

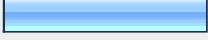

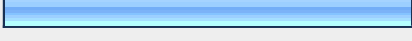
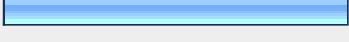
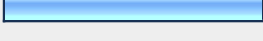
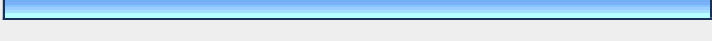
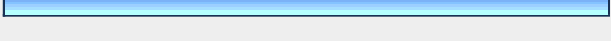
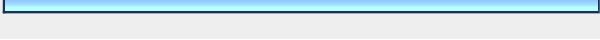
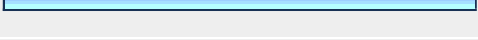
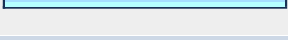
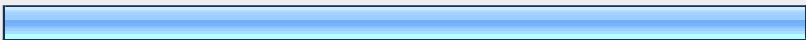


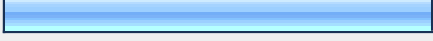
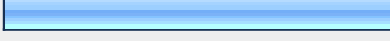
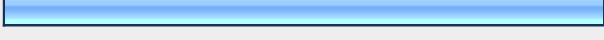

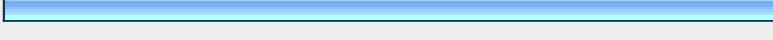
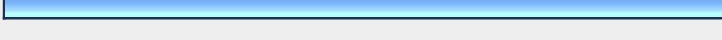
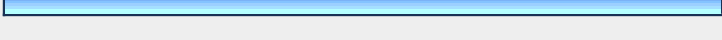
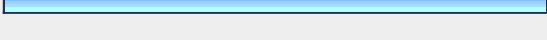
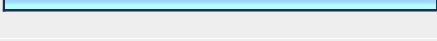


Constituent Assessment

1. Based on your knowledge of the Center for Desert Archaeology, which of the following activities do you associate with the Center's programs?			
		Response Percent	Response Count
original archaeological research		82.2%	267
conservation easements		46.8%	152
site ownership		22.2%	72
salvage archaeology		34.8%	113
contract archaeology		44.9%	146
teaching		37.8%	123
museum exhibits		28.3%	92
writing and publishing		78.2%	254
lectures		66.8%	217
volunteer opportunities		65.5%	213
excavation		52.0%	169
digital modeling		31.1%	101
		<i>answered question</i>	325
		<i>skipped question</i>	3

2. Which of the following activities do you believe SHOULD be carried out by the Center?

		Response Percent	Response Count
original archaeological research		88.5%	270
conservation easements		68.9%	210
site ownership		41.6%	127
salvage archaeology		47.2%	144
contract archaeology		42.6%	130
teaching		66.2%	202
museum exhibits		54.4%	166
writing and publishing		85.2%	260
lectures		79.7%	243
volunteer opportunities		79.3%	242
excavation		60.0%	183
digital modeling		47.9%	146
	Other (please specify)		41
	answered question		305
	skipped question		23

3. How satisfied are you with the following aspects of the Center for Desert Archaeology?

	very satisfied	satisfied	dissatisfied	very dissatisfied	not certain	Rating Average	Response Count
membership benefits	31.4% (83)	46.2% (122)	2.7% (7)	0.4% (1)	19.3% (51)	2.30	264
programs in general	37.0% (98)	44.5% (118)	2.6% (7)	0.0% (0)	15.8% (42)	2.13	265
membership cost	42.8% (115)	42.0% (113)	0.7% (2)	0.4% (1)	14.1% (38)	2.01	269
preservation of archaeological sites	45.9% (122)	36.8% (98)	1.5% (4)	0.0% (0)	15.8% (42)	2.03	266
skills and knowledge of staff	59.0% (158)	25.7% (69)	1.1% (3)	0.4% (1)	13.8% (37)	1.84	268
Archaeology Southwest magazine	68.8% (187)	23.5% (64)	1.5% (4)	0.4% (1)	5.9% (16)	1.51	272
website content	29.8% (77)	45.0% (116)	3.5% (9)	0.4% (1)	21.3% (55)	2.38	258
volunteer opportunities	23.1% (59)	33.3% (85)	4.3% (11)	1.6% (4)	37.6% (96)	2.97	255
source of reliable info on southwestern archaeology	66.8% (179)	28.4% (76)	1.5% (4)	0.7% (2)	2.6% (7)	1.44	268
	answered question						275
	skipped question						53

4. How interested are you in the following types of programs?						
	very interested	somewhat interested	not interested	uncertain	Rating Average	Response Count
day tours to local archaeological sites	47.7% (124)	35.8% (93)	13.1% (34)	3.5% (9)	1.72	260
multi-day tours to sites not normally accessible	48.4% (120)	35.5% (88)	13.7% (34)	2.4% (6)	1.70	248
lecture series/guest lectures in your geographic region	64.6% (166)	28.0% (72)	5.4% (14)	1.9% (5)	1.45	257
publications and magazines	64.0% (165)	32.9% (85)	1.9% (5)	1.2% (3)	1.40	258
traditional museum exhibits/touring exhibits	29.5% (71)	51.0% (123)	14.1% (34)	5.4% (13)	1.95	241
online exhibits and interactive features	46.0% (114)	37.9% (94)	10.5% (26)	5.6% (14)	1.76	248
excavation volunteer opportunities	32.1% (81)	30.6% (77)	34.1% (86)	3.2% (8)	2.08	252
survey volunteer opportunities	24.5% (59)	33.6% (81)	34.0% (82)	7.9% (19)	2.25	241
lab work volunteer opportunities	21.3% (53)	34.9% (87)	40.6% (101)	3.2% (8)	2.26	249
programs for children	16.5% (39)	30.4% (72)	41.8% (99)	11.4% (27)	2.48	237
programs for families	15.5% (37)	34.0% (81)	40.3% (96)	10.1% (24)	2.45	238
behind-the-scenes tour of the Center facilities	22.4% (56)	38.8% (97)	30.4% (76)	8.4% (21)	2.25	250
Other (please specify)						30
answered question						270
skipped question						58

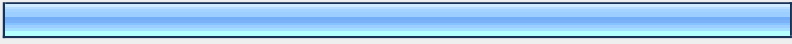
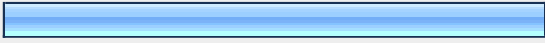

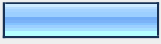
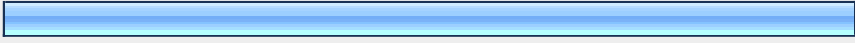

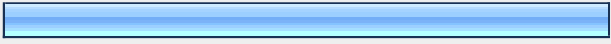
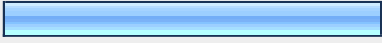
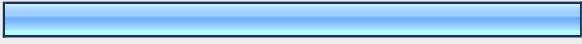
5. Are you a current member of the Center for Desert Archaeology?			
		Response Percent	Response Count
yes		79.6%	187
no		20.4%	48
answered question			235
skipped question			93

6. What types of volunteer opportunities would you be interested in?						
	very interested	somewhat interested	not interested	uncertain	Rating Average	Response Count
board service	5.5% (12)	26.8% (59)	60.5% (133)	7.3% (16)	2.70	220
committee service (fundraising, finance, marketing, etc.)	2.7% (6)	15.5% (34)	74.9% (164)	6.8% (15)	2.86	219
office assistance	2.8% (6)	7.4% (16)	84.7% (183)	5.1% (11)	2.92	216
excavation experience	22.3% (51)	28.8% (66)	44.5% (102)	4.4% (10)	2.31	229
other fieldwork (survey, site maintenance, etc.)	21.9% (50)	32.5% (74)	41.2% (94)	4.4% (10)	2.28	228
lab work	16.2% (37)	27.9% (64)	50.2% (115)	5.7% (13)	2.45	229
research assistance	21.5% (50)	42.5% (99)	31.3% (73)	4.7% (11)	2.19	233
special events	11.8% (25)	40.8% (86)	35.1% (74)	12.3% (26)	2.48	211
				Other (please specify)		35
				answered question		245
				skipped question		83

7. How interested are you in the following topics?

	very interested	somewhat interested	not interested	not certain	Rating Average	Response Count
archaeology	94.7% (251)	5.3% (14)	0.0% (0)	0.0% (0)	1.05	265
southwestern archaeology	93.5% (246)	6.5% (17)	0.0% (0)	0.0% (0)	1.06	263
history	75.4% (193)	23.0% (59)	1.2% (3)	0.4% (1)	1.27	256
historic preservation	72.1% (189)	25.6% (67)	1.9% (5)	0.4% (1)	1.31	262
natural history	61.8% (160)	36.7% (95)	1.2% (3)	0.4% (1)	1.40	259
environmental conservation	62.2% (158)	34.3% (87)	2.0% (5)	1.6% (4)	1.43	254
protection of endangered wildlife	57.6% (144)	37.2% (93)	4.0% (10)	1.2% (3)	1.49	250
open space/recreation	33.7% (83)	51.6% (127)	12.2% (30)	2.4% (6)	1.83	246
growth management	41.0% (100)	46.3% (113)	9.0% (22)	3.7% (9)	1.75	244
science and technology	52.6% (130)	43.7% (108)	2.8% (7)	0.8% (2)	1.52	247
	<i>answered question</i>					266
	<i>skipped question</i>					62

8. What are your preferred sources of information about southwestern archaeology? (Please check all that apply.)

		Response Percent	Response Count
magazines and newsletters		86.9%	232
Internet		59.6%	159
newspaper		19.5%	52
TV		16.9%	45
books		94.0%	251
classes		39.0%	104
lectures		66.7%	178
email		41.6%	111
museums		63.7%	170
Other (please specify)			42
		<i>answered question</i>	267
		<i>skipped question</i>	61

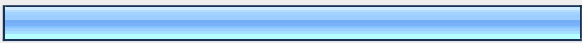
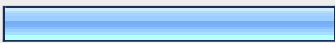
9. How interested are you in the following aspects of the Center for Desert Archaeology?





	very interested	somewhat interested	not interested	not certain	Rating Average	Response Count
Archaeology Southwest magazine	83.1% (217)	14.6% (38)	0.4% (1)	1.9% (5)	1.21	261
volunteer opportunities	22.5% (55)	38.9% (95)	33.6% (82)	4.9% (12)	2.21	244
quality original research	74.0% (188)	22.4% (57)	1.2% (3)	2.4% (6)	1.32	254
efforts to include Native American perspectives	62.7% (160)	28.2% (72)	6.3% (16)	2.7% (7)	1.49	255
efforts to preserve archaeological heritage	86.9% (225)	12.4% (32)	0.0% (0)	0.8% (2)	1.15	259
discounts on publications for members	37.0% (91)	48.0% (118)	12.2% (30)	2.8% (7)	1.81	246
reliable source of information on southwestern archaeology	86.3% (220)	11.8% (30)	0.8% (2)	1.2% (3)	1.17	255
lectures and special events	46.1% (112)	43.2% (105)	7.0% (17)	3.7% (9)	1.68	243
Southwest Archaeology Today e-news service	54.5% (133)	36.1% (88)	6.6% (16)	2.9% (7)	1.58	244
use of innovative computer technologies	33.3% (80)	51.3% (123)	11.3% (27)	4.2% (10)	1.86	240
exhibits	28.6% (69)	55.6% (134)	13.3% (32)	2.5% (6)	1.90	241
informative website	53.5% (130)	40.3% (98)	4.9% (12)	1.2% (3)	1.54	243
combination of research, outreach, and preservation	64.5% (158)	30.6% (75)	1.6% (4)	3.3% (8)	1.44	245
Salmon Ruins/northwestern New Mexico	45.2% (112)	41.9% (104)	8.5% (21)	4.4% (11)	1.72	248
Casa Malpais/Little Colorado River area	39.3% (96)	49.6% (121)	5.3% (13)	5.7% (14)	1.77	244
National Heritage Area work	36.8% (89)	47.5% (115)	5.8% (14)	9.9% (24)	1.89	242
San Pedro River valley	51.8% (129)	37.3% (93)	4.8% (12)	6.0% (15)	1.65	249
South Mountain Rock Art research	30.9% (75)	52.7% (128)	10.7% (26)	5.8% (14)	1.91	243
Rio Nuevo	31.5% (73)	46.6% (108)	9.1% (21)	12.9% (30)	2.03	232
Other (please specify)						18
answered question						263

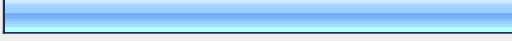
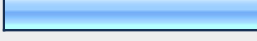
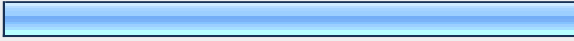
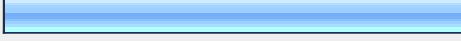

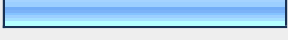
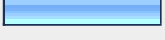
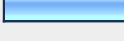
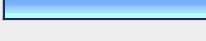
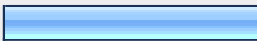

		<i>skipped question</i>	65
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10. Of the three elements of the Center's mission - research, education, and preservation - which are most important/of most value to you? Rank them 1 to 3.				
	1	2	3	Response Count
research	42.7% (112)	35.5% (93)	21.8% (57)	262
education	17.4% (45)	32.6% (84)	50.0% (129)	258
preservation	40.8% (106)	31.9% (83)	27.3% (71)	260
	<i>answered question</i>			263
	<i>skipped question</i>			65

11. Are there ways the Center could expand or supplement its programs to better meet your needs and/or interests? Are there things we should be doing that we're not?		Response Count
		83
	<i>answered question</i>	83
	<i>skipped question</i>	245

12. Have you ever given a contribution to the Center for Desert Archaeology?			
		Response Percent	Response Count
yes		63.6%	161
no		36.4%	92
	<i>answered question</i>		253
	<i>skipped question</i>		75

13. If you have given a contribution, would you consider increasing your gift?			
		Response Percent	Response Count
Yes.		37.9%	66
Yes, but only after a personal request and an opportunity to share my ideas.		3.4%	6
No, I feel my contribution is adequate for my means.		44.8%	78
No, other contributions are more important to me.		13.8%	24
		Other (please specify)	26
		answered question	174
		skipped question	154

14. To which of the following types of organizations are you or your family a regular contributor?			
		Response Percent	Response Count
arts/culture		56.7%	136
history		27.9%	67
environment/wildlife		63.3%	152
education		50.8%	122
health		17.9%	43
human services		30.8%	74
religion		17.1%	41
youth programs		13.3%	32
federated appeals (e.g., United Way)		22.1%	53
public/societal benefits (e.g., civil rights, public policy)		28.3%	68
international affairs		7.1%	17
		Other (please specify)	35

	answered question	240
	skipped question	88

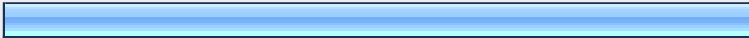
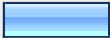


15. Which types of Center for Desert Archaeology fundraising events would you attend?						
	would definitely attend	would probably attend	would probably not attend	definitely would not attend	Rating Average	Response Count
well-known archaeologist speaker	34.4% (83)	48.5% (117)	12.0% (29)	5.0% (12)	1.88	241
social event	5.8% (13)	33.8% (76)	46.2% (104)	14.2% (32)	2.69	225
recognition gathering for donors and volunteers	4.9% (11)	24.1% (54)	54.0% (121)	17.0% (38)	2.83	224
sports event (walk, run, etc.)	2.7% (6)	16.8% (37)	47.7% (105)	32.7% (72)	3.10	220
family-oriented event	3.5% (8)	19.9% (45)	53.1% (120)	23.5% (53)	2.96	226
dinner with board members and staff	5.8% (13)	25.2% (57)	47.8% (108)	21.2% (48)	2.85	226
special tour	24.9% (60)	50.6% (122)	19.1% (46)	5.4% (13)	2.05	241
	answered question					245
	skipped question					83





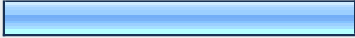
16. Please use this space for any other comments you wish to make.	
	Response Count
	52
	answered question
	52
	skipped question
	276

17. Where do you live?			
		Response Percent	Response Count
State/Province:		98.8%	247
Country:		57.6%	144
answered question			250
skipped question			78


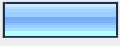
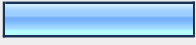
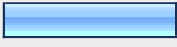

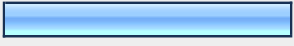
18. What is the highest level of education you have completed?			
		Response Percent	Response Count
high school		3.5%	9
2-year college degree		4.3%	11
4-year college degree		20.2%	52
graduate degree		72.1%	186
answered question			258
skipped question			70

19. What is your marital status?			
		Response Percent	Response Count
married/living with partner		71.4%	182
divorced/separated		10.6%	27
widowed		2.7%	7
single		15.3%	39
answered question			255
skipped question			73

20. How many children, age 17 or younger, live in your household?			
		Response Percent	Response Count
none		82.3%	209
one		11.4%	29
two		5.1%	13
three or more		1.2%	3
		answered question	254
		skipped question	74

21. What is your age?			
		Response Percent	Response Count
20-29		2.8%	7
30-39		8.3%	21
40-49		13.4%	34
50-59		37.0%	94
60 or older		38.6%	98
		answered question	254
		skipped question	74

22. In what range is your total annual household income?

		Response Percent	Response Count
less than \$20,000		3.3%	7
\$20,000 - \$39,999		12.2%	26
\$40,000 - \$59,999		20.7%	44
\$60,000 - \$79,999		18.8%	40
\$80,000 - \$99,999		13.6%	29
\$100,000 or more		31.5%	67
		<i>answered question</i>	213
		<i>skipped question</i>	115