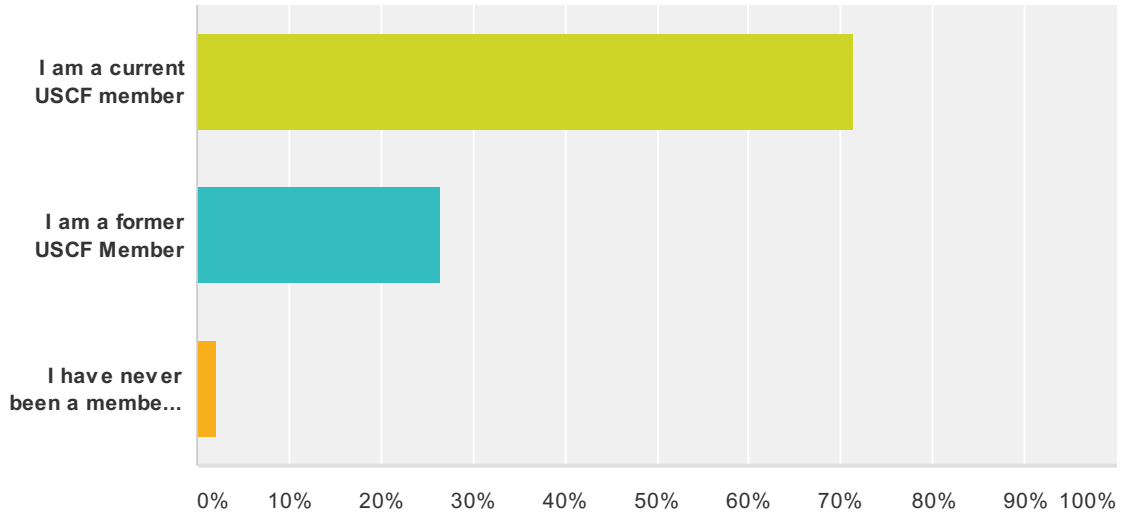


Q1 Which of the following describes you best?

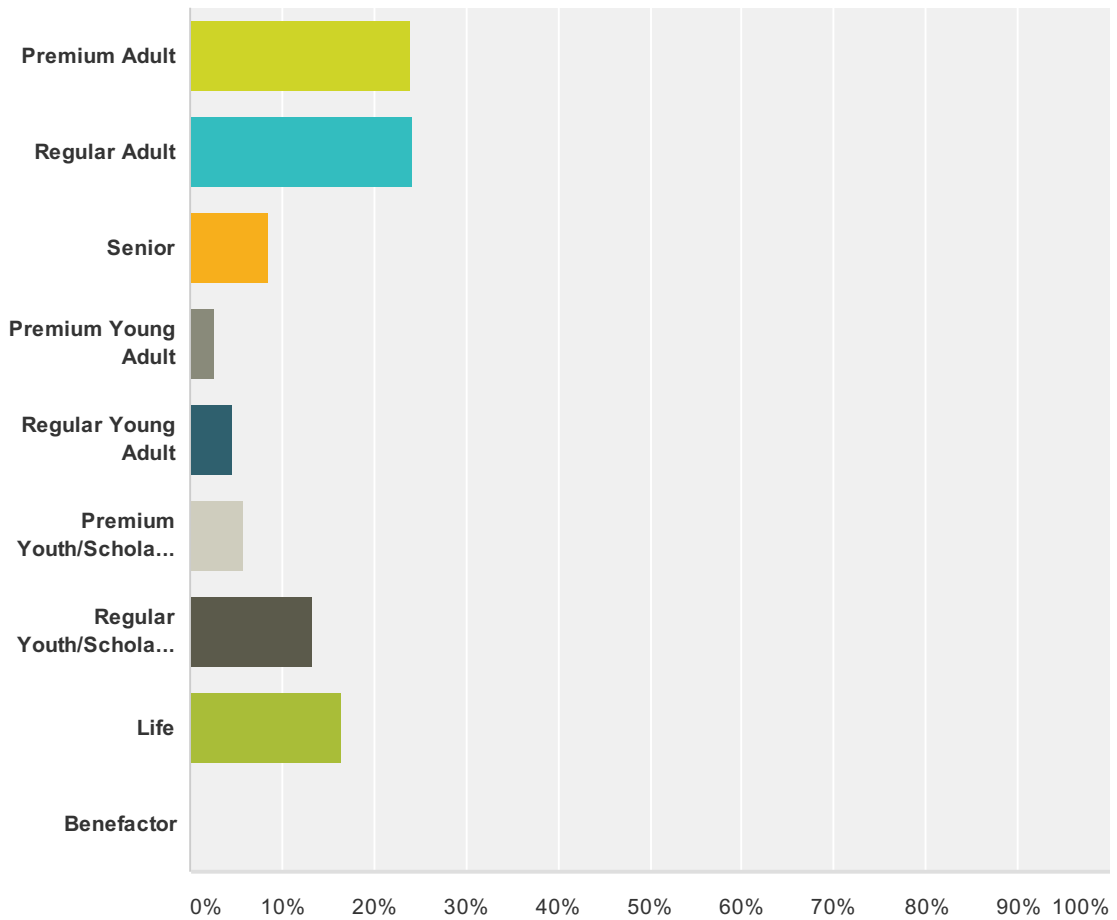
Answered: 4,017 Skipped: 22



Answer Choices	Responses
I am a current USCF member	71.40% 2,868
I am a former USCF Member	26.59% 1,068
I have never been a member of the USCF	2.02% 81
Total	4,017

Q2 What type of membership do you have? Note: Premium memberships come with printed copy of Chess Life or CL4K.

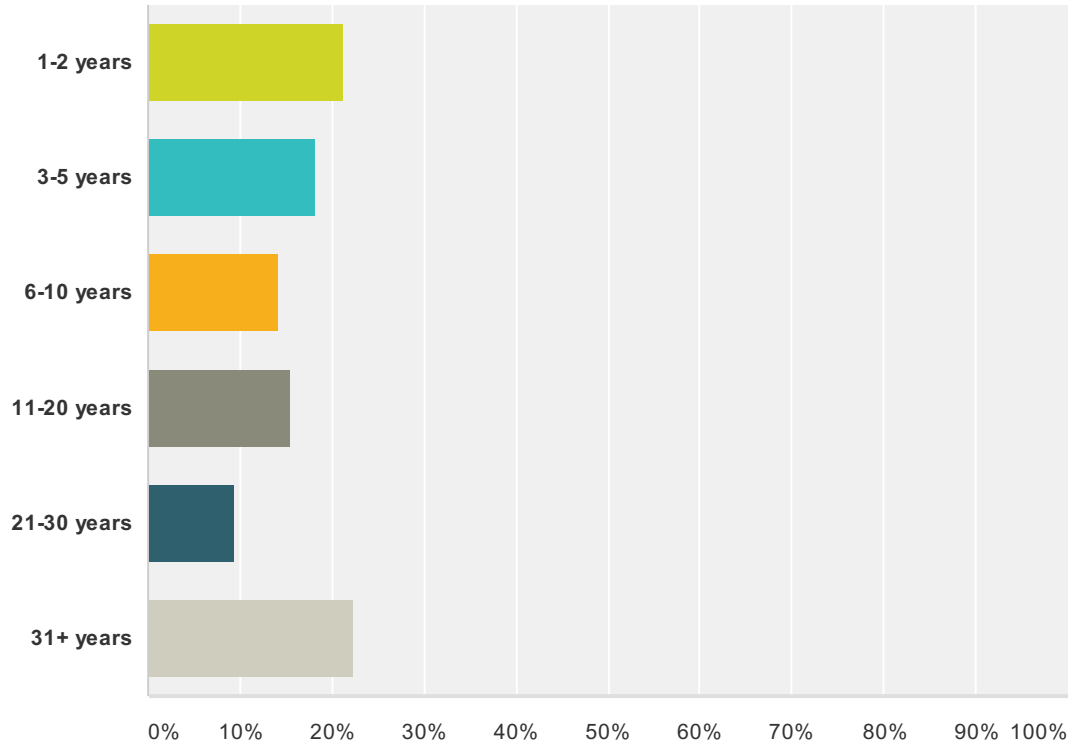
Answered: 2,581 Skipped: 1,458



Answer Choices	Responses
Premium Adult	23.91% 617
Regular Adult	24.25% 626
Senior	8.64% 223
Premium Young Adult	2.75% 71
Regular Young Adult	4.61% 119
Premium Youth/Scholastic	5.93% 153
Regular Youth/Scholastic	13.29% 343
Life	16.54% 427
Benefactor	0.08% 2
Total	2,581

Q3 How many years (in total) have you been a USCF Member?

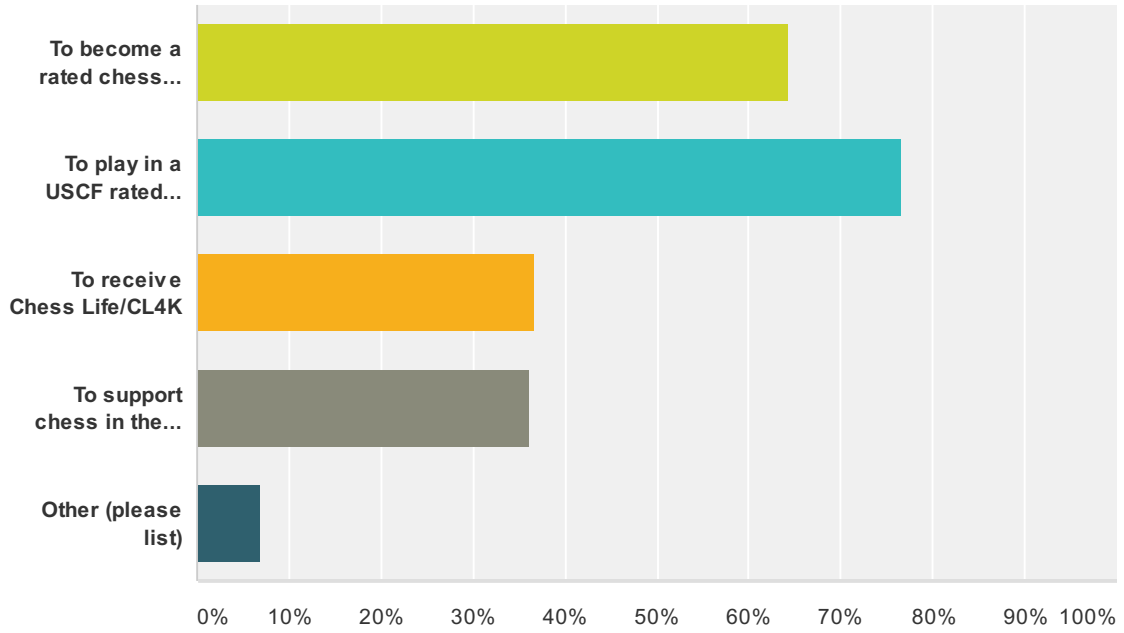
Answered: 2,599 Skipped: 1,440



Answer Choices	Responses
1-2 years	21.20% 551
3-5 years	18.08% 470
6-10 years	14.16% 368
11-20 years	15.43% 401
21-30 years	9.47% 246
31+ years	22.28% 579
Total Respondents: 2,599	

Q4 Why did you become a member of the USCF? (feel free to check more than one)

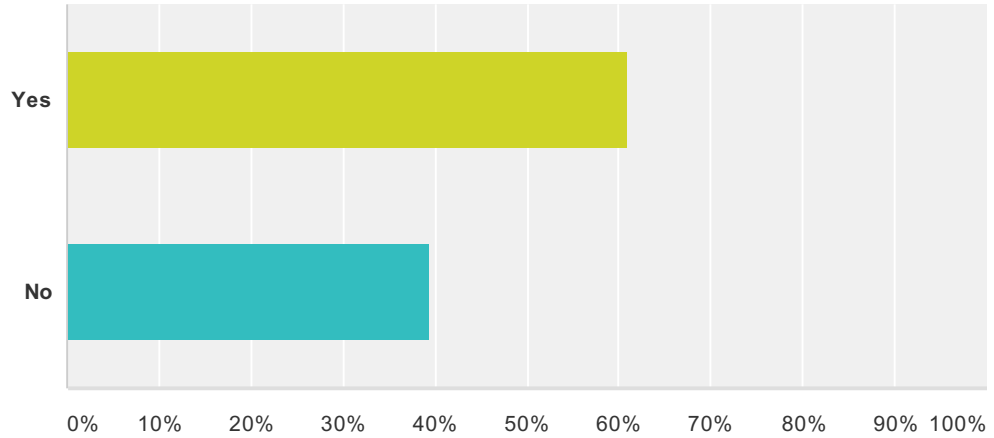
Answered: 2,607 Skipped: 1,432



Answer Choices	Responses
To become a rated chess player	64.40% 1,679
To play in a USCF rated event	76.52% 1,995
To receive Chess Life/CL4K	36.82% 960
To support chess in the United States	36.02% 939
Other (please list)	6.90% 180
Total Respondents: 2,607	

Q5 If you are a member who does not receive the printed magazine, Chess Life or Chess Life for Kids (CL4K) but you receive our TLA Newsletter, do you find this helpful for finding tournaments?

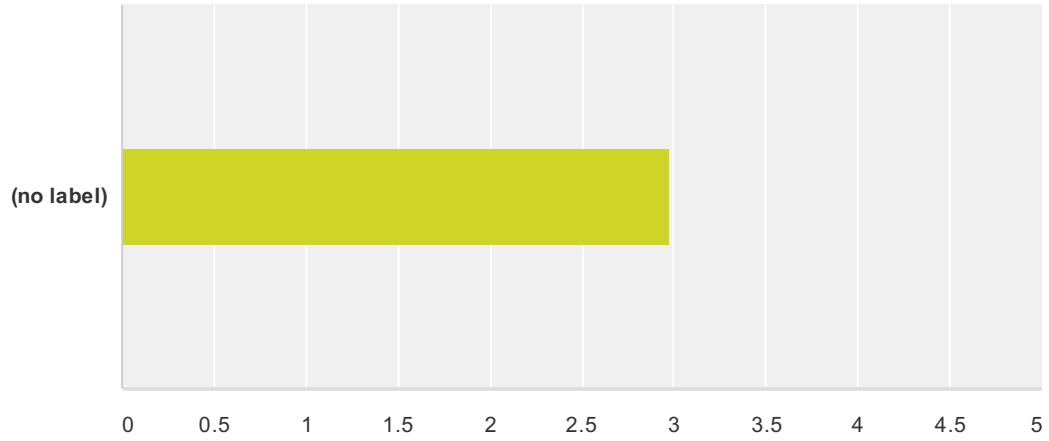
Answered: 1,100 Skipped: 2,939



Answer Choices	Responses
Yes	60.91% 670
No	39.45% 434
Total Respondents: 1,100	

Q6 How much do you value your USCF membership card?

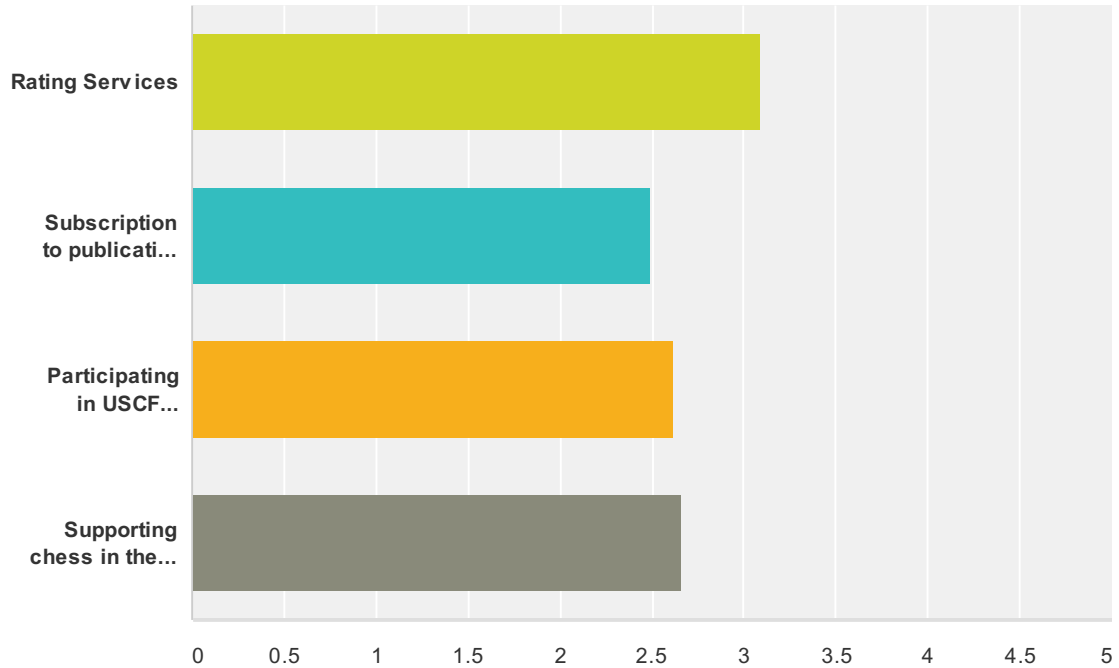
Answered: 2,592 Skipped: 1,447



	None	A bit	Some	A lot	Total	Average Rating
(no label)	11.96% 310	17.86% 463	30.94% 802	39.24% 1,017	2,592	2.97

**Q7 How would you order the following, in terms of value of being a USCF member?
Please rank in order of importance from least important to most important.**

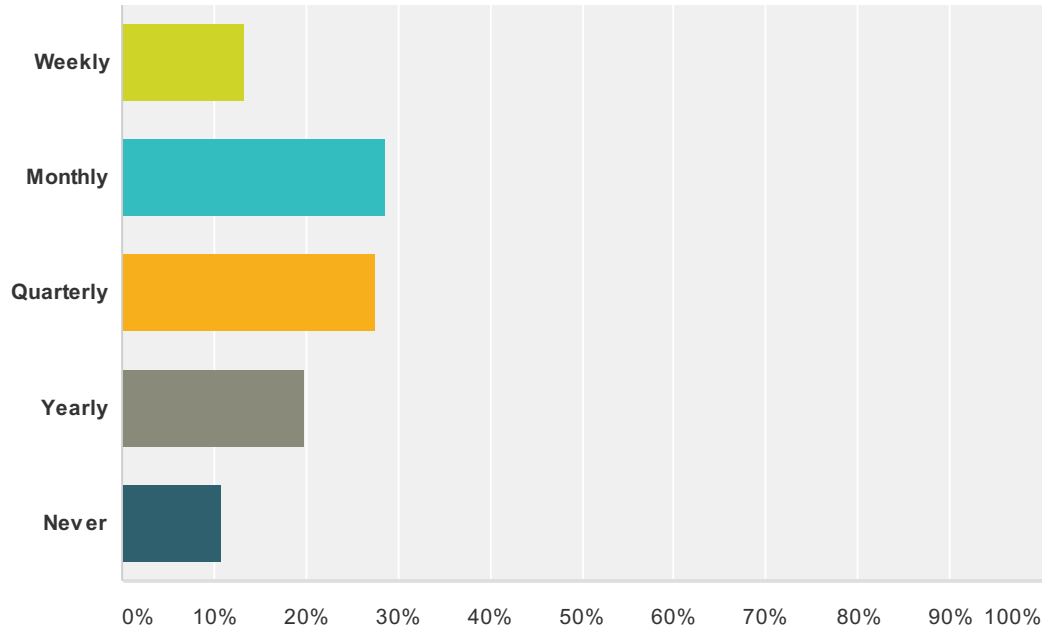
Answered: 2,590 Skipped: 1,449



	Least important	Somewhat important	Very important	Most important	Total	Average Rating
Rating Services	7.49% 191	16.44% 419	35.15% 896	40.92% 1,043	2,549	3.09
Subscription to publications (Chess Life and CL4K)	20.83% 531	28.13% 717	32.64% 832	18.40% 469	2,549	2.49
Participating in USCF National Events	18.54% 472	26.83% 683	28.40% 723	26.24% 668	2,546	2.62
Supporting chess in the United States	13.97% 351	30.16% 758	31.64% 795	24.23% 609	2,513	2.66

Q8 When active, how often do you/did you play in USCF-rated tournaments?

Answered: 2,451 Skipped: 1,588



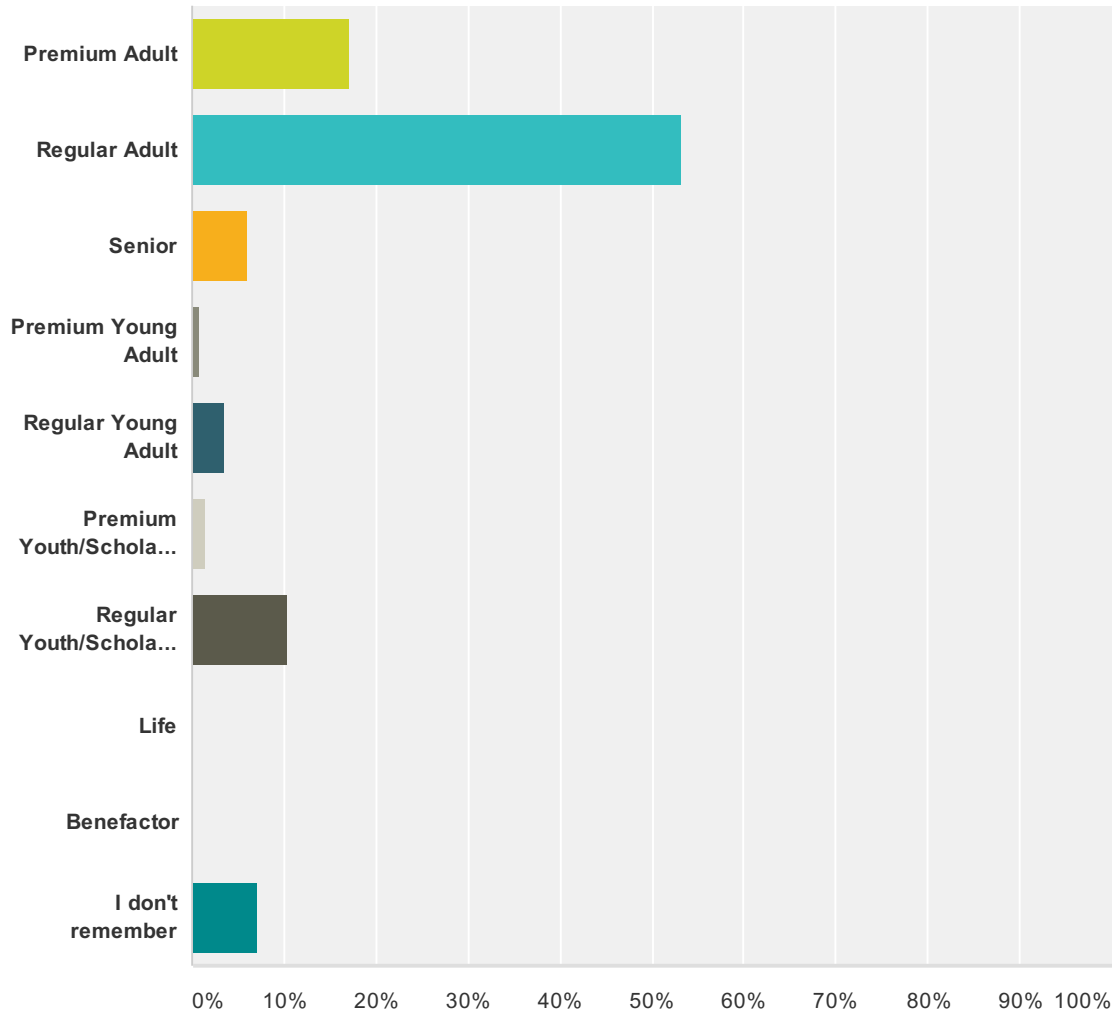
Answer Choices	Responses	Count
Weekly	13.34%	327
Monthly	28.56%	700
Quarterly	27.46%	673
Yearly	19.75%	484
Never	10.89%	267
Total		2,451

**Q9 What can the USCF do to enhance your
USCF membership experience?**

Answered: 1,212 Skipped: 2,827

Q10 What type of membership did you have? Note: Premium memberships come with a printed copy of Chess Life or CL4K.

Answered: 923 Skipped: 3,116



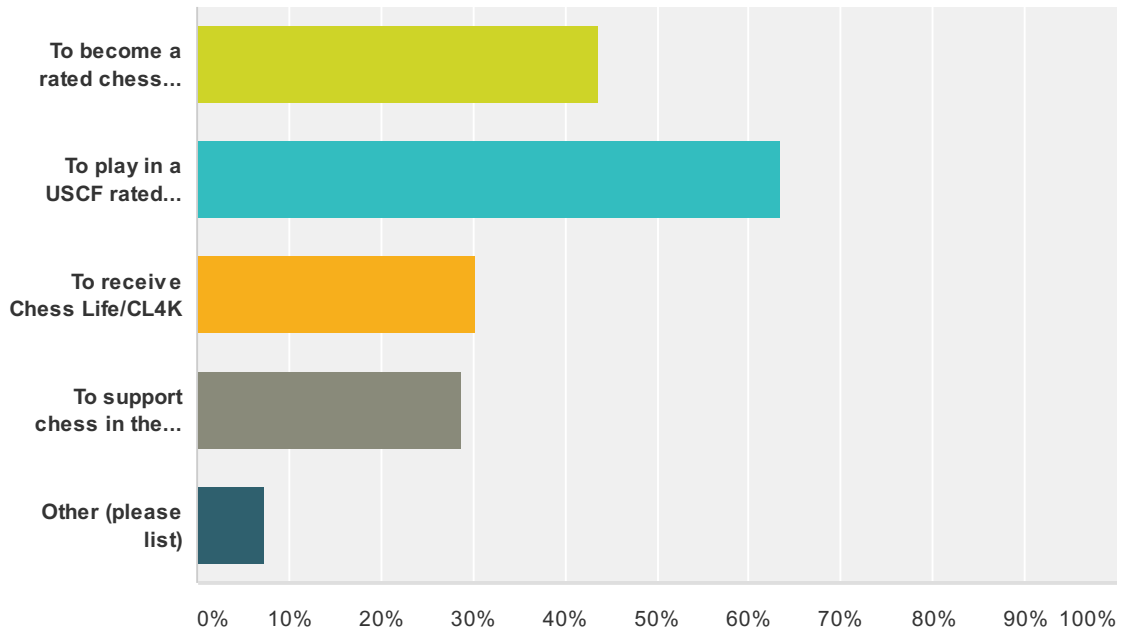
Answer Choices	Responses
Premium Adult	17.12% 158
Regular Adult	53.30% 492
Senior	6.07% 56
Premium Young Adult	0.76% 7
Regular Young Adult	3.47% 32
Premium Youth/Scholastic	1.52% 14
Regular Youth/Scholastic	10.51% 97
Life	0.00% 0
Benefactor	0.11% 1

USCF Services Feedback Survey

I don't remember	7.15%	66
Total		923

Q11 Why did you become a member of the USCF?

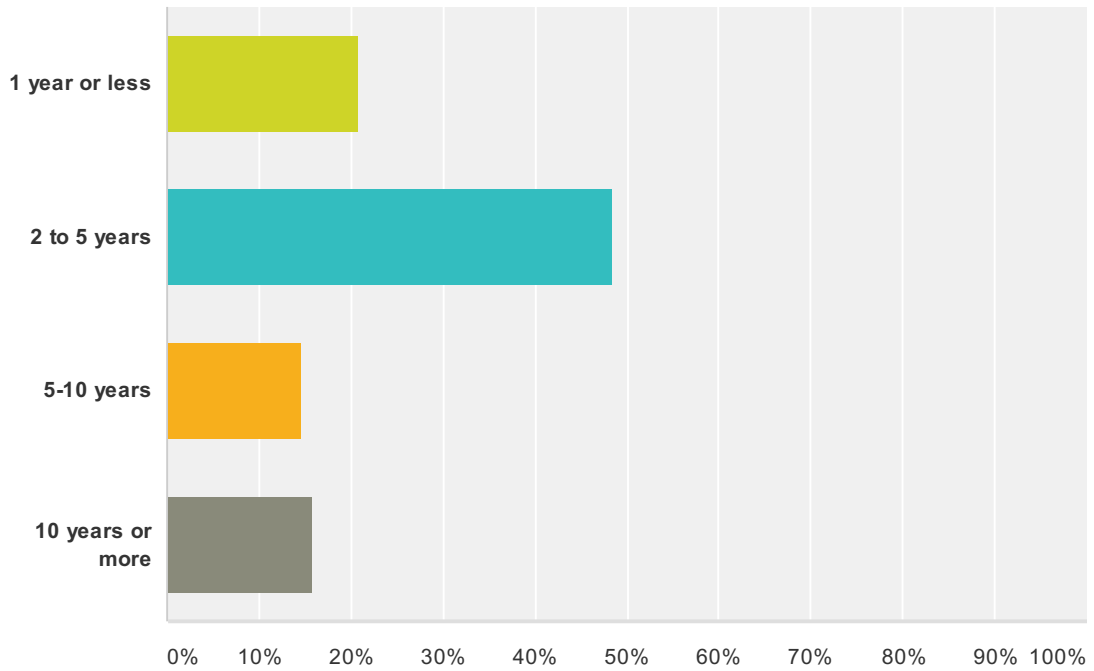
Answered: 979 Skipped: 3,060



Answer Choices	Responses
To become a rated chess player	43.72% 428
To play in a USCF rated event	63.53% 622
To receive Chess Life/CL4K	30.34% 297
To support chess in the United States	28.91% 283
Other (please list)	7.25% 71
Total Respondents: 979	

Q12 How long were you a member before you let your membership lapse?

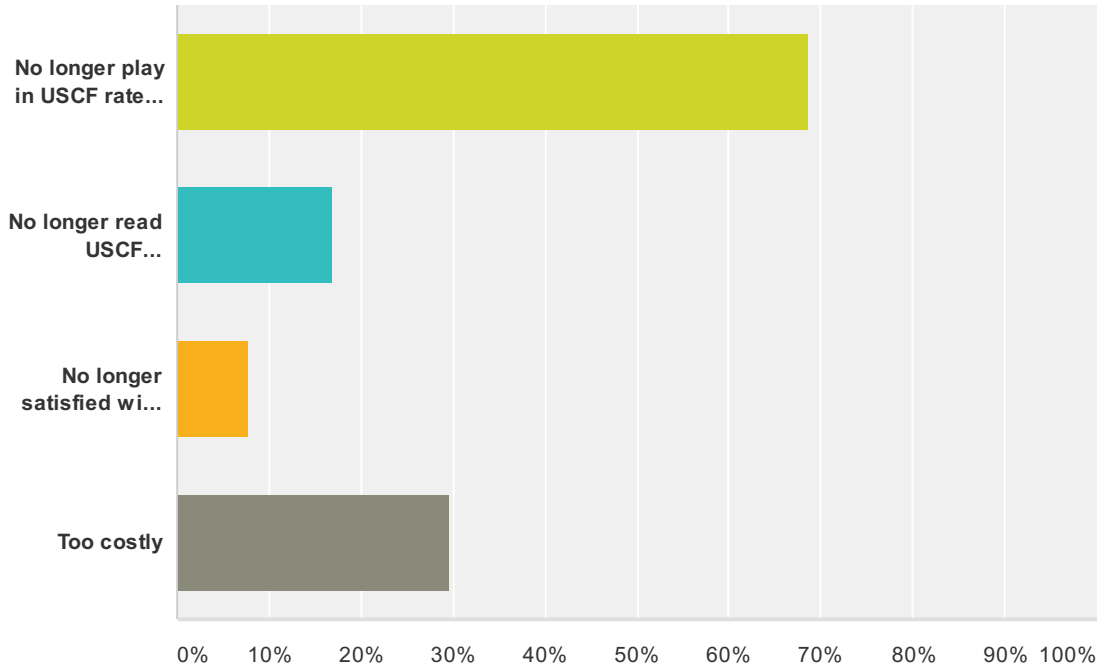
Answered: 959 Skipped: 3,080



Answer Choices	Responses
1 year or less	20.86% 200
2 to 5 years	48.49% 465
5-10 years	14.70% 141
10 years or more	15.95% 153
Total	959

Q13 Why did you let your USCF membership lapse?

Answered: 795 Skipped: 3,244



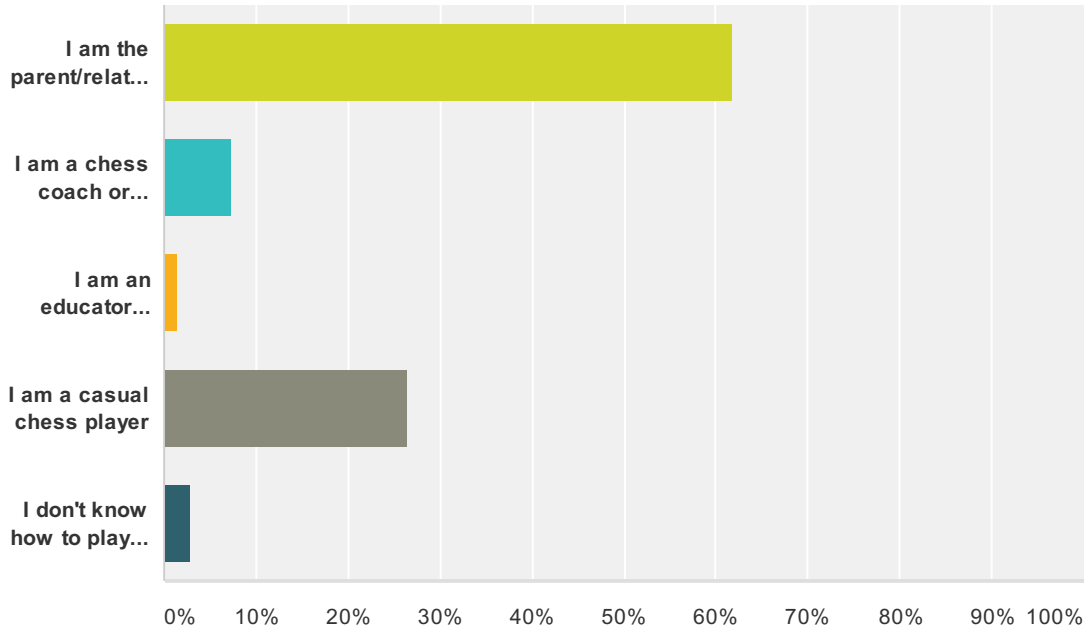
Answer Choices	Responses
No longer play in USCF rated tournaments or events	68.68% 546
No longer read USCF publications (Chess Life or CL4K)	16.86% 134
No longer satisfied with member services	7.80% 62
Too costly	29.69% 236
Total Respondents: 795	

Q14 How could the USCF have improved your membership experience?

Answered: 542 Skipped: 3,497

Q15 Which of the following best describes you?

Answered: 68 Skipped: 3,971



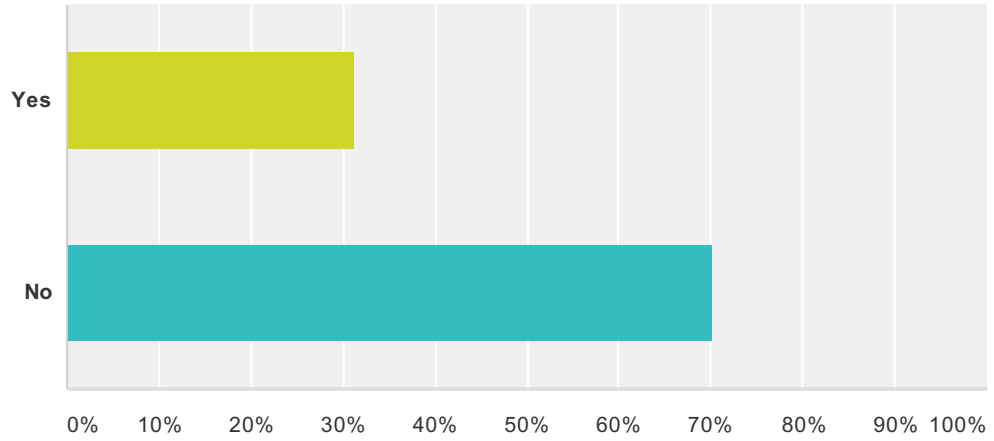
Answer Choices	Responses
I am the parent/relative of a chess player	61.76% 42
I am a chess coach or teacher	7.35% 5
I am an educator interested in using chess as an educational tool	1.47% 1
I am a casual chess player	26.47% 18
I don't know how to play chess but I would like to learn	2.94% 2
Total	68

Q16 How did you learn about the USCF?

Answered: 62 Skipped: 3,977

Q17 Are you interested in becoming a member of the USCF?

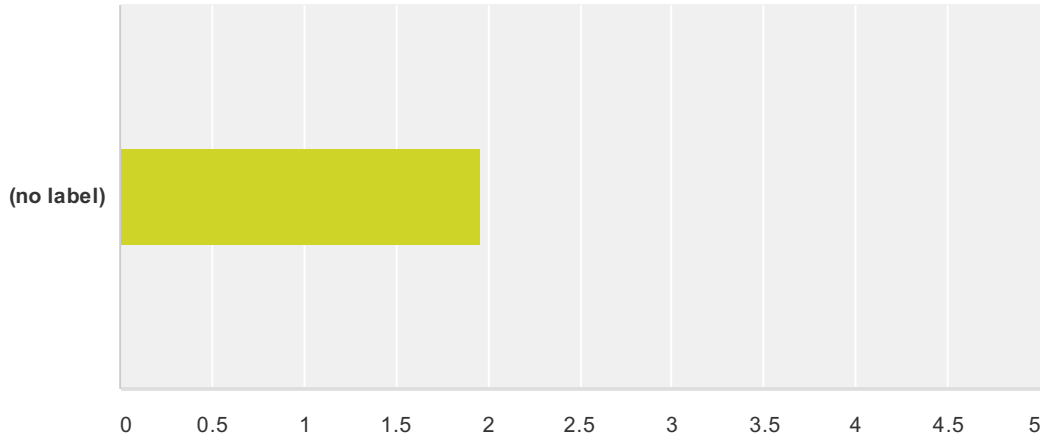
Answered: 67 Skipped: 3,972



Answer Choices	Responses	
Yes	31.34%	21
No	70.15%	47
Total Respondents: 67		

Q18 How would you rate your overall satisfaction with USCF?

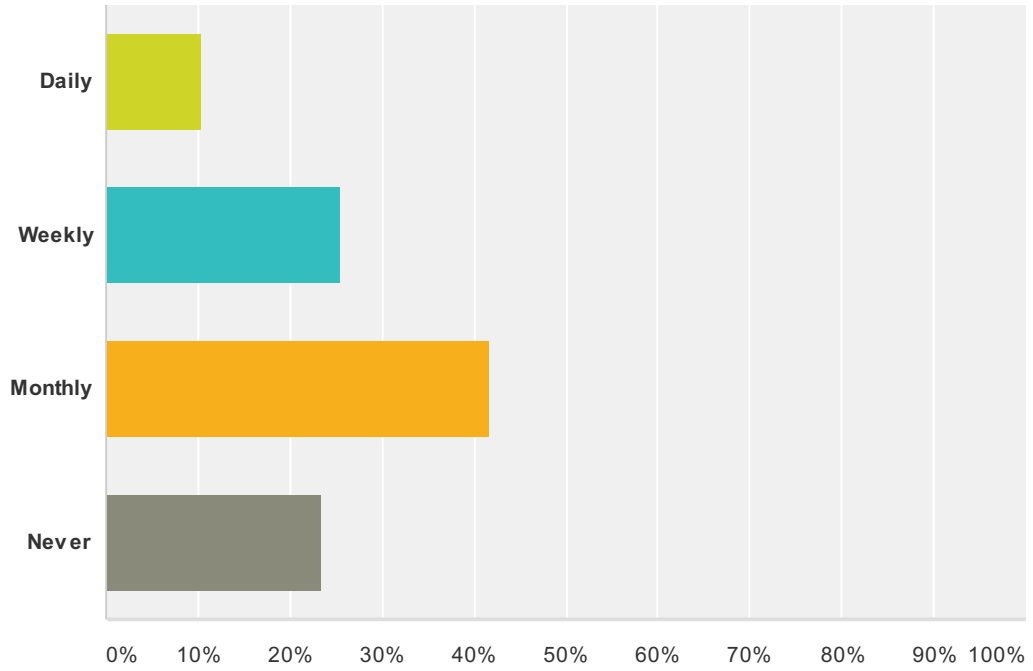
Answered: 3,326 Skipped: 713



	Excellent	Pretty Good	Fair	Poor	Total	Average Rating
(no label)	26.25% 873	53.91% 1,793	17.11% 569	2.74% 91	3,326	1.96

Q19 How often do you visit the USCF website?

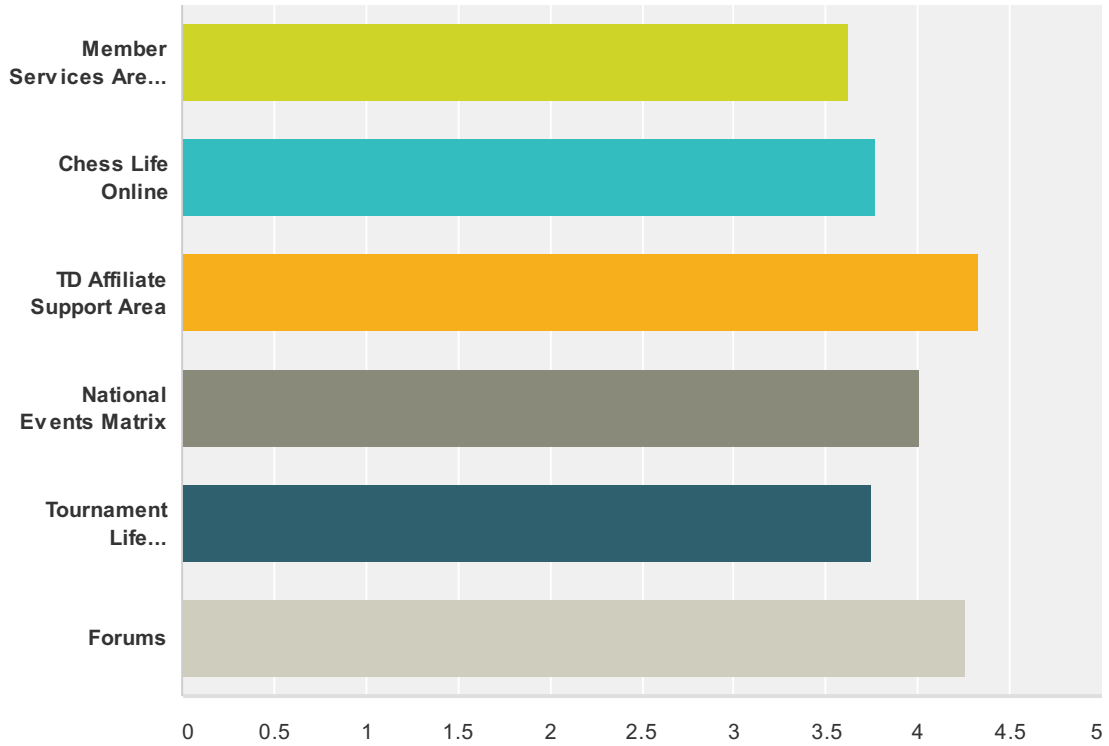
Answered: 2,975 Skipped: 1,064



Answer Choices	Responses
Daily	10.39% 309
Weekly	25.48% 758
Monthly	41.75% 1,242
Never	23.43% 697
Total Respondents: 2,975	

Q20 How often do you visit the following website pages?

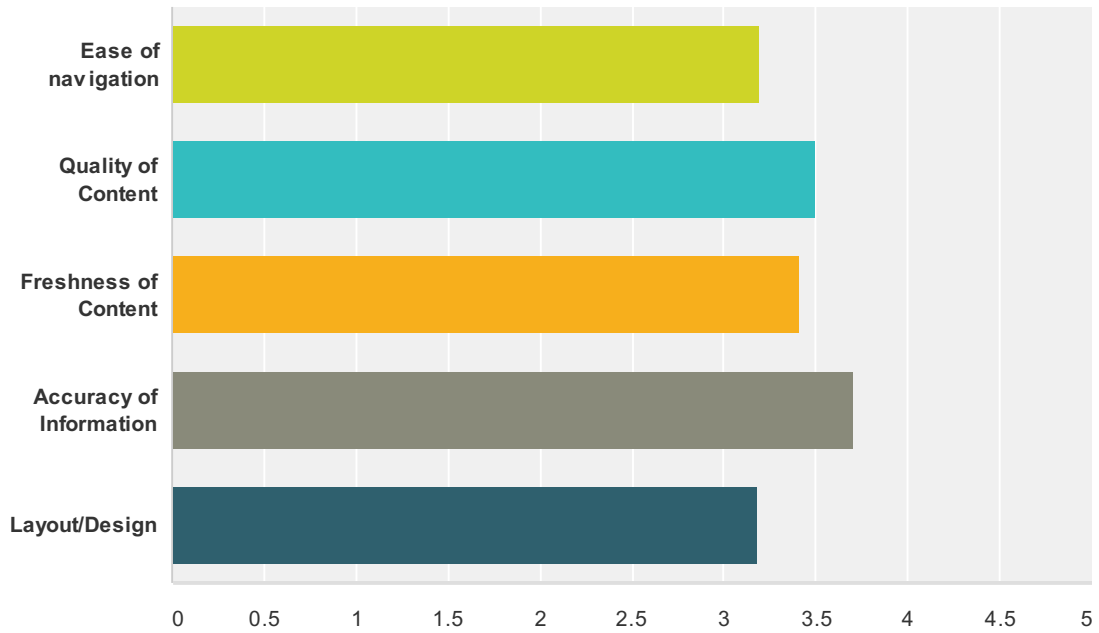
Answered: 3,292 Skipped: 747



	Most visited	Often visited	Occasionally visited	Rarely visited	Never visited	Total	Average Rating
Member Services Area (MSA)	10.13% 323	11.70% 373	20.26% 646	22.33% 712	35.57% 1,134	3,188	3.62
Chess Life Online	7.10% 228	10.24% 329	20.14% 647	23.69% 761	38.82% 1,247	3,212	3.77
TD Affiliate Support Area	3.27% 103	4.95% 156	10.66% 336	17.35% 547	63.77% 2,010	3,152	4.33
National Events Matrix	3.35% 106	8.18% 259	19.74% 625	21.57% 683	47.16% 1,493	3,166	4.01
Tournament Life Announcements (TLAs)	5.96% 191	12.76% 409	21.55% 691	19.90% 638	39.83% 1,277	3,206	3.75
Forums	2.75% 87	4.75% 150	12.92% 408	23.12% 730	56.46% 1,783	3,158	4.26

Q21 Please rate the following attributes of our website:

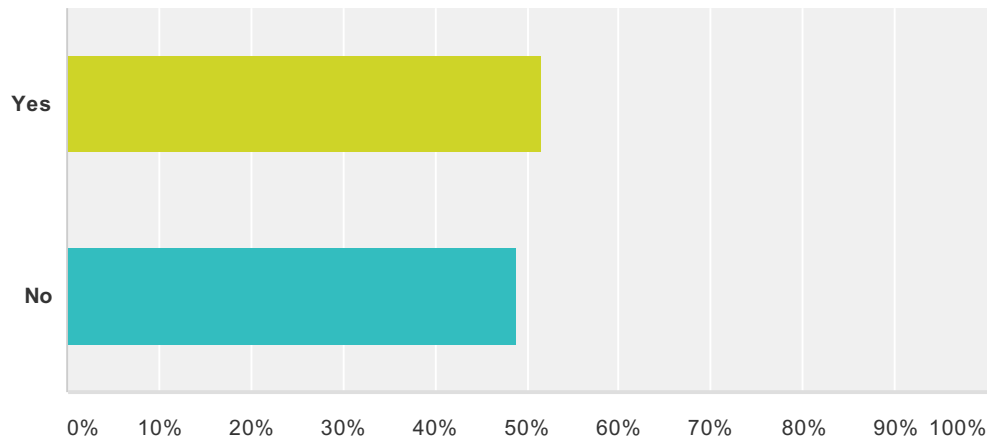
Answered: 2,766 Skipped: 1,273



	Well below average	Below average	Average	Above average	Well above average	Total	Average Rating
Ease of navigation	5.15% 142	11.61% 320	49.37% 1,361	26.80% 739	7.07% 195	2,757	3.19
Quality of Content	2.56% 70	5.56% 152	42.15% 1,152	38.68% 1,057	11.05% 302	2,733	3.50
Freshness of Content	2.80% 76	7.60% 206	45.89% 1,244	33.42% 906	10.29% 279	2,711	3.41
Accuracy of Information	2.18% 59	2.63% 71	34.67% 937	43.14% 1,166	17.39% 470	2,703	3.71
Layout/Design	6.23% 169	12.12% 329	47.38% 1,286	25.87% 702	8.40% 228	2,714	3.18

Q22 Do you play at a local chess club?

Answered: 3,300 Skipped: 739

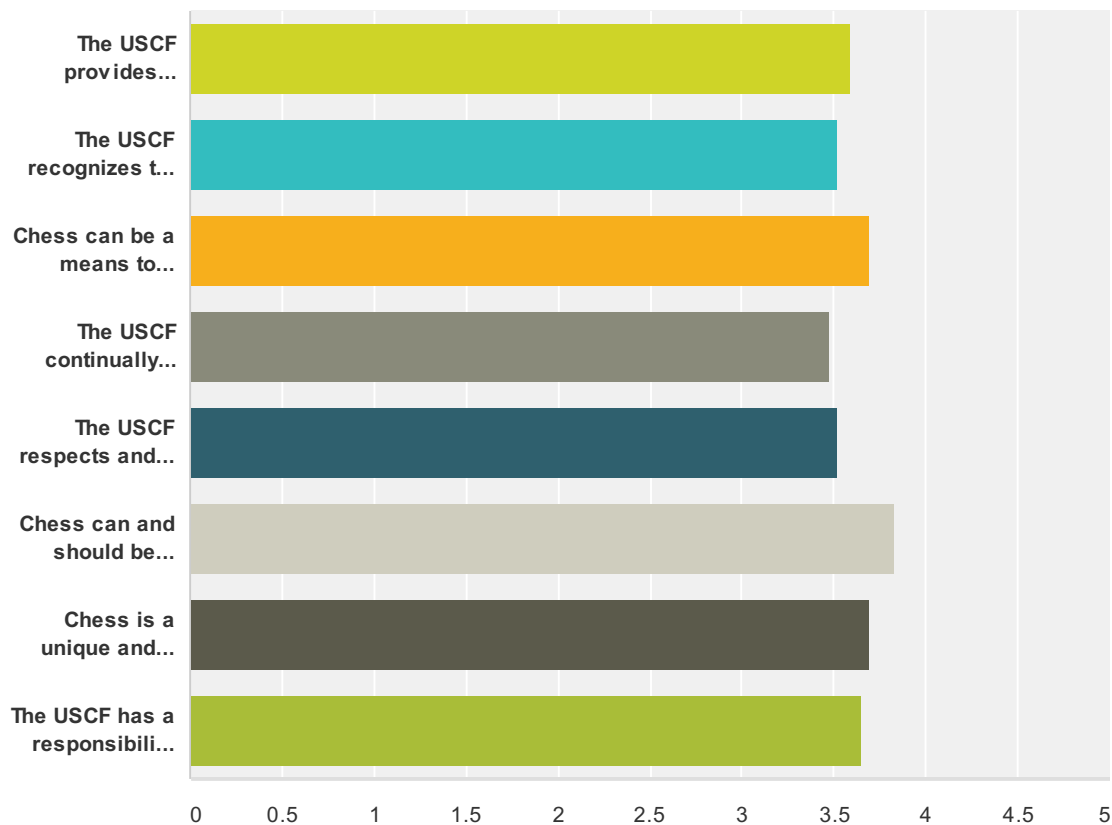


Answer Choices	Responses	
Yes	51.64%	1,704
No	48.76%	1,609
Total Respondents: 3,300		

USCF Services Feedback Survey

Q23 To what extent do you agree or disagree with the statements below?

Answered: 3,291 Skipped: 748



	Strongly Disagree	Disagree	Agree	Strongly Agree	Neither agree or disagree	Total	Average Rating
The USCF provides responsive, adaptive and proactive customer service.	3.34% 109	7.15% 233	44.05% 1,436	18.34% 598	27.12% 884	3,260	3.59
The USCF recognizes the value of excellence both in chess as an activity and the services we provide to our customers.	2.96% 96	5.17% 168	45.78% 1,487	29.06% 944	17.03% 553	3,248	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.	2.45% 80	1.81% 59	28.93% 945	57.18% 1,868	9.64% 315	3,267	3.70
The USCF continually informs and is informed by our members and customers.	3.47% 112	9.25% 299	44.43% 1,436	21.35% 690	21.50% 695	3,232	3.48
The USCF respects and maintains the relationships with its customers and stakeholders as well as the game of chess itself.	3.72% 120	6.50% 210	44.35% 1,432	25.18% 813	20.25% 654	3,229	3.52
Chess can and should be enjoyed by individuals regardless of social, economic or demographic classification.	2.75% 90	0.89% 29	18.11% 593	67.29% 2,203	10.97% 359	3,274	3.83
Chess is a unique and iconic game, and we must constantly celebrate that uniqueness and reflect it in our activities and services.	2.76% 90	2.67% 87	29.91% 974	51.97% 1,692	12.68% 413	3,256	3.69

USCF Services Feedback Survey

The USCF has a responsibility to extend the knowledge and appreciation for chess beyond active USCF members.	2.62% 85	4.16% 135	31.86% 1,033	48.33% 1,567	13.02% 422	3,242	3.65
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Q24 What can the USCF do to improve its services?

Answered: 1,234 Skipped: 2,805

USCF Services Feedback Survey

Q25 If you would like to be entered into a drawing to win a \$50 gift certificate to USCF sales, please enter your email address below.

Answered: 2,043 Skipped: 1,996

Answer Choices	Responses	
Email Address:	100.00%	2,043