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Charities are an integral part of Canadian life. They improve the lives of individuals and communities across our nation.

In 2000, The Muttart Foundation commissioned a study to learn about public attitudes toward charities and issues that affect charities. We repeated the study in 2004, with a commitment to continue tracking trends through additional studies in 2006 and 2008.

We are now pleased to present the results of the third wave of this research.

Canadians continue to hold their charities in high esteem, with high levels of trust in charities and those who lead them.

Yet, they also continue to have concerns identified in previous studies – concerns around fundraising and concerns about the performance of charities in disclosing information about their operations. These are concerns that we in the charitable sector must take seriously.

Whether people consider these concerns informed or not, they are the views of Canadians and have an impact on how Canadians respond to charities. In part, they may reveal that charities are not “telling their stories” effectively. In part, they may be symptomatic of larger problems that the sector must address.

We on the Board of The Muttart Foundation hope that this information will inform discussions that take place among charities and between charities and policy-makers at all levels of government.

Joy D. Calkin, Ph.D.
President



Investing in Communities for 50 Years

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

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

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“Talking About Charities 2006” is the result of decisions of the Muttart Foundation’s Board of Directors, the extensive work of a steering committee and the professional assistance of Ipsos Reid. We acknowledge the contribution of all of them to this study.

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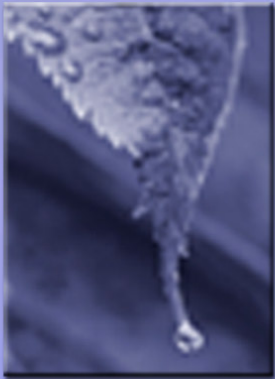
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TALKING ABOUT CHARITIES 2006:
TRACKING CANADIANS' OPINIONS ABOUT CHARITIES
AND THE ISSUES AFFECTING THEM

Submitted to:

The Muttart Foundation

September 2006

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INTRODUCTION

This report examines Canadians' attitudes towards charities, the role they play in Canadian society, and their fundraising and advocacy activities. The report also looks at how Canadians' views have changed since the first and second wave of this study were conducted in 2000 and 2004.

Throughout this Report, differences between donors and non-donors are noted. "Donors" are defined as those who made a financial donation to any charity in 2005, not including lottery tickets, chocolates or any other purchases that do not provide a tax receipt. Eight in ten (81%) Canadians are "donors."

SURVEY METHOD

Ipsos Reid was commissioned by the Muttart Foundation to conduct the third wave of a survey on public opinion about charities and issues relating to charities. This follows previous research studies on Canadians' opinion toward charities, which the Muttart Foundation undertook in 2000 and 2004. As in previous studies, a total of 3,864 telephone interviews were conducted with Canadians over the age of 18 across Canada between May and July 2006. Potential survey respondents were screened out if they or someone in their household worked for a charity. Quotas were imposed to ensure that there was an adequate representation in each province to conduct a provincial analysis. The results were then weighted according to household size and provincial distribution. With this sample structure, the overall national results are considered statistically accurate within $\pm 2.2\%$, nineteen times out of twenty. The margin of error is larger for provincial results and other sub-groups of the data. Full details on the sampling method, including the provincial samples and margins of error have been provided in Table 1 of Appendix C – Survey Method.

ANALYSIS STRATEGY

Aside from an overall assessment of national views on charities, the study examined whether or not public opinion about charities and their activities varies according to province and socio-demographic variables such as gender, age, education, household

income and religious attendance. It also examined whether people's opinions about charities and their activities vary according to their familiarity with charities, trust level in charities and the extent to which they made a charitable donation in 2005.

Statistical analyses were conducted to determine whether there were significant variations in responses that are attributable to provincial and socio-demographic characteristics, familiarity with charities and donor behavior. Variations are presented only if they are found to be statistically significant and of substantive importance. Additionally, analyses were conducted to determine whether there has been a significant change in public opinion on these issues since 2000. Some of the questions included in the 2000 and 2004 study were changed or deleted in the present survey. Comparisons are shown only when the same questions were asked in the 2000 and/or the 2004 waves of the study.

For the majority of questions in the survey, the percentage of respondents who did not provide answers is two percent or less. All estimates in the study are based on the number of people who were asked the question (i.e., findings include all respondents).

ORGANIZATION OF THE REPORT

The report focuses on Canadians' overall opinions about charities and their practices. In each of the sections that follow, the national results are presented first followed by provincial, socio-demographic and other significant differences in the findings.

The report explores Canadians' perceptions and opinions of charities and their activities, and how these opinions have changed over subsequent survey waves in the following areas:

- Familiarity with and perceived importance of charities;
- Trust in charities and their leaders;
- Views on fundraising;
- Opinions on information provided by charities;
- Views on monitoring of charities; and
- Advocacy activities of charities.

Appended to the report are a copy of the questionnaire, the summary results and a detailed description of the survey method.

The Muttart Foundation, a private foundation based in Edmonton, Alberta, commissioned Ipsos Reid to conduct the third wave of a survey on public opinion about charities and issues relating to charities. The first wave was conducted in 2000 and the second in 2004.

From May to July 2006, a telephone survey was conducted with a total of 3,864 Canadians, 18 years of age or older. A total of 3,864 interviews were completed with over-sampling in all provinces (except Ontario) to ensure sufficiently large provincial samples for accurate analysis. The overall data were weighted by province to be representative of the Canadian population as a whole according to the most recent Census data. With this sample structure, the overall national results are considered accurate to within ± 2.2 percentage points (19 times out of 20) of what they would have been had all Canadian adults been interviewed. The margin of error is larger for each province and for other survey sub-groups. (Full details on the sampling distribution and weighting structure are provided in Appendix C – Survey Method.)

| | Sample Size | Margin of Error |
|---------------------|-------------|-----------------|
| NFLD | 203 | 6.9% |
| PEI | 201 | 6.9% |
| NS | 300 | 5.7% |
| NB | 301 | 5.7% |
| Quebec | 605 | 4.0% |
| Ontario | 751 | 3.6% |
| Manitoba | 301 | 5.7% |
| Saskatchewan | 301 | 5.7% |
| Alberta | 401 | 4.9% |
| BC | 500 | 4.4% |

KEY FINDINGS

OVERVIEW

Overall, most Canadians feel they are at least somewhat familiar with the work carried out by charities and the role they play. As in 2000 and 2004, a high proportion of Canadians believe that charities are important, play a key role in meeting the needs of Canadians, and improve their quality of life.

Similarly, the level of trust that Canadians have in charities overall has held constant over the past several years, with a strong majority of Canadians trusting charities at least somewhat. However, at the provincial level, some provinces, most notably Newfoundland and Alberta, have shown a marked decrease in the proportion of residents who trust charities.

Not only do Canadians trust charities, but they also trust leaders of charities. In fact, of all professions asked about in the study, only nurses and medical doctors are trusted by more Canadians than are leaders of charities. Although the overall level of trust in leaders of charities has remained unchanged since 2000, the proportion of Canadians who trust leaders of charities “a lot” has decreased slightly.

One of the key areas impacted by trust is fundraising, an activity on which charities generally invest a great deal of time and effort. Although the proportion of Canadians who feel that charities do not have sufficient funds to meet their objectives has declined slightly since 2004, a majority of Canadians still hold this view. And while virtually all Canadians agree that it takes significant effort for charities to raise the money they need to support their cause, Canadians do have concerns when it comes to certain methods of fundraising.

Most Canadians agree that there is a need for greater transparency regarding charities' spending practices. As in past years, virtually all Canadians agree that charities should be obligated to disclose how donors' contributions are spent.

In addition to greater transparency in charities' spending practices, most Canadians also feel that more attention should be paid to how charities fundraise. One of the more

controversial fundraising methods used by some charities is the hiring of commission-based professionals who fundraise on behalf of the charity. A strong majority of Canadians find it unacceptable for charities to use this fundraising method. Underscoring these concerns, most Canadians feel that more attention should be paid to the amount of money charities spend on hiring professionals to do their fundraising, as they did in 2004. But Canadians are divided over whether or not legal limits should be set on how much money charities can spend on fundraising.

Some charities raise money through running a business. Most Canadians support charities earning money through business activities, as long as the money goes to the charity's cause, but fewer today than in 2000 strongly agree that running a business is a good way to raise money that charities are not able to get through donations and grants. And concerns over charities running business continue to be that when charities run business ventures, there is the possibility that money could get lost on the business instead of being used to help Canadians, or business ventures may take too much time away from the charity's core cause.

Canadians continue to feel it is important for charities to provide them with information about their activities. Almost all Canadians think it is important for charities to provide information on how they use donations, their fundraising costs, the programs and services they offer and the impact of their work on Canadians; however, no more than half of Canadians feel that charities actually do a good job in providing these kinds of information.

There is an ongoing lack of knowledge among most Canadians about organizations that are responsible for monitoring the activities of charities. The majority of Canadians incorrectly think that there is no organization or agency responsible for keeping watch over charities' activities. Furthermore, the proportion of Canadians who believe there is no organization or agency responsible for watching over the activities of charities is higher than in 2000. Even among those Canadians who correctly believe that there is an organization charged with monitoring charities' activities, few are able to name any organization that actually has this responsibility.

Canadians' opinions have changed regarding who they feel *should* be responsible for watching over the activities of charities. More Canadians now than in 2000 think a government agency should be responsible for monitoring charities' activities. The proportion of Canadians who think an independent organization that is not part of either the government or the charity should be responsible for monitoring activities of charities is lower than in 2000, as is the proportion of Canadians who believe the charity's board of directors should have this responsibility.

Advocacy is another area of activity that many charities engage in. A majority of Canadians feel that the opinions expressed by charities on issues of public concern have value because they represent a public interest perspective. Although the majority of Canadians agree that laws should be changed to permit charities to advocate more freely for the causes their organization supports, the proportion who strongly agree with this view has declined from 2004.

Canadians hold differing views on various methods employed by charities to speak out about a cause, with some methods viewed as being more acceptable than others in the eyes of Canadians. Virtually all Canadians find it acceptable for charities to advocate for their cause using softer tactics such as meeting with government officials, and speaking out on issues such as poverty and the environment, while substantially fewer Canadians view more assertive means, such as holding legal protests/ demonstrations and blocking roadways as acceptable. There has been a substantial increase from 2000 in the proportion of Canadians who feel it is acceptable for charities to hold legal street protests/ demonstrations, while the acceptability of organized letter writing campaigns has decreased since 2000. There has also been a decrease from 2004 in the proportion of Canadians who feel it is acceptable for charities to block roadways and other non-violent acts.

The main findings of the study are highlighted below.

FAMILIARITY WITH AND TRUST IN CHARITIES

- Most Canadians (80%) feel they are somewhat or very familiar with charities, yet few have a high degree of familiarity with them.

- A majority of Canadians (79%) trust charities, with 27% who trust them a lot. Trust in charities is the same as 2000 (77%).
- Most Canadians (80%) say their trust in charities has stayed the same over the past year.
- Of the ten types of charities asked about in the study, Canadians are most likely to trust hospitals a lot or some (89%), followed by charities that focus on children/children's activities (85%), health prevention/health research (84%), education (77%), social services (74%), protection of the environment (73%), protection of animals (73%), churches (67%), the arts (61%), and international development (57%).
- Trust in leaders of charities is similar to the level of trust in charities, with 77% of Canadians saying they trust leaders of charities, and 22% who trust them a lot.

VIEWS ON THE ROLE OF CHARITIES

- Virtually all Canadians (93%) agree that charities are important to Canadians, with half (51%) strongly agreeing. Importance of charities has remained constant over the past several years.
- Strong majorities of Canadians believe charities understand the needs of Canadians better than the government does (76%) Canadians, and charities do a better job meeting the needs of Canadians than the government does (70%).
- More than half of Canadians (57%) think charities should be expected to deliver programs and services the government stops funding.

VIEWS ON FUNDRAISING

- A large majority (87%) believe that more attention should be paid to the way charities raise money.
- Although most Canadians (79%) feel that charities are generally honest about the way they use donations, almost three-quarters of Canadians (73%) believe there are too many charities trying to get donations for the same cause.
- A majority of Canadians (64%) think charities have too little money to meet their objectives, a decrease from 2004 (70%). Only 7% feel charities have too *much*

money, and one-quarter (27%) think charities have about the right amount of money to achieve their goals.

- Overall, most Canadians (60%) recognize the costs involved in running a charitable organization and feel it is appropriate to have some of the funds raised go towards the charities' operating expenses, as long as they are reasonable.
- Virtually all Canadians (94%) think charities should be required to disclose how donors' contributions are spent.
- Canadians are evenly divided in their views on whether or not there should be legal limits on how much money charities spend on fundraising. Half (53%) believe there should be a legal limit set on the amount of money charities can spend on fundraising, while the other half (47%) feel charities should be able to decide for themselves.
- Many Canadians, however, do have objections to charities hiring commission-based fundraisers: 62% feel this practice is unacceptable, and 87% of Canadians think that more attention should be paid to the amount of money charities spend on hiring professionals to do their fundraising. These figures are unchanged from 2004.
- A majority of Canadians (73%) think professional fundraisers should always be required to indicate that they are receiving a percentage of donations raised, while 21% feel professional fundraisers should be required to disclose this information only when asked, and 7% of Canadians do not think commission-based fundraisers should be required to reveal this information at all.
- Canadians are more supportive when it comes to charities running businesses in order to raise funds: 85% agree that charities should be able to earn money through any type of business activity they want as long as the proceeds go to their cause.
- Canadians, however, do have concerns about charities becoming involved in business ventures, with 72% who feel that when a charity runs a business, money could get lost on the business instead of being used to help Canadians, and half (52%) who feel that when charities run businesses, it takes too much time away from their core cause.

- 7 in 10 (71%) Canadians feel charities that run a business as a means of fundraising should not have to pay taxes on the business income.

VIEWS ON INFORMATION PROVIDED BY CHARITIES

- Canadians continue to place great importance on the information charities provide to the public. Almost all Canadians think it is important (very or somewhat) for charities to provide information on how they use donations (98%), information about the programs and services the charities deliver (98%), information about charities' fundraising costs (96%), and information about the impact of charities' work on Canadians (95%).
- Canadians, however, do not feel charities do a good job in providing these types of information to the public. Half of Canadians (51%) think charities do an excellent or good job in providing information about the programs and services they deliver, the impact of charities' work on Canadians (38%), how they use donations (31%), and charities' fundraising costs (27%).
- Half (48%) of Canadians say they would like more information about the work charities do, even though it may require more money to be spent on communications.
- When considering making a donation to a particular charity, Canadians are most likely to research that charity through its website (58%), followed by a website of someone who regulates charities (50%), calling the charity and asking for more information (46%), and looking at the charity's financial statements (44%).

OPINIONS ABOUT MONITORING OF CHARITIES

- Although Canadians place great importance on the monitoring of charities, only 3 in 10 (31%) are aware that there are organizations that monitor charities' activities, while 6 in 10 (60%) believe there is no such organization or agency, and 1 in 10 (9%) are unsure.
- Of the 31% who are aware that there is an organization watching over the activities of charities, 8 in 10 (78%) are not able to name it. The most frequently mentioned organizations are the Federal/ Provincial government (7%), and Revenue Canada (5%).

- Two-thirds (65%) think that there should be an independent non-governmental organization or agency monitoring the activities of charities.

ADVOCACY ACTIVITIES OF CHARITIES

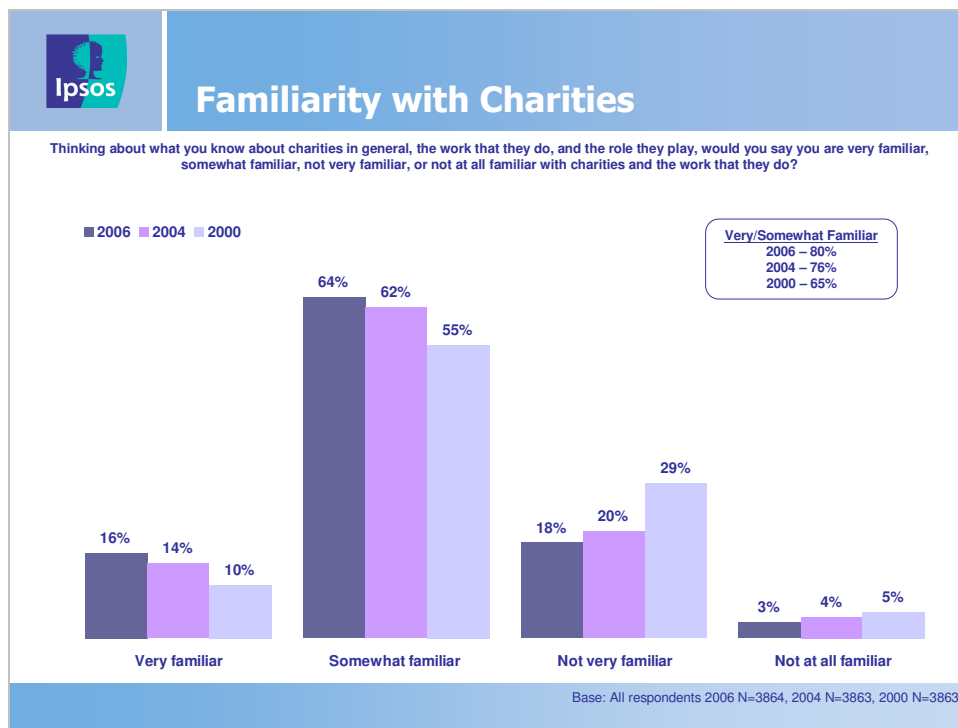
- Almost two-thirds (63%) Canadians think that the opinions that charities express on issues of public concern do have value because they represent a public interest perspective.
- Three-quarters of Canadians (73%) believe that the laws should be changed to permit charities to advocate more freely for the causes in which they are involved, however 8 in 10 (83%) think that charities should be required to present both sides of an issue when engaged in advocacy activities.
- Canadians find some advocacy activities of charities more acceptable than others. Virtually all Canadians find it very/ somewhat acceptable for charities to meet with government ministers or senior public servants as a way to speak out about their cause and try to get things changed (94%), speak out on issues like the environment, poverty or healthcare (94%); use research results to support a message (92%); place advertisements in the media (90%); organize letter-writing campaigns (83%); hold legal street protests or demonstrations (62%). Only a minority of Canadians (28%) find it very/ somewhat acceptable for charities to block roadways, or other non-violent acts.
- Canadians' views on the acceptability of certain methods used by charities to speak out and advocate on behalf of their cause have changed over the past several years. The acceptability of holding legal street protests or demonstrations has increased from 47% in 2004 to 62% in 2006, while the acceptability of organized writing campaigns has dropped from 89% in 2000 to 85% in 2004 and 83% in 2006.

1.0 FAMILIARITY WITH AND PERCEIVED IMPORTANCE OF CHARITIES

1.1 FAMILIARITY WITH CHARITIES

Most Canadians feel they are familiar with charities, but few feel they have a high level of familiarity with them. Eight in ten Canadians (80%) are very/somewhat familiar with charities, the work they do and the role they play, but only 16% feel they are very familiar with the charities, their work, and role. Another 2 in 10 Canadians (16%) say they are not very familiar with charities, while a mere 3% say they are not at all familiar with charities and what they do.

Canadians' familiarity with charities has increased steadily over the past several years. The proportion of Canadians who are very/somewhat familiar with charities' work and role has increased from 65% in 2000 to 76% in 2004 and 80% in 2006.



PROVINCIAL AND SOCIO-DEMOGRAPHIC VARIABLES

The level of familiarity with charities is similar across most of Canada. Those living in Ontario and Prince Edward Island (87% each), Newfoundland and Nova Scotia (86% each) and Alberta (85%) are the most likely to say they are very/somewhat familiar with charities and the work that they do, followed by, Manitoba (83%), New Brunswick (82%), Saskatchewan (81%), and British Columbia (80%). Familiarity with charities is lowest in Quebec, where just 61% of residents say they are very/somewhat familiar with charities, their work and the role they play. Quebec still lags behind the rest of Canada, but nonetheless, the 61% who say they are familiar with charities today is an increase from the 54% of Quebecers who said they are very or somewhat familiar with charities in 2004.

Familiarity with charities increases with education level and age. Of those who have not graduated from high school, two-thirds (64%) are very/somewhat familiar with charities, while three-quarters (76%) of those with a high school diploma, and 84% of those with more education are familiar with charities, their work and the role they play. Furthermore, 26% of those with a post-graduate degree are *very* familiar with charities.

Familiarity with charities also increases with age. A greater proportion of adults age 35 and older than of younger adults are familiar with charities (82% vs. 73%).

There are no differences between women and men when it comes to familiarity with the work of charities (81% vs. 78%).

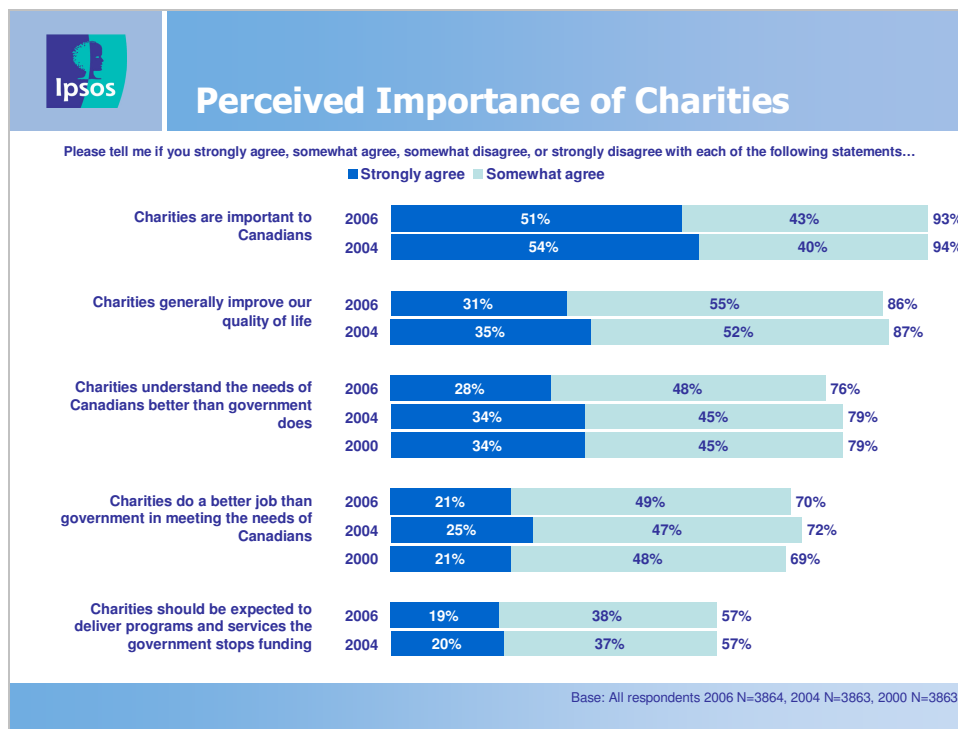
Frequency of attending religious services is also directly linked to familiarity with charities. Canadians who attend religious services at least once a month are more likely than those who infrequently or never attend religious services to be familiar with the work of charities (87% vs. 76% vs. 70%).

Not surprisingly, Canadians who had made a financial donation to a charity in 2005 (excluding lottery tickets, chocolates or any other purchase that does not provide a tax receipt) are much more likely than those who did not to be familiar with charities and their work (83% vs. 63%).

1.2 PERCEIVED IMPORTANCE OF CHARITIES

Overall, Canadians feel charities are very important to Canada and play an important role in meeting the needs of Canadians.

- Nine in ten Canadians (93%) agree that charities are important to Canadians, with half (51%) strongly agreeing.
- Almost as many agree that charities improve our quality of life (86%).
- Almost 8 in 10 Canadians (76%) agree that charities understand the needs of Canadians better than the government does; and related,
- Seven in ten (70%) feel charities do a better job understanding and meeting the needs of Canadians than the Canadian government does.



Canadians are more divided about whether or not charities should be *expected* to deliver programs and services the government stops funding. More than half of Canadians (57%) agrees with the statement “charities should be expected to deliver programs and services the government stops funding.” The same proportion strongly agrees with this statement as strongly disagrees (19%).

As seen in the chart above, views on the perceived importance of charities are similar today as they were in 2004 and 2000.

PROVINCIAL AND SOCIO-DEMOGRAPHIC VARIABLES

Residents of Quebec (83%), New Brunswick (81%) and Nova Scotia (81%) are more likely than other Canadians (72%) to feel that charities understand the needs of Canadians better than government. Quebecers are also disproportionately likely to think charities should be *expected* to deliver programs and services that the government stops funding (67%). Albertans and B.C. residents are the least likely to agree that charities should be *expected* to deliver programs and services that the government stops funding (49%), while 58% in the other provinces agree.

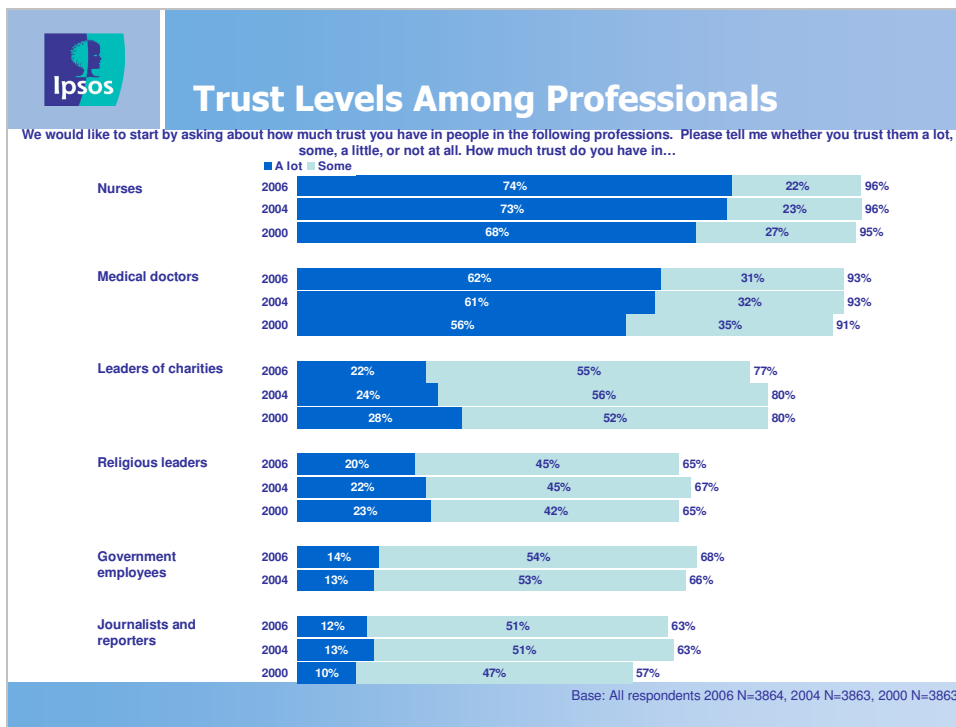
The propensity to agree that charities do a better job than the government in both understanding and meeting the needs of Canadians decreases with household income and with education level. Those with an annual household income of less than \$75,000 are more likely than those with a higher annual higher income to agree that charities do a better job both understanding and meeting the needs of Canadians than the government. Those with a college diploma, high school diploma or less education are more likely than those with at least some university education to feel charities do a better job. In addition, those with a college diploma, high school diploma or less education are a little more likely than those with more education to agree that charities should be expected to deliver programs no longer funded by the government.

2.0 TRUST IN CHARITIES AND THEIR LEADERS

Trust is an important issue for charities, particularly when trying to raise funds for their organization. This year's study tracks the level of trust Canadians have in the people who lead charities, in charities in general, and in various specific types of charities.

2.1 TRUST IN LEADERS OF CHARITIES

Three-quarters of Canadians (77%) trust leaders of charities, with 22% who trust them a lot and 55% who trust them somewhat. Eighteen percent trust them a little and 4% don't trust them at all. Trust in leaders of charities is the same now as in 2004 (80%) and in 2000 (80%).

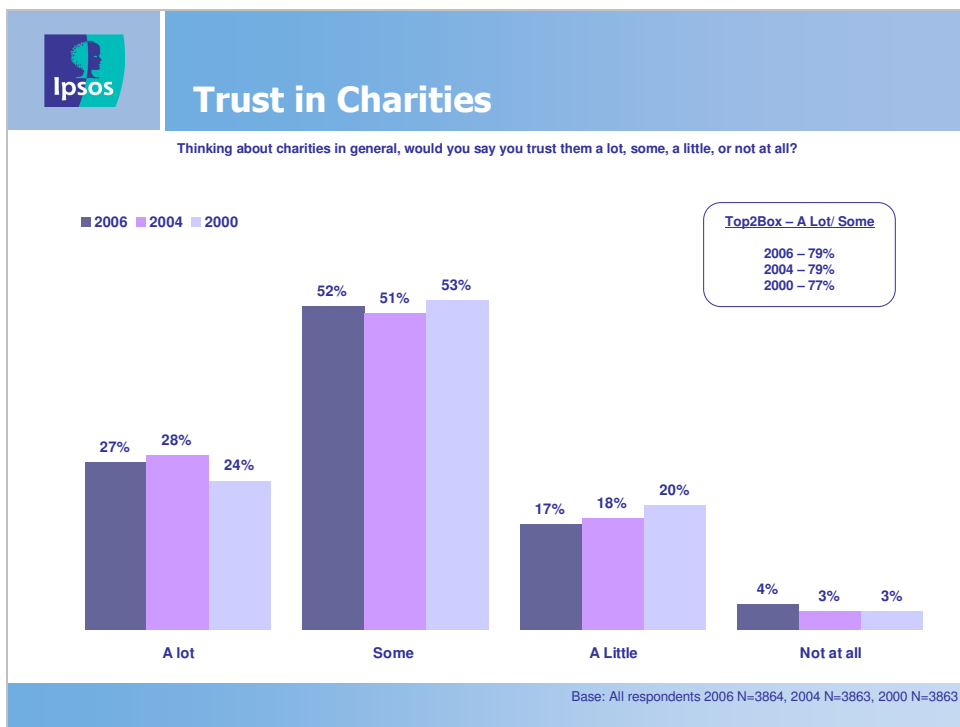


Canadians trust the leaders of charities more than they trust eight of the ten other professions asked about. More Canadians have a lot or some trust in charity leaders than they do in business leaders (70%), government employees (68%), religious leaders (65%), journalists and reporters (63%), lawyers (59%), union leaders (50%), provincial

politicians (37%) and federal politicians (34%). Only nurses (96%) and medical doctors (93%) are trusted more than leaders of charities. Full trust in nurses and doctors is much greater than for charity leaders. A much larger proportion of Canadians trust nurses (74%) and doctors (62%) a lot than trust leaders of charities a lot (22%).

2.2 TRUST IN CHARITIES

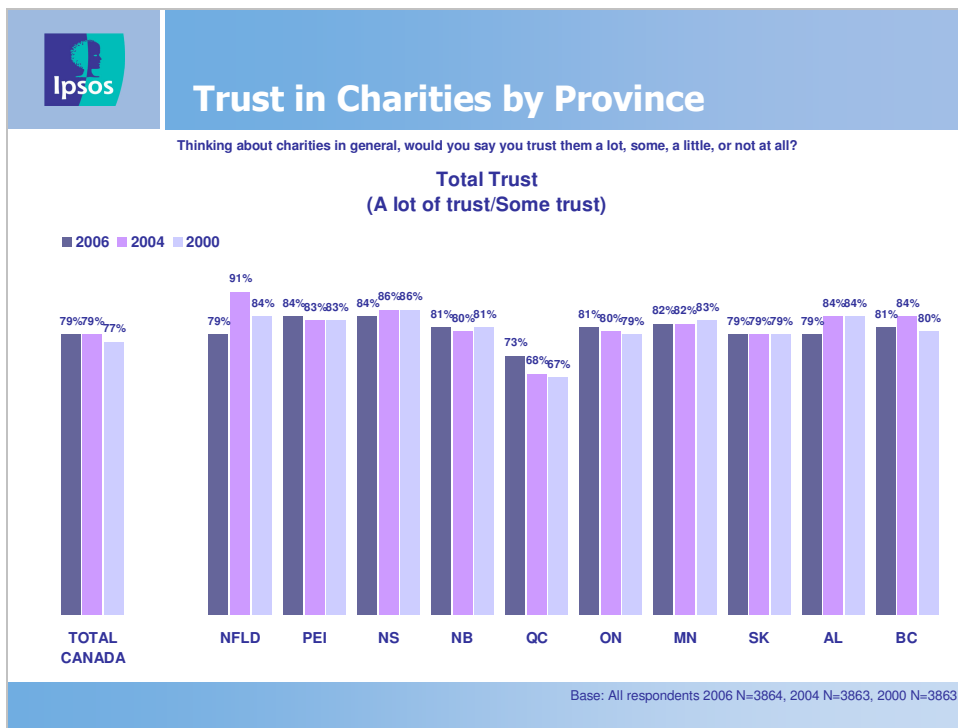
The level of trust in charities overall is almost identical to the level of trust in leaders of charities. Eight in ten (79%) Canadians trust charities, with 27% who trust them a lot. Half (52%) have some trust in charities, while 17% trust charities only a little and 4% do not trust charities at all. There has been no change in trust from previous years.



PROVINCIAL AND SOCIO-DEMOGRAPHIC VARIABLES

In each province except Quebec, three-quarters or more residents trust charities a lot or some. Just over 8 in 10 residents of Prince Edward Island and Nova Scotia (84% each) and 8 in 10 residents of Manitoba (82%), British Columbia, Ontario and New Brunswick (81% each), Alberta, Saskatchewan and Newfoundland (79% each) have a lot or some trust in charities. Quebecers are least likely to trust charities (73%).

For the most part, provincial trust in charities has held steady from 2000 through 2006. A major exception is Newfoundland. In Newfoundland, 84% trusted charities a lot/some in 2000, 91% in 2004 and 79% in 2006. This is not only a 12 percentage point drop from 2004 to 2006, but the current level of trust (79%) is below the strongest trust levels recorded in Prince Edward Island and in Nova Scotia (84% each). In Quebec, charities have experienced a slight rise in trust from 67% in 2000 and 68% in 2004, to the current level of 73%.



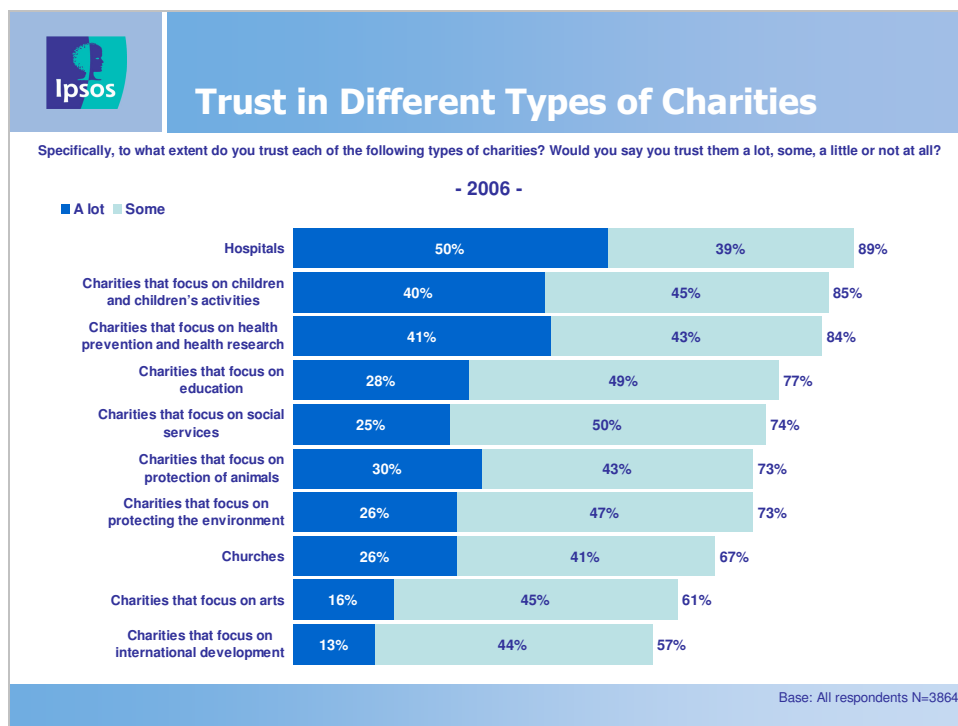
Canadians most likely to trust charities a lot/some, include:

- University graduates (87%),
- Adults age 18 to 44 (84%),
- Those with an annual household income of \$50,000 or more (83%),
- Those who attend religious services at least a few times a year (82%),
- Those who are very or somewhat familiar with charities, the work they do and role they play (82%), and

- Donors in 2005 (81%).

2.3 TRUST IN DIFFERENT TYPES OF CHARITIES

Canadians' trust in charities varies greatly depending on the type of charity. Of the ten types of charities asked about, Canadians are most likely to trust hospitals a lot or some (89%), charities that focus on children/children's activities (85%), and charities that focus on health prevention/health research (84%). Hospitals, however, are by far the number one trusted type of charity as half of Canadians (50%) trust them a lot, while 4 in 10 have a lot of trust in charities that focus on children/children's activities (41%) and on health prevention/health research (84%). Next in line, three-quarters of Canadians trust charities, and charities that focus on education (77%), social services (74%), and the protection of animals (73%), and protection of the environment (73%). Only two-thirds of Canadians (67%) have a lot or some trust in churches. Canadians are least likely to have a lot/some trust in charities that focus on the arts (61%) and on international development (57%).



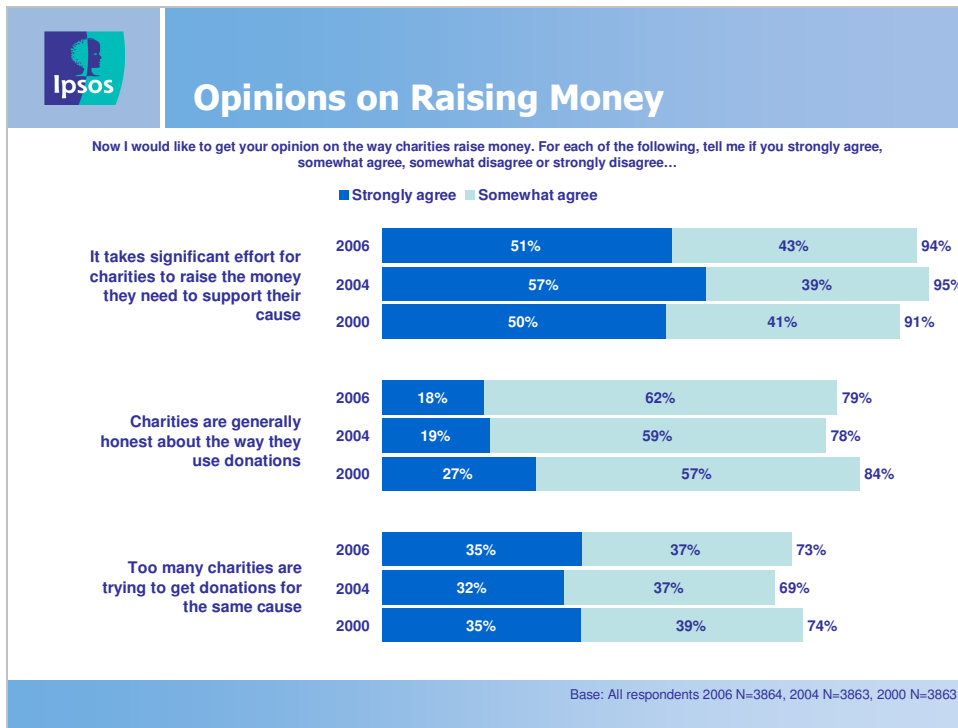
3.0 FUNDRAISING

Overall, Canadians appreciate the time and effort spent by charities to raise funds, but do have reservations about certain fundraising practices, particularly hiring commission-based fundraisers, and feel more attention needs to be paid to how charities raise funds.

3.1 GENERAL OPINIONS ABOUT FUNDRAISING

A large majority believe that more attention should be paid to the way charities raise money. Almost 9 in 10 Canadians (87%) agree that more attention should be paid to how charities fundraise, with 4 in 10 (42%) strongly agreeing. Only 2% strongly disagree that more attention should be given to how charities raise money.

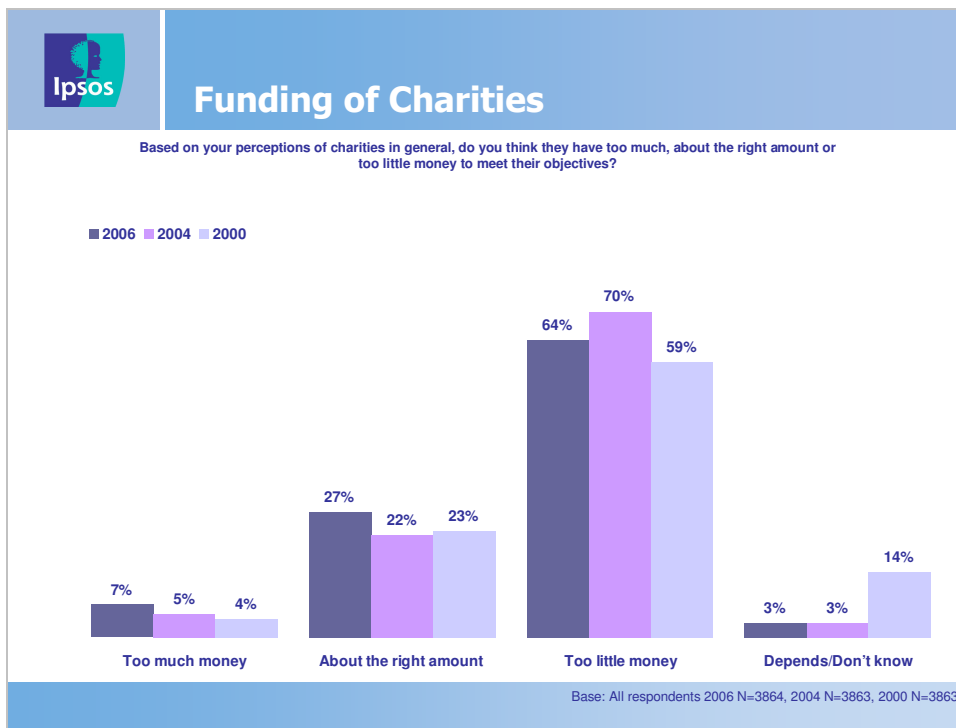
Virtually all Canadians (94%) agree that it takes significant effort for charities to raise the money they need to support their cause, with half (51%) strongly agreeing. And although most Canadians (79%) feel that charities are generally honest about the way they use donations, Canadians are not convinced that charities fundraise only when they need to. Moreover, Canadians feel there is too much overlap between charities fundraising for the same cause. Almost three-quarters of Canadians (73%) agree that “too many charities are trying to get donations for the same cause,” with 35% strongly agreeing. These attitudes are the same today as in the 2004 and 2000 surveys.



3.2 FUNDING LEVEL OF CHARITIES

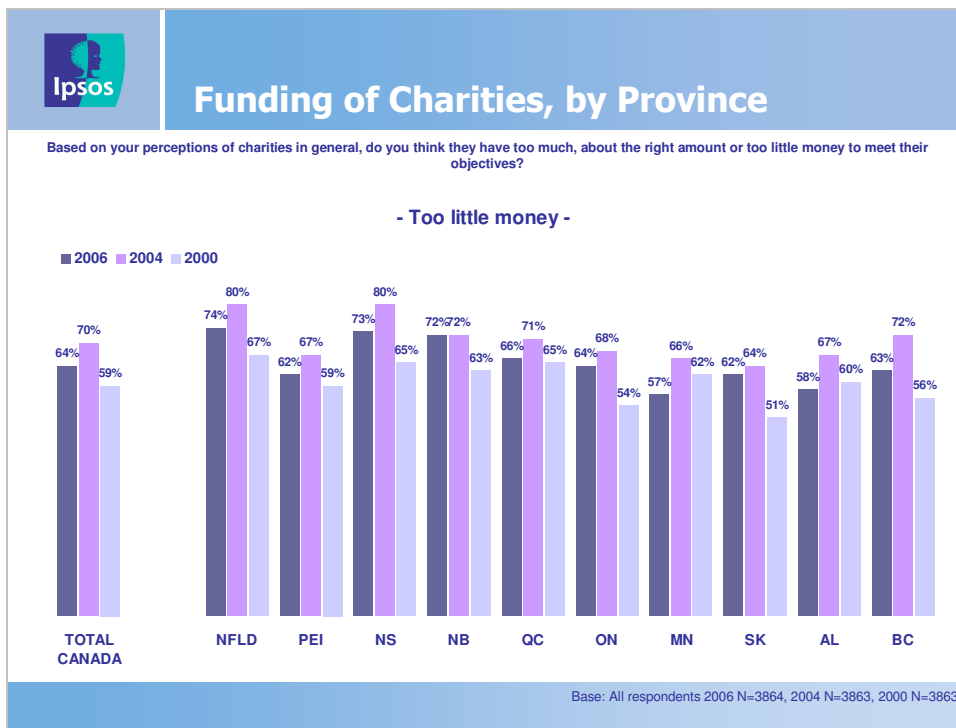
The majority of Canadians feel that charities, in general, are under-funded. Two-thirds of Canadians (64%) think charities have too little money to meet their objectives; 7% feel charities have too *much* money. One-quarter (27%) think charities have about the right amount of money to achieve their goals.

The proportion of Canadians who feel charities have too little money to reach their objectives has dropped slightly from 70% in 2004 to 64% currently. In 2000, only 59% of Canadians said charities have too little money to reach their objectives, but a substantial proportion of respondents (14%) that year said they don't know or it depends.



PROVINCIAL AND SOCIO-DEMOGRAPHIC VARIABLES

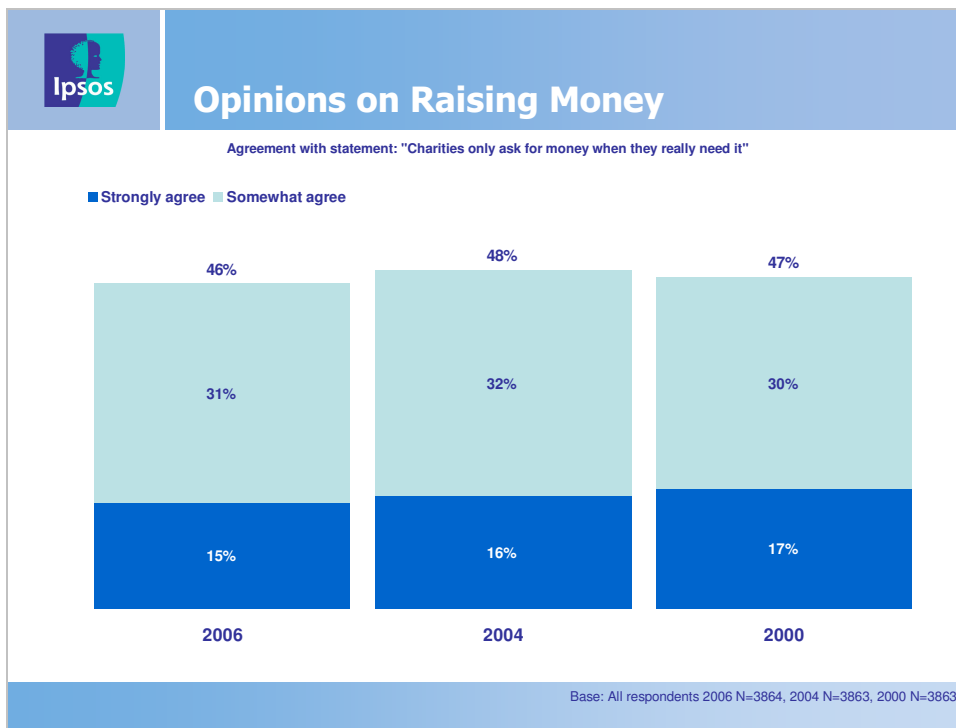
There are some differences across provinces in whether or not residents think charities have enough money to meet their objectives. Specifically, residents of the Maritime provinces of Newfoundland (74%), Nova Scotia (73%), and New Brunswick (72%) are the most likely to think that charities have too little money. In every province (except New Brunswick), fewer residents today than in 2004 think charities have too little money to achieve their goals, with the 2006 provincial levels above the lows of 2000.



There are minimal differences in perceptions of the adequate funding of charities across other demographic groups, although Canadians most likely to think that charities have too little money to meet their objectives include:

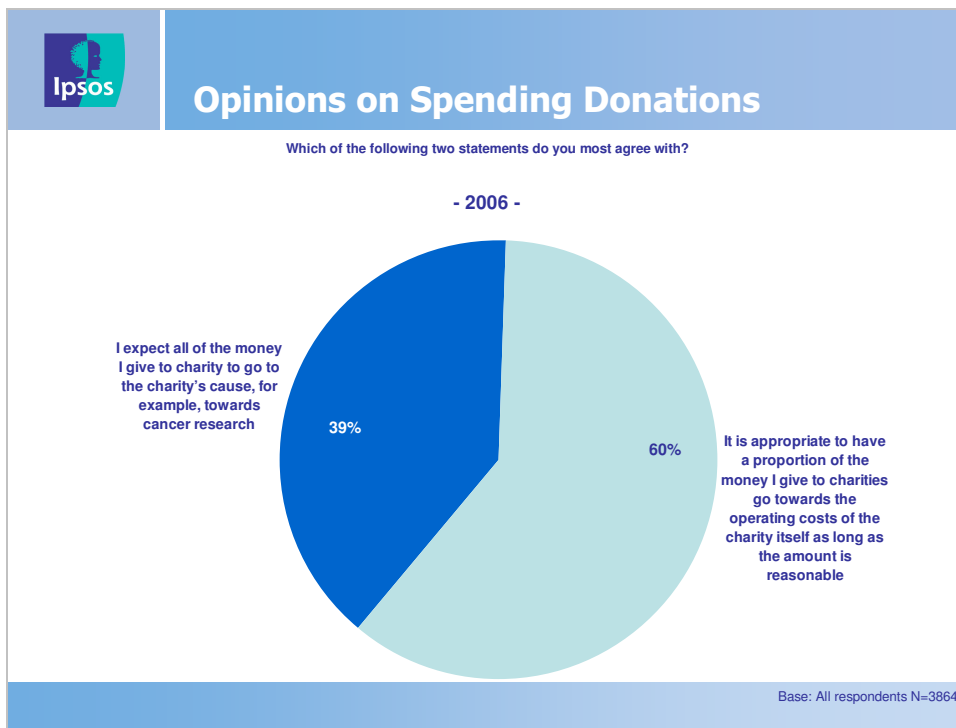
- Young adults 18 to 34 (71%);
- Women (67%); and
- Canadians who trust charities (66%).

Although two-thirds of Canadians feel that charities are under-funded, less than half (46%) agree with the statement “charities only ask for money when they really need it.” The belief that charities ask for money only when they really need it has remained unchanged from 2000 (47%) and 2004 (48%).



3.3 SPENDING DONATION MONEY

Overall, Canadians recognize the costs involved in running a charitable organization and acknowledge the need to use some of the funds raised through donations to cover those costs. Respondents were asked which of the following two views is closest to their own: "I expect all of the money I give to charity to go to the charity's cause, for example, towards cancer research"; or "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." Six in ten (60%) Canadians say the latter statement most closely mirrors their own view, while a significant minority (39%) say the former matches their own view.



Although the majority of Canadians feels it is acceptable for a portion of donations that a charity receives to go toward that charity's operating expenses, 9 in 10 (90%) agree that more attention should be given to the amount of money that charities spend on program activities, with just under half (45%) strongly agreeing.

PROVINCIAL AND SOCIO-DEMOGRAPHIC VARIATIONS

Residents of British Columbia (64%), Prince Edward Island (64%), and Ontario (63%) are most likely to think that it is appropriate that a proportion of their donations go towards operating costs, while those in Newfoundland (51%) are least likely to feel this way.

The propensity to think it is appropriate to have a proportion of the money donated to charities go towards the operating costs of the charity itself as long as the amount is reasonable increases with household income and education. Just over half (53%) of Canadians with an annual household income of less than \$50,000 think it is appropriate to have a proportion of money donated to charities go towards the charity's operating costs, compared to two-thirds of those (67%) with an annual household income of \$50,000 or more. And 44% of Canadians with a high school diploma or less education think it is

appropriate to have a proportion of money donated to a charity to go towards operating costs of the charity, compared to 68% of those with at least some post-secondary education.

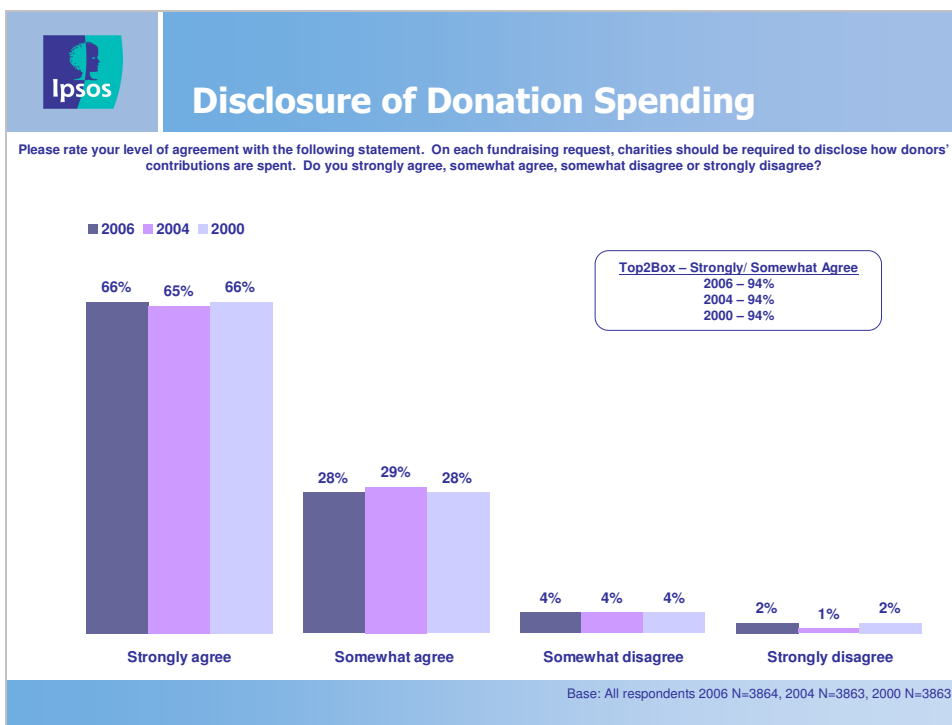
DONOR BEHAVIOR AND KNOWLEDGE OF CHARITIES

Canadians who made a financial donation to a charity last year are more likely than those who did not to think it is appropriate for a portion of their donation to go towards the charity's operating costs, as long as the amount is reasonable (63% vs. 49%). Similarly, those who are familiar with the work of charities are more likely than those not familiar to feel it is appropriate that some of their donation go towards operating expenses (63% vs. 52%), and Canadians who have a lot or some trust in charities are more likely than those who trust charities only a little or not at all to feel it is appropriate that some of their donation go towards operating expenses (64% vs. 47%).

3.4 DISCLOSURE ON HOW DONATIONS ARE SPENT

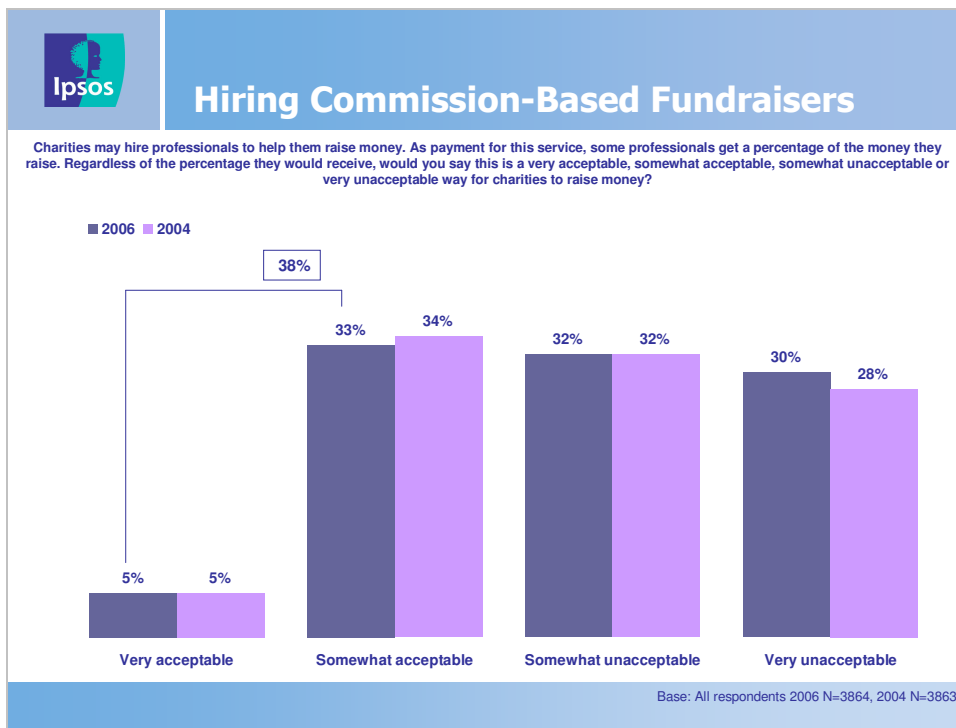
Canadians are virtually unanimous in their agreement that on every fundraising request, charities should be required to disclose how donors' contributions are spent. More than 9 in 10 Canadians (94%) agree that charities should be obligated to disclose how they use donors' contributions, with two-thirds (66%) strongly agreeing. Only 2% of Canadians strongly disagree with this idea.

The propensity to agree that on every fundraising request, charities should be required to disclose how donors' contributions are spent is similar across provincial and demographic groups.

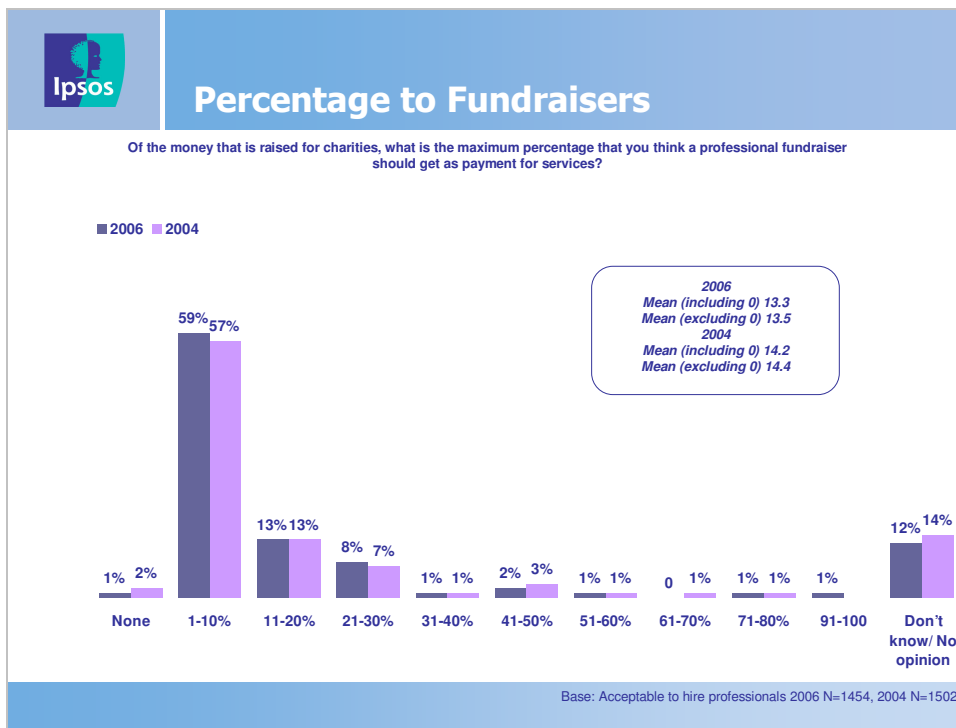


3.5 VIEWS ON COMMISSION-BASED FUNDRAISERS

One way charities raise money is by hiring professional fundraisers to raise money on their behalf. As payment for this service, some professionals and firms receive a percentage of the money they raise. When it comes to hiring professional fundraisers, a majority of Canadians are opposed to this practice. Six in ten Canadians (62%) feel it is unacceptable for charities to hire professional fundraisers who keep a portion of the money raised as payment, with 3 in 10 (30%) finding it very unacceptable. A mere 5% find this method of fundraising to be very acceptable. Canadians' views on charities hiring commission-based fundraisers are the same as in 2004.



Of the 38% of Canadians who think hiring commission-based fundraisers is a somewhat or very acceptable practice, more than half (59%) feel that professional fundraisers should receive no more than 10% of the money they raise as payment for their services. The average maximum percentage that Canadians feel commission-based fundraisers should receive for their work is 13% of the funds they raise. Canadians' views on the percentage they feel professional fundraisers should receive as payment for their services is the same as in 2004.



A strong majority of Canadians (87%) think that more attention should be paid to the amount of money charities spend on hiring professionals to do their fundraising. In fact, just over half (53%) of Canadians strongly agree that more attention should be paid to this subject.

PROVINCIAL AND SOCIO-DEMOGRAPHIC VARIATIONS

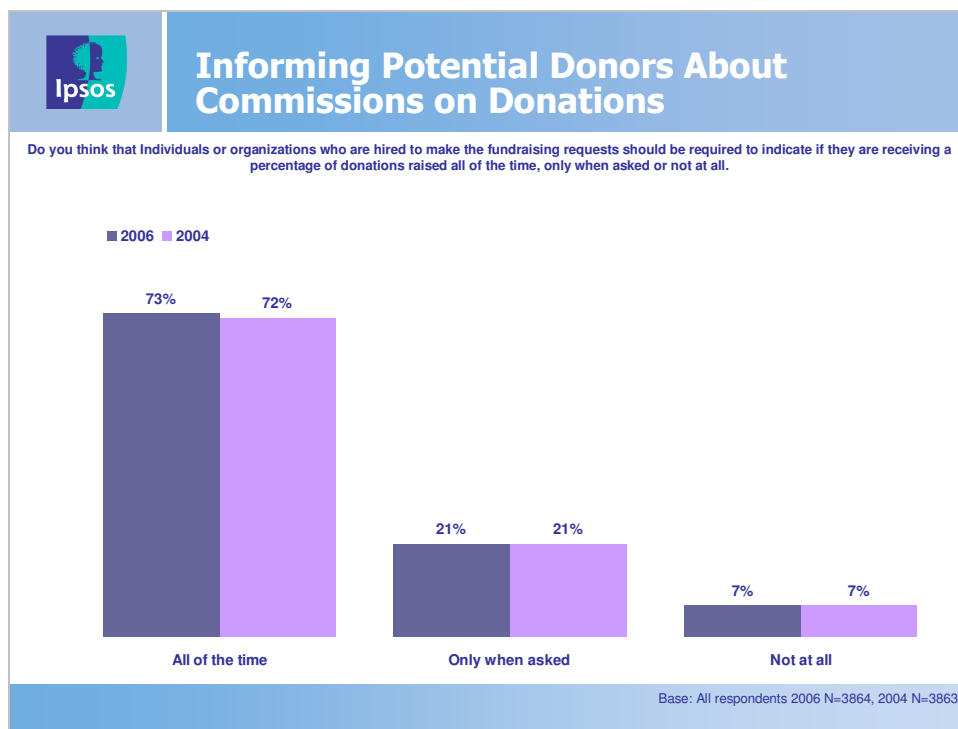
Although more than half of residents in all provinces feel it is unacceptable for charities to hire commission-based fundraisers, those in Manitoba (68%) and British Columbia (66%) are the most likely to object to this practice. Others most likely to feel it is unacceptable to hire commission-based fundraisers include:

- 55% of 18-34 year olds,
- 62% of 35-54 year olds, and
- 69% of those age 55 and older feel that it is unacceptable for charities to hire commission-based fundraisers.

Canadians who made a financial donation to charity in 2005 are more likely than those who did not to think it is unacceptable for charities to hire commission-based fundraisers to raise money on their behalf (64% vs. 56%).

3.6 DISCLOSURE BY COMMISSION-BASED FUNDRAISERS

Three-quarters of Canadians (73%) think that professional fundraisers should always be required to indicate that they are receiving a percentage of donations raised, while 21% feel professional fundraisers should be required to disclose this information only when asked, and 7% of Canadians do not think commission-based fundraisers should be required to reveal this information at all. Again Canadians' views on requiring professional fundraisers to disclose the percentage of donation amounts they receive as payment for their service have held constant from 2004.



There are also provincial and socio-demographic variations on the issue of whether or not commission-based fundraisers should be required to indicate that they are receiving a percentage of the donations raised all of the time – residents of Alberta (77%) and Manitoba (76%) are most likely to hold this view, while residents of New Brunswick (67%)

are least likely to feel commission-based fundraisers should be required to always disclose if they are receiving a percentage of donations raised.

Older Canadians are more likely than younger ones to feel that commission-based fundraisers should be required to indicate that they are receiving a percentage of the donations raised all of the time – 78% of Canadians age 35 and older hold this view, compared to 59% of Canadian adults under the age of 35.

Propensity to think that commission-based fundraisers should indicate that they are receiving a percentage of the donations raised all of the time also increases with annual household income level and education level. Two-thirds (66%) of Canadians with an annual household income of \$50,000 or less think commission-based fundraisers should disclose that they receive a percentage of donations raised all the time, compared to three-quarters (77%) of those with an annual household income of more than \$50,000. And two-thirds (67%) of Canadians with a high school diploma or less hold this view, compared to three-quarters (75%) of those with at least some post-secondary education.

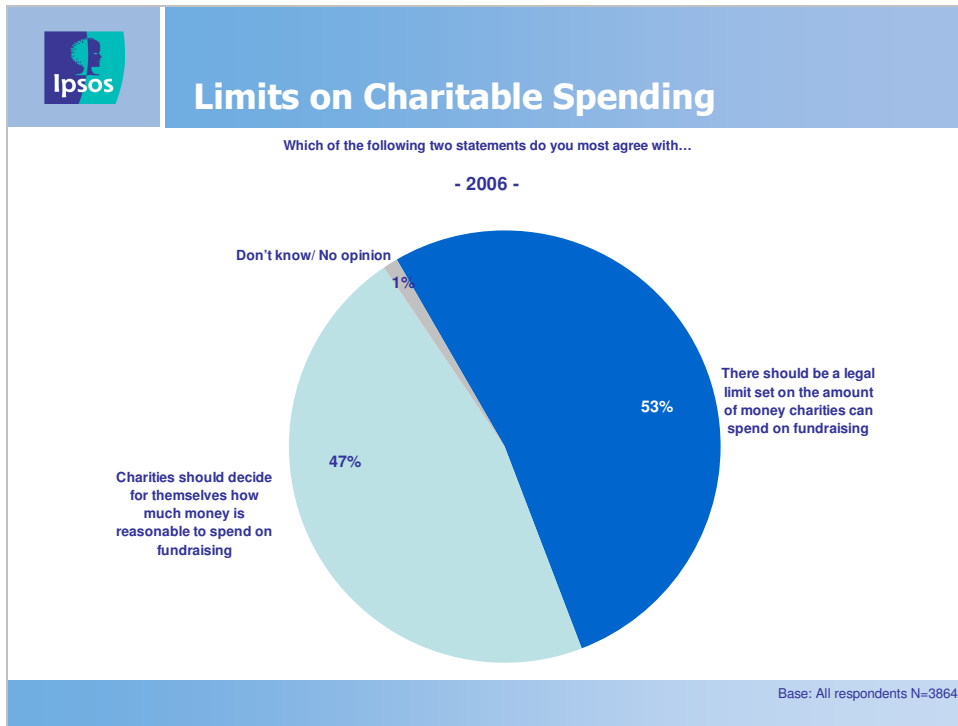
Slightly more women in Canada than men feel that commission-based fundraisers should indicate that they are receiving a percentage of donations raised all of the time (75% vs. 70%).

Canadians who made a charitable donation in 2005 (76%), those who are familiar with the work of charities (75%), and those who trust charities at least a little (73%) are most likely to say that commission-based fundraisers should indicate that they are receiving a percentage of the donations raised all of the time.

3.7 REGULATION OF AMOUNT SPENT ON FUNDRAISING

Canadians are evenly divided in their views on whether or not there should be legal limits on how much money charities spend on fundraising. When asked to choose the view that was closest to their own: “There should be a legal limit set on the amount of money charities can spend on fundraising” or “Charities should decide for themselves how much money is reasonable to spend on fundraising,” half (53%) of respondents believe that

there should be a legal limit set on the amount of money charities can spend on fundraising, and (47%) feel charities should be able to decide for themselves.



PROVINCIAL AND SOCIO-DEMOGRAPHIC VARIATIONS

Residents of Newfoundland (60%) are most likely to agree that there should be a legal limit set on the amount of money charities can spend on fundraising, while residents in Saskatchewan (47%) are the least likely to hold this view.

Older Canadians and those with lower education levels are disproportionately likely to agree that there should be a legal limit set on the amount of money charities can spend on fundraising. Forty-three percent of Canadian adults age 34 and under feel there should be a legal limit set, compared to 46% of those age 35 to 44, 55% of those age 45 to 54, and 64% of those age 55 and older.

Six in ten (59%) Canadians with a high school level education or less agree that there should be a legal limit set on the amount of money charities can spend on fundraising, compared to less than half (46%) of those with at least a university degree.

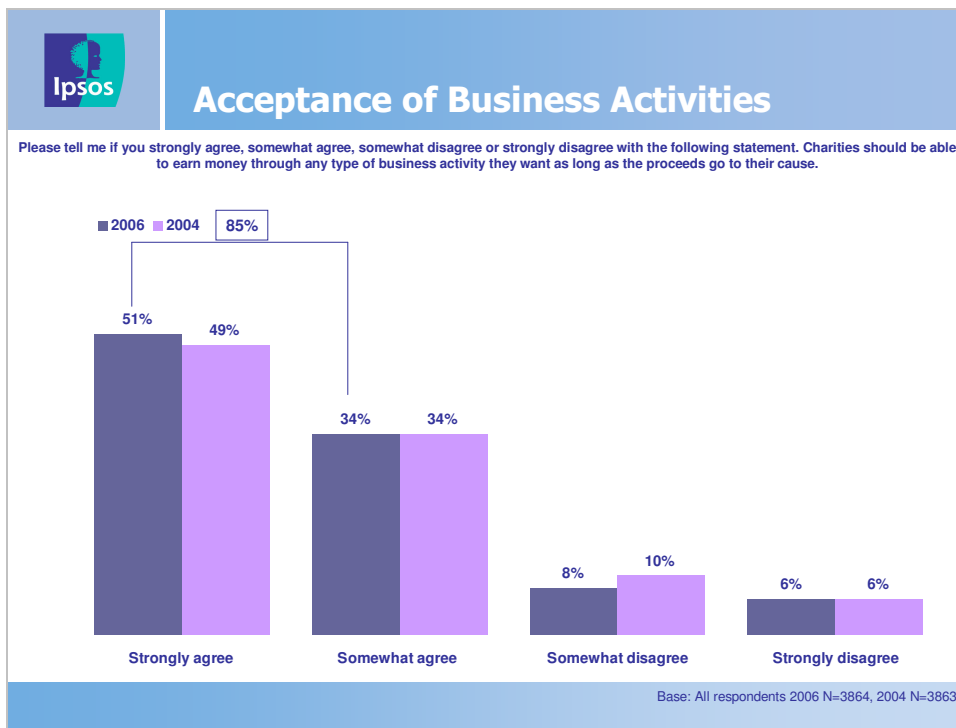
There is also a correlation between the level of trust Canadians have in charities and their propensity to agree that a legal limit on the amount of money charities spend on fundraising should be set. Half (50%) of Canadians who have a lot or some trust in charities agree that there should be a legal limit set on the amount of money charities can spend on fundraising, compared to two-thirds (65%) of those who trust charities only a little or not at all.

3.8 BUSINESS-BASED FUNDRAISING

Another means by which some charities raise funds is through business activities, such as owning retail outlets that sell products and second-hand goods, renting out space in the buildings they own, and selling products door-to-door. Most Canadians view charities' business activities positively—with some reservations.

SUPPORT FOR BUSINESS ACTIVITIES

Almost nine in ten Canadians (85%) agree that charities should be able to earn money through any type of business activity they want as long as the proceeds go to their cause, with half (51%) strongly agreeing. Only 6% of Canadians strongly disagree with this view. Canadians' views on charities running businesses are the same now as in 2004.



Similarly, nine in ten Canadians (87%) agree that running a business is a good way for charities to raise money that they aren't able to get through donations and grants, with 32% strongly agreeing. Only 4% of Canadians strongly disagree that running a business is a good way for charities to raise money.

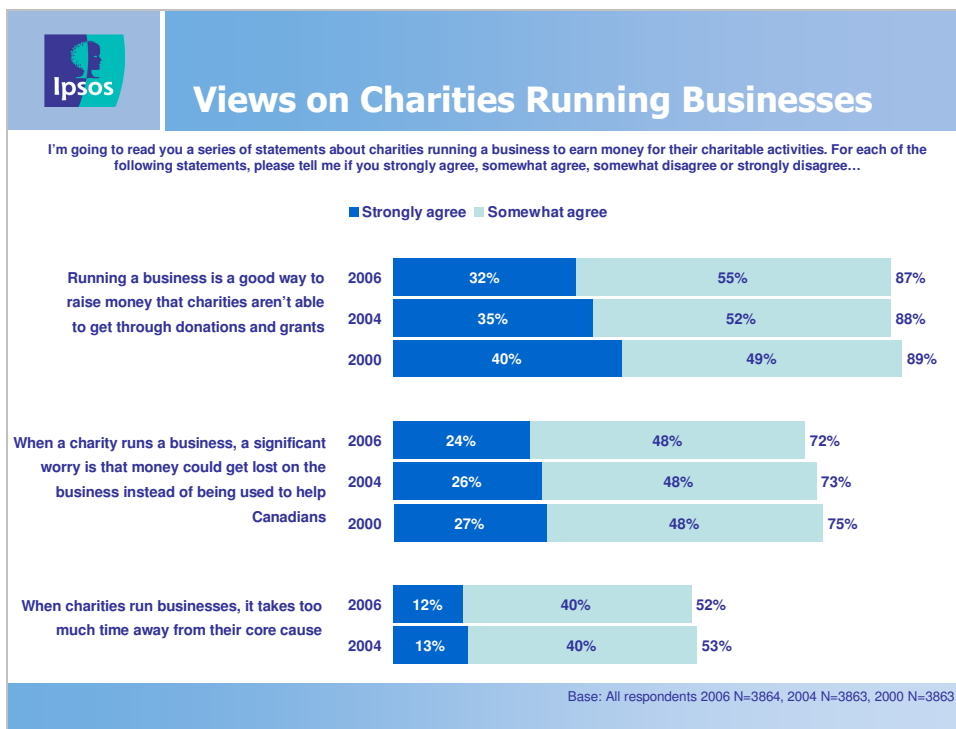
Across Canada, residents of Saskatchewan (90%) and Manitoba (89%) are most likely to agree that charities should be able to earn money through any type of business they want as long as the proceeds go to their cause. Residents of Alberta (92%), Newfoundland (92%), and Nova Scotia (91%) are most likely to think that running a business is a good way to raise money that charities that aren't able to get through donations and grants, while those in Quebec (79%) are least likely to feel this way.

Young adults age 18 to 25 are more likely than older Canadians to agree that charities should be able to earn money through any type of business activity they want as long as the proceeds go to their cause (90% vs. 84%). And those age 18 to 45 are slightly more likely than those age 45 and older to feel that running a business is a good way for charities to raise money (90% vs. 85%).

Canadians with a lower level of education are more likely than those with higher levels of education to hold this view – 87% of Canadians without a university degree believe charities should be able to earn money through any type of business activity, compared to 79% of Canadian university graduates.

CONCERNS ABOUT BUSINESS ACTIVITIES

Canadians do have some concerns, however, about charities becoming involved in business ventures. Three-quarters of Canadians (72%) agree that 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. And half of Canadians (52%) agree that when charities run businesses, it takes too much time away from their core cause, although only 12% strongly agree with this view.

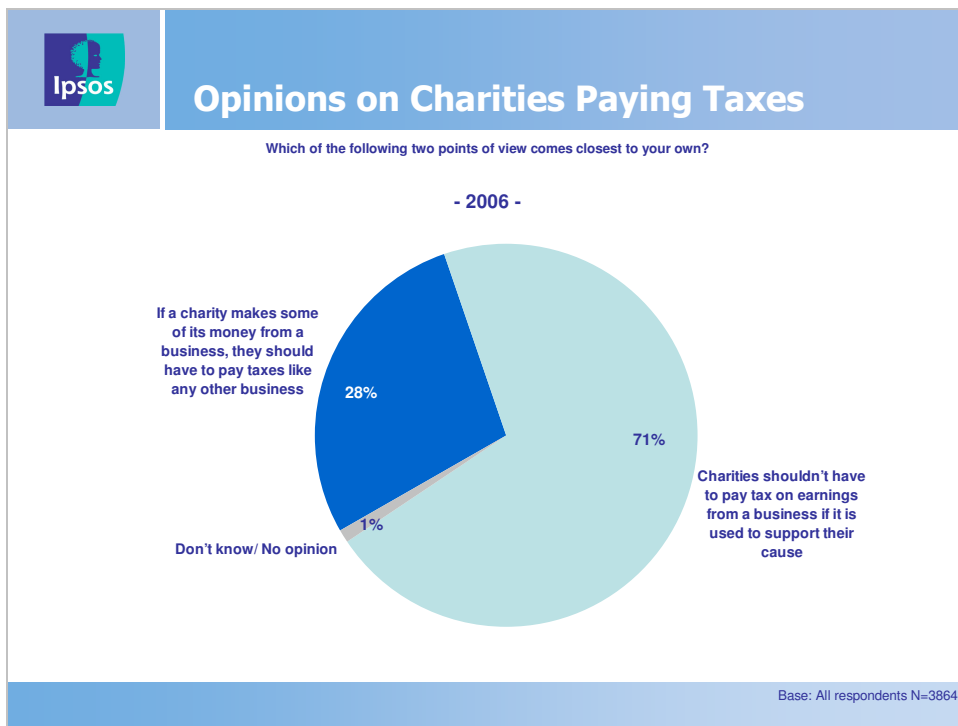


When it comes to concern that when a charity runs a business, money could be lost on the business instead of being used to help Canadians, residents in Prince Edward Island (81%) and Saskatchewan (80%) are most likely to share this concern, while Quebecers (63%) are least likely to have this concern.

Concern that charities' business ventures will take too much time away from their core cause is highest in Quebec (63%) and lowest in British Columbia (42%). Lower income Canadians and those with lower education levels are also more likely than others to be concerned that charities' business ventures take too much time away from their core causes.

CHARITABLE BUSINESSES AND TAXES

As businesses are required to pay taxes on the money they earn, some controversy emerges when a charitable organization runs a business – should they have to pay taxes just like any other business? When asked which point of view comes closest to their own: “If a charity makes some of its money from a business, they should have to pay taxes like any other business” or “Charities shouldn’t have to pay tax on earnings from a business, if it is used to support their cause”, 7 in 10 (71%) Canadians say the latter most closely reflects their own view, while 3 in 10 (28%) say the former reflects their own personal view. These results are the same as in 2004.



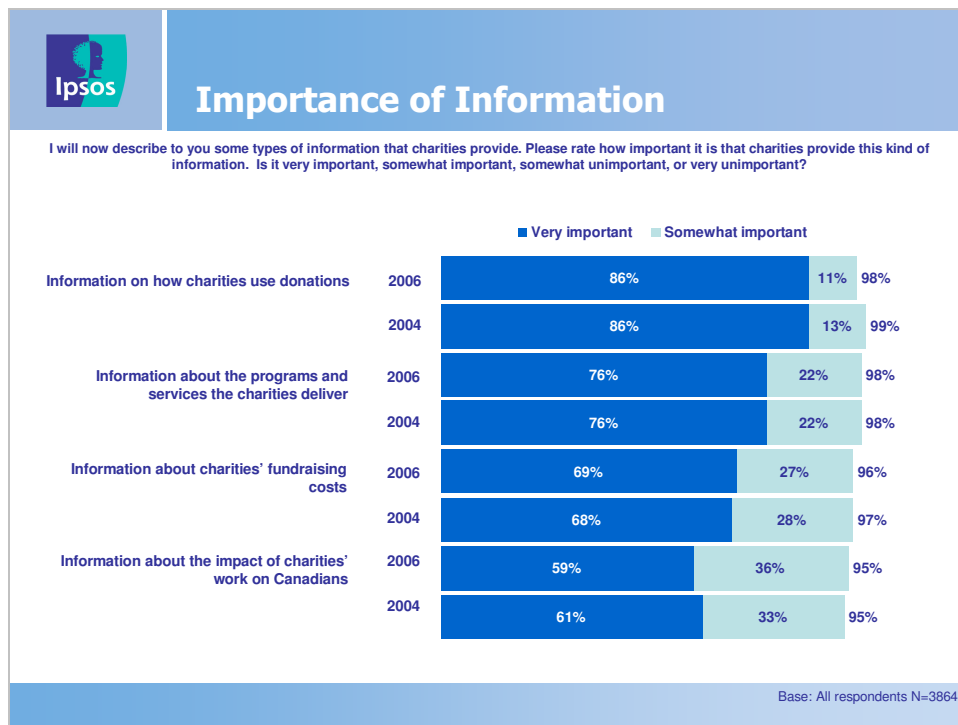
Residents of Newfoundland (77%) are most likely to think that charities shouldn't have to pay tax on earnings from a business if it is used to support their cause, while those in Manitoba (64%) and Saskatchewan (65%) are least likely to feel that charities should not have to pay tax on earnings from a business.

Canadians who trust charities are more likely than those who do not trust charities to think charities should not have to pay tax on earnings from a business if it is used to support their cause. Seven in ten (71%) Canadians who trust charities at least a little believe that charities should not have to pay taxes on earnings from a business, compared to 6 in 10 (59%) of those who do not trust charities at all.

4.0 INFORMATION PROVIDED BY CHARITIES

4.1 IMPORTANCE OF INFORMATION

Virtually all Canadians feel it is important for charities to provide certain types of information to the public. Almost all Canadians think it is important (very or somewhat) for charities to provide information on how they use donations (98%), information about the programs and services the charities deliver (98%), information about charities' fundraising costs (96%), and information about the impact of charities' work on Canadians (95%).

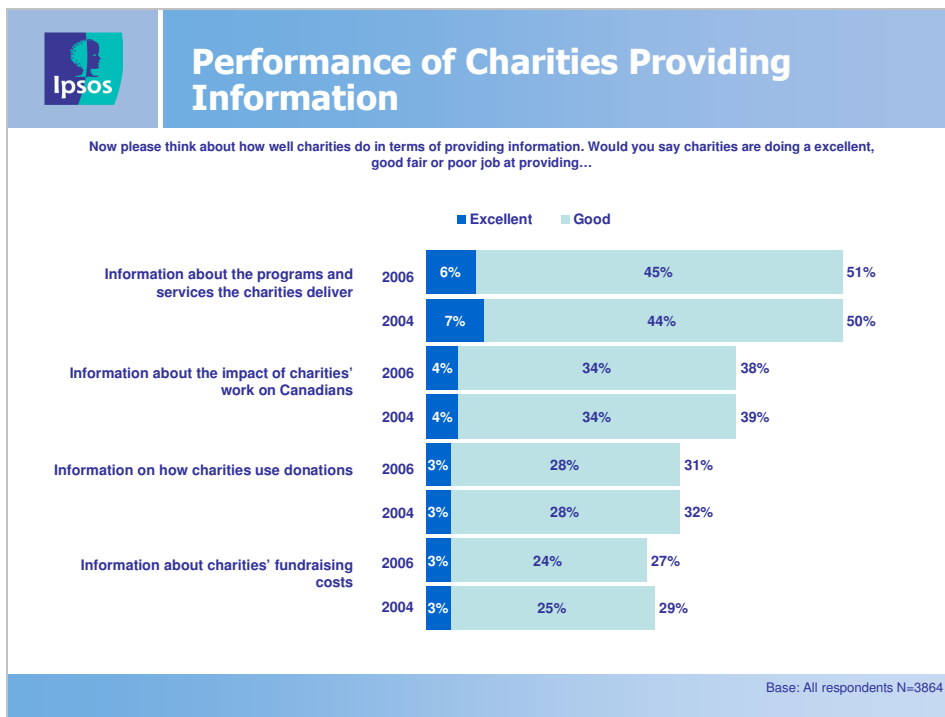


While there is little difference in overall perception of the importance of these four types of information, there is a clear hierarchy when it comes to the proportion of Canadians who say each is very important. Almost nine in ten (86%) Canadians say it is very important that charities provide information on how they use donations, while three-quarters (76%) of adults feel it is very important that charities provide information about the programs and services they deliver, two-thirds (69%) say information about charities' fundraising is very important, and 59% feel that information about the impact of the charities work in Canada

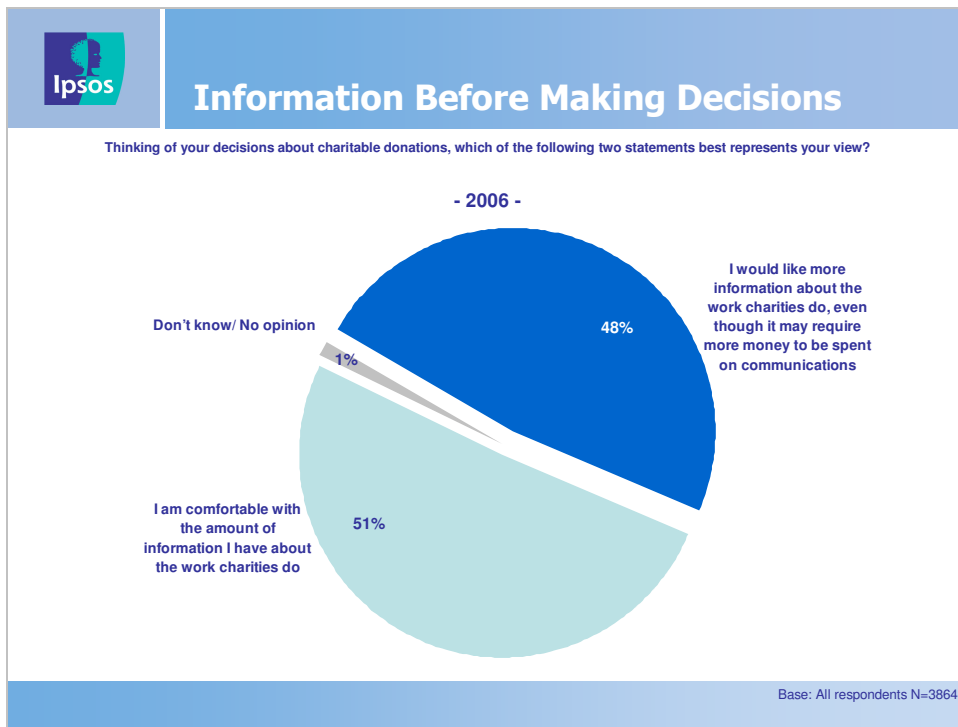
is very important. Canadians' views on the importance of information provided by charities have not changed from 2004.

4.2 PROVISION OF INFORMATION BY CHARITIES

When it comes to Canadians' assessment of how well charities do in terms of providing these types of information, results are less positive. Respondents were asked whether charities are doing an excellent, good, fair or poor job at providing certain types of information. Half of Canadians (51%) think charities do an excellent or good job in providing information about the programs and services they deliver, with only 6% saying charities do an excellent job. Only 4 in 10 Canadians (38%) think charities do an excellent or good job at providing information about the impact of their work on Canadians, with a mere 4% who say they do an excellent job. Three in ten Canadians (31%) say charities do an excellent or good job in providing information on how they use donations, with only 3% saying charities do an excellent job. And just under 3 in 10 (27%) think charities do an excellent or good job in providing information about charities' fundraising costs, with 3% saying they do an excellent job. Canadians' views on charities' performance in providing information are the same as in 2004.



Reflecting the divide among Canadians in their views on how well charities do in providing information about their programs and services, Canadians are also evenly split on whether or not they would like to have more information about the work that charities do, even if it may require more money to be spent on communications. When asked to choose the point of view closest to their own: “I would like more information about the work charities do, even though it may require more money to be spent on communications” or “I am comfortable with the amount of information I have about the work charities do”, half (48%) say the former statement most closely mirrors their own thoughts, and half (51%) say the latter most accurately reflects their own view.



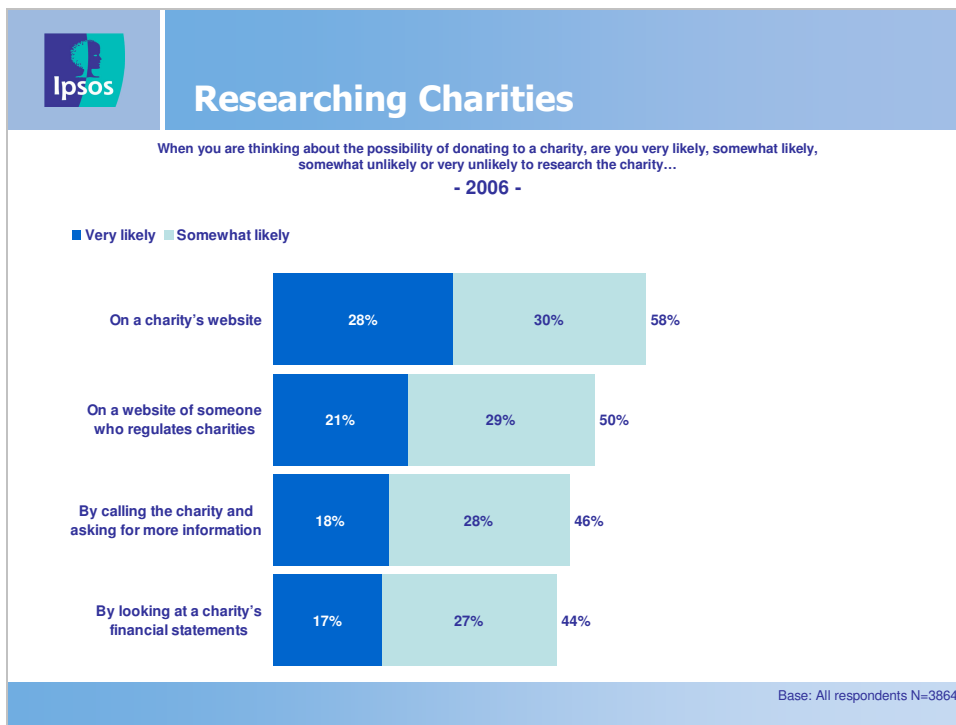
PROVINCIAL AND SOCIO-DEMOGRAPHIC VARIATIONS

Residents of Newfoundland (55%), Manitoba (52%), and Saskatchewan (52%) are most likely to want more information even if it means that more money is spent on communications. There are no significant demographic differences in the likelihood to want more information about the work charities do, even if it means more money is spent on communications.

Trust in charities does appear to impact the likelihood to want about information about the work charities do, even though it may require charities to spend money on communications. Six in ten (58%) Canadians who do not trust charities at all say they would like more information compared to four in ten Canadians (39%) who trust charities a lot.

4.3 SOURCES OF INFORMATION

Perhaps not surprising in this age of the Internet, Canadians are more likely to use websites than more traditional, non-online sources of information to research charities they are thinking of making a donation to. Six in ten (58%) Canadians say they are likely to research a charity they are thinking of donating to through that charity's website, while half (50%) say they are likely to conduct this type of research on a website of someone who regulates charities. Slightly less than half (46%) are likely to research a charity they are considering donating to by calling the charity and asking for more information, and 44% are likely to research the charity by looking at the charity's financial statements. For each research method asked about, few Canadians say they are *very* likely to research a charity they are thinking of donating to using that particular research method.

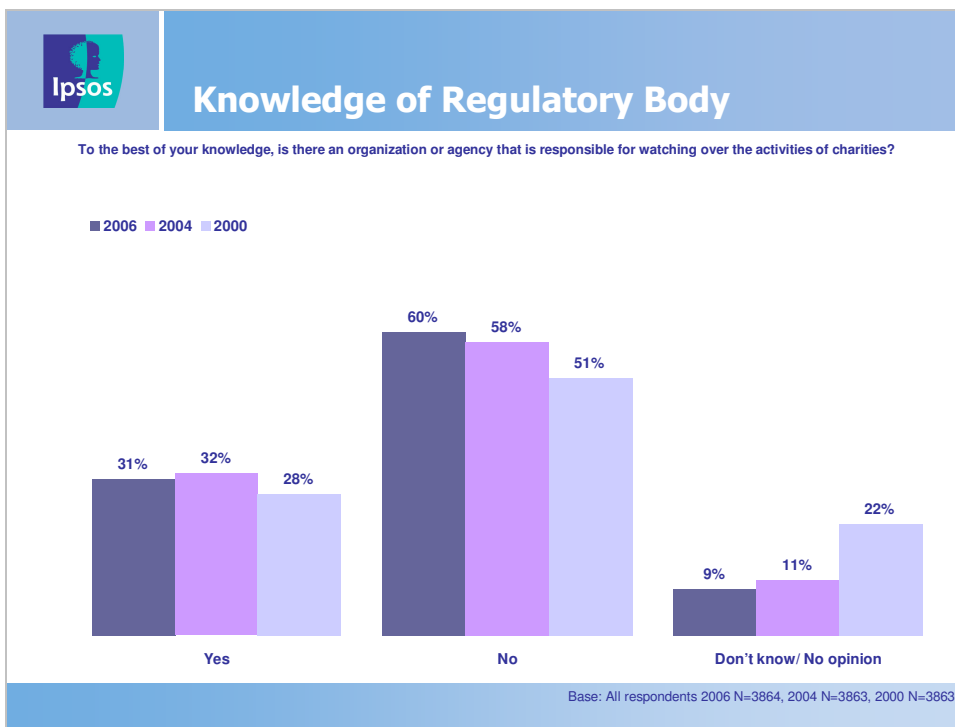


5.0 MONITORING CHARITIES

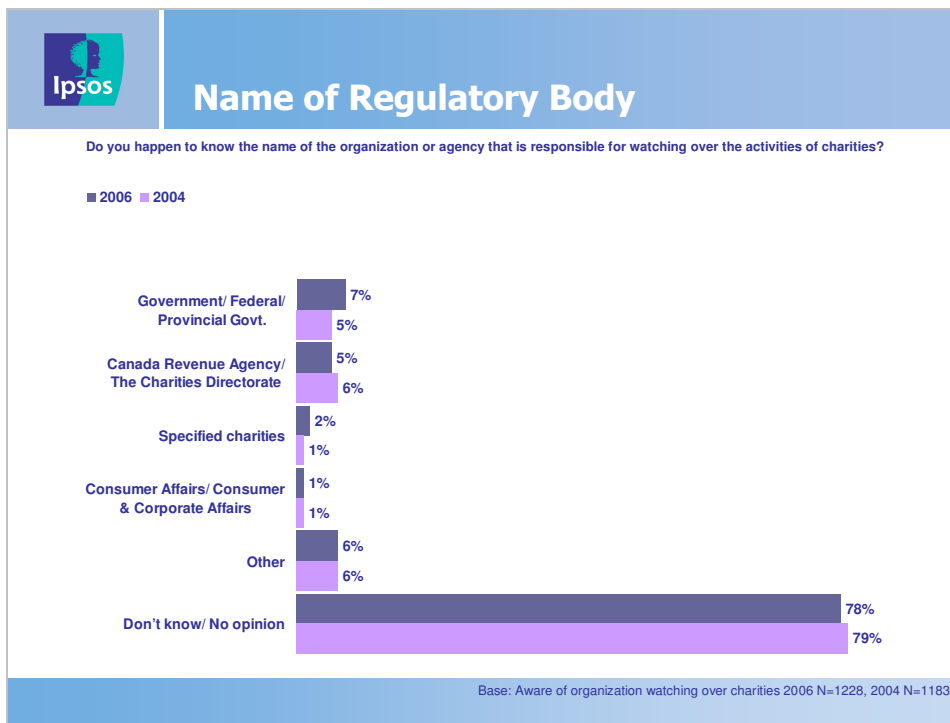
Although Canadians place considerable importance on monitoring charities' fundraising activities and spending practices, awareness of organizations that monitor charities is low.

Respondents were asked, to the best of their knowledge, if there is an organization or agency that is responsible for watching over the activities of charities. Only 3 in 10 Canadians (31%) are aware that there are organizations that monitor charities' activities. Six in ten Canadians (60%) believe there is no such organization or agency, and 1 in 10 (9%) are unsure.

Although there has been a significant decrease since 2000 (from 22% to 9%) in the proportion of Canadians who say they are unsure about whether or not there is an organization or agency that monitors the activities of charities, the proportion who incorrectly believe there is no such organization has increased since 2000 (from 51% to 60%).



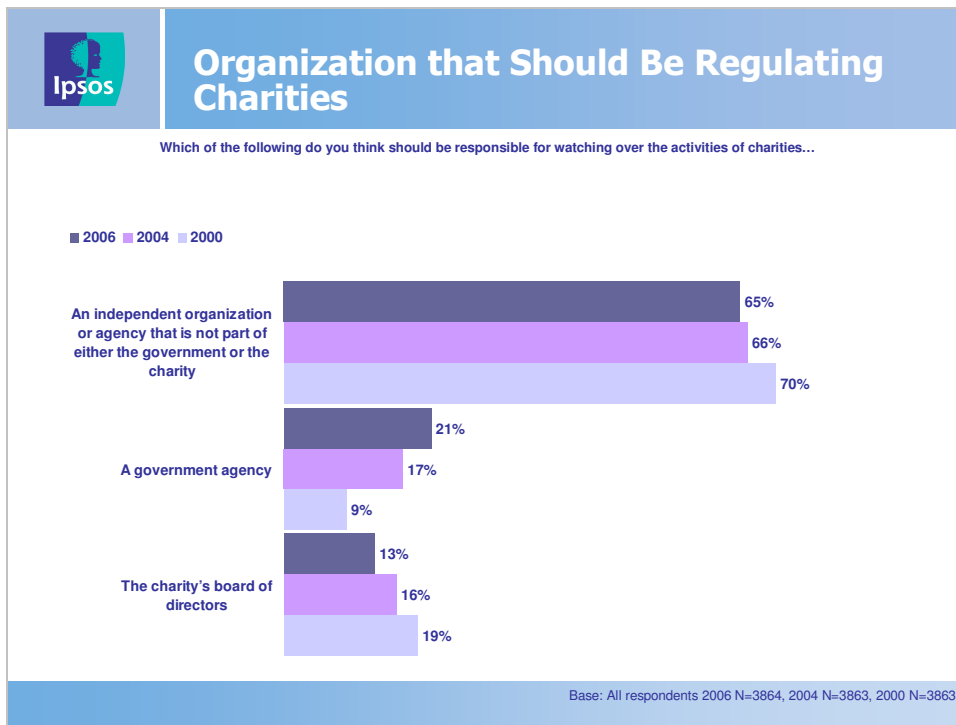
Respondents who say there is an organization or agency that is responsible for watching over the activities of charities were asked if they know the name of that organization or agency. As in 2004, three-quarters (78%) don't know the name of the organization responsible for monitoring the activities of charities. Small minorities mention the federal or provincial government (7%), Canada Revenue Agency/Charities Directorate (5%), specific charities (2%), and Consumer and Corporate Affairs (1%) as the organization responsible for monitoring charities' activities.



When it comes to which organization or agency Canadians feel *should* be responsible for watching over the activities of charities, two-thirds of Canadians (65%) believe an independent organization or agency that is not part of either the government or a charity should monitor charities' activities. Fewer Canadians (21%) feel a government agency should be responsible for monitoring the activities of charities, while 13% think the charity's board of directors should take on this responsibility. Only 1% of Canadians do not feel there should be any organization or agency to monitor the activities of charities.

Since 2000 there has been a significant shift in Canadians' views on which organization or agency should monitor the activities of charities. More Canadians now than in 2000 think

a government agency should have the responsibility of monitoring charities' activities (21% in 2006 compared to 9% in 2000). In contrast, fewer Canadians today compared to 2000 feel that an independent organization or agency that is not part of either the government or charity should have this responsibility (65% vs. 70%). The proportion of Canadians who think a charity's board of directors should be responsible for monitoring the charity's activities has also declined slightly – from 19% in 2000 to 13% in 2006.



PROVINCIAL VARIATIONS

Across Canada, the likelihood to think an independent organization or agency should be responsible for monitoring charities' activities is similar, while residents of Newfoundland (25%), Alberta (25%), and British Columbia (24%) are most likely to feel that a government agency should have this responsibility. And those in New Brunswick (17%) and Manitoba (16%) are most likely to say that a charity's board of directors should be responsible for monitoring a charity's activities.

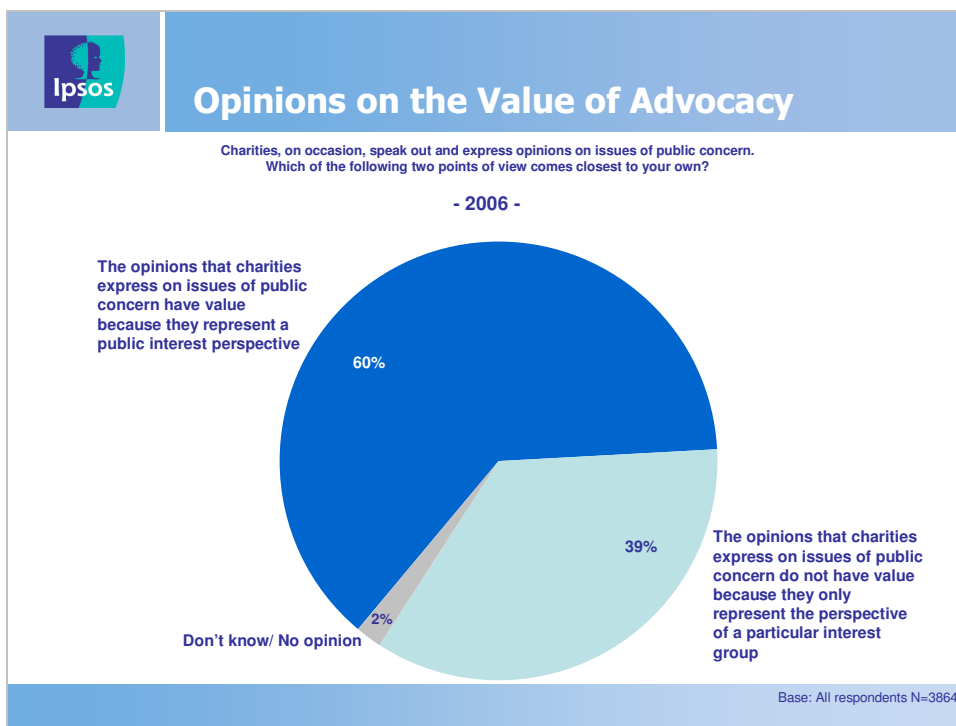
TRUST IN CHARITIES

There are no significant differences across demographic groups on which organization should monitor charities' activities, but views do differ according to trust in charities. Canadians with a high level of trust in charities (those who trust charities a lot) are more likely than those who do not trust charities at all to say that a charity's board of directors (18% vs. 9%) and a government agency (22% vs. 12%) should be responsible for monitoring charities' activities. On the other hand, Canadians who do not trust charities at all are disproportionately likely to think an independent organization or agency should be responsible for monitoring the activities of charities (77% vs. 59% of Canadians who trust charities a lot).

6.0 ADVOCACY ACTIVITIES

6.1 VALUE OF ADVOCACY

Most Canadians believe there is value in charities expressing their opinions on issues of public concern. When asked which is closer to their own view: “The opinions that charities express on issues of public concern have value because they represent a public interest perspective” or “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,” almost two-thirds (63%) of Canadians say the former most closely reflects their own view, while one-third (35%) say the latter matches their personal view.



PROVINCIAL AND SOCIO-DEMOGRAPHIC VARIATIONS

Canadians in the Maritimes and Quebec are more likely than those in other provinces of the country to feel that the opinions that charities express on issues of public concern have value because they represent a public interest perspective. Seven in ten residents in Nova Scotia (71%), New Brunswick (70%), and just under 7 in 10 in Prince Edward Island (67%) and Newfoundland (66%) hold this view, compared to 65% in

Saskatchewan, 63% in British Columbia, 62% in Ontario, 61% in Manitoba, and 55% in Alberta.

Women in Canada are more likely than men to feel that the opinions that charities express on issues of public concern have value because they represent a public interest perspective (67% vs. 58%), while younger Canadians are more likely than older ones to hold this view. Sixty-seven percent of Canadian adults under the age of 35 think the opinions that charities express on issues of public concern have value, compared to 63% of those age 35 to 54, and 59% of those age 55 and older.

Canadians who have attended religious services are slightly more likely than those who have never attended religious to feel that the opinions charities express on issues of public concern have value because they represent a public interest perspective (64% vs. 56%).

DONOR BEHAVIOR AND TRUST IN CHARITIES

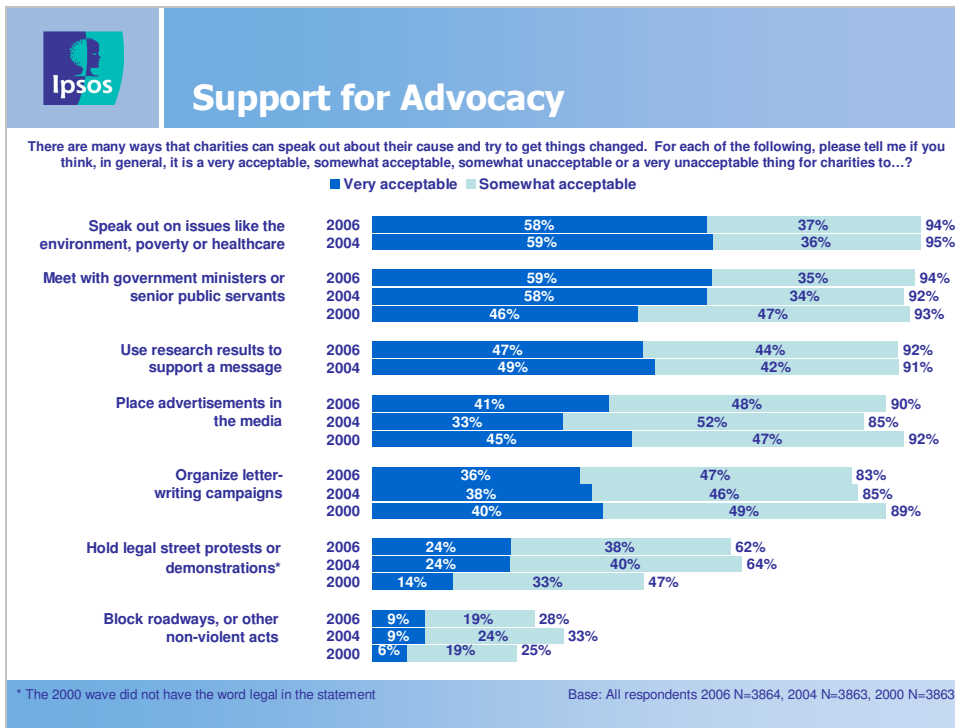
Canadians who made a financial donation to a charity last year are slightly more likely than those who did not to think that the opinions that charities express on issues of public concern have value because they represent a public interest perspective (64% vs. 58%). The likelihood to hold this view also increases with trust level of charities: 36% of those who do not trust charities at all feel that the opinions that charities express on issues of public concern have value, compared to 55% of those who trust charities a little, 63% of those who have some trust in charities, and 72% of those who trust charities a lot.

6.2 ACCEPTABILITY OF ADVOCACY METHODS

Charities employ a number of methods to speak out on behalf of their cause, with some being more controversial than others. Virtually all Canadians (94%) find it acceptable for charities to meet with government ministers or senior public servants as a way to speak out about their cause and try to get things changed, with 59% who think it is very acceptable. The same proportion (94%) find it very acceptable (58%) or somewhat acceptable (37%) for charities to speak out on issues like the environment, poverty or healthcare, and 9 in 10 Canadians (92%) feel it is very acceptable (47%) or somewhat acceptable (44%) for charities to use research results to support a message. Nine in ten

Canadians (90%) think it is very acceptable (41%) or somewhat acceptable (48%) for charities to place advertisements in the media, while fewer (83%) think it is very acceptable (36%) or somewhat acceptable (47%) to organize letter-writing campaigns. Six in ten Canadians (62%) feel it very acceptable (24%) or somewhat acceptable (38%) for charities to hold legal street protests or demonstrations, yet 18% find it very unacceptable to do so. And only a minority of Canadians (28%) find it very acceptable (9%) or somewhat acceptable (19%) for charities to block roadways, or other non-violent acts. Moreover, half (48%) find it very unacceptable for charities to block roadways or commit other non-violent acts.

Canadians' views on the acceptability of certain methods used by charities to speak out and advocate on behalf of their cause have changed over time. The most dramatic change has been the increase in acceptability of holding legal street protests or demonstrations. In 2004 only 47% of Canadians said this was an acceptable activity for charities to engage in, compared to 62% in 2006. In contrast, there has been a gradual decrease in the propensity of Canadians to find organized writing campaigns an acceptable way for charities to advocate for the cause they support – in 2000 89% of Canadians found this an acceptable method for charities to use, compared to 85% in 2004 and 83% in 2006.



PROVINCIAL VARIATIONS

There are some variations across provinces in the acceptability of each method of advocacy. The most notable difference is with support for holding legal street protests or demonstrations. A much larger proportion of Quebecers than of Canadians in other regions say this is an acceptable way for charities to try to get things changed (81% vs. 59%).

For each of the seven advocacy methods asked about, more younger adults than older ones approve. The largest gap is again with holding street demonstrations:

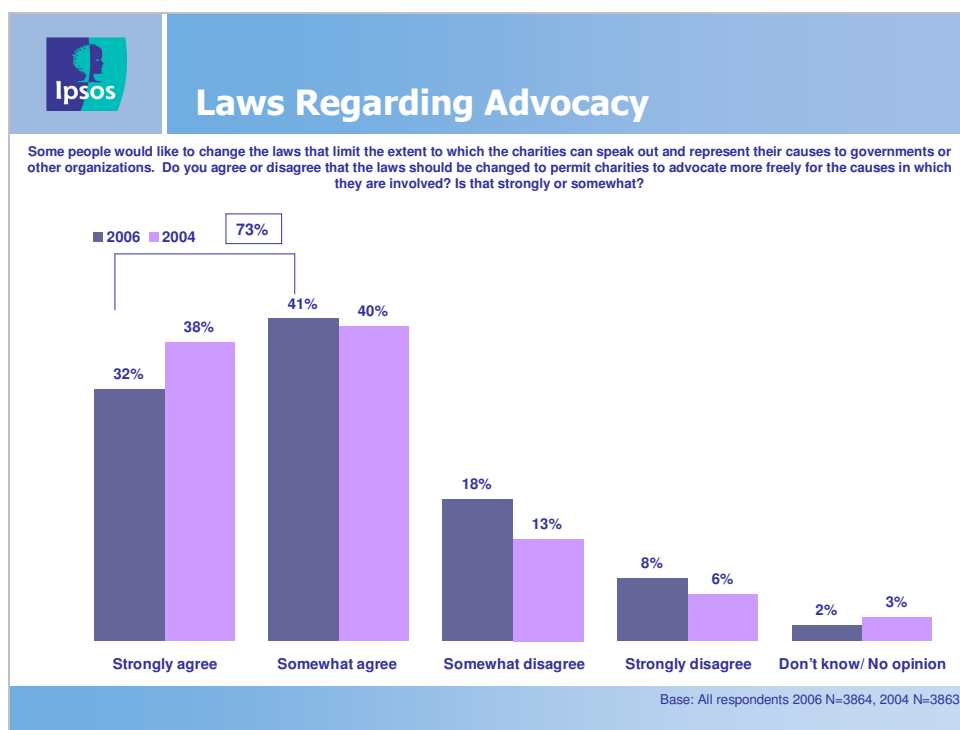
- 82% of 18-24 year olds
- 73% of 25-34 year olds
- 65% of 35-44 year olds
- 62% of 45-54 year olds
- 53% of 55-64 year olds, and just

- 40% of those age 65 and older approve of charities holding legal street protests of demonstrations to speak out about their cause and try to change things.

6.3 LESS RIGID ADVOCACY LAWS

Many Canadians feel that there should be a change in the laws that govern charities' advocacy activities related to the causes in which they are involved. Three-quarters of Canadians (73%) agree that the laws should be changed to permit charities to advocate more freely for the causes in which they are involved, with 3 in 10 (32%) strongly agreeing. Only 8% of Canadians strongly disagree that the laws should be changed to permit charities to advocate more freely for the causes in which they are involved.

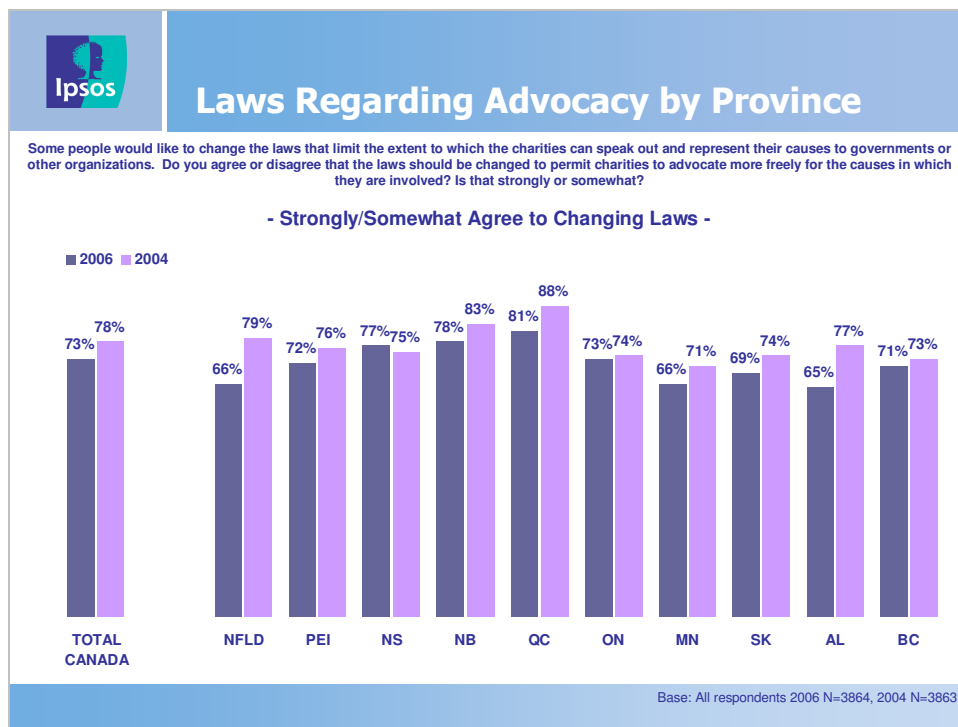
Since 2004, there has been a slight decrease in the proportion of Canadians who strongly agree that the laws should be changed to permit charities to advocate more freely for the causes in which they are involved, from 38% in 2004 to 32% today.



PROVINCIAL AND SOCIO-DEMOGRAPHIC VARIATIONS

Residents of Quebec (81%), New Brunswick (78%) and Nova Scotia (77%) are most likely to support changing the laws to permit charities to advocate more freely for the causes in which they are involved, while those in Alberta (65%), Manitoba (66%), and Newfoundland (66%) are least likely to support changing the laws.

Since 2004, several provinces have shown a significant decrease in the proportion of residents who agree that the laws should be changed to permit charities to advocate more freely for the causes in which they are involved. The most noticeable changes have been in Newfoundland where the proportion that supports changing the laws has fallen from 79% in 2004 to 66% in 2006, Alberta where the figure has dropped from 77% in 2004 to 65% in 2006, and in Quebec where the figure has decreased from 88% in 2004 to 81% in 2006.



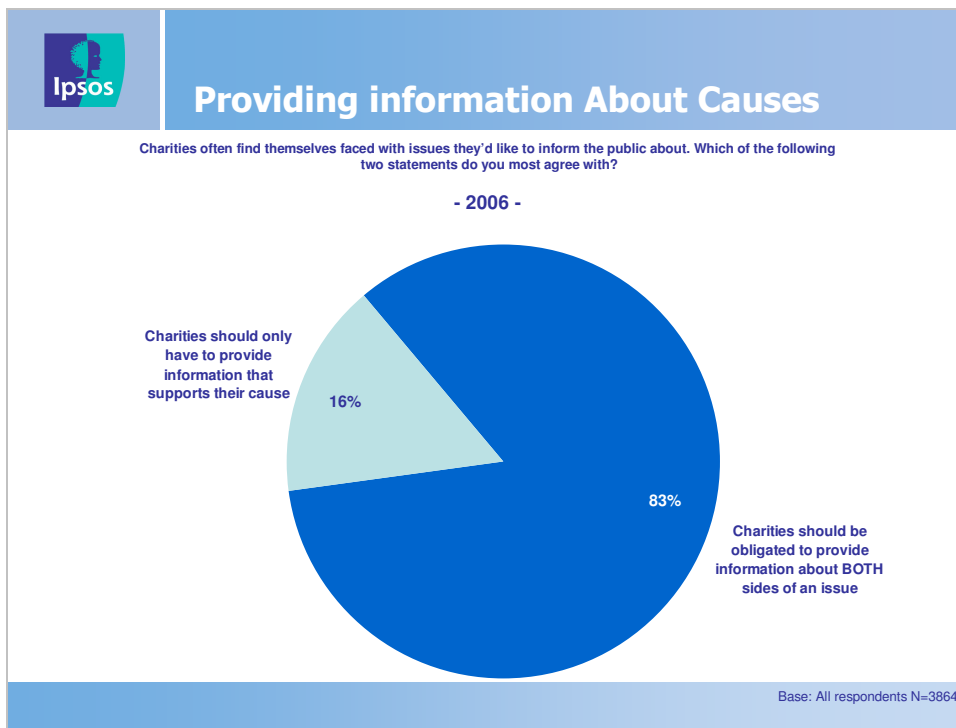
More women in Canada than men favour changing the laws to permit charities to advocate more freely for the causes in which they are involved (77% vs. 69%). Support for changing the laws decreases with age, education level, and annual household income.

KNOWLEDGE AND TRUST OF CHARITIES

Both the knowledge level and amount of trust Canadians have in charities influence support for changing the laws to permit charities to advocate more freely for the causes in which they are involved. Canadians who are familiar with the work of charities are slightly less likely than those not familiar with charities' work to agree that the laws should be changed (72% vs. 78%). And Canadians who trust charities a lot or some are slightly more likely than those who trust charities only a little or not at all to support a change in the laws to permit charities to advocate more freely for the causes in which they are involved (75% vs. 67%).

6.4 BALANCED ADVOCACY

When charities choose to inform the public about issues related to their organization, Canadians feel it is important for them to present both sides of the issue. When asked which is closer to their own view: "Charities should be obligated to provide information about both sides of an issue" or "Charities should only have to provide information that supports their cause," 8 in 10 Canadians (83%) say the former statement most closely matches their own personal view, while only 16% say the latter reflects their own view. These figures are the same as in 2004.



PROVINCIAL AND SOCIO-DEMOGRAPHIC VARIATIONS

Views on requiring charities to provide information about both sides of an issue is similar across Canada, however residents in Quebec are slightly more likely than those in other provinces to think that charities should be obligated to provide information on both sides of an issue (87% vs. 82% in the rest of Canada). There is only one significant demographic difference in the propensity to think charities should be required to provide information about both sides of an issue when talking to the public. Canadians without a university degree are more likely to hold this view than are university graduates (86% vs. 77%). And Canadians who are not familiar with the work of charities are slightly more likely than those who are familiar to feel that charities should be obligated to present information about both sides of an issue (88% vs. 82%).

APPENDICES

APPENDIX A – QUESTIONNAIRE

TALKING ABOUT CHARITIES Final Questionnaire 2006

[INTRO]

Good afternoon/evening. My name is _____. I'm calling on behalf of Ipsos Reid to conduct a survey about charities in Canada. We are not selling anything or asking for any donations, we are only interested in your opinions. Your individual responses will be kept confidential. I would like to speak to the person in your household who is aged 18 years or older and who had the most recent birthday. Is that yourself?

- 1 Yes [CONTINUE]
2 No May I speak with that person please?

[IF YES, CONTINUE. IF NO, ARRANGE CALLBACK]

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

[SCREENERS]

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

An advertising company?
A market research company?

Yes
No

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

INTRODUCTION

There are many different types of charities. They include arts and cultural organizations, agencies that support medical research or public health education, organizations that provide social services for children, international relief organizations, churches, hospitals and so on. When we talk about charities in the survey, please keep this wide range in mind.

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

Yes
No

[IF YES , DK/ REF TO SCREENER B, THANK & TERMINATE, OTHERWISE CONTINUE]

- C In what year were you born? [RECORD NUMBER 1900 – 1988]
[THANK AND TERMINATE BASED ON AGE QUOTAS]

TARGET RESPONDENT - REINTRODUCE IF NECESSARY

- D Including yourself, how many people live in your household? [RECORD NUMBER 1-99]

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

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

- E And, how many people under 18 years of age live in your household? [RECORD NUMBER 0-99]

- F RECORD GENDER OF RESPONDENT:

- 1 Male
2 Female

[SCALE TO BE REVERSED THROUGHOUT - CONSISTENT WITHIN EACH RESPONDENT]

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

A lot
Some
A little
Not at all

Over the past year, has your trust in charities [REVERSE & READ SCALE, STAYED THE SAME ALWAYS IN MIDDLE: increased, decreased or stayed the same]?

Increased
Stayed the same
Decreased

[IF INCREASED IN Q1B ASK Q1B1]

[IF DECREASED IN Q1B ASK Q1B2]

[SKIP TO Q2 IF Q1B=STAYED THE SAME]

- 1B1 Has your trust increased a lot or a little?

Increased a lot
Increased a little

- 1B2 Has your trust decreased a lot or a little?

Decreased a lot
Decreased a little

2. We would like to start by asking about how much trust you have in people in the following professions. Please tell me whether you trust them [ROTATE & READ SCALE: a lot, some, a

little, or not at all]. How much trust do you have in... [RANDOMIZE & READ STATEMENTS]
How about....?

People who are medical doctors?
People who are federal politicians?
People who are lawyers?
People who are religious leaders?
People who are journalists and reporters?
People who are nurses?
People who are provincial politicians?
People who are business leaders?
People who are leaders of charities?
People who are union leaders?
People who are government employees?

A lot
Some
A little
Not at all

Thinking about what you know about charities in general, the work that they do, and the role they play, would you say you are very familiar, somewhat familiar, not very familiar, or not at all familiar with charities and the work that they do?

Very familiar
Somewhat familiar
Not very familiar
Not at all familiar

Specifically, to what extent do you trust each of the following types of charities? Would you say you trust them a lot, some, a little or not at all? How about....? [READ AND RANDOMIZE] How about....?

Charities that focus on protecting the environment
Charities that focus on protection of animals
Charities that focus on health prevention and health research
Charities that focus on social services
Charities that focus on international development
Charities that focus on children and children's activities
Charities that focus on education
Charities that focus on arts
Hospitals
Churches

A lot
Some
A little
Not at all

3. Please tell me if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements...[RANDOMIZE AND READ, REVERSE SCALE] How about....?

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

Strongly agree
Somewhat agree
Somewhat disagree
Strongly disagree

Charities, on occasion, speak out and express opinions on issues of public concern. Which of the following two points of view comes closest to your own? [ROTATE AND READ]

The opinions that charities express on issues of public concern have value because they represent a public interest perspective.
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.

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

Too much
About the right amount
Too little

5. Which of the following two statements do you most agree with? [RANDOMIZE & READ]

I expect all of the money I give to charity to go to the charity's cause, for example, towards cancer research
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.

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? Is that strongly or somewhat? [REVERSE SCALE]

Strongly agree
Somewhat agree
Somewhat disagree
Strongly disagree

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

Meet with government ministers or senior public servants as a way to speak out about their cause and try to get things changed.
Organize letter-writing campaigns.
Hold legal street protests or demonstrations.

Place advertisements in the media.
Block roadways, or other non-violent acts.
Use research results to support a message.
Speak out on issues like the environment, poverty or healthcare.

Very acceptable
Somewhat acceptable
Somewhat unacceptable
Very unacceptable

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? [READ AND RANDOMIZE]

Charities should be obligated to provide information about BOTH sides of an issue
Charities should only have to provide information that supports their cause

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. Is it very important, somewhat important, somewhat unimportant, or very unimportant? [RANDOMIZE & READ, REVERSE SCALE] How about....?

Information about the programs and services the charities deliver
Information on how charities use donations
Information about charities' fundraising costs
Information about the impact of charities' work on Canadians

Very important
Somewhat important
Somewhat unimportant
Very unimportant

10. Now please think about how well charities do in terms of providing information. Would you say charities are doing a [REVERSE SCALE: poor, fair, good or excellent] job at providing... [RANDOMIZE & READ] How about...?

Information about the programs and services the charities deliver
Information on how charities use donations
Information about charities' fundraising costs
Information about the impact of charities' work on Canadians

Excellent
Good
Fair
Poor

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

I would like more information about the work charities do, even though it may require more money to be spent on communications.
I am comfortable with the amount of information I have about the work charities do.

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

Yes
No

[ASK Q13 IF Q12=YES, OTHERWISE SKIP TO Q14]

13. Do you happen to know the name of the organization or agency that is responsible for watching over the activities of charities? [DO NOT READ LIST, ACCEPT ONE RESPONSE]

Canada Customs & Revenue / Revenue Canada
The charity's directorate
RCMP
Local police force
Other [SPECIFY] _____

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

The charity's board of directors
A government agency
An independent organization or agency that is not part of either the government or the charity
None [DO NOT READ]

Now I would like to ask you about the need for someone or some organization to pay closer attention to the activities of charities. For each of the following statements please tell me whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree that ...
[RANDOMIZE & READ, REVERSE SCALE] How about....?

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

Strongly agree
Somewhat agree
Somewhat disagree
Strongly disagree

Please rate your level of agreement with the following statement. On each fundraising request, charities should be required to disclose how donors' contributions are spent. Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree? [REVERSE SCALE]

Strongly agree
Somewhat agree
Somewhat disagree
Strongly disagree

Which of the following two statements do you most agree with...
[RANDOMIZE & READ]

There should be a legal limit set on the amount of money charities can spend on fundraising
Charities should decide for themselves how much money is reasonable to spend on fundraising

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

Charities are generally honest about the way they use donations
Too many charities are trying to get donations for the same cause
It takes significant effort for charities to raise the money they need to support their cause
Charities only ask for money when they really need it

Strongly agree
Somewhat agree
Somewhat disagree
Strongly disagree

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 very acceptable, somewhat acceptable, somewhat unacceptable or very unacceptable way for charities to raise money? [REVERSE SCALE]

Very acceptable
Somewhat acceptable
Somewhat unacceptable
Very unacceptable

[IF VERY ACCEPTABLE/SOMEWHAT ACCEPTABLE IN Q17a THEN ASK Q17b, OTHERWISE SKIP TO Q18]

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? RECORD ANSWER ____% [RECORD NUMBER, SCALE 0-100]

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. [KEEP SCALE CONSTANT]

All of the time
Only when asked
Not at all

Now I'd like you to think about other ways or business activities that charities use to raise money like operating stores that sell second hand clothing, selling products like cookies, calendars and chocolates door-to-door, renting out space in buildings they own or selling their knowledge and skills.

19. Please tell me if you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following statement. Charities should be able to earn money through any type of business activity they want as long as the proceeds go to their cause. [REVERSE SCALE]

Strongly agree
Somewhat agree
Somewhat disagree
Strongly disagree

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... [RANDOMIZE & READ, REVERSE SCALE] How about....?

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

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

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

Strongly agree
Somewhat agree
Somewhat disagree
Strongly disagree

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

If a charity makes some of its money from a business, they should have to pay taxes like any other business

Charities shouldn't have to pay tax on earnings from a business if it is used to support their cause

22. Deleted

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... [RANDOMIZE & READ, REVERSE SCALE] How about....?

On a charity's website?

On a website of someone who regulates charities?

By looking at a charity's financial statements?

By calling the charity and asking for more information?

Very likely
Somewhat likely
Somewhat unlikely
Very unlikely

[INTENTIONAL NUMBERING]

To make sure we are talking to a cross section of Canadians, we need to get a little more information about your background.

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

Married
Living with a partner
Widowed
Separated
Divorced
Never been married

33. What is the highest level of education you have completed? [READ LIST]

Grade school or some high school
Complete high school
Technical or trade school/Community college
Some university
Complete university degree
Post-graduate degree
DK/REF

34. 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?

A 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
Never

35. 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?

Full-time job
Part-time job
Self employed
Unemployed
Retired
Taking care of family
Student
Other [SPECIFY]

36. We don't need the exact amount; could you please tell me which of these broad categories your total 2005 household income falls into. Please stop me what I reach your category. [READ LIST] How about....?

less than \$20,000
\$20,000 to less than 50,000
\$50,000 to less than 75,000
\$75,000 to less than 100,000
\$100,000 or more

40. 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?

Yes

No

[IF YES ASK Q41, OTHERWISE THANK AND TERMINATE]

41. As far as you can remember, how much did you donate to charities in 2005? [OPEN END, RECORD NUMBER 0-99999999]

APPENDIX B – TOPLINE RESULTS
TALKING ABOUT CHARITIES
Topline Results
August 2006
Base: All respondents

2006 N=3864

2004 N=3863

2000 N=3863

- 1A. Thinking about charities in general, would you say you trust them [REVERSE & READ SCALE: a lot, some, a little, or not at all]?

| Base: All respondents | 2006 % | 2004 % | 2000 % |
|-----------------------|-----------|-----------|-----------|
| <i>Top2Box</i> | 79 | 79 | 77 |
| A lot | 27 | 28 | 24 |
| Some | 52 | 51 | 53 |
| A Little | 17 | 17 | 20 |
| Not at all | 4 | 3 | 3 |

- 1B. Over the past year, has your trust in charities [REVERSE & READ SCALE, STAYED THE SAME ALWAYS IN MIDDLE: increased, decreased or stayed the same]?

| Base: All respondents | 2006 % | 2004 % | 2000 % |
|-----------------------|-----------|-----------|-----------|
| Increased | 7 | 5 | 6 |
| Stayed the same | 80 | 83 | 86 |
| Decreased | 13 | 11 | 8 |

IF INCREASED IN Q1B ASK Q1B1

IF DECREASED IN Q1B ASK Q1B2

SKIP TO Q2 IF Q1B=STAYED THE SAME

1B1. Has your trust increased a lot or a little?

| Base: Trust in Charities Increased | 2006 N=255 % | 2004 N=212 % |
|------------------------------------|--------------------|--------------------|
| Increased a lot | 33 | 26 |
| Increased a little | 67 | 73 |

1B2. Has your trust decreased a lot or a little?

| Base: Trust in Charities Decreased | 2006 N=507 % | 2004 N=434 % |
|------------------------------------|--------------------|--------------------|
| Decreased a lot | 39 | 37 |
| Decreased a little | 61 | 63 |

2. We would like to start by asking about how much trust you have in people in the following professions. Please tell me whether you trust them [ROTATE & READ SCALE: a lot, some, a little, or not at all]. How much trust do you have in... [RANDOMIZE & READ STATEMENTS] How about....?

| Base: All respondents | Top2Box % | | A lot % | | Some % | | A little % | | Not at all % | |
|----------------------------|--------------|------|------------|------|-----------|------|---------------|------|-----------------|------|
| | 2006 | 2004 | 2006 | 2004 | 2006 | 2004 | 2006 | 2004 | 2006 | 2004 |
| Nurses? | 96 | 96 | 74 | 73 | 22 | 23 | 3 | 3 | 0 | 1 |
| Medical doctors? | 93 | 93 | 62 | 61 | 31 | 32 | 6 | 6 | 1 | 1 |
| Leaders of charities? | 77 | 80 | 22 | 24 | 55 | 56 | 18 | 17 | 4 | 3 |
| Business leaders? | 70 | 68 | 12 | 11 | 58 | 57 | 24 | 25 | 6 | 6 |
| Government employees? | 68 | 66 | 14 | 13 | 54 | 53 | 24 | 25 | 8 | 8 |
| Religious leaders? | 65 | 67 | 20 | 22 | 45 | 45 | 22 | 22 | 13 | 10 |
| Journalists and reporters? | 63 | 63 | 12 | 13 | 51 | 51 | 28 | 27 | 8 | 9 |
| Lawyers? | 59 | 59 | 12 | 13 | 47 | 46 | 28 | 27 | 13 | 13 |
| Union leaders? | 50 | 51 | 8 | 10 | 42 | 41 | 30 | 31 | 19 | 17 |
| Provincial politicians? | 37 | 33 | 3 | 2 | 35 | 30 | 38 | 38 | 24 | 29 |
| Federal politicians? | 34 | 30 | 2 | 2 | 31 | 28 | 39 | 37 | 27 | 33 |

- 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 very familiar, somewhat familiar, not very familiar, or not at all familiar with charities and the work that they do?

| Base: All respondents | 2006 % | 2004 % | 2000 % |
|-----------------------|-----------|-----------|-----------|
| <i>Top2Box</i> | 80 | 76 | 65 |
| Very familiar | 16 | 14 | 10 |
| Somewhat familiar | 64 | 62 | 55 |
| Not very familiar | 18 | 20 | 29 |
| Not at all familiar | 3 | 4 | 5 |

- 2B. Specifically, to what extent do you trust each of the following types of charities? Would you say you trust them a lot, some, a little or not at all? How about....? [READ AND RANDOMIZE]
How about....?

| Base: All respondents | <i>Top2Box</i> % | | A lot % | | Some % | | A little % | | Not at all % | |
|---|---------------------|------|------------|------|-----------|------|---------------|------|-----------------|------|
| | 2006 | 2004 | 2006 | 2004 | 2006 | 2004 | 2006 | 2004 | 2006 | 2004 |
| Hospitals | 89 | 88 | 50 | 50 | 39 | 38 | 10 | 10 | 2 | 2 |
| Charities that focus on children and children's activities | 85 | 86 | 40 | 44 | 45 | 42 | 12 | 11 | 3 | 2 |
| Charities that focus on health prevention and health research | 84 | 86 | 41 | 42 | 43 | 44 | 13 | 12 | 3 | 3 |
| Charities that focus on education | 77 | 79 | 28 | 29 | 49 | 50 | 18 | 16 | 3 | 3 |
| Charities that focus on protection of animals | 73 | 75 | 30 | 34 | 43 | 41 | 21 | 19 | 6 | 5 |
| Charities that focus on protecting the environment | 73 | 75 | 26 | 29 | 47 | 46 | 21 | 21 | 6 | 4 |
| Charities that focus on social services | 74 | 75 | 25 | 25 | 50 | 50 | 20 | 20 | 5 | 5 |
| Churches | 67 | 70 | 26 | 29 | 41 | 41 | 22 | 20 | 11 | 9 |
| Charities that focus on arts | 61 | 61 | 16 | 16 | 45 | 44 | 27 | 28 | 10 | 9 |
| Charities that focus on international development | 57 | 56 | 13 | 12 | 44 | 44 | 31 | 32 | 11 | 10 |

3. Please tell me if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements...[RANDOMIZE AND READ, REVERSE SCALE] How about....?

| Base: All respondents | Top2Box | | Strongly agree | | Somewhat agree | | Somewhat disagree | | Strongly disagree | |
|--|---------|------|----------------|------|----------------|------|-------------------|------|-------------------|------|
| | % | | % | | % | | % | | % | |
| | 2006 | 2004 | 2006 | 2004 | 2006 | 2004 | 2006 | 2004 | 2006 | 2004 |
| Charities are important to Canadians | 93 | 94 | 51 | 54 | 43 | 40 | 5 | 4 | 2 | 2 |
| Charities generally improve our quality of life | 86 | 87 | 31 | 35 | 55 | 52 | 10 | 10 | 3 | 3 |
| Charities understand the needs of Canadians better than government does | 76 | 79 | 28 | 34 | 48 | 45 | 17 | 16 | 6 | 5 |
| Charities do a better job than government in meeting the needs of Canadians | 70 | 72 | 21 | 25 | 49 | 47 | 22 | 21 | 7 | 6 |
| Charities should be expected to deliver programs and services the government stops funding | 57 | 57 | 19 | 20 | 38 | 37 | 23 | 23 | 19 | 19 |

- 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? [ROTATE & READ]

| Base: All respondents | 2006 |
|--|------|
| | % |
| The opinions that charities express on issues of public concern have value because they represent a public interest perspective | 63 |
| 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 | 35 |
| Don't know/ No opinion | 2 |

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

| Base: All respondents | 2006 | 2004 | 2000 |
|-------------------------|------|------|------|
| | % | % | % |
| Too much money | 7 | 5 | 4 |
| About the right amount | 27 | 22 | 23 |
| Too little money | 64 | 70 | 59 |
| Depends on the charity* | | | 5 |

| | | | |
|------------------------|---|---|---|
| Don't know/ No opinion | 3 | 3 | 9 |
|------------------------|---|---|---|

- “Depends on the charity” was not offered as a response category in either 2004 or 2006

5. Which of the following two statements do you most agree with? [RANDOMIZE & READ]

| Base: All respondents | 2006 % | 2004 % |
|--|-----------|-----------|
| I expect all of the money I give to charity to go to the charity's cause, for example, towards cancer research | 39 | 43 |
| 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 | 60 | 57 |

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? Is that strongly or somewhat? [REVERSE SCALE]

| Base: All respondents | 2006 % | 2004 % |
|------------------------|-----------|-----------|
| <i>Top2Box</i> | 73 | 78 |
| Strongly agree | 32 | 38 |
| Somewhat agree | 41 | 40 |
| Somewhat disagree | 18 | 13 |
| Strongly disagree | 8 | 6 |
| Don't know/ No opinion | 2 | 3 |

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

| Base: All respondents | <i>Top2Box</i> % | | Very acceptable % | | Somewhat acceptable % | | Somewhat unacceptable % | | Very unacceptable % | |
|---|---------------------|------|----------------------|------|--------------------------|------|----------------------------|------|------------------------|------|
| | 2006 | 2004 | 2006 | 2004 | 2006 | 2004 | 2006 | 2004 | 2006 | 2004 |
| Speak out on issues like the environment, poverty or healthcare | 94 | 95 | 58 | 59 | 37 | 36 | 3 | 3 | 2 | 1 |

| | | | | | | | | | | |
|--|----|----|----|----|----|----|----|----|----|----|
| Meet with government ministers or senior public servants | 94 | 92 | 59 | 58 | 35 | 34 | 4 | 4 | 2 | 4 |
| Place advertisements in the media | 90 | 92 | 41 | 45 | 48 | 47 | 6 | 5 | 4 | 3 |
| Use research results to support a message | 92 | 91 | 47 | 49 | 44 | 42 | 4 | 5 | 3 | 3 |
| Organize letter-writing campaigns | 83 | 85 | 36 | 38 | 47 | 46 | 10 | 9 | 6 | 5 |
| Hold legal street protests or demonstrations | 62 | 64 | 24 | 24 | 38 | 40 | 19 | 19 | 18 | 16 |
| Block roadways, or other non-violent acts | 28 | 33 | 9 | 9 | 19 | 24 | 23 | 23 | 48 | 43 |

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? [READ AND ROTATE]

| Base: All respondents | 2006 % | 2004 % |
|---|-----------|-----------|
| Charities should be obligated to provide information about BOTH sides of an issue | 83 | 83 |
| Charities should only have to provide information that supports their cause | 16 | 17 |

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. Is it very important, somewhat important, somewhat unimportant, or very unimportant? [RANDOMIZE & READ, REVERSE SCALE] How about....?

| Base: All respondents | Top2Box % | | Very important % | | Somewhat important % | | Somewhat unimportant % | | Very unimportant % | |
|---|--------------|------|---------------------|------|-------------------------|------|---------------------------|------|-----------------------|------|
| | 2006 | 2004 | 2006 | 2004 | 2006 | 2004 | 2006 | 2004 | 2006 | 2004 |
| Information on how charities use donations | 98 | 99 | 86 | 86 | 11 | 13 | 1 | 1 | 1 | - |
| Information about the programs and services the charities deliver | 98 | 98 | 76 | 76 | 22 | 22 | 1 | 1 | 1 | 1 |
| Information about charities' fundraising costs | 96 | 97 | 69 | 68 | 27 | 28 | 2 | 3 | 1 | 1 |
| Information about the impact of charities' work on Canadians | 95 | 95 | 59 | 61 | 36 | 33 | 3 | 4 | 1 | 1 |

10. Now please think about how well charities do in terms of providing information. Would you say charities are doing a [REVERSE SCALE: poor, fair, good or excellent] job at providing... [RANDOMIZE & READ] How about...?

| Base: All respondents | Top2Box % | | Excellent % | | Good % | | Fair % | | Poor % | |
|---|--------------|------|----------------|------|-----------|------|-----------|------|-----------|------|
| | 2006 | 2004 | 2006 | 2004 | 2006 | 2004 | 2006 | 2004 | 2006 | 2004 |
| Information about the programs and services the charities deliver | 51 | 50 | 6 | 7 | 45 | 44 | 40 | 40 | 9 | 8 |
| Information about the impact of charities' work on Canadians | 38 | 39 | 4 | 4 | 34 | 34 | 45 | 45 | 16 | 15 |
| Information on how charities use donations | 31 | 32 | 3 | 3 | 28 | 28 | 43 | 43 | 25 | 25 |
| Information about charities' fundraising costs | 27 | 29 | 3 | 3 | 24 | 25 | 43 | 41 | 29 | 30 |

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

| Base: All respondents | 2006 % | 2004 % |
|--|-----------|-----------|
| I would like more information about the work charities do, even though it may require more money to be spent on communications | 48 | 51 |
| I am comfortable with the amount of information I have about the work charities do | 51 | 48 |
| Don't know/ No opinion | 1 | 1 |

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

| Base: All respondents | 2006 % | 2004 % | 2000 % |
|------------------------|-----------|-----------|-----------|
| Yes | 31 | 32 | 28 |
| No | 60 | 58 | 51 |
| Don't know/ No opinion | 9 | 11 | 22 |

[ASK Q13 IF Q12=YES, OTHERWISE SKIP TO Q14]

13. Do you happen to know the name of the organization or agency that is responsible for watching over the activities of charities? [DO NOT READ LIST, ACCEPT ONE RESPONSE]

| Base: Aware of organization watching over charities | 2006 N=1228 % | 2004 N=1183 % |
|---|---------------------|---------------------|
| Government/ Federal/ Provincial Govt. | 7 | 5 |
| Canada Revenue Agency/ The Charities Directorate | 5 | 6 |
| Specified charities | 2 | 1 |
| Consumer Affairs/ Consumer & Corporate Affairs | 1 | 1 |
| RCMP | - | 1 |
| Better Business Bureau (BBB) | - | 1 |
| Other | 6 | 6 |
| Don't know/ No opinion | 78 | 79 |

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

| Base: All respondents | 2006 % | 2004 % | 2000 % |
|--|-----------|-----------|-----------|
| An independent organization or agency that is not part of either the government or the charity | 65 | 66 | 70 |
| A government agency | 21 | 17 | 9 |
| The charity's board of directors | 13 | 16 | 19 |
| None | 1 | 1 | - |
| Other | 1 | - | 1 |

- 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 ... [RANDOMIZE & READ, REVERSE SCALE] How about....?

| Base: All respondents | <i>Top2Box</i> | | Strongly agree | | Somewhat agree | | Somewhat disagree | | Strongly disagree | |
|--|----------------|------|----------------|------|----------------|------|-------------------|------|-------------------|------|
| | % | | % | | % | | % | | % | |
| | 2006 | 2004 | 2006 | 2004 | 2006 | 2004 | 2006 | 2004 | 2006 | 2004 |
| More attention should be paid to the way charities spend their money | 93 | 95 | 61 | 63 | 32 | 32 | 6 | 5 | 1 | 1 |
| More attention should be paid to the amount of money charities spend on program activities | 90 | 91 | 45 | 48 | 45 | 43 | 8 | 7 | 2 | 1 |
| More attention should be paid to the way charities raise money | 87 | 88 | 42 | 43 | 44 | 46 | 11 | 9 | 2 | 2 |
| More attention should be paid to the amount of money charities spend on hiring professionals to do their fundraising | 87 | 86 | 53 | 51 | 34 | 35 | 9 | 10 | 4 | 4 |

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. Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree? [REVERSE SCALE]

| Base: All respondents | 2006 | 2004 | 2000 |
|-----------------------|------|------|------|
| | % | % | % |
| <i>Top2Box</i> | 94 | 94 | 94 |
| Strongly agree | 66 | 65 | 66 |
| Somewhat agree | 28 | 29 | 28 |
| Somewhat disagree | 4 | 4 | 4 |
| Strongly disagree | 2 | 1 | 2 |

15B. Which of the following two statements do you most agree with... [RANDOMIZE & READ]

| Base: All respondents | 2006 | 2004 |
|---|------|------|
| | % | % |
| There should be a legal limit set on the amount of money charities can spend on fundraising | 53 | 47 |
| Charities should decide for themselves how much money is reasonable to spend on fundraising | 47 | 52 |
| Don't know/ No opinion | 1 | 1 |

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

| Base: All respondents | <i>Top2Box</i> | | Strongly agree | | Somewhat agree | | Somewhat disagree | | Strongly disagree | |
|---|----------------|------|----------------|------|----------------|------|-------------------|------|-------------------|------|
| | % | | % | | % | | % | | % | |
| | 2006 | 2004 | 2006 | 2004 | 2006 | 2004 | 2006 | 2004 | 2006 | 2004 |
| It takes significant effort for charities to raise the money they need to support their cause | 94 | 95 | 51 | 57 | 43 | 39 | 4 | 3 | 2 | 1 |
| Charities are generally honest about the way they use donations | 79 | 78 | 18 | 19 | 62 | 59 | 12 | 15 | 7 | 6 |
| Too many charities are trying to get donations for the same cause | 73 | 69 | 35 | 32 | 37 | 37 | 19 | 22 | 6 | 8 |
| Charities only ask for money when they really need it | 46 | 48 | 15 | 16 | 31 | 32 | 31 | 31 | 22 | 21 |

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 very acceptable, somewhat acceptable, somewhat unacceptable or very unacceptable way for charities to raise money? [REVERSE SCALE]

| Base: All respondents | 2006 | 2004 |
|-----------------------|------|------|
| | % | % |
| <i>Top2Box</i> | 38 | 39 |
| Very acceptable | 5 | 5 |
| Somewhat acceptable | 33 | 34 |
| Somewhat unacceptable | 32 | 32 |
| Very unacceptable | 30 | 28 |

[IF VERY ACCEPTABLE/SOMEWHAT ACCEPTABLE IN Q17a THEN ASK Q17b, OTHERWISE SKIP TO Q18]

- 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? RECORD ANSWER____%
[RECORD NUMBER, SCALE 0-100]

| Base: Very/ Somewhat acceptable to hire professionals to raise money | 2006 N=1454 % | 2004 N=1502 % |
|--|---------------------|---------------------|
| None | 1 | 2 |
| 1-10% | 59 | 57 |
| 11-20% | 13 | 13 |
| 21-30% | 8 | 7 |
| 31-40% | 1 | 1 |
| 41-50% | 2 | 3 |
| 51-60% | 1 | 1 |
| 61-70% | 0 | 1 |
| 71-80% | 1 | 1 |
| 91%-100% | 1 | - |
| Don't know/ No opinion | 12 | 14 |
| <i>Mean (including 0)</i> | <i>13.3</i> | <i>14.2</i> |
| <i>Mean (excluding 0)</i> | <i>13.5</i> | <i>14.4</i> |

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. [KEEP SCALE CONSTANT]

| Base: All respondents | 2006 % | 2004 % |
|-----------------------|-----------|-----------|
| All of the time | 73 | 72 |
| Only when asked | 21 | 21 |
| Not at all | 7 | 7 |

Now I'd like you to think about other ways or business activities that charities use to raise money like operating stores that sell second hand clothing, selling products like cookies, calendars and chocolates door-to-door, renting out space in buildings they own or selling their knowledge and skills.

19. Please tell me if you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following statement. Charities should be able to earn money through any type of business activity they want as long as the proceeds go to their cause. [REVERSE SCALE]

| Base: All respondents | 2006 % | 2004 % |
|-----------------------|-----------|-----------|
| <i>Top2Box</i> | 85 | 84 |
| Strongly agree | 51 | 49 |
| Somewhat agree | 34 | 34 |
| Somewhat disagree | 8 | 10 |
| Strongly disagree | 6 | 6 |

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... [RANDOMIZE & READ, REVERSE SCALE] How about....?

| Base: All respondents | <i>Top2Box</i> % | | Strongly agree % | | Somewhat agree % | | Somewhat disagree % | | Strongly disagree % | |
|--|---------------------|------|---------------------|------|---------------------|------|------------------------|------|------------------------|------|
| | 2006 | 2004 | 2006 | 2004 | 2006 | 2004 | 2006 | 2004 | 2006 | 2004 |
| Running a business is a good way to raise money that charities aren't able to get through donations and grants | 87 | 88 | 32 | 35 | 55 | 52 | 8 | 7 | 4 | 4 |
| 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 | 72 | 73 | 24 | 26 | 48 | 48 | 20 | 17 | 7 | 8 |
| When charities run businesses, it takes too much time away from their core cause | 52 | 53 | 12 | 13 | 40 | 40 | 36 | 34 | 11 | 11 |

21. Which of the following two points of view comes closest to your own? [ROTATE & READ]

| Base: All respondents | 2006 % | 2004 % |
|---|-----------|-----------|
| If a charity makes some of its money from a business, they should have to pay taxes like any other business | 28 | 28 |
| Charities shouldn't have to pay tax on earnings from a business if it is used to support their cause | 71 | 72 |
| Don't know/ No opinion | 1 | 1 |

22. deleted

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...
[RANDOMIZE & READ, REVERSE SCALE] How about....?

| | 2006 | | | | |
|---|---------------------|------------------|----------------------|------------------------|--------------------|
| Base: All respondents | <i>Top2Box</i> % | Very likely % | Somewhat likely % | Somewhat unlikely % | Very unlikely % |
| On a charity's website? | 58 | 28 | 30 | 16 | 26 |
| By calling the charity and asking for more information? | 46 | 18 | 28 | 25 | 29 |
| On a website of someone who regulates charities? | 50 | 21 | 29 | 21 | 28 |
| By looking at a charity's financial statements? | 44 | 17 | 27 | 25 | 31 |

[INTENTIONAL NUMBERING]

To make sure we are talking to a cross section of Canadians, we need to get a little more information about your background.

29. First, in what year were you born? [RECORD NUMBER 1900 – 1986]

| Base: All respondents | 2006 % | 2004 % | 2000 % |
|------------------------|-----------|-----------|-----------|
| 18-24 | 11 | 13 | 11 |
| 25-34 | 16 | 19 | 18 |
| 35-44 | 19 | 22 | 24 |
| 45-54 | 24 | 22 | 19 |
| 55-64 | 17 | 11 | 11 |
| 65+ | 13 | 11 | 13 |
| Don't know/ No opinion | | 1 | 1 |

30. Including yourself, how many people live in your household? [RECORD NUMBER 0-99]

| Base: All respondents | 2006 % | 2004 % |
|-----------------------|-------------|------------|
| 1 | 12 | 9 |
| 2 | 57 | 31 |
| 3 | 17 | 20 |
| 4 | 10 | 25 |
| 5 | 3 | 9 |
| 6 | 1 | 4 |
| 7 | 0 | 1 |
| 8 | 0 | 1 |
| <i>Mean</i> | <i>2.41</i> | <i>3.2</i> |

[IF 1 OR DK/REF SKIP TO Q32 ELSE CONTINUE]

31. And, how many people under 18 years of age live in your household? [RECORD NUMBER 0-99]

| Base: All respondents | 2006 % | 2004 % |
|-----------------------|-----------|-----------|
| None | 66 | 63 |
| 1 | 14 | 15 |
| 2 | 13 | 15 |
| 3 | 5 | 4 |
| 4 | 1 | 2 |

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

| Base: All respondents | 2006 % | 2004 % | 2000 % |
|---------------------------------|-----------|-----------|-----------|
| Married | 55 | 53 | 57 |
| Living with a partner | 12 | 13 | |
| Widowed | 4 | 4 | 7 |
| Separated | 3 | 3 | 10 |
| Divorced | 6 | 5 | |
| Never been married | 21 | 22 | 22 |
| Don't know/ No opinion/ Refused | 1 | 1 | 4 |

33. What is the highest level of education you have completed? [READ LIST]

| Base: All respondents | 2006 % | 2004 % | 2000 % |
|---|-----------|-----------|-----------|
| Grade school or some high school | 9 | 10 | 15 |
| Complete high school | 22 | 23 | 25 |
| Some post secondary | - | | 14 |
| Technical or trade school/Community college | 27 | 27 | |
| Post-secondary diploma | - | | 18 |
| Some university | 11 | 13 | |
| Complete university degree | 19 | 18 | 25 |

| | | | |
|---------------------------------|----|---|---|
| Post-graduate degree | 10 | 9 | |
| Don't know/ No opinion/ Refused | 0 | 1 | 3 |

34. 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?

| Base: All respondents | 2006 % | 2004 % | 2000 % |
|----------------------------------|-----------|-----------|-----------|
| At least once a week | 16 | 17 | 35 |
| At least once or twice a month | 15 | 12 | |
| 3 or 4 times a year | 16 | 16 | 32 |
| Once or twice a year | 17 | 18 | |
| Not at all in the past 12 months | 23 | 23 | 30 |
| Never | 13 | 13 | |
| Don't know/ No opinion/ Refused | 0 | 1 | 4 |

35. 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?

| Base: All respondents | 2006 % | 2004 % |
|-----------------------------|-----------|-----------|
| Full-time job | 44 | 47 |
| Part-time job | 8 | 10 |
| Self employed | 12 | 10 |
| Unemployed | 4 | 5 |
| Retired | 19 | 15 |
| Taking care of family | 5 | 4 |
| Student | 6 | 5 |
| Disabled | 1 | 1 |
| Maternity leave/ sick leave | 1 | 1 |
| Other | 0 | 1 |
| Don't know/ No opinion | 0 | 1 |

36. We don't need the exact amount; could you please tell me which of these broad categories your total 2003 household income falls into. Please stop me what I reach your category. [READ LIST] How about....?

| Base: All respondents | 2006 % | 2004 % |
|---------------------------------|-----------|-----------|
| Less than \$20,000 | 11 | 11 |
| \$20,000 to less than 50,000 | 28 | 30 |
| \$50,000 to less than 75,000 | 22 | 23 |
| \$75,000 to less than 100,000 | 15 | 13 |
| \$100,000 or more | 15 | 12 |
| Don't know/ No opinion/ Refused | 9 | 10 |

40. 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 2003?

| Base: All respondents | 2006 % | 2004 % | 2000 % |
|-----------------------|-----------|-----------|-----------|
| Yes | 81 | 79 | 80 |
| No | 18 | 21 | 17 |
| Don't know/ Refused | 1 | | 3 |

[IF YES ASK Q41, OTHERWISE THANK AND TERMINATE]

41. As far as you can remember, how much did you donate to charities in 2003? [OPEN END, RECORD NUMBER 0-99999999]

| Base: Made a financial donation in 2003 | 2006 N=3175 % | 2004 N=3073 % |
|---|---------------------|---------------------|
| Less than \$50 | 8 | 13 |
| \$50-\$99 | 10 | 10 |
| \$100-\$149 | 12 | 15 |
| \$150-\$299 | 16 | 19 |
| \$300-\$799 | 23 | 18 |
| \$800+ | 23 | 19 |
| Don't know/ No opinion | 7 | 7 |

APPENDIX C – SURVEY METHOD

Ipsos Reid was commissioned by the Muttart Foundation, a private charitable foundation that provides grants and assistance to worthwhile projects in Canada, to conduct the third wave of the survey on public opinion about charities and issues relating to charities. The survey method utilized is the same as was used for wave 2 of this study conducted in 2004.

A total of 3864 telephone interviews were conducted with Canadians across Canada between May and July 2006. The sample was drawn in such a way as to provide statistically valid results at both the provincial and national level. The margin of error at the provincial level is shown in the table below:

TABLE 1: MARGIN OF ERROR

| PROVINCE | SAMPLE SIZE | MARGIN OF ERROR |
|----------------------|-------------|-----------------|
| Newfoundland | 203 | $\pm 6.9\%$ |
| Prince Edward Island | 201 | $\pm 6.9\%$ |
| Nova Scotia | 300 | $\pm 5.7\%$ |
| New Brunswick | 295 | $\pm 5.7\%$ |
| Quebec | 605 | $\pm 4.0\%$ |
| Ontario | 751 | $\pm 3.6\%$ |
| Manitoba | 301 | $\pm 5.7\%$ |
| Saskatchewan | 301 | $\pm 5.7\%$ |
| Alberta | 401 | $\pm 4.9\%$ |
| British Columbia | 500 | $\pm 4.4\%$ |

STUDY DESCRIPTION

As with the previous waves of the study, Random Digit Dialing (RDD) procedures were utilized to select households, and within households, the birthday selection method was used to select respondents. English interviews were conducted from the Ipsos Reid call centre in Winnipeg, while French Interviews were conducted from the Ipsos Reid call

centre in Montreal. All interviews were completed using Computer Assisted Telephone Interviewing (CATI) techniques.

SAMPLE DESIGN

The current study utilized the same method employed in 2004, with the sample of respondents designed to represent the Canadian adult population (over the age of 18), who speak one of Canada's official languages, English or French, and reside in the ten Canadian provinces. Since telephone interviewing was the method utilized, the small proportion of households in Canada without telephones were excluded from the sample universe.

The distribution of the sample among the ten Canadian provinces was disproportionate: the smaller provinces had a larger share of the sample than their share of the population, to allow for comparisons between provinces. The data were then weighted according to provincial population estimates as well as by gender to get the national estimate. The calculation of the weights to facilitate national estimates is provided in the table below. The weights were proportionate to the population in each province and, depending on their share of the sample, provinces that had a greater proportion of population than that reflected in their sample size were "weighted up" while those where the actual population size was smaller than their share of the sample were "weighted down" – just as in the previous wave of the study. The gender weights were assigned within each province (54% female and 46% male).

TABLE 2: PROVINCIAL SAMPLE DISTRIBUTION AND PROVINCIAL WEIGHTS

| | PROVINCE (HH #) | SAMPLE (#) | ACTUAL MALE (#) | ACTUAL FEMALE (#) | TARGET MALE (#) | TARGET FEMALE (#) | WEIGHT MALE | WEIGHT FEMALE |
|-------------------------|----------------------------|-----------------------|--------------------------------|----------------------------------|----------------------------|----------------------------------|------------------------|--------------------------|
| Newfoundland | 189,045 | 203 | 87 | 116 | 26.66160 | 31.29840 | 0.30645517 | 0.26981379 |
| Prince Edward Island | 50,800 | 201 | 86 | 115 | 8.88720 | 10.43280 | 0.10333953 | 0.09072000 |
| Nova Scotia | 360,025 | 300 | 129 | 171 | 53.32320 | 62.59680 | 0.41225814 | 0.36606316 |
| New Brunswick | 283,825 | 301 | 130 | 171 | 35.54880 | 47.73120 | 0.27345231 | 0.24404211 |
| Quebec | 2,978,115 | 605 | 268 | 337 | 426.58560 | 500.77440 | 1.59173731 | 1.48597745 |
| Ontario | 4,219,410 | 751 | 332 | 419 | 675.42720 | 792.89280 | 2.03441928 | 1.89234558 |
| Manitoba | 432,550 | 301 | 136 | 165 | 71.09760 | 83.46240 | 0.52277647 | 0.50583273 |
| Saskatchewan | 379,680 | 301 | 139 | 162 | 53.32320 | 62.59680 | 0.38362014 | 0.38640000 |
| Alberta | 1,104,100 | 401 | 174 | 227 | 177.74400 | 208.65600 | 1.02151724 | 0.91918943 |
| British Columbia | 1,534,335 | 500 | 221 | 279 | 248.84160 | 292.11840 | 1.12598009 | 1.04701935 |

Weights that include a correction factor for the unequal probabilities of selection at the provincial level have been added to the data set to facilitate the production of national estimates (variable “PROVWGHT”)

The general population sample was obtained from Survey Sample Inc. – this was already a random digit dialing (RDD) sample. These sample records were again randomized and loaded into the computerized system. One number was then picked by the system to start the process again using random digit dialing (RDD). The use of RDD for selecting telephone numbers gives all households, not just those listed in telephone directories, an equal probability of selection. Typically, RDD samples include “not in service” and “non-residential” telephone numbers. Usually, these non-productive numbers are identified the first time an interviewer calls and most of the interviewer’s subsequent efforts are then directed at encouraging respondents to participate in, and then, complete the interview. After the first number was selected randomly by the system, there was a prioritization of numbers. Appointments were called first, followed by numbers that had been tried before -

like “busy numbers” which were called every 20 minutes and “no answers” which were called every 2 hours. It was only after this that fresh sample was called.

When the household was reached, a random selection process was used to select a appropriate respondent. To be eligible for the interview, the household member had to be an adult (18 years or older). If there was more than one eligible respondent in the household, the eligible person who had the next birthday among the members of the household was selected as the survey respondent.

The probability of an adult member of the household being selected for an interview varies inversely with the number of people living in that household (in a household with only one adult, that adult has a 100% chance of selection, in a two-adult household each adult has a 50% chance of selection, etc). Since it is possible that analyses based on unweighted estimates is biased, as one-adult households are over represented and larger households are under-represented, the data has been weighted in order to compensate for unequal probabilities of selection (one adult households are given a weight of one, two adult households a weight of two, three adult household a weight of three, etc). Conventionally, users of survey data wish to have the same number of observations in the weighted and unweighted dataset. This adjustment is made, by determining the number of cases in each household size category that would have been in the sample, if the interview had been completed with each adult member of the household, and then dividing the sample among each household size category according to the proportion of interviews completed in each household size category. The calculation of the household weights for the campaign is shown in the table below

TABLE 3: CALCULATION OF HOUSEHOLD WEIGHTS

| HH SIZE | NO. OF HHS | WEIGHTED CASES | ADJUSTMENT | WEIGHT |
|-----------|------------|----------------|-------------|------------|
| 1 adult | 949 | 949 | 472.117420 | 0.49748938 |
| 2 adults | 2238 | 4476 | 2226.762457 | 0.99497876 |
| 3 adults | 442 | 1326 | 659.670915 | 1.49246813 |
| 4 adults | 181 | 724 | 360.182310 | 1.98995751 |
| 5 adults | 41 | 205 | 101.985323 | 2.48744689 |
| 6 adults | 8 | 48 | 23.879490 | 2.98493627 |
| 7 adults | 3 | 21 | 10.447277 | 3.48242565 |
| 8 adults | 1 | 8 | 3.979915 | 3.97991503 |
| 10 adults | 1 | 10 | 4.974894 | 4.97489378 |
| Total | 3,864 | 7,767 | 3,864 | |

In the survey there were 3864 households in the sample and 949 of these were one-adult households, 2238 were two adult households, and 442 were three-adult households, etc. The weights for each household were calculated as follows. First, the total number of weighted cases was calculated (number of cases times the number of adults in the household). For three adult households the calculation is: 442 times 3, which is 1326 three adult households in the weighted sample. Thus, in this survey there are 7767 weighted cases.

Second, the 7767 weighted cases were adjusted down to the original sample size of 3864 (calculated as weighted cases for each household size divided by the weighted sample size times the original sample size). For three adult households the calculation is: $(1326/7767) * 3864 = 659.670915$

Third, the weight for each household size was calculated (for each household size, the adjustment to the original sample/ number of cases). For three adult households the calculation is: $659.670915/ 442 = 1.49246813$. The household weights (variable “HHWGHT”) have been added to the data set.

A national weight (variable “NATWGHT”), which is a product of the household weight and the province weight, has been added to the dataset. This weight compensates for both the unequal probability of selection at the household level and for the disproportionate sampling among the provinces. The NATWGHT would be used when national estimates are required – including all cross tabs, except the provinces. Only household weights are required when making comparisons between provinces.

DATA COLLECTION

Interviewing was completed from Ipsos Reid’s CATI (Computer Assisted Telephone Interviewing) facilities. English interviews were conducted from the Ipsos Reid call centre in Winnipeg, while French Interviews were conducted from the Ipsos Reid call centre in Montreal. Each supervisory station is equipped with a video display terminal that reproduces an image of the interviewer’s screen and a special telephone that allows supervisors to unobtrusively monitor the interviewer’s call and visually verify that the interviewer has recorded the respondent’s answers correctly.

In order to maximize the chances of getting a completed interview from each sample number, call attempts were made during the day and the evening – for both week and weekend days. The number of attempts it took to generate a complete is given in the table below. The most calls made in order to complete an interview were 19.

TABLE 4: NUMBER OF CALL ATTEMPTS

| NUMBER OF CALLS | NUMBER OF COMPLETES | % OF TOTAL |
|-----------------|---------------------|------------|
| 1 | 1219 | 32 |
| 2 | 773 | 20 |
| 3 | 521 | 13 |
| 4 | 394 | 10 |
| 5 | 261 | 7 |
| 6-10 | 597 | 15 |
| 11-19 | 99 | 3 |
| Total | 3863 | 100 |

Households who refused to participate in the survey were contacted a second time and 5% completed the interview on the second or subsequent contact after initial refusal.

Details on the calculation of the response rate are as follows. The response rate was defined as the number of completed interviews divided by the estimated number of eligible households times 100 percent. Of the 15,823 numbers included in the sample, 7254 numbers were identified as being eligible households (completions [n=3864] + refusals [n=1992] + callbacks [n=1398], see table below). Non-eligible households included households where there was a language barrier or the respondent was incapable of answering (n=1538), disqualified households (n=1103), cell phone numbers (n=84), business numbers (n=5159) and disconnected numbers (n=685).

Dividing the number of completions (3864) by the estimated number of eligible households (7254) gives a final response rate of 53%. Another method of calculating the response rate is using the number of completions divided by the number of completions plus refusals. This version of the response rate, which is sometimes known as participation rate is 66% (3864/[3864+ 1992]).

TABLE 4: FINAL SAMPLE DISPOSITION

| RESULTS | NUMBER | % OF TOTAL |
|--------------------------------------|---------------|-------------------|
| Completes | 3864 | 24 |
| Individual Refusals* | 1992 | 13 |
| Call Backs | 1398 | 9 |
| - Eligible respondent not available | 392 | - |
| - Specified appointment | 491 | - |
| - Appropriate gender unavailable | 245 | - |
| - Busy | 270 | - |
| Subtotal Eligible Respondents | 7254 | - |
| Not Eligible | 8569 | 54 |
| - Cell Phone | 84 | - |
| - Disconnected number | 685 | - |
| - Business number | 5159 | - |
| - Language/ ill/ incapable/ deaf | 1538 | - |
| - Disqualified | 1103 | - |
| TOTAL | 15823 | 100 |
| Participation Rate | | 66 |
| Response Rate | | 53 |

* These are refusals after the right respondent is reached