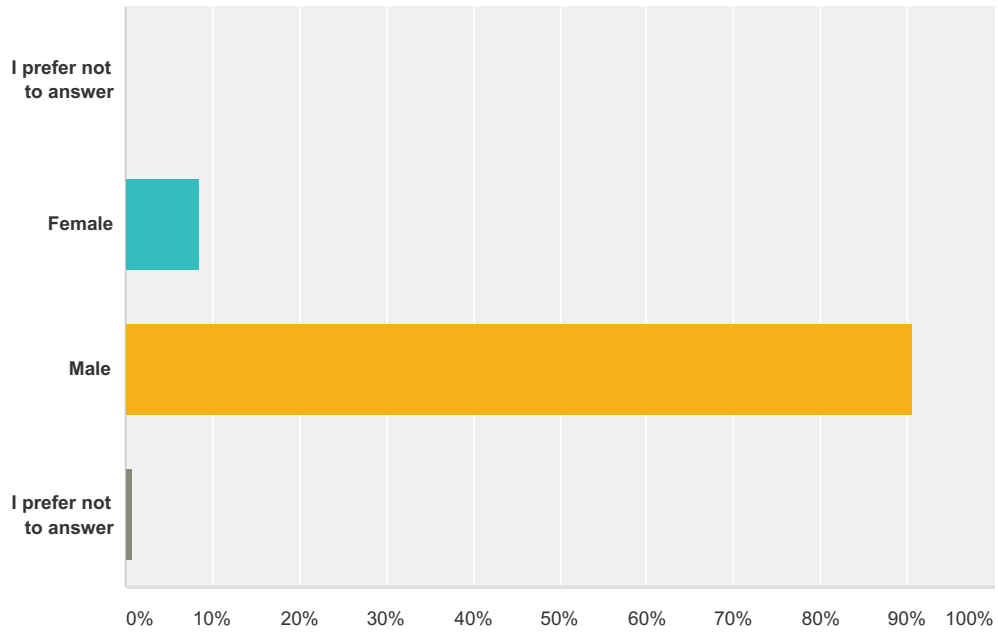


### Q1 What is your gender?

Answered: 2,118 Skipped: 14

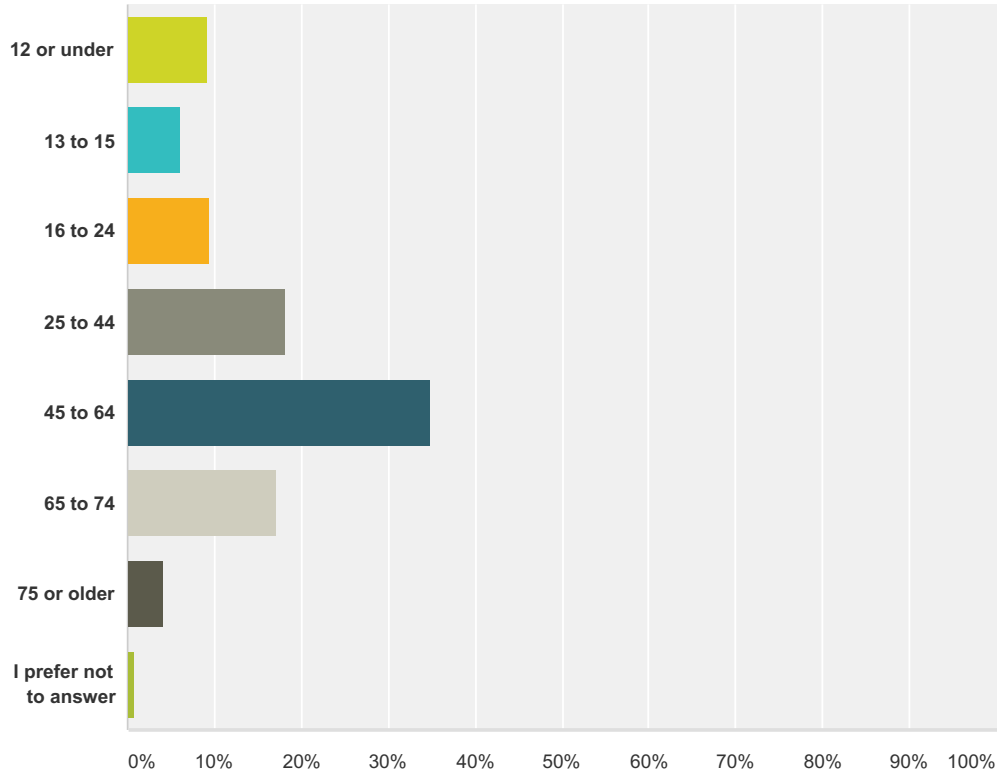


Answer Choices	Responses
I prefer not to answer	0.00% 0
Female	8.55% 181
Male	90.60% 1,919
I prefer not to answer	0.85% 18
<b>Total</b>	<b>2,118</b>

### Q2 What is your age?

Answered: 2,122 Skipped: 10

## 2016 US Chess Membership Services Feedback Survey

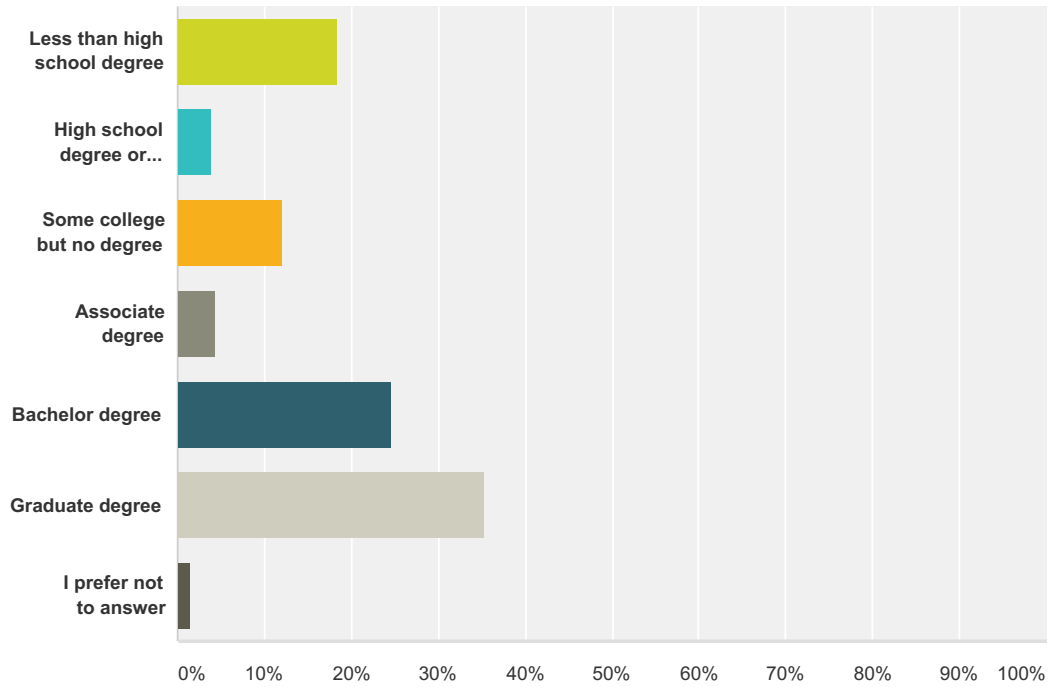


Answer Choices	Responses	
12 or under	9.28%	197
13 to 15	5.98%	127
16 to 24	9.33%	198
25 to 44	18.24%	387
45 to 64	34.92%	741
65 to 74	17.15%	364
75 or older	4.24%	90
I prefer not to answer	0.85%	18
<b>Total</b>		<b>2,122</b>

### Q3 What is the highest level of school you have completed or the highest degree you have received?

Answered: 2,111 Skipped: 21

## 2016 US Chess Membership Services Feedback Survey

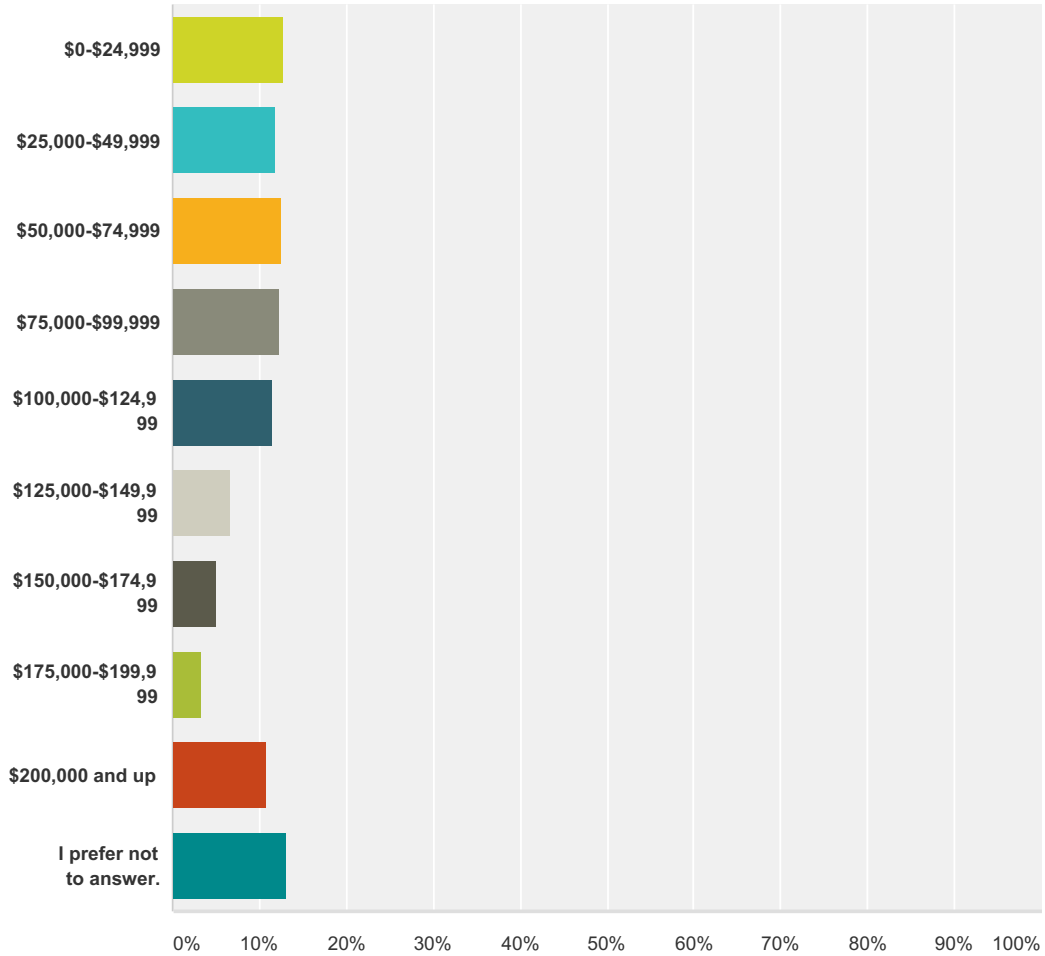


Answer Choices	Responses
Less than high school degree	18.29% 386
High school degree or equivalent (e.g., GED)	3.93% 83
Some college but no degree	12.03% 254
Associate degree	4.36% 92
Bachelor degree	24.63% 520
Graduate degree	35.29% 745
I prefer not to answer	1.47% 31
<b>Total</b>	<b>2,111</b>

### Q4 What is your approximate average household income?

Answered: 1,995 Skipped: 137

## 2016 US Chess Membership Services Feedback Survey



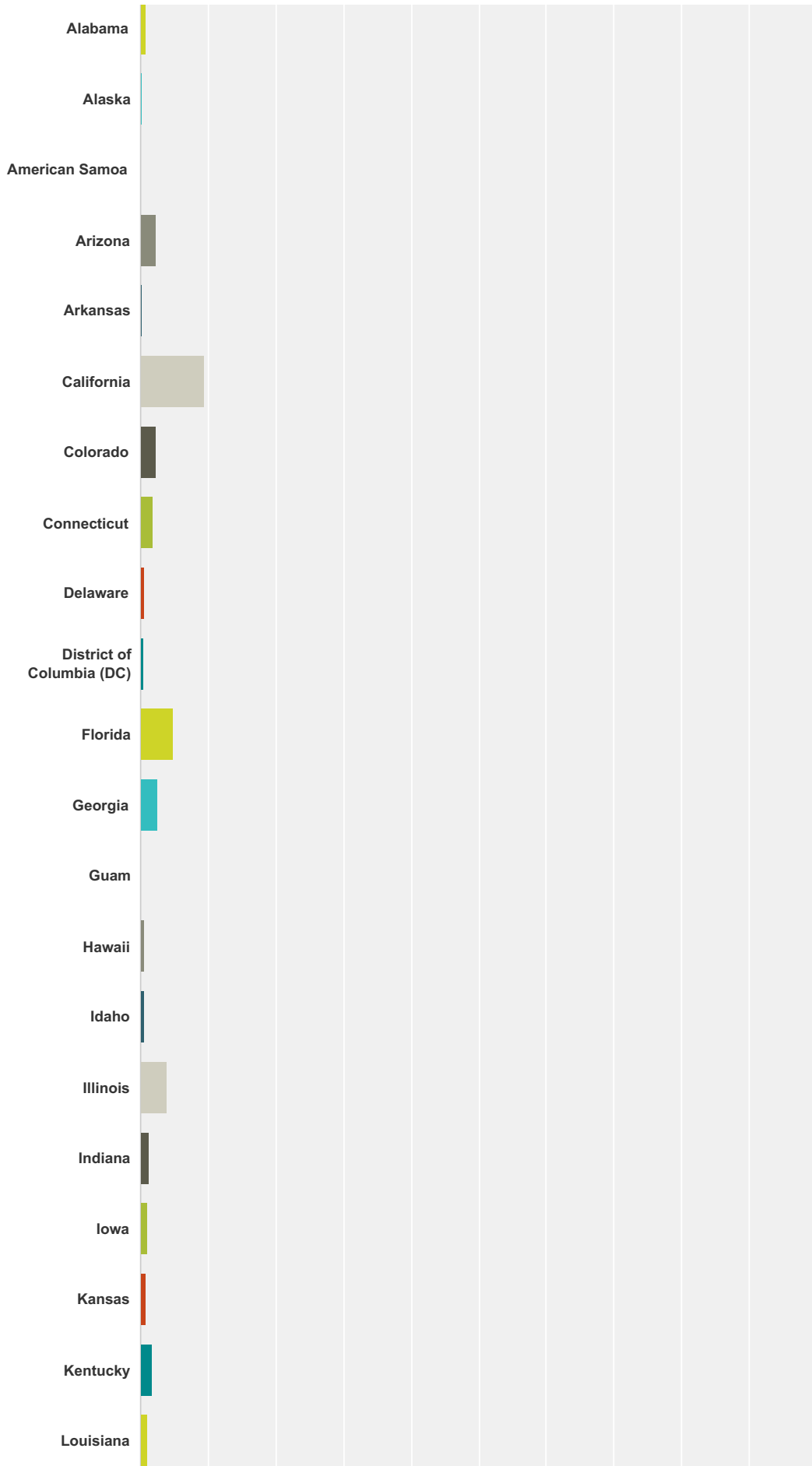
Answer Choices	Responses	Count
\$0-\$24,999	12.73%	254
\$25,000-\$49,999	11.98%	239
\$50,000-\$74,999	12.43%	248
\$75,000-\$99,999	12.33%	246
\$100,000-\$124,999	11.53%	230
\$125,000-\$149,999	6.62%	132
\$150,000-\$174,999	5.11%	102
\$175,000-\$199,999	3.26%	65
\$200,000 and up	10.83%	216
I prefer not to answer.	13.18%	263
<b>Total</b>		<b>1,995</b>

### Q5 In what state or U.S. territory do you live?

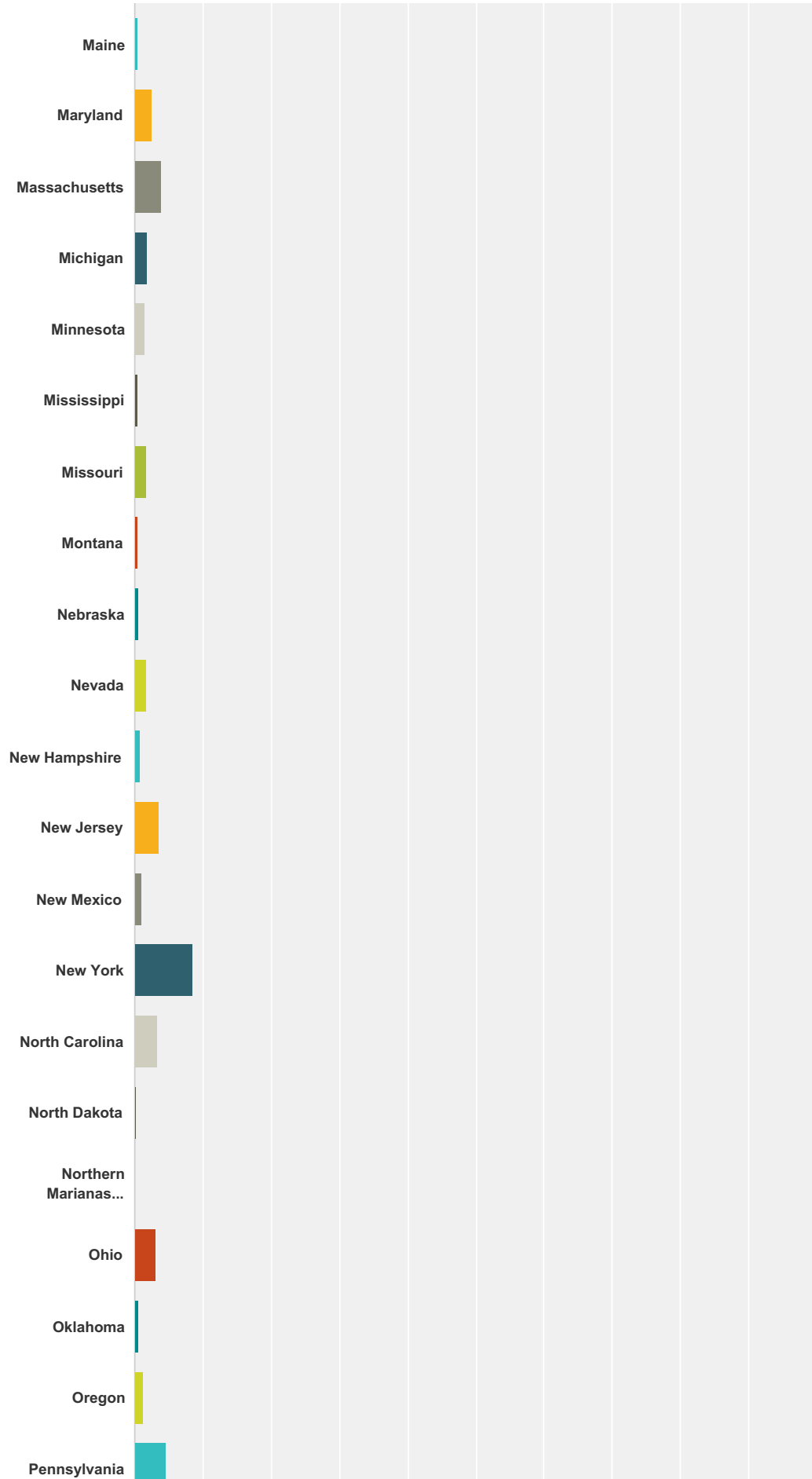
Answered: 2,102 Skipped: 30



# 2016 US Chess Membership Services Feedback Survey



# 2016 US Chess Membership Services Feedback Survey



## 2016 US Chess Membership Services Feedback Survey



Answer Choices	Responses	Count
Alabama	0.86%	18
Alaska	0.14%	3
American Samoa	0.00%	0
Arizona	2.38%	50
Arkansas	0.19%	4

## 2016 US Chess Membership Services Feedback Survey

California	9.47%	199
Colorado	2.38%	50
Connecticut	1.95%	41
Delaware	0.67%	14
District of Columbia (DC)	0.38%	8
Florida	4.80%	101
Georgia	2.43%	51
Guam	0.00%	0
Hawaii	0.57%	12
Idaho	0.62%	13
Illinois	3.95%	83
Indiana	1.24%	26
Iowa	1.14%	24
Kansas	0.76%	16
Kentucky	1.57%	33
Louisiana	1.00%	21
Maine	0.43%	9
Maryland	2.43%	51
Massachusetts	3.95%	83
Michigan	1.95%	41
Minnesota	1.47%	31
Mississippi	0.38%	8
Missouri	1.71%	36
Montana	0.33%	7
Nebraska	0.57%	12
Nevada	1.57%	33
New Hampshire	0.81%	17
New Jersey	3.62%	76
New Mexico	1.14%	24
New York	8.66%	182
North Carolina	3.28%	69
North Dakota	0.19%	4
Northern Marianas Islands	0.05%	1
Ohio	3.19%	67
Oklahoma	0.62%	13

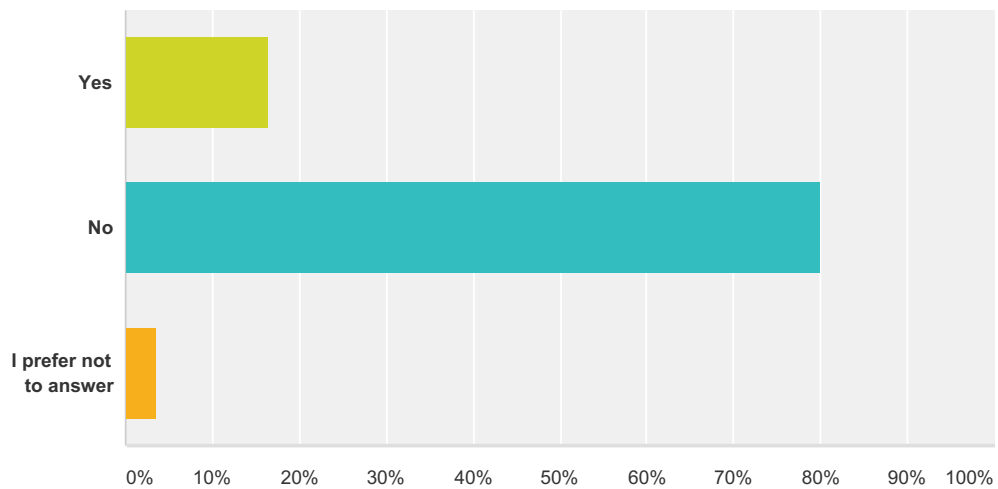


## 2016 US Chess Membership Services Feedback Survey

Oregon	1.28%	27
Pennsylvania	4.57%	96
Puerto Rico	0.05%	1
Rhode Island	0.19%	4
South Carolina	1.14%	24
South Dakota	0.10%	2
Tennessee	2.09%	44
Texas	6.95%	146
Utah	0.86%	18
Vermont	0.24%	5
Virginia	4.42%	93
Virgin Islands	0.05%	1
Washington	2.00%	42
West Virginia	0.57%	12
Wisconsin	1.71%	36
Wyoming	0.14%	3
I prefer not to answer	0.81%	17
<b>Total</b>		<b>2,102</b>

### Q6 Have you ever made a donation to US Chess?

Answered: 2,104 Skipped: 28



Answer Choices	Responses
Yes	16.49% 347
No	79.94% 1,682

I prefer not to answer	3.56%	75
<b>Total</b>		<b>2,104</b>

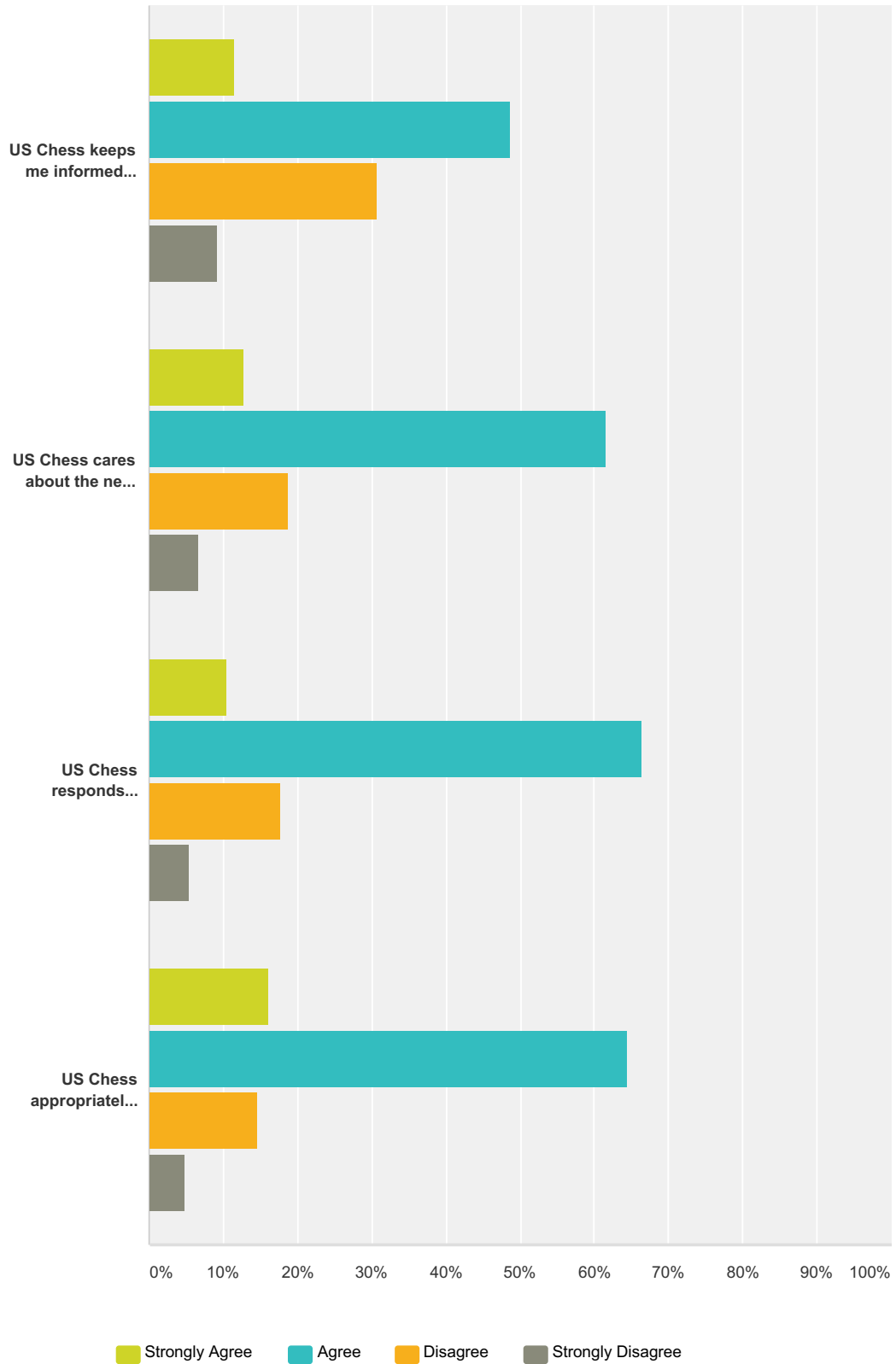
**Q7 Why did you donate to US Chess?  
(answer optional)**

Answered: 215 Skipped: 1,917

**Q8 As a donor, please indicate the extent to  
which you agree or disagree with the  
following statements.**

Answered: 326 Skipped: 1,806

## 2016 US Chess Membership Services Feedback Survey



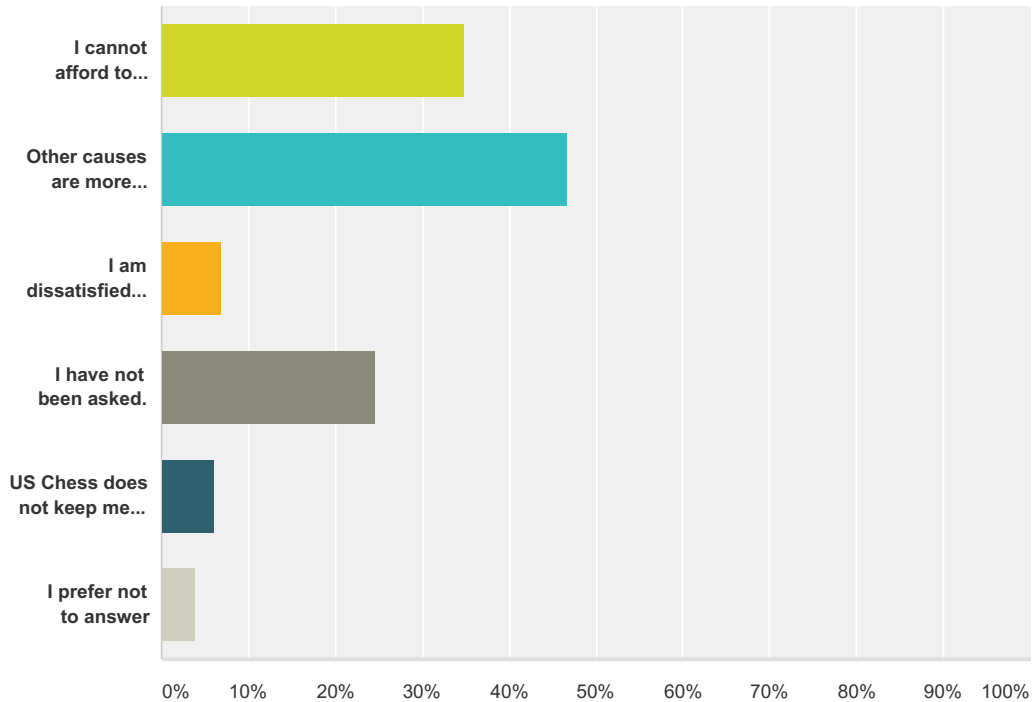
	Strongly Agree	Agree	Disagree	Strongly Disagree	Total
US Chess keeps me informed about how my money is used.	11.46% 37	48.61% 157	30.65% 99	9.29% 30	323
US Chess cares about the needs of donors.	12.78% 40	61.66% 193	18.85% 59	6.71% 21	313

## 2016 US Chess Membership Services Feedback Survey

US Chess responds promptly to donor requests.	<b>10.40%</b> 31	<b>66.44%</b> 198	<b>17.79%</b> 53	<b>5.37%</b> 16	298
US Chess appropriately recognizes my charitable contributions.	<b>16.13%</b> 50	<b>64.52%</b> 200	<b>14.52%</b> 45	<b>4.84%</b> 15	310

### Q9 Which of the following describes why you have not donated to US Chess? Please check all that apply.

Answered: 1,456 Skipped: 676

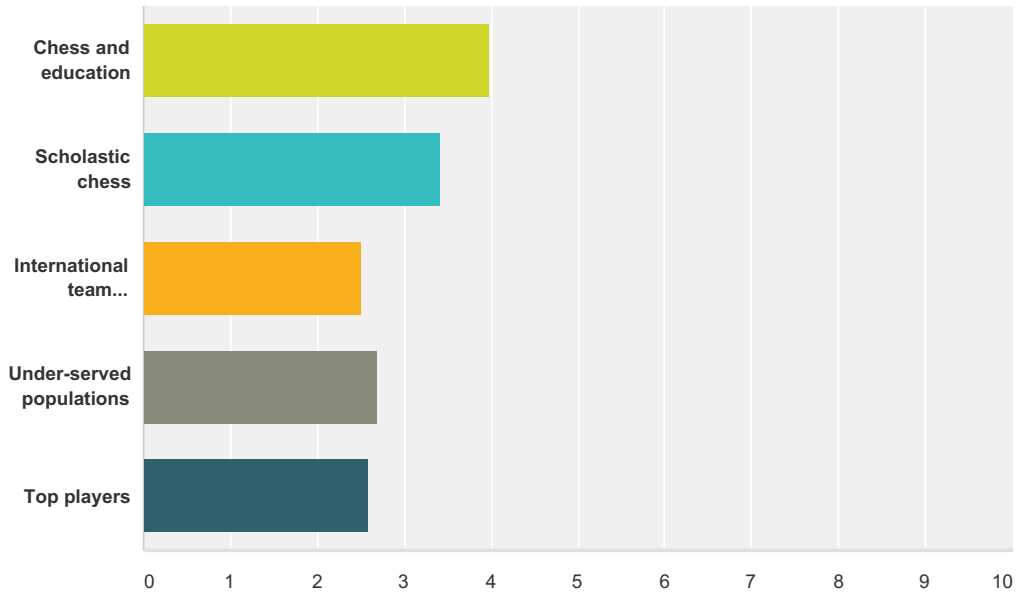


Answer Choices	Responses
I cannot afford to contribute.	<b>34.89%</b> 508
Other causes are more important to me.	<b>46.70%</b> 680
I am dissatisfied with the performance of US Chess.	<b>6.94%</b> 101
I have not been asked.	<b>24.59%</b> 358
US Chess does not keep me sufficiently informed.	<b>6.11%</b> 89
I prefer not to answer	<b>3.98%</b> 58
<b>Total Respondents: 1,456</b>	

### Q10 How important to you are the following areas of our work? Please rank in order of importance (1 being the most important, and 5 being the least important).

Answered: 1,701 Skipped: 431

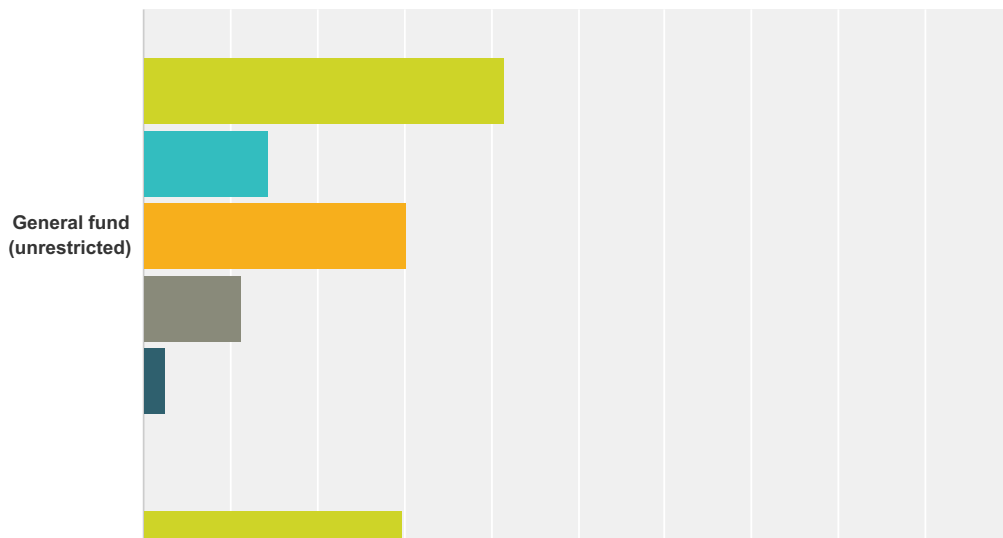
## 2016 US Chess Membership Services Feedback Survey



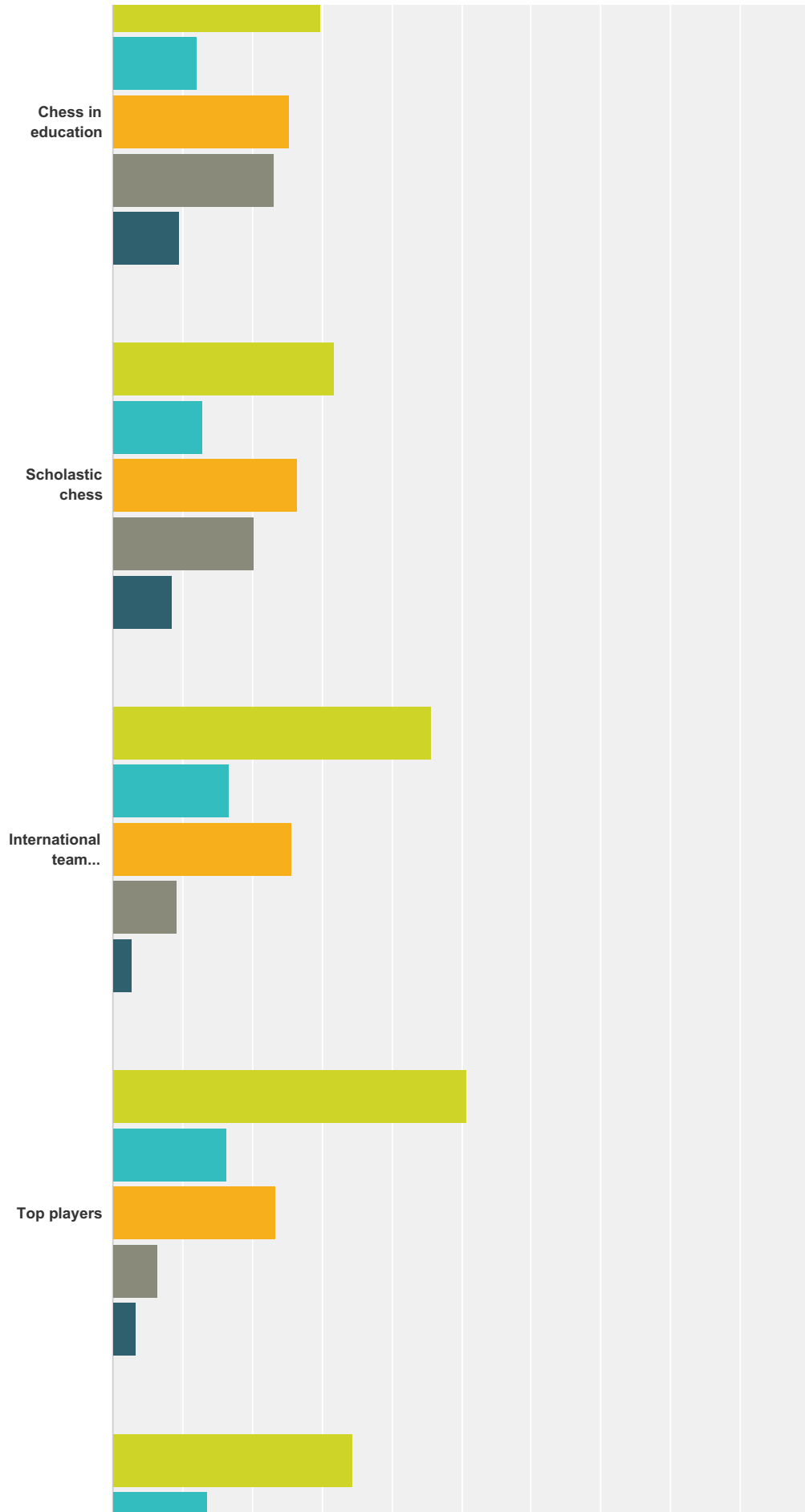
	1	2	3	4	5	Total	Score
Chess and education	50.79% 742	21.22% 310	11.43% 167	8.01% 117	8.56% 125	1,461	3.98
Scholastic chess	21.14% 314	33.54% 498	21.35% 317	14.28% 212	9.70% 144	1,485	3.42
International team competition	7.95% 117	14.34% 211	21.48% 316	33.45% 492	22.77% 335	1,471	2.51
Under-served populations	10.99% 172	16.23% 254	29.97% 469	17.44% 273	25.37% 397	1,565	2.70
Top players	13.67% 221	14.78% 239	18.24% 295	22.82% 369	30.49% 493	1,617	2.58

### Q11 How likely are you to consider making a donation to support the following areas in the future?

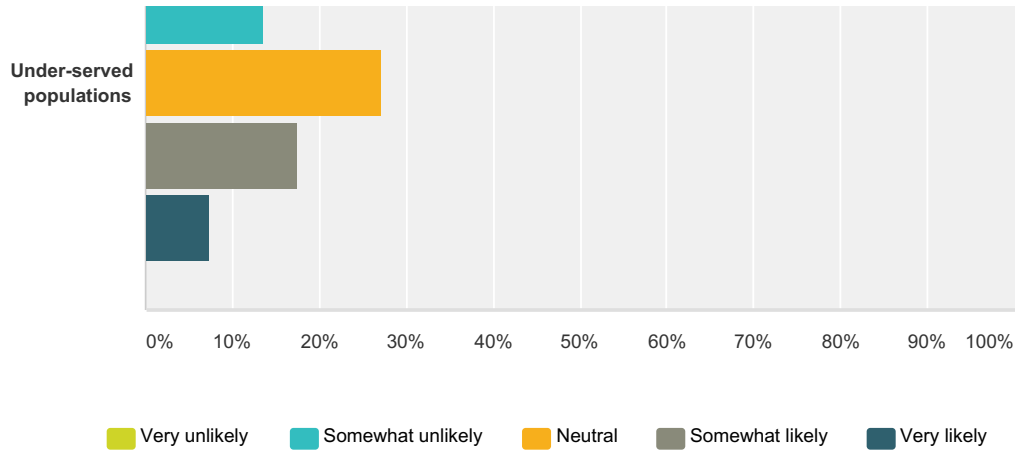
Answered: 1,719 Skipped: 413



# 2016 US Chess Membership Services Feedback Survey



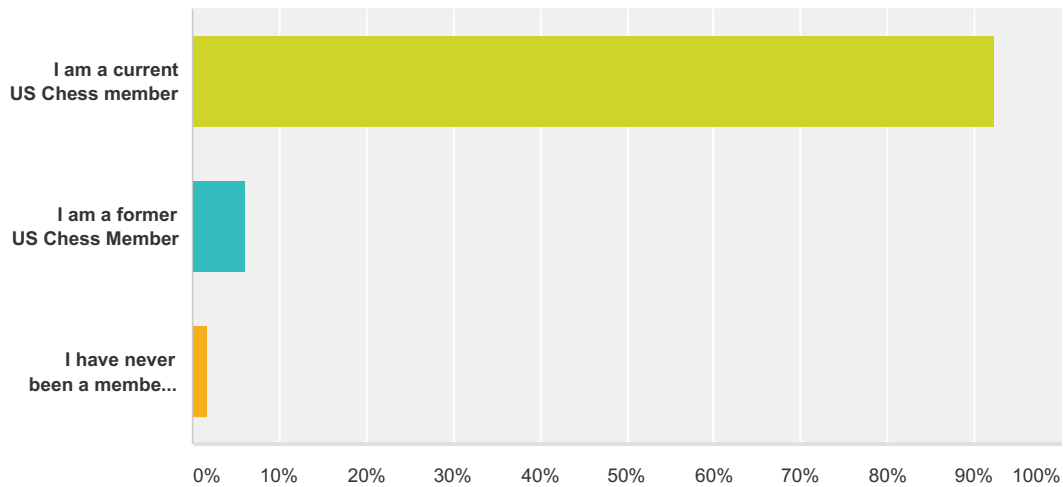
## 2016 US Chess Membership Services Feedback Survey



	Very unlikely	Somewhat unlikely	Neutral	Somewhat likely	Very likely	Total
General fund (unrestricted)	41.46% 697	14.46% 243	30.34% 510	11.18% 188	2.56% 43	1,681
Chess in education	29.93% 507	12.10% 205	25.27% 428	23.20% 393	9.50% 161	1,694
Scholastic chess	31.66% 529	12.87% 215	26.57% 444	20.35% 340	8.56% 143	1,671
International team competitions	45.80% 763	16.69% 278	25.75% 429	9.12% 152	2.64% 44	1,666
Top players	50.63% 841	16.32% 271	23.30% 387	6.44% 107	3.31% 55	1,661
Under-served populations	34.47% 576	13.64% 228	27.17% 454	17.47% 292	7.24% 121	1,671

## Q12 Which of the following describes you best?

Answered: 1,767 Skipped: 365



Answer Choices	Responses
I am a current US Chess member	92.30% 1,631

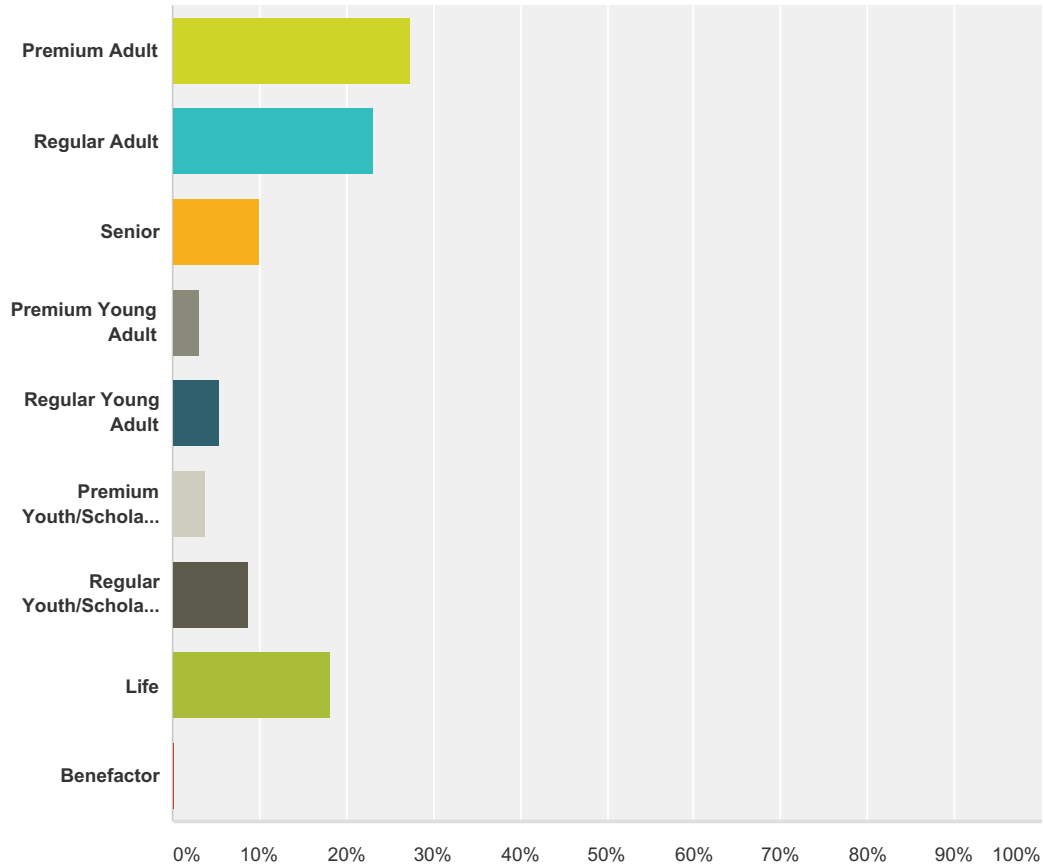
## 2016 US Chess Membership Services Feedback Survey

I am a former US Chess Member	6.06%	107
I have never been a member of US Chess	1.64%	29
<b>Total</b>		<b>1,767</b>

### Q13 What type of membership do you have?

**Note: Premium memberships come with printed copy of Chess Life (CL) or Chess Life Kids (CLK).**

Answered: 1,580 Skipped: 552



Answer Choices	Responses
Premium Adult	27.41% 433
Regular Adult	23.16% 366
Senior	10.06% 159
Premium Young Adult	3.04% 48
Regular Young Adult	5.51% 87
Premium Youth/Scholastic	3.73% 59
Regular Youth/Scholastic	8.73% 138
Life	18.10% 286

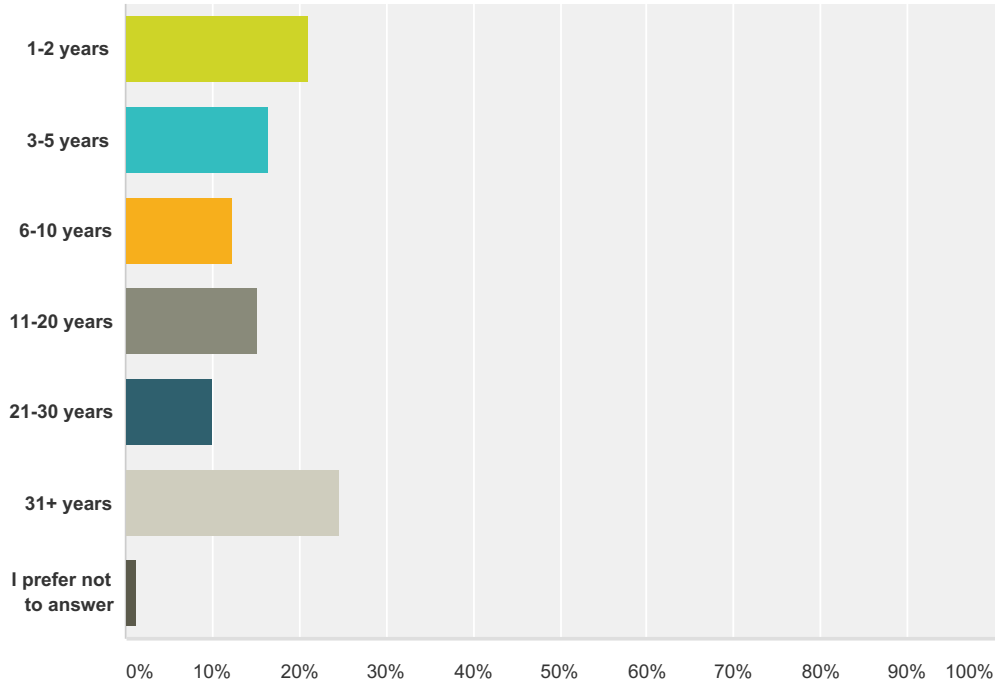


2016 US Chess Membership Services Feedback Survey

Benefactor	0.25%	4
<b>Total</b>		<b>1,580</b>

**Q14 How many years (in total) have you been a member of US Chess?**

Answered: 1,592 Skipped: 540

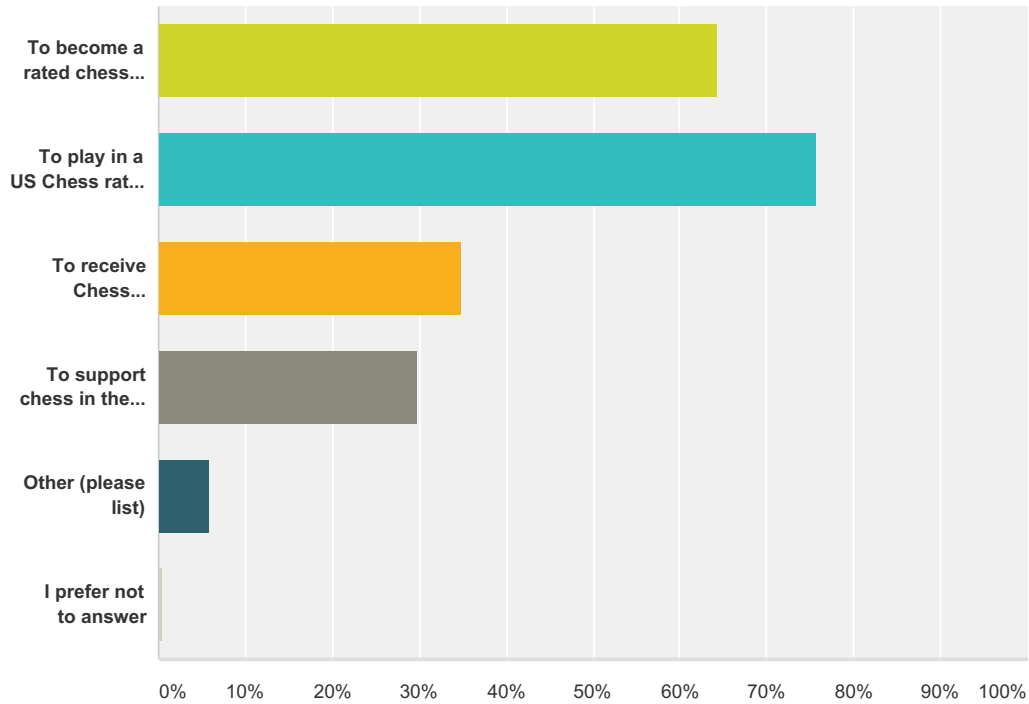


Answer Choices	Responses	Count
1-2 years	21.11%	336
3-5 years	16.39%	261
6-10 years	12.37%	197
11-20 years	15.33%	244
21-30 years	9.99%	159
31+ years	24.62%	392
I prefer not to answer	1.26%	20
<b>Total Respondents: 1,592</b>		

**Q15 Why did you become a member of US Chess? (feel free to check more than one)**

Answered: 1,584 Skipped: 548

## 2016 US Chess Membership Services Feedback Survey

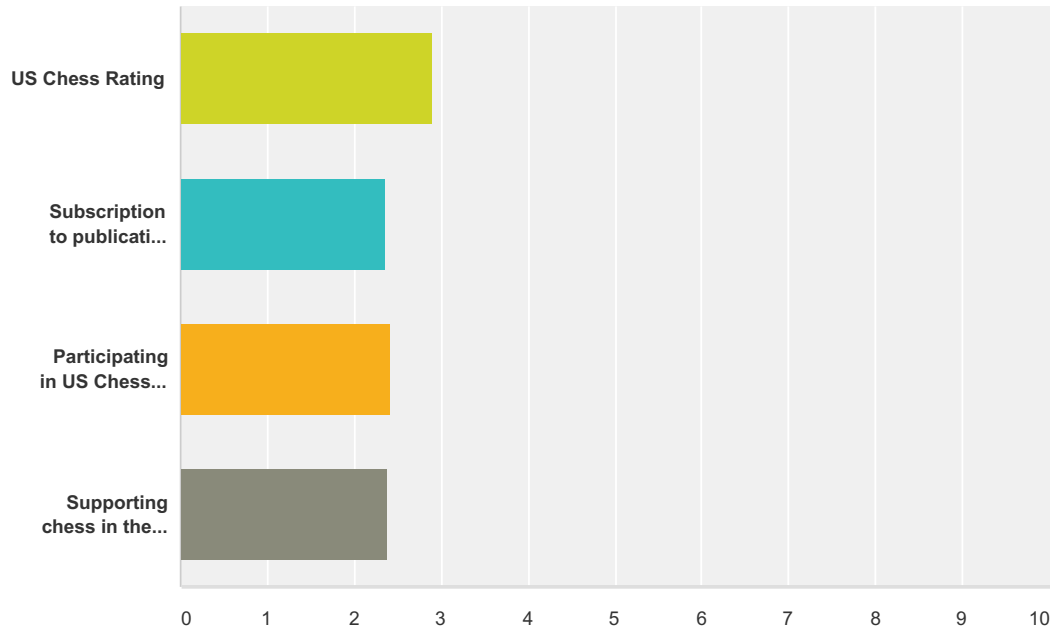


Answer Choices	Responses
To become a rated chess player	64.33% 1,019
To play in a US Chess rated event	75.82% 1,201
To receive Chess Life/Chess Life Kids	34.91% 553
To support chess in the United States	29.80% 472
Other (please list)	5.87% 93
I prefer not to answer	0.32% 5
<b>Total Respondents: 1,584</b>	

**Q16 How would you order the following, in terms of value of being a member of US Chess? Please rank in order of importance from least important to most important.**

Answered: 1,584 Skipped: 548

## 2016 US Chess Membership Services Feedback Survey

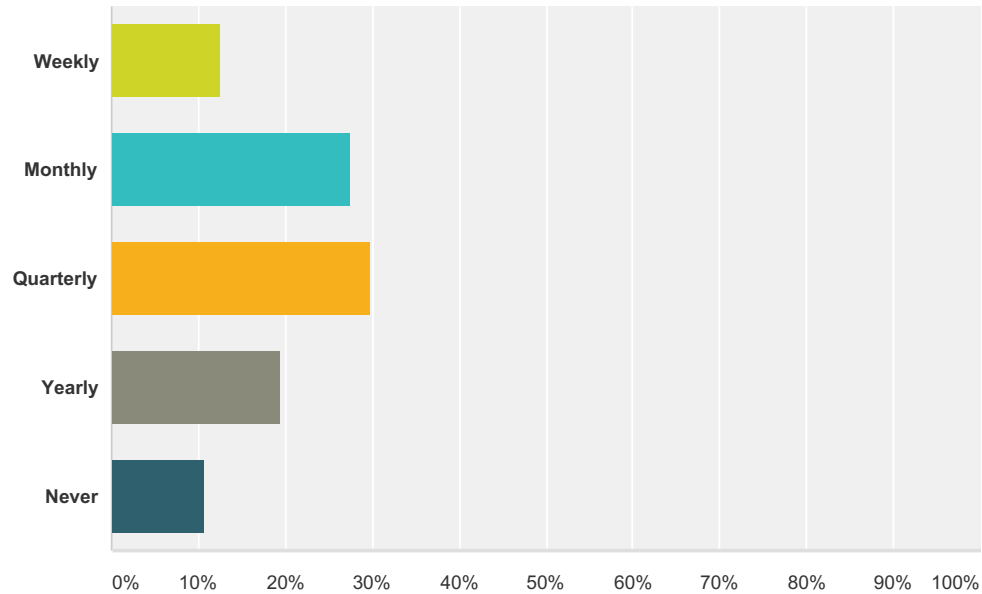


	Least important	Somewhat important	Very important	Most important	Total	Weighted Average
US Chess Rating	9.23% 145	24.32% 382	33.55% 527	32.91% 517	1,571	2.90
Subscription to publications (Chess Life and Chess Life Kids)	25.56% 402	29.50% 464	28.61% 450	16.34% 257	1,573	2.36
Participating in US Chess National Events	22.04% 344	32.22% 503	26.46% 413	19.28% 301	1,561	2.43
Supporting chess in the United States	18.00% 282	40.78% 639	26.16% 410	15.06% 236	1,567	2.38

### Q17 When active, how often do you/did you play in US Chess-rated tournaments?

Answered: 1,519 Skipped: 613

## 2016 US Chess Membership Services Feedback Survey



Answer Choices	Responses
Weekly	12.51% 190
Monthly	27.58% 419
Quarterly	29.89% 454
Yearly	19.35% 294
Never	10.66% 162
<b>Total</b>	<b>1,519</b>

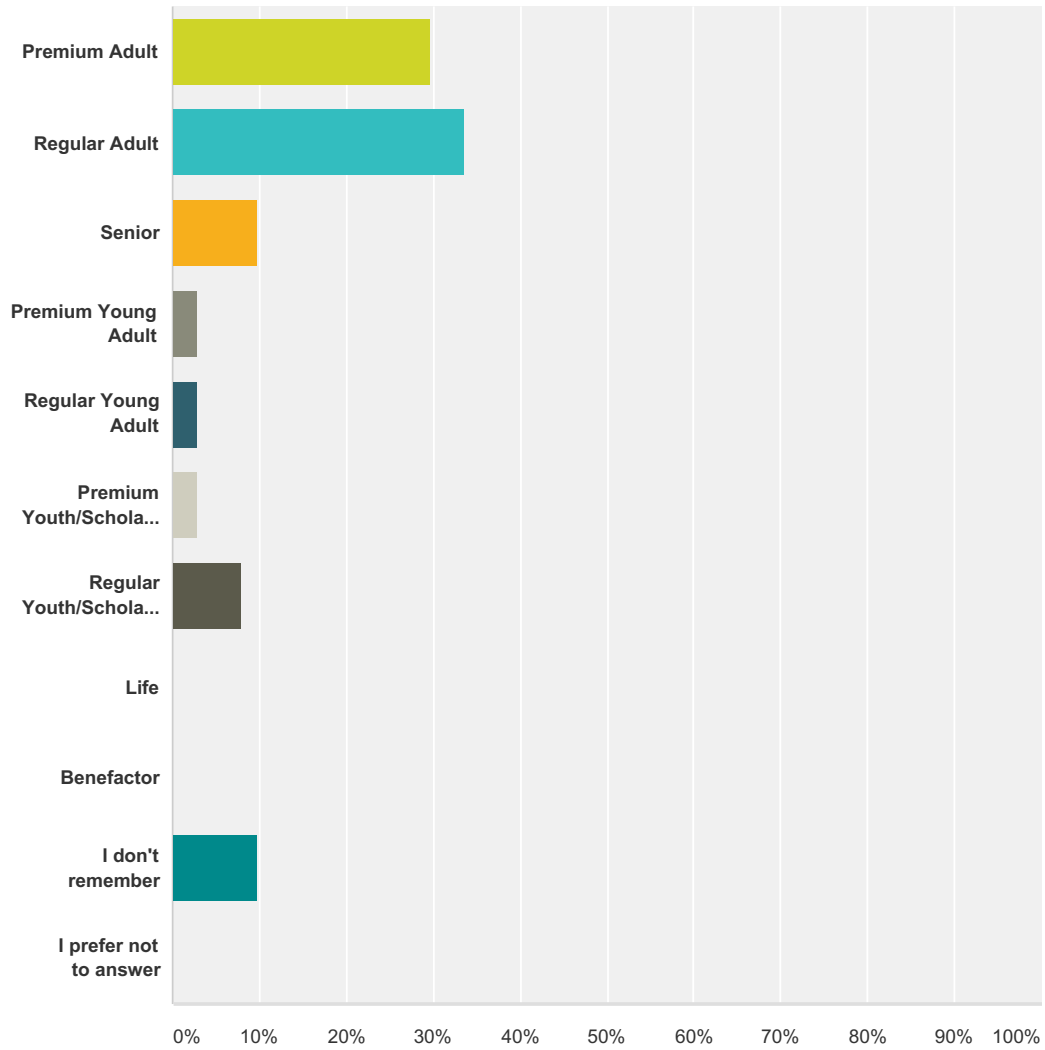
### Q18 What can US Chess do to enhance your US Chess membership experience?

Answered: 685 Skipped: 1,447

### Q19 What type of membership did you have? Note: Premium memberships come with a printed copy of Chess Life or Chess Life Kids.

Answered: 101 Skipped: 2,031

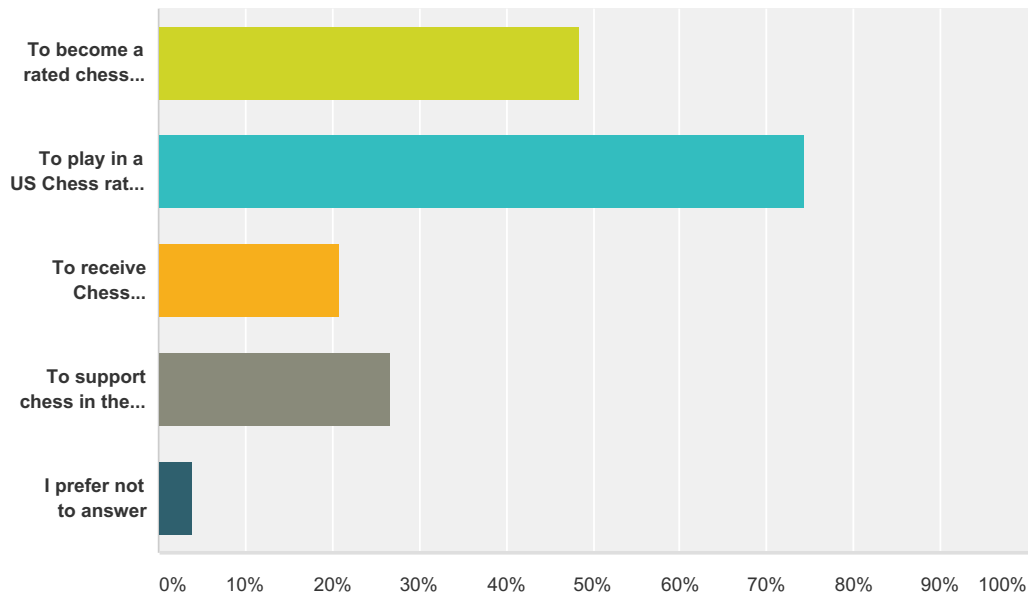
## 2016 US Chess Membership Services Feedback Survey



Answer Choices	Responses	
Premium Adult	29.70%	30
Regular Adult	33.66%	34
Senior	9.90%	10
Premium Young Adult	2.97%	3
Regular Young Adult	2.97%	3
Premium Youth/Scholastic	2.97%	3
Regular Youth/Scholastic	7.92%	8
Life	0.00%	0
Benefactor	0.00%	0
I don't remember	9.90%	10
I prefer not to answer	0.00%	0
<b>Total</b>		<b>101</b>

## Q20 Why did you become a member of US Chess?

Answered: 101 Skipped: 2,031

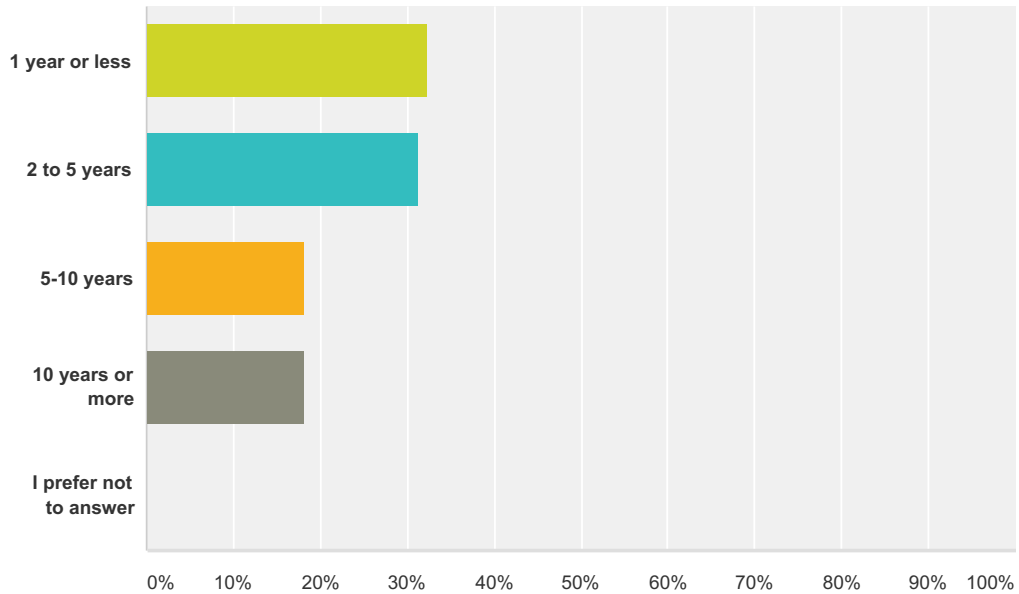


Answer Choices	Responses	Count
To become a rated chess player	48.51%	49
To play in a US Chess rated event	74.26%	75
To receive Chess Life/Chess Life Kids	20.79%	21
To support chess in the United States	26.73%	27
I prefer not to answer	3.96%	4
<b>Total Respondents: 101</b>		

## Q21 How long were you a member before you let your membership lapse?

Answered: 99 Skipped: 2,033

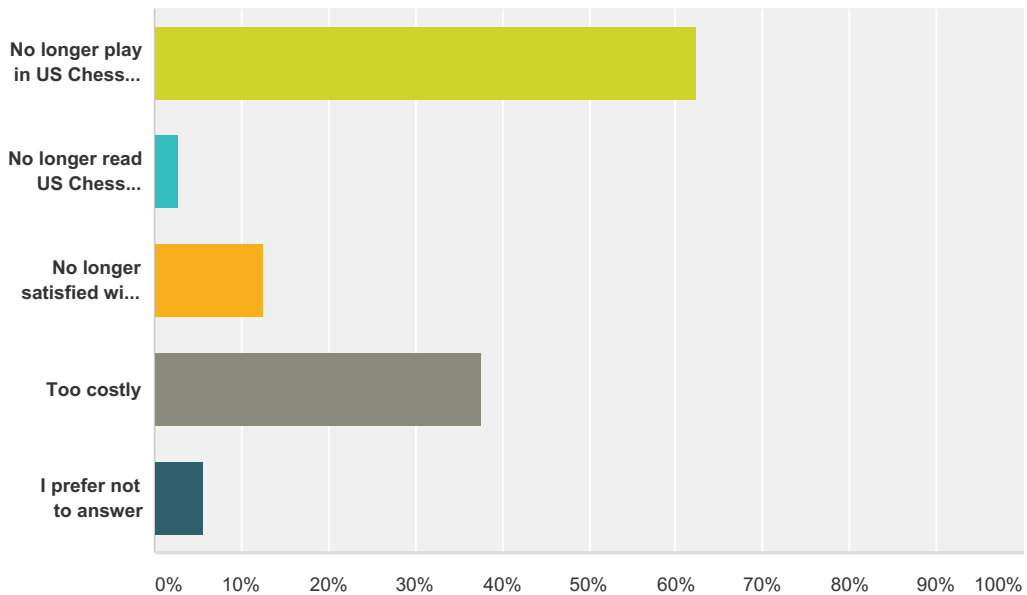
## 2016 US Chess Membership Services Feedback Survey



Answer Choices	Responses	Count
1 year or less	32.32%	32
2 to 5 years	31.31%	31
5-10 years	18.18%	18
10 years or more	18.18%	18
I prefer not to answer	0.00%	0
<b>Total</b>		<b>99</b>

## Q22 Why did you let your US Chess membership lapse?

Answered: 72 Skipped: 2,060



## 2016 US Chess Membership Services Feedback Survey

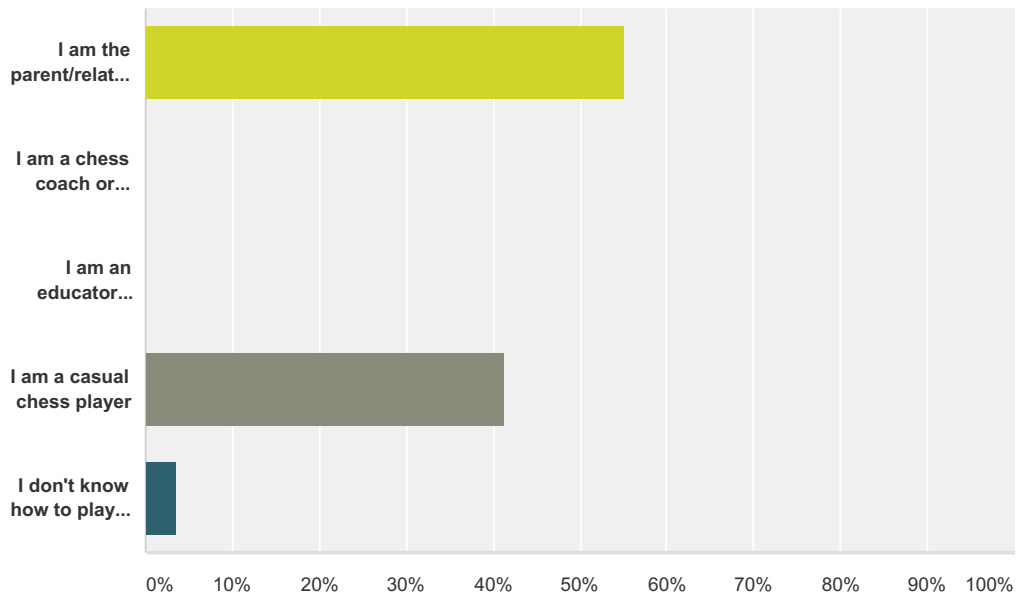
Answer Choices	Responses
No longer play in US Chess rated tournaments or events	62.50% 45
No longer read US Chess publications (Chess Life or Chess Life Kids)	2.78% 2
No longer satisfied with member services	12.50% 9
Too costly	37.50% 27
I prefer not to answer	5.56% 4
<b>Total Respondents: 72</b>	

### Q23 How could US Chess have improved your membership experience?

Answered: 49 Skipped: 2,083

### Q24 Which of the following best describes you?

Answered: 29 Skipped: 2,103



Answer Choices	Responses
I am the parent/relative of a chess player	55.17% 16
I am a chess coach or teacher	0.00% 0
I am an educator interested in using chess as an educational tool	0.00% 0
I am a casual chess player	41.38% 12
I don't know how to play chess but I would like to learn	3.45% 1
<b>Total</b>	<b>29</b>

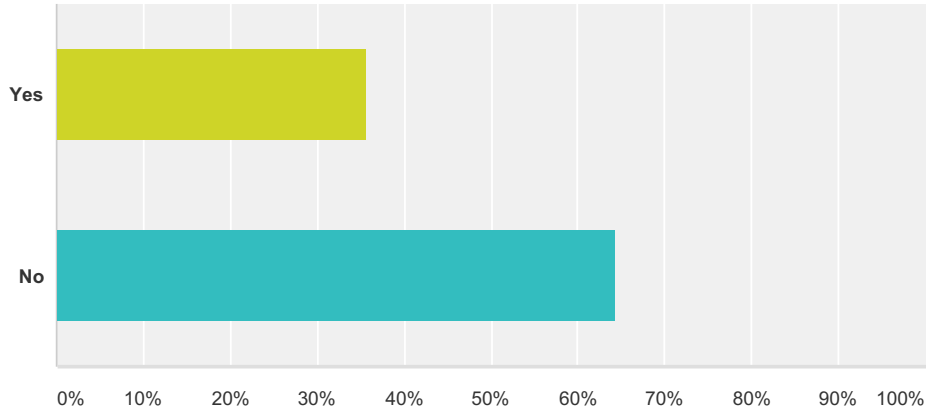


### Q25 How did you learn about US Chess?

Answered: 18 Skipped: 2,114

### Q26 Are you interested in becoming a member of US Chess?

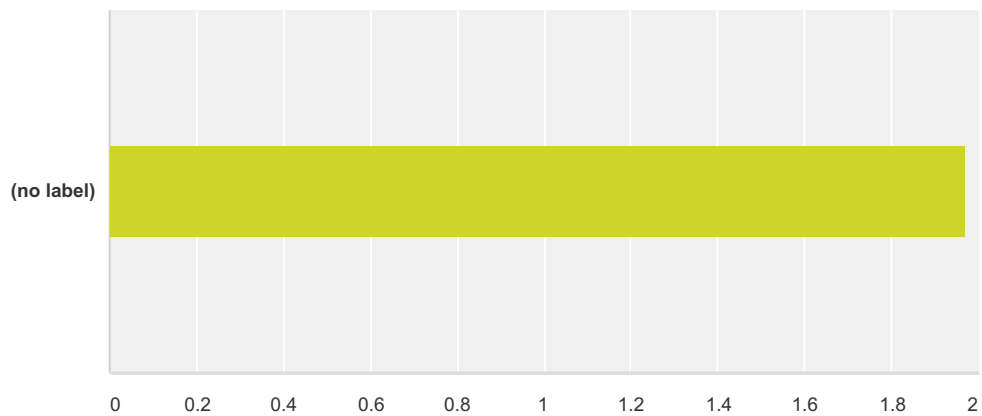
Answered: 28 Skipped: 2,104



Answer Choices	Responses	
Yes	35.71%	10
No	64.29%	18
<b>Total Respondents: 28</b>		

### Q27 How would you rate your overall satisfaction with US Chess?

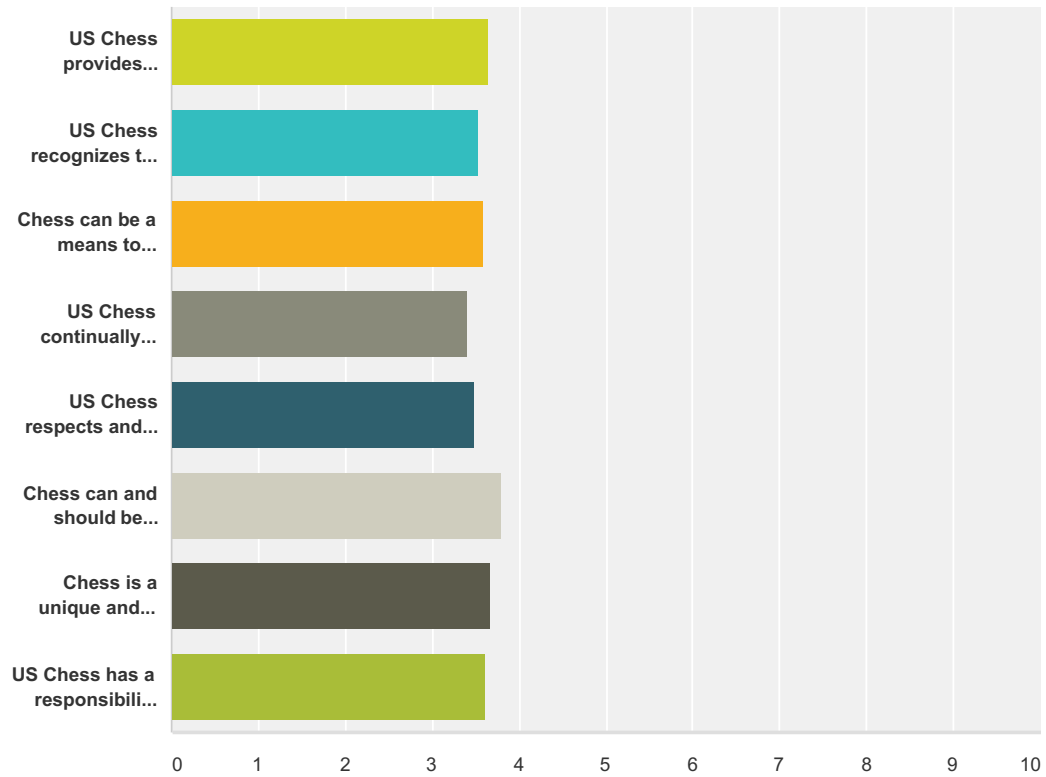
Answered: 1,644 Skipped: 488



	Excellent	Pretty Good	Fair	Poor	Total	Weighted Average
(no label)	26.09%	53.71%	16.91%	3.28%	1,644	1.97
	429	883	278	54		

## Q28 To what extent do you agree or disagree with the statements below?

Answered: 1,647 Skipped: 485



	Strongly Disagree	Disagree	Agree	Strongly Agree	Neither agree or disagree	Total	Weighted Average
US Chess provides responsive, adaptive and pro-active customer service.	2.81% 46	6.17% 101	43.19% 707	18.81% 308	29.02% 475	1,637	3.65
US Chess recognizes the value of excellence both in chess as an activity and the services we provide to our customers.	3.12% 51	4.65% 76	48.23% 788	25.15% 411	18.85% 308	1,634	3.52
Chess can be a means to advancing education-related skill sets as well as understanding of the history, growth and evolution of the game.	3.12% 51	2.63% 43	33.74% 552	51.83% 848	8.68% 142	1,636	3.60
US Chess continually informs and is informed by our members and customers.	3.82% 62	10.86% 176	47.32% 767	16.78% 272	21.22% 344	1,621	3.41
US Chess respects and maintains the relationships with its customers and stakeholders as well as the game of chess itself.	4.02% 65	7.61% 123	47.31% 765	18.55% 300	22.51% 364	1,617	3.48
Chess can and should be enjoyed by individuals regardless of social, economic or demographic classification.	3.13% 51	0.80% 13	20.00% 326	64.23% 1,047	11.84% 193	1,630	3.81
Chess is a unique and iconic game, and we must constantly celebrate that uniqueness and reflect it in our activities and services.	2.95% 48	2.64% 43	31.49% 512	49.38% 803	13.53% 220	1,626	3.68
US Chess has a responsibility to extend the knowledge and appreciation for chess beyond active US Chess members.	2.58% 42	4.00% 65	36.69% 597	43.15% 702	13.58% 221	1,627	3.61

## Q29 What can US Chess do to improve its services?

# 2016 US Chess Membership Services Feedback Survey

Answered: 493 Skipped: 1,639