

FOM Members Survey - 2011

Results Overview



Date: 11/3/2011 8:02 AM PST
 Responses: Completes
 Filter: No filter applied



Information about FOM's programmes

1. Please rate each of the programmes listed below:



Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.	Not important	Less important	Important	Very important
Asian Book Groups	54 14%	131 34%	157 41%	42 11%
Docent Training	15 4%	25 7%	66 17%	278 72%
Explore Singapore!	15 4%	36 9%	187 49%	146 38%
Field Studies Singapore	12 3%	71 18%	196 51%	105 27%
Monday Morning Lectures	6 2%	28 7%	117 30%	233 61%
PASSAGE magazine	12 3%	38 10%	120 31%	214 56%
Study Groups	15 4%	86 22%	189 49%	94 24%
Study Tours	22 6%	82 21%	174 45%	106 28%
Super Saturdays	42 11%	145 38%	140 36%	57 15%
Textile Enthusiasts Group	77 20%	152 40%	128 33%	27 7%

2. What is your favorite FOM programme? (Pick one.)






Asian Book Groups		8	2%
Docent Training		132	34%
Explore Singapore!		34	9%
Field Studies Singapore		10	3%
Monday Morning Lectures		100	26%
PASSAGE magazine		45	12%
Study Groups		8	2%
Study Tours		20	5%
Super Saturdays		5	1%

Textile Enthusiasts Group		3	1%
Other, please specify:		19	5%
Total		384	100%

3. Would you attend programmes and activities held on: (Please check all that apply.)



Weekdays		320	83%
Weekday evenings		160	42%
Daytime on weekends		140	36%

4. What suggestions do you have for FOM's programmes?





Improve existing programmes		68	18%
Add new programmes		58	15%
Have social programmes		69	18%
Nothing, fine as is		202	53%
Other, please specify		37	10%

Communications

5. Do you have enough access to information about FOM activities?

Yes		366	95%
No		18	5%
Total		384	100%

6. Do you read the FOM Flash?

Never		7	2%
Infrequently		21	5%
When I have a need		71	18%
Almost always		285	74%
Total		384	100%

7. Do you use the FOM website?

Never		89	23%
-------	---	----	-----

Once a month		197	51%
Once a week		84	22%
Daily		14	4%
Total		384	100%

8. What additional features would you like to see on the FOM website? (Please select all that apply.)

Buy/sell/give-away want ads for personal or household items		86	22%
Travel and travellers' tips - by destination		224	58%
Nothing else in particular		134	35%
Other, please specify		42	11%

PASSAGE Magazine PASSAGE is the bimonthly full-color magazine FOM produces for its members.

9. Do you read the FOM magazine, PASSAGE?

Never		2	1%
Infrequently		37	10%
When I have a need		38	10%
Amost allways		307	80%
Total		384	100%

10. Which part of the magazine do you read? (Please check all that apply.)

All sections		242	63%
Feature stories		104	27%
Museum events		116	30%
FOM activities		105	27%
Advertisements		10	3%
None		2	1%

11. How would you rate the magazine's content?

Not relevant		3	1%
Fair		29	8%
Good		133	35%
Very good		162	42%

Excellent		57	15%
Total		384	100%

25% of survey completed!

Docent Training FOM conducts a 2-6 month training programme for docents for the museums that FOM supports.

12. Are you an FOM-trained docent?

Yes		191	50%
No		193	50%
Total		384	100%

13. Do you guide in any museum currently?

Yes		149	78%
No		42	22%
Total		191	100%

14. If you do not guide any more, why did you stop guiding?

Overly committed		9	21%
No longer interested		2	5%
Did not feel appreciated		0	0%
Have conflicts with guiding schedule		3	7%
Other, please specify		29	69%

Monday Morning Lectures FOM offers one-hour lectures on most Monday mornings on a wide range of topics about art, culture and history.

15. Do you attend?

Never		68	18%
Infrequently		154	40%
Often		96	25%
Almost always		66	17%
Total		384	100%

16. What would attract you to attend more regularly?

Later morning time		50	13%
More interesting topics		81	21%
Better speakers		40	10%
Nothing, fine as is		199	52%
Other, please specify		62	16%

Field Studies Singapore Field Studies is a 9-week weekly programme composed of member-created field trips to new and different places in Singapore.

17. Have you participated in Field Studies Singapore before?

Yes		35	9%
No		349	91%
Total		384	100%

18. What would attract you to participate in Field Studies Singapore? (Please select all that apply.)

Less time required for the programme		66	17%
Less difficulty		26	7%
Different timeslot		43	11%
Need more information		99	26%
Nothing - not interested		63	16%
Nothing, fine as is		122	32%




Study Tours FOM organizes study tours that range from a few days to 2 weeks offering participants an in-depth cultural experience in various countries.

19. Have you participated in a Study Tour?






Yes		68	18%
No		316	82%
Total		384	100%

20. If not, why not? (Please check all that apply.)



Too long		31	10%
Too expensive		97	30%
Not interested in itinerary		7	2%

Not interested in Study Tours		29	9%
Not available at tour time		153	48%
Other, please specify		66	21%

21. What destinations would you be interested in visiting on a Study Tour? (Please check all that apply.)

SE Asia		259	77%
South Asia		176	53%
Middle East		136	41%
East Asia		165	49%
Australia		61	18%



22. Are you interested in theme tours with recognized experts in the field?

Yes		318	83%
No		66	17%
Total		384	100%



50% of survey completed!

Study Groups Study Groups consist of a small group of members who meet weekly for 2 to 3 months to present research on a topic of interest.

23. Have you participated in a Study Group?

Yes		72	19%
No		312	81%
Total		384	100%

24. What would attract you to participate in a Study Group? (Please check all that apply.)

More in-depth study		19	5%
Less time required for the programme		59	15%
Less difficulty		27	7%
Need more information		78	20%
Nothing - not interested		54	14%
Nothing, fine as is		144	38%

Other, please specify		41	11%
-----------------------	--	----	-----

Explore Singapore (ES) Explore Singapore offers half-day tours or talks about cultural or artistic sites in Singapore.

25. Have you participated in an ES programme?

Never		235	61%
In past year		78	20%
In past 3 years		45	12%
In past 3+ years		26	7%
Total		384	100%

26. What can FOM do to increase your interest in attending ES programmes? (Please check all that apply.)

More frequency		43	11%
More variety**		38	10%
Better promotion		76	20%
More experienced leaders		16	4%
Different time slot**		38	10%
Nothing - not interested		31	8%
Nothing, fine as is		177	46%
Other**		16	4%
** For the starred items above, please specify		50	13%

Super Saturdays This new programme is a monthly weekend programme providing cultural and social activities including lectures, art viewing, city exploration, films and theatre events.

27. Have you participated in a Super Saturday programme?

Yes		63	16%
No		321	84%
Total		384	100%

28. What would be your preferred time for these events (please check all that apply):

Saturday - Morning		95	25%
Saturday - Afternoon		105	27%

Saturday - Evening		54	14%
No preference		178	46%

29. What can FOM do to increase your interest in attending a Super Saturday programmes? (Please check all that apply.)

More frequency		33	9%
More variety		54	14%
Better promotion		69	18%
More interesting speakers		31	8%
Nothing - not interested		78	20%
Nothing, fine as is		156	41%
Other, please specify		29	8%

75% of survey completed!

Asian Book Groups FOM currently coordinates 8 different book groups at different days and times on both fiction and non-fiction books.

30. Are you a member of a FOM book group?

Yes		42	11%
No		342	89%
Total		384	100%

31. If not, please share with us the reason:







Involved in other book groups		58	17%
Timeslots don't suit me		41	12%
Too busy		135	39%
Need more information		39	11%
Nothing - not interested		74	22%
Other, please specify		30	9%

32. Have you ever been in an FOM book group and then left it?

Yes		12	3%
No		372	97%



Total 384 100%

33. If yes, please tell us why you left.







Not what I expected		3	8%
Did not like the books		3	8%
Did not like the format		0	0%
Poor time for me for the group		8	22%
Doing other FOM activities		12	32%
Wanted to move on		1	3%
Other, please specify		14	38%

Japanese Fair The Japanese docents offer a periodic Japanese Fair on different aspects of Japanese culture, such as origami, making sushi, wearing kimonos.



34. Have you ever attended a Japanese Fair?

Yes		70	18%
No		314	82%
Total		384	100%

35. What would attract you to attend a Japanese Fair? (Please check all that apply.)

Better promotion		75	20%
Different timeslot		27	7%
Need more information		103	27%
Nothing - not interested		42	11%
Nothing, fine as is		161	42%
Other, please specify		20	5%

36. How often would you prefer a Japanese Fair?

Once a year		221	58%
Twice a year		163	42%
Total		384	100%




90% of survey completed!

Information about you




37. How long have you been an FOM member?

Less than 1 year		101	26%
1-3 years		144	38%
3-5 years		67	17%
5-10 years		39	10%
10+ years.		33	9%
Total		384	100%


38. Are you a:

Singapore Citizen		67	17%
Singapore PR		90	23%
Other		227	59%
Total		384	100%



39. Do you work?

Full-time		40	10%
Part-time		85	22%
Not working		259	67%
Total		384	100%

40. How did you hear about FOM?

Word of mouth		292	76%
School or organization		17	4%
Internet search		43	11%
Advertisement		29	8%
One of the Fairs in Singapore		3	1%
Total		384	100%

42. How long after you learned about FOM did you join?

Less than 1 year		312	81%
2-3 years		45	12%
3-5 years		11	3%

6-10 years		7	2%
10+ years		9	2%
Total		384	100%

43. Did you help in running any of our programmes within the past year? (Please check all that apply.)

Activity coordinator		24	6%
Admin/Project teams		10	3%
Communications team (PASSAGE, website, marketing)		20	5%
Committee member		24	6%
Docent training		100	26%
None		220	57%
Other, please specify		31	8%

Image

[Products & Services](#) | [About Us](#) | [Support/Help](#)

© 2011 Copyright MarketTools Inc. All Rights Reserved. | [Privacy Policy](#) | [Terms Of Use](#)