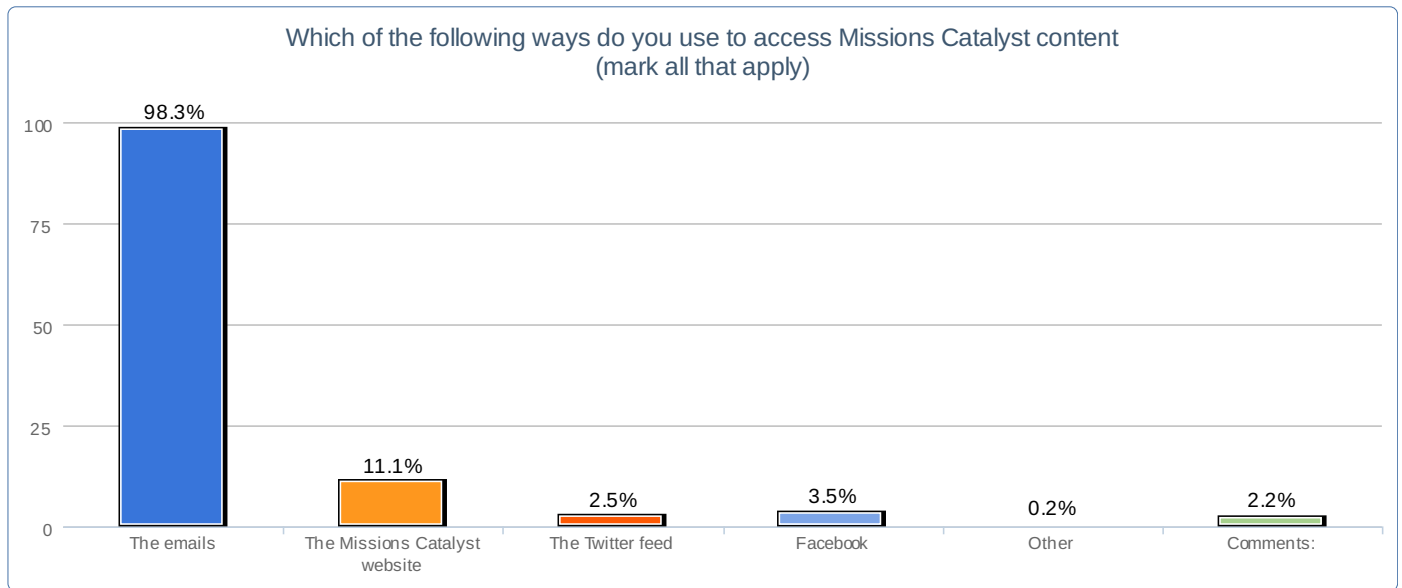


Summary Report - Aug 7, 2012

Survey: Missions Catalyst Survey



1. Which of the following ways do you use to access Missions Catalyst content (mark all that apply)

Value	Count	Percent %
The emails	398	98.3%
The Missions Catalyst website	45	11.1%
The Twitter feed	10	2.5%
Facebook	14	3.5%
Other	1	0.2%
Comments:	9	2.2%

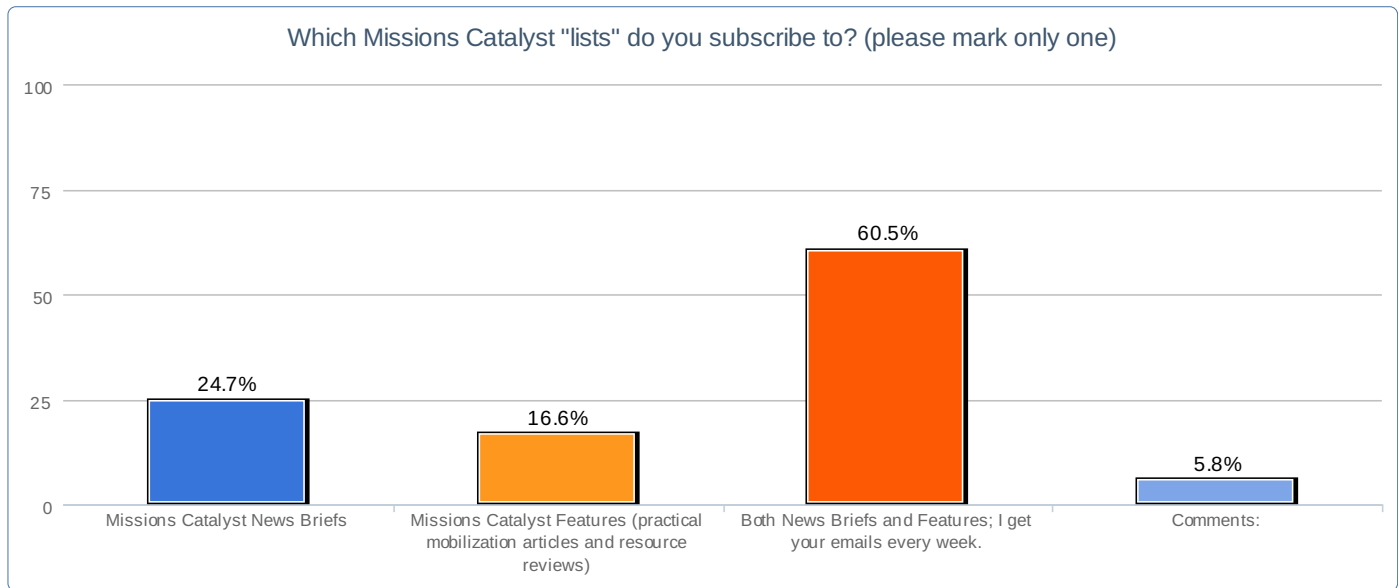
Statistics	
Total Responses	405



2. About how long have you been a reader and/or subscriber? (choose best option)

Value	Count	Percent %
Less than a year.	81	20%
A couple of years.	172	42.4%
More than a couple of years.	151	37.2%

Statistics	
Total Responses	406
Sum	1.0
Average	1.0

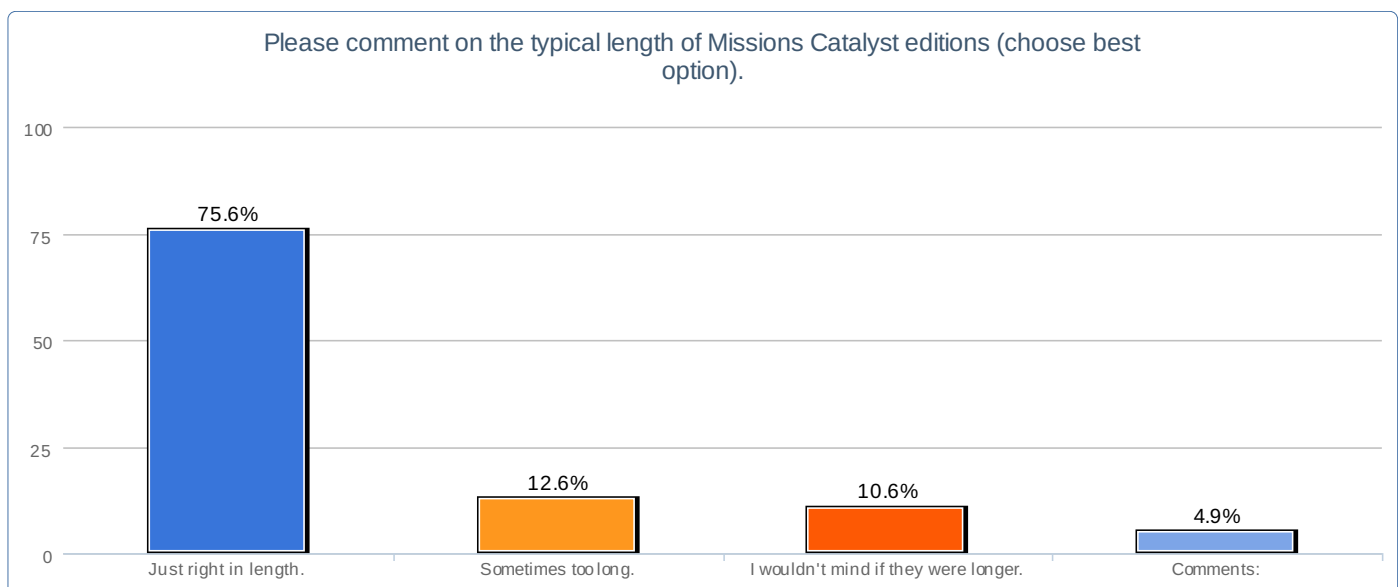


3. Which Missions Catalyst "lists" do you subscribe to? (please mark only one)

Value	Count	Percent %
Missions Catalyst News Briefs	98	24.7%
Missions Catalyst Features (practical mobilization articles and resource reviews)	66	16.6%
Both News Briefs and Features; I get your emails every week.	240	60.5%
Comments:	23	5.8%

Statistics

Total Responses	397
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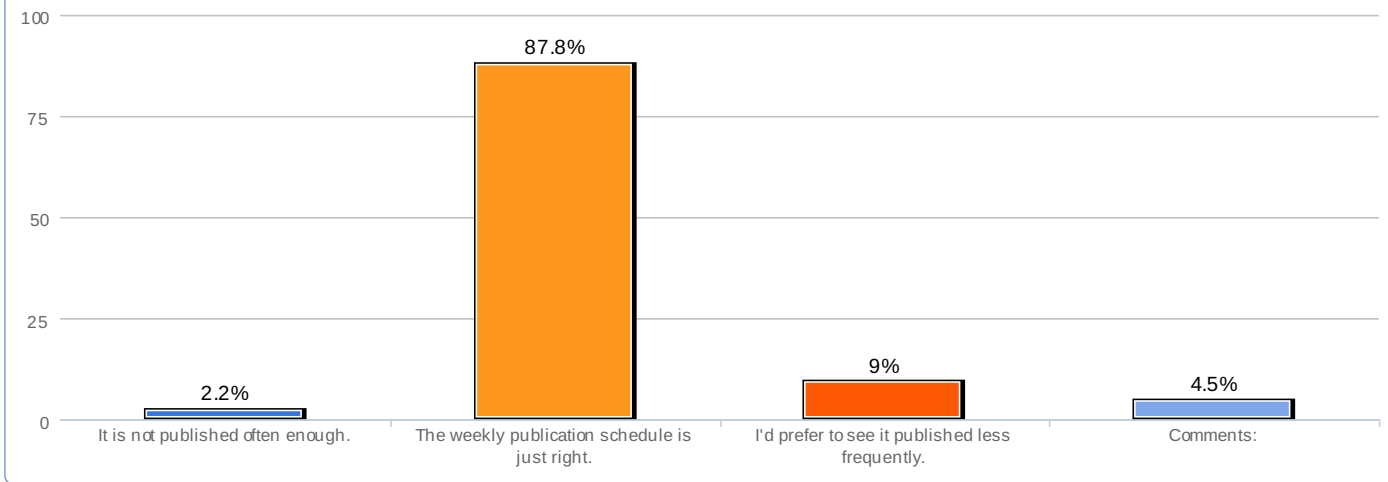
4. Please comment on the typical length of Missions Catalyst editions (choose best option).

Value	Count	Percent %
Just right in length.	306	75.6%
Sometimes too long.	51	12.6%
I wouldn't mind if they were longer.	43	10.6%
Comments:	20	4.9%

Statistics

Total Responses	405
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Please comment on the Missions Catalyst publication frequency (choose best option).

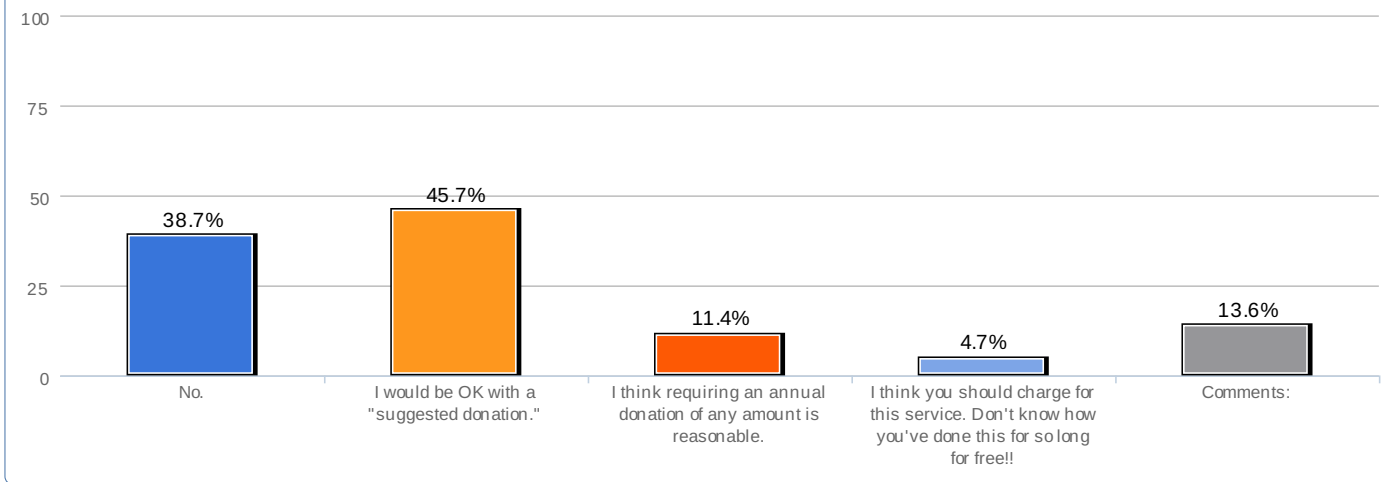


5. Please comment on the Missions Catalyst publication frequency (choose best option).

Value	Count	Percent %
It is not published often enough.	9	2.2%
The weekly publication schedule is just right.	352	87.8%
I'd prefer to see it published less frequently.	36	9%
Comments:	18	4.5%

Statistics	
Total Responses	401

Do you think you would be willing to pay for this content in order to continue receiving it?

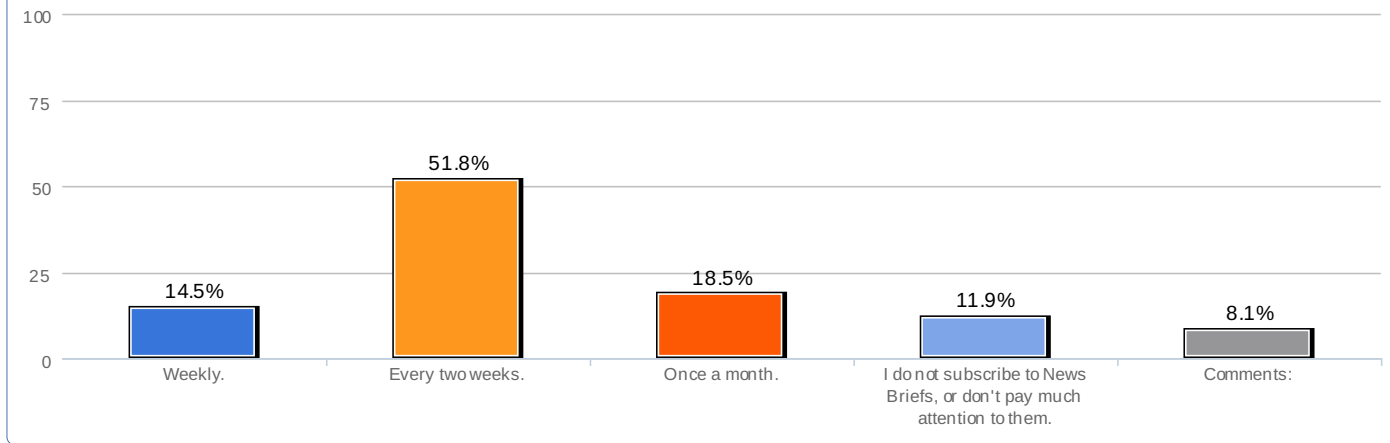


6. Do you think you would be willing to pay for this content in order to continue receiving it?

Value	Count	Percent %
No.	156	38.7%
I would be OK with a "suggested donation."	184	45.7%
I think requiring an annual donation of any amount is reasonable.	46	11.4%
I think you should charge for this service. Don't know how you've done this for so long for free!!	19	4.7%
Comments:	55	13.6%

Statistics	
Total Responses	403

Please comment specifically on the Missions Catalyst News Briefs, currently published twice a month. How often would you prefer to see these published? (choose best option).

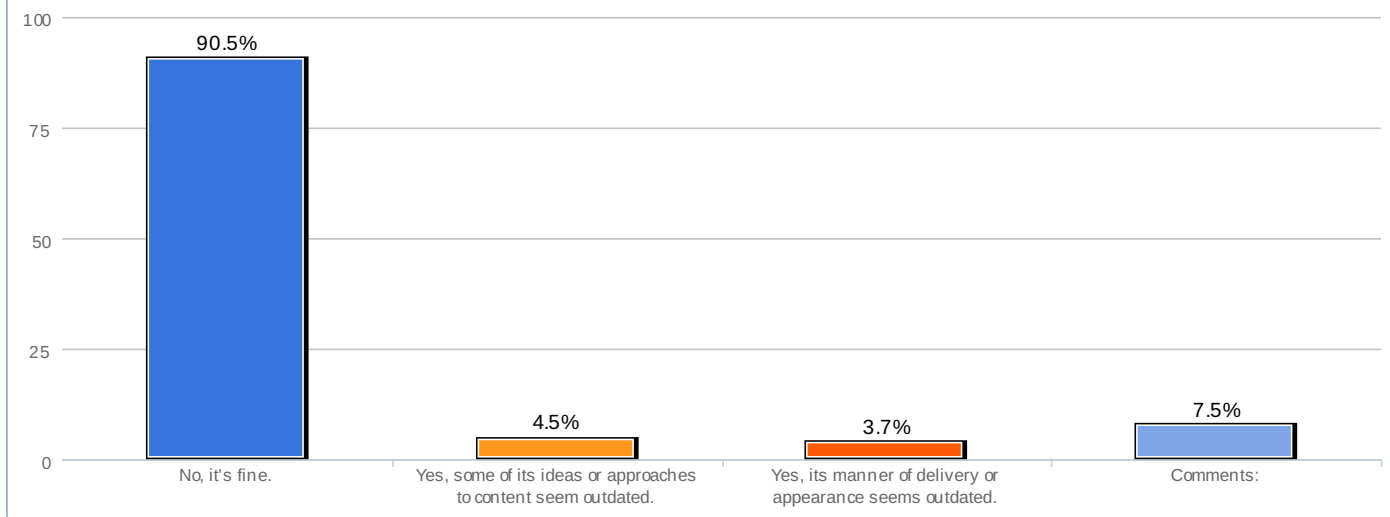


7. Please comment specifically on the Missions Catalyst News Briefs, currently published twice a month. How often would you prefer to see these published? (choose best option).

Value	Count	Percent %
Weekly.	57	14.5%
Every two weeks.	204	51.8%
Once a month.	73	18.5%
I do not subscribe to News Briefs, or don't pay much attention to them.	47	11.9%
Comments:	32	8.1%

Statistics	
Total Responses	394

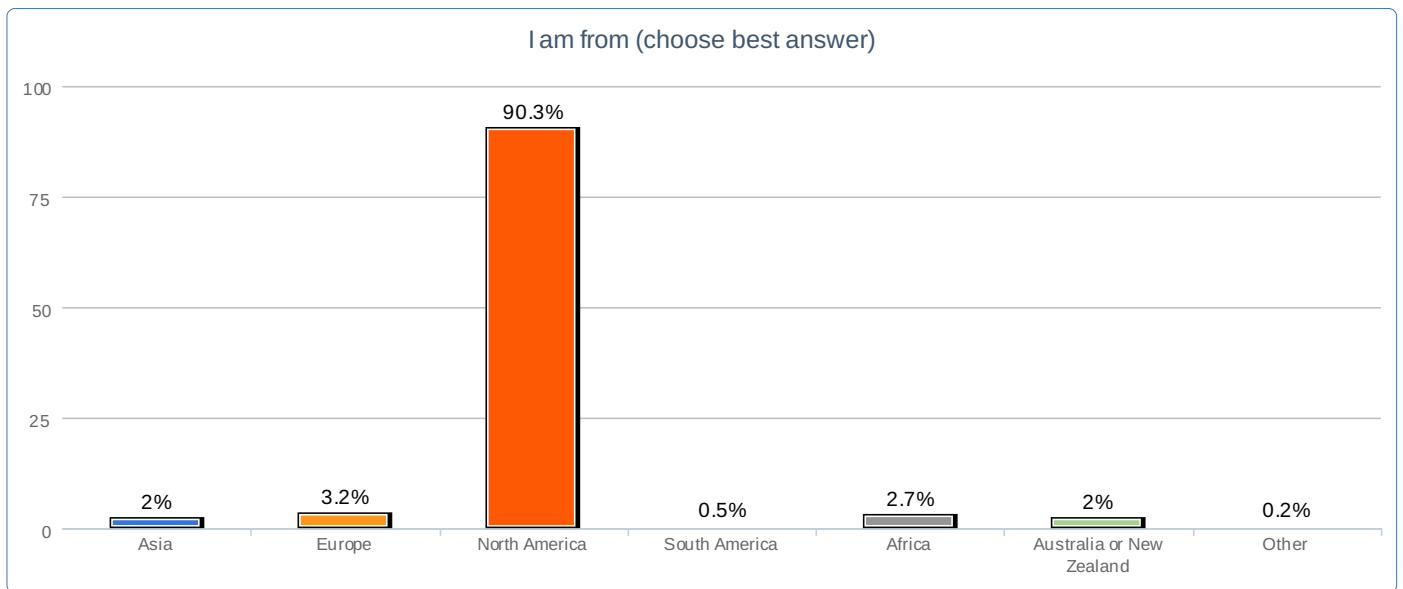
Do you think Missions Catalyst feels "behind the times"? (mark all that apply)



8. Do you think Missions Catalyst feels "behind the times"? (mark all that apply)

Value	Count	Percent %
No, it's fine.	363	90.5%
Yes, some of its ideas or approaches to content seem outdated.	18	4.5%
Yes, its manner of delivery or appearance seems outdated.	15	3.7%
Comments:	30	7.5%

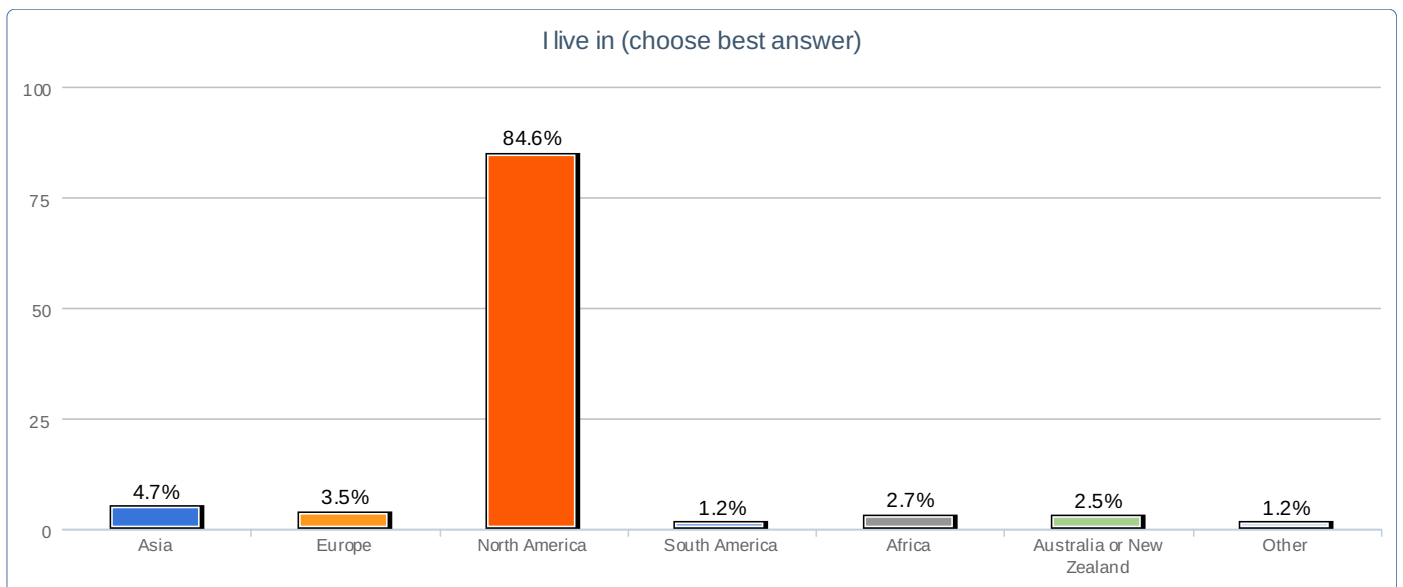
Statistics	
Total Responses	401



11. I am from (choose best answer)

Value	Count	Percent %
Asia	8	2%
Europe	13	3.2%
North America	364	90.3%
South America	2	0.5%
Africa	11	2.7%
Australia or New Zealand	8	2%
Other	1	0.2%

Statistics	
Total Responses	403



12. I live in (choose best answer)

Value	Count	Percent %
Asia	19	4.7%
Europe	14	3.5%
North America	341	84.6%
South America	5	1.2%
Africa	11	2.7%
Australia or New Zealand	10	2.5%
Other	5	1.2%

Statistics	
Total Responses	403

