



TALKING ABOUT CHARITIES 2013

Canadians' Opinions on Charities and Issues Affecting Charities

AN INITIATIVE OF



The Muttart Foundation

ANALYSIS BY



TALKING ABOUT CHARITIES 2013

Canadians' Opinions on Charities and Issues Affecting Charities

David Lasby

Cathy Barr

AN INITIATIVE OF



The Muttart Foundation

ANALYSIS BY



© 2013 The Muttart Foundation
Edmonton, Alberta, Canada

Library and Archives Canada Cataloguing in Publication

Talking about charities, 2013 : final / the Muttart Foundation.

ISBN 978-1-897282-27-4

1. Charities—Canada—Public opinion. 2. Public opinion—Canada.

I. Muttart Foundation

HV105.T34 2008 361.7'0971 C2008-906321-X

Permission is granted to charities and not-for-profit organizations to reproduce this report in whole or in part, provided credit is given and copyright is noted. Any other use requires prior written consent of the copyright holder.

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

For information about permissions, detailed tables or a copy of the dataset, contact:

Executive Director
The Muttart Foundation
1150 Scotia Place 1
10060 Jasper Avenue
Edmonton, Alberta, Canada
T5J 3R8

Phone: +1 780 425 9616

ACKNOWLEDGEMENTS

“Talking About Charities 2013” is the result of decisions of the Muttart Foundation’s Board of Directors, the extensive work of a steering committee and the professional assistance of Imagine Canada and the University of Saskatchewan. We acknowledge the contribution of all of them to this study.

BOARD OF DIRECTORS OF THE MUTTART FOUNDATION, 2013-14

Jeff Bisanz

Malcolm Burrows

Joy Calkin

Ruth Collins-Nakai

Marion Gracey

W. Laird Hunter

Lynn Penrod

John Pinsent

Steering Committee for “Talking About Charities 2013”

Malcolm Burrows

Board Member

The Muttart Foundation

Edmonton

W. Laird Hunter

Board Member & Treasurer

The Muttart Foundation

Edmonton

Peter Broder

Policy Analyst & General Counsel

The Muttart Foundation

Edmonton

Gordon Floyd

Executive Director

Children’s Mental Health Ontario

Toronto

Allan Northcott

Vice-President

Max Bell Foundation

Calgary

Bob Wyatt

Executive Director

The Muttart Foundation

Edmonton

IMAGINE CANADA

Cathy Barr, Senior Vice-President

David Lasby, Director of Research

UNIVERSITY OF SASKATCHEWAN

SOCIAL SCIENCES RESEARCH LABORATORIES

Jason Disano, Director

Kirk Clavelle, Survey Research Manager and Specialist

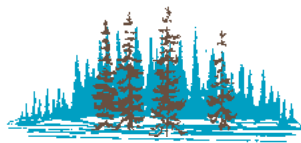
Stuart Lockhart and Jessica McCutcheon,

Survey and Group Analysis Laboratory Assistant Managers

EDWARDS SCHOOL OF BUSINESS

Dr. Maureen Bourassa

Assistant Professor of Marketing



The Muttart Foundation

1150 Scotia Place, 10060 Jasper Avenue, Edmonton, Alberta Canada T5J 3R8

Telephone (780) 425-9616 Fax (780) 425-0282

Toll-Free 1-877-788-5437 www.muttart.org

November 2013

Charities are an integral part of the fabric of Canadian life — and their work extends beyond our borders through the work of those involved in international development and assistance. How charities are perceived, and Canadians' expectations of them, are critical factors to understand.

This fifth edition of *Talking About Charities* provides information that should provoke conversations within the charitable sector as well as between the sector and policymakers, regulators and the public.

The results of phone interviews with almost 4,000 people show overall high levels of trust for Canadian charities. But some of the data demonstrate that this trust is fragile, particularly for certain types of charities. The data also suggest that Canadians' levels of trust in other types of organizations has diminished over the 13-year history of these reports.

Canadians say that charities need to make significant improvements in how they tell the story of their work and its effect on the country. In other areas, Canadians indicate support for expanding the role of charities in Canadian society.

Our role in commissioning this report is to provide an objective picture of the landscape in which charities operate. There are parts of that picture that some will like; there are others that clearly indicate the need for action.

As an organization that seeks to help increase the ability of charities to fulfil their mission, The Muttart Foundation hopes that the conversations and introspection demanded by this report work to the benefit of all charities, and those that count on them.

Ruth L. Collins-Nakai

President



Investing in Communities for 50 Years

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

CONTENTS

1. Executive Summary	9
2. Introduction	11
2.1 The Survey	11
2.2 Analysis Strategy and Reporting of Results	13
2.3 Organization of the Report	13
3. Familiarity with Charities	15
3.1 Familiarity with Charities	15
4. Perceived Importance and Attitudes About Charities	21
4.1 Perceived Importance of Charities	21
4.2 Attitudes about Charities	25
5. Trust in Charities and their Leaders	29
5.1 Trust in Charities	29
5.2 Trust in Leaders of Charities	38
6. Fundraising	47
6.1 Opinions about Fundraising	47
6.2 Need for Disclosure of How Donations are Spent	52
6.3 Expectations about How Donations are Spent	55
6.4 Regulation of Amounts Spent on Fundraising	60
7. Information Provision	63
7.1 Information Importance and Charity Effectiveness in Providing It	63
7.2 Information Gaps	70
8. Business Activities of Charities	75
8.1 Support for Business Activities	75
8.2 Concerns About Business Activities	78
8.3 Taxation of Business Activities	81

9. Advocacy Activities of Charities	85
9.1 Value of Advocacy	85
9.2 Acceptability of Advocacy Methods	88
9.3 Less Rigid Advocacy Laws	91
9.4 Balanced Advocacy	94
10. Monitoring Charities	97
10.1 Need for Monitoring Charities' Activities	97
10.2 Knowledge of Regulatory Body Responsible for Charities	101
10.3 Type of Regulatory Body	103
References Cited	106
Appendix A: Survey Method	107
A.1 Sample Design and Weighting	108
A.2 Data Collection	110
A.3 Analysis Strategy and Reporting of Results	112
Appendix B: Survey Questionnaire	114
Appendix C: Topline Results	128

EXECUTIVE SUMMARY

Talking About Charities 2013 explores the current state of public opinion about charities and issues that affect charities. It is based on a telephone survey of almost 4,000 Canadian adults conducted in 2013. Based on a sample of this size, survey results at the national level are considered accurate within $\pm 1.6\%$, 19 times out of 20.

This is the fifth edition of *Talking About Charities*. The Muttart Foundation previously commissioned surveys in 2000, 2004, 2006 and 2008.

In general, the results of the 2013 survey indicate that Canadians' opinions and attitudes about charities are both stable and positive. A significant majority of Canadians believe that charities are important and trustworthy.

Compared to previous surveys, trust in certain types of charities — including environmental organizations, churches and other places of worship and international charities — has declined. There have also been negative changes in the extent to which Canadians believe charities are adequately explaining how they use donations, or whether charities only ask for money when they really need it.

The study also shows a general decline in the trust Canadians have in other societal institutions.

The following are some of the highlights of *Talking About Charities 2013*:

- Four-fifths of Canadians (79%) trust charities, a number that has remained relatively constant over the last 13 years.
- Trust in various types of charities differs significantly, ranging from a high of 86% for hospitals and 82% for those that focus on children to a low of 50% for international aid charities and 41% for religious organizations other than churches and places of worship.
- Among other societal institutions, only small business (81%) has a higher level of trust than do charities, while governments are trusted by fewer than half of Canadians, and major corporations by only 41%.
- Trust in charities is highest amongst younger Canadians: 79% of those between 18 and 24 years of age and 77% of those between 25 and 34 years of age say they have some or a lot of trust in charities.

- Trust in charity leaders has decreased and softened. Only 17% of Canadians trust charity leaders a lot, a decrease of 10 percentage points since the 2000 study. In total, 71% of Canadians in 2013 say they have some or a lot of trust in charity leaders, compared to 77% in 2000 and 80% in 2004.
- Again, however, trust in all kinds of leaders, other than nurses, has decreased over the span of 13 years, and notably since the last survey was conducted in 2008. These decreases are particularly noticeable for religious leaders (down 14 percentage points to 63%), lawyers (down 10 percentage points to 62%), federal politicians (down eight percentage points to 33%) and provincial politicians (down nine percentage points to 36%).

In other issues canvassed by the survey:

- Charities are considered important by 93% of the population and 88% believe charities generally improve our quality of life.
- While about two-thirds of Canadians believe charities understand their needs better than government, and are better at meeting those needs, the percentage of Canadians holding those views has declined about seven percentage points over the last five years.
- The percentage of Canadians who believe charities are generally honest about how they use donations is still high at 70%, but has decreased from the 84% who felt that way in 2000. Similarly, only about one-third of Canadians (34%) believe charities only ask for money when they really need it, compared to 47% of Canadians who felt that way in 2000.
- Canadians continue to give charities low ratings for the degree to which they report on how donations are used, the impact of programs and fundraising costs.
- Canadians remain supportive of charities engaging in business activities. Almost nine in 10 (86%) think running a business is a good way for a charity to raise money it can't obtain from other sources, while eight in 10 (79%) think charities should be able to earn money through any type of business activity as long as the proceeds go to the cause. Almost two-thirds of Canadians (64%) say that charities should not be taxed on business earnings as long as those earnings are used to support the cause, although that number represents a decrease from 71% who felt that way in 2006.

INTRODUCTION

This report explores current public opinion about charities and issues that affect charities. It is based on a survey of almost 4,000 Canadian adults that was conducted in the spring and early summer of 2013.

The survey was commissioned by The Muttart Foundation, a private foundation based in Edmonton, Alberta, that seeks to improve the ability of charities to fulfil their missions. The data were collected by the Social Science Research Laboratories at the University of Saskatchewan. Staff from Imagine Canada, a national charitable organization that seeks to strengthen and support Canadian charities, analysed the survey results and prepared this report.

There are few Canadians whose lives are not touched by charities. Canada's 86,000 charities include hospitals and rehabilitation centres; childcare centres and homes for the aged; churches, synagogues, mosques and temples; schools, universities and museums; organizations that protect children and animals; and organizations that help the poor and the sick both at home and abroad. It is, therefore, only natural that Canadians hold a wide variety of opinions and attitudes about charities and the way they operate.

The other side of this equation is that charities rely on Canadians' contributions of time and money to fulfil their missions. As a result, the public's views about charities are — or at least should be — of the utmost importance to the staff and volunteers who run these organizations. It is our hope that the findings presented in this report will, at minimum, help charity leaders better understand how Canadians view them and their activities. Ideally, charity leaders will also use the information presented here to identify and improve upon any practices that may be having a detrimental effect on the image of their own organization or the sector as a whole.

2.1 The Survey

This report presents results of a survey of 3,853 Canadians aged 18 and over.

In addition to looking at current opinions, the report also explores if and how opinions have changed over the past 13 years. For this, we draw on the results from previous *Talking About Charities* surveys, which were conducted in 2000, 2004, 2006 and 2008.¹

¹ Some questions were asked in all five editions of the survey, others were introduced at some point after the first edition. In all cases, we present as many years of data as are available.

As in previous editions, the survey was conducted via telephone, in either English or French. This edition was conducted between May and July 2013. Unlike previous editions, respondents were contacted using both cellphone and landline telephones, with the ratio of cellphone to landline numbers dialled reflecting the degree of cellphone penetration in each province.

Across Canada, 3,853 telephone interviews were conducted. A simple random sample of this size, stratified as shown in Table 2.1 below, is considered statistically accurate within $\pm 1.61\%$, 19 times out of 20. The predicted level of accuracy is less for provincial samples. The following table shows the number of interviews conducted in each province and the predicted levels of statistical accuracy. Because survey responses were also weighted by age and sex, actual statistical accuracy for a given question may vary from predicted accuracy and these figures should be taken as a general guideline.

Province	n	Margin of Error
NL	303	± 5.63
PE	306	± 5.60
NS	303	± 5.63
NB	305	± 5.61
QC	508	± 4.35
ON	507	± 4.35
MB	304	± 5.62
SK	303	± 5.63
AB	507	± 4.35
BC	507	± 4.35
Total	3,853	± 1.61

Table 2.1

Provincial and national margins of error.

Survey responses are weighted both to account for the sample design and the distribution of population by age group and sex within each province. Responses are weighted by age and sex to account for differential rates of response to the survey. Younger Canadians were less likely to answer the survey than older Canadians. Similarly, men were less likely to answer than women.

Uncorrected, these differences in response rate would significantly bias results. Similar patterns of differential response were seen in previous editions of the survey, but were somewhat less pronounced. Because differential response patterns are more pronounced, results from this edition of the survey are more heavily weighted than previously and now include weighting by age group.²

² See Appendix A for more details on the weighting strategy.

This type of weighting is extremely common in telephone surveys. Telephone surveys have frequently under-represented young people and men and the problem seems to be

growing more acute, particularly given that increasing numbers of young people (particularly young men) are reachable only by cellphone. Although the sample design included cellphone numbers, younger Canadians and men remain under-represented, requiring a revised weighting strategy.

2.2 Analysis Strategy and Reporting of Results

³ For a more detailed discussion of why this is important, please see Appendix A.

⁴ Note that although we can describe associations between patterns of survey response factors like demographic characteristics or other attitudes and beliefs about charities, the current study design does not allow us to identify causation (i.e., to say that a given factor causes a given pattern of response).

The analysis that underpins this report makes extensive use of multiple regression approaches (principally logistic regression) to identify statistically and behaviourally significant variations in opinions, attitudes and beliefs relating to charities. We use these approaches because they allow us to look at how survey responses relate to multiple factors such as age, labour force status, and frequency of attendance at religious services *simultaneously*.³ From this, we can determine which correlations between responses and external factors are most important.⁴

Unless otherwise noted, when we draw explicit comparisons in the text between two groups, the comparison is statistically significant at the 0.05 level. This means that the difference between the groups is large enough that it would be due to random chance less than one time out of twenty. Similarly, when we compare a given group to Canadians generally, we mean that the difference between that group and all other Canadians is statistically significant at the 0.05 level. Because of the large number of possible comparisons, not all statistically significant comparisons are highlighted in the text. Rather, we use examples to illustrate behaviourally significant patterns and trends.

2.3 Organization of the Report

The first three chapters of the main body of the report (Chapters 3, 4, and 5) introduce three key concepts relating to opinions and attitudes about charities. Chapter 3 explores how familiar Canadians think they are with charities and their activities, Chapter 4 looks at common attitudes and beliefs about the importance and effectiveness of charities, and Chapter 5 looks at the level of public trust in charities and charity leaders. Each chapter builds on the preceding chapters. Chapter 4 includes analysis of how familiarity and involvement with charities structure common attitudes and beliefs about them. In turn, Chapter 5 looks at how both common attitudes and familiarity with charities affect trust in charities and their leaders.

The remaining five chapters look at key areas of relevance to charities, referring constantly to the key concepts of familiarity and trust and frequently exploring relations with key attitudes and beliefs from Chapter 4. The topics explored in the latter half of the report include:

- Fundraising (Chapter 6),
- Information Provided by Charities (Chapter 7),
- Business Activities of Charities (Chapter 8),
- Advocacy Activities of Charities (Chapter 9), and
- Monitoring of Charities (Chapter 10).

FAMILIARITY WITH CHARITIES

The degree to which Canadians are familiar with charities and the work they do could have significant effects on how likely individuals are to contribute time and money to charities. Those who are more familiar with charities are more likely to support them by donating and volunteering.

Familiarity may also play an important role in structuring beliefs and attitudes about charities. All things being equal, the more familiar an individual is, the more firmly founded their beliefs and attitudes — both positive and negative — can reasonably be expected to be. Familiarity with charities is therefore a critical analytical variable that will be kept in mind throughout this report.

⁵ It is important to keep in mind that responses are self-assessed, measuring respondents' views of their familiarity with charities rather than their objective level of familiarity. These views are likely to be affected by factors like respondents' personal characteristics and their attitudes and beliefs about charities. As such, this measure should be interpreted as representing a blend of experience and attitude.

The survey first asks Canadians how familiar they are with charities and the work they do, keeping in mind what they know about charities.⁵ Then, in order to obtain more insight into different aspects of this familiarity, it measures agreement with four statements dealing with specific dimensions of familiarity:

- usually paying a lot of attention to media stories about charities,
- knowing less about charities than friends and family members,
- having had many dealings with charities over the years, and
- being able to give useful advice to a friend or family member about how to choose a charity to support.

3.1 Familiarity with Charities

Canadians say they are fairly familiar with charities. Currently, four-fifths of Canadians say they are familiar with charities and the work they do (see Figure 3.1.1). While general familiarity is high, it is clear that Canadians do not feel they are intimately familiar with charities — just 15% say they are very familiar with charities, compared to 65% who say they are somewhat familiar. Roughly one in five say that they are either not very familiar or not at all familiar with charities and their work.

Canadians' overall familiarity with charities has not changed significantly since 2006. Prior to 2006, familiarity increased steadily, with the percentage of Canadians saying they were somewhat or very familiar with charities and their activities going from 65% in 2000

2013 2008 2006 2004 2000

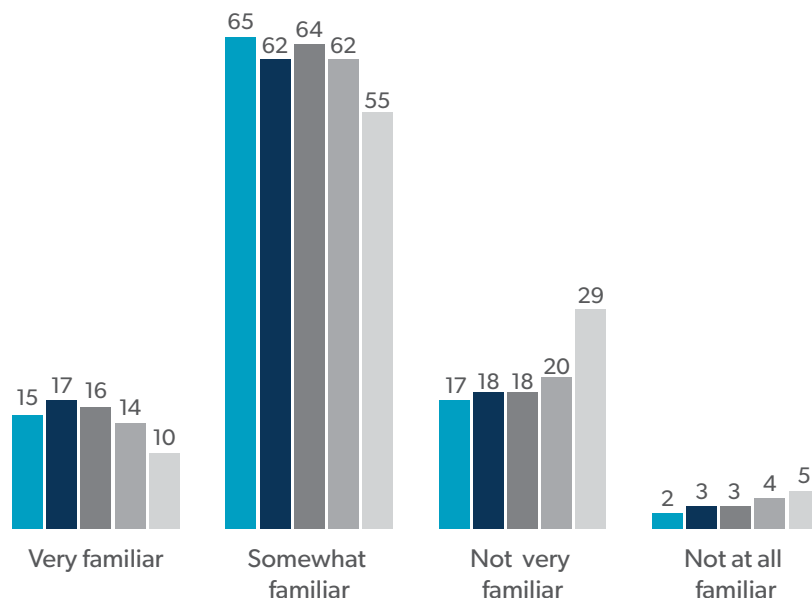


Figure 3.1.1

Overall familiarity with charities.

to 76% in 2004 and 80% in 2006. Through the last three editions of the survey, the percentages saying they are familiar with charities and their work have remained stable.

Familiarity with charities is clearly related to willingness to support them. More than four-fifths (85%) of those who say they are familiar with charities donated to a charity in the previous year, compared to 69% of those who say they are not familiar (see Table 3.1.1).

Unfamiliarity with charities appears to have a greater impact on the likelihood of donating than does great familiarity. The difference in donation rates⁶ between those who say they are very familiar (88%) and those who say they are somewhat familiar (85%) with charities is much smaller than the difference between those who say they are not very familiar (71%) and not at all familiar with charities (54%).

⁶ The donation rate is the percentage of people donating.

Those who say they are more familiar with charities are also more likely to volunteer. However, with volunteering, greater degrees of familiarity have a more potent effect on volunteering rates. The difference in volunteering rates between those who say they are very familiar with charities (61%) and those who say they are somewhat familiar (36%) is somewhat larger than the difference between those who say they are not very familiar (26%) and not at all familiar (8%) with charities and their work.

Table 3.1.1
Overall familiarity with
charities and donor
and volunteer rates.

Familiarity with charities	% Donating	% Volunteering
All Canadians	82%	38%
Familiar	85%	41%
Very familiar	88%	61%
Somewhat familiar	85%	36%
Not familiar	69%	24%
Not very familiar	71%	26%
Not at all familiar	54%	8%

Variation by personal characteristics and geography. Familiarity with charities tends to increase with age, level of education and household income.

For example, 87% of those aged 55 to 64 say they are familiar with charities, compared to 73% of those younger than 35 (see Table 3.1.2). Similarly, 85% of those with a bachelor's degree or higher say they are familiar with charities, compared to 73% of those who have not completed high school and 75% of those with a high school diploma.

Looking at household income, fully 92% of those with incomes of \$150,000 or more say they are familiar with charities, compared to 73% of those with incomes less than \$20,000 and 75% of those with incomes between \$20,000 and \$49,999.

Religious attendance also has an effect, in that those who do not attend religious services are somewhat less likely to say they are familiar with charities (76% vs. 83% for those who attend religious services at least once or twice a year).

Table 3.1.2
Overall familiarity
with charities
by key personal
characteristics.

^a Totals may not
add due to rounding

	Familiarity		Familiar ^a
	Very familiar	Somewhat familiar	
All Canadians	15%	65%	80%
Age group			
18 to 24	9%	64%	73%
25 to 34	10%	63%	73%
35 to 44	14%	66%	80%
45 to 54	18%	65%	83%
55 to 64	21%	66%	87%
65 and older	18%	66%	84%
Education level			
Less than high school	12%	60%	73%
High school	9%	65%	75%
Some post-secondary	6%	71%	77%
Post-secondary certificate or diploma/Some university	14%	66%	79%
Bachelor's degree or higher	21%	64%	85%

	Familiarity		Familiar ^a
	Very familiar	Somewhat familiar	
Household income			
Less than \$20,000	10%	63%	73%
\$20,000 – \$49,999	14%	61%	75%
\$50,000 – \$74,999	17%	64%	81%
\$75,000 – \$99,999	14%	68%	83%
\$100,000 – \$149,999	17%	70%	87%
\$150,000 or more	24%	69%	92%
Religious attendance			
Once a week	20%	64%	84%
A few times a month	20%	64%	84%
Three or four times a year	17%	65%	82%
Once or twice a year	11%	71%	83%
Never	13%	63%	76%

Familiarity with charities tends to be higher in Atlantic Canada and Manitoba. Nearly nine in ten (86%) of those residing in Atlantic Canada say they are very familiar or somewhat familiar with charities, as are 88% of Manitobans (see Figure 3.1.2). Familiarity is lowest in Quebec where fewer than three-quarters (72%) say they are familiar with charities and their work.

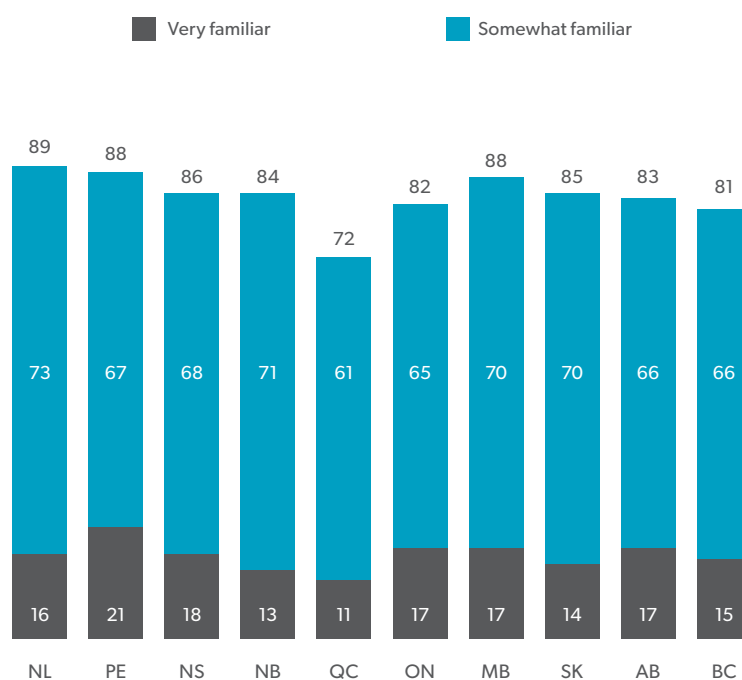


Figure 3.1.2

Overall familiarity with charities by province. ^a

^aTotals may not add due to rounding

DIMENSIONS OF FAMILIARITY WITH CHARITIES

In 2013, for the first time, the survey asked a number of additional questions about specific aspects of Canadians' familiarity with charities and their work.

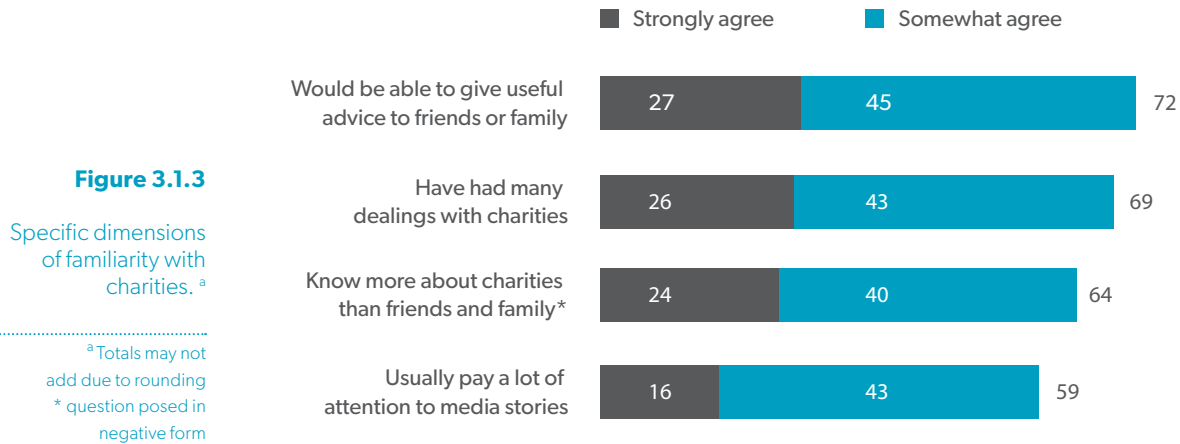
Almost three-quarters of Canadians (72%) say they could provide friends and family members with useful advice on how to choose a charity to support (27% strongly agree and 45% somewhat agree they could do this; see Figure 3.1.3).

Slightly more than two-thirds (69%) say they have had many dealings with charities over the years (26% strongly agree; 43% somewhat agree).

A similar number (64%) believe they know more about charities than their friends and family members (24% strongly; 40% somewhat).⁷

Although media coverage is sometimes suggested to be a key source of information on charities and their activities (and to play a significant role in shaping public attitudes towards charities), it is the least commonly reported of the four aspects of familiarity covered by the survey. Somewhat more than half of Canadians (59%) say they usually pay a lot of attention to media stories about charities (16% strongly agree; 43% somewhat agree).

⁷ This question was asked in the negative, with respondents agreeing or disagreeing that they knew less about charities than friends or family (see Appendix B for the specific wording). Results are reported here as if the question were asked in the positive to aid easy comparison with other elements of familiarity with charities.



General awareness of charities and their work appears to be most closely linked with having many previous dealings with charities.

More than nine-tenths (92%) of those who identify themselves as being very familiar with charities and their work say they have had many previous dealings with charities (64% strongly agreed and 28% somewhat agreed; see Table 3.1.3). Conversely, 57% of those who say they are not very familiar with charities say they have had many previous dealings with them.

Being able to provide friends and family members with useful advice about how to choose a charity to support and knowing more about charities than friends and family are also closely linked with general awareness levels.

For example, 94% of those who say they are very familiar with charities and 77% of those who say they are somewhat familiar also say they could provide advice about which charities to support. Similarly, 84% who say they are very familiar with charities and 65% who say they are somewhat familiar agree they know more about them than others.

Links between general awareness and paying attention to media coverage are slightly less tight. Approximately three-quarters (77%) of those who say they are very familiar and 60% of those who say they are somewhat familiar with charities say they pay a lot of attention to media stories about them.

	Familiarity with charities				All Canadians ^a
	Very familiar	Somewhat familiar	Not very familiar	Not at all familiar	
Would be able to give useful advice to friends or family					
Agree	94%	77%	43%	20%	72%
Strongly agree	64%	23%	14%	3%	27%
Somewhat agree	30%	54%	28%	17%	45%
Disagree	5%	22%	57%	79%	27%
Have had many dealings with charities					
Agree	92%	73%	40%	37%	69%
Strongly agree	64%	23%	9%	0%	26%
Somewhat agree	28%	50%	32%	37%	43%
Disagree	6%	27%	57%	61%	30%
Know more about charities than friends and family*					
Agree	84%	65%	46%	28%	64%
Strongly agree	55%	20%	13%	7%	24%
Somewhat agree	28%	45%	32%	21%	40%
Disagree	16%	32%	51%	67%	33%
Usually pay a lot of attention to media stories					
Agree	77%	60%	42%	27%	59%
Strongly agree	37%	13%	11%	2%	16%
Somewhat agree	40%	48%	32%	25%	43%
Disagree	23%	39%	58%	71%	41%

Table 3.1.3

Specific dimensions of familiarity with charities by general familiarity.

^a Totals may not add due to rounding
* question posed in negative form

PERCEIVED IMPORTANCE AND ATTITUDES ABOUT CHARITIES

As with level of familiarity with charities, perceptions of the importance of charities and the way they conduct their work also play an important role in structuring opinions and attitudes about charities.

Within the charitable sector, there appears to be a general belief that the more important Canadians think charities are and the more they agree with how charities conduct themselves, the more willing Canadians will be to support them through contributions of time and money and the more trusting Canadians will be of both charities and their leaders.

With all this in mind, the survey asks nine questions designed to evaluate Canadians' views of the societal importance of charities and their perceptions of how charities operate. The first five questions measure level of agreement with various statements relating to the perceived importance of charities:

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

Four new questions were introduced for the 2013 study to measure the degree of agreement with commonly held attitudes about how charities spend their money and how effective they are:

- charities spend too much of their funds on salaries and administration,
- the amounts charities ask people to give are appropriate,
- charities are very good at spending money wisely, and
- charities are very good at helping people.

4.1 Perceived Importance of Charities

As in previous years, Canadians have strong opinions about the societal importance of charities.

Looking first at the direct measures, about nine in ten agree that charities are important to Canadians (93%) and generally improve Canadians' quality of life (88%; see Figure 4.1.1).

Although both opinions are about equally widely held, Canadians feel more strongly about the importance of charities (58% strongly agree) than that charities generally improve Canadians' quality of life (33% strongly agree). Since 2008, the percentage of respondents strongly agreeing that charities are important to Canadians has increased from 51% to 58%. Since 2004, there have been no other significant shifts in these measures of importance.

Turning to measures that compare charities to government, Canadians are somewhat less likely to believe that charities have a better understanding of the needs of Canadians (68% agree) or do a better job of meeting their needs (63%). Generally speaking, belief that charities perform better than government in these two dimensions has declined since 2004. The percentage of Canadians strongly agreeing that charities have a better understanding of the needs of Canadians fell from 34% in 2004 to 24% in 2013. The percentage strongly agreeing that charities are better at meeting the needs of Canadians fell from 25% to 18% over the same period.

The remaining question dealing with the importance of charities asks whether charities should continue to deliver programs and services the government stops funding. A slight majority of Canadians (54%) agree this should be the case (17% strongly agree; 37% somewhat agree). The level of agreement with this idea has remained essentially unchanged since 2004.

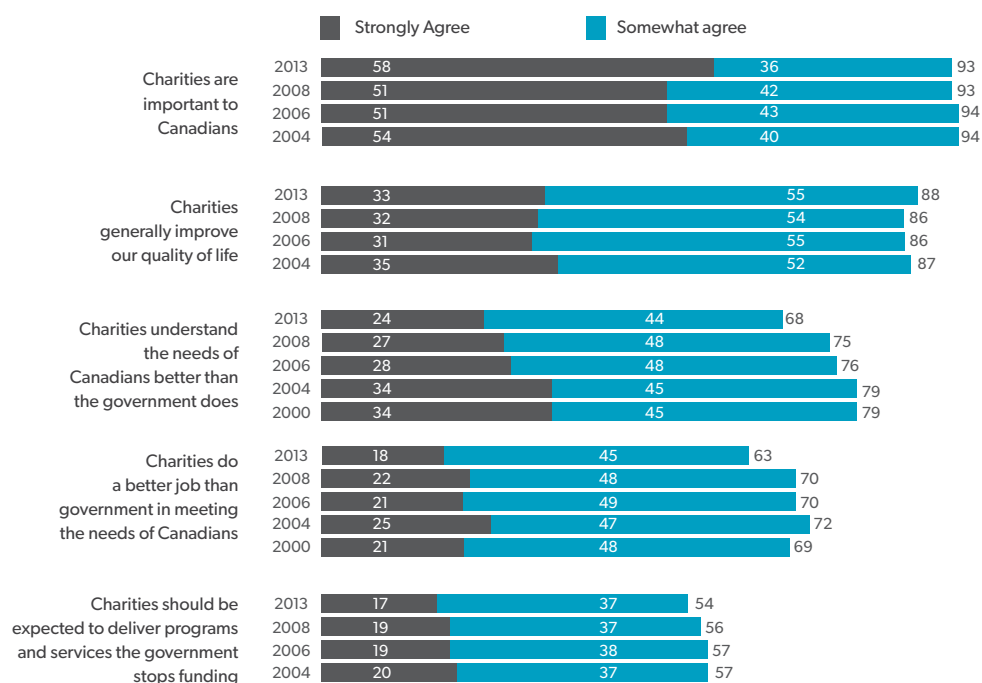


Figure 4.1.1

Perceived importance of charities.^a

^aTotals may not add due to rounding

Variation by personal characteristics and geography. Views on the importance of charities vary most significantly by Canadians' gender and level of formal education.

Women have more favourable opinions regarding charities than men and are more likely to agree with almost all statements in this section. For example, 96% of women agree charities are important to Canadians, compared to 91% of men (see Table 4.1.1). The only exception is the question asking whether charities should be expected to continue to deliver programs and services that government stops funding.

The more highly educated Canadians are, the less likely they are to agree charities do a better job at meeting the needs of Canadians (56% of those with a bachelor's degree or higher agree with this statement, compared to 79% of those who have not completed high school). University graduates stand out as being more likely to agree charities are important to Canadians (95% agree, compared to 93% of Canadians generally), and less likely to believe charities understand the needs of Canadians better than government (64% vs. 68% generally).

Table 4.1.1
Perceived
importance of
charities by
key personal
characteristics.

	Important to Canadians	Generally improve our quality of life	Understand needs of Canadians better than government	Do better job than government in meeting needs of Canadians	Should be expected to deliver programs and services government stops funding
All Canadians	93%	88%	68%	63%	54%
Sex					
Male	91%	86%	62%	59%	55%
Female	96%	89%	74%	67%	54%
Education level					
Less than high school	93%	84%	75%	79%	58%
High school	93%	88%	72%	70%	61%
Some post-secondary	93%	88%	76%	65%	63%
Post-secondary certificate or diploma/Some university	92%	88%	71%	65%	56%
Bachelor's degree or higher	95%	88%	64%	56%	48%

Those who live in Newfoundland and Labrador (74%) and New Brunswick (70%) are more likely than Canadians living elsewhere to agree that charities do a better job than government at meeting the needs of Canadians (see Table 4.1.2). Newfoundlanders and Labradorians (75%), along with Prince Edward Islanders (78%) and Quebeckers (76%), are more likely to agree that charities understand the needs of Canadians better than government. Conversely, those who live in Alberta (60%) are less likely to agree with this idea. British Columbians (48%), Nova Scotians (46%), Newfoundlanders and Labradorians (44%), and Albertans (43%) are all less likely than those who live elsewhere in Canada to agree that charities

should be required to continue providing programs and services that the government stops funding. Quebecers are more likely to agree with this (61% vs. 54% of Canadians generally).

	Important to Canadians	Generally improve our quality of life	Understand needs of Canadians better than government	Do better job than government in meeting needs of Canadians	Should be expected to deliver programs and services government stops funding
Canada	93%	88%	68%	63%	54%
Province					
NL	97%	93%	75%	74%	44%
PE	97%	92%	78%	68%	53%
NS	96%	91%	74%	64%	46%
NB	95%	88%	75%	70%	49%
QC	93%	84%	76%	67%	61%
ON	94%	90%	65%	62%	57%
MB	92%	82%	67%	63%	50%
SK	90%	86%	69%	65%	57%
AB	91%	89%	60%	58%	43%
BC	93%	84%	70%	61%	48%

Table 4.1.2
Perceived importance of charities by province.

Variation by other attitudes and beliefs. Those who are say they are very unfamiliar with charities and their work tend to have less favourable opinions of the importance of charities.

For instance, those who say they are not at all unfamiliar with charities are less likely to agree that charities are important to Canadians (81% vs. 93% of Canadians generally) or that they improve Canadians' quality of life (68% vs. 88% generally). Interestingly, the one question where those who say they are very familiar with charities stand out is that they

	Important to Canadians	Generally improve our quality of life	Understand needs of Canadians better than government	Do better job than government in meeting needs of Canadians	Should be expected to deliver programs and services government stops funding
All Canadians	93%	88%	68%	63%	54%
Familiarity with charities					
Very familiar	94%	90%	71%	63%	48%
Somewhat familiar	94%	89%	68%	64%	55%
Not very familiar	93%	83%	68%	60%	54%
Not at all familiar	81%	68%	54%	53%	56%

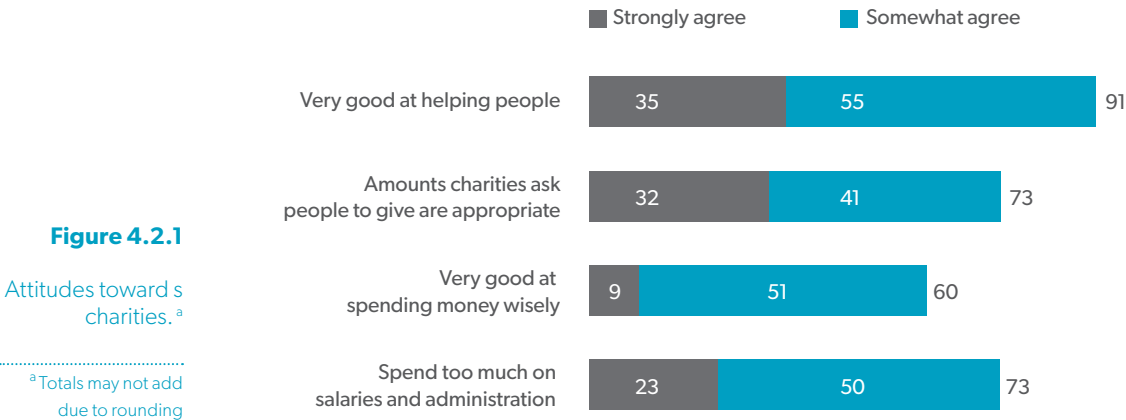
Table 4.1.3
Perceived importance of charities by familiarity with charities.

are less likely to agree that charities should be expected to deliver programs the government stops funding (48% vs. 54% generally).

4.2 Attitudes about Charities

Canadians have quite favourable views as to the effectiveness of charities and the amounts they are asked to contribute in support of their work.

Almost universally, Canadians believe charities are very effective at helping people (91% agree, with 35% strongly agreeing and 55% somewhat agreeing; see Figure 4.2.1). While a substantial majority (73%) believes the amounts charities ask people to give are appropriate, support for this idea is more muted (32% strongly agree and 41% somewhat agree). It is worth noting that some of this may be due to Canadians not being certain what levels of support are appropriate — 8% say they don't know, more than with any other question dealing with the importance of charities or attitudes towards them.



Canadians' opinions on how charities spend their money are less favourable. Generally, respondents seem to agree that charities are very good at spending money wisely (51% somewhat agree and 9% strongly agree). In spite of this, there is an extremely widespread perception that the amounts charities spend on salaries and administration are too high. Nearly three-quarters (73%) of Canadians believe this (23% agree strongly and 50% somewhat agree). It is difficult to understand how Canadians simultaneously hold these two seemingly contradictory opinions, yet large numbers do — fully half somewhat or strongly agree with both ideas simultaneously.

Variation by personal characteristics and geography. These attitudes vary most significantly by age, sex and frequency of religious attendance.

Agreement that the amounts charities ask people to give are appropriate increases with age, from a low of 63% among those younger than 35 to a high of 84% among those 65 and older (see Table 4.2.1).

	Very good at helping people	Amounts charities ask people to give are appropriate	Very good at spending money wisely	Spend too much on salaries and administration
All Canadians	91%	73%	60%	73%
Age group				
18 to 24	91%	63%	63%	80%
25 to 34	95%	63%	62%	79%
35 to 44	91%	68%	62%	78%
45 to 54	90%	75%	60%	72%
55 to 64	90%	79%	62%	70%
65 and older	89%	84%	53%	62%
Sex				
Male	88%	72%	57%	73%
Female	93%	73%	63%	73%
Religious attendance				
Once a week	94%	71%	67%	73%
A few times a month	92%	72%	63%	67%
Three or four times a year	90%	72%	64%	74%
Once or twice a year	92%	73%	59%	76%
Never	89%	73%	56%	74%

Table 4.2.1
Attitudes towards charities by key personal characteristics.

Those 65 and older also stand out as being less likely to believe charities spend too much on salaries and administration (62% vs. 73% of Canadians generally), but they are also less likely to believe charities do a very good job of spending money wisely (53% vs. 60%).

Women are more likely than men to believe charities are very good at helping people (93% vs. 88%) and that they are very good at spending money wisely (63% vs. 57%).

Finally, belief that charities are very good at helping people and spending money wisely also tend to increase with frequency of attendance at religious services.

Those who live in Newfoundland and Labrador stand out in that they are more likely than other Canadians to agree that charities are very good at helping people (95% vs. 91% of Canadians generally), the amounts that charities ask people to give are appropriate (79% vs. 73% generally) and charities are very good at spending money wisely (72% vs. 60%; see Table 4.2.2).

Quebeckers also stand out as being less likely than those in other provinces to agree charities are good at helping people (88%) or that the amounts charities ask for are reasonable (66%). They are more likely to agree that charities are very good at spending money wisely (69%), but also that charities spend too much on salaries and administration (76% vs. 73% generally). Finally, Saskatchewanians are more likely than average to view charities as being good at helping people (95%).

Variation by other attitudes and beliefs. The likelihood of believing that charities are very good at spending money wisely increases with level of familiarity with charities and their activities. Fully two-thirds of those who say they are very familiar with charities agree with this, compared to 40% of those who say they are very unfamiliar with charities (see Table 4.2.3).

Table 4.2.2
Attitudes towards
charities by province.

	Very good at helping people	Amounts charities ask people to give are appropriate	Very good at spending money wisely	Spend too much on salaries and administration
Canada	91%	73%	60%	73%
Province				
NL	95%	79%	72%	76%
PE	93%	73%	58%	71%
NS	93%	67%	64%	74%
NB	92%	75%	60%	77%
QC	88%	66%	69%	76%
ON	91%	76%	56%	72%
MB	91%	75%	57%	68%
SK	95%	68%	63%	74%
AB	93%	71%	57%	74%
BC	90%	76%	55%	71%

However, the likelihood of believing that charities spend too much on salaries and administration also increases with familiarity (78% of those who say they are very familiar vs. 62% of those who say they are very unfamiliar with charities). Those who believe they are very unfamiliar with charities are significantly less likely to agree charities are very good at helping people (61% vs. 91% of Canadians generally).

		Very good at helping people	Amounts charities ask people to give are appropriate	Very good at spending money wisely	Spend too much on salaries and administration
All Canadians		91%	73%	60%	73%
Familiarity with charities					
Very familiar		93%	70%	67%	78%
Somewhat familiar		92%	74%	60%	74%
Not very familiar		89%	69%	56%	68%
Not at all familiar		61%	72%	40%	62%

Table 4.2.3

Attitudes towards charities by familiarity with charities.

TRUST IN CHARITIES AND THEIR LEADERS

Public trust is of central importance to Canadian charities. It underpins many key relationships: with donors, volunteers, clients, policymakers, regulators, and corporate sponsors. High levels of trust provide charities with greater freedom of operation and result in higher levels of support. Declining or low levels of trust may result in lower levels of public support and in more oversight and constraints being placed on how charities operate. For these reasons among others, measuring public trust in charities is a major focus of the *Talking About Charities* survey.

The survey probes a number of aspects of public trust in charities. It asks Canadians about their overall level of trust in charities, as well as their trust in charities working in specific sub-sectors, like health and social services. To contextualize trust in charities, it also gathers comparative information about levels of trust in other key societal institutions like government and the media. In addition to exploring trust in charities as institutions, the survey asks about levels of trust in leaders of charities and gathers comparative information about trust in people who hold other key positions, such as doctors, lawyers, business leaders and political leaders.

5.1 Trust in Charities

Absolute levels of trust in charities are quite high. A very strong majority of Canadians (79%) say they have some or a lot of trust in charities (see Figure 5.1.1).

It is important to understand that this trust is not unqualified — Canadians are about twice as likely to say they have some trust (54%) as opposed to a lot of trust (25%) in charities. The number of Canadians having only a little trust is small (16%), however, and the number having no trust at all is very small (4%). These figures have been stable since the *Talking About Charities* survey first started measuring trust in charities more than a decade ago. For practical purposes, they are essentially unchanged since 2000.

Variation by personal characteristics and geography. The most important variations in level of absolute trust in charities are by education, sex and frequency of religious attendance.

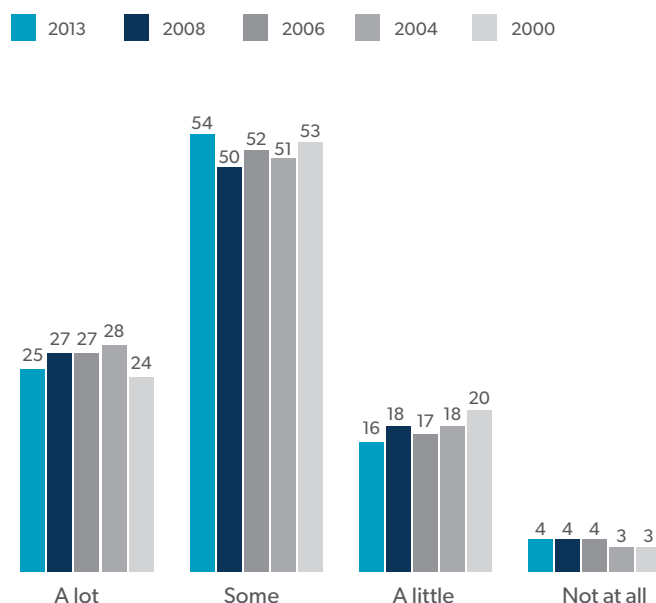


Figure 5.1.1

Levels of trust in charities.

Those who have a university education are more likely to have a *lot* of trust in charities (31% vs. 25% for Canadians generally) while those with a high school diploma (20%) or some post-secondary education (17%) are less likely to do so (see Table 5.1.1).

Women are somewhat more likely to trust charities (81% vs. 77% of men).

Finally, trust in charities tends to be somewhat lower among those who do not attend religious services and higher among those who attend them frequently. Just 20% of those who never attend religious services report having a *lot* of trust in charities compared to 33% of those who attend religious services at least once a week.

	Level of trust		Trust ^a
	A lot	Some	
All Canadians	25%	54%	79%
Sex			
Male	24%	53%	77%
Female	27%	54%	81%
Education level			
Less than high school	25%	47%	72%
High school	20%	57%	76%
Some post-secondary	17%	63%	80%
Post-secondary certificate or diploma/Some university	23%	52%	75%
Bachelor's degree or higher	31%	53%	84%

Table 5.1.1

Levels of trust in charities by key personal characteristics.

^aTotals may not add due to rounding

	Level of trust		Trust ^a
	A lot	Some	
Religious attendance			
Once a week	33%	47%	81%
A few times a month	31%	56%	86%
Three or four times a year	23%	58%	81%
Once or twice a year	30%	50%	79%
Never	20%	56%	76%

Absolute trust levels do not vary significantly according to what province Canadians live in. However, over time, Quebec has seen a striking change in that differences from the national trust level have dropped from approximately ten percentage points in early waves of the survey (e.g., 68% vs. 79% nationally in 2004) to zero at present (see Figure 5.1.2).

Variation by other attitudes and beliefs. Absolute levels of trust in charities vary by a number of other attitudes and beliefs about charities. Those who say they are more familiar with charities are more likely to report having a lot of trust in them. More than a third (37%) of those who describe themselves as very familiar with charities and their work have a lot of trust in them, compared to 11% of those who say they are not at all familiar (see Table 5.1.2).

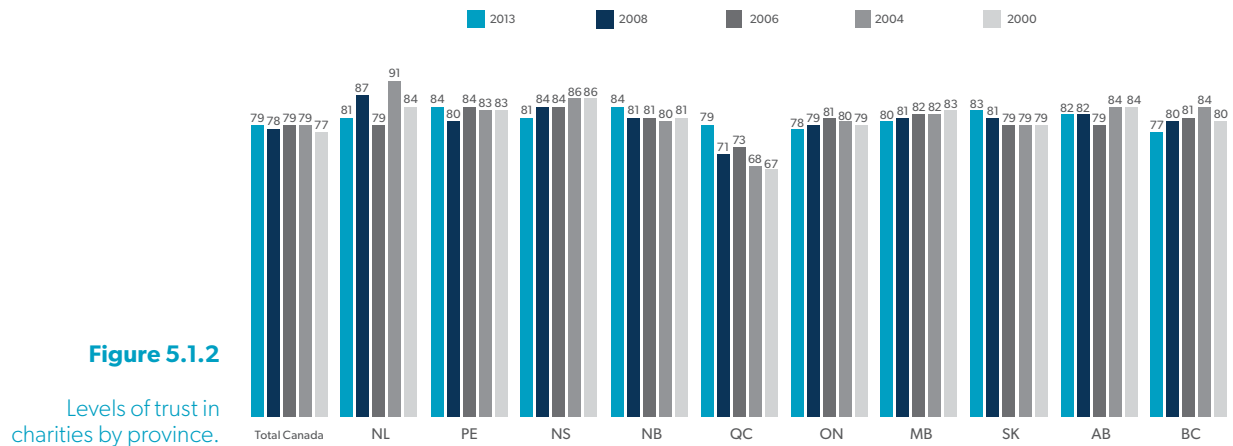


Figure 5.1.2
Levels of trust in charities by province.

Level of trust in charities also tends to correlate with favourable opinions about charities. For example, 33% of those who strongly agree that charities are important to Canadians have a lot of trust in them, compared to just 1% of those who strongly disagree they are important.

Almost all other statistically significant attitudes follow the same pattern, but there is one area where this correlation might seem at first glance to break down. More than half (58%) of those who strongly disagree that the amounts charities ask people to give are appropriate have a lot of trust in charities, much higher than among those who strongly agree that

amounts are appropriate (11%). This finding seems somewhat incongruous, until one realizes that respondents with high levels of trust may well consider the amounts people are typically asked to give to be too low rather than too high.

	Level of trust		Trust ^a
	A lot	Some	
All Canadians	25%	54%	79%
Familiarity with charities			
Very familiar	37%	43%	79%
Somewhat familiar	27%	56%	83%
Not very familiar	12%	55%	67%
Not at all familiar	11%	38%	49%
Important to Canadians			
Strongly agree	33%	52%	84%
Somewhat agree	17%	58%	75%
Somewhat disagree	12%	50%	62%
Strongly disagree	1%	21%	21%
Amounts charities ask people to give are appropriate			
Strongly agree	11%	51%	62%
Somewhat agree	27%	60%	87%
Somewhat disagree	43%	45%	88%
Strongly disagree	58%	37%	94%
Very good at spending money wisely			
Strongly agree	49%	35%	85%
Somewhat agree	30%	57%	87%
Somewhat disagree	14%	60%	74%
Strongly disagree	5%	38%	43%
Very good at helping people			
Strongly agree	41%	48%	88%
Somewhat agree	19%	59%	78%
Somewhat disagree	8%	44%	53%
Strongly disagree	2%	30%	32%

Table 5.1.2

Levels of trust in charities by other attitudes and beliefs about charities.

^a Totals may not add due to rounding

TRUST IN SPECIFIC TYPES OF CHARITIES

While general levels of trust in charities are high, charities working in some areas are more trusted than others.

Trust in charities working in areas relating to health, children and education tend to be as high or higher than trust in charities generally. Trust in hospitals is by far the highest at 86% (53% report having a lot of trust and 33% report some trust; see Figure 5.1.3). This is followed closely by trust in charities that focus on children (82%) and health prevention

or health research (80%), with respondents evenly split between having a lot of trust and some trust. Charities focusing on education follow closely (77%), although in this case the split between those who have a lot of trust (34%) and those who have some trust (44%) is not as even. Slightly fewer than three-quarters of Canadians say they trust charities working in social services (73%) and animal protection (72%). Two-thirds (67%) trust organizations that work to protect the environment and three-fifths trust arts organizations (60%) and churches and other places of worship (59%). Only half trust international development organizations (50%) and fewer than half trust religious organizations that are not churches or places of worship (41%).

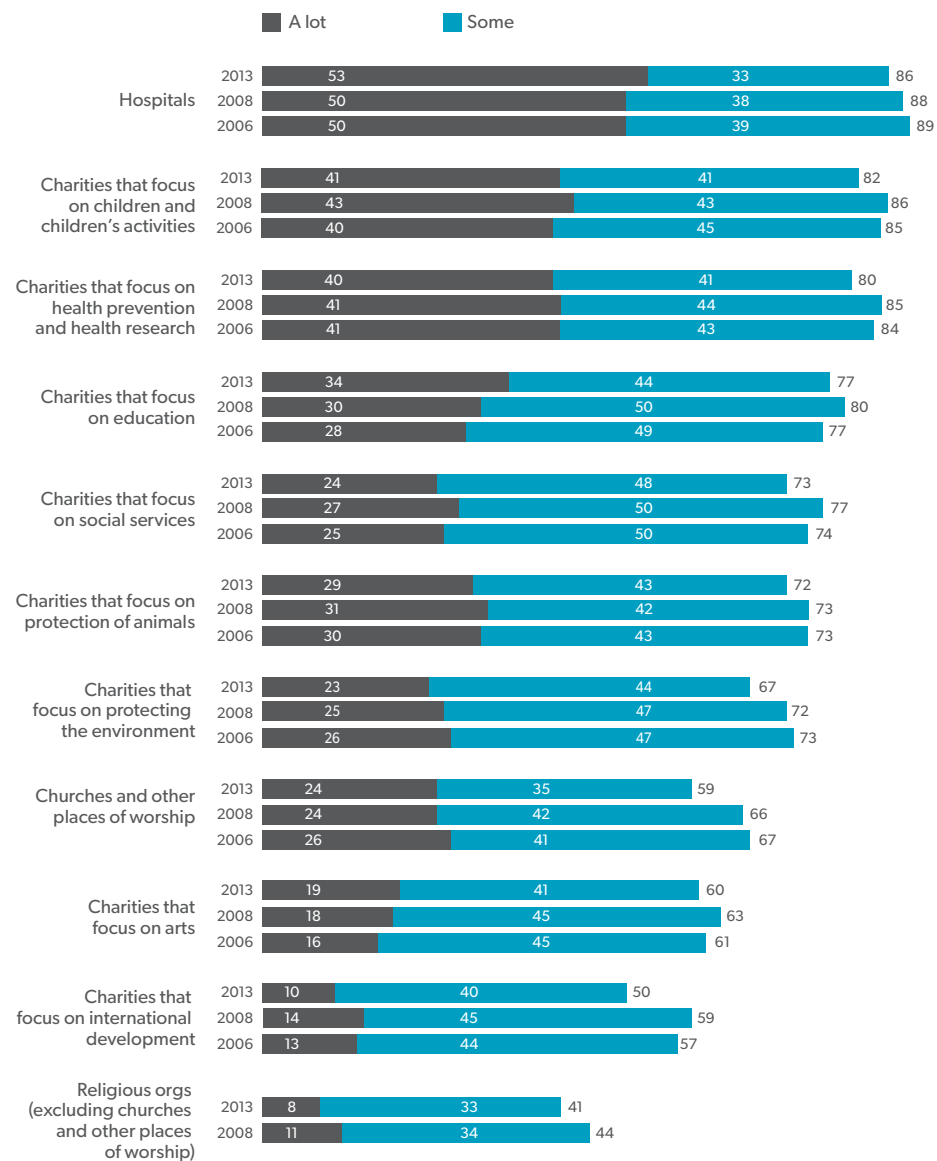


Figure 5.1.3
Levels of trust in specific types of charities.^a

^a Totals may not add due to rounding

Levels of trust in most types of charities have remained remarkably consistent over the past few editions of the *Talking About Charities* survey. However, there are some important exceptions.

Trust in churches and other places of worship has dropped significantly from 67% in 2006 to 59% in 2013. Similarly, trust in international development and relief charities has fallen from a high of 59% in 2008 to 50%, and environmental protection charities have gone from 73% in 2006 to 67%.

Variation by personal characteristics and geography. The most significant variations in levels of trust for specific types of charities appear to be related to age and sex.

Trust in most types of charities tends to be highest amongst those younger than 35 and lowest amongst those 65 and older. As an example, trust in education charities declines steadily from a high of 91% among those aged 18 to 24, to a low of 67% among those 65 and older (see Table 5.1.3). Churches and other places of worship represent the major exception to this general pattern in that they receive relatively consistent levels of trust across all age groups.

With few exceptions, trust is somewhat higher among women. For example, 76% of women trust charities that work to protect animals, compared to 67% of men.

	Hospitals	Children	Health	Education	Social services	Animals	Environment	Places of worship	Arts	International	Other religious
All Canadians	86%	82%	80%	77%	73%	72%	67%	59%	60%	50%	41%
Age group											
18 to 24	89%	86%	80%	91%	76%	76%	77%	59%	62%	64%	46%
25 to 34	88%	87%	83%	84%	80%	74%	73%	48%	67%	51%	38%
35 to 44	90%	84%	81%	84%	71%	72%	67%	61%	65%	49%	43%
45 to 54	85%	83%	82%	74%	75%	77%	72%	59%	64%	53%	45%
55 to 64	83%	77%	77%	69%	71%	68%	60%	61%	54%	45%	38%
65 and older	83%	75%	79%	67%	65%	63%	57%	63%	48%	41%	37%
Sex											
Male	88%	79%	79%	78%	70%	67%	64%	54%	57%	48%	37%
Female	85%	85%	82%	77%	75%	76%	70%	63%	62%	51%	45%

Table 5.1.3

Levels of trust in specific types of charities by key personal characteristics.

For most types of charities, trust is generally highest in Atlantic Canada and lowest in British Columbia (see Table 5.1.4). For example, 72% of British Columbia residents and 86% of residents of Newfoundland and Labrador say they trust organizations that work in the area of health prevention and health research, compared to 80% of Canadians generally. Similarly, 49% of British Columbians and 77% of Newfoundlanders and Labradorians trust churches and other places of worship, compared to 59% of Canadians generally.

For most individual comparisons (i.e., looking at each specific type of charity individually), these differences are not quite large enough to be statistically significant, but the fact that the same patterns are seen consistently across multiple types of charities strongly suggests that this is not due to random chance.

Table 5.1.4
Levels of trust in
specific types of
charities by province.

	Hospitals	Children	Health	Education	Social services	Animals	Environment	Places of worship	Arts	International	Other religious
Canada	86%	82%	80%	77%	73%	72%	67%	59%	60%	50%	41%
Province											
NL	91%	87%	86%	80%	74%	63%	65%	77%	64%	43%	53%
PE	89%	87%	78%	80%	76%	75%	73%	73%	70%	56%	53%
NS	90%	81%	81%	75%	71%	71%	67%	63%	65%	49%	41%
NB	89%	87%	80%	83%	71%	74%	77%	58%	62%	55%	37%
QC	84%	84%	83%	79%	77%	72%	69%	51%	61%	54%	38%
ON	88%	80%	81%	78%	72%	72%	67%	63%	57%	47%	43%
MB	81%	84%	86%	76%	70%	62%	70%	67%	63%	52%	48%
SK	86%	85%	76%	80%	71%	69%	65%	73%	61%	51%	49%
AB	90%	86%	82%	76%	76%	72%	64%	58%	61%	50%	39%
BC	82%	77%	72%	73%	66%	72%	66%	49%	60%	49%	36%

TRUST IN OTHER INSTITUTIONS

Canadians report more trust in charities than they do in almost all other societal institutions covered by the survey.

The only other institution with levels of public trust comparable to charities is small business, with an overall trust level of 81% (28% a lot, 53% some; see Figure 5.1.4).

Levels of trust are higher for charities than for local (57%), federal (45%) and provincial (44%) governments. Trust in media (newspapers, television, and radio) ranks between trust in local and higher levels of government at 53% (10% a lot, 43% some).

Trust in major corporations is lowest of all the institutions measured at 41% (5% a lot, 35% some).

Because the questions measuring trust in other societal institutions are new for the 2013 edition of the survey, there are no comparisons to be drawn with previous years.

To better understand trust in charities, we compared Canadians' average levels of trust in other societal institutions with their trust in charities. For this analysis, we computed trust scores for each societal institution, including charities. Those with no trust at all in a given

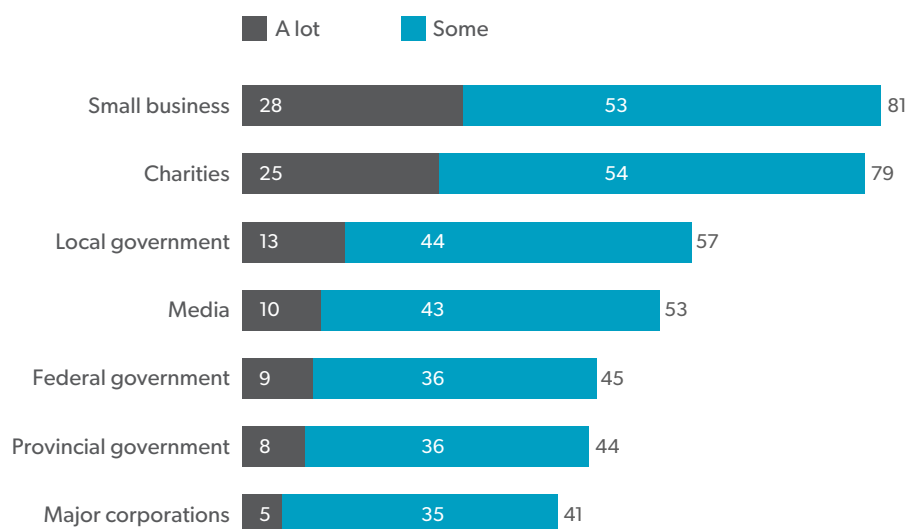


Figure 5.1.4

Levels of trust in other societal institutions.^a

^aTotals may not add due to rounding

institution were assigned a score of 0 for that institution, while those with greater levels of trust were assigned progressively higher scores, up to the maximum score of 3. Trust scores for non-charities were then averaged, producing an overall score measuring trust in other societal institutions. A score measuring comparative trust in charities was then computed by subtracting the average trust score for non-charities from the trust score for charities.

As one would expect, given that trust in charities tends to be higher than trust in most other societal institutions, charity trust scores are higher than average non-charity scores for three-quarters (75%) of Canadians. About a seventh (14%) have less trust in charities than they do in other institutions (11% have the same level of trust in charities as in other societal institutions). The average trust score for charities is 2.0 (out of a maximum score of 3.0), while the average trust score for other societal institutions is 1.5, meaning that the typical difference between the two scores is 0.5.

Variation by personal characteristics and geography. Comparative trust in charities varies primarily by level of formal education and secondarily by marital status.

The average level of comparative trust in charities is higher among those with a university degree (averaging 0.62 points higher than other institutions) than it is among those with lower levels of education (see Table 5.1.5). While Canadians from all educational backgrounds tend to have more trust in charities than in other institutions, only those with a university degree have higher than average levels of comparative trust in charities. There are no statistically significant differences in the average levels of comparative trust in charities among education levels below a bachelor's degree.

⁸ Differences in levels of absolute trust according to sex and frequency of religious attendance are not paralleled with comparative trust in charities. In other words, women and those who attend religious services frequently trust charities more than others, but also trust other institutions more as well.

Comparative trust in charities is also statistically higher than average among those who are separated or divorced.⁸

Table 5.1.5

Comparative trust in charities by key personal characteristics.

Average comparative trust in charities	
All Canadians	0.50
Marital status	
Married	0.50
Divorced, separated	0.66
Single	0.47
Widowed	0.57
Education level	
Less than high school	0.47
High school	0.42
Some post-secondary	0.43
Post-secondary certificate or diploma/Some university	0.43
Bachelor's degree or higher	0.62

Comparative trust also varies with the province Canadians live in. Those who live in the Maritimes tend to have higher levels of relative trust in charities compared to those who live elsewhere in Canada. For instance, the average comparative trust in charities for those from New Brunswick is 0.68, compared to 0.50 for Canadians generally. Similarly, average comparative trust in Prince Edward Island is 0.62.

Table 5.1.6

Comparative trust in charities by province.

Average comparative trust in charities	
Canada	0.50
Province	
NL	0.46
PE	0.62
NS	0.60
NB	0.68
QC	0.56
ON	0.48
MB	0.45
SK	0.46
AB	0.49
BC	0.46

Variation by other beliefs and attitudes. As with absolute trust, comparative trust varies with familiarity with charities and their work as well as views about whether the amounts charities ask people to give are appropriate.

Level of comparative trust in charities increases with level of familiarity, from a low of 0.10 among those who say they are not at all familiar with charities, to a high of 0.57 among those who say they are very familiar (see Table 5.1.7). As with absolute trust, comparative trust is highest amongst those who strongly disagree that the amounts that charities ask people to contribute are appropriate.

Average comparative trust in charities	
All Canadians	0.50
Familiarity with charities	
Very familiar	0.57
Somewhat familiar	0.55
Not very familiar	0.32
Not at all familiar	0.10
Amounts charities ask people to give are appropriate	
Strongly agree	0.30
Somewhat agree	0.55
Somewhat disagree	0.72
Strongly disagree	0.96

Table 5.1.7

Comparative trust in charities by other attitudes and beliefs about charities.

5.2 Trust in Leaders of Charities

While absolute levels of trust in charity leaders are generally high, they are slightly lower than levels of trust in charities as institutions.

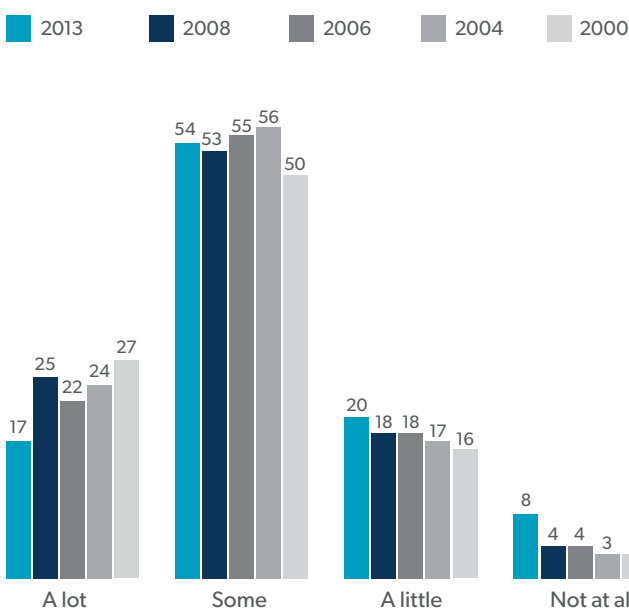
More than two-thirds of Canadians (71%) report some or a lot of trust in charity leaders (see Figure 5.2.1). As with trust in charities, people are significantly more likely to have *some* trust in charity leaders (54%) than to have a *lot* of trust (17%). One person in five has only a little trust in charity leaders, and 8% report no trust at all.

Since 2008, there has been a significant decrease in absolute trust in charity leaders. Although the number of Canadians saying they have some trust in charity leaders has remained constant, the number reporting high levels of trust has dropped from 25% to 17%. Over the same period, the numbers reporting that they have no trust at all have doubled, from 4% in 2008 to 8% currently. As will be seen below in the section looking at levels of trust in other professions, many professions have experienced similar decreases in trust over the same period.

Variation by personal characteristics and geography. Age, frequency of religious attendance, annual household income and level of formal education are most closely related to variations in level of trust in charity leaders.

Figure 5.2.1

Levels of trust in charity leaders.



Generally, those who are older have less trust in charity leaders than those who are younger. For example, 79% of Canadians younger than 25 trust charity leaders, compared to just 62% of Canadians 65 and older (see Table 5.2.1).

Those who attend religious services at least a few times a month tend to have higher levels of trust than those who attend services less frequently or do not attend services at all. For example, more than three-quarters (79%) of those who attend services at least once a week trust charity leaders some or a lot, compared to 68% of those who attend services once or twice a year or who never attend services.

⁹ Note, however, that trust levels are somewhat lower among those with household incomes of \$150,000 or more.

Generally speaking, those with higher annual household incomes also trust charity leaders more. For example, 61% of those with annual incomes less than \$20,000 trust leaders some or a lot, compared to 80% of those with incomes between \$100,000 and \$149,999.⁹

Finally, levels of trust tend to be higher among those with a university degree.

Table 5.2.1
Levels of trust in charity leaders by key personal characteristics.

^a Totals may not add due to rounding

	Level of trust		Trust ^a
	A lot	Some	
All Canadians	17%	54%	71%
Age group			
18 to 24	28%	50%	79%
25 to 34	24%	52%	77%
35 to 44	14%	62%	76%
45 to 54	16%	52%	68%
55 to 64	13%	53%	66%
65 and older	9%	53%	62%

	Level of trust		Trust ^a
	A lot	Some	
Education level			
Less than high school	16%	51%	67%
High school	17%	51%	68%
Some post-secondary	15%	53%	68%
Post-secondary certificate or diploma/Some university	16%	54%	71%
Bachelor’s degree or higher	17%	56%	73%
Religious attendance			
Once a week	21%	58%	79%
A few times a month	16%	60%	76%
Three or four times a year	21%	48%	69%
Once or twice a year	20%	48%	68%
Never	13%	55%	68%
Household income			
Less than \$20,000	23%	38%	61%
\$20,000 – \$49,999	16%	50%	66%
\$50,000 – \$74,999	16%	56%	71%
\$75,000 – \$99,999	18%	58%	77%
\$100,000 – \$149,999	18%	63%	80%
\$150,000 or more	14%	58%	73%

Trust in charity leaders is higher in eastern Canada than in the rest of the country. More than three-quarters of those living in Atlantic Canada (77%) have some or a lot of trust in charity leaders, compared to 70% of those in the rest of Canada. This difference is driven by lower levels of trust in Quebec (67%), Ontario (70%) and British Columbia (71%; see Figure 5.2.2). Compared to residents of other provinces, those who live in Quebec are somewhat more likely to report having only a little trust (24%) and residents of Ontario are substantially more likely to report having no trust at all (11%) in charity leaders.

Variation by other attitudes and beliefs. Absolute trust in charity leaders varies with Canadians' opinions and beliefs about many aspects of charities, their role and how they operate.

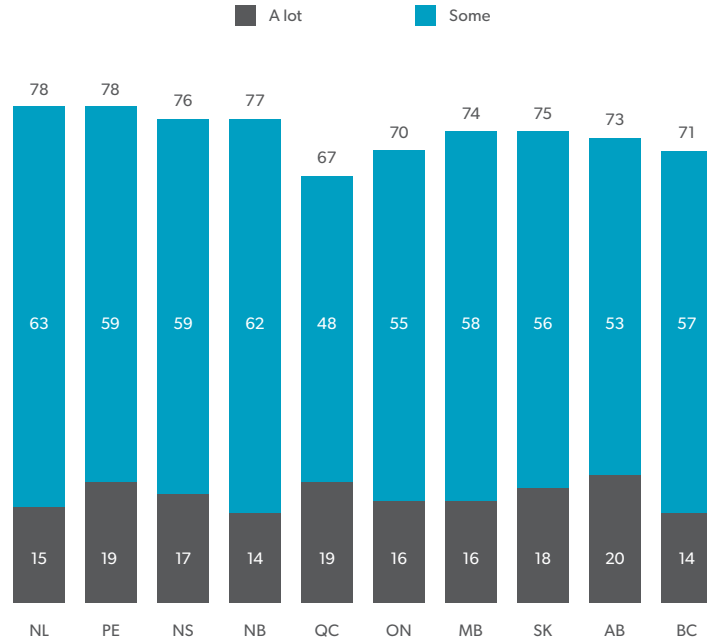
As with trust in charities, trust in charity leaders increases with familiarity with charities and their work. Nearly three-quarters (74%) of those who say they are very familiar with charities and their work trust charity leaders some or a lot (see Table 5.2.2). Just 37% of those who say they are not at all familiar with charities say the same.

As with trust in charities, more favourable opinions about charities and their operations are correlated with greater trust in charity leaders. The most significant exception to this pat-

Figure 5.2.2

Levels of trust in charity leaders by province.^a

^a Totals may not add due to rounding



tern is with the belief that charities spend too much on salaries and administration. Those who strongly agree that charities spend too much on these expenses have higher levels of trust in charity leaders than do those who disagree (81% trust charity leaders, compared to 66% of those who somewhat disagree and 36% of those who strongly disagree).

Table 5.2.2

Levels of trust in charity leaders by other attitudes and beliefs about charities.

^a Totals may not add due to rounding

	Level of trust		Trust ^a
	A lot	Some	
All Canadians	17%	54%	71%
Familiarity with charities			
Very familiar	25%	49%	74%
Somewhat familiar	16%	58%	73%
Not very familiar	14%	48%	62%
Not at all familiar	19%	18%	37%
Donor status			
Donor	15%	56%	71%
Non-donor	24%	43%	67%
Generally improve our quality of life			
Strongly agree	28%	56%	84%
Somewhat agree	13%	56%	69%
Somewhat disagree	6%	45%	52%
Strongly disagree	3%	28%	31%
Important to Canadians			
Strongly agree	21%	56%	78%
Somewhat agree	10%	54%	64%
Somewhat disagree	19%	37%	56%

	Level of trust		Trust ^a
	A lot	Some	
Strongly disagree	0%	26%	26%
Spend too much on salaries and administration			
Strongly agree	29%	51%	81%
Somewhat agree	15%	59%	74%
Somewhat disagree	10%	55%	66%
Strongly disagree	4%	32%	36%
Amounts charities ask people to give are appropriate			
Strongly agree	6%	44%	51%
Somewhat agree	17%	61%	79%
Somewhat disagree	30%	56%	87%
Strongly disagree	44%	40%	84%
Very good at spending money wisely			
Strongly agree	41%	45%	86%
Somewhat agree	20%	60%	81%
Somewhat disagree	6%	53%	60%
Strongly disagree	1%	32%	33%
Very good at helping people			
Strongly agree	31%	54%	85%
Somewhat agree	10%	58%	68%
Somewhat disagree	7%	30%	37%
Strongly disagree	0%	26%	26%

TRUST IN OTHER TYPES OF LEADERS

As with trust in charities, absolute levels of trust in charity leaders are higher, sometimes by a considerable margin, than trust in most other professions.

Among the professions covered by the *Talking About Charities* survey, trust in charity leaders ranks behind only nurses (95% say they trust nurses – 72% have a lot of trust; 23% some trust) and doctors (93% – 56% a lot and 36% some; see Figure 5.2.3). Around two-thirds of Canadians say they trust each of government employees (66%), business leaders (65%) and journalists (63%). Around half trust lawyers (52%), religious leaders (49%) and union leaders (46%). Provincial (36%) and federal (33%) politicians round out the professions covered by the survey.

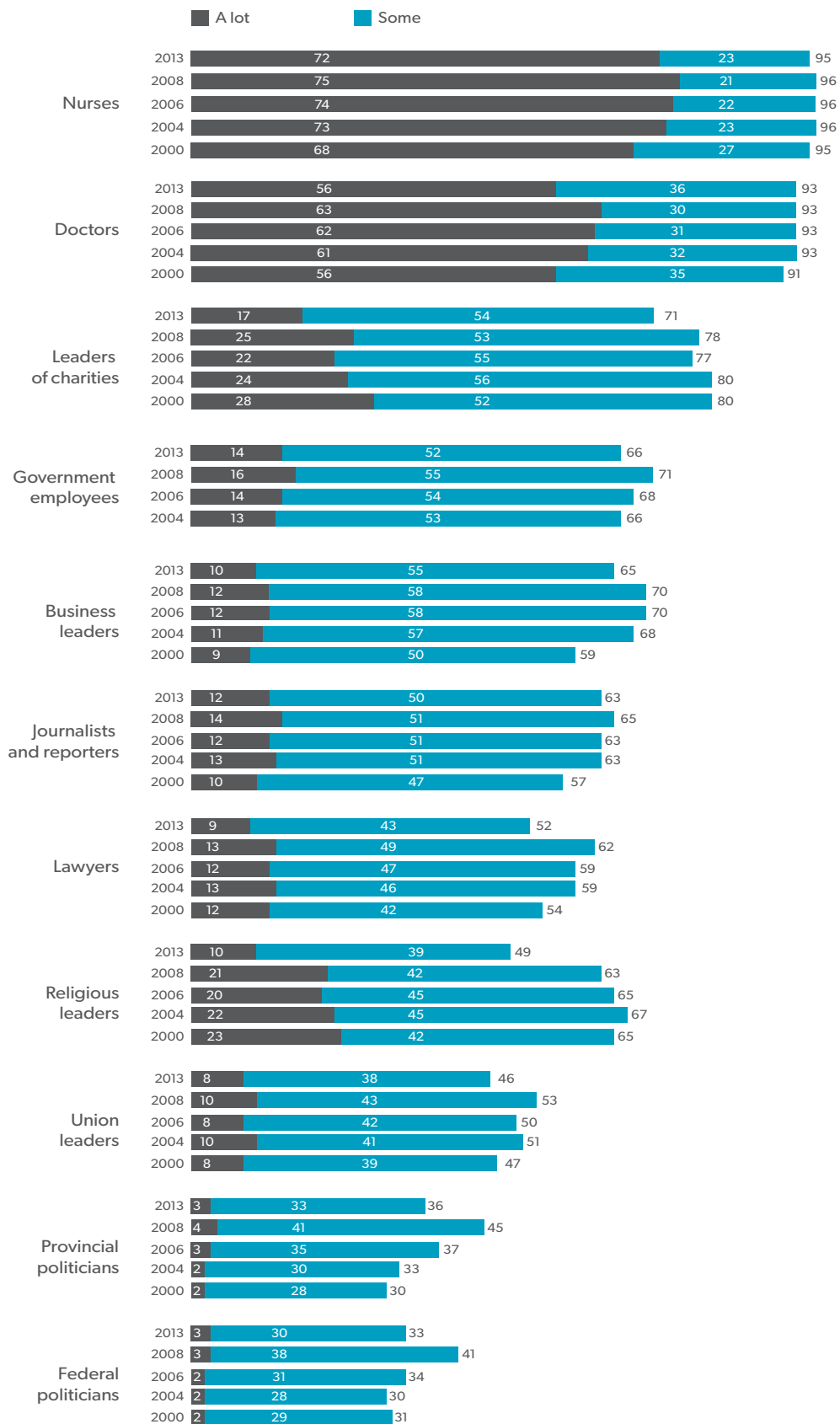


Figure 5.2.3

Levels of trust in other types of leaders.^a^a Totals may not add due to rounding

Absolute levels of trust in almost all professions covered by the survey have declined since 2008. For example, the percentage of Canadians saying they have a lot of trust in religious leaders has declined from 21% to 10%. Similarly, the percentage of Canadians saying they have a lot of trust in doctors has gone from 63% to 56% and the percentage of Canadians saying they have a lot of trust in lawyers has gone from 13% to 9%. The percentages of Canadians reporting high levels of trust in all professions covered by the survey, save for federal politicians and journalists, have declined. Only with doctors has the decrease in the number of Canadians reporting a lot of trust been matched by an increase in the number reporting some trust. These striking differences represent a clear break from previous trends, but they are broadly similar to findings reported in other surveys (see, for example, Ipsos-Reid, 2012).

We compared Canadians' average level of trust in leaders of other institutions with their trust in charity leaders by computing and comparing trust scores. Those with no trust at all in a given type of leader were assigned a trust score of 0, while those with greater levels of trust were assigned progressively higher scores, up to the maximum of 3 for those with a lot of trust in the category. Trust scores for non-charity leaders were then averaged to produce an overall score for trust in non-charity leaders. As with institutional trust, a comparative trust score was computed by subtracting the average trust score for non-charity leaders from the trust score for charity leaders.

The results indicate that charity leaders are somewhat more trusted than other leaders. However, the differences between charity leaders and other leaders tends to be somewhat smaller than the differences between charities and other societal institutions.

Trust in charity leaders is higher than average trust in other leaders for 56% of Canadians, while trust is lower for 36% of Canadians. The average trust score for charity leaders is 1.8 (out of a maximum score of 3.0), while the average trust score for other leaders is 1.7, meaning that the typical difference between the two scores is 0.1.

Variations by personal characteristics and geography. Comparative trust in charity leaders varies most significantly with age.

The differences in trust between charity leaders and other types of leaders are largest amongst those younger than 45 (see Table 5.2.3). These age groups tend to trust charity leaders more, as compared to other leaders, than do older Canadians, as can be seen by the decrease in average comparative trust score. This gap decreases amongst older Canadians until, among those aged 65 and older, trust in charity leaders tends to be the same or slightly lower than trust in other leaders (as shown by the negative comparative trust score).

Table 5.2.3

Comparative trust in charity leaders by key personal characteristics and province.

Average comparative trust in charity leaders	
All Canadians	0.15
Age group	
18 to 24	0.26
25 to 34	0.31
35 to 44	0.24
45 to 54	0.11
55 to 64	0.09
65 and older	-0.06
Province	
NL	0.11
PE	0.18
NS	0.19
NB	0.18
QC	0.21
ON	0.10
MB	0.17
SK	0.08
AB	0.18
BC	0.16

There are very few statistically significant differences in comparative trust in charity leaders according to where Canadians live. The only exception to this is that Quebecers tend to have higher levels of relative trust in charity leaders than do those who live in the rest of Canada (0.21 vs. 0.15 for Canadians generally).

Variation by other attitudes and beliefs. Comparative trust in charity leaders varies according to a number of other attitudes and beliefs about charities.

Those who believe that charities are very good at helping people have higher levels of relative trust in charity leaders (see Table 5.2.4). Those who disagree that the amounts charities ask people to give are appropriate have higher levels of relative trust, as do those who agree that charities spend too much on salaries and administration.

Table 5.2.4

Comparative trust in charity leaders by other attitudes and beliefs about charities.

Average comparative trust in charity leaders	
All Canadians	0.15
Spend too much on salaries and administration	
Strongly agree	0.34
Somewhat agree	0.16
Somewhat disagree	0.07
Strongly disagree	-0.33

Average comparative trust in charity leaders

Amounts charities ask people to give are appropriate

Strongly agree -0.12

Somewhat agree 0.23

Somewhat disagree 0.43

Strongly disagree 0.48

Very good at helping people

Strongly agree 0.35

Somewhat agree 0.08

Somewhat disagree -0.19

Strongly disagree -0.29

FUNDRAISING

Having a good understanding of Canadians' opinions around fundraising is important because the relationship between charities and prospective donors is so key to the sector's capacity to carry out its work.

For many Canadians, fundraising interactions are central to their relations with charities and they have a significant impact on their attitudes and beliefs about charities more broadly. All things being equal, less favourable public opinion about fundraising will make it more difficult for charities to obtain the support they need while more favourable opinion will make it easier. For this reason, tracking opinions about fundraising has been a key section of the survey since its inception.

The *Talking About Charities* survey explores opinions related to a number of different aspects of fundraising. It asks Canadians whether it is appropriate that some of the money they donate go to covering reasonable operating expenses of the charity, or if they expect all of the money they contribute to go to the charity's cause. It also asks whether they believe charities should be required to specify how donors' contributions are spent on each fundraising request and whether there should be legal limits placed on how much charities can spend on fundraising. Finally, it asks respondents about the degree to which they agree or disagree with five example statements about fundraising, including:

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

6.1 Opinions about Fundraising

Canadians generally acknowledge that fundraising is important to charities, but they have clear concerns and criticisms about specific aspects of fundraising practices and some of those concerns are increasing.

Substantially all Canadians (91%) realize it takes significant effort for charities to raise the money they need (49% strongly agree, 42% somewhat agree; see Figure 6.1.1). Similarly,

more than two-thirds (70%) believe charities are generally honest about how they use the donations they collect (13% strongly and 57% somewhat agree). However, not all opinions are favourable. Just more than two-thirds of Canadians (68%) believe there are too many charities seeking funds to support the same cause (31% strongly agree and 37% somewhat agree) and half (52%) think charities spend too much on fundraising (15% strongly and 37% somewhat agree). One-third (34%) believe charities only ask for money when they really need it (10% strongly and 23% somewhat agree).

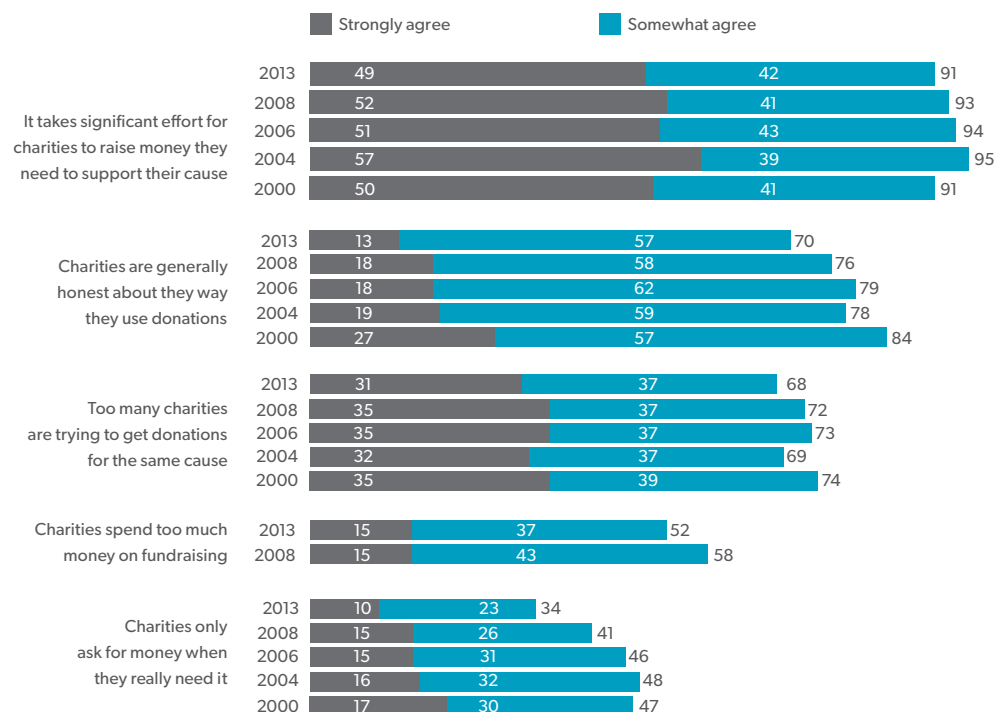


Figure 6.1.1

Opinions about fundraising.^a

^aTotals may not add due to rounding

There have been statistically significant shifts in many of these attitudes in recent years.

Most notably, fewer Canadians believe charities are generally honest about how they use donations and only ask for money when they really need it. Since 2000, the percentage of Canadians who believe charities are honest about how they use donations has dropped significantly, from 84% to 70%. Similarly, the percentage of Canadians who believe charities only ask for money when they really need it has dropped from slightly less than half of Canadians (48%) in 2004, to about one-third (34%). Most of the change in both of these opinions has occurred since 2006.

However, not all shifts in public opinion around fundraising are unfavourable. Canadians are currently somewhat less likely than they were previously to believe there is too much competition for donations to support the same cause and they are also less likely to believe charities

spend too much on fundraising. Belief that it takes significant effort for charities to raise the money they need has seen relatively little change, and remains a very widely held view.

Variation by personal characteristics and geography. Level of formal education and age are most closely related to variations in opinions about fundraising.

Higher levels of education, particularly a university degree, tend to be associated with more positive opinions on most aspects of fundraising, while less education tends to be associated with more negative opinions. For example, 26% of those who have a bachelor's degree or higher strongly agree there are too many charities trying to get donations for the same cause, compared to 46% of those who have not graduated high school.

Similarly, 73% of those with a bachelor's degree or higher believe charities are generally honest about how they use donations, compared to 68% of those who have lower levels of formal education (see Table 6.1.1).

The one exception to this pattern is that those with higher levels of education are less likely to believe charities only ask for money when they really need it — 31% of university graduates vs. 42% of those with less than high school.

Table 6.1.1
General opinions
about fundraising
by key personal
characteristics.

	Takes significant effort to raise money	Honest about the way they use donations	Too many charities seeking donations	Spend too much on fundraising	Only ask for money when really need it
All Canadians	91%	70%	68%	52%	34%
Age group					
18 to 24	86%	72%	65%	37%	30%
25 to 34	93%	76%	68%	41%	34%
35 to 44	94%	67%	67%	46%	31%
45 to 54	90%	71%	69%	53%	35%
55 to 64	92%	70%	67%	57%	36%
65 and older	89%	65%	71%	71%	35%
Education level					
Less than high school	91%	69%	73%	65%	42%
High school	89%	69%	70%	53%	35%
Some post-secondary	80%	67%	72%	58%	36%
Post-secondary certificate or diploma/Some university	92%	67%	69%	52%	34%
Bachelor's degree or higher	93%	73%	65%	48%	31%

Age is most clearly related to the belief that charities spend too much on fundraising. The percentage of Canadians holding this opinion increases steadily with age, rising from a low of 37% among those younger than 25 to 71% among those 65 and older.

Additionally, those younger than 25 tend to have fairly favourable opinions about fundraising. For instance, they are least likely to believe there are too many charities trying to get donations for the same cause (65% agree).

In contrast, older Canadians tend to have more negative views. For instance, those 65 and older are most likely to say there are too many charities seeking donations for the same cause (71%) and least likely to believe charities are generally honest in how they use donations (65%).

Opinions about fundraising vary appreciably depending on what province Canadians live in.

The most striking differences have to do with views regarding whether charities only ask for money when they really need it. Quebec residents are much more likely to hold this opinion than those who live in the rest of Canada (51% of Quebecers vs. 34% of Canadians generally; see Table 6.1.2). Conversely, those who live in Ontario (26%), Manitoba (26%) and Alberta (29%)¹⁰ are less likely to believe this.

¹⁰ Statistical significance 0.052. The finding for Alberta does not quite meet the standard threshold of 0.05 applied elsewhere in

Mirroring this pattern, Ontarians are less likely than those who live in the rest of Canada to believe charities are generally honest about how they use donations (66% vs. 70% of Canadians generally), while Quebecers are more likely to believe this (75%).

Residents of Saskatchewan stand out as being substantially less likely to believe there are too many charities seeking funds for the same cause (61% vs. 68% for Canada as a whole) and Manitobans (59%) and Newfoundlanders and Labradorians (59%) stand out as being more likely to believe charities spend too much on fundraising (52% for Canadians generally).

Finally, Nova Scotians are more likely than others to believe it takes significant effort for charities to raise the money they need (95% vs. 91% of Canadians generally).

	Takes significant effort to raise money	Honest about the way they use donations	Too many charities seeking donations	Spend too much on fundraising	Only ask for money when really need it
Canada	91%	70%	68%	52%	34%
Province					
NL	93%	71%	71%	59%	34%
PE	93%	72%	64%	52%	36%
NS	95%	72%	71%	50%	31%
NB	92%	70%	70%	53%	38%
QC	89%	75%	68%	48%	51%
ON	91%	66%	69%	54%	26%
MB	89%	68%	66%	59%	26%
SK	91%	76%	61%	55%	32%
AB	93%	68%	70%	49%	29%
BC	92%	72%	65%	51%	31%

Table 6.1.2
General opinions
about fundraising
by province.

Variation by other attitudes and beliefs. Higher absolute levels of trust in charities and charity leaders correspond with more favourable perspectives on substantially all aspects of fundraising.

For example, those who trust charities a lot (85%) are much more likely than those with no trust at all (33%) to agree that charities are generally honest about how they use donations (see Table 6.1.3).

Similarly, those who have a lot of trust in charity leaders (38%) are substantially less likely than those who have no trust (71%) to agree that charities spend too much on fundraising.

Opinions about fundraising also tend to vary with level of familiarity with charities and their activities, but the picture is not always as simple as greater familiarity corresponding with more favourable opinions. The percentage of Canadians who believe charities only ask for money when they really need it is substantially unaffected by level of familiarity. Similarly, the percentages of people believing charities spend too much on fundraising among those with the highest and lowest levels of familiarity with charities are statistically indistinguishable.

Table 6.1.3
General opinions
about fundraising by
other attitudes and
beliefs about charities.

	Takes significant effort to raise money	Honest about the way they use donations	Too many charities seeking donations	Spend too much on fundraising	Only ask for money when really need it
All Canadians	91%	70%	68%	52%	34%
Trust in charities					
A lot	94%	85%	59%	40%	42%
Some	91%	72%	69%	54%	32%
A little	87%	50%	76%	58%	29%
Not at all	87%	33%	87%	65%	24%
Trust in charity leaders					
A lot	93%	85%	61%	38%	48%
Some	92%	76%	69%	52%	33%
A little	90%	59%	70%	57%	29%
Not at all	82%	32%	81%	71%	20%
Familiarity with charities					
Very familiar	94%	77%	64%	49%	34%
Somewhat familiar	92%	71%	68%	54%	33%
Not very familiar	84%	64%	73%	46%	34%
Not at all familiar	80%	45%	79%	52%	32%

6.2 Need for Disclosure of How Donations are Spent

Canadians overwhelmingly believe charities should be required to disclose how donors' contributions are spent on each fundraising request.

More than nine in ten Canadians (92%) agree this should be required (68% strongly agree and 24% somewhat agree; see Figure 6.2.1). The number of people who disagree with this is very small (5% somewhat and 2% strongly disagree). Canadians' views on this issue have been extremely consistent since the first edition of the *Talking About Charities* survey in 2000.

Variation by personal characteristics and geography. There are differences in the intensity of peoples' views about disclosure, related to age, marital status, and frequency of religious attendance.

Likelihood of agreeing strongly that disclosure should be required generally increases with age — 54% of those younger than 25 strongly agree, compared to 75% of those 65 and older (see Table 6.2.1).

Those who are married (71%) or divorced or separated (70%) are more likely to strongly agree disclosure should be required than those who are single (58%).

Finally, those who never attend religious services are much more likely to think disclosure should be required (70% strongly agree) compared to those who attend services a few times a month (59%).

Intensity of agreement also varies somewhat according to province of residence.

Those from Newfoundland and Labrador (73%), Ontario (71%), and British Columbia (73%) are more likely than other Canadians to strongly agree with the idea that charities should

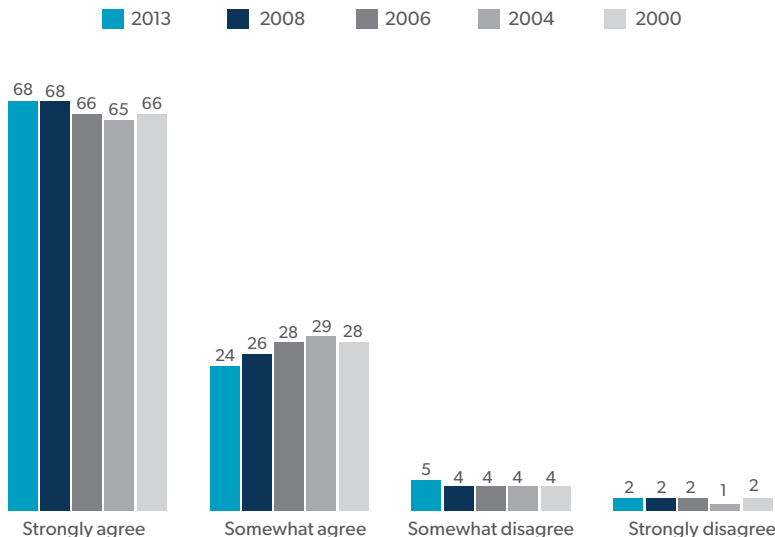


Figure 6.2.1
Views on need for disclosure about how donations are spent.

be required to disclose how donors' contributions are spent on each fundraising request (see Figure 6.2.2). Conversely, those from Quebec (61%) and Manitoba (61%) are less likely to do so.

Table 6.2.1

Views on need for disclosure about how donations are spent by key personal characteristics.

^a Totals may not add due to rounding

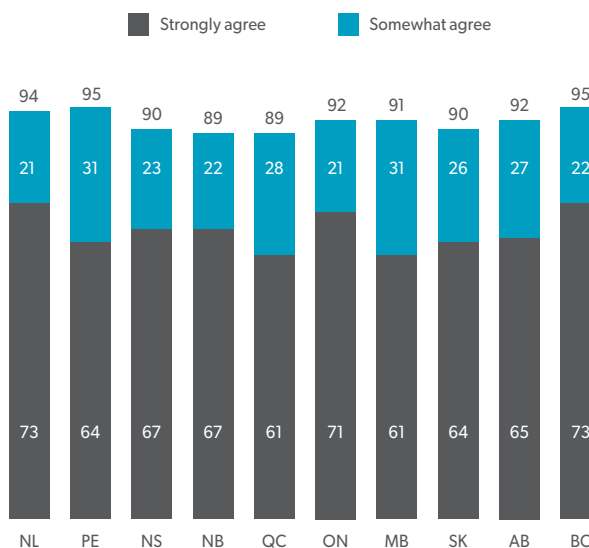
	Need to disclose how donations are spent		Agree ^a
	Strongly agree	Somewhat agree	
All Canadians	68%	24%	92%
Age group			
18 to 24	54%	38%	92%
25 to 34	69%	22%	92%
35 to 44	65%	28%	93%
45 to 54	68%	23%	91%
55 to 64	71%	22%	93%
65 and older	75%	17%	91%
Marital status			
Married	71%	21%	92%
Divorced, separated	70%	22%	92%
Single	58%	35%	92%
Widowed	64%	21%	85%
Religious attendance			
Once a week	66%	27%	93%
A few times a month	59%	28%	87%
Three or four times a year	70%	22%	92%
Once or twice a year	66%	26%	92%
Never	70%	22%	92%

Variation by other attitudes and beliefs. Perhaps unsurprisingly, opinions about disclosure vary significantly with levels of trust in charities and charity leaders.

Figure 6.2.2

Views on need for disclosure about how donations are spent by province. ^a

^a Totals may not add due to rounding



Those who have higher absolute levels of trust in charities and charity leaders are less likely to believe charities should be required to disclose how donors' contributions are used on each solicitation. Nearly nine in ten (88%) people who have no trust in charities strongly agree this should be the requirement, compared to 57% of those with a lot of trust in charities (see Table 6.2.2). About three-quarters (74%) of those with a little trust and 69% of those with some trust also strongly agreed with this view.

A similar pattern can be seen with trust in charity leaders, with the exception that there is little difference between those who have a little trust in charity leaders and those who have some (68% of both groups strongly agree that disclosure should be required, compared to 57% of those with a lot of trust in charity leaders and 86% of those with no trust).

	Need to disclose how donations are spent		Agree ^a
	Strongly agree	Somewhat agree	
All Canadians	68%	24%	92%
Trust in charities			
A lot	57%	32%	89%
Some	69%	23%	93%
A little	74%	20%	94%
Not at all	88%	7%	95%
Trust in charity leaders			
A lot	57%	32%	89%
Some	68%	24%	93%
A little	68%	24%	91%
Not at all	86%	10%	96%

Table 6.2.2

Views on need for disclosure about how donations are spent by level of trust.

^aTotals may not add due to rounding

Views on whether disclosure should be required are also closely related to whether the individual is a donor, and his or her attitudes about other aspects of fundraising.

Donors are more likely to strongly agree that disclosure should be required (70%, compared to 57% of non-donors; see Table 6.2.3).

Generally speaking, those who have negative opinions about other aspects of fundraising tend to see greater need for disclosure. For instance, those who agree that charities are generally honest about how they use donations are less likely to see a need for mandatory disclosure. Three-fifths (61%) of those who strongly agree that charities are generally honest about how they use donations strongly agree with the need for disclosure, compared to 91% of those who strongly disagree charities are honest about this.

Similarly, 78% of those who strongly agree there are too many charities seeking donations for the same cause strongly agree that disclosure should be required, as do 81% of those who strongly agree that charities spend too much on fundraising.

Table 6.2.3

Views on need for disclosure about how donations are spent by donor status and other attitudes about fundraising.

^a Totals may not add due to rounding

	Need to disclose how donations are spent		Agree ^a
	Strongly agree	Somewhat agree	
All Canadians	68%	24%	92%
Donor status			
Donor	70%	23%	92%
Non-donor	57%	32%	90%
Takes significant effort to raise money			
Strongly agree	74%	19%	92%
Somewhat agree	62%	31%	93%
Somewhat disagree	54%	25%	79%
Strongly disagree	76%	9%	86%
Honest about the way they use donations			
Strongly agree	61%	26%	87%
Somewhat agree	65%	27%	93%
Somewhat disagree	70%	22%	92%
Strongly disagree	91%	6%	96%
Too many charities seeking donations			
Strongly agree	78%	16%	94%
Somewhat agree	66%	27%	93%
Somewhat disagree	54%	33%	87%
Strongly disagree	69%	19%	88%
Spend too much on fundraising			
Strongly agree	81%	11%	92%
Somewhat agree	71%	24%	94%
Somewhat disagree	54%	35%	90%
Strongly disagree	71%	16%	88%
Only ask for money when really need it			
Strongly agree	64%	24%	88%
Somewhat agree	65%	27%	92%
Somewhat disagree	66%	28%	94%
Strongly disagree	74%	17%	92%

6.3 Expectations about How Donations are Spent

Asked about their expectations regarding how charities should spend donations, most Canadians seem to accept that charities have legitimate operating costs.

Two-thirds of Canadians agree more with the statement “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” than with the statement “I expect all of the money that I give to charity to go to the charity’s cause” (see Figure 6.3.1). The other third of Canadians expect all of the money they give to go directly to the cause of the charity, whatever it may be.

Agreement that it is appropriate for donations to help cover operating costs has increased from 60% in 2008 to 66% in 2013. Expectations that all donations should go towards direct support of the cause of the charity have declined by an equivalent amount over the same period.

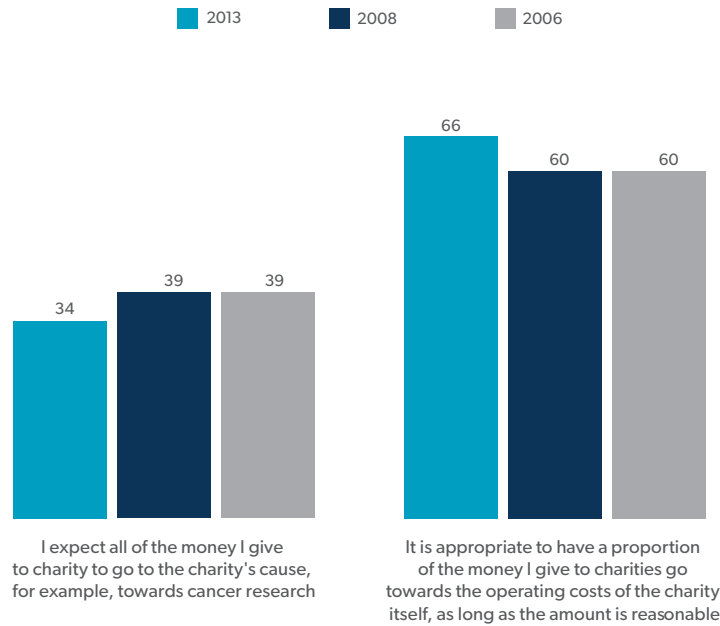


Figure 6.3.1
Views on appropriateness of using donations to cover operating costs.

Variation by personal characteristics and geography. Perspectives on the appropriateness of using donated funds to cover operating expenses vary according to Canadians’ levels of education and household income.

Broadly speaking, support for this idea increases as education and household income rise. For example, 56% of those with annual household incomes less than \$50,000 agree with this perspective, compared to 80% of those with household incomes of \$150,000 or more (see Table 6.3.1).

Similarly, 40% of those who did not graduate high school view it as acceptable to devote donations to operating expenses, compared to 74% of those with a bachelor’s degree or higher.

With the exceptions of those aged 18 to 24 and 65 and older, support for this idea also tends to increase with age. For example, 60% of those aged 35 to 44 view reasonable expenses as

acceptable, compared to 69% of 55 to 64 year olds. Those 18 to 24 are markedly more likely to support using donations to cover reasonable expenses (75%).

Table 6.3.1
Views on appropriateness of using donations to cover operating costs by key personal characteristics.

	Expect all money donated to go to cause	Appropriate that reasonable amount go towards operating expenses
All Canadians	34%	66%
Age group		
18 to 24	25%	75%
25 to 34	39%	60%
35 to 44	39%	60%
45 to 54	34%	66%
55 to 64	30%	69%
65 and older	32%	66%
Education level		
Less than high school	59%	40%
High school	41%	58%
Some post-secondary	40%	60%
Post-secondary certificate or diploma/Some university	34%	65%
Bachelor's degree or higher	25%	74%
Household Income		
Less than \$20,000	41%	56%
\$20,000 – \$49,999	43%	56%
\$50,000 – \$74,999	38%	61%
\$75,000 – \$99,999	24%	76%
\$100,000 – \$149,999	25%	75%
\$150,000 or more	19%	80%

Those who live in Nova Scotia and Alberta are more likely than those who live in other provinces to agree with spending donated money to cover reasonable operating expenses (73% and 72% respectively; see Table 6.3.2). In contrast, those from Quebec are more likely to say they expect all of the money they give to a charity to go towards the cause of the charity (40% agree with this view).

	Expect all money donated to go to cause	Appropriate that reasonable amount go towards operating expenses
Canada	34%	66%
Province		
NL	34%	65%
PE	29%	71%
NS	26%	73%
NB	39%	59%
QC	40%	60%
ON	34%	66%
MB	30%	69%
SK	33%	66%
AB	26%	72%
BC	30%	69%

Table 6.3.2

Views on appropriateness of using donations to cover operating costs by province.

Variation by other attitudes and beliefs. Those who have higher levels of trust in both charities and charity leaders and those who are more familiar with charities and their work are more likely to think it is appropriate to use donations to cover operating expenses.

For example, 75% of those who say they have a lot of trust in charities agree with using donations to cover reasonable operating expenses, compared to 38% of those with no trust in charities (see Table 6.3.3). Similarly, 71% of those who say they are very familiar with charities agree with using donations to cover operating expenses, while only 50% of those who say they are not at all familiar with charities hold this view. Very similar figures are seen with trust in charity leaders.

	Expect all money donated to go to cause	Appropriate that reasonable amount go towards operating expenses
All Canadians	34%	66%
Trust in charities		
A lot	24%	75%
Some	34%	66%
A little	41%	58%
Not at all	58%	38%
Trust in charity leaders		
A lot	27%	73%
Some	30%	69%
A little	42%	58%
Not at all	49%	49%

Table 6.3.3

Views on appropriateness of using donations to cover operating costs by trust and level of familiarity with charities.

	Expect all money donated to go to cause	Appropriate that reasonable amount go towards operating expenses
Familiarity with charities		
Very familiar	29%	71%
Somewhat familiar	31%	68%
Not very familiar	44%	55%
Not at all familiar	46%	50%

Opinions on this issue also vary according to whether individuals are donors and with their opinions about other aspects of fundraising.

Donors are substantially more likely to agree that it is appropriate to devote some donations to covering operating expenses (69% vs. 53% for non-donors; see Table 6.3.4).

Table 6.3.4

Views on appropriateness of using donations to cover operating costs by donor status and other attitudes about fundraising.

	Expect all money donated to go to cause	Appropriate that reasonable amount go towards operating expenses
All Canadians	34%	66%
Donor status		
Donor	31%	69%
Non-donor	46%	53%
Honest about the way they use donations		
Strongly agree	21%	79%
Somewhat agree	32%	68%
Somewhat disagree	41%	58%
Strongly disagree	54%	44%
Too many charities seeking donations		
Strongly agree	44%	55%
Somewhat agree	32%	68%
Somewhat disagree	24%	75%
Strongly disagree	24%	76%
Only ask for money when really need it		
Strongly agree	47%	53%
Somewhat agree	35%	64%
Somewhat disagree	30%	69%
Strongly disagree	30%	68%

The likelihood of believing this spending is appropriate also increases according to how honest charities are seen as being — 79% of those who strongly agree charities are generally honest about how they use donations support the idea of using donations to cover operating expenses, compared to 44% of those who strongly disagree about the honesty of charities.

Similarly, 76% of those who strongly disagree that there are too many charities trying to raise money for the same cause support allocating donations to cover operating expenses vs. 55% of those who strongly agree with this view.

Belief that charities only ask for money when they really need it is also linked, although somewhat less closely (53% of those who strongly agree charities only ask when really in need vs. 68% of those who strongly disagree).

6.4 Regulation of Amounts Spent on Fundraising

Canadians are evenly split on whether there should be a legal limit placed on the amount of money charities spend on fundraising (46% think this should be the case) or charities should decide for themselves how much is reasonable to spend on fundraising (49% hold this opinion; see Figure 6.4.1). Close to 5% said either they had no opinion on the matter or didn't know which of the options they agreed with most.

Support for the notion that there should be a legal limit placed on the amount charities can spend on fundraising has decreased slightly from 2006, when 53% of Canadians held this view. However, this does not appear to be related to increased support for the idea that charities should decide for themselves how much to spend. Instead, the shift corresponds with a modest increase in the number of Canadians who have no definite opinions on the matter.

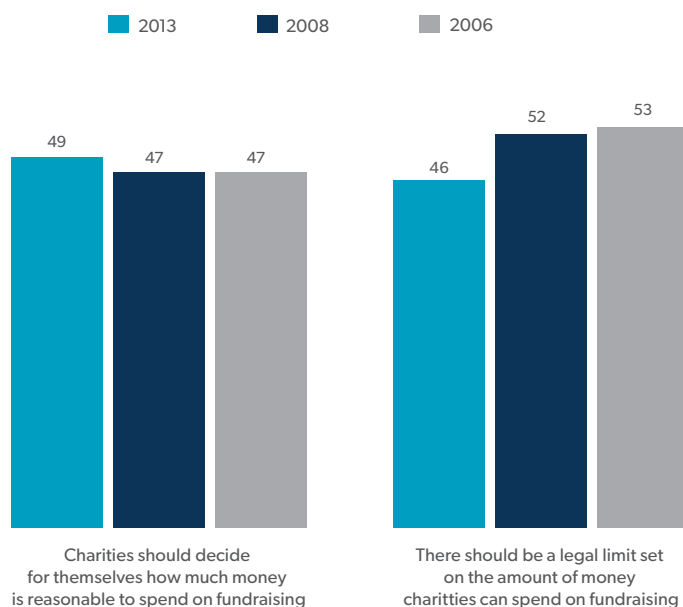


Figure 6.4.1

Views on whether there should be a legal limit on the amount spent on fundraising.

Variation by personal characteristics and geography. Support for the idea that there should be a legal limit on the amount of money charities can spend on fundraising increas-

es with age. About one-third (35%) of those younger than 25 hold this opinion, compared to 57% of those 65 and older (see Table 6.4.1).

Conversely, support for the idea that charities should decide for themselves how much to spend on fundraising increases with level of formal education. Around two-fifths of those with a high school (40%) or less than high school (34%) believe this, as opposed to 59% of those with a bachelor's degree or higher.

Men are more likely to believe that charities should decide for themselves how much to spend on fundraising (54% vs. 42% who believe in a legal limit), while women are more evenly split in their opinions, with 50% believing there should be a legal limit and 45% saying charities should decide for themselves.

Table 6.4.1
Views on whether there should be a legal limit on the amount spent on fundraising by key personal characteristics.

	Should be legal limits on spending	Charities should decide for themselves
All Canadians	46%	49%
Age group		
18 to 24	35%	61%
25 to 34	39%	59%
35 to 44	45%	52%
45 to 54	44%	49%
55 to 64	51%	43%
65 and older	57%	36%
Sex		
Male	42%	54%
Female	50%	45%
Education level		
Less than high school	54%	34%
High school	55%	40%
Some post-secondary	50%	46%
Post-secondary certificate or diploma/Some university	47%	47%
Bachelor's degree or higher	38%	59%

There are no statistically significant differences of opinion on this issue depending on which province people live in.

Variation by other attitudes and beliefs. Those with higher absolute levels of trust in charity leaders are less likely to believe there should be a legal limit on how much charities can spend on fundraising.

About one-third (35%) of those who have a lot of trust in charity leaders believe this, compared to almost two-thirds (64%) of those who have no trust in charity leaders (see Table

6.4.2). Half of those with a little trust and 45% of those with some trust in charity leaders also hold this view.

Unsurprisingly, those who believe charities spend too much on fundraising also tend to believe there should be a legal limit on how much charities can spend on it. Nearly two-thirds (65%) of those who strongly agree charities spend too much money on fundraising agree there should be a legal limit. Conversely, just 25% of those who strongly disagree charities spend too much see a need for a legal limit.

Similarly, those who believe there are too many charities seeking donations for the same cause are also more likely to believe there should be legal limits — 56% of those who strongly agree there are too many charities seeking donations believe this, compared to 38% of those who disagree.

	Should be legal limits on spending	Charities should decide for themselves
All Canadians	46%	49%
Trust in charity leaders		
A lot	35%	62%
Some	45%	50%
A little	50%	45%
Not at all	64%	30%
Too many charities seeking funds		
Strongly agree	56%	39%
Somewhat agree	43%	53%
Somewhat disagree	37%	58%
Strongly disagree	40%	57%
Spend too much on fundraising		
Strongly agree	65%	30%
Somewhat agree	55%	40%
Somewhat disagree	30%	67%
Strongly disagree	25%	72%

Table 6.4.2

Views on whether there should be a legal limit on the amount spent on fundraising by other attitudes and beliefs about charities.

INFORMATION PROVISION

Charities commonly provide current and prospective donors with a range of information to solicit and retain their support. Providing information that makes the case for support and shows the charity's impact is important for recruiting and retaining donors. Similarly, failing to provide supporters with adequate information may lead them to give less than they otherwise might, or stop donating completely.

The *Talking About Charities* survey focuses on four key types of information charities might provide to donors and prospective donors:

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

It asks respondents how important it is that charities provide each of these pieces of information and then how well they think charities are currently doing at providing it. Finally, the survey asks respondents whether they are comfortable with the amount of information they have to make their charitable donations, or if they would like more information.

7.1 Information Importance and Charity Effectiveness in Providing It

Substantially all Canadians say it is important or very important for charities to provide each of the four types of information covered by the survey.

As in previous editions of the survey, there is a clear ranking to the importance of the various types of information. Information on how charities use donations appears to be viewed as most important (87% say it is very important), followed by information about programs and services delivered (81%) and fundraising costs (73%; see Figure 7.1.1). Information about the impact of charities' work is viewed as least important (just 61% say it is very important).

Opinions on the importance of information about how charities use donations and the impact of charities' work have not changed significantly since 2004. Information about the programs and services charities provide and their fundraising costs is viewed as some-

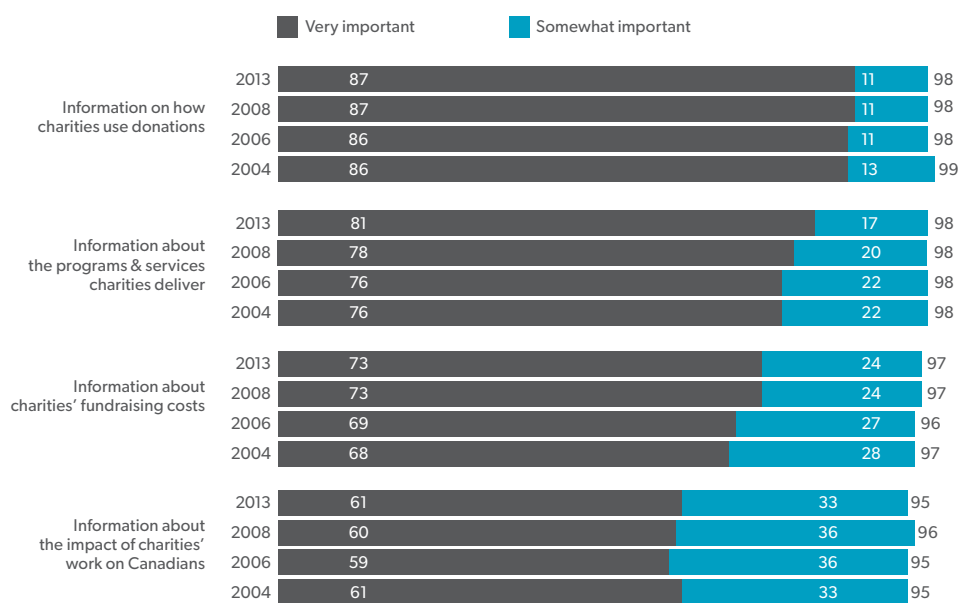


Figure 7.1.1

Importance of information.^a

^a Totals may not add due to rounding

what more important. The percentage of Canadians saying information about programs and services is very important has increased from 76% in 2006 to 81% currently. Similarly, the percentage saying that information about fundraising costs is very important has increased from 68% in 2004 to 73% in the 2013 study.

While Canadians are nearly unanimous in their assessment of the importance of information provided by charities, they are more divided as to whether charities are doing a good job at providing it.

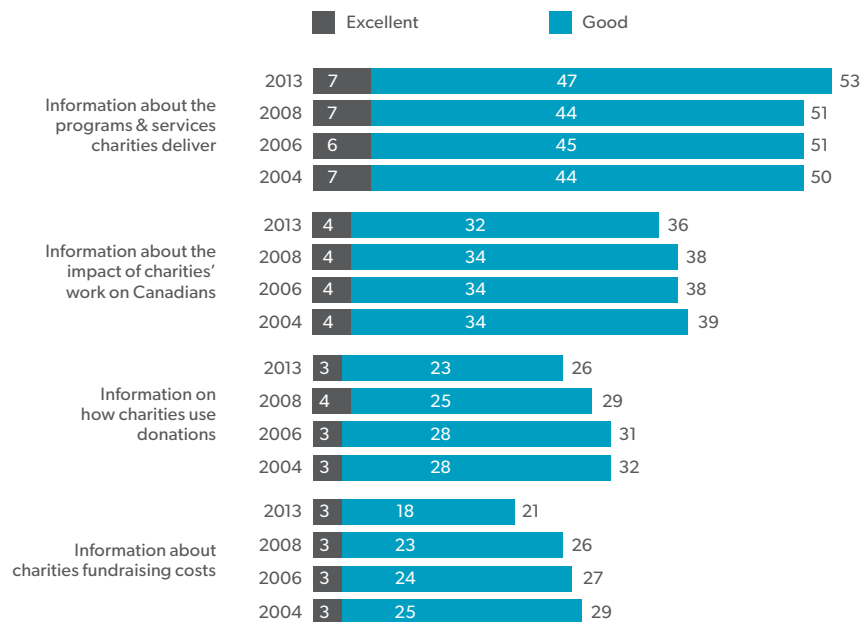
Currently, slightly more than half of Canadians (53%) say that charities are doing a good or excellent job at providing information about programs or services they offer, and the percentages are substantially lower for other forms of information (see Figure 7.1.2). Slightly more than a third (36%) say charities are doing a good or excellent job at providing information regarding the impact of their work, 26% say the same about information on how charities use donations, and 21% about fundraising costs.

Since 2004, opinions about how good a job charities are doing at providing information about the programs and services they offer and their impact have largely held steady. However, Canadians feel that charities are not meeting expectations in providing information about how they use donations (the percentage saying they are doing a good or excellent job at this has decreased steadily from 32% in 2004 to 26% presently) and their fundraising costs (the percentages have dropped from 29% in 2004 to 21%).

Figure 7.1.2

Effectiveness of charities in providing information.^a

^a Totals may not add due to rounding



Variation by personal characteristics and geography. Opinions about the importance of information provided by charities vary most significantly by age and sex.

Older middle-aged Canadians, particularly those aged 55 to 64, tend to stand out as placing a high importance on information. For example, those between 55 and 64 are more likely to rate information on the impact of charities' work on Canadians as very important (66% vs. 61% of Canadians generally; see Table 7.1.1). They also assign higher importance to information on how charities use donations (90% rate this as very important vs. 87% of Canadians). Those 45 to 54 also tend to rate information about impact very highly (67%) and those 65 and older are more focused than others on fundraising costs (83%).

Table 7.1.1

Importance of information by key personal characteristics.^a

^a percentage of respondents viewing information as very important

	Information about how charities use donations	Information about programs & services charities deliver	Information about charities' fundraising costs	Information about impact of charities' work on Canadians
All Canadians	87%	81%	73%	61%
Age group				
18 to 24	85%	85%	66%	54%
25 to 34	84%	83%	63%	60%
35 to 44	86%	78%	70%	58%
45 to 54	89%	79%	73%	67%
55 to 64	90%	83%	78%	66%
65 and older	89%	78%	83%	61%

Sex	Information on how charities use donations	Information about the programs & services the charities deliver	Information about charities' fundraising costs	Information about the impact of charities' work on Canadians
Male	87%	79%	72%	58%
Female	87%	83%	73%	64%

In terms of differences by sex, women tend to rate information on impact as more important than men (64% of women thought it was very important, compared to 58% of men).

Opinions about how effective charities are at delivering information vary by a number of characteristics, including age, marital status, frequency of attendance at religious services and household income. Not all personal characteristics are significant for any given type of information, but there are a number of general trends that extend across multiple information types.

Generally speaking, those who attend religious services a few times a month or weekly tend to think charities are doing a better job at providing information, while those who never attend services are more critical (see Table 7.1.2). For example, 20% of those who never attend services and 33% of those who attend services at least once a week each say that charities are doing an excellent or good job at providing information about how they use donations, compared to 26% of Canadians generally.

Similarly, those who are 65 and older tend to be more critical of the job charities are doing. As an example, just 16% of those 65 and older believe that charities are doing a good or excellent job at providing information about their fundraising costs, compared to 21% of Canadians generally.

Those from households with annual incomes of \$150,000 or more are also more critical of the job charities are doing in providing all forms of information except for information about the programs and services they provide.

Conversely, those who are single stand out as having more positive views of the job charities are doing providing information about the products and services they deliver (65% vs. 53% for Canadians generally) and their impact (46% vs. 36% generally).

Table 7.1.2
Effectiveness of charities in providing information by key characteristics.^a

^a percentage of respondents viewing charities as doing an excellent or good job at providing information

	Information about how charities use donations	Information about programs & services charities deliver	Information about charities' fundraising costs	Information about impact of charities work on Canadians
All Canadians	53%	36%	26%	21%
Age group				
18 to 24	63%	44%	20%	22%
25 to 34	65%	41%	32%	24%
35 to 44	52%	36%	27%	21%
45 to 54	50%	33%	29%	23%
55 to 64	47%	35%	25%	20%
65 and older	47%	31%	22%	16%
Marital status				
Married	51%	34%	25%	21%
Divorced, separated	46%	30%	31%	22%
Single	65%	46%	29%	22%
Widowed	48%	27%	26%	16%
Religious attendance				
Once a week	56%	39%	33%	27%
A few times a month	62%	43%	35%	27%
Three or four times a year	53%	36%	31%	19%
Once or twice a year	54%	36%	25%	18%
Never	51%	34%	20%	18%
Household income				
Less than \$20,000	48%	36%	27%	23%
\$20,000 – \$49,999	55%	41%	30%	29%
\$50,000 – \$74,999	55%	39%	25%	21%
\$75,000 – \$99,999	58%	34%	30%	23%
\$100,000 – \$149,999	60%	41%	25%	15%
\$150,000 or more	50%	25%	18%	10%

Turning to geography, a few provinces clearly stand out from the others. British Columbia residents tend to be more likely to consider all forms of information very important compared to residents of other provinces, but are consistently more critical of how charities are doing at providing this information. Newfoundland and Labrador residents follow the same general pattern, but it is somewhat less pronounced (see Table 7.1.3). Conversely, Quebec residents consider the various forms of information less important than residents of other provinces and are generally more positive about how well charities are doing in providing information.

Residents of some provinces also stand out in their responses to a few individual questions. Saskatchewan residents tend to assign a lower importance to information about fundraising costs (65% view it as very important, compared to 73% of Canadians generally). Nova Scotia residents tend to emphasize information about the impact of charities' work (70% view it as very important vs. 61% of Canadians).

Prince Edward Island (12%), Ontario (15%) and Alberta (17%) residents stand out as being critical of the information they receive regarding fundraising costs, with the percentages of residents believing charities are doing a good or excellent job at providing this information significantly lower than the 21% of Canadians generally.

	Information about how charities use donations	Information about programs & services charities deliver	Information about charities' fundraising costs	Information about impact of charities' work on Canadians
IMPORTANCE OF INFORMATION ^a				
Canada	81%	61%	87%	73%
Province				
NL	86%	71%	90%	80%
PE	80%	61%	86%	66%
NS	86%	70%	86%	71%
NB	79%	64%	90%	76%
QC	73%	56%	80%	70%
ON	82%	64%	89%	73%
MB	75%	56%	83%	67%
SK	78%	56%	87%	65%
AB	83%	59%	90%	70%
BC	89%	64%	94%	79%
PROVISION OF INFORMATION ^b				
Canada	53%	36%	26%	21%
Province				
NL	49%	38%	25%	18%
PE	57%	40%	18%	12%
NS	57%	40%	18%	18%
NB	55%	40%	27%	22%
QC	55%	43%	38%	36%
ON	54%	34%	23%	15%
MB	54%	37%	21%	18%
SK	54%	35%	27%	21%
AB	58%	34%	23%	17%
BC	43%	29%	19%	17%

Table 7.1.3

Importance of information and effectiveness of charities at providing it by province.

^a percentage of respondents viewing information as very important

^b percentage of respondents viewing charities as doing an excellent or good job at providing information

Variation by other attitudes and beliefs. Those who have high levels of trust in charities and charity leaders place greater importance on information regarding programs and services offered by charities and the impact of charities' work on Canadians.

For example, more than four-fifths of those with a lot of trust in charities (84%) rate information about programs and services as very important (see Table 7.1.4). Conversely, only about three-quarters (74%) of those with a little trust in charities view this information as very important.

Turning to information about how charities use donations and fundraising costs, the pattern is somewhat different. With this information, it is those who have low levels of trust who tend to attach greater importance to it. For instance, 95% of those who have no trust in charities rate information about how charities use donations as very important, compared to 87% of Canadians generally. Similarly, 78% of those with only a little trust in charities rate information about fundraising costs as very important, compared to 69% of those with a lot of trust.

Looking at degree of familiarity with charities and their activities and volunteer status, those who say they have greater degrees of familiarity with charities and volunteers both tend to attach greater importance to most types of information.

Variations in views about the importance of information provided by charities vary predictably with levels of trust in charities and charity leaders. Without exception, the more trust Canadians have, the more likely they are to think charities are doing a good or excellent job in providing the information (see Table 7.1.4). A similar pattern is seen with regard to how familiar Canadians think they are with charities and their activities, with those who believe themselves to be more familiar having more positive views.

Table 7.1.4
Importance of information and effectiveness of charities at providing it by key attitudes and beliefs about charities.

^a percentage of respondents viewing information as very important

^b percentage of respondents viewing charities as doing an excellent or good job at providing information

	Information about how charities use donations	Information about programs & services charities deliver	Information about charities' fundraising costs	Information about impact of charities' work on Canadians
IMPORTANCE OF INFORMATION ^a				
All Canadians	81%	61%	87%	73%
Trust in charities				
A lot	84%	66%	86%	69%
Some	81%	60%	88%	72%
A little	74%	59%	85%	78%
Not at all	77%	59%	95%	74%

		Information about how charities use donations	Information about programs & services charities deliver	Information about charities' fundraising costs	Information about impact of charities' work on Canadians
Trust in charity leaders					
A lot	85%	67%	85%	70%	
Some	80%	61%	89%	72%	
A little	82%	57%	84%	72%	
Not at all	75%	64%	92%	80%	
Familiarity with charities					
Very familiar	86%	67%	89%	77%	
Somewhat familiar	82%	62%	89%	72%	
Not very familiar	74%	53%	82%	71%	
Not at all familiar	63%	59%	76%	74%	
Volunteer status					
Volunteer	86%	62%	90%	76%	
Non-volunteer	78%	61%	86%	70%	
PROVISION OF INFORMATION ^b					
All Canadians	53%	36%	26%	21%	
Trust in charities					
A lot	77%	53%	42%	33%	
Some	50%	34%	23%	18%	
A little	38%	26%	19%	18%	
Not at all	23%	10%	6%	7%	
Trust in charity leaders					
A lot	76%	53%	42%	35%	
Some	56%	37%	27%	20%	
A little	40%	28%	18%	17%	
Not at all	28%	18%	7%	10%	
Familiarity with charities					
Very familiar	61%	45%	34%	24%	
Somewhat familiar	54%	37%	25%	20%	
Not very familiar	44%	24%	22%	20%	
Not at all familiar	45%	41%	31%	32%	
Volunteer status					
Volunteer	55%	38%	29%	20%	
Non-volunteer	52%	36%	25%	21%	

7.2 Information Gaps

By comparing Canadians' views of the importance of various forms of information with their views of how effective charities are at providing this information, it is possible to gain further insight into areas where charities may be falling short.

Currently, the largest gap relates to information on how charities use donations (87% say this information is very important, but just 26% say charities are doing a good or excellent job at providing this information — a gap of 61 percentage points; see Figure 7.2.1). The second largest gap relates to fundraising costs (52 percentage points). Gaps for information on programs and services provided and impact of charities' work are substantially smaller (27 and 25 percentage points respectively).

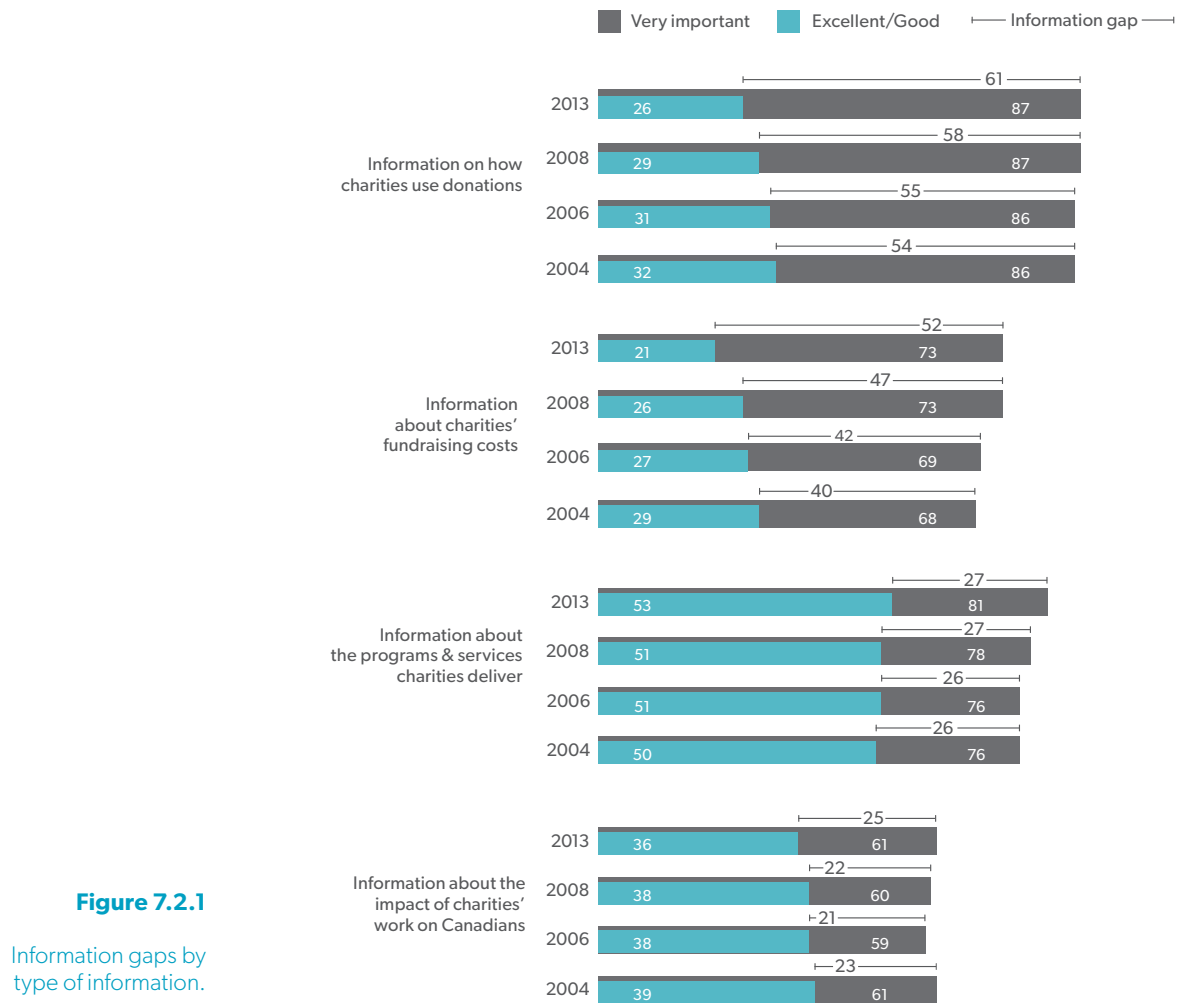


Figure 7.2.1

Information gaps by type of information.

In addition to being larger, the gaps relating to fundraising costs and the use of donations are increasing. Over the past decade, the percentages of Canadians identifying information about fundraising costs as *very important* have increased steadily, while the percentages saying charities are doing a *good* or *excellent* job at providing this information have decreased. The net effect of these trends is that the information gap for fundraising costs has increased from 40 points in 2004 to 52 percentage points in 2013.

Similarly, while Canadians' views on the importance of information concerning how charities use donations remain substantially unchanged, the percentages believing char-

ities are doing a good or excellent job at providing this information have dropped. As a result, the information gap has grown from 54 points in 2004 to 61 points currently.

Gaps for the other two types of information do not show the same trend. While the importance Canadians place on information about programs and services has increased, charities appear to have become more effective at meeting the expectations of Canadians in providing this information, while both the importance and ability to deliver information about impact have generally held constant since 2004.

Information gaps are closely related to levels of trust in charities.

Regardless of the specific type of information, the size of the gap between how important the information is and how well charities are seen to be doing at providing it increases as level of trust in charities decreases.

For example, the information gap around programs and services is only 8 percentage points among those who have high levels of trust in charities, but 39 percentage points among those who say they have little or no trust in them (see Figure 7.2.2). Similar patterns are seen with all other forms of information covered by the survey.

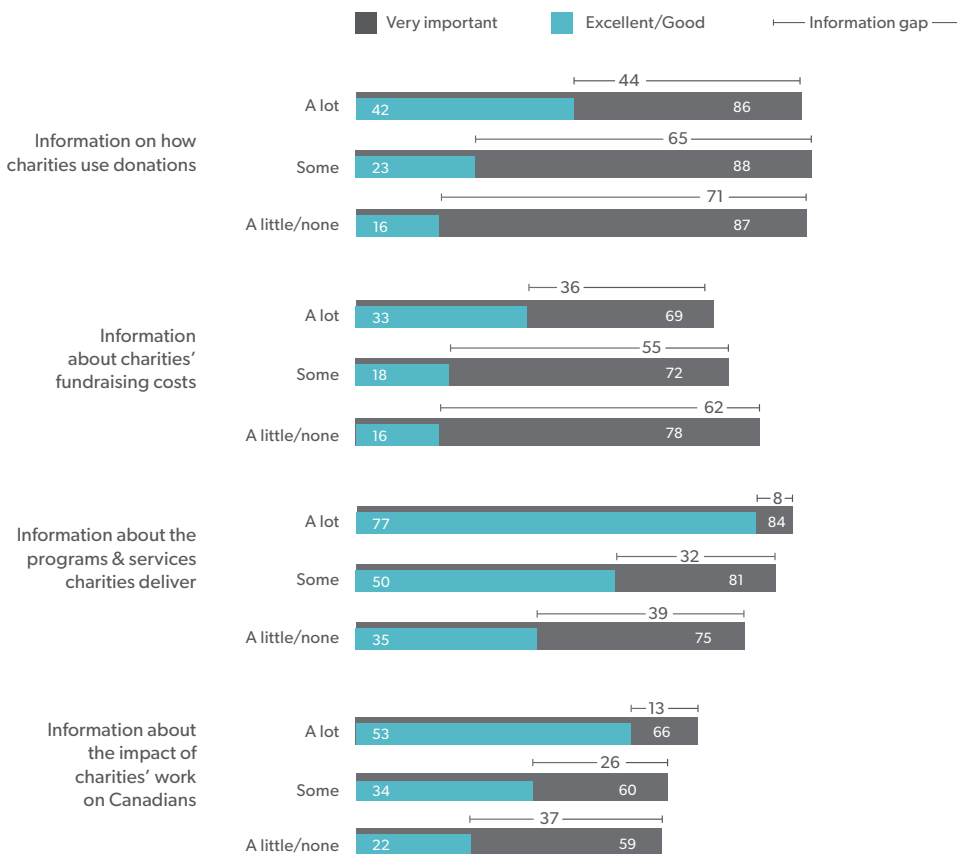


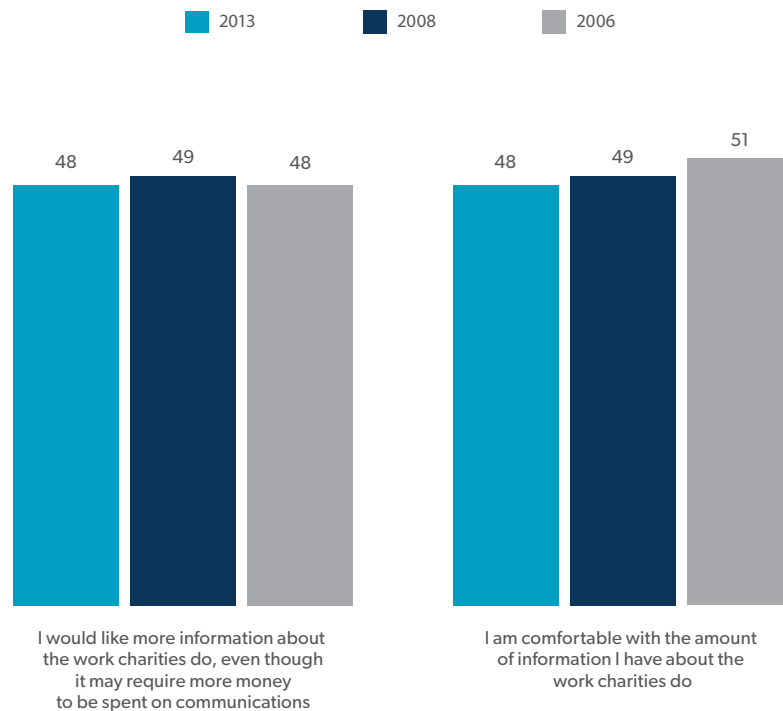
Figure 7.2.2
Information gaps
by level of trust
in charities.

It is worth noting that the relative differences in the sizes of the information gaps between those who have a lot of trust in charities and those who have some trust are much larger than the relative differences between those who have some trust and little or no trust. The only exception to this trend is information about the impact of charities' work, where the relative differences between the various categories are quite consistent (i.e., 13% for those with a lot of trust, 26% for those with some, and 37% for those who have little or no trust).

While strong majorities of Canadians appear to believe charities could be doing better at providing most types of information covered by the survey, somewhat fewer report a clear need for more information.

The survey asks respondents whether, thinking about their decisions about charitable donations, they would like more information about the work charities do, even though it might require more money to be spent on communications, or if they are comfortable with the amount of information they already have. As in 2006 and 2008, Canadians are evenly split, with about half choosing each option (see Figure 7.2.3).

Figure 7.2.3
Perspectives on
the desire for
more information.



BUSINESS ACTIVITIES OF CHARITIES

Business activities are an important source of revenue for many charities. Charities engage in a wide variety of revenue-generating activities, ranging from operating thrift shops that sell second-hand household goods or clothing and renting spaces for events and meetings to offering consulting services and producing intellectual property. While business activities are fairly common, concerns about them have sometimes been expressed. These run the gamut from fears that charities will focus on business activities to the detriment of their charitable aims, through to the possibility of unfair competition with business because charities are exempt from most forms of taxation.

To gain insight into the attitudes of Canadians regarding the business activities of charities, the survey first asks respondents how strongly they agree with the notion that charities should be able to earn money through business activities, providing that any money earned goes to the cause of the organization.

It then measures agreement with three opinions or concerns regarding charities' involvement in business activities:

- running a business is a good way for charities to raise money that they can't get through donations and grants,
- a significant worry is that charities could lose money on the business instead of using it to help Canadians, and
- running a business takes too much time away from the core cause of the charity.

Finally, the survey asks respondents whether charities should have to pay taxes on their business earnings, or if earnings should be exempt as long as they are used to support the cause of the charity.

8.1 Support for Business Activities

Canadians are quite supportive of the notion that charities should be able to engage in business activities as a means of furthering their cause. Nearly nine in ten (86%) agree that running a business is a good way for a charity to raise money that they cannot obtain from other sources (34% strongly agree; see Table 8.1.1). Additionally, just slightly less than four-fifths (79%) agree that charities should be able to earn money through any type of business

activity they want to engage in, so long as the money goes to the cause of the charity (46% strongly agree).

	Year	Strongly agree	Somewhat agree	Agree
Running a business is a good way to raise money that charities aren't able to get through donations and grants	2013	34%	52%	86%
	2008	35%	51%	86%
	2006	32%	55%	87%
	2004	35%	52%	88%
	2000	40%	49%	89%
Charities should be able to earn money through any type of business activity they want, as long as the proceeds go to their cause	2013	46%	34%	79%
	2008	49%	34%	83%
	2006	51%	34%	85%
	2004	49%	34%	83%

Table 8.1.1

Support for business activities^a

^a Totals may not add due to rounding

Support for business activities as a general concept has remained strong throughout the previous decade, although there do appear to be some important shifts in attitudes around appropriate limits to business activities.

The numbers of Canadians identifying these activities as a good source of revenue have remained consistent since 2000, while the numbers strongly agreeing that charities should be able to engage in any type of business activity have decreased steadily from a high of 51% in 2006.

Variation by personal characteristics and geography. Those who are employed part-time are generally less supportive of business activities being carried out by charities. They are less likely to strongly agree that business activities are a good way for charities to generate revenues (24% vs. 34% for Canadians generally) or that charities should be allowed to engage in any type of business activity they wish (38% vs. 46% for Canadians; see Table 8.1.2).

Those with a post-secondary certificate or diploma or some university are also less supportive — only 28% strongly agree business activities are a good way to generate revenues and 40% strongly agree charities should be able to engage in any type of business they wish.

	Business good way to raise money		Agree ^a	Should be able to engage in any type of business		Agree ^a
	Strongly agree	Somewhat agree		Strongly agree	Somewhat agree	
All Canadians	34%	52%	86%	46%	34%	79%
Education level						
Less than high school	32%	49%	81%	58%	25%	83%
High school	39%	49%	88%	52%	31%	83%
Some post-secondary	32%	53%	85%	42%	40%	81%

Table 8.1.2

Support for business activities by key personal characteristics.

^a Totals may not add due to rounding

	Business good way to raise money		Agree ^a	Should be able to engage in any type of business		Agree ^a
	Strongly agree	Somewhat agree		Strongly agree	Somewhat agree	
Post-secondary certificate or diploma/Some university	28%	56%	85%	40%	36%	77%
Bachelor's degree or higher	37%	51%	87%	45%	34%	79%
Employment status						
Full-time	36%	51%	88%	45%	35%	80%
Part-time	24%	57%	81%	38%	40%	78%
Unemployed	32%	58%	91%	56%	37%	93%
Not in labour force	35%	50%	85%	48%	30%	78%

Quebec residents are somewhat less supportive than other Canadians of charity involvement in business activities. They are less likely to view business as a good way to generate revenues (27% strongly agree, compared to 34% of Canadians generally) or to say that charities should be free to engage in any business activities they wish (36% vs. 46% of Canadians; see Table 8.1.3). Conversely, Nova Scotia residents are more supportive of business activities, with 41% strongly agreeing they are a good way to generate funds and 58% strongly agreeing charities should have freedom to engage in whatever business activities they wish. Saskatchewan residents are similarly supportive of this latter freedom (55% strongly agree).

Table 8.1.3
Support for business activities by province.

^a Totals may not add due to rounding

	Business good way to raise money		Agree ^a	Should be able to engage in any type of business		Agree ^a
	Strongly agree	Somewhat agree		Strongly agree	Somewhat agree	
Canada	34%	52%	86%	46%	34%	79%
Province						
NL	32%	55%	87%	50%	32%	82%
PE	36%	51%	87%	54%	31%	84%
NS	41%	50%	91%	58%	28%	86%
NB	38%	51%	88%	50%	30%	80%
QC	27%	53%	80%	36%	39%	74%
ON	37%	51%	88%	48%	32%	80%
MB	35%	51%	86%	47%	34%	81%
SK	34%	51%	85%	55%	34%	88%
AB	33%	55%	88%	42%	37%	79%
BC	37%	51%	88%	53%	31%	84%

Variation by other attitudes and beliefs. Those who have higher absolute levels of trust in charity leaders are more likely to view running a business as a good way for charities to raise money they can't get from donations and grants.

Thirty-seven percent (37%) of those with a lot of trust in charity leaders strongly agree with this idea, compared to 34% of those with some trust and 27% of those with a little trust (see Table 8.1.4). Interestingly, those who have no trust in charity leaders also think that business activities are a good way to raise money.

Belief that charities should be free to determine what types of business activities they engage in is most clearly related to the level of familiarity Canadians have with charities and their activities. Half (51%) of those who say they are very familiar with charities and their work strongly believe charities should be able to choose whatever types of business activities they want, compared to just 34% of those who say they are not at all familiar with charities.

Attitudes around charities' freedom to choose their own areas of business are also somewhat related to trust — four-fifths (81%) of those who trust charity leaders think charities should be able to engage in whatever business they want, compared to 76% of those who don't trust charity leaders.

	Business good way to raise money		Agree ^a	Should be able to engage in any type of business		Agree ^a
	Strongly agree	Somewhat agree		Strongly agree	Somewhat agree	
All Canadians	34%	52%	86%	46%	34%	79%
Trust in charity leaders						
A lot	37%	50%	87%	45%	34%	79%
Some	34%	54%	88%	48%	34%	82%
A little	27%	55%	82%	38%	38%	76%
Not at all	41%	37%	79%	52%	24%	76%
Familiarity with charities						
Very familiar	37%	47%	84%	51%	24%	76%
Somewhat familiar	34%	53%	87%	45%	35%	81%
Not very familiar	31%	55%	85%	43%	36%	79%
Not at all familiar	41%	29%	70%	34%	40%	75%

Table 8.1.4

Support for business activities by other attitudes and beliefs about charities.

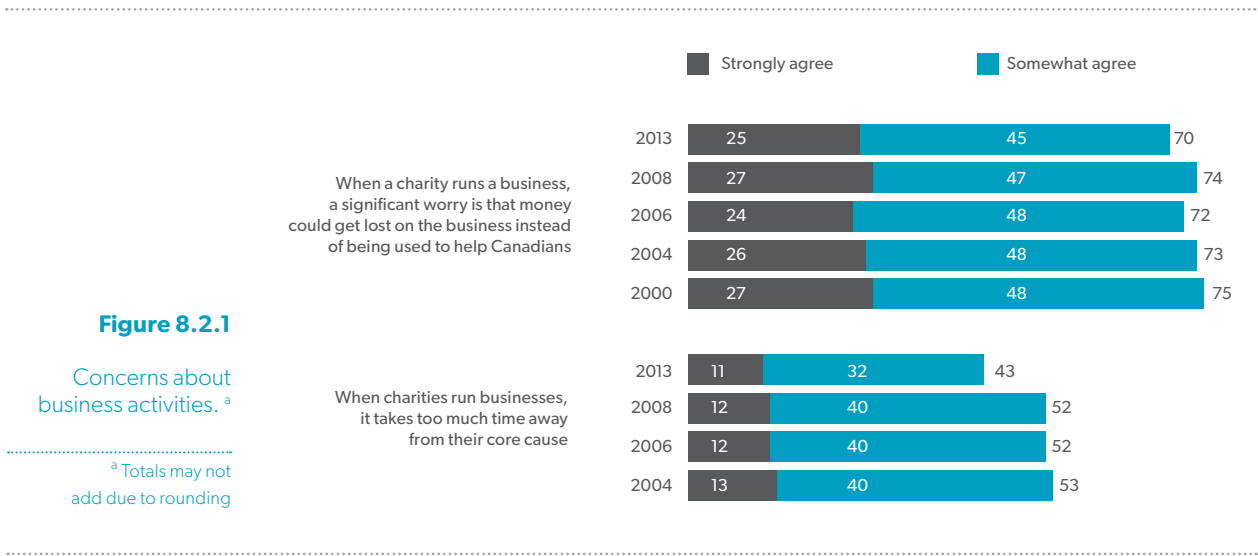
^aTotals may not add due to rounding

8.2 Concerns About Business Activities

Although Canadians generally support the idea of charities engaging in business activities, they do have some reservations. More than two-thirds (70%) agree that it is a significant concern that charities engaging in business activities could lose money (25% agreed strongly; see Figure 8.2.1).

Similarly, more than two-fifths (43%) agree there is a risk that running a business could take too much time away from the core cause of the charity (11% agree strongly).

While these numbers are certainly significant, there is evidence that reservations may be declining — particularly concerns about business activities potentially taking charities’ focus away from their core mission. The percentage of Canadians voicing concerns about the possibility of losing money in business activities dropped four percentage points from 74% in 2008 to 70% in 2013, while the percentage concerned about loss of focus dropped by more than twice as much — from 52% in 2008 to 43% in 2013.



Variation by personal characteristics and geography. Those who have more formal education are less concerned than those who have less formal education about the potential dangers associated with business activities.

Just 39% of those with a university education agree that charities involved in business might lose focus on their core cause, compared to 60% of those with less than high school (see Table 8.2.1).

Similarly, 35% of those who have not graduated from high school strongly agree that the potential of losing money in business activities is a significant concern, compared to 23% of university graduates.

Those with household incomes less than \$50,000 are also more likely to be concerned about the possibility that business activities will take too much time away from the core cause of the organization (49% agree, compared to 43% of Canadians generally).

	Money could be lost		Agree ^a	Takes time away from core cause		Agree ^a
	Strongly agree	Somewhat agree		Strongly agree	Somewhat agree	
All Canadians	25%	45%	70%	11%	32%	43%
Education level						
Less than high school	35%	46%	81%	25%	35%	60%
High school	28%	45%	73%	12%	33%	44%
Some post-secondary	29%	54%	82%	15%	47%	62%
Post-secondary certificate or diploma/Some university	25%	44%	69%	11%	29%	40%
Bachelor's degree or higher	23%	45%	67%	7%	32%	39%
Household income						
Less than \$20,000	31%	45%	76%	12%	40%	52%
\$20,000 – \$49,999	31%	44%	74%	14%	34%	48%
\$50,000 – \$74,999	24%	43%	67%	10%	29%	39%
\$75,000 – \$99,999	19%	49%	68%	6%	29%	35%
\$100,000 – \$149,999	20%	51%	72%	8%	31%	39%
\$150,000 or more	22%	47%	68%	7%	33%	40%

Table 8.2.1

Concerns about business activities by key personal characteristics.

^aTotals may not add due to rounding

Quebec residents are somewhat less concerned than residents of other provinces about the possibility that money could be lost on business activities (62% agree it is a risk, compared to 70% of Canadians generally; see Table 8.2.2). Conversely, those from Newfoundland and Labrador are more likely to agree this is a significant worry (82%).

Residents of Ontario (38%) and Manitoba (35%) are less likely than Canadians generally (43%) to agree that business activities could lead charities to lose focus on their mission, while Quebec residents are more likely to agree (53% agree, 17% strongly). Residents of Prince Edward Island (6%) and Alberta (7%) were somewhat less likely than Canadians generally (11%) to strongly agree this is a danger, (although Albertans' overall levels of concern are in line with those of other Canadians).

	Money could be lost		Agree ^a	Takes time away from core cause		Agree ^a
	Strongly agree	Somewhat agree		Strongly agree	Somewhat agree	
Canada	25%	45%	70%	11%	32%	43%
Province						
NL	32%	50%	82%	12%	36%	48%
PE	23%	54%	77%	6%	31%	38%
NS	27%	51%	78%	8%	32%	40%
NB	21%	52%	73%	11%	34%	45%
QC	25%	37%	62%	17%	36%	53%
ON	27%	44%	71%	9%	29%	38%

Table 8.2.2

Concerns about business activities by province.

	Money could be lost		Agree ^a	Takes time away from core cause		Agree ^a
	Strongly agree	Somewhat agree		Strongly agree	Somewhat agree	
MB	26%	50%	76%	9%	26%	35%
SK	15%	59%	75%	9%	35%	43%
AB	22%	53%	76%	7%	37%	44%
BC	26%	49%	75%	9%	30%	39%

Variation by other attitudes and beliefs. Concern that business activities could result in money being lost instead of being used to help Canadians is higher among those who have lower levels of trust in charities.

Fully 56% of those who have no trust in charities strongly agree this is a concern, compared to 19% of those with a lot of trust (see Table 8.2.3).

Those who have no trust in charities are also more likely to believe that charities involved in business activities will take too much time away from their cause (31% strongly agree it is a significant worry, compared to 10% of those with a lot of trust).

Those who say they have very little familiarity with charities and their work are also more likely to be concerned about this (27% strongly agree it is a risk, compared to 10% of those who are familiar with charities).

Table 8.2.3
Concerns about business activities by other attitudes and beliefs about charities. ^a

^a Totals may not add due to rounding

	Money could be lost		Agree ^a	Takes time away from core cause		Agree ^a
	Strongly agree	Somewhat agree		Strongly agree	Somewhat agree	
All Canadians	25%	45%	70%	11%	32%	43%
Trust in charities						
A lot	19%	50%	69%	10%	29%	39%
Some	24%	46%	70%	8%	35%	43%
A little	31%	41%	72%	13%	31%	44%
Not at all	56%	20%	76%	31%	25%	56%
Familiarity with charities						
Very familiar	26%	41%	67%	10%	30%	41%
Somewhat familiar	23%	48%	72%	10%	32%	41%
Not very familiar	31%	41%	73%	13%	35%	48%
Not at all familiar	30%	23%	52%	27%	25%	52%

8.3 Taxation of Business Activities

Almost two-thirds of Canadians (64%) support the notion that charities should not have to pay taxes on the money they earn from business activities, as long as the money is used to support the cause of the organization (see Figure 8.3.1). About a third (31%) say that char-

ities should have to pay taxes like any other business, if they generate revenues from business activities, while the balance (4%) have no opinion on the matter.

In terms of changes over time, it appears Canadians are becoming slightly less supportive of the notion that charities should not have to pay taxes on business income. In 2008, 70% supported this notion.

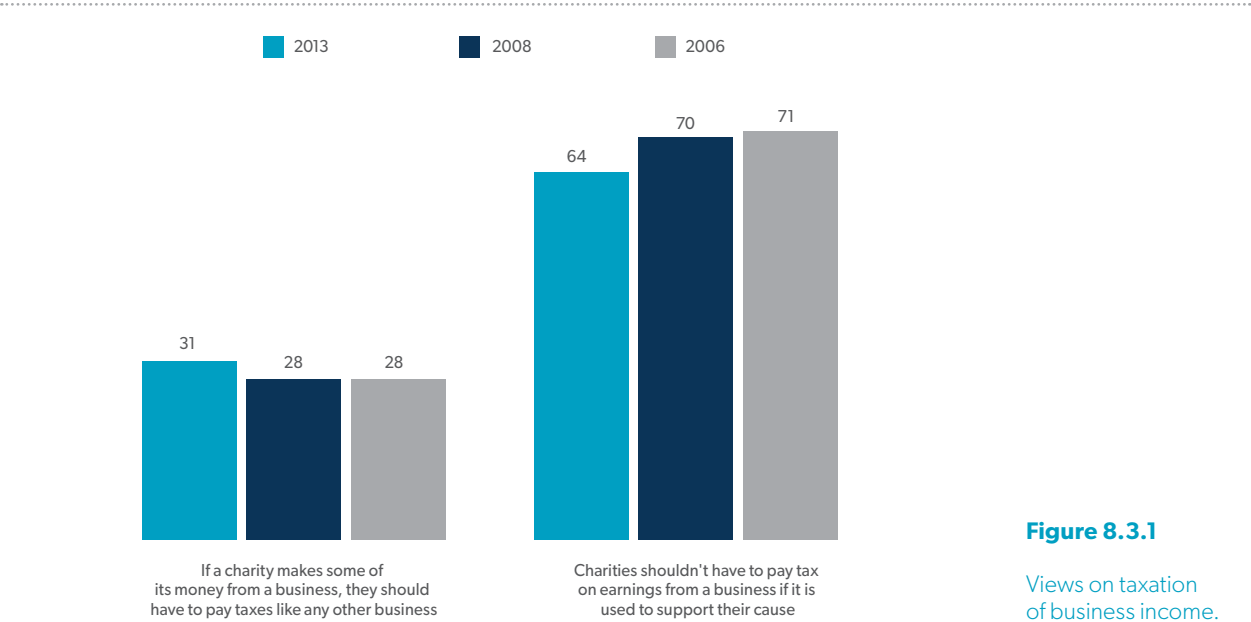


Figure 8.3.1
Views on taxation
of business income.

Canadians who support charities' involvement in business activities are more likely to believe these activities should not be taxed. Three-quarters (74%) of those who strongly agree charities should be able to engage in any type of business activity believe they should not be taxed, compared to 48% of those who strongly disagree (see Table 8.3.1).

	Pay taxes	Not pay taxes
All Canadians	31%	64%
Business good way to raise money		
Strongly agree	23%	75%
Somewhat agree	33%	62%
Somewhat disagree	40%	57%
Strongly disagree	64%	31%
Should be able to engage in any type of business		
Strongly agree	24%	74%
Somewhat agree	35%	60%
Somewhat disagree	39%	55%
Strongly disagree	46%	48%

Table 8.3.1
Views on taxation
of business income
by support for
business activities.

Similarly, 75% of those who strongly agree that running a business is a good way for a charity to raise money believe charities' business income should not be taxed, compared to 31% of those who strongly disagree that business is a good source of funds.

Variation by personal characteristics and geography. There are few differences in views about the taxability of business revenue between different groups of Canadians.

Those aged 25 to 34 are somewhat more likely to say business revenue should be taxed (38% say this, compared to 31% of Canadians generally; see Table 8.3.2). In contrast, those with a high school diploma are less likely to hold this view (27%).

Residents of Newfoundland and Labrador are more receptive than others to the idea that charities should not have to pay taxes on business income (77% vs. 64% of Canadians generally).

Table 8.3.2
Views on taxation
of business income
by key personal
characteristics
and province.

	Pay taxes	Not pay taxes
All Canadians	31%	64%
Age group		
18 to 24	29%	70%
25 to 34	38%	58%
35 to 44	29%	66%
45 to 54	32%	65%
55 to 64	29%	66%
65 and older	28%	64%
Education level		
Less than high school	32%	66%
High school	27%	70%
Some post-secondary	41%	54%
Post-secondary certificate or diploma/Some university	32%	62%
Bachelor's degree or higher	31%	65%
Province		
NL	22%	77%
PE	29%	69%
NS	32%	63%
NB	28%	68%
QC	31%	62%
ON	30%	66%
MB	35%	61%
SK	35%	62%
AB	36%	61%
BC	29%	67%

Variation by other attitudes and beliefs. Views on the taxability of business revenues do not vary significantly by other attitudes and beliefs about charities that were explored in the survey. The one major exception is that those who have no trust in charity leaders are significantly more likely to believe charities should have to pay taxes on business income. About half (51%) of those with no trust hold this view, compared to 29% of those with higher levels of trust.

ADVOCACY ACTIVITIES OF CHARITIES

The Canada Revenue Agency (CRA) defines advocacy as “demonstrated support for a cause or particular point of view” (Canada Revenue Agency, 2012). The CRA goes on to note that “advocacy is not necessarily a political activity, but it sometimes can be.”

To effectively address their cause, many charities find it necessary to engage in various degrees of advocacy. This might take the form of trying to influence public opinion in a way that furthers their mission. Alternatively, it might involve asking political leaders or public officials to change existing policies and/or adopt new ones. The legislative framework governing charities specifically allows them to engage in these types of activities, provided they adhere to certain rules (notably, not engaging in partisan political activity).

The survey looks at Canadians’ opinions regarding charity advocacy from a number of different directions. It asks respondents whether they believe charities represent a public interest perspective when they speak out on issues of public concern, or if they represent the perspective of a particular interest group.

It then asks about the acceptability of seven specific methods charities might use to speak out about their cause:

- meeting with government ministers or senior public servants,
- organizing letter writing campaigns,
- holding legal street protests or demonstrations,
- placing advertisements in the media,
- blocking roadways or other non-violent acts,
- using research results to support a message, and
- speaking out on issues like the environment, poverty or healthcare.

Finally, it asks whether current laws that limit the extent to which charities can speak out should be changed to permit charities to advocate more freely for their causes and if charities should be required to present multiple perspectives on issues, or if they should only have to present information that is favourable to their position.

9.1 Value of Advocacy

Canadians generally believe that the opinions charities express on issues of public concern

have value because they represent a public interest perspective. Almost two-thirds of Canadians (62%) agree with this view (see Figure 9.1.1). In contrast, one-third agree with the idea that the opinions expressed by charities represent the perspective of a particular interest group. Opinion on the issue seems to be fairly constant — the percentages of Canadians holding each of these views are substantially unchanged since 2006.

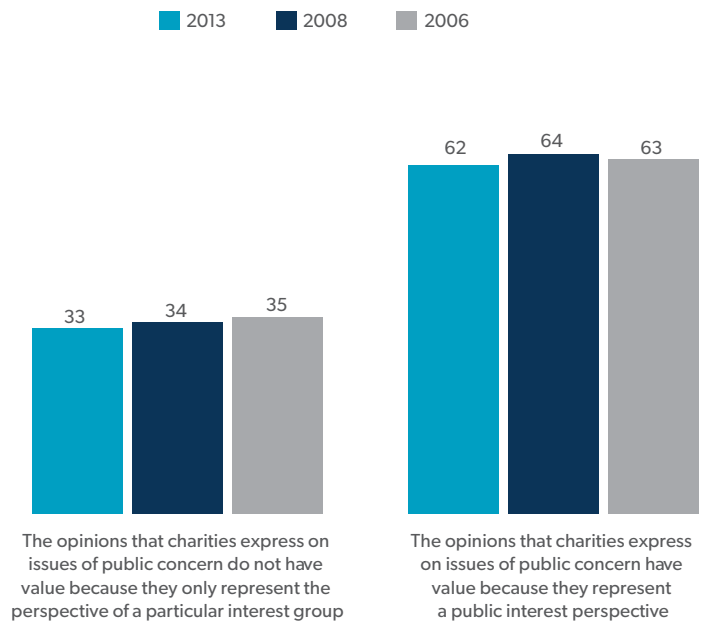


Figure 9.1.1
Opinions about the value of advocacy.

Variation by personal characteristics and geography. Canadians’ perspectives on whether the opinions charities express represent a public interest perspective vary significantly by sex and marital status.

Women are substantially more likely to see charities’ views as being in the public interest (66% vs. 59% of men; see Table 9.1.1). Those who have never been married are also more likely to hold this view (68% vs. 62% of Canadians generally).

Canadians living in Atlantic Canada are also more likely to see charities as representing a public interest perspective. For example, 74% of those from Prince Edward Island and 71% from Nova Scotia hold this view.

	Public interest perspective	Special interest perspective
All Canadians	62%	33%
Sex		
Male	59%	36%
Female	66%	29%

Table 9.1.1
Value of advocacy by personal characteristics and geography.

	Public interest perspective	Special interest perspective
Marital status		
Married	60%	35%
Divorced, separated	62%	25%
Single	68%	27%
Widowed	59%	33%
Province		
NL	69%	25%
PE	74%	21%
NS	71%	26%
NB	68%	25%
QC	61%	32%
ON	61%	35%
MB	67%	28%
SK	62%	34%
AB	58%	36%
BC	67%	30%

Variation by other attitudes and beliefs. Perspectives on this issue also vary significantly according to other attitudes and beliefs Canadians have about charities.

Those who have higher absolute levels of trust in charities and charity leaders are more likely to associate charities with a public interest perspective. For example, 73% of those with a lot of trust in charities see them as representing a public interest perspective, compared to just 29% of those with no trust in charities (see Table 9.1.2).

The same perspective is held by 78% of those who have a lot of trust in charity leaders vs. 41% of those who have no trust in them.

Table 9.1.2
Value of advocacy by
other attitudes and
beliefs about charities.

	Public interest perspective	Special interest perspective
All Canadians	62%	33%
Trust in charities		
A lot	73%	23%
Some	63%	33%
A little	51%	40%
Not at all	29%	60%
Trust in charity leaders		
A lot	78%	19%
Some	63%	31%
A little	55%	41%
Not at all	41%	53%

	Public interest perspective	Special interest perspective
Understand needs of Canadians better than government		
Strongly agree	74%	20%
Somewhat agree	63%	32%
Somewhat disagree	56%	40%
Strongly disagree	36%	57%

Those who believe charities understand the needs of Canadians better than government are also more likely to see charities as speaking in the public interest. Nearly three-quarters (74%) of those who strongly agree charities have a better understanding of Canadians' needs view charities as representing a public interest perspective, compared to just 36% of those who strongly disagree charities have a better understanding of Canadians' needs.

9.2 Acceptability of Advocacy Methods

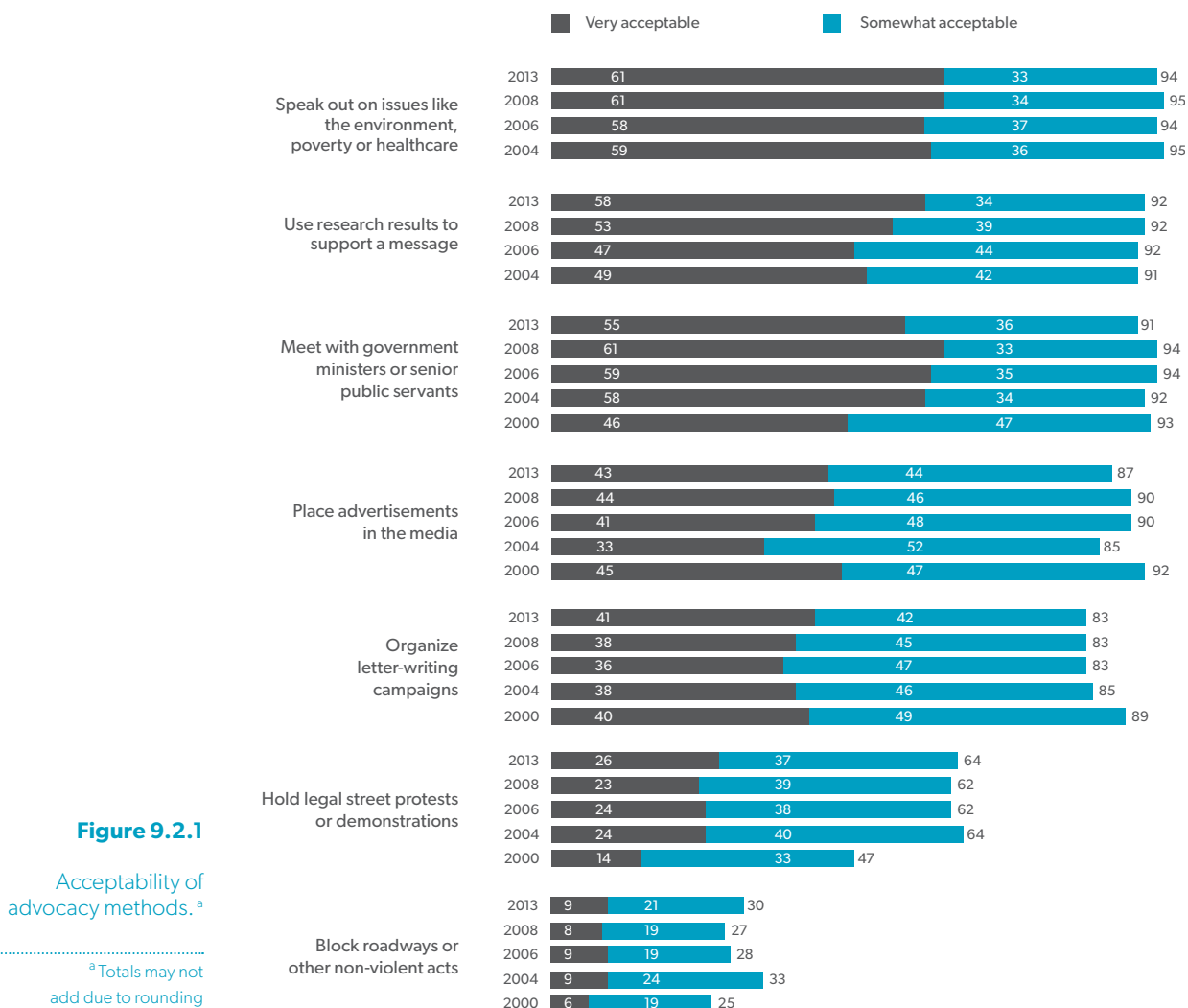
The range of advocacy methods charities might use is extremely broad and Canadians view some methods as being much more acceptable than others.

Substantially all Canadians (94%) think it is acceptable for charities to speak out on issues of public concern like the environment, poverty, or healthcare (61% think this is very acceptable, 33% think it is somewhat acceptable; see Figure 9.2.1). Similarly high percentages believe it is acceptable for charities to use research results to support a message (92%) or meet with government ministers or senior civil servants (91%).

Fewer Canadians support more overtly adversarial approaches such as holding legal street protests or demonstrations (64% – 26% very acceptable and 37% somewhat acceptable) and a minority think it is acceptable for charities to advance their views through acts of civil disobedience such as blocking roadways or other non-violent acts (30% – 9% very acceptable and 21% somewhat acceptable).

Overall, levels of support for various advocacy methods have remained fairly consistent over the last decade or more. However, there are signs that some advocacy methods are becoming more acceptable while others are becoming less acceptable.

The percentage of Canadians who think it is *very* acceptable to use research results to support a message increased from 53% in 2008 to 58% in 2013. The percentage who think it is *very* acceptable for charities to advance their views through legal protests also increased slightly over the same period, from 23% to 26%. Conversely, the percentage viewing it as *very* acceptable to meet government ministers or senior civil servants has declined since 2008, from 61% to 55%.



Variation by personal characteristics and geography. Perspectives on the acceptability of the various advocacy methods vary most clearly and significantly by sex and age.

Women are somewhat more receptive to many advocacy methods than men. For example, 92% of women said it was acceptable for charities to meet with government figures to try to get things changed, compared to 89% of men (see Table 9.2.1).

In terms of age, those who are 65 and older are less receptive to most advocacy methods, while those 18 to 24 tend to be more receptive. For example, 75% of those 65 and older view letter writing campaigns as acceptable, compared to 89% of those younger than 25.

Compared to most other age groups, those aged 24 to 34 are more receptive to confrontational methods such as legal protest or even civil disobedience.

	Speak out on issues like the environment, poverty or healthcare	Meet with government ministers or senior public servants	Use research results to support a message	Place advertisements in the media	Organize letter-writing campaigns	Hold legal street protests or demonstrations	Block roadways, or other non-violent acts
All Canadians	94%	91%	92%	87%	83%	64%	30%
Age group							
18 to 24	95%	96%	94%	87%	89%	66%	43%
25 to 34	96%	90%	95%	91%	82%	75%	38%
35 to 44	95%	93%	94%	91%	86%	69%	31%
45 to 54	94%	92%	92%	89%	85%	66%	29%
55 to 64	94%	87%	92%	86%	84%	57%	23%
65 and older	91%	87%	85%	79%	75%	51%	21%
Sex							
Male	93%	89%	93%	85%	82%	64%	29%
Female	95%	92%	91%	89%	84%	63%	31%

Table 9.2.1
Acceptability of advocacy methods by personal characteristics.

Variation by other attitudes and beliefs. Views on the acceptability of various advocacy methods vary significantly with other attitudes and beliefs about charities.

Acceptability of the various methods increases with levels of absolute trust in charity leaders. For example, 94% of those with a lot of trust in charity leaders view placing advertisements in the media as acceptable, compared to just 69% of those with no trust (see Table 9.2.2).

Similarly, those who think charities understand the needs of Canadians better than government tend to be more supportive of most advocacy methods. For example, 71% of those who strongly agree charities have a better understanding of Canadians' needs think legal street protests or demonstrations are acceptable, compared to 46% of those who strongly disagree with this view.

Support for civil disobedience is also higher among those who believe charities do a better job of meeting the needs of Canadians than government. Two-fifths of those who strongly agree charities do a better job at meeting Canadians' needs view civil disobedience as acceptable, compared to 22% of those who disagree.

Table 9.2.2
Acceptability of
advocacy methods
by other attitudes and
beliefs about charities.

		Speak out on issues like the environment, poverty or healthcare	Meet with government ministers or senior public servants	Use research results to support a message	Place advertisements in the media	Organize letter-writing campaigns	Hold legal street protests or demonstrations	Block roadways, or other non-violent acts
All Canadians		94%	91%	92%	87%	83%	64%	30%
Trust in charity leaders								
A lot		98%	95%	95%	94%	89%	70%	39%
Some		95%	91%	93%	89%	85%	66%	30%
A little		92%	90%	90%	84%	81%	56%	26%
Not at all		84%	81%	87%	69%	67%	49%	24%
Understand needs of Canadians better than government								
Strongly agree		97%	92%	91%	91%	85%	71%	39%
Somewhat agree		94%	92%	94%	89%	85%	62%	30%
Somewhat disagree		94%	87%	93%	81%	84%	63%	24%
Strongly disagree		88%	84%	84%	77%	66%	46%	16%
Do better job than government in meeting needs of Canadians								
Strongly agree		96%	92%	92%	89%	86%	68%	40%
Somewhat agree		94%	91%	92%	88%	84%	62%	32%
Somewhat disagree		92%	90%	92%	85%	83%	65%	21%
Strongly disagree		95%	86%	90%	82%	75%	53%	25%

9.3 Less Rigid Advocacy Laws

As in previous editions of the survey, a majority of Canadians support the notion that the laws should be changed to permit charities to advocate more freely for their causes. Currently, about one-third of Canadians (32%) strongly agree with this idea and more than one-third (37%) somewhat agree (see Figure 9.3.1). About a fifth of Canadians disagree with this idea (9% strongly disagree).

Levels of support for changing advocacy laws have not changed much since 2008. Prior to 2008, however, levels of support were higher. In 2004, for example, more than three-quarters of Canadians (78%) thought charities should be able to advocate more freely for their cause. While support for the idea of changing laws did not grow between 2008 and 2013, opposition to the notion declined, dropping from 27% of Canadians to 21%. In large part, this decline appears to be due to an increase in the percentage of Canadians saying they don't know whether the laws should be changed.

Variation by personal characteristics and geography. Opinions about advocacy laws do not vary much across different groups of Canadians.

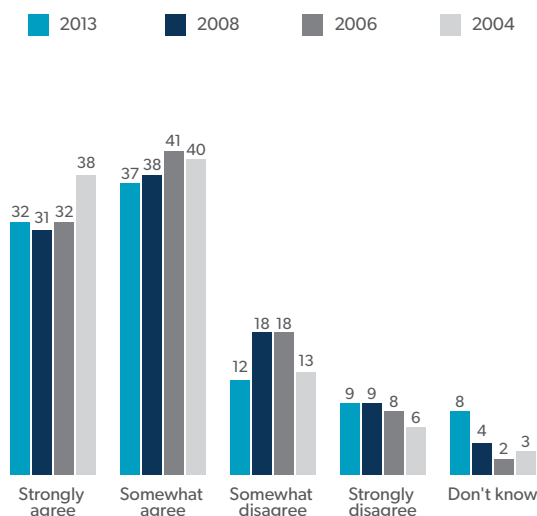


Figure 9.3.1
Need for changes to existing advocacy laws.

Women are more likely than men to think advocacy laws should be changed (72% of women hold this view, compared to 67% of men), but there are few other statistically significant differences when looking at other personal characteristics (see Table 9.3.1).

	Advocacy laws should be changed		Agree ^a
	Strongly agree	Somewhat agree	
All Canadians	32%	37%	70%
Sex			
Male	32%	35%	67%
Female	33%	40%	72%

Table 9.3.1
Need for changes to existing advocacy laws by personal characteristics.

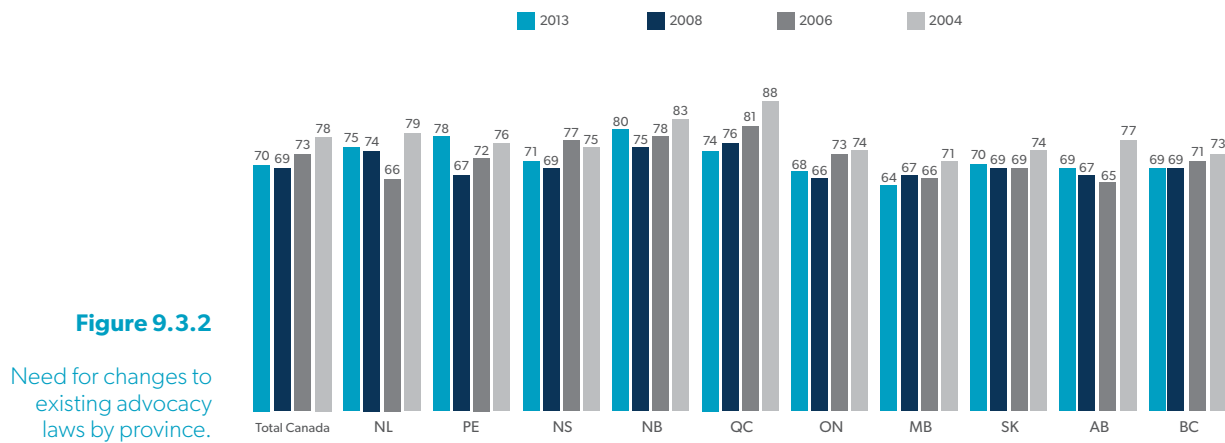
^aTotals may not add due to rounding

Canadians who live in Prince Edward Island and New Brunswick are more receptive to the idea of changing advocacy laws (78% and 80% agree with this, respectively; see Figure 9.3.2). Support for changes to advocacy laws has decreased steadily in Quebec, from a high of 88% in 2004 to 74% currently. Support is also currently lower in Ontario (68%) than in some previous years (74% in 2004).

Variation by other attitudes and beliefs. Other opinions and attitudes about charities are closely connected with opinions about changing advocacy laws.

Those with very low levels of trust in charities are much less likely than others to agree that advocacy laws should be changed (31% vs. 70% of Canadians generally; see Table 9.3.2).

Similarly, those who believe charities have a better understanding of the needs of Canadians than government and do a better job meeting those needs are more supportive of the idea of changing advocacy laws. Nearly nine in ten (87%) who strongly agree that charities do a better job than government think advocacy laws should be changed, compared



to 43% of those who strongly disagree. Similarly, 83% of those who strongly agree that charities understand the needs of Canadians better than government agree with changing laws, compared to 42% of those who strongly disagree.

Table 9.3.2
Need for changes to existing advocacy laws by other attitudes and beliefs about charities.

^a Totals may not add due to rounding

	Advocacy laws should be changed		Agree ^a
	Strongly agree	Somewhat agree	
All Canadians	32%	37%	70%
Trust in charities			
A lot	40%	34%	74%
Some	30%	41%	71%
A little	35%	37%	72%
Not at all	13%	18%	31%
Understand needs of Canadians better than government			
Strongly agree	55%	28%	83%
Somewhat agree	29%	44%	72%
Somewhat disagree	20%	42%	62%
Strongly disagree	18%	24%	42%
Do better job than government in meeting needs of Canadians			
Strongly agree	59%	28%	87%
Somewhat agree	32%	42%	73%
Somewhat disagree	21%	42%	62%
Strongly disagree	17%	26%	43%

9.4 Balanced Advocacy

Canadians clearly expect charities to fairly describe the issues they face in carrying out their work.

Asked whether charities should be required to provide only information that supports their cause or multiple perspectives on an issue, fully four-fifths of Canadians say they expect charities to provide multiple perspectives (see Figure 9.4.1). Just 19% say charities should only have to present information favourable to their cause.

While Canadians do expect charities to present fair and balanced perspectives on issues, those expectations may be softening somewhat. The percentage of respondents saying charities should only be obliged to present information that supports their cause has increased slightly from 2006, when only 16% of Canadians agreed with this view.

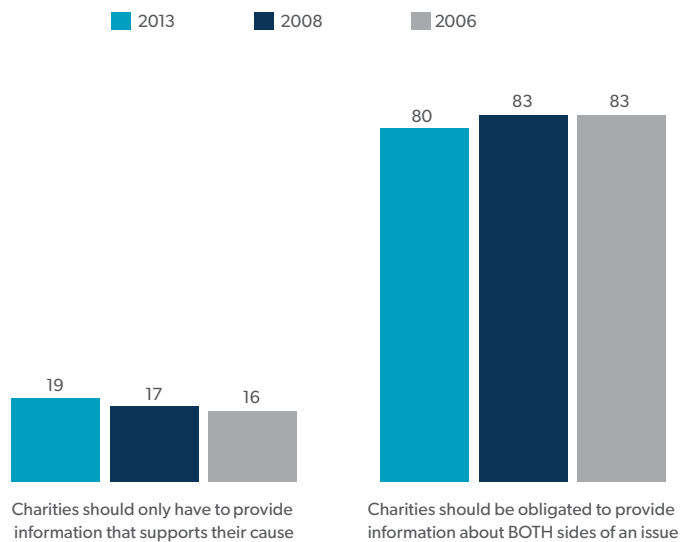


Figure 9.4.1

Opinions about requirements for balanced advocacy.

Variation by personal characteristics and geography. Personal characteristics do not appear to be strongly correlated with attitudes about balance in advocacy. The two exceptions are frequency of religious attendance and age.

Those who attend religious services weekly are significantly less likely to say that charities should be required to provide multiple perspectives on an issue (71% of weekly attendees vs. 80% of Canadians generally; see Table 9.4.1).

Conversely, Canadians younger than 25 are much more likely to say that charities should be required to present multiple perspectives (90% of those 18 to 24 hold this view).

Table 9.4.1

Opinions about requirements for balanced advocacy by personal characteristics.

	Obligated to present information about both sides of issue	Only provide information that supports their cause
All Canadians	80%	19%
Age group		
18 to 24	90%	10%
25 to 34	78%	22%
35 to 44	80%	20%
45 to 54	77%	22%
55 to 64	79%	19%
65 and older	78%	18%
Religious attendance		
Once a week	71%	27%
A few times a month	78%	20%
Three or four times a year	78%	21%
Once or twice a year	86%	13%
Never	82%	17%

Residents of both Newfoundland and Labrador (85%) and Alberta (84%) are somewhat more likely than Canadians generally (80%) to say that charities should be obligated to present information about both sides of an issue (see Table 9.4.2). Conversely, British Columbia residents are more likely than those who reside elsewhere in Canada to believe that charities should only have to provide information that supports their cause (25% vs. 19% for Canadians generally).

Table 9.4.2

Opinions about requirements for balanced advocacy by province.

	Obligated to present information about both sides of issue	Only provide information that supports their cause
Canada	80%	19%
Province		
NL	85%	14%
PE	77%	21%
NS	76%	22%
NB	83%	15%
QC	82%	17%
ON	79%	20%
MB	79%	20%
SK	77%	20%
AB	84%	15%
BC	74%	25%

Variation by other attitudes and beliefs. Opinions on whether charities should be required to present multiple views are correlated with both trust in charities and familiarity with charities and their work.

Those who have no trust in charities are substantially more likely to say that charities should be required to present multiple perspectives (92% vs. 80% of Canadians generally; see Table 9.4.3).

The relationship between opinions on this issue and familiarity with charities is less clear cut. Those who consider themselves both unfamiliar and very familiar with charities and their activities are less likely to think charities should be required to present multiple perspectives (75% of those who say they are very familiar with charities agree with this view, as do 77% of those who say they are not familiar with charities).

	Obligated to present information about both sides of issue	Only provide information that supports their cause
All Canadians	80%	19%
Trust in charities		
A lot	76%	22%
Some	81%	18%
A little	78%	22%
Not at all	92%	7%
Familiarity with charities		
Very familiar	75%	24%
Somewhat familiar	81%	17%
Not very familiar	77%	22%
Not at all familiar	77%	21%

Table 9.4.3

Opinions about requirements for balanced advocacy by other attitudes and beliefs about charities.

MONITORING CHARITIES

Federally, the Charities Directorate of the Canada Revenue Agency is responsible for monitoring charities' compliance with the *Income Tax Act*. At the provincial level, some jurisdictions have bodies that monitor charities' compliance with relevant provincial acts (e.g., Ontario's Office of the Public Guardian and Trustee). Aside from monitoring compliance with relevant legislation, however, there is little systematic monitoring of charities' activities by government bodies or agencies.

The survey explores a number of dimensions of opinion around monitoring of charities. First, it asks Canadians if they agree that someone or some organization should pay closer attention to various aspects of charities' operations, including:

- the way charities spend their money,
- the way charities raise money,
- the amounts charities spend on program activities, and
- the amounts charities spend hiring professional fundraisers.

The survey also asks respondents if, to the best of their knowledge, there is an organization or agency that is responsible for watching over the activities of charities. Those that answer in the affirmative are then asked if they know the name of the organization or agency. Finally, respondents are asked who, in their opinion, should be responsible for watching over the activities of charities.

10.1 Need for Monitoring Charities' Activities

Canadians place a high degree of importance on monitoring how charities spend and raise their money. Substantially all Canadians (92%) believe more attention should be paid to how charities spend their money (64% strongly agree and 29% somewhat agree; see Figure 10.1.1).

Slightly fewer believe more attention should be paid to the amounts of money charities spend on program activities (86%) and professional fundraisers (85%). Of these two needs, increased attention to the amounts spent on professional fundraisers appears to be the greater priority, as shown by the higher numbers strongly agreeing this should be a concern (52% vs. 43% for spending on program activities).

Finally, four-fifths of Canadians believe more attention should be paid to how charities raise money (38% strongly agree this should be the case and 42% somewhat agree).

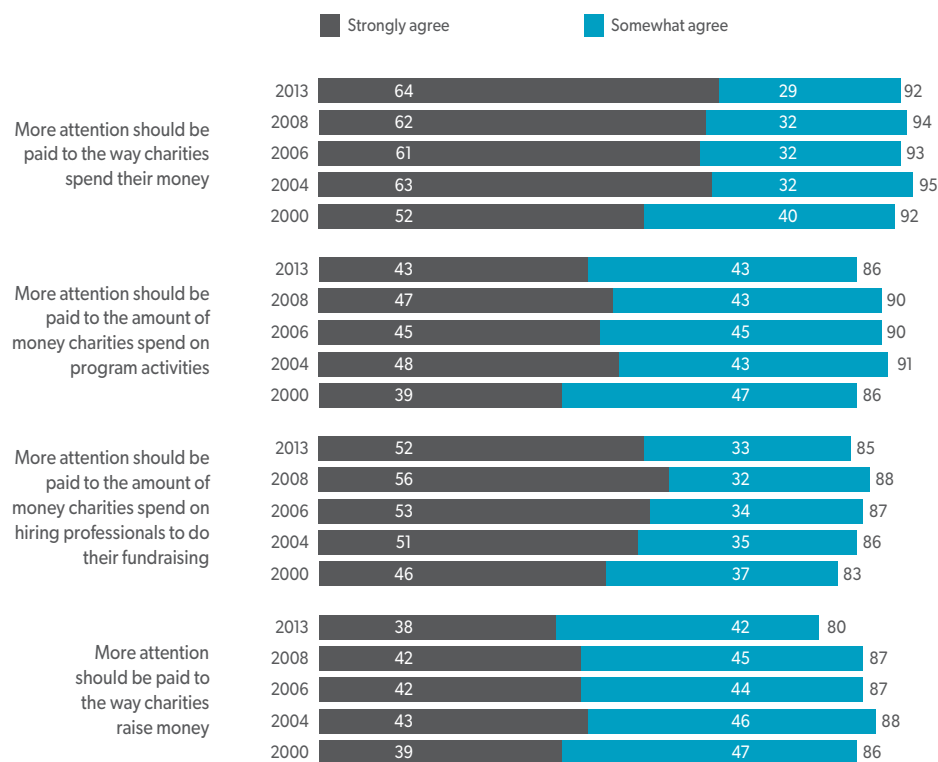


Figure 10.1.1

Opinions on the need for monitoring of charities' activities.^a

^aTotals may not add due to rounding

The most significant shift since 2008 is decreased concern with how charities raise money. The percentage of Canadians agreeing more attention should be paid to this issue dropped from 87% in 2008 to 80% currently. This shift is largely driven by a decrease in the percentage strongly agreeing that the issue is a concern (from 42% in 2008 to 38% presently). Prior to 2008, overall levels of concern about how charities raise money had remained fairly consistent.

This decrease is mirrored by smaller decreases in the percentages of Canadians who think there should be more monitoring of the amounts charities spend on program activities (90% agreed this should receive more attention in 2008 vs. 86% currently) and hiring professional fundraisers (88% vs. 85%).

The drop in concern with spending on professional fundraisers is particularly noteworthy because from 2000 to 2008, the percentage of Canadians strongly agreeing the issue should receive more attention had been steadily trending upwards, from 46% in 2000 to 56% in 2008.

Overall, although all of the shifts discussed are statistically significant, most are quite modest and probably do not represent a substantial shift in public concern about the issues.

Decreased emphasis on how charities raise their money may be an exception in that the shifts in opinion on this issue are larger.

Variations by personal characteristics and geography. Attitudes around monitoring specific aspects of charities' activities vary most significantly by age and frequency of attendance at religious services.

Those who are older are generally more likely than those who are younger to see a need to monitor charities' activities. For example, 73% of those 65 and older strongly agree more attention should be paid to the ways charities spend their money, compared to 64% of Canadians generally and just 55% of those 25 to 34.

Similarly, half of those 65 and older (51%) strongly agree more attention should be devoted to the amounts charities spend on program activities, compared to 43% of Canadians generally and 33% of those 25 to 34.

It should be noted that the opinions of those 18 to 24 sometimes deviate slightly from the age trend.

With regard to religious attendance, those who attend services a few times a month (but not as frequently as weekly) stand out as being comparatively unlikely to see the need for more monitoring. For example, just 40% strongly agree more attention should be paid to the amounts charities spend hiring fundraising professionals, compared to 52% of Canadians generally.

Table 10.1.1
Opinions on the
need for monitoring
of charities' activities
by personal
characteristics.

	Need for more attention to			
	Way charities spend their money	Amount charities spend on hiring professionals for fundraising	Amount charities spend on program activities	Way charities raise money
All Canadians	64%	52%	43%	38%
Age group				
18 to 24	62%	38%	35%	27%
25 to 34	55%	44%	33%	33%
35 to 44	61%	49%	45%	28%
45 to 54	62%	54%	43%	43%
55 to 64	68%	59%	47%	43%
65 and older	73%	65%	51%	47%
Religious attendance				
Once a week	62%	51%	41%	38%
A few times a month	54%	40%	36%	34%
Three or four times a year	65%	52%	41%	37%
Once or twice a year	66%	60%	47%	43%
Never	65%	53%	44%	37%

Residents of Newfoundland and Labrador tend to be more likely to see a need for more attention to be paid to charities' operations. Half strongly agree more attention should be paid to the amounts charities spend on program activities, compared to 43% of Canadians generally (see Table 10.1.2). Similarly, they are more likely to see a need to pay more attention to the way charities raise money (45% vs. 38% of Canadians generally). Quebeckers are also more likely to see a need for more attention to these two aspects of operations, while Albertans are less likely. Residents of Manitoba and Saskatchewan are less likely than other Canadians to see a need for more attention to all aspects of operations. For example, just 52% of Manitobans and 53% of Saskatchewanians strongly agree there is a need for more attention to the way charities spend their money, compared to 64% of Canadians generally.

	Need for more attention to			
	Way charities spend their money	Amount charities spend on hiring professionals for fundraising	Amount charities spend on program activities	Way charities raise money
Canada	64%	52%	43%	38%
Province				
NL	69%	59%	50%	45%
PE	64%	59%	42%	32%
NS	62%	56%	42%	38%
NB	66%	59%	47%	37%
QC	65%	55%	53%	48%
ON	66%	53%	42%	36%
MB	52%	42%	32%	27%
SK	53%	42%	29%	24%
AB	62%	47%	35%	32%
BC	61%	54%	38%	35%

Table 10.1.2

Opinions on the need for monitoring of charities' activities by province.

Variations by other attitudes and beliefs. Opinions about the need to monitor charities' activities vary according to the level of trust Canadians have in charities and charity leaders, as well as their level of familiarity with charities and their work. The less trust Canadians have in charities and their leaders, the more likely they are to think there is a need to pay more attention to various aspects of charities' operations.

For example, 68% of those who do not trust charities at all strongly agree more attention should be paid to the amounts charities spend on program activities, compared to 43% of Canadians generally (see Table 10.1.3).

Similarly, 78% of those who do not trust charity leaders at all strongly agree there should be more attention paid to the way charities spend their money, compared to 64% of Canadians generally.

Those who say they are less familiar with charities tend to think more attention should be paid to the amounts charities spend on program activities (49% of those who say they are not very familiar with charities strongly agree with this statement, compared to 43% of Canadians generally) and the way charities raise money (65% of those who say they are not at all familiar vs. 38% of Canadians generally).

Table 10.1.3
Opinions on the need for monitoring of charities' activities by other attitudes and beliefs about charities.

	Need for more attention to			
	Way charities spend their money	Amount charities spend on hiring professionals for fundraising	Amount charities spend on program activities	Way charities raise money
All Canadians	64%	52%	43%	38%
Trust in charities				
A lot	50%	44%	31%	31%
Some	64%	52%	43%	36%
A little	78%	61%	53%	46%
Not at all	87%	80%	68%	63%
Trust in charity leaders				
A lot	50%	37%	32%	31%
Some	63%	52%	42%	36%
A little	72%	56%	48%	37%
Not at all	78%	76%	53%	59%
Familiarity with charities				
Very familiar	59%	54%	44%	40%
Somewhat familiar	64%	51%	40%	36%
Not very familiar	68%	56%	49%	37%
Not at all familiar	67%	59%	54%	65%

10.2 Knowledge of Regulatory Body Responsible for Charities

Slightly more than one-quarter of Canadians (29%) say they are aware that there is some sort of organization or agency responsible for watching over the activities of charities (see Figure 10.2.1). Slightly more (35%) think there is no organization or agency with this responsibility, and the rest (36%) are unsure.

Since 2008, there have been significant shifts in public knowledge on this issue. The number of Canadians saying there is no organization with responsibility for watching over charities has dropped by roughly a third, from 53% in 2008, while the number saying they are unsure has roughly doubled.

Incongruous as it may seem, these findings actually reflect an improvement in the state of public knowledge about charities, given that there is in fact a body responsible for regulating Canadian charities.

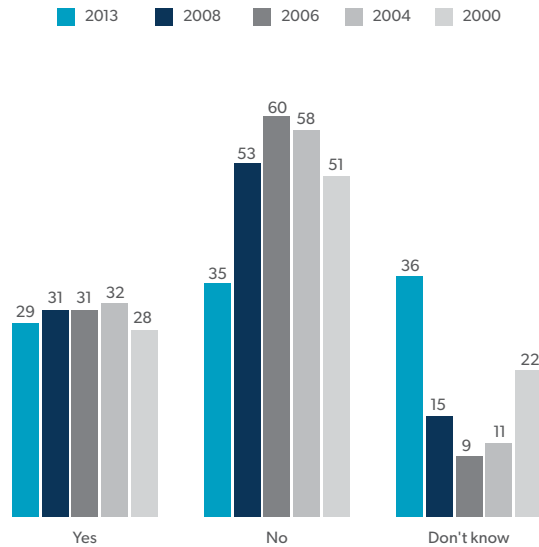


Figure 10.2.1

Knowledge of existence of body or agency regulating charities.

Respondents who correctly respond that there is an organization or agency responsible for watching over the activities of charities are asked whether they happen to know the name of this entity.

Most (71%) are unable to give the name of the organization or agency (see Figure 10.2.2).

Among those who can give the name of an organization or agency, the most common response is a variation on Canada Revenue Agency or Charities Directorate (16%), followed by the federal or provincial governments (7%). About 2% of respondents name a charity as having oversight responsibility for charities.

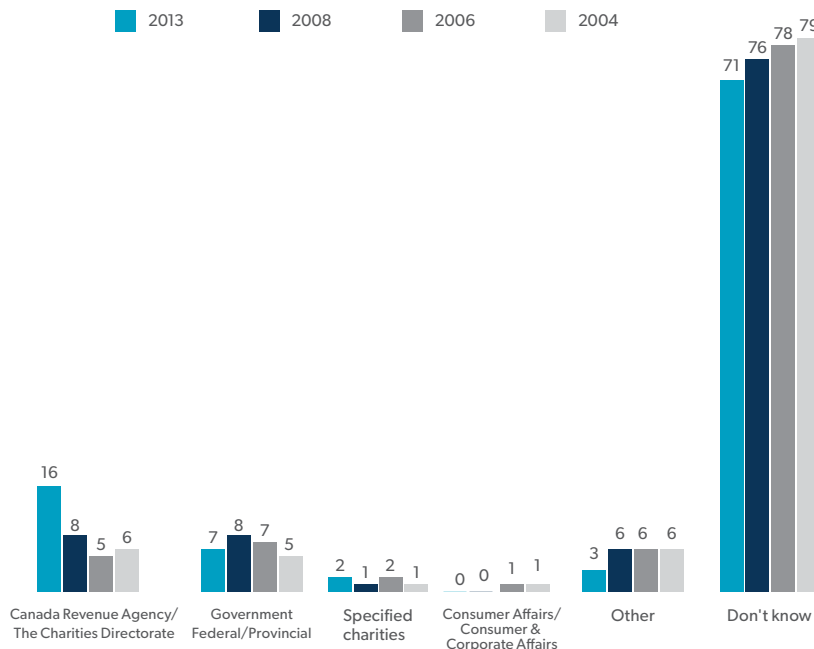


Figure 10.2.2

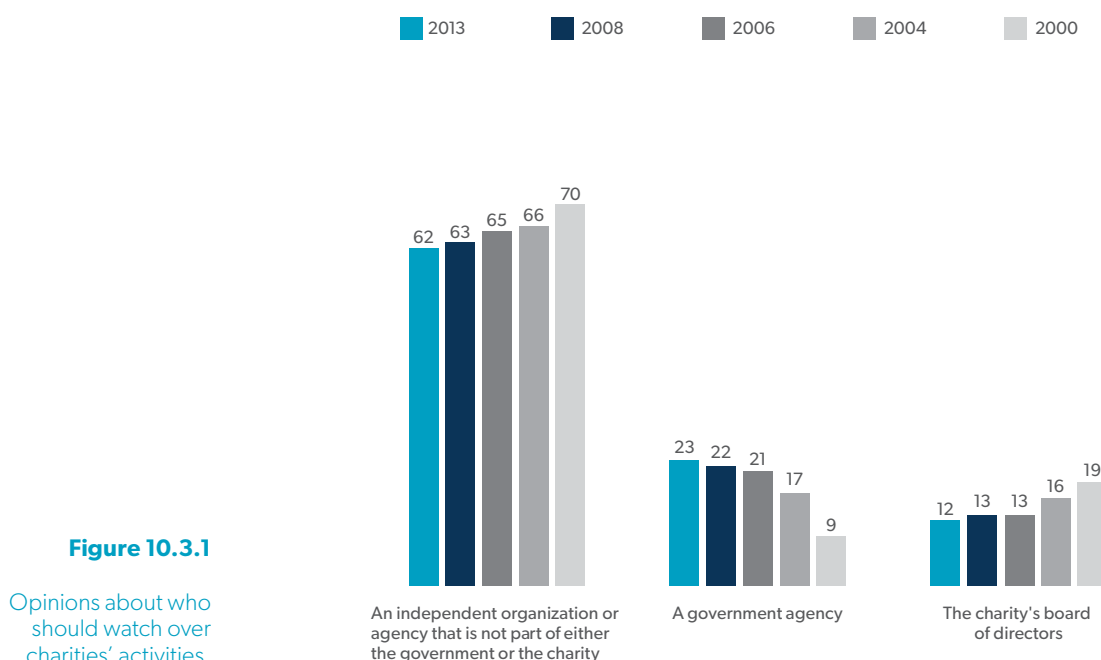
Knowledge of name of body or agency regulating charities.

In terms of substantive shifts from 2008, the percentage of respondents correctly identifying the Canada Revenue Agency as having responsibility for watching over the activities of charities has nearly doubled. Similarly, the number of Canadians who are unable to give the name of an organization has continued to drop from the high of 79% in 2000.

10.3 Type of Regulatory Body

When asked what type of entity should be responsible for watching over the activities of charities, Canadians overwhelmingly favour some sort of independent organization or agency that is not part of the government or the charity. Nearly two-thirds (62%) of Canadians prefer this option (see Figure 10.3.1). Almost a quarter (23%) favour some sort of government agency and about one in eight (12%) think the charity's board of directors should have this responsibility.

There are no indications that opinions regarding who should be watching over the activities of charities have changed since the last edition of the survey. All figures have held more or less constant, within the bounds of statistical probability, since 2006. Prior to 2006, there were significant changes. The percentages of Canadians saying that charities' own boards of directors should be responsible decreased (from 19% in 2000 to 13% in 2006), as did the percentage saying that an independent organization or agency should be responsible (70% 2000, 65% 2006). Conversely, the percentage of Canadians that think a government agency should have oversight increased from 9% to 21% over the same period.



Variations by personal characteristics and geography. Opinions about what type of organization should be responsible for watching over charities varies most substantively by sex, level of formal education and frequency of religious attendance.

Men are somewhat more likely than women to prefer a government agency (28% vs. 19% of women), while women are more likely than men to favour some sort of independent organization (65% vs. 58%; see Table 10.3.1).

Those with a university education are more likely to want a government agency to oversee charities and their activities (27% vs. 20% of those with lower levels of education).

Those who attend religious services infrequently or not at all are somewhat more likely to prefer an independent oversight body. For example, 66% of those who never attend religious services prefer this option, compared to 59% of those who attend religious services once or twice a year or more frequently.

	Independent organization	Government agency	Board of directors
All Canadians	62%	23%	12%
Sex			
Male	58%	28%	11%
Female	65%	19%	13%
Education level			
Less than high school	56%	19%	18%
High school	61%	18%	16%
Some post-secondary	61%	25%	13%
Post-secondary certificate or diploma/Some university	65%	21%	12%
Bachelor's degree or higher	61%	27%	9%
Religious attendance			
Once a week	56%	25%	12%
A few times a month	55%	22%	21%
Three or four times a year	63%	23%	12%
Once or twice a year	61%	25%	13%
Never	66%	21%	10%

Table 10.3.1

Opinions about who should watch over charities' activities by personal characteristics.

Views on what sort of entity should be responsible for watching over the activities of charities vary somewhat by what province Canadians come from.

Residents of Saskatchewan are substantially more likely than other Canadians to say that charities' own boards of directors should be responsible for watching over their activities (21% vs. 12% of Canadians generally). Conversely, Ontario residents are somewhat more likely than others to say government should be responsible (26% vs. 23% of Canadians).

Finally New Brunswick residents are somewhat more likely to think an independent organization should have the responsibility (71% vs. 62% of Canadians).

Table 10.3.2

Opinions about who should watch over charities' activities by province.

	Independent organization	Government agency	Board of directors
Canada	62%	23%	12%
Province			
NL	69%	19%	11%
PE	63%	22%	12%
NS	63%	20%	16%
NB	71%	14%	13%
QC	62%	20%	14%
ON	61%	26%	9%
MB	57%	23%	17%
SK	57%	21%	21%
AB	60%	23%	15%
BC	65%	21%	11%

Variations by other attitudes and beliefs. Those who have a lot of trust in charities are significantly more likely to say that charities' boards of directors should be responsible for overseeing their activities (18% vs. 12% of Canadians generally). They are correspondingly less likely to say that an independent organization should have oversight (56% vs. 62% of Canadians).

Non-donors are somewhat more likely than donors to say that charities' boards of directors should bear the responsibility (16% vs. 11% of donors).

Table 10.3.3

Opinions about who should watch over charities' activities by other attitudes and beliefs about charities.

	Independent organization	Government agency	Board of directors
All Canadians	62%	23%	12%
Trust in charities			
A lot	56%	24%	18%
Some	64%	21%	11%
A little	64%	25%	7%
Not at all	57%	30%	8%
Donor status			
Donor	63%	23%	11%
Non-donor	57%	22%	16%

REFERENCES CITED

Canada Revenue Agency. (2012). "Political Activities". *Policy Statement, CPS-022*.

Ottawa: Author.

Ipsos-Reid. (2012). "Life-Savers, Medical Professionals Top the List of Most Trusted Professionals." <http://www.ipsos-na.com/news-polls/pressrelease.aspx?id=5663> accessed 2 September, 2013. Toronto: Author.

APPENDIX A

SURVEY METHOD

Imagine Canada was engaged by The Muttart Foundation to conduct the fifth edition of the *Talking about Charities* survey. In 2000, Imagine Canada (then known as the Canadian Centre for Philanthropy) conducted the first edition of the survey, in conjunction with the Institute for Social Research at York University. Versions two through four were conducted in 2004, 2006, and 2008 by Ipsos-Reid, using their calling centres in Winnipeg and Montréal. For 2013, Imagine Canada engaged the Social Sciences Research Laboratory (SSRL) at the University of Saskatchewan to field the survey.

For the current edition of the survey, a total of 3,853 telephone interviews were conducted with Canadians from across the country between May and July 2013. The survey sample was designed to provide statistically valid results at the provincial and national levels. Margins of error at the provincial and national levels are shown below (see Table A.1).

Table A.1

Sample sizes and margins of error, by province and for national sample.

Province	n	Margin of Error
NL	303	±5.63
PE	306	±5.60
NS	303	±5.63
NB	305	±5.61
QC	508	±4.35
ON	507	±4.35
MB	304	±5.62
SK	303	±5.63
AB	507	±4.35
BC	507	±4.35
Total	3,853	±1.61

As in previous editions of the survey, Random Digit Dialling (RDD) was used to contact survey respondents. To ensure complete population coverage, both landline and cellphone numbers were dialled. The ratio of landline to cellphone numbers dialled reflected the degree of cellphone penetration in the province. Dialling numbers were provided by ASDE Survey Sampler. Quotas for each province were based on the area codes of the numbers.

Once contact was made with a household, interviewers then asked to interview the person 18 years of age or older who had the next birthday. This was to ensure that a random in-

dividual from each household was selected to take the survey. Respondents were screened based on whether any member of the household had ever worked for an advertising company, or market research company, or had been a paid employee of a charity. Those who answered yes to any of these questions were screened out of the survey.

A.1 Sample Design and Weighting

The sample of respondents was designed to represent the Canadian population, aged 18 and over, who speak either English or French and reside in one of the ten provinces. The distribution of the sample across provinces was disproportionate in order to enhance inter-provincial and inter-regional comparisons.

As in previous waves of the survey, an adjustment weight was computed based on the sample size and number of households in each province. Provinces that are over-represented in the sample compared to what their distribution would be in a simple random sample of Canadian households are *weighted down* (i.e., they receive a weight less than 1) while provinces that are under-represented are *weighted up* (i.e., they receive a weight greater than 1; see Table A.2). Unlike in some previous editions of the survey, no correction weight was generated at this stage to account for gender distribution. The provincial correction weight received the variable name PROVWGHT.

Province	Province (HH#)	Sample (#)	Target (#)	PROVWGHT
NL	208,845	303	60.5790	0.19993
PE	56,460	306	16.3772	0.05352
NS	390,280	303	113.2073	0.37362
NB	314,010	305	91.0839	0.29864
QC	3,395,340	508	984.8759	1.93873
ON	4,887,510	507	1,417.7052	2.79626
MB	466,140	304	135.2118	0.44478
SK	409,645	303	118.8245	0.39216
AB	1,390,275	507	403.2728	0.79541
BC	1,764,635	507	511.8623	1.00959
Total	13,283,140	3,853	3,853	

Table A.2

Provincial sample distribution and adjustment weights.

Because the probability of being selected to complete an interview varies according to the number of eligible individuals living in the household, an adjustment weight was computed (see Table A.3).¹¹ As in previous editions of the survey, this adjustment weight was standardized to maintain a weighted base number of observations equal to the unweighted number of observations (i.e., 3,853). The computed household size adjustment weights

this report.

¹¹ An eligible individual who lives by him- or herself has a 100% chance of being selected to complete the interview while someone who lives with one other eligible individual has a 50% chance, someone who lives with two other eligible individuals has a

were quite similar to previous editions of the survey. Those living alone have weights significantly less than 1, while those living with one other person have weights very close to 1. Weights increase with the number of individuals in the household to account for their reduced probability of being selected. The household size correction weight received the variable name HHWGHT.

Table A.3
Calculation of
household weights.

HH Size	# HHs	Weighted Cases	Adjusted Cases	HHWGHT
1 adult	944	944	464.1695	0.49170
2 adults	2,170	4,340	2,133.9995	0.98341
3 adults	502	1,506	740.5077	1.47511
4 adults	180	720	354.0276	1.96682
5 adults	35	175	86.0484	2.45852
6 adults	11	66	32.4525	2.95023
7 adults	6	42	20.6516	3.44193
8 adults	4	32	15.7346	3.93364
9 adults	0	0	0.0000	0.00000
10 adults	0	0	0.0000	0.00000
11 adults	1	11	5.4088	5.40875
	3,853	7,836	3,853	

As with previous editions of the survey, a national adjustment weight was also computed. This weight is the product of the provincial and household adjustment weights and accounts for both the varying percentages of households contacted in each province and the number of individuals living in each household contacted. This adjustment weight received the variable name NATWGHT.

These three weights (PROVWGHT, HHWGHT, and NATWGHT) collectively account for the probability of interviewing a given survey respondent. In addition to these design weights, the analysis for this report also applied post-stratification weights based on the distributions of population by age group and sex for each province. These post-stratification weights adjust for differential survey response (i.e., they account for the fact that younger people and men were less likely to respond to the survey). Without this adjustment, survey results would be significantly biased. Previous editions of the survey did not apply post-stratification weights, but the patterns of differential response by age and sex were less extreme in previous years (although they had been increasing with each edition of the survey).

For this report, data were weighted and analysed using the specialized survey procedures of STATA 12. Unlike standard inferential statistical procedures, the survey procedures properly account for design and post-stratification weights when calculating standard

errors. In order to duplicate the analyses contained in this report, it is essential that analysts use statistical packages that properly account for survey design and weighting. Survey-aware modules are currently available for most common software packages, including STATA, SPSS, SAS and R.

A.2 Data Collection

Data collection began on May 13, 2013 and ended on July 13, 2013. Interviews were conducted seven days a week (i.e., including both weekends and weekdays). However, no interviews were conducted during Canada Day weekend (June 29 to July 1).¹² Interviews were conducted in both English and French by SSRL interviewers at the University of Saskatchewan, in Saskatoon. The typical daily interview period ran from 9:00 AM to 9:00 PM local time (i.e., where survey respondents were located). Once data collection began, numbers from all provinces were called at random until the number of responses for each province specified by the sample design was collected. The average length of completed interview was 27.28 minutes.

Quality control. All interviews were completed using a Computer Assisted Telephone Interviewing application (WinCati). The application leads the interviewer through the survey questionnaire screen by screen while responses are recorded. This ensures consistency of question wording and allows the order of specific questions to be randomized within batteries as well as rotation of the directionality of scales (i.e., from least to most vs. most to least). This type of randomization is important in avoiding potential response bias. Additionally, SSRL managers continuously randomly monitored interviews throughout the collection period.

Interviewer training. Interviewers went through a standardized training session before data collection began. Topics covered included proper use of the WinCati software, typical call execution, an in-depth review of the questionnaire and training on final call disposition codes.

Questionnaire testing. The survey was field tested twice for accuracy and questionnaire performance using the same sample frame for the study. Paper and pencil surveys were administered via telephone on April 11 and 12. An additional standard field test was executed on May 9 to ensure WinCati application programming was correct and to troubleshoot any other potential issues.

Calling Sequence and Final Call Disposition. Interviewers attempted to call each number a maximum of 5 times, unless respondents requested call-backs.¹³ Respondents who refused to take the survey were not called again regardless of how many initial attempts were made. Table A.4 shows the number of call attempts made for completed interviews.

33% chance and so on.

¹² Additionally, due to widespread flooding, no calls were made to Alberta between June 21 and 26.

¹³ Respondents were able to schedule a more convenient time to complete the interview.

Table A.4Complete interviews
by number of
call attempts.

Number of Attempts	# Call Records	% Call Records
1	1,353	35.12%
2	989	25.67%
3	704	18.27%
4	386	10.02%
5	271	7.03%
6	104	2.70%
7	31	0.80%
8	4	0.10%
9	5	0.13%
10	3	0.08%
11	1	0.03%
12	0	0.00%
13	1	0.03%
14	1	0.03%
Total	3,853	100.00%

SSRL attempted to reach survey respondents at a total of 81,760 numbers. Approximately one-third of these numbers led to contacts indicating that the telephone number corresponded with a household with at least one eligible respondent (see Table A.5). Another third of the numbers were ineligible, and the status of the remaining third could not be determined.

Table A.5

Final call dispositions.

Results	# Contacts	% Total Contacts	% Eligible Contacts
COMPLETE			
Completed Interview	3,853	4.7%	12.7%
ELIGIBLE			
Refusal (Screener)	25,375	31.0%	83.8%
Refusal (Post-Screener)	237	0.3%	0.8%
Respondent Terminate	750	0.9%	2.5%
Interviewer Terminate	82	0.1%	0.3%
Total Eligible Respondents	26,444	32.3%	87.3%
NOT ELIGIBLE			
Not in Service/Disconnected	19,297	23.6%	-
Number Changed	334	0.4%	-
Business Line	1,648	2.0%	-
Fax/Modem Line	1,929	2.4%	-
Language Barrier	939	1.1%	-

Results	# Contacts	% Total Contacts	% Eligible Contacts
Respondent Unavailable for Duration	692	0.8%	-
Disqualified	803	1.0%	-
Total Not Eligible	25,642	31.4%	-
INDETERMINATE			
Voicemail/Answering Machine	14,706	18.0%	-
No Answer	9,188	11.2%	-
Busy	1,290	1.6%	-
Callback (Screener)	579	0.7%	-
Callback (Post-Screener)	58	0.1%	-
Total Indeterminate	25,821	31.6%	-
Total	81,760		

The final response rate for this study was 12.7%. This is computed by dividing the number of complete interviews by the total number of eligible respondents, as indicated below:

$$3,853 \text{ (Completed Interviews)}$$

$$3,853 \text{ (Completed Interviews)} + 750 \text{ (Respondent terminates)} + 82 \text{ (Interviewer Terminates)} + 25,375 \text{ (Screener Refusals)} + 237 \text{ (Post-Screener Refusals)}$$

A.3 Analysis Strategy and Reporting of Results

The analysis that underpins this report makes extensive use of multiple regression approaches because they allow us to look at how survey responses relate to multiple factors such as age, labour force status, and frequency of attendance at religious services *simultaneously*.

As an example of why it is important to look at multiple factors simultaneously, consider a hypothetical situation where Canadians aged 65 and older are more likely to hold a given opinion about charities. Because those 65 and older are *also* much more likely to be retired than other Canadians and more likely to attend religious services weekly, survey results will also tend to show these groups (retirees and weekly attenders) as being more likely to hold the opinion. Multiple regression approaches allow us to control for these other associations and to determine which of the factors are most important. In the hypothetical situation described, we might discover that it is age — and not labour force status or frequency of attendance at religious services — that is primarily correlated with opinion on the issue.

In analysing the survey results, we used regression approaches to identify which factors are most closely linked to the pattern of response. When presenting results, we then describe the pattern of responses by those variables. For instance, in Chapter 3, regression analysis led us to conclude that age, education level, and household income are the key demographic variables correlating with different levels of self-assessed familiarity with charities. We then summarize survey results for these factors *only*, omitting demographic variables describing other personal characteristics that were not shown to be important by the regression analysis (e.g., marital status; see Table 3.1.2).

For most sections of the report, we look at variations in response by three separate dimensions: personal characteristics (e.g., age, sex, education), province of residence, and key attitudes and beliefs about charities. The range of personal characteristics we explore is consistent throughout the report and includes: age, sex, marital status, level of formal education, frequency of attendance at religious services, labour force status, and annual household income. The set of key attitudes and beliefs we look at varies somewhat with the survey questions being explored, but always includes level of familiarity with charities, levels of trust in charities and charity leaders, and donor and volunteer status (i.e., whether the respondent is currently a donor and/or volunteer for a charity). Other important attitudes and beliefs about charities are added as appropriate to particular analyses. From each larger set of factors, we determine which subset is the most important and describe the patterning of results by this subset.

We look at each of the three dimensions (personal characteristics, province of residence, and key attitudes and beliefs about charities) separately because typically key attitudes and beliefs are much more strongly correlated with survey responses than are personal characteristics and province of residence. If we analysed all of them together, the strong correlations between key attitudes and beliefs and survey responses would “force” personal characteristics and province of residence out of almost all analyses (because they are less strongly correlated). Because personal characteristics and province of residence are more easily observable than other attitudes and beliefs about charities, we analyse them separately.

APPENDIX B

SURVEY QUESTIONNAIRE

INTRO 1/INTRO 3

Hello, my name is _____ and I am calling on behalf of researchers at the University of Saskatchewan and Imagine Canada. We are conducting a survey about charities in Canada. We are not selling anything or asking for any donations, we are only interested in your opinions.

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

INTRO 2

May I please speak with the person in your household who is 18 years of age or older and who had the most recent birthday?

1. Yes, speaking
2. Yes, I'll get him/her
3. Not available

CONTINUE

REPEAT INTRODUCTION AND CONTINUE

**ARRANGE CALLBACK- REQUEST RESPONDENT
FIRST NAME (RECORD IN NOTES) AND ARRANGE
CALLBACK (PRESS THE CTRL AND END KEYS)**

INTRO 4

Participation in this research is voluntary, and you can stop the survey at any time. The information we collect is kept strictly confidential and is safely secured at the University of Saskatchewan. Also know that you cannot be personally identified based on the data we collect. This research project has been approved by the University of Saskatchewan Research Ethics Board and any questions regarding your rights as a participant may be addressed through them at ethics.office@usask.ca or (306) 966-2975. For more information on the study itself, please call David Lasby at Imagine Canada at 1-800-263-1178 ext. 262.

Are you willing to participate in the survey?

1. Yes
2. No

CONTINUE

THANK AND END INTERVIEW

3. Later/not right now **ARRANGE CALLBACK- REQUEST RESPONDENT
FIRST NAME (RECORD IN NOTES) AND ARRANGE
CALLBACK (PRESS THE CTRL AND END KEYS)**

INTRO 5

Before we begin, can I please have the first three characters of your postal code? This information will be used for statistical purposes only, to understand differences by geographic location, and will not be used to identify you in any way.

ENSURE RESPONDENT PROVIDES FIRST THREE CHARACTERS OF THEIR POSTAL CODE.

Record postal code _____

1. (Don't know) **(THANK AND TERMINATE INTERVIEW)**
2. (Refused) **(THANK AND TERMINATE INTERVIEW)**

SCREENERS

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

SA1 An advertising company?

1. Yes **(THANK AND TERMINATE INTERVIEW)**
2. No **(CONTINUE)**
3. Don't know **(CONTINUE)**
4. Refuse **(CONTINUE)**

SA2 A market research company?

1. Yes **(THANK AND TERMINATE INTERVIEW)**
2. No **(CONTINUE)**
3. Don't know **(CONTINUE)**
4. Refuse **(CONTINUE)**

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

SB 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.

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

1. Yes (THANK AND TERMINATE INTERVIEW)
2. No (CONTINUE)
3. Don't know (THANK AND TERMINATE INTERVIEW)
4. Refuse (THANK AND TERMINATE INTERVIEW)

[IF YES, DK, REF TO SCREENER B, THANK & TERMINATE, OTHERWISE CONTINUE. NOTE: SET QUOTA N=100 TO SCREEN IN IF YES, DK, REF TO CONTINUE AFTER SCREENER B — ALL OTHERS, THANK & TERMINATE]

SC In what year were you born?

1. Record year _____ [Valid range: 1910-1995]
2. Don't know (THANK AND TERMINATE INTERVIEW)
3. Refuse (THANK AND TERMINATE INTERVIEW)

SD Including yourself, how many people live in your household?

Record number _____ [Valid range: 1-15] (IF 1, SKIP TO SF, IF GREATER
THEN 15 THANK AND
TERMINATE INTERVIEW)

1. Don't know (THANK AND TERMINATE)
2. Refuse (THANK AND TERMINATE)

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

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

SE And how many people under 18 years of age live in your household?

Record number _____ [Valid range: 1-99]

1. Don't know (THANK AND TERMINATE INTERVIEW)
2. Refuse (THANK AND TERMINATE INTERVIEW)

SF RECORD GENDER OF RESPONDENT:

[DO NOT READ]

1. Male
2. Female
3. Unknown

MAIN SURVEY

A1 Thinking about charities in general, would you say you trust them... **[REVERSE AND READ SCALE]**: *a lot, some, a little, or not at all?*

A2 More specifically, to what extent do you trust the following types of charities? Would you say you trust them **[ROTATE AND READ SCALE]**: *a lot, some, a little, or not at all?* / How about... **[READ AND RANDOMIZE]**

A2a Charities that focus on protecting the environment

A2b Charities that focus on the protection of animals

A2c Charities that focus on health prevention and health research

A2d Charities that focus on social services

A2e Charities that focus on international development

A2f Charities that focus on children and children's activities

A2g Charities that focus on education

A2h Charities that focus on arts

A2i Hospitals

A2j Churches and other places of worship

A2k Religious organizations (excluding churches and other places of worship)

A3 I would also like to find out how much you trust some key public institutions. In general, would you say you trust them **[ROTATE AND READ SCALE]**: *a lot, some, a little, or not at all.*

How much trust do you have in... **[RANDOMIZE AND READ STATEMENTS]** /
How about...

A3a The federal government

A3b The provincial government

A3c Local government

A3d Media, such as newspapers, television and radio

A3e Major corporations

A3f Small business

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 **[ROTATE AND READ SCALE]**: *a lot, some, a little, or not at all.*

How much trust do you have in... **[RANDOMIZE AND READ STATEMENTS]** /

How about...

A4a People who are medical doctors?

A4b People who are federal politicians?

A4c People who are lawyers?

A4d People who are religious leaders?

A4e People who are journalists and reporters?

A4f People who are nurses?

A4g People who are provincial politicians?

A4h People who are business leaders?

A4i People who are leaders of charities?

A4j People who are union leaders?

A4k People who are government employees?

A5 Thinking about what 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 that they do?

A6 Please tell me if you **[ROTATE AND READ SCALE]** *strongly agree*, *somewhat agree*, *somewhat disagree*, or *strongly disagree* with each of the following statements...

[RANDOMIZE AND READ STATEMENTS] / How about...

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

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

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

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

A7 Please tell me if you **[ROTATE AND READ SCALE]** *strongly agree*, *somewhat agree*, *somewhat disagree*, or *strongly disagree* with each of the following statements...

[RANDOMIZE AND READ STATEMENTS] / How about...

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

A7b Charities generally improve our quality of life

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

A7d Charities are important to Canadians

A7e Charities understand the needs of Canadians better than government does

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

A7g The amounts charities ask people to give are appropriate

A7h Charities are very good at spending money wisely

A7i Charities are very good at helping people

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?

[ROTATE AND READ]

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.
3. (Don't Know)
4. (Refused)

A9 Which of the following statements do you most agree with?

[RANDOMIZE AND READ]

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.
3. (Don't Know)
4. (Refused)

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*?

[REVERSE SCALE]

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 *very acceptable*, *somewhat acceptable*, *somewhat unacceptable*, or a *very unacceptable* thing for charities to... **[READ AND RANDOMIZE, REVERSE SCALE]** 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.

- A11b** Organize letter-writing campaigns.
- A11c** Hold legal street protests or demonstrations.
- A11d** Place advertisements in the media.
- A11e** Block roadways, or other non-violent acts.
- A11f** Use research results to support a message.
- A11g** Speak out on issues like the environment, poverty or healthcare.

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?

[READ AND RANDOMIZE]

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.
3. (Don't Know)
4. (Refused)

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*?

[RANDOMIZE AND READ, REVERSE SCALE] How about...

- A13a** Information about the programs and services the charities deliver
- A13b** Information about how charities use donations
- A13c** Information about charities' fundraising costs
- A13d** Information about the impact of charities' work on Canadians

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...

[RANDOMIZE AND READ] How about...

- A14a** Information about the programs and services the charities deliver
- A14b** Information about how charities use donations
- A14c** Information about charities' fundraising costs
- A14d** Information about the impact of charities' work on Canadians

A15 Thinking of your decisions about charitable donations, which of the following two statements best represents your view... **[RANDOMIZE AND READ]**

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
3. (Don't Know)
4. (Refused)

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

- | | |
|---------------|------------------------|
| 1. Yes | CONTINUE TO A17 |
| 2. No | SKIP TO A18 |
| 3. Don't know | SKIP TO A18 |
| 4. Refused | SKIP TO A18 |

[ASK Q17 IF Q16 = YES, ELSE SKIP TO Q18]

A17 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]**

1. Canada Revenue Agency / Revenue Canada
2. The charities directorate
3. RCMP
4. Local police force
5. Other, specify: _____
6. (Don't Know)
7. (Refused)

A18 Which of the following do you think should be responsible for watching over the activities of charities... **[ROTATE AND READ LIST, ACCEPT ONE RESPONSE]**

1. The charity's board of directors
2. A government agency
3. An independent organization or agency that is not part of either the government or the charity
4. None **[DO NOT READ]**
5. (Don't Know)
6. (Refused)

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... **[RANDOMIZE AND READ, REVERSE SCALE]** How about...

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

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

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

A19d More attention should be paid to the amount of money charities spend on hiring professionals to do their fundraising

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*? **[REVERSE SCALE]**

A21 Which of the following statements to you most agree with... **[ROTATE AND READ LIST, ACCEPT ONE RESPONSE]**

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
3. (No opinion)
4. (Don't know)
5. (Refused)

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* that... **[RANDOMIZE AND READ, REVERSE SCALE]** How about...

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

A22b Charities are generally honest about the way they use donations

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

A22d Charities only ask for money when they really need it

A22e Charities spend too much money on fundraising

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:

A23a 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]**

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* that... **[RANDOMIZE AND READ, REVERSE SCALE]** How about...

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

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

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

A25 Which of the following two points of view comes closest to your own?
[ROTATE AND READ]

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
3. (No opinion)
4. (Don't Know)
5. (Refused)

A26 To make sure we are talking to a cross section of Canadians, we need to get a little more information about your background. At present are you married, living with a partner, widowed, separated, divorced, or have you never been married?

1. Married
2. Living with a partner
3. Widowed

4. Separated
5. Divorced
6. Never been married
7. Don't know
8. Refused

A27 What is the highest level of education you have completed? **(READ LIST)**

1. Grade school or some high school
2. Complete high school
3. Some post-secondary
4. Technical or trade school / Community college
5. Post-secondary diploma
6. Some university
7. Complete university degree
8. Post-graduate degree
9. (Don't Know)
10. (Refused)

A28 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, three or four times a year, once or twice a year, not at all in the past 12 months, or never?

1. At least once a week
2. At least once or twice a month
3. Three or four times a year
4. Once or twice a year
5. Not at all in the past 12 months
6. Never
7. Don't know
8. Refused

A29 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?

1. Full-time job
2. Part-time job
3. Self employed

4. Unemployed
5. Retired
6. Taking care of family
7. Student
8. Disabled
9. Maternity leave / sick leave
10. Other
11. Don't know
12. Refused

A30 We don't need the exact amount; could you please tell me which of these broad categories your total 2012 household income falls into. Please stop me when I reach your category. How about... **(READ LIST)**

1. Less than \$20,000
2. \$20,000 to less than \$50,000
3. \$50,000 to less than \$75,000
4. \$75,000 to less than \$100,000
5. \$100,000 to less than \$150,000
6. \$150,000 or more
7. Don't know
8. Refused

A31 Did you happen to vote in the last federal election in 2011?

1. Yes
2. No
3. Not eligible (too young, not a Canadian citizen, etc.)
4. Don't know
5. Refused

A32 Did you happen to vote in the last provincial election?

1. Yes
2. No
3. Not eligible (too young, not a Canadian citizen, etc.)
4. Don't know
5. Refused

A33 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 2012?

1. Yes
2. No
3. Don't know
4. Refused

A34 As far as you can remember, how much did you donate to charities in 2012? [OPEN END,

1. RECORD NUMBER \$0 – \$99,999,999] _____
2. (Don't Know)
3. (Refused)

A35 Did you volunteer for any charity in 2012?

- | | |
|---------------|--------------------|
| 1. Yes | SKIP TO END |
| 2. No | CONTINUE |
| 3. Don't know | SKIP TO END |
| 4. Refused | SKIP TO END |

A36 Prior to 2012, did you volunteer for any charity?

- | | |
|---------------|--------------------|
| 1. Yes | CONTINUE |
| 2. No | SKIP TO END |
| 3. Don't know | SKIP TO END |
| 4. Refused | SKIP TO END |

A37 About how long ago?

1. More than 1 to less than 3 years ago
2. 3 to less than 5 years ago
3. 5 years ago or longer
4. Don't know
5. Refused

END

Thank you very much for your time, we appreciate it very much. Once again, you can be assured that when the results from this study are given back to the sponsor organizations, none of your responses can be attributed to you personally. Do you have any questions?

Thank you again for your time. Good-bye.

APPENDIX C

TOPLINE RESULTS

NOTE

The Talking About Charities survey instrument has changed over the years.

This document compares the responses to questions asked in 2013 to the same questions asked in previous editions of the survey.

Where a column is shaded, it means that the question was not asked in the survey conducted that year or that the wording of the question has changed, making direct comparisons inappropriate.

Consistent with previous studies, the topline results do not include “don’t know” or “not sure” answers. For that reason, some results may not add to 100%.

A1. Thinking about charities in general, would you say you trust them...

	2013 %	2008 %	2006 %	2004 %	2000 %
A lot	25	27	27	28	24
Some	54	50	52	51	53
A little	16	18	17	17	20
Not at all	4	4	4	3	3

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?

	2013 %	2008 %	2006 %	2004 %	2000 %
A lot	23	25	26	29	
Some	44	47	47	46	
A little	20	21	21	21	
Not at all	9	6	6	4	

A2b How about . . .

Charities that focus on the protection of animals?

	2013 %	2008 %	2006 %	2004 %	2000 %
A lot	29	31	30	34	
Some	43	42	43	41	
A little	18	20	21	19	
Not at all	8	6	6	5	

A2c How about . . .

Charities that focus on health prevention and health research?

	2013 %	2008 %	2006 %	2004 %	2000 %
A lot	40	41	41	42	
Some	41	44	43	44	
A little	12	12	13	12	
Not at all	6	3	3	3	

A2d How about . . .

Charities that focus on social services?

	2013 %	2008 %	2006 %	2004 %	2000 %
A lot	24	27	25	25	
Some	48	50	50	50	
A little	18	18	20	20	
Not at all	6	4	5	5	

A2e How about . . .

Charities that focus on international development?

	2013 %	2008 %	2006 %	2004 %	2000 %
A lot	10	14	13	12	
Some	40	45	44	44	
A little	29	28	31	32	
Not at all	17	11	11	10	

A2f How about . . .

Charities that focus on children and children's activities?

	2013 %	2008 %	2006 %	2004 %	2000 %
A lot	41	43	40	44	
Some	41	43	45	42	
A little	12	12	12	11	
Not at all	4	2	3	2	

A2g How about . . .

Charities that focus on education?

	2013 %	2008 %	2006 %	2004 %	2000 %
A lot	34	30	28	29	
Some	44	50	49	50	
A little	14	15	18	16	
Not at all	4	3	3	3	

A2h How about . . .

Charities that focus on arts?

	2013 %	2008 %	2006 %	2004 %	2000 %
A lot	19	18	16	16	
Some	41	45	45	44	
A little	19	24	27	28	
Not at all	11	9	10	9	

A2i How about . . .
Hospitals?

	2013 %	2008 %	2006 %	2004 %	2000 %
A lot	53	50	50	50	
Some	33	38	39	38	
A little	9	9	10	10	
Not at all	4	2	2	2	

A2j How about . . .
Churches and other places of worship?

	2013 %	2008 %	2006 %	2004 %	2000 %
A lot	24	24			
Some	35	41			
A little	20	22			
Not at all	19	12			

A2k How about . . .
Religious organizations (excluding churches and other places of worship)?

	2013 %	2008 %	2006 %	2004 %	2000 %
A lot	8	11			
Some	33	34			
A little	24	31			
Not at all	29	22			

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?

	2013 %	2008 %	2006 %	2004 %	2000 %
A lot	9				
Some	36				
A little	30				
Not at all	23				

A3b How about ...
the provincial government?

	2013 %	2008 %	2006 %	2004 %	2000 %
A lot	8				
Some	36				
A little	33				
Not at all	21				

A3c How about ...
local government?

	2013 %	2008 %	2006 %	2004 %	2000 %
A lot	13				
Some	44				
A little	25				
Not at all	16				

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

	2013 %	2008 %	2006 %	2004 %	2000 %
A lot	10				
Some	43				
A little	34				
Not at all	13				

A3e How much trust do you have in ...
Major corporations?

	2013 %	2008 %	2006 %	2004 %	2000 %
A lot	5				
Some	35				
A little	36				
Not at all	20				

A3f How much trust do you have in ...
Small business?

	2013 %	2008 %	2006 %	2004 %	2000 %
A lot	28				
Some	53				
A little	14				
Not at all	3				

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?

	2013 %	2008 %	2006 %	2004 %	2000 %
A lot	56	63	62	61	
Some	36	30	31	32	
A little	6	5	6	6	
Not at all	2	1	1	1	

A4b People who are federal politicians?

	2013 %	2008 %	2006 %	2004 %	2000 %
A lot	3	3	2	2	
Some	30	38	31	28	
A little	37	35	39	37	
Not at all	28	23	27	33	

A4c People who are lawyers?

	2013 %	2008 %	2006 %	2004 %	2000 %
A lot	9	13	12	13	
Some	43	49	47	46	
A little	29	23	28	27	
Not at all	16	14	13	13	

How much trust do you have in ...

A4d People who are religious leaders?

	2013 %	2008 %	2006 %	2004 %	2000 %
A lot	10	21	20	22	
Some	39	42	45	45	
A little	27	22	22	22	
Not at all	22	14	13	10	

How much trust do you have in ...

A4e People who are journalists and reporters?

	2013 %	2008 %	2006 %	2004 %	2000 %
A lot	12	14	12	13	
Some	50	51	51	51	
A little	27	26	28	27	
Not at all	9	8	8	9	

How much trust do you have in ...

A4f People who are nurses?

	2013 %	2008 %	2006 %	2004 %	2000 %
A lot	72	75	74	73	
Some	23	21	22	23	
A little	4	3	3	3	
Not at all	1	0	0	1	

How much trust do you have in ...

A4g People who are provincial politicians?

	2013 %	2008 %	2006 %	2004 %	2000 %
A lot	3	4	3	2	
Some	33	41	35	30	
A little	38	33	38	38	
Not at all	25	22	24	29	

How much trust do you have in ...

A4h People who are business leaders?

	2013 %	2008 %	2006 %	2004 %	2000 %
A lot	10	12	12	11	
Some	55	58	58	57	
A little	26	23	24	25	
Not at all	8	6	6	6	

How much trust do you have in ...

A4i People who are leaders of charities?

	2013 %	2008 %	2006 %	2004 %	2000 %
A lot	17	25	22	24	
Some	54	53	55	56	
A little	20	18	18	17	
Not at all	8	4	4	3	

How much trust do you have in ...

A4j People who are union leaders?

	2013 %	2008 %	2006 %	2004 %	2000 %
A lot	8	10	8	10	
Some	38	43	42	41	
A little	29	28	30	31	
Not at all	22	17	19	17	

How much trust do you have in ...

A4k People who are government employees?

	2013 %	2008 %	2006 %	2004 %	2000 %
A lot	14	16	14	13	
Some	52	55	54	53	
A little	23	21	24	25	
Not at all	9	7	8	8	

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.

	2013 %	2008 %	2006 %	2004 %	2000 %
Very familiar	15	17	16	14	10
Somewhat familiar	65	62	64	62	55
Not very familiar	17	18	18	20	29
Not at all familiar	2	3	3	4	5

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.

	2013 %	2008 %	2006 %	2004 %	2000 %
Strongly agree	16				
Somewhat agree	43				
Somewhat disagree	27				
Strongly disagree	14				

How about . . .

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

	2013 %	2008 %	2006 %	2004 %	2000 %
Strongly agree	7				
Somewhat agree	27				
Somewhat disagree	40				
Strongly disagree	24				

How about . . .

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

	2013 %	2008 %	2006 %	2004 %	2000 %
Strongly agree	26				
Somewhat agree	43				
Somewhat disagree	19				
Strongly disagree	11				

How about . . .

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.

	2013 %	2008 %	2006 %	2004 %	2000 %
Strongly agree	27				
Somewhat agree	45				
Somewhat disagree	16				
Strongly disagree	11				

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.

	2013 %	2008 %	2006 %	2004 %	2000 %
Strongly agree	17	19	19	20	
Somewhat agree	37	37	38	37	
Somewhat disagree	23	23	23	23	
Strongly disagree	19	20	19	19	

How about ...

A7b Charities generally improve our quality of life.

	2013 %	2008 %	2006 %	2004 %	2000 %
Strongly agree	33	32	31	35	
Somewhat agree	55	54	55	52	
Somewhat disagree	7	10	10	10	
Strongly disagree	3	4	3	3	

How about ...

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

	2013 %	2008 %	2006 %	2004 %	2000 %
Strongly agree	18	22	21	25	
Somewhat agree	45	48	49	47	
Somewhat disagree	23	21	22	21	
Strongly disagree	7	7	7	6	

How about ...

A7d Charities are important to Canadians.

	2013 %	2008 %	2006 %	2004 %	2000 %
Strongly agree	58	51	51	54	
Somewhat agree	36	42	43	40	
Somewhat disagree	4	5	5	4	
Strongly disagree	1	2	2	2	

How about ...

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

	2013 %	2008 %	2006 %	2004 %	2000 %
Strongly agree	24	27	28	34	
Somewhat agree	44	48	48	45	
Somewhat disagree	19	18	17	16	
Strongly disagree	7	6	6	5	

How about ...

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

	2013 %	2008 %	2006 %	2004 %	2000 %
Strongly agree	23				
Somewhat agree	50				
Somewhat disagree	15				
Strongly disagree	7				

How about ...

A7g The amounts charities ask people to give are appropriate.

	2013 %	2008 %	2006 %	2004 %	2000 %
Strongly agree	32				
Somewhat agree	41				
Somewhat disagree	15				
Strongly disagree	4				

How about ...

A7h Charities are very good at spending money wisely.

	2013 %	2008 %	2006 %	2004 %	2000 %
Strongly agree	9				
Somewhat agree	51				
Somewhat disagree	25				
Strongly disagree	9				

How about ...

A7i Charities are very good at helping people.

	2013 %	2008 %	2006 %	2004 %	2000 %
Strongly agree	35				
Somewhat agree	55				
Somewhat disagree	6				
Strongly disagree	2				

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.

	2013 %	2008 %	2006 %	2004 %	2000 %
Have value because they represent a public interest perspective	63%	64%	63%		
Do not have value because they only represent the perspective of a particular interest group	33%	34%	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.

	2013 %	2008 %	2006 %	2004 %	2000 %
All money should go to the charity's cause	34%	39%	39%	43%	
Appropriate to have some money go to reasonable operating costs	66%	60%	60%	57%	

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*?

	2013 %	2008 %	2006 %	2004 %	2000 %
Strongly agree	32	31	32	38	
Somewhat agree	37	38	41	40	
Somewhat disagree	12	18	18	13	
Strongly disagree	9	9	8	6	

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.

	2013 %	2008 %	2006 %	2004 %	2000 %
Very acceptable	55	61	59	58	
Somewhat acceptable	36	33	35	34	
Somewhat unacceptable	5	3	4	4	
Very unacceptable	4	2	2	4	

How about ...

A11b Organize letter-writing campaigns

	2013 %	2008 %	2006 %	2004 %	2000 %
Very acceptable	41	38	36	38	
Somewhat acceptable	42	45	47	46	
Somewhat unacceptable	8	10	10	9	
Very unacceptable	5	6	6	5	

How about ...

A11c Hold legal street protests or demonstrations.

	2013 %	2008 %	2006 %	2004 %	2000 %
Very acceptable	26	23	24	24	
Somewhat acceptable	37	39	38	40	
Somewhat unacceptable	17	17	19	19	
Very unacceptable	18	20	18	16	

How about ...

A11d Place advertisements in the media.

	2013 %	2008 %	2006 %	2004 %	2000 %
Very acceptable	43	44	41	45	
Somewhat acceptable	44	46	48	47	
Somewhat unacceptable	8	6	6	5	
Very unacceptable	4	4	4	3	

How about ...

A11e Block roadways, or other non-violent acts

	2013 %	2008 %	2006 %	2004 %	2000 %
Very acceptable	9	8	9	9	
Somewhat acceptable	21	19	19	24	
Somewhat unacceptable	20	24	23	23	
Very unacceptable	47	49	48	43	

How about ...

A11f Use research results to support a message

	2013 %	2008 %	2006 %	2004 %	2000 %
Very acceptable	58	53	47	49	
Somewhat acceptable	34	39	44	42	
Somewhat unacceptable	4	4	4	5	
Very unacceptable	2	3	3	3	

How about ...

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

	2013 %	2008 %	2006 %	2004 %	2000 %
Very acceptable	61	61	58	59	
Somewhat acceptable	33	34	37	36	
Somewhat unacceptable	3	3	3	3	
Very unacceptable	2	2	2	1	

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.

	2013 %	2008 %	2006 %	2004 %	2000 %
Obligated to provide information about both sides	80	83	83	83	
Only provide information that supports their cause	19	17	16	17	

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.

	2013 %	2008 %	2006 %	2004 %	2000 %
Very important	81	78	76	76	
Somewhat important	17	20	22	22	
Somewhat unimportant	1	1	1	1	
Very unimportant	1	1	1	1	

How about ...

A13b Information about how charities use donations.

	2013 %	2008 %	2006 %	2004 %	2000 %
Very important	87	87	86	86	
Somewhat important	11	11	11	13	
Somewhat unimportant	1	1	1	1	
Very unimportant	1	1	1	0	

How about ...

A13c Information about charities' fundraising costs.

	2013 %	2008 %	2006 %	2004 %	2000 %
Very important	73	73	69	68	
Somewhat important	24	24	27	28	
Somewhat unimportant	2	2	2	3	
Very unimportant	1	1	1	1	

How about ...

A13d Information about the impact of charities' work on Canadians.

	2013 %	2008 %	2006 %	2004 %	2000 %
Very important	61	60	59	61	
Somewhat important	33	36	36	33	
Somewhat unimportant	3	3	3	4	
Very unimportant	2	1	1	1	

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

	2013 %	2008 %	2006 %	2004 %	2000 %
Poor	8	9	8	9	
Fair	35	39	40	40	
Good	47	44	45	44	
Excellent	7	7	6	7	

How about ...

A14b Information about how charities use donations

	2013 %	2008 %	2006 %	2004 %	2000 %
Poor	28	26	25	25	
Fair	42	44	43	43	
Good	23	25	28	28	
Excellent	3	4	3	3	

How about ...

A14c Information about charities' fundraising costs.

	2013 %	2008 %	2006 %	2004 %	2000 %
Poor	36	32	29	30	
Fair	37	41	43	41	
Good	18	23	24	25	
Excellent	3	3	3	3	

How about ...

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

	2013 %	2008 %	2006 %	2004 %	2000 %
Poor	16	15	16	15	
Fair	42	45	45	45	
Good	32	34	4	34	
Excellent	4	4	4	4	

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.

	2013 %	2008 %	2006 %	2004 %	2000 %
Would like more information	48	49	48	51	
Comfortable with information I have	48	49	51	48	

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

	2013 %	2008 %	2006 %	2004 %	2000 %
Yes	29	31	31	32	28
No	35	53	60	58	51
Don't know/not sure	36	15	9	11	22

A17. Do you happen to know the name of the organization or agency that is responsible for watching over the activities of charities?

NOTE: This question was asked ONLY of those people who answered “yes” to the previous question.

	2013 %	2008 %	2006 %	2004 %	2000 %
CRA / Charities Directorate	15	9	5	6	
Government	6	8	7	5	
Specific Charities	2	1	2	1	
Consumer Affairs	0	0	1	1	
Other	3	6	6	6	
Don't know	73	76	78	79	

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?

	2013 %	2008 %	2006 %	2004 %	2000 %
Board of directors	12	13	13	16	19
Government agency	23	22	21	17	9
Independent organization or agency	62	63	65	66	70
No one	1	0	1	1	0

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 ...

How about ...

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

	2013 %	2008 %	2006 %	2004 %	2000 %
Strongly agree	64	62	61	63	
Somewhat agree	29	32	32	32	
Somewhat disagree	5	4	6	5	
Strongly disagree	1	1	1	1	

How about ...

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

	2013 %	2008 %	2006 %	2004 %	2000 %
Strongly agree	38	42	42	43	
Somewhat agree	42	45	44	46	
Somewhat disagree	15	9	11	9	
Strongly disagree	3	3	2	2	

How about ...

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

	2013 %	2008 %	2006 %	2004 %	2000 %
Strongly agree	43	47	45	48	
Somewhat agree	43	43	45	43	
Somewhat disagree	9	7	8	7	
Strongly disagree	2	1	2	1	

How about ...

A19d More attention should be paid to the amount of money charities spend on hiring professionals to do their fundraising.

	2013 %	2008 %	2006 %	2004 %	2000 %
Strongly agree	52	56	53	51	
Somewhat agree	33	32	34	35	
Somewhat disagree	10	7	9	10	
Strongly disagree	3	4	4	4	

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*?

	2013 %	2008 %	2006 %	2004 %	2000 %
Strongly agree	68	68	66	65	66
Somewhat agree	24	26	28	29	28
Somewhat disagree	5	4	4	4	4
Strongly disagree	2	2	2	1	1

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.

	2013 %	2008 %	2006 %	2004 %	2000 %
Should be legal limit	46	52	53	47	
Charities should decide	49	47	47	52	
No opinion	2	1	1	1	
Don't know/not sure	46	52	53	47	

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.

	2013 %	2008 %	2006 %	2004 %	2000 %
Strongly agree	49	52	51	57	
Somewhat agree	42	41	43	39	
Somewhat disagree	5	4	4	3	
Strongly disagree	1	2	2	1	

How about ...

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

	2013 %	2008 %	2006 %	2004 %	2000 %
Strongly agree	13	18	18	19	
Somewhat agree	57	58	62	59	
Somewhat disagree	17	15	12	15	
Strongly disagree	7	7	7	6	

How about ...

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

	2013 %	2008 %	2006 %	2004 %	2000 %
Strongly agree	31	35	35	32	
Somewhat agree	37	37	37	37	
Somewhat disagree	20	20	19	22	
Strongly disagree	6	6	6	8	

How about ...

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

	2013 %	2008 %	2006 %	2004 %	2000 %
Strongly agree	10	15	15	16	
Somewhat agree	23	26	31	32	
Somewhat disagree	36	32	31	31	
Strongly disagree	26	25	22	21	

How about ...

A22e Charities spend too much money on fundraising.

	2013 %	2008 %	2006 %	2004 %	2000 %
Strongly agree	15	15			
Somewhat agree	37	43			
Somewhat disagree	27	29			
Strongly disagree	7	7			

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.

	2013 %	2008 %	2006 %	2004 %	2000 %
Strongly agree	46	49	51	49	
Somewhat agree	34	34	34	34	
Somewhat disagree	12	10	8	10	
Strongly disagree	8	7	6	6	

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*.

How about ...

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

	2013 %	2008 %	2006 %	2004 %	2000 %
Strongly agree	34	35	32	35	
Somewhat agree	52	51	55	52	
Somewhat disagree	8	7	8	7	
Strongly disagree	4	5	4	4	

How about ...

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.

	2013 %	2008 %	2006 %	2004 %	2000 %
Strongly agree	25	27	24	26	
Somewhat agree	45	47	48	48	
Somewhat disagree	19	17	20	17	
Strongly disagree	5	7	7	8	

How about ...

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

	2013 %	2008 %	2006 %	2004 %	2000 %
Strongly agree	11	12	12	13	
Somewhat agree	32	40	40	40	
Somewhat disagree	38	33	36	34	
Strongly disagree	11	11	11	11	

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.

	2013 %	2008 %	2006 %	2004 %	2000 %
Should have to pay taxes like any other business	31	28	28	28	
Shouldn't have to pay tax if it is used to support their cause	64	70	71	72	
No opinion	2	1	1	1	



ISBN 978-1-897282-27-4