

## Summary of survey responses for Value, Interest and Meeting Expectations

<b>Rank</b>	<b>Value (1=very high, 2=high, 3=moderate, 4=little, 5=none)</b>	<b>Avg Score</b>
1	Opportunities to network	3.094
2	Research	3.095
3	Sponsoring sessions at SOA meetings	3.154
4	Section Newsletter - NewsDirect	3.317
5	Section Web site	3.460
6	Co-sponsorship of the PD Symposium	3.532
7	Receptions/breakfasts	3.554
<b>Rank</b>	<b>Interest (1=very interested, 2=interested, 3=neutral, 4=uninterested, 5=very uninterested)</b>	
1	Product management	2.361
2	Banks and other non-traditional distribution	2.870
3	Speed to market business processing	2.903
4	Web and e-mail marketing and sales	3.014
5	Face-to-face marketing and sales	3.056
6	Channel conflict/management	3.099
7	Direct marketing and sales	3.361
8	Phone-based marketing and sales	3.522
9	Credit Insurance	3.915
<b>Rank</b>	<b>Meeting Expectations</b>	
1	Overall view of MaD Sections	3.051
2	Innovation in distribution methods	3.081
3	Research in distribution methods	3.105
4	Inter-relationship of marketing with product design & operations	3.128
5	Innovation in inter-relationship of marketing with product design & operations	3.179