

# 2011 Florida PRIME Satisfaction and Proposed Service Offerings Survey







## 1. What is your role in managing your Florida PRIME account(s)?

		Response Percent	Response Count
Investment decision-maker		42.4%	64
<b>Account Operations</b>		<b>49.0%</b>	<b>74</b>
Back Up Account Operations		8.6%	13
	Other (please specify)		8
		<b>answered question</b>	<b>151</b>
		<b>skipped question</b>	<b>10</b>

## 2. How do you classify the type of your governmental unit?

		Response Percent	Response Count
College or University		9.0%	14
Constitutional Officer		5.8%	9
County		14.2%	22
<b>Municipality</b>		<b>34.8%</b>	<b>54</b>
School Board		11.6%	18
Special District		24.5%	38
	Other (please specify)		6
		<b>answered question</b>	<b>155</b>
		<b>skipped question</b>	<b>6</b>









### 3. Please indicate how you would classify the size of your organization.

		Response Percent	Response Count
We are a large unit of local government (more than 25,000 employees).		3.1%	5
We are a medium-sized unit of local government (between 1,000 and 25,000 employees).		22.0%	35
<b>We are a smaller-sized unit of local government (under 1,000 employees).</b>		<b>67.3%</b>	<b>107</b>
I am not associated with a unit of local government in Florida.		7.5%	12
		<b>answered question</b>	<b>159</b>
		<b>skipped question</b>	<b>2</b>

**4. Please check the box which best describes your organization's use of Florida PRIME.**

		Response Percent	Response Count
We have maintained a relatively large percentage of our surplus funds in Florida PRIME during the last year.	<input type="checkbox"/>	5.1%	8
We have maintained a relatively large percentage of our surplus funds in Florida PRIME and also have investments in Fund B during the last year.	<input type="checkbox"/>	29.3%	46
We have maintained a relatively small percentage of our surplus funds in Florida PRIME during the last year.	<input type="checkbox"/>	10.2%	16
<b>We have maintained a relatively small percentage of our surplus funds in Florida PRIME and also have investments in Fund B during the last year.</b>	<input type="checkbox"/>	<b>44.6%</b>	<b>70</b>
We are invested in Fund B, but not Florida PRIME.	<input type="checkbox"/>	8.9%	14
We are not currently invested in Florida PRIME or Fund B.	<input type="checkbox"/>	1.9%	3
		Comments	4
<b>answered question</b>			<b>157</b>
<b>skipped question</b>			<b>4</b>

## 5. How often does your organization make financial transactions in your Florida PRIME account(s)?

		Response Percent	Response Count
Everyday		5.4%	8
Every 2-3 days		4.1%	6
Every week		10.2%	15
Every 2-3 weeks		6.1%	9
Every month		22.4%	33
Every 2-3 months		12.2%	18
Every 4-6 months		9.5%	14
<b>Once or twice a year</b>		<b>29.9%</b>	<b>44</b>
		Comments	7
<b>answered question</b>			<b>147</b>
<b>skipped question</b>			<b>14</b>

## 6. How often do you utilize the Florida PRIME Website?

		Response Percent	Response Count
Everyday		10.8%	17
Every 2-3 days		4.5%	7
Every week		9.6%	15
Every 2-3 weeks		8.3%	13
<b>Every month</b>		<b>31.8%</b>	<b>50</b>
Every 2-3 months		10.2%	16
Every 4-6 months		6.4%	10
Once or twice a year		18.5%	29

Comments 4

answered question 157

skipped question 4

## 7. Please rate the usefulness of the Florida PRIME website.

		Response Percent	Response Count
<b>Very useful</b>		<b>49.3%</b>	<b>73</b>
Somewhat useful		47.3%	70
Not very useful		2.0%	3
Not at all useful		1.4%	2

Comments 11

answered question 148

skipped question 13

**8. When using the Florida PRIME website, would you describe the functionality as:**

		Response Percent	Response Count
Very easy to use		50.7%	75
Somewhat easy to use		48.6%	72
Not very easy to use		0.7%	1
Not at all easy to use		0.0%	0
	Comments		6

answered question 148

skipped question 13

**9. Please mark all items that you routinely access on the Florida PRIME website:**

		Response Percent	Response Count
Transactions		66.2%	100
Account Statements		70.2%	106
<b>Account Balances</b>		<b>78.8%</b>	<b>119</b>
Rates		52.3%	79
Information for internal financial reporting		20.5%	31
Market commentary		17.2%	26
Monthly Summary Report		38.4%	58
	Other (please specify)		5

answered question 151

skipped question 10

**10. What other items, topics or changes would improve the usefulness of the Florida PRIME website?**

	Response Count
	22
answered question	22
skipped question	139

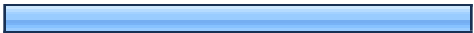



**11. How often do you call or email your SBA Florida PRIME service representative?**

		Response Percent	Response Count
Everyday		0.0%	0
Every 2-3 days		0.7%	1
Every week		0.0%	0
Every 2-3 weeks		1.4%	2
Every month		1.4%	2
Every 2-3 months		8.6%	12
Every 4-6 months		5.7%	8
<b>Once or twice a year</b>		<b>82.1%</b>	<b>115</b>
	Comments		13
	answered question		140
	skipped question		21

**12. Please rate your SBA Florida PRIME representative in each of the following categories/areas.**

	Very	Somewhat	Not very	Not at all	Response Count
Helpful	<b>81.1% (103)</b>	15.0% (19)	3.1% (4)	0.8% (1)	127
Knowledgeable	<b>77.7% (94)</b>	18.2% (22)	3.3% (4)	0.8% (1)	121
Responsive	<b>80.8% (101)</b>	15.2% (19)	3.2% (4)	0.8% (1)	125
				Comments	18
				answered question	127
				skipped question	34

**13. How would you characterize your monthly Florida PRIME account statement?**

		Response Percent	Response Count	
Very adequate		70.1%	108	
Somewhat adequate		28.6%	44	
Not very adequate		0.6%	1	
Not at all adequate		0.6%	1	
			Comments	
			answered question	154
			skipped question	7



#### 14. How useful do you find the following types of participant communications?





	Very useful	Somewhat useful	Not very useful	Not at all useful	Response Count
Monthly eNewsletter	33.8% (49)	<b>49.7% (72)</b>	10.3% (15)	6.2% (9)	145
Monthly Summary Report	<b>55.2% (79)</b>	35.7% (51)	4.9% (7)	4.2% (6)	143
Monthly eNotices (Fund B distributions, etc.)	<b>58.9% (86)</b>	32.9% (48)	5.5% (8)	2.7% (4)	146
Weekly Market Commentary	23.2% (32)	<b>52.9% (73)</b>	14.5% (20)	9.4% (13)	138

Comments 8

answered question 150

skipped question 11

#### 15. Automatic Clearinghouse (ACH) withdrawals were recently made available for Florida PRIME investors. Did you find this addition to be:

		Response Percent	Response Count
Critical improvement		10.2%	14
<b>Convenient improvement</b>		<b>54.7%</b>	<b>75</b>
Slight improvement		15.3%	21
No improvement		19.7%	27

Comments 19

answered question 137

skipped question 24




**16. If online education and training courses were made available to Florida PRIME participants, how likely would you be to use each of these services?**

	Very Likely	Somewhat Likely	Not Very Likely	Not At All Likely	Response Count
Educational training with the ability to earn Continuing Professional Education (CPE) credit(s).	<b>39.9% (61)</b>	31.4% (48)	15.7% (24)	13.1% (20)	153
Educational modules covering ACCOUNTING topics (with CPE credit earned).	<b>39.2% (58)</b>	27.7% (41)	18.9% (28)	14.2% (21)	148
Educational modules covering ACCOUNTING topics (without CPE credit earned).	20.8% (31)	<b>30.2% (45)</b>	28.9% (43)	20.1% (30)	149
Educational modules covering INVESTMENT topics.	<b>34.4% (52)</b>	32.5% (49)	19.2% (29)	13.9% (21)	151
Educational modules covering TREASURY/CASH MANAGEMENT topics.	34.2% (51)	<b>35.6% (53)</b>	17.4% (26)	12.8% (19)	149
Educational modules covering GOVERNMENT FINANCE topics.	33.3% (49)	<b>36.7% (54)</b>	16.3% (24)	13.6% (20)	147
				<b>answered question</b>	<b>155</b>
				<b>skipped question</b>	<b>6</b>

**17. Please list any additional topics or subject matter, not identified in the prior question, that you would be interested in receiving training.**

	Response Count
	10
	<b>answered question</b>
	<b>10</b>
	<b>skipped question</b>
	<b>151</b>



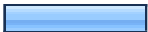


**18. If online education and training courses were offered, what dollar amount do you feel would be reasonable to cover the costs of providing such courses:**

		<b>Response Percent</b>	<b>Response Count</b>
<b>Less than \$50 per course</b>		<b>78.4%</b>	<b>105</b>
Between \$50 and \$100 per course		18.7%	25
Between \$100 and \$150 per course		3.0%	4
More than \$150 per course		0.0%	0
	Other (please specify)		21
		<b>answered question</b>	<b>134</b>
		<b>skipped question</b>	<b>27</b>

**19. If the SBA were to develop one (or more) additional governmental investment pools with either lower or higher levels of risk and return, what level of interest would you have for investing in such funds? These additional investment vehicles would be distinct from Florida PRIME, but with very similar client service and investment operations.**

	Very Likely	Somewhat Likely	Not Very Likely	Not At All Likely	Response Count
LOWER RISK-LOWER RETURN / Government or Treasury Fund (with no credit risk, a weighted average maturity similar to, or less, than Florida PRIME).	13.1% (19)	<b>35.2% (51)</b>	33.8% (49)	17.9% (26)	145
HIGHER RISK-HIGHER RETURN / Enhanced Cash or Ultra Short-term Fund (with increased credit risk relative to Florida PRIME, a higher weighted average maturity, and variable net asset value).	7.9% (11)	28.6% (40)	<b>38.6% (54)</b>	25.0% (35)	140
Other types of investment funds/services?	5.6% (7)	35.5% (44)	<b>36.3% (45)</b>	22.6% (28)	124
				Comments	14
				<b>answered question</b>	<b>147</b>
				<b>skipped question</b>	<b>14</b>

**20. If surveillance and external monitoring of Florida PRIME were to include another fund rating provided by a Nationally Recognized Statistical Rating Organization ("NRSRO"), in addition to the current Standard & Poor's 'AAAm' rating, would you find this to be:**

		Response Percent	Response Count
Critical improvement		11.1%	16
<b>Convenient improvement</b>		<b>41.0%</b>	<b>59</b>
Slight improvement		20.8%	30
No improvement		25.7%	37
Other Comments?		1.4%	2
	Comments		6
		<b>answered question</b>	<b>144</b>
		<b>skipped question</b>	<b>17</b>

**21. Please offer any additional suggestions you have about how Florida PRIME's effectiveness could be enhanced for your organization.**

	Response Count
	13
<b>answered question</b>	<b>13</b>
<b>skipped question</b>	<b>148</b>

**22. May we contact you if we have additional questions? If so, please fill out the following information:**

		Response Percent	Response Count
Name:		100.0%	58
Company:		96.6%	56
Address:		96.6%	56
Address 2:		10.3%	6
City/Town:		96.6%	56
State:		98.3%	57
ZIP:		96.6%	56
Email Address:		96.6%	56
Phone Number:		89.7%	52
<b>answered question</b>			<b>58</b>
<b>skipped question</b>			<b>103</b>