



Section Loyalty & Satisfaction Study Findings

ASQ Member Results

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Section Loyalty & Satisfaction Study Methodology

- The e-mail invitation was sent on January 6th to 77,139 members
- A postcard was mailed to members requesting no e-mails from ASQ in January to 2,545 member
- Incentive provided – win one of four World Conference Registrations (3 members and 1 customer)
- Here is a table with messages sent to members and member leaders requesting an invite to be sent regarding the Loyalty study.

Communication Type	Date				
	Jan 6	Jan 19	Feb 12		
ASQ E-mail	Jan 6	Jan 19	Feb 12		
FFF (as copy or key date)	Dec 23	Jan 23	Jan 30	Feb 6	Feb 13
ASQ Weekly	Jan 28	Feb 11			
E-mail sent by Cynthia directly to Chairs, Internet Liaisons & Newsletter Editors	Jan 5	Jan 27			
SAC listserv	Jan 21				
Postcard Mailed	Jan				
<i>Quality Progress Ad & link on QP Website</i>	Jan				



Section Loyalty & Satisfaction Study Respondents

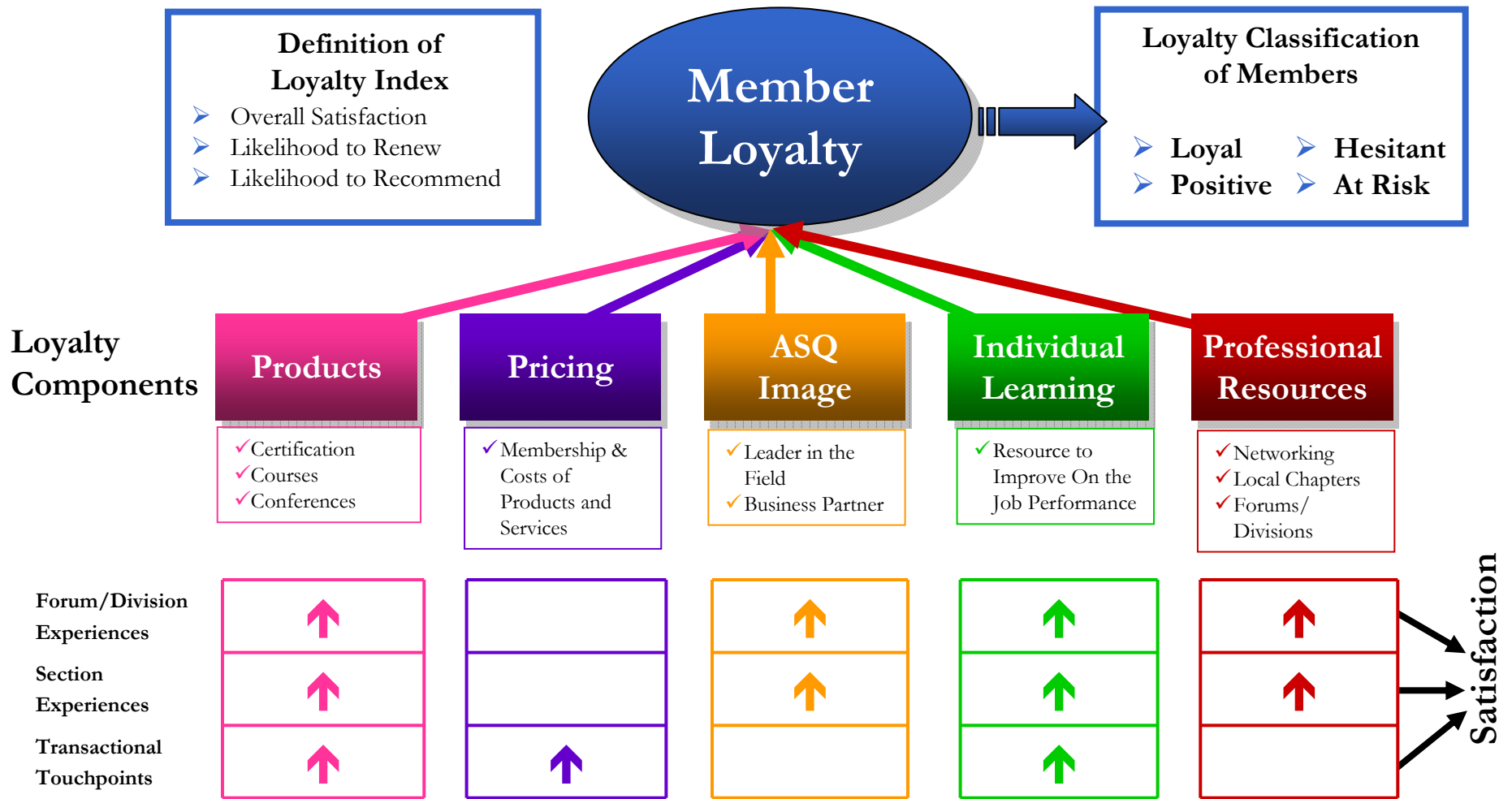
- Final Responses:
 - 4,499 members completed the Section Survey only
 - Note eight Sections received **0** responses:
 - 208 – Jamestown
 - 622 – San Joaquin Valley
 - 1314 – Western Colorado
 - 1315 – West Plains – Mountain Home
 - 1418 – Brazosport: Freeport
 - 1420 – Southeast Texas: Beaumont
 - 1522 – Central Alabama – Georgia
 - 1532 – Mobile
- A total of 79,684 members were invited to participate in the study and 4,499 chose to respond. This is 5.7% response rate.



Overall ASQ Results



ASQ Satisfaction & Loyalty Framework



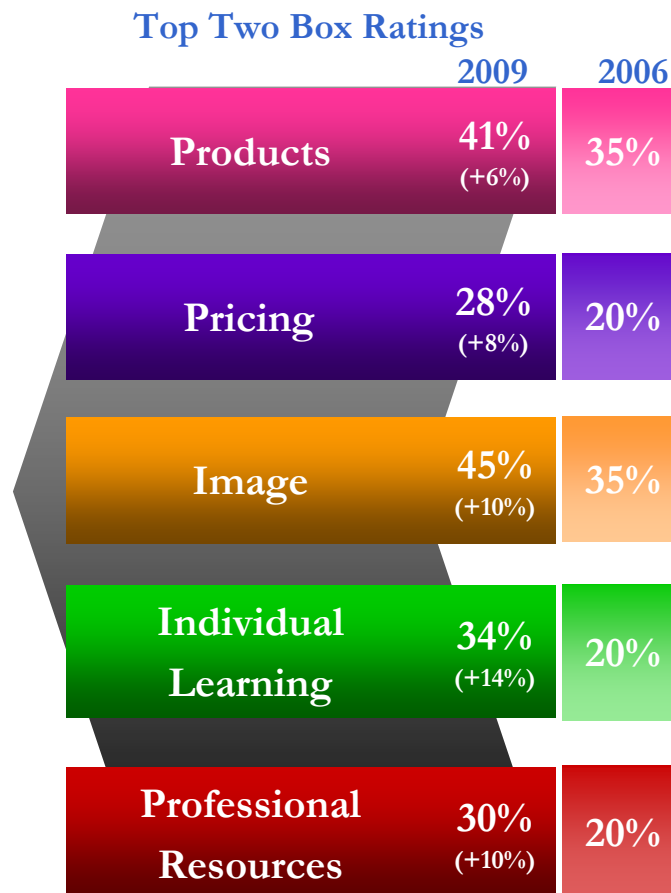


ASQ Performance Scorecard 2009 vs. 2006

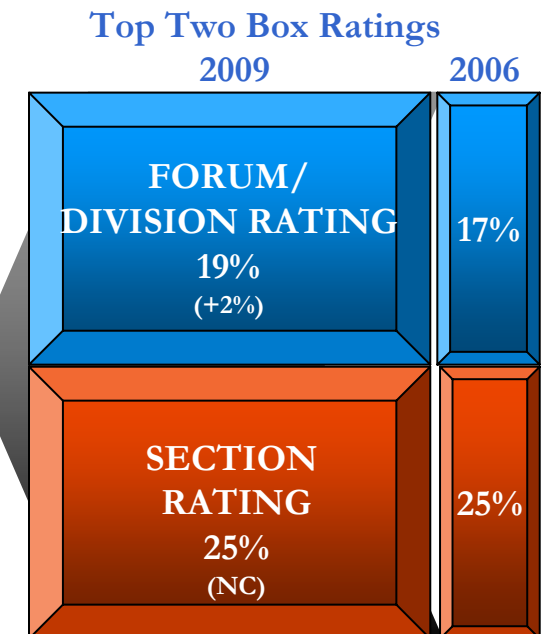
MEMBER LOYALTY

	2009	2006
Loyal + Positive	65% (+1%)	64%
Hesitant + At Risk	35% (-1%)	36%
Loyal	30% (+6%)	24%
Positive	35% (-5%)	40%
Hesitant	29% (NC)	29%
At Risk	6% (-1%)	7%
Overall Satisfaction	35% (+7%)	28%
Likelihood to Renew	64% (-6%)	70%
Likelihood to Recommend	47% (+1%)	46%

LOYALTY COMPONENT



FORUM/DIVISION & SECTION SATISFACTION





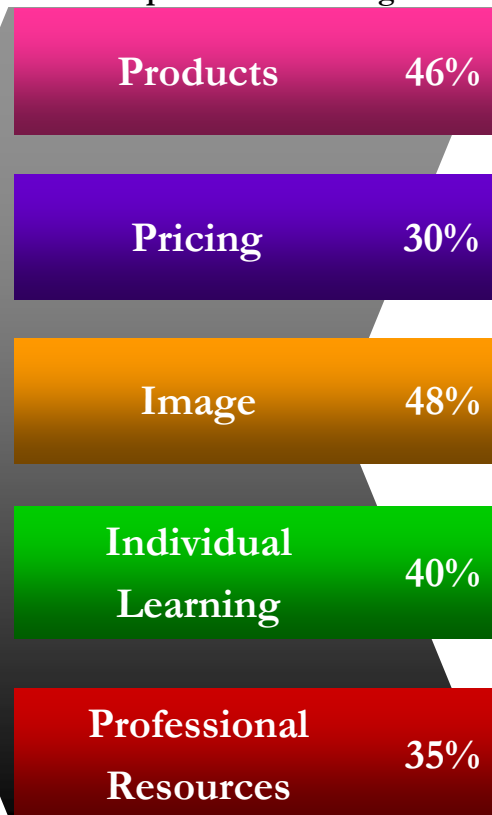
Possible 2010 Targets (A Mock-Up)

MEMBER LOYALTY

Loyal	35%
Positive	32%
Hesitant	27%
At Risk	6%

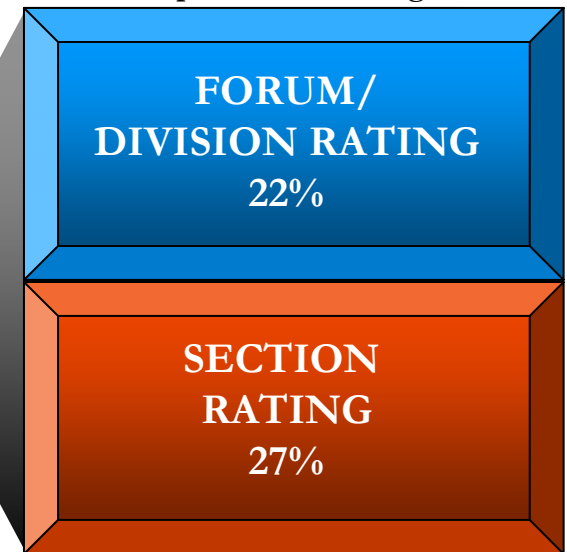
LOYALTY COMPONENTS

Top Two Box Ratings



OVERALL SATISFACTION WITH FORUM/DIVISION & SECTION SATISFACTION

Top Two Box Ratings

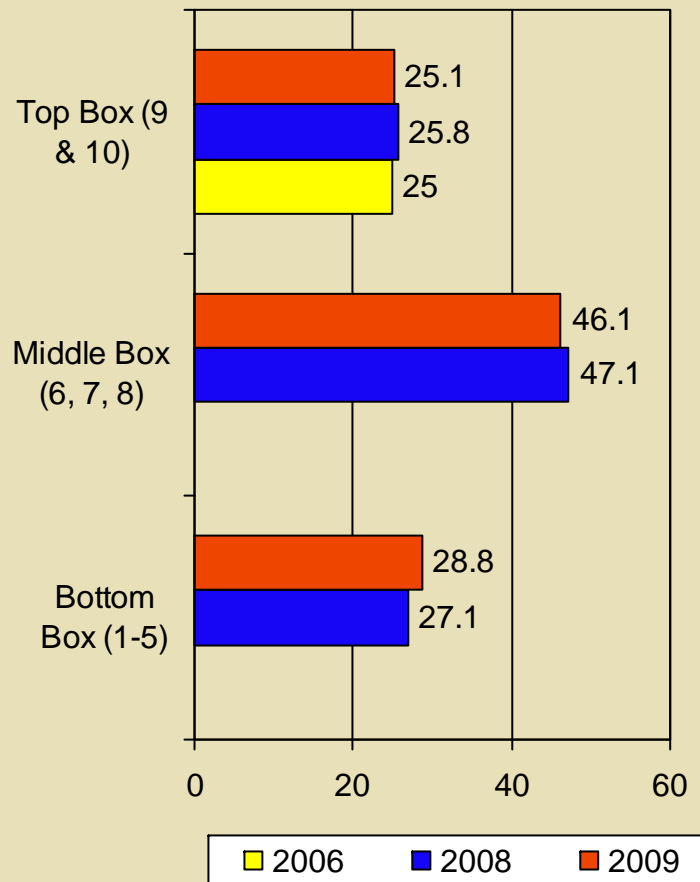




Section Results



Section – Satisfaction



- How do you rate your overall satisfaction with your section?
 - Satisfaction has remained stable since 2006.
- 2009 Section Satisfaction
 - Member leaders are significantly more likely to be satisfied 42.2% (9 & 10) than members 20.0%.
 - Member/member leaders age 26-35 are 16.1% satisfied (9 & 10) compared to member/member leaders age 56+ are 30.3% satisfied.



Individual Learning and Loyalty to ASQ in Sections

Individual Learning Top Two Box Rating	# of Sections	# of Respondents	ASQ Loyalty Rating*	Section Loyalty Rating**
>20%	10	439	41	35
16%-20%	7	388	30	16
11%-15%	18	1,090	25	14
6%-10%	7	345	21	10
<5%	2	70	26	4

Loyalty Questions

- 1) Taking everything into consideration, how do you rate your overall satisfaction with your membership in ASQ?
- 2) How likely are you or your employer to renew your membership in ASQ?
- 3) How likely are you to recommend ASQ membership to a business associate?

*Top two rating (9,10) on all three loyalty questions

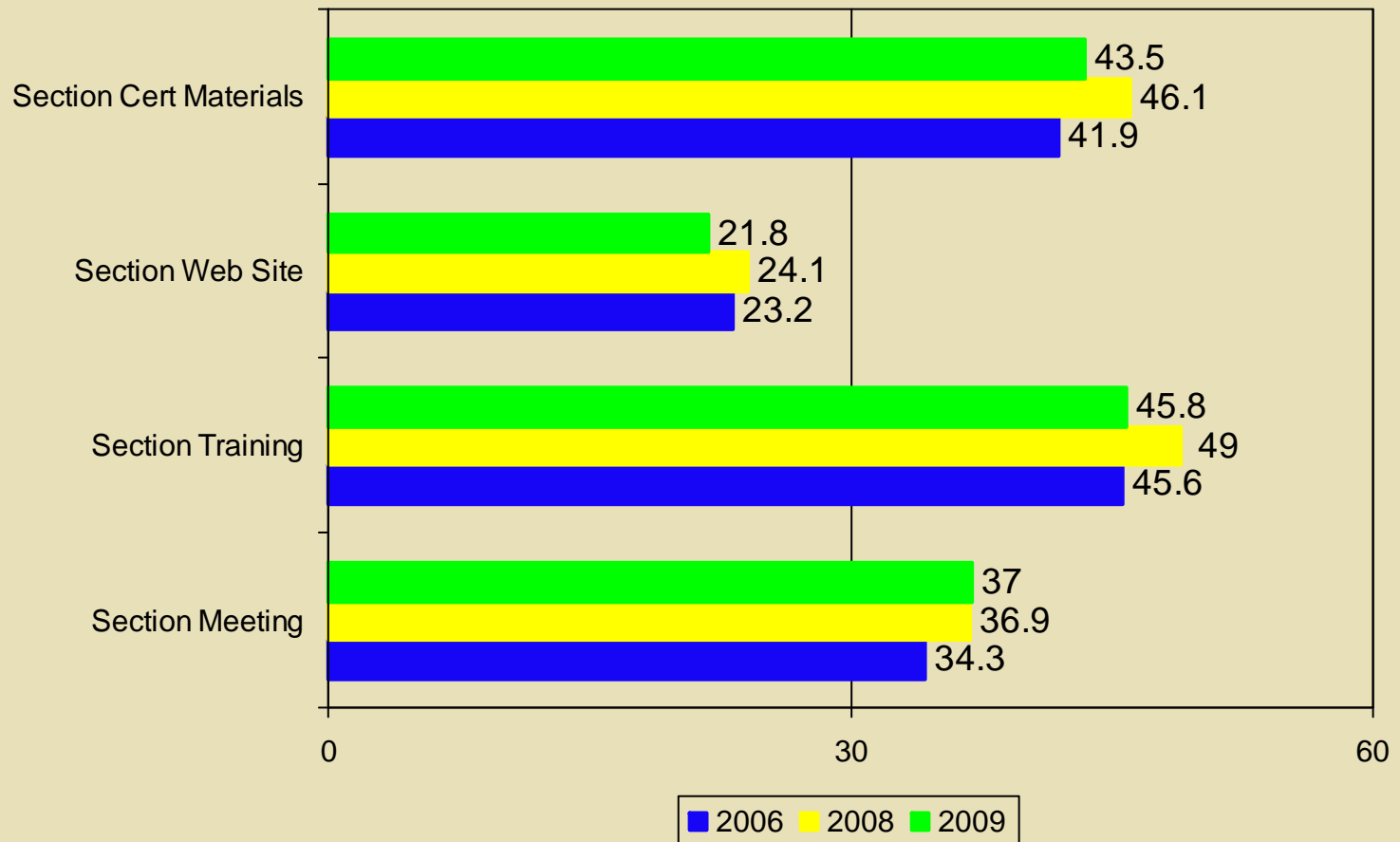
** Top two rating (9,10) on all Section loyalty questions

Individual Learning Questions

- 1) My section's newsletter and other publications, in general, are critical to my job and career growth.
- 2) My section provides information that makes me more productive.
- 3) My section is a critical resource I have used to improve my job performance.
- 4) My section provides me with valuable ideas that have helped me and my employer.



Top Box (9,10) Satisfaction w/Section Training, Meetings, Cert Materials & Web Site





Section:
Key Findings
&
Demographics



Key Findings

- Satisfaction with the Section has remained stable at 25% (top 2 box) since 2006.
- Members that are satisfied with individual learning (newsletter, publications, items critical to their job/career, etc...) are more likely to be loyal to ASQ and the Section.
- Member Leaders are significantly more satisfied across most questions than members.



Key Findings (con't)

- Sections provide open opportunities to be active in leadership (48.5%) (2008 – 45.1%)
- Section leadership is accessible for questions, concerns, and suggestions (46.7%) (2008 – 40.6%)
- Sections offer significant networking opportunities (27.2%) (2008 – 26.6%)
- 57.1% contacted **or** were contacted by the member leader in their Section (compared to only 54.8% in 2008)



Demographics

1. Around 37% pay for their ASQ membership and around 60% have their company pay for their membership.
2. 72% are male, 28% female
3. 38% are between the ages of 46-55
4. ASQ Markets
 1. 45% - Manufacturing
 2. 22% - Service
 3. 3% - Healthcare
 4. 2% - Education
5. 30% are Managers and 22% are Engineers
6. 39% have been ASQ members for 11+ years



Recommendations

- Sections need to continue to provide networking opportunities
 - Section meetings work as one solution, however, only around 50% attended a meeting so other alternatives are needed.
- Sections need to continue working with the ASQ Learning Institute™
 - Around 17% attended a training and 46% were satisfied (9 & 10) (90.8% - 6-10 satisfaction rating)
 - Most believe the cost is valuable for the information & materials they receive (33.7% vs. 30.0%)



Recommendations (con't)

- Internal benchmarking is encouraged between Sections and Forums/Divisions. Set specific satisfaction targets for each Section and Forum/Division.
 - Develop a method to collect and share best practices.
- Develop a database of new initiatives and their impact on member feedback to be implemented by Sections, Forums/Divisions, and HQ.



Questions???