



## STAT SHEET – HUMANITARIAN COALITION

During the Haiti relief effort four Canadian humanitarian organizations – CARE Canada, Oxfam Canada, Oxfam Quebec and Save the Children Canada – united under the name of the Humanitarian Coalition to work together to raise funds collaboratively.

Do you believe that all Canadian humanitarian organizations should be working together like this for future emergencies like Haiti?

		Total	Yes	No	Unsure
		Responses	Percentage	Percentage	Percentage
Region	Canada 2010-01	1002	81.7	12.8	5.5
	Atlantic	100	83.0	8.8	8.2
	Quebec	250	85.2	10.1	4.7
	Ontario	293	78.9	15.8	5.3
	Prairies	209	83.9	13.1	3.0
	British Columbia	150	77.6	13.7	8.7
Gender	Male	488	77.9	15.4	6.6
	Female	514	85.3	10.3	4.4
Age	18 to 29	198	85.6	12.8	1.6
	30 to 39	192	81.4	13.2	5.4
	40 to 49	215	82.4	11.7	5.9
	50 to 59	172	78.9	14.1	7.0
	60 plus	225	80.0	12.6	7.4

Random Telephone Survey of 1,002 Canadians from January 29<sup>th</sup> to February 4<sup>th</sup>, 2010

The margin of accuracy for a sample of 1,002 is  $\pm 3.1\%$ , 19 times out of 20.

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If all Canadian humanitarian organizations were working together as a coalition for future emergencies like Haiti, would you be more likely to donate, less likely to donate, or would it have no impact on your likelihood to donate?

		Total	More likely	Less likely	No impact	Unsure
		Responses	Percentage	Percentage	Percentage	Percentage
Region	Canada 2010-01	1002	36.4	7.0	54.0	2.6
	Atlantic	100	38.2	4.8	52.9	4.1
	Quebec	250	40.6	5.3	52.6	1.5
	Ontario	293	31.6	8.9	55.2	4.3
	Prairies	209	40.0	4.6	53.0	2.4
	British Columbia	150	32.6	10.6	56.3	.4
	Gender	Male	488	31.6	8.9	56.7
Female		514	41.0	5.2	51.5	2.4
Age	18 to 29	198	44.8	5.6	48.0	1.6
	30 to 39	192	29.5	4.7	63.6	2.3
	40 to 49	215	31.7	8.3	57.6	2.4
	50 to 59	172	37.1	9.0	50.4	3.5
	60 plus	225	38.9	7.4	50.5	3.2

Random Telephone Survey of 1,002 Canadians from January 29<sup>th</sup> to February 4<sup>th</sup>, 2010

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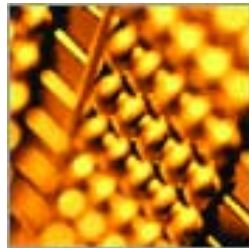
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# The Nanos Approach

At Nanos Research, we are experts at helping public-facing companies and organizations connect with the “hearts and minds” of customers or the general public. Our advantage comes from over 20 years experience in understanding the numbers and building upon them to provide strategic insight and intelligence in support of our clients’ business, marketing, public affairs and communications needs.



## Getting Started

At Nanos, we believe that small steps can lead to large insights. We are regularly in the field with a national omnibus surveys. We'll sit down with you to learn about your challenges and work on your challenge together. The results can be used to conduct a [www.justasonmi.com](http://www.justasonmi.com) basis of a broader mission plan for you to achieve your market or mind share objectives.

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- Focus Groups
- Elite in-depth interviews
- Mystery Shopping
- Management Consulting



# A Trusted Source

Our team is headed by Nik Nanos, a leader in the market and public opinion research industry recognized for the quality of his work, the insightfulness of his counsel and his professional integrity. Media organizations regularly call upon Nik Nanos and Nanos Research to capture the public pulse and analyze complex issues.



## The Nanos Research Group

Our group of companies is a national team of like-minded research professionals and organizations bound by a common commitment to quality research, quality service and superior research outcomes.



Contact us today for your next research or strategy project.

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