



Setting a higher standard for the St. Louis investment community

Constant Contact Survey Results

Survey Name: CFA Member Survey

Response Status: Partial & Completed

Filter: None

Jul 15, 2009 12:22:45 PM

TextBlock:

In order to better serve the membership of the CFA Society of St. Louis, we are looking for your feedback on the programs and services provided. Please take a moment to respond to this short questionnaire. Thanks for your assistance in helping us develop better services for our members.

1. How many years have you been a member of the CFA Society of St. Louis?

Answer	0%	100%	Number of Response(s)	Response Ratio
less than 5			53	41.4 %
6-10			35	27.3 %
11-15			14	10.9 %
16-20			13	10.1 %
20+			12	9.3 %
No Response(s)			1	<1 %
Totals			128	100%

What is your age?

Answer	0%	100%	Number of Response(s)	Response Ratio
Less than 25			3	2.3 %
26-35			40	31.2 %
36-45			38	29.6 %
46-55			30	23.4 %
56+			16	12.5 %
No Response(s)			1	<1 %
Totals			128	100%

Please indicate your area of concentration:

Answer	0%	100%	Number of Response(s)	Response Ratio
Equity & Fixed Income			34	26.5 %
Analyst			42	32.8 %
CEO, Chairman, Partner, Principal			7	5.4 %
Chief Investment Officer			6	4.6 %
Investment Banker			0	0.0 %
Investment Counselor			10	7.8 %
Investment Firm Manager			4	3.1 %
Portfolio Manager			32	25.0 %
Sales/Marketing			8	6.2 %
Securities Trader			2	1.5 %
Other			5	3.9 %
Other			21	16.4 %
Totals			128	100%

Please indicate your industry classification:

Answer	0%	100%	Number of Response(s)	Response Ratio
Investment Company/Mutual Fund			26	20.3 %
Commercial/Retail Banking/Bank Trust			18	14.0 %
Investment Management Counseling			18	14.0 %
Consulting Firm			20	15.6 %
Other businesses including government/academic			18	14.0 %
Broker dealer/Investment Banking			23	17.9 %
Insurance Company			4	3.1 %
No Response(s)			1	<1 %
Totals			128	100%

How would you assess the overall value of your society membership relative to the annual dues you pay (\$100)? (Please assess on a 1 to 10 scale, where "1" means not at all valuable and "10" means extremely valuable.)

1 = 1, 2 = 2, 3 = 3, 4 = 4, 5 = 5, 6 = 6, 7 = 7, 8 = 8, 9 = 9, 10 = 10

	1	2	3	4	5	6	7	8	9	10	Number of Response(s)	Rating Score*
											127	6.9

*The Rating Score is the weighted average calculated by dividing the sum of all weighted ratings by the number of total responses.

Please rate the extent to which you agree/disagree with the proposed vision of the CFA Society of St. Louis. The mission of the CFA Society of St. Louis is to facilitate the professional development of the financial community by: Providing services of direct benefit to its members. Enhancing the respect and visibility of the Society and its members. Promoting adherence to the CFA Institute Code of Ethics and Standards of Professional Conduct.

Answer	0%	100%	Number of Response(s)	Response Ratio
Strongly agree			54	42.1 %
Agree			72	56.2 %
Disagree			1	<1 %
Strongly disagree			0	0.0 %
No Response(s)			1	<1 %
Totals			128	100%

Are there other types of functions you would like your society to engage in?

21 Response(s)

How many society events did you attend in the past 12 months?

Answer	0%	100%	Number of Response(s)	Response Ratio
None			29	22.6 %
1-2			36	28.1 %
3-5			46	35.9 %
6-10			13	10.1 %
10+			3	2.3 %
No Response(s)			1	<1 %
Totals			128	100%

If you answered "None" to the previous question, what is the main reason?

Answer	0%	100%	Number of Response(s)	Response Ratio
Lack of time			18	14.0 %
Lack of interest			7	5.4 %
Inconvenient location			8	6.2 %
Inconvenient times or days			6	4.6 %
Was not informed about the events			0	0.0 %
Other			5	3.9 %
Totals			128	100%

How important is it that your society engages in each of the following types of function? Rate on a scale of 1-10 with 10 being most important

1 = 1, 2 = 2, 3 = 2, 4 = 4, 5 = 5, 6 = 6, 7 = 7, 8 = 8, 9 = 9, 10 = 10

Answer	1	2	3	4	5	6	7	8	9	10	Number of Response(s)	Rating Score*
Promote the CFA charter locally											127	7.7
Hold educational events											127	8.3
Hold networking events											127	7.3
Provide tutoring and or prep courses for CFA candidates											127	5.6
Hold career development events											127	7.5
Provide career development resources											127	8.1
Hold events on soft skills development (e.g. leadership, communication)											127	5.8

*The Rating Score is the weighted average calculated by dividing the sum of all weighted ratings by the number of total responses.





What was your number one reason for attending the event?

Answer	0%	100%	Number of Response(s)	Response Ratio
Networking opportunity			13	10.1 %
Educational opportunity			31	24.2 %
Sales leads			0	0.0 %
Interest in topic/speaker			57	44.5 %
Keep current with industry trends/news			14	10.9 %
Required by my company			0	0.0 %
Other			2	1.5 %
No Response(s)			11	8.5 %
Totals			128	100%

What is your preferred time for Society events?











Answer	0%	100%	Number of Response(s)	Response Ratio
Breakfast			10	7.8 %
Morning			2	1.5 %
Lunchtime			84	65.6 %
Afternoon			10	7.8 %
Evening			28	21.8 %
Totals			128	100%

What is your preferred location for Society events?

Answer	0%	100%	Number of Response(s)	Response Ratio
Downtown			24	18.7 %
Clayton			85	66.4 %
West County			27	21.0 %
Other (please specify)			2	1.5 %
Totals			128	100%

Please indicate your level of interest in attending a society program focused on each of the topics listed below. (Please indicate your level of interest on a 1 to 10 scale, where "1" means not at all interested and "10" means extremely interested.)

1 = 1, 2 = 2, 3 = 3, 4 = 4, 5 = 5, 6 = 6, 7 = 7, 8 = 8, 9 = 9, 10 = 10

Answer	1	2	3	4	5	6	7	8	9	10	Number of Response(s)	Rating Score*
Ethical and Professional Standards											127	5.4
Quantitative Methods											127	5.3
Economics											127	7.8
Financial Statement Analysis											127	5.9
Corporate Finance											126	5.8
Equity Investments											127	7.6
Fixed Income Investments											127	7.0
Derivatives											127	5.7
Portfolio Management											127	7.7
Risk Management											126	6.5

*The Rating Score is the weighted average calculated by dividing the sum of all weighted ratings by the number of total responses.

Continued from previous question...Please indicate your level of interest in attending a society program focused on each of the topics listed below. (Please indicate your level of interest on a 1 to 10 scale, where "1" means not at all interested and "10" means extremely interested.)

1 = 1, 2 = 2, 3 = 3, 4 = 4, 5 = 5, 6 = 6, 7 = 7, 8 = 8, 9 = 9, 10 = 10

Answer	1	2	3	4	5	6	7	8	9	10	Number of Response(s)	Rating Score*
Private Wealth Management											126	6.3
Hedge Funds											126	6.2
Private Equity											126	6.5
Other Alternative Investments (Commodities, Real Estate, etc.)											125	7.5
Soft Skills (leadership, communication, etc.)											126	5.5
Career Development											126	6.4

*The Rating Score is the weighted average calculated by dividing the sum of all weighted ratings by the number of total responses.

How would you assess the overall usefulness of our website? (Please assess on a 1 to 10 scale, where "1" means not at all useful and "10" means extremely useful.)

1 = 1, 2 = 2, 3 = 3, 4 = 4, 5 = 5, 6 = 6, 7 = 7, 8 = 8, 9 = 9, 10 = 10

	1	2	3	4	5	6	7	8	9	10	Number of Response(s)	Rating Score*
											121	5.9

*The Rating Score is the weighted average calculated by dividing the sum of all weighted ratings by the number of total responses.

What changes would you like to see on our website?

14 Response(s)

Please provide additional comments, recommendations, and suggestions.

8 Response(s)

Thank you for taking the time to complete this survey! If you have additional questions or comments, please contact Joan Hecker at 314.520.3564 or Joan_Hecker@sbcglobal.net

5 Response(s)