

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 $\pm 1.6\%$, 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 were 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 %
<i>Top2Box</i>	79	77
A lot	28	24
Some	51	53
A Little	17	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 %
<i>Top2Box</i>	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	<i>Top2Box</i> %	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 %
<i>Top2Box</i>	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	<i>Top2Box</i> %		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	<i>Top2Box</i> %	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	<i>Top2Box</i> %	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	<i>Top2Box</i> %		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 %
<i>Top2Box</i>	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	<i>Top2Box</i> %		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 %
<i>Top2Box</i>	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
<i>Mean (including 0)</i>	14.2
<i>Mean (excluding 0)</i>	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 %
<i>Top2Box</i>	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	<i>Top2Box</i> %		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	<i>Top2Box</i> %	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	<i>Top2Box</i> %	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	
3 or 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