

XYZ 2009 Readership survey

Dear member:

XYZ is inviting you to participate in the 2009 readership survey conducted by Perception Solutions. Your responses will remain confidential. Your participation is extremely important as we continue to improve our publication and online services to XYZ members. Please take about 10 minutes to complete this survey. In appreciation of your time and effort, all survey respondents who complete the survey before March 2, 2009, will be entered into a drawing to win a \$250 American Express gift card. If you are interested to be included in the drawing, please include your name and e-mail on the last page of this survey.

About You/Your Organization	
1	<p>What is your job title?</p> <p> <input type="checkbox"/> CEO/President/Manager <input type="checkbox"/> Board Chair <input type="checkbox"/> Board Member <input type="checkbox"/> Staff (please provide title: _____) <input type="checkbox"/> Other (please specify: _____) </p>
2	<p>What is the asset size of your credit union?</p> <p> <input type="checkbox"/> Less than \$10 million <input type="checkbox"/> \$10 million to \$49.9 million <input type="checkbox"/> \$50 million to \$99.9 million <input type="checkbox"/> \$100 million to \$499.9 million <input type="checkbox"/> \$500 million to \$999.9 million <input type="checkbox"/> \$1 billion or more </p>
The XYZ Newsletter	
3	<p>How much of a typical issue of The XYZ Newsletter do you usually read?</p> <p> <input type="checkbox"/> All or almost all <input type="checkbox"/> About three-quarters <input type="checkbox"/> About half <input type="checkbox"/> Less than half <input type="checkbox"/> None (go to Q3b) </p>
3b	<p>If none, why don't you read The XYZ Newsletter?</p> <p style="color: red; text-align: center;">Thank you for participating in this survey. You may stop and return the survey.</p>
4	<p>What do you do with your copy of The XYZ Newsletter after you've finished reading it?</p> <p> <input type="checkbox"/> Save for future reference <input type="checkbox"/> Route it to colleagues <input type="checkbox"/> Discard/recycle it <input type="checkbox"/> Other (please specify: _____) </p>
5	<p>Which of the following actions have you taken after reading articles/columns in The XYZ Newsletter? (select all that apply)</p> <p> <input type="checkbox"/> Discussed with others <input type="checkbox"/> Passed item along to others <input type="checkbox"/> Clipped, copied or saved an item <input type="checkbox"/> Used information to help form opinions/make decisions <input type="checkbox"/> Used information in a report, presentation or recommendation <input type="checkbox"/> No action taken <input type="checkbox"/> Other (please specify: _____) </p>
6	<p>Which of the following actions have you taken as a result of reading an advertisement in The XYZ Newsletter? (select all that apply)</p> <p> <input type="checkbox"/> Purchased a product or service <input type="checkbox"/> Specified or recommended a product or service <input type="checkbox"/> Contacted an advertiser for more information <input type="checkbox"/> Discussed ad with a co-worker <input type="checkbox"/> Saved an ad for future reference <input type="checkbox"/> Other (please specify: _____) </p>

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7	<p>Please rate The XYZ Newsletter in each of the following areas:</p> <ul style="list-style-type: none"> -Relevance of content to my needs -Thoroughness and depth of articles -Quality of content/information -Quality of design -Credibility of articles/information -Level of writing -Overall satisfaction 	<table style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 16.6%;">Excellent</th> <th style="width: 16.6%;">Very Good</th> <th style="width: 16.6%;">Good</th> <th style="width: 16.6%;">Fair</th> <th style="width: 16.6%;">Poor</th> <th style="width: 16.6%;">N/A</th> </tr> </thead> <tbody> <tr><td>___</td><td>___</td><td>___</td><td>___</td><td>___</td><td>___</td></tr> <tr><td>___</td><td>___</td><td>___</td><td>___</td><td>___</td><td>___</td></tr> <tr><td>___</td><td>___</td><td>___</td><td>___</td><td>___</td><td>___</td></tr> <tr><td>___</td><td>___</td><td>___</td><td>___</td><td>___</td><td>___</td></tr> <tr><td>___</td><td>___</td><td>___</td><td>___</td><td>___</td><td>___</td></tr> <tr><td>___</td><td>___</td><td>___</td><td>___</td><td>___</td><td>___</td></tr> <tr><td>___</td><td>___</td><td>___</td><td>___</td><td>___</td><td>___</td></tr> </tbody> </table>	Excellent	Very Good	Good	Fair	Poor	N/A	___	___	___	___	___	___	___	___	___	___	___	___	___	___	___	___	___	___	___	___	___	___	___	___	___	___	___	___	___	___	___	___	___	___	___	___	___	___	___	___	___	___																	
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8	<p>The XYZ Newsletter seeks to fulfill a number of objectives. In your opinion, how well does it meet each of the following objectives?</p> <ul style="list-style-type: none"> -To provide professional staff with information that will help them better perform their jobs -To provide volunteers with information that will help them better perform their jobs -To focus on key issues facing credit unions -To focus on industry trends and news 	<table style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 20%;">Very Well</th> <th style="width: 20%;">Well</th> <th style="width: 20%;">Somewhat</th> <th style="width: 20%;">Hardly</th> <th style="width: 20%;">Not at all</th> </tr> </thead> <tbody> <tr><td>___</td><td>___</td><td>___</td><td>___</td><td>___</td></tr> <tr><td>___</td><td>___</td><td>___</td><td>___</td><td>___</td></tr> <tr><td>___</td><td>___</td><td>___</td><td>___</td><td>___</td></tr> <tr><td>___</td><td>___</td><td>___</td><td>___</td><td>___</td></tr> </tbody> </table>	Very Well	Well	Somewhat	Hardly	Not at all	___	___	___	___	___	___	___	___	___	___	___	___	___	___	___	___	___	___	___	___																																								
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9	<p>Please indicate your level of interest in each of the departments appearing regularly in The XYZ Newsletter:</p> <ul style="list-style-type: none"> Solutions Center Up Front (Publisher's column) From The Chair Management Insight Compliance Central Inside XYZ Inside XYZ Services Potomac View (President's column) Info Exchange 	<table style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 16.6%;">Very interested</th> <th style="width: 16.6%;">Interested</th> <th style="width: 16.6%;">Somewhat interested</th> <th style="width: 16.6%;">Not interested</th> <th style="width: 16.6%;">Not Familiar</th> </tr> </thead> <tbody> <tr><td>___</td><td>___</td><td>___</td><td>___</td><td>___</td></tr> <tr><td>___</td><td>___</td><td>___</td><td>___</td><td>___</td></tr> <tr><td>___</td><td>___</td><td>___</td><td>___</td><td>___</td></tr> <tr><td>___</td><td>___</td><td>___</td><td>___</td><td>___</td></tr> <tr><td>___</td><td>___</td><td>___</td><td>___</td><td>___</td></tr> <tr><td>___</td><td>___</td><td>___</td><td>___</td><td>___</td></tr> <tr><td>___</td><td>___</td><td>___</td><td>___</td><td>___</td></tr> <tr><td>___</td><td>___</td><td>___</td><td>___</td><td>___</td></tr> <tr><td>___</td><td>___</td><td>___</td><td>___</td><td>___</td></tr> </tbody> </table>	Very interested	Interested	Somewhat interested	Not interested	Not Familiar	___	___	___	___	___	___	___	___	___	___	___	___	___	___	___	___	___	___	___	___	___	___	___	___	___	___	___	___	___	___	___	___	___	___	___	___	___	___	___	___	___	___	___	___	___															
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10	<p>Please indicate your level of interest in the following topics:</p> <ul style="list-style-type: none"> ___ Risk Management ___ Technology ___ Marketing ___ Accounting ___ Strategic Planning ___ Lending ___ Investing ___ Compliance ___ HR Management ___ Economics Trends ___ Opinion Pieces ___ Volunteer issues 	<table style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 16.6%;">Very interested</th> <th style="width: 16.6%;">Interested</th> <th style="width: 16.6%;">Somewhat interested</th> <th style="width: 16.6%;">Not interested</th> <th style="width: 16.6%;">Not Familiar</th> </tr> </thead> <tbody> <tr><td>___</td><td>___</td><td>___</td><td>___</td><td>___</td></tr> <tr><td>___</td><td>___</td><td>___</td><td>___</td><td>___</td></tr> <tr><td>___</td><td>___</td><td>___</td><td>___</td><td>___</td></tr> <tr><td>___</td><td>___</td><td>___</td><td>___</td><td>___</td></tr> <tr><td>___</td><td>___</td><td>___</td><td>___</td><td>___</td></tr> <tr><td>___</td><td>___</td><td>___</td><td>___</td><td>___</td></tr> <tr><td>___</td><td>___</td><td>___</td><td>___</td><td>___</td></tr> <tr><td>___</td><td>___</td><td>___</td><td>___</td><td>___</td></tr> <tr><td>___</td><td>___</td><td>___</td><td>___</td><td>___</td></tr> <tr><td>___</td><td>___</td><td>___</td><td>___</td><td>___</td></tr> <tr><td>___</td><td>___</td><td>___</td><td>___</td><td>___</td></tr> <tr><td>___</td><td>___</td><td>___</td><td>___</td><td>___</td></tr> </tbody> </table>	Very interested	Interested	Somewhat interested	Not interested	Not Familiar	___	___	___	___	___	___	___	___	___	___	___	___	___	___	___	___	___	___	___	___	___	___	___	___	___	___	___	___	___	___	___	___	___	___	___	___	___	___	___	___	___	___	___	___	___	___	___	___	___	___	___	___	___	___	___	___	___	___	___	___
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11	Please list any topics not mentioned above that you would like to see in The XYZ Newsletter?	<input type="text"/> <input type="text"/> <input type="text"/>																																																								
12	How useful do you find the magazine's inserts (Buyers' Guide, Exhibitors' Listing)?	<input type="checkbox"/> Very useful <input type="checkbox"/> Somewhat useful <input type="checkbox"/> Not useful <input type="checkbox"/> Not familiar																																																								
13	What is your preferred article format and length?	<input type="checkbox"/> More bulleted items <input type="checkbox"/> More charts <input type="checkbox"/> Short articles <input type="checkbox"/> Detailed articles <input type="checkbox"/> Other (please specify: _____)																																																								
14	In terms of usefulness to you in your work, how would rate each of the following professional publications:	<table style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 10%;"></th> <th style="width: 12.5%;">Excellent</th> <th style="width: 12.5%;">Very Good</th> <th style="width: 12.5%;">Good</th> <th style="width: 12.5%;">Fair</th> <th style="width: 12.5%;">Poor</th> <th style="width: 12.5%;">N/A</th> </tr> </thead> <tbody> <tr> <td>A</td> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> </tr> <tr> <td>B</td> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> </tr> <tr> <td>C</td> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> </tr> <tr> <td>D</td> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> </tr> <tr> <td>E</td> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> </tr> <tr> <td>F</td> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> </tr> <tr> <td>Other (please specify: _____)</td> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> </tr> </tbody> </table>		Excellent	Very Good	Good	Fair	Poor	N/A	A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	B	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	C	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	D	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	E	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	F	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Other (please specify: _____)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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TFCU Online																																																										
15	What is your preferred method for reading The XYZ Newsletter?	<input type="checkbox"/> Prefer print only <input type="checkbox"/> Prefer online only <input type="checkbox"/> Prefer both print and online <input type="checkbox"/> No preference																																																								
16	If you could access the print magazine online in digital format, would you do so?	<input type="checkbox"/> Yes, each issue (every other month) <input type="checkbox"/> Yes, occasionally <input type="checkbox"/> No																																																								
17	What do you think of receiving XYZ UPDATE (our weekly newsletter) electronically instead of via hard copy?	<input type="checkbox"/> Searchable archives of articles <input type="checkbox"/> I prefer print <input type="checkbox"/> A digital copy (e-mail or online) is acceptable																																																								
Product Purchasing																																																										
18	In general what is your involvement in product and service purchasing decisions for your credit union? (select all that apply)	<input type="checkbox"/> Research, specify, review <input type="checkbox"/> Approve purchases <input type="checkbox"/> Recommend <input type="checkbox"/> No involvement																																																								
19	For which of the following products/services are you involved in the purchasing process? (select all that apply)	<input type="checkbox"/> Internet services <input type="checkbox"/> Consulting services <input type="checkbox"/> Consumer lending/processing <input type="checkbox"/> Investments <input type="checkbox"/> Checking/share drafts <input type="checkbox"/> Credit/debit cards <input type="checkbox"/> Data processing <input type="checkbox"/> Mortgage lending/processing <input type="checkbox"/> Marketing <input type="checkbox"/> Insurance <input type="checkbox"/> Other (please specify: _____) <input type="checkbox"/> All of the above																																																								

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20	What is the total amount that you expect your credit union to spend on the above products and services in the coming year?	<input type="checkbox"/> Less than \$50,000 <input type="checkbox"/> \$50,000-\$99,999 <input type="checkbox"/> \$100,000-\$499,999 <input type="checkbox"/> \$500,000-\$999,999 <input type="checkbox"/> \$1 million or more
21	In which quarter(s) does your credit union make purchasing decisions for new products and services?	<input type="checkbox"/> 1 st quarter (January/February/March) <input type="checkbox"/> 2 nd quarter (April/May/June) <input type="checkbox"/> 3 rd quarter (July/August/September) <input type="checkbox"/> 4 th quarter (October/November/December)
22	Do you read banner ads and other advertising on Web sites?	<input type="checkbox"/> Yes (go to Q23) <input type="checkbox"/> No (go to Q24)
23	What actions have you taken as a result of an online ad? <small>(select all that apply)</small>	<input type="checkbox"/> Purchased a product or service <input type="checkbox"/> Specified or recommended a product or service <input type="checkbox"/> Contacted an advertiser for more information <input type="checkbox"/> Discussed ad with a co-worker <input type="checkbox"/> Other (please specify: _____)
24	Please let us know how The XYZ Newsletter can better meet your needs?	
25	We will be asking readers to participate (online) in a focus group to help us enhance the magazine's editorial offerings. If you would like to participate, please give us your name and e-mail address.	I am interested: ____ Name: _____ Email: _____

Thank you for completing this survey. In order to be enrolled in a drawing for a \$250 gift card, please include your name and e-mail below. You will be notified if you win this drawing.

Name: _____ E-mail: _____