



## **Summary of Member Pulse Survey (MPS) Responses January 2020**

### **About the Survey**

The primary purpose of the Fall 2019 Member Pulse Survey (MPS) was to learn more about the profile, interests, and satisfaction of LWVSF members. The findings would help inform a wide range of LWVSF initiatives and enhance the member experience, overall.

Specific Research Goals included gaining deeper insights into:

- Membership Profile: the demographic and attitudinal profile of membership
- Expectations: reasons for joining and/or supporting LWVSF  
Satisfaction: whether member expectations are being met
- Engagement Profile: current level of engagement with LWVSF activities, programs, initiatives and interests going forward
- Ideas: members' ideas about how to enhance or improve the membership experience and impact of the LWVSF, overall

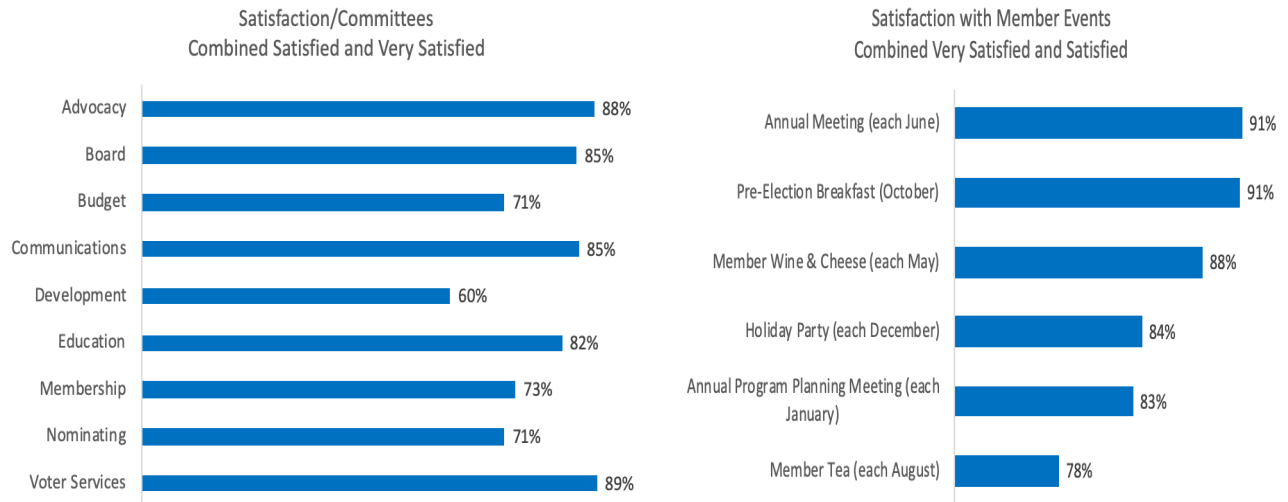
### **Research Methodology**

The Member Pulse Survey (MPS) was conducted by the LWVSF Membership Committee and fielded, anonymously, using Survey Monkey and distributed via Mail Chimp, the LWVSF email platform. Fifty-two percent (52%) of the 114 members responded to the survey following the initial deployment and two dedicated email reminders.

## Key Findings

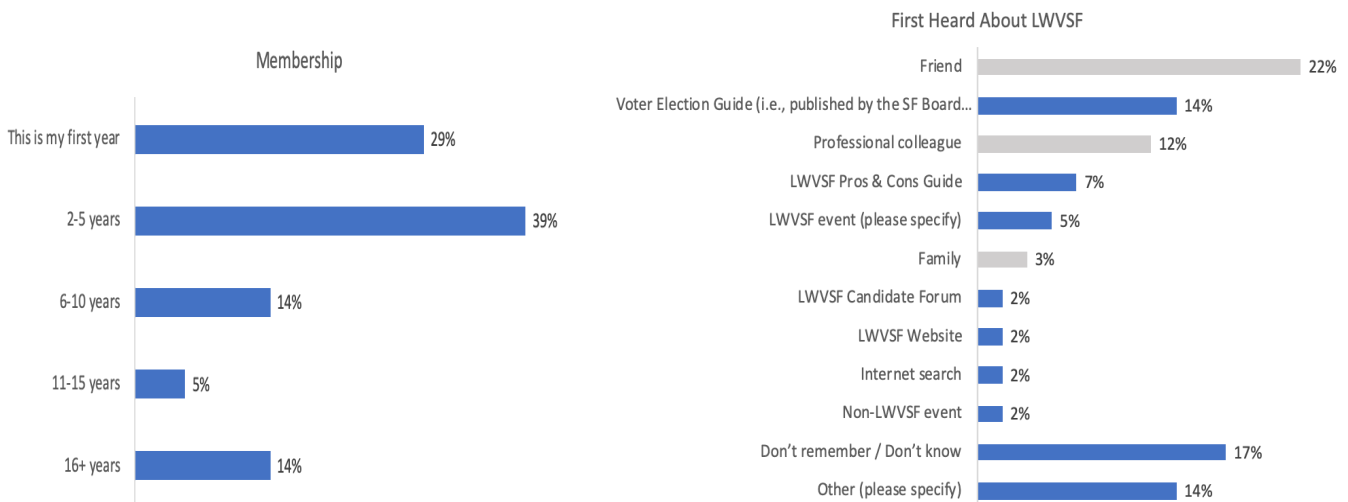
### Member Satisfaction

Overall, members gave high marks to committee involvement, member and non-member events, programs and initiatives conducted by the LWVSF, with “Extremely Satisfied/Very Satisfied” in the mid 80%-high 90% range.

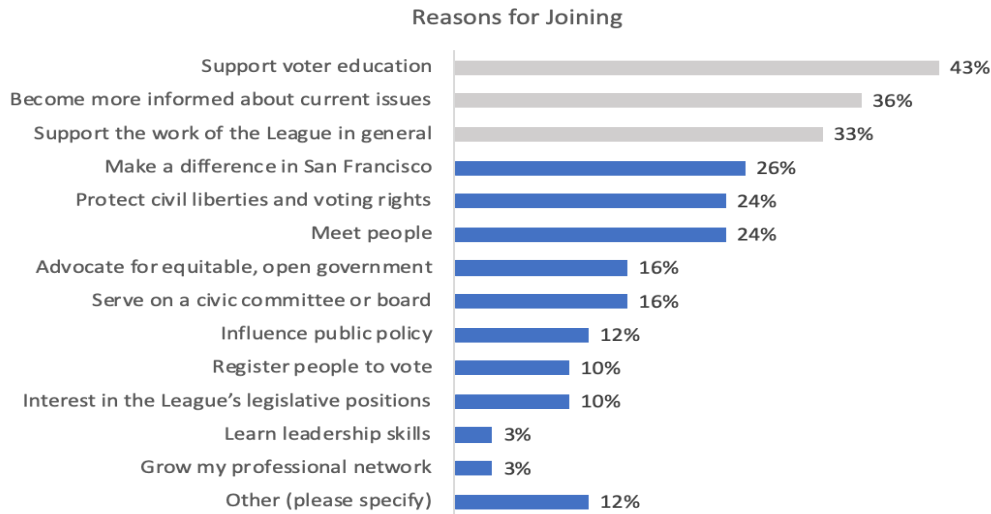


### Joining the League

More than two thirds of respondents (68%) report that they have been LWVSF members for 5 years or less. Over one third (37%) of the members first learned about the LWVSF through friends (22%), colleagues (12%), or family (3%). This is far and away the most influential “recruitment” channel.



Supporting voter education, becoming more informed about current issues, and supporting the League in general top the list of reasons for becoming a member. When invited to write their reasons for supporting the League, responses aligned with the League’s stated mission: “Empower Voters. Defend Democracy.”



**Member Engagement**

With a few exceptions, only about half of the members report that they have been or are actively engaged in committee activities, with events, with various League programs and initiatives. Substantive, content-rich activities tend to draw stronger engagement than strictly social events.

**Overall expectations/recommendations**

Slightly more than half (53%) of members say that League membership has “Significantly Exceeded/Exceeded” expectations. Another third (34%) say that membership “Met” expectations.

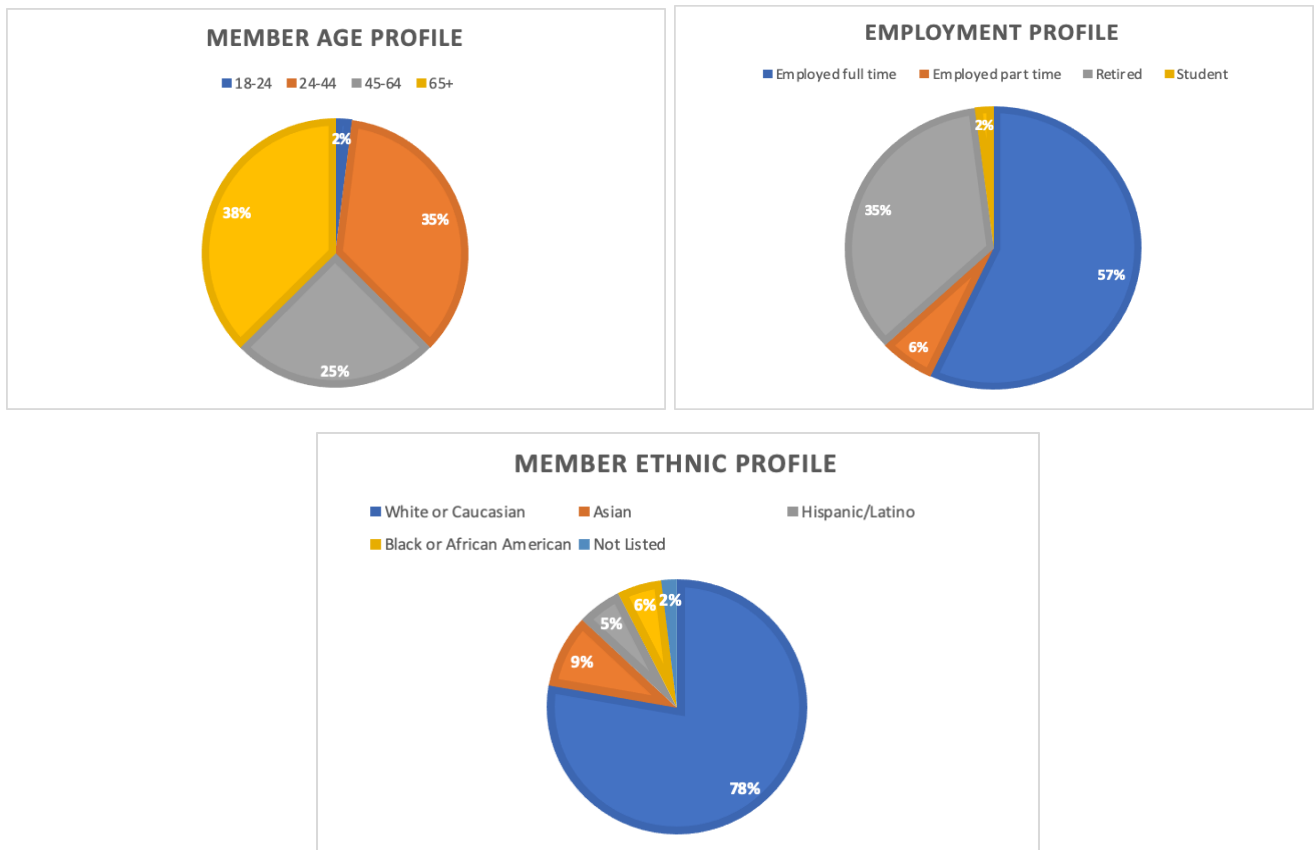
Overwhelming majority of members (78%) report that they are “Extremely/Quite Likely” to recommend membership.

**Ideas for Improving the Membership Experience**

Members join and donate to make an impact and want more and more regular communications about League progress, achievements, and engagement opportunities. Member emails, monthly newsletters, and the LWVSF website are the most popular and most preferred methods of communication.

## Member Profile

Based on the survey sample, a majority of the LWVSF 114 current members are female (92%) are employed full time (57%), and self-identify as White or Caucasian (84%). The overwhelming majority (62%) of respondents are 45+ years of age and roughly half of respondents report a household income of \$75K+.



For more survey details, or questions, please contact [membership@lwvsf.org](mailto:membership@lwvsf.org)

## Next Steps

The results of the MPS have been shared with the LWVSF Board and the various Committees for follow-up. The various committees will be making additional recommendations to meet the needs of the organization and opportunities identified from the MPS..