

**Talking about Charities
(60-4858-03)**

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2B. TRUST A LITTLE/NOT AT ALL SUMMARY TABLE 34

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2B. Specifically, to what extent do you trust: 10) Churches? 44

3. AGREE SUMMARY TABLE 45



3. DISAGREE SUMMARY TABLE 46

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? 47

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?..... 48

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?..... 49

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?..... 50

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? 51

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?..... 52

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? 53

5. Which of the following two statements do you most agree with? 54

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? 55

7. ACCEPTABLE SUMMARY TABLE 56

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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? 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: 2) Organize letter-writing campaigns?..... 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: 3) Hold legal street protests or demonstrations?..... 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: 4) Place advertisements in the media? 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: 5) Block roadways, or other non-violent acts?..... 62

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? 63

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?..... 64

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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?..... 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? 2) Information on how charities use donations? 69

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? 70

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? 71

10. GOOD JOB SUMMARY TABLE 72

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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? 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: 2) Information on how charities use donations? 75

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?..... 76

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? 77

11. Thinking of your decisions about charitable donations, which of the following two statements best represents your view... 78

12. To the best of your knowledge, is there an organization or agency that is responsible for watching over the activities of charities? 79

13. Do you happen to know the name of the organization or agency that is responsible for watching over the activities of charities?..... 80

14. Which of the following do you think should be responsible for watching over the activities of charities..... 81

14A. AGREE SUMMARY TABLE 82

14A. DISAGREE SUMMARY TABLE 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: 1) More attention should be paid to the way charities spend their money? 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: 2) More attention should be paid to the way charities raise money? 85

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? 86

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? 87

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? 88

15B. Which of the following two statements do you most agree with..... 89

16. AGREE SUMMARY TABLE 90

16. DISAGREE SUMMARY TABLE 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: 1) Charities are generally honest about the way they use donations? 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: 2) Too many charities are trying to get donations for the same cause? 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: 3) It takes significant effort for charities to raise the money they need to support their cause? 94

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? 95

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? 96

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? 97

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? 99

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..... 100

20. AGREE SUMMARY TABLE 101

20. DISAGREE SUMMARY TABLE 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: 1) Running a business is a good way to raise money that charities aren't able to get through donations and grants? 103

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? 104

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? 105

21. Which of the following two points of view comes closest to your own? 106

22. LIKELY SUMMARY TABLE 107

22. UNLIKELY SUMMARY TABLE 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: 1) On a charity's website? 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: 2) On a website of someone who regulates charities? 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: 3) By looking at a charity's financial statements? 111

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? .. 112

DEMOGRAPHICS..... 113

23. What age group do you fall into? 113

24. Number of Adults live in your household? 114

25. And, how many people under 18 years of age live in your household? 115

26. At present are you married, living with a partner, widowed, separated, divorced or have you never been married? 116

27. What is the highest level of education you have completed? 117

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? 118

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? 119



30. We don't need the exact amount: could you please tell me which of these broad categories your total 2005 household income falls into? 120

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 2005? 121

32. As far as you can remember, how much did you donate to charities in 2005?..... 122



DEMOGRAPHICS

Region:

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L/M
 * small base

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male A	Female B	<25 C	25-34 D	35-44 E	45-54 F	55-64 G	>65 H	1 I	2 J	3 K	4 L	5+ M
Base: All respondents														
Unweighted Base	3864	1702	2162	269	643	768	882	681	621	949	2238	442	181	54
Weighted Base	3886	1818	2068	428	618	733	926	666	514	479	2196	652	385	174*
British Columbia	539 14%	260 14%	279 13%	50 12%	86 14%	83 11%	123 13%	111 17% E	86 17% E	69 14%	306 14%	93 14%	50 13%	21 12%
Alberta	401 10%	188 10%	214 10%	39 9%	72 12%	81 11%	112 12% H	57 9%	40 8%	42 9%	225 10%	72 11%	43 11%	20 12%
Sask/Man	272 7%	126 7%	146 7%	21 5%	52 8%	54 7%	60 6%	40 6%	45 9%	31 6%	161 7%	44 7%	25 6%	11 6%
Ontario	1516 39%	716 39%	800 39%	204 48% DF	218 35%	286 39%	330 36%	261 39%	217 42% DF	175 37%	827 38%	244 37%	164 42%	106 61% IJKL
Quebec	889 23%	404 22%	485 23%	96 22%	151 24% H	176 24% H	225 24% H	151 23%	91 18%	130 27% M	519 24% M	149 23% M	82 21% M	9 5%
Atlantic	269 7%	124 7%	145 7%	19 4%	39 6%	53 7%	75 8%	47 7%	36 7%	32 7%	158 7%	50 8%	22 6%	7 4%



DEMOGRAPHICS

Province:

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L/M
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Alberta	401 10%	188 10%	214 10%	39 9%	72 12%	81 11%	112 12% H	57 9%	40 8%	42 9%	225 10%	72 11%	43 11%	20 12%
Saskatchewan	111 3%	52 3%	59 3%	5 1%	24 4%	23 3%	25 3%	13 2%	21 4%	14 3%	72 3%	15 2%	8 2%	2 1%
Manitoba	161 4%	74 4%	87 4%	15 4%	28 5%	31 4%	36 4%	26 4%	24 5%	17 3%	89 4%	29 4%	16 4%	9 5%
Ontario	1516 39%	716 39%	800 39%	204 48% DF	218 35%	286 39%	330 36%	261 39%	217 42% DF	175 37%	827 38%	244 37%	164 42%	106 61% IJKL
Quebec	889 23%	404 22%	485 23%	96 22%	151 24% H	176 24% H	225 24% H	151 23%	91 18%	130 27% M	519 24% M	149 23% M	82 21% M	9 5%
New Brunswick	77 2%	36 2%	40 2%	6 1%	14 2%	12 2%	18 2%	12 2%	13 3%	9 2%	46 2%	14 2%	5 1%	2 1%
Nova Scotia	117 3%	52 3%	64 3%	8 2%	15 2%	22 3%	37 4%	22 3%	13 3%	13 3%	68 3%	23 4%	12 3%	1 1%
Prince Edward Island	19 0	9 0	10 0	1 0	3 1%	4 1%	5 1%	3 0	3 0	2 0	12 1%	3 0	2 0	0 -
Newfoundland	57 1%	27 1%	30 1%	4 1%	7 1%	16 2%	15 2%	9 1%	7 1%	8 2%	32 1%	10 1%	4 1%	4 2%



DEMOGRAPHICS

Urban / Rural

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L/M
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	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
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Weighted Base	3886	1818	2068	428	618	733	926	666	514	479	2196	652	385	174*
Urban	3041 78%	1473 81%	1567 76%	372 87%	515 83%	572 78%	697 75%	487 73%	397 77%	384 80%	1672 76%	521 80%	318 83%	146 84%
Rural	845 22%	344 19%	501 24%	55 13%	103 17%	161 22%	230 25%	179 27%	117 23%	96 20%	523 24%	131 20%	67 17%	28 16%



DEMOGRAPHICS

Census Metropolitan Area:

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L/M
 * small base

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male	Female	<25	25-34	35-44	45-54	55-64	>65	1	2	3	4	5+
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All respondents														
Unweighted Base	3864	1702	2162	269	643	768	882	681	621	949	2238	442	181	54
Weighted Base	3886	1818	2068	428	618	733	926	666	514	479	2196	652	385	174*
St. John's	21 1%	10 1%	11 1%	2 0	2 0	4 1%	7 1%	2 0	4 1%	3 1%	9 0	6 1%	2 0	1 1%
Grand Falls-Windsor	4 0	3 0	1 0	1 0	0 0	1 0	1 0	1 0	0 0	1 0	2 0	0 0	0 -	1 0
Gander	2 0	1 0	0 0	0 0	0 -	1 0	0 0	0 0	0 -	0 0	1 0	0 -	0 -	1 0
Corner Brook	2 0	1 0	1 0	0 -	0 0	0 -	0 0	1 0	0 0	0 0	1 0	0 -	0 -	0 -
Labrador City	1 0	0 0	1 0	0 -	0 0	1 0	0 -	0 -	0 -	0 -	1 0	0 -	0 -	0 -
Charlottetown	9 0	4 0	5 0	1 0	2 0	1 0	2 0	2 0	1 0	1 0	6 0	1 0	0 0	0 -
Summerside	2 0	1 0	1 0	0 0	0 0	0 0	1 0	0 -	0 0	0 0	1 0	0 0	0 0	0 -
Halifax	43 1%	21 1%	23 1%	5 1%	8 1%	8 1%	10 1%	8 1%	4 1%	6 1%	23 1%	8 1%	6 1%	1 1%
Kentville	5 0	1 0	4 0	0 -	0 0	2 0	1 0	1 0	1 0	0 0	3 0	2 0	0 -	0 -
Truro	8 0	5 0	3 0	1 0	0 -	1 0	3 0	2 0	1 0	0 0	4 0	3 0	1 0	0 -
New Glasgow	3 0	1 0	1 0	0 -	1 0	1 0	0 0	0 0	0 -	0 0	2 0	0 -	0 -	0 -
Cape Breton	15 0	7 0	8 0	1 0	1 0	2 0	7 1%	3 0	1 0	2 0	8 0	2 0	4 1%	0 -
Moncton	11 0	5 0	6 0	1 0	3 0	2 0	2 0	2 0	1 0	2 0	5 0	4 1%	0 -	0 -



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		Male	Female	<25	25-34	35-44	45-54	55-64	>65	1	2	3	4	5+
		A	B	C	D	E	F	G	H	I	J	K	L	M
Saint John	15 0	7 0	8 0	1 0	3 0	2 0	4 0	3 0	2 0	1 0	10 0	2 0	1 0	1 0
Fredericton	10 0	4 0	6 0	1 0	2 0	1 0	3 0	1 0	1 0	1 0	7 0	1 0	1 0	0 -
Bathurst	2 0	1 0	1 0	0 -	0 0	0 -	1 0	0 0	0 0	0 -	2 0	0 0	0 -	0 -
Campbellton	1 0	1 0	0 0	0 -	0 -	0 -	1 0	0 0	0 0	1 0	0 0	0 -	0 -	0 -
Edmundston	1 0	1 0	0 -	0 0	0 -	0 0	0 -	0 -	1 0	0 0	1 0	0 -	0 -	0 -
Matane	1 0	1 0	0 -	0 -	0 -	0 -	1 0	0 -	0 -	1 0	0 -	0 -	0 -	0 -
Rimouski	5 0	3 0	2 0	0 -	2 0	2 0	1 0	1 0	0 -	2 0	3 0	0 -	0 -	0 -
Riviere-du-Loup	2 0	2 0	0 -	0 -	0 -	2 0	0 -	0 -	0 -	0 -	2 0	0 -	0 -	0 -
Baie-Comeau	7 0	3 0	4 0	0 -	1 0	0 -	2 0	3 0	0 -	0 -	5 0	2 0	0 -	0 -
Chicoutimi - Jonquiere	16 0	2 0	13 1%	0 -	8 1% E	1 0	4 0	1 0	1 0	2 0	7 0	0 -	6 2% K	0 -
Alma	4 0	2 0	2 0	0 -	0 -	0 -	2 0	1 0	1 0	1 0	3 0	0 -	0 -	0 -
Dolbeau	4 0	2 0	1 0	0 -	0 -	3 0	1 0	0 -	0 -	1 0	3 0	0 -	0 -	0 -
Sept-Iles	7 0	2 0	5 0	0 -	1 0	2 0	0 -	0 -	4 1% F	1 0	6 0	0 -	0 -	0 -
Quebec	89 2%	53 3%	35 2%	9 2%	15 2%	22 3%	20 2%	12 2%	11 2%	14 3%	57 3%	12 2%	6 2%	0 -



DEMOGRAPHICS

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 * small base

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male	Female	<25	25-34	35-44	45-54	55-64	>65	1	2	3	4	5+
		A	B	C	D	E	F	G	H	I	J	K	L	M
Saint-Georges	3 0	2 0	1 0	0 -	0 -	0 -	0 -	3 0	0 -	1 0 J	0 -	2 0 J	0 -	0 -
Thetford Mines	5 0	2 0	3 0	0 -	0 -	1 0	2 0	1 0	0 -	0 -	5 0	0 -	0 -	0 -
Sherbrooke	27 1%	20 1%	7 0	8 2%	5 1%	7 1%	6 1%	1 0	0 -	6 1%	14 1%	2 0	0 -	5 3%
Magog	10 0	2 0	7 0	1 0	0 -	3 0	3 0	0 -	3 1%	1 0	6 0	0 -	3 1%	0 -
Cowansville	1 0	0 -	1 0	0 -	0 -	0 -	0 -	1 0	0 -	0 -	1 0	0 -	0 -	0 -
Victoriaville	8 0	4 0	4 0	1 0	2 0	4 1%	2 0	0 -	0 -	2 0	6 0	0 -	0 -	0 -
Trois-Rivieres	21 1%	8 0	13 1%	4 1%	5 1%	3 0	4 0	1 0	4 1%	5 1%	12 1%	5 1%	0 -	0 -
Shawinigan	4 0	1 0	4 0	0 -	0 -	1 0	1 0	2 0	0 -	2 0	3 0	0 -	0 -	0 -
La Tuque	3 0	1 0	2 0	0 -	0 -	0 -	0 -	2 0	1 0	1 0 J	0 -	2 0 J	0 -	0 -
Drummondville	2 0	2 0	0 -	0 -	0 -	1 0	1 0	0 -	0 -	2 0 J	0 -	0 -	0 -	0 -
Granby	5 0	3 0	1 0	0 -	0 -	1 0	2 0	1 0	0 -	1 0	1 0	2 0	0 -	0 -
Saint-Hyacinthe	8 0	3 0	4 0	0 -	3 0	0 -	2 0	2 0	1 0	1 0	5 0	2 0	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
 * small base

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male	Female	<25	25-34	35-44	45-54	55-64	>65	1	2	3	4	5+
		A	B	C	D	E	F	G	H	I	J	K	L	M
Sorel	6 0	0 -	6 0	0 -	0 -	0 -	0 -	2 0	4 1%	2 0	1 0	2 0	0 -	0 -
Joliette	9 0	4 0	5 0	5 1%	1 0	0 -	1 0	1 0	1 0	2 0	5 0	2 0	0 -	0 -
Saint-Jean-sur-Richelieu	12 0	6 0	5 0	2 1%	2 0	0 -	4 0	2 0	1 0	1 0	6 0	5 1%	0 -	0 -
Montreal	360 9%	168 9%	192 9%	43 10%	63 10%	75 10%	89 10%	56 8%	34 7%	55 11%	196 9%	60 9%	45 12%	4 3%
Salaberry-de-Valleyfield	4 0	4 0	0 -	0 -	2 0	0 -	0 -	0 -	2 0	0 -	2 0	2 0	0 -	0 -
Lachute	5 0	4 0	1 0	0 -	0 -	1 0	2 0	0 -	2 0	2 0	3 0	0 -	0 -	0 -
Val-d'Or	3 0	0 -	3 0	0 -	0 -	1 0	0 -	1 0	0 -	0 -	3 0	0 -	0 -	0 -
Rouyn-Noranda	8 0	3 0	5 0	0 -	1 0	0 -	5 1%	0 -	1 0	0 -	3 0	2 0	3 1%	0 -
Cornwall	15 0	6 0	8 0	4 1%	0 -	6 1%	0 -	5 1%	0 -	1 0	10 0	0 -	4 1%	0 -
Hawkesbury	2 0	0 -	2 0	0 -	2 0	0 -	0 -	0 -	0 -	0 -	2 0	0 -	0 -	0 -
Ottawa - Hull	129 3%	50 3%	79 4%	11 2%	16 3%	40 6%	25 3%	23 3%	14 3%	15 3%	79 4%	35 5%	0 -	0 -
Brockville	13 0	7 0	6 0	3 1%	0 -	2 0	0 -	6 1%	2 0	3 1%	4 0	6 1%	0 -	0 -
Pembroke	9 0	1 0	8 0	4 1%	0 -	5 1%	1 0	0 -	0 -	2 0	4 0	0 -	4 1%	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
 * small base

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male	Female	<25	25-34	35-44	45-54	55-64	>65	1	2	3	4	5+
		A	B	C	D	E	F	G	H	I	J	K	L	M
Kingston	36 1%	20 1%	16 1%	14 3% DEFG	4 1%	7 1%	2 0	2 0	8 2% F	3 1%	17 1%	3 0	0 -	13 8% IJKL
Belleville	10 0	2 0	8 0	2 0	1 0	3 0	3 0	0 -	2 0	2 0	6 0	3 0	0 -	0 -
Cobourg	3 0	2 0	1 0	0 -	0 -	0 -	3 0	0 -	0 -	1 0	2 0	0 -	0 -	0 -
Port Hope	2 0	2 0	0 -	0 -	0 -	2 0	0 -	0 -	0 -	0 -	2 0	0 -	0 -	0 -
Peterborough	35 1%	14 1%	21 1%	15 3% DEFG	2 0	2 0	6 1%	4 1%	7 1%	4 1%	14 1%	3 0	4 1%	11 6% IJK
Lindsay	7 0	2 0	5 0	0 -	0 -	2 0	2 0	3 0	0 -	1 0	6 0	0 -	0 -	0 -
Oshawa	35 1%	19 1%	16 1%	1 0	4 1%	11 1%	7 1%	6 1%	7 1%	7 1%	26 1%	3 0	0 -	0 -
Toronto	398 10%	212 12% B	186 9%	51 12% F	84 14% F	76 10%	64 7%	62 9%	61 12% F	44 9%	210 10%	46 7%	67 17% IJK	30 17% K
Hamilton	92 2%	50 3%	42 2%	25 6% DEFG	12 2%	12 2%	19 2%	14 2%	12 2%	13 3%	43 2%	12 2%	4 1%	20 11% IJKL
St. Catharines - Niagara	71 2%	27 2%	43 2%	8 2%	12 2%	10 1%	26 3%	7 1%	7 1%	7 1%	33 2%	17 3%	4 1%	10 6%
Kitchener	57 1%	32 2%	24 1%	9 2%	16 3%	10 1%	12 1%	6 1%	5 1%	8 2%	43 2%	6 1%	0 -	0 -
Brantford	17 0	7 0	10 1%	0 -	6 1% E	0 -	2 0	9 1% EF	1 0	2 0	2 0	6 1% J	8 2% J	0 -
Woodstock	2 0	0 -	2 0	0 -	0 -	0 -	0 -	0 -	2 0	0 -	2 0	0 -	0 -	0 -
Tillsonburg	7 0	2 0	5 0	0 -	0 -	0 -	5 1%	0 -	2 0	0 -	4 0	3 0	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
 * small base

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male	Female	<25	25-34	35-44	45-54	55-64	>65	1	2	3	4	5+
		A	B	C	D	E	F	G	H	I	J	K	L	M
Simcoe	17 0	5 0	12 1%	0 -	4 1%	4 1%	0 -	5 1%	5 1%	4 1%	13 1%	0 -	0 -	0 -
Guelph	17 0	7 0	10 1%	6 1%	3 0	4 1%	0 -	1 0	4 1%	3 1%	4 0	3 0	8 2%	0 -
Stratford	11 0	5 0	6 0	2 0	0 -	1 0	3 0	0 -	5 1%	3 1%	8 0	0 -	0 -	0 -
London	78 2%	32 2%	45 2%	18 4%	14 2%	10 1%	12 1%	9 1%	15 3%	8 2%	47 2%	14 2%	4 1%	5 3%
Chatham	9 0	0 -	9 0	0 -	2 0	2 0	6 1%	0 -	0 -	2 0	4 0	0 -	4 1%	0 -
Leamington	9 0	3 0	6 0	3 1%	2 0	0 -	4 0	0 -	0 -	0 -	2 0	3 0	4 1%	0 -
Windsor	59 2%	32 2%	26 1%	15 3%	6 1%	13 2%	7 1%	13 2%	5 1%	4 1%	18 1%	18 3%	20 5%	0 -
Sarnia	9 0	4 0	5 0	0 -	3 0	2 0	4 0	0 -	0 -	1 0	8 0	0 -	0 -	0 -
Owen Sound	8 0	7 0	1 0	1 0	1 0	0 -	0 -	2 0	4 1%	2 0	6 0	0 -	0 -	0 -
Barrie	23 1%	8 0	15 1%	0 -	0 -	10 1%	8 1%	4 1%	2 0	2 0	15 1%	6 1%	0 -	0 -
Orillia	4 0	0 -	4 0	0 -	0 -	2 0	0 -	2 0	0 -	0 -	4 0	0 -	0 -	0 -
Midland	7 0	2 0	5 0	0 -	0 -	0 -	0 -	7 1%	0 -	1 0	6 0	0 -	0 -	0 -
North Bay	7 0	6 0	1 0	2 0	2 0	0 -	1 0	2 0	0 -	1 0	6 0	0 -	0 -	0 -
Sudbury	17 0	10 1%	7 0	0 -	3 0	1 0	7 1%	6 1%	0 -	3 1%	8 0	6 1%	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
 * small base

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male	Female	<25	25-34	35-44	45-54	55-64	>65	1	2	3	4	5+
		A	B	C	D	E	F	G	H	I	J	K	L	M
Timmins	17 0	8 0	8 0	0 -	2 0	3 0	12 1% GH	0 -	0 -	0 -	6 0	3 0	0 -	8 5% IJKL
Sault Ste. Marie	14 0	7 0	7 0	3 1%	0 -	2 0	4 0	1 0	4 1%	2 0	6 0	6 1%	0 -	0 -
Thunder Bay	22 1%	13 1%	8 0	0 -	3 0	6 1%	6 1%	5 1%	2 0	3 1%	10 0	9 1%	0 -	0 -
Winnipeg	92 2%	40 2%	52 3%	11 2%	14 2%	18 2%	20 2%	17 3%	13 2%	11 2%	48 2%	18 3%	10 3%	5 3%
Portage la Prairie	3 0	3 0	1 0	0 -	1 0	1 0	1 0	1 0	1 0	1 0	2 0	1 0	0 -	0 -
Brandon	5 0	3 0	2 0	1 0	1 0	2 0	1 0	1 0	0 -	0 -	3 0	2 0	0 -	0 -
Thompson	1 0	0 -	1 0	0 -	0 -	1 0	1 0	0 -	0 -	1 0	1 0	0 -	0 -	0 -
Regina	25 1%	12 1%	13 1%	0 0	7 1%	4 1%	5 1%	4 1%	5 1%	4 1%	15 1%	3 0	2 0	2 1%
Yorkton	3 0	1 0	2 0	0 0	0 0	1 0	1 0	0 -	0 0	0 -	1 0	1 0	1 0	0 -
Moose Jaw	4 0	2 0	2 0	0 -	1 0	1 0	1 0	0 -	2 0	1 0	2 0	1 0	0 -	0 -
Swift Current	2 0	1 0	1 0	0 0	1 0	0 -	0 0	0 -	1 0	1 0	2 0	0 -	0 -	0 -
Saskatoon	20 1%	8 0	12 1%	1 0	5 1%	4 1%	4 0	3 0	3 1%	3 1%	14 1%	2 0	1 0	0 -
North Battleford	1 0	1 0	0 -	0 -	1 0	0 -	0 -	0 -	0 0	0 0	1 0	0 -	0 -	0 -
Prince Albert	4 0	1 0	3 0	0 -	0 0	0 -	2 0	0 0	1 0	0 -	3 0	1 0	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
 * small base

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male	Female	<25	25-34	35-44	45-54	55-64	>65	1	2	3	4	5+
		A	B	C	D	E	F	G	H	I	J	K	L	M
Estevan	3 0	1 0	2 0	0 0	0 0	1 0	1 0	0 0	0 -	0 -	2 0	1 0	0 -	0 -
Medicine Hat	12 0	8 0	5 0	0 -	2 0	4 1%	1 0	3 0	2 0	1 0	10 0	0 -	2 0	0 -
Lethbridge	3 0	2 0	1 0	0 0	1 0	0 -	1 0	1 0	0 -	0 0	3 0	0 -	0 -	0 -
Calgary	112 3%	59 3%	53 3%	12 3%	23 4%	23 3%	28 3%	17 2%	9 2%	15 3%	56 3%	21 3%	15 4%	5 3%
Red Deer	10 0	4 0	6 0	1 0	1 0	1 0	5 0	1 0	1 0	0 0	8 0	0 -	2 0	0 -
Camrose	5 0	3 0	3 0	0 -	1 0	2 0	1 0	1 0	0 -	1 0	3 0	1 0	0 -	0 -
Edmonton	116 3%	51 3%	64 3%	16 4%	20 3%	20 3%	38 4%	14 2%	9 2%	10 2%	60 3%	23 3%	18 5%	5 3%
Lloydminster	3 0	2 0	1 0	1 0	0 -	1 0	1 0	0 -	0 -	0 -	1 0	0 -	2 0	0 -
Grand Centre	4 0	1 0	3 0	1 0	0 -	1 0	2 0	0 -	0 -	0 -	3 0	1 0	0 -	0 -
Grande Prairie	8 0	4 0	4 0	4 1%	2 0	1 0	1 0	0 -	0 -	0 0	4 0	0 -	0 -	4 2%
Wood Buffalo	5 0	4 0	1 0	0 -	2 0	0 -	3 0	0 -	0 -	0 -	0 -	1 0	4 1%	0 -
Wetaskiwin	4 0	0 -	4 0	0 -	0 -	1 0	0 -	1 0	2 0	1 0	3 0	0 -	0 -	0 -
Cranbrook	4 0	3 0	1 0	0 -	0 -	0 -	0 -	3 0	2 0	1 0	3 0	0 -	0 -	0 -
Penticton	5 0	2 0	3 0	0 -	2 0	0 -	1 0	2 0	0 -	0 -	5 0	0 -	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
 * small base

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male	Female	<25	25-34	35-44	45-54	55-64	>65	1	2	3	4	5+
		A	B	C	D	E	F	G	H	I	J	K	L	M
Kelowna	18 0	11 1%	8 0	2 0	2 0	1 0	4 0	6 1%	4 1%	3 1%	12 1%	3 0	0 -	0 -
Vernon	8 0	2 0	6 0	3 1%	1 0	0 -	2 0	2 0	1 0	2 0	3 0	3 0	0 -	0 -
Kamloops	17 0	11 1%	7 0	0 -	2 0	4 1%	8 1%	2 0	1 0	1 0	10 0	5 1%	2 1%	0 -
Chilliwack	14 0	7 0	6 0	2 1%	1 0	2 0	5 1%	2 0	1 0	2 0	4 0	3 0	4 1%	0 -
Abbotsford	25 1%	16 1%	9 0	2 0	5 1%	6 1%	8 1%	2 0	3 1%	2 0	10 0	3 1%	7 2%	3 2%
Vancouver	201 5%	91 5%	110 5%	23 5%	34 5%	38 5%	37 4%	34 5%	35 7%	26 5%	107 5%	36 5%	20 5%	12 7%
Victoria	43 1%	13 1%	30 1%	5 1%	9 1%	5 1%	7 1%	13 2%	4 1%	8 2%	22 1%	8 1%	4 1%	0 -
Duncan	2 0	1 0	2 0	1 0	0 -	0 -	1 0	0 -	1 0	1 0	1 0	0 -	0 -	0 -
Nanaimo	17 0	9 0	8 0	0 -	4 1%	3 0	1 0	4 1%	4 1%	1 0	14 1%	0 -	2 1%	0 -
Port Alberni	2 0	0 -	2 0	0 -	0 -	0 -	0 -	2 0	1 0	1 0	1 0	0 -	0 -	0 -
Courtenay	11 0	5 0	6 0	2 0	3 0	0 -	1 0	2 0	5 1% EF	3 1%	5 0	3 0	0 -	0 -
Campbell River	15 0	2 0	13 1%	1 0	4 1%	0 -	6 1%	1 0	2 0	0 -	11 0	2 0	0 -	3 1%
Powell River	8 0	5 0	3 0	0 -	0 -	0 -	4 0	3 0	0 -	0 -	4 0	3 0	0 -	0 -
Williams Lake	2 0	1 0	1 0	0 -	0 -	1 0	0 -	1 0	0 -	1 0	1 0	0 -	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
 * small base

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male A	Female B	<25 C	25-34 D	35-44 E	45-54 F	55-64 G	>65 H	1 I	2 J	3 K	4 L	5+ M
Quesnel	7 0	4 0	3 0	1 0	1 0	0 -	3 0	2 0	0 -	1 0	4 0	2 0	0 -	0 -
Prince Rupert	4 0	1 0	3 0	0 -	1 0	2 0	0 -	1 0	0 -	0 -	4 0	0 -	0 -	0 -
Kitimat	1 0	0 -	1 0	0 -	0 -	0 -	1 0	0 -	0 -	1 0	0 -	0 -	0 -	0 -
Terrace	4 0	0 -	4 0	0 -	2 0	1 0	0 -	1 0	0 -	0 -	2 0	2 0	0 -	0 -
Prince George	8 0	5 0	3 0	0 -	3 0	0 -	3 0	1 0	1 0	1 0	3 0	3 1%	0 -	0 -
Dawson Creek	5 0	1 0	4 0	0 -	2 0	2 0	1 0	1 0	0 -	1 0	4 0	0 -	0 -	0 -
Fort St. John	5 0	4 0	1 0	1 0	0 -	0 -	4 0	0 -	0 -	1 0	1 0	0 -	0 -	3 2% J
Not in a CMA/Unknown	960 25%	426 23%	534 26%	54 13%	123 20% C	181 25% C	267 29% CD	195 29% CD	138 27% CD	103 21%	600 27% IM	155 24%	79 21%	22 13%



DEMOGRAPHICS

Respondent's Sex:

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L/M
 * small base

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male	Female	<25	25-34	35-44	45-54	55-64	>65	1	2	3	4	5+
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All respondents														
Unweighted Base	3864	1702	2162	269	643	768	882	681	621	949	2238	442	181	54
Weighted Base	3886	1818	2068	428	618	733	926	666	514	479	2196	652	385	174*
Male	1818 47%	1818 100%	0 -	239 56%	271 44%	369 50%	417 45%	280 42%	241 47%	202 42%	1043 48%	296 45%	183 47%	93 54%
		B		DFG		G				I				
Female	2068 53%	0 -	2068 100%	189 44%	347 56%	364 50%	509 55%	386 58%	274 53%	277 58%	1152 52%	356 55%	202 53%	80 46%
		A		C		C	CE			J				



DEMOGRAPHICS

Language of Interview:

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L/M
 * small base

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male A	Female B	<25 C	25-34 D	35-44 E	45-54 F	55-64 G	>65 H	1 I	2 J	3 K	4 L	5+ M
Base: All respondents														
Unweighted Base	3864	1702	2162	269	643	768	882	681	621	949	2238	442	181	54
Weighted Base	3886	1818	2068	428	618	733	926	666	514	479	2196	652	385	174*
English	3086 79%	1455 80%	1631 79%	345 81%	485 79%	571 78%	728 79%	531 80%	425 83%	358 75%	1721 78%	523 80%	319 83%	165 95%
French	800 21%	362 20%	438 21%	82 19%	133 21%	163 22%	198 21%	135 20%	89 17%	122 25% KLM	475 22% M	129 20% M	66 17%	9 5%



DEMOGRAPHICS

Canadian Markets:

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L/M
 * small base

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male A	Female B	<25 C	25-34 D	35-44 E	45-54 F	55-64 G	>65 H	1 I	2 J	3 K	4 L	5+ M
Base: All respondents														
Unweighted Base	3864	1702	2162	269	643	768	882	681	621	949	2238	442	181	54
Weighted Base	3886	1818	2068	428	618	733	926	666	514	479	2196	652	385	174*
BC	539 14%	260 14%	279 13%	50 12%	86 14%	83 11%	123 13%	111 17% E	86 17% E	69 14%	306 14%	93 14%	50 13%	21 12%
AB	401 10%	188 10%	214 10%	39 9%	72 12%	81 11%	112 12% H	57 9%	40 8%	42 9%	225 10%	72 11%	43 11%	20 12%
SK	111 3%	52 3%	59 3%	5 1%	24 4%	23 3%	25 3%	13 2%	21 4%	14 3%	72 3%	15 2%	8 2%	2 1%
MB	161 4%	74 4%	87 4%	15 4%	28 5%	31 4%	36 4%	26 4%	24 5%	17 3%	89 4%	29 4%	16 4%	9 5%
ON	1516 39%	716 39%	800 39%	204 48% DF	218 35%	286 39%	330 36%	261 39%	217 42% DF	175 37%	827 38%	244 37%	164 42%	106 61% IJKL
PQ	889 23%	404 22%	485 23%	96 22%	151 24% H	176 24% H	225 24% H	151 23%	91 18%	130 27% M	519 24% M	149 23% M	82 21% M	9 5%
NB	77 2%	36 2%	40 2%	6 1%	14 2%	12 2%	18 2%	12 2%	13 3%	9 2%	46 2%	14 2%	5 1%	2 1%
NS	117 3%	52 3%	64 3%	8 2%	15 2%	22 3%	37 4%	22 3%	13 3%	13 3%	68 3%	23 4%	12 3%	1 1%
PEI	19 0	9 0	10 0	1 0	3 1%	4 1%	5 1%	3 0	3 0	2 0	12 1%	3 0	2 0	0 -
NFLD	57 1%	27 1%	30 1%	4 1%	7 1%	16 2%	15 2%	9 1%	7 1%	8 2%	32 1%	10 1%	4 1%	4 2%



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
 * small base

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male A	Female B	<25 C	25-34 D	35-44 E	45-54 F	55-64 G	>65 H	1 I	2 J	3 K	4 L	5+ M
Base: All respondents														
Unweighted Base	3864	1702	2162	269	643	768	882	681	621	949	2238	442	181	54
Weighted Base	3886	1818	2068	428	618	733	926	666	514	479	2196	652	385	174*
A lot	1057 27%	486 27%	571 28%	137 32%	194 31%	200 27%	257 28%	164 25%	104 20%	125 26%	628 29%	168 26%	104 27%	31 18%
Some	2013 52%	900 49%	1113 54%	228 53%	327 53%	403 55%	459 50%	343 51%	254 49%	250 52%	1102 50%	343 53%	223 58%	95 54%
A little	658 17%	347 19%	311 15%	56 13%	87 14%	106 14%	166 18%	121 18%	121 24%	82 17%	366 17%	126 19%	50 13%	34 20%
Not at all	146 4%	78 4%	68 3%	7 2%	8 1%	23 3%	41 4%	37 6%	30 6%	18 4%	91 4%	14 2%	8 2%	15 8%
Don't know/Refused	13 0	7 0	6 0	0 -	2 0	1 0	3 0	1 0	6 1%	4 1%	8 0	0 -	1 0	0 -
TOPBOX & LOWBOX SUMMARY														
A lot/Some	3070 79%	1386 76%	1684 81%	365 85%	521 84%	604 82%	716 77%	507 76%	358 70%	375 78%	1730 79%	511 78%	327 85%	125 72%
A little/Not at all	804 21%	425 23%	379 18%	63 15%	95 15%	128 18%	207 22%	159 24%	151 29%	100 21%	457 21%	140 22%	57 15%	48 28%



TALKING ABOUT CHARITIES

1B. Over the past year, has your trust in charities:

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L/M
 * small base

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male	Female	<25	25-34	35-44	45-54	55-64	>65	1	2	3	4	5+
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All respondents														
Unweighted Base	3864	1702	2162	269	643	768	882	681	621	949	2238	442	181	54
Weighted Base	3886	1818	2068	428	618	733	926	666	514	479	2196	652	385	174*
INCREASED (NET)	255 7%	120 7%	136 7%	43 10% G	35 6%	45 6%	52 6%	35 5%	45 9%	31 6%	130 6%	36 5%	48 12% IJK	11 7%
-Increased a lot	84 2%	32 2%	52 3%	9 2%	8 1%	22 3%	26 3%	11 2%	8 2%	13 3%	42 2%	12 2%	18 5% J	0 -
-Increased a little	171 4%	88 5%	83 4%	33 8% EFG	27 4%	23 3%	27 3%	25 4%	37 7% EFG	18 4%	88 4%	24 4%	30 8% J	11 7%
Stayed the same	3112 80%	1493 82% B	1619 78%	359 84% GH	526 85% GH	604 82% GH	762 82% GH	499 75%	362 70%	392 82%	1765 80%	530 81%	298 78%	127 73%
DECREASED (NET)	507 13%	201 11% A	306 15%	25 6%	56 9%	82 11% C	107 12% C	129 19% CDEF	106 21% CDEF	54 11%	293 13%	85 13%	39 10%	35 20%
-Decreased a lot	197 5%	80 4%	117 6%	6 1%	16 3%	22 3%	51 6% CDE	54 8% CDE	49 10% CDEF	27 6%	109 5%	32 5%	9 2%	20 12% L
-Decreased a little	310 8%	121 7%	189 9% A	20 5%	41 7%	61 8%	56 6%	75 11% CDF	57 11% CDF	27 6%	184 8%	53 8%	30 8%	15 9%
Don't know/Refused	11 0	3 0	8 0	1 0	0 0	3 0	4 0	2 0	1 0	2 1%	8 0	1 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
* small base

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male A	Female B	<25 C	25-34 D	35-44 E	45-54 F	55-64 G	>65 H	1 I	2 J	3 K	4 L	5+ M
Base: All Respondents														
Unweighted Base	3864	1702	2162	269	643	768	882	681	621	949	2238	442	181	54
Weighted Base	3886	1818	2068	428	618	733	926	666	514	479	2196	652	385	174*
1) People who are medical doctors	3620 93%	1686 93%	1934 94%	394 92%	574 93%	691 94%	857 93%	625 94%	479 93%	451 94%	2057 94%	594 91%	355 92%	162 93%
2) People who are federal politicians	1306 34%	619 34%	688 33%	161 38%	197 32%	242 33%	289 31%	209 31%	209 41%	163 34%	741 34%	202 31%	140 36%	60 34%
3) People who are lawyers	2297 59%	935 51%	1362 66%	275 64%	367 59%	430 59%	582 63%	356 54%	286 56%	281 59%	1281 58%	383 59%	253 66%	99 57%
4) People who are religious leaders	2518 65%	1091 60%	1427 69%	271 63%	367 59%	495 67%	583 63%	449 67%	353 69%	305 64%	1428 65%	406 62%	268 70%	111 64%
5) People who are journalists and reporters	2455 63%	1153 63%	1301 63%	259 61%	392 63%	483 66%	623 67%	411 62%	287 56%	294 61%	1403 64%	389 60%	245 64%	123 70%
6) People who are nurses	3732 96%	1738 96%	1994 96%	407 95%	593 96%	707 96%	892 96%	642 96%	491 95%	461 96%	2113 96%	624 96%	362 94%	171 98%
7) People who are provincial politicians	1451 37%	679 37%	772 37%	180 42%	240 39%	247 34%	346 37%	222 33%	215 42%	183 38%	806 37%	233 36%	156 40%	73 42%
8) People who are business leaders	2710 70%	1212 67%	1498 72%	280 65%	446 72%	526 72%	680 73%	450 68%	327 64%	317 66%	1556 71%	464 71%	269 70%	104 60%
9) People who are leaders of charities	2993 77%	1381 76%	1612 78%	349 82%	516 83%	580 79%	712 77%	485 73%	351 68%	367 77%	1701 77%	494 76%	315 82%	116 67%
10) People who are union leaders	1935 50%	846 47%	1089 53%	271 63%	354 57%	374 51%	460 50%	296 44%	181 35%	231 48%	1063 48%	335 51%	211 55%	95 54%
11) People who are government employees	2627 68%	1173 65%	1454 70%	283 66%	429 69%	520 71%	625 67%	454 68%	315 61%	305 64%	1497 68%	438 67%	273 71%	114 66%



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
* small base

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male A	Female B	<25 C	25-34 D	35-44 E	45-54 F	55-64 G	>65 H	1 I	2 J	3 K	4 L	5+ M
Base: All Respondents														
Unweighted Base	3864	1702	2162	269	643	768	882	681	621	949	2238	442	181	54
Weighted Base	3886	1818	2068	428	618	733	926	666	514	479	2196	652	385	174*
1) People who are medical doctors	262 7%	128 7%	134 6%	34 8%	44 7%	43 6%	68 7%	40 6%	33 6%	28 6%	135 6%	57 9%	30 8%	12 7%
2) People who are federal politicians	2571 66%	1196 66%	1375 66%	267 62%	418 68% H	492 67% H	636 69% H	457 69% H	302 59%	314 66%	1449 66%	449 69%	245 64%	114 66%
3) People who are lawyers	1574 41%	875 48% B	699 34%	151 35%	252 41%	301 41%	337 36%	308 46% CF	225 44% F	195 41%	910 41%	266 41%	132 34%	69 40%
4) People who are religious leaders	1358 35%	721 40% B	637 31%	156 37%	252 41% EGH	238 32%	341 37%	212 32%	159 31%	173 36%	762 35%	243 37%	117 30%	63 36%
5) People who are journalists and reporters	1423 37%	662 36%	761 37%	168 39%	227 37%	250 34%	302 33%	253 38%	224 43% EF	184 38%	786 36%	262 40%	140 36%	51 30%
6) People who are nurses	150 4%	78 4%	73 4%	20 5%	24 4%	27 4%	33 4%	23 3%	24 5%	17 3%	81 4%	27 4%	23 6%	3 2%
7) People who are provincial politicians	2428 62%	1137 63%	1291 62%	247 58%	376 61%	486 66% H	578 62%	443 67% H	298 58%	294 61%	1385 63%	418 64%	229 60%	101 58%
8) People who are business leaders	1170 30%	603 33% B	568 27%	148 35% F	172 28%	207 28%	244 26%	215 32% F	184 36% DEF	160 33% J	637 29%	187 29%	116 30%	70 40%
9) People who are leaders of charities	870 22%	425 23%	446 22%	79 18%	101 16%	145 20%	204 22% D	180 27% CDE	161 31% CDEF	111 23%	484 22%	155 24%	66 17%	53 30%
10) People who are union leaders	1923 49%	963 53% B	960 46%	156 37%	261 42% C	354 48% C	457 49% CD	368 55% CDE	326 63% CDEFG	240 50%	1121 51%	313 48%	170 44%	79 45%
11) People who are government employees	1249 32%	639 35% B	610 30%	144 34%	189 31%	211 29%	299 32%	209 31%	196 38% DEG	172 36% J	693 32%	213 33%	112 29%	60 34%

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
 * small base

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male A	Female B	<25 C	25-34 D	35-44 E	45-54 F	55-64 G	>65 H	1 I	2 J	3 K	4 L	5+ M
Base: All respondents														
Unweighted Base	3864	1702	2162	269	643	768	882	681	621	949	2238	442	181	54
Weighted Base	3886	1818	2068	428	618	733	926	666	514	479	2196	652	385	174*
A lot	2426 62%	1180 65%	1246 60%	293 69%	386 62%	459 63%	554 60%	404 61%	330 64%	283 59%	1374 63%	392 60%	249 65%	127 73%
Some	1194 31%	506 28%	688 33%	101 24%	188 30%	231 32%	303 33%	222 33%	149 29%	168 35%	683 31%	202 31%	106 28%	35 20%
A little	240 6%	119 7%	121 6%	32 8%	40 6%	38 5%	63 7%	38 6%	29 6%	24 5%	122 6%	56 9%	27 7%	12 7%
Not at all	22 1%	9 0	13 1%	2 0	5 1%	5 1%	5 1%	2 0	4 1%	4 1%	14 1%	1 0	3 1%	0 -
Don't know/Refused	4 0	4 0	0 -	0 -	0 -	0 -	1 0	1 0	2 0	0 0	3 0	1 0	0 -	0 -
TOPBOX & LOWBOX SUMMARY														
A lot/Some	3620 93%	1686 93%	1934 94%	394 92%	574 93%	691 94%	857 93%	625 94%	479 93%	451 94%	2057 94%	594 91%	355 92%	162 93%
A little/Not at all	262 7%	128 7%	134 6%	34 8%	44 7%	43 6%	68 7%	40 6%	33 6%	28 6%	135 6%	57 9%	30 8%	12 7%



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
 * small base

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male A	Female B	<25 C	25-34 D	35-44 E	45-54 F	55-64 G	>65 H	1 I	2 J	3 K	4 L	5+ M
Base: All respondents														
Unweighted Base	3864	1702	2162	269	643	768	882	681	621	949	2238	442	181	54
Weighted Base	3886	1818	2068	428	618	733	926	666	514	479	2196	652	385	174*
A lot	95 2%	52 3%	44 2%	17 4%	11 2%	21 3%	13 1%	11 2%	23 4% DFG	10 2%	60 3%	14 2%	11 3%	1 1%
Some	1211 31%	567 31%	644 31%	144 34%	186 30%	221 30%	276 30%	198 30%	186 36% F	153 32%	682 31%	189 29%	129 34%	58 34%
A little	1528 39%	677 37%	851 41%	169 39%	257 42%	286 39%	404 44%	240 36%	173 34% GH	178 37%	845 38%	279 43%	159 41%	67 38%
Not at all	1043 27%	519 29%	524 25%	98 23%	161 26%	206 28%	232 25%	217 33%	129 25% CDFH	136 28%	604 28%	169 26%	86 22%	47 27%
Don't know/Refused	8 0	3 0	5 0	0 -	3 0	0 -	1 0	1 0	4 1%	3 1%	5 0	1 0	0 -	0 -
TOPBOX & LOWBOX SUMMARY														
A lot/Some	1306 34%	619 34%	688 33%	161 38%	197 32%	242 33%	289 31%	209 31%	209 41% DEFG	163 34%	741 34%	202 31%	140 36%	60 34%
A little/Not at all	2571 66%	1196 66%	1375 66%	267 62%	418 68% H	492 67% H	636 69% H	457 69% H	302 59%	314 66%	1449 66%	449 69%	245 64%	114 66%



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/M
 * small base

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male A	Female B	<25 C	25-34 D	35-44 E	45-54 F	55-64 G	>65 H	1 I	2 J	3 K	4 L	5+ M
Base: All respondents														
Unweighted Base	3864	1702	2162	269	643	768	882	681	621	949	2238	442	181	54
Weighted Base	3886	1818	2068	428	618	733	926	666	514	479	2196	652	385	174*
A lot	485 12%	201 11%	284 14%	63 15%	83 13%	90 12%	101 11%	70 11%	78 15%	64 13%	278 13%	78 12%	52 14%	12 7%
Some	1812 47%	735 40%	1078 52% A	213 50%	284 46%	340 46%	481 52% GH	286 43%	209 41%	217 45%	1003 46%	305 47%	200 52%	88 50%
A little	1087 28%	571 31%	516 25% B	107 25%	179 29%	211 29%	239 26%	210 32%	141 27%	137 29%	596 27%	203 31%	114 30%	37 21%
Not at all	487 13%	303 17% B	184 9%	45 10%	73 12%	90 12%	97 11%	98 15%	85 16% F	58 12% L	315 14% KL	64 10%	18 5%	32 19% L
Don't know/Refused	15 0	8 0	7 0	1 0	0 -	2 0	7 1%	2 0	3 1%	2 0	4 0	3 0	0 -	5 3% J
TOPBOX & LOWBOX SUMMARY														
A lot/Some	2297 59%	935 51%	1362 66% A	275 64% G	367 59%	430 59%	582 63% GH	356 54%	286 56%	281 59%	1281 58%	383 59%	253 66%	99 57%
A little/Not at all	1574 41%	875 48% B	699 34%	151 35%	252 41%	301 41%	337 36%	308 46% CF	225 44% F	195 41%	910 41%	266 41%	132 34%	69 40%



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
 * small base

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male A	Female B	<25 C	25-34 D	35-44 E	45-54 F	55-64 G	>65 H	1 I	2 J	3 K	4 L	5+ M
Base: All respondents														
Unweighted Base	3864	1702	2162	269	643	768	882	681	621	949	2238	442	181	54
Weighted Base	3886	1818	2068	428	618	733	926	666	514	479	2196	652	385	174*
A lot	788 20%	364 20%	424 21%	110 26% DE	107 17%	132 18%	180 19%	131 20%	127 25% DE	91 19%	456 21%	134 21%	74 19%	34 19%
Some	1730 45%	727 40%	1003 48% A	161 38%	259 42%	363 49% CD	403 44%	317 48% C	226 44%	214 45%	973 44%	272 42%	194 50%	77 44%
A little	862 22%	417 23%	445 22%	99 23%	158 25% G	157 21%	218 24%	125 19%	106 21%	109 23%	481 22%	154 24%	74 19%	44 25%
Not at all	496 13%	304 17% B	192 9%	57 13%	94 15% H	81 11%	123 13%	87 13%	54 10%	64 13%	281 13%	89 14%	43 11%	19 11%
Don't know/Refused	10 0	6 0	4 0	0 -	0 -	1 0	2 0	5 1%	2 0	1 0	6 0	3 0	0 -	0 -
TOPBOX & LOWBOX SUMMARY														
A lot/Some	2518 65%	1091 60%	1427 69% A	271 63%	367 59%	495 67% D	583 63%	449 67% D	353 69% D	305 64%	1428 65%	406 62%	268 70%	111 64%
A little/Not at all	1358 35%	721 40% B	637 31%	156 37%	252 41% EGH	238 32%	341 37%	212 32%	159 31%	173 36%	762 35%	243 37%	117 30%	63 36%



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
 * small base

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male A	Female B	<25 C	25-34 D	35-44 E	45-54 F	55-64 G	>65 H	1 I	2 J	3 K	4 L	5+ M
Base: All respondents														
Unweighted Base	3864	1702	2162	269	643	768	882	681	621	949	2238	442	181	54
Weighted Base	3886	1818	2068	428	618	733	926	666	514	479	2196	652	385	174*
A lot	477 12%	217 12%	261 13%	47 11%	79 13%	97 13%	116 13%	78 12%	59 11%	56 12%	283 13%	82 13%	42 11%	14 8%
Some	1977 51%	937 52%	1041 50%	212 50%	313 51%	386 53%	507 55%	332 50%	228 44%	238 50%	1121 51%	307 47%	203 53%	108 62%
A little	1105 28%	501 28%	604 29%	124 29%	179 29%	198 27%	242 26%	191 29%	172 33%	147 31%	604 28%	207 32%	107 28%	39 22%
Not at all	319 8%	161 9%	157 8%	45 10%	48 8%	52 7%	60 7%	62 9%	52 10%	37 8%	182 8%	55 8%	32 8%	13 7%
Don't know/Refused	8 0	2 0	6 0	0 -	0 -	0 0	1 0	2 0	4 1%	1 0	6 0	1 0	0 -	0 -
TOPBOX & LOWBOX SUMMARY														
A lot/Some	2455 63%	1153 63%	1301 63%	259 61%	392 63%	483 66%	623 67%	411 62%	287 56%	294 61%	1403 64%	389 60%	245 64%	123 70%
A little/Not at all	1423 37%	662 36%	761 37%	168 39%	227 37%	250 34%	302 33%	253 38%	224 43%	184 38%	786 36%	262 40%	140 36%	51 30%



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
 * small base

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male	Female	<25	25-34	35-44	45-54	55-64	>65	1	2	3	4	5+
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All respondents														
Unweighted Base	3864	1702	2162	269	643	768	882	681	621	949	2238	442	181	54
Weighted Base	3886	1818	2068	428	618	733	926	666	514	479	2196	652	385	174*
A lot	2868 74%	1361 75%	1507 73%	311 73%	458 74%	547 75%	674 73%	495 74%	382 74%	342 71%	1680 77%	453 70%	253 66%	139 80%
Some	864 22%	378 21%	487 24%	96 22%	135 22%	160 22%	218 24%	147 22%	109 21%	119 25%	433 20%	171 26%	109 28%	32 18%
A little	134 3%	69 4%	65 3%	16 4%	21 3%	25 3%	30 3%	20 3%	22 4%	14 3%	76 3%	24 4%	18 5%	3 2%
Not at all	16 0	9 0	8 0	4 1%	4 1%	1 0	3 0	3 0	2 0	3 1%	6 0	3 1%	5 1%	0 -
Don't know/Refused	3 0	2 0	1 0	0 -	1 0	0 -	1 0	1 0	0 -	1 0	2 0	1 0	0 -	0 -
TOPBOX & LOWBOX SUMMARY														
A lot/Some	3732 96%	1738 96%	1994 96%	407 95%	593 96%	707 96%	892 96%	642 96%	491 95%	461 96%	2113 96%	624 96%	362 94%	171 98%
A little/Not at all	150 4%	78 4%	73 4%	20 5%	24 4%	27 4%	33 4%	23 3%	24 5%	17 3%	81 4%	27 4%	23 6%	3 2%



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
 * small base

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male A	Female B	<25 C	25-34 D	35-44 E	45-54 F	55-64 G	>65 H	1 I	2 J	3 K	4 L	5+ M
Base: All respondents														
Unweighted Base	3864	1702	2162	269	643	768	882	681	621	949	2238	442	181	54
Weighted Base	3886	1818	2068	428	618	733	926	666	514	479	2196	652	385	174*
A lot	107 3%	49 3%	58 3%	14 3%	12 2%	26 4%	19 2%	11 2%	25 5% DFG	14 3%	65 3%	13 2%	13 3%	3 1%
Some	1344 35%	630 35%	714 35%	167 39% E	227 37% E	221 30%	327 35%	211 32%	191 37% E	170 35%	741 34%	221 34%	142 37%	70 40%
A little	1482 38%	669 37%	813 39%	155 36%	229 37%	299 41%	363 39%	240 36%	196 38%	176 37%	848 39%	263 40%	141 37%	53 31%
Not at all	946 24%	468 26%	478 23%	93 22%	146 24%	187 25%	215 23%	203 31% CDFH	102 20%	118 25%	538 24%	154 24%	88 23%	48 27%
Don't know/Refused	7 0	2 0	5 0	0 -	3 0	0 -	2 0	1 0	1 0	2 0	4 0	1 0	0 -	0 -
TOPBOX & LOWBOX SUMMARY														
A lot/Some	1451 37%	679 37%	772 37%	180 42%	240 39%	247 34%	346 37%	222 33%	215 42% EG	183 38%	806 37%	233 36%	156 40%	73 42%
A little/Not at all	2428 62%	1137 63%	1291 62%	247 58%	376 61%	486 66% H	578 62%	443 67% H	298 58%	294 61%	1385 63%	418 64%	229 60%	101 58%



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
 * small base

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male A	Female B	<25 C	25-34 D	35-44 E	45-54 F	55-64 G	>65 H	1 I	2 J	3 K	4 L	5+ M
Base: All respondents														
Unweighted Base	3864	1702	2162	269	643	768	882	681	621	949	2238	442	181	54
Weighted Base	3886	1818	2068	428	618	733	926	666	514	479	2196	652	385	174*
A lot	474 12%	237 13%	237 11%	68 16% G	84 14% G	85 12%	106 11%	59 9%	72 14% G	55 12%	280 13%	80 12%	36 9%	23 13%
Some	2236 58%	975 54%	1261 61% A	212 50%	362 59% H	441 60% CH	574 62% CH	391 59% CH	255 50%	261 55%	1277 58%	384 59%	234 61%	81 46%
A little	925 24%	452 25%	473 23%	116 27%	139 22%	163 22%	188 20%	170 26%	150 29% DEF	128 27% J	503 23%	152 23%	104 27%	37 21%
Not at all	245 6%	151 8% B	95 5%	32 8%	33 5%	44 6%	56 6%	45 7%	34 7%	32 7%	134 6%	35 5%	11 3%	33 19% IJKL
Don't know/Refused	5 0	3 0	2 0	0 -	0 -	0 -	1 0	1 0	3 1%	2 0	2 0	1 0	0 -	0 -
TOPBOX & LOWBOX SUMMARY														
A lot/Some	2710 70%	1212 67% A	1498 72% A	280 65%	446 72% H	526 72% H	680 73% GH	450 68%	327 64%	317 66%	1556 71% I	464 71%	269 70%	104 60%
A little/Not at all	1170 30%	603 33% B	568 27%	148 35% F	172 28%	207 28%	244 26%	215 32% F	184 36% DEF	160 33% J	637 29%	187 29%	116 30%	70 40%



TALKING ABOUT CHARITIES

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

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L/M
 * small base

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male A	Female B	<25 C	25-34 D	35-44 E	45-54 F	55-64 G	>65 H	1 I	2 J	3 K	4 L	5+ M
Base: All respondents														
Unweighted Base	3864	1702	2162	269	643	768	882	681	621	949	2238	442	181	54
Weighted Base	3886	1818	2068	428	618	733	926	666	514	479	2196	652	385	174*
A lot	859 22%	413 23%	446 22%	141 33% EFGH	158 25% FG	162 22%	176 19%	121 18%	101 20%	101 21%	502 23%	154 24%	67 17%	35 20%
Some	2133 55%	968 53%	1165 56%	208 49%	358 58% CH	417 57% H	536 58% CH	364 55%	250 49%	266 55%	1198 55%	340 52%	248 64% JKM	81 47%
A little	702 18%	335 18%	367 18%	72 17%	88 14%	116 16%	158 17%	139 21% D	129 25% CDEF	91 19%	390 18%	125 19%	58 15%	38 22%
Not at all	168 4%	90 5%	78 4%	7 2%	13 2%	29 4%	46 5% D	41 6% CD	32 6% CD	20 4%	95 4%	30 5%	9 2%	15 9%
Don't know/Refused	23 1%	12 1%	11 1%	0 -	1 0	9 1%	10 1%	1 0	2 0	1 0	10 0	3 0	4 1%	5 3%
TOPBOX & LOWBOX SUMMARY														
A lot/Some	2993 77%	1381 76%	1612 78%	349 82% GH	516 83% FGH	580 79% GH	712 77% H	485 73%	351 68%	367 77%	1701 77%	494 76%	315 82% M	116 67%
A little/Not at all	870 22%	425 23%	446 22%	79 18%	101 16%	145 20%	204 22% D	180 27% CDE	161 31% CDEF	111 23%	484 22%	155 24%	66 17%	53 30%



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
 * small base

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male	Female	<25	25-34	35-44	45-54	55-64	>65	1	2	3	4	5+
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All respondents														
Unweighted Base	3864	1702	2162	269	643	768	882	681	621	949	2238	442	181	54
Weighted Base	3886	1818	2068	428	618	733	926	666	514	479	2196	652	385	174*
A lot	303 8%	122 7%	181 9%	69 16% EFGH	67 11% EFG	45 6%	54 6%	32 5%	37 7%	35 7%	183 8%	50 8%	21 6%	15 8%
Some	1632 42%	724 40%	908 44%	202 47% H	287 46% GH	329 45% H	406 44% H	264 40% H	144 28%	197 41%	880 40%	285 44%	190 49% J	80 46%
A little	1182 30%	575 32%	607 29%	110 26%	177 29%	207 28%	291 31%	212 32%	185 36% CDE	153 32%	675 31%	181 28%	116 30%	58 33%
Not at all	741 19%	388 21% B	353 17%	47 11%	84 14%	147 20% CD	166 18% C	156 23% CDF	141 28% CDEF	88 18%	446 20%	132 20%	54 14%	21 12%
Don't know/Refused	28 1%	8 0	19 1%	1 0	3 0	5 1%	9 1%	2 0	8 1%	8 2% J	11 1%	4 1%	4 1%	1 0
TOPBOX & LOWBOX SUMMARY														
A lot/Some	1935 50%	846 47%	1089 53% A	271 63% EFGH	354 57% FGH	374 51% H	460 50% H	296 44% H	181 35%	231 48%	1063 48%	335 51%	211 55%	95 54%
A little/Not at all	1923 49%	963 53% B	960 46%	156 37%	261 42%	354 48% C	457 49% CD	368 55% CDE	326 63% CDEFG	240 50%	1121 51%	313 48%	170 44%	79 45%



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
 * small base

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male A	Female B	<25 C	25-34 D	35-44 E	45-54 F	55-64 G	>65 H	1 I	2 J	3 K	4 L	5+ M
Base: All respondents														
Unweighted Base	3864	1702	2162	269	643	768	882	681	621	949	2238	442	181	54
Weighted Base	3886	1818	2068	428	618	733	926	666	514	479	2196	652	385	174*
A lot	542 14%	259 14%	282 14%	43 10%	83 13%	104 14%	146 16%	92 14%	75 15%	60 13%	341 16%	83 13%	42 11%	15 9%
Some	2085 54%	914 50%	1171 57%	241 56%	346 56%	416 57%	479 52%	362 54%	241 47%	245 51%	1156 53%	354 54%	231 60%	99 57%
A little	922 24%	469 26%	453 22%	108 25%	153 25%	145 20%	226 24%	138 21%	151 29%	126 26%	508 23%	154 24%	90 23%	44 25%
Not at all	327 8%	170 9%	157 8%	36 8%	36 6%	66 9%	73 8%	71 11%	45 9%	45 9%	185 8%	59 9%	22 6%	16 9%
Don't know/Refused	10 0	5 0	5 0	0 -	1 0	2 0	2 0	3 0	3 1%	3 1%	7 0	1 0	0 -	0 -
TOPBOX & LOWBOX SUMMARY														
A lot/Some	2627 68%	1173 65%	1454 70%	283 66%	429 69%	520 71%	625 67%	454 68%	315 61%	305 64%	1497 68%	438 67%	273 71%	114 66%
A little/Not at all	1249 32%	639 35%	610 30%	144 34%	189 31%	211 29%	299 32%	209 31%	196 38%	172 36%	693 32%	213 33%	112 29%	60 34%



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/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L/M
 * small base

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male A	Female B	<25 C	25-34 D	35-44 E	45-54 F	55-64 G	>65 H	1 I	2 J	3 K	4 L	5+ M
Base: All respondents														
Unweighted Base	3864	1702	2162	269	643	768	882	681	621	949	2238	442	181	54
Weighted Base	3886	1818	2068	428	618	733	926	666	514	479	2196	652	385	174*
Very familiar	611 16%	264 15%	347 17%	36 8%	68 11%	130 18%	157 17%	130 19%	89 17%	76 16%	383 17%	77 12%	55 14%	19 11%
Somewhat familiar	2483 64%	1153 63%	1330 64%	275 64%	381 62%	454 62%	616 67%	431 65%	326 63%	283 59%	1369 62%	416 64%	271 70%	144 83%
Not very familiar	681 18%	328 18%	353 17%	95 22%	149 24%	130 18%	137 15%	91 14%	79 15%	98 21%	390 18%	131 20%	55 14%	7 4%
Not at all familiar	109 3%	71 4%	38 2%	22 5%	20 3%	19 3%	16 2%	13 2%	20 4%	19 4%	54 2%	28 4%	4 1%	4 2%
Don't know/Refused	2 0	2 0	1 0	0 -	0 -	0 -	0 -	1 0	1 0	2 0	0 0	0 -	0 -	0 -
TOPBOX & LOWBOX SUMMARY														
Familiar (Top2Box)	3094 80%	1417 78%	1677 81%	311 73%	449 73%	584 80%	773 83%	561 84%	415 81%	359 75%	1752 80%	492 76%	326 85%	164 94%
Not familiar (Low2Box)	790 20%	399 22%	391 19%	117 27%	169 27%	149 20%	153 17%	104 16%	98 19%	118 25%	443 20%	160 24%	59 15%	10 6%



TALKING ABOUT CHARITIES
2B. TRUST A LOT/SOME SUMMARY TABLE

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L/M
* small base

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male A	Female B	<25 C	25-34 D	35-44 E	45-54 F	55-64 G	>65 H	1 I	2 J	3 K	4 L	5+ M
Base: All Respondents														
Unweighted Base	3864	1702	2162	269	643	768	882	681	621	949	2238	442	181	54
Weighted Base	3886	1818	2068	428	618	733	926	666	514	479	2196	652	385	174*
1) Charities that focus on protecting the environment	2839	1273	1567	343	486	557	652	463	337	356	1592	478	280	133
	73%	70%	76% A	80% FGH	79% FGH	76% FGH	70%	70%	66%	74%	73%	73%	73%	77%
2) Charities that focus on protection of animals	2830	1236	1593	337	492	546	675	468	311	357	1610	462	269	131
	73%	68%	77% A	79% GH	80% FGH	74% H	73% H	70% H	60%	74%	73%	71%	70%	75%
3) Charities that focus on health prevention and health research	3245	1471	1774	372	532	625	762	543	411	400	1839	538	327	142
	84%	81%	86% A	87% H	86% H	85% H	82% H	82% H	80%	83%	84%	83%	85%	82%
4) Charities that focus on social services	2891	1306	1585	322	487	563	695	486	338	363	1653	463	282	130
	74%	72%	77% A	75% H	79% H	77% H	75% H	73% H	66%	76%	75%	71%	73%	75%
5) Charities that focus on international development	2221	931	1290	285	379	430	514	347	266	289	1243	347	234	108
	57%	51%	62% A	67% FGH	61% GH	59% H	55% H	52% H	52%	60% K	57%	53%	61%	62%
6) Charities that focus on children and children's activities	3289	1508	1781	382	552	637	763	538	416	404	1860	550	338	136
	85%	83%	86% A	89% FGH	89% FGH	87% GH	82% GH	81% GH	81%	84%	85%	84%	88%	78%
7) Charities that focus on education	3004	1383	1621	367	523	570	716	472	357	366	1697	499	307	135
	77%	76%	78% A	86% EFGH	85% EFGH	78% GH	77% GH	71% GH	69%	76%	77%	77%	80%	77%
8) Charities that focus on arts	2371	1033	1338	296	415	453	557	391	260	304	1359	390	226	91
	61%	57%	65% A	69% FGH	67% FGH	62% H	60% H	59% H	51%	63%	62%	60%	59%	53%
9) Hospitals	3443	1610	1833	392	550	648	835	583	435	415	1960	571	350	148
	89%	89%	89% A	92% H	89% H	88% H	90% H	88% H	85%	87%	89%	88%	91%	85%
10) Churches	2595	1117	1478	274	401	497	613	451	359	318	1483	421	265	108
	67%	61%	71% A	64% A	65% A	68% A	66% A	68% A	70% A	66% A	68% A	65% A	69% A	62% A



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

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L/M
* small base

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male A	Female B	<25 C	25-34 D	35-44 E	45-54 F	55-64 G	>65 H	1 I	2 J	3 K	4 L	5+ M
Base: All Respondents														
Unweighted Base	3864	1702	2162	269	643	768	882	681	621	949	2238	442	181	54
Weighted Base	3886	1818	2068	428	618	733	926	666	514	479	2196	652	385	174*
1) Charities that focus on protecting the environment	1032	540	492	84	132	173	269	201	172	122	595	173	105	36
	27%	30% B	24%	20%	21%	24%	29% CDE	30% CDE	34% CDE	26%	27%	27%	27%	21%
2) Charities that focus on protection of animals	1038	570	468	90	125	183	247	195	198	120	572	189	113	43
	27%	31% B	23%	21%	20%	25%	27% D	29% CD	38% CDEFG	25%	26%	29%	29%	25%
3) Charities that focus on health prevention and health research	632	343	289	56	86	109	163	119	99	80	349	113	58	32
	16%	19% B	14%	13%	14%	15%	18%	18%	19% D	17%	16%	17%	15%	18%
4) Charities that focus on social services	986	507	479	105	131	170	229	177	174	115	537	188	103	44
	25%	28% B	23%	25%	21%	23%	25%	27%	34% CDEFG	24%	24%	29%	27%	25%
5) Charities that focus on international development	1635	872	763	142	236	299	408	314	236	184	937	299	149	66
	42%	48% B	37%	33%	38%	41%	44% C	47% CD	46% CD	38%	43%	46% I	39%	38%
6) Charities that focus on children and children's activities	580	296	284	45	65	96	161	120	92	73	328	94	47	38
	15%	16%	14%	11%	10%	13%	17% CD	18% CDE	18% CD	15%	15%	14%	12%	22%
7) Charities that focus on education	835	417	418	60	96	160	199	176	145	108	474	142	78	35
	22%	23%	20%	14%	15%	22% CD	22% CD	26% CD	28% CDEF	22%	22%	22%	20%	20%
8) Charities that focus on arts	1449	759	690	131	195	275	353	265	230	166	791	255	155	82
	37%	42% B	33%	31%	32%	37%	38% D	40% CD	45% CDEF	35%	36%	39%	40%	47%
9) Hospitals	437	203	235	36	69	85	90	82	76	64	231	81	35	25
	11%	11%	11%	8%	11%	12%	10%	12%	15% CF	13% J	11%	12%	9%	15%
10) Churches	1268	689	578	153	216	229	311	210	148	162	696	225	120	66
	33%	38% B	28%	36%	35%	31%	34%	32%	29%	34%	32%	35%	31%	38%



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
 * small base

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male A	Female B	<25 C	25-34 D	35-44 E	45-54 F	55-64 G	>65 H	1 I	2 J	3 K	4 L	5+ M
Base: All respondents														
Unweighted Base	3864	1702	2162	269	643	768	882	681	621	949	2238	442	181	54
Weighted Base	3886	1818	2068	428	618	733	926	666	514	479	2196	652	385	174*
A lot	1026 26%	472 26%	554 27%	184 43% DEFGH	180 29% F	175 24%	206 22%	154 23%	126 25%	116 24%	570 26%	167 26%	123 32%	50 29%
Some	1813 47%	801 44%	1013 49% A	160 37%	306 49% CH	382 52% CH	446 48% CH	309 46%	211 41%	240 50% L	1022 47%	311 48%	156 41%	83 48%
A little	809 21%	409 23%	400 19%	73 17%	114 18%	138 19%	204 22%	155 23%	125 24% D	95 20%	453 21%	145 22%	92 24%	24 14%
Not at all	223 6%	131 7% B	92 4%	11 2%	18 3%	34 5%	66 7% CD	46 7% CD	47 9% CDE	27 6%	142 6%	28 4%	13 3%	12 7%
Don't know/Refused	15 0	5 0	10 0	0 -	0 -	3 0	5 1%	2 0	5 1% D	1 0	9 0	1 0	0 -	5 3%
TOPBOX & LOWBOX SUMMARY														
A lot/Some	2839 73%	1273 70%	1567 76% A	343 80% FGH	486 79% FGH	557 76% FGH	652 70%	463 70%	337 66%	356 74%	1592 73%	478 73%	280 73%	133 77%
A little/Not at all	1032 27%	540 30% B	492 24%	84 20%	132 21%	173 24%	269 29% CDE	201 30% CDE	172 34% CDE	122 26%	595 27%	173 27%	105 27%	36 21%



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
 * small base

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male A	Female B	<25 C	25-34 D	35-44 E	45-54 F	55-64 G	>65 H	1 I	2 J	3 K	4 L	5+ M
Base: All respondents														
Unweighted Base	3864	1702	2162	269	643	768	882	681	621	949	2238	442	181	54
Weighted Base	3886	1818	2068	428	618	733	926	666	514	479	2196	652	385	174*
A lot	1152 30%	460 25%	692 33% A	170 40% EFGH	208 34% EFH	196 27%	250 27%	196 29%	131 25%	143 30%	654 30%	179 28%	121 31%	54 31%
Some	1678 43%	777 43%	901 44%	167 39%	283 46% H	350 48% GH	425 46% H	272 41%	180 35%	213 45%	956 44%	283 43%	148 38%	77 44%
A little	802 21%	425 23%	378 18% B	73 17%	104 17%	146 20%	184 20%	145 22%	150 29% CDEFG	90 19%	437 20%	157 24%	89 23%	29 17%
Not at all	235 6%	145 8% B	90 4%	17 4%	21 3%	37 5%	63 7% D	50 8% D	47 9% CDE	30 6%	135 6%	32 5%	25 6%	14 8%
Don't know/Refused	19 0	11 1%	7 0	0 -	2 0	4 1%	4 0	2 0	6 1%	3 1%	13 1%	1 0	2 1%	0 -
TOPBOX & LOWBOX SUMMARY														
A lot/Some	2830 73%	1236 68% A	1593 77% A	337 79% GH	492 80% FGH	546 74% H	675 73% H	468 70% H	311 60%	357 74%	1610 73%	462 71%	269 70%	131 75%
A little/Not at all	1038 27%	570 31% B	468 23%	90 21%	125 20%	183 25%	247 27% D	195 29% CD	198 38% CDEFG	120 25%	572 26%	189 29%	113 29%	43 25%



TALKING ABOUT CHARITIES

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

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L/M
 * small base

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male A	Female B	<25 C	25-34 D	35-44 E	45-54 F	55-64 G	>65 H	1 I	2 J	3 K	4 L	5+ M
Base: All respondents														
Unweighted Base	3864	1702	2162	269	643	768	882	681	621	949	2238	442	181	54
Weighted Base	3886	1818	2068	428	618	733	926	666	514	479	2196	652	385	174*
A lot	1581 41%	728 40%	852 41%	212 50% EFG	264 43%	296 40%	342 37%	253 38%	214 42%	182 38%	902 41%	259 40%	164 43%	73 42%
Some	1664 43%	742 41%	922 45%	160 37%	268 43%	329 45%	420 45% H	290 44%	197 38%	218 45%	937 43%	279 43%	162 42%	68 39%
A little	518 13%	289 16% B	229 11%	51 12%	77 12%	92 13%	122 13%	95 14%	82 16%	63 13%	285 13%	100 15%	48 13%	22 12%
Not at all	114 3%	54 3%	60 3%	5 1%	9 1%	17 2%	41 4% D	25 4% D	17 3%	16 3%	65 3%	13 2%	10 3%	11 6%
Don't know/Refused	9 0	4 0	4 0	0 -	0 -	0 -	2 0	3 0	4 1%	0 -	8 0	1 0	0 -	0 -
TOPBOX & LOWBOX SUMMARY														
A lot/Some	3245 84%	1471 81%	1774 86% A	372 87% H	532 86% H	625 85% H	762 82%	543 82%	411 80%	400 83%	1839 84%	538 83%	327 85%	142 82%
A little/Not at all	632 16%	343 19% B	289 14%	56 13%	86 14%	109 15%	163 18%	119 18%	99 19% D	80 17%	349 16%	113 17%	58 15%	32 18%



TALKING ABOUT CHARITIES

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

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L/M
 * small base

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male A	Female B	<25 C	25-34 D	35-44 E	45-54 F	55-64 G	>65 H	1 I	2 J	3 K	4 L	5+ M
Base: All respondents														
Unweighted Base	3864	1702	2162	269	643	768	882	681	621	949	2238	442	181	54
Weighted Base	3886	1818	2068	428	618	733	926	666	514	479	2196	652	385	174*
A lot	954 25%	445 25%	509 25%	139 33% FGH	168 27% H	196 27% H	224 24% H	143 22% H	83 16% H	95 20% I	565 26% I	139 21% I	99 26% I	55 32% I
Some	1937 50%	861 47%	1076 52% A	183 43% A	319 52% A	368 50% A	471 51% A	342 51% A	255 49% A	268 56% J	1087 50% J	324 50% J	183 48% J	74 43% J
A little	775 20%	397 22% B	378 18% B	87 20% B	115 19% B	137 19% B	174 19% B	128 19% B	134 26% B DEFG	86 18% B	430 20% B	153 23% B	78 20% B	28 16% B
Not at all	211 5%	110 6%	101 5%	18 4% D	16 3% D	33 5% D	55 6% D	48 7% D	40 8% D DE	29 6% D	106 5% D	35 5% D	25 6% D	16 9% D
Don't know/Refused	9 0	5 0	5 0	0 -	0 0	0 0	2 0	4 1%	3 1%	1 0	6 0	2 0	0 -	0 -
TOPBOX & LOWBOX SUMMARY														
A lot/Some	2891 74%	1306 72% A	1585 77% A	322 75% H	487 79% H	563 77% H	695 75% H	486 73% H	338 66% H	363 76% I	1653 75% I	463 71% I	282 73% I	130 75% I
A little/Not at all	986 25%	507 28% B	479 23% B	105 25% B	131 21% B	170 23% B	229 25% B	177 27% B	174 34% B CDEFG	115 24% B	537 24% B	188 29% B	103 27% B	44 25% B



TALKING ABOUT CHARITIES

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

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L/M
 * small base

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male A	Female B	<25 C	25-34 D	35-44 E	45-54 F	55-64 G	>65 H	1 I	2 J	3 K	4 L	5+ M
Base: All respondents														
Unweighted Base	3864	1702	2162	269	643	768	882	681	621	949	2238	442	181	54
Weighted Base	3886	1818	2068	428	618	733	926	666	514	479	2196	652	385	174*
A lot	496 13%	230 13%	267 13%	86 20% EFGH	87 14%	97 13%	108 12%	64 10%	54 11%	62 13%	275 13%	75 11%	55 14%	29 17%
Some	1724 44%	701 39%	1023 49% A	199 47%	292 47%	333 45%	406 44%	283 43%	211 41%	227 47%	968 44%	272 42%	179 47%	79 45%
A little	1216 31%	645 36%	571 28% B	118 28%	179 29%	231 32%	304 33%	216 32%	167 33%	132 28%	703 32% I	221 34% I	110 29%	50 29%
Not at all	419 11%	227 12% B	192 9%	24 6%	57 9%	68 9%	104 11%	97 15% C	69 13% C	52 11%	235 11%	77 12%	39 10%	16 9%
Don't know/Refused	30 1%	15 1%	15 1%	1 0	3 0	5 1%	4 0	5 1%	12 2% CDEF	6 1%	15 1%	6 1%	2 1%	0 -
TOPBOX & LOWBOX SUMMARY														
A lot/Some	2221 57%	931 51%	1290 62% A	285 67% FGH	379 61% GH	430 59% H	514 55%	347 52%	266 52%	289 60% K	1243 57%	347 53%	234 61%	108 62%
A little/Not at all	1635 42%	872 48% B	763 37%	142 33%	236 38%	299 41%	408 44% C	314 47% CD	236 46% CD	184 38%	937 43%	299 46% I	149 39%	66 38%



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
 * small base

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male A	Female B	<25 C	25-34 D	35-44 E	45-54 F	55-64 G	>65 H	1 I	2 J	3 K	4 L	5+ M
Base: All respondents														
Unweighted Base	3864	1702	2162	269	643	768	882	681	621	949	2238	442	181	54
Weighted Base	3886	1818	2068	428	618	733	926	666	514	479	2196	652	385	174*
A lot	1550 40%	698 38%	853 41%	229 54% EFGH	285 46% FGH	313 43% FG	310 34% G	213 32% C	200 39% G	184 38%	888 40%	255 39%	154 40%	70 40%
Some	1738 45%	810 45%	928 45%	153 36%	267 43%	324 44%	452 49%	324 49%	217 42%	220 46%	972 44%	296 45%	185 48%	65 38%
A little	480 12%	253 14%	227 11%	34 8%	58 9%	84 11%	127 14%	100 15%	77 15%	56 12%	286 13%	80 12%	42 11%	17 10%
Not at all	100 3%	44 2%	56 3%	11 3%	7 1%	12 2%	34 4%	20 3%	15 3%	17 4%	43 2%	14 2%	4 1%	22 13%
Don't know/Refused	17 0	14 1% B	3 0	0 -	1 0	0 -	2 0	8 1% E	6 1% E	3 1%	7 0	7 1%	0 -	0 -
TOPBOX & LOWBOX SUMMARY														
A lot/Some	3289 85%	1508 83%	1781 86% A	382 89% FGH	552 89% FGH	637 87% GH	763 82%	538 81%	416 81%	404 84%	1860 85%	550 84%	338 88%	136 78%
A little/Not at all	580 15%	296 16%	284 14%	45 11%	65 10%	96 13%	161 17% CD	120 18% CDE	92 18% CD	73 15%	328 15%	94 14%	47 12%	38 22%



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
 * small base

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male A	Female B	<25 C	25-34 D	35-44 E	45-54 F	55-64 G	>65 H	1 I	2 J	3 K	4 L	5+ M
Base: All respondents														
Unweighted Base	3864	1702	2162	269	643	768	882	681	621	949	2238	442	181	54
Weighted Base	3886	1818	2068	428	618	733	926	666	514	479	2196	652	385	174*
A lot	1093 28%	545 30%	548 27%	182 43% DEFGH	198 32% FGH	201 27%	233 25%	161 24%	118 23%	125 26%	607 28%	173 27%	122 32%	66 38%
Some	1911 49%	839 46%	1072 52% A	185 43%	325 53% C	369 50%	483 52%	311 47%	239 46%	242 50%	1090 50%	326 50%	186 48%	68 39%
A little	702 18%	354 19%	348 17%	48 11%	85 14%	138 19% CD	163 18%	140 21% CD	129 25% CDEF	84 18%	404 18%	122 19%	71 19%	21 12%
Not at all	133 3%	63 3%	70 3%	13 3%	10 2%	22 3%	37 4%	35 5% D	16 3% D	23 5% J	70 3%	19 3%	6 2%	14 8%
Don't know/Refused	46 1%	17 1%	29 1%	0 -	0 -	4 0	11 1% D	19 3% CDE	13 2% CDE	5 1%	25 1%	11 2%	0 -	5 3%
TOPBOX & LOWBOX SUMMARY														
A lot/Some	3004 77%	1383 76%	1621 78%	367 86% EFGH	523 85% EFGH	570 78% GH	716 77% GH	472 71%	357 69%	366 76%	1697 77%	499 77%	307 80%	135 77%
A little/Not at all	835 22%	417 23%	418 20%	60 14%	96 15%	160 22% CD	199 22% CD	176 26% CD	145 28% CDEF	108 22%	474 22%	142 22%	78 20%	35 20%



TALKING ABOUT CHARITIES

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

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L/M
 * small base

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male A	Female B	<25 C	25-34 D	35-44 E	45-54 F	55-64 G	>65 H	1 I	2 J	3 K	4 L	5+ M
Base: All respondents														
Unweighted Base	3864	1702	2162	269	643	768	882	681	621	949	2238	442	181	54
Weighted Base	3886	1818	2068	428	618	733	926	666	514	479	2196	652	385	174*
A lot	629 16%	257 14%	372 18% A	107 25% EFGH	119 19% FH	106 14%	133 14%	100 15%	64 12%	76 16%	366 17%	104 16%	55 14%	28 16%
Some	1742 45%	776 43%	966 47%	189 44%	295 48% H	348 47% H	424 46% H	291 44%	196 38%	228 48%	993 45%	287 44%	171 45%	63 36%
A little	1067 27%	536 29%	532 26% B	99 23%	152 25%	212 29%	260 28%	181 27%	164 32% CD	115 24%	582 26%	180 28%	141 37% IJ	50 29%
Not at all	382 10%	223 12% B	158 8%	33 8%	43 7%	63 9%	94 10%	84 13% D	66 13% DE	51 11% L	209 10% L	75 12% L	14 4% L	32 18% L
Don't know/Refused	66 2%	26 1%	40 2%	1 0	9 1%	5 1%	16 2%	11 2% CDEFG	24 5%	9 2%	46 2%	6 1%	4 1%	1 0
TOPBOX & LOWBOX SUMMARY														
A lot/Some	2371 61%	1033 57%	1338 65% A	296 69% FGH	415 67% FGH	453 62% H	557 60% H	391 59% H	260 51%	304 63%	1359 62%	390 60%	226 59%	91 53%
A little/Not at all	1449 37%	759 42% B	690 33%	131 31%	195 32%	275 37%	353 38% D	265 40% CD	230 45% CDEF	166 35%	791 36%	255 39%	155 40%	82 47%



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
 * small base

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male A	Female B	<25 C	25-34 D	35-44 E	45-54 F	55-64 G	>65 H	1 I	2 J	3 K	4 L	5+ M
Base: All respondents														
Unweighted Base	3864	1702	2162	269	643	768	882	681	621	949	2238	442	181	54
Weighted Base	3886	1818	2068	428	618	733	926	666	514	479	2196	652	385	174*
A lot	1944 50%	967 53%	978 47%	288 67%	308 50%	356 49%	412 44%	320 48%	261 51%	218 45%	1124 51%	305 47%	215 56%	83 47%
Some	1499 39%	643 35%	856 41%	104 24%	242 39%	292 40%	423 46%	263 40%	174 34%	197 41%	836 38%	265 41%	135 35%	66 38%
A little	374 10%	178 10%	196 9%	30 7%	64 10%	74 10%	71 8%	73 11%	63 12%	53 11%	201 9%	70 11%	31 8%	18 10%
Not at all	63 2%	25 1%	38 2%	6 1%	5 1%	12 2%	19 2%	9 1%	13 3%	11 2%	30 1%	11 2%	4 1%	7 4%
Don't know/Refused	5 0	5 0	0 -	0 -	0 -	0 -	2 0	1 0	3 1%	0 -	5 0	0 -	0 -	0 -
TOPBOX & LOWBOX SUMMARY														
A lot/Some	3443 89%	1610 89%	1833 89%	392 92%	550 89%	648 88%	835 90%	583 88%	435 85%	415 87%	1960 89%	571 88%	350 91%	148 85%
A little/Not at all	437 11%	203 11%	235 11%	36 8%	69 11%	85 12%	90 10%	82 12%	76 15%	64 13%	231 11%	81 12%	35 9%	25 15%



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
 * small base

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male A	Female B	<25 C	25-34 D	35-44 E	45-54 F	55-64 G	>65 H	1 I	2 J	3 K	4 L	5+ M
Base: All respondents														
Unweighted Base	3864	1702	2162	269	643	768	882	681	621	949	2238	442	181	54
Weighted Base	3886	1818	2068	428	618	733	926	666	514	479	2196	652	385	174*
A lot	993 26%	440 24%	553 27%	123 29%	143 23%	181 25%	220 24%	150 22%	176 34%	124 26%	582 26%	165 25%	97 25%	25 15%
Some	1602 41%	677 37%	925 45%	151 35%	257 42%	316 43%	393 42%	302 45%	184 36%	193 40%	901 41%	256 39%	169 44%	83 48%
A little	856 22%	458 25%	398 19%	98 23%	141 23%	176 24%	200 22%	142 21%	100 19%	102 21%	480 22%	148 23%	82 21%	43 25%
Not at all	412 11%	231 13%	180 9%	56 13%	75 12%	53 7%	111 12%	69 10%	48 9%	60 12%	215 10%	77 12%	38 10%	22 13%
Don't know/Refused	23 1%	11 1%	12 1%	0 -	1 0	7 1%	2 0	4 1%	7 1%	0 -	17 1%	6 1%	0 -	0 -
TOPBOX & LOWBOX SUMMARY														
A lot/Some	2595 67%	1117 61%	1478 71%	274 64%	401 65%	497 68%	613 66%	451 68%	359 70%	318 66%	1483 68%	421 65%	265 69%	108 62%
A little/Not at all	1268 33%	689 38%	578 28%	153 36%	216 35%	229 31%	311 34%	210 32%	148 29%	162 34%	696 32%	225 35%	120 31%	66 38%



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
 * small base

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male A	Female B	<25 C	25-34 D	35-44 E	45-54 F	55-64 G	>65 H	1 I	2 J	3 K	4 L	5+ M
Base: All Respondents														
Unweighted Base	3864	1702	2162	269	643	768	882	681	621	949	2238	442	181	54
Weighted Base	3886	1818	2068	428	618	733	926	666	514	479	2196	652	385	174*
1) Charities should be expected to deliver programs and services the government stops funding	2214	1037	1177	304	382	425	513	309	282	282	1238	353	231	110
	57%	57%	57%	71% DEFGH	62% GH	58% G	55% G	46%	55% G	59%	56%	54%	60%	63%
2) Charities generally improve our quality of life	3361	1531	1830	386	550	659	794	547	425	421	1899	550	346	146
	86%	84%	88% A	90% GH	89% GH	90% GH	86%	82%	83%	88%	86%	84%	90%	84%
3) Charities do a better job than government in meeting the needs of Canadians	2715	1182	1534	303	408	531	660	463	351	361	1506	466	265	118
	70%	65%	74% A	71%	66%	72% D	71%	69%	68%	75% J	69%	71%	69%	68%
4) Charities are important to Canadians	3616	1665	1951	404	588	700	856	603	464	444	2035	620	355	161
	93%	92%	94% A	95%	95% GH	95% GH	92%	91%	90%	93%	93%	95%	92%	93%
5) Charities understand the needs of Canadians better than government does	2946	1304	1642	329	445	585	689	512	386	381	1640	496	295	135
	76%	72%	79% A	77%	72%	80% DF	74%	77%	75%	79% J	75%	76%	77%	77%



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
 * small base

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male A	Female B	<25 C	25-34 D	35-44 E	45-54 F	55-64 G	>65 H	1 I	2 J	3 K	4 L	5+ M
Base: All Respondents														
Unweighted Base	3864	1702	2162	269	643	768	882	681	621	949	2238	442	181	54
Weighted Base	3886	1818	2068	428	618	733	926	666	514	479	2196	652	385	174*
1) Charities should be expected to deliver programs and services the government stops funding	1641	772	869	124	230	307	410	349	221	191	940	293	153	64
	42%	42%	42%	29%	37%	42%	44%	52%	43%	40%	43%	45%	40%	37%
						C	CD	CDEFH	C					
2) Charities generally improve our quality of life	520	285	234	42	68	74	131	118	86	56	294	102	39	28
	13%	16%	11%	10%	11%	10%	14%	18%	17%	12%	13%	16%	10%	16%
		B						CDE	CDE					
3) Charities do a better job than government in meeting the needs of Canadians	1116	614	502	116	197	199	254	196	155	110	660	176	114	56
	29%	34%	24%	27%	32%	27%	27%	29%	30%	23%	30%	27%	30%	32%
		B									I			
4) Charities are important to Canadians	263	151	111	23	27	33	66	63	50	35	153	32	30	13
	7%	8%	5%	5%	4%	5%	7%	9%	10%	7%	7%	5%	8%	7%
		B						DE	DE					
5) Charities understand the needs of Canadians better than government does	909	503	405	93	167	146	232	150	120	95	529	155	90	39
	23%	28%	20%	22%	27%	20%	25%	23%	23%	20%	24%	24%	23%	23%
		B			E						I			



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/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L/M
 * small base

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male	Female	<25	25-34	35-44	45-54	55-64	>65	1	2	3	4	5+
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: &txt														
Unweighted Base	3864	1702	2162	269	643	768	882	681	621	949	2238	442	181	54
Weighted Base	3886	1818	2068	428	618	733	926	666	514	479	2196	652	385	174*
Strongly agree	757 19%	359 20%	398 19%	122 28% EFGH	134 22% G	149 20% G	170 18% G	94 14% G	89 17% G	94 20% D	428 19% D	110 17% D	73 19% D	51 29% D
Somewhat agree	1458 38%	678 37%	779 38%	182 43% G	248 40% G	276 38% G	343 37% G	215 32% G	193 38% G	188 39% D	811 37% D	243 37% D	158 41% D	59 34% D
Somewhat disagree	896 23%	428 24%	468 23%	87 20% D	126 20% D	168 23% D	217 23% D	181 27% D	118 23% D	102 21% D	500 23% D	164 25% D	103 27% D	28 16% D
Strongly disagree	744 19%	344 19%	401 19%	37 9% C	104 17% C	139 19% C	192 21% C	169 25% CDE	103 20% C	89 19% D	441 20% D	128 20% D	51 13% D	36 21% D
Don't know/Refused	31 1%	9 0	22 1%	0 -	6 1%	2 0	4 0	7 1%	12 2% CEF	7 1%	17 1%	6 1%	1 0	0 -
TOPBOX & LOWBOX SUMMARY														
Agree (Top2Box)	2214 57%	1037 57%	1177 57%	304 71% DEFGH	382 62% GH	425 58% G	513 55% G	309 46% G	282 55% G	282 59% D	1238 56% D	353 54% D	231 60% D	110 63% D
Disagree (Low2Box)	1641 42%	772 42%	869 42%	124 29% C	230 37% C	307 42% C	410 44% CD	349 52% CDEFH	221 43% C	191 40% D	940 43% D	293 45% D	153 40% D	64 37% D



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/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L/M
 * small base

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male A	Female B	<25 C	25-34 D	35-44 E	45-54 F	55-64 G	>65 H	1 I	2 J	3 K	4 L	5+ M
Base: &txt														
Unweighted Base	3864	1702	2162	269	643	768	882	681	621	949	2238	442	181	54
Weighted Base	3886	1818	2068	428	618	733	926	666	514	479	2196	652	385	174*
Strongly agree	1218 31%	525 29%	693 34% A	162 38% GH	202 33%	239 33%	291 31%	177 27%	146 28%	160 33%	693 32%	180 28%	131 34%	54 31%
Somewhat agree	2143 55%	1006 55%	1137 55%	223 52%	348 56%	420 57%	503 54%	370 56%	279 54%	260 54%	1206 55%	370 57%	215 56%	92 53%
Somewhat disagree	387 10%	219 12%	169 8%	36 8%	55 9%	56 8%	98 11%	81 12%	61 12%	37 8%	230 10%	75 12%	29 8%	16 9%
Strongly disagree	132 3%	67 4%	65 3%	6 1%	13 2%	18 2%	33 4%	37 6%	25 5%	19 4%	64 3%	27 4%	10 3%	12 7%
Don't know/Refused	5 0	1 0	4 0	0 -	0 -	0 0	1 0	1 0	3 1%	3 1%	3 0	0 0	0 -	0 -
TOPBOX & LOWBOX SUMMARY														
Agree (Top2Box)	3361 86%	1531 84%	1830 88% A	386 90% GH	550 89% GH	659 90% GH	794 86%	547 82%	425 83%	421 88%	1899 86%	550 84%	346 90%	146 84%
Disagree (Low2Box)	520 13%	285 16% B	234 11%	42 10%	68 11%	74 10%	131 14%	118 18% CDE	86 17% CDE	56 12%	294 13%	102 16%	39 10%	28 16%



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/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L/M

* small base

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male	Female	<25	25-34	35-44	45-54	55-64	>65	1	2	3	4	5+
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: &txt														
Unweighted Base	3864	1702	2162	269	643	768	882	681	621	949	2238	442	181	54
Weighted Base	3886	1818	2068	428	618	733	926	666	514	479	2196	652	385	174*
Strongly agree	805 21%	320 18%	485 23% A	91 21%	110 18%	157 21%	204 22%	147 22%	96 19%	117 24% JK	446 20%	120 18%	91 24%	31 18%
Somewhat agree	1910 49%	862 47%	1048 51%	212 50%	297 48%	374 51%	456 49%	316 47%	255 50%	244 51%	1060 48%	346 53%	174 45%	87 50%
Somewhat disagree	838 22%	460 25%	378 18%	93 22%	143 23%	162 22%	188 20%	147 22%	105 20%	77 16%	505 23% I	133 20%	87 23%	36 21%
Strongly disagree	278 7%	154 8%	124 6%	24 6%	54 9% E	36 5%	66 7%	48 7%	50 10% E	33 7%	154 7%	43 7%	27 7%	20 12%
Don't know/Refused	54 1%	22 1%	33 2%	8 2%	14 2% E	4 1%	13 1%	8 1%	8 2%	9 2%	30 1%	10 1%	6 2%	0 -
TOPBOX & LOWBOX SUMMARY														
Agree (Top2Box)	2715 70%	1182 65%	1534 74% A	303 71%	408 66%	531 72% D	660 71%	463 69%	351 68%	361 75% J	1506 69%	466 71%	265 69%	118 68%
Disagree (Low2Box)	1116 29%	614 34% B	502 24%	116 27%	197 32%	199 27%	254 27%	196 29%	155 30%	110 23%	660 30% I	176 27%	114 30%	56 32%

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/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L/M
 * small base

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male A	Female B	<25 C	25-34 D	35-44 E	45-54 F	55-64 G	>65 H	1 I	2 J	3 K	4 L	5+ M
Base: &txt														
Unweighted Base	3864	1702	2162	269	643	768	882	681	621	949	2238	442	181	54
Weighted Base	3886	1818	2068	428	618	733	926	666	514	479	2196	652	385	174*
Strongly agree	1964 51%	837 46%	1127 55%	218 51%	333 54%	382 52%	478 52%	320 48%	233 45%	248 52%	1121 51%	324 50%	191 50%	79 46%
Somewhat agree	1652 43%	828 46%	824 40%	186 44%	255 41%	318 43%	378 41%	283 43%	231 45%	196 41%	914 42%	295 45%	164 43%	82 47%
Somewhat disagree	185 5%	103 6%	82 4%	18 4%	15 3%	22 3%	40 4%	55 8%	34 7%	27 6%	109 5%	22 3%	18 5%	8 5%
Strongly disagree	78 2%	49 3%	30 1%	5 1%	12 2%	11 2%	26 3%	8 1%	16 3%	8 2%	44 2%	10 1%	11 3%	5 3%
Don't know/Refused	7 0	2 0	5 0	0 -	3 0	0 0	4 0	0 -	0 -	0 -	7 0	0 -	0 -	0 -
TOPBOX & LOWBOX SUMMARY														
Agree (Top2Box)	3616 93%	1665 92%	1951 94%	404 95%	588 95%	700 95%	856 92%	603 91%	464 90%	444 93%	2035 93%	620 95%	355 92%	161 93%
Disagree (Low2Box)	263 7%	151 8%	111 5%	23 5%	27 4%	33 5%	66 7%	63 9%	50 10%	35 7%	153 7%	32 5%	30 8%	13 7%

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/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L/M
 * small base

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male A	Female B	<25 C	25-34 D	35-44 E	45-54 F	55-64 G	>65 H	1 I	2 J	3 K	4 L	5+ M
Base: &txt														
Unweighted Base	3864	1702	2162	269	643	768	882	681	621	949	2238	442	181	54
Weighted Base	3886	1818	2068	428	618	733	926	666	514	479	2196	652	385	174*
Strongly agree	1069 28%	440 24%	629 30% A	102 24%	153 25%	239 33% CDGH	282 30% G	163 25%	130 25%	149 31% K	625 28% K	145 22%	108 28%	42 24%
Somewhat agree	1877 48%	864 48%	1013 49%	227 53% F	292 47%	346 47%	407 44%	349 52% F	256 50%	232 48%	1014 46%	351 54% J	187 49%	93 53%
Somewhat disagree	676 17%	368 20% B	308 15%	80 19%	125 20%	114 16%	166 18%	112 17%	79 15%	73 15%	395 18%	118 18%	62 16%	27 16%
Strongly disagree	233 6%	136 7% B	97 5%	13 3%	42 7%	32 4%	66 7%	38 6%	41 8% CE	22 5%	134 6%	37 6%	28 7%	12 7%
Don't know/Refused	31 1%	10 1%	21 1%	5 1%	6 1%	2 0	5 1%	4 1%	9 2% E	3 1%	27 1%	1 0	0 -	0 -
TOPBOX & LOWBOX SUMMARY														
Agree (Top2Box)	2946 76%	1304 72%	1642 79% A	329 77%	445 72%	585 80% DF	689 74%	512 77%	386 75%	381 79% J	1640 75%	496 76%	295 77%	135 77%
Disagree (Low2Box)	909 23%	503 28% B	405 20%	93 22%	167 27% E	146 20%	232 25%	150 23%	120 23%	95 20%	529 24% I	155 24%	90 23%	39 23%



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/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L/M
 * small base

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male A	Female B	<25 C	25-34 D	35-44 E	45-54 F	55-64 G	>65 H	1 I	2 J	3 K	4 L	5+ M
Base: All respondents														
Unweighted Base	3864	1702	2162	269	643	768	882	681	621	949	2238	442	181	54
Weighted Base	3886	1818	2068	428	618	733	926	666	514	479	2196	652	385	174*
The opinions that charities express on issues of public concern have value because they represent a public interest perspective	2447	1062	1385	290	417	469	579	402	289	318	1385	386	253	104
	63%	58%	67% A	68% H	67% GH	64% H	63%	60%	56%	66% K	63%	59%	66%	60%
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	1362	720	641	136	186	255	333	249	202	150	765	253	127	67
	35%	40% B	31%	32%	30% C	35%	36%	37% D	39% D	31%	35%	39% I	33%	39%
Don't know/Refused	77 2%	35 2%	42 2%	1 0	15 2%	9 1%	14 1%	16 2%	24 5% CEF	11 2%	46 2%	13 2%	5 1%	2 1%



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
 * small base

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male A	Female B	<25 C	25-34 D	35-44 E	45-54 F	55-64 G	>65 H	1 I	2 J	3 K	4 L	5+ M
Base: All respondents														
Unweighted Base	3864	1702	2162	269	643	768	882	681	621	949	2238	442	181	54
Weighted Base	3886	1818	2068	428	618	733	926	666	514	479	2196	652	385	174*
Too much	258 7%	152 8% B	107 5%	17 4%	20 3%	32 4%	86 9% CDE	51 8% DE	53 10% CDE	37 8%	136 6%	48 7%	18 5%	19 11%
About the right amount	1034 27%	515 28%	519 25%	97 23%	154 25%	209 28%	239 26%	185 28%	150 29%	120 25%	602 27%	160 25%	115 30%	37 21%
Too little	2483 64%	1098 60%	1385 67% A	308 72% FGH	434 70% FGH	477 65% H	566 61%	413 62%	286 56%	304 64%	1401 64%	424 65%	239 62%	115 66%
Don't know/Refused	110 3%	53 3%	57 3%	6 1%	12 2%	16 2%	35 4%	17 3%	25 5% CDE	18 4%	57 3%	19 3%	12 3%	3 2%



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
 * small base

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male A	Female B	<25 C	25-34 D	35-44 E	45-54 F	55-64 G	>65 H	1 I	2 J	3 K	4 L	5+ M
Base: All respondents														
Unweighted Base	3864	1702	2162	269	643	768	882	681	621	949	2238	442	181	54
Weighted Base	3886	1818	2068	428	618	733	926	666	514	479	2196	652	385	174*
I expect all of the money I give to charity to go to the charity's cause, for example, towards cancer research	1520	649	871	158	250	277	356	268	211	197	847	264	159	54
	39%	36%	42% A	37%	40%	38%	38%	40%	41%	41%	39%	40%	41%	31%
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	2344	1154	1190	268	367	455	561	393	301	281	1337	385	226	115
	60%	63% B	58%	63%	59%	62%	61%	59%	58%	59%	61%	59%	59%	66%
Don't know/Refused	21 1%	14 1%	7 0	1 0	1 0	2 0	9 1%	5 1%	3 1%	1 0	12 1%	3 0	0 -	5 3%



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/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L/M
 * small base

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male	Female	<25	25-34	35-44	45-54	55-64	>65	1	2	3	4	5+
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All respondents														
Unweighted Base	3864	1702	2162	269	643	768	882	681	621	949	2238	442	181	54
Weighted Base	3886	1818	2068	428	618	733	926	666	514	479	2196	652	385	174*
Strongly agree	1257 32%	538 30%	718 35%	172 40%	220 36%	231 32%	303 33%	205 31%	126 24%	160 33%	679 31%	196 30%	162 42%	60 34%
Somewhat agree	1586 41%	711 39%	876 42%	169 40%	256 41%	311 42%	376 41%	260 39%	213 41%	192 40%	911 42%	252 39%	158 41%	73 42%
Somewhat disagree	683 18%	366 20%	316 15%	72 17%	96 15%	128 17%	160 17%	123 18%	104 20%	71 15%	388 18%	145 22%	55 14%	24 14%
Strongly disagree	293 8%	186 10%	107 5%	14 3%	35 6%	54 7%	69 7%	61 9%	60 12%	42 9%	183 8%	45 7%	10 3%	13 8%
Don't know/Refused	68 2%	16 1%	51 2%	1 0	11 2%	8 1%	19 2%	16 2%	12 2%	14 3%	35 2%	14 2%	0 -	5 3%
TOPBOX & LOWBOX SUMMARY														
Agree (Top2Box)	2843 73%	1249 69%	1594 77%	341 80%	477 77%	542 74%	679 73%	466 70%	338 66%	352 74%	1590 72%	448 69%	320 83%	132 76%
Disagree (Low2Box)	975 25%	552 30%	423 20%	86 20%	131 21%	183 25%	228 25%	184 28%	164 32%	113 24%	571 26%	190 29%	65 17%	37 21%



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
 * small base

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male A	Female B	<25 C	25-34 D	35-44 E	45-54 F	55-64 G	>65 H	1 I	2 J	3 K	4 L	5+ M
Base: All Respondents														
Unweighted Base	3864	1702	2162	269	643	768	882	681	621	949	2238	442	181	54
Weighted Base	3886	1818	2068	428	618	733	926	666	514	479	2196	652	385	174*
1) Meet with government ministers or senior public servants as a way to speak out about their cause and try to get things changed	3662	1681	1980	413	594	706	866	624	458	450	2064	616	367	164
	94%	93%	96% A	97% H	96% H	96% H	94% H	94% H	89%	94%	94%	94%	95%	94%
2) Organize letter-writing campaigns	3235 83%	1463 80%	1772 86% A	379 89% H	542 88% GH	635 87% H	790 85% H	548 82% H	342 66%	389 81%	1828 83%	554 85%	325 84%	140 80%
3) Hold legal street protests or demonstrations	2413	1105	1309	350	453	475	577	351	207	292	1315	420	268	119
	62%	61%	63%	82% DEFGH	73% EFGH	65% GH	62% GH	53% H	40%	61%	60%	64%	70% J	69%
4) Place advertisements in the media	3480 90%	1597 88%	1883 91% A	400 94% GH	575 93% GH	664 90% H	852 92% GH	583 88% H	407 79%	425 89%	1948 89%	599 92%	345 90%	163 94%
5) Block roadways, or other non-violent acts	1087	445	642	209	214	203	234	136	92	136	590	181	114	65
	28%	24%	31% A	49% DEFGH	35% EFGH	28% GH	25% H	20%	18%	28%	27%	28%	30%	37%
6) Use research results to support a message	3562	1650	1911	417	592	689	838	591	436	427	2005	611	363	156
	92%	91%	92%	98% FGH	96% FGH	94% FGH	90% H	89%	85%	89%	91%	94% I	94%	90%
7) Speak out on issues like the environment, poverty or healthcare	3666	1673	1993	412	589	704	870	622	468	452	2068	625	365	156
	94%	92%	96% A	96% H	95% H	96% H	94%	93%	91%	94%	94%	96%	95%	89%



TALKING ABOUT CHARITIES

7. UNACCEPTABLE SUMMARY TABLE

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L/M
 * small base

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male A	Female B	<25 C	25-34 D	35-44 E	45-54 F	55-64 G	>65 H	1 I	2 J	3 K	4 L	5+ M
Base: All Respondents														
Unweighted Base	3864	1702	2162	269	643	768	882	681	621	949	2238	442	181	54
Weighted Base	3886	1818	2068	428	618	733	926	666	514	479	2196	652	385	174*
1) Meet with government ministers or senior public servants as a way to speak out about their cause and try to get things changed	219	134	85	14	24	28	57	42	54	28	130	34	18	10
	6%	7% B	4%	3%	4%	4%	6%	6%	11% CDEFG	6%	6%	5%	5%	6%
2) Organize letter-writing campaigns	640	348	292	46	74	98	135	118	169	86	362	98	60	33
	16%	19% B	14%	11%	12%	13%	15%	18%	33% CD CDEFG	18%	16%	15%	16%	19%
3) Hold legal street protests or demonstrations	1465	705	759	77	165	256	348	315	302	186	877	232	115	55
	38%	39%	37%	18%	27% C	35% CD	38% CD	47% CDEF	59% CDEFG	39% L	40% L	36%	30%	31%
4) Place advertisements in the media	394	213	180	27	42	68	73	81	102	53	243	51	37	9
	10%	12% B	9%	6%	7%	9%	8%	12% CDF	20% CDEFG	11%	11%	8%	10%	5%
5) Block roadways, or other non-violent acts	2780	1361	1419	219	403	529	689	527	413	340	1592	470	269	109
	72%	75% B	69%	51%	65% C	72% CD	74% CD	79% CDE	80% CDEF	71%	73%	72%	70%	63%
6) Use research results to support a message	283	153	130	9	23	42	80	64	65	46	165	38	16	18
	7%	8% B	6%	2%	4%	6%	9%	10% CD	13% CDEF	10% KL	8%	6%	4%	10%
7) Speak out on issues like the environment, poverty or healthcare	199	136	62	14	26	27	50	42	41	25	113	27	20	14
	5%	8% B	3%	3%	4%	4%	5%	6%	8% CDE	5%	5%	4%	5%	8%



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
 * small base

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male	Female	<25	25-34	35-44	45-54	55-64	>65	1	2	3	4	5+
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All respondents														
Unweighted Base	3864	1702	2162	269	643	768	882	681	621	949	2238	442	181	54
Weighted Base	3886	1818	2068	428	618	733	926	666	514	479	2196	652	385	174*
Very acceptable	2311 59%	988 54%	1324 64%	293 69%	395 64%	463 63%	535 58%	366 55%	258 50%	275 57%	1290 59%	394 60%	242 63%	110 63%
Somewhat acceptable	1350 35%	694 38%	657 32%	120 28%	199 32%	242 33%	331 36%	258 39%	200 39%	175 37%	774 35%	222 34%	125 32%	55 31%
Somewhat unacceptable	141 4%	86 5%	55 3%	7 2%	17 3%	20 3%	30 3%	23 4%	42 8%	19 4%	94 4%	14 2%	9 2%	5 3%
Very unacceptable	78 2%	48 3%	30 1%	7 2%	7 1%	8 1%	26 3%	18 3%	12 2%	9 2%	36 2%	20 3%	8 2%	5 3%
Don't know/Refused	5 0	2 0	3 0	0 -	0 -	0 -	3 0	0 -	2 0	1 0	2 0	2 0	0 -	0 -
TOPBOX & LOWBOX SUMMARY														
Acceptable (Top2Box)	3662 94%	1681 93%	1980 96%	413 97%	594 96%	706 96%	866 94%	624 94%	458 89%	450 94%	2064 94%	616 94%	367 95%	164 94%
Unacceptable (Low2Box)	219 6%	134 7%	85 4%	14 3%	24 4%	28 4%	57 6%	42 6%	54 11%	28 6%	130 6%	34 5%	18 5%	10 6%



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/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L/M

* small base

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male	Female	<25	25-34	35-44	45-54	55-64	>65	1	2	3	4	5+
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All respondents														
Unweighted Base	3864	1702	2162	269	643	768	882	681	621	949	2238	442	181	54
Weighted Base	3886	1818	2068	428	618	733	926	666	514	479	2196	652	385	174*
Very acceptable	1408 36%	607 33%	801 39%	192 45%	272 44%	270 37%	337 36%	225 34%	112 22%	170 35%	791 36%	230 35%	149 39%	67 39%
Somewhat acceptable	1828 47%	856 47%	971 47%	187 44%	270 44%	366 50%	453 49%	323 49%	229 45%	219 46%	1037 47%	323 50%	176 46%	73 42%
Somewhat unacceptable	401 10%	223 12%	179 9%	38 9%	59 10%	73 10%	86 9%	62 9%	84 16%	47 10%	222 10%	57 9%	51 13%	24 14%
Very unacceptable	238 6%	125 7%	113 5%	8 2%	15 2%	26 3%	49 5%	56 8%	85 16%	39 8%	139 6%	41 6%	10 3%	9 5%
Don't know/Refused	11 0	7 0	4 0	2 1%	2 0	0 -	1 0	0 0	4 1%	4 1%	6 0	0 -	0 -	1 1%
TOPBOX & LOWBOX SUMMARY														
Acceptable (Top2Box)	3235 83%	1463 80%	1772 86%	379 89%	542 88%	635 87%	790 85%	548 82%	342 66%	389 81%	1828 83%	554 85%	325 84%	140 80%
Unacceptable (Low2Box)	640 16%	348 19%	292 14%	46 11%	74 12%	98 13%	135 15%	118 18%	169 33%	86 18%	362 16%	98 15%	60 16%	33 19%



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/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L/M
 * small base

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male	Female	<25	25-34	35-44	45-54	55-64	>65	1	2	3	4	5+
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All respondents														
Unweighted Base	3864	1702	2162	269	643	768	882	681	621	949	2238	442	181	54
Weighted Base	3886	1818	2068	428	618	733	926	666	514	479	2196	652	385	174*
Very acceptable	922 24%	423 23%	499 24%	159 37% DEFGH	167 27% H	177 24% H	213 23% H	150 23% H	56 11% H	116 24%	492 22%	180 28% J	97 25%	37 22%
Somewhat acceptable	1491 38%	681 37%	809 39%	191 45% GH	287 46% FGH	298 41% GH	363 39% GH	201 30% GH	151 29% GH	176 37%	822 37%	239 37% J	171 44%	82 47%
Somewhat unacceptable	749 19%	361 20%	389 19%	52 12%	99 16%	132 18%	188 20% C	160 24% CDE	120 23% CD	87 18%	445 20%	122 19% J	60 16%	35 20%
Very unacceptable	715 18%	345 19%	371 18%	26 6%	67 11%	124 17% CD	161 17% CD	156 23% CDEF	183 35% CDEFG	99 21%	432 20%	110 17% J	55 14%	19 11%
Don't know/Refused	8 0	8 0 B	0 0	0 -	0 -	2 0	1 0	0 -	5 1% G	1 0	4 0	0 -	2 1%	0 -
TOPBOX & LOWBOX SUMMARY														
Acceptable (Top2Box)	2413 62%	1105 61%	1309 63%	350 82% DEFGH	453 73% EFGH	475 65% GH	577 62% GH	351 53% H	207 40% H	292 61%	1315 60%	420 64% J	268 70%	119 69%
Unacceptable (Low2Box)	1465 38%	705 39%	759 37%	77 18% C	165 27% C	256 35% CD	348 38% CD	315 47% CDEF	302 59% CDEFG	186 39% L	877 40% L	232 36% J	115 30%	55 31%



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

* small base

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male	Female	<25	25-34	35-44	45-54	55-64	>65	1	2	3	4	5+
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All respondents														
Unweighted Base	3864	1702	2162	269	643	768	882	681	621	949	2238	442	181	54
Weighted Base	3886	1818	2068	428	618	733	926	666	514	479	2196	652	385	174*
Very acceptable	1598 41%	649 36%	949 46%	233 54%	317 51%	321 44%	360 39%	241 36%	126 25%	191 40%	895 41%	272 42%	169 44%	70 40%
Somewhat acceptable	1882 48%	948 52%	934 45%	167 39%	258 42%	342 47%	492 53%	342 51%	281 55%	234 49%	1053 48%	327 50%	176 46%	93 53%
Somewhat unacceptable	246 6%	144 8%	103 5%	20 5%	30 5%	42 6%	44 5%	45 7%	65 13%	35 7%	153 7%	31 5%	18 5%	9 5%
Very unacceptable	147 4%	70 4%	78 4%	7 2%	12 2%	26 3%	30 3%	36 5%	37 7%	18 4%	90 4%	20 3%	19 5%	0 -
Don't know/Refused	12 0	7 0	5 0	0 -	1 0	2 0	1 0	2 0	5 1%	1 0	5 0	2 0	3 1%	1 1%
TOPBOX & LOWBOX SUMMARY														
Acceptable (Top2Box)	3480 90%	1597 88%	1883 91%	400 94%	575 93%	664 90%	852 92%	583 88%	407 79%	425 89%	1948 89%	599 92%	345 90%	163 94%
Unacceptable (Low2Box)	394 10%	213 12%	180 9%	27 6%	42 7%	68 9%	73 8%	81 12%	102 20%	53 11%	243 11%	51 8%	37 10%	9 5%



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
 * small base

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male	Female	<25	25-34	35-44	45-54	55-64	>65	1	2	3	4	5+
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All respondents														
Unweighted Base	3864	1702	2162	269	643	768	882	681	621	949	2238	442	181	54
Weighted Base	3886	1818	2068	428	618	733	926	666	514	479	2196	652	385	174*
Very acceptable	343 9%	139 8%	204 10%	76 18% DEFGH	60 10% GH	66 9% H	74 8% H	40 6% H	28 5% H	49 10% J	169 8% J	43 7% K	46 12% L	36 21% JK
Somewhat acceptable	743 19%	305 17%	438 21% A	133 31% EFGH	154 25% EFGH	137 19% H	160 17% H	95 14% H	64 12% H	87 18% L	421 19% L	138 21% L	68 18% L	29 17% L
Somewhat unacceptable	900 23%	388 21%	512 25%	112 26% H	192 31% EFGH	177 24% H	201 22% H	126 19% H	91 18% H	111 23% L	470 21% L	162 25% L	114 30% L	44 25% L
Very unacceptable	1880 48%	973 54% B	907 44% A	106 25% C	211 34% C	351 48% CD	488 53% CD	401 60% CDEF	322 63% CDEF	229 48% L	1123 51% L	308 47% L	155 40% L	65 37% L
Don't know/Refused	19 0	12 1%	7 0	0 -	1 0	2 0	3 0	3 1%	9 2% DEF	3 1%	13 1%	1 0	2 1%	0 -
TOPBOX & LOWBOX SUMMARY														
Acceptable (Top2Box)	1087 28%	445 24%	642 31% A	209 49% DEFGH	214 35% EFGH	203 28% GH	234 25% H	136 20% H	92 18% H	136 28% L	590 27% L	181 28% L	114 30% L	65 37% L
Unacceptable (Low2Box)	2780 72%	1361 75% B	1419 69% A	219 51% C	403 65% C	529 72% CD	689 74% CD	527 79% CDE	413 80% CDEF	340 71% L	1592 73% L	470 72% L	269 70% L	109 63% L



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
 * small base

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male	Female	<25	25-34	35-44	45-54	55-64	>65	1	2	3	4	5+
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All respondents														
Unweighted Base	3864	1702	2162	269	643	768	882	681	621	949	2238	442	181	54
Weighted Base	3886	1818	2068	428	618	733	926	666	514	479	2196	652	385	174*
Very acceptable	1833 47%	806 44%	1027 50%	242 57%	369 60%	377 51%	408 44%	267 40%	169 33%	214 45%	1031 47%	307 47%	203 53%	78 45%
Somewhat acceptable	1729 44%	844 46%	885 43%	175 41%	223 36%	311 42%	430 46%	323 49%	266 52%	213 44%	974 44%	304 47%	160 42%	78 45%
Somewhat unacceptable	174 4%	101 6%	73 4%	7 2%	15 2%	26 3%	55 6%	26 4%	45 9%	32 7%	99 5%	25 4%	5 1%	13 7%
Very unacceptable	109 3%	52 3%	57 3%	3 1%	8 1%	16 2%	25 3%	37 6%	20 4%	14 3%	66 3%	13 2%	11 3%	5 3%
Don't know/Refused	41 1%	14 1%	27 1%	1 0	3 1%	3 0	8 1%	12 2%	14 3%	6 1%	26 1%	2 0	7 2%	0 -
TOPBOX & LOWBOX SUMMARY														
Acceptable (Top2Box)	3562 92%	1650 91%	1911 92%	417 98%	592 96%	689 94%	838 90%	591 89%	436 85%	427 89%	2005 91%	611 94%	363 94%	156 90%
Unacceptable (Low2Box)	283 7%	153 8%	130 6%	9 2%	23 4%	42 6%	80 9%	64 10%	65 13%	46 10%	165 8%	38 6%	16 4%	18 10%



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
 * small base

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male	Female	<25	25-34	35-44	45-54	55-64	>65	1	2	3	4	5+
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All respondents														
Unweighted Base	3864	1702	2162	269	643	768	882	681	621	949	2238	442	181	54
Weighted Base	3886	1818	2068	428	618	733	926	666	514	479	2196	652	385	174*
Very acceptable	2243 58%	942 52%	1301 63%	304 71% DEFGH	385 62% FGH	421 57% H	514 55%	361 54%	259 50%	272 57%	1290 59%	367 56%	211 55%	103 59%
Somewhat acceptable	1424 37%	731 40%	692 33%	109 25%	205 33%	283 39%	357 39%	261 39%	209 41%	180 38%	778 35%	258 40%	154 40%	53 30%
Somewhat unacceptable	126 3%	85 5%	41 2%	6 1%	17 3%	17 2%	37 4%	20 3%	28 5%	17 4%	70 3%	17 3%	12 3%	10 6%
Very unacceptable	73 2%	51 3%	22 1%	8 2%	8 1%	9 1%	13 1%	21 3%	14 3%	8 2%	43 2%	10 2%	8 2%	4 2%
Don't know/Refused	21 1%	8 0	13 1%	1 0	3 1%	2 0	6 1%	3 0	5 1%	2 0	14 1%	0 -	0 -	5 3% K
TOPBOX & LOWBOX SUMMARY														
Acceptable (Top2Box)	3666 94%	1673 92%	1993 96%	412 96% H	589 95% H	704 96% H	870 94%	622 93%	468 91%	452 94%	2068 94%	625 96%	365 95%	156 89%
Unacceptable (Low2Box)	199 5%	136 8%	62 3%	14 3%	26 4%	27 4%	50 5%	42 6%	41 8% CDE	25 5%	113 5%	27 4%	20 5%	14 8%



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
 * small base

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male A	Female B	<25 C	25-34 D	35-44 E	45-54 F	55-64 G	>65 H	1 I	2 J	3 K	4 L	5+ M
Base: All respondents														
Unweighted Base	3864	1702	2162	269	643	768	882	681	621	949	2238	442	181	54
Weighted Base	3886	1818	2068	428	618	733	926	666	514	479	2196	652	385	174*
Charities should be obligated to provide information about BOTH sides of an issue	3226	1489	1737	361	517	597	771	540	439	397	1823	551	319	136
	83%	82%	84%	85%	84%	81%	83%	81%	85%	83%	83%	85%	83%	78%
Charities should only have to provide information that supports their cause	639	320	319	66	100	133	150	118	72	81	359	95	66	38
	16%	18%	15%	15%	16%	18%	16%	18%	14%	17%	16%	15%	17%	22%
Don't know/Refused	21	8	12	0	1	3	5	8	3	2	14	5	0	0
	1%	0	1%	-	0	0	1%	1%	1%	0	1%	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
 * small base

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male A	Female B	<25 C	25-34 D	35-44 E	45-54 F	55-64 G	>65 H	1 I	2 J	3 K	4 L	5+ M
Base: All Respondents														
Unweighted Base	3864	1702	2162	269	643	768	882	681	621	949	2238	442	181	54
Weighted Base	3886	1818	2068	428	618	733	926	666	514	479	2196	652	385	174*
1) Information about the programs and services the charities deliver	3804	1774	2030	413	605	715	917	657	498	470	2152	637	378	167
	98%	98%	98%	96%	98%	97%	99% CH	99%	97%	98%	98%	98%	98%	96%
2) Information on how charities use donations	3801	1766	2034	416	604	716	917	650	497	466	2154	638	370	173
	98%	97%	98%	97%	98%	98%	99% H	98%	97%	97%	98%	98%	96%	99%
3) Information about charities' fundraising costs	3740	1749	1992	391	588	711	908	650	492	460	2116	628	367	168
	96%	96%	96%	91%	95%	97% C	98% CDH	98% C	96%	96%	96%	96%	95%	97%
4) Information about the impact of charities' work on Canadians	3698	1719	1979	404	592	694	890	639	479	458	2074	621	378	168
	95%	95%	96%	94%	96%	95%	96% H	96%	93%	96%	94%	95%	98%	97%



TALKING ABOUT CHARITIES

9. UNIMPORTANT SUMMARY TABLE

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L/M
 * small base

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male A	Female B	<25 C	25-34 D	35-44 E	45-54 F	55-64 G	>65 H	1 I	2 J	3 K	4 L	5+ M
Base: All Respondents														
Unweighted Base	3864	1702	2162	269	643	768	882	681	621	949	2238	442	181	54
Weighted Base	3886	1818	2068	428	618	733	926	666	514	479	2196	652	385	174*
1) Information about the programs and services the charities deliver	79	41	38	15	13	19	9	9	14	8	44	15	5	7
	2%	2%	2%	4% F	2%	3%	1%	1%	3% F	2%	2%	2%	1%	4%
2) Information on how charities use donations	80	49	31	12	14	17	9	15	14	11	40	14	13	1
	2%	3% B	2%	3%	2%	2%	1%	2%	3% F	2%	2%	2%	3%	1%
3) Information about charities' fundraising costs	142	69	73	37	30	22	18	16	19	17	77	24	18	6
	4%	4%	4%	9% EFGH	5% F	3%	2%	2%	4%	4%	4%	4%	5%	3%
4) Information about the impact of charities' work on Canadians	175	91	84	24	26	37	34	25	30	20	112	31	5	6
	5%	5%	4%	6%	4%	5%	4%	4%	6%	4%	5% L	5%	1%	3%



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
 * small base

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male	Female	<25	25-34	35-44	45-54	55-64	>65	1	2	3	4	5+
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All respondents														
Unweighted Base	3864	1702	2162	269	643	768	882	681	621	949	2238	442	181	54
Weighted Base	3886	1818	2068	428	618	733	926	666	514	479	2196	652	385	174*
Very important	2967 76%	1331 73%	1636 79% A	326 76%	445 72%	560 76%	728 79% D	528 79% D	380 74%	361 75%	1672 76%	498 76%	301 78%	135 77%
Somewhat important	836 22%	443 24%	394 19% A	86 20%	160 26% FG	155 21%	189 20%	128 19%	118 23%	108 23%	480 22%	139 21%	77 20%	32 18%
Somewhat unimportant	39 1%	23 1%	17 1% B	11 3% FG	3 1%	12 2%	4 0	1 0	7 1%	3 1%	21 1%	8 1%	1 0	7 4%
Very unimportant	40 1%	19 1%	21 1% G	4 1%	10 2%	7 1%	4 0	8 1%	7 1%	6 1%	23 1%	7 1%	4 1%	0 -
Don't know/Refused	3 0	2 0	1 0	0 -	0 -	0 -	0 -	0 -	3 1% F	1 0 J	0 -	0 -	2 1% J	0 -
TOPBOX & LOWBOX SUMMARY														
Important (Top2Box)	3804 98%	1774 98%	2030 98%	413 96%	605 98%	715 97%	917 99% CH	657 99%	498 97%	470 98%	2152 98%	637 98%	378 98%	167 96%
Unimportant (Low2Box)	79 2%	41 2%	38 2%	15 4% F	13 2%	19 3%	9 1%	9 1%	14 3% F	8 2%	44 2%	15 2%	5 1%	7 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? 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
 * small base

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male A	Female B	<25 C	25-34 D	35-44 E	45-54 F	55-64 G	>65 H	1 I	2 J	3 K	4 L	5+ M
Base: All respondents														
Unweighted Base	3864	1702	2162	269	643	768	882	681	621	949	2238	442	181	54
Weighted Base	3886	1818	2068	428	618	733	926	666	514	479	2196	652	385	174*
Very important	3360 86%	1527 84%	1834 89%	340 80%	533 86%	647 88%	820 89%	589 88%	431 84%	406 85%	1909 87%	583 89%	323 84%	138 79%
Somewhat important	440 11%	240 13%	201 10%	76 18%	70 11%	69 9%	97 10%	61 9%	67 13%	60 12%	245 11%	55 8%	47 12%	34 20%
Somewhat unimportant	39 1%	29 2%	10 0	9 2%	4 1%	10 1%	4 0	1 0	10 2%	4 1%	22 1%	6 1%	7 2%	0 -
Very unimportant	41 1%	20 1%	21 1%	3 1%	11 2%	7 1%	5 0	13 2%	3 1%	7 1%	19 1%	8 1%	6 2%	1 1%
Don't know/Refused	5 0	2 0	3 0	0 -	0 -	1 0	0 -	1 0	3 1%	2 0	1 0	0 -	2 1%	0 -
TOPBOX & LOWBOX SUMMARY														
Important (Top2Box)	3801 98%	1766 97%	2034 98%	416 97%	604 98%	716 98%	917 99%	650 98%	497 97%	466 97%	2154 98%	638 98%	370 96%	173 99%
Unimportant (Low2Box)	80 2%	49 3%	31 2%	12 3%	14 2%	17 2%	9 1%	15 2%	14 3%	11 2%	40 2%	14 2%	13 3%	1 1%



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
 * small base

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male	Female	<25	25-34	35-44	45-54	55-64	>65	1	2	3	4	5+
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All respondents														
Unweighted Base	3864	1702	2162	269	643	768	882	681	621	949	2238	442	181	54
Weighted Base	3886	1818	2068	428	618	733	926	666	514	479	2196	652	385	174*
Very important	2686 69%	1223 67%	1463 71%	214 50%	375 61%	516 70%	671 72%	529 79%	381 74%	335 70%	1544 70%	461 71%	243 63%	103 59%
Somewhat important	1054 27%	525 29%	529 26%	177 42%	213 34%	195 27%	237 26%	121 18%	111 22%	125 26%	572 26%	167 26%	125 32%	65 37%
Somewhat unimportant	90 2%	41 2%	49 2%	19 4%	17 3%	17 2%	15 2%	9 1%	13 2%	12 3%	52 2%	17 3%	7 2%	0 -
Very unimportant	52 1%	28 2%	24 1%	18 4%	14 2%	5 1%	2 0	7 1%	6 1%	5 1%	25 1%	6 1%	10 3%	6 3%
Don't know/Refused	4 0	0 0	3 0	0 -	0 -	0 -	0 -	0 -	4 1%	1 0	2 0	0 -	0 -	0 -
TOPBOX & LOWBOX SUMMARY														
Important (Top2Box)	3740 96%	1749 96%	1992 96%	391 91%	588 95%	711 97%	908 98%	650 98%	492 96%	460 96%	2116 96%	628 96%	367 95%	168 97%
Unimportant (Low2Box)	142 4%	69 4%	73 4%	37 9%	30 5%	22 3%	18 2%	16 2%	19 4%	17 4%	77 4%	24 4%	18 5%	6 3%



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

* small base

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male	Female	<25	25-34	35-44	45-54	55-64	>65	1	2	3	4	5+
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All respondents														
Unweighted Base	3864	1702	2162	269	643	768	882	681	621	949	2238	442	181	54
Weighted Base	3886	1818	2068	428	618	733	926	666	514	479	2196	652	385	174*
Very important	2298 59%	993 55%	1305 63% A	239 56%	351 57%	440 60%	567 61%	407 61%	293 57%	291 61%	1328 61%	358 55%	207 54%	113 65%
Somewhat important	1401 36%	726 40%	674 33% A	165 39%	241 39%	253 35%	324 35%	232 35%	186 36%	166 35%	746 34%	262 40% J	171 44% IJ	55 32%
Somewhat unimportant	130 3%	67 4%	63 3% B	12 3%	15 3%	31 4%	28 3%	20 3%	23 4%	14 3% L	89 4% L	26 4% L	1 0	0 -
Very unimportant	45 1%	24 1%	21 1% F	12 3% F	11 2%	5 1%	6 1%	5 1%	7 1%	6 1% D	24 1% D	5 1%	4 1%	6 3%
Don't know/Refused	12 0	7 0	5 0	0 -	0 -	3 0	2 0	2 0	6 1% D	1 0	9 0	0 -	2 1%	0 -
TOPBOX & LOWBOX SUMMARY														
Important (Top2Box)	3698 95%	1719 95%	1979 96%	404 94%	592 96%	694 95%	890 96% H	639 96%	479 93%	458 96%	2074 94%	621 95%	378 98%	168 97%
Unimportant (Low2Box)	175 5%	91 5%	84 4%	24 6%	26 4%	37 5%	34 4%	25 4%	30 6%	20 4% L	112 5%	31 5%	5 1%	6 3%

TALKING ABOUT CHARITIES

10. GOOD JOB SUMMARY TABLE

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L/M
 * small base

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male A	Female B	<25 C	25-34 D	35-44 E	45-54 F	55-64 G	>65 H	1 I	2 J	3 K	4 L	5+ M
Base: All Respondents														
Unweighted Base	3864	1702	2162	269	643	768	882	681	621	949	2238	442	181	54
Weighted Base	3886	1818	2068	428	618	733	926	666	514	479	2196	652	385	174*
1) Information about the programs and services the charities deliver	1968	847	1121	262	332	397	441	310	226	245	1108	318	200	97
	51%	47%	54% A	61% FGH	54% GH	54% FGH	48%	47%	44%	51%	50%	49%	52%	56%
2) Information on how charities use donations	1222	510	712	152	196	249	273	182	170	159	693	197	118	55
	31%	28%	34% A	36%	32%	34% G	29%	27%	33%	33%	32%	30%	31%	32%
3) Information about charities' fundraising costs	1050	459	591	149	172	220	237	152	121	145	592	164	104	44
	27%	25%	29%	35% FGH	28%	30% GH	26%	23%	24%	30%	27%	25%	27%	25%
4) Information about the impact of charities' work on Canadians	1493	667	826	194	245	301	348	224	181	205	836	219	167	67
	38%	37%	40%	45% GH	40%	41% G	38%	34%	35%	43% JK	38%	34%	43%	38%



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
 * small base

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male A	Female B	<25 C	25-34 D	35-44 E	45-54 F	55-64 G	>65 H	1 I	2 J	3 K	4 L	5+ M
Base: All Respondents														
Unweighted Base	3864	1702	2162	269	643	768	882	681	621	949	2238	442	181	54
Weighted Base	3886	1818	2068	428	618	733	926	666	514	479	2196	652	385	174*
1) Information about the programs and services the charities deliver	1886	951	935	162	286	334	474	345	284	228	1075	330	179	74
	49%	52% B	45%	38%	46%	46%	51% C	52% C	55% CDE	48%	49%	51%	46%	43%
2) Information on how charities use donations	2632	1287	1345	273	421	483	646	470	338	314	1490	448	261	119
	68%	71% B	65%	64%	68%	66%	70%	71%	66%	66%	68%	69%	68%	68%
3) Information about charities' fundraising costs	2790	1333	1458	276	443	510	676	501	385	326	1581	482	275	126
	72%	73%	70%	65%	72%	69%	73% C	75% C	75% C	68%	72%	74%	71%	73%
4) Information about the impact of charities' work on Canadians	2347	1125	1222	230	371	429	573	424	319	265	1339	423	212	107
	60%	62%	59%	54%	60%	58%	62% C	64% C	62%	55%	61% I	65% I	55%	62%



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
 * small base

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male	Female	<25	25-34	35-44	45-54	55-64	>65	1	2	3	4	5+
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All respondents														
Unweighted Base	3864	1702	2162	269	643	768	882	681	621	949	2238	442	181	54
Weighted Base	3886	1818	2068	428	618	733	926	666	514	479	2196	652	385	174*
Excellent	238 6%	89 5%	149 7%	42 10%	42 7%	45 6%	49 5%	28 4%	32 6%	30 6%	139 6%	28 4%	30 8%	12 7%
Good	1730 45%	758 42%	972 47%	220 51%	290 47%	352 48%	392 42%	282 42%	194 38%	215 45%	969 44%	291 45%	170 44%	84 49%
Fair	1538 40%	765 42%	772 37%	135 32%	237 38%	270 37%	390 42%	282 37%	224 44%	178 37%	897 41%	256 39%	150 39%	56 32%
Poor	348 9%	185 10%	163 8%	27 6%	50 8%	64 9%	85 9%	63 9%	60 12%	49 10%	178 8%	74 11%	29 7%	18 11%
Don't know/Refused	32 1%	20 1%	12 1%	3 1%	0 -	3 0	11 1%	11 2%	4 1%	7 1%	13 1%	3 0	6 2%	3 2%
TOPBOX & LOWBOX SUMMARY														
Good (Top2Box)	1968 51%	847 47%	1121 54%	262 61%	332 54%	397 54%	441 48%	310 47%	226 44%	245 51%	1108 50%	318 49%	200 52%	97 56%
Poor (Low2Box)	1886 49%	951 52%	935 45%	162 38%	286 46%	334 46%	474 51%	345 52%	284 55%	228 48%	1075 49%	330 51%	179 46%	74 43%



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
 * small base

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male A	Female B	<25 C	25-34 D	35-44 E	45-54 F	55-64 G	>65 H	1 I	2 J	3 K	4 L	5+ M
Base: All respondents														
Unweighted Base	3864	1702	2162	269	643	768	882	681	621	949	2238	442	181	54
Weighted Base	3886	1818	2068	428	618	733	926	666	514	479	2196	652	385	174*
Excellent	135 3%	47 3%	88 4% A	17 4%	17 3%	17 2%	39 4%	30 4%	15 3%	23 5%	80 4%	17 3%	15 4%	0 -
Good	1087 28%	463 25%	624 30% A	135 32% G	180 29% G	231 32% FG	234 25% G	152 23%	155 30% G	137 29%	613 28%	180 28%	103 27%	55 32%
Fair	1668 43%	771 42%	897 43%	177 41%	269 44%	322 44%	413 45%	288 43%	200 39%	207 43%	967 44%	265 41%	179 47% M	50 29%
Poor	963 25%	516 28% B	448 22%	96 22%	152 25%	161 22%	232 25%	183 27%	138 27%	107 22%	523 24%	183 28%	82 21%	69 39% I/JL
Don't know/Refused	32 1%	21 1%	11 1%	3 1%	1 0	2 0	8 1%	13 2% DE	6 1% D	6 1%	13 1%	7 1%	6 2%	0 -
TOPBOX & LOWBOX SUMMARY														
Good (Top2Box)	1222 31%	510 28%	712 34% A	152 36%	196 32%	249 34% G	273 29%	182 27%	170 33%	159 33%	693 32%	197 30%	118 31%	55 32%
Poor (Low2Box)	2632 68%	1287 71% B	1345 65%	273 64%	421 68%	483 66%	646 70%	470 71%	338 66%	314 66%	1490 68%	448 69%	261 68%	119 68%



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/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L/M
 * small base

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male	Female	<25	25-34	35-44	45-54	55-64	>65	1	2	3	4	5+
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All respondents														
Unweighted Base	3864	1702	2162	269	643	768	882	681	621	949	2238	442	181	54
Weighted Base	3886	1818	2068	428	618	733	926	666	514	479	2196	652	385	174*
Excellent	118 3%	45 2%	73 4%	21 5%	22 4%	16 2%	30 3%	13 2%	16 3%	20 4%	59 3%	19 3%	12 3%	9 5%
Good	932 24%	414 23%	518 25%	128 30% GH	150 24%	204 28% FGH	207 22%	138 21%	105 20%	126 26%	533 24%	145 22%	92 24%	36 20%
Fair	1661 43%	746 41%	914 44%	176 41%	278 45%	298 41%	419 45%	281 42%	208 40%	201 42%	952 43%	264 41%	174 45%	70 40%
Poor	1130 29%	586 32% B	543 26%	100 23%	164 27%	211 29%	258 28%	220 33% CD	176 34% CDF	125 26%	629 29%	218 33% I	100 26%	57 33%
Don't know/Refused	45 1%	26 1%	19 1%	3 1%	4 1%	4 0	13 1%	13 2% E	9 2%	8 2%	23 1%	5 1%	6 2%	3 2%
TOPBOX & LOWBOX SUMMARY														
Good (Top2Box)	1050 27%	459 25%	591 29%	149 35% FGH	172 28%	220 30% GH	237 26%	152 23%	121 24%	145 30%	592 27%	164 25%	104 27%	44 25%
Poor (Low2Box)	2790 72%	1333 73%	1458 70%	276 65%	443 72%	510 69%	676 73% C	501 75% C	385 75% C	326 68%	1581 72%	482 74%	275 71%	126 73%



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
 * small base

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male	Female	<25	25-34	35-44	45-54	55-64	>65	1	2	3	4	5+
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All respondents														
Unweighted Base	3864	1702	2162	269	643	768	882	681	621	949	2238	442	181	54
Weighted Base	3886	1818	2068	428	618	733	926	666	514	479	2196	652	385	174*
Excellent	156 4%	64 4%	92 4%	29 7%	22 4%	30 4%	34 4%	22 3%	18 4%	22 5%	91 4%	18 3%	20 5%	5 3%
Good	1337 34%	603 33%	734 35%	166 39%	223 36%	271 37%	314 34%	201 30%	162 32%	182 38%	745 34%	201 31%	147 38%	61 35%
Fair	1741 45%	808 44%	934 45%	178 42%	288 47%	313 43%	428 46%	304 46%	230 45%	198 41%	1030 47%	303 46%	150 39%	61 35%
Poor	605 16%	317 17%	288 14%	53 12%	83 13%	115 16%	145 16%	120 18%	89 17%	67 14%	310 14%	120 18%	62 16%	46 26%
Don't know/Refused	47 1%	26 1%	21 1%	3 1%	2 0	4 1%	5 1%	18 3%	15 3%	10 2%	20 1%	10 2%	6 2%	0 -
TOPBOX & LOWBOX SUMMARY														
Good (Top2Box)	1493 38%	667 37%	826 40%	194 45%	245 40%	301 41%	348 38%	224 34%	181 35%	205 43%	836 38%	219 34%	167 43%	67 38%
Poor (Low2Box)	2347 60%	1125 62%	1222 59%	230 54%	371 60%	429 58%	573 62%	424 64%	319 62%	265 55%	1339 61%	423 65%	212 55%	107 62%



TALKING ABOUT CHARITIES

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

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L/M
 * small base

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male A	Female B	<25 C	25-34 D	35-44 E	45-54 F	55-64 G	>65 H	1 I	2 J	3 K	4 L	5+ M
Base: All respondents														
Unweighted Base	3864	1702	2162	269	643	768	882	681	621	949	2238	442	181	54
Weighted Base	3886	1818	2068	428	618	733	926	666	514	479	2196	652	385	174*
I would like more information about the work charities do, even though it may require more money to be spent on communications	1872	901	972	184	324	367	446	336	215	228	1045	317	193	90
	48%	50%	47%	43%	52% CH	50% H	48%	51% H	42%	48%	48%	49%	50%	52%
I am comfortable with the amount of information I have about the work charities do	1975	900	1075	244	291	356	470	324	290	244	1130	328	192	81
	51%	50%	52%	57% D	47%	48%	51%	49%	56% DEG	51%	51%	50%	50%	46%
Don't know/Refused	38 1%	17 1%	21 1%	0 -	3 0	11 2%	9 1%	5 1%	10 2% C	7 1%	21 1%	6 1%	0 -	3 2%



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/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L/M
 * small base

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male A	Female B	<25 C	25-34 D	35-44 E	45-54 F	55-64 G	>65 H	1 I	2 J	3 K	4 L	5+ M
Base: All respondents														
Unweighted Base	3864	1702	2162	269	643	768	882	681	621	949	2238	442	181	54
Weighted Base	3886	1818	2068	428	618	733	926	666	514	479	2196	652	385	174*
Yes	1221 31%	571 31%	650 31%	96 22%	198 32%	260 35%	321 35%	214 32%	133 26%	152 32%	716 33%	188 29%	125 32%	41 24%
No	2318 60%	1109 61%	1208 58%	305 71%	387 63%	410 56%	519 56%	380 57%	318 62%	278 58%	1269 58%	409 63%	235 61%	127 73%
Don't know/Refused	347 9%	137 8%	210 10%	27 6%	33 5%	64 9%	87 9%	72 11%	64 12%	50 10%	211 10%	55 8%	26 7%	5 3%



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
 * small base; ** very small base (under 30) ineligible for sig testing

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male A	Female B	<25 C	25-34 D	35-44 E	45-54 F	55-64 G	>65 H	1 I	2 J	3 K	4 L	5+ M
Base: Organization or agency responsible for watching over the activities of charities														
Unweighted Base	1228	551	677	72	201	272	299	218	166	308	716	130	60	14
Weighted Base	1221	571	650	96*	198	260	321	214	133*	152	716	188*	125*	41**
Canada Customs & Revenue/Revenue Canada	65	45	20	2	1	13	21	24	4	5	48	11	1	0
	5%	8% B	3%	2%	1%	5% D	7% D	11% DEH	3%	4%	7%	6%	0	-
The charity's directorate	4	4	1	0	0	0	3	2	0	0	2	2	0	0
	0	1%	0	-	-	0	1%	1%	-	-	0	1%	-	-
RCMP	1	0	1	0	1	0	0	0	0	0	1	0	0	0
	0	0	0	-	1%	-	-	-	-	-	0	-	-	-
Better Business Bureau (BBB)	4	2	2	0	1	2	1	0	0	1	3	0	0	0
	0	0	0	-	1%	1%	0	0	0	0	0	0	-	-
Consumer Affairs/ Consumer and Corporate Affairs	9	6	2	0	0	7	0	2	0	0	7	2	0	0
	1%	1%	0	0	-	3% F	-	1%	-	-	1%	1%	-	-
Government/ Federal, Provincial government	82	38	45	6	7	16	12	20	22	8	41	19	14	0
	7%	7%	7%	6%	3%	6%	4%	9% F	17% DEF	5%	6%	10%	11%	-
Canadian Council of Charities/ Canadian Council of Christian Charities/ CCCC	3	2	1	0	0	0	1	1	1	0	3	0	0	0
	0	0	0	-	-	-	0	0	1%	0	0	-	-	-
Specified charities	26	10	16	5	3	6	5	5	2	2	14	8	0	1
	2%	2%	2%	5%	2%	2%	1%	2%	2%	1%	2%	5%	-	2%
Other	74	41	33	8	4	14	21	17	9	10	39	8	4	13
	6%	7%	5%	8%	2%	6%	7%	8% D	7%	7%	5%	4%	3%	31%
Don't know/Refused	954	424	530	75	180	202	258	145	93	126	558	136	106	28
	78%	74%	82% A	79%	91% CEFGH	78% G	80% G	68%	70%	83% K	78%	72%	85%	67%



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
 * small base

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male A	Female B	<25 C	25-34 D	35-44 E	45-54 F	55-64 G	>65 H	1 I	2 J	3 K	4 L	5+ M
Base: All respondents														
Unweighted Base	3864	1702	2162	269	643	768	882	681	621	949	2238	442	181	54
Weighted Base	3886	1818	2068	428	618	733	926	666	514	479	2196	652	385	174*
The charity's board of directors	514 13%	205 11%	309 15% A	76 18% G	94 15%	89 12%	118 13%	76 11%	62 12%	63 13%	290 13%	77 12%	60 16%	25 14%
A government agency	823 21%	444 24%	379 18% B	110 26% F	127 21%	144 20%	171 18%	140 21%	131 25% EF	91 19%	456 21%	153 23%	90 23%	33 19%
An independent organization or agency that is not part of either the government or the charity	2509 65%	1153 63%	1356 66%	238 56%	390 63%	496 68% C	620 67% C	448 67% C	317 62%	320 67%	1427 65%	415 64%	232 60%	115 66%
None	20 1%	11 1%	8 0	1 0	4 1%	2 0	9 1%	1 0	2 0	2 0	12 1%	5 1%	0 -	1 1%
Don't know/Refused	20 1%	5 0	15 1%	1 0	5 1%	2 0	8 1%	2 0	2 0	4 1%	12 1%	1 0	3 1%	0 -



TALKING ABOUT CHARITIES

14A. AGREE SUMMARY TABLE

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L/M
 * small base

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male A	Female B	<25 C	25-34 D	35-44 E	45-54 F	55-64 G	>65 H	1 I	2 J	3 K	4 L	5+ M
Base: All Respondents														
Unweighted Base	3864	1702	2162	269	643	768	882	681	621	949	2238	442	181	54
Weighted Base	3886	1818	2068	428	618	733	926	666	514	479	2196	652	385	174*
1) More attention should be paid to the way charities spend their money	3613	1694	1919	386	575	691	856	625	480	452	2039	601	363	158
	93%	93%	93%	90%	93%	94%	92%	94%	93%	94%	93%	92%	94%	91%
2) More attention should be paid to the way charities raise money	3363	1567	1796	359	509	648	809	583	456	427	1874	570	347	144
	87%	86%	87%	84%	82%	88% D	87% D	88% D	89% D	89% J	85%	87%	90%	83%
3) More attention should be paid to the amount of money charities spend on program activities	3480	1631	1849	370	559	670	825	601	455	437	1972	584	340	147
	90%	90%	89%	87%	90%	91%	89%	90%	88%	91%	90%	90%	88%	85%
4) More attention should be paid to the amount of money charities spend on hiring professionals to do their fundraising	3366	1563	1803	378	536	631	828	572	421	416	1893	562	345	150
	87%	86%	87%	88%	87%	86%	89% H	86%	82%	87%	86%	86%	90%	86%



TALKING ABOUT CHARITIES

14A. DISAGREE SUMMARY TABLE

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L/M
 * small base

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male A	Female B	<25 C	25-34 D	35-44 E	45-54 F	55-64 G	>65 H	1 I	2 J	3 K	4 L	5+ M
Base: All Respondents														
Unweighted Base	3864	1702	2162	269	643	768	882	681	621	949	2238	442	181	54
Weighted Base	3886	1818	2068	428	618	733	926	666	514	479	2196	652	385	174*
1) More attention should be paid to the way charities spend their money	264	121	143	41	42	42	67	39	33	25	151	48	22	16
	7%	7%	7%	10%	7%	6%	7%	6%	6%	5%	7%	7%	6%	9%
2) More attention should be paid to the way charities raise money	511	248	263	69	107	86	117	78	55	52	312	80	38	30
	13%	14%	13%	16%	17% EFGH	12%	13%	12%	11%	11%	14% I	12%	10%	17%
3) More attention should be paid to the amount of money charities spend on program activities	367	178	189	56	58	60	89	49	55	37	207	61	37	25
	9%	10%	9%	13% G	9%	8%	10%	7%	11%	8%	9%	9%	10%	14%
4) More attention should be paid to the amount of money charities spend on hiring professionals to do their fundraising	502	252	250	50	81	101	94	87	89	59	294	85	40	24
	13%	14%	12%	12%	13%	14%	10%	13%	17% F	12%	13%	13%	10%	14%



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/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L/M

* small base

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male	Female	<25	25-34	35-44	45-54	55-64	>65	1	2	3	4	5+
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All respondents														
Unweighted Base	3864	1702	2162	269	643	768	882	681	621	949	2238	442	181	54
Weighted Base	3886	1818	2068	428	618	733	926	666	514	479	2196	652	385	174*
Strongly agree	2360 61%	1089 60%	1271 61%	229 53%	356 57%	433 59%	557 60%	444 67%	341 66%	305 64%	1342 61%	392 60%	230 60%	92 53%
Somewhat agree	1253 32%	606 33%	648 31%	158 37% GH	220 36% GH	258 35% GH	299 32%	181 27%	139 27%	148 31%	698 32%	209 32%	132 34%	66 38%
Somewhat disagree	222 6%	103 6%	119 6%	41 10% GH	38 6%	37 5%	54 6%	32 5%	20 4%	18 4%	121 6%	44 7%	22 6%	16 9%
Strongly disagree	42 1%	18 1%	24 1%	0 0	4 1%	5 1%	13 1%	7 1%	14 3% CDE	7 2%	30 1%	5 1%	0 -	0 -
Don't know/Refused	9 0	2 0	7 0	0 -	1 0	0 -	4 0	3 0	1 0	1 0	5 0	2 0	0 -	0 -
TOPBOX & LOWBOX SUMMARY														
Agree (Top2Box)	3613 93%	1694 93%	1919 93%	386 90%	575 93%	691 94%	856 92%	625 94%	480 93%	452 94%	2039 93%	601 92%	363 94%	158 91%
Disagree (Low2Box)	264 7%	121 7%	143 7%	41 10%	42 7%	42 6%	67 7%	39 6%	33 6%	25 5%	151 7%	48 7%	22 6%	16 9%



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
 * small base

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male	Female	<25	25-34	35-44	45-54	55-64	>65	1	2	3	4	5+
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All respondents														
Unweighted Base	3864	1702	2162	269	643	768	882	681	621	949	2238	442	181	54
Weighted Base	3886	1818	2068	428	618	733	926	666	514	479	2196	652	385	174*
Strongly agree	1635 42%	777 43%	858 41%	167 39%	240 39%	276 38%	406 44%	303 45%	243 47%	205 43%	915 42%	281 43%	160 42%	74 42%
Somewhat agree	1728 44%	790 43%	938 45%	191 45%	270 44%	371 51%	403 43%	280 42%	213 41%	223 46%	959 44%	289 44%	187 49%	71 41%
Somewhat disagree	434 11%	215 12%	219 11%	62 14%	98 16%	71 10%	96 10%	65 10%	42 8%	43 9%	262 12%	65 10%	36 9%	29 16%
Strongly disagree	77 2%	32 2%	45 2%	7 2%	9 2%	15 2%	21 2%	13 2%	13 2%	9 2%	51 2%	15 2%	2 0	1 1%
Don't know/Refused	12 0	3 0	9 0	0 -	2 0	0 -	1 0	5 1%	4 1%	0 0	10 0	2 0	0 -	0 -
TOPBOX & LOWBOX SUMMARY														
Agree (Top2Box)	3363 87%	1567 86%	1796 87%	359 84%	509 82%	648 88%	809 87%	583 88%	456 89%	427 89%	1874 85%	570 87%	347 90%	144 83%
Disagree (Low2Box)	511 13%	248 14%	263 13%	69 16%	107 17%	86 12%	117 13%	78 12%	55 11%	52 11%	312 14%	80 12%	38 10%	30 17%



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/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L/M
 * small base

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male	Female	<25	25-34	35-44	45-54	55-64	>65	1	2	3	4	5+
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All respondents														
Unweighted Base	3864	1702	2162	269	643	768	882	681	621	949	2238	442	181	54
Weighted Base	3886	1818	2068	428	618	733	926	666	514	479	2196	652	385	174*
Strongly agree	1741 45%	807 44%	934 45%	161 38%	261 42%	318 43%	424 46%	321 48%	256 50%	245 51%	972 44%	298 46%	157 41%	69 40%
Somewhat agree	1739 45%	824 45%	915 44%	209 49%	298 48%	352 48%	401 43%	280 42%	198 39%	192 40%	999 46%	286 44%	183 48%	78 45%
Somewhat disagree	307 8%	148 8%	159 8%	49 12%	47 8%	49 7%	78 8%	41 6%	43 8%	31 7%	170 8%	44 7%	37 10%	25 14%
Strongly disagree	60 2%	30 2%	30 1%	6 2%	11 2%	11 1%	11 1%	8 1%	13 3%	6 1%	37 2%	16 3%	0 -	0 -
Don't know/Refused	39 1%	9 0	30 1% A	1 0	1 0	4 1%	12 1%	16 2% DE	4 1%	5 1%	17 1%	7 1%	8 2%	2 1%
TOPBOX & LOWBOX SUMMARY														
Agree (Top2Box)	3480 90%	1631 90%	1849 89%	370 87%	559 90%	670 91%	825 89%	601 90%	455 88%	437 91%	1972 90%	584 90%	340 88%	147 85%
Disagree (Low2Box)	367 9%	178 10%	189 9%	56 13% G	58 9%	60 8%	89 10%	49 7%	55 11%	37 8%	207 9%	61 9%	37 10%	25 14%



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/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L/M

* small base

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male	Female	<25	25-34	35-44	45-54	55-64	>65	1	2	3	4	5+
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All respondents														
Unweighted Base	3864	1702	2162	269	643	768	882	681	621	949	2238	442	181	54
Weighted Base	3886	1818	2068	428	618	733	926	666	514	479	2196	652	385	174*
Strongly agree	2043 53%	910 50%	1133 55%	186 44%	255 41%	365 50%	547 59%	406 61%	284 55%	265 55%	1152 52%	341 52%	217 56%	68 39%
Somewhat agree	1324 34%	654 36%	670 32%	192 45%	281 45%	266 36%	281 30%	166 25%	138 27%	152 32%	741 34%	221 34%	127 33%	82 47%
Somewhat disagree	339 9%	168 9%	171 8%	38 9%	75 12%	76 10%	64 7%	45 7%	41 8%	38 8%	201 9%	59 9%	29 8%	12 7%
Strongly disagree	164 4%	85 5%	79 4%	11 3%	6 1%	26 4%	30 3%	42 6%	48 9%	22 4%	94 4%	26 4%	11 3%	12 7%
Don't know/Refused	17 0	2 0	15 1%	0 -	1 0	1 0	4 0	7 1%	4 1%	3 1%	9 0	5 1%	0 -	0 -
TOPBOX & LOWBOX SUMMARY														
Agree (Top2Box)	3366 87%	1563 86%	1803 87%	378 88%	536 87%	631 86%	828 89%	572 86%	421 82%	416 87%	1893 86%	562 86%	345 90%	150 86%
Disagree (Low2Box)	502 13%	252 14%	250 12%	50 12%	81 13%	101 14%	94 10%	87 13%	89 17%	59 12%	294 13%	85 13%	40 10%	24 14%

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
 * small base

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male A	Female B	<25 C	25-34 D	35-44 E	45-54 F	55-64 G	>65 H	1 I	2 J	3 K	4 L	5+ M
Base: All respondents														
Unweighted Base	3864	1702	2162	269	643	768	882	681	621	949	2238	442	181	54
Weighted Base	3886	1818	2068	428	618	733	926	666	514	479	2196	652	385	174*
Strongly agree	2553 66%	1125 62%	1429 69%	222 52%	374 61%	478 65%	654 71%	473 71%	352 68%	319 67%	1455 66%	420 64%	248 65%	111 64%
Somewhat agree	1083 28%	582 32%	501 24%	175 41%	199 32%	211 29%	224 24%	146 22%	127 25%	132 27%	597 27%	191 29%	115 30%	49 28%
Somewhat disagree	162 4%	68 4%	94 5%	21 5%	34 5%	28 4%	29 3%	25 4%	25 5%	17 4%	93 4%	29 5%	15 4%	8 5%
Strongly disagree	81 2%	41 2%	40 2%	10 2%	10 2%	15 2%	18 2%	19 3%	9 2%	10 2%	48 2%	10 2%	7 2%	7 4%
Don't know/Refused	6 0	2 0	4 0	0 -	1 0	1 0	0 -	2 0	2 0	1 0	3 0	2 0	0 -	0 -
TOPBOX & LOWBOX SUMMARY														
Agree (Top2Box)	3636 94%	1706 94%	1930 93%	397 93%	573 93%	690 94%	879 95%	620 93%	478 93%	451 94%	2052 93%	610 94%	363 94%	159 91%
Disagree (Low2Box)	244 6%	109 6%	135 7%	31 7%	44 7%	43 6%	47 5%	44 7%	34 7%	27 6%	141 6%	40 6%	22 6%	15 9%



TALKING ABOUT CHARITIES

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

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L/M
 * small base

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male A	Female B	<25 C	25-34 D	35-44 E	45-54 F	55-64 G	>65 H	1 I	2 J	3 K	4 L	5+ M
Base: All respondents														
Unweighted Base	3864	1702	2162	269	643	768	882	681	621	949	2238	442	181	54
Weighted Base	3886	1818	2068	428	618	733	926	666	514	479	2196	652	385	174*
There should be a legal limit set on the amount of money charities can spend on fundraising	2051	950	1101	199	248	341	507	399	356	257	1141	362	184	109
	53%	52%	53%	47%	40%	46%	55% DE	60% CDE	69% CDEFG	54%	52%	55%	48%	62%
Charities should decide for themselves how much money is reasonable to spend on fundraising	1811	856	955	227	368	391	414	261	150	218	1036	290	201	65
	47%	47%	46%	53% GH	60% FGH	53% FGH	45% H	39% H	29%	46%	47%	44%	52%	38%
Don't know/Refused	24	12	12	1	2	2	4	6	8	4	19	1	0	0
	1%	1%	1%	0	0	0	0	1%	2% E	1%	1%	0	-	-



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
 * small base

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male A	Female B	<25 C	25-34 D	35-44 E	45-54 F	55-64 G	>65 H	1 I	2 J	3 K	4 L	5+ M
Base: All Respondents														
Unweighted Base	3864	1702	2162	269	643	768	882	681	621	949	2238	442	181	54
Weighted Base	3886	1818	2068	428	618	733	926	666	514	479	2196	652	385	174*
1) Charities are generally honest about the way they use donations	3083	1399	1683	358	500	605	739	498	383	374	1745	501	316	146
	79%	77%	81% A	84% GH	81% GH	82% GH	80%	75%	74%	78%	79%	77%	82%	84%
2) Too many charities are trying to get donations for the same cause	2832	1333	1499	304	426	536	684	502	379	346	1606	487	278	115
	73%	73%	72%	71%	69%	73%	74%	75% D	74%	72%	73%	75%	72%	66%
3) It takes significant effort for charities to raise the money they need to support their cause	3655	1704	1951	397	584	707	880	620	468	447	2059	624	361	164
	94%	94%	94%	93%	94%	96% GH	95% H	93%	91%	93%	94%	96%	94%	94%
4) Charities only ask for money when they really need it	1781	819	962	188	269	349	452	283	240	231	1015	275	181	79
	46%	45%	47%	44%	44%	48%	49%	42%	47%	48%	46%	42%	47%	46%



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
 * small base

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male A	Female B	<25 C	25-34 D	35-44 E	45-54 F	55-64 G	>65 H	1 I	2 J	3 K	4 L	5+ M
Base: All Respondents														
Unweighted Base	3864	1702	2162	269	643	768	882	681	621	949	2238	442	181	54
Weighted Base	3886	1818	2068	428	618	733	926	666	514	479	2196	652	385	174*
1) Charities are generally honest about the way they use donations	747	386	362	69	118	115	175	155	115	99	423	139	58	28
	19%	21% B	17%	16%	19%	16%	19%	23% E	22% E	21%	19%	21%	15%	16%
2) Too many charities are trying to get donations for the same cause	1002	458	543	123	192	183	231	155	117	125	563	157	97	59
	26%	25%	26%	29%	31% EFGH	25%	25%	23%	23%	26%	26%	24%	25%	34%
3) It takes significant effort for charities to raise the money they need to support their cause	212	102	109	30	32	23	46	41	40	30	126	25	20	10
	5%	6%	5%	7% E	5%	3%	5%	6% E	8% E	6%	6%	4%	5%	6%
4) Charities only ask for money when they really need it	2081	987	1094	240	348	382	472	373	266	245	1170	372	200	95
	54%	54%	53%	56%	56%	52%	51%	56%	52%	51%	53%	57%	52%	54%



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

* small base

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male	Female	<25	25-34	35-44	45-54	55-64	>65	1	2	3	4	5+
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All respondents														
Unweighted Base	3864	1702	2162	269	643	768	882	681	621	949	2238	442	181	54
Weighted Base	3886	1818	2068	428	618	733	926	666	514	479	2196	652	385	174*
Strongly agree	690 18%	322 18%	368 18%	63 15%	104 17%	154 21%	173 19%	111 17%	85 17%	101 21%	398 18%	108 17%	63 16%	21 12%
Somewhat agree	2392 62%	1077 59%	1315 64% A	295 69% GH	395 64%	451 61%	566 61%	388 58%	298 58%	273 57%	1347 61%	394 60%	253 66%	126 72%
Somewhat disagree	474 12%	240 13%	234 11%	53 12%	77 12%	79 11%	106 11%	85 13%	74 14%	60 12%	275 13%	92 14%	36 9%	11 6%
Strongly disagree	274 7%	146 8%	128 6%	16 4%	42 7%	36 5%	69 7%	70 10% CE	41 8%	39 8%	148 7%	47 7%	22 6%	17 10%
Don't know/Refused	56 1%	33 2%	23 1%	1 0	1 0	13 2% D	12 1% D	13 2% D	17 3% CDF	6 1%	28 1%	11 2%	11 3%	0 -
TOPBOX & LOWBOX SUMMARY														
Agree (Top2Box)	3083 79%	1399 77%	1683 81% A	358 84% GH	500 81% GH	605 82% GH	739 80%	498 75%	383 74%	374 78%	1745 79%	501 77%	316 82%	146 84%
Disagree (Low2Box)	747 19%	386 21% B	362 17%	69 16%	118 19%	115 16%	175 19%	155 23% E	115 22% E	99 21%	423 19%	139 21%	58 15%	28 16%

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/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L/M
 * small base

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male	Female	<25	25-34	35-44	45-54	55-64	>65	1	2	3	4	5+
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All respondents														
Unweighted Base	3864	1702	2162	269	643	768	882	681	621	949	2238	442	181	54
Weighted Base	3886	1818	2068	428	618	733	926	666	514	479	2196	652	385	174*
Strongly agree	1378 35%	662 36%	716 35%	142 33%	175 28%	243 33%	326 35%	264 40%	228 44%	179 37%	777 35%	207 32%	138 36%	77 44%
Somewhat agree	1454 37%	671 37%	782 38%	162 38%	250 40%	293 40%	358 39%	239 36%	151 29%	167 35%	828 38%	280 43%	140 36%	38 22%
Somewhat disagree	753 19%	341 19%	412 20%	80 19%	138 22%	150 20%	186 20%	118 18%	81 16%	96 20%	417 19%	114 18%	77 20%	48 28%
Strongly disagree	249 6%	117 6%	132 6%	44 10%	55 9%	33 4%	45 5%	37 6%	36 7%	29 6%	146 7%	43 7%	20 5%	11 6%
Don't know/Refused	53 1%	26 1%	26 1%	0 -	0 -	15 2%	11 1%	8 1%	18 4%	8 2%	27 1%	8 1%	10 3%	0 -
TOPBOX & LOWBOX SUMMARY														
Agree (Top2Box)	2832 73%	1333 73%	1499 72%	304 71%	426 69%	536 73%	684 74%	502 75%	379 74%	346 72%	1606 73%	487 75%	278 72%	115 66%
Disagree (Low2Box)	1002 26%	458 25%	543 26%	123 29%	192 31%	183 25%	231 25%	155 23%	117 23%	125 26%	563 26%	157 24%	97 25%	59 34%



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
 * small base

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male	Female	<25	25-34	35-44	45-54	55-64	>65	1	2	3	4	5+
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All respondents														
Unweighted Base	3864	1702	2162	269	643	768	882	681	621	949	2238	442	181	54
Weighted Base	3886	1818	2068	428	618	733	926	666	514	479	2196	652	385	174*
Strongly agree	1997 51%	872 48%	1126 54%	197 46%	342 55%	376 51%	521 56%	338 51%	223 43%	247 52%	1160 53%	349 54%	175 46%	65 38%
Somewhat agree	1658 43%	832 46%	826 40%	200 47%	242 39%	331 45%	359 39%	281 42%	245 48%	200 42%	899 41%	275 42%	185 48%	99 57%
Somewhat disagree	153 4%	67 4%	86 4%	22 5%	20 3%	18 2%	36 4%	30 5%	28 5%	23 5%	94 4%	14 2%	17 4%	5 3%
Strongly disagree	58 2%	35 2%	23 1%	8 2%	12 2%	5 1%	10 1%	11 2%	12 2%	7 1%	32 1%	11 2%	4 1%	5 3%
Don't know/Refused	19 0	11 1%	8 0	1 0	2 0	4 1%	0 0	5 1%	7 1%	2 0	10 0	2 0	4 1%	0 -
TOPBOX & LOWBOX SUMMARY														
Agree (Top2Box)	3655 94%	1704 94%	1951 94%	397 93%	584 94%	707 96%	880 95%	620 93%	468 91%	447 93%	2059 94%	624 96%	361 94%	164 94%
Disagree (Low2Box)	212 5%	102 6%	109 5%	30 7%	32 5%	23 3%	46 5%	41 6%	40 8%	30 6%	126 6%	25 4%	20 5%	10 6%



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/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L/M
 * small base

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male	Female	<25	25-34	35-44	45-54	55-64	>65	1	2	3	4	5+
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All respondents														
Unweighted Base	3864	1702	2162	269	643	768	882	681	621	949	2238	442	181	54
Weighted Base	3886	1818	2068	428	618	733	926	666	514	479	2196	652	385	174*
Strongly agree	596 15%	280 15%	315 15%	60 14%	85 14%	112 15%	145 16%	110 17%	83 16%	77 16%	346 16%	86 13%	60 16%	26 15%
Somewhat agree	1185 31%	539 30%	647 31%	128 30%	185 30%	237 32%	307 33%	172 26%	157 31%	153 32%	669 30%	189 29%	121 31%	53 31%
Somewhat disagree	1207 31%	587 32%	620 30%	155 36%	197 32%	216 29%	280 30%	214 32%	145 28%	137 29%	688 31%	223 34%	125 33%	34 19%
Strongly disagree	874 22%	400 22%	474 23%	85 20%	151 24%	166 23%	191 21%	160 24%	120 23%	107 22%	482 22%	149 23%	75 19%	61 35%
Don't know/Refused	23 1%	12 1%	12 1%	0 -	1 0	2 0	2 0	10 1%	8 2%	4 1%	11 1%	4 1%	4 1%	0 -
TOPBOX & LOWBOX SUMMARY														
Agree (Top2Box)	1781 46%	819 45%	962 47%	188 44%	269 44%	349 48%	452 49%	283 42%	240 47%	231 48%	1015 46%	275 42%	181 47%	79 46%
Disagree (Low2Box)	2081 54%	987 54%	1094 53%	240 56%	348 56%	382 52%	472 51%	373 56%	266 52%	245 51%	1170 53%	372 57%	200 52%	95 54%



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/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L/M
 * small base

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male	Female	<25	25-34	35-44	45-54	55-64	>65	1	2	3	4	5+
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All respondents														
Unweighted Base	3864	1702	2162	269	643	768	882	681	621	949	2238	442	181	54
Weighted Base	3886	1818	2068	428	618	733	926	666	514	479	2196	652	385	174*
Very acceptable	185 5%	91 5%	94 5%	24 6%	34 5%	33 5%	50 5%	30 4%	14 3%	19 4%	100 5%	39 6%	14 4%	13 7%
Somewhat acceptable	1273 33%	614 34%	659 32%	173 40%	240 39%	246 33%	287 31%	188 28%	140 27%	149 31%	726 33%	216 33%	134 35%	48 28%
Somewhat unacceptable	1245 32%	560 31%	685 33%	144 34%	207 34%	254 35%	285 31%	199 30%	156 30%	165 34%	674 31%	211 32%	130 34%	65 37%
Very unacceptable	1175 30%	551 30%	624 30%	87 20%	137 22%	195 27%	302 33%	250 38%	204 40%	144 30%	690 31%	186 29%	107 28%	48 28%
Don't know/Refused	9 0	2 0	6 0	0 -	0 -	5 1%	1 0	0 0	2 0	2 0	7 0	0 -	0 -	0 -
TOPBOX & LOWBOX SUMMARY														
Acceptable (Top2Box)	1457 38%	705 39%	752 36%	197 46%	274 44%	279 38%	337 36%	217 33%	153 30%	168 35%	825 38%	255 39%	148 38%	61 35%
Unacceptable (Low2Box)	2420 62%	1110 61%	1310 63%	231 54%	344 56%	449 61%	587 63%	448 67%	360 70%	310 65%	1363 62%	397 61%	237 62%	113 65%



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/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L/M

* small base; ** very small base (under 30) ineligible for sig testing

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male	Female	<25	25-34	35-44	45-54	55-64	>65	1	2	3	4	5+
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: Acceptable way for charities to raise money														
Unweighted Base	1454	676	778	134	299	297	328	213	183	348	848	173	69	16
Weighted Base	1457	705	752	197*	274	279	337	217	153	168	825	255	148*	61**
None	20 1%	12 2%	9 1%	2 1%	3 1%	4 2%	1 0	7 3%	3 2%	3 2%	15 2%	2 1%	1 0	0 -
1%-10%	860 59%	447 63%	413 55%	118 60%	151 55%	169 61%	219 65%	110 50%	94 61%	87 52%	485 59%	150 59%	90 61%	48 79%
11%-20%	193 13%	96 14%	98 13%	28 14%	58 21%	36 13%	29 9%	32 15%	10 7%	27 16%	112 14%	43 17%	11 7%	1 1%
21%-30%	117 8%	38 5%	78 10%	25 13%	21 8%	17 6%	26 8%	17 8%	10 7%	8 5%	58 7%	19 8%	19 13%	12 20%
31%-40%	20 1%	10 1%	10 1%	3 2%	6 2%	6 2%	2 1%	2 1%	1 1%	1 1%	11 1%	6 2%	2 1%	0 -
41%-50%	30 2%	14 2%	17 2%	6 3%	6 2%	10 3%	4 1%	4 2%	1 1%	5 3%	18 2%	3 1%	5 3%	0 -
51%-60%	10 1%	3 0	7 1%	0 -	7 3%	0 -	3 1%	0 0	0 -	1 1%	8 1%	1 0	0 -	0 -
61%-70%	4 0	1 0	3 0	0 -	2 1%	0 -	1 0	0 -	0 0	1 0	3 0	0 -	0 -	0 -
71%-80%	11 1%	9 1%	3 0	0 0	2 1%	2 1%	1 0	3 1%	2 1%	1 1%	10 1%	0 -	0 -	0 -
81%-90%	1 0	0 0	1 0	0 0	0 -	0 -	0 -	1 1%	0 -	1 1%	1 0	0 -	0 -	0 -
91%-100%	8 1%	2 0	5 1%	2 1%	0 -	3 1%	1 0	2 1%	0 -	2 1%	3 0	2 1%	0 -	0 -
Don't know/Refused	182 12%	73 10%	108 14%	11 6%	18 7%	32 12%	49 15%	39 18%	32 21%	31 18%	102 12%	29 11%	21 14%	0 -
STATISTICS														

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/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L/M

* small base; ** very small base (under 30) ineligible for sig testing

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male A	Female B	<25 C	25-34 D	35-44 E	45-54 F	55-64 G	>65 H	1 I	2 J	3 K	4 L	5+ M
Mean (Incl 0)	13.32	12.33	14.29	14.53	14.23	13.70	11.69	13.76	12.02	14.84	13.58	12.84	12.00	11.32
Median	8.62	8.37	8.87	9.11	8.75	8.64	8.23	7.77	7.95	8.71	8.58	7.24	8.15	6.47
Standard Deviation	14.86	14.06	15.57	14.46	15.10	15.69	12.85	17.90	12.48	18.10	15.48	13.30	11.94	9.07
Standard Error	0.42	0.57	0.61	1.30	0.91	0.96	0.77	1.32	1.06	1.07	0.56	1.09	1.55	2.27
Mean (Excl 0)	13.54	12.56	14.49	14.68	14.41	13.95	11.75	14.29	12.29	15.14	13.86	12.98	12.05	11.32
Median	9	8	9	9	9	9	8	8	8	9	9	7	8	6
Standard Deviation	14.89	14.08	15.58	14.46	15.11	15.72	12.85	18.03	12.49	18.16	15.51	13.31	11.94	9.07
Standard Error	0.42	0.58	0.61	1.31	0.92	0.97	0.78	1.35	1.09	1.09	0.57	1.09	1.57	2.27



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
 * small base

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male	Female	<25	25-34	35-44	45-54	55-64	>65	1	2	3	4	5+
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All respondents														
Unweighted Base	3864	1702	2162	269	643	768	882	681	621	949	2238	442	181	54
Weighted Base	3886	1818	2068	428	618	733	926	666	514	479	2196	652	385	174*
All of the time	2821 73%	1278 70%	1542 75% A	223 52%	396 64% C	553 75% CD	728 79% CD	529 79% CD	392 76% CD	349 73%	1617 74% M	467 72%	286 74%	102 59%
Only when asked	802 21%	396 22%	405 20%	160 37% EFGH	178 29% EFGH	132 18%	154 17%	100 15%	77 15%	92 19%	443 20%	134 21%	90 23%	43 25%
Not at all	255 7%	141 8% B	114 6%	45 11% FG	43 7%	45 6%	44 5%	37 6%	40 8%	35 7% L	131 6%	51 8% L	9 2%	29 17% JL
Don't know/Refused	9 0	2 0	7 0	0 -	0 0	4 0	0 -	0 -	5 1% FG	3 1%	5 0	0 -	0 -	0 -



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/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L/M
 * small base

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male A	Female B	<25 C	25-34 D	35-44 E	45-54 F	55-64 G	>65 H	1 I	2 J	3 K	4 L	5+ M
Base: All respondents														
Unweighted Base	3864	1702	2162	269	643	768	882	681	621	949	2238	442	181	54
Weighted Base	3886	1818	2068	428	618	733	926	666	514	479	2196	652	385	174*
Strongly agree	1976 51%	932 51%	1044 50%	238 56%	337 54%	390 53%	454 49%	307 46%	251 49%	242 50%	1107 50%	345 53%	196 51%	86 49%
Somewhat agree	1322 34%	629 35%	693 34%	145 34%	190 31%	234 32%	332 36%	248 37%	173 34%	167 35%	750 34%	220 34%	134 35%	51 30%
Somewhat disagree	325 8%	139 8%	186 9%	28 7%	62 10%	57 8%	73 8%	67 10%	38 7%	36 8%	183 8%	45 7%	37 10%	24 14%
Strongly disagree	252 6%	113 6%	139 7%	16 4%	30 5%	52 7%	62 7%	44 7%	47 9%	31 6%	151 7%	39 6%	19 5%	12 7%
Don't know/Refused	11 0	6 0	6 0	0 -	0 -	0 -	6 1%	0 0	5 1%	3 1%	5 0	3 0	0 -	0 -
TOPBOX & LOWBOX SUMMARY														
Agree (Top2Box)	3298 85%	1561 86%	1737 84%	383 90%	527 85%	624 85%	786 85%	554 83%	424 82%	409 85%	1858 85%	564 87%	330 86%	137 79%
Disagree (Low2Box)	576 15%	251 14%	325 16%	44 10%	92 15%	110 15%	134 14%	111 17%	85 17%	67 14%	333 15%	84 13%	55 14%	37 21%



TALKING ABOUT CHARITIES

20. AGREE SUMMARY TABLE

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L/M
 * small base

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male A	Female B	<25 C	25-34 D	35-44 E	45-54 F	55-64 G	>65 H	1 I	2 J	3 K	4 L	5+ M
Base: All Respondents														
Unweighted Base	3864	1702	2162	269	643	768	882	681	621	949	2238	442	181	54
Weighted Base	3886	1818	2068	428	618	733	926	666	514	479	2196	652	385	174*
1) Running a business is a good way to raise money that charities aren't able to get through donations and grants	3393	1605	1788	387	558	654	800	568	426	409	1911	564	350	159
	87%	88%	86%	91% H	90% GH	89% H	86%	85%	83%	85%	87%	86%	91%	91%
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	2784	1288	1496	323	453	518	682	464	344	344	1559	468	293	119
	72%	71%	72%	76% H	73% H	71%	74% H	70%	67%	72%	71%	72%	76%	68%
3) When charities run businesses, it takes too much time away from their core cause	2015	942	1073	272	295	364	479	329	276	260	1108	321	215	111
	52%	52%	52%	64% DEFGH	48%	50%	52%	49%	54%	54%	50%	49%	56%	64%



TALKING ABOUT CHARITIES

20. DISAGREE SUMMARY TABLE

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L/M
 * small base

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male A	Female B	<25 C	25-34 D	35-44 E	45-54 F	55-64 G	>65 H	1 I	2 J	3 K	4 L	5+ M
Base: All Respondents														
Unweighted Base	3864	1702	2162	269	643	768	882	681	621	949	2238	442	181	54
Weighted Base	3886	1818	2068	428	618	733	926	666	514	479	2196	652	385	174*
1) Running a business is a good way to raise money that charities aren't able to get through donations and grants	464	206	259	40	60	75	117	91	80	66	267	87	35	10
	12%	11%	13%	9%	10%	10%	13%	14%	16% DE	14%	12%	13%	9%	6%
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	1063	508	554	104	160	210	238	190	160	128	611	178	92	55
	27%	28%	27%	24%	26%	29%	26%	28%	31%	27%	28%	27%	24%	32%
3) When charities run businesses, it takes too much time away from their core cause	1823	858	965	155	320	359	435	329	224	209	1055	327	169	63
	47%	47%	47%	36%	52% CH	49% C	47% C	49% C	44%	44%	48%	50%	44%	36%



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

* small base

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male	Female	<25	25-34	35-44	45-54	55-64	>65	1	2	3	4	5+
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All respondents														
Unweighted Base	3864	1702	2162	269	643	768	882	681	621	949	2238	442	181	54
Weighted Base	3886	1818	2068	428	618	733	926	666	514	479	2196	652	385	174*
Strongly agree	1254 32%	571 31%	684 33%	159 37%	209 34%	238 32%	299 32%	199 30%	151 29%	166 35%	726 33%	199 31%	116 30%	48 28%
Somewhat agree	2139 55%	1034 57%	1105 53%	229 54%	349 56%	417 57%	500 54%	369 55%	275 53%	243 51%	1185 54%	365 56%	234 61%	111 64%
Somewhat disagree	309 8%	133 7%	176 9%	23 5%	53 9%	50 7%	71 8%	65 10%	47 9%	38 8%	176 8%	64 10%	23 6%	7 4%
Strongly disagree	155 4%	73 4%	83 4%	17 4%	7 1%	25 3%	47 5%	26 4%	33 6%	27 6%	91 4%	23 4%	11 3%	3 2%
Don't know/Refused	28 1%	7 0	21 1%	0 -	0 -	4 0	9 1%	7 1%	9 2%	5 1%	17 1%	2 0	0 -	5 3%
TOPBOX & LOWBOX SUMMARY														
Agree (Top2Box)	3393 87%	1605 88%	1788 86%	387 91%	558 90%	654 89%	800 86%	568 85%	426 83%	409 85%	1911 87%	564 86%	350 91%	159 91%
Disagree (Low2Box)	464 12%	206 11%	259 13%	40 9%	60 10%	75 10%	117 13%	91 14%	80 16%	66 14%	267 12%	87 13%	35 9%	10 6%



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
 * small base

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male	Female	<25	25-34	35-44	45-54	55-64	>65	1	2	3	4	5+
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All respondents														
Unweighted Base	3864	1702	2162	269	643	768	882	681	621	949	2238	442	181	54
Weighted Base	3886	1818	2068	428	618	733	926	666	514	479	2196	652	385	174*
Strongly agree	935 24%	421 23%	514 25%	79 19%	145 23%	171 23%	226 24%	174 26%	139 27%	123 26%	536 24%	159 24%	69 18%	48 28%
Somewhat agree	1848 48%	867 48%	982 47%	244 57%	308 50%	347 47%	456 49%	290 43%	204 40%	221 46%	1023 47%	309 47%	225 58%	71 41%
Somewhat disagree	783 20%	373 21%	409 20%	90 21%	120 19%	160 22%	167 18%	138 21%	109 21%	93 19%	435 20%	138 21%	73 19%	44 25%
Strongly disagree	280 7%	135 7%	145 7%	14 3%	40 6%	50 7%	72 8%	52 8%	52 10%	35 7%	176 8%	40 6%	19 5%	11 6%
Don't know/Refused	39 1%	22 1%	18 1%	0 -	5 1%	6 1%	5 1%	13 2%	10 2%	7 2%	26 1%	6 1%	0 -	0 -
TOPBOX & LOWBOX SUMMARY														
Agree (Top2Box)	2784 72%	1288 71%	1496 72%	323 76%	453 73%	518 71%	682 74%	464 70%	344 67%	344 72%	1559 71%	468 72%	293 76%	119 68%
Disagree (Low2Box)	1063 27%	508 28%	554 27%	104 24%	160 26%	210 29%	238 26%	190 28%	160 31%	128 27%	611 28%	178 27%	92 24%	55 32%



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
 * small base

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male	Female	<25	25-34	35-44	45-54	55-64	>65	1	2	3	4	5+
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All respondents														
Unweighted Base	3864	1702	2162	269	643	768	882	681	621	949	2238	442	181	54
Weighted Base	3886	1818	2068	428	618	733	926	666	514	479	2196	652	385	174*
Strongly agree	473 12%	213 12%	260 13%	61 14%	75 12%	83 11%	109 12%	68 10%	77 15%	70 15%	263 12%	58 9%	46 12%	35 20%
Somewhat agree	1542 40%	728 40%	813 39%	211 49% DEFGH	220 36%	281 38%	370 40%	261 39%	199 39%	190 40%	845 38%	262 40%	168 44%	76 44%
Somewhat disagree	1393 36%	631 35%	762 37%	118 27%	249 40%	289 39%	336 36%	247 37%	154 30%	158 33%	812 37%	242 37%	127 33%	54 31%
Strongly disagree	430 11%	227 12%	203 10%	38 9%	71 11%	69 9%	99 11%	82 12%	71 14%	51 11%	243 11%	85 13%	42 11%	8 5%
Don't know/Refused	48 1%	18 1%	30 1%	0 -	3 0	10 1%	12 1%	8 1%	14 3%	10 2%	33 1%	4 1%	1 0	0 -
TOPBOX & LOWBOX SUMMARY														
Agree (Top2Box)	2015 52%	942 52%	1073 52%	272 64% DEFGH	295 48%	364 50%	479 52%	329 49%	276 54%	260 54%	1108 50%	321 49%	215 56%	111 64%
Disagree (Low2Box)	1823 47%	858 47%	965 47%	155 36%	320 52% CH	359 49% C	435 47% C	329 49% C	224 44%	209 44%	1055 48%	327 50%	169 44%	63 36%



TALKING ABOUT CHARITIES

21. 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
 * small base

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male A	Female B	<25 C	25-34 D	35-44 E	45-54 F	55-64 G	>65 H	1 I	2 J	3 K	4 L	5+ M
Base: All respondents														
Unweighted Base	3864	1702	2162	269	643	768	882	681	621	949	2238	442	181	54
Weighted Base	3886	1818	2068	428	618	733	926	666	514	479	2196	652	385	174*
If a charity makes some of its money from a business, they should have to pay taxes like any other business	1093	551	542	119	197	201	244	170	162	131	631	179	98	53
	28%	30% B	26%	28%	32% G	27%	26%	25%	32%	27%	29%	27%	26%	30%
Charities shouldn't have to pay tax on earnings from a business if it is used to support their cause	2750	1252	1498	309	419	527	674	479	341	343	1538	461	287	121
	71%	69%	72%	72%	68%	72%	73% H	72%	66%	72%	70%	71%	74%	70%
Don't know/Refused	43	15	28	0	2	5	8	17	11	5	27	12	0	0
	1%	1%	1%	-	0	1%	1%	3% CDEF	2% CD	1%	1%	2%	-	-



TALKING ABOUT CHARITIES

22. LIKELY SUMMARY TABLE

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L/M
 * small base

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male A	Female B	<25 C	25-34 D	35-44 E	45-54 F	55-64 G	>65 H	1 I	2 J	3 K	4 L	5+ M
Base: All Respondents														
Unweighted Base	3864	1702	2162	269	643	768	882	681	621	949	2238	442	181	54
Weighted Base	3886	1818	2068	428	618	733	926	666	514	479	2196	652	385	174*
1) On a charity's website	2235 58%	1046 58%	1188 57%	339 79% DEFGH	441 71% FGH	486 66% FGH	493 53% H	316 47% H	160 31%	253 53%	1240 56%	388 60% I	252 65% IJ	102 59%
2) On a website of someone who regulates charities	1946 50%	957 53% B	989 48%	308 72% DEFGH	362 59% FGH	410 56% FGH	430 46% H	281 42% H	155 30%	231 48%	1050 48%	339 52%	225 58% IJ	101 58%
3) By looking at a charity's financial statements	1706 44%	826 45%	881 43%	228 53% DEFG	256 41%	305 42%	384 41%	278 42%	254 49% DEFG	230 48% J	929 42%	288 44%	178 46%	82 47%
4) By calling the charity and asking for more information	1790 46%	797 44%	994 48% A	240 56% FGH	292 47%	359 49% GH	413 45%	276 41%	210 41%	236 49%	989 45%	294 45%	183 48%	88 50%



TALKING ABOUT CHARITIES

22. UNLIKELY SUMMARY TABLE

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L/M
 * small base

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male	Female	<25	25-34	35-44	45-54	55-64	>65	1	2	3	4	5+
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All Respondents														
Unweighted Base	3864	1702	2162	269	643	768	882	681	621	949	2238	442	181	54
Weighted Base	3886	1818	2068	428	618	733	926	666	514	479	2196	652	385	174*
1) On a charity's website	1622 42%	761 42%	861 42%	88 21%	175 28%	241 33%	431 47%	348 52%	338 66%	219 46%	940 43%	261 40%	130 34%	72 41%
						C	CDE	CDE	CDEFG	L	L			
2) On a website of someone who regulates charities	1895 49%	847 47%	1048 51%	116 27%	254 41%	316 43%	488 53%	376 56%	345 67%	239 50%	1116 51%	310 48%	156 41%	73 42%
					C	C	CDE	CDE	CDEFG	L	L			
3) By looking at a charity's financial statements	2160 56%	987 54%	1173 57%	195 46%	361 58%	428 58%	537 58%	385 58%	254 49%	242 50%	1258 57%	364 56%	204 53%	92 53%
					CH	CH	CH	CH			I			
4) By calling the charity and asking for more information	2089 54%	1017 56%	1072 52%	188 44%	327 53%	373 51%	510 55%	390 59%	302 59%	239 50%	1204 55%	358 55%	202 52%	86 50%
							C	CE	CE		I			



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/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L/M
 * small base

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male A	Female B	<25 C	25-34 D	35-44 E	45-54 F	55-64 G	>65 H	1 I	2 J	3 K	4 L	5+ M
Base: All respondents														
Unweighted Base	3864	1702	2162	269	643	768	882	681	621	949	2238	442	181	54
Weighted Base	3886	1818	2068	428	618	733	926	666	514	479	2196	652	385	174*
Very likely	1084 28%	485 27%	599 29%	173 41% EFGH	222 36% FGH	234 32% FGH	228 25% H	147 22% H	80 15%	128 27%	603 27%	176 27%	126 33%	52 30%
Somewhat likely	1151 30%	561 31%	590 29%	166 39% FGH	218 35% FGH	252 34% GH	265 29% H	169 25% H	80 16%	125 26%	638 29%	212 33% I	126 33%	50 29%
Somewhat unlikely	621 16%	299 16%	322 16%	40 9%	84 14%	104 14%	170 18% CD	133 20% CDE	90 18% C	79 16%	355 16%	101 16%	61 16%	25 14%
Very unlikely	1001 26%	462 25%	539 26%	49 11%	91 15%	138 19% C	261 28% CDE	215 32% CDE	248 48% CDEFG	140 29% L	585 27% L	160 24%	69 18%	47 27%
Don't know/Refused	29 1%	10 1%	19 1%	0 0	2 0	6 1%	2 0	3 0	16 3% CDEFG	8 2% J	16 1%	2 0	4 1%	0 -
TOPBOX & LOWBOX SUMMARY														
Likely (Top2Box)	2235 58%	1046 58%	1188 57%	339 79% DEFGH	441 71% FGH	486 66% FGH	493 53% H	316 47% H	160 31%	253 53%	1240 56%	388 60% I	252 65% IJ	102 59%
Unlikely (Low2Box)	1622 42%	761 42%	861 42%	88 21%	175 28%	241 33% C	431 47% CDE	348 52% CDE	338 66% CDEFG	219 46% L	940 43% L	261 40%	130 34%	72 41%



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/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L/M
 * small base

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male	Female	<25	25-34	35-44	45-54	55-64	>65	1	2	3	4	5+
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All respondents														
Unweighted Base	3864	1702	2162	269	643	768	882	681	621	949	2238	442	181	54
Weighted Base	3886	1818	2068	428	618	733	926	666	514	479	2196	652	385	174*
Very likely	805 21%	378 21%	427 21%	127 30% FGH	148 24% GH	161 22% H	198 21% H	118 18% H	53 10%	101 21%	428 20%	130 20%	99 26%	47 27%
Somewhat likely	1141 29%	579 32% B	561 27%	181 42% FGH	214 35% FGH	249 34% FGH	232 25%	163 24%	101 20%	129 27%	621 28%	210 32%	126 33%	54 31%
Somewhat unlikely	823 21%	382 21%	441 21%	61 14%	149 24% C	150 20%	223 24% C	134 20%	106 21%	98 20%	486 22%	149 23%	65 17%	26 15%
Very unlikely	1071 28%	464 26%	607 29% A	56 13%	104 17%	165 23% CD	265 29% CDE	242 36% CDEF	239 46% CDEFG	141 30%	631 29%	161 25%	91 24%	47 27%
Don't know/Refused	45 1%	14 1%	31 2%	3 1%	2 0%	8 1%	8 1%	10 1%	15 3% DEF	9 2% K	30 1%	2 0%	4 1%	0 -
TOPBOX & LOWBOX SUMMARY														
Likely (Top2Box)	1946 50%	957 53% B	989 48%	308 72% DEFGH	362 59% FGH	410 56% FGH	430 46% H	281 42% H	155 30%	231 48%	1050 48%	339 52%	225 58% IJ	101 58%
Unlikely (Low2Box)	1895 49%	847 47%	1048 51%	116 27% C	254 41% C	316 43% C	488 53% CDE	376 56% CDE	345 67% CDEFG	239 50% L	1116 51% L	310 48%	156 41%	73 42%



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
 * small base

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male	Female	<25	25-34	35-44	45-54	55-64	>65	1	2	3	4	5+
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All respondents														
Unweighted Base	3864	1702	2162	269	643	768	882	681	621	949	2238	442	181	54
Weighted Base	3886	1818	2068	428	618	733	926	666	514	479	2196	652	385	174*
Very likely	665 17%	320 18%	346 17%	72 17%	92 15%	119 16%	152 16%	120 18%	111 22% DE	97 20%	372 17%	112 17%	58 15%	26 15%
Somewhat likely	1041 27%	506 28%	535 26%	157 37% DEFGH	165 27%	186 25%	232 25%	158 24%	144 28%	132 28%	557 25%	176 27%	119 31%	56 32%
Somewhat unlikely	963 25%	432 24%	530 26%	85 20%	188 30% CGH	201 27%	229 25%	158 24%	101 20%	117 25%	560 25%	164 25%	96 25%	25 15%
Very unlikely	1197 31%	554 30%	643 31%	110 26%	173 28%	227 31%	307 33%	227 34%	153 30%	124 26%	699 32%	200 31%	107 28%	67 38%
Don't know/Refused	19 0	5 0	14 1%	4 1%	1 0	1 0	5 1%	3 0	6 1% E	7 2% JK	8 0	0 -	4 1%	0 -
TOPBOX & LOWBOX SUMMARY														
Likely (Top2Box)	1706 44%	826 45%	881 43%	228 53% DEFG	256 41%	305 42%	384 41%	278 42%	254 49% DEFG	230 48% J	929 42%	288 44%	178 46%	82 47%
Unlikely (Low2Box)	2160 56%	987 54%	1173 57%	195 46%	361 58% CH	428 58% CH	537 58% CH	385 58% CH	254 49% CH	242 50% I	1258 57%	364 56%	204 53%	92 53%



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/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L/M
 * small base

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male	Female	<25	25-34	35-44	45-54	55-64	>65	1	2	3	4	5+
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All respondents														
Unweighted Base	3864	1702	2162	269	643	768	882	681	621	949	2238	442	181	54
Weighted Base	3886	1818	2068	428	618	733	926	666	514	479	2196	652	385	174*
Very likely	710 18%	313 17%	397 19%	80 19%	96 16%	162 22%	171 18%	102 15%	99 19%	110 23%	387 18%	107 16%	74 19%	33 19%
Somewhat likely	1080 28%	484 27%	596 29%	160 37%	196 32%	197 27%	242 26%	175 26%	111 22%	127 26%	602 27%	187 29%	110 28%	54 31%
Somewhat unlikely	966 25%	461 25%	506 24%	79 19%	176 28%	203 28%	230 25%	153 23%	125 24%	121 25%	548 25%	166 26%	108 28%	22 13%
Very unlikely	1122 29%	556 31%	566 27%	108 25%	151 24%	171 23%	280 30%	237 36%	177 34%	118 25%	655 30%	191 29%	94 24%	64 37%
Don't know/Refused	7 0	4 0	3 0	0 -	0 -	1 0	3 0	0 -	2 0	3 1%	3 0	0 -	0 -	0 -
TOPBOX & LOWBOX SUMMARY														
Likely (Top2Box)	1790 46%	797 44%	994 48%	240 56%	292 47%	359 49%	413 45%	276 41%	210 41%	236 49%	989 45%	294 45%	183 48%	88 50%
Unlikely (Low2Box)	2089 54%	1017 56%	1072 52%	188 44%	327 53%	373 51%	510 55%	390 59%	302 59%	239 50%	1204 55%	358 55%	202 52%	86 50%



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
 * small base

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male A	Female B	<25 C	25-34 D	35-44 E	45-54 F	55-64 G	>65 H	1 I	2 J	3 K	4 L	5+ M
Base: All respondents														
Unweighted Base	3864	1702	2162	269	643	768	882	681	621	949	2238	442	181	54
Weighted Base	3886	1818	2068	428	618	733	926	666	514	479	2196	652	385	174*
18-24	428 11%	239 13%	189 9%	428 100% DEFGH	0 -	0 -	0 -	0 -	0 -	22 5%	94 4%	115 18% IJ	119 31% IJK	77 44% IJK
25-34	618 16%	271 15%	347 17%	0 -	618 100% CEFGH	0 -	0 -	0 -	0 -	57 12%	424 19% IKLM	93 14%	36 9%	8 5%
35-44	733 19%	369 20%	364 18%	0 -	0 -	733 100% CDEFGH	0 -	0 -	0 -	83 17% M	509 23% IKLM	83 13%	52 14%	7 4%
45-54	926 24%	417 23%	509 25%	0 -	0 -	0 -	926 100% CDEGH	0 -	0 -	105 22%	448 20%	187 29% IJ	120 31% IJ	67 38% IJ
55-64	666 17%	280 15%	386 19% A	0 -	0 -	0 -	0 -	666 100% CDEFH	0 -	100 21% JLM	381 17% L	132 20% L	40 10%	14 8%
65+	514 13%	241 13%	274 13%	0 -	0 -	0 -	0 -	0 -	514 100% CDEFG	113 23% JKLM	341 16% KLM	42 6%	17 5%	1 1%
Average Age	46	45	47 A	21	29 C	40 CD	49 CDE	59 CDEF	73 CDEFG	52 JKLM	47 KLM	44 LM	39	36



DEMOGRAPHICS

24. Number of Adults live in your household?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L/M
 * small base

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male A	Female B	<25 C	25-34 D	35-44 E	45-54 F	55-64 G	>65 H	1 I	2 J	3 K	4 L	5+ M
Base: All respondents														
Unweighted Base	3864	1702	2162	269	643	768	882	681	621	949	2238	442	181	54
Weighted Base	3886	1818	2068	428	618	733	926	666	514	479	2196	652	385	174*
1 person	479 12%	202 11%	277 13%	22 5%	57 9%	83 11%	105 11%	100 15%	113 22%	479 100%	0 -	0 -	0 -	0 -
2 persons	2196 57%	1043 57%	1152 56%	94 22%	424 69%	509 69%	448 48%	381 57%	341 66%	0 -	2196 100%	0 -	0 -	0 -
3 persons	652 17%	296 16%	356 17%	115 27%	93 15%	83 11%	187 20%	132 20%	42 8%	0 -	0 -	652 100%	0 -	0 -
4 persons	385 10%	183 10%	202 10%	119 28%	36 6%	52 7%	120 13%	40 6%	17 3%	0 -	0 -	0 -	385 100%	0 -
5 persons	111 3%	44 2%	67 3%	44 10%	8 1%	1 0	46 5%	11 2%	1 0	0 -	0 -	0 -	0 -	111 64%
6 persons	35 1%	26 1%	9 0	18 4%	0 -	6 1%	8 1%	3 0	0 -	0 -	0 -	0 -	0 -	35 20%
7 persons	15 0	15 1%	0 -	15 3%	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	15 8%
8 persons	8 0	8 0	0 -	0 -	0 -	0 -	8 1%	0 -	0 -	0 -	0 -	0 -	0 -	8 5%
10+ persons	5 0	0 -	5 0	0 -	0 -	0 -	5 0	0 -	0 -	0 -	0 -	0 -	0 -	5 3%
STATISTICS														
Mean	2.41	2.45	2.37	3.43 DEFGH	2.21 H	2.18 H	2.62 DEGH	2.24 H	1.94	1.00	2.00	3.00	4.00	5.64 JKL



DEMOGRAPHICS

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

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L/M
 * small base

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male	Female	<25	25-34	35-44	45-54	55-64	>65	1	2	3	4	5+
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All respondents														
Unweighted Base	3864	1702	2162	269	643	768	882	681	621	949	2238	442	181	54
Weighted Base	3886	1818	2068	428	618	733	926	666	514	479	2196	652	385	174*
None	2564 66%	1199 66%	1365 66%	298 70% DE	336 54% E	234 32% E	592 64% DE	607 91% CDEF	496 96% CDEFG	401 84% JKL	1297 59% J	454 70% J	278 72% J	134 77% J
1 person	551 14%	268 15%	283 14%	80 19% GH	131 21% GH	143 20% GH	153 17% GH	33 5% H	11 2% H	40 8% I	322 15% I	106 16% I	61 16% I	22 13% I
2 persons	505 13%	227 13%	278 13%	21 5% H	103 17% CGH	237 32% CDFGH	115 12% CGH	23 3% H	5 1% H	26 5% IKLM	384 17% I	59 9% I	27 7% I	9 5% I
3 persons	198 5%	94 5%	104 5%	22 5% GH	35 6% GH	89 12% CDFGH	50 5% GH	2 0% GH	0 - GH	7 1% IK	149 7% I	22 3% I	12 3% I	7 4% I
4 persons	46 1%	22 1%	24 1%	4 1% H	7 1% H	23 3% DFGH	10 1% DFGH	1 0% DFGH	0 - DFGH	4 1% IKLM	32 1% I	5 1% I	6 1% I	0 - I
5 persons	13 0	1 0	12 1% A	0 - A	4 1% A	6 1% A	2 0% A	0 - A	0 - A	0 0% A	7 0% A	3 0% A	0 - A	2 1% A
6 persons	6 0	3 0	2 0	1 0	1 0	0 -	1 0	0 -	2 0	0 0	5 0	1 0	0 -	0 -
7 persons	2 0	0 0	1 0	1 0	0 0	0 -	0 -	0 -	0 -	0 -	0 0	1 0	0 -	0 -
Refused	3 0	2 0	1 0	0 -	1 0	0 -	2 0	0 -	0 -	0 -	0 -	1 0	2 1% J	0 -
STATISTICS														
Mean	0.63	0.62	0.64	0.52 GH	0.81 CFGH	1.38 CDFGH	0.64 GH	0.14 H	0.06	0.28	0.79 IKLM	0.52 I	0.45 I	0.42



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
 * small base

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male	Female	<25	25-34	35-44	45-54	55-64	>65	1	2	3	4	5+
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All respondents														
Unweighted Base	3864	1702	2162	269	643	768	882	681	621	949	2238	442	181	54
Weighted Base	3886	1818	2068	428	618	733	926	666	514	479	2196	652	385	174*
Married	2119 55%	1000 55%	1119 54%	16 4%	271 44%	443 60%	604 65%	443 67%	343 67%	27 6%	1514 69%	315 48%	189 49%	74 43%
Living with a partner	461 12%	220 12%	240 12%	49 11%	131 21%	124 17%	96 10%	47 7%	13 2%	7 1%	350 16%	59 9%	36 9%	9 5%
Widowed	152 4%	30 2%	123 6%	3 1%	1 0	0 0	7 1%	43 6%	98 19%	92 19%	34 2%	26 4%	1 0	0 -
Separated	102 3%	39 2%	63 3%	6 1%	8 1%	25 3%	40 4%	15 2%	8 2%	48 10%	38 2%	5 1%	4 1%	7 4%
Divorced	215 6%	77 4%	138 7%	2 1%	4 1%	36 5%	76 8%	70 10%	27 5%	103 22%	76 3%	29 4%	7 2%	0 -
Never been married	808 21%	443 24%	365 18%	351 82%	203 33%	101 14%	92 10%	40 6%	21 4%	195 41%	174 8%	214 33%	145 38%	79 45%
Refused	29 1%	9 1%	19 1%	0 -	1 0	4 0	11 1%	7 1%	6 1%	6 1%	10 0	3 1%	4 1%	5 3%



DEMOGRAPHICS

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

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L/M
 * small base

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male A	Female B	<25 C	25-34 D	35-44 E	45-54 F	55-64 G	>65 H	1 I	2 J	3 K	4 L	5+ M
Base: All respondents														
Unweighted Base	3864	1702	2162	269	643	768	882	681	621	949	2238	442	181	54
Weighted Base	3886	1818	2068	428	618	733	926	666	514	479	2196	652	385	174*
Grade school or some high school	367 9%	194 11%	173 8%	56 13% DEF	24 4%	44 6%	54 6%	85 13% DEF	103 20% DEFG	72 15% JKL	202 9%	53 8%	30 8%	10 6%
Complete high school	859 22%	410 23%	450 22%	113 26% D	108 17%	149 20%	211 23%	149 22%	129 25% D	102 21%	478 22%	132 20%	120 31% IJK	27 16%
Technical or trade school/Community college	1068 27%	467 26%	601 29%	104 24%	197 32% GH	230 31% GH	285 31% GH	146 22%	107 21%	111 23%	600 27% I	204 31% I	94 24%	58 33%
Some university	432 11%	213 12%	219 11%	100 23% DEFGH	51 8%	59 8%	100 11%	60 9%	62 12% E	54 11%	204 9%	87 13% J	55 14%	33 19% J
Complete university degree	754 19%	326 18%	428 21%	40 9%	162 26% CFH	166 23% CH	189 20% CH	136 20% CH	62 12%	87 18%	463 21%	108 17%	66 17%	31 18%
Post-graduate degree	388 10%	198 11%	191 9%	15 3%	75 12% C	84 11% C	84 9% C	85 13% C	45 9% C	50 10%	238 11% L	65 10%	21 5%	15 8%
Don't know/Refused	16 0	9 1%	7 0	0 -	0 -	2 0	3 0	4 1%	8 2% DEF	3 1%	10 0	3 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/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L/M

* small base

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male	Female	<25	25-34	35-44	45-54	55-64	>65	1	2	3	4	5+
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All respondents														
Unweighted Base	3864	1702	2162	269	643	768	882	681	621	949	2238	442	181	54
Weighted Base	3886	1818	2068	428	618	733	926	666	514	479	2196	652	385	174*
A least once a week	629 16%	265 15%	365 18% A	56 13%	62 10%	81 11%	149 16% DE	115 17% DE	166 32% CDEFG	80 17%	342 16%	125 19%	62 16%	21 12%
At least once or twice a month	566 15%	220 12%	346 17% A	53 12%	85 14%	103 14%	136 15%	109 16%	80 16%	59 12%	320 15%	84 13%	60 16%	43 25% I
3or 4 times a year	618 16%	278 15%	340 16%	79 18% D	70 11%	134 18% D	155 17% D	108 16% D	71 14%	70 15%	339 15%	105 16%	75 20%	29 16%
Once or twice a year	655 17%	312 17%	343 17%	74 17%	124 20% GH	128 17% H	178 19% GH	92 14%	58 11%	73 15%	376 17%	99 15%	60 16%	47 27%
Not at all in the past 12 months	882 23%	425 23%	457 22%	97 23%	158 26% H	183 25% H	197 21% H	161 24% H	85 17%	128 27% L	522 24% L	143 22%	60 16%	28 16%
Never	516 13%	308 17% B	209 10%	68 16%	116 19% EFGH	101 14%	104 11%	75 11%	53 10%	66 14% M	288 13%	90 14%	67 17% M	6 3%
Don't know/Refused	19 0	9 1%	9 0	0 -	2 0	3 0	7 1%	5 1%	1 0	4 1%	8 0	6 1%	0 -	1 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
 * small base

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male	Female	<25	25-34	35-44	45-54	55-64	>65	1	2	3	4	5+
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All respondents														
Unweighted Base	3864	1702	2162	269	643	768	882	681	621	949	2238	442	181	54
Weighted Base	3886	1818	2068	428	618	733	926	666	514	479	2196	652	385	174*
Full-time job	1697 44%	921 51%	776 38%	143 34%	344 56%	448 61%	555 60%	195 29%	11 2%	197 41%	936 43%	291 45%	199 52%	74 42%
Part-time job	326 8%	98 5%	228 11%	64 15%	56 9%	50 7%	77 8%	67 10%	12 2%	35 7%	166 8%	70 11%	34 9%	20 12%
Self employed	447 12%	257 14%	190 9%	24 5%	59 9%	111 15%	137 15%	94 14%	23 4%	37 8%	294 13%	71 11%	25 6%	20 12%
Unemployed	167 4%	68 4%	99 5%	29 7%	33 5%	33 4%	48 5%	18 3%	6 1%	22 5%	84 4%	26 4%	17 4%	18 10%
Retired	743 19%	325 18%	418 20%	1 0	0 -	7 1%	34 4%	250 37%	451 88%	142 30%	479 22%	84 13%	28 7%	9 5%
Taking care of family	199 5%	12 1%	186 9%	9 2%	59 10%	61 8%	40 4%	22 3%	7 1%	7 1%	138 6%	31 5%	18 5%	5 3%
Student	217 6%	108 6%	109 5%	153 36%	48 8%	10 1%	6 1%	0 -	0 -	17 3%	52 2%	59 9%	62 16%	27 15%
Disabled/ disability pension	39 1%	15 1%	24 1%	2 0	2 0	6 1%	15 2%	12 2%	2 0	13 3%	20 1%	6 1%	0 -	0 -
Maternity leave/ sick leave	23 1%	2 0	21 1%	2 0	14 2%	3 0	2 0	3 0	0 -	1 0	12 1%	10 2%	0 -	0 -
Other	19 0	9 0	10 0	2 0	2 0	3 0	10 1%	1 0	1 0	5 1%	9 0	3 0	1 0	1 1%
Don't know/Refused	10 0	4 0	7 0	0 -	2 0	3 0	2 0	3 0	1 0	4 1%	5 0	0 0	1 0	0 -



DEMOGRAPHICS

30. We don't need the exact amount: could you please tell me which of these broad categories your total 2005 household income falls into?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L/M
 * small base

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male A	Female B	<25 C	25-34 D	35-44 E	45-54 F	55-64 G	>65 H	1 I	2 J	3 K	4 L	5+ M
Base: All respondents														
Unweighted Base	3864	1702	2162	269	643	768	882	681	621	949	2238	442	181	54
Weighted Base	3886	1818	2068	428	618	733	926	666	514	479	2196	652	385	174*
Less than \$20,000	423 11%	179 10%	244 12%	108 25% DEFGH	72 12% F	57 8%	59 6%	62 9%	66 13% EF	123 26% JKL	174 8%	76 12% JL	17 4%	34 19% JL
\$20,000 to less than 50,000	1076 28%	447 25%	629 30% A	124 29%	178 29% F	178 24%	204 22%	181 27%	211 41% CDEFG	182 38% JKLM	624 28%	138 21%	97 25%	35 20%
\$50,000 to less than 75,000	864 22%	436 24%	428 21%	57 13%	156 25% C	167 23% C	225 24% C	152 23% C	106 21% C	101 21%	509 23%	148 23%	83 22%	22 13%
\$75,000 to less than 100,000	593 15%	319 18% B	274 13%	67 16% H	112 18% H	128 17% H	172 19% GH	90 14% H	25 5% H	19 4% I	351 16% I	110 17% I	76 20% I	38 22% I
\$100,000 or more	581 15%	320 18% B	262 13%	47 11% H	82 13% H	157 21% CDGH	182 20% CDGH	88 13% H	26 5% H	16 3% I	365 17% I	108 17% I	67 17% I	26 15% I
Don't know/Refused	349 9%	118 6% A	231 11%	25 6% D	19 3% D	47 6% D	85 9% D	93 14% CDEF	81 16% CDEF	38 8%	174 8% I	72 11% I	46 12% I	19 11% I



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 2005?

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L/M
 * small base

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male A	Female B	<25 C	25-34 D	35-44 E	45-54 F	55-64 G	>65 H	1 I	2 J	3 K	4 L	5+ M
Base: All respondents														
Unweighted Base	3864	1702	2162	269	643	768	882	681	621	949	2238	442	181	54
Weighted Base	3886	1818	2068	428	618	733	926	666	514	479	2196	652	385	174*
Yes	3150 81%	1391 77%	1759 85% A	250 59%	449 73% C	593 81% CD	801 86% CDE	593 89% CDE	464 90% CDE	372 78%	1854 84% IKM	504 77%	304 79%	115 66%
No	715 18%	414 23% B	301 15%	171 40% DEFGH	170 27% EFGH	138 19% FGH	122 13%	67 10%	48 9%	107 22% J	334 15%	144 22% J	75 19%	55 32% J
Don't know/Refused	21 1%	13 1%	8 0	7 2% D	0 0	3 0	3 0	5 1%	3 1%	1 0	7 0	4 1%	6 2%	3 2%



DEMOGRAPHICS

32. As far as you can remember, how much did you donate to charities in 2005?

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

	TOTAL	GENDER		AGE						# ADULTS IN HOUSEHOLD				
		Male A	Female B	<25 C	25-34 D	35-44 E	45-54 F	55-64 G	>65 H	1 I	2 J	3 K	4 L	5+ M
Base: Made a financial donation to any charity in 2005														
Unweighted Base	3175	1338	1837	151	465	635	768	601	555	733	1913	349	141	39
Weighted Base	3150	1391	1759	250*	449	593	801	593	464	372	1854	504	304	115**
Less than \$50	266 8%	108 8%	158 9%	52 21% EFGH	71 16% EFGH	52 9% FH	40 5%	32 5%	18 4%	41 11% J	137 7%	45 9%	38 13%	5 4%
\$50-\$99	323 10%	150 11%	172 10%	59 24% DEFGH	56 13% GH	58 10%	80 10%	39 6%	31 7%	34 9%	188 10%	47 9%	35 11%	20 17%
\$100-\$149	390 12%	157 11%	232 13%	43 17% H	77 17% FGH	85 14% H	92 11%	58 10%	35 8%	46 12%	221 12%	69 14%	45 15%	9 8%
\$150-\$299	500 16%	236 17%	264 15%	39 16%	74 16%	100 17%	142 18%	85 14%	60 13%	68 18%	306 17%	73 14%	40 13%	13 12%
\$300-\$799	735 23%	314 23%	421 24%	28 11%	82 18%	162 27% CD	192 24% C	162 27% CD	108 23% C	79 21%	445 24%	125 25%	52 17%	34 29%
\$800+	718 23%	333 24%	386 22%	17 7%	57 13%	113 19% CD	199 25% CDE	175 29% CDE	158 34% CDEF	75 20%	452 24%	108 21%	64 21%	19 17%
Don't know/Refused	218 7%	92 7%	125 7%	11 5%	32 7% E	22 4%	57 7% E	42 7% E	53 11% CEF	28 8%	106 6%	37 7%	31 10%	15 13%
STATISTICS														
Mean	1026.41	1100.25	967.73	276.06	713.40	739.65 C	1259.50	1261.90 CDE	1439.97 CDE	793.25	1094.35	1126.35	703.17	1054.75
Median	246.48	248.08	244.99	92.14	132.50	228.56	288.32	340.12	455.54	194.91	283.83	246.67	185.59	262.94
Standard Deviation	3907.25	3195.73	4391.32	795.20	2497.62	1683.50	6108.52	3127.90	4108.71	1924.93	3141.91	7290.10	1455.09	2850.58
Standard Error	71.91	90.39	106.44	66.27	119.07	68.22	228.93	131.48	187.34	74.09	74.18	406.26	128.61	496.22

