HUMANE SOCIETY INTERNATIONAL CANADA

# VOLUNTARY SURVEY

## We'd like to find out what our supporters care most about! Please let us know your thoughts.

**1) How long have you been a supporter of HSI/Canada?**

- ☐ < 1 year
- ☐ 1–2 years
- ☐ 3–5 years
- ☐ >5 years

**2) Which issues/campaigns that we work on are of interest to you? (Please check all that apply)**

- ☐ Companion animals
  - ☐ stop puppy mills campaign
  - ☐ helping northern street dogs
  - ☐ campaign to end horse slaughter
- ☐ Animal rescue and emergency sheltering work
- ☐ Farm animals
  - ☐ campaigns to end intensive confinement
  - ☐ meat reduction campaigns
  - ☐ new plant-based food products and recipes
- ☐ Be Cruelty Free campaign to end animal testing for cosmetics, and our global work to replace animals in research
- ☐ Wildlife
  - ☐ seal slaughter
  - ☐ fur trapping and farming
  - ☐ shark finning
  - ☐ trophy hunting
  - ☐ wolf and coyote culling

**3) Are you pleased to receive HSI/Canada's newsletter?**

- ☐ Yes
- ☐ No
- ☐ I don't mind

**4) In the news articles about our campaigns and projects, is there:**

- ☐ About the right amount of detail?
- ☐ Not enough detail?
- ☐ Too much detail?

**5) How would you like to see HSI News change and grow?**

- ☐ More pictures
- ☐ Articles and/or activities for children
- ☐ More plant-based food recipes
- ☐ Contributions from readers: letters, stories, drawings, photographs, etc.
- ☐ Information on how to raise funds for HSI/Canada
- ☐ Information about upcoming animal protection events you can attend and/or support in Canada
- ☐ Other (please state below)

_____

**6) How does our newsletter compare with other animal protection organizations' newsletters?**

- ☐ Better
- ☐ Worse
- ☐ About the same

**7) What age group are you?**

- ☐ Below 40
- ☐ 40–60
- ☐ 61–80
- ☐ Above 80

**We want to hear from you! Please complete your details below and return this survey to us in the envelope provided (optional).**

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|---|
| NAME |
| ADDRESS |
| EMAIL |
| TELEPHONE |