



2008 Member Survey

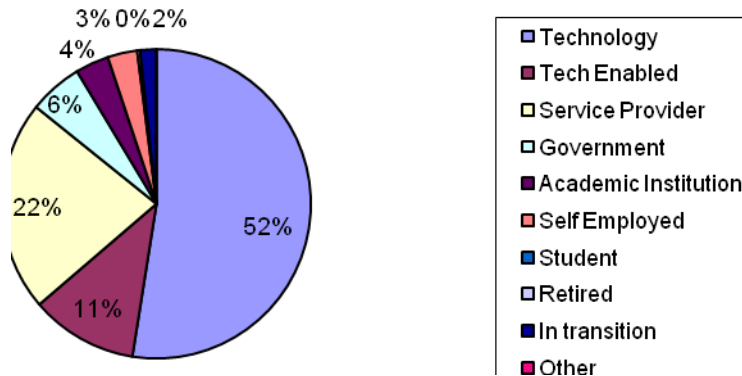
Technology Association of Georgia

- 🌿 Survey sent to approximately 5,500 TAG Members
- 🌿 286 members responded, in full, to the survey
- 🌿 Most results are shown in comparison with data from 2005-2007

Who are our members?

Employment, Position, Involvement, Location

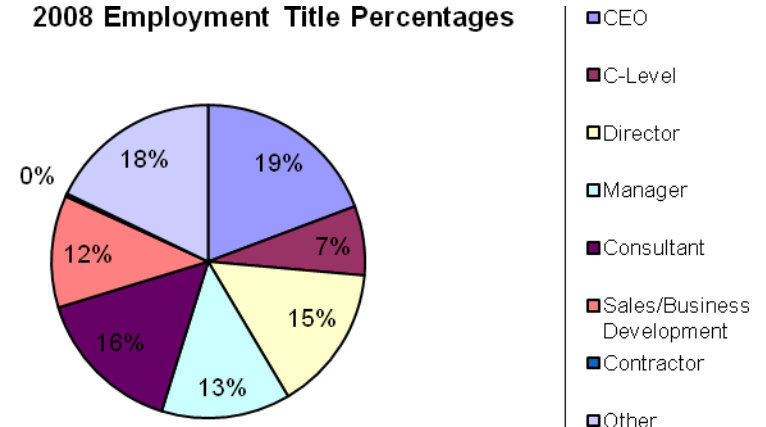
2008 Industries of Employment



✿ The majority of members (52.4%) are employed in the technology industry (product or service provider)

✿ The majority of members fall in the "CEO/President/Managing Director" or "Other" Title classifications

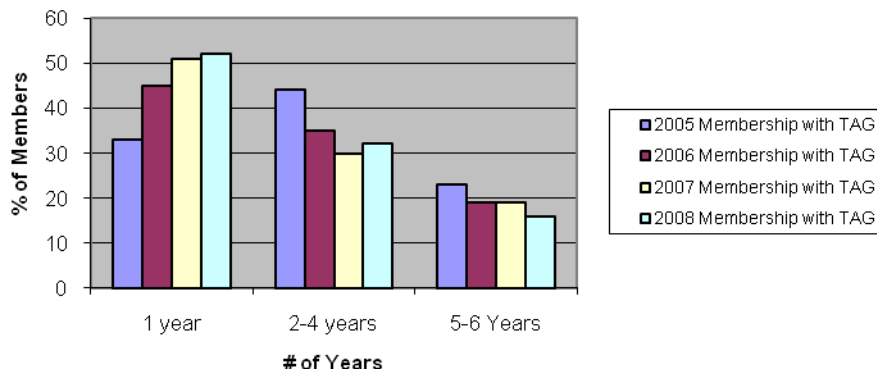
2008 Employment Title Percentages



Who are our members?

Employment, Position, Involvement, Location

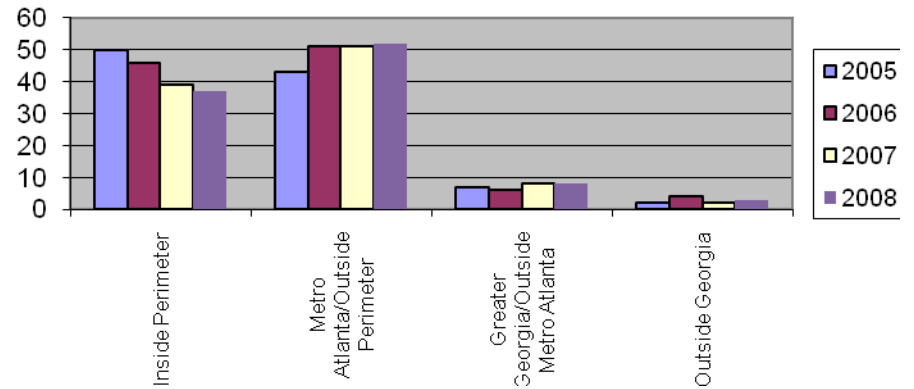
Time as a members



✿ The majority (52.1%) have been TAG members for 1 year or less

✿ The majority (52.1%) live in Metro Atlanta/ Outside the Perimeter

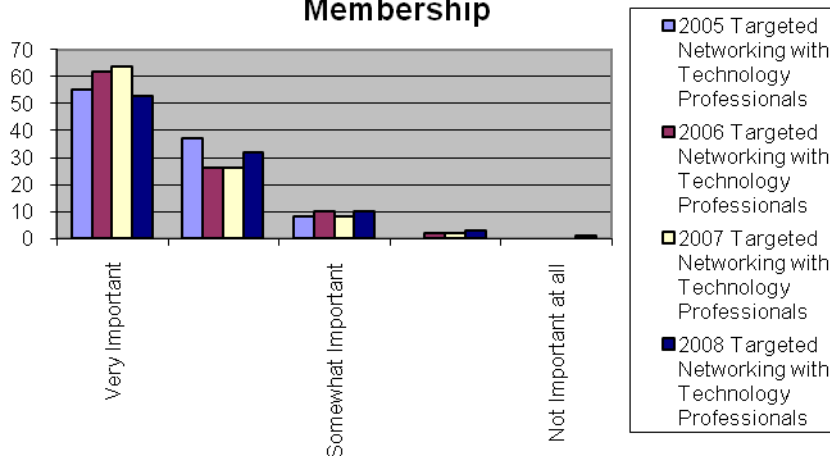
Where do members WORK?



What is important to TAG's members?

Networking, Education, Societies, Special Events, Professional Development, Website Resources

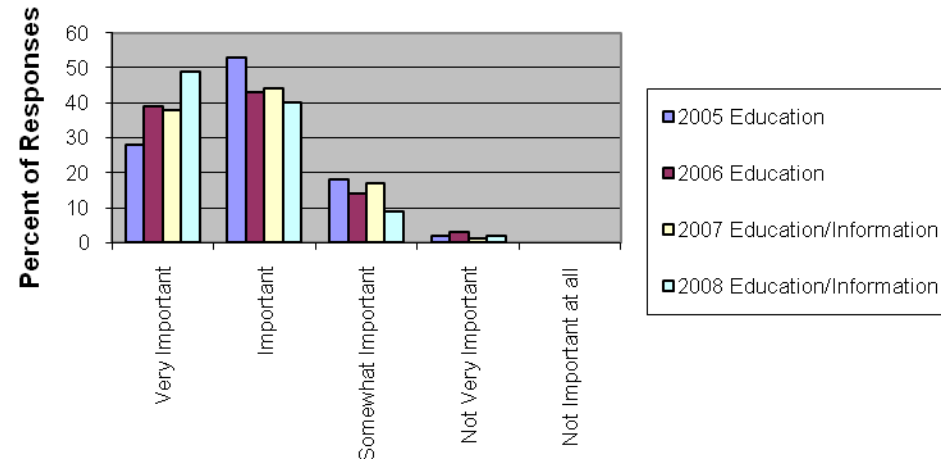
Importance of Targeted Networking with Technology Professionals in regards to TAG Membership



✿ Networking with technology professionals ranks as most important

✿ Education ranks second in importance

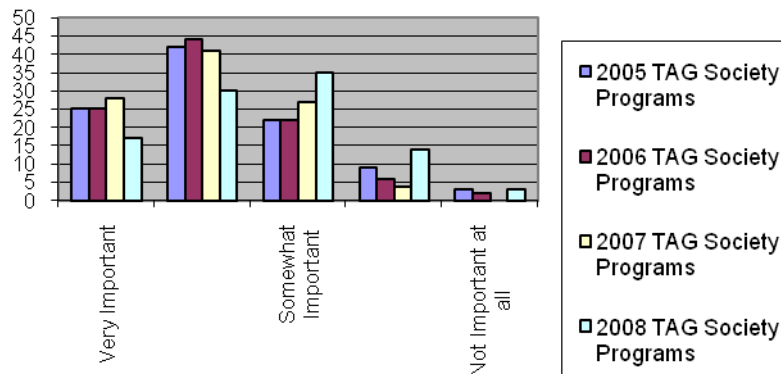
Importance of Education in regards to TAG Membership



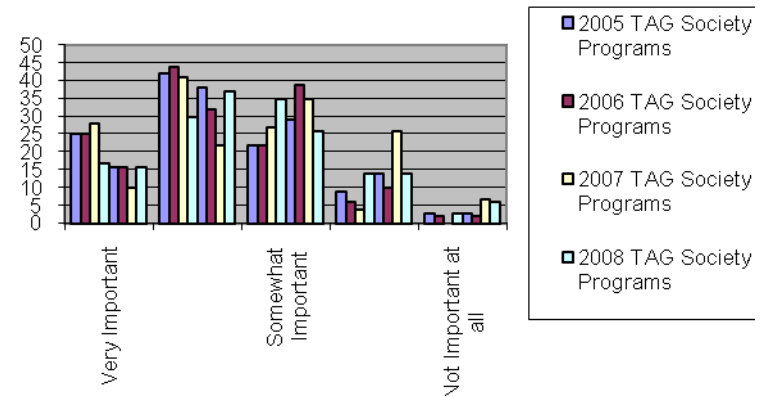
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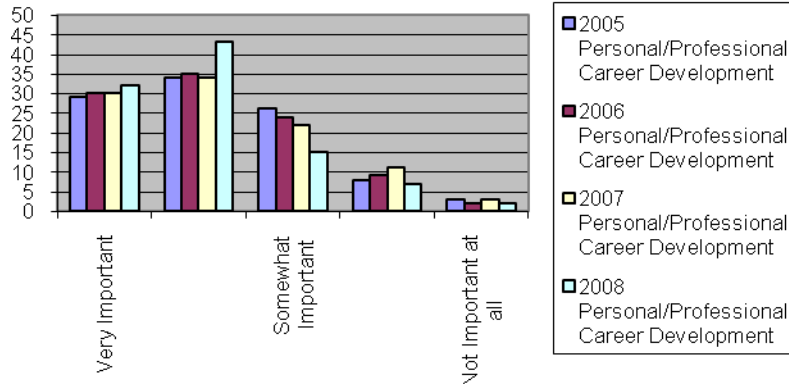
Importance of TAG Society Programs in regards to TAG Membership



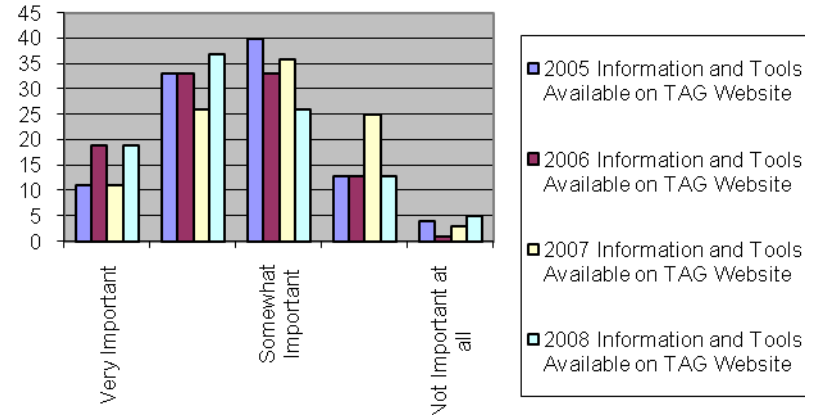
Importance of Major Events with regards to TAG Membership



Importance of Professional Development with regards to TAG Membership



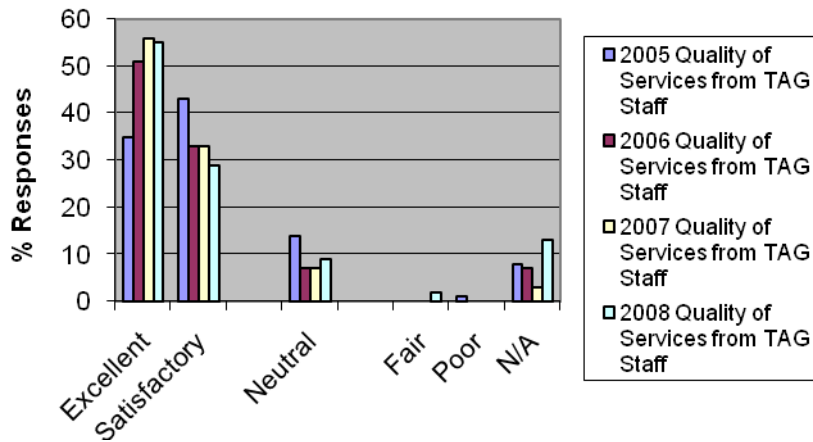
Importance of Resources on TAG Website in regards to TAG Membership



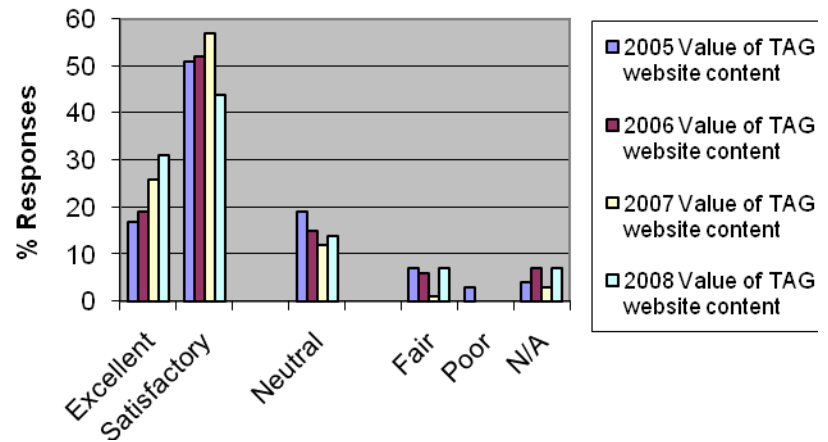
How well does TAG perform?

Staff, Website Content, eWeekly, Society Programming, Education, Major Events

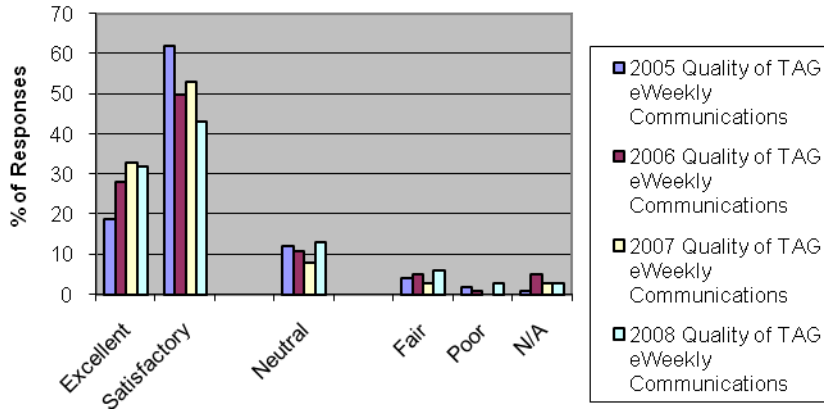
Quality of Service from TAG Staff



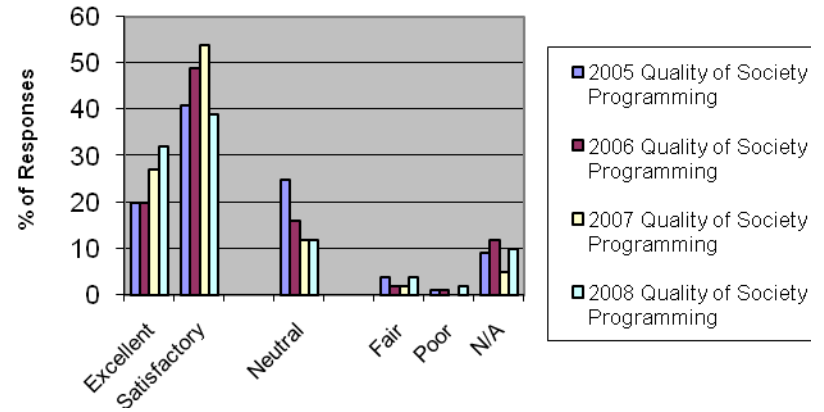
Quality of Website Content



Quality of eWeekly



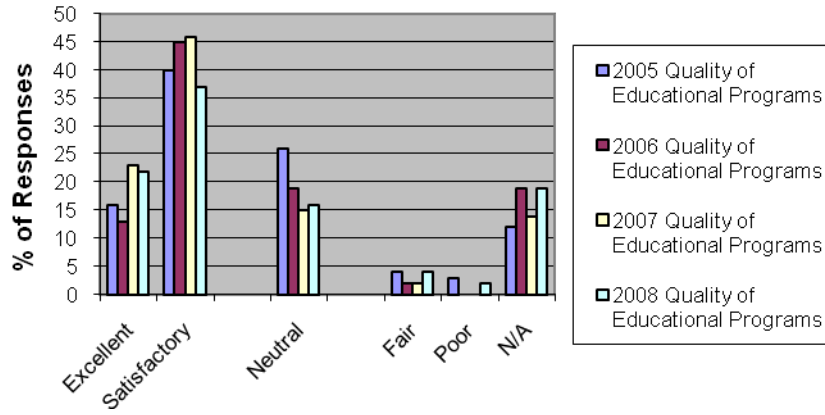
Quality of Society Programming



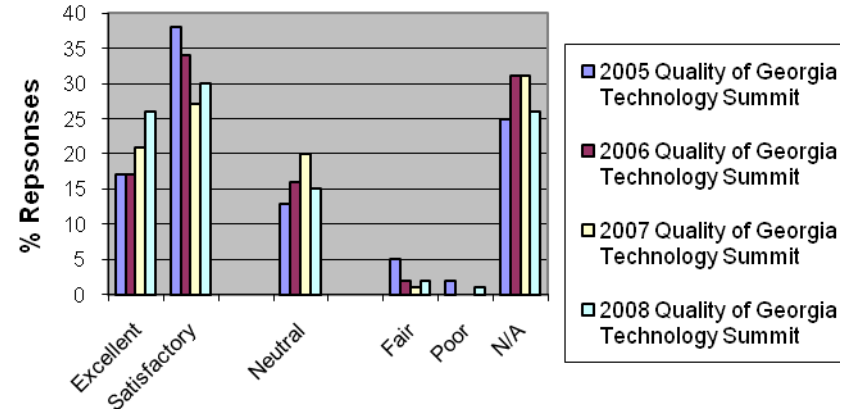
How well does TAG perform?

Staff, Website Content, eWeekly, Society Programming, Education, Major Events

Quality of Educational Programming









Quality of Major Events (GTS, Excalibur, TAGit, WIT Connect)



Interest in Potential Member Benefits

The following responses were marked as *interests*:

-  52% Webinars (up from 42% in 2007)
-  46% Online education (up from 34% in 2007)
-  34% More events (down from 35% in 2007)
-  47% Mentoring (up from 36% in 2007)
-  45% Social networking (no 2007 data)
-  62% Leadership development (no 2007 data)