ITSA Member Satisfaction Survey Results 2016

Wednesday, April 19, 2016
Total Responses

Date Fielded: Thursday, March 24, 2016
Response Rate: 39%
Survey Population: 57 ITSA Member company representatives

16 Questions
Q1: What type of ITSA member are you?

Answered: 22   Skipped: 0

- Regular Member: 77.3% (17)
- Associate Member: 9.1% (2)
- Supporting Society: 4.5% (1)
- I'm not sure: 9.1% (2)
Q2: Which best describes your business as an ITSA Member?

Answered: 22  Skipped: 0

The percentage of Supplier & Job Shop respondents in line with distribution of ITSA Regular Members identified as Suppliers (59%) and Job Shops (41%).
Q3: How many years have you been a member of ITSA?

Answered: 21    Skipped: 1

TENURE:  57% of ITSA Members have belonged for 11 or more years
Q4: What is your age range?

Answered: 21  Skipped: 1
Q5: Why do you choose to be a member of ITSA? Please rate how IMPORTANT each of the following aspects of ITSA membership are to you personally. (Please click one rating for each item)

Answered: 19  
Skipped: 3

3 Most Important Aspects
- Annual Meeting
- SPRAYTIME copies
- Company description/link on website
Q6: Please indicate your SATISFACTION with the value provided by each of the following ITSA products or services. (Please click one rating for each item)

Answered: 18    Skipped: 4

3 TOP – Satisfaction w/ Value
- Annual Meeting
- SPRAYTIME copies
- Company description/link on website
Q7: To what extent do you agree ITSA is effectively implementing its mission – “The International Thermal Spray Association, a Standing Committee of the American Welding Society, is a professional industrial association dedicated to expanding the use of thermal spray technologies for the benefit of industry and society.”

Answered: 19  Skipped: 3
Q8: How would you rate your overall satisfaction with ITSA’s performance toward these strategic initiatives?

Answered: 19    Skipped: 3

- ITSA is a respected name in the thermal spray industry: 4.3
- ITSA helps the Thermal spray industry grow: 4.0
- ITSA promotes products and services to help me in the profession: 4.1
- ITSA promotes careers in thermal spray: 4.0
- ITSA promotes products and services to help me in the profession: 4.2

Color codes:
- Extremely Dissatisfied
- Somewhat Dissatisfied
- Neutral
- Somewhat Satisfied
- Extremely Satisfied
- No opinion
Q9: Please rate your satisfaction with each the following aspects of using the ITSA Website: (please click a rating for each aspect)

Answered: 18    Skipped: 4

<table>
<thead>
<tr>
<th>Aspect</th>
<th>Extremely Dissatisfied</th>
<th>Somewhat Dissatisfied</th>
<th>Neutral</th>
<th>Somewhat Satisfied</th>
<th>Extremely Satisfied</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ease of finding information</td>
<td>22.2%</td>
<td>11.1%</td>
<td>66.7%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Member resources available on site</td>
<td>22.2%</td>
<td>33.3%</td>
<td>38.9%</td>
<td>5.6%</td>
<td></td>
</tr>
</tbody>
</table>
Q10: Overall how satisfied are you with ITSA?

Answered: 18  Skipped: 4
Q11: How would you rate the value you receive from your ITSA Membership compared to the cost of dues?

Answered: 17  Skipped: 5

[Bar chart showing the rating of 3.4 for 'Reasonable Value']
Q12: How likely is it that you would recommend ITSA to a friend or colleague who works in or with the thermal spray community?

Answered: 17  Skipped: 5

* Weighted Average
Q13: How likely is it that you will renew your ITSA Membership?

Answered: 16  Skipped: 6

![Chart showing the likelihood of renewing ITSA membership with a score of 4.1, indicating 'Somewhat Likely'.]