

Research Findings

Commissioned Ivan Moore Research in September 2011

Total survey size:750

Survey included cell phones

Accurate representation of Alaskans



Overall Awareness of PCG is high

- 58.5% of Alaskans have heard of PCG
 - Highest awareness among those who notice radio (70%) and newspaper (60%) advertising
 - Lowest awareness among those who notice Internet advertising (46%)

Geographic dispersion of Awareness

- Anchorage (63%)
- Southcentral (62%)
- Fairbanks (58%)
- Rural Alaska (52%)
- Southeast (42%)



Little gifts; big impact.

Who is Aware

- More likely to have higher incomes
- More likely to be a married female
- More likely to use the Internet a lot
- More likely to be 35+
- More likely to be Caucasian



More than 300 causes benefit.
Who will help this year?

Do you plan to PCG this year

- Yes (10.6%)
- Maybe (4.7%)
- No (43.2%)
- Have never heard of PCG (41.5%)



Little gifts; big impact.

If you had \$500 to give away...

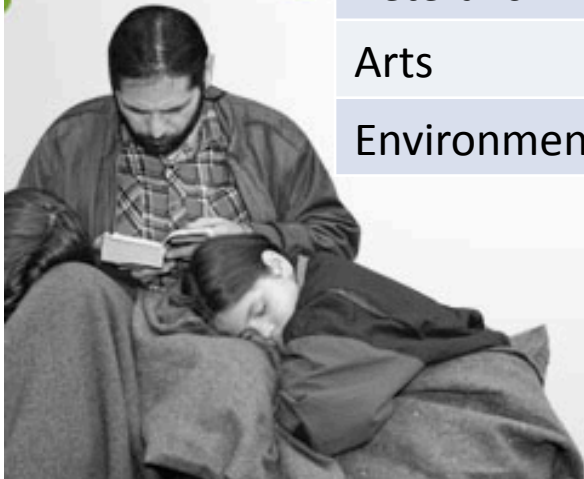
1. Church (27 mentions)
2. Salvation Army (22 mentions)
3. Red Cross (19 mentions)
4. Food Bank of Alaska (17 mentions)
5. United Way (15 mentions)
6. Boys and Girls Clubs (13 mentions)
7. Beans Café (12 mentions)
8. Saint Jude's Children's Hospital (10 mentions)
9. American Cancer Society (10 mentions)
10. ASPCA/SPCA (10 mentions)
11. Myself/My family (10 mentions)
12. Cancer/cancer research (15 mentions)
13. Homeless (15 mentions)
14. Public Radio/TV/NPR/KSKA/KAKM (9 mentions)
15. Wounded Warriors (8 mentions)
16. Make-a-Wish Foundation (8 mentions)
17. Covenant House (7 mentions)
18. Big Brothers Big Sisters (7 mentions)
19. Catholic Social Services (7 mentions)
20. Children's shelter (6 mentions)
21. ARC of Anchorage (6 mentions)
22. Brother Francis Shelter (6 mentions)
23. National Rifle Association (6 mentions)
24. Humane Society (6 mentions)
25. American Diabetes Foundation (5 mentions)
26. Doctors Without Borders (5 mentions)
27. Animal shelter (5 mentions)
28. AWAIC (5 mentions)
29. MS Society (5 mentions)
30. Special Olympics (5 mentions)



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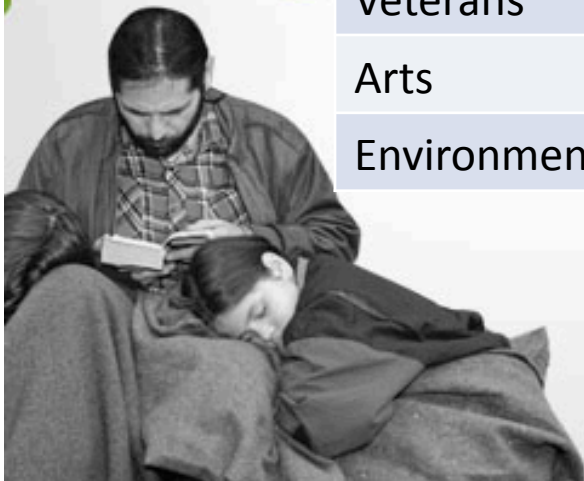
Kids	105
Disease	92
Food/Homeless	70
Emergency/domestic violence	60
Pets/animals	36
Education	29
Disabled	27
Veterans	26
Arts	19
Environment	18



Pick.Click.Give. Then spread the word.

If you had \$500 to give away...

Kids	105	\$74k
Disease	92	\$35k
Food/Homeless	70	\$192k
Emergency/domestic violence	60	\$155k
Pets/animals	36	\$154k
Education	29	\$15k
Disabled	27	\$71k
Veterans	26	\$3k
Arts	19	\$71k
Environment	18	\$54k



Pick.Click.Give. Then spread the word.