


Survey Responses


1. Please indicate the status of your MaD Section membership.

#	Answer		Number of Responses	Percentage
1	Current MaD Section member		7	8.54%
2	Former MaD Section member		4	4.88%
3	Never a MaD Section member		71	86.59%
TOTAL:			82	100.00%

Mean : 2.780
Mean Percentile : 40.65% 
Standard Deviation : 0.585

2. Please choose the answer below that best describes why you are no longer a member of the MaD Section.

#	Answer		Number of Responses	Percentage
1	Does not apply to me - I am a current member		7	8.75%
2	Does not apply to me - I was never a member		67	83.75%
3	I switched jobs and the MaD Section is no longer relevant to what I do		3	3.75%
4	I find little value in being a member of the MaD Section		1	1.25%
5	I'm not happy with the current direction of the MaD Section Council		0	0.00%
6	My company has asked me to reduce expenses		1	1.25%
7	Other, please specify (view text answers)		1	1.25%
TOTAL:			80	100.00%

Mean : 2.088
Mean Percentile : 84.46% 
Standard Deviation : 0.825

3. If you haven't become a member of the MaD Section, please indicate why not.

#	Answer		Number of Responses	Percentage
1	Does not apply to me - I am a current member		7	8.64%
2	Does not apply to me - I am a former member		3	3.70%
3	I don't know what value I would get from the MaD Section		55	67.90%
4	I don't think there is enough value for me to become a MaD Section member		6	7.41%
5	The cost of membership is too high		0	0.00%
6	Other, please specify (view text answers)		10	12.35%
TOTAL:			81	100.00%

Mean : 3.235
 Mean Percentile : 62.76%
 Standard Deviation : 1.230

Section newsletter - NewsDirect

#	Answer		Number of Responses	Percentage
1	Very high value		3	4.76%
2	High value		16	25.40%
3	Moderate value		18	28.57%
4	Little value		10	15.87%
5	No value		16	25.40%
TOTAL:			63	100.00%

Mean : 3.317
 Mean Percentile : 53.65%
 Standard Deviation : 1.232

Sponsoring sessions at the SOA spring and annual meetings

#	Answer		Number of Responses	Percentage
1	Very high value		3	4.62%
2	High value		18	27.69%
3	Moderate value		21	32.31%
4	Little value		12	18.46%
5	No value		11	16.92%
TOTAL:			65	100.00%

Mean : 3.154
Mean Percentile : 56.92%
Standard Deviation : 1.140

Co-sponsorship of the Product Development Symposium

#	Answer		Number of Responses	Percentage
1	Very high value		3	4.84%
2	High value		10	16.13%
3	Moderate value		18	29.03%
4	Little value		13	20.97%
5	No value		18	29.03%
TOTAL:			62	100.00%

Mean : 3.532
Mean Percentile : 49.35%
Standard Deviation : 1.201


Receptions/breakfasts at SOA meetings

#	Answer		Number of Responses	Percentage
1	Very high value		2	3.08%
2	High value		8	12.31%
3	Moderate value		21	32.31%
4	Little value		20	30.77%
5	No value		14	21.54%
TOTAL:			65	100.00%

Mean : 3.554
Mean Percentile : 48.92%
Standard Deviation : 1.053


Research

#	Answer		Number of Responses	Percentage
1	Very high value		5	7.94%
2	High value		11	17.46%
3	Moderate value		27	42.86%
4	Little value		13	20.63%
5	No value		7	11.11%
TOTAL:			63	100.00%

Mean : 3.095
Mean Percentile : 58.10% 
Standard Deviation : 1.065


Opportunities to network

#	Answer		Number of Responses	Percentage
1	Very high value		5	7.81%
2	High value		19	29.69%
3	Moderate value		17	26.56%
4	Little value		11	17.19%
5	No value		12	18.75%
TOTAL:			64	100.00%




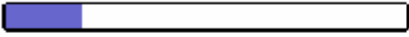

Mean : 3.094
Mean Percentile : 58.13% 
Standard Deviation : 1.234

Section website


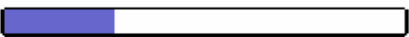
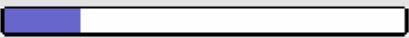
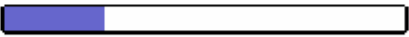

#	Answer		Number of Responses	Percentage
1	Very high value		2	3.17%
2	High value		6	9.52%
3	Moderate value		27	42.86%
4	Little value		17	26.98%
5	No value		11	17.46%
TOTAL:			63	100.00%


Mean : 3.460
Mean Percentile : 50.79% 
Standard Deviation : 0.989

Face-to-face marketing and sales

#	Answer		Number of Responses	Percentage
1	Very interested		3	4.17%
2	Interested		26	36.11%
3	Neutral		18	25.00%
4	Uninterested		14	19.44%
5	Very uninterested		11	15.28%
TOTAL:			72	100.00%

Mean : 3.056**Mean Percentile : 58.89%** **Standard Deviation : 1.153****Direct (mail) marketing and sales**

#	Answer		Number of Responses	Percentage
1	Very interested		3	4.17%
2	Interested		20	27.78%
3	Neutral		14	19.44%
4	Uninterested		18	25.00%
5	Very uninterested		17	23.61%
TOTAL:			72	100.00%

Mean : 3.361**Mean Percentile : 52.78%** **Standard Deviation : 1.228**

Web and e-mail marketing and sales

#	Answer		Number of Responses	Percentage
1	Very interested		6	8.45%
2	Interested		25	35.21%
3	Neutral		16	22.54%
4	Uninterested		10	14.08%
5	Very uninterested		14	19.72%
TOTAL:			71	100.00%

Mean : 3.014
Mean Percentile : 59.72%
Standard Deviation : 1.273

Phone-based marketing and sales

#	Answer		Number of Responses	Percentage
1	Very interested		2	2.90%
2	Interested		15	21.74%
3	Neutral		17	24.64%
4	Uninterested		15	21.74%
5	Very uninterested		20	28.99%
TOTAL:			69	100.00%

Mean : 3.522
Mean Percentile : 49.57%
Standard Deviation : 1.199

Channel Conflict Management

#	Answer		Number of Responses	Percentage
1	Very interested		10	14.08%
2	Interested		14	19.72%
3	Neutral		20	28.17%
4	Uninterested		13	18.31%
5	Very uninterested		14	19.72%
TOTAL:			71	100.00%

Mean : 3.099
Mean Percentile : 58.03%
Standard Deviation : 1.313

Banks and other non-traditional distribution

#	Answer		Number of Responses	Percentage
1	Very interested		6	8.45%
2	Interested		28	39.44%
3	Neutral		16	22.54%
4	Uninterested		10	14.08%
5	Very uninterested		11	15.49%
TOTAL:			71	100.00%

Mean : 2.887
 Mean Percentile : 62.25%
 Standard Deviation : 1.217

Speed to market business processing

#	Answer		Number of Responses	Percentage
1	Very interested		9	12.50%
2	Interested		21	29.17%
3	Neutral		23	31.94%
4	Uninterested		6	8.33%
5	Very uninterested		13	18.06%
TOTAL:			72	100.00%

Mean : 2.903
 Mean Percentile : 61.94%
 Standard Deviation : 1.260

Product management

#	Answer		Number of Responses	Percentage
1	Very interested		17	23.61%
2	Interested		32	44.44%
3	Neutral		11	15.28%
4	Uninterested		4	5.56%
5	Very uninterested		8	11.11%
TOTAL:			72	100.00%

Mean : 2.361
Mean Percentile : 72.78%
Standard Deviation : 1.217

Credit insurance

#	Answer		Number of Responses	Percentage
1	Very interested		3	4.23%
2	Interested		4	5.63%
3	Neutral		17	23.94%
4	Uninterested		19	26.76%
5	Very uninterested		28	39.44%
TOTAL:			71	100.00%

Mean : 3.915
Mean Percentile : 41.69%
Standard Deviation : 1.110

8. Please choose the closest description of your reading habits with regard to the *NewsDirect* newsletter.

#	Answer		Number of Responses	Percentage
1	I read it cover to cover		0	0.00%
2	I read most of the articles		8	13.79%
3	I read some of the articles		5	8.62%
4	I scan the issue for occasional items of interest		11	18.97%
5	I rarely read much of the issue		34	58.62%
TOTAL:			58	100.00%

Mean : 4.224
Mean Percentile : 35.52%
Standard Deviation : 1.083

9. I generally find the content of *NewsDirect* to be:

#	Answer		Number of Responses	Percentage
1	Too difficult		0	0.00%
2	Just right		41	95.35%
3	Too easy		2	4.65%
TOTAL:			43	100.00%

Mean : 2.047
 Mean Percentile : 65.12%
 Standard Deviation : 0.211

10. The articles in *NewsDirect* are:

#	Answer		Number of Responses	Percentage
1	Too long		1	2.38%
2	Just right		40	95.24%
3	Too short		1	2.38%
TOTAL:			42	100.00%






Mean : 2.000
 Mean Percentile : 66.67%
 Standard Deviation : 0.218


Research in distribution methods of financial services

#	Answer		Number of Responses	Percentage
1	Far above expectations		0	0.00%
2	Above expectations		1	2.63%
3	Meeting my expectations		32	84.21%
4	Below expectations		5	13.16%
5	Far below expectations		0	0.00%
TOTAL:			38	100.00%






Mean : 3.105
 Mean Percentile : 57.89%
 Standard Deviation : 0.383


The inter-relationship of marketing strategies with product design, under writing, and operations

#	Answer		Number of Responses	Percentage
1	Far above expectations		0	0.00%
2	Above expectations		0	0.00%
3	Meeting my expectations		34	87.18%
4	Below expectations		5	12.82%
5	Far below expectations		0	0.00%
TOTAL:			39	100.00%






Mean : 3.128
Mean Percentile : 57.44% 
Standard Deviation : 0.334

Innovation in distribution methods

#	Answer		Number of Responses	Percentage
1	Far above expectations		0	0.00%
2	Above expectations		2	5.41%
3	Meeting my expectations		30	81.08%
4	Below expectations		5	13.51%
5	Far below expectations		0	0.00%
TOTAL:			37	100.00%

Mean : 3.081
Mean Percentile : 58.38% 
Standard Deviation : 0.427

Innovation in the inter-relationship of marketing strategies with product design, under writing, and operations

#	Answer		Number of Responses	Percentage
1	Far above expectations		0	0.00%
2	Above expectations		0	0.00%
3	Meeting my expectations		32	82.05%
4	Below expectations		7	17.95%
5	Far below expectations		0	0.00%
TOTAL:			39	100.00%

Mean : 3.179
Mean Percentile : 56.41% 
Standard Deviation : 0.384

Your overall view of the MaD Section

#	Answer		Number of Responses	Percentage
1	Far above expectations		0	0.00%
2	Above expectations		2	5.13%
3	Meeting my expectations		33	84.62%
4	Below expectations		4	10.26%
5	Far below expectations		0	0.00%
TOTAL:			39	100.00%
Mean : 3.051 Mean Percentile : 58.97%				
Standard Deviation : 0.389				

14. The livelihood of the MaD Section is dependent on its volunteer members. Please indicate below any section activities that you would be willing to volunteer for. (Check all that apply)

#	Answer		Number of Responses	Percentage
1	Be a candidate for the Section Council		1	7.69%
2	Write an article for <i>NewsDirect</i>		1	7.69%
3	Present at an upcoming SOA meeting		2	15.38%
4	Lead a short-term project		1	7.69%
5	Help with a short-term project		6	46.15%
6	Other, please specify (view text answers)		2	15.38%
TOTAL:			13	100.00%
Mean : 4.231 Mean Percentile : 46.15%				
Standard Deviation : 1.476				

16. Gender

#	Answer		Number of Responses	Percentage
1	Male		35	58.33%
2	Female		25	41.67%
TOTAL:			60	100.00%
Mean : 1.417 Mean Percentile : 79.17%				
Standard Deviation : 0.493				

17. Age

#	Answer		Number of Responses	Percentage
1	Under 35		17	28.33%
2	36-45		29	48.33%
3	46-55		8	13.33%
4	56-65		6	10.00%
5	Over 65		0	0.00%
TOTAL:			60	100.00%

Mean : 2.050
 Mean Percentile : 79.00%
 Standard Deviation : 0.902

18. SOA Membership and Involvement - Select all that apply.

#	Answer		Number of Responses	Percentage
1	FSA		43	48.86%
2	ASA		15	17.05%
3	Current or past SOA volunteer of any kind		23	26.14%
4	Current or past CIA volunteer of any kind		1	1.14%
5	Current or past AAA volunteer of any kind		6	6.82%
6	Current or past CAS volunteer of any kind		0	0.00%
7	Current or past EA volunteer of any kind		0	0.00%
TOTAL:			88	100.00%

Mean : 2.000
 Mean Percentile : 85.71%
 Standard Deviation : 1.187