



Constant Contact Survey Results

Survey Name: 2011 MSN Survey

Response Status: Partial & Completed

Filter: None

1/13/2012 1:12 PM PST

What type of service best describes your business/company?

Answer	0%	100%	Number of Response(s)	Response Ratio
Senior Housing			20	21.7 %
Homecare			10	10.8 %
Rehab			2	2.1 %
Activities & Enteratinment			3	3.2 %
Support Services			17	18.4 %
Legal/Financial			5	5.4 %
Non Profit Organization			7	7.6 %
Other			27	29.3 %
No Response(s)			1	1.0 %
Totals			92	100%

What is your role in your company?

Answer	0%	100%	Number of Response(s)	Response Ratio
Owner			31	33.6 %
Administrator			3	3.2 %
Operations			0	0.0 %
Direct Sales			11	11.9 %
Marketing/Outreach			34	36.9 %
Administrative Support			0	0.0 %
Client Services			2	2.1 %
Other			7	7.6 %
No Response(s)			4	4.3 %
Totals			92	100%

How many monthly MSN meetings do you typical attend in a year?

Answer	0%	100%	Number of Response(s)	Response Ratio
Seldom (1-3 meetings)			15	16.3 %
Occasionally (4-6 meetings)			30	32.6 %
Often (7-9 meetings)			24	26.0 %
Always (10+ meetings)			20	21.7 %
Workshop or Awards Breakfast only			1	1.0 %
No Response(s)			2	2.1 %
Totals			92	100%

How do you learn about MSN meetings and details?

Answer	0%	100%	Number of Response(s)	Response Ratio
MSN website			13	14.6 %
MSN e-reminder, monthly			56	62.9 %
MSN Printed monthly flyer by mail			3	3.3 %
Friend			12	13.4 %
Other e-newsletter or website			12	13.4 %
Other			11	12.3 %
Totals			89	100%

Why did you attend the events? Please select all that apply.

Answer	0%	100%	Number of Response(s)	Response Ratio
For networking			82	90.1 %
Interested in event topic			68	74.7 %
Interested in speaker			49	53.8 %
Marketing and public relations			65	71.4 %
Continuing education credits (when applicable-workshop)			14	15.3 %
Other			5	5.4 %
Totals			91	100%

Please rate your level of satisfaction with each of the following aspects of the Monthly MSN Meetings.

1 = 1 - Not at all satisfied, 2 = 2, 3 = 3, 4 = 4- Very Satisfied

Answer	1	2	3	4	Number of Response(s)	Rating Score*
Convenience of locations					89	2.8
Ease of parking					88	3.2
Venues					89	3.3
Knowledge gained					89	3.2
Speakers					89	3.3
Networking opportunities					89	3.4
Food					88	3.1

*The Rating Score is the weighted average calculated by dividing the sum of all weighted ratings by the number of total responses.

Which of the following best describes the duration of the Monthly Meetings?

1 = 1 - Much too short, 2 = 2- A bit short, 3 = 3- Just Right, 4 = 4- A bit long, 5 = 5 - Much too long

Answer	1	2	3	4	5	Number of Response(s)	Rating Score*
Presentation period						90	3.2
Networking						89	2.7
Question and answer						87	2.9
Door Prizes/Attendee Announcements						89	3.6
Name & Company Introductions						90	3.1

*The Rating Score is the weighted average calculated by dividing the sum of all weighted ratings by the number of total responses.

Which topics areas were of the greatest interest to you from last year and you would like to have more?

Answer	0%	100%	Number of Response(s)	Response Ratio
Marketing Outlines & Strategic Plans			45	51.7 %
Sales Practices and Closing Techniques			36	41.3 %
Specific Marketing Avenues: Social Networking, Events, Newsletters, etc...			47	54.0 %
Teambuilding, Time Management & other Professional Development			34	39.0 %
Motivation and Self Help			34	39.0 %
Senior and Boomer Specific Data and Trends			61	70.1 %
Speed Networking			36	41.3 %
Awards Breakfast			22	25.2 %
Totals			87	100%

What suggestions do you have for topics for future meetings?

23 Response(s)

Please provide any feedback that you feel could improve the annual award nomination or voting process?

23 Response(s)

Which of the following best describes the value you received for the price of the event (\$10/meeting, \$60/year)?

Answer	0%	100%	Number of Response(s)	Response Ratio
Very valuable			56	60.8 %
Somewhat valuable			26	28.2 %
Little Value			3	3.2 %
Not at all valuable			1	1.0 %
No Response(s)			6	6.5 %
Totals			92	100%

Who pays for your attendance/membership?




Answer	0%	100%	Number of Response(s)	Response Ratio
My Company			51	55.4 %
I pay personally			38	41.3 %
No Response(s)			3	3.2 %
Totals			92	100%

The MSN Board has discussed moving membership renewal to a specific month (like January) and prorating quarterly for sign up later in the year.

Do you feel having a specific date for renewal would be a better idea and help renewal date confusion?

Answer	0%	100%	Number of Response(s)	Response Ratio
YES			59	64.1 %
NO			24	26.0 %
No Response(s)			9	9.7 %
Totals			92	100%

Is there a benefit to you/ your organization to become a MSN Corporate Sponsor? YES/NO If so please share more informtion.

Answer	0%	100%	Number of Response(s)	Response Ratio
YES			24	26.0 %
NO			49	53.2 %
No Response(s)			19	20.6 %
Totals			92	100%

Please fill out the following to update your contact info.

Answers	Number of Response(s)
First Name	65
Last Name	64
Company Name	60
Work Phone	64
Email Address	64
Address 1	59
City	60
State/Province (US/Canada)	61
Postal Code	61