

Muttart Foundation releases “Talking About Charities 2006”

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On October 19, 2006, the Muttart Foundation released the results of a new survey – “Talking About Charities 2006”. The survey, provided by Ipsos Reid, questioned respondents on their feelings towards and perceptions of Canadian charities. This 88-page report looks at how these views have changed since the Foundation’s 2000 and 2004 studies.

Donors, in the survey, are defined as those who have made a “financial donation in 2005, not including lottery tickets, chocolates, purchases that do not provide a tax receipt.” According to the survey 81% of Canadians are donors.

Key Findings

- According to the poll, most Canadians are at least somewhat familiar with the work carried out by charities
- Familiarity with charities increases with age
- 93% of Canadians believe charities are important because they meet the needs of and improve the quality of life of Canadians.
- 79% of Canadians trust charities; this has been a constant from past surveys. However, there has been a decrease in the number of residents in Newfoundland and Alberta who trust charities.
- 64% of Canadians believe that charities do not have sufficient funds to meet their objectives
- 38% of Canadians said that hiring commission-based professionals was acceptable
- 85% of Canadian support charities earning money through business activities
- No more than half of Canadian believe that charities are transparent in their business practices

Many of these findings have remained consistent with past years' results. The Muttart Foundation is a private foundation based in Edmonton, Alberta. *Talking About Charities 2006* is the third in a series of reports. Past reports include 2004 and 2000 surveys. Visit <http://www.muttart.org/news.htm> for more information and to view the full report.