

## WEBSITE SURVEY RESULTS: KEY HIGHLIGHTS

Charity Intelligence conducted a survey of our website visitors in November and December 2016 to better understand how Canadians are using the information we provide. We plan to use the results of this survey to improve the user experience on our website.

Thank you to the 382 survey respondents who took the time to fill in this survey. With this level of response, we are roughly 95% confident that our survey results are within a margin of error of 5%. While the confidence levels are somewhat lower for some questions, the levels of response give us great confidence in these responses.

Of the respondents, 87% were donors, 2% provide grants, donations or sponsorship as their work with another 6% of respondents working for a charity, looking to see their rating.

Survey results show our clients are extremely engaged; over 40% of respondents provided additional comments at the end of the survey, giving us a wonderful array of feedback to guide our future direction.

Overall, we found that our website visitors are using the Charity Intelligence website as planned:

- Donors are viewing charity profiles and where ratings are strong, they plan to continue to give to those charities. Many plan on increasing their giving to those highly-rated charities.
- Where ratings are lower, many donors plan to switch their giving to higher-rated charities or they plan to give less to those lower-rated charities.

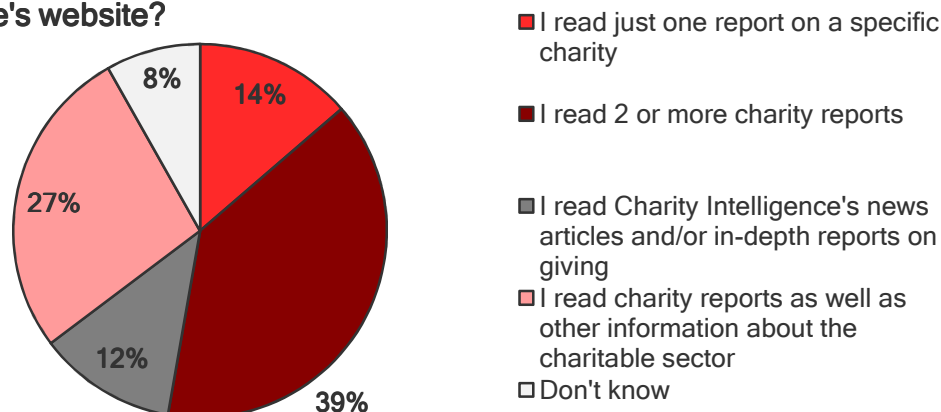
Ci's credo is ***Be Informed. Give Intelligently. Have Impact.*** We saw our website visits increase 34% over 2016 to a total of 345,000 visits by 280,000 visitors. Prior to this survey, we knew from our web traffic that many Canadians were coming to our site to become informed and we hoped that this would allow them to give more intelligently. We now know that Charity Intelligence's reports are changing giving behavior in ways that we believe show that donors are giving intelligently and that their donations will have greater impact.

Using the information from this survey we have calculated that the changes in donor behavior produce a Social Return on Investment of 44:1 for the operations of Charity Intelligence. For every dollar donated to Ci, \$44 worth of value was created last year from our website alone.

## 1. Donors are looking at charity profiles

Far too often we hear that people don't have the time to do their giving homework. Not so for Charity Intelligence clients. Only 14% of website visitors were what the sector calls "drive-by donors" who read just one charity review and leave. 80% of donors viewed at least 1 charity report during their latest visit (Figure 1).

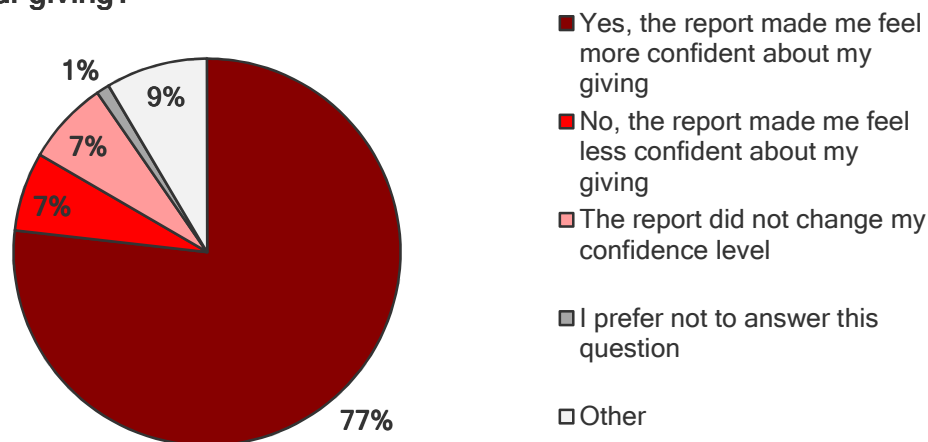
**Figure 1: During your visit, how did you use Charity Intelligence's website?**



## 2. The charity profiles made donors feel more confident about their giving

In 2007, one of Charity Intelligence's concerns was whether charity reports and ratings would undermine giving. We care deeply about giving and our efforts are to support better giving. What if ratings did more harm than good? To us, having information about charities buoyed our confidence and giving. But what about others? These first survey results are a huge validation of Charity Intelligence's work: Over two-thirds (77%) of donors who viewed charity reports felt more confident about their giving after viewing the report(s) (Figure 2).

**Figure 2: Did viewing the report make you feel more confident about your giving?**

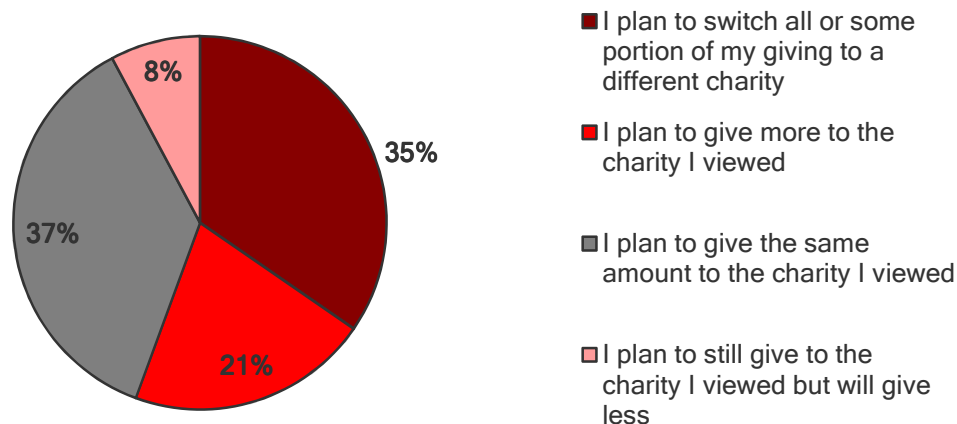


### 3. Charity reports cause donors to change their giving

Confidence in giving is great, but if donors do not change their behavior after visiting our website, then Charity Intelligence has not had an impact. To understand our impact, we asked donors about how our reports change their giving and we were thrilled to see a huge impact. After viewing the charity report(s), Figure 3 shows that 63% of donors planned to change their giving:

- 35% planning to switch all or some portion of their giving
- 21% planning to give more (an average increase of 32%) to the charity viewed
- 8% planning to still give to the charity but they will give less (average of 35% less)
  - Of those who said they would give less, 78% stated that they would make up the difference in giving by giving to another charity

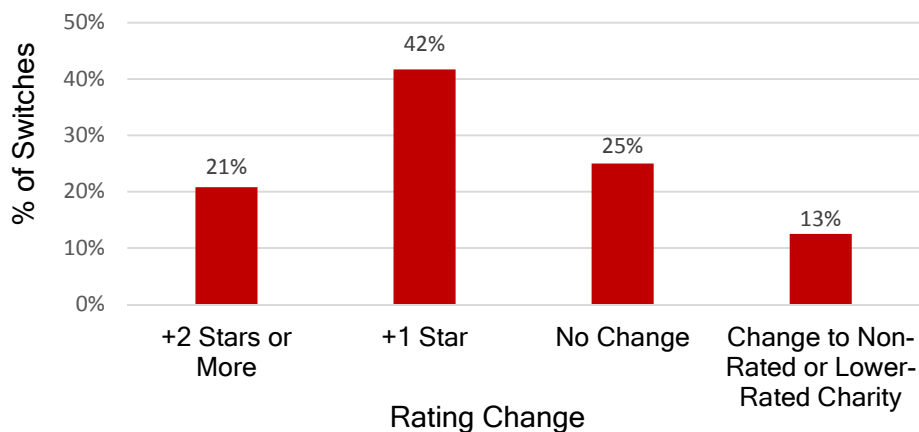
**Figure 3: After viewing the charity report, which answer best reflects your giving plans?**



### 4. Donors are switching to higher-rated charities

The next question we asked was whether donors are changing their giving in positive ways after viewing our site. Again what we found was the type of behavior we had hoped for: donors are giving to higher-rated charities. For donors who were planning to switch their donation the average star rating of the charities they planned to switch their giving to was 3.6 compared to 2.7 for the charities that they had originally planned to give to. Figure 4 shows the results of asking donors about their specific intentions – which charity report they initially viewed and then which charity they plan to switch their donation to. 63% of switching donors planned to give to a higher-rated charity while only 13% planned to give to either a non-rated or lower-rated charity. Other information on the Ci website also appears to be informing donor decisions as 16% of donors planned to switch their donation to our Canadian Charity Impact Fund (CCIF) or to individual charities in the CCIF, and 8% of donors planned to switch away from giving to charitable lotteries.

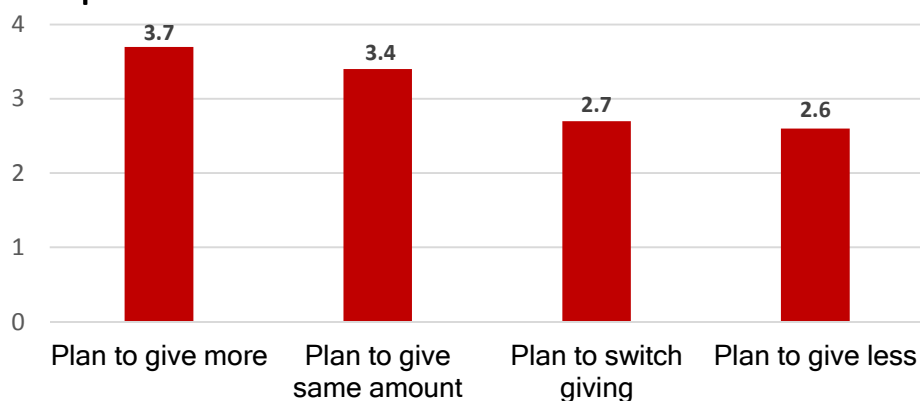
**Figure 4: Star Rating Changes When Donors Switch Donations**



## 5. Donors are changing their giving based on the charity ratings

Donors are examining our charity reports and switching away from or giving less to lower-rated charities and supporting higher-rated charities with the same or increased donations. Donor behavior can be seen from Figure 5. The average star rating for charities that donors planned to give more to or planned to continue to give the same amount to was significantly higher than the average star rating for charities that donors planned to switch away from or planned to give less to. This is exactly the type of behavior that we are trying to foster with our ratings.

**Figure 5: Average Star Rating of Charities by Donor Response**



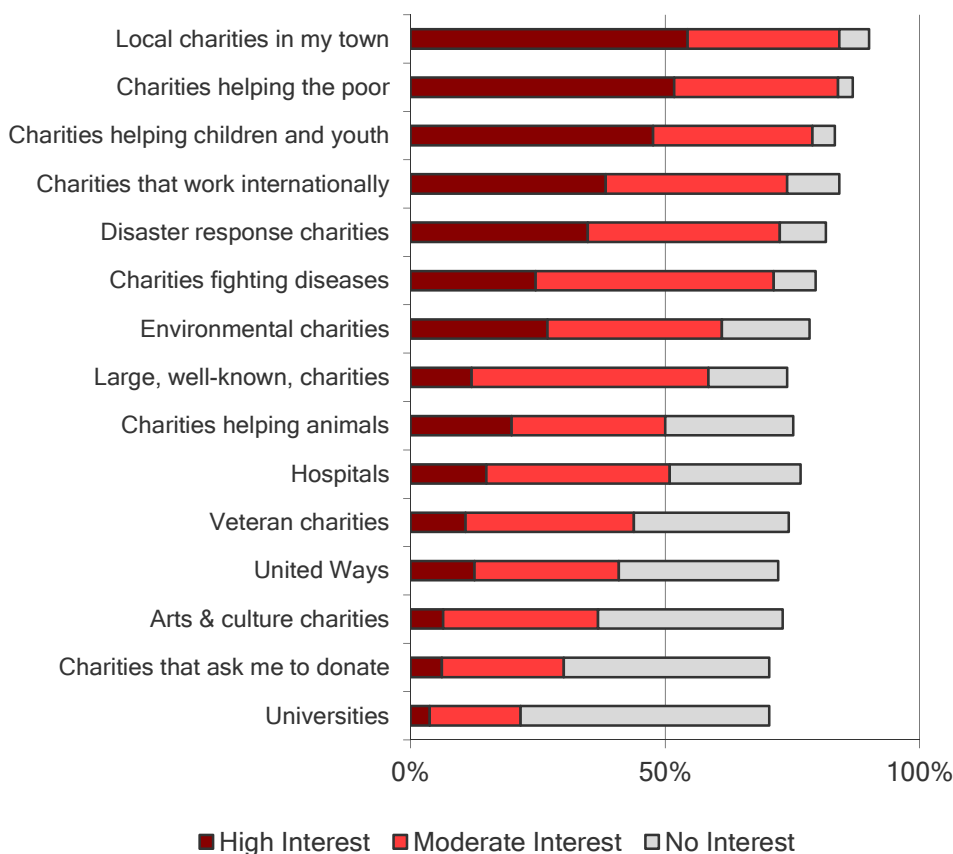
## 6. Impact of donor switching

What does this mean for the impact of our work at Charity Intelligence? Extrapolating the data from this survey on changes in donor behavior to the 280,000 visitors to Ci's website in 2016, we have estimated \$125 million in total value created by the switches in donations from lower-rated to higher-rated charities. Assuming a conservative attribution of 10% to Charity Intelligence for this added value, the operations of Charity Intelligence created a Social Return on Investment of 44:1 from website activity alone.

## 7. Donors are most interested in local charities as well as charities helping the poor and youth

When we asked what types of charities donors are most interested in, our website visitors had the most interest in local charities, charities helping the poor, charities working with children and youth, charities working internationally, and charities working in disaster relief (see Figure 6). Donors were least interested in universities, charities that ask them to donate, arts & culture charities, and United Ways.

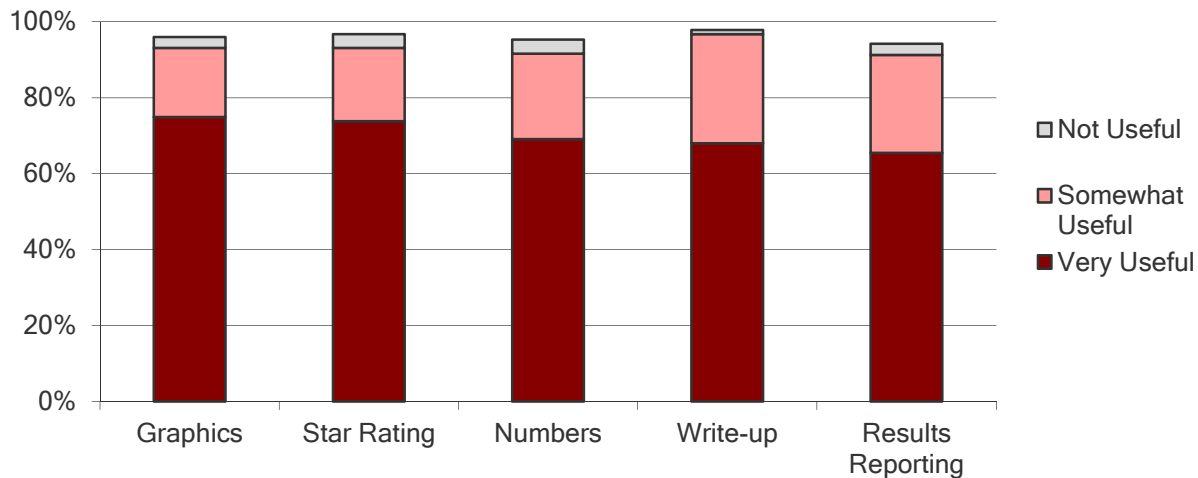
**Figure 6: Which charities are of most interest to you?**



## 8. Donors find all aspects of the charity reports useful

Charity reports on our website contain lots of different information and we wanted to know what was most useful to our visitors (Figure 7). While donors slightly preferred the graphics (showing the spending breakdown, program cost coverage and compensation) as well as the overall star rating, all aspects of the charity reports were reported as very or somewhat useful by over 90% of users. It was very encouraging to see this level of interest across all aspects of our reports.

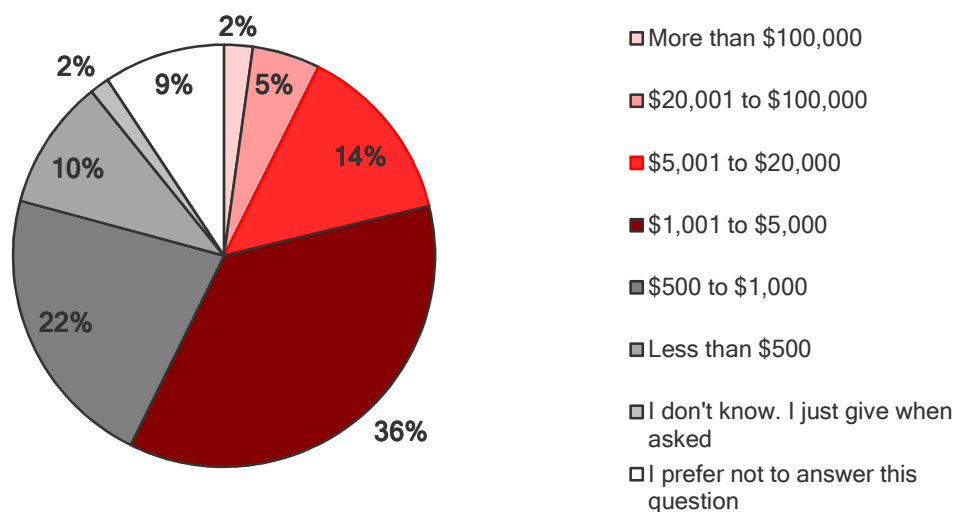
**Figure 7: How useful to you is the following information on Charity Intelligence's reports on charities?**



**9. Ci visitors appear to give more than average**

It appears that users of the Charity Intelligence website give more than the average Canadian. Average donations in Canada were \$531 per person in 2013 (latest available data) while most Ci visitors report donations in the \$1,000 to \$5,000 per year range (Figure 8).

**Figure 8: Approximately how much money do you give to charity each year (including personal giving as well as giving that is part of your work responsibilities)?**



## 10. Website feedback

At the end of the survey we asked donors to add any comments, e.g., was there information that they wanted but could not find? Over 40% of survey participants added comments to help us focus on what matters most to Canadian donors. Of this feedback, 25% was purely positive, with donors letting us know how they use the information or simply thanking us for our work. 69% of the feedback was constructive suggestions or information that donors would like to see on our website but they could not find. The topics most noted were:

- Too few charities available on the site / the charity I was looking for was not there
- More information on local charities / hard to find charities by region
- Issues about how we are communicating information
- Questions about charity salaries
- Questions about charity overhead costs
- Looking for information on charity impact
- Looking for charity comparisons
- Issues with subscriptions to our site
- Issues with the survey itself
- Specific issues with the website search function

This feedback will be our action plan for 2017:

- DIY on how to research a charity the Ci way so donors can get a better understanding of local charities
- More easily accessible search tool
- Intelligent giving to provide viewers alternative, higher-rated charities to view
- More Charity Intelligence reports on charity salaries, overhead costs and charity impact, providing context for donors
- Improved subscription service

We thank all survey respondents for their help, support and feedback. We will continue to improve the information that we provide to donors and we will focus these improvements in the areas that are most helpful for donors.

**About Charity Intelligence:** Charity Intelligence researches Canadian charities for donors to be informed and give intelligently. Charity Intelligence's website posts free reports on 700 Canadian charities, as well as in-depth primers on philanthropic sectors like Canada's environment, cancer, and homelessness. Today over 298,000 Canadians use Charity Intelligence's website as a go-to source for information on Canadian charities and have downloaded over 4 million charity reports. Through rigorous and independent research, Charity Intelligence aims to assist Canada's dynamic charitable sector in being more transparent, accountable and focused on results.

**Be Informed. Give Intelligently. Have Impact.**

[www.charityintelligence.ca](http://www.charityintelligence.ca)

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Charitable Registration Number: 80340 7956 RR0001