

Professional In-House Designers













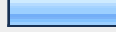


1. What is your gender?			
		Response Percent	Response Count
Male		28.8%	23
Female		71.3%	57
		answered question	80
		skipped question	1

2. What is your age group?			
		Response Percent	Response Count
19-29		23.5%	19
30-44		49.4%	40
45-64		27.2%	22
65 and over		0.0%	0
		answered question	81
		skipped question	0

3. How are you presently employed?			
		Response Percent	Response Count
Full-time		92.5%	74
Part-time		3.8%	3
Contract/Freelance		3.8%	3
Unemployed/Between jobs		0.0%	0
		answered question	80
		skipped question	1

4. What is your job function? (Check all that apply)			
		Response Percent	Response Count
Accessibility Expert/Consultant/Lead		1.3%	1
Art Director		21.3%	17
Creative Director		20.0%	16
Design Manager/Director		16.3%	13
Designer/Graphic Designer		66.3%	53
Developer		0.0%	0
Interface Designer/UI Designer		2.5%	2
Information Architect		2.5%	2
Marketer		16.3%	13
Production Artist		26.3%	21
Project Manager		20.0%	16
Usability Expert/Consultant/Lead		0.0%	0
Web Director		1.3%	1
Web Designer		17.5%	14
Web Developer		1.3%	1
Web Master		1.3%	1
Web Producer		0.0%	0
Writer, Editor		2.5%	2
Other (please specify)		7.5%	6
		answered question	80
		skipped question	1



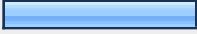
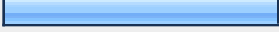
5. What percentage of your work is?				
		Response Average	Response Total	Response Count
% Creative direction		24.10	1,422	59
% Print design		39.54	2,728	69
% Print production		24.63	1,527	62
% Web/New media design		17.18	773	45
% Web/New media production		7.74	263	34
% Project management		18.30	988	54
% Other		19.23	577	30
		<i>answered question</i>		80
		<i>skipped question</i>		1

6. What industry are you in?			
		Response Percent	Response Count
Advertising		3.8%	3
Agriculture		0.0%	0
Architecture		2.5%	2
Construction		0.0%	0
Consumer Products		5.1%	4
Education		10.1%	8
Energy		1.3%	1
Entertainment		0.0%	0
Finance		3.8%	3
Food & Beverage		0.0%	0
Government		1.3%	1
Healthcare		15.2%	12
Insurance		5.1%	4
Legal		0.0%	0
Manufacturing		3.8%	3
Media/Publishing		8.9%	7
Real Estate		0.0%	0
Recreation		1.3%	1
Retail		16.5%	13
Technology		1.3%	1
Telecommunications		0.0%	0
Travel		0.0%	0
Other (please specify)		20.3%	16
		answered question	79



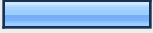
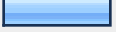

skipped question


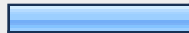


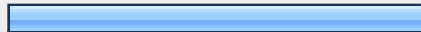

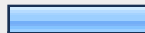
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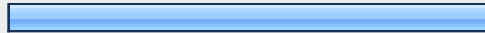

7. What is the size of your company?

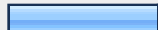
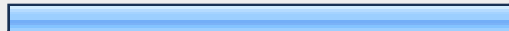
		Response Percent	Response Count
2-50 employees		19.2%	15
51-100 employees		9.0%	7
101-500 employees		29.5%	23
501+ employees		42.3%	33
		<i>answered question</i>	78
		<i>skipped question</i>	3






8. What is the size of your creative team?


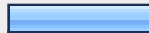
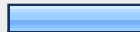
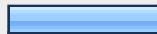
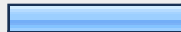
		Response Percent	Response Count
1		7.5%	6
2-5		48.8%	39
6-10		22.5%	18
11-25		16.3%	13
26+		5.0%	4
		<i>answered question</i>	80
		<i>skipped question</i>	1

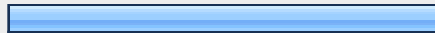
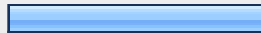
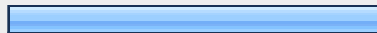
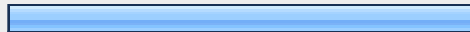
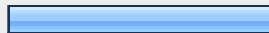
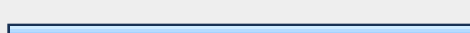

9. Who do you report to? (Check all that apply)			
		Response Percent	Response Count
Business Development		6.3%	5
Communications		27.5%	22
Finance		2.5%	2
IT		2.5%	2
Marketing		63.8%	51
Sales		8.8%	7
Other (please specify)		21.3%	17
		<i>answered question</i>	80
		<i>skipped question</i>	1

10. How many hours do you work a week?			
		Response Percent	Response Count
Less than 20 hours		0.0%	0
20-29 hours		1.3%	1
30-39 hours		16.3%	13
40-49 hours		73.8%	59
50-59 hours		8.8%	7
60 hours or more		0.0%	0
		<i>answered question</i>	80
		<i>skipped question</i>	1

11. How are you compensated for your work?			
		Response Percent	Response Count
Hourly		22.8%	18
Salaried		77.2%	61
		<i>answered question</i>	79
		<i>skipped question</i>	2

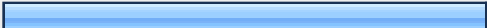
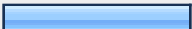
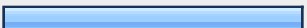

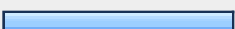

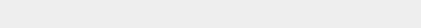
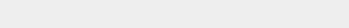
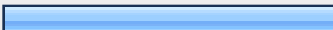
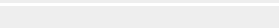
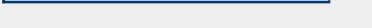
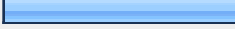
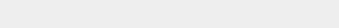
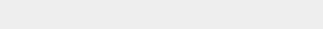
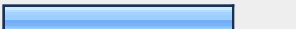

12. What is the highest level of education attained?			
		Response Percent	Response Count
High/Secondary school		0.0%	0
Some college or university		1.3%	1
Technical certificate/Associate's degree		11.3%	9
College diploma/Bachelor's degree		72.5%	58
Post-graduate education		11.3%	9
Master's degree		3.8%	3
Doctorate		0.0%	0
		<i>answered question</i>	80
		<i>skipped question</i>	1

13. How long have you worked within your field?			
		Response Percent	Response Count
0-3 years		8.9%	7
4-6 years		21.5%	17
7-10 years		20.3%	16
11-15 years		22.8%	18
16+ years		26.6%	21
		<i>answered question</i>	79
		<i>skipped question</i>	2

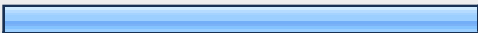
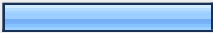


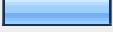
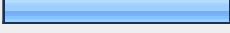
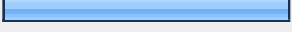
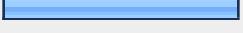
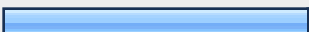


14. Does your employer support professional development? (Check all that apply)			
		Response Percent	Response Count
Professional memberships		66.2%	51
Conferences that involve travel		39.0%	30
Local programs		57.1%	44
Software training		71.4%	55
Design competitions		40.3%	31
Design publication subscriptions		71.4%	55
Other (please specify)		15.6%	12
		<i>answered question</i>	77
		<i>skipped question</i>	4

15. What percentage of total creative work does your team do in house?			
		Response Percent	Response Count
25%		11.3%	9
50%		5.0%	4
75%		35.0%	28
100%		48.8%	39
		<i>answered question</i>	80
		<i>skipped question</i>	1

16. Does your team have authority to hire outside creative resources?			
		Response Percent	Response Count
Yes		76.3%	61
No		23.8%	19
		<i>answered question</i>	80
		<i>skipped question</i>	1

17. What programming topics interest you? (Check all that apply)			
		Response Percent	Response Count
Inspiration for creativity		74.3%	55
Industry leader presentations		28.4%	21
Networking opportunities		45.9%	34
Vendor resources		28.4%	21
Business communications		35.1%	26
Marketing strategies		59.5%	44
Presenting creative to non-creatives and management		63.5%	47
Establishing ROI of creative services		52.7%	39
Setting up, maintaining, and enjoying your brand standards		50.0%	37
Social media for the corporation		41.9%	31
Developing workflow processes, a creative brief, and timelines for projects		56.8%	42
Tours of design studios		35.1%	26
Tours of other in-house design departments		51.4%	38
Software training		48.6%	36
Hands-on workshop (e.g. letterpress, book binding)		44.6%	33
Other (please specify)		4.1%	3
		answered question	74
		skipped question	7

18. What types of programming will motivate you to attend or to access the information? (Check all that apply)

		Response Percent	Response Count
Mini conference		73.3%	55
Major conference		32.0%	24
Business topic seminar		46.7%	35
Webinar		41.3%	31
LinkedIn discussion group		16.0%	12
In-person discussion group		34.7%	26
Microsite for in-house designers		44.0%	33
Archives of past lectures		36.0%	27
Design competition with in-house focused categories		46.7%	35
Corporate design leadership award program		21.3%	16
Other (please specify)		4.0%	3
		answered question	75
		skipped question	6

19. What matters most for your attendance?						
	Very Important	Important	Somewhat important	Not important	Rating Average	Response Count
Time of day	58.1% (43)	27.0% (20)	10.8% (8)	4.1% (3)	1.61	74
Day of week	31.1% (23)	28.4% (21)	27.0% (20)	13.5% (10)	2.23	74
Location	45.9% (34)	39.2% (29)	12.2% (9)	2.7% (2)	1.72	74
Cost	54.8% (40)	30.1% (22)	15.1% (11)	0.0% (0)	1.60	73
Topic	70.3% (52)	27.0% (20)	2.7% (2)	0.0% (0)	1.32	74
Who's speaking	34.3% (24)	45.7% (32)	18.6% (13)	1.4% (1)	1.87	70
Who's attending	2.9% (2)	26.5% (18)	35.3% (24)	35.3% (24)	3.03	68
Food involved	1.4% (1)	4.2% (3)	36.6% (26)	57.7% (41)	3.51	71
	<i>answered question</i>					75
	<i>skipped question</i>					6