

Dear KFTC member,

Would you do KFTC a big favor and spend a few minutes to complete and return this survey? The purpose of this survey is to learn how well KFTC is doing in our efforts to communicate with our members, and ways we might improve our communications. A number of questions have places or your comments, and we encourage you to add any comments that you have. Many thanks for your help.

## KFTC Communications Survey

### SECTION 1: Getting the news

**1. In general, where do you get your news?** Please mark all that apply and rate their importance for keeping you informed (1 = most important; 5 = least important; NA = not applicable). You can give more than one choice the same rating.

Newspapers	1	2	3	4	5	NA
Magazines	1	2	3	4	5	NA
Television	1	2	3	4	5	NA
National Public Radio	1	2	3	4	5	NA
Other radio stations	1	2	3	4	5	NA
Internet	1	2	3	4	5	NA
Family or friends	1	2	3	4	5	NA
Other	1	2	3	4	5	NA

**2. Where do you get your news about KFTC?** Please mark all that apply and rate their importance (1 = most important; 5 = least important; NA = not applicable). You can give more than one choice the same rating.

KFTC web site	1	2	3	4	5	NA
Other web sites (name below)	1	2	3	4	5	NA
Balancing the scales	1	2	3	4	5	NA
Other correspondence from KFTC	1	2	3	4	5	NA
Action alerts or other emails	1	2	3	4	5	NA
Commercial media	1	2	3	4	5	NA
Other KFTC members	1	2	3	4	5	NA
Staff	1	2	3	4	5	NA
Facebook	1	2	3	4	5	NA
Other (specify below)	1	2	3	4	5	NA

**3. How would you prefer KFTC communicate with you?** Please mark all that apply

- |  |   |
|--|---|
| <input type="checkbox"/> Email updates               | <input type="checkbox"/> Text messages              |
| <input type="checkbox"/> Printed items mailed to you | <input type="checkbox"/> Through the web site       |
| <input type="checkbox"/> Phone calls                 | <input type="checkbox"/> Facebook                   |
| <input type="checkbox"/> Any others _____            | <input type="checkbox"/> Other social network _____ |

Comments:

**4. How often would you like to hear from KFTC with news and updates?**

- Daily
- Monthly
- Only for urgent actions
- Other (please specify) \_\_\_\_\_
- Weekly
- As Needed

**Section 2: KFTC Communication Tools**

We want to know how well we're communicating with some of our specific communication tools. These next questions are to help us learn how useful and effective our communications are with our members.

**5. Have you ever visited the KFTC web site?**

- Yes *Continue with Question 5a*
- No *Skip to question #6*

**5a. How often do you visit the KFTC web site?**

- I've been there once or twice
- A few times a month
- It's my computer's home page
- Other/comment
- Several times a week
- Just every once in awhile

**5b. Thinking of your last 2-3 visits, why did you visit the KFTC web site?**

- Join or make a donation
- Visit the blog
- To take action online
- Other \_\_\_\_\_
- Look for specific information
- Just curious
- Look for a report about an event

**5c. Did you find what you were looking for?**

- Yes
- No

If No, what was it that you didn't find?

Do you have any comments or suggestions about KFTC web site?

**6. Do you receive balancing the scales in the mail?**

- Yes *Continue with Question 6a*
- No *Skip to Question #7*

**6a. How much of each issue do you read, on average?**

- very little
- skim all through, read stories here and there
- all of it
- about half
- I don't read it

Comments:

*If no and you would like to receive balancing the scales in the mail, please give us your address at the end of this survey.*

**6b. What parts do you read?** *Check all that apply*

- |   |   |
|---|---|
| <input type="checkbox"/> front page stories       | <input type="checkbox"/> Canary Project (coal/energy) updates |
| <input type="checkbox"/> members interviews       | <input type="checkbox"/> voter empowerment updates            |
| <input type="checkbox"/> calendar of events       | <input type="checkbox"/> local/chapter updates                |
| <input type="checkbox"/> economic justice updates | <input type="checkbox"/> letters to the editor                |
| <input type="checkbox"/> editorials/commentary    | <input type="checkbox"/> legislative activities               |
| <input type="checkbox"/> organizational news      | <input type="checkbox"/> economic development articles        |

Comments:

**6c. Do you find the articles informative? Interesting?** *Any comments welcome.*

**6d. Does balancing the scales help you to be a better KFTC member?**

- Yes  No

**If Yes, in what ways?**

**6e. Balancing the scales comes out 8 times a year. Is this about right, too often or not often enough?**

- about right  too often  not often enough

**6f. Is there anything you would like to see in balancing the scales that's not included now?**

Do you have any other comments or suggestions about balancing the scales?

**7. Are you receiving email alerts from KFTC?**

- Yes *Continue with Question 7a*  No *Skip to Question #8*

**7a. When you receive an email from KFTC, how often do you open and read it?**

- |  |   |
|--|---|
| <input type="checkbox"/> hardly ever         | <input type="checkbox"/> most of the time |
| <input type="checkbox"/> about half the time | <input type="checkbox"/> every time       |

*If no and you would like to receive emails from KFTC, please give us your address at the end of this survey.*

**7b. When you receive an email from KFTC, how often do you take the action requested?**

- |  |   |
|--|---|
| <input type="checkbox"/> hardly ever         | <input type="checkbox"/> most of the time |
| <input type="checkbox"/> about half the time | <input type="checkbox"/> every time       |

**7c. What determines if you open and read the email and if you take the**

## requested action?

Do you have any other comments or suggestions about KFTC email alerts?

### Section 3: Taking Action

Now we'd like to know what kind of action you might have taken as a member of KFTC.

**8. Have you ever:** *check all that apply*

- asked a family member or friend to join KFTC?
- written a letter to the editor about a KFTC issue?
- participated in any KFTC event?
- taken action online?
- lobbied a public official at home or in Frankfort?
- testified at a public hearing?
- called the Legislative Message Line?
- posted an online comment in response to a news story, blog post, etc.?
- talked to family or friends about KFTC issues?
- voted for or against a candidate based on their position on a KFTC issue?
- helped with a fundraiser?
- made sure family members and friends are registered to vote?
- signed a KFTC petition?
- other \_\_\_\_\_

**9. What issues that KFTC works on do you care most about?** \_\_\_\_\_

**10. Do you feel prepared to talk to other people about this issue(s) that you care most about?**     Yes     No

**10a. What would help you feel more prepared?**

**11. Do you feel prepared to talk to other people about KFTC in general — who we are and what we do?**     Yes     No

**11a. What would help you feel more prepared?**

### Section 4: Membership Profile

This last set of questions is so we can know more about our members and see how the

KFTC membership reflects Kentucky's population overall.

**12. How long have you been a member of KFTC?**

- |                                    |                                     |
|------------------------------------|-------------------------------------|
| <input type="checkbox"/> < 1 Year  | <input type="checkbox"/> 5-10 years |
| <input type="checkbox"/> 1-2 years | <input type="checkbox"/> > 10 years |
| <input type="checkbox"/> 2-4 years |                                     |

**13. Why did you join?**

**14. How would you characterize your involvement with KFTC? Select the answer that best fits or tell us in your own words.**

- I am an active member.
- I'm not active but try to keep my membership current.
- I come out to big events but don't participate in other much else.
- I hold a leadership position in a local chapter or on a statewide committee.
- I just hang around to keep up with what's going on.
- Other (define your involvement yourself)

**15. What age category do you fit?**

- |                                |                                |
|--------------------------------|--------------------------------|
| <input type="checkbox"/> <18   | <input type="checkbox"/> 45-54 |
| <input type="checkbox"/> 19-24 | <input type="checkbox"/> 55-64 |
| <input type="checkbox"/> 25-34 | <input type="checkbox"/> 65+   |
| <input type="checkbox"/> 35-44 |                                |

**16. What is your gender:**     M     F

**17. What is your total household income:**

- < \$15,000
- \$15,001 - \$24,000
- \$24,001 - \$35,000
- \$35,001 - \$50,000
- \$50,001 - \$75,000
- \$75,000 - \$100,000
- > \$100,000
- prefer not to answer

**18. In what county do you live?** \_\_\_\_\_

Thanks for taking part in this survey. The information will help KFTC know how well we are communicating and areas we can improve.

\_\_\_\_\_

If you are not receiving balancing the scales and would like to, or are not receiving emails from KFTC and would like to, you may complete the information below.

Name:

Address:

Address 2:

City/Town:

State:

Zip Code:

Email Address:

Phone Number: