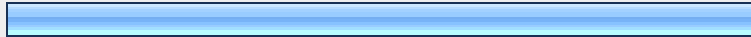
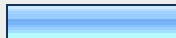

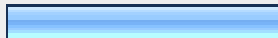
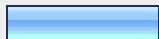
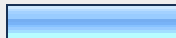
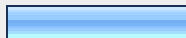
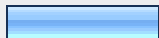
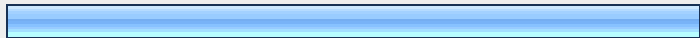


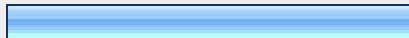


# NMPRSA Survey 2007


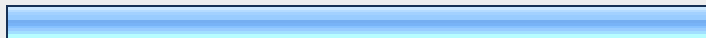
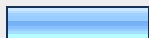
1. I am...			
		Response Percent	Response Count
...a member of NMPRSA.		80.3%	49
...not a member of NMPRSA; however, I am a member of the listserv.		18.0%	11
...not a member of either NMPRSA or the listserv but I am interested in responding.		1.6%	1
		<b>answered question</b>	<b>61</b>
		<b>skipped question</b>	<b>0</b>

2. I have been involved in the Public Relations profession for...			
		Response Percent	Response Count
...0-5 years		29.5%	18
...6-10 years		16.4%	10
...11-16 years		18.0%	11
...17-21 years		19.7%	12
...more than 21 years		16.4%	10
I am still a student		0.0%	0
		<b>answered question</b>	<b>61</b>
		<b>skipped question</b>	<b>0</b>

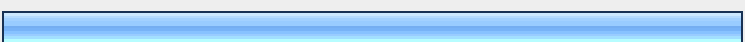


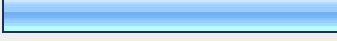
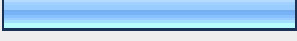
**3. My primary area(s) of professional practice. (Mark all that apply.)**

		Response Percent	Response Count
Media Relations		74.1%	43
Employee Communications		48.3%	28
Community Relations		63.8%	37
Marketing		43.1%	25
Other (please specify)			15
		<b>answered question</b>	<b>58</b>
		<b>skipped question</b>	<b>3</b>

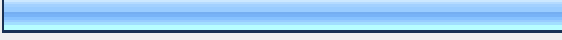

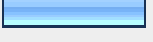



**4. Overall, how satisfied are you with NMPRSA?**

		Response Percent	Response Count
Very Satisfied		8.6%	5
<b>Satisfied</b>		<b>75.9%</b>	44
Not Satisfied		15.5%	9
If you wish, please expand concisely, but in as few words as possible.			10
		<b>answered question</b>	<b>58</b>
		<b>skipped question</b>	<b>3</b>

**5. What can NMPRSA do to make your membership/participation more valuable? (Check as many as apply.)**

		Response Percent	Response Count
Better speakers/variety programming		79.3%	46
Move/rotate locations/times of events		34.5%	20
Reduce costs of events		19.0%	11
More simple networking opportunities		36.2%	21
More public visibility for NMPRSA		31.0%	18
If you wish, please expand concisely, but in as few words as possible.			12
<b>answered question</b>			<b>58</b>
<b>skipped question</b>			<b>3</b>

**6. If you are a member of NMPRSA, what one factor was most influential in your decision to join?**

		Response Percent	Response Count
Personal benefits (networking, skill development, etc.)		60.9%	28
Chapter services and programs		13.0%	6
National PRSA services and programs		15.2%	7
Referral		4.4%	2
Employment requirement		2.2%	1
Accreditation (APR) availability		4.4%	2
Other (please specify)			5
<b>answered question</b>			<b>46</b>
<b>skipped question</b>			<b>15</b>

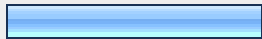



**7. If you are NOT A MEMBER of NMPRSA, what one factor would be most influential in your decision to join?**

		Response Percent	Response Count
Personal benefits (networking, skill development, etc.)		44.4%	4
Chapter services and programs		22.2%	2
National PRSA services and programs		11.1%	1
Referral		0.0%	0
Employee requirement		22.2%	2
Accreditation (APR) availability		0.0%	0
		Other (please specify)	1
		<b>answered question</b>	<b>9</b>
		<b>skipped question</b>	<b>52</b>

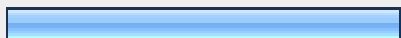
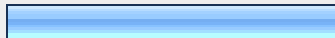

**8. What programming topics most interest you?**

		Response Percent	Response Count
Measurement and evaluation		39.7%	23
<b>Strategic planning</b>		<b>65.5%</b>	<b>38</b>
Media relations		62.1%	36
Branding		48.3%	28
Reputation management		51.7%	30
Crisis communications		51.7%	30
Employee communications		31.0%	18
		Other (please specify)	8
		<b>answered question</b>	<b>58</b>
		<b>skipped question</b>	<b>3</b>



**9. How often do you attend our chapter's monthly luncheon programs?**

		Response Percent	Response Count
Very often (7 or more times/yr)		27.6%	16
Often (3-6 times/yr)		27.6%	16
<b>Rarely (1-2 times/yr)</b>		<b>36.2%</b>	21
I don't attend		8.6%	5
		<b>answered question</b>	<b>58</b>
		<b>skipped question</b>	<b>3</b>



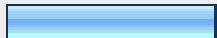
**10. I would prefer next year's Cumbre Awards event to be...**

		Response Percent	Response Count
<b>...An extended weekday luncheon program</b>		<b>42.1%</b>	24
...A weekday evening event		35.1%	20
...A weekend evening event		22.8%	13
		<b>answered question</b>	<b>57</b>
		<b>skipped question</b>	<b>4</b>


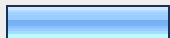
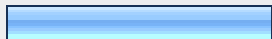
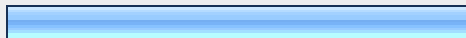
**11. Having a special/keynote speaker at a Cumbre Award event -- independent of the scheduled time -- would increase my likelihood of attendance.**

		Response Percent	Response Count
Yes		45.6%	26
<b>No</b>		<b>54.4%</b>	31
		<b>answered question</b>	<b>57</b>
		<b>skipped question</b>	<b>4</b>

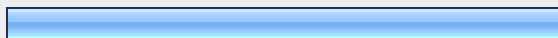
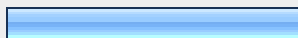

**12. How important are the Cumbre Awards to you personally?**

		Response Percent	Response Count
Extremely important		0.0%	0
Important		26.3%	15
<b>Somewhat important</b>		<b>50.9%</b>	29
Not important at all		22.8%	13
		<b>answered question</b>	<b>57</b>
		<b>skipped question</b>	<b>4</b>

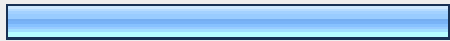
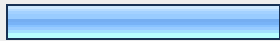
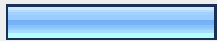
**13. How important are the Cumbre Awards to your company/clients?**

		Response Percent	Response Count
Extremely important		5.3%	3
Important		17.5%	10
Somewhat important		28.1%	16
<b>Not important at all</b>		<b>49.1%</b>	28
		<b>answered question</b>	<b>57</b>
		<b>skipped question</b>	<b>4</b>




**14. NMPRSA, through programming, services, and leadership reflects trends and issues facing PR today.**

		Response Percent	Response Count
<b>Somewhat agree</b>		<b>59.7%</b>	34
Somewhat disagree		31.6%	18
No opinion		8.8%	5
		<b>answered question</b>	<b>57</b>
		<b>skipped question</b>	<b>4</b>




**15. NMPSA helps me to better represent the value of PR to my employer/clients.**

		Response Percent	Response Count
Somewhat agree		47.4%	27
Somewhat disagree		29.8%	17
No opinion		22.8%	13
		<b>answered question</b>	<b>57</b>
		<b>skipped question</b>	<b>4</b>

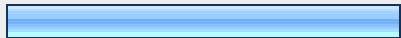
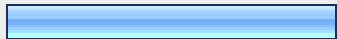

**16. NMPSA programming/services are valuable to my skill development.**

		Response Percent	Response Count
Somewhat agree		57.9%	33
Somewhat disagree		35.1%	20
No opinion		7.0%	4
		<b>answered question</b>	<b>57</b>
		<b>skipped question</b>	<b>4</b>

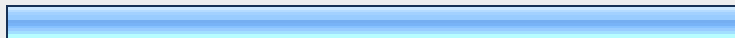
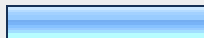
**17. NMPSA programming/services are worth the cost.**

		Response Percent	Response Count
Somewhat agree		60.7%	34
Somewhat disagree		32.1%	18
No opinion		7.1%	4
		<b>answered question</b>	<b>56</b>
		<b>skipped question</b>	<b>5</b>

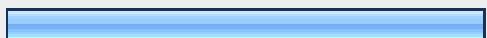
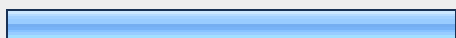
**18. NMPRSA is perceived as an authority in PR.**

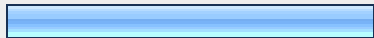

		Response Percent	Response Count
Somewhat agree		42.1%	24
Somewhat disagree		35.1%	20
No opinion		22.8%	13
		<i>answered question</i>	<b>57</b>
		<i>skipped question</i>	<b>4</b>

**19. PRSA National regularly conducts telephone-based seminars for about \$150/event. That means, if we can convene a group of up to 15, the shared fee would be \$15/person. If the topic of a particular teleseminar is pertinent to your job, would you be inclined to attend? (NOTE: Local PR offices with facilities able to accommodate such events would be sought as hosts.)**

		Response Percent	Response Count
Yes		78.6%	44
No		21.4%	12
If you wish, please add one or two topics that would most pique your interest to participate			11
		<i>answered question</i>	<b>56</b>
		<i>skipped question</i>	<b>5</b>

**20. I have served on one of NMPRSA's committees or the board.**

		Response Percent	Response Count
Yes		51.8%	29
No		48.2%	27
		<i>answered question</i>	<b>56</b>
		<i>skipped question</i>	<b>5</b>

21. Independent of your answer above, would you like information about how to become more active in NMPRSA?			Response Percent	Response Count
Yes			39.6%	19
No			60.4%	29
(SPECIAL NOTE: If you are comfortable providing your name, phone number, and email address in the space below, please do so. If not, please contact _____ about your interest.)				8
<i>answered question</i>				<b>48</b>
<i>skipped question</i>				<b>13</b>

22. If you have any final comments, please include them here.			Response Count
			16
<i>answered question</i>			<b>16</b>
<i>skipped question</i>			<b>45</b>