

External Survey Results

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Woods Hole
Oceanographic
INSTITUTION



boathouse

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Background, Objectives & Methodology

- Background:
 - With over 80 years of ocean research, education and exploration, Woods Hole Oceanographic Institution is interested in raising its profile with new donors and philanthropists. The institution has a great story to tell and needs a compelling way for future donors to engage with ocean science and believe that together we have an opportunity to change the world.
- Research objectives:
 - Understand the state of the WHOI brand
 - Understand WHOI's target audiences better
 - Pinpoint the language that drives understanding and inspires action
- Methodology:
 - An online survey was conducted among key target audiences. This report will provide the feedback gathered from 5 external audiences: Environmentally Conscious, Environmentally Conscious Donors, HNW Donors, Current WHOI Donors and Engaged WHOI Email Subscribers.

Methodology & Sample

- To address the above objectives, Boathouse conducted an online survey among key target audiences. This specific report will provide the feedback gathered from 5 external audiences: Environmentally Conscious, Environmentally Conscious Donors, HNW Donors, Current WHOI Donors, Engaged WHOI Subscribers.

Audiences	Environmentally Conscious	Environmentally Conscious Donors	High Net Worth Donors	Current WHOI Donors	Engaged WHOI Subscribers
Naming Convention	ENV CONS	ENV DONOR	HNW DONOR	WHOI DONOR	WHOI SUBSCRIBER
Definition	Adults aware of at least 2 science, research, or environmental organizations AND have an environmentally conscious mindset	Adults who have donated to 2+ science, research, or environmental organizations in the past 12 months AND have an environmentally conscious mindset	Adults with \$5M+ in investable assets AND are aware of and/or donated to 2+ science, research, environmental or educational institutions in the past 12 months AND have an environmentally conscious mindset	Current WHOI Donors	Engaged Email Subscribers (Not Current Donors)
Sample Source	Panel Partner	Panel Partner	Panel Partner	WHOI List	WHOI List
Sample Size	253	255	82	118	132

How to Read This Report

- Significance testing is conducted at the 95% and 90% confidence levels. In cases when groups of employees or scientific institutes or sciences are compared, significance is indicated using the letter assigned to the group for which the percent is significantly higher. Capital letters represent 95% confidence and lower-case letters represent 90% confidence.
- For example, in the table below, the “AcDE” next to the 85% in column B indicates that the 85% is significantly higher at 95% confidence than the 75% in column A, the 69% in column D and the 76% in column E and significantly higher at 90% confidence the 77% in column C.
- This means that significantly more Environmentally Conscious Donors than the other four audiences feel Global Health is an important environmental cause.

Importance of Environmental Causes (Top Two Box)	ENV CONS A	ENV DONORS B	HNW DONOR C	WHOI DONOR D	WHOI SUBSCRIBER E
Base	253	255	82	118	132
Global Health	75%	85% AcDE	77%	69%	76%

Research Findings

Screening Questions

Region

- Current WHOI Donors and Engaged WHOI Subscribers are significantly more likely to live in the Northeast.
- The other groups unaffiliated with WHOI are distributed where their population falls naturally.

Region	ENV CONS A	ENV DONOR B	HNW DONOR C	WHOI DONOR D	WHOI SUBSCRIBER E
Base	253	255	82	118	132
South Region	38% DE	38% DE	29% DE	11%	16%
Midwest Region	23% bDE	16% DE	16% D	3%	9% D
Northeast	20%	20%	26%	72% ABCE	58% ABC
West Region	19% dE	25% DE	29% aDE	12%	11%
Outside the USA	0%	0%	0%	3% AB	6% ABC

State

- For reference only. States with <2% across all groups not shown.

State	ENV CONS A	ENV DONOR B	HNW DONOR C	WHOI DONOR D	WHOI SUBSCRIBER E
Base	253	255	82	118	132
California	9% E	15% ADE	21% ADE	6%	3%
Florida	9% d	9% d	7%	3%	5%
New York	6%	7%	4%	11% ace	5%
Pennsylvania	6%	5%	7%	3%	3%
Texas	5% dE	8% DE	5% dE	1%	0%
Illinois	4% De	4% D	9% bDE	0%	1%
Ohio	4%	4% d	4%	1%	2%
Massachusetts	4%	2%	4%	47% ABC	40% ABC
North Carolina	3%	5% d	4%	1%	2%
New Jersey	3%	4%	5%	2%	2%
Virginia	3% E	4% E	2% e	1%	0%
Georgia	3%	3%	2%	2%	2%
South Carolina	3%	2%	0%	2%	1%
Michigan	3%	1%	1%	1%	3%
Tennessee	3% d	1%	1%	0%	1%
Arizona	2%	3%	1%	1%	2%
Oklahoma	2% d	2%	2% d	0%	1%
Washington	2%	2%	2%	2%	2%

State	ENV CONS A	ENV DONOR B	HNW DONOR C	WHOI DONOR D	WHOI SUBSCRIBER E
Base	253	255	82	118	132
Minnesota	2%	2%	0%	0%	1%
Missouri	2%	2%	0%	0%	0%
Utah	2%	2%	0%	0%	1%
Colorado	2%	1%	1%	1%	1%
Indiana	2%	1%	1%	0%	0%
Iowa	2% de	1%	1%	0%	0%
Alabama	2% de	1%	0%	0%	0%
Wisconsin	2%	1%	0%	1%	2%
Nevada	2%	0%	1%	0%	0%
Maryland	1%	2%	2%	1%	2%
Arkansas	1%	2%	0%	1%	0%
Oregon	1%	2%	0%	2%	2%
Connecticut	0%	1%	6% AB	3% a	3% Ab
New Hampshire	0%	1%	0%	3% ae	0%
New Mexico	0%	0%	2% Abde	0%	0%
Maine	0%	0%	0%	3% aB	2% aB
Outside USA	0%	0%	0%	3% AB	6% ABC

Gender

- The Environmental Conscious Donors are significantly more likely to be female than all other groups.
- High Net Worth Donors, Current WHOI Donors and Engaged WHOI Subscribers are significantly more likely than the two Environmentally Conscious samples to be male.
- Significantly more than any of the other groups, HNW Donors skew male.

Gender	ENV CONS A	ENV DONOR B	HNW DONOR C	WHOI DONOR D	WHOI SUBSCR IBER E
Base	253	255	82	118	132
Male	30%	37% a	71% ABDE	56% AB	52% AB
Female	70% BCDE	62% CDE	29%	44% C	45% C
Non-Binary	0%	1% a	0%	0%	2% A

Age

- Environmentally Conscious and Environmentally Conscious Donors tend to be much younger than HNW Donors, Current WHOI Donors and Engaged WHOI subscribers.
- Almost all Current WHOI Donors are age 45+ and nearly three-quarters are 65+.

Age	ENV CONS A	ENV DONOR B	HNW DONOR C	WHOI DONOR D	WHOI SUBSCRIBER E
Base	253	255	82	118	132
Under 25 years old	0%	0%	0%	1%	5% ABCD
25 to 44 (NET)	43% CDE	44% CDE	29% DE	5%	15% D
25 to 34	21% CDE	27% CDE	11% DE	3%	3%
35 to 44	22% DE	17% D	18% D	3%	12% D
45 to older (NET)	57%	56%	71% AB	94% ABCE	80% AB
45 to 54	17% D	13% D	10% D	3%	13% D
55 to 64	21%	25%	17%	20%	24%
65+ years old	19%	18%	44% AB	71% ABCE	42% AB
MEAN	49.1	48.9	57.5 AB	67.5 ABCE	59.1 AB

Education

- When it comes to level of education, Environmentally Conscious and Environmentally Conscious Donors have completed less education.
- High Net Worth Donors, Current WHOI Donors and Engaged WHOI Subscribers are significantly more likely to have a graduate degree.

Education	ENV CONS A	ENV DONOR B	HNW DONOR C	WHOI DONOR D	WHOI SUBSCR IBER E
Base	253	255	82	118	132
Some high school or less	1%	1%	0%	1%	1%
Completed high school	15% BCDE	8% CDE	1%	1%	2%
Trade/technical school	4% c	2%	0%	3%	2%
Some college	27% BCDE	17% cDe	9% D	2%	11% D
Completed college	33%	43% ACDE	24%	26%	30%
Graduate degree	21%	29% A	66% AB	68% ABe	56% AB

Employment

- Environmentally Conscious, Environmentally Conscious Donors, High Net Worth Donors and Engaged WHOI Subscribers are most likely to be employed full time, whereas Current WHOI Donors are most likely to be retired.
- Though only 11%, Environmentally Conscious are significantly more likely than all other groups to be stay-at-home parents.

Employment	ENV CONS A	ENV DONOR B	HNW DONOR C	WHOI DONOR D	WHOI SUBSCRIBER E
Base	253	255	82	118	132
I work part time	9%	13%	6%	13%	13%
I work full time	45% D	60% ADE	56% aD	26%	45% D
I am unemployed	8% BcDE	2%	2% d	0%	2%
I am a student	2%	1%	0%	0%	4% BcD
I am retired	25%	22%	33% B	61% ABCE	36% AB
I am a stay-at-home mom/dad	11% BCDE	3% d	2% d	0%	1%

Investable Assets

- Environmentally Conscious and Environmentally Conscious Donors have significantly lower levels of investable assets.
- Current WHOI Donors are significantly more likely to have higher levels of investable assets than both Environmentally Conscious audiences as well as Engaged WHOI Subscribers.
- Note: High Net Worth Donors were required to have \$5 million + in investable assets.

Investable Assets	ENV CONS A	ENV DONOR B	HNW DONOR C	WHOI DONOR D	WHOI SUBSCRIBER E
Base	253	255	82	118	132
Less than \$100,000	47% BCDE	25% CDE	0%	15% C	13% C
\$100,000 - \$249,999	13% C	18% C	0%	12% C	17% C
\$250,000 - \$499,999	11% C	18% ACDE	0%	10% C	8% C
\$500,000 - \$999,999	6% C	15% ACDe	0%	7% C	9% C
\$1 million - \$2.9 million	6% C	12% AC	0%	10% C	12% AC
\$3 million - \$4.9 million	0%	5% AC	0%	6% AC	3% A
\$5 million or more	1%	0%	100% ABDE	12% ABE	2% B
Don't know	6% CD	3%	0%	1%	6% CD
Prefer not to answer	9% BC	3%	0%	27% ABC	30% ABC
Mean (in \$,000)	\$354	\$711 A	\$5,000 ABDE	\$1,598 ABE	\$951 Ab

Aided Awareness of Environmental Organizations

- Current WHOI Donors and Engaged WHOI Subscribers have the highest overall awareness of environmental organizations with the exception of two organizations: The Conservation Fund and Marine Life Studies.
- HNW Donors are significantly more likely to have aided awareness of the Forsythe Institute and the Wyss Institute.

Aided Awareness of Environmental Org's	ENV CONS A	ENV DONOR B	HNW DONOR C	WHOI DONOR D	WHOI SUBSCRI BER E
Base	253	255	82	118	132
National Geographic Society	73%	77%	85% A	93% ABc	96% ABC
Greenpeace	68%	75% a	82% A	93% ABC	95% ABC
World Health Organization	67%	71%	68%	81% ABC	86% ABC
World Wildlife Fund	66%	84% A	78% A	89% AC	89% AC
National Wildlife Federation	65%	79% Ac	70%	86% AC	81% Ac
Sierra Club	62%	79% A	78% A	97% ABCE	91% ABC
National Audubon Society	56%	63% a	76% AB	95% ABC	91% ABC
The Nature Conservancy	45%	76% A	72% A	91% ABC	86% ABC
National Parks Conservation Assoc	32%	55% A	49% A	53% A	51% A
The Ocean Conservancy	27%	59% AC	45% A	72% ABC	77% ABC
The Conservation Fund	22%	42% AcDE	32% a	26%	22%
Environmental Defense Fund	18%	48% A	49% A	73% ABC	64% ABC
Friends of the Earth	13%	30% A	41% Ab	47% AB	40% AB
Salk Institute	13%	24% A	52% ABE	45% ABE	33% Ab
Marine Mammal Center	12%	29% A	23% A	31% A	32% A
La Jolla Institute	11%	20% A	24% A	19% A	23% A
Marine Life Studies	8%	24% AcDE	13% d	6%	12% d
Whitehead Institute	4%	8% A	11% A	12% A	19% AB
Broad Institute	2%	7% A	12% A	15% AB	16% AB
Forsythe Institute	2%	6% A	13% ABDE	5%	5%
Wyss Institute	2%	3%	13% ABDE	5% a	4%
MDI Biological Laboratory	1%	7% A	11% A	11% A	17% AB
MEAN # of ORG AWARE OF	6.9	9.8 A	10.0 A	11.5 ABC	11.4 BC

Donations to Environmental Organizations

- Only 22% of Environmentally Conscious have donated to an environmental organization in the P12M.
- More than half of HNWD Donors, Current WHOI Donors and Engaged WHOI Subscribers have donated to an *Educational* Organization.
- HNWD Donors are significantly more likely than all other groups to have donated in the P12M to National Geographic Society, the Broad Institute and the Salk Institute.

Donations to Environmental Organizations Past 12 Months	ENV CONS A	ENV DONOR B	HNW DONOR C	WHOI DONOR D	WHOI SUBSCRIBER E
Base	253	255	82	118	132
Any (NET)	22%	100% ^{ADE}	100% ^{ADE}	86% ^{AE}	70% ^A
Non-Educational (Subnet)	15%	100% ^{ADE}	100% ^{ADE}	64% ^{AE}	49% ^A
Sierra Club	2%	38% ^{ADE}	34% ^{AE}	24% ^A	18% ^A
National Wildlife Federation	2%	26% ^{AE}	35% ^{ADE}	20% ^A	13% ^A
Greenpeace	2%	17% ^{AE}	11% ^A	12% ^{Ae}	5%
World Wildlife Fund	1%	50% ^{ADE}	43% ^{ADE}	19% ^A	14% ^A
The Nature Conservancy	2%	34% ^{AE}	43% ^{AE}	33% ^{Ae}	23% ^A
National Geographic Society	1%	20% ^A	41% ^{ABDE}	20% ^A	18% ^A
World Health Organization	1%	15% ^{ADE}	11% ^{ADE}	2%	0%
The Ocean Conservancy	0%	21% ^{AC}	7% ^A	28% ^{ACE}	16% ^{Ac}
National Audubon Society	0%	13% ^A	26% ^{ABe}	31% ^{ABE}	16% ^A
National Parks Conservation Association	0%	16% ^A	23% ^{ADE}	12% ^A	10% ^A
Environmental Defense Fund	0%	11% ^A	12% ^A	23% ^{ABcE}	12% ^A
Marine Life Studies	0%	4% ^{AD}	2% ^{Ad}	0%	2% ^a
La Jolla Institute	0%	3% ^{Ade}	6% ^{ADE}	0%	0%
Broad Institute	0%	1%	5% ^{ABdE}	1%	0%
MDI Biological Laboratory	0%	1% ^a	2% ^{Ae}	2% ^A	0%
Whitehead Institute	0%	1% ^a	1% ^a	2% ^A	0%
Wyss Institute	0%	0	2% ^{Abd}	0%	1%
Friends of the Earth	0%	7% ^A	7% ^A	11% ^{AE}	3% ^A
The Conservation Fund	0%	7% ^{AE}	7% ^{AE}	3% ^A	1%
Marine Mammal Center	0%	4% ^A	5% ^A	2%	2%
Salk Institute	0%	2% ^{ae}	7% ^{ABDE}	1%	0%
Forsythe Institute	0%	1%	2% ^{ade}	0%	0%
Educational (Subnet)	7%	19% ^A	55% ^{AB}	59% ^{AB}	55% ^{AB}
A university or college	4%	16% ^A	51% ^{ABe}	48% ^{AB}	39% ^{AB}
Other educational institution	4%	5%	23% ^{AB}	34% ^{AB}	32% ^{AB}
MEAN # OF ORG. DOANTED TO IN P12M	.2	3.1 ^{AE}	4.1 ^{ABdE}	3.3 ^{AE}	2.2 ^A

Environmental Consciousness

- Current WHOI Donors and Engaged WHOI Subscribers are significantly more likely to strongly agree with the statements addressing environmental consciousnesses. Nearly all audiences agree strongly with the first two statements in the table below: “I believe in ensuring the well-being of our planet for future generations” and “Environmental issues are important problems to be solved.”
- While fewer strongly agree with the statement “Individual action is important to solve environmental problems”, it is still compelling to more than half of all five audiences. And for Environmentally Conscious Donors all three statements garner roughly the same percent who agree strongly.

Environmental Consciousness (Top Box)	ENV CONS A	ENV DONOR B	HNW DONOR C	WHOI DONOR D	WHOI SUBSCRIBER E
Base	253	255	82	118	132
I believe in ensuring the well-being of our planet for future generations	66%	79% ^A	79% ^A	90% ^{ABC}	87% ^{Ab}
Environmental issues are important problems to be solved	62%	79% ^A	74% ^A	90% ^{ABC}	89% ^{ABC}
Individual action is important to solve environmental problems	54%	74% ^{ACE}	60%	71% ^{Ac}	64% ^A

External Causes

Environmental Consciousness

- For all five audiences, the Environment is the most important cause.
- Significantly fewer Environmentally Conscious rate Science as important. (Though Science is often the cause rated #2 just behind the #1 cause – the Environment.)
- Significantly fewer Current WHOI Donors and Engaged WHOI Subscribers consider Animal Welfare, Human Services, Youth & Family Services and Religion important.

Importance of Environmental Causes (Top Box)	ENV CONS A	ENV DONOR B	HNW DONOR C	WHOI DONOR D	WHOI SUBSCRIBER E
Base	253	255	82	118	132
Environment	54%	72% A	67% A	75% A	75% A
Education	54%	65% A	63%	63%	67% A
Animal Welfare	49% d	54% CDE	40%	38%	42%
Global Health	39%	51% ADe	43%	39%	42%
Science	38%	57% A	65% A	62% A	75%
Human Services	37% DE	51% ACDE	32% d	19%	25%
Youth and Family Services	35% DE	41% DE	37% dE	24%	23%
Religion	30% DE	25% DE	30% DE	11%	12%
Arts and Culture	21%	31% Ad	30% a	22%	26%
Politics	20% E	28% ADE	40% ABDE	18%	13%
International Aid	15%	29% ADE	32% ADE	14%	12%

Importance of Environmental Causes (Top Box)	25 – 44 H	45 – 64 I	65+ J
Base	272	292	268
Environment	63%	67%	70% H
Education	61%	59%	64%

Importance of Causes in General

- When combining the findings across all five groups, top-box and top-two-box importance of the Environment is significantly higher than all other causes.

Importance of Cause	Religion A	Edu. B	Human Services C	Arts & Cult. D	Global Health E	Environment F	Animal Welfare G	Youth & Family H	Intl. Aid I	Science J	Politics K
Base	840	840	840	840	840	840	840	840	840	840	840
Top Box (NET)	23%	61%	36%	26%	43%	67% ABCDE GHIJK	47%	33%	20%	55%	23%
Top 2 Box (NET)	41%	89%	74%	60%	78%	93% ABCDE GHIJK	78%	68%	51%	88%	51%
Bottom 2 Box (NET)	39% F	2% f	5% F	10% F	5% F	1%	6% F	8% F	15% F	2% F	21% F

Causes Donated To

- Environmentally Conscious have most likely made a monetary donation to Religion.
- Environmentally Conscious Donors, Current WHOI Donors as well as Engaged WHOI Subscribers are most likely to have contributed to the Environment.
- High Net Worth Donors are donating most to Education and are significantly more likely than all other groups to have contributed to Youth & Family Services and Global Health.
- Education is on par with the Environment as a cause more Current WHOI Donors have supported.

Causes Donated To	ENV CONS A	ENV DONOR B	HNW DONOR C	WHOI DONOR D	WHOI SUBSCRIBER E
Base	253	255	82	118	132
Religion	39%	38%	52% AB _e	45%	40%
Animal Welfare	36%	71% ADE	67% A	57% A	61% A
Education	26%	49% A	77% AB	83% AB _e	74% AB
Human Services	25%	48% ADE	56% ADE	36% A	33%
Environment	23%	76% A	72% A	84% AC	77% A
Youth and Family Services	21%	43% AE	56% ABD _e	40% A _e	30% a
International Aid	15%	38% A _e	45% AE	38% A	30% A
Arts and Culture	12%	31% A	57% AB	58% AB	50% AB
Global Health	9%	37% ADE	48% AbDE	25% A	20% A
Other, please specify	3%	2%	5% b	15% ABC	15% ABC
None of the above	19% BCDE	-	2% B	2% B	5% B
MEAN # of causes donated to	2.1	4.3 A	5.4 AB _d E	4.8 AB _e	4.3 A

Causes Most Supported

- Three groups (Environmentally Conscious Donors, Current WHOI Donors and Engaged WHO Subscribers) indicate that the Environment is the cause they have donated to most
- For Environmentally Conscious, Religion is the cause they have donated the most to.
- HNW Donors donate more to Education than any other other cause.

Causes Most Supported	ENV CONS A	ENV DONOR B	HNW DONOR C	WHOI DONOR D	WHOI SUBSCRIBER E
Base	204	255	80	116	126
Religion	29% BCDE	18% e	16%	12%	11%
Animal Welfare	22% CDE	21% CDE	6%	11%	8%
Education	12%	8%	23% AB	20% aB	18% B
Human Services	10% e	9%	6%	5%	5%
Youth and Family Services	8% De	6% D	5% d	1%	3%
Environment	6%	29% AC	16% A	34% AC	39% ABC
Arts and Culture	5% B	2%	11% aB	10% aB	7% B
International Aid	3%	4% d	4%	1%	3%
Global Health	2%	3%	9% ABDE	1%	1%
Other	1%	1%	4% b	4% B	5% aB

Why Donate to a Cause

- Those who donate to the Environment are most likely to say they donate because they “believed in their mission,” “wanted to make a difference in the world” and “wanted to do their part for the benefit of future generations.”
- Causes other than the Environment are more likely to motivate the donor based on highly emotional drivers such as “the cause pulled on my heart strings” or due to social pressure such as, when “asked by family member/friend or colleague.”

Why Donate to Cause	Religion A	Education B	Human Services C	Arts & Culture D	Global Health E	Environment F	Animal Welfare G	Youth Family Svc H	Internt'l I
Base	146	109	60	44	22	188	125	42	26
I believed in their mission	74%	68%	65%	80%	55%	83% ABCEHI	77%	69%	65%
I wanted to make a difference in the world	32%	36%	43%	25%	45%	65% ABCDeGH	42%	43%	54%
I wanted to do my part for the benefit of future generations	30%	60%	42%	48%	32%	65% ACDEGHI	19%	48%	31%
I felt a sense of closeness/connection to the cause	42%	51%	38%	45%	32%	52% aceHI	68% F	31%	31%
They educate the public	10%	37%	17%	32%	23%	47% AbCdEGHI	17%	7%	23%
It made me feel good/gave me a sense of personal satisfaction	33%	37%	48%	36%	41%	41%	43%	38%	46%
They educate scientists	5%	38% f	3%	7%	32%	28% ACDGHI	6%	5%	8%
The cause pulled on my heart strings	18%	12%	25%	11%	32% f	16%	59% F	21%	35% F
I wanted the tax benefit	15%	11%	13%	14%	9%	11% gi	5%	12%	-
I was asked by a family member/friend/colleague	10% F	14% F	15% F	9%	18% F	4%	6%	17% F	8%

Important Environmental Issues

- Clean drinking water is the most important issue to Environmentally Conscious, Environmentally Conscious Donors and HNW Donors followed by Ocean Pollution.
- Audiences affiliated with WHOI are significantly or directionally more likely to feel “ocean pollution,” “protecting our oceans,” “marine life extinction” and “global warming/climate change” are important issues.

Important Environmental Issues	ENV CONS A	ENV DONOR B	HNW DONOR C	WHOI DONOR D	WHOI SUBSCRIBER E
Base	204	255	80	116	126
Clean drinking water	93% ^d	90%	88%	88%	94%
Ocean pollution	89% ^B	83%	83%	94% ^{BC}	97% ^{ABC}
Protecting our forests	86% ^{BC}	77%	76%	82%	83%
Air pollution	84%	82%	79%	83%	87%
Protecting our oceans	83%	81%	85%	97% ^{ABC}	96% ^{ABC}
Wildlife extinction	81%	81%	76%	81%	86% ^c
Sources of renewable energy	77%	76%	77%	78%	87% ^{ABcd}
Marine life extinction	76%	73%	74%	86% ^{ABC}	90% ^{ABC}
Global warming/climate change	72%	78% ^a	70%	90% ^{ABC}	87% ^{ABC}
Natural disasters	69% ^D	74% ^{DE}	66%	55%	61%
Deforestation	68%	73%	72%	78% ^a	85% ^{ABC}
Fracking	47%	49%	52%	57% ^a	58% ^{Ab}
MEAN # of IMPORTANT ISSUES	9.3	9.2	9.0	9.7 ^c	10.1 ^{ABC}

The Ocean

Science Momentum

- Climate Science is significantly more likely than all other sciences to be seen as growing in public interest.
- Life Science is significantly more likely than all others to be seeing as staying the same.
- Though only 17%, Space Science is significantly more likely to be seen as declining in public interest vs. the other areas of science.

Science Momentum	Ocean Science A	Space Science B	Climate Science C	Life Science D
Base	840	840	840	840
Growing	57% BD	41% D	73% ABD	34%
Staying the Same	37% C	43% AC	21%	59% ABC
Declining	7%	17% ACD	6%	7%

Ocean Science Momentum

- Across the five audiences, Ocean Science is most likely to be seen as growing in public interest.

Ocean Science Momentum	ENV CONS A	ENV DONOR B	HNW DONOR C	WHOI DONOR D	WHOI SUBSCRI BER E
Base	253	255	82	118	132
Growing	53%	62% ^{AE}	60%	58%	51%
Staying the Same	42% ^B	29%	37%	36%	42% ^B
Declining	6%	9%	4%	6%	8%

Science's Contribution to Causes

- Ocean Science is significantly more likely than all other sciences to be seen as contributing the most to “water supply.”
- Space Science is seen as contributing the most to “new technological innovations” and “U.S. national security.”
- Climate Science is seen as contributing most to several causes including “oxygen supply,” “future well-being of our planet” and “new solutions for climate change.”
- Life Science is seen as contributing most to “food supply,” “new drug discoveries,” “the U.S. economy” and “the health of the human population.”

Science Momentum	Ocean Science A	Space Science B	Climate Science C	Life Science D
Base	840	840	840	840
Water supply	44% BCD	1%	37% BD	18% B
Oxygen supply	21% B	7%	54% ABD	19% B
Future well-being of our planet	15% B	8%	63% ABD	14% B
Food supply	12% B	2%	40% AB	47% ABC
New technological innovations	10%	51% ACD	10%	29% AC
New solutions to climate change	9% BD	4%	81% ABD	6% b
New drug discoveries	8% BC	3%	6% B	83% ABC
U.S. economy	7%	12% A	30% AB	51% ABC
Health of the human population	6% B	2%	22% AB	71% ABC
U.S. national security	6%	40% ACD	20% A	33% AC

Ocean Science's Contribution to Causes

- Environmentally Conscious and Environmentally Conscious Donors believe that Ocean Science most contributes to “water supply.”
- HNW Donors, Current WHOI Donors and Engaged WHOI Subscribers also believe Ocean Science contributes to “water supply.” However, these audiences also believe Ocean Science contributes to “oxygen supply” and “future well being of our planet.”
- Engaged WHOI Subscribers are more likely than the other groups to believe Ocean Science contributes to more causes and they are significantly more likely than the other four audiences to believe that Ocean Science contributes to “oxygen supply” and “new drug discoveries.”

Ocean Science Contributions	ENV CONS A	ENV DONOR B	HNW DONOR C	WHOI DONOR D	WHOI SUBSCRIBER E
Base	253	255	82	118	132
Water supply	52% CDE	52% CDE	37%	27%	30%
Oxygen supply	12%	15%	17%	28% ABc	47% ABCD
Future well-being of our planet	9%	12%	16% a	21% AB	25% AB
Food supply	6%	9%	18% AB	16% Ab	18% AB
New technological innovations	4%	9% A	11% A	13% A	19% AB
New solutions to climate change	4%	8% A	12% A	15% AB	17% AB
New drug discoveries	4%	8% a	10% A	8%	18% ABcD
U.S. economy	4%	9% ad	11% AD	3%	11% AD
U.S. national security	4%	7% a	5%	8% A	9% A
Health of the human population	2%	6% A	9% A	6% a	9% A

Ocean Influence on Climate

- Across the five audiences, the vast majority believe that it is true that the ocean is a major influence on weather and climate.

Ocean Influence on Climate	ENV CONS A	ENV DONOR B	HNW DONOR C	WHOI DONOR D	WHOI SUBSCRIBER E
Base	253	255	82	118	132
TRUE	91%	94%	95%	98% Ab	99% ABc
FALSE	2%	4% De	4% D	0%	1%
Don't know	8% BCDE	2%	1%	2%	0%

Ocean Empathy

- Current WHOI Donors and Engaged WHOI Subscribers are significantly more likely to care about what happens to the ocean than other three audiences' groups.

Ocean Empathy	ENV CONS A	ENV DONOR B	HNW DONOR C	WHOI DONOR D	WHOI SUBSCRI BER E
Base	253	255	82	118	132
Top 3 Box (NET)	83%	93% A	90% a	98% ABC	98% AbC
10 - I care a lot about what happens to the ocean	40%	47% a	48%	72% ABC	78% ABC
9	22% E	27% DE	30% DE	18% E	9%
8	21% cDE	18% DE	12%	8%	11%
7	11% BDE	5% d	7% DE	1%	2%
6	3% d	1%	1%	0%	1%
5	1%	1%	0%	0%	0%
4	2% B	0%	0%	1%	0%
Bottom 3 Box (NET)	0%	0%	1% ab	0%	0%
3	0%	0%	1% ab	0%	0%
2	0%	0%	0%	0%	0%
1 - I don't care about the ocean or what happens to it	0%	0%	0%	0%	0%
MEAN	8.7	9.1 A	9.1 A	9.6 ABC	9.6 ABC

Ocean Consciousness

- Across all audiences, the majority strongly agree with the statement “the ocean plays a crucial role in supporting the health of our planet.”
- Engaged WHOI Subscribers are significantly more likely than all other audiences to strongly agree with this statement.

Ocean Consciousness (Top Box)	ENV CONS A	ENV DONOR B	HNW DONOR C	WHOI DONOR D	WHOI SUBSCRIBER E
Base	253	255	82	118	132
The ocean plays a crucial role in supporting the health of our planet	70%	74%	76%	81% A	94% ABCD
There is nothing I can do personally that will significantly impact the issues and threats to the ocean	5%	6%	20% ABDE	3%	3%

Feelings About the Issues Facing the Ocean

- Across all audiences, the top feelings reported in relation to the ocean are “Sad,” “Concerned for future generations, but not for myself,” and “Wanting to take action.”

Feelings About Top 3 Issues Facing the Ocean	ENV CONS A	ENV DONOR B	HNW DONOR C	WHOI DONOR D	WHOI SUBSCRI BER E
Base	253	255	82	118	132
Sad	49% Cd	47% C	34%	39%	45%
Concerned for future generations	47% B	37%	49% b	45%	39%
Want to take action	39%	58% A	54% A	60% A	64% A
Angry	28%	29%	21%	40% ABC	33% C
Afraid	28%	33%	24%	29%	27%
Optimistic	20%	25%	32% Ad	21%	30% A
Pessimistic	16%	20%	35% AB	30% AB	30% AB
Guilty	10% D	14% De	7%	3%	8%
I don't think about it enough to feel anything	8% BDE	3%	10% BDE	1%	1%
It's far in the future, so I don't feel much	5% dE	4% de	11% ABDE	1%	1%
Indifferent	4% D	4% D	5% D	-	2%

Ocean Responsibility

- “National Governments” are most likely to be viewed as responsible for taking care of the ocean across the five audiences and HNW Donors, Current WHOI Donors and Engaged WHOI Subscribers are significantly more likely than Environmentally Conscious and Environmentally Conscious Donors to believe it is “National Governments” responsibility.
- Environmentally Conscious and Environmentally Conscious Donors are significantly more likely than other audiences to believe “Individuals” are responsible for taking care of the ocean.

Ocean Responsibility (MEAN)	ENV CONS A	ENV DONOR B	HNW DONOR C	WHOI DONOR D	WHOI SUBSCRIBER E
Base	253	255	82	118	132
National Governments	22.3	21.7	33.1 ABe	31.5 AB	28.4 AB
Individuals	20.6 CDE	18.7 CDE	12.8	14.1	15.3
Businesses/Corporations	17.1	17.8	16.5	16.6	17.9
Oceanographic Organizations/Institutes	14.6	15.2 Cde	12.0	13.0	12.5
International bodies (e.g. United Nations)	14.4	14.5	15.4	15.2	14.5
State Governments	10.9	12.0 D	10.3	9.6	11.3

Protecting the Ocean

- Across audiences, most feel a “Top Down” approach is the most realistic way to protect the ocean.
- HNW Donors are significantly or directionally more likely than all other audiences to believe a “Top Down” approach is most realistic.

Protecting the Ocean	ENV CONS A	ENV DONOR B	HNW DONOR C	WHOI DONOR D	WHOI SUBSCRI BER E
Base	253	255	82	118	132
Top Down – international treaty/multi-national government approach/corporations	62%	61%	78% ^{ABE}	69%	64%
Bottom Up – Individuals and general public lead approach	38% ^C	39% ^C	22%	31%	36% ^C

Ocean Science/ Oceanography

Knowledge with Ocean Science/Oceanography

- High Net Worth Donors and Engaged WHOI Subscribers are significantly more likely than other groups to indicate top-box knowledge with Ocean Science/Oceanography.
- Environmentally Conscious report significantly lower levels of knowledge with Ocean Science /Oceanography than all other audiences.

Knowledge with Ocean Science/Oceanography	ENV CONS A	ENV DONOR B	HNW DONOR C	WHOI DONOR D	WHOI SUBSCRIBER E
Base	253	255	82	118	132
Top 2 Box (NET)	15%	42% A	50% A	42% A	52% Ab
5 - Extremely Knowledgeable	4%	9% A	26% ABD	9% A	23% ABD
4	11%	33% A	24% A	33% A	29% A
3	41% C	37% C	24%	42% C	37% c
Bottom 2 Box (NET)	44% BCDE	21% E	26% dE	15%	11%
2	28% BDE	16% E	24% dE	14%	9%
1 - Not at All Knowledgeable	16% BCDE	4%	1%	2%	2%

Importance of Ocean Science/Oceanography

- Across all audiences, the majority feel Ocean Science/Oceanography is important.
- Current WHOI Donors and Engaged WHOI Subscribers are significantly more likely than other audiences to feel that Ocean Science is extremely important (top box).

Importance of Ocean Science	ENV CONS A	ENV DONOR B	HNW DONOR C	WHOI DONOR D	WHOI SUBSCRIBER E
Base	253	255	82	118	132
Top 2 Box (NET)	87%	93%^A	96%^A	99%^{AB}	97%^{Ab}
5 - Extremely Important	48%	58% ^A	57%	78% ^{ABC}	77% ^{ABC}
4	39% ^{DE}	35% ^{DE}	39% ^{DE}	21%	20%
3	13% ^{BCD E}	7% ^{De}	4%	1%	3%
Bottom 2 Box (NET)	0%	0%	0%	0%	0%
2	0%	0%	0%	0%	0%
1 - Not at All Important	0%	0%	0%	0%	0%

NOTE: The following definition was provided: Ocean science / oceanography is the study of the physical, chemical and biological aspects of the ocean, covering a wide range of topics from marine life and ecosystems to currents and waves to water chemistry to seafloor geology.

Primary Benefit of Ocean Science/Oceanography

Primary Benefit of Ocean Science	ENV CONS A	ENV DONOR B	HNW DONOR C	WHOI DONOR D	WHOI SUBSCRI BER E
Base	253	255	82	118	132
Climate: Understanding and predicting long-term changes in the climate and its effects on human society	70% c	68%	59%	81% ABC	83% ABC
Weather: Understanding and predicting rainfall and extreme weather events	51% E	47% E	49% e	45%	36%
Energy: Harnessing the power of the ocean for alternative energy sources	37%	35%	30%	29%	29%
Food: Providing sustainable sources of nutrition for a growing world population	35%	40%	45% a	47% A	42%
Blue economy: Improving shipping, fisheries, technology development, recreation, and other ocean-related activities that promote economic development	28%	27%	22%	28%	34% c
Aquaculture: The farming of fish, crustaceans, molluscs, aquatic plants, algae, and other organisms.	28% D	25% d	26%	16%	22%
Health and Medicine: Discovering new chemical compounds and medicines, understanding and responding to red tides and other ocean phenomena that can harm human health	21%	23%	22%	27%	26%
Agriculture: Discovering how seaweed extract and fish emulsion can serve as organic fertilizers and provide sustainable agriculture	14% De	13% de	17% DE	7%	8%
Recreation: Promoting conditions for optimal safety and enjoyment of ocean activities at sea	5%	7%	7%	3%	5%
Consumer Products: Discover how marine-derived products can be used in cosmetics and nutritional supplements.	3% E	5% E	7% DE	2%	0%
Other, please specify	0%	2% A	4% A	11% ABC	13% ABC

Primary Benefit of Ocean Science/Oceanography

- Though ranked at the top by all groups, Current WHOI Donors and Engaged WHOI Subscribers are significantly more likely than other audiences to feel that "Climate: Understanding and predicting long-term changes in the climate and its effects on human society" is a top benefit of ocean science/oceanography.
- Closely following "Climate" as an important benefit of ocean science/oceanography is the related benefit: of "Weather: Understanding and predicting rainfall and extreme weather events."
- "Agriculture: Discovering how seaweed extract and fish emulsion can serve as organic fertilizers and provide sustainable agriculture" is significantly more likely to be perceived as a top benefit of ocean science/oceanography by the three audiences unaffiliated with WHOI than with Current WHOI Donors and Engaged WHOI Subscribers.

Important Ocean Topics

- “Pollution,” “protecting coral reefs” and “climate change” are the most important ocean topics across groups.
- For HNW Donors, “loss of biodiversity,” “sea level rise” and “ocean acidification and warming” are also important to 9-of-10.
- Current WHOI Donors and Engaged WHOI Subscribers are significantly more likely to select more topics than the other three audiences unaffiliated with WHOI.

Important Ocean Topics	ENV CONS A	ENV DONOR B	HNW DONOR C	WHOI DONOR D	WHOI SUBSCRIBER E
Base Varies					
Pollution (e.g. plastic, oil spills)	80%	76%	80%	94% ABC	92% ABC
Protecting coral reefs	69%	68%	80% AB	83% AB	83% AB
Climate change	68%	72%	72%	94% ABC	88% ABC
Habitat destruction	66%	63%	77% aB	86% AB	84% AB
Glaciers and polar ice melt	66%	63%	72%	85% ABc	84% ABC
Loss of biodiversity (e.g. corals, whales, sharks)	64%	59%	70% b	91% ABC	84% ABC
Renewable energy	63%	60%	59%	68%	76% ABC
Predicting weather/climate/storms	62%	56%	66%	80% ABc	79% ABC
Sea level rise	60%	60%	66%	91% ABCE	80% ABC
Natural disaster prediction*	59% B	50%	70% aBe	57%	57%
Ocean acidification and warming	55%	60%	68% A	90% ABC	85% ABC
Food security	55%	52%	60%	68% aB	62% b
Protecting super reefs	53%	56%	63% a	70% AB	72% AB
Impact on coastal communities	53%	53%	63% ab	76% AB	75% ABc
Wild fisheries/aquaculture	53%	53%	71% AB	67% AB	68% AB
Red tide/algal blooms	49%	48%	57%	67% AB	69% ABc
Water cycle changes	49%	49%	56%	57%	64% AB
A sustainable blue economy	43%	44%	51%	56% ab	61% AB
National security	41%	42%	59% ABE	52% ae	38%
Carbon mitigation (carbon emissions/CO2 removal)	40%	51% A	61% A	71% AB	74% ABc
Technology/exploration/innovation	38%	47% A	54% A	61% AB	71% ABC
Nitrogen runoff	34%	38%	52% AB	66% AB	69% ABC
Bio-prospecting: pharma/medical appl. from ocean	32%	37%	50% AB	43% a	49% AB
Disaster recovery (Air France)	25%	29% d	28%	18%	22%
The deep/trenches	23%	29% a	37% A	39% A	52% ABCd
Studying the ocean twilight zone	23%	24%	28%	49% ABC	58% ABC
Mineral + hydrocarbon extraction	23%	36% A	43% AD	26%	34% A
Hydrothermal vents	21%	28% a	33% A	36% A	43% AB

Funding Ocean Issues

- Environmentally Conscious are most likely to fund research on “pollution.”
- Environmentally Conscious Donors and WHOI Subscribers are most likely to fund “climate change.”
- HNW Donors are most likely to fund research related to “hydrothermal vents.”
- Current WHOI Donors are most likely to fund research on “glaciers and polar ice melt.”

Likelihood to Make Donation (Top Two Box)	ENV CONS A	ENV DONOR B	HNW DONOR C	WHOI DONOR D	WHOI SUBSCRIBER E
Base Varies					
Pollution (e.g. plastic, oil spills)	45%	81% ADE	73% A	62% A	61% A
Protecting super reefs	43%	76% ADE	77% AdE	59% a	56% a
Renewable energy	43%	71% ADE	73% ADE	52%	43%
Protecting coral reefs	41%	79% ADE	77% AdE	61% A	57% A
Climate change	40%	85% AcDE	75% A	66% A	68% A
Glaciers and polar ice melt	40%	76% AE	68% AE	67% Ae	52% a
Disaster recovery (Air France)	39% E	59% ADE	74% ADE	25%	12%
Loss of biodiversity (e.g. corals, whales, sharks)	38%	79% ADE	77% AD	59% A	66% A
Habitat destruction	38%	83% ADE	73% AE	64% A	56% A
Food security	37%	73% AcDE	59% ADE	38%	37%
Natural disaster prediction*	34%	64% ADE	68% ADE	34%	32%
Bio-prospecting: pharma/medical appl. from ocean	34% E	54% AE	68% AE	57% AE	14%
Ocean acidification and warming	33%	69% A	59% A	60% A	59% A
A sustainable blue economy	33%	68% AE	60% Ae	61% Ae	41%
Red tide/algal blooms	33%	60% ADE	62% ADE	37%	38%
Technology/exploration/innovation	32%	64% A	70% Ade	52% A	53% A
Wild fisheries/aquaculture	32%	71% ADE	62% ADE	41%	33%
National security	32% e	59% AdE	56% AE	41% E	18%
Studying the ocean twilight zone	29%	61% Ad	78% ADE	42%	47% A
The deep/trenches	29%	57% AE	60% Ae	46%	39%
Sea level rise	28%	69% AE	70% Ae	59% A	55% A
Predicting weather/climate/storms	28%	65% ADE	61% AE	45% A	41% A
Carbon mitigation (carbon emissions/CO2 removal)	26%	66% ADE	58% Ae	50% A	41% A
Hydrothermal vents	26%	56% AD	85% ABDE	21%	41% d
Nitrogen runoff	25%	65% ADE	53% Ade	35%	37%
Impact on coastal communities	24%	60% AdE	63% AdE	46% A	33%
Water cycle changes	24%	61% ADE	63% ADE	39% a	32%
Mineral + hydrocarbon extraction	24% E	58% ADE	69% ADE	17%	8%

*underwater earthquakes, tsunamis

Oceanographic Institutions

Aided Awareness of Ocean Organizations

- Current WHOI Donors and Engaged WHOI Subscribers have the highest awareness of WHOI. Among the other three groups, aided awareness for WHOI is lower than many organizations and roughly half that of the organizations with the highest aided awareness.
- Engaged WHOI Subscribers are significantly more likely than most other groups to be aware of Scripps, MBARI, and MBL.

Aided Awareness of Ocean Organizations	ENV CONS A	ENV DONOR B	HNW DONOR C	WHOI DONOR D	WHOI SUBSCRI BER E
Base	253	255	82	118	132
OCEANA	38% c	47% ACd	27%	36%	42% C
Nature Conservancy	34%	69% A	79% Ab	85% AB	78% Ab
Massachusetts Institute of Technology	33%	44% A	62% AB	89% ABC	86% ABC
Ocean Conservancy	32%	63% AC	45% A	63% AC	63% AC
Monterey Bay Aquarium Research Institute (MBARI)	22%	31% A	48% AB	58% AB	72% ABCD
Scripps Institution of Oceanography	17%	29% A	45% AB	68% ABC	82% ABCD
Marine Biological Laboratory (MBL)	15%	35% AC	21%	45% AbC	60% ABCD
Woods Hole Oceanographic Institution	15%	23% A	49% AB	97% ABC	99% ABC
Conservation International	9%	19% AE	15%	13%	10%
National Resource Defense Council (NRDC)	4%	18% A	33% AB	53% ABC	46% ABc
Lamont-Doherty Earth Observatory	1%	5% A	17% AB	22% AB	30% ABC
None of the above	15% BCDE	3% E	0%	1%	0%
MEAN # OF ORG. AWARE	2.2	3.8 A	4.4 A	6.3 ABC	6.7 ABC

Q29. Which, if any, of the following organizations focused on ocean science /oceanography have you heard of? Please select any organizations you may have mentioned previously. (Select all that apply)

Donating to Ocean Organizations

- Close to 1-in-10 of Environmentally Conscious Donors and HNW Donors have donated to WHOI in the past 12 months.

Donating to Ocean Organizations in P12M	ENV CONS A	ENV DONOR B	HNW DONOR C	WHOI DONOR D	WHOI SUBSCR IBER E
Base Varies					
Ocean Conservancy	11%	31% A	30% A	39% AE	23% a
Conservation International	9%	37% AE	67% AbDE	20%	0%
OCEANA	8%	22% AE	45% ABDE	16% e	5%
Nature Conservancy	7%	49% ADE	69% ABDE	35% A	26% A
Marine Biological Laboratory (MBL)	5%	24% AE	59% ABDE	19% ae	8%
Monterey Bay Aquarium Research Institute (MBARI)	4%	19% ADE	26% ADE	3%	7%
Massachusetts Institute of Technology	4%	13% ADE	14% ADE	3%	4%
Woods Hole Oceanographic Institution	0%	9% a	8% a	85% ABCE	47% ABC
National Resource Defense Council (NRDC)	0%	38% AE	44% AE	32% AE	13%
Lamont-Doherty Earth Observatory	0%	23% de	57% bDE	4%	5%
Scripps Institution of Oceanography	0%	11% ADE	14% ADE	1%	1%
None of the above	87% BCDE	36% D	30% D	9%	42% cD
MEAN # OF ORGS DONATED TO P12M	0.1	1.1 A	1.6 ABE	1.8 ABE	1.1 A

Why Donated to Ocean Orgs

Because I care deeply about the threat of climate change and I believe the answers may lie in ocean research.

Because I care about the cause of protecting our oceans.

Because it seemed to be doing good things for the environment.

Because I relate to their cause - Mankind has no future without healthy oceans.

I donated because it was an organization that I thought would make a difference to the world and help to preserve it.

Every little bit helps and I feel as though if enough science programs are funded in specific categories (ocean, wildlife, industrialization pollution) that eventually a huge step can be taken to combat climate change effects.

To protect Marine life for future generations

Why Not Donated to Ocean Orgs

Didn't know enough about them.

Had to limit my donations and chose more organizations for wild life, nature, and animals.

I have preferred to donate to medical researchers working on illnesses that have affected my family.

I live in Indiana and do not think of ocean a lot.

I do not know much about exactly what they do - I have only heard the name.

Most of these organizations are very political in nature and usually far left. I will not support far left policies.

I donate money to Children cancer research, which seems more urgent.

Have not been asked.

Likelihood to Donate to Ocean Organizations

- Engaged WHOI Subscribers are significantly more likely than Environmentally Conscious and High Net Worth Donors to donate to WHOI in the next 12 months.

Likelihood to Donate in Next 12 Months (Top Two Box)	ENV CONS A	ENV DONOR B	HNW DONOR C	WHOI DONOR D	WHOI SUBSCRIBER E
Base varies					
Ocean Conservancy	33%	77% ^{ADE}	70% ^{ADE}	46% ^{aE}	30%
Nature Conservancy	33%	76% ^{ADE}	78% ^{ADE}	31%	28%
Conservation International	32%	67% ^{ADE}	100% ^{ABDE}	13%	15%
National Resource Defense Council (NRDC)	27%	73% ^{ADE}	59% ^{aDE}	32% ^E	13%
Marine Biological Laboratory (MBL)	27% ^E	70% ^{ADE}	71% ^{ADE}	23% ^e	11%
OCEANA	24% ^e	64% ^{ADE}	68% ^{ADE}	21%	13%
Woods Hole Oceanographic Institution	22%	45%^{AC}	20%	86%^{ABCE}	57%^{AC}
Scripps Institution of Oceanography	21% ^{De}	45% ^{ADE}	32% ^{DE}	6%	10%
Monterey Bay Aquarium Research Institute (MBARI)	20% ^{dE}	61% ^{ADE}	54% ^{ADE}	9%	8%
Massachusetts Institute of Technology	10% ^d	29% ^{ADE}	20% ^{aDE}	3%	7%
Lamont-Doherty Earth Observatory	0%	85% ^{ADE}	93% ^{ADE}	4%	5%

Attribute Importance When Donating to Ocean Org.

Attribute Importance When Donating (Top Two Box)	ENV CONS A	ENV DONOR B	HNW DONOR C	WHOI DONOR D	WHOI SUBSCRI BER E
Base varies					
Is focused on protecting/conserving the oceans	91%	90%	93%	85%	92%
Is educating the next generation of ocean scientists	81%	86%	91% ^A	90%	92% ^A
Is educating the public about the ocean	80%	89% ^A	85%	88%	93% ^{Ac}
Is making measurable scientific impact	79%	89% ^A	88% ^a	84%	93% ^{Ad}
Is dedicated to creating new knowledge/basic fundamental research	75%	85% ^A	84% ^a	88% ^A	94% ^{ABC}
Is making measurable societal impact	73%	85% ^A ^{De}	84% ^A	74%	78%
Is working to influence government or corporate policy	69%	85% ^A	87% ^A	86% ^A	80% ^A
Provides scientists the scholarly freedom to create new knowledge	68%	81% ^A	85% ^A	91% ^{AB}	87% ^A
Long legacy of studying the ocean	66%	78% ^{AE}	74%	75%	66%
Is an advocacy organization	65%	82% ^{ADE}	76% ^a	68%	69%
World-class engineers	64%	74% ^A	74% ^a	76% ^a	72%
State-of-the-art facilities/labs	63%	73% ^A	78% ^A	76% ^A	79% ^A
Largest collection of scientists & engineers working together in the same place	60%	70% ^{AE}	61%	69% ^e	55%
Internationally renowned scientists	58%	72% ^{AE}	72% ^{Ae}	73% ^{Ae}	61%
History of life-changing discoveries	57%	75% ^{AcDE}	65%	57%	58%
Provides access to the best ships/vessels to go to sea	51%	67% ^A	61%	78% ^{AbC}	69% ^A

Q32a. How important is it to you that an organization focused on ocean science /oceanography does the following? Please use a 1-to-5-point scale where 1 means “not at all important” and 5 means “extremely important.” (Select one per row)

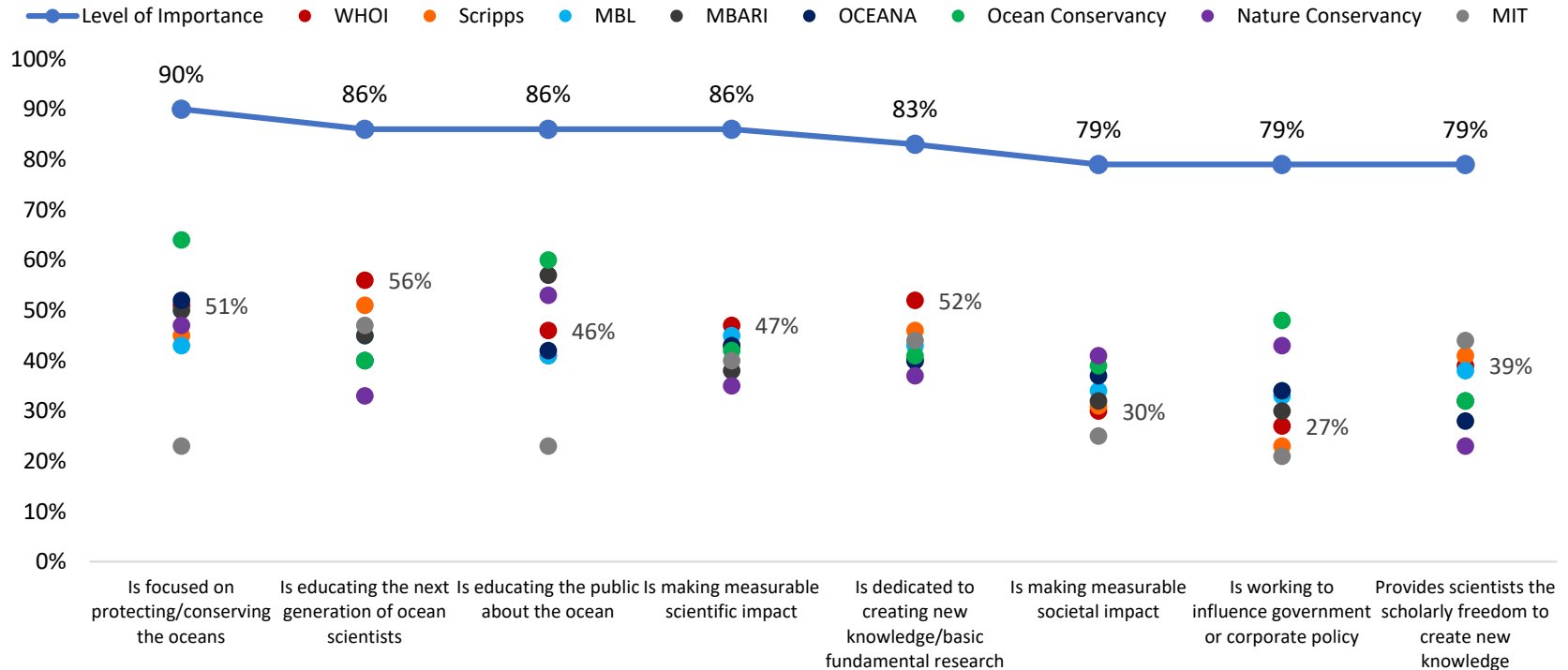
Attribute Importance when Donating to Ocean Org.

All attributes for all audiences are rated high. This signals a high threshold of expectations for ocean science/oceanographic organizations.

- Environmentally Conscious, Environmentally Conscious Donors and HNW Donors all rate “Is focused on protecting/conserving the oceans” as most important.
- Current WHOI Donors place the highest importance on “Provides scientists the scholarly freedom to create new knowledge.”
- Engaged WHOI Subscribers place the highest importance on “Is dedicated to creating new knowledge/basic fundamental research,” “Is making measurable scientific impact” and “Is educating the public about the ocean.”
- “Is educating the next generation of ocean scientists” is important across all groups.

Attribute Used to Describe Each Oceanographic Institution

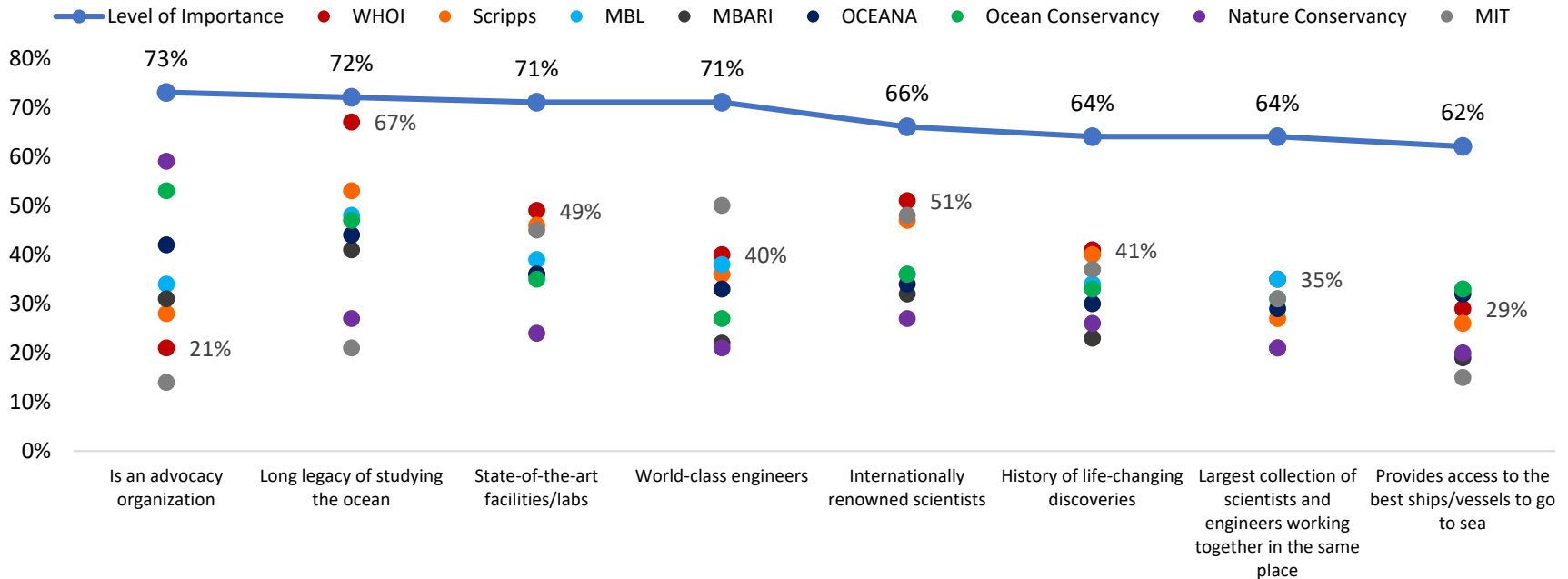
Prospects' Brand Perceptions by Attribute



Q32b. Which of the following statements would you use to describe the following oceanographic institutes below? (Select all that apply for each row)

Attribute Used to Describe Each Oceanographic Institution

Prospects' Brand Perceptions by Attribute



Donation Preference

- Current WHOI Donors are significantly more likely than all other groups to say they would prefer to donate to an organization that has “unrestricted donations dedicated to the exploration, the creation of new knowledge, and discovery of the unknown.”
- All other groups lean, at least slightly in favor of the same unrestricted donations.

Important Ocean Topics	ENV CONS A	ENV DONOR B	HNW DONOR C	WHOI DONOR D	WHOI SUBSCR IBER E
Base	253	255	82	118	132
Unrestricted donations dedicated to the exploration, the creation of new knowledge, and discovery of the unknown	51%	61% A	56%	81% ABCE	62% A
Restricted donations dedicated to specific projects (e.g., scholarships for the next generation of scientists, expeditions to the deep sea, studying the migration of marine animals, etc.)	49% BDE	39% D	44% D	19%	38% D

Ecosystem Preference

- Environmentally Conscious, Environmentally Conscious Donors and High Net Worth Donors are significantly more interested in supporting Coral reefs than Current WHOI Donors and Engaged WHOI Subscribers.
- Current WHOI Donors are significantly more likely than all other audiences to be interested in supporting the coastlines.
- Engaged WHOI Subscribers are not united to support a single ecosystem. Of the five ecosystems to chose from, none garners more than 20% support among this audience.
- Ranging from 1-in-10 to 2-in-10, all audiences indicate some uncertainty with which ecosystem to support.

Ecosystem Preference	ENV CONS A	ENV DONOR B	HNW DONOR C	WHOI DONOR D	WHOI SUBSCRIBE R E
Base	253	255	82	118	132
Coral Reefs	28% DE	32% DE	41% ADE	14%	16%
Coastlines	21%	23% c	13%	34% ABCF	21%
Polar Ecosystems	13%	15%	16%	14%	10%
The Deep Ocean	13% d	14% D	7%	6%	15% cD
The Mid Ocean (Ocean Twilight Zone)	2%	6% A	10% A	7% A	6% a
Other, please specify	2%	1%	4%	8% AB	11% ABc
I don't know	21% BC	9%	9%	18% Bc	20% BC

Geography Preference

- Across audiences, supporting the ocean at a global scale is most preferred.
- Environmentally Conscious, Environmentally Conscious Donors and High Net Worth Donors are significantly more interested in supporting ocean geography at a national scale than Current WHOI Donors and Engaged WHOI Subscribers.

Geography Preference	ENV CONS A	ENV DONOR B	HNW DONOR C	WHOI DONOR D	WHOI SUBSCRIBER E
Base	253	255	82	118	132
Global	38%	51% A	46%	45%	48% a
National	19% DE	20% DE	21% dE	11%	9%
Polar Region	14%	11%	15%	15%	13%
Local	14%	11%	10%	8%	16% d
Other, please specify	1%	1%	1%	7% ABc	5% AB
I don't know	13% B	6%	7%	14% B	9%

Marine Life Preference

- Environmentally Conscious and Environmentally Conscious Donors are significantly more likely than other audiences to be interested in supporting Dolphins; although Environmentally Conscious Donors (and HNW Donors) are most interested in supporting corals.
- There is no *one* marine life that Current WHOI Donors and Engaged WHOI Subscribers universally support. Roughly 1-in-5 indicate “don’t know.”
- Engaged WHOI Subscribers are significantly more likely than all other audiences to be interested in supporting plankton.
- HNW Donors are significantly or directionally more likely than all other groups to be interested in supporting life around thermal vents.

Marine Life Preference	ENV CONS A	ENV DONOR B	HNW DONOR C	WHOI DONOR D	WHOI SUBSCRIBER E
Base	253	255	82	118	132
Dolphins	19% CDE	14% CDE	5%	4%	2%
Whales	15%	15%	13%	17%	11%
Corals	14%	20% aDE	23% ADE	10%	11%
Coastal life	11%	17% ad	17%	10%	16%
Fisheries/shellfish	11%	9%	6%	15% bCe	8%
Undiscovered species	3%	3%	6% E	3%	1%
Sharks	2%	2%	-	3%	4% c
Seals	2%	2% e	4% E	2%	-
Plankton	1%	2%	5% A	5% Ab	14% ABCD
Life around hydrothermal vents	1%	3% a	6% ADE	1%	1%
Other, please specify	3%	2%	5%	13% ABc	11% AB
I don't know	17% Bc	11%	10%	18% b	21% BC

Technology Equipment Preference

- Across all five audiences, roughly one-quarter don't know which ocean technology/vehicles they would be most interested in supporting.
- Environmentally Conscious Donors and High Net Worth Donors are significantly more likely to be interested in supporting ocean observatories while WHOI engaged audiences are significantly more likely than unaffiliated groups to want to support unmanned and manned underwater vehicles.

Technology Equipment Preference	ENV CONS A	ENV DONOR B	HNW DONOR C	WHOI DONOR D	WHOI SUBSCRI BER E
Base	253	255	82	118	132
Ocean observatories	19% D	25% aDe	28% aDe	9%	17% d
Lab equipment	10% De	7% D	10% D	1%	5% D
Tags for studying different types of marine life	8%	7%	5%	8%	6%
Special cameras and imaging systems	8%	6%	9%	4%	4%
Autonomous underwater vehicles (unmanned)	6%	9% a	6%	14% Ac	16% AbC
Underwater vessels (manned)	6% c	5%	1%	10% C	11% aBC
Mini underwater robots/drones	6%	7%	7%	6%	6%
Satellite imaging	5% E	5% E	5% E	5% E	-
Ships	3%	6% a	4%	8% A	4%
Moorings and Buoys	-	2% A	-	-	-
Other, please specify	2%	1%	1%	9% ABC	7% ABc
I don't know	28% B	19%	24%	26%	23%

Overall Positioning Statement Preference (Top Ten)

- The statements below are the most likely to increase support for an organization focused on ocean science/oceanography. Note: The rest of the statements tested are found on the following slide.
- For all five audiences, the same statement rises to the top for increasing likelihood to support an organization focused on ocean science/ oceanography – “Our ocean. Our planet. Our future.”

Overall Positioning Statement Preference	ENV CONS A	ENV DONOR B	HNW DONOR C	WHOI DONOR D	WHOI SUBSCR IBER E
Base	253	255	82	118	132
Our ocean. Our planet. Our future.	34%	39%	32%	36%	35%
Saving the world starts with our ocean.	23%	23%	28% de	18%	18%
Understanding the ocean. For our planet and our future.	21%	22%	26%	19%	26%
There is no planet B.	19%	19%	15%	24%	17%
Understanding our ocean is the key to protecting it.	16%	17%	15%	19%	13%
Life changing discoveries that drive new industries, unlock medical breakthroughs and feed a hungry planet.	15% d	13%	17% d	8%	12%
Explore. Understand. Educate.	13%	16% c	9%	13%	25% ABCD
Advancing technology, accelerating science to sustain the ocean.	13%	15%	18%	15%	11%
Earth's last unexplored frontier.	13%	11%	13%	11%	14%
Discover. Invent. Protect.	11%	11%	11%	7%	14% d

Overall Positioning Statement Preference (Aside from top 10)

- Compared to the statements on the previous slide, these statements garner less attention.

Overall Positioning Statement Preference	ENV CONS A	ENV DONOR B	HNW DONOR C	WHOI DONOR D	WHOI SUBSCRI BER E
Base	253	255	82	118	132
Educating the public with our deep knowledge and understanding of the ocean.	9%	10%	13%	14%	14% a
Take a breath, thank the ocean.	9%	12%	6%	9%	8%
The most amazing undiscovered things on earth are found in the ocean.	9% d	5%	10% d	3%	9% d
Solutions depend on science.	8%	7%	13% b	14% B	9%
Unlocking discoveries from our greatest shared resource for all.	8% DE	5% d	5%	2%	2%
Driving discovery and expanding knowledge of our ocean.	7%	8%	5%	10%	11%
Advancing knowledge. Expanding understanding. Educating scientists.	6%	11% A	12% A	8%	10%
A powerful partnership of science and technology.	6%	9% e	11% E	5%	4%
The leading source of scientific truth on the ocean.	6%	5%	6%	8%	8%
To share the power and wonder of the ocean.	5%	7% D	4%	2%	4%
Scholarly freedom, societal impact.	3%	5%	10% AbE	5%	2%
Unrivalled breadth, limitless depth in ocean science and technology.	2%	7% AD	4%	2%	5%
Our awe-inspiring ocean that is brimming with possibilities.	2%	5% aDE	7% ADE	1%	1%
None of the above	4% c	2%	-	4% c	2%

Aware of WHOI

How Did You Become Aware of WHOI

- Environmentally Conscious, Environmentally Conscious Donors and HNW Donors are significantly more likely than other audiences to have become aware of WHOI after seeing it featured on the news/in a show.
- Current WHOI Donors are significantly more likely than all other audiences to have become aware of WHOI from family member or friend. Engaged WHOI Subscribers are more likely than all other groups (except HNW Donors) to have become aware of WHOI via an employee/researcher/scientist/engineer.

How Became Aware of WHOI	ENV CONS A	ENV DONOR B	HNW DONOR C	WHOI DONOR D	WHOI SUBSCRIBER E
Base	37	58	40	114	131
Featured on the news / in a show	43% DE	33% DE	28% DE	6%	8%
Online search/web search	19% cDE	14% D	5%	3%	7%
Family member or friend	5%	14%	5%	29% ABCE	13%
Know an employee/researcher/scientist/engineer	3%	3%	13% b	10%	18% ABd
WHOI website	3%	3%	8%	6%	8%
Social media	3%	10% De	5%	2%	4%
At an event	0%	2%	3%	7%	4%
Other, please specify	24%	21%	35%	38% B	40% aB

“Other” mainly comprised of “I live near by, grew up in the area, “visited while on vacation” or “through school”

Description of WHOI



They are dedicated to ocean research, exploration, and education. Their goal is to help improve understanding of the ocean's importance to the planet and to society.

Scientific knowledge resulting from those explorations

Study many facets of the ocean all over the world. Partner to share innovations and information with many organization.

I am really not sure of the work they do there, I only know about it because my family has a summer house near that area.

It is an organization dedicated to studying the ocean. It explores marine science. It researches plants, animals and microscopic populations and their effects on our planet.

Well they have been referenced in a number of topics, currents, marine life, ocean chemistry. So I would guess they research the ocean and all its properties.

Critical to our future.... Cutting edge research.

A leader in oceanography. Bob Ballard found the Titanic!

FASCINATING... Extremely important to the future of a healthy ocean. No healthy ocean-no healthy life."

What is WHOI

- WHOI is most known to be a research institution; more so by Current WHOI Donors and Engaged WHOI Subscribers than by audiences unaffiliated with the organization. Those engaged with the institution also know it to be a non-profit.
- Nearly a quarter of Environmentally Conscious are unsure how to describe the institution.

What is WHOI	ENV CONS A	ENV DONOR B	HNW DONOR C	WHOI DONOR D	WHOI SUBSCR IBER E
Base	37	58	40	114	131
Research institution	76%	79%	75%	94% ^{ABC}	95% ^{ABC}
Non-profit	35%	59% ^A	48%	61% ^A	53% ^a
Academic organization	32%	50% ^a	50%	66% ^{ABc}	57% ^A
Advocacy / special interest political group	14%	22% ^c	8%	15%	17%
Government agency focused on ocean science (NASA of the ocean)	8%	10%	10%	17%	18%
Other, please specify	0%	0%	0%	4%	8% ^{aBc}
I don't know	22% ^{bDE}	9% ^{DE}	10% ^{DE}	2%	0%

WHOI Characteristics (Most Often Selected)

- All groups, except HNW Donors most often use the word “Exploration” to describe WHOI. For HNW Donors, “Intelligent” and “leader” rise to the top.
- Engaged WHOI Subscribers are significantly more likely than all other audiences to describe WHOI with the words “Exploration,” “Innovative,” “Cool” and “Inventive.”

WHOI Characteristics	ENV CONS A	ENV DONOR B	HNW DONOR C	WHOI DONOR D	WHOI SUBSCRIBER E
Base	37	58	40	114	131
Exploration	62%	76% C	48%	74% C	86% AbCD
Discovery	54%	66% C	45%	57%	73% ACD
Intelligent	41%	59% a	68% A	61% A	67% A
Innovative	41%	47%	45%	61% Abc	71% ABCD
Important	32%	62% Ac	45%	62% Ac	68% AC
Leader	32%	50% a	63% A	56% A	57% A
Passionate	32%	47%	35%	54% AC	49% a
Credible	30%	53% A	60% A	56% A	63% A
Future-oriented	30%	47%	38%	50% A	56% AC
Brilliant	30%	45% d	35%	31%	42% d
Knowledge-creator	27%	48% A	45%	56% A	61% Ac
Fact-based	24%	52% A	60% A	66% Ab	66% Ab
Cutting edge	24%	34%	38%	61% ABC	63% ABC
Influential	24%	45% A	45% a	50% A	49% A
Authentic	24%	57% Ae	48% A	45% A	42% a
Adventurous	19%	31%	28%	42% A	53% ABC
Solutions-oriented	16%	38% A	40% A	45% A	42% A
Eye-opening	16%	34% aC	8%	26% C	40% ACD
Diverse	16%	28% c	13%	22%	34% ACD
Cool	16%	19%	13%	17%	33% abCD
Inventive	14%	33% A	23%	46% AC	60% ABCD
Independent	11%	33% A	50% Ab	46% Ab	44% A

WHOI Characteristics (Least Often Selected)

- The words/phrases “Ivory tower,” “Stodgy” and “Politically biased” are least likely to be associated with WHOI.
- It’s worth noting that a minority of HNW Donors are significantly more likely than all other audiences to use the phrase “Ivory tower” to describe WHOI. Yet, HNW Donors are also more likely than most other groups to use the words “Apolitical” and “Unbiased” (and “Stodgy”) to describe WHOI.
- On a positive note, there is a lot of enthusiasm for the organization among Engaged WHOI Subscribers.

WHOI Characteristics	ENV CONS A	ENV DONOR B	HNW DONOR C	WHOI DONOR D	WHOI SUBSCRI BER E
Base	37	58	40	114	131
Engaging	11%	26% a	13%	33% AC	42% ABC
Energetic	11%	28% a	15%	29% Ac	33% AC
Optimistic	11%	29% Ac	13%	25% a	29% AC
Courageous	11%	33% AC	10%	23% c	27% AC
Wonderous	11%	22% C	5%	19% C	30% ACd
Wow	11%	22% C	3%	18% C	23% C
Collaborative	8%	50% Ac	33% A	57% AC	55% AC
Unbiased	8%	26% A	45% Ab	39% Ab	36% A
Bold	8%	31% Ac	15%	26% A	30% Ac
Apolitical	8%	22% a	40% Abd	24% A	28% A
Conversation-starter	8%	16%	10%	19%	25% AC
Private	5%	17% a	13%	12%	15%
Conservative	3%	10%	10%	10%	5%
Liberal	3%	5%	13% D	3%	8% d
Entrepreneurial	0%	9% a	5%	17% Ac	11% A
Convener	0%	5%	3%	10% a	8% a
Ivory tower	0%	3%	13% AbdE	4%	3%
Stodgy	0%	3%	10% adE	3%	1%
Politically biased	0%	2%	5% D	0%	2%
Other, specify	3%	3%	0%	4%	4%
None of the above	5% dE	5% dE	5% E	1%	-

WHOI Project Awareness

- The Ocean and Climate project is the most well known across all audiences likely given the generic nature of the project name.
- Current WHOI Donors and Engaged WHOI Subscribers are the most likely to be aware of WHOI projects.
- After the Ocean and Climate, groups unaffiliated with WHOI are most aware of The Ocean Stewardship and Sustainability Project. However roughly a quarter haven't heard of any of the projects listed.

WHOI Project Awareness	ENV CONS A	ENV DONOR B	HNW DONOR C	WHOI DONOR D	WHOI SUBSCRI BER E
Base	37	58	40	114	131
Ocean and Climate	57%	72%	68%	92% ABC	95% ABC
Ocean Stewardship and Sustainability	38%	52%	50%	81% ABC	78% ABC
Pioneer in opening the deep sea/deep frontier	35%	47%	40%	87% ABC	89% ABC
Human Impacts	27%	45% a	35%	69% ABC	63% ABC
Alvin	24%	24%	33%	83% ABC	92% ABCD
Mid-Ocean Hydrothermal Vents	24%	38%	23%	68% ABC	82% ABCD
Ocean Twilight Zone	24%	33%	20%	61% ABC	89% ABCD
Titanic	24%	17%	33% b	58% ABC	75% ABCD
Gulf Oil Spill	24%	36%	35%	61% ABC	56% ABC
Future Ocean	19%	48% AC	25%	63% AbC	69% ABC
Greenland Ice Sheets	19%	36% a	35%	64% ABC	65% ABC
SharkCam	14%	22%	18%	59% ABC	73% ABCD
Air France	8%	16%	15%	35% ABC	39% ABC
None have not heard of any	27% DE	19% DE	25% DE	4% E	0%
MEAN # OF PROJECTS AWARE	3.4	4.9 A	4.3	8.8 ABC	9.6 ABCD

WHOI Project Interest

- Respondents are most interested in learning more about the Ocean and Climate project.
- There are a few interesting differences observed by audience. Environmentally Conscious Donors are significantly more likely to be interested in learning about the Gulf Oil Spill whereas Engaged WHOI Subscribers are significantly more likely to be interested in learning more about the Alvin project. The Titanic is more interesting to Environmentally Conscious and Environmentally Conscious Donors.

WHOI Project Interest	ENV CONS A	ENV DONOR B	HNW DONOR C	WHOI DONOR D	WHOI SUBSCRIBER E
Base	37	58	40	114	131
Ocean and Climate	81%	93% ^{ad}	90%	82%	87%
Human Impacts	78%	84% ^d	80%	71%	78%
Future Ocean	70%	88% ^{Ad}	75%	76%	88% ^{AcD}
Ocean Stewardship and Sustainability	70%	88% ^{AD}	85%	72%	79%
Pioneer in opening the deep sea/deep frontier	70%	78%	70%	72%	81% ^d
Ocean Twilight Zone	68%	76% ^c	60%	68%	82% ^{aCD}
Mid-Ocean Hydrothermal Vents	65%	74% ^D	68%	53%	73% ^D
Greenland Ice Sheets	62%	84% ^A	83% ^a	74%	84% ^{AD}
Gulf Oil Spill	51%	71% ^{aCDE}	45%	37%	53% ^D
Titanic	51% ^D	52% ^{De}	35%	29%	37%
SharkCam	49%	60% ^{cD}	43%	39%	60% ^{CD}
Alvin	43%	52%	45%	54%	76% ^{ABCD}
Air France	32%	52% ^{aDE}	35%	22%	35% ^D
Not interested in any	11%	7%	10%	11%	5%

WHOI Role

- Across all audiences, there is a desire to see WHOI reach out beyond their organization to inform the public.
- Current WHOI Donors and Engaged WHOI Subscribers are significantly more likely than the Environmentally Conscious group to feel that WHOI should also be reaching out beyond their organization to inform public policy makers.

WHOI Role	ENV CONS A	ENV DONOR B	HNW DONOR C	WHOI DONOR D	WHOI SUBSCR IBER E
Base	37	58	40	114	131
Informing the public	89%	91%	95%	91%	94%
Informing policy makers	62%	76%	73%	84% ^A	77% ^a
Educating scientists	65%	76%	63%	68%	74%

WHOI Favorability

- Almost all, across all groups, are top two box favorable towards WHOI.
- Significantly more Current WHOI Donors and Engaged WHOI Subscribers than those unaffiliated with the organization are extremely favorable towards WHOI.

WHOI Favorability	ENV CONS A	ENV DONOR B	HNW DONOR C	WHOI DONOR D	WHOI SUBSCR IBER E
Base	37	58	40	114	131
Top 2 Box (NET)	95%	90%	95%	99% aB	99% aBc
5 – Extremely Favorable	38%	60% A	50%	78% ABC	78% ABC
4	57% BDE	29%	45% DE	21%	21%
3	5% de	10% DE	5% e	1%	1%
Bottom 2 Box (NET)	0%	0%	0%	0%	0%
2	0%	0%	0%	0%	0%
1 – Not at All Favorable	0%	0%	0%	0%	0%

Donor to WHOI

When First Donate to WHOI

- When it comes to Current WHOI Donors and Engaged WHOI Subscribers, most made their first donation in the the past 3 years.
- However, 29% of Current WHOI Donors and 21% of Engaged WHOI Subscribers made their first donation more than 10 years ago.

When First Donated to WHOI	WHOI DONOR	WHOI SUBSCRIBER
Base	97	61
This past year	25%	31%
Two to three years ago	23%	33%
Four to five years ago	9%	5%
Six to ten years ago	14%	10%
More than ten years ago	29%	21%

Primary Reason for First Donation to WHOI

- Just over 50% of Current WHOI Donors and Engaged WHOI Subscribers say the primary reason for their first donation to WHOI was because they believed in their mission.

Reason for First Donation to WHOI	WHOI DONOR D	WHOI SUBSCRIBER E
Base	97	61
I believed in their mission	51% Bc	52% Bc
I felt a sense of closeness/connection to the cause	21%	25%
I want to do my part for the benefit of future generations	8%	3%
I wanted to make a difference in the world	3%	7%
It made me feel good/gave me a sense of personal satisfaction	3%	3%
I was asked by a family member/friend/colleague	3%	2%
I wanted the tax benefit	1%	-
The cause pulled on my heart strings	1%	-
Other, please specify	9%	8%

WHOI Donation Frequency

- The majority of Current WHOI Donors and Engaged WHOI Subscribers donate annually.

WHOI Donation Frequency	WHOI DONOR	WHOI SUBSCRIBER
Base	97	61
Quarterly	1%	3%
Annually	76% ^c	70%
Less than once a year	9%	8%
It was just a one-time donation	9%	8%
Other, please specify	4%	10%

Trigger for Multiple Donations to WHOI

- While email is generally the trigger for Current WHOI Donors and Engaged WHOI Subscribers to donate more than once to WHOI, it's worth noting that 45% of Current WHOI Donors also note an “other” motivation for multiple donations.

Trigger for Multiple Donations to WHOI	WHOI DONOR D	WHOI SUBSCRIBER E
Base	88	56
Email	20%	30%
Mail	22%	14%
Event	13%	29% D
Other, please specify	45% E	27%

“Other” mainly comprised of “Felt compelled,” “Is a part of my annual giving plan” or “know people who work at WHOI”

Primary Reason for Multiple Donations to WHOI

- The majority of current WHOI Donors and WHOI Email Subscribers say the primary reason they continue to give to WHOI is because they believe in their mission.

Primary Reasons for Multiple Donations to WHOI	WHOI DONOR D	WHOI SUBSCRIBER E
Base	88	56
I believe in their mission	58% ^c	57% ^c
I feel a sense of closeness/connection to the cause	11%	23% ^d
I want to do my part for the benefit of future generations	10%	11%
I want to make a difference in the world	10%	4%
It makes me feel good/gives me a sense of personal satisfaction	1%	-
I am asked by a family member/friend/colleague	1%	2%
The cause pulls on my heart strings	1%	-
I want the tax benefit	-	-
Other, please specify	7%	4%

WHOI Stimulus

(For Those Not Aware of WHOI)

WHOI Stimulus

- Survey respondents were shown the following description of WHOI:

You indicated earlier that you were NOT aware of Woods Hole Oceanographic Institute (WHOI).
Did you know that.....

- WHOI is the world's largest non-profit focused on ocean research, exploration, and education.
- WHOI's 500 scientists and engineers are working on over 900 projects at any one time that take them from pole to pole, from the coast to the open ocean, and from the wave tops to the seafloor and below.
- WHOI's discoveries have translated into smarter use of our shared natural resources, a brighter future for feeding our families and powering our homes, and better tools to explore still-unknown parts of our planet.

Favorability Based on Description

- Based on the description provided, the vast majority of Environmentally Conscious, Environmentally Conscious Donors and High Net Worth Donors had favorable impressions of WHOI.

Favorability Based on Description	ENV CONS A	ENV DONOR B	HNW DONOR C
Base	216	197	42
Top 2 Box (NET)	86%	91%	90%
5 – Extremely Favorable	47%	52%	62% ^a
4	39%	39%	29%
3	13%	9%	5%
Bottom 2 Box (NET)	0%	-	5% AB
2	0	-	2% ^B
1 – Not at All Favorable	-	-	2% ^{AB}

Likelihood to Donate Based on Description

- Based on the description provided, the majority of Environmentally Conscious and High Net Worth Donors were likely to make a monetary gift to WHOI in the next 12 months.
- The description was less likely inspire the Environmentally Conscious groups to donate.

Likelihood to Donate Based on Description	ENV CONS A	ENV DONOR B	HNW DONOR C
Base	216	197	42
Top 2 Box (NET)	26%	70% A	76% A
5 – Extremely Likely	5%	30% A	45% Ab
4	21%	39% A	31%
3	39% BC	27% C	12%
Bottom 2 Box (NET)	35% BC	4%	12% B
2	18% Bc	3%	7%
1 – Not at All Likely	17% BC	1%	5% b

Most Likely to Increase Contribution

- “Scientific research that provides the facts to inform future government/corporate environmental policies” is one of the most compelling areas to fund for all groups.
- Current WHOI Donors and Engaged WHOI Subscribers place higher importance on “Unrestricted gifts to be put to good use” when it comes to the area they think is important to fund via donation.

Area to Most Likely Increase Contribution	ENV CONS A	ENV DONOR B	HNW DONOR C	WHOI DONOR D	WHOI SUBSCRI BER E
Base	253	255	82	118	132
Scientific research that provides the facts to inform future government/ corporate environmental policies	30%	35%	38%	31%	31%
Pure scientific research that provides the critical foundation for future discoveries	22% ^{DE}	18% ^d	16%	11%	14%
Unrestricted gifts to be put to good use	19%	15%	23% ^b	40% ^{ABC}	33% ^{AB}
Pure exploration of the unknown, awe-inspiring parts of the ocean	7%	11% ^{cE}	4%	7%	4%
Scholarships for the next generation of scientists	7% ^D	7% ^D	4%	2%	4%
Technology/equipment/vessels	6%	9% ^d	6%	3%	7%
Specific expeditions/missions to the deep sea	6%	6%	9% ^d	3%	4%
Other (Specify)	4% ^B	0%	1%	4% ^B	4% ^B

Other Demographics

Days at Ocean

- Environmentally Conscious are significantly more likely to say they spend no days at the ocean in a typical year.
- Current WHOI Donors and Engaged WHOI Subscribers are significantly more likely to spend 30+ days at the ocean in a typical year.

Annual Days at Ocean	ENV CONS A	ENV DONOR B	HNW DONOR C	WHOI DONOR D	WHOI SUBSCR IBER E
Base	253	255	82	118	132
None	34% BCDE	12%	11%	9%	8%
1 or 2	18% DE	16% dE	15% e	9%	7%
3 to 7	28% DE	34% CDE	21% d	12%	17%
8 to 29	16%	30% A	29% A	26% A	27% A
30 or more	4%	9% A	24% AB	43% ABC	42% ABC
MEAN	5.9	10.1 A	14.0 AB	18.6 ABC	18.5 ABC

News & Information

- There are quite a few notable differences in news and info sources across audiences.
- Current WHOI Donors and Engaged WHOI Subscribers are significantly more likely than all other user groups to turn to NPR and significantly less likely to tune to Fox News for their news and info.
- HNW Donors and Current WHOI Donors are significantly more likely than other audiences to rely on the WSJ.
- Environmentally Conscious are significantly more likely than all other audiences to turn to Facebook for news and info.

New & Info Favorites	ENV CONS A	ENV DONOR B	HNW DONOR C	WHOI DONOR D	WHOI SUBSCRIBER E
Base	253	255	82	118	132
CNN	30%	37% DE	30%	26%	23%
Fox News	26% DE	24% DE	23% dE	13%	10%
Facebook	24% BcDE	16% DE	15% D	3%	8%
Google News	22% CDE	19% CDe	7%	4%	12% D
Weather.com	21% DE	16% e	20% dE	11%	9%
NPR	15%	16%	18%	42% ABC	45% ABC
BBC News	15%	15%	20%	25% AB	27% AB
New York Times	14%	26% A	35% A	41% AB	36% Ab
Yahoo News	14% cDE	10% D	6%	3%	5%
Washington Post	10%	20% AE	17% a	21% Ae	12%
Twitter	9% BD	4%	5% d	1%	6% D
Wall Street Journal	8%	11%	26% ABE	21% ABE	11%
USA Today	8% D	16% ADE	10% D	2%	6% d
Huffington Post	7%	9% E	7%	5%	3%
Time	7%	7%	5%	7%	6%
Reddit.com	4% cD	4% cD	-	-	2%
Forbes	3%	3%	-	3%	2%
The Guardian	2%	5% a	4%	7% A	6% A
Reuters	2%	2%	6% bd	2%	2%
Drudge Report	2% d	2%	1%	-	2%
Bloomberg	1%	5% Ae	9% AE	8% AE	2%
Snapchat	1%	1%	1%	-	1%
Other, please specify	13% b	8%	13%	32% ABC	29% ABC

"Other" mainly comprised of "The Boston Globe," "MSNBC" or "Other Network News – ABC, PBS etc."

Social Media

- Facebook is the social networking site most frequently visited. Only a quarter of the combined total of all five audiences never visit Facebook.

Social Networking Sites	Facebook	Twitter	Pinterest	Instagram	LinkedIn
	A	B	C	D	E
Base	253	255	82	118	132
Once a Day or More (Net)	56% BCDE	24% CE	15% E	28% CE	12%
Multiple Times Per Day	39% BCDE	15% CE	7%	17% CE	5%
Once a Day	17% BCDE	9% E	8%	11% cE	6%
At Least Once a Week	11% b	9%	14% BD	10%	12% B
Less Than Once a Week	9%	12% A	16% ABD	11%	21% ABCD
Never /I Do Not Visit	23%	55% A	55% A	51% A	55% A

Household Income

- Environmentally Conscious and Environmentally Conscious Donors are most likely to have lower household incomes.
- Not surprisingly, High Net Worth Donors have higher household incomes.
- Current WHOI Donors and Engaged WHOI subscribers have significantly higher household incomes than the Environmentally Conscious and Environmentally Conscious Donors.

Household Income	ENV CONS A	ENV DONOR B	HNW DONOR C	WHOI DONOR D	WHOI SUBSCRIBER E
Base	253	255	82	118	132
Under \$100K (NET)	72% BCDE	55% CDE	12%	30% C	27% C
Under \$49,999 (25)	36% BCDE	18% CDe	-	8% C	11% C
\$50,000 - \$99,999 (75)	36% CDE	37% CDE	12%	21%	16%
\$100,000 - \$149,999 (125)	16%	26% ACDe	10%	14%	17%
\$150K+ (NET)	7%	16% A	78% ABDE	22% A	22% A
\$150,000 - \$249,999 (200)	4%	11% A	16% AD	7%	14% Ad
\$250,000 - \$499,999 (375)	2%	4%	35% ABDE	11% AB	7% A
Above \$500,000 (525)	1%	1%	27% ABDE	4% Abe	1%
Prefer not to answer	5% C	3%	-	35% ABC	34% ABC
MEAN	79.3	110.7 A	326.5 ABDE	171.8 AB	143.7 AB

Marital Status

- Environmentally Conscious and Environmentally Conscious Donors are significantly more likely to be single than other audiences.
- High Net Worth Donors are significantly more likely to be married than all other audiences.
- Since Current WHOI Donors and Engaged WHOI Subscribers skew older, its not surprising they are also more likely than other groups to be widowed.

Marital Status	ENV CONS A	ENV DONOR B	HNW DONOR C	WHOI DONOR D	WHOI SUBSCRI BER E
Base	253	255	82	118	132
Single, never been married	25% CDE	25% CDE	5%	7%	15% CD
Married	52%	57%	82% ABDE	65% A	58%
Living with a partner	8% b	4%	2%	4%	6%
Separate or divorced	11% C	10% c	4%	12% C	12% C
Widowed	5%	5%	7%	12% AB	9% ab

Kids in the Household

- Across all audiences, the majority do not have children under 18 living in the household.
- Given their age, Current WHOI Donors and Engaged WHOI Subscribers are significantly more likely than other groups to not have kids under 18 in the household.

Kids in the Household	ENV CONS A	ENV DONOR B	HNW DONOR C	WHOI DONOR D	WHOI SUBSCRIBER E
Base	253	255	82	118	132
None	73% B	63%	68%	95% ABCE	82% ABC
1	14% De	20% aDE	13% D	3%	8%
2	9% D	12% D	12% D	1%	8% D
3	2%	4% de	5% de	1%	1%
4	1%	1%	1%	0%	1%
5 or more (5)	1%	0%	0%	0%	2%

Ethnicity

- Across groups, the majority are Caucasian.

Ethnicity	ENV CONS A	ENV DONOR B	HNW DONOR C	WHOI DONOR D	WHOI SUBSCRI BER E
Base	253	255	82	118	132
Caucasian	83% B	75%	85% b	83% b	82%
Black, African American	4% DE	7% DE	7% DE	0%	0%
Hispanic	5% E	10% ADE	5% e	3%	1%
Asian	7% D	12% aDE	7% D	0%	4% D
American Indian	3%	3%	1%	1%	2%
Other, please specify	1%	0%	0%	6% ABC	5% ABc
Prefer not to answer	1% b	0%	0%	9% ABC	8% ABC

Political Affiliation

- Environmentally Conscious Donors are more likely than all other groups to be a Democrat.
- Current WHOI Donors and Engaged WHOI Subscribers align across different political affiliations, but most fall into the Independent category.

Political Affiliation	ENV CONS A	ENV DONOR B	HNW DONOR C	WHOI DONOR D	WHOI SUBSCR IBER E
Base	253	255	82	118	132
I'm a democrat	32%	47% ACDE	34%	35%	28%
I'm an independent	30%	27%	35%	45% AB	50% ABC
I'm a republican	33% BDE	22% DE	30% DE	11%	6%
Prefer not to answer	4% c	4% c	0%	9% aBC	16% ABC

Appendix

Attribute Used to Describe Each Oceanographic Inst.

Description of Oceanographic Institutes	WHOI	Scripps	MBL	MBARI	Lamont-Doherty Earth Observatory	Conservation International	OCEANA	Ocean Conservancy	Nature Conservancy	NRDC	MIT
	A	B	C	D	E	F	G	H	I	J	K
Base	380	340	219	259	64	96	292	356	424	146	359
Long legacy of studying the ocean	82% BCDEF GHIJK	61% cDEF GHIJK	53% DEFGH IJK	41% FIJK	36% FIJK	18%	38% FIJK	42% FIJK	24%	18%	21%
Is educating the next generation of ocean scientists	75% BCDEF GHIJK	55% DEFG HIJ	48% FGHIJ	45% FGHIJ	38% FJ	23%	34% FIJ	34% FIJ	28% J	18%	52% dEFGHI J
Is dedicated to creating new knowledge/basic fundamental research	74% BCDEF GHIJK	54% DFGH IJ	48% FGHIJ	42% gIJ	50% fGHIJ	34% j	35% J	36% J	31%	24%	50% dFGHIJ
Is making measurable scientific impact	72% BCDEF GHIJK	53% cDFG HIJK	45% FGHIJ	41% fIJ	44% fIJ	30%	36% J	37% iJ	31% J	22%	45% FGHIJ
Is educating the public about the ocean	71% BCDEF GHIJK	45% cEJK	37% EK	60% BCEF GIJK	23%	40% EK	43% EJK	60% BCEFGI JK	51% CEFGJK	35% K	23%
Internationally renowned scientists	70% BCDEF GHIJK	51% CDFG HIJ	42% DfGHIJ	33% IJ	53% DFGHIJ	31% iJ	28% ij	29% IJ	22%	20%	52% CDFGH IJ
Is focused on protecting/conserving the oceans	70% BCDEF GHIJK	51% cEFK	42% EK	57% CEFIJ K	20%	38% EK	52% CEFK	64% BCdEF GIJK	47% EfK	44% EK	21%
State-of-the-art facilities/labs	66% BCDEF GHIJK	48% cDEF GHIJ	39% FGHIJ	38% FGHIJ	30% iJ	21% j	30% fIJ	29% IJ	20% J	12%	47% cDEFG HIJ

Q32b. Which of the following statements would you use to describe the following oceanographic institutes below?
(Select all that apply for each row)

Attribute Used to Describe Each Oceanographic Inst.

Description of Oceanographic Institutes	WHOI	Scripps	MBL	MBARI	Lamont-Doherty Earth Observatory	Conservation International	OCEANA	Ocean Conservancy	Nature Conservancy	NRDC	MIT
	A	B	C	D	E	F	G	H	I	J	K
Base	380	340	219	259	64	96	292	356	424	146	359
World-class engineers	61% BCDEF GHIJ	39% cDFG HIJ	31% DHUI	22% i	30% lj	24%	28% IJ	22% i	17%	18%	55% BCDEF GHIJ
Provides access to the best ships/vessels to go to sea	60% BCDEF GHIJK	35% CDEF GHIJK	26% dIJK	19% jk	17%	22% JK	27% DeIJK	27% DeIJK	16%	12%	13%
Provides scientists the scholarly freedom to create new knowledge	60% BCDEF GHIJK	43% DFGH IJ	39% FGHIJ	32% GIJ	34% gIJ	26%	23%	28% IJ	20%	18%	45% DFGHIJ
History of life-changing discoveries	59% BCDEF GHIJK	44% DFGH IJ	38% DFGHIJ	24%	41% DFGHIJ	23%	25% j	28% ij	22%	17%	40% DFGHIJ
Largest collection of scientists and engineers working together in the same place	51% BCDEF GHIJK	26% dIJ	30% DIJ	20% j	23% j	25% ij	24% IJ	26% IJ	17%	13%	33% bDGHJI
Is making measurable societal impact	48% BCDEF GHIJK	35% EK	32% E	33% E	14%	35% E	35% EK	38% EK	40% cdEK	33% E	28% E
Is an advocacy organization	42% BCdEK	26% EK	28% EK	34% BEK	9%	42% BCEK	43% BCDEK	54% ABCDE FGK	58% ABCDE FGK	55% ABCDE FGK	13%
Is working to influence government or corporate policy	41% BCDE GK	24%	27% ek	28% EK	16%	42% BCDEK	33% BEK	48% aBCDE GK	44% BCDEG K	53% ABCDEF GiK	20%

Q32b. Which of the following statements would you use to describe the following oceanographic institutes below?
(Select all that apply for each row)

Likelihood to Donate to Ocean Organizations

- When combining the data from all five audiences, top-two-box likelihood to donate to WHOI is significantly higher than several organizations and on par with three (Conservation International, Ocean Conservancy and Nature Conservancy.) No organization has higher top-two-box likelihood to donate than WHOI.

Likelihood to Donate	WHOI	Scripps	MBL	MBARI	Lamont-Doherty Earth Observatory	Conservation International	OCEANA	Ocean Conservancy	Nature Conservancy	NRDC	MIT
	A	B	C	D	E	F	G	H	I	J	K
Base	380	340	275	337	94	111	336	435	531	207	466
Top 2 Box (NET)	57% BCDEGJ K	21% K	38% BDeK	28% BK	29% bK	50% BCDEG JK	39% BDeK	54% BCDEG JK	52% BCDEG JK	39% BDeK	13%
5 – Extremely Likely	42% BCDEFG HIJK	10% k	17% BK	13% K	13% K	25% BcDEg K	18% BdK	27% BCDEG K	27% BCDEG K	23% BcDEK	6%
4	15% bK	11% k	21% ABDJK	15% bK	16% K	25% ABDJK	21% ABDK	27% ABDEg JK	24% ABDeJ K	15% bK	7%
3	16% e	22% aEk	23% AEijk	20% E	9%	25% AEijk	29% ABcDE HIJK	18% E	18% E	16% e	17% E
Bottom 2 Box (NET)	27%	58% ACFG HIJ	39% AFgHI	52% ACFG HI	63% ACdFGH IJ	24%	32%	28%	31%	45% AFGHI	70% ABCDF GHIJ
2	10%	16% AcEF	11%	15% AEF	6%	6%	15% AEF	12% f	12% ef	12%	18% ACEFHI J
1 – Not at all Likely	17%	42% ACFG HIJ	28% AFGHI	36% ACFG HI	56% ABCDFG HIJ	18%	18%	15%	18%	33% AFGHI	52% ABCDF GHIJ

Why Donate to a Cause

- Those who donate to the Environment are most likely to say they donate because they “believed in their mission,” “wanted to make a difference in the world” and “wanted to do their part for the benefit of future generations.”

Why Donate to a Cause	Religion A	Edu. B	Human Services C	Arts & Cult. D	Global Health E	Environ ment F	Animal Welfare G	Youth & Family H	Intl. Aid I
Base	146	109	60	44	22	188	125	42	26
I believed in their mission	74% ^e	68%	65%	80% ^E	55%	83% ^{ABCE HI}	77% ^{cE}	69%	65%
I wanted to make a difference in the world	32%	36%	43% ^{dj}	25%	45% ^d	65% ^{ABCD eGHJ}	42% ^{aDj}	43% ^d	54% ^{AbDJ}
I wanted to do my part for the benefit of future generations	30% ^G	60% ^{ACEGI j}	42% ^G	48% ^{AG}	32%	65% ^{ACDE GHIJ}	19%	48% ^{AG}	31%
I felt a sense of closeness/connection to the cause	42%	51% ^{eHi}	38%	45%	32%	52% ^{aceHI}	68% ^{ABCD EFHI}	31%	31%
They educate the public	10%	37% ^{ACGH}	17%	32% ^{AcGH}	23% ^{ah}	47% ^{AbCd EGHI}	17% ^a	7%	23% ^{ah}
It made me feel good/gave me a sense of personal satisfaction	33%	37%	48% ^A	36%	41%	41%	43% ^a	38%	46%
They educate scientists	5%	38% ^{ACDf GHI}	3%	7%	32% ^{ACDG HI}	28% ^{ACDG HI}	6%	5%	8%
The cause pulled on my heart strings	18%	12%	25% ^{Bd}	11%	32% ^{Bdf}	16%	59% ^{ABCD EFHIJ}	21%	35% ^{aBDF}
I wanted the tax benefit	15% ^{GI}	11% ^{gi}	13% ^{Gi}	14% ^{gi}	9%	11% ^{gi}	5%	12% ⁱ	-
I was asked by a family member/friend/colleague	10% ^F	14% ^{FG}	15% ^{FG}	9%	18% ^{FG}	4%	6%	17% ^{FG}	8%

Importance of Causes in General

- When combining the findings across all five groups, top-two-box importance of the Environment is significantly higher than all other causes.

Importance of Cause	Religion A	Edu. B	Human Services C	Arts & Cult. D	Global Health E	Environ- ment F	Animal Welfare G	Youth & Family H	Intl. Aid I	Science J	Politics K
Base	840	840	840	840	840	840	840	840	840	840	840
Top 2 Box (NET)	41%	89% ACD EGHI K	74% ADHI K	60% AIK	78% ACDHI K	93% ABCD EGHIJ K	78% ACDHI K	68% ADIK	51% A	88% ACDE GHIK	51% A
Bottom 2 Box (NET)	39% BCDE FGHIJ K	2% f	5% BFJ	10% BCEF GhJ	5% BFJ	1%	6% BFJ	8% BCEFG J	15% BCDE FGHJ	2% F	21% BCDE FGHIJ

Environmental Consciousness

- For all five audiences, the Environment is the most important cause.
- Significantly fewer Environmentally Conscious rate Science as important. (Though Science is often the cause rated #2 just behind the #1 cause – the Environment.)
- Significantly fewer Current WHOI Donors and Engaged WHOI Subscribers consider Animal Welfare, Human Services, Youth & Family Services and Religion important.

Importance of Environmental Causes (Top Two Box)	ENV CONS A	ENV DONOR B	HNW DONOR C	WHOI DONOR D	WHOI SUBSCRIBER E
Base	253	255	82	118	132
Environment	89%	95% A	95%	94%	95% A
Education	85%	91% a	95% Ad	87%	92% a
Animal Welfare	81% DE	89% ACDE	73% d	61%	69%
Science	77%	91% A	93% A	92% A	95% A
Global Health	75%	85% AcDE	77%	69%	76%
Human Services	75% DE	85% ACDE	73% D	53%	66% D
Youth and Family Services	70% DE	81% AcDE	71% DE	51%	52%
Arts and Culture	49%	67% A	68% A	64% A	60% A
Politics	46%	61% ADE	67% ADE	45%	37%
Religion	46% DE	46% DE	48% DE	29%	25%
International Aid	45%	64% ADE	66% ADE	41%	37%

Likelihood to Donate to Ocean Organizations

- When combining the data from all five audiences, top-two-box likelihood to donate to WHOI is significantly higher than several organizations and on par with three (Conservation International, Ocean Conservancy and Nature Conservancy.) No organization has higher top-two-box likelihood to donate than WHOI.

Likelihood to Donate	WHOI	Scripps	MBL	MBARI	Lamont-Doherty Earth Observatory	Conservation International	OCEANA	Ocean Conservancy	Nature Conservancy	NRDC	MIT
	A	B	C	D	E	F	G	H	I	J	K
Base	380	340	275	337	94	111	336	435	531	207	466
Top 2 Box (NET)	57% BCDEGJK	21%	38%	28%	29%	50%	39%	54%	52%	39%	13%
5 – Extremely Likely	42% BCDEFGHIJK	10%	17%	13%	13%	25%	18%	27%	27%	23%	6%
4	15% bK	11%	21% A	15%	16%	25% A	21% A	27% A	24% A	15%	7%
3	16% E	22% a	23% A	20%	9%	25% A	29% A	18%	18%	16%	17%
Bottom 2 Box (NET)	27%	58% A	39% A	52% A	63% A	24%	32%	28%	31%	45% A	70% A
2	10%	16% A	11%	15% A	6%	6%	15% A	12%	12%	12%	18% A
1 – Not at all Likely	17%	42% A	28% A	36% A	56% A	18%	18%	15%	18%	33% A	52% A

Attribute Used to Describe Each Oceanographic Inst.

- When combining the data from the **three prospect audiences**, WHOI and Scripps get significantly more credit than all other organizations for many of the key attributes

Description of Oceanographic Institutes	WHOI	Scripps	MBL	MBARI	OCEANA	Ocean Conservancy	Nature Conservancy	MIT
	A	B	C	D	G	H	I	K
Base	135	152	143	173	237	278	328	248
Long legacy of studying the ocean	67% BCDGHIK	53% DgIK	48% IK	41% IK	44% IK	47% IK	27% k	21%
Is educating the next generation of ocean scientists	56% cDGHIK	51% GHI	45% I	45% I	40%	40%	33%	47% hi
Is dedicated to creating new knowledge/basic fundamental research	52% DGH I	46% I	43%	40%	40%	41%	37%	44% i
Internationally renowned scientists	51% CDGHI	47% cDGH I	36% I	32%	34% i	36% I	27%	48% CDGHI
Is focused on protecting/conserving the oceans	51% K	45% K	43% K	50% K	52% cK	64% ABCDGIK	47% K	23%
State-of-the-art facilities/labs	49% DGH I	46% dgHI	39% I	36% I	36% I	35% I	24%	45% dGHI
Is making measurable scientific impact	47% I	43% Fi	45% I	38%	43% i	42% i	35%	40%
Is educating the public about the ocean	46% K	41% K	41% K	57% aBCGK	42% K	60% ABCGiK	53% BCGK	23%
History of life-changing discoveries	41% DGH I	40% DGI	34% Di	23%	30%	33% Di	26%	37% DI
World-class engineers	40% DHI	36% Dh I	38% DHI	22%	33% Dh I	27%	21%	50% aBCDGH I
Provides scientists the scholarly freedom to create new knowledge	39% GI	41% dGh I	38% GI	32% I	28%	32% I	23%	44% DGH I
Largest collection of scientists and engineers working together in the same place	35% DI	27%	35% DI	21%	29% di	31% DI	21%	31% DI
Is making measurable societal impact	30% e	31%	34% k	32% k	37% EK	39% aK	41% ABdK	25%
Provides access to the best ships/vessels to go to sea	29% DIK	26% K	33% DIK	19%	32% DIK	33% DIK	20%	15%
Is working to influence government or corporate policy	27%	23%	33% bK	30% K	34% BK	48% ABCDGK	43% ABCDGK	21%
Is an advocacy organization	21% k	28% K	34% AK	31% aK	42% ABDK	53% ABCDGK	59% ABCDGK	14%
None of the above	12%	18% H	16% h	14%	22% AdHI	10%	15%	20% Ahi

Attribute Used to Describe Each Oceanographic Inst.

- When combining the data from **all five audiences**, WHOI gets significantly more credit than all other organizations with the exception of two related attributes: advocacy & influencing government/corporate policies.

Description of Oceanographic Institutes	WHOI	Scripps	MBL	MBARI	Lamont-Doherty Earth Observatory	Conservation International	OCEANA	Ocean Conservancy	Nature Conservancy	NRDC	MIT
	A	B	C	D	E	F	G	H	I	J	K
Base	380	340	219	259	64	96	292	356	424	146	359
Long legacy of studying the ocean	82% BCDEFGHIJK	61%	53%	41%	36%	18%	38%	42%	24%	18%	21%
Is educating the next generation of ocean scientists	75% BCDEFGHIJK	55%	48%	45%	38%	23%	34%	34%	28%	18%	52%
Is dedicated to creating new knowledge/basic fundamental research	74% BCDEFGHIJK	54%	48%	42%	50%	34%	35%	36%	31%	24%	50%
Is making measurable scientific impact	72% BCDEFGHIJK	53%	45%	41%	44%	30%	36%	37%	31%	22%	45%
Is educating the public about the ocean	71% BCDEFGHIJK	45%	37%	60%	23%	40%	43%	60%	51%	35%	23%
Internationally renowned scientists	70% BCDEFGHIJK	51%	42%	33%	53%	31%	28%	29%	22%	20%	52%
Is focused on protecting/conserving the oceans	70% BCDEFGHIJK	51%	42%	57%	20%	38%	52%	64%	47%	44%	21%
State-of-the-art facilities/labs	66% BCDEFGHIJK	48%	39%	38%	30%	21%	30%	29%	20%	12%	47%
World-class engineers	61% BCDEFGHIJ	39%	31%	22%	30%	24%	28%	22%	17%	18%	55%
Provides access to the best ships/vessels to go to sea	60% BCDEFGHIJK	35%	26%	19%	17%	22%	27%	27%	16%	12%	13%
Provides scientists the scholarly freedom to create new knowledge	60% BCDEFGHIJK	43%	39%	32%	34%	26%	23%	28%	20%	18%	45%
History of life-changing discoveries	59% BCDEFGHIJK	44%	38%	24%	41%	23%	25%	28%	22%	17%	40%
Largest collection of scientists & engineers working together in the same place	51% BCDEFGHIJK	26%	30%	20%	23%	25%	24%	26%	17%	13%	33%
Is making measurable societal impact	48% BCDEFGHIJK	35%	32%	33%	14%	35%	35%	38%	40%	33%	28%
Is an advocacy organization	42% BCdEK	26%	28%	34%	9%	42%	43%	54% A	58% A	55% A	13%
Is working to influence government or corporate policy	41% BCDEGK	24%	27%	28%	16%	42%	33%	48% a	44%	53%	20%
None of the above	6%	18% A	18% A	15% A	11%	15% A	23% A	13% A	17% A	16% A	19% A

Q32b. Which of the following statements would you use to describe the following oceanographic institutes below? (Select all that apply for each row)