#### **TALKING ABOUT CHARITIES 2013**

# RESPONSES BASED ON RESPONDENT'S TOTAL HOUSEHOLD INCOME

#### An initiative of



#### Q1. Thinking about charities in general, would you say you trust them...

		\$20,000 -	\$50,000 -	\$75,000 -	\$100,000 -		Don't		
	<\$20,000	\$49,999	<b>\$74,999</b>	\$99,999	\$149,999	>=\$150,000	know	Refused	Canada
	%	%	%	%	%	%	%	%	%
A lot	23.74	22.59	23.29	25.58	30.03	34.39	27.31	18.65	25.33
Some	48.38	54.23	53.44	59.40	54.85	52.95	51.77	48.55	53.60
A little	17.69	18.22	17.71	12.65	12.55	9.32	14.70	24.86	16.12
Not at all	9.50	4.39	4.78	2.13	2.54	3.33	6.21	4.00	4.18
Don't know/									
not sure	0.68	0.57	0.78	0.24	0.02	0.00	0.02	3.93	0.77

## A2. More specifically, to what extent do you trust the following types of charities? Would you say you trust them a lot, some, a little, or not at all?

#### A2a How about...

#### Charities that focus on protecting the environment?

		\$20,000 -	\$50,000 -	\$75,000 -	\$100,000 -		Don't		
	<\$20,000	\$49,999	\$74,999	\$99,999	\$149,999	>=\$150,000	know	Refused	Canada
	%	%	%	%	%	%	%	%	%
A lot	29.12	23.61	24.16	25.26	25.64	16.64	27.75	17.02	23.46
Some	35.31	43.37	44.91	40.79	48.32	49.01	46.32	38.71	43.76
A little	25.35	18.02	18.96	23.86	18.87	22.34	14.86	23.01	20.34
Not at all	9.26	11.01	9.51	7.32	5.22	7.98	7.08	16.83	9.34
Don't know/									
not sure	0.96	4.00	2.45	2.77	1.94	4.03	3.98	4.43	3.10

#### A2b How about charities that focus on the protection of animals?

		\$20,000 -	\$50,000 -	\$75,000 -	\$100,000 -		Don't		
	<\$20,000	\$49,999	<b>\$74,999</b>	\$99,999	\$149,999	>=\$150,000	know	Refused	Canada
	%	%	%	%	%	%	%	%	%
A lot	35.32	27.98	31.53	33.69	28.63	24.81	25.04	23.38	28.97
Some	33.74	43.18	38.71	38.58	48.50	55.20	40.31	40.10	42.54
A little	17.75	17.91	19.76	18.30	14.58	12.74	24.00	21.51	18.11
Not at all	9.57	7.24	7.63	6.36	7.35	6.56	8.68	9.77	7.66
Don't know/									
not sure	3.62	3.70	2.37	3.07	0.95	0.69	1.97	5.23	2.72

#### A2c How about charities that focus on health prevention and health research?

		\$20,000 -	\$50,000 -	\$75,000 -	\$100,000 -		Don't		
	<\$20,000	\$49,999	\$74,999	\$99,999	\$149,999	>=\$150,000	know	Refused	Canada
	%	%	%	%	%	%	%	%	%
A lot	36.19	35.96	39.24	37.69	41.93	47.37	46.02	36.59	39.55
Some	37.25	42.39	42.73	41.75	44.92	35.55	35.76	37.42	40.76
A little	10.01	12.43	11.28	16.59	9.63	9.10	15.70	15.42	12.44
Not at all	10.67	6.93	5.77	2.52	2.05	7.62	1.28	9.07	5.55
Don't know/									
not sure	5.87	2.30	0.97	1.45	1.47	0.37	1.24	1.50	1.69

#### A2d How about charities that focus on social services?

		\$20,000 -	\$50,000 -	\$75,000 -	\$100,000 -		Don't		
	<\$20,000	\$49,999	\$74,999	\$99,999	\$149,999	>=\$150,000	know	Refused	Canada
	%	%	%	%	%	%	<b>%</b>	%	%
A lot	24.86	27.52	25.01	25.15	25.38	26.83	19.87	15.54	24.35
Some	43.28	42.58	49.87	51.39	54.47	48.74	49.74	44.96	48.28
A little	15.00	19.91	17.35	17.79	15.65	12.87	20.23	25.04	18.11
Not at all	9.52	4.01	5.79	3.29	2.44	10.32	5.28	12.97	6.05
Don't know/									
not sure	7.34	5.97	1.98	2.38	2.06	1.24	4.88	1.49	3.22

#### A2e How about charities that focus on international development?

		\$20,000 -	\$50,000 -	\$75,000 -	\$100,000 -		Don't		
	<\$20,000	\$49,999	\$74,999	\$99,999	\$149,999	>=\$150,000	know	Refused	Canada
	%	%	%	%	%	%	%	%	%
A lot	12.27	11.70	9.09	9.50	7.78	12.44	12.54	6.19	9.89
Some	42.69	32.68	42.88	43.34	45.81	42.17	39.52	30.38	39.74
A little	20.46	28.87	27.46	33.76	31.59	29.58	25.47	28.82	28.98
Not at all	19.91	19.70	16.91	9.44	13.21	11.77	16.70	28.07	16.78
Don't know/									
not sure	4.69	7.05	3.66	3.97	1.61	4.04	5.77	6.54	4.61

#### A2f How about charities that focus on children and children's activities?

		\$20,000 -	\$50,000 -	\$75,000 -	\$100,000 -		Don't		
	<\$20,000	\$49,999	<b>\$74,999</b>	\$99,999	\$149,999	>=\$150,000	know	Refused	Canada
	%	%	%	%	%	%	%	%	%
A lot	45.51	40.89	44.88	43.56	36.81	44.79	39.82	32.35	41.05
Some	33.33	40.57	38.04	41.34	47.91	39.41	41.56	41.18	40.85
A little	13.72	11.91	11.66	11.39	9.79	12.16	13.35	14.80	12.04
Not at all	6.78	3.80	3.81	1.80	3.52	3.59	3.08	8.54	4.13
Don't know/									
not sure	0.67	2.82	1.61	1.90	1.97	0.05	2.18	3.13	1.93

#### A2g How about charities that focus on education?

		\$20,000 -	\$50,000 -	\$75,000 -	\$100,000 -		Don't		
	<\$20,000	\$49,999	<b>\$74,999</b>	\$99,999	\$149,999	>=\$150,000	know	Refused	Canada
	%	%	%	%	%	%	%	%	%
A lot	32.85	31.60	33.40	34.15	34.95	38.25	39.06	27.15	33.51
Some	43.18	43.56	44.95	46.55	48.83	40.69	37.68	38.93	43.80
A little	13.26	13.67	13.12	13.40	9.64	12.78	12.98	21.43	13.63
Not at all	7.77	5.45	4.90	3.04	2.42	3.24	5.73	4.69	4.44
Don't know/									
not sure	2.94	5.71	3.64	2.87	4.17	5.04	4.55	7.81	4.62

#### A2h How about charities that focus on arts?

		\$20,000 -	\$50,000 -	\$75,000 -	\$100,000 -		Don't		
	<\$20,000	\$49,999	\$74,999	\$99,999	\$149,999	>=\$150,000	know	Refused	Canada
	%	%	%	%	%	%	%	%	%
A lot	17.92	17.50	18.80	19.33	22.92	20.10	13.62	17.89	18.86
Some	30.39	37.26	38.39	45.00	47.26	48.03	42.64	36.60	40.91
A little	19.42	19.74	18.29	19.14	14.88	20.25	22.73	20.21	18.95
Not at all	17.47	15.24	14.58	5.72	5.76	9.09	7.96	12.48	11.16
Don't know/									
not sure	14.80	10.25	9.94	10.81	9.18	2.52	13.05	12.82	10.12

#### A2i How about hospitals?

		\$20,000 -	\$50,000 -	\$75,000 -	\$100,000 -		Don't		
	<\$20,000	\$49,999	\$74,999	\$99,999	\$149,999	>=\$150,000	know	Refused	Canada
	%	%	%	%	%	%	%	%	%
A lot	48.44	45.61	55.46	56.97	58.11	56.90	56.55	48.63	53.19
Some	23.75	40.53	31.48	32.72	31.26	33.35	28.30	32.66	32.96
A little	17.77	8.06	8.70	6.92	5.92	8.38	12.62	12.18	9.11
Not at all	8.77	4.24	2.99	2.85	3.30	1.00	2.25	6.19	3.73
Don't know/									
not sure	1.27	1.56	1.37	0.53	1.41	0.38	0.29	0.34	1.01

#### A2j How about churches and other places of worship?

		\$20,000 -	\$50,000 -	\$75,000 -	\$100,000 -		Don't		
	<\$20,000	\$49,999	\$74,999	\$99,999	\$149,999	>=\$150,000	know	Refused	Canada
	%	%	%	%	%	%	%	%	%
A lot	23.02	20.42	24.57	26.56	22.05	28.75	21.31	27.37	24.07
Some	28.83	32.30	34.66	36.93	40.26	35.65	37.86	28.46	34.60
A little	18.93	21.83	19.74	22.61	22.20	16.73	18.29	14.61	19.89
Not at all	24.41	22.43	19.36	10.78	13.51	17.30	21.01	26.89	18.97
Don't know/									
not sure	4.81	3.02	1.67	3.12	1.98	1.57	1.53	2.68	2.46

#### A2k How about religious organizations (excluding churches and other places of worship)?

		\$20,000 -	\$50,000 -	\$75,000 -	\$100,000 -		Don't		
	<\$20,000	\$49,999	\$74,999	\$99,999	\$149,999	>=\$150,000	know	Refused	Canada
	%	%	%	%	%	%	%	%	%
A lot	6.12	8.09	10.53	7.21	6.75	7.77	11.11	9.57	8.43
Some	30.23	28.87	33.89	37.62	38.00	31.58	36.65	22.55	32.52
A little	19.62	27.30	19.73	25.96	28.19	29.76	21.15	19.12	24.28
Not at all	35.39	30.64	31.11	21.60	22.39	24.53	26.96	43.29	29.13
Don't know/									
not sure	8.65	5.10	4.73	7.62	4.66	6.37	4.13	5.47	5.64

## A3. I would also like to find out how much you trust some key public institutions. In general, would you say you trust them: a lot, some, a little, or not at all.

#### A3a How much trust do you have in the federal government?

		\$20,000 -	\$50,000 -	\$75,000 -	\$100,000 -		Don't		
	<\$20,000	\$49,999	\$74,999	\$99,999	\$149,999	>=\$150,000	know	Refused	Canada
	%	%	%	%	%	%	%	%	%
A lot	9.90	8.53	9.27	4.98	10.37	8.47	9.82	10.01	8.78
Some	28.07	34.21	33.23	40.12	42.24	42.96	31.92	31.28	36.01
A little	22.15	31.23	30.94	35.57	28.24	27.52	37.26	26.82	30.31
Not at all	36.26	24.04	25.73	17.98	18.75	17.79	16.60	30.14	23.08
Don't know/									
not sure	3.62	2.00	0.83	1.35	0.41	3.26	4.40	1.76	1.82

#### A3b How about the provincial government?

		\$20,000 -	\$50,000 -	\$75,000 -	\$100,000 -		Don't		
	<\$20,000	\$49,999	\$74,999	\$99,999	\$149,999	>=\$150,000	know	Refused	Canada
	%	%	%	%	%	%	%	%	%
A lot	11.70	5.75	7.77	4.18	14.12	8.84	9.46	4.13	7.89
Some	31.84	36.54	36.31	35.76	37.06	39.37	34.69	35.52	36.21
A little	22.78	32.94	35.29	40.37	33.83	31.49	38.14	27.15	33.45
Not at all	30.26	23.46	20.05	18.27	14.69	17.75	16.71	31.62	21.14
Don't know/									
not sure	3.43	1.30	0.57	1.42	0.30	2.56	1.00	1.58	1.30

#### A3c How about local government?

		\$20,000 -	\$50,000 -	\$75,000 -	\$100,000 -		Don't		
	<\$20,000	\$49,999	\$74,999	\$99,999	\$149,999	>=\$150,000	know	Refused	Canada
	%	%	%	%	%	%	%	%	%
A lot	17.20	10.69	12.06	13.21	17.76	17.18	13.20	8.78	13.34
Some	33.92	41.34	47.59	45.75	44.44	50.45	42.94	40.28	43.97
A little	15.57	29.38	22.30	28.14	25.30	20.79	29.73	23.51	24.96
Not at all	29.89	17.74	17.74	11.57	11.99	9.02	12.71	25.06	16.44
Don't know/									
not sure	3.42	0.86	0.32	1.34	0.51	2.56	1.41	2.37	1.30

#### A3d How much trust do you have in media, such as newspapers, television and radio?

		\$20,000 -	\$50,000 -	\$75,000 -	\$100,000 -		Don't		
	<\$20,000	\$49,999	<b>\$74,999</b>	\$99,999	\$149,999	>=\$150,000	know	Refused	Canada
	%	%	%	%	%	%	%	%	%
A lot	11.77	12.78	9.53	9.95	7.13	11.03	7.50	10.84	10.15
Some	32.17	44.00	47.42	41.82	45.03	37.50	46.22	37.62	42.55
A little	35.31	28.78	32.33	35.51	37.12	37.28	33.55	32.84	33.60
Not at all	19.86	14.27	10.61	12.62	10.72	11.69	11.53	18.08	13.18
Don't know/									
not sure	0.89	0.17	0.11	0.11	0.00	2.51	1.20	0.62	0.52

#### A3e How much trust do you have in major corporations?

		\$20,000 -	\$50,000 -	\$75,000 -	\$100,000 -		Don't		
	<\$20,000	\$49,999	\$74,999	\$99,999	\$149,999	>=\$150,000	know	Refused	Canada
	%	%	%	%	%	%	%	%	%
A lot	9.33	6.00	6.80	4.96	5.00	5.37	4.03	2.48	5.49
Some	20.34	31.21	36.34	36.15	41.59	48.33	27.60	32.13	35.21
A little	36.35	37.77	34.72	40.07	36.18	28.10	41.94	35.10	36.24
Not at all	29.59	21.67	20.25	16.55	16.81	14.59	22.57	27.09	20.46
Don't know/									
not sure	4.38	3.34	1.89	2.27	0.41	3.61	3.87	3.20	2.60

#### A3f How much trust do you have in small business?

		\$20,000 -	\$50,000 -	\$75,000 -	\$100,000 -		Don't		
	<\$20,000	\$49,999	<b>\$74,999</b>	\$99,999	\$149,999	>=\$150,000	know	Refused	Canada
	%	%	%	%	%	%	%	%	%
A lot	28.72	26.34	29.68	32.51	28.60	29.63	30.09	21.98	28.38
Some	46.54	49.10	53.96	54.67	58.78	50.34	51.19	53.31	52.76
A little	21.04	20.56	10.95	11.69	11.00	12.70	13.20	14.90	14.30
Not at all	3.02	1.81	4.29	0.20	1.30	2.88	3.64	5.46	2.68
Don't know/									
not sure	0.68	2.19	1.11	0.93	0.32	4.46	1.88	4.35	1.88

## A4. Next, 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 a lot, some, a little, or not at all.

#### How much trust do you have in

#### A4a People who are medical doctors?

		\$20,000 -	, , ,	\$75,000 -	' /		Don't		Canada
	<\$20,000	\$49,999	\$74,999	\$99,999	\$149,999	>=\$150,000	know	Refused	
	%	%	%	%	%	%	%	%	%
A lot	54.03	54.42	54.00	58.11	59.31	57.72	63.32	51.22	56.11
Some	35.20	35.94	38.97	36.84	34.19	37.23	27.42	40.99	36.43
A little	7.38	6.62	4.83	4.51	5.37	4.22	7.82	5.49	5.58
Not at all	3.29	3.00	2.18	0.53	1.12	0.84	1.38	2.08	1.83
Don't know/									
not sure	0.10	0.03	0.03	0.01	0.00	0.00	0.05	0.21	0.04

#### A4b People who are federal politicians?

		\$20,000 -	\$50,000 -	\$75,000 -	\$100,000 -		Don't		
	<\$20,000	\$49,999	\$74,999	\$99,999	\$149,999	>=\$150,000	know	Refused	Canada
	%	%	%	%	%	%	%	%	%
A lot	4.98	1.82	4.19	2.60	5.13	2.40	2.29	1.21	3.08
Some	22.60	28.57	32.26	34.58	32.88	31.21	30.41	25.62	30.39
A little	33.91	38.45	34.63	42.40	42.85	30.40	39.45	32.06	37.23
Not at all	35.49	30.58	28.57	19.29	18.92	35.57	23.07	39.89	28.25
Don't know/									
not sure	3.03	0.57	0.34	1.13	0.22	0.42	4.78	1.22	1.05

#### A4c People who are lawyers?

		\$20,000 -	\$50,000 -	\$75,000 -	\$100,000 -		Don't		
	<\$20,000	\$49,999	<b>\$74,999</b>	\$99,999	\$149,999	>=\$150,000	know	Refused	Canada
	%	%	%	%	%	%	%	%	%
A lot	13.24	9.65	8.15	5.63	12.29	15.50	6.09	4.95	9.25
Some	32.70	36.46	42.00	49.59	49.52	41.43	51.52	43.37	43.23
A little	30.85	33.88	30.43	29.78	26.31	26.94	30.23	23.06	29.25
Not at all	21.40	16.46	18.56	12.44	10.84	15.00	9.21	24.50	16.04
Don't know/									
not sure	1.82	3.56	0.86	2.55	1.04	1.12	2.94	4.12	2.22

#### A4d People who are religious leaders?

		\$20,000 -	\$50,000 -	\$75,000 -	\$100,000 -		Don't		
	<\$20,000	\$49,999	<b>\$74,999</b>	\$99,999	\$149,999	>=\$150,000	know	Refused	Canada
	%	%	%	%	%	%	%	%	%
A lot	8.79	12.09	8.50	7.60	11.47	11.34	12.13	9.45	10.15
Some	32.67	35.13	38.31	42.81	46.46	43.11	42.73	32.02	39.23
A little	26.20	27.01	28.72	30.14	24.56	28.61	31.05	21.58	27.17
Not at all	25.80	24.01	22.96	18.26	16.90	16.52	13.57	31.55	21.50
Don't know/									
not sure	6.54	1.75	1.52	1.19	0.61	0.42	0.52	5.39	1.95

#### A4e People who are journalists and reporters?

		\$20,000 -	\$50,000 -	\$75,000 -	\$100,000 -		Don't		
	<\$20,000	\$49,999	\$74,999	\$99,999	\$149,999	>=\$150,000	know	Refused	Canada
	%	%	%	%	%	%	%	%	%
A lot	13.70	10.48	15.81	14.82	11.14	8.91	9.72	11.15	12.24
Some	46.54	49.33	53.84	47.05	55.45	50.70	50.54	46.26	50.46
A little	22.84	29.44	21.42	30.35	26.37	26.72	32.25	27.77	26.94
Not at all	14.06	10.08	8.15	7.38	6.61	10.75	5.19	13.99	9.26
Don't know/									
not sure	2.85	0.67	0.77	0.40	0.44	2.93	2.30	0.83	1.10

#### A4f People who are nurses?

		\$20,000 -	\$50,000 -	\$75,000 -	\$100,000 -		Don't		
	<\$20,000	\$49,999	<b>\$74,999</b>	\$99,999	\$149,999	>=\$150,000	know	Refused	Canada
	%	%	%	%	%	%	%	%	%
A lot	67.40	64.84	72.42	78.63	76.43	76.49	74.92	61.99	71.51
Some	28.90	27.69	21.44	18.75	22.50	18.79	20.43	28.86	23.39
A little	2.04	6.21	4.98	1.80	0.84	3.42	4.55	3.65	3.65
Not at all	1.44	1.26	1.13	0.19	0.24	0.89	0.04	5.12	1.26
Don't know/									
not sure	0.23	0.00	0.03	0.64	0.00	0.42	0.05	0.38	0.19

#### A4g People who are provincial politicians?

		\$20,000 -	\$50,000 -	\$75,000 -	\$100,000 -		Don't		
	<\$20,000	\$49,999	\$74,999	\$99,999	\$149,999	>=\$150,000	know	Refused	Canada
	%	%	%	%	%	%	%	%	%
A lot	7.25	1.62	1.72	2.10	5.77	2.98	1.52	1.57	2.79
Some	23.46	29.41	35.01	36.57	34.89	30.81	42.39	29.04	32.83
A little	34.91	39.73	37.84	39.77	44.40	38.00	29.29	32.28	38.08
Not at all	31.40	28.39	25.06	18.83	14.78	27.74	26.52	35.95	25.29
Don't know/									
not sure	2.99	0.85	0.36	2.72	0.16	0.47	0.28	1.15	1.01

#### A4h People who are business leaders?

		\$20,000 -	\$50,000 -	\$75,000 -	\$100,000 -		Don't		
	<\$20,000	\$49,999	\$74,999	\$99,999	\$149,999	>=\$150,000	know	Refused	Canada
	%	%	%	%	%	%	%	%	%
A lot	12.25	9.87	8.39	10.01	9.24	15.45	5.74	6.34	9.55
Some	46.90	52.05	61.99	57.20	57.21	51.22	60.84	49.26	55.24
A little	26.45	26.38	21.06	26.50	25.62	25.25	28.76	28.78	25.61
Not at all	9.97	9.46	7.15	5.02	7.87	5.54	4.10	14.13	7.99
Don't know/									
not sure	4.44	2.24	1.41	1.28	0.06	2.54	0.57	1.49	1.61

#### A4i People who are leaders of charities?

		\$20,000 -	\$50,000 -	\$75,000 -	\$100,000 -		Don't		
	<\$20,000	\$49,999	<b>\$74,999</b>	\$99,999	\$149,999	>=\$150,000	know	Refused	Canada
	%	%	%	%	%	%	%	%	%
A lot	22.63	15.91	15.60	18.47	17.59	14.46	23.05	11.73	16.75
Some	38.31	49.92	55.59	58.30	62.79	58.25	47.81	48.67	53.82
A little	26.29	23.06	20.93	17.69	14.17	16.08	15.98	26.67	20.07
Not at all	11.83	9.80	6.77	4.30	3.16	10.12	8.00	10.39	7.60
Don't know/									
not sure	0.94	1.31	1.12	1.24	2.30	1.09	5.16	2.54	1.76

#### A4j People who are union leaders?

		\$20,000 -	\$50,000 -	\$75,000 -	\$100,000 -		Don't		
	<\$20,000	\$49,999	\$74,999	\$99,999	\$149,999	>=\$150,000	know	Refused	Canada
	%	%	%	%	%	%	%	%	%
A lot	5.87	5.86	10.12	10.81	6.50	3.93	7.50	7.67	7.55
Some	35.84	38.12	40.39	36.86	41.90	34.13	44.36	33.17	38.27
A little	34.14	30.46	23.91	32.12	32.38	26.44	30.39	25.41	29.04
Not at all	21.21	22.12	23.89	16.43	18.55	30.99	8.78	30.15	21.94
Don't know/									
not sure	2.94	3.44	1.70	3.78	0.67	4.52	8.97	3.60	3.21

#### A4k People who are government employees?

		\$20,000 -	\$50,000 -	\$75,000 -	\$100,000 -		Don't		
	<\$20,000	\$49,999	\$74,999	\$99,999	\$149,999	>=\$150,000	know	Refused	Canada
	%	%	%	%	%	%	%	%	%
A lot	17.17	11.03	16.39	11.27	14.71	16.85	16.46	11.17	13.94
Some	40.14	51.10	51.99	57.44	64.66	47.49	46.59	42.87	51.89
A little	24.80	24.77	23.17	23.67	15.25	25.61	25.91	27.79	23.41
Not at all	16.56	12.17	7.65	5.62	4.08	7.12	5.42	15.51	8.94
Don't know/									
not sure	1.34	0.93	0.79	2.00	1.30	2.93	5.63	2.66	1.83

A5 Thinking about you know about charities in general, the work 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 they do.

		\$20,000 -	\$50,000 -	\$75,000 -	\$100,000 -		Don't		
	<\$20,000	\$49,999	\$74,999	\$99,999	\$149,999	>=\$150,000	know	Refused	Canada
	%	%	%	%	%	%	%	%	%
Very									
familiar	10.45	14.04	16.77	14.23	16.83	23.82	10.00	13.25	15.35
Somewhat									
familiar	62.96	60.84	64.39	68.46	70.37	68.52	63.50	59.55	64.87
Not very									
familiar	19.71	20.66	17.59	15.69	12.25	7.66	22.36	25.04	17.44
Not at all									
familiar	6.88	4.41	1.11	1.61	0.53	0.00	4.14	2.11	2.30
Don't know/									
not sure	0.00	0.05	0.14	0.00	0.01	0.00	0.00	0.05	0.04

## A6 Please tell me if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements.

How about . . .

#### A6a I usually pay a lot of attention to media stories about charities.

		\$20,000 -	\$50,000 -	\$75,000 -	\$100,000 -		Don't		
	<\$20,000	\$49,999	\$74,999	\$99,999	\$149,999	>=\$150,000	know	Refused	Canada
	%	%	%	%	%	%	%	%	%
Strongly									
agree	13.56	17.73	19.06	14.03	15.12	17.01	15.80	10.51	15.83
Somewhat									
agree	48.92	35.61	44.18	48.45	50.49	38.89	38.07	40.58	43.04
Somewhat									
disagree	22.20	27.74	21.59	27.16	23.43	33.16	32.58	30.96	26.73
Strongly									
disagree	15.22	17.65	14.83	10.35	10.25	10.88	13.55	17.56	13.94
Don't know/									
not sure	0.10	1.26	0.34	0.00	0.71	0.06	0.00	0.39	0.46

#### A6b I know less about charities than do my friends and family members.

		\$20,000 -	\$50,000 -	\$75,000 -	\$100,000 -		Don't		
	<\$20,000	\$49,999	<b>\$74,999</b>	\$99,999	\$149,999	>=\$150,000	know	Refused	Canada
	%	%	%	%	%	%	%	%	%
Strongly									
agree	6.95	9.69	9.96	3.57	4.28	1.50	4.87	8.76	6.71
Somewhat									
agree	34.50	33.68	23.80	23.62	21.58	22.89	31.04	24.56	26.50
Somewhat									
disagree	37.29	31.03	40.09	46.02	45.79	47.67	40.30	32.71	39.77
Strongly									
disagree	18.58	21.77	23.74	24.48	25.14	25.67	18.30	30.20	23.88
Don't know/									
not sure	2.69	3.82	2.41	2.30	3.21	2.26	5.49	3.77	3.14

#### A6c Over the years, I have had many dealings with charities.

		\$20,000 -	\$50,000 -	\$75,000 -	\$100,000 -		Don't		
	<\$20,000	\$49,999	\$74,999	\$99,999	\$149,999	>=\$150,000	know	Refused	Canada
	%	%	%	%	%	%	%	%	%
Strongly									
agree	17.51	22.75	27.87	24.76	31.82	31.42	22.68	24.48	26.01
Somewhat									
agree	37.70	38.36	41.05	48.40	41.13	54.29	42.61	47.16	43.40
Somewhat									
disagree	23.31	21.23	20.79	19.02	18.30	10.27	20.39	15.35	18.78
Strongly									
disagree	20.74	16.55	9.55	7.82	7.69	4.03	8.78	12.58	10.83
Don't know/									
not sure	0.73	1.11	0.75	0.00	1.06	0.00	5.54	0.42	0.97

A6d If a friend or family member asked me how to choose a charity to support, I would be able to give them useful advice.

		\$20,000 -	\$50,000 -	\$75,000 -	\$100,000 -		Don't		
	<\$20,000	\$49,999	\$74,999	\$99,999	\$149,999	>=\$150,000	know	Refused	Canada
	%	%	%	%	%	%	<b>%</b>	%	%
Strongly									
agree	29.91	26.23	29.72	25.64	28.71	31.41	17.89	24.36	27.14
Somewhat									
agree	38.01	38.71	44.41	45.75	52.26	50.57	42.22	49.34	45.25
Somewhat									
disagree	15.11	19.73	14.71	19.87	10.57	9.95	26.28	12.48	15.86
Strongly									
disagree	16.76	14.68	10.11	8.43	8.05	8.07	13.32	12.25	11.12
Don't know/									
not sure	0.22	0.66	1.04	0.31	0.40	0.00	0.28	1.57	0.63

## A7. Please tell me if you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the following statements.

How about ...

#### A7a Charities should be expected to deliver programs and services the government stops funding.

		\$20,000 -	\$50,000 -	\$75,000 -	\$100,000 -		Don't		
	<\$20,000	\$49,999	\$74,999	\$99,999	\$149,999	>=\$150,000	know	Refused	Canada
	%	%	%	%	%	%	%	%	%
Strongly									
agree	24.33	21.25	16.98	16.89	14.25	10.98	17.80	18.01	17.43
Somewhat									
agree	28.31	34.86	43.37	33.96	38.09	33.90	44.73	32.65	36.71
Somewhat									
disagree	21.58	20.09	19.67	25.64	29.74	25.06	26.40	18.14	22.98
Strongly									
disagree	20.63	21.11	17.02	20.95	15.53	25.62	6.26	21.87	19.00
Don't know/									
not sure	5.14	2.68	2.96	2.55	2.39	4.43	4.81	9.32	3.87

#### A7b Charities generally improve our quality of life.

		\$20,000 -	\$50,000 -	\$75,000 -	\$100,000 -		Don't		
	<\$20,000	\$49,999	\$74,999	\$99,999	\$149,999	>=\$150,000	know	Refused	Canada
	%	%	%	%	%	%	%	%	%
Strongly									
agree	29.30	33.66	38.16	29.73	32.89	29.23	32.80	30.98	32.78
Somewhat									
agree	60.59	53.49	48.94	58.51	57.36	58.36	58.67	49.72	54.76
Somewhat									
disagree	3.13	8.28	8.02	6.08	7.09	6.30	3.83	9.81	7.11
Strongly									
disagree	5.03	3.39	2.34	3.59	1.93	3.70	3.08	4.24	3.21
Don't know/									
not sure	1.96	1.18	2.54	2.09	0.73	2.41	1.62	5.25	2.14

#### A7c Charities do a better job than government in meeting the needs of Canadians.

		\$20,000 -	\$50,000 -	\$75,000 -	\$100,000 -		Don't		
	<\$20,000	\$49,999	\$74,999	\$99,999	\$149,999	>=\$150,000	know	Refused	Canada
	%	%	%	%	%	%	%	%	%
Strongly									
agree	19.00	23.01	17.72	16.03	13.65	16.91	12.95	18.65	17.69
Somewhat									
agree	44.45	47.37	50.60	48.16	42.09	31.08	45.69	47.13	45.39
Somewhat									
disagree	21.96	18.91	18.18	19.77	31.36	29.78	27.50	18.57	22.52
Strongly									
disagree	6.34	5.20	7.43	7.71	7.38	14.40	4.99	6.66	7.39
Don't know/									
not sure	8.26	5.51	6.06	8.33	5.52	7.84	8.86	8.98	7.01

#### A7d Charities are important to Canadians.

		\$20,000 -	\$50,000 -	\$75,000 -	\$100,000 -		Don't		
	<\$20,000	\$49,999	\$74,999	\$99,999	\$149,999	>=\$150,000	know	Refused	Canada
	%	%	%	%	%	%	<b>%</b>	%	%
Strongly									
agree	48.28	61.50	55.04	52.88	64.04	58.35	54.18	58.86	57.57
Somewhat									
agree	42.16	30.96	39.95	40.87	30.76	36.01	35.99	34.13	35.84
Somewhat									
disagree	2.68	4.93	3.61	4.38	3.06	2.00	6.39	3.98	3.90
Strongly									
disagree	3.38	2.08	1.22	0.55	1.03	0.93	0.70	0.30	1.24
Don't know/									
not sure	3.51	0.55	0.18	1.31	1.10	2.72	2.73	2.73	1.45

#### A7e Charities understand the needs of Canadians better than government does.

		\$20,000 -	\$50,000 -	\$75,000 -	\$100,000 -		Don't		
	<\$20,000	\$49,999	\$74,999	\$99,999	\$149,999	>=\$150,000	know	Refused	Canada
	%	%	%	%	%	%	%	%	%
Strongly									
agree	26.43	31.35	22.81	23.77	22.81	12.81	18.20	28.38	24.14
Somewhat									
agree	37.95	43.90	48.48	45.72	44.11	42.65	47.62	39.54	44.30
Somewhat									
disagree	14.14	13.93	18.69	19.84	23.94	30.59	21.42	16.11	19.48
Strongly									
disagree	12.96	6.03	6.88	5.77	5.25	8.70	7.81	6.09	6.86
Don't know/									
not sure	8.52	4.78	3.14	4.90	3.89	5.26	4.95	9.87	5.22

#### A7f Charities spend too much of their funds on salaries and administration.

		\$20,000 -	\$50,000 -	\$75,000 -	\$100,000 -		Don't		
	<\$20,000	\$49,999	\$74,999	\$99,999	\$149,999	>=\$150,000	know	Refused	Canada
	%	%	%	%	%	%	<b>%</b>	%	%
Strongly									
agree	17.13	23.92	23.65	21.91	27.07	23.80	20.41	17.17	22.64
Somewhat									
agree	39.29	51.82	48.65	57.23	51.09	56.33	41.90	48.17	50.44
Somewhat									
disagree	17.80	12.04	17.57	13.34	12.43	7.91	23.24	16.91	14.55
Strongly									
disagree	12.33	7.37	7.30	4.39	5.85	5.68	5.06	11.47	7.17
Don't know/									
not sure	13.44	4.85	2.83	3.13	3.57	6.29	9.40	6.28	5.20

#### A7g The amounts charities ask people to give are appropriate.

		\$20,000 -	\$50,000 -	\$75,000 -	\$100,000 -		Don't		
	<\$20,000	\$49,999	\$74,999	\$99,999	\$149,999	>=\$150,000	know	Refused	Canada
	%	%	%	%	%	%	%	%	%
Strongly									
agree	37.50	35.91	36.84	24.03	28.18	28.46	19.03	40.72	32.09
Somewhat									
agree	37.09	33.35	39.12	48.56	43.86	45.50	49.34	33.37	40.55
Somewhat									
disagree	10.86	17.76	15.29	14.20	18.25	12.65	16.52	13.87	15.44
Strongly									
disagree	2.73	6.22	2.51	5.30	2.50	4.83	2.74	1.95	3.80
Don't know/									
not sure	11.83	6.76	6.24	7.91	7.20	8.56	12.37	10.09	8.12

#### A7h Charities are very good at spending money wisely.

		\$20,000 -	\$50,000 -	\$75,000 -	\$100,000 -		Don't		
	<\$20,000	\$49,999	\$74,999	\$99,999	\$149,999	>=\$150,000	know	Refused	Canada
	%	%	%	%	%	%	%	%	%
Strongly									
agree	14.28	12.09	6.74	8.93	6.01	8.25	9.25	11.21	9.24
Somewhat									
agree	42.59	51.48	51.15	54.15	58.03	43.37	50.84	44.83	50.63
Somewhat									
disagree	25.58	19.18	25.79	26.75	26.66	29.48	24.30	21.80	24.59
Strongly									
disagree	11.45	9.73	8.80	4.98	3.70	10.81	9.34	13.73	8.64
Don't know/									
not sure	6.10	7.51	7.52	5.19	5.59	8.09	6.27	8.42	6.89

#### A7i Charities are very good at helping people.

		\$20,000 -	\$50,000 -	\$75,000 -	\$100,000 -		Don't		
	<\$20,000	\$49,999	\$74,999	\$99,999	\$149,999	>=\$150,000	know	Refused	Canada
	%	%	%	%	%	%	%	%	%
Strongly									
agree	37.97	36.76	36.29	34.60	35.43	30.77	31.35	36.65	35.30
Somewhat									
agree	47.15	53.50	54.47	56.89	59.04	60.23	61.74	50.30	55.41
Somewhat									
disagree	9.89	6.24	5.37	6.06	3.86	5.25	4.92	7.79	5.92
Strongly									
disagree	3.55	3.14	2.55	1.56	1.17	0.98	1.80	2.43	2.17
Don't know/									
not sure	1.44	0.35	1.32	0.90	0.50	2.77	0.20	2.82	1.20

- A8. 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?
- 1. The opinions that charities express on issues of public concern have value because they represent a public interest perspective.
- 2. 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.

	<\$20,000 %	\$20,000 - \$49,999 %	\$50,000 - \$74,999 %	\$75,000 - \$99,999 %	\$100,000 - \$149,999 %	>=\$150,000	Don't know %	Refused %	Canada %
Statement 1	70	70	70	70	70	70	70	70	70
Statement	61.33	61.81	59.60	67.81	67.69	63.95	63.46	56.19	62.75
Statement 2									
	32.17	34.50	36.00	29.23	29.81	34.71	30.99	33.45	32.89
Don't know/									
not sure	6.50	3.68	4.40	2.96	2.50	1.34	5.55	10.35	4.35

- A9. Which of the following statements do you most agree with?
- 1. I expect all of the money that I give to charity to go to the charity's cause, for example, towards cancer research.
- 2. 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.

	<\$20,000	\$20,000 - \$49,999	\$50,000 - \$74,999	\$75,000 - \$99,999	\$100,000 - \$149,999	>=\$150,000	Don't know	Refused	Canada
	%	%	%	%	%	%	% %	%	% %
Statement 1									
	40.90	43.26	37.86	24.25	24.97	19.27	37.37	38.95	33.60
Statement 2									
	56.46	56.34	61.03	75.70	74.68	80.14	61.81	60.12	65.67
Don't know/									
not sure	2.64	0.41	1.11	0.05	0.36	0.59	0.83	0.93	0.73

A10. 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?

		\$20,000 -	\$50,000 -	\$75,000 -	\$100,000 -		Don't		
	<\$20,000	\$49,999	<b>\$74,999</b>	\$99,999	\$149,999	>=\$150,000	know	Refused	Canada
	%	%	%	%	%	%	%	%	%
Strongly									
agree	29.11	39.33	31.74	31.03	27.64	27.87	33.90	35.31	32.49
Somewhat									
agree	34.16	34.08	37.04	44.48	41.51	38.37	32.22	34.37	37.48
Somewhat									
disagree	14.15	<b>7.41</b>	14.80	10.51	14.64	12.27	16.20	10.78	12.14
Strongly									
disagree	11.59	11.37	9.67	7.14	7.24	13.45	3.21	7.55	9.11
Don't know/									
not sure	11.01	7.82	6.75	6.85	8.97	8.03	14.47	12.00	8.79

A11. 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 ...

How about ...

A11a Meet with government ministers or senior public servants as a way to speak out about their cause and try to get things changed.

		\$20,000 -	\$50,000 -	\$75,000 -	\$100,000 -		Don't		
	<\$20,000	\$49,999	<b>\$74,999</b>	\$99,999	\$149,999	>=\$150,000	know	Refused	Canada
	%	%	%	%	%	%	%	%	<b>%</b>
Very									
acceptable	64.20	50.08	50.95	57.09	58.50	58.22	56.42	53.40	54.92
Somewhat									
acceptable	29.27	41.18	38.78	34.78	34.66	31.15	27.95	35.45	35.65
Somewhat									
unacceptable	2.16	4.33	5.82	3.59	4.78	8.26	6.68	3.18	4.85
Very									
unacceptable	3.47	3.18	3.79	3.04	1.62	2.38	6.27	6.10	3.51
Don't know/									
not sure	0.90	1.24	0.66	1.50	0.43	0.00	2.68	1.88	1.07

#### A11b Organize letter-writing campaigns

		\$20,000 -	\$50,000 -	\$75,000 -	\$100,000 -		Don't		
	<\$20,000	\$49,999	\$74,999	\$99,999	\$149,999	>=\$150,000	know	Refused	Canada
	%	%	%	%	%	%	%	%	%
Very									
acceptable	40.59	36.36	41.42	40.90	44.42	45.87	44.13	36.23	40.81
Somewhat									
acceptable	40.21	41.25	41.86	48.77	43.28	43.10	35.76	40.39	42.35
Somewhat									
unacceptable	7.28	10.09	9.82	4.80	6.18	8.19	7.08	11.00	8.27
Very									
unacceptable	7.98	8.65	3.28	2.29	3.62	1.50	6.07	7.37	4.99
Don't know/									
not sure	3.95	3.64	3.63	3.24	2.51	1.34	6.96	5.02	3.59

#### A11c Hold legal street protests or demonstrations.

		\$20,000 -	\$50,000 -	\$75,000 -	\$100,000 -		Don't		
	<\$20,000	\$49,999	\$74,999	\$99,999	\$149,999	>=\$150,000	know	Refused	Canada
	%	%	%	%	%	%	%	%	%
Very									
acceptable	34.42	26.47	26.26	26.97	22.97	31.01	23.85	23.45	26.42
Somewhat									
acceptable	33.36	36.89	34.78	37.58	45.27	38.35	29.69	36.91	37.27
Somewhat									
unacceptable	9.76	14.79	18.77	17.26	16.23	12.57	36.83	16.72	17.23
Very									
unacceptable	22.16	20.36	19.83	17.51	14.16	17.87	9.12	19.15	17.94
Don't know/									
not sure	0.31	1.49	0.36	0.68	1.38	0.21	0.52	3.76	1.14

#### A11d Place advertisements in the media.

		\$20,000 -	\$50,000 -	\$75,000 -	\$100,000 -		Don't		
	<\$20,000	\$49,999	\$74,999	\$99,999	\$149,999	>=\$150,000	know	Refused	Canada
	%	%	%	%	%	%	%	%	%
Very									
acceptable	47.68	43.82	40.52	46.51	47.35	37.73	42.97	36.36	42.87
Somewhat									
acceptable	40.12	41.56	49.21	43.68	42.85	46.84	40.78	46.61	44.39
Somewhat									
unacceptable	3.25	9.57	6.32	7.26	8.60	10.12	6.92	9.83	8.01
Very									
unacceptable	6.61	4.36	3.50	1.96	0.70	5.30	8.93	6.30	4.08
Don't know/									
not sure	2.34	0.69	0.44	0.60	0.50	0.00	0.40	0.89	0.64

#### A11e Block roadways, or other non-violent acts

		\$20,000 -	\$50,000 -	\$75,000 -	\$100,000 -		Don't		
	<\$20,000	\$49,999	\$74,999	\$99,999	\$149,999	>=\$150,000	know	Refused	Canada
	%	%	%	%	%	%	%	%	%
Very									
acceptable	13.76	12.23	7.88	8.52	6.63	10.39	12.97	5.86	9.35
Somewhat									
acceptable	21.81	26.05	23.48	20.29	18.49	15.77	18.21	16.58	20.83
Somewhat									
unacceptable	16.38	16.67	21.24	20.77	23.64	17.35	32.81	18.92	20.49
Very									
unacceptable	43.12	43.01	45.99	47.40	50.63	56.10	33.06	56.30	47.37
Don't know/									
not sure	4.93	2.05	1.41	3.02	0.61	0.39	2.94	2.33	1.96

A11f Use research results to support a message

		\$20,000 -	\$50,000 -	\$75,000 -	\$100,000 -		Don't		
	<\$20,000	\$49,999	\$74,999	\$99,999	\$149,999	>=\$150,000	know	Refused	Canada
	%	%	%	%	%	%	%	%	%
Very									
acceptable	61.43	54.78	56.37	60.26	61.16	67.63	60.28	48.84	58.15
Somewhat									
acceptable	24.41	36.77	35.99	33.09	35.60	27.99	27.91	38.07	33.86
Somewhat									
unacceptable	2.92	3.64	4.13	3.00	2.39	2.74	2.39	7.91	3.71
Very									
unacceptable	5.77	1.69	1.61	2.00	0.66	0.78	7.19	1.86	2.12
Don't know/									
not sure	5.46	3.12	1.91	1.64	0.20	0.86	2.22	3.32	2.15

A11g Speak out on issues like the environment, poverty or healthcare

		\$20,000 -	\$50,000 -	\$75,000 -	\$100,000 -		Don't		
	<\$20,000	\$49,999	\$74,999	\$99,999	\$149,999	>=\$150,000	know	Refused	Canada
	%	%	%	%	%	%	<b>%</b>	%	%
Very									
acceptable	66.30	59.75	58.09	64.97	67.50	53.93	58.19	58.17	60.87
Somewhat									
acceptable	27.98	36.08	35.65	30.92	25.88	42.63	26.27	35.64	33.20
Somewhat									
unacceptable	2.02	1.57	3.28	2.36	4.81	2.31	3.38	1.95	2.74
Very									
unacceptable	3.70	1.48	2.69	0.96	0.60	0.51	7.98	3.36	2.19
Don't know/									
not sure	0.00	1.12	0.29	0.79	1.21	0.63	4.17	0.88	0.99

A12. 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?

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

		\$20,000 -	\$50,000 -	\$75,000 -	\$100,000 -		Don't		
	<\$20,000	\$49,999	\$74,999	\$99,999	\$149,999	>=\$150,000	know	Refused	Canada
	%	%	%	%	%	%	%	%	%
Statement 1									
	81.28	81.03	78.14	83.10	76.10	78.34	84.66	77.07	79.61
<b>Statement 2</b>									
	16.82	17.61	20.81	16.11	23.46	19.08	14.65	20.01	19.02
Don't know/									
not sure	1.90	1.36	1.06	0.79	0.44	2.59	0.69	2.92	1.37

## A13. I will now describe to you some types of information that charities provide. Please rate how important it is that charities provide this type of information. Is it very important, somewhat important, somewhat unimportant, or very unimportant?

How about ...

a13a Information about the programs and services the charities deliver.

		\$20,000 -	\$50,000 -	\$75,000 -	\$100,000 -		Don't		
	<\$20,000	\$49,999	\$74,999	\$99,999	\$149,999	>=\$150,000	know	Refused	Canada
	%	%	%	%	%	%	%	%	%
Very									
important	81.93	76.56	77.34	84.28	86.06	85.93	86.37	73.91	80.78
Somewhat									
important	15.98	19.37	20.41	14.78	12.52	12.31	10.32	24.41	16.97
Somewhat									
unimportant	0.35	1.20	0.59	0.62	0.81	0.00	1.29	0.67	0.73
Very									
unimportant	1.24	1.96	1.49	0.31	0.21	1.76	1.10	0.43	1.10
Don't know/									
not sure	0.50	0.91	0.17	0.00	0.40	0.00	0.92	0.57	0.42

a13b Information about how charities use donations.

		\$20,000 -	\$50,000 -	\$75,000 -	\$100,000 -		Don't		
	<\$20,000	\$49,999	\$74,999	\$99,999	\$149,999	>=\$150,000	know	Refused	Canada
	%	%	%	%	%	%	%	%	%
Very									
important	87.38	80.53	83.82	91.78	89.09	93.91	91.31	88.26	87.26
Somewhat									
important	11.08	16.74	13.14	7.76	9.58	4.64	7.33	10.23	10.90
Somewhat									
unimportant	0.39	1.36	2.15	0.38	0.94	0.00	1.31	0.00	0.96
Very									
unimportant	0.00	0.95	0.89	0.08	0.21	1.44	0.05	1.51	0.70
Don't know/									
not sure	1.15	0.42	0.00	0.00	0.18	0.00	0.00	0.00	0.18

#### a13c Information about charities' fundraising costs.

		\$20,000 -	\$50,000 -	\$75,000 -	\$100,000 -		Don't		
	<\$20,000	\$49,999	<b>\$74,999</b>	\$99,999	\$149,999	>=\$150,000	know	Refused	Canada
	%	%	%	%	%	%	%	%	%
Very									
important	69.81	66.76	70.97	75.77	70.27	78.85	75.37	78.63	72.55
Somewhat									
important	29.15	27.43	25.30	22.93	25.82	19.76	22.37	17.05	24.06
Somewhat									
unimportant	0.75	3.49	2.58	0.30	3.37	0.14	0.58	1.79	1.99
Very									
unimportant	0.16	2.10	0.84	0.76	0.54	1.25	1.19	1.42	1.11
Don't know/									
not sure	0.13	0.23	0.32	0.24	0.00	0.00	0.50	1.11	0.30

a13d Information about the impact of charities' work on Canadians.

		\$20,000 -	\$50,000 -	\$75,000 -	\$100,000 -		Don't		
	<\$20,000	\$49,999	<b>\$74,999</b>	\$99,999	\$149,999	>=\$150,000	know	Refused	Canada
	<b>%</b>	<b>%</b>	%	%	%	%	%	%	%
Very									
important	59.84	52.52	58.45	63.00	65.54	67.04	73.03	61.59	61.23
Somewhat									
important	37.05	38.43	36.30	31.25	30.08	28.61	25.11	34.56	33.46
Somewhat									
unimportant	1.02	5.82	2.50	3.16	2.40	2.03	1.21	1.63	2.89
Very									
unimportant	0.37	1.89	1.73	2.38	1.06	2.10	0.08	1.72	1.59
Don't know/									
not sure	1.71	1.33	1.03	0.22	0.93	0.23	0.57	0.50	0.84

# A14. Now please think about how well charities do in terms of providing information. Would you say that charities are doing a poor, fair, good, or excellent job at providing . . .

How about ...

A14a Information about the programs and services the charities deliver

		\$20,000 -	\$50,000 -	\$75,000 -	\$100,000 -		Don't		
	<\$20,000	\$49,999	\$74,999	\$99,999	\$149,999	>=\$150,000	know	Refused	Canada
	%	%	%	%	%	%	%	%	%
Poor	12.57	6.95	6.53	8.16	6.97	6.21	3.94	16.29	8.15
Fair	35.12	32.80	37.38	29.39	31.03	40.61	34.49	38.70	34.59
Good	34.98	48.76	47.11	50.37	52.23	47.11	54.54	32.56	46.75
Excellent	12.71	6.03	7.55	7.16	7.56	3.38	2.88	6.21	6.67
Don't know/									
not sure	4.61	5.46	1.43	4.92	2.21	2.69	4.15	6.24	3.83

#### A14b Information about how charities use donations

		\$20,000 -	\$50,000 -	\$75,000 -	\$100,000 -		Don't		
	<\$20,000	\$49,999	<b>\$74,999</b>	\$99,999	\$149,999	>=\$150,000	know	Refused	Canada
	%	%	%	%	%	%	%	%	%
Poor	37.66	19.93	32.38	23.23	31.22	33.65	21.45	27.06	27.71
Fair	32.34	46.36	38.83	42.33	40.79	45.01	51.00	37.27	41.87
Good	21.04	24.83	23.08	28.76	22.40	16.25	19.61	24.56	23.23
Excellent	5.50	4.80	2.40	1.47	2.98	1.71	2.11	2.96	2.99
Don't know/									
not sure	3.45	4.08	3.31	4.22	2.60	3.38	5.83	8.15	4.19

# A14c Information about charities' fundraising costs.

		\$20,000 -	\$50,000 -	\$75,000 -	\$100,000 -		Don't		
	<\$20,000	\$49,999	\$74,999	\$99,999	\$149,999	>=\$150,000	know	Refused	Canada
	%	%	%	%	%	%	%	%	%
Poor	36.12	23.16	39.63	32.32	40.69	48.95	37.87	40.63	36.30
Fair	34.53	42.46	35.09	39.44	39.70	35.86	35.67	29.96	37.29
Good	18.07	23.71	19.09	20.77	13.98	9.56	19.51	17.21	18.28
Excellent	5.32	5.21	2.37	1.82	1.41	0.47	1.81	2.95	2.73
Don't know/									
not sure	5.96	5.46	3.82	5.64	4.22	5.17	5.14	9.26	5.40

## A14d Information about the impact of charities' work on Canadians.

		\$20,000 -	\$50,000 -	\$75,000 -	\$100,000 -		Don't		
	<\$20,000	\$49,999	\$74,999	\$99,999	\$149,999	>=\$150,000	know	Refused	Canada
	%	%	%	%	%	%	%	%	%
Poor	15.85	9.90	18.37	13.52	13.91	23.71	20.72	17.73	15.87
Fair	42.78	42.88	39.84	45.62	40.48	47.79	35.60	39.95	41.99
Good	28.41	35.68	33.52	31.09	36.10	24.18	34.53	26.31	32.02
Excellent	7.68	4.98	5.21	3.08	5.01	0.98	1.86	2.90	4.11
Don't know/									
not sure	5.28	6.56	3.07	6.69	4.50	3.33	7.29	13.12	6.00

- A15. Thinking of your decisions about charitable donations, which of the following two statements best represents your view?
- 1. I would like more information about the work charities do, even though it may require more money to be spent on communications.
- 2. I am comfortable with the amount of information I have about the work charities do.

	<\$20,000	\$20,000 - \$49,999	\$50,000 - \$74,999	\$75,000 - \$99,999	\$100,000 - \$149,999	>=\$150,000	Don't know	Refused	Canada
	%	%	%	%	%	%	%	%	%
Statement 1									
	51.05	52.67	44.43	46.96	46.54	45.94	57.14	39.72	47.57
<b>Statement 2</b>									
	40.31	45.04	51.58	50.90	50.84	47.61	39.90	52.41	48.34
Don't know/									
not sure	8.64	2.29	3.99	2.14	2.61	6.45	2.96	7.87	4.10

A16. To the best of your knowledge, is there an organization or agency that is responsible for watching over the activities of charities?

		\$20,000 -	\$50,000 -	\$75,000 -	\$100,000 -		Don't		
	<\$20,000	\$49,999	\$74,999	\$99,999	\$149,999	>=\$150,000	know	Refused	Canada
	%	%	%	%	%	%	%	%	%
Yes									
	18.88	25.50	28.99	27.49	30.20	50.12	16.57	26.62	28.61
No									
	36.56	37.46	34.15	38.51	33.00	26.65	29.31	42.06	35.19
Don't know/									
not sure	44.56	37.04	36.86	34.00	36.80	23.23	54.11	31.25	36.19

A18. Which of the following do you think should be responsible for watching over the activities of charities: 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?

	440,000	\$20,000 -	\$50,000 -	\$75,000 -	\$100,000 -	<b>44 ₹</b> 0 000	Don't	D 6 1	<i>a</i> ,
	<\$20,000	\$49,999	\$74,999	\$99,999	\$149,999	>=\$150,000	know	Refused	Canada
	%	%	%	%	%	%	%	%	%
Board of									
Directors	11.30	15.85	10.45	14.44	6.82	11.82	13.08	11.92	12.02
Government									
agency	25.12	21.31	18.44	25.04	27.24	29.86	16.71	21.94	23.00
Independent									
organization									
or agency	58.57	59.16	68.15	56.77	62.91	57.81	64.71	62.02	61.58
No one									
	1.49	0.81	0.48	0.61	2.37	0.00	2.10	1.08	1.03
Don't know/									
not sure	3.51	2.86	2.48	3.14	0.67	0.52	3.39	3.04	2.37

A19. 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 ...

A19a More attention should be paid to the way charities spend their money.

		\$20,000 -	\$50,000 -	\$75,000 -	\$100,000 -		Don't		
	<\$20,000	\$49,999	<b>\$74,999</b>	\$99,999	\$149,999	>=\$150,000	know	Refused	Canada
	%	%	%	%	%	%	%	%	%
Strongly									
agree	62.05	62.86	67.10	64.72	57.59	57.64	72.39	66.92	63.65
Somewhat									
agree	30.55	27.66	25.52	30.54	34.59	32.44	22.48	25.42	28.74
Somewhat									
disagree	1.10	7.09	5.90	2.82	5.79	7.80	3.75	2.83	5.09
Strongly									
disagree	2.18	1.30	0.56	1.11	1.61	0.87	1.15	0.97	1.15
Don't know/									
not sure	4.13	1.09	0.93	0.81	0.42	1.24	0.24	3.86	1.38

A19b More attention should be paid to the way charities raise money.

		\$20,000 -	\$50,000 -	\$75,000 -	\$100,000 -		Don't		
	<\$20,000	\$49,999	\$74,999	\$99,999	\$149,999	>=\$150,000	know	Refused	Canada
	%	%	%	%	%	%	%	%	%
Strongly									
agree	37.00	46.06	37.80	37.56	28.41	27.77	43.57	41.29	37.71
Somewhat									
agree	45.03	36.20	45.43	45.33	45.19	44.63	31.12	40.14	41.97
Somewhat									
disagree	11.52	10.34	12.50	12.87	21.61	23.09	20.22	9.86	14.68
Strongly									
disagree	0.45	5.35	2.59	3.09	3.32	3.40	2.45	1.29	3.09
Don't know/									
not sure	6.00	2.05	1.67	1.16	1.47	1.11	2.64	7.43	2.56

### A19c More attention should be paid to the amount of money charities spend on program activities.

		\$20,000 -	\$50,000 -	\$75,000 -	\$100,000 -		Don't		
	<\$20,000	\$49,999	\$74,999	\$99,999	\$149,999	>=\$150,000	know	Refused	Canada
	%	%	%	%	%	%	%	%	%
Strongly									
agree	44.26	41.28	46.41	42.24	35.40	40.78	44.40	49.91	42.80
Somewhat									
agree	44.04	44.92	39.19	46.95	44.23	43.41	39.84	39.07	42.84
Somewhat									
disagree	3.68	7.07	10.30	7.07	15.32	9.84	11.93	4.41	8.98
Strongly									
disagree	2.10	4.10	1.61	1.54	1.61	1.21	1.51	2.82	2.19
Don't know/									
not sure	5.91	2.63	2.50	2.21	3.44	4.77	2.33	3.79	3.19

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

		\$20,000 -	\$50,000 -	\$75,000 -	\$100,000 -		Don't		
	<\$20,000	\$49,999	\$74,999	\$99,999	\$149,999	>=\$150,000	know	Refused	Canada
	%	%	%	%	%	%	%	%	%
Strongly									
agree	51.35	53.95	54.15	50.92	40.35	54.43	55.99	61.11	52.37
Somewhat									
agree	31.49	29.66	31.20	36.77	40.52	32.27	34.65	23.80	32.58
Somewhat									
disagree	10.49	11.07	10.47	8.42	13.07	11.41	3.01	6.44	9.83
Strongly									
disagree	1.40	3.30	2.70	2.10	5.20	0.76	4.56	3.38	3.03
Don't know/									
not sure	5.27	2.02	1.49	1.79	0.87	1.13	1.80	5.27	2.18

### A20. 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?

		\$20,000 -	\$50,000 -	\$75,000 -	\$100,000 -		Don't		
	<\$20,000	\$49,999	\$74,999	\$99,999	\$149,999	>=\$150,000	know	Refused	Canada
	%	%	%	%	%	%	%	%	%
Strongly									
agree	67.80	64.53	72.26	70.76	63.36	69.22	60.88	69.65	67.63
Somewhat									
agree	23.30	26.44	18.05	25.87	28.26	23.01	2857.	21.86	24.18
Somewhat									
disagree	3.30	5.04	7.42	2.03	5.95	4.76	6.98	4.19	5.10
Strongly									
disagree	1.97	1.93	1.41	1.16	2.03	2.88	3.27	1.86	1.92
DK/NS	3.63	2.05	0.87	0.18	0.40	0.14	0.30	2.45	1.17

### A21. Which of the following statements do you most agree with:

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

	<\$20,000 %	\$20,000 - \$49,999 %	\$50,000 - \$74,999 %	\$75,000 - \$99,999 %	\$100,000 - \$149,999 %	>=\$150,000	Don't know %	Refused %	Canada %
Statement 1	47.17	49.02	51.48	43.5	39.22	34.40	43.21	52.47	45.73
Statement 2	45.68	46.30	44.07	52.92	55.15	63.59	50.87	39.40	49.28
Don't know/ not sure	5.51	3.06	2.27	1.76	2.15	0.80	4.02	4.10	2.71

# A22. 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.

How about ...

A22a It takes significant effort for charities to raise the money they need to support their cause.

		\$20,000 -	\$50,000 -	\$75,000 -	\$100,000 -		Don't		
	<\$20,000	\$49,999	\$74,999	\$99,999	\$149,999	>=\$150,000	know	Refused	Canada
	%	%	%	%	%	%	%	%	%
Strongly									
agree	38.75	45.62	50.66	52.33	51.30	52.01	38.94	55.80	49.18
Somewhat									
agree	44.46	44.12	40.86	42.80	40.65	42.38	42.16	36.96	41.75
Somewhat									
disagree	8.78	4.27	4.15	3.09	6.34	1.12	13.46	2.36	4.78
Strongly									
disagree	0.83	2.30	2.87	0.53	0.28	1.14	0.35	1.65	1.46
Don't know/									
not sure	7.18	3.69	1.46	1.25	1.42	3.36	5.09	3.23	2.84

## A22b Charities are generally honest about the way they use donations.

		\$20,000 -	\$50,000 -	\$75,000 -	\$100,000 -		Don't		
	<\$20,000	\$49,999	\$74,999	\$99,999	\$149,999	>=\$150,000	know	Refused	Canada
	%	%	%	%	%	%	%	%	%
Strongly									
agree	9.36	12.77	12.48	18.75	14.73	12.44	9.89	12.36	13.34
Somewhat									
agree	49.70	59.47	58.36	54.94	57.82	59.52	59.33	49.23	56.65
Somewhat									
disagree	17.99	15.42	19.14	16.67	18.11	16.65	17.33	17.69	17.34
Strongly									
disagree	16.29	8.04	5.57	4.53	4.46	8.43	5.61	9.83	7.17
DK/NS	6.66	4.30	4.46	5.11	4.88	2.97	7.84	10.89	5.51

## A22c Too many charities are trying to get donations for the same cause.

		\$20,000 -	\$50,000 -	\$75,000 -	\$100,000 -		Don't		
	<\$20,000	\$49,999	\$74,999	\$99,999	\$149,999	>=\$150,000	know	Refused	Canada
	%	%	%	%	%	%	%	%	%
Strongly									
agree	39.22	34.53	31.32	22.89	30.85	23.56	27.34	41.50	31.31
Somewhat									
agree	29.21	35.97	40.74	36.30	38.01	43.14	34.85	31.31	36.83
Somewhat									
disagree	18.04	14.88	19.34	29.93	22.65	21.28	24.25	12.54	20.11
Strongly									
disagree	7.29	8.99	4.02	6.25	4.55	6.15	4.73	4.55	5.88
DK/NS	6.24	5.63	4.85	4.63	3.94	5.87	8.83	10.10	5.87

## A22d Charities only ask for money when they really need it.

		\$20,000 -	\$50,000 -	\$75,000 -	\$100,000 -		Don't		
	<\$20,000	\$49,999	\$74,999	\$99,999	\$149,999	>=\$150,000	know	Refused	Canada
	%	%	%	%	%	%	%	%	%
Strongly									
agree	22.52	9.61	13.02	7.77	6.24	6.63	10.52	12.25	10.37
Somewhat									
agree	14.16	26.73	26.64	23.23	21.30	20.40	19.93	23.23	23.18
Somewhat									
disagree	32.48	30.91	34.15	43.13	42.71	36.33	39.09	29.43	35.94
Strongly									
disagree	24.53	27.42	22.41	23.22	27.37	34.46	22.35	28.26	26.16
DK/NS	6.32	5.34	3.78	2.65	2.38	2.18	8.11	6.84	4.35

## **A22e** Charities spend too much money on fundraising.

		\$20,000 -	\$50,000 -	\$75,000 -	\$100,000 -		Don't		
	<\$20,000	\$49,999	<b>\$74,999</b>	\$99,999	\$149,999	>=\$150,000	know	Refused	Canada
	%	%	%	%	%	%	%	%	%
Strongly									
agree	14.69	19.80	14.03	11.79	7.79	16.64	14.74	21.26	15.04
Somewhat									
agree	37.34	34.36	42.38	38.21	39.35	31.64	28.37	35.42	36.76
Somewhat									
disagree	28.02	26.39	26.63	28.50	30.21	29.16	35.42	15.39	27.05
Strongly									
disagree	9.32	7.60	5.61	6.90	7.38	8.41	2.72	6.32	6.82
DK/NS	10.63	11.84	11.35	14.6	15.28	14.15	18.77	21.61	

A23. 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 buildings they own, or selling their knowledge and skills.

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.

		\$20,000 -	\$50,000 -	\$75,000 -	\$100,000 -		Don't		
	<\$20,000	\$49,999	\$74,999	\$99,999	\$149,999	>=\$150,000	know	Refused	Canada
	%	%	%	%	%	%	%	%	%
Strongly									
agree	38.19	50.84	43.68	44.65	41.32	49.38	46.41	46.75	45.56
Somewhat									
agree	32.56	32.17	33.21	39.73	37.82	28.18	39.32	28.01	33.89
Somewhat									
disagree	13.65	9.59	14.91	8.09	14.76	10.57	4.96	12.72	11.52
Strongly									
disagree	14.56	6.13	7.37	6.76	5.91	11.42	3.55	9.95	7.71
Don't know/									
not sure	1.04	1.27	0.84	0.77	0.19	0.44	5.76	2.57	1.31

A24. I am 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.

A24a. Running a business is a good way to raise money that charities aren't able to get through donations and grants.

		\$20,000 -	\$50,000 -	\$75,000 -	\$100,000 -		Don't		
	<\$20,000	\$49,999	\$74,999	\$99,999	\$149,999	>=\$150,000	know	Refused	Canada
	%	%	%	%	%	%	%	%	%
Strongly									
agree	40.85	30.63	33.31	35.34	29.16	38.59	37.41	37.41	34.18
Somewhat									
agree	39.53	50.67	54.40	53.14	59.94	49.55	52.11	56.30	51.76
Somewhat									
disagree	5.20	11.97	7.15	5.13	8.33	5.64	5.81	6.64	7.55
Strongly									
disagree	9.95	4.35	3.56	1.79	0.75	4.21	0.56	5.89	3.58
Don't know/									
not sure	4.47	2.38	1.57	4.60	1.83	2.01	4.11	4.76	2.93

A24b. 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.

	<\$20,000	\$20,000 - \$49,999	. /	\$75,000 - \$99,999	\$100,000 - \$149,999	>=\$150,000	Don't know	Refused	Canada
	%	%	%	%	%	%	<b>%</b>	%	%
Strongly agree	31.14	30.64	24.37	19.40	20.40	21.80	24.51	31.97	25.34
Somewhat agree	44.79	43.51	43.07	48.51	51.31	46.58	41.81	40.07	45.15
Somewhat disagree	12.39	11.58	22.59	20.07	20.61	23.72	25.95	15.02	18.70
Strongly disagree	3.79	7.60	4.92	6.04	4.48	4.87	5.39	4.47	5.43
DK/NS	7.90	6.60	5.05	5.89	3.21	3.04	2.35	8.46	5.38

### A24c. When charities run businesses, it takes too much time away from their core cause.

		\$20,000 -	\$50,000 -	\$75,000 -	\$100,000 -		Don't		
	<\$20,000	\$49,999	\$74,999	\$99,999	\$149,999	>=\$150,000	know	Refused	Canada
	%	%	%	%	%	%	%	%	%
Strongly									
agree	11.70	14.29	10.16	6.08	7.89	7.21	8.56	17.73	10.59
Somewhat									
agree	39.85	34.15	28.85	28.56	31.31	33.18	39.87	27.82	31.93
Somewhat									
disagree	29.15	31.35	39.24	45.53	45.78	38.28	41.90	29.72	37.95
Strongly									
disagree	5.85	12.14	14.30	11.57	8.16	13.65	3.01	11.76	10.97
DK/NS	13.45	8.10	7.45	8.26	6.86	7.69	6.66	12.98	8.56

### A25. Which of the following two points of view comes closest to your own?

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

	<\$20,000 %	\$20,000 - \$49,999 %	\$50,000 - \$74,999 %	\$75,000 - \$99,999 %	\$100,000 - \$149,999 %	>=\$150,000	Don't know %	Refused %	Canada %
	70	70	70	70	70	70	70	70	70
Statement 1	34.03	30.22	27.94	30.20	34.48	37.85	24.56	29.84	30.98
Statement 2	62.93	63.62	67.29	66.63	61.59	60.16	72.36	61.87	64.43
No opinion	0.32	2.71	2.57	1.00	1.93	0.70	0.58	3.91	1.98
Don't know/									
not sure	2.72	3.45	2.20	2.17	2.00	1.30	2.50	4.39	2.61