

AMERICAN MARKETING ASSOCIATION – DC CHAPTER

2006 MEMBERSHIP SURVEY

May 22, 2006



Prepared by:



Acknowledgements



The Board of Directors and Greg Zick, President, of the American Marketing Association – DC Chapter (AMA-DC) conducted a study during April-May, 2006. This is the Chapter's second online member survey. The survey was conducted under the direction of:

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Background and Methodology

A similar study was also conducted in 2003 and differences are noted where applicable.

A web survey was emailed to all members of the DC Chapter of the American Marketing Association on March 14, 2006.

Because in research the entire population is typically not interviewed, but rather a sample of that population is surveyed, the data are subject to sampling error. The maximum sampling error for 166 interviews is ± 7.6 percentage points at the 95% confidence level. However, the actual standard error may be smaller, depending on the data being examined. Standard errors are shown below for various percentages.

	40%	30%	20%	10%	1%	
	or	or	or	or	or	
If the percentage found is around:	<u>50%</u>	<u>60%</u>	<u>70%</u>	<u>80%</u>	<u>90%</u>	<u>99%</u>
Then, the standard error in percentage points is:						
Total 2003 Sample (n= 157)	$\pm 7.8\%$	$\pm 7.7\%$	$\pm 7.2\%$	$\pm 6.3\%$	$\pm 4.7\%$	$\pm 1.6\%$
Total 2006 Sample (n= 166)	$\pm 7.6\%$	$\pm 7.5\%$	$\pm 7.0\%$	$\pm 6.1\%$	$\pm 4.6\%$	$\pm 1.5\%$

For example, if a question in the study asked among the Total 2006 Sample yielded a percentage of 20%, then we can be sure 95 out of 100 times that the true percentage would lie between 13.9% and 26.1% (20% ± 6.1 percentage points).

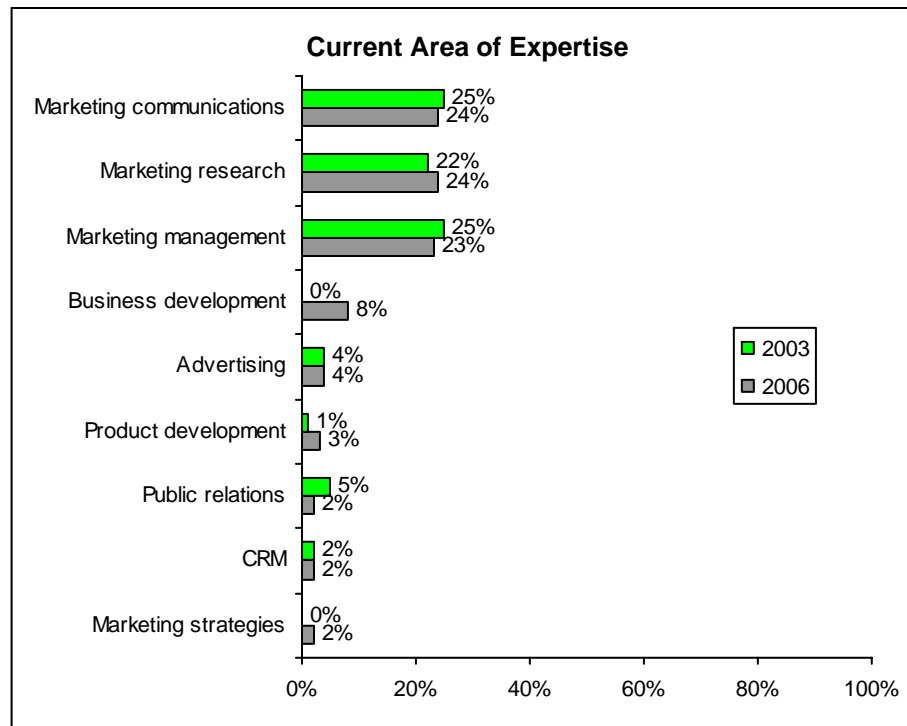
All of the study percentages have been rounded to the nearest whole percentage.

Significant increases and decreases are shown from 2003 to 2006 through the use of arrows. For example, if a significant increase was experienced from 2003 to 2006, there would be a \uparrow symbol with the percentage where the increase was found in 2006. Likewise, if there was a decrease from 2003 to 2006, there would be a \downarrow symbol with the percentage where the decrease was found in 2006.

The majority of respondents were active members at the time that they completed the survey; a few were former members. Member characteristics follow.

AMA-DC Member Characteristics

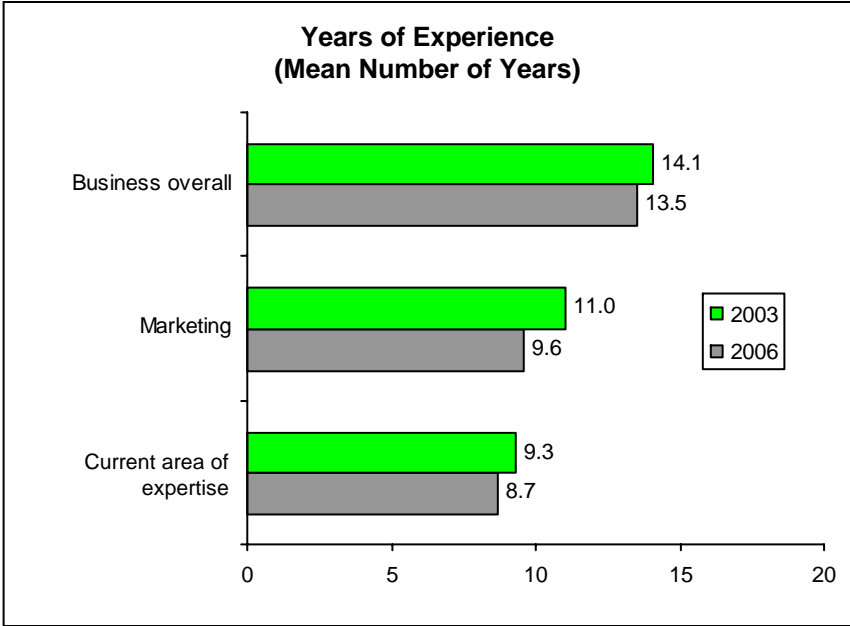
When asked to describe their current area of expertise, the top mentions included marketing communications (24%), marketing research (24%) and marketing management (23%).



Base = Total Sample (2003 n=157; 2006 n=166)
 Top Mentions
 Q18A – Which of the following best describes your current primary area of expertise?

AMA-DC Member Characteristics (continued)

On average, the respondents have been working in the business field for 14 years, in marketing for 10 years, and in their current area of expertise for 9 years.

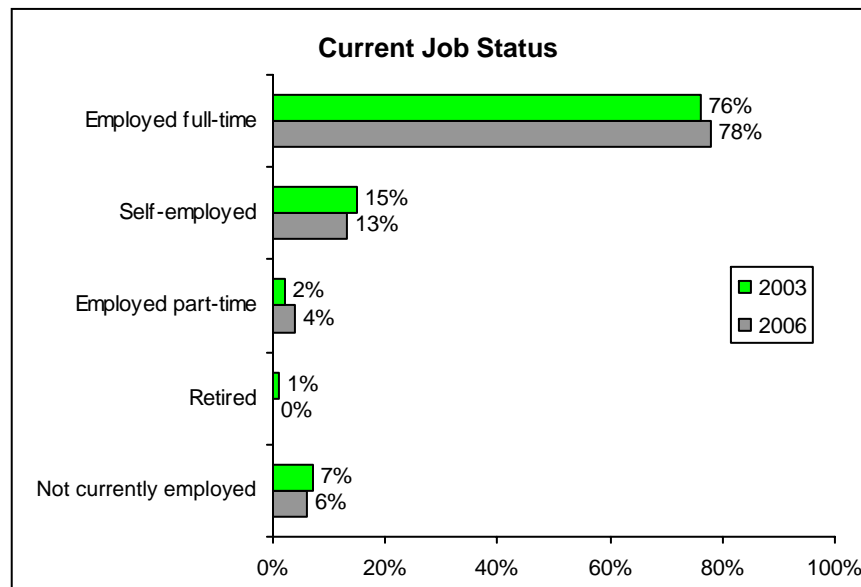


Base = Total Sample (2003 n=157; 2006 n=166)
Q18B – How many years of experience do you have in each of the following?

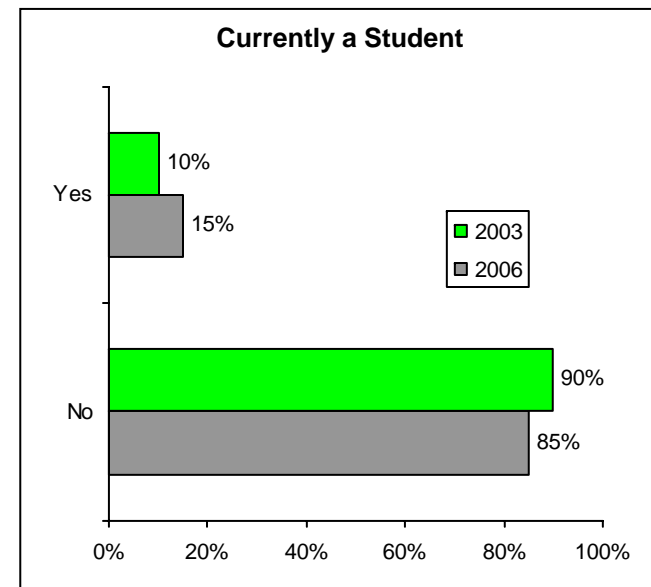
AMA-DC Member Characteristics (continued)

More than nine in ten respondents reported that they are currently employed (94%). Specifically, close to eight in ten (78%) said they are employed full-time, 13% said they are self-employed, and 4% said they are employed part-time.

- About one in seven respondents (15%) is a student.



Base = Total Sample (2003 n=157; 2006 n=166)
Q19 – What is your current job status?



Base = Total Sample (2003 n=157; 2006 n=166)
Q19A – Are you currently a student?

AMA-DC Member Characteristics (continued)

The following tables illustrate employment and demographic characteristics of the respondents.

Employment Characteristics of Respondents			
		<u>2003</u>	<u>2006</u>
Current Job Title or Position*	n=	(157)	(166)
Director/Senior Manager		20%	25%
Manager		27	18
Owner/President/CEO/Principal/Partner		17	12
Vice President/Chief Marketing Officer/Other C level position		6	10
Account Executive/Sales/Business Development		4	6
Analyst		3	6
Assistant/Coordinator		6	5
Student		3	5
Main Focus of Business or Organization	n=	(157)	(166)
Business-to-business		59%	51%
Business-to-consumer		36	40
Business-to-government		5	8
Type of Organization*	n=	(157)	(166)
Association/Non-profit		13%	17%
Consulting		16	13
Education/College/University		6	8
Business Services		6	7
Marketing Research/Opinion Research		8	6
Information Services/Technology		6	6
Media/Broadcasting/Publishing		4	6
Financial		10	5
Hospitality/Restaurant/Food service		2	5
Profitability of Organization	n=	(157)	(166)
For-profit		69%	64%
Not-for-profit		31	36

Base = Total Sample
*Top Mentions
Q20A-D

Demographic Characteristics of Respondents			
		<u>2003</u>	<u>2006</u>
Age	n=	(157)	(166)
24 or younger		3%	5%
25-34		37	39
35-44		34	30
45-54		18	22
55-64		6	4
65 or older		2	1
<i>Mean</i>		38.8	37.8
<i>Median</i>		37.6	36.8
Education	n=	(157)	(166)
Less than a 4-year degree		2%	4%
4-year degree		31	30
Some post graduate work		17	12
Advanced degree		50	55
Annual Salary¹	n=	(156)	(137)
Less than \$50,000		27%	18%
\$50,000 - \$74,999		23	23
\$75,000 - \$99,999		28	26
\$100,000 - \$124,999		12	15
\$125,000 - \$149,999		3	9†
\$150,000 - \$174,999		1	4
\$175,000 or more		6	6
<i>Mean</i>		\$82,710	\$93,160†
<i>Median</i>		\$74,950	\$84,600
Gender	n=	(157)	(166)
Female		71%	67%
Male		29	33

Base = Total Sample
†Base = Those Answering
Q21,22,23,24