



Where Strategy Meets Science

GMMB+CNCS
Member Survey
AX2018157

Responses As Fielded For One Week
Field dates: TBD

Q1. In what state do you currently live?

- 1 [DROP DOWN BOX OF STATES]
- 2 Not currently living in the United States

Q2. What is your current affiliation with national service? [RANDOMIZE, CHECK ALL THAT APPLY]

- 1 AmeriCorps Member
- 2 Senior Corps Volunteer
- 3 AmeriCorps Alumnus
- 4 Senior Corps Alumnus
- 5 Currently affiliated with a commission, grantee or sponsor organization (e.g. staff, board member)
- 6 None (THANK AND TERMINATE)

Q3. How long have you served in Americorps and/or Senior Corps?

- 1 Less than a year
- 2 1-2 years
- 3 3-5 years
- 4 6-10 years
- 5 More than 10 years

Q4. Which programs within the CNCS family are you the most familiar and involved with? (RANDOMIZE, CHECK ALL THAT APPLY)

- 1 AmeriCorps State & National
- 2 AmeriCorps VISTA
- 3 AmeriCorps NCCC
- 4 Senior Corps Foster Grandparents
- 5 Senior Corps RSVP
- 6 Senior Corps Senior Companion
- 7 Other: _____

Q5. How did you hear about the AmeriCorps or Senior Corp program(s) that you've been active with? (CHECK ALL THAT APPLY)

- 1 Friend
- 2 Family member
- 3 Local organization
- 4 College/University
- 5 Social media
- 6 Blog
- 7 YouTube
- 8 Advertisement
- 9 Other: _____

Q6. Would you recommend AmeriCorps or Senior Corps to a family member or friend?

- 1 Yes, would recommend
- 2 No, would not recommend

Q7. When you applied to your program, did you have a clear understanding of what that program was and what it entailed?

- 1 Yes, clear understanding of the program
- 2 No, not a clear understanding of the program

Q8. When you applied to your program, did you have a clear understanding of all of the opportunities to serve with AmeriCorps or Senior Corps?

- 1 Yes, clear understanding of all of the opportunities
- 2 No, not a clear understanding of all of the opportunities

Q9. In talking with friends or family, how do you find explaining the different AmeriCorps or Senior Corps programs?

- 1 It can be difficult to explain the different programs
- 2 It is easy to explain the different programs
- 3 Not sure, didn't know of other programs
- 4 Not sure, never tried to explain the programs

Q10. Based on your experience, is it important to be identified as a member or volunteer?

- 1 Yes, important to be called member
- 2 Yes, important to be called volunteer
- 3 Would rather be called something different
- 4 Not important what I am called

Q11. The Corporation for National and Community Service (or CNCS) is the federal agency that leads service, volunteering and grantmaking efforts in the United States. CNCS empowers AmeriCorps and Senior Corps programs in communities across the country. Do you feel there is a strong public awareness of CNCS?

- 1 Yes
- 2 No
- 3 Not sure

Q12. Do you feel there is a strong public awareness of AmeriCorps?

- 1 Yes
- 2 No
- 3 Not sure

Q13. Do you feel there is a strong public awareness of Senior Corps?

- 1 Yes
- 2 No
- 3 Not sure

Q14. Would a stronger brand awareness make a difference in recruiting members/volunteers to AmeriCorps and Senior Corps?

- 1 Yes, would make a positive difference in recruiting
- 2 No, would not make a difference in recruiting
- 3 Not sure

Q15. Below is a list of several organizations and programs in the volunteer community. For each one, please rate if you have a favorable or unfavorable impression of that brand. (RANDOMIZE)

	Very Favorable	Somewhat Favorable	Somewhat Unfavorable	Very Unfavorable	Not Familiar
a. Corporation for National and Community Service (CNCS)	1	2	3	4	5
b. AmeriCorps	1	2	3	4	5
c. Senior Corps	1	2	3	4	5
d. AmeriCorps VISTA	1	2	3	4	5
e. AmeriCorps NCCC	1	2	3	4	5
f. Foster Grandparents	1	2	3	4	5
g. Senior Companion	1	2	3	4	5
h. RSVP	1	2	3	4	5

Q16. What's the most valuable aspect of CNCS and its AmeriCorps and Senior Corps programs? (RANDOMIZE, CHECK ONLY ONE)

- 1 Provide the opportunity for national service
- 2 Encourage general volunteerism
- 3 Distribute grant money to local organizations
- 4 Provide expertise and best practices to local organizations
- 5 Provide a stipend for members and volunteers
- 6 Provide members with financial aid for college

Now just a few final questions for statistical purposes...

Q17. Which of the following ranges includes your age?

- 1 18 - 29
- 2 30 - 39
- 3 40 - 49
- 4 50 - 59
- 5 60 - 64
- 6 65 and over

Q18. What is your gender?

- 1 Male
- 2 Female
- 3 Self-Describe: _____

THANK YOU FOR YOUR TIME PARTICIPATING IN THIS STUDY!