

Constant Contact Survey Results--Questions (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 Response(s)	Response Ratio
Rarely.	2	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 Newsletter to a friend?

	Number of Response(s)	Response Ratio
No	37	37.0%
Yes	63	63.0%
No Responses	0	0.0%
Total	100	100%
9 Comment(s)--see below		

3. We generally publish the main IWTA Newsletter on the first of each month, with an abbreviated "Reminders/Updates" issue around the 15th. Is that schedule

	Number of Response(s)	Response Ratio
Too often.	3	3.0%
Not often enough.	0	0.0%
About right.	97	97.0%
Other	0	0.0%
Total	100	100%

4. Please rate your satisfaction with the following aspects of the IWTA Newsletter.

Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.		Not Satisfied	Somewhat Satisfied	Mostly Satisfied	Very Satisfied
Overall.		0	0	38	61
		0%	0%	38%	62%
Format.		0	7	32	60
		0%	7%	32%	61%
Relevancy of information.		0	5	31	62
		0%	5%	32%	63%
Timeliness of information.		0	1	29	67
		0%	1%	30%	69%
Number of photographs, images.		1	10	34	54
		1%	10%	34%	55%
Length.		1	5	33	58
		1%	5%	34%	60%

14 Comment(s)--see below					
5. Please rate your level of interest in the following features of the IWTA Newsletter.					
Top number is the count of respondents selecting the option.		Not	Somewhat	Very	
Bottom % is percent of the total respondents selecting the option.		Interested	interested	interested	
Overall range of water trail-related topics.		0	22	74	
		0%	23%	77%	
Paddling events.		2	27	70	
		2%	27%	71%	
Education programs.		2	33	63	
		2%	34%	64%	
Specific Water Trails.		1	21	77	
		1%	21%	78%	
Resource conservation info & events.		1	28	69	
		1%	29%	70%	
Legislative info & events.		5	45	48	
		5%	46%	49%	
"Where Is It?" quiz.		10	45	43	
		10%	46%	44%	
"What Is It?" quiz.		6	48	44	
		6%	49%	45%	
People and opinions.		6	50	39	
		6%	53%	41%	
5 Comment(s)--see below					
6. Please indicate your personal interests which relate to Water Trails.					
Top number is the count of respondents selecting the option.		Not	Somewhat	Very	
Bottom % is percent of the total respondents selecting the option.		Interested	Interested	Interested	
Paddling.		3	6	91	
		3%	6%	91%	
Fishing.		22	36	40	
		22%	37%	41%	
Photography.		9	52	39	
		9%	52%	39%	
Geology, fossils.		10	56	33	
		10%	57%	33%	
History, archaeology.		8	46	44	
		8%	47%	45%	
Native plants.		5	43	51	
		5%	43%	52%	
Native animals.		1	42	57	
		1%	42%	57%	
Water Trail volunteer.		11	60	27	
		11%	61%	28%	
Developing or designating additional water trails.		6	42	51	
		6%	42%	52%	
Water quality, river restoration, or waterway cleanups.		2	25	72	
		2%	25%	73%	
4 Comment(s)					

7. What should we ADD to improve the IWTA Newsletter?			
26 Response(s)--see below			
8. What should we DELETE to improve the IWTA Newsletter?			
16 Response(s)--see below			
9. The IWTA Newsletter is currently delivered as an email, with the option to display via the web. What would be your preference(s) for future delivery?			
Top number is the count of respondents selecting the option.	Least Preferred	Acceptable	Most Preferred
Bottom % is percent of the total respondents selecting the option.			
As currently delivered via email.	0	18	81
	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	51	6
	31%	61%	7%
Facebook notice with link to newsletter on website	64	18	2
	76%	21%	2%
Other. Please specify in comments.	18	3	1
	82%	14%	5%
7 Comment(s)			
10. What have we overlooked? Please share any additional suggestions for improving our future Water Trail Newsletters.			
22 Response(s)--see below			
Constant Contact Survey Results--Responses & Comments			
Survey Name: IWTA Newsletter Satisfaction Survey Dec 2014			
Dec 31, 2014 3:23:32 PM			
1. How often do you read the IWTA Newsletter? - Comments			
Answer			
I look forward to the letter each month and the update one in the middle.			
We are new to the IWTA and enjoy hearing about what is happening on the rivers of Iowa.			
I appreciate the information and updates and sometimes forward it to others who I think may be interested.			
Always, though it is frequently a quick skim.			
Since it is emailed to me, I read it every time it shows up in my inbox.			
Not every word every time.			
The rush of getting through emails at work (where I get IWTA) keeps me from being a more thorough reader. My apologies. Your newsletter is a very good resource and a great way to keep paddlers and those who love our waterways connected to events and issues. Please keep up the good work!			
I am overwhelmed in the workday, the weekend, and the summer. I would love to be more active.			
I always look at it; often read all of it.			
I have a lover for river valley corridors!			
2. Have you ever recommended or forwarded the IWTA Newsletter to a friend? - Comments			
Answer			
I have forwarded to other members of the County Conservation Board.			
It's a great place to find things going on and repost to our Facebook site.			

	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 it--layout, content, everything!			
	I've sent it to a few friends that kayak or are interested in kayaking.			
	Recommended to several in my paddling group.			
	On a few occasions.			
3. We generally publish the main IWTA Newsletter on the first of each month, with an abbreviated "Reminders/Updates" issue around the 15th. Is that schedule - Other responses				
	Answer			
	[No Responses]			
4. Please rate your satisfaction with the following aspects of the IWTA Newsletter. - Comments				
	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 services would be helpful.			
	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 information 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. Please 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 eastern--for 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. Please indicate your personal interests which relate to Water Trails. - Comments				
	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. What should we ADD to improve the IWTA Newsletter? - Responses				
	Answer			
	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.			
	Can't think of anything			
	Nothing comes to mind. I like scope of Newsletter.			

	More articles and descriptions of water trails and be sure to add pictures. Use personal notes and experiences. Take me there before I really go there
	Not much other than more pictures by my wife. I know, I know, they have to be submitted.
	Larger Font
	How about a "getting started" section. The number of options can be available.
	I know that Central and northeast Iowa have more rivers and better-developed river resources and recreation, but I wish there were more activities on the Iowa River closer to Iowa City. You may not have any say in that, but I'd like to see more information about Johnson County in your newsletter, terrific though it is!
	Na
	Perhaps more information on river fisheries and multi-day trips.
	Great Newsletter - Thank You!
	Paddling gear, where to buy local, etc would be nice.
	I'm not sure it needs a lot of improvement
	More interesting articles about people, places, paddling.
	Looks good as is.
	Just started getting it, and I moved to Iowa a year ago so I can't give much input. Maybe look at what other states are doing- the water quality here is horrendous!
	Nothing - keep up the great job!
	More images, links to website with information, more information about water trails (location, access points, etc).
	More central Iowa related topics
	Is there a way it can be shared on social media? Right now all you can do is forward it by email. Just an idea. Keep up the great work!
	WT of the month. Info with pictures about each official Iowa WT.
	No suggestion
	More articles on river restoration, and maybe different projects that can be done to help improve Iowa rivers and streams

8. What should we DELETE to improve the IWTA Newsletter? - Responses

Answer

	Nothing, all information currently in the newsletter is valuable information.
	Nothing
	Keep it going
	ditto the above
	Legislative info gets pretty dry
	Not much.
	Nothing
	The "reminders/updates" are confusing, i.e., do I need to read this or wait until the final version comes? When it does come, haven't I read this before?
	"Where Is It?" can 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 WHERE is it and WHAT is it bits
	Fine as is.
	Nothing - keep up the great job!
	Nothing
	no suggestion
	nothing

9. The IWTA Newsletter is currently delivered as an email, with the option to display via the web. What would be your preference(s) for future delivery? - Comments

Answer

	I find it convenient 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 delivery by editor.
	I copy and share 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 have we overlooked? Please share any additional suggestions for improving our future Water Trail Newsletters. - 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.			