

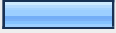

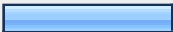
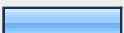


2009 Connection Reader Survey


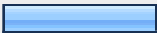
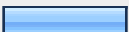
1. I'd like to be entered to win a gift certificate. Here is my mailing address for use only if I win. (Leave page blank and click on "Next" if you choose not to enter.)




		Response Percent	Response Count
Name:	<input type="text"/>	99.8%	466
Address:	<input type="text"/>	99.8%	466
Address 2:	<input type="text"/>	13.7%	64
City/Town:	<input type="text"/>	99.8%	466
State/Province:	<input type="text"/>	99.8%	466
ZIP/Postal Code:	<input type="text"/>	99.8%	466
		<i>answered question</i>	467
		<i>skipped question</i>	127




2. My relationship to National CASA is (check all that apply):





		Response Percent	Response Count
As a member of National CASA	<input type="checkbox"/>	29.3%	173
As a donor to National CASA	<input type="checkbox"/>	9.5%	56
As a volunteer advocate	<input checked="" type="checkbox"/>	63.1%	373
As a CASA/GAL staff member	<input type="checkbox"/>	31.8%	188
As a CASA/GAL board member	<input type="checkbox"/>	4.1%	24
As a judge or other professional working in child welfare (but not employed by a CASA program)	<input type="checkbox"/>	0.5%	3
		<i>answered question</i>	591
		<i>skipped question</i>	3

3. I have been involved with my CASA/GAL program:			
		Response Percent	Response Count
Less than 1 year		16.5%	98
1-2 years		29.3%	174
3-5 years		25.6%	152
6-10 years		17.7%	105
11+ years		10.1%	60
Not applicable		0.7%	4
		<i>answered question</i>	593
		<i>skipped question</i>	1

4. When I receive The Connection, I usually read:			
		Response Percent	Response Count
The entire magazine		58.2%	346
About half		23.2%	138
Just skim		18.5%	110
None/not applicable		0.0%	0
		<i>answered question</i>	594
		<i>skipped question</i>	0

5. I receive The Connection:			
		Response Percent	Response Count
I read The Connection online and do not receive hard copy.		10.4%	61
As a subscriber (member/donor/volunteer)		85.4%	502
From another person		4.3%	25
<i>answered question</i>			588
<i>skipped question</i>			6

6. After I read The Connection, I typically:			
		Response Percent	Response Count
Pass it on to someone else		17.7%	102
Keep it for future reference		52.4%	302
Recycle it		29.9%	172
<i>answered question</i>			576
<i>skipped question</i>			18

7. I would prefer to receive The Connection:			
		Response Percent	Response Count
Printed copy only		45.3%	269
As an emailed electronic newsletter		32.2%	191
Both		21.2%	126
Neither--Please remove me from the magazine mailing list.		1.3%	8
<i>answered question</i>			594
<i>skipped question</i>			0


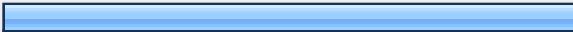
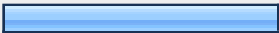

8. I currently receive The Connection by mail and would like to be removed from the subscription list.			
		Response Percent	Response Count
Name:	<input type="text"/>	100.0%	3
Address:	<input type="text"/>	100.0%	3
City/State/Zip:	<input type="text"/>	100.0%	3
		<i>answered question</i>	3
		<i>skipped question</i>	591

9. Reason (check all that apply):			
		Response Percent	Response Count
I am not interested in the subject matter.		0.0%	0
While the subject matter interests me, I don't find value in the articles.	<input type="checkbox"/>	33.3%	1
I am no longer a CASA/GAL volunteer.	<input type="checkbox"/>	33.3%	1
I would rather National CASA saved its resources for other uses.	<input type="checkbox"/>	33.3%	1
Other (please specify)		0.0%	0
		<i>answered question</i>	3
		<i>skipped question</i>	591





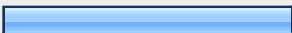
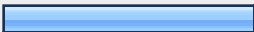
10. Rate the following qualities of the magazine.

	Not at All Effective	Slightly Effective	Effective	Very Effective	Extremely Effective	Rating Average	Response Count
User-friendliness of the design, layout and use of photos	0.5% (3)	1.8% (10)	35.1% (196)	48.7% (272)	13.8% (77)	3.73	558
Clarity of the writing	0.4% (2)	2.0% (11)	30.3% (168)	49.1% (272)	18.2% (101)	3.83	554
Helping me in my role as a child advocate (if applicable)	0.2% (1)	7.3% (37)	35.0% (178)	38.3% (195)	19.3% (98)	3.69	509
Helping me feel more connected to a national cause	1.3% (7)	5.0% (28)	27.7% (154)	40.3% (224)	25.7% (143)	3.84	556
Making me better informed about child welfare issues	0.7% (4)	4.7% (26)	29.0% (159)	42.3% (232)	23.3% (128)	3.83	549
Please enter any comments or clarifications regarding question #1 here							40
<i>answered question</i>							561
<i>skipped question</i>							33

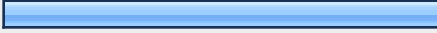
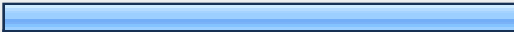
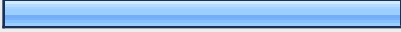
11. I find value in the following regular features of The Connection related to resources and tips for child advocates (check all that apply):

		Response Percent	Response Count
In-depth " cover story " on a topic affecting foster youth, with resources for more information (for example, permanency, children with disabilities, older youth in care)		85.6%	465
Top Tips for Volunteers (practical tips for advocates and others who interact with youth on topics such as maintaining balance and keeping youth connected to their culture)		87.8%	477
Book Club /reviews of books with child welfare theme		42.0%	228
Reviews of films/DVDs with child welfare theme		32.6%	177
		<i>answered question</i>	543
		<i>skipped question</i>	51

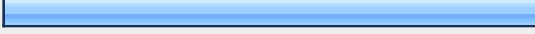
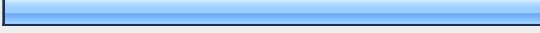
12. I find value in the following regular features of The Connection related to viewpoints and profiles of individuals (check all that apply):

		Response Percent	Response Count
Volunteer Voice (essays by volunteers)		79.9%	432
Message from the CEO/President		38.8%	210
Guest editorials on theme topic from experts in the field		79.9%	432
Editorials from current and former foster youth		78.4%	424
Closing Words from Judge Hatchett		44.4%	240
Profiles of child welfare leaders		38.6%	209
		<i>answered question</i>	541
		<i>skipped question</i>	53




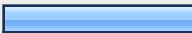

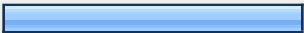
13. I find value in the following regular features of The Connection related to news from National CASA and local CASA programs (check all that apply):

		Response Percent	Response Count
Field Notes (one-paragraph stories from local CASA/GAL programs including events, fundraising/volunteer recruitment successes, awards and press mentions)		67.1%	344
Program Spotlight (full-page article featuring a special project or success of a local CASA program)		78.9%	405
Association News (National CASA announcements and reports on events, new projects, etc.)		61.2%	314
	<i>answered question</i>		513
	<i>skipped question</i>		81

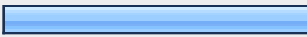
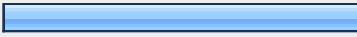
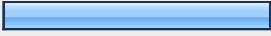

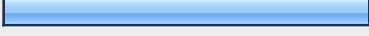

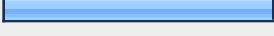
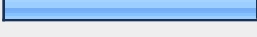

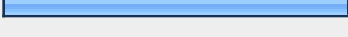
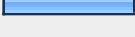
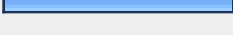
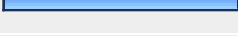

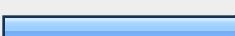
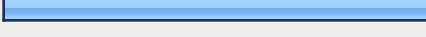
14. I find value in the web-based resources referred to in The Connection (check all that apply):

		Response Percent	Response Count
Links to additional information available on National CASA's websites		82.1%	357
Links to additional information available from other child-welfare-related sites		83.0%	361
	<i>answered question</i>		435
	<i>skipped question</i>		159

15. I find value in the following other regular features of The Connection (check all that apply):

		Response Percent	Response Count
Child Welfare News (brief items with news and links to more information)		81.9%	422
Resources for Foster Youth (subjects of interest to foster youth themselves, e.g. college financing, summer camp)		73.4%	378
Connection Sightings (photos of readers in unusual locations with quotes about their involvement in volunteer advocacy)		38.4%	198
ShopCASA ads		28.9%	149
Ads from National CASA's corporate partners		16.7%	86
National conference information		46.0%	237
		answered question	515
		skipped question	79

16. The following issues related to children and youth in foster care are of most interest to me (please choose up to 5):

		Response Percent	Response Count
Adoption		46.6%	250
Child Resilience		54.7%	294
Domestic Violence		41.0%	220
Education		44.7%	240
Family Preservation/Reunification		56.1%	301
Immigration		11.0%	59
Juvenile Justice		41.3%	222
Kinship Care		38.7%	208
LGBT Issues		8.2%	44
Mental Health		53.1%	285
Physical Health		19.9%	107
Poverty		35.0%	188
Public Policy/Legislation		35.8%	192
Racism/Overrepresentation of Youth of Color		20.9%	112
Substance Abuse		35.4%	190
Youth Aging Out of Foster Care		65.4%	351
		<i>answered question</i>	537
		<i>skipped question</i>	57

Summary of Open-Ended Questions

17. Other topics I would like to see covered are:

Tips for CASA advocates (includes case examples, advocate to advocate and self care)	13
Older youth/teen issues/aging out	12
System issues and collaboration (child welfare/court)	10
Funding resources	6
Substance abuse	6
Diversity/Cultural issues	5
Legislative action/public policy	5
Educational advocacy	5
Tribal Issues/Native children	4
Child development	4
Medicated children	3
Recruitment and retention	3

18. I would like to see the following regular feature(s) added to The Connection:

Program and or state spotlight / program success story	8
Stories from CASA advocates	7
Youth editorials/articles	7
Training opportunities, continuing ed (includes online)	7
Tips for CASA advocates	5





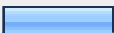

19. What I like most about The Connection is:

Keeping up to date and or connected with CASA	26
Informative articles	23
All of it/Don't change anything	14
Stories from personal "real" perspectives	11
Scope of topics	11
Resources for volunteers	11
Contribution from youth	10
Length/readability	8
Hard/paper copy	5
Layout /look	5
Inspirational	5

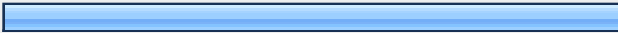

20. What I like least about The Connection is:

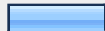
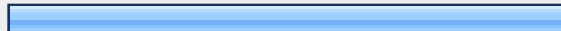
Too short	7
Covers	5
Layout	5
Frequency - not enough	5
Lack of regional/rural info	4
Having in hardcopy/print format	3
Not enough resource content	2







21. I would like to see the following changes made to The Connection (check all that apply):

		Response Percent	Response Count
None		43.3%	202
More factual content related to volunteer advocacy/foster youth		41.3%	193
More light, human interest content		17.8%	83
Less content altogether		1.3%	6
More frequent publication		16.7%	78
Less frequent publication		1.7%	8
Other (please specify)			16
		answered question	467
		skipped question	127

22. For demographic purposes of the survey, I am willing to answer a few questions about myself. I understand that my answers will remain confidential and not be linked to my identity.

		Response Percent	Response Count
Yes		95.2%	512
No		4.8%	26
		answered question	538
		skipped question	56

23. I am:			
		Response Percent	Response Count
Male		14.5%	74
Female		85.5%	437
		<i>answered question</i>	511
		<i>skipped question</i>	83

24. I classify my ethnicity as follows:			
		Response Percent	Response Count
Black or African-American		6.5%	33
Arab American		0.0%	0
Asian American		0.4%	2
Caucasian		87.2%	441
Hispanic/Latino		3.0%	15
Multiracial		1.6%	8
American Indian/Alaska Native		1.4%	7
Pacific Islander		0.0%	0
		Other (please specify)	8
		<i>answered question</i>	506
		<i>skipped question</i>	88

25. My interest in child-welfare issues is most influenced by my current or previous experience as (check one):			
		Response Percent	Response Count
A parent		24.0%	121
A foster parent		3.2%	16
A child-welfare professional		29.8%	150
A member of the legal community		3.6%	18
A concerned citizen		39.5%	199
		<i>answered question</i>	504
		<i>skipped question</i>	90

26. I fall into the following age range:			
		Response Percent	Response Count
Under 20		0.0%	0
20-30		7.8%	40
31-40		13.3%	68
41-50		23.3%	119
51-60		29.9%	153
60+		25.6%	131
		<i>answered question</i>	511
		<i>skipped question</i>	83