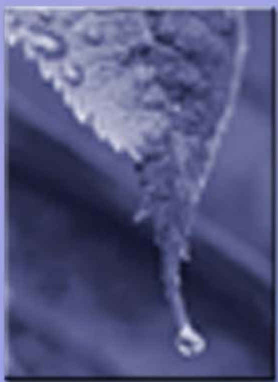

Talking About Charities 2004:

Canadians' Opinions on Charities and Issues Affecting Charities

Report

Submitted to:

The Muttart Foundation

September 2004

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1.0 INTRODUCTION

Canadians value the work of charities and feel they have an important and trusted role in society. At the same time, the public has a healthy degree of skepticism when it comes to how charities function. As with the business sector, increasing numbers of Canadians see a need for greater accountability of charities with a high priority on issues such as fundraising, spending practices and financial reporting.

As mentioned in the 2000 study[1], policies concerning regulatory framework for charities are the subject of some debate. In fact, in 2004 the federal government budgeted $12 million annually to improve the regulation of charities. Some of this funding will go towards increasing public awareness and communications with the charitable sector about the regulation of charities. As in any debate on public policy issues, it is valuable to understand the public's views. What follows is an empirical study of public attitudes toward charities and their activities. Much of the focus on the study is on how attitudes have changed over the past four years. In the study, Canadians were probed on their views of charities and their practices and activities, including several of those listed above.

SURVEY METHODOLOGY

Ipsos-Reid was commissioned by the Muttart Foundation to conduct the second wave of a survey on public opinion about charities and issues relating to charities. This follows a previous research study on Canadians' opinion toward charities, which the Muttart Foundation undertook in 2000. As in 2000, a total of 3,863 telephone interviews were conducted with Canadians over the age of 18 across Canada between May and July 2004. Unlike the 2000 study, 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 of each province to conduct provincial analysis. The results were then weighted according to household size and provincial distribution. An overall sample of this size is considered statistically accurate within ± 1.6%, nineteen

[1] The study follows a similar one conducted by the Muttart Foundation in 2000.

times out of twenty. The margin of error will be larger for provincial results and other sub-groups of the data. Full details on the sampling methodology, including the provincial samples and margins of error have been provided in Table 1 of Appendix C – Survey Methodology.

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 make charitable donations.

Statistical analyses were conducted to determine whether there are 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 study were changed or deleted in the present survey. Comparisons are shown only when the same questions were asked in both 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 the overall opinions of Canadians about charities and their activities. In each of the sections that follow, the national results are presented first followed by a discussion on the provincial, socio-demographic and other variations in the findings.

The study examines the public's perceptions and opinions of charities and their activities in the following areas (and have been presented in the following order):

- Familiarity and perceived importance of charities;
- Trust and confidence in charities;
- Views on funding and donations;
- Views on fundraising and spending practices;
- Advocacy activities of charities;
- Views on information provided by charities;
- Opinions about the need for great accountability; and,
- Views on business activities.

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

2.0 EXECUTIVE SUMMARY

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

Between May and July 2004, a telephone survey was conducted with a total of 3863 Canadians, 18 years of age or older. The sample was drawn disproportionate to the population (over-sampling in smaller provinces) in order to provide data that is statistically valid within each province. The overall data was weighted by province to be representative of the Canadian population. Full details on the sampling distribution and weighting structure are provided in Appendix C – Survey Methodology.

A sample of 3863 is considered to be accurate at the national level within ± 1.6%, nineteen times out of twenty. The margin of error at the provincial level ranges from ± 3.6% for Ontario to ± 6.9% for Newfoundland and Prince Edward Island.

The main areas of the survey include: 1) Familiarity and perceived importance of charities; 2) Trust and confidence in charities; 3) Views on funding and donations; 4) Views on fundraising and spending practices; 5) Advocacy activities of charities; 6) Views on information provided by charities; 7) Opinions about the need for great accountability; and 8) Views on business activities.

Highlights of the national results in each of these areas are outlined below:

Overview of Findings

There is near universal belief among Canadians that charities have an important role to play in society in improving our quality of life. The vast majority feels that charities understand the needs of Canadians better than government and do a better job of meeting those needs. Furthermore, Canadians generally trust charities and rank leaders of charities among the most trusted professions.

Increasingly, Canadians feel that charities do not have sufficient funds to meet their objectives. Most support charities running businesses as a way to raise money, and feel that revenues generated from businesses should be exempt from taxes as long as the money goes towards the charity's core cause.

However, at the same time, the public has some concerns about the ways in which charities raise and spend funds. In line with a growing public interest in issues around corporate governance and ethics, the public expresses resistance to commission-based fundraising -- a method used by some charities and fundraising firms. Although a majority thinks it is acceptable that a reasonable portion of their donation goes towards a charity's operating costs, many also express concern about this, and some say there should be some limits on these expenses. Nearly all agree that charities should be required to disclose how donations are spent.

Canadians place a great deal of importance on receiving information about charities and the work that they do. Almost all respondents indicate that it is important that charities provide information on how they use donations, their fundraising costs, and the impact of their work on Canadians. However, Canadians tend to feel that charities do only a fair or even a poor job of providing information in these areas.

Much of the public's uneasiness may be attributed to the public's lack of knowledge about whether or how charities are monitored. The Canada Revenue Agency, one of the organizations responsible for monitoring charities, has a very low profile among the public. Indeed, many Canadians do not feel that any organization currently oversees the activities of charities.

There is strong public support for charities speaking out on social issues, and most feel that existing laws should be relaxed so charities can speak out more freely on their cause. However, most feel that charities should be obligated to provide information about BOTH sides of an issue.

FAMILIARITY AND PERCEIVED IMPORTANCE OF CHARITIES

- Canadians are becoming more familiar with the work of charities. Three-quarters (76%) of Canadians indicate that they are very familiar or somewhat familiar with charities and the work that they do, an increase of 11 points from 2000 (65%).

- Virtually all (94%) Canadians agree that charities are important and almost nine-in-ten (87%) agree that charities improve our quality of life.

- Over three-quarters (79%) of Canadians think that charities understand the needs of Canadians better than government and seven-in-ten (72%) think that charities do a better job than government of meeting the needs of Canadians.

- Nearly six-in-ten (57%) Canadians agree that charities should be expected to deliver programs and services the government stops funding.

TRUST AND CONFIDENCE IN CHARITIES

- Public trust in charities remains high. About eight-in-ten (79%) respondents report having a lot or some trust in charities, compared to 77% in 2000. A majority (83%) indicate that their trust in charities has remained the same over the past year.

- Hospitals are the most trusted type of charity (88%), followed by charities that focus on children and children's activities (86%) and those that focus on health prevention and research (86%), education (79%), protection of animals (75%), protecting the environment (75%), social services (75%), and churches (70%). Six-in-ten (61%) Canadians say that they trust charities that focus on the arts, and 56% trust charities focused on international development.

- Canadians extend their trust of charities to those who lead charities. Eight-in-ten (80%) Canadians say they trust leaders of charities a lot or some, ranking behind only nurses (96%) and medical doctors (93%) and ahead of business leaders (68%), religious leaders (67%), government employees (66%) and others.

VIEWS ON FUNDING AND DONATIONS

- A growing number of Canadians say that charities do not have adequate resources for their work. A majority (70%) of Canadians think that charities have too little money to meet their objectives.

- While Canadians think that more attention should be paid to the way charities spend their money and the amount which goes towards program activities, less than half (43%) of Canadians expect all of the money they give to charities to go directly to the charity's cause. A majority (57%) feel it is appropriate that a reasonable amount of the money they donate go toward the operating costs of the charity.

VIEWS ON FUNDRAISING AND SPENDING PRACTICES

- Almost all (95%) Canadians agree that it takes significant effort for charities to raise the money they need to support their cause. This number has increased since 2000, rising from 91%.

- A majority (60%) of Canadians feel it is unacceptable for charities to pay fundraisers they hire to raise money for the cause a percentage of the donations raised.

- The number of Canadians who say that there are too many charities trying to get donations for the same cause has declined since 2000. Seven-in-ten (69%) Canadians say that there are too many charities trying to get donations for the same cause – down 5 points since 2000.

- Although less than half of Canadians (48%) agree that charities ask for money only when they need it, eight-in-ten (78%) Canadians are of the view that charities are generally honest about the way they use donations.

- Public opinion with respect to limits on how much charities can spend on fundraising is generally mixed. Half (47%) of Canadians think that there should be a legal limit set on the amount of money charities can spend on fundraising, while 52% think that charities should be able to decide for themselves how much money is reasonable to spend on fundraising.

- Regardless of views on spending limits on fundraising, Canadians are insistent on disclosure in terms of spending donor contributions. Almost all (94%) are of the view that charities should be required to disclose how donor contributions are spent on each fund raising request.

VIEWS ON BUSINESS ACTIVITIES

- A majority of Canadians (84%) are of the opinion that charities should be allowed to earn money through business activities such as operating stores which sell second-hand clothing, selling cookies, calendars and chocolates door to door or renting out space in buildings they own or selling their knowledge or skills, as long as the proceeds go to their cause.

- Almost nine-in-ten (88%) respondents are of the view that running a business is a good way for charities to raise money. However, three-quarters (73%) also agree that when a charity runs a business a significant worry is that money could be lost on the business instead of being used to help Canadians, and about half (53%) agree that when charities run businesses, it takes too much time away from their core cause.

- More than seven-in-ten (72%) Canadians feel that if a charity makes some of its money from a business, it should not have to pay tax on their earnings if it is used to support their cause. Fewer than three-in-ten (28%) think that charities should have to pay taxes like any other business.

VIEWS ON INFORMATION PROVIDED BY CHARITIES

- Canadians place a great deal of importance on receiving information about charities. Almost all (99%) indicate that it is important that charities provide information on how charities use donations, followed by information about the programs and services that charities deliver (98%), information about charities' fundraising costs (97%) and information about the impact of charities' work on Canadians (95%).

- However, there is some indication to suggest a gap between the importance Canadians place on receiving this kind of information and how well charities are fulfilling this interest. Three-in-ten (29%) indicate that charities are good at providing information about charities' fundraising costs, 32% information on how charities use donations, 39% information about the impact of charities' work on Canadians and 50% information about the programs and services that charities deliver.

- Half (51%) 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 while another half (48%) say they are comfortable with the amount of information they have about the work that charities do.

OPINIONS ABOUT THE NEED FOR GREAT ACCOUNTABILITY

- Canadians greatly feel the need to have some kind of a regulatory body monitoring the activities of charities. As previously mentioned, almost all (95%) indicate that more attention should be paid to the way charities spend their money, and an increasing number of Canadians say that more attention should be paid to the amount of money charities spend on program activities (91% versus 86% in 2000). More than eight-in-ten (88%) feel that more attention should be paid to the way charities raise money and 86% on the amount of money charities spend on hiring professionals to do their fundraising.

- About six-in-ten (58%) respondents feel that there is no organization watching over the activities of charities, while 11% are unsure.

- Of the 32% who are aware that there is an organization watching over the activities of charities, eight-in-ten (79%) are not able to name it. The most frequently mentioned organizations are the Canada Revenue Agency/ The Charities Directorate (6%) and the Federal/ Provincial government (5%).

- Two-thirds (66%) think that there should be an independent organization or agency monitoring the activities of charities.

ADVOCACY ACTIVITIES OF CHARITIES

- Eight-in-ten (78%) respondents agree that the laws should be changed to permit charities to advocate more freely for their causes.

- Some forms of advocacy continue to be highly acceptable to Canadians, including speaking out on issues relating to the environment, poverty and healthcare (95%) and meeting with government ministers or senior public servants (92%), and using research results to support a message (91%).

- Other forms of advocacy have become more acceptable to Canadians in recent years. Compared to 2000, significantly more Canadians say that it is acceptable for charities to use advertisements as a way to speak out about their cause (from 85% to 92%). The number of Canadians who think that it is acceptable for charities to use blockades or participate in other non-violent acts has also increased (from 25% to 33%).

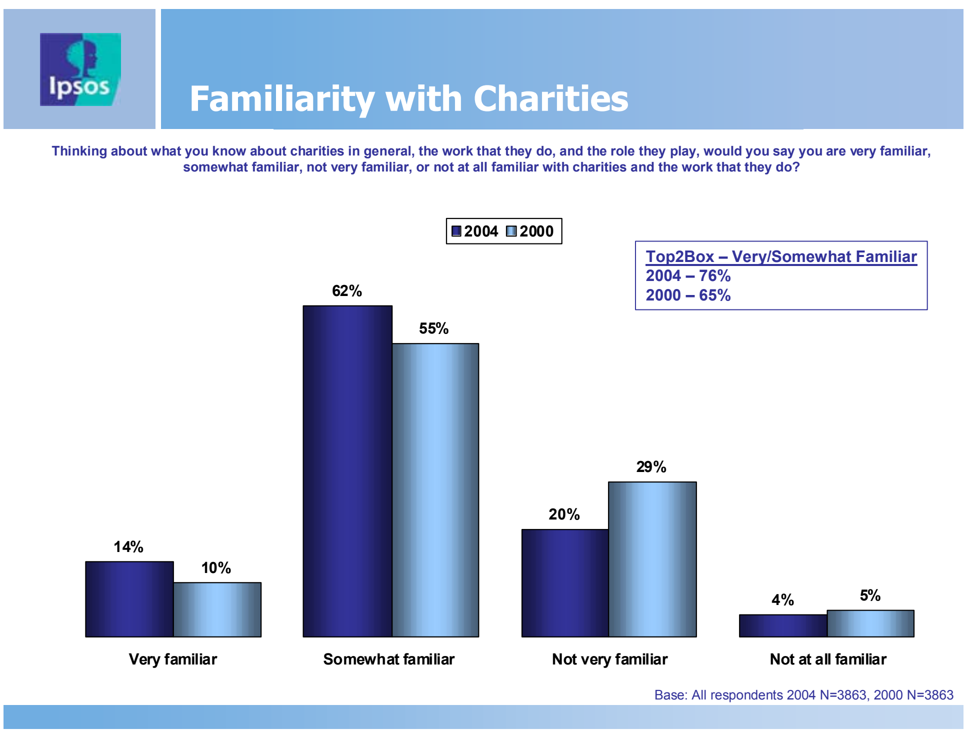
- Nearly two-thirds (64%) say that holding legal street protests and demonstrations is an acceptable way for charities to speak about their cause and try to get things changed.

- More than eight-in-ten (83%) Canadians feel that charities should be obligated to provide information about BOTH sides of an issue.

3.0 Familiarity and Perceived Importance of Charities

Familiarity with Charities

Canadians appear to have a high degree of familiarity with charities and the work that they do. Moreover, the results suggest that the public's familiarity with charities has increased significantly in recent years. Three-quarters (76%) of Canadians now say that they are very familiar or somewhat familiar with the work of charities, compared to 65% in 2000. The proportion of Canadians who are 'very familiar' has increased from 10% in 2000 to 14%, while those who say they are 'somewhat familiar' has increased from 55% in 2000 to 62%.



Provincial and Sociodemographic Variables

Familiarity with the work of charities appears to be highest in Nova Scotia (87%), followed by Prince Edward Island, Ontario, Manitoba, Alberta and British Columbia all at 83%. Familiarity with charities is lowest in Quebec, with only 54% indicating that they are very or somewhat familiar with charities and the work that they do.

The results suggest that women (78%) are more familiar with the work of charities than men (73%). Respondents who attend religious services once a week are more likely to be familiar with the work of charities (86%) than those who say they never attend religious services (66%). As well, propensity to be familiar with the work of charities generally increases with age, level of education and reported household income.

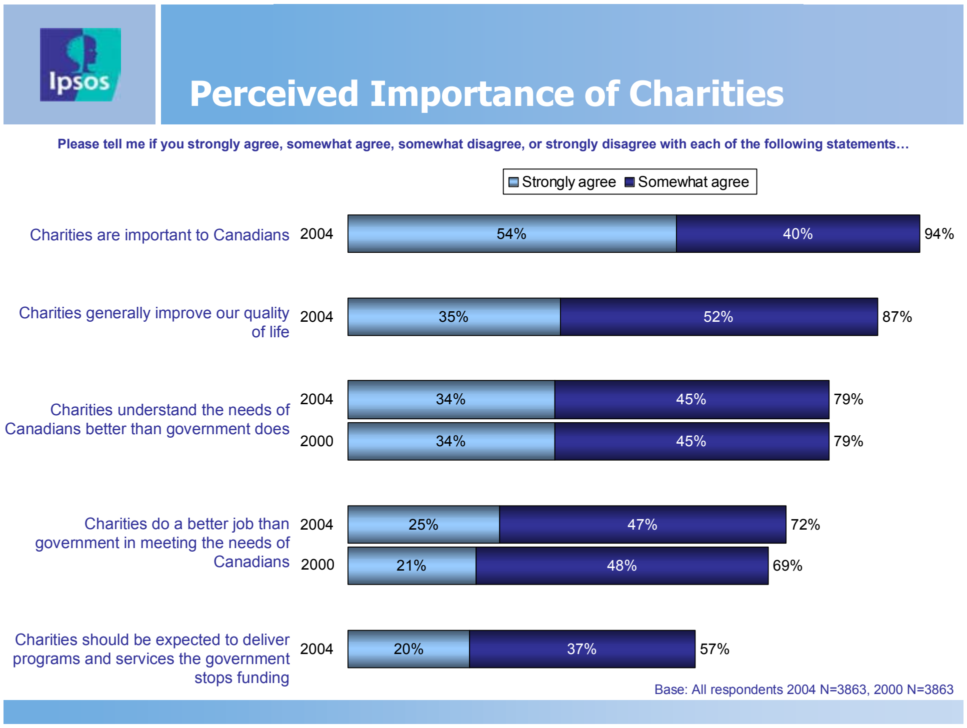
Donor Behavior

Familiarity with charities appears to depend on donor behavior as well as the amount of trust in charities. Respondents who made a donation in 2003 are more likely to be familiar with charities and the work that they do (80%) than those who did not make a donation (59%).

Perceived Importance of Charities

Canadians generally have positive perceptions of the role that charities play in the country, and most view charities as being very effective in meeting the needs of Canadians. As the chart below shows, almost all respondents agree that charities are important to Canadians (94%), including 54% who strongly agree. Also, almost nine-in-ten (87%) Canadians agree that charities improve our quality of life. Similar to results in 2000, over three-quarters (79%) of respondents indicate agreement with the statement, "charities understand the needs of Canadians better than the government does", and 72% agree that "charities do a better job than government in meeting the needs of Canadians".

The public is much more indecisive about whether or not charities should be expected to deliver programs and services the government stops funding. Most of the 57% of Canadians who agree that this should be expected of charities, hold a generally soft opinion – 37% somewhat agree. As well, nearly as many Canadians strongly disagree (19%) as strongly agree (20%).

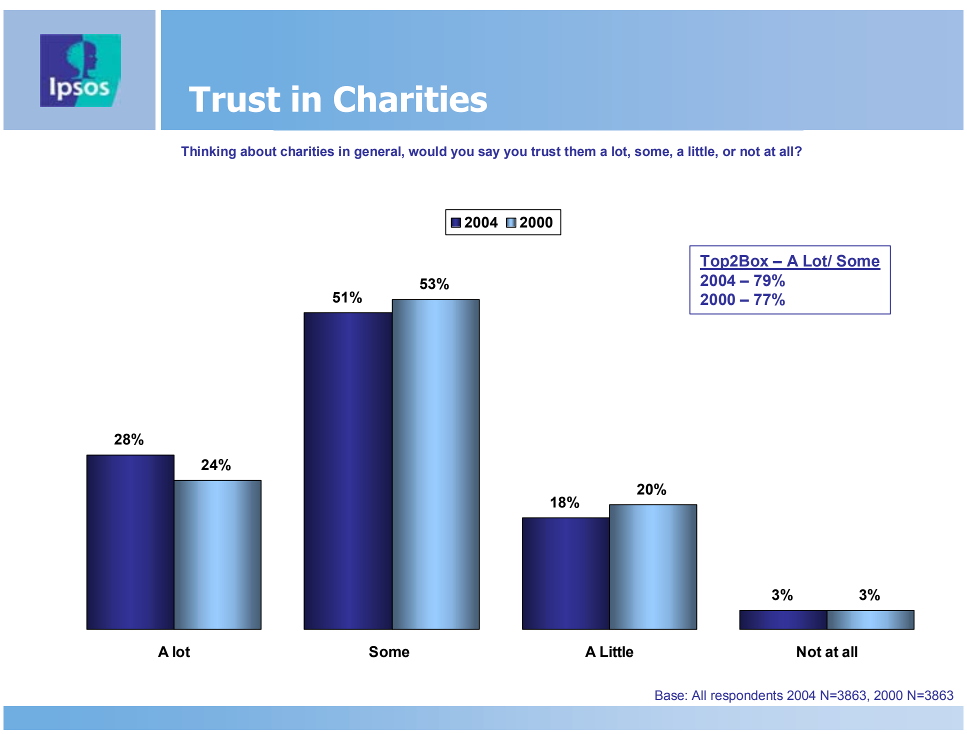

Perceived Importance of Charities
Please tell me if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements…
Strongly agree
Somewhat agree
Charities are important to Canadians
2004
54%
40%
94%
Charities generally improve our quality of life
2004
35%
52%
87%
Charities understand the needs of Canadians better than government does
2004
34%
45%
79%
2000
34%
45%
79%
Charities do a better job than government in meeting the needs of Canadians
2004
25%
47%
72%
2000
21%
48%
69%
Charities should be expected to deliver programs and services the government stops funding
2004
20%
37%
57%
Base: All respondents 2004 N=3863, 2000 N=3863

4.0 Trust and Confidence in Charities

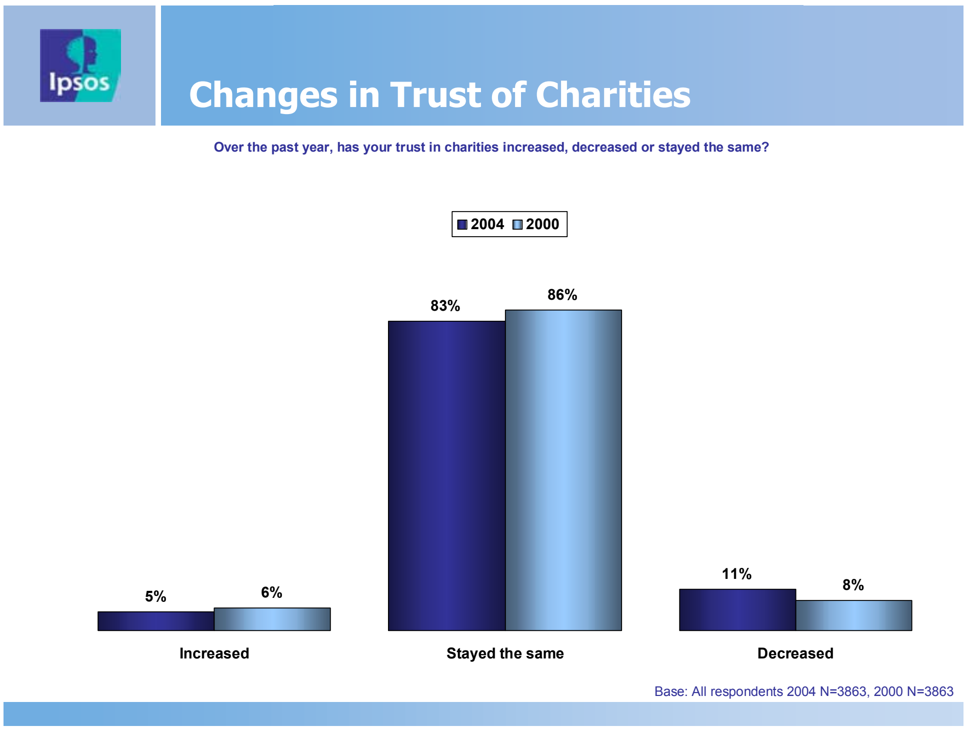
In the current study, we examine the general level of trust and confidence in charities and evaluate any perceptible changes in public opinion from 2000. We begin by examining the public's general level of trust in charities and evaluating whether that trust has increased or decreased in the past year. We also compare the public's level of trust in various types of charities (e.g. health organizations versus international development organizations), and compare the trust that Canadians have in people who lead charities with those in other professions (e.g. doctors or lawyers).

Trust in Charities and Leaders of Charities

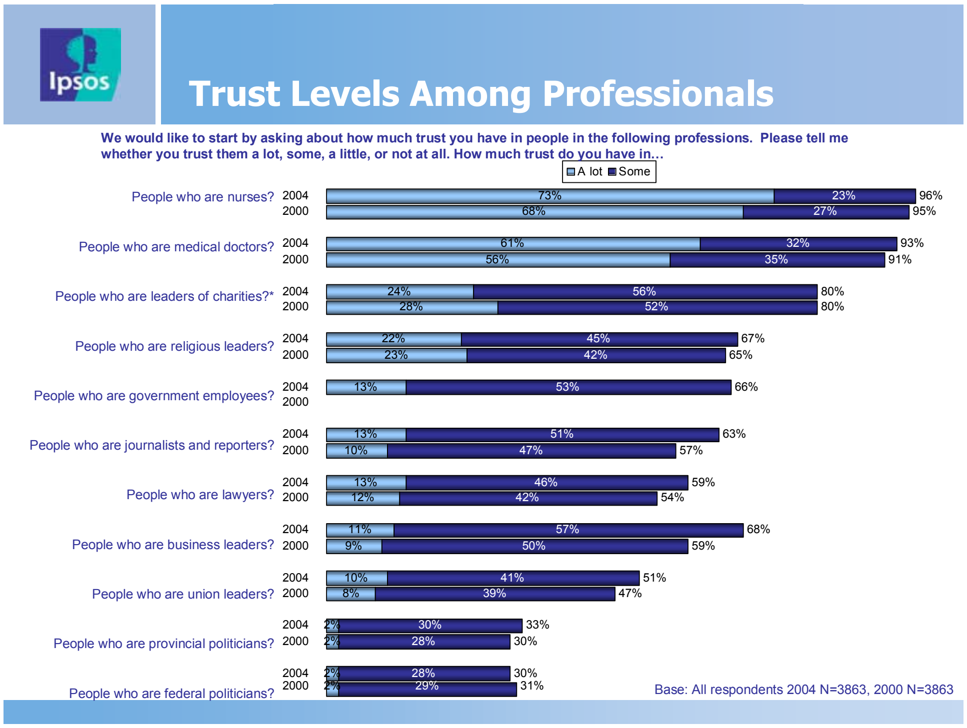
Public trust in charities appears to be quite high and remains consistent with the results in 2000. About eight-in-ten (79%) respondents report having "a lot" or "some" trust in charities. In contrast, 18% indicate that they trust charities "a little" and only 3% trust charities "not at all".



The vast majority (83%) of Canadians report that their level of trust in charities has remained the same over the past year. Of those who indicate that their trust in charities has increased, one percent (1%) of Canadians indicate that their trust has increased "a lot" and 4% indicate their trust has increased "a little". In contrast, 4% of Canadians indicate that their trust has decreased "a lot" and 7% decreased "a little".



The results suggest that Canadians trust leaders of charities (80%) more than they trust many other professions. As indicated by the chart below, only nurses (96%) and medical doctors (93%) are trusted more. Charity leaders rank higher than business (68%) and religious leaders (67%), government employees (66%), journalists and reporters (63%), lawyers (59%), union leaders (51%), provincial (33%) and federal (30%) politicians. These results are largely unchanged from 2000.



PROVINCIAL AND SOCIO-DEMOGRAPHIC VARIABLES

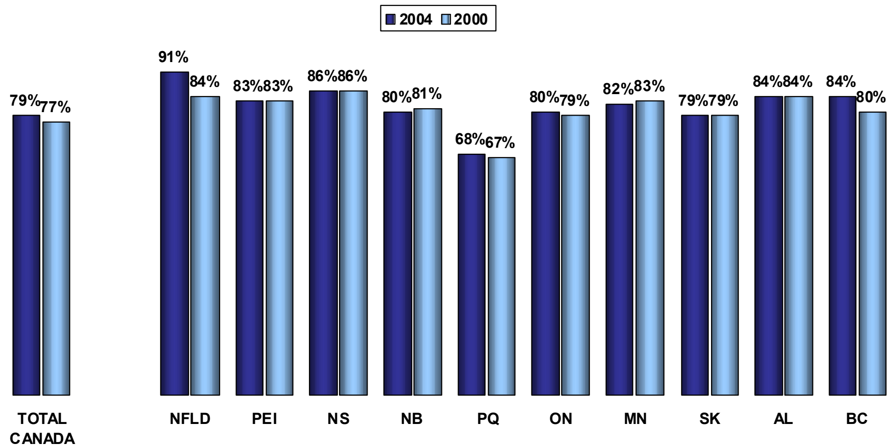
Propensity to trust charities is slightly higher among women (81%) than men (76%). Those with a higher level of education are more likely to trust charities than those with a lower level of education – 85% of university graduates trust charities “a lot” or “some” as compared to 64% of those with less than a high school education. Propensity to trust charities decreases as age increases while the reverse is true when it comes to household income levels – 77% of those who earn less than $20,000 trust charities “a lot” or “some” as compared to 88% of those who earn more than $100,000. Propensity to trust charities increases as frequency of attending religious services increases – 83% of those who attend religious services once a week trust charities “a lot” or “some” as compared to 69% of those who never attend religious services.

Provincially, Newfoundlanders (91%) and Nova Scotians (86%) report the highest levels of trust in charities, while trust is lowest in Quebec (68%). Quebec residents are also the least likely of all Canadians to trust leaders of charities (74%).

Trust in Charities by Province

Thinking about charities in general, would you say you trust them a lot, some, a little, or not at all?

Total Trust
(A lot of trust/ Some trust)

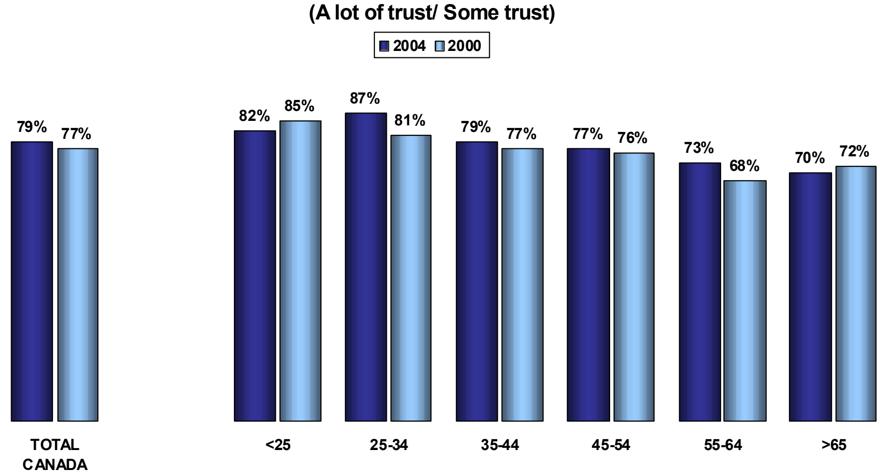


Base: All respondents 2004 N=3863, 2000 N=3863

Trust in Charities by Age

Thinking about charities in general, would you say you trust them a lot, some, a little, or not at all?

Total Trust
(A lot of trust/ Some trust)



Base: All respondents 2004 N=3863, 2000 N=3863

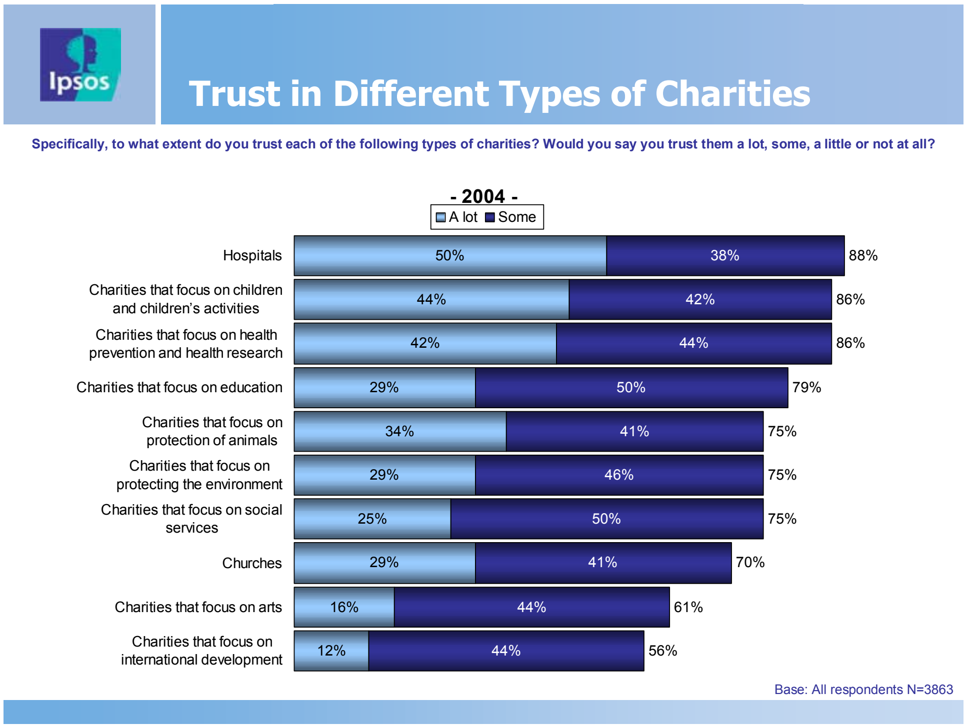
Donor Behavior and Knowledge of Charities

As in 2000, donations and familiarity with the work of charities appear to be closely related to Canadians' level of trust in charities. Eighty percent (80%) of Canadians who made a charitable donation in 2003 report having "a lot" or "some" trust in charities as compared to 71% who did not make a charitable donation. Eighty-two percent (82%) of Canadians who report being very or somewhat familiar with the work of charities, indicate that they have "a lot" or "some" trust in charities compared to 67% of those who are not very or not at all familiar with the work of charities.

Trust in Different Types of Charities

Canadians' trust in charities varies greatly depending on the type of charity. As the chart below shows, hospitals appear to be the most credible with Canadians, with 88% of respondents indicating that they trust hospitals "a lot" or "some". This is followed by charities that focus on children and children's activities (86%), charities that focus on health prevention and health research (86%), and charities that focus on education (79%). Three-quarters of Canadians trust charities that focus on the protection of animals (75%), charities that focus on protecting the environment (75%) and charities that focus on social services (75%). Churches (70%) and charities that focus on arts (61%) are perceived to be somewhat less trustworthy, and Canadians are least trusting of charities that focus on international development, with only 56% of respondents indicating that they trust this type of charity "a lot" or "some".

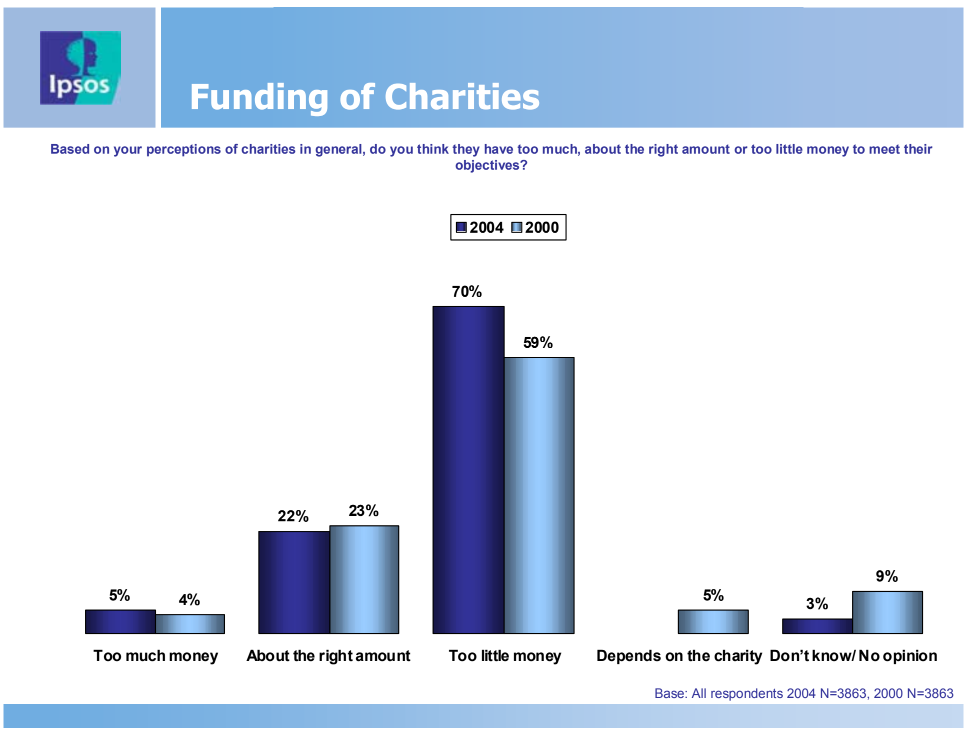
With the exception of churches and hospitals, propensity to trust the different types of charities decreases as age increases and increases as education increases. Respondents from Quebec are least likely to trust hospitals (82%) while those from Prince Edward Island (96%) and Newfoundland (95%) are most likely. Respondents who made a charitable donation in 2003 and those who are familiar with the work of charities are most likely to trust the different types of charities. Women appear more likely to trust the different types of charities than men.


Ipsos
Trust in Different Types of Charities
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?
- 2004 -
A lot
Some
Hospitals 50% 38% 88%
Charities that focus on children and children's activities 44% 42% 86%
Charities that focus on health prevention and health research 42% 44% 86%
Charities that focus on education 29% 50% 79%
Charities that focus on protection of animals 34% 41% 75%
Charities that focus on protecting the environment 29% 46% 75%
Charities that focus on social services 25% 50% 75%
Churches 29% 41% 70%
Charities that focus on arts 16% 44% 61%
Charities that focus on international development 12% 44% 56%
Base: All respondents N=3863

5.0 Views on Funding and Donations

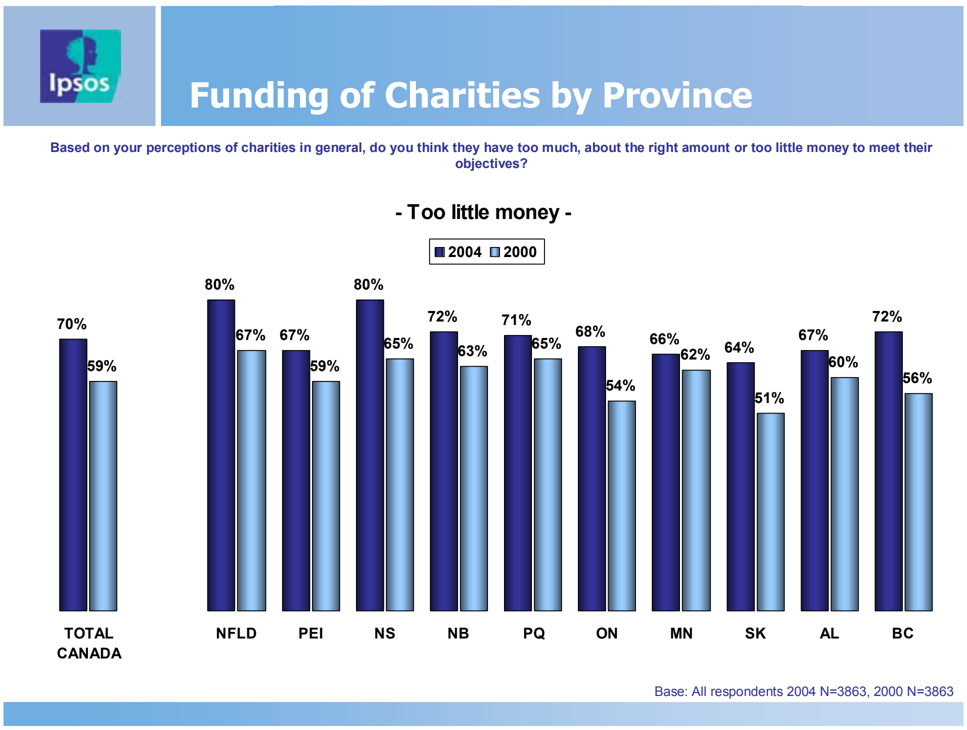
Funding of Charities

Canadians generally feel that charities play an important role in the lives of Canadians, yet a majority of Canadians think that charities do not receive adequate resources for their work. When asked whether the money charities have to meet their objectives is too much, about the right amount or too little, 70% of respondents indicate that charities have too little money to meet their objectives[2].



Provincial and Socio-demographic Variables

There are significant provincial variations in views about whether charities have enough money to meet their objectives. Those in Newfoundland (80%), Nova Scotia (80%), New Brunswick (72%) and British Columbia (72%) are most likely to think that charities have too little money, while those in Saskatchewan (64%) and Manitoba (66%) are least likely to hold this view. Propensity to say that charities have too little money increases as household income increases – 66% of those with a household income of less than $20,000 indicate that charities have too little money as compared to 73% of those with a household income of more than $100,000. Respondents who attend religious services 1-2 times per month are more likely to indicate that charities have too little money (76%) while those who never attend religious services are less likely (63%)[3].



DONOR BEHAVIOR

Donors (those who have donated to a charity in the last year) are more likely than non-donors to indicate that charities have too little money to do their work (72% vs. 62%).

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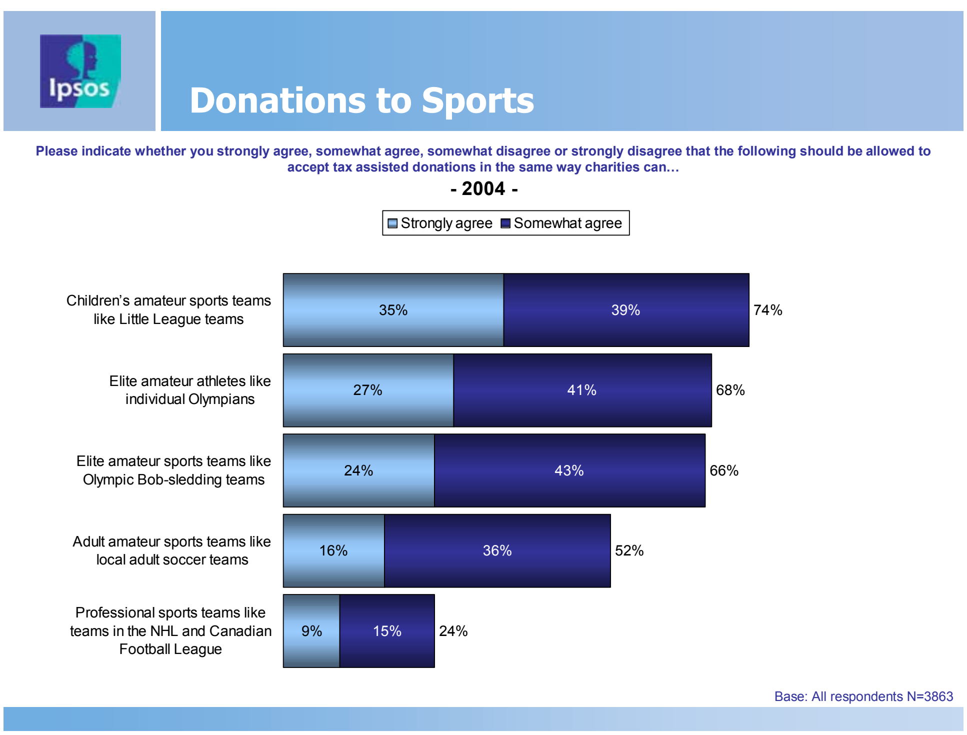
[2] In the 2000 survey "Depends on the charity" was offered as an unread option and respondents who mentioned that choice were recorded separately.

[3] In the 2000 survey "Depends on the charity" was offered as an unread option and respondents who mentioned that choice were recorded separately.

Opinions about Donations to Sports

Survey results suggest that Canadians support the extension of charitable tax benefits to children's amateur sports teams, but are less sure about whether elite athletes and adult amateur leagues should have this benefit. Most Canadians are opposed to professional sports team receiving the same tax incentives as charities. When asked about different types of amateur and professional sports teams and whether they should be allowed to accept tax assisted donations in the same way charities do, three-quarters (74%) of respondents agree (strongly or somewhat) that children's amateur sports teams like Little League teams should be allowed to do so, with 35% strongly agreeing with this view. Almost seven-in-ten (68%) respondents agree that elite amateur athletes like individual Olympians should be allowed to accept tax assisted donations, and 66% of respondents think that the same privilege should be extended to elite amateur sports teams like Olympic bobsledding teams. However, Canadians are split as to whether this should be extended to adult amateur sports teams like local adult soccer teams – about half (52%) agree with this view. One-quarter (24%) of respondents agree that professional sports teams like the NHL and CFL should be allowed to accept tax assisted donations.



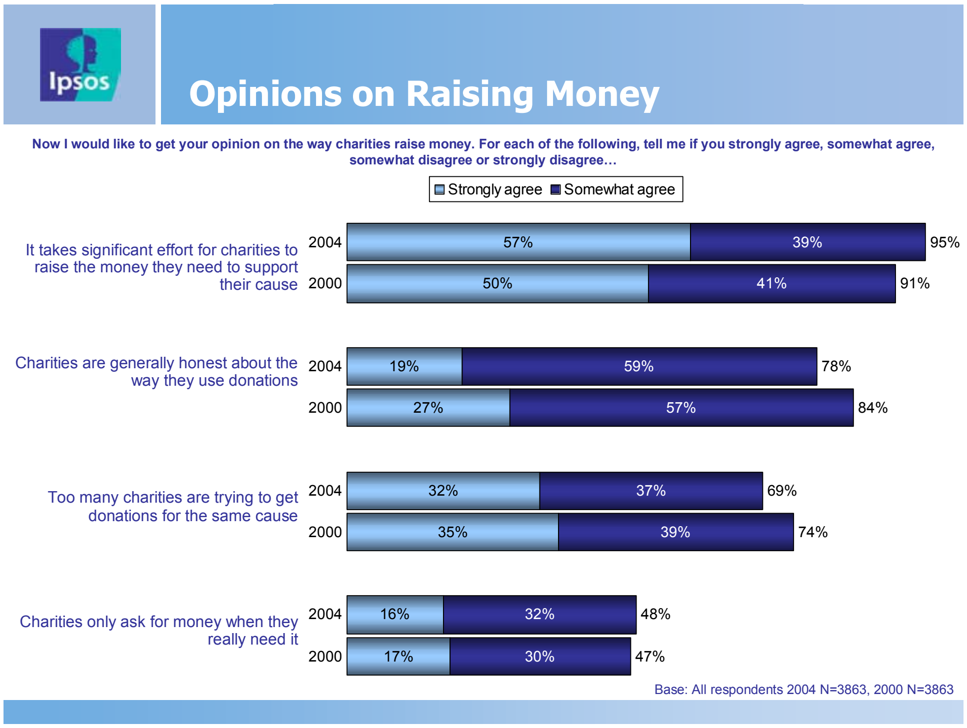
6.0 VIEWS ON FUNDRAISING

OPINIONS ON THE WAY CHARITIES RAISE MONEY

Canadians understand that fundraising is a necessity for charities, but are somewhat uneasy about how charitable fundraising is conducted and about commission-based fundraising practices. In order to understand public opinion, Canadians were probed on several issues related to charitable fundraising.

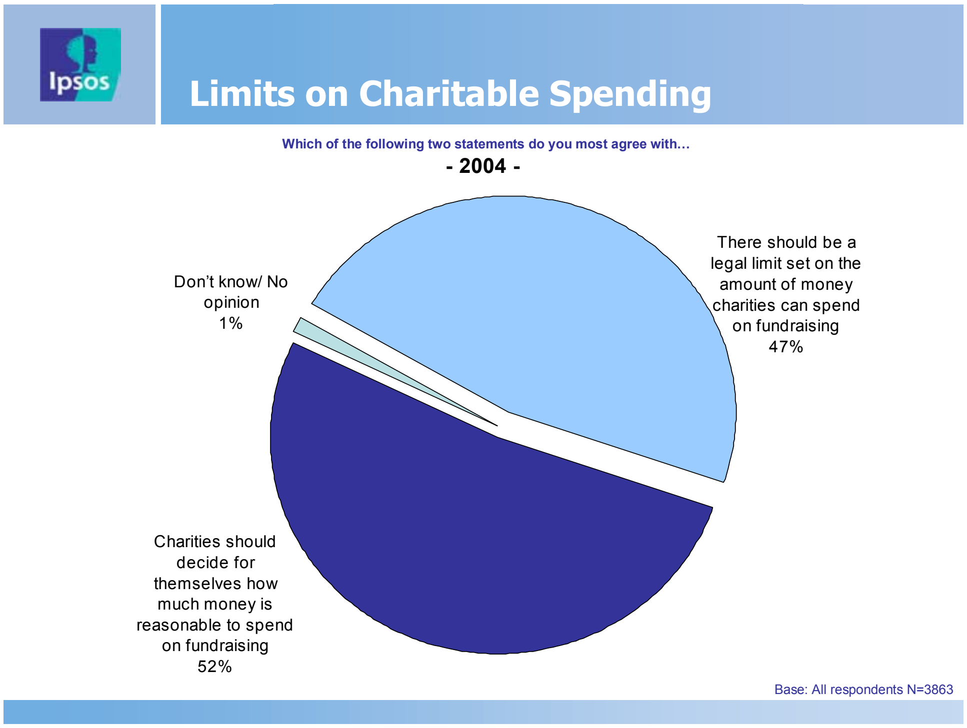
Almost all (95%) respondents agree (strongly or somewhat) it takes significant effort for charities to raise the money they need to support their cause, with 57% strongly agreeing. Agreement with this issue has increased by 4 points since 2000. Eight-in-ten (78%) also agree that charities are generally honest with the way they use donations, down by 6 points since 2000. There is some skepticism however, concerning how often charities really need to be asking for money; less than half (48%) of the respondents agree with the statement “charities ask for money only when they need it” – 52% disagree. Furthermore, seven-in ten (69%) respondents agree that there are too many charities trying to get donations for the same cause, though this measure has declined 5 points since 2000.

Nearly nine-in-ten Canadians (88%) agree that more attention should be paid to the way charities raise money.



Setting Limits on Spending

The public is largely split as to 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 between 1) "There should be a legal limit set on the amount of money charities can spend on fundraising" and 2) "Charities should decide for themselves how much money is reasonable to spend on fundraising"; half (52%) of respondents indicate that charities should be able to decide for themselves, while 47% say that there should be a legal limit.



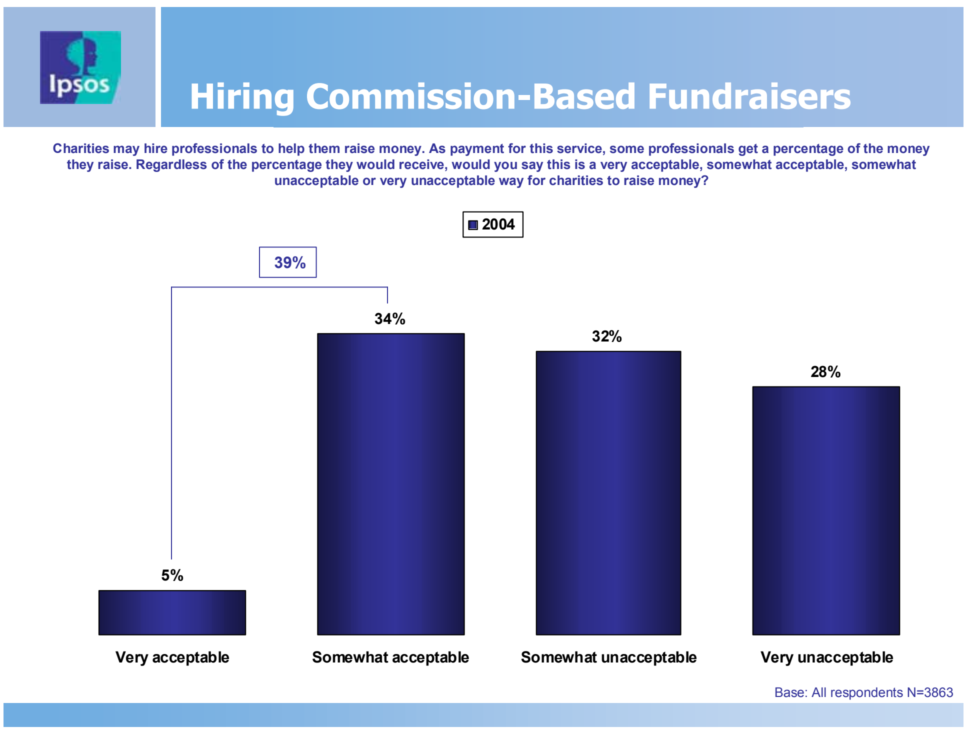
PROVINCIAL AND SOCIO-DEMOGRAPHIC VARIATIONS

Respondents from Manitoba (60%) are most likely to indicate that charities should be able to decide for themselves how much money should be spent on fundraising while those from Newfoundland are least likely to be of this opinion (42%).

Agreement with the opinion that charities should decide for themselves on how much money should be spent on fundraising is higher among those under the age of 25 (61%) and lower among those aged 55-64 (36%) and those aged 65+ (43%). Those with a household income between $20,000 - $50,000 are less likely to feel that charities should decide for themselves (48%), while those with an income of more than $100,000 are more likely to be of this view (61%). Those who attend religious services once a week (48%) and those who attend once or twice a year (48%) are less likely to think that charities should decide for themselves, while those who never attend religious services are most likely to be of this view (57%). Generally, the propensity to say that charities should decide for themselves increases as education level increases.

VIEWS ON CHARITIES HIRING COMMISSION-BASED FUNDRAISERS

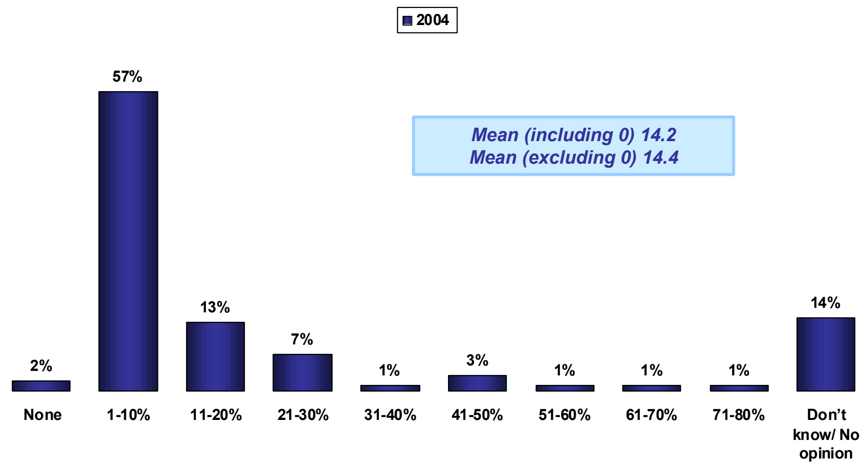
Many charities hire professional fundraisers to raise money for their cause. As payment for this service, some professionals and firms get a percentage of the money they raise. Some feel this practice raises some ethical concerns; concerns that the public tends to share. Six-in-ten (60%) Canadians find that this type of commission-based fundraising unacceptable for charities, including 28% who find it very unacceptable. Only four-in-ten (39%) respondents consider hiring commission-based fundraisers an acceptable (very or somewhat) way for charities to raise money, with only 5% strongly agreeing.



Those who think that commission-based fundraising is acceptable, on average, feel the maximum percentage fundraisers should receive as payment is 14%. Six-in-ten (57%) indicate that the maximum limit for commission should be set between 1-10%. One-in-ten (13%) say that 11-20% should be the maximum and 7% say that 21-30% should be the limit.

Percentage to Fundraisers

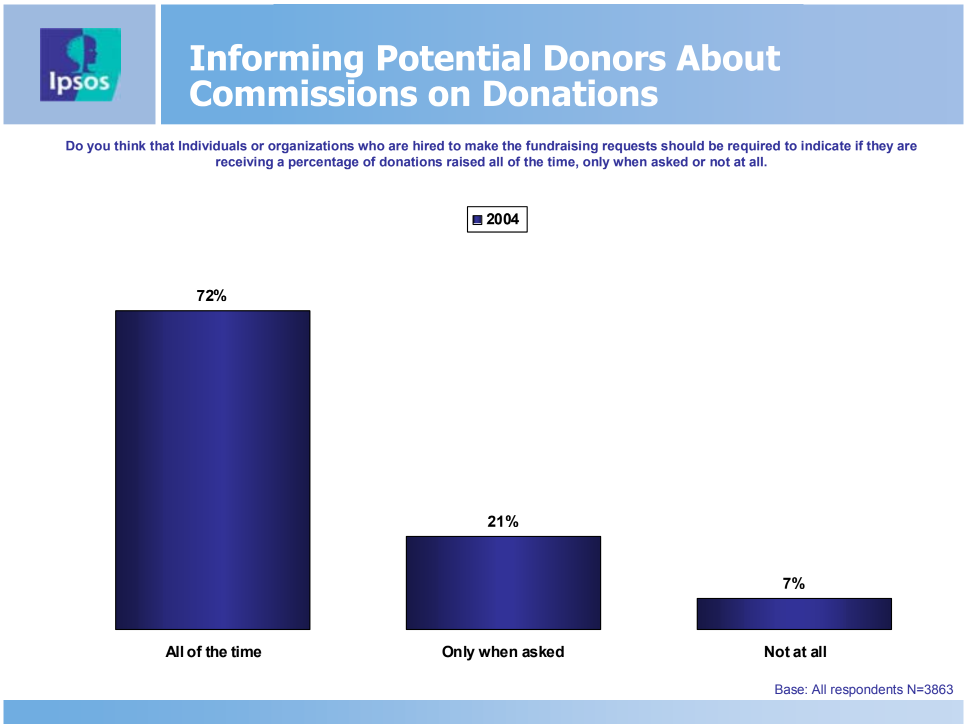
Of the money that is raised for charities, what is the maximum percentage that you think a professional fundraiser should get as payment for services?



Base: Acceptable to hire professionals N=1502

The vast majority (86%) of Canadians think that more attention should be paid to the amount of money charities spend on hiring professionals to do their fundraising. In fact, half (51%) of Canadians strongly agree that more attention should be paid to this subject.

Survey respondents were asked whether they think that individuals or organizations that are hired to make fundraising requests should be required to indicate that they are receiving a percentage of donations raised. Almost three-quarters (72%) say that they should be required to indicate that they are receiving a percentage of donations raised all of the time, 21% say that this information should be revealed only when asked, and 7% say that this does not have to be revealed at all.



PROVINCIAL AND SOCIO-DEMOGRAPHIC VARIATIONS

Respondents from New Brunswick are more likely to think that is it acceptable to use professional, commission-based fundraisers (47%) than those in other provinces. Younger Canadians are more likely find this practice acceptable than older Canadians -- 49% of those under the age of 25 say it is acceptable as compared to 25% of those over the age of 65.

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 – those from Nova Scotia are most likely to be of this view (79%), followed by those in British Columbia (76%) and those in Ontario (74%) while respondents from Quebec (66%) are least likely to be of this opinion. Those under the age of 25 are least likely to feel that commission-based fundraisers should indicate that they are receiving a percentage of the donations raised all of the time (52%) while those aged 45-54 (80%) and 55-64 (79%) are most likely to be of this view. Propensity to think that commission-based fundraisers should indicate that they are receiving a percentage of the donations raised all of the time increases as income level and education level increase.

DONOR BEHAVIOR AND KNOWLEDGE OF CHARITIES

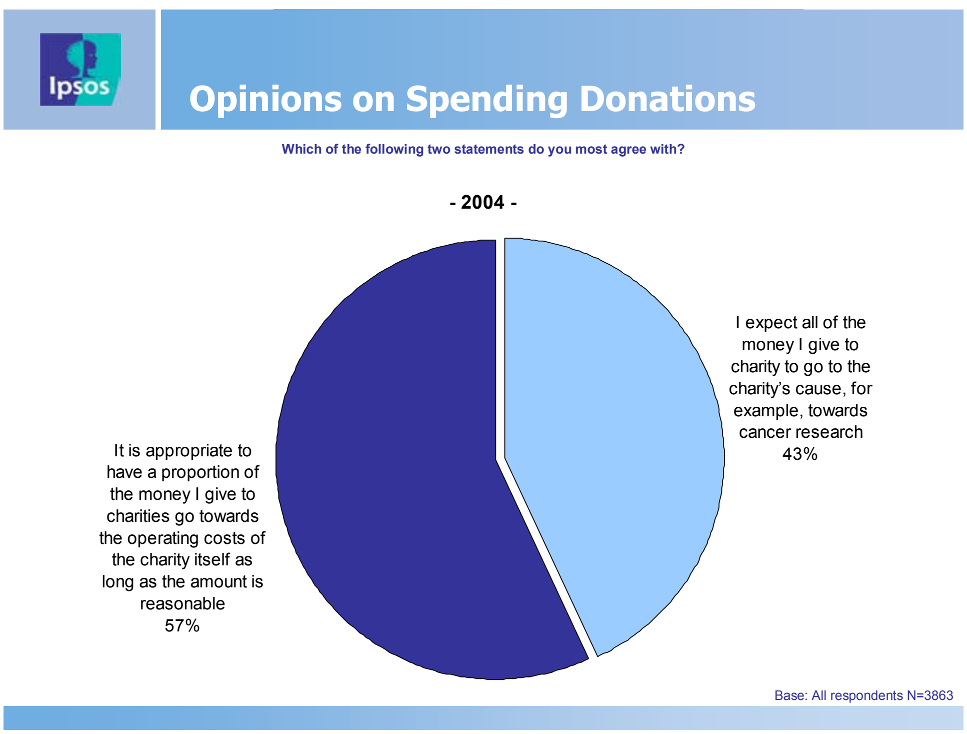
There appears to be a correlation between trust in charities generally and comfort with commission-based fundraising. Those who trust charities a lot are more likely (46%) to say that it is an acceptable practice as compared to those who do not trust charities at all (21%).

Those who made a donation in 2003 (75%) and those who are familiar with the work of charities (75%) 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.

7.0 Views on Spending Practices

Opinions on How Donations Are Spent

In line with the public's high level of trust in charities, Canadians tend to accept that a proportion of their donation should go towards the charity's operating costs. Respondents were asked to indicate which of two views were closest to their own 1) "I expect all of the money I give to charity to go to the charity's cause, for example, towards cancer research"; or 2) "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." Although almost six-in-ten (57%) chose the latter view, a large proportion of the respondents (43%) say that all the money they donate should go to the charity's cause.



Provincial and Socio-demographic Variations

Respondents in Quebec are least likely to think that it is appropriate that a proportion of their donations go towards operating costs (48%), while those in British Columbia are most accepting of this view (64%). Those most likely to accept that a proportion of their donation go towards operating costs are those with a household income of more than $100,000 (73%) and those with post graduate degrees (72%).

DONOR BEHAVIOR AND KNOWLEDGE OF CHARITIES

Donors are more likely (59%) to think it is appropriate for a portion of their donation to go towards the charity's operating costs as compared to those who have not made a donation to charity in the past year (49%). Similarly, those who are familiar with the work of charities are more likely to feel it is appropriate that some of their donation go towards operating expenses (60%) than those who are not familiar (47%).

Although a majority accept the fact that a portion of their charitable donations go towards the charity's operating expenses, almost all (95%) respondents agree (strongly or somewhat) that more attention should be paid to the way charities spend money – 63% strongly agree while only 1% strongly disagree. Nine-in ten (91%) respondents are also of the opinion that more attention should be paid to the amount of money charities spend on program activities. The proportion of Canadians who feel this way has increased by 5 points compared to 2000.

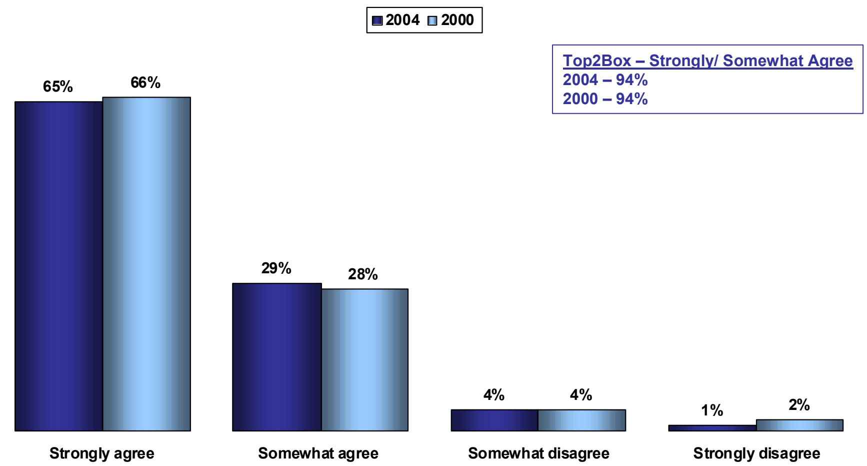
Along with a desire for greater oversight of spending practices, the results suggest a decline in the proportion of Canadians who agree charities are generally honest about the way they use donations. Agreement with this measure has declined 6 points since 2000, but remains high at 78%.

VIEWS ON DISCLOSURE OF SPENDING

Canadians across the country are insistent that charities disclose how donations are spent. As in 2000, almost all (94%) respondents agree (strongly or somewhat) that charities should be required to disclose how donor contributions are spent each time they request donations, with 65% strongly agreeing with this view.

Spending Donor Contributions

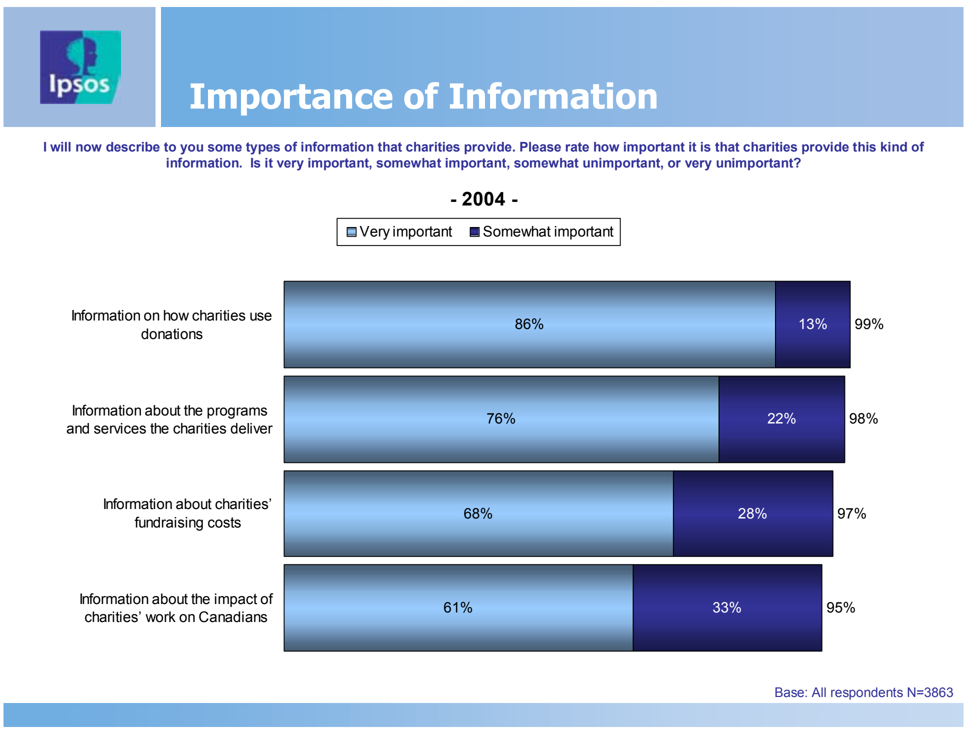
Please rate your level of agreement with the following statement. On each fundraising request, charities should be required to disclose how donors' contributions are spent. Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree?



Base: All respondents 2004 N=3863, 2000 N=3863

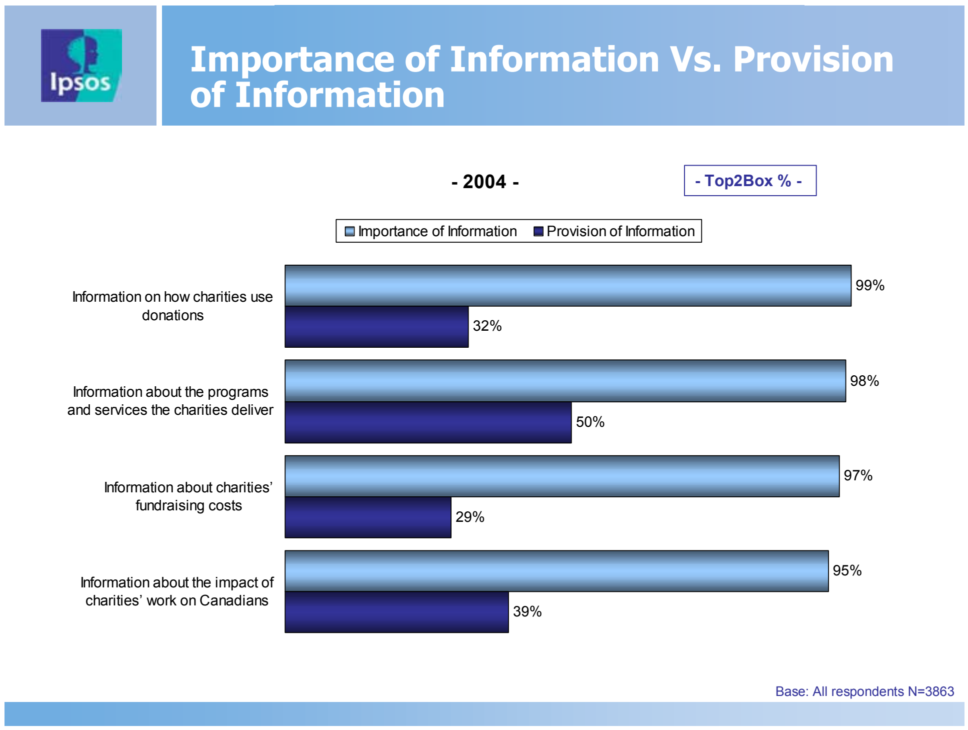
8.0 Views on Information Provided by Charities

Canadians place a great deal of importance on receiving information about charities and the work that they do. Almost all (99%) respondents indicate that it is important (very or somewhat) that charities provide information on how they use donations, information about the programs and services that charities deliver (98%), information about charities' fundraising costs (97%) and information about the impact of charities' work on Canadians (95%).



However, Canadians do not think that charities do a good job of providing this information to the public. When asked whether charities are doing an excellent, good, fair or poor job at providing information, only three-in-ten (29%) respondents indicate that charities are doing an excellent/ good job providing information about fundraising costs, with only 3% indicating that they are doing an excellent job, and 30% say that charities do a poor job of this. Only one-third (32%) think that charities do an excellent or good job of providing information on how they use donations. Four-in-ten (43%) say charities do a fair job of this, and 25% say they do a poor job. Four-in-ten (39%)

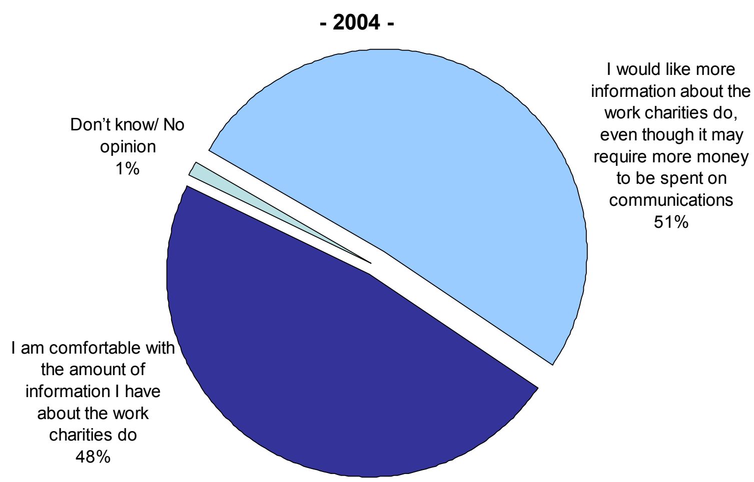
Canadians rate charities as excellent or good on providing information about the impact of charities' work on Canadians. Comparatively, Canadians say charities do the best job of providing information about the programs and services they deliver – 50% rate charities as excellent or good at providing this type of information.



Despite a tepid degree of satisfaction with the information charities provide, Canadians are divided on the need for more information about the work of charities particularly if it means that more of their donation dollars would be spent on communicating this information. When asked to choose the point of view closest to their own between 1) " I would like more information about the work charities do, even though it may require more money to be spent on communications" or 2) "I am comfortable with the amount of information I have about the work charities do", about half (51%) agree with the former point of view, and half (48%) with the latter.

Information Before Making Decisions

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



Base: All respondents N=3863

PROVINCIAL AND SOCIO-DEMOGRAPHIC VARIATIONS

Respondents from Newfoundland (57%), New Brunswick (57%), and Alberta (57%) are more likely to want more information even if it means that more money is spent on communications as compared to respondents from Prince Edward Island (48%), and Saskatchewan (49%).

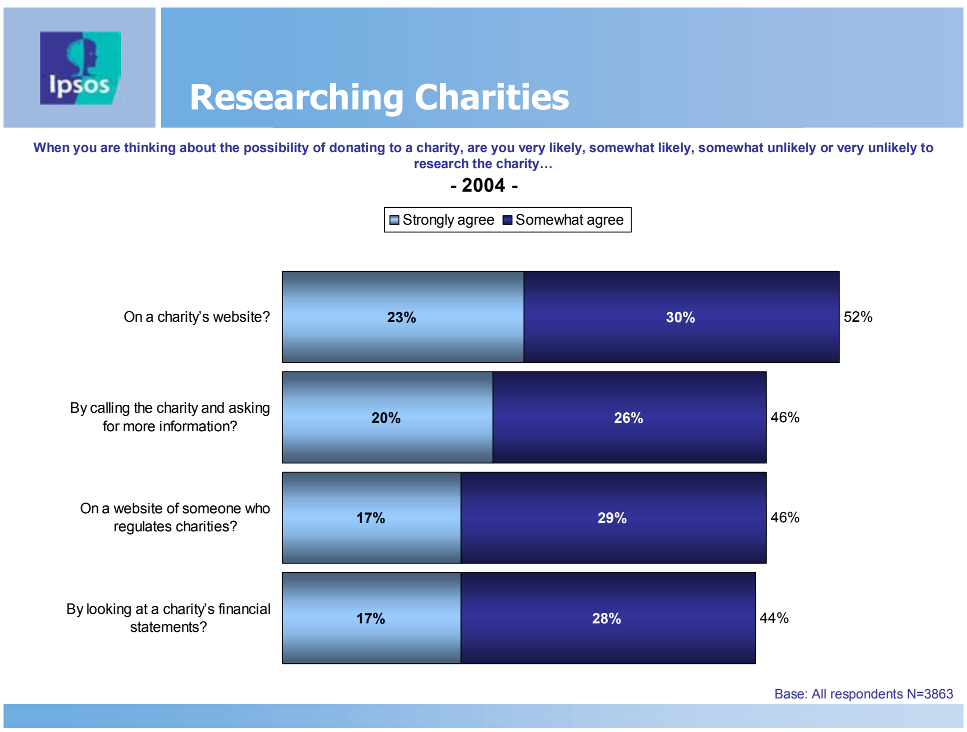
There are no significant demographic variations except that respondents under the age of 25 (45%) and those over 65 (42%) are least likely to want more information as compared to others.

TRUST IN CHARITIES

Propensity to want more information increases as trust in charities decreases – 44% of those who trust charities "a lot" want more information as compared to 58% of those who do not trust charities "a little" or "not at all".

VIEWS ON RESEARCH BEFORE DONATING

When asked about their views on researching charities when they are considering making a donation, Canadians appear to be split as to whether or not they would use the available means of research. Half (52%) of respondents indicate that they would be very or somewhat likely to research a charity on a charity's website. Of those, 23% are very likely. Three-in-ten (28%) are not at all likely to research a charity on a charity's website when thinking of donating to a charity. Nearly half (46%) would call the charity and ask for more information, 46% would research the charity on a website of someone who regulates charities and 44% would look at the charity's financial statements.

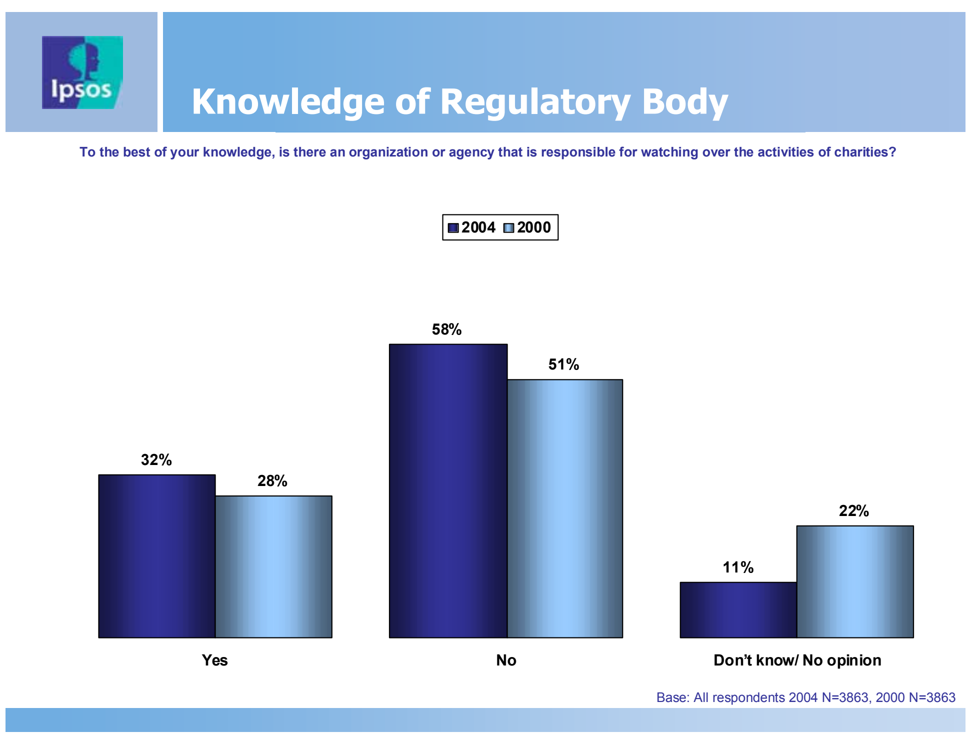


9.0 Opinions About the Need for Greater Accountability

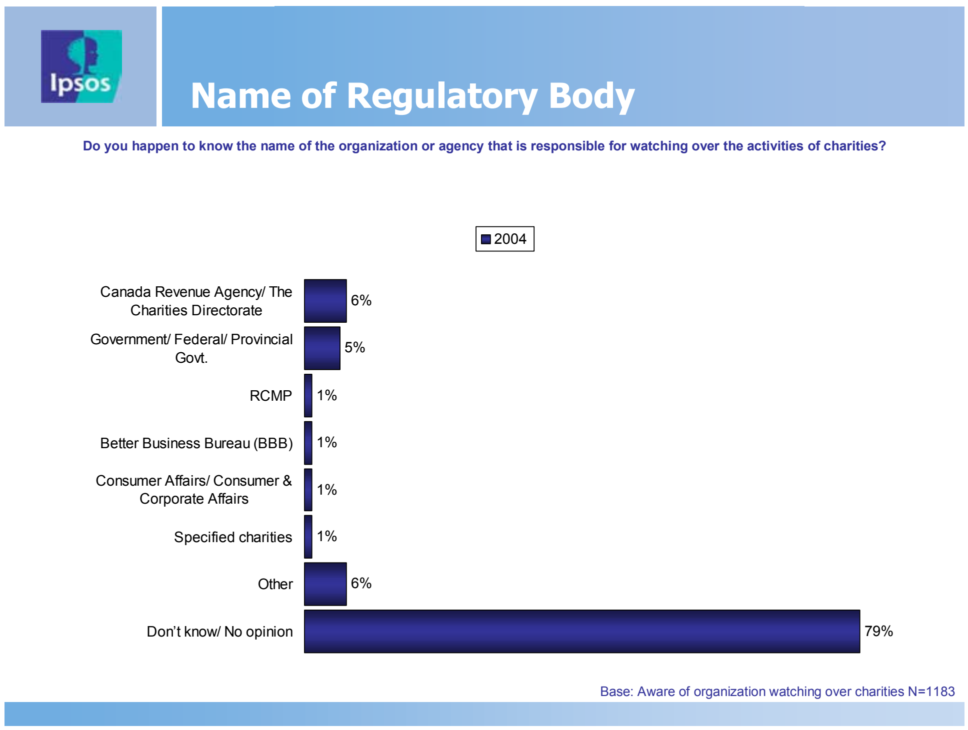
Although Canadians think that it is important that charities provide information about their functions, their fundraising practices, how contributions or donations are spent, and even how their organization benefits Canadians, there is little knowledge about the organizations that monitor charities.

Lack of Awareness About Current Monitoring of Charities

Most Canadians are not aware that the Canada Revenue Agency/ The Charities Directorate and some provincial and municipal government bodies currently monitor charities. When asked if to the best of their knowledge, there is an organization or agency that is responsible for watching over the activities of charities, 58% are of the opinion that there is no such organization (an increase of 7 points from 2000), while another 11% indicate that they do not know whether there is an organization overseeing charities. Only three-in-ten (32%) respondents are aware of any such organization.



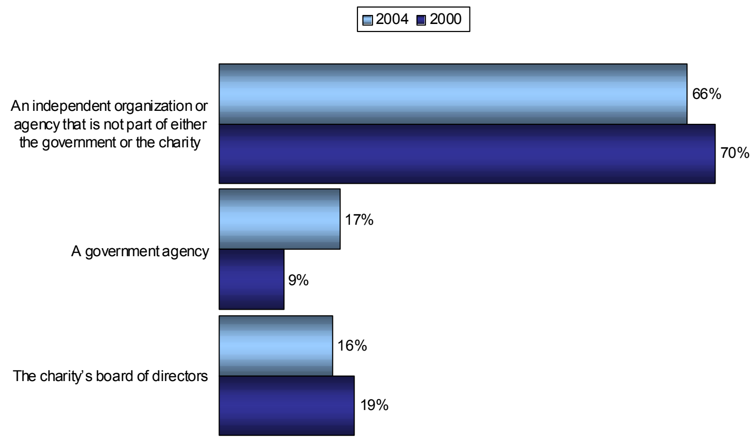
Among those who indicated that they are aware of such an organization (32%), eight-in-ten (79%) were not able to name it. Other responses were very diverse – Canada Revenue Agency/ The Charities Directorate was named by 6%, followed by Federal/ Provincial Government (5%), RCMP (1%), Better Business Bureau (1%) and Consumer/ Consumer and Corporate Affairs (1%).



As the chart below suggests, there are an increasing number of Canadians who feel that a government agency should be responsible for watching over the activities of charities, while there is a slight decline in those who feel this role is best left to an independent organization or agency. Two-thirds (66%) of Canadians think that an independent organization that is not part of either the government or the charity is best suited to this capacity, compared to 70% in 2000. Almost two-in-ten (17%) indicate that a government agency should watch over the activities of charities (an increase of 8 points since 2000), and as many (16%) feel this responsibility should be left to the charity's board of directors.

Organization that Should Be Regulating Charities

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



Base: All respondents 2004 N=3863, 2000 N=3863

Provincial and Socio-Demographic Variations

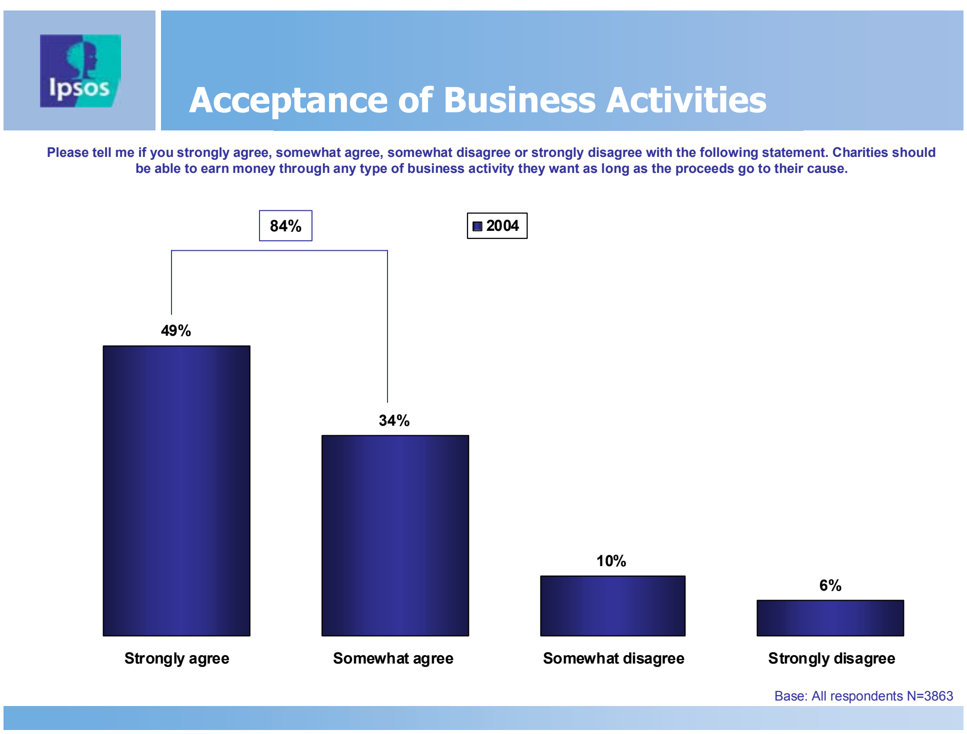
Younger Canadians, particularly those under the age of 25 (52%), and those with a household income of less than $20,000 (59%) are least likely to indicate that an independent organization should watch over charities, while those who never attend religious services (72%) are most likely to have this point of view.

10.0 Views on Business Activities

Acceptance of Business Activities

Charities are often involved in business activities to help them raise money for their cause. Such business activities could include 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. The public by and large supports the involvement of charities in businesses as long as the proceeds go towards the charities' core cause.

A majority of Canadians are of the opinion that charities should be allowed to earn money through their subsidiary business activities. More than eight-in-ten (84%) respondents agree (strongly or somewhat) 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 about half (49%) strongly agreeing with this point of view. Only 6% strongly disagree with this opinion.

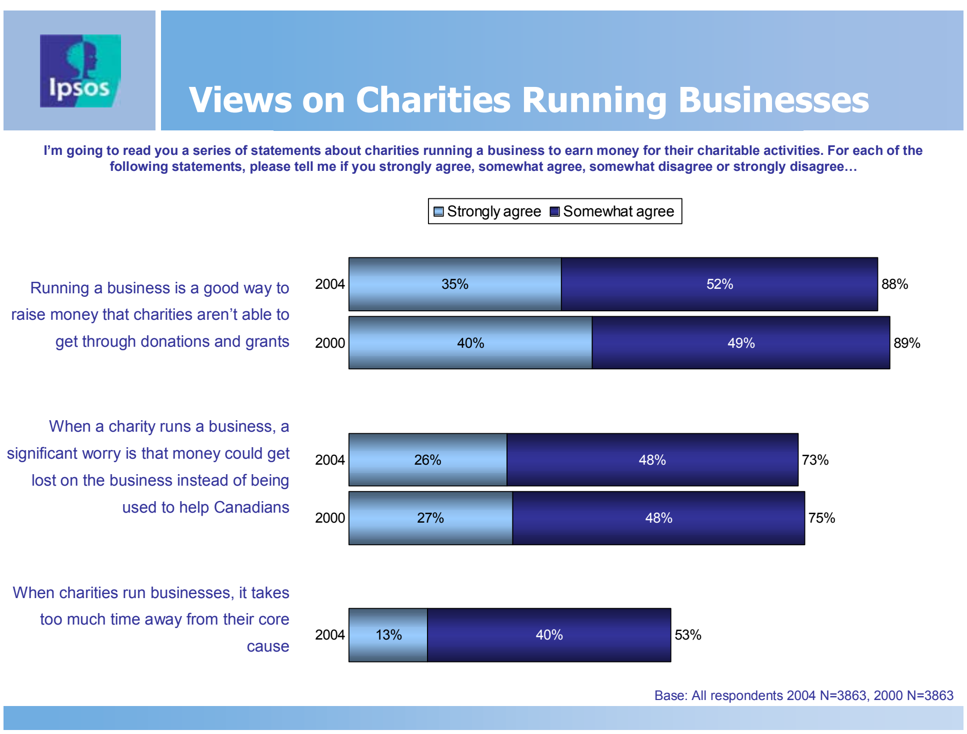


PROVINCIAL AND SOCIO-DEMOGRAPHIC VARIATIONS

There are no significant provincial or demographic variations when it comes to whether or not charities should run businesses except that propensity to agree that charities should be able to earn money though any business activity decreases as age, education level and income level increase.

VIEWS ON CHARITIES RUNNING BUSINESSES

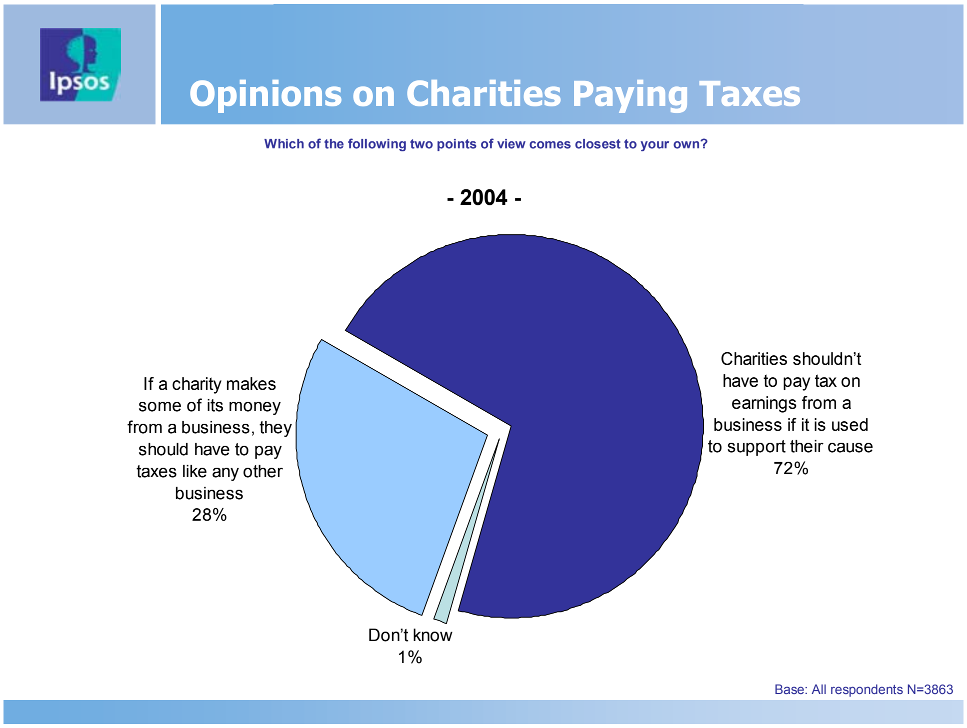
As in 2000, Canadians generally agree that there are both advantages and disadvantages to charities running a business to earn money for their charitable activities. Almost nine-in-ten (88%) respondents agree (strongly or somewhat) that running a business is a good way to raise money that charities aren't able to get through donations and grants. However, three-quarters (73%) also agree that when a charity runs a business, a significant worry is that money could be lost on the business instead of being used to help Canadians. About half (53%) feel that when charities run businesses, it takes too much time away from their core cause.



OPINIONS ON CHARITIES PAYING TAXES

One of the most controversial public policy issues regarding the business activities of charities is whether charities should be exempted from paying taxes that ordinary businesses are required to pay. Some say that if charities are exempted from paying corporate taxes on revenues generated from businesses they will have an unfair competitive advantage over ordinary business owners. Others say that charities should be exempted as long as the revenue generated goes towards the charity's core cause. In terms of public opinion, a majority of Canadians support the idea of charities running businesses tax exempt.

When asked to indicate which point of view was closest to their own between 1) "If a charity makes some of its money from a business, they should have to pay taxes like any other business" or, 2) "Charities shouldn't have to pay tax on earnings from a business, if it is used to support their cause", almost three-quarters (72%) of respondents chose the latter option. In 2000, 83% of respondents chose the statement "Charities shouldn't have to pay tax on the money they earn from running a business if it is used to pay for their charitable activities." Although the wording of the statements is slightly different, this may represent a significant decline in opinion on this issue.



PROVINCIAL VARIATIONS

There are no significant provincial variations except that respondents from Newfoundland are more likely to be of the opinion that charities should not have to pay taxes if money generated from the business goes to the charity's cause (79%) than those in other provinces.

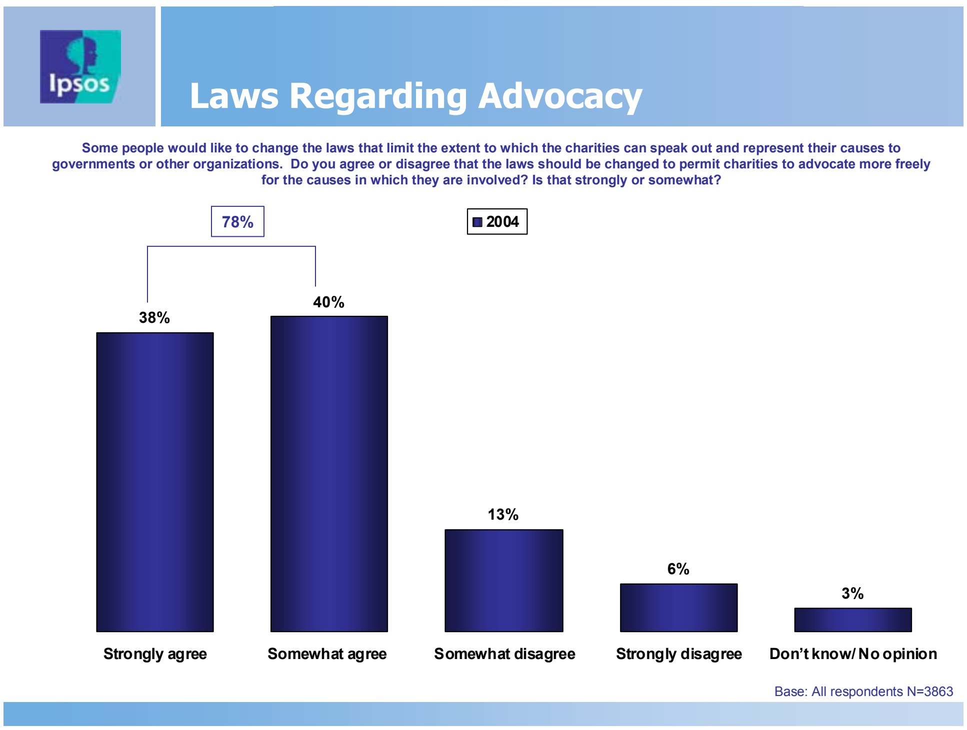
DONOR BEHAVIOR

Those who made a donation to charity in 2003 are more likely to be of the opinion that charities should not have to pay taxes if money generated from the business goes to the charity's cause (73%) than those who did not make a donation (67%).

11.0 Advocacy Activities of Charities

Laws Regarding Advocacy

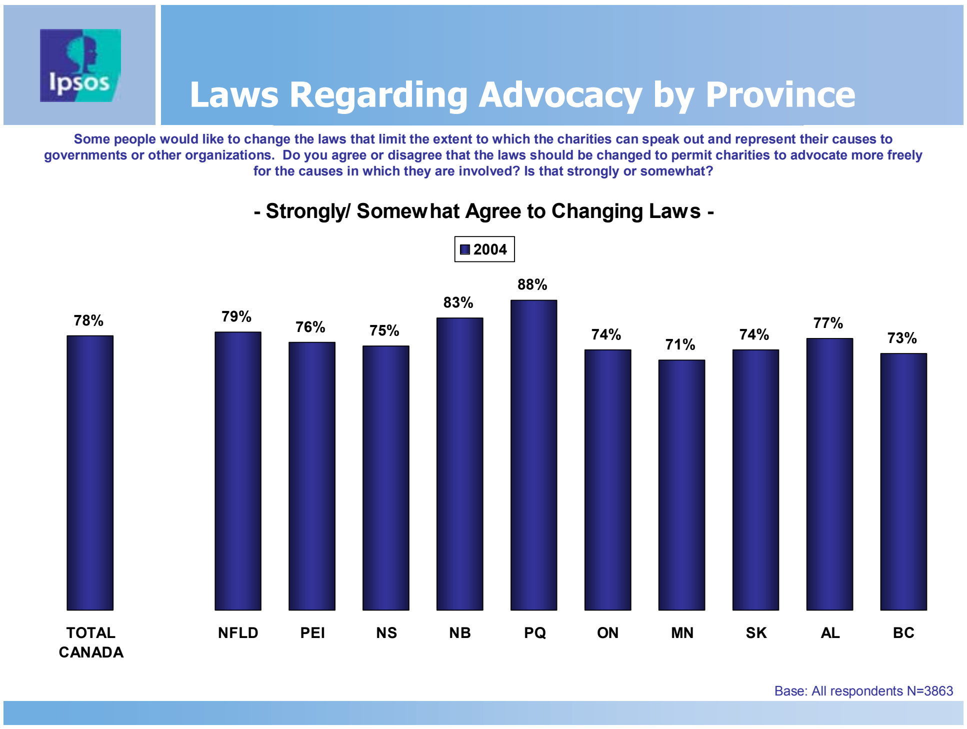
There is a strong majority support among Canadians about changing the laws limiting advocacy by charities. Eight-in-ten (78%) respondents agree (strongly or somewhat) that laws should be changed to permit charities to advocate more freely for the causes in which they are involved, of which 38% strongly agree. Only 6% of Canadians strongly disagree.



Provincial and Socio-demographic Variations

Provincially, the strongest support for changing the laws is in Quebec, where 88% of respondents agree that the laws should be changed, followed by New Brunswick (83%). Respondents from Manitoba are least likely to agree about changing the laws (71%) followed by British Columbia (73%).

Women (80%) are more likely to be in favor of changing laws than men (75%). There are little variations among the age segments, except that those age 65+ (71%) and those aged 55-64 (73%) are least likely to agree that the laws should be changed. Those with post-graduate degrees (73%) and those with an income of more than $100,000 (68%) are least likely to be in favor of changing the laws as compared to others.



Knowledge of Charities

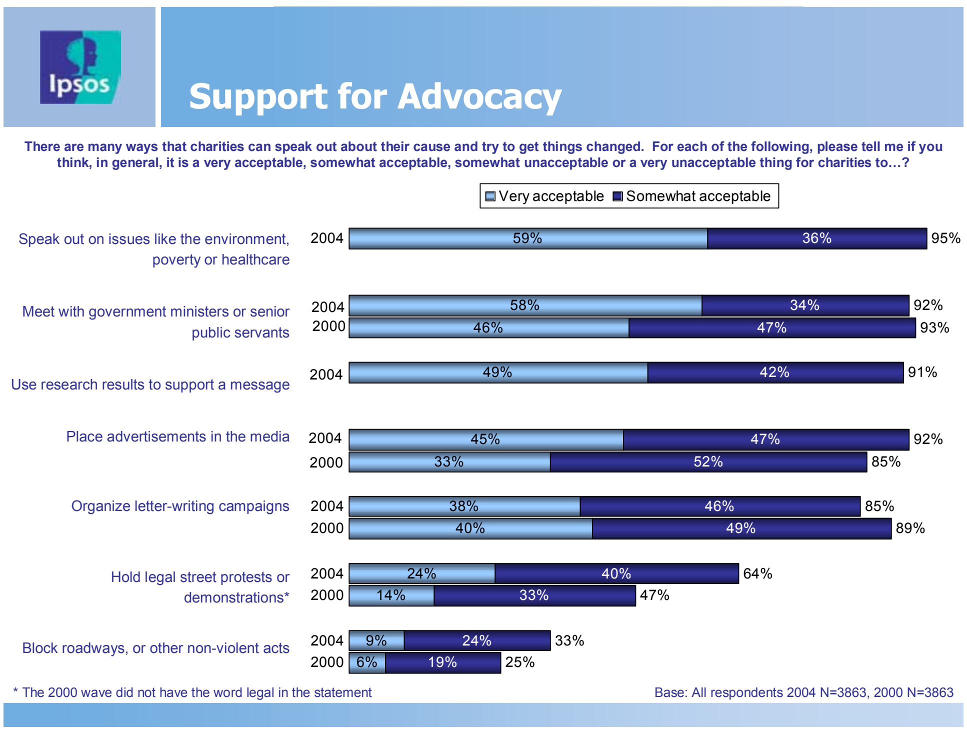
Those who are familiar with the work of charities are slightly less likely to agree that the laws should be changed (76%) as compared to those who are not familiar (82%).

Support for Different Types of Advocacy

There are many different ways in which charities can speak out about their cause -- some of which are more acceptable to the public than others. Almost all (95%) respondents consider charities speaking out on issues like the environment, poverty and healthcare an acceptable (very or somewhat) role for charities, as is meeting with government ministers or senior public servants (92%), and using research results to support a message (91%).

Other forms of advocacy have become more acceptable to Canadians in recent years. Compared to 2000, significantly more Canadians think that it is acceptable for charities to use advertisements as a way to speak out about their cause (from 85% to 92%). The number of Canadians who think that it is acceptable for charities to use blockades or participate in other non-violent acts has also increased (from 25% to 33%).

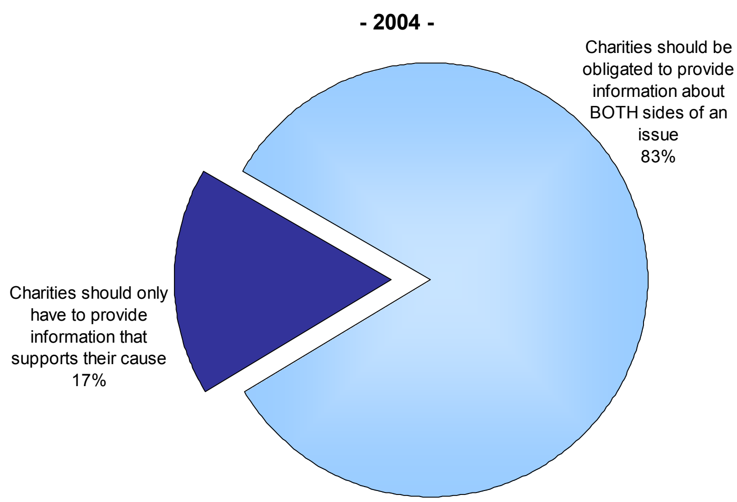
Nearly two-thirds (64%) say that holding legal street protests and demonstrations is an acceptable way for charities to speak out about their cause and try to get things changed.



When it comes to advocacy, Canadians think that charities should take a balanced approach to issues. Generally speaking, a significant majority of Canadians say that charities should provide information on both sides of an issue. When asked which is closer to their view 1) “Charities should be obligated to provide information about BOTH sides of an issue” or, 2) “Charities should only have to provide information that supports their cause”, more than eight-in-ten (83%) respondents chose the former point of view.

Providing information About Causes

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?



Base: All respondents N=3863

PROVINCIAL AND SOCIO-DEMOGRAPHIC VARIATIONS

There are no significant provincial or socio-demographic differences except that those with post-graduate degrees are less likely to be of the opinion that charities should provide information about both sides of the issue (71%) than others.

APPENDICES

A – QUESTIONNAIRE

TALKING ABOUT CHARITIES
Draft Questionnaire April 2004

[INTRO]
Good afternoon/evening. My name is ____________. I'm calling on behalf of ____________ 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]

TARGET RESPONDENT - REINTRODUCE IF NECESSARY

C. RECORD GENDER OF RESPONDENT:

1 Male
2 Female

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

1A. 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

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]?

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

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?

Very familiar
Somewhat familiar
Not very familiar
Not at all familiar

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….?

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

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 ROTATE]

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]

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….?

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

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]

Strongly agree
Somewhat agree
Somewhat disagree
Strongly disagree

15B. 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

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]

Very acceptable
Somewhat acceptable
Somewhat unacceptable
Very unacceptable

[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}

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? [ROTATE & READ]

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. Please indicate whether you strongly agree, somewhat agree, somewhat disagree or strongly disagree that the following should be allowed to accept tax assisted

donations in the same way charities can… [READ AND RANDOMIZE, REVERSE SCALE] How about…?

Professional sports teams like teams in the NHL and Canadian Football League
Elite amateur sports teams like Olympic Bob-sledding teams
Elite amateur athletes like individual Olympians
Adult amateur sports teams like local adult soccer teams
Children's amateur sports teams like Little League teams

Strongly agree
Somewhat agree
Somewhat disagree
Strongly disagree

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

29. To make sure we are talking to a cross section of Canadians, we need to get a little more information about your background. First, in what year were you born? [RECORD NUMBER 1900 – 1986]

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

[IF 1 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]

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
3or 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 2003 household income falls into. Please stop me what I reach your category. [READ LIST] How about….?
1. less than $20,000
2. $20,000 to less than 50,000
3. $50,000 to less than 75,000
4. $75,000 to less than 100,000
5. $100,000 or more

37. 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?
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 2003? [OPEN END, RECORD NUMBER 0-99999999]

B – Topline Results

TALKING ABOUT CHARITIES

Topline Results August 2004

OBJECTIVE

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 second wave of the survey on public opinion about charities and issues relating to charities. A total of 3863 telephone interviews were conducted with Canadians across Canada between May and July 2004. Quotas were imposed to ensure that there was an adequate representation of each province and the results were then weighted according to household size and provincial distribution. An overall sample of this size is considered statistically accurate within ± 1.6%, nineteen times out of twenty.

This topline results summary shows the results for the 2004 wave of the study. Results for the 2000 wave are also shown in cases where the same questions where asked in both waves.

SURVEY QUESTIONS

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	2004 N=3863 %	2000 N=3863 %
Top2Box	*79*	*77*
A lot	28	24
Some	51	53
A Little	18	20
Not at all	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	2004 N=3863 %	2000 N=3863 %
Increased	5	6
Stayed the same	83	86
Decreased	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	2004 N=212 %
Increased a lot	26
Increased a little	73

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

Base: Trust in Charities Decreased	2004 N=434 %
Decreased a lot	37
Decreased a little	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 N=3863	*Top2Box* *%*		A lot %		Some %		A little %		Not at all %	
	2004	*2000*	2004	2000	2004	2000	2004	2000	2004	2000
People who are nurses?	*96*	*95*	73	68	23	27	3	5	1	-
People who are medical doctors?	*93*	*91*	61	56	32	35	6	7	1	1
People who are leaders of charities?*	*80*	*80*	24	28	56	52	17	18	3	3
People who are business leaders?	*68*	*59*	11	9	57	50	25	32	6	8
People who are religious leaders?	*67*	*65*	22	23	45	42	22	22	10	13
People who are government employees?	*66*		13		53		25		8	
People who are journalists and reporters?	*63*	*57*	13	10	51	47	27	33	9	10
People who are lawyers?	*59*	*54*	13	12	46	42	27	30	13	15
People who are union leaders?	*51*	*47*	10	8	41	39	31	33	17	19
People who are provincial politicians?	*33*	*30*	2	2	30	28	38	40	29	30
People who are federal politicians?	*30*	*31*	2	2	28	29	37	39	33	29

* The statement in the 2000 wave read "People who work for charitable organizations"

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	2004 N=3863 %	2000 N=3863 %
Top2Box	*76*	*65*
Very familiar	14	10
Somewhat familiar	62	55
Not very familiar	20	29
Not at all familiar	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….?

	2004				
Base: All respondents N=3863	*Top2Box %*	A lot %	Some %	A little %	Not at all %
Hospitals	*88*	50	38	10	2
Charities that focus on children and children's activities	*86*	44	42	11	2
Charities that focus on health prevention and health research	*86*	42	44	12	2
Charities that focus on education	*79*	29	50	16	3
Charities that focus on protection of animals	*75*	34	41	19	5
Charities that focus on protecting the environment	*75*	29	46	21	4
Charities that focus on social services	*75*	25	50	20	5
Churches	*70*	29	41	20	9
Charities that focus on arts	*61*	16	44	28	9
Charities that focus on international development	*56*	12	44	32	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 N=3863	*Top2Box %*		Strongly agree %		Somewhat agree %		Somewhat disagree %		Strongly disagree %	
	2004	*2000*	2004	2000	2004	2000	2004	2000	2004	2000
Charities are important to Canadians	*94*		54		40		4		2	
Charities generally improve our quality of life	*87*		35		52		10		3	
Charities understand the needs of Canadians better than government does	*79*	*79*	34	34	45	45	16	17	5	5
Charities do a better job than government in meeting the needs of Canadians	*72*	*69*	25	21	47	48	21	25	6	7
Charities should be expected to deliver programs and services the government stops funding	*57*		20		37		23		19	

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	2004 N=3863 %	2000 N=3863 %
Too much money	5	4
About the right amount	22	23
Too little money	70	59
Depends on the charity		5
Don't know/ No opinion	3	9

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

Base: All respondents	2004 N=3863 %
I expect all of the money I give to charity to go to the charity's cause, for example, towards cancer research	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	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	2004 N=3863 %
Top2Box	*78*
Strongly agree	38
Somewhat agree	40
Somewhat disagree	13
Strongly disagree	6
Don't know/ No opinion	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 N=3863	*Top2Box %*		Very acceptable %		Somewhat acceptable %		Somewhat unacceptable %		Very unacceptable %	
	2004	*2000*	2004	2000	2004	2000	2004	2000	2004	2000
Speak out on issues like the environment, poverty or healthcare	*95*		59		36		3		1	
Meet with government ministers or senior public servants	*92*	*93*	58	46	34	47	4	6	4	2
Place advertisements in the media	*92*	*85*	45	33	47	52	5	10	3	5
Use research results to support a message	*91*		49		42		5		3	
Organize letter-writing campaigns	*85*	*89*	38	40	46	49	9	8	5	3
Hold legal street protests or demonstrations*	*64*	*47*	24	14	40	33	19	28	16	26
Block roadways, or other non-violent acts	*33*	*25*	9	6	24	19	23	24	43	51

* The 2000 wave did not have the word "legal" in the statement

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	2004 N=3863 %
Charities should be obligated to provide information about BOTH sides of an issue	83
Charities should only have to provide information that supports their cause	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….?

	2004				
Base: All respondents N=3863	*Top2Box* %	Very important %	Somewhat important %	Somewhat unimportant %	Very unimportant %
Information on how charities use donations	*99*	86	13	1	-
Information about the programs and services the charities deliver	*98*	76	22	1	1
Information about charities' fundraising costs	*97*	68	28	3	1
Information about the impact of charities' work on Canadians	*95*	61	33	4	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…?

	2004				
Base: All respondents N=3863	*Top2Box* %	Excellent %	Good %	Fair %	Poor %
Information about the programs and services the charities deliver	*50*	7	44	40	8
Information about the impact of charities' work on Canadians	*39*	4	34	45	15
Information on how charities use donations	*32*	3	28	43	25
Information about charities' fundraising costs	*29*	3	25	41	30

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

Base: All respondents	2004 N=3863 %
I would like more information about the work charities do, even though it may require more money to be spent on communications	51
I am comfortable with the amount of information I have about the work charities do	48
Don’t know/ No opinion	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	2004 N=3863 %	2000 N=3863 %
Yes	32	28
No	58	51
Don’t know/ No opinion	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	2004 N=1183 %
Canada Revenue Agency/ The Charities Directorate	6
Government/ Federal/ Provincial Govt.	5
RCMP	1
Better Business Bureau (BBB)	1
Consumer Affairs/ Consumer & Corporate Affairs	1
Specified charities	1
Other	6
Don’t know/ No opinion	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	2004 N=3863 %	2000 N=3863 %
An independent organization or agency that is not part of either the government or the charity	66	70
A government agency	17	9
The charity's board of directors	16	19
None	1	
Other		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 N=3863	*Top2Box* *%*		Strongly agree %		Somewhat agree %		Somewhat disagree %		Strongly disagree %	
	2004	*2000*	2004	2000	2004	2000	2004	2000	2004	2000
More attention should be paid to the way charities spend their money	*95*	*92*	63	52	32	40	5	6	1	2
More attention should be paid to the amount of money charities spend on program activities	*91*	*86*	48	39	43	47	7	11	1	3
More attention should be paid to the way charities raise money	*88*	*86*	43	39	46	47	9	12	2	2
More attention should be paid to the amount of money charities spend on hiring professionals to do their fundraising	*86*	*83*	51	46	35	37	10	12	4	5

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	2004 N=3863 %	2000 N=3863 %
Top2Box	*94*	*94*
Strongly agree	65	66
Somewhat agree	29	28
Somewhat disagree	4	4
Strongly disagree	1	2

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

Base: All respondents	2004 N=3863 %
There should be a legal limit set on the amount of money charities can spend on fundraising	47
Charities should decide for themselves how much money is reasonable to spend on fundraising	52
Don't know/ No opinion	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 N=3863	*Top2Box* %		Strongly agree %		Somewhat agree %		Somewhat disagree %		Strongly disagree %	
	2004	*2000*	2004	2000	2004	2000	2004	2000	2004	2000
It takes significant effort for charities to raise the money they need to support their cause*	*95*	*91*	57	50	39	41	3	7	1	2
Charities are generally honest about the way they use donations	*78*	*84*	19	27	59	57	15	11	6	5
Too many charities are trying to get donations for the same cause	*69*	*74*	32	35	37	39	22	20	8	7
Charities only ask for money when they really need it	*48*	*47*	16	17	32	30	31	32	21	21

* In the 2000 wave, the statement read as "Charities need to put in a lot of effort into raising money to support their cause"

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	2004 N=3863 %
Top2Box	*39*
Very acceptable	5
Somewhat acceptable	34
Somewhat unacceptable	32
Very unacceptable	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	2004 N=1502 %
None	2
1-10%	57
11-20%	13
21-30%	7
31-40%	1
41-50%	3
51-60%	1
61-70%	1
71-80%	1
Don't know/ No opinion	14
Mean (including 0)	*14.2*
Mean (excluding 0)	*14.4*

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	2004 N=3863 %
All of the time	72
Only when asked	21
Not at all	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	2004 N=3863 %
Top2Box	*84*
Strongly agree	49
Somewhat agree	34
Somewhat disagree	10
Strongly disagree	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 N=3863	*Top2Box %*		Strongly agree %		Somewhat agree %		Somewhat disagree %		Strongly disagree %	
	2004	*2000*	2004	2000	2004	2000	2004	2000	2004	2000
Running a business is a good way to raise money that charities aren't able to get through donations and grants	*88*	*89*	35	40	52	49	7	7	4	3
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	*73*	*75*	26	27	48	48	17	18	8	7
When charities run businesses, it takes too much time away from their core cause	*53*		13		40		34		11	

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

Base: All respondents	2004 N=3863 %
If a charity makes some of its money from a business, they should have to pay taxes like any other business	28
Charities shouldn't have to pay tax on earnings from a business if it is used to support their cause	72
Don't know/ No opinion	1

22. Please indicate whether you strongly agree, somewhat agree, somewhat disagree or strongly disagree that the following should be allowed to accept tax assisted donations in the same way charities can… [READ AND RANDOMIZE, REVERSE SCALE] How about…?

	2004				
Base: All respondents N=3863	*Top2Box* %	Strongly agree %	Somewhat agree %	Somewhat disagree %	Strongly disagree %
Children's amateur sports teams like Little League teams	*74*	35	39	14	11
Elite amateur athletes like individual Olympians	*68*	27	41	17	15
Elite amateur sports teams like Olympic Bob-sledding teams	*66*	24	43	17	15
Adult amateur sports teams like local adult soccer teams	*52*	16	36	24	23
Professional sports teams like teams in the NHL and Canadian Football League	*24*	9	15	15	60

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….?

	2004				
Base: All respondents N=3863	*Top2Box* %	Very likely %	Somewhat likely %	Somewhat unlikely %	Very unlikely %
On a charity's website?	*52*	23	30	18	28
By calling the charity and asking for more information?	*46*	20	26	25	29
On a website of someone who regulates charities?	*46*	17	29	21	31
By looking at a charity's financial statements?	*44*	17	28	24	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.

Base: All respondents	2004 N=3863 %	2000 N=3863 %
Male	47	46
Female	53	54

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

Base: All respondents	2004 N=3863 %	2000 N=3863 %
18-24	13	11
25-34	19	18
35-44	22	24
45-54	22	19
55-64	11	11
65+	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	2004 N=3863 %
1	9
2	31
3	20
4	25
5	9
6	4
7	1
8	1
Mean	*3.2*

[IF 1 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	N=3863 %
None	63
1	15
2	15
3	4
4	2

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

Base: All respondents	2004 N=3863 %	2000 N=3863 %
Married	53	57
Living with a partner	13	
Widowed	4	7
Separated	3	10
Divorced	5	
Never been married	22	22
Don't know/ No opinion/ Refused	1	4

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

Base: All respondents	2004 N=3863 %	2000 N=3863 %
Grade school or some high school	10	15
Complete high school	23	25
Some post secondary		14
Technical or trade school/Community college	27	
Post-secondary diploma		18
Some university	13	
Complete university degree	18	25
Post-graduate degree	9	
Don't know/ No opinion/ Refused	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	2004 N=3863 %	2000 N=3863 %
A least once a week	17	35
At least once or twice a month	12	
3or 4 times a year	16	32
Once or twice a year	18	
Not at all in the past 12 months	23	30
Never	13	
Don't know/ No opinion/ Refused	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	2004 N=3863 %
Full-time job	47
Part-time job	10
Self employed	10
Unemployed	5
Retired	15
Taking care of family	4
Student	5
Disabled	1
Maternity leave/ sick leave	1
Other	1
Don't know/ No opinion	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	2004 N=3863 %
Less than $20,000	11
$20,000 to less than 50,000	30
$50,000 to less than 75,000	23
$75,000 to less than 100,000	13
$100,000 or more	12
Don't know/ No opinion/ Refused	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	2004 N=3863 %	2000 N=3863 %
Yes	79	80
No	21	17
Don't know/ Refused		3

[IF YES ASK Q41, OTHERWISE THANK AND TERMINATE]

40. 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	2004 N=3073 %
Less than $50	13
$50-$99	10
$100-$149	15
$150-$299	19
$300-$799	18
$800+	19
Don't know/ No opinion	7

C – Survey Methodology

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 second wave of the survey on public opinion about charities and issues relating to charities. The survey methodology utilized in this study replicated that of the initial study conducted by another research firm in 2000.

A total of 3863 telephone interviews were conducted with Canadians across Canada between May and July 2004. The sample was drawn in such a way as to provide statistically valid results at both the provincial and national level. An overall sample of this size is considered statistically accurate within ± 1.6%, nineteen times out of twenty. 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	± 6.9%
Prince Edward Island	201	± 6.9%
Nova Scotia	300	± 5.7%
New Brunswick	300	± 5.7%
Quebec	605	± 4.0%
Ontario	751	± 3.6%
Manitoba	301	± 5.7%
Saskatchewan	301	± 5.7%
Alberta	401	± 4.9%
British Columbia	500	± 4.4%
Total	3863	± 1.6%

STUDY DESCRIPTION

As with the previous wave 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 Ipsos-Reid call centres in Winnipeg and Ottawa, 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

Modeling the current study after the one conducted in 2000, the sample of respondents was 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 methodology 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 states 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 was 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	81	122	29.13047	34.19663	0.35963538	0.28030028
Prince Edward Island	50,800	201	96	105	7.827912	9.189288	0.08154075	0.08751703
Nova Scotia	360,025	300	131	169	55.47725	65.12546	0.42349043	0.38535777
New Brunswick	283,825	300	130	170	43.73538	51.34153	0.33642598	0.302009
Quebec	2,978,115	605	273	332	458.906	538.7157	1.68097422	1.62263764
Ontario	4,219,410	751	344	407	650.1805	763.2554	1.8900597	1.87532043
Manitoba	432,550	301	133	168	66.65282	78.24462	0.50114905	0.46574178
Saskatchewan	379,680	301	140	161	58.50594	68.68089	0.41789957	0.42658935
Alberta	1,104,100	401	178	223	170.1338	199.7223	0.95580796	0.89561573
British Columbia	1,534,335	500	209	291	236.4299	277.5482	1.13124362	0.95377376

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	890	890	430.081311	0.48323743
2 adults	2193	4386	2119.47936	0.96647486
3 adults	503	1509	729.205279	1.44971228
4 adults	207	828	400.12059	1.93294971
5 adults	48	240	115.976983	2.41618714
6 adults	17	102	49.2902177	2.89942457
7 adults	3	21	10.147986	3.382662
8 adults	1	8	3.86589942	3.86589942
10 adults	1	10	4.83237428	4.83237428
Total	3863	7994	3863	

In the survey there were 3863 households in the sample and 890 of these were one-adult households, 2193 were two adult households, and 503 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: 503 times 3, which is 1509 three adult households in the weighted sample. Thus, in this survey there are 7994 weighted cases.

Second, the 7994 weighted cases were adjusted down to the original sample size of 3863 (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: (1509/7994) * 3863 = 729.205279

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: 729.205279/ 503 = 1.44971228. 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 Ipsos-Reid call centres in Winnipeg and Ottawa, 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 33.

TABLE 4: NUMBER OF CALL ATTEMPTS

NUMBER OF CALLS	NUMBER OF COMPLETES	%
1	1228	32
2	757	20
3	556	14
4	401	10
5	232	6
6-10	547	14
11-33	142	4
Total	3863	100

Households who refused to participate in the survey were contacted a second time and 11% 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 15,053 numbers included in the sample, 8210 numbers were identified as being eligible households (completions [n=3863] + refusals [n=2986] + callbacks [n=1361], see table below). Non-eligible households included households where there was a language barrier or the respondent was incapable of answering (n=987), disqualified households (n=934), cell phone numbers (n=89), business numbers (n=4075) and disconnected numbers (n=758).

Dividing the number of completions (3863) by the estimated number of eligible households (8210) gives a final response rate of 47%. 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 56% (3863/[3863+ 2986]).

TABLE 4: FINAL SAMPLE DISPOSITION

RESULTS	NUMBER	%
Completes	**3863**	**26**
Individual Refusals*	**2986**	**20**
Call Backs	**1361**	**9**
- Eligible respondent not available	743	-
- Specified appointment	276	-
- Appropriate gender unavailable	330	-
- Busy	12	-
Subtotal Eligible Respondents	**8210**	**-**
Not Eligible	**6843**	**45**
- Cell Phone	89	-
- Disconnected number	758	-
- Business number	4075	-
- Language/ ill/ incapable/ deaf	987	-
- Disqualified	934	-
TOTAL	**15053**	**100**
Participation Rate		***56***
Response Rate		***47***

* These are refusals after the right respondent is reached