

ASQ Section Member Satisfaction Survey (2009)

Milwaukee (1202) Section Report (n = 67)***

The following reports the results of the Section Satisfaction survey for your Section. Your scores are compared to the scores for your region and for all other ASQ Sections. Respondents rated the performance on a 10-point scale in which "10" is the most positive and "1" is the least positive response.

	Mean Rating				
	2009 Section		2008 Section	2009 Region	2009 ASQ
<i>Perceptions of Your Section</i>					
My section offers significant networking opportunities with other professionals in my field	7.38		7.00	7.11	6.96
My section offers useful courses and training for professional development in my field	7.45	^	7.15	6.99	6.69
My section provides valuable resources and support pertaining to my specific industry and interests	6.63		6.19	6.64	6.47
My section's newsletter and other publications, in general, are critical to my job and career growth	5.43		5.50	5.53	5.26
My section provides information that makes me more productive	5.95		5.99	6.11	5.96
My section is a critical resource I have used to improve my job performance	5.86		5.60	5.66	5.55
My section provides me with valuable ideas that have helped me and my employer	5.97		5.78	6.01	5.87
The costs of my section's courses, workshops and materials are competitive considering the value they provide	7.00		6.74	6.93	7.01
My section leadership is accessible for questions, concerns and suggestions	7.40		7.01	7.51	7.68
My section provides open opportunities to be active in leadership	7.64		7.27	7.69	7.79

Notes: * Differences in scores could not be tested for statistical significance due to small sample size (below 10).

** Arrows indicate if your Section's rating score is statistically significantly above (↑) or below (↓) the rating for your 2008 Section scores.

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	Mean Rating			
	2009 Section	2008 Section	2009 Region	2009 ASQ
<i>Section Activities</i>				
How satisfied were you with the meetings you attended?	7.03	7.32	7.68	7.75
How satisfied were you with the section training course you attended?	7.71	7.62	7.98	8.14
How satisfied were you with the value of the Web site's content?	7.05	6.99	7.05	6.88
How satisfied were you with your section's certification preparation materials?	7.88 * * *	8.08	7.64	8.04
Thinking of the section events, publications or resources you have used in the past 12 months, please rate your level of agreement with the following statement: I frequently learned new ideas that were relevant to my job	5.58	5.83	5.64	5.63
Thinking of the section events, publications or resources you have used in the past 12 months, please rate your level of agreement with the following statement: I frequently used the new ideas on my job	5.47	5.53	5.34	5.34
Thinking of the section events, publications or resources you have used in the past 12 months, please rate your level of agreement with the following statement: The new ideas I used on my job frequently resulted in a noticeable benefit or value creation	5.32	5.36	5.22	5.16

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	Mean Rating			
	2009 Section	2008 Section	2009 Region	2009 ASQ
<i>Overall Satisfaction with Your Section</i>				
How do you rate your overall satisfaction with your section?	7.00	6.73	7.03	6.91
How likely are you to encourage your business associates to attend section events?	6.34	6.28	6.65	6.74
To what degree does your section experience contribute positively to your overall ASQ membership experience?	6.49	6.51	6.48	6.50
To what degree does your section experience encourage you to continue being a member of ASQ?	6.55	6.56	6.45	6.53
<i>ASQ Satisfaction & Loyalty</i>				
Taking everything into consideration, how do you rate your overall satisfaction with your membership in ASQ?	7.60	7.28	7.61	7.60
How likely are you or your employer to renew your membership in ASQ?	8.82	8.78	8.89	8.75
How likely are you to recommend ASQ membership to a business associate?	7.69	7.53	7.92	7.90
Thinking about the costs of ASQ membership and the benefits you receive from ASQ, please rate the overall value you receive as a member of ASQ.	7.19	6.89	7.22	7.26
How likely are you to purchase products or services from ASQ in the next 12 months?	7.35	6.96	7.00	6.94
ASQ is the leading authority and voice of quality in today's world.	8.06	7.58	7.88	7.92
ASQ is the world's most comprehensive and inclusive community of those interested in quality.	8.17	7.68	7.91	7.95
ASQ is an active partner with individuals and organizations in the pursuit of business performance excellence.	7.29	7.38	7.58	7.65

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	Mean Rating			
	2009 Section	2008 Section	2009 Region	2009 ASQ
<i>Section Communications</i>				
Please rate your preference for: Email	8.77	8.71	8.59	9.03
Please rate your preference for: Newsletter – Electronic	8.81	8.54	8.48	8.63
Please rate your preference for: Newsletter – Print	5.05	4.85	4.58	4.51
Please rate your preference for: Postal Mail	4.28	4.76	3.97	3.96
Please rate your preference for: Web Site	7.88	7.59	7.38	7.64
Please rate your preference for: Telephone	2.57	v	3.34	2.86

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Top 2 Box Rating

	2009 Section		2008 Section	2009 Region	2009 ASQ
<i>Perceptions of Your Section</i>					
My section offers significant networking opportunities with other professionals in my field	30.2%		27.3%	28.7%	28.3%
My section offers useful courses and training for professional development in my field	39.1%	^	34.6%	28.9%	26.5%
My section provides valuable resources and support pertaining to my specific industry and interests	14.5%		23.4%	21.2%	21.2%
My section's newsletter and other publications, in general, are critical to my job and career growth	11.1%		7.7%	12.7%	12.0%
My section provides information that makes me more productive	14.3%		11.5%	17.5%	17.8%
My section is a critical resource I have used to improve my job performance	17.5%	↑	6.4%	15.0%	17.3%
My section provides me with valuable ideas that have helped me and my employer	20.3%		9.0%	17.6%	19.2%
The costs of my section's courses, workshops and materials are competitive considering the value they provide	44.1%	↑	25.0%	35.0%	35.2%
My section leadership is accessible for questions, concerns and suggestions	40.4%		29.2%	44.6%	48.8%
My section provides open opportunities to be active in leadership	43.6%		34.2%	46.8%	50.8%

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Top 2 Box Rating

	2009 Section	2008 Section	2009 Region	2009 ASQ
<i>Section Activities</i>				
How satisfied were you with the meetings you attended?	20.7%	38.2%	34.0%	37.1%
How satisfied were you with the section training course you attended?	29.4%	38.1%	40.8%	46.2%
How satisfied were you with the value of the Web site's content?	20.6%	26.1%	22.3%	22.1%
How satisfied were you with your section's certification preparation materials?	25.0% * * *	30.8%	37.6%	45.0%
Thinking of the section events, publications or resources you have used in the past 12 months, please rate your level of agreement with the following statement: I frequently learned new ideas that were relevant to my job	12.5%	6.6%	13.5%	13.8%
Thinking of the section events, publications or resources you have used in the past 12 months, please rate your level of agreement with the following statement: I frequently used the new ideas on my job	12.5%	4.1%	11.1%	11.6%
Thinking of the section events, publications or resources you have used in the past 12 months, please rate your level of agreement with the following statement: The new ideas I used on my job frequently resulted in a noticeable benefit or value creation	7.9%	5.7%	9.7%	10.1%

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Top 2 Box Rating

	2009 Section		2008 Section	2009 Region	2009 ASQ
<i>Overall Satisfaction with Your Section</i>					
How do you rate your overall satisfaction with your section?	20.9%		22.8%	25.3%	26.4%
How likely are you to encourage your business associates to attend section events?	14.9%	- v	21.5%	25.6%	29.9%
To what degree does your section experience contribute positively to your overall ASQ membership experience?	20.9%		22.8%	22.5%	26.6%
To what degree does your section experience encourage you to continue being a member of ASQ?	22.4%		24.1%	25.3%	28.5%
<i>ASQ Satisfaction & Loyalty</i>					
Taking everything into consideration, how do you rate your overall satisfaction with your membership in ASQ?	31.3%		26.6%	33.0%	34.0%
How likely are you or your employer to renew your membership in ASQ?	66.7%		69.6%	71.3%	68.7%
How likely are you to recommend ASQ membership to a business associate?	37.3%		36.7%	44.7%	48.0%
Thinking about the costs of ASQ membership and the benefits you receive from ASQ, please rate the overall value you receive as a member of ASQ.	26.9%		17.7%	28.9%	31.2%
How likely are you to purchase products or services from ASQ in the next 12 months?	40.9%		29.1%	34.4%	33.4%
ASQ is the leading authority and voice of quality in today's world.	51.5%	↑	35.4%	42.9%	45.5%
ASQ is the world's most comprehensive and inclusive community of those interested in quality.	53.0%	↑	35.4%	44.0%	46.9%
ASQ is an active partner with individuals and organizations in the pursuit of business performance excellence.	33.3%		34.2%	39.9%	41.3%

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Top 2 Box Rating

	2009 Section	2008 Section	2009 Region	2009 ASQ
<i>Section Communications</i>				
Please rate your preference for: Email	68.2%	62.8%	64.9%	74.3%
Please rate your preference for: Newsletter – Electronic	65.7%	59.5%	62.4%	65.6%
Please rate your preference for: Newsletter – Print	20.3%	18.3%	14.2%	14.4%
Please rate your preference for: Postal Mail	12.3%	17.3%	10.1%	9.8%
Please rate your preference for: Web Site	48.5%	36.8%	40.4%	47.4%
Please rate your preference for: Telephone	1.5%	5.5%	4.2%	5.9%

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	Section 2009		Section 2008		Region 2009		ASQ 2009	
	%	n	%	n	%	n	%	n
<i>About Yourself</i>								
How many sections do you belong to in total?								
One	81.8%	54	89.9%	71	88.4%	511	88.8%	3,622
Two to five	18.2%	12	10.1%	8	11.6%	67	10.8%	441
More than five	0.0%	0	0.0%	0	0.0%	0	0.4%	16
Where do you currently reside?								
United States	98.5%	66	97.5%	77	99.7%	582	92.0%	3,793
All other countries	1.5%	1	2.5%	2	0.3%	2	8.0%	329
<i>Section Membership</i>								
In the last 12 months, approximately how many times have you contacted or been contacted by the leader of your section?								
No contacts	61.5%	40	74.3%	55	54.9%	302	40.8%	1,596
1-3 contacts	21.5%	14	18.9%	14	23.1%	127	24.7%	966
4-7 contacts	7.7%	5	1.4%	1	5.5%	30	11.4%	447
8-10 contacts	4.6%	3	1.4%	1	4.7%	26	6.9%	271
More than 10 contacts	4.6%	3	4.1%	3	11.8%	65	16.2%	632

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	Section 2009		Section 2008		Region 2009		ASQ 2009	
	%	n	%	n	%	n	%	n
Section Activities								
Did you attend one or more section meetings in the last 12 months?								
Yes	43.3%	29	43.6%	34	53.1%	305	59.6%	2,400
No	56.7%	38	56.4%	44	46.9%	269	40.4%	1,627
Did you attend a section training course in the last 12 months?								
Yes	26.2%	17	27.3%	21	21.9%	122	19.3%	725
No	73.8%	48	72.7%	56	78.1%	434	80.7%	3,026
Did you visit your section's Web site in the last 12 months?								
Yes	95.5%	63	90.8%	69	82.6%	459	83.1%	3,260
No	4.5%	3	9.2%	7	17.4%	97	16.9%	663
Did you use certification preparation materials provided by your section in the last 12 months?								
Yes	14.5%	8	19.1%	13	16.8%	85	16.9%	593
No	85.5%	47	80.9%	55	83.2%	421	83.1%	2,917

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	Section 2009		Section 2008		Region 2009		ASQ 2009	
	%	n	%	n	%	n	%	n
<i>About Yourself</i>								
What is your age?								
18 or younger	0.0%	0	0.0%	0	0.0%	0	0.0%	0
19-25	1.5%	1	0.0%	0	1.2%	7	0.7%	30
26-35	4.5%	3	11.4%	9	10.2%	59	8.7%	357
36-45	19.4%	13	24.1%	19	22.8%	132	24.9%	1,019
46-55	41.8%	28	39.2%	31	41.0%	238	38.9%	1,590
56-65	26.9%	18	20.3%	16	21.7%	126	23.2%	950
66 or older	6.0%	4	5.1%	4	3.1%	18	3.6%	146
How long have you been a member of ASQ?								
Less than one year	10.4%	7	1.3%	1	14.0%	82	10.8%	447
1-4 years	17.9%	12	32.9%	26	22.4%	131	25.9%	1,069
5-10 years	13.4%	9	16.5%	13	19.5%	114	23.3%	962
11-20 years	35.8%	24	22.8%	18	31.0%	181	28.9%	1,193
Over 20 years	22.4%	15	26.6%	21	13.0%	76	10.9%	451
Gender?								
Male	73.8%	48	65.8%	52	70.2%	406	71.3%	2,905
Female	26.2%	17	34.2%	27	29.8%	172	28.7%	1,171

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	Section 2009		Section 2008		Region 2009		ASQ 2009	
	%	n	%	n	%	n	%	n
<i>About Yourself</i>								
What is your ASQ market segment?								
Manufacturing	67.2%	45	NA		63.4%	370	48.3%	1,989
Services	17.9%	12	NA		22.1%	129	28.3%	1,167
Government	1.5%	1	NA		0.3%	2	1.6%	66
Healthcare	1.5%	1	NA		3.9%	23	3.4%	140
Education	0.0%	0	NA		1.2%	7	1.7%	71
Other	10.4%	7	NA		8.7%	51	8.8%	362
International	1.5%	1	NA		0.3%	2	7.9%	327
Are you a member leader?								
Yes	12.1%	8	NA		18.7%	108	23.3%	948
No	87.9%	58	NA		81.3%	469	76.7%	3,122
What type of membership do you hold?								
Full (\$129)	38.8%	26	48.1%	38	43.3%	253	38.1%	1,572
Senior or Fellow (\$129)	58.2%	39	51.9%	41	52.6%	307	57.4%	2,364
Associate (\$74)	3.0%	2	0.0%	0	3.6%	21	3.3%	138
Forum/Division (\$31)	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Student (\$25)	0.0%	0	0.0%	0	0.5%	3	1.2%	48

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	Section 2009		Section 2008		Region 2009		ASQ 2009	
	%	n	%	n	%	n	%	n
<i>About Yourself</i>								
Which one of the following best describes your title or function?								
Senior Officer (President/Vice President/C-Level)	4.5%	3	3.8%	3	3.3%	19	3.8%	155
Director	13.4%	9	10.1%	8	8.4%	49	8.9%	361
Manager	29.9%	20	27.8%	22	29.4%	171	29.5%	1,201
Supervisor	7.5%	5	6.3%	5	5.7%	33	4.4%	178
Engineer	20.9%	14	30.4%	24	23.6%	137	23.4%	951
Technician	4.5%	3	3.8%	3	7.6%	44	4.4%	178
Inspector	0.0%	0	1.3%	1	1.2%	7	1.7%	69
Internal Consultant	1.5%	1	3.8%	3	3.4%	20	4.7%	192
Independent Consultant	6.0%	4	3.8%	3	5.0%	29	6.0%	245
Educator	1.5%	1	1.3%	1	1.0%	6	1.6%	64
Student	0.0%	0	0.0%	0	0.0%	0	0.6%	23
Other	10.4%	7	7.6%	6	11.4%	66	11.1%	453
Who pays for your ASQ membership?								
Myself	16.4%	11	16.5%	13	24.4%	142	34.7%	1,425
My company/employer	77.6%	52	79.7%	63	70.7%	411	60.7%	2,495
Both share costs	3.0%	2	2.5%	2	3.4%	20	3.4%	138
Other	3.0%	2	1.3%	1	1.4%	8	1.2%	49

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