



# SURVEY RESULTS

March 25, 2013

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**GOAL:**

Assess the PRSA San Antonio Chapter's image, knowledge about members, their needs and preferences.

**Survey Duration and Promotion:**

Open from Jan. 28, 2013 until March 8, 2013.

Promoted in the Byline newsletter, through email, on the chapter's website and at a PRSA monthly luncheon.

**Number of Responses:**

53 responses

**Who Took the Survey?**

- 58% current member
- 23% not current member but attending events
- 13% not a current member and not attending events
- 6% current member but not attending events

**Gender Breakdown:**

- 82% female
- 18% male

**Other Data About Members:**

- 90% - working full time
- 53% - have a master's degree or some graduate work
- 80% - describe their race as Caucasian/White
- 26% - describe themselves as Hispanic, Latino or of Spanish origin

Age breakdown is diverse

Survey Question	Results
How long have you been a member?	44% members for 1-5 years 25% member for 6-10 years 3% member for 11-15 years 11% member for 16-20 years 17% member for more than 20 years
Which of the following best describes where you work?	25% - Educational institutions 24% - Corporation 14% - Nonprofit/association 12% - Independent practitioner
How often do you attend PRSA luncheons?	38% - once every few months 25% - once a month 23% - maybe one or two events a year 13% - I do not attend PRSA luncheons
How would you rate the overall quality of PRSA San Antonio luncheons and programs?	74% - met or exceeded expectations 15% - neutral 11% - somewhat met expectations
Overall, I would describe the San Antonio Chapter of PRSA as cliquish.	42% - disagree or disagree strongly 36% - neutral 22% - agree or agree strongly
Would you recommend the San Antonio Chapter of PRSA to others?	90% - yes (networking) 10% - no
What is most important to you about the San Antonio Chapter of PRSA?	29% - networking 20% - professional development
What is least important to you about the San Antonio Chapter of PRSA?	27% - finding people to hire 19% - promoting my business 17% - professional development for entry-level professionals

## PROGRAMMING

**From the choices below, please mark the topics you would most like to see presented at PRSA monthly luncheons and/or quarterly webinars:**

- 28 responses - The new press release: using multi-media strategies to pitch your story
- 26 responses - Communicating visually: how to create an infographics
- 22 responses - Meet the Media: inside the newsroom
- 22 responses - Integrated Communication: the PR industry of the future
- 22 responses - Measurement topics such as how to measure the bottom line
- 21 responses - Digital marketing topics such as pay per click; latest trends
- 21 responses - Search engine optimization: secrets to improving your rankings
- 21 responses - Content Marketing: creating content users will share
- 20 responses - Do more with less: creating your free social media toolkit
- 20 responses - Pitch to national media using social media

**What are the top 3 responsibilities in your current position?**

- 28 responses - Branding
- 24 responses - Community relations
- 18 responses - Corporate communications
- 14 responses - Management/administration
- 14 responses - Employee communications

**What time of the day do you prefer for the two-hour PRSA webinar that are offered quarterly?**

- 25 responses - 12:00 p.m. - 2:00 p.m.

**Written comments:**

- Maybe the events should start with an ice breaker that forces people to move outside their circle of friends/colleagues and get to know someone new.
- One thing we've done at other chapters is introduce new people at our tables. I think this personalizes the experience for newcomers and gives members a chance to meet and greet them.

**How would you rate the overall quality of PRSA San Antonio luncheons and programs?**

- 74% - met or exceeded expectations
- 15% - neutral
- 11% - somewhat met expectations

**Which of the following PRSA San Antonio Chapter communication tools do you use?**

- 34% - Electronic newsletter - Byline
- 32% - Website
- 16% - Facebook

**Which communication tools would you add?**

- 47% - LinkedIn
- 29% - Do not add any more tools