



**Connecticut  
Public Health  
Association**

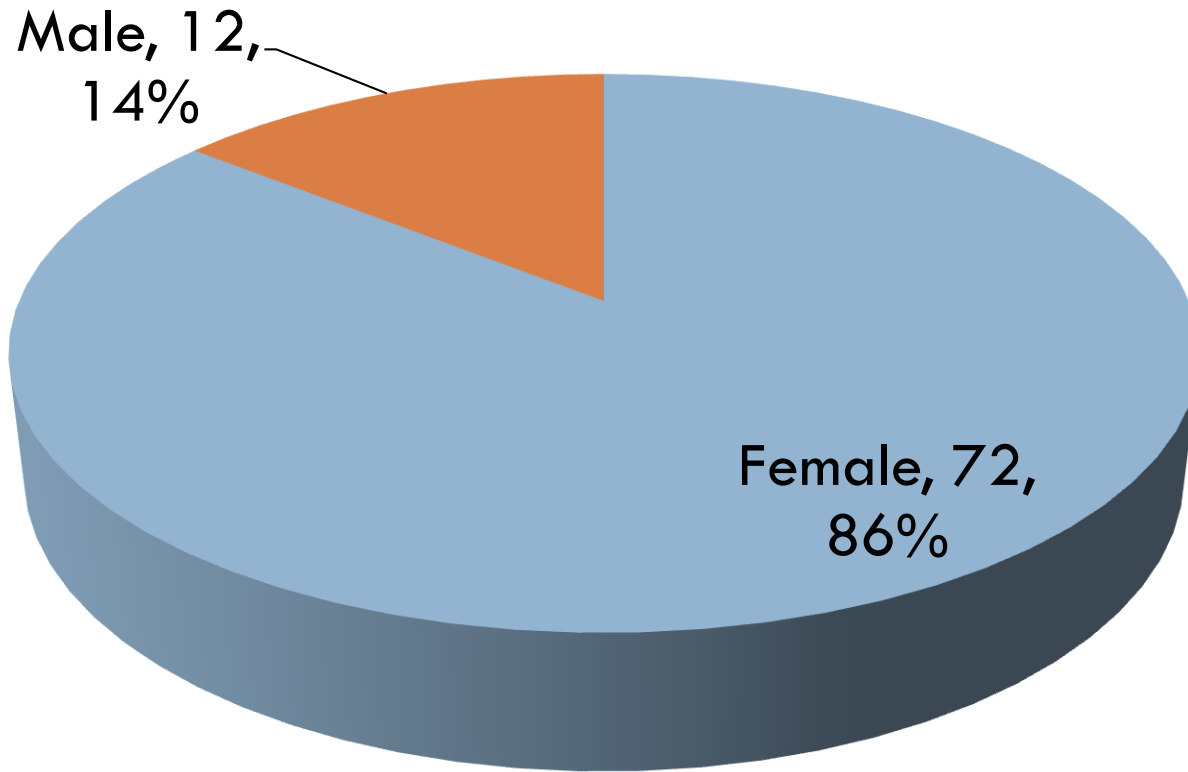
Promoting Public Health in Connecticut Since 1916

2013 CPHA MEMBERSHIP  
SURVEY RESULTS

# Development and Response

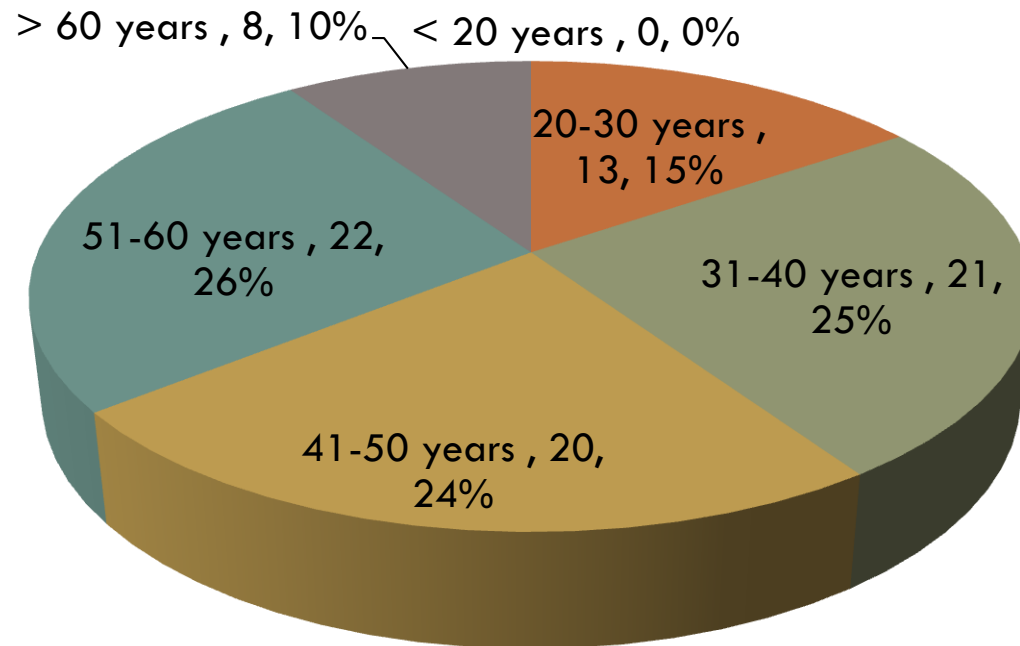
- 13 item membership survey developed by the CPHA membership Committee
- 3 e-mails were sent to the membership asking them to complete the survey
- The survey was also mentioned in the June 2013 CPHA Newsletter
- Survey active from 6/5/2013 to 7/15/2013
- Response Rate = 24.9%
  - ▣ Active Membership (as of July 1, 2013) = 338
  - ▣ Survey Responses = 84

# What is your gender?



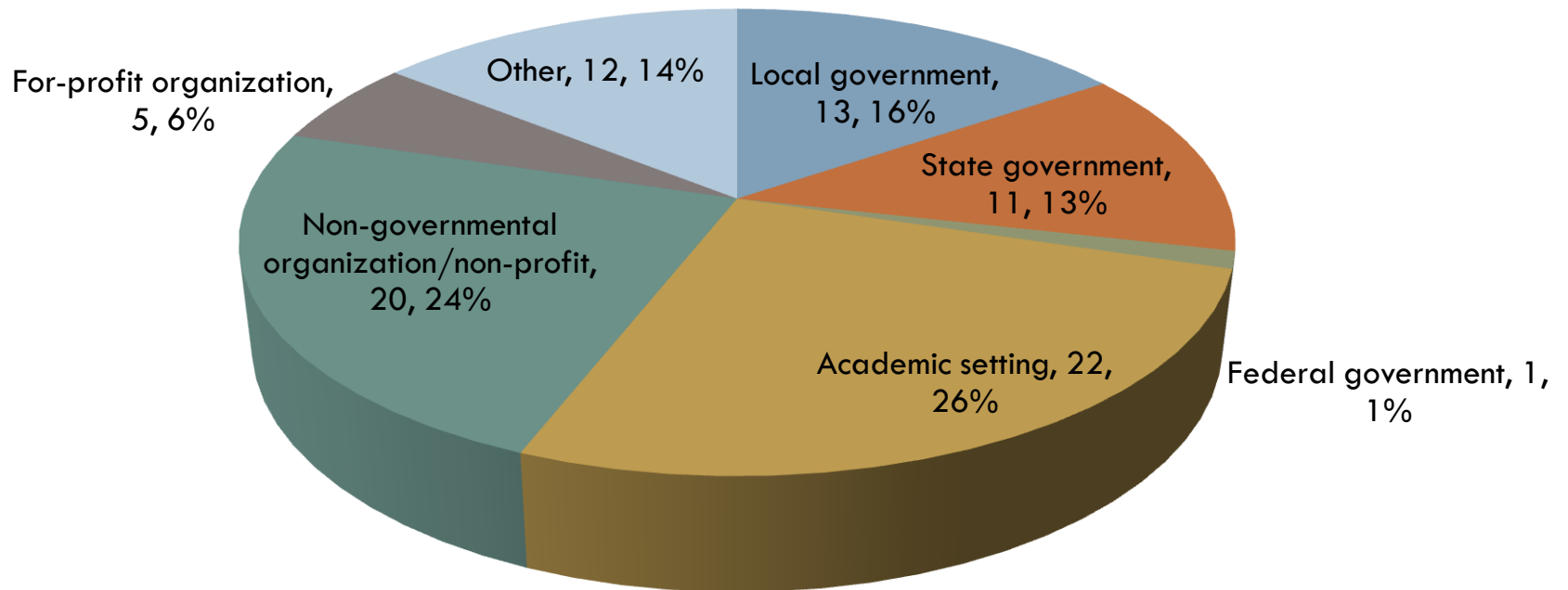
- A large majority of respondents were female.

# Which category best represents your age?



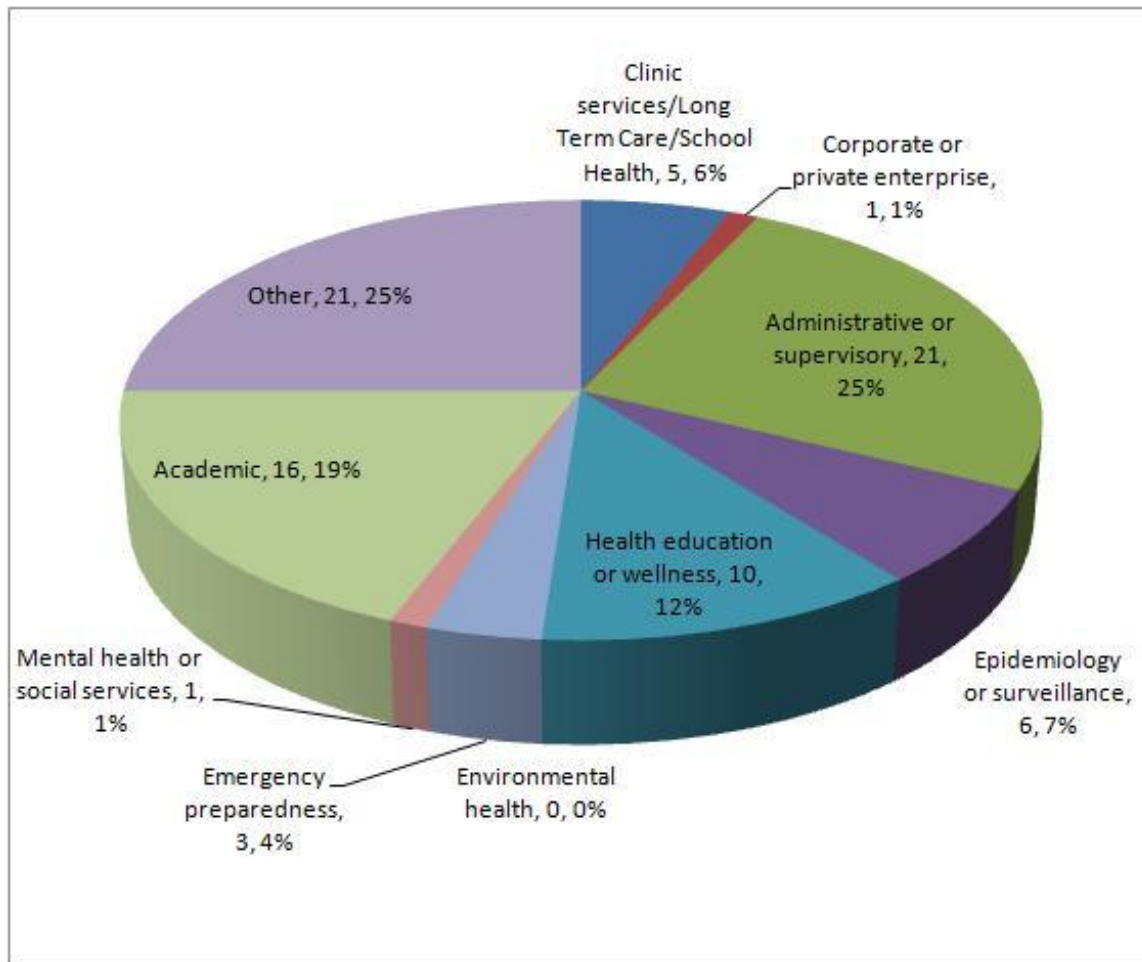
- A majority of respondents (60%) were greater than 40 years old, although there were a nearly equal number of respondents who were 31-40, 41-50, and 51-60.

# What category best describes where you work?



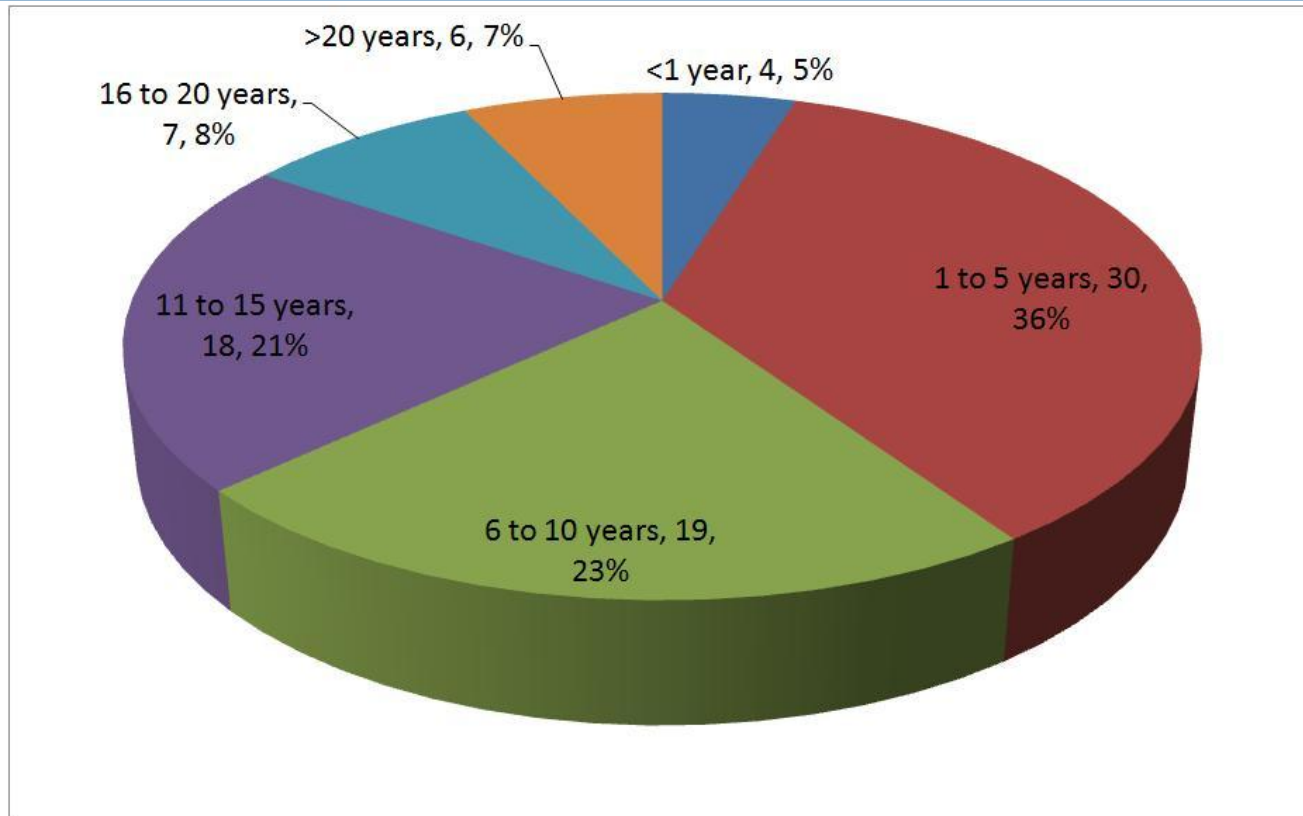
- An approximately equal amount of respondents work in Government, Academic, and Non-Profit settings.
- “Other” workplaces include: hospitals, students, and consultants

# What category best represents your primary job function?



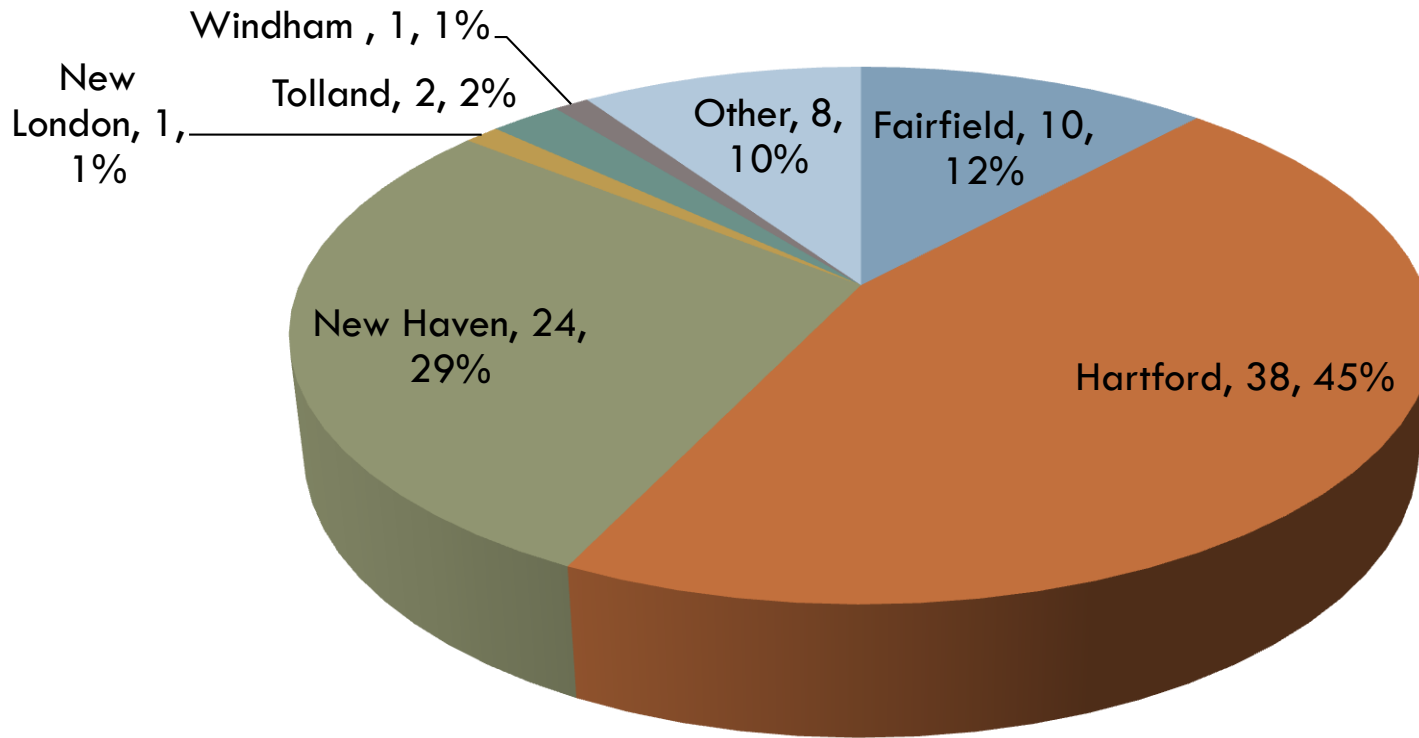
- Few to no respondents work for corporations, for mental services, and in environmental health.
- “Other” jobs include: research, policy, healthcare, and executive directors

# How many years have you been employed in this area?



- 41% of respondents have been in their current position less than 5 years.
- That figure rises to 64% when increasing the time interval to 10 years or less in their current position.

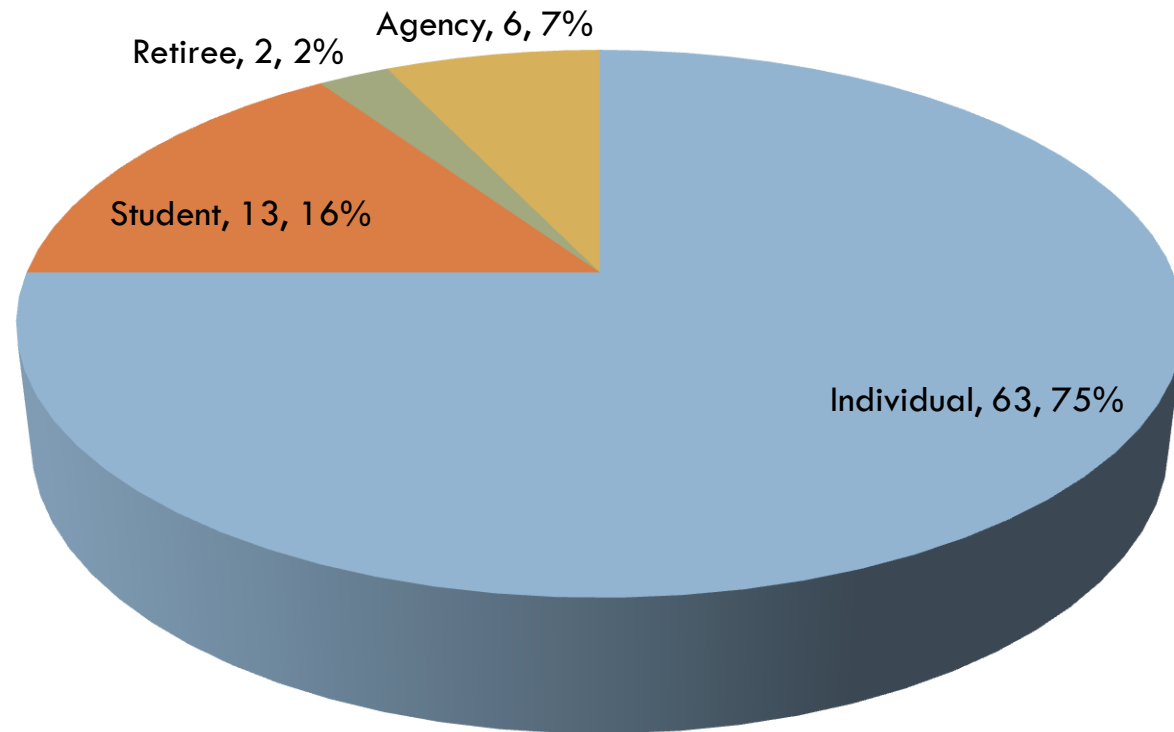
# What County do you work in?



- Most respondents work in Hartford and New Haven Counties.
- “Other” includes national level and out of state positions.

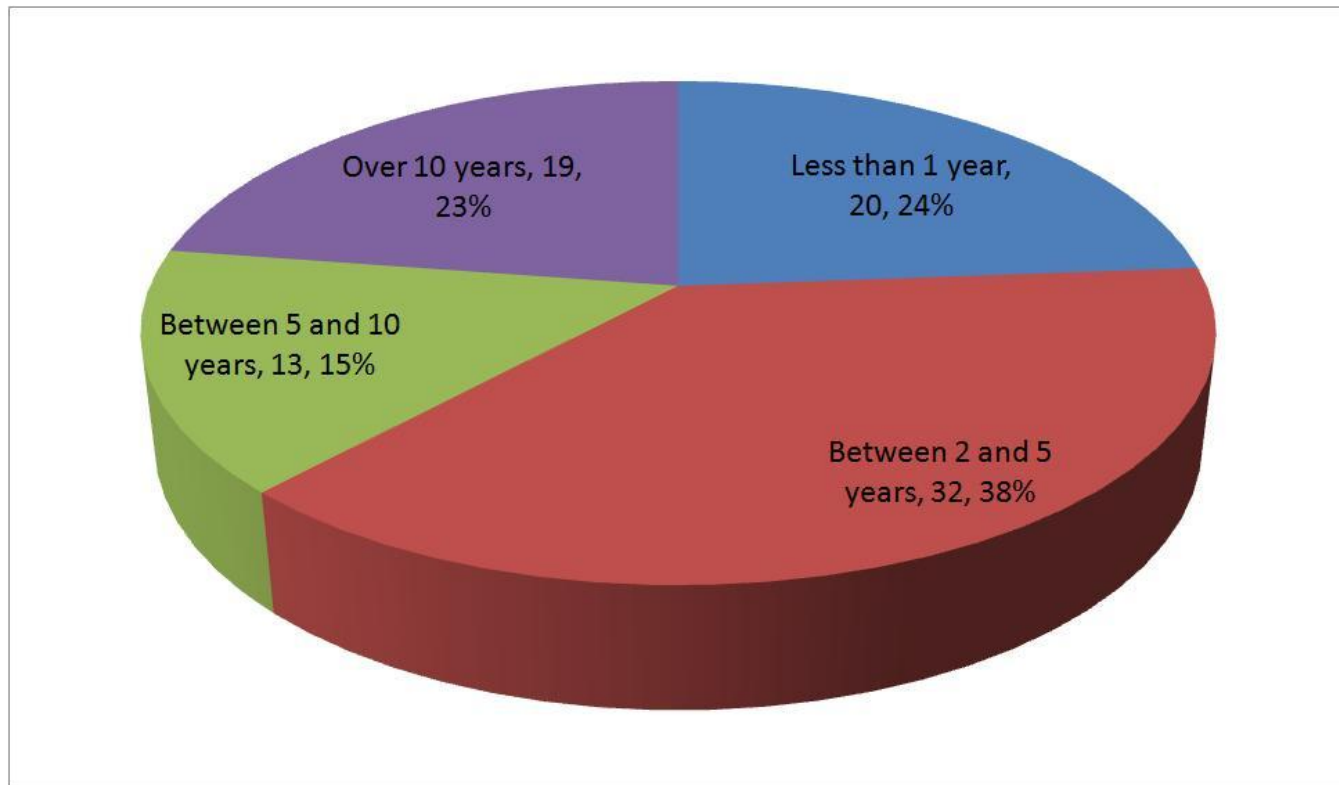


# What is your current CPHA membership category?



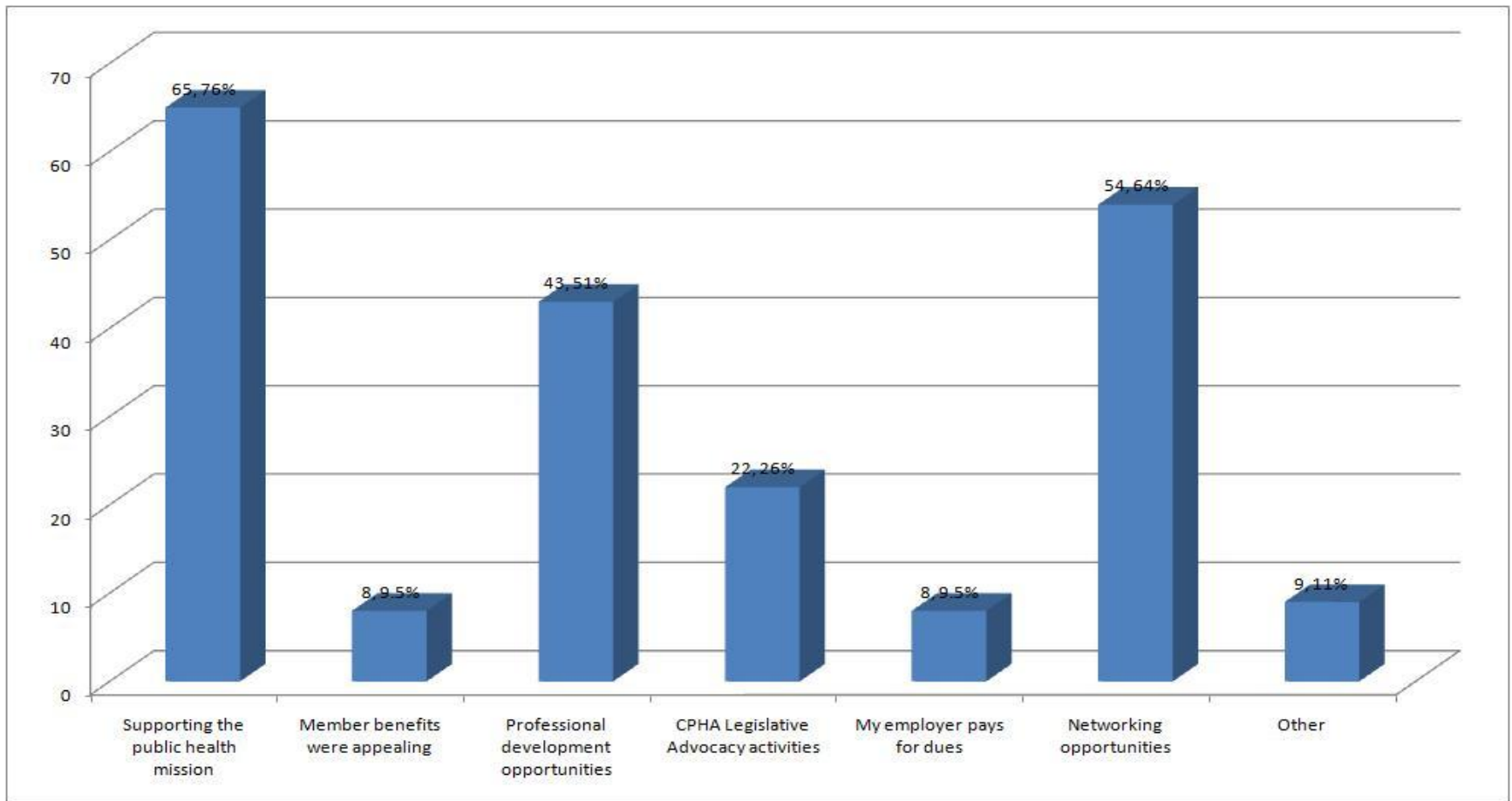
- Respondents were overwhelmingly Individual members. While the majority of CPHA members are Individual members, the actual rate is closer to 60% than the 75% reflected in the survey.

# How many years have you been a CPHA member?



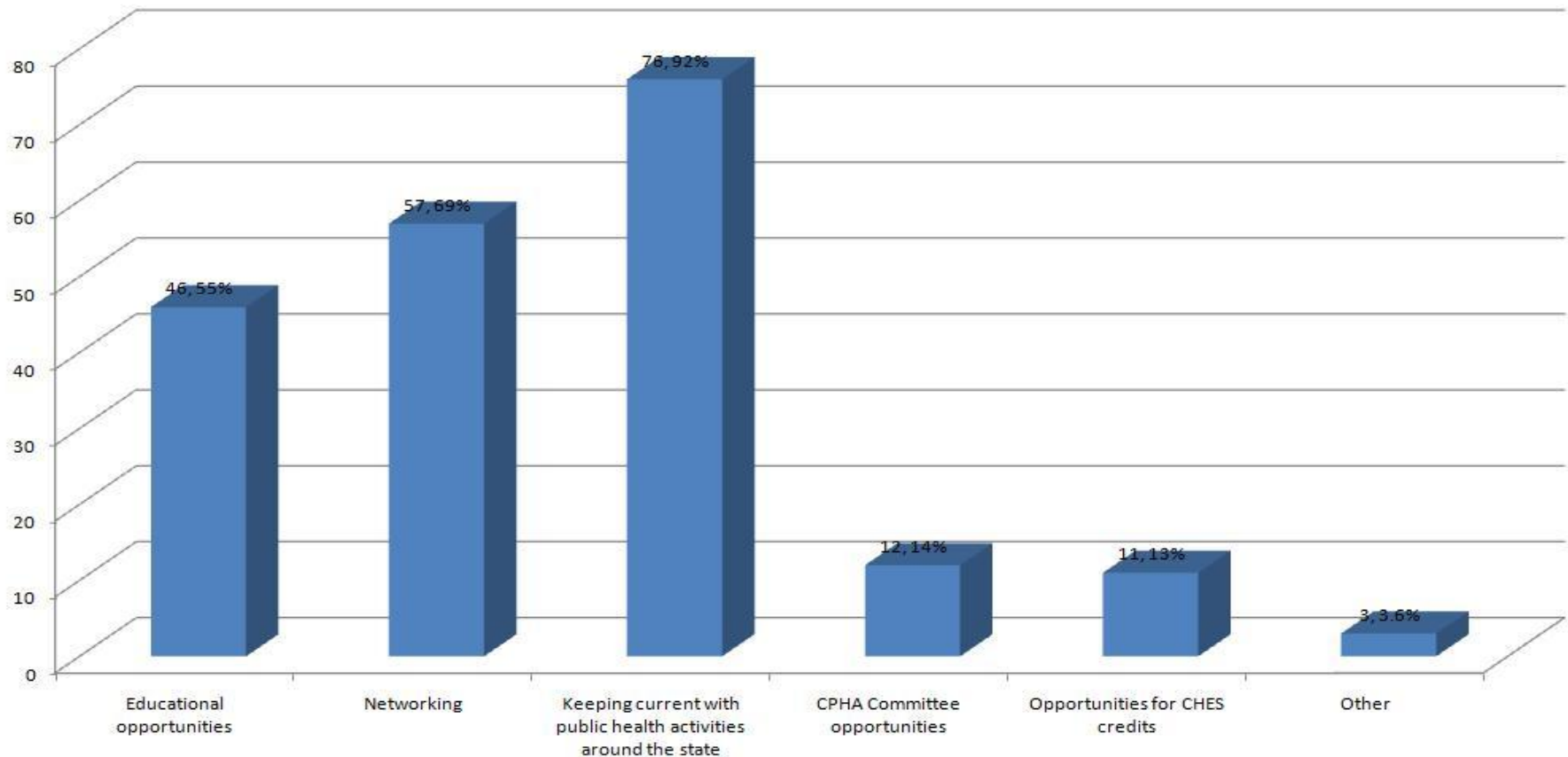
- The majority of respondents have been a part of CPHA 5 or less years.
- Interestingly, there was nearly equal response from new members (less than 1 year) and established members (greater than 10 years).

# Which of the following statements are reasons that have influenced you to join CPHA? (Check all that apply)



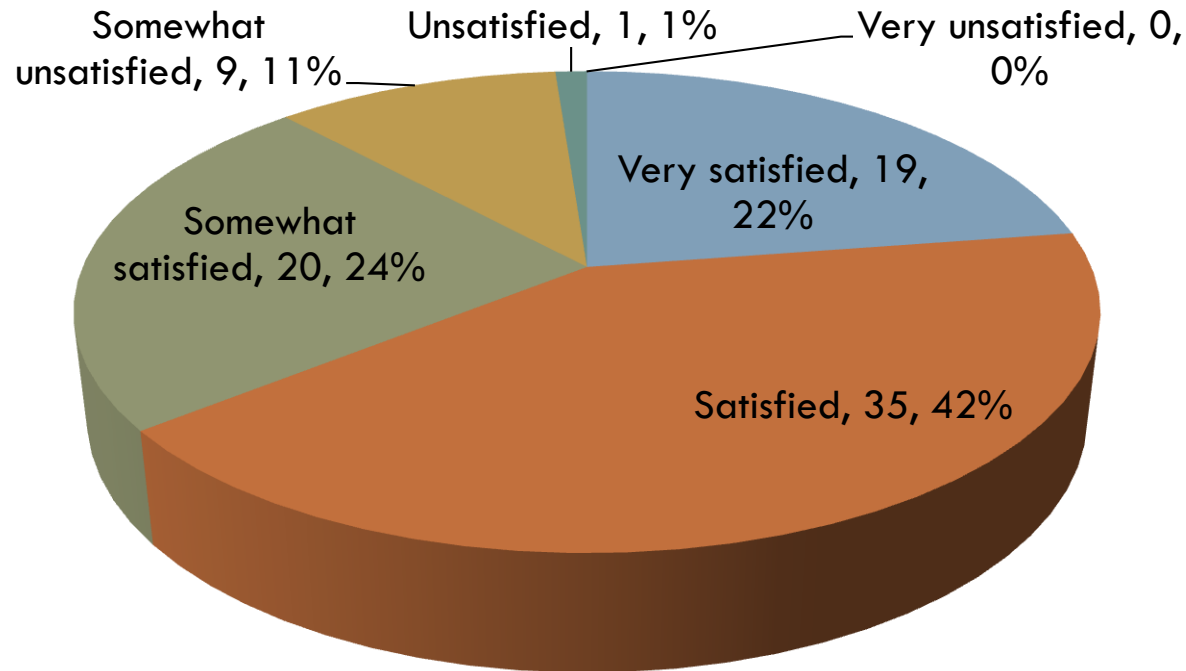
- Supporting public health, networking, and professional development are the main reasons respondents joined CPHA
- “Other” included: mentoring, CHES credits, and receiving the most up-to-date public health information.

# What CPHA Membership Benefits are most important to you? (Check all that apply)



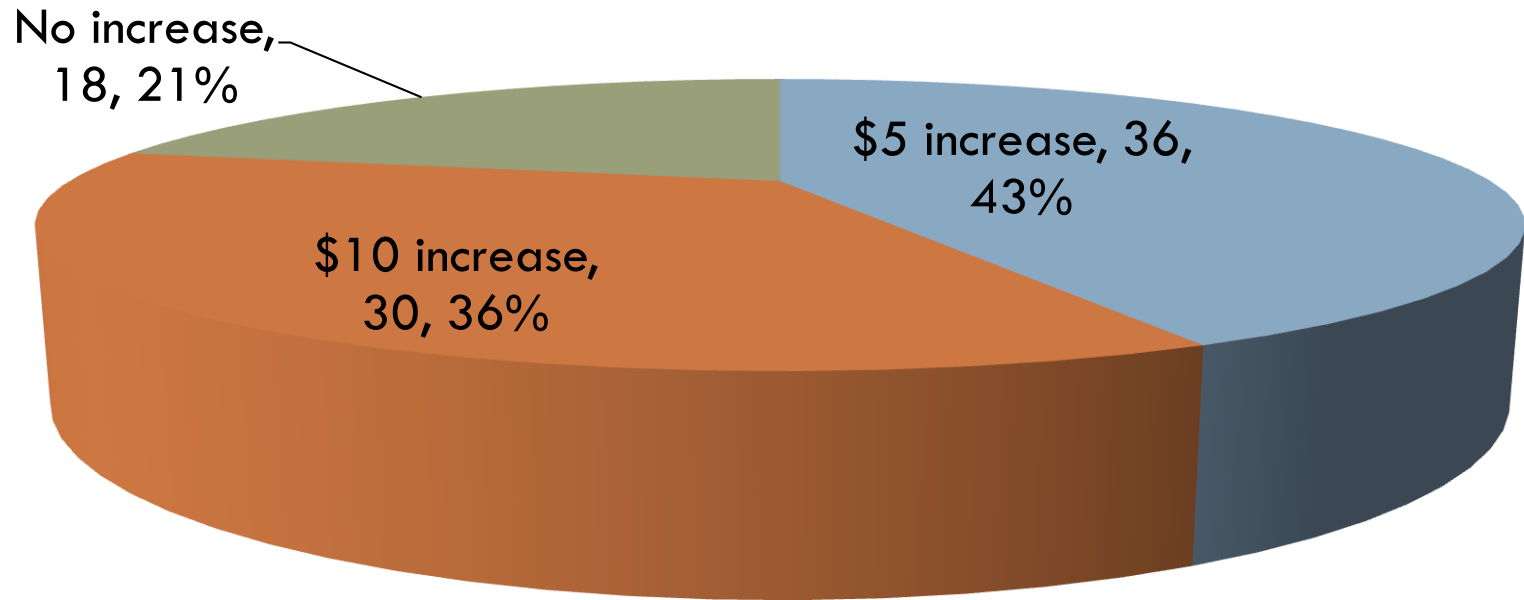
- Respondents indicated that keeping current with public health activities, networking, and educational opportunities the most important CPHA membership benefits.
- Note: This question only had 83 responses. It was added after the 1<sup>st</sup> respondent completed the survey.

Please indicate your current level of satisfaction with communication between CPHA and you as a member (i.e. timeliness of communication activities, advocacy alerts, etc.).



- 64% of respondents indicated they are satisfied or very satisfied with CPHA communications
- Of the 12% who are somewhat unsatisfied or unsatisfied, their reasons range from too many to too few communications.

CPHA depends on membership fees to sustain its activities and we strive to keep dues low despite rising costs. Which of these modest increases in annual membership fees is acceptable to you?



- 79% of respondents indicated that a membership fee increase was acceptable.