

SONOMA COUNTY JACL: PRELIMINARY MEMBER SURVEY ANALYSIS

November 2015

1. 72.6% survey response (98 out of 135 members)
2. *Age Range:*
 - a. 53% 71-100 age range
 - b. 0% 31-50 age range
 - c. 37% 51-70 age range
 - d. 10% 10-30 age range
3. *Gender:* 61% female; 38% male; 1% transgender
4. *Occupation:* 72% retired; 23% employed; 5% student
5. *Registered to vote:* Yes: 93%; No 7%
6. *Email:* Yes 76%; No 24%
7. *Receive JACL Newsletter* (actual numbers):
 - a. Received local: Yes 77; No 18 (total 95)
 - b. Interested in receiving local: Yes 69; No 10 (total 79)
 - c. Interested in receiving Pacific Citizen: Yes 76; No 12 (total 88)
8. *JACL activities/events (11):* Aware or familiar with: Top and bottom 4
 - a. Top 4: Enmanji Teriyaki; Oral History; Keiro Kai; Mochi Tsuki
 - b. Bottom 4: Taiko Cultural Camp; Asian Dinner; JACL Library; NY Potluck-Academic Scholarship (tied)
9. *JACL activities/events important to you:* Weighted: Top and bottom 4
 - a. Top 4: Oral History; Enman No Tomo-Enmanji Teriyaki (tied); Civil Rights; Keiro Kai
 - b. Bottom 4: Asian Dinner; Taiko Cultural Camp; JACL Library; NY Potluck
10. *Willing to participate/support any of the JACL activities:* Yes 68.8%; No 31.3%
11. *Comments:*
 - a. Requesting more activities/excursions for all, i.e. youth, seniors, for all.
 - b. Want hardcopy Pacific Citizen; why continue to be a member
 - c. JACL work with Sonoma State to offer students opportunities for internship and community engagement
12. Sfd

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1. Submit results to members: By what method; what to include
 2. Might be perfect time to ask members further questions, i.e. What to do about Sonoma Cty's declining membership (53% 71-100 yrs; 0% 30-50 yrs); members or others interested in creating/maintaining the county's newsletter, etc.; participation in creating present _____ events/excursions.