

**FINAL
REPORT**

**Thinking about Charities:
Public Awareness Survey 2008**

Prepared for:
Canada Revenue Agency

March 2008

Ce rapport est aussi disponible en français sur demande.

Contract number: 46558-084507

Contract date: 2007-10-12

For further information

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EXECUTIVE SUMMARY

Research purpose and objectives

The Canada Revenue Agency (CRA) is responsible for administering taxation laws for the Government of Canada, including responsibility for the regulation of registered charities. In 2004, the federal government announced the Charities Regulatory Reform Initiative to help improve the legislative and regulatory environment in which the voluntary sector operates, and to improve the way in which charities are regulated. This initiative is a five-year action plan for change that focuses on five major areas of charity regulation: public awareness and sector outreach; service improvements; monitoring and sanctions; appeals; and collaboration among federal, provincial and territorial governments. One of the goals of the initiative is to increase public and voluntary sector confidence in the regulation of charities.

In 2005, the CRA conducted a baseline survey called *Thinking About Charities* to provide input into the development of a public education initiative to increase the confidence of the Canadian public in the federal government's regulation of charities. The public education campaign was launched in November 2006 and included a website designed to provide information about charities to donors (<http://www.cra-arc.gc.ca/donors/>). Topics covered on the site include tax benefits and receipts, how charities are regulated, donor fraud alerts and information on searching for registered charities on-line. Since the launch of the website, the CRA has placed a series of public notices in newspapers nationwide, issued a press release, and exhibited at trade shows and conferences across the country.

The CRA identified a need to conduct a follow-up survey in 2008, to evaluate education efforts to date in terms of public awareness and knowledge of charities and of their regulation, to provide input into future approaches and activities, and to identify progress since 2005.

Methodology

The Agency's 2008 *Thinking About Charities* survey was conducted by Environics Research Group. The survey consisted of telephone interviews conducted from January 3 to February 3, 2008, with 3,003 Canadians. The questionnaire repeated a number of questions used in 2005 for the purpose of comparability, with some new questions added to test understanding of what a registered charity is and awareness of features of the CRA Charities website. The sample was stratified to provide meaningful results in each of the 10 provinces. A national sample of this size provides results accurate to within plus or minus 1.8 percentage points in 19 out of 20 samples (larger margins of error apply for subgroups of this population). A more detailed description of the methodology used to conduct this survey is presented at the back of the full report, along with a copy of the questionnaire.

Key findings

The 2008 *Thinking About Charities* survey reveals that, as in 2005, Canadians believe that charities are very important to society, contribute to them in large numbers and place strong importance on the value of charity registration.

The findings of this survey also indicate that there continue to be significant knowledge gaps regarding the regulation of charities. Few can name any organization responsible for monitoring charities in Canada, and fewer still associate this function with the CRA, although there has been a notable increase in the proportion of Canadians who are aware that there are organizations responsible for monitoring charities. As such, few express strong confidence that charities are being well-regulated. As more Canadians become aware of the CRA's involvement in charity registration, their confidence in how well charities are being monitored in Canada should increase.

The value of an effective registration and reporting system for charities is recognized, despite lack of specific knowledge about such an existing system. Most Canadians continue to agree that they would only donate to registered charities, and close to half believe there is a serious problem with organizations that fraudulently collect money as donations. Most acknowledge that more information on charity regulation is needed to ensure that donations are made wisely, and there is considerable interest among Canadians in learning more about this topic.

Visits to the CRA Charities website to access charity information have increased since 2005 but remain low, indicating that even greater promotion is needed to make Canadians aware of the extensive and valuable resources available on the site.

Following are key findings of this research.

Knowledge and awareness of the regulation of charities

- Over one-third of Canadians believe they have seen advertising and/or information about how to donate wisely or how charities work in Canada, but relatively few can recall specifically what information was noticed. Such information is most frequently reported as being seen on television.
 - Six in ten Canadians are able to state their impression of what is meant by a “registered charity,” mostly referring to government licensing or the issuing of tax receipts. Very few mention the CRA in an unprompted manner in connection with charity registration.
 - Prompted awareness that Canadians are able to claim donations to registered charities on their income tax is almost universal.
 - The majority of Canadians are not able to identify a way that someone could confirm a charity’s registration status.
- Four in ten Canadians believe there is an organization responsible for monitoring charities in Canada, a sizeable increase over 2005’s three in ten, but very few can name such an organization. One in ten identify the CRA or the Charities Directorate, a minor increase from 2005.
 - Canadians are three times as likely to believe charities are being regulated well than poorly, but three in ten cannot express a clear opinion either way.
 - The effective oversight of charities remains an important issue to Canadians: the majority agree they would only donate to registered charities (79%), and many agree that there is a serious problem with organizations fraudulently collecting money as donations (47%).
 - As in 2005, most Canadians understand that charities must be registered to issue official tax receipts, but knowledge of CRA regulation activities and awareness of the difference between a registered charity and a non-profit organization have increased modestly.

The CRA website

- There has been a modest increase in the proportion of Canadians who say they have ever visited the CRA website to find information on registered charities, but the proportion who have done so remains small (7%).
- Satisfaction with the charities section of the CRA website has increased somewhat since 2005 in terms of information being easy to use (48% vs. 45%) and understand (57% vs. 49%).
- Half of the Canadians who have ever visited the CRA site to seek information about registered charities say they have used the Charities Listings. Few CRA website visitors are aware of the “Giving to charity” section of the site, but there is clear interest expressed in a site containing this type of donor information.

Personal charitable decision-making and giving

- The majority of Canadians continue to believe that charities play an important role in society and four in ten feel charities are “very important,” an identical result to 2005.
- Two-thirds of Canadians say they made a donation to a registered charity in the past year, unchanged from 2005, but the proportion claiming to have donated \$250 or more has increased notably from 2005 (44%, up 8 percentage points).
- Canadians continue to feel that knowing how a charity spends money, and believing in or being connected to the charity’s cause are the most important factors in deciding to donate. Lower importance is placed on getting a tax receipt, but respondents rated this factor higher than in 2005.
- In the past year, more than half of Canadians decided against donating to a charity because they did not have enough information about it.

Interest in learning more

- Six in ten Canadians are at least somewhat interested in learning more about how charities are monitored in Canada, a notable increase from 2005 (five in ten).
- As in 2005, the burden of responsibility for providing the public with information about registered charities is most widely placed on the charities themselves, although most Canadians also see a role for federal and provincial governments.
- Canadians are most interested in obtaining information about how to learn if a charity is registered or if it can issue tax receipts, but would also value learning about where the money goes and the charity’s mandate; Internet and mail are preferred communications methods for receiving information on these topics.
- The number of Canadians who would prefer to contact the CRA via the website for information on registered charities has increased since 2005; advertising in the media or brochures in government mailings are preferred ways for CRA to proactively disseminate this type of information.

RÉSUMÉ ANALYTIQUE

But et objectifs de la recherche

L'Agence du revenu du Canada (ARC) est responsable de l'administration des lois fiscales au nom du gouvernement du Canada, y compris la responsabilité en matière de réglementation des organismes de bienfaisance enregistrés. En 2004, le gouvernement fédéral a annoncé le lancement de l'Initiative de réforme du cadre réglementaire des organismes de bienfaisance, afin d'améliorer le cadre législatif et réglementaire dans lequel évolue le secteur bénévole, ainsi qu'en vue d'améliorer la réglementation des organismes de bienfaisance. Cette initiative est assortie d'un plan d'action sur cinq ans centré sur des réformes dans cinq secteurs clés de la réglementation des organismes de bienfaisance : la sensibilisation du public et du secteur, l'amélioration des services, la surveillance et les sanctions, les appels, ainsi que la collaboration entre les gouvernements fédéral, provinciaux et territoriaux. Un des objectifs de l'Initiative est d'accroître la confiance du public et du secteur bénévole en ce qui a trait à la réglementation des organismes de bienfaisance.

En 2005, l'ARC a réalisé un sondage de référence intitulé *Pensons bienfaisance* afin d'apporter des commentaires relatifs à l'élaboration d'une mesure d'éducation du public visant à accroître la confiance de la population canadienne dans la réglementation fédérale des organismes de bienfaisance. La campagne d'éducation du public a été lancée en novembre 2006 et comprenait un site Web conçu afin de donner des renseignements au sujet des organismes de bienfaisance aux donateurs (<http://www.cra-arc.gc.ca/donateurs>). Les sujets abordés sur le site comprennent les avantages fiscaux et les reçus pour les dons, la réglementation des organismes de bienfaisance, les alertes sur les manœuvres frauduleuses, ainsi que des renseignements sur la façon de rechercher en ligne un organisme de bienfaisance enregistré. Depuis le lancement du site Web, l'ARC a

placé une série d'avis publics dans les journaux du pays, émis un communiqué de presse et monté des présentoirs lors de foires commerciales et de conférences un peu partout au pays.

L'ARC a identifié le besoin de réaliser un sondage de suivi en 2008, afin d'évaluer les efforts d'éducation du public jusqu'à maintenant, en termes de sensibilisation du public et de ses connaissances au sujet des organismes de bienfaisance et de leur réglementation, de fournir des opinions relatives à des approches et des activités futures, ainsi que d'identifier les progrès réalisés depuis 2005.

Méthodologie

Le sondage *Pensons bienfaisance* de 2008 de l'Agence a été réalisé par Environics Research Group. Le sondage comprenait des entrevues téléphoniques qui ont été effectuées entre les 3 janvier et 3 février 2008, auprès de 3 003 Canadiens. Le sondage a repris bon nombre des questions utilisées lors du sondage de 2005 afin d'établir des comparaisons et il comprenait de nouvelles questions visant à mesurer le niveau de compréhension de ce qu'est un organisme de bienfaisance enregistré et le niveau de sensibilisation aux caractéristiques du site Web de l'ARC sur les organismes de bienfaisance. L'échantillon a été stratifié afin de produire des résultats significatifs pour chacune des dix provinces. Un échantillon national de cette taille donne des résultats qui sont exacts à plus ou moins 1,8 points de pourcentage dans 19 échantillons sur 20 (les marges d'erreur sont plus grandes pour les sous-groupes extraits de cette population). Une description plus détaillée de la méthodologie utilisée pour la réalisation de ce sondage est présentée à la fin du rapport intégral, de même qu'un exemplaire du questionnaire.

Résultats clés

Le sondage *Pensons bienfaisance* de 2008 révèle que, tout comme en 2005, les Canadiens croient que les organismes de bienfaisance jouent un rôle très important dans la société, qu'ils y contribuent en grand nombre et qu'ils accordent beaucoup d'importance à ce que les organismes de bienfaisance soient enregistrés.

Les résultats de ce sondage indiquent aussi qu'il continue d'exister d'importantes lacunes dans les connaissances au sujet de la réglementation des organismes de bienfaisance. Peu d'entre eux sont capables de nommer un organisme responsable de surveiller les organismes de bienfaisance au Canada, et une proportion encore plus faible est capable de lier cette fonction à l'ARC, même si nous observons un accroissement notable de la proportion de Canadiens qui sont au courant qu'il existe des organisations responsables de la réglementation des organismes de bienfaisance. À ce titre, il y a peu de Canadiens qui disent être fortement confiants que les organismes de bienfaisance sont bien réglementés. À mesure qu'un plus grand nombre de Canadiens seront au courant du rôle que joue l'ARC dans l'enregistrement des organismes de bienfaisance, leur confiance face à la mesure dans laquelle ces organismes sont bien surveillés au Canada devrait aussi s'accroître.

La valeur d'un système efficace d'enregistrement et de production de rapports pour les organismes de bienfaisance est reconnue, et ce, malgré le manque de connaissances spécifiques au sujet de l'existence d'un tel système. La plupart des Canadiens continuent d'être d'accord pour dire qu'ils feraient des dons seulement à des organismes de bienfaisance enregistrés et près de la moitié d'entre eux croient qu'il y a un grave problème d'organismes qui recueillent frauduleusement des dons en argent. La plupart reconnaissent qu'il existe un plus grand besoin de renseignements sur la réglementation des organismes de bienfaisance afin de s'assurer que les dons sont faits judicieusement et, dans le public, il existe un intérêt passablement grand à en apprendre davantage à ce sujet.

Le nombre de visiteurs du site Web de l'ARC sur les organismes de bienfaisance qui cherchent à obtenir des renseignements sur un organisme de bienfaisance a augmenté depuis 2005, mais il demeure faible, ce

qui indique que de plus grands efforts promotionnels sont nécessaires pour sensibiliser les Canadiens aux ressources considérables et utiles qui sont disponibles sur le site.

Les points suivants présentent les résultats clés de cette recherche.

Connaissances et sensibilisation à l'égard de la réglementation des organismes de bienfaisance

- Plus du tiers des Canadiens croient avoir vu de la publicité ou reçu de l'information sur la manière de faire des dons judicieux ou sur le mode de fonctionnement des organismes de bienfaisance au Canada, mais relativement peu d'entre eux sont capables de se souvenir précisément de l'information qu'ils ont vue. Ils rapportent le plus souvent avoir vu cette information à la télévision.
- Six Canadiens sur dix sont capables de donner leur impression sur ce que cela signifie lorsqu'un organisme de bienfaisance est appelé un « organisme de bienfaisance enregistré, » la plupart mentionnant l'émission d'un permis par le gouvernement ou l'émission de reçus aux fins de l'impôt. Sans suggestion préalable, très peu mentionnent l'ARC en relation avec l'enregistrement des organismes de bienfaisance.
- La sensibilisation assistée au fait que les Canadiens peuvent déclarer leurs dons à des organismes de bienfaisance enregistrés lorsqu'ils produisent leur déclaration de revenus est quasi universelle.
- La majorité des Canadiens ne sont pas capables d'identifier un moyen par lequel confirmer qu'un organisme de bienfaisance est ou non enregistré.
- Quatre Canadiens sur dix croient qu'il existe une organisation responsable de surveiller les organismes de bienfaisance au Canada, il s'agit d'une forte augmentation depuis 2005 alors que cette proportion n'était que de trois sur dix, mais très peu sont capables de nommer une telle organisation. Un sur dix identifie l'ARC ou la Direction des organismes de bienfaisance, soit une légère augmentation depuis 2005.

- Les Canadiens ont trois fois plus tendance à croire que les organismes de bienfaisance sont bien réglementés plutôt qu'à croire qu'ils sont mal réglementés, mais trois sur dix sont incapable d'exprimer une opinion.
- La surveillance efficace des organismes de bienfaisance demeure un dossier important pour les Canadiens : la majorité d'entre eux sont d'accord pour dire qu'ils feraient des dons seulement à des organismes de bienfaisance enregistrés (79 %), alors qu'un grand nombre d'entre eux sont d'accord pour dire qu'il y a un grave problème d'organismes qui recueillent frauduleusement des dons en argent (47 %).
- Tout comme en 2005, la plupart des Canadiens comprennent que les organismes de bienfaisance doivent être enregistrés avant de pouvoir émettre des reçus d'impôt officiels; cependant, les connaissances relatives aux activités de l'ARC en matière de réglementation et la sensibilisation à la différence qui existe entre un organisme de bienfaisance enregistré et une organisation sans but lucratif n'ont que légèrement augmenté.

Le site web de l'ARC

- Il y a eu une modeste augmentation dans la proportion de Canadiens qui affirment avoir déjà visité le site Web de l'ARC afin d'obtenir de l'information au sujet des organismes de bienfaisance enregistrés, mais cette proportion demeure faible (7 %).
- La satisfaction à l'égard de la section du site Web de l'ARC qui est consacrée aux organismes de bienfaisance a quelque peu augmenté depuis 2005, en termes de la facilité à utiliser (48 % contre 45 %) et à comprendre (57 % contre 49 %) les renseignements qui y sont affichés.
- La moitié des Canadiens qui ont déjà visité le site Web de l'ARC, afin d'obtenir de l'information au sujet des organismes de bienfaisance enregistrés, disent avoir utilisé la liste des organismes de bienfaisance. Peu de visiteurs du site Web de l'ARC sont au courant qu'il existe une section « Faire un don de bienfaisance » sur le site, mais les Canadiens expriment clairement leur intérêt à l'égard d'un site qui présenterait ce type de renseignements à l'intention des donateurs.

Prise de décision personnelle quant aux dons

- La majorité des Canadiens croient que les organismes de bienfaisance jouent un rôle important dans la société et quatre sur dix sont d'avis que les organismes de bienfaisance jouent un rôle « très important, » un résultat identique à celui de 2005.
- Les deux tiers des Canadiens affirment avoir fait un don à un organisme de bienfaisance enregistré au cours de la dernière année, inchangé depuis 2005, mais la proportion affirmant avoir fait un don de 250 \$ ou plus a visiblement augmenté depuis 2005 (44 %, en hausse 8 points).
- Les Canadiens continuent à penser que savoir comment l'organisme de bienfaisance dépense son argent et que croire fermement à la cause ou en avoir une expérience personnelle sont les facteurs les plus importants pour décider de faire un don. Une moins grande importance est accordée au fait de recevoir un reçu aux fins de l'impôt, mais les répondants ont accordé plus d'importance à ce facteur qu'ils ne l'avaient fait en 2005.
- Au cours de la dernière année, plus de la moitié des Canadiens ont décidé de ne pas effectuer un don à un organisme de bienfaisance parce qu'ils ne connaissaient pas assez.

Intérêt à en apprendre davantage

- Six Canadiens sur dix sont quelque peu intéressés à en savoir un peu plus sur la façon dont les organismes de bienfaisance sont surveillés au Canada, une augmentation notable depuis 2005 (cinq sur dix).
- Tout comme en 2005, la responsabilité de fournir de l'information au public au sujet des organismes de bienfaisance enregistrés est le plus souvent attribuée aux organismes de bienfaisance proprement dits, quoique la plupart des Canadiens y voient aussi un rôle pour les gouvernements fédéral et provinciaux.
- Ce qui intéresse le plus les Canadiens, c'est de savoir si un organisme de bienfaisance est enregistré ou non ou s'il peut émettre des reçus d'impôt, mais ils seraient aussi intéressés à savoir où l'argent est dépensé et quel est le mandat de l'organisme de bienfaisance. Internet et le courrier sont les deux moyens de communication préférés pour recevoir de l'information sur ces sujets.
- Le nombre de Canadiens qui préféreraient contacter l'ARC par le truchement du site Web pour obtenir des renseignements au sujet des organismes de bienfaisance enregistrés a augmenté depuis 2005; la publicité dans les médias ou des brochures d'information qui accompagneraient des envois postaux du gouvernement sont les moyens de communication préférés pour que l'ARC transmette activement ce type d'information.

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INTRODUCTION

Background. In the March 2004 budget, the federal government announced the Charities Regulatory Reform Initiative to improve the way in which charities are regulated. This Initiative is a five-year action plan for change, focused on five major areas of charity regulation: public awareness and sector outreach; service improvements; monitoring and sanctions; appeals; and collaboration among federal, provincial and territorial governments. One of the goals of the initiative is to increase public and voluntary sector confidence in the regulation of charities.

In 2005, the CRA conducted a baseline survey called *Thinking About Charities* to provide input into the development of a public education initiative, to increase the confidence of both the Canadian public and the voluntary sector in the federal government's regulation of charities. The public education campaign was launched in November 2006, which included a website designed to provide information about charities to donors (<http://www.cra-arc.gc.ca/donors/>). Topics covered on the site include tax benefits and receipts, how charities are regulated, donor fraud alerts and information on searching for registered charities on-line. Since the launch of the website, the CRA has placed a series of public notices in newspapers nationwide, issued a press release, and exhibited at trade shows and conferences across the country.

The CRA identified a need to conduct a follow-up survey to evaluate education efforts to date in terms of public awareness and knowledge of charities and of their regulation, to provide input into future approaches and activities, and to identify progress since 2005.

2008 study. The 2008 *Thinking About Charities* survey consisted of telephone interviews with a representative sample of 3,003 Canadians (18 years and over), conducted by Environics Research Group between January 3 and February 3, 2008. This sample was stratified to ensure adequate representation across each of the ten provinces, as well as by gender and age cohorts. A national sample of this size will provide results accurate to within plus or minus 1.7 percentage points, in 19 out of 20 samples (larger margins of error apply to subgroups of the population). A more detailed description of the methodology used to conduct this study is provided at the back of this report, along with a copy of the questionnaire (see Appendix).

Report synopsis. This report begins with an Executive Summary (see previous) presenting highlights from the 2008 survey. This is followed by a detailed analysis of the survey data that covers findings at the national level and by location (e.g., province), demographics (e.g., household income) and other subgroups of interest.¹

The analysis identifies meaningful changes since 2005 where appropriate. Unless otherwise noted, all results are expressed as a percentage and differences between two percentages are expressed as percentage points.

It should be noted that full tabular documentation of results of the 2005 survey was not available for the preparation of this report, limiting the comparative analysis that could be presented. It should also be mentioned that the sample for the 2005 survey was half the size of the 2008 study. A national sample of 1,533 will provide results accurate to within plus or minus 2.5 percentage points, in 19 out of 20 samples. A difference in results between the two years of three or four percent may be statistically significant, but this does not in itself denote a meaningful shift. Some tables may not add to 100% due to rounding.

¹ The survey results (in percentages terms) noted in the report are based on the weighted sample/subsamples. In cases where the number of respondents is noted in this report it refers to the unweighted sample/subsample.

KNOWLEDGE AND AWARENESS OF THE REGULATION OF CHARITIES

Recall of advertising or information about how to donate wisely

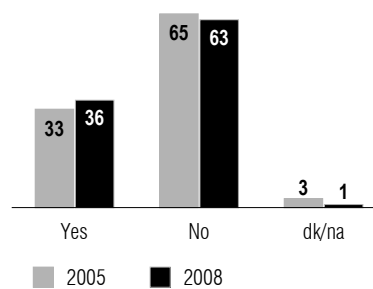
Over one-third of Canadians believe they have seen advertising or information about how to donate wisely or how charities work in Canada, but relatively few can recall specifically what information was noticed. Such information is most frequently reported as being seen on television.

Awareness of advertising or information. Canadians were asked if, besides advertising for specific charities, they recall seeing any advertising or receiving information about how to donate wisely or about how charities work in Canada. Just over one-third (36%) recall seeing something of this nature, a minor increase from 2005 (33%).²

Across the country, awareness of charity advertising or information is highest in Quebec (49%) and lowest in Alberta (26%), Nova Scotia (26%) and Manitoba (25%). Quebec residents were the most likely to indicate having seen such material in 2005, but the proportion stating this has actually decreased (from 53%); a decrease is also noted in the Atlantic provinces (32%, down 11 percentage points). Increases in awareness are reported in the Prairie provinces (28%, up 4 points), British Columbia (30%, up 7 points) and Ontario (33%, up 8 points).

Reports of seeing charity regulation information are highest in major urban centres (41% of those in cities of one million or more, vs. 33% of those in smaller communities). Those most likely to report seeing this type of information are aged 51 to 64 (41%) and who

Awareness of advertising or informational materials
2005 - 2008



Q.3

Besides advertising for specific charities, do you recall seeing any advertising or receiving information about how to donate wisely or how charities work in Canada?

have household incomes of between \$30,000 to under \$70,000 (41%, compared to 32% of those with lower or higher incomes). Seeing charity regulation information is reported more by those who have donated in the past year (38%) than among non-donors (31%); by those who are aware that there is an organization that regulates charities (40%, vs. 33% unaware); and by CRA website visitors (48%, vs. 35% of non-visitors).

² Based on what is known about the impact of public education campaigns, a larger increase could not realistically be expected unless a major media advertising campaign had been undertaken. Print ads typically have low recall unless repeated numerous times, and trade shows reach relatively few of the general population.

What information or advertising was seen. Canadians who said they saw advertising or information pertaining to donating wisely or how charities work in Canada were asked what they recall seeing, unprompted, with multiple mentions permitted.³ Canadians are now considerably more likely than in 2005 to be able to make some comment about the advertising or information they believe they saw, but they remain more likely to discuss *where* they saw such information than to make mention of the actual *content*, which most describe in quite general terms.

Three-quarters (75%) of Canadians make some mention of *where* the advertisement or information was seen (up from 46% in 2005). The main source cited continues to be television (34%, up 14 points). It should be noted that television is generally the main method cited whenever people are asked about information they have seen, because television viewing is so common. Two in ten mention a letter, brochure or pamphlet received in the mail (21%, up 8 points) or seeing something in the newspaper (19%, up 6 points). Other sources are mentioned by one in ten or fewer.

About one-third (35%) of Canadians make some mention of the *content* they believe they saw, representing an increase from 2005 (up 19 points). However, mentions of this type are quite general in nature, so it cannot be linked to a specific advertisement or information piece: information on what charities do (10%); how the money that is raised is spent (7%); ways to donate (5%); or how to ensure that a charity or a volunteer is legitimate (5%). Eleven percent of respondents mention something about a specific charity (down from 42% in 2005).

Mention of seeing something on the television is highest in P.E.I. (45%), Nova Scotia (44%) and Newfoundland and Labrador (41%). Those most apt to mention a letter or brochure in the mail are in Nova Scotia (33%) and Quebec (28%). Ontario residents are the most likely to mention the Internet (8%) as a source for information about wise donations or charity operations.

What was seen about how to donate or how charities work in Canada? 2005 - 2008

	2005 (n=515) %	2008 (n=1,050) %
Net: Where information was seen	46	75
Television	20	34
Letter/brochure/pamphlet received in the mail	13	21
Newspaper	13	19
Pamphlet/brochure/flyer (general)	8	9
Internet/on-line/website	5	5
Billboards	3	4
Telephone/spoke to someone on the phone	3	3
Other source mentions	10	11
Net: What information was seen	16	35
Information on what charities do/how they work	3	10
Where money goes/how donation spent/pie chart	5	7
About the various ways someone can donate	5	5
How to ensure charities/volunteers are legitimate	3	5
Donation request/fundraising	—	4
Information on hospital/health research	—	3
Help/support the children	—	2
Foreign aid	—	2
How to leave your money/estate to charity	2	2
Help the poor/homeless	—	1
Tax receipts/tax breaks for donations	*	1
Government program (unspecified)	—	*
Mention of a specific charity	42	11
Other mentions	12	6
dk/na	17	8

* Less than one percent

Q.4

What do you recall seeing?

Subsample: Those who recall seeing advertising/receiving information about how to donate wisely or how charities work in Canada

³ In 2005, this question was open-ended with all responses recorded verbatim and subsequently coded. In 2008, answer codes based on the coded 2005 responses were not read to the respondents but were made available to the interviewers. This change in methodology may in part explain some of the differences in the proportions of mentions between the two years.

There is relatively little significant variation in response by socio-economic or demographic variables. Recent donors are more likely than non-donors to mention seeing something in the newspaper (21% vs. 12%), and mentions of newspapers increase along with the amount donated. Newspaper mentions are highest among those who are aware there is an organization responsible for monitoring charities in Canada (24%, vs. 14% who are not aware).

The Canadians least likely to be able to mention any advertising or information they saw about charities are 65 years of age and over, and those with the lowest levels of education and household income. This is a common pattern for recall questions of this type.

What is meant by a “registered charity”?

Six in ten Canadians are able to state their impression of what is meant by a “registered charity,” mostly referring to government licensing or the issuing of tax receipts. Very few mention the CRA in an unprompted manner in connection with charity registration.

The 2008 survey included a new question designed to probe in greater detail the understanding Canadians have about the concept of a “registered charity.” The survey reveals that the majority do have a basic understanding of the concept: that there is government licensing or oversight, or that registration means the charity can issue tax receipts for donations. However, four in ten are not able to provide a response, and small but significant percentages show some confusion between registered charities and non-profit organizations or “worthy causes.”

When asked what is meant when a charity is said to be a “registered charity,” six in ten Canadians are able to provide some unprompted response, although the majority of these mentions are fairly vague. Many are variations on saying that the charity is registered with or licensed by a government body, either the federal government in general (32%), with the CRA (5%), or that they have registration or GST number or are just registered or monitored in general. Two in ten say that one can tell a charity is registered if it can issue tax receipts. Only one percent mentions the CRA Charities Listings in an unprompted manner. One in

ten believes that a charity is registered simply if it is legitimate, real or a worthy cause, and two percent believe that being a non-profit organization is an indication of registration.

Specific mention of the CRA in the registration or licensing of charities is fairly low across the country, but is most frequently mentioned among those with the highest levels of education (10% of those with some post-graduate, compared to 4% of those with college or less) and household income (8% of those with incomes of \$70,000 or more, compared to 4% of those with income under \$50,000). Mentioning the CRA in this regard is also substantially higher among those who have ever visited the CRA website (19%, vs. 4% of those who have not visited the site). Mention of the issuing of tax receipts as an indication of charity registration increases proportionally with the amount donated to charity in the past year.

What is meant by a “registered charity?”

2008

	TOTAL %
Is registered with/licensed by the government/ federal government	32
Can issue tax receipts	20
Is legitimate/real/a worthy cause	9
Is registered with/licensed by the CRA/ Canada Revenue Agency	5
Is audited/financial records are checked	2
Registration/GST number	2
Registered/monitored/regulated (general)	2
Regulated/monitored by the CRA/ Canada Revenue Agency	2
Non-profit	2
Listed in the CRA Charities listings	1
Meet certain criteria/follow applicable laws	1
Spend money on charity/not on administration	1
Tax exempt/get tax breaks	1
Allowed to solicit donations	1
Other mentions	3
dk/na	39

Q.5

Do you know what is meant when a charity is said to be a “registered charity?”

Not being able to identify what defines a registered charity is most common in young Canadians (60% of those aged 18 to 30), among those in the lowest household income and education levels, and among those who have not donated to charities in the past year. In this instance, older Canadians are more likely than younger ones to be donors, and thus may be better able to respond.

Awareness of income tax credits for donations

Prompted awareness that Canadians are able to claim donations to registered charities on their income tax is almost universal.

In the 2008 survey, people were asked if they are aware that Canadians can claim donations to registered charities on their income tax returns. Such prompted awareness is almost universal (92%). This high level of awareness varies only a little across the country, from a low of 87 percent in Newfoundland and Labrador to a high of 95 percent in P.E.I.

Awareness increases proportionally along with socio-economic status and is highest among those with post-graduate education (97%) and household incomes of \$70,000 or more (98%). It is lowest among those 18 to 30 years of age (78%) and those who have not made a donation to a charity in the past year (80%).

Aware of tax credit for charitable donations

Yes 2008

	TOTAL %
All Canadians	92
Education	
High school or less	85
College	92
Some/complete undergraduate	95
Some/complete post-graduate	97
Household income	
< \$30,000	84
\$30,000 – \$49,999	91
\$50,000 – \$69,999	93
\$70,000 +	98

Q.6

Are you aware that Canadians are able to claim donations to registered charities on their income tax returns?

How charity registration can be confirmed

The majority of Canadians are not able to indicate a way that someone could confirm a charity's registration status.

Canadians were asked if they are familiar with how someone can confirm whether or not a charity is registered. One-third offer some way to do this; however, no single way is mentioned by more than one in ten. Two-thirds (67%) are not able to provide a way to determine registration status.

Checking the receipt for a registration number (9%) and looking on the Internet (6%) are the most frequently mentioned courses of action. However, a combined one in eight mention checking with the federal government in general (4%) or with the CRA, either through the Charities Listings on the website (4%), via the toll-free number (3%) or in general (1%). Other mentions involve checking with the charity, either through their website or literature or by contacting them directly.

The Canadians most likely to be able to mention a way to confirm a charity's registration status are those aware of seeing advertising or information about how charities work in Canada, and those who know there is a monitoring organization. As with most other knowledge-based questions about charities, those least likely to provide a response are younger, have lower levels of education and income, and have not donated to a charity in the past year.

How charity registration can be confirmed 2008

	TOTAL %
Net: CRA/federal government mentions	12
Check with federal government (general)	4
Search the CRA Charities listings on-line/CRA website	4
Call the CRA toll-free phone line	3
Check with the CRA (general)	1
Check the receipt for a registration number	9
Go/search on the Internet (general)	6
Check the charity's website/literature	3
Call/contact the charity directly	2
Call/contact the Better Business Bureau (BBB)	2
Registration number (general)	1
Check with provincial government (general)	1
Call the toll-free number (unspecified)	1
Listed on government websites (general)	1
Call/contact Consumer Affairs/Consumer and Corporate Affairs	1
Can issue tax receipts	1
Other	4
dk/na	67

Q.7

Are you familiar with how someone can confirm whether or not a charity is registered?

Awareness of organizations responsible for monitoring charities

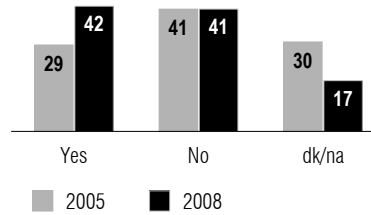
Four in ten Canadians believe there is an organization responsible for monitoring charities in Canada, a sizeable increase over 2005, but very few can name such organizations. One in ten identify either the CRA or the Charities Directorate, a modest increase from 2005.

Awareness of charity-monitoring organizations. Canadians were asked to indicate, to the best of their knowledge, if there are any organizations that are responsible for monitoring charities in Canada.⁴ Four in ten (42%) Canadians say there are such organizations, up notably from only three in ten (29%) who believed this in 2005. Four in ten (41%) claim there are no such organizations, an identical response to 2005. The real difference is in those who do not know: 17 percent in 2008 versus 30 percent in 2005.

Awareness of a charity-monitoring organization is reasonably uniform across Canada but highest in Quebec (48%) and lowest in Newfoundland and Labrador (29%), a similar pattern to 2005, when residents of Quebec were the most likely and Atlantic Canadians among those least likely to believe there is a monitoring body.

Awareness of an organization with charity monitoring responsibility remains most pronounced among those at higher socio-economic levels: those with at least some post-graduate education (51%, up 15 percentage points from 2005) and household incomes of \$70,000 or more (49%, up 14 points). However, it should be noted that such awareness has increased among those in the lower socio-economic groups as well: 37 percent of those with high school education or less now think there is such an organization (up 15 points), as well as 37 percent of those with household incomes under \$30,000 (up 12 points).

Aware of organization(s) responsible for monitoring charities
2005 - 2008



Q.8

To the best of your knowledge, are there any organizations that are responsible for monitoring charities in Canada?

⁴ There was a minor wording change in 2008. The 2005 question asked: "To the best of your knowledge, is there an organization or organizations that are responsible for monitoring charities in Canada." The 2008 question was: "To the best of your knowledge, are there any organizations..." This wording change is slight and would not affect the results significantly.

In 2005, there was little difference in awareness of a monitoring organization between those who donated to a charity in the past year (31%) and those who did not (26%). However, in the 2008 survey, there is a marked difference in awareness between recent donors (45%) and non-donors (35%). In both the 2005 and 2008 surveys, awareness is linked to the amount donated, with those donating \$500 or more being the most aware. However, increases in level of awareness are noted at all donation levels.

Aware of monitoring organization
By donation level 2005 - 2008

	DONATION IN PAST 12 MO.		AMOUNT OF DONATION			
	NONE %	ANY %	UNDER \$50 %	\$50 TO \$99 %	\$100 TO \$499 %	\$500 OR MORE %
Aware of monitoring organization						
2005	26	31	22	25	32	39
2008	35	45	27	41	48	51
<i>Difference (percentage points)</i>	+9	+14	+5	+16	+16	+12

Q.8

To the best of your knowledge, are there any organizations that are responsible for monitoring charities in Canada?

Recall of organization names. Canadians who thought there were organizations responsible for monitoring charities were asked if they could identify any by name. One-quarter are able to provide some response, with no one organization being named by more than one in ten. Three-quarters (75%) could not name such an organization, a similar result to 2005.

Just under one in ten name either the Canada Revenue Agency (8%, up 3 points) or the Charities Directorate (less than 1%). Seven percent said the federal government in general (down 2 points). Other responses were offered by less than five percent each, including the provincial government (4%, down 1 point) and the Better Business Bureau (2%, unchanged). Canadians are now less likely to think that a specific charity is responsible for monitoring other charities (less than 1% compared to 9% in 2005); those who do often name the United Way.

Those most likely to name the Canada Revenue Agency, CRA or the Charities Directorate in connection with monitoring charities include men (11%, vs. 6% of women), those with at least some post-graduate education (17%, vs. 2% with high school or less) and those with household incomes of \$70,000 or more (13%, vs. 4% with incomes under \$30,000). Naming the CRA is also linked to having made a donation in the past 12 months (12%, vs. 1% who did not donate); with higher donation amounts (16% of those donating \$500 or more, vs. 9% of those donating less); and with awareness of advertising related to charitable giving (12%, vs. 6% not aware).

Name of organization responsible for monitoring charities 2008

	2005 (n=445 [§]) %	2008 (n=1,195) %
Canada Revenue Agency/CRA	5	8
The Charities Directorate	1	*
Federal government	11	7
Provincial government	5	4
Government (unspecified)	-	2
Better Business Bureau (BBB)	2	2
Consumer Affairs/Consumer and Corporate Affairs	1	1
Church council/religious organization	-	1
Gaming/lottery	-	1
United Way/Cancer Society/other specific charity	9	*
Other	-	4
dk/na	73 [§]	75

* Less than one percent

§ Estimated; precise 2005 data not available

Q.9

Do you happen to know the name of any organizations that are responsible for monitoring charities?

Subsample: Those who are aware of organizations that are responsible for monitoring charities in Canada

Perception of how well charities are regulated

Canadians are three times as likely to believe charities are being regulated well than poorly, but three in ten cannot express a clear opinion on how well they think charities are being regulated.

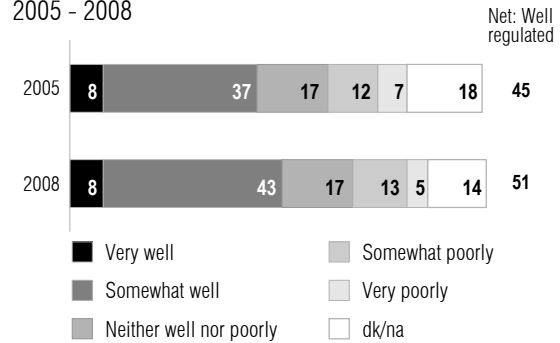
Canadians were asked to rate how well they think Canadian charities are being regulated. Seven in ten Canadians provide an opinion on this issue, while three in ten are either neutral or do not give a response. Among those expressing some opinion, the response is three times as likely to be positive as negative.

Half of Canadians believe that charities are regulated either very (8%) or somewhat well (43%), representing a small improvement over 2005 (8% very well, 37% somewhat well). That only a small proportion rates charities as being regulated *very well* is in keeping with the majority of Canadians remaining unaware of the organization responsible for such regulation. One in six give negative assessments of charity regulation (18% either somewhat or very poorly, down 1 point). Three in ten are either neutral (17%) or are unable to provide a response (14%).

The following subgroup analyses are based on the proportions who believe that charities are very well-regulated, as having the stronger view is very meaningful. There are some regional differences across the country, with those in the east being more likely than those in the west to think that charities are very well-regulated: this view is highest (24%) in Newfoundland and Labrador and lowest in B.C. (6%) and Saskatchewan (6%). Belief that charities are very well-regulated is highest among those with household incomes of under \$30,000 (15%, vs. 7% of those with higher incomes), but there are no significant differences in thinking that charities are very well-regulated by gender, age or donation level. The perception that charities are very well-regulated is highest among those who are aware of an organization that monitors charities (11%, vs. 6% not aware), which suggests that improved familiarity with *how* charities are regulated will result in improved confidence that they are being regulated *well*.

Rating of charity regulation

2005 - 2008



Q.10

How well do you think Canadian charities are being regulated?

Attitudes about donating to charities

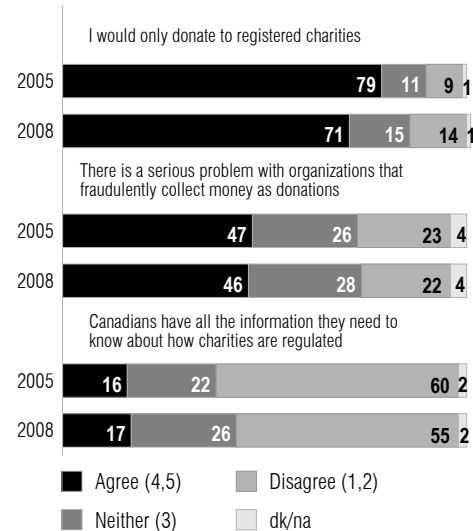
The effective oversight of charities remains an important issue to Canadians: the majority agree they would only donate to registered charities, and many agree that there is a serious problem with organizations fraudulently collecting money as donations.

Canadians were asked to give their level of agreement with three statements about donating to charities, to further assess their views on the importance of registration in their own charitable giving. Although the registration process is not well understood, a strong majority of Canadians continue to see it as important in making their personal decision to give. Canadians are most likely to agree (i.e., rate their agreement as 4 or 5 on a 5-point scale) that they would only donate to registered charities (71% agreeing, of which 55% agree strongly). However it should be noted that overall level of agreement with this statement has declined somewhat from 2005 (down 8 points).

Many Canadians continue to regard fraudulent collection of funds as a serious problem, with close to half (46%, essentially unchanged from 2005) agreeing with this statement (28% strongly agreeing). Despite the recognized importance of registration and the perception that fraudulent fundraising is a serious problem, people also realize that there is a lack of information about the regulation of charities: only one in six (17%) agrees that Canadians have all of the information they need to know about how charities are regulated, unchanged from 2005.

Attitudes regarding charities

2005 - 2008



Q.11

Using a five-point scale, where '1' is 'Strongly disagree' and '5' is 'Strongly agree,' to what extent do you agree or disagree with the following statements ... There is a serious problem with organizations that fraudulently collect money as donations ... I would only donate to registered charities ... Canadians have all the information they need to know about how charities are regulated?

There are no overarching patterns of opinions by subgroup, but there are a number of specific differences by statement that should be noted. Those most likely to agree (4 or 5 on a 5-point scale) that they *would only donate to registered charities*:

- Live in Nova Scotia (79%), Ontario (75%) and P.E.I. (75%).
- Are over age 30 (74%, vs. 58% of those aged 18 to 30).
- Have a household income of \$70,000 or more (77%).
- Donated to a charity in the past 12 months (76%).
- Donated \$500 or more in the past year (80%).

Agreement that *there is a serious problem with organizations fraudulently collecting money as donations*:

- Is higher in B.C. (51%) than in other provinces.
- Increases along with age and is highest among seniors (53%).
- Is highest among people who say they have seen advertising on how to donate wisely (50%, vs. 44% who have not).

Those most likely to agree that *Canadians have all of the information they need about how charities are regulated*:

- Live in Quebec (21%) or Alberta (19%).
- Have education up to a high school diploma (23%).
- Have household incomes of under \$30,000 (24%).
- Are 65 years of age or older (23%).
- Are aware of advertising about donating wisely (22%).
- Are aware there is a charity-regulating organization (19%).

Knowledge of facts about the regulation of charities

Knowing that charities must be registered to issue official tax receipts has remained stable since 2005, but knowledge of two lesser-known facts about registered charities has increased somewhat.

Canadians were asked to indicate their level of awareness of four facts about the regulation of charities. Results for 2008 closely echo those of 2005: Canadians are most likely to be aware that charities must be registered to issue tax receipts, but there have been some modest increases in the proportion of Canadians aware of the lesser-known facts.

Of the four statements, a high level of awareness (scoring 4 or 5) remains most marked for the statement that *charities must be registered before they can issue official tax receipts* (71%, virtually unchanged from 72% in 2005). About half of Canadians are also highly aware that *charities must disclose to the CRA how they raise and spend money* (51%, up 5 points) and that *there is a difference between a not-for-profit organization and a registered charity* (47%, up 2 points). There has also been a modest

Knowledge of facts about regulation of charities Highly knowledgeable (4,5) 2005 - 2008



Q.12

I am now going to read you a number of statements about how charities are monitored in Canada. Using a five-point scale, where '1' is 'Not at all aware', and '5' is 'Very aware,' please indicate how aware you were of these facts before the survey began ... Charities must be registered before they can issue official tax receipts for donations ... There is a difference between a non-profit organization and a registered charity ... The Canada Revenue Agency can apply penalties to charities that do not comply with federal regulations ... Charities must disclose to the Canada Revenue Agency how they raise and spend money.

increase in the proportion of Canadians who are aware that *the CRA can apply penalties to non-compliant charities* (41%, up 6 points).

Prompted awareness of all four facts is strongest among Canadians in the highest income and education groups, is higher among donors than non-donors, and tends to increase along with the amount of the previous year's donations. It is also greatest among those who have a higher level of familiarity with charity regulation in general: that is, those who are aware of an advertisement or information about how to donate wisely; those who are aware of a charity-regulating organization; and those who have visited the CRA website for charity-related information.

In general, knowledge of these facts about registered charities is linked to age, with older Canadians more likely to be aware than younger ones. There are no overreaching patterns in knowledge by location or other demographic factors. The following are some notable group differences in being highly aware (rating either 4 or 5).

Charities must be registered before they can issue official tax receipts for donations.

- Awareness is highest in B.C. (79%) and lowest in Quebec (61%).
- As in 2005, those most likely to be aware are aged 51 and over (81%) and awareness is highest among women (73%). Those least aware are men (68%) and those aged 18 to 30 (50%).

There is a difference between a non-profit organization and a registered charity.

- Awareness is highest in Alberta and Ontario (51% each) and lowest in Quebec (39%) and Saskatchewan (38%).
- Those most likely to be aware are aged 51 to 64 and over (52%); those least aware are aged 18 to 30 (41%). There is no notable difference by gender.

The Canada Revenue Agency can apply penalties to charities that do not comply with federal regulations.

- Awareness is highest in P.E.I. (52%) and lowest in Saskatchewan (34%).
- Awareness increases proportionally along with age and is highest among those aged 65 and over (49, vs. 28% of those aged 18 to 30). There is no significant difference in awareness by gender.

Charities must disclose to the Canada Revenue Agency how they raise and spend money.

- Awareness is highest in Alberta (56%) and Ontario (55%) and lowest in Quebec (42%) and P.E.I. (41%).
- Awareness is higher among people over age 30 than among younger Canadians, and is highest among those aged 51 to 64 (57%). There is no gender difference.

THE CRA WEBSITE

Ever visited the CRA website

There has been a modest increase in the proportion of Canadians who say they have ever visited the CRA website to find information on registered charities, but the proportion who have done so remains small.

The Charities website is the cornerstone of the CRA's communication program for disseminating information on registered charities. Many Canadians rely on the Internet as their go-to source for government information, and the 2005 survey results indicated that four in ten would prefer to access the CRA via the website if they needed information about registered charities. Therefore, it is important to continue to track awareness and use of the website.

Canadians were asked if they have ever visited the CRA website to find information about registered charities.⁵ Seven percent say they have done so, compared to four percent in 2005, representing a modest increase.⁶

Website visits are most frequently reported by residents of Ontario (10%) and B.C. (10%) and least so in Quebec (3%), Newfoundland and Labrador (4%), New Brunswick (4%) and Saskatchewan (4%).

Website visits are most likely to be reported by Canadians 31 to 50 years of age (9%) rather than younger (3% of those 18 to 30) or older (7%). Despite their higher incidence of Internet use, younger Canadians are less likely to donate to charities, so it is likely they would have less need to visit the CRA website to locate information about registered charities.

Recent donors (10%) are more likely than non-donors (2%) to have ever visited the CRA Charities site. Website visitors match the profile of donors in other respects: the proportion increases with an increase in education level and household income, and is higher among people who are more aware regarding charity registration (that is, they recall seeing an advertisement or information about how charities work, or they are aware there is a regulating organization). From the

Have ever visited the CRA Charities website By donations in past 12 months 2008

	%
All Canadians	7
Donated in past 12 months	
No	2
Yes	10
Amount donated past 12 months	
<\$50	8
\$50 – \$99	2
\$100 – \$499	7
\$500 +	14

Q.13

The rest of the survey focuses only on registered charities. Registered charities are organizations that can issue tax receipts for donations they receive and who are required to file annual statements with the Canada Revenue Agency on the money they received and spent. The Canada Revenue Agency monitors these practices. Have you ever visited the CRA website to find information about registered charities?

5 The method of assessing CRA website visitors was modified in the 2008 survey. In 2005, the survey asked a screening question about website awareness and only people who said they were aware of the website were asked if they had visited it. The proportion of website visitors was then recalculated to reflect the proportion of the total population. The screening question was not asked in 2008.

6 In the 2006 CRA annual corporate survey, 24 percent of Canadians reported visiting the general CRA website in the period between January and June 2006. It is therefore clear that the purpose of the site visit specified in this survey's question text (that is, ever visited the CRA site to find information about registered charities) is correctly being considered in the response or the proportion would be much higher

other perspective, website visitors are more likely to have donated to a charity in the past year (89%) than are non-visitors (64%).

Rating of the Charities section of the CRA website

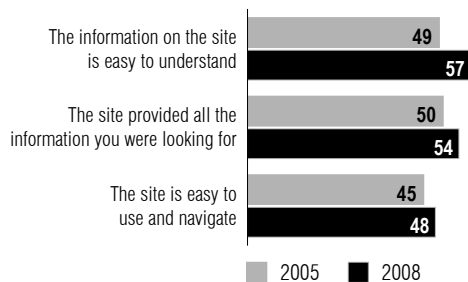
Satisfaction with the charities section of the CRA website has increased somewhat since 2005 in terms of information being easy to find and understand.

Those who report having visited the CRA website to find information about registered charities were asked about their experience in using the site for this purpose. There has been a modest improvement in the proportions of users agreeing with statements regarding the quality and availability of information on the site.

There has been a small increase in agreement (rating agreement as 4 or 5) for all three measures. Visitors are more likely now than in 2005 to say the information on the site is easy to understand (57%, up 8 points). They are also more likely to agree that the site provided all of the information they were looking for (54%, up 4 points) and that it is easy to use and navigate (48%, up 3 points).⁷

Attitudes regarding the CRA website

Agree 2005 - 2008



Q.14

Using a five-point scale, where '1' is 'Strongly disagree' and '5' is 'Strongly agree,' to what extent do you agree or disagree with the following statements about the charities section of the Canada Revenue Agency website ... The site is easy to use and navigate ... The site provided all of the information you were looking for ... The information on the site is easy to understand?

Subsample: Those who have ever visited the CRA website (2008: n=194; 2005: n=57)

⁷ These questions are not directly comparable to those asked about the CRA site in general in the 2006 Annual Corporate Survey, but nevertheless appear to be reasonably consistent with what Canadians told the CRA about the main website: 56 percent were satisfied with the time it took to complete tasks or find information and 55 percent were satisfied with how easy it was to find what they were looking for.

The number of website visitors is too small to provide for meaningful analyses by subgroups.

Use of the Charities Listings

Half of the Canadians who have ever visited the CRA site to seek information about registered charities say they have used the Charities Listings.

Canadians who report visiting the CRA website to seek out information on registered charities were asked if they have ever used the Charities Listings featured on the CRA website. The Charities Listings comprises an on-line database that Canadians can search by charity name, keyword or category. Canadians can use the Listings to find out whether a charity in which they are interested is registered under the Income Tax Act (or if its registration has been revoked, suspended or annulled), as well as to obtain information about the charity's activities, finances and how it can be contacted. Half (50%) of website visitors say they have used the Listings.

The number of website visitors is quite small (n=194), limiting analysis by most subgroups. Men and women are equally likely to have used the Charities Listings. Most likely to have used the Listings are those website visitors who say they were aware there is an organization responsible for regulating charities in Canada (57%, vs. 41% who are not aware of a monitoring body).

Ever used the Charities Listings

By awareness of regulatory organization 2008

		n=194
		%
All visitors		50
Aware of regulatory organization		
	No	41
	Yes	57

Q.15

One resource on the Canada Revenue Agency website is something called "the Charities Listings," which lists all of the registered charities in Canada. Have you ever used the Charities Listings?

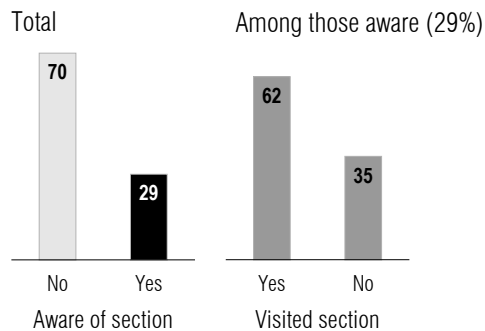
Subsample: Those who have ever visited the CRA website (n=194)

Awareness of and interest in the donor section “Giving to charity”

Few CRA website visitors are aware of the “Giving to charity” section of the site, but there is clear interest expressed in a site containing this type of donor information.

Awareness and use of the “Giving to charity” section. An objective of this year’s survey is to gauge awareness of, and interest in, the “Giving to charity: information for donors” section of the CRA website. Those who have ever visited the CRA website were asked if they are aware of this section; those aware were asked if they have visited it. Three in ten (29%) CRA website visitors say they are aware of the “Giving to charity” donor section of the site. Of this group (n=61), the majority (62%) say they have visited it (representing 18% of all website visitors).

Donor section of CRA website 2008



Q.16

Are you aware of the section of the CRA website that is specifically for donors and is called “Giving to charity: information for donors”?

Subsample: Those who have ever visited the CRA website (n=194)

Q.18

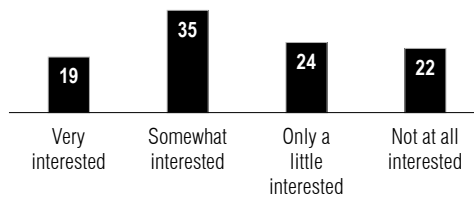
Have you ever visited the donor section of the CRA website?

Subsample: Those who have ever visited the CRA website and are aware of the section of the website called “Giving to charity: information for donors” (n=61)

Interest in the “Giving to charity” section. Canadians who have not visited the Charities site, and visitors not aware of the “Giving to charity” section, were read a brief description of its content and then asked how interested they might be in visiting this donor section.⁸ Half would be either very (19%) or somewhat (35%) interested in this section; one quarter (24%) are only a little interested, and two in ten (22%) are not at all interested.

Across Canada, interest in the donor section is highest in B.C. (61%), Nova Scotia and P.E.I. (60% each) and Ontario (59%), and lowest in Quebec (40%). Interest is highest in major urban centres and decreases as community size decreases.

Interest in visiting donor section 2008



Q.17

The “Giving to charity” section of the CRA website helps people make informed choices about the charities they support, by providing information about the regulation of charities, tax savings and donation receipts, plus tips on how to avoid fraud. How interested would you be in visiting this section of the CRA website?

Subsample: Those who have not ever visited the CRA website and visitors unaware of the section (n=2,942)

⁸ The text read to respondents was: “The “Giving to charity” section of the CRA website helps people make informed choices about the charities they support, by providing information about the regulation of charities, tax savings and donation receipts, plus tips on how to avoid fraud.”

Interest in the “Giving to charity” section is highest among women (57% at least somewhat interested, vs. 49% of men) and among Canadians between 31 and 64 years of age (57%, vs. 48% aged 18 to 30 and 43% of seniors). Those most likely to be interested in the donor section share the socio-economic demographics of donors – that is, higher levels of education and household income – and recent donors are more likely to be interested (58%) in the donor section than are non-donors (44%), and are considerably more likely than non-donors to be very interested (22% vs. 12%).

Interest in the donor section was asked both of people who have never been to the CRA website to look for information about charities, and to those who have been to the site but who were unaware of the “Giving to charity” section. Not too surprisingly, those who have already been to the site to get charity-related information express more interest in visiting the donor section (70% at least somewhat interested) than those who have never sought charity-related information from the CRA website (52%). Most notably, previous visitors are significantly more likely than non-visitors to be *very* interested in the donor section (31% vs. 18%). This is likely related to the fact that a higher proportion of those who have previously visited the site are recent donors.

PERSONAL CHARITABLE DECISION-MAKING AND GIVING

Importance of charities in Canada

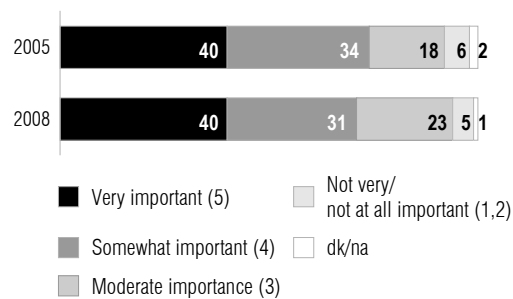
The majority of Canadians continue to believe that charities play an important role in society.

Public opinion about the importance of the role that charities play in Canadian society has remained largely unchanged since 2005. Seven in ten continue to assign high importance to charities (selecting either 4 or 5), with four in ten (40%, unchanged) rating them as being very important. Canadians are marginally more likely than in 2005 to see charities as being of moderate importance (23%, up 5 points). The smaller proportion assigning charities little or no importance has remained essentially unchanged.

Across the country, those most likely to say that charities are important live in Québec (78%) and the Atlantic provinces (75%), while perception of their importance is less pronounced in Saskatchewan (65%) and Ontario (66%). This result is quite similar to 2005, when Quebec residents were as likely as other Canadians to consider charities to be important, and Atlantic Canadians were the most likely to say this (80%).

Some demographic differences emerge when one examines the proportions stating that charities are *very* important (rated as 5). The belief that charities play a very important role in Canadian society is most evident among women (44%, vs. 36% of men); older Canadians (43% of those over the age of 50, vs. 38% of younger Canadians), and those who have a high school diploma or less (45%, vs. 38% with more education). Opinions do not vary by household income or by whether one has made a recent donation or not; however, those most

Importance of charities in Canada 2005 - 2008



Q.2

Using a five-point scale, where '1' is 'Not at all important' and '5' is 'Very important,' how important a role do you think charities play in Canadian society?

likely to say charities are very important are those who donated \$500 or more in the past year (47%, vs. 36% of those donating less). A high importance placed on charities is also most pronounced among those with greater awareness about charity regulation: those aware of an advertisement or information about charitable giving (45%), those aware there is a regulatory organization (44%) and those who have visited the CRA Charities website (51%).

Donations in past year

Two-thirds of Canadians say they made a donation to a registered charity in the past year, unchanged from 2005, but the proportion claiming to have donated \$250 or more has increased notably.

Proportion of donors. Canadians were asked if they made a donation to any charity in the past year for which they received a tax receipt. Two-thirds (66%) say they have, unchanged since 2005.

As in 2005, there are regional patterns to donating. Quebec residents remain the least likely to report making a donation in the past year for which they receive a tax receipt (52%, down 4 points). Those most likely to have donated live in Manitoba (74%), Saskatchewan (72%) and Nova Scotia (71%). The largest reported increase in recent donors is in British Columbia (73%, up 8 points).

Also echoing 2005, there are socio-demographic differences in donations. Charitable giving remains highest among older Canadians: over three-quarters (78%) of those over the age of 50 made a donation, compared to 70% of those age 31 to 50 and only one-third (34%) of those aged 18 to 30. However, it should be noted that the proportion of those 65 years of age and over who report making a recent tax-deductible donation has declined since 2005 (78%, down 8).

As in 2005, making a charitable donation for which a tax receipt was issued increases along with education level and household income. Such donations are highest among Canadians with household incomes of \$70,000 or more (79%, down 3 points) and with at least some post-graduate education (82%, up 4 points). Those least likely to have made a donation have household incomes of under \$30,000 (49%, no change) and a high school diploma or less (57%, down 2 points).

Making a donation is also linked to higher levels of awareness about charity regulation. Donations are most common among those aware of an advertisement or other information about giving (70%, vs. 63% with no awareness); those aware of any charity-regulating body (71% vs. 62%); and those who have ever visited the CRA website for information about charities (89%, vs. 64% of non-visitors).

Made a donation in the past year

By region and age 2005 - 2008

	2005 %	2008 %	CHANGE (% POINTS)
All Canadians	66	66	–
Region			
Atlantic	67	69	+2
Quebec	56	52	-4
Ontario	69	70	+1
Prairies	74	70	-4
B.C.	65	73	+8
Age			
18 to 30	37	34	-3
31 to 50	69	70	+1
51 to 64	77	79	+2
65+	86	78	-8

Q.29

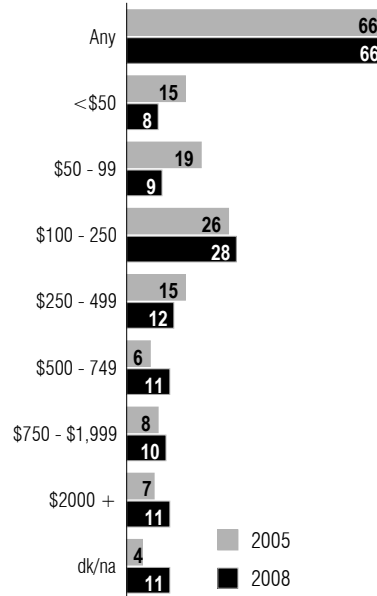
Did you make a donation to any charity in the past year for which you received a tax receipt?

Amount of donations. Those indicating they made charitable donations in the past year for which they were issued tax receipts were asked to recall approximately how much they donated. This question is asked mainly to categorize donors for the purposes of analyzing responses to other questions, rather than to calculate an accurate estimate of annual donations.⁹

In general, however, Canadians report donating more in the 2008 survey than they did in 2005, which corresponds with the findings reported by Statistics Canada. Over four in ten (44%, up 8 percentage points) say they donated \$250 or more to registered charities in the past year; close to three in ten (28%, up 2 points) donated between \$100 and \$250, and one in six say they donated less than \$100 (17%, down 17 points). One in ten (11%, up 7) either do not know or will not give the amount of their donations.

Reported amount of charitable donations increases proportionately with household income and education, and also by age. That donations would be lower for those in lower socio-economic circumstances can be expected, given they have less disposable income to donate, and could be less in need of available tax credits. Seniors may have smaller households and lower household incomes, but a higher proportion of their income may be disposable which, combined with a higher propensity to give, could lead to higher average donation amounts for this demographic group.

Donations in the past year 2005 - 2008



Q.29

Did you make a donation to any charity in the past year for which you received a tax receipt?

Q.30

As far as you can remember, how much did you donate to registered charities in the past year?

Subsample: Those who made a charitable donation in the past year for which they received a tax receipt (2008: n=2,163; 2005: n=1,025)

9 There are several reasons why the amount of charitable donations might be over-reported in surveys such as this: recall issues (respondents may not remember exactly in which year a donation was made); because making charitable donations is considered socially desirable; and because people with lower levels of education and household incomes who make smaller donations are under-represented in telephone surveys generally, because they may decline to participate or are harder to reach. Some respondents may also have been reporting total *household* donations.

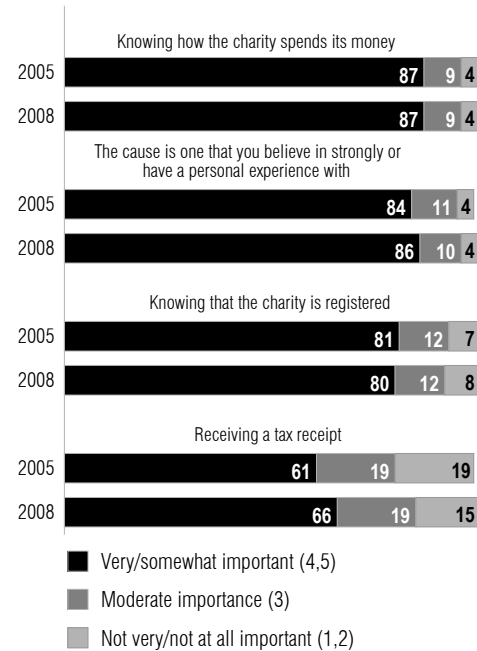
Importance of factors in deciding to give

Canadians continue to feel that knowing how a charity spends money and believing in or being connected to the charity's cause are the most important factors in deciding to donate. Lower importance is placed on getting a tax receipt, but this has increased since 2005.

Canadians were asked to indicate the importance of four factors when they consider making a charitable donation. As in 2005, majorities see all of these factors as at least somewhat important in making a decision to give. *Knowing how the charity spends its money* (87%) and *believing strongly in or having a personal connection with the cause* (86%) remain the two most important factors, showing little change from 2005. *Knowing that the charity is registered* remains important to eight in ten Canadians. *Receiving a tax receipt* is the factor identified as important by the smallest proportion (66%), but that proportion has increased somewhat since 2005 (up 5 points).

Because three of the four factors have such universally high importance ratings, it is useful to look at subgroup differences for the highest rating (those assigning an importance level of 5 out of 5). The following analyses are based on those who feel that each of the factors is very important.

Importance of factors in making a donation 2005 - 2008



Q.19

Using a five-point scale, where '1' is 'Not at all important' and '5' is 'Very Important,' how important are each of the following when you consider making a charitable donation ... Knowing that the charity is registered ... The cause is one that you believe in strongly or have a personal experience with ... Knowing how the charity spends its money ... Receiving a tax receipt?

Speaking generally, a charity's registration status (knowing the charity is registered or receiving a tax receipt) is of somewhat less importance to Prairies residents than to most other Canadians. Those placing the most importance on a tax receipt are in Quebec and P.E.I.

There are some notable subgroup differences in perceived importance of the four factors. Generally speaking, higher importance is placed on the factors by older Canadians and those with less education. Specific differences by factor include the following:

- Those most likely to think it is very important to know how the charity spends its money are women (69% vs. 63%), are age 51 or over (72%, vs. 62% of Canadians under 50) and have a high school diploma or less (71%, compared to 64% of those with more education).
- Belief in, or having a personal experience with, the charity's cause is considered very important by a higher proportion of women (74%, vs. 60% of men) and by those with household incomes of \$30,000 or more (70%, vs. 59% of those with the lowest incomes).

- Knowing that the charity is registered becomes an increasingly important factor with age, and is considered more important by those 65 years of age and over (77% of seniors rating it as very important, compared to 37% of those under 31). Those most likely to say it is very important that the charity be registered have a high school education or less (67%, vs. 57% of those with higher educations).
- The perceived strong importance of a tax receipt increases along with age. It is highest for those who have made a recent donation and also increases along with the amount donated in the past year. A tax receipt is very important to higher proportions of those who have a high school education or less (57%, compared to 44% with higher education).

Recent donors are more likely than non-donors to think that these factors are very important when making a charitable giving decision, except in the case of knowing how the charity spends its money, when they are about equally as likely to say it is very important.

Importance of factors in making donation decision

Very important By region 2008

	KNOWING HOW CHARITY SPENDS ITS MONEY %	BELIEVE IN STRONGLY/ HAVE PERSONAL EXPERIENCE WITH %	KNOWING THE CHARITY IS REGISTERED %	RECEIVING A TAX RECEIPT %
Total	66	68	60	48
Atlantic	70	70	64	49
Newfoundland and Labrador	71	63	63	51
P.E.I.	73	76	61	55
Nova Scotia	70	76	66	48
New Brunswick	70	68	62	46
Quebec	68	63	62	55
Ontario	68	68	63	45
Prairies	60	69	52	44
Manitoba	57	74	47	42
Saskatchewan	55	64	53	47
Alberta	62	68	53	43
B.C.	63	72	56	46

Q.19

Using a five-point scale, where '1' is 'Not at all important' and '5' is 'Very Important,' how important are each of the following when you consider making a charitable donation ... Knowing that the charity is registered ... The cause is one that you believe in strongly or have a personal experience with ... Knowing how the charity spends its money ... Receiving a tax receipt?

Importance of information in decision to give

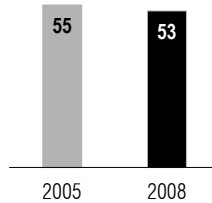
In the past year, more than half of Canadians decided against donating to a charity because they did not have enough information about it.

Canadians were asked if in the past year they had decided against donating to a charity because they did not know enough about it. Just over half (53%) say such lack of information did prevent them from donating. These results are very similar to 2005.

Reporting that a lack of information interfered with a donation is more common in Ontario and the western provinces than in Quebec and the Atlantic region. There are socio-demographic group differences as well, similar to those seen in 2005. Deciding against a donation increases proportionally with level of education and is more common among those with at least some post-graduate education (63%). It is also linked to higher levels of income (58% of those with household incomes of \$70,000 or more, compared to 43% of those with incomes under \$30,000).

Not donating due to lack of information is highest among recent donors (57%, vs. 46% of non-donors) and increases proportionately to donation amount (61% of those donating \$500 or more, vs. 43% donating less than \$50). Also notable is that 62 percent of those who visited the CRA website for charity information say they decided against donating to a charity for this reason, compared to 53 percent who did not visit the site.

Decided against donating due to lack of information 2005 - 2008



Q.20

In the past year, have you decided against donating to a charity because you did not know enough about it?

INTEREST IN LEARNING MORE ABOUT CHARITY REGULATION

Interest in learning more about how charities are monitored

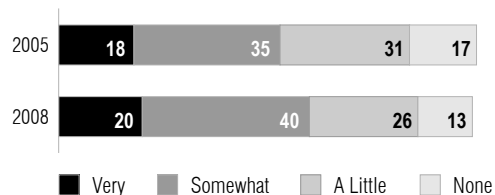
Six in ten Canadians are at least somewhat interested in learning more about how charities are monitored in Canada, a notable increase from 2005.

An important aspect of the survey is to gauge the interest Canadians have in learning more about the regulation of charities. This is both a reflection of their interest in the subject in general and of their perception of how much they personally feel they know (or do not know). As in 2005, the majority of Canadians do express at least some interest in learning more about this topic, reflecting the importance placed on charities in general and also recognition of the importance of charity regulation in protecting Canadians against fraud and ensuring that their donations are put to good use.

Six in ten say they are either very (20%, up 2 points) or somewhat (40%, up 5) interested in learning more about how charities are monitored in Canada, while four in ten are only a little (26%, down 5) or not at all (13%, down 4) interested.

Interest is highest in British Columbia (64%), Newfoundland and Labrador and Ontario (62% each), and lowest in Manitoba (55%) and Quebec (55%). Across the population, interest is strongest among women (62%, vs. 57% of men), Canadians aged 51 or older (64%, vs. 57% aged 50 and under) and recent donors (64%, vs. 52% of non-donors). Interest in learning more increases along with level of education, but does not vary significantly by household income. These findings largely echo the subgroup differences noted in 2005.

Interest in learning more about charity monitoring 2005 - 2008



Q.23

How interested would you be in learning more about how charities are monitored in Canada? Would you say that you are ...?

Level of responsibility for providing information

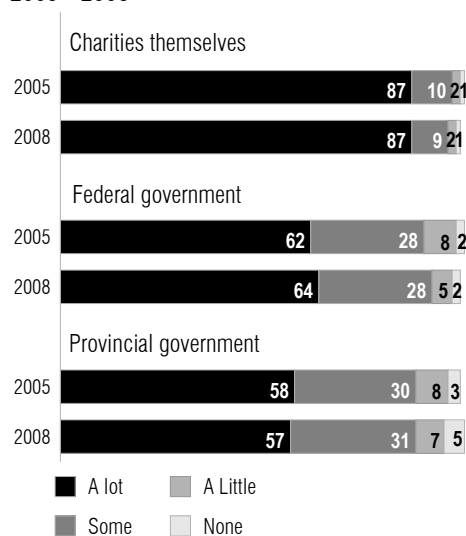
As in 2005, the burden of responsibility for providing the public with information about registered charities is most widely placed on the charities themselves, although most also see a role for federal and provincial governments.

When asked how much responsibility different organizations should have for providing information to the public about registered charities, Canadians remain most likely to say that charities themselves should bear a lot of the responsibility (87%, no change from 2005). Smaller majorities continue to feel that a lot of responsibility for such communication should be assumed by the federal (64%, up 2 points) and provincial (57%, down 1) governments.

There are some interesting differences regionally. Residents of all regions are more likely to attribute this responsibility to charities themselves; those in Nova Scotia, Ontario and Alberta are among the most adamant in this regard, with those in Quebec, Manitoba and Saskatchewan less so. Those least likely to see a major role for the federal government are residents of the Prairies and Quebec. Residents of Newfoundland and Labrador are the most likely to believe that their provincial government should have a lot of responsibility for disseminating information about registered charities; Albertans are the least likely to think this.

As in 2005, older Canadians are more likely than those aged 18 to 30 to feel that either the federal or provincial governments should have a lot of responsibility for this type of communication. Women (67%) and recent donors (66%) are marginally more likely than men (62%) and non-donors (61%) to feel the federal government should have a lot of responsibility for providing such information to the public. The view that charities themselves should have the most responsibility is linked to higher levels of education and household income.

Level of responsibility for providing information 2005 - 2008



Level of responsibility for providing information A lot of responsibility By region 2008

	FEDERAL GOVERNMENT %	PROVINCIAL GOVERNMENT %	CHARITIES THEMSELVES %
Total	64	57	87
Atlantic	70	64	89
<i>Newfoundland and Labrador</i>	77	72	88
<i>P.E.I.</i>	79	66	89
<i>Nova Scotia</i>	68	63	92
<i>New Brunswick</i>	65	58	86
Quebec	60	58	81
Ontario	70	58	91
Prairies	57	48	87
<i>Manitoba</i>	61	50	81
<i>Saskatchewan</i>	62	51	82
<i>Alberta</i>	54	46	91
B.C.	64	57	88

Q.24

How much responsibility should ... have for providing information to the public (about registered charities) ...?

Usefulness of information on charity regulation

Canadians are most interested in obtaining information about how to learn if a charity is registered or if it can issue tax receipts, but would also value learning about where the money goes and the charities' mandates; Internet and mail are preferred communications methods.

Usefulness of specific information topics. Canadians were told that the CRA provides information on a range of topics about registered charities, and were asked to rate the usefulness to them of five different topics. Strong majorities of Canadians feel that each of the topics would be at least somewhat useful to them—a similar result to 2005—so it is most useful to focus analysis on the proportions saying that each would be very useful.

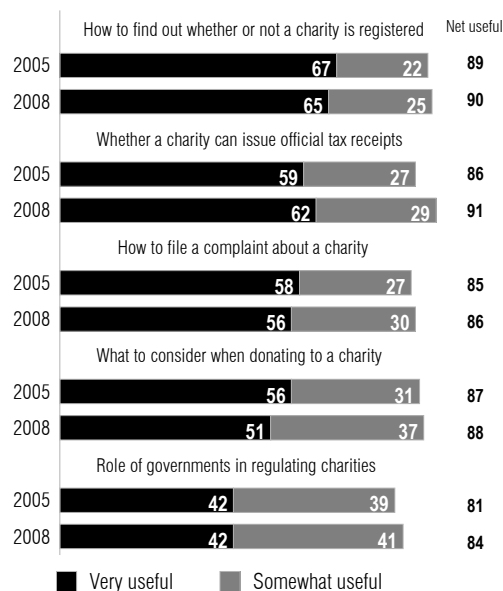
Of the topics presented, Canadians are most likely to say that *how to find out if a charity is registered* would be very useful (65%, down 2 points from 2005), followed closely by *whether a charity can issue tax receipts* (62%, up 3 points). As observed in the question about how someone could tell if a charity is registered, a significant number of Canadians see a “registered charity” and a charity being able to issue tax receipts as meaning the same thing.

Canadians are only slightly less likely to say it would be very useful to know *how to file a complaint about a charity* (56%, down 2 points) and to receive information about *what to consider when making a donation* (51%, down 5). As in 2005, Canadians are least likely to feel that information about the *role of federal or provincial governments in regulating charities* would be very useful (42%, no change).

As was the case in 2005, Canadians are most likely to say that any of these topics would be very useful if they indicate they are at least somewhat interested in learning more on the topic of charity regulation in general. There are no overarching patterns in perceived usefulness by region or other subgroup factors. The following are some specific findings in the subgroups that feel that each of these topics would be very useful to them:

Usefulness of information

2005 - 2008



Q.26

The Canada Revenue Agency provides information on a range of topics about registered charities in Canada. How useful would each of the following types of information be to you ... How to find out whether or not a charity is registered ... Whether a charity can issue official tax receipts ... Information about what to consider when donating to a charity ... How to file a complaint about a charity ... Information about the role of federal and provincial governments in regulating charities?

- Most likely to rate as very useful the topic of *how to find out whether or not a charity is registered* are Ontarians (69%), women (69%), those aged 31 and older (67%), recent donors (68%), CRA website visitors (73%) and those aware of any organization responsible for monitoring charities (69%).

- *Whether a charity can issue tax receipts* is of greatest use to residents of Quebec (67%) and the larger urban centres (68%), seniors (73%), recent donors (69%) and those with higher awareness of registered charities (aware of any advertising, aware of any organization monitoring charities, and website visitors).
- The usefulness of *how to file a complaint about a charity* is highest among residents of P.E.I. (61%), Nova Scotia (60%) and Ontario (58%), and those aged 31 to 64 (59%).
- *Information about what to consider when making a donation* would be most useful to residents of P.E.I. (58%) and Quebecers (56%), women (55%), those aged 51 and over (56%), those with a high school education or less (60%), and those who say they are aware of seeing ads or information about how to donate wisely (56%). Very useful ratings decrease inversely with increases in education level, household income and amount of last year's donation.
- *The role of federal or provincial governments in regulating charities* is considered very useful by higher proportions of Quebecers (52%) and by seniors (55%). Rating this type of information as very useful decreases inversely with increases in education level, household income and amount of last year's donation.

Suggestions for other topics of interest. To ensure that information needs around the subject of registered charities are fully understood, Canadians were given an opportunity to volunteer what kinds of information might be of interest about registered charities or how such information might be communicated to them. About three in ten Canadians indicate a topic of interest, and one-third mention something about communication methods. Nine percent make some other, more general comment. Half (50%) offer no suggestion.

The most frequently mentioned topics of potential interest are financial statements or "where does the money go" (16%) and information on the charity's mandate (10%). Other topics, each mentioned by five percent or fewer, include charity listings (5%), govern-

ment information on charities (4%), fraud warnings or how to establish legitimacy (4%) and information about tax deductions (2%). Two percent indicate they dislike charities and do not want information about them.

Some also made suggestions for how information on registered charities could be communicated, notably websites/on-line (17%), pamphlets or information in the mail (13%), and use of various media such as TV, newspapers or radio (10%). Small numbers mention receiving information with GST cheques or income tax forms (3%), or a 1-800 number (1%).

Suggestions for information needed about registered charities and communication methods

2008

	TOTAL %
Net: Preferred information method	36
Information on/from websites/on-line	17
Receive information by mail/pamphlet	13
Communication by media (various)	10
Information with GST cheques/income tax forms	3
Phone number/by phone/1-800 number	1
Net: Kind of information desired	31
Where does the money go/uses/financial statements	16
Information on the charity/what it is about/mandate	10
Listings of charities/registered charities	5
Information provided by Government/CRA	4
Fraud warning/how to confirm legitimacy	4
Information about charities and tax deductions	2
Where to find more information	2
Dislike charities/solicitation/don't want information	2
Clear/concise/easy to use information	1
Other mentions	9
Nothing/dk/na	50

Q.28

Do you have a suggestion for what kind of information you would be interested in receiving about registered charities and how that information might be communicated to you?

Preferred information methods

A growing number of Canadians would prefer to contact the CRA via the website for information on registered charities. Advertising in the media or brochures in government mailings are preferred ways for the CRA to disseminate this type of information.

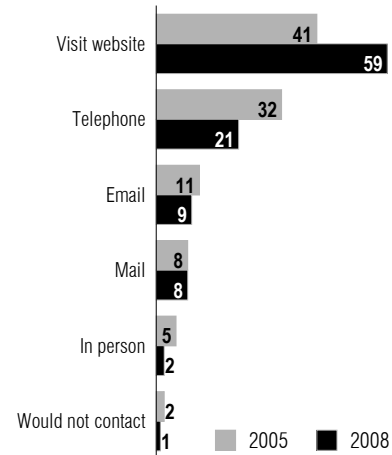
Contacting CRA for information. Canadians were asked a prompted question about how they would prefer to contact the CRA if they needed information about registered charities. Visiting the website remains the most popular option, and interest in this method has grown considerably since 2005 (59%, up 18 points). There is now less interest in obtaining such information by telephone (21%, down 11 points), while e-mail and mail remain the choice of about one in ten. Smaller proportions mention obtaining the information in-person (2%), or volunteer that they would not in fact be interested in contacting the CRA for this type of information (1%).

Preference for contacting the CRA via the website is highest in Ontario (65%) and B.C. (65%) and lowest in Saskatchewan (46%) and P.E.I. (42%), although it is still the most mentioned option in these locations. Higher proportions of Atlantic Canadians mention contact by telephone (33%) than those residing elsewhere in the country. Preference for contact by mail is highest in Quebec (13%).

Preference for visiting the website decreases along with community size. It remains the most preferred option for those living in communities of under 100,000 people, but higher proportions in these communities also mention the telephone.

Socio-economic and demographic subgroup differences in contact preferences echo the findings of 2005. Visiting the website remains the preference of a higher proportion of younger Canadians (70% of those aged 18 to 30); mentions of this option decrease as age increases. Also as expected, website mentions increase along with increases in education level and household income and also increase along with the level of the previous year's donation. Finally, the website option is preferred most by those who have already visited it (76%, vs. 58% who have not visited).

Preferred method of contact 2005 - 2008



Q.25

The Canada Revenue Agency has information about registered charities, including how they are regulated. If you needed this information, how would you most prefer to contact the Canada Revenue Agency ...?

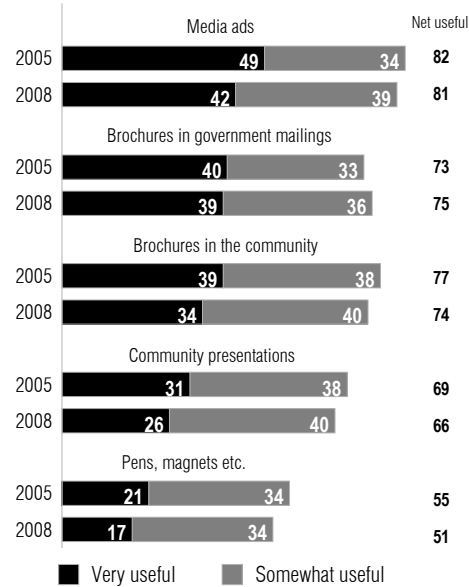
Telephone is the preferred contact method of seniors (41%) and of Canadians who do not have Internet access (58%); both of these groups also are more likely to mention the mail than their younger, more wired counterparts.

Usefulness of communication formats. Canadians were asked their opinion about the usefulness of five different ways of communicating information about registered charities. The perceived usefulness of most of these items has slipped marginally since 2005, with the exception of brochures in government mailings.

Canadians remain most apt to feel that advertising in newspapers, on television or on the radio would be at least somewhat useful (82%), and are about equally as likely to see either brochures in government mailings (75%) or brochures in the community (74%) just as useful. Somewhat fewer would find useful either community presentations (66%) or pens, magnets or other small items (51%).

Most likely to indicate that any of these options are at least somewhat useful are those Canadians who say they are interested in learning more about how charities are monitored in Canada.

Usefulness of communication methods 2005 - 2008



Q.27

How useful would each of the following ways of communicating information about registered charities be ... Presentations at local community organizations ... Informational brochures available at community locations ... Advertising in newspapers, on television or on the radio ... Informational brochures or inserts that would accompany government mailings (such as your income tax return or GST rebate cheque) ... Pens, magnets or other small items with contact information and tips about charities that could be distributed by local organizations?

Across Canada, Easterners are more likely than Westerners to rate each method as being very useful, with the difference being especially notable among Quebecers and Atlantic Canadians for those options involving community-based presentations and brochure distribution.

Canadians who have not donated in the past year are more likely than donors to think that most of these methods would be *very* useful – the sole exception being informational brochures in government mailings (36% of non-donors, vs. 40% of recent donors). Rating each option as very useful is most common among Canadians in the lowest education and household income brackets, who in turn are less likely to be donors and less likely to already be aware of charity regulation facts.

Below are other notable subgroup differences for each of the statements:

- Advertising in newspapers, on television or on the radio is considered very useful by higher proportions of women, those 18 to 30 and donors of under \$500.
- Those most likely to consider brochures in government mailings to be very useful are women and older Canadians (aged 51 and over).
- Community presentations and brochures distributed in the community are thought to be very useful by seniors, those donating less than \$100 in the past year and those in smaller communities.
- Pens, magnets or other small items are considered very useful by a higher proportion of those in rural communities and by donors of under \$100.

Usefulness of communication methods

Very useful By region 2008

	ADS IN MEDIA %	BROCHURES IN GOVERNMENT MAILINGS %	BROCHURES IN THE COMMUNITY %	COMMUNITY PRESENTATIONS %	PENS, MAGNETS, ETC. %
All Canadians	42	39	34	26	17
Atlantic	52	43	41	29	24
Newfoundland and Labrador	48	47	45	35	26
P.E.I.	52	38	43	42	33
Nova Scotia	52	44	35	24	24
New Brunswick	54	41	43	26	19
Quebec	45	42	43	38	21
Ontario	43	39	31	23	19
Prairies	35	33	28	20	11
Manitoba	37	32	25	18	10
Saskatchewan	31	28	27	21	12
Alberta	36	34	30	21	11
B.C.	38	37	30	17	9

Q.27

How useful would each of the following ways of communicating information about registered charities be ... Presentations at local community organizations ... Informational brochures available at community locations ... Advertising in newspapers, on television or on the radio ... Informational brochures or inserts that would accompany government mailings (such as your income tax return or GST rebate cheque) ... Pens, magnets or other small items with contact information and tips about charities that could be distributed by local organizations?

CONCLUSIONS AND RECOMMENDATIONS

The 2008 *Thinking About Charities* survey reveals that, as in 2005, Canadians believe that charities are very important to society, contribute to them in large numbers, and place strong importance on the value of charity registration.

The findings of this survey also indicate that there continues to be significant knowledge gaps regarding the regulation of charities. Few can name any organization responsible for monitoring charities in Canada, and fewer still associate this function with the CRA, although there has been a notable increase in the proportion of Canadians who are aware that there are organizations responsible for monitoring charities. As such, few express strong confidence that charities are being well-regulated. As more Canadians become aware of the CRA's involvement in charity registration, their confidence in how well charities are being monitored in Canada should increase.

The value of an effective registration and reporting system for charities is recognized, despite lack of specific knowledge about it. Most Canadians continue to agree that they would only donate to registered charities, and close to half believe there is a serious problem with organizations that fraudulently collect money as donations. Most acknowledge that more information on charity regulation is needed to ensure that donations are made wisely, and there is considerable interest among Canadians in learning more about this topic.

Canadian visits to the CRA Charities website to access charity information have increased since 2005 but remain low, indicating that greater promotion is needed to make Canadians aware of the extensive and valuable resources available on the site.

Based on the findings and conclusions of this research, the following recommendations are provided to the CRA for consideration:

1. Information about the regulation of charities in Canada should be aimed at all adult Canadians, both donors and potential donors; however, it may be advisable to direct specific communications at seniors, a high proportion of whom are current donors, and at young adults, who are the donors of the future.
2. Regionally, Quebec residents are the most likely to think that charities are very important to society and a targeted regional public education campaign could increase awareness of the CRA's involvement in charities regulation. The Prairie provinces, specifically Saskatchewan, also have somewhat lower knowledge and awareness about charity registration, although they are as likely as any to be donors, and may benefit from targeted information.
3. The CRA, as a trusted government agency, can be more strongly positioned as the organization responsible for the registration of charities, and as the national authority for charity regulation information. The Agency may need to consider a campaign to reach greater numbers of Canadians than is possible through occasional newspaper notices and trade show appearances. There appears to be a good opportunity to do this through brochures in government mailings as well as through traditional broadcast media, as Canadians say they would be most receptive to these methods. The CRA Charities website should be featured prominently in future promotions, and it may be advisable to secure an easier to remember, distinct web address or URL specifically for the donor site.

4. Comparing the 2005 survey results to 2008, it is clear that the number of Canadians who would turn to the Internet as their preferred way to access needed charity regulation information from the CRA is growing. Therefore, it is a tremendous advantage that the CRA has created a comprehensive website for provision of this information. However, obtaining information from this site requires that people be proactive, and to be aware that such information is available. Increased awareness and use of the site will require sustained promotional activity. It should also be noted that about 30 percent of Canadians over the age of 18 do not regularly access the Internet, therefore print or other media should be considered as a supplement to Internet communications.¹⁰ This is especially important given that a high proportion of seniors are donors.
5. As promotional activities around charity registration and the CRA charities website continue, additional research should be conducted over time to assess the effectiveness of education and communications initiatives.

¹⁰ Statistics Canada: The Canadian Internet Use Survey 2005.

SURVEY METHODOLOGY

The 2008 *Thinking About Charities* survey was conducted by telephone with a representative sample of 3,003 residents of Canada aged 18 or older from January 3 to February 3, 2008. The margin of error for a sample of 3,003 is ± 1.8 percentage points, 19 times in 20. The margin of error is greater for results pertaining to regional or socio-demographic subgroups of the total sample.

Questionnaire design

The questionnaire used for this study was based largely on the one used for the 2005 baseline survey, with some new questions added to test understanding of what a registered charity is and about the CRA Charities website. Some questions were not repeated in the interest of keeping the survey to a reasonable length. A copy of the final questionnaire is in the Appendix to this report.

The questionnaire was pre-tested (in English and French) on a sample of “live” respondents prior to being finalized, using the same methodology that was used for the final survey. Only minor text changes were required, but as a result of the timing of surveys in the pre-test, the decision was made to delete two multi-part questions.

Sample selection

Consistent with the 2005 baseline survey, the sampling method for the 2008 Annual Survey was designed to complete interviews with Canadians (over 18 years of age) living within households randomly selected across the 10 provinces. Quotas disproportionate to the provincial populations were used to allocate interviews, in order to ensure robust sample sizes for all provinces. The “most recent birthday” sample selection technique was used to select the respondent

at random. Households were disqualified or screened out of the survey if anyone in the home was currently employed by a charity.

The final sample was distributed as follows. The margin of error (shown in % at the 95% confidence level) is calculated on the unweighted sample size.

	# UNWEIGHTED	MARGIN OF ERROR (%) ¹	# WEIGHTED
Newfoundland and Labrador	226	6.5	57
Prince Edward Island	225	6.5	16
Nova Scotia	225	6.5	91
New Brunswick	225	6.5	69
Quebec	455	4.6	729
Ontario	675	3.8	1,142
Manitoba	225	6.5	109
Saskatchewan	225	6.5	89
Alberta	262	6.1	304
British Columbia	260	6.1	397
CANADA	3,003	1.8	3,003

¹ Margin of sampling error at the 95% confidence level

Environics uses a sampling method in which the sample is generated using the RDD (random digit dialling) technique. Samples are generated using a database of active phone ranges. These ranges are made up of a series of contiguous blocks of 100 contiguous phone numbers and are revised three to four times per year after a thorough analysis of the most recent edition of an electronic phonebook. Each number generated is put through an appropriate series of validation procedures before it is retained as part of a sample. Each number generated is looked up in a recent electronic phonebook database to retrieve geographic location, business indicator and “do not call” status.

The postal code for listed numbers is verified for accuracy and compared against a list of valid codes for the sample stratum. Non-listed numbers are assigned a “most probable” postal code based on the data available for all listed numbers in the phone exchange. This technique ensures both unlisted numbers and numbers listed after the directory is published are included in the sample.

From within each multi-person household contacted, respondents 18 years of age and older were screened for random selection using the “most recent birthday” method. The use of this technique produces results that are as valid and effective as enumerating all persons within a household and selecting one randomly. In the data analysis, the sample was weighted by region based on population data to reflect the actual proportions of each region. The sample was also weighted by age and gender to reflect proportions found in the general population.

Survey administration

Fieldwork was conducted at Environics’ central facilities in Toronto and Montreal. Field supervisors were present at all times to ensure accurate interviewing and recording of responses. Ten percent of each interviewer’s work was unobtrusively monitored for quality control in accordance with the standards set out by the Marketing Research and Intelligence Association (MRIA). A minimum of eight calls were made to a household before classifying it as a “no answer.” The average length of time to complete a survey interview was 16 minutes.

Weighting

The sample for this survey was drawn disproportionately to ensure a minimum number of completions in each of the 10 provinces. To ensure that the results are representative of the population as a whole, data were weighted to the latest available Census statistics (2006) for age within gender within province. This weighting scheme is the one most frequently used by research firms for general population national surveys of this type.

The 2005 survey employed a two-stage weighting process, in which the first stage was a household size correction by region. However, the quotas for the current study were different due to the larger sample size, and the household size correction weighting factor interfered with the provincial weighting for the smallest population provinces (most notably Prince Edward Island). As the two-stage weighting did not appear to make a significant difference in other respects, it was not used.

Completion results

The sample for this survey consisted of 3,003 interviews completed among adult Canadians.¹¹ The effective response rate for the survey is 11 percent. This is calculated as the number of responding participants (completed interviews plus those disqualified because of survey design and by quotas being filled) (3,280), divided by unresolved numbers (e.g., busy, no answer) (7,821) plus non-responding households or individuals (e.g., refusals, language barrier, missed callbacks) (18,675) plus responding participants (3,280) $[R/(U+IS+R)]$. The disposition of all contacts is presented in the table below.

Completion results

	N
Total sample dialled	36,465
UNRESOLVED NUMBERS (U)	7,821
Busy	140
No answer	3,170
Answering machine	4,511
RESOLVED NUMBERS (Total minus Unresolved)	28,644
OUT OF SCOPE (Invalid/non-eligible)	6,689
Non-residential	561
Not-in-service	5,467
Fax/modem	661
IN SCOPE NON-RESPONDING (IS)	18,675
Refusals – household	12,015
Refusals – respondent	3,187
Language barrier	943
Callback scheduled/respondent not available	2,414
Break-offs (interview not completed)	116
IN SCOPE RESPONDING (R)	3,280
Disqualified	120
Quota filled	157
Completed	3,003
RESPONSE RATE $[R / (U + IS + R)]$	11%

Non-response analysis

The calculated response rate of this survey was 11 percent. In order to maximize the response rate, the following steps were taken:

- A four-week field period, to allow for callbacks to be conducted and appointments to be kept.
- Eight callbacks were made to each listing before it was retired.
- Callback scheduling was varied to maximize the possibility of finding someone at home.
- Flexible callbacks and appointments were offered to respondents. Daytime interviewing was scheduled to pick up any appointments that were made during daytime hours.

The reported response rate for the 2005 survey was 17 percent. One of the main elements in the reduction in the 2008 response rate was an increase in refusals, which is increasingly observed in most public opinion tracking surveys. Due to this lower response rate, there could be concern about non-response bias – whether the opinions of those who refused to participate might significantly differ from those who took part.

Two aspects of the methodology attempt to limit the possibility of non-response bias in this study. First, the survey involved a very large sample of the population. Second, the resulting data were weighted to the overall target population, according to key demographics (age within gender within region). In addition, a non-response bias analysis of the data was undertaken to evaluate the reliability and external validity of the final sample (see below). As non-response bias is specific to each survey, non-response bias was assessed on two key survey variables in addition to examining population data. The findings suggest that non-response to the current survey has not affected the sample to the extent that a higher response rate would result in significant changes to the findings or to the overall conclusions of this study.

¹¹ This response rate calculation is based on a formula developed by MRIA in consultation with the Government of Canada (Public Works and Government Services).

First, the profile of the final sample of Canadians was compared to the available population data. The final sample over-represents those with higher levels of education, which is a typical pattern for telephone surveys in Canada (e.g., individuals with more education are more likely to respond to telephone surveys). Throughout the survey results, differences by education are relatively minor except for certain awareness questions and questions around wanting additional information, where such a difference can be expected. Therefore, weighting the results on this variable (in addition to the existing weighting for province, age and gender) and/or converting a greater number of less educated non-respondents would not noticeably change the survey results or the study conclusions.

Second, a comparison of “early” and “later” responders to the survey was undertaken. Early responders are those who completed the survey upon first contact; later responders required more effort to convert into a completed interview (i.e., two or more callbacks). This analysis is based on the assumption that late responders may approximate non-respondents to some degree. For this survey, a comparison of these two groups across demographic and key survey variables (opinion about the role charities play in Canada; awareness of any organizations responsible for monitoring charities; and opinion on how well charities are being monitored) reveals few significant differences, with the exceptions that later responders are less likely to be 65 years of age or over and more likely to live in major urban centres (a finding typical of most surveys). This suggests that the survey data can be generalized with confidence.

Finally, a comparison was also made across demographic and key survey variables (as indicated above) between those who say they made a charitable donation in the past 12 months and those who did not. It is possible that non-donors might be more likely to opt out of completing the survey.

Donors differ considerably from non-donors in level of knowledge about charity regulation: they are more likely to recall advertising about charitable giving; are more aware that there is a charity-regulating organization; are more likely to give a response when asked what being a registered charity means; are more aware that Canadians can claim donations on their tax returns; and are more likely to have visited the CRA website to seek information about charities. Differences between donors and non-donors are much less pronounced on attitudinal questions; however, donors are *not* significantly more likely than non-donors to think that charities play an important role in Canadian society or to think that Canadian charities are regulated very well.

Demographically, non-donors are more likely than donors to be younger and to have a low household income or a low level of education. As previously mentioned, those in these lower socio-economic groups are generally under-represented in telephone surveys. It is therefore very possible that non-donors differ from donors predominantly because of differences inherent in their socio-economic status rather than their actual beliefs or opinions. Increasing the representation of non-donors might therefore be expected to lower the results for knowledge questions, but not likely to affect responses to attitudinal questions.

Sample profile

The following table presents a profile of the final weighted and unweighted sample and how it compares to the Canadian population (18 years and older) on measured regional and demographic characteristics, based on the most recently available census data (2006, unless otherwise indicated).

CHARACTERISTICS	SAMPLE SIZE	UNWEIGHTED SAMPLE %	WEIGHTED SAMPLE %	CENSUS %	DONATION PAST 12 MO.		TYPE OF RESPONDER	
					Yes % (n=2,163)	No % (n=840)	EARLY (n=1,406) ⁴	LATER (n=1,597) ⁴
Province								
British Columbia	260	9	13	13	15	11	13	13
Alberta	262	9	10	10	10	10	11	10
Saskatchewan	225	8	3	3	3	2	4	2
Manitoba	225	8	4	4	4	3	4	3
Ontario	675	23	38	39	40	33	40	36
Quebec	455	15	24	24	19	34	22	26
Newfoundland and Labrador	226	8	2	2	2	2	2	2
Nova Scotia	225	8	3	3	3	3	3	3
New Brunswick	225	7	2	2	2	2	2	3
Prince Edward Island	225	8	*	*	1	1	1	*
Community size								
1 million plus	621	21	35	33 ¹	33	38	31	38
100,000 to 1 million	737	25	25	25 ¹	26	23	25	25
5,000 to 99,999	793	26	20	20 ¹	20	20	21	19
Less than 5,000	852	28	21	21 ¹	21	20	23	19
Gender								
Male	1,501	50	48	48	46	52	48	48
Female	1,502	50	52	52	54	48	52	52
Age group								
18 to 24 years	136	5	12	12	5	26	10	13
25 to 34 years	356	12	16	16	14	20	14	18
35 to 44 years	535	18	20	20	20	19	19	20
45 to 54 years	729	25	20	20	22	15	19	20
55 to 64 years	630	21	15	15	18	8	17	13
65 years plus	549	19	17	17	21	13	19	14
Education level								
High school or less	804	27	25	45 ³	21	31	26	24
College	933	31	31	36 ³	28	35	32	29
University +	1,197	40	43	15 ³	20	8	40	45
Household income								
Under \$30,000	461	15	14	19 ²	10	20	14	13
\$30,000 to \$49,999	533	18	16	24 ²	15	17	16	16
\$50,000 to \$69,999	433	14	14	35 ²	14	12	14	13
\$70,000 and over	939	31	34	23 ²	41	20	33	34

* Fewer than one percent

1 Canadians of all ages excl. NWT, Yukon, Nunavut 2001

2 Based on total private households 2001

3 Population aged 15 years and older 2001

4 Early responders = those answering the survey on first contact. Later responders = answered after two or more callbacks.

APPENDIX
QUESTIONNAIRE

Canada Revenue Agency
2008 Thinking About Charities

Final Questionnaire

Introduction

Good afternoon/evening. My name is _____ and I am calling from Environics Research Group, a public opinion research company. Today we are conducting a study on behalf of the Government of Canada about charities. Your responses will remain completely confidential. Please be assured we are only interested in your opinions and are not looking for donations. This survey is registered with the national survey registration system.

IF ASKED: The survey will take about 15 minutes to complete

IF ASKED: I can tell you at the end who sponsored this survey

IF ASKED: The registration system has been created by the Canadian survey research industry to allow the public to verify that a survey is legitimate, get information about the survey industry or register a complaint. The registration systems toll-free telephone number is 1-800-554-9996.

To randomly select a person in your household, may I speak to the individual living in your household who is 18 years of age or older who had the most recent birthday, and is presently at home?

INTERVIEWER: CAN ASK FOR PERSON OVER 18 WITH NEXT MOST RECENT BIRTHDAY IF MOST RECENT BIRTHDAY IS NOT AT HOME

CONFIRM WHETHER RESPONDENT WOULD LIKE TO BE INTERVIEWED IN ENGLISH OR FRENCH

READ TO ALL: In this survey, "charity" includes groups such as churches, hospitals, arts and cultural, and agencies that support education social services and international aid.

I would like to start with a general question

1. Are you or is anyone in your home employed for pay by a charity? [2005 - Q1]
IF RESPONDENT IS UNSURE, SELECT NO

01 – Yes – THANK AND TERMINATE

02 – No

99 – DK/NA

A. Role of charities in society

2. Using a five-point scale where '1' is 'Not at all important' and '5' is 'Very important', how important a role do you think charities play in Canadian society? [Q3]

01 – Not at all important
02 –
03 –
04 –
05 – Very important
VOLUNTEERED
99 – DK/NA/REFUSED

B. Awareness of registered charities

3. Besides advertising for specific charities, do you recall seeing any advertising or receiving information about how to donate wisely or how charities work in Canada? [Q4]

01 – Yes ASK Q4
02 – No SKIP TO Q5
VOLUNTEERED
99 – DK/NA/REFUSED SKIP TO Q5

4. What do you recall seeing? [Q5]

DO NOT READ - CODE ALL THAT APPLY. INTERVIEWER: RESPONDENT COULD EITHER MENTION SOMETHING THAT WAS SEEN OR WHERE IT WAS SEEN OR BOTH: CODE AS COMPLETELY AS POSSIBLE.

WHERE INFORMATION WAS SEEN

01 – Television
02 – Newspaper
03 – Letter/brochure/pamphlet received in the mail
04 – Pamphlet/brochure/flyer (general)
05 – Internet/online/web site
06 – Billboards
07 – Telephone/spoke to someone on the phone
08 – Calendar
09 – Word of mouth

WHAT INFORMATION WAS SEEN

10 – Information on what charities do/how charities work
11 – Where the money goes/how donation is spent/pie chart
12 – How to make sure charities or volunteers are legitimate
13 – About the various ways someone can donate
14 – How to leave your money/estate to charity
15 – Tax receipts/tax breaks for donations
16 – About tax shelters

98 – Other (SPECIFY _____)
99 – DK/NA

5. Do you know what is meant when a charity is said to be a “registered charity”? [NEW]
DO NOT READ - CODE ALL THAT APPLY.

01 – Can issue tax receipts
02 – Is registered with/licensed by the CRA/Canada Revenue Agency
03 – Is registered with/licensed by the government/federal government (general)
04 – Is regulated/monitored by the CRA/Canada Revenue Agency
05 – Is listed in the CRA Charities listings
06 – Is audited/financial records are checked
07 – Is legitimate/real/a worthy cause
98 – Other (SPECIFY _____)
99 – DK/NA/REFUSED

6. Are you aware that Canadians are able to claim donations to registered charities on their income tax returns? [NEW]

01 – Yes
02 – No
VOLUNTEERED
99 – DK/NA/REFUSED

- Q7 Are you familiar with how someone can confirm whether or not a charity is registered? [NEW]
DO NOT READ – PROBE FOR WAYS TO CONFIRM – CODE ALL THAT APPLY

01 – Search CRA Charities listings online/CRA website
02 – Call CRA toll-free phone line
03 – Check the receipt for a registration number
04 – Check the charity’s website/literature
05 – Call/contact the charity directly
06 – Call/contact the Better Business Bureau (BBB)
07 – Call/contact Consumer Affairs/Consumer and Corporate Affairs
08 – Check with CRA (general)
09 – Check with federal government (general)
10 – Check with provincial government
11 – Check with local/municipal government
12 – Go/search on the Internet (general)
98 – Other (SPECIFY: _____)
99 – DK/NA/REFUSED

C. Awareness of regulation of charities

8. To the best of your knowledge, are there any organizations that are responsible for monitoring charities in Canada? [Q6]

01 – Yes ASK Q9
02 – No SKIP TO Q10
VOLUNTEERED
99 – DK/NA/REFUSED SKIP TO Q10

9. (IF YES AT Q8) Do you happen to know the name of any organizations that are responsible for monitoring charities? [Q7]

DO NOT READ. CODE ALL THAT APPLY

- 01 – Canada Revenue Agency/CRA
- 02 – The Charities Directorate
- 03 – Federal Government
- 04 – Provincial Government
- 05 – RCMP
- 06 – Better Business Bureau (BBB)
- 07 – Consumer Affairs/Consumer and Corporate Affairs
- 98 – Other (SPECIFY _____)
- 99 – DK/NA/REFUSED

10. How well do you think Canadian charities are being regulated? [Q8]

READ SCALE

- 01 – Very well
 - 02 – Somewhat well
 - 03 – Neither well nor poorly
 - 04 – Somewhat poorly
 - 05 – Very poorly
- VOLUNTEERED
- 99 – DK/NA

11. Using a five-point scale where '1' is 'Strongly disagree' and '5' is 'Strongly agree', to what extent do you agree or disagree with the following statements. [Q9]

READ AND RANDOMIZE. REPEAT SCALE AS NECESSARY

- a) There is a serious problem with organizations that fraudulently collect money as donations
- b) I would only donate to registered charities
- c) Canadians have all the information they need to know about how charities are regulated

- 01 – Strongly disagree
 - 02 –
 - 03 –
 - 04 –
 - 05 – Strongly agree
- VOLUNTEERED
- 99 – DK/NA

12. I am now going to read you a number of statements about how charities are monitored in Canada. Using a five-point scale where '1' is 'Not at all aware', and '5' is 'Very aware' please indicate how aware you were of these facts before the survey began. [\[Q10\]](#)

READ AND RANDOMIZE. REPEAT SCALE AS NECESSARY

- a) Charities must be registered before they can issue official tax receipts for donations
- b) There is a difference between a non-profit organization and a registered charity
- c) The Canada Revenue Agency can apply penalties to charities that do not comply with federal regulations
- d) Charities must disclose to the Canada Revenue Agency how they raise and spend money

01 – Not at all aware

02 –

03 –

04 –

05 – Very aware

VOLUNTEERED

99 – DK/NA

READ TO ALL:

The rest of the survey focuses only on registered charities. Registered charities are organizations that can issue tax receipts for donations they receive and who are required to file annual statements with the Canada Revenue Agency on the money they received and spent. The Canada Revenue Agency monitors these practices.

D. CRA online

13. Have you ever visited the CRA web site to find information about registered charities? [\[REVISED Q12\]](#)

01 – Yes

ASK Q14 - 16

02 – No

SKIP TO Q17

VOLUNTEERED

99 – DK/NA/REFUSED SKIP TO Q17

14. (IF YES AT Q13) Using a five-point scale where '1' is 'Strongly disagree' and '5' is 'Strongly agree', to what extent do you agree or disagree with the following statements about the charities section of the Canada Revenue Agency web site. [\[Q13\]](#)

READ AND RANDOMIZE. REPEAT SCALE AS NECESSARY

- a) The site is easy to use and navigate
- b) The site provided all of the information you were looking for
- c) The information on the site is easy to understand

01 – Strongly disagree

02 –

03 –

03 –

04 – Strongly agree

VOLUNTEERED

99 – DK/NA

15. (IF YES AT Q13) One resource on the Canada Revenue Agency web site is something called “the Charities Listings,” which lists all of the registered charities in Canada. Have you ever used the Charities Listings? [\[NEW\]](#)

01 – Yes
02 – No
VOLUNTEERED
99 – DK/NA/REFUSED

16. (IF YES AT Q13) Are you aware of the section of the CRA web site that is specifically for donors and is called “Giving to charity: information for donors”? [\[NEW\]](#)

01 – Yes SKIP TO Q18
02 – No ASK Q17
VOLUNTEERED
99 – DK/NA/REFUSED ASK Q17

17. (IF NO OR DK/NA/REF AT Q13 OR Q16) The “Giving to charity” section of the CRA web site helps people make informed choices about the charities they support, by providing information about the regulation of charities, tax savings and donation receipts, plus tips on how to avoid fraud. How interested would you be in visiting this section of the CRA web site? [\[NEW\]](#)

01 – Very interested
02 – Somewhat interested
03 – Only a little interested
04 – Not at all interested
VOLUNTEERED
99 – DK/NA/REFUSED

SKIP TO Q19

18. (IF YES AT Q16) Have you ever visited the donor section of the CRA web site? [\[NEW\]](#)

01 – Yes
02 – No
VOLUNTEERED
99 – DK/NA/REFUSED

E. Personal charitable decision-making

ASK ALL

19. Using a five point scale where '1' is 'Not at all important' and '5' is 'Very Important', how important are each of the following when you consider making a charitable donation? [Q14]

READ AND RANDOMIZE. REPEAT SCALE AS NECESSARY

- a) Knowing that the charity is registered
- b) The cause is one that you believe in strongly or have a personal experience with
- c) Knowing how the charity spends its money
- d) Receiving a tax receipt

01 – Not at all important

02 –

03 –

04 –

05 – Very important

VOLUNTEERED

99 – DK/NA

20. In the past year, have you decided against donating to a charity because you did not know enough about it? [Q15]

01 – Yes

02 – No

VOLUNTEERED

99 – DK/NA/REFUSED

Q21 DELETED

F. Interest in information (for themselves as Canadians)

Q22 DELETED

23. How interested would you be in learning more about how charities are monitored in Canada? Would you say that you are... [Q18]

01 – Very interested
02 – Somewhat interested
03 – Only a little interested
04 – Not at all interested
VOLUNTEERED
99 – DK/NA/REFUSED

24. How much responsibility should [A, B, C] have for providing information to the public (about registered charities)? [Q19]

READ AND RANDOMIZE FIRST TWO STATEMENTS – LEAVE C) LAST
READ “ABOUT REGISTERED CHARITIES” THE FIRST TIME

- a) The Federal government
b) Your provincial government
c) Charities themselves

01 – A lot
02 – Some
03 – A little
04 – None
VOLUNTEERED
99 – DK/NA/REFUSED

25. The Canada Revenue Agency has information about registered charities, including how they are regulated. If you needed this information, how would you most prefer to contact the Canada Revenue Agency? [Q20]

READ AND RANDOMIZE. CODE ONE ONLY

01 – Telephone
02 – Mail
03 – Email
04 – In-person
05 – Visiting the website
VOLUNTEERED:
06 – Would not contact
99 – DK/NA/REFUSED

26. The Canada Revenue Agency provides information on a range of topics about registered charities in Canada. How useful would each of the following types of information be to you? [Q21]
READ AND RANDOMIZE.

- a) How to find out whether or not a charity is registered
- b) Whether a charity can issue official tax receipts
- c) Information about what to consider when donating to a charity
- d) How to file a complaint about a charity
- e) Information about the role of federal and provincial governments in regulating charities

01 – Very useful

02 – Somewhat useful

03 – Only a little useful

04 – Not at all useful

VOLUNTEERED:

99 – DK/NA/REFUSED

27. How useful would each of the following ways of communicating information about registered charities be?
READ AND RANDOMIZE. [Q22]

- a) Presentations at local community organizations
- b) Informational brochures available at community locations
- c) Advertising in newspapers, on television or on the radio
- d) Informational brochures or inserts that would accompany government mailings (such as your income tax return or GST rebate cheque)
- e) Pens, magnets or other small items with contact information and tips about charities that could be distributed by local organizations

01 – Very useful

02 – Somewhat useful

03 – Only a little useful

04 – Not at all useful

VOLUNTEERED:

99 – DK/NA/REFUSED

28. Do you have a suggestion for what kind of information you would be interested in receiving about registered charities and how that information might be communicated to you? [Q23]
SPECIFY
INTERVIEWER: RESPONDENT MAY NOT WISH TO MENTION BOTH KIND AND METHOD; RECORD WITH GENTLE PROBING (“Anything else about the kind of information or the way it might be communicated?”)

99 - DK/NA

G. Charitable giving

READ TO ALL: I have just a few more questions to help us classify your responses. Be assured that whatever you say will be kept anonymous and confidential.

29. Did you make a donation to any charity in the past year for which you received a tax receipt? [Q24]

01 – Yes ASK Q30
02 – No SKIP TO Q31
VOLUNTEERED
99 – DK/NA/REFUSED SKIP TO Q31

30. (IF YES TO Q29) As far as you can remember, how much did you donate to registered charities in the past year? [Q26 VARIATION]
RECORD TO NEAREST DOLLAR

\$ _____
97 – REFUSED
99 – DK/NA

H. Respondent profile

31. Do you have Internet access at home, work or school? [Q27]

01 – Yes
02 – No
VOLUNTEERED
99 – DK/NA/REFUSED

32. In what year were you born? [Q28 VARIATION]

99 – NA/REFUSE

33. What is your highest level of education? [Q30]

DO NOT READ LIST

(IF NECESSARY PROBE) (Is that some.../Did you graduate...)?

INTERVIEWER: DO NOT SAY "IS THAT JUST UNDERGRADUATE" WHEN PROBING

01 – Some Grade/Primary School

02 – Graduated Grade/Primary School

03 – Some High/Secondary School

04 – Graduated High/Secondary School

05 – Some Community College/Technical College/CEGEP

06 – Graduated Community College/Technical College/CEGEP

07 – Some Undergraduate University

08 – Graduated Undergraduate University

09 – Some Post-Graduate University

10 – Graduated Post-Graduate University

98 – Other – Specify: _____

99 – DK/NA/REFUSED

34. Including yourself, how many people live in your household? [Q31]

SPECIFY NUMBER

99 – NA/REFUSE

35. Including yourself, how many are 18 years of age and over? [Q32]

SPECIFY NUMBER

99 – NA/REFUSE

36. What is your current employment status? [Q33]

READ LIST IF NECESSARY

01 – Full time

02 – Part time

03 – Self employed

04 – Unemployed

05 – Retired

06 – Student

98 – Other – Specify: _____

99 – NA/REFUSE

37. For statistical purposes only, what is the total household income before taxes, that is, the total income of all members in this household for 2007? [Q34-36 VARIATION]
READ - CODE ONE ONLY – STOP ONCE RESPONDENT CONFIRMS CATEGORY

01 – Under \$30,000
02 – \$30,000 to under \$50,000
03 – \$50,000 to under \$70,000
04 – \$70,000 to under \$100,000
05 – \$100,000 or over
VOLUNTEERED:
99 – DK/NA/REFUSED

This completes the survey. In case my supervisor would like to verify that I conducted this interview, may I please have your first name?

First Name: _____

Thank you very much for your time and assistance. This survey was conducted on behalf of the Canada Revenue Agency, and is registered under the Federal Access to Information Act. CRA will use the information collected on this survey to improve the level of service it provides to Canadians.

IF ASKED ABOUT CRA WEB SITE: If you wish to visit the CRA Web site to learn more, the address is www.cra.gc.ca/donors. (French: www.arc.gc.ca/donateurs)

PROVIDE CRA CONTACT NAME AND PHONE NUMBER IF REQUESTED

FOR QUESTIONS RELATING TO THE SURVEY:

CRA Contact Name	Krista Holmes
Phone	613-952-0431

FOR QUESTIONS RELATING TO CHARITIES IN GENERAL:

Contact	Charities toll-free information line
Phone	1-800-267-2384 (ENGLISH) / 1-888-892-5667 (FRENCH)

THANK AND TERMINATE

RECORD

- | | |
|---------------------------|--------------------------------|
| 40. Gender [Q29] | 05 - Ontario |
| 01 – Male | 06 - Quebec |
| 02 – Female | 07 - Newfoundland and Labrador |
| | 08 - Nova Scotia |
| | 09 - New Brunswick |
| 41. Language of interview | 10 - Prince Edward Island |
| 01 – English | |
| 02 – French | 43. Community size |
| | 01 - 1 million plus |
| 42. Province | 02 - 100,000 to 1 million |
| 01 - British Columbia | 03 - 25,000 to 100,000 |
| 02 - Alberta | 04 - 10,000 to 25,000 |
| 03 - Saskatchewan | 05 - 5,000 to 10,000 |
| 04 - Manitoba | 06 - Less than 5,000 |

Agence du revenu du Canada
Pensons bienfaisance 2008

Questionnaire définitif

Bonjour/Bonsoir, mon nom est _____ et je vous appelle de la part d'Environics Research Group, une société de recherche sur l'opinion publique. Aujourd'hui, nous réalisons une étude pour le compte du gouvernement du Canada sur les organismes de bienfaisance. Vos réponses resteront strictement confidentielles. Soyez assuré(e) que nous nous intéressons seulement à vos opinions et que nous ne sollicitons pas de dons. Ce sondage est inscrit dans le système national d'enregistrement des sondages.

SI ON VOUS LE DEMANDE : Le sondage devrait se compléter en 15 minutes tout au plus.

SI ON VOUS LE DEMANDE: À la fin du sondage, je pourrai vous dire qui en est le commanditaire.

SI ON VOUS LE DEMANDE: Le système d'enregistrement a été mis sur pied par le secteur canadien œuvrant dans le domaine des sondages pour permettre au public de vérifier si un sondage est légitime, pour obtenir des renseignements généraux au sujet du secteur des sondages ou pour déposer une plainte. Le numéro de téléphone sans frais du système d'inscription est le 1-800-554-9996.

Afin de choisir au hasard une personne de votre foyer, puis-je parler à la personne vivant dans votre foyer qui est âgée de 18 ans ou plus, qui a célébré son anniversaire de naissance le plus récemment et qui est présentement à la maison ?

INTERVIEWEUR(EUSE) : VOUS POUVEZ DEMANDER À PARLER À LA PERSONNE ÂGÉE DE 18 ANS OU PLUS DONT L'ANNIVERSAIRE DE NAISSANCE EST LE DEUXIÈME PLUS RÉCENT SI CELLE DONT L'ANNIVERSAIRE LE PLUS RÉCENT N'EST PAS À LA MAISON.

CONFIRMER QUE LE/LA RÉPONDANT(E) PRÉFÈRE QUE L'ENTREVUE SE DÉROULE EN FRANÇAIS OU EN ANGLAIS

LIRE À TOUS : Dans le présent sondage, le terme «organisme de bienfaisance» comprend des groupes comme les églises, les hôpitaux, les groupes artistiques et culturels et les organismes d'éducation, les services sociaux et l'aide internationale.

J'aimerais débiter par une question d'ordre général...

1. Est-ce que vous ou un membre de votre foyer effectuez un travail rémunéré pour un organisme de bienfaisance ou de charité ? [2005 - Q1]
SI LE/LA RÉPONDANT(E) EST INCERTAIN(E), CHOISIR NON

01 – Oui – REMERCIER ET TERMINER

02 – Non

99 – NSP/PR

A. Rôle des organismes de bienfaisance dans la société

2. Sur une échelle de 5 points où «1» signifie «Pas du tout important» et «5» signifie «Très important», dans quelle mesure pensez-vous que les organismes de bienfaisance jouent un rôle important dans la société canadienne ? [Q3]

01 – Pas du tout important
02 –
03 –
04 –
05 – Très important
NON SUGGÉRÉ
99 – NSP/PR/REFUS

B. Connaissance des organismes de bienfaisance enregistrés

3. À part des annonces pour des organismes de bienfaisance spécifiques, vous souvenez-vous d'avoir vu de la publicité ou reçu de l'information concernant la manière de faire des dons judicieux ou sur le mode de fonctionnement des organismes de bienfaisance au Canada ? [Q4]

01 – Oui POSER LA Q4
02 – Non PASSER À LA Q5
NON SUGGÉRÉ
99 – NSP/PR/REFUS PASSER À LA Q5

4. Que vous souvenez-vous d'avoir vu ? [Q5]

NE PAS LIRE - INSCRIRE TOUTES LES RÉPONSES QUI S'APPLIQUENT. INTERVIEWEUR(EUSE) : LE/LA RÉPONDANT(E) POURRAIT MENTIONNER SOIT QUELQUE CHOSE QU'IL OU ELLE A VUE OU L'ENDROIT OÙ IL OU ELLE L'A VUE : INSCRIRE LA RÉPONSE AUSSI COMPLÈTEMENT QUE POSSIBLE.

OÙ L'INFORMATION A ÉTÉ VUE

01 – Télévision
02 – journaux
03 – Lettre/brochure/dépliant reçu par la poste
04 – Circulaire /brochure/dépliant (en général)
05 – Internet/en ligne/site Web
06 – Panneaux-réclame
07 – Téléphone/a parlé à quelqu'un au téléphone
08 – Calendrier
09 – Bouche-à-oreille

L'INFORMATION QUI A ÉTÉ VUE

10 – Information sur ce que font les organismes de bienfaisance/leur fonctionnement
11 – Où va l'argent/comment les dons sont dépensés/diagramme circulaire
12 – Comment s'assurer de la légitimité des organismes de bienfaisance/des bénévoles
13 – Sur les différentes façons de faire un don
14 – Façon de léguer votre argent/vos biens à des organismes de bienfaisance
15 – Reçus aux fins de l'impôt /Allègements fiscaux pour dons
16 – Sur les abris fiscaux

98 – Autre (PRÉCISER _____)
99 – NSP/PR

5. Savez-vous ce que cela signifie lorsqu'un organisme de bienfaisance est appelé un « organisme de bienfaisance enregistré » ? [NOUVELLE]
NE PAS LIRE - INSCRIRE TOUTES LES RÉPONSES QUI S'APPLIQUENT.

01 – Il peut émettre des reçus officiels aux fins de l'impôt
02 – Il est enregistré auprès de/autorisé par l'ARC/l'Agence du revenu du Canada
03 – Il est enregistré auprès du/autorisé par le gouvernement /gouvernement fédéral (en général)
04 – Il est réglementé/surveillé par l'ARC/ l'Agence du revenu du Canada
05 – Il est inscrit sur la liste des organismes de bienfaisance de l'ARC
06 – Il est soumis à une vérification/ses dossiers financiers sont vérifiés
07 – Il est légitime/il existe/il représente une bonne cause
98 – Autre (PRÉCISER _____)
99 – NSP/PR/REFUS

6. Êtes-vous au courant que les Canadiens et Canadiennes peuvent déclarer leurs dons à des organismes de bienfaisance enregistrés lorsqu'ils produisent leur déclaration de revenus ? [NOUVELLE]

01 – Oui
02 – Non
NON SUGGÉRÉ
99 – NSP/PR/REFUS

- Q7 Savez-vous comment quelqu'un peut confirmer qu'un organisme de bienfaisance est enregistré ou non? [NOUVELLE]
NE PAS LIRE – SONDER POUR CONNAÎTRE LES FAÇONS DE LE CONFIRMER – INSCRIRE TOUTES LES RÉPONSES QUI S'APPLIQUENT

01 – Chercher dans la liste des organismes de bienfaisance de l'ARC qui est en ligne/site Web de l'ARC
02 – Appeler le numéros sans frais de l'ARC
03 – Vérifier sur le reçu la présence du numéro d'enregistrement
04 – Vérifier le site Web/des documents sur l'organisme de bienfaisance
05 – Appeler/communiquer directement avec l'organisme de bienfaisance
06 – Appeler/communiquer avec le Bureau d'éthique commerciale (*Better Business Bureau*)
07 – Appeler/communiquer avec le Bureau de la consommation/ ministère des Consommateurs et des Sociétés
08 – Vérifier auprès de l'ARC (en général)
09 – Vérifier auprès du gouvernement fédéral (en général)
10 – Vérifier auprès du gouvernement provincial
11 – Vérifier auprès de l'administration municipale/locale
12 – Faire une recherche sur Internet (en général)
98 – Autre (PRÉCISER: _____)
99 – NSP/PR/REFUS

C. Sensibilisation à la réglementation des organismes de bienfaisance

8. À votre connaissance, existe-t-il des organisations responsables de surveiller les organismes de bienfaisance au Canada ? [Q6]

- 01 – Oui POSER LA Q9
- 02 – Non PASSER À LA Q10
- NON SUGGÉRÉ
- 99 – NSP/PR/REFUS PASSER À LA Q10

9. (SI OUI À LA Q8) Connaissez-vous le nom des organisations responsables de surveiller les organismes de bienfaisance ? [Q7]

NE PAS LIRE. INSCRIRE TOUTES LES RÉPONSES QUI S'APPLIQUENT

- 01 – L'Agence du revenu du Canada/ARC
- 02 – La Direction des organismes de bienfaisance
- 03 – Le gouvernement fédéral
- 04 – Le gouvernement provincial
- 05 – GRC
- 06 – Le Bureau de l'éthique commerciale (*Better Business Bureau*)
- 07 – Le Bureau de la consommation/ministère des Consommateurs et des Sociétés
- 98 – Autre (PRÉCISER _____)
- 99 – NSP/PR/REFUS

10. Dans quelle mesure croyez-vous que les organismes de bienfaisance canadiens sont bien réglementés ? [Q8]

LIRE L'ÉCHELLE

- 01 – Très bien
- 02 – Assez bien
- 03 – Ni bien ni mal
- 04 – Assez mal
- 05 – Très mal
- NON SUGGÉRÉ
- 99 – NSP/PR

11. Sur une échelle de 5 points où «1» signifie «Fortement en désaccord» et «5» signifie «Fortement d'accord», dans quelle mesure êtes-vous d'accord ou en désaccord avec les énoncés suivants ? [Q9]

LIRE ET RANDOMISER. RÉPÉTER L'ÉCHELLE AU BESOIN

- a) Il y a un grave problème d'organismes qui recueillent frauduleusement des dons en argent
- b) Je ferais des dons seulement à des organismes de bienfaisance enregistrés
- c) Les Canadiens et les Canadiennes ont toute l'information dont ils ont besoin pour savoir comment les organismes de bienfaisance sont réglementés

- 01 – Fortement en désaccord
- 02 –
- 03 –
- 04 –
- 05 – Fortement d'accord
- NON SUGGÉRÉ
- 99 – NSP/PR

12. Je vais vous lire un certain nombre d'énoncés concernant la façon dont les organismes de bienfaisance sont surveillés au Canada. À l'aide d'une échelle de 5 points où «1» signifie «Pas du tout au courant» et «5» signifie «Très au courant», veuillez indiquer dans quelle mesure vous étiez au courant de ces faits avant de commencer le sondage. [Q10]

LIRE ET RANDOMISER. RÉPÉTER L'ÉCHELLE AU BESOIN

- a) Les organismes de bienfaisance doivent être enregistrés avant de pouvoir émettre des reçus d'impôt officiels pour les dons de charité
- b) Il y a une différence entre une organisation sans but lucratif et un organisme de bienfaisance enregistré
- c) L'Agence du revenu du Canada peut appliquer des pénalités aux organismes de bienfaisance qui ne se soumettent pas aux règlements fédéraux
- d) Les organismes de bienfaisance doivent déclarer à l'Agence du revenu du Canada comment ils recueillent et dépensent les fonds

01 – Pas du tout au courant

02 –

03 –

04 –

05 – Très au courant

NON SUGGÉRÉ

99 – NSP/PR

LIRE À TOUS :

Le reste du sondage porte seulement sur les organismes de bienfaisance enregistrés. Les organismes de bienfaisance enregistrés peuvent émettre des reçus d'impôt pour les dons de charité qu'ils reçoivent et sont tenus de déclarer annuellement à l'Agence du revenu du Canada l'argent qu'ils ont reçu et dépensé. L'Agence du revenu du Canada exerce une surveillance de ces pratiques.

D. L'ARC en ligne

13. Avez-vous déjà visité le site Web de l'ARC afin d'obtenir de l'information au sujet des organismes de bienfaisance enregistrés ? [Q12 RÉVISÉE]

01 – Oui POLER LES Q14 - 16

02 – Non PASSER À LA Q17

NON SUGGÉRÉ

99 – NSP/PR/REFUS PASSER À LA Q17

14. (SI OUI À LA Q13) Sur une échelle de 5 points où «1» signifie «Fortement en désaccord» et «5» signifie «Fortement d'accord», dans quelle mesure êtes-vous d'accord ou en désaccord avec les énoncés suivants concernant la section sur les organismes de bienfaisance du site Web de l'Agence du revenu du Canada. [Q13]
LIRE ET RANDOMISER. RÉPÉTER L'ÉCHELLE AU BESOIN
- a) Le site est facile à utiliser et à explorer
 - b) Le site offrait toute l'information que vous cherchiez
 - c) L'information présentée sur le site est facile à comprendre
- 01 – Fortement en désaccord
02 –
03 –
03 –
04 – Fortement d'accord
NON SUGGÉRÉ
99 – NSP/PR
15. (SI OUI À LA Q13) Une ressource disponible sur le site Web de l'Agence du revenu du Canada s'appelle « La liste des organismes de bienfaisance » qui présente une liste de tous les organismes de bienfaisance enregistrés au Canada. Avez-vous déjà utilisé la liste des organismes de bienfaisance ? [NOUVELLE]
- 01 – Oui
02 – Non
NON SUGGÉRÉ
99 – NSP/PR/REFUS
16. (SI OUI À LA Q13) Connaissez-vous une section du site Web de l'ARC qui s'adresse précisément aux donateurs et qui s'appelle « Faire un don de bienfaisance : renseignements à l'intention des donateurs » ? [NOUVELLE]
- 01 – Oui PASSER À LA Q18
02 – Non POSER LA Q17
NON SUGGÉRÉ
99 – NSP/PR/REFUS POSER LA Q17
17. (SI NON OU NSP/PR/REFUS À LA Q13 OU À LA Q16) La section « Faire un don de bienfaisance : renseignements à l'intention des donateurs » du site Web de l'ARC aide les gens à faire des choix éclairés au sujet des organismes de bienfaisance qu'ils soutiennent, en leur donnant des renseignements au sujet de la réglementation des organismes de bienfaisance, des économies d'impôt et des reçus pour les dons, de même que des conseils pour prévenir la fraude. Dans quelle mesure seriez-vous intéressé(e) à visiter cette section du site Web de l'ARC ? [NOUVELLE]
- 01 – Très intéressé(e)
02 – Assez intéressé(e)
03 – Seulement un peu intéressé(e)
04 – Pas du tout intéressé(e)
NON SUGGÉRÉ
99 – NSP/PR/REFUS
- PASSER À LA Q19

18. (SI OUI À LA Q16) Avez-vous déjà visité la section du site Web de l'ARC s'adressant aux donateurs ?
[NOUVELLE]

- 01 – Oui
- 02 – Non
- NON SUGGÉRÉ
- 99 – NSP/PR/REFUS

E. Prise de décision personnelle quant aux dons

POSER À TOUS

19. Sur une échelle de 5 points où «1» signifie «Pas du tout important» et «5» signifie «Très important», dans quelle mesure chacun des aspects suivants est-il important lorsque vous songez à faire un don de charité
[Q14]

LIRE ET RANDOMISER. RÉPÉTER L'ÉCHELLE AU BESOIN

- a) Savoir que l'organisme de bienfaisance est enregistré
- b) Croire fermement à la cause ou en avoir une expérience personnelle
- c) Savoir comment l'organisme de bienfaisance dépense son argent
- d) Recevoir un reçu d'impôt

- 01 – Pas du tout important
- 02 –
- 03 –
- 04 –
- 05 – Très important
- NON SUGGÉRÉ
- 99 – NSP/PR

20. Au cours de la dernière année, avez-vous décidé de ne pas effectuer un don à un organisme de bienfaisance parce que vous ne le connaissiez pas assez ? [Q15]

- 01 – Oui
- 02 – Non
- NON SUGGÉRÉ
- 99 – NSP/PR/REFUS

Q21 DELETED

F. Intérêt pour l'information (pour le/la répondant(e)/les Canadiens)

Q22 DELETED

23. Dans quelle mesure seriez-vous intéressé(e) à en savoir un peu plus sur la façon dont les organismes de bienfaisance sont surveillés au Canada ? Diriez-vous que vous seriez ... [Q18]
- 01 – Très intéressé(e)
 - 02 – Assez intéressé(e)
 - 03 – Seulement un peu intéressé(e)
 - 04 – Pas du tout intéressé(e)
 - NON SUGGÉRÉ
 - 99 – NSP/PR/REFUS
24. Dans quelle mesure [A,B,C] devrait-il être responsable de fournir de l'information au public (au sujet des organismes de bienfaisance enregistrés) ? [Q19]
LIRE ET RANDOMISER LES DEUX PREMIERS ÉNONCÉS – LIRE C) EN DERNIER LIEU
LIRE « au sujet des organismes de bienfaisance enregistrés » LA PREMIÈRE FOIS
- a) Le gouvernement fédéral
 - b) Votre gouvernement provincial
 - c) Les organisme de bienfaisance eux-mêmes
- 01 – Très responsable
 - 02 – En partie responsable
 - 03 – Un peu responsable
 - 04 – Pas du tout responsable
 - NON SUGGÉRÉ
 - 99 – NSP/PR/REFUS
25. L'Agence du revenu du Canada détient de l'information au sujet des organismes de bienfaisance enregistrés, y compris comment ils sont réglementés. Si vous aviez besoin de ces informations, comment préféreriez-vous entrer en contact avec l'Agence du revenu du Canada ? [Q20]
LIRE ET RANDOMISER. CHOISIR UNE SEULE RÉPONSE
- 01 – Par téléphone
 - 02 – Par la poste
 - 03 – Par courriel
 - 04 – En personne
 - 05 – En visitant le site Web
 - NON SUGGÉRÉ:
 - 06 – Ne contacterait pas
 - 99 – NSP/PR/REFUS

26. L'Agence du revenu du Canada offre de l'information sur une variété de sujets concernant les organismes de bienfaisance enregistrés au Canada. Dans quelle mesure chacun des types d'information suivants vous serait-il utile ? [Q21]

LIRE ET RANDOMISER.

- a) Comment savoir si un organisme de bienfaisance est enregistré ou non
- b) Si un organisme de bienfaisance peut émettre des reçus d'impôt officiels
- c) Ce qu'il faut considérer quand on fait un don à un organisme de bienfaisance
- d) Comment déposer une plainte au sujet d'un organisme de bienfaisance
- e) Le rôle des gouvernements fédéral et provinciaux dans la réglementation des organismes de bienfaisance

01 – Très utile

02 – Assez utile

03 – Seulement un peu utile

04 – Pas du tout utile

NON SUGGÉRÉ:

99 – NSP/PR/REFUS

27. Dans quelle mesure chacun des moyens de communication suivants serait-il utile pour transmettre de l'information au sujet des organismes de bienfaisance enregistrés ?

LIRE ET RANDOMISER. [Q22]

- a) Présentations dans des organismes communautaires locaux
- b) Brochures d'information disponibles à des emplacements communautaires
- c) Annonces dans les journaux, à la télévision ou à la radio
- d) Brochures d'information ou encarts qui accompagneraient des envois postaux du gouvernement (comme votre déclaration de revenus ou de remboursement de TPS)
- e) Stylos, aimants ou autres petits articles affichant les coordonnées et des trucs au sujet des organismes de bienfaisance, qui pourraient être distribués par des organismes locaux

01 – Très utile

02 – Assez utile

03 – Seulement un peu utile

04 – Pas du tout utile

NON SUGGÉRÉ:

99 – NSP/PR/REFUS

28. Avez-vous une suggestion quant au type d'information que vous seriez intéressé(e) de recevoir au sujet des organismes de bienfaisance enregistrés et sur la manière dont cette information pourrait vous être communiquée ? [Q23]

PRÉCISER

INTERVIEWEUR(EUSE) : LE/LA RÉPONDANT(E) POURRAIT NE PAS DÉSIRER MENTIONNER À LA FOIS LE TYPE D'INFORMATION ET LA MANIÈRE DE LA COMMUNIQUER; INSCRIRE EN SONDANT LÉGÈREMENT (« Est-ce qu'il y a autre chose à propos du type d'information ou de la manière dont cette information pourrait vous être communiquée ? »)

99 - NSP/PR

G. Dons de charité

LIRE À TOUS : Il ne reste que quelques questions qui serviront à classifier vos réponses. Soyez assuré(e) que toutes vos réponses resteront confidentielles et anonymes.

29. Avez-vous fait un don à un organisme de bienfaisance au cours de la dernière année pour lequel vous avez eu un reçu d'impôt ? [Q25]

01 – Oui POSER LA Q30
02 – Non PASSER À LA Q31
NON SUGGÉRÉ
99 – NSP/PR/REFUS PASSER À LA Q31

30. (SI OUI À LA Q29) Au meilleur de vos souvenirs, combien avez-vous donné à des organismes de bienfaisance enregistrés au cours de la dernière année ? [Q26 VARIATION]
INSCRIRE AU DOLLAR PRÈS

\$ _____
97 – REFUS
99 – NSP/PR

H. Profil du/de la répondant(e)

31. Avez-vous accès à Internet à la maison, au travail ou à l'école ? [Q27]

01 – Oui
02 – Non
NON SUGGÉRÉ
99 – NSP/PR/REFUS

32. En quelle année êtes-vous né(e) ? [Q28 VARIATION]

99 – PR/REFUS

33. Quel est le plus haut niveau de scolarité que vous avez atteint ? [Q30]
NE PAS LIRE LA LISTE
(SONDER AU BESOIN) (Est-ce en partie ou au complet...) ?
INTERVIEWEUR(EUSE) : NE PAS DIRE « EST-CE SEULEMENT LE 1^{ER} CYCLE » LORSQUE VOUS SONDEZ

01 – Cours primaire en partie
02 – Cours primaire au complet
03 – Cours secondaire en partie
04 – Cours secondaire au complet
05 – Cours technique/cégep/collège communautaire en partie
06 – Cours technique/cégep/collège communautaire au complet
07 – Université 1^{er} cycle en partie
08 – Université 1^{er} cycle au complet
09 – Université 2^e-3^e cycle/études supérieures en partie
10 – Université 2^e-3^e cycle/études supérieures au complet
98 – Autre – PRÉCISER : _____
99 – NSP/PR/REFUS

34. Combien de personnes demeurent chez-vous, en vous incluant vous-même ? [Q31]
PRÉCISER LE NOMBRE

99 – PR/REFUS

35. Combien de ces personnes sont âgées de 18 ans et plus, en vous incluant vous-même ? [Q32]
PRÉCISER LE NOMBRE

99 – PR/REFUS

36. Quel est votre statut d'emploi actuel ? [Q33]
LIRE LA LISTE AU BESOIN

01 – Travaille à temps plein
02 – Travaille à temps partiel
03 – Travailleur(euse) autonome
04 – Sans emploi
05 – Retraité(e)
06 – Étudiant(e)
98 – Autre – PRÉCISER : _____
99 – PR/REFUS

37. À des fins statistiques seulement, quel est le revenu total de votre ménage avant impôts, c'est-à-dire le revenu total de tous les membres de votre foyer en 2007 ? [Q34-36 VARIATION]
LIRE – INSCRIRE UNE SEULE RÉPONSE – STOPPER UNE FOIS QUE LE/LA RÉPONDANT(E)
CONFIRME SA CATÉGORIE

- 01 – Moins de 30 000 \$
- 02 – 30 000 \$ à moins de 50 000 \$
- 03 – 50 000 \$ à moins de 70 000 \$
- 04 – 70 000 \$ à moins de 100 000 \$
- 05 – 100 000 \$ ou plus
- NON SUGGÉRÉ:
- 99 – NSP/PR/REFUS

Voilà qui termine le sondage. Au cas où mon/ma superviseur(e) voudrait s'assurer que j'ai bel et bien réalisé cette entrevue, pourrais-je avoir votre prénom ?

Prénom : _____

Je vous remercie beaucoup de votre temps et de votre collaboration. Ce sondage a été réalisé pour le compte de l'Agence du revenu du Canada et est inscrit selon les dispositions de la *Loi sur l'accès à l'information* du gouvernement fédéral. L'ARC utilisera les renseignements recueillis dans ce sondage pour améliorer le niveau du service qu'elle offre aux Canadiens et aux Canadiennes.

SI ON VOUS POSE UNE QUESTION AU SUJET DU SITE WEB DE L'ARC : Si vous désirez visiter le site Web de l'ARC pour en apprendre davantage, l'adresse est www.arc.gc.ca/donateurs. (Anglais : www.cra.gc.ca/donors)

SI ON VOUS LE DEMANDE, DONNER LE NOM ET LE NUMÉRO DE TÉLÉPHONE DE LA PERSONNE-RESSOURCE À L'ARC.

POUR TOUTES QUESTIONS SE RAPPORTANT À CE SONDAJE :

Personne-ressource à l'ARC	Krista Holmes
Téléphone	613-952-0431

POUR TOUTES QUESTIONS GÉNÉRALES AU SUJET DES ORGANISMES DE BIENFAISANCE :

Personne-ressource	Ligne sans frais d'information sur les organismes de bienfaisance
Téléphone	1-800-267-2384 (ANGLAIS) / 1-888-892-5667 (FRANÇAIS)

REMERCIER ET TERMINER

INSCRIRE

40. Sexe [Q29]

- 01 – Homme
- 02 – Femme

41. Langue de l'entrevue

- 01 – Anglais
- 02 – Français

42. Province

- 01 - Colombie-Britannique
- 02 - Alberta
- 03 - Saskatchewan
- 04 - Manitoba
- 05 - Ontario
- 06 - Québec
- 07 - Terre-Neuve et Labrador
- 08 - Nouvelle-Écosse
- 09 - Nouveau-Brunswick
- 10 - Île-du-Prince-Édouard

43. Taille de la collectivité

- 01 – 1 million et plus
- 02 – 100 000 à 1 million
- 03 – 25 000 à 100 000
- 04 – 10 000 à 25 000
- 05 – 5 000 à 10 000
- 06 – Moins de 5 000