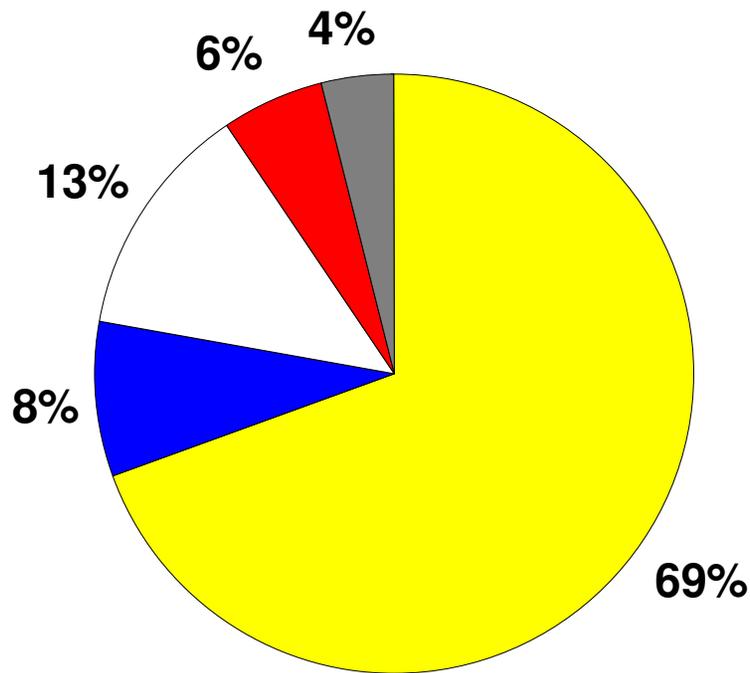

Analysis of March 2013 *Measurement Works* Survey

- **221 respondents out of 3,590 unblocked invitations**
- **6% response rate (great for external audience surveys)**
- **Margin of error: +/- 6%**

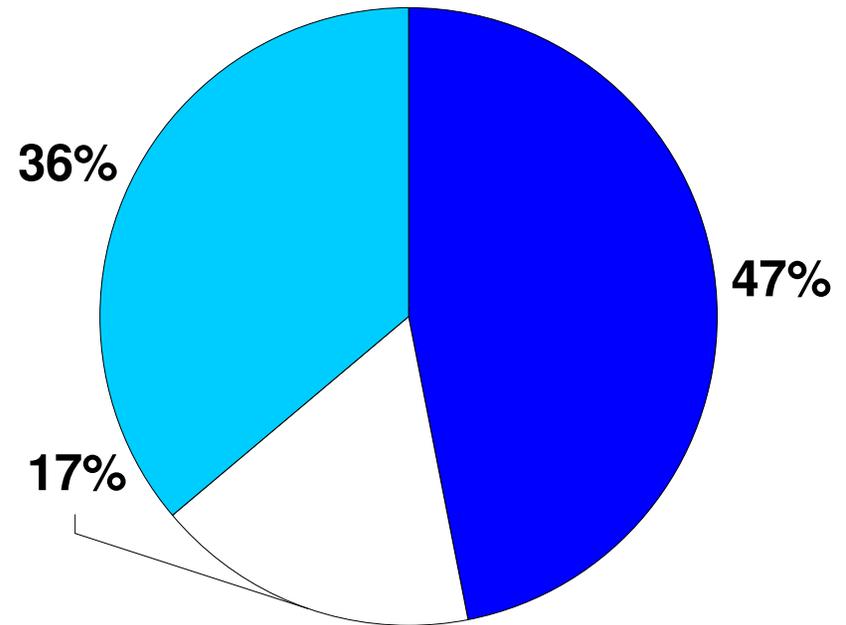
Demographics affecting strategy for newsletter content

- US
- Canada
- Europe/ME/Africa
- Asia Pacific
- Latin/S. America



Geography (by addresses)

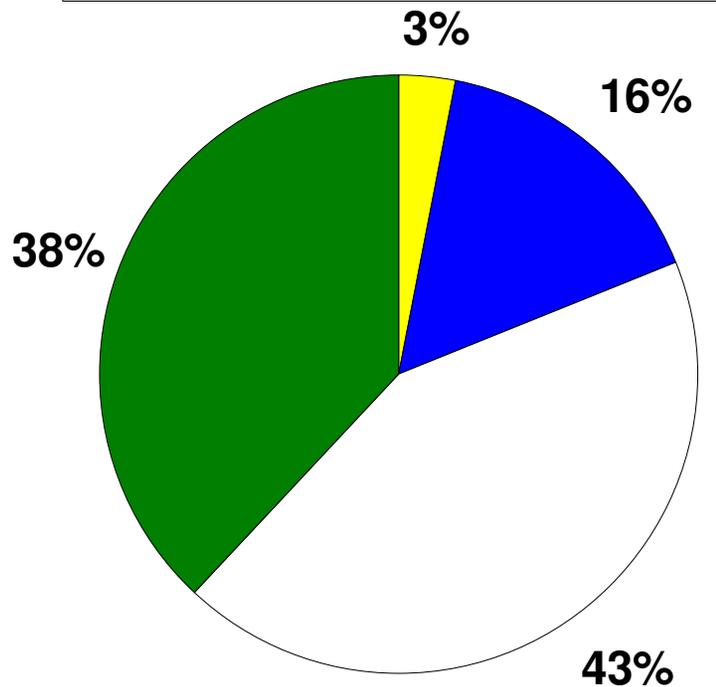
- Internal comms only
- External comms only
- Both internal and external



Work focus (from survey)

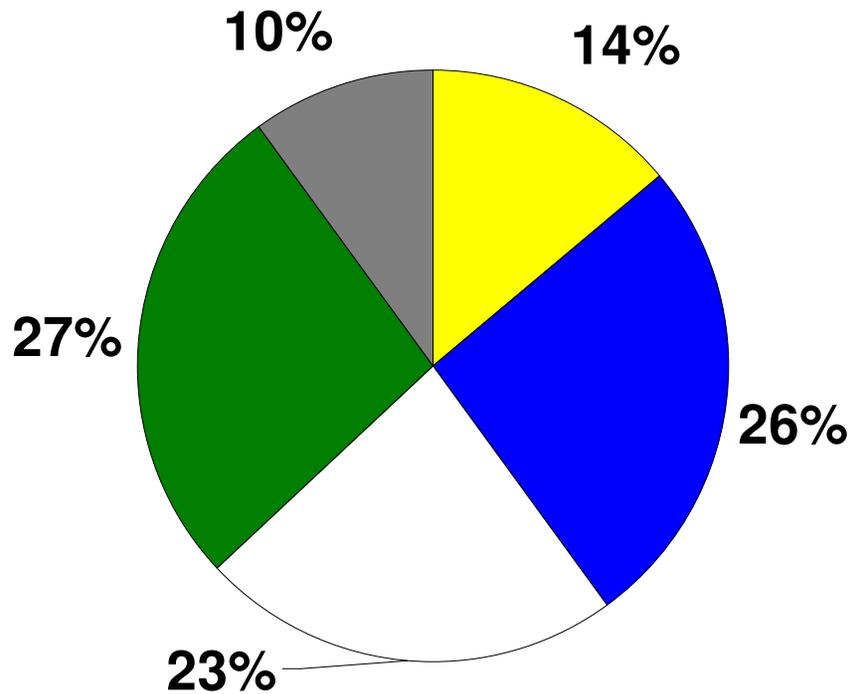
Demographics affecting strategy for newsletter content

- Under 5 yrs experience
- 5-10 yrs
- 11-20 yrs
- Over 20



Experience (from survey)

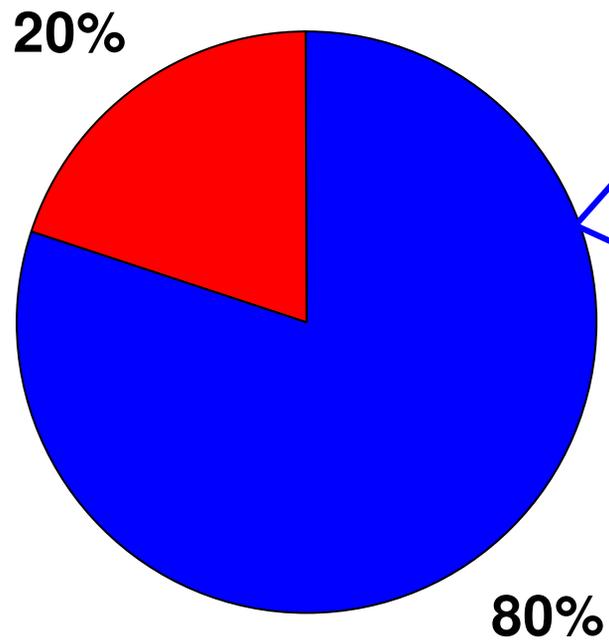
- VP, MD or above
- Director
- Manager/Supervisor
- Specialist
- Educator/consultant



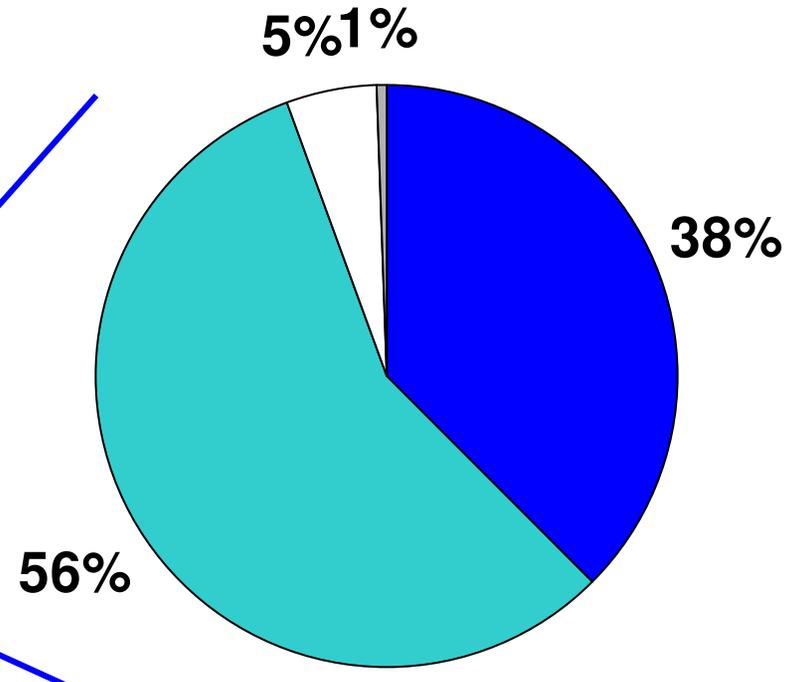
Job titles (from survey)

Access and usefulness for those who have seen it

20% of those on our subscription list have Constant Contact blocked by their employers

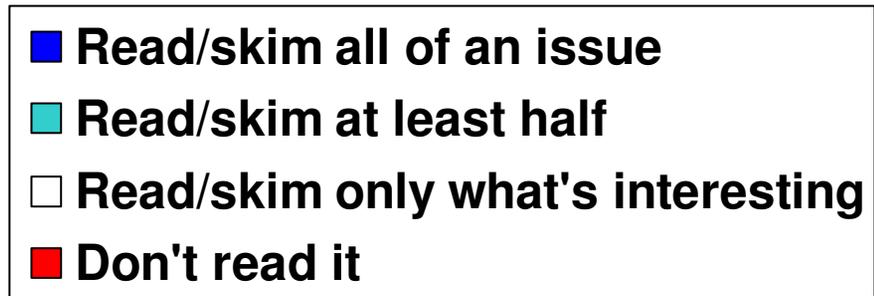
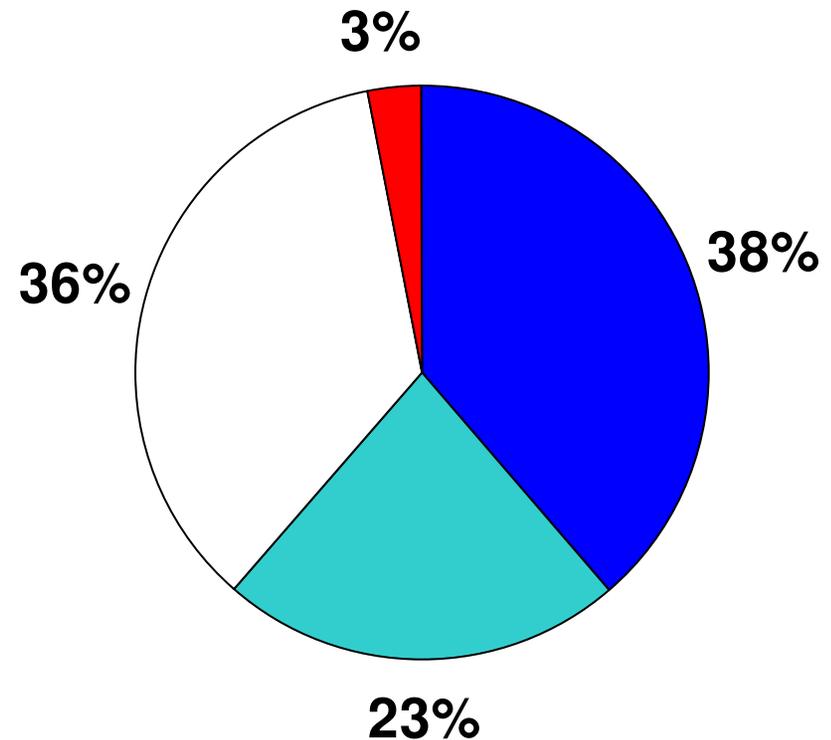
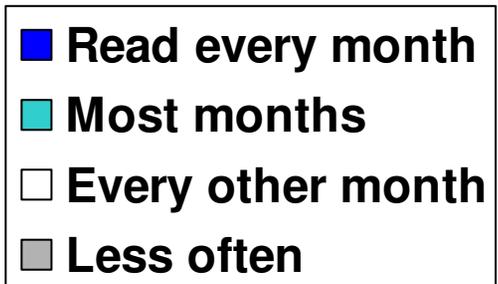
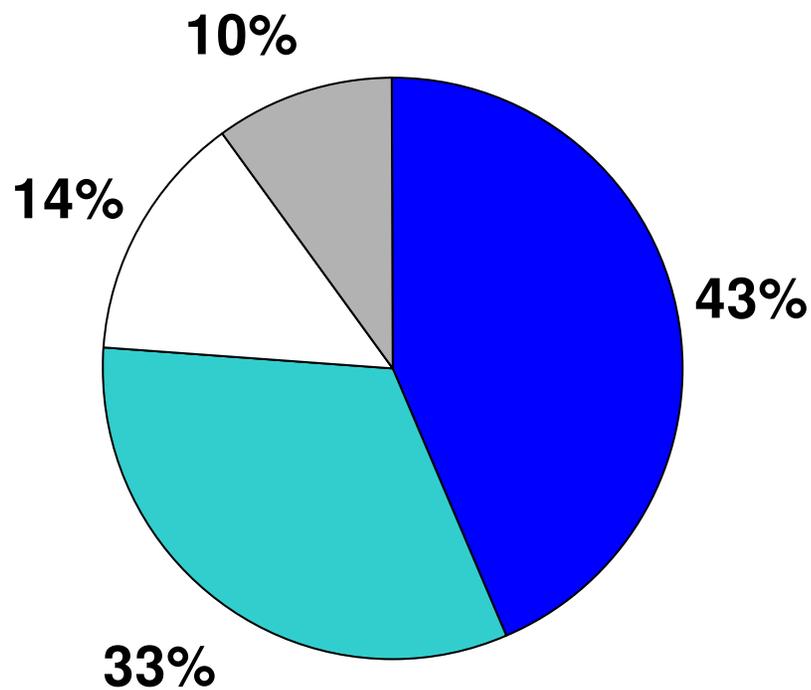


■ Have seen it ■ Have never seen it

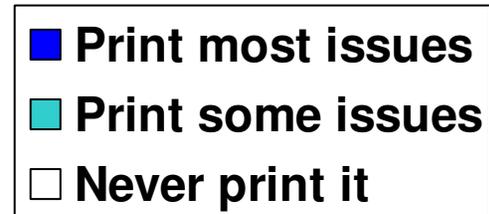
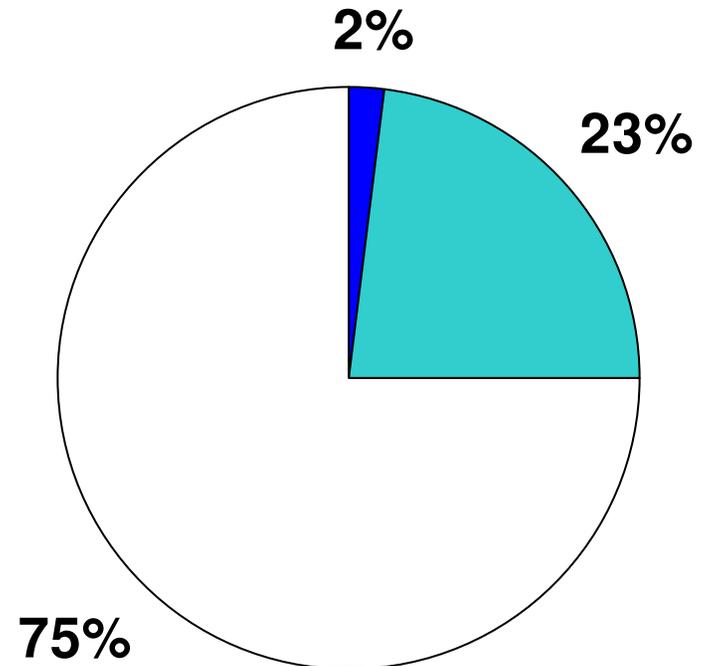
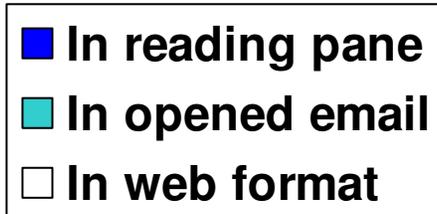
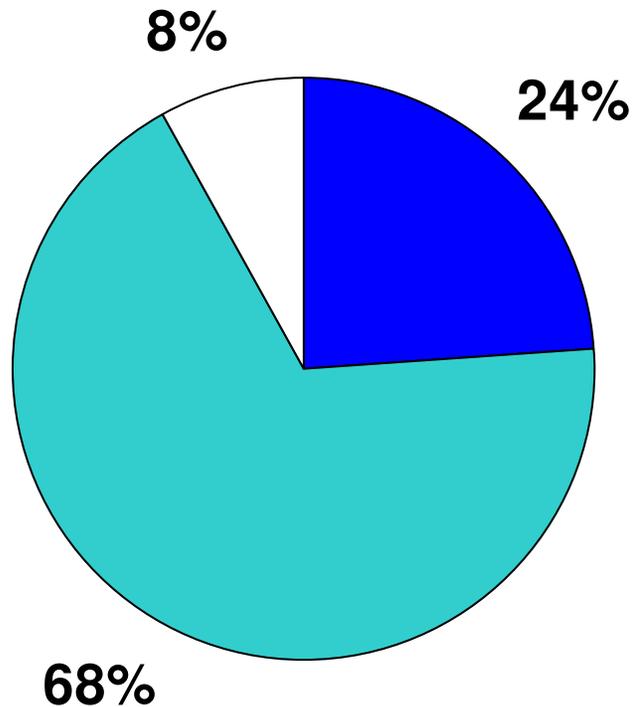


■ Useful info already used
■ Useful info, not yet used
■ Interesting, not useful
■ Neither useful nor interesting

Readership: How many issues and how much of each issue are read

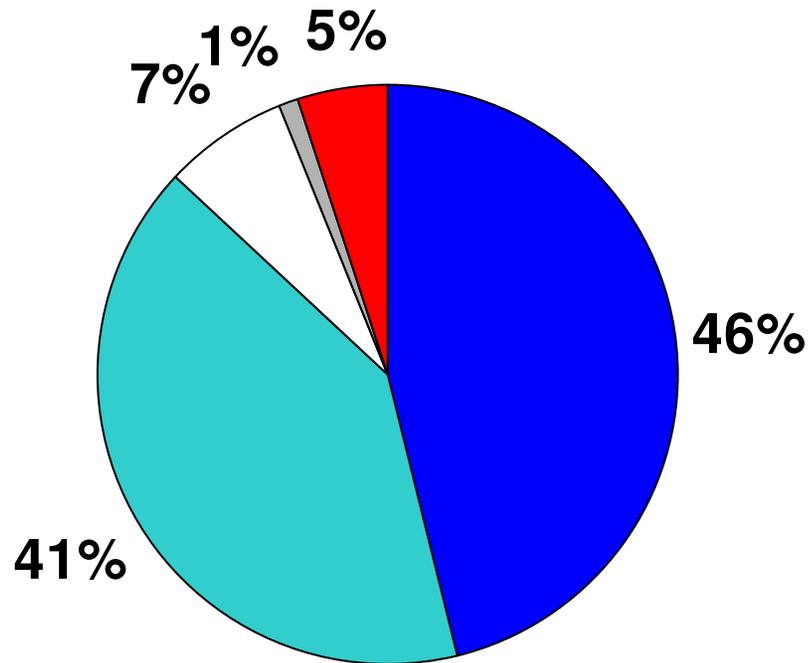


How the newsletter is read



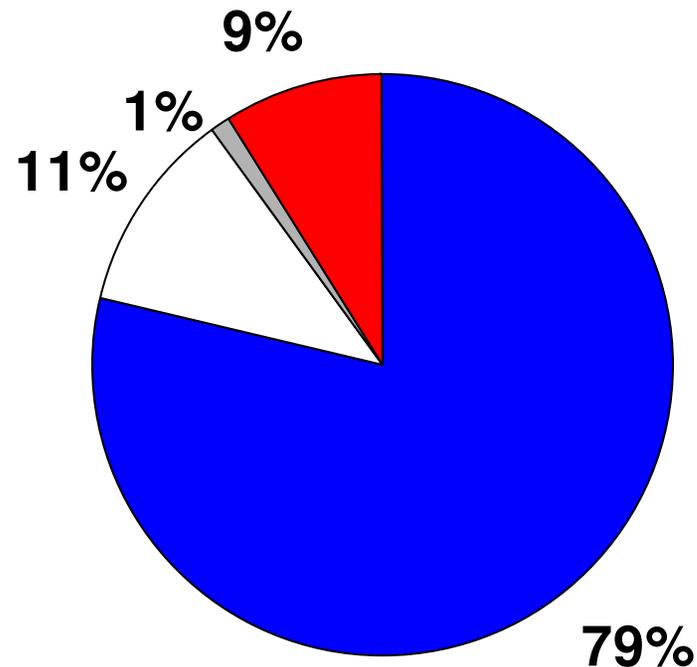
Impact on readers' attitudes about measurement

Impact based on all respondents



- Inspires me to do research
- No change, already measuring
- Neutral on using research
- No change, already too hard
- Makes research seem harder

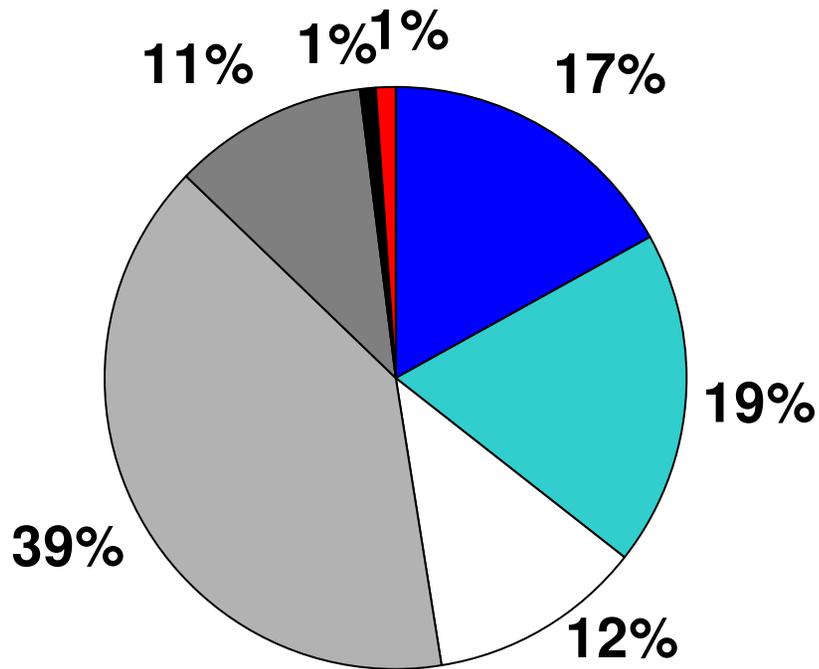
Impact based on only those who were not previously measuring



- Inspires me to do research
- Neutral on using research
- No change, already too hard
- Makes research seem harder

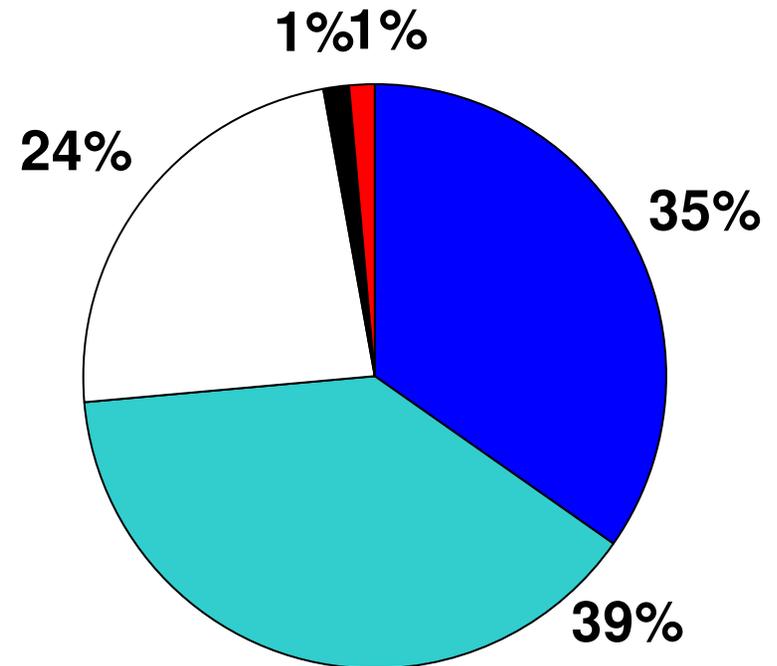
Impact on behavior of readers who have not worked with us before AND have a measurement budget

Impact based on all respondents



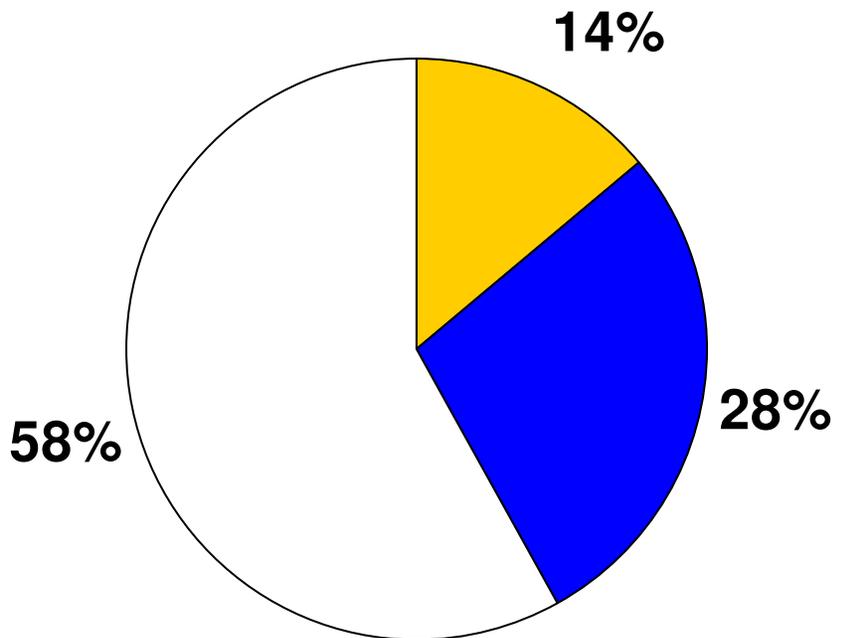
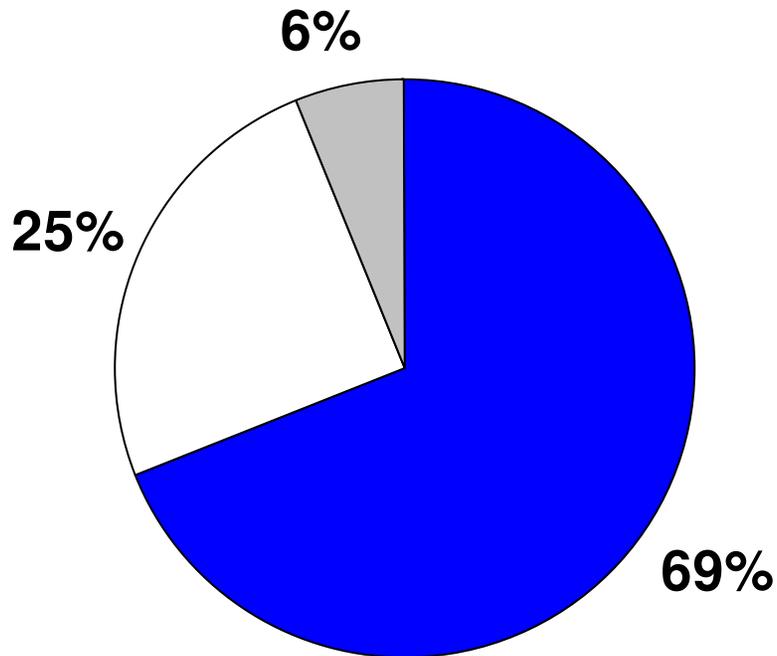
- Much more likely to use Sinickas
- A little more likely
- No change, already a client
- No change, no budget
- No change, no impact
- A little less likely
- A lot less likely

Impact based on only non-clients with a measurement budget



- Much more likely to use Sinickas
- A little more likely
- No change, no impact
- A little less likely
- A lot less likely

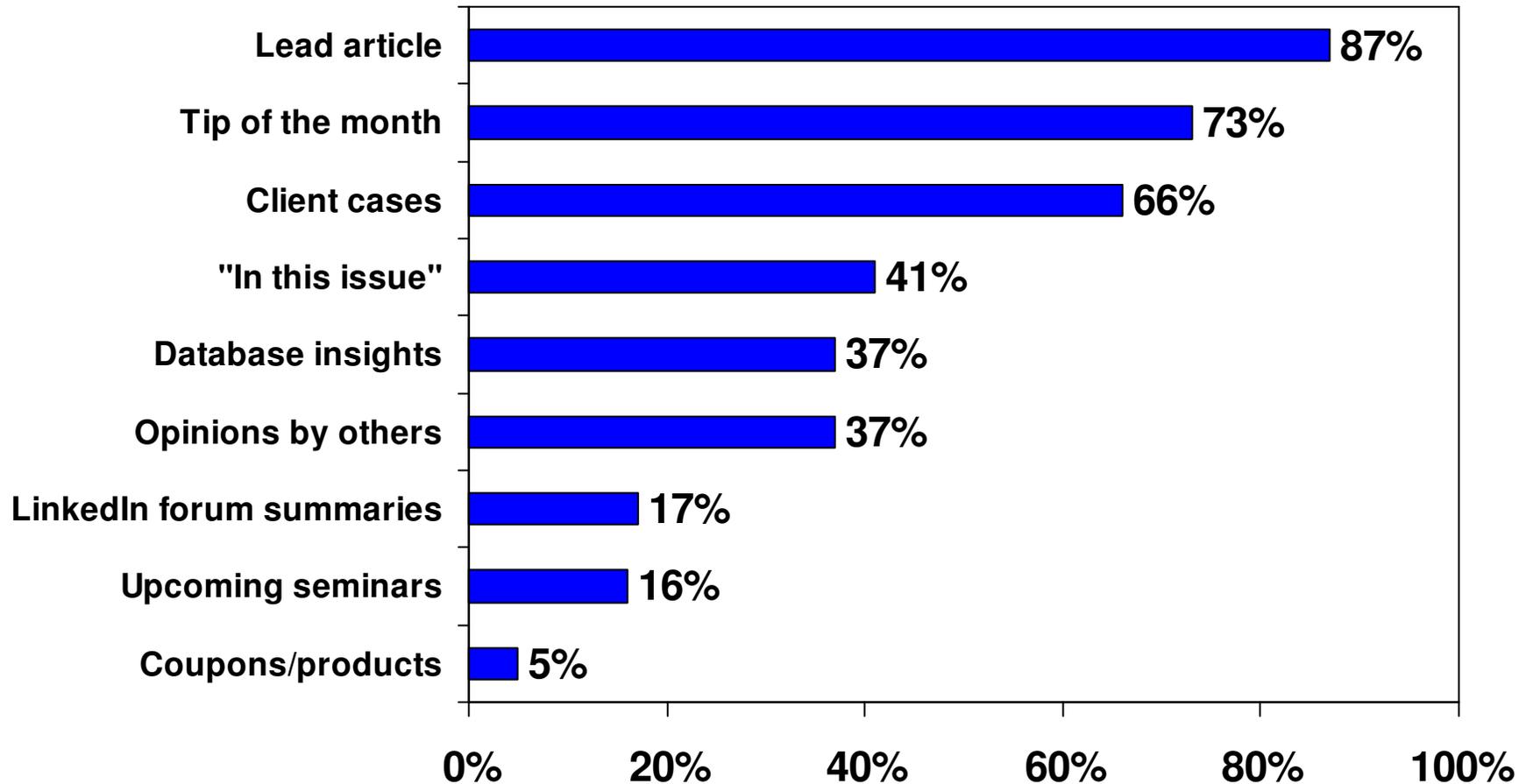
Right balance between visible and linked text; more forward the newsletter without using link



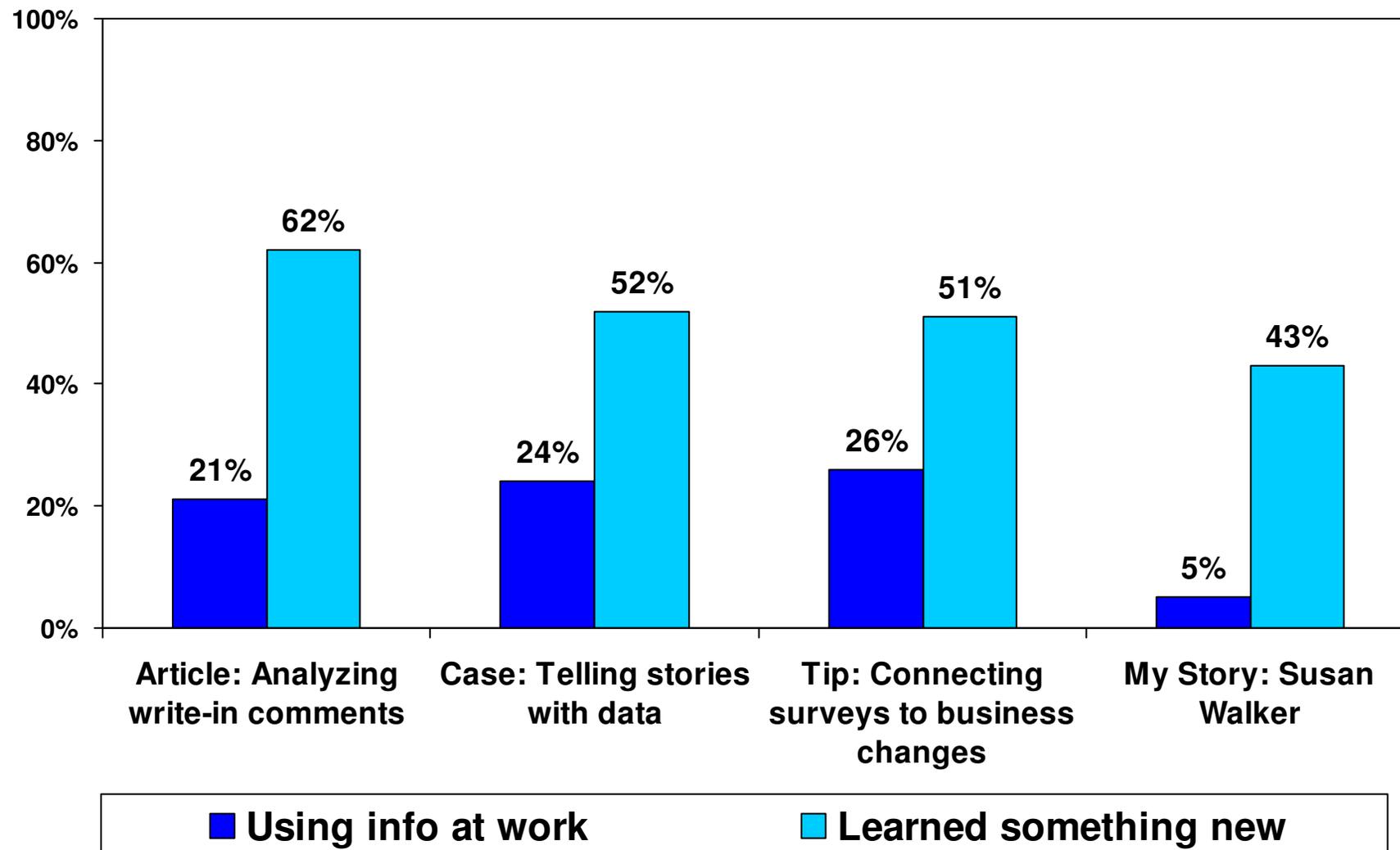
- Right balance between visible and linked text
- Prefer shorter visible text
- Prefer longer visible text

- Forward newsletter using link
- Forward newsletter w/o using link
- Have not forwarded it

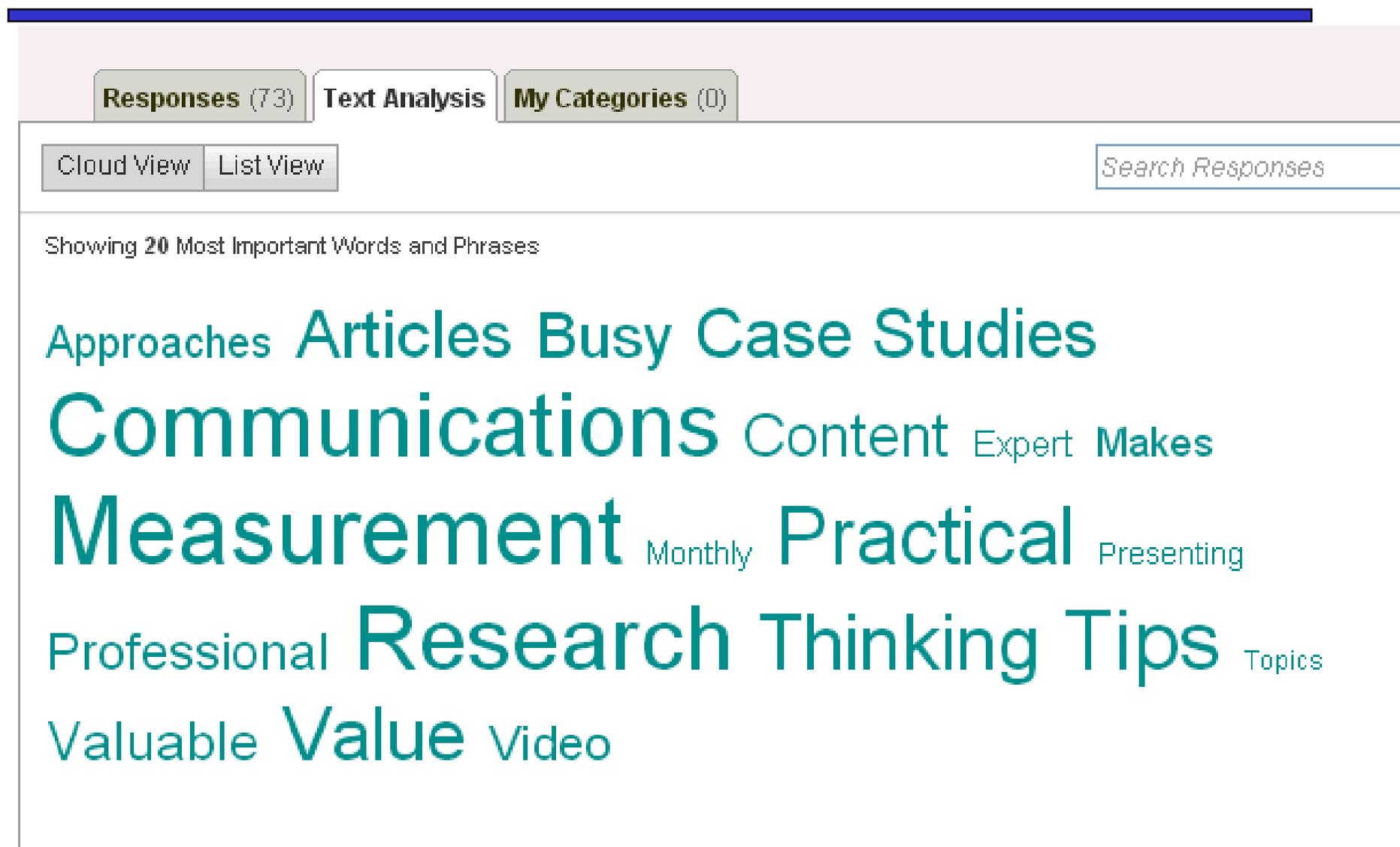
Which features are most often read or skimmed



Relative value of February 2013 articles



What respondents like best



What respondents would like to see changed

The screenshot displays a survey analysis interface. At the top, there are three tabs: "Responses (55)", "Text Analysis" (which is selected), and "My Categories (2)". Below the tabs, there are two view options: "Cloud View" and "List View". To the right of these is a search bar labeled "Search Responses" with a magnifying glass icon and a help icon. The main area of the interface is a word cloud where the words are sized and colored based on their frequency. The words are in shades of teal and blue. The most prominent words are "Design Examples", "Look", "Hard Job", "Newsletter", "Love", "Measurement", "Needs", "Text", and "Video". Other visible words include "Articles", "Benefit", "Case", "Communication", "Little", "Point", "Services", "Shorter", and "Useful".

Responses (55) **Text Analysis** My Categories (2)

Cloud View List View Search Responses ?

Articles Benefit Case Communication **Design Examples**
Hard Job Little **Look** Love Measurement Needs
Newsletter Point Services Shorter **Text** Useful **Video**