Sample Disposition

Results	Number	% of Total
Completes	3863	14
Qualified Respondent Refusals*	1484	5.5
General Refusals	8555	32
Call Backs	1204	4.5
- Eligible respondent not available	1117	-
- Specified appointment	87	-
Subtotal Eligible Respondents	15106	-
Not Eligible	11921	44
- Cell Phone	256	-
- Disconnected number	386	-
- Business number	7515	-
- Language/ ill/ incapable/ deaf	1765	-
- Disqualified	1999	-
TOTAL	27027	100
Participation Rate		72
Response Rate		26

* These are refusals after the right respondent is reached