

Talking about Charities (60-4858-04)

DEMOGRAPHICS

- 1 Region:
- 2 Province:
- 3 Urban / Rural
- 4 Census Metropolitan Area:
- 5 Respondent's Sex:
- 6 Language of Interview:
- 7 Canadian Markets:
- 8 Quota:

TALKING ABOUT CHARITIES

- 9 1A. Thinking about charities in general, would you say you trust them:
- 10 1B. 1) Why do you say that you trust them A lot/Some?
- 11 1B. 2) Why do you say that you trust them A little/Not at all?
- 12 1B. 1/2) Why do you say that you trust them A lot/Some/A little/Not at all?
- 13 2. TRUST A LOT/SOME SUMMARY TABLE
- 14 2. TRUST A LITTLE/NOT AT ALL SUMMARY TABLE
- 15 2. How much trust do you have in: 1) People who are medical doctors?
- 16 2. How much trust do you have in: 2) People who are federal politicians?
- 17 2. How much trust do you have in: 3) People who are lawyers?
- 18 2. How much trust do you have in: 4) People who are religious leaders?
- 19 2. How much trust do you have in: 5) People who are journalists and reporters?
- 20 2. How much trust do you have in: 6) People who are nurses?
- 21 2. How much trust do you have in: 7) People who are provincial politicians?
- 22 2. How much trust do you have in: 8) People who are business leaders?
- 23 2. How much trust do you have in: 9) People who are leaders of charities?
- 24 2. How much trust do you have in: 10) People who are union leaders?
- 25 2. How much trust do you have in: 11) People who are government employees?
- 26 2A. Thinking about what you know about charities in general, the work that they do, and the role they play, would you say you are:
- 27 2B. TRUST A LOT/SOME SUMMARY TABLE
- 28 2B. TRUST A LITTLE/NOT AT ALL SUMMARY TABLE
- 29 2B. Specifically, to what extent do you trust: 1) Charities that focus on protecting the environment?
- 30 2B. Specifically, to what extent do you trust: 2) Charities that focus on protection of animals?
- 31 2B. Specifically, to what extent do you trust: 3) Charities that focus on health prevention and health research?
- 32 2B. Specifically, to what extent do you trust: 4) Charities that focus on social services?
- 33 2B. Specifically, to what extent do you trust: 5) Charities that focus on international development?
- 34 2B. Specifically, to what extent do you trust: 6) Charities that focus on children and children's activities?
- 35 2B. Specifically, to what extent do you trust: 7) Charities that focus on education?
- 36 2B. Specifically, to what extent do you trust: 8) Charities that focus on arts?
- 37 2B. Specifically, to what extent do you trust: 9) Hospitals?
- 38 2B. Specifically, to what extent do you trust: 10) Churches?
- 39 2B. Specifically, to what extent do you trust: 11) Religious organizations (excluding churches)?
- 40 2B. Specifically, to what extent do you trust: 12) Churches and other places of worship?
- 41 2B. Specifically, to what extent do you trust: 13) Religious organizations (excluding churches and other places of worship)?
- 42 3. AGREE SUMMARY TABLE
- 43 3. DISAGREE SUMMARY TABLE
- 44 3. Please tell me if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements: 1) Charities should be expected to deliver programs and services the government stops funding?
- 45 3. Please tell me if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements: 2) Charities generally improve our quality of life?
- 46 3. Please tell me if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements: 3) Charities do a better job than government in meeting the needs of Canadians?
- 47 3. Please tell me if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements: 4) Charities are important to Canadians?

48	3. Please tell me if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements: 5) Charities understand the needs of Canadians better than government does?
49	3A. Charities, on occasion, speak out and express opinions on issues of public concern. Which of the following two points of view comes closest to your own?
50	4. Based on your perceptions of charities in general, do you think they have too much, about the right amount or too little money to meet their objectives?
51	5. Which of the following two statements do you most agree with?
52	6. Some people would like to change the laws that limit the extent to which the charities can speak out and represent their causes to governments or other organizations. Do you agree or disagree that the laws should be changed to permit charities to advocate more freely for the causes in which they are involved?
53	7. ACCEPTABLE SUMMARY TABLE
54	7. UNACCEPTABLE SUMMARY TABLE
55	7. There are many ways that charities can speak out about their cause and try to get things changed. For each of the following, please tell me if you think, in general, it is a very acceptable, somewhat acceptable, somewhat unacceptable or a very unacceptable thing for charities to: 1) Meet with government ministers or senior public servants as a way to speak out about their cause and try to get things changed?
56	7. There are many ways that charities can speak out about their cause and try to get things changed. For each of the following, please tell me if you think, in general, it is a very acceptable, somewhat acceptable, somewhat unacceptable or a very unacceptable thing for charities to: 2) Organize letter-writing campaigns?
57	7. There are many ways that charities can speak out about their cause and try to get things changed. For each of the following, please tell me if you think, in general, it is a very acceptable, somewhat acceptable, somewhat unacceptable or a very unacceptable thing for charities to: 3) Hold legal street protests or demonstrations?
58	7. There are many ways that charities can speak out about their cause and try to get things changed. For each of the following, please tell me if you think, in general, it is a very acceptable, somewhat acceptable, somewhat unacceptable or a very unacceptable thing for charities to: 4) Place advertisements in the media?
59	7. There are many ways that charities can speak out about their cause and try to get things changed. For each of the following, please tell me if you think, in general, it is a very acceptable, somewhat acceptable, somewhat unacceptable or a very unacceptable thing for charities to: 5) Block roadways, or other non-violent acts?
60	7. There are many ways that charities can speak out about their cause and try to get things changed. For each of the following, please tell me if you think, in general, it is a very acceptable, somewhat acceptable, somewhat unacceptable or a very unacceptable thing for charities to: 6) Use research results to support a message?
61	7. There are many ways that charities can speak out about their cause and try to get things changed. For each of the following, please tell me if you think, in general, it is a very acceptable, somewhat acceptable, somewhat unacceptable or a very unacceptable thing for charities to: 7) Speak out on issues like the environment, poverty or healthcare?
62	8. Charities often find themselves faced with issues they'd like to inform the public about. Which of the following two statements do you most agree with?
63	9. IMPORTANT SUMMARY TABLE
64	9. UNIMPORTANT SUMMARY TABLE
65	9. I will now describe to you some types of information that charities provide. Please rate how important it is that charities provide this kind of information? 1) Information about the programs and services the charities deliver?
66	9. I will now describe to you some types of information that charities provide. Please rate how important it is that charities provide this kind of information? 2) Information on how charities use donations?
67	9. I will now describe to you some types of information that charities provide. Please rate how important it is that charities provide this kind of information? 3) Information about charities' fundraising costs?
68	9. I will now describe to you some types of information that charities provide. Please rate how important it is that charities provide this kind of information? 4) Information about the impact of charities' work on Canadians?
69	10. GOOD JOB SUMMARY TABLE
70	10. POOR JOB SUMMARY TABLE
71	10. Now please think about how well charities do in terms of providing information. Would you say charities are doing a poor, fair, good or excellent job at providing: 1) Information about the programs and services the charities deliver?
72	10. Now please think about how well charities do in terms of providing information. Would you say charities are doing a poor, fair, good or excellent job at providing: 2) Information on how charities use donations?
73	10. Now please think about how well charities do in terms of providing information. Would you say charities are doing a poor, fair, good or excellent job at providing: 3) Information about charities' fundraising costs?
74	10. Now please think about how well charities do in terms of providing information. Would you say charities are doing a poor, fair, good or excellent job at providing: 4) Information about the impact of charities' work on Canadians?
75	11. Thinking of your decisions about charitable donations, which of the following two statements best represents your view...
76	12. To the best of your knowledge, is there an organization or agency that is responsible for watching over the activities of charities?
77	13. Do you happen to know the name of the organization or agency that is responsible for watching over the activities of charities?
78	14. Which of the following do you think should be responsible for watching over the activities of charities...
79	14A. AGREE SUMMARY TABLE
80	14A. DISAGREE SUMMARY TABLE
81	14A. Now I would like to ask you about the need for someone or some organization to pay closer attention to the activities of charities. For each of the following statements please tell me whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree that: 1) More attention should be paid to the way charities spend their money?

82	14A. Now I would like to ask you about the need for someone or some organization to pay closer attention to the activities of charities. For each of the following statements please tell me whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree that: 2) More attention should be paid to the way charities raise money?
83	14A. Now I would like to ask you about the need for someone or some organization to pay closer attention to the activities of charities. For each of the following statements please tell me whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree that: 3) More attention should be paid to the amount of money charities spend on program activities?
84	14A. Now I would like to ask you about the need for someone or some organization to pay closer attention to the activities of charities. For each of the following statements please tell me whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree that: 4) More attention should be paid to the amount of money charities spend on hiring professionals to do their fundraising?
85	15A. Please rate your level of agreement with the following statement. On each fundraising request, charities should be required to disclose how donors' contributions are spent?
86	15B. Which of the following two statements do you most agree with...
87	16. AGREE SUMMARY TABLE
88	16. DISAGREE SUMMARY TABLE
89	16. Now I would like to get your opinion on the way charities raise money. For each of the following, tell me if you strongly agree, somewhat agree, somewhat disagree or strongly disagree: 1) Charities are generally honest about the way they use donations?
90	16. Now I would like to get your opinion on the way charities raise money. For each of the following, tell me if you strongly agree, somewhat agree, somewhat disagree or strongly disagree: 2) Too many charities are trying to get donations for the same cause?
91	16. Now I would like to get your opinion on the way charities raise money. For each of the following, tell me if you strongly agree, somewhat agree, somewhat disagree or strongly disagree: 3) It takes significant effort for charities to raise the money they need to support their cause?
92	16. Now I would like to get your opinion on the way charities raise money. For each of the following, tell me if you strongly agree, somewhat agree, somewhat disagree or strongly disagree: 4) Charities only ask for money when they really need it?
93	16. Now I would like to get your opinion on the way charities raise money. For each of the following, tell me if you strongly agree, somewhat agree, somewhat disagree or strongly disagree: 5) Charities spend too much money on fundraising?
94	17A. Charities may hire professionals to help them raise money. As payment for this service, some professionals get a percentage of the money they raise. Regardless of the percentage they would receive, would you say this is a acceptable/unacceptable way for charities to raise money?
95	17B. Of the money that is raised for charities, what is the maximum percentage that you think a professional fundraiser should get as payment for services?
96	18. Do you think that Individuals or organizations who are hired to make the fundraising requests should be required to indicate if they are receiving a percentage of donations raised all of the time, only when asked, or not at all?
97	19. Please tell me if you agree 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.
98	20. AGREE SUMMARY TABLE
99	20. DISAGREE SUMMARY TABLE
100	20. I'm going to read you a series of statements about charities running a business to earn money for their charitable activities. For each of the following statements, please tell me if you strongly agree, somewhat agree, somewhat disagree or strongly disagree: 1) Running a business is a good way to raise money that charities aren't able to get through donations and grants?
101	20. I'm going to read you a series of statements about charities running a business to earn money for their charitable activities. For each of the following statements, please tell me if you strongly agree, somewhat agree, somewhat disagree or strongly disagree: 2) 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?
102	20. I'm going to read you a series of statements about charities running a business to earn money for their charitable activities. For each of the following statements, please tell me if you strongly agree, somewhat agree, somewhat disagree or strongly disagree: 3) When charities run businesses, it takes too much time away from their core cause?
103	21. Which of the following two points of view comes closest to your own?
104	23. LIKELY SUMMARY TABLE
105	23. UNLIKELY SUMMARY TABLE
106	23. When you are thinking about the possibility of donating to a charity, are you very likely, somewhat likely, somewhat unlikely or very unlikely to research the charity: 1) On a charity's website?
107	23. When you are thinking about the possibility of donating to a charity, are you very likely, somewhat likely, somewhat unlikely or very unlikely to research the charity: 2) On a website of someone who regulates charities?
108	23. When you are thinking about the possibility of donating to a charity, are you very likely, somewhat likely, somewhat unlikely or very unlikely to research the charity: 3) By looking at a charity's financial statements?
109	23. When you are thinking about the possibility of donating to a charity, are you very likely, somewhat likely, somewhat unlikely or very unlikely to research the charity: 4) By calling the charity and asking for more information?
110	23. When you are thinking about the possibility of donating to a charity, are you very likely, somewhat likely, somewhat unlikely or very unlikely to research the charity: 5) By reading printed material you received from the charity?
DEMOGRAPHICS	
111	23. What age group do you fall into?
112	24. Number of Adults live in your household?
113	25. And, how many people under 18 years of age live in your household?
114	26. At present are you married, living with a partner, widowed, separated, divorced or have you never been married?
115	27. What is the highest level of education you have completed?

116	28. Other than on special occasions, such as weddings, funerals and baptisms, how often have you attended religious services in the past 12 months, would you say at least once a week, at least once or twice a month, 3 or 4 times a year, once or twice a year, not at all in the past 12 months, or never?
117	29. 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?
118	30. We don't need the exact amount: could you please tell me which of these broad categories your total 2007 household income falls into?
119	31. Not including lottery tickets, chocolates or any other purchase that does not provide you with a tax receipt, did you make a financial donation to any charity in 2007?
120	32. As far as you can remember, how much did you donate to charities in 2007?

DEMOGRAPHICS

Region:

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E - F/G/H/I/J/K/L/M/N * small base; ** very small base (under 30) ineligible for sig testing

	TOTAL	HOUSEHOLD INCOME (\$000)					EMPLOYMENT STATUS								
		<20 A	20-50 B	50-75 C	75-100 D	100+ E	F.T. F	P.T. G	Self Empl. H	Unempl. I	Ret. J	Take Care Fmly K	Disabled L	Stu. M	Mat/Sick Leave N
Base: All respondents															
Unweighted Base	3863	408	1116	765	480	662	1620	326	416	163	946	160	63	108	24
Weighted Base	3883	338	983	783	530	800	1701	331	431	162*	824	161	52*	146*	24**
British Columbia	506 13%	40 12%	115 12%	93 12%	79 15%	109 14%	188 11%	39 12%	69 16% F	19 12%	139 17% F	20 13%	9 17%	15 10%	1 6%
Alberta	400 10%	27 8%	71 7%	68 9%	69 13% B	114 14% ABC	174 10%	28 9%	71 16% FGIJ	10 6%	68 8%	20 12%	3 6%	15 10%	4 17%
Sask/Man	255 7%	22 7%	67 7%	54 7%	27 5%	57 7%	109 6%	26 8%	35 8%	10 6%	54 6%	11 7%	2 4%	6 4%	0 2%
Ontario	1487 38%	112 33%	341 35%	290 37%	217 41%	353 44% ABC	677 40%	135 41%	147 34%	76 47% H	300 36%	62 39%	21 40%	48 33%	5 22%
Quebec	945 24%	108 32% DE	297 30% DE	215 27% DE	104 20%	128 16%	421 25%	76 23%	86 20%	33 20%	202 25%	35 22%	11 21%	54 37% FGHIJK	11 45%
Atlantic	290 7%	28 8%	93 9% E	63 8%	34 6%	39 5%	130 8%	27 8%	23 5%	15 9%	62 8%	13 8%	6 11%	9 6%	2 9%

DEMOGRAPHICS

Province:

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		A	B	C	D	E	F	G	H	I	J	K	L	M	N
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Alberta	400 10%	27 8%	71 7%	68 9%	69 13% B	114 14% ABC	174 10%	28 9%	71 16% FGIJ	10 6%	68 8%	20 12%	3 6%	15 10%	4 17%
Saskatchewan	119 3%	11 3%	33 3%	25 3%	14 3%	24 3%	47 3%	12 4%	20 5%	5 3%	25 3%	5 3%	1 2%	3 2%	0 2%
Manitoba	136 3%	11 3%	34 3%	29 4%	13 2%	32 4%	62 4%	14 4%	15 3%	5 3%	28 3%	7 4%	1 3%	3 2%	0 -
Ontario	1487 38%	112 33%	341 35%	290 37%	217 41%	353 44% ABC	677 40%	135 41%	147 34%	76 47% H	300 36%	62 39%	21 40%	48 33%	5 22%
Quebec	945 24%	108 32% DE	297 30% DE	215 27% DE	104 20%	128 16%	421 25%	76 23%	86 20%	33 20%	202 25%	35 22%	11 21%	54 37% FGHIJK	11 45%
New Brunswick	93 2%	9 3%	32 3%	17 2%	7 1%	14 2%	43 3%	10 3%	5 1%	5 3%	19 2%	5 3%	1 3%	2 2%	1 4%
Nova Scotia	117 3%	11 3%	35 4%	30 4%	15 3%	15 2%	54 3%	10 3%	10 2%	6 4%	25 3%	4 3%	3 5%	4 3%	0 -
Prince Edward Island	16 0%	1 0%	6 1%	4 0%	2 0%	2 0%	6 0%	2 0%	2 1%	1 1%	4 1%	1 0%	0 1%	0 0%	0 0%
Newfoundland	64 2%	7 2%	20 2%	13 2%	10 2%	8 1%	28 2%	6 2%	5 1%	3 2%	13 2%	3 2%	1 2%	2 2%	1 4%

DEMOGRAPHICS

Urban / Rural

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E - F/G/H/I/J/K/L/M/N * small base; ** very small base (under 30) ineligible for sig testing

	TOTAL	HOUSEHOLD INCOME (\$000)					EMPLOYMENT STATUS								
		<20	20-50	50-75	75-100	100+	F.T.	P.T.	Self Empl.	Unempl.	Ret.	Take Care Fmly	Disabled	Stu.	Mat/Sick Leave
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All respondents															
Unweighted Base	3863	408	1116	765	480	662	1620	326	416	163	946	160	63	108	24
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Urban	3046 78%	258 76%	734 75%	607 77%	413 78%	684 86%	1365 80%	271 82%	296 69%	127 79%	635 77%	117 73%	43 82%	130 89%	22 91%
Rural	835 22%	80 24%	248 25%	176 23%	117 22%	114 14%	334 20%	60 18%	134 31%	34 21%	189 23%	44 27%	9 18%	16 11%	2 9%
Not specified	3 0	0 -	1 0	0 -	0 -	2 0	2 0	0 -	1 0	0 -	0 -	0 -	0 -	0 -	0 -

DEMOGRAPHICS

Census Metropolitan Area:

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Weighted Base	3883	338	983	783	530	800	1701	331	431	162*	824	161	52*	146*	24**
St. John's	26 1%	2 0%	6 1%	6 1%	5 1%	4 0%	14 1%	4 1%	2 0%	0 0%	4 0%	1 0%	0 0%	1 1%	0 1%
Grand Falls-Windsor	3 0	0 0	1 0	0 0	0 0	1 0	1 0	0 -	0 -	0 0	0 0	0 -	0 0	0 0	0 -
Gander	0 0	0 -	0 0	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 0	0 -	0 -	0 -	0 -
Corner Brook	4 0	0 0	2 0	0 0	1 0	0 -	1 0	0 -	1 0	0 0	2 0	0 -	0 -	0 -	0 -
Labrador City	1 0	0 -	0 0	0 -	0 -	0 0	0 0	0 -	0 -	0 -	0 0	0 -	0 -	0 -	0 -
Charlottetown	5 0	0 0	2 0	1 0	1 0	1 0	2 0	0 0	1 0	0 0	2 0	0 0	0 0	0 0	0 -
Summerside	1 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 -	0 0	0 -	0 -
Halifax	37 1%	2 0%	8 1%	11 1%	5 1%	8 1%	19 1%	3 1%	3 1%	1 1%	7 1%	1 1%	1 1%	0 0%	0 -
Kentville	2 0	0 -	1 0	0 -	1 0	0 -	1 0	1 0	0 -	0 -	1 0	0 0	0 -	0 -	0 -
Truro	4 0%	1 0%	1 0%	2 0%	0 -	0 -	1 0%	0 -	1 0%	0 -	1 0%	0 -	0 -	1 1%	0 -
New Glasgow	6 0%	0 0%	1 0%	3 0%	0 0%	0 0%	3 0%	1 0%	0 -	0 0%	1 0%	0 -	0 1%	0 -	0 -
Cape Breton	8 0	1 0	3 0	2 0	1 0	0 -	2 0	1 0	0 0	1 0	3 0	0 -	0 0	0 -	0 -
Moncton	14 0%	1 0%	4 0%	3 0%	2 0%	2 0%	7 0%	2 1%	0 0%	1 0%	3 0%	0 0%	1 2%	0 0%	0 -
Saint John	16 0%	1 0%	2 0%	4 1%	1 0%	5 1%	8 0%	2 0%	1 0%	0 -	4 0%	1 1%	0 -	0 -	0 -
Fredericton	9 0%	1 0%	3 0%	1 0%	0 0%	2 0%	5 0%	1 0%	0 -	0 0%	2 0%	1 1%	0 -	0 0%	0 -
Bathurst	3 0	0 0	1 0	0 0	1 0	0 0	1 0	0 -	0 -	0 -	1 0	1 0	0 -	0 -	0 -
Campbellton	1 0	0 -	0 0	0 -	0 -	0 0	0 0	0 -	0 -	0 -	0 -	0 0	0 -	0 -	0 -

DEMOGRAPHICS

Census Metropolitan Area:

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		A	B	C	D	E	F	G	H	I	J	K	L	M	N	
Edmundston	2 0%	1 0%	1 0%	0 -	0 -	0 -	0 0%	0 0%	0 0%	0 -	0 0%	0 -	0 1%	0 -	0 -	
Rimouski	6 0	0 -	1 0	2 0	2 0	2 0	3 0	0 -	0 -	0 -	3 0	0 -	0 -	0 -	0 -	
Riviere-du-Loup	4 0	0 -	3 0	2 0	0 -	0 -	4 0	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	
Baie-Comeau	7 0%	3 1%	2 0%	2 0%	0 -	0 -	4 0%	0 -	0 -	0 -	0 -	0 -	0 -	2 2%	0 -	
Chicoutimi - Jonquiere	24 1%	2 1%	12 1%	8 1%	1 0%	0 -	11 1%	2 1%	0 -	0 -	10 1%	1 0%	0 -	0 -	0 -	
Alma	3 0%	0 -	3 0%	0 -	0 -	0 -	0 -	0 -	0 -	0 -	2 0%	2 1%	0 -	0 -	0 -	
Sept-Iles	5 0%	2 1%	2 0%	0 -	2 0%	0 -	2 0%	0 -	0 -	0 -	2 0%	0 -	0 -	2 1%	0 -	
Quebec	98 3%	5 1%	27 3%	20 3%	13 2%	22 3%	35 2%	6 2%	8 2%	0 -	30 4%	10 6%	0 -	6 4%	0 -	
Saint-Georges	2 0%	2 0%	1 0%	0 -	0 -	0 -	0 -	0 -	0 -	0 -	1 0%	0 -	0 -	0 -	2 6%	
Thetford Mines	2 0	0 -	0 -	0 -	2 0	0 -	0 -	0 -	0 -	0 -	2 0	0 -	0 -	0 -	0 -	
Sherbrooke	34 1%	5 2%	12 1%	7 1%	5 1%	5 1%	13 1%	3 1%	2 0%	4 2%	5 1%	0 -	0 -	5 4%	2 6%	
Magog	2 0	0 -	0 -	2 0	0 -	0 -	0 -	0 -	0 -	0 -	2 0	0 -	0 -	0 -	0 -	
Victoriaville	7 0%	1 0%	0 -	7 1%	0 -	0 -	5 0%	2 0%	0 -	0 -	1 0%	0 -	0 -	0 -	0 -	
Trois-Rivieres	25 1%	0 -	7 1%	11 1%	6 1%	2 0%	12 1%	0 -	4 1%	0 -	10 1%	0 -	0 -	0 -	0 -	
Shawinigan	6 0	1 0	3 0	1 0	0 -	0 -	2 0	0 -	0 -	1 0	3 0	0 -	0 -	0 -	0 -	
Drummondville	15 0%	7 2%	1 0%	3 0%	0 -	2 0%	4 0%	0 -	5 1%	2 1%	3 0%	1 0%	1 2%	0 -	0 -	
Granby	7 0%	0 -	2 0%	2 0%	0 -	2 0%	3 0%	2 1%	0 -	0 -	1 0%	0 -	0 -	0 -	0 -	
Saint-Hyacinthe	7 0	2 0	3 0	2 0	0 -	0 -	3 0	0 -	0 -	0 -	3 0	0 -	0 -	0 -	0 -	
Sorel	3	0	3	0	0	0	3	0	0	0	0	0	0	0	0	

DEMOGRAPHICS

Census Metropolitan Area:

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E - F/G/H/I/J/K/L/M/N * small base; ** very small base (under 30) ineligible for sig testing

	HOUSEHOLD INCOME (\$000)						EMPLOYMENT STATUS								
	TOTAL	<20	20-50	50-75	75-100	100+	F.T.	P.T.	Self Empl.	Unempl.	Ret.	Take Care Fmly	Disabled	Stu.	Mat/Sick Leave
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	
	0	-	0	-	-	-	0	-	-	-	-	-	-	-	-
Joliette	5 0	0 -	1 0	2 0	0 -	2 0	5 0	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -
Saint-Jean-sur-Richelieu	13 0%	0 -	6 1%	3 0%	0 -	4 0%	6 0%	2 1%	3 1%	0 -	3 0%	0 -	0 -	0 -	0 -
Montreal	396 10%	45 13%	115 12%	99 13%	50 9%	54 7%	188 11%	33 10%	30 7%	17 10%	60 7%	16 10%	8 16%	35 24%	4 16%
Salaberry-de-Valleyfield	7 0	1 0	2 0	2 0	2 0	0 -	5 0	0 -	0 -	0 -	2 0	0 -	0 -	0 -	0 -
Lachute	4 0%	4 1%	0 -	1 0%	0 -	0 -	1 0%	0 -	4 1%	0 -	0 -	0 -	0 -	0 -	0 -
Val-d'Or	3 0%	0 -	2 0%	0 -	0 -	0 -	0 -	0 -	0 -	3 2%	0 -	0 -	0 -	0 -	0 -
Rouyn-Noranda	3 0	0 -	2 0	2 0	0 -	0 -	2 0	0 -	0 -	0 -	2 0	0 -	0 -	0 -	0 -
Cornwall	14 0%	0 -	3 0%	3 0%	3 1%	2 0%	4 0%	0 -	3 1%	0 -	7 1%	0 -	0 -	0 -	0 -
Hawkesbury	4 0%	0 -	2 0%	0 -	0 -	2 0%	2 0%	2 1%	0 -	0 -	0 -	0 -	0 -	0 -	0 -
Ottawa - Hull	181 5%	3 1%	29 3%	30 4%	20 4%	64 8%	91 5%	24 7%	20 5%	4 2%	31 4%	7 5%	2 4%	1 1%	0 -
Brockville	5 0	0 -	3 0	3 0	0 -	0 -	4 0	0 -	0 -	0 -	2 0	0 -	0 -	0 -	0 -
Pembroke	8 0%	0 -	4 0%	0 -	0 -	0 -	0 -	5 2%	3 1%	0 -	0 -	0 -	0 -	0 -	0 -
Kingston	20 1%	3 1%	7 1%	7 1%	1 0%	3 0%	10 1%	0 -	1 0%	0 -	4 0%	2 1%	1 2%	3 2%	0 -
Belleville	11 0%	0 -	6 1%	4 1%	0 -	0 -	3 0%	0 -	2 0%	0 -	6 1%	0 -	0 -	0 -	0 -
Cobourg	1 0	0 -	1 0	0 -	0 -	0 -	0 -	0 -	0 -	0 -	1 0	0 -	0 -	0 -	0 -
Peterborough	20 1%	0 -	3 0%	5 1%	0 -	5 1%	10 1%	5 2%	2 0%	3 2%	0 -	0 -	0 -	0 -	0 -
Lindsay	4 0%	1 0%	2 0%	0 -	0 -	0 -	0 -	0 -	0 -	0 -	3 0%	0 -	1 2%	0 -	0 -
Oshawa	60 2%	2 1%	7 1%	17 2%	4 1%	22 3%	33 2%	6 2%	9 2%	5 3%	6 1%	0 -	1 2%	0 -	0 -

DEMOGRAPHICS

Census Metropolitan Area:

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E - F/G/H/I/J/K/L/M/N * small base; ** very small base (under 30) ineligible for sig testing

	TOTAL	HOUSEHOLD INCOME (\$000)					EMPLOYMENT STATUS									
		<20	20-50	50-75	75-100	100+	F.T.	P.T.	Self Empl.	Unempl.	Ret.	Take Care Fmly	Disabled	Stu.	Mat/Sick Leave	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	
				B		BD										
Toronto	370 10%	41 12%	72 7%	76 10%	55 10%	92 11%	183 11%	35 10%	27 6%	35 22%	46 6%	16 10%	5 9%	22 15%	2 7%	
Hamilton	94 2%	4 1%	16 2%	20 3%	20 4%	25 3%	51 3%	9 3%	4 1%	6 4%	16 2%	0 -	1 2%	2 1%	0 -	
St. Catharines - Niagara	37 1%	4 1%	21 2%	6 1%	0 -	3 0%	19 1%	6 2%	2 0%	0 -	9 1%	0 -	0 -	2 1%	0 -	
Kitchener	53 1%	1 0%	10 1%	7 1%	12 2%	19 2%	35 2%	3 1%	2 0%	0 -	8 1%	2 1%	0 -	4 3%	0 -	
Brantford	18 0%	1 0%	8 1%	0 -	2 0%	4 0%	4 0%	0 -	0 -	0 -	6 1%	5 3%	4 7%	0 -	0 -	
Woodstock	10 0%	5 1%	3 0%	0 -	2 0%	0 -	5 0%	0 -	0 -	0 -	0 -	0 -	0 -	5 3%	0 -	
Tillsonburg	2 0	0 -	0 -	2 0	0 -	0 -	0 -	0 -	2 0	0 -	0 -	0 -	0 -	0 -	0 -	
Simcoe	4 0%	0 -	4 0%	0 -	0 -	0 -	1 0%	0 -	0 -	3 2%	0 -	0 -	0 -	0 -	0 -	
Guelph	35 1%	0 -	12 1%	3 0%	0 -	20 2%	21 1%	0 -	7 2%	2 1%	5 1%	0 -	0 -	0 -	0 -	
Stratford	2 0%	0 -	2 0%	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	2 1%	0 -	0 -	0 -	
London	68 2%	3 1%	18 2%	9 1%	16 3%	13 2%	22 1%	5 2%	9 2%	4 2%	13 2%	7 4%	1 2%	2 1%	0 -	
Chatham	9 0%	4 1%	1 0%	2 0%	3 1%	0 -	2 0%	2 1%	3 1%	0 -	0 -	2 1%	0 -	0 -	0 -	
Leamington	4 0	0 -	0 -	2 0	0 -	2 0	2 0	0 -	0 -	0 -	2 0	0 -	0 -	0 -	0 -	
Windsor	24 1%	0 -	7 1%	2 0%	4 1%	11 1%	12 1%	4 1%	0 -	1 1%	4 0%	1 1%	0 -	3 2%	0 -	
Sarnia	12 0%	0 -	3 0%	2 0%	0 -	5 1%	6 0%	2 1%	0 -	0 -	3 0%	2 1%	0 -	0 -	0 -	
Collingwood	4 0%	0 -	3 0%	2 0%	0 -	0 -	0 -	2 1%	3 1%	0 -	0 -	0 -	0 -	0 -	0 -	
Barrie	31 1%	2 1%	0 -	12 2%	10 2%	7 1%	13 1%	0 -	14 3%	0 -	2 0%	0 -	0 -	2 1%	0 -	
Orillia	9 0%	2 1%	2 0%	2 0%	0 -	3 0%	5 0%	0 -	2 0%	0 -	2 0%	0 -	0 -	0 -	0 -	

DEMOGRAPHICS

Census Metropolitan Area:

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E - F/G/H/I/J/K/L/M/N * small base; ** very small base (under 30) ineligible for sig testing

	HOUSEHOLD INCOME (\$000)						EMPLOYMENT STATUS									
	TOTAL	<20	20-50	50-75	75-100	100+	F.T.	P.T.	Self Empl.	Unempl.	Ret.	Take Care Fmly	Disabled	Stu.	Mat/Sick Leave	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	
Midland	5 0%	1 0%	2 0%	0 -	2 0%	0 -	2 0%	2 1%	0 -	0 -	1 0%	0 -	0 -	0 -	0 -	
North Bay	11 0%	3 1%	2 0%	5 1%	0 -	0 -	0 -	1 0%	2 0%	2 1%	6 1%	0 -	0 -	1 1%	0 -	
Sudbury	25 1%	1 0%	4 0%	4 0%	12 2%	2 0%	16 1%	4 1%	2 0%	0 -	2 0%	0 -	0 -	0 -	0 -	
Haileybury	1 0	1 0	0 -	0 -	0 -	0 -	1 0	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	
Timmins	9 0%	4 1%	3 0%	0 -	0 -	2 0%	3 0%	0 -	0 -	2 1%	0 -	0 -	4 7%	0 -	0 -	
Sault Ste. Marie	18 0%	5 1%	5 1%	2 0%	0 -	2 0%	4 0%	4 1%	0 -	0 -	10 1%	1 1%	0 -	0 -	0 -	
Thunder Bay	24 1%	1 0%	9 1%	5 1%	7 1%	1 0%	3 0%	2 1%	1 0%	1 1%	17 2%	0 -	0 -	0 -	0 -	
Kenora	4 0%	0 -	0 -	4 1%	0 -	0 -	4 0%	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	
Winnipeg	82 2%	5 2%	19 2%	18 2%	9 2%	23 3%	44 3%	7 2%	9 2%	3 2%	14 2%	2 1%	1 1%	2 1%	0 -	
Portage la Prairie	1 0	0 -	0 -	1 0	0 -	0 -	1 0	0 -	0 -	0 -	0 0	0 -	0 -	0 -	0 -	
Brandon	6 0%	1 0%	2 0%	1 0%	0 0%	2 0%	3 0%	0 0%	0 -	0 -	1 0%	0 0%	0 1%	0 0%	0 -	
Thompson	2 0	0 -	0 -	1 0	0 -	1 0	1 0	0 0	0 -	0 0	0 -	0 -	0 -	0 -	0 -	
Regina	30 1%	1 0%	6 1%	5 1%	5 1%	11 1%	14 1%	2 1%	5 1%	3 2%	4 1%	0 0%	0 -	1 0%	2 2%	
Yorkton	2 0	0 0	1 0	0 0	0 -	0 -	1 0	0 0	0 0	0 -	0 0	0 -	0 -	0 -	0 -	
Moose Jaw	5 0	0 -	2 0	1 0	1 0	0 0	3 0	0 0	0 -	0 -	1 0	0 -	0 -	0 -	0 -	
Swift Current	3 0	1 0	2 0	0 0	0 -	0 -	1 0	0 -	0 0	0 -	1 0	0 -	0 -	0 -	0 -	
Saskatoon	30 1%	3 1%	7 1%	8 1%	4 1%	6 1%	11 1%	5 1%	4 1%	0 0%	6 1%	1 1%	0 1%	3 2%	0 -	
North Battleford	1 0	0 -	0 -	1 0	0 -	0 -	0 0	0 -	0 0	0 -	0 0	0 -	0 -	0 -	0 -	
Prince Albert	3	0	2	1	0	1	2	0	0	0	0	1	0	0	0	

DEMOGRAPHICS

Census Metropolitan Area:

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E - F/G/H/I/J/K/L/M/N * small base; ** very small base (under 30) ineligible for sig testing

	HOUSEHOLD INCOME (\$000)						EMPLOYMENT STATUS									
	TOTAL	<20	20-50	50-75	75-100	100+	F.T.	P.T.	Self Empl.	Unempl.	Ret.	Take Care Fmly	Disabled	Stu.	Mat/Sick Leave	
	A	B	C	D	E	F	G	H	I	J	K	L	M	N		
	0%	-	0%	0%	-	0%	0%	-	-	-	0%	1%	-	-	-	
Estevan	1 0	0 0	0 -	0 -	0 0	0 -	1 0	0 -	0 -	0 -	0 0	0 -	0 -	0 -	0 -	
Medicine Hat	10 0%	0 -	1 0%	1 0%	1 0%	4 1%	5 0%	0 -	2 0%	0 -	2 0%	1 1%	0 -	0 -	0 -	
Lethbridge	14 0%	1 0%	3 0%	2 0%	2 0%	6 1%	11 1%	0 -	0 -	0 -	2 0%	0 -	0 -	0 -	0 -	
Calgary	98 3%	5 1%	18 2%	13 2%	22 4%	30 4%	40 2%	7 2%	16 4%	1 1%	15 2%	8 5%	1 2%	4 3%	1 4%	
Red Deer	7 0%	0 -	2 0%	1 0%	2 0%	2 0%	4 0%	0 -	2 1%	0 -	0 -	0 -	0 -	1 1%	0 -	
Edmonton	150 4%	12 4%	25 3%	25 3%	23 4%	45 6%	71 4%	14 4%	21 5%	7 4%	25 3%	2 1%	0 1%	7 5%	2 9%	
Lloydminster	1 0	0 -	0 -	0 -	0 0	0 -	0 0	0 -	0 -	0 -	1 0	0 -	0 -	0 -	0 -	
Grand Centre	3 0%	0 -	0 -	1 0%	0 -	2 0%	0 -	2 1%	0 -	0 -	1 0%	0 -	1 1%	0 -	0 -	
Grande Prairie	6 0%	3 1%	0 -	0 -	1 0%	1 0%	4 0%	0 -	1 0%	0 -	0 -	0 -	0 -	1 1%	0 -	
Wood Buffalo	1 0%	0 -	0 -	1 0%	0 -	1 0%	1 0%	0 -	0 -	0 -	0 -	1 1%	0 -	0 -	0 -	
Wetaskiwin	4 0	0 0	0 -	0 -	0 -	0 -	0 0	0 -	1 0	0 -	1 0	0 -	0 -	0 -	0 -	
Cranbrook	2 0	0 -	0 -	0 -	0 -	2 0	2 0	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	
Penticton	2 0	0 0	0 0	0 -	1 0	0 -	0 0	0 -	1 0	0 -	1 0	0 -	0 -	0 -	0 -	
Kelowna	31 1%	0 0%	8 1%	4 0%	5 1%	7 1%	8 0%	2 0%	8 2%	2 1%	9 1%	1 1%	1 3%	0 -	0 -	
Vernon	6 0	0 -	0 0	2 0	0 -	2 0	1 0	0 -	1 0	0 -	4 0	0 -	0 -	0 -	0 -	
Kamloops	17 0%	2 1%	5 0%	4 1%	0 -	4 1%	8 0%	1 0%	3 1%	0 -	3 0%	1 1%	0 -	1 1%	0 -	
Chilliwack	12 0%	0 -	4 0%	0 -	6 1%	1 0%	5 0%	1 0%	1 0%	1 1%	3 0%	1 1%	0 -	0 -	0 -	
Abbotsford	21 1%	3 1%	3 0%	7 1%	4 1%	2 0%	7 0%	4 1%	5 1%	1 1%	3 0%	1 1%	0 -	0 -	0 -	

DEMOGRAPHICS

Census Metropolitan Area:

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E - F/G/H/I/J/K/L/M/N * small base; ** very small base (under 30) ineligible for sig testing

	TOTAL	HOUSEHOLD INCOME (\$000)					EMPLOYMENT STATUS									
		<20	20-50	50-75	75-100	100+	F.T.	P.T.	Self Empl.	Unempl.	Ret.	Take Care Fmly	Disabled	Stu.	Mat/Sick Leave	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	
Vancouver	178 5%	11 3%	26 3%	30 4%	27 5%	57 7% ABC	71 4%	10 3%	23 5%	7 4%	47 6%	4 3%	3 5%	7 5%	1 6%	
Victoria	65 2%	5 2%	11 1%	12 1%	10 2%	15 2%	21 1%	7 2%	6 1%	3 2%	24 3% F	2 2%	1 1%	0 0%	0 -	
Duncan	6 0	1 0	2 0	2 0	1 0	0 -	4 0	0 -	0 -	0 -	2 0	0 -	0 -	0 -	0 -	
Nanaimo	11 0%	0 -	6 1%	4 1%	0 -	0 -	4 0%	4 1% F	0 -	0 -	4 0%	0 -	0 -	0 -	0 -	
Port Alberni	2 0	0 -	0 -	0 -	1 0	1 0	2 0	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	
Courtenay	10 0%	1 0%	4 0%	1 0%	1 0%	2 0%	3 0%	0 -	4 1%	1 1%	3 0%	0 -	0 -	0 -	0 -	
Campbell River	12 0%	2 1%	3 0%	2 0%	2 0%	1 0%	6 0%	0 -	1 0%	0 -	2 0%	0 -	1 2% GJ	0 -	0 -	
Powell River	3 0%	0 -	0 -	0 -	0 -	0 -	0 -	1 0% F	0 -	0 -	0 -	0 -	1 2% FHJ	0 -	0 -	
Williams Lake	1 0	0 -	0 0	0 -	0 -	0 -	0 -	0 0	0 -	0 -	0 0	0 -	0 -	0 -	0 -	
Quesnel	5 0	0 -	2 0	0 0	2 0	1 0	3 0	0 -	0 -	0 -	2 0	0 -	0 -	0 -	0 -	
Prince Rupert	2 0	0 -	1 0	1 0	0 -	0 -	1 0	0 -	0 -	0 -	1 0	0 -	0 -	0 -	0 -	
Terrace	4 0	0 -	1 0	2 0	0 -	0 -	2 0	0 -	0 -	0 -	1 0	0 -	0 -	0 -	0 -	
Prince George	10 0%	0 -	2 0%	4 1%	3 1%	1 0%	6 0%	0 -	1 0%	0 0%	0 -	2 2% J	0 -	1 1%	0 -	
Dawson Creek	3 0	0 -	1 0	1 0	0 -	1 0	1 0	0 -	0 -	0 -	2 0	0 -	0 -	0 -	0 -	
Fort St. John	2 0%	0 -	1 0%	0 -	0 0%	0 0%	0 0%	0 -	0 0%	0 -	0 -	1 1% F	0 -	0 -	0 -	
Not in a CMA/Unknown	982 25%	100 30% E	297 30% CDE	184 24%	125 24%	146 18%	381 22%	76 23%	134 31% FM	36 22%	252 31% FGM	49 30% M	10 20%	18 12%	10 42%	

DEMOGRAPHICS

Respondent's Sex:

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E - F/G/H/I/J/K/L/M/N * small base; ** very small base (under 30) ineligible for sig testing

	TOTAL	HOUSEHOLD INCOME (\$000)					EMPLOYMENT STATUS								
		<20	20-50	50-75	75-100	100+	F.T.	P.T.	Self Empl.	Unempl.	Ret.	Take Care Fmly	Disabled	Stu.	Mat/Sick Leave
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All respondents															
Unweighted Base	3863	408	1116	765	480	662	1620	326	416	163	946	160	63	108	24
Weighted Base	3883	338	983	783	530	800	1701	331	431	162*	824	161	52*	146*	24**
Male	1912 49%	134 40%	446 45%	418 53%	275 52%	485 61%	973 57%	96 29%	267 62%	74 45%	367 45%	14 9%	29 56%	67 46%	2 7%
Female	1971 51%	204 60%	537 55%	366 47%	255 48%	315 39%	728 43%	235 71%	164 38%	88 55%	457 55%	147 91%	23 44%	79 54%	23 93%
		CDE	CE	E	E			FHIJLM		FH	FH	FGHIJLM		H	

DEMOGRAPHICS

Language of Interview:

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E - F/G/H/I/J/K/L/MN * small base; ** very small base (under 30) ineligible for sig testing

	TOTAL	HOUSEHOLD INCOME (\$000)					EMPLOYMENT STATUS								
		<20 A	20-50 B	50-75 C	75-100 D	100+ E	F.T. F	P.T. G	Self Empl. H	Unempl. I	Ret. J	Take Care Fmly K	Disabled L	Stu. M	Mat/Sick Leave N
Base: All respondents															
Unweighted Base	3863	408	1116	765	480	662	1620	326	416	163	946	160	63	108	24
Weighted Base	3883	338	983	783	530	800	1701	331	431	162*	824	161	52*	146*	24**
English	2978 77%	236 70%	700 71%	579 74%	435 82%	675 84%	1301 76%	265 80%	349 81%	132 81%	617 75%	129 80%	41 79%	95 65%	15 61%
French	904 23%	102 30%	282 29%	205 26%	95 18%	125 16%	399 23%	67 20%	82 19%	30 19%	207 25%	32 20%	11 21%	51 35%	10 39%
		DE	DE	DE	ABC	ABC	M	M	M	M	M	M		FGHIK	

DEMOGRAPHICS

Canadian Markets:

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E - F/G/H/I/J/K/L/M/N * small base; ** very small base (under 30) ineligible for sig testing

	TOTAL	HOUSEHOLD INCOME (\$000)					EMPLOYMENT STATUS								
		<20	20-50	50-75	75-100	100+	F.T.	P.T.	Self Empl.	Unempl.	Ret.	Take Care Fmly	Disabled	Stu.	Mat/Sick Leave
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All respondents															
Unweighted Base	3863	408	1116	765	480	662	1620	326	416	163	946	160	63	108	24
Weighted Base	3883	338	983	783	530	800	1701	331	431	162*	824	161	52*	146*	24**
BC	506 13%	40 12%	115 12%	93 12%	79 15%	109 14%	188 11%	39 12%	69 16%	19 12%	139 17%	20 13%	9 17%	15 10%	1 6%
AB	400 10%	27 8%	71 7%	68 9%	69 13%	114 14%	174 10%	28 9%	71 16%	10 6%	68 8%	20 12%	3 6%	15 10%	4 17%
SK	119 3%	11 3%	33 3%	25 3%	14 3%	24 3%	47 3%	12 4%	20 5%	5 3%	25 3%	5 3%	1 2%	3 2%	0 2%
MB	136 3%	11 3%	34 3%	29 4%	13 2%	32 4%	62 4%	14 4%	15 3%	5 3%	28 3%	7 4%	1 3%	3 2%	0 -
ON	1487 38%	112 33%	341 35%	290 37%	217 41%	353 44%	677 40%	135 41%	147 34%	76 47%	300 36%	62 39%	21 40%	48 33%	5 22%
PQ	945 24%	108 32%	297 30%	215 27%	104 20%	128 16%	421 25%	76 23%	86 20%	33 20%	202 25%	35 22%	11 21%	54 37%	11 45%
NB	93 2%	9 3%	32 3%	17 2%	7 1%	14 2%	43 3%	10 3%	5 1%	5 3%	19 2%	5 3%	1 3%	2 2%	1 4%
NS	117 3%	11 3%	35 4%	30 4%	15 3%	15 2%	54 3%	10 3%	10 2%	6 4%	25 3%	4 3%	3 5%	4 3%	0 -
PEI	16 0%	1 0%	6 1%	4 0%	2 0%	2 0%	6 0%	2 0%	2 1%	1 1%	4 1%	1 0%	0 1%	0 0%	0 0%
NFLD	64 2%	7 2%	20 2%	13 2%	10 2%	8 1%	28 2%	6 2%	5 1%	3 2%	13 2%	3 2%	1 2%	2 2%	1 4%

DEMOGRAPHICS

Quota:

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E - F/G/H/I/J/K/L/M/N * small base; ** very small base (under 30) ineligible for sig testing

	TOTAL	HOUSEHOLD INCOME (\$000)					EMPLOYMENT STATUS								
		<20 A	20-50 B	50-75 C	75-100 D	100+ E	F.T. F	P.T. G	Self Empl. H	Unempl. I	Ret. J	Take Care Fmly K	Disabled L	Stu. M	Mat/Sick Leave N
Base: All respondents															
Unweighted Base	3863	408	1116	765	480	662	1620	326	416	163	946	160	63	108	24
Weighted Base	3883	338	983	783	530	800	1701	331	431	162*	824	161	52*	146*	24**
less than 25	334 9%	74 22% BCDE	81 8%	47 6%	50 9%	44 5%	117 7%	56 17% FHJKL	15 3%	23 14% J FHJKL	1 0%	6 3% J	0 -	110 75% FGHIJKL	1 5%
25-34	577 15%	31 9%	161 16% A	143 18% A	96 18% A	116 15% A	370 22% GHJL	35 10% J	55 13% J	26 16% J	3 0%	44 27% GHJL	4 8% J	22 15% J	11 47%
35-44	669 17%	60 18%	151 15%	119 15%	104 20%	188 23% BC	384 23% JM	68 21% JM	103 24% JM	43 27% JM	4 0%	43 27% JM	11 21% JM	5 3% J	2 10%
45-54	968 25%	50 15%	193 20%	201 26% AB	155 29% AB	264 33% ABC	550 32% JM	93 28% JM	132 31% JM	46 28% JM	50 6%	42 26% JM	26 50% FGHIJKM	8 6%	7 30%
55-64	772 20%	56 17%	207 21%	171 22% D	84 16% D	148 18%	252 15% M	49 15% M	101 23% FGKM	23 14% M	311 38% FGHIKLM	15 9% M	10 20% M	0 -	2 8%
65 or older	563 14%	66 20% CDE	189 19% CDE	102 13% DE	42 8%	41 5%	28 2%	30 9% FIM	25 6% FI	1 1% FGHIKLM	456 55% FGHIKLM	11 7% FI	1 1%	1 1%	0 -

TALKING ABOUT CHARITIES

1A. Thinking about charities in general, would you say you trust them:

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E - F/G/H/I/J/K/L/M/N * small base; ** very small base (under 30) ineligible for sig testing

	TOTAL	HOUSEHOLD INCOME (\$000)					EMPLOYMENT STATUS								
		<20	20-50	50-75	75-100	100+	F.T.	P.T.	Self Empl.	Unempl.	Ret.	Take Care Fmly	Disabled	Stu.	Mat/Sick Leave
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All respondents															
Unweighted Base	3863	408	1116	765	480	662	1620	326	416	163	946	160	63	108	24
Weighted Base	3883	338	983	783	530	800	1701	331	431	162*	824	161	52*	146*	24**
A lot	1066 27%	80 24%	232 24%	226 29%	173 33%	247 31%	464 27%	80 24%	131 30%	55 34%	220 27%	48 30%	10 19%	45 30%	6 25%
Some	1961 50%	154 46%	506 51%	403 51%	258 49%	409 51%	871 51%	193 58%	198 46%	67 41%	401 49%	82 51%	31 60%	82 56%	10 40%
A little	684 18%	81 24%	194 20%	126 16%	89 17%	120 15%	292 17%	49 15%	77 18%	35 21%	155 19%	28 17%	10 20%	17 12%	7 28%
Not at all	151 4%	22 6%	46 5%	27 3%	10 2%	20 3%	63 4%	9 3%	22 5%	6 4%	41 5%	2 2%	1 2%	2 1%	2 7%
Don't know/Refused	23 1%	1 0%	5 1%	1 0%	1 0%	4 1%	9 1%	1 0%	3 1%	0 0%	7 1%	1 1%	0 -	1 1%	0 -
TOPBOX & LOWBOX SUMMARY															
A lot/Some	3026 78%	234 69%	737 75%	629 80%	430 81%	656 82%	1336 79%	272 82%	330 76%	121 75%	621 75%	130 81%	41 79%	126 86%	16 64%
A little/Not at all	835 21%	103 30%	240 24%	153 19%	99 19%	141 18%	356 21%	58 18%	99 23%	40 25%	196 24%	30 19%	11 21%	19 13%	9 36%

TALKING ABOUT CHARITIES

1B. 1) Why do you say that you trust them A lot/Some?

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E - F/G/H/I/J/K/L/M/N * small base; ** very small base (under 30) ineligible for sig testing

	TOTAL	HOUSEHOLD INCOME (\$000)					EMPLOYMENT STATUS									
		<20 A	20-50 B	50-75 C	75-100 D	100+ E	F.T. F	P.T. G	Self Empl. H	Unempl. I	Ret. J	Take Care Fmly K	Disabled L	Stu. M	Mat/Sick Leave N	
TOTAL MENTIONS																
Base: Respondents who said they trust them A lot/Some																
Unweighted Base	3058	295	849	627	403	555	1293	267	325	127	733	128	50	92	19	
Weighted Base	3026	234	737	629	430	656	1336	272	330	121*	621	130*	41**	126*	16**	
NEGATIVE MENTIONS (NET)	1558 51%	100 43%	411 56% A	315 50%	216 50%	324 49%	667 50%	147 54%	167 51%	56 46%	339 55%	63 49%	30 73%	53 42%	10 62%	
- Not sure where the money is really going	582 19%	40 17%	157 21%	103 16%	83 19%	114 17%	265 20%	45 16%	50 15%	23 19%	119 19%	27 21%	14 33%	26 21%	4 22%	
- Spend too much on salaries and/or administration	220 7%	7 3%	59 8% A	48 8%	25 6%	58 9% A	80 6%	25 9%	27 8% I	1 1%	73 12% FIM	9 7%	2 5%	2 2%	1 9%	
- Scam/scandal general mention	165 5%	7 3%	50 7%	27 4%	34 8% A	33 5%	61 5%	23 8%	27 8% F	9 7%	29 5%	3 2%	3 7%	7 6%	0 2%	
- Read/ heard in media about a scam/scandal	122 4%	8 3%	30 4%	31 5%	19 4%	16 2%	54 4%	14 5%	16 5%	1 1%	20 3%	6 5%	3 7%	1 1%	2 12%	
- Not sure they are who they say they are	117 4%	10 4%	25 3%	27 4%	20 5%	24 4%	58 4%	14 5%	16 5%	4 3%	15 2%	6 5%	1 3%	2 1%	2 10%	
- Help is not getting to the right people	98 3%	4 2%	32 4%	12 2%	23 5% C	17 3%	35 3%	11 4%	10 3%	4 4%	32 5% F	2 2%	2 4%	2 1%	0 2%	
- Read/heard negative story in media	80 3%	5 2%	25 3%	18 3%	13 3%	14 2%	37 3%	10 4%	9 3%	3 2%	13 2%	5 3%	1 2%	2 2%	0 -	
- I don't have confidence/ trust in (some of) them	59 2%	2 1%	13 2%	8 1%	8 2%	18 3%	18 1%	4 2%	4 1%	1 1%	17 3%	4 3%	1 1%	6 5% F	0 -	
- I don't like their fundraising tactics	46 2%	4 2%	7 1%	13 2%	8 2%	4 1%	9 1%	10 4% F	7 2%	2 1%	15 2% F	2 1%	0 -	1 0% F	0 -	
- They (some) are dishonest/ untrustworthy	40 1%	2 1%	12 2%	5 1%	4 1%	13 2%	19 1%	3 1%	2 0%	4 3%	9 1%	1 1%	2 4%	0 0%	0 -	
- They (some) misspend/ misdirect/ waste funds	34 1%	3 1%	17 2% D	5 1%	2 0%	6 1%	11 1%	2 1%	9 3% F	0 0%	9 1% F	1 1%	0 -	2 1%	0 -	
- Seen/ heard/ read (negative) comments or stories about charities	25 1%	3 1%	5 1%	6 1%	0 0%	6 1%	7 1%	0 0%	8 3% FG	0 0%	6 1% F	0 -	0 -	3 3%	0 -	
- I had a negative experience as an employee/ volunteer/ donor etc.	23 1%	2 1%	3 0%	8 1%	2 0%	1 0%	6 0%	2 1%	1 0%	0 0%	12 2% F	0 -	2 5%	0 -	0 -	
- They (some) are not transparent/ accountable	22 1%	1 1%	4 0%	6 1%	2 0%	5 1%	10 1%	5 2%	2 1%	1 1%	3 1% F	0 -	0 -	0 0%	0 3%	
- There are too many charities/ is too much fundraising	22 1%	3 1%	3 0%	6 1%	0 0%	6 1%	9 1%	2 1%	0 0%	0 0%	8 1% F	2 1%	1 2%	0 -	0 -	

TALKING ABOUT CHARITIES

1B. 1) Why do you say that you trust them A lot/Some?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E - F/G/H/I/J/K/L/M/N * small base; ** very small base (under 30) ineligible for sig testing

	HOUSEHOLD INCOME (\$000)							EMPLOYMENT STATUS								
	TOTAL	<20	20-50	50-75	75-100	100+	F.T.	P.T.	Self Empl.	Unempl.	Ret.	Take Care Fmly	Disabled	Stu.	Mat/Sick Leave	
	A	B	C	D	E	F	G	H	I	J	K	L	M	N		
- They (some) misappropriate funds/ perpetrate fraud/ commit crimes	22 1%	2 1%	7 1%	3 0%	2 0%	5 1%	7 0%	1 0%	3 1%	5 4% FGJ	3 1%	1 1%	0 -	0 -	0 6%	
- They (some) are bad	21 1%	0 0%	6 1%	7 1%	0 -	7 1%	18 1%	0 -	1 0%	0 0%	2 0%	0 -	0 -	0 -	0 -	
- I am cautious/ suspicious/ skeptical	20 1%	1 0%	10 1%	4 1%	3 1%	1 0%	6 0%	0 0%	1 0%	2 2%	9 1%	0 -	0 -	0 -	0 -	
- Don't trust large/ national charities/ only deal with local charities	19 1%	0 -	5 1%	6 1%	2 0%	4 1%	4 0%	4 1%	6 2%	0 -	5 1%	0 -	2 4%	0 -	0 -	
- I volunteer for/am involved with a charity	14 0%	3 1%	3 0%	1 0%	0 0%	7 1%	5 0%	1 0%	2 1%	0 -	4 1%	1 1%	1 2%	0 -	0 -	
- Employees or volunteers steal/ misappropriate funds/ commit crimes	14 0%	3 1%	6 1%	5 1%	0 -	0 -	7 0%	0 -	0 -	0 -	4 1%	2 1%	0 -	2 1%	0 -	
- They (some) are deceptive/ misleading	11 0%	0 0%	6 1%	3 0%	0 -	1 0%	6 0%	0 -	2 1%	0 -	3 0%	0 -	0 -	0 0%	0 -	
- Employees/ volunteers/ beneficiaries exploit charities	8 0%	1 0%	5 1%	2 0%	0 -	0 -	3 0%	0 -	1 0%	0 -	2 0%	0 -	2 4%	0 -	0 -	
- They (some) are not making progress/ I don't see results	5 0%	0 -	2 0%	1 0%	1 0%	1 0%	1 0%	2 1%	1 0%	0 -	2 0%	0 -	0 -	0 -	0 -	
- They (some) are not dedicated/ serious	4 0%	1 0%	2 0%	0 -	0 -	2 0%	1 0%	2 1%	0 -	0 -	0 -	0 -	0 -	0 -	0 -	
- They (some) hoard/ don't disburse funds	4 0%	0 -	2 0%	0 -	2 0%	0 -	2 0%	0 -	0 0%	0 -	0 -	0 -	0 -	2 2% FJ	0 -	
- I don't (like to) donate to charity	3 0%	1 0%	1 0%	0 -	0 -	0 -	0 -	1 0%	0 -	1 1%	1 0%	0 -	0 -	0 -	0 -	
- They (some) manipulate donors to raise funds	2 0	0 -	2 0	0 -	0 -	0 0	0 -	0 -	0 0	0 -	0 -	0 -	0 -	0 -	0 -	
- Other negative mentions	50 2%	4 2%	10 1%	12 2%	6 1%	9 1%	29 2%	4 2%	3 1%	0 0%	7 1%	3 2%	1 4%	2 2%	0 2%	
POSITIVE MENTIONS (NET)	1440 48%	114 49%	312 42%	309 49%	217 50%	333 51%	607 45%	117 43%	175 53%	63 52%	303 49%	66 51%	13 32%	77 61%	4 28%	
- They do what they say they do	201 7%	12 5%	43 6%	39 6%	36 8%	48 7%	87 7%	21 8%	19 6%	13 11%	38 6%	14 11%	1 3%	5 4%	0 -	
- They do an important job	200 7%	12 5%	52 7%	31 5%	34 8%	43 7%	80 6%	15 5%	23 7%	5 4%	44 7%	13 10%	6 13%	14 11%	1 5%	
- I volunteer for / am involved with a charity	168 6%	19 8%	53 7%	30 5%	23 5%	35 5%	51 4%	12 5%	24 7%	12 10%	56 9%	7 5%	0 1%	2 2%	0 2%	
- I have confidence/ trust in (some	126	11	22	18	17	39	44	13	11	5	33	3	0	12	1	

TALKING ABOUT CHARITIES

1B. 1) Why do you say that you trust them A lot/Some?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E - F/G/H/I/J/K/L/M/N * small base; ** very small base (under 30) ineligible for sig testing

	HOUSEHOLD INCOME (\$000)						EMPLOYMENT STATUS									
	TOTAL	<20 A	20-50 B	50-75 C	75-100 D	100+ E	F.T. F	P.T. G	Self Empl. H	Unempl. I	Ret. J	Take Care Fmly K	Disabled L	Stu. M	Mat/Sick Leave N	
of) them	4%	5%	3%	3%	4%	6%	3%	5%	3%	4%	5%	3%	-	9%	6%	
- Charities are accountable	125 4%	5 2%	23 3%	36 6%	21 5%	31 5%	54 4%	7 3%	22 7%	7 6%	18 3%	8 6%	2 6%	7 5%	0 -	
- Their services are needed	79 3%	11 5%	25 3%	27 4%	6 1%	4 1%	29 2%	5 2%	7 2%	8 7%	22 4%	3 2%	0 -	4 3%	0 -	
- I donate to (support) a charity/charities	69 2%	11 5%	11 1%	7 1%	12 3%	18 3%	23 2%	1 0%	10 3%	1 1%	28 5%	2 1%	2 4%	0 0%	1 6%	
- They (some) do good works/ are a worthy cause	66 2%	5 2%	21 3%	12 2%	13 3%	10 2%	40 3%	8 3%	6 2%	1 1%	8 1%	4 3%	0 -	0 -	0 -	
- Charities are well-regulated	65 2%	2 1%	7 1%	20 3%	15 3%	16 2%	26 2%	9 3%	13 4%	0 0%	12 2%	0 -	0 -	4 3%	0 -	
- I know people who get help from charities	64 2%	5 2%	16 2%	9 1%	9 2%	13 2%	26 2%	2 1%	6 2%	7 6%	11 2%	3 2%	1 3%	5 4%	2 15%	
- They (some) help people in need	55 2%	9 4%	9 1%	8 1%	12 3%	8 1%	30 2%	4 2%	4 1%	2 1%	6 1%	6 5%	0 -	2 2%	0 -	
- I only deal with familiar/well-known charities	45 1%	5 2%	9 1%	15 2%	6 1%	7 1%	22 2%	2 1%	2 1%	0 0%	7 1%	3 2%	0 -	8 6%	0 -	
- Charities are well managed/ fiscally responsible	43 1%	2 1%	5 1%	19 3%	4 1%	10 2%	14 1%	7 2%	6 2%	2 1%	11 2%	2 1%	0 0%	2 2%	0 -	
- They (some) are good	42 1%	3 1%	11 1%	11 2%	1 0%	13 2%	24 2%	3 1%	3 1%	0 -	7 1%	1 1%	1 2%	2 2%	0 1%	
- Never had any problems with them	39 1%	3 1%	4 0%	12 2%	7 2%	8 1%	18 1%	7 2%	4 1%	0 -	10 2%	0 -	1 2%	0 -	0 -	
- I donate to (support) specific charities (i.e. church, cancer)	38 1%	5 2%	8 1%	7 1%	5 1%	11 2%	15 1%	3 1%	4 1%	2 1%	8 1%	1 1%	2 5%	4 3%	0 -	
- No reason not to trust them	38 1%	1 0%	6 1%	8 1%	7 2%	15 2%	22 2%	4 1%	7 2%	0 0%	3 0%	0 0%	0 -	0 0%	0 -	
- They (some) have a good reputation	38 1%	10 4%	5 1%	9 1%	6 1%	6 1%	12 1%	0 -	16 5%	1 1%	4 1%	1 1%	0 -	4 3%	0 -	
- They (some) are honest/trustworthy	36 1%	5 2%	6 1%	9 1%	2 0%	10 1%	5 0%	9 3%	6 2%	0 -	9 1%	3 2%	2 4%	0 0%	0 -	
- Employees/ volunteers are good people	28 1%	3 1%	5 1%	1 0%	8 2%	10 1%	13 1%	3 1%	3 1%	0 -	6 1%	0 -	0 -	3 2%	0 -	
- I research before donating	26 1%	0 -	4 1%	3 0%	5 1%	10 1%	9 1%	4 2%	2 1%	0 0%	7 1%	0 -	0 -	3 2%	0 -	
- They (some) are making progress/ I see results	24 1%	0 -	5 1%	8 1%	4 1%	6 1%	13 1%	3 1%	2 1%	0 -	4 1%	0 -	0 -	3 2%	0 -	

TALKING ABOUT CHARITIES

1B. 1) Why do you say that you trust them A lot/Some?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E - F/G/H/I/J/K/L/M/N * small base; ** very small base (under 30) ineligible for sig testing

	HOUSEHOLD INCOME (\$000)						EMPLOYMENT STATUS								
	TOTAL	<20	20-50	50-75	75-100	100+	F.T.	P.T.	Self Empl.	Unempl.	Ret.	Take Care Fmly	Disabled	Stu.	Mat/Sick Leave
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	
- They (some) are dedicated/ serious/ motivated	22 1%	1 0%	4 1%	7 1%	4 1%	5 1%	12 1%	0 -	5 2%	0 -	3 0%	0 -	0 -	0 -	0 -
- They (some) are transparent in their activities/ operations	17 1%	4 2%	3 0%	3 0%	3 1%	5 1%	4 0%	5 2%	1 0%	0 -	4 1%	0 -	0 -	4 3%	0 -
- Good government oversight	16 1%	0 0%	4 1%	2 0%	4 1%	5 1%	11 1%	1 0%	1 0%	1 1%	1 0%	1 1%	0 -	0 -	0 -
- I have had good experience(s) with them	13 0%	0 0%	4 0%	3 0%	3 1%	3 1%	11 1%	0 -	0 0%	0 -	1 0%	0 0%	0 -	0 0%	0 -
- I benefited from a charity	8 0%	2 1%	1 0%	2 0%	0 -	2 0%	5 0%	1 0%	0 -	0 -	1 0%	1 1%	0 -	0 -	0 -
- They benefit everyone	1 0%	0 -	1 0%	0 -	0 -	0 -	1 0%	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -
- Other positive mentions	50 2%	2 1%	16 2%	11 2%	5 1%	14 2%	21 2%	2 1%	11 3%	2 2%	8 1%	2 1%	0 -	5 4%	0 -
Don't know/Refused	137 5%	17 7%	33 5%	20 3%	15 3%	33 5%	84 6%	18 7%	8 2%	5 4%	10 2%	6 5%	1 2%	5 4%	0 -
OTHER RESPONSES															
Other	12 0%	0 -	2 0%	5 1%	5 1%	0 -	9 1%	0 -	0 -	0 -	3 0%	0 -	0 -	0 -	0 -
NEUTRAL MENTIONS (NET)	57 2%	11 5%	23 3%	10 2%	1 0%	7 1%	27 2%	11 4%	6 2%	0 0%	6 1%	1 0%	0 -	5 4%	2 10%
- Don't know enough about (some of) them	28 1%	5 2%	15 2%	3 1%	0 -	4 1%	15 1%	4 2%	1 0%	0 -	3 0%	1 0%	0 -	4 3%	0 -
- It depends on the charity	16 1%	0 -	5 1%	4 1%	1 0%	2 0%	9 1%	4 2%	2 1%	0 -	0 0%	0 -	0 -	0 -	0 -
- Seen/ read/ heard stories (in the media)	11 0%	4 2%	2 0%	3 1%	0 -	1 0%	1 0%	2 1%	3 1%	0 0%	2 0%	0 -	0 -	1 0%	2 10%
- Other neutral mentions	3 0%	2 1%	1 0%	0 -	0 -	0 0%	2 0%	0 0%	0 -	0 -	1 0%	0 -	0 -	0 -	0 -

TALKING ABOUT CHARITIES

1B. 2) Why do you say that you trust them A little/Not at all?

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E - F/G/H/I/J/K/L/M/N * small base; ** very small base (under 30) ineligible for sig testing

	TOTAL	HOUSEHOLD INCOME (\$000)					EMPLOYMENT STATUS								
		<20 A	20-50 B	50-75 C	75-100 D	100+ E	F.T. F	P.T. G	Self Empl. H	Unempl. I	Ret. J	Take Care Fmly K	Disabled L	Stu. M	Mat/Sick Leave N
TOTAL MENTIONS															
Base: Respondents who said they trust them A little/Not at all															
Unweighted Base	781	110	258	136	76	105	320	58	89	35	203	31	13	14	5
Weighted Base	835	103*	240	153*	99*	141*	356	58*	99*	40**	196	30**	11**	19**	9**
NEGATIVE MENTIONS (NET)	713 85%	78 76%	204 85%	125 82%	85 86%	130 93% AC	300 84%	52 88%	80 81%	31 76%	174 89%	27 90%	11 98%	13 72%	9 100%
- Not sure where the money is really going	266 32%	25 25%	67 28%	56 37%	44 45% AB	40 29%	118 33%	19 32%	31 31%	12 29%	60 31%	15 49%	3 29%	6 33%	0 -
- Spend too much on salaries and/or administration	116 14%	8 8%	23 10%	17 11%	12 12%	36 26% ABC	48 13%	7 12%	8 8%	4 9%	36 18%	4 13%	2 14%	2 11%	0 -
- Help is not getting to the right people	71 8%	13 13%	26 11%	9 6%	10 10%	6 4%	25 7%	6 10%	9 9%	1 3%	23 12%	2 6%	2 17%	2 10%	0 -
- Scam/scandal general mention	67 8%	8 8%	29 12% D	8 5%	2 2%	10 7%	27 8%	11 20% FHJ	2 2%	1 2%	15 8%	4 13%	0 -	1 5%	4 52%
- Read/ heard in media about a scam/scandal	61 7%	5 5%	13 5%	9 6%	4 4%	21 15% AB	26 7%	3 5%	17 17% FJ	0 1%	11 6%	2 6%	0 -	0 -	2 28%
- Read/heard negative story in media	57 7%	6 6%	14 6%	9 6%	1 1%	22 16% BCD	25 7%	3 5%	2 2%	5 11%	19 10%	1 3%	0 -	0 -	0 -
- Not sure they are who they say they are	38 5%	3 3%	8 3%	8 5%	2 2%	12 9%	22 6%	3 5%	1 1%	1 2%	4 2%	2 7%	2 16%	2 12%	0 -
- I don't like their fundraising tactics	27 3%	1 1%	6 3%	5 3%	3 3%	6 4%	13 4%	1 2%	0 -	0 -	9 5%	0 -	0 1%	0 2%	0 -
- Seen/ heard/ read (negative) comments or stories about charities	22 3%	2 2%	8 3%	5 3%	3 3%	1 1%	3 1%	7 11% F	4 4%	0 -	8 4% F	1 3%	0 -	0 -	0 -
- Employees or volunteers steal/ misappropriate funds/ commit crimes	20 2%	1 1%	11 5%	2 1%	4 4%	2 1%	11 3%	0 -	4 4%	0 -	3 1%	0 -	0 -	2 8%	0 -
- They (some) mispend/ misdirect/ waste funds	19 2%	1 1%	8 3%	5 3%	2 2%	4 3%	12 3%	0 0%	3 3%	0 -	5 2%	0 -	0 -	0 -	0 -
- I don't (like to) donate to charity	15 2%	5 5% B	1 0%	4 2%	4 4%	2 2%	5 1%	0 0%	2 2%	1 2%	6 3%	0 -	0 -	2 11%	0 -
- I had a negative experience as an employee/ volunteer/ donor etc.	15 2%	3 3%	2 1%	4 2%	3 3%	0 -	2 1%	0 -	0 -	3 8%	2 1%	1 3%	1 7%	2 8%	2 21%
- There are too many charities/ is too much fundraising	15 2%	0 -	3 1%	3 2%	0 -	6 5%	7 2%	2 4%	2 2%	0 -	3 1%	0 1%	0 -	0 -	0 -
- They (some) misappropriate funds/ perpetrate fraud/ commit crimes	13 2%	3 3%	3 1%	4 3%	0 -	1 1%	3 1%	2 3%	0 -	2 5%	5 2%	0 -	0 -	0 3%	0 -

TALKING ABOUT CHARITIES

1B. 2) Why do you say that you trust them A little/Not at all?

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E - F/G/H/I/J/K/L/M/N * small base; ** very small base (under 30) ineligible for sig testing

	HOUSEHOLD INCOME (\$000)						EMPLOYMENT STATUS									
	TOTAL	<20	20-50	50-75	75-100	100+	F.T.	P.T.	Self Empl.	Unempl.	Ret.	Take Care Fmly	Disabled	Stu.	Mat/Sick Leave	
	A	B	C	D	E	F	G	H	I	J	K	L	M	N		
- I don't have confidence/ trust in (some of) them	13 2%	4 4%	7 3%	1 0%	1 1%	0 -	7 2%	1 2%	0 -	2 4%	2 1%	2 5%	0 -	0 -	0 -	0 -
- I am cautious/ suspicious/ skeptical	10 1%	2 2%	3 1%	2 2%	0 -	0 -	0 -	4 7% FH	0 -	0 -	6 3% F	0 -	0 -	0 -	0 -	
- They (some) are not transparent/ accountable	10 1%	0 0%	1 0%	2 1%	5 5% B	1 1%	7 2%	0 -	0 -	0 -	2 1%	0 -	0 -	0 3%	0 -	
- They (some) are dishonest/ untrustworthy	9 1%	2 2%	1 0%	4 2%	0 -	3 2%	4 1%	0 -	0 -	0 -	3 1%	0 -	2 16%	0 3%	0 -	
- Employees/ volunteers/ beneficiaries exploit charities	7 1%	3 2%	4 2%	0 -	0 -	0 -	0 0%	1 2%	0 -	2 5%	2 1%	0 -	2 14%	0 -	0 -	
- They (some) are not making progress/ I don't see results	6 1%	2 2%	2 1%	0 -	0 -	2 1%	3 1%	0 -	1 1%	0 -	0 -	0 -	0 -	2 8%	0 -	
- They (some) are bad	4 0%	0 0%	2 1%	0 -	0 -	2 1%	3 1%	0 -	0 -	0 -	0 -	0 -	0 -	0 3%	0 -	
- I volunteer for/am involved with a charity	3 0%	3 2%	0 -	1 1%	0 -	0 -	0 -	1 2%	1 1%	0 -	2 1%	0 -	0 -	0 -	0 -	
- Don't trust large/ national charities/ only deal with local charities	2 0%	0 -	2 1%	0 -	0 -	0 -	0 -	0 0%	1 1%	0 -	1 1%	0 -	0 -	0 -	0 -	
- They (some) hoard/ don't disburse funds	2 0%	0 -	2 1%	0 -	0 -	0 -	0 0%	1 2%	1 1%	0 -	0 -	0 -	0 -	0 -	0 -	
- They (some) are not dedicated/ serious	2 0%	0 -	0 -	2 1%	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	2 16%	0 -	0 -	
- They (some) are deceptive/ misleading	2 0%	0 -	1 0%	1 1%	0 -	0 -	1 0%	0 -	0 -	0 -	1 0%	0 -	0 -	0 -	0 -	
- They (some) manipulate donors to raise funds	1 0%	0 -	1 0%	0 -	0 -	0 -	0 -	1 1%	0 -	0 -	0 -	0 -	0 -	0 -	0 -	
- Other negative mentions	20 2%	0 -	11 5%	7 4%	1 1%	1 0%	15 4%	0 -	2 2%	0 -	3 2%	0 -	0 -	0 -	0 -	
POSITIVE MENTIONS (NET)	70 8%	3 3%	19 8%	19 13% A	10 10%	10 7%	29 8%	5 9%	14 14%	0 1%	18 9%	1 3%	0 2%	2 12%	0 -	
- I donate to (support) a charity/ charities	20 2%	1 1%	6 3%	8 5%	3 3%	2 1%	9 3%	0 -	6 6%	0 -	5 2%	0 -	0 2%	0 -	0 -	
- I only deal with familiar/well-known charities	8 1%	0 -	1 0%	2 1%	3 3%	0 -	6 2%	0 -	0 -	0 -	2 1%	0 -	0 -	0 -	0 -	
- I donate to (support) specific charities (i.e. church, cancer)	6 1%	0 -	4 2%	2 1%	0 -	0 -	2 1%	0 -	2 2%	0 -	0 0%	0 -	0 -	2 9%	0 -	
- Charities are accountable	5	0	3	1	1	0	0	0	2	0	3	1	0	0	0	

TALKING ABOUT CHARITIES

1B. 2) Why do you say that you trust them A little/Not at all?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E - F/G/H/I/J/K/L/M/N * small base; ** very small base (under 30) ineligible for sig testing

	HOUSEHOLD INCOME (\$000)						EMPLOYMENT STATUS									
	TOTAL	<20	20-50	50-75	75-100	100+	F.T.	P.T.	Self Empl.	Unempl.	Ret.	Take Care Fmly	Disabled	Stu.	Mat/Sick Leave	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	
	1%	-	1%	1%	1%	-	-	-	2%	-	1%	3%	-	-	-	
- I know people who get help from charities	5 1%	0 -	0 -	5 3%	0 -	0 -	0 -	2 3%	3 3%	0 -	0 -	0 -	0 -	0 -	0 -	
- I have confidence/ trust in (some of) them	4 1%	0 -	2 1%	0 0%	1 1%	0 -	2 1%	2 3%	0 -	0 -	1 0%	0 -	0 -	0 -	0 -	
- They (some) do good works/ are a worthy cause	4 0%	0 -	0 -	0 -	2 2%	1 1%	3 1%	1 2%	0 -	0 -	0 -	0 -	0 -	0 -	0 -	
- They (some) are good	4 0%	0 0%	2 1%	0 -	0 -	2 1%	3 1%	0 -	0 -	0 -	0 -	0 -	0 -	0 3%	0 -	
- I research before donating	4 0%	0 0%	1 0%	2 1%	0 -	0 0%	2 0%	0 -	0 -	0 -	2 1%	0 -	0 -	0 3%	0 -	
- They do what they say they do	3 0%	1 1%	0 0%	0 -	0 -	2 1%	0 0%	0 1%	2 2%	0 1%	0 -	0 -	0 -	0 -	0 -	
- They do an important job	3 0%	0 0%	0 -	1 0%	0 -	2 1%	0 -	0 -	1 1%	0 1%	2 1%	0 -	0 -	0 -	0 -	
- I volunteer for / am involved with a charity	2 0%	0 -	1 0%	0 -	0 1%	1 0%	1 0%	0 -	0 -	0 -	1 0%	0 -	0 -	0 -	0 -	
- Their services are needed	2 0%	0 0%	1 0%	0 -	0 -	0 -	1 0%	0 0%	0 -	0 -	1 1%	0 -	0 -	0 -	0 -	
- I have had good experience(s) with them	2 0%	0 -	0 -	0 -	0 -	2 1%	2 0%	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	
- They (some) are making progress/ I see results	1 0%	0 -	1 0%	0 -	0 -	0 -	0 -	0 -	1 1%	0 -	0 -	0 -	0 -	0 -	0 -	
- They (some) have a good reputation	1 0	0 -	1 0	0 -	0 -	0 -	1 0	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	
- Good government oversight	0 0	0 -	0 0	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 0	0 -	0 -	0 -	0 -	
- They (some) are honest/ trustworthy	0 0	0 0	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 0	0 -	0 -	0 -	0 -	
- Charities are well managed/ fiscally responsible	0 0	0 -	0 0	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 0	0 -	0 -	0 -	0 -	
- Other positive mentions	0 0	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 0	0 -	0 -	0 -	0 -	
Don't know/Refused	55 7%	19 19%	18 8%	8 5%	3 4%	3 2%	29 8%	3 4%	3 3%	8 19%	7 4%	3 10%	0 -	3 14%	0 -	

OTHER RESPONSES

TALKING ABOUT CHARITIES

1B. 2) Why do you say that you trust them A little/Not at all?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E - F/G/H/I/J/K/L/M/N * small base; ** very small base (under 30) ineligible for sig testing

	HOUSEHOLD INCOME (\$000)						EMPLOYMENT STATUS								
	TOTAL	<20	20-50	50-75	75-100	100+	F.T.	P.T.	Self Empl.	Unempl.	Ret.	Take Care Fmly	Disabled	Stu.	Mat/Sick Leave
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	
Other	10 1%	0 0%	5 2%	3 2%	0 -	0 -	2 0%	1 2%	5 5%	0 0%	2 1%	0 -	0 -	0 -	0 -
NEUTRAL MENTIONS (NET)	22 3%	3 3%	7 3%	8 5%	5 5%	0 -	12 3%	2 3%	0 -	1 4%	6 3%	0 -	0 -	1 4%	0 -
- Don't know enough about (some of) them	12 1%	3 3%	3 1%	5 3%	1 1%	0 -	5 2%	2 3%	0 -	1 2%	3 1%	0 -	0 -	1 4%	0 -
- It depends on the charity	4 0%	0 -	4 1%	0 -	0 -	0 -	3 1%	0 -	0 -	1 2%	0 -	0 -	0 -	0 -	0 -
- Other neutral mentions	10 1%	0 0%	3 1%	3 2%	4 4%	0 -	6 2%	0 -	0 -	1 2%	3 2%	0 -	0 -	0 -	0 -

TALKING ABOUT CHARITIES

1B. 1/2) Why do you say that you trust them A lot/Some/A little/Not at all?

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E - F/G/H/I/J/K/L/M/N * small base; ** very small base (under 30) ineligible for sig testing

	TOTAL	HOUSEHOLD INCOME (\$000)					EMPLOYMENT STATUS								
		<20 A	20-50 B	50-75 C	75-100 D	100+ E	F.T. F	P.T. G	Self Empl. H	Unempl. I	Ret. J	Take Care Fmly K	Disabled L	Stu. M	Mat/Sick Leave N
TOTAL MENTIONS															
Base: Respondents who said they trust them A lot/Some/A little/Not at all															
Unweighted Base	3839	405	1107	763	479	660	1613	325	414	162	936	159	63	106	24
Weighted Base	3861	336	977	782	529	796	1691	331	428	162*	817	160	52*	145*	24**
NEGATIVE MENTIONS (NET)	2271 59%	178 53%	615 63% AC	441 56%	301 57%	454 57%	967 57%	199 60% M	247 58%	87 54%	513 63% FM	90 56%	41 79% FGHIKM	66 46%	18 75%
- Not sure where the money is really going	848 22%	66 20%	224 23%	159 20%	127 24%	154 19%	383 23%	63 19%	81 19%	35 22%	179 22%	42 26%	17 33%	33 23%	4 14%
- Spend too much on salaries and/or administration	337 9%	15 5%	83 8%	65 8%	37 7%	94 12%	128 8%	32 10%	35 8%	4 3%	109 13% FHIM	13 8%	4 7%	4 3%	1 6%
- Scam/scandal general mention	232 6%	15 5%	79 8% C	35 5%	36 7%	43 5%	88 5%	34 10% FJ	29 7%	10 6%	44 5%	7 4%	3 5%	8 5%	5 20%
- Read/ heard in media about a scam/scandal	182 5%	13 4%	42 4%	40 5%	23 4%	37 5%	79 5%	17 5%	33 8% IJM	2 1%	32 4%	8 5%	3 6%	1 1%	4 17%
- Help is not getting to the right people	169 4%	18 5%	58 6% CE	21 3%	32 6% CE	23 3%	60 4%	17 5%	19 5%	5 3%	55 7% F	4 3%	3 7%	3 2%	0 1%
- Not sure they are who they say they are	155 4%	13 4%	33 3%	35 5%	22 4%	36 5%	80 5% J	17 5% J	17 4%	5 3%	19 2%	9 5%	3 6%	4 3%	2 6%
- Read/heard negative story in media	138 4%	11 3%	39 4%	27 3%	14 3%	36 4%	62 4%	13 4%	11 3%	7 5%	32 4%	5 3%	1 1%	2 2%	0 -
- I don't like their fundraising tactics	73 2%	5 2%	13 1%	18 2%	11 2%	10 1%	22 1%	11 3% F	7 2%	2 1%	25 3% F	2 1%	0 0%	1 1%	0 -
- I don't have confidence/ trust in (some of) them	72 2%	6 2%	20 2%	8 1%	9 2%	18 2%	25 1%	5 2%	4 1%	3 2%	19 2%	5 3%	1 1%	6 4%	0 -
- They (some) mispend/ misdirect/ waste funds	54 1%	4 1%	25 3%	10 1%	4 1%	10 1%	23 1%	2 1%	12 3%	0 0%	14 2%	1 0%	0 -	2 1%	0 -
- They (some) are dishonest/ untrustworthy	49 1%	4 1%	13 1%	9 1%	4 1%	16 2%	23 1%	3 1%	2 0%	4 3%	12 1%	1 0%	3 6% FGHJK	1 1%	0 -
- Seen/ heard/ read (negative) comments or stories about charities	47 1%	5 1%	13 1%	11 1%	3 1%	7 1%	10 1%	7 2% F	12 3% F	0 0%	14 2% F	1 1%	0 -	3 2%	0 -
- I had a negative experience as an employee/ volunteer/ donor etc.	38 1%	5 2% E	5 1% E	11 1% E	5 1%	1 0%	8 0%	2 1%	1 0%	3 2%	14 2% F	1 1%	3 5% FGH	2 1%	2 7%
- There are too many charities/ is too much fundraising	37 1%	3 1%	6 1%	10 1%	0 0%	13 2% D	16 1%	4 1%	2 0%	0 0%	11 1%	2 1%	1 1%	0 -	0 -
- They (some) misappropriate funds/ perpetrate fraud/ commit crimes	35 1%	5 2%	10 1%	7 1%	2 0%	6 1%	9 1%	2 1%	3 1%	7 4% FGHJ	8 1%	1 0%	0 -	0 0%	1 4%

TALKING ABOUT CHARITIES

1B. 1/2) Why do you say that you trust them A lot/Some/A little/Not at all?

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E - F/G/H/I/J/K/L/M/N * small base; ** very small base (under 30) ineligible for sig testing

	HOUSEHOLD INCOME (\$000)						EMPLOYMENT STATUS								
	TOTAL	<20	20-50	50-75	75-100	100+	F.T.	P.T.	Self Empl.	Unempl.	Ret.	Take Care Fmly	Disabled	Stu.	Mat/Sick Leave
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	
- Employees or volunteers steal/ misappropriate funds/ commit crimes	33 1%	3 1%	17 2%	7 1%	4 1%	2 0%	18 1%	0 -	4 1%	0 -	7 1%	2 1%	0 -	3 2%	0 -
- They (some) are not transparent/ accountable	32 1%	2 1%	5 0%	8 1%	7 1%	6 1%	17 1%	5 2%	2 1%	1 1%	6 1%	0 -	0 -	1 1%	0 2%
- I am cautious/ suspicious/ skeptical	29 1%	2 1%	13 1%	6 1%	3 0%	1 0%	6 0%	4 1%	1 0%	2 1%	15 2%	0 -	0 -	0 -	0 -
- They (some) are bad	25 1%	1 0%	8 1%	7 1%	0 -	9 1%	21 1%	0 -	1 0%	0 0%	2 0%	0 -	0 -	0 0%	0 -
- Don't trust large/ national charities/ only deal with local charities	22 1%	0 -	7 1%	6 1%	2 0%	4 1%	4 0%	4 1%	6 2%	0 -	6 1%	0 -	2 3%	0 -	0 -
- I don't (like to) donate to charity	18 0%	6 2%	2 0%	4 0%	4 1%	2 0%	5 0%	1 0%	2 0%	2 1%	7 1%	0 -	0 -	2 1%	0 -
- I volunteer for/am involved with a charity	17 0%	5 1%	3 0%	2 0%	0 0%	7 1%	5 0%	2 1%	3 1%	0 -	6 1%	1 1%	1 1%	0 -	0 -
- Employees/ volunteers/ beneficiaries exploit charities	14 0%	3 1%	9 1%	2 0%	0 -	0 -	4 0%	1 0%	1 0%	2 1%	4 0%	0 -	3 6%	0 -	0 -
- They (some) are deceptive/ misleading	12 0%	0 0%	6 1%	4 0%	0 -	1 0%	7 0%	0 -	2 0%	0 -	4 0%	0 -	0 -	0 0%	0 -
- They (some) are not making progress/ I don't see results	11 0%	2 0%	5 0%	1 0%	1 0%	2 0%	4 0%	2 1%	2 1%	0 -	2 0%	0 -	0 -	2 1%	0 -
- They (some) are not dedicated/ serious	6 0%	1 0%	2 0%	2 0%	0 -	2 0%	1 0%	2 1%	0 -	0 -	0 -	0 -	2 3%	0 -	0 -
- They (some) hoard/ don't disburse funds	6 0%	0 -	4 0%	0 -	2 0%	0 -	2 0%	1 0%	1 0%	0 -	0 -	0 -	0 -	2 1%	0 -
- They (some) manipulate donors to raise funds	3 0	0 -	3 0	0 -	0 -	0 0	0 -	1 0	0 0	0 -	0 -	0 -	0 -	0 -	0 -
- Other negative mentions	70 2%	4 1%	21 2%	19 2%	6 1%	10 1%	43 3%	4 1%	5 1%	0 0%	10 1%	3 2%	1 3%	2 2%	0 1%
POSITIVE MENTIONS (NET)	1509 39%	117 35%	331 34%	329 42%	227 43%	344 43%	637 38%	122 37%	189 44%	63 39%	321 39%	67 42%	13 26%	79 55%	4 18%
- They do what they say they do	204 5%	13 4%	43 4%	39 5%	36 7%	50 6%	88 5%	21 6%	21 5%	13 8%	38 5%	14 9%	1 3%	5 4%	0 -
- They do an important job	203 5%	13 4%	52 5%	32 4%	34 6%	45 6%	80 5%	15 4%	23 5%	5 3%	46 6%	13 8%	6 11%	14 10%	1 3%
- I volunteer for / am involved with a charity	170 4%	19 6%	53 5%	30 4%	23 4%	36 4%	52 3%	12 4%	24 6%	12 8%	57 7%	7 4%	0 1%	2 1%	0 1%
- I have confidence/ trust in (some)	130	11	24	18	17	39	46	14	11	5	34	3	0	12	1

TALKING ABOUT CHARITIES

1B. 1/2) Why do you say that you trust them A lot/Some/A little/Not at all?

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E - F/G/H/I/J/K/L/M/N * small base; ** very small base (under 30) ineligible for sig testing

	HOUSEHOLD INCOME (\$000)						EMPLOYMENT STATUS									
	TOTAL	<20 A	20-50 B	50-75 C	75-100 D	100+ E	F.T. F	P.T. G	Self Empl. H	Unempl. I	Ret. J	Take Care Fmly K	Disabled L	Stu. M	Mat/Sick Leave N	
of) them	3%	3%	2%	2%	3%	5%	3%	4%	2%	3%	4%	2%	-	8%	4%	
- Charities are accountable	130 3%	5 2%	26 3%	37 5% A	22 4%	31 4%	54 3%	7 2%	23 5% J	7 4%	21 3%	9 6%	2 4%	7 5%	0 -	
- I donate to (support) a charity/ charities	89 2%	12 4%	17 2%	15 2%	15 3%	20 3%	33 2%	1 0%	16 4% G	1 1%	33 4% FG	2 1%	2 4% G	0 0%	1 4%	
- Their services are needed	81 2%	11 3% E	26 3% E	27 3% DE	6 1%	4 1%	30 2%	6 2%	7 2%	8 5% F	23 3%	3 2%	0 -	4 3%	0 -	
- They (some) do good works/ are a worthy cause	70 2%	5 2%	21 2%	12 1%	14 3%	11 1%	42 3% J	9 3%	6 1%	1 1%	8 1%	4 2%	0 -	0 -	0 -	
- I know people who get help from charities	69 2%	5 1%	16 2%	14 2%	9 2%	13 2%	26 2%	3 1%	9 2%	7 4% FJ	11 1%	3 2%	1 3%	5 4%	2 10%	
- Charities are well-regulated	65 2%	2 1%	7 1%	20 3% B	15 3% B	16 2%	26 2%	9 3%	13 3%	0 0%	12 1%	0 -	0 -	4 3%	0 -	
- They (some) help people in need	55 1%	9 3% B	9 1%	8 1%	12 2%	8 1%	30 2%	4 1%	4 1%	2 1%	6 1%	6 4% J	0 -	2 1%	0 -	
- I only deal with familiar/well- known charities	53 1%	5 2%	10 1%	17 2%	9 2%	7 1%	28 2%	2 1%	2 1%	0 0%	10 1%	3 2%	0 -	8 6% FGHIJ	0 -	
- They (some) are good	46 1%	3 1%	13 1%	11 1%	1 0%	14 2% D	27 2%	3 1%	3 1%	0 -	7 1%	1 1%	1 1%	3 2%	0 1%	
- I donate to (support) specific charities (i.e. church, cancer)	44 1%	5 1%	12 1%	9 1%	5 1%	11 1%	17 1%	3 1%	6 1%	2 1%	9 1%	1 0%	2 4%	6 4% F	0 -	
- Charities are well managed/ fiscally responsible	43 1%	2 1%	5 1%	19 2% B	4 1%	10 1%	14 1%	7 2%	6 2%	2 1%	11 1%	2 1%	0 0%	2 1%	0 -	
- Never had any problems with them	39 1%	3 1%	4 0%	12 1% B	7 1%	8 1%	18 1%	7 2%	4 1%	0 -	10 1%	0 -	1 2%	0 -	0 -	
- They (some) have a good reputation	38 1%	10 3% BE	6 1%	9 1%	6 1%	6 1%	12 1%	0 -	16 4% FGJ	1 1%	4 1%	1 1%	0 -	4 2% G	0 -	
- No reason not to trust them	38 1%	1 0%	6 1%	8 1%	7 1%	15 2%	22 1%	4 1%	7 2% J	0 0%	3 0%	0 0%	0 -	0 0%	0 -	
- They (some) are honest/ trustworthy	36 1%	5 1%	6 1%	9 1%	2 0%	10 1%	5 0%	9 3% F	6 1% F	0 -	9 1% F	3 2% F	2 3% F	0 0%	0 -	
- I research before donating	29 1%	0 0%	5 1%	5 1%	5 1%	10 1%	10 1%	4 1%	2 0%	0 0%	9 1%	0 -	0 -	4 2%	0 -	
- Employees/ volunteers are good people	28 1%	3 1%	5 0%	1 0%	8 2% C	10 1%	13 1%	3 1%	3 1%	0 -	6 1%	0 -	0 -	3 2%	0 -	
- They (some) are making progress/ I see results	25 1%	0 -	6 1%	8 1%	4 1%	6 1%	13 1%	3 1%	3 1%	0 -	4 0%	0 -	0 -	3 2%	0 -	

TALKING ABOUT CHARITIES

1B. 1/2) Why do you say that you trust them A lot/Some/A little/Not at all?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E - F/G/H/I/J/K/L/M/N * small base; ** very small base (under 30) ineligible for sig testing

	HOUSEHOLD INCOME (\$000)						EMPLOYMENT STATUS								
	TOTAL	<20	20-50	50-75	75-100	100+	F.T.	P.T.	Self Empl.	Unempl.	Ret.	Take Care Fmly	Disabled	Stu.	Mat/Sick Leave
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	
- They (some) are dedicated/ serious/ motivated	22 1%	1 0%	4 0%	7 1%	4 1%	5 1%	12 1%	0 -	5 1%	0 -	3 0%	0 -	0 -	0 -	0 -
- They (some) are transparent in their activities/ operations	17 0%	4 1%	3 0%	3 0%	3 1%	5 1%	4 0%	5 1%	1 0%	0 -	4 0%	0 -	0 -	4 2%	0 -
- Good government oversight	16 0%	0 0%	4 0%	2 0%	4 1%	5 1%	11 1%	1 0%	1 0%	1 1%	1 0%	1 1%	0 -	0 -	0 -
- I have had good experience(s) with them	15 0%	0 0%	4 0%	3 0%	3 0%	5 1%	12 1%	0 -	0 0%	0 -	1 0%	0 0%	0 -	0 0%	0 -
- I benefited from a charity	8 0%	2 0%	1 0%	2 0%	0 -	2 0%	5 0%	1 0%	0 -	0 -	1 0%	1 1%	0 -	0 -	0 -
- They benefit everyone	1 0%	0 -	1 0%	0 -	0 -	0 -	1 0%	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -
- Other positive mentions	50 1%	2 0%	16 2%	11 1%	5 1%	14 2%	21 1%	2 0%	11 2%	2 1%	9 1%	2 1%	0 -	5 3%	0 -
Don't know/Refused	192 5%	36 11%	52 5%	29 4%	18 3%	36 5%	113 7%	21 6%	10 2%	12 8%	17 2%	9 6%	1 2%	8 5%	0 -
OTHER RESPONSES															
Other	22 1%	0 0%	7 1%	8 1%	5 1%	0 -	11 1%	1 0%	5 1%	0 0%	4 1%	0 -	0 -	0 -	0 -
NEUTRAL MENTIONS (NET)	79 2%	14 4%	30 3%	18 2%	6 1%	7 1%	39 2%	12 4%	6 1%	2 1%	13 2%	1 0%	0 -	5 4%	2 6%
- Don't know enough about (some of) them	39 1%	8 2%	18 2%	8 1%	1 0%	4 1%	21 1%	6 2%	1 0%	1 0%	6 1%	1 0%	0 -	5 3%	0 -
- It depends on the charity	19 0%	0 -	9 1%	4 0%	1 0%	2 0%	11 1%	4 1%	2 0%	1 0%	0 0%	0 -	0 -	0 -	0 -
- Seen/ read/ heard stories (in the media)	11 0%	4 1%	2 0%	3 0%	0 -	1 0%	1 0%	2 0%	3 1%	0 0%	2 0%	0 -	0 -	1 0%	2 6%
- Other neutral mentions	14 0%	3 1%	4 0%	3 0%	4 1%	0 0%	8 0%	0 0%	0 -	1 0%	4 0%	0 -	0 -	0 -	0 -

TALKING ABOUT CHARITIES

2. TRUST A LOT/SOME SUMMARY TABLE

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E - F/G/H/I/J/K/L/M/N * small base; ** very small base (under 30) ineligible for sig testing

	TOTAL	HOUSEHOLD INCOME (\$000)					EMPLOYMENT STATUS								
		<20	20-50	50-75	75-100	100+	F.T.	P.T.	Self Empl.	Unempl.	Ret.	Take Care Fmly	Disabled	Stu.	Mat/Sick Leave
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All Respondents															
Unweighted Base	3863	408	1116	765	480	662	1620	326	416	163	946	160	63	108	24
Weighted Base	3883	338	983	783	530	800	1701	331	431	162*	824	161	52*	146*	24**
1) People who are medical doctors	3636 94%	300 89%	906 92%	739 94% A	510 96% AB	761 95% A	1590 94%	314 95%	400 93%	151 93%	776 94%	150 93%	46 88%	140 96%	21 85%
2) People who are federal politicians	1588 41%	149 44%	368 37%	336 43%	210 40%	340 42%	674 40%	133 40%	175 41%	80 50%	341 41%	60 37%	22 43%	79 54% FGHJK	5 21%
3) People who are lawyers	2407 62%	199 59%	583 59%	481 61%	347 65%	522 65% B	1031 61%	204 62%	272 63%	115 71% J	495 60%	109 68%	30 59%	91 62%	22 89%
4) People who are religious leaders	2443 63%	190 56%	593 60%	514 66% A	373 70% ABE	499 62%	1044 61%	217 66%	246 57%	94 58%	565 68% FH	108 67%	35 67%	88 60%	15 61%
5) People who are journalists and reporters	2545 66%	221 65%	630 64%	548 70% BE	374 71% BE	500 62%	1116 66%	212 64%	281 65%	120 74%	536 65%	111 69%	34 66%	88 60%	17 71%
6) People who are nurses	3730 96%	311 92%	939 96% A	758 97% A	524 99% ABE	768 96% A	1628 96%	318 96%	416 96%	153 95%	797 97%	152 94%	50 96%	141 96%	24 100%
7) People who are provincial politicians	1751 45%	152 45%	420 43%	364 46%	230 43%	373 47%	748 44%	144 43%	201 47%	74 46%	378 46%	65 41%	17 33%	91 62% FGHIJKL	7 27%
8) People who are business leaders	2723 70%	212 63%	664 68%	556 71% A	395 74% AB	605 76% AB	1202 71% L	230 70%	323 75% L	112 69%	567 69%	106 66%	29 55%	99 68%	17 68%
9) People who are leaders of charities	3006 77%	242 72%	738 75%	629 80% AB	432 82% AB	648 81% AB	1330 78%	249 75%	334 78%	121 75%	615 75%	129 80%	38 74%	128 88% GIJ	22 89%
10) People who are union leaders	2048 53%	190 56%	514 52%	452 58% E	280 53%	394 49%	913 54% H	191 58% HJ	200 46%	87 54%	406 49%	88 54%	24 45%	97 66% HJL	15 61%
11) People who are government employees	2757 71%	225 67%	662 67%	558 71%	400 76%	612 77% AB	1226 72% K	223 67%	312 72%	118 73%	588 71%	101 63%	33 64%	110 75%	17 68%

TALKING ABOUT CHARITIES

2. TRUST A LITTLE/NOT AT ALL SUMMARY TABLE

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E - F/G/H/I/J/K/L/M/N * small base; ** very small base (under 30) ineligible for sig testing

	TOTAL	HOUSEHOLD INCOME (\$000)					EMPLOYMENT STATUS								
		<20	20-50	50-75	75-100	100+	F.T.	P.T.	Self Empl.	Unempl.	Ret.	Take Care Fmly	Disabled	Stu.	Mat/Sick Leave
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All Respondents															
Unweighted Base	3863	408	1116	765	480	662	1620	326	416	163	946	160	63	108	24
Weighted Base	3883	338	983	783	530	800	1701	331	431	162*	824	161	52*	146*	24**
1) People who are medical doctors	238 6%	37 11% CDE	77 8% DE	44 6%	20 4%	34 4%	103 6%	17 5%	31 7%	11 7%	48 6%	10 6%	6 12%	6 4%	4 15%
2) People who are federal politicians	2270 58%	186 55%	613 62% E	445 57%	314 59%	451 56%	1011 59% M	197 59%	256 59% M	81 50%	479 58%	98 61%	29 57%	67 46%	19 79%
3) People who are lawyers	1438 37%	128 38%	395 40% E	300 38%	181 34%	269 34%	649 38%	124 37%	157 37%	47 29%	320 39%	51 32%	22 41%	55 38%	3 11%
4) People who are religious leaders	1405 36%	146 43% CD	378 38% D	266 34%	154 29%	294 37% D	641 38% J	111 33%	181 42% J	65 40%	251 31%	53 33%	17 33%	58 40%	10 39%
5) People who are journalists and reporters	1314 34%	113 33%	347 35%	235 30%	156 29%	292 37% CD	573 34%	115 35%	150 35%	41 26%	282 34%	49 31%	18 34%	58 40%	7 29%
6) People who are nurses	144 4%	26 8% CDE	43 4% D	26 3%	6 1%	27 3%	65 4%	13 4%	15 4%	9 5%	26 3%	8 5%	2 4%	5 4%	0 -
7) People who are provincial politicians	2109 54%	184 54%	561 57%	419 54%	297 56%	418 52%	939 55% M	184 56% M	230 53% M	88 54% M	442 54% M	95 59% M	35 67% M	55 38% M	18 73%
8) People who are business leaders	1132 29%	120 36% DE	313 32% DE	227 29%	134 25%	189 24%	483 28%	100 30%	108 25%	50 31%	248 30%	55 34%	23 45% FH	47 32%	8 32%
9) People who are leaders of charities	834 21%	94 28% CDE	238 24% CDE	147 19%	94 18%	142 18%	355 21%	77 23%	90 21%	40 24%	197 24% M	30 19%	13 26%	18 12%	3 11%
10) People who are union leaders	1773 46%	140 41%	455 46%	329 42%	243 46%	393 49% C	770 45%	134 41%	221 51% GM	73 45%	400 48% M	70 44%	27 53%	49 34%	10 39%
11) People who are government employees	1101 28%	109 32% DE	316 32% DE	224 29% E	127 24%	182 23%	465 27%	106 32%	119 28%	43 27%	226 27%	59 37% F	19 36%	36 24%	8 32%

TALKING ABOUT CHARITIES

2. How much trust do you have in: 1) People who are medical doctors?

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E - F/G/H/I/J/K/L/M/N * small base; ** very small base (under 30) ineligible for sig testing

	TOTAL	HOUSEHOLD INCOME (\$000)					EMPLOYMENT STATUS								
		<20	20-50	50-75	75-100	100+	F.T.	P.T.	Self Empl.	Unempl.	Ret.	Take Care Fmly	Disabled	Stu.	Mat/Sick Leave
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All respondents															
Unweighted Base	3863	408	1116	765	480	662	1620	326	416	163	946	160	63	108	24
Weighted Base	3883	338	983	783	530	800	1701	331	431	162*	824	161	52*	146*	24**
A lot	2454 63%	205 61%	623 63%	485 62%	344 65%	533 67%	1100 65%	179 54%	254 59%	97 60%	536 65%	96 60%	34 65%	105 72%	16 65%
Some	1182 30%	95 28%	282 29%	254 32%	166 31%	228 29%	490 29%	136 41%	146 34%	54 33%	240 29%	54 33%	12 23%	35 24%	5 21%
A little	201 5%	25 7%	73 7%	36 5%	18 3%	31 4%	87 5%	13 4%	27 6%	9 6%	39 5%	10 6%	6 12%	5 3%	4 15%
Not at all	36 1%	13 4%	4 0%	8 1%	2 0%	3 0%	16 1%	4 1%	4 1%	2 1%	9 1%	0 -	0 -	1 1%	0 -
Don't know/Refused	10 0%	0 0%	0 -	0 -	0 -	5 1%	7 0%	0 -	0 -	0 -	0 0%	1 1%	0 -	0 -	0 -
TOPBOX & LOWBOX SUMMARY															
A lot/Some	3636 94%	300 89%	906 92%	739 94%	510 96%	761 95%	1590 94%	314 95%	400 93%	151 93%	776 94%	150 93%	46 88%	140 96%	21 85%
A little/Not at all	238 6%	37 11%	77 8%	44 6%	20 4%	34 4%	103 6%	17 5%	31 7%	11 7%	48 6%	10 6%	6 12%	6 4%	4 15%

TALKING ABOUT CHARITIES

2. How much trust do you have in: 2) People who are federal politicians?

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E - F/G/H/I/J/K/L/M/N * small base; ** very small base (under 30) ineligible for sig testing

	TOTAL	HOUSEHOLD INCOME (\$000)					EMPLOYMENT STATUS								
		<20 A	20-50 B	50-75 C	75-100 D	100+ E	F.T. F	P.T. G	Self Empl. H	Unempl. I	Ret. J	Take Care Fmly K	Disabled L	Stu. M	Mat/Sick Leave N
Base: All respondents															
Unweighted Base	3863	408	1116	765	480	662	1620	326	416	163	946	160	63	108	24
Weighted Base	3883	338	983	783	530	800	1701	331	431	162*	824	161	52*	146*	24**
A lot	118 3%	10 3%	29 3%	32 4%	11 2%	22 3%	47 3%	13 4%	9 2%	7 5%	28 3%	1 1%	1 3%	10 7% K	0 1%
Some	1470 38%	139 41%	339 34%	305 39%	199 38%	318 40%	627 37%	120 36%	166 38%	73 45%	313 38%	59 37%	21 41%	70 48%	5 21%
A little	1360 35%	97 29%	366 37% A	258 33%	190 36%	296 37% A	575 34%	125 38%	158 37%	47 29%	306 37%	55 34%	12 23%	57 39%	13 54%
Not at all	911 23%	89 26% E	247 25% E	187 24%	124 23%	155 19%	436 26% JM	72 22% M	98 23% M	34 21% M	173 21% M	43 27% M	17 34% M	9 6% M	6 24%
Don't know/Refused	25 1%	2 1%	2 0%	2 0%	6 1%	10 1% B	16 1%	1 0%	0 -	1 0%	4 1%	3 2% H	0 -	0 -	0 -
TOPBOX & LOWBOX SUMMARY															
A lot/Some	1588 41%	149 44%	368 37%	336 43%	210 40%	340 42%	674 40%	133 40%	175 41%	80 50%	341 41%	60 37%	22 43%	79 54% FGHJK	5 21%
A little/Not at all	2270 58%	186 55%	613 62% E	445 57%	314 59%	451 56%	1011 59% M	197 59%	256 59% M	81 50%	479 58%	98 61%	29 57%	67 46%	19 79%

TALKING ABOUT CHARITIES

2. How much trust do you have in: 3) People who are lawyers?

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E - F/G/H/I/J/K/L/MN * small base; ** very small base (under 30) ineligible for sig testing

	TOTAL	HOUSEHOLD INCOME (\$000)					EMPLOYMENT STATUS								
		<20 A	20-50 B	50-75 C	75-100 D	100+ E	F.T. F	P.T. G	Self Empl. H	Unempl. I	Ret. J	Take Care Fmly K	Disabled L	Stu. M	Mat/Sick Leave N
Base: All respondents															
Unweighted Base	3863	408	1116	765	480	662	1620	326	416	163	946	160	63	108	24
Weighted Base	3883	338	983	783	530	800	1701	331	431	162*	824	161	52*	146*	24**
A lot	520 13%	51 15%	125 13%	94 12%	92 17%	97 12%	212 12%	36 11%	59 14%	28 17%	119 14%	21 13%	1 2%	28 19%	5 21%
Some	1887 49%	149 44%	457 47%	387 49%	255 48%	425 53%	819 48%	168 51%	213 49%	87 54%	376 46%	88 55%	29 56%	63 43%	17 68%
A little	907 23%	78 23%	249 25%	179 23%	116 22%	176 22%	391 23%	76 23%	95 22%	29 18%	212 26%	27 17%	15 30%	48 33%	3 11%
Not at all	532 14%	50 15%	146 15%	121 15%	65 12%	93 12%	258 15%	47 14%	62 14%	18 11%	108 13%	24 15%	6 12%	7 5%	0 -
Don't know/Refused	38 1%	11 3%	5 0%	2 0%	2 0%	9 1%	21 1%	3 1%	1 0%	0 -	10 1%	1 1%	0 -	0 -	0 -
TOPBOX & LOWBOX SUMMARY															
A lot/Some	2407 62%	199 59%	583 59%	481 61%	347 65%	522 65%	1031 61%	204 62%	272 63%	115 71%	495 60%	109 68%	30 59%	91 62%	22 89%
A little/Not at all	1438 37%	128 38%	395 40%	300 38%	181 34%	269 34%	649 38%	124 37%	157 37%	47 29%	320 39%	51 32%	22 41%	55 38%	3 11%

TALKING ABOUT CHARITIES

2. How much trust do you have in: 4) People who are religious leaders?

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E - F/G/H/I/J/K/L/M/N * small base; ** very small base (under 30) ineligible for sig testing

	TOTAL	HOUSEHOLD INCOME (\$000)					EMPLOYMENT STATUS								
		<20	20-50	50-75	75-100	100+	F.T.	P.T.	Self Empl.	Unempl.	Ret.	Take Care Fmly	Disabled	Stu.	Mat/Sick Leave
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All respondents															
Unweighted Base	3863	408	1116	765	480	662	1620	326	416	163	946	160	63	108	24
Weighted Base	3883	338	983	783	530	800	1701	331	431	162*	824	161	52*	146*	24**
A lot	800 21%	72 21%	212 22%	162 21%	112 21%	169 21%	334 20%	64 19%	69 16%	29 18%	200 24%	42 26%	12 23%	29 20%	10 39%
Some	1643 42%	118 35%	382 39%	352 45% AB	261 49% ABE	330 41%	710 42%	153 46%	177 41%	65 40%	364 44%	66 41%	23 44%	59 41%	5 22%
A little	849 22%	76 22%	222 23%	154 20%	109 21%	197 25%	402 24% K	67 20%	97 23%	36 22%	175 21%	24 15%	7 14%	31 21%	4 17%
Not at all	556 14%	70 21% CDE	157 16% D	112 14% D	45 9%	97 12%	239 14% J	43 13%	84 19% FJ	28 18% J	77 9%	29 18% J	10 18%	27 19% J	5 22%
Don't know/Refused	36 1%	2 0%	11 1%	2 0%	3 1%	7 1%	16 1%	3 1%	4 1%	3 2%	8 1%	0 0%	0 -	0 -	0 -
TOPBOX & LOWBOX SUMMARY															
A lot/Some	2443 63%	190 56%	593 60%	514 66% A	373 70% ABE	499 62%	1044 61%	217 66%	246 57%	94 58%	565 68% FH	108 67%	35 67%	88 60%	15 61%
A little/Not at all	1405 36%	146 43% CD	378 38% D	266 34%	154 29%	294 37% D	641 38% J	111 33%	181 42% J	65 40%	251 31%	53 33%	17 33%	58 40%	10 39%

TALKING ABOUT CHARITIES

2. How much trust do you have in: 5) People who are journalists and reporters?

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E - F/G/H/I/J/K/L/M/N * small base; ** very small base (under 30) ineligible for sig testing

	TOTAL	HOUSEHOLD INCOME (\$000)					EMPLOYMENT STATUS								
		<20 A	20-50 B	50-75 C	75-100 D	100+ E	F.T. F	P.T. G	Self Empl. H	Unempl. I	Ret. J	Take Care Fmly K	Disabled L	Stu. M	Mat/Sick Leave N
Base: All respondents															
Unweighted Base	3863	408	1116	765	480	662	1620	326	416	163	946	160	63	108	24
Weighted Base	3883	338	983	783	530	800	1701	331	431	162*	824	161	52*	146*	24**
A lot	552 14%	46 14%	149 15%	116 15%	84 16%	112 14%	260 15% M	36 11%	62 14%	19 12%	110 13%	38 24% FGHIJLM	4 9%	8 6%	4 15%
Some	1993 51%	175 52%	481 49%	432 55% BE	290 55%	387 48%	856 50%	176 53%	218 51%	101 62% FK	426 52%	72 45%	30 57%	79 54%	14 57%
A little	1010 26%	73 22%	272 28%	189 24%	120 23%	233 29% A	445 26%	92 28%	118 27%	29 18%	209 25%	41 26%	10 19%	47 32% I	5 21%
Not at all	304 8%	40 12% CD	75 8%	46 6%	35 7%	59 7%	128 8%	24 7%	32 7%	13 8%	73 9%	8 5%	8 16% K	11 8%	2 7%
Don't know/Refused	24 1%	4 1% C	7 1%	0 0%	0 0%	8 1% C	12 1%	4 1%	0 -	0 -	6 1%	1 1%	0 -	0 -	0 -
TOPBOX & LOWBOX SUMMARY															
A lot/Some	2545 66%	221 65%	630 64%	548 70% BE	374 71% BE	500 62%	1116 66%	212 64%	281 65%	120 74%	536 65%	111 69%	34 66%	88 60%	17 71%
A little/Not at all	1314 34%	113 33%	347 35%	235 30%	156 29% CD	292 37%	573 34%	115 35%	150 35%	41 26%	282 34%	49 31%	18 34%	58 40%	7 29%

TALKING ABOUT CHARITIES

2. How much trust do you have in: 6) People who are nurses?

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E - F/G/H/I/J/K/L/M/N * small base; ** very small base (under 30) ineligible for sig testing

	TOTAL	HOUSEHOLD INCOME (\$000)					EMPLOYMENT STATUS								
		<20 A	20-50 B	50-75 C	75-100 D	100+ E	F.T. F	P.T. G	Self Empl. H	Unempl. I	Ret. J	Take Care Fmly K	Disabled L	Stu. M	Mat/Sick Leave N
Base: All respondents															
Unweighted Base	3863	408	1116	765	480	662	1620	326	416	163	946	160	63	108	24
Weighted Base	3883	338	983	783	530	800	1701	331	431	162*	824	161	52*	146*	24**
A lot	2923 75%	241 71%	737 75%	591 75%	414 78%	623 78%	1293 76%	243 73%	318 74%	111 68%	641 78%	120 75%	33 64%	110 76%	17 68%
Some	807 21%	70 21%	202 21%	167 21%	110 21%	145 18%	335 20%	75 23%	98 23%	43 26%	156 19%	31 20%	16 31%	30 21%	8 32%
A little	130 3%	20 6%	43 4%	24 3%	3 1%	27 3%	60 4%	11 3%	12 3%	7 4%	24 3%	8 5%	2 4%	5 4%	0 -
Not at all	14 0%	6 2%	1 0%	1 0%	3 0%	0 -	5 0%	2 0%	4 1%	2 1%	2 0%	0 -	0 -	0 -	0 -
Don't know/Refused	9 0%	0 0%	1 0%	0 -	0 -	5 1%	7 0%	0 -	0 -	0 -	1 0%	1 1%	0 -	0 -	0 -
TOPBOX & LOWBOX SUMMARY															
A lot/Some	3730 96%	311 92%	939 96%	758 97%	524 99%	768 96%	1628 96%	318 96%	416 96%	153 95%	797 97%	152 94%	50 96%	141 96%	24 100%
A little/Not at all	144 4%	26 8%	43 4%	26 3%	6 1%	27 3%	65 4%	13 4%	15 4%	9 5%	26 3%	8 5%	2 4%	5 4%	0 -

TALKING ABOUT CHARITIES

2. How much trust do you have in: 7) People who are provincial politicians?

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E - F/G/H/I/J/K/L/M/N * small base; ** very small base (under 30) ineligible for sig testing

	TOTAL	HOUSEHOLD INCOME (\$000)					EMPLOYMENT STATUS								
		<20 A	20-50 B	50-75 C	75-100 D	100+ E	F.T. F	P.T. G	Self Empl. H	Unempl. I	Ret. J	Take Care Fmly K	Disabled L	Stu. M	Mat/Sick Leave N
Base: All respondents															
Unweighted Base	3863	408	1116	765	480	662	1620	326	416	163	946	160	63	108	24
Weighted Base	3883	338	983	783	530	800	1701	331	431	162*	824	161	52*	146*	24**
A lot	170 4%	15 4%	50 5%	42 5%	14 3%	27 3%	70 4%	11 3%	10 2%	8 5%	44 5%	6 4%	1 3%	16 11%	1 3%
Some	1581 41%	137 41%	369 38%	322 41%	216 41%	345 43%	678 40%	133 40%	191 44%	65 40%	334 40%	59 37%	16 30%	75 51%	6 24%
A little	1269 33%	87 26%	333 34%	259 33%	182 34%	272 34%	548 32%	116 35%	144 33%	53 32%	277 34%	49 30%	16 30%	46 32%	15 60%
Not at all	840 22%	97 29%	228 23%	160 20%	115 22%	146 18%	391 23%	68 21%	86 20%	35 22%	165 20%	46 28%	19 37%	9 6%	3 13%
Don't know/Refused	24 1%	2 1%	2 0%	0 -	3 1%	10 1%	14 1%	3 1%	0 0%	1 0%	4 0%	1 1%	0 -	0 -	0 -
TOPBOX & LOWBOX SUMMARY															
A lot/Some	1751 45%	152 45%	420 43%	364 46%	230 43%	373 47%	748 44%	144 43%	201 47%	74 46%	378 46%	65 41%	17 33%	91 62%	7 27%
A little/Not at all	2109 54%	184 54%	561 57%	419 54%	297 56%	418 52%	939 55%	184 56%	230 53%	88 54%	442 54%	95 59%	35 67%	55 38%	18 73%

TALKING ABOUT CHARITIES

2. How much trust do you have in: 8) People who are business leaders?

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E - F/G/H/I/J/K/L/M/N * small base; ** very small base (under 30) ineligible for sig testing

	TOTAL	HOUSEHOLD INCOME (\$000)					EMPLOYMENT STATUS								
		<20 A	20-50 B	50-75 C	75-100 D	100+ E	F.T. F	P.T. G	Self Empl. H	Unempl. I	Ret. J	Take Care Fmly K	Disabled L	Stu. M	Mat/Sick Leave N
Base: All respondents															
Unweighted Base	3863	408	1116	765	480	662	1620	326	416	163	946	160	63	108	24
Weighted Base	3883	338	983	783	530	800	1701	331	431	162*	824	161	52*	146*	24**
A lot	475 12%	42 12%	117 12%	96 12%	56 11%	113 14%	196 12%	30 9%	54 13%	22 14%	110 13%	16 10%	5 10%	24 16%	5 19%
Some	2248 58%	170 50%	547 56%	460 59%	339 64%	492 61%	1006 59%	201 61%	269 62%	90 56%	456 55%	90 56%	23 45%	75 51%	12 49%
A little	912 23%	93 28%	256 26%	175 22%	105 20%	173 22%	390 23%	75 23%	95 22%	36 22%	200 24%	46 28%	19 37%	38 26%	5 21%
Not at all	221 6%	27 8%	57 6%	53 7%	30 6%	17 2%	92 5%	26 8%	13 3%	14 9%	49 6%	9 6%	4 8%	9 6%	3 11%
Don't know/Refused	28 1%	6 2%	6 1%	0 0%	1 0%	6 1%	16 1%	0 0%	0 -	0 -	9 1%	1 1%	0 -	0 -	0 -
TOPBOX & LOWBOX SUMMARY															
A lot/Some	2723 70%	212 63%	664 68%	556 71%	395 74%	605 76%	1202 71%	230 70%	323 75%	112 69%	567 69%	106 66%	29 55%	99 68%	17 68%
A little/Not at all	1132 29%	120 36%	313 32%	227 29%	134 25%	189 24%	483 28%	100 30%	108 25%	50 31%	248 30%	55 34%	23 45%	47 32%	8 32%

TALKING ABOUT CHARITIES

2. How much trust do you have in: 9) People who are leaders of charities?

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E - F/G/H/I/J/K/L/M/N * small base; ** very small base (under 30) ineligible for sig testing

	TOTAL	HOUSEHOLD INCOME (\$000)					EMPLOYMENT STATUS								
		<20 A	20-50 B	50-75 C	75-100 D	100+ E	F.T. F	P.T. G	Self Empl. H	Unempl. I	Ret. J	Take Care Fmly K	Disabled L	Stu. M	Mat/Sick Leave N
Base: All respondents															
Unweighted Base	3863	408	1116	765	480	662	1620	326	416	163	946	160	63	108	24
Weighted Base	3883	338	983	783	530	800	1701	331	431	162*	824	161	52*	146*	24**
A lot	965 25%	83 25%	239 24%	189 24%	140 26%	217 27%	420 25%	66 20%	97 23%	50 31%	220 27%	41 26%	11 20%	44 30%	8 31%
Some	2041 53%	159 47%	499 51%	440 56%	292 55%	432 54%	910 53%	184 56%	237 55%	71 44%	396 48%	88 55%	28 53%	84 57%	14 58%
A little	683 18%	69 20%	198 20%	131 17%	81 15%	114 14%	301 18%	66 20%	70 16%	35 21%	150 18%	28 17%	9 18%	16 11%	1 4%
Not at all	151 4%	25 7%	40 4%	16 2%	14 3%	29 4%	54 3%	12 4%	21 5%	5 3%	47 6%	3 2%	4 8%	2 1%	2 7%
Don't know/Refused	43 1%	2 1%	7 1%	7 1%	3 1%	9 1%	16 1%	4 1%	7 2%	2 1%	12 1%	1 1%	0 1%	0 -	0 -
TOPBOX & LOWBOX SUMMARY															
A lot/Some	3006 77%	242 72%	738 75%	629 80%	432 82%	648 81%	1330 78%	249 75%	334 78%	121 75%	615 75%	129 80%	38 74%	128 88%	22 89%
A little/Not at all	834 21%	94 28%	238 24%	147 19%	94 18%	142 18%	355 21%	77 23%	90 21%	40 24%	197 24%	30 19%	13 26%	18 12%	3 11%

TALKING ABOUT CHARITIES

2. How much trust do you have in: 10) People who are union leaders?

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E - F/G/H/I/J/K/L/M/N * small base; ** very small base (under 30) ineligible for sig testing

	TOTAL	HOUSEHOLD INCOME (\$000)					EMPLOYMENT STATUS								
		<20	20-50	50-75	75-100	100+	F.T.	P.T.	Self Empl.	Unempl.	Ret.	Take Care Fmly	Disabled	Stu.	Mat/Sick Leave
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All respondents															
Unweighted Base	3863	408	1116	765	480	662	1620	326	416	163	946	160	63	108	24
Weighted Base	3883	338	983	783	530	800	1701	331	431	162*	824	161	52*	146*	24**
A lot	388 10%	43 13%	87 9%	80 10%	58 11%	66 8%	180 11%	32 10%	20 5%	19 12%	77 9%	14 9%	5 10%	21 15%	7 27%
Some	1661 43%	147 43%	427 43%	372 47%	222 42%	328 41%	733 43%	159 48%	180 42%	69 42%	329 40%	74 46%	18 36%	75 51%	8 35%
A little	1097 28%	75 22%	298 30%	198 25%	166 31%	244 31%	484 28%	86 26%	131 30%	53 33%	229 28%	45 28%	20 39%	38 26%	8 31%
Not at all	676 17%	64 19%	157 16%	131 17%	78 15%	149 19%	286 17%	49 15%	90 21%	19 12%	171 21%	25 16%	7 14%	11 8%	2 8%
Don't know/Refused	62 2%	8 2%	14 1%	2 0%	7 1%	13 2%	18 1%	6 2%	10 2%	2 1%	19 2%	3 2%	1 2%	0 0%	0 -
TOPBOX & LOWBOX SUMMARY															
A lot/Some	2048 53%	190 56%	514 52%	452 58%	280 53%	394 49%	913 54%	191 58%	200 46%	87 54%	406 49%	88 54%	24 45%	97 66%	15 61%
A little/Not at all	1773 46%	140 41%	455 46%	329 42%	243 46%	393 49%	770 45%	134 41%	221 51%	73 45%	400 48%	70 44%	27 53%	49 34%	10 39%

TALKING ABOUT CHARITIES

2. How much trust do you have in: 11) People who are government employees?

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E - F/G/H/I/J/K/L/M/N * small base; ** very small base (under 30) ineligible for sig testing

	TOTAL	HOUSEHOLD INCOME (\$000)					EMPLOYMENT STATUS								
		<20	20-50	50-75	75-100	100+	F.T.	P.T.	Self Empl.	Unempl.	Ret.	Take Care Fmly	Disabled	Stu.	Mat/Sick Leave
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All respondents															
Unweighted Base	3863	408	1116	765	480	662	1620	326	416	163	946	160	63	108	24
Weighted Base	3883	338	983	783	530	800	1701	331	431	162*	824	161	52*	146*	24**
A lot	640 16%	68 20%	137 14%	121 15%	104 20%	146 18%	290 17%	46 14%	57 13%	33 20%	141 17%	18 11%	6 12%	34 23%	8 34%
Some	2118 55%	157 47%	525 53%	438 56%	296 56%	466 58%	936 55%	177 53%	255 59%	85 53%	447 54%	83 52%	27 52%	76 52%	8 34%
A little	812 21%	73 21%	237 24%	158 20%	102 19%	143 18%	339 20%	82 25%	88 20%	36 22%	160 19%	44 27%	11 21%	31 21%	7 28%
Not at all	288 7%	37 11%	79 8%	66 8%	24 5%	39 5%	126 7%	24 7%	31 7%	7 4%	66 8%	15 9%	8 15%	5 3%	1 5%
Don't know/Refused	26 1%	3 1%	5 1%	1 0%	3 1%	6 1%	10 1%	2 1%	0 -	1 0%	10 1%	1 1%	0 -	1 1%	0 -
TOPBOX & LOWBOX SUMMARY															
A lot/Some	2757 71%	225 67%	662 67%	558 71%	400 76%	612 77%	1226 72%	223 67%	312 72%	118 73%	588 71%	101 63%	33 64%	110 75%	17 68%
A little/Not at all	1101 28%	109 32%	316 32%	224 29%	127 24%	182 23%	465 27%	106 32%	119 28%	43 27%	226 27%	59 37%	19 36%	36 24%	8 32%

TALKING ABOUT CHARITIES

2A. Thinking about what you know about charities in general, the work that they do, and the role they play, would you say you are:

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E - F/G/H/I/J/K/L/M/N * small base; ** very small base (under 30) ineligible for sig testing

	TOTAL	HOUSEHOLD INCOME (\$000)					EMPLOYMENT STATUS								
		<20 A	20-50 B	50-75 C	75-100 D	100+ E	F.T. F	P.T. G	Self Empl. H	Unempl. I	Ret. J	Take Care Fmly K	Disabled L	Stu. M	Mat/Sick Leave N
Base: All respondents															
Unweighted Base	3863	408	1116	765	480	662	1620	326	416	163	946	160	63	108	24
Weighted Base	3883	338	983	783	530	800	1701	331	431	162*	824	161	52*	146*	24**
Very familiar	663 17%	51 15%	150 15%	118 15%	99 19%	160 20%	253 15%	51 15%	83 19%	42 26%	164 20%	42 26%	8 16%	12 8%	1 4%
Somewhat familiar	2406 62%	180 53%	569 58%	483 62%	353 67%	547 68%	1088 64%	218 66%	269 62%	76 47%	512 62%	83 52%	33 64%	72 49%	18 74%
Not very familiar	692 18%	87 26%	220 22%	161 21%	62 12%	86 11%	309 18%	50 15%	60 14%	37 23%	124 15%	32 20%	9 18%	59 40%	4 15%
Not at all familiar	114 3%	20 6%	43 4%	18 2%	15 3%	7 1%	42 2%	12 4%	19 4%	7 4%	24 3%	4 2%	1 2%	4 3%	2 7%
Don't know/Refused	8 0%	0 0%	0 0%	4 1%	1 0%	0 -	7 0%	0 0%	0 -	0 -	1 0%	0 -	0 -	0 -	0 -
TOPBOX & LOWBOX SUMMARY															
Familiar (Top2Box)	3069 79%	230 68%	719 73%	601 77%	452 85%	707 88%	1342 79%	269 81%	352 82%	119 73%	676 82%	125 78%	41 80%	83 57%	19 77%
Not familiar (Low2Box)	807 21%	107 32%	263 27%	179 23%	77 15%	93 12%	352 21%	62 19%	79 18%	43 27%	148 18%	36 22%	10 20%	63 43%	6 23%

TALKING ABOUT CHARITIES

2B. TRUST A LOT/SOME SUMMARY TABLE

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E - F/G/H/I/J/K/L/M/N * small base; ** very small base (under 30) ineligible for sig testing

	TOTAL	HOUSEHOLD INCOME (\$000)					EMPLOYMENT STATUS									
		<20	20-50	50-75	75-100	100+	F.T.	P.T.	Self Empl.	Unempl.	Ret.	Take Care Fmly	Disabled	Stu.	Mat/Sick Leave	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	
Base: All Respondents																
Unweighted Base	3863	408	1116	765	480	662	1620	326	416	163	946	160	63	108	24	
Weighted Base	3883	338	983	783	530	800	1701	331	431	162*	824	161	52*	146*	24**	
Base: 50% of Respondents																
1) Charities that focus on protecting the environment	2819 73%	258 76%	740 75%	584 75%	390 74%	574 72%	1241 73%	240 73%	298 69%	127 78%	570 69%	120 75%	35 67%	123 84% FHJL	24 96%	
2) Charities that focus on protection of animals	2843 73%	265 78%	739 75%	571 73%	386 73%	593 74%	1249 73%	234 71%	313 73%	115 71%	588 71%	126 78%	41 80%	121 83%	23 92%	
3) Charities that focus on health prevention and health research	3293 85%	272 80%	833 85%	663 85%	465 88% A	702 88% A	1452 85%	275 83%	350 81%	136 84%	701 85%	135 84%	44 86%	128 88%	23 95%	
4) Charities that focus on social services	3001 77%	255 75%	750 76%	604 77%	430 81%	638 80%	1334 78%	257 78%	332 77%	119 73%	613 74%	128 79%	39 76%	120 82%	19 76%	
5) Charities that focus on international development	2290 59%	208 62%	598 61%	482 62%	306 58%	466 58%	984 58%	200 61%	266 62% J	107 66% J	449 54%	100 62%	33 64%	108 74% FJ	13 52%	
6) Charities that focus on children and children's activities	3330 86%	289 85%	841 86%	685 87%	480 91% B	693 87% B	1487 87% J	281 85% J	371 86% J	135 83% J	664 80%	140 87%	44 85%	139 95% GHJL	24 96%	
7) Charities that focus on education	3123 80%	275 81%	777 79%	636 81%	452 85% B	660 82% B	1408 83% GJ	247 75% GJ	339 79%	122 75%	635 77%	132 82%	41 79%	128 88% GJ	24 96%	
8) Charities that focus on arts	2451 63%	214 63%	598 61%	489 62%	357 67%	546 68% B	1121 66% GJ	190 57%	269 63%	102 63%	466 57%	113 70% GJ	31 60%	116 79% FGHJL	15 60%	
9) Hospitals	3429 88%	292 86%	859 87%	696 89%	477 90%	727 91%	1515 89% L	282 85%	378 88%	149 92% L	718 87%	145 90%	40 78%	132 90%	22 90%	
Base: 50% of Respondents																
Unweighted Base	1897	213	550	387	218	315	780	170	200	87	450	81	37	59	12	
Weighted Base	1913	185	491	408	230	379	816	187	194	96*	384	90*	29**	74*	11**	
Base: 50% of Respondents																
10) Churches	1273 67%	121 66%	330 67%	252 62%	166 72% C	258 68% C	530 65%	119 64%	140 72%	61 64%	278 72% F	55 61%	20 70%	42 57%	7 60%	
11) Religious organizations (excluding churches)	842 44%	88 48%	228 46%	176 43%	111 48%	150 40%	345 42%	82 44%	97 50%	47 49%	173 45%	39 43%	14 47%	26 35%	4 35%	
Base: 50% of Respondents																
Unweighted Base	1966	195	566	378	262	347	840	156	216	76	496	79	26	49	12	
Weighted Base	1971	153	492	376	300	421	885	144*	237	66*	440	71*	23**	72*	14**	
Base: 50% of Respondents																
12) Churches and other places of worship	1279 65%	95 62%	312 63%	259 69%	206 69%	260 62%	561 63%	98 68%	135 57%	34 52%	311 71% FHI	54 76% HI	13 55%	50 69%	7 50%	
13) Religious organizations (excluding churches and other places of worship)	886 45%	83 54% E	223 45%	195 52% E	129 43%	166 39%	397 45% H	72 50% H	83 35%	28 42%	206 47% H	38 54% H	10 44%	36 49%	8 56%	

TALKING ABOUT CHARITIES

2B. TRUST A LITTLE/NOT AT ALL SUMMARY TABLE

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E - F/G/H/I/J/K/L/M/N * small base; ** very small base (under 30) ineligible for sig testing

	TOTAL	HOUSEHOLD INCOME (\$000)					EMPLOYMENT STATUS								
		<20	20-50	50-75	75-100	100+	F.T.	P.T.	Self Empl.	Unempl.	Ret.	Take Care Fmly	Disabled	Stu.	Mat/Sick Leave
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All Respondents															
Unweighted Base	3863	408	1116	765	480	662	1620	326	416	163	946	160	63	108	24
Weighted Base	3883	338	983	783	530	800	1701	331	431	162*	824	161	52*	146*	24**
1) Charities that focus on protecting the environment	1036 27%	75 22%	241 25%	188 24%	139 26%	223 28%	446 26%	91 27%	130 30%	34 21%	244 30%	41 25%	17 33%	23 16%	1 4%
2) Charities that focus on protection of animals	994 26%	69 21%	236 24%	201 26%	138 26%	201 25%	431 25%	97 29%	108 25%	42 26%	227 27%	34 21%	11 20%	25 17%	2 8%
3) Charities that focus on health prevention and health research	566 15%	64 19%	147 15%	111 14%	65 12%	94 12%	240 14%	56 17%	77 18%	25 15%	115 14%	25 15%	7 14%	18 12%	1 5%
4) Charities that focus on social services	844 22%	81 24%	224 23%	170 22%	97 18%	158 20%	356 21%	74 22%	94 22%	36 22%	197 24%	33 21%	13 24%	26 18%	6 24%
5) Charities that focus on international development	1519 39%	122 36%	363 37%	289 37%	220 41%	329 41%	692 41%	126 38%	159 37%	51 32%	347 42%	60 37%	19 36%	38 26%	8 33%
6) Charities that focus on children and children's activities	530 14%	48 14%	139 14%	92 12%	46 9%	107 13%	206 12%	50 15%	56 13%	22 14%	153 19%	21 13%	8 15%	7 5%	1 4%
7) Charities that focus on education	687 18%	60 18%	191 19%	136 17%	69 13%	129 16%	268 16%	78 24%	85 20%	33 20%	165 20%	25 16%	10 20%	18 12%	1 4%
8) Charities that focus on arts	1265 33%	112 33%	341 35%	266 34%	159 30%	233 29%	527 31%	120 36%	145 34%	49 30%	309 38%	46 28%	19 37%	29 20%	6 26%
9) Hospitals	440 11%	44 13%	122 12%	87 11%	51 10%	71 9%	182 11%	49 15%	52 12%	10 6%	99 12%	16 10%	12 22%	13 9%	2 10%
Base: 50% of Respondents															
Unweighted Base	1897	213	550	387	218	315	780	170	200	87	450	81	37	59	12
Weighted Base	1913	185	491	408	230	379	816	187	194	96*	384	90*	29**	74*	11**
10) Churches	617 32%	61 33%	158 32%	151 37%	62 27%	119 31%	275 34%	64 34%	53 28%	30 31%	105 27%	34 38%	8 26%	31 42%	4 40%
11) Religious organizations (excluding churches)	1020 53%	91 49%	251 51%	224 55%	117 51%	222 58%	458 56%	98 53%	91 47%	44 46%	193 50%	50 55%	14 49%	47 64%	7 65%
Base: 50% of Respondents															
Unweighted Base	1966	195	566	378	262	347	840	156	216	76	496	79	26	49	12
Weighted Base	1971	153	492	376	300	421	885	144*	237	66*	440	71*	23**	72*	14**
12) Churches and other places of worship	676 34%	58 38%	176 36%	114 30%	91 30%	158 38%	318 36%	43 30%	100 42%	31 47%	126 29%	16 23%	10 45%	22 31%	7 50%
13) Religious organizations (excluding churches and other places of worship)	1043 53%	69 45%	259 53%	177 47%	165 55%	242 58%	468 53%	70 49%	149 63%	37 55%	223 51%	32 45%	13 55%	37 51%	6 44%

TALKING ABOUT CHARITIES

2B. Specifically, to what extent do you trust: 1) Charities that focus on protecting the environment?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E - F/G/H/I/J/K/L/M/N * small base; ** very small base (under 30) ineligible for sig testing

	HOUSEHOLD INCOME (\$000)						EMPLOYMENT STATUS								
	TOTAL	<20	20-50	50-75	75-100	100+	F.T.	P.T.	Self Empl.	Unempl.	Ret.	Take Care Fmly	Disabled	Stu.	Mat/Sick Leave
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	
Base: All respondents															
Unweighted Base	3863	408	1116	765	480	662	1620	326	416	163	946	160	63	108	24
Weighted Base	3883	338	983	783	530	800	1701	331	431	162*	824	161	52*	146*	24**
A lot	987 25%	123 36% BCDE	287 29% DE	211 27% E	114 22%	161 20%	416 24%	109 33% FHJK	86 20%	57 35% FHJK	181 22%	34 21%	16 31%	60 41% FHJK	16 66%
Some	1832 47%	135 40%	453 46%	374 48%	276 52% A	413 52% A	825 49% G	132 40%	212 49% G	70 43%	390 47%	87 54% G	19 36%	63 43%	7 31%
A little	801 21%	52 15%	201 20%	137 17%	110 21%	180 23% A	352 21%	78 23%	87 20%	28 17%	179 22%	35 22%	13 26%	20 14%	1 4%
Not at all	234 6%	23 7%	40 4%	51 7%	29 5%	42 5%	94 6%	13 4%	43 10% FGKM	6 4%	65 8%	6 4%	4 7%	3 2%	0 -
Don't know/Refused	29 1%	5 1% BD	2 0%	12 1% BD	0 -	3 0%	14 1%	0 0%	4 1%	1 1%	10 1%	0 -	0 -	0 -	0 -
TOPBOX & LOWBOX SUMMARY															
A lot/Some	2819 73%	258 76%	740 75%	584 75%	390 74%	574 72%	1241 73%	240 73%	298 69%	127 78%	570 69%	120 75%	35 67%	123 84% FHJL	24 96%
A little/Not at all	1036 27%	75 22%	241 25%	188 24%	139 26%	223 28%	446 26%	91 27%	130 30% M	34 21%	244 30% M	41 25% M	17 33% M	23 16%	1 4%

TALKING ABOUT CHARITIES

2B. Specifically, to what extent do you trust: 2) Charities that focus on protection of animals?

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E - F/G/H/I/J/K/L/M/N * small base; ** very small base (under 30) ineligible for sig testing

	TOTAL	HOUSEHOLD INCOME (\$000)					EMPLOYMENT STATUS								
		<20	20-50	50-75	75-100	100+	F.T.	P.T.	Self Empl.	Unempl.	Ret.	Take Care Fmly	Disabled	Stu.	Mat/Sick Leave
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All respondents															
Unweighted Base	3863	408	1116	765	480	662	1620	326	416	163	946	160	63	108	24
Weighted Base	3883	338	983	783	530	800	1701	331	431	162*	824	161	52*	146*	24**
A lot	1195 31%	115 34%	338 34%	247 31%	155 29%	235 29%	535 31%	89 27%	104 24%	52 32%	249 30%	60 37%	23 44%	50 34%	14 58%
Some	1648 42%	149 44%	402 41%	325 41%	232 44%	358 45%	714 42%	144 44%	209 48%	63 39%	340 41%	65 41%	19 36%	71 49%	8 35%
A little	773 20%	52 15%	185 19%	164 21%	105 20%	155 19%	345 20%	78 24%	78 18%	32 20%	166 20%	24 15%	10 19%	21 14%	2 8%
Not at all	222 6%	17 5%	51 5%	37 5%	33 6%	45 6%	86 5%	19 6%	30 7%	10 6%	60 7%	11 7%	1 2%	4 3%	0 -
Don't know/Refused	47 1%	4 1%	8 1%	11 1%	5 1%	6 1%	21 1%	0 0%	10 2%	5 3%	10 1%	1 1%	0 -	0 -	0 -
TOPBOX & LOWBOX SUMMARY															
A lot/Some	2843 73%	265 78%	739 75%	571 73%	386 73%	593 74%	1249 73%	234 71%	313 73%	115 71%	588 71%	126 78%	41 80%	121 83%	23 92%
A little/Not at all	994 26%	69 21%	236 24%	201 26%	138 26%	201 25%	431 25%	97 29%	108 25%	42 26%	227 27%	34 21%	11 20%	25 17%	2 8%

TALKING ABOUT CHARITIES

2B. Specifically, to what extent do you trust: 3) Charities that focus on health prevention and health research?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E - F/G/H/I/J/K/L/M/N * small base; ** very small base (under 30) ineligible for sig testing

	TOTAL	HOUSEHOLD INCOME (\$000)					EMPLOYMENT STATUS								
		<20	20-50	50-75	75-100	100+	F.T.	P.T.	Self Empl.	Unempl.	Ret.	Take Care Fmly	Disabled	Stu.	Mat/Sick Leave
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All respondents															
Unweighted Base	3863	408	1116	765	480	662	1620	326	416	163	946	160	63	108	24
Weighted Base	3883	338	983	783	530	800	1701	331	431	162*	824	161	52*	146*	24**
A lot	1592 41%	134 40%	418 43%	325 41%	220 42%	328 41%	679 40%	123 37%	163 38%	63 39%	351 43%	67 42%	24 47%	81 56% FGHIJ	18 72%
Some	1701 44%	138 41%	414 42%	338 43%	245 46%	374 47%	773 45% M	152 46%	187 43%	73 45%	350 43%	68 42%	20 39%	47 32%	6 23%
A little	460 12%	49 15%	128 13%	88 11%	49 9%	80 10%	204 12%	36 11%	60 14%	19 12%	94 11%	22 14%	6 11%	18 12%	1 5%
Not at all	106 3%	15 4% BE	18 2%	23 3%	17 3%	14 2%	36 2%	19 6% FJM	17 4%	6 4%	21 2%	2 1%	2 4%	0 -	0 -
Don't know/Refused	24 1%	2 1%	4 0%	9 1%	0 -	3 0%	9 1%	0 0%	4 1%	1 1%	9 1%	1 1%	0 -	0 -	0 -
TOPBOX & LOWBOX SUMMARY															
A lot/Some	3293 85%	272 80%	833 85%	663 85%	465 88% A	702 88% A	1452 85%	275 83%	350 81%	136 84%	701 85%	135 84%	44 86%	128 88%	23 95%
A little/Not at all	566 15%	64 19% DE	147 15%	111 14%	65 12%	94 12%	240 14%	56 17%	77 18%	25 15%	115 14%	25 15%	7 14%	18 12%	1 5%

TALKING ABOUT CHARITIES

2B. Specifically, to what extent do you trust: 4) Charities that focus on social services?

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E - F/G/H/I/J/K/L/M/N * small base; ** very small base (under 30) ineligible for sig testing

	TOTAL	HOUSEHOLD INCOME (\$000)					EMPLOYMENT STATUS								
		<20	20-50	50-75	75-100	100+	F.T.	P.T.	Self Empl.	Unempl.	Ret.	Take Care Fmly	Disabled	Stu.	Mat/Sick Leave
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All respondents															
Unweighted Base	3863	408	1116	765	480	662	1620	326	416	163	946	160	63	108	24
Weighted Base	3883	338	983	783	530	800	1701	331	431	162*	824	161	52*	146*	24**
A lot	1056 27%	80 24%	276 28%	222 28%	138 26%	237 30%	484 28%	87 26%	110 25%	46 28%	195 24%	48 30%	16 30%	45 31%	11 43%
Some	1945 50%	175 52%	474 48%	382 49%	292 55%	401 50%	849 50%	170 51%	222 52%	73 45%	418 51%	79 49%	24 45%	75 51%	8 33%
A little	689 18%	62 18%	179 18%	139 18%	75 14%	137 17%	285 17%	64 19%	84 19%	31 19%	154 19%	23 14%	9 18%	25 17%	6 24%
Not at all	155 4%	19 6%	45 5%	31 4%	22 4%	21 3%	71 4%	10 3%	10 2%	6 4%	43 5%	10 6%	3 6%	1 1%	0 -
Don't know/Refused	38 1%	1 0%	9 1%	9 1%	3 1%	4 1%	12 1%	0 0%	5 1%	7 4%	15 2%	0 -	0 -	0 -	0 -
TOPBOX & LOWBOX SUMMARY															
A lot/Some	3001 77%	255 75%	750 76%	604 77%	430 81%	638 80%	1334 78%	257 78%	332 77%	119 73%	613 74%	128 79%	39 76%	120 82%	19 76%
A little/Not at all	844 22%	81 24%	224 23%	170 22%	97 18%	158 20%	356 21%	74 22%	94 22%	36 22%	197 24%	33 21%	13 24%	26 18%	6 24%

TALKING ABOUT CHARITIES

2B. Specifically, to what extent do you trust: 5) Charities that focus on international development?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E - F/G/H/I/J/K/L/M/N * small base; ** very small base (under 30) ineligible for sig testing

	TOTAL	HOUSEHOLD INCOME (\$000)					EMPLOYMENT STATUS								
		<20	20-50	50-75	75-100	100+	F.T.	P.T.	Self Empl.	Unempl.	Ret.	Take Care Fmly	Disabled	Stu.	Mat/Sick Leave
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All respondents															
Unweighted Base	3863	408	1116	765	480	662	1620	326	416	163	946	160	63	108	24
Weighted Base	3883	338	983	783	530	800	1701	331	431	162*	824	161	52*	146*	24**
A lot	534 14%	54 16%	140 14%	119 15%	57 11%	112 14%	221 13%	46 14%	58 13%	19 11%	115 14%	27 17%	6 11%	31 22%	5 20%
Some	1756 45%	154 46%	459 47%	364 46%	249 47%	354 44%	763 45%	154 47%	208 48%	88 55%	334 41%	73 45%	27 53%	76 52%	8 32%
A little	1090 28%	83 25%	248 25%	212 27%	162 30%	245 31%	503 30%	94 28%	116 27%	31 19%	229 28%	45 28%	13 25%	34 23%	8 33%
Not at all	429 11%	39 12%	115 12%	77 10%	58 11%	84 11%	189 11%	32 10%	42 10%	20 13%	118 14%	15 10%	6 12%	5 3%	0 -
Don't know/Refused	74 2%	8 2%	21 2%	12 2%	4 1%	5 1%	24 1%	5 2%	6 1%	4 2%	28 3%	1 1%	0 -	0 -	4 15%
TOPBOX & LOWBOX SUMMARY															
A lot/Some	2290 59%	208 62%	598 61%	482 62%	306 58%	466 58%	984 58%	200 61%	266 62%	107 66%	449 54%	100 62%	33 64%	108 74%	13 52%
A little/Not at all	1519 39%	122 36%	363 37%	289 37%	220 41%	329 41%	692 41%	126 38%	159 37%	51 32%	347 42%	60 37%	19 36%	38 26%	8 33%

TALKING ABOUT CHARITIES

2B. Specifically, to what extent do you trust: 6) Charities that focus on children and children's activities?

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E - F/G/H/I/J/K/L/M/N * small base; ** very small base (under 30) ineligible for sig testing

	HOUSEHOLD INCOME (\$000)						EMPLOYMENT STATUS								
	TOTAL	<20	20-50	50-75	75-100	100+	F.T.	P.T.	Self Empl.	Unempl.	Ret.	Take Care Fmly	Disabled	Stu.	Mat/Sick Leave
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	
Base: All respondents															
Unweighted Base	3863	408	1116	765	480	662	1620	326	416	163	946	160	63	108	24
Weighted Base	3883	338	983	783	530	800	1701	331	431	162*	824	161	52*	146*	24**
A lot	1665 43%	156 46%	436 44%	347 44%	221 42%	330 41%	754 44%	144 44%	179 42%	73 45%	323 39%	52 32%	20 39%	87 60%	11 45%
Some	1665 43%	133 39%	405 41%	337 43%	259 49%	363 45%	734 43%	137 41%	192 45%	62 38%	341 41%	87 54%	24 46%	52 36%	13 51%
A little	451 12%	38 11%	119 12%	77 10%	37 7%	96 12%	182 11%	44 13%	47 11%	20 12%	126 15%	13 8%	5 10%	7 5%	1 4%
Not at all	80 2%	10 3%	20 2%	15 2%	9 2%	11 1%	24 1%	6 2%	9 2%	3 2%	27 3%	8 5%	3 6%	0 -	0 -
Don't know/Refused	23 1%	1 0%	3 0%	7 1%	4 1%	0 -	8 0%	0 -	4 1%	5 3%	8 1%	0 -	0 -	0 -	0 -
TOPBOX & LOWBOX SUMMARY															
A lot/Some	3330 86%	289 85%	841 86%	685 87%	480 91%	693 87%	1487 87%	281 85%	371 86%	135 83%	664 80%	140 87%	44 85%	139 95%	24 96%
A little/Not at all	530 14%	48 14%	139 14%	92 12%	46 9%	107 13%	206 12%	50 15%	56 13%	22 14%	153 19%	21 13%	8 15%	7 5%	1 4%

TALKING ABOUT CHARITIES

2B. Specifically, to what extent do you trust: 7) Charities that focus on education?

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E - F/G/H/I/J/K/L/M/N * small base; ** very small base (under 30) ineligible for sig testing

	TOTAL	HOUSEHOLD INCOME (\$000)					EMPLOYMENT STATUS								
		<20	20-50	50-75	75-100	100+	F.T.	P.T.	Self Empl.	Unempl.	Ret.	Take Care Fmly	Disabled	Stu.	Mat/Sick Leave
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All respondents															
Unweighted Base	3863	408	1116	765	480	662	1620	326	416	163	946	160	63	108	24
Weighted Base	3883	338	983	783	530	800	1701	331	431	162*	824	161	52*	146*	24**
A lot	1178 30%	109 32%	307 31%	247 31%	166 31%	222 28%	539 32%	92 28%	116 27%	53 33%	232 28%	46 29%	13 25%	52 36%	16 64%
Some	1945 50%	166 49%	470 48%	390 50%	286 54%	438 55%	869 51%	155 47%	223 52%	69 43%	403 49%	86 53%	28 53%	76 52%	8 33%
A little	565 15%	46 14%	156 16%	123 16%	60 11%	110 14%	237 14%	64 19%	65 15%	25 15%	126 15%	22 14%	8 16%	14 9%	1 4%
Not at all	122 3%	14 4%	35 4%	13 2%	9 2%	19 2%	31 2%	14 4%	20 5%	8 5%	39 5%	3 2%	2 4%	4 3%	0 -
Don't know/Refused	73 2%	2 1%	15 2%	11 1%	9 2%	12 1%	25 1%	6 2%	7 2%	7 4%	24 3%	4 2%	1 2%	0 -	0 -
TOPBOX & LOWBOX SUMMARY															
A lot/Some	3123 80%	275 81%	777 79%	636 81%	452 85%	660 82%	1408 83%	247 75%	339 79%	122 75%	635 77%	132 82%	41 79%	128 88%	24 96%
A little/Not at all	687 18%	60 18%	191 19%	136 17%	69 13%	129 16%	268 16%	78 24%	85 20%	33 20%	165 20%	25 16%	10 20%	18 12%	1 4%

TALKING ABOUT CHARITIES

2B. Specifically, to what extent do you trust: 8) Charities that focus on arts?

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E - F/G/H/I/J/K/L/M/N * small base; ** very small base (under 30) ineligible for sig testing

	TOTAL	HOUSEHOLD INCOME (\$000)					EMPLOYMENT STATUS								
		<20	20-50	50-75	75-100	100+	F.T.	P.T.	Self Empl.	Unempl.	Ret.	Take Care Fmly	Disabled	Stu.	Mat/Sick Leave
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All respondents															
Unweighted Base	3863	408	1116	765	480	662	1620	326	416	163	946	160	63	108	24
Weighted Base	3883	338	983	783	530	800	1701	331	431	162*	824	161	52*	146*	24**
A lot	687 18%	55 16%	177 18%	132 17%	93 17%	150 19%	308 18%	59 18%	84 19%	23 14%	112 14%	30 19%	4 7%	44 30%	7 30%
Some	1764 45%	159 47%	421 43%	357 46%	264 50%	395 49%	813 48%	131 40%	186 43%	79 49%	355 43%	82 51%	27 53%	72 49%	7 29%
A little	916 24%	71 21%	247 25%	210 27%	115 22%	172 22%	378 22%	87 26%	104 24%	40 25%	211 26%	32 20%	15 29%	28 19%	6 25%
Not at all	349 9%	41 12%	94 10%	56 7%	44 8%	61 8%	148 9%	33 10%	40 9%	9 6%	99 12%	13 8%	4 8%	2 1%	0 0%
Don't know/Refused	167 4%	11 3%	44 4%	28 4%	14 3%	21 3%	53 3%	21 6%	17 4%	11 7%	49 6%	3 2%	2 3%	1 1%	4 15%
TOPBOX & LOWBOX SUMMARY															
A lot/Some	2451 63%	214 63%	598 61%	489 62%	357 67%	546 68%	1121 66%	190 57%	269 63%	102 63%	466 57%	113 70%	31 60%	116 79%	15 60%
A little/Not at all	1265 33%	112 33%	341 35%	266 34%	159 30%	233 29%	527 31%	120 36%	145 34%	49 30%	309 38%	46 28%	19 37%	29 20%	6 26%

TALKING ABOUT CHARITIES

2B. Specifically, to what extent do you trust: 9) Hospitals?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E - F/G/H/I/J/K/L/M/N * small base; ** very small base (under 30) ineligible for sig testing

	TOTAL	HOUSEHOLD INCOME (\$000)					EMPLOYMENT STATUS								
		<20	20-50	50-75	75-100	100+	F.T.	P.T.	Self Empl.	Unempl.	Ret.	Take Care Fmly	Disabled	Stu.	Mat/Sick Leave
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All respondents															
Unweighted Base	3863	408	1116	765	480	662	1620	326	416	163	946	160	63	108	24
Weighted Base	3883	338	983	783	530	800	1701	331	431	162*	824	161	52*	146*	24**
A lot	1949 50%	172 51%	471 48%	389 50%	268 51%	456 57%	875 51%	148 45%	202 47%	88 54%	406 49%	85 53%	21 40%	89 61%	16 64%
Some	1479 38%	120 36%	387 39%	307 39%	209 39%	272 34%	640 38%	134 41%	176 41%	61 38%	311 38%	60 38%	19 38%	43 30%	6 26%
A little	365 9%	27 8%	107 11%	68 9%	48 9%	60 7%	153 9%	38 11%	39 9%	5 3%	88 11%	15 9%	9 16%	13 9%	2 10%
Not at all	74 2%	17 5%	15 1%	19 2%	3 1%	11 1%	29 2%	11 3%	13 3%	5 3%	11 1%	1 1%	3 6%	0 -	0 -
Don't know/Refused	15 0%	2 1%	2 0%	0 -	1 0%	2 0%	3 0%	0 -	0 -	4 2%	7 1%	0 -	0 -	1 1%	0 -
TOPBOX & LOWBOX SUMMARY															
A lot/Some	3429 88%	292 86%	859 87%	696 89%	477 90%	727 91%	1515 89%	282 85%	378 88%	149 92%	718 87%	145 90%	40 78%	132 90%	22 90%
A little/Not at all	440 11%	44 13%	122 12%	87 11%	51 10%	71 9%	182 11%	49 15%	52 12%	10 6%	99 12%	16 10%	12 22%	13 9%	2 10%

TALKING ABOUT CHARITIES

2B. Specifically, to what extent do you trust: 10) Churches?

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E - F/G/H/I/J/K/L/M/N * small base; ** very small base (under 30) ineligible for sig testing

	TOTAL	HOUSEHOLD INCOME (\$000)					EMPLOYMENT STATUS								
		<20 A	20-50 B	50-75 C	75-100 D	100+ E	F.T. F	P.T. G	Self Empl. H	Unempl. I	Ret. J	Take Care Fmly K	Disabled L	Stu. M	Mat/Sick Leave N
Base: 50% of respondents															
Unweighted Base	1897	213	550	387	218	315	780	170	200	87	450	81	37	59	12
Weighted Base	1913	185	491	408	230	379	816	187	194	96*	384	90*	29**	74*	11**
A lot	475 25%	54 29%	121 25%	96 23%	62 27%	88 23%	194 24%	49 26%	46 24%	23 24%	111 29%	18 20%	8 28%	18 24%	3 29%
Some	798 42%	67 37%	209 43%	156 38%	103 45%	170 45%	336 41%	70 37%	94 49%	39 40%	167 43%	37 41%	12 42%	25 33%	3 31%
A little	393 21%	40 22%	104 21%	85 21%	50 22%	72 19%	178 22%	39 21%	30 16%	21 22%	65 17%	21 23%	5 18%	21 29%	4 40%
Not at all	223 12%	21 11%	54 11%	66 16%	12 5%	47 12%	97 12%	25 13%	23 12%	8 9%	39 10%	14 15%	2 8%	9 13%	0 -
Don't know/Refused	24 1%	2 1%	2 0%	5 1%	3 1%	2 1%	11 1%	4 2%	0 -	5 5%	1 0%	1 1%	1 4%	1 1%	0 -
TOPBOX & LOWBOX SUMMARY															
A lot/Some	1273 67%	121 66%	330 67%	252 62%	166 72%	258 68%	530 65%	119 64%	140 72%	61 64%	278 72%	55 61%	20 70%	42 57%	7 60%
A little/Not at all	617 32%	61 33%	158 32%	151 37%	62 27%	119 31%	275 34%	64 34%	53 28%	30 31%	105 27%	34 38%	8 26%	31 42%	4 40%

TALKING ABOUT CHARITIES

2B. Specifically, to what extent do you trust: 11) Religious organizations (excluding churches)?

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E - F/G/H/I/J/K/L/M/N * small base; ** very small base (under 30) ineligible for sig testing

	TOTAL	HOUSEHOLD INCOME (\$000)					EMPLOYMENT STATUS								
		<20	20-50	50-75	75-100	100+	F.T.	P.T.	Self Empl.	Unempl.	Ret.	Take Care Fmly	Disabled	Stu.	Mat/Sick Leave
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: 50% of respondents															
Unweighted Base	1897	213	550	387	218	315	780	170	200	87	450	81	37	59	12
Weighted Base	1913	185	491	408	230	379	816	187	194	96*	384	90*	29**	74*	11**
A lot	199 10%	36 20% BCDE	57 12%	38 9%	22 10%	30 8%	74 9%	21 11%	25 13%	11 11%	41 11%	11 12%	3 12%	8 11%	0 1%
Some	642 34%	52 28%	171 35%	138 34%	89 39%	121 32%	270 33%	61 33%	72 37%	37 38%	131 34%	29 32%	10 36%	17 24%	4 34%
A little	580 30%	43 23%	136 28%	125 31%	81 35% A	131 34% A	275 34%	56 30%	51 26%	23 24%	103 27%	19 22%	8 29%	26 35%	5 48%
Not at all	440 23%	48 26% D	115 23%	99 24%	37 16%	91 24%	182 22%	43 23%	40 21%	21 22%	90 23%	31 34%	6 20%	22 29%	2 16%
Don't know/Refused	51 3%	6 3%	12 2%	8 2%	1 1%	7 2%	13 2%	7 4%	6 3%	4 4%	18 5% F	1 1%	1 4%	1 1%	0 -
TOPBOX & LOWBOX SUMMARY															
A lot/Some	842 44%	88 48%	228 46%	176 43%	111 48%	150 40%	345 42%	82 44%	97 50%	47 49%	173 45%	39 43%	14 47%	26 35%	4 35%
A little/Not at all	1020 53%	91 49%	251 51%	224 55%	117 51%	222 58%	458 56%	98 53%	91 47%	44 46%	193 50%	50 55%	14 49%	47 64%	7 65%

TALKING ABOUT CHARITIES

2B. Specifically, to what extent do you trust: 12) Churches and other places of worship?

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E - F/G/H/I/J/K/L/M/N * small base; ** very small base (under 30) ineligible for sig testing

	TOTAL	HOUSEHOLD INCOME (\$000)					EMPLOYMENT STATUS								
		<20	20-50	50-75	75-100	100+	F.T.	P.T.	Self Empl.	Unempl.	Ret.	Take Care Fmly	Disabled	Stu.	Mat/Sick Leave
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: 50% of respondents															
Unweighted Base	1966	195	566	378	262	347	840	156	216	76	496	79	26	49	12
Weighted Base	1971	153	492	376	300	421	885	144*	237	66*	440	71*	23**	72*	14**
A lot	466 24%	35 23%	117 24%	95 25%	70 24%	90 21%	176 20%	42 29%	46 20%	12 19%	135 31%	23 33%	5 20%	17 24%	2 16%
Some	813 41%	59 39%	195 40%	164 44%	136 45%	170 40%	385 44%	56 39%	89 38%	22 33%	176 40%	31 43%	8 36%	33 45%	5 34%
A little	430 22%	38 25%	107 22%	72 19%	71 24%	97 23%	203 23%	32 22%	52 22%	18 27%	87 20%	11 16%	7 30%	16 23%	3 23%
Not at all	246 12%	20 13%	69 14%	42 11%	19 7%	61 14%	115 13%	11 8%	48 20%	14 20%	39 9%	5 7%	3 15%	6 8%	4 26%
Don't know/Refused	15 1%	0 0%	4 1%	3 1%	3 1%	3 1%	6 1%	4 3%	2 1%	1 1%	3 1%	0 0%	0 -	0 -	0 -
TOPBOX & LOWBOX SUMMARY															
A lot/Some	1279 65%	95 62%	312 63%	259 69%	206 69%	260 62%	561 63%	98 68%	135 57%	34 52%	311 71%	54 76%	13 55%	50 69%	7 50%
A little/Not at all	676 34%	58 38%	176 36%	114 30%	91 30%	158 38%	318 36%	43 30%	100 42%	31 47%	126 29%	16 23%	10 45%	22 31%	7 50%

TALKING ABOUT CHARITIES

2B. Specifically, to what extent do you trust: 13) Religious organizations (excluding churches and other places of worship)?

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E - F/G/H/I/J/K/L/M/N * small base; ** very small base (under 30) ineligible for sig testing

	TOTAL	HOUSEHOLD INCOME (\$000)					EMPLOYMENT STATUS								
		<20	20-50	50-75	75-100	100+	F.T.	P.T.	Self Empl.	Unempl.	Ret.	Take Care Fmly	Disabled	Stu.	Mat/Sick Leave
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: 50% of respondents															
Unweighted Base	1966	195	566	378	262	347	840	156	216	76	496	79	26	49	12
Weighted Base	1971	153	492	376	300	421	885	144*	237	66*	440	71*	23**	72*	14**
A lot	218 11%	20 13%	59 12%	48 13%	34 11%	37 9%	87 10%	15 10%	19 8%	4 5%	53 12%	15 21% FHI	1 5%	17 23% FHI	4 32%
Some	667 34%	64 42% E	165 34%	147 39%	95 32%	129 31%	310 35%	57 40% H	64 27%	24 37%	152 35%	23 33%	9 38%	19 26%	3 24%
A little	603 31%	38 25%	142 29%	105 28%	112 37% AC	133 32%	266 30%	42 29%	76 32%	19 29%	133 30%	27 38%	7 30%	25 35%	2 11%
Not at all	440 22%	31 20%	118 24%	72 19%	54 18%	109 26%	202 23% K	28 19%	73 31% JK	18 26% K	90 20% K	5 7%	6 25%	11 16%	4 33%
Don't know/Refused	42 2%	1 1%	9 2%	3 1%	5 2%	13 3%	20 2%	2 1%	5 2%	2 2%	12 3%	0 1%	0 1%	0 -	0 -
TOPBOX & LOWBOX SUMMARY															
A lot/Some	886 45%	83 54% E	223 45%	195 52% E	129 43% E	166 39%	397 45% H	72 50% H	83 35%	28 42%	206 47% H	38 54% H	10 44%	36 49%	8 56%
A little/Not at all	1043 53%	69 45%	259 53%	177 47%	165 55% AC	242 58%	468 53%	70 49%	149 63% FGJK	37 55%	223 51%	32 45%	13 55%	37 51%	6 44%

TALKING ABOUT CHARITIES

3. AGREE SUMMARY TABLE

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E - F/G/H/I/J/K/L/M/N * small base; ** very small base (under 30) ineligible for sig testing

	TOTAL	HOUSEHOLD INCOME (\$000)					EMPLOYMENT STATUS								
		<20 A	20-50 B	50-75 C	75-100 D	100+ E	F.T. F	P.T. G	Self Empl. H	Unempl. I	Ret. J	Take Care Fmly K	Disabled L	Stu. M	Mat/Sick Leave N
Base: All Respondents															
Unweighted Base	3863	408	1116	765	480	662	1620	326	416	163	946	160	63	108	24
Weighted Base	3883	338	983	783	530	800	1701	331	431	162*	824	161	52*	146*	24**
1) Charities should be expected to deliver programs and services the government stops funding	2166 56%	227 67% BCDE	579 59% E	452 58% E	289 54% E	390 49% E	925 54% E	201 61% H	216 50% H	104 64% H	442 54% H	93 58% H	28 53% H	102 70% FHJ	19 79% H
2) Charities generally improve our quality of life	3319 85%	284 84%	843 86%	659 84%	477 90% AC	692 87% AC	1453 85% AC	293 89% J	357 83% J	142 88% J	681 83% J	145 90% J	43 83% J	135 92% J	24 100% J
3) Charities do a better job than government in meeting the needs of Canadians	2702 70%	250 74% E	713 73% E	574 73% E	366 69% E	512 64% E	1141 67% E	234 71% E	309 72% E	122 76% E	585 71% E	132 82% FGHJLM	34 66% E	92 63% E	15 60% E
4) Charities are important to Canadians	3598 93%	304 90%	911 93%	726 93%	504 95% A	754 94% A	1582 93% A	311 94% A	405 94% A	150 93% A	750 91% A	154 96% A	45 88% A	131 90% A	24 99% A
5) Charities understand the needs of Canadians better than government does	2922 75%	268 79% E	775 79% E	621 79% E	411 77% E	544 68% E	1262 74% E	259 78% M	316 73% M	121 75% M	639 77% M	134 83% FHM	38 73% M	95 65% M	22 89% M

TALKING ABOUT CHARITIES

3. DISAGREE SUMMARY TABLE

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E - F/G/H/I/J/K/L/M/N * small base; ** very small base (under 30) ineligible for sig testing

	TOTAL	HOUSEHOLD INCOME (\$000)					EMPLOYMENT STATUS								
		<20 A	20-50 B	50-75 C	75-100 D	100+ E	F.T. F	P.T. G	Self Empl. H	Unempl. I	Ret. J	Take Care Fmly K	Disabled L	Stu. M	Mat/Sick Leave N
Base: All Respondents															
Unweighted Base	3863	408	1116	765	480	662	1620	326	416	163	946	160	63	108	24
Weighted Base	3883	338	983	783	530	800	1701	331	431	162*	824	161	52*	146*	24**
1) Charities should be expected to deliver programs and services the government stops funding	1666 43%	105 31%	388 39% A	325 41% A	237 45% A	403 50% ABC	756 44% M	126 38% GIM	208 48% GIM	55 34% M	369 45% M	67 41% M	21 40% M	44 30% M	5 21% M
2) Charities generally improve our quality of life	540 14%	51 15%	134 14% A	122 16% D	52 10% D	103 13% D	239 14% D	35 11% D	72 17% M	18 11% M	143 17% GM	16 10% GM	5 10% GM	10 7% GM	0 - GM
3) Charities do a better job than government in meeting the needs of Canadians	1082 28%	76 23%	242 25% A	196 25% A	155 29% A	277 35% ABC	525 31% K	87 26% K	112 26% K	36 22% K	216 26% K	24 15% K	14 26% K	49 34% K	5 21% K
4) Charities are important to Canadians	263 7%	28 8%	67 7% A	54 7% A	24 5% A	44 6% A	116 7% A	20 6% A	23 5% A	11 7% A	68 8% A	7 4% A	3 6% A	9 6% A	0 - A
5) Charities understand the needs of Canadians better than government does	912 23%	65 19%	195 20% A	156 20% A	117 22% A	254 32% ABCD	422 25% K	67 20% K	114 26% K	35 22% K	174 21% K	24 15% K	10 19% K	50 35% GJK	1 3% GJK

TALKING ABOUT CHARITIES

3. Please tell me if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements: 1) Charities should be expected to deliver programs and services the government stops funding?

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E - F/G/H/I/J/K/L/M/N * small base; ** very small base (under 30) ineligible for sig testing

	TOTAL	HOUSEHOLD INCOME (\$000)					EMPLOYMENT STATUS								
		<20 A	20-50 B	50-75 C	75-100 D	100+ E	F.T. F	P.T. G	Self Empl. H	Unempl. I	Ret. J	Take Care Fmly K	Disabled L	Stu. M	Mat/Sick Leave N
Base: &txt															
Unweighted Base	3863	408	1116	765	480	662	1620	326	416	163	946	160	63	108	24
Weighted Base	3883	338	983	783	530	800	1701	331	431	162*	824	161	52*	146*	24**
Strongly agree	745 19%	73 22%	194 20%	159 20%	107 20%	132 16%	355 21%	64 19%	58 13%	33 21%	143 17%	34 21%	8 15%	20 14%	13 55%
Somewhat agree	1421 37%	154 45%	386 39%	294 37%	182 34%	258 32%	570 34%	137 41%	159 37%	70 43%	300 36%	59 37%	20 38%	82 56%	6 24%
Somewhat disagree	883 23%	57 17%	213 22%	177 23%	125 24%	213 27%	388 23%	76 23%	100 23%	37 23%	190 23%	41 26%	11 21%	24 16%	3 13%
Strongly disagree	783 20%	48 14%	175 18%	148 19%	112 21%	190 24%	369 22%	50 15%	107 25%	18 11%	178 22%	25 16%	10 18%	20 14%	2 7%
Don't know/Refused	52 1%	6 2%	15 2%	6 1%	4 1%	7 1%	19 1%	5 1%	7 2%	3 2%	13 2%	1 1%	4 7%	0 -	0 -
TOPBOX & LOWBOX SUMMARY															
Agree (Top2Box)	2166 56%	227 67%	579 59%	452 58%	289 54%	390 49%	925 54%	201 61%	216 50%	104 64%	442 54%	93 58%	28 53%	102 70%	19 79%
Disagree (Low2Box)	1666 43%	105 31%	388 39%	325 41%	237 45%	403 50%	756 44%	126 38%	208 48%	55 34%	369 45%	67 41%	21 40%	44 30%	5 21%

TALKING ABOUT CHARITIES

3. Please tell me if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements: 2) Charities generally improve our quality of life?

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E - F/G/H/I/J/K/L/M/N * small base; ** very small base (under 30) ineligible for sig testing

	HOUSEHOLD INCOME (\$000)						EMPLOYMENT STATUS								
	TOTAL	<20	20-50	50-75	75-100	100+	F.T.	P.T.	Self Empl.	Unempl.	Ret.	Take Care Fmly	Disabled	Stu.	Mat/Sick Leave
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	
Base: &txt															
Unweighted Base	3863	408	1116	765	480	662	1620	326	416	163	946	160	63	108	24
Weighted Base	3883	338	983	783	530	800	1701	331	431	162*	824	161	52*	146*	24**
Strongly agree	1239 32%	109 32%	321 33%	242 31%	178 34%	260 32%	518 30%	120 36%	133 31%	53 33%	275 33%	64 40%	14 27%	36 25%	7 27%
Somewhat agree	2080 54%	174 52%	521 53%	417 53%	299 56%	433 54%	935 55%	173 52%	224 52%	89 55%	406 49%	81 50%	29 56%	99 68%	18 73%
Somewhat disagree	399 10%	35 10%	92 9%	95 12%	42 8%	79 10%	174 10%	24 7%	53 12%	10 6%	114 14%	11 7%	3 7%	9 6%	0 -
Strongly disagree	141 4%	16 5%	42 4%	27 3%	11 2%	24 3%	65 4%	11 3%	19 4%	8 5%	29 3%	5 3%	2 4%	0 0%	0 -
Don't know/Refused	24 1%	3 1%	6 1%	2 0%	0 0%	4 1%	9 1%	3 1%	2 0%	2 1%	1 0%	0 -	4 7%	1 1%	0 -
TOPBOX & LOWBOX SUMMARY															
Agree (Top2Box)	3319 85%	284 84%	843 86%	659 84%	477 90%	692 87%	1453 85%	293 89%	357 83%	142 88%	681 83%	145 90%	43 83%	135 92%	24 100%
Disagree (Low2Box)	540 14%	51 15%	134 14%	122 16%	52 10%	103 13%	239 14%	35 11%	72 17%	18 11%	143 17%	16 10%	5 10%	10 7%	0 -

TALKING ABOUT CHARITIES

3. Please tell me if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements: 3) Charities do a better job than government in meeting the needs of Canadians?

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E - F/G/H/I/J/K/L/M/N * small base; ** very small base (under 30) ineligible for sig testing

	TOTAL	HOUSEHOLD INCOME (\$000)					EMPLOYMENT STATUS								
		<20 A	20-50 B	50-75 C	75-100 D	100+ E	F.T. F	P.T. G	Self Empl. H	Unempl. I	Ret. J	Take Care Fmly K	Disabled L	Stu. M	Mat/Sick Leave N
Base: &txt															
Unweighted Base	3863	408	1116	765	480	662	1620	326	416	163	946	160	63	108	24
Weighted Base	3883	338	983	783	530	800	1701	331	431	162*	824	161	52*	146*	24**
Strongly agree	855 22%	95 28% E	249 25% E	169 22% E	132 25% E	141 18% E	356 21% E	62 19% E	103 24% E	44 27% E	188 23% E	45 28% E	13 25% E	28 19% E	2 9% E
Somewhat agree	1847 48%	154 46% E	463 47% E	405 52% D	234 44% D	371 46% D	784 46% D	172 52% D	207 48% D	78 48% D	397 48% D	87 54% D	21 41% D	64 44% D	13 52% D
Somewhat disagree	798 21%	51 15% E	190 19% E	143 18% D	133 25% ABC	203 25% ABC	385 23% K	64 19% K	85 20% K	25 15% K	157 19% K	19 12% K	9 18% K	41 28% K	5 20% K
Strongly disagree	284 7%	25 7% E	52 5% E	53 7% E	22 4% BD	74 9% BD	141 8% BD	24 7% BD	27 6% BD	12 7% BD	59 7% BD	5 3% BD	5 9% BD	8 6% BD	0 1% BD
Don't know/Refused	100 3%	12 4% E	28 3% E	14 2% E	9 2% E	11 1% E	35 2% E	10 3% E	9 2% E	3 2% E	23 3% E	5 3% E	4 8% FH	5 4% E	5 19% E
TOPBOX & LOWBOX SUMMARY															
Agree (Top2Box)	2702 70%	250 74% E	713 73% E	574 73% E	366 69% E	512 64% E	1141 67% E	234 71% E	309 72% E	122 76% E	585 71% E	132 82% FGHJLM	34 66% E	92 63% E	15 60% E
Disagree (Low2Box)	1082 28%	76 23% E	242 25% E	196 25% E	155 29% E	277 35% ABC	525 31% K	87 26% K	112 26% K	36 22% K	216 26% K	24 15% K	14 26% K	49 34% K	5 21% K

TALKING ABOUT CHARITIES

3. Please tell me if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements: 4) Charities are important to Canadians?

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E - F/G/H/I/J/K/L/M/N * small base; ** very small base (under 30) ineligible for sig testing

	TOTAL	HOUSEHOLD INCOME (\$000)					EMPLOYMENT STATUS								
		<20	20-50	50-75	75-100	100+	F.T.	P.T.	Self Empl.	Unempl.	Ret.	Take Care Fmly	Disabled	Stu.	Mat/Sick Leave
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: &txt															
Unweighted Base	3863	408	1116	765	480	662	1620	326	416	163	946	160	63	108	24
Weighted Base	3883	338	983	783	530	800	1701	331	431	162*	824	161	52*	146*	24**
Strongly agree	1982 51%	166 49%	497 51%	394 50%	300 57%	411 51%	852 50%	162 49%	225 52%	84 52%	421 51%	91 57%	28 55%	75 51%	18 74%
Somewhat agree	1616 42%	138 41%	414 42%	332 42%	205 39%	344 43%	730 43%	149 45%	179 42%	66 41%	329 40%	63 39%	17 33%	56 39%	6 25%
Somewhat disagree	180 5%	23 7%	45 5%	37 5%	20 4%	24 3%	80 5%	13 4%	14 3%	9 6%	52 6%	4 2%	2 4%	3 2%	0 -
Strongly disagree	83 2%	6 2%	22 2%	18 2%	5 1%	20 2%	35 2%	7 2%	9 2%	2 1%	16 2%	3 2%	1 2%	6 4%	0 -
Don't know/Refused	23 1%	5 2%	5 1%	4 0%	1 0%	2 0%	4 0%	0 -	3 1%	0 -	6 1%	0 -	4 7%	6 4%	0 1%
TOPBOX & LOWBOX SUMMARY															
Agree (Top2Box)	3598 93%	304 90%	911 93%	726 93%	504 95%	754 94%	1582 93%	311 94%	405 94%	150 93%	750 91%	154 96%	45 88%	131 90%	24 99%
Disagree (Low2Box)	263 7%	28 8%	67 7%	54 7%	24 5%	44 6%	116 7%	20 6%	23 5%	11 7%	68 8%	7 4%	3 6%	9 6%	0 -

TALKING ABOUT CHARITIES

3. Please tell me if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements: 5) Charities understand the needs of Canadians better than government does?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E - F/G/H/I/J/K/L/M/N * small base; ** very small base (under 30) ineligible for sig testing

	TOTAL	HOUSEHOLD INCOME (\$000)					EMPLOYMENT STATUS								
		<20 A	20-50 B	50-75 C	75-100 D	100+ E	F.T. F	P.T. G	Self Empl. H	Unempl. I	Ret. J	Take Care Fmly K	Disabled L	Stu. M	Mat/Sick Leave N
Base: &txt															
Unweighted Base	3863	408	1116	765	480	662	1620	326	416	163	946	160	63	108	24
Weighted Base	3883	338	983	783	530	800	1701	331	431	162*	824	161	52*	146*	24**
Strongly agree	1066 27%	112 33%	305 31%	224 29%	156 30%	172 22%	441 26%	100 30%	105 24%	41 25%	249 30%	57 36%	16 31%	27 19%	12 48%
Somewhat agree	1855 48%	157 46%	470 48%	397 51%	254 48%	371 46%	822 48%	158 48%	211 49%	80 50%	390 47%	77 48%	22 42%	68 46%	10 41%
Somewhat disagree	686 18%	48 14%	154 16%	122 16%	98 18%	183 23%	318 19%	51 15%	81 19%	30 18%	126 15%	17 11%	6 12%	47 32%	1 3%
Strongly disagree	226 6%	17 5%	41 4%	34 4%	20 4%	71 9%	104 6%	16 5%	32 8%	6 4%	48 6%	8 5%	4 7%	4 2%	0 -
Don't know/Refused	50 1%	5 1%	13 1%	6 1%	2 0%	2 0%	17 1%	5 2%	1 0%	5 3%	12 1%	2 2%	4 8%	1 1%	2 8%
TOPBOX & LOWBOX SUMMARY															
Agree (Top2Box)	2922 75%	268 79%	775 79%	621 79%	411 77%	544 68%	1262 74%	259 78%	316 73%	121 75%	639 77%	134 83%	38 73%	95 65%	22 89%
Disagree (Low2Box)	912 23%	65 19%	195 20%	156 20%	117 22%	254 32%	422 25%	67 20%	114 26%	35 22%	174 21%	24 15%	10 19%	50 35%	1 3%

TALKING ABOUT CHARITIES

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

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E - F/G/H/I/J/K/L/M/N * small base; ** very small base (under 30) ineligible for sig testing

	TOTAL	HOUSEHOLD INCOME (\$000)					EMPLOYMENT STATUS								
		<20	20-50	50-75	75-100	100+	F.T.	P.T.	Self Empl.	Unempl.	Ret.	Take Care Fmly	Disabled	Stu.	Mat/Sick Leave
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All respondents															
Unweighted Base	3863	408	1116	765	480	662	1620	326	416	163	946	160	63	108	24
Weighted Base	3883	338	983	783	530	800	1701	331	431	162*	824	161	52*	146*	24**
The opinions that charities express on issues of public concern have value because they represent a public interest perspective	2472 64%	225 67%	626 64%	504 64%	353 67%	504 63%	1077 63%	229 69%	261 61%	104 64%	500 61%	112 70%	30 58%	101 69%	18 74%
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	1303 34%	104 31%	329 33%	257 33%	170 32%	281 35%	580 34%	99 30%	159 37%	51 32%	289 35%	47 29%	18 35%	44 30%	6 26%
Don't know/Refused	108 3%	9 3%	28 3%	22 3%	8 1%	15 2%	43 3%	3 1%	11 3%	7 4%	35 4%	2 1%	4 7%	1 1%	0 -

TALKING ABOUT CHARITIES

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

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E - F/G/H/I/J/K/L/M/N * small base; ** very small base (under 30) ineligible for sig testing

	TOTAL	HOUSEHOLD INCOME (\$000)					EMPLOYMENT STATUS								
		<20 A	20-50 B	50-75 C	75-100 D	100+ E	F.T. F	P.T. G	Self Empl. H	Unempl. I	Ret. J	Take Care Fmly K	Disabled L	Stu. M	Mat/Sick Leave N
Base: All respondents															
Unweighted Base	3863	408	1116	765	480	662	1620	326	416	163	946	160	63	108	24
Weighted Base	3883	338	983	783	530	800	1701	331	431	162*	824	161	52*	146*	24**
Too much	277 7%	42 13% BDE	74 8%	63 8%	26 5%	46 6%	113 7%	21 6%	26 6%	16 10%	76 9%	13 8%	1 2%	11 7%	2 7%
About the right amount	1007 26%	72 21%	249 25%	204 26%	139 26%	224 28%	446 26%	89 27%	121 28%	29 18%	218 26%	30 19%	5 9%	46 32%	2 10%
Too little	2413 62%	204 60%	627 64%	496 63%	347 65%	503 63%	1055 62%	200 60%	271 63%	108 67%	500 61%	115 72%	38 74%	80 55%	20 82%
Don't know/Refused	186 5%	19 6% C	33 3%	21 3%	19 3%	27 3%	87 5%	21 6%	13 3%	9 5%	31 4%	3 2%	8 14% FHJK	9 6%	0 1%

TALKING ABOUT CHARITIES

5. Which of the following two statements do you most agree with?

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E - F/G/H/I/J/K/L/M/N * small base; ** very small base (under 30) ineligible for sig testing

	TOTAL	HOUSEHOLD INCOME (\$000)					EMPLOYMENT STATUS								
		<20 A	20-50 B	50-75 C	75-100 D	100+ E	F.T. F	P.T. G	Self Empl. H	Unempl. I	Ret. J	Take Care Fmly K	Disabled L	Stu. M	Mat/Sick Leave N
Base: All respondents															
Unweighted Base	3863	408	1116	765	480	662	1620	326	416	163	946	160	63	108	24
Weighted Base	3883	338	983	783	530	800	1701	331	431	162*	824	161	52*	146*	24**
I expect all of the money I give to charity to go to the charity's cause, for example, towards cancer research	1513 39%	188 56% BCDE	421 43% DE	291 37% DE	157 30%	236 29%	648 38%	136 41%	149 34%	74 46%	312 38%	74 46% H	26 50%	62 42%	9 38%
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	2339 60%	145 43%	554 56% A	487 62% A	370 70% ABC	560 70% ABC	1034 61%	192 58%	281 65% K	88 54%	507 61%	86 54%	26 50%	82 56%	15 62%
Don't know/Refused	31 1%	5 2%	8 1%	5 1%	3 1%	5 1%	18 1%	3 1%	2 0%	0 -	6 1%	0 0%	0 -	2 1%	0 -

TALKING ABOUT CHARITIES

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

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E - F/G/H/I/J/K/L/M/N * small base; ** very small base (under 30) ineligible for sig testing

	TOTAL	HOUSEHOLD INCOME (\$000)					EMPLOYMENT STATUS								
		<20	20-50	50-75	75-100	100+	F.T.	P.T.	Self Empl.	Unempl.	Ret.	Take Care Fmly	Disabled	Stu.	Mat/Sick Leave
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All respondents															
Unweighted Base	3863	408	1116	765	480	662	1620	326	416	163	946	160	63	108	24
Weighted Base	3883	338	983	783	530	800	1701	331	431	162*	824	161	52*	146*	24**
Strongly agree	1212 31%	128 38% DE	356 36% DE	264 34% E	148 28% 27%	216 27%	509 30%	98 30%	145 34%	60 37%	249 30%	46 29%	19 36%	48 33%	16 67%
Somewhat agree	1476 38%	126 37%	371 38%	314 40%	203 38% 36%	287 36%	652 38%	133 40%	142 33%	67 42%	313 38%	69 43%	21 41%	66 46%	5 22%
Somewhat disagree	700 18%	60 18%	145 15%	141 18%	99 19% 22% B	174 22%	329 19% I	51 15%	81 19%	17 11%	149 18%	25 15%	5 9%	23 16%	3 11%
Strongly disagree	352 9%	17 5%	84 8%	46 6% ABC	70 13% ABC	86 11% AC	151 9%	24 7%	49 11%	13 8%	80 10%	14 9%	7 13%	9 6%	0 -
Don't know/Refused	142 4%	7 2%	28 3%	18 2%	10 2% 5% D	37 5% D	59 3%	25 7% FHM	14 3%	4 3%	33 4%	7 4%	0 -	0 0%	0 -
TOPBOX & LOWBOX SUMMARY															
Agree (Top2Box)	2689 69%	254 75% DE	727 74% DE	578 74% DE	351 66% 63%	503 63%	1161 68%	231 70%	287 67%	127 78% FHJ	562 68%	115 72%	40 77%	114 78%	22 89%
Disagree (Low2Box)	1052 27%	77 23%	228 23%	187 24%	169 32% ABC	260 32% ABC	480 28%	75 23%	130 30% I	31 19%	229 28%	39 24%	12 23%	32 22%	3 11%

TALKING ABOUT CHARITIES

7. ACCEPTABLE SUMMARY TABLE

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E - F/G/H/I/J/K/L/M/N * small base; ** very small base (under 30) ineligible for sig testing

	TOTAL	HOUSEHOLD INCOME (\$000)					EMPLOYMENT STATUS								
		<20 A	20-50 B	50-75 C	75-100 D	100+ E	F.T. F	P.T. G	Self Empl. H	Unempl. I	Ret. J	Take Care Fmly K	Disabled L	Stu. M	Mat/Sick Leave N
Base: All Respondents															
Unweighted Base	3863	408	1116	765	480	662	1620	326	416	163	946	160	63	108	24
Weighted Base	3883	338	983	783	530	800	1701	331	431	162*	824	161	52*	146*	24**
1) Meet with government ministers or senior public servants as a way to speak out about their cause and try to get things changed	3664 94%	308 91%	928 94%	749 96% A	509 96% A	749 94%	1615 95% JL	320 97% JL	401 93%	155 96%	759 92%	154 96%	45 88%	144 99% L	22 88%
2) Organize letter-writing campaigns	3227 83%	267 79%	797 81%	667 85% A	460 87% AB	703 88% AB	1452 85% J	288 87% J	364 85% J	134 83%	617 75%	145 90% J	43 83%	128 88% J	19 80%
3) Hold legal street protests or demonstrations	2417 62%	229 68%	643 65%	489 62%	331 62%	495 62%	1101 65% J	223 67% J	260 60% J	112 69% J	429 52%	105 65% J	34 65%	111 76% HJ	17 71%
4) Place advertisements in the media	3487 90%	292 86%	881 90%	709 91%	489 92% A	732 92% A	1567 92% J	300 91% J	381 88% J	150 92% J	682 83%	152 94% J	46 88%	140 96% J	22 88%
5) Block roadways, or other non-violent acts	1033 27%	142 42% BCDE	294 30% DE	195 25%	125 24%	157 20%	440 26% J	110 33% FHJ	100 23%	67 41% FHJK	163 20%	43 27%	20 38% J	63 43% FHJK	8 32%
6) Use research results to support a message	3596 93%	298 88%	910 93% A	736 94% A	499 94% A	752 94% A	1617 95% JKL	316 95% JKL	403 94% J	150 93%	708 86%	144 89%	45 86%	143 98% JKL	23 96%
7) Speak out on issues like the environment, poverty or healthcare	3685 95%	316 94%	936 95%	755 96%	509 96%	751 94%	1631 96% HJ	322 97% HJ	400 93%	154 95%	756 92%	155 97%	51 99%	143 98%	24 99%

TALKING ABOUT CHARITIES

7. UNACCEPTABLE SUMMARY TABLE

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E - F/G/H/I/J/K/L/M/N * small base; ** very small base (under 30) ineligible for sig testing

	TOTAL	HOUSEHOLD INCOME (\$000)					EMPLOYMENT STATUS								
		<20 A	20-50 B	50-75 C	75-100 D	100+ E	F.T. F	P.T. G	Self Empl. H	Unempl. I	Ret. J	Take Care Fmly K	Disabled L	Stu. M	Mat/Sick Leave N
Base: All Respondents															
Unweighted Base	3863	408	1116	765	480	662	1620	326	416	163	946	160	63	108	24
Weighted Base	3883	338	983	783	530	800	1701	331	431	162*	824	161	52*	146*	24**
1) Meet with government ministers or senior public servants as a way to speak out about their cause and try to get things changed	206 5%	28 8% CD	54 5%	30 4%	20 4%	50 6%	80 5%	12 3%	29 7%	7 4%	62 8% FG	7 4%	6 12% FGM	2 1%	0 -
2) Organize letter-writing campaigns	627 16%	68 20% CDE	180 18% DE	112 14%	67 13%	90 11%	236 14%	42 13%	67 15%	23 14%	200 24% FGHIKM	16 10%	8 16%	15 10%	4 16%
3) Hold legal street protests or demonstrations	1440 37%	107 32%	331 34%	289 37%	197 37%	305 38%	586 34%	108 32%	169 39%	50 31%	387 47% FGHIKM	56 35%	17 33%	35 24%	7 28%
4) Place advertisements in the media	384 10%	45 13% DE	99 10%	73 9%	40 8%	68 8%	132 8%	30 9%	50 12%	10 6%	138 17% FGIKM	9 6%	5 9%	6 4%	1 4%
5) Block roadways, or other non-violent acts	2828 73%	192 57%	688 70% A	584 75% A	402 76% A	638 80% AB	1252 74% GIM	221 67%	325 75% GIM	95 59%	657 80% FGILM	115 72% M	32 62%	82 56%	17 68%
6) Use research results to support a message	260 7%	35 10% CDE	66 7%	44 6%	27 5%	45 6%	77 5%	13 4%	25 6%	11 7%	108 13% FGHM	16 10% FGM	4 7%	3 2%	1 4%
7) Speak out on issues like the environment, poverty or healthcare	184 5%	19 6%	44 4%	28 4%	19 4%	45 6%	65 4%	9 3%	30 7% FG	7 4%	60 7% FG	6 3%	0 1%	3 2%	0 -

TALKING ABOUT CHARITIES

7. There are many ways that charities can speak out about their cause and try to get things changed. For each of the following, please tell me if you think, in general, it is a very acceptable, somewhat acceptable, somewhat unacceptable or a very unacceptable thing for charities to: 1) Meet with government ministers or senior public servants as a way to speak out about their cause and try to get things changed?

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E - F/G/H/I/J/K/L/M/N * small base; ** very small base (under 30) ineligible for sig testing

	TOTAL	HOUSEHOLD INCOME (\$000)					EMPLOYMENT STATUS								
		<20	20-50	50-75	75-100	100+	F.T.	P.T.	Self Empl.	Unempl.	Ret.	Take Care Fmly	Disabled	Stu.	Mat/Sick Leave
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All respondents															
Unweighted Base	3863	408	1116	765	480	662	1620	326	416	163	946	160	63	108	24
Weighted Base	3883	338	983	783	530	800	1701	331	431	162*	824	161	52*	146*	24**
Very acceptable	2380 61%	202 60%	603 61%	488 62%	332 63%	502 63%	1056 62%	213 64%	249 58%	110 68%	475 58%	101 63%	28 54%	110 76% FHJL	13 52%
Somewhat acceptable	1285 33%	106 31%	325 33%	261 33%	176 33%	246 31%	559 33%	106 32%	151 35%	45 28%	285 35%	53 33%	17 33%	34 23%	9 36%
Somewhat unacceptable	123 3%	13 4%	24 2%	25 3%	14 3%	32 4%	57 3%	9 3%	13 3%	2 1%	29 4%	6 4%	4 7%	2 1%	0 -
Very unacceptable	83 2%	14 4%	30 3%	5 1%	7 1%	18 2%	23 1%	2 1%	16 4%	5 3%	33 4%	1 0%	3 5%	0 -	0 -
Don't know/Refused	13 0%	2 1%	1 0%	4 1%	1 0%	2 0%	6 0%	0 -	1 0%	0 -	3 0%	0 -	0 -	0 -	3 12%
TOPBOX & LOWBOX SUMMARY															
Acceptable (Top2Box)	3664 94%	308 91%	928 94%	749 96% A	509 96% A	749 94%	1615 95% JL	320 97% JL	401 93%	155 96%	759 92%	154 96%	45 88%	144 99% L	22 88%
Unacceptable (Low2Box)	206 5%	28 8%	54 5%	30 4%	20 4%	50 6%	80 5%	12 3%	29 7%	7 4%	62 8%	7 4%	6 12% FGM	2 1%	0 -

TALKING ABOUT CHARITIES

7. There are many ways that charities can speak out about their cause and try to get things changed. For each of the following, please tell me if you think, in general, it is a very acceptable, somewhat acceptable, somewhat unacceptable or a very unacceptable thing for charities to: 2) Organize letter-writing campaigns?

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E - F/G/H/I/J/K/L/M/N * small base; ** very small base (under 30) ineligible for sig testing

	TOTAL	HOUSEHOLD INCOME (\$000)					EMPLOYMENT STATUS								
		<20 A	20-50 B	50-75 C	75-100 D	100+ E	F.T. F	P.T. G	Self Empl. H	Unempl. I	Ret. J	Take Care Fmly K	Disabled L	Stu. M	Mat/Sick Leave N
Base: All respondents															
Unweighted Base	3863	408	1116	765	480	662	1620	326	416	163	946	160	63	108	24
Weighted Base	3883	338	983	783	530	800	1701	331	431	162*	824	161	52*	146*	24**
Very acceptable	1461 38%	124 37%	349 36%	293 37%	216 41%	338 42%	662 39%	127 38%	173 40%	64 39%	247 30%	78 49%	18 35%	73 50%	9 36%
Somewhat acceptable	1766 45%	143 42%	447 46%	374 48%	243 46%	365 46%	790 46%	162 49%	192 44%	70 43%	370 45%	66 41%	25 48%	55 38%	11 44%
Somewhat unacceptable	390 10%	33 10%	115 12%	77 10%	47 9%	58 7%	165 10%	30 9%	32 7%	13 8%	120 15%	9 6%	4 8%	12 8%	0 -
Very unacceptable	236 6%	35 10%	65 7%	35 4%	21 4%	32 4%	71 4%	12 4%	35 8%	10 6%	80 10%	7 4%	4 8%	4 2%	4 16%
Don't know/Refused	30 1%	3 1%	7 1%	4 1%	3 1%	8 1%	13 1%	0 0%	0 -	5 3%	7 1%	0 -	1 1%	3 2%	1 5%
TOPBOX & LOWBOX SUMMARY															
Acceptable (Top2Box)	3227 83%	267 79%	797 81%	667 85%	460 87%	703 88%	1452 85%	288 87%	364 85%	134 83%	617 75%	145 90%	43 83%	128 88%	19 80%
Unacceptable (Low2Box)	627 16%	68 20%	180 18%	112 14%	67 13%	90 11%	236 14%	42 13%	67 15%	23 14%	200 24%	16 10%	8 16%	15 10%	4 16%

TALKING ABOUT CHARITIES

7. There are many ways that charities can speak out about their cause and try to get things changed. For each of the following, please tell me if you think, in general, it is a very acceptable, somewhat acceptable, somewhat unacceptable or a very unacceptable thing for charities to: 3) Hold legal street protests or demonstrations?

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E - F/G/H/I/J/K/L/M/N * small base; ** very small base (under 30) ineligible for sig testing

	HOUSEHOLD INCOME (\$000)						EMPLOYMENT STATUS								
	TOTAL	<20	20-50	50-75	75-100	100+	F.T.	P.T.	Self Empl.	Unempl.	Ret.	Take Care Fmly	Disabled	Stu.	Mat/Sick Leave
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	
Base: All respondents															
Unweighted Base	3863	408	1116	765	480	662	1620	326	416	163	946	160	63	108	24
Weighted Base	3883	338	983	783	530	800	1701	331	431	162*	824	161	52*	146*	24**
Very acceptable	905 23%	117 35% BCDE	221 23%	194 25%	126 24%	167 21%	422 25% J	82 25% J	89 21%	44 27% J	141 17%	33 21%	13 26%	59 40% FGHJK	9 37%
Somewhat acceptable	1512 39%	111 33%	421 43% A	295 38%	205 39%	327 41% A	679 40% J	141 43%	171 40%	68 42%	288 35%	72 44%	20 39%	52 35%	8 34%
Somewhat unacceptable	655 17%	47 14%	153 16%	135 17%	84 16%	147 18%	284 17%	45 14%	80 19%	33 20%	138 17%	30 19%	12 23%	17 12%	3 13%
Very unacceptable	785 20%	61 18%	178 18%	154 20%	113 21%	159 20%	301 18%	63 19%	90 21% I	17 10%	249 30% FGHIKLM	26 16%	5 10%	18 13%	4 16%
Don't know/Refused	26 1%	2 1%	9 1% E	5 1%	3 1%	0 -	14 1%	1 0%	1 0%	0 0%	8 1%	0 -	1 3%	0 -	0 1%
TOPBOX & LOWBOX SUMMARY															
Acceptable (Top2Box)	2417 62%	229 68%	643 65%	489 62%	331 62%	495 62%	1101 65% J	223 67% J	260 60% J	112 69% J	429 52%	105 65% J	34 65%	111 76% HJ	17 71%
Unacceptable (Low2Box)	1440 37%	107 32%	331 34%	289 37%	197 37%	305 38%	586 34%	108 32%	169 39% M	50 31%	387 47% FGHIKM	56 35%	17 33%	35 24%	7 28%

TALKING ABOUT CHARITIES

7. There are many ways that charities can speak out about their cause and try to get things changed. For each of the following, please tell me if you think, in general, it is a very acceptable, somewhat acceptable, somewhat unacceptable or a very unacceptable thing for charities to: 4) Place advertisements in the media?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E - F/G/H/I/J/K/L/M/N * small base; ** very small base (under 30) ineligible for sig testing

	TOTAL	HOUSEHOLD INCOME (\$000)					EMPLOYMENT STATUS								
		<20 A	20-50 B	50-75 C	75-100 D	100+ E	F.T. F	P.T. G	Self Empl. H	Unempl. I	Ret. J	Take Care Fmly K	Disabled L	Stu. M	Mat/Sick Leave N
Base: All respondents															
Unweighted Base	3863	408	1116	765	480	662	1620	326	416	163	946	160	63	108	24
Weighted Base	3883	338	983	783	530	800	1701	331	431	162*	824	161	52*	146*	24**
Very acceptable	1704 44%	144 43%	455 46%	343 44%	246 46%	339 42%	767 45%	166 50%	187 43%	82 51%	280 34%	94 58%	13 25%	89 61%	9 36%
Somewhat acceptable	1782 46%	147 44%	426 43%	366 47%	243 46%	394 49%	801 47%	134 41%	194 45%	68 42%	403 49%	58 36%	33 63%	51 35%	13 53%
Somewhat unacceptable	239 6%	18 5%	63 6%	47 6%	27 5%	45 6%	91 5%	20 6%	24 6%	7 4%	83 10%	6 4%	3 5%	3 2%	0 -
Very unacceptable	145 4%	27 8%	36 4%	26 3%	13 2%	23 3%	41 2%	10 3%	26 6%	4 2%	54 7%	3 2%	2 4%	3 2%	1 4%
Don't know/Refused	12 0%	1 0%	3 0%	1 0%	0 -	0 -	1 0%	1 0%	0 -	2 1%	4 1%	0 -	2 3%	0 -	2 8%
TOPBOX & LOWBOX SUMMARY															
Acceptable (Top2Box)	3487 90%	292 86%	881 90%	709 91%	489 92%	732 92%	1567 92%	300 91%	381 88%	150 92%	682 83%	152 94%	46 88%	140 96%	22 88%
Unacceptable (Low2Box)	384 10%	45 13%	99 10%	73 9%	40 8%	68 8%	132 8%	30 9%	50 12%	10 6%	138 17%	9 6%	5 9%	6 4%	1 4%

TALKING ABOUT CHARITIES

7. There are many ways that charities can speak out about their cause and try to get things changed. For each of the following, please tell me if you think, in general, it is a very acceptable, somewhat acceptable, somewhat unacceptable or a very unacceptable thing for charities to: 5) Block roadways, or other non-violent acts?

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E - F/G/H/I/J/K/L/M/N * small base; ** very small base (under 30) ineligible for sig testing

	TOTAL	HOUSEHOLD INCOME (\$000)					EMPLOYMENT STATUS								
		<20	20-50	50-75	75-100	100+	F.T.	P.T.	Self Empl.	Unempl.	Ret.	Take Care Fmly	Disabled	Stu.	Mat/Sick Leave
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All respondents															
Unweighted Base	3863	408	1116	765	480	662	1620	326	416	163	946	160	63	108	24
Weighted Base	3883	338	983	783	530	800	1701	331	431	162*	824	161	52*	146*	24**
Very acceptable	302 8%	59 18%	79 8%	60 8%	41 8%	34 4%	118 7%	46 14%	23 5%	23 14%	41 5%	16 10%	4 8%	21 14%	3 11%
		BCDE	E	E	E			FHJ		FHJ				FHJ	
Somewhat acceptable	731 19%	83 24%	214 22%	135 17%	83 16%	123 15%	322 19%	65 20%	77 18%	43 27%	121 15%	27 17%	15 30%	42 29%	5 20%
		CDE	DE				J			J			J	J	
Somewhat unacceptable	913 24%	65 19%	243 25%	206 26%	129 24%	185 23%	421 25%	79 24%	98 23%	33 20%	176 21%	39 24%	9 17%	47 33%	4 17%
			A	A	A	ABC	M	M	GIM		FGIKM	M	M	J	
Very unacceptable	1915 49%	127 38%	445 45%	378 48%	273 52%	453 57%	831 49%	142 43%	228 53%	62 38%	481 58%	76 47%	23 45%	35 24%	12 51%
			A	A	A	ABC	M	M	GIM		FGIKM	M	M	J	
Don't know/Refused	22 1%	4 1%	1 0%	4 1%	3 1%	5 1%	8 0%	0 -	5 1%	1 0%	5 1%	3 2%	0 -	1 1%	0 1%
		B													
TOPBOX & LOWBOX SUMMARY															
Acceptable (Top2Box)	1033 27%	142 42%	294 30%	195 25%	125 24%	157 20%	440 26%	110 33%	100 23%	67 41%	163 20%	43 27%	20 38%	63 43%	8 32%
		BCDE	DE				J	FHJ		FHJK			J	FHJK	
Unacceptable (Low2Box)	2828 73%	192 57%	688 70%	584 75%	402 76%	638 80%	1252 74%	221 67%	325 75%	95 59%	657 80%	115 72%	32 62%	82 56%	17 68%
			A	A	A	AB	GIM		GIM		FGILM	M			

TALKING ABOUT CHARITIES

7. There are many ways that charities can speak out about their cause and try to get things changed. For each of the following, please tell me if you think, in general, it is a very acceptable, somewhat acceptable, somewhat unacceptable or a very unacceptable thing for charities to: 6) Use research results to support a message?

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E - F/G/H/I/J/K/L/M/N * small base; ** very small base (under 30) ineligible for sig testing

	TOTAL	HOUSEHOLD INCOME (\$000)					EMPLOYMENT STATUS								
		<20 A	20-50 B	50-75 C	75-100 D	100+ E	F.T. F	P.T. G	Self Empl. H	Unempl. I	Ret. J	Take Care Fmly K	Disabled L	Stu. M	Mat/Sick Leave N
Base: All respondents															
Unweighted Base	3863	408	1116	765	480	662	1620	326	416	163	946	160	63	108	24
Weighted Base	3883	338	983	783	530	800	1701	331	431	162*	824	161	52*	146*	24**
Very acceptable	2067 53%	159 47%	481 49%	435 56%	328 62%	455 57%	961 56%	189 57%	241 56%	83 51%	354 43%	87 54%	28 54%	99 68%	9 37%
Somewhat acceptable	1529 39%	140 41%	429 44%	301 38%	172 32%	297 37%	656 39%	127 38%	162 38%	67 42%	355 43%	56 35%	17 32%	44 30%	14 58%
Somewhat unacceptable	154 4%	22 7%	43 4%	27 3%	16 3%	20 3%	43 3%	9 3%	18 4%	8 5%	58 7%	11 7%	1 3%	2 2%	1 4%
Very unacceptable	106 3%	13 4%	23 2%	17 2%	11 2%	25 3%	34 2%	4 1%	7 2%	3 2%	50 6%	4 3%	2 5%	0 0%	0 -
Don't know/Refused	28 1%	5 1%	7 1%	3 0%	4 1%	3 0%	7 0%	2 1%	2 0%	1 1%	8 1%	2 1%	4 7%	0 0%	0 1%
TOPBOX & LOWBOX SUMMARY															
Acceptable (Top2Box)	3596 93%	298 88%	910 93%	736 94%	499 94%	752 94%	1617 95%	316 95%	403 94%	150 93%	708 86%	144 89%	45 86%	143 98%	23 96%
Unacceptable (Low2Box)	260 7%	35 10%	66 7%	44 6%	27 5%	45 6%	77 5%	13 4%	25 6%	11 7%	108 13%	16 10%	4 7%	3 2%	1 4%

TALKING ABOUT CHARITIES

7. There are many ways that charities can speak out about their cause and try to get things changed. For each of the following, please tell me if you think, in general, it is a very acceptable, somewhat acceptable, somewhat unacceptable or a very unacceptable thing for charities to: 7) Speak out on issues like the environment, poverty or healthcare?

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E - F/G/H/I/J/K/L/M/N * small base; ** very small base (under 30) ineligible for sig testing

	TOTAL	HOUSEHOLD INCOME (\$000)					EMPLOYMENT STATUS								
		<20	20-50	50-75	75-100	100+	F.T.	P.T.	Self Empl.	Unempl.	Ret.	Take Care Fmly	Disabled	Stu.	Mat/Sick Leave
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All respondents															
Unweighted Base	3863	408	1116	765	480	662	1620	326	416	163	946	160	63	108	24
Weighted Base	3883	338	983	783	530	800	1701	331	431	162*	824	161	52*	146*	24**
Very acceptable	2368 61%	218 64%	600 61%	477 61%	345 65%	495 62%	1026 60%	214 65%	262 61%	118 73%	443 54%	110 69%	33 64%	120 82%	15 61%
Somewhat acceptable	1316 34%	99 29%	336 34%	278 35%	164 31%	256 32%	605 36%	108 33%	139 32%	36 22%	312 38%	45 28%	18 35%	23 16%	9 38%
Somewhat unacceptable	124 3%	10 3%	27 3%	16 2%	17 3%	30 4%	48 3%	4 1%	24 5%	6 4%	32 4%	4 2%	0 1%	3 2%	0 -
Very unacceptable	60 2%	9 3%	17 2%	12 2%	1 0%	15 2%	17 1%	5 1%	7 2%	1 1%	28 3%	2 1%	0 -	0 -	0 -
Don't know/Refused	15 0%	3 1%	3 0%	1 0%	2 0%	4 0%	5 0%	0 -	0 0%	1 1%	9 1%	0 -	0 0%	0 -	0 1%
TOPBOX & LOWBOX SUMMARY															
Acceptable (Top2Box)	3685 95%	316 94%	936 95%	755 96%	509 96%	751 94%	1631 96%	322 97%	400 93%	154 95%	756 92%	155 97%	51 99%	143 98%	24 99%
Unacceptable (Low2Box)	184 5%	19 6%	44 4%	28 4%	19 4%	45 6%	65 4%	9 3%	30 7%	7 4%	60 7%	6 3%	0 1%	3 2%	0 -

TALKING ABOUT CHARITIES

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

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E - F/G/H/I/J/K/L/M/N * small base; ** very small base (under 30) ineligible for sig testing

	TOTAL	HOUSEHOLD INCOME (\$000)					EMPLOYMENT STATUS								
		<20	20-50	50-75	75-100	100+	F.T.	P.T.	Self Empl.	Unempl.	Ret.	Take Care Fmly	Disabled	Stu.	Mat/Sick Leave
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All respondents															
Unweighted Base	3863	408	1116	765	480	662	1620	326	416	163	946	160	63	108	24
Weighted Base	3883	338	983	783	530	800	1701	331	431	162*	824	161	52*	146*	24**
Charities should be obligated to provide information about BOTH sides of an issue	3208 83%	267 79%	840 85%	663 85%	440 83%	645 81%	1448 85%	268 81%	340 79%	124 76%	659 80%	133 83%	46 89%	121 83%	23 94%
Charities should only have to provide information that supports their cause	653 17%	69 20%	136 14%	119 15%	89 17%	150 19%	246 14%	62 19%	86 20%	37 23%	159 19%	28 17%	6 11%	25 17%	1 5%
Don't know/Refused	22 1%	2 1%	7 1%	2 0%	1 0%	5 1%	7 0%	1 0%	5 1%	1 1%	7 1%	0 -	0 -	0 -	0 1%

TALKING ABOUT CHARITIES

9. IMPORTANT SUMMARY TABLE

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E - F/G/H/I/J/K/L/M/N * small base; ** very small base (under 30) ineligible for sig testing

	TOTAL	HOUSEHOLD INCOME (\$000)					EMPLOYMENT STATUS								
		<20 A	20-50 B	50-75 C	75-100 D	100+ E	F.T. F	P.T. G	Self Empl. H	Unempl. I	Ret. J	Take Care Fmly K	Disabled L	Stu. M	Mat/Sick Leave N
Base: All Respondents															
Unweighted Base	3863	408	1116	765	480	662	1620	326	416	163	946	160	63	108	24
Weighted Base	3883	338	983	783	530	800	1701	331	431	162*	824	161	52*	146*	24**
1) Information about the programs and services the charities deliver	3803 98%	324 96%	963 98%	773 99% A	520 98%	788 99% A	1677 99% IJ	326 98%	425 99% J	155 96%	789 96%	161 100% JL	49 95%	146 100% L	24 99%
2) Information on how charities use donations	3816 98%	324 96%	974 99% A	771 98% A	523 99% A	787 98% A	1676 99% I	323 98%	430 100% GIJ	153 95%	806 98%	160 99%	51 98%	145 99%	22 89%
3) Information about charities' fundraising costs	3755 97%	320 95%	958 98% A	757 97% A	515 97%	768 96% A	1649 97% M	323 98% M	423 98% M	155 96%	798 97% M	157 97%	50 97%	132 90%	23 93%
4) Information about the impact of charities' work on Canadians	3722 96%	319 94%	957 97% AC	744 95% AC	510 96%	765 96% AC	1632 96% AC	322 97% AC	421 98% AC	152 94% AC	782 95% AC	158 98% AC	49 95% AC	138 94% AC	24 99% AC

TALKING ABOUT CHARITIES

9. UNIMPORTANT SUMMARY TABLE

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E - F/G/H/I/J/K/L/M/N * small base; ** very small base (under 30) ineligible for sig testing

	TOTAL	HOUSEHOLD INCOME (\$000)					EMPLOYMENT STATUS								
		<20 A	20-50 B	50-75 C	75-100 D	100+ E	F.T. F	P.T. G	Self Empl. H	Unempl. I	Ret. J	Take Care Fmly K	Disabled L	Stu. M	Mat/Sick Leave N
Base: All Respondents															
Unweighted Base	3863	408	1116	765	480	662	1620	326	416	163	946	160	63	108	24
Weighted Base	3883	338	983	783	530	800	1701	331	431	162*	824	161	52*	146*	24**
1) Information about the programs and services the charities deliver	73 2%	11 3%	19 2%	10 1%	9 2%	12 1%	24 1%	5 2%	6 1%	6 4%	29 4%	0 0%	3 5%	0 -	0 -
2) Information on how charities use donations	63 2%	14 4%	9 1%	11 1%	7 1%	13 2%	25 1%	8 2%	1 0%	7 5%	18 2%	1 1%	1 2%	1 1%	1 4%
3) Information about charities' fundraising costs	123 3%	17 5%	25 2%	26 3%	15 3%	31 4%	51 3%	7 2%	8 2%	7 4%	24 3%	4 3%	2 3%	14 10%	0 -
4) Information about the impact of charities' work on Canadians	142 4%	16 5%	22 2%	37 5%	19 3%	31 4%	65 4%	10 3%	9 2%	8 5%	33 4%	1 1%	2 5%	8 6%	0 -

TALKING ABOUT CHARITIES

9. I will now describe to you some types of information that charities provide. Please rate how important it is that charities provide this kind of information? 1) Information about the programs and services the charities deliver?

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E - F/G/H/I/J/K/L/M/N * small base; ** very small base (under 30) ineligible for sig testing

	TOTAL	HOUSEHOLD INCOME (\$000)					EMPLOYMENT STATUS								
		<20 A	20-50 B	50-75 C	75-100 D	100+ E	F.T. F	P.T. G	Self Empl. H	Unempl. I	Ret. J	Take Care Fmly K	Disabled L	Stu. M	Mat/Sick Leave N
Base: All respondents															
Unweighted Base	3863	408	1116	765	480	662	1620	326	416	163	946	160	63	108	24
Weighted Base	3883	338	983	783	530	800	1701	331	431	162*	824	161	52*	146*	24**
Very important	3031 78%	237 70%	747 76%	614 78%	420 79%	663 83%	1333 78%	264 80%	331 77%	124 77%	628 76%	128 80%	45 86%	111 76%	22 89%
Somewhat important	773 20%	87 26%	217 22%	160 20%	100 19%	126 16%	344 20%	62 19%	95 22%	31 19%	160 19%	32 20%	4 8%	35 24%	3 11%
Somewhat unimportant	44 1%	9 3%	9 1%	10 1%	3 1%	3 0%	9 1%	4 1%	5 1%	3 2%	19 2%	0 0%	3 5%	0 -	0 -
Very unimportant	28 1%	2 1%	11 1%	0 0%	6 1%	8 1%	14 1%	1 0%	0 0%	3 2%	10 1%	0 -	0 -	0 -	0 -
Don't know/Refused	8 0%	2 1%	0 0%	0 -	1 0%	0 -	0 -	0 -	0 -	1 1%	7 1%	0 -	0 -	0 -	0 1%
TOPBOX & LOWBOX SUMMARY															
Important (Top2Box)	3803 98%	324 96%	963 98%	773 99%	520 98%	788 99%	1677 99%	326 98%	425 99%	155 96%	789 96%	161 100%	49 95%	146 100%	24 99%
Unimportant (Low2Box)	73 2%	11 3%	19 2%	10 1%	9 2%	12 1%	24 1%	5 2%	6 1%	6 4%	29 4%	0 0%	3 5%	0 -	0 -

TALKING ABOUT CHARITIES

9. I will now describe to you some types of information that charities provide. Please rate how important it is that charities provide this kind of information? 2) Information on how charities use donations?

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E - F/G/H/I/J/K/L/M/N * small base; ** very small base (under 30) ineligible for sig testing

	TOTAL	HOUSEHOLD INCOME (\$000)					EMPLOYMENT STATUS								
		<20	20-50	50-75	75-100	100+	F.T.	P.T.	Self Empl.	Unempl.	Ret.	Take Care Fmly	Disabled	Stu.	Mat/Sick Leave
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All respondents															
Unweighted Base	3863	408	1116	765	480	662	1620	326	416	163	946	160	63	108	24
Weighted Base	3883	338	983	783	530	800	1701	331	431	162*	824	161	52*	146*	24**
Very important	3380 87%	267 79%	846 86%	681 87%	466 88%	732 91%	1502 88%	270 81%	381 88%	127 78%	722 88%	141 88%	44 85%	127 87%	19 78%
Somewhat important	437 11%	57 17%	128 13%	91 12%	56 11%	55 7%	174 10%	54 16%	49 11%	26 16%	84 10%	19 12%	7 13%	18 12%	3 11%
Somewhat unimportant	24 1%	7 2%	4 0%	7 1%	1 0%	3 0%	7 0%	2 1%	1 0%	6 4%	5 1%	1 1%	1 2%	0 0%	1 4%
Very unimportant	38 1%	7 2%	6 1%	4 1%	7 1%	10 1%	18 1%	6 2%	0 0%	2 1%	12 1%	0 -	0 -	1 1%	0 -
Don't know/Refused	4 0%	0 0%	0 0%	1 0%	0 -	0 0%	0 -	0 -	0 0%	1 1%	1 0%	0 -	0 -	0 -	2 7%
TOPBOX & LOWBOX SUMMARY															
Important (Top2Box)	3816 98%	324 96%	974 99%	771 98%	523 99%	787 98%	1676 99%	323 98%	430 100%	153 95%	806 98%	160 99%	51 98%	145 99%	22 89%
Unimportant (Low2Box)	63 2%	14 4%	9 1%	11 1%	7 1%	13 2%	25 1%	8 2%	1 0%	7 5%	18 2%	1 1%	1 2%	1 1%	1 4%

TALKING ABOUT CHARITIES

9. I will now describe to you some types of information that charities provide. Please rate how important it is that charities provide this kind of information? 3) Information about charities' fundraising costs?

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E - F/G/H/I/J/K/L/M/N * small base; ** very small base (under 30) ineligible for sig testing

	TOTAL	HOUSEHOLD INCOME (\$000)					EMPLOYMENT STATUS								
		<20	20-50	50-75	75-100	100+	F.T.	P.T.	Self Empl.	Unempl.	Ret.	Take Care Fmly	Disabled	Stu.	Mat/Sick Leave
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All respondents															
Unweighted Base	3863	408	1116	765	480	662	1620	326	416	163	946	160	63	108	24
Weighted Base	3883	338	983	783	530	800	1701	331	431	162*	824	161	52*	146*	24**
Very important	2831 73%	217 64%	708 72% A	559 71% A	403 76% A	610 76% A	1238 73% I	233 70% I	336 78% IM	97 60% I	639 78% FGIM	112 69% K	37 71% L	91 62% M	18 74% N
Somewhat important	924 24%	103 31% DE	250 25% E	198 25% E	112 21% E	158 20% E	411 24% J	90 27% J	87 20% J	58 36% FHJ	159 19% J	45 28% J	14 26% J	41 28% J	5 19% J
Somewhat unimportant	85 2%	15 4% BD	18 2% BD	17 2% BD	5 1% BD	22 3% BD	27 2% BD	4 1% BD	5 1% BD	5 3% BD	19 2% BD	2 1% BD	2 3% BD	14 10% FGHJK	0 - BD
Very unimportant	38 1%	2 1% BD	7 1% BD	9 1% BD	10 2% BD	9 1% BD	24 1% BD	3 1% BD	2 1% BD	1 1% BD	6 1% BD	2 1% BD	0 - BD	0 - BD	0 - BD
Don't know/Refused	5 0%	1 0% BD	0 - BD	0 0% BD	0 - BD	1 0% BD	1 0% BD	0 0% BD	0 - BD	0 - BD	2 0% BD	0 - BD	0 - BD	0 - BD	2 7% BD
TOPBOX & LOWBOX SUMMARY															
Important (Top2Box)	3755 97%	320 95% A	958 98% A	757 97% A	515 97% A	768 96% A	1649 97% M	323 98% M	423 98% M	155 96% M	798 97% M	157 97% M	50 97% M	132 90% M	23 93% M
Unimportant (Low2Box)	123 3%	17 5% BD	25 2% BD	26 3% BD	15 3% BD	31 4% BD	51 3% BD	7 2% BD	8 2% BD	7 4% BD	24 3% BD	4 3% BD	2 3% BD	14 10% FGHJ	0 - BD

TALKING ABOUT CHARITIES

9. I will now describe to you some types of information that charities provide. Please rate how important it is that charities provide this kind of information? 4) Information about the impact of charities' work on Canadians?

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E - F/G/H/I/J/K/L/M/N * small base; ** very small base (under 30) ineligible for sig testing

	TOTAL	HOUSEHOLD INCOME (\$000)					EMPLOYMENT STATUS								
		<20 A	20-50 B	50-75 C	75-100 D	100+ E	F.T. F	P.T. G	Self Empl. H	Unempl. I	Ret. J	Take Care Fmly K	Disabled L	Stu. M	Mat/Sick Leave N
Base: All respondents															
Unweighted Base	3863	408	1116	765	480	662	1620	326	416	163	946	160	63	108	24
Weighted Base	3883	338	983	783	530	800	1701	331	431	162*	824	161	52*	146*	24**
Very important	2332 60%	199 59%	610 62%	440 56%	319 60%	492 61%	1030 61%	198 60%	257 60%	96 59%	486 59%	101 63%	35 68%	78 53%	16 65%
Somewhat important	1390 36%	120 36%	347 35%	304 39%	191 36%	273 34%	602 35%	123 37%	164 38%	56 34%	296 36%	56 35%	14 28%	60 41%	9 35%
Somewhat unimportant	109 3%	12 4%	15 2%	27 3% B	16 3%	24 3%	47 3%	9 3%	8 2%	6 4%	23 3%	1 1%	2 5%	7 5%	0 -
Very unimportant	33 1%	3 1%	6 1%	10 1%	3 1%	7 1%	18 1%	1 0%	0 0%	2 1%	9 1%	0 -	0 -	2 1%	0 -
Don't know/Refused	19 0%	3 1%	4 0%	2 0%	1 0%	4 1%	4 0%	0 -	1 0%	2 1%	10 1% F	2 1%	0 -	0 -	0 1%
TOPBOX & LOWBOX SUMMARY															
Important (Top2Box)	3722 96%	319 94%	957 97% AC	744 95%	510 96%	765 96%	1632 96%	322 97%	421 98%	152 94%	782 95%	158 98%	49 95%	138 94%	24 99%
Unimportant (Low2Box)	142 4%	16 5%	22 2%	37 5% B	19 3%	31 4%	65 4%	10 3%	9 2%	8 5%	33 4%	1 1%	2 5%	8 6%	0 -

TALKING ABOUT CHARITIES

10. GOOD JOB SUMMARY TABLE

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E - F/G/H/I/J/K/L/M/N * small base; ** very small base (under 30) ineligible for sig testing

	TOTAL	HOUSEHOLD INCOME (\$000)					EMPLOYMENT STATUS								
		<20	20-50	50-75	75-100	100+	F.T.	P.T.	Self Empl.	Unempl.	Ret.	Take Care Fmly	Disabled	Stu.	Mat/Sick Leave
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All Respondents															
Unweighted Base	3863	408	1116	765	480	662	1620	326	416	163	946	160	63	108	24
Weighted Base	3883	338	983	783	530	800	1701	331	431	162*	824	161	52*	146*	24**
1) Information about the programs and services the charities deliver	1960 50%	185 55%	504 51%	425 54%	254 48%	403 50%	870 51%	168 51%	187 43%	100 62%	411 50%	91 56%	33 63%	80 55%	10 42%
2) Information on how charities use donations	1118 29%	111 33%	323 33%	229 29%	145 27%	196 25%	475 28%	105 32%	95 22%	69 43%	234 28%	50 31%	14 27%	54 37%	10 40%
3) Information about charities' fundraising costs	995 26%	122 36%	293 30%	222 28%	114 21%	139 17%	417 25%	85 26%	87 20%	59 36%	224 27%	54 34%	17 34%	39 26%	8 31%
4) Information about the impact of charities' work on Canadians	1479 38%	147 44%	401 41%	335 43%	180 34%	260 32%	630 37%	118 36%	137 32%	85 52%	330 40%	70 44%	20 38%	67 46%	12 48%

TALKING ABOUT CHARITIES

10. POOR JOB SUMMARY TABLE

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E - F/G/H/I/J/K/L/M/N * small base; ** very small base (under 30) ineligible for sig testing

	TOTAL	HOUSEHOLD INCOME (\$000)					EMPLOYMENT STATUS								
		<20	20-50	50-75	75-100	100+	F.T.	P.T.	Self Empl.	Unempl.	Ret.	Take Care Fmly	Disabled	Stu.	Mat/Sick Leave
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All Respondents															
Unweighted Base	3863	408	1116	765	480	662	1620	326	416	163	946	160	63	108	24
Weighted Base	3883	338	983	783	530	800	1701	331	431	162*	824	161	52*	146*	24**
1) Information about the programs and services the charities deliver	1882 48%	148 44%	470 48%	355 45%	270 51%	389 49%	812 48%	160 48%	241 56% FIKL	61 37%	404 49%	69 43%	19 36%	66 45%	12 47%
2) Information on how charities use donations	2711 70%	217 64%	649 66%	548 70%	379 71%	596 74% AB	1198 70% I	221 67%	334 77% FGIJKM	90 56%	584 71% I	107 67%	37 72%	89 61%	12 49%
3) Information about charities' fundraising costs	2827 73%	205 61%	678 69% A	552 70% A	409 77% ABC	654 82% ABC	1264 74% IK	235 71%	339 79% IJKL	100 62%	589 71%	103 64%	32 62%	106 73%	14 57%
4) Information about the impact of charities' work on Canadians	2342 60%	184 54%	567 58%	440 56%	342 64% ABC	527 66% ABC	1046 61% I	208 63% I	284 66% IJ	72 44%	479 58% I	90 56%	32 61%	78 54%	12 47%

TALKING ABOUT CHARITIES

10. Now please think about how well charities do in terms of providing information. Would you say charities are doing a poor, fair, good or excellent job at providing: 1) Information about the programs and services the charities deliver?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E - F/G/H/I/J/K/L/M/N * small base; ** very small base (under 30) ineligible for sig testing

	TOTAL	HOUSEHOLD INCOME (\$000)					EMPLOYMENT STATUS								
		<20 A	20-50 B	50-75 C	75-100 D	100+ E	F.T. F	P.T. G	Self Empl. H	Unempl. I	Ret. J	Take Care Fmly K	Disabled L	Stu. M	Mat/Sick Leave N
Base: All respondents															
Unweighted Base	3863	408	1116	765	480	662	1620	326	416	163	946	160	63	108	24
Weighted Base	3883	338	983	783	530	800	1701	331	431	162*	824	161	52*	146*	24**
Excellent	262 7%	38 11% DE	69 7% E	71 9% DE	25 5%	33 4%	134 8% HJ	20 6%	17 4%	20 12% HJK	34 4%	7 4%	4 8%	20 13% HJK	0 -
Good	1698 44%	148 44%	434 44%	354 45%	230 43%	370 46%	735 43%	148 45%	169 39%	79 49%	376 46%	84 52% H	29 55%	60 41%	10 42%
Fair	1531 39%	120 36%	385 39%	287 37%	225 43%	310 39%	676 40%	141 43%	191 44% I	49 30% IJ	294 36%	57 35%	15 28%	65 44%	12 47%
Poor	351 9%	28 8%	85 9%	68 9%	45 8%	79 10%	136 8% M	19 6%	50 12% GM	12 7% M	110 13% FGM	12 8% M	4 8% M	1 1%	0 -
Don't know/Refused	42 1%	5 1%	10 1%	3 0%	5 1%	9 1%	19 1%	3 1%	3 1%	2 1%	10 1%	1 1%	0 1%	0 0%	3 11%
TOPBOX & LOWBOX SUMMARY															
Good (Top2Box)	1960 50%	185 55%	504 51%	425 54%	254 48%	403 50%	870 51% H	168 51%	187 43%	100 62% HJ	411 50%	91 56% H	33 63% H	80 55%	10 42%
Poor (Low2Box)	1882 48%	148 44%	470 48%	355 45%	270 51%	389 49%	812 48%	160 48%	241 56% FIKL	61 37%	404 49% I	69 43%	19 36%	66 45%	12 47%

TALKING ABOUT CHARITIES

10. Now please think about how well charities do in terms of providing information. Would you say charities are doing a poor, fair, good or excellent job at providing: 2) Information on how charities use donations?

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E - F/G/H/I/J/K/L/M/N * small base; ** very small base (under 30) ineligible for sig testing

	TOTAL	HOUSEHOLD INCOME (\$000)					EMPLOYMENT STATUS								
		<20	20-50	50-75	75-100	100+	F.T.	P.T.	Self Empl.	Unempl.	Ret.	Take Care Fmly	Disabled	Stu.	Mat/Sick Leave
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All respondents															
Unweighted Base	3863	408	1116	765	480	662	1620	326	416	163	946	160	63	108	24
Weighted Base	3883	338	983	783	530	800	1701	331	431	162*	824	161	52*	146*	24**
Excellent	155 4%	21 6% DE	44 4% D	39 5% D	9 2%	21 3%	70 4%	6 2%	8 2%	8 5%	37 4%	8 5%	0 1%	13 9% GH	2 6%
Good	963 25%	90 27%	279 28% E	189 24%	136 26%	175 22%	405 24%	100 30% H	87 20%	61 38% FHJ	197 24%	41 26%	14 27%	42 29%	8 33%
Fair	1700 44%	146 43%	431 44% D	357 46% D	201 38%	367 46% D	757 44% G	122 37% GI	210 49%	59 36%	366 44%	76 47%	28 53%	56 38%	5 22%
Poor	1012 26%	71 21%	218 22%	191 24%	178 34% ABC	228 29% AB	441 26%	99 30%	123 29%	31 19%	219 27%	32 20%	10 18%	33 23%	7 27%
Don't know/Refused	54 1%	10 3% C	11 1%	7 1%	6 1%	8 1%	28 2%	5 2%	2 1%	3 2%	6 1%	4 2%	0 1%	2 2%	3 11%
TOPBOX & LOWBOX SUMMARY															
Good (Top2Box)	1118 29%	111 33% E	323 33% E	229 29%	145 27%	196 25%	475 28%	105 32% H	95 22%	69 43% FHJ	234 28%	50 31%	14 27%	54 37% H	10 40%
Poor (Low2Box)	2711 70%	217 64%	649 66%	548 70%	379 71%	596 74% AB	1198 70% I	221 67%	334 77% FGIJKM	90 56%	584 71% I	107 67%	37 72%	89 61%	12 49%

TALKING ABOUT CHARITIES

10. Now please think about how well charities do in terms of providing information. Would you say charities are doing a poor, fair, good or excellent job at providing: 3) Information about charities' fundraising costs?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E - F/G/H/I/J/K/L/M/N * small base; ** very small base (under 30) ineligible for sig testing

	TOTAL	HOUSEHOLD INCOME (\$000)					EMPLOYMENT STATUS								
		<20	20-50	50-75	75-100	100+	F.T.	P.T.	Self Empl.	Unempl.	Ret.	Take Care Fmly	Disabled	Stu.	Mat/Sick Leave
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All respondents															
Unweighted Base	3863	408	1116	765	480	662	1620	326	416	163	946	160	63	108	24
Weighted Base	3883	338	983	783	530	800	1701	331	431	162*	824	161	52*	146*	24**
Excellent	113 3%	26 8%	28 3%	20 3%	5 1%	17 2%	56 3%	8 2%	11 2%	9 5%	18 2%	2 1%	1 2%	7 5%	0 -
Good	882 23%	96 28%	265 27%	201 26%	109 20%	121 15%	361 21%	77 23%	76 18%	50 31%	206 25%	52 33%	17 32%	32 22%	8 31%
Fair	1577 41%	131 39%	404 41%	323 41%	211 40%	325 41%	697 41%	141 43%	182 42%	67 41%	312 38%	54 34%	23 43%	74 50%	7 30%
Poor	1250 32%	74 22%	274 28%	228 29%	198 37%	329 41%	567 33%	94 28%	157 36%	32 20%	277 34%	48 30%	9 18%	32 22%	7 27%
Don't know/Refused	61 2%	11 3%	12 1%	10 1%	7 1%	8 1%	20 1%	11 3%	5 1%	4 2%	11 1%	4 3%	2 5%	1 1%	3 12%
TOPBOX & LOWBOX SUMMARY															
Good (Top2Box)	995 26%	122 36%	293 30%	222 28%	114 21%	139 17%	417 25%	85 26%	87 20%	59 36%	224 27%	54 34%	17 34%	39 26%	8 31%
Poor (Low2Box)	2827 73%	205 61%	678 69%	552 70%	409 77%	654 82%	1264 74%	235 71%	339 79%	100 62%	589 71%	103 64%	32 62%	106 73%	14 57%

TALKING ABOUT CHARITIES

10. Now please think about how well charities do in terms of providing information. Would you say charities are doing a poor, fair, good or excellent job at providing: 4) Information about the impact of charities' work on Canadians?

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E - F/G/H/I/J/K/L/M/N * small base; ** very small base (under 30) ineligible for sig testing

	TOTAL	HOUSEHOLD INCOME (\$000)					EMPLOYMENT STATUS								
		<20	20-50	50-75	75-100	100+	F.T.	P.T.	Self Empl.	Unempl.	Ret.	Take Care Fmly	Disabled	Stu.	Mat/Sick Leave
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All respondents															
Unweighted Base	3863	408	1116	765	480	662	1620	326	416	163	946	160	63	108	24
Weighted Base	3883	338	983	783	530	800	1701	331	431	162*	824	161	52*	146*	24**
Excellent	159 4%	29 9% BCE	40 4%	34 4%	24 5%	18 2%	72 4%	9 3%	9 2%	15 10% FGHJ	27 3%	8 5%	4 9% H	11 8% H	0 -
Good	1319 34%	118 35%	360 37% DE	302 39% DE	156 29%	242 30%	559 33%	109 33%	128 30%	69 43% H	303 37%	62 39%	15 29%	56 38%	12 48%
Fair	1759 45%	137 41%	417 42%	328 42%	258 49%	400 50% ABC	809 48% IJ	165 50% IJ	207 48% IJ	57 35%	327 40%	66 41%	27 52%	63 43%	6 23%
Poor	583 15%	47 14%	150 15%	112 14%	84 16%	127 16%	236 14%	43 13%	77 18%	15 9%	152 18% FI	24 15%	5 10%	16 11%	6 25%
Don't know/Refused	62 2%	6 2%	15 2%	8 1%	8 1%	13 2%	24 1%	5 2%	10 2%	5 3%	15 2%	0 0%	0 1%	0 0%	1 5%
TOPBOX & LOWBOX SUMMARY															
Good (Top2Box)	1479 38%	147 44% DE	401 41% DE	335 43% DE	180 34%	260 32%	630 37%	118 36%	137 32%	85 52% FGHJ	330 40% H	70 44% H	20 38%	67 46% H	12 48%
Poor (Low2Box)	2342 60%	184 54%	567 58%	440 56%	342 64% ABC	527 66% ABC	1046 61% I	208 63% I	284 66% IJ	72 44%	479 58% I	90 56%	32 61%	78 54%	12 47%

TALKING ABOUT CHARITIES

11. Thinking of your decisions about charitable donations, which of the following two statements best represents your view...

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E - F/G/H/I/J/K/L/M/N * small base; ** very small base (under 30) ineligible for sig testing

	TOTAL	HOUSEHOLD INCOME (\$000)					EMPLOYMENT STATUS								
		<20	20-50	50-75	75-100	100+	F.T.	P.T.	Self Empl.	Unempl.	Ret.	Take Care Fmly	Disabled	Stu.	Mat/Sick Leave
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All respondents															
Unweighted Base	3863	408	1116	765	480	662	1620	326	416	163	946	160	63	108	24
Weighted Base	3883	338	983	783	530	800	1701	331	431	162*	824	161	52*	146*	24**
I would like more information about the work charities do, even though it may require more money to be spent on communications	1914 49%	177 52%	502 51%	381 49%	259 49%	411 51%	853 50%	146 44%	223 52%	83 51%	383 46%	83 52%	33 63%	71 49%	12 50%
I am comfortable with the amount of information I have about the work charities do	1909 49%	152 45%	473 48%	394 50%	259 49%	387 48%	829 49%	178 54%	205 48%	76 47%	420 51%	78 48%	19 36%	71 49%	12 49%
Don't know/Refused	61 2%	9 3%	8 1%	9 1%	12 2%	2 0%	19 1%	8 2%	3 1%	3 2%	22 3%	0 -	1 1%	4 2%	0 1%

TALKING ABOUT CHARITIES

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

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E - F/G/H/I/J/K/L/M/N * small base; ** very small base (under 30) ineligible for sig testing

	TOTAL	HOUSEHOLD INCOME (\$000)					EMPLOYMENT STATUS								
		<20	20-50	50-75	75-100	100+	F.T.	P.T.	Self Empl.	Unempl.	Ret.	Take Care Fmly	Disabled	Stu.	Mat/Sick Leave
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All respondents															
Unweighted Base	3863	408	1116	765	480	662	1620	326	416	163	946	160	63	108	24
Weighted Base	3883	338	983	783	530	800	1701	331	431	162*	824	161	52*	146*	24**
Yes	1216 31%	110 33%	286 29%	239 31%	179 34%	278 35%	538 32%	115 35%	134 31%	69 42%	220 27%	56 35%	14 28%	50 35%	11 44%
No	2075 53%	177 52%	545 55%	435 56%	272 51%	411 51%	940 55%	173 52%	222 51%	70 43%	462 56%	63 39%	24 46%	81 55%	9 35%
Don't know/Refused	592 15%	50 15%	152 16%	110 14%	79 15%	111 14%	222 13%	43 13%	75 17%	23 14%	143 17%	42 26%	14 26%	15 10%	5 21%

TALKING ABOUT CHARITIES

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

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E - F/G/H/I/J/K/L/M/N * small base; ** very small base (under 30) ineligible for sig testing

	HOUSEHOLD INCOME (\$000)						EMPLOYMENT STATUS								
	TOTAL	<20	20-50	50-75	75-100	100+	F.T.	P.T.	Self Empl.	Unempl.	Ret.	Take Care Fmly	Disabled	Stu.	Mat/Sick Leave
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	
Base: Organization or agency responsible for watching over the activities of charities															
Unweighted Base	1190	142	320	226	154	233	509	103	135	59	266	47	19	36	10
Weighted Base	1216	110*	286	239	179	278	538	115*	134*	69*	220	56*	14**	50**	11**
Canada Customs & Revenue/Revenue Canada	98 8%	1 1%	18 6%	13 5%	18 10%	42 15%	39 7%	14 13%	15 11%	1 1%	21 10%	4 8%	2 11%	2 3%	0 -
Government/ Federal, Provincial government	94 8%	4 4%	25 9%	14 6%	19 11%	11 4%	35 7%	9 8%	13 9%	5 7%	26 12%	3 6%	1 10%	1 1%	0 -
Specified charities	15 1%	2 2%	6 2%	2 1%	1 0%	3 1%	6 1%	2 2%	0 0%	0 -	1 1%	1 2%	1 9%	2 3%	1 8%
The charity's directorate	9 1%	3 3%	0 -	3 1%	1 0%	0 0%	1 0%	2 2%	3 2%	0 -	3 1%	0 -	0 3%	0 -	0 -
Canadian Council of Charities/ Canadian Council of Christian Charities/ CCCC	5 0%	0 -	3 1%	3 1%	0 -	0 -	2 0%	0 -	0 -	0 -	2 1%	1 2%	0 -	0 -	0 -
Consumer Affairs/ Consumer and Corporate Affairs	3 0%	0 0%	0 -	2 1%	0 -	0 -	0 -	0 -	2 1%	0 -	0 0%	0 -	0 1%	0 -	0 -
RCMP	2 0%	0 -	0 -	0 -	0 -	2 1%	0 -	0 -	0 -	0 -	2 1%	0 -	0 -	0 -	0 -
Local police force	2 0%	0 0%	0 -	0 -	0 -	1 0%	1 0%	0 -	0 -	0 1%	0 0%	0 -	0 -	0 -	0 -
Better Business Bureau (BBB)	0 0	0 -	0 0	0 -	0 -	0 -	0 0	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -
Other	67 6%	4 4%	19 7%	15 6%	8 4%	17 6%	33 6%	6 5%	8 6%	4 5%	9 4%	4 7%	0 -	3 6%	0 1%
Don't know/Refused	921 76%	95 86%	215 75%	188 79%	133 75%	201 72%	420 78%	81 70%	94 70%	59 86%	154 70%	42 75%	10 66%	43 86%	10 91%

TALKING ABOUT CHARITIES

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

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E - F/G/H/I/J/K/L/M/N * small base; ** very small base (under 30) ineligible for sig testing

	TOTAL	HOUSEHOLD INCOME (\$000)					EMPLOYMENT STATUS								
		<20 A	20-50 B	50-75 C	75-100 D	100+ E	F.T. F	P.T. G	Self Empl. H	Unempl. I	Ret. J	Take Care Fmly K	Disabled L	Stu. M	Mat/Sick Leave N
Base: All respondents															
Unweighted Base	3863	408	1116	765	480	662	1620	326	416	163	946	160	63	108	24
Weighted Base	3883	338	983	783	530	800	1701	331	431	162*	824	161	52*	146*	24**
The charity's board of directors	512 13%	63 19% CDE	135 14% E	102 13% E	60 11%	71 9%	196 12%	43 13%	47 11%	36 22% FGHJ	115 14%	29 18%	8 16%	21 15%	2 7%
A government agency	843 22%	71 21%	181 18%	147 19%	117 22%	219 27% BC	382 22%	73 22%	86 20%	30 18%	183 22%	29 18%	10 18%	33 23%	9 38%
An independent organization or agency that is not part of either the government or the charity	2466 63%	197 58%	656 67% A	526 67% A	351 66%	494 62%	1102 65%	202 61%	293 68%	93 57%	510 62%	102 63%	33 64%	91 62%	13 55%
None	19 0%	3 1%	4 0%	4 0%	0 -	4 1%	7 0%	1 0%	1 0%	0 -	10 1%	0 -	1 1%	0 -	0 -
Don't know/Refused	44 1%	3 1%	8 1%	6 1%	2 0%	12 2%	14 1%	13 4% FJ	5 1%	3 2%	6 1%	1 1%	0 -	0 -	0 1%

TALKING ABOUT CHARITIES

14A. AGREE SUMMARY TABLE

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E - F/G/H/I/J/K/L/M/N * small base; ** very small base (under 30) ineligible for sig testing

	TOTAL	HOUSEHOLD INCOME (\$000)					EMPLOYMENT STATUS								
		<20 A	20-50 B	50-75 C	75-100 D	100+ E	F.T. F	P.T. G	Self Empl. H	Unempl. I	Ret. J	Take Care Fmly K	Disabled L	Stu. M	Mat/Sick Leave N
Base: All Respondents															
Unweighted Base	3863	408	1116	765	480	662	1620	326	416	163	946	160	63	108	24
Weighted Base	3883	338	983	783	530	800	1701	331	431	162*	824	161	52*	146*	24**
1) More attention should be paid to the way charities spend their money	3649 94%	308 91%	935 95% A	742 95%	507 96% A	739 92%	1588 93% L	307 93%	410 95% IL	144 89%	790 96% IL	156 97% IL	44 84%	139 95% L	23 95%
2) More attention should be paid to the way charities raise money	3392 87%	281 83%	893 91% ADE	699 89% A	449 85%	685 86%	1495 88%	275 83%	373 87%	137 85%	747 91% GKM	133 83%	44 84%	118 81%	23 95%
3) More attention should be paid to the amount of money charities spend on program activities	3526 91%	296 88%	910 93% A	714 91%	476 90%	714 89%	1532 90%	290 87%	405 94% G	148 91%	753 91%	148 92%	45 87%	133 91%	23 94%
4) More attention should be paid to the amount of money charities spend on hiring professionals to do their fundraising	3408 88%	291 86%	871 89%	674 86%	467 88%	706 88%	1498 88%	278 84%	389 90% G	142 88%	727 88%	139 87%	44 85%	123 84%	22 91%

TALKING ABOUT CHARITIES

14A. DISAGREE SUMMARY TABLE

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E - F/G/H/I/J/K/L/M/N * small base; ** very small base (under 30) ineligible for sig testing

	TOTAL	HOUSEHOLD INCOME (\$000)					EMPLOYMENT STATUS								
		<20 A	20-50 B	50-75 C	75-100 D	100+ E	F.T. F	P.T. G	Self Empl. H	Unempl. I	Ret. J	Take Care Fmly K	Disabled L	Stu. M	Mat/Sick Leave N
Base: All Respondents															
Unweighted Base	3863	408	1116	765	480	662	1620	326	416	163	946	160	63	108	24
Weighted Base	3883	338	983	783	530	800	1701	331	431	162*	824	161	52*	146*	24**
1) More attention should be paid to the way charities spend their money	213 5%	26 8% B	42 4%	41 5%	22 4%	54 7%	104 6% J	20 6%	21 5%	17 10% JK	29 3%	4 3%	7 14% HJK	7 5%	0 -
2) More attention should be paid to the way charities raise money	457 12%	48 14% B	85 9%	82 10%	78 15% B	109 14% B	197 12% J	49 15%	55 13%	21 13%	70 8%	26 16% J	8 15%	28 19% J	0 -
3) More attention should be paid to the amount of money charities spend on program activities	314 8%	38 11% B	59 6%	60 8%	49 9%	80 10% B	162 10% J	28 9%	26 6%	13 8%	54 7%	11 7%	5 10%	14 9%	0 1%
4) More attention should be paid to the amount of money charities spend on hiring professionals to do their fundraising	448 12%	44 13%	104 11%	103 13%	61 12%	88 11%	193 11%	46 14%	40 9%	18 11%	91 11%	22 13%	7 14%	22 15%	1 5%

TALKING ABOUT CHARITIES

14A. Now I would like to ask you about the need for someone or some organization to pay closer attention to the activities of charities. For each of the following statements please tell me whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree that: 1) More attention should be paid to the way charities spend their money?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E - F/G/H/I/J/K/L/M/N * small base; ** very small base (under 30) ineligible for sig testing

	TOTAL	HOUSEHOLD INCOME (\$000)					EMPLOYMENT STATUS								
		<20 A	20-50 B	50-75 C	75-100 D	100+ E	F.T. F	P.T. G	Self Empl. H	Unempl. I	Ret. J	Take Care Fmly K	Disabled L	Stu. M	Mat/Sick Leave N
Base: All respondents															
Unweighted Base	3863	408	1116	765	480	662	1620	326	416	163	946	160	63	108	24
Weighted Base	3883	338	983	783	530	800	1701	331	431	162*	824	161	52*	146*	24**
Strongly agree	2409 62%	192 57%	637 65% AE	482 62%	336 63%	469 59%	1080 64% M	189 57%	250 58%	90 55%	550 67% GHIKM	89 55%	30 58%	74 50%	19 77%
Somewhat agree	1240 32%	117 35%	298 30%	260 33%	171 32%	270 34%	508 30%	118 36%	160 37% FJ	55 34%	240 29%	67 42% FJ	13 26%	66 45% FJ	4 18%
Somewhat disagree	163 4%	17 5%	28 3%	31 4%	18 3%	45 6% B	85 5% J	17 5%	12 3%	10 6%	21 3%	2 1%	7 13% FHJK	7 5%	0
Strongly disagree	50 1%	9 3%	13 1%	10 1%	4 1%	9 1%	19 1%	4 1%	9 2%	6 4% FJ	8 1%	2 2%	0 1%	0 -	0
Don't know/Refused	22 1%	3 1% C	6 1%	1 0%	1 0%	8 1%	9 1%	3 1%	0 -	1 1%	6 1%	1 1%	1 2% H	0 -	1 5%
TOPBOX & LOWBOX SUMMARY															
Agree (Top2Box)	3649 94%	308 91%	935 95% A	742 95%	507 96% A	739 92%	1588 93% L	307 93%	410 95% IL	144 89%	790 96% IL	156 97% IL	44 84%	139 95% L	23 95%
Disagree (Low2Box)	213 5%	26 8% B	42 4%	41 5%	22 4%	54 7%	104 6% J	20 6%	21 5%	17 10% JK	29 3%	4 3%	7 14% HJK	7 5%	0

TALKING ABOUT CHARITIES

14A. Now I would like to ask you about the need for someone or some organization to pay closer attention to the activities of charities. For each of the following statements please tell me whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree that: 2) More attention should be paid to the way charities raise money?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E - F/G/H/I/J/K/L/M/N * small base; ** very small base (under 30) ineligible for sig testing

	TOTAL	HOUSEHOLD INCOME (\$000)					EMPLOYMENT STATUS								
		<20 A	20-50 B	50-75 C	75-100 D	100+ E	F.T. F	P.T. G	Self Empl. H	Unempl. I	Ret. J	Take Care Fmly K	Disabled L	Stu. M	Mat/Sick Leave N
Base: All respondents															
Unweighted Base	3863	408	1116	765	480	662	1620	326	416	163	946	160	63	108	24
Weighted Base	3883	338	983	783	530	800	1701	331	431	162*	824	161	52*	146*	24**
Strongly agree	1643 42%	153 45%	429 44%	327 42%	215 41%	312 39%	723 42%	115 35%	177 41%	67 41%	399 48%	52 33%	22 43%	45 31%	16 67%
Somewhat agree	1750 45%	128 38%	464 47%	372 48%	234 44%	373 47%	772 45%	160 48%	196 46%	71 44%	348 42%	81 50%	21 41%	73 50%	7 28%
Somewhat disagree	359 9%	30 9%	71 7%	65 8%	69 13%	88 11%	153 9%	35 11%	41 10%	18 11%	53 6%	21 13%	7 14%	25 17%	0 -
Strongly disagree	98 3%	19 5%	14 1%	17 2%	9 2%	21 3%	44 3%	14 4%	13 3%	3 2%	16 2%	5 3%	1 2%	3 2%	0 -
Don't know/Refused	34 1%	9 3%	5 1%	3 0%	3 1%	6 1%	9 1%	7 2%	3 1%	4 2%	8 1%	2 1%	0 1%	0 -	1 5%
TOPBOX & LOWBOX SUMMARY															
Agree (Top2Box)	3392 87%	281 83%	893 91%	699 89%	449 85%	685 86%	1495 88%	275 83%	373 87%	137 85%	747 91%	133 83%	44 84%	118 81%	23 95%
Disagree (Low2Box)	457 12%	48 14%	85 9%	82 10%	78 15%	109 14%	197 12%	49 15%	55 13%	21 13%	70 8%	26 16%	8 15%	28 19%	0 -

TALKING ABOUT CHARITIES

14A. Now I would like to ask you about the need for someone or some organization to pay closer attention to the activities of charities. For each of the following statements please tell me whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree that: 3) More attention should be paid to the amount of money charities spend on program activities?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E - F/G/H/I/J/K/L/M/N * small base; ** very small base (under 30) ineligible for sig testing

	TOTAL	HOUSEHOLD INCOME (\$000)					EMPLOYMENT STATUS								
		<20 A	20-50 B	50-75 C	75-100 D	100+ E	F.T. F	P.T. G	Self Empl. H	Unempl. I	Ret. J	Take Care Fmly K	Disabled L	Stu. M	Mat/Sick Leave N
Base: All respondents															
Unweighted Base	3863	408	1116	765	480	662	1620	326	416	163	946	160	63	108	24
Weighted Base	3883	338	983	783	530	800	1701	331	431	162*	824	161	52*	146*	24**
Strongly agree	1843 47%	165 49%	469 48%	404 52% DE	235 44%	335 42%	785 46% KM	148 45%	217 50% KM	73 45%	449 54% FGKM	56 35%	27 51%	46 32%	19 76%
Somewhat agree	1683 43%	130 39%	441 45%	310 40%	242 46%	379 47% AC	747 44% J	142 43%	188 44%	75 46%	304 37% FGHJL	92 57% FGHJL	18 35%	86 59% FGHJL	4 18%
Somewhat disagree	258 7%	32 10% B	52 5%	44 6%	44 8%	65 8%	134 8% J	26 8%	23 5%	9 6%	37 5%	9 6%	5 10%	13 9%	0 1%
Strongly disagree	56 1%	6 2%	7 1%	16 2% B	5 1%	15 2%	27 2% B	3 1%	2 1%	4 2%	17 2% FH	2 1%	0 0%	0 0%	0 -
Don't know/Refused	44 1%	4 1%	14 1%	9 1%	4 1%	7 1%	7 0% FH	13 4% FH	0 0%	1 1%	17 2% FH	1 1%	2 3% FH	0 -	1 5%
TOPBOX & LOWBOX SUMMARY															
Agree (Top2Box)	3526 91%	296 88% A	910 93% A	714 91%	476 90%	714 89%	1532 90%	290 87%	405 94% G	148 91%	753 91%	148 92%	45 87%	133 91%	23 94%
Disagree (Low2Box)	314 8%	38 11% B	59 6%	60 8%	49 9%	80 10% B	162 10% J	28 9%	26 6%	13 8%	54 7%	11 7%	5 10%	14 9%	0 1%

TALKING ABOUT CHARITIES

14A. Now I would like to ask you about the need for someone or some organization to pay closer attention to the activities of charities. For each of the following statements please tell me whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree that: 4) More attention should be paid to the amount of money charities spend on hiring professionals to do their fundraising?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E - F/G/H/I/J/K/L/M/N * small base; ** very small base (under 30) ineligible for sig testing

	TOTAL	HOUSEHOLD INCOME (\$000)					EMPLOYMENT STATUS								
		<20 A	20-50 B	50-75 C	75-100 D	100+ E	F.T. F	P.T. G	Self Empl. H	Unempl. I	Ret. J	Take Care Fmly K	Disabled L	Stu. M	Mat/Sick Leave N
Base: All respondents															
Unweighted Base	3863	408	1116	765	480	662	1620	326	416	163	946	160	63	108	24
Weighted Base	3883	338	983	783	530	800	1701	331	431	162*	824	161	52*	146*	24**
Strongly agree	2167 56%	183 54%	539 55%	445 57%	293 55%	434 54%	946 56%	167 50%	241 56%	76 47%	531 64%	77 48%	28 53%	51 35%	18 75%
Somewhat agree	1241 32%	108 32%	331 34%	229 29%	174 33%	272 34%	551 32%	111 34%	148 34%	66 41%	196 24%	62 39%	16 31%	72 49%	4 16%
Somewhat disagree	280 7%	30 9%	55 6%	59 7%	50 10%	60 8%	126 7%	30 9%	24 6%	11 7%	42 5%	16 10%	6 11%	20 14%	0 1%
Strongly disagree	168 4%	14 4%	49 5%	44 6%	11 2%	28 3%	67 4%	17 5%	16 4%	7 4%	50 6%	5 3%	2 3%	2 2%	1 4%
Don't know/Refused	28 1%	3 1%	8 1%	6 1%	1 0%	7 1%	10 1%	6 2%	1 0%	2 1%	6 1%	0 -	0 1%	1 1%	1 5%
TOPBOX & LOWBOX SUMMARY															
Agree (Top2Box)	3408 88%	291 86%	871 89%	674 86%	467 88%	706 88%	1498 88%	278 84%	389 90%	142 88%	727 88%	139 87%	44 85%	123 84%	22 91%
Disagree (Low2Box)	448 12%	44 13%	104 11%	103 13%	61 12%	88 11%	193 11%	46 14%	40 9%	18 11%	91 11%	22 13%	7 14%	22 15%	1 5%

TALKING ABOUT CHARITIES

15A. Please rate your level of agreement with the following statement. On each fundraising request, charities should be required to disclose how donors' contributions are spent?

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E - F/G/H/I/J/K/L/M/N * small base; ** very small base (under 30) ineligible for sig testing

	TOTAL	HOUSEHOLD INCOME (\$000)					EMPLOYMENT STATUS								
		<20	20-50	50-75	75-100	100+	F.T.	P.T.	Self Empl.	Unempl.	Ret.	Take Care Fmly	Disabled	Stu.	Mat/Sick Leave
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All respondents															
Unweighted Base	3863	408	1116	765	480	662	1620	326	416	163	946	160	63	108	24
Weighted Base	3883	338	983	783	530	800	1701	331	431	162*	824	161	52*	146*	24**
Strongly agree	2644 68%	200 59%	685 70% A	518 66%	354 67%	576 72% A	1151 68% M	225 68% M	297 69% M	99 61%	589 71% M	113 70% M	38 73%	77 53%	21 84%
Somewhat agree	1000 26%	109 32% BE	243 25%	217 28%	150 28%	177 22%	438 26% J	91 27%	118 27%	51 32% J	175 21%	41 26%	13 26%	57 39% FJ	3 12%
Somewhat disagree	154 4%	15 4%	41 4%	28 4%	12 2%	36 5%	71 4%	11 3%	10 2%	7 4%	36 4%	3 2%	1 1%	10 7%	1 3%
Strongly disagree	68 2%	11 3% B	11 1%	20 3%	10 2%	9 1%	30 2%	4 1%	6 1%	5 3%	19 2%	2 1%	0 -	2 1%	0 -
Don't know/Refused	18 0%	3 1%	2 0%	0 0%	4 1%	2 0%	10 1%	0 -	0 -	0 -	6 1%	2 1%	0 -	0 -	0 1%
TOPBOX & LOWBOX SUMMARY															
Agree (Top2Box)	3644 94%	309 91%	929 94%	735 94%	504 95%	753 94%	1590 93%	316 95%	415 96% J	150 93%	763 93%	154 96%	51 99%	134 92%	24 97%
Disagree (Low2Box)	221 6%	26 8%	52 5%	48 6%	22 4%	45 6%	101 6%	16 5%	16 4%	12 7%	55 7%	5 3%	1 1%	12 8%	1 3%

TALKING ABOUT CHARITIES

15B. Which of the following two statements do you most agree with...

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E - F/G/H/I/J/K/L/M/N * small base; ** very small base (under 30) ineligible for sig testing

	TOTAL	HOUSEHOLD INCOME (\$000)					EMPLOYMENT STATUS								
		<20	20-50	50-75	75-100	100+	F.T.	P.T.	Self Empl.	Unempl.	Ret.	Take Care Fmly	Disabled	Stu.	Mat/Sick Leave
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All respondents															
Unweighted Base	3863	408	1116	765	480	662	1620	326	416	163	946	160	63	108	24
Weighted Base	3883	338	983	783	530	800	1701	331	431	162*	824	161	52*	146*	24**
There should be a legal limit set on the amount of money charities can spend on fundraising	2022 52%	167 49%	516 53%	440 56% DE	252 48%	385 48%	839 49% M	176 53% M	219 51% M	86 53% M	522 63% FGHKLM	70 43%	24 46%	51 35%	13 55%
Charities should decide for themselves how much money is reasonable to spend on fundraising	1810 47%	163 48%	458 47%	329 42% C	276 52% C	407 51% C	848 50% J	149 45% J	207 48% J	73 45% J	280 34% J	91 56% J	27 53% J	93 64% FGHIJ	11 44%
Don't know/Refused	52 1%	8 2% D	9 1%	15 2%	2 0%	8 1%	13 1%	6 2%	5 1%	3 2%	22 3% F	0 0%	1 1%	1 1%	0 1%

TALKING ABOUT CHARITIES

16. AGREE SUMMARY TABLE

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E - F/G/H/I/J/K/L/M/N * small base; ** very small base (under 30) ineligible for sig testing

	TOTAL	HOUSEHOLD INCOME (\$000)					EMPLOYMENT STATUS								
		<20 A	20-50 B	50-75 C	75-100 D	100+ E	F.T. F	P.T. G	Self Empl. H	Unempl. I	Ret. J	Take Care Fmly K	Disabled L	Stu. M	Mat/Sick Leave N
Base: All Respondents															
Unweighted Base	3863	408	1116	765	480	662	1620	326	416	163	946	160	63	108	24
Weighted Base	3883	338	983	783	530	800	1701	331	431	162*	824	161	52*	146*	24**
1) Charities are generally honest about the way they use donations	2964 76%	245 72%	739 75%	643 82% ABE	420 79%	608 76%	1315 77%	244 74%	334 78%	122 75%	620 75%	125 78%	35 67%	114 78%	24 99%
2) Too many charities are trying to get donations for the same cause	2784 72%	231 68%	686 70%	555 71%	397 75%	574 72%	1227 72% M	226 68%	311 72% M	102 63%	625 76% GIM	117 73% M	40 77% M	83 57%	22 88%
3) It takes significant effort for charities to raise the money they need to support their cause	3598 93%	291 86%	919 93% A	737 94% A	507 96% A	745 93% A	1590 93%	310 94%	404 94%	148 92%	749 91%	151 94%	47 90%	127 87%	23 93%
4) Charities only ask for money when they really need it	1607 41%	202 60% BCDE	432 44% DE	358 46% DE	196 37%	255 32%	658 39%	139 42%	178 41%	80 49% F	370 45% F	63 39%	25 49%	69 47%	13 55%
5) Charities spend too much money on fundraising	2259 58%	195 58%	585 60%	473 60%	302 57%	440 55%	934 55% M	191 58% M	270 63% FIKM	79 49%	576 70% FGHIKLM	80 50%	28 53%	51 35%	17 70%

TALKING ABOUT CHARITIES

16. DISAGREE SUMMARY TABLE

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E - F/G/H/I/J/K/L/M/N * small base; ** very small base (under 30) ineligible for sig testing

	TOTAL	HOUSEHOLD INCOME (\$000)					EMPLOYMENT STATUS								
		<20 A	20-50 B	50-75 C	75-100 D	100+ E	F.T. F	P.T. G	Self Empl. H	Unempl. I	Ret. J	Take Care Fmly K	Disabled L	Stu. M	Mat/Sick Leave N
Base: All Respondents															
Unweighted Base	3863	408	1116	765	480	662	1620	326	416	163	946	160	63	108	24
Weighted Base	3883	338	983	783	530	800	1701	331	431	162*	824	161	52*	146*	24**
1) Charities are generally honest about the way they use donations	839 22%	87 26% C	218 22% C	131 17%	105 20%	182 23% C	352 21%	81 25%	87 20%	35 22%	187 23%	35 22%	17 32%	28 20%	0 0%
2) Too many charities are trying to get donations for the same cause	1013 26%	99 29%	277 28%	212 27%	121 23%	220 27%	451 26% J	95 29% J	112 26%	51 31% J	169 20%	44 27%	11 22%	61 41% FHJ	3 12%
3) It takes significant effort for charities to raise the money they need to support their cause	249 6%	42 13% BCDE	58 6%	41 5%	17 3%	51 6%	93 5%	19 6%	27 6%	13 8%	63 8%	10 6%	3 6%	19 13% F	2 7%
4) Charities only ask for money when they really need it	2217 57%	133 39%	530 54% A	421 54% A	332 63% ABC	538 67% ABC	1028 60% IJ	190 57%	249 58%	78 48%	434 53%	96 59%	25 49%	77 53%	7 30%
5) Charities spend too much money on fundraising	1399 36%	122 36%	347 35%	275 35%	197 37%	317 40%	674 40% HJ	125 38% J	138 32% J	71 44% HJ	190 23%	73 45% HJ	21 41% J	87 60% FGHJ	4 15%

TALKING ABOUT CHARITIES

16. Now I would like to get your opinion on the way charities raise money. For each of the following, tell me if you strongly agree, somewhat agree, somewhat disagree or strongly disagree: 1) Charities are generally honest about the way they use donations?

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E - F/G/H/I/J/K/L/M/N * small base; ** very small base (under 30) ineligible for sig testing

	TOTAL	HOUSEHOLD INCOME (\$000)					EMPLOYMENT STATUS								
		<20	20-50	50-75	75-100	100+	F.T.	P.T.	Self Empl.	Unempl.	Ret.	Take Care Fmly	Disabled	Stu.	Mat/Sick Leave
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All respondents															
Unweighted Base	3863	408	1116	765	480	662	1620	326	416	163	946	160	63	108	24
Weighted Base	3883	338	983	783	530	800	1701	331	431	162*	824	161	52*	146*	24**
Strongly agree	714 18%	72 21%	191 19%	151 19%	82 15%	144 18%	305 18%	51 15%	77 18%	41 25% G	153 19%	38 24%	5 10%	34 23%	6 25%
Somewhat agree	2249 58%	173 51%	548 56%	492 63% AB	338 64% AB	463 58%	1010 59%	193 58%	258 60%	81 50%	467 57%	87 54%	30 58%	80 54%	18 74%
Somewhat disagree	579 15%	51 15%	151 15%	92 12%	77 15%	133 17% C	266 16%	50 15%	59 14%	26 16%	102 12%	25 16%	11 21%	27 18%	0 0%
Strongly disagree	261 7%	36 11% CDE	67 7%	39 5%	28 5%	49 6%	85 5%	31 9% FM	28 7%	9 6%	85 10% FM	10 6%	6 11% M	2 1%	0 -
Don't know/Refused	80 2%	7 2%	26 3%	10 1%	6 1%	11 1%	34 2%	6 2%	9 2%	5 3%	17 2%	1 0%	0 1%	4 3%	0 1%
TOPBOX & LOWBOX SUMMARY															
Agree (Top2Box)	2964 76%	245 72%	739 75%	643 82% ABE	420 79%	608 76%	1315 77%	244 74%	334 78%	122 75%	620 75%	125 78%	35 67%	114 78%	24 99%
Disagree (Low2Box)	839 22%	87 26% C	218 22% C	131 17%	105 20%	182 23% C	352 21%	81 25%	87 20%	35 22%	187 23%	35 22%	17 32%	28 20%	0 0%

TALKING ABOUT CHARITIES

16. Now I would like to get your opinion on the way charities raise money. For each of the following, tell me if you strongly agree, somewhat agree, somewhat disagree or strongly disagree: 2) Too many charities are trying to get donations for the same cause?

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E - F/G/H/I/J/K/L/M/N * small base; ** very small base (under 30) ineligible for sig testing

	TOTAL	HOUSEHOLD INCOME (\$000)					EMPLOYMENT STATUS								
		<20	20-50	50-75	75-100	100+	F.T.	P.T.	Self Empl.	Unempl.	Ret.	Take Care Fmly	Disabled	Stu.	Mat/Sick Leave
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All respondents															
Unweighted Base	3863	408	1116	765	480	662	1620	326	416	163	946	160	63	108	24
Weighted Base	3883	338	983	783	530	800	1701	331	431	162*	824	161	52*	146*	24**
Strongly agree	1343 35%	120 36%	341 35%	264 34%	176 33%	254 32%	570 33%	102 31%	131 30%	47 29%	360 44%	57 35%	21 41%	33 23%	8 33%
Somewhat agree	1441 37%	111 33%	344 35%	291 37%	221 42%	320 40%	657 39%	124 38%	180 42%	56 34%	265 32%	60 37%	19 36%	50 34%	14 55%
Somewhat disagree	761 20%	69 20%	202 21%	172 22%	99 19%	159 20%	352 21%	68 21%	88 20%	33 21%	130 16%	27 17%	9 17%	41 28%	3 12%
Strongly disagree	252 6%	30 9%	76 8%	40 5%	22 4%	61 8%	99 6%	26 8%	24 5%	18 11%	39 5%	16 10%	3 5%	19 13%	0 -
Don't know/Refused	86 2%	8 2%	20 2%	16 2%	12 2%	6 1%	23 1%	10 3%	8 2%	9 5%	31 4%	1 0%	1 1%	3 2%	0 -
TOPBOX & LOWBOX SUMMARY															
Agree (Top2Box)	2784 72%	231 68%	686 70%	555 71%	397 75%	574 72%	1227 72%	226 68%	311 72%	102 63%	625 76%	117 73%	40 77%	83 57%	22 88%
Disagree (Low2Box)	1013 26%	99 29%	277 28%	212 27%	121 23%	220 27%	451 26%	95 29%	112 26%	51 31%	169 20%	44 27%	11 22%	61 41%	3 12%

TALKING ABOUT CHARITIES

16. Now I would like to get your opinion on the way charities raise money. For each of the following, tell me if you strongly agree, somewhat agree, somewhat disagree or strongly disagree: 3) It takes significant effort for charities to raise the money they need to support their cause?

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E - F/G/H/I/J/K/L/M/N * small base; ** very small base (under 30) ineligible for sig testing

	TOTAL	HOUSEHOLD INCOME (\$000)					EMPLOYMENT STATUS								
		<20 A	20-50 B	50-75 C	75-100 D	100+ E	F.T. F	P.T. G	Self Empl. H	Unempl. I	Ret. J	Take Care Fmly K	Disabled L	Stu. M	Mat/Sick Leave N
Base: All respondents															
Unweighted Base	3863	408	1116	765	480	662	1620	326	416	163	946	160	63	108	24
Weighted Base	3883	338	983	783	530	800	1701	331	431	162*	824	161	52*	146*	24**
Strongly agree	2010 52%	166 49%	510 52%	409 52%	283 53%	433 54%	879 52%	178 54%	248 58% JM	79 49%	399 48%	93 58% M	24 47%	61 42%	12 47%
Somewhat agree	1588 41%	125 37%	409 42%	328 42%	225 42%	312 39%	710 42%	132 40%	155 36%	69 43%	350 42%	58 36%	22 43%	66 45%	11 45%
Somewhat disagree	172 4%	22 7% D	42 4%	31 4%	11 2%	37 5%	66 4%	14 4%	16 4%	7 4%	38 5%	9 5%	3 5%	19 13% FGHIJ	0 -
Strongly disagree	77 2%	20 6% BCDE	17 2%	10 1%	6 1%	14 2%	27 2%	5 1%	11 2%	6 4%	24 3%	1 1%	0 1%	0 -	2 7%
Don't know/Refused	36 1%	4 1%	6 1%	5 1%	5 1%	5 1%	18 1%	2 1%	1 0%	1 1%	13 2%	0 -	2 4% HK	0 -	0 -
TOPBOX & LOWBOX SUMMARY															
Agree (Top2Box)	3598 93%	291 86%	919 93% A	737 94% A	507 96% A	745 93% A	1590 93%	310 94%	404 94%	148 92%	749 91%	151 94%	47 90%	127 87%	23 93%
Disagree (Low2Box)	249 6%	42 13% BCDE	58 6%	41 5%	17 3%	51 6%	93 5%	19 6%	27 6%	13 8%	63 8%	10 6%	3 6%	19 13% F	2 7%

TALKING ABOUT CHARITIES

16. Now I would like to get your opinion on the way charities raise money. For each of the following, tell me if you strongly agree, somewhat agree, somewhat disagree or strongly disagree: 4) Charities only ask for money when they really need it?

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E - F/G/H/I/J/K/L/M/N * small base; ** very small base (under 30) ineligible for sig testing

	TOTAL	HOUSEHOLD INCOME (\$000)					EMPLOYMENT STATUS								
		<20	20-50	50-75	75-100	100+	F.T.	P.T.	Self Empl.	Unempl.	Ret.	Take Care Fmly	Disabled	Stu.	Mat/Sick Leave
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All respondents															
Unweighted Base	3863	408	1116	765	480	662	1620	326	416	163	946	160	63	108	24
Weighted Base	3883	338	983	783	530	800	1701	331	431	162*	824	161	52*	146*	24**
Strongly agree	578 15%	95 28% BCDE	163 17% DE	128 16% DE	55 10% E	72 9% E	216 13% J	51 15% J	77 18% F	40 25% FJK	135 16% F	20 12% K	10 20% L	20 14% M	3 14% N
Somewhat agree	1029 26%	107 32% E	269 27% E	230 29% E	142 27% E	184 23% E	443 26% J	88 27% J	101 23% J	40 25% J	235 29% J	44 27% K	15 29% L	49 33% M	10 41% N
Somewhat disagree	1239 32%	71 21% A	323 33% A	234 30% A	183 35% A	280 35% A	582 34% J	110 33% J	143 33% J	41 25% J	234 28% J	45 28% K	10 19% L	52 35% M	4 15% N
Strongly disagree	979 25%	62 18% A	207 21% A	187 24% A	149 28% AB	258 32% ABC	445 26% J	79 24% J	106 25% J	37 23% J	200 24% J	51 32% M	16 30% L	25 17% M	4 15% N
Don't know/Refused	59 2%	3 1% A	21 2% CD	5 1% CD	1 0% CD	7 1% CD	15 1% CD	2 1% CD	4 1% CD	4 3% CD	20 2% F	2 1% F	1 2% F	0 - F	4 15% F
TOPBOX & LOWBOX SUMMARY															
Agree (Top2Box)	1607 41%	202 60% BCDE	432 44% DE	358 46% DE	196 37% E	255 32% E	658 39% J	139 42% J	178 41% J	80 49% F	370 45% F	63 39% K	25 49% L	69 47% M	13 55% N
Disagree (Low2Box)	2217 57%	133 39% A	530 54% A	421 54% A	332 63% ABC	538 67% ABC	1028 60% IJ	190 57% IJ	249 58% IJ	78 48% IJ	434 53% IJ	96 59% K	25 49% L	77 53% M	7 30% N

TALKING ABOUT CHARITIES

16. Now I would like to get your opinion on the way charities raise money. For each of the following, tell me if you strongly agree, somewhat agree, somewhat disagree or strongly disagree: 5) Charities spend too much money on fundraising?

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E - F/G/H/I/J/K/L/M/N * small base; ** very small base (under 30) ineligible for sig testing

	TOTAL	HOUSEHOLD INCOME (\$000)					EMPLOYMENT STATUS								
		<20 A	20-50 B	50-75 C	75-100 D	100+ E	F.T. F	P.T. G	Self Empl. H	Unempl. I	Ret. J	Take Care Fmly K	Disabled L	Stu. M	Mat/Sick Leave N
Base: All respondents															
Unweighted Base	3863	408	1116	765	480	662	1620	326	416	163	946	160	63	108	24
Weighted Base	3883	338	983	783	530	800	1701	331	431	162*	824	161	52*	146*	24**
Strongly agree	592 15%	72 21% BDE	147 15% E	130 17% E	64 12% E	86 11% E	231 14% F	43 13% G	64 15% H	20 12% I	193 23% J	16 10% K	9 16% L	8 6% M	0 0% N
Somewhat agree	1667 43%	123 37% A	438 45% A	343 44% A	238 45% A	353 44% A	704 41% M	148 45% M	207 48% M	59 36% I	383 46% J	63 39% K	19 37% L	42 29% M	17 69% N
Somewhat disagree	1118 29%	83 25% CD	270 27% CD	229 29% CD	168 32% CD	260 32% CD	548 32% J	110 33% J	114 27% J	42 26% I	148 18% J	60 37% K	17 33% L	68 47% M	4 15% N
Strongly disagree	281 7%	38 11% CD	78 8% CD	46 6% CD	29 5% CD	57 7% CD	126 7% F	15 4% G	24 6% H	29 18% I	42 5% J	13 8% K	4 8% L	19 13% M	0 1% N
Don't know/Refused	226 6%	21 6% CD	51 5% CD	36 5% CD	32 6% CD	43 5% CD	92 5% F	15 4% G	22 5% H	11 7% I	58 7% J	8 5% K	3 6% L	8 6% M	4 15% N
TOPBOX & LOWBOX SUMMARY															
Agree (Top2Box)	2259 58%	195 58% BDE	585 60% E	473 60% E	302 57% E	440 55% E	934 55% F	191 58% G	270 63% H	79 49% I	576 70% J	80 50% K	28 53% L	51 35% M	17 70% N
Disagree (Low2Box)	1399 36%	122 36% A	347 35% A	275 35% A	197 37% A	317 40% A	674 40% M	125 38% M	138 32% M	71 44% I	190 23% J	73 45% K	21 41% L	87 60% M	4 15% N

TALKING ABOUT CHARITIES

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

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E - F/G/H/I/J/K/L/M/N * small base; ** very small base (under 30) ineligible for sig testing

	TOTAL	HOUSEHOLD INCOME (\$000)					EMPLOYMENT STATUS								
		<20	20-50	50-75	75-100	100+	F.T.	P.T.	Self Empl.	Unempl.	Ret.	Take Care Fmly	Disabled	Stu.	Mat/Sick Leave
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All respondents															
Unweighted Base	3863	408	1116	765	480	662	1620	326	416	163	946	160	63	108	24
Weighted Base	3883	338	983	783	530	800	1701	331	431	162*	824	161	52*	146*	24**
Very acceptable	174 4%	22 7%	41 4%	32 4%	24 4%	38 5%	66 4%	18 5%	23 5%	8 5%	30 4%	9 6%	3 6%	11 7%	4 14%
Somewhat acceptable	1202 31%	114 34%	308 31%	256 33%	177 33%	238 30%	538 32%	108 33%	136 32%	66 41%	191 23%	57 35%	11 21%	64 44%	7 29%
Somewhat unacceptable	1234 32%	101 30%	312 32%	245 31%	185 35%	283 35%	570 34%	111 34%	107 25%	53 33%	264 32%	47 29%	16 31%	51 35%	4 17%
Very unacceptable	1248 32%	98 29%	319 32%	245 31%	141 27%	240 30%	515 30%	94 28%	159 37%	34 21%	334 41%	46 28%	21 40%	21 14%	9 38%
Don't know/Refused	26 1%	2 1%	3 0%	5 1%	4 1%	2 0%	11 1%	0 -	6 1%	1 1%	5 1%	2 1%	1 1%	0 -	0 1%
TOPBOX & LOWBOX SUMMARY															
Acceptable (Top2Box)	1375 35%	137 40%	349 35%	289 37%	201 38%	276 34%	604 36%	126 38%	159 37%	74 45%	221 27%	66 41%	15 28%	75 51%	11 44%
Unacceptable (Low2Box)	2482 64%	199 59%	631 64%	490 63%	326 61%	523 65%	1085 64%	205 62%	266 62%	87 54%	598 73%	93 58%	37 71%	71 49%	14 55%

TALKING ABOUT CHARITIES

17B. Of the money that is raised for charities, what is the maximum percentage that you think a professional fundraiser should get as payment for services?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E - F/G/H/I/J/K/L/M/N * small base; ** very small base (under 30) ineligible for sig testing

	TOTAL	HOUSEHOLD INCOME (\$000)					EMPLOYMENT STATUS									
		<20 A	20-50 B	50-75 C	75-100 D	100+ E	F.T. F	P.T. G	Self Empl. H	Unempl. I	Ret. J	Take Care Fmly K	Disabled L	Stu. M	Mat/Sick Leave N	
Base: Acceptable way for charities to raise money																
Unweighted Base	1351	161	396	271	166	235	597	120	148	71	259	58	18	55	11	
Weighted Base	1375	137*	349	289	201	276	604	126*	159*	74*	221	66*	15**	75*	11**	
None	36 3%	13 10% BCDE	10 3%	6 2%	0 -	6 2%	6 1%	3 2%	1 1%	3 4%	4 2%	9 14% FGHJ	0 -	9 11% FHJ	0 -	
1%-10%	789 57%	49 36%	193 55% A	182 63% A	126 63% A	189 68% AB	368 61% IK	62 50%	111 70% GIJK	32 43%	119 54%	27 41%	10 69%	39 53%	9 83%	
11%-20%	185 13%	22 16%	45 13%	44 15%	18 9%	41 15%	97 16%	21 17%	21 13%	7 9%	27 12%	6 9%	0 -	3 3%	2 14%	
21%-30%	70 5%	5 4%	23 7%	9 3%	12 6%	9 3%	32 5%	4 3%	2 1%	5 7%	14 6%	5 7%	3 21%	6 8%	0 -	
31%-40%	23 2%	4 3%	7 2%	3 1%	6 3%	3 1%	7 1%	1 1%	0 -	3 4%	5 2%	0 0%	0 1%	5 7% FH	0 -	
41%-50%	26 2%	7 5% E	7 2%	5 2%	8 4% E	0 -	6 1%	8 6% FJ	5 3%	1 1%	2 1%	0 0%	0 2%	4 5%	0 -	
51%-60%	9 1%	0 -	3 1%	4 2%	0 -	0 -	4 1%	2 1%	0 -	0 -	0 -	0 -	0 -	0 -	0 -	
61%-70%	7 0%	2 1%	5 1%	0 -	0 -	0 0%	5 1%	0 0%	0 -	2 3%	0 -	0 -	0 -	0 -	0 -	
71%-80%	6 0%	2 2%	2 1%	0 -	0 -	0 -	1 0%	1 0%	0 -	0 -	0 -	3 5% FHJ	0 -	2 2% F	0 -	
81%-90%	1 0%	0 -	1 0%	1 0%	0 -	0 -	0 -	0 -	0 -	0 -	1 1%	0 -	0 -	0 -	0 -	
91%-100%	2 0%	2 1%	1 0%	0 -	0 -	0 -	1 0%	1 1%	0 -	1 1%	0 -	0 -	0 -	0 -	0 -	
Don't know/Refused	220 16%	31 23% CE	51 15%	34 12%	30 15%	28 10%	78 13%	24 19%	19 12%	21 28% FH	48 22% FH	16 24%	1 7%	8 11%	0 2%	
STATISTICS																
Mean (Incl 0)	12.33	16.94 CE	13.98 E	11.17	12.44 E	9.22	11.66	14.77 H	9.6	15.95 H	12.18	13.19	12.65	14.61	5.44	
Median	9.2	7.59	8.66	8.25	8.54	7.07	9.2	8.71	7.49	8.1	8.65	5.83	6.49	5.13	1.71	
Standard Deviation	13.69	21.06	15.97	11.98	11.89	7.39	12.08	17.01	9.71	19.29	11.84	18.45	11.9	17.89	5.35	
Standard Error	0.41	1.9	0.86	0.77	1	0.51	0.53	1.73	0.86	2.65	0.83	2.85	2.97	2.56	1.78	
Mean (Excl 0)	12.73	19.34 CDE	14.46 E	11.45	12.44 E	9.45	11.81	15.16 H	9.68	16.99 FH	12.5	16.18	12.65	16.75	5.44	
Median	9	9	9	9	9	7	9	9	8	8	9	8	6	7	2	
Standard Deviation	13.73	21.45	16.03	11.99	11.89	7.33	12.08	17.07	9.71	19.47	11.83	19.23	11.9	18.2	5.35	
Standard Error	0.41	2	0.88	0.78	1	0.52	0.53	1.76	0.87	2.73	0.84	3.12	2.97	2.65	1.78	

TALKING ABOUT CHARITIES

17B. Of the money that is raised for charities, what is the maximum percentage that you think a professional fundraiser should get as payment for services?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E - F/G/H/I/J/K/L/M/N * small base; ** very small base (under 30) ineligible for sig testing

	HOUSEHOLD INCOME (\$000)					EMPLOYMENT STATUS								
	TOTAL	<20	20-50	50-75	75-100	100+	F.T.	P.T.	Self Empl.	Unempl.	Ret.	Take Care Fmly	Disabled	Stu.
	A	B	C	D	E	F	G	H	I	J	K	L	M	N

TALKING ABOUT CHARITIES

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

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E - F/G/H/I/J/K/L/M/N * small base; ** very small base (under 30) ineligible for sig testing

	TOTAL	HOUSEHOLD INCOME (\$000)					EMPLOYMENT STATUS								
		<20 A	20-50 B	50-75 C	75-100 D	100+ E	F.T. F	P.T. G	Self Empl. H	Unempl. I	Ret. J	Take Care Fmly K	Disabled L	Stu. M	Mat/Sick Leave N
Base: All respondents															
Unweighted Base	3863	408	1116	765	480	662	1620	326	416	163	946	160	63	108	24
Weighted Base	3883	338	983	783	530	800	1701	331	431	162*	824	161	52*	146*	24**
All of the time	2891 74%	190 56%	715 73% A	600 77% A	424 80% AB	636 79% AB	1310 77% GIKM	222 67% IM	317 74% IM	95 59% J	660 80% GHIKM	106 66% K	45 87% GIKM	80 55% L	17 71% M
Only when asked	684 18%	84 25% BCDE	157 16% CDE	143 18% CDE	87 16% CDE	127 16% CDE	281 17% FHJL	86 26% FHJL	71 16% J	36 22% J	106 13% FGJ	30 19% FGJ	5 10% FGJ	49 34% FHJKL	7 27% N
Not at all	275 7%	58 17% BCDE	100 10% CDE	38 5% CDE	18 3% CDE	33 4% CDE	107 6% CDE	20 6% CDE	42 10% J	22 14% J	45 5% FGJ	21 13% FGJ	1 3% FGJ	16 11% FHJKL	0 1% N
Don't know/Refused	33 1%	7 2% CD	10 1% CD	2 0% CD	0 - CD	4 1% CD	3 0% CD	3 1% CD	0 0% CD	9 5% FGHJ	13 2% F	4 2% FH	0 - FH	1 1% FH	0 1% N

TALKING ABOUT CHARITIES

19. Please tell me if you &q3tx1 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.

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E - F/G/H/I/J/K/L/M/N * small base; ** very small base (under 30) ineligible for sig testing

	TOTAL	HOUSEHOLD INCOME (\$000)					EMPLOYMENT STATUS								
		<20	20-50	50-75	75-100	100+	F.T.	P.T.	Self Empl.	Unempl.	Ret.	Take Care Fmly	Disabled	Stu.	Mat/Sick Leave
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All respondents															
Unweighted Base	3863	408	1116	765	480	662	1620	326	416	163	946	160	63	108	24
Weighted Base	3883	338	983	783	530	800	1701	331	431	162*	824	161	52*	146*	24**
Strongly agree	1907 49%	166 49%	521 53%	383 49%	245 46%	385 48%	867 51% J	144 43%	220 51%	86 53%	366 44%	86 53%	25 48%	61 42%	16 63%
Somewhat agree	1317 34%	112 33%	306 31%	286 37%	199 38%	262 33%	581 34%	126 38%	141 33%	49 30%	299 36%	50 31%	13 24%	49 33%	6 26%
Somewhat disagree	382 10%	29 9%	89 9%	66 8%	53 10%	93 12%	159 9%	32 10%	44 10%	15 9%	87 11%	14 9%	5 10%	17 12%	2 7%
Strongly disagree	271 7%	29 9%	66 7%	47 6%	31 6%	61 8%	93 5%	29 9%	25 6%	12 7%	70 9% F	9 5% F	9 17% FHK	19 13% F	1 4%
Don't know/Refused	7 0%	1 0%	1 0%	1 0%	2 0%	0 -	1 0%	1 0%	0 -	0 -	2 0%	2 1% F	1 1% F	0 -	0 -
TOPBOX & LOWBOX SUMMARY															
Agree (Top2Box)	3224 83%	279 82%	828 84%	669 85%	444 84%	647 81%	1448 85% JLM	270 81%	361 84%	135 83%	665 81%	136 85%	37 72%	110 75%	22 89%
Disagree (Low2Box)	653 17%	58 17%	154 16%	113 14%	84 16%	154 19%	252 15%	61 18%	69 16%	27 17%	157 19% F	23 14% F	14 27% F	36 25% F	3 11% F

TALKING ABOUT CHARITIES

20. AGREE SUMMARY TABLE

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E - F/G/H/I/J/K/L/M/N * small base; ** very small base (under 30) ineligible for sig testing

	TOTAL	HOUSEHOLD INCOME (\$000)					EMPLOYMENT STATUS								
		<20	20-50	50-75	75-100	100+	F.T.	P.T.	Self Empl.	Unempl.	Ret.	Take Care Fmly	Disabled	Stu.	Mat/Sick Leave
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All Respondents															
Unweighted Base	3863	408	1116	765	480	662	1620	326	416	163	946	160	63	108	24
Weighted Base	3883	338	983	783	530	800	1701	331	431	162*	824	161	52*	146*	24**
1) Running a business is a good way to raise money that charities aren't able to get through donations and grants	3330 86%	280 83%	810 82%	697 89% AB	476 90% AB	714 89% AB	1498 88% JL	298 90% IJL	368 85% L	132 81%	663 80%	140 87% L	36 69%	131 90% L	21 86%
2) 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	2856 74%	254 75%	726 74%	587 75%	405 77%	587 73%	1292 76% HJ	239 72%	301 70%	120 74%	587 71%	118 73%	44 85%	100 69%	20 83%
3) When charities run businesses, it takes too much time away from their core cause	2020 52%	192 57% E	542 55% E	450 57% DE	264 50%	350 44%	922 54% H	163 49%	198 46%	103 63% GHJM	413 50%	83 51%	28 55%	66 45%	12 48%

TALKING ABOUT CHARITIES

20. DISAGREE SUMMARY TABLE

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E - F/G/H/I/J/K/L/M/N * small base; ** very small base (under 30) ineligible for sig testing

	TOTAL	HOUSEHOLD INCOME (\$000)					EMPLOYMENT STATUS								
		<20	20-50	50-75	75-100	100+	F.T.	P.T.	Self Empl.	Unempl.	Ret.	Take Care Fmly	Disabled	Stu.	Mat/Sick Leave
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All Respondents															
Unweighted Base	3863	408	1116	765	480	662	1620	326	416	163	946	160	63	108	24
Weighted Base	3883	338	983	783	530	800	1701	331	431	162*	824	161	52*	146*	24**
1) Running a business is a good way to raise money that charities aren't able to get through donations and grants	477 12%	54 16% CDE	142 14% CDE	71 9%	49 9%	82 10%	174 10%	31 9%	59 14%	22 13%	137 17% FG	15 9%	12 23% FGK	15 10%	3 13%
2) 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	945 24%	83 24%	241 24%	181 23%	119 22%	194 24%	379 22%	74 22%	123 29% FL	41 25%	215 26% L	42 26%	6 12%	45 31% L	4 16%
3) When charities run businesses, it takes too much time away from their core cause	1740 45%	140 41%	418 42%	307 39%	253 48% C	428 54% ABC	734 43%	156 47%	223 52% FIJ	57 35%	363 44%	77 48%	22 42%	78 53% I	13 52%

TALKING ABOUT CHARITIES

20. I'm going to read you a series of statements about charities running a business to earn money for their charitable activities. For each of the following statements, please tell me if you strongly agree, somewhat agree, somewhat disagree or strongly disagree: 1) Running a business is a good way to raise money that charities aren't able to get through donations and grants?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E - F/G/H/I/J/K/L/M/N * small base; ** very small base (under 30) ineligible for sig testing

	TOTAL	HOUSEHOLD INCOME (\$000)					EMPLOYMENT STATUS								
		<20	20-50	50-75	75-100	100+	F.T.	P.T.	Self Empl.	Unempl.	Ret.	Take Care Fmly	Disabled	Stu.	Mat/Sick Leave
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All respondents															
Unweighted Base	3863	408	1116	765	480	662	1620	326	416	163	946	160	63	108	24
Weighted Base	3883	338	983	783	530	800	1701	331	431	162*	824	161	52*	146*	24**
Strongly agree	1344 35%	127 38%	324 33%	260 33%	191 36%	314 39%	579 34%	117 35%	164 38%	50 31%	274 33%	66 41%	16 31%	47 32%	10 41%
Somewhat agree	1986 51%	153 45%	486 49%	437 56%	286 54%	401 50%	919 54%	181 55%	204 47%	82 50%	390 47%	73 46%	20 38%	84 58%	11 45%
Somewhat disagree	289 7%	30 9%	76 8%	41 5%	32 6%	64 8%	113 7%	21 6%	33 8%	12 7%	78 9%	7 4%	7 14%	11 7%	2 7%
Strongly disagree	187 5%	25 7%	66 7%	30 4%	17 3%	18 2%	61 4%	10 3%	26 6%	10 6%	60 7%	8 5%	5 9%	5 3%	2 6%
Don't know/Refused	77 2%	4 1%	31 3%	16 2%	5 1%	4 0%	28 2%	2 1%	4 1%	8 5%	24 3%	6 4%	4 8%	0 -	0 1%
TOPBOX & LOWBOX SUMMARY															
Agree (Top2Box)	3330 86%	280 83%	810 82%	697 89%	476 90%	714 89%	1498 88%	298 90%	368 85%	132 81%	663 80%	140 87%	36 69%	131 90%	21 86%
Disagree (Low2Box)	477 12%	54 16%	142 14%	71 9%	49 9%	82 10%	174 10%	31 9%	59 14%	22 13%	137 17%	15 9%	12 23%	15 10%	3 13%

TALKING ABOUT CHARITIES

20. I'm going to read you a series of statements about charities running a business to earn money for their charitable activities. For each of the following statements, please tell me if you strongly agree, somewhat agree, somewhat disagree or strongly disagree: 2) 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?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E - F/G/H/I/J/K/L/M/N * small base; ** very small base (under 30) ineligible for sig testing

	HOUSEHOLD INCOME (\$000)						EMPLOYMENT STATUS								
	TOTAL	<20	20-50	50-75	75-100	100+	F.T.	P.T.	Self Empl.	Unempl.	Ret.	Take Care Fmly	Disabled	Stu.	Mat/Sick Leave
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	
Base: All respondents															
Unweighted Base	3863	408	1116	765	480	662	1620	326	416	163	946	160	63	108	24
Weighted Base	3883	338	983	783	530	800	1701	331	431	162*	824	161	52*	146*	24**
Strongly agree	1030 27%	106 31%	274 28%	207 26%	133 25%	182 23%	470 28%	92 28%	89 21%	50 31%	221 27%	36 23%	20 38%	35 24%	3 12%
Somewhat agree	1827 47%	147 44%	453 46%	380 49%	273 51%	406 51%	822 48%	147 44%	212 49%	70 43%	367 44%	82 51%	24 47%	66 45%	17 71%
Somewhat disagree	679 17%	49 15%	156 16%	146 19%	89 17%	145 18%	283 17%	58 18%	87 20%	22 13%	137 17%	28 17%	5 9%	44 30%	2 9%
Strongly disagree	266 7%	33 10%	85 9%	36 5%	30 6%	49 6%	95 6%	16 5%	36 8%	19 12%	78 9%	14 9%	1 2%	2 1%	2 7%
Don't know/Refused	82 2%	2 0%	16 2%	15 2%	6 1%	19 2%	30 2%	18 5%	7 2%	1 1%	22 3%	1 1%	2 3%	0 0%	0 1%
TOPBOX & LOWBOX SUMMARY															
Agree (Top2Box)	2856 74%	254 75%	726 74%	587 75%	405 77%	587 73%	1292 76%	239 72%	301 70%	120 74%	587 71%	118 73%	44 85%	100 69%	20 83%
Disagree (Low2Box)	945 24%	83 24%	241 24%	181 23%	119 22%	194 24%	379 22%	74 22%	123 29%	41 25%	215 26%	42 26%	6 12%	45 31%	4 16%

TALKING ABOUT CHARITIES

20. I'm going to read you a series of statements about charities running a business to earn money for their charitable activities. For each of the following statements, please tell me if you strongly agree, somewhat agree, somewhat disagree or strongly disagree: 3) When charities run businesses, it takes too much time away from their core cause?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E - F/G/H/I/J/K/L/M/N * small base; ** very small base (under 30) ineligible for sig testing

	TOTAL	HOUSEHOLD INCOME (\$000)					EMPLOYMENT STATUS								
		<20 A	20-50 B	50-75 C	75-100 D	100+ E	F.T. F	P.T. G	Self Empl. H	Unempl. I	Ret. J	Take Care Fmly K	Disabled L	Stu. M	Mat/Sick Leave N
Base: All respondents															
Unweighted Base	3863	408	1116	765	480	662	1620	326	416	163	946	160	63	108	24
Weighted Base	3883	338	983	783	530	800	1701	331	431	162*	824	161	52*	146*	24**
Strongly agree	474 12%	59 17% DE	149 15% E	95 12% E	56 11% E	65 8% E	207 12% HJ	27 8% HJ	53 12% IJ	23 15% HJ	112 14% G	19 12% I	11 21% G	15 10% FIJ	3 14% I
Somewhat agree	1546 40%	133 39%	393 40%	355 45% E	208 39% E	284 36% ABC	716 42% I	136 41% I	144 34% IJ	79 49% IJ	301 36% I	64 40% I	17 33% I	51 35% FIJ	8 34% I
Somewhat disagree	1294 33%	83 25% CD	296 30%	237 30% E	199 38% ABC	335 42% ABC	574 34% I	112 34% I	165 38% IJ	38 23% IJ	240 29% I	60 38% I	15 30% I	69 47% FIJ	9 38% I
Strongly disagree	446 11%	56 17% CD	121 12%	70 9% E	54 10% E	93 12% E	160 9% HJ	44 13% HJ	58 13% IJ	19 12% IJ	123 15% F	17 11% F	7 13% F	9 6% FIJ	3 14% I
Don't know/Refused	124 3%	6 2%	24 2%	27 3% E	13 3% E	22 3% E	45 3% HJ	12 3% HJ	10 2% IJ	2 1% IJ	48 6% FHK	1 1% F	2 3% F	2 1% FIJ	0 1% I
TOPBOX & LOWBOX SUMMARY															
Agree (Top2Box)	2020 52%	192 57% E	542 55% E	450 57% DE	264 50% DE	350 44% DE	922 54% H	163 49% H	198 46% H	103 63% GHJM	413 50% H	83 51% H	28 55% H	66 45% H	12 48% H
Disagree (Low2Box)	1740 45%	140 41%	418 42%	307 39% E	253 48% E	428 54% ABC	734 43% ABC	156 47% ABC	223 52% FIJ	57 35% FIJ	363 44% FIJ	77 48% FIJ	22 42% FIJ	78 53% I	13 52% I

TALKING ABOUT CHARITIES

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

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E - F/G/H/I/J/K/L/M/N * small base; ** very small base (under 30) ineligible for sig testing

	TOTAL	HOUSEHOLD INCOME (\$000)					EMPLOYMENT STATUS								
		<20 A	20-50 B	50-75 C	75-100 D	100+ E	F.T. F	P.T. G	Self Empl. H	Unempl. I	Ret. J	Take Care Fmly K	Disabled L	Stu. M	Mat/Sick Leave N
Base: All respondents															
Unweighted Base	3863	408	1116	765	480	662	1620	326	416	163	946	160	63	108	24
Weighted Base	3883	338	983	783	530	800	1701	331	431	162*	824	161	52*	146*	24**
If a charity makes some of its money from a business, they should have to pay taxes like any other business	1106 28%	111 33% BD	235 24%	252 32% BD	125 24%	234 29%	501 29%	95 29%	133 31%	54 33%	221 27%	35 22%	13 25%	40 28%	4 18%
Charities shouldn't have to pay tax on earnings from a business if it is used to support their cause	2736 70%	223 66%	738 75% AC	528 67%	401 76% AC	560 70%	1196 70%	229 69%	292 68%	107 66%	588 71%	125 77%	37 71%	106 72%	20 82%
Don't know/Refused	42 1%	4 1%	10 1%	4 1%	4 1%	6 1%	4 0%	8 2% F	6 1% F	1 1%	15 2% F	1 1%	2 4% F	0 -	0 -

TALKING ABOUT CHARITIES

23. LIKELY SUMMARY TABLE

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E - F/G/H/I/J/K/L/M/N * small base; ** very small base (under 30) ineligible for sig testing

	TOTAL	HOUSEHOLD INCOME (\$000)					EMPLOYMENT STATUS								
		<20 A	20-50 B	50-75 C	75-100 D	100+ E	F.T. F	P.T. G	Self Empl. H	Unempl. I	Ret. J	Take Care Fmly K	Disabled L	Stu. M	Mat/Sick Leave N
Base: All Respondents															
Unweighted Base	3863	408	1116	765	480	662	1620	326	416	163	946	160	63	108	24
Weighted Base	3883	338	983	783	530	800	1701	331	431	162*	824	161	52*	146*	24**
1) On a charity's website	2400 62%	194 57%	582 59%	479 61%	343 65%	548 68%	1171 69%	213 64%	272 63%	104 64%	367 44%	93 58%	25 47%	112 77%	19 77%
2) On a website of someone who regulates charities	2062 53%	164 49%	511 52%	414 53%	300 57%	441 55%	994 58%	180 54%	233 54%	99 61%	323 39%	83 51%	25 48%	82 56%	18 74%
3) By looking at a charity's financial statements	1904 49%	163 48%	505 51%	403 51%	220 41%	379 47%	810 48%	153 46%	240 56%	90 55%	418 51%	66 41%	24 47%	70 48%	10 42%
4) By calling the charity and asking for more information	1725 44%	171 50%	481 49%	359 46%	198 37%	274 34%	758 45%	146 44%	181 42%	92 57%	353 43%	72 45%	31 60%	62 43%	7 31%
5) By reading printed material you received from the charity	3106 80%	271 80%	796 81%	620 79%	421 79%	640 80%	1387 82%	267 81%	319 74%	134 83%	642 78%	143 89%	41 79%	118 81%	22 88%

TALKING ABOUT CHARITIES

23. UNLIKELY SUMMARY TABLE

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E - F/G/H/I/J/K/L/M/N * small base; ** very small base (under 30) ineligible for sig testing

	TOTAL	HOUSEHOLD INCOME (\$000)					EMPLOYMENT STATUS								
		<20	20-50	50-75	75-100	100+	F.T.	P.T.	Self Empl.	Unempl.	Ret.	Take Care Fmly	Disabled	Stu.	Mat/Sick Leave
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All Respondents															
Unweighted Base	3863	408	1116	765	480	662	1620	326	416	163	946	160	63	108	24
Weighted Base	3883	338	983	783	530	800	1701	331	431	162*	824	161	52*	146*	24**
1) On a charity's website	1435 37%	129 38%	390 40%	298 38%	187 35%	250 31%	512 30%	118 36%	157 36%	57 35%	443 54%	66 41%	22 41%	33 23%	4 15%
2) On a website of someone who regulates charities	1761 45%	162 48%	460 47%	367 47%	227 43%	349 44%	691 41%	150 45%	194 45%	62 38%	474 57%	76 47%	21 41%	64 44%	6 25%
3) By looking at a charity's financial statements	1953 50%	173 51%	466 47%	377 48%	308 58%	420 52%	884 52%	172 52%	191 44%	72 44%	395 48%	94 58%	27 51%	76 52%	14 57%
4) By calling the charity and asking for more information	2152 55%	167 49%	499 51%	424 54%	332 63%	525 66%	941 55%	185 56%	249 58%	70 43%	467 57%	89 55%	20 39%	83 57%	17 69%
5) By reading printed material you received from the charity	756 19%	65 19%	186 19%	163 21%	108 20%	155 19%	308 18%	64 19%	111 26%	27 17%	168 20%	18 11%	10 20%	28 19%	3 11%

TALKING ABOUT CHARITIES

23. When you are thinking about the possibility of donating to a charity, are you very likely, somewhat likely, somewhat unlikely or very unlikely to research the charity: 1) On a charity's website?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E - F/G/H/I/J/K/L/M/N * small base; ** very small base (under 30) ineligible for sig testing

	TOTAL	HOUSEHOLD INCOME (\$000)					EMPLOYMENT STATUS								
		<20	20-50	50-75	75-100	100+	F.T.	P.T.	Self Empl.	Unempl.	Ret.	Take Care Fmly	Disabled	Stu.	Mat/Sick Leave
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All respondents															
Unweighted Base	3863	408	1116	765	480	662	1620	326	416	163	946	160	63	108	24
Weighted Base	3883	338	983	783	530	800	1701	331	431	162*	824	161	52*	146*	24**
Very likely	1155 30%	94 28%	292 30%	209 27%	189 36%	252 31%	555 33%	96 29%	137 32%	45 28%	164 20%	56 35%	9 17%	65 45%	13 54%
Somewhat likely	1245 32%	100 30%	290 30%	269 34%	154 29%	296 37%	615 36%	116 35%	135 31%	59 36%	203 25%	37 23%	16 30%	47 32%	6 23%
Somewhat unlikely	528 14%	23 7%	155 16%	108 14%	79 15%	116 14%	250 15%	53 16%	56 13%	14 9%	104 13%	25 15%	5 9%	15 10%	2 8%
Very unlikely	907 23%	106 31%	236 24%	190 24%	108 20%	134 17%	262 15%	66 20%	101 23%	44 27%	339 41%	41 25%	17 33%	19 13%	2 8%
Don't know/Refused	49 1%	14 4%	10 1%	7 1%	0 -	3 0%	18 1%	0 0%	2 0%	1 1%	14 2%	2 1%	6 11%	0 0%	2 8%
TOPBOX & LOWBOX SUMMARY															
Likely (Top2Box)	2400 62%	194 57%	582 59%	479 61%	343 65%	548 68%	1171 69%	213 64%	272 63%	104 64%	367 44%	93 58%	25 47%	112 77%	19 77%
Unlikely (Low2Box)	1435 37%	129 38%	390 40%	298 38%	187 35%	250 31%	512 30%	118 36%	157 36%	57 35%	443 54%	66 41%	22 41%	33 23%	4 15%

TALKING ABOUT CHARITIES

23. When you are thinking about the possibility of donating to a charity, are you very likely, somewhat likely, somewhat unlikely or very unlikely to research the charity: 2) On a website of someone who regulates charities?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E - F/G/H/I/J/K/L/M/N * small base; ** very small base (under 30) ineligible for sig testing

	TOTAL	HOUSEHOLD INCOME (\$000)					EMPLOYMENT STATUS								
		<20	20-50	50-75	75-100	100+	F.T.	P.T.	Self Empl.	Unempl.	Ret.	Take Care Fmly	Disabled	Stu.	Mat/Sick Leave
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All respondents															
Unweighted Base	3863	408	1116	765	480	662	1620	326	416	163	946	160	63	108	24
Weighted Base	3883	338	983	783	530	800	1701	331	431	162*	824	161	52*	146*	24**
Very likely	906 23%	54 16%	236 24%	175 22%	146 27%	193 24%	451 26%	83 25%	108 25%	36 22%	132 16%	40 25%	9 17%	33 22%	8 32%
Somewhat likely	1156 30%	110 33%	275 28%	239 31%	155 29%	248 31%	543 32%	97 29%	125 29%	62 38%	191 23%	43 27%	16 31%	50 34%	10 42%
Somewhat unlikely	780 20%	56 17%	205 21%	166 21%	107 20%	172 21%	365 21%	73 22%	86 20%	19 12%	148 18%	30 19%	12 24%	34 23%	4 18%
Very unlikely	981 25%	106 31%	255 26%	201 26%	120 23%	177 22%	326 19%	77 23%	107 25%	42 26%	325 39%	46 29%	9 17%	29 20%	2 8%
Don't know/Refused	61 2%	12 4%	12 1%	2 0%	3 1%	11 1%	16 1%	1 0%	4 1%	2 1%	28 3%	2 1%	6 11%	0 -	0 1%
TOPBOX & LOWBOX SUMMARY															
Likely (Top2Box)	2062 53%	164 49%	511 52%	414 53%	300 57%	441 55%	994 58%	180 54%	233 54%	99 61%	323 39%	83 51%	25 48%	82 56%	18 74%
Unlikely (Low2Box)	1761 45%	162 48%	460 47%	367 47%	227 43%	349 44%	691 41%	150 45%	194 45%	62 38%	474 57%	76 47%	21 41%	64 44%	6 25%

TALKING ABOUT CHARITIES

23. When you are thinking about the possibility of donating to a charity, are you very likely, somewhat likely, somewhat unlikely or very unlikely to research the charity: 3) By looking at a charity's financial statements?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E - F/G/H/I/J/K/L/M/N * small base; ** very small base (under 30) ineligible for sig testing

	TOTAL	HOUSEHOLD INCOME (\$000)					EMPLOYMENT STATUS								
		<20	20-50	50-75	75-100	100+	F.T.	P.T.	Self Empl.	Unempl.	Ret.	Take Care Fmly	Disabled	Stu.	Mat/Sick Leave
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All respondents															
Unweighted Base	3863	408	1116	765	480	662	1620	326	416	163	946	160	63	108	24
Weighted Base	3883	338	983	783	530	800	1701	331	431	162*	824	161	52*	146*	24**
Very likely	771 20%	70 21%	200 20%	145 19%	104 20%	143 18%	311 18%	56 17%	92 21%	31 19%	197 24%	38 24%	11 20%	25 17%	4 14%
Somewhat likely	1133 29%	93 27%	305 31%	258 33%	116 22%	236 29%	499 29%	98 30%	148 34%	59 36%	222 27%	28 17%	14 27%	44 30%	7 28%
Somewhat unlikely	878 23%	68 20%	215 22%	185 24%	147 28%	180 22%	418 25%	74 22%	86 20%	12 7%	172 21%	49 31%	11 22%	41 28%	4 16%
Very unlikely	1074 28%	105 31%	251 26%	192 25%	161 30%	240 30%	465 27%	98 30%	105 24%	60 37%	224 27%	44 27%	15 30%	36 24%	10 41%
Don't know/Refused	27 1%	2 1%	11 1%	4 0%	2 0%	1 0%	7 0%	5 2%	0 0%	1 0%	11 1%	2 1%	1 2%	0 -	0 1%
TOPBOX & LOWBOX SUMMARY															
Likely (Top2Box)	1904 49%	163 48%	505 51%	403 51%	220 41%	379 47%	810 48%	153 46%	240 56%	90 55%	418 51%	66 41%	24 47%	70 48%	10 42%
Unlikely (Low2Box)	1953 50%	173 51%	466 47%	377 48%	308 58%	420 52%	884 52%	172 52%	191 44%	72 44%	395 48%	94 58%	27 51%	76 52%	14 57%

TALKING ABOUT CHARITIES

23. When you are thinking about the possibility of donating to a charity, are you very likely, somewhat likely, somewhat unlikely or very unlikely to research the charity: 4) By calling the charity and asking for more information?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E - F/G/H/I/J/K/L/M/N * small base; ** very small base (under 30) ineligible for sig testing

	TOTAL	HOUSEHOLD INCOME (\$000)					EMPLOYMENT STATUS								
		<20	20-50	50-75	75-100	100+	F.T.	P.T.	Self Empl.	Unempl.	Ret.	Take Care Fmly	Disabled	Stu.	Mat/Sick Leave
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All respondents															
Unweighted Base	3863	408	1116	765	480	662	1620	326	416	163	946	160	63	108	24
Weighted Base	3883	338	983	783	530	800	1701	331	431	162*	824	161	52*	146*	24**
Very likely	755 19%	83 24%	218 22%	141 18%	101 19%	100 13%	311 18%	76 23%	75 17%	45 28%	158 19%	44 27%	14 26%	18 12%	5 21%
		CE	E	E	E					FHM		FHM			
Somewhat likely	970 25%	88 26%	263 27%	218 28%	97 18%	174 22%	447 26%	70 21%	107 25%	47 29%	195 24%	28 17%	18 34%	44 30%	2 10%
		D	D	DE			K						K		
Somewhat unlikely	975 25%	53 16%	250 25%	202 26%	157 30%	252 31%	476 28%	79 24%	105 24%	29 18%	166 20%	40 25%	12 22%	50 34%	8 31%
		A	A	A	A	AB	IJ							IJ	
Very unlikely	1177 30%	114 34%	249 25%	222 28%	176 33%	273 34%	465 27%	106 32%	145 34%	41 25%	301 37%	49 31%	9 17%	33 23%	9 38%
		B	B		B	B			L		FILM				
Don't know/Refused	6 0%	0 0%	3 0%	0 0%	0 -	1 0%	1 0%	0 -	0 0%	0 -	4 0%	0 -	1 1%	0 0%	0 1%
TOPBOX & LOWBOX SUMMARY															
Likely (Top2Box)	1725 44%	171 50%	481 49%	359 46%	198 37%	274 34%	758 45%	146 44%	181 42%	92 57%	353 43%	72 45%	31 60%	62 43%	7 31%
		DE	DE	DE						FGHJ			HJ		
Unlikely (Low2Box)	2152 55%	167 49%	499 51%	424 54%	332 63%	525 66%	941 55%	185 56%	249 58%	70 43%	467 57%	89 55%	20 39%	83 57%	17 69%
					ABC	ABC	IL	I	IL		IL				

TALKING ABOUT CHARITIES

23. When you are thinking about the possibility of donating to a charity, are you very likely, somewhat likely, somewhat unlikely or very unlikely to research the charity: 5) By reading printed material you received from the charity?

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E - F/G/H/I/J/K/L/M/N * small base; ** very small base (under 30) ineligible for sig testing

	TOTAL	HOUSEHOLD INCOME (\$000)					EMPLOYMENT STATUS								
		<20	20-50	50-75	75-100	100+	F.T.	P.T.	Self Empl.	Unempl.	Ret.	Take Care Fmly	Disabled	Stu.	Mat/Sick Leave
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All respondents															
Unweighted Base	3863	408	1116	765	480	662	1620	326	416	163	946	160	63	108	24
Weighted Base	3883	338	983	783	530	800	1701	331	431	162*	824	161	52*	146*	24**
Very likely	1583 41%	143 42%	424 43% C	288 37%	213 40%	331 41%	671 39%	152 46%	184 43%	67 41%	333 40%	78 48%	18 35%	54 37%	11 43%
Somewhat likely	1523 39%	128 38%	373 38% C	332 42%	208 39%	309 39%	716 42%	115 35%	136 31%	67 42%	309 37%	65 40%	23 44%	64 44%	11 45%
Somewhat unlikely	432 11%	24 7%	121 12% A	94 12% A	68 13% A	87 11%	190 11%	44 13%	74 17% FIJM	14 9%	74 9%	16 10%	5 9%	8 6%	2 6%
Very unlikely	325 8%	41 12% B	65 7%	69 9%	41 8%	67 8%	118 7% K	20 6%	37 9% K	14 8% K	94 11% FGK	2 1%	5 11% K	20 14% FK	1 5%
Don't know/Refused	21 1%	2 1%	0 0%	0 0%	0 0%	6 1%	6 0%	0 -	0 0%	0 0%	14 2% FH	0 -	1 1%	0 -	0 1%
TOPBOX & LOWBOX SUMMARY															
Likely (Top2Box)	3106 80%	271 80%	796 81% H	620 79%	421 79%	640 80%	1387 82% H	267 81%	319 74%	134 83%	642 78%	143 89% HJ	41 79%	118 81%	22 88%
Unlikely (Low2Box)	756 19%	65 19%	186 19%	163 21%	108 20%	155 19%	308 18%	64 19%	111 26% FK	27 17%	168 20% K	18 11%	10 20%	28 19%	3 11%

DEMOGRAPHICS

23. What age group do you fall into?

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E - F/G/H/I/J/K/L/M/N * small base; ** very small base (under 30) ineligible for sig testing

	TOTAL	HOUSEHOLD INCOME (\$000)					EMPLOYMENT STATUS								
		<20 A	20-50 B	50-75 C	75-100 D	100+ E	F.T. F	P.T. G	Self Empl. H	Unempl. I	Ret. J	Take Care Fmly K	Disabled L	Stu. M	Mat/Sick Leave N
Base: All respondents															
Unweighted Base	3863	408	1116	765	480	662	1620	326	416	163	946	160	63	108	24
Weighted Base	3883	338	983	783	530	800	1701	331	431	162*	824	161	52*	146*	24**
18-24	281 7%	65 19% BCDE	62 6%	32 4%	48 9% CE	36 5%	92 5%	49 15% FHJKL	13 3% J	19 12% FHJKL	1 0%	4 3% J	0 -	96 66% FGHIJKL	1 5%
25-34	574 15%	39 11%	166 17%	141 18% A	88 17% A	112 14%	364 21% GHJL	37 11% J	47 11% J	30 18% J	3 0%	35 22% GHJ	4 8% J	35 24% GHJ	12 47%
35-44	640 16%	55 16%	141 14%	123 16%	97 18% BC	177 22% BC	367 22% JM	68 21% JM	100 23% JM	29 18% JM	2 0%	51 32% FGIJM	11 21% JM	6 4% J	2 6%
45-54	978 25%	52 15%	204 21%	195 25% A	159 30% AB	270 34% ABC	571 34% JM	94 28% JM	127 30% JM	55 34% JM	39 5%	42 26% JM	23 45% GJKM	7 4% J	8 31%
55-64	775 20%	54 16%	193 20%	178 23% AD	89 17% AD	155 19%	266 16% M	48 14% M	115 27% FGKM	28 17% M	274 33% FGIKM	15 9% M	13 24% KM	2 1% J	2 10%
65+	582 15%	65 19% DE	208 21% CDE	109 14% DE	44 8% DE	45 6%	23 1% M	29 9% FIM	28 7% FIM	1 1% J	486 59% FGHIKLM	11 7% FIM	1 1%	0 -	0 -
Refused	54 1%	7 2% E	9 1%	5 1%	5 1%	4 1%	17 1%	6 2%	1 0%	0 -	19 2% FH	1 1%	0 -	1 1%	0 -
Average Age	48	46	50 ADE	49 DE	45	47	43 M	44 M	48 FGIKM	42 M	67 FGHIKLM	43 M	49 FGIKM	25	40

DEMOGRAPHICS

24. Number of Adults live in your household?

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E - F/G/H/I/J/K/L/M/N * small base; ** very small base (under 30) ineligible for sig testing

	TOTAL	HOUSEHOLD INCOME (\$000)					EMPLOYMENT STATUS								
		<20 A	20-50 B	50-75 C	75-100 D	100+ E	F.T. F	P.T. G	Self Empl. H	Unempl. I	Ret. J	Take Care Fmly K	Disabled L	Stu. M	Mat/Sick Leave N
Base: All respondents															
Unweighted Base	3863	408	1116	765	480	662	1620	326	416	163	946	160	63	108	24
Weighted Base	3883	338	983	783	530	800	1701	331	431	162*	824	161	52*	146*	24**
1 person	474 12%	109 32% BCDE	184 19% CDE	71 9% E	39 7% E	24 3%	179 11%	31 9%	37 9%	22 14%	162 20% FGHKM	12 7%	14 27% FGHKM	11 8%	2 7%
2 persons	2222 57%	139 41%	544 55% A	489 62% AB	323 61% A	509 64% AB	962 57% M	178 54% M	260 60% IM	78 48% M	533 65% FGIM	108 7% FGIM	27 52% M	45 31%	15 61%
3 persons	687 18%	45 13%	176 18%	119 15%	106 20% A	149 19%	335 20% J	74 22% JK	68 16%	38 24% JK	90 11%	20 12%	6 11%	40 28% HJK	4 15%
4 persons	344 9%	33 10% B	49 5%	87 11% B	42 8% B	82 10% B	160 9% J	36 11% J	46 11% J	20 12% J	24 3%	15 9% J	4 8%	28 19% FJ	4 17%
5 persons	124 3%	11 3%	15 2%	11 1%	17 3%	35 4% BC	45 3%	11 3%	12 3%	4 3%	16 2%	5 3%	1 2%	18 13% FGHIJK	0 -
6 persons	21 1%	0 -	2 0%	6 1%	3 1%	0 -	12 1% J	1 0%	3 1%	0 -	0 -	1 1% J	0 -	3 2% J	0 -
7 persons	7 0%	0 -	7 1%	0 -	0 -	0 -	7 0%	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -
8 persons	4 0%	0 -	4 0%	0 -	0 -	0 -	0 -	0 -	4 1% FJ	0 -	0 -	0 -	0 -	0 -	0 -
STATISTICS															
Mean	2.37	2.11	2.21	2.36 AB	2.4 AB	2.49 ABC	2.41 JL	2.46 JL	2.45 JL	2.42 JL	2.03	2.36 J	2.05	3.03 FGHIJKL	2.43

DEMOGRAPHICS

25. And, how many people under 18 years of age live in your household?

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E - F/G/H/I/J/K/L/M/N * small base; ** very small base (under 30) ineligible for sig testing

	TOTAL	HOUSEHOLD INCOME (\$000)					EMPLOYMENT STATUS								
		<20 A	20-50 B	50-75 C	75-100 D	100+ E	F.T. F	P.T. G	Self Empl. H	Unempl. I	Ret. J	Take Care Fmly K	Disabled L	Stu. M	Mat/Sick Leave N
Base: All respondents															
Unweighted Base	3863	408	1116	765	480	662	1620	326	416	163	946	160	63	108	24
Weighted Base	3883	338	983	783	530	800	1701	331	431	162*	824	161	52*	146*	24**
None	2496 64%	239 71% CDE	703 72% CDE	494 63% DE	293 55%	424 53%	941 55% K	186 56% K	253 59% K	111 69% FGK	792 96% FGHIKLM	51 31% K	31 61% K	85 58% K	7 28%
1 person	631 16%	47 14%	138 14%	128 16%	105 20% B	167 21% AB	356 21% J	58 17% J	75 17% J	26 16% J	18 2% J	32 20% J	13 26% J	42 29% GHJ	8 33%
2 persons	526 14%	34 10%	102 10%	103 13%	95 18% AB	155 19% ABC	294 17% JM	57 17% JM	76 18% JM	19 12% J	13 2% J	49 30% FGHIJLM	3 6% J	7 5% J	2 9%
3 persons	159 4%	13 4%	20 2%	45 6% B	31 6% B	38 5% B	81 5% J	23 7% J	13 3% J	3 2% J	1 0% J	22 14% FGHIJ	2 4% J	10 7% J	3 12%
4 persons	44 1%	2 1%	13 1%	10 1%	6 1%	6 1%	21 1% J	6 2% J	6 1% J	2 1% J	0 - J	3 2% J	1 1% J	1 1% J	4 15%
5 persons	13 0%	3 1%	6 1%	1 0%	0 -	3 0%	1 0%	0 -	5 1% FJ	0 -	0 -	3 2% FJ	0 -	0 0% -	1 4%
6 persons	5 0%	1 0%	0 0%	1 0%	0 -	2 0%	1 0%	1 0%	2 1%	0 -	0 -	0 0%	0 -	0 -	0 -
9 persons	0 0	0 -	0 0	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 0	0 -	0 -	0 -
Refused	10 0%	0 0%	0 -	0 -	0 -	5 1%	6 0%	2 1%	0 -	0 -	0 0%	1 0%	1 3% FHJ	0 -	0 -
STATISTICS															
Mean	0.63	0.53	0.49	0.67 B	0.78 AB	0.81 ABC	0.76 IJ	0.81 IJ	0.77 IJ	0.5 J	0.06	1.43 FGHIJLM	0.55 J	0.64 J	1.63

DEMOGRAPHICS

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

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E - F/G/H/I/J/K/L/M/N * small base; ** very small base (under 30) ineligible for sig testing

	TOTAL	HOUSEHOLD INCOME (\$000)					EMPLOYMENT STATUS								
		<20 A	20-50 B	50-75 C	75-100 D	100+ E	F.T. F	P.T. G	Self Empl. H	Unempl. I	Ret. J	Take Care Fmly K	Disabled L	Stu. M	Mat/Sick Leave N
Base: All respondents															
Unweighted Base	3863	408	1116	765	480	662	1620	326	416	163	946	160	63	108	24
Weighted Base	3883	338	983	783	530	800	1701	331	431	162*	824	161	52*	146*	24**
Married	2271 58%	86 25%	472 48%	487 62%	337 64%	606 76%	981 58%	192 58%	303 70%	62 38%	541 66%	115 72%	17 33%	21 14%	14 57%
			A	AB	AB	ABCD	ILM	ILM	FGILM	M	FILM	FGILM	M		
Living with a partner	467 12%	21 6%	135 14%	116 15%	73 14%	92 12%	261 15%	36 11%	55 13%	15 9%	47 6%	22 14%	6 11%	16 11%	6 23%
			A	A	A	A	J	J	J			J			
Widowed	173 4%	38 11%	63 6%	23 3%	11 2%	10 1%	23 1%	6 2%	4 1%	5 3%	125 15%	4 2%	5 9%	0 0%	0 1%
			BCDE	CDE							FGHIKM		FGHM		
Separated	88 2%	22 7%	33 3%	12 2%	10 2%	3 0%	41 2%	7 2%	9 2%	12 7%	11 1%	0 0%	3 6%	4 3%	0 -
			BCDE	E	E				FGHJK				JK		
Divorced	200 5%	32 9%	71 7%	41 5%	24 5%	9 1%	104 6%	13 4%	11 3%	3 2%	51 6%	2 1%	10 19%	2 2%	3 14%
			CDE	E	E		HK				HK		FGHIJKM		
Never been married	665 17%	138 41%	203 21%	105 13%	74 14%	79 10%	283 17%	76 23%	49 11%	65 40%	45 5%	17 10%	11 22%	101 69%	1 6%
			BCDE	CDE			HJ	FHJK	J	FGHJK			J	FGHIJKL	
Refused	19 0%	1 0%	6 1%	0 0%	0 -	0 -	8 0%	1 0%	0 -	0 -	5 1%	1 1%	0 -	2 2%	0 -

DEMOGRAPHICS

27. What is the highest level of education you have completed?

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E - F/G/H/I/J/K/L/M/N * small base; ** very small base (under 30) ineligible for sig testing

	TOTAL	HOUSEHOLD INCOME (\$000)					EMPLOYMENT STATUS								
		<20 A	20-50 B	50-75 C	75-100 D	100+ E	F.T. F	P.T. G	Self Empl. H	Unempl. I	Ret. J	Take Care Fmly K	Disabled L	Stu. M	Mat/Sick Leave N
Base: All respondents															
Unweighted Base	3863	408	1116	765	480	662	1620	326	416	163	946	160	63	108	24
Weighted Base	3883	338	983	783	530	800	1701	331	431	162*	824	161	52*	146*	24**
Grade school or some high school	340 9%	101 30% BCDE	130 13% CDE	48 6% E	22 4% E	9 1% E	80 5% F	26 8% F	36 8% F	33 20% FGHM	117 14% FGHM	20 12% F	10 20% FGHM	5 4% FGHM	4 18% FGHM
Complete high school	839 22%	101 30% CDE	308 31% CDE	169 22% DE	67 13% DE	79 10% DE	308 18% FM	86 26% FM	96 22% FM	53 33% FM	204 25% FM	48 30% FM	9 17% JKM	17 12% JKM	6 25% JKM
Technical or trade school/Community college	1088 28%	60 18%	264 27% A	284 36% ABE	164 31% A	204 26% A	527 31% J	92 28% J	124 29% J	47 29% J	188 23% J	40 25% J	23 44% JKM	29 20% JKM	8 32% JKM
Some university	369 9%	35 10%	77 8%	58 7% A	66 12% BC	87 11% BC	167 10% I	24 7% I	31 7% I	10 6% I	71 9% I	9 5% I	3 5% I	50 34% FGHIJKL	1 4% FGHIJKL
Complete university degree	776 20%	26 8%	130 13% A	151 19% AB	140 26% ABC	235 29% ABC	399 23% IJL	66 20% I	80 19% I	14 8% I	139 17% I	32 20% I	5 10% I	34 23% I	3 14% I
Post-graduate degree	446 11%	14 4%	74 8%	74 9% A	72 13% AB	184 23% ABCD	216 13% I	34 10% I	64 15% I	6 4% I	99 12% I	12 8% I	2 4% I	10 7% I	2 8% I
Don't know/Refused	25 1%	3 1% BC	0 -	0 -	0 -	2 0%	4 0%	2 1%	0 -	0 -	8 1%	0 -	0 -	0 -	0 -

DEMOGRAPHICS

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

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E - F/G/H/I/J/K/L/M/N * small base; ** very small base (under 30) ineligible for sig testing

	TOTAL	HOUSEHOLD INCOME (\$000)					EMPLOYMENT STATUS								
		<20 A	20-50 B	50-75 C	75-100 D	100+ E	F.T. F	P.T. G	Self Empl. H	Unempl. I	Ret. J	Take Care Fmly K	Disabled L	Stu. M	Mat/Sick Leave N
Base: All respondents															
Unweighted Base	3863	408	1116	765	480	662	1620	326	416	163	946	160	63	108	24
Weighted Base	3883	338	983	783	530	800	1701	331	431	162*	824	161	52*	146*	24**
A least once a week	754 19%	85 25% CDE	208 21% E	147 19% E	87 16% E	108 13% E	250 15% F	79 24% F	80 19% F	28 17% F	247 30% FHILM	33 21% K	7 14% L	19 13% M	5 19% N
At least once or twice a month	467 12%	47 14%	115 12%	100 13%	63 12%	95 12%	186 11%	49 15%	50 12%	16 10%	123 15% F	18 11%	5 10%	15 10%	4 18%
3or 4 times a year	567 15%	30 9%	154 16% A	120 15% A	76 14% A	124 15% A	269 16% A	48 14% A	61 14% A	19 12% A	101 12% A	22 14% A	7 13% A	31 21% J	2 8% N
Once or twice a year	640 16%	41 12%	164 17%	120 15%	101 19% A	162 20% A	301 18% J	52 16% J	70 16% J	31 19% J	110 13% J	33 20% K	7 13% L	21 14% M	5 21% N
Not at all in the past 12 months	884 23%	92 27%	226 23%	186 24%	119 22%	176 22%	408 24%	68 21%	102 24%	43 27%	165 20% J	33 21% K	17 33% L	39 26% M	2 10% N
Never	535 14%	42 13%	114 12%	108 14%	82 16%	134 17% B	274 16% GJ	33 10% G	69 16% J	24 15% J	72 9% J	21 13% K	8 15% L	21 15% M	6 23% N
Don't know/Refused	37 1%	1 0%	1 0%	3 0%	2 0%	1 0%	12 1%	2 1%	0 -	2 1%	6 1% J	1 1% K	1 1% L	0 -	0 -

DEMOGRAPHICS

29. 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?

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E - F/G/H/I/J/K/L/M/N * small base; ** very small base (under 30) ineligible for sig testing

	HOUSEHOLD INCOME (\$000)						EMPLOYMENT STATUS								
	TOTAL	<20	20-50	50-75	75-100	100+	F.T.	P.T.	Self Empl.	Unempl.	Ret.	Take Care Fmly	Disabled	Stu.	Mat/Sick Leave
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	
Base: All respondents															
Unweighted Base	3863	408	1116	765	480	662	1620	326	416	163	946	160	63	108	24
Weighted Base	3883	338	983	783	530	800	1701	331	431	162*	824	161	52*	146*	24**
Full-time job	1701 44%	66 19%	350 36%	397 51%	281 53%	506 63%	1701 100%	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -
Part-time job	331 9%	49 14%	82 8%	57 7%	48 9%	39 5%	0 -	331 100%	0 -	0 -	0 -	0 0%	0 -	0 -	0 -
Self employed	431 11%	23 7%	95 10%	82 10%	65 12%	122 15%	0 -	0 -	431 100%	0 -	0 -	0 -	0 -	0 -	0 -
Unemployed	162 4%	43 13%	57 6%	22 3%	9 2%	12 1%	0 -	0 -	0 -	162 100%	0 -	0 -	0 -	0 -	0 -
Retired	824 21%	86 25%	295 30%	154 20%	64 12%	67 8%	0 -	0 -	0 -	0 -	824 100%	0 -	0 -	0 -	0 -
Taking care of family	161 4%	16 5%	50 5%	34 4%	25 5%	20 2%	0 -	0 0%	0 -	0 -	0 -	161 100%	0 -	0 -	0 -
Student	146 4%	33 10%	29 3%	20 3%	28 5%	24 3%	0 -	0 -	0 -	0 -	0 -	0 -	0 -	146 100%	0 -
Disabled/ disability pension	52 1%	17 5%	8 1%	13 2%	3 1%	0 -	0 -	0 -	0 -	0 -	0 -	0 -	52 100%	0 -	0 -
Maternity leave/ sick leave	24 1%	2 1%	9 1%	3 0%	5 1%	3 0%	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	24 100%
Other	22 1%	3 1%	8 1%	0 -	2 0%	7 1%	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -
Don't know/Refused	30 1%	2 1%	2 0%	2 0%	2 0%	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -

DEMOGRAPHICS

30. We don't need the exact amount: could you please tell me which of these broad categories your total 2007 household income falls into?

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E - F/G/H/I/J/K/L/M/N * small base; ** very small base (under 30) ineligible for sig testing

	TOTAL	HOUSEHOLD INCOME (\$000)					EMPLOYMENT STATUS								
		<20 A	20-50 B	50-75 C	75-100 D	100+ E	F.T. F	P.T. G	Self Empl. H	Unempl. I	Ret. J	Take Care Fmly K	Disabled L	Stu. M	Mat/Sick Leave N
Base: All respondents															
Unweighted Base	3863	408	1116	765	480	662	1620	326	416	163	946	160	63	108	24
Weighted Base	3883	338	983	783	530	800	1701	331	431	162*	824	161	52*	146*	24**
Less than \$20,000	338 9%	338 100% BCDE	0 -	0 -	0 -	0 -	66 4%	49 15% FH	23 5%	43 26% FGHJK	86 10% FH	16 10% F	17 33% FGHJK	33 23% FHJK	2 8%
\$20,000 to less than 50,000	983 25%	0 -	983 100% ACDE	0 -	0 -	0 -	350 21%	82 25% FH	95 22%	57 35% FHLM	295 36% FGHLM	50 31% F	8 15%	29 20%	9 35%
\$50,000 to less than 75,000	783 20%	0 -	0 -	783 100% ABDE	0 -	0 -	397 23% IJ	57 17% IJ	82 19%	22 14%	154 19%	34 21%	13 25%	20 14%	3 14%
\$75,000 to less than 100,000	530 14%	0 -	0 -	0 -	530 100% ABCE	0 -	281 16% IJ	48 14% IJ	65 15% IJ	9 5%	64 8%	25 16% IJ	3 6%	28 19% IJ	5 19%
\$100,000 or more	800 21%	0 -	0 -	0 -	0 -	800 100% ABCD	506 30% GIJKLM	39 12% L	122 28% GIJKLM	12 7%	67 8%	20 12% L	0 -	24 16% JL	3 14%
Don't know/Refused	449 12%	0 -	0 -	0 -	0 -	0 -	102 6%	56 17% FH	45 10% F	20 12% F	159 19% FHKM	16 10%	11 20% F	12 8%	3 11%

DEMOGRAPHICS

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

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E - F/G/H/I/J/K/L/M/N * small base; ** very small base (under 30) ineligible for sig testing

	TOTAL	HOUSEHOLD INCOME (\$000)					EMPLOYMENT STATUS								
		<20 A	20-50 B	50-75 C	75-100 D	100+ E	F.T. F	P.T. G	Self Empl. H	Unempl. I	Ret. J	Take Care Fmly K	Disabled L	Stu. M	Mat/Sick Leave N
Base: All respondents															
Unweighted Base	3863	408	1116	765	480	662	1620	326	416	163	946	160	63	108	24
Weighted Base	3883	338	983	783	530	800	1701	331	431	162*	824	161	52*	146*	24**
Yes	3158 81%	210 62%	741 75% A	681 87% AB	440 83% AB	729 91% ABCD	1423 84% GIM	255 77% IM	368 85% GIM	91 56%	730 89% FGIKLM	128 80% IM	38 73%	88 61%	12 49%
No	696 18%	127 38% BCDE	235 24% CDE	102 13% E	90 17% E	71 9% E	271 16% J	76 23% FHJ	62 14%	71 44% FGHJKL	88 11%	33 20% J	13 24% J	55 37% FGHJK	12 51%
Don't know/Refused	29 1%	1 0%	7 1%	0 -	0 0%	0 -	6 0%	0 -	1 0%	0 -	7 1%	0 -	1 3% FG	3 2%	0 -

DEMOGRAPHICS

32. As far as you can remember, how much did you donate to charities in 2007?

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E - F/G/H/I/J/K/L/M/N * small base; ** very small base (under 30) ineligible for sig testing

	TOTAL	HOUSEHOLD INCOME (\$000)					EMPLOYMENT STATUS								
		<20 A	20-50 B	50-75 C	75-100 D	100+ E	F.T. F	P.T. G	Self Empl. H	Unempl. I	Ret. J	Take Care Fmly K	Disabled L	Stu. M	Mat/Sick Leave N
Base: Made a financial donation to any charity in 2007															
Unweighted Base	3202	264	879	666	421	610	1358	263	365	100	844	124	49	66	14
Weighted Base	3158	210	741	681	440	729	1423	255	368	91*	730	128*	38**	88*	12**
Less than \$50	255 8%	50 24% BCDE	97 13% CDE	52 8% DE	16 4% E	24 3% E	104 7% J	27 10% J	28 8% J	20 22% FGHJ	27 4% J	15 11% J	10 26% J	23 26% FGHJ	0 -
\$50-\$99	260 8%	39 18% CDE	90 12% DE	65 10% E	29 6% E	21 3% E	134 9% H	25 10% H	7 2% H	9 10% H	47 6% H	17 14% HJ	1 3% HJ	18 20% FHJ	1 10%
\$100-\$149	357 11%	37 18% E	102 14% E	82 12% E	52 12% E	34 5% E	148 10% E	30 12% E	29 8% E	16 17% H	94 13% H	16 13% H	5 13% H	16 18% H	2 13%
\$150-\$299	492 16%	26 12% AE	116 16% AE	135 20% AE	76 17% AE	98 13% AE	246 17% AE	36 14% AE	56 15% AE	10 11% AE	102 14% AE	17 13% AE	8 21% AE	8 9% AE	6 46%
\$300-\$799	723 23%	24 11% A	168 23% A	143 21% A	119 27% A	205 28% AC	354 25% AC	68 27% AC	75 21% AC	13 14% AC	164 22% AC	26 20% AC	4 10% AC	11 13% AC	1 10%
\$800+	808 26%	20 9% A	126 17% A	171 25% AB	133 30% AB	311 43% ABCD	349 25% IM	53 21% IM	144 39% FGIJKM	11 12% IM	203 28% IM	30 24% M	6 15% M	7 7% M	2 13%
Don't know/Refused	262 8%	14 7% F	43 6% F	34 5% F	15 3% F	36 5% F	89 6% F	17 6% F	28 8% F	12 14% F	93 13% FGHK	7 5% FGHK	4 12% FGHK	6 7% FGHK	1 8%
STATISTICS															
Mean	1701.27	420.6	789.95	1440.52	1158.73	3846.85	1244.34	1160.42	3257.74	427.27	1927.91	1101.26	398.81	442.18	1825.3
Median	297.16	92.59	186.02	242.72	298.84	578.27	272.91	272.3	485.91	96.58	383.11	196.58	125.83	80.84	154.44
Standard Deviation	8435.31	1765.77	2972.17	6062.24	2294.81	15466.91	5502.17	4058.06	11413.6	984.63	8516.17	2714.34	655.51	1898.67	4292.3
Standard Error	155.65	114.22	103.1	240.38	114.31	642.23	154.27	259.26	620.82	104.37	311.38	253.11	99.96	243.1	1239.08