	T T			
Constant Contact Survey ResultsQuestions				
(also see "Responses" & "Comments" below	()			
Survey Name: IWTA Newsletter Satisfaction Survey Dec 2014				
Dec 31, 2014 3:23:32 PM				
1. How often do you read the IWTA Newsletter?				
		Number of	Baananaa	
			Response Ratio	
Rarely.		Response(s)	2.0%	
Sometimes.		8	8.0%	
Frequently.		35	35.0%	
Almost always.		55	55.0%	
Total		100	100%	
10 Comment(s)see below				
2. Have you ever recommended or forwarded the IWTA Newslett	er to a friend?	'		
2. Have you ever recommended or forwarded the five A newslett				
		Number of	Response	
	,	Response(s)	Ratio	
No		37	37.0%	
Yes		63	63.0%	
No Responses		0	0.0%	
		100	100%	
Total (1)		100	10070	
9 Comment(s)see below		100	10070	
		100	10070	
9 Comment(s)see below 3. We generally publish the main IWTA Newsletter on the first of	each month, v			
9 Comment(s)see below	each month, v			
9 Comment(s)see below 3. We generally publish the main IWTA Newsletter on the first of	each month, v	vith an abbrev	iated	
9 Comment(s)see below 3. We generally publish the main IWTA Newsletter on the first of		vith an abbrev Number of	iated Response	
9 Comment(s)see below 3. We generally publish the main IWTA Newsletter on the first of "Reminders/Updates" issue around the 15th. Is that schedule		vith an abbrev Number of Response(s)	Response Ratio	
9 Comment(s)see below 3. We generally publish the main IWTA Newsletter on the first of "Reminders/Updates" issue around the 15th. Is that schedule Too often.		vith an abbrev Number of	Response Ratio 3.0%	
9 Comment(s)see below 3. We generally publish the main IWTA Newsletter on the first of "Reminders/Updates" issue around the 15th. Is that schedule Too often. Not often enough.		vith an abbrev Number of Response(s)	Response Ratio	
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9 Comment(s)see below 3. We generally publish the main IWTA Newsletter on the first of "Reminders/Updates" issue around the 15th. Is that schedule		Number of Response(s) 3 0 97	Response Ratio 3.0% 0.0% 97.0%	
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3. We generally publish the main IWTA Newsletter on the first of "Reminders/Updates" issue around the 15th. Is that schedule Too often. Not often enough. About right. Other Total 4. Please rate your satisfaction with the following aspects of the		Number of Response(s) 3 0 97 0 100	Response Ratio 3.0% 0.0% 97.0% 0.0%	Very
3. We generally publish the main IWTA Newsletter on the first of "Reminders/Updates" issue around the 15th. Is that schedule Too often. Not often enough. About right. Other Total		Number of Response(s) 3 0 97 0 100	Response Ratio 3.0% 0.0% 97.0% 100%	•
3. We generally publish the main IWTA Newsletter on the first of "Reminders/Updates" issue around the 15th. Is that schedule Too often. Not often enough. About right. Other Total 4. Please rate your satisfaction with the following aspects of the Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.	: IWTA Newslet	Number of Response(s) 3 0 97 0 100 ter. Somewhat	Response Ratio 3.0% 0.0% 97.0% 100% Mostly Satisfied 38	•
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3. We generally publish the main IWTA Newsletter on the first of "Reminders/Updates" issue around the 15th. Is that schedule Too often. Not often enough. About right. Other Total 4. Please rate your satisfaction with the following aspects of the Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option. Overall.	Not Satisfied 0 0% 0	Number of Response(s) 3 0 97 0 100 ter. Somewhat Satisfied 0 0% 7	Response Ratio 3.0% 0.0% 97.0% 100% Mostly Satisfied 38 38% 38%	Satisfied 61 62% 60
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14 Comment(s)see below				
5. Please rate your level of interest in the following features of th	e IWTA Newsle	etter.		
Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.	Not Interested	Somewhat interested	Very interested	
Overall range of water trail-related topics.	0 0%	22 23%	74 77%	
Paddling events.	2	27	70	
Education programs.	2%	27% 33	71% 63	
	2%	34%	64% 77	
Specific Water Trails.	1%	21%	78%	
Resource conservation info & events.	1 1%	28 29%	69 70%	
Legislative info & events.	5 5%	45 46%	48 49%	
"Where Is It?" quiz.	10	45 46%	43	
"What Is It?" quiz.	6	48	44%	
	6% 6	49% 50	45% 39	
People and opinions.	6%	53%	41%	
5 Comment(s)see below				
6. Please indicate your personal interests which relate to Water 1	Trails.	'		
Top number is the count of respondents selecting the option.	Frails. Not Interested	Somewhat Interested	Very Interested	
	Not Interested	Interested 6	Interested 91	
Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option. Paddling.	Not Interested 3 3% 22	Interested 6 6% 36	91 91% 40	
Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option. Paddling. Fishing.	Not Interested 3 3%	Interested 6 6%	Interested 91 91%	
Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option. Paddling. Fishing. Photography.	Not Interested 3 3% 22 22% 9 9%	Interested 6 6% 36 37% 52 52%	91 91% 91% 40 41% 39 39%	
Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option. Paddling. Fishing.	Not Interested 3 3% 22 22% 9	Interested 6 6% 36 37% 52	91 91% 40 41% 39	
Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option. Paddling. Fishing. Photography.	Not Interested 3 3% 22 22% 9 9% 10 10%	Interested 6 6 6 6 6 6 6 6 6	91 91% 40 41% 39 39% 33 33% 44	
Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option. Paddling. Fishing. Photography. Geology, fossils.	Not Interested 3 3% 22 22% 9 9 9% 10 10% 8 8% 8%	Interested 6 6% 36 37% 52 52% 56 57% 46 47% 43	91 91% 40 41% 39 39% 33 33% 44 45% 51	
Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option. Paddling. Fishing. Photography. Geology, fossils. History, archaeology. Native plants.	Not Interested 3 3% 22 22% 9 9 9% 10 10% 8 8% 5 5%	Interested 6 6% 36 37% 52 52% 56 57% 46 47% 43 43% 42	91 91% 40 41% 39 39% 33% 44 45% 51 52% 57	
Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option. Paddling. Fishing. Photography. Geology, fossils. History, archaeology. Native plants. Native animals.	Not Interested 3 3% 22 22% 9 9% 10 10% 8 8% 5 5%	Interested 6 6% 36 37% 52 52% 56 57% 46 47% 43 43% 42 42%	91 91% 40 41% 39 39% 33% 44 45% 51 52%	
Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option. Paddling. Fishing. Photography. Geology, fossils. History, archaeology. Native plants.	Not Interested 3 3% 22 22% 9 9 9% 10 10% 8 8% 5 5% 1 1% 11%	Interested 6 6 6 6 6 6 6 6 6	Interested 91 91% 40 41% 39 39% 33 33% 44 45% 51 52% 57 57% 27 28%	
Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option. Paddling. Fishing. Photography. Geology, fossils. History, archaeology. Native plants. Native animals.	Not Interested 3 3% 22 22% 9 9 9% 10 10% 8 8 8% 5 5% 1 1% 11%	Interested 6 6% 36 37% 52 52% 56 57% 46 47% 43 43% 42 42% 60	91 91% 40 41% 39 39% 33 33% 44 45% 51 52% 57 57% 27	
Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option. Paddling. Fishing. Photography. Geology, fossils. History, archaeology. Native plants. Native animals. Water Trail volunteer.	Not Interested 3 3% 22 22% 9 9% 10 10% 8 8 8% 5 5 5% 1 11% 6 6% 2	Interested 6 6% 36 37% 52 52% 56 57% 46 47% 43 43% 42 42% 60 61% 42 42% 25	91 91% 40 41% 39 39% 33% 44 45% 51 52% 57 57% 57% 57% 57% 57 28% 51 52% 72	
Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option. Paddling. Fishing. Photography. Geology, fossils. History, archaeology. Native plants. Native animals. Water Trail volunteer. Developing or designating additional water trails.	Not Interested 3 3% 22 22% 9 9% 10 10% 8 8% 5 5% 1 1% 6 6 6%	Interested 6 6% 36 37% 52 52% 56 57% 46 47% 43 43% 42 42% 60 61% 42 42%	Interested 91 91% 40 41% 39 39% 33 33% 44 45% 51 52% 57 57% 27 28% 51 52%	

26 Response(s)see below				
3. What should we DELETE to improve the IWTA Newsletter?				
16 Response(s)see below				
The IWTA Newsletter is currently delivered as an email, with the would be your preference(s) for future delivery?	he option to di	splay via the v	veb. What	
Γop number is the count of respondents selecting the option.	Least		Most	
Bottom % is percent of the total respondents selecting the option.	Preferred	Acceptable	Preferred	
As currently delivered via email.	0	18	81	
to carreing delivered the email	0%	18%	82%	
Shorter email with links to articles on website ("read more").	18	53	12_	
	22%	64%	14%	
Email notice with link to newsletter on website.	26 31%	51 61%	6 7%	
	64	18	7%	
Facebook notice with link to newsletter on website	76%	21%	2% 2%	
	18	3	1	
Other. Please specify in comments.	82%	14%	5%	
Comment(s)				
	gestions for im	proving our fu	uture Water	
Frail Newsletters.	gestions for im	proving our fu	uture Water	
Frail Newsletters.	gestions for im	proving our fu	uture Water	
Trail Newsletters.	gestions for im	proving our fu	uture Water	
Trail Newsletters. 22 Response(s)see below			uture Water	
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Constant Contact Survey ResultsResponses Survey Name: IWTA Newsletter Satisfaction Survey Dec 2014			uture Water	
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Constant Contact Survey ResultsResponses Survey Name: IWTA Newsletter Satisfaction Survey Dec 2014 Dec 31, 2014 3:23:32 PM I. How often do you read the IWTA Newsletter? - Comments Answer	s & Comme		uture Water	
Constant Contact Survey ResultsResponses Survey Name: IWTA Newsletter Satisfaction Survey Dec 2014 Dec 31, 2014 3:23:32 PM I. How often do you read the IWTA Newsletter? - Comments Answer I look forward to the letter each month and the update one	& Comme	ents		
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	All the time.
	But I have told employees to read a piece here or there.
	Who has friends?
	I've recommended it to at least four people. I love itlayout, content, everything!
	I've sent it to a few friends that kayak or are interested in kayaking.
	Recommended to several in my paddlng group.
	On a few occasions.
3. We	generally publish the main IWTA Newsletter on the first of each month, with an abbreviated
	nders/Updates" issue around the 15th. Is that schedule - Other responses
	Answer
	[No Responses]
4 Plea	use rate your satisfaction with the following aspects of the IWTA Newsletter Comments
4. 1 100	Answer
	Need more pics and more stories if possible
	Very appealing format and content. Lots of 'news'.
	I especially appreciate your links. USGS water levels, et al.
	Pictures are always welcome. Include in every story
	I usually skim through don't read the whole letter do enjoy the quiz.
	More photos always enhance a readers experience
	A resources list of individuals or business's providing riverside shuttling servics would be helpful.
	1 0
	I think you are doing a great job of pulling together information paddlers seek.
	I really thank the folks who put this together and try to keep reaching out.
	Would like to have a list of headlines or event dates/time/location at the top with links I can click on for more
	inforamation instead of ALL the content shown on the whole newsletter. It's too much for me to take in all at once.
	Need more photos.
	I THINK THE FORMAT IS HARD TO READ ESPECIALLY ON A PHONE WHICH IS MY MOST COOMMONLY
	USED DEVICE.
	The IWTA Newsletter is a beautiful piece. Informative and very professionally prepared.
	Don't have time to read.
5. Plea	se rate your level of interest in the following features of the IWTA Newsletter Comments
	Answer
	We live in NW IA and notice that most of the paddling events are in easternfor good reason.
	I will gladly e thigh the titles to see if something catches my eye. I have a general interest in the information you
	share, but not a specific passion for an area.
	Nice, balanced features, nicely presented, accessible and clear.
	Not sure I am familiar with the People & Opinions feature?
	I have really enjoyed the education programs I have attended
6. Plea	ise indicate your personal interests which relate to Water Trails Comments
0.1.100	Answer
	I coordinate a number of waterway cleanups annually I look to know what others are doing.
	We live on the Little Sioux and would be very interested in helping clean it up.
	All depend on water quality.
	Water quality is number one!!!
7 \Mbs	at should we ADD to improve the IWTA Newsletter? - Responses
7. Wha	·
	Answer Like it the way it is anyway to get videog ambadded or linked? Are trip reports relevant? a few apripkled in maybe
	I like it the way it is, anyway to get videos embedded or linked? Are trip reports relevant? a few sprinkled in maybe.
	At first thought I would like to see more pictures, however I like the concise nature of the newsletter so I can quickly
	browse it and move on. Life is pretty busy these days and if it takes more than 30 seconds to look over, portions
	beyond that won't be looked at.
	Good as it is.
	Maybe personal stories about paddling on IA water that others would like to hear. Kinds of waterfowl, turtles and
	other creatures spotted while canoeing.
1	Can't think of anything
	Carre think of anything

Take me there be Not much other the Larger Font How about a "get I know that Centry wish there were re to see more inform Na Perhaps more inf Great Newsletter Paddling gear, whe I'm not sure it need More interesting a Looks good as is Just started gettirg are doing- the wan Nothing - keep up	here to buy local, etc would be nice. eds a lot of improvement articles about people, places, paddling. ng it, and I moved to lowa a year ago so I can't give much input. Maybe look at what other states
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are doing- the wa	
	ater quality here is horrendous!
More images, link	p the great job!
	ks to website with information, more information about water trails (location, access points, etc).
More central iowa	
Is there a way it o	can be shared on social media? Right now all you can do is forward it by email. Just an idea.
Keep up the grea	
	. Info with pictures about each official Iowa WT.
No suggestion	·
	river restoration, and maybe different projects that can be done to help improve iowa rivers and
streams	······································
8. What should we DELETE	E to improve the IWTA Newsletter? - Responses
Answer	
Nothing, all inforr	mation currently in the newsletter is valuable information.
Nothing	
Keep it going	
ditto the above	
Legislative info ge	ets pretty dry
Not much.	
Nothing	
The "reminders/u	updates" are confusing, i.e., do I need to read this or wait until the final version comes? When it
	en't I read this before?
"Where Is It?" car	n be fun but I'm not sure it's the most valuable content where space is limited.
N/a	
I don't care for the	e WHERE is it and WHAT is it bits
Fine as is.	
Nothing - keep up	p the great job!
Nothing	
no suggestion	
nothing	
	currently delivered as an email, with the option to display via the web. What would be your
preference(s) for future del	livery? - Comments
Answer	
	nt to read the whole article in the e-mail newsletter without needing to click on a link and open a
webpage	
Facebook notice	fine, but not in lieu of current delivery
Personal home d	elivery by editor.
	the letter in the current form. Not sure any of the other options would allow that to happen

	If it's just links, chances are I won't take the time to read it. If I have it in front of me when I open the email, I will
	take the time to look it over.
	Probably best to go with "both" email and Facebook delivery systems.
	I would avoid a website as they end up becoming too cumbersome and a pain to navigate while trying to locate
	specific topic items.
	Keeping the newsletter format simple (in its current form) and topics easily identified on a monthly basis is really the
	most efficient way of getting information out in a timely and organized fashion.
	I think you have already created a lot of options in the survey.
10. What h	nave we overlooked? Please share any additional suggestions for improving our future Water Trail
Newslette	rs Responses
	Answer
	You might include some things for children, word puzzles, experiments etc.
	perhaps some (short) trip journals
	Nada
	You're doing an excellent job. Just wish there were better paddling options on the western side of the state.
	great job!
	Excellent job.
	keep up the great job. Don't quit on us.
	Better weather in which to paddle.
	No, I feel you do a very good job of tying all the agencies together and keeping us updated.
	I think the newsletter is great as is, thank you!
	Maps of water trails with info on put-ins, times, etc.
	Keep up the good work!
	How about trips with a theme, such as the best fall color or archaeology tours or trips between motels/B&Bs for those not into camping?
	Very Informative - Thank You!
	I enjoy them and hope they never become a thing of the past.
	Nothing.
	Stellar job so far - keep filling us in! Thank you!!!
	The newsletter will evolve as time goes by.
	Your newsletter works well for me. Nothing to critique. I'm pleased you do it and send it my way. Reminders are
	important too. Thanks for your efforts.
	Thank you for your efforts and please keep up the good work.
	no suggestion
	You do fine already.