

















1. Which sector(s) are you involved in? (select all that apply)

		Response Percent	Response Count
conservation		76.0%	98
agriculture		21.7%	28
tourism		17.8%	23
planning		21.7%	28
education / academic		42.6%	55
stewardship		55.8%	72
industry		7.0%	9
	Other (please specify)		38
		answered question	129
		skipped question	26

2. I first learned about CCC's work through:

		Response Percent	Response Count
direct marketing contact (letter, email appeal)		3.8%	5
a member of the CCC board of directors		4.6%	6
one of CCC's programs		14.6%	19
the media (newspaper, magazine, TV)		4.6%	6
the CCC website		13.1%	17
a website other than the CCC website		11.5%	15
attending a workshop		15.4%	20
a colleague at my own organization		20.0%	26
a colleague at another organization		12.3%	16
		Other (please specify)	29
		answered question	130
		skipped question	25

3. What originally motivated you to join CCC as a member? (Select and rank the top three reasons you joined)







	1 (biggest motivator)	2	3	Rating Average	Response Count
Opportunities for stewardship actions	40.6% (13)	40.6% (13)	18.8% (6)	1.78	32
Networking with the conservation community	55.3% (42)	22.4% (17)	22.4% (17)	1.67	76
Access to information resources	30.4% (17)	46.4% (26)	23.2% (13)	1.93	56
Access to training opportunities	6.7% (1)	33.3% (5)	60.0% (9)	2.53	15
Access to research findings	28.0% (7)	32.0% (8)	40.0% (10)	2.12	25
Participating in a "big picture" conservation effort	34.0% (18)	35.8% (19)	30.2% (16)	1.96	53
Leaving a legacy / charitable contribution	11.1% (1)	11.1% (1)	77.8% (7)	2.67	9
Committed to a greener future	31.1% (14)	37.8% (17)	31.1% (14)	2.00	45
Connecting with nature	28.2% (11)	25.6% (10)	46.2% (18)	2.18	39
Other	37.5% (3)	25.0% (2)	37.5% (3)	2.00	8

Please describe "other" if ranked above 16

answered question 130

skipped question 25

4. Are you:

		Response Percent	Response Count
Retired		25.4%	36
Working part-time		8.5%	12
Working full-time		62.7%	89
Looking for work		8.5%	12
A full-time homemaker		1.4%	2
A student		2.1%	3
answered question			142
skipped question			13

5. The top three (3) benefits I have taken advantage of in my experience as a CCC member are:

	1 (biggest benefit)	2	3	Rating Average	Response Count
Opportunities for stewardship actions	33.3% (9)	29.6% (8)	37.0% (10)	2.04	27
Networking with the conservation community	45.9% (34)	36.5% (27)	17.6% (13)	1.72	74
Access to information resources	52.8% (38)	29.2% (21)	18.1% (13)	1.65	72
Access to training opportunities	25.0% (5)	25.0% (5)	50.0% (10)	2.25	20
Access to research findings	23.1% (6)	30.8% (8)	46.2% (12)	2.23	26
Participating in a "big picture" conservation effort	41.5% (17)	29.3% (12)	29.3% (12)	1.88	41
Leaving a legacy / charitable contribution	0.0% (0)	85.7% (6)	14.3% (1)	2.14	7
Committed to a greener future	16.7% (7)	40.5% (17)	42.9% (18)	2.26	42
Connecting with nature	30.6% (11)	27.8% (10)	41.7% (15)	2.11	36
Other	30.0% (3)	30.0% (3)	40.0% (4)	2.10	10

Please describe "other" if ranked above

16





answered question

131

skipped question

24

6. How likely are you to recommend CCC membership to a friend or neighbour?

		Response Percent	Response Count
Would definitely recommend it		34.6%	46
Would likely recommend it		31.6%	42
Would possibly recommend it		30.8%	41
Would not likely recommend it		3.0%	4
Would definitely not recommend it		0.0%	0
	Please explain:		38
		answered question	133
		skipped question	22