

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.

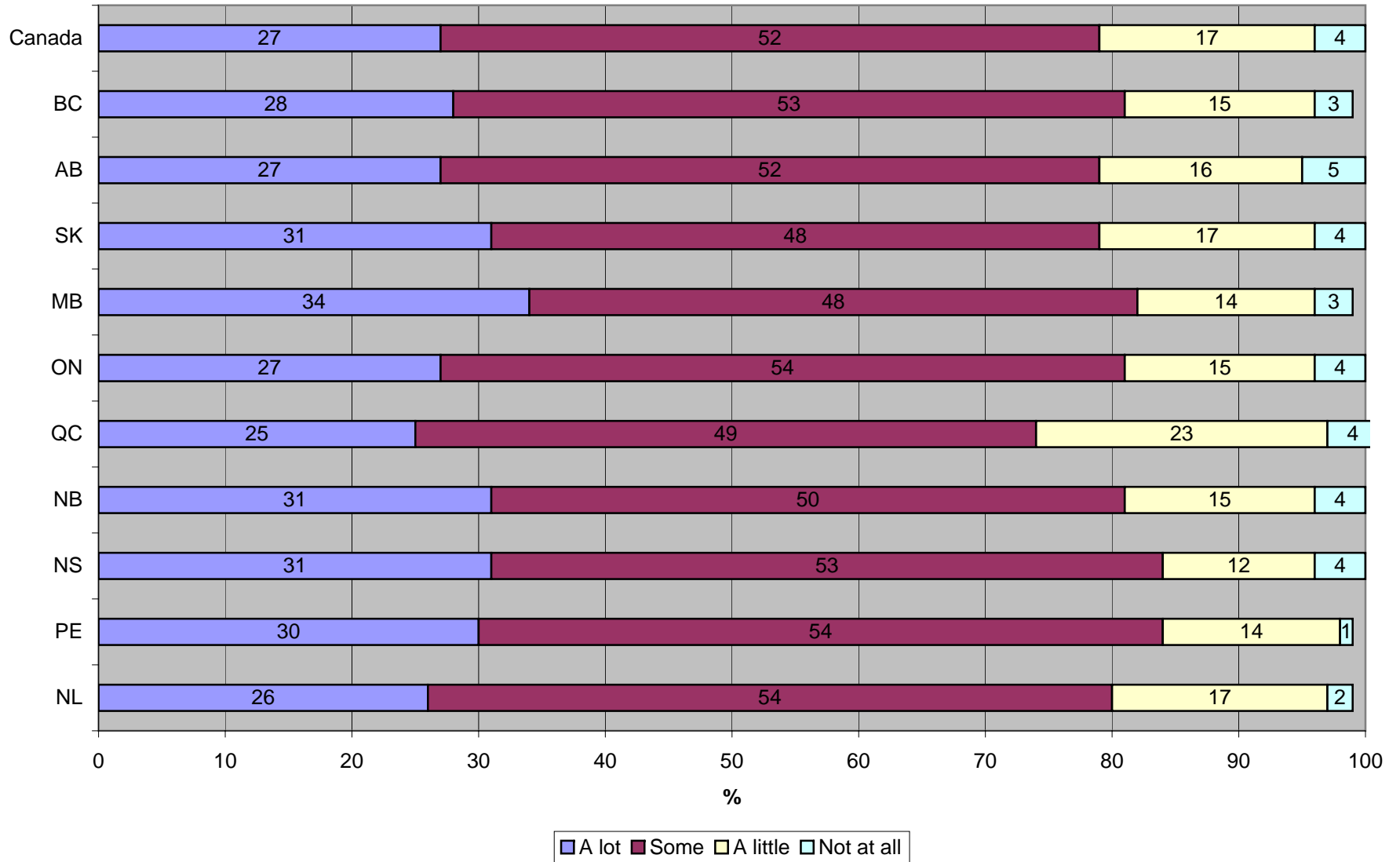
Province	Interviews conducted	Statistical accuracy (19 times out of 20)
British Columbia	500	$\pm 4.4\%$
Alberta	401	$\pm 4.9\%$
Saskatchewan	301	$\pm 5.7\%$
Manitoba	301	$\pm 5.7\%$
Ontario	751	$\pm 3.6\%$
Quebec	605	$\pm 4.0\%$
New Brunswick	300	$\pm 5.7\%$
Nova Scotia	300	$\pm 5.7\%$
Prince Edward 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. Detailed cross-tabulations are also available on the website. By special arrangement, the complete dataset will be made available to researchers.

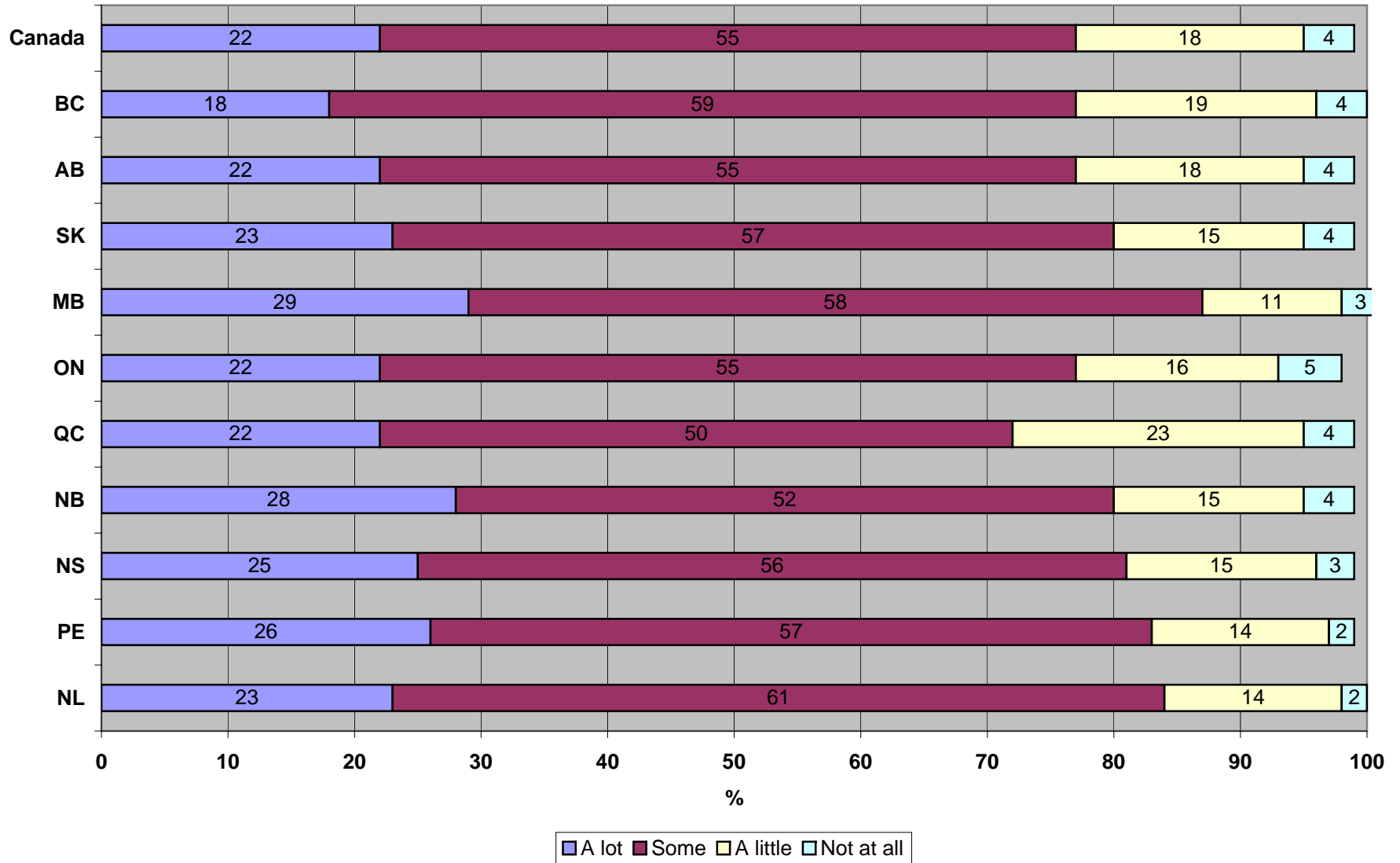
Results for questions may not add up to 100% because of rounding errors.

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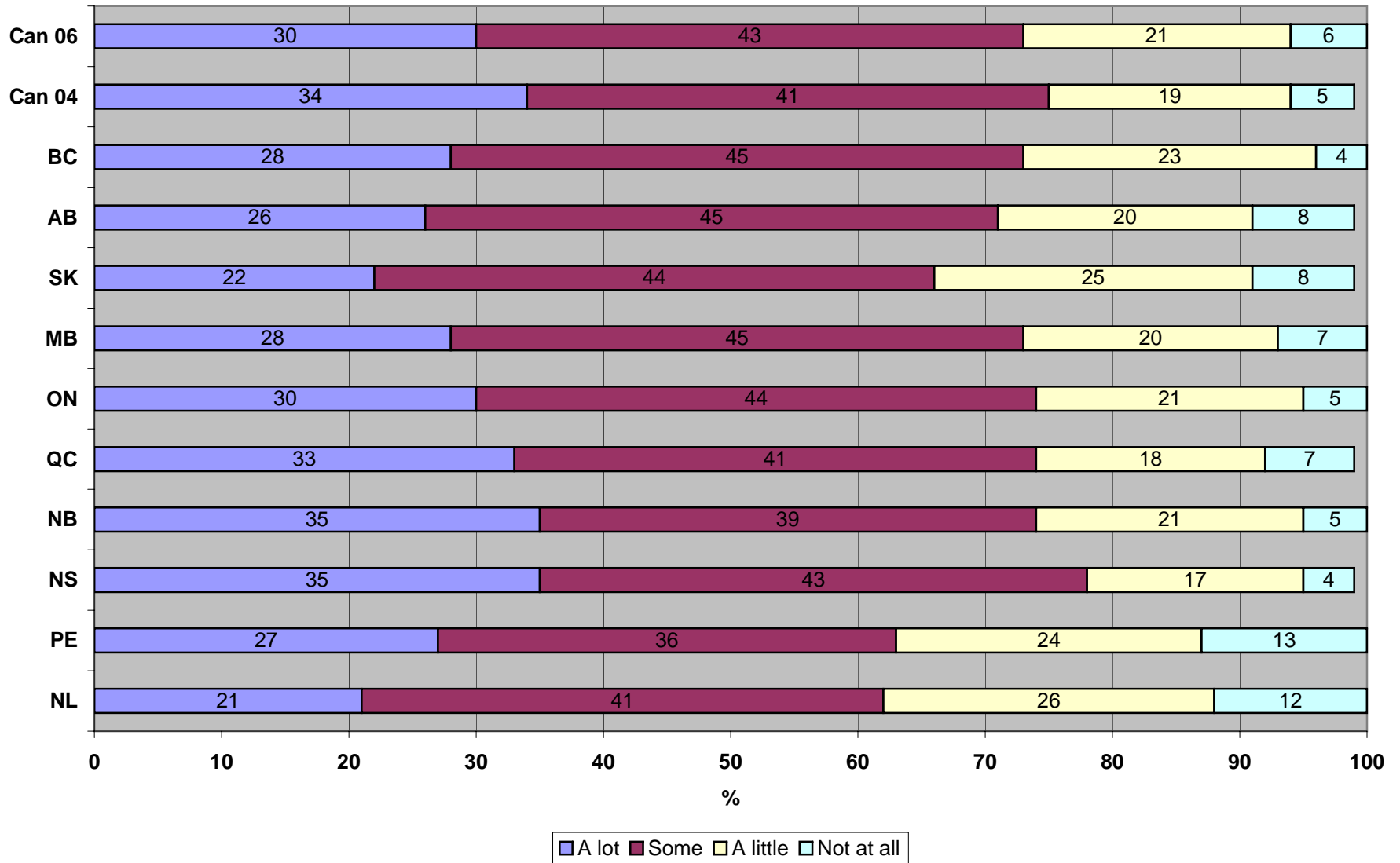
Trust in general by province



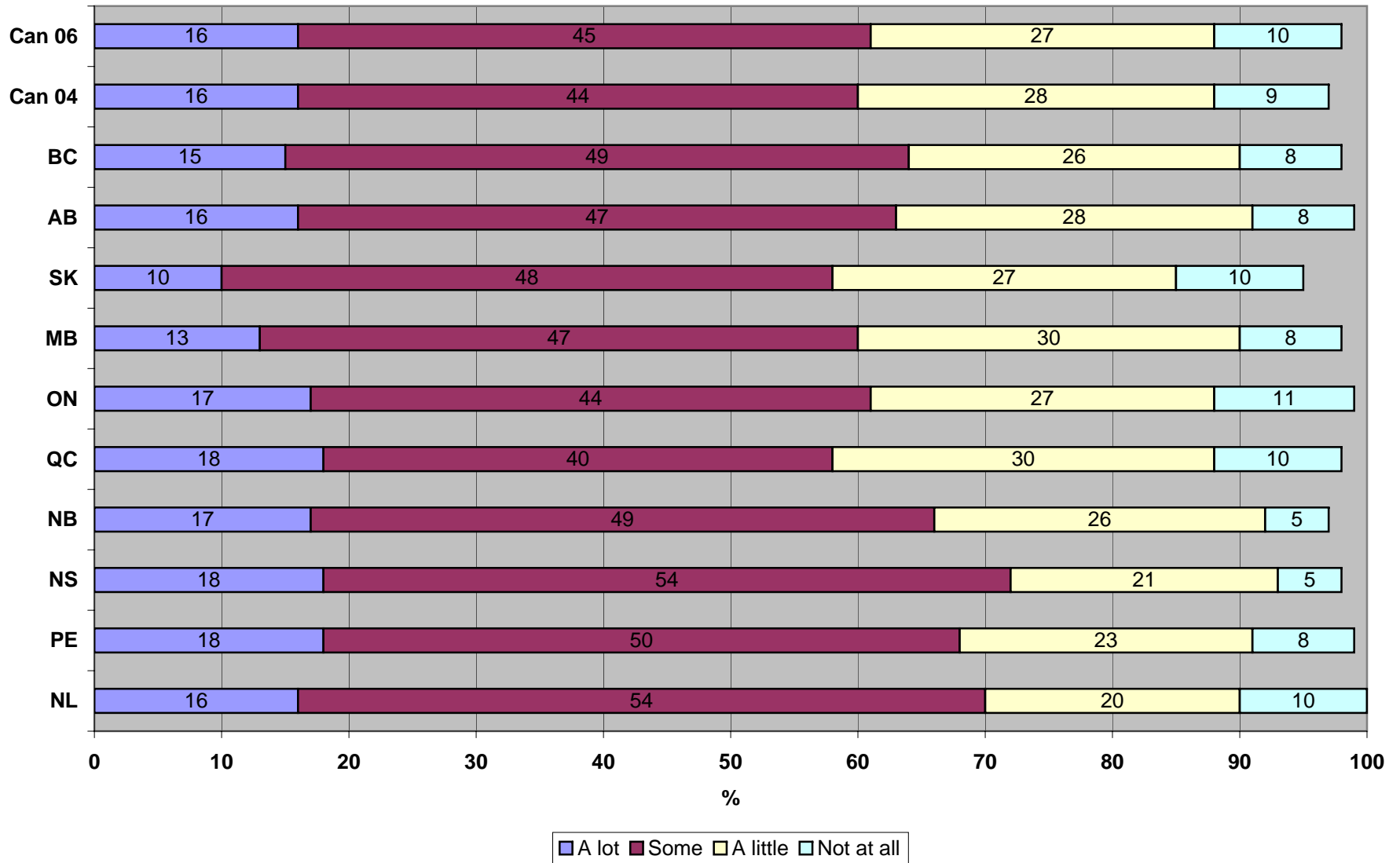
How much trust do you have in leaders of charities



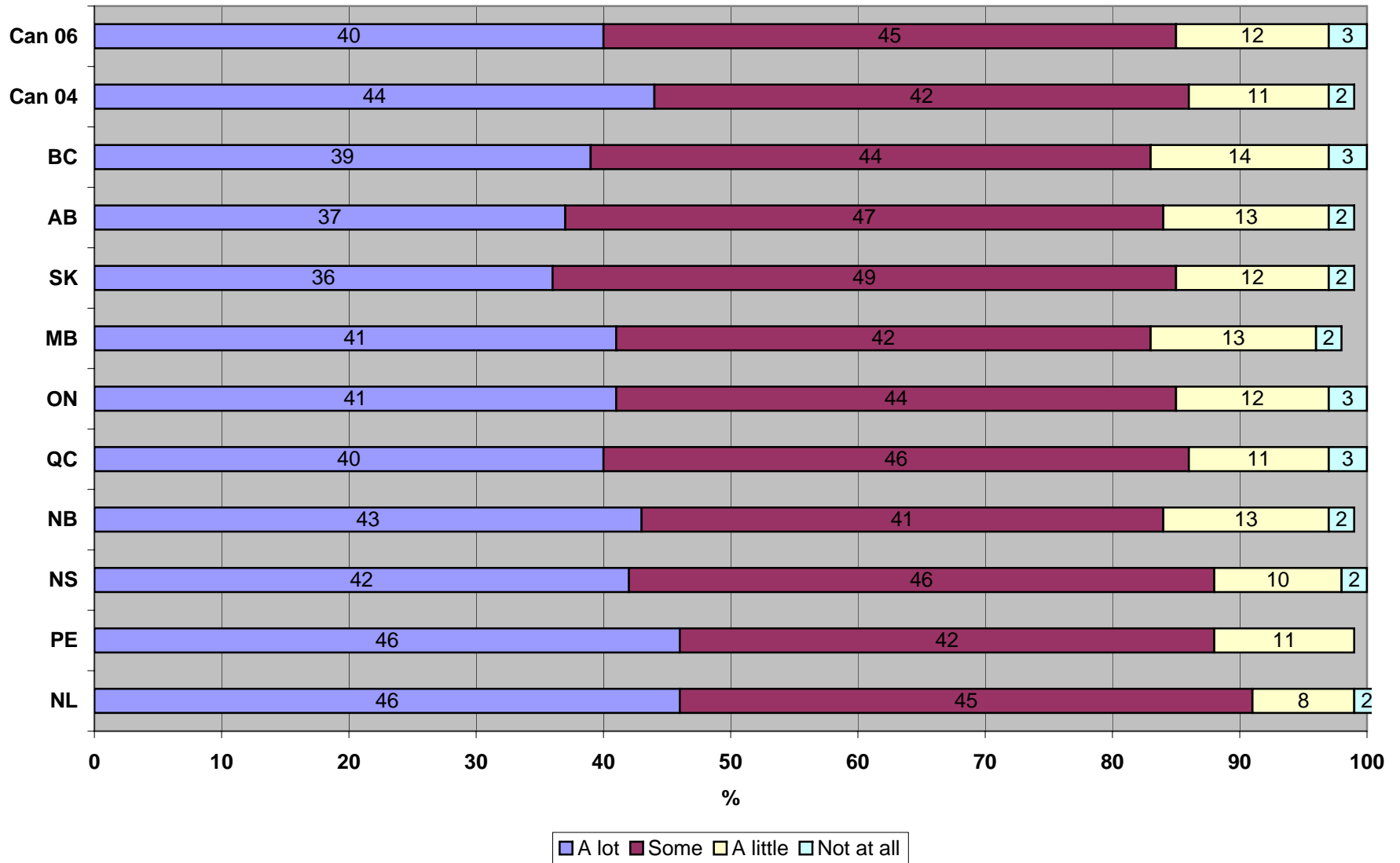
Trust in animal protection charities



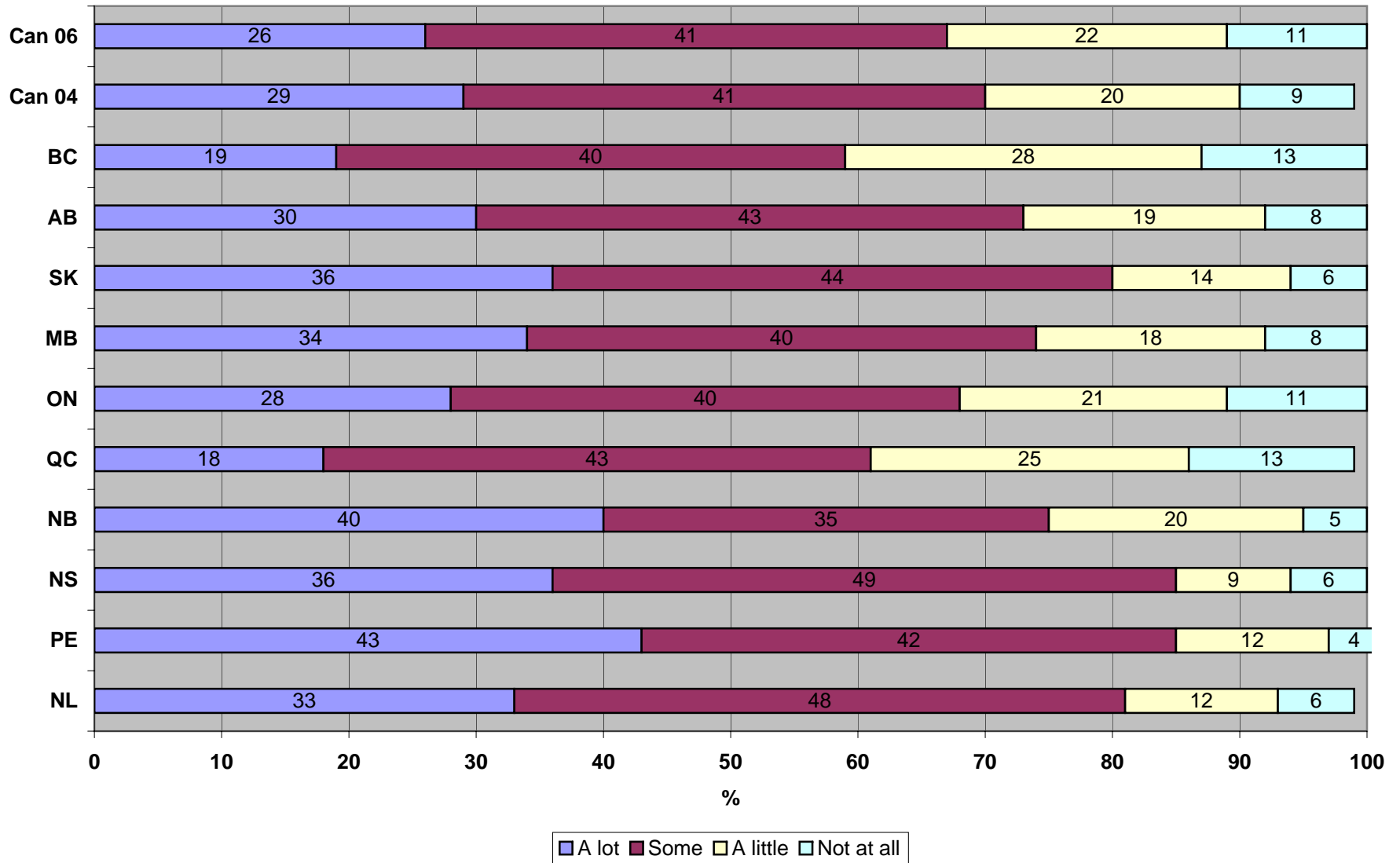
Trust in arts charities



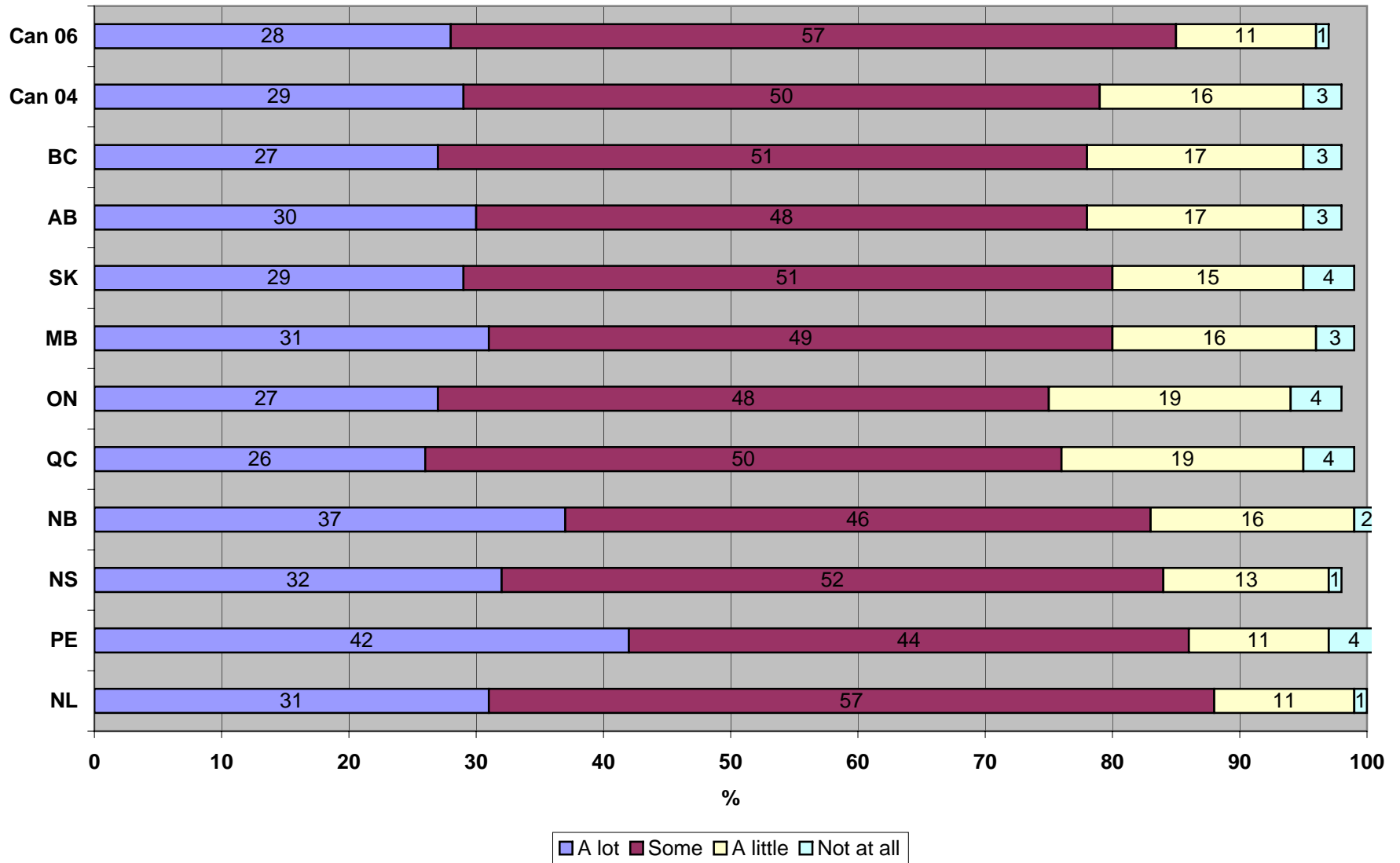
Trust in children's charities



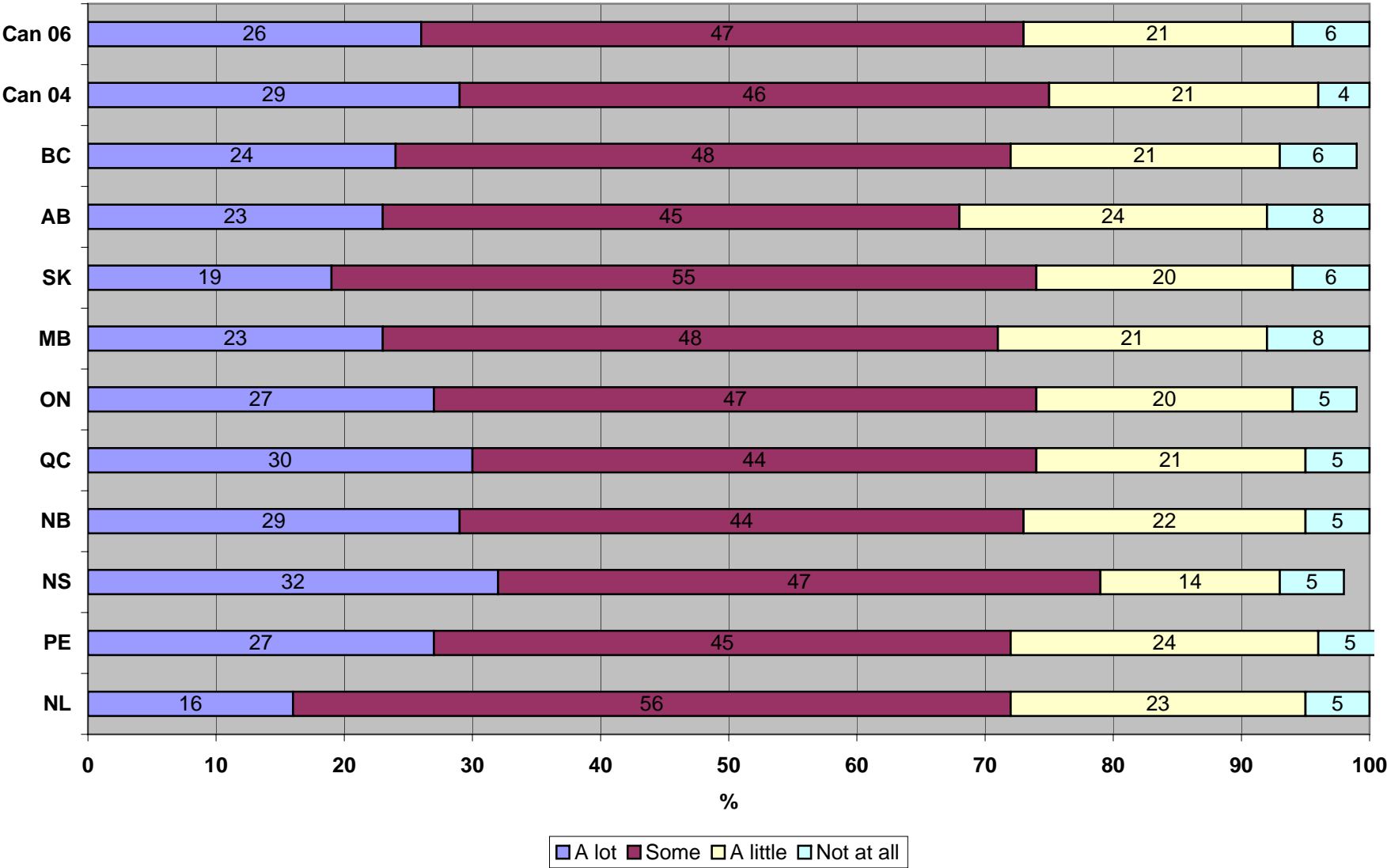
Trust in churches



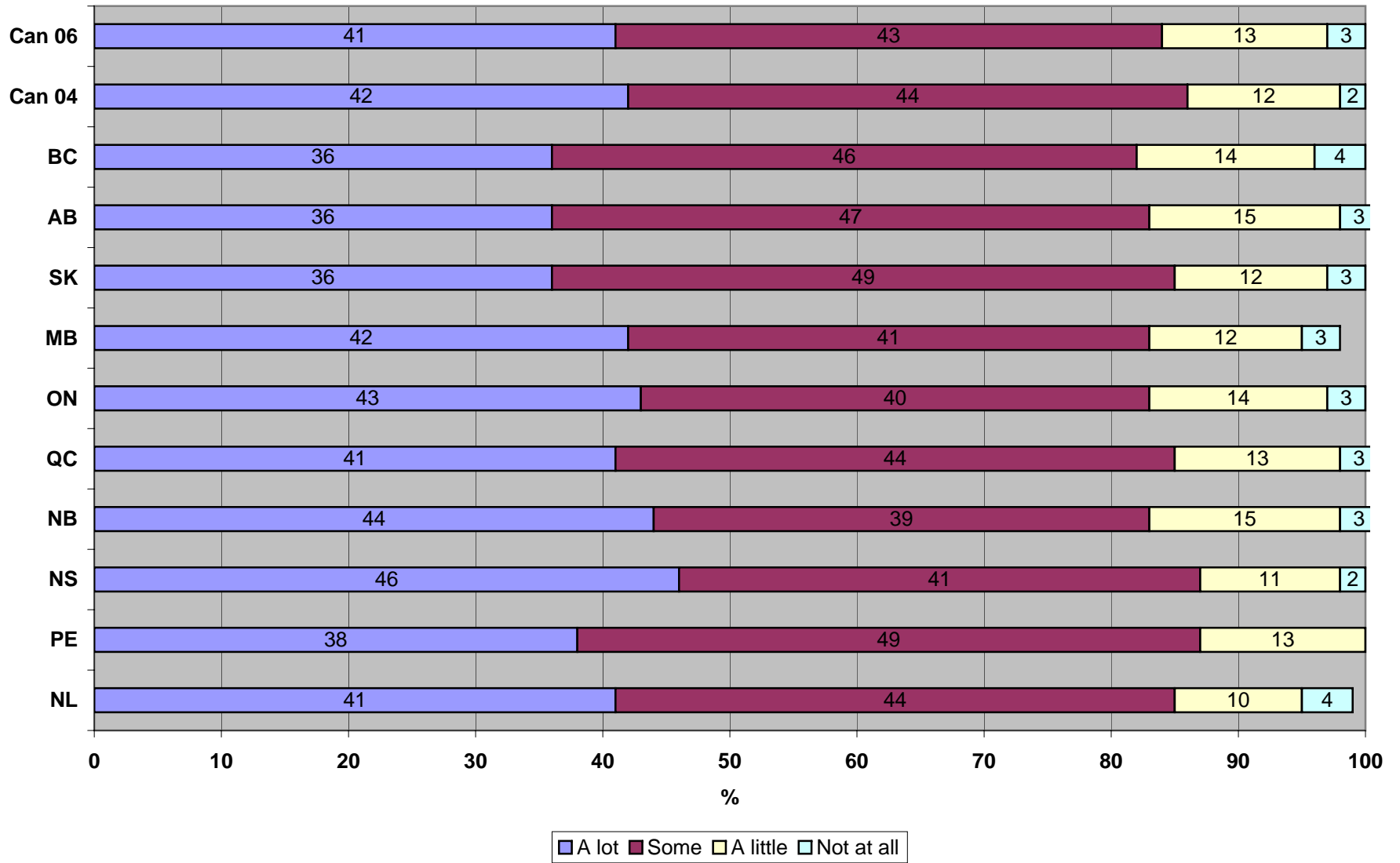
Trust in education charities



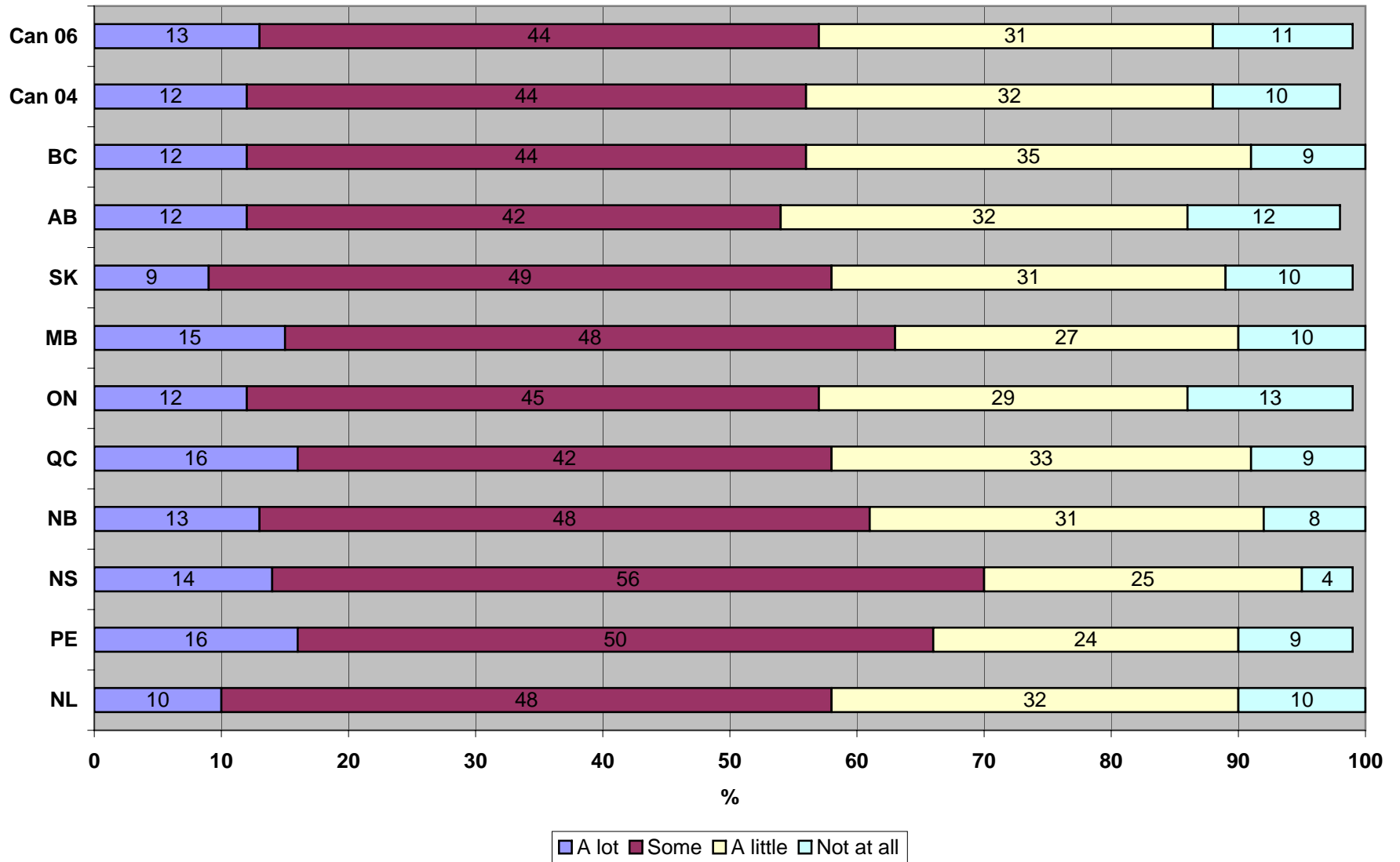
Trust in environmental charities



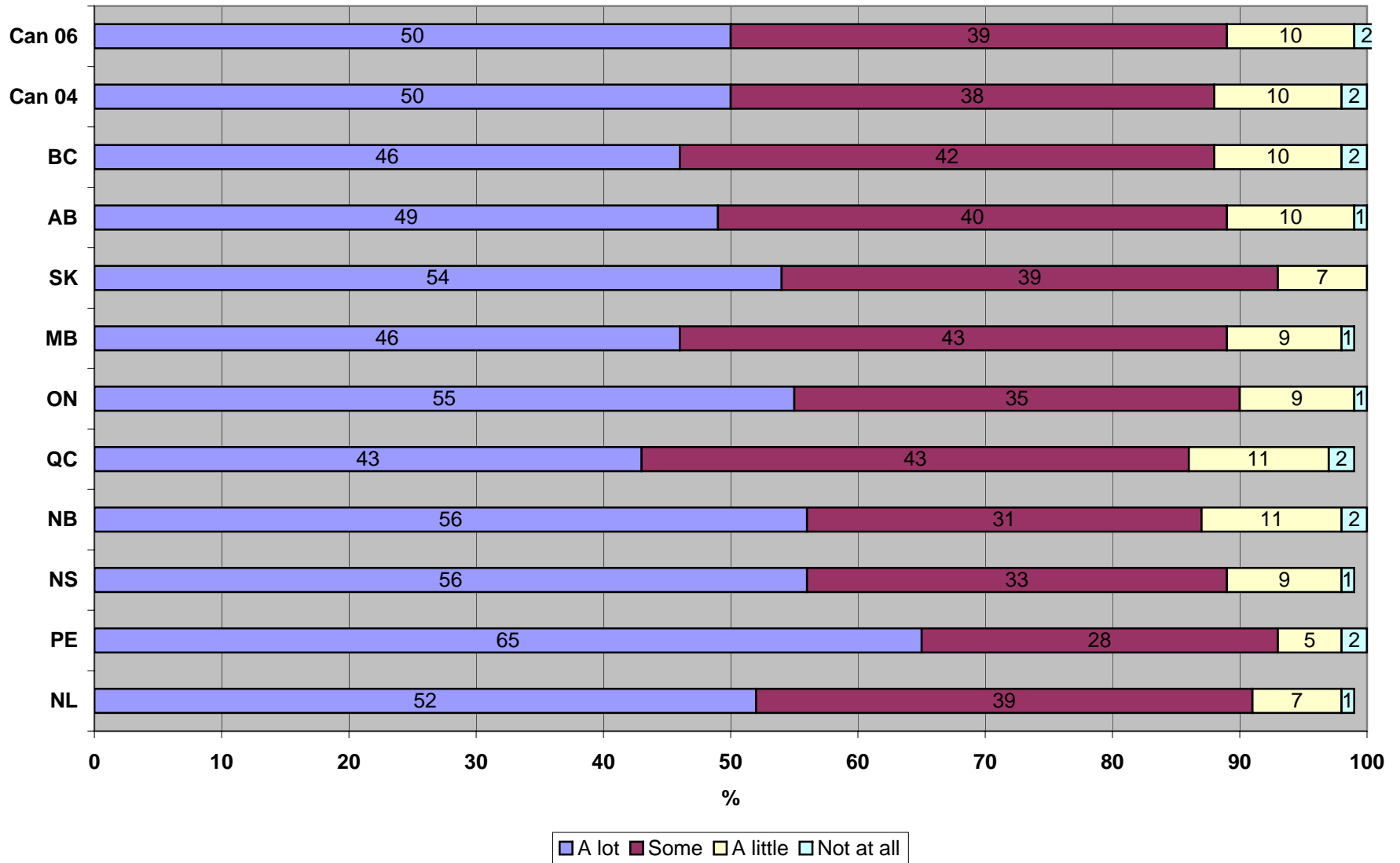
Trust in health charities



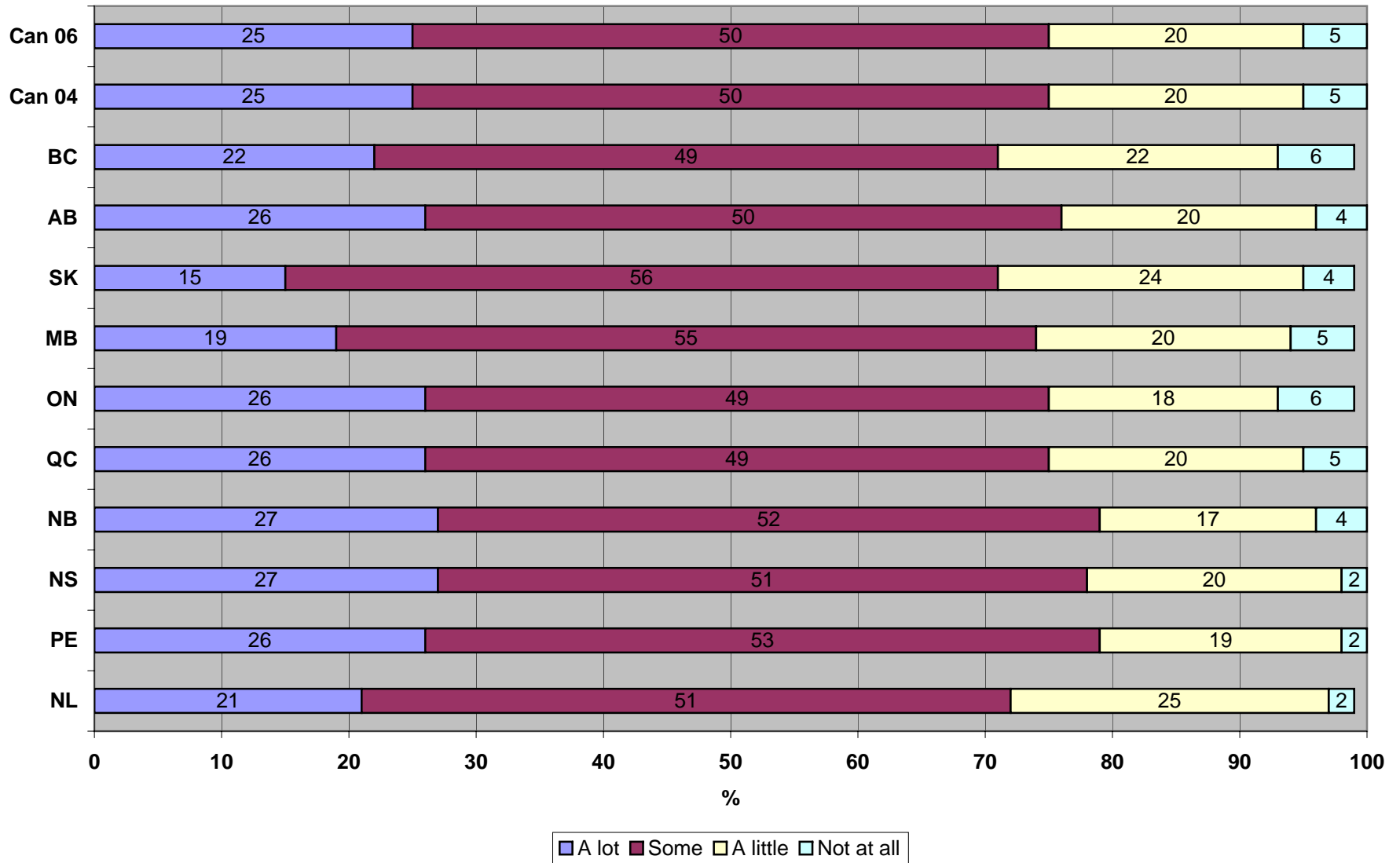
Trust in international development charities



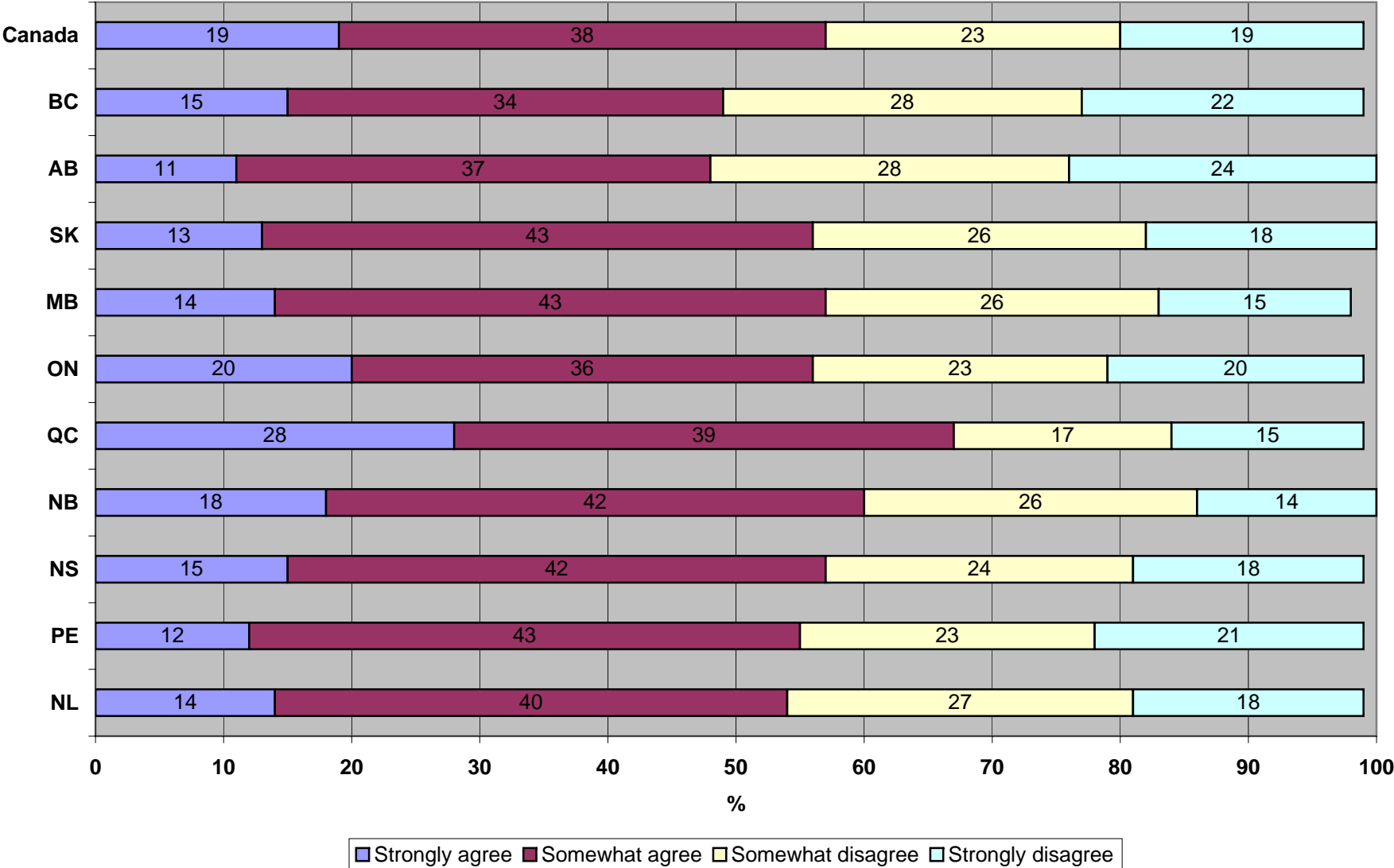
Trust in hospitals



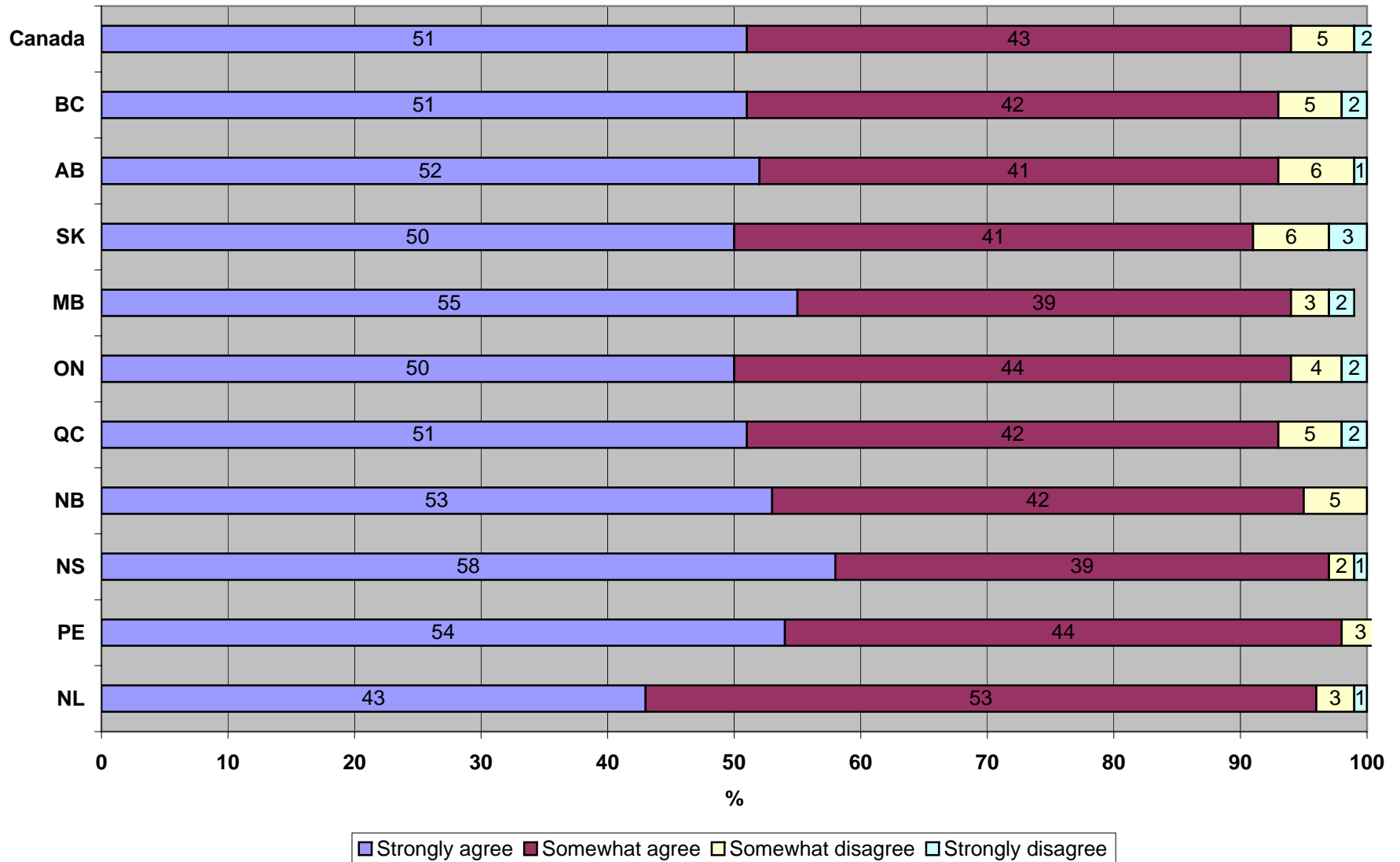
Trust in social services charities



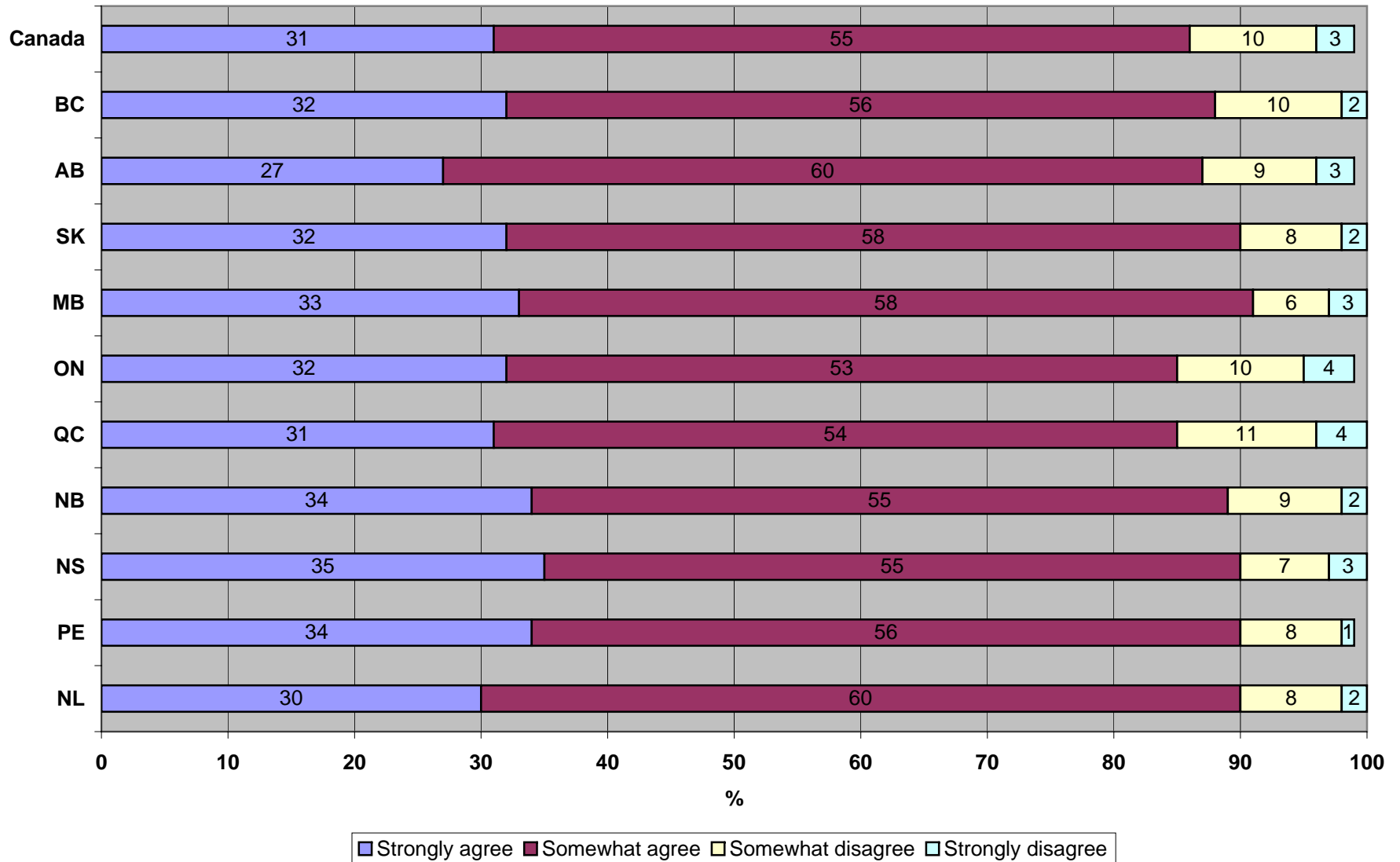
Charities should be expected to deliver defunded programs



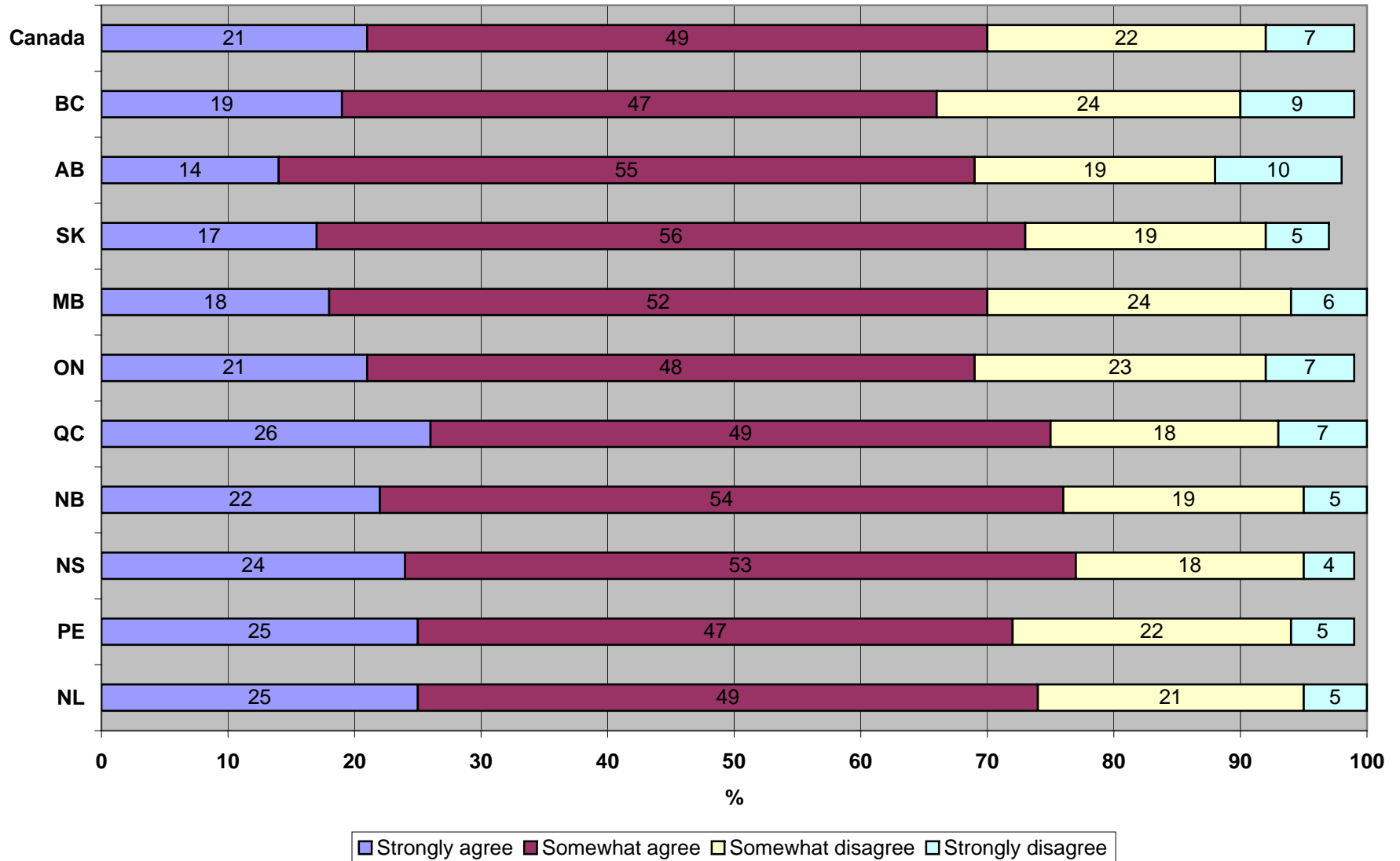
Charities are important to Canadians



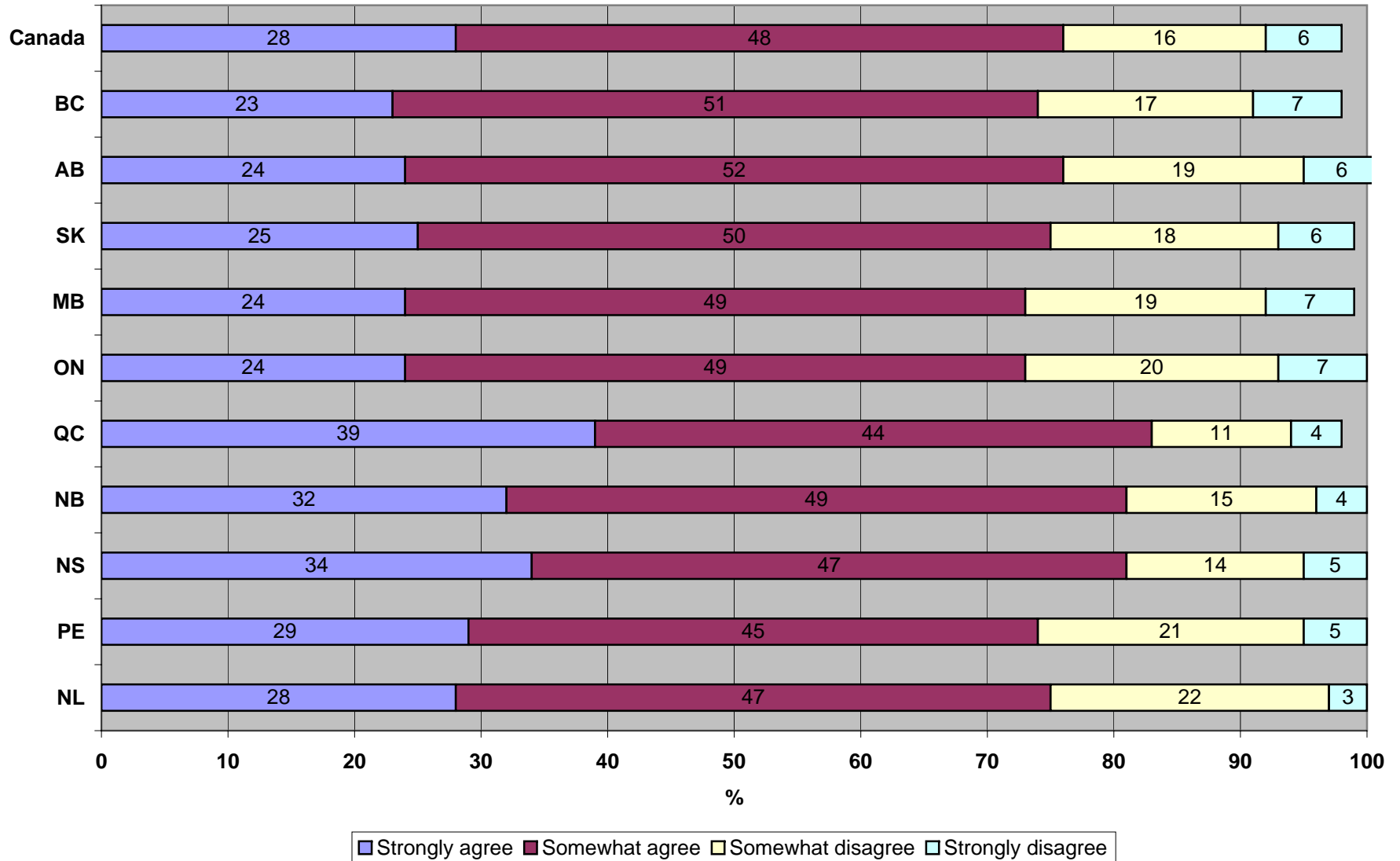
Charities generally improve our quality of life



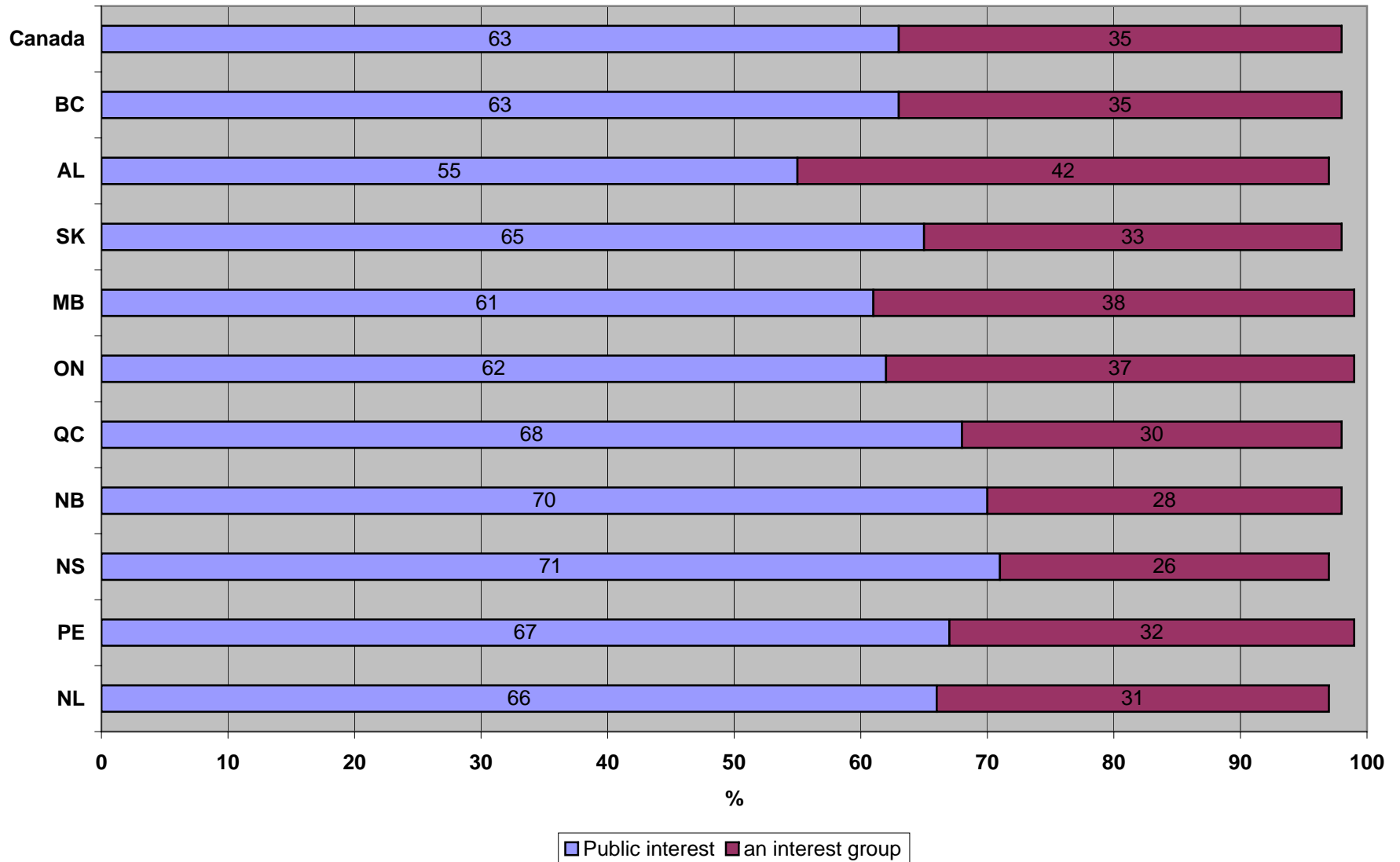
Charities are better than government in meeting the needs of Canadians



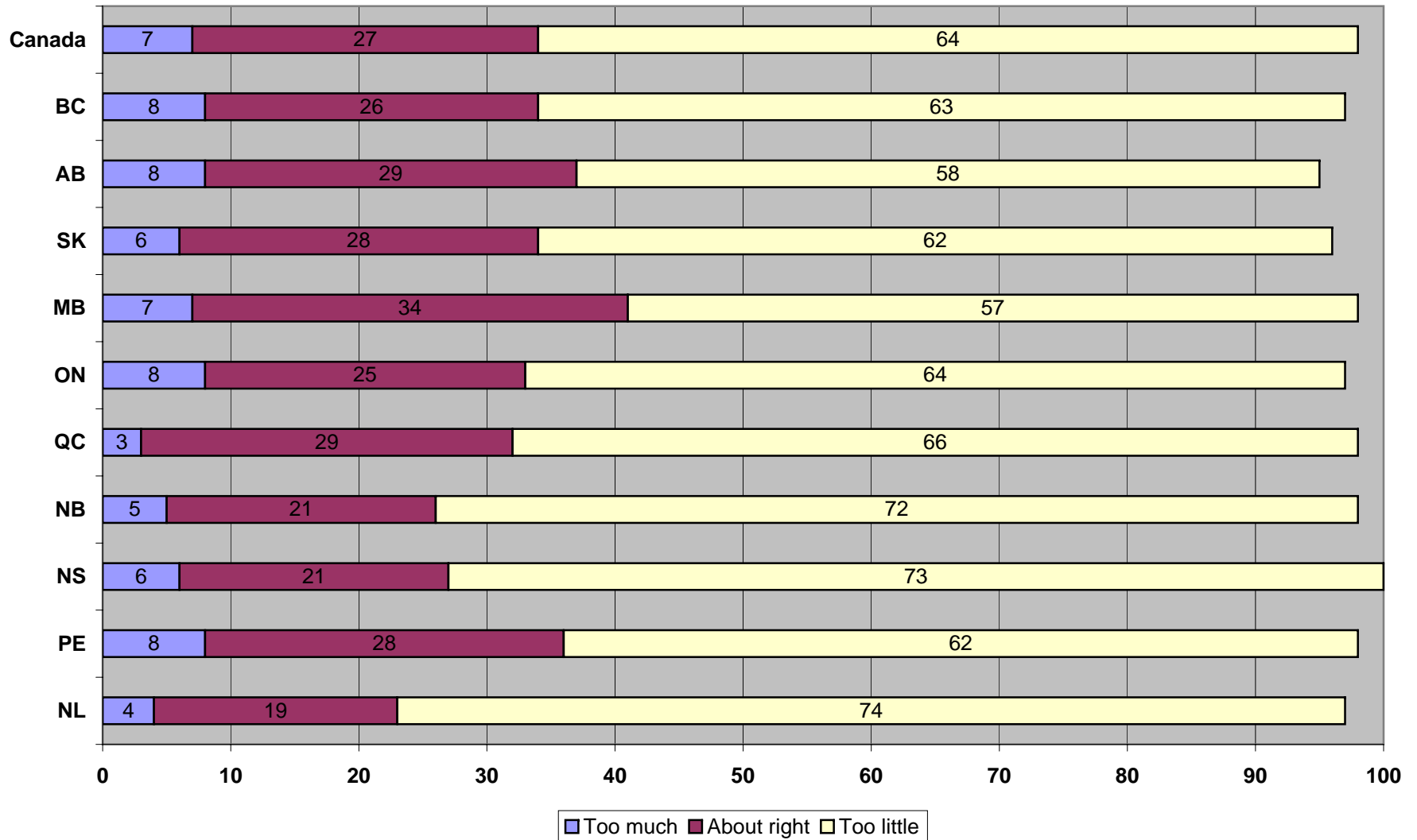
Charities are better than government at understanding needs of Canadians



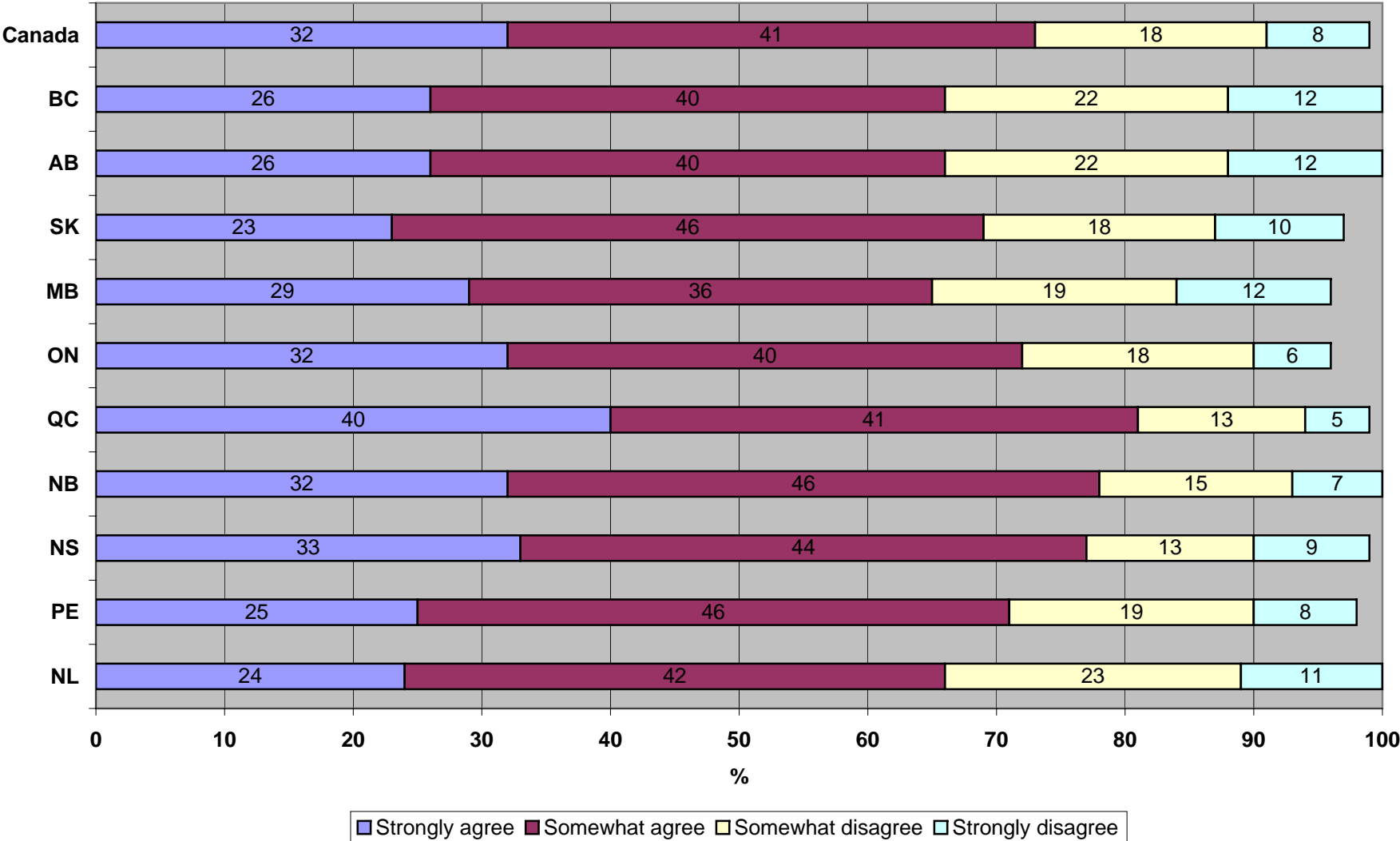
Charities' opinions represent the perspective of ...



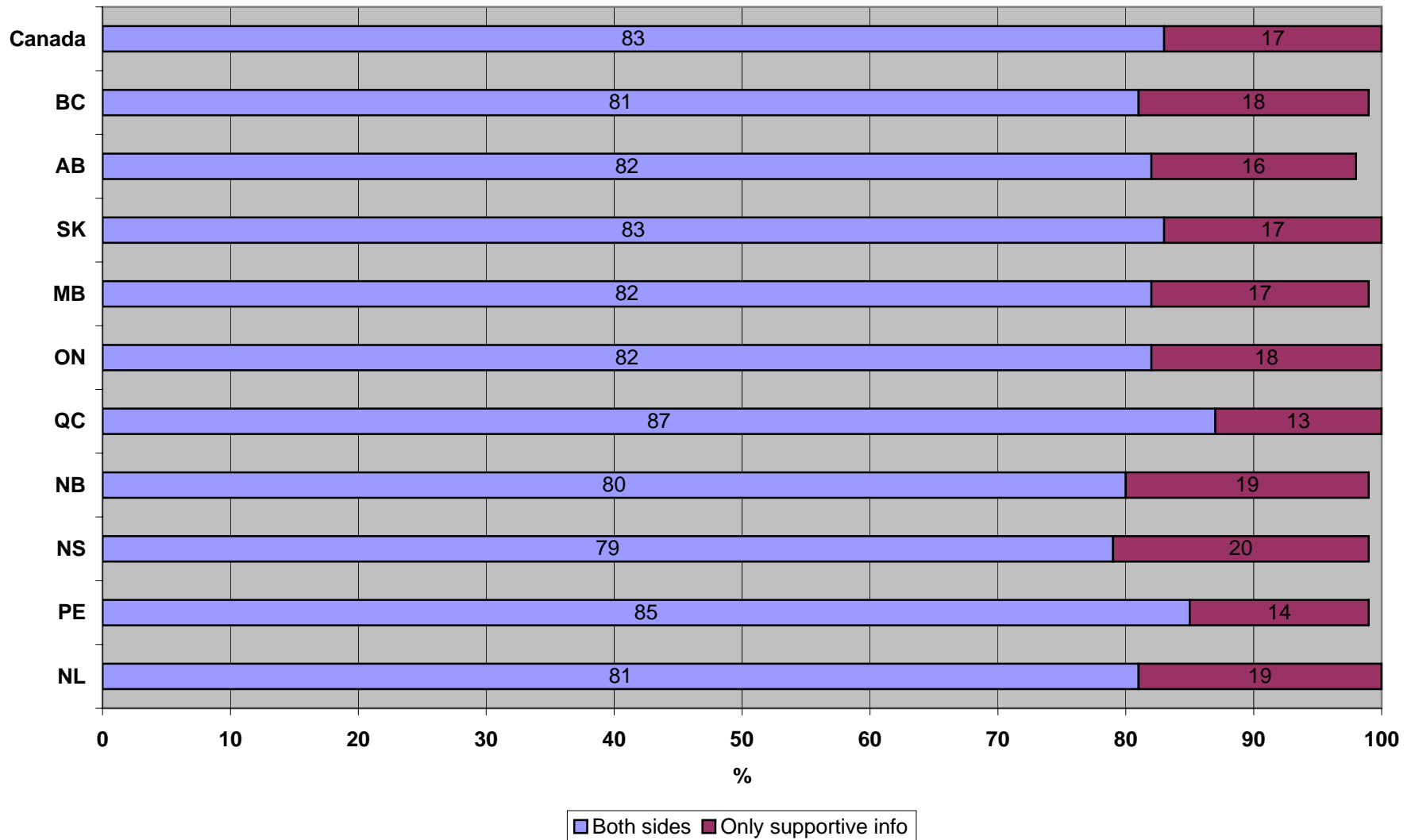
Do charities have too much, about the right amount or too little money to meet their objectives



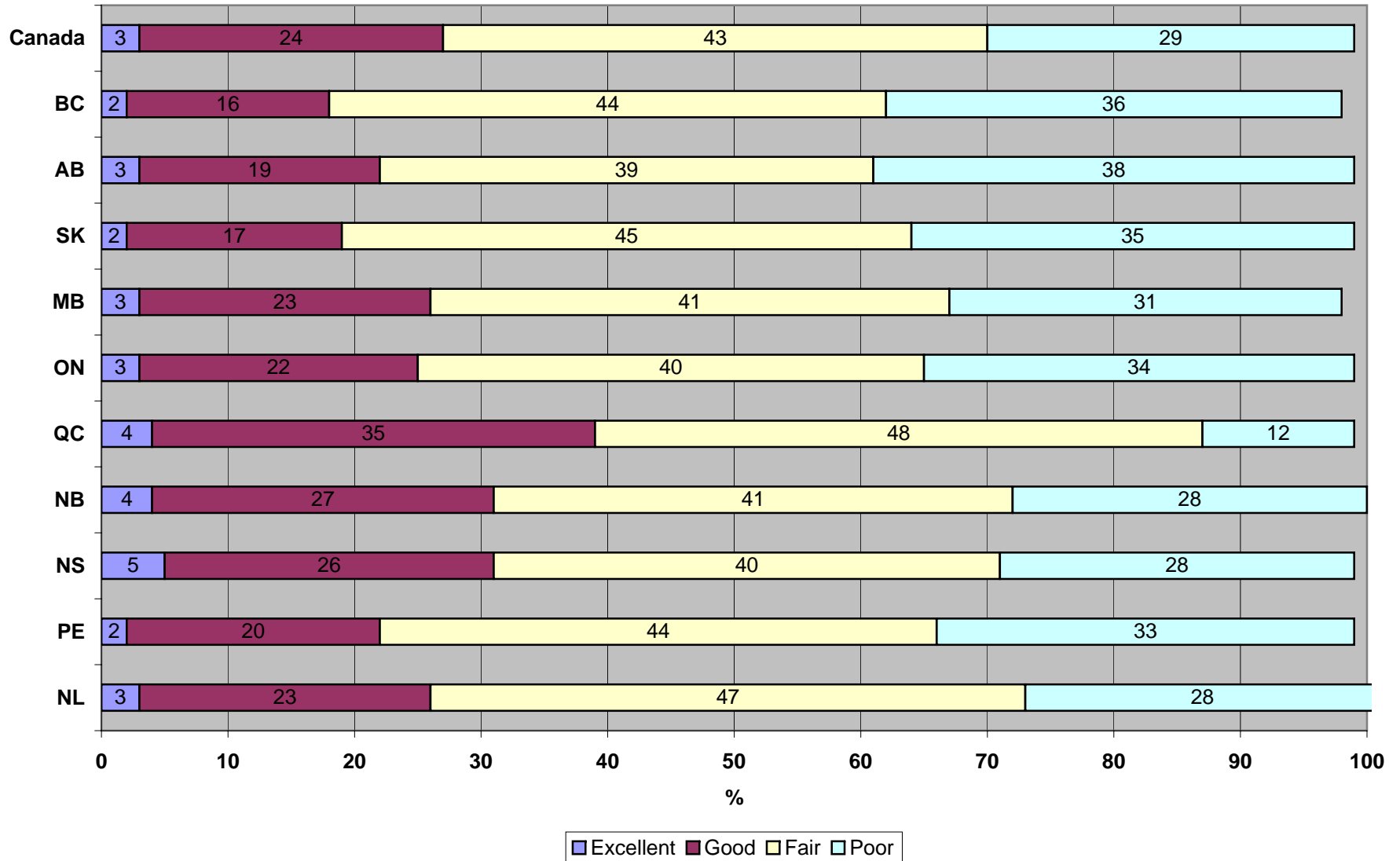
Advocacy laws should be changed to permit charities to advocate more freely for their causes



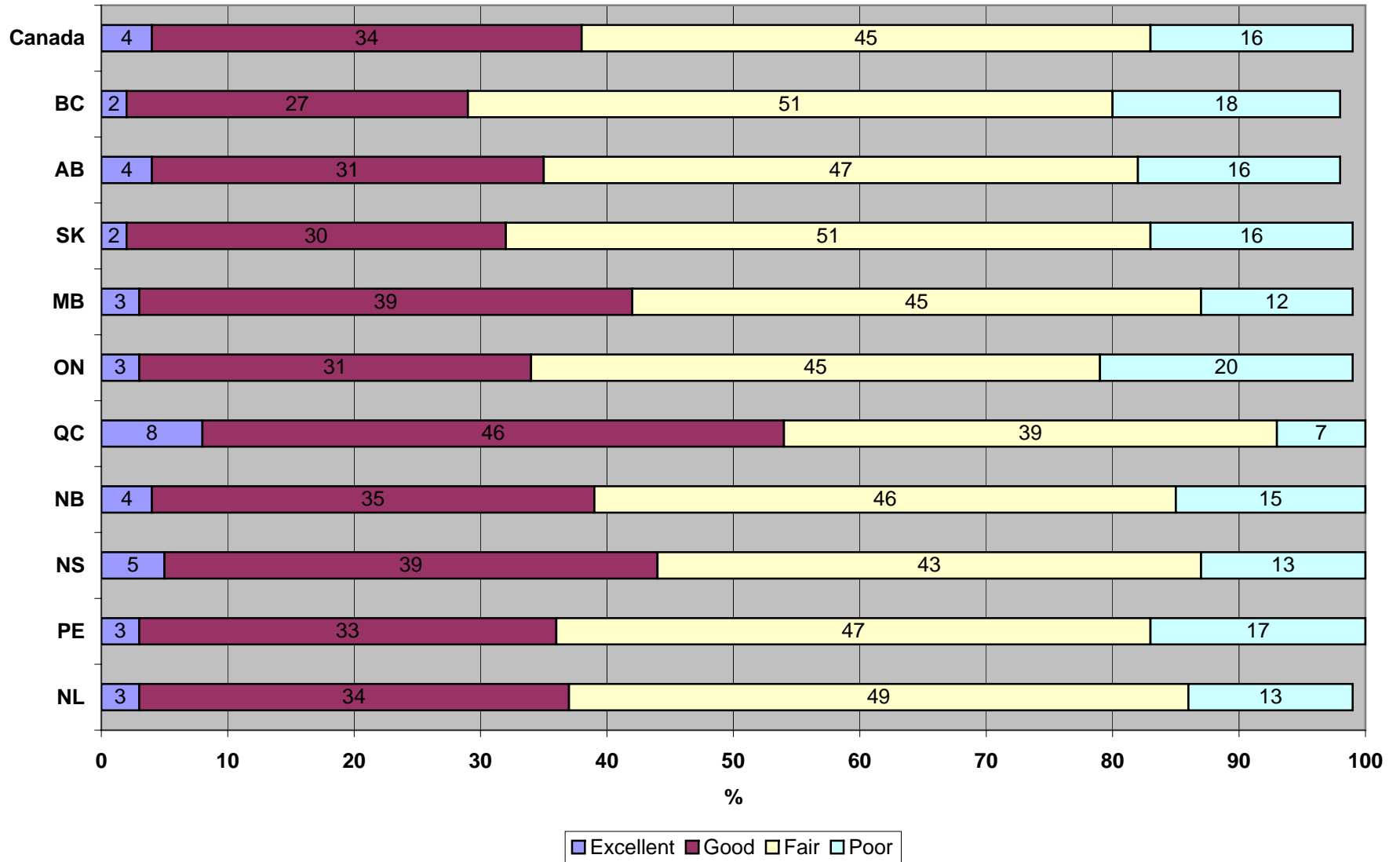
Should charities be obligated to provide information about both sides or just information that supports their cause?



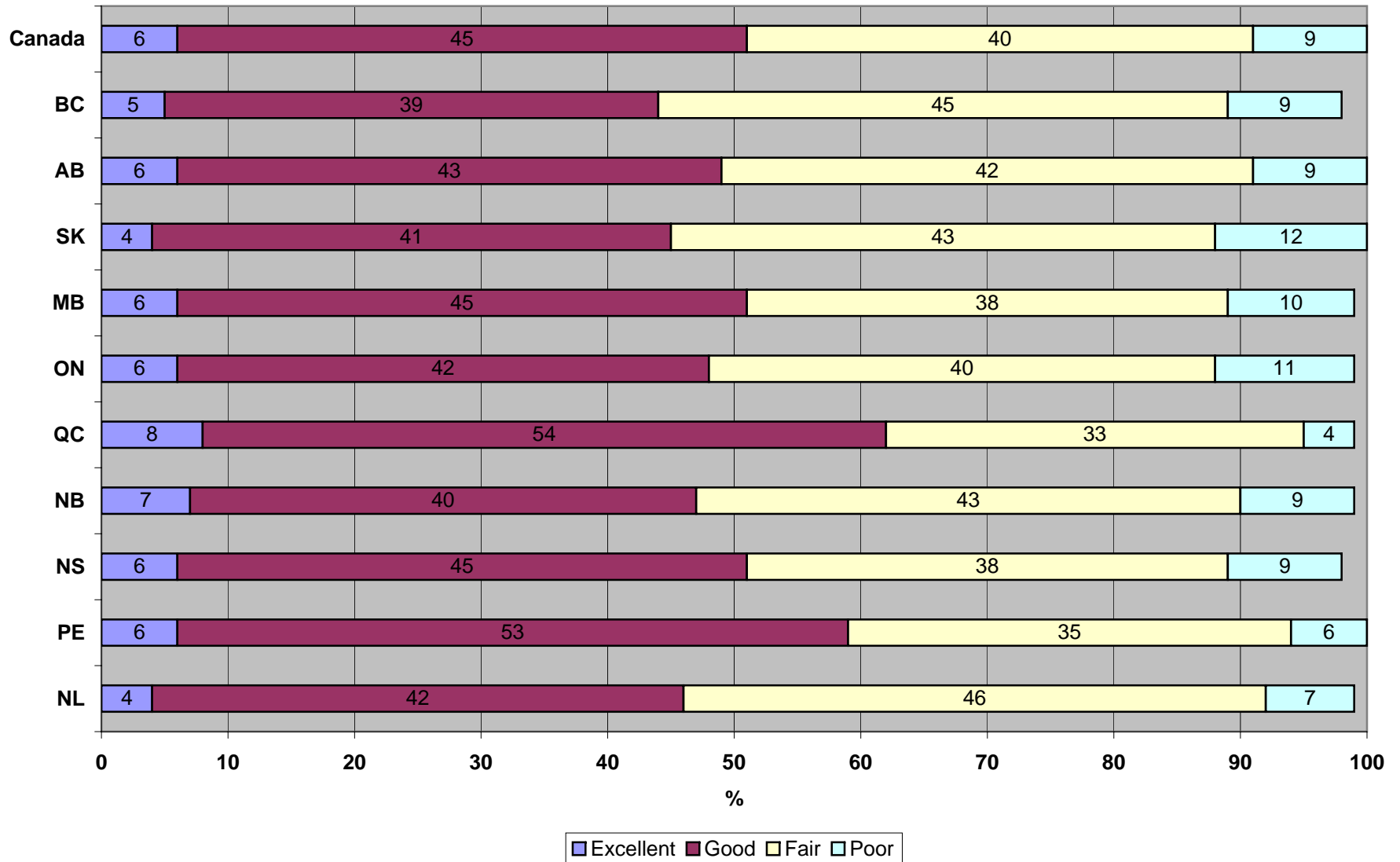
Charities' performance in providing information about fundraising costs



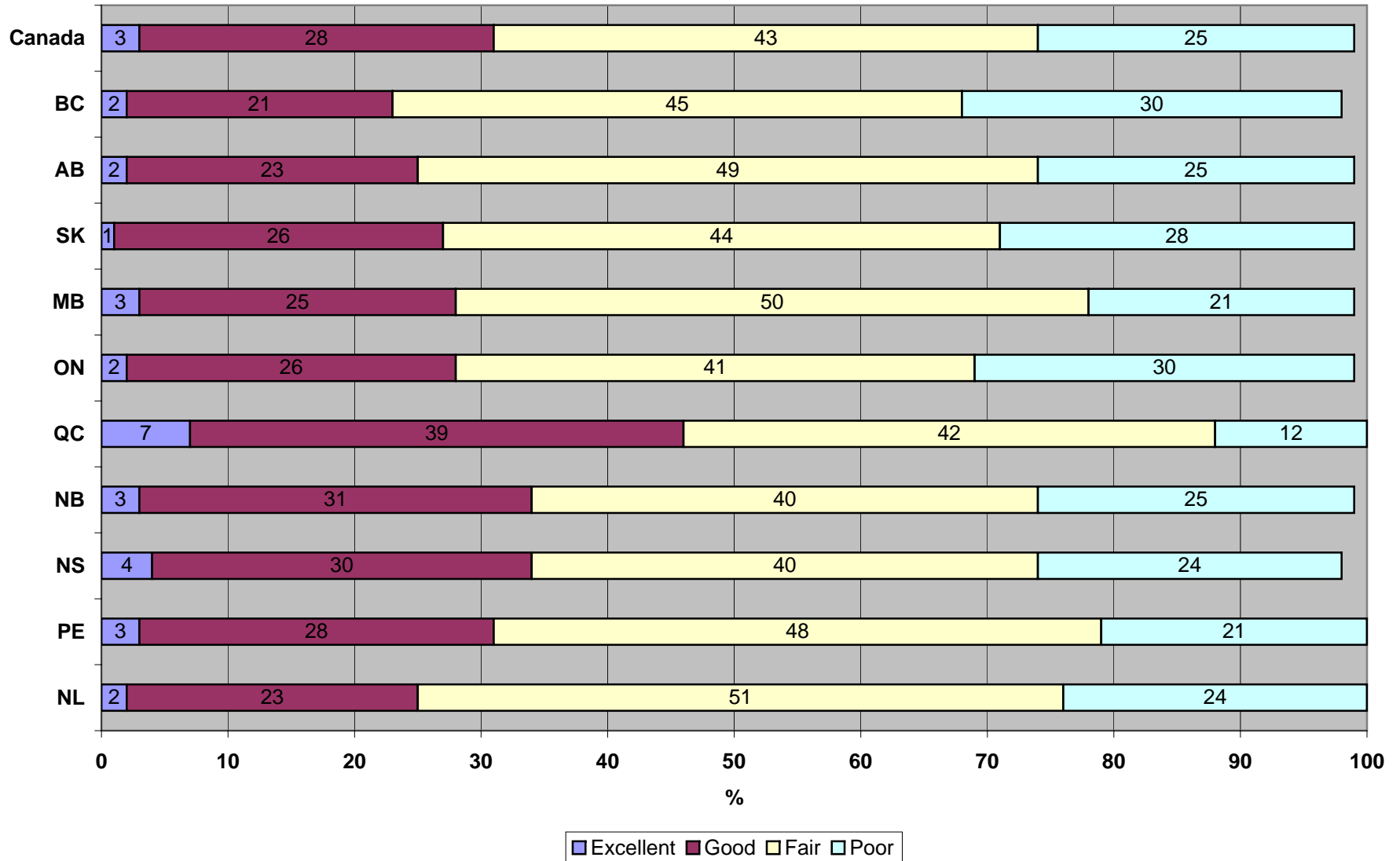
Charities' performance in providing information about impact of work



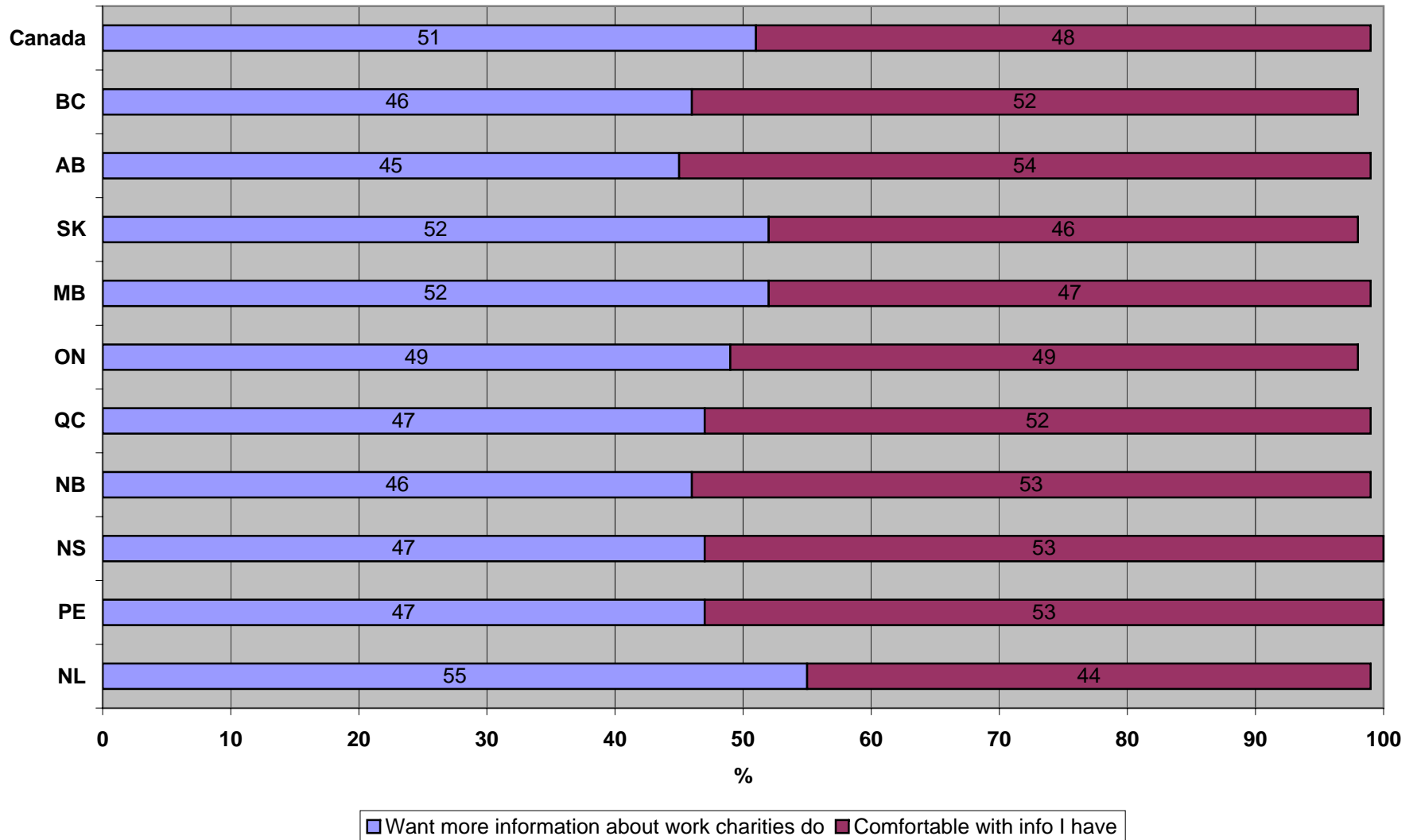
Charities' performance in providing information about programs and services



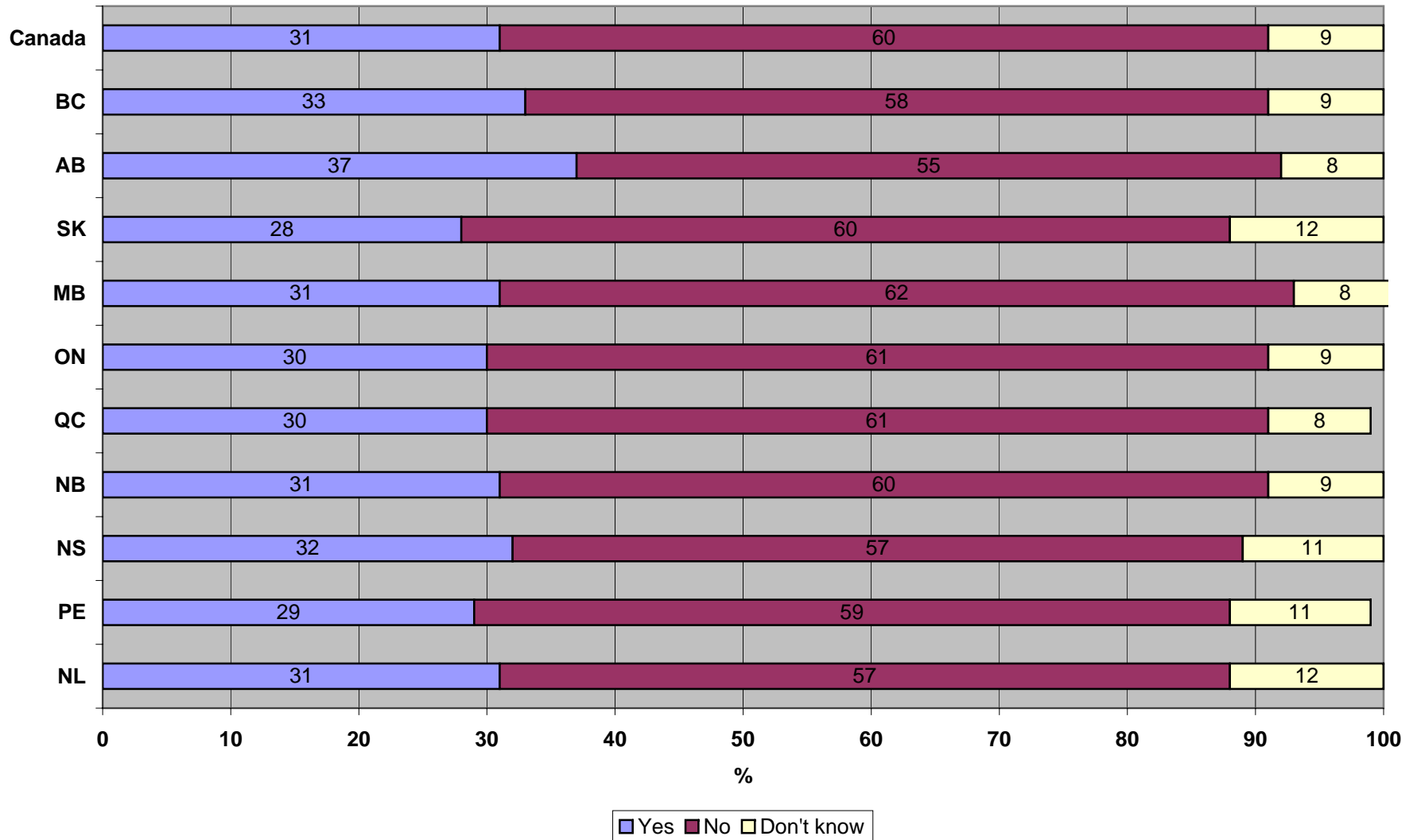
Charities' performance in providing information about use of donations



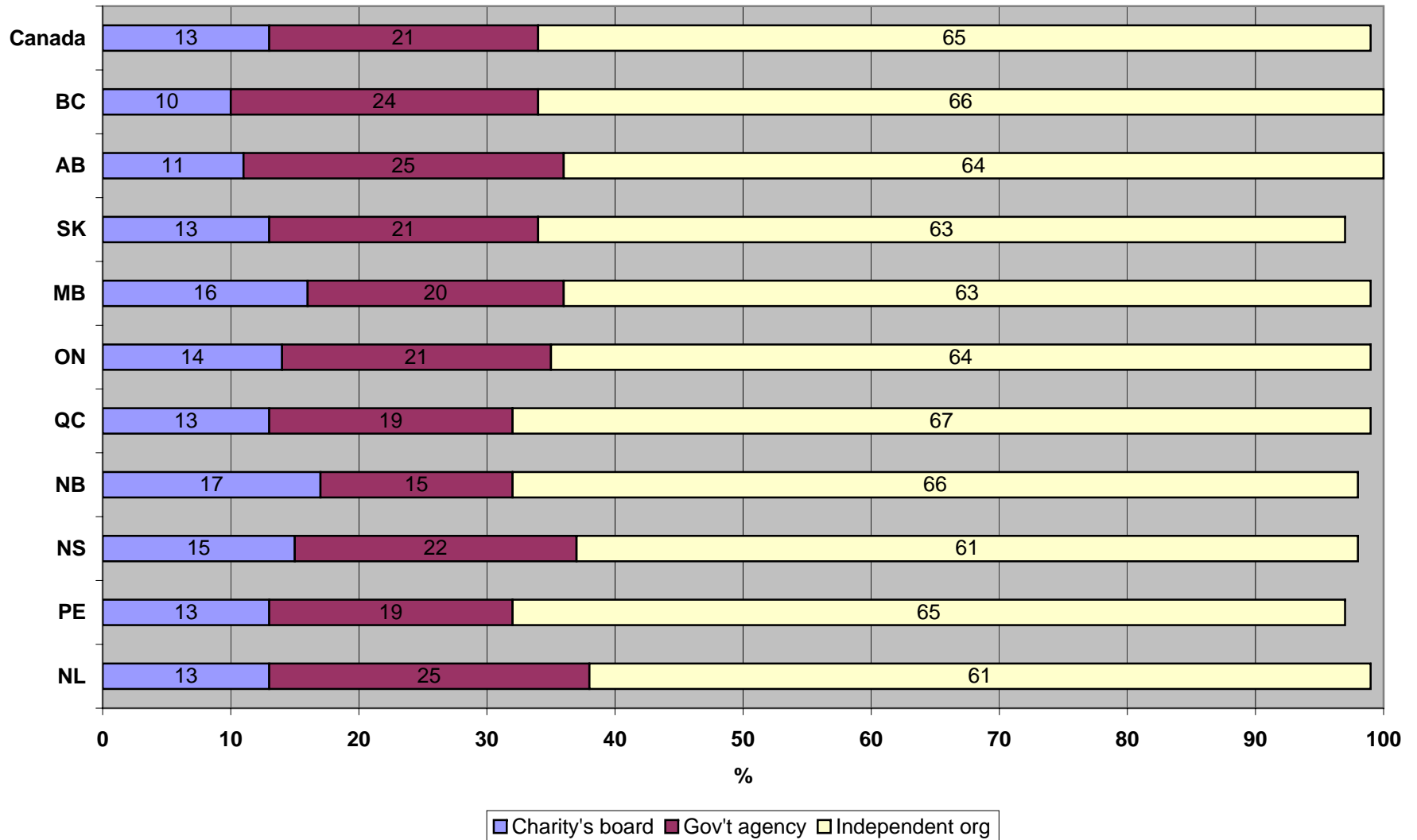
Thinking of your decisions about charitable donations, do you want more information about the work charities do, or are you comfortable with the amount of information you have



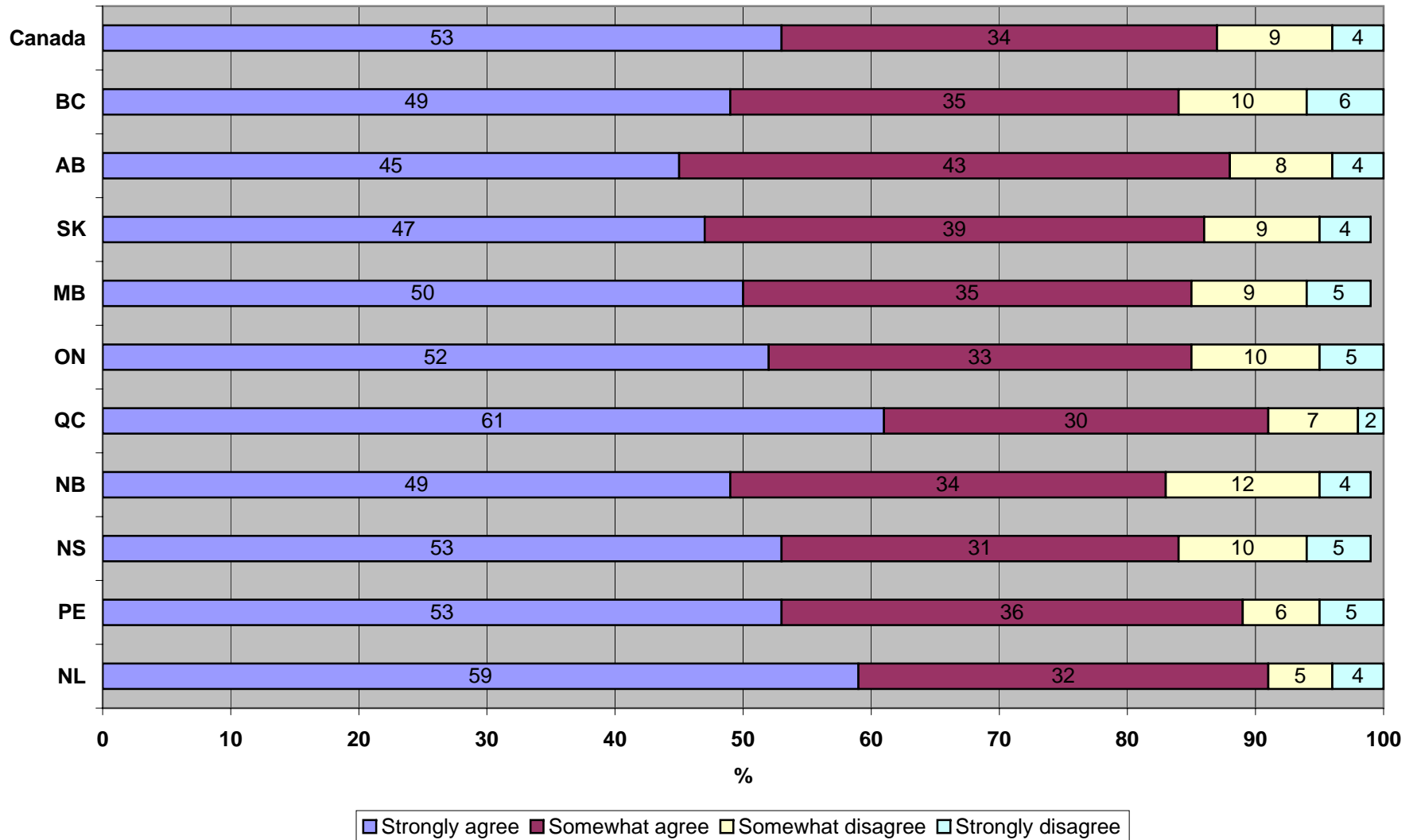
To the best of your knowledge, is there an organization or agency that is responsible for watching over the activities of charities?



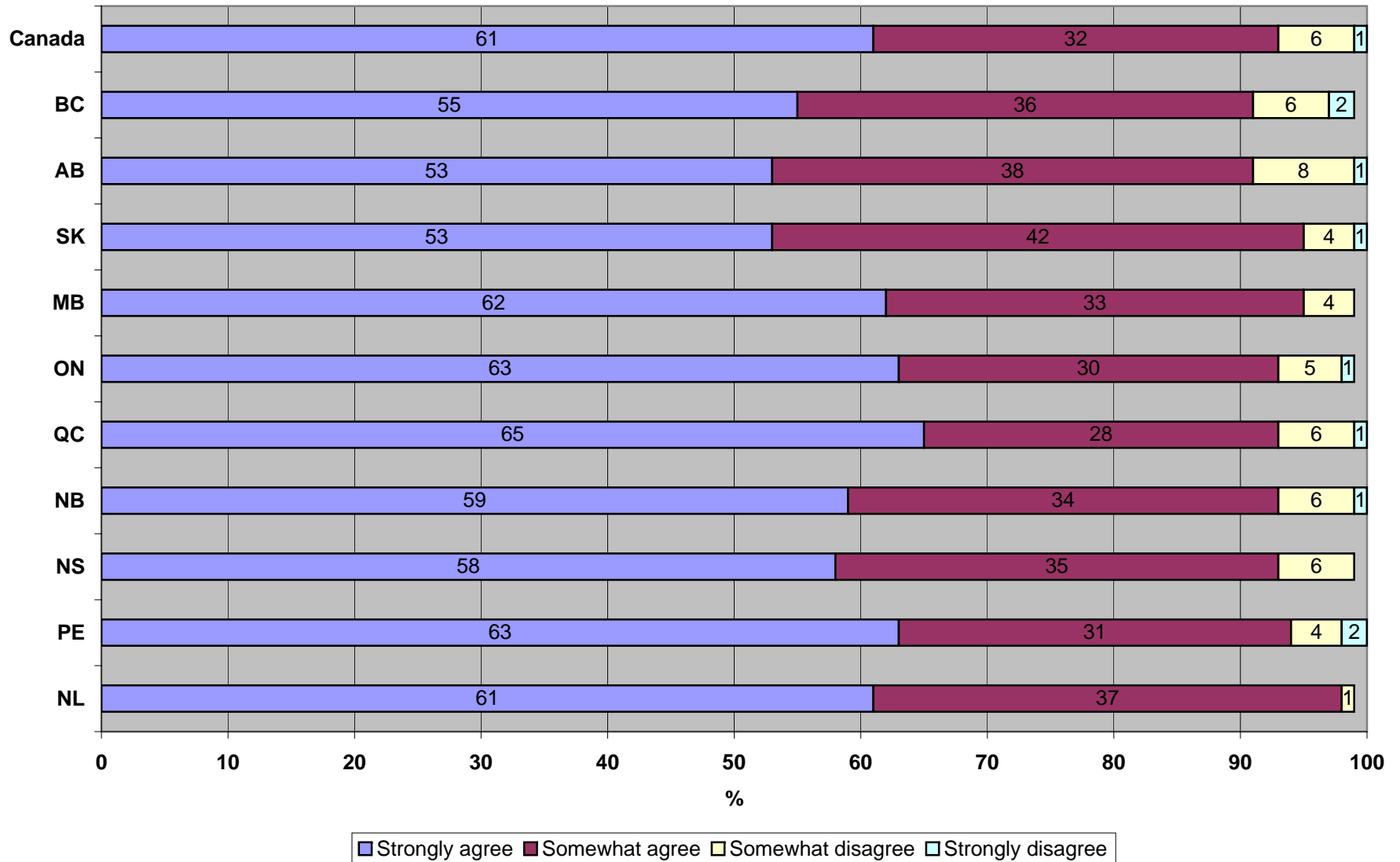
Which should be responsible for watching over the activities of charities: the charity's board of directors, a government agency or an independent organization?



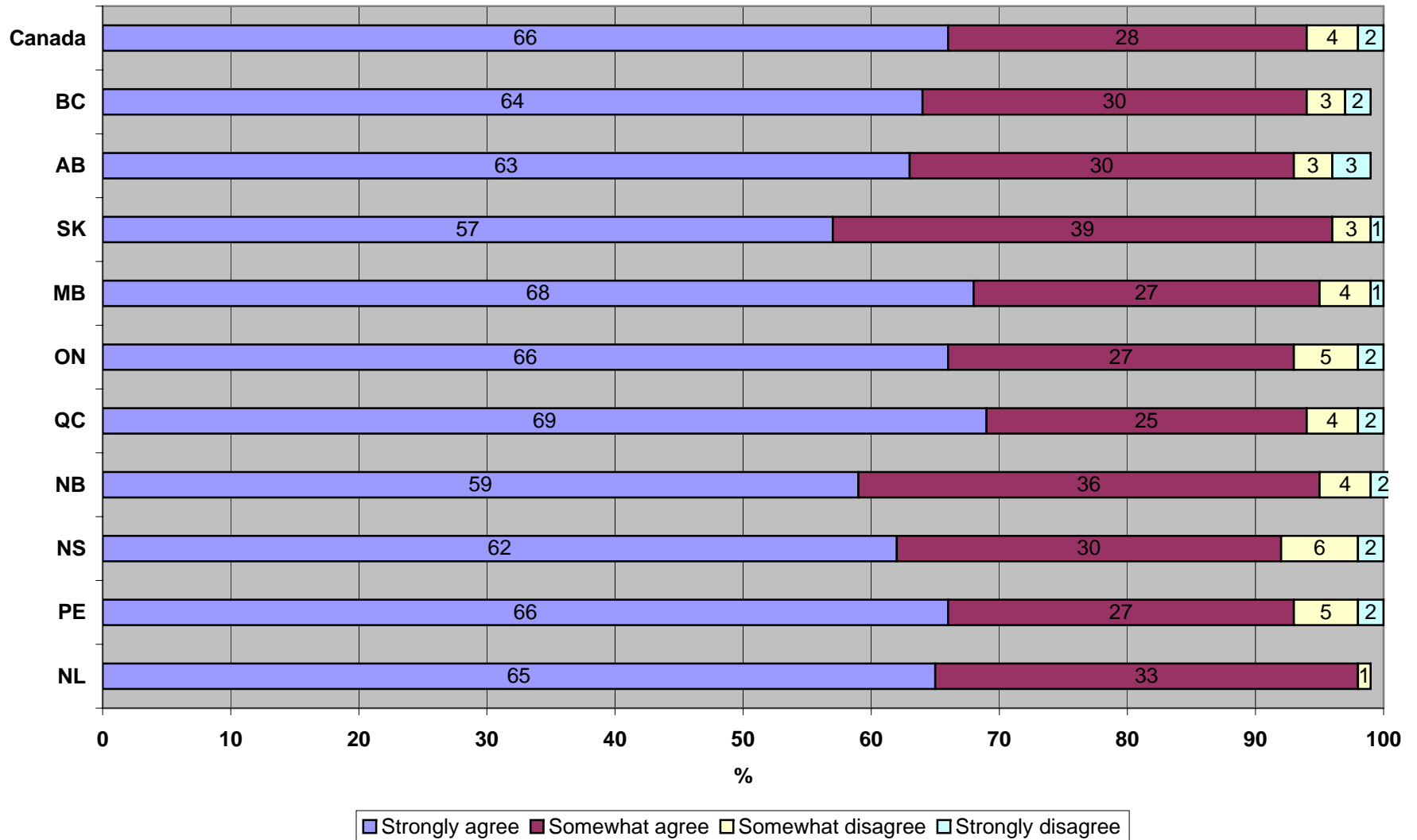
More attention should be paid to the amount of money charities spend on hiring professionals to do their fundraising



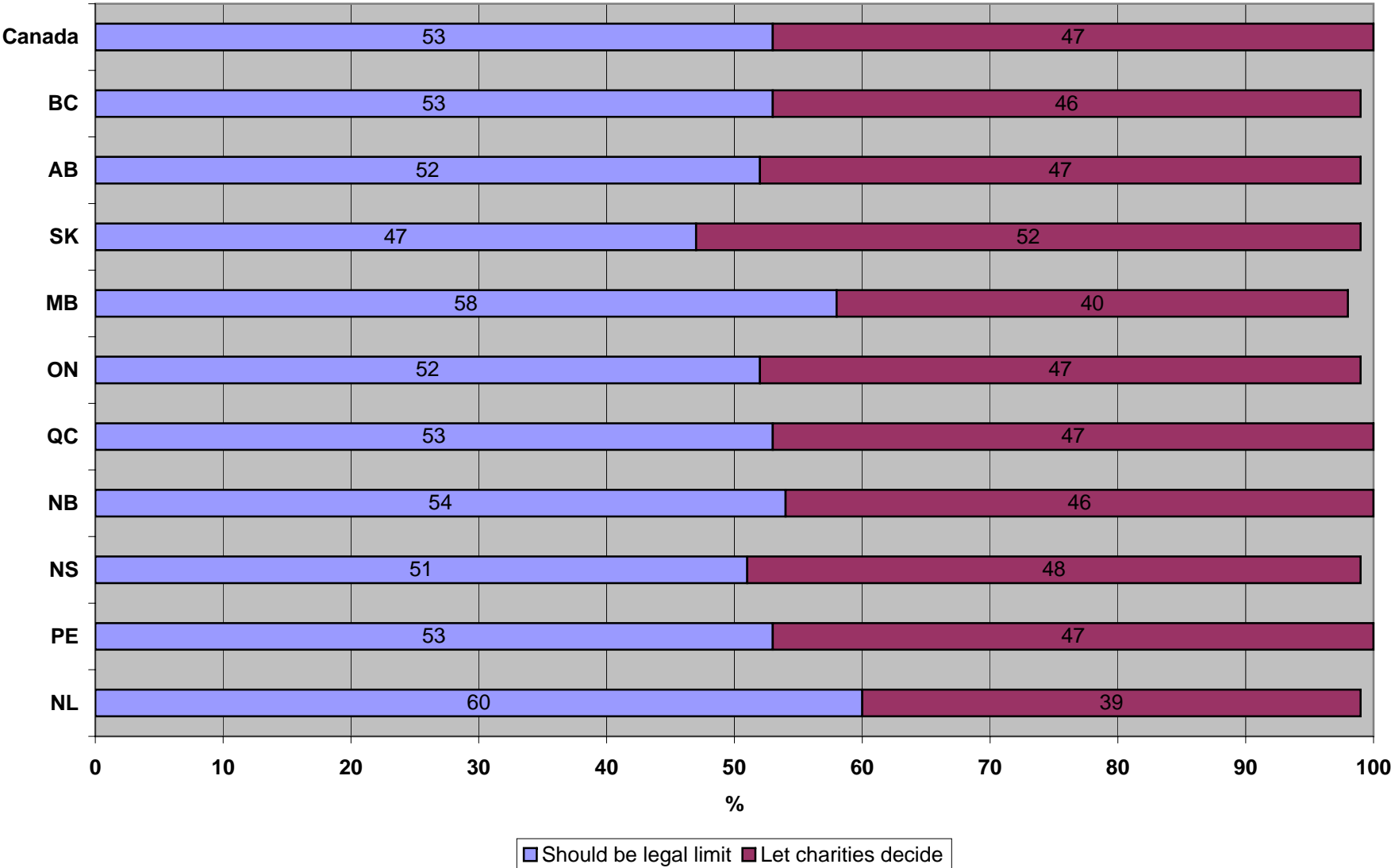
More attention should be paid to the way charities spend their money



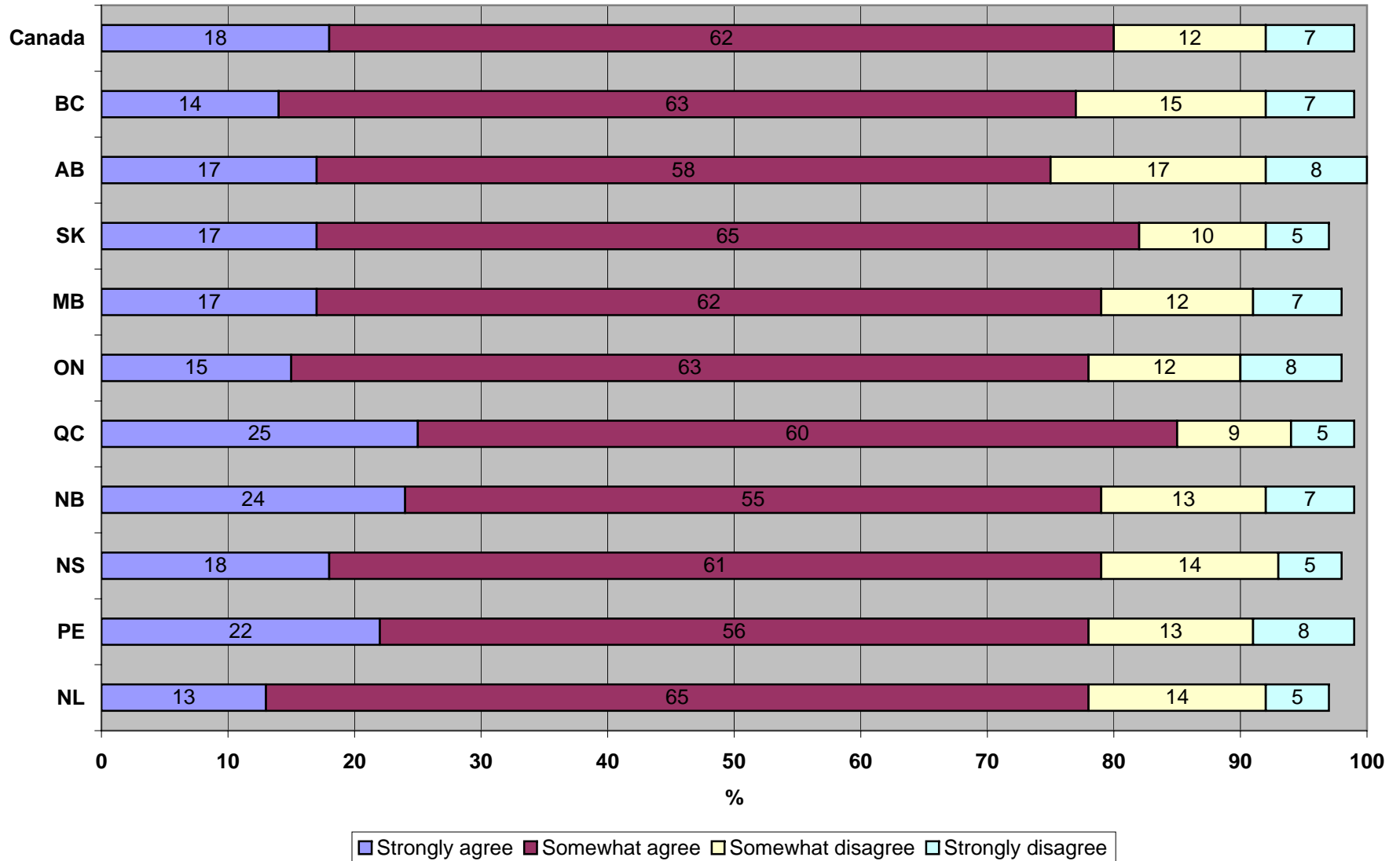
On each fundraising request, charities should be required to disclose how donors' contributions are spent



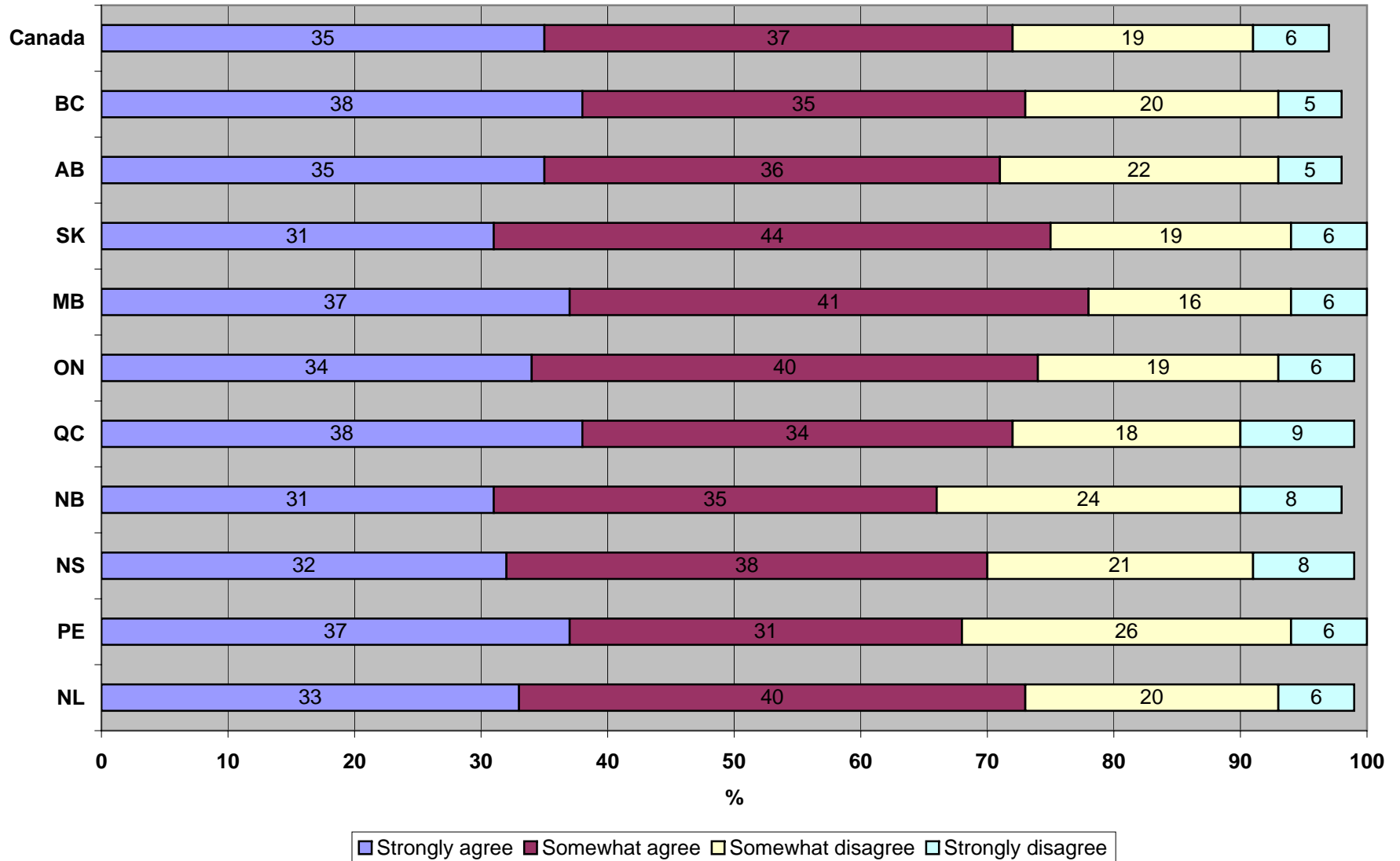
Limit on fundraising costs



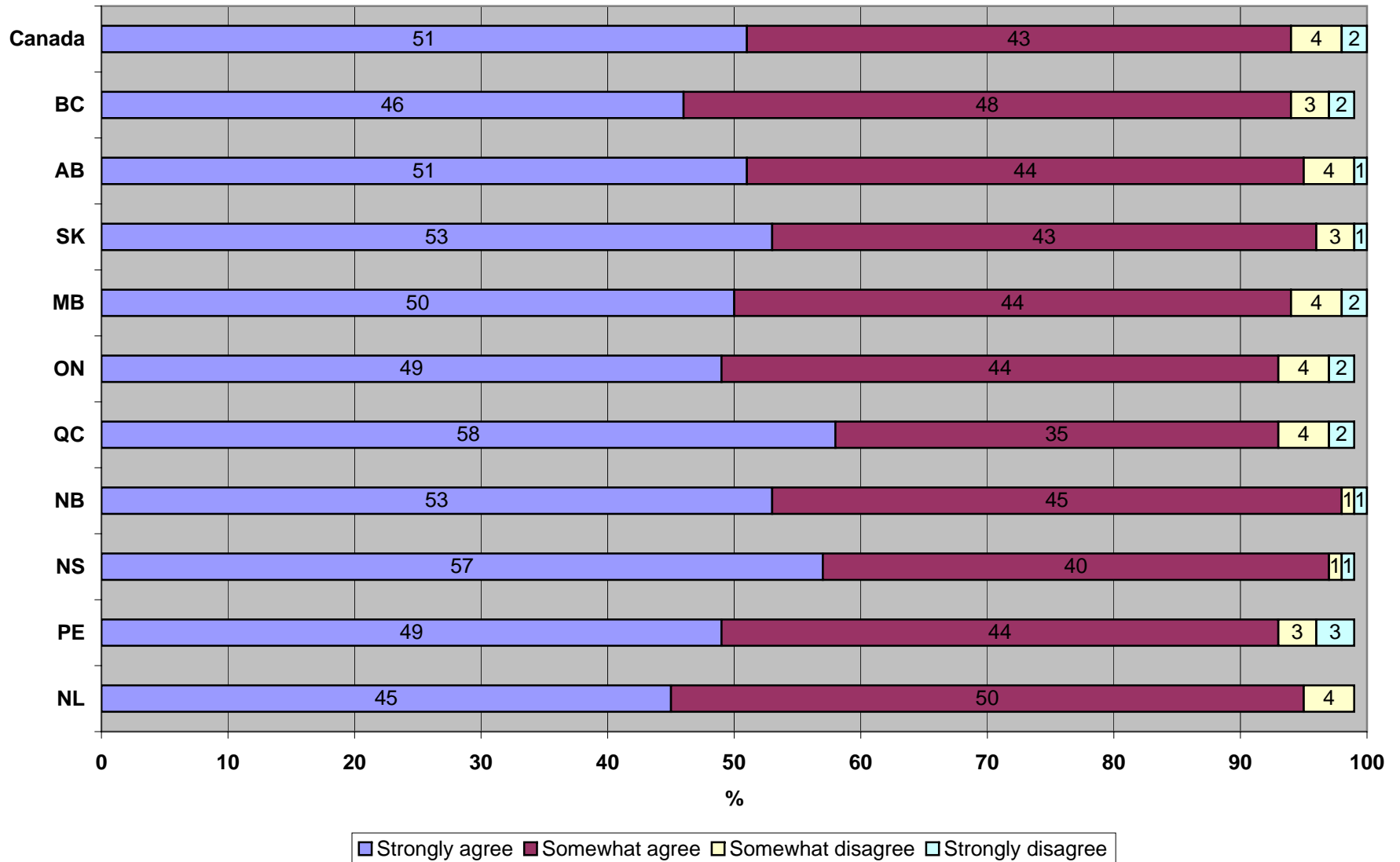
Charities are generally honest about the way they use donations



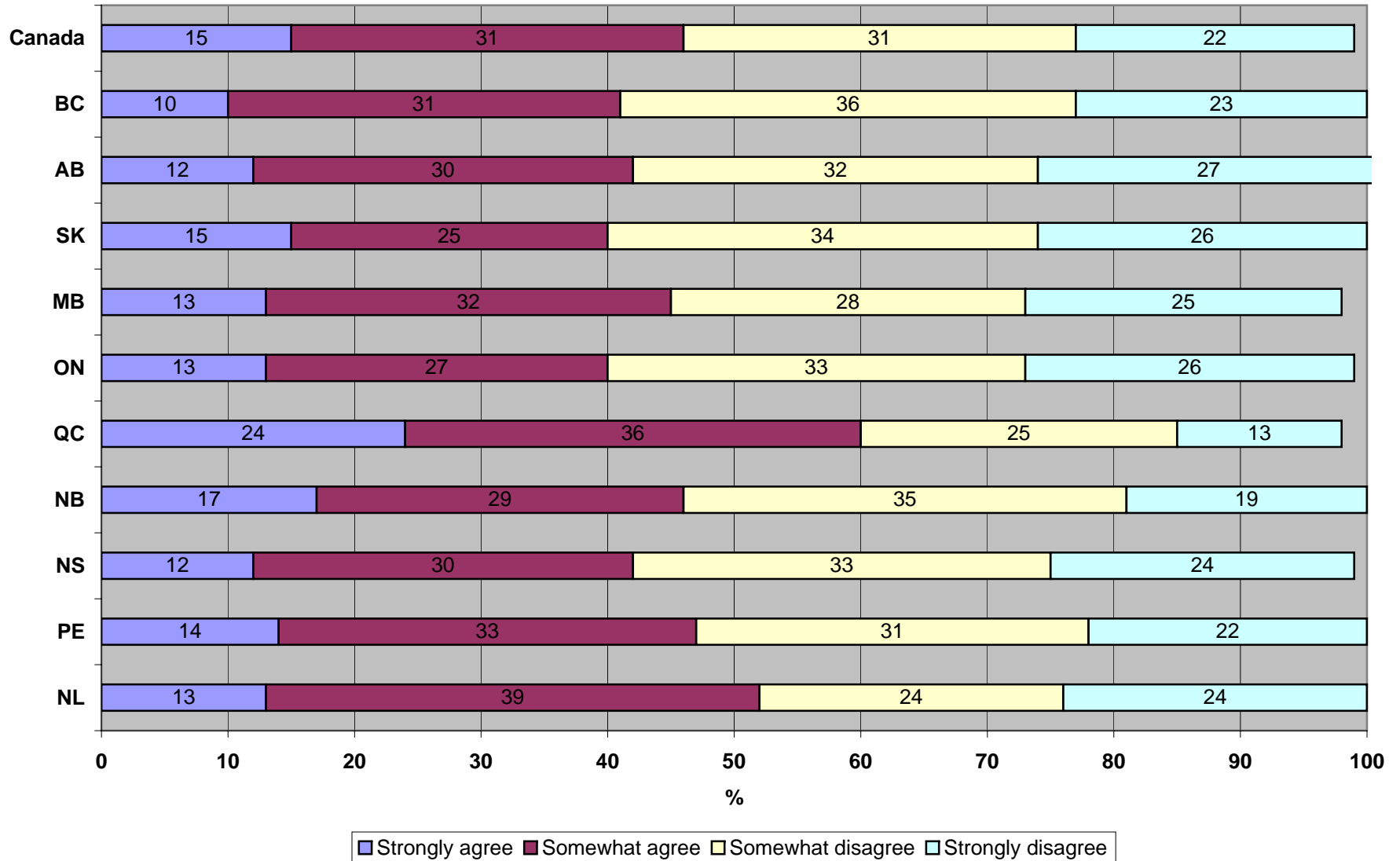
Too many charities are trying to get donations for the same cause



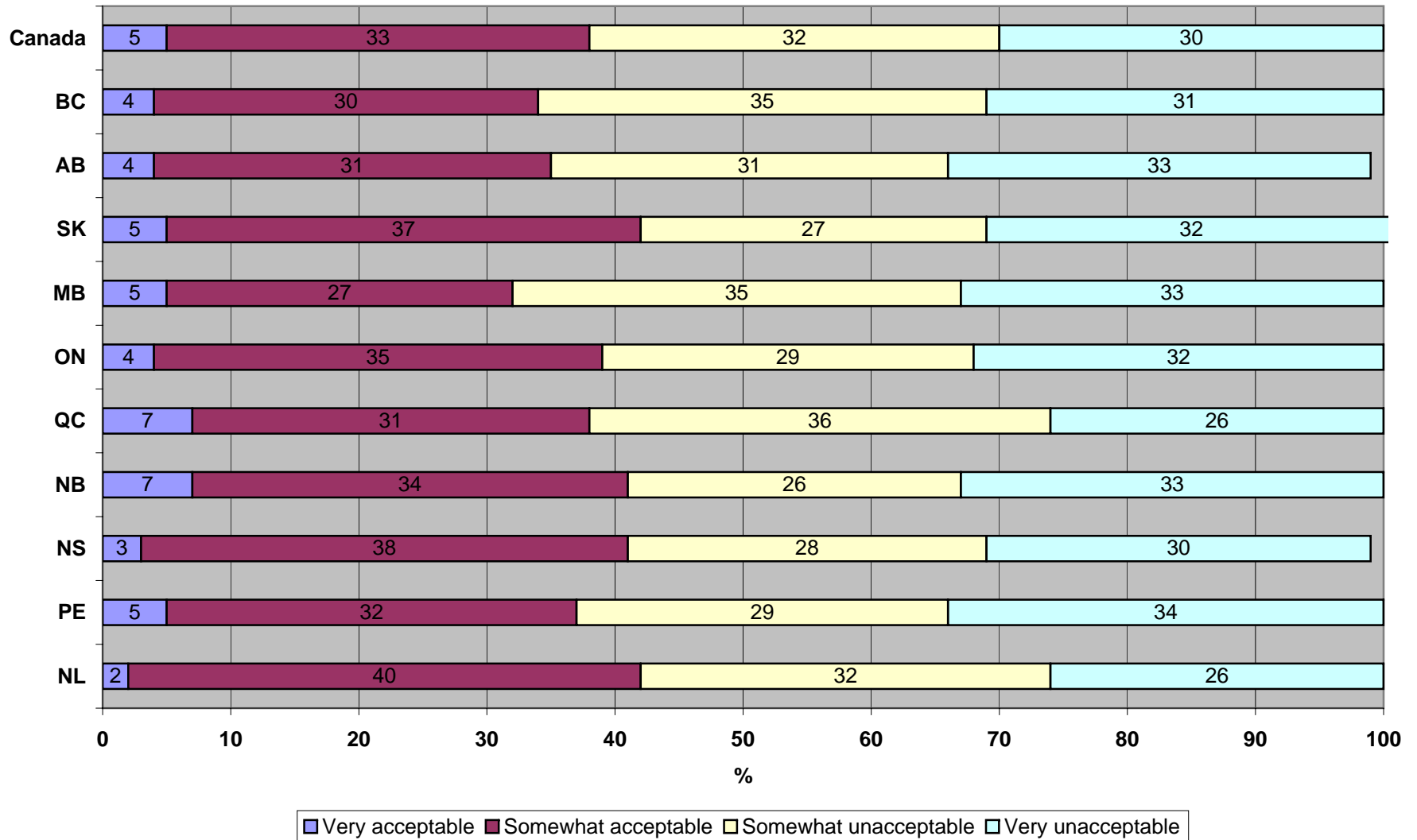
It takes significant effort for charities to raise the money they need to support their cause



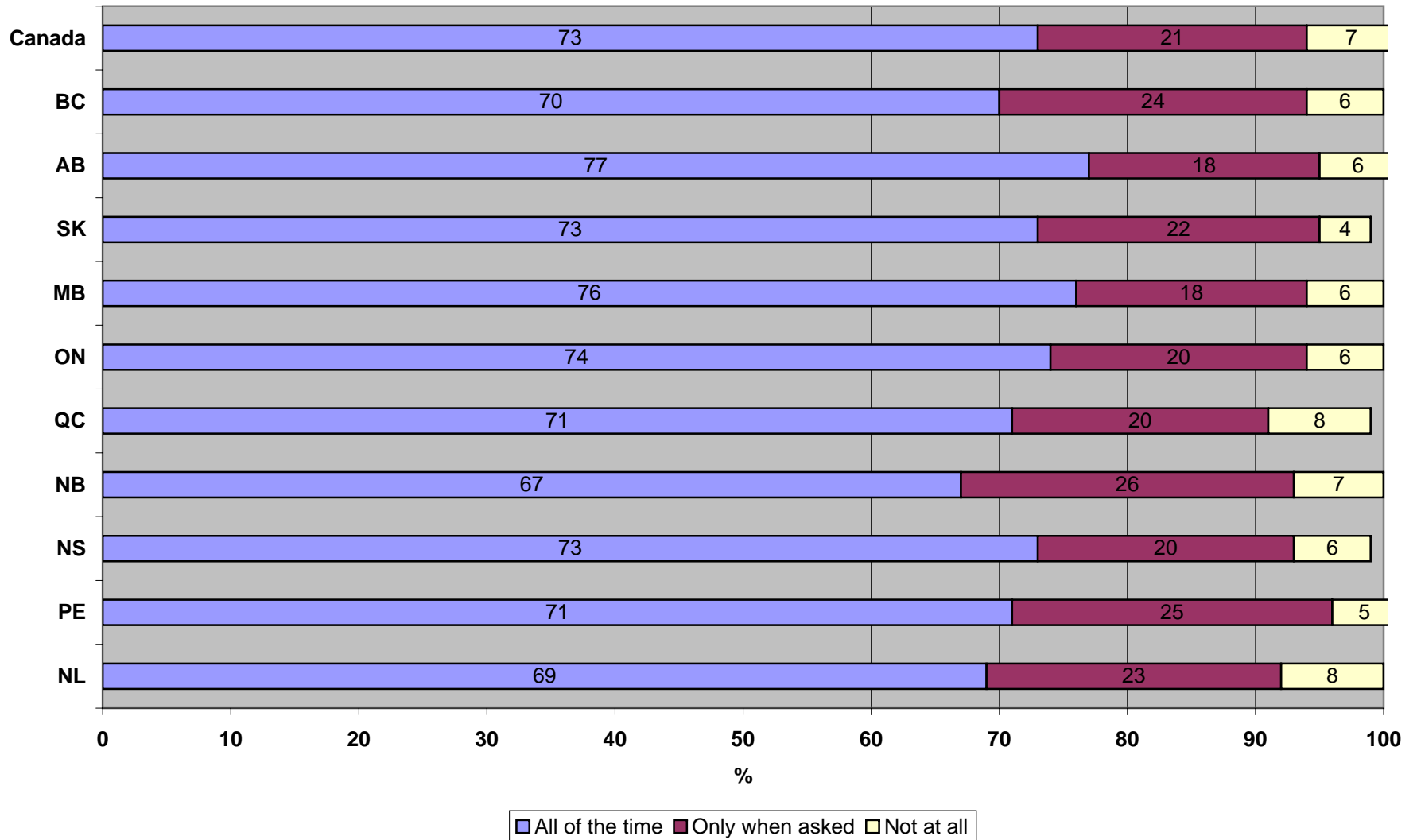
Charities only ask for money when they really need it



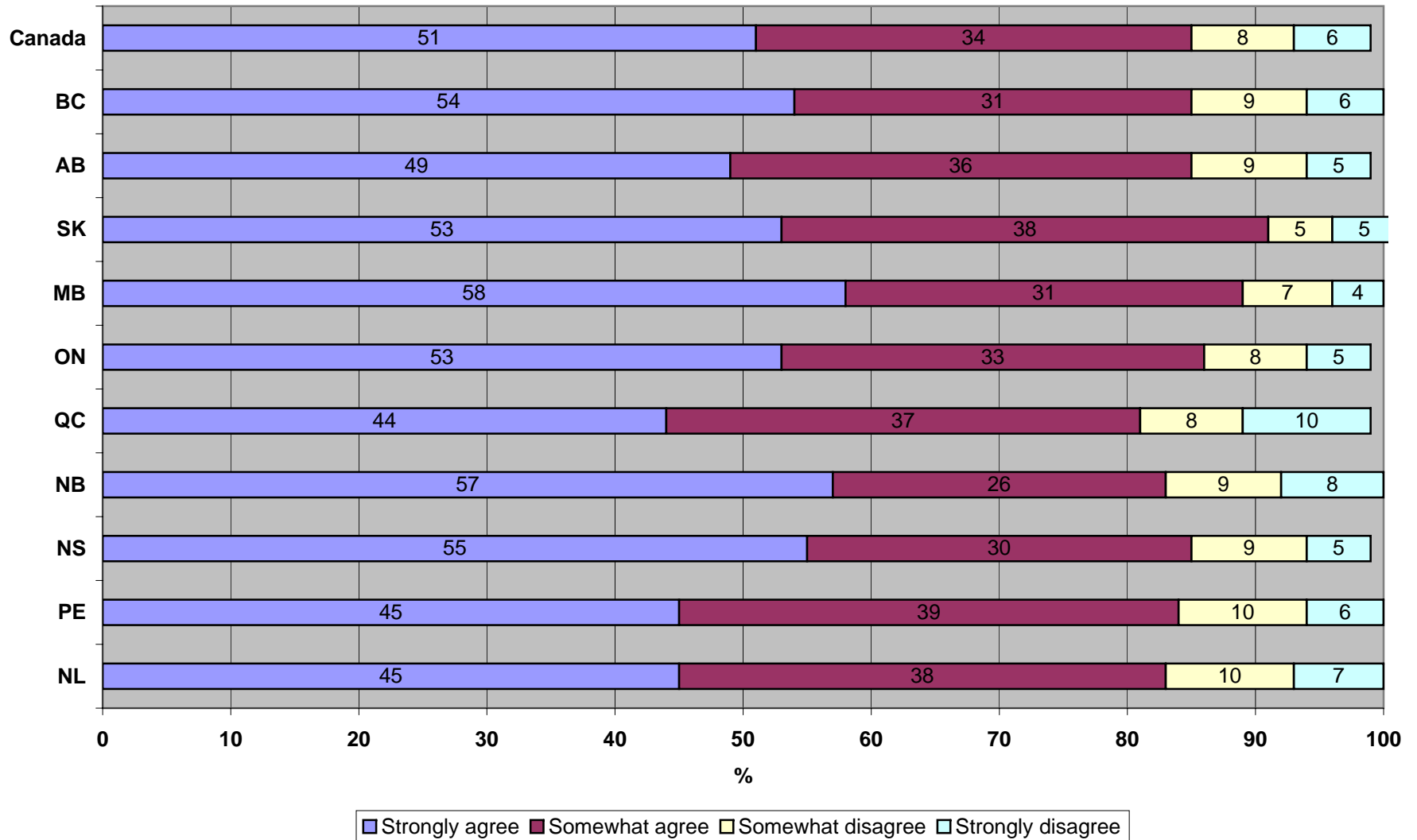
Is percentage-based fundraising an acceptable or unacceptable way for charities to raise money?



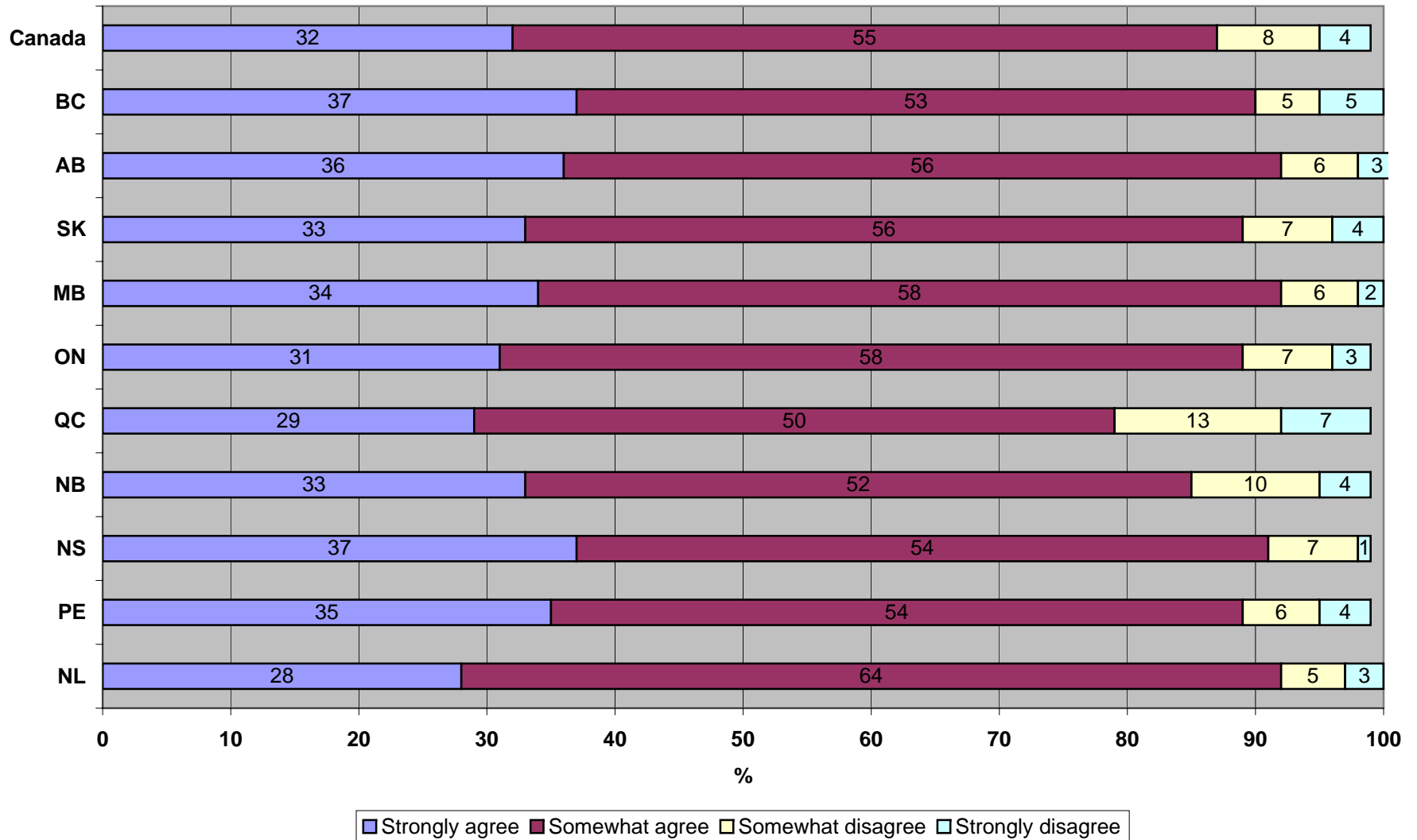
Should individuals/organizations hired to make fundraising requests be required to indicate if they are receiving a percentage of donations raised?



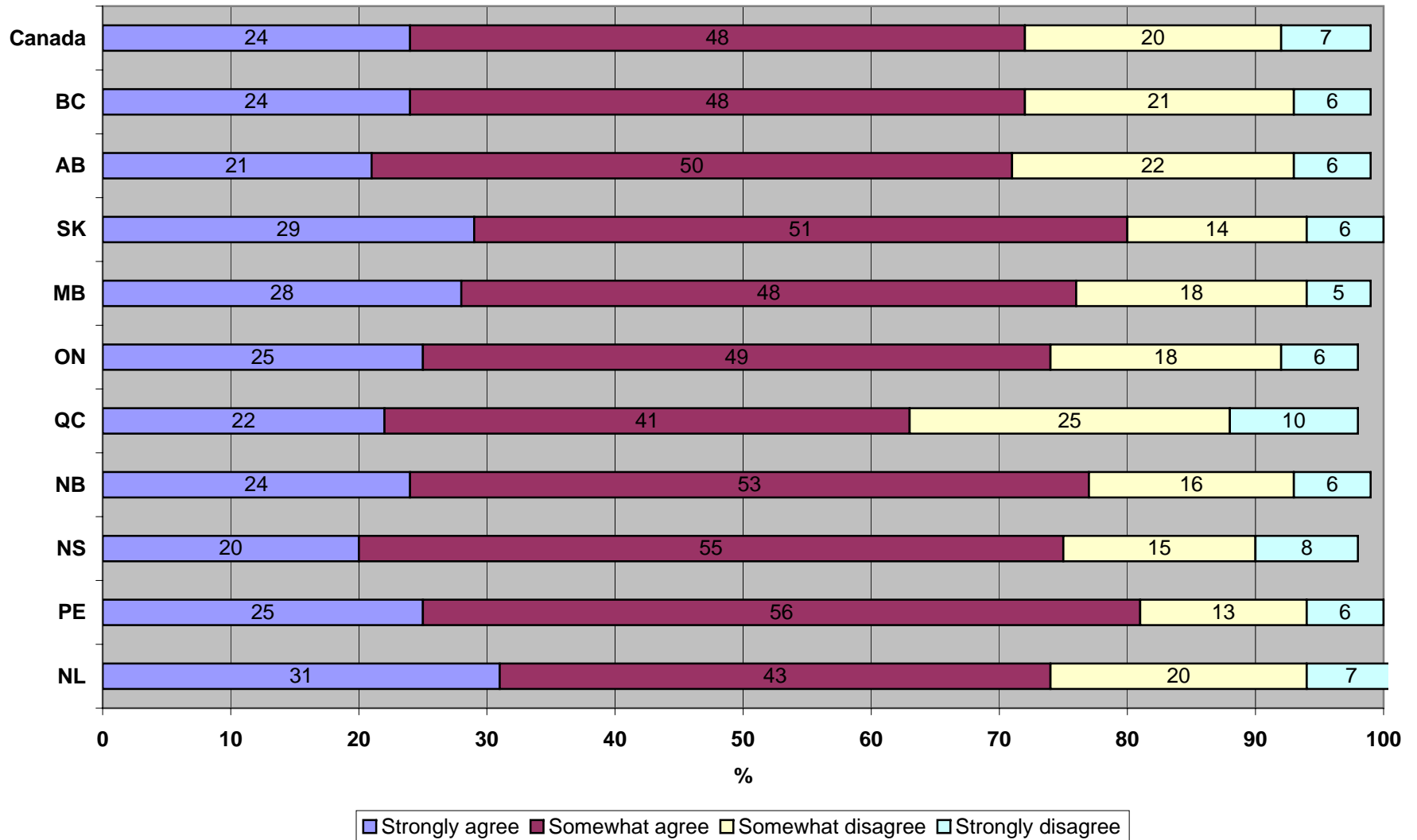
Charities should be able to earn money through any type of business activity they want as long as the proceeds go to their cause



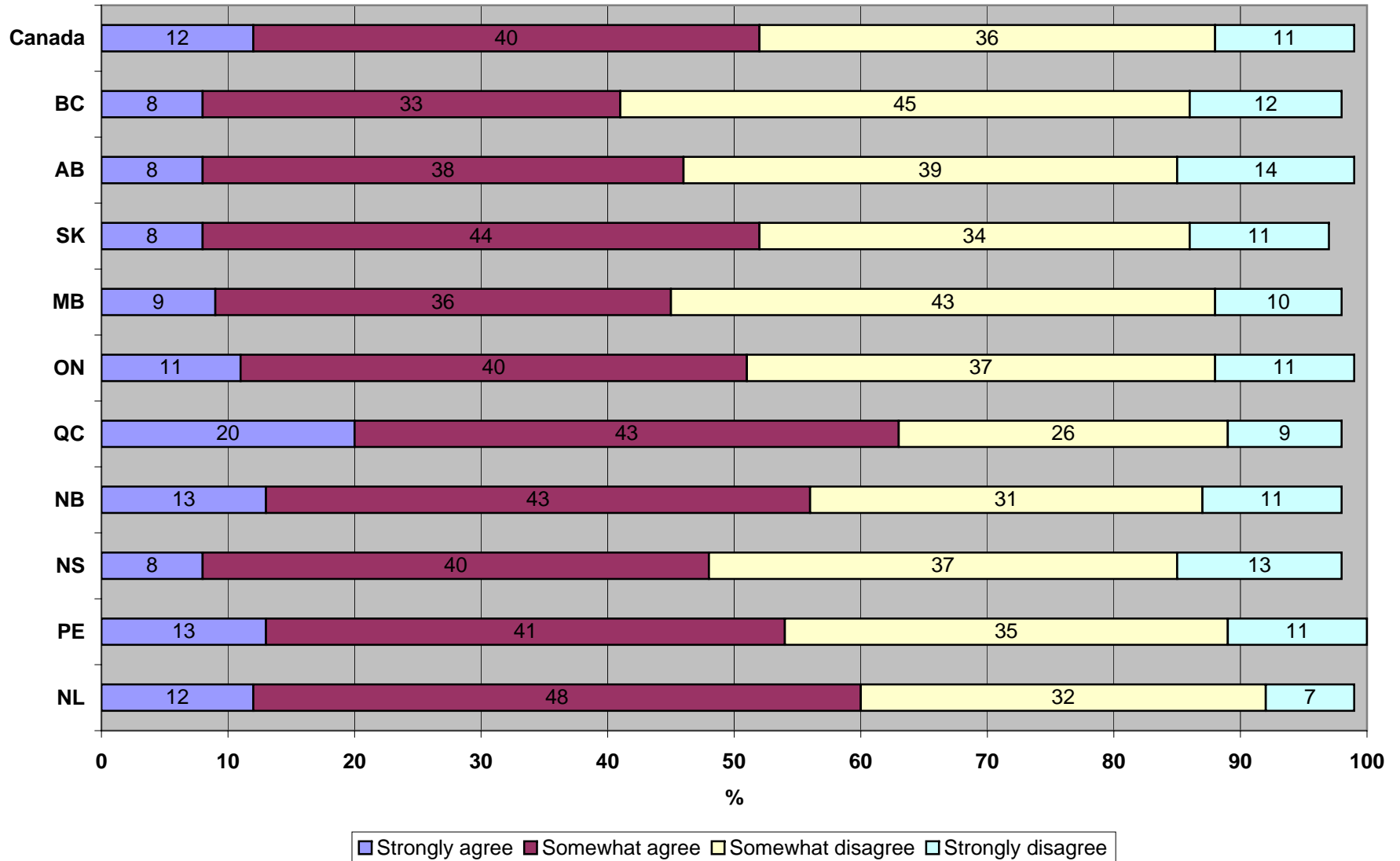
Running a business is a good way to raise money that charities aren't able to get through donations and grants



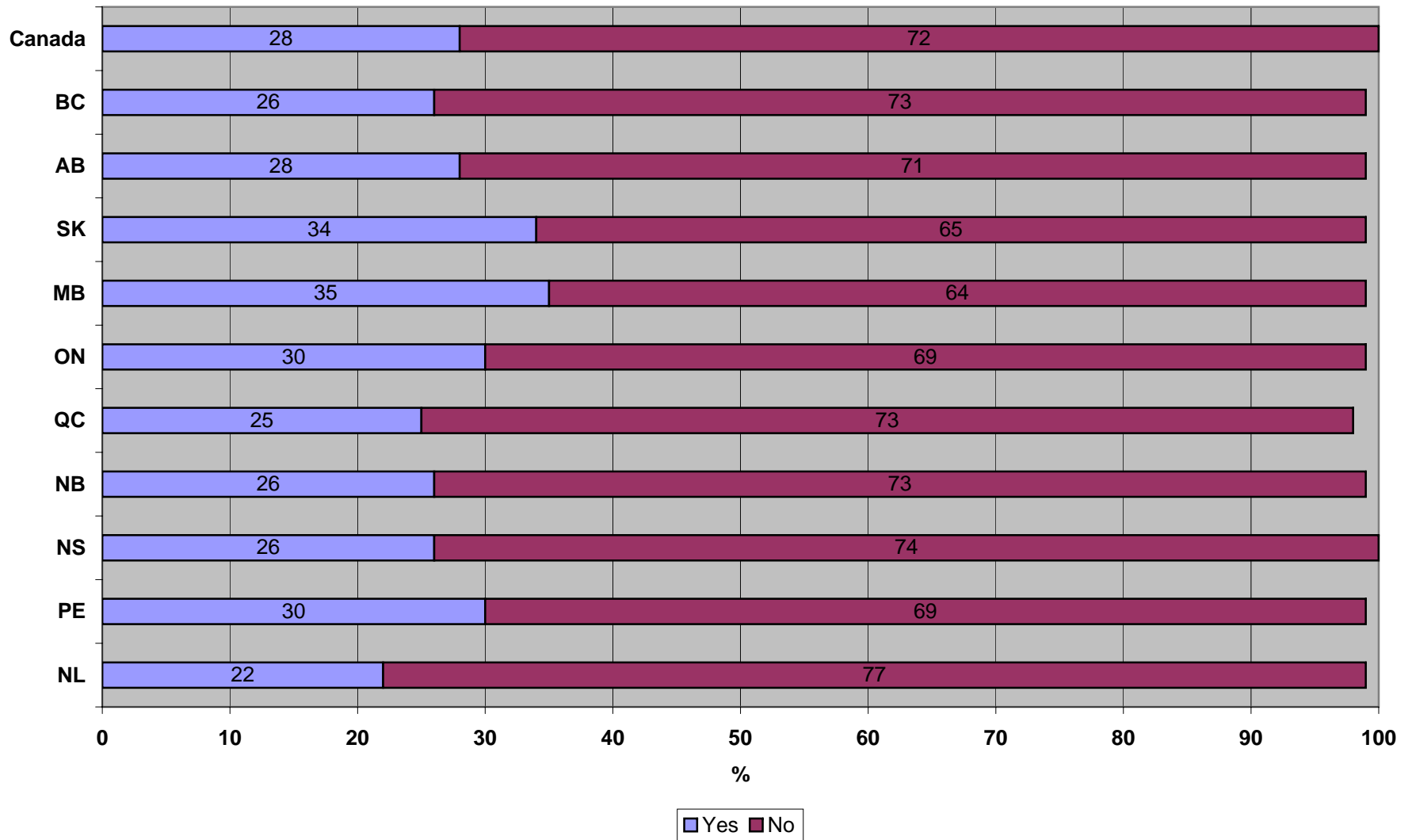
When a charity runs a business, a significant worry is that money could get lost on the business instead of being used to help Canadians



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



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



Percentage of respondents likely (very+somewhat) to use these methods to research charity to which respondent is considering making a donation

