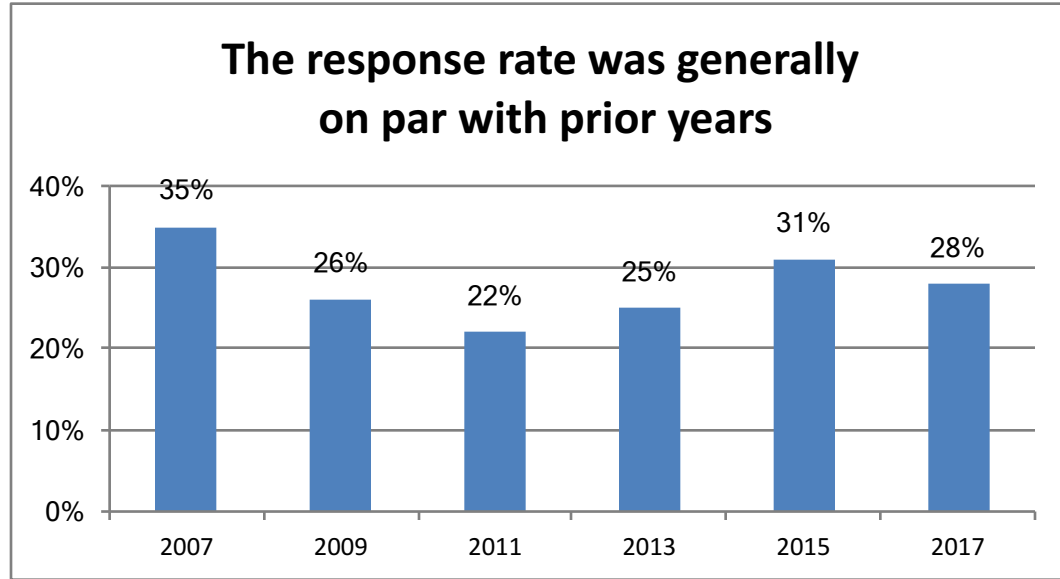


Response rate

2007	35%
2009	26%
2011	22%
2013	25%
2015	31%
2017	28%

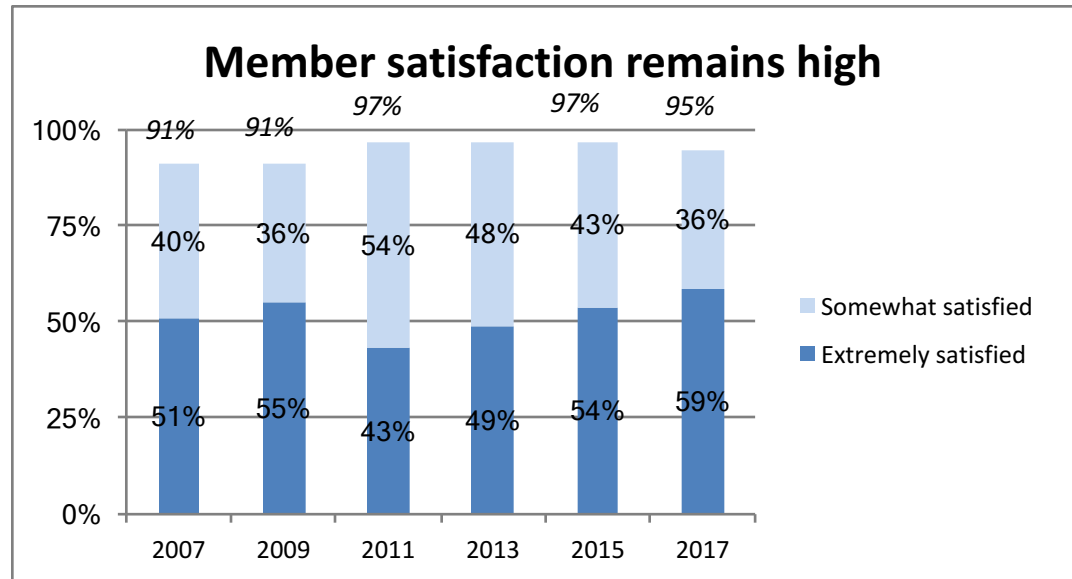
2017: N = 92 / 330



Q1

Extremely Somewhat

Year	Extremely	Somewhat	Total
2007	51%	40%	91%
2009	55%	36%	91%
2011	43%	54%	97%
2013	49%	48%	97%
2015	54%	43%	97%
2017	59%	36%	95%



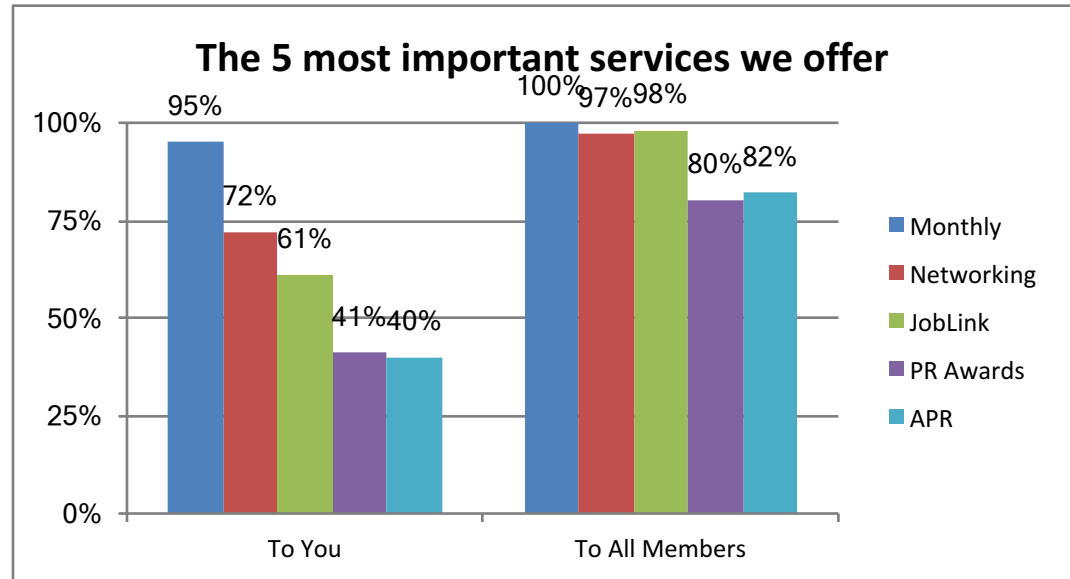
Q3

Most important

	To You	To All Members
Website	92%	93%
Monthly	91%	95%
JOBLink	89%	96%

	To You	To All Members
Monthly	95%	100%
Networking	72%	97%
JobLink	61%	98%
PR Awards	41%	80%
APR	40%	82%

2015



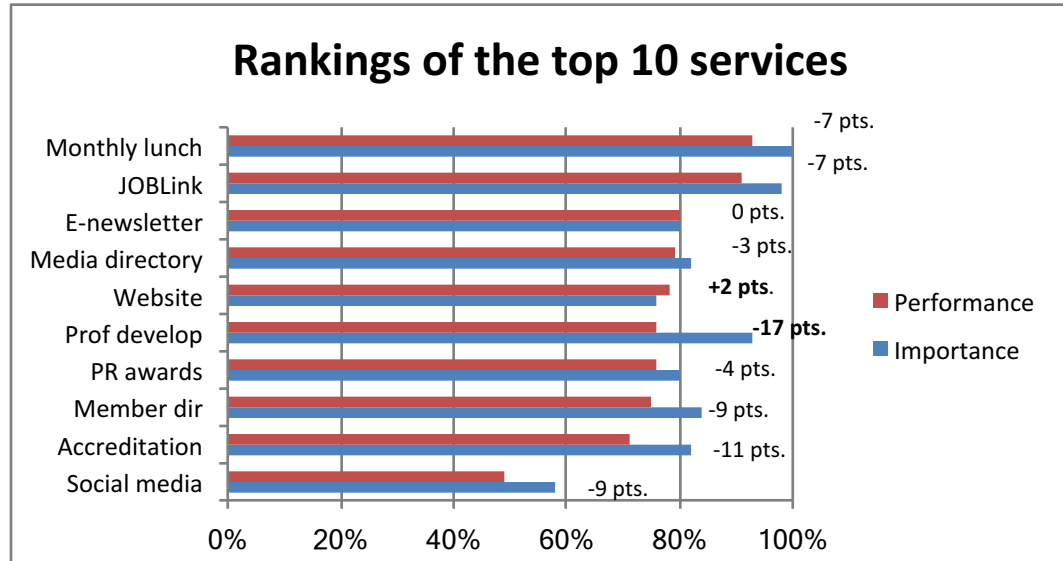
Rankings show the sum of Very Important and Somewhat Important

Q4 & 5

TOP 10

	Importance	Performance	Gap
Social media	58%	49%	-9%
Accreditation	82%	71%	-11%
Member dir	84%	75%	-9%
PR awards	80%	76%	-4%
Prof develop	93%	76%	-17%
Website	76%	78%	+2%
Media directory	82%	79%	-3%
E-newsletter	80%	80%	0%
JOBLink	98%	91%	-7%
Monthly lunch	100%	93%	-7%

Last year was an 8-pt gap

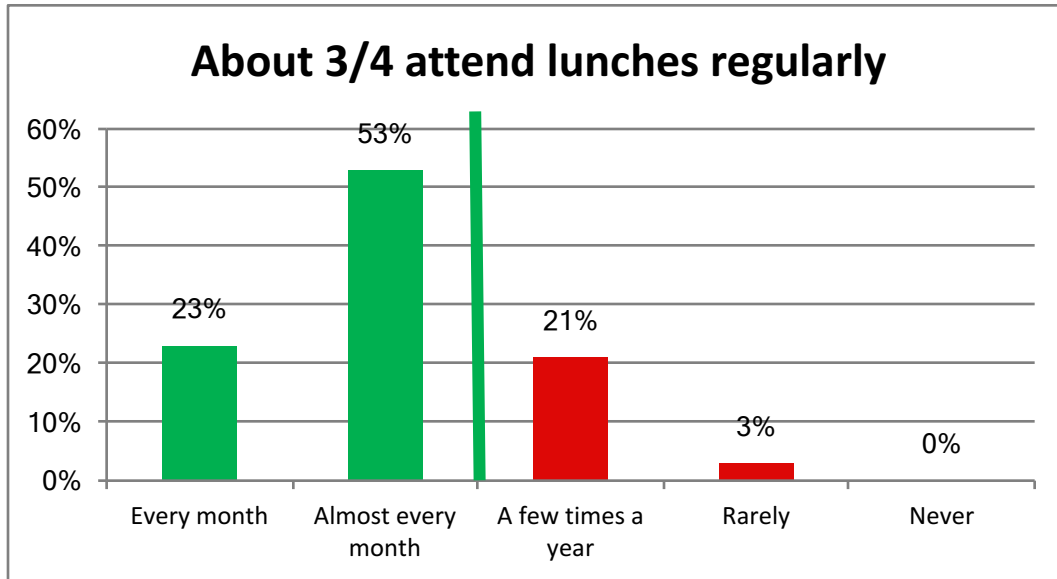


in prof devel

Performance exceeds importance only on the website. The biggest gap between performance and importance is in professional development.

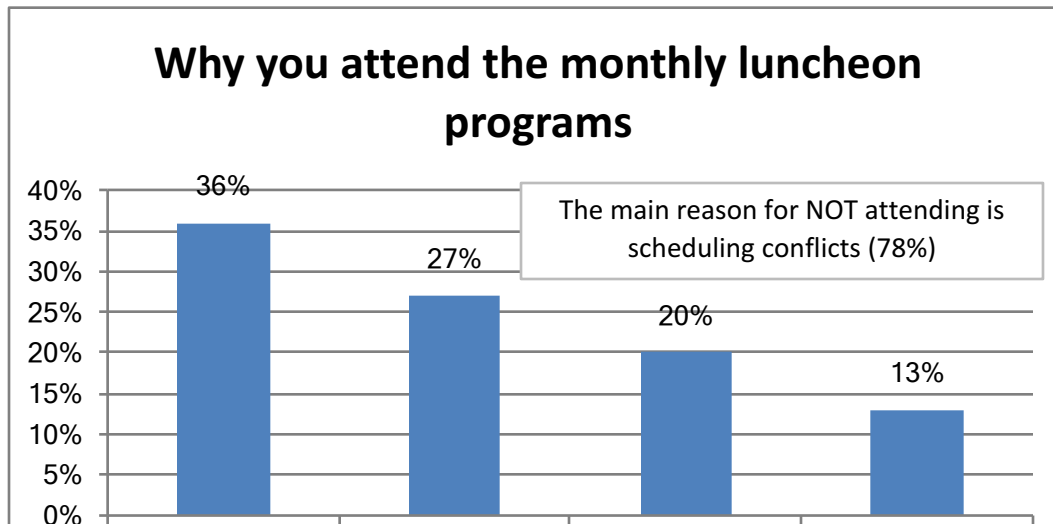
Q6

How often do	
Every month	23%
Almost every	53%
A few times a	21%
Rarely	3%
Never	0%
	100%



Q7 & 8

Main reason for	
Prof Devel	36%
Networking	27%
Topics	20%
Speakers	13%



Prof Devel

Networking

Topics

Speakers

Q9

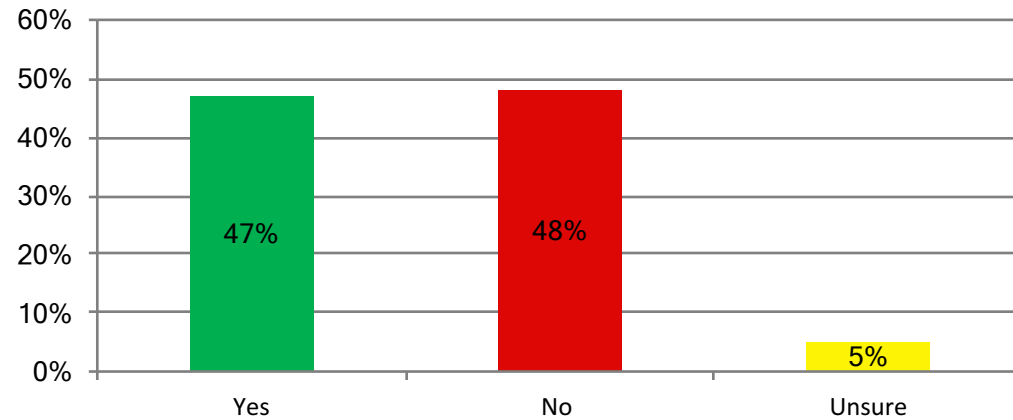
Attended a prof

Yes 47%

No 48%

Unsure 5%

Have you attended a professional development workshop in past two years?



Q10

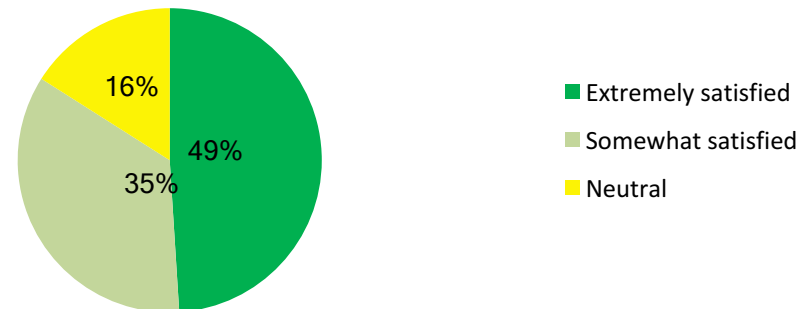
Among those

Extremely 49%

Somewhat 35%

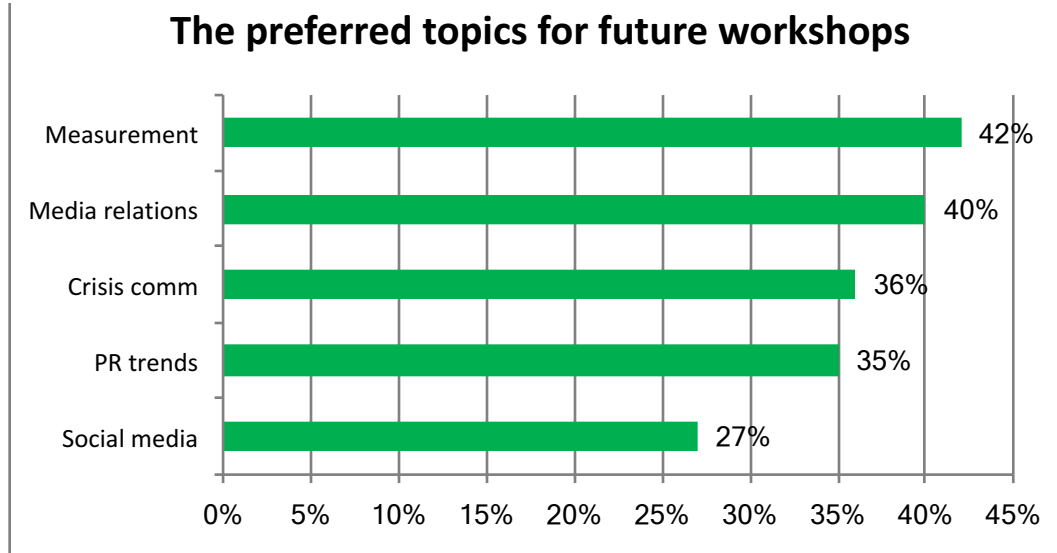
Neutral 16%

Satisfaction with workshops, among those who attended in past 2 years



Q11

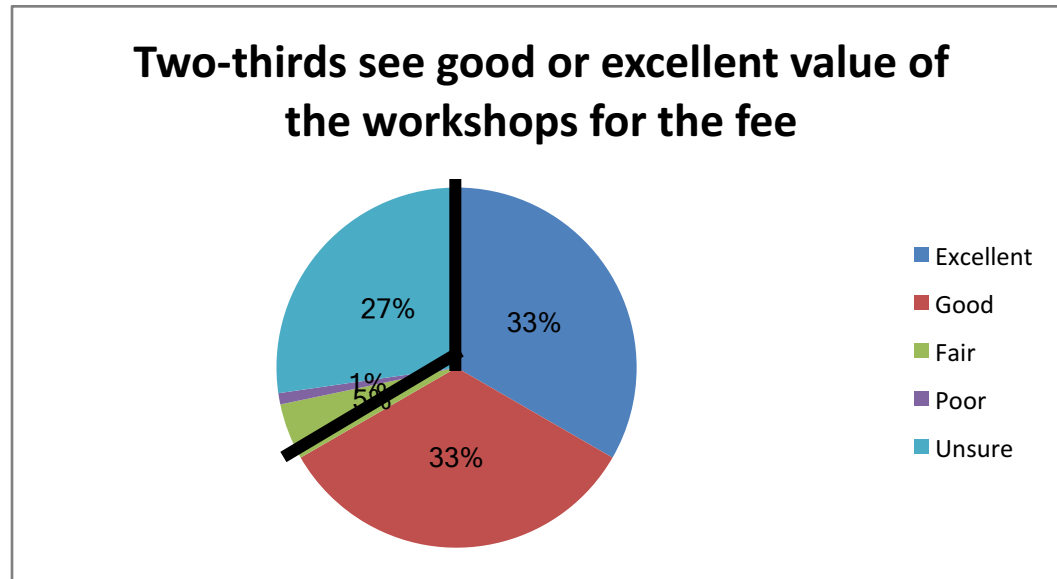
Top topics for	
Social media	27%
PR trends	35%
Crisis comm	36%
Media relations	40%
Measurement	42%



Q12

Value of

Excellent	33%
Good	33%
Fair	5%
Poor	1%
Unsure	27%
	99%



Q15

APR

Definitely will	3%
Very likely	13%

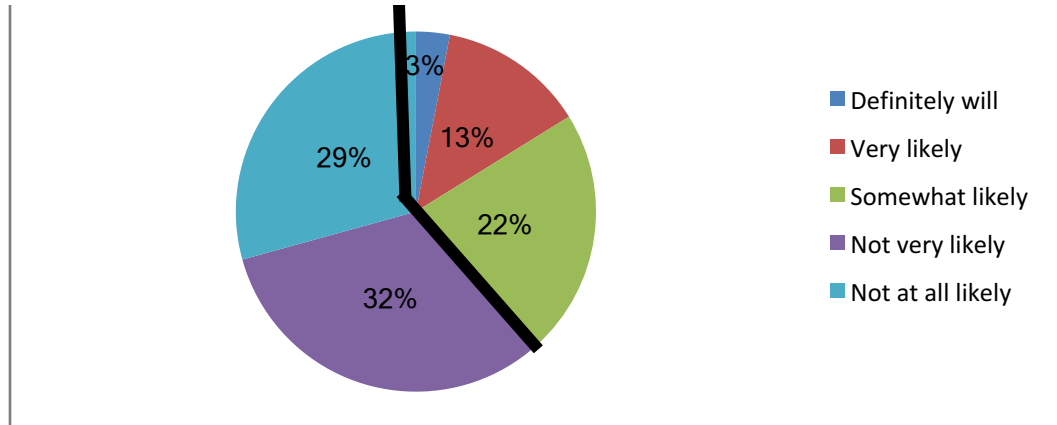
Among those without APR, 38% expressed interest in pursuing it

Somewhat likely 22%

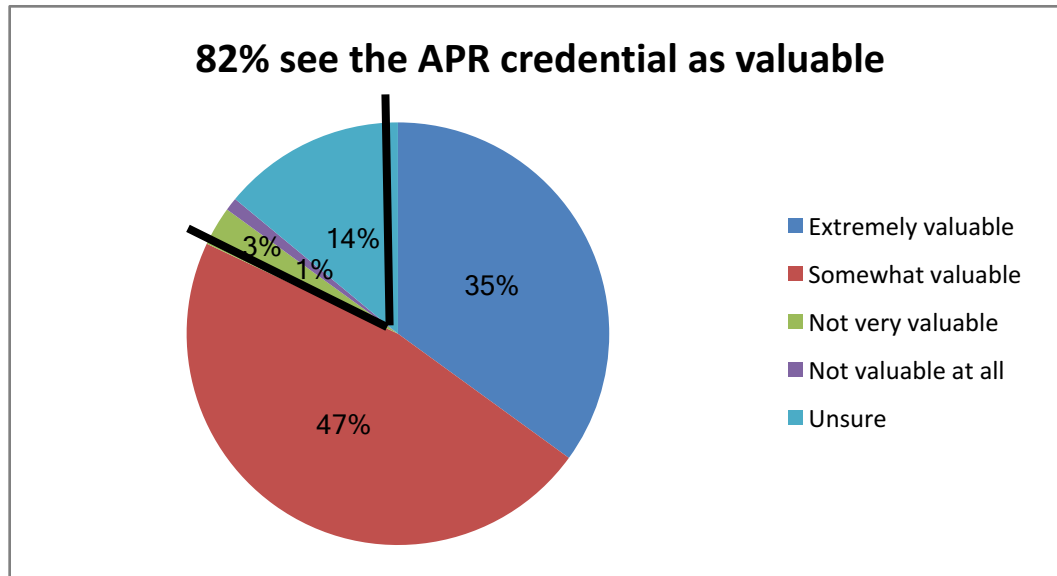
expressed interest in pursuing it

Not very likely 32%
 Not at all likely 29%
 99%

Q16: see appendix



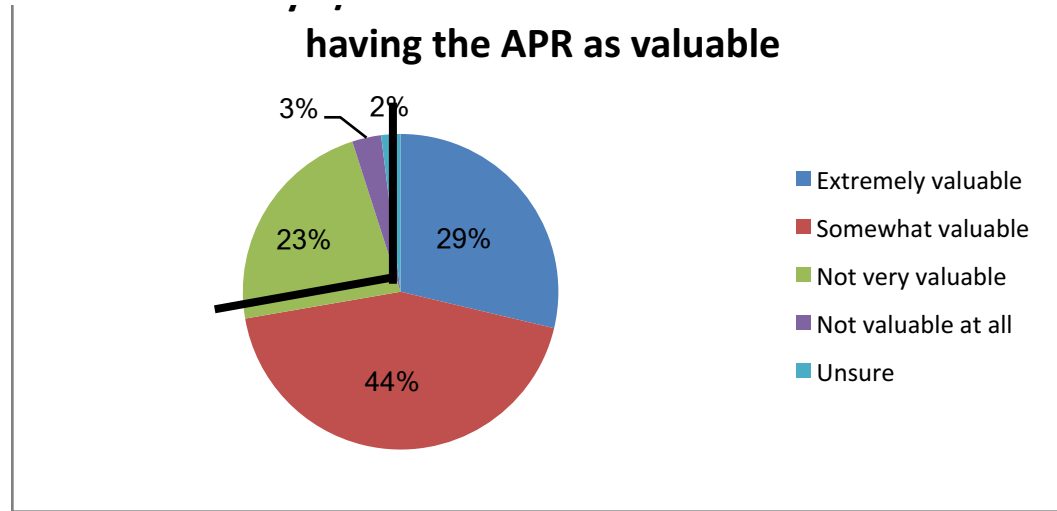
Q17
 Value of APR as
 Extremely 35%
 Somewhat 47%
 Not very 3%
 Not valuable at 1%
 Unsure 14%



Q18
 Value of APR to
 Extremely 29%

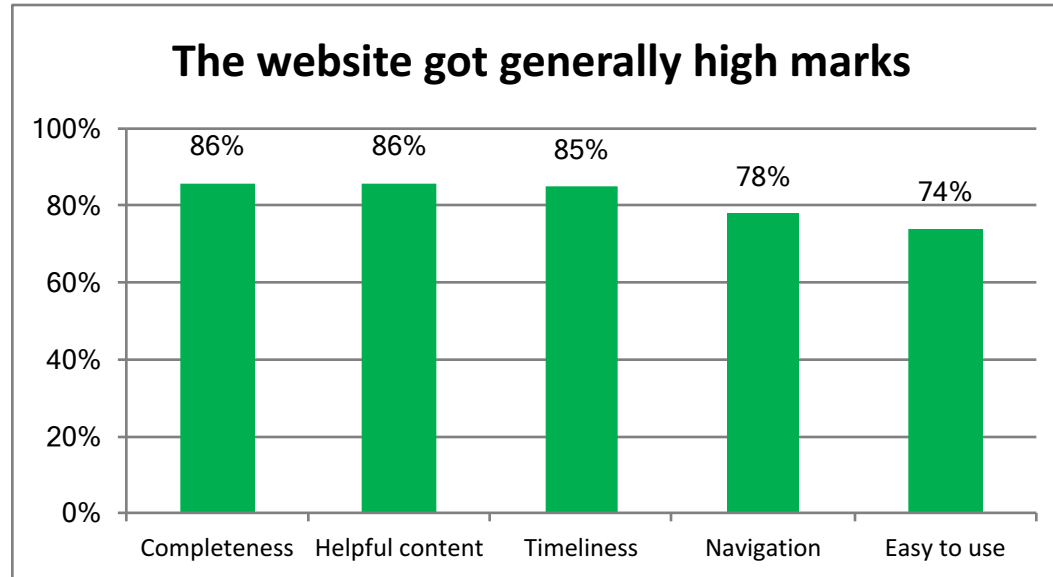
Nearly 3/4 of credentialed members see

Somewhat	44%
Not very	23%
Not valuable at	3%
Unsure	2%



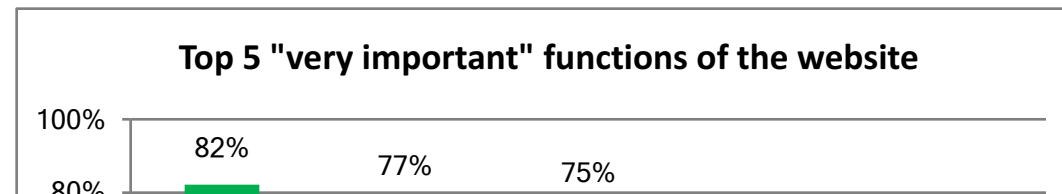
Q22

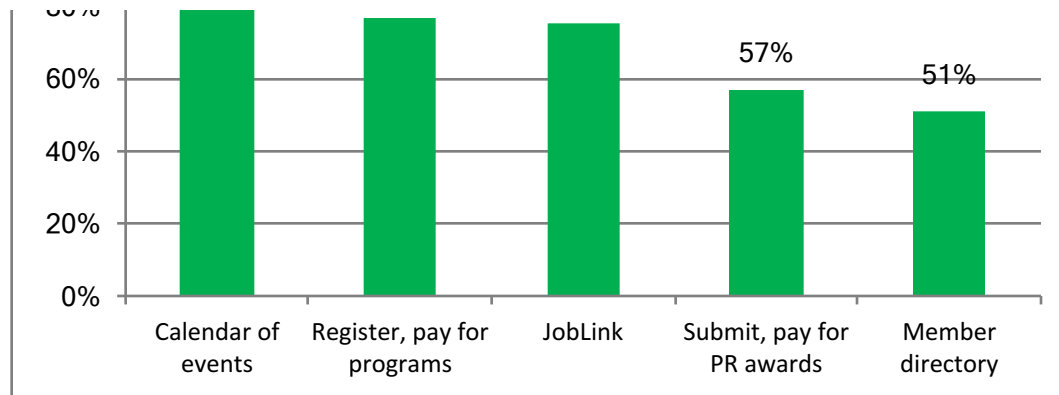
Good or	
Completeness	86%
Helpful content	86%
Timeliness	85%
Navigation	78%
Easy to use	74%



Q23

Top 5 "very	
Calendar of	82%
Register, pay for	77%
JobLink	75%
Submit, pay for	57%
Member	51%

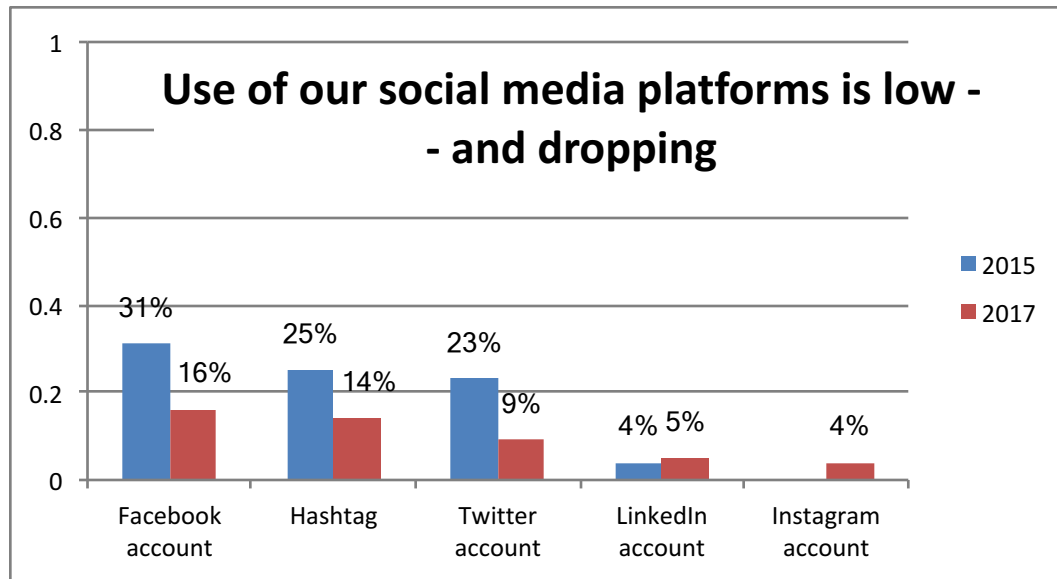




Q24

Use of social

	2015	2017
Facebook	31%	16%
Hashtag	25%	14%
Twitter account	23%	9%
LinkedIn	4%	5%
Instagram		4%



Totals reflect the sum of "always" and "often" use the platform.

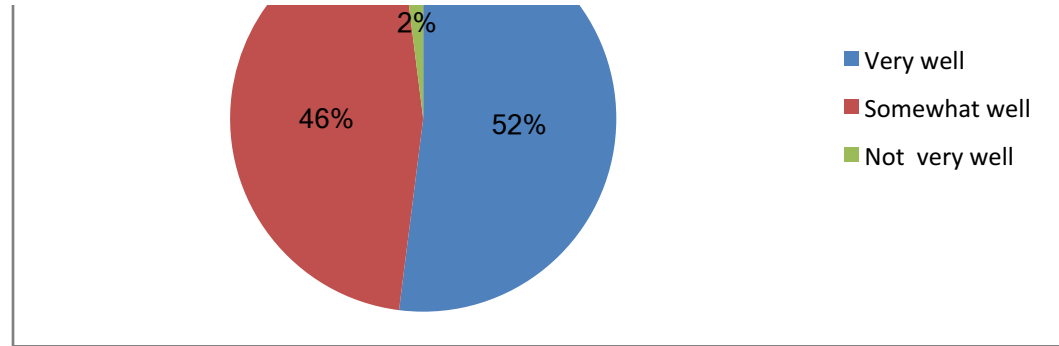
Q27

How well does

Very well	52%
Somewhat well	46%
Not very well	2%



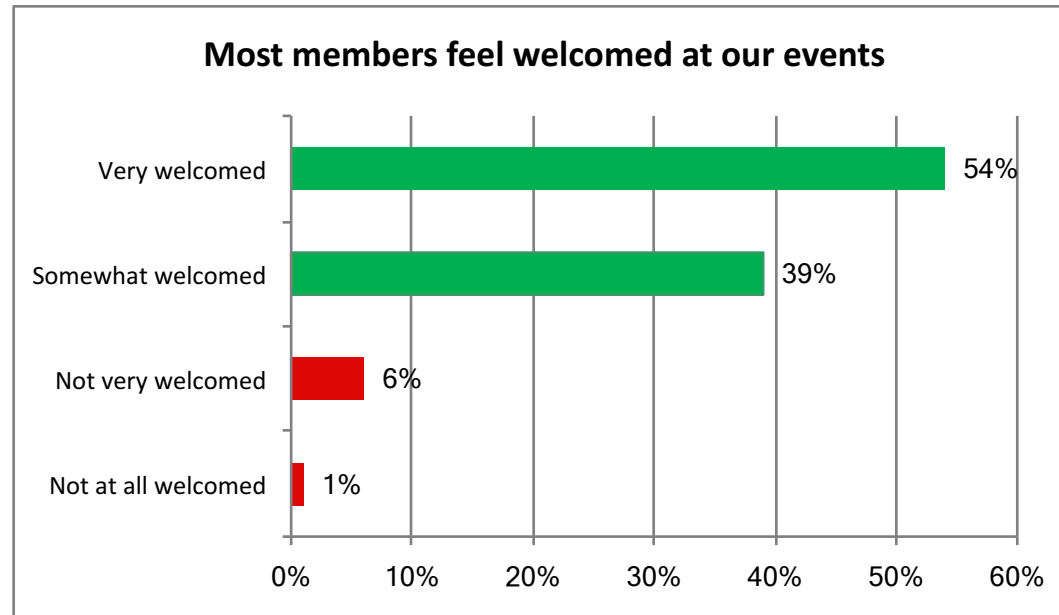
**In line with 2015:
52%+43%**



Q28

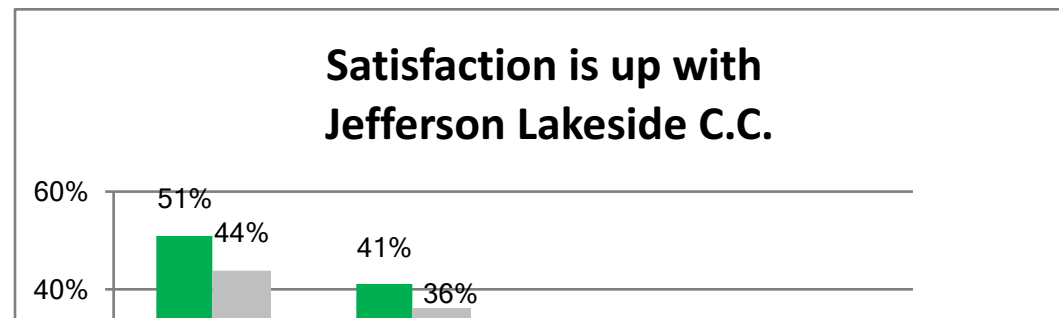
Welcoming	
Not at all	1%
Not very	6%
Somewhat	39%
Very welcomed	54%

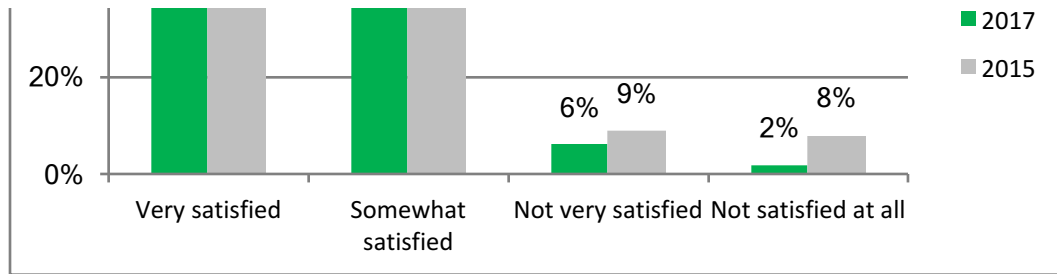
**Question was not asked in
2015**



Q29

Satis. With Jeff	2017	2015
Very satisfied	51%	44%
Somewhat	41%	36%
Not very	6%	9%
Not satisfied at	2%	8%



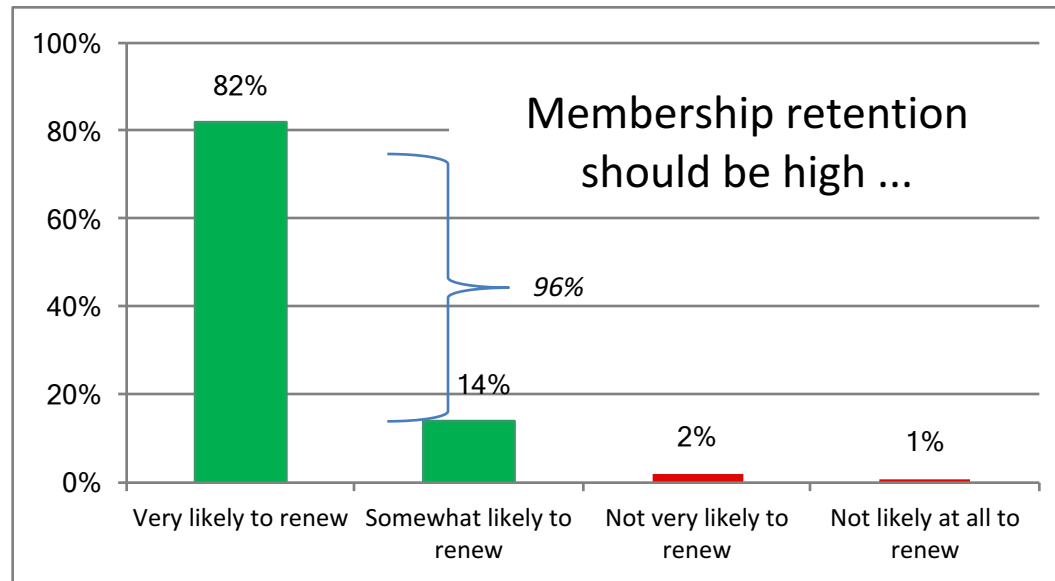


Q30

Membership

Very likely to	82%
Somewhat likely	14%
Not very likely	2%
Not likely at all	1%

(In line with 2015:
84%+11% = 95%)

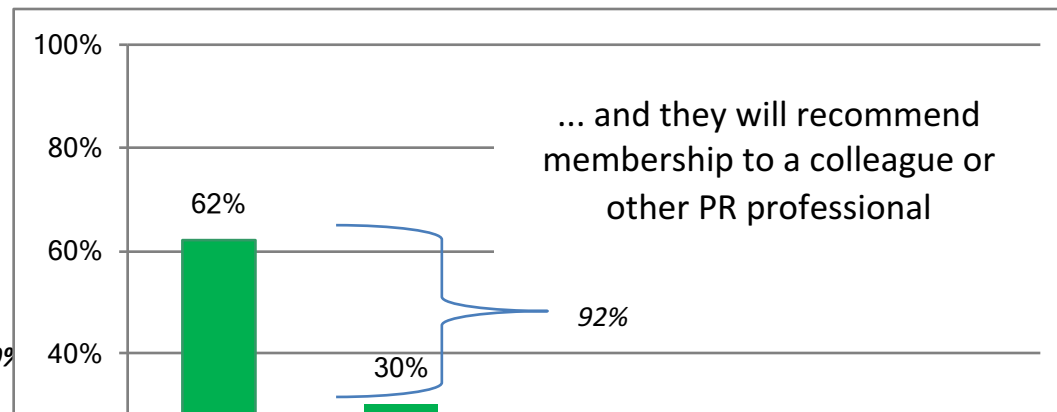


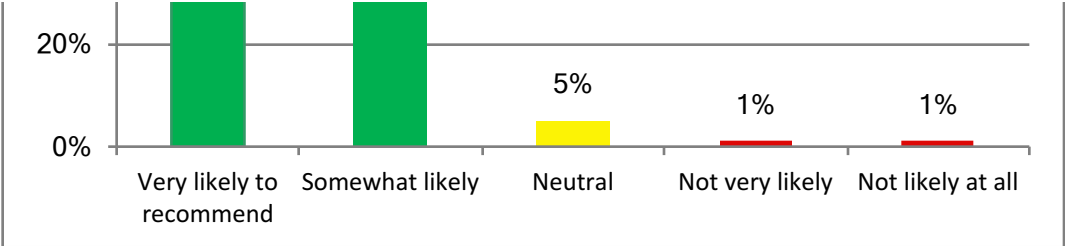
Q33

Bring a friend

Very likely to	62%
Somewhat likely	30%
Neutral	5%
Not very likely	1%
Not likely at all	1%

(up slightly from 2015: 68%+21%=89%)

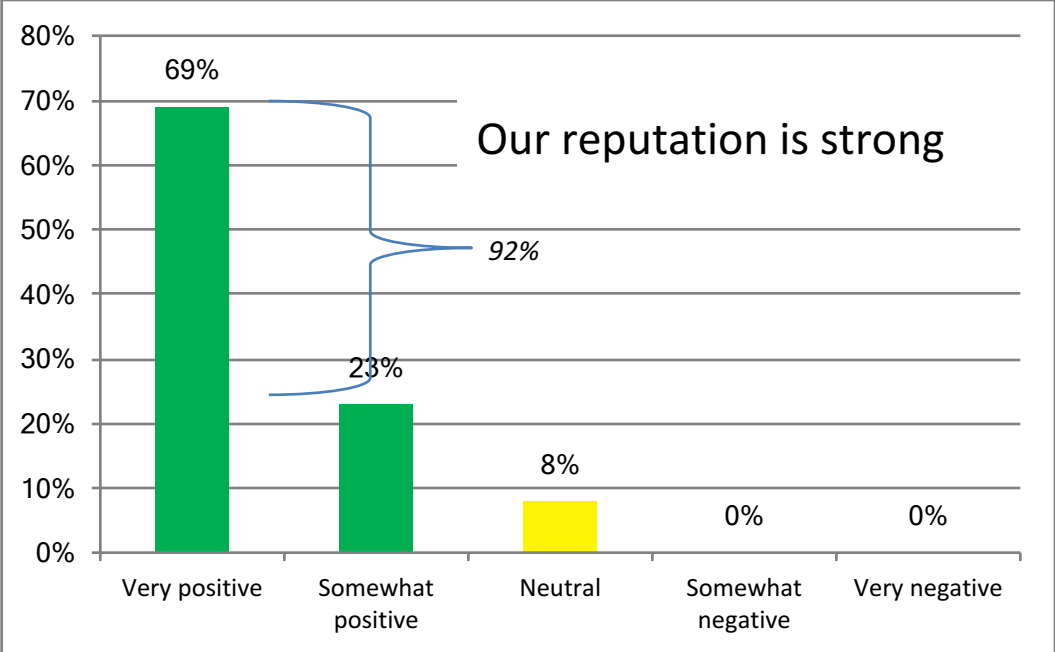




Q34

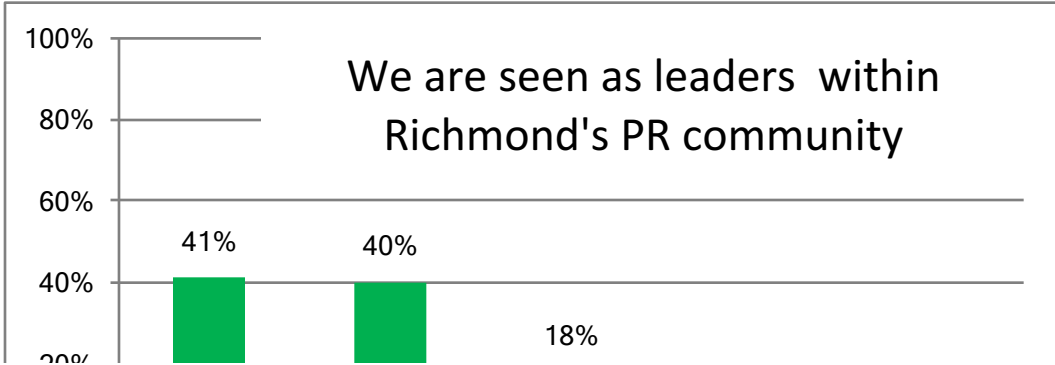
Our reputation	
Very positive	69%
Somewhat	23%
Neutral	8%
Somewhat	0%
Very negative	0%

Fewer "very positive" but overall the same: 76+16=92%



Q35

Strongly agree	41%
Agree	40%
Neutral	18%
Disagree	2%
Strongly	0%

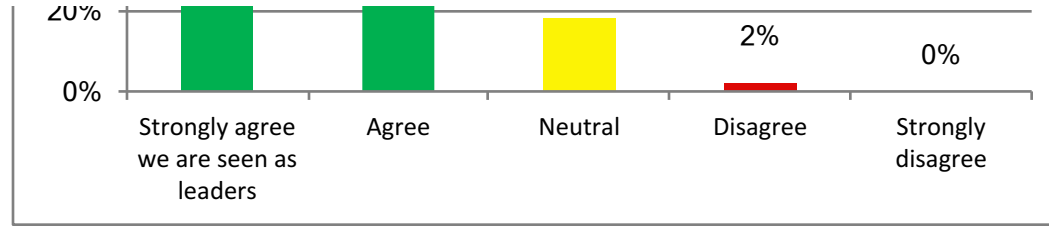


Q36

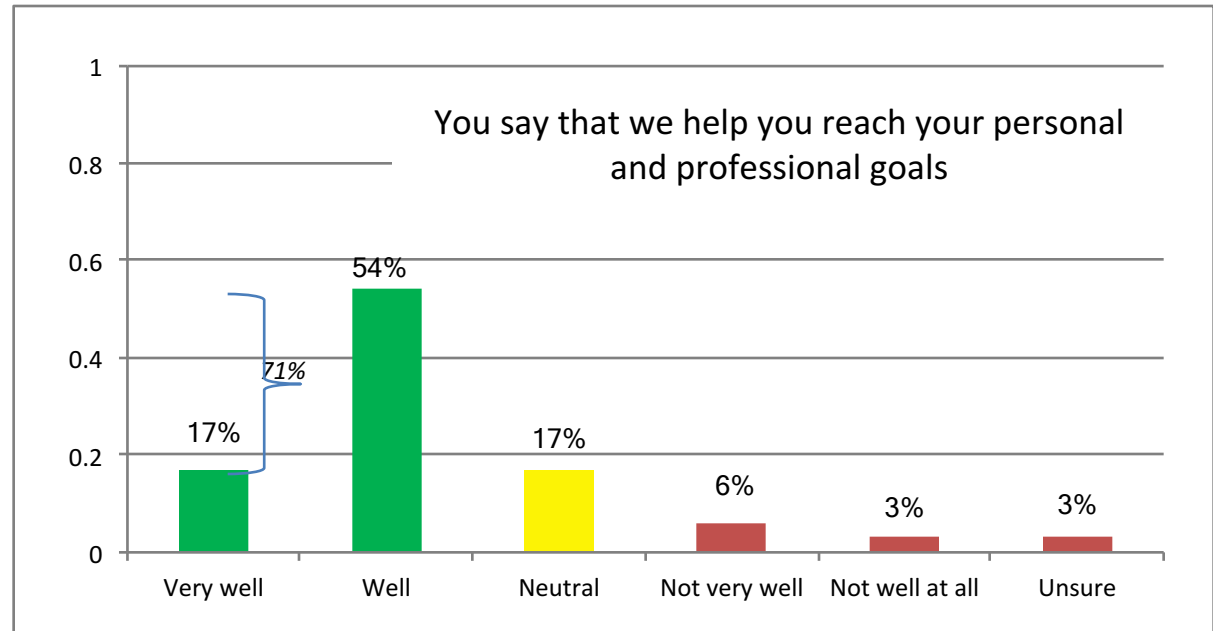
How well do we

Very well	17%
Well	54%
Neutral	
Not very well	6%
Not well at all	3%
Unsure	3%

*down slightly from 2015:
27+47=74%*



17%
6%
3%
3%

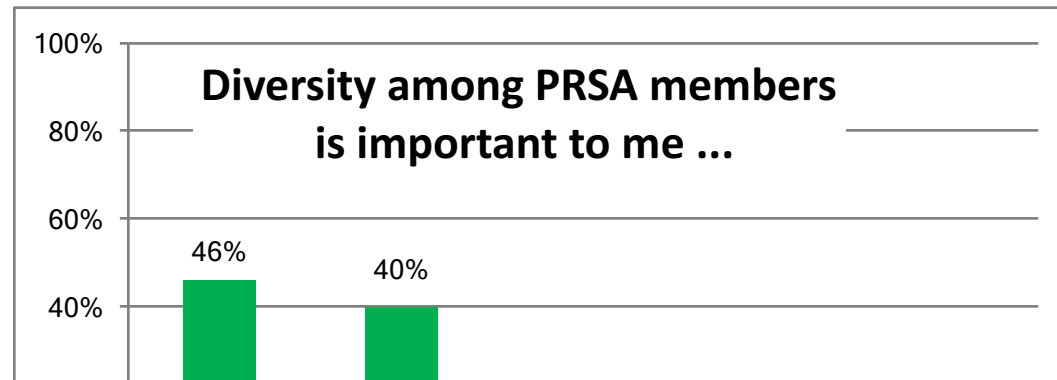


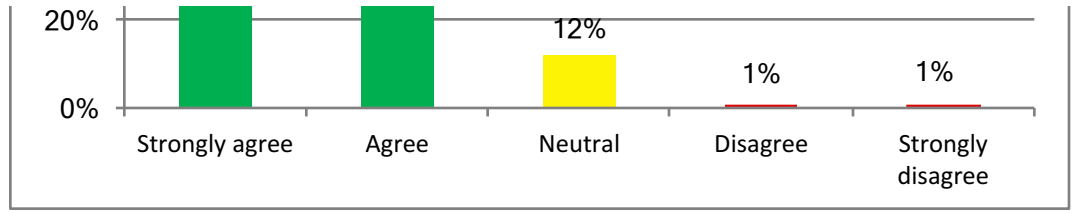
Q38

Diversity is

Strongly agree	46%
Agree	40%
Neutral	12%
Disagree	1%
Strongly	1%

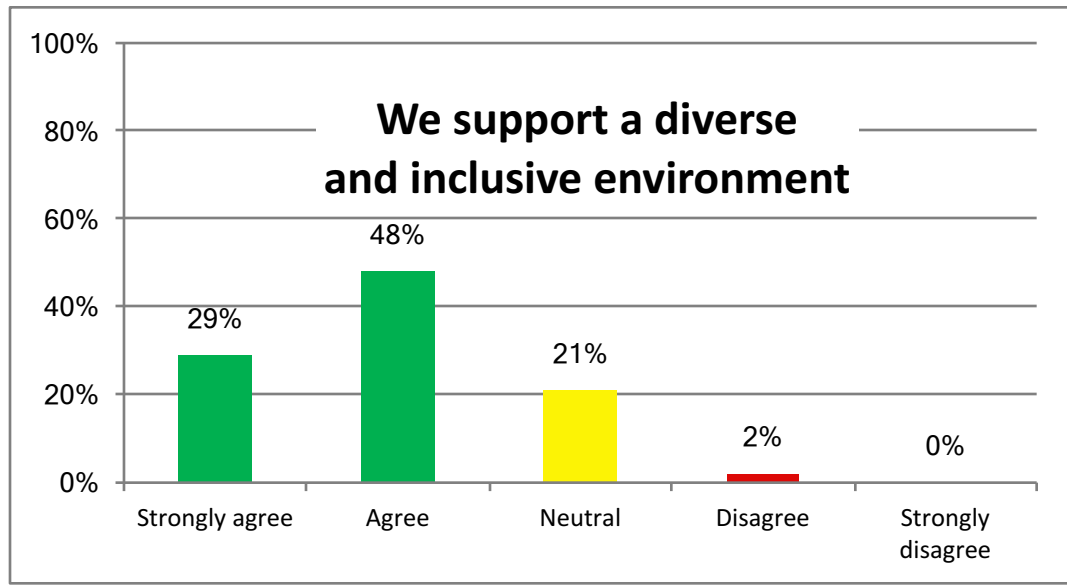
*Question wasn't asked in
2015*





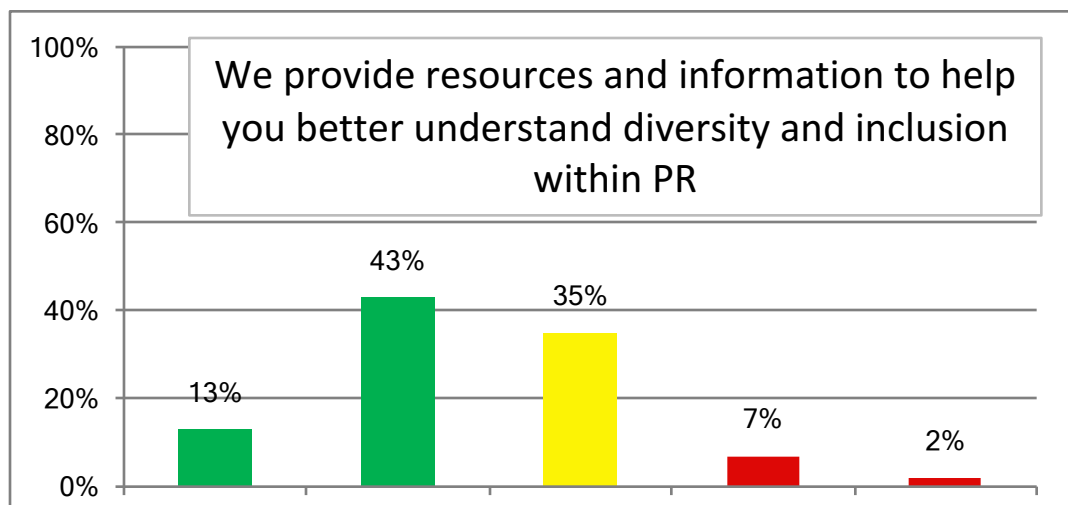
Q39
 Strongly agree 29%
 Agree 48%
 Neutral 21%
 Disagree 2%
 Strongly 0%

Question wasn't asked in 2015



Q40
 Strongly agree 13%
 Agree 43%
 Neutral 35%
 Disagree 7%
 Strongly 2%

Question wasn't asked in 2015



Strongly agree Agree Neutral Disagree Strongly disagree

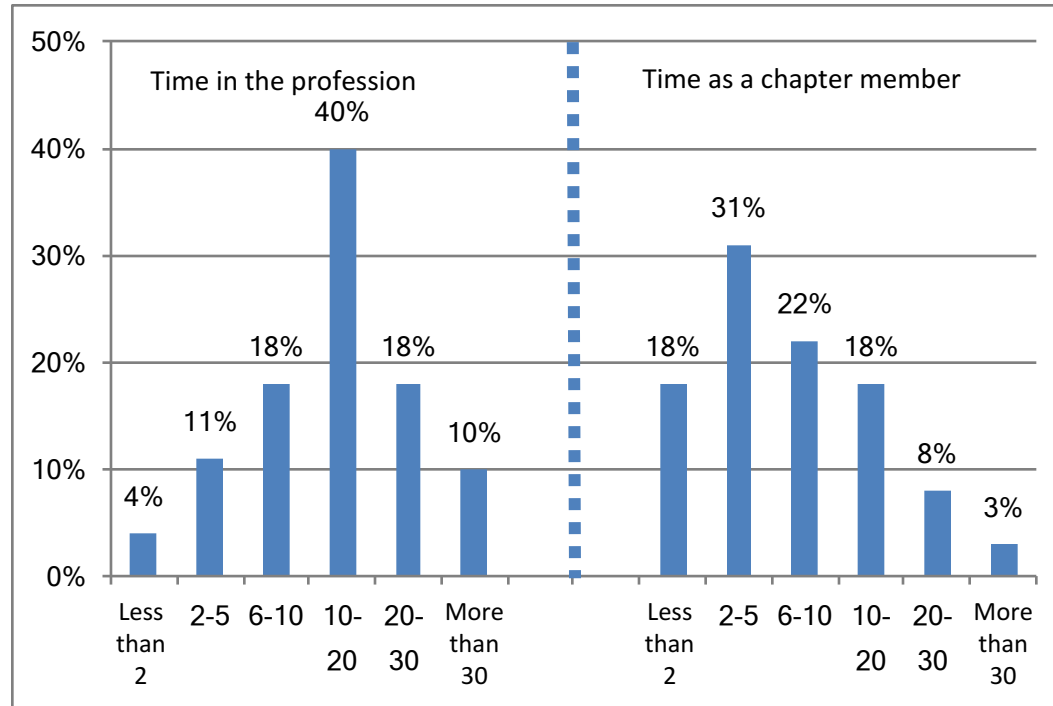
Q44 & 45

Working in PR

Less than 2	4%
2-5	11%
6-10	18%
10-20	40%
20-30	18%
More than 30	10%

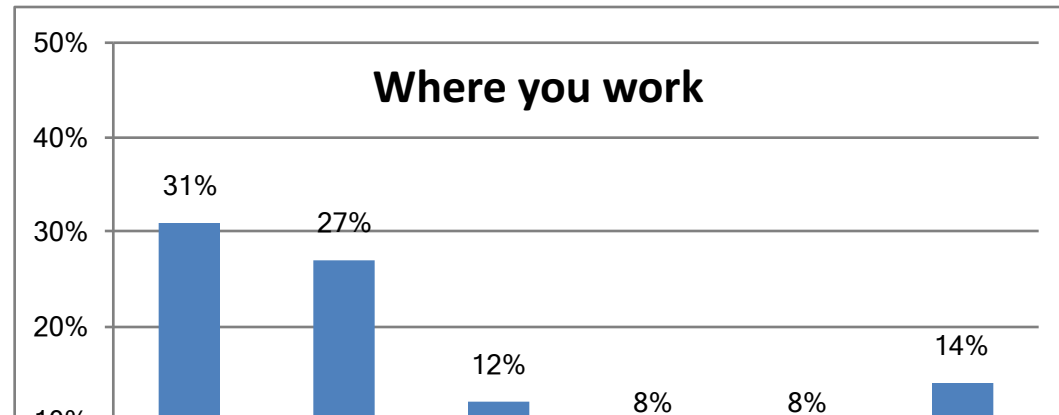
Less than 2	18%
2-5	31%
6-10	22%
10-20	18%
20-30	8%
More than 30	3%

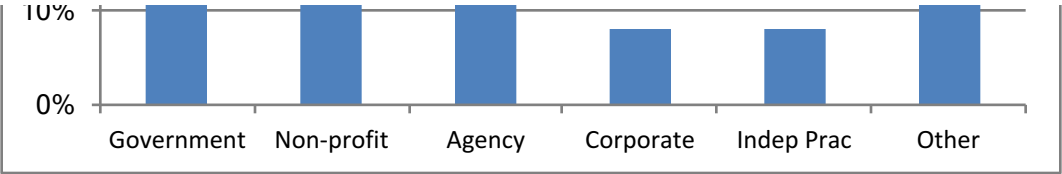
Demographics of respondents



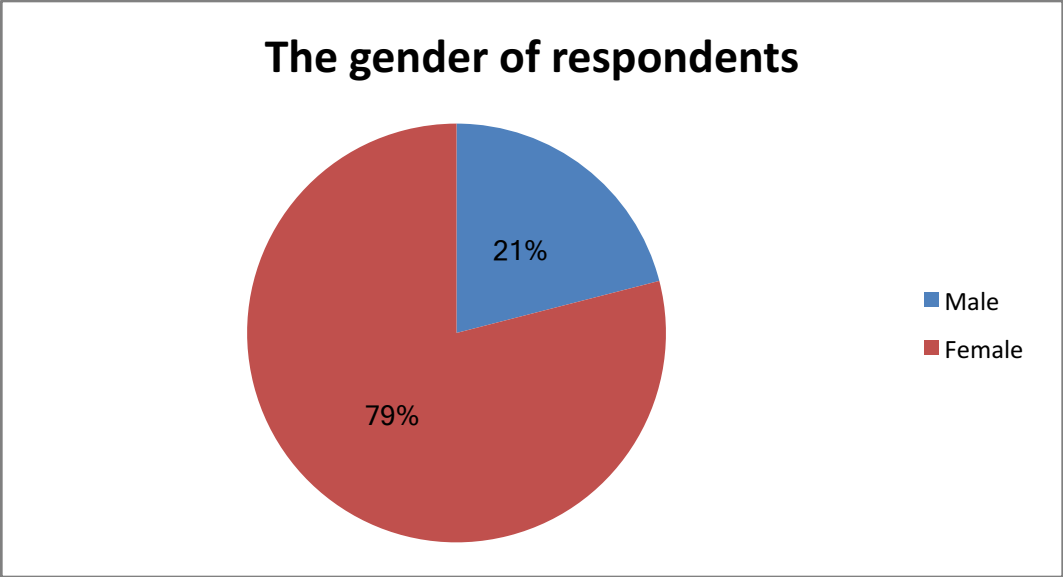
Q46

Government	31%
Non-profit	27%
Agency	12%
Corporate	8%
Indep Prac	8%
Other	14%

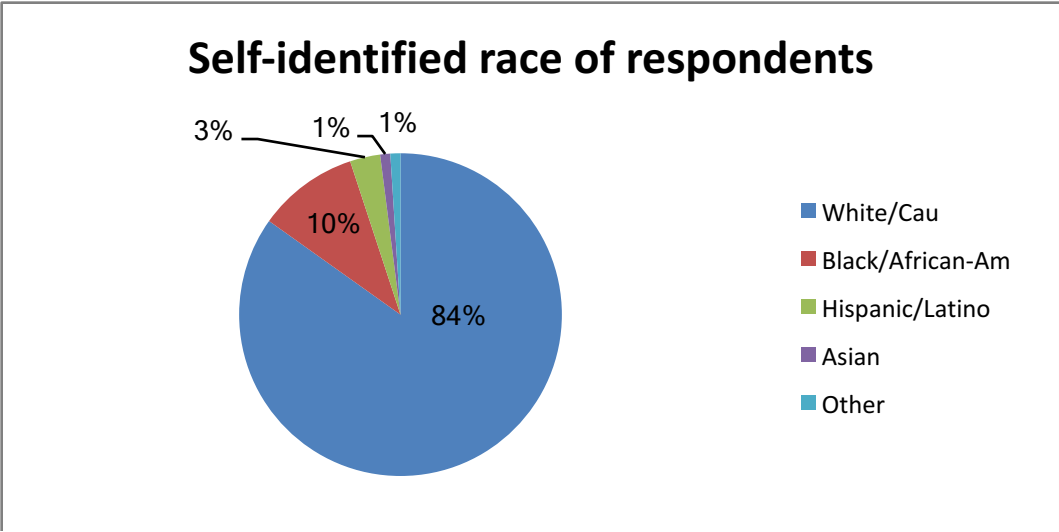




Q48
 Male 21%
 Female 79%



Q49
 White/Cau 84%
 Black/African-Am 10%
 Hispanic/Latino 3%
 Asian 1%
 Other 1%



Q50

Age	
20-29	11%
30-39	33%
40-49	25%
50-59	18%
60-69	11%
70+	2%

