

## A NOTE ABOUT CHARTS

The charts that follow provide graphic depictions of some of the results of “Talking About Charities 2004” – a public-opinion poll commissioned by The Muttart Foundation and conducted by Ipsos Reid.

Across Canada, 3,863 telephone interviews were conducted. An overall sample of this size is considered statistically accurate within  $\pm 2.2\%$ , nineteen times out of twenty. The level of accuracy is less for provincial samples and for demographic breakdowns. The following table shows the number of interviews conducted in each province and the level of statistical accuracy for each province.

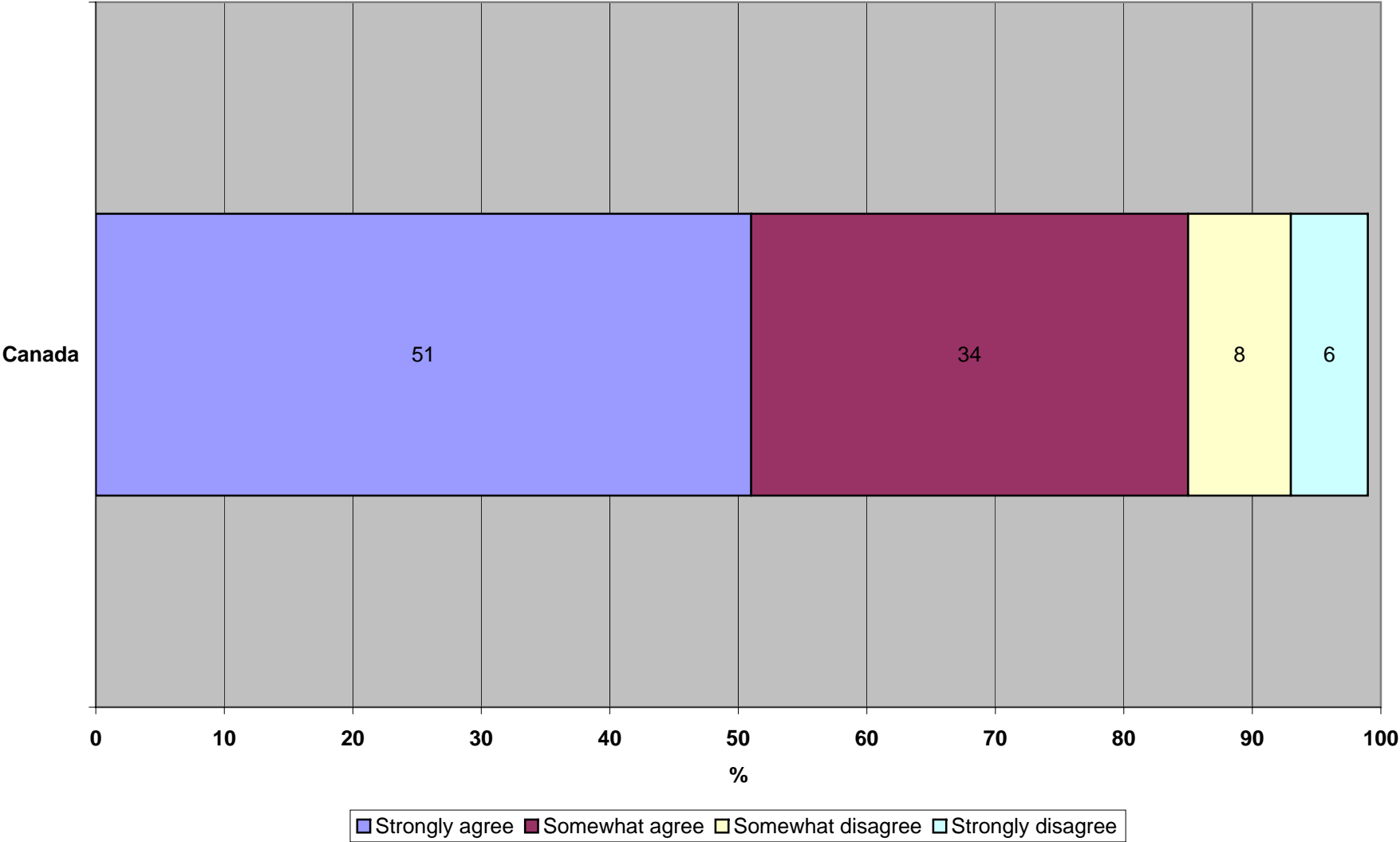
<b>Province</b>	<b>Interviews conducted</b>	<b>Statistical accuracy (19 times out of 20)</b>
British Columbia	500	$\pm 4.4\%$
Alberta	401	$\pm 4.9\%$
Saskatchewan	301	$\pm 5.7\%$
Manitoba	301	$\pm 5.7\%$
Ontario	751	$\pm 3.6\%$
Quebec	605	$\pm 4.0\%$
New Brunswick	300	$\pm 5.7\%$
Nova Scotia	300	$\pm 5.7\%$
Prince Edward Island	201	$\pm 6.9\%$
Newfoundland & Labrador	203	$\pm 6.9\%$
Canada	3,863	$\pm 2.2\%$

The titles on the charts do not reflect the exact wording of the question. To see those questions and to obtain detailed information about methodology or results, visit The Muttart Foundation website at [www.muttart.org](http://www.muttart.org). Detailed cross-tabulations are also available on the website. By special arrangement, the complete dataset will be made available to researchers.

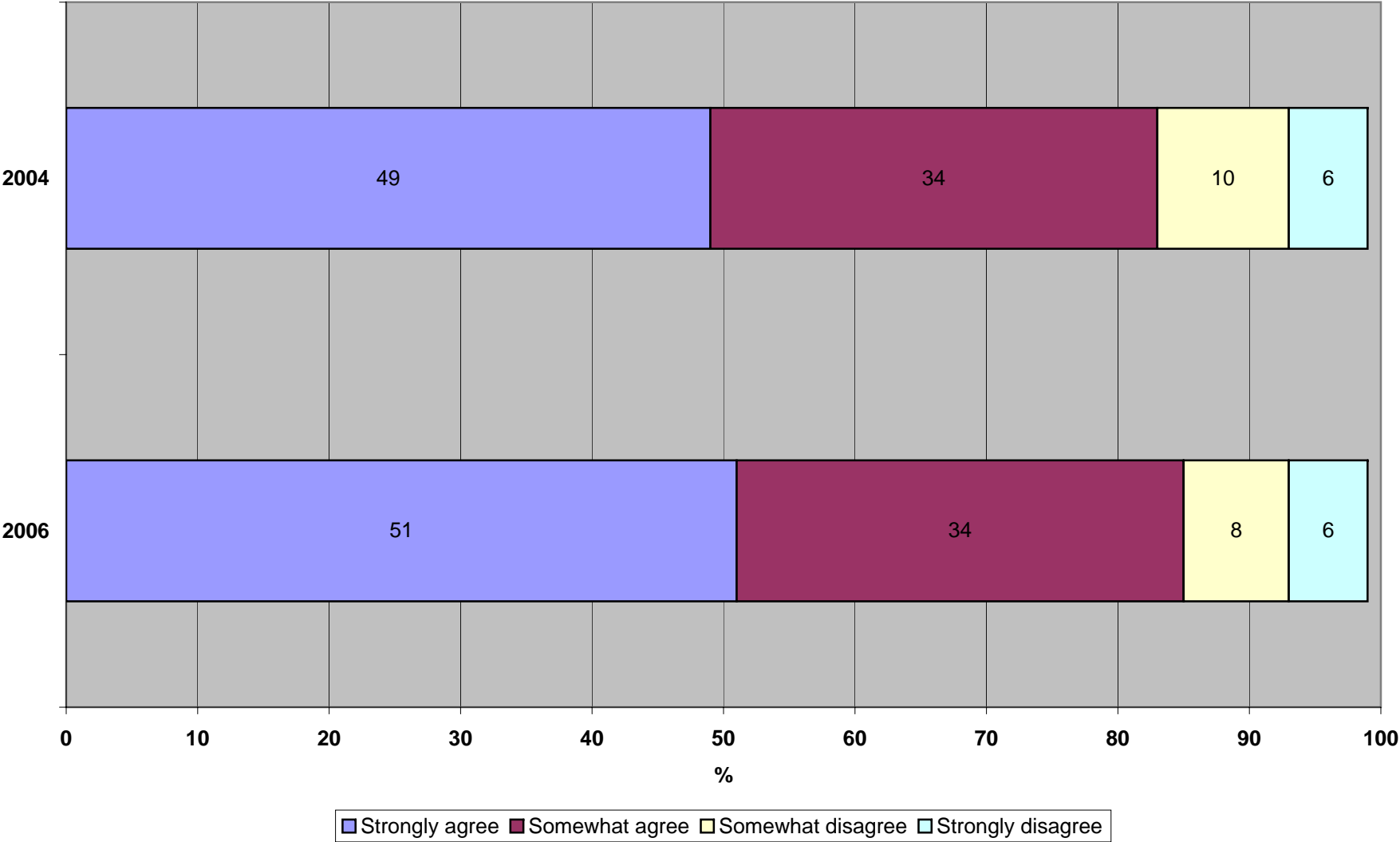
Results for questions may not add up to 100% because of rounding errors.

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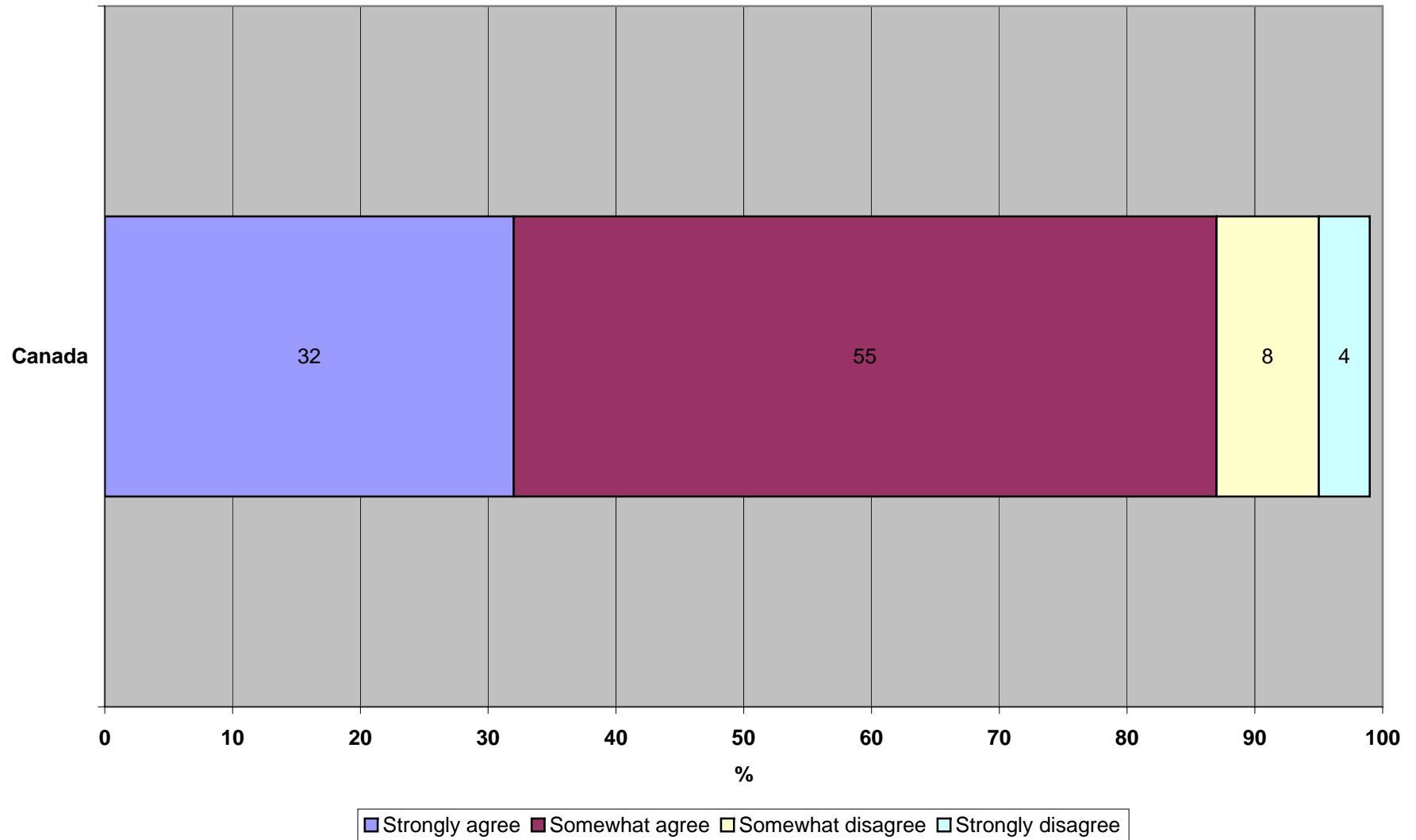
**Charities should be able to earn money through any type of business activity they want as long as the proceeds go to their cause**



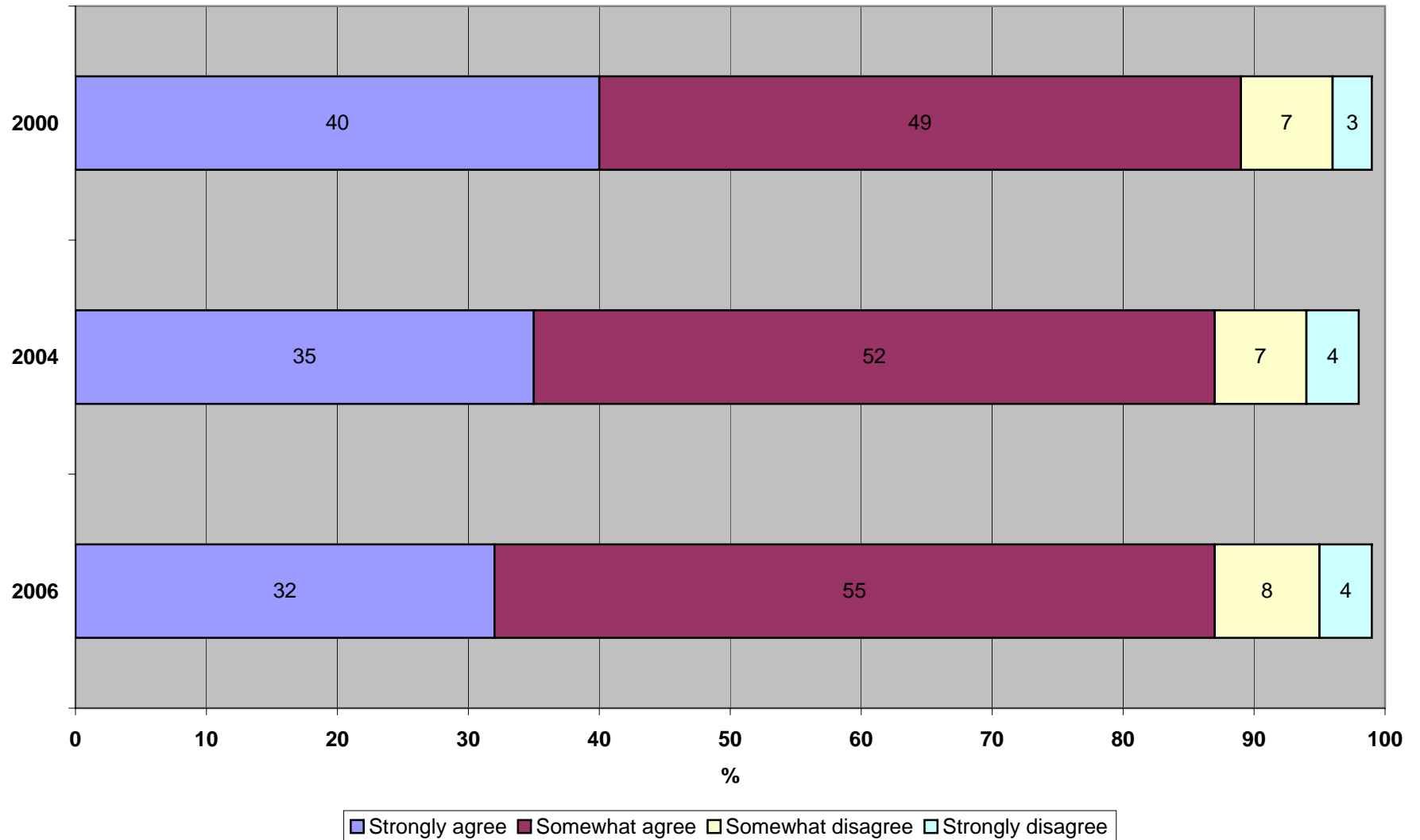
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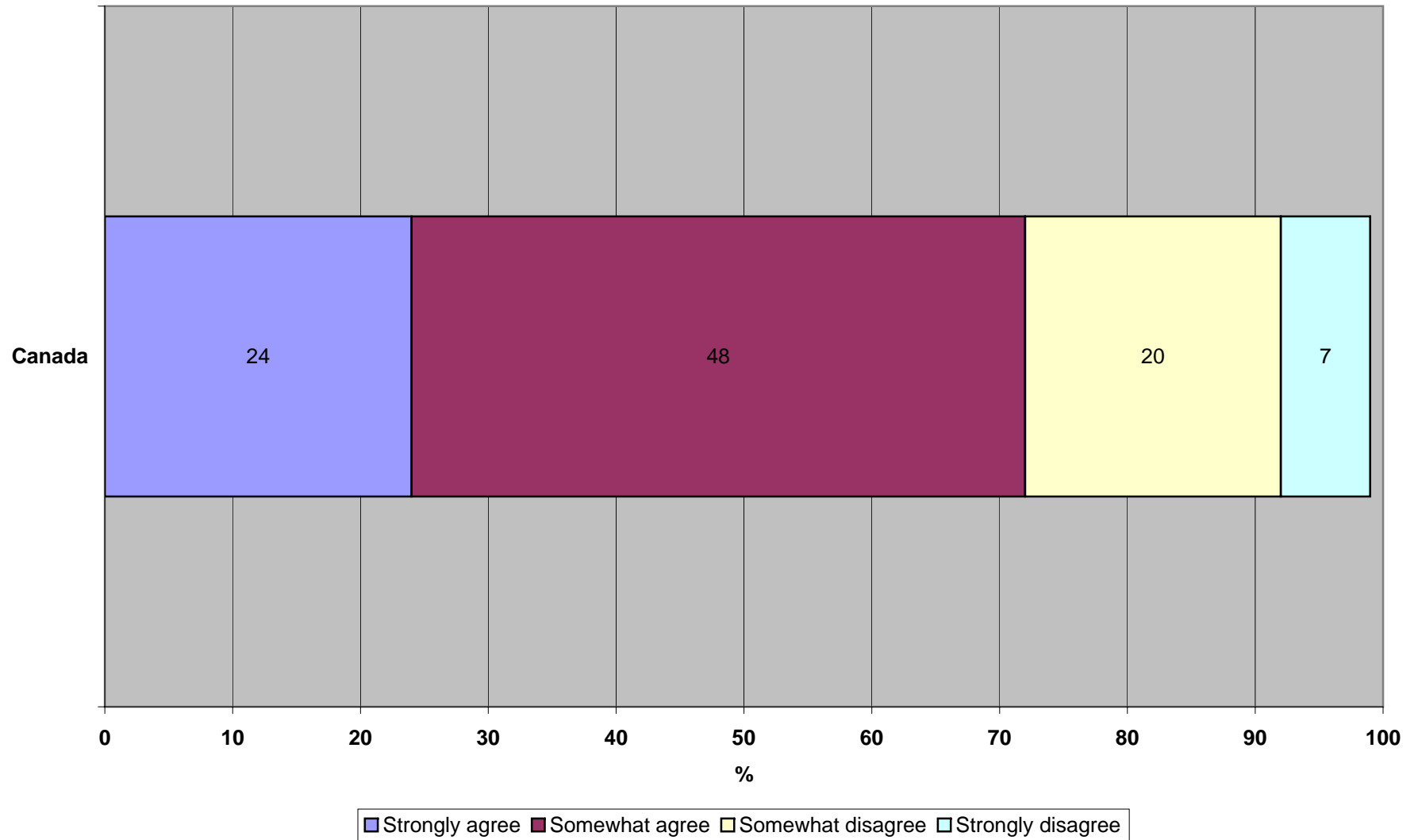
**Running a business is a good way to raise money that charities aren't able to get through donations and grants**



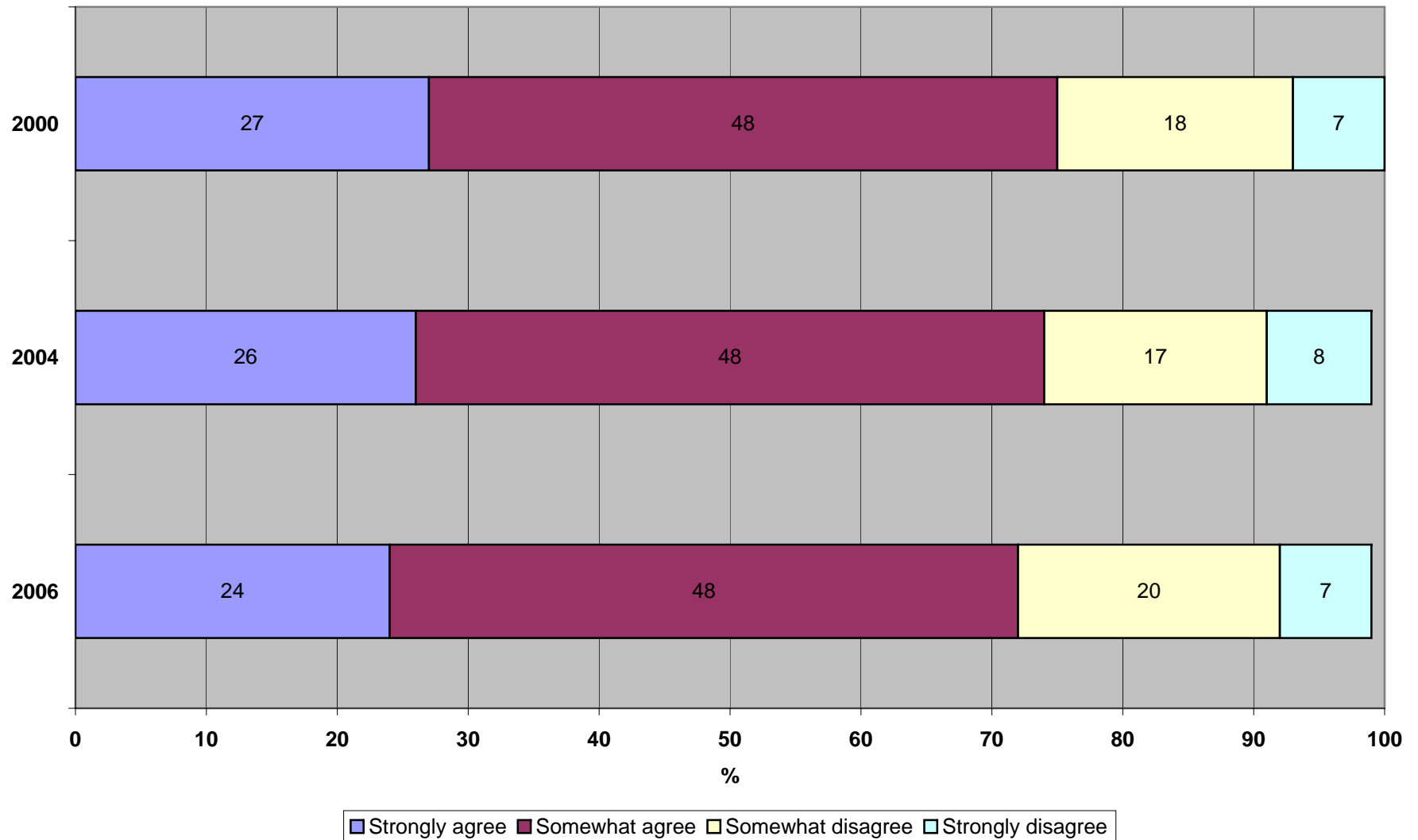
### Running a business is a good way to raise money that charities aren't able to get through donations and grants



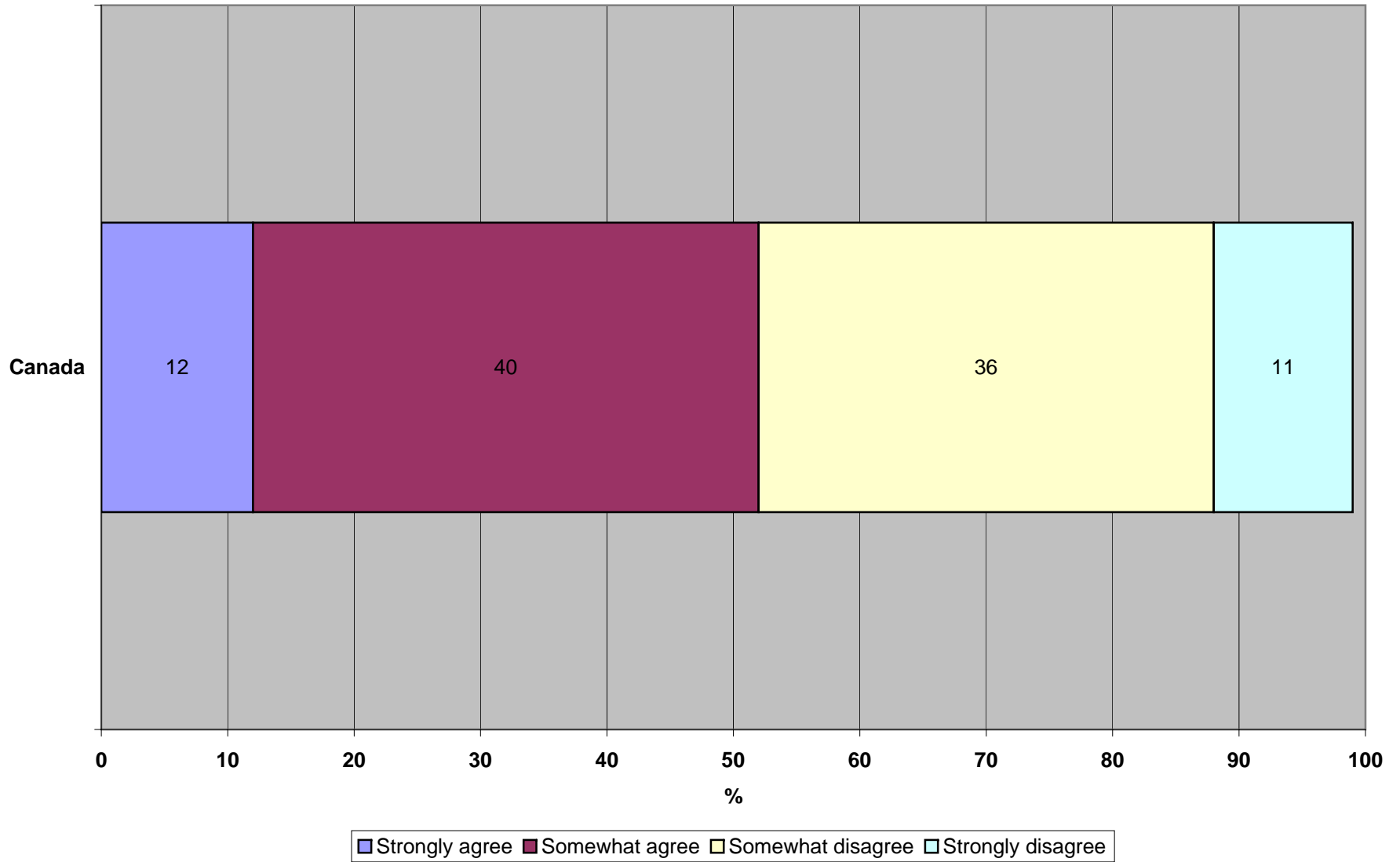
**When a charity runs a business, a significant worry is that money could get lost on the business instead of being used to help Canadians**



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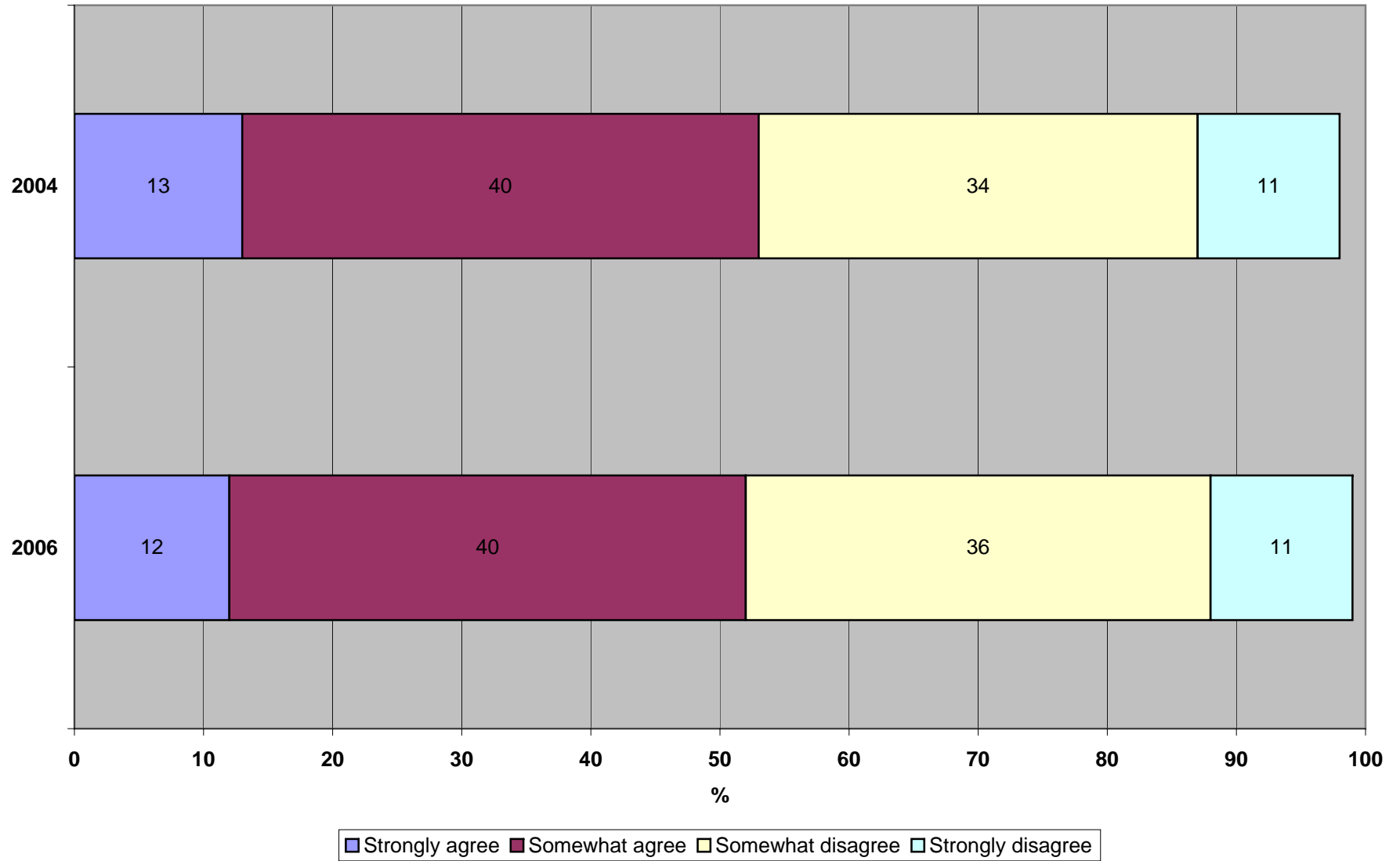


**When charities run businesses, it takes too much time away from their core cause**

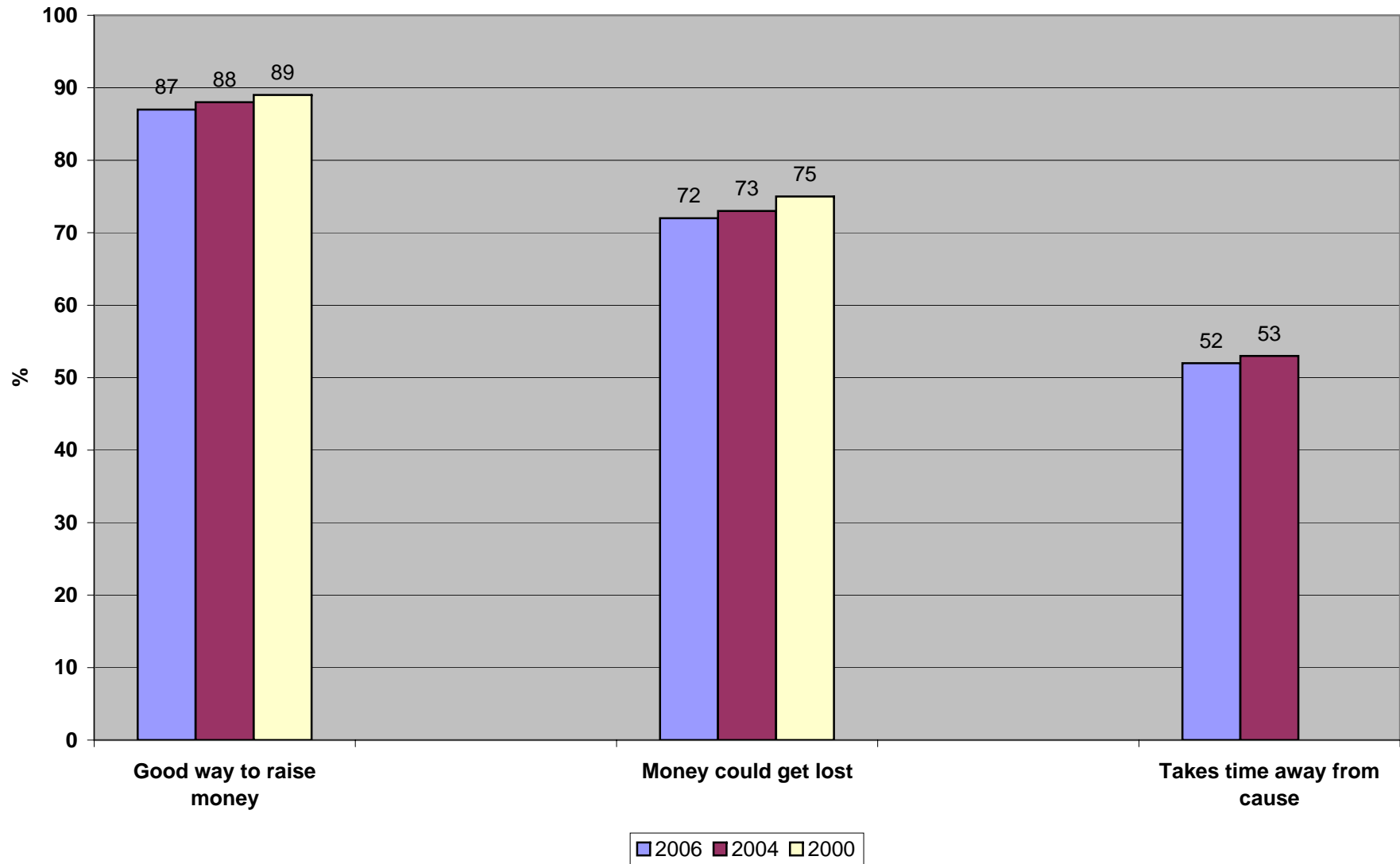




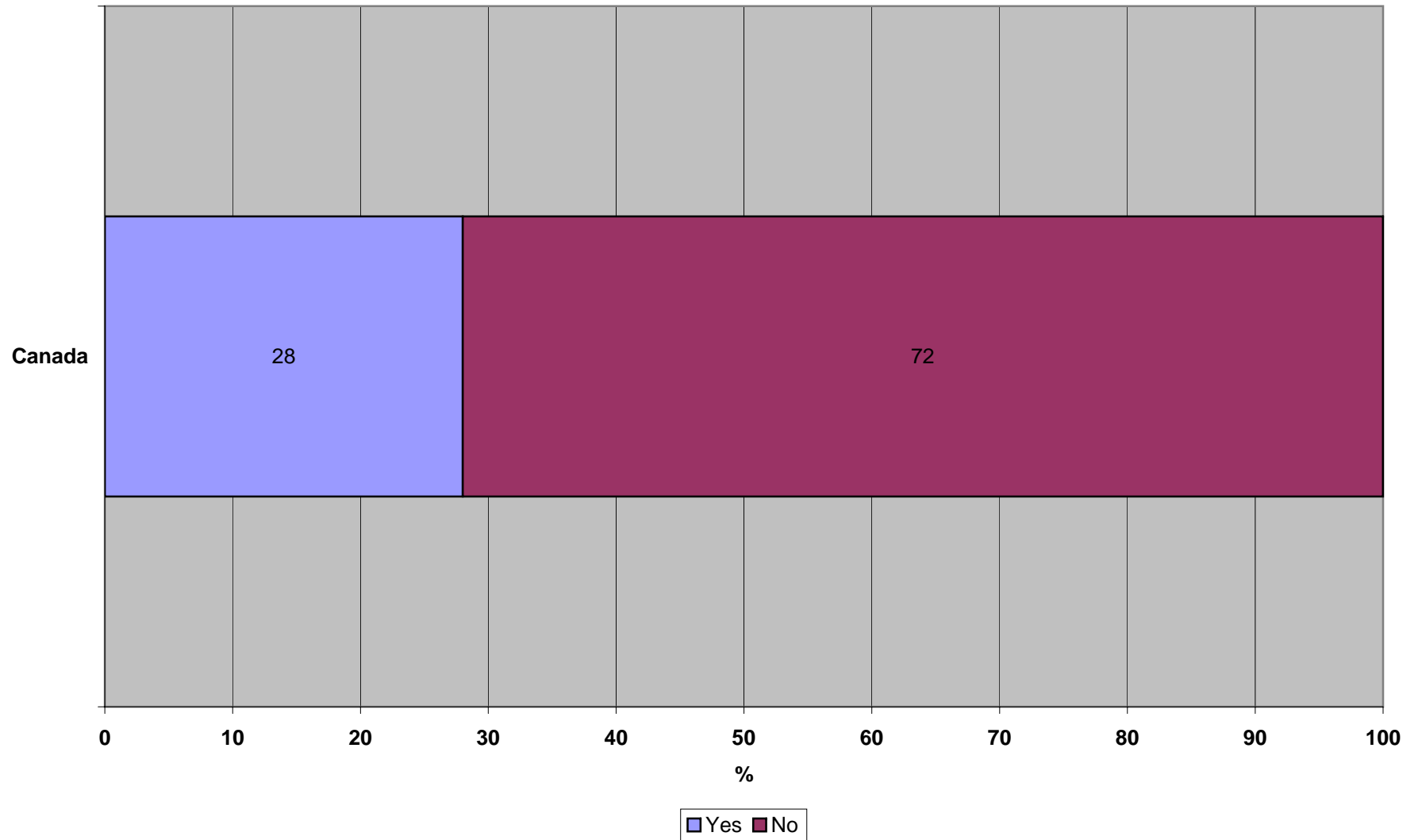
### When charities run businesses, it takes too much time away from their core cause



### Agreement (strongly agree+agree) on business questions



**Should charities have to pay taxes on business income if the income is used to support their cause?**



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