1. **What is the survey about?** This survey will measure people’s awareness and perceptions of New Zealand charities. Additional questions included about the Cancer Society will help us understand how we are viewed and whether people understand (and value) the work that we do.

2. **Who is conducting the survey?** This survey is being conducted by an independent research company, Research New Zealand (www.researchnz.com).

3. **What does it involve?** Please click on the survey link that is in your email and it will take you straight to the survey. You can complete the survey on your PC, tablet or smartphone.

4. **What if the email link doesn’t work?** You can also access the survey through Research New Zealand’s website (www.researchnz.com). Go to ‘Current online surveys’, ‘Cancer Society’, ‘Survey of New Zealand Charities’.

5. **When is the survey happening?** The online survey will be available from 1-18 August 2017.

6. **How long will the survey take?** The survey will take 15 minutes to complete.

7. **Is the survey confidential?** Yes, it is confidential. Your answers to questions will be combined with those from other people who take part in the survey, so that individual responses cannot be identified.

   Research NZ is bound by the Professional Code of Practice of ESOMAR., which prohibits them from identifying any person who takes part in a survey unless they have explicit consent from them to do so.

8. **Why have I been asked to complete this survey?** As well as surveying the general public, we are also interested in the views of people who have had direct contact or dealings with the Cancer Society; including our volunteers, supporters and those who have used our services.

9. **Why have I received more than one email invitation about this survey?** If you are a supporter and a volunteer (for example), you may receive two invitations to complete this survey. If so, you only need to complete the survey once. Ignore the second email.

10. **Do I have to take part in the survey?** No, you don’t have to do the survey. It’s your choice; participation is completely voluntary.

11. **What if I want more information about the survey?** If you have any questions about the survey, please contact Ciara Byrne at Research New Zealand on 0800 500 168, or by email: ciara.byrne@researchnz.com

   If you want to speak to someone at the Cancer Society about this research, please contact Daniel Glover, Communications and Marketing Manager, 04 494 7198.