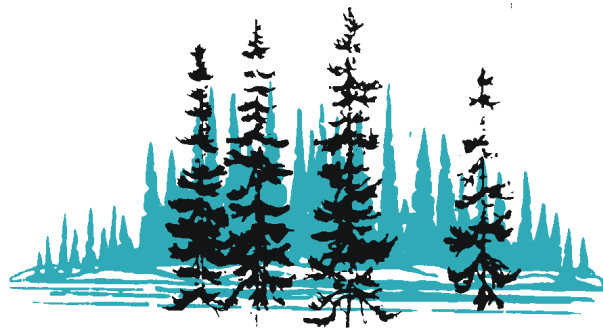


TALKING ABOUT CHARITIES

*Canadians' Opinions
on Charities
and Issues Affecting Charities*



The Muttart Foundation



Canadian Centre for Philanthropy™

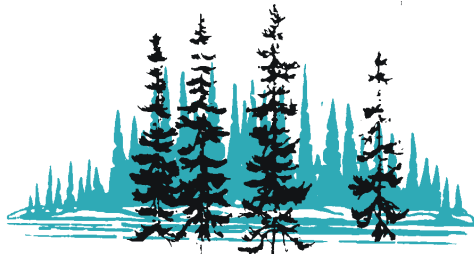
Le Centre canadien de philanthropie MC

Talking About Charities

*Canadians' Opinions
on Charities
and Issues Affecting Charities*

**Michael Hall
Liane Greenberg
Larry McKeown**

Prepared for



The Muttart Foundation

by



Canadian Centre for Philanthropy™
Le Centre canadien de philanthropie MC

ISBN 0-9687041-5-8

© 2000 The Muttart Foundation

Permission is granted to charities and not-for-profit organizations to reproduce this report in whole or in part, provided credit is given.

Any other use requires the prior approval of the copyright holder. Contact

The Muttart Foundation
#1150, 10060 Jasper Avenue
Edmonton, Alberta T5J 3R8
Canada

(780) 425-9616

Canadians are involved with charities every hour of every day.

Some Canadians are donors; others are beneficiaries. Some are involved with places of worship; others with arts organizations or groups committed to issues of peace, the environment and other important issues. Charities are expected to make our world a better place, to help those who need help, to improve the quality of life of our communities, to enhance education and recreation.

What happens to charities, therefore, matters to all of us.

Much is happening in the charitable and voluntary groups these days. Studies have been completed and more are planned. Governments are seeking to define their relationship with the sector. Funding for some charities is being reduced. Discussions are taking place about whether charities should be able to operate businesses.

The Muttart Foundation felt it was time to give Canadians the opportunity to express their views on some of these questions. As part of its commitment to support research that has practical value, the Foundation commissioned the Canadian Centre for Philanthropy to conduct a national public-opinion poll. We wanted to explore Canadians' attitudes about charities and about some of the issues affecting charities.

In making this decision, we were not promoting any pre-defined position. We wanted to know what Canadians think. And they told us exactly that.

The results are presented here for people to use as they see fit. Some responses will be received warmly, others may be disconcerting. It appears clear that Canadians have strong views, opinions that can serve as important input as various public-policy debates proceed to determine the future role of the charitable sector.

It is hoped that this report will encourage discussion and debate to the benefit of all Canadians.

A.L. Knight
President

October 2000

ACKNOWLEDGEMENTS

The Canadian Centre for Philanthropy was commissioned by The Muttart Foundation to conduct this study. We would like to thank the members of the advisory committee for their support and input on questionnaire design and reviews of earlier drafts of this report. We would also like to acknowledge the important contributions of Monique Newton – Research Coordinator at The Canadian Centre for Philanthropy – for reviewing an earlier draft of this report, and to David Northrup – Associate Director of The Institute for Social Research – for his assistance in questionnaire design. Finally, thanks goes to Marcus Parmegiani – Research Associate and Web Developer at The Canadian Centre for Philanthropy – who generously contributed his time and skills for the lay-out of this report.

Members of the Advisory Committee:

Gordon Floyd	Vice President, Public Affairs, The Canadian Centre for Philanthropy
Céo Gaudet	Senior Tax Policy Officer, Department of Finance/Ministère des Finances
Carl Juneau,	Director, Policy and Communications Division, Charities Directorate, Canada Customs and Revenue Agency.
Wayne Stewart	Former Executive Director, The Calgary Foundation
Bob Wyatt	Executive Director, The Muttart Foundation

TABLE OF CONTENTS

	i
Acknowledgements.....	ii
Table of Contents.....	iii
List of Figures.....	iv
List of Tables.....	vi
Executive Summary.....	vii
Introduction.....	1
Methodology and Analysis Strategy.....	2
The Perceived Importance of Charities.....	4
The Advocacy Activities of Charitable Organizations.....	6
Support for Different Types of Advocacy.....	10
Views on the Funding of Charities.....	12
Views on Business Activities.....	15
Views on Fundraising Practices.....	20
Trust and Confidence in Charities.....	23
Trust in Charities and the People Who Work within Charities.....	23
Opinions About Spending Practices.....	27
Operating Expenses.....	27
Fundraising Expenses.....	29
Setting Limits on Spending.....	30
Opinions About the Need for Greater Accountability.....	31
The Need to Provide More Information.....	31
The Lack of Awareness About Current Monitoring of Charities.....	33
The Need for Monitoring the Activities of Charities.....	34
Conclusion.....	37
References.....	38
 Appendices:	
A – Questionnaire.....	39
B – Survey Methodology.....	46
C – Sample Characteristics.....	52
D – National and Provincial Estimates.....	55

LIST OF FIGURES

Figure 1. Attitudes Towards Charitable Organizations	4
Figure 2. Attitudes About Charitable Organizations and Government	5
Figure 3. Opinions About the Advocacy Activities of Charitable Organizations	6
Figure 4. Opinions About Whether or Not There Should Be Limits <i>and</i> Opinions About the Percentage of Resources That Advocacy Should “Take Up”	7
Figure 5. Percentage of Respondents Who Think That Charities Should Limit the Amount of Time and Money They Spend on Advocacy, by Province	8
Figure 6. Percentage of Respondents Who Think That Charities Should Limit the Amount of Time and Money They Spend on Advocacy, by Age.....	9
Figure 7. Respondents’ Views About the Acceptability of Different Types of Advocacy Activities	10
Figure 8. Opinions About the Money That Charities Have to Do Their Work.....	12
Figure 9. Opinions About Whether the Different Funding Sources for Charities Should be Giving Charities More, Less, or About the Same as They Do Now	13
Figure 10. Opinions About the Money That Charities Have to Do Their Work, by Province.....	14
Figure 11. Opinions About the Acceptability of Different Business Activities as a Way for a Charity to Earn Money to Support its Programs and Services	16
Figure 12. Opinions About Potential Disadvantages of Charities Running a Business	17
Figure 13. Provincial Variations in Respondents Thinking That Charities Should Be Able to Do Any Type of Business Activity	18
Figure 14. Provincial Variations in Respondents Thinking 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	19
Figure 15. Perceptions of the Fundraising Activities of Charities.....	20
Figure 16. Opinions About the Use of Commission-Based Fundraisers <i>and</i> Opinions About the Percentage of the Money That Is Raised That They Should Receive?	21
Figure 17. Percentage of Respondents Who Think That Hiring Commission-Based Fundraisers is an Acceptable Way for Charities to Raise Money, by Province.....	22
Figure 18. Degree of Trust in Charities	24
Figure 19. Degree of Trust in Selected Professions and Occupations.....	25
Figure 20. Degree of Trust in Charities by Province.....	26
Figure 21. Degree of Trust in Charities by Age	26
Figure 22. Opinions About Spending on Operating Expenses	28

Figure 23. Opinions About Spending on Fundraising Expenses.....	29
Figure 24. Percentage of Respondents Who Think That Charities Should Provide More Information About Their Activities.....	31
Figure 25. Percentage of Respondents Who Think There Is or Is Not an Organization or Agency That Is Responsible for Watching Over the Activities of Charities	33
Figure 26. Opinions About the Need for Someone or Some Organization to Pay Closer Attention to the Activities of Charities	35
Figure 27. Opinions About Who Should Be Responsible for Watching Over the Activities of Charities.....	36

LIST OF TABLES

Table 1.	Opinions About How Charities Should Speak Out About Their Cause	11
Table 2.	Opinions About How Much Money Charities Should Be Earning from Selling Goods or Services.....	13
Table 3.	Opinions About Whether Charities Should Be Able to Do Any Type of Business Activity as Long as the Proceeds Go to Support Their Charitable Programs and Services	15
Table 4.	Views on Whether Charities Should or Should Not Have to Pay Tax on Money They Earn.....	17
Table 5.	Percentage of Respondents Who think That Hiring Commission-Based Fundraisers 'Is' or 'Is Not' an Acceptable Way for Charities to Raise Money	21
Table 6.	Respondents' Strength of Agreement With the Idea That Charities Are Generally Honest About the Way They Use Donations	24
Table 7.	Opinions About Whether There Should Be a Limit Set on the Amount of Money a Charity Spends on Administration and Fundraising or if the Charity Should Be Allowed to Decide This for Themselves	30
Table 8.	Respondents Views About the Costs and Benefits of Charities Providing More Information.....	32
Table 9.	Percentage of Respondents Who Agree That on Each Fundraising Request, Charities Should Be Required to Disclose How Donors' Contributions Are Being Spent.	33
Table 10.	Percentage of Respondents Who Know or Do Not Know the Name of the Organization or Agency that Is Responsible for Watching Over the Activities of Charities	34
Table 11.	Name of the Monitoring Agency or Organization Provided.....	34

EXECUTIVE SUMMARY

The Muttart Foundation, a private foundation based in Edmonton, Alberta, commissioned the Canadian Centre for Philanthropy to conduct an omnibus survey on public opinion about charities and issues related to charities.

Between May and July 2000, a total of 3,863 Canadians completed a telephone survey. The sample was drawn in a way to provide data that was statistically valid at both the provincial and the national level. A sample of this size can be considered accurate at the national level within plus or minus 1%, 19 times out of 20, and it provides statistically valid results at the provincial level as well. The margin of error at the provincial level ranges from 3.6% for Ontario to 6.9% for Newfoundland and Prince Edward Island.

The survey focused on seven areas: (1) the perceived importance of charities; (2) advocacy; (3) funding; (4) business activities by charities; (5) fundraising practices; (6) trust in charities; and (7) accountability. Key national results for each area of these areas are outlined below.

Perceived Importance of Charities

- Virtually everyone (90% of respondents) agrees that charities are becoming increasingly important to many Canadians.
- Most (79%) believe that charitable organizations understand the needs of the average Canadian better than government.
- A majority (69%) thinks that charities do a better job than government in meeting the needs of the average Canadian.
- Most (84%) think that the services provided by charitable organizations should not be a substitute for those services government can provide.

Advocacy

- Most Canadians (88%) think that charities should speak out on issues like the environment, poverty or health care.
- Canadians are divided on the question of whether charities should spend their time and funds trying to have laws changed. Almost half (47%) feel that it is acceptable for charities to engage in this type of activity. Almost a third (31%) say that the acceptability of this type of advocacy depends on the charity involved.

- Some forms of advocacy are highly acceptable to Canadians, including meeting with government ministers or senior public servants (93%), organizing letter-writing campaigns (89%) and placing advertisements in the media (85%). Other activities have lower levels of acceptability: holding street demonstrations or protests is acceptable to about half (47%) of Canadians, while only one-quarter (25%) would find it acceptable for charities to block roadways or engage in other non-violent acts.
- Canadians are almost equally divided on whether there should be limits on the advocacy activities of charities. Forty-nine percent say there should be no limits. Of the other 51%, the majority (62%) believe the limits should be higher than those currently in place.

Funding

- More than half (59%) of the respondents believe that charities do not have enough money to do their work.
- Asked whether a number of sources should be giving more money to charities, 63% said businesses should do so, 47% thought governments should do so, 40% said that individuals should give more and 38% said that charities should be earning more income from selling goods or services.

Business Activities by Charities

- The majority of respondents (70%) feel that charities should be able to engage in any type of business activity as long as the proceeds go to support their charitable programs and services.
- Almost 90% of respondents say that running a business is a good way for charities to raise money they aren't able to get through donations or grants.
- However, the public does have some concerns about charities engaging in business activities. Three-quarters say that money could be lost on the business, rather than being used to help Canadians. And 70% say that the charity could eventually make earning money their most important activity.
- More than eight in 10 Canadians (83%) say that where charities do engage in business activities, they should not have to pay tax on the business income, as long as that income is used to support their charitable activities.

Fundraising Practices

- Less than half (47%) of those surveyed think that charities ask for money only when they really need it.

- Almost three-quarters (74%) of respondents believe there are too many charities trying to get donations for the same cause.
- Canadians oppose the use of commission-based fundraisers, with two-thirds (66%) saying that this type of fundraising is unacceptable.

Trust in Charities

- More than three-quarters of Canadians (76%) trust charities “some” or “a lot.” When compared to those who work in other occupations and industries, charitable workers score above a number of other professions. Only doctors and nurses have a higher trust rating.
- Most Canadians (84%) think that charities are honest about the way they spend donations.
- A majority of Canadians (54%) believes that charitable organizations generally try to keep their operating expenses as low as they can. Fifty-nine percent believe that charities try to keep their fundraising expenses as low as they can. However, few Canadians are even willing to venture a guess on how much charities spend on administration and fundraising.

Accountability

- While Canadians have a high level of trust in charities, they want more information about the operations of charities. More than two-thirds of those surveyed said charities should be providing more information about their programs and services, how they use donations, their fundraising costs and the impact of their work on Canadians.
- Fewer than one in three Canadians (28%) know that some aspects of charities are monitored by the Canada Customs and Revenue Agency or, in some cases, by provincial and municipal authorities.
- Most Canadians surveyed (70%) agree that an independent, non-governmental organization or agency should monitor the activities of charities. Respondents believe that more attention should be paid to the way charities spend their money, the amount of money spent on hiring commission-based fundraisers, the way charities raise their money and the amount of money spent on program activities.

INTRODUCTION

The contributions that charitable organizations make to Canadian society are being increasingly recognized. One indication of the growing recognition of this sector has been the development of a number of government initiatives at both the provincial and federal level to strengthen the charitable and voluntary sector¹ and encourage charitable and voluntary activity. Along with this recognition is a growing awareness of the need to examine current public policy regarding these institutions.

Policies concerning regulatory frameworks for charitable organizations have, in particular, been the subject of some debate. The outcomes of these debates have important practical implications for charity-related public policy regarding such matters as how charities should be funded (e.g., to what extent should organizations be encouraged to earn revenues); the types of activities that they should be allowed to engage in (e.g., to what extent should they be able to engage in policy advocacy); and the need for greater accountability on the part of charities for the way they use the funds that they earn or receive.

In any debate on public policy issues it is valuable to have some understanding of the public's views. The following reports the findings of a study commissioned by The Muttart Foundation that examines the public's perceptions and opinions of charitable organizations and their activities in the following areas:

- The perceived importance of charities;
- The advocacy activities of charities;
- The need that charities have for funding and the sources of funding;
- The business activities of charities;
- The way charities spend their revenues
- Trust and confidence in charities; and
- Opinions about the need for greater accountability.

Each of these topics is dealt with in turn in the sections that follow. However, it is useful to briefly outline the methodology that the study employed and the approach that we have taken to analyze the findings.

¹The term voluntary organization is often used to refer broadly to organizations that are formed for other than commercial purposes. In this report we use the term charitable organization or charity to refer to incorporated nonprofit organizations that are registered as charities with the Canada Customs and Revenue Agency and which are, therefore, able to issue tax receipts for donations that can be used by donors to obtain tax credits.

Methodology and Analysis Strategy

Survey Methodology

This report is based on a telephone survey of a representative sample of 3,863 Canadian adults 18 years of age and older administered by the Institute for Social Research at York University (see Appendix B for details on the survey methodology). A sample of this size is considered accurate within plus or minus 1%, nineteen times out of twenty, at the national level and it allows for provincial-level analysis of the survey data. The survey questionnaire (see Appendix A) was designed in consultation with an advisory committee established by The Muttart Foundation.

Analysis Strategy

The study examined whether or not public opinion about charities and their activities varied according to sociodemographic variables such as age, education, income, province of residence, and religious attendance which have been found in previous research to be important correlates of the support that Canadians provide to charitable organizations in terms of their contributions of time and money (Hall, Knighton, Reed, Brassière, McRae, and Bowen, 1998). For example, both giving and volunteering increase with higher levels of income and education. We also examined whether people's opinions about charities and their activities varied according to their self-reported knowledge of charitable organizations and the extent to which they make charitable donations to charities. Of particular interest was whether those who were more familiar with charities would have different views than others. (Appendix C provides details about the sociodemographic characteristics of respondents, their donor status, and their knowledge of charities).

Statistical analyses were conducted to determine whether there were significant variations in responses that could be attributable to sociodemographic characteristics, knowledge of charities and donor behaviour. Variations are presented only if they were found to be statistically significant *and* of substantive importance. Readers can assume, therefore, that when such variations are not addressed in the report it is because they were found to be statistically insignificant or substantively unimportant.

Two types of substantive variations are reported: (1) linear relationships for ordinal variables, and (2) differences of five percent or more in estimates for sociodemographic breakdown categories. Firstly, respondents' age, education, income, knowledge of charities, and size of donations are all ordinal variables (i.e., they can be placed on a distribution from least to most). An example of a linear relationship between two variables would be when the percentage of respondents who think that charities should limit the amount of resources they use on advocacy increases with increasing age levels. Secondly, if there was a difference of five percent or more in responses among respondents with different sociodemographic characteristics, this difference was deemed to be of substantive importance, and was therefore noted in the report. For example, donors are less likely to support the idea of charities limiting the resources they devote to advocacy (50%) compared to non-donors (56%).

Decision Rules for Missing Data

With the administration of any survey, instances occur where some respondents will not or cannot provide answers. For the majority of questions in this survey, the percentage of respondents who did not provide answers was five percent or less. In these cases, estimates that are presented are based on the number of people who were able to answer the question (i.e., the percentages reported are based on only these respondents who provided an answer). For questions where more than five percent of respondents were not able to provide an answer, estimates were based on the number of people who were asked the question (i.e., findings include *all* respondents).

Negatively Worded Survey Questions

Several survey questions were asked in the negative. For example, respondents were asked how much they agreed that “charities should *not* spend time and money trying to get laws changed.” This type of wording was used to reduce the possibility of acquiescence – the possible tendency for people to agree to items. In this report, we use the original wording of survey questions. For example, we state that “nearly half of respondents *disagreed* with the idea that charities should *not* spend time and money trying to get laws changed,” rather than stating that “nearly half of respondents agreed with the idea that charities should spend time and money trying to get laws changed.”

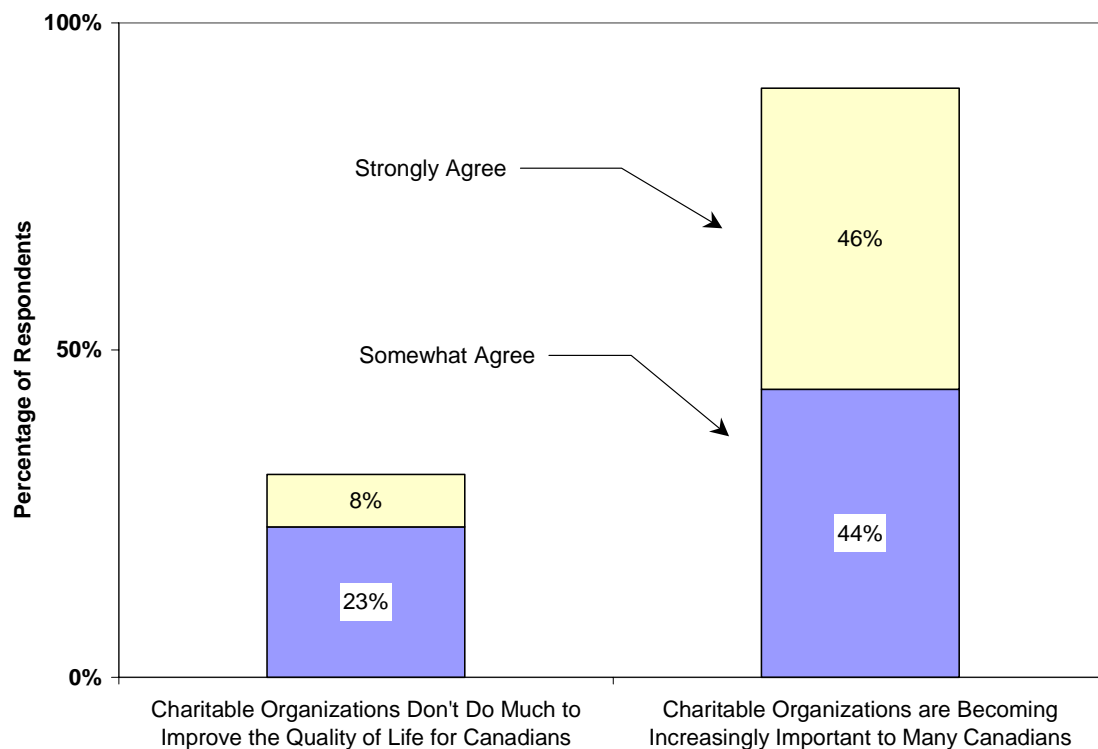
Organization of the Report

The report focuses on the overall opinions of Canadians about charities and their activities. In each of the sections that follows we first present the general results and, where warranted, report on sociodemographic and other variations in the findings.

THE PERCEIVED IMPORTANCE OF CHARITIES

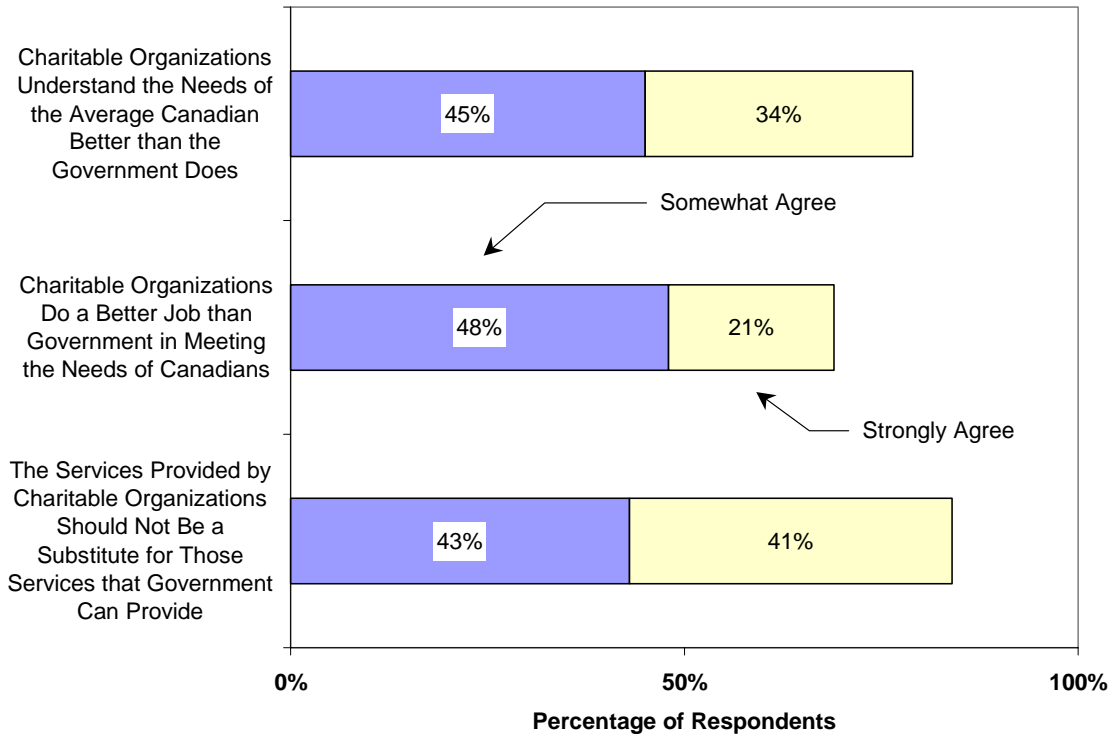
Canadians generally have positive perceptions both of the role that charities play in the country and of the effectiveness of charities at meeting the needs of Canadians. Virtually all respondents (90%) agree that charities are becoming increasingly important to many Canadians (see Figure 1) while less than one-third (31%) agree that charities “don’t do much to improve the quality of life for Canadians.” In fact, 69% somewhat or strongly disagree with this latter statement.

Figure 1. Attitudes Towards Charitable Organizations



Over three-quarters of those interviewed indicate that charitable organizations understand the needs of the average Canadian better than government does and over two-thirds agree that charities do a better job than government in meeting these needs (Figure 2). Although most Canadians believe that charities play an important role in Canadian society, it is important to note that the majority (84%) also believe that services provided by charities should not be a substitute for those services that government can provide.

Figure 2. Attitudes About Charitable Organizations and Government



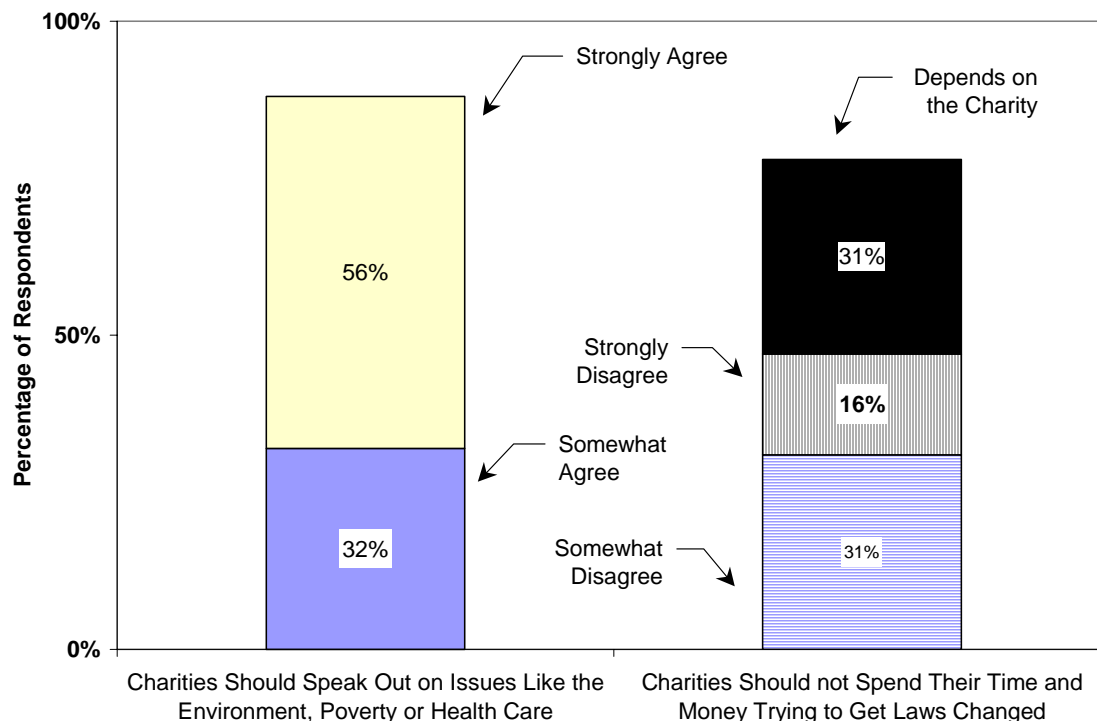
THE ADVOCACY ACTIVITIES OF CHARITABLE ORGANIZATIONS

Respondents generally agree that charitable organizations understand the needs of the average Canadian better than the government does, as the previous section shows. Our findings also suggest that there is strong support for charities to speak out on social issues and to try to influence government policies.

Through their advocacy activities charities are able to speak out and educate the public about their cause. In Canada today, charities are limited in terms of how much of their resources they are permitted to devote to advocacy – 10% of their resources – and the types of advocacy activities in which they can engage. As will be seen below, these limits do not appear to have much support among Canadians.

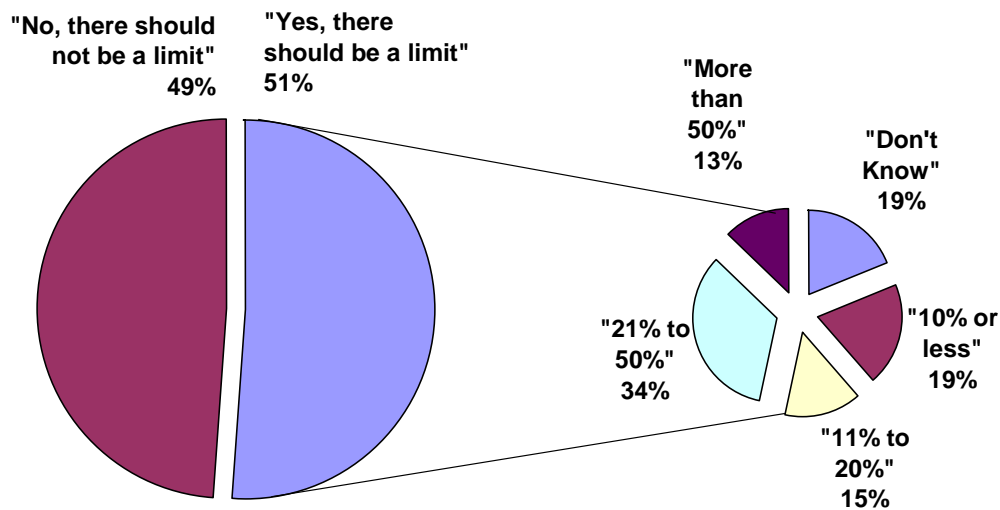
Our findings indicate that there is strong support by Canadians for charities speaking out on social issues like the environment, poverty, or health care. Eighty-eight percent of those surveyed agreed that charities should speak out on social issues (see Figure 3). There is much less consensus on whether charities should *not* spend their time and money trying to get laws changed: Almost half (47%) ‘somewhat’ or ‘strongly disagreed’ with the idea that charities should not spend time and money trying to get laws changed. Another 31% said it ‘depends on the charity’.

Figure 3. Opinions About the Advocacy Activities of Charitable Organizations



Canadians are split on whether they think that charities should limit the amount of time and money they spend on speaking out about their cause. Forty-nine percent think that charities should not limit the amount of time and money they spend on speaking out and 51% think that they should (see Figure 4). Of those who *do* think that limits should be placed on advocacy, most (62%) indicated that charities should allocate more than the 10% to which they are currently limited (see Figure 4).² Indeed, 47% expressed the view that limits should be greater than 20% (i.e., double what they currently are).

Figure 4. Respondents' Opinions About Whether or Not There Should Be Limits and Respondents' Opinions about the Percentage of Resources That Advocacy Should "Take Up"



Provincial and Sociodemographic Variations

Figure 5 shows provincial variations in the percentage of respondents who think that charities should limit the amount of time and money they use to speak out in the name of their cause. People in Quebec were most likely to be in favour of a limit (60%), while those in Nova Scotia were least likely to favour this (42%).

As age increases, so does support for a limit on the amount of resources that charities use on advocacy (see Figure 6). With respect to education, the support for a limit ranges from 62% of those with less than a high school education to 47% of those having a

² Respondents who were in favour of a limit were asked a follow-up question: "About what percentage of charities' time and money should advocacy take up"?

university degree. There was no clear trend in responses according to income, with the exception that support for a limit among respondents with incomes between \$60,000 and \$79,999 (41% in support) was lower than it was for all other categories of income (where support for a limit was greater than 49% for all other income categories).

Figure 5. Percentage of Respondents Who Think That Charities Should Limit the Amount of Time and Money They Spend on Advocacy, by Province

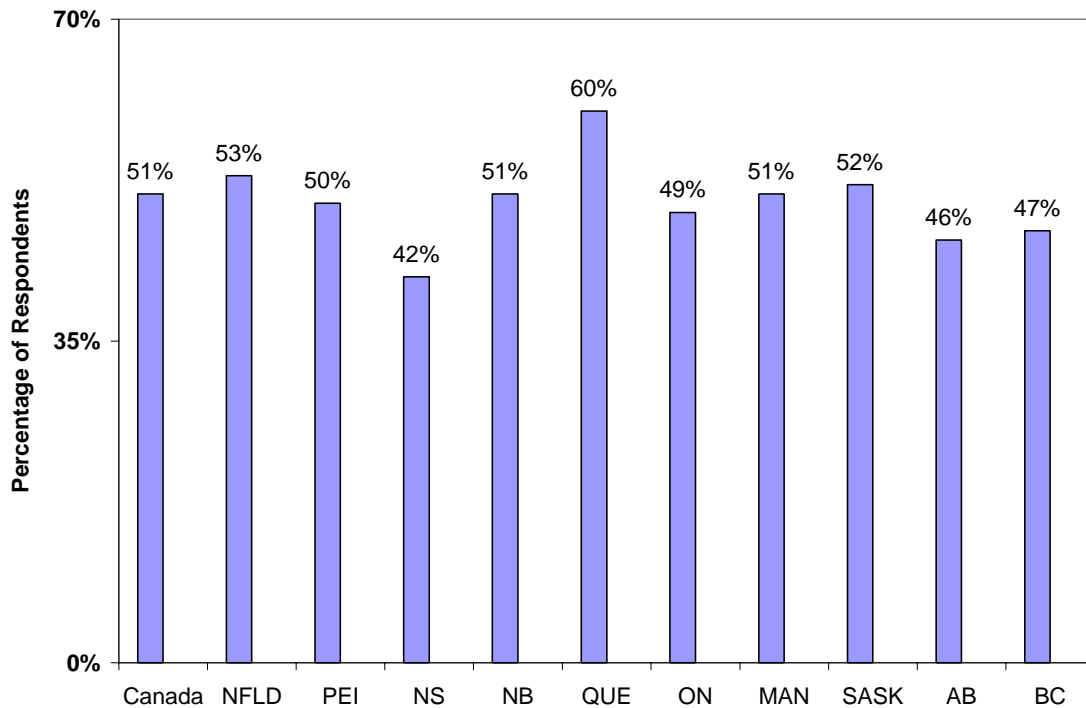
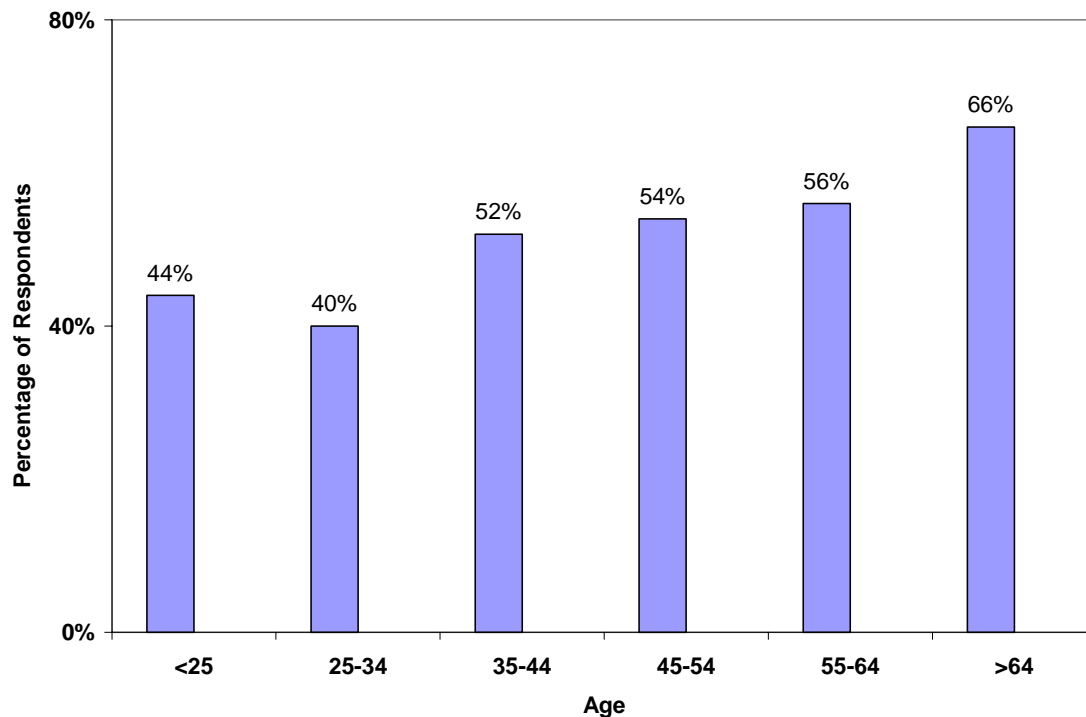


Figure 6. Percentage of Respondents Who Think That Charities Should Limit the Amount of Time and Money They Spend on Advocacy, by Age



Knowledge of Charities

The more familiar people are with the work of charities, the less likely they are to support the idea that charities should put limits on the resources they allocate to advocacy activities. Forty-nine percent of those who identify themselves as 'very' or 'somewhat familiar' with the work of charities believe that charities should put a limit on resources. This increased to 56% for those who are 'not very' or 'not at all familiar' with the work charities do.

Donor Behaviour

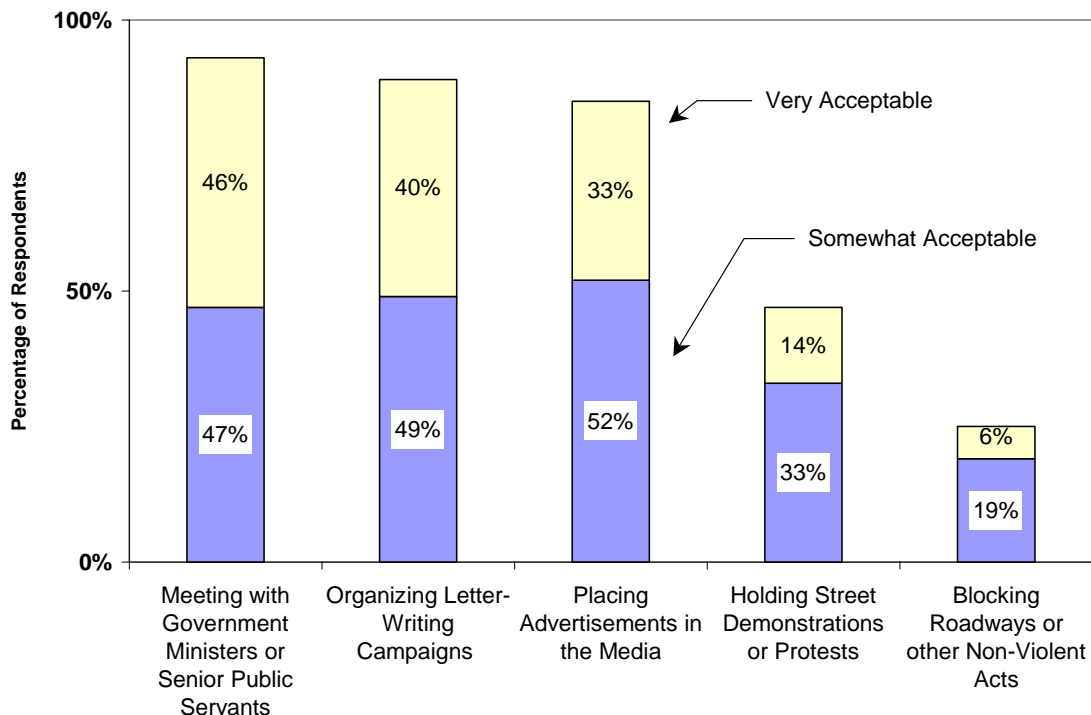
Donors are less likely to support the idea of charities limiting the resources they devote to advocacy compared to non-donors (50% of donors agreed that limits should be placed compared to 56% of non-donors). However, the likelihood of supporting a limit for advocacy resources did not vary significantly with the size of donations that respondents made.

Support for Different Types of Advocacy

There are many different ways that charities can speak out about their cause and try to bring about change. Often, the intended purpose of these activities is to educate and inform the public. Charities are “currently subject to a regulatory regime” which specifies that “education must not amount to promotion of a particular point of view or political orientation, or to persuasion, indoctrination or propaganda” (The Joint Tables, 1999).

Figure 7 shows that Canadians supported some methods of speaking out more than others. Specifically, a vast majority of respondents felt that the following activities were either ‘somewhat acceptable’ or ‘very acceptable’ ways for charities to speak out about their cause and try to get things changed: meeting with government ministers (93%), organizing letter campaigns (89%), and placing advertisements in the media (85%). This level of acceptance dropped to less than half for holding street demonstrations and protests (47%), and to only one-quarter (25%) for blocking roadways or engaging in other non-violent acts.

Figure 7. Respondents’ Views About the Acceptability of Different Types of Advocacy Activities



Finally, respondents were asked about their view concerning *how* charities should speak out about an issue. They were asked whether charities should have to provide information about both sides of the issue or whether they should make their case in the best way possible. More than half chose the former point of view (see Table 1).

Table 1. Opinions About How Charities Should Speak Out About Their Cause

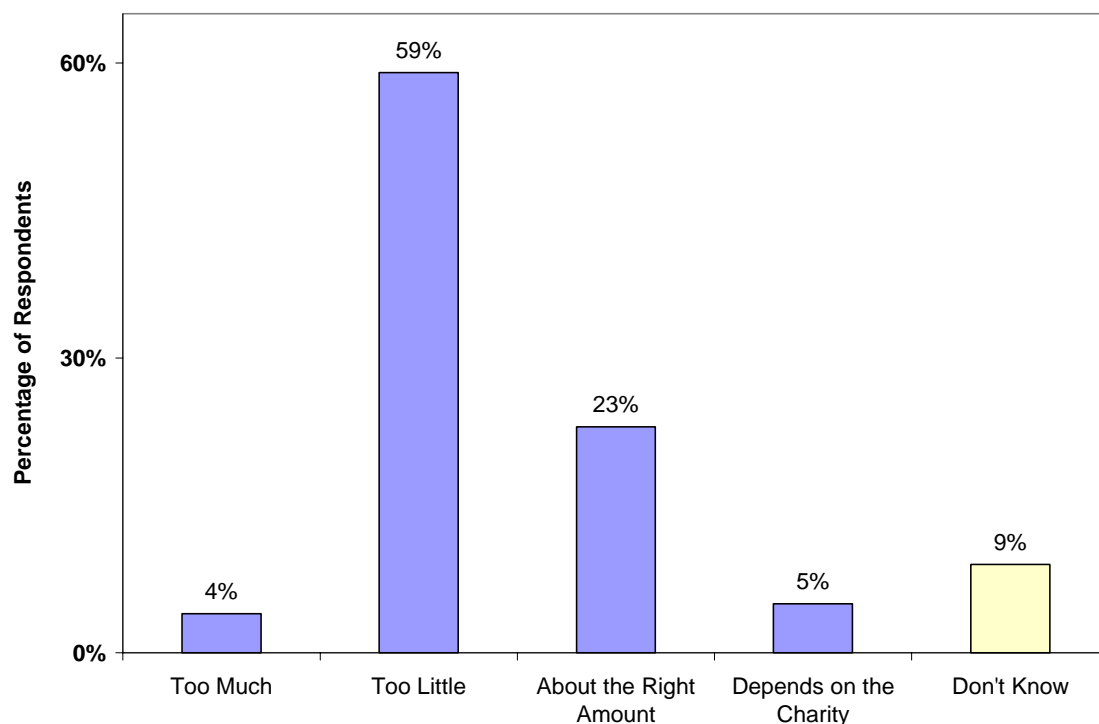
Opinion	Percentage of Respondents Endorsing Opinion
They should have to provide information about both sides of the issue	61%
They should make their case in the best way possible	39%

VIEWS ON THE FUNDING OF CHARITIES

As this research shows, Canadians generally believe that charitable organizations play an important role in Canadian society in terms of understanding and meeting the needs of individual Canadians. From a public policy perspective, it is therefore useful to consider whether Canadians believe this important set of institutions is adequately funded and how, as a society, we should support charitable activities.

Our results indicate that Canadians do not think that charities receive adequate resources for their work. When asked whether they thought that the money charities have to do their work is either too much, too little, or about the right amount, 59% of respondents indicated that charities have too little money to do their work (see Figure 8).

Figure 8. Opinions About the Money That Charities Have to Do Their Work



Where does the public think charities should turn to address the perceived under-funding of charities? Respondents were asked – for each of four possible sources of funding – whether they should be providing more, less, or about the same amount of funding to charities. Sixty-three percent indicated that business should give more to charities and 47% percent thought that government should be giving more money to charities. Forty percent thought individual Canadians should give more and only 38% indicated that charities should earn more by selling goods and services (see Table 2).

Figure 9. Opinions About Whether the Different Funding Sources for Charities Should be Giving Charities More, Less, or About the Same as They Do Now

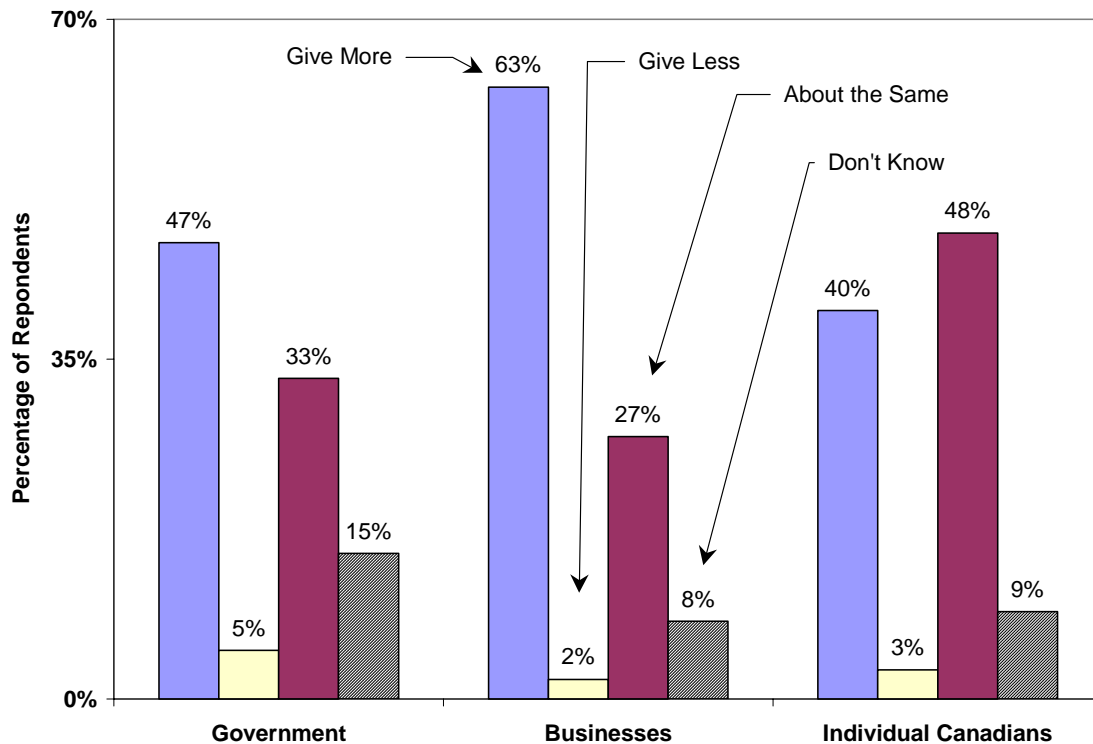


Table 2. Opinions About How Much Money Charities Should Be Earning from Selling Goods or Services

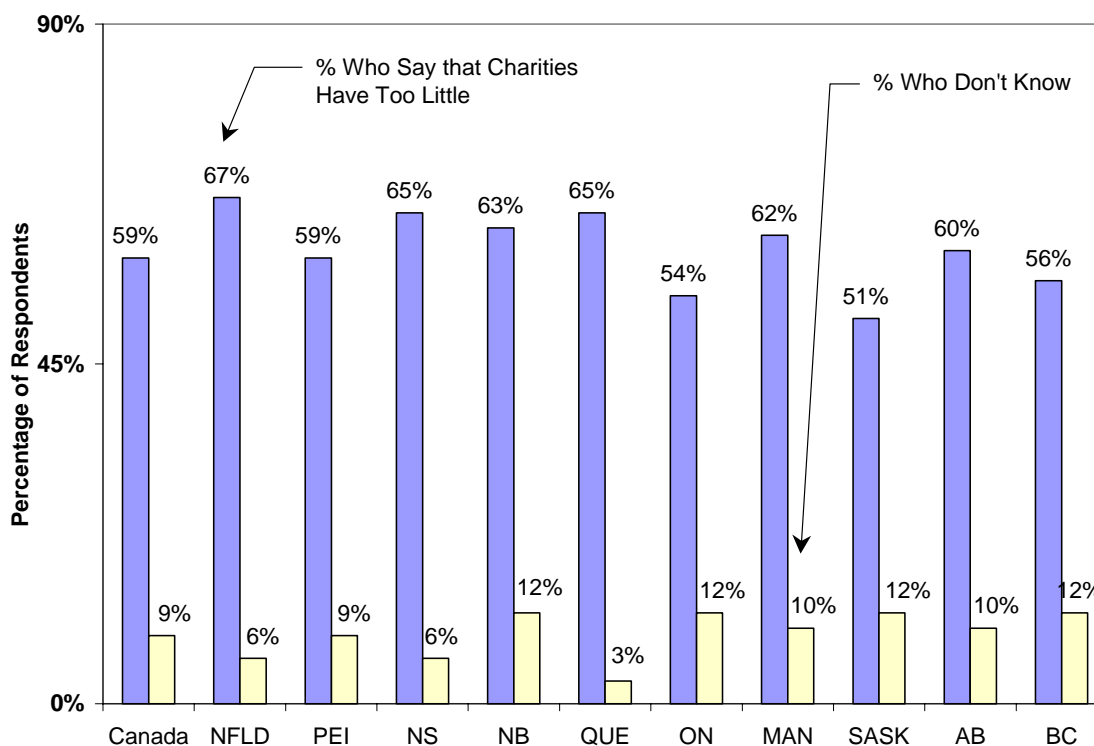
Respondent Opinion	Percentage of Respondents Endorsing Opinion
Should Earn More of Their Money This Way	38%
Should Earn Less of Their Money This Way	5%
Amount of Money Earned This Way Should Stay About the Same	50%
Don't Know	7%

Provincial and Sociodemographic Variations

There are provincial variations in views about whether charities have enough money to do their work (as figure 10 shows). Those in Newfoundland, Nova Scotia, and Quebec were most likely to think that charities have too little money while those in Saskatchewan and Ontario were least likely to hold this view.

The only substantive variation by age of respondents occurred among older respondents; 50% of those aged 55 to 64 years old and 42% of those aged 65 and older believe that charities have too little money to do their work. There is a clear relationship between perceptions of the adequacy of funding and both education and income. Sixty-four percent of respondents with a university education believe that charities have too little money; this drops to 48% for those with less than a high school education. Respondents with an income level greater than \$79,999 were much more likely to maintain that charities have too little money than those who earned less than \$20,000 (64% vs. 53%, respectively).

Figure 10. Opinions About the Money That Charities Have to Do Their Work, by Province



Knowledge of Charities and Donor Behaviour

Donors were more likely than non-donors (61% vs. 50%) to indicate that charities have too little money to do their work. Perceptions of funding also varied with the knowledge respondents have of the work charities do: 62% of those who were ‘very’ or ‘somewhat familiar’ with the work of charities thought that charities have too little money to do their work compared to 53% of those who were ‘not very familiar’ or ‘not at all familiar’.

VIEWS ON BUSINESS ACTIVITIES

Income derived from business activities appears to be becoming an increasingly important source of revenue for Canadian charities. Although there is little, if any, empirical evidence about increases in business activities, many knowledgeable observers would agree that charitable business activities appear to be on the rise. Three factors are often cited as being responsible for this: (1) a decline in the amount of funding that charities have traditionally received from government; (2) increased competition among charities for charitable donations; and (3) increased demands for the services charities provide as governments downsize. One can also point to a growing consensus in society that all types of organizations including charities should be operating more like businesses (Zimmerman & Dart, 1998).

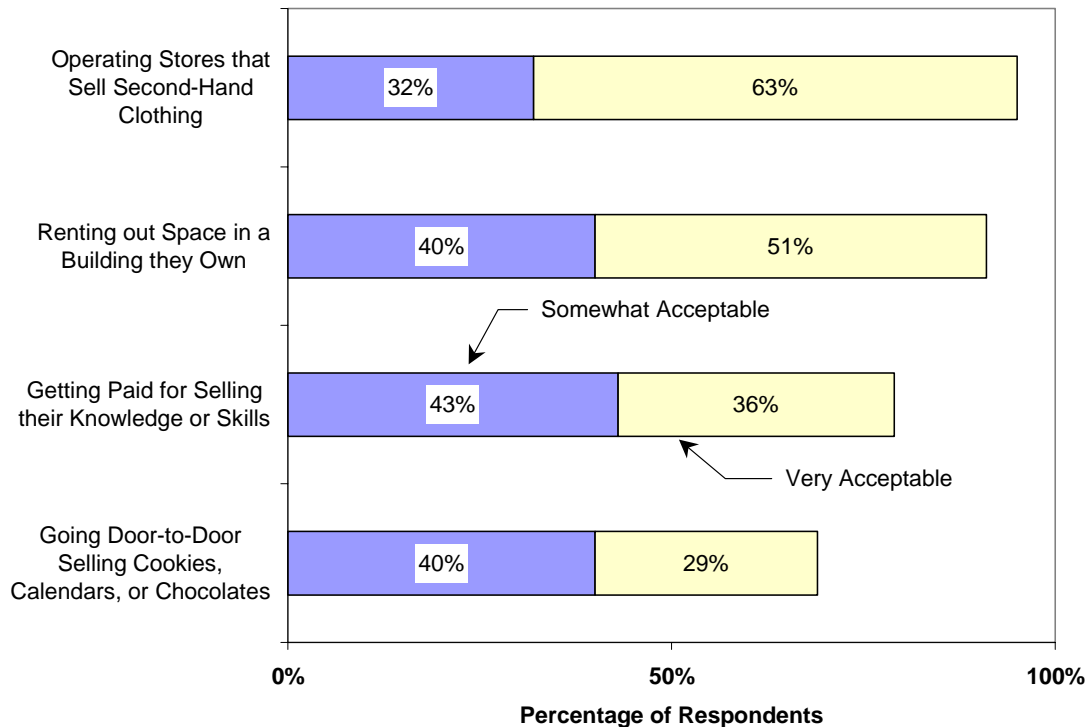
Although the opportunity to obtain revenues from business activities may seem attractive to charities, there are legal limits placed on this type of activity by charities. Nevertheless, a clear majority of Canadians (70%) agreed that 'charities should be able to do any type of business activity as long as the proceeds go to support their charitable programs and services' (see Table 3).

Table 3. Opinions About Whether Charities Should Be Able to Do Any Type of Business Activity as Long as the Proceeds Go to Support Their Charitable Programs and Services

Opinion	Percentage of Respondents Endorsing Opinion
Yes, Any Type of Business Activity	70%
No	30%

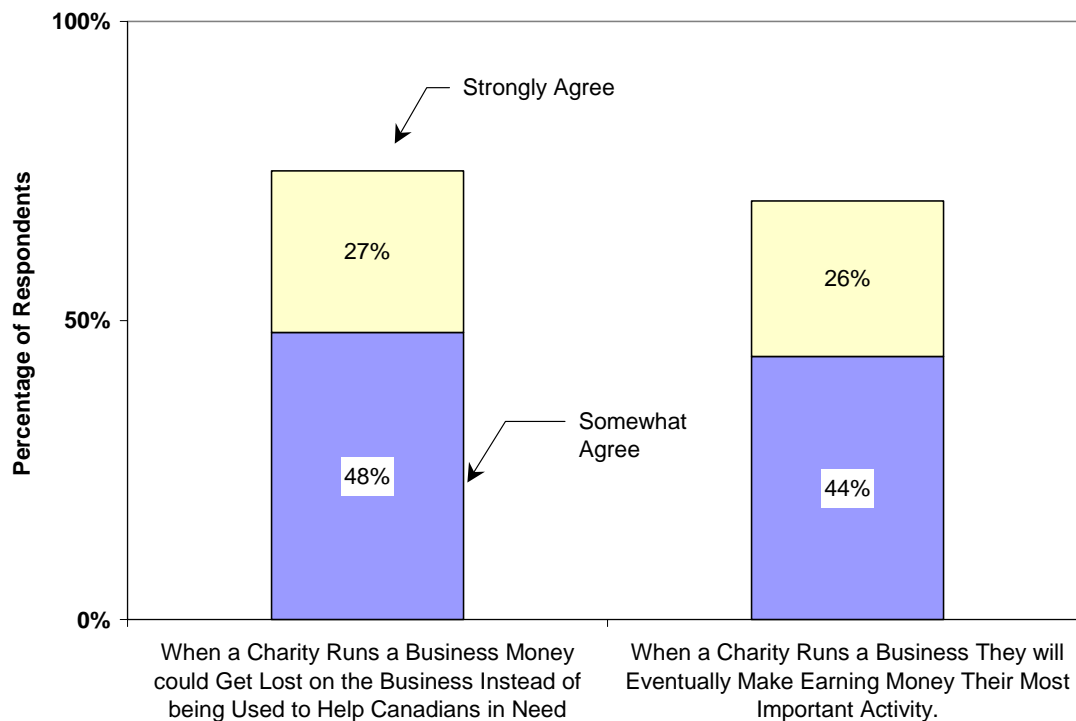
To further explore Canadians' opinions on this issue, respondents were asked to indicate how acceptable it was for charities to engage in each of a series of specific types of business activity in order to support their programs and services. As Figure 11 shows, although there is widespread acceptance for a variety of types of activities, some are clearly seen to be more acceptable than others. Most Canadians feel that it is 'somewhat acceptable' or 'very acceptable' for charities to operate stores that sell second-hand merchandise (95%) and rent out space in buildings (91%). Eighty percent indicated that selling skills or knowledge is acceptable. However, only 69% of respondents feel this way about charities selling merchandise door-to-door.

Figure 11. Opinions About the Acceptability of Different Business Activities as a Way for a Charity to Earn Money to Support its Programs and Services



Canadians agree that there are both advantages and disadvantages to charities running a business to earn money for their charitable activities. Almost 9 out of every 10 'somewhat' or 'strongly agreed' that running a business is a good way for charities to raise money they aren't able to get through donations or grants. However, Figure 12 shows that a large number (75%) also agreed that when a charity runs a business, money could get lost on the business instead of being used to help Canadians in need. A clear majority (70%) also agreed that earning money will eventually become the most important activity if a charity runs a business.

Figure 12. Opinions About Potential Disadvantages of Charities Running a Business



One of the public policy issues regarding the business activities of charities is the extent to which they have an unfair competitive advantage because of their exemption from corporate taxes and their access to charitable donations. Respondents were asked to identify which of the following two points of view were closest to their own: 1) “compared to commercial businesses providing similar programs and services, charities have an unfair advantage because they don’t pay taxes on the money they earn from running a business” or, 2) “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” (see Table 4). Overwhelmingly, respondents identified the latter point of view as closest to their own.

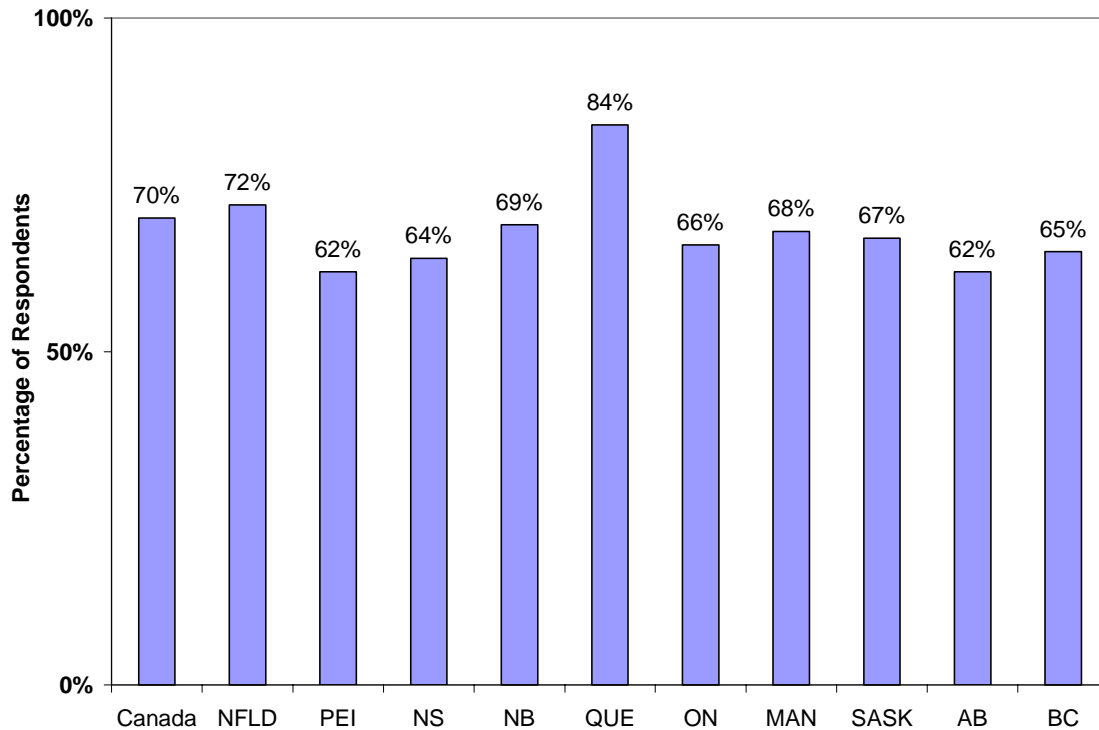
Table 4. Views on Whether Charities Should or Should Not Have to Pay Tax on Money They Earn

Point of View	Percentage of Respondents Endorsing Point of View
Charities have an unfair advantage because they don’t pay tax on the money they earn from running a business	17%
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	83%

Provincial and Sociodemographic Variations

There are significant provincial variations in public opinions about whether or not charities should be able to do any type of business activity as long as the proceeds go to support their charitable programs and services. While 84% of Quebec respondents agreed with this point of view, it was endorsed by 65% or less of those in Prince Edward Island, Nova Scotia, Alberta and British Columbia (see Figure 13).

Figure 13. Provincial Variations in Respondents Thinking That Charities Should Be Able to Do Any Type of Business Activity



With regard to the acceptance of various types of business activities conducted by charities, there were significant age, education and income variable relationships with opinions about the acceptability of selling goods door-to-door. The likelihood of respondents thinking that selling goods door-to-door was acceptable decreased with age. Eighty percent of persons under the age of 25 felt that selling merchandise door-to-door was acceptable compared to only 52% of those 65 and older. In contrast, the likelihood of respondents thinking that selling goods door-to-door was acceptable *increased* with levels of both income and education. Sixty-four percent of those earning less than \$20,000 felt that door-to-door selling of goods was acceptable compared to 77% of those earning more than \$79,999. Similarly, 62% of those with less than a high school education felt that door-to-door selling of goods was acceptable compared to 71% of those having a university degree. Similar relationships emerged for renting out space in buildings and selling skills or knowledge. For both of these business activities, the proportion of respondents who felt that these were acceptable ways for charities to earn income decreased with age. For both income and education, however, the higher a

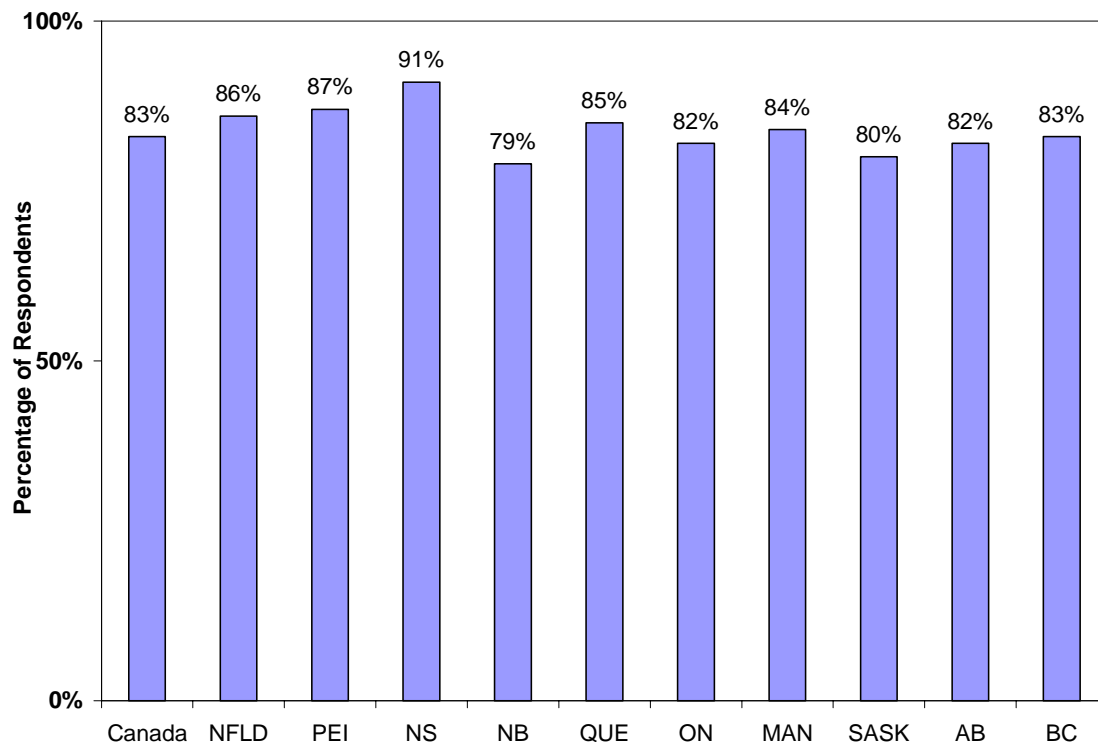
person's level of formal education or income, the more likely they were to feel that these were acceptable ways for charities to earn money.

Both provincial and sociodemographic variations are evident in the extent to which respondents identified with the view that charities shouldn't have to pay tax on business income if it is used to pay for charitable activities. Provincially, the percentage endorsing this point of view ranged from a low of 79% in New Brunswick to a high of 91% in Nova Scotia (see Figure 14). Turning to sociodemographic variations, the view that charitable business income should be tax-exempt was more likely to be endorsed by younger Canadians: ninety percent of those under 25 years of age endorsed the view compared to 79% of 55 to 64 year olds and 81% of those older than 64.

Donor Behaviour

Those Canadians making a charitable donation in 1999 were slightly more likely than non-donors to support the view that charities shouldn't have to pay tax on business income (84% vs. 80%).

Figure 14. Provincial Variations in Respondents Thinking 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

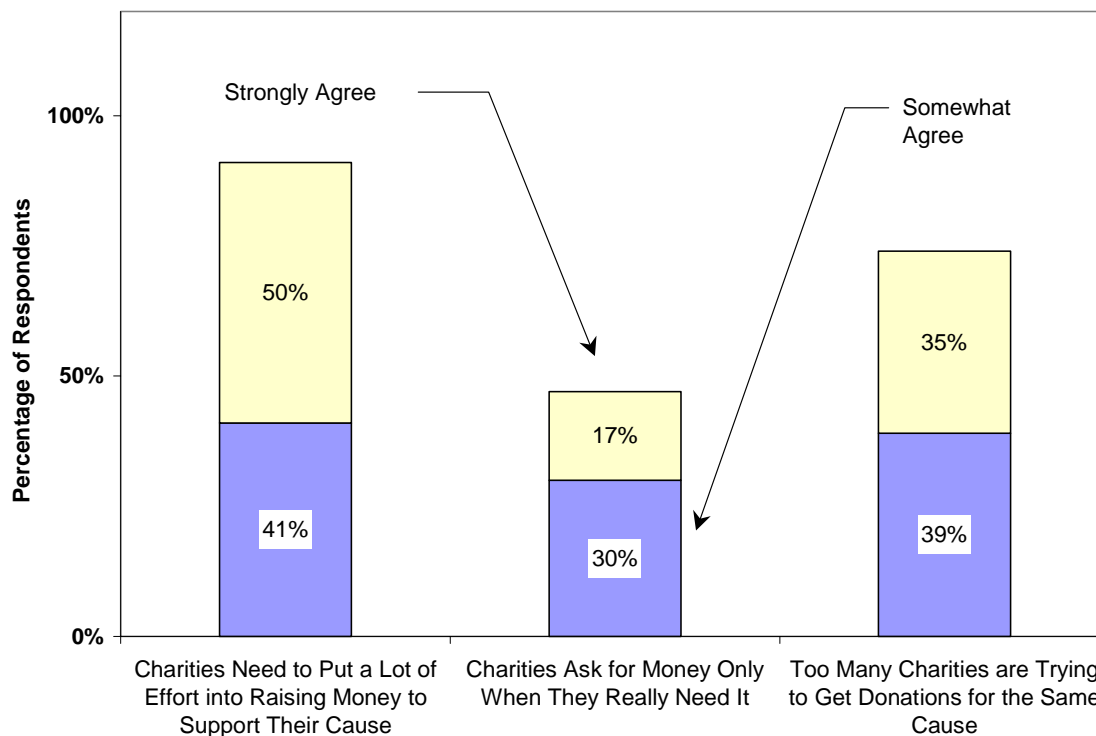


VIEWS ON FUNDRAISING PRACTICES

Fundraising has become increasingly competitive as the number of new charities that are created each year increases. Fundraising itself appears to be becoming more professional as increasing numbers of charities seem to be depending on the services of fundraising consultants. Furthermore, some research has shown that donors may be questioning the fundraising practices of charities (Hall and Febraro, 1999). Concerns about some of the fundraising practices of charities, particularly the use of commission-based fundraisers has prompted the Canadian Centre for Philanthropy to develop and promote an ethical code of conduct for charities engaged in fundraising. Indeed, our findings show that the Canadian public appears to have its own concerns about charitable fundraising.

Although Canadians appear to understand that fundraising is a necessity for charities, there still seems to be substantial dissatisfaction with charitable fundraising. Figure 15 shows that more than nine out of 10 people agreed that charities need to put a lot of effort into raising money for their cause. There was some skepticism however, concerning how often charities *really* need to be asking for money; less than half of the respondents agreed that charities ask for money only when they really need it. Furthermore, nearly three-quarters of respondents agreed that there are too many charities trying to get donations for the same cause.

Figure 15. Perceptions of the Fundraising Activities of Charities



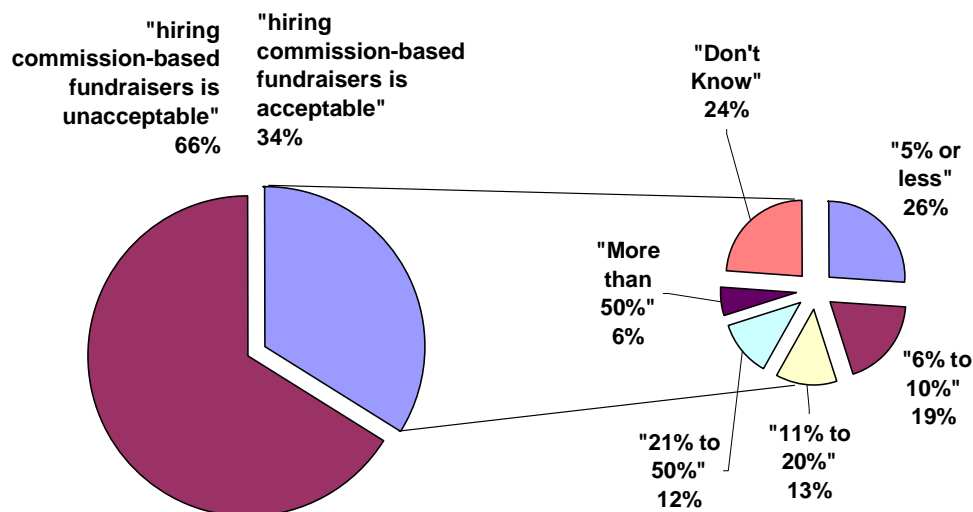
As we have already noted, some charitable organizations have identified the use of commission-based fundraisers as a particularly bad fundraising practice because of the ethical issues it presents. Only one-third (34%) of respondents agreed that hiring commission-based professionals is an acceptable way for charities to raise money; two-thirds (66%) maintained that it was unacceptable (see Table 5).

Table 5. Percentage of Respondents Who think That Hiring Commission-Based Fundraisers 'Is' or 'Is Not' an Acceptable Way for Charities to Raise Money

Opinion	Percentage of Respondents Endorsing Opinion
Is Acceptable	34%
Is Not Acceptable	66%

The one-third of respondents (34%) who believed that hiring commission-based fundraisers is an acceptable way for charities to raise money were then asked to suggest what percentage of donations they think these fundraisers should receive for their services. The responses are grouped into a series of ranges (Figure 16). Twenty-six percent of these respondents thought that 5% or less was an appropriate percentage for a professional to take; nineteen percent believed that between 6% and 10% was fine; only 18% thought that more than 20% was an appropriate percentage for commission-based professionals to get. In fact, a Canadian study found that half of the charities who reported using commission-based fundraisers were charged costs that amounted to 59% or more of the funds raised (Hall, 1996).

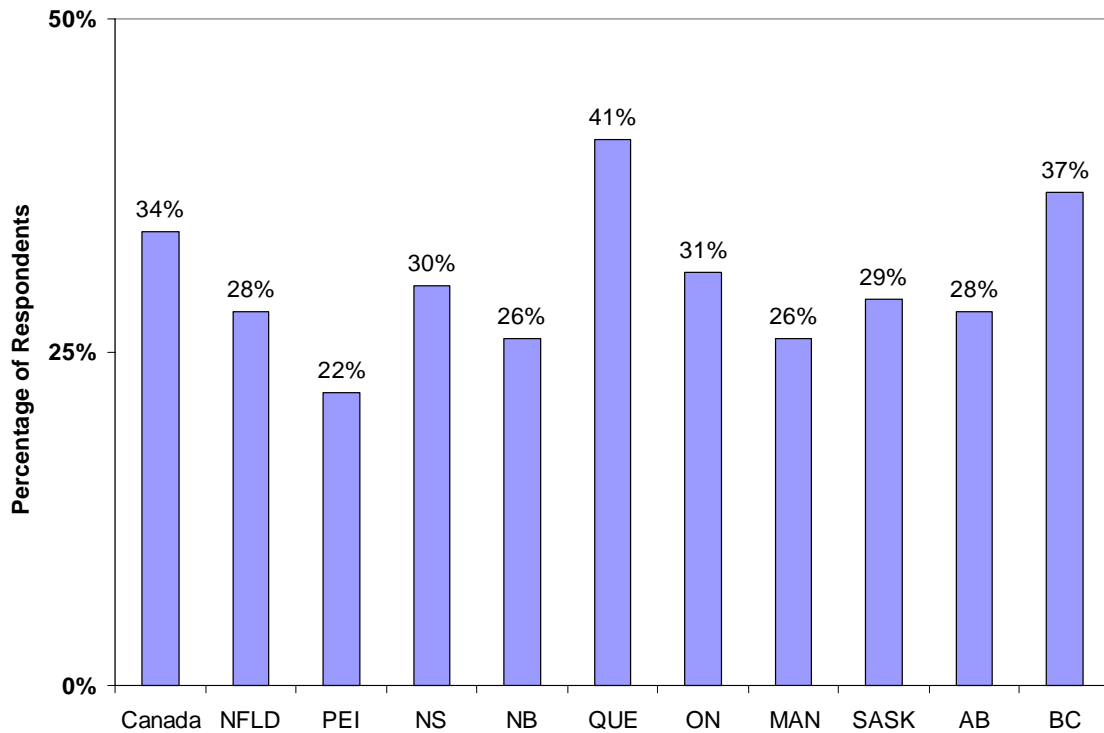
Figure 16. Opinions About the Use of Commission-Based Fundraisers and Opinions About the Percentage of the Money That Is Raised That They Should Receive



Provincial Variations

The percentage of respondents who thought that using commission-based fundraisers is an acceptable way for charities to raise money varied significantly by province ranging from a low of 22% in PEI to a high of 41% for those living in Quebec (see Figure 17).

Figure 17. Percentage of Respondents Who Think That Hiring Commission-Based Fundraisers is an Acceptable Way for Charities to Raise Money, by Province



TRUST AND CONFIDENCE IN CHARITIES

There have been recent debates about whether there is a need for greater accountability on the part of charitable organizations particularly with respect to their use of revenues. These debates often centre on the issue of whether charitable dollars are being put to appropriate use and the degree to which charities should demonstrate that their activities are both cost-efficient and effective in terms of their impact. The following provides some context for discussions about the accountability of charitable organizations by providing information about the public's views on these and other issues.

We begin by examining the public's general level of trust and confidence in charities and their opinions and beliefs about the spending practices of charitable organizations. Next, we examine the public's views about the need for charities to provide more information about their activities and whether there is a need for greater monitoring of charitable organizations. As will be evident, Canadians appear to have a high degree of trust in charitable organizations and the people who work within them, but also indicate that there is a need for greater disclosure on the part of charities, as well as a need for increased monitoring of their activities. However, it is also evident that Canadians are generally unaware that charities are already subject to monitoring. In fact, charities are subject to monitoring by the Canada Customs and Revenue Agency and some provincial bodies.

Trust in Charities and the People Who Work within Charities

Public trust in charitable organizations appears to be quite high. Over three-quarters (77%) of respondents report having "some" or "a lot" of trust in charities (Figure 18). In contrast, 20% indicate that they trust charities "a little" and only 3% trust charities "not at all." In addition, a vast majority (86%) indicate that their trust in charities has stayed about the same over the past year, with 6% indicating that their trust has increased and 8% indicating that their trust has decreased. Finally, 84% of respondents agree that charities "are generally honest about the way they use donations" (see Table 6).

Figure 18. Degree of Trust in Charities

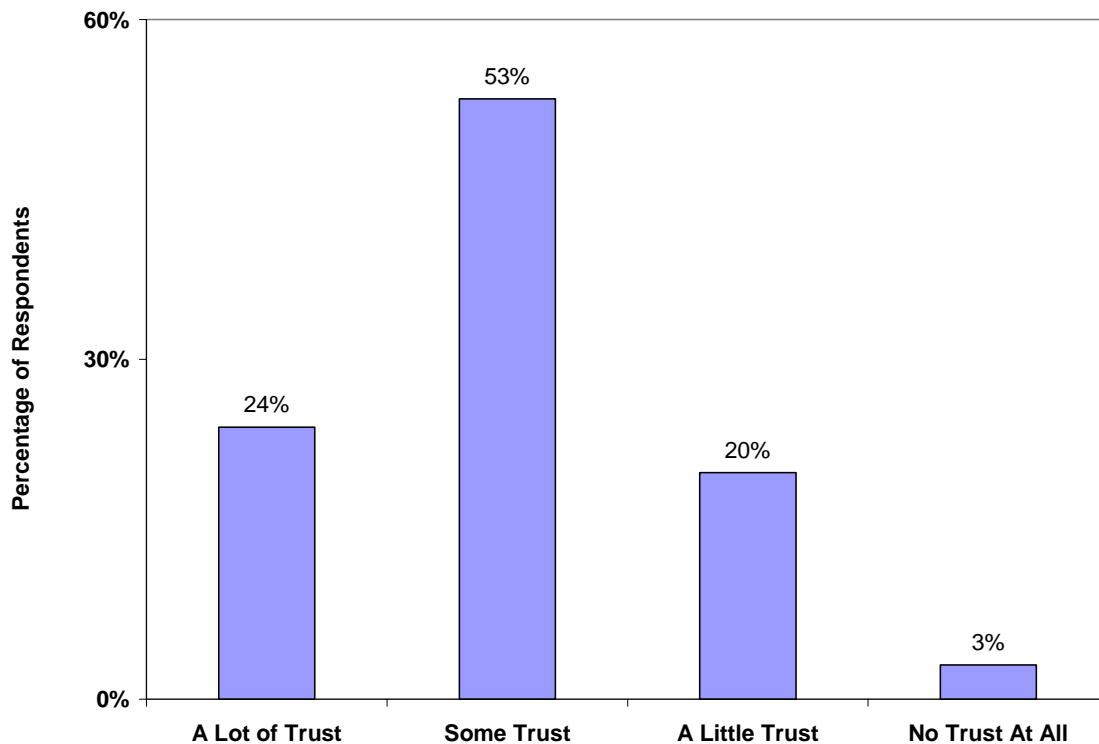


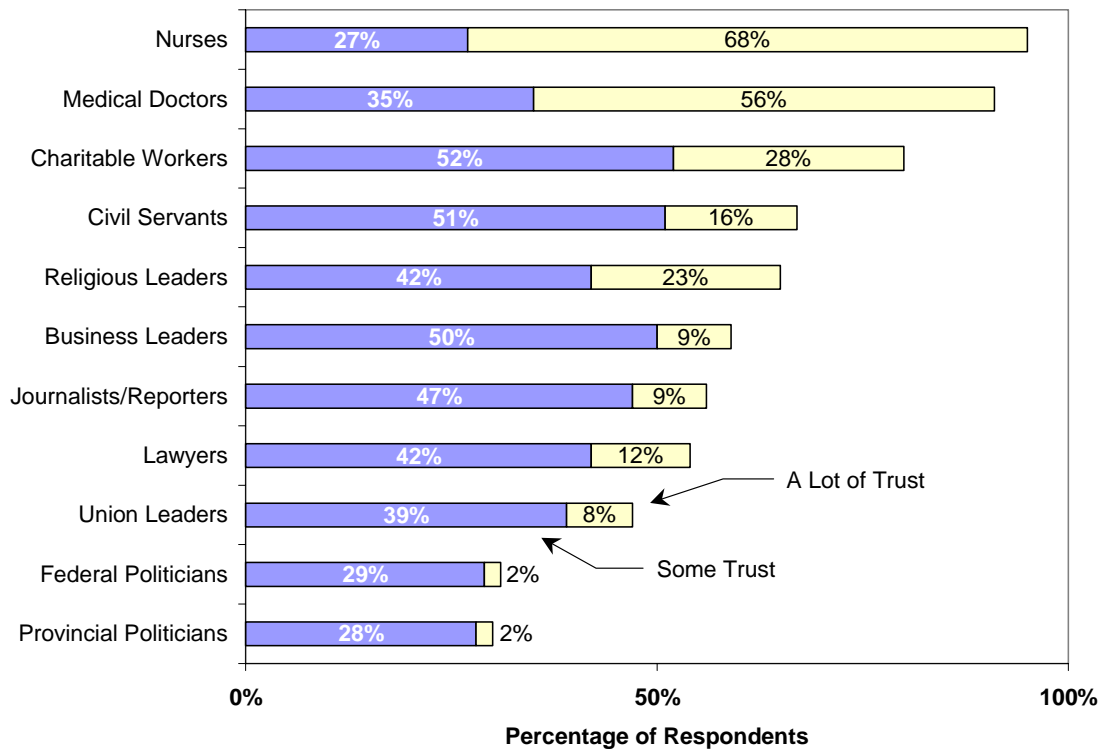
Table 6. Respondents' Strength of Agreement With the Idea That Charities Are Generally Honest About the Way They Use Donations

Strength of Agreement	Percentage of Respondents
Strongly Agree	27%
Somewhat Agree	57%
Somewhat Disagree	11%
Strongly Disagree	5%

It is useful also to understand how trust and confidence in charitable organizations compares to trust and confidence in other institutions in Canadian society. To get some sense of the relative level of trust in charities, respondents were asked to indicate the amount of trust they had in people working in a number of different professions, including people who work in charities. As Figure 19 shows, those who work in charities are trusted more than people working in most of the other professions we examined with only doctors and nurses being trusted more. It is also worth noting that the observed ranking of professions in terms of trust in Figure 19 is consistent with that obtained from a similar question during a 1987 survey (Nation-Wide Survey of Attitudes Toward

Philanthropy, 1987).³ One notable difference is that those who work in charitable organizations appear to have supplanted people working for religious organizations in terms of reported levels of trust.

Figure 19. Degree of Trust in Selected Professions and Occupations



Provincial and Sociodemographic Variations

There were some variations in the level of trust both provincially and by socio-demographic characteristics. The percentage of people who trusted charities ‘somewhat’ or ‘a lot’ remained close to the national estimate, with one notable exception; only 67% of Quebec respondents reported having ‘some’ or ‘a lot of trust’ in charitable organizations (Figure 20).

Trust in charitable organizations also varies by education, age, and income. Those with higher levels of education are more likely to report trusting charities ‘some’ or ‘a lot’ (86% of those with a university degree vs. 64% of those with less than high school education) and, with the exception of seniors, levels of trust decline as the age of the respondent increases (see Figure 21). In contrast, the likelihood of trusting charities ‘some’ or ‘a lot’ increases with income; from 68% for those who earn less than \$20,000 to 86% for those earning more than \$79,999.

³ A Decima Research survey of attitudes toward philanthropy conducted in 1987 asked Canadians to rate first the honesty and ethical standards of people involved in a list of professions; the ordinal ranking was medical profession, religious organizations, charitable organizations, business, legal profession and politics.

Figure 20. Degree of Trust in Charities by Province

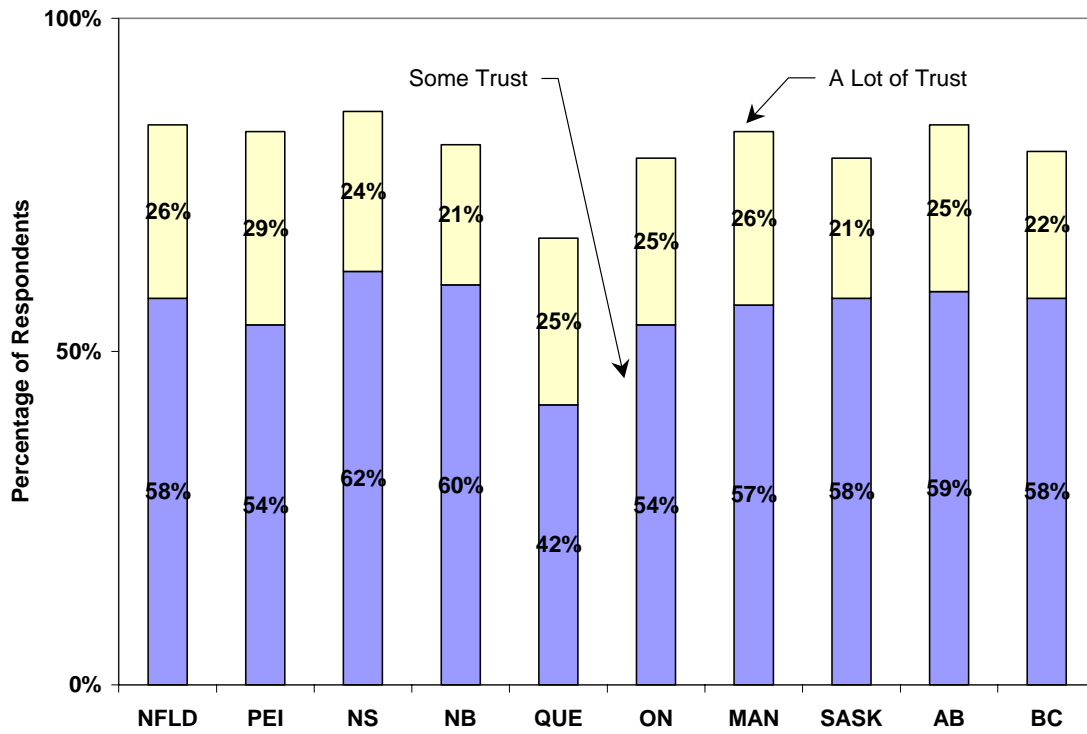
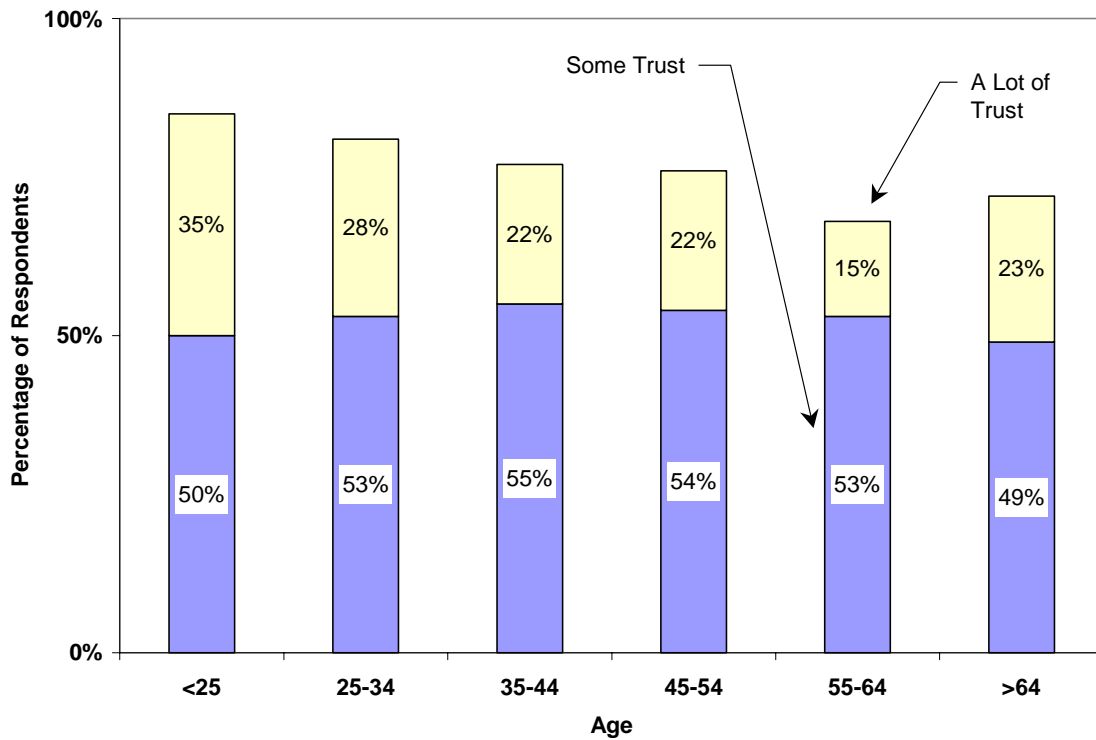


Figure 21. Degree of Trust in Charities by Age



Donor Behaviour

Almost 8 out of every 10 respondents (79%) who made a charitable donation in 1999 reported having 'some' or 'a lot' of trust in charities compared to 67% of those who did not make a charitable donation. Trust also increases with the amount donated. Eighty-six percent of the top 25% of donors (i.e., gifts of more than \$454) reported having 'some' or 'a lot' of trust in charities compared to 76% of the bottom 25% of donors (i.e., those who donated \$60 or less).⁴

Knowledge of Charities

An important related factor to trust in charities seems to be knowledge of their work. Of respondents who reported being 'very' or 'somewhat familiar' with the work of charities, 80% said they had 'some' or 'a lot of trust' in charitable organizations. In contrast, 72% of respondents who were 'not very' or 'not at all familiar' with the work of charities reported having 'some' or 'a lot of trust' in them.

Opinions about Spending Practices

Public perceptions about the way that charities spend the money they raise from donations and earn from their own income-generating activities provide an important context for debates about the need for improved accountability on the part of charities. Next, we examine whether Canadians think that charities spend too much money on operating and fundraising expenses, their beliefs about how much charities spend in these areas and their views about whether or not limits should be placed on how much charities spend on administration and fundraising.

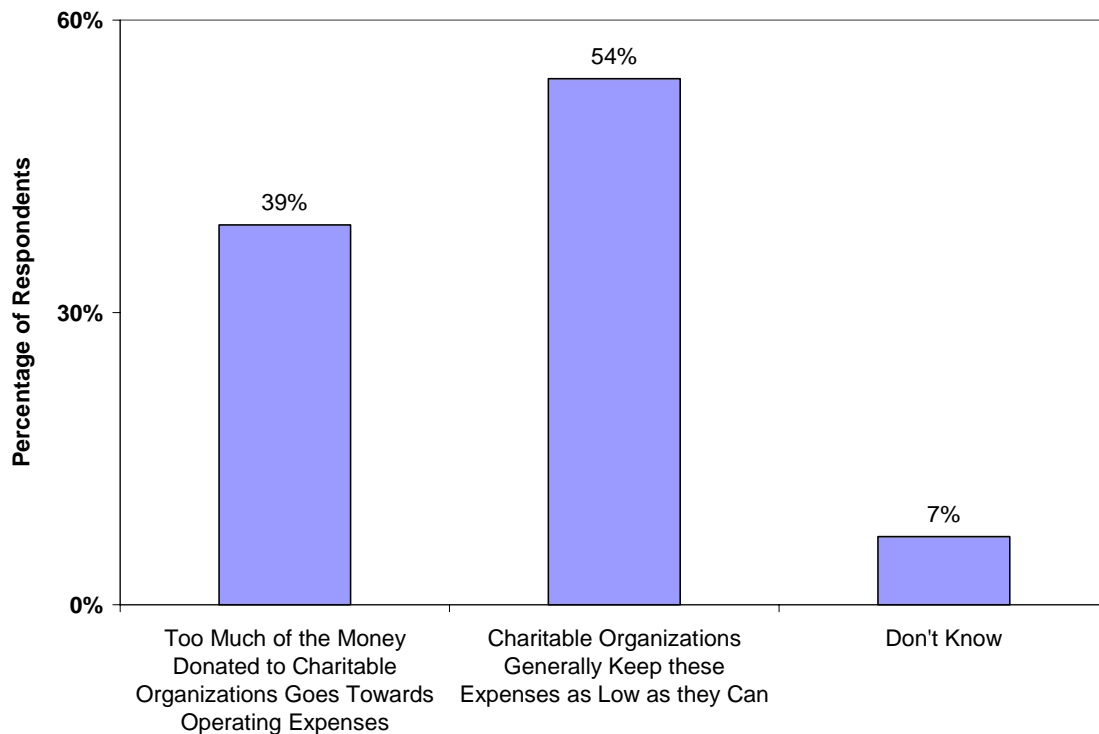
Operating Expenses

In an attempt to assess public opinion about the amount charities spend on operating expenses, respondents were asked to indicate which of two views were closest to their own: 1) "Too much of the money donated to charitable organizations goes toward operating expenses rather than going to the cause itself"; or 2) "Every organization has operating expenses and charitable organizations generally keep these expenses as low as they can" (see Figure 22). Although 54% chose the latter point of view, a sizeable proportion of respondents (39%) believe that charities spend too much on operating expenses. However, it is important to note that this perception does not seem to have changed recently given that a nearly identical proportion (41%) of Canadians shared a similar view in 1987.⁵

⁴ For the 79% of respondents that reported making a charitable donation in 1999, four equal categories (quartiles) were constructed for the amount of their donations: \$60 or less, \$61 to 189, \$190 to 453, \$454 or more.

⁵ In the 1987 Decima Research survey, 41% of respondents reported that too much of the money donated to charitable organizations goes toward operating expenses rather than to the cause itself.

Figure 22. Opinions About Spending on Operating Expenses



Respondents were asked to estimate how many cents of every dollar donated to a charity get used for operating expenses such as rent, printing, and salaries rather than being used to directly support the organization's cause. Interestingly, the majority of respondents (86%) could not or would not attempt to estimate an actual amount. This suggests that most Canadians have little knowledge or understanding of the operating expenses of charities.

Provincial Variations

Quebec respondents appear to be less likely to believe that the operating expenses of charities are too high. Only 34% indicated that charities spend 'too much' on expenses and this increased to a high of 49% for those living in PEI.

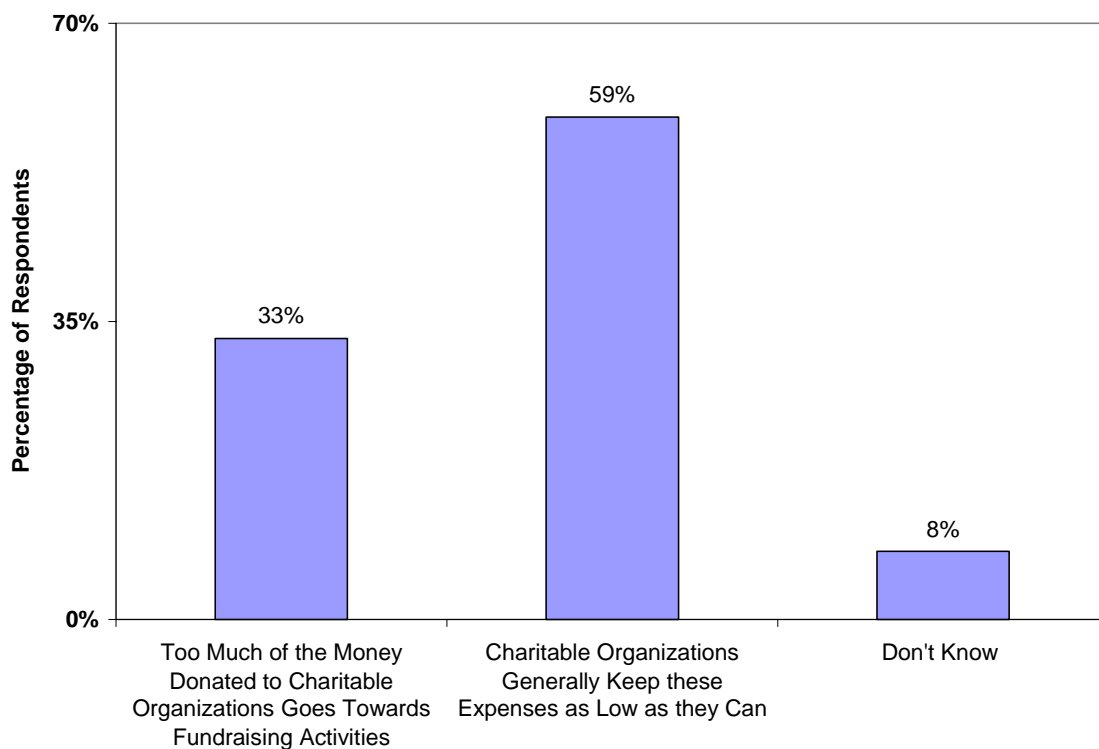
Donor Behaviour and Knowledge of Charities

Respondents who made a charitable donation in 1999 were slightly less likely to believe that charities spend 'too much' on expenses compared to non-donors (38% vs. 42%). There were no significant variations with the knowledge people have of charities other than the fact that respondents who were 'not at all familiar' with the work of charities were much more likely (50%) to believe that "too much" went to operating expenses, compared to those who were 'very familiar' (39%), 'somewhat familiar' (38%), and 'not very familiar' (39%) with the work of charities.

Fundraising Expenses

To determine opinions about fundraising expenses, respondents were given two points of view and asked to choose the one that was closest to their own. When asked to choose between the view that “too much of the money donated to charitable organizations goes towards fundraising activities rather than going to the cause itself” and the view that “every organization has fundraising expenses and charitable organizations generally keep these expenses as low as they can”, 59% percent of respondents chose the latter viewpoint. These results suggest that Canadians are somewhat less concerned about spending on fundraising activities than they are about spending on operating expenses (see Figure 22).

Figure 23. Opinions About Spending on Fundraising Expenses



It is important to observe that many respondents are unable to provide any reasonable estimate about how much charities spend on fundraising expenses. When asked to estimate how many cents from every dollar donated get used for fundraising activities, 86% could not or would not provide an answer. This suggests that most Canadians have little knowledge or understanding of the fundraising expenses of charities.

Setting Limits on Spending

The study also examined opinions about the need to set limits on the amount of money a charity can spend on administration and fundraising. Respondents were asked to choose which of two views were closest to their own: (1) “there should be a limit set on the amount of money a charity can spend on administration and fundraising, or (2) “charities should be allowed to decide this for themselves.” Two-thirds (65%) indicated that they thought that limits should be set (see Table 7).

Table 7. Opinions About Whether There Should Be a Limit Set on the Amount of Money a Charity Spends on Administration and Fundraising or if the Charity Should Be Allowed to Decide This for Themselves

Opinion	Percentage of Respondents Endorsing Opinion
Yes, there should be a limit	65%
No, charities should decide for themselves	35%

Provincial and Sociodemographic Variations

The percentage of people who supported the setting of limits on administration and fundraising expenses varied provincially from a low of 58% in British Columbia to 70% in Newfoundland and 71% in Quebec. Responses also varied by age. Fifty-two percent of individuals younger than 25 were in support of a limit. This increased until the age of 64 (74% in support) and then dropped somewhat for those aged 65 or older (69%).

Knowledge of Charities and Donor Behaviour

The more familiar people are with the work charities do, the less likely they are to support the setting of limits on expenses. Fifty-eight percent of those who identified themselves as ‘very familiar’ with the work of charities were in favour of a limit, compared to nearly three-quarters (72%) of those who were ‘not at all familiar.’ Responses also varied with donor status; donors were slightly more likely than non-donors to think there should be a limit set (66% vs. 60%). However, there were no variations according to the size of donation made.

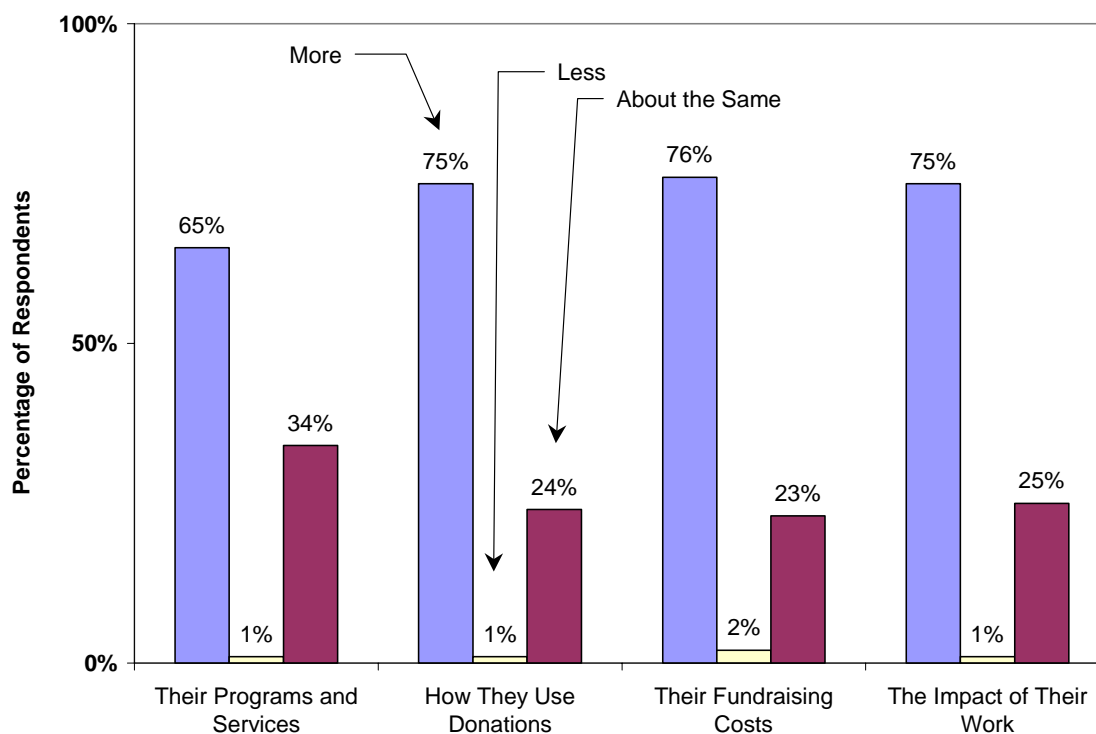
OPINIONS ABOUT THE NEED FOR GREATER ACCOUNTABILITY

The study explored two aspects of accountability: opinions about the need for charities to provide more information about their activities and the need for greater monitoring of charitable organizations. As will be shown below, there is a perceived need for more information from charities. In addition, a vast majority of Canadians appear to think there is a need for greater monitoring of charities, but this can be explained, in no small part, by the finding that most Canadians are not aware that the Canada Customs and Revenue Agency and some provincial and municipal government bodies perform this function already.

The Need to Provide More Information

Respondents were asked to indicate whether or not they thought charities should be providing more, less, or the same amount of information about four areas of activity: (1) programs and services, (2) the use of donations, (3) fundraising costs, and (4) the impact of their work. As Figure 24 shows, a large majority of Canadians indicated that charities should be providing more information on each of these areas of activity. Two-thirds (65%) supported the notion of charities providing more information about their programs and services while 75% or more thought that charities should be providing more information about how they use donations, their fundraising costs, and the impact of their work on Canadians.

Figure 24. Percentage of Respondents Who Think That Charities Should Provide More Information About Their Activities



Because the act of providing more information entails some cost to organizations, we attempted to get respondents to weigh the advantages of having more information about charities against the cost of providing this information. Respondents were asked to choose which of two views that was closer to their own: (1) “In order to make good choices about where to donate, Canadians need more information about the work that charities do,” or 2) “Providing more information will use time and money that charities could use better on providing services and programs to Canadians.” More than half (58%) chose the former point of view suggesting that for them the benefits of having information outweighs the costs to the organization (see Table 8).

Table 8. Respondents Views About the Costs and Benefits of Charities Providing More Information

Point of View	Percentage of Respondents Endorsing View
In order to make good choices about where to donate, Canadians need more information about the work charities do	58%
Providing more information will use time and money that charities could use better on providing services and programs to Canadians	36%
Don't Know	6%

Finally, respondents were asked whether they thought charities should be required to provide more information about how donors' contributions were spent. Almost all (94%) 'somewhat' or 'strongly agreed' that charities should be required to disclose this kind of information on each fundraising request (see Table 9).

Provincial and Sociodemographic Variations

Although there was little provincial variation elsewhere, New Brunswickers were less likely than others to indicate that Canadians need more information about the work charities do in order to make good choices about where to donate (52% vs. 58% nationally). In addition, variations in opinions appear to be related to educational level. The more education an individual has, the more likely they are to support the notion that Canadians need more information. Just over half (52%) of respondents with less than a high school education think that more information is needed; this rose to 62% for those having a university degree. Although there were no substantial variations with age or income, only 50% of those aged 65 or older indicated that Canadians need more information (i.e., 8% less than the national average). In addition, 67% of respondents who earned between \$40,000 and \$59,999 thought that Canadians need more information—nearly 10% more than the national average of 58%.

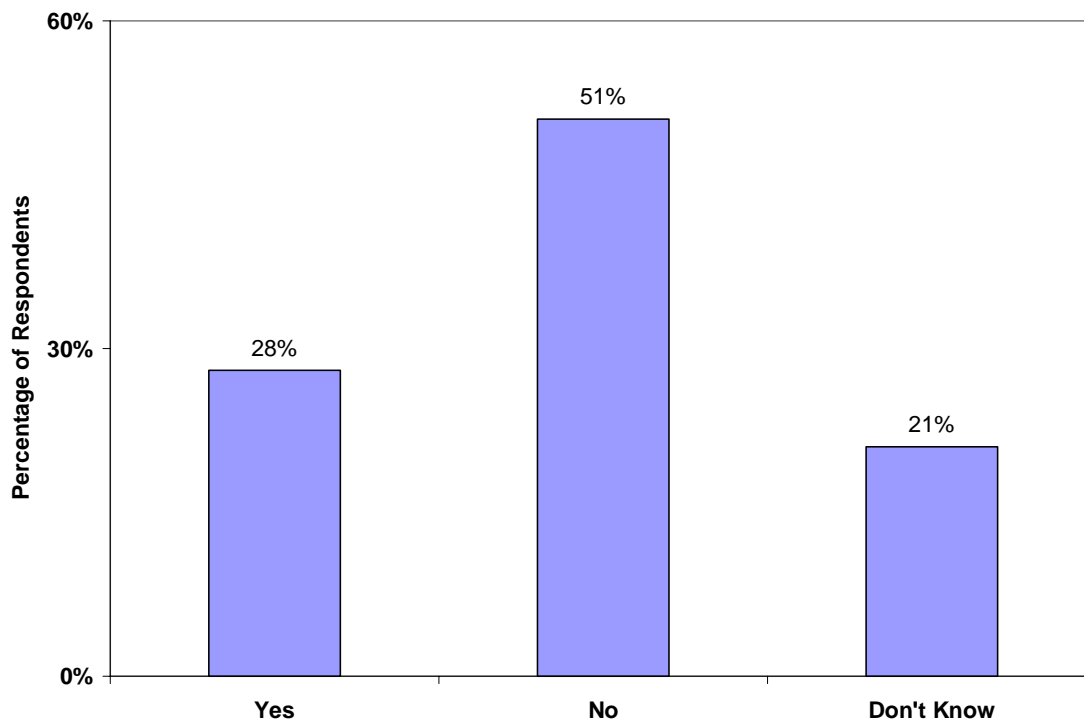
Table 9. Percentage of Respondents Who Agree That on Each Fundraising Request, Charities Should Be Required to Disclose How Donors' Contributions Are Being Spent

Level of Agreement	Percentage of Respondents
Strongly Agree	66%
Somewhat Agree	28%
Somewhat Disagree	4%
Strongly Disagree	2%

The Lack of Awareness About Current Monitoring of Charities

The second aspect of accountability that we examined concerns the extent to which Canadians think that the activities of charitable organizations need more monitoring and how such monitoring should be done. As the next section shows, the majority of Canadians feel there is a need for someone or some organization to watch over the activities of charities. One of the reasons for this may be their lack of awareness that such an organization already exists. Half of those surveyed do not think that there is an organization that is responsible for watching over the activities of charities and another 21% do not know whether or not such an organization exists (see Figure 25).

Figure 25. Percentage of Respondents Who Think There Is or Is Not an Organization or Agency That Is Responsible for Watching Over the Activities of Charities



Respondents who said they were aware of an agency that monitors charities were then asked if they knew the *name* of this organization; only one-fifth (20%) reported that they did know the name (which is equivalent to only 5% of the total number of respondents in the sample; see Table 10). Of the 20% who could provide a name, approximately one-fifth believed Revenue Canada to be the monitoring agency; 35% named a provincial or federal agency; and about one-quarter named an agency that operates within the charitable sector (see Table 11).

Table 10. Percentage of Respondents Who Know or Do Not Know the Name of the Organization or Agency that Is Responsible for Watching Over the Activities of Charities*

Knowledge	Percentage of Respondents
Know the Name	20%
Do Not Know the Name	80%

*Based on the 28% of respondents who reported that they knew of an agency or organization that is responsible for watching over the activities of charities.

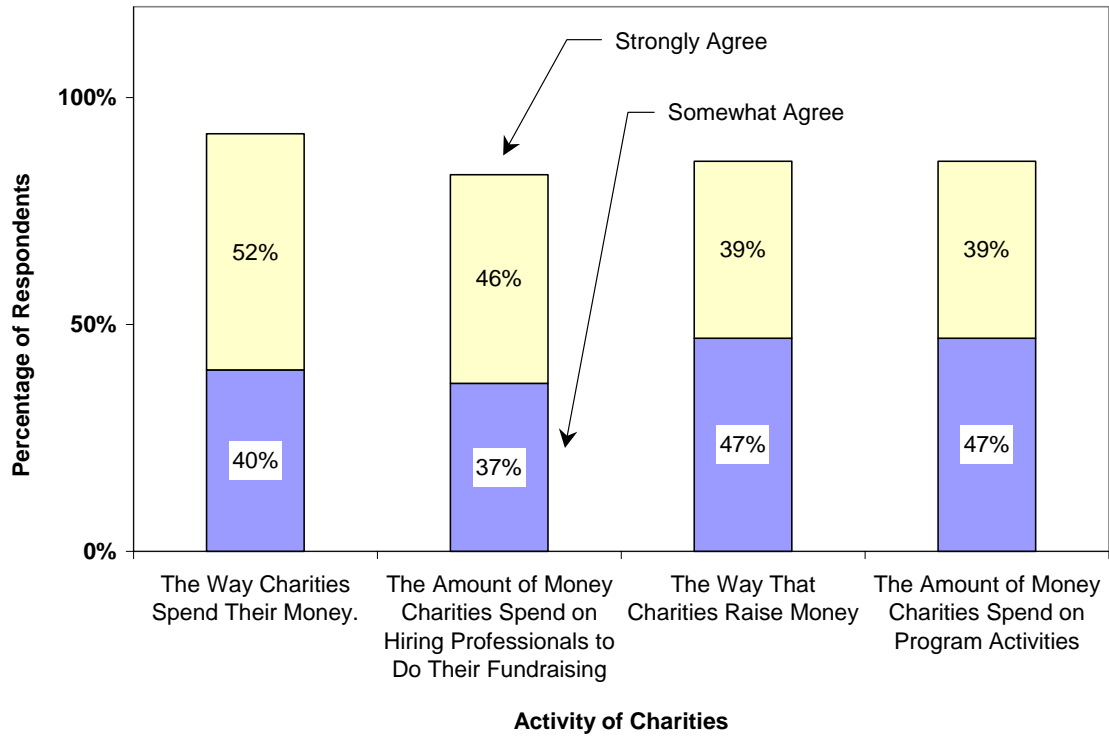
Table 11. Name of the Monitoring Agency or Organization Provided

Agency or Organization	Percentage of Respondents
Revenue Canada (or reasonable facsimile)	20%
Assorted provincial and federal government entities (e.g., Ministry of Consumer and Corporate Affairs, RCMP)	35%
Self-regulating/charitable sector (e.g., United Way, Centraide, The Canadian Centre for Philanthropy)	26%
“Other” (e.g., Better Business Bureau)	20%

The Need for Monitoring the Activities of Charities

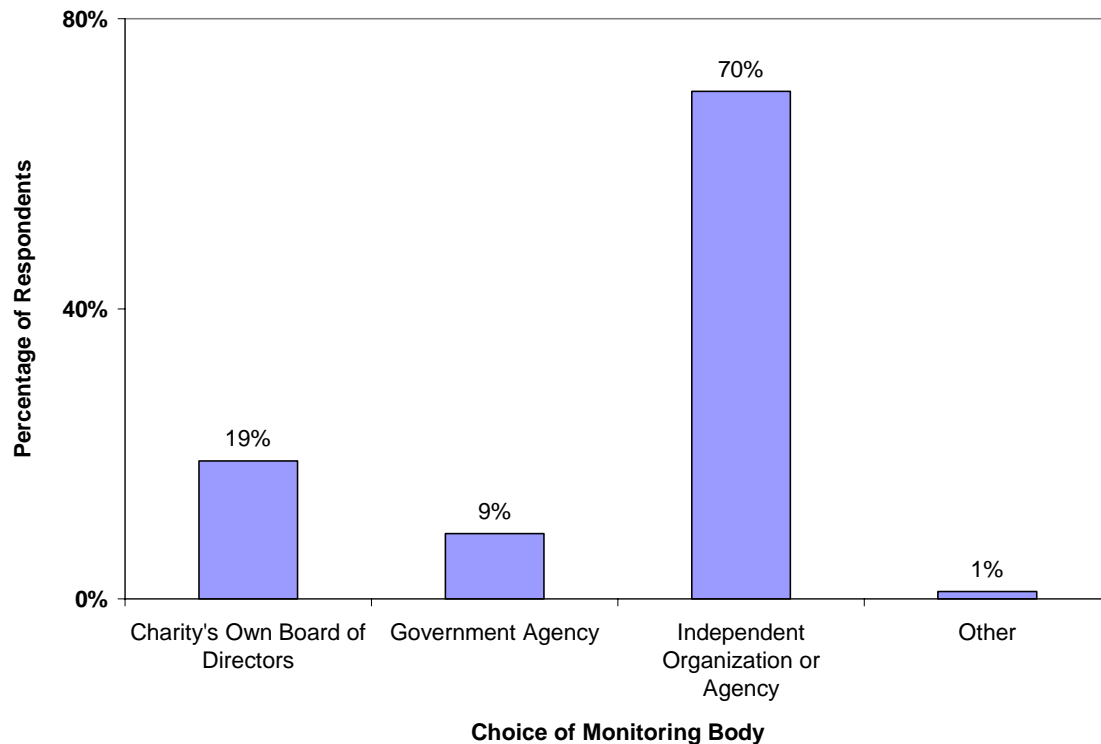
Respondents were asked to indicate the extent to which they agreed or disagreed that there is a need for someone or some organization to pay closer attention to the following areas of activity: 1) the way charities spend their money; 2) the amount of money charities spend on hiring professionals to do their fundraising; 3) the way that charities raise money and; 4) the amount of money that charities spend on program activities. Figure 26 shows that not only does a very high percentage of respondents agree that there is a need for closer attention to be paid to each of these areas, but that substantial numbers agree strongly.

Figure 26. Opinions About the Need for Someone or Some Organization to Pay Closer Attention to the Activities of Charities



Next, we turn to the issue of who should be responsible for monitoring the activities of charities. Respondents were given four possible choices: the charity's own board of directors, a government agency, an independent organization or agency, or some other organization. Seventy-percent indicated that an independent organization or agency should be responsible for watching over the activities of charities.

Figure 27. Opinions About Who Should Be Responsible for Watching Over the Activities of Charities



Provincial and Sociodemographic Variations

There were provincial variations evident in opinions about who should watch over the activities of charities. Support for the use of an independent agency ranged from a low of 61% in PEI to a high of 75% in Saskatchewan and Quebec. No clear age trend was evident, although a smaller proportion of people younger than 25 supported the idea of an independent agency (63%) compared to those who were 25 and older (all closer to national estimate of 70%). In a similar fashion, all income levels remained close to the national estimate with the exception of respondents who earned less than \$20,000 (62% supported the idea of an independent agency).

Donor Behaviour

Individuals who made donations were more likely to select an independent agency to have responsibility for monitoring (73%) than those who did not make donations (63%).

CONCLUSION

This study provides valuable insights into the attitudes of the Canadian public towards charities and their activities and provides some context for discussions about appropriate public policy regarding these institutions. It shows that Canadians consider charities to be increasingly important and to have a better understanding of the needs of the average Canadian than does government. Moreover, there is strong public support for charities speaking out on social issues like the environment, health care, or poverty. The majority of Canadians feel that either there should be no limit on advocacy expenditures or that the limit should exceed the current legal limit of 10% of charities' resources.

In keeping with their views about the importance of charities, most Canadians believe that they are under-funded. Nearly half think that government, and almost two-thirds think that businesses should increase the funding that they provide to charities. People are less likely to think that individual Canadians should be giving more to charities or that charities should try to address their under-funding by doing more to earn their own income. A majority of Canadians are in favour of allowing charities, however, to undertake business activities with the proviso that the proceeds go to support their charitable programs and services.

Canadians, do, however, have a number of concerns about some of the activities of charities. Despite the recognition that charities need to devote energies to fundraising, there appears to be substantial dissatisfaction with some of their fundraising activities and little tolerance for the use of commission-based fundraisers.

Charities appear to be generally trusted by Canadians, but there are perceptions that they spend too much on operating expenses and there appears to be a desire to have limits set on these expenses. However, few Canadians are able to estimate the percentage of charity revenues that go to operating and fundraising expenses. This may help to explain the large percentage of Canadians who identify the need for more information both about the work that charities do and the way they spend their money. Although highly trusted, a large majority of Canadians appear to believe there is a need for greater monitoring of charities and their spending. The perceived need for greater monitoring may, however, be due to the fact that the majority of Canadians are unaware that organizations currently exist that monitor charities and some aspects of their spending.

REFERENCES

- Hall, M. H. (1996). *Charitable fundraising in Canada: Results from a national survey of fundraising practices of Canadian charities*. Toronto: The Canadian Centre for Philanthropy.
- Hall, M. H., & Febbraro, A. R. (Summer, 1999). The public's concerns about fundraising and the use of donated dollars. *Research Bulletin*, 6(3). Toronto: The Canadian Centre for Philanthropy.
- Hall, Knighton, Reed, Brussi re, McRae, & Bowen (1998). *Caring Canadians, Involved Canadians: Highlights from the 1997 National Survey of Giving, Volunteering and Participating*. Statistics Canada, 71-542XPE.
- Nation-Wide Survey of Attitudes Toward Philanthropy (October, 1987). Toronto: Decima Research.
- Panel on Accountability and Governance in the Voluntary Sector (1999). *Building on strength: Improving the governance and accountability in Canada's voluntary sector*. Ottawa: Author.
- The Joint Tables (1999). *Working Together: A Government of Canada/Voluntary Sector Joint Initiative*. Ottawa: Author.
- Zimmerman, B., & Dart, R. (April, 1998). *Charities doing commercial ventures: Societal and organizational implications*. Toronto: Trillium Foundation.

APPENDIX A

Questionnaire

There are many different types of charitable organizations. 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 and so on. When we talk about charities in the survey, please try to keep this wide range of organizations in mind when you answer.

1. We would like to start by asking about how much trust you have in people from the following professions. First,
 - a. What about medical doctors? Would you say you trust them a lot, some, a little, or not at all?
 - b. What about federal politicians?
 - c. What about lawyers?
 - d. What about religious leaders?
 - e. What about journalists and reporters?
 - f. What about nurses?
 - g. What about provincial politicians?
 - h. What about business leaders?
 - i. What about people who work for charitable organizations?
 - j. What about union leaders?
 - k. What about civil servants?
 - m. Do you trust charities a lot, some, a little, or not at all?
2. Over the past year, has your trust in charities, increased, decreased, or would you say your trust in charities has stayed about the same?
3. Please tell me if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements.
 - a. The services provided by charitable organizations should not be a substitute for those services that government can provide.

- b. Generally, charitable organizations don't do much to improve the quality of life for Canadians?
 - c. Charitable organizations do a better job than government in meeting the needs of Canadians?
 - d. Charitable organizations are becoming increasingly important to many Canadians?
 - e. Charitable organizations understand the needs of the average Canadian better than the government does?
 - f. Charitable organizations should not spend their time and money trying to get laws changed?
 - g. Charitable organizations should speak out on issues like the environment, poverty or health care?
4. Thinking about the money that charities have to do their work, in general, do you think they have too much, too little, or about the right amount of money?
5. Which of the following two views comes closest to what you think?

One, too much of the money that is donated to charitable organizations goes toward operating expenses such as rent, printing, salaries, and advertising rather than going to the cause itself.

Two, every organization has operating expenses and charitable organizations generally keep these expenses as low as they can.

6. Should charities limit the amount of time and money they spend on speaking out about their cause?
- a. About what percentage of their time and money should this take up?
7. There are many ways that charitable organizations 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 be doing.
- a. What about meeting with government ministers or senior public servants as a way to speak out about their cause and try to get things changed: In general do you think this is a very acceptable, somewhat acceptable, somewhat unacceptable, or a very unacceptable thing for a charity to be doing?
 - b. Organizing letter-writing campaigns?
 - c. Holding street demonstrations or protests?

- d. Placing advertisements in the media?
 - e. Blocking roadways or other nonviolent acts?
8. When charities speak out about an issue, which of the following two points of view comes closest to your own?
- One: They should have to provide information about both sides of the issue.
 - Two: They should make their case in the best way possible.
9. Charities get money from a variety of sources including the government; from income they earn by selling goods or services, for example, running a museum giftshop, and recycling clothes; and from donations given by individual Canadians and businesses.
- a. In general, do you think that government should be giving charities more, less, or about the same amount of money as they do now?
 - b. What about individual Canadians?
 - c. What about donations from businesses?
 - d. In general, do you think that charities should be earning more of their money from selling goods or services, earning less of their money this way, or should the amount of money they earn this way stay about the same?
- 10.
- a. Do you think that charities should provide more information about the programmes and services they deliver, less information, or about the same amount of information as they do now?
 - b. What about information on how charities use donations, should they provide more, less, or about the same amount of information as they do now?
 - c. And information about their fundraising costs?
 - d. Information about the impact of their work on Canadians?
11. Which of the following two points of view comes closest to your own?
- One: In order to make good choices about where to donate, Canadians need more information about the work charities do.
 - Two: Providing more information will use time and money that charities could use better on providing services and programmes to Canadians.
12. Next I would like to ask you about the need for someone or some organization to pay closer attention to the activities of charities. Please tell me if you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the following.
- a. The first one is: more attention should be paid to the way charities spend their

money.

- b. More attention should be paid to the amount of money charities spend on hiring professionals to do their fundraising.
- c. More attention should be paid to the way that charities raise money.
- d. More attention should be paid to the amount of money charities spend on programme activities.

13. Who do you think should be responsible for watching over the activities of charities? Should it be:

- One, the charity's own board of directors;
- Two, a government agency, or
- Three, an independent organization or agency that is not part of either the government or the charity?

14. Well, if an agency to watch over the activities of charities was put in place who do you think it should be, would you say:

- One, the charity's own board of directors;
- Two, a government agency, or
- Three, an independent organization or agency that is not part of either the government or the charity?

15. Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following:

- a. On each fundraising request, charities should be required to disclose how donors' contributions are being spent?
- b. Should there be a limit set on the amount of money a charity can spend on administration and fundraising or should the charity be allowed to decide this for themselves?

16. Now, I would like to get your opinion on the way charitable organizations raise money. For each of the following, tell me if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree.

- a. Charities are generally honest about the way they use donations.
- b. Too many charities are trying to get donations for the same cause.
- c. Charities need to put a lot of effort into raising money to support their cause.
- d. Charities ask for money only when they really need it.

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

One: Too much of the money that is given to charitable organizations goes toward fundraising activities.

Two: Charitable organizations generally keep these fundraising expenses as low as they can.

18. Many charitable organizations hire professionals to help them raise money. As payment for this service, some professionals get a percentage of the money they raise. Do you think this IS, or is NOT, an acceptable way for charities to raise money?

a. What percentage of the money that is raised do you think a professional fundraiser should get?

19. I'm going to read a list of ways a charity could earn money to support its programmes and services. For each, please tell me whether you think it is a very acceptable, somewhat acceptable, somewhat unacceptable or very unacceptable way to earn money to support its programmes and services.

a. First, operating stores that sell second-hand clothing: is this a very acceptable, somewhat acceptable, somewhat unacceptable, or very unacceptable way for a charity to earn money to support its programmes and services?

b. What about going door-to-door to sell cookies, calendars or chocolates to earn money to support its charitable programmes and services? Is this very acceptable, somewhat acceptable, somewhat unacceptable, or very unacceptable?

c. Renting out space in a building they own to support their charitable programmes and services?

d. What about making money by getting paid for selling their knowledge or skills.

20. Do you think charities should be able to do any type of business activity as long as the proceeds go to support their charitable programmes and services?

21. I'm going to read you a series of statements concerning charitable organizations running a business to earn money for their charitable activities. Please tell me if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the statements.

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

b. When a charity runs a business, money could get lost on the business instead of being used to help Canadians in need?

c. If a charity runs a business, they will eventually make earning money their

most important activity.

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

One: Compared to commercial businesses providing similar programs and services, charities have an unfair advantage because they don't pay taxes on the money they earn from running a business; OR

Two: 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?

23. If you had to guess, of every dollar donated to a charity how many cents, on average, do you think get used for operating expenses such as rent, printing, and salaries rather than being used to directly support the organization's cause?

24. If you had to guess, of every dollar that is donated to a charity how many cents, on average, get used for fundraising activities rather than being used to directly support the organization's cause?

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

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

27. Should a professional fundraising business that earns its money by collecting donations for charities be allowed to use the words charity or charitable in its name?

28. In general, would you say that you are very familiar, somewhat familiar, not very familiar, or not at all familiar with the work that charitable organizations do?

29. To make sure we are talking to a cross section of Canadians, we need to get a little information about your background. First, in what year were you born?

30. How many people under 18 years of age live in this household?

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

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

33. 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?

34. Are you presently working for pay in a full-time or in a part-time job, self employed, are you unemployed, retired, taking care of family, a student, or something else?

35. Could you please tell me how much income you and other members of your household received in the year ending December 31st 1999, before taxes and other deductions. Please include income from ALL sources such as savings, pensions, rent, and unemployment insurance as well as wages. To the nearest thousand dollars, what was your total household income?
36. We don't need the exact amount; could you tell me which of these broad categories it falls into, is it
- 1 . . .less than \$20,000
 - 2 . . .between \$20,000 and \$30,000 (\$29,999)
 - 3 . . .between \$30,000 and \$40,000 (\$39,999)
 - 4 . . .between \$40,000 and \$50,000 (\$49,999)
 - 5 . . .between \$50,000 and \$60,000 (\$59,999)
 - 6 . . .between \$60,000 and \$70,000 (\$69,999)
 - 7 . . .between \$70,000 and \$80,000 (\$79,999)
 - 8 . . .between \$80,000 and \$90,000 (\$89,999)
 - 9 . . .between \$90,000 and \$100,000 (\$99,999)
 - 10 . . .between \$100,000 and \$120,000 (\$119,999)
 - m . . .more than \$120,000
37. Did you vote in the last federal election?
38. Did you vote in the last provincial election?
39. Did you vote in the last municipal or local election?
40. Did you make a financial donation to any charity in 1999?
41. And how much did you donate in total in 1999?

APPENDIX B

Survey Methodology⁶

Study Description

In total 3,863 interviews were completed across Canada. Random digit dialling (RDD) procedures were utilized to select households, and, within households, the birthday selection method was used to select respondents. Both the English and French interviewing was completed at the Institute's centralized telephone facilities in Toronto using Computer Assisted Telephone Interviewing (CATI) techniques. The Institute uses software from the Computer-Assisted Survey Methods Program (CSM) at the University of California, Berkeley.

Sample Design

The sample for the survey was designed to represent the adult population (18 years of age or older) of Canada who speak one of Canada's official languages, English or French, and reside in private homes in the ten Canadian provinces. Because the mode of data collection for the survey was telephone, the small proportion of households in Canada without telephones was excluded from the sample population.

The distribution of the sample among the ten Canadian provinces was disproportionate, in that the smaller provinces had a share of the sample that was larger than their share of the population. The over representation of the smaller provinces facilitates comparisons between provinces. But, because the sample distribution is not proportional to the population, the data must be weighted before national estimates are derived. The calculation of the weights to facilitate national estimates is provided in Table 1. The weights are calculated by dividing the province's proportion of the households in Canada by the province's proportion of the households in the sample. Ontario has the largest weight (1.8730) as the province has 36 percent of Canada's households, but only 19 percent of the sample. In preparing national estimates each Ontario case will count for about 1.9 observations in the weighted data set; that is, Ontario is "weighted up" so that the impact of the Ontario sample on national estimates is an accurate reflection of Ontario's proportion of the number of households in Canada. Conversely, for provinces where the weights are very small the proportion of the sample allocated to the province was greater than that province's proportion of the population. As a result, each case is "weighted down."

⁶ Appendix B was provided, in full, by the Institute for Social Research.

Table 1: Provincial Sample Distribution and Provincial Weights

Province	POPULATION		SAMPLE		Weight	SE
	HH's (#)	HH's	HH's (#)	HH's		
Nfld.	174,495	1.7	203	5.2	0.3223	6.9
PEI	44,478	0.4	201	5.2	0.0855	6.9
NS	324,377	3.2	300	7.8	0.4180	5.7
NB	253,707	2.5	300	7.8	0.3269	5.7
Quebec	2,634,301	26.4	605	15.7	1.6833	4.0
Ontario	3,638,364	36.4	751	19.4	1.8730	3.6
Manitoba	405,120	4.1	301	7.8	0.5203	5.7
Sask.	363,149	3.6	301	7.8	0.4664	5.7
Alberta	910,391	9.1	401	10.4	0.8777	4.9
BC	1,243,894	12.5	500	12.9	0.9618	4.4
Canada	9,992,276	100.0	3,863	100.0		.8

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 sampling error for each province, assuming a 50/50 distribution on a binary variable at the 95 percent confidence interval, is included in Table 1.

A two-stage probability selection process was utilized to select survey respondents. The first stage involved the selection of households by randomly selecting residential telephone numbers. The use of RDD for selecting telephone numbers gives all households, not just those listed in telephone directories, an equal and known probability of selection. All telephone numbers in Canada consist of an area code, a central office code or exchange (the first three digits of the telephone number), and a suffix or bank (the last four digits of a telephone number). A list of all possible numbers in Canada can be constructed by referring to all telephone books in the country to determine which area code/exchange/bank combinations are in use. For example, once at least one valid telephone number is found in the directory within an area code/exchange/bank combination, e.g., (416) 769-2203, then all numbers from 769-2200 to 769-2209, within the specific area code, are included in the list of all possible telephone numbers. A computer is then used to generate a random sample of telephone numbers from this listing. As a result, RDD samples include "not-in-service" and "non-residential" telephone numbers. Typically, these non-productive numbers are identified the first time the interviewer calls and most of the interviewer's subsequent efforts are then directed at encouraging respondents to participate in, and then complete, the interview.

The second stage of the sample selection process was the random selection of a respondent from the selected household. To be eligible for the interview, the household member had to be an adult (18 years of age or older). If there was more than one eligible person in the household, the eligible person who had the next birthday was selected as the survey respondent. The birthday selection method is used as it ensures a random selection of respondents and it is a much less intrusive way to start an interview than more traditional methods that require a listing of household residents. The less intrusive start makes it easier for the interviewer to secure the respondent's cooperation.

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 percent chance of selection, in a two adult household each adult has a 50 percent chance of selection, etc.). As a result, it is possible that analyses based on unweighted estimates are biased, as one adult households are over-represented, and larger households are under-represented in the data set. Most practitioners of survey research "weight the data" in order to compensate for the unequal probabilities of selection (one adult households are given a weight of one, two adult households are given a weight of two, three adult households are given a weight of three, etc.). Conventionally, users of survey data wish to have the same number of observations in the weighted and unweighted data set. This adjustment is made, by determining the number of cases in each household size category that would have been in the sample, if an 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-period survey is illustrated in Table 2.

Table 2: Calculation of Household Weights

HH Size	No. of HH's	Weighted Cases	Adjustment	Weight
1 adult	1,043	1,043	523.40	0.5018
2 adults	2,098	4,196	2,105.63	1.0036
3 adults	501	1,503	754.23	1.5055
4 adults	177	708	355.29	2.0073
5 adults	32	160	80.29	2.5091
6 adults	6	36	18.07	3.0109
7 adults	2	14	7.03	3.5127
8 adults	1	8	4.01	4.0145
10 adults*	3	30	15.05	5.0182
Totals	3,863	7,698	3,863.00	

In the survey there were 3,863 households in the sample and 1,043 of these were one-adult households, 2,098 were two-adult households, and 501 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: 501 times 3 which gave 1,503 three-adult households in the weighted sample. In the survey there were 7,698 weighted cases.

Second, the 7,698 weighted cases were adjusted down to the original sample size of 3,863 (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 was: $(1,503/7,698) * 3,863 = 754.23$.

Third, the weight for each household size was calculated (for each household size, the adjustment to original sample size/number of cases). For three-adult households the calculation is: $754.23/501 = 1.5055$. The household weights (variable HHWGHT) have been added to the data set.

A national weight (NATWGHT), which is the product of the household weight and the province weight has been added to the data set. This weight compensates for both the unequal probability of selection at the household level and for the disproportionate sampling among the provinces. Users are advised to use NATWGHT when national estimates are required. Only household weights are required when comparisons are being made between provinces. Although the weights are provided as part of the data set, users must specify the weights they wish to use in the appropriate programming language before analysing the data

Data Collection

Interviewing was completed from ISR's centralized CATI (Computer Assisted Telephone Interviewing) facilities. Each supervisory station is equipped with a video display terminal that reproduces an image of the interviewer's screen and special telephone that allows supervisors to unobtrusively monitor (listen to) interviewers' calls 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. Although two-thirds of the interviews were completed on the fifth or earlier call attempts, almost 10 percent of the completed interviews required more than 10 calls to complete (Table 3). The most calls made in order to complete an interview was 35.

Table 3.1. Number of Call Attempts:

Calls	number	%
1	702	18
2	599	15
3	485	13
4	414	11
5	329	8
6-10	873	23
11-35	461	12
Totals	3,863	100

Households who refused to participate in the survey were contacted a second time and 14 percent of the first refusals (355 interviews or nine percent of the total) completed the interview on the second or subsequent contact after the initial refusal. (The variable "REFUSAL" identifies whether the interview was a "standard" completion or a "converted" refusal.)

Whether the respondent refused during the initial contact, the number of call attempts, the number of times the telephone was answered and other variables that describe the data collection process are included as part of the data set.

There are numerous ways to calculate response rates in survey research. The method used in this project was conservative; most other ways of calculating the response rate would produce inflated values. The response rate was defined as the number of completed interviews divided by the estimated number of eligible households times 100 percent.

Details on the calculation of the response rate are as follows. Of the 8,895 telephone numbers included in the sample, 6,553 were identified as being eligible households (completions [n=3,863] + refusals [n=2,239] + callbacks [n=451], see Table 4). Not eligible households (respondent was unable to speak English or French, was not healthy enough to complete the interview, etc. [n=727], and nonresidential and not in service numbers [n=1,448]) accounted for 2,175 of the telephone numbers. It was not possible to determine the eligibility status for 167 of the sample telephone numbers. For response rate calculations, it was assumed that the proportion of these 167 numbers which were eligible household numbers was the same as it was in the rest of the sample.

This proportion, or "household eligibility rate" was .75 (eligibles [6,553]/(eligibles [6,553] + not eligibles [2,175]) = .75). The estimated total number of eligibles was then

computed as $6,678 (6,553 + [.75 \times 167] = 6,678)$. Dividing the number of completions (3,863) by the estimated number of eligibles (6,678) gives a final response rate of 58 percent. Many organizations would not include "eligibility not determined" numbers in the denominator for the response rate calculations on the argument that few of these numbers would be eligible households. This version of the response rate, sometimes called a completion rate, calculated as completions/known eligibles is 59 percent ($3,863/6,553$). Other organizations calculate response rates as the number of completions over the number of completions plus refusals. This version of the response rate, which is sometimes known as the participation rate, is 63 percent ($3,863/3,863+2,239$).

Table 4: Final Sample Disposition

Results	number	percent
completions	3,863	43
refusals	2,239	25
callbacks	451	5
subtotal eligible households	6,533	
ill/aged/language problems/etc.	727	8
not-in-service & nonresidential	1,448	16
subtotal not eligible hh	2,175	
eligibility not determined	167	2
total	8,863	100
participation rate	-	63
completion rate	-	59
household eligibility rate	-	75
estimated number of eligibles	6,678	-
response rate	-	58

APPENDIX C

Sample Characteristics

Table C1. Age of Respondents

Age	Frequency	Percent	Valid Percent	Cumulative Percent
< 25	405	10.5	11.1	11.1
25 -34	703	18.2	19.3	30.4
35-44	908	23.5	24.9	55.2
45-54	739	19.1	20.3	75.5
55-64	408	10.6	11.2	86.7
> 64	486	12.6	13.3	100.0
Don't Know	20	.5		
Refused	194	5.0		
Total	3863	100.0		

Table C2. Respondents' Gender

Gender	Frequency	Percent	Valid Percent	Cumulative Percent
Male	1782	46.1	46.1	46.1
Female	2080	53.8	53.9	100.0
Missing	1	.0		
Total	3863	100.0		

Table C3. Respondents' Education

Education	Frequency	Percent	Valid Percent	Cumulative Percent
< High School	567	14.7	15.2	15.2
High School	983	25.4	26.3	41.4
Some Post-Secondary	546	14.1	14.6	56.0
Post-Secondary Diploma	676	17.5	18.1	74.1
University Degree	970	25.1	25.9	100.0
Don't Know	17	.4		
Refused	104	2.7		
Total	3863	100.0		

Table C4. Income of Respondents

Income Level	Frequency	Percent	Valid Percent	Cumulative Percent
Less than \$20K	471	12.2	16.2	16.2
\$20K-\$39,999	819	21.2	28.1	44.3
\$40K-\$59,999	653	16.9	22.4	66.7
\$60K-\$79,999	442	11.4	15.2	81.9
>\$79,999	527	13.6	18.1	100.0
Missing	951	24.6		
Total	3863	100.0		

Table C5. Marital Status of Respondents

Marital Status	Frequency	Percent	Valid Percent	Cumulative Percent
Married or Common Law	2184	56.5	58.8	58.8
Single	856	22.2	23.0	81.8
Widowed	274	7.1	7.4	89.2
Separated/Divorced	402	10.4	10.8	100.0
Don't Know	23	.6		
Refused	124	3.2		
Total	3863	100.0		

Table C6. Religious Attendance of Respondents

Religious Attendance	Frequency	Percent	Valid Percent	Cumulative Percent
Frequent (weekly to monthly)	1352	35.0	36.4	36.4
Occasional (1-4 times/yr)	1223	31.7	32.9	69.3
Never (not at all in past 12 months)	1142	29.6	30.7	100.0
Don't Know	21	.5		
Refused	125	3.2		
Total	3863	100.0		

Table C7. Donor Status of Respondents

Donor Status	Frequency	Percent	Valid Percent	Cumulative Percent
Donor	3078	79.7	82.5	82.5
Nondonor	654	16.9	17.5	100.0
Don't Know	41	1.1		
Refused	90	2.3		
Total	3863	100.0		

Table C8. Size of Donation Made

Size of Donation	Frequency	Percent	Valid Percent	Cumulative Percent
\$1-60	605	15.7	24.8	24.8
\$61-189	571	14.8	23.4	48.2
\$190-453	617	16.0	25.3	73.5
\$454-150000	648	16.8	26.5	100.0
Nondonor (or donor who would not say how much)	785	20.3		
Don't know	420	10.9		
Refused	217	5.6		
Total	3863	100.0		

Table C9. Respondents' Knowledge of the Work of Charities

Respondent Knowledge Level	Frequency	Percent	Valid Percent	Cumulative Percent
Very Familiar	382	9.9	10.0	10.0
Somewhat Familiar	2133	55.2	55.7	65.7
Not Very Familiar	1117	28.9	29.2	94.9
Not at all Familiar	197	5.1	5.1	100.0
Don't Know	31	.8		
Refused	3	.1		
Total	3863	100.0		

APPENDIX D

National and Provincial Estimates

Table D1. Charitable organizations are becoming increasingly important to many Canadians (Percentage of Respondents)

	CAN	NFLD	PEI	NS	NB	QUE	ON	MAN	SASK	AB	BC
Strongly agree	45.6	46.6	52.0	50.5	48.3	47.0	44.0	45.5	41.5	47.9	44.2
Somewhat agree	43.8	45.2	35.4	41.0	41.6	44.6	43.7	46.2	49.5	41.6	42.5
Somewhat disagree	7.9	5.5	8.1	5.7	6.8	6.2	8.7	6.1	6.5	8.3	10.7
Strongly disagree	2.8	2.7	4.5	2.8	3.4	2.2	3.5	2.2	2.5	2.3	2.6

Table D2. Generally, charitable organizations don't do much to improve the quality of life for Canadians (Percentage of Respondents)

	CAN	NFLD	PEI	NS	NB	QUE	ON	MAN	SASK	AB	BC
Strongly agree	8.3	9.5	8.5	6.6	8.9	7.4	10.1	6.3	7.1	6.1	7.9
Somewhat agree	22.8	30.8	27.5	28.0	26.4	20.9	22.1	25.5	23.2	25.6	22.4
Somewhat disagree	35.3	34.4	30.0	32.5	29.5	42.5	31.5	32.9	35.7	33.5	35.6
Strongly disagree	33.6	25.3	34.0	32.9	35.3	29.3	36.3	35.3	33.9	34.8	34.1

Table D3. Charitable organizations understand the needs of the average Canadian better than the government does (Percentage of Respondents)

	CAN	NFLD	PEI	NS	NB	QUE	ON	MAN	SASK	AB	BC
Strongly agree	33.5	31.6	28.5	36.6	45.3	35.3	30.2	30.6	33.8	35.9	35.8
Somewhat agree	44.5	53.8	48.2	46.2	38.0	48.3	43.0	48.2	45.6	41.4	41.3
Somewhat disagree	16.6	11.3	18.7	14.3	13.2	13.1	19.8	16.2	16.5	16.4	17.0
Strongly disagree	5.3	3.3	4.7	2.9	3.5	3.3	7.0	5.0	4.0	6.3	5.9

Table D4. Charitable organizations do a better job than government in meeting the needs of Canadians (Percentage of Respondents)

	CAN	NFLD	PEI	NS	NB	QUE	ON	MAN	SASK	AB	BC
Strongly agree	20.5	21.1	16.1	25.5	32.6	21.2	20.1	19.9	18.6	18.4	19.0
Somewhat agree	47.5	44.6	48.9	47.4	40.1	45.0	47.8	48.9	56.1	50.9	48.2
Somewhat disagree	25.2	27.7	23.7	23.0	20.9	28.0	25.0	24.6	20.1	22.8	24.2
Strongly disagree	6.8	6.6	11.3	4.0	6.4	5.8	7.1	6.5	5.2	7.9	8.6

Table D5. The services provided by charitable organizations should not be a substitute for those services that government can provide (Percentage of Respondents)

	CAN	NFLD	PEI	NS	NB	QUE	ON	MAN	SASK	AB	BC
Strongly agree	40.8	37.8	31.7	37.3	38.4	42.3	40.6	36.0	37.3	44.4	39.9
Somewhat agree	42.7	45.0	54.3	50.0	45.4	39.4	42.8	49.0	47.5	44.2	41.8
Somewhat disagree	11.3	14.4	9.5	9.2	11.6	11.3	11.8	11.9	11.6	7.1	12.8
Strongly disagree	5.3	2.7	4.5	3.5	4.6	7.0	4.8	3.1	3.6	4.3	5.5

Table D6. Charitable organizations should speak out on issues like the environment, poverty or health care (Percentage of Respondents)

	CAN	NFLD	PEI	NS	NB	QUE	ON	MAN	SASK	AB	BC
Strongly agree	56.4	64.7	55.8	61.6	61.2	52.2	58.9	54.6	51.1	57.6	54.5
Somewhat agree	31.7	32.1	31.7	29.2	28.8	37.9	27.8	32.5	34.3	30.6	31.4
Somewhat disagree	6.9	1.8	7.0	7.4	5.4	6.6	6.6	7.9	8.2	7.5	8.6
Strongly disagree	5.0	1.4	5.5	1.8	4.7	3.4	6.7	5.0	6.4	4.3	5.5

Table D7. Charitable organizations should not spend their time and money trying to get laws changed (Percentage of Respondents)

	CAN	NFLD	PEI	NS	NB	QUE	ON	MAN	SASK	AB	BC
Strongly agree	21.5	15.7	17.2	14.4	24.1	31.2	19.7	15.8	17.8	17.1	14.4
Somewhat agree	0.2	0.5	0.0	0.7	0.0	0.0	0.7	0.7	0.7	0.0	0.0
Somewhat disagree	31.0	36.4	27.8	30.6	29.3	34.0	28.0	35.6	32.2	35.3	28.4
Strongly disagree	16.3	17.5	25.3	22.3	15.5	8.0	20.1	14.7	15.6	16.8	21.2
Depends on the Charity	31.0	30.0	29.8	32.0	31.0	26.8	31.9	32.7	33.3	30.8	36.0

Table D8. Should charities limit the amount of time and money they spend on speaking out about their cause? (Percentage of Respondents)

	CAN	NFLD	PEI	NS	NB	QUE	ON	MAN	SASK	AB	BC
yes	51.2	52.5	49.7	41.6	51.0	59.7	48.6	51.1	51.8	45.9	47.3
No	48.8	47.5	50.3	58.4	49.0	40.3	51.4	48.9	48.2	54.1	52.7

Table D9. About what percentage of their time and money should this take up? (Percentage of Respondents)

	CAN	NFLD	PEI	NS	NB	QUE	ON	MAN	SASK	AB	BC
10 or less	19.5	17.1	22.6	15.1	19.3	13.8	23.2	19.4	21.8	21.6	22.1
11 - 20	14.9	20.6	20.5	26.9	14.2	11.1	16.5	12.2	12.7	21.9	13.1
21 - 50	33.9	39.9	32.3	42.4	34.6	32.8	33.0	38.5	44.0	35.8	30.5
More than 50	13.1	7.0	4.6	4.6	10.2	25.3	7.4	6.5	3.9	7.7	11.0
Don't Know	18.6	15.4	20.0	10.9	21.7	17.0	19.9	23.4	17.6	13.1	23.3

*Includes only the respondents who thought there should be a limit to the amount of time and money charities use on speaking out.

Table D10. When charities speak out about an issue, which of the following two points of view comes closest to your own? They should have to provide information about both sides of the issue; They should make their case in the best way possible. (Percentage of Respondents)

	CAN	NFLD	PEI	NS	NB	QUE	ON	MAN	SASK	AB	BC
provide information about both sides	60.8	60.9	63.8	64.9	53.6	54.3	64.0	60.0	64.4	65.9	60.8
make their case in the best way possible	39.2	39.1	36.2	35.1	46.4	45.7	36.0	40.0	35.6	34.1	39.2

Table D11. There are many ways that charitable organizations can speak out about their cause and bring about change. What about meeting with government ministers or senior public servants? (Percentage of Respondents)

	CAN	NFLD	PEI	NS	NB	QUE	ON	MAN	SASK	AB	BC
Very Acceptable	45.7	54.1	58.2	50.5	54.1	36.7	48.3	50.0	43.9	48.1	49.2
Somewhat Acceptable	46.5	39.6	36.7	44.3	36.9	55.6	43.7	42.7	49.3	44.1	42.0
Somewhat Unacceptable	5.5	3.6	3.6	2.7	7.2	5.8	5.6	4.9	5.4	5.8	5.3
Very Unacceptable	2.3	2.7	1.5	2.4	1.7	1.9	2.4	2.4	1.4	2.0	3.6

Table D12. Organizing letter-writing campaigns as a way to speak out about their cause and try to get things changed. In general, is this a very acceptable, somewhat acceptable, somewhat unacceptable, or a very unacceptable thing for charities to be doing? (Percentage of Respondents)

	CAN	NFLD	PEI	NS	NB	QUE	ON	MAN	SASK	AB	BC
Very Acceptable	39.7	42.7	40.5	40.6	41.4	31.4	43.7	42.0	38.0	42.2	41.0
Somewhat Acceptable	49.1	46.8	48.7	49.7	46.6	55.2	45.7	46.5	51.8	49.0	47.4
Somewhat Unacceptable	8.1	6.4	4.1	6.6	8.3	10.4	7.6	8.7	6.7	7.5	6.6
Very Unacceptable	3.1	4.1	6.7	3.1	3.8	3.0	2.9	2.8	3.5	1.3	5.1

Table D13. Placing advertisements in the media. In general, is this a very acceptable, somewhat acceptable, somewhat unacceptable, or a very unacceptable thing for charities to be doing? (Percentage of Respondents)

	CAN	NFLD	PEI	NS	NB	QUE	ON	MAN	SASK	AB	BC
Very Acceptable	33.3	45.9	39.0	41.7	35.8	28.5	34.8	34.0	31.9	31.8	34.9
Somewhat Acceptable	52.3	42.3	48.5	48.4	51.5	56.2	49.2	51.2	53.3	56.3	53.1
Somewhat Unacceptable	9.8	7.2	9.5	7.1	6.8	11.3	10.6	10.3	10.9	7.5	6.9
Very Unacceptable	4.7	4.5	3.0	2.8	5.8	4.0	5.3	4.5	3.9	4.5	5.0

Table D14. Holding street demonstrations or protests. In general, is this a very acceptable, somewhat acceptable, somewhat unacceptable, or a very unacceptable thing for charities to be doing? (Percentage of Respondents)

	CAN	NFLD	PEI	NS	NB	QUE	ON	MAN	SASK	AB	BC
Very Acceptable	13.5	18.0	9.6	10.8	14.9	13.6	14.5	12.2	13.0	10.7	12.9
Somewhat Acceptable	32.7	42.3	34.5	45.6	32.4	28.9	33.2	35.2	27.7	35.0	34.0
Somewhat Unacceptable	27.6	24.8	24.9	22.3	26.0	34.6	23.7	25.8	25.6	27.7	27.2
Very Unacceptable	26.2	14.9	31.0	21.3	26.7	22.9	28.6	26.8	33.7	26.6	25.9

Table D15. Blocking roadways or other non-violent acts. In general, is this a very acceptable, somewhat acceptable, somewhat unacceptable, or a very unacceptable thing for charities to be doing? (Percentage of Respondents)

	CAN	NFLD	PEI	NS	NB	QUE	ON	MAN	SASK	AB	BC
Very Acceptable	6.2	8.2	7.1	5.2	7.7	7.1	6.3	5.5	3.5	5.0	5.6
Somewhat Acceptable	18.8	21.4	17.2	22.1	16.7	23.0	18.1	17.3	18.2	15.5	14.2
Somewhat Unacceptable	24.4	24.1	22.7	22.5	23.7	25.4	23.2	28.0	18.6	25.7	26.2
Very Unacceptable	50.6	46.4	53.0	50.2	51.8	44.5	52.4	49.1	59.6	53.9	54.0

Table D16. Thinking about the money that charities have to do their work, in general, do you think they have too much, too little, or about the right amount of money? (Percentage of Respondents)

	<i>CAN</i>	<i>NFLD</i>	<i>PEI</i>	<i>NS</i>	<i>NB</i>	<i>QUE</i>	<i>ON</i>	<i>MAN</i>	<i>SASK</i>	<i>AB</i>	<i>BC</i>
Too Much	4.4	4.7	3.7	7.2	4.0	1.3	6.4	3.8	6.6	2.7	4.6
Too Little	58.6	66.7	59.2	65.1	63.1	64.8	54.1	61.6	50.6	59.6	55.6
About the right amount	23.1	17.8	21.4	16.1	17.2	26.8	22.6	18.8	25.1	23.2	20.4
Depends on the charity	5.1	5.2	7.0	5.5	4.1	4.0	5.3	6.2	5.2	4.4	7.0
Don't know or refused	8.9	5.6	8.7	6.2	11.6	3.2	11.6	9.6	12.4	10.1	12.4

Table D17. Charities get money from a variety of sources including the government. In general, do you think that government should be giving charities more, less, or about the same amount of money as they do now? (Percentage of Respondents)

	<i>CAN</i>	<i>NFLD</i>	<i>PEI</i>	<i>NS</i>	<i>NB</i>	<i>QUE</i>	<i>ON</i>	<i>MAN</i>	<i>SASK</i>	<i>AB</i>	<i>BC</i>
Give more	46.7	61.5	43.3	52.4	50.3	53.3	45.8	36.1	40.0	45.9	36.5
Give less	4.8	1.4	4.7	3.1	5.1	3.9	4.5	6.7	7.0	6.7	6.2
About the same	33.1	25.7	40.0	27.1	27.6	32.7	33.7	38.6	34.6	30.5	35.4
Don't know or refused	15.3	11.5	11.9	17.4	16.8	10.1	16.0	18.6	18.5	17.0	21.9

Table D18. What about individual Canadians, in general do you think they should be giving charities more, less, or about the same amount of money as they now do? (Percentage of Respondents)

	<i>CAN</i>	<i>NFLD</i>	<i>PEI</i>	<i>NS</i>	<i>NB</i>	<i>QUE</i>	<i>ON</i>	<i>MAN</i>	<i>SASK</i>	<i>AB</i>	<i>BC</i>
Give more	40.0	43.0	33.3	38.0	39.9	39.7	41.4	39.6	34.6	40.0	38.0
Give less	3.3	2.7	2.0	3.8	3.6	3.9	2.3	3.3	1.4	5.3	4.0
About the same	48.1	48.2	57.2	49.8	46.5	53.6	46.1	44.4	51.7	44.9	44.8
Don't know or refused	8.6	6.1	7.5	8.4	9.9	2.8	10.3	12.7	12.4	9.9	13.1

Table D19. What about donations from businesses? (Percentage of Respondents)

	CAN	NFLD	PEI	NS	NB	QUE	ON	MAN	SASK	AB	BC
Give more	63.4	70.0	58.0	64.6	59.4	67.2	63.5	60.9	51.7	60.7	61.0
Give less	1.6	0.9	4.2	1.0	1.8	1.3	1.4	2.6	2.4	2.3	2.1
About the same	27.4	24.8	31.3	27.4	29.0	27.8	25.5	28.6	35.6	28.2	29.4
Don't know or refused	7.6	4.3	6.5	7.0	9.8	3.8	9.7	7.9	10.3	8.8	7.5

Table D20. In general, do you think that charities should be earning more of their money from selling goods or services, earning less of their money this way, or should the amount of money they earn this way stay about the same? (Percentage of Respondents)

	CAN	NFLD	PEI	NS	NB	QUE	ON	MAN	SASK	AB	BC
Earn more	38.3	39.4	27.9	39.7	44.7	38.6	37.6	34.3	34.6	40.3	38.9
Earn less	4.8	4.1	4.7	3.6	3.1	4.4	5.3	5.2	5.9	4.4	4.9
About the same	49.6	52.7	61.2	48.8	45.4	52.3	48.3	55.4	50.6	47.1	47.8
Don't know or refused	7.3	3.8	6.2	7.9	6.8	4.8	8.8	5.2	8.9	8.1	8.4

Table D21. Do you think charities should be able to do any type of business activity as long as the proceeds go to support their charitable programmes and services? (Percentage of Respondents)

	CAN	NFLD	PEI	NS	NB	QUE	ON	MAN	SASK	AB	BC
Yes	70.4	71.6	61.9	64.1	68.6	84.4	65.7	67.5	66.8	62.1	64.6
No	29.6	28.4	38.1	35.9	31.4	15.6	34.3	32.5	33.2	37.9	35.4

Table D22. Operating stores that sell second-hand clothing (Percentage of Respondents)

	CAN	NFLD	PEI	NS	NB	QUE	ON	MAN	SASK	AB	BC
Very Acceptable	63.4	62.6	59.2	71.5	60.6	44.4	69.4	71.7	69.2	68.9	75.1
Somewhat Acceptable	32.1	34.2	39.3	25.3	35.4	46.1	27.4	25.9	29.0	27.7	22.9
Somewhat Unacceptable	3.1	1.8	1.0	1.7	1.7	6.4	2.3	2.1	1.0	1.7	1.9
Very Unacceptable	1.5	1.4	0.5	1.4	2.4	3.1	0.9	0.3	0.7	1.7	0.2

Table D23. Going door-to-door to sell cookies, calendars or chocolates (Percentage of Respondents)

	CAN	NFLD	PEI	NS	NB	QUE	ON	MAN	SASK	AB	BC
Very Acceptable	28.5	37.6	29.5	36.9	30.5	16.9	31.1	28.6	43.3	36.4	30.6
Somewhat Acceptable	40.1	48.9	49.0	46.6	42.6	35.0	40.0	46.9	46.8	41.8	42.2
Somewhat Unacceptable	15.2	5.4	9.0	9.3	12.4	22.0	13.5	14.1	7.1	12.4	14.7
Very Unacceptable	16.2	8.1	12.5	7.2	14.4	26.2	15.4	10.3	2.8	9.4	12.4

Table D24. Renting out space in a building they own (Percentage of Respondents)

	CAN	NFLD	PEI	NS	NB	QUE	ON	MAN	SASK	AB	BC
Very Acceptable	51.3	54.2	44.4	61.5	53.0	38.2	57.1	56.2	54.1	53.0	54.6
Somewhat Acceptable	39.5	38.0	48.5	33.2	36.9	45.6	36.5	36.4	37.0	40.8	38.2
Somewhat Unacceptable	5.7	4.6	4.5	3.9	7.0	10.5	3.4	4.9	4.6	4.5	4.4
Very Unacceptable	3.5	3.2	2.5	1.4	3.0	5.7	3.0	2.5	4.3	1.7	2.7

Table D25. Getting paid for selling their knowledge or skills (Percentage of Respondents)

	CAN	NFLD	PEI	NS	NB	QUE	ON	MAN	SASK	AB	BC
Very Acceptable	36.4	31.9	29.2	32.4	35.2	34.7	37.6	37.5	33.2	35.3	39.9
Somewhat Acceptable	43.2	47.7	43.8	42.9	42.5	47.8	40.6	43.7	39.0	42.0	42.5
Somewhat Unacceptable	12.4	12.0	16.7	14.5	12.5	11.3	12.0	11.2	18.8	16.0	10.9
Very Unacceptable	8.1	8.3	10.4	10.2	9.8	6.2	9.8	7.6	9.0	6.7	6.7

Table D26. Running a business is a good way to raise money that charities aren't able to get through donations or grants? (Percentage of Respondents)

	CAN	NFLD	PEI	NS	NB	QUE	ON	MAN	SASK	AB	BC
Strongly agree	40.4	40.2	36.7	46.7	41.5	34.6	42.9	48.8	33.7	40.3	43.0
Somewhat agree	48.8	53.0	53.6	44.6	44.3	50.8	47.8	43.8	56.3	48.5	48.5
Somewhat disagree	7.3	5.5	7.1	7.0	9.4	10.8	5.4	5.3	5.4	8.4	6.5
Strongly disagree	3.4	1.4	2.6	1.8	4.9	3.8	3.9	2.1	4.7	2.8	2.0

Table D27. When a charity runs a business, money could get lost on the business instead of being used to help Canadians in need? (Percentage of Respondents)

	CAN	NFLD	PEI	NS	NB	QUE	ON	MAN	SASK	AB	BC
Strongly agree	26.8	29.2	30.4	30.5	28.8	22.5	28.1	26.3	29.9	26.5	29.0
Somewhat agree	48.4	54.6	58.8	53.0	51.6	37.6	51.9	54.8	54.4	53.5	49.3
Somewhat disagree	17.9	12.0	7.7	13.3	10.9	27.5	14.7	13.2	10.0	15.2	17.5
Strongly disagree	7.0	4.2	3.1	3.2	8.8	12.4	5.3	5.7	5.7	4.9	4.3

Table D28. If a charity runs a business, they will eventually make earning money their most important activity (Percentage of Respondents)

	CAN	NFLD	PEI	NS	NB	QUE	ON	MAN	SASK	AB	BC
Strongly agree	26.4	29.8	35.7	28.4	25.9	29.1	25.7	21.9	25.9	21.9	26.3
Somewhat agree	44.1	46.5	44.9	36.7	47.5	43.3	43.9	47.7	48.2	46.7	42.2
Somewhat disagree	22.3	16.7	15.3	26.6	19.9	20.9	22.3	26.1	21.2	21.7	25.7
Strongly disagree	7.2	7.0	4.1	8.3	6.7	6.6	8.1	4.2	4.7	9.7	5.8

Table D29. Compared to commercial businesses providing similar programs and services, charities have an unfair advantage because they don't pay taxes on the money they earn from running a business OR 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 (Percentage of Respondents)

	CAN	NFLD	PEI	NS	NB	QUE	ON	MAN	SASK	AB	BC
Charities have an unfair advantage	16.7	14.0	13.5	9.0	21.3	15.0	17.8	16.2	19.6	18.1	16.7
Charities shouldn't have to pay tax	83.3	86.0	86.5	91.0	78.7	85.0	82.2	83.8	80.4	81.9	83.3

Table D30. Charities are generally honest about the way they use donations (Percentage of Respondents)

	CAN	NFLD	PEI	NS	NB	QUE	ON	MAN	SASK	AB	BC
Strongly agree	27.1	20.1	27.1	27.2	31.6	28.1	27.2	27.2	23.8	26.0	26.8
Somewhat agree	57.3	63.6	55.3	56.1	53.0	57.0	56.5	54.4	60.6	58.8	59.2
Somewhat disagree	10.9	10.7	13.6	9.1	9.1	11.6	10.6	13.4	11.2	10.1	10.6
Strongly disagree	4.7	5.6	4.0	7.7	6.3	3.3	5.7	4.9	4.3	5.2	3.5

Table D31. Too many charities are trying to get donations for the same cause (Percentage of Respondents)

	CAN	NFLD	PEI	NS	NB	QUE	ON	MAN	SASK	AB	BC
Strongly agree	34.7	42.3	35.6	38.8	40.8	32.8	35.3	36.3	32.2	34.5	33.8
Somewhat agree	38.6	34.0	42.4	34.8	36.1	41.2	36.5	37.8	43.1	38.7	39.7
Somewhat disagree	20.1	16.3	17.3	18.5	16.3	20.9	19.9	20.6	18.5	21.4	20.5
Strongly disagree	6.6	7.4	4.7	8.0	6.8	5.1	8.4	5.2	6.2	5.4	5.9

Table D32. Charities need to put a lot of effort into raising money to support their cause (Percentage of Respondents)

	CAN	NFLD	PEI	NS	NB	QUE	ON	MAN	SASK	AB	BC
Strongly agree	50.4	61.6	47.7	54.1	53.4	47.9	52.2	47.4	49.5	47.4	50.0
Somewhat agree	40.5	33.8	47.2	39.3	38.0	45.4	37.4	41.1	43.3	43.4	38.0
Somewhat disagree	7.4	3.7	4.7	5.5	5.8	5.6	8.8	7.7	6.5	7.5	8.8
Strongly disagree	1.7	0.9	0.5	1.0	2.7	1.2	1.6	3.9	0.7	1.8	3.2

Table D33. Charities ask for money only when they really need it (Percentage of Respondents)

	CAN	NFLD	PEI	NS	NB	QUE	ON	MAN	SASK	AB	BC
Strongly agree	16.7	20.3	22.2	18.0	24.2	20.7	14.5	16.1	12.3	12.0	16.4
Somewhat agree	30.3	30.4	28.3	27.5	29.1	38.3	26.1	27.2	33.7	27.8	29.1
Somewhat disagree	32.2	28.1	29.3	34.2	24.9	30.0	32.2	35.8	33.3	37.0	34.1
Strongly disagree	20.8	21.2	20.2	20.4	21.8	11.0	27.3	20.8	20.7	23.2	20.5

Table D34. Many charitable organizations hire professionals to help them raise money. As payment for this service, some professionals get a percentage of the money they raise. Do you think this IS, or is NOT, an acceptable way for charities to raise money? (Percentage of Respondents)

	CAN	NFLD	PEI	NS	NB	QUE	ON	MAN	SASK	AB	BC
yes	33.6	28.4	21.6	30.2	25.8	40.7	31.3	26.4	28.8	27.7	36.7
No	66.4	71.6	78.4	69.8	74.2	59.3	68.8	73.6	71.2	72.3	63.3

Table D35. What percentage of the money that is raised do you think a professional fundraiser should get? (Percentage of Respondents)

	CAN	NFLD	PEI	NS	NB	QUE	ON	MAN	SASK	AB	BC
5 or less	26.1	11.4	19.0	27.9	15.4	17.8	34.9	31.0	22.4	31.0	23.2
6 to 10	19.2	32.5	34.5	14.5	15.4	14.9	21.4	26.2	22.4	18.3	21.7
11 to 20	12.9	14.6	11.9	10.5	9.4	8.7	17.6	13.1	11.5	13.6	11.0
21 to 50	11.8	20.3	9.5	18.0	12.8	20.0	6.8	7.6	9.0	6.1	7.7
more than 50	5.6	4.9		2.3	8.1	8.9	4.1	3.4	2.6	3.8	4.5
Don't know or refused	24.4	16.2	25.0	26.8	38.9	29.7	15.3	18.6	33.0	27.2	31.9

*Includes only respondents who thought that using commission-based fundraisers is an acceptable way for charities to raise money.

Table D36. Do you trust charities a lot, some, a little, or not at all? (Percentage of Respondents)

	CAN	NFLD	PEI	NS	NB	QUE	ON	MAN	SASK	AB	BC
A lot	24.3	25.6	28.9	23.9	21.1	25.1	24.7	26.2	21.3	25.4	21.6
Some	52.5	57.8	53.7	61.9	60.1	41.9	54.0	57.0	57.8	59.4	57.6
A little	20.2	14.8	15.4	11.8	16.1	29.3	18.0	16.1	18.1	14.0	18.3
Not at all	2.9	1.8	2.0	2.4	2.7	3.7	3.3	0.7	2.8	1.2	2.5

Table D37. Over the past year, has your trust in charities, increased, decreased, or would you say your trust in charities has stayed about the same? (Percentage of Respondents)

	CAN	NFLD	PEI	NS	NB	QUE	ON	MAN	SASK	AB	BC
Increased	5.7	5.4	2.5	3.4	7.7	5.0	6.8	5.9	2.8	3.7	7.2
Decreased	8.1	11.7	13.9	11.3	12.0	3.9	8.9	11.8	6.3	8.6	11.2
Stayed about the same	86.2	82.9	83.6	85.2	80.3	91.1	84.4	82.3	90.9	87.7	81.6

Table D38. We would like to start by asking about how much trust you have in people from the following professions. First, what about medical doctors? (Percentage of Respondents)

	CAN	NFLD	PEI	NS	NB	QUE	ON	MAN	SASK	AB	BC
A lot	56.1	67.1	53.0	57.3	54.3	52.2	59.9	56.2	52.6	52.8	54.0
Some	35.4	31.5	40.0	36.5	35.8	35.0	33.5	36.6	39.0	41.2	36.5
A little	7.2	1.4	5.5	5.2	8.6	11.1	6.0	5.1	7.0	4.2	6.9
Not at all	1.3		1.5	1.0	1.3	1.7	0.5	2.1	1.4	1.7	2.7

Table D39. What about federal politicians? Would you say you trust them a lot, some, a little, or not at all? (Percentage of Respondents)

	CAN	NFLD	PEI	NS	NB	QUE	ON	MAN	SASK	AB	BC
A lot	2.1	2.8	4.5	1.4	3.1	3.8	1.3	1.4	1.4	1.2	1.9
Some	29.4	33.0	47.7	32.3	28.8	19.8	35.1	36.4	29.3	32.2	26.1
A little	39.4	44.5	30.7	39.1	39.9	44.4	36.6	38.5	31.1	40.6	38.7
Not at all	29.1	19.7	17.1	27.2	28.1	32.1	27.0	23.8	38.2	25.9	33.3

Table D40. What about lawyers? Would you say you trust them a lot, some, a little, or not at all? (Percentage of Respondents)

	CAN	NFLD	PEI	NS	NB	QUE	ON	MAN	SASK	AB	BC
A lot	12.4	17.2	16.7	14.3	13.1	10.5	14.2	13.1	12.9	11.2	10.0
Some	42.1	54.9	49.5	48.6	44.7	32.2	44.7	46.1	46.8	50.5	41.9
A little	30.1	17.7	24.2	27.9	30.9	37.7	26.3	27.7	26.3	26.4	32.9
Not at all	15.4	10.2	9.6	9.3	11.3	19.6	14.8	13.1	14.0	11.9	15.2

Table D41. What about religious leaders? Would you say you trust them a lot, some, a little, or not at all? (Percentage of Respondents)

	CAN	NFLD	PEI	NS	NB	QUE	ON	MAN	SASK	AB	BC
A lot	23.4	29.1	31.8	31.5	28.9	19.4	26.8	18.0	22.4	25.8	16.7
Some	42.0	49.5	49.0	49.3	45.6	33.6	43.3	54.9	50.9	43.6	44.6
A little	21.5	15.0	14.6	10.1	22.1	30.5	17.9	18.0	17.3	17.1	22.6
Not at all	13.2	6.4	4.5	9.1	3.4	16.5	12.0	9.2	9.4	13.5	16.1

Table D42. What about journalists and reporters? Would you say you trust them a lot, some, a little, or not at all? (Percentage of Respondents)

	CAN	NFLD	PEI	NS	NB	QUE	ON	MAN	SASK	AB	BC
A lot	9.8	9.8	6.5	12.0	9.3	11.2	9.4	7.4	13.6	10.0	7.4
Some	47.4	56.3	60.5	56.7	49.1	37.4	50.2	51.1	48.7	50.9	51.1
A little	32.7	28.8	25.0	21.5	30.9	41.3	30.0	29.9	30.5	30.6	29.8
Not at all	10.2	5.1	8.0	9.9	10.7	10.2	10.4	11.6	7.2	8.5	11.8

Table D43. What about nurses? Would you say you trust them a lot, some, a little, or not at all? (Percentage of Respondents)

	CAN	NFLD	PEI	NS	NB	QUE	ON	MAN	SASK	AB	BC
A lot	68.0	80.7	73.6	72.4	71.3	60.0	70.3	70.2	73.4	66.7	72.5
Some	26.9	17.9	21.9	23.8	24.0	33.1	25.1	26.0	23.1	27.8	22.6
A little	4.7	0.9	4.5	3.8	4.3	6.4	4.1	3.5	3.1	5.0	4.4
Not at all	0.4	0.4			0.3	0.5	0.5	0.3	0.3	0.5	0.4

Table D44. What about provincial politicians? Would you say you trust them a lot, some, a little, or not at all? (Percentage of Respondents)

	CAN	NFLD	PEI	NS	NB	QUE	ON	MAN	SASK	AB	BC
A lot	2.1	1.4	11.1	0.4	4.2	1.5	2.6	3.2	1.4	3.5	0.8
Some	27.7	37.6	52.3	34.3	34.6	17.7	31.8	37.5	32.3	34.5	20.7
A little	40.0	43.9	23.1	38.9	38.1	46.8	36.3	38.2	34.4	37.5	41.2
Not at all	30.2	17.2	13.6	26.5	23.2	33.9	29.3	21.2	31.9	24.4	37.2

Table D45. What about business leaders? Would you say you trust them a lot, some, a little, or not at all? (Percentage of Respondents)

	CAN	NFLD	PEI	NS	NB	QUE	ON	MAN	SASK	AB	BC
A lot	9.4	6.3	6.6	6.4	9.4	13.4	8.8	6.0	9.6	7.6	6.8
Some	50.0	57.9	64.0	62.5	55.4	42.9	50.5	61.1	55.0	53.0	50.1
A little	32.4	27.6	22.8	21.9	27.9	38.5	32.0	24.7	28.9	30.3	29.9
Not at all	8.2	8.1	6.6	9.2	7.3	5.2	8.8	8.1	6.4	9.1	13.2

Table D46. What about people who work for charitable organizations? Would you say you trust them a lot, some, a little, or not at all? (Percentage of Respondents)

	CAN	NFLD	PEI	NS	NB	QUE	ON	MAN	SASK	AB	BC
A lot	27.5	25.5	26.3	30.2	25.2	28.1	28.5	28.6	22.2	29.7	22.9
Some	51.7	58.2	55.6	56.3	55.9	42.2	53.0	58.3	61.3	55.9	56.5
A little	17.6	14.5	16.2	12.2	16.1	26.3	14.5	11.3	12.9	13.4	16.8
Not at all	3.2	1.8	2.0	1.4	2.8	3.4	3.9	1.8	3.6	1.0	3.8

Table D47. What about union leaders? Would you say you trust them a lot, some, a little, or not at all? (Percentage of Respondents)

	CAN	NFLD	PEI	NS	NB	QUE	ON	MAN	SASK	AB	BC
A lot	8.0	10.8	9.0	8.1	10.7	8.7	7.9	9.9	8.5	6.8	6.1
Some	39.3	54.5	46.6	48.7	42.1	33.7	39.0	44.1	42.6	43.2	41.4
A little	33.4	26.3	28.7	25.5	30.3	40.6	29.5	31.3	27.1	34.3	35.4
Not at all	19.2	8.5	15.7	17.7	17.0	17.0	23.5	14.7	21.7	15.7	17.1

Table D48. What about civil servants? Would you say you trust them a lot, some, a little, or not at all? (Percentage of Respondents)

	CAN	NFLD	PEI	NS	NB	QUE	ON	MAN	SASK	AB	BC
A lot	15.8	22.5	24.2	16.5	12.8	8.7	21.1	16.7	16.3	19.0	11.8
Some	50.6	56.4	54.6	57.6	58.6	31.9	55.4	61.6	59.4	59.2	59.5
A little	26.2	18.3	17.5	21.6	21.6	45.6	18.2	18.8	17.8	18.2	22.0
Not at all	7.4	2.8	3.6	4.3	7.0	13.7	5.2	2.9	6.5	3.6	6.8

Table D49. Which of the following comes closest to your own view: One, too much of the money that is donated to charitable organizations goes toward operating expenses; Two, every organization has operating expenses and charitable organizations generally keep these expenses as low as they can. (Percentage of Respondents)

	CAN	NFLD	PEI	NS	NB	QUE	ON	MAN	SASK	AB	BC
Too much	39.0	46.6	49.3	47.9	44.7	33.7	40.5	38.9	42.8	40.0	39.3
Keep these expenses low	53.7	48.0	43.5	45.9	46.9	61.2	51.0	52.2	48.0	52.5	53.2
Don't know or refused	7.3	5.4	7.2	6.2	8.4	5.0	8.5	9.0	9.2	7.5	7.5

Table D50. Which of the following comes closest to your own view: One, too much of the money that is donated to charitable organizations goes toward fundraising activities; Two, charitable organizations generally keep these expenses as low as they can. (Percentage of Respondents)

	CAN	NFLD	PEI	NS	NB	QUE	ON	MAN	SASK	AB	BC
Too much	32.6	41.4	38.3	34.1	28.3	31.7	32.4	33.4	32.1	34.2	32.5
Keep these expenses low	58.9	50.9	53.5	58.9	63.1	62.6	58.2	56.3	57.1	56.1	57.6
Don't know or refused	8.5	7.7	8.2	7.0	8.6	5.7	9.4	10.3	10.8	9.7	9.8

**Table D51. Should there be a limit set on administration and fundraising?
(Percentage of Respondents)**

	CAN	NFLD	PEI	NS	NB	QUE	ON	MAN	SASK	AB	BC
yes	64.8	69.5	64.8	65.9	61.0	70.6	61.7	63.6	71.3	67.8	57.7
No	35.2	30.5	35.2	34.1	39.0	29.4	38.3	36.4	28.7	32.2	42.3

Table D52. Do you think that charities should provide more information about the programmes and services they deliver, less information, or about the same amount of information as they do now? (Percentage of Respondents)

	CAN	NFLD	PEI	NS	NB	QUE	ON	MAN	SASK	AB	BC
More	65.3	66.4	56.4	68.9	62.2	72.7	63.0	59.0	59.4	60.9	62.8
Less	1.0	0.5	0.5	1.4	2.0	1.3	0.8	1.7		1.0	1.0
About the same	33.8	33.2	43.1	29.8	35.8	26.0	36.2	39.3	40.6	38.1	36.2

Table D53. What about information on how charities use donations? (Percentage of Respondents)

	CAN	NFLD	PEI	NS	NB	QUE	ON	MAN	SASK	AB	BC
More	75.1	78.6	70.7	80.8	70.9	71.7	76.3	74.7	78.9	77.6	74.5
Less	0.8		1.5	0.7	1.7	0.8	0.8	1.4	0.4	0.7	1.5
About the same	24.1	21.4	27.8	18.5	27.4	27.5	23.0	23.9	20.8	21.7	24.1

Table D54. And information about their fundraising costs? (Percentage of Respondents)

	CAN	NFLD	PEI	NS	NB	QUE	ON	MAN	SASK	AB	BC
More	75.8	74.7	75.2	76.7	74.1	71.9	77.4	73.2	78.4	78.9	76.9
Less	1.7	2.3	0.5	0.3	1.3	2.4	1.5	3.1	2.1	1.0	1.5
About the same	22.6	23.1	24.3	23.0	24.6	25.7	21.1	23.7	19.5	20.1	21.6

Table D55. Information about the impact of their work on Canadians? (Percentage of Respondents)

	CAN	NFLD	PEI	NS	NB	QUE	ON	MAN	SASK	AB	BC
More	74.6	77.2	68.7	79.8	69.5	74.1	75.3	69.7	72.4	75.1	74.8
Less	0.9	0.5	0.5		1.4	1.0	1.2	1.4	0.7	0.5	0.6
About the same	24.5	22.4	30.8	20.2	29.1	24.9	23.6	28.9	26.9	24.4	24.5

Table D56. Which view comes closest to your own: In order to make good choices about where to donate, Canadians need more information about the work charities do; Providing more information will use time and money that charities could use better on providing services and programmes to Canadians. (Percentage of Respondents)

	CAN	NFLD	PEI	NS	NB	QUE	ON	MAN	SASK	AB	BC
Canadians need more information	57.8	55.6	56.5	58.2	51.7	61.0	56.5	54.2	53.2	60.3	56.9
More information will use time and money	36.2	38.1	36.6	37.2	42.1	35.9	37.2	37.0	37.9	33.5	33.5
Don't know or refused	6.0	6.3	7.0	4.6	6.3	3.1	6.3	8.8	8.9	6.2	9.6

Table D57. On each fundraising request, charities should be required to disclose how donors' contributions are being spent? (Percentage of Respondents)

	CAN	NFLD	PEI	NS	NB	QUE	ON	MAN	SASK	AB	BC
Strongly agree	66.1	62.3	64.5	64.4	72.0	71.7	63.1	66.9	63.3	67.7	61.8
Somewhat agree	27.9	30.5	29.0	28.7	21.3	24.5	30.1	26.1	30.4	25.9	30.6
Somewhat disagree	3.9	2.7	5.5	5.2	4.4	2.5	4.5	2.8	3.5	4.5	5.2
Strongly disagree	2.1	4.5	1.0	1.7	2.4	1.2	2.4	4.2	2.8	2.0	2.3

Table D58. Next I would like to ask you about the need for someone or some organization to pay closer attention to the activities of charities. More attention should be paid to the way charities spend their money (Percentage of Respondents)

	CAN	NFLD	PEI	NS	NB	QUE	ON	MAN	SASK	AB	BC
Strongly agree	52.4	63.1	58.2	54.5	60.1	54.6	51.9	53.1	50.5	48.2	48.2
Somewhat agree	40.0	32.4	36.2	39.2	33.4	39.6	38.4	39.5	43.2	45.4	43.4
Somewhat disagree	5.8	2.3	4.1	5.2	4.4	4.0	7.5	5.9	4.9	5.3	5.9
Strongly disagree	1.8	2.3	1.5	1.0	2.0	1.7	2.1	1.4	1.4	1.0	2.5

Table D59. More attention should be paid to the amount of money charities spend on hiring professionals to do their fundraising (Percentage of Respondents)

	CAN	NFLD	PEI	NS	NB	QUE	ON	MAN	SASK	AB	BC
Strongly agree	45.7	52.1	53.3	42.6	46.1	52.7	42.0	49.1	48.7	41.2	42.4
Somewhat agree	36.6	36.5	34.0	40.4	33.1	38.0	36.7	30.5	30.8	36.9	36.8
Somewhat disagree	12.3	5.9	7.6	11.7	13.7	7.1	15.2	15.8	11.8	14.5	12.6
Strongly disagree	5.4	5.5	5.1	5.3	7.2	2.2	6.0	4.6	8.6	7.4	8.2

Table D60. More attention should be paid to the way that charities raise money (Percentage of Respondents)

	CAN	NFLD	PEI	NS	NB	QUE	ON	MAN	SASK	AB	BC
Strongly agree	38.8	41.3	42.9	37.8	36.2	46.5	36.9	37.9	33.3	34.5	33.2
Somewhat agree	46.9	46.8	46.9	46.6	51.9	45.5	45.3	49.6	53.6	51.9	46.3
Somewhat disagree	12.3	8.7	8.2	13.4	9.2	7.0	15.1	11.4	11.2	11.8	17.7
Strongly disagree	2.0	3.2	2.0	2.1	2.7	1.0	2.7	1.1	1.8	1.8	2.7

Table D61. More attention should be paid to the amount of money charities spend on programme activities (Percentage of Respondents)

	CAN	NFLD	PEI	NS	NB	QUE	ON	MAN	SASK	AB	BC
Strongly agree	38.7	41.6	40.0	37.2	39.3	47.4	35.6	36.3	34.7	33.7	34.1
Somewhat agree	47.1	45.2	48.2	46.6	47.2	42.8	47.8	49.5	52.4	52.8	48.2
Somewhat disagree	11.3	10.0	9.7	12.3	10.3	8.5	12.8	12.1	10.0	11.4	13.2
Strongly disagree	2.9	3.2	2.1	4.0	3.1	1.4	3.8	2.2	3.0	2.1	4.5

Table D62. Who do you think should be responsible for watching over the activities of charities? (Percentage of Respondents)

	CAN	NFLD	PEI	NS	NB	QUE	ON	MAN	SASK	AB	BC
Charity's own board of directors	19.2	12.7	25.3	20.4	23.5	17.7	20.4	18.0	18.4	18.8	19.5
Government agency	9.2	14.6	12.1	7.1	11.2	6.2	9.2	12.9	5.4	9.8	14.5
Independent organization or agency	70.4	72.2	61.1	71.8	63.5	74.9	69.0	68.0	75.1	69.6	65.4
Other	1.2	0.5	1.5	0.7	1.8	1.2	1.4	1.1	1.1	1.9	0.7

Table D63. To the best of your knowledge, is there an organization or agency that is responsible for watching over the activities of charities? (Percentage of Respondents)

	CAN	NFLD	PEI	NS	NB	QUE	ON	MAN	SASK	AB	BC
Yes	27.9	23.0	22.4	23.6	23.2	30.0	26.4	28.1	19.2	30.6	31.5
No	50.6	58.1	48.8	51.0	52.8	52.7	50.1	46.8	48.3	52.5	46.1
Don't know	21.5	18.9	28.9	25.3	24.0	17.3	23.5	25.1	32.5	16.9	22.4

Table D64. Do you happen to know the name of the organization or agency that is responsible for watching over the activities of charities? (Percentage of Respondents)

	CAN	NFLD	PEI	NS	NB	QUE	ON	MAN	SASK	AB	BC
Yes	19.8	15.7	11.1	20.3	16.9	19.4	20.5	23.2	25.0	13.1	24.2
No	80.2	84.3	88.9	79.7	83.1	80.6	79.5	76.8	75.0	86.9	75.8

*Includes only the respondents who reported that they knew of an agency or organization that is responsible for watching over the activities of charities.