



MEMBERSHIP SURVEY RESULTS

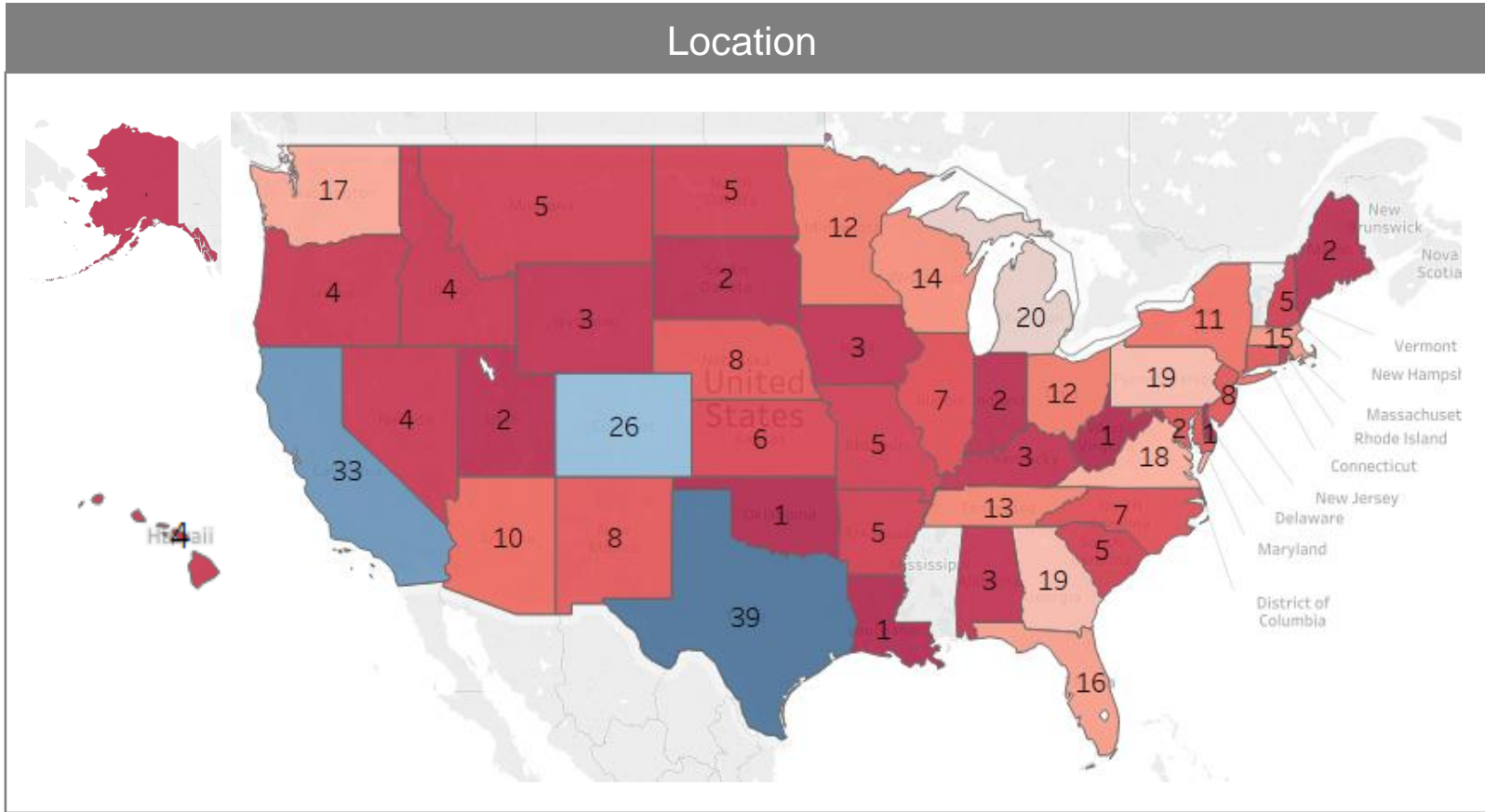
Demographics



In Field
Jan 31
 -
Feb 9

Distribution
USAS
 Membership

Completed
 Responses
652



YEARS INVOLVED

<1 Year	11%
1-2 Years	16%
3-5 Years	29%
6-10 Years	16%
11+ Years	28%

Military Status

Non-Military (Citizen)	74%
Retired Military	16%
Prefer not to specify	8%
Active Military	1%

AGE

<15	3.24%
16-18	8.64%
19-22	3.02%
23-29	2.59%
30-39	4.32%
40-49	13.39%
50+	58.75%
Prefer not to specify	6.05%

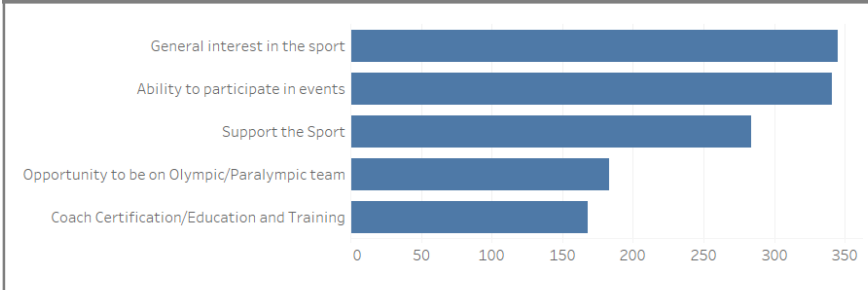


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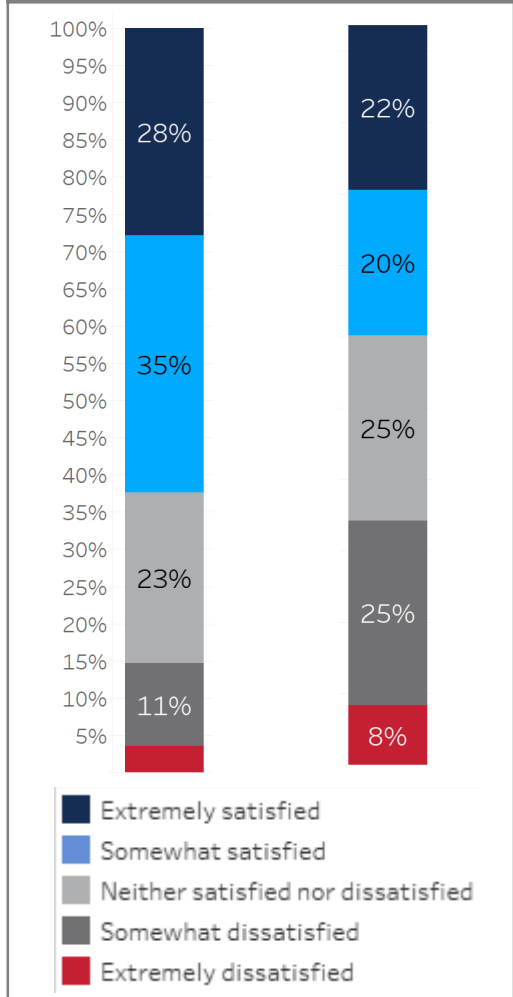
Demographics & Value of Membership



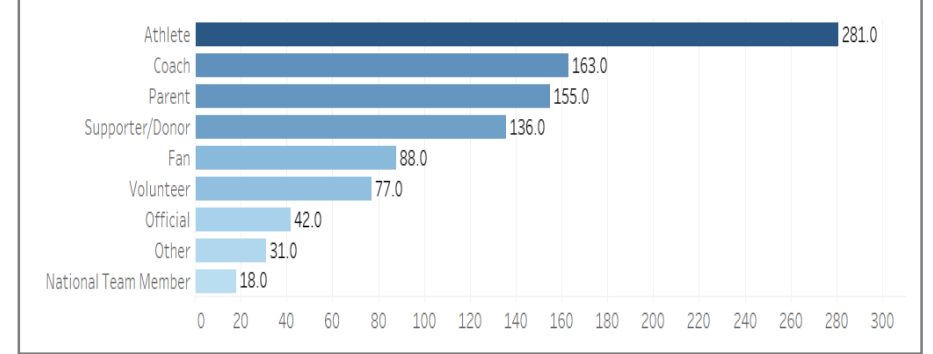
MOTIVATION TO JOIN



SATISFACTION | VALUE

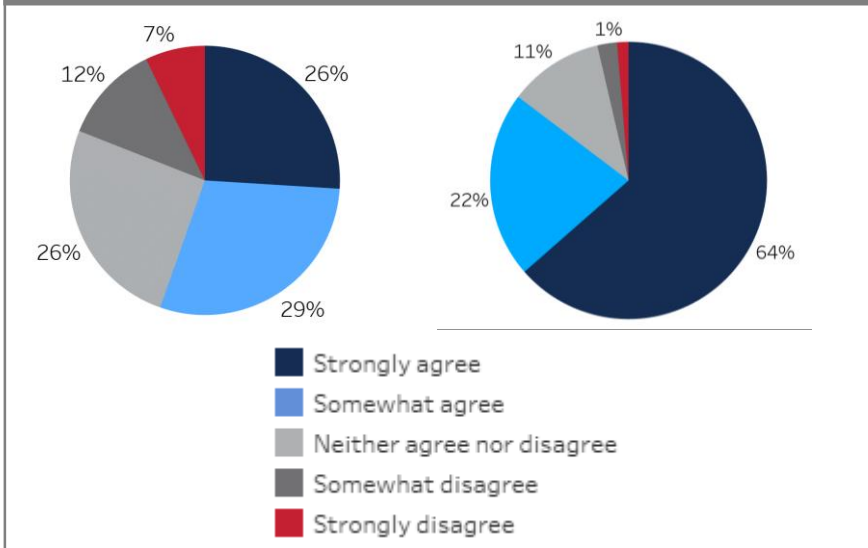


AFFILIATION

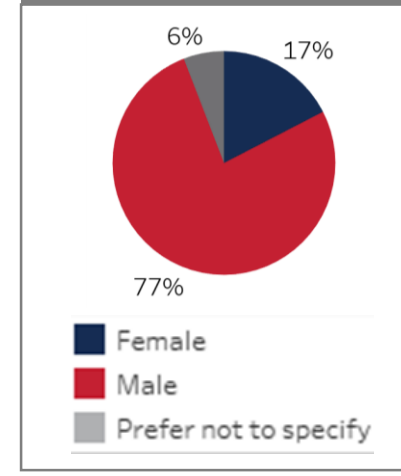


BELONGING

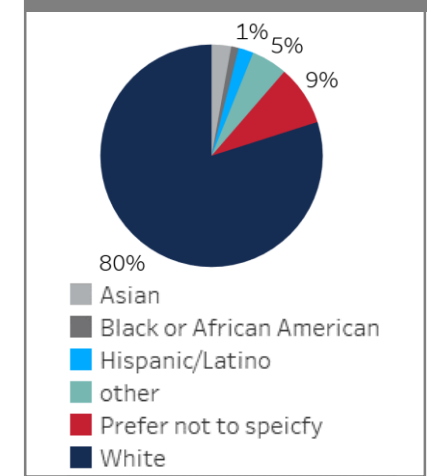
MEMBER RENEWAL



GENDER



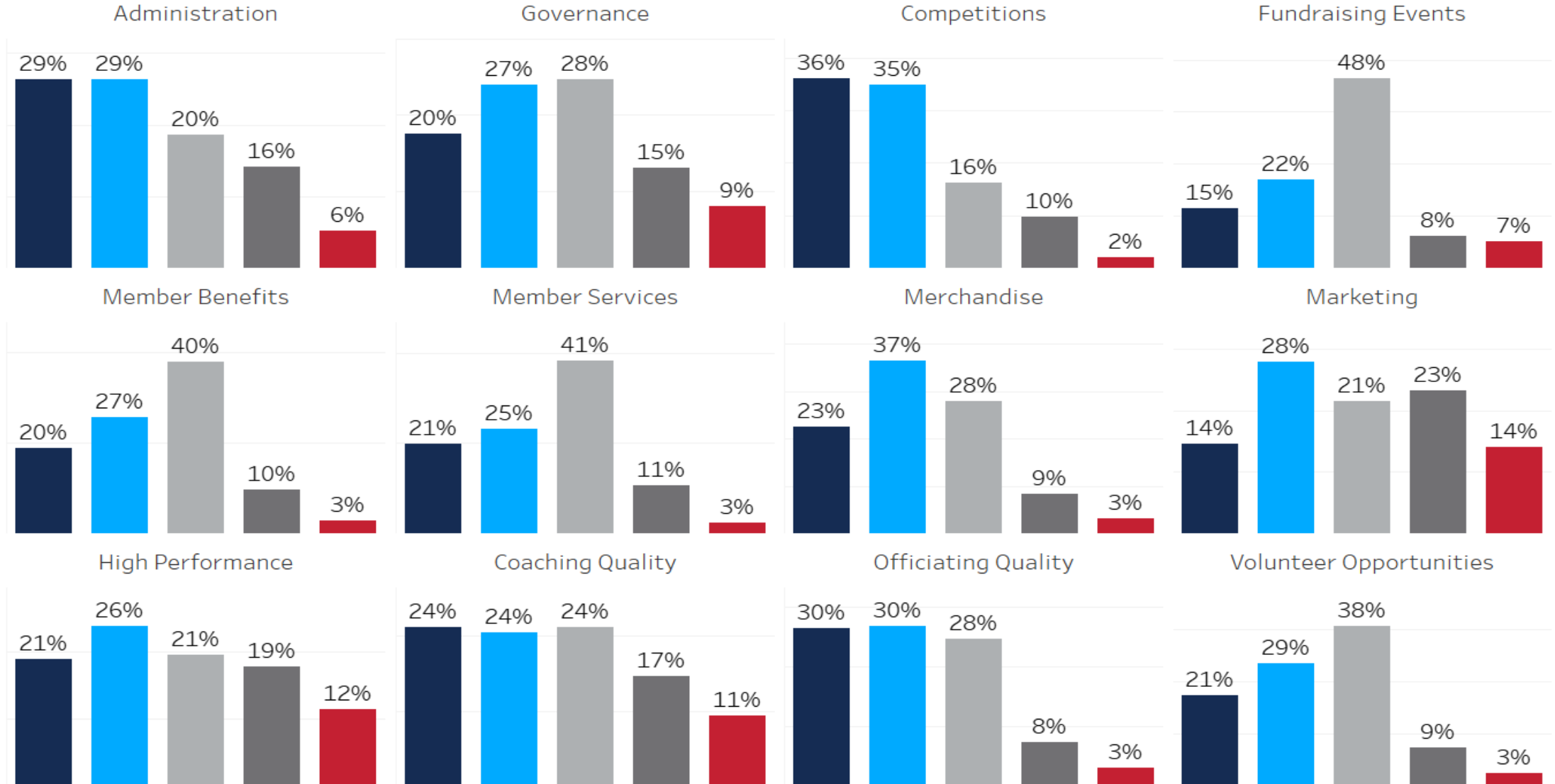
RACE





MEMBERSHIP SURVEY RESULTS

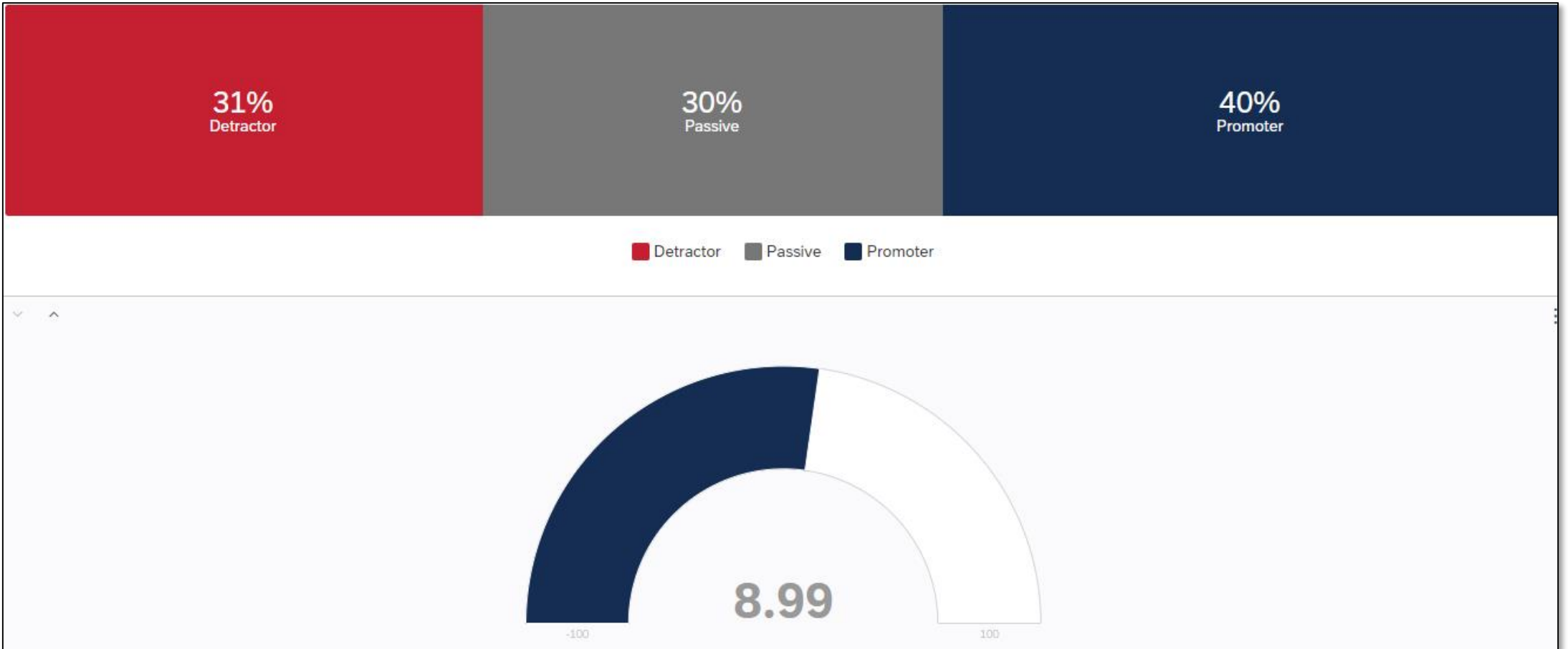
Program and Leadership Satisfaction





MEMBERSHIP SURVEY RESULTS

Net Promotor Score



Net Promoter Score (NPS) = Percent Promoters – Percent Detractors

Promoters are scores of **9 or 10**; **Passives** are scores of **7 or 8**; **Detractors** are scores of **6 or less**.

NPS scores can range from -100 to +100. The aim is to receive a positive NPS score and the higher the number the better!



MEMBERSHIP SURVEY RESULTS

Strategic Focus Areas



High Priorities	
Athlete Safety/ SafeSport Programs	3.7
Medal Success at Games	4.0
Coaching Quality & Effectiveness	4.1
Events: Quality, Sanctioning & Expansion	4.4
Organizational Financial Health & Stability	4.6
Collegiate Programs	4.9

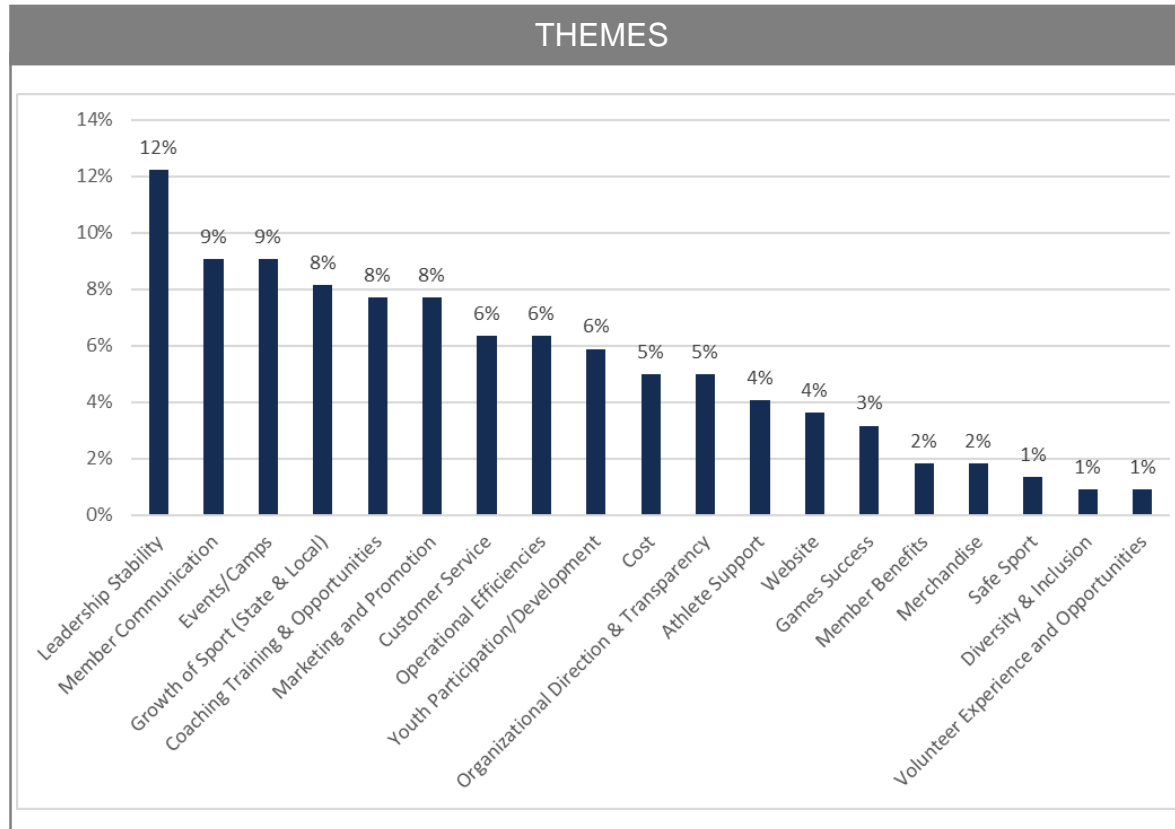
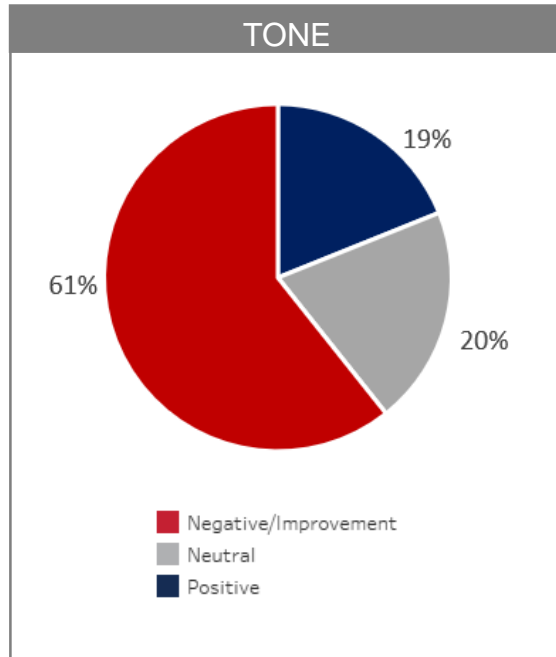
Medium Priorities	
Athlete Education & Career Services	5.3
Sport/Member Education & Training	5.7
Org Coordination with Local Affiliates	5.9
Communication	6.0
Sponsorship	6.0
Transparency of Org Decisions/BOD Meetings	6.0

Low Priorities	
Member Services and Benefits	6.2
BOD Representation and Effectiveness	6.2
Media & PR	6.3
Marketing/Brand Promotion	6.4
Diversity and Inclusion	6.4
Staff Professionalism & Expertise	6.7



MEMBERSHIP SURVEY RESULTS

Textual Analysis



“USA Shooting needs to do much in keeping in touch with it's members.”

“Improve the USA Shooting website. It was very difficult to renew my expired membership...”

“The only thing I've gotten for my membership is requests for more money.”

“My observation of USAS is of an organization that is in constant turmoil, with frequent changes in staff & coaches.”

“The coach training was supposed to be reworked as a priority. I have not seen any updates along those lines.”