

# CREW Pittsburgh 2009 Membership Survey Results

## MEMBER PROFILE/DEMOGRAPHICS

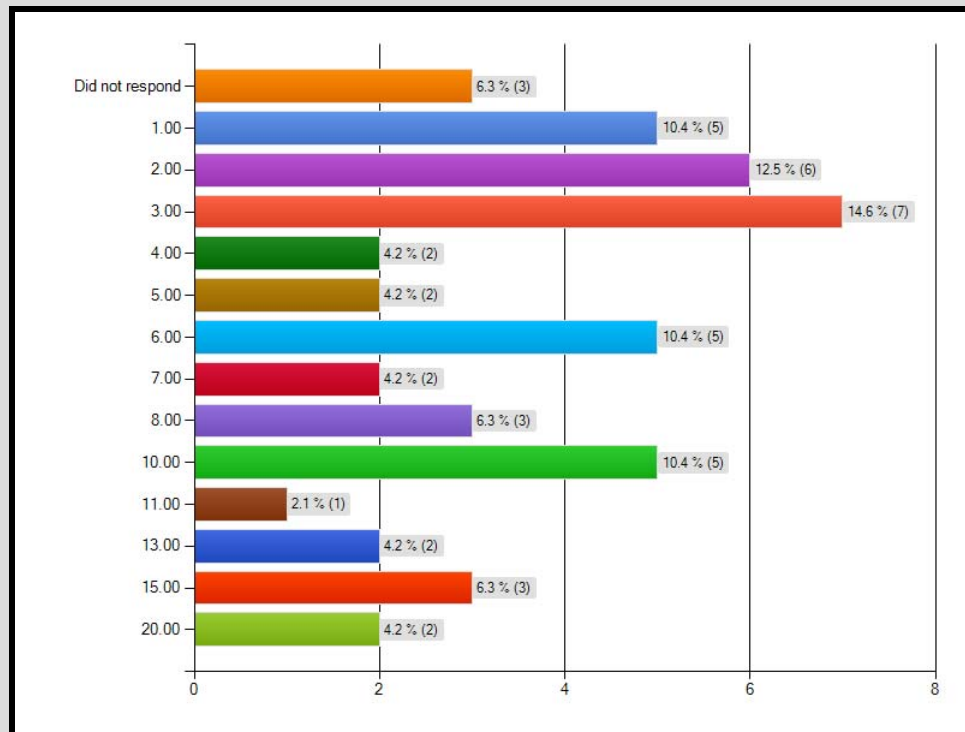
1. How many years have you been a member of CREW Pittsburgh, including its predecessor Pittsburgh Women in Commercial Real Estate?  
(Total during your career whether consecutive or not)

*answered question*

45

*skipped question*

3



Response in Years	Response Percent	Response Count
Did not respond	6.30%	3
1	10.40%	5
2	12.50%	6
<b>3</b>	<b>14.60%</b>	<b>7</b>
4	4.20%	2
5	4.20%	2
6	10.40%	5
7	4.20%	2
8	6.30%	3
10	10.40%	5
11	2.10%	1
13	4.20%	2
15	6.30%	3
20	4.20%	2

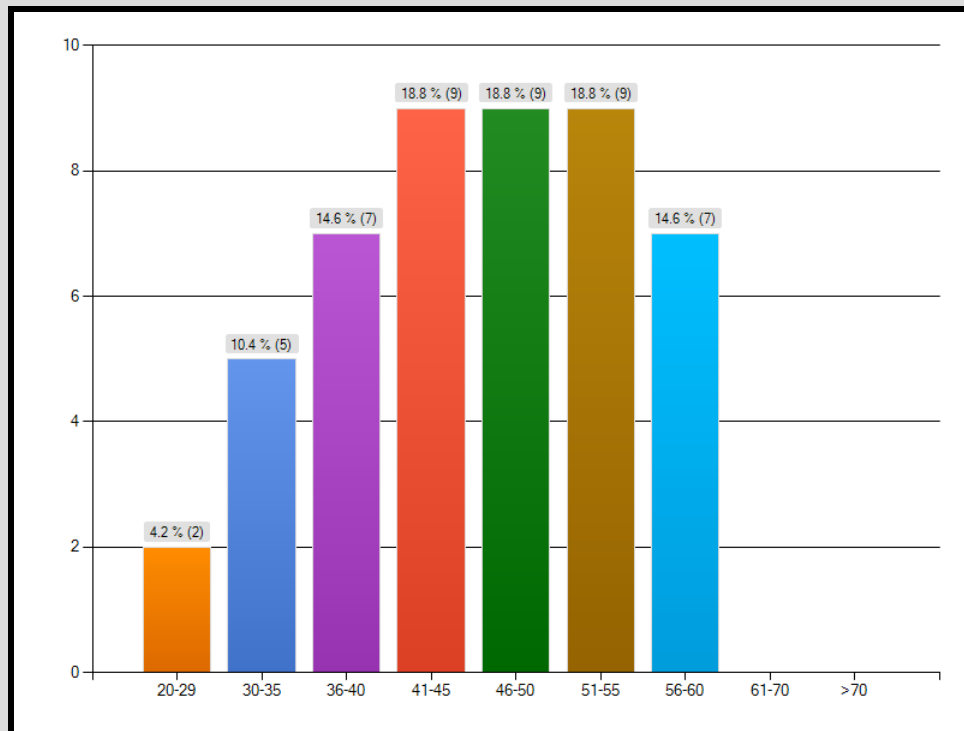
## 2. What is your age range?

*answered question*

48

*skipped question*

0



Response in Years	Response Percent	Response Count
20-29	4.20%	2
30-35	10.40%	5
36-40	14.60%	7
<b>41-45</b>	<b>18.80%</b>	<b>9</b>
<b>46-50</b>	<b>18.80%</b>	<b>9</b>
<b>51-55</b>	<b>18.80%</b>	<b>9</b>
56-60	14.60%	7
61-70	0.00%	0
>70	0.00%	0

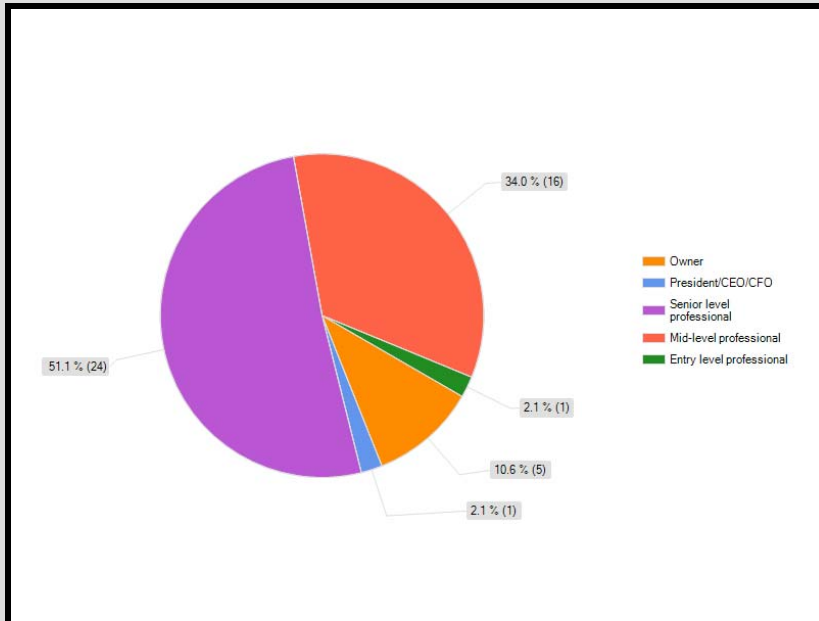
3. What is the best description of your experience level/job title?

answered question

47

skipped question

1



Response in Years	Response Percent	Response Count
Owner	10.6%	5
President/CEO/CFO	2.1%	1
Senior level professional	51.1%	24
Mid-level professional	34.0%	16
Entry level professional	2.1%	1
Other (please specify):		2
1. Independent Contractor (consultant)		
2. Sales Consultant		

**MEMBER VALUE**

**4. Why did you join CREW? Please rank the following in order of importance (assigning each a different number from 1-6)  
1= Most Important and 6= Least Important**

<i>answered question</i>	<b>46</b>
<i>skipped question</i>	<b>2</b>

<i>1= Most Important and 6= Least Important</i>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>
<b>Networking/Business Development Opportunities</b>	<b>58.0% (29)</b>	22.0% (11)	3.8% (2)	4.9%(2)	2.4% (1)	2.6% (1)
<b>Personal Business Relationships</b>	20.0% (10)	<b>28.0% (14)</b>	17.0% (9)	22.0% (9)	4.8% (2)	5.1% (2)
<b>Programs/Events</b>	8.0% (4)	16.0% (8)	<b>30.2% (16)</b>	<b>29. 3% (12)</b>	11.9% (5)	2.6% (1)
<b>Leadership Opportunities/Visibility</b>	10.0% (5)	20.0% (10)	18.9% (10)	17.1% (7)	16.7% (7)	17.9% (7)
<b>Charitable Activities/Community Involvement</b>	4.0% (2)	8.0% (4)	17.0% (9)	17.1% (7)	28.6% (12)	30.8% (12)
<b>Social Activities</b>	0.0% (0)	6.0% (3)	13.2% (7)	9.8% (4)	<b>35.7% (15)</b>	<b>41.0% (16)</b>

5. Is CREW meeting your expectations in these areas? (check all that apply)

*answered question*

45

*skipped question*

3

	<b>1 Satisfied</b>	<b>2 Somewhat Satisfied</b>	<b>3 Somewhat Dissatisfied</b>	<b>4 Dissatisfied</b>	<b>Response Count</b>
<b>Business development opportunities</b>	31.1% (14)	<b>51.1% (23)</b>	11.1% (5)	6.7% (3)	45
<b>Networking opportunities</b>	<b>59.1% (26)</b>	31.8% (14)	9.1% (4)	0.0% (0)	44
<b>Leadership opportunities/development</b>	<b>53.3% (24)</b>	35.6% (16)	8.9% (4)	2.2% (1)	45
<b>Marketing opportunities/exposure</b>	23.8% (10)	<b>66.7% (28)</b>	9.5% (4)	0.0% (0)	42
<b>Charitable/Civic involvement opportunities</b>	<b>65.9% (29)</b>	31.8% (14)	0.0% (0)	2.3% (1)	44
<b>Career opportunities</b>	17.1% (7)	<b>63.4% (26)</b>	17.1% (7)	2.4% (1)	41
<b>Opportunities to develop personal relationships</b>	<b>48.9% (22)</b>	42.2% (19)	6.7% (3)	2.2% (1)	45
<b>Education/Professional Development</b>	24.4% (11)	<b>51.1% (23)</b>	20.0% (9)	4.4% (2)	45

6. In the last year (Jul-08–Jun09) CREW Pittsburgh held 4 lunch programs. Please tell us what you think about these programs.

*answered question*

43

*skipped question*

5

Program	1 Satisfied	2 Room for Improvement	3 Disappointed	4 Never Attend	Response Count
Sept' 08 - Dan Onorato as speaker	68.3% (28)	4.9% (2)	0.0% (0)	26.8% (11)	41
Oct' 08 - Economic Forecast	69.2% (27)	5.1% (2)	2.6% (1)	23.1% (9)	39
March' 09 - Bonnie Budzowski, ("Keys to Move Your Presentation from OK to Outstanding")	40.5% (17)	21.4% (9)	7.1% (3)	31.0% (13)	42
May' 09 – Becky Hooman, ("If I'm so successful, why am I so unhappy")	40.5% (17)	7.1% (3)	0.0% (0)	52.4% (22)	42

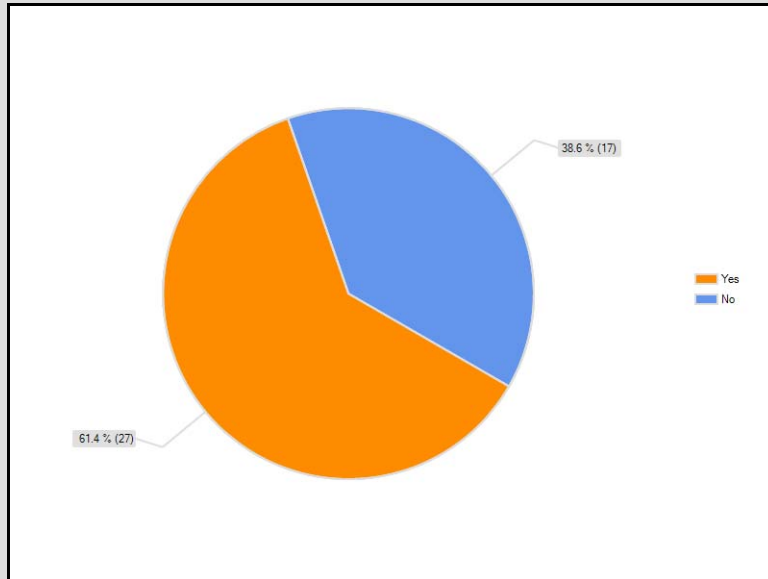
7. Have you ever brought a guest to a lunch program?

*answered question*

44

*skipped question*

4



	Response Percent	Response Count
YES	61.4%	27
NO	38.6%	17
Did not respond		4

8. CREW Pittsburgh holds 5 additional annual events. Please tell us what you think about these events.

*answered question*

44

*skipped question*

4

<b>Program</b>	<b>1 Satisfied</b>	<b>2 Room for Improvement</b>	<b>3 Disappointed</b>	<b>4 Never Attend</b>	<b>Response Count</b>
<b>Wine Tasting</b>	<b>74.4% (32)</b>	4.7% (2)	2.3% (1)	18.6% (8)	43
<b>Golf Classic</b>	<b>55.8% (24)</b>	14.0% (6)	0.0% (0)	30.2% (13)	43
<b>Property Tour</b>	<b>54.5% (24)</b>	27.3% (12)	2.3% (1)	15.9% (7)	44
<b>Awards Banquet</b>	<b>48.8% (21)</b>	32.6% (14)	0.0% (0)	18.6% (8)	43
<b>Sporting Clays Shoot</b>	17.1% (7)	2.4% (1)	2.4% (1)	<b>78.0% (32)</b>	41



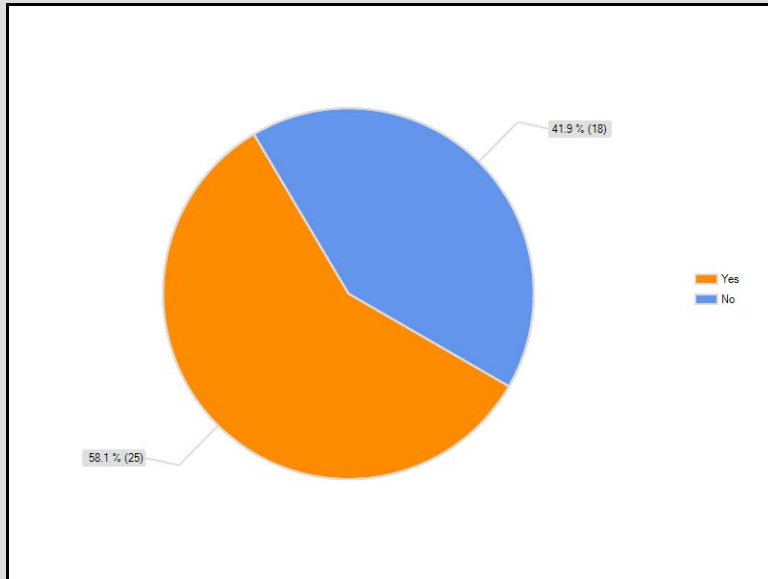
9. Have you ever brought a guest to one of these events?

answered question

44

skipped question

4



	Response Percent	Response Count
YES	51.8%	25
NO	41.9%	18
Did not respond		4

10. Are you satisfied with the number of programs and events?

*answered question* 44

*skipped question* 4

	<b>More</b>	<b>Less</b>	<b>Just right</b>	<b>More</b>	<b>Response Count</b>
Programs		25.0% (11)	9.1% (4)	<b>65.9% (29)</b>	44
Events		9.3% (4)	14.0% (6)	<b>76.7% (33)</b>	43

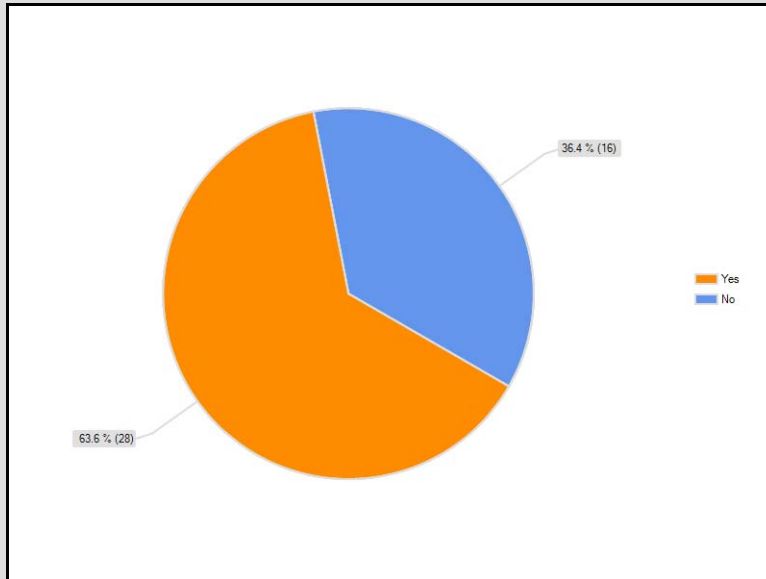
11. Has your company ever sponsored a program or event?

*answered question*

44

*skipped question*

4



	Response Percent	Response Count
YES	63.6%	28
NO	36.4%	16
Did not respond		4

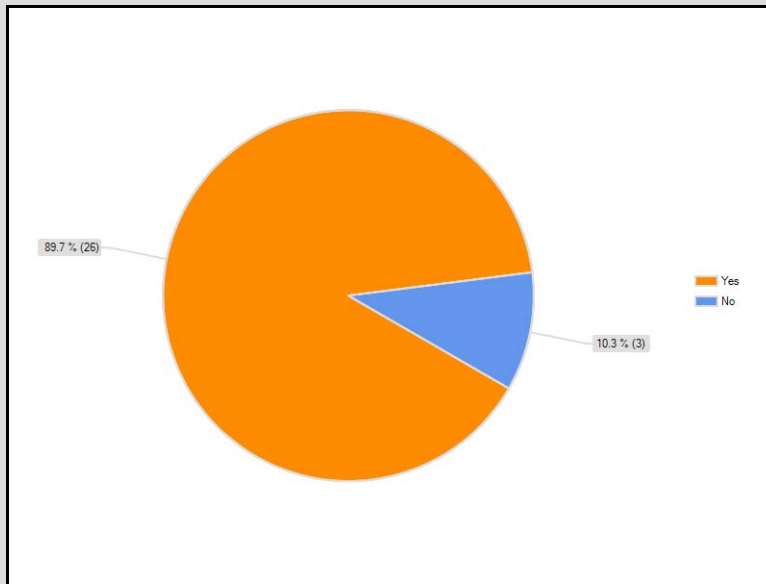
12. If so, do you feel you received value for your sponsorship dollars?

*answered question*

29

*skipped question*

19



	Response Percent	Response Count
YES	89.7%	26
NO	10.3%	3
Did not respond		19

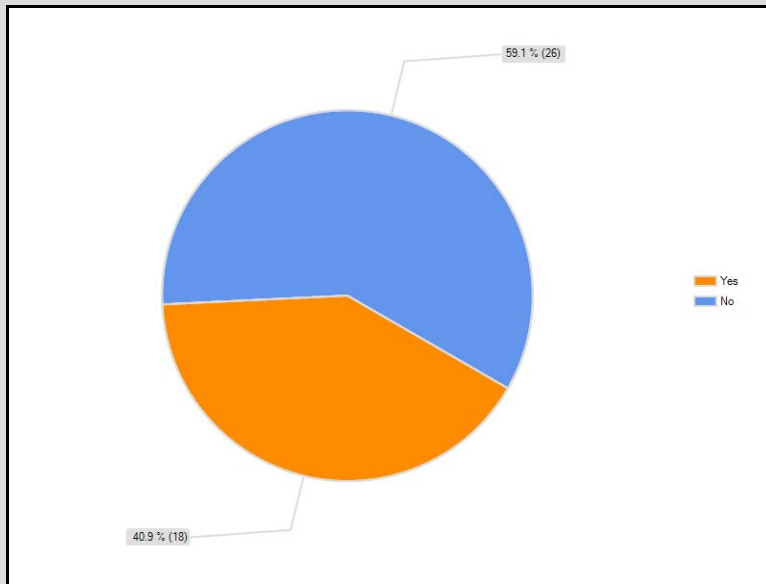
13. Have you ever been or are you currently a member of the CREW Pittsburgh Board of Directors?

*answered question*

44

*skipped question*

4



	Response Percent	Response Count
YES	40.9%	18
NO	59.1%	26
Did not respond		4

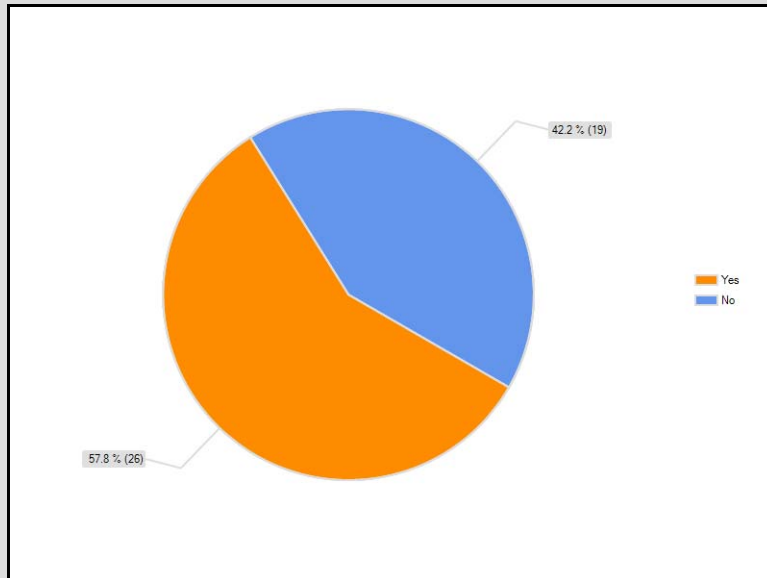
14. One of the most important ways for our members to gain networking value from CREW is to be involved at the committee level. Are you actively involved in a committee?

*answered question*

45

*skipped question*

3



	Response Percent	Response Count
YES	57.8%	26
NO	42.2%	19
Did not respond		3

**15. If you are involved in a committee:**

*answered question*

**28**

*skipped question*

20

	<b>Yes</b>	<b>No</b>	<b>Response Count</b>
Are you satisfied with experience?	<b>82.1% (23)</b>	17.9% (5)	28
Will you participate in the future?	<b>96.4% (27)</b>	3.6% (1)	28
Has your participation motivated you to consider future leadership opportunities?	<b>64.3% (18)</b>	35.7% (10)	28

**16. If you are not involved in a committee, why not?**

*answered question*

**20**

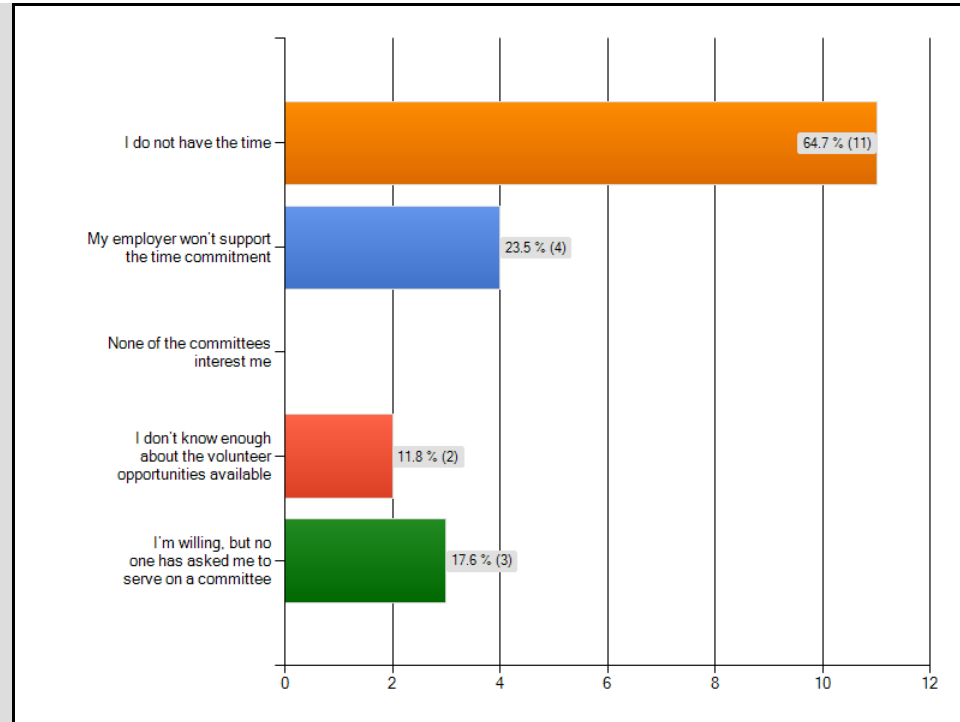
*skipped question*

**32**

	<b>Response Percent</b>	<b>Response Count</b>
I do not have time	<b>68.8%</b>	11
My employer won't support the time commitment	25.0%	4
None of the committees interest me	0.0%	0
I don't know enough about the volunteer opportunities available	6.3%	1
I'm willing, but no one has asked me to serve on a committee	18.8%	3

Comments:

Not a good time at my employment right now to be out of the office.





17. How do you feel CREW is viewed within the local business/real estate community? Please rank the following in order of importance (assigning each a different number from 1-5) with 1= Most Prevalent View and 5= Least Prevalent View.

*answered question*

44

*skipped question*

5

<i>1= Most Prevalent View and 5= Least Prevalent View</i>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>As primarily a commercial real estate organization</b>	27.3% (12)	<b>37.2% (16)</b>	17.6% (9)	4.8%(2)	12.5% (5)
<b>As a business development group</b>	18.2% (8)	18.6% (8)	23.5% (12)	28.6% (12)	10.0% (4)
<b>As an organization for and about woman</b>	<b>47.7% (21)</b>	23.3% (10)	13.7% (7)	7.1% (3)	7.5% (3)
<b>As a social organization</b>	2.3% (1)	9.3% (4)	19.6% (10)	<b>35.7% (15)</b>	<b>35.0% (14)</b>
<b>As a charitable organization</b>	4.5% (2)	11.6% (5)	<b>25.5% (13)</b>	23.8% (10)	<b>35.0% (14)</b>

18. How do you feel CREW *\*SHOULD BE\** viewed within the local business/real estate community? Please rank the following in order of importance (assigning each a different number from 1-5) with 1= Most Prevalent View and 5= Least Prevalent View.

*answered question*

45

*skipped question*

4

<i>1= Most Prevalent View and 5= Least Prevalent View</i>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>As primarily a commercial real estate organization</b>	<b>60.8 % (31)</b>	12.5 % (6)	2.2 % (1)	12.5 % (5)	4.9 % (2)
<b>As a business development group</b>	25.5 % (13)	<b>47.9 % (23)</b>	17.8 % (8)	2.5 % (1)	0.0 % (0)
<b>As an organization for and about woman</b>	11.8 % (6)	22.9 % (11)	<b>44.4 % (20)</b>	15.0 % (6)	4.9 % (2)
<b>As a social organization</b>	2.0 % (1)	8.3 % (4)	6.7 % (3)	30 % (12)	<b>61.0 % (25)</b>
<b>As a charitable organization</b>	0.0 % (0)	8.3 % (4)	28.9 % (13)	<b>40 % (16)</b>	29.3 % (12)

COMMUNITY ACTION

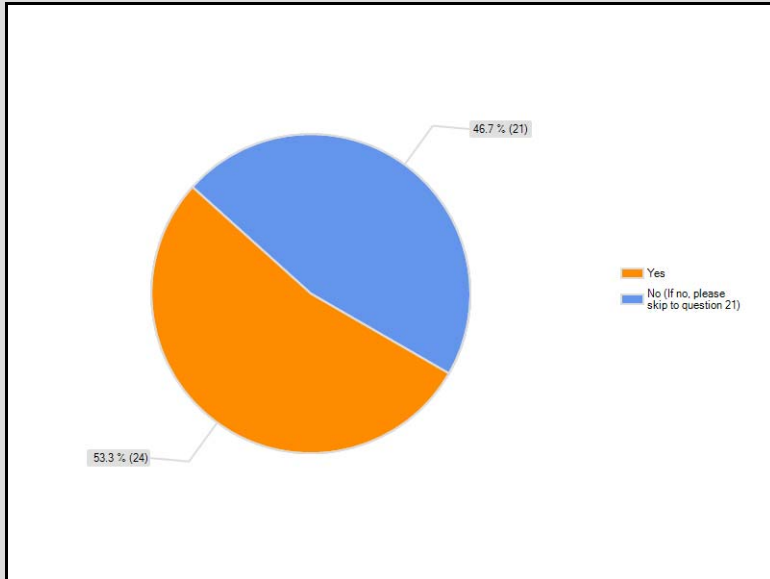
19. Are philanthropic activities a fundamental component of your CREW Pittsburgh membership?

*answered question*

45

*skipped question*

4



	Response Percent	Response Count
YES	53.3%	24
NO	46.7%	21
Did not respond		4

20. If you think that it is important for CREW Pittsburgh to support charitable organizations, should the organization we support (check all that apply):

*answered question* 27

*skipped question* 22

	Response Percentage	Response Count
Be related to real estate	40.7%	11
<b>Be related only to girls'/women's causes</b>	<b>74.1%</b>	20
Be local organizations only	55.6%	15

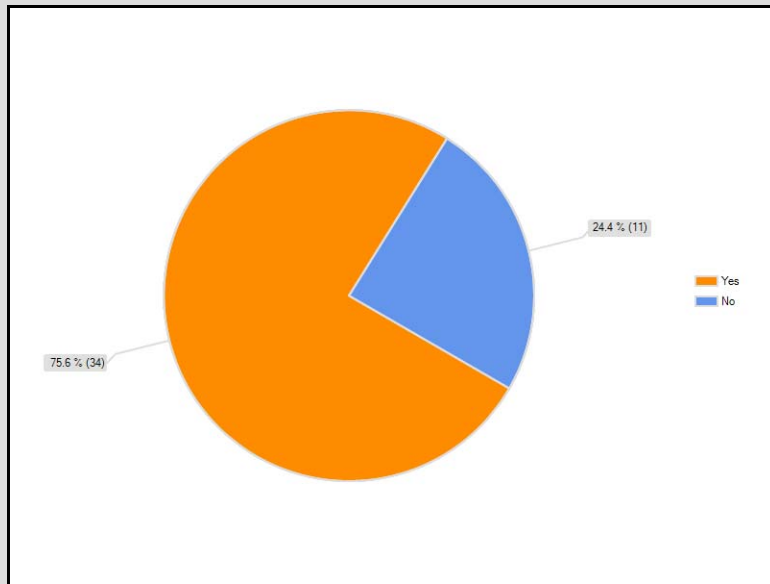
21. Since 2003 CREW Pittsburgh Foundation ([www.crewpittsburghfoundation.org](http://www.crewpittsburghfoundation.org)) has developed and supported the New You Satchels of Caring Program whose mission is to support women with cancer. As part of your CREW Pittsburgh membership, is it important to you that we continue to support and power this endeavor?

*answered question*

45

*skipped question*

4



	Response Percent	Response Count
YES	75.6%	34
NO	24.4%	11
Did not respond		4

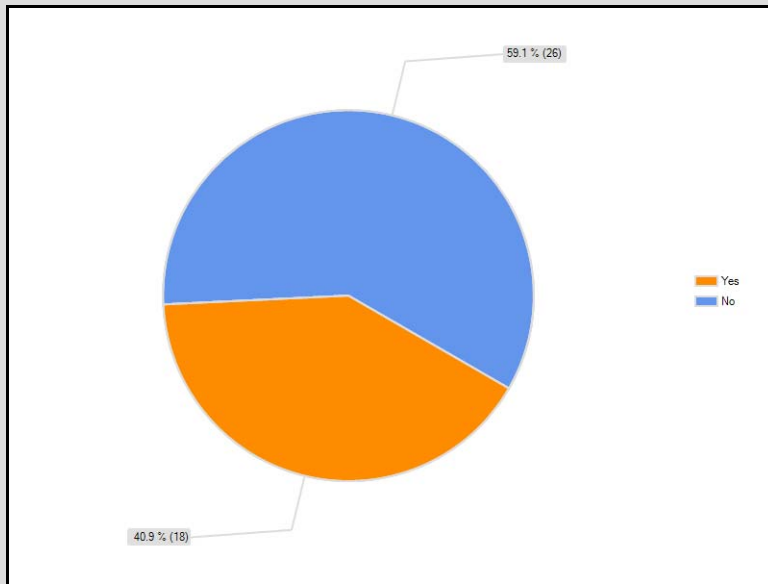
22. Do you plan to actively participate in CREW Pittsburgh Foundation/New You Satchels of Caring?

*answered question*

45

*skipped question*

4



	Response Percent	Response Count
YES	40.9%	18
NO	59.1%	26
Did not respond		4

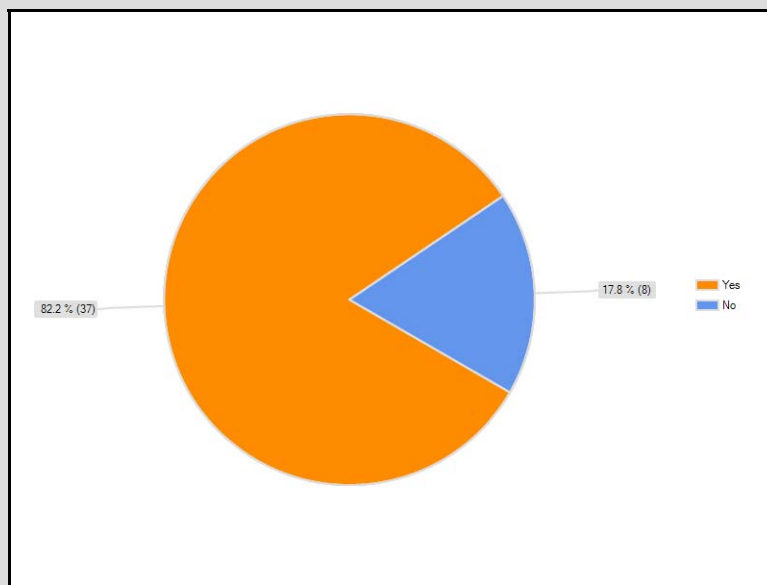
23. The mission of CREW Network's Foundation (the national organization) is to support CREW Network in advancing the success of women in commercial real estate through charitable, philanthropic and educational programs such as CREW Careers™, e-Mentoring and UCREW. Additionally, CREW Network's Foundation granted CREW Network \$100,000 to seed its Scholarship Endowment Program. Since 2007, CREW Pittsburgh has been one of the 31 Chapters to participate in CREW Careers, a one-day event designed to educate high school girls about career opportunities available in commercial real estate. Do you intend to actively participate in future events?

*answered question*

45

*skipped question*

4



	Response Percent	Response Count
YES	82.2%	37
NO	17%	8
Did not respond		4

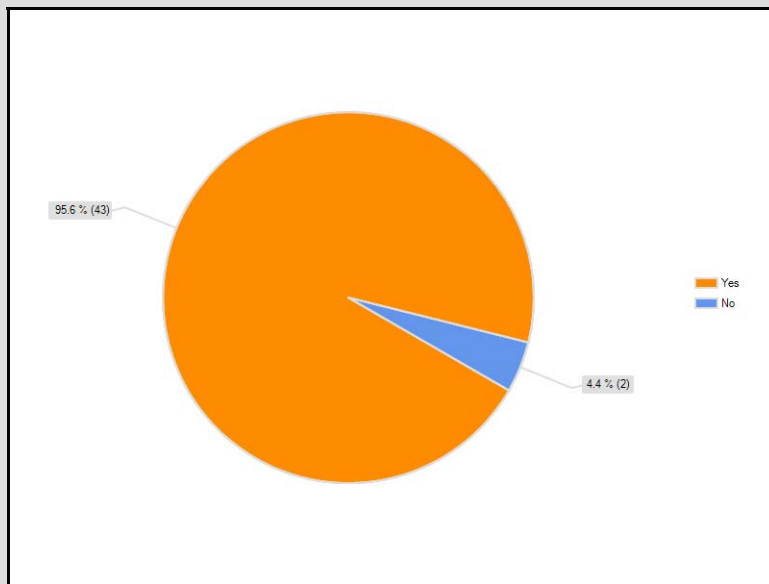
24. CREW Pittsburgh intends to begin offering the UCREW program, a university program that takes career outreach to college students and campuses across North America. College students meet with professional women in commercial real estate to discuss what it takes to enter and succeed in the industry. Will you support this effort?

*answered question*

45

*skipped question*

4



	Response Percent	Response Count
YES	95.6%	43
NO	4.4%	2
Did not respond		4

25. Thank you for completing this survey. We appreciate your feedback. The results of this survey are anonymous, but we would like to reward those who have completed the survey by entering them in a drawing for a \$25 gift certificate to McCormick & Schmick's. Upon completion you should automatically be redirected to the entry form on our Website to enter. Please take this opportunity to share any additional comments:

*answered question*

8

*skipped question*

41