



C. G. Jung Foundation

Survey of Members & Public Summary Report

June 2011

Overview & methodology

Objectives

- Identify interests and preferences for event content and formats
 - Assess event and membership fee pricing
 - Identify Priority Action items for enhancing member satisfaction
- Online survey March 25, 2011 – April 15, 2011 (reminders: April 4,13)

Response rates and margin of error:

- Overall response rate: 33.7%

Responses	Sample	Error
Total responses	165	+/- 7.8%
Members	50	+/- 14.1%
Lapsed members	63	+/- 12.6%
Participants	29	+/- 18.6%
Interested	23	+/- 20.9

Note: "Participants" actively participate in events but have never been members; "Interested" have never attended an event but may attend in the future

Finding out about the CG Jung Foundation

How did you first find out about the CG Jung Foundation of Ontario?

	All	Members	Lapsed Membrs	Partici-pants	Interested
n	165	50	63	29	23
From friends or colleagues	32%	37%	38%	24%	13%
Through an analyst	14%	18%	17%	7%	4%
Casual web surfing	13%	3%	13%	7%	43%
CG Jung Society (UofT)	11%	7%	2%	38%	9%
Write-up/interview referring to Foundation	4%	8%	0%	3%	0%
Link from another web site	2%	2%	0%	0%	9%
Other	25%	25%	30%	21%	22%

What attracts you to the Foundation and its events?

	All
A presiding interest in CG Jung	82%
Intellectual stimulation/challenge	79%
Interest in psychology	76%
Spirituality/nurture for the soul	70%
Learning	67%
Companionship with like-minded people	57%
Learning the basics of Jungian psychology	48%
Curiosity	39%
Good friends are members/participants	17%
Entertainment	16%
Other (please specify):	12%

Membership

How long have you been/were you a member?	Members	Lapsed Members
1 - 2 years	38%	55%
3 - 5 years	20%	28%
6 - 9 years	15%	6%
10+ years	27%	11%

Why are you no longer a member?	Lapsed Members
Don't attend enough events for discounts to make sense	29%
Other demands on my time	21%
The price is too high	11%
I don't feel there are any real advantages to being a member	4%
Not enough interest	2%
Other (please specify):	33%

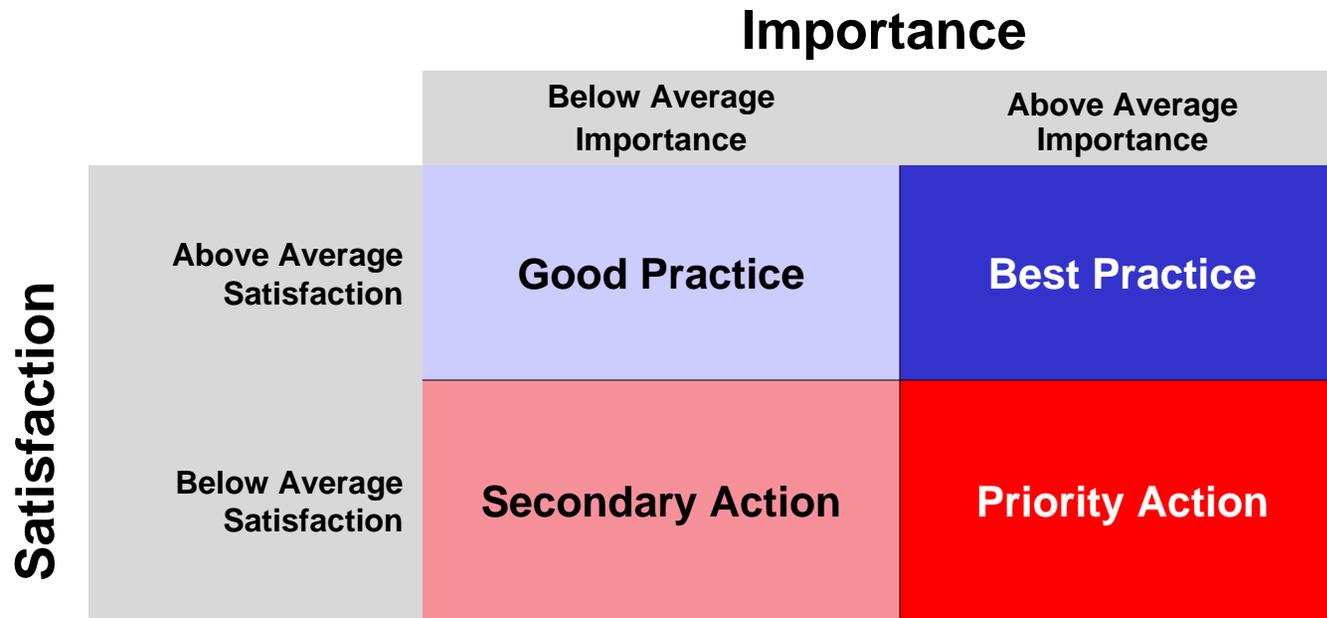
Overall ratings of Foundation

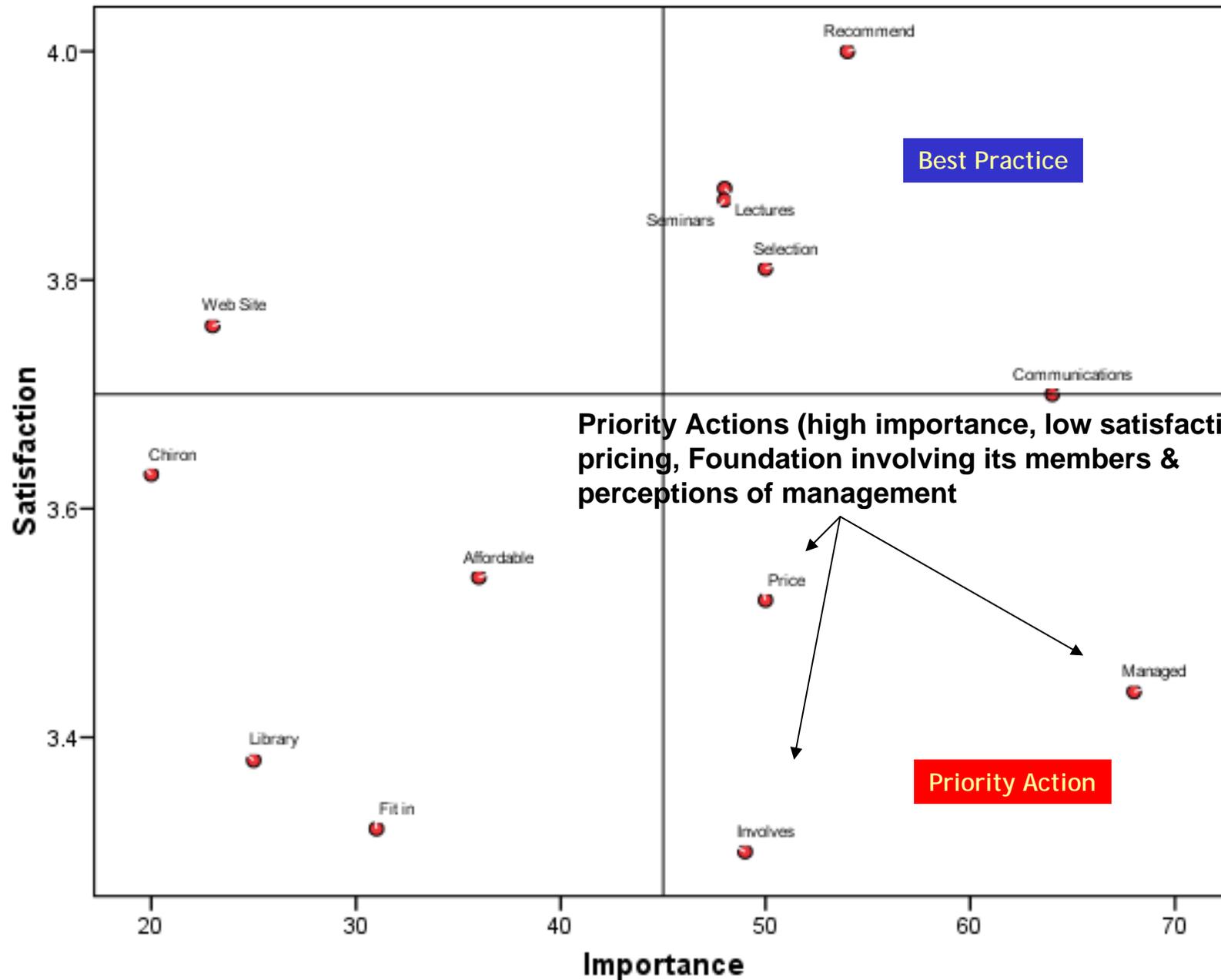
- About 70% of members, lapsed members and participants agree that overall the foundation is excellent

“Overall, the CG Jung Foundation is excellent.”	All	Members	Lapsed Membrs	Partici-pants	Interested
n	165	50	63	29	23
1. Strongly disagree	1%	0%	0%	0%	4%
2. Disagree	5%	8%	6%	0%	0%
3. Neutral	26%	22%	25%	28%	39%
4. Agree	47%	38%	49%	59%	48%
5. Strongly agree	22%	32%	21%	14%	9%
All agree (4 + 5)	69%	70%	70%	72%	57%
All disagree (1 + 2)	6%	8%	6%	0%	4%

Best Practices and Priority Actions

- By plotting satisfaction against the importance of attributes you can assess what you're doing best and what needs attention





Foundation approval ratings*

- Good news: Overall, program content and selection are very important and highly rated
- Lapsed members and participants give higher ratings than members

Attributes of Foundation	All	Members	Lapsed Membrs	Partici-pants	Interested
Would highly recommend the Foundation	76%	65%	77%	83%	57%
Quality of the lectures is excellent.	72%	55%	85%	66%	30%
Workshops/seminars are very stimulating.	72%	55%	79%	62%	35%
Selection of courses and program events	71%	80%	70%	76%	57%
Foundation web site is very helpful.	62%	38%	58%	62%	61%
Frequency of communications with me.	62%	73%	66%	62%	22%

*Approval ratings are the total of all those who 'agree' and 'strongly agree' with statement

 Best Practice
  Good, but not as important

Foundation approval ratings (continued)

- Not so good news: Price/value, perceptions of management and involvement are important to members but have low satisfaction
- Members: no problem with price and involvement
- Non-members: low involvement; price more of an issue

Attributes of Foundation	All	Members	Lapsed Membrs	Partici-pants	Interested
Pubic events/programs are very affordable.	61%	80%	57%	62%	35%
Enjoy reading Chiron	56%	83%	70%	48%	39%
Price/value of the public program events	53%	75%	60%	48%	26%
Foundation is very well managed.	41%	35%	43%	38%	26%
I feel like I really fit in.	39%	60%	30%	31%	26%
Library in an excellent resource for me.	36%	45%	36%	31%	35%
Foundation really involves its members	35%	73%	34%	38%	30%

*Approval ratings are the total of all those who 'agree' and 'strongly agree'

 Priority Action  Secondary Action

Membership fees

“Our membership fees are used to help promote understanding of the ideas of CG Jung as well as provide member benefits (discounts, library resources, free access to certain social events) With this in mind, is there a price at which membership would make sense to you?”

- Apart from members, the majority of respondents prefer annual membership fees to be \$50 or less.

Membership fee options	All	Members	Lapsed Membrs	Partici-pants	Interested
\$75 annual fee OK if more events I liked	38%	53%	32%	28%	26%
\$50 per year	21%	22%	21%	28%	9%
\$40 per year	15%	7%	19%	14%	30%
\$30 per year	12%	10%	11%	7%	22%
Under \$30 per year	8%	3%	8%	21%	9%
I wouldn't pay any membership fee	6%	5%	9%	3%	4%

Event fees

“As a non-profit organization, the pricing for our events is driven by a need to cover costs while providing good value to our members at fair prices. Considering the events below, please indicate the price levels which you feel are fair and still affordable for events, topics or teachers that are of interest to you”

- People are generally willing to pay more (\$20) for special lectures
- \$15 is the most selected price for lectures at 223
- Participants and “Interested” are most price sensitive

Event	(Note: PWC = Pay what I can)	Members				Lapsed members			
		PWC	\$10	\$15	\$20	PWC	\$10	\$15	\$20
223 lecture (2hrs)		8%	15%	48%	28%	8%	15%	45%	32%
Special lecture		5%	2%	22%	72%	2%	6%	9%	83%
Evening film + discussion		5%	13%	52%	30%	9%	28%	28%	34%
Evening/morning seminar (2 hrs)		5%	8%	32%	55%	4%	4%	34%	58%
		Participants				Interested			
223 lecture (2hrs)		10%	34%	34%	21%	17%	43%	26%	13%
Special lecture		7%	10%	28%	55%	9%	17%	17%	57%
Evening film + discussion		28%	31%	24%	17%	30%	35%	30%	4%
Evening/morning seminar (2 hrs)		14%	31%	28%	28%	13%	30%	22%	35%

Half day and weekend seminars

- Affordability is an issue for longer seminars and workshops
- Participants and “Interested” are the most price sensitive

All-morning or all-afternoon seminar/ workshop at 223 St Clair (4 hours)	All	Members	Lapsed Membrs	Partici- pants	Interested
Can't afford anything more than \$50	46%	28%	42%	69%	74%
\$60	32%	40%	38%	17%	13%
\$80	17%	23%	21%	3%	9%
\$100	5%	8%	0%	10%	4%
Two-day weekend seminar/workshop at 223 St Clair (10 - 12 hours)					
Can't afford anything more than \$100	37%	20%	40%	55%	52%
\$100	11%	17%	9%	10%	0%
\$140	22%	20%	26%	21%	22%
\$160	20%	27%	21%	7%	17%

Method of payment and paying online

- About 50% report they pay at the event
- 68% indicated that they would pay online with a credit card or PayPal

Preferred method for paying for public program events	All	Members	Lapsed Membrs	Partici-pants	Interested
In advance with a credit card	32%	47%	25%	24%	17%
Pay at the event with cash	28%	20%	32%	52%	13%
Pay at the event with a credit card	19%	20%	30%	14%	0%
I haven't attended any paid events yet	11%	3%	0%	3%	65%
In advance by cheque	5%	7%	9%	0%	0%
Pay at the event by cheque	4%	3%	4%	7%	4%
Pay online with card or PayPal vs. current preferred payment method?					
Yes I'd pay online with a credit card	38%	45%	34%	31%	39%
Yes I'd pay online with a credit card or PayPal	21%	23%	17%	17%	30%
Yes I'd pay online with PayPal	9%	5%	8%	17%	13%
No I wouldn't pay online*	32%	27%	42%	34%	17%

***A further 42% of those who said 'no' to online payment said they would pay online if there was an incentive**

Preferred formats

“Please rate your preferences for event formats”

- The top event format preferences are traditional lectures and presentations with group discussions.

Event formats	All	Members	Lapsed Membrs	Partici-pants	Interested
Traditional lectures	78%*	72%	83%	83%	78%
Presentations followed by group discussions	76%	77%	72%	76%	83%
Participatory workshops	67%	73%	64%	62%	65%
Panel discussions	55%	57%	43%	62%	70%
Special social gatherings (parties, etc.)	21%	23%	13%	28%	26%
Weekend retreats	31%	45%	25%	21%	22%
Cultural tours	31%	33%	25%	34%	35%
Small frequent casual gatherings	33%	33%	25%	34%	48%

*Percentages are the total of all those who ‘preferred’ or ‘highly preferred’ the format ’

Participation frequency

“Please indicate the number and kinds of Foundation events/resources you participate in or would consider during an average year”

- Most respondents (would) attend a lecture; 59% would attend 3+ times per year
- Close to 90% read Chiron; 55% read it 3 or more times per year
- Over 60% report they participate or would consider 1-2 seminars or workshops

Events and resources	Never	1 - 2/year	3 - 4/year	5+/year	3+/year
Lectures	5%	36%	32%	28%	59%
Chiron, the online Foundation newsletter	12%	33%	28%	27%	55%
The library (research, check out books/DVD's)	32%	39%	12%	18%	30%
Browse/purchase books in the bookstore	25%	52%	10%	13%	23%
Seminars	10%	61%	21%	9%	30%
Workshops	14%	62%	15%	8%	24%
Social gatherings (Meet & Greet, parties)	42%	49%	5%	3%	8%

Topics of interest

- The top topics are dreams, Jungian topics, myths, applying Jung's ideas to current day topics and fairy tales.
- Jungian: alchemy (17), all Jung topics (16), synchronicity (15), others (< 5 votes)

Topics	All	Members	Lapsed Membrs	Partici-pants	Interested
Dreams	94%	95%	94%	93%	91%
Jungian topics	92%	90%	94%	93%	91%
Myths	91%	93%	85%	97%	91%
Applying Jung's ideas to current day topics	88%	87%	85%	97%	91%
Fairy Tales	83%	82%	81%	90%	83%
Jung's Red Book	79%	75%	83%	76%	87%
Film	76%	82%	72%	69%	78%
Courses on the basics of Jungian psychology	75%	70%	72%	86%	83%
Events with cultural content (fine art, etc	74%	68%	75%	83%	74%
Creative expressions (hands-on workshops)	70%	68%	68%	79%	70%
Religion	67%	70%	58%	72%	74%
Events that involve the body (dance, yoga)	64%	65%	58%	69%	65%

Interest in volunteering

- 32% say they are interested in volunteering
- Most would put in 1-5 hours per month
- The most interest is in event preparation, communications and strategic planning

Interested in volunteering?	All	Members	Lapsed Membrs	Partici-pants	Interested
Yes	32%	43%	15%	34%	39%

Areas of interest for volunteering	1-5 hours per month	5-10 hours per month	10+ hours per month	None
Event preparation	43%	6%	4%	47%
Member communications	42%	6%	6%	47%
Strategic planning	40%	6%	8%	47%
Mailings	25%	11%	2%	62%
Food and beverage prep	21%	6%	2%	72%
Fund raising	11%	2%	6%	81%