

Section 903 Fall 2012 VoC Survey

Key Results
Harry Rowe, VoC Chair

2012 Member Survey

- Target Population: Section 903 membership roster as of August, 2011.
- Methodology: Web-based questionnaire using Qualtrics survey tools provided by ASQ (www.qualtrics.com)
- Only members who had given ASQ permission for email contact were surveyed.

2012 Member Survey

- Response rate was a very respectable 15%
 - Invitations sent: 643 (533 current, 110 expired)
 - Partial responses: 133
 - Complete responses: 98
- Still, this is a relatively small sample. Margin of error is approximately +/-15%
- Also, due to the methodology chosen, this is a “self-selected sample” and may not be completely representative.

Demographics

Age

Age Group	Number	Percentage
Under 30	5	4.7%
30-39	13	12.1%
40-49	43	40.2%
50-59	27	25.2%
60 and over	19	17.8%

Demographics

Gender

Gender	Count	Percentage
Male	71	65.7%
Female	37	34.3%

Demographics

How would you characterize your current career path?

Career Path	Count	Percentage
Quality	86	79.6
Other	22	20.4

Demographics

How long have you been involved in quality?

Length of time	Count	Percentage
0-3 years	9	8.4%
4-7 years	26	24.3%
8 or more years	72	67.3%

Demographics

What is your organizational level of responsibility?

Level	Count	Percentage
Individual Contributor	49	45.4%
Supervisor	17	15.7%
Manager	26	24.1%
Executive Management	10	9.3%
Independent Consultant	6	5.6%

Certification

Do you currently hold ASQ certification(s)?

Response	Count	Percentage
Yes	64	59.8%
No	43	40.2%

As in 2011, survey respondents are significantly more likely to hold certifications, at 59.8%, than are section members as a whole at 38.9%.

Certification

Are you currently actively pursuing one or more ASQ certifications?

Response	Count	Percentage
Yes	25	23.6%
No	81	76.4%

Are you interested in obtaining one or more ASQ certifications?

Response	Count	Percentage
Yes	61	57.5%
No	45	42.5%

Certification

	Interested in certification	
Certified	Yes	No
Yes	29.5%	30.5%
No	27.6%	12.4%

Of survey respondents, only 12.4% are neither certified nor interested in certification.

Certification

	Working on certification	
Interested in certification	Yes	No
Yes	23.1%	34.6%
No	1.0%	41.3%

Top-Two Box Scores

- In customer surveys it is common to report the “top two box” score. This is the proportion of respondents who select either the highest or second-highest rating on the scale.
- This is usually the proportion of respondents who have a favorable view of the question.
- Similarly, the “top box”, “bottom box”, and “bottom-two box” scores can be used.

Satisfaction

My overall level of satisfaction with my ASQ section is:

- 2012 - 60.2% Satisfied or Very Satisfied
- 2011 - 65.6% Satisfied or Very Satisfied

The difference is within the margin of error, but neither value is impressive.

Satisfaction

- My ASQ section provides significant networking opportunities with other professionals in my field
 - 53.3%
- My section's communications are timely and provide useful information.
 - 65.4%
- My section provides useful courses and training for professional development in my field.
 - 52.9%

Satisfaction

- My ASQ section provides valuable resources and support pertaining to specific industries and interests.
 - 48.0%
- The cost of section meetings, trainings, activities, etc. are reasonable for the value provided.
 - 67.0%
- My section leadership is accessible for questions, concerns, and suggestions.
 - 48.5%

Satisfaction

- My section provides open opportunities to be active in leadership.
 - 55.3%

Satisfaction

- Respondents under 50 are significantly less satisfied than those 50 or older (26.7% vs. 49.1%)
- New and mid-career respondents are significantly less satisfied than seasoned respondents (47.1% vs. 67.7%).
- Respondents who hold ASQ certifications are significantly more satisfied than those who do not (68.3% vs. 50.0%).
- Respondents who had attended a dinner meeting in the last 12 months are significantly more satisfied than those who had not (83.7% vs. 38.5%).

Loyalty

- Based on this section experience, how likely are you to renew your ASQ membership?
 - 84.5%
- How likely are you to recommend ASQ section membership to a business associate?
 - 73.1%
- Please rate the overall value you receive as a member of this ASQ Section
 - 38.1% (“High” or “Very High”)

Satisfaction & Loyalty

Respondents, particularly younger and less experienced ones, are not particularly satisfied, generally do not consider the section to be delivering high value, but are quite likely to renew their memberships.

Respondents who hold certifications and attend dinner meetings are much more likely to be satisfied than those who do not.

Satisfaction

How satisfied were the respondents with:

- Dinner meetings – 87.8%
- Web site – 60.8%
- Certification refresher courses – 50.0%
- LinkedIn group – 66.7%

(These questions were asked only of those who used a particular service in the past year.)

Ranked Learning Areas

1. Cost of Poor Quality
2. Relationship of Quality to Business
3. Quality Management Issues
4. Fundamental Quality Tools
5. Customer Satisfaction Measurement
6. Auditing
7. Six Sigma
8. Lean Manufacturing
9. Statistics
10. Statistical Process Control

Ranked Ways to Learn

1. Dinner Meeting Main Speaker
2. Reading a tutorial or white paper on the web
3. Dinner Meeting “Workshop”
4. Formal Classroom Instruction
5. Attending a live training event via the internet
6. Watching a short video or slide show on the web when it's convenient for me
7. Having an expert to call with a question
8. Being able to ask a question in an online forum

Ranked Ways to Learn (Respondents Under 40)

1. Attending a live training event via the internet
2. Being able to ask a question in an online forum
3. Formal classroom instruction
4. Watching a short video or slide show on the web when it's convenient for me
5. Dinner Meeting Main Speaker
6. Reading a tutorial or white paper on the web
7. Dinner Meeting "Workshop"
8. Having an expert to call with a question