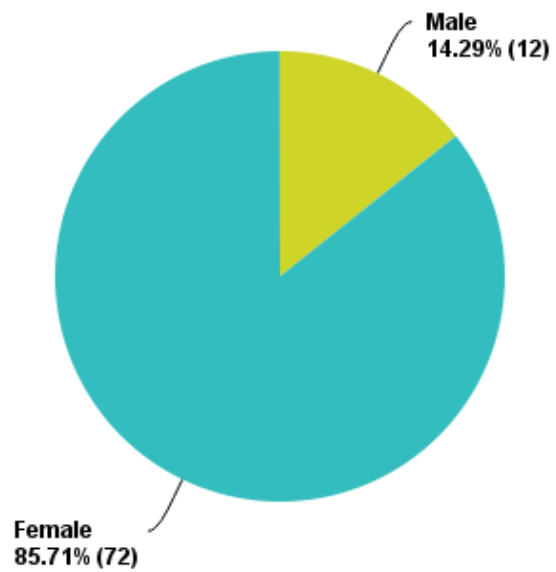


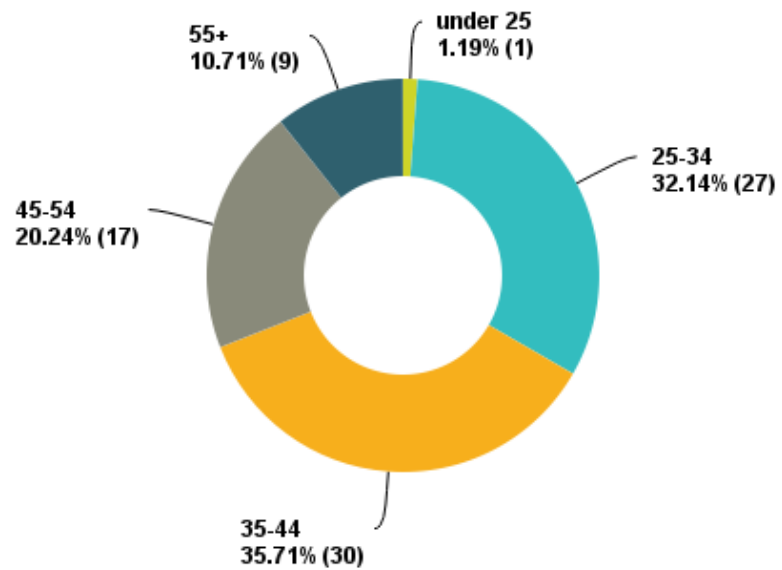
APRA Canada 2016 Membership Survey



Gender



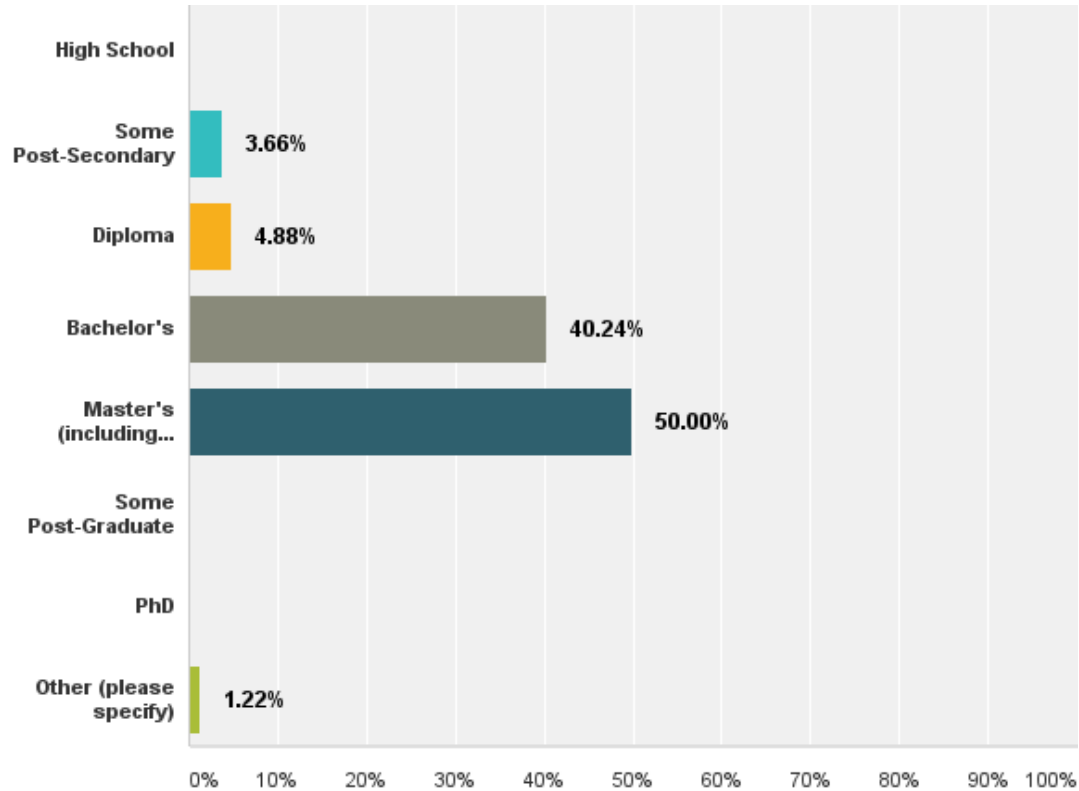
Age



What is the highest level of education you have achieved?

Answer Choices	Responses
High School	0.00% 0
some Post-Secondary	1.22% 1
Diploma	3.66% 3
Bachelor's	25.61% 21
Master's (including MLS/MLIS)	60.98% 50
Some Post-Graduate	4.88% 4
PhD	3.66% 3
Other (please specify)	0.00% 0
Total	82

What was the highest level of education preferred for your position?



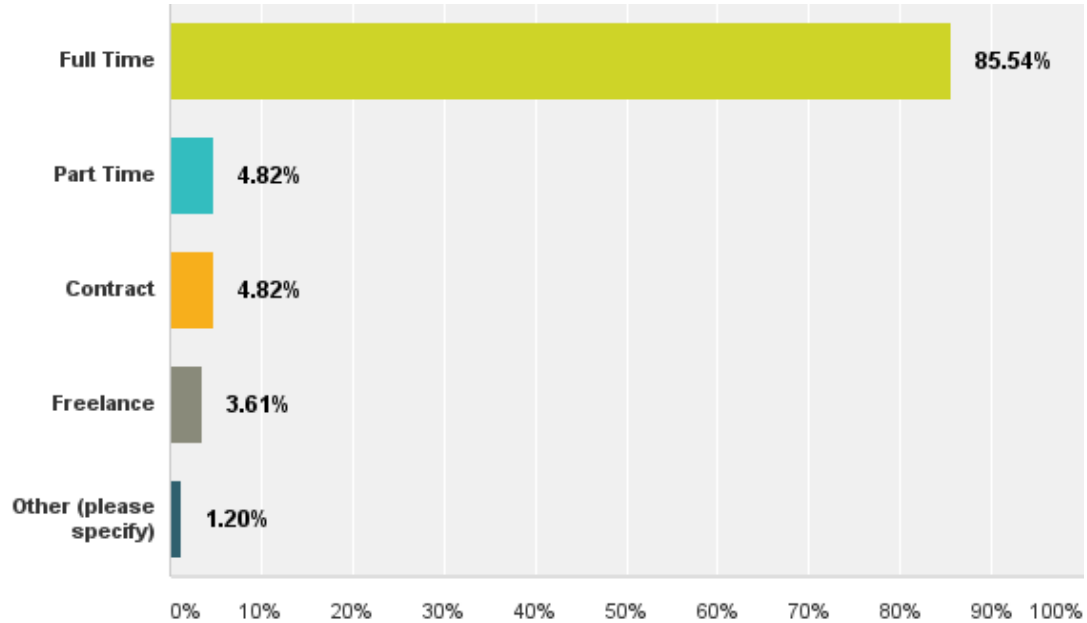
What is your geographic location?

Answer Choices	Responses	
Alberta	19.05%	16
British Columbia	11.90%	10
Manitoba	1.19%	1
New Brunswick	0.00%	0
Newfoundland & Labrador	0.00%	0
North West Territories	0.00%	0
Nova Scotia	2.38%	2
Nunavut	0.00%	0
Ontario	61.90%	52
Prince Edward Island	0.00%	0
Quebec	1.19%	1
Saskatchewan	2.38%	2
Yukon	0.00%	0
Total		84

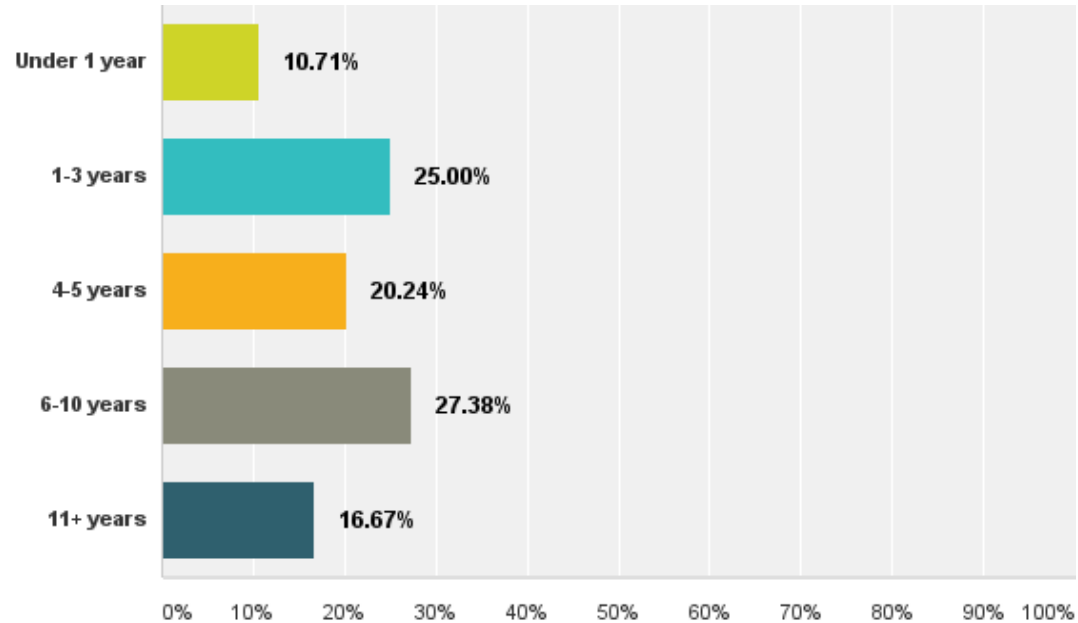
What type of organization do you work for?

Answer Choices	Responses	
Arts/Culture	7.23%	6
Environment (including animals & wildlife)	0.00%	0
Healthcare	25.30%	21
Higher Education	50.60%	42
International Development	2.41%	2
K-12 Education	2.41%	2
Religious	0.00%	0
Social/Human Services	7.23%	6
Consultant or Freelance	4.82%	4
Vendor	0.00%	0
Other (please specify)	0.00%	0
Total		83

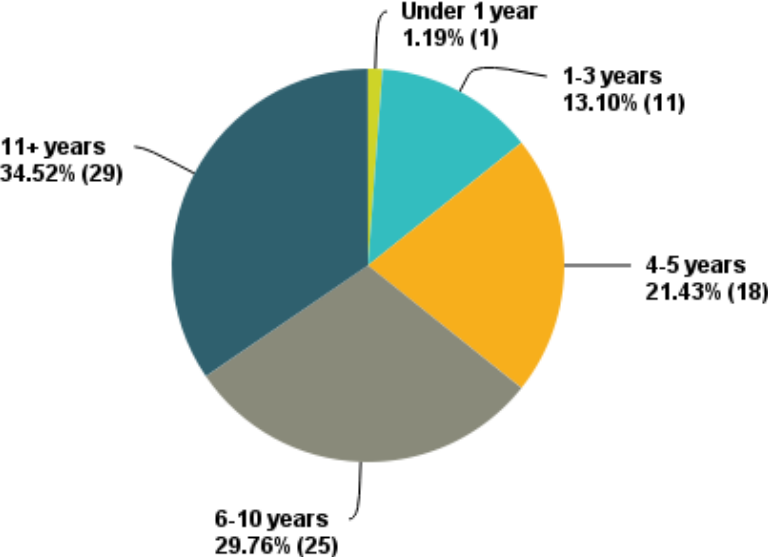
What type of position do you hold?



How many years experience do you have in prospect research?



How many years experience do you have in the charitable/not-for-profit sector?



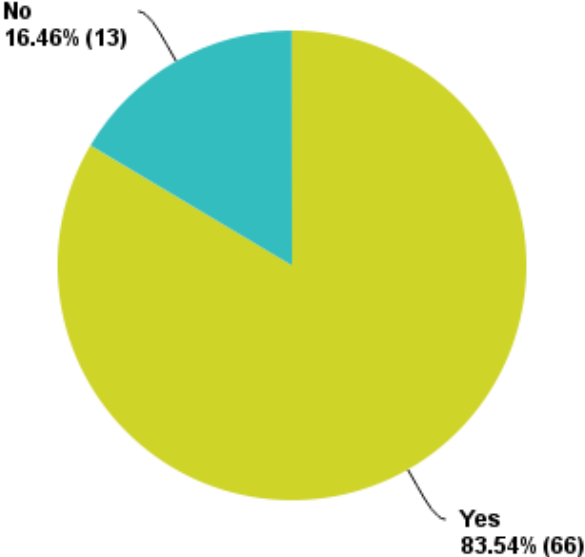
To whom do you report?

Other:

- Director, Corporate and Foundation Relations
- Director of Marketing, Research & Planning
- Special Events and Community Relations & Fund Development
- Director of Principal Gifts
- Chief Development Officer

Answer Choices	Responses
▼ Campaign Director	1.28% 1
▼ Director of Major Gifts	8.97% 7
▼ Major Gifts Officer	0.00% 0
▼ Associate/Assistant VP or Rector	1.28% 1
▼ Vice President	7.69% 6
▼ CFO	1.28% 1
▼ Director/Head of Advancement Services	15.38% 12
▼ Director of Development	15.38% 12
▼ President/Head of your organization	3.85% 3
▼ Manager/Director/Senior Member of Research Team	32.05% 25
▼ I am a Freelancer	3.85% 3
▼ Other (please specify) Responses	8.97% 7
Total	78

Is your primary role (50% or greater) prospect research? e.g. creating profiles, prospect/moves management, data mining, managing your Research team, etc.



Which of the following most closely matches your job title?

Other:

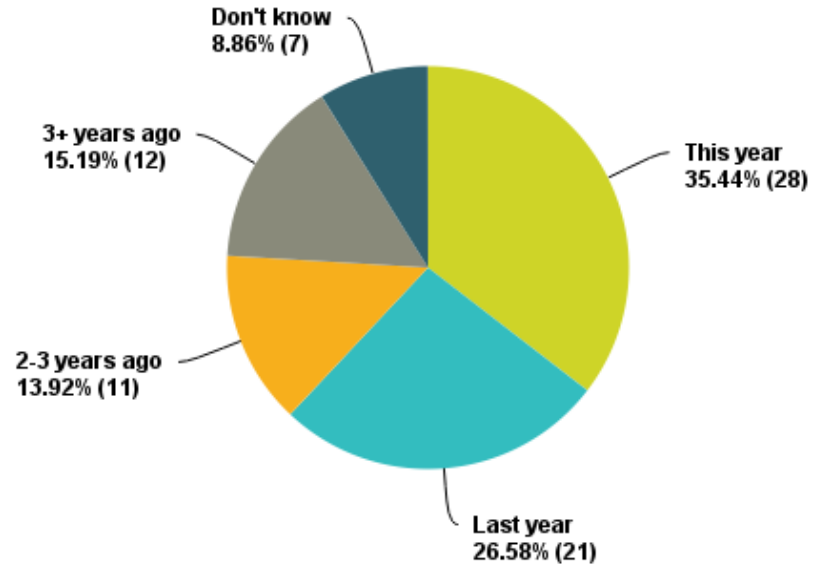
- Researcher
- Development Researcher
- Development Services
- Senior Manager
- Program Assistant
- Research Specialist
- Consultant
- Researcher/Writer
- Manager, Prospect Research & Information Systems
- External Relations Coordinator
- Manager, Prospect Management
- Vice President

Answer Choices	Responses
Assistant	0.00% 0
Associate Director	2.53% 2
Advancement/Development Officer	2.53% 2
Advancement/Development Director	1.27% 1
Database Manager/Coordinator	1.27% 1
Donations/Gift Processor	0.00% 0
Grants or Proposals Officer/Manager/Coordinator	0.00% 0
Major Gifts Officer	2.53% 2
Major Gifts Director	0.00% 0
Manager of Research	11.39% 9
Planned Giving Officer	0.00% 0
President/CEO/Executive Director	1.27% 1
Prospect Researcher	24.05% 19
Research Analyst	15.19% 12
Research Coordinator	1.27% 1
Research Officer	13.92% 11
Research Director	2.53% 2
Senior Research Officer	2.53% 2
Stewardship Officer/Coordinator	1.27% 1
Other (please specify) Responses	16.46% 13
Total	79

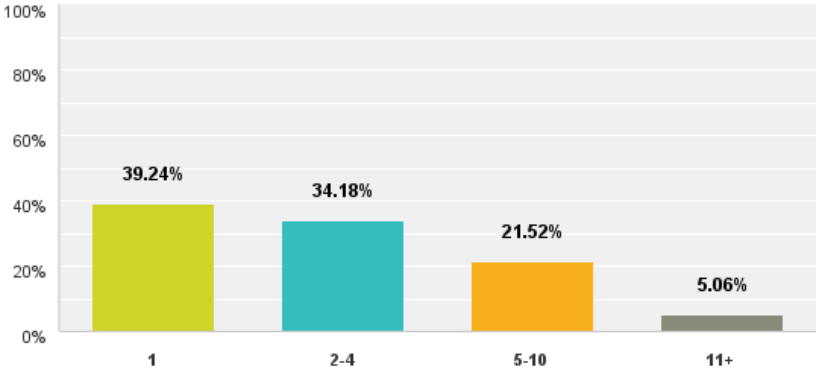
What is your salary range?

Answer Choices	Responses	
Under \$29,999	1.27%	1
\$30,000 - \$34,999	1.27%	1
\$35,000 - \$39,999	0.00%	0
\$40,000 - \$44,999	1.27%	1
\$45,000 - \$49,999	8.86%	7
\$50,000 - \$59,999	22.78%	18
\$60,000 - \$69,999	29.11%	23
\$70,000 - \$79,999	20.25%	16
\$80,000 - \$89,999	3.80%	3
\$90,000 - \$99,999	3.80%	3
\$100,000+	3.80%	3
Prefer not to answer	3.80%	3
Total		79

When was your job description last reviewed?



How many staff are in your research shop, including yourself?

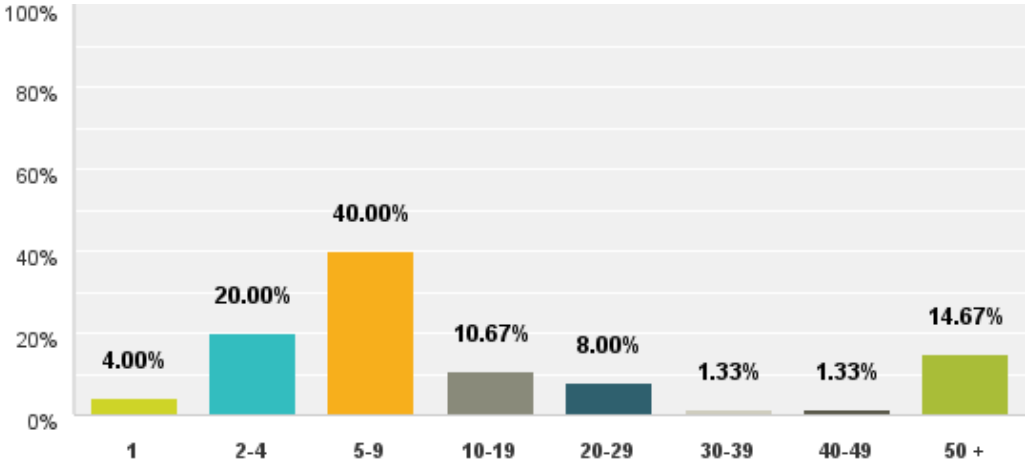


Answer Choices	Responses
1	39.24% 31
2-4	34.18% 27
5-10	21.52% 17
11+	5.06% 4
Total	79

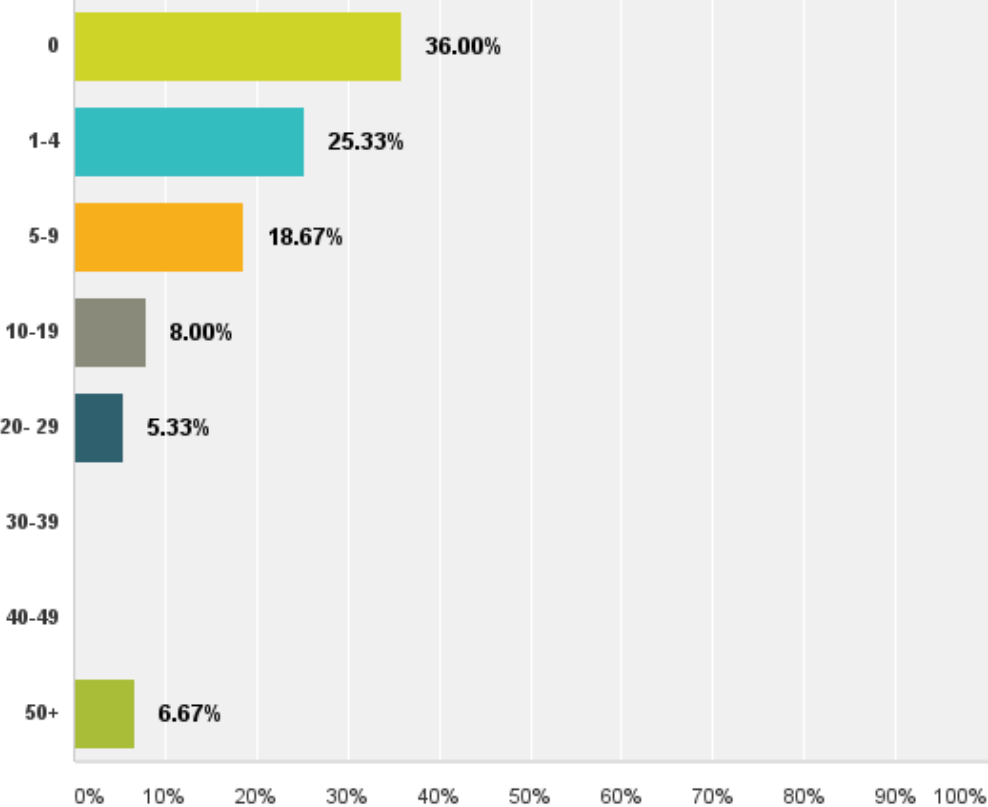
From the following list, please rank the four most important outcomes you are responsible for producing from 1 to 4 with 1 most important and 4 least important.

	1	2	3	4	Total	Weighted Average
Research Profiles	50.00% 34	27.94% 19	8.82% 6	13.24% 9	68	1.85
Prospect Lists	22.58% 14	50.00% 31	20.97% 13	6.45% 4	62	2.11
Database Management (Reports, queries, general maintenance, etc.)	18.60% 8	9.30% 4	37.21% 16	34.88% 15	43	2.88
Data Mining	11.11% 3	14.81% 4	44.44% 12	29.63% 8	27	2.93
Media Monitoring	9.09% 2	13.64% 3	36.36% 8	40.91% 9	22	3.09
Privacy Compliance	0.00% 0	0.00% 0	0.00% 0	100.00% 1	1	4.00
Proposals/Grant Writing	33.33% 4	0.00% 0	33.33% 4	33.33% 4	12	2.67
Prospect/Moves Management	14.29% 5	22.86% 8	22.86% 8	40.00% 14	35	2.89
Strategic Planning/Management/Analysis	21.74% 5	17.39% 4	34.78% 8	26.09% 6	23	2.65
Stewardship	0.00% 0	57.14% 4	14.29% 1	28.57% 2	7	2.71
Solicitation	33.33% 2	0.00% 0	16.67% 1	50.00% 3	6	2.83

How many gift officers does your shop provide services to on a regular basis? (ie. provide lists, produce profiles etc.)



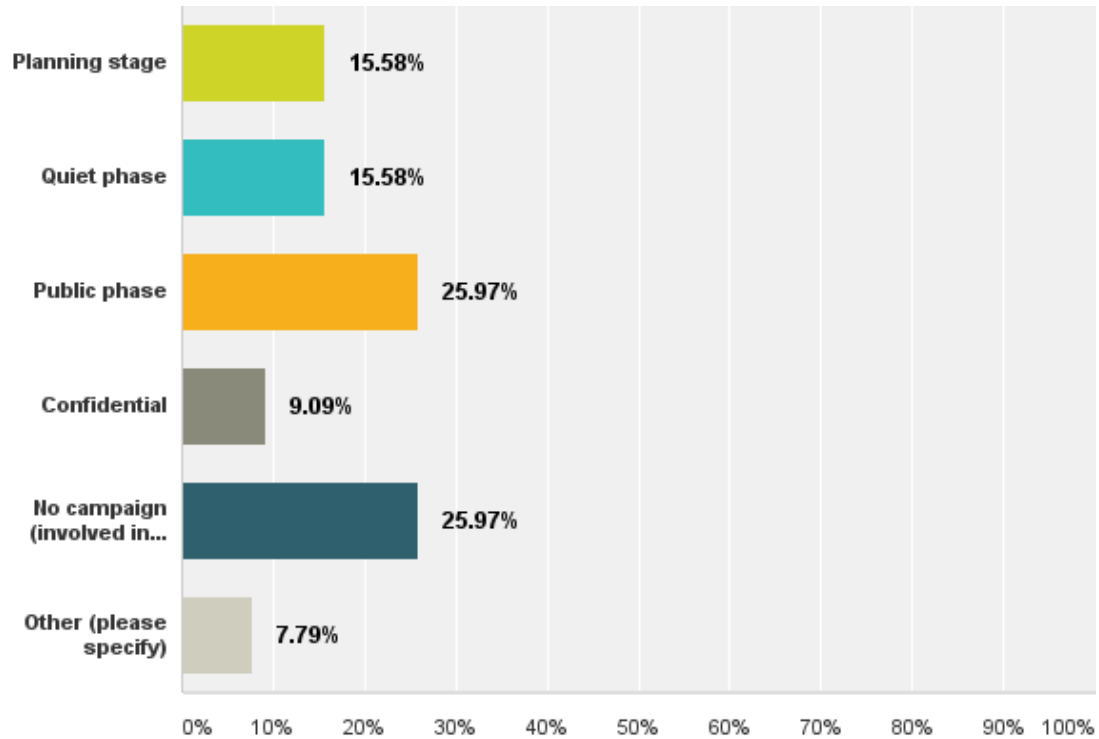
How many **ACTIVE** volunteers does your shop provide services to on a regular basis? (ie. provide lists, produce profiles etc.)



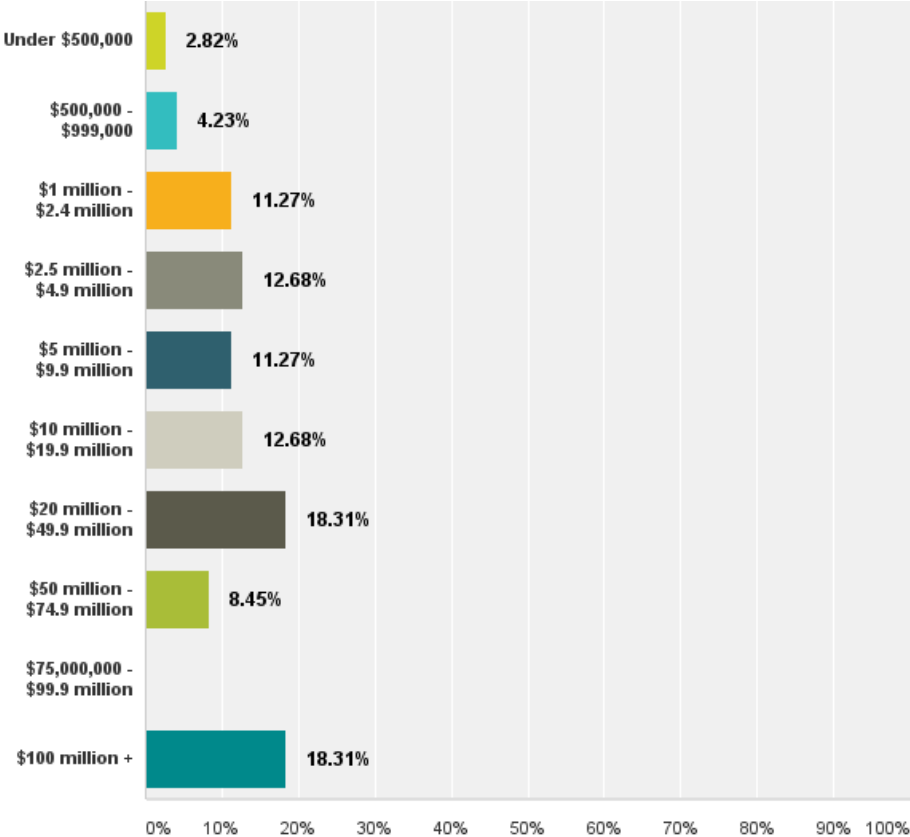
What other areas of your organization do you support? (Please check all that apply.)

Answer Choices	Responses	
None (Fundraising/Gift Officers only)	9.09%	7
Alumni/Events	66.23%	51
Annual Fund	59.74%	46
Marketing	19.48%	15
Public Relations or Communications	25.97%	20
Stewardship/Donor Relations	66.23%	51
Executives/Senior Administration who are not part of your fundraising department	59.74%	46
Other (please specify)	10.39%	8
Total Respondents: 77		

What campaign stage are you currently in?



What is your ANNUAL total fundraising goal?



If you are in a CAMPAIGN, what is your campaign goal?

Answer Choices	Responses	
\$1 million - \$1.99 million	1.35%	1
\$2 - \$4 million	0.00%	0
\$5 - \$9 million	5.41%	4
\$10 - \$24 million	1.35%	1
\$25 - \$49 million	4.05%	3
\$50 million - \$99 million	9.46%	7
\$100 million - \$499 million	18.92%	14
\$500 million - \$999 billion	4.05%	3
Over \$1 billion	4.05%	3
N/A	51.35%	38
Total		74

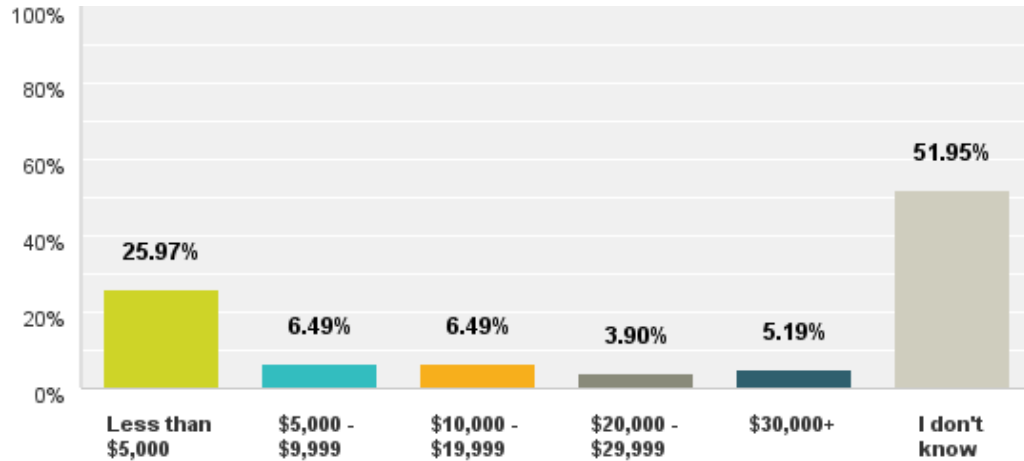
Do you run/attend meetings where prospect or fundraising strategy is discussed?

Answer Choices	Responses	
I run these meetings	11.69%	9
I attend these meetings	48.05%	37
I sometimes attend these meetings	20.78%	16
My organization does not hold group prospect strategy meetings	5.19%	4
I do not attend these meetings but the head Researcher attends these meetings	1.30%	1
I do not attend these meetings	6.49%	5
I am the head Researcher but I am not permitted to attend these meetings	1.30%	1
I don't know	0.00%	0
Other (please specify)	5.19%	4
Total		77

Comments:

- “I attend and sometimes run these meetings.”
- “I both run and invite outside guests to these meetings when the topic is research or grant writing.”
- “I would love to join; but don't have access. My manager takes all the opportunities.”

What is your individual annual resources budget?



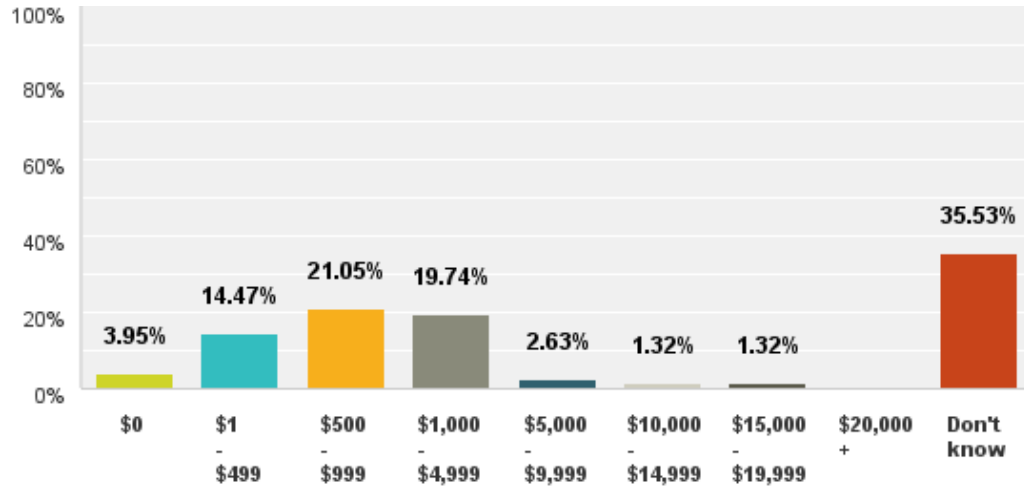
Please indicate which of the following fee based services you subscribe to?

Answer Choices	Responses
None	5.26% 4
Canadian Business Resource	6.58% 5
CharityCan	34.21% 26
Factiva	19.74% 15
FPIInfomart	19.74% 15
Hoover's Online	14.47% 11
Imagine Canada (Grant Connect)	60.53% 46
iWave (PRO-Prospect Research Online)	72.37% 55
Lexis Nexis	17.11% 13
Metasoft (BIG online & Foundation Search)	18.42% 14
Mint Global	2.63% 2
Newscan	1.32% 1
Noza	34.21% 26
Prospect Visual	11.84% 9
Other (please specify) Responses	17.11% 13
Total Respondents: 76	

Other:

- WealthEngine
- Grant Advance Solutions
- LinkedIn Premium
- Newspapers/Globe and Mail
- Environics
- Mergent
- Foundation Directory
- Relationship Science (RelSci)
- DonorSearch
- DonorSearch & Wealth Engine
- FDO and local real estate records database

What is your individual annual Research budget for Professional Development?



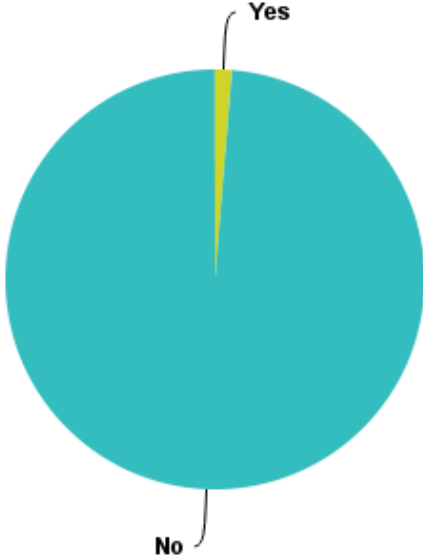
In addition to APRA Canada, what other professional memberships do you hold?

Answer Choices	Responses	
None	46.48%	33
APRA International	23.94%	17
Association of Donor Relations Professionals (ADRP)	2.82%	2
Association of Fundraising Professionals (AFP)	16.90%	12
Association of Healthcare Philanthropy (AHP)	2.82%	2
Canadian Council for the Advancement of Education (CCAEE)	5.63%	4
Canadian Association of Gift Planners (CAGP)	2.82%	2
Council for the Advancement and Support of Education (CASE)	15.49%	11
Special Libraries Association (SLA)	5.63%	4
Other (please specify)	8.45%	6
Total Respondents: 71		

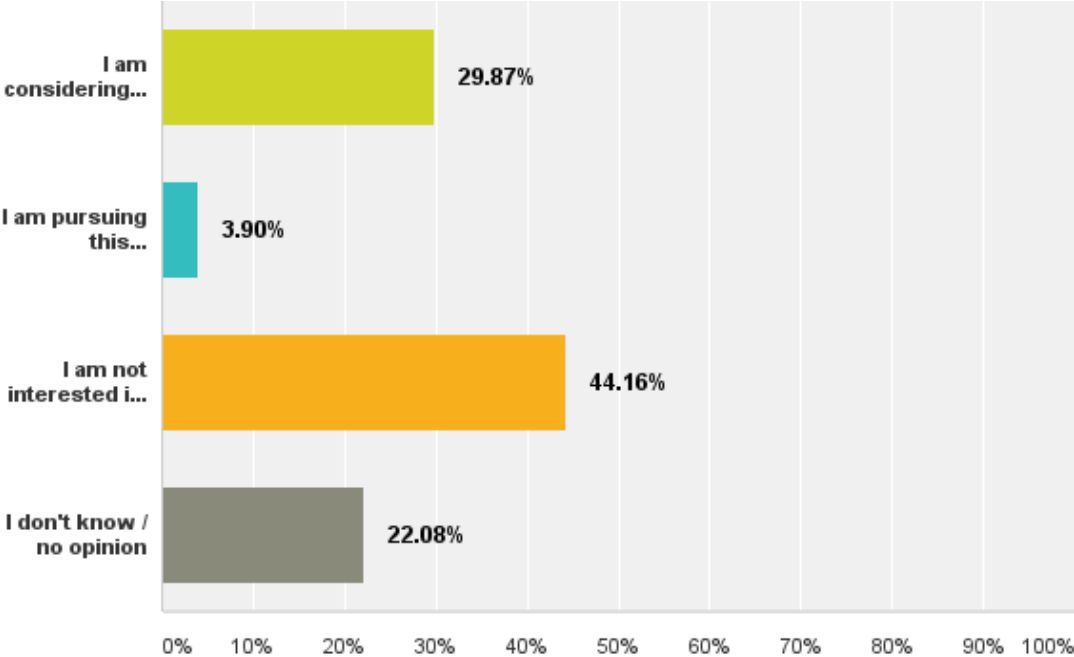
Other:

- London and Region Fundraising Professionals
- Canadian Marketing Association
- SCIP
- The Association of Advancement Services Professionals (aasp)
- Edmonton Law Libraries Association

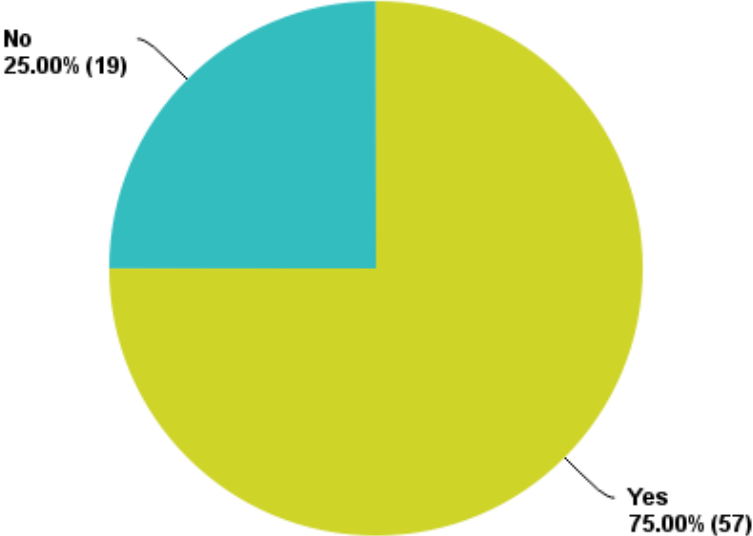
Do you have a Certified Fundraising Executive (CFRE) designation?



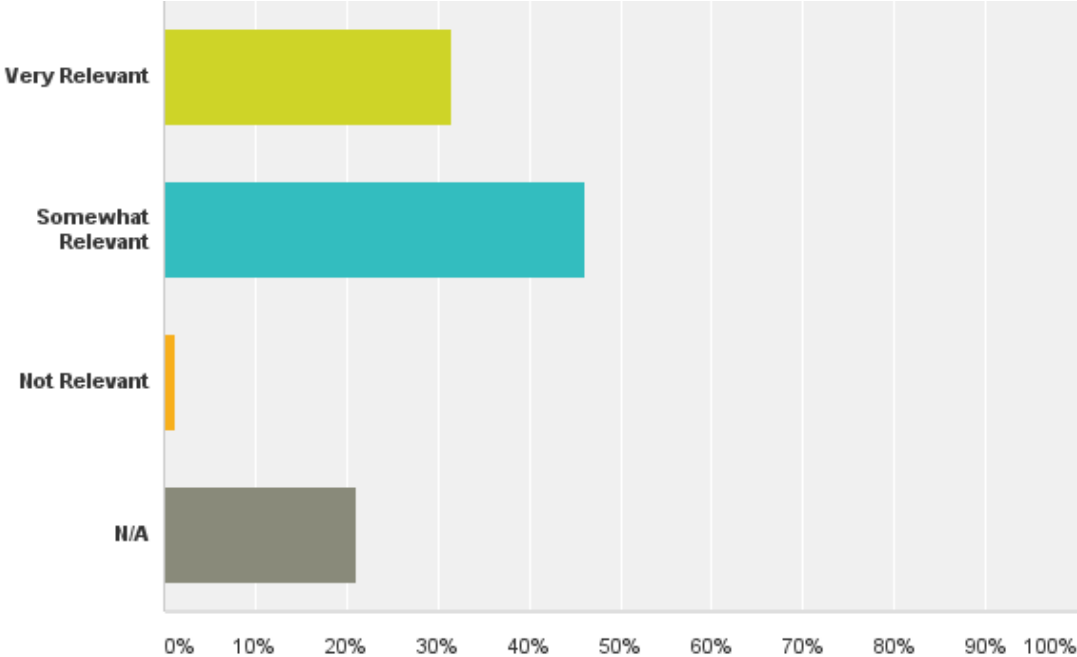
Are you considering or currently pursuing your CFRE designation?



Have you participated in an APRA Canada webinar in the past three years?



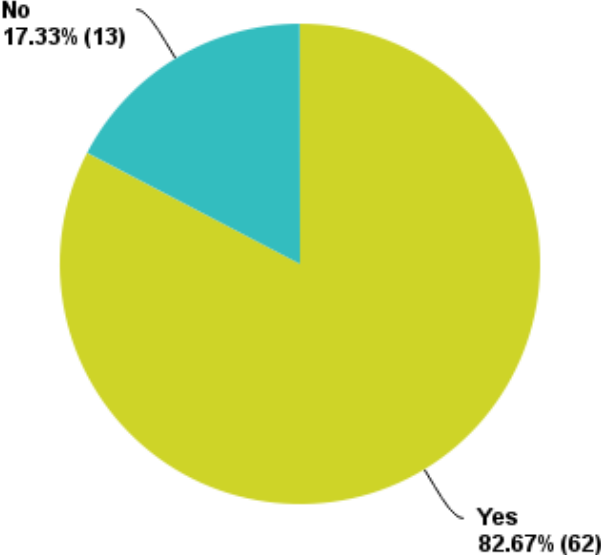
On average, how relevant is the content of the webinars to you?



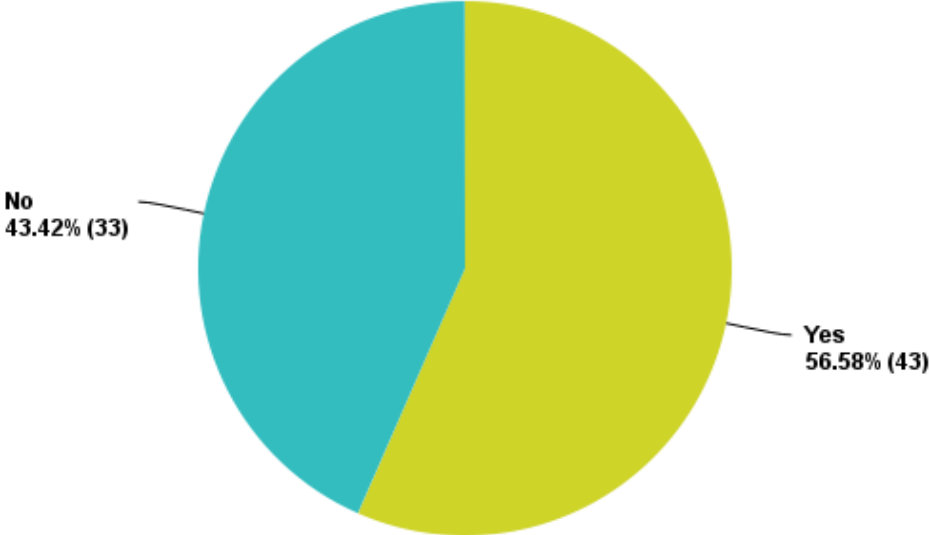
Webinar Content Suggestions

- Prospecting for corporate sponsorship
- Data mining in Canada
- Best practices for leadership & strategic planning
- Private company valuations
- International research
- Prospect analysis
- Wealth assessment
- Evaluation of new tools that can be used in prospect research (LiveAlumni, Relationship Science or others)
- Working with major giving team
- Discussion of sources for salary and compensation information, as well as run down from an expert on how executive compensation is determined (e.g.) stocks/shares, benefits, other options, etc.
- Relationship Mapping Geographic Mapping Family Trees Developing a capacity rating
- Past webinars (before I became a member) on topics like implementing a research tracking system/research metrics; private company valuation; and SEDI success look very interesting. I would be interested in "refreshed" webinars or repeats on these topics.
- More data analysis, data mining webinars. Webinars that explain wealth assessment. (Side note: please use webinar service with computer audio instead of phone audio)
- Data Analytics in the Higher Edu context
- Mid-range pipeline development for large organizations
- The benefits and LIMITS (key word) of data analytics to attract and retain major gift donors

Should APRA Canada offer 2 levels of professional development for beginners and advanced researchers?



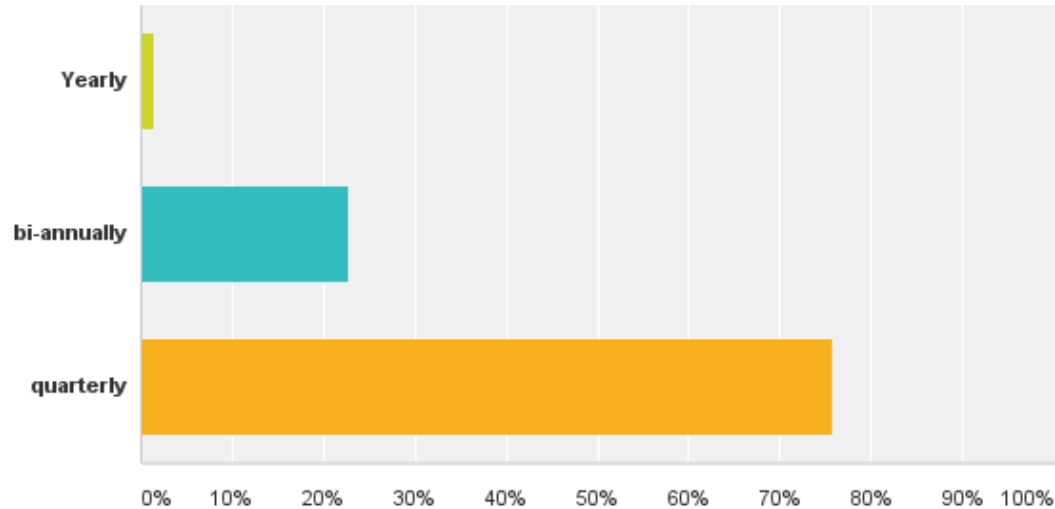
If recordings of conference sessions were available, would you be interested in purchasing them for a nominal fee?



Do you read The Scoop, APRA Canada's newsletter?

Answer Choices	Responses
Yes	77.63% 59
No	22.37% 17
Total	76

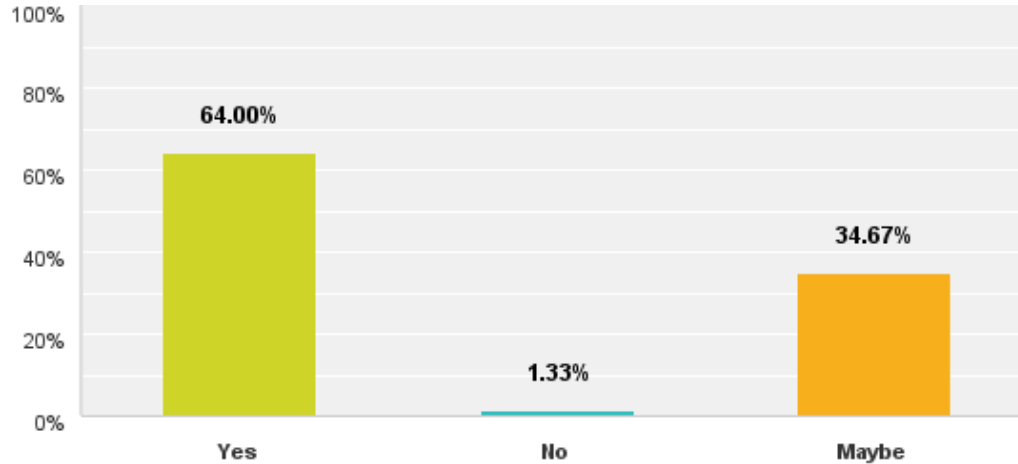
At the moment The Scoop is published quarterly. How often would you like to receive this publication from APRA Canada?



Suggestions for the Scoop?

- Corporate sponsorship, strategic event bios and event seating charts, tangible data visualization
- How to deal with A-type fundraisers
- Researcher profile in each issue
- Freelance and/or contract work
- Checklists
- Advocacy, promoting profession as more than a glorified administrative assistant
- Data analytics
- More promotion – many did not know it existed

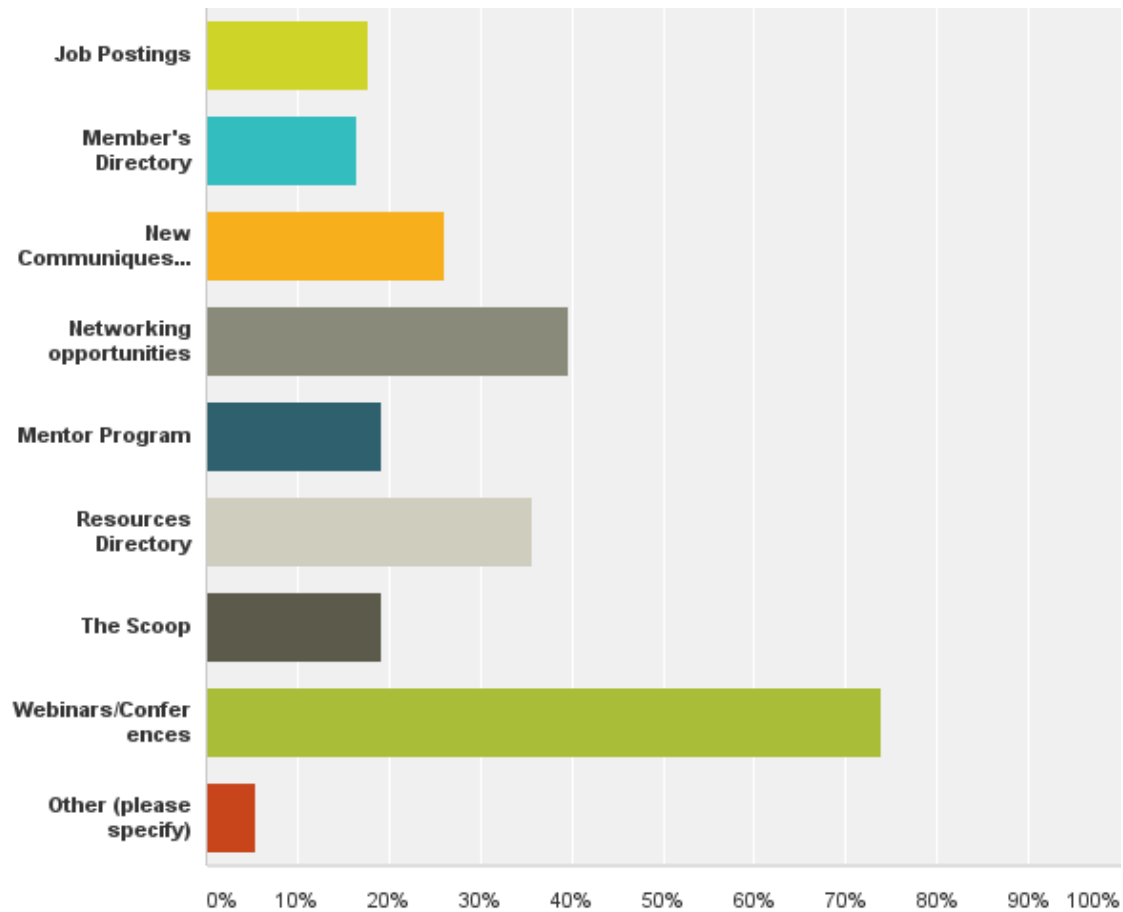
Are you interested in getting together informally with researchers in your geographic area?



What are your reasons for joining or continuing your membership in APRA Canada? Please rank in order of importance with 1 being the most important and 6 the least.

	1	2	3	4	5	6	Total	Weighted Average
Educational discounts	7.94% 5	15.87% 10	22.22% 14	20.63% 13	20.63% 13	12.70% 8	63	3.68
Networking	27.54% 19	39.13% 27	15.94% 11	5.80% 4	5.80% 4	5.80% 4	69	2.41
Learning new research techniques	63.89% 46	18.06% 13	8.33% 6	1.39% 1	6.94% 5	1.39% 1	72	1.74
It's expected of me	17.19% 11	6.25% 4	20.31% 13	6.25% 4	10.94% 7	39.06% 25	64	4.05
The Scoop	3.08% 2	10.77% 7	27.69% 18	23.08% 15	24.62% 16	10.77% 7	65	3.88
Job Postings	3.23% 2	12.90% 8	19.35% 12	27.42% 17	19.35% 12	17.74% 11	62	4.00

What do you feel is most valuable to you about your APRA Canada membership?



Which is the most important source of information for you on Prospect Research practices in Canada. Please rank the followings in terms of usage with 1 being most used and 5 being least used.

	1	2	3	4	5	Total	Weighted Average
Emails from APRA Canada	49.21% 31	26.98% 17	14.29% 9	7.94% 5	1.59% 1	63	1.86
APRA Canada Website	30.16% 19	33.33% 21	17.46% 11	14.29% 9	4.76% 3	63	2.30
Canada Prospect-L	23.81% 15	14.29% 9	25.40% 16	9.52% 6	26.98% 17	63	3.02
APRA Canada Twitter	11.67% 7	5.00% 3	20.00% 12	25.00% 15	38.33% 23	60	3.73
APRA Canada LinkedIn Group	6.45% 4	14.52% 9	16.13% 10	33.87% 21	29.03% 18	62	3.65

Is there anything that APRA Canada can offer that would make your membership more attractive?

- More events in Toronto
- A better website
- More networking events or educational events than are \$100 or less
- A designation like the CFRE but for research - Create something like a CFRE designation. With Google, everyone thinks s/he knows how to do research; and are often unethical (i.e. create fake LinkedIn to research others)
- Information access and sharing between APRA International and APRA Canada
- Closer ties with APRA International - Body of Knowledge, etc.
- More discounts from partners (AFP chapters, publishers, research tools etc.)
- Local networking opportunities (in particular, Ottawa)
- Possible professional certification
- Further discounts on webinars