

## A NOTE ABOUT CHARTS

The charts that follow provide graphic depictions of some of the results of *Talking About Charities 2008* – a public-opinion poll commissioned by The Muttart Foundation and conducted by Ipsos-Reid.

Across Canada, 3,863 telephone interviews were conducted. An overall sample of this size is considered statistically accurate within  $\pm 1.6\%$ , nineteen times out of twenty. The level of accuracy is less for provincial samples. The following table shows the number of interviews conducted in each province and the level of statistical accuracy for each province.

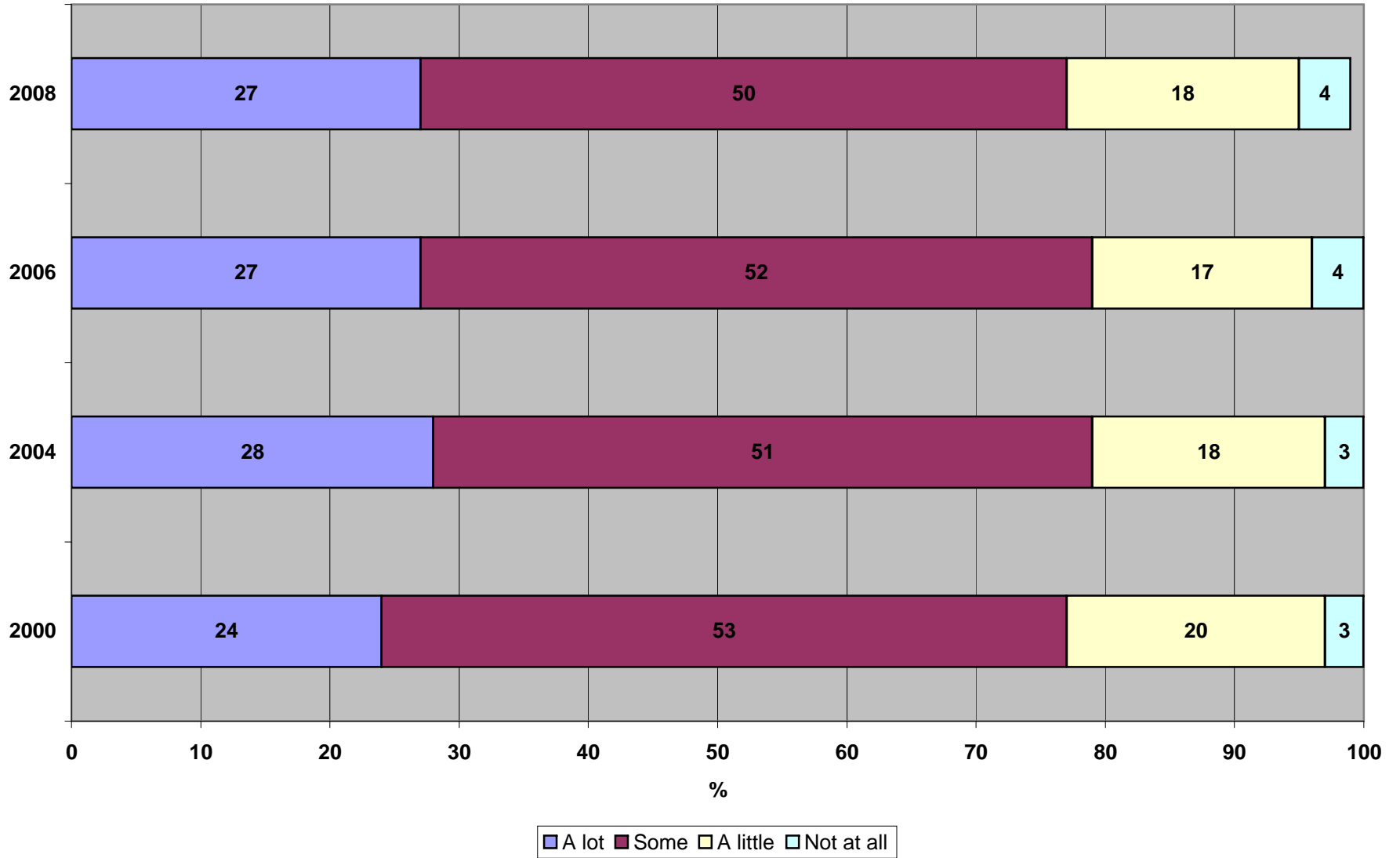
<b>Province</b>	<b>Interviews conducted</b>	<b>Statistical accuracy (19 times out of 20)</b>
British Columbia	500	$\pm 4.4\%$
Alberta	401	$\pm 4.9\%$
Saskatchewan	301	$\pm 5.7\%$
Manitoba	301	$\pm 5.7\%$
Ontario	751	$\pm 3.6\%$
Quebec	605	$\pm 4.0\%$
New Brunswick	300	$\pm 5.7\%$
Nova Scotia	300	$\pm 5.7\%$
Prince Edward Island	201	$\pm 6.9\%$
Newfoundland & Labrador	203	$\pm 6.9\%$
<b>Canada</b>	<b>3,863</b>	<b><math>\pm 1.6\%</math></b>

The titles on the charts do not reflect the exact wording of the question. To see those questions and to obtain detailed information about methodology, or results, visit The Muttart Foundation website at [www.muttart.org](http://www.muttart.org). Detailed cross-tabulations are also available on the website. By special arrangement, the complete dataset will be made available to researchers.

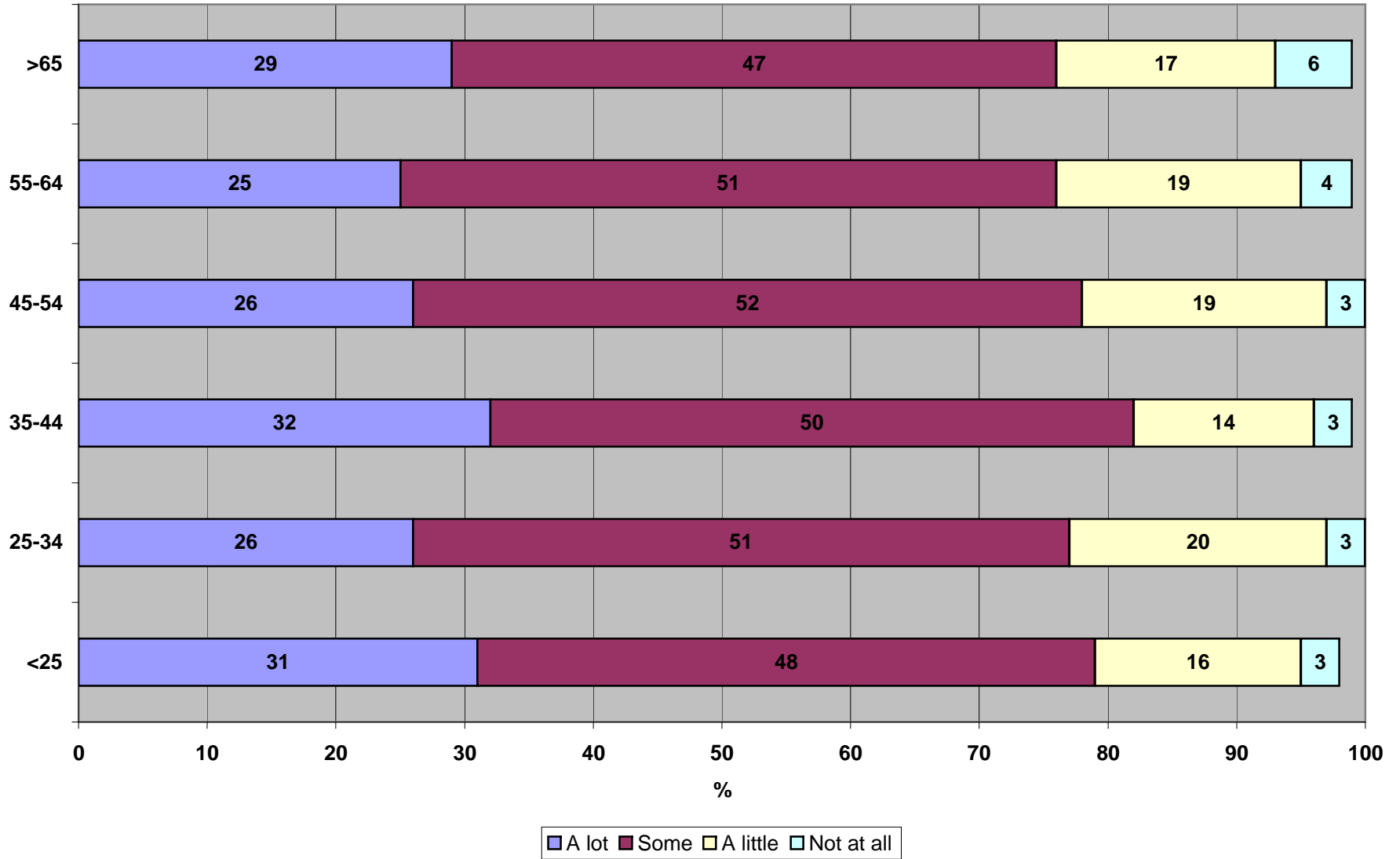
Results for questions may not add up to 100% because of rounding errors.

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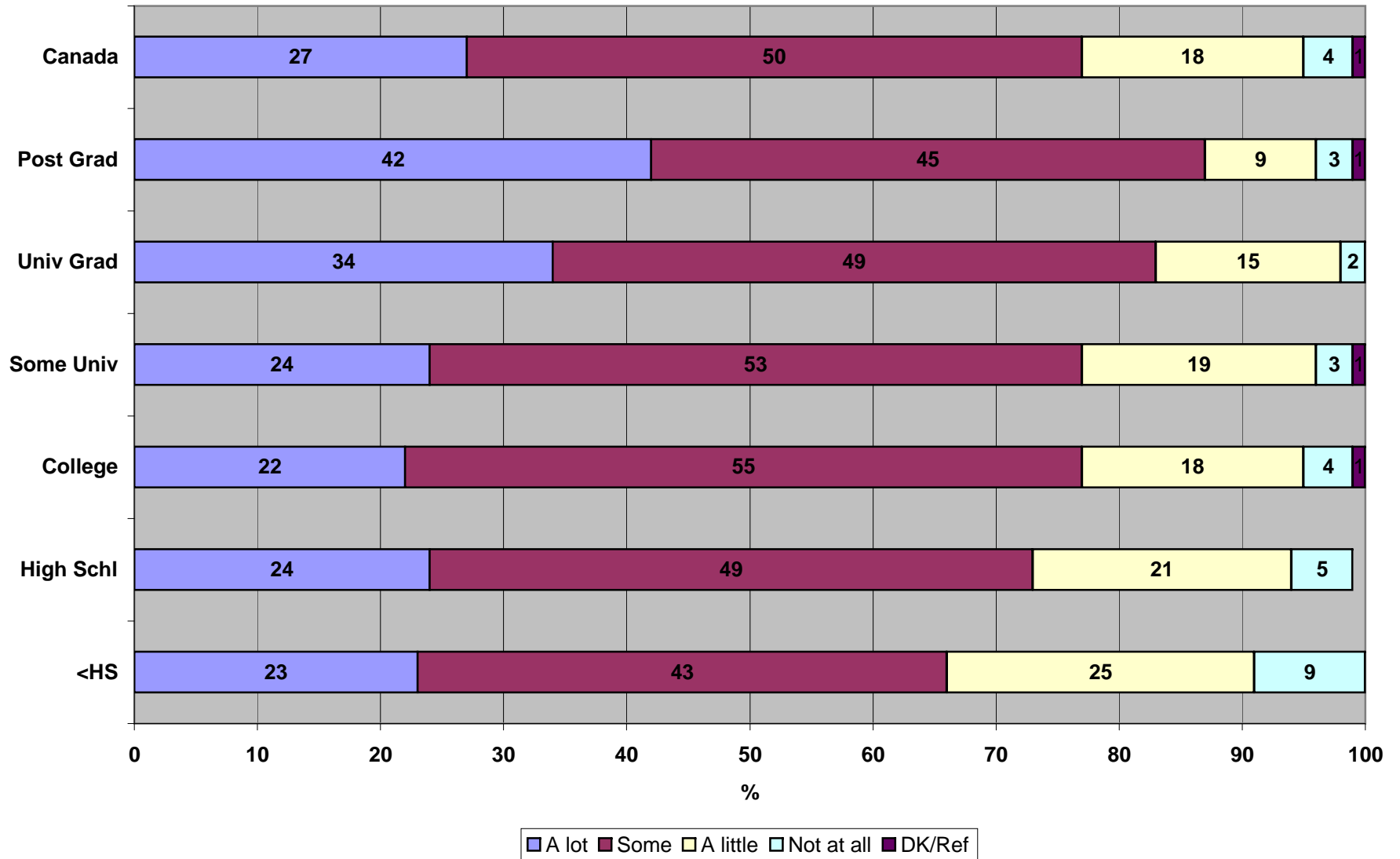
### Trust in general



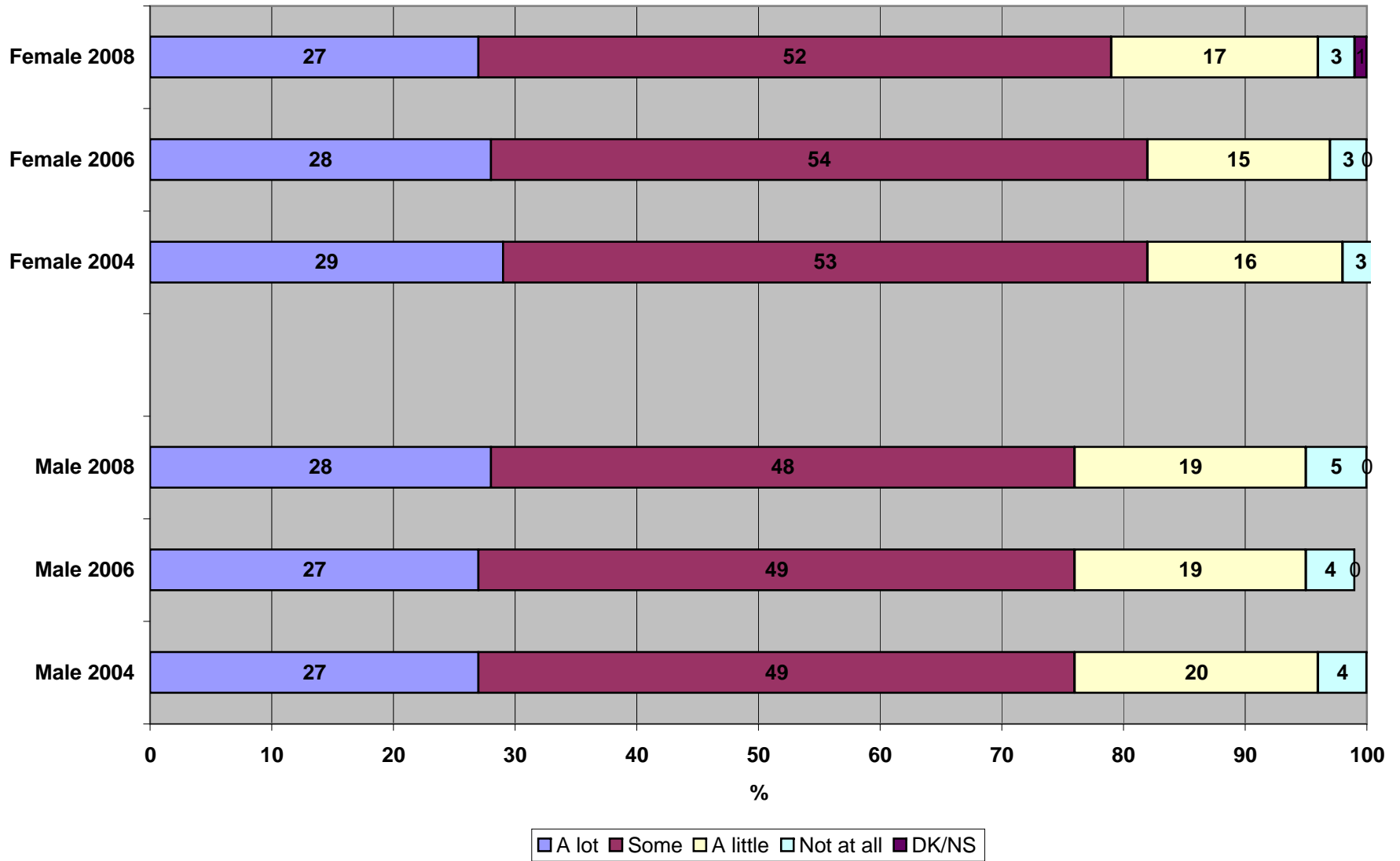
### Trust in charities by age



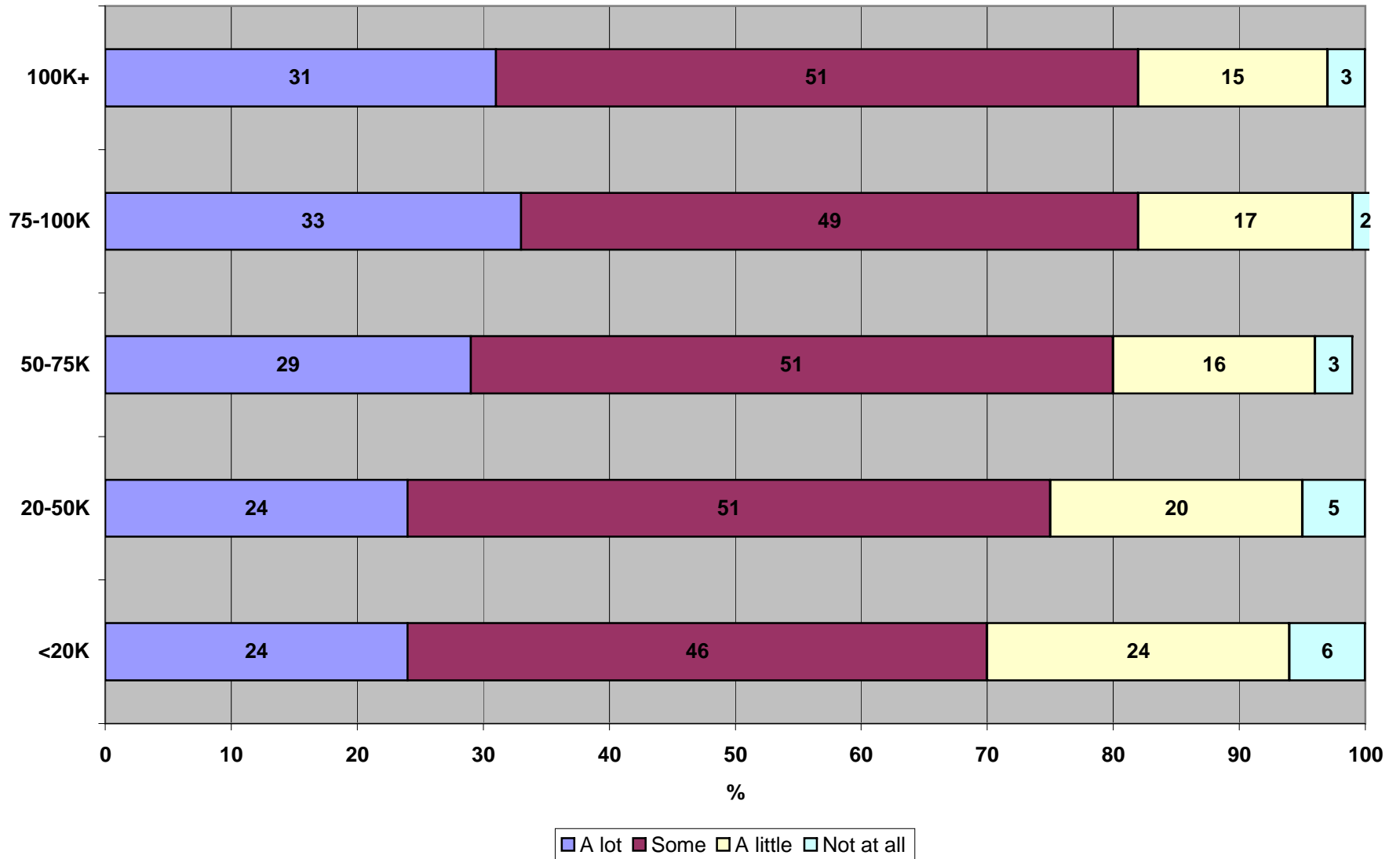
### Trust in charities by education level



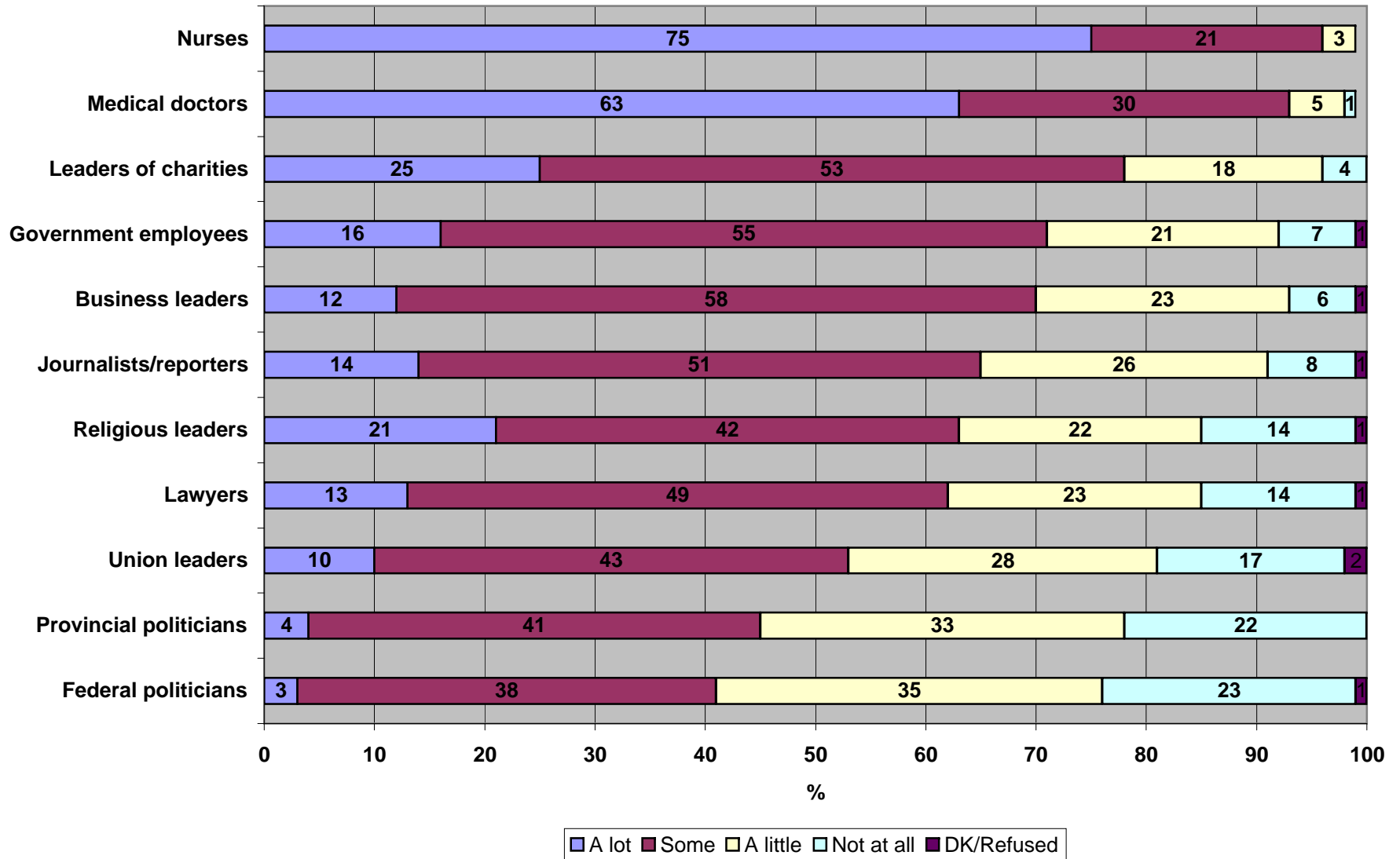
### Trust in charities by gender



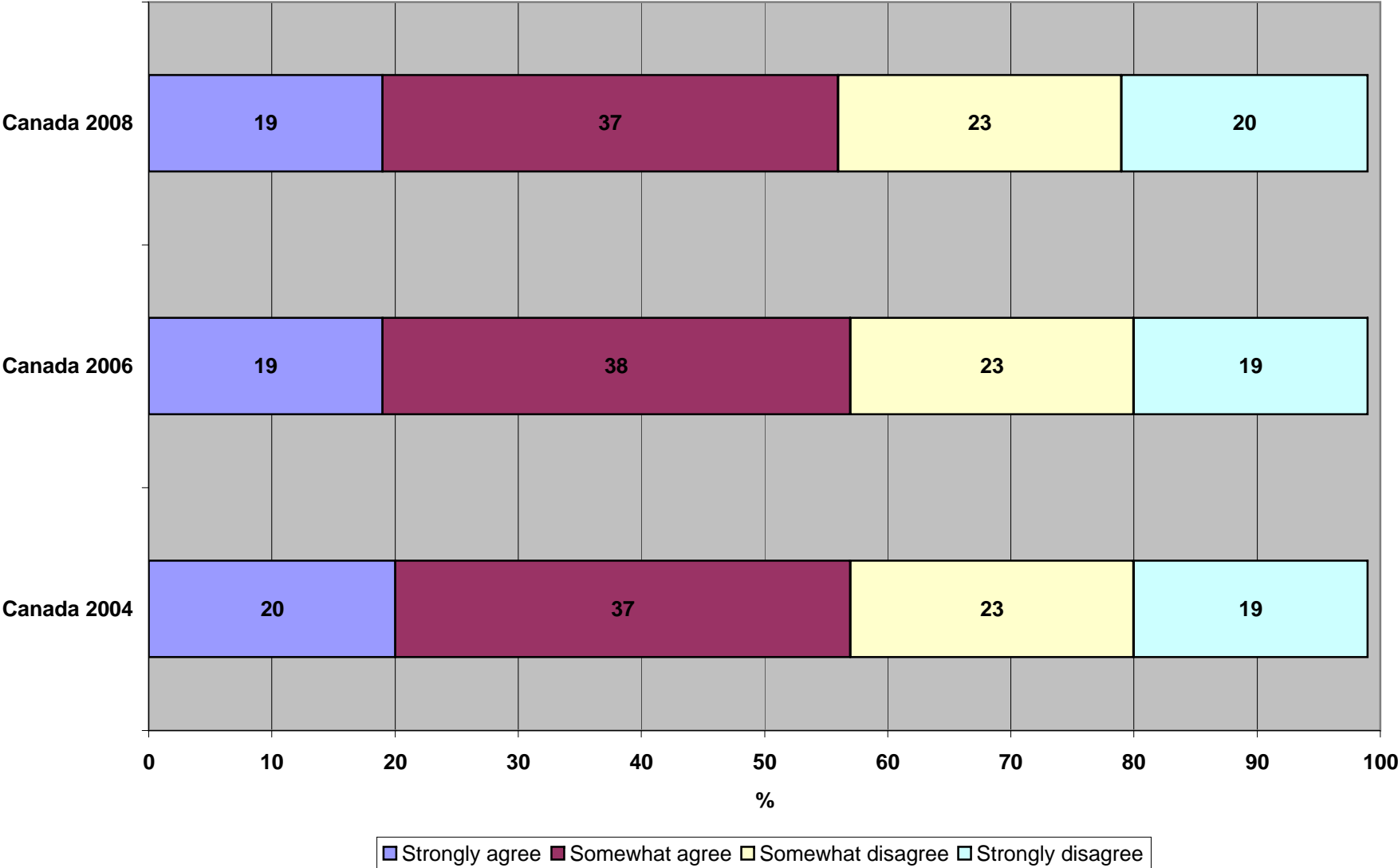
### Trust in general by household income



### Trust in professions (Canada)

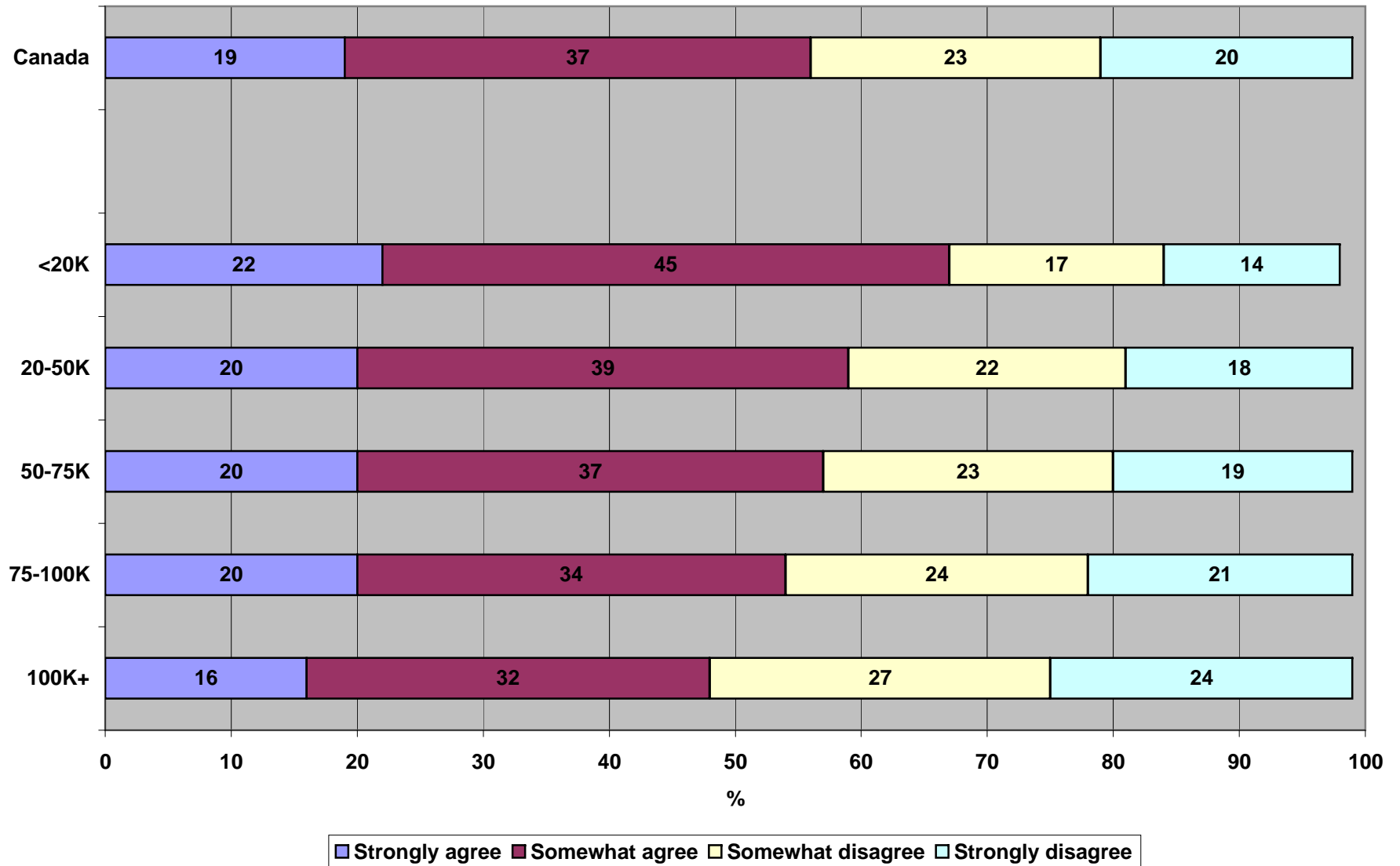


### Charities should be expected to deliver defunded programs

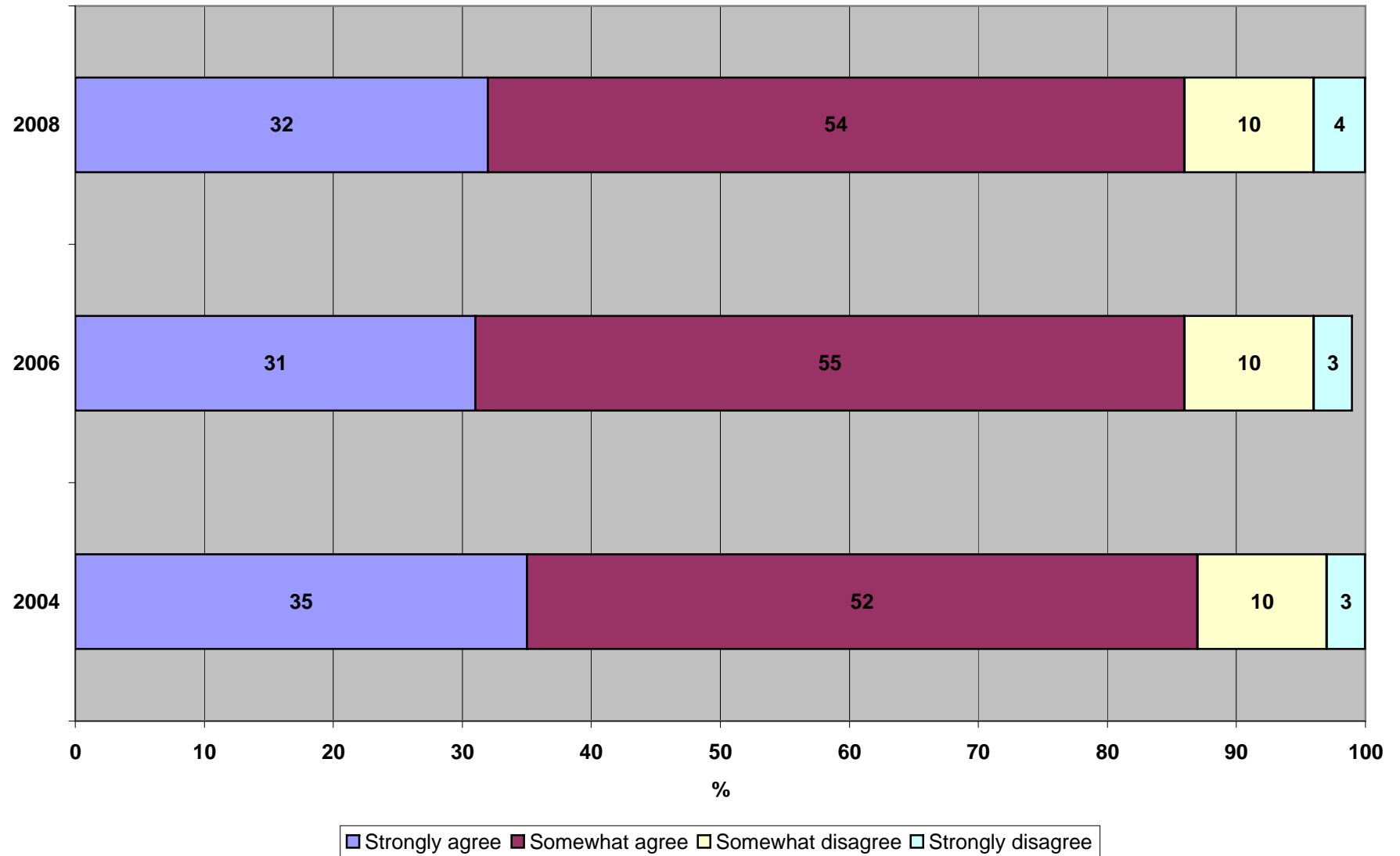




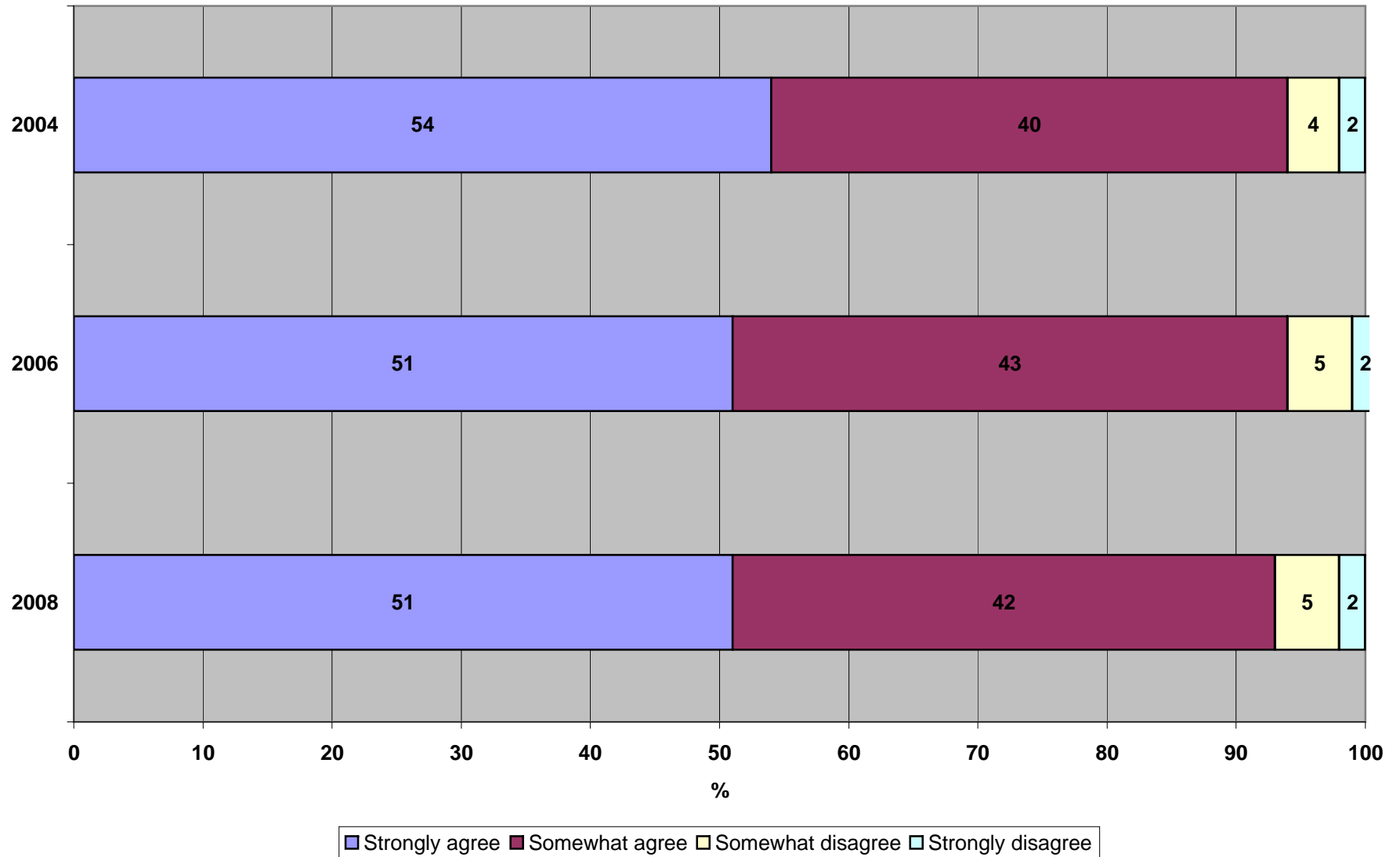
Charities should be expected to deliver defunded programs (by income)



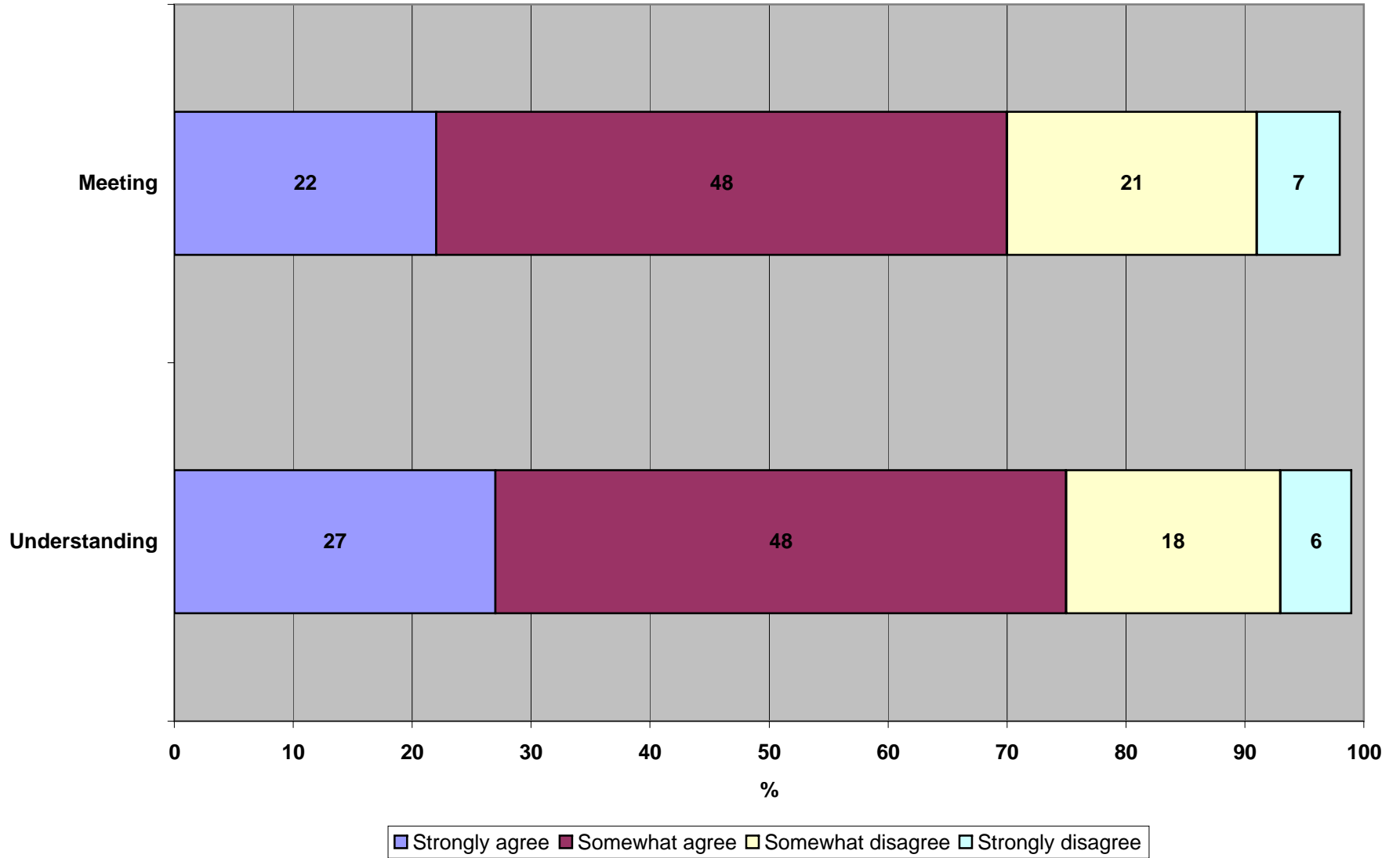
### Charities generally improve our quality of life



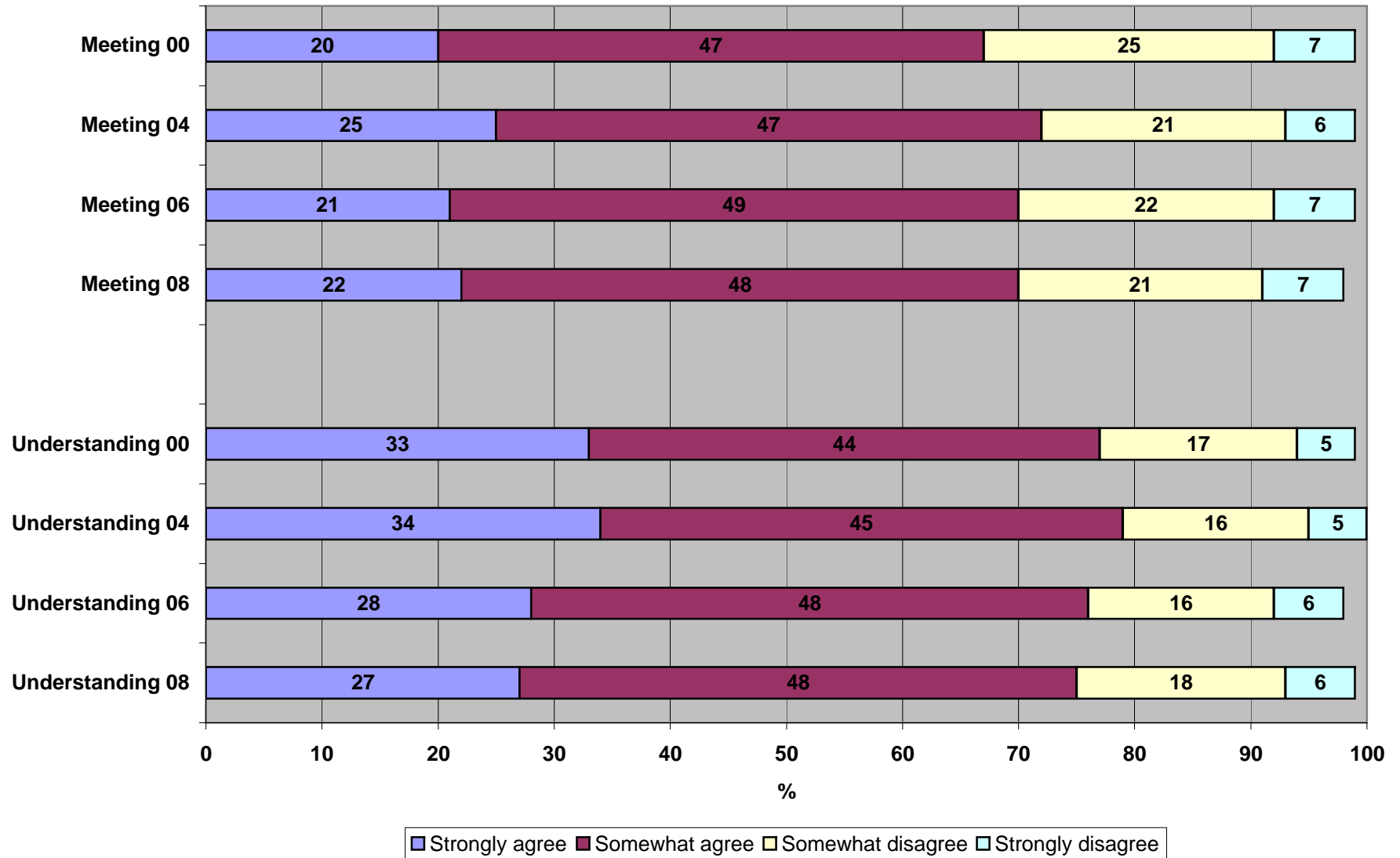
### Charities are important to Canadians (Canada)



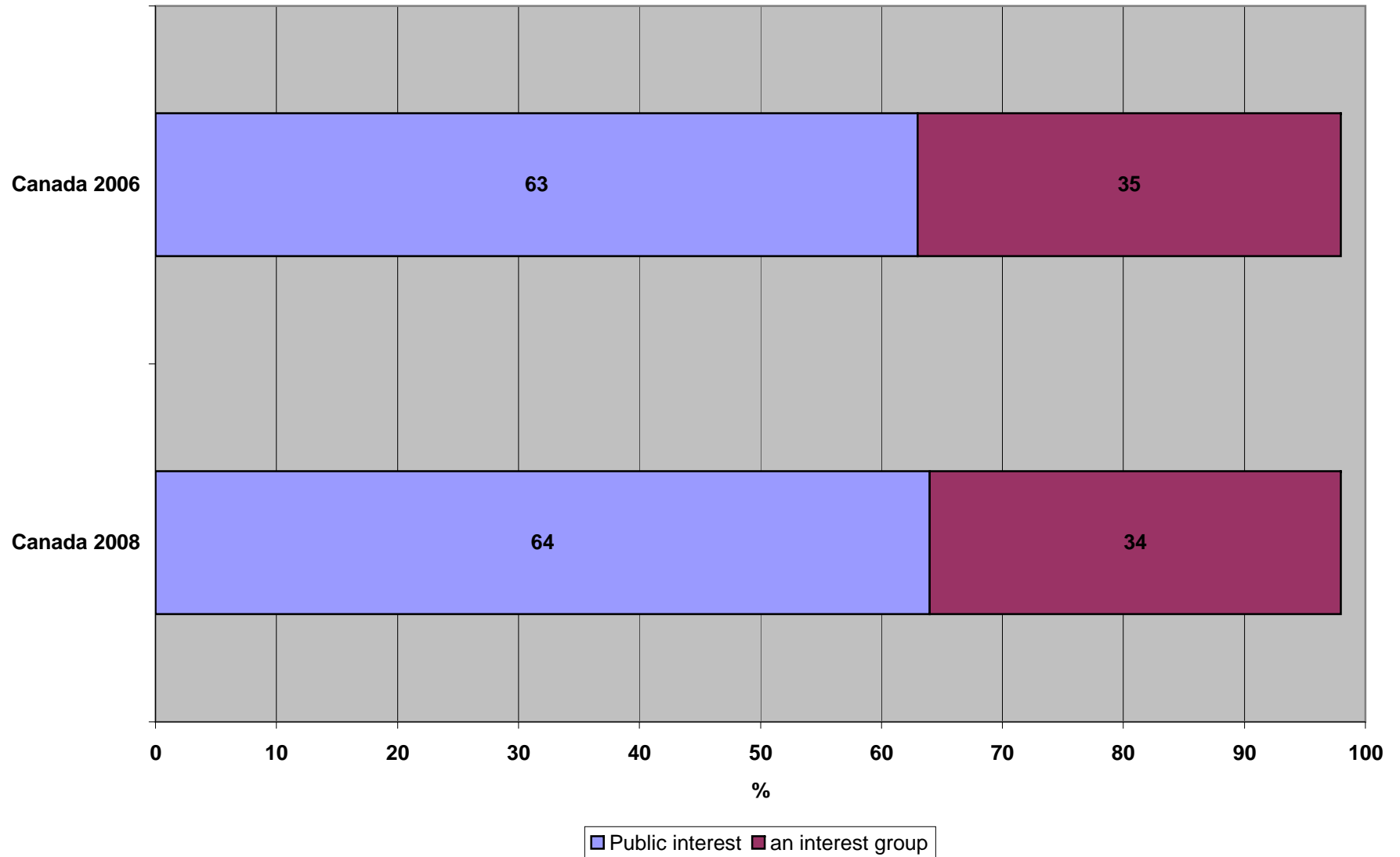
**Charities are better than government at ... the needs of Canadians (Canada)**



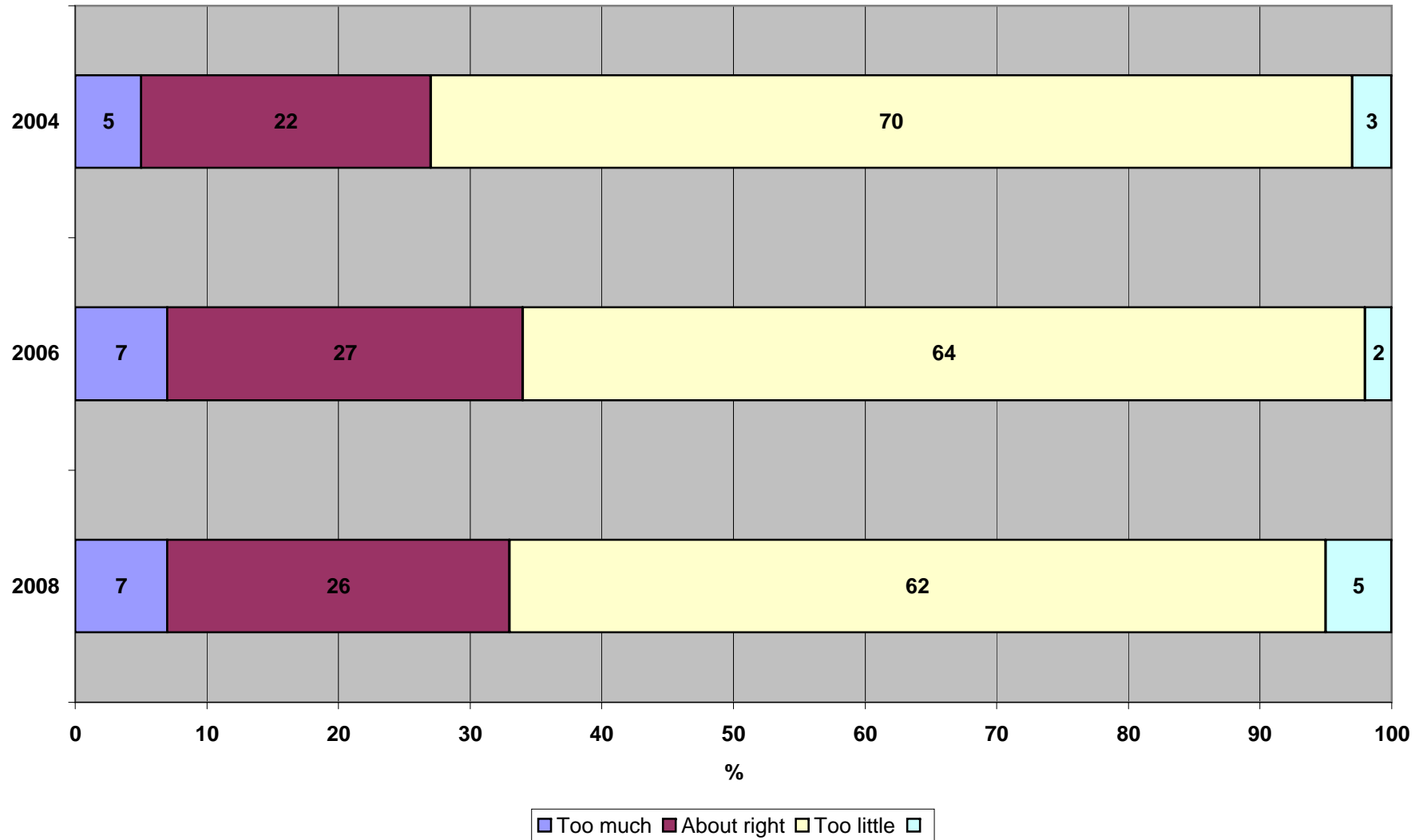
### Charities are better than government at ... the needs of Canadians (Canada)



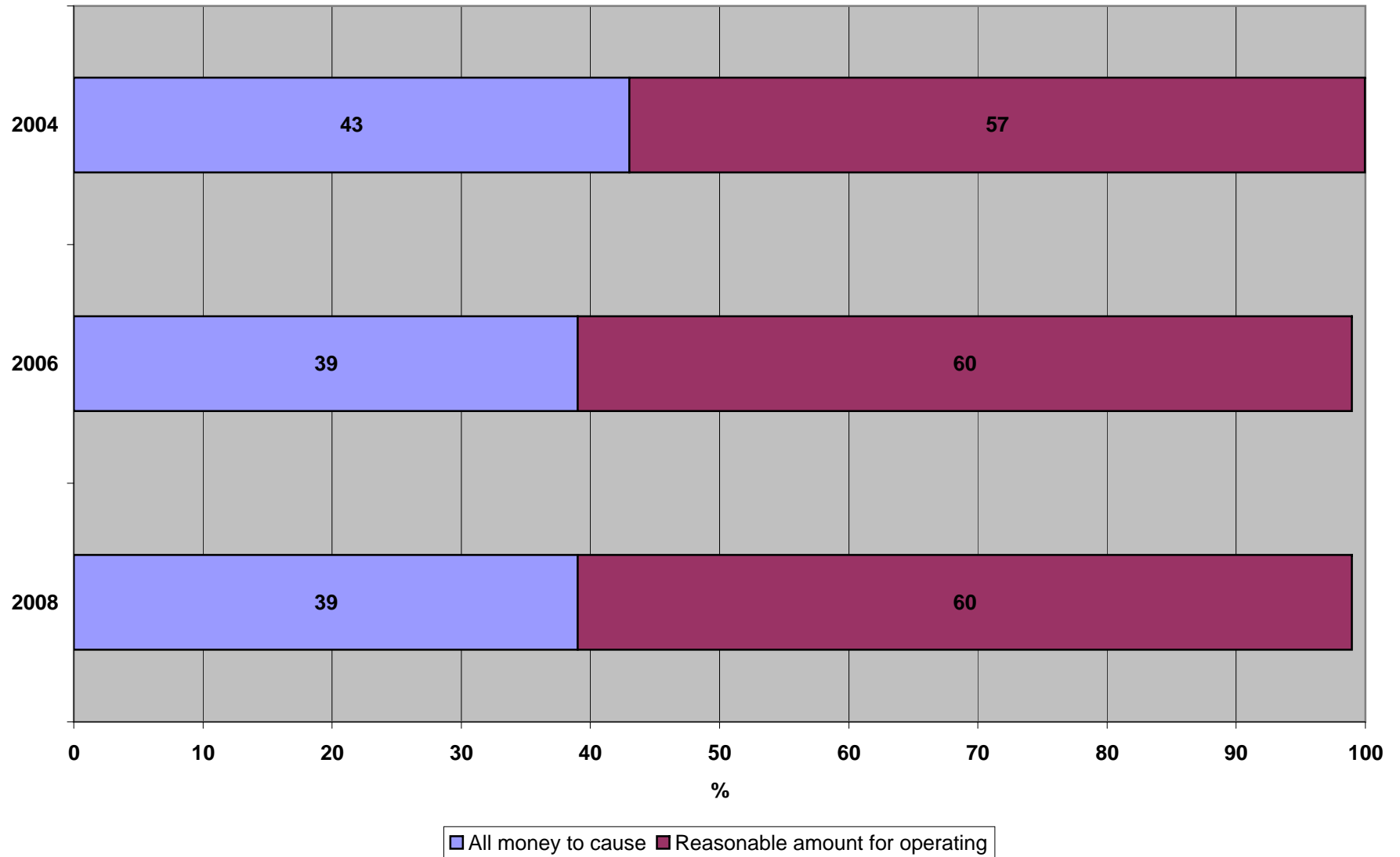
### Do charities speak in the public interest or as an interest group?



**Do charities have too much, about the right amount or too little money to meet their objectives? (Canada)**

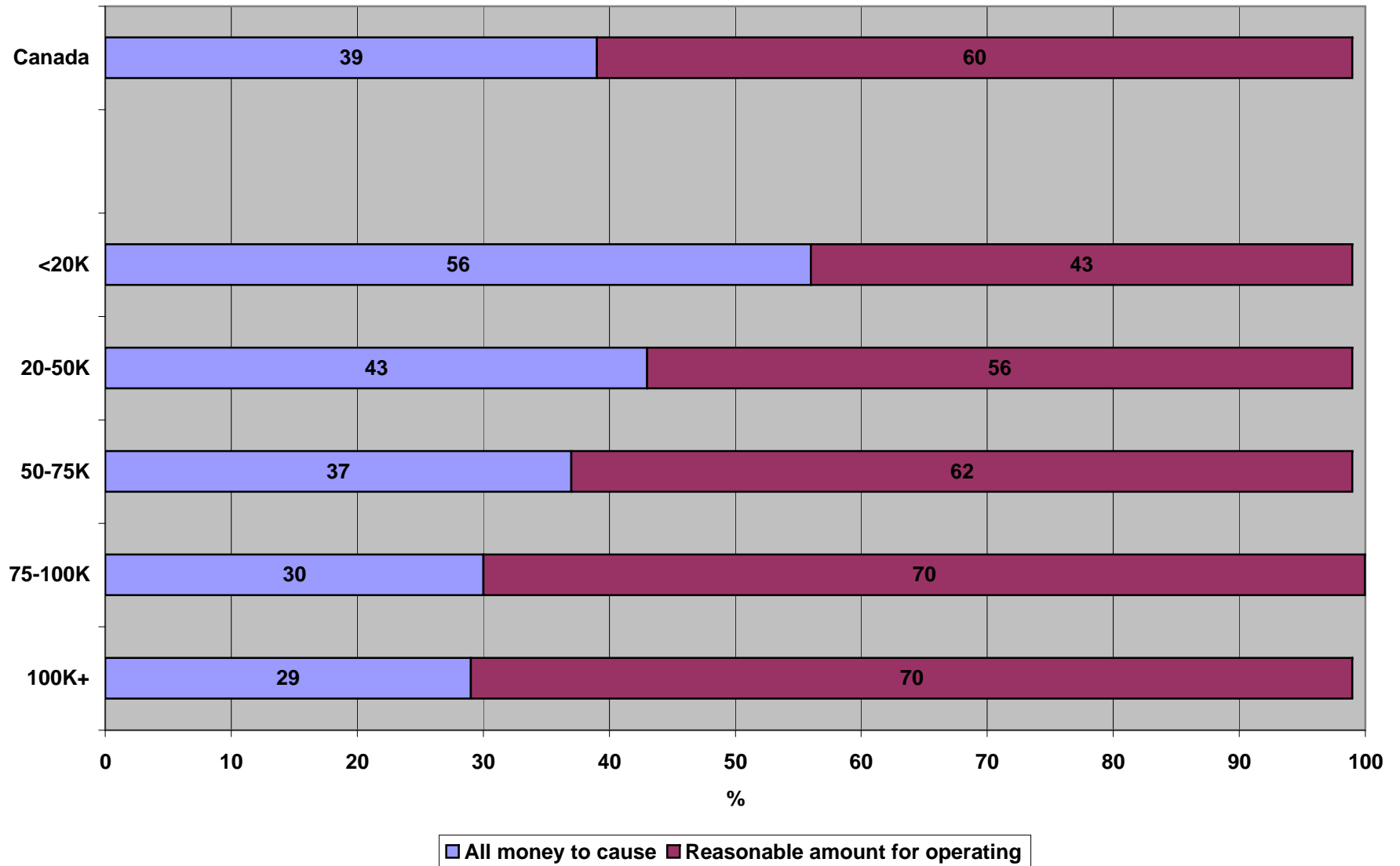


### Expected use of donations (Canada)

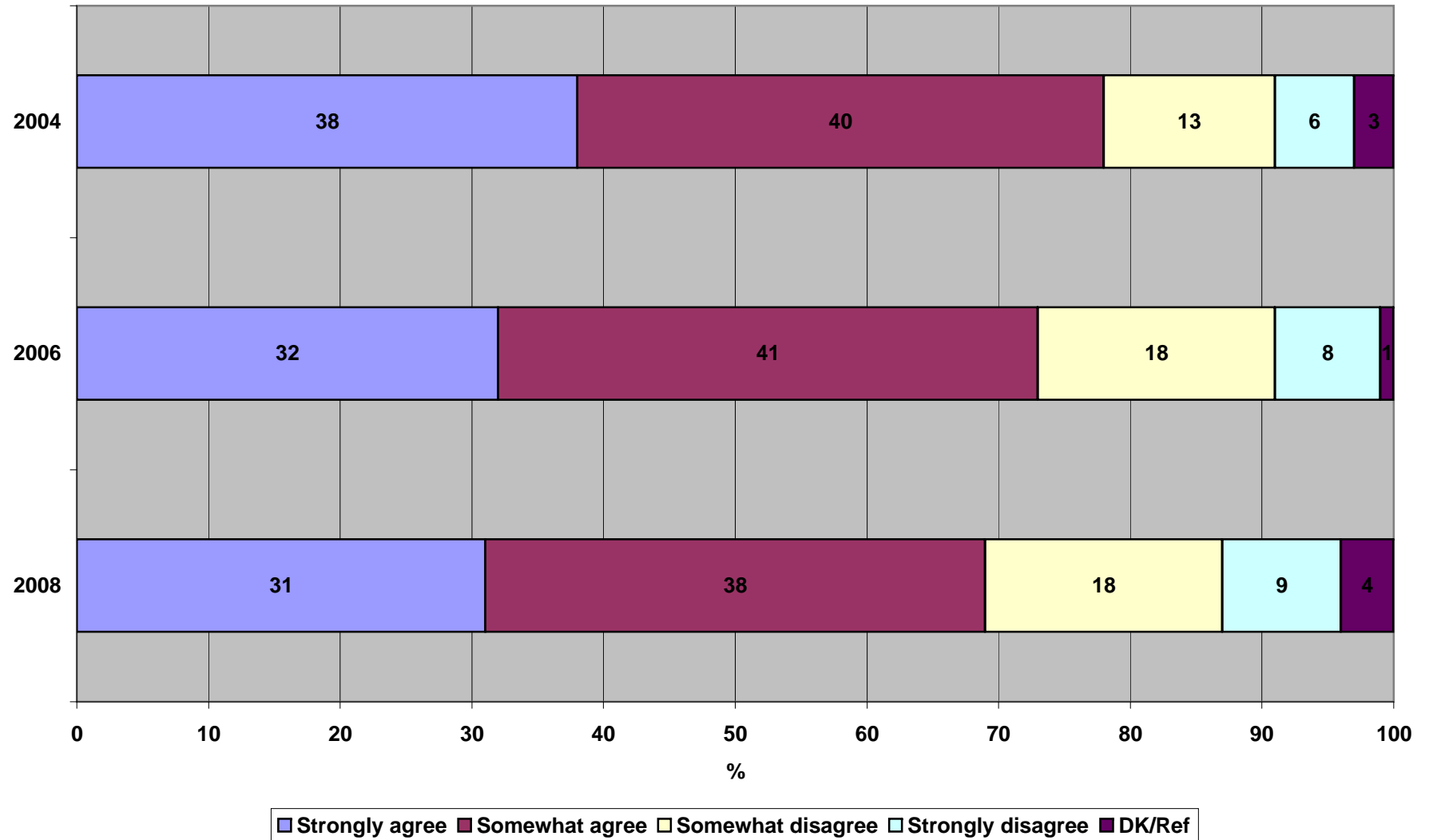




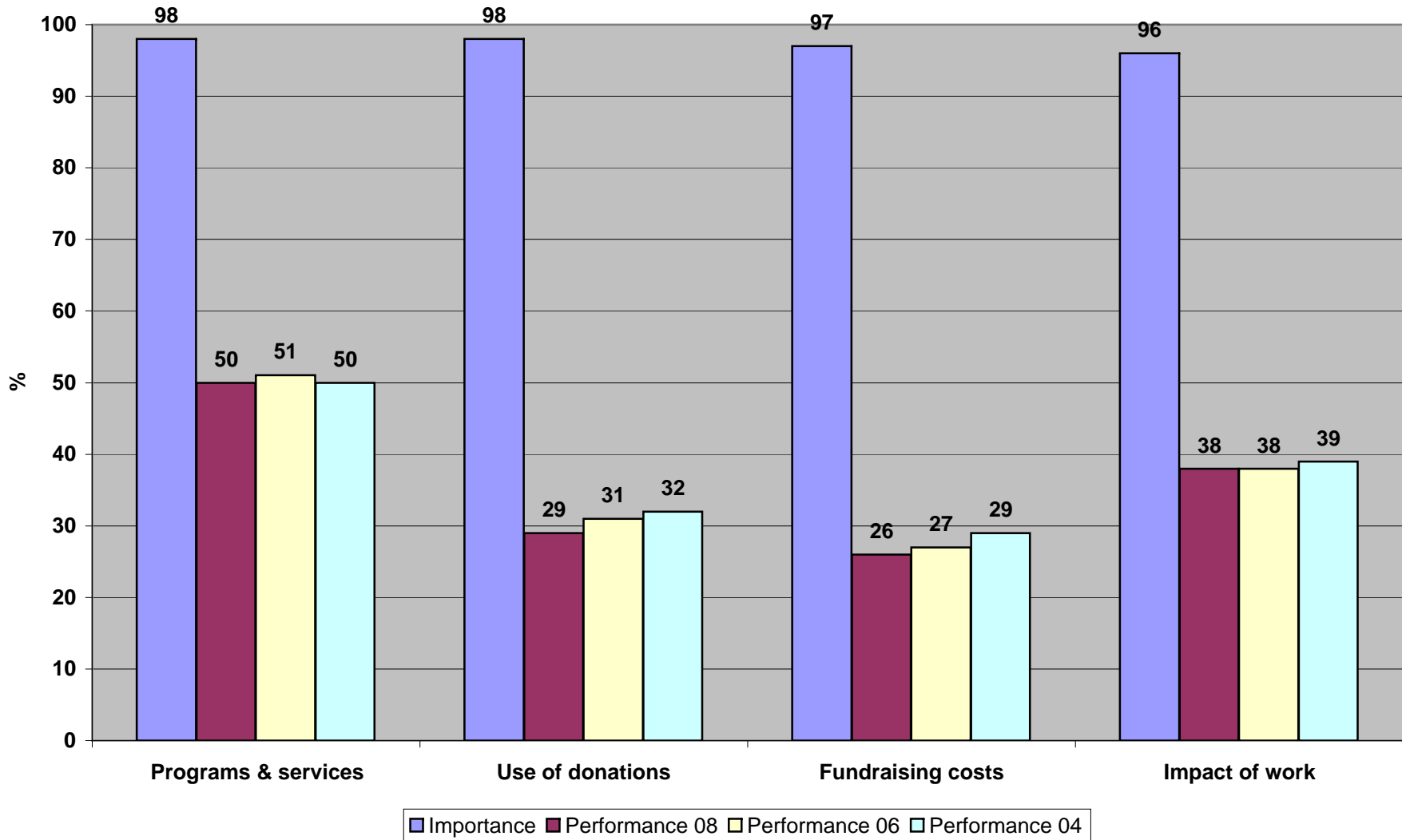
### Expected use of donations (by income)



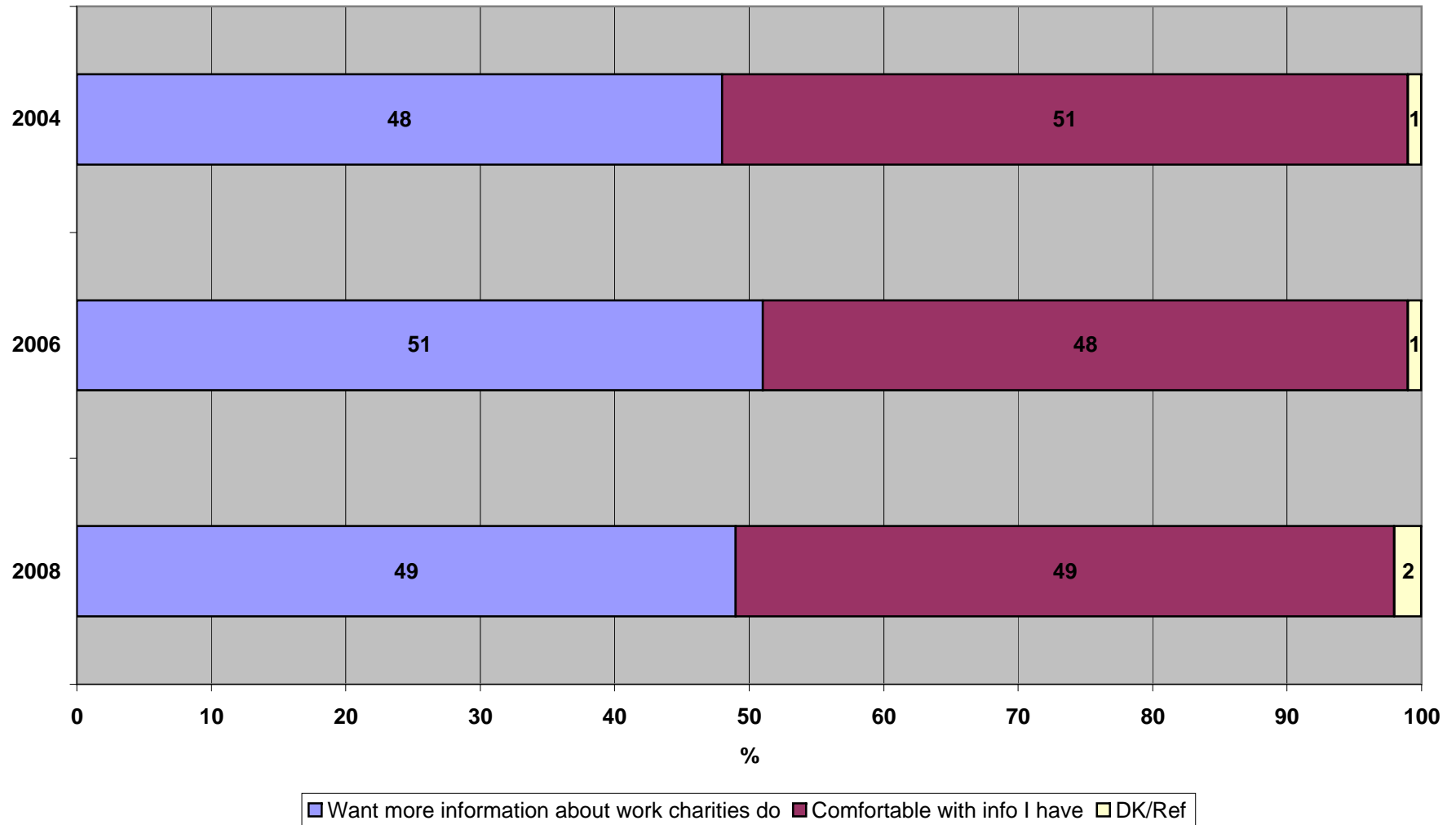
**Advocacy laws should be changed to permit charities to advocate more freely for their causes (Canada)**



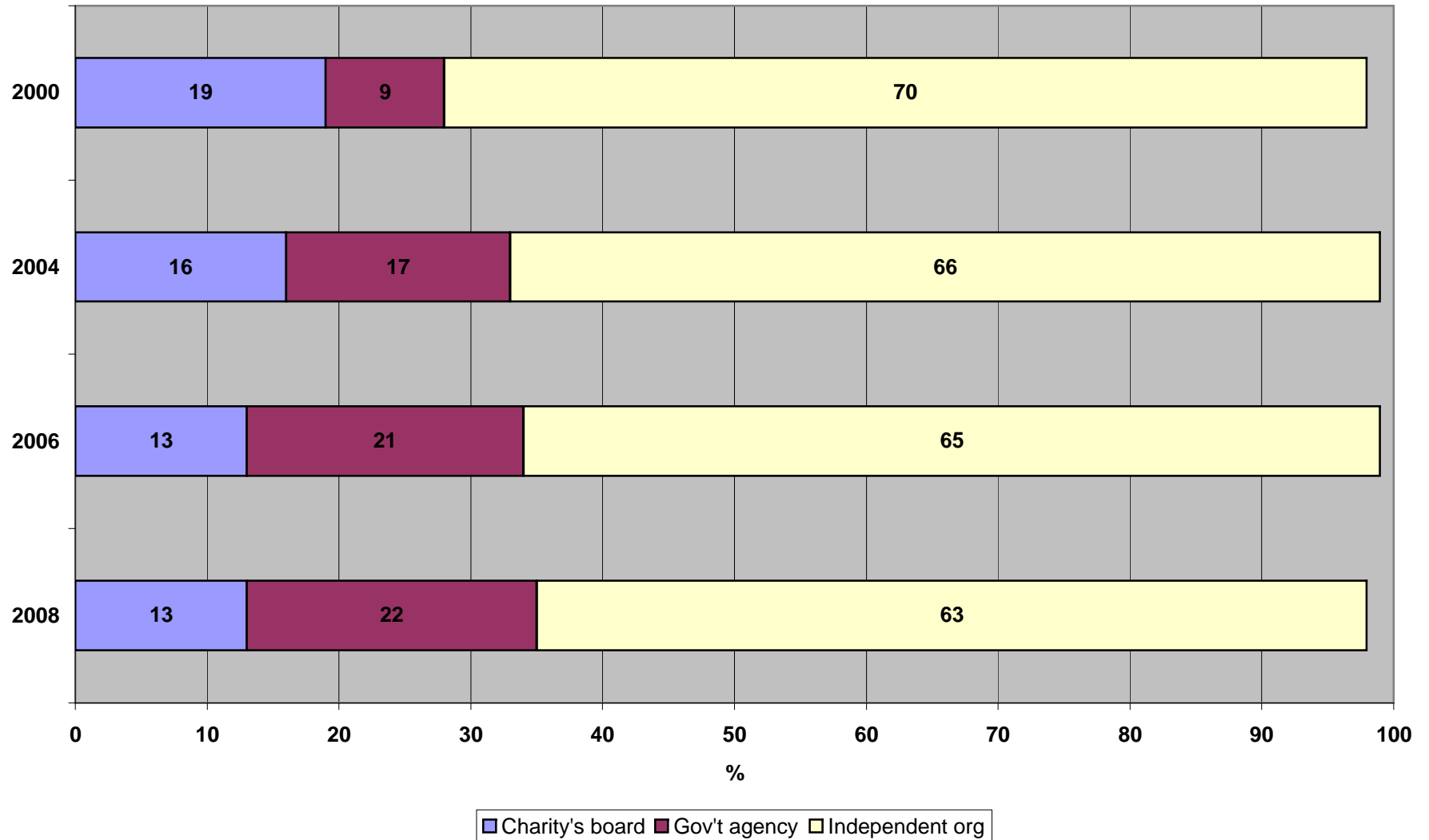
**Importance (very+somewhat) of having information vs charities' performance (excellent+good) in providing it (Canada)**



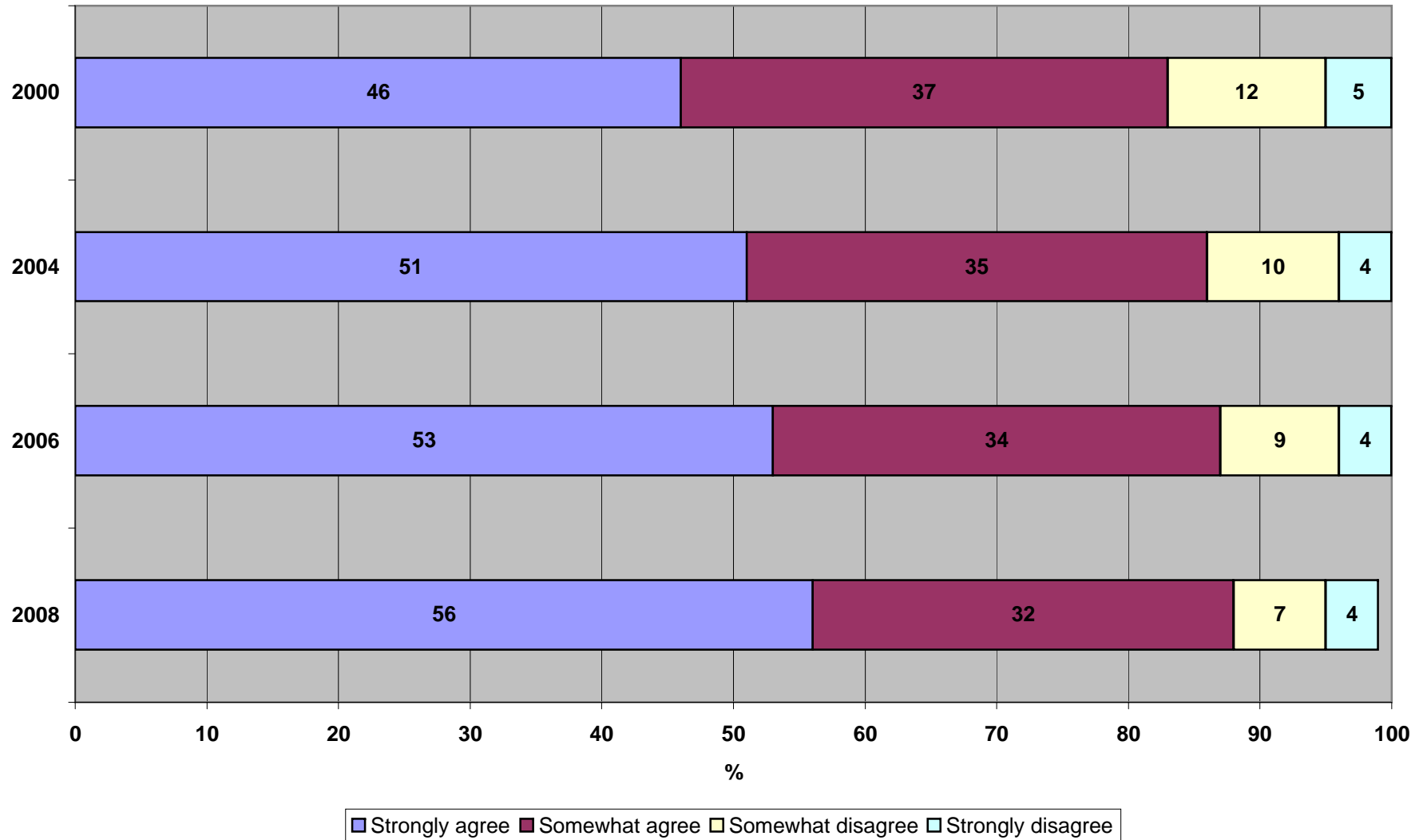
**Thinking of your decisions about charitable donations, do you want more information about the work charities do, or are you comfortable with the amount of information you have (Canada)**



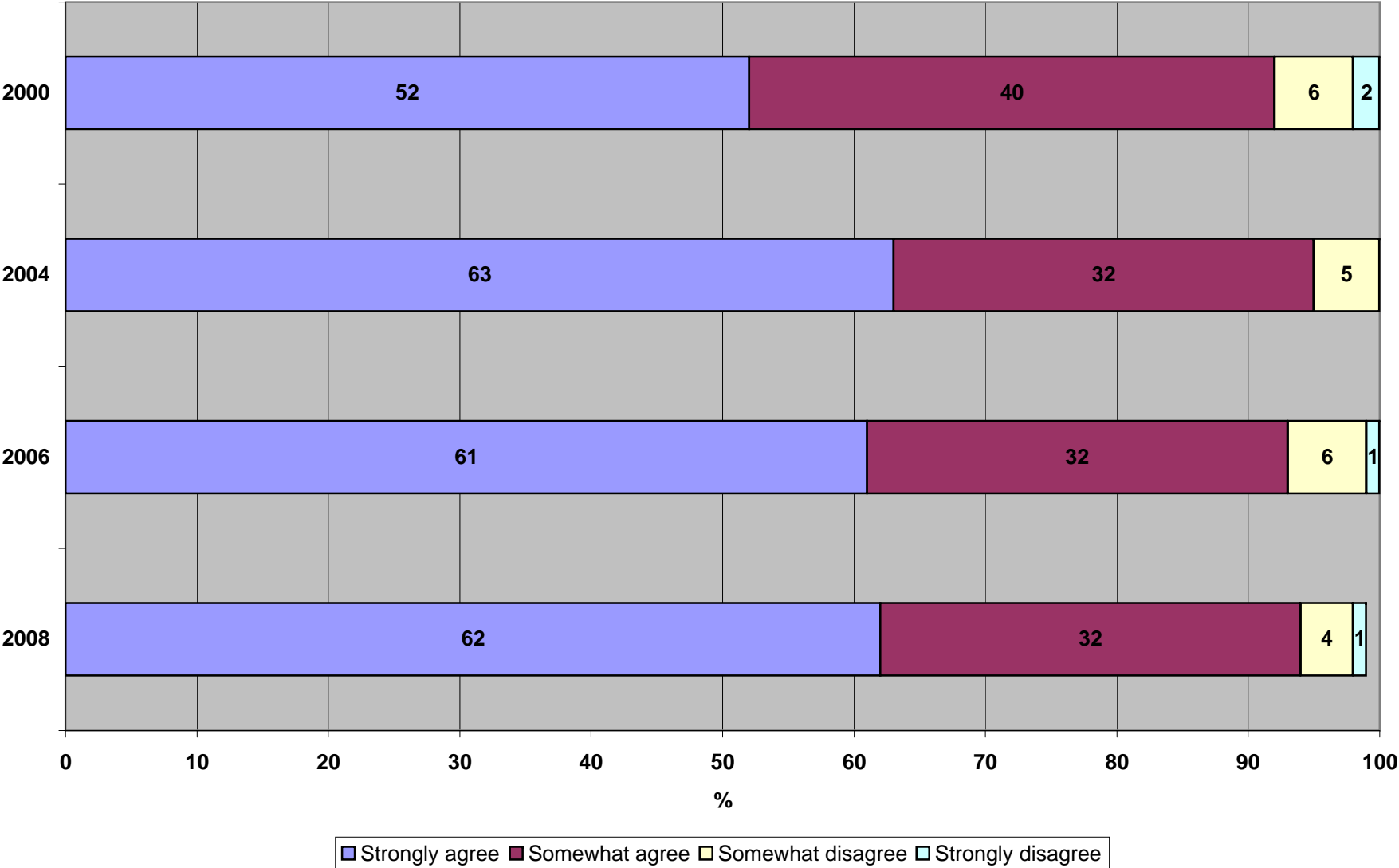
**Which should be responsible for watching over the activities of charities: the charity's board of directors, a government agency or an independent organization? (Canada)**



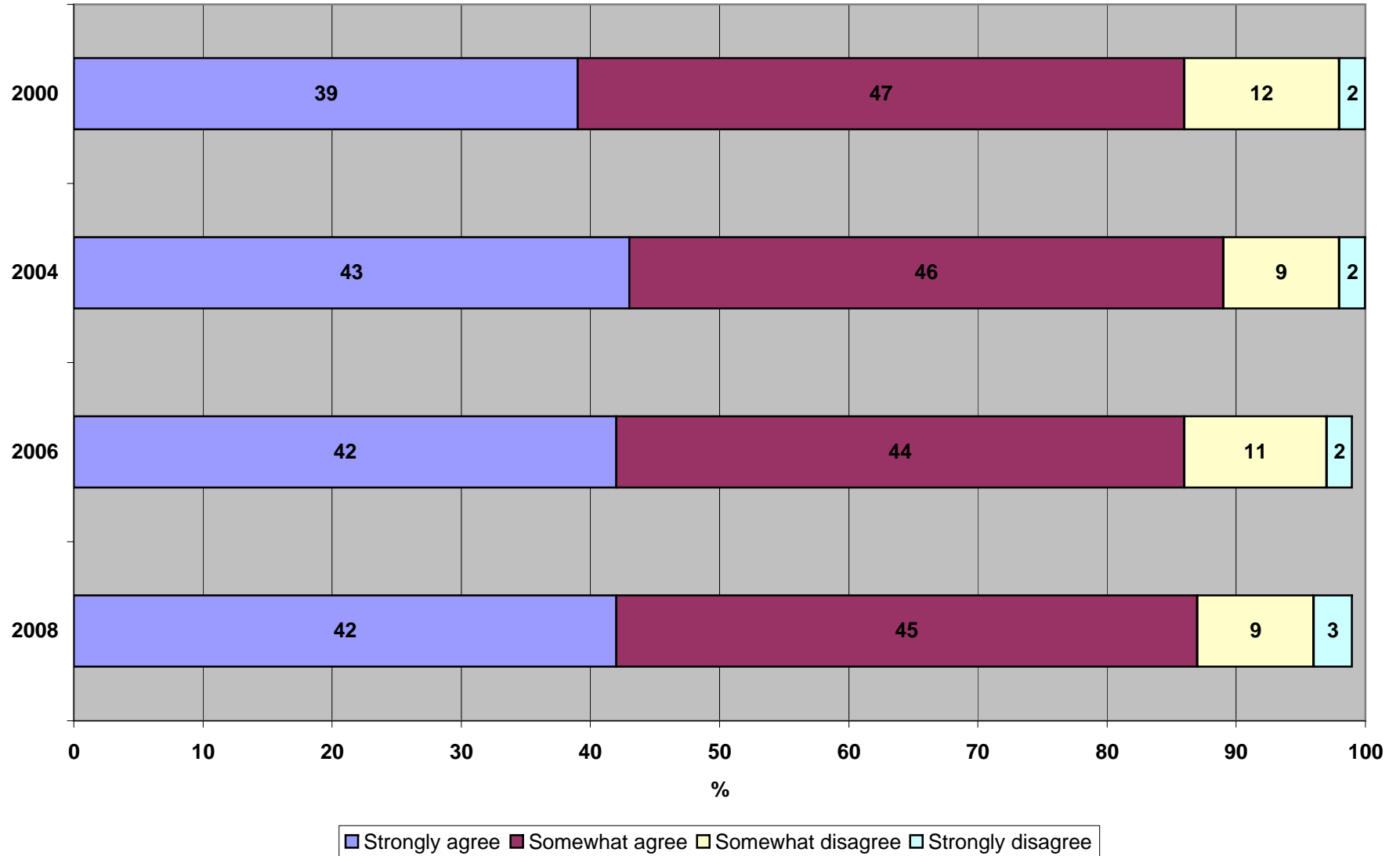
**More attention should be paid to the amount of money charities spend on hiring professionals to do their fundraising (Canada)**



**More attention should be paid to the way charities spend their money (Canada)**

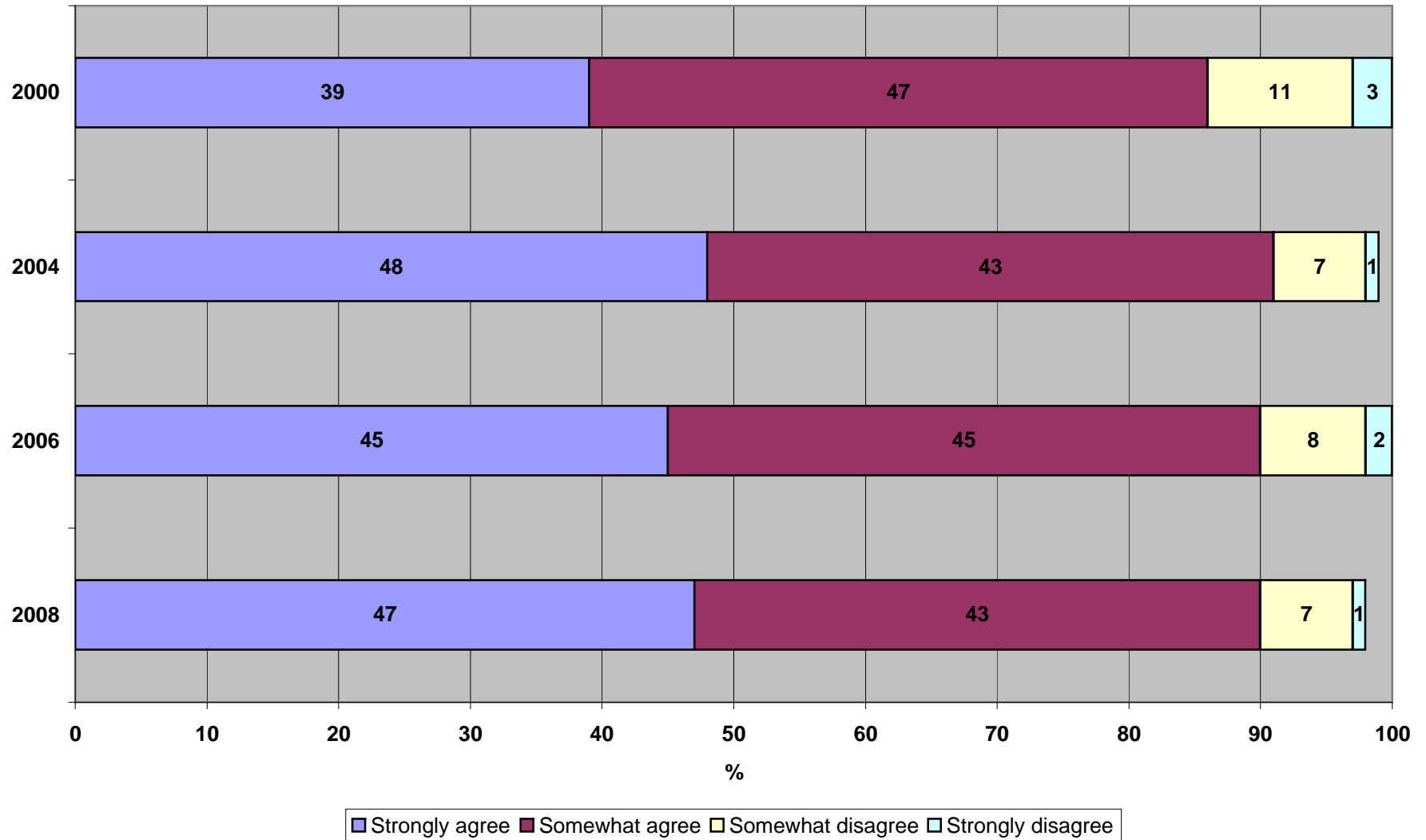


### More attention should be paid to the way that charities raise money (Canada)

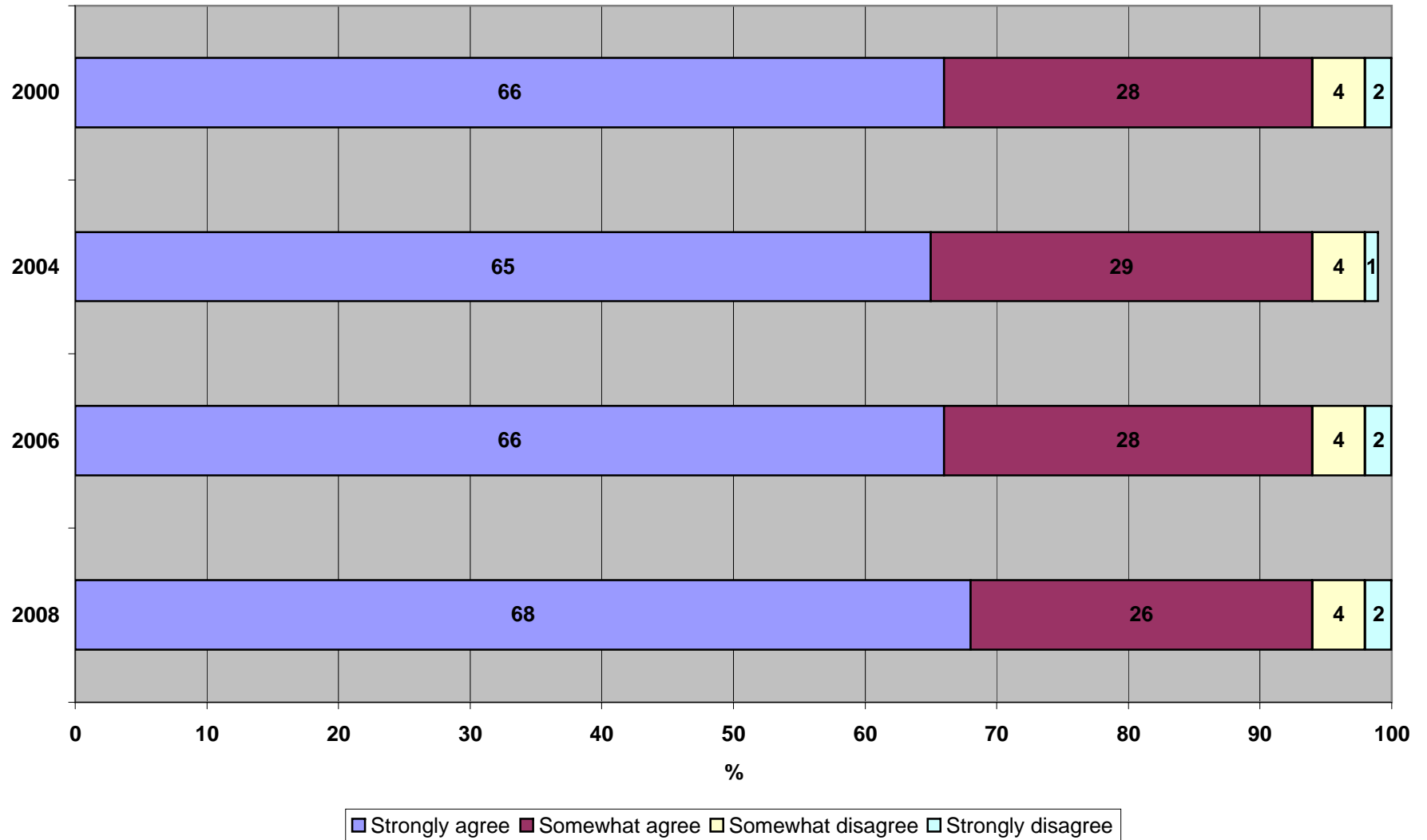




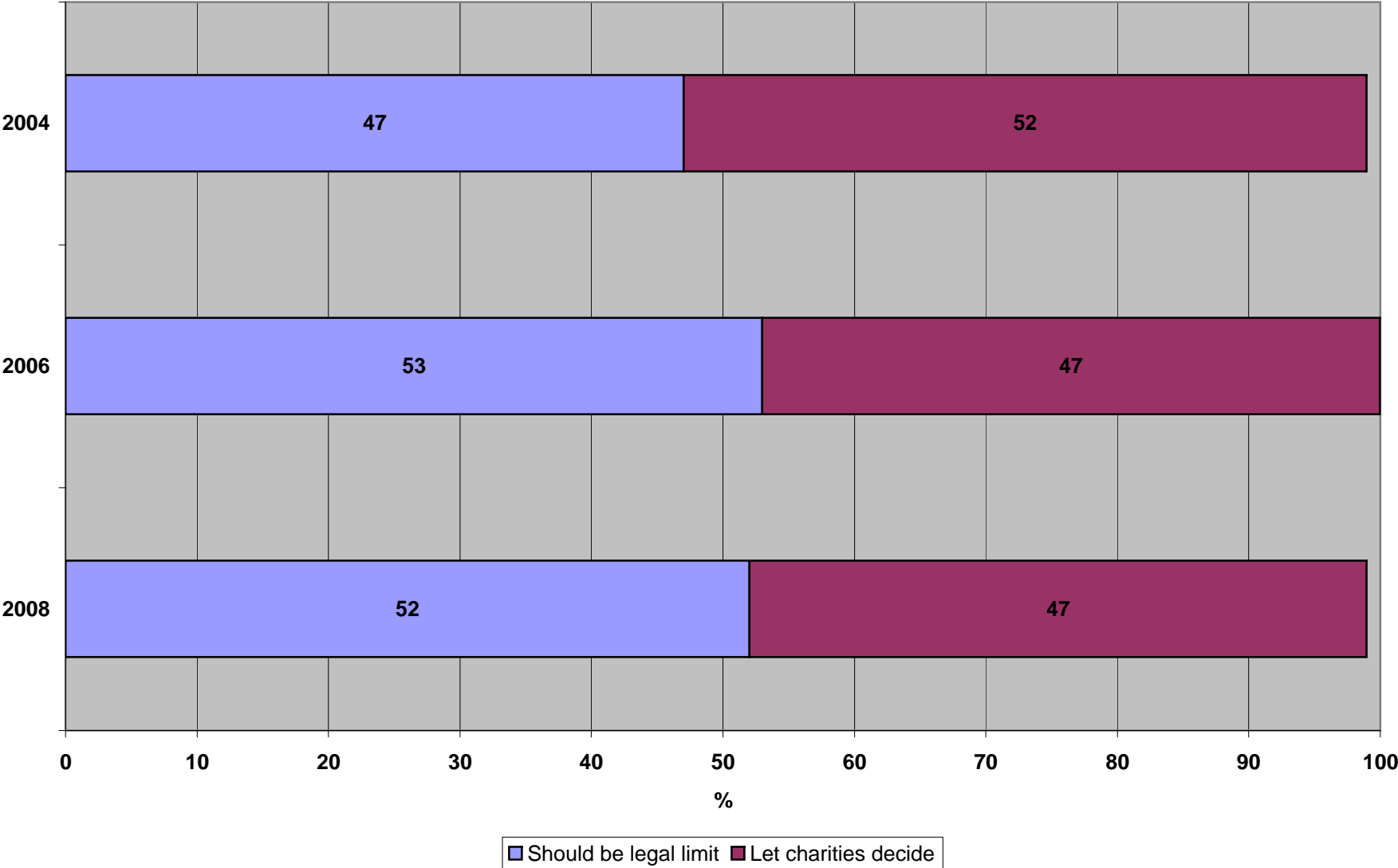
**More attention should be paid to the amount of money charities spend on program activities  
(Canada)**



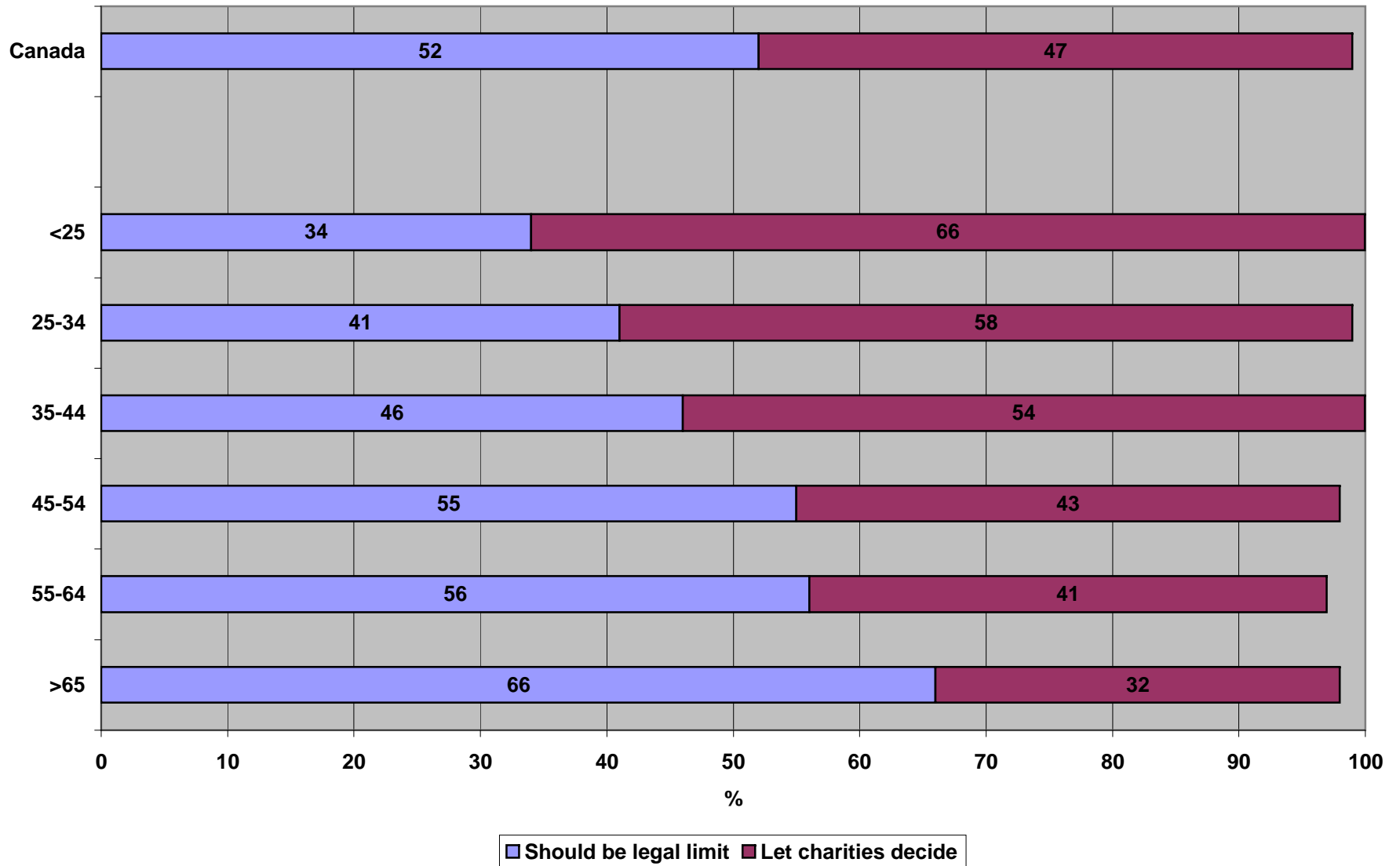
**On each fundraising request, charities should be required to disclose how donors' contributions are spent? (Canada)**



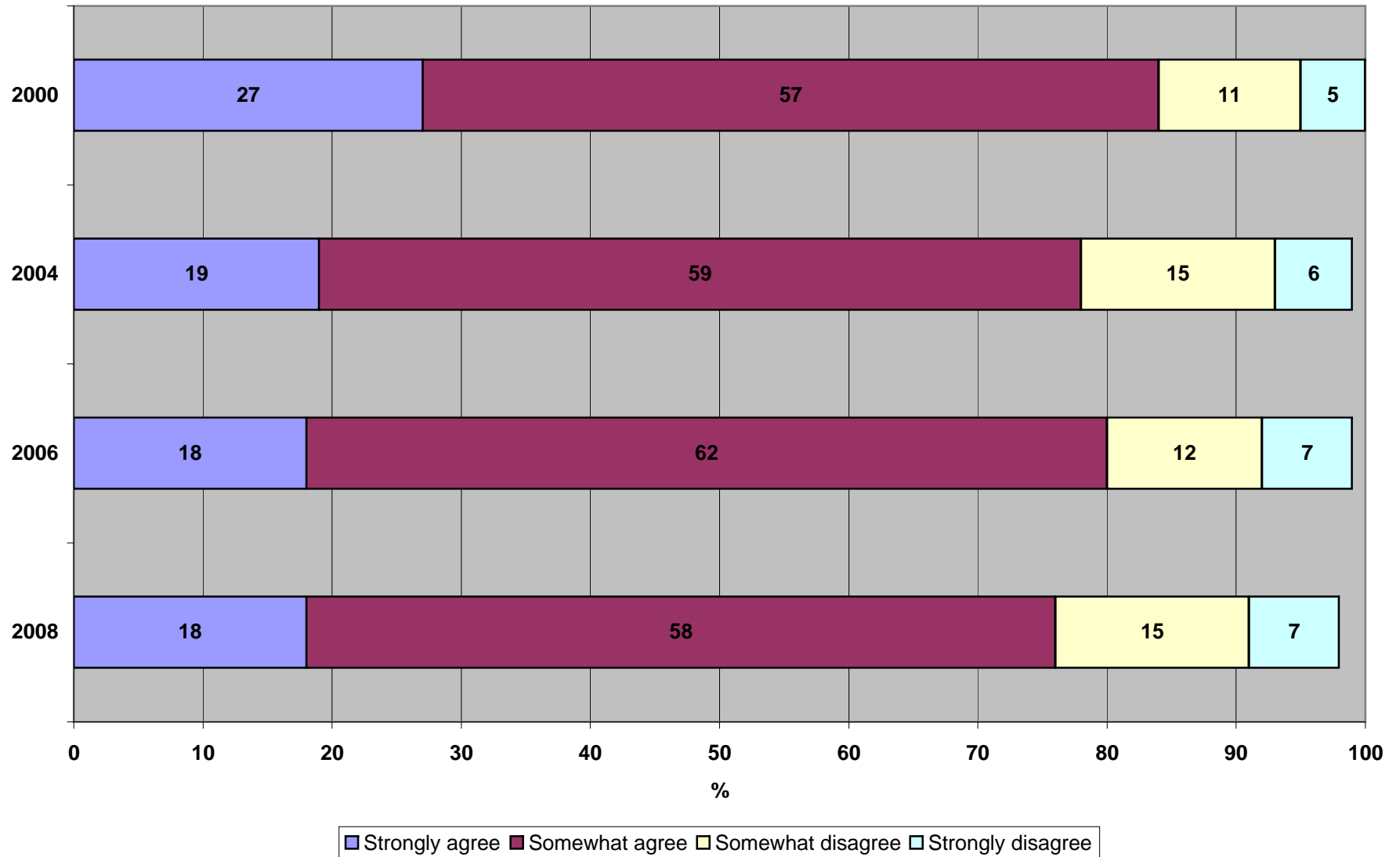
### Limit on fundraising costs



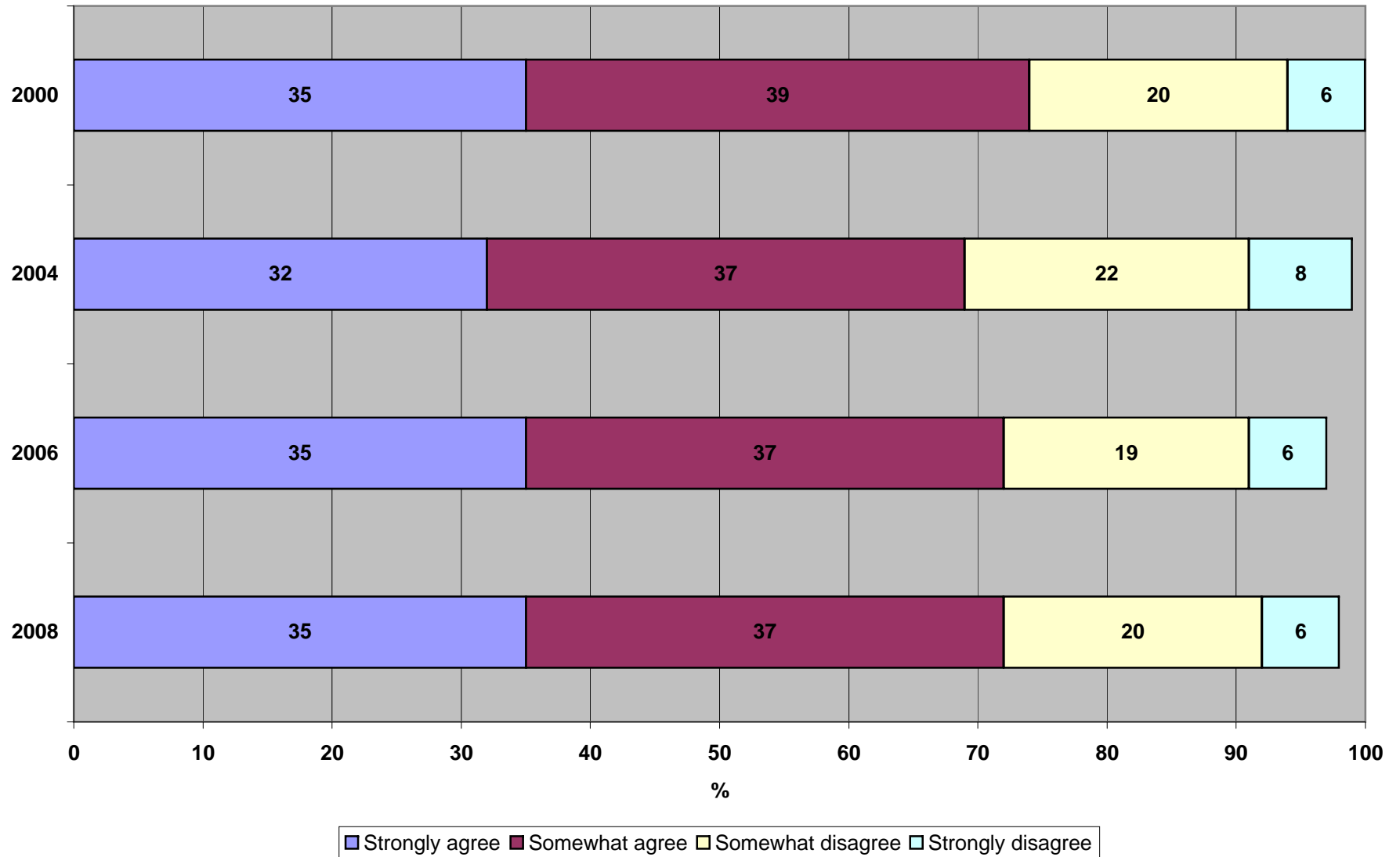
Limit on fundraising costs (by age)



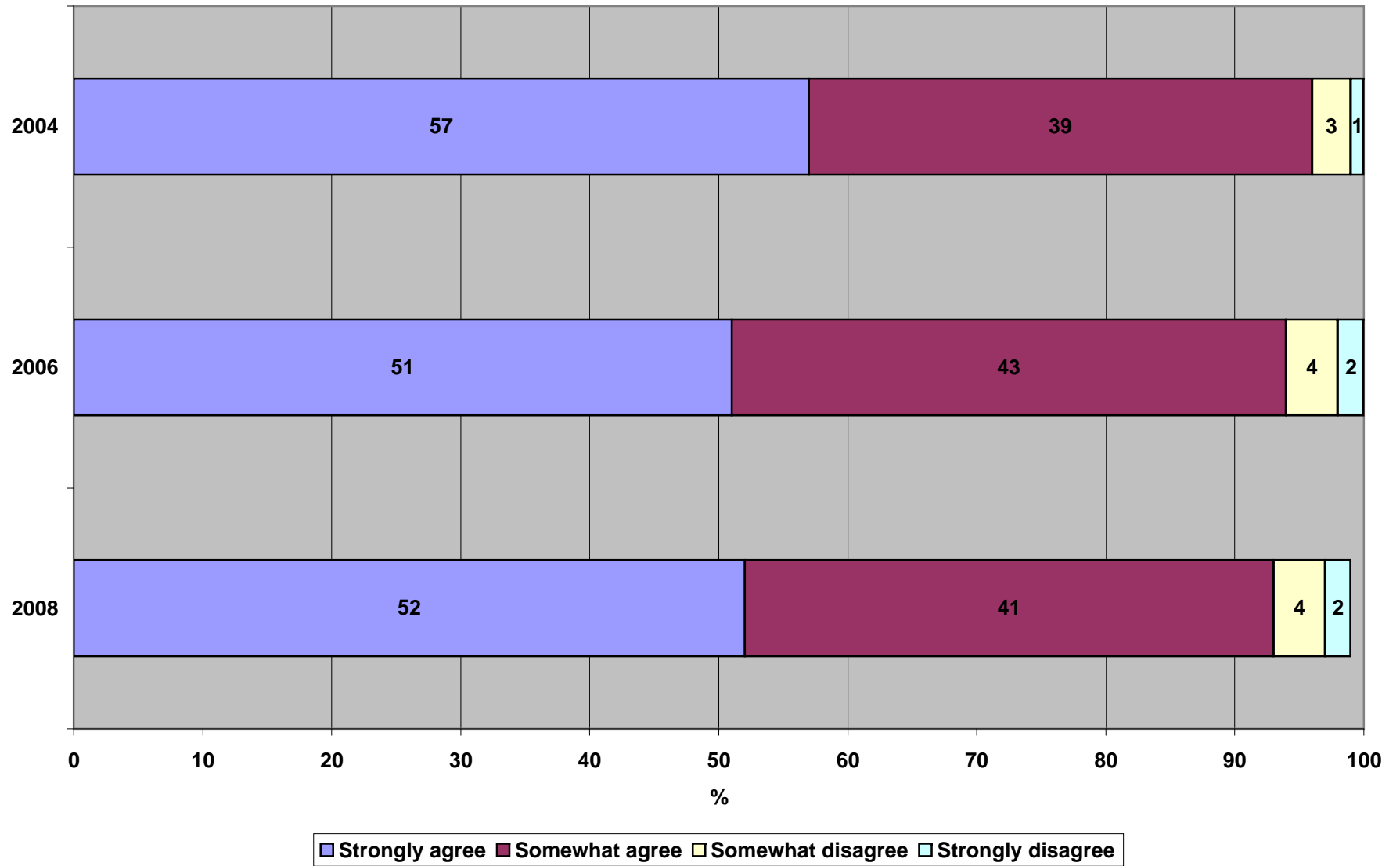
### Charities are generally honest about the way they use donations (Canada)



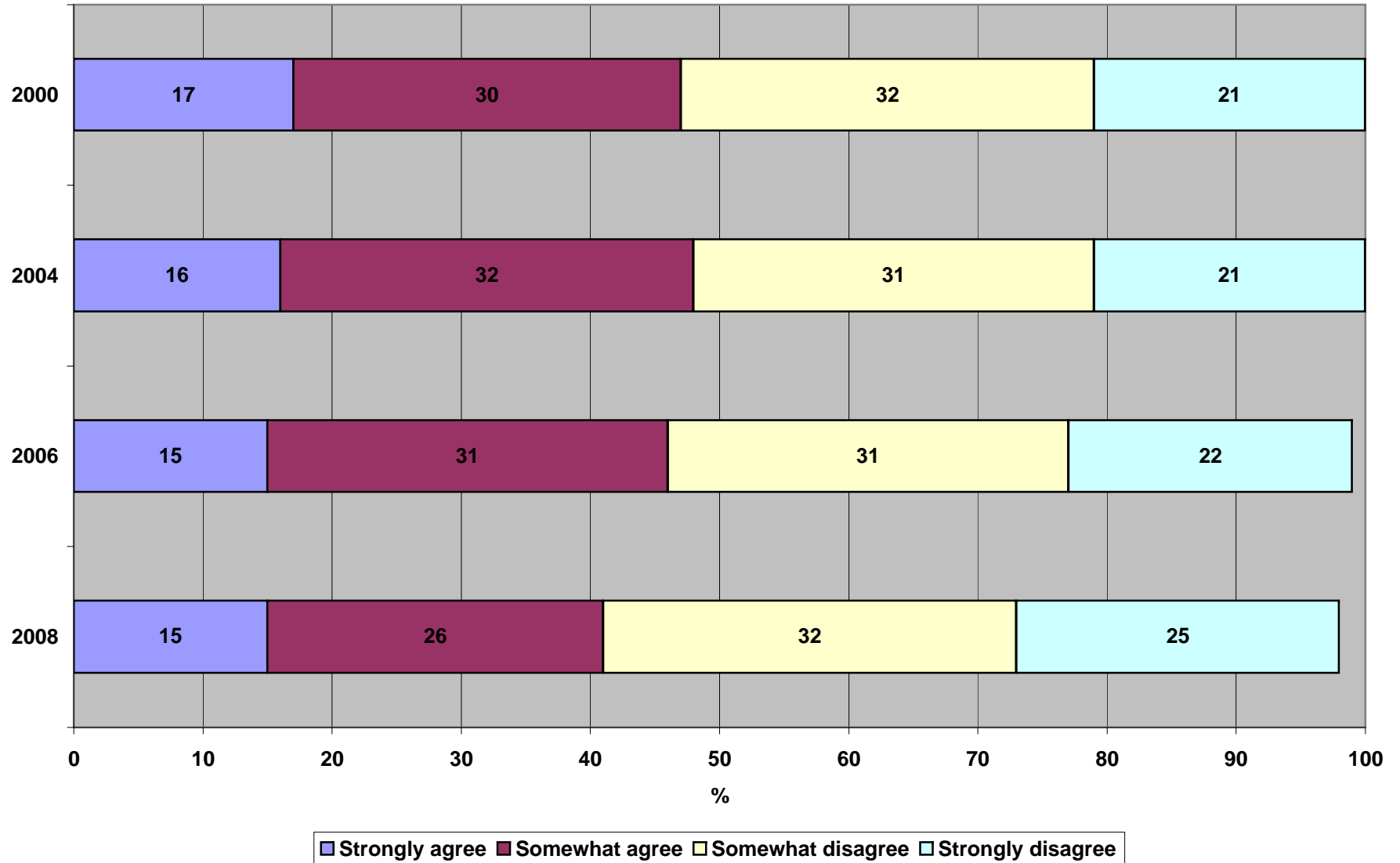
### Too many charities are trying to get donations for the same cause (Canada)



It takes significant effort for charities to raise the money they need to support their cause (Canada)

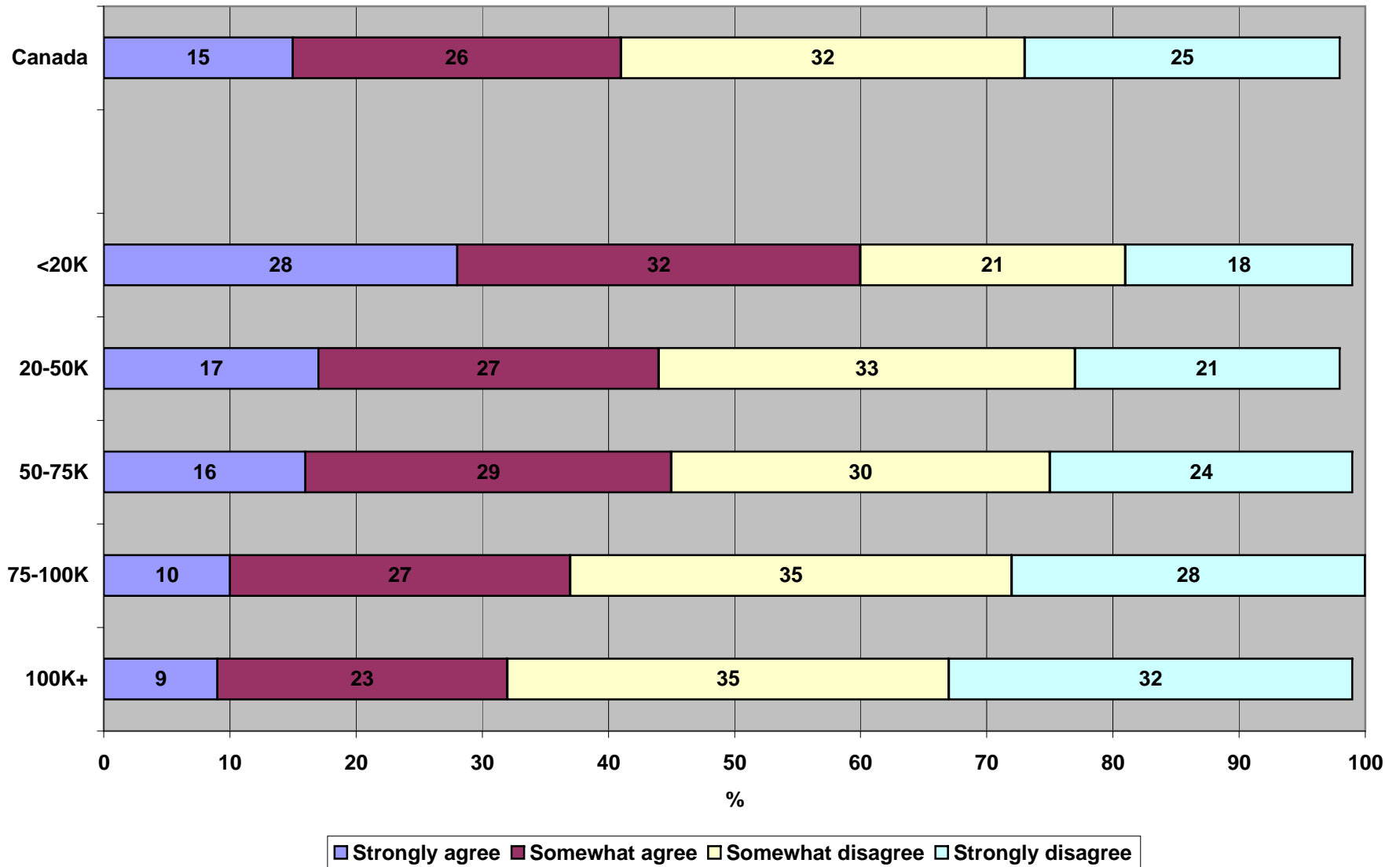


Charities only ask for money when they really need it (Canada)

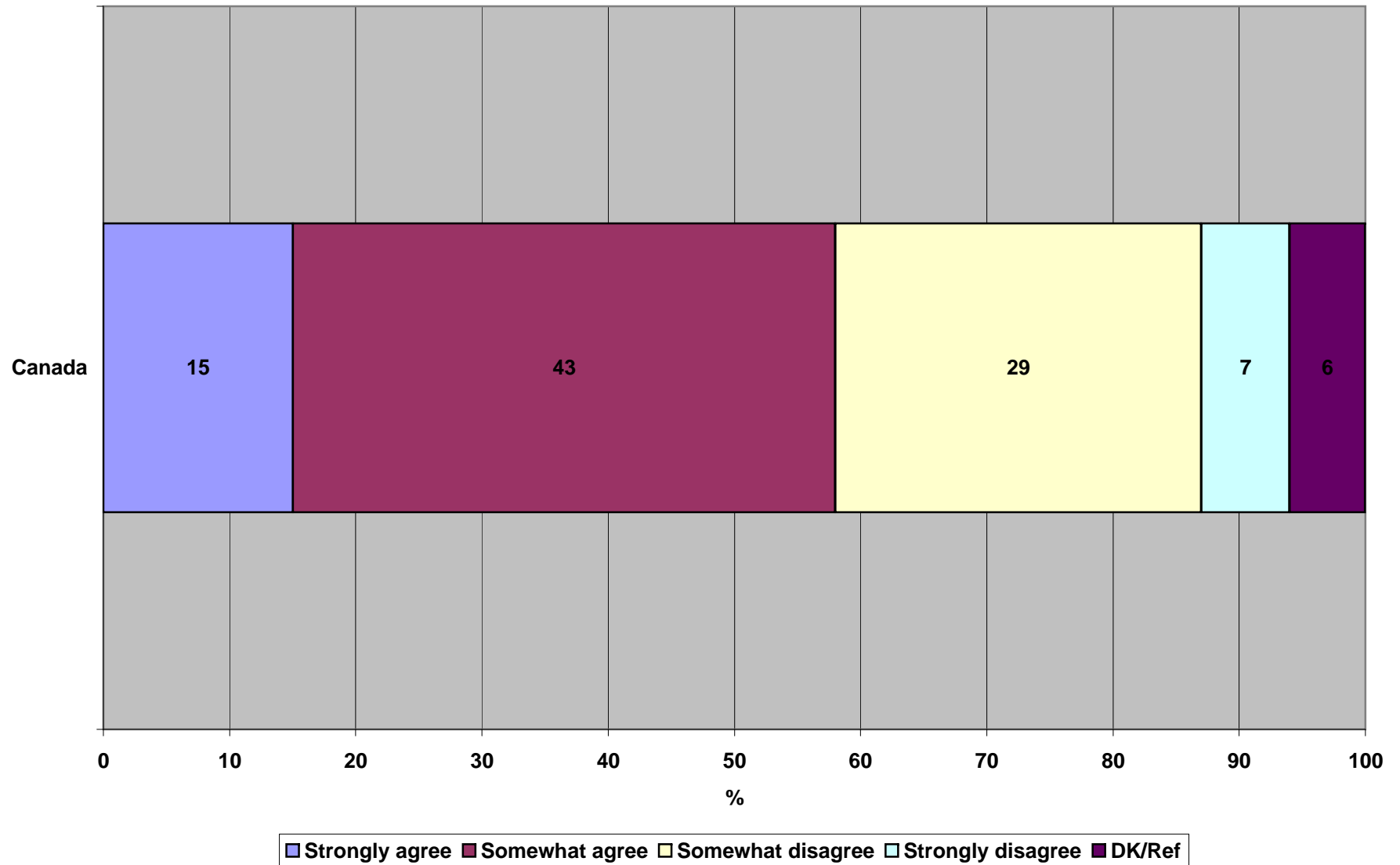




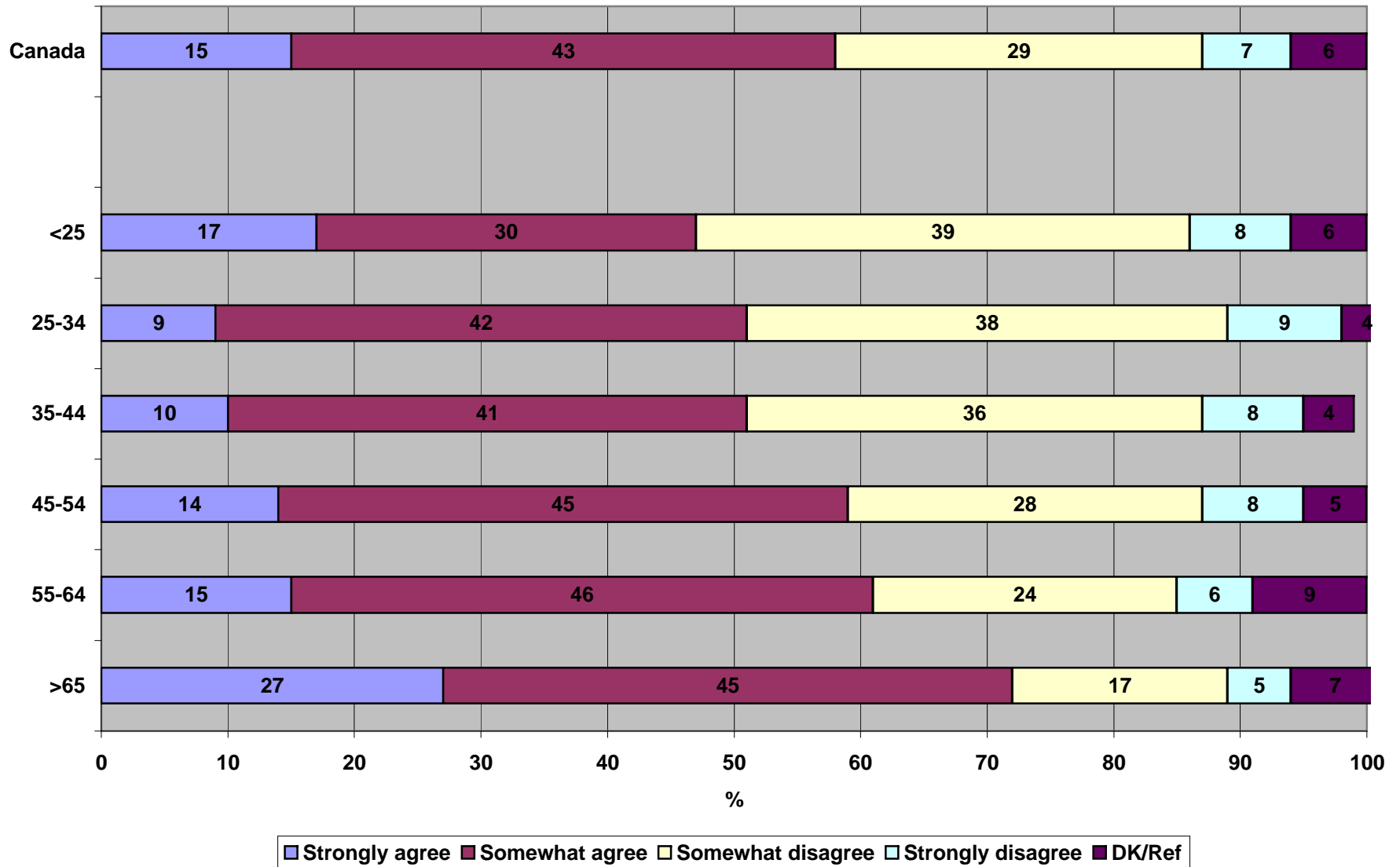
Charities only ask for money when they really need it (by income)



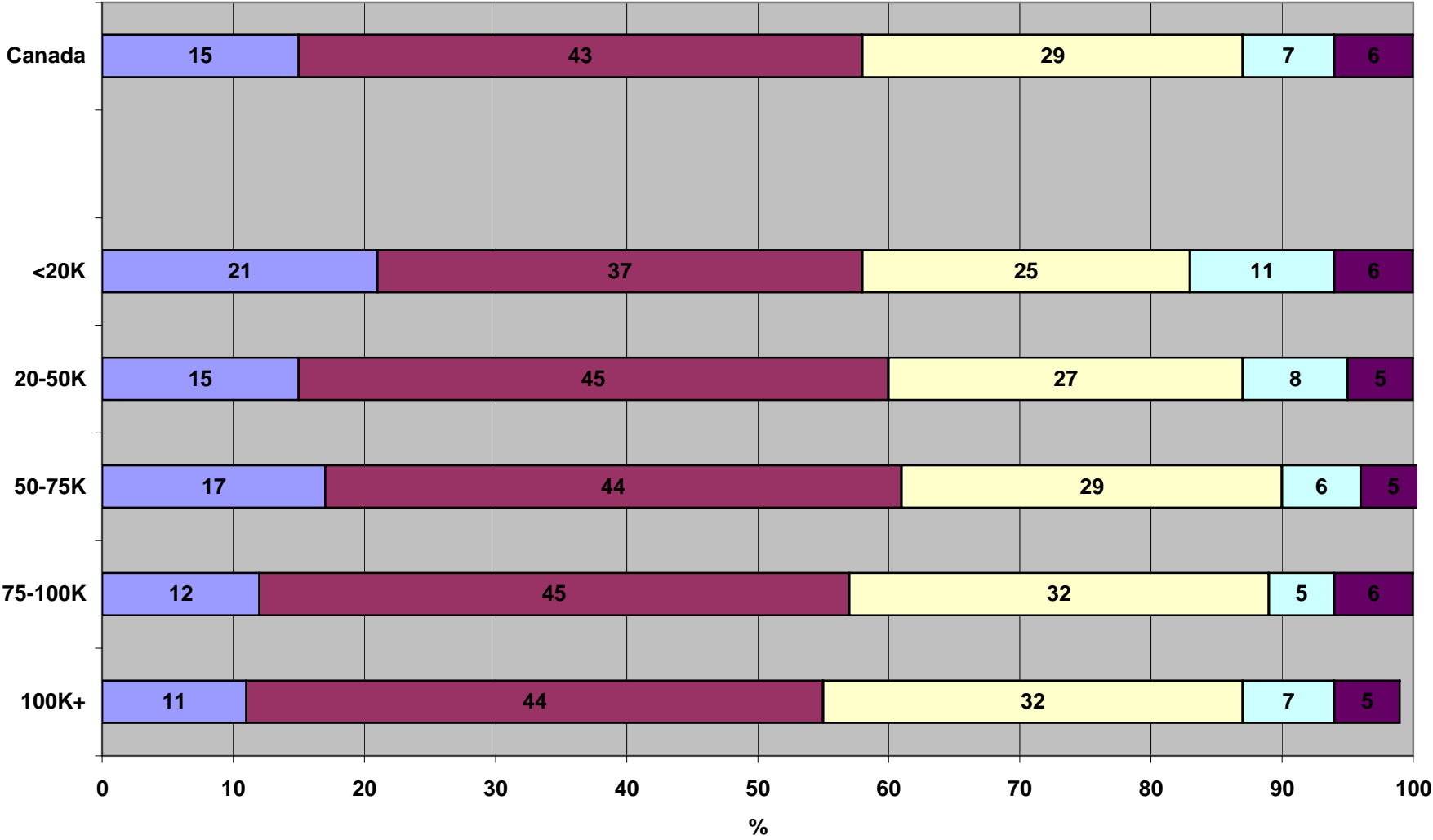
### Charities spend too much money on fundraising (Canada)



### Charities spend too much money on fundraising (by age)

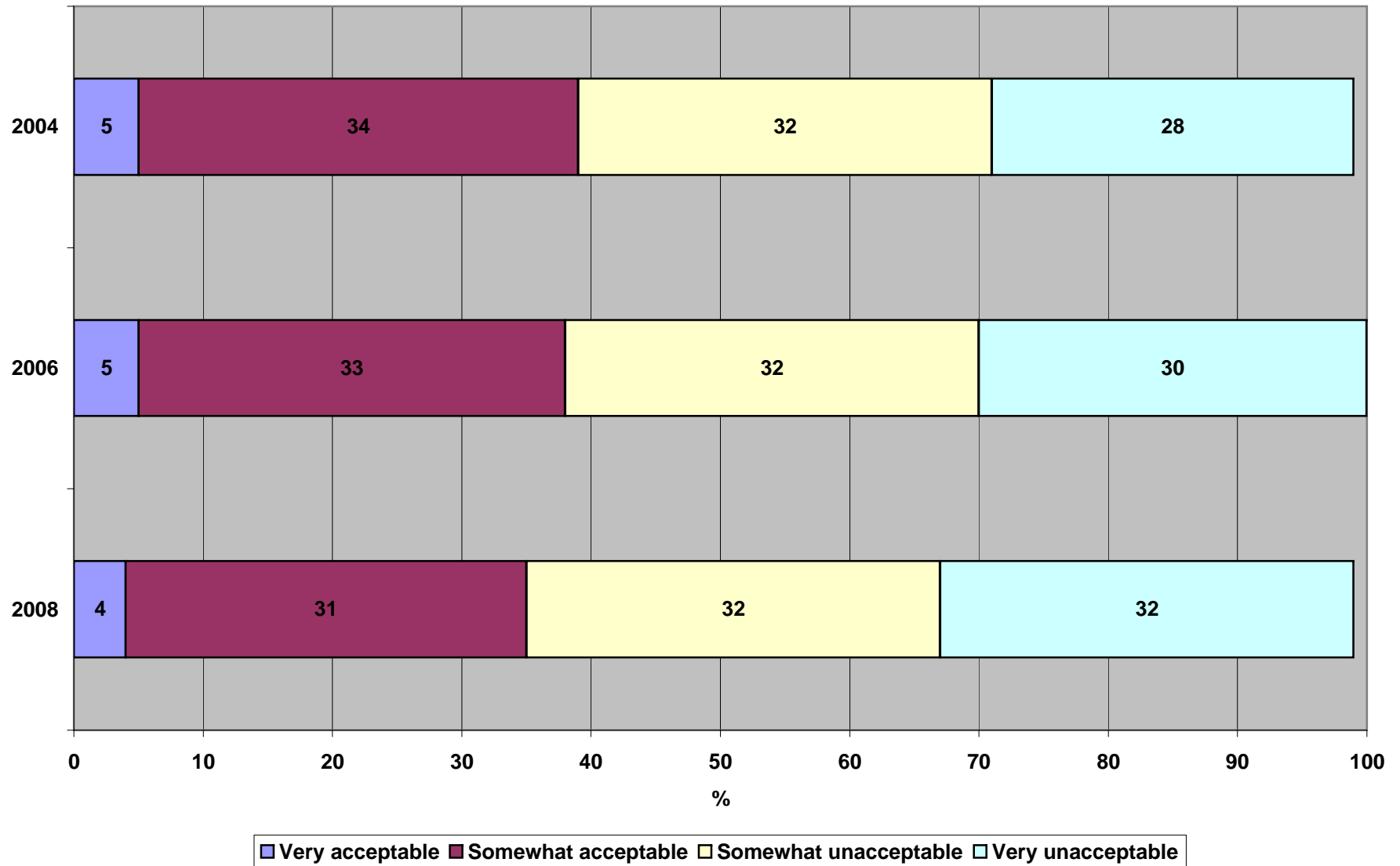


Charities spend too much money on fundraising (by income)

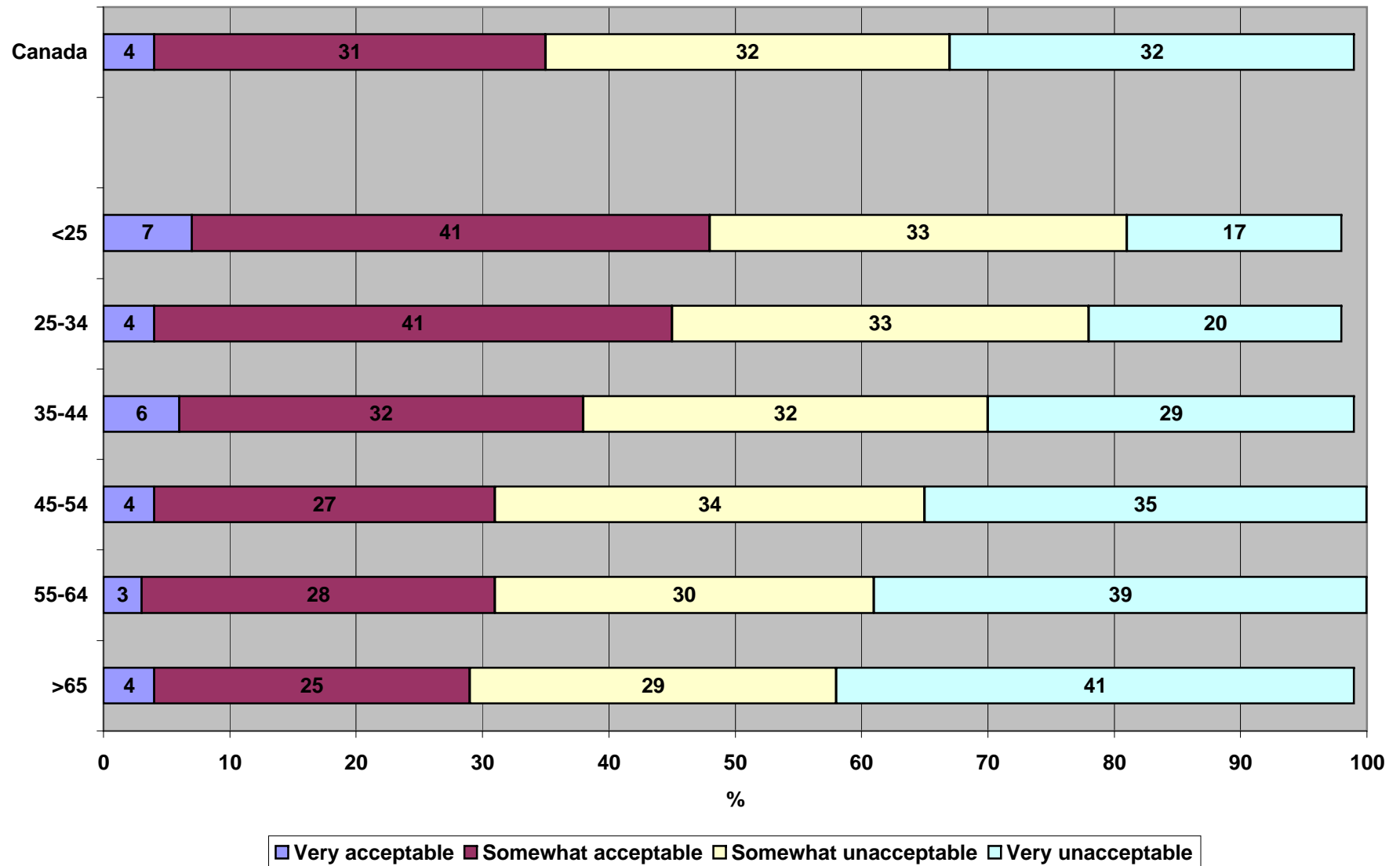


Strongly agree Somewhat agree Somewhat disagree Strongly disagree DK/Ref

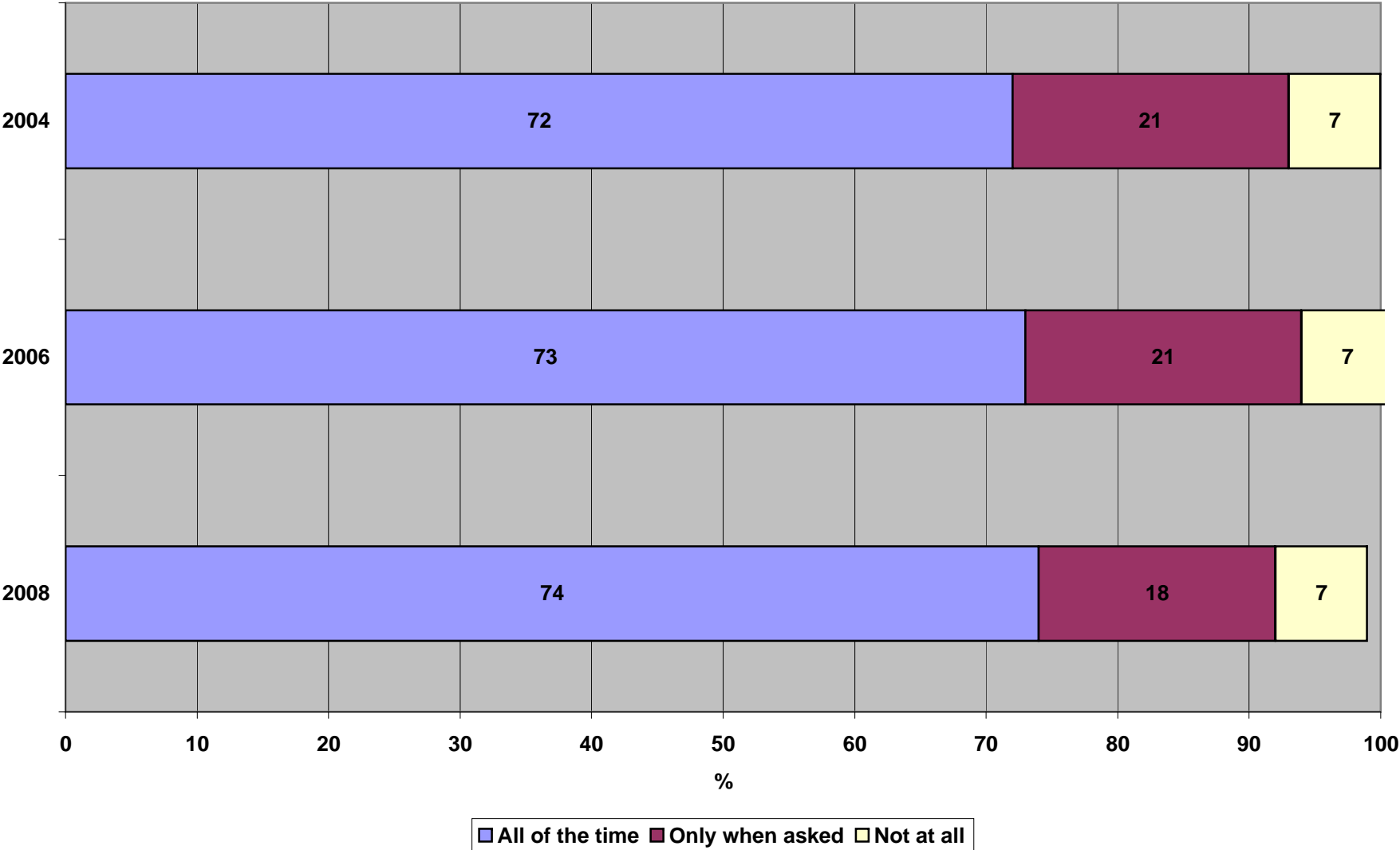
Is percentage-based fundraising an acceptable or unacceptable way for charities to raise money? (Canada)



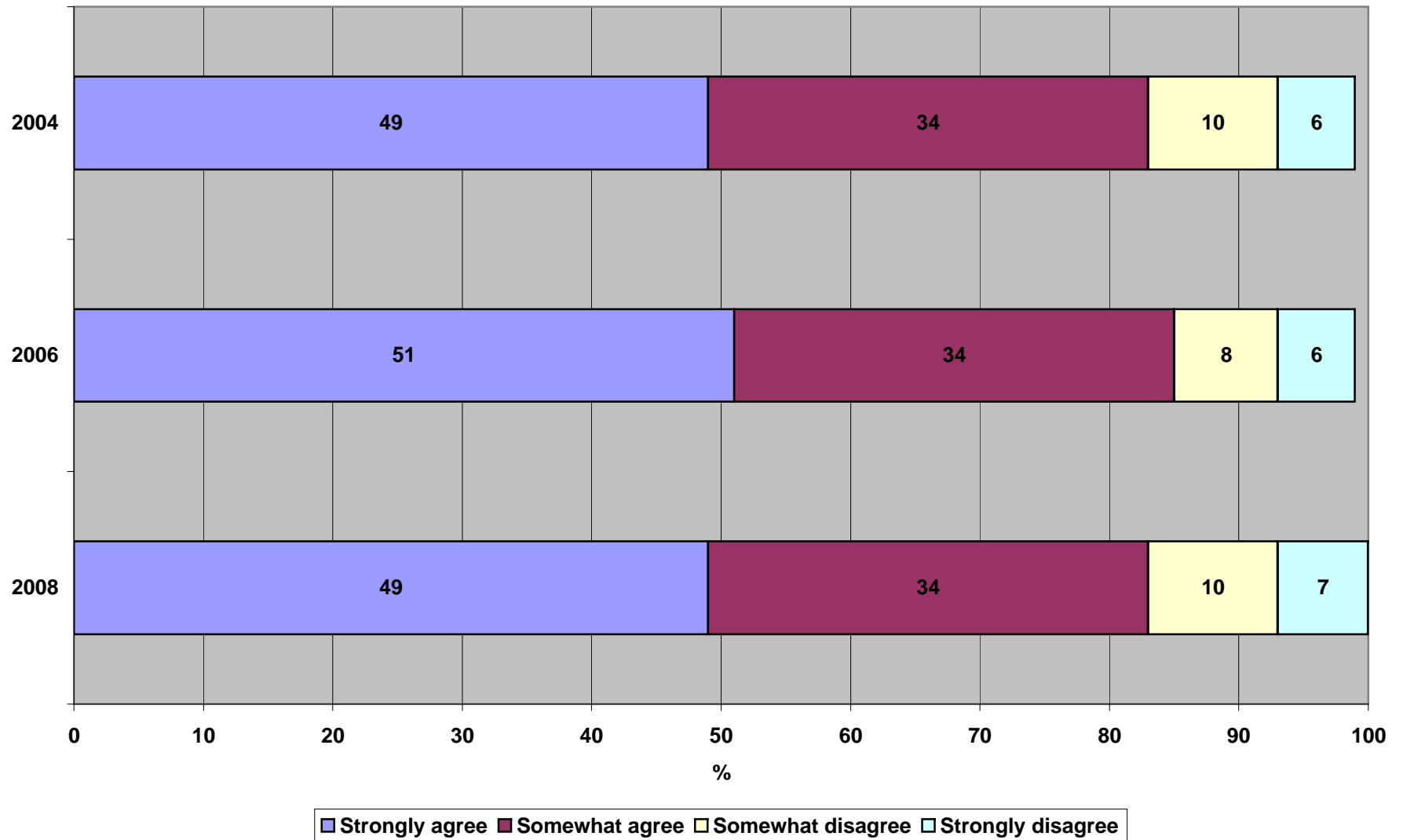
Is percentage-based fundraising an acceptable or unacceptable way for charities to raise money? (by age)



Should individuals/organizations hired to make fundraising requests be required to indicate if they are receiving a percentage of donations raised? (Canada)

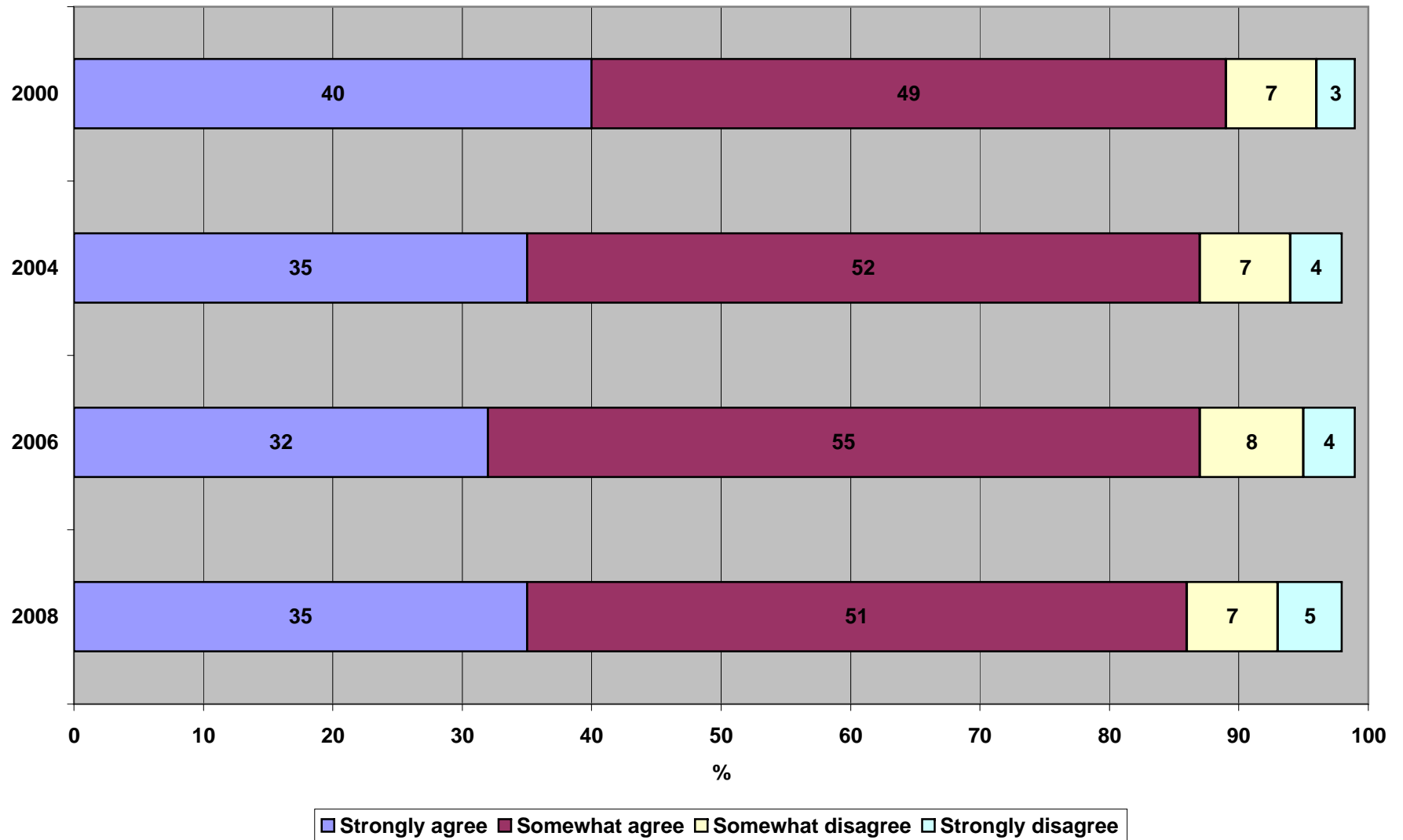


Charities should be able to earn money through any type of business activity they want as long as the proceeds go to their cause (Canada)

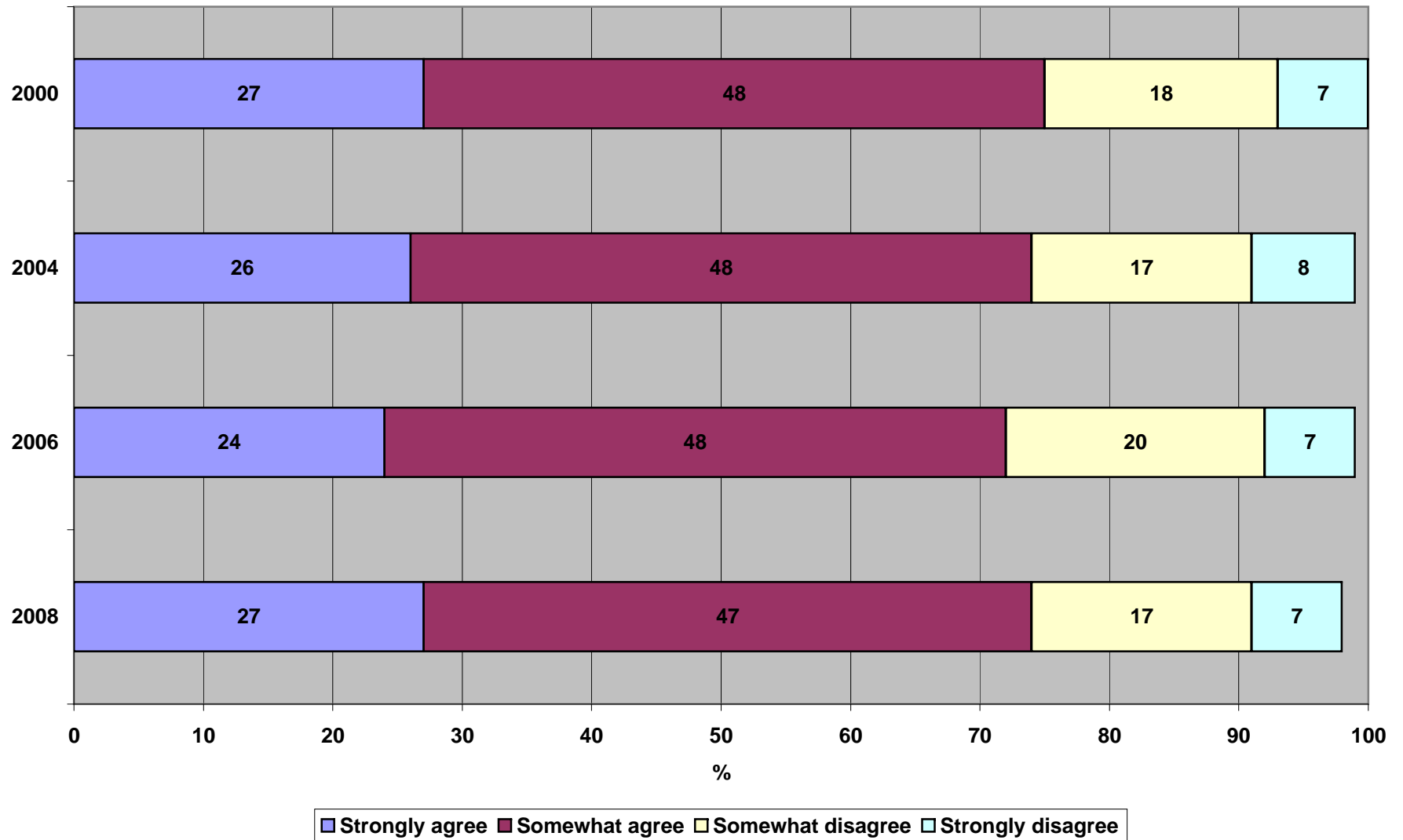




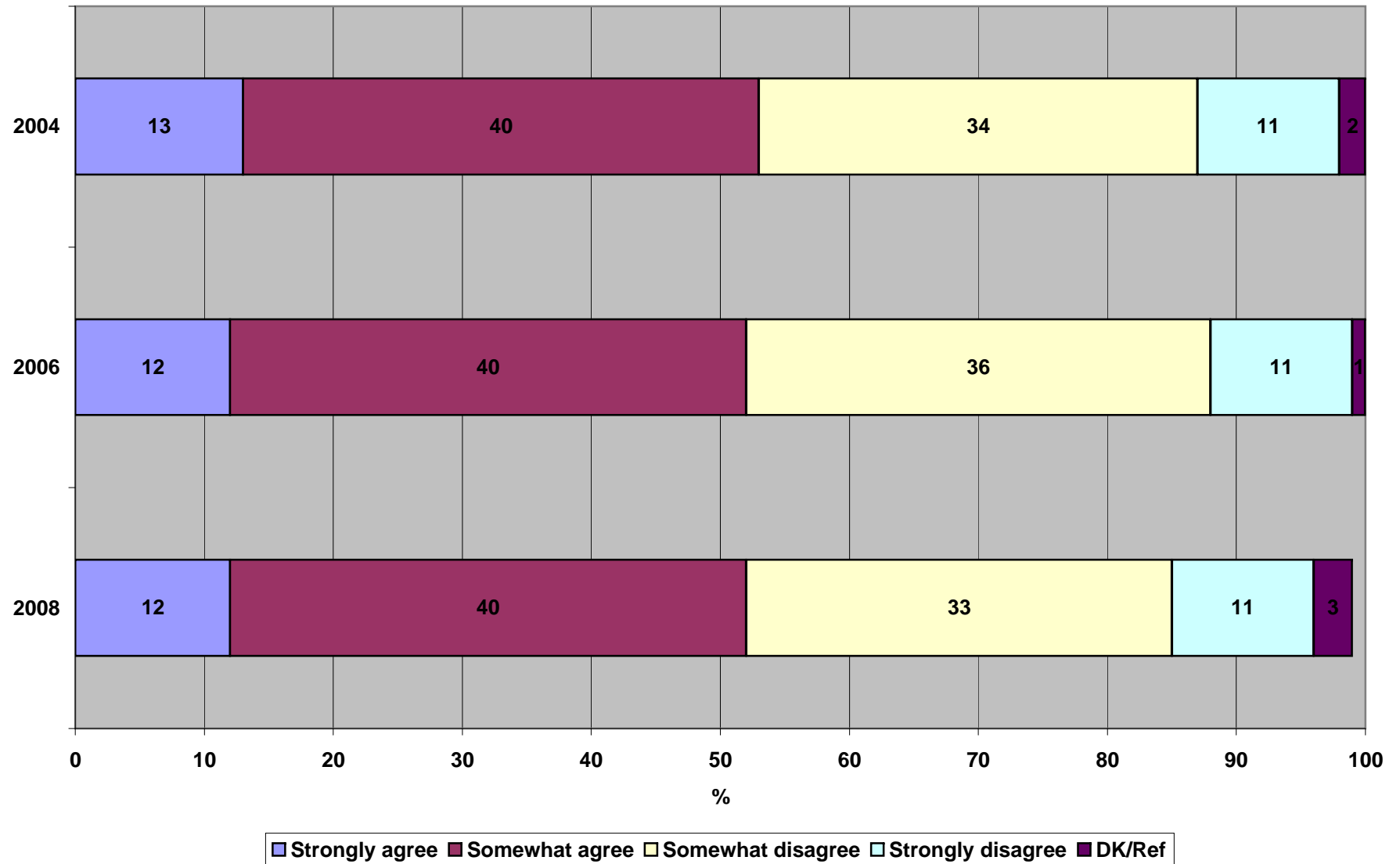
Running a business is a good way to raise money that charities aren't able to get through donations and grants  
(Canada)



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 (Canada)



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



Should charities have to pay taxes on business income if the income is used to support their cause? (Canada)

