



## Constant Contact Survey Results

**Survey Name:** USA Affiliate Service July 2010 Survey

**Response Status:** Partial & Completed

**Filter:** None

Aug 03, 2010 6:08:51 PM

**\*** How long have you been a USA Affiliate?

Answer	0%	100%	Number of Response(s)	Response Ratio
less than 1 year			4	7.2 %
1 year to less than 3 years			21	38.1 %
3 years or more			30	54.5 %
Not USA Affiliate			0	0.0 %
No Response(s)			0	0.0 %
<b>Totals</b>			<b>55</b>	<b>100%</b>

**\*** Why did you become a USA affiliate? Select all that apply.

Answer	0%	100%	Number of Response(s)	Response Ratio
Access to the affiliate benefits (listserv, eNews letter, 20-Second Manager, website, Quantitative Worth Calculator, etc.)			38	73.0 %
Networking opportunities			18	34.6 %
Support for the work & services			33	63.4 %
Importance of the USA for the public radio system			31	59.6 %
Considering joining USA			0	0.0 %
Other			5	9.6 %
<b>Totals</b>			<b>52</b>	<b>100%</b>



Which of the following USA tools are you aware of? Select all that apply.

Answer	0%	100%	Number of Response(s)	Response Ratio
Quantitative Worth Calculator			43	84.3 %
Governance Examples & Guidelines			41	80.3 %
Peer Review Assessment Tool			31	60.7 %
University Ownership Best Practices			40	78.4 %
Personnel Performance Enhancement			16	31.3 %
Surveys & Information Gathering			33	64.7 %
Ideas for Improving Management Oversight			27	52.9 %
Marketing and Programming Advice			18	35.2 %
Strategic Planning Models			20	39.2 %
Not Aware of These Tools			3	5.8 %
<b>Totals</b>			<b>51</b>	<b>100%</b>



Which of the following USA services are you aware of? Select all that apply.

Answer	0%	100%	Number of Response(s)	Response Ratio
Free Telephone Consultancy			25	49.0 %
Fundraising Strategies Training			16	31.3 %
Internet-Based Services			28	54.9 %
National Representation			33	64.7 %
Peer Reviews			24	47.0 %
On-Site Training and Consultation			20	39.2 %
Representation on National Issues			35	68.6 %
Not Aware of These Services			8	15.6 %
<b>Totals</b>			<b>51</b>	<b>100%</b>

\* Which of the following USA resources are you aware of? Select all that apply.

Answer	0%	100%	Number of Response(s)	Response Ratio
eNews Letter & Listserv			47	92.1 %
20-Second Manager Training			41	80.3 %
24/7 Access to Website Resources			40	78.4 %
Regional & National Training Opportunities			23	45.0 %
Not Aware of These Resources			2	3.9 %
<b>Totals</b>			<b>51</b>	<b>100%</b>









\* How helpful is it to see the USA at the regional and national meetings you attend?

Answer	0%	100%	Number of Response(s)	Response Ratio
Very helpful			18	32.7 %
Somewhat helpful			16	29.0 %
Neutral			17	30.9 %
Somewhat not helpful			0	0.0 %
Very not helpful			0	0.0 %
No Response(s)			4	7.2 %
<b>Totals</b>			<b>55</b>	<b>100%</b>

\* Overall, how satisfied are you with the USA?

Answer	0%	100%	Number of Response(s)	Response Ratio
Very satisfied			31	56.3 %
Somewhat satisfied			10	18.1 %
Neutral			9	16.3 %
Somewhat dissatisfied			1	1.8 %
Very dissatisfied			0	0.0 %
No Response(s)			4	7.2 %
<b>Totals</b>			<b>55</b>	<b>100%</b>

Which of the following events have you attended in the past year? Select all that apply.

Answer	0%	100%	Number of Response(s)	Response Ratio
Regional Conference			22	44.0 %
PMDMC			19	38.0 %
PBMA			4	8.0 %
News &/or Programming Conference			5	10.0 %
National Conference - NPR, CPB			6	12.0 %
Engineering Conference			4	8.0 %
Did not attend conference or event this past year.			14	28.0 %
Other			5	10.0 %
<b>Totals</b>			<b>50</b>	<b>100%</b>

Your name and/or station call letters? (Optional)

30 Response(s)