

2012 PSA Member Survey Results

The 2012 PSA Member Survey Results are based on 865 responses, which represented approximately 13% of the membership. That total included 154 mail-in responses. Not all responses contained a complete set of answers. Therefore the numbers for each question will vary accordingly. Further, the percentages shown are based on the number of responses for each question, individually, unless otherwise stated.

Question 1: How long have you been a (PSA) member?

At least 10 years: 283 (33.37%)

At least 5 years, but less than ten years: 143 (16.86%)

At least 2 years, but less than five years: 217 (25.59%)

At least 1 year, but less than two years: 95 (11.20%)

Less than 1 year: 110 (12.97%)

Question 2: What initially attracted you to join PSA? (multiple answers possible)

I thought it would be a good source of learning more about photography: 424 (49.02%)

I learned about the Society at my camera club: 403 (46.59%)

I liked the idea of participating in PSA-recognized exhibitions/exhibitions: 346 (40.00%)

Friend(s) were members and got me interested: 338 (39.08%)

As my photo skills improved, I thought it would be good to expand my horizons: 329 (38.03%)

I viewed issue(s) of the *PSA Journal* and was really impressed: 207 (23.93%)

I thought it would be a good way to meet other photographers: 160 (18.50%)

I heard about study groups and wanted to participate. 153 (17.69%)

I thought the different divisions would provide specific learning and exposure in areas that particularly appealed to me: 141 (16.30%)

I viewed the PSA Website and was impressed by the amount of information it gave: 114 (13.18%)

The annual conference destination(s) appealed to me: 89 (10.29%)

Other: 81 (9/6%)

I learned about the Society from PSA Chapter meetings in my area: 32 (3.70%)

Question 3: How well has PSA met your expectations?

Extremely well: 168 (19.86%)

Very well: 437 (51.65%)

Somewhat: 206 (24.35%)

Not particularly: 29 (3.43%)

Not at all: 6 (0.71%)

Question 4a: Experienced some disappointment in these benefits. (multiple choices possible)

NOTE: Percentages shown below are based on total number of overall responses.

Potential to learn: 19 (2.20%)

PSA Website: 15 (1.73%

PSA Journal: 14 (1.62%)

A way to meet people: 9 (1.04%)

PSA-Recognized Exhibitions: 8 (0.92%)

Honors Program (APSA, FPSA, HonPSA): 7 (0.81%)

ROPA Distinctions (PPSA, EPSA, MPSA, GMPSA): 6 (0.69%

Question 4b: Most disappointing benefits. (based on Question 4a responses)

NOTE: Percentages shown below are based on total responses to Question 4a.

Potential to learn: 5 (15.15%)

PSA Website: 7 (21.21%)

PSA Journal: 5 (15.15%)

A way to meet people: 3 (9.09%)

PSA-Recognized Exhibitions: 4 (12.12%)

Honors Program (APSA, FPSA, HonPSA): 3 (9.09%)

ROPA Distinctions (PPSA, EPSA, MPSA, GMPSA): 3 (9.09%)

Question 5: How many of the last four *PSA Journals* have you read?

Four (4): 706 (83.55%)

Three (3): 48 (5.68%)

Two (2): 48 (5.68%)

One (1): 25 (2.96%)

None (0): 18 (2.13%)

Question 6: How much time do you spend reading the *PSA Journal*?

More than 30 minutes: 561 (66.79%)

At least 15 minutes, but less than 30 minutes: 236 (28.10%)

Less than 10 minutes: 43 (5.12%)

Question 7: What do you do with a typical issue of the *PSA Journal*?

Look through the entire issue, possibly reading one article or more: 554 (66.27%)
Scan or read at least four articles or features: 118 (14.11%)
Scan or read at least three articles or features: 71 (8.49%)
Scan or read at least two articles or features: 59 (7.09%)
Scan or read at least one article or feature: 34 (4.07%)

Question 8: Overall satisfaction with the *PSA Journal*.

Extremely satisfied: 161 (19.14%)
Very satisfied: 422 (20.57%)
Somewhat satisfied: 173 (20.57%)
Neither satisfied or dissatisfied: 51 (6.06%)
Somewhat dissatisfied: 26 (3.09%)
Very dissatisfied: 2 (0.24%)
Extremely dissatisfied: 6 (0.71%)

Question 9a: 3 most favorite features/sections of the *PSA Journal*. (multiple choices possible)

How to articles (techniques): 577 (66.71%)
Software reviews: 336 (38.84%)
Travel articles: 335 (38.73%)
Exhibitions: 315 (36.42%)
Questions & answers: 303 (35.03%)
Just for beginners: 162 (18.73%)
News: 128 (14.80%)

Question 9b: 3 least favorite features/sections of the *PSA Journal*. (multiple choices possible)

Passings: 373 (43.12%)
Member profiles: 265 (30.64%)
Just for beginners: 244 (28.21%)
Software reviews: 225 (26.01%)
Connections: 215 (24.86%)
Exhibitions: 161 (18.61%)
Calendar of events: 149 (17.23%)

Question 10: PSA Journal receipt preference.

To continue receiving the physical PSA Journal by mail: 522 (63.50%)

Receive issues on-line, resulting in lower membership fee: 177 (21.53%)

Receive bi-monthly hard copy *PSA Journals* with on-line supplements each month: 123 (14.96%)

Question 11: How many Conferences attended?

Five (5) or more: 115 (13.67%)

Four (4): 19 (2.26%)

Three (3): 34 (4.04%)

Two (2): 51 (6.06%)

One (1): 69 (8.20%)

None (0): 553 (65.76%)

Question 12: Likelihood of attending Conference in next two years.

Extremely likely: 131 (15.75%)

Very likely: 102 (12.26%)

Somewhat likely: 137 (16.47%)

Neither likely or unlikely: 94 (11.30%)

Somewhat unlikely: 93 (11.18%)

Very unlikely: 141 (16.95%)

Extreme unlikely: 134 (16.11%)

Question 13: If somewhat, very or extremely unlikely, Why?

Family or personal concerns prevent me from going: 252 (75.22%)

I am not or am no longer interested in attending 83 (24.78%)

Question 14: How can we increase Conference attendance interest?

Other (including attend regularly, health issues and closer locations): 231 (26.71%)

Choose less expensive hotels: 169 (19.54%)

Lower the registration fee: 154 (17.80%)

There is nothing that PSA could improve – I am just not interested in attending the Conference: 123 (14.22%)

Pick more interesting locations: 80 (9.25%)

Offer more interesting locations: 73 (8.44%)

Hold conference at a different time of the year: 64 (7.40%)

Question 15: Experience entering exhibitions.

I frequently enter exhibitions: 207 (24.76%)

I enter a few exhibitions each year: 127 (15.19%)

Other (varied, including lost interest): 107 (12.80%)

I have never entered but would like to enter: 104 (12.44%)

I cannot participate at the time, but hope to participate in the future: 75 (8.97%)

I would like to learn more about them, but do not know how: 61 (7.30%)

I have never entered and have no interest in entering: 59 (7.06%)

Question 16: Why have you not entered exhibitions?

NOTE: Percentages are based on the total number of survey responses.

I plan to continue entering exhibitions: 148 (17.11%)

I am too busy; do not have time to spend on it: 119 (13.76%)

I do not know enough about them to even consider entering: 103 (11.91%)

I feel my photography is not good enough to consider entering: 95 (10.98%)

Other (varied, including too expensive): 93 (10.75%)

I do not know or where to learn more about these exhibitions: 78 (9.02%)

They are too complicated: 76 (8.79%)

Question 17: Have you participated in the Star Ratings Program?

No: 317 (50.16%)

Yes: 315 (49.84%)

Question 18: Why have you not entered the Star Ratings Program?

NOTE: Percentages are based on the total number of survey responses.

I have not entered enough exhibitions to make it worthwhile: 155 (17.92%)

The program is too complicated: 116 (13.41%)

Other (varied, including need help, not enough acceptances, no longer interested): 91 (10.52%)

I am not interested in Star Ratings: 87 (10.06%)

I do not like the record-keeping involved: 81 (9.36%)

Applying takes too much time: 63 (7.28%)

Question 19: Have you completed your Star Ratings conversion?

No: 388 (77.60%)

Yes: 112 (22.40%)

Question 20: Why have you NOT converted your Star Ratings?

NOTE: Percentages are based on the total number of survey responses.

Other (varied, have started or completed conversion): 113 (13.06%)

I am not sure how to convert: 107 (12.37%)

I have not gotten around to it yet, but plan to apply at some point: 95 (10.98%)

It is too confusing: 69 (7.98%)

It is just not worth it: 61 (7.05%)

It takes too much time: 47 (5.43%)

It takes too much work: 45 (5.20%)

Compiled by Charlie Burke, APSA, PPSA