

Science North Report

Prepared for



By



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Methodology & Logistics

Overview

- This report represents the findings from an omnibus telephone survey of n=1000 City of Greater Sudbury residents 18 and older conducted by Oraclepoll. The results contained in this report are from the question on the issue of charitable status recognition that Science North subscribed to.

Study Sample

- A total of 1000 respondents were interviewed by telephone between the days of March 12th and March 20th 2015. A new and recent RDD database for the area that was inclusive of land lines, cell phone only residences and new numbers was purchased for this survey.

Survey Method

- The survey was conducted by telephone with live person to person interviewers using computer-assisted techniques of telephone interviewing (CATI). A total of 20% of all interviews were monitored and the management of Oraclepoll Research supervised 100%.
- Initial calls were made from 5:30 p.m. to 9:00 p.m. with call-backs of no-answers and busy numbers made on a (staggered) daily rotating basis up to 5 times (from 10:00 a.m. to 9:00 p.m.) until contact was made. In addition, telephone interview appointments were attempted with those respondents unable to complete the survey at the time of contact.

Logistics

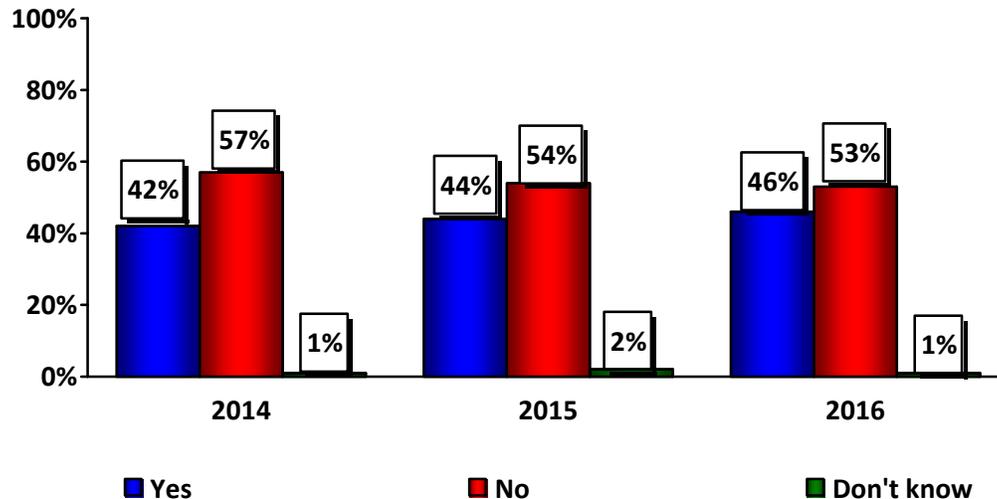
- The margin of error for this survey is 3%, 19/20 times.

Executive Summary

Registered charity

Respondents were asked if they were aware that Science North was a registered charity (not for profit charitable organization).

"Are you aware that Science North is a registered charity (non for profit charitable organization)?"



Awareness of the registered charity status of Science North continues to grow as a total of 46% of City of Greater Sudbury residents said that they are aware of the fact it is a registered charity, higher than the 44% in 2015 and the 42% in 2014.

Those in higher income brackets of \$100,000+ (48%) and under \$100,000 (46%) were most aware in relation those respondents earning under \$75,000 (38%). Older residents 55+ (50%) also had higher awareness levels, followed by 35-54 year olds (45%) and then 18-34 year olds (42%). More males (51%) in relation to females were aware (40%).

Results

“Are you aware that Science North is a registered charity (not for profit charitable organization)?”

	Frequency	Valid Percent
Yes	457	45.7
No	532	53.2
Don't know	11	1.1
Total	1000	100.0

Crosstabulations

		“Are you aware that Science North is a registered charity (not for profit charitable organization)?”		
		Yes	No	Don't know
AGE	18-34	42.0%	56.9%	1.0%
	35-54	44.8%	54.2%	1.0%
	55 and over	50.2%	48.6%	1.2%

		Q1. Are you aware that Science North is a registered charity (not for profit charitable organization)?		
		Yes	No	Don't know
	Under \$75,000	38.3%	60.0%	1.7%
	Under \$100,000	46.0%	53.2%	0.8%
	\$100,000 and over	48.4%	50.8%	0.8%

		“Are you aware that Science North is a registered charity (not for profit charitable organization)?”		
		Yes	No	Don't know
GENDER	Male	51.4%	47.6%	1.0%
	Female	40.0%	58.8%	1.2%