

# ASQ Section Member Satisfaction Survey (2006)

## Central North Carolina (1109) Section Report ( n = 24 ) \* \* \*

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.

	<b>Mean Rating</b>			
	<b>2006 Section</b>	<b>2005 Section</b>	<b>2006 Region</b>	<b>2006 ASQ</b>
<i><b>Perceptions of Your Section</b></i>				
My section offers significant networking opportunities with other professionals in my field	7.61    ^	6.85	6.99	6.76
My section offers useful courses and training for professional development in my field	8.65    ↑ + ^	7.44	6.32	6.58
My section provides valuable resources and support pertaining to my specific industry and interests	7.17    + ^	7.23	5.99	5.96
My section's newsletter and other publications, in general, are critical to my job and career growth	5.35	5.66	4.84	4.94
My section provides information that makes me more productive	6.09	6.25	5.74	5.69
My section is a critical resource I have used to improve my job performance	5.48	5.99	5.36	5.26
My section provides me with valuable ideas that have helped me and my employer	6.59    + ^	6.21	5.75	5.60
The costs of my section's courses, workshops and materials are competitive considering the value they provide	8.38    + ^	7.59	7.16	6.86
My section leadership is accessible for questions, concerns and suggestions	8.29    ^	7.74	7.75	7.39
My section provides open opportunities to be active in leadership	8.52	8.24	7.95	7.75

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 2005 Section scores.

\*\* + / - indicate if your Section's rating score is statistically significantly above ( + ) or below ( - ) the rating for your Region.

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# ASQ Section Member Satisfaction Survey (2006)

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	Mean Rating			
	2006 Section	2005 Section	2006 Region	2006 ASQ
<i>Section Activities</i>				
How satisfied were you with the meetings you attended?	7.85	7.78	7.51	7.56
How satisfied were you with the section training course you attended?	8.00 * * *	5.67	7.76	7.95
How satisfied were you with the value of the Web site's content?	8.05 + ^	7.28	6.92	6.82
How satisfied were you with your section's certification preparation materials?	8.20 * * *	7.00	8.42	7.75
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	6.53	6.11	5.56	5.55
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	5.79	5.90	5.26	5.23
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	6.06	5.67	5.33	5.16

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	Mean Rating				
	2006 Section		2005 Section	2006 Region	2006 ASQ
<b><i>Overall Satisfaction with Your Section</i></b>					
How do you rate your overall satisfaction with your section?	7.83	+ ^	7.07	6.75	6.66
How likely are you to encourage your business associates to attend section events?	7.00		6.86	6.67	6.31
To what degree does your section experience contribute positively to your overall ASQ membership experience?	7.17		6.71	6.52	6.24
To what degree does your section experience encourage you to continue being a member of ASQ?	7.39	^	6.76	6.51	6.26
<b><i>ASQ Satisfaction &amp; Loyalty</i></b>					
Taking everything into consideration, how do you rate your overall satisfaction with your membership in ASQ?	8.52	↑ + ^	7.60	7.54	7.30
How likely are you or your employer to renew your membership in ASQ?	9.78	↑ + ^	9.07	8.93	8.82
How likely are you to recommend ASQ membership to a business associate?	8.95	↑ + ^	8.07	7.98	7.62
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.	8.09	+ ^	7.22	7.04	6.82
How likely are you to purchase products or services from ASQ in the next 12 months?	6.86		6.46	6.40	6.26
ASQ is the leading authority and voice of quality in today's world.	8.43	^	7.63	7.83	7.61
ASQ is the world's most comprehensive and inclusive community of those interested in quality.	8.35		7.49	7.89	7.66
ASQ is an active partner with individuals and organizations in the pursuit of business performance excellence.	8.17	^	7.28	7.45	7.20

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	<b>Mean Rating</b>			
	<b>2006 Section</b>	<b>2005 Section</b>	<b>2006 Region</b>	<b>2006 ASQ</b>
<i><b>Section Communications</b></i>				
Please rate your preference for: Email	8.96	8.32	8.88	8.62
Please rate your preference for: Newsletter – Electronic	8.52	8.28	8.32	7.98
Please rate your preference for: Newsletter – Print	5.84	4.70	4.87	5.13
Please rate your preference for: Postal Mail	4.50	4.37	4.38	4.52
Please rate your preference for: Web Site	8.20	7.75	7.14	6.89
Please rate your preference for: Telephone	3.06		3.26	2.84

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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.

### Top 2 Box Rating

	2006 Section		2005 Section	2006 Region	2006 ASQ
<b><i>Perceptions of Your Section</i></b>					
My section offers significant networking opportunities with other professionals in my field	34.8%	↑	11.2%	28.7%	26.1%
My section offers useful courses and training for professional development in my field	65.2%	↑ + ^	30.5%	23.5%	25.9%
My section provides valuable resources and support pertaining to my specific industry and interests	21.7%		14.4%	15.6%	15.3%
My section's newsletter and other publications, in general, are critical to my job and career growth	8.7%		5.6%	10.3%	8.4%
My section provides information that makes me more productive	0.0%	↓	12.4%	14.0%	12.5%
My section is a critical resource I have used to improve my job performance	9.5%		12.8%	15.6%	12.5%
My section provides me with valuable ideas that have helped me and my employer	9.1%		7.0%	15.9%	13.5%
The costs of my section's courses, workshops and materials are competitive considering the value they provide	61.9%	↑ + ^	33.2%	34.6%	29.6%
My section leadership is accessible for questions, concerns and suggestions	47.6%		44.3%	46.8%	40.4%
My section provides open opportunities to be active in leadership	61.9%		55.6%	53.4%	48.1%

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### Top 2 Box Rating

	2006 Section		2005 Section	2006 Region	2006 ASQ
<i>Section Activities</i>					
How satisfied were you with the meetings you attended?	46.2%	↑	10.1%	33.7%	34.3%
How satisfied were you with the section training course you attended?	50.0%	* * *	0.0%	48.0%	45.6%
How satisfied were you with the value of the Web site's content?	42.9%	^	17.7%	25.8%	23.2%
How satisfied were you with your section's certification preparation materials?	40.0%	* * *	25.0%	42.4%	41.9%
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	5.3%		5.6%	14.6%	12.3%
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	5.3%		3.2%	11.9%	9.7%
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	11.1%		3.4%	12.9%	9.7%

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### Top 2 Box Rating

	2006 Section		2005 Section	2006 Region	2006 ASQ
<b><i>Overall Satisfaction with Your Section</i></b>					
How do you rate your overall satisfaction with your section?	26.1%		19.5%	25.3%	25.0%
How likely are you to encourage your business associates to attend section events?	28.6%		20.8%	31.6%	28.2%
To what degree does your section experience contribute positively to your overall ASQ membership experience?	43.5%	↑ ^	18.0%	29.3%	25.1%
To what degree does your section experience encourage you to continue being a member of ASQ?	34.8%		27.7%	31.0%	28.1%
<b><i>ASQ Satisfaction &amp; Loyalty</i></b>					
Taking everything into consideration, how do you rate your overall satisfaction with your membership in ASQ?	47.8%	^	32.0%	31.3%	29.1%
How likely are you or your employer to renew your membership in ASQ?	95.7%	↑ + ^	74.9%	74.0%	71.7%
How likely are you to recommend ASQ membership to a business associate?	59.1%		51.3%	50.7%	44.9%
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.	52.2%	↑ + ^	20.8%	26.9%	23.9%
How likely are you to purchase products or services from ASQ in the next 12 months?	36.4%		23.6%	28.1%	26.2%
ASQ is the leading authority and voice of quality in today's world.	52.2%		40.4%	39.2%	38.4%
ASQ is the world's most comprehensive and inclusive community of those interested in quality.	47.8%		30.7%	43.6%	39.1%
ASQ is an active partner with individuals and organizations in the pursuit of business performance excellence.	47.8%		32.0%	35.3%	31.2%

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### Top 2 Box Rating

	2006 Section		2005 Section	2006 Region	2006 ASQ
<i>Section Communications</i>					
Please rate your preference for: Email	73.9%		57.1%	70.0%	66.1%
Please rate your preference for: Newsletter – Electronic	61.9%		60.1%	59.0%	53.7%
Please rate your preference for: Newsletter – Print	21.1%		15.7%	15.4%	18.0%
Please rate your preference for: Postal Mail	16.7%		8.6%	11.6%	12.1%
Please rate your preference for: Web Site	65.0%	+ ^	45.9%	36.9%	34.3%
Please rate your preference for: Telephone	11.1%			9.1%	4.4%

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	Section 2006		Section 2005		Region 2006		ASQ 2006	
	%	n	%	n	%	n	%	n
<b><i>About Yourself</i></b>								
How many sections do you belong to in total?								
One	91.3%	21			90.5%	257	90.2%	3,263
Two to five	8.7%	2			9.5%	27	9.3%	337
More than five	0.0%	0			0.0%	0	0.5%	17
<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	43.5%	10	31.9%	7	40.2%	111	49.2%	1,767
1-3 contacts	21.7%	5	25.8%	6	27.5%	76	23.0%	824
4-7 contacts	4.3%	1	13.6%	3	8.0%	22	9.5%	341
8-10 contacts	8.7%	2	19.7%	5	6.9%	19	6.3%	225
More than 10 contacts	21.7%	5	9.1%	2	17.4%	48	12.0%	432

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	Section 2006		Section 2005		Region 2006		ASQ 2006	
	%	n	%	n	%	n	%	n
<b><i>Section Activities</i></b>								
Did you attend one or more section meetings in the last 12 months?								
Yes	56.5%	13	60.4%	14	64.2%	181	56.6%	2,094
No	43.5%	10	39.6%	9	35.8%	101	43.4%	1,607
Did you attend a section training course in the last 12 months?								
Yes	22.7%	5	10.4%	2	18.3%	48	18.2%	635
No	77.3%	17	89.6%	18	81.7%	215	81.8%	2,854
Did you visit your section's Web site in the last 12 months?								
Yes	100.0%	21	97.1%	24	72.7%	178	72.6%	2,450
No	0.0%	0	2.9%	1	27.3%	67	27.4%	923
Did you use certification preparation materials provided by your section in the last 12 months?								
Yes	21.7%	5	13.4%	3	12.7%	33	13.3%	464
No	78.3%	18	86.6%	18	87.3%	226	86.7%	3,014

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	Section 2006		Section 2005		Region 2006		ASQ 2006	
	%	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%	1
19-25	4.3%	1	0.0%	0	0.7%	2	0.5%	19
26-35	4.3%	1	0.0%	0	11.9%	34	8.4%	317
36-45	21.7%	5	41.9%	11	25.6%	73	24.5%	921
46-55	56.5%	13	32.0%	8	40.7%	116	39.7%	1,492
56-65	13.0%	3	23.3%	6	17.2%	49	22.2%	836
66 or older	0.0%	0	2.8%	1	3.9%	11	4.6%	172
How long have you been a member of ASQ?								
Less than one year	4.3%	1	8.4%	2	4.2%	12	4.6%	175
1-4 years	39.1%	9	14.0%	4	21.5%	61	20.5%	774
5-10 years	17.4%	4	26.4%	7	22.9%	65	26.2%	987
11-20 years	39.1%	9	38.8%	10	37.3%	106	33.6%	1,265
Over 20 years	0.0%	0	12.4%	3	14.1%	40	15.1%	568

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	Section 2006		Section 2005		Region 2006		ASQ 2006	
	%	n	%	n	%	n	%	n
<i>About Yourself</i>								
Which one of the following best describes your organization?								
Chemicals and Allied Products (including Pharmaceuticals)	0.0%	0	0.0%	0	7.5%	21	7.9%	295
Medical Devices	4.5%	1	2.8%	1	8.9%	25	9.3%	346
Fabricated Metals	4.5%	1	18.0%	5	6.0%	17	8.1%	301
Industrial Machinery and Computer Equipment	0.0%	0	9.6%	2	3.6%	10	3.5%	130
Electronics	9.1%	2	20.8%	5	3.2%	9	7.1%	265
Transportation (Automotive, Aerospace and Rail)	13.6%	3	8.4%	2	15.7%	44	13.6%	506
Measuring and Controlling Instruments	0.0%	0	0.0%	0	0.7%	2	1.6%	58
Other - Manufacturing	45.5%	10	19.5%	5	27.4%	77	19.4%	722
Hospitals	0.0%	0	0.0%	0	4.6%	13	4.6%	172
Medical and Dental Laboratories	4.5%	1	0.0%	0	2.5%	7	2.3%	86
Offices and Clinics of Doctors of Medicine	0.0%	0	0.0%	0	0.0%	0	0.8%	31
Miscellaneous Health and Allied Services	0.0%	0	0.0%	0	0.0%	0	0.9%	34
Government	9.1%	2	2.8%	1	7.5%	21	8.5%	317
Financial/Insurance	0.0%	0	2.8%	1	0.0%	0	0.2%	8
Transportation/Logistics Services	0.0%	0	0.0%	0	6.8%	19	5.3%	196
Wholesale/Retail	9.1%	2	0.0%	0	1.4%	4	1.2%	44
Consulting/Business Services	0.0%	0	0.0%	0	0.7%	2	1.0%	37
Entertainment/Hospitality/Recreation	0.0%	0	0.0%	0	0.0%	0	0.1%	4

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	Section 2006		Section 2005		Region 2006		ASQ 2006	
	%	n	%	n	%	n	%	n
<i>About Yourself</i>								
Other - Services	0.0%	0	9.6%	2	1.8%	5	1.4%	53
Elementary/Secondary (or K-12)	0.0%	0	0.0%	0	0.0%	0	0.2%	7
Higher Education	0.0%	0	5.6%	1	1.1%	3	1.7%	62
Business, Secretarial, Vocational	0.0%	0	0.0%	0	0.4%	1	0.3%	11
Libraries	0.0%	0	0.0%	0	0.0%	0	0.0%	1
Educational Services	0.0%	0	0.0%	0	0.0%	0	0.1%	3
Other - Education	0.0%	0	0.0%	0	0.4%	1	0.7%	25

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	Section 2006		Section 2005		Region 2006		ASQ 2006	
	%	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)	0.0%	0	2.8%	1	4.9%	14	5.8%	217
Director	21.7%	5	0.0%	0	29.6%	84	28.8%	1,075
Manager	30.4%	7	41.6%	10	23.2%	66	23.9%	893
Supervisor	4.3%	1	2.8%	1	2.1%	6	2.1%	78
Engineer	13.0%	3	23.6%	6	4.9%	14	4.9%	182
Technician	0.0%	0	2.8%	1	1.1%	3	0.8%	31
Inspector	8.7%	2	8.4%	2	7.0%	20	8.5%	317
Internal Consultant	0.0%	0	2.8%	1	2.8%	8	4.4%	163
Independent Consultant	8.7%	2	0.0%	0	7.4%	21	5.5%	207
Educator	0.0%	0	2.8%	1	4.9%	14	4.7%	176
Student	0.0%	0	0.0%	0	0.4%	1	0.9%	35
Other	13.0%	3	12.4%	3	11.6%	33	9.6%	357
Who pays for your ASQ membership?								
Myself	21.7%	5	31.7%	8	26.2%	75	31.8%	1,201
My company/employer	73.9%	17	62.7%	16	69.9%	200	64.4%	2,428
Both share costs	4.3%	1	5.6%	1	2.8%	8	2.5%	96
Other	0.0%	0	0.0%	0	1.0%	3	1.2%	46

Note: \*\*\* Results should be interpreted with caution if the sample n is under 30. For questions that report frequencies for your Section, the total sum may exceed the sample n due to weighting.

# ASQ Section Member Satisfaction Survey (2006)

## Central North Carolina (1109) Section Report ( n = 24 ) \* \* \*

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.

	Section 2006		Section 2005		Region 2006		ASQ 2006	
	%	n	%	n	%	n	%	n
<i>About Yourself</i>								
Gender?								
Male	69.6%	16	68.0%	17	71.1%	199	73.4%	2,730
Female	30.4%	7	32.0%	8	28.9%	81	26.6%	990
Where do you currently reside?								
United States	100.0%	23	100.0%	25	100.0%	287	93.2%	3,521
All other countries	0.0%	0	0.0%	0	0.0%	0	6.8%	258
What type of membership do you hold?								
Regular (\$119)	39.1%	9	79.2%	20	39.5%	113	44.1%	1,655
Senior or Fellow (\$119)	56.5%	13	20.8%	5	57.7%	165	51.8%	1,944
Associate (\$69)	4.3%	1	0.0%	0	1.4%	4	3.3%	123
Forum/Division (\$29)	0.0%	0	0.0%	0	0.0%	0	0.2%	9
Student (\$25)	0.0%	0	0.0%	0	1.4%	4	0.6%	24

Note: \*\*\* Results should be interpreted with caution if the sample n is under 30. For questions that report frequencies for your Section, the total sum may exceed the sample n due to weighting.