
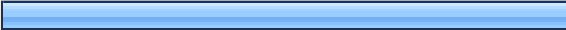



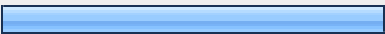

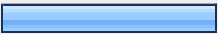




AAF 4th District Legislative Survey

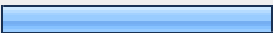

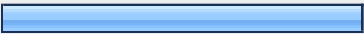



1. Please select the answer that best describes your level of interest in politics.

	Response Percent	Response Count
Very Interested 	36.3%	121
Somewhat Interested 	49.5%	165
Neither Interested nor Disinterested 	7.2%	24
Somewhat Disinterested 	3.9%	13
Not At All Interested 	3.0%	10
answered question		333
skipped question		0

2. Please select the answer that best describes how important government relations activities are to you and your daily business.

	Response Percent	Response Count
Very Important 	33.3%	111
Somewhat Important 	42.3%	141
Not Very Important 	18.6%	62
Not At All Important 	4.8%	16
I Don't Know 	0.9%	3
	<i>answered question</i>	333
	<i>skipped question</i>	0

3. Please select the answer that best describes your overall impression of people who hold or seek to hold elected office.

	Response Percent	Response Count
Public Servants 	23.4%	78
Criminals 	2.4%	8
Popularity Contest Winners 	31.5%	105
Buffoons 	5.4%	18
"Type A" Personalities 	13.8%	46
Other (please specify) 	23.4%	78
	<i>answered question</i>	333
	<i>skipped question</i>	0

4. Please rate the importance of the following issues as they relate directly to you or your business in everyday life.

	Very Important	Somewhat Important	Somewhat Unimportant	Not Important At All	I Don't Know	Response Count
Taxes	63.6% (206)	28.7% (93)	5.2% (17)	1.2% (4)	1.2% (4)	324
Freedom of Speech/1st Amendment	74.4% (241)	21.9% (71)	3.1% (10)	0.6% (2)	0.0% (0)	324
Economy	84.9% (275)	13.9% (45)	0.9% (3)	0.3% (1)	0.0% (0)	324
Environmental Issues	48.8% (158)	38.6% (125)	10.8% (35)	1.9% (6)	0.0% (0)	324
War	46.6% (151)	31.8% (103)	16.4% (53)	4.6% (15)	0.6% (2)	324
Support for the Arts	47.5% (154)	36.1% (117)	11.4% (37)	4.9% (16)	0.0% (0)	324
Equality Issues (gender, race, creed, sexual orientation, etc.)	47.2% (153)	31.2% (101)	15.1% (49)	5.9% (19)	0.6% (2)	324
Healthcare Reform	51.5% (167)	31.2% (101)	12.0% (39)	4.9% (16)	0.3% (1)	324
Insurance Coverage	57.1% (185)	31.2% (101)	9.0% (29)	2.2% (7)	0.6% (2)	324
Small Business Development	58.3% (189)	28.4% (92)	9.0% (29)	3.7% (12)	0.6% (2)	324
					answered question	324
					skipped question	9

5. Are you currently registered to vote?

	Response Percent	Response Count
yes	94.7%	303
no	5.0%	16
don't know	0.3%	1
answered question		320
skipped question		13

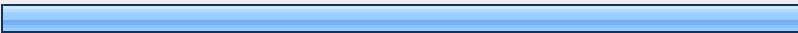
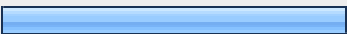
6. Please select the answer that best describes your overall voting habit.

	Response Percent	Response Count
I try to always vote in all elections, including primary and general elections	60.0%	192
I try to always vote in a general election	18.4%	59
I vote when it is convenient for me to do so	1.3%	4
I usually vote when a presidential election is held	12.8%	41
I don't usually vote	1.3%	4
I have never voted in an election	3.1%	10
I usually vote only when there is a specific issue that is important to me on the ballot	3.1%	10
answered question		320
skipped question		13

7. Please rank by media channel usage (with 1 being most used and 5 being least used) how you learn about government relations general news and information.

	1	2	3	4	5	Rating Average	Response Count
World Wide Web news sites	55.6% (150)	17.8% (48)	14.4% (39)	10.7% (29)	1.5% (4)	4.15	270
Trade Publication (such as AdAge, AdWeek, etc.)	4.8% (12)	11.1% (28)	18.7% (47)	25.4% (64)	40.1% (101)	2.15	252
Television	23.6% (63)	41.2% (110)	18.0% (48)	11.6% (31)	5.6% (15)	3.66	267
Newspaper	17.0% (50)	18.0% (53)	23.8% (70)	20.7% (61)	20.4% (60)	2.90	294
From a Colleague, Friend or Family Member	10.1% (31)	17.9% (55)	23.7% (73)	25.0% (77)	23.4% (72)	2.66	308
<i>answered question</i>							320
<i>skipped question</i>							13

8. Have you contributed to a local, state or federal election campaign within the past two years?

		Response Percent	Response Count
no		70.0%	222
yes (if so, how much-all contributions combined)		30.0%	95
<i>answered question</i>			317
<i>skipped question</i>			16

9. For each issue below, please rate the priority you think it should be given by the state legislature and governor over the next 12 months.

	Top Priority	Moderate Priority	Low Priority	Not A Priority	Response Count
Economy	94.0% (298)	5.4% (17)	0.6% (2)	0.0% (0)	317
Jobs	89.6% (285)	9.4% (30)	0.9% (3)	0.0% (0)	318
Terrorism	29.8% (94)	42.2% (133)	23.2% (73)	4.8% (15)	315
Healthcare	52.4% (166)	36.9% (117)	8.8% (28)	1.9% (6)	317
Education	64.2% (204)	30.2% (96)	5.0% (16)	0.6% (2)	318
Budget Allocation	46.5% (147)	44.0% (139)	8.2% (26)	1.3% (4)	316
Assisting the Poor	19.6% (62)	50.8% (161)	24.0% (76)	5.7% (18)	317
Energy	48.1% (151)	37.6% (118)	13.4% (42)	1.0% (3)	314
Environment	53.2% (167)	32.2% (101)	13.1% (41)	1.6% (5)	314
Morality	17.0% (54)	29.7% (94)	27.8% (88)	25.6% (81)	317
Crime	28.8% (91)	51.9% (164)	18.0% (57)	1.3% (4)	316
Trade	23.2% (73)	51.1% (161)	22.9% (72)	2.9% (9)	315
Lobbyists	13.0% (41)	24.1% (76)	42.9% (135)	20.0% (63)	315
Tax Cuts	31.7% (99)	34.6% (108)	22.1% (69)	11.5% (36)	312
Business Regulation	20.1% (63)	43.6% (137)	30.9% (97)	5.4% (17)	314
				answered question	318
				skipped question	15

10. Are there any other issues not mentioned in the list above that should be given top priority by the state legislature and governor over the next 12 months?

	Response Percent	Response Count
no	78.6%	250
yes (please specify)	21.4%	68
<i>answered question</i>		318
<i>skipped question</i>		15

11. Please rank by importance (with 1 being most important and 5 being least important) what Government Relations initiatives you believe to be of greatest benefit directly to you/your business.

	1	2	3	4	5	Response Count
Periodic e-mail legislative updates that are relevant to the Ad Industry	58.9% (169)	15.7% (45)	9.8% (28)	7.3% (21)	8.4% (24)	287
Attending Rally In Tally	10.5% (30)	17.1% (49)	15.3% (44)	18.5% (53)	38.7% (111)	287
Participating in the AAF Political Action Committee (PAC)	5.6% (16)	16.4% (47)	27.5% (79)	29.3% (84)	21.3% (61)	287
Attending a workshop featuring the AAF District 4 Lobbyist at District Conferences	8.0% (23)	23.7% (68)	30.7% (88)	26.8% (77)	10.8% (31)	287
Hearing from a key legislator as a keynote speaker at a District 4 Conference	17.1% (49)	27.2% (78)	16.7% (48)	18.1% (52)	20.9% (60)	287
	<i>answered question</i>					287
	<i>skipped question</i>					46

12. Please rank by delivery vehicle usage (with 1 being most used and 5 being least used) how you stay informed about ad industry government relations news and information from AAF.

	1	2	3	4	5	Response Count
AAF.com/legislative eBlast	25.9% (70)	16.7% (45)	20.4% (55)	14.8% (40)	22.2% (60)	270
4AAF.com/legislative eBlast	20.7% (57)	25.7% (71)	18.5% (51)	27.5% (76)	7.6% (21)	276
My local AAF Chapter/legislative eBlast	22.4% (63)	19.2% (54)	33.1% (93)	13.5% (38)	11.7% (33)	281
Facebook, Twitter or other social media Web site	16.1% (45)	19.4% (54)	14.3% (40)	25.8% (72)	24.4% (68)	279
Word of Mouth from an AAF Colleague	15.5% (44)	20.1% (57)	13.8% (39)	18.0% (51)	32.5% (92)	283
	<i>answered question</i>					287
	<i>skipped question</i>					46


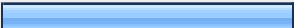
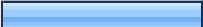
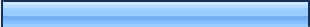

13. Please rank by delivery vehicle preference (with 1 being most preferred and 4 being least preferred) how you would like to stay informed about ad industry government relations news and information from AAF this coming year.

	1	2	3	4	Response Count
email	78.4% (221)	11.0% (31)	4.6% (13)	6.0% (17)	282
twitter	4.6% (13)	11.4% (32)	22.5% (63)	61.4% (172)	280
AAF District 4 Web site	9.9% (28)	42.0% (119)	31.8% (90)	16.3% (46)	283
Facebook	8.2% (23)	35.8% (100)	39.8% (111)	16.1% (45)	279
<i>answered question</i>					287
<i>skipped question</i>					46

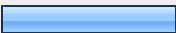
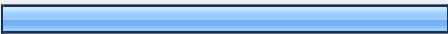
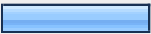



14. Is there another method that you prefer more than the ones mentioned above?

	Response Percent	Response Count
no	94.0%	268
yes (please specify)	6.0%	17
<i>answered question</i>		285
<i>skipped question</i>		48


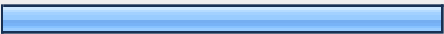
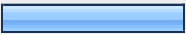

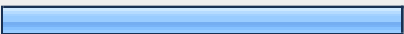
15. How often would you prefer to stay informed?

	Response Percent	Response Count
Daily 	1.7%	5
Weekly 	25.4%	73
Every Other Week 	17.4%	50
Monthly 	26.8%	77
In Real Time (as news occurs) 	28.6%	82
	<i>answered question</i>	287
	<i>skipped question</i>	46







16. Please rate your impression of the overall quality of 4th District Government Relations initiatives.

	Response Percent	Response Count
Excellent 	15.1%	43
Good 	38.9%	111
Average 	12.6%	36
Below Average 	0.4%	1
Poor 	0.7%	2
I Don't Have An Impression 	32.3%	92
	answered question	285
	skipped question	48

17. Please rate your impression of the overall quality of AAF National Organization Government Relations initiatives.

	Response Percent	Response Count
Excellent 	7.7%	22
Good 	38.6%	110
Average 	15.8%	45
Below Average 	2.8%	8
Poor	0.0%	0
I Don't Have An Impression 	35.1%	100
	answered question	285
	skipped question	48

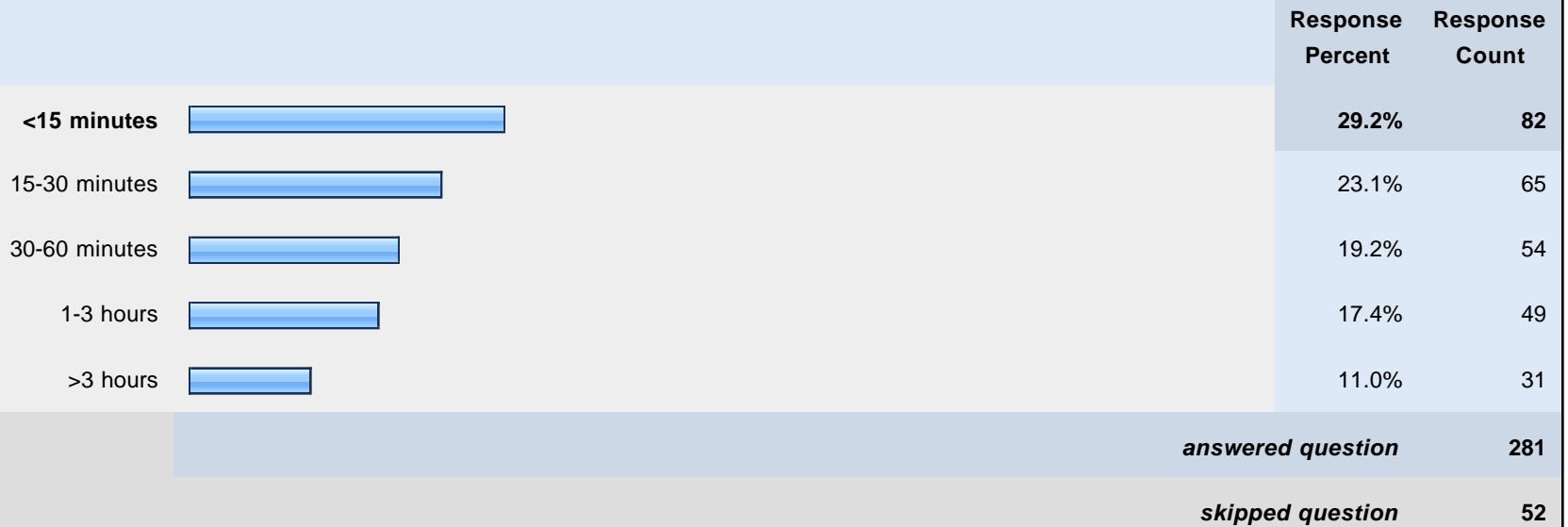
18. Please rate your overall impression of the performance of the 4th District Government Relations lobbyist.

	Response Percent	Response Count
Excellent 	18.6%	53
Good 	26.7%	76
Average 	10.2%	29
Below Average 	1.8%	5
Poor 	0.4%	1
I Don't Have An Impression 	42.5%	121
	<i>answered question</i>	285
	<i>skipped question</i>	48

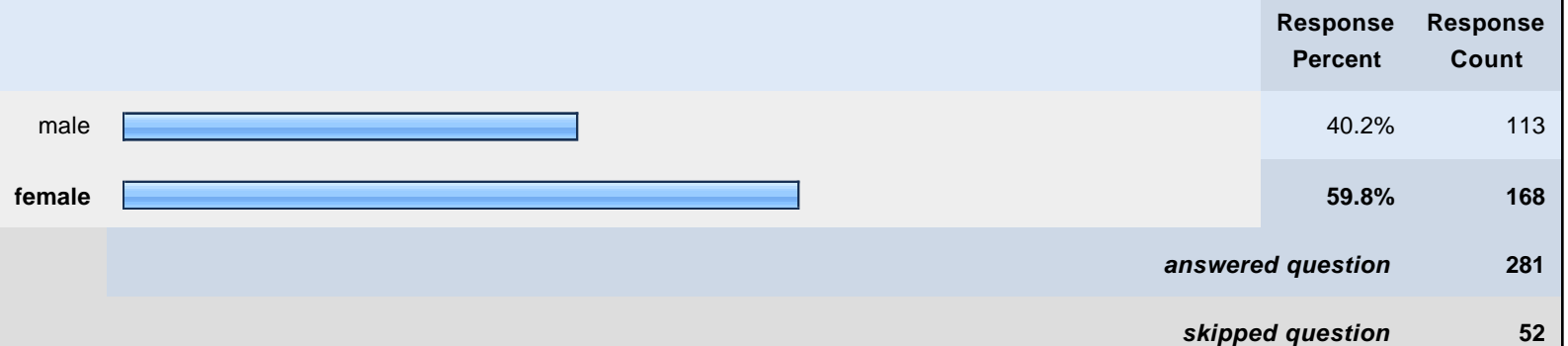
19. Please rate your impression of the quality of each 4th District Government Relations initiative.

	Excellent	Good	Average	Below Average	Poor	I Don't Have An Impression	Response Count
Political Action Committee (PAC)	6.8% (19)	25.6% (72)	15.7% (44)	3.2% (9)	1.4% (4)	47.3% (133)	281
Legislative News & Information	9.3% (26)	36.1% (101)	17.5% (49)	0.7% (2)	0.7% (2)	35.7% (100)	280
Rally In Tally	23.2% (65)	18.2% (51)	11.4% (32)	1.4% (4)	1.1% (3)	44.6% (125)	280
Conference Legislative Workshops	7.5% (21)	21.9% (61)	16.8% (47)	2.9% (8)	0.7% (2)	50.2% (140)	279
District Leadership Support of Local Legislative Initiatives	10.0% (28)	24.3% (68)	15.7% (44)	3.2% (9)	2.1% (6)	44.6% (125)	280
Lobbying Effort	14.6% (41)	25.0% (70)	12.9% (36)	2.1% (6)	0.4% (1)	45.0% (126)	280
District Leadership Understanding of Legislative Issues	14.7% (41)	27.6% (77)	14.7% (41)	1.1% (3)	1.1% (3)	40.9% (114)	279
answered question							281
skipped question							52

20. In an average week, how much time to do you spend on political activity (all forms, including reading a government-related news article, attend a political event, help on a campaign, etc.):



21. What is your gender?







22. What is your political affiliation?

	Response Percent	Response Count
Republican	36.3%	102
Democrat	34.2%	96
No Party Affiliation	23.8%	67
Other (please specify)	5.7%	16
answered question		281
skipped question		52

23. What is your current employment status?

	Response Percent	Response Count
self employment	29.9%	84
full-time employment	61.2%	172
part-time employment	3.6%	10
retired	1.4%	4
unemployed, seeking employment	3.6%	10
not employed	0.4%	1
answered question		281
skipped question		52



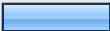









24. The scope of my business activity is:

	Response Percent	Response Count
local/regional 	44.6%	125
statewide 	9.6%	27
national 	31.4%	88
international 	14.3%	40
	<i>answered question</i>	280
	<i>skipped question</i>	53



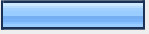



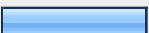
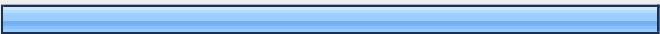
25. Please select the one answer that best describes your type of business/employer:

		Response Percent	Response Count
Advertising Agency		24.6%	69
Public Relations Firm		0.7%	2
Creative Freelance		10.4%	29
Marketing/Media Consultant		8.6%	24
Media Outlet		7.9%	22
Education		6.8%	19
Client-side Marketing Professional		8.9%	25
Print/Production Service		5.4%	15
Photographer/Illustrator		1.8%	5
Promotional Items		1.4%	4
Professional Service Provider (Insurance Agent, CPA, etc.)		2.9%	8
Other (please specify)		20.7%	58
answered question			280
skipped question			53

26. Please select the one answer that best describes your role within your company:

		Response Percent	Response Count
President/Owner/Principal		30.4%	85
Management, Creative		8.6%	24
Management, Account		9.3%	26
Management, Media Services		3.2%	9
Management, Production Services		2.5%	7
Management, Sales or Business Development		7.5%	21
Teacher/Professor		2.1%	6
Art Director or Copywriter		5.4%	15
Account/Sales Executive		6.4%	18
Junior Production Artist/Copywriter		1.8%	5
Junior Account/Media/Production/Marketing Coordinator		4.6%	13
Other (please specify)		18.2%	51
		<i>answered question</i>	280
		<i>skipped question</i>	53

27. Please select the one answer that best describes your role within AAF:

		Response Percent	Response Count
Past or Current District Chair or Committee Member		6.8%	19
Past or Current District Executive Committee Member		5.0%	14
Past or Current Chapter President		12.1%	34
Incoming Chapter President		5.0%	14
Incoming Chapter Legislative Chair		0.4%	1
Past or Current Chapter Legislative Chair		0.7%	2
Chapter Member of the Board of Directors		12.5%	35
AAF Member		57.5%	161
<i>answered question</i>			280
<i>skipped question</i>			53

28. Please provide any comments, concerns or ideas that you would like to share with the 4th District Government Relations committee here:

	Response Count
	48
<i>answered question</i>	48
<i>skipped question</i>	285

29. Thank you for taking the time to share your knowledge with AAF 4th District Government Relations Committee. If you would like your name to be entered in a drawing for the chance to win a free iPad, please enter your contact information here. Your information will be separated from the questionnaire and will be used for award purposes only. It will not be shared or sold to a third party.

	Response Percent	Response Count
Name: <input type="text"/>	100.0%	260
Email Address: <input type="text"/>	100.0%	260
Phone Number: <input type="text"/>	98.1%	255
<i>answered question</i>		260
<i>skipped question</i>		73