

1. Which best describes the overall value of *Measurement Works* to you?

		Response Percent	Response Count
It provides useful information I have been able to use in my job		25.9%	51
<b>It provides useful information I have not yet used, but want to know about</b>		<b>46.2%</b>	<b>91</b>
It provides information that is interesting, but not useful		5.1%	10
It provides information that is neither interesting nor useful		0.0%	0
I have never seen this newsletter. [Note: Since your email address is in the subscription list, your organization may be blocking emails from Constant Contact, the newsletter's platform.]		22.8%	45
		<b>answered question</b>	<b>197</b>
		<b>skipped question</b>	<b>3</b>

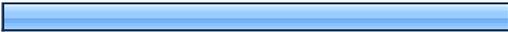
## 2. The newsletter comes out once a month. How often do you read at least part of an issue?

		Response Percent	Response Count
Every month		49.0%	75
Most months		26.8%	41
About every other month		15.7%	24
Less than every other month		8.5%	13
<b>answered question</b>			<b>153</b>
<b>skipped question</b>			<b>47</b>

## 3. When you do read an issue, how much of it do you read?

		Response Percent	Response Count
Read it beginning to end		11.9%	18
Read or skim at least half the articles		39.7%	60
Read or skim only what interests me		47.0%	71
Don't read it		1.3%	2
<b>answered question</b>			<b>151</b>
<b>skipped question</b>			<b>49</b>

**4. The newsletter is currently designed so that most readers can get the level of information they need without having to click-through. Which of the approaches below do you prefer?**

		Response Percent	Response Count
<b>Keep the balance between visible text and text behind the links as it is now</b>		76.8%	96
Keep the visible text shorter than currently and provide more information behind links		16.0%	20
Increase the length of the visible text and use links less		7.2%	9
		<b>answered question</b>	<b>125</b>
		<b>skipped question</b>	<b>75</b>

**5. When you read the newsletter, do you most often...**

		Response Percent	Response Count
Read it in the reading pane without actually opening the email		21.4%	27
<b>Open the email and read it within the email program</b>		70.6%	89
Open the email using the link at the top that says: "Having trouble viewing this email? <a href="#">Click here</a> "		7.9%	10
		<b>answered question</b>	<b>126</b>
		<b>skipped question</b>	<b>74</b>

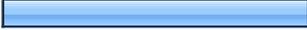
## 6. How often do you print out the newsletter?

		Response Percent	Response Count
Most issues		7.1%	9
Some issues		25.4%	32
<b>Never</b>		<b>67.5%</b>	<b>85</b>
<b>answered question</b>			<b>126</b>
<b>skipped question</b>			<b>74</b>

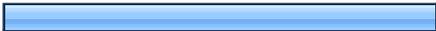
## 7. Which best describes whether you have forwarded the newsletter to others?

		Response Percent	Response Count
<b>I have not forwarded the newsletter to anyone else.</b>		<b>52.8%</b>	<b>66</b>
I have forwarded the newsletter using the link within the newsletter for sharing.		18.4%	23
I have forwarded the newsletter without using the link in the newsletter itself.		28.8%	36
<b>answered question</b>			<b>125</b>
<b>skipped question</b>			<b>75</b>

## 8. How has reading the newsletter affected the way you feel about communication research and measurement?

		Response Percent	Response Count
It inspires me to believe research is something that I can incorporate into my work.		46.0%	57
It makes me see research as more difficult to incorporate into my work than I previously thought.		3.2%	4
No change: I was already inspired to do research before reading the newsletter.		38.7%	48
No change: I felt research was too difficult for me to do even before reading the newsletter.		3.2%	4
Neutral: I don't feel positive or negative about using research.		8.9%	11
		<b>answered question</b>	<b>124</b>
		<b>skipped question</b>	<b>76</b>

**9. While the type of features varies somewhat from issue to issue, which types of information do you usually skim or read? (Check all that apply)**

		Response Percent	Response Count
Main article by Angela Sinickas that opens the newsletter		86.8%	105
Client case studies		65.3%	79
Summarized information on a topic from the Sinickas database		38.8%	47
Opinion/my story pieces written by other communicators		36.4%	44
Summary of measurement discussions at LinkedIn forums		19.0%	23
Tip of the Month		74.4%	90
List of upcoming seminars and workshops		17.4%	21
Coupons and other measurement product information		7.4%	9
Table of contents "In this issue"		49.6%	60
<b>answered question</b>			<b>121</b>
<b>skipped question</b>			<b>79</b>

**10. What outcomes have resulted, or are likely to result, from your reading any of the following items that appeared in the [August](#) issue of the newsletter? (Choose all that apply. Skip if you didn't see the August issue.)**

	I used (or plan to use) this in my work	I learned something I didn't know before	I read it, but didn't learn anything new	I skipped it because it's not relevant to me	Response Count
Article: Internal communication departments do make a difference	23.8% (19)	<b>40.0% (32)</b>	30.0% (24)	11.3% (9)	80
Case study: Barclays' external benchmarking study	7.4% (5)	<b>39.7% (27)</b>	17.6% (12)	<b>39.7% (27)</b>	68
My story: Andrea Heslop--using pretests and pilot studies	10.8% (7)	32.3% (21)	16.9% (11)	<b>43.1% (28)</b>	65
Tip: How to avoid survey fatigue	32.5% (25)	<b>50.6% (39)</b>	14.3% (11)	9.1% (7)	77
<b>answered question</b>					<b>85</b>
<b>skipped question</b>					<b>115</b>

**11. What outcomes have resulted, or are likely to result, from your reading any of the following items that appeared in the [September](#) issue of the newsletter? (Choose all that apply. Skip if you didn't see the September issue.)**

	I used (or plan to use) this in my work	I learned something I didn't know before	I read it, but didn't learn anything new	I skipped it because it's not relevant to me	Response Count
Article: Should we measure ROI? Communicators disagree	32.4% (24)	<b>43.2% (32)</b>	17.6% (13)	13.5% (10)	74
Mining the database: Topics employees want to find on their intranets	29.4% (20)	<b>50.0% (34)</b>	14.7% (10)	16.2% (11)	68
My story: Kathy Hedin--rolling up division results for a corporate average, questions used on pulse surveys	6.8% (4)	37.3% (22)	10.2% (6)	<b>49.2% (29)</b>	59
Tip: Measuring true knowledge	23.3% (14)	<b>48.3% (29)</b>	10.0% (6)	25.0% (15)	60
<b>answered question</b>					<b>80</b>
<b>skipped question</b>					<b>120</b>

**12. What outcomes have resulted, or are likely to result, from your reading any of the following items that appeared in the [October](#) issue of the newsletter? (Choose all that apply. Skip if you didn't see the October issue.)**

	I used (or plan to use) this in my work	I learned something I didn't know before	I read it, but didn't learn anything new	I skipped it because it's not relevant to me	Response Count
Article: Employees prefer intranets to supervisors 2 to 1	26.8% (19)	<b>60.6% (43)</b>	8.5% (6)	7.0% (5)	71
Case study: Exploring employees' appetite for political activism	1.6% (1)	34.4% (22)	6.3% (4)	<b>60.9% (39)</b>	64
My story: Sue Rehmus--using research data to get a seat at the table, using knowledge tests, content analysis and inventories	13.1% (8)	<b>41.0% (25)</b>	19.7% (12)	31.1% (19)	61
Tip: Think twice before killing print	27.8% (20)	<b>41.7% (30)</b>	20.8% (15)	12.5% (9)	72
<b>answered question</b>					<b>77</b>
<b>skipped question</b>					<b>123</b>

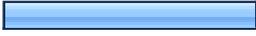
**13. What outcomes have resulted, or are likely to result, from your reading any of the following items that appeared in the [November](#) issue of the newsletter? (Choose all that apply. Skip if you didn't see the November issue.)**

	<b>I used (or plan to use) this in my work</b>	<b>I learned something I didn't know before</b>	<b>I read it, but didn't learn anything new</b>	<b>I skipped it because it's not relevant to me</b>	<b>Response Count</b>
Article: Setting 2012 performance goals, reporting results	<b>44.4% (28)</b>	28.6% (18)	19.0% (12)	14.3% (9)	63
Case study: Identifying pay and work-life trade-offs for recruiting	5.6% (3)	27.8% (15)	16.7% (9)	<b>50.0% (27)</b>	54
My story: Jeffrey Brooke--simple daily measures, measures for Town Hall meetings	30.4% (17)	<b>41.1% (23)</b>	12.5% (7)	25.0% (14)	56
Tip: Checklist for wording survey questions	37.1% (23)	<b>46.8% (29)</b>	12.9% (8)	11.3% (7)	62
<b>answered question</b>					<b>68</b>
<b>skipped question</b>					<b>132</b>

**14. What outcomes have resulted, or are likely to result, from your reading any of the following items that appeared in the [December](#) issue of the newsletter? (Choose all that apply. Skip if you didn't see the December issue.)**

	<b>I used (or plan to use) this in my work</b>	<b>I learned something I didn't know before</b>	<b>I read it, but didn't learn anything new</b>	<b>I skipped it because it's not relevant to me</b>	<b>Response Count</b>
Article: Who needs surveys when you can scan social media?	26.6% (17)	<b>45.3% (29)</b>	15.6% (10)	20.3% (13)	64
Mining the database: Social media findings from a variety of client projects	19.0% (12)	<b>58.7% (37)</b>	9.5% (6)	19.0% (12)	63
My story: Michael Harry Klein--measuring social networks, social mapping and social inventorying	6.8% (4)	<b>59.3% (35)</b>	8.5% (5)	28.8% (17)	59
Tip: Evaluating click-through rates	20.3% (12)	<b>54.2% (32)</b>	13.6% (8)	18.6% (11)	59
<b>answered question</b>					<b>69</b>
<b>skipped question</b>					<b>131</b>

**15. To what extent does reading this newsletter affect the likelihood of your wanting to engage Sinickas Communications as a consultant or to purchase one of our products (measurement manual, research and planning toolkits, CDs of seminars)?**

		Response Percent	Response Count
Much more likely		15.8%	18
A little more likely		20.2%	23
A little less likely		2.6%	3
A lot less likely		1.8%	2
No change because I've already been a client		13.2%	15
<b>No change because I have no budget to spend on measurement</b>		<b>37.7%</b>	<b>43</b>
No change because the newsletter has no impact on my impression of Sinickas Communications		8.8%	10
		<b>answered question</b>	<b>114</b>
		<b>skipped question</b>	<b>86</b>

**16. What do you find most valuable about this newsletter?**

	Response Count
	67
<b>answered question</b>	<b>67</b>
<b>skipped question</b>	<b>133</b>

### 17. What would you like to see changed about this newsletter?

	Response Count
	51
answered question	51
skipped question	149

### 18. How many years have you worked within corporate communications?

		Response Percent	Response Count
Less than 5 years		5.6%	7
5-10 years		20.0%	25
11-20 years		35.2%	44
<b>More than 20 years</b>		<b>39.2%</b>	<b>49</b>
	answered question		125
	skipped question		75

## 19. Which best describes your position in the organization?

		Response Percent	Response Count
VP, Managing Director or above		15.2%	19
Director		18.4%	23
<b>Manager or Supervisor</b>		<b>33.6%</b>	<b>42</b>
Specialist (editor, writer, coordinator, internal consultant, etc.)		29.6%	37
Educator, free-lance or consultant in an agency		3.2%	4
	Other (please specify)		7
		<b>answered question</b>	<b>125</b>
		<b>skipped question</b>	<b>75</b>

## 20. Are you responsible for...

		Response Percent	Response Count
<b>Primarily internal communication</b>		<b>53.6%</b>	<b>67</b>
Primarily external communication		8.0%	10
Both internal and external communication		38.4%	48
		<b>answered question</b>	<b>125</b>
		<b>skipped question</b>	<b>75</b>