

2007 Member Survey

1. How long have you been a member of the Citizens League?			
		Response Percent	Response Count
Less than 1 year		21.0%	70
1-4 years		31.7%	106
5-15 years		16.2%	54
16 or more years		21.3%	71
I'm not a member		9.9%	33
		answered question	334
		skipped question	1

2. Which of the following best describe your involvement in the Citizens League? (check all that apply)			
		Response Percent	Response Count
Supporting the organization financially		63.0%	199
Regularly attending Citizens League events		31.7%	100
Participating on Board of Directors and/or Board committees (policy advisory, membership, etc.)		10.8%	34
Participating on current or past study committees or working groups (education, tax policy, etc.)		26.3%	83
Regularly reading the MN Journal		76.6%	242
Weighing in on issues via the website		14.6%	46
Volunteering for the Citizens League (events, staff office, etc.)		5.7%	18
		answered question	316
		skipped question	19

3. Dues for individual and household members are \$70 and \$90, respectively. How would you rate the current price of membership dues?

		Response Percent	Response Count
too low		3.7%	12
just right		52.7%	173
too high		31.1%	102
no opinion		12.5%	41
please comment:			64
answered question			328
skipped question			7

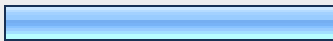


4. Please rate the importance of the following member benefits to you:

	not important	somewhat important	important	Response Count
Subscription to the monthly MN Journal	5.2% (17)	37.6% (123)	57.2% (187)	327
Discounts on Citizens League events	32.3% (101)	39.3% (123)	28.4% (89)	313
Complimentary event vouchers for new members	46.5% (141)	30.7% (93)	22.8% (69)	303
Opportunities to learn about key policy issues	0.9% (3)	7.6% (25)	91.5% (300)	328
Opportunities to help create non-partisan solutions	2.2% (7)	16.7% (54)	81.2% (263)	324
answered question				330
skipped question				5

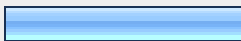
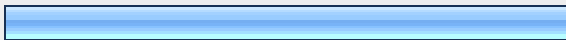
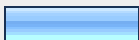
5. Please rate the importance of the following additional benefits you would most enjoy if included with a membership.

	not important	somewhat important	important	Response Count
Event discounts for nonmember friends	42.0% (136)	40.1% (130)	17.9% (58)	324
Citizens League merchandise (e.g. mug, cap, sweatshirt, etc)	78.3% (252)	18.9% (61)	2.8% (9)	322
Gift membership for friends/family/colleagues	48.6% (156)	40.8% (131)	10.6% (34)	321
Complimentary MN Journal subscription for friend	36.7% (119)	48.1% (156)	15.1% (49)	324
	answered question			328
	skipped question			7


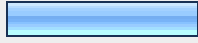
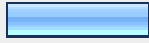
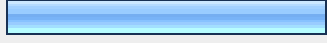
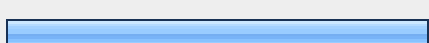
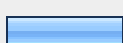
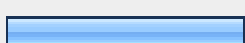
6. If given the choice, would you be most likely to: (check one)

		Response Percent	Response Count
pay less than current dues for current benefits (MN Journal, event discounts)?		35.6%	111
pay current dues for some additional benefits (free events, etc)?		46.5%	145
pay increased dues for more additional benefits (make impact, give gift membership, etc)?		18.0%	56
	answered question		312
	skipped question		23

7. Have you allowed your Citizens League membership to lapse in the past?

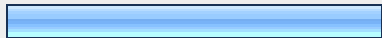

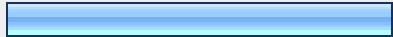
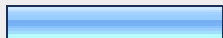


		Response Percent	Response Count
yes		25.4%	82
no		60.4%	195
don't know		14.2%	46
	answered question		323
	skipped question		12


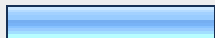
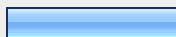
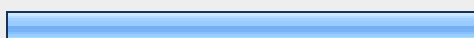
8. If yes, which statement(s) below best describe the main barrier to renewing your membership? (check all that apply)

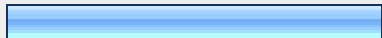
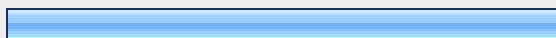
		Response Percent	Response Count
It was too inconvenient for me to renew		1.8%	2
The price was too high		20.5%	23
I lost interest in the Citizens League		15.2%	17
I did not feel connected to the Citizens League's work		34.8%	39
I became involved in other things that required my resources		45.5%	51
My renewal date was unclear		12.5%	14
Other:		25.0%	28
answered question			112
skipped question			223

9. How likely would you be to sign up for automatic membership renewal using...


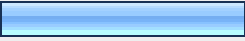
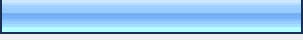



	not likely	somewhat likely	very likely	Response Count
a credit card?	55.4% (179)	25.4% (82)	19.2% (62)	323
a bank account?	77.1% (226)	14.3% (42)	8.5% (25)	293
answered question				331
skipped question				4

10. Which of the following Citizens League events have you attended in the last two years? (check all that apply)			Response Percent	Response Count
Annual Meeting			40.7%	100
Policy and a Pint® (w/ 89.3 The Current)			43.5%	107
Mind Openers (breakfast series)			41.1%	101
Annual Policy Events series			23.6%	58
Special Events (Civic Minds, Uncivil Discourse at the Walker, etc.)			54.1%	133
Other:			9.8%	24
			answered question	246
			skipped question	89


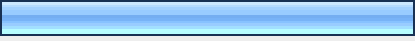
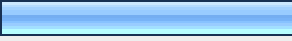
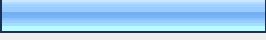
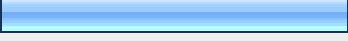


11. When are you most likely to attend a Citizens League event? (check one)			Response Percent	Response Count
on the weekend			7.9%	25
early morning			22.5%	71
lunch			19.0%	60
early evening			50.6%	160
			answered question	316
			skipped question	19

12. Have you ever served on a Citizens League study committee or working group (includes Board of Directors and Board committees)?			Response Percent	Response Count
yes			40.1%	131
no			59.9%	196
			answered question	327
			skipped question	8

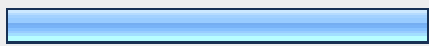
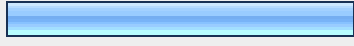
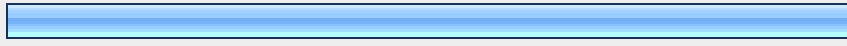
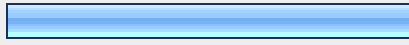
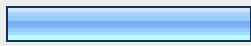

13. If YES... What was your primary motivation for joining the group(s)? (choose up to three)

		Response Percent	Response Count
To affect non-partisan, public policy decision making		84.4%	119
To affect internal Citizens League decision making		27.0%	38
To meet new, interesting people		32.6%	46
To learn more about a particular topic or issue		61.0%	86
Someone I know and respect asked me to participate		22.0%	31
Other:		6.4%	9
		answered question	141
		skipped question	194


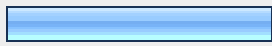
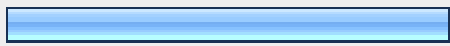
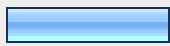

14. If YES... How did you benefit from serving on a study committee or working group? (choose up to three)

		Response Percent	Response Count
Gained new perspective on an important topics		77.5%	100
Learned about policy formation and decision making process		44.2%	57
Improved the Citizens League's ability to build civic capacity		31.0%	40
Expanded network of professional contacts		28.7%	37
Made a difference in Minnesota policy		37.2%	48
Learned new civic organizing skills		7.0%	9
Other:		3.9%	5
		answered question	129
		skipped question	206

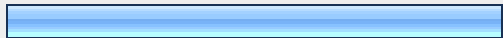



15. If NO... Which of the following would most motivate you to join a study committee and/or working group? (choose up to three)

		Response Percent	Response Count
Opportunity to meet new, interesting people		45.5%	96
Invitation from a friend or colleague to participate		37.4%	79
Strong interest in the topic or issue		90.5%	191
Opportunity to find non-partisan approaches to important		43.1%	91
Opportunity to learn about policy decision making		26.5%	56
Other:		6.6%	14
		answered question	211
		skipped question	124

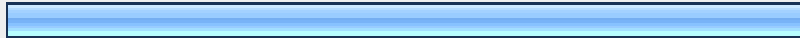


16. Please indicate the overall visibility of the Citizens League's accomplishments in the last year:

		Response Percent	Response Count
very low		4.3%	14
low		28.5%	93
medium		47.9%	156
high		17.2%	56
very high		2.2%	7
		answered question	326
		skipped question	9

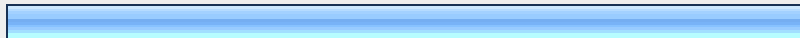
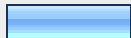

17. How often do you read emails from the Citizens League?

		Response Percent	Response Count
always		53.4%	174
sometimes, if the topic interests me		37.4%	122
seldom		2.2%	7
never; I don't receive emails from the Citizens League		7.1%	23
answered question			326
skipped question			9

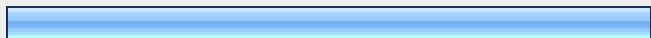


18. What is the best way to communicate with you about upcoming Citizens League events?

		Response Percent	Response Count
email		85.9%	279
mail		12.9%	42
website		1.2%	4
answered question			325
skipped question			10

19. What is the best way to communicate with you about upcoming opportunities for study committees and working groups?

		Response Percent	Response Count
email		85.1%	275
mail		13.0%	42
website		1.9%	6
answered question			323
skipped question			12

20. What is the best way to communicate with you about recent Citizens League accomplishments?			Response Percent	Response Count
email			74.4%	241
mail			17.0%	55
website			8.6%	28
			answered question	324
			skipped question	11

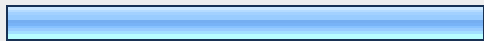
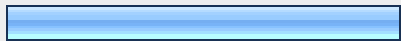
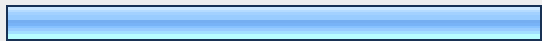
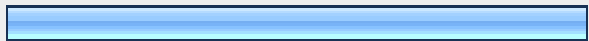
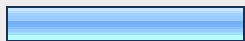
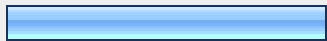
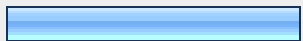
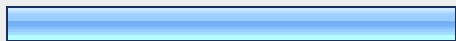
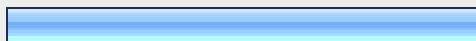

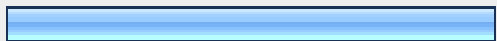

21. Which of the following phrases best describes the Citizens League direction?			Response Percent	Response Count
The Citizens League is moving in the right direction			69.0%	216
It's not clear what direction the Citizens League is moving			29.7%	93
The Citizens League is stagnating			1.0%	3
The Citizens League is moving in the wrong direction			0.3%	1
			answered question	313
			skipped question	22

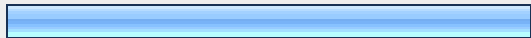
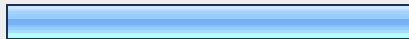
22. Why did you get engaged in the Citizens League?		Response Count
		242
		answered question
		242
		skipped question
		93

23. Would you recommend or refer anyone to the Citizens League? Why or why not?		Response Count
		241
		answered question
		241
		skipped question
		94

24. What are some ways the Citizens League could engage members more deeply in its work and/or attract new members?		Response Count
		181
<i>answered question</i>		181
<i>skipped question</i>		154

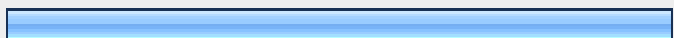
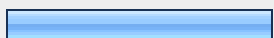
25. The Citizens League’s mission is to build civic capacity in Minnesota. What are some ways to advance that mission?		Response Count
		164
<i>answered question</i>		164
<i>skipped question</i>		171

26. In addition to the Citizens League, please indicate which other types of organizations you belong to.			Response Percent	Response Count
civic		51.6%	161	
religious		42.6%	133	
public radio/tv		57.7%	180	
charitable		62.5%	195	
theatre		25.3%	79	
museum		34.9%	109	
special interest		31.7%	99	
alumni		48.1%	150	
political party		51.0%	159	
union		4.5%	14	
professional association		52.2%	163	
Other:		9.9%	31	
<i>answered question</i>			312	
<i>skipped question</i>			23	

27. Gender:			Response Percent	Response Count
male			56.6%	177
female			43.5%	136
			<i>answered question</i>	313
			<i>skipped question</i>	22

28. In what year were you born?			Response Count	
			309	
			<i>answered question</i>	309
			<i>skipped question</i>	26

29. What is your home zip code?			Response Count	
			305	
			<i>answered question</i>	305
			<i>skipped question</i>	30

30. Would you like to be entered into a drawing to win a \$100 gift card to Target Stores?			Response Percent	Response Count
yes			71.6%	224
no			28.4%	89
			<i>answered question</i>	313
			<i>skipped question</i>	22

31. Are you willing to be called for a follow-up conversation regarding this survey?

		Response Percent	Response Count
yes		64.2%	199
no		35.8%	111
answered question			310
skipped question			25

32. Are you willing to participate in a focus group?

		Response Percent	Response Count
yes		59.3%	182
no		40.7%	125
answered question			307
skipped question			28

33. If you indicated YES to any above, please provide:

		Response Percent	Response Count
Name		100.0%	221
Phone		97.7%	216
Email		97.3%	215
answered question			221
skipped question			114