

TALKING ABOUT CHARITIES 2013

RESPONSES

COMPARED TO PREVIOUS EDITIONS

An initiative of



The Muttart Foundation

NOTE

The Talking About Charities survey instrument has changed over the years.

This document compares the responses to questions asked in 2013 to the same questions asked in previous editions of the survey.

Where a column is shaded, it means that the question was not asked in the survey conducted that year or that the wording of the question has changed, making direct comparisons inappropriate.

Consistent with previous studies, the topline results do not include “don’t know”, “not sure” or “refused” answers. For that reason, some results may not add to 100%.

A1. Thinking about charities in general, would you say you trust them...

	2013 %	2008 %	2006 %	2004 %	2000 %
A lot	25	27	27	28	24
Some	54	50	52	51	53
A little	16	18	17	17	20
Not at all	4	4	4	3	3

A2. More specifically, to what extent do you trust the following types of charities? Would you say you trust them a lot, some, a little, or not at all?

A2a How about ...

Charities that focus on protecting the environment?

	2013 %	2008 %	2006 %	2004 %	2000 %
A lot	23	25	26	29	
Some	44	47	47	46	
A little	20	21	21	21	
Not at all	9	6	6	4	

A2b How about ...

Charities that focus on the protection of animals?

	2013 %	2008 %	2006 %	2004 %	2000 %
A lot	29	31	30	34	
Some	43	42	43	41	
A little	18	20	21	19	
Not at all	8	6	6	5	

A2. More specifically, to what extent do you trust the following types of charities? Would you say you trust them a lot, some, a little, or not at all?

A2c How about . . .

Charities that focus on health prevention and health research?

	2013 %	2008 %	2006 %	2004 %	2000 %
A lot	40	41	41	42	
Some	41	44	43	44	
A little	12	12	13	12	
Not at all	6	3	3	3	

A2d How about . . .

Charities that focus on social services?

	2013 %	2008 %	2006 %	2004 %	2000 %
A lot	24	27	25	25	
Some	48	50	50	50	
A little	18	18	20	20	
Not at all	6	4	5	5	

A2e How about . . .

Charities that focus on international development?

	2013 %	2008 %	2006 %	2004 %	2000 %
A lot	10	14	13	12	
Some	40	45	44	44	
A little	29	28	31	32	
Not at all	17	11	11	10	

A2. More specifically, to what extent do you trust the following types of charities? Would you say you trust them a lot, some, a little, or not at all?

A2f How about . . .

Charities that focus on children and children's activities?

	2013 %	2008 %	2006 %	2004 %	2000 %
A lot	41	43	40	44	
Some	41	43	45	42	
A little	12	12	12	11	
Not at all	4	2	3	2	

A2g How about . . .

Charities that focus on education?

	2013 %	2008 %	2006 %	2004 %	2000 %
A lot	34	30	28	29	
Some	44	50	49	50	
A little	14	15	18	16	
Not at all	4	3	3	3	

A2h How about . . .

Charities that focus on arts?

	2013 %	2008 %	2006 %	2004 %	2000 %
A lot	19	18	16	16	
Some	41	45	45	44	
A little	19	24	27	28	
Not at all	11	9	10	9	

A2. More specifically, to what extent do you trust the following types of charities? Would you say you trust them a lot, some, a little, or not at all?

A2i How about . . .

Hospitals?

	2013 %	2008 %	2006 %	2004 %	2000 %
A lot	53	50	50	50	
Some	33	38	39	38	
A little	9	9	10	10	
Not at all	4	2	2	2	

A2j How about . . .

Churches and other places of worship?

	2013 %	2008 %	2006 %	2004 %	2000 %
A lot	24	24			
Some	35	41			
A little	20	22			
Not at all	19	12			

A2k How about . . .

Religious organizations (excluding churches and other places of worship)?

	2013 %	2008 %	2006 %	2004 %	2000 %
A lot	8	11			
Some	33	34			
A little	24	31			
Not at all	29	22			

A3. I would also like to find out how much you trust some key public institutions. In general, would you say you trust them: a lot, some, a little, or not at all.

A3a How much trust do you have in ...

the federal government?

	2013 %	2008 %	2006 %	2004 %	2000 %
A lot	9				
Some	36				
A little	30				
Not at all	23				

A3b How about ...

the provincial government?

	2013 %	2008 %	2006 %	2004 %	2000 %
A lot	8				
Some	36				
A little	33				
Not at all	21				

A3c How about ...

local government?

	2013 %	2008 %	2006 %	2004 %	2000 %
A lot	13				
Some	44				
A little	25				
Not at all	16				

A3. I would also like to find out how much you trust some key public institutions. In general, would you say you trust them: a lot, some, a little, or not at all.

A3d How much trust do you have in ...

Media, such as newspapers, television and radio?

	2013 %	2008 %	2006 %	2004 %	2000 %
A lot	10				
Some	43				
A little	34				
Not at all	13				

A3e How much trust do you have in ...

Major corporations?

	2013 %	2008 %	2006 %	2004 %	2000 %
A lot	5				
Some	35				
A little	36				
Not at all	20				

A3f How much trust do you have in ...

Small business?

	2013 %	2008 %	2006 %	2004 %	2000 %
A lot	28				
Some	53				
A little	14				
Not at all	3				

A4. Next, we would like to find out about how much trust you have in people in the following professions. Please tell me whether you trust them a lot, some, a little, or not at all.

How much trust do you have in ...

A4a People who are medical doctors?

	2013 %	2008 %	2006 %	2004 %	2000 %
A lot	56	63	62	61	
Some	36	30	31	32	
A little	6	5	6	6	
Not at all	2	1	1	1	

A4b People who are federal politicians?

	2013 %	2008 %	2006 %	2004 %	2000 %
A lot	3	3	2	2	
Some	30	38	31	28	
A little	37	35	39	37	
Not at all	28	23	27	33	

A4c People who are lawyers?

	2013 %	2008 %	2006 %	2004 %	2000 %
A lot	9	13	12	13	
Some	43	49	47	46	
A little	29	23	28	27	
Not at all	16	14	13	13	

A4. Next, we would like to find out about how much trust you have in people in the following professions. Please tell me whether you trust them a lot, some, a little, or not at all.

How much trust do you have in ...

A4d People who are religious leaders?

	2013 %	2008 %	2006 %	2004 %	2000 %
A lot	10	21	20	22	
Some	39	42	45	45	
A little	27	22	22	22	
Not at all	22	14	13	10	

How much trust do you have in ...

A4e People who are journalists and reporters?

	2013 %	2008 %	2006 %	2004 %	2000 %
A lot	12	14	12	13	
Some	50	51	51	51	
A little	27	26	28	27	
Not at all	9	8	8	9	

How much trust do you have in ...

A4f People who are nurses?

	2013 %	2008 %	2006 %	2004 %	2000 %
A lot	72	75	74	73	
Some	23	21	22	23	
A little	4	3	3	3	
Not at all	1	0	0	1	

A4. Next, we would like to find out about how much trust you have in people in the following professions. Please tell me whether you trust them a lot, some, a little, or not at all.

How much trust do you have in ...

A4g People who are provincial politicians?

	2013 %	2008 %	2006 %	2004 %	2000 %
A lot	3	4	3	2	
Some	33	41	35	30	
A little	38	33	38	38	
Not at all	25	22	24	29	

How much trust do you have in ...

A4h People who are business leaders?

	2013 %	2008 %	2006 %	2004 %	2000 %
A lot	10	12	12	11	
Some	55	58	58	57	
A little	26	23	24	25	
Not at all	8	6	6	6	

How much trust do you have in ...

A4i People who are leaders of charities?

	2013 %	2008 %	2006 %	2004 %	2000 %
A lot	17	25	22	24	
Some	54	53	55	56	
A little	20	18	18	17	
Not at all	8	4	4	3	

A4. Next, we would like to find out about how much trust you have in people in the following professions. Please tell me whether you trust them a lot, some, a little, or not at all.

How much trust do you have in ...

A4j People who are union leaders?

	2013 %	2008 %	2006 %	2004 %	2000 %
A lot	8	10	8	10	
Some	38	43	42	41	
A little	29	28	30	31	
Not at all	22	17	19	17	

How much trust do you have in ...

A4k People who are government employees?

	2013 %	2008 %	2006 %	2004 %	2000 %
A lot	14	16	14	13	
Some	52	55	54	53	
A little	23	21	24	25	
Not at all	9	7	8	8	

A5 Thinking about you know about charities in general, the work they do, and the role they play, would you say you are very familiar, somewhat familiar, not very familiar, or not at all familiar with charities and the work they do.

	2013 %	2008 %	2006 %	2004 %	2000 %
Very familiar	15	17	16	14	10
Somewhat familiar	65	62	64	62	55
Not very familiar	17	18	18	20	29
Not at all familiar	2	3	3	4	5

A6 Please tell me if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements.

How about . . .

A6a I usually pay a lot of attention to media stories about charities.

	2013 %	2008 %	2006 %	2004 %	2000 %
Strongly agree	16				
Somewhat agree	43				
Somewhat disagree	27				
Strongly disagree	14				

How about . . .

A6b I know less about charities than do my friends and family members.

	2013 %	2008 %	2006 %	2004 %	2000 %
Strongly agree	7				
Somewhat agree	27				
Somewhat disagree	40				
Strongly disagree	24				

A6 Please tell me if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements.

How about . . .

A6c Over the years, I have had many dealings with charities.

	2013 %	2008 %	2006 %	2004 %	2000 %
Strongly agree	26				
Somewhat agree	43				
Somewhat disagree	19				
Strongly disagree	11				

How about . . .

A6d If a friend or family member asked me how to choose a charity to support, I would be able to give them useful advice.

	2013 %	2008 %	2006 %	2004 %	2000 %
Strongly agree	27				
Somewhat agree	45				
Somewhat disagree	16				
Strongly disagree	11				

A7. Please tell me if you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the following statements.

How about ...

A7a Charities should be expected to deliver programs and services the government stops funding.

	2013 %	2008 %	2006 %	2004 %	2000 %
Strongly agree	17	19	19	20	
Somewhat agree	37	37	38	37	
Somewhat disagree	23	23	23	23	
Strongly disagree	19	20	19	19	

How about ...

A7b Charities generally improve our quality of life.

	2013 %	2008 %	2006 %	2004 %	2000 %
Strongly agree	33	32	31	35	
Somewhat agree	55	54	55	52	
Somewhat disagree	7	10	10	10	
Strongly disagree	3	4	3	3	

How about ...

A7c Charities do a better job than government in meeting the needs of Canadians.

	2013 %	2008 %	2006 %	2004 %	2000 %
Strongly agree	18	22	21	25	
Somewhat agree	45	48	49	47	
Somewhat disagree	23	21	22	21	
Strongly disagree	7	7	7	6	

A7. Please tell me if you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the following statements.

How about ...

A7d Charities are important to Canadians.

	2013 %	2008 %	2006 %	2004 %	2000 %
Strongly agree	58	51	51	54	
Somewhat agree	36	42	43	40	
Somewhat disagree	4	5	5	4	
Strongly disagree	1	2	2	2	

How about ...

A7e Charities understand the needs of Canadians better than government does.

	2013 %	2008 %	2006 %	2004 %	2000 %
Strongly agree	24	27	28	34	
Somewhat agree	44	48	48	45	
Somewhat disagree	19	18	17	16	
Strongly disagree	7	6	6	5	

How about ...

A7f Charities spend too much of their funds on salaries and administration.

	2013 %	2008 %	2006 %	2004 %	2000 %
Strongly agree	23				
Somewhat agree	50				
Somewhat disagree	15				
Strongly disagree	7				

A7. Please tell me if you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the following statements.

How about ...

A7g The amounts charities ask people to give are appropriate.

	2013 %	2008 %	2006 %	2004 %	2000 %
Strongly agree	32				
Somewhat agree	41				
Somewhat disagree	15				
Strongly disagree	4				

How about ...

A7h Charities are very good at spending money wisely.

	2013 %	2008 %	2006 %	2004 %	2000 %
Strongly agree	9				
Somewhat agree	51				
Somewhat disagree	25				
Strongly disagree	9				

How about ...

A7i Charities are very good at helping people.

	2013 %	2008 %	2006 %	2004 %	2000 %
Strongly agree	35				
Somewhat agree	55				
Somewhat disagree	6				
Strongly disagree	2				

A8. Charities, on occasion, speak out and express opinions on issues of public concern. Which of the following two points of view comes closest to your own?

- 1. The opinions that charities express on issues of public concern have value because they represent a public interest perspective.**
- 2. The opinions that charities express on issues of public concern do not have value because they only represent the perspective of a particular interest group.**

	2013 %	2008 %	2006 %	2004 %	2000 %
Have value because they represent a public interest perspective	63%	64%	63%		
Do not have value because they only represent the perspective of a particular interest group	33%	34%	35%		

A9. Which of the following statements do you most agree with?

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

- 2. It is appropriate to have a proportion of the money I give to charities go towards the operating costs of the charity itself, as long as the amount is reasonable.**

	2013 %	2008 %	2006 %	2004 %	2000 %
All money should go to the charity's cause	34%	39%	39%	43%	
Appropriate to have some money go to reasonable operating costs	66%	60%	60%	57%	

A10. Some people would like to change the laws that limit the extent to which the charities can speak out and represent their causes to governments or other organizations.

Do you agree or disagree that the laws should be changed to permit charities to advocate more freely for the causes in which they are involved?

Is that strongly or somewhat?

	2013 %	2008 %	2006 %	2004 %	2000 %
Strongly agree	32	31	32	38	
Somewhat agree	37	38	41	40	
Somewhat disagree	12	18	18	13	
Strongly disagree	9	9	8	6	

A11. There are many ways that charities can speak out about their cause and try to get things changed. For each of the following, please tell me if you think, in general, it is a very acceptable, somewhat acceptable, somewhat unacceptable, or a very unacceptable thing for charities to ...

How about ...

A11a Meet with government ministers or senior public servants as a way to speak out about their cause and try to get things changed.

	2013 %	2008 %	2006 %	2004 %	2000 %
Very acceptable	55	61	59	58	
Somewhat acceptable	36	33	35	34	
Somewhat unacceptable	5	3	4	4	
Very unacceptable	4	2	2	4	

How about ...

A11b Organize letter-writing campaigns

	2013 %	2008 %	2006 %	2004 %	2000 %
Very acceptable	41	38	36	38	
Somewhat acceptable	42	45	47	46	
Somewhat unacceptable	8	10	10	9	
Very unacceptable	5	6	6	5	

A11. There are many ways that charities can speak out about their cause and try to get things changed. For each of the following, please tell me if you think, in general, it is a very acceptable, somewhat acceptable, somewhat unacceptable, or a very unacceptable thing for charities to ...

How about ...

A11c Hold legal street protests or demonstrations.

	2013 %	2008 %	2006 %	2004 %	2000 %
Very acceptable	26	23	24	24	
Somewhat acceptable	37	39	38	40	
Somewhat unacceptable	17	17	19	19	
Very unacceptable	18	20	18	16	

How about ...

A11d Place advertisements in the media.

	2013 %	2008 %	2006 %	2004 %	2000 %
Very acceptable	43	44	41	45	
Somewhat acceptable	44	46	48	47	
Somewhat unacceptable	8	6	6	5	
Very unacceptable	4	4	4	3	

A11. There are many ways that charities can speak out about their cause and try to get things changed. For each of the following, please tell me if you think, in general, it is a very acceptable, somewhat acceptable, somewhat unacceptable, or a very unacceptable thing for charities to ...

How about ...

A11e Block roadways, or other non-violent acts

	2013 %	2008 %	2006 %	2004 %	2000 %
Very acceptable	9	8	9	9	
Somewhat acceptable	21	19	19	24	
Somewhat unacceptable	20	24	23	23	
Very unacceptable	47	49	48	43	

How about ...

A11f Use research results to support a message

	2013 %	2008 %	2006 %	2004 %	2000 %
Very acceptable	58	53	47	49	
Somewhat acceptable	34	39	44	42	
Somewhat unacceptable	4	4	4	5	
Very unacceptable	2	3	3	3	

A11. There are many ways that charities can speak out about their cause and try to get things changed. For each of the following, please tell me if you think, in general, it is a very acceptable, somewhat acceptable, somewhat unacceptable, or a very unacceptable thing for charities to ...

How about ...

A11g Speak out on issues like the environment, poverty or healthcare

	2013 %	2008 %	2006 %	2004 %	2000 %
Very acceptable	61	61	58	59	
Somewhat acceptable	33	34	37	36	
Somewhat unacceptable	3	3	3	3	
Very unacceptable	2	2	2	1	

A12. Charities often find themselves faced with issues they'd like to inform the public about. Which of the following two statements do you most agree with?

- 1. Charities should be obligated to provide information about BOTH sides of an issue.**
- 2. Charities should only have to provide information that supports their cause.**

	2013 %	2008 %	2006 %	2004 %	2000 %
Obligated to provide information about both sides	80	83	83	83	
Only provide information that supports their cause	19	17	16	17	

A13. I will now describe to you some types of information that charities provide. Please rate how important it is that charities provide this type of information. Is it very important, somewhat important, somewhat unimportant, or very unimportant?

How about ...

a13a Information about the programs and services the charities deliver.

	2013 %	2008 %	2006 %	2004 %	2000 %
Very important	81	78	76	76	
Somewhat important	17	20	22	22	
Somewhat unimportant	1	1	1	1	
Very unimportant	1	1	1	1	

How about ...

a13b Information about how charities use donations.

	2013 %	2008 %	2006 %	2004 %	2000 %
Very important	87	87	86	86	
Somewhat important	11	11	11	13	
Somewhat unimportant	1	1	1	1	
Very unimportant	1	1	1	0	

A13. I will now describe to you some types of information that charities provide. Please rate how important it is that charities provide this type of information. Is it very important, somewhat important, somewhat unimportant, or very unimportant?

How about ...

a13c Information about charities' fundraising costs.

	2013 %	2008 %	2006 %	2004 %	2000 %
Very important	73	73	69	68	
Somewhat important	24	24	27	28	
Somewhat unimportant	2	2	2	3	
Very unimportant	1	1	1	1	

How about ...

a13d Information about the impact of charities' work on Canadians.

	2013 %	2008 %	2006 %	2004 %	2000 %
Very important	61	60	59	61	
Somewhat important	33	36	36	33	
Somewhat unimportant	3	3	3	4	
Very unimportant	2	1	1	1	

A14. Now please think about how well charities do in terms of providing information. Would you say that charities are doing a poor, fair, good, or excellent job at providing . . .

How about ...

A14a Information about the programs and services the charities deliver

	2013 %	2008 %	2006 %	2004 %	2000 %
Poor	8	9	8	9	
Fair	35	39	40	40	
Good	47	44	45	44	
Excellent	7	7	6	7	

How about ...

A14b Information about how charities use donations

	2013 %	2008 %	2006 %	2004 %	2000 %
Poor	28	26	25	25	
Fair	42	44	43	43	
Good	23	25	28	28	
Excellent	3	4	3	3	

A14. Now please think about how well charities do in terms of providing information. Would you say that charities are doing a poor, fair, good, or excellent job at providing . . .

How about ...

A14c Information about charities' fundraising costs.

	2013 %	2008 %	2006 %	2004 %	2000 %
Poor	36	32	29	30	
Fair	37	41	43	41	
Good	18	23	24	25	
Excellent	3	3	3	3	

How about ...

A14d Information about the impact of charities' work on Canadians.

	2013 %	2008 %	2006 %	2004 %	2000 %
Poor	16	15	16	15	
Fair	42	45	45	45	
Good	32	34	4	34	
Excellent	4	4	4	4	

A15. Thinking of your decisions about charitable donations, which of the following two statements best represents your view?

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

	2013 %	2008 %	2006 %	2004 %	2000 %
Would like more information	48	49	48	51	
Comfortable with information I have	48	49	51	48	

A16. To the best of your knowledge, is there an organization or agency that is responsible for watching over the activities of charities?

	2013 %	2008 %	2006 %	2004 %	2000 %
Yes	29	31	31	32	28
No	35	53	60	58	51
Don't know/not sure	36	15	9	11	22

A17. Do you happen to know the name of the organization or agency that is responsible for watching over the activities of charities?

NOTE: This question was asked ONLY of those people who answered “yes” to the previous question.

	2013 %	2008 %	2006 %	2004 %	2000 %
CRA / Charities Directorate	15	9	5	6	
Government	6	8	7	5	
Specific Charities	2	1	2	1	
Consumer Affairs	0	0	1	1	
Other	3	6	6	6	
Don't know	73	76	78	79	

A18. Which of the following do you think should be responsible for watching over the activities of charities: the charity’s board of directors, a government agency, an independent organization or agency that is not part of either the government or the charity, none?

	2013 %	2008 %	2006 %	2004 %	2000 %
Board of directors	12	13	13	16	19
Government agency	23	22	21	17	9
Independent organization or agency	62	63	65	66	70
No one	1	0	1	1	0

A19. Now I would like to ask you about the need for someone or some organization to pay closer attention to the activities of charities. For each of the following statements, please tell me whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree that ...

How about ...

A19a More attention should be paid to the way charities spend their money.

	2013 %	2008 %	2006 %	2004 %	2000 %
Strongly agree	64	62	61	63	
Somewhat agree	29	32	32	32	
Somewhat disagree	5	4	6	5	
Strongly disagree	1	1	1	1	

How about ...

A19b More attention should be paid to the way charities raise money.

	2013 %	2008 %	2006 %	2004 %	2000 %
Strongly agree	38	42	42	43	
Somewhat agree	42	45	44	46	
Somewhat disagree	15	9	11	9	
Strongly disagree	3	3	2	2	

A19. Now I would like to ask you about the need for someone or some organization to pay closer attention to the activities of charities. For each of the following statements, please tell me whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree that ...

How about ...

A19c More attention should be paid to the amount of money charities spend on program activities.

	2013 %	2008 %	2006 %	2004 %	2000 %
Strongly agree	43	47	45	48	
Somewhat agree	43	43	45	43	
Somewhat disagree	9	7	8	7	
Strongly disagree	2	1	2	1	

How about ...

A19d More attention should be paid to the amount of money charities spend on hiring professionals to do their fundraising.

	2013 %	2008 %	2006 %	2004 %	2000 %
Strongly agree	52	56	53	51	
Somewhat agree	33	32	34	35	
Somewhat disagree	10	7	9	10	
Strongly disagree	3	4	4	4	

A20. Please rate your level of agreement with the following statement:

On each fundraising request, charities should be required to disclose how donors' contributions are spent.

Do you strongly agree, somewhat agree, somewhat disagree, or strongly disagree?

	2013 %	2008 %	2006 %	2004 %	2000 %
Strongly agree	68	68	66	65	66
Somewhat agree	24	26	28	29	28
Somewhat disagree	5	4	4	4	4
Strongly disagree	2	2	2	1	1

A21. Which of the following statements do you most agree with:

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

	2013 %	2008 %	2006 %	2004 %	2000 %
Should be legal limit	46	52	53	47	
Charities should decide	49	47	47	52	
No opinion	2	1	1	1	
Don't know/not sure	46	52	53	47	

A22. Now I would like to get your opinion on the way charities raise money. For each of the following, tell me if you strongly agree, somewhat agree, somewhat disagree or strongly disagree.

How about ...

A22a It takes significant effort for charities to raise the money they need to support their cause.

	2013 %	2008 %	2006 %	2004 %	2000 %
Strongly agree	49	52	51	57	
Somewhat agree	42	41	43	39	
Somewhat disagree	5	4	4	3	
Strongly disagree	1	2	2	1	

How about ...

A22b Charities are generally honest about the way they use donations.

	2013 %	2008 %	2006 %	2004 %	2000 %
Strongly agree	13	18	18	19	
Somewhat agree	57	58	62	59	
Somewhat disagree	17	15	12	15	
Strongly disagree	7	7	7	6	

How about ...

A22c Too many charities are trying to get donations for the same cause.

	2013 %	2008 %	2006 %	2004 %	2000 %
Strongly agree	31	35	35	32	
Somewhat agree	37	37	37	37	
Somewhat disagree	20	20	19	22	
Strongly disagree	6	6	6	8	

**A22. Now I would like to get your opinion on the way charities raise money.
For each of the following, tell me if you strongly agree, somewhat agree,
somewhat disagree or strongly disagree.**

How about ...

A22d Charities only ask for money when they really need it.

	2013 %	2008 %	2006 %	2004 %	2000 %
Strongly agree	10	15	15	16	
Somewhat agree	23	26	31	32	
Somewhat disagree	36	32	31	31	
Strongly disagree	26	25	22	21	

How about ...

A22e Charities spend too much money on fundraising.

	2013 %	2008 %	2006 %	2004 %	2000 %
Strongly agree	15	15			
Somewhat agree	37	43			
Somewhat disagree	27	29			
Strongly disagree	7	7			

A23. Now I'd like you to think about other ways or business activities that charities use to raise money, like operating stores that sell second hand clothing, selling products like cookies, calendars, and chocolates door-to-door, renting out buildings they own, or selling their knowledge and skills.

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

	2013 %	2008 %	2006 %	2004 %	2000 %
Strongly agree	46	49	51	49	
Somewhat agree	34	34	34	34	
Somewhat disagree	12	10	8	10	
Strongly disagree	8	7	6	6	

A24. I am going to read you a series of statements about charities running a business to earn money for their charitable activities. For each of the following statements, please tell me if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree.

How about ...

A24a. Running a business is a good way to raise money that charities aren't able to get through donations and grants.

	2013 %	2008 %	2006 %	2004 %	2000 %
Strongly agree	34	35	32	35	
Somewhat agree	52	51	55	52	
Somewhat disagree	8	7	8	7	
Strongly disagree	4	5	4	4	

A24. I am going to read you a series of statements about charities running a business to earn money for their charitable activities. For each of the following statements, please tell me if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree.

How about ...

A24b. When a charity runs a business, a significant worry is that money could get lost on the business instead of being used to help Canadians.

	2013 %	2008 %	2006 %	2004 %	2000 %
Strongly agree	25	27	24	26	
Somewhat agree	45	47	48	48	
Somewhat disagree	19	17	20	17	
Strongly disagree	5	7	7	8	

How about ...

A24c. When charities run businesses, it takes too much time away from their core cause.

	2013 %	2008 %	2006 %	2004 %	2000 %
Strongly agree	11	12	12	13	
Somewhat agree	32	40	40	40	
Somewhat disagree	38	33	36	34	
Strongly disagree	11	11	11	11	

A25. Which of the following two points of view comes closest to your own?

- 1. If a charity makes some of its money from a business, they should have to pay taxes like any other business.**
- 2. Charities shouldn't have to pay tax on earnings from a business, if it is used to support their cause.**

	2013 %	2008 %	2006 %	2004 %	2000 %
Should have to pay taxes like any other business	31	28	28	28	
Shouldn't have to pay tax if it is used to support their cause	64	70	71	72	
No opinion	2	1	1	1	