

# ASQ Section Member Satisfaction Survey (2003)

## Worcester (110) Section Report ( n = 26 )\*\*\*

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.

	Significance**		Mean Rating		
	Compared to Region	Compared to ASQ	Section	Region	All ASQ
<i>Perceptions of Your Section</i>					
My section offers significant networking opportunities with other professionals in my field	↑	↑	8.09	7.07	6.57
My section offers useful courses and training for professional development in my field		↑	8.00	7.12	6.63
My section provides valuable resources and support pertaining to my specific industry and interests		↑	7.24	6.29	6.07
My section's newsletter and other publications, in general, are critical to my job and career growth	↑	↑	6.29	5.01	5.05
My section provides information that makes me more productive	↑	↑	7.05	5.86	5.66
My section is a critical resource I have used to improve my job performance	↑	↑	6.89	5.44	5.20
My section provides me with valuable ideas that have helped me and my employer	↑	↑	7.39	5.94	5.57
The costs of my section's courses, workshops and materials are competitive considering the value they provide	↑	↑	8.22	6.82	6.65
My section leadership is accessible for questions, concerns and suggestions	↑	↑	8.80	7.48	7.17
My section provides open opportunities to be active in leadership	↑	↑	8.99	7.75	7.33

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

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	Significance**		Mean Rating		
	Compared to Region	Compared to ASQ	Section	Region	All ASQ
<b><i>Section Activities</i></b>					
How satisfied were you with the meetings you attended?			8.82	7.76	7.55
How satisfied were you with the section training course you attended?	*	*	8.96	8.67	8.07
How satisfied were you with the value of the Web site's content?	↑	↑	8.20	7.15	6.97
How satisfied were you with your section's certification preparation materials?	*	*	9.02	8.35	7.92
Thinking of the section events, newsletter, other 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	↑	↑	7.03	5.65	5.40
Thinking of the section events, newsletter, other 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		↑	6.34	5.34	5.06
Thinking of the section events, newsletter, other 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			5.93	5.12	4.99
<b><i>Overall Satisfaction with Your Section</i></b>					
How do you rate your overall satisfaction with your section?	↑	↑	8.50	7.16	6.74
How likely are you to encourage your business associates to attend section events?	↑	↑	8.25	6.20	6.20
To what degree does your section experience contribute positively to your overall ASQ membership experience?	↑	↑	8.00	6.50	6.27
To what degree does your section experience encourage you to continue being a member of ASQ?	↑	↑	8.12	6.46	6.29

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# ASQ Section Member Satisfaction Survey (2003)

## Worcester (110) Section Report ( n = 26 )\*\*\*

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.

	Significance**		Mean Rating		
	Compared to Region	Compared to ASQ	Section	Region	All ASQ
<b><i>ASQ Satisfaction &amp; Loyalty</i></b>					
Taking everything into consideration, how do you rate your overall satisfaction with your membership in ASQ?	↑	↑	8.20	7.37	7.33
How likely are you or your employer to renew your membership in ASQ?		↑	9.37	8.89	8.74
How likely are you to recommend ASQ membership to a business associate?	↑	↑	8.58	7.48	7.53
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.			7.43	6.77	6.81
How likely are you to purchase products or services from ASQ in the next 12 months?			6.93	6.08	6.41
ASQ is the leading authority and voice of quality in today's world.			7.97	7.59	7.61
ASQ is the world's most comprehensive and inclusive community of those interested in quality.			8.12	7.77	7.62
ASQ is an active partner with individuals and organizations in the pursuit of business performance excellence.			7.71	7.51	7.36
<b><i>Section Communications</i></b>					
Please rate your preference for: Email			8.30	7.90	8.04
Please rate your preference for: Newsletter – Electronic			8.03	7.69	7.70
Please rate your preference for: Newsletter – Print			6.55	6.59	5.98
Please rate your preference for: Postal Mail			6.33	5.98	5.43
Please rate your preference for: Web Site	↑	↑	8.41	7.16	7.03

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# ASQ Section Member Satisfaction Survey (2003)

## Worcester (110) Section Report ( n = 26 )\*\*\*

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.

	Significance**		Top 2 Box Rating		
	Compared to Region	Compared to ASQ	Section	Region	All ASQ
<b><i>Perceptions of Your Section</i></b>					
My section offers significant networking opportunities with other professionals in my field	↑	↑	51.4%	23.8%	19.6%
My section offers useful courses and training for professional development in my field		↑	47.4%	29.8%	24.4%
My section provides valuable resources and support pertaining to my specific industry and interests		↑	33.6%	16.5%	13.8%
My section's newsletter and other publications, in general, are critical to my job and career growth			3.9%	8.7%	8.4%
My section provides information that makes me more productive			16.4%	12.4%	12.0%
My section is a critical resource I have used to improve my job performance			21.4%	13.7%	11.3%
My section provides me with valuable ideas that have helped me and my employer		↑	32.9%	16.1%	12.2%
The costs of my section's courses, workshops and materials are competitive considering the value they provide	↑	↑	63.2%	30.2%	26.1%
My section leadership is accessible for questions, concerns and suggestions	↑	↑	78.8%	39.3%	36.1%
My section provides open opportunities to be active in leadership	↑	↑	74.0%	46.9%	40.6%

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# ASQ Section Member Satisfaction Survey (2003)

## Worcester (110) Section Report ( n = 26 )\*\*\*

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.

	Significance**		Top 2 Box Rating		
	Compared to Region	Compared to ASQ	Section	Region	All ASQ
<b>Section Activities</b>					
How satisfied were you with the meetings you attended?		↑	59.1%	39.9%	34.1%
How satisfied were you with the section training course you attended?	*	*	73.9%	63.8%	51.3%
How satisfied were you with the value of the Web site's content?			44.8%	27.5%	25.1%
How satisfied were you with your section's certification preparation materials?	*	*	72.1%	48.9%	46.7%
Thinking of the section events, newsletter, other 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	↑	↑	33.1%	12.6%	9.6%
Thinking of the section events, newsletter, other 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			20.6%	9.7%	7.9%
Thinking of the section events, newsletter, other 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			14.4%	8.8%	7.4%
<b>Overall Satisfaction with Your Section</b>					
How do you rate your overall satisfaction with your section?	↑	↑	54.6%	28.2%	24.9%
How likely are you to encourage your business associates to attend section events?	↑	↑	61.0%	26.1%	25.5%
To what degree does your section experience contribute positively to your overall ASQ membership experience?	↑	↑	51.9%	23.8%	23.2%
To what degree does your section experience encourage you to continue being a member of ASQ?	↑	↑	51.1%	25.3%	26.8%

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# ASQ Section Member Satisfaction Survey (2003)

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	Significance**		Top 2 Box Rating		
	Compared to Region	Compared to ASQ	Section	Region	All ASQ
<b><i>ASQ Satisfaction &amp; Loyalty</i></b>					
Taking everything into consideration, how do you rate your overall satisfaction with your membership in ASQ?			46.4%	28.1%	30.9%
How likely are you or your employer to renew your membership in ASQ?			81.8%	72.6%	69.4%
How likely are you to recommend ASQ membership to a business associate?	↑		57.0%	36.7%	43.4%
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.			23.2%	23.3%	26.5%
How likely are you to purchase products or services from ASQ in the next 12 months?			28.9%	23.5%	28.6%
ASQ is the leading authority and voice of quality in today's world.			42.1%	33.0%	38.3%
ASQ is the world's most comprehensive and inclusive community of those interested in quality.			54.3%	40.0%	38.9%
ASQ is an active partner with individuals and organizations in the pursuit of business performance excellence.			34.8%	32.8%	34.8%
<b><i>Section Communications</i></b>					
Please rate your preference for: Email			70.0%	58.6%	57.7%
Please rate your preference for: Newsletter – Electronic			62.3%	52.7%	52.1%
Please rate your preference for: Newsletter – Print			25.6%	31.6%	26.3%
Please rate your preference for: Postal Mail			28.7%	29.9%	21.6%
Please rate your preference for: Web Site	↑	↑	59.9%	40.5%	37.4%

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	Your Section		Your Region		All ASQ	
	%	n	%	n	%	n
<b><i>Section Membership</i></b>						
In the last 12 months, approximately how many times have you contacted or been contacted by the leader of your section?						
No contacts	45.3%	11	56.7%	81	58.2%	1,555
1-3 contacts	20.4%	5	25.6%	36	21.7%	578
4-7 contacts	15.3%	4	4.6%	7	7.9%	210
8-10 contacts	11.4%	3	5.0%	7	4.7%	126
More than 10 contacts	7.6%	2	8.1%	12	7.5%	201

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	Your Section		Your Region		All ASQ	
	%	n	%	n	%	n
<b><i>Section Activities</i></b>						
Did you attend one or more section meetings in the last 12 months?						
Yes	64.0%	16	43.5%	65	48.4%	1,286
No	36.0%	9	56.5%	84	51.6%	1,369
Did you attend a section training course in the last 12 months?						
Yes	30.5%	8	15.3%	22	16.8%	435
No	69.5%	18	84.7%	123	83.2%	2,158
Did you visit your section's Web site in the last 12 months?						
Yes	82.8%	21	65.8%	96	61.8%	1,583
No	17.2%	4	34.2%	50	38.2%	979
Did you use certification preparation materials provided by your section in the last 12 months?						
Yes	26.2%	7	19.2%	27	15.3%	386
No	73.8%	19	80.8%	115	84.7%	2,134

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	Your Section		Your Region		All ASQ	
	%	n	%	n	%	n
<b><i>About Yourself</i></b>						
What is your age?						
18 or younger	0.0%	0	0.0%	0	0.0%	0
19-25	0.0%	0	0.0%	0	0.9%	26
26-35	7.3%	2	7.9%	12	12.2%	333
36-45	30.5%	8	28.9%	43	30.6%	835
46-55	47.0%	12	42.2%	62	35.5%	967
56-65	15.2%	4	17.4%	26	16.3%	443
66 or older	0.0%	0	3.6%	5	4.4%	120
How long have you been a member of ASQ?						
Less than one year	14.6%	4	5.1%	8	7.9%	215
1-4 years	12.2%	3	28.4%	42	28.6%	780
5-10 years	23.2%	6	28.3%	42	30.0%	819
11-20 years	31.1%	8	23.4%	35	24.2%	661
Over 20 years	18.9%	5	14.7%	22	9.4%	257

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	Your Section		Your Region		All ASQ	
	%	n	%	n	%	n
<i>About Yourself</i>						
Which one of the following best describes your organization?						
Manufacturing – Durable/Non-Durable	89.1%	23	71.7%	106	63.0%	1,704
Engineering Services/Consulting	0.0%	0	6.1%	9	6.2%	169
Business Services/Consulting	7.3%	2	3.3%	5	5.1%	138
Communication	0.0%	0	0.0%	0	0.9%	23
Education	0.0%	0	0.0%	0	1.5%	40
Finance/Banking	0.0%	0	0.6%	1	0.8%	23
Human Resources	0.0%	0	0.0%	0	0.0%	1
Public Relations	0.0%	0	0.0%	0	0.0%	1
Education, Elementary and Secondary	0.0%	0	0.7%	1	0.1%	2
Education, Higher	0.0%	0	0.0%	0	1.1%	29
Government	0.0%	0	2.8%	4	3.2%	87
Healthcare	0.0%	0	2.5%	4	3.2%	86
Hospitality	0.0%	0	0.0%	0	0.1%	2
Insurance	0.0%	0	0.7%	1	0.5%	14
Transportation	0.0%	0	1.3%	2	1.7%	46
Utilities	0.0%	0	0.0%	0	0.8%	21
Wholesale/Retailing	0.0%	0	0.6%	1	0.7%	19
Legal	0.0%	0	0.0%	0	0.0%	1
Environment	0.0%	0	0.6%	1	0.3%	8
Other	3.6%	1	8.9%	13	10.8%	294

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	Your Section		Your Region		All ASQ	
	%	n	%	n	%	n
<i>About Yourself</i>						
Which one of the following best describes your title or function?						
Senior Officer (President/Vice President)	3.6%	1	2.1%	3	4.7%	127
Director	8.6%	2	4.9%	7	7.5%	204
Manager	26.8%	7	27.1%	39	29.2%	791
Supervisor	0.0%	0	7.2%	10	5.6%	151
Engineer	33.5%	9	32.4%	47	24.0%	650
Technician	11.6%	3	9.2%	13	7.3%	197
Inspector	4.3%	1	4.6%	7	3.6%	98
Internal Consultant	0.0%	0	3.9%	6	3.2%	88
Independent Consultant	3.6%	1	2.7%	4	3.5%	94
Educator	0.0%	0	0.8%	1	1.4%	38
Student	0.0%	0	0.0%	0	0.9%	26
Other	7.9%	2	5.1%	7	9.1%	246
Who pays for your ASQ membership?						
Myself	22.5%	6	26.9%	40	33.8%	923
My company/employer	66.5%	17	63.7%	95	60.8%	1,660
Both share costs	3.6%	1	4.5%	7	3.2%	87
Other	7.3%	2	4.9%	7	2.3%	62

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	Your Section		Your Region		All ASQ	
	%	n	%	n	%	n
<i>About Yourself</i>						
Gender?						
Male	84.8%	22	80.2%	119	76.0%	2,071
Female	15.2%	4	19.8%	29	24.0%	654
Where do you currently reside?						
United States	100.0%	26	100.0%	149	90.5%	2,472
All other countries	0.0%	0	0.0%	0	9.5%	261

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