

IFMA Global Membership Survey

January 2012



Summary of Responses

Survey: IFMA HQ Member Survey

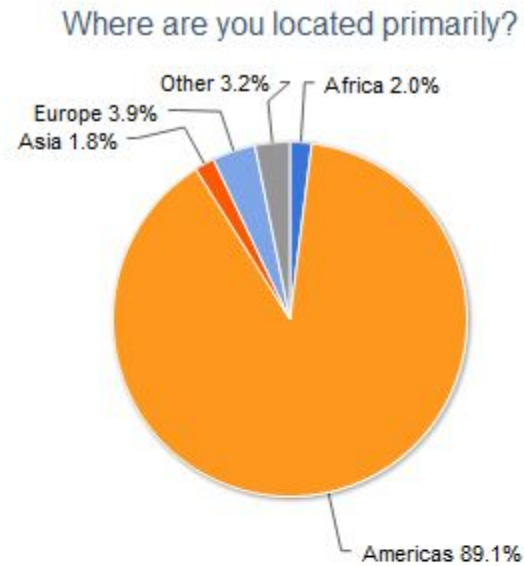
DEGW

Member Survey

The global IFMA membership was engaged in providing their feedback through an online survey from December 19, 2011 to January 20, 2012. During this time, members were invited to share their insights on how IFMA HQ can better serve its global membership base, promote sustainability, and serve a community of members with the highest degree of excellence.

A total of **668 responses** were received. This report captures the background, perspective, and creative imagery that each member contributed to.

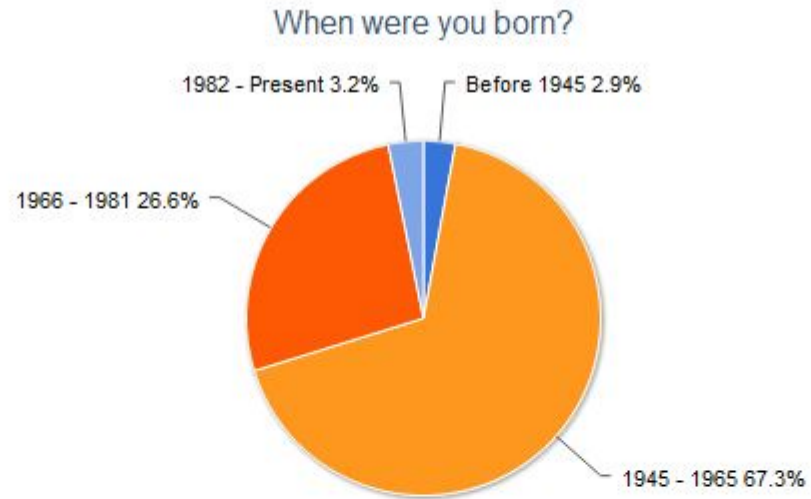
Member Survey



Where are you located primarily?

Value	Count	Percent %
Africa	13	2%
Americas	590	89.1%
Asia	12	1.8%
Europe	26	3.9%
Other	21	3.2%

Member Survey

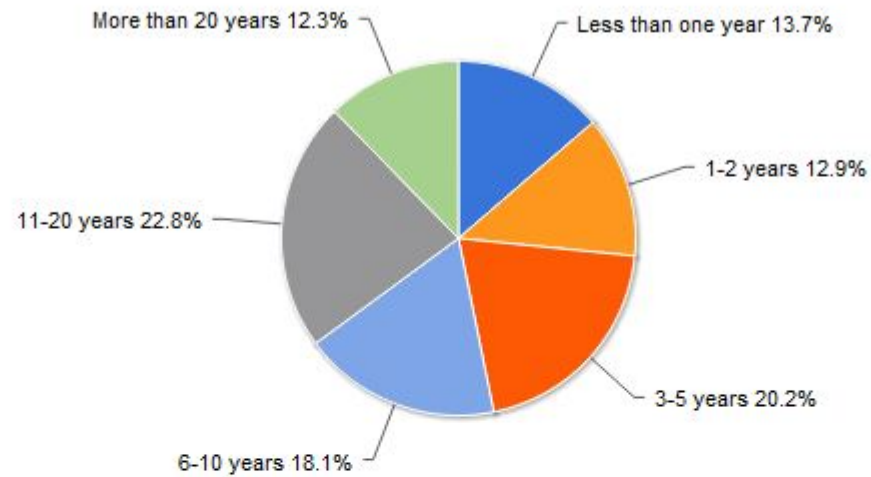


When were you born?

Value	Count	Percent %
Before 1945	19	2.9%
1945 - 1965	443	67.3%
1966 - 1981	175	26.6%
1982 - Present	21	3.2%

Member Survey

How long have you been an IFMA member?

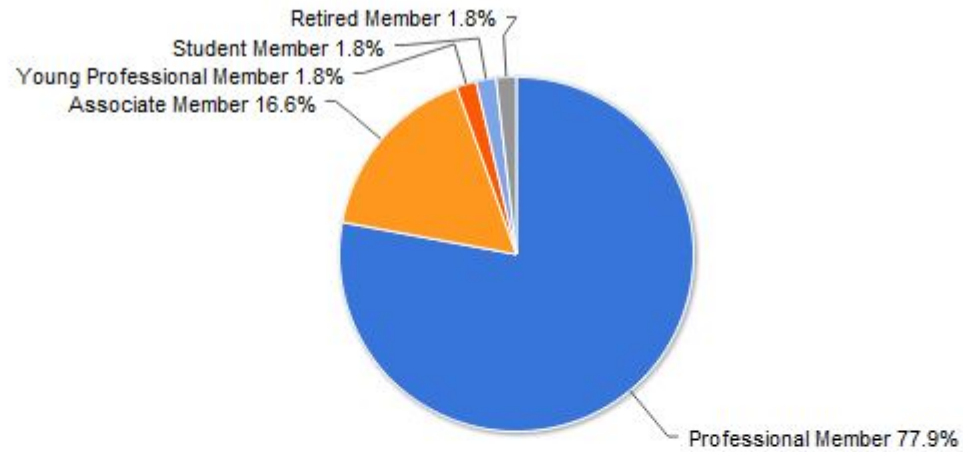


How long have you been an IFMA member?

Value	Count	Percent %
Less than one year	90	13.7%
1-2 years	85	12.9%
3-5 years	133	20.2%
6-10 years	119	18.1%
11-20 years	150	22.8%
More than 20 years	81	12.3%

Member Survey

Please indicate your IFMA membership Classification:

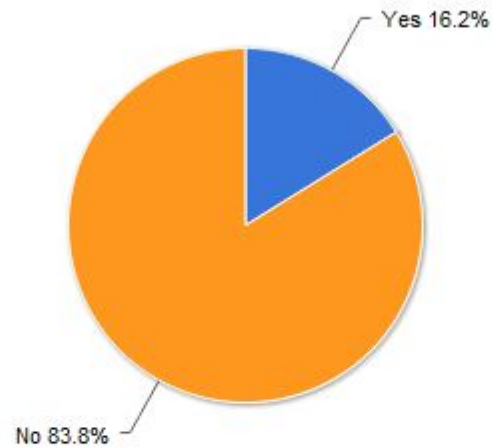


Please indicate your IFMA membership Classification:

Value	Count	Percent %
Professional Member	511	77.9%
Associate Member	109	16.6%
Young Professional Member	12	1.8%
Student Member	12	1.8%
Retired Member	12	1.8%

Member Survey

Have you ever visited IFMA headquarters?



Have you ever visited IFMA headquarters?

Value	Count	Percent %
Yes	107	16.2%
No	554	83.8%

Member Survey

Rank in order the primary ways you interact with IFMA headquarters, with 1 being the way you interact the most and 8 the least.

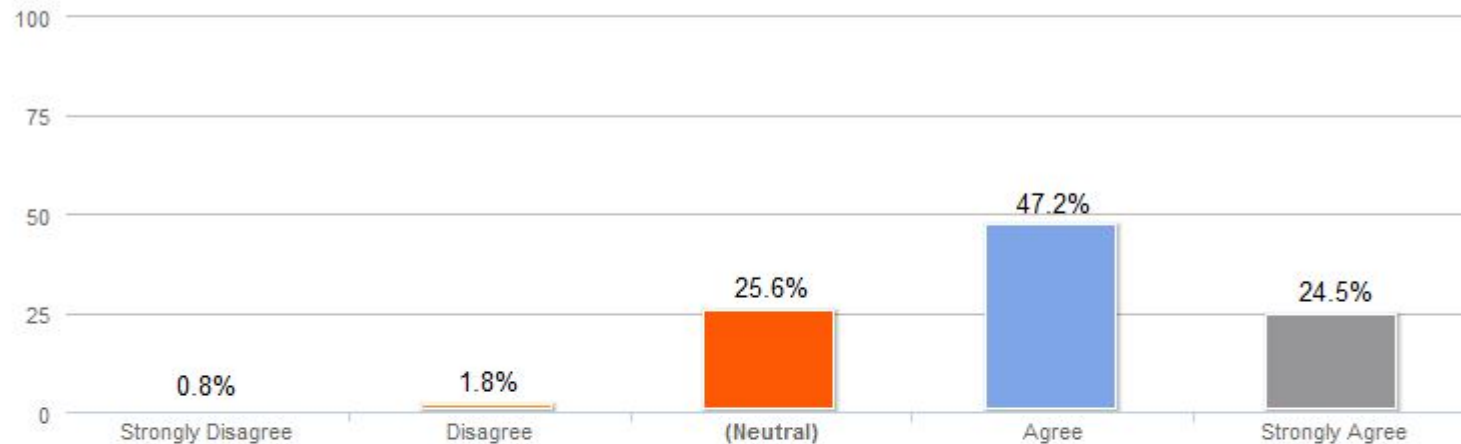
Item	Total Score ¹	Overall Rank
IFMA website	4221	1
email	4051	2
phone call	2693	3
mail	1899	4
IFMA social media (Twitter, Facebook, LinkedIn, YouTube)	1503	5
Do not interact directly with IFMA HQ or staff	969	6
In-person at IFMA HQ	758	7
Other	403	8

Total Respondents: 617

¹ Score is a weighted calculation. Items ranked first are valued higher than the following ranks, the score is the sum of all weighted rank counts.

Member Survey

Overall, when I interact with IFMA headquarters, I receive a high standard of service.

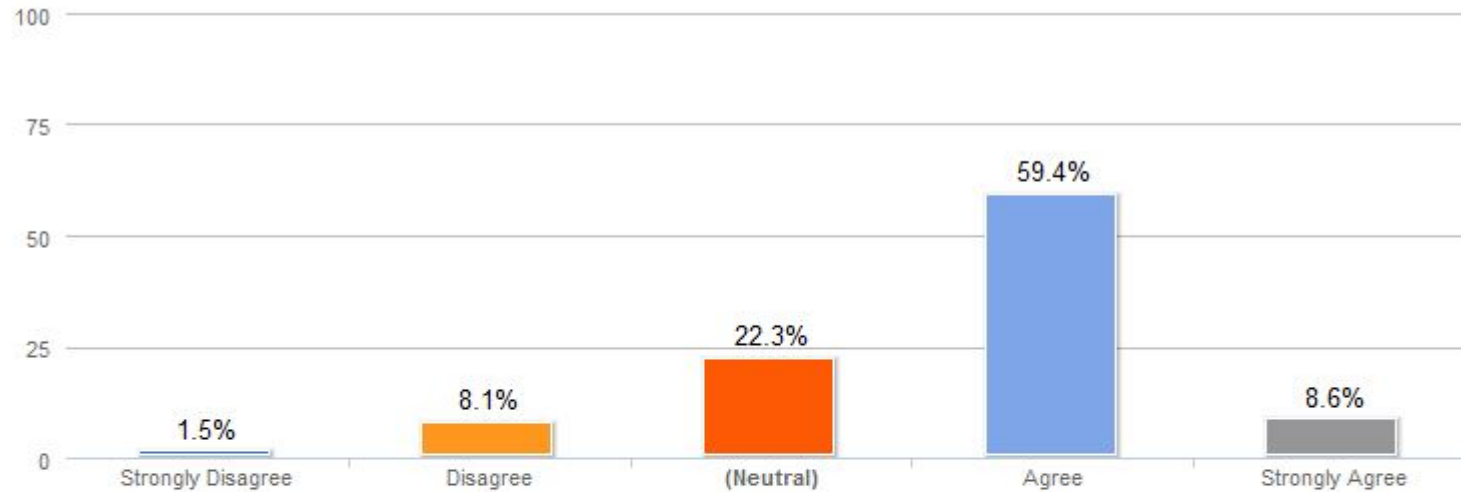


Overall, when I interact with IFMA headquarters, I receive a high standard of service.

Value	Count	Percent %
Strongly Disagree	5	0.8%
Disagree	12	1.8%
(Neutral)	167	25.6%
Agree	308	47.2%
Strongly Agree	160	24.5%

Member Survey

I am able to find answers easily when I use the IFMA website.

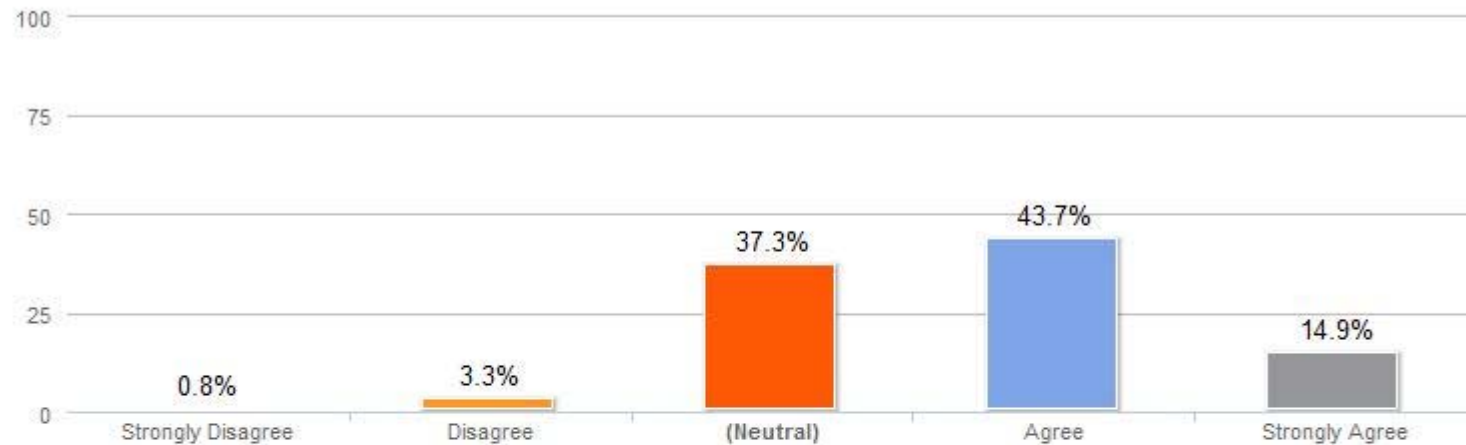


I am able to find answers easily when I use the IFMA website.

Value	Count	Percent %
Strongly Disagree	10	1.5%
Disagree	53	8.1%
(Neutral)	145	22.3%
Agree	387	59.4%
Strongly Agree	56	8.6%

Member Survey

When I call IFMA headquarters I am able to reach the person with whom I need to speak to get my question answered or issue resolved, with minimal effort.

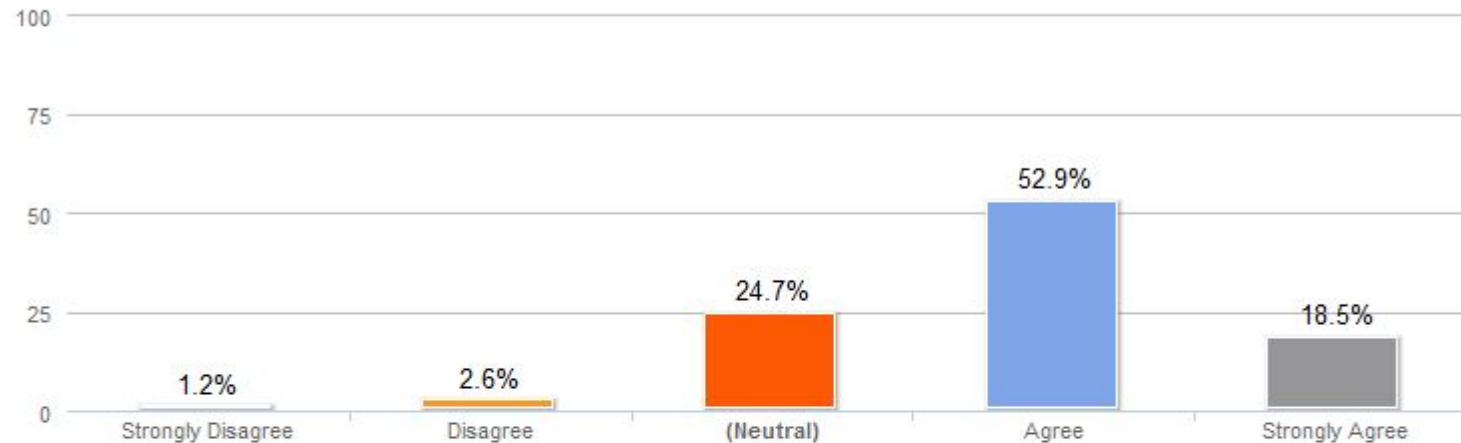


When I call IFMA headquarters I am able to reach the person with whom I need to speak to get my question answered or issue resolved, with minimal effort.

Value	Count	Percent %
Strongly Disagree	5	0.8%
Disagree	21	3.3%
(Neutral)	238	37.3%
Agree	279	43.7%
Strongly Agree	95	14.9%

Member Survey

I receive informative responses in a timely manner from IFMA headquarters when I communicate through email.

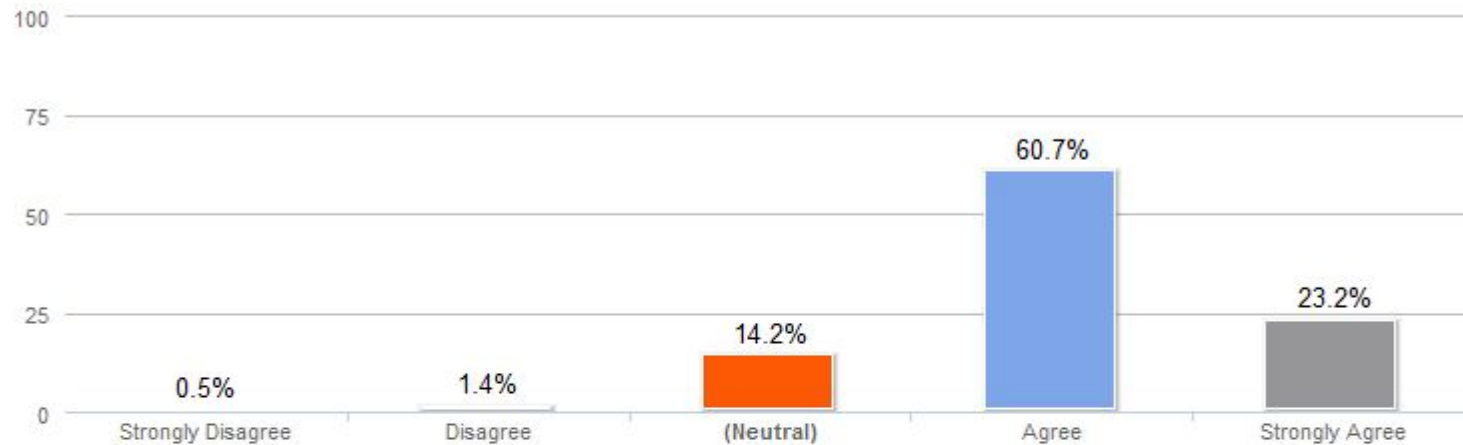


I receive informative responses in a timely manner from IFMA headquarters when I communicate through email.

Value	Count	Percent %
Strongly Disagree	8	1.2%
Disagree	17	2.6%
(Neutral)	159	24.7%
Agree	340	52.9%
Strongly Agree	119	18.5%

Member Survey

IFMA headquarters keeps me aware of important services, products, resources and opportunities.

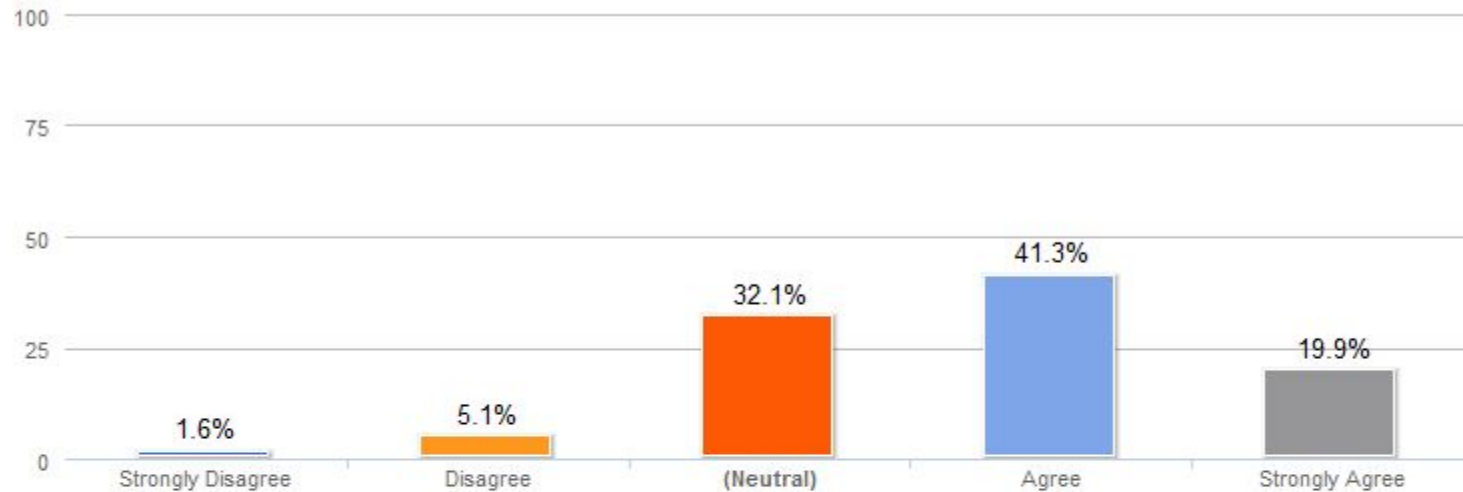


IFMA headquarters keeps me aware of important services, products, resources and opportunities.

Value	Count	Percent %
Strongly Disagree	3	0.5%
Disagree	9	1.4%
(Neutral)	92	14.2%
Agree	393	60.7%
Strongly Agree	150	23.2%

Member Survey

It is important that IFMA headquarters is centralized and identifiable.

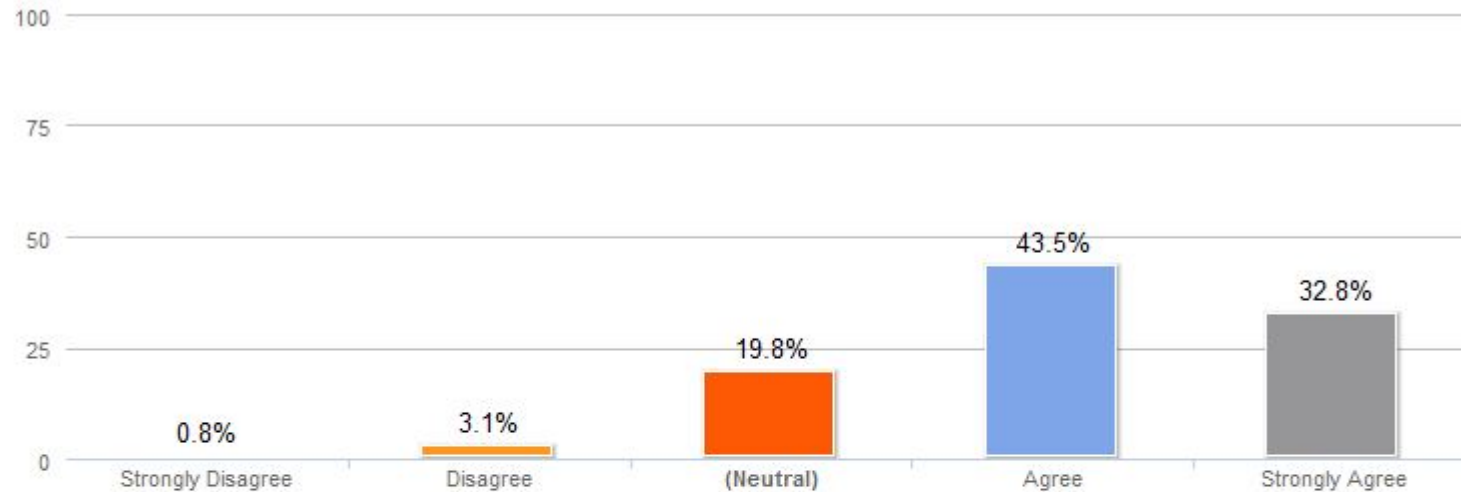


It is important that IFMA headquarters is centralized and identifiable.

Value	Count	Percent %
Strongly Disagree	10	1.6%
Disagree	33	5.1%
(Neutral)	207	32.1%
Agree	266	41.3%
Strongly Agree	128	19.9%

Member Survey

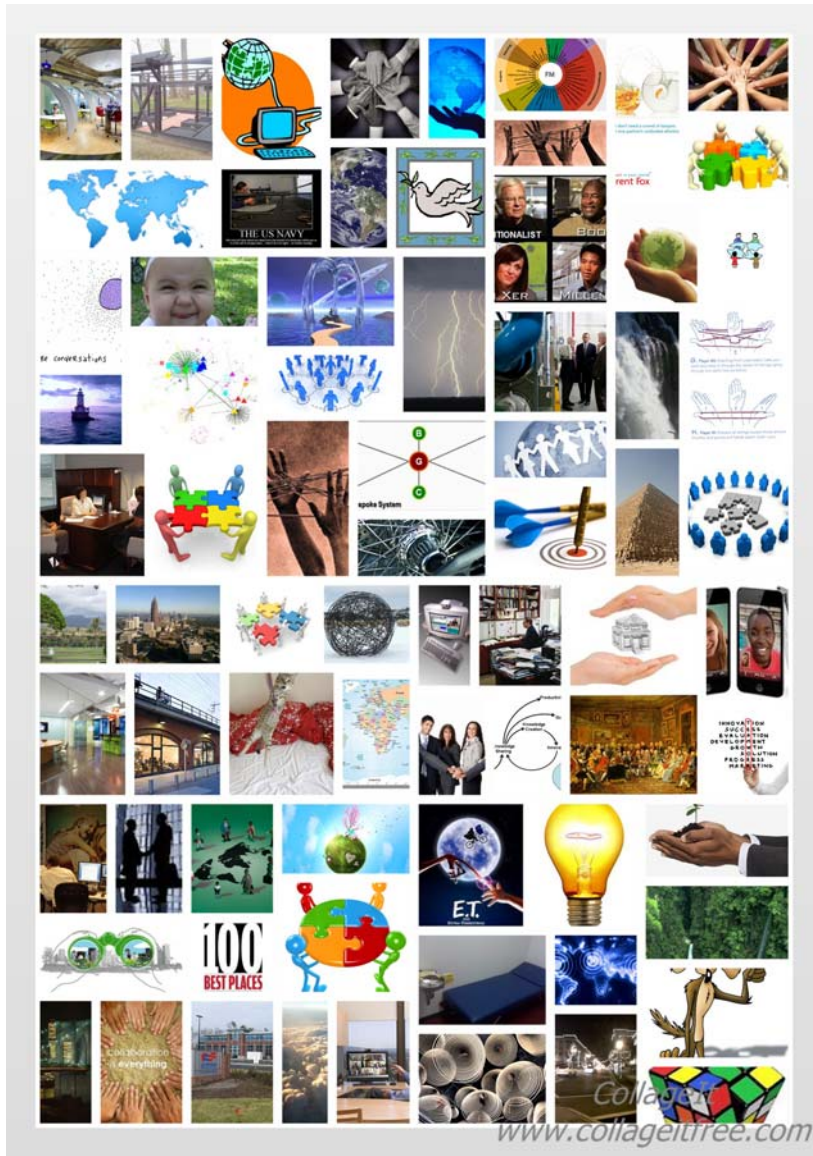
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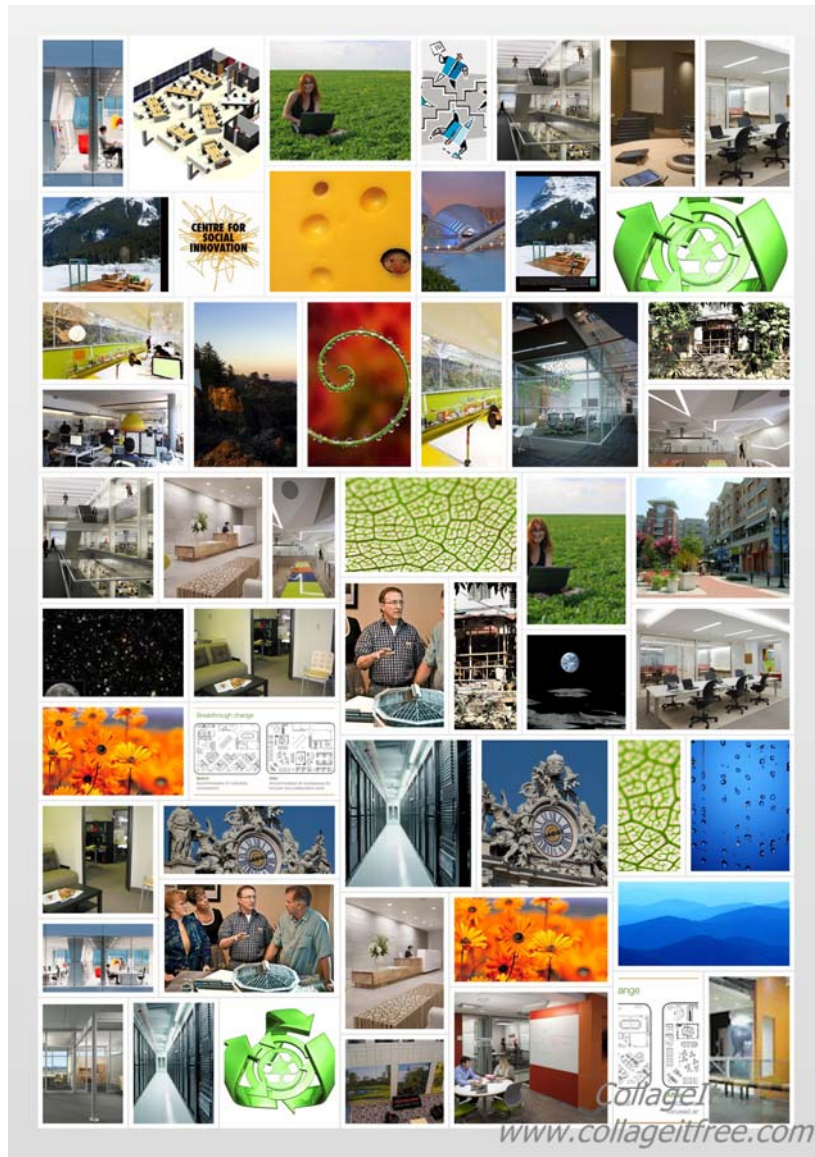
Value	Count	Percent %
Strongly Disagree	5	0.8%
Disagree	20	3.1%
(Neutral)	129	19.8%
Agree	283	43.5%
Strongly Agree	213	32.8%

Image Collage



Uploaded images that best represent the ideal interaction with the future IFMA HQ

Image Collage



Uploaded images that best represent membership vision for the future physical space and performance of IFMA HQ

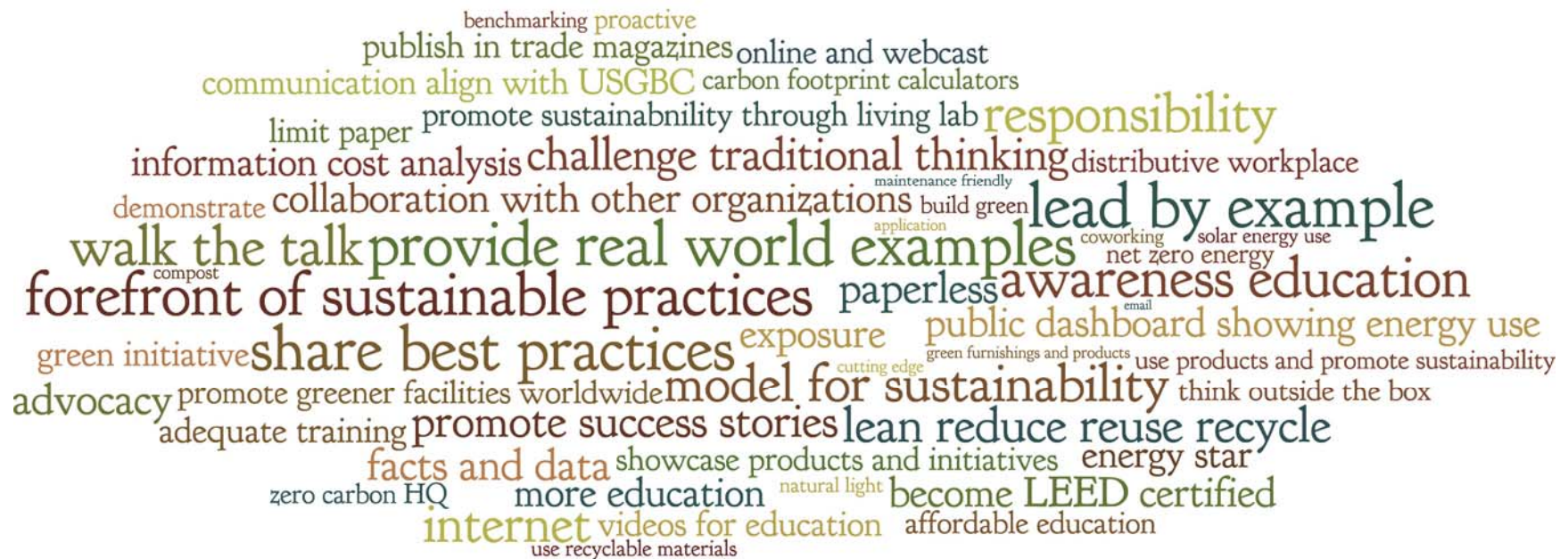
Imagery

Words and phrases that describe how IFMA headquarters can better represent its global presence



Imagery

Words and phrases that describe how IFMA headquarters can **promote sustainability**



Imagery

Words and phrases that describes how IFMA headquarters can serve its membership with the **highest degree of excellence**



DEGW

Imagery

What did you think of the IFMA headquarters workplace?

(Answered by members who have visited the Houston office)



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