



## **Newsletter Survey Results**

**July 2015**

# Survey Overview

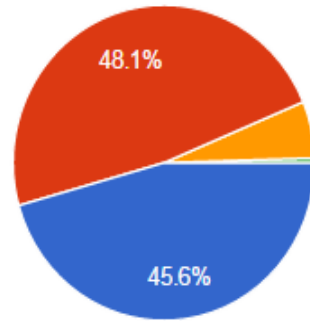
- The survey asked members how they would feel if the newsletter changed to an all-electronic format
- 206 out of 394 people emailed responded (52%)
- Results were overwhelmingly positive, with 93.7% of respondents supportive of a change to electronic-only
- Results below have identifying member information redacted

# 206 responses

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## Summary

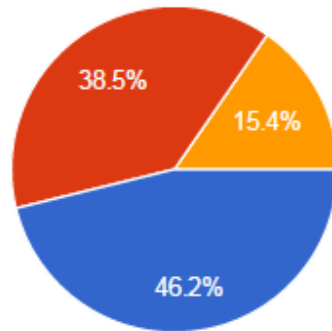
1) If the CGTC monthly newsletter went completely electronic, how would it affect your view of your club membership?



A) It wouldn't make a difference; I only read the electronic version anyway.	<b>94</b>	45.6%
B) I enjoy the paper version of the newsletter, but if the newsletter went completely electronic, I would adjust.	<b>99</b>	48.1%
C) The paper version of the newsletter is very important to me, and if I were to no longer receive it, it would decrease the value of my club membership.	<b>12</b>	5.8%
D) I would be very disappointed and would consider not renewing my membership.	<b>1</b>	0.5%

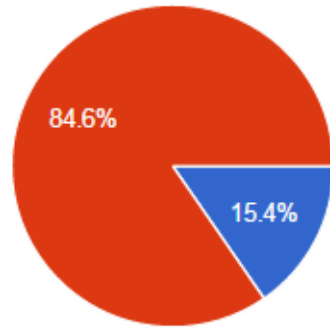
## If you answered "C" or "D" in Question 1

Would you be willing to have a small amount added to your annual membership fee to continue to receive the paper version of the newsletter?



- A) No, I would not want to pay an additional fee to continue receiving a paper version of the newsletter. **6** 46.2%
- B) Yes, but but only \$5 or less per year. **5** 38.5%
- C) Yes, I would be willing to pay up to \$10 per year. **2** 15.4%

**Would you be willing to volunteer to be CGTC's "Postmaster General"?**



- A) Yes, I would be willing to serve as Postmaster General if it means continuing to receive my newsletter mailed to me in print. **2** 15.4%
- B) No, I would not be willing to volunteer to serve as Postmaster General. **11** 84.6%

**If you said "Yes" to being willing to serve as CGTC's Postmaster General**

**Please provide your name and email address so we can contact you if the need arises for a new Postmaster General.**

**Please share any other thoughts you have about the newsletter. (Optional)**

keep it coming

I have to admit - I only scan it for upcoming races or events.

I appreciate what you do and am all for what makes the newsletter easier to produce. You could go bi-monthly and I would be fine.



Electronic only is the way to go. Use the money saved and volunteer time to support more running events.

I love the newsletter. I think saving money and time by going completely electronic is a great idea.

Our family really does enjoy reading the paper newsletter. We don't read the electronic version and honestly most likely will not if the paper version disappears. We are longtime Godiva members, and we plan to remain Godiva members. If the paper newsletter is discontinued, we will be less informed Godiva members. This means we will be less likely to participate in Godiva events or receive messages put out by Godiva, and consequently will be less connected to the club. But of course, Godiva will remain fondly in our hearts and minds in a historical kind of way.

I enjoy the newsletter and think an electronic only version would be good for the environment and likely save the club some money that could be used elsewhere.

The four selections miss. There is a sharp gap in selections B and C. My choice is between B and C.

I do not have much time to be as active as I would like with the club, but our family values our membership. Thanks for all you do. : )

I always love the humor and camaraderie

Thank you to everyone who contributes their time and efforts each month!

I would prefer that my membership dues didn't go to pay for costly print and postage. Electronic all the way!

It is an excellent newsletter and going electronic provides the opportunity for enhanced format.

Good job on the Newsletter keeping the running community informed.

Over the years, I've received both the paper and the electronic version, and I like the electronic version best.

I am not going to read an electronic only newsletter. I would have to print it out in order to read it.

I can see the cost benefits of going all-electronic and think it is probably the right move for the club.

Love the newsletter. Electronic is just fine by me.

There are friendlier ways to make an electronic newsletter than Publisher, so if you go e-only I hope you consider that for Susie's sake!

None

It's Awesome..

"Print is dead"

I like it very much. I agree with going all electronic. Less paper waste the better!

I must admit that I don't often read it at all....

Creates a nice sense of community to a sometimes disparate group of people.

I love the news letter and whatever steps make it easier to create are fine with me.

I would be a bit less likely to read the electronic version since I would tend to put it in a folder and probably forget it.

Love it!

I think that moving to the electronic version would be a wise choice. One thing you might consider trying is, go electronic and those that really have to have a paper copy mailed to them, add an additional small fee to their membership fee. This would offset the cost. This just gives people an option. Thanks for all that you do.

going all digital would be a great way to save costs and reduce the manpower burdens for the club. The newsletter archive on the web site is great.

It doesn't make a difference to me, but I wonder if secondary readership is a thing the club should care about. For example, I leave my newsletter lying around the house (though I just renewed electronic only...), so the kids might read it. Do people pass these along to others, and might that get you members sometimes?

even though I said I like the paper copy, I don't mind switching to electronic. It's cheaper, saves environment, etc...

Since paper and ink would not be a concern with an E-version of the newsletter, maybe the editors would consider adding a Letters to Godiva feature and other ways of hearing from the membership.

Would probably not read newsletter if only delivered electronically-- easy to ignore or delete an email, but when have a paper copy I always get around to reading it... Would be concerned true readership would go down.

Always read and enjoy it!!

I do enjoy my paper copy but I understand why the change would be good for the club. I will adapt.

I am an old school paper person, and love to be able to sit and read the paper version. I would continue to read the newsletter, but just for information and not enjoyment.

I have never received the print one anyway, so I would not miss it!

It is a fun way to keep in touch with the club.

If you go electronic only, I'll simply print the electronic newsletter on my home printer, since that's the way I like to read it (and make notes on). --

Alas them young wiper snappers are changing everything again. They don't know how good they have it. When I was a child we didn't have the internet.

Heck we didn't even have computers.

Love the newsletter. It is a valuable part of my membership.

I enjoy it.

If it came to me electronically it would have to be sent in a format that could possibly fit a tablet or phone. Otherwise I would rarely read it.

Any loss in circulation that might result from this shouldn't outweigh the large amount of time, effort, and resources that volunteers put towards this endeavor. Despite liking the paper copy, I fully support any decision made to cut the paper copy. Thanks for your work on the newsletter and for soliciting input from the members!

If the newsletter goes completely electronic, I would probably never read it again. I like to read the hard copy at night before going to sleep. I do not use electrical equipment for my night time reading.



We have a family membership, and it would be great if the newsletter came to both our email addresses (or if there were somewhere to request this) :-)

We have a good newsletter; I enjoy reading it.

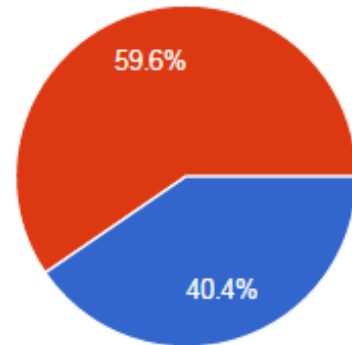
I like the e-version just fine. Keep up the good work.

All good.

Here's the big thing for me: keep it in some format that can be used offline, like the PDF format you use today. I can download it, keep it on my computer, put it on my tablet, print it out, etc. 95% of the time I read the newsletter, I read it someplace I don't have Internet connectivity - like on a plane. Please don't make the mistake of going some route that would be on-line only.

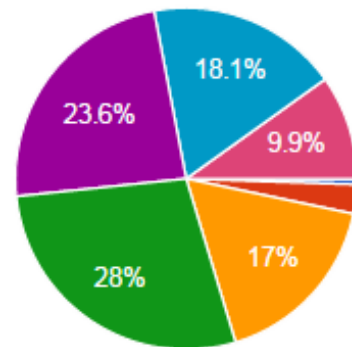
## Demographic information (optional)

What is your gender?



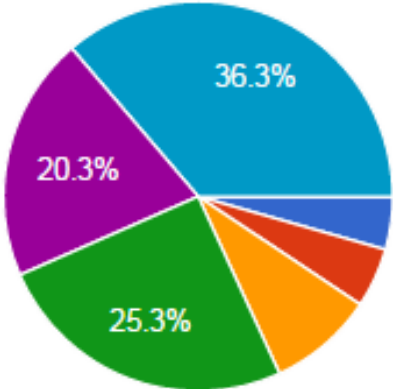
Female	<b>72</b>	40.4%
Male	<b>106</b>	59.6%

What is your age?



Under 19	<b>1</b>	0.5%
20-29	<b>5</b>	2.7%
30-39	<b>31</b>	17%
40-49	<b>51</b>	28%
50-59	<b>43</b>	23.6%
60-69	<b>33</b>	18.1%
70+	<b>18</b>	9.9%

### How long have you been a member of Godiva?



Less than six months	<b>8</b>	4.4%
6 months - 1 year	<b>9</b>	4.9%
1 - 2 years	<b>16</b>	8.8%
2 - 5 years	<b>46</b>	25.3%
5 - 10 years	<b>37</b>	20.3%
10+ years	<b>66</b>	36.3%