

Membership Survey

Final Report

Prepared For:

Alberta Professional Planners Institute



Prepared By:



Bramm Research Inc.
Better Information. Better Solutions
www.brammresearch.com

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Membership Survey

Final Report

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Membership Survey

Final Report

Background and Objectives

This survey was designed to gather information from the members of the Alberta Professional Planners Institute (APPI). Specifically we sought to gain insights in the following areas:

- Member demographics
- Volunteer activities
- Appropriateness of the Vision and Mission statements and progress in these areas
- Evaluation of APPI
- Satisfaction with member services
- Evaluation of specific benefits and services
- An evaluation of learning opportunities
- Attendance and satisfaction of AGM's

Method

This was an online survey. Invitations containing a link to the survey were sent to members by the APPI. The survey was available to respondents from May 14th to June 15th. At the end of the survey process we had 370 fully completed responses for an overall response rate of 39%. In our experience, this response rate is considered to be very good.

Margin of Error

With a total sample of 370, the margin of error is plus or minus 5.2 percentage points at the 95 percent confidence level. If, for example, 50% of the respondents say that they are very satisfied with a particular benefit, then we can be reasonably sure (19 times out of 20) of an accuracy within +/- 5.2%. This means that a total census of all members would reveal an answer of not less than 44.8% and not more than 55.2%.

The Report

This report contains nine sections plus an appendix. The nine sections are:

1. Highlights
2. Member demographics
3. Volunteer activities
4. Vision and Mission statements and progress in these areas
5. Evaluation of APPI
6. Satisfaction with member services
7. Evaluation of specific benefits and services
8. An evaluation of learning opportunities
9. Attendance and satisfaction of AGM's

Each section contains charts, tables and a write-up of the key findings.

1. Highlights

Member Demographics

One of the objectives of this survey was to acquire member demographics. Listed below are a few highlights from our demographic questions.

- Amongst this sample of members, the average tenure in planning is 13.5 years. However, we note that slightly more than one-half (54%) of respondents have been employed in the field for ten years or less.
- On average, respondents have been with APPI for 9.5 years. But there is a wide distribution in their tenure of membership with 42% having been members for five years or less while 28% have been members for more than 10 years.
- We see a wide age distribution amongst our members sample with over half (52%) being under the age of 40. The average respondent age is 42.
- Our sample of members is composed of an equal percentage of management, senior-level planners and mid-level planners. The remainder is made up of entry level planners (11%), students, those who are retired or not currently employed in the field.

As with many member based organizations, APPI has a diverse membership. Balancing the needs of those who are just starting their career with those who have more than twenty years experience is a challenge.

Volunteer Activities

Almost one-half (45%) of member sample have volunteered with APPI. This is more likely the case amongst RPP's versus Candidate members.

The majority (76%) are either very or somewhat satisfied with their volunteer experience. RPP's are more likely to rate themselves as "very satisfied" with their volunteer experience.

Importantly, the majority (89%) would recommend volunteering with APPI to a colleague. Candidate respondents are somewhat less likely to make this recommendation (83%). The majority of respondents (82%) would consider volunteering again. This is equally the case amongst RPP's and Candidate respondents.

Vision/Mission Statements

While the majority (60%) believe that the current vision statement is appropriate, there is a substantial percentage who disagree (40%). We note that the candidate member sample is more likely to agree that this vision statement is appropriate of APPI. (68% agree).

In comparison to the vision statement, respondents show greater support for the mission statement. Seventy-seven percent agree that the statement is appropriate. This level of agreement is shared by both RPP's and candidate respondents.

Exclusive Right To Practice

Over two-thirds of our member sample (68%) support in general APPI pursuing exclusive right to practice. Nineteen percent are not in support of this goal.

Overall, candidate members are less supportive of this goal and more likely to say that they “don’t know” how they feel about this issue. (See table below).

| | Total | RPP | Candidate |
|-----------------|-------|-----|-----------|
| | % | % | % |
| Very supportive | 33 | 37 | 26 |
| Supportive | 35 | 35 | 32 |
| Not supportive | 19 | 17 | 23 |
| Don't know | 13 | 10 | 19 |

Evaluation of APPI

Fifty-five percent of our sample of members say that they are very or somewhat satisfied with the level of benefits and services that they receive from APPI.

There is marked difference between RPP's (61% overall satisfaction) versus candidate members (39% overall satisfaction) on this measure. We also note that 25% of Candidate members are very/somewhat dissatisfied with the level of member benefits and services that they receive.

| | Total | RPP | Candidate |
|-----------------------------|-------|-----------|-----------|
| | % | % | % |
| Very/ somewhat satisfied | 55 | 61 | 39 |
| Very/ somewhat dissatisfied | 18 | 16 | 25 |

Listed below are grouped responses that come from members who say that they are somewhat/very dissatisfied with the level of member benefits and services that they receive.

| | |
|---|-----|
| Insufficient value for annual dues/ not enough benefits (unspecified)/ benefits are limited/ more benefits required/ nothing to distinguish APPI benefits from other associations (negative tone) | 17% |
| Improve/ expand professional development course/ learning/ learning unit delivery/ online streaming/ content/ professional development not good enough in light of high fees | 14% |
| APPI should better explain benefits/ offerings available to members/ I don't know what benefits I have | 10% |
| Expand geographical scope of events/ conferences/ support | 7% |
| Improve events/ conferences/ variety of events/ not good enough in light of high fees | 3% |
| Events/ conference/ lunches are not discounted sufficiently in light of high annual fees | 3% |
| Other areas of improvement/ suggestions | 21% |

The majority (68%) of the sample believe that APPI is very or somewhat easy to work with. Very few (7%) rate the organization as difficult to work with.

Forty-five percent of respondents rate APPI's image as a professional regulator within the industry as very or somewhat positive. This percentage is slightly higher amongst candidate members versus RPP's. A large proportion (37%) are neither positive nor negative.

In total, 50% are "very likely" to recommend membership with APPI. This percentage is higher amongst RPP's. In total, 81% are very likely or somewhat likely to recommend membership. Relatively few, (9%) say that they would be unlikely to recommend membership.

Overall Satisfaction with Member Services

The table below summarizes the ratings given to five overall measures of satisfaction with member services. We have ranked ordered these based on the percentage who say that they are very/somewhat satisfied.

We note that overall value for money and services provided allow you to be a leader in your field receive the lowest level of satisfaction and highest percentage of those who say that they are somewhat/very dissatisfied. We believe that these levels of satisfaction/dissatisfaction relate to earlier measures pertaining to level of member benefits and services.

| | Very / Somewhat Satisfied | Neither Satisfied / Dissatisfied | Somewhat / Very Dissatisfied |
|---|---------------------------------|--|------------------------------------|
| | % | % | % |
| Overall quality of services received | 69 | 19 | 10 |
| Overall quality of information provided | 68 | 23 | 8 |
| Opportunities provided to build contacts / relationships | 67 | 21 | 8 |
| Overall value for money | 48 | 26 | 23 |
| Services provided that allow you to be a leader in your field | 43 | 33 | 19 |

Rating Specific APPI Benefits and Services

The table below summarizes the ratings given to twelve specific benefits and services offered by APPI. Again, we have ranked ordered these based on the percentage who say that they are very/somewhat satisfied.

| | Very / Somewhat Satisfied | Neither Satisfied / Dissatisfied | Somewhat / Very Dissatisfied |
|--|---------------------------------|--|------------------------------------|
| | % | % | % |
| Planning Journal | 85 | 10 | 6 |
| Event Notices | 81 | 17 | 2 |
| E Notices | 73 | 24 | 3 |
| Weekly E News | 72 | 25 | 3 |
| Job Opportunities | 72 | 22 | 5 |
| Website | 68 | 22 | 10 |
| Online Payment System | 68 | 29 | 4 |
| Consultant Directory | 56 | 39 | 5 |
| APPI RPP List | 56 | 40 | 4 |
| Posting of non APPI events | 39 | 45 | 16 |
| APPI Social Media Sites | 37 | 54 | 10 |
| Volunteer opportunities with Non APPI Entities | 31 | 54 | 16 |

Learning Opportunities

The table below summarizes the ratings given to four APPI learning opportunities. We have ranked these based on the percentage who are very/somewhat satisfied. We note that courses receives the lowest percent who are very/somewhat satisfied and highest percent who are somewhat/very dissatisfied.

| | Very/Somewhat Satisfied | Neither Satisfied / Dissatisfied | Somewhat / Very Dissatisfied |
|----------------------------|-------------------------|----------------------------------|------------------------------|
| | % | % | % |
| Regional events | 76 | 13 | 11 |
| Sessions at the conference | 69 | 22 | 9 |
| Workshops | 62 | 26 | 12 |
| Courses | 55 | 31 | 14 |

AGM

The majority of our sample (77%) have not attended an AGM in the past two years.

| | |
|--|-----|
| Attended an AGM in Edmonton | 11% |
| Attended an AGM in Calgary | 14% |
| Have not attended an AGM in the past two years | 77% |

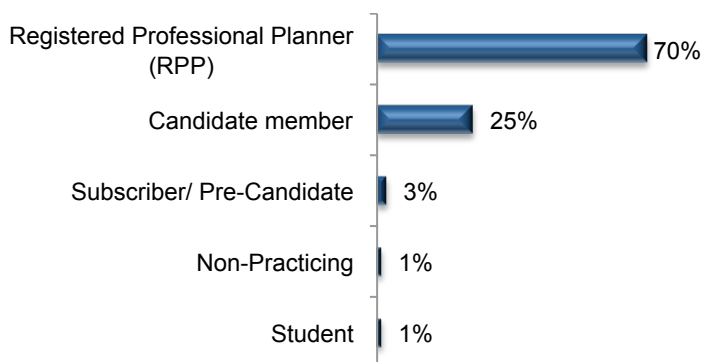
Slightly more than one-half (52%) support having an AGM in Red Deer.

| | |
|-----------------------|-----|
| Yes – AGM in Red Deer | 52% |
| No | 19% |
| Not applicable | 29% |

1. Demographics

1.1 Professional Status

1. What is your professional status?



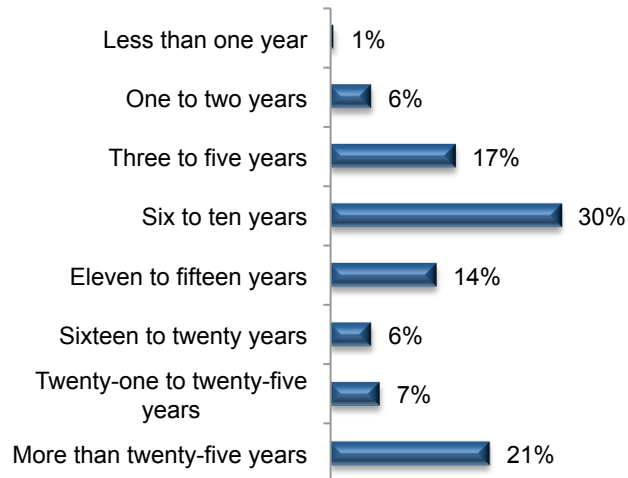
Our sample of members consists primarily (70%) of Registered Professional Planners (RPP's).

Candidate members make up 25% of the sample.

| | Total % | Total N | Professional status | | Alberta City | | |
|---------------------------------------|------------|------------|---------------------|-------------|--------------|------------|-----------|
| | | | RPP % | Candidate % | Calgary % | Edmonton % | Other % |
| Total | 100 | 370 | 258 | 92 | 118 | 159 | 47 |
| Registered Professional Planner (RPP) | 70 | 258 | 100 | 0 | 71 | 67 | 66 |
| Candidate member | 25 | 92 | 0 | 100 | 22 | 28 | 28 |
| Subscriber/Pre-Candidate | 3 | 10 | 0 | 0 | 2 | 4 | 4 |
| Non-Practicing | 1 | 5 | 0 | 0 | 3 | 1 | 0 |
| Student | 1 | 5 | 0 | 0 | 3 | 1 | 2 |

1.2 Planning Tenure

2. How many years have you been employed in planning?



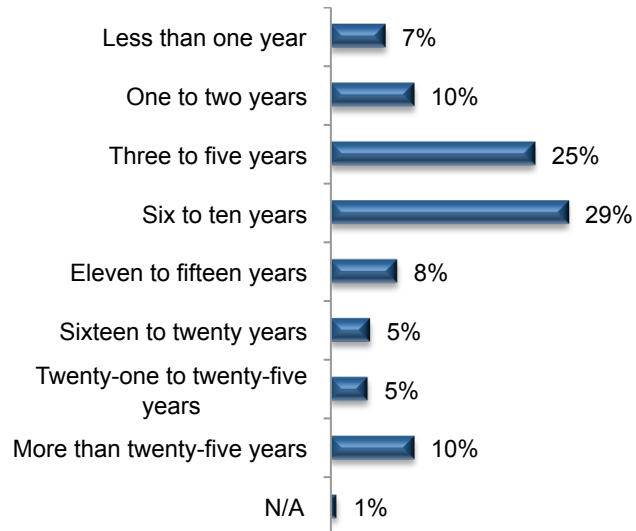
The average tenure in planning is 13.5 years. However, we note that slightly more than one-half (54%) of respondents have been employed in the field for ten years or less.

On the other end of the spectrum, 21% have been involved in planning for more than 25 years.

| | Total % | Total N | Professional status | | Alberta City | | |
|---------------------------------|-------------|------------|---------------------|---------------------|--------------|--------------------|-------------|
| | | | RPP % | Candi- date % | Calgary % | Edmon- ton % | Other % |
| Total | 100 | 363 | 256 | 92 | 115 | 158 | 45 |
| Less than one year | 1 | 2 | 0 | 2 | 2 | 0 | 0 |
| One to two years | 6 | 20 | 0 | 18 | 7 | 5 | 4 |
| Three to five years | 17 | 60 | 7 | 38 | 14 | 18 | 18 |
| Six to ten years | 30 | 110 | 30 | 33 | 34 | 28 | 27 |
| Eleven to fifteen years | 14 | 51 | 18 | 5 | 10 | 18 | 11 |
| Sixteen to twenty years | 6 | 20 | 7 | 1 | 8 | 5 | 4 |
| Twenty-one to twenty-five years | 7 | 24 | 9 | 1 | 7 | 7 | 9 |
| More than twenty-five years | 21 | 76 | 29 | 1 | 19 | 18 | 27 |
| Average Number of Years | 13.5 | - | 16.6 | 5.7 | 13.1 | 13.1 | 14.9 |

1.3 Tenure as APPI Member

3. How many years have you been a member of APPI?

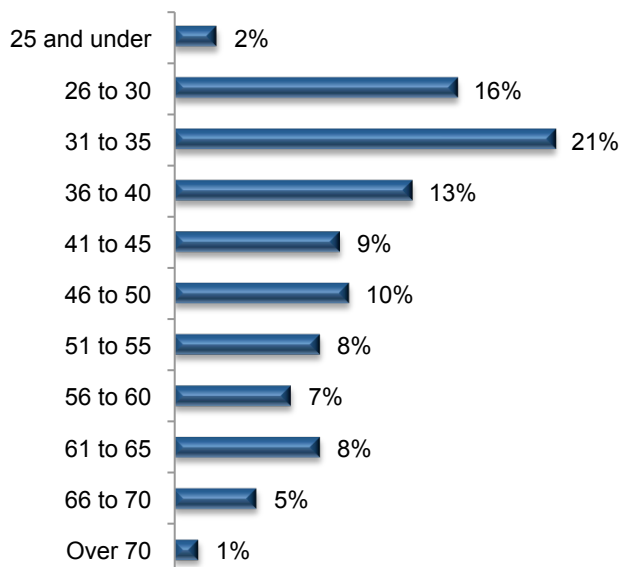


On average, our respondents have been members of APPI for 9.5 years. But there is a wide distribution in their tenure of membership with 42% having been members for five years or less while 28% have been members for more than 10 years.

| | | | Professional status | | Alberta City | | |
|---------------------------------|------------|------------|---------------------|-------------|--------------|------------|------------|
| | Total % | Total N | RPP % | Candidate % | Calgary % | Edmonton % | Other % |
| Total | 100 | 368 | 256 | 92 | 117 | 158 | 47 |
| Less than one year | 7 | 25 | 3 | 15 | 7 | 8 | 6 |
| One to two years | 10 | 38 | 5 | 20 | 9 | 12 | 9 |
| Three to five years | 25 | 92 | 17 | 49 | 27 | 23 | 28 |
| Six to ten years | 29 | 107 | 36 | 14 | 29 | 28 | 28 |
| Eleven to fifteen years | 8 | 30 | 11 | 1 | 9 | 8 | 6 |
| Sixteen to twenty years | 5 | 18 | 7 | 0 | 6 | 4 | 9 |
| Twenty-one to twenty-five years | 5 | 17 | 7 | 0 | 3 | 6 | 2 |
| More than twenty-five years | 10 | 38 | 14 | 0 | 8 | 10 | 13 |
| N/A | 1 | 3 | 0 | 1 | 1 | 1 | 0 |
| Average Number of Years | 9.5 | - | 11.8 | 3.6 | 8.8 | 9.4 | 9.9 |

1.4 Age

4. Please tell us which age range you fall into.



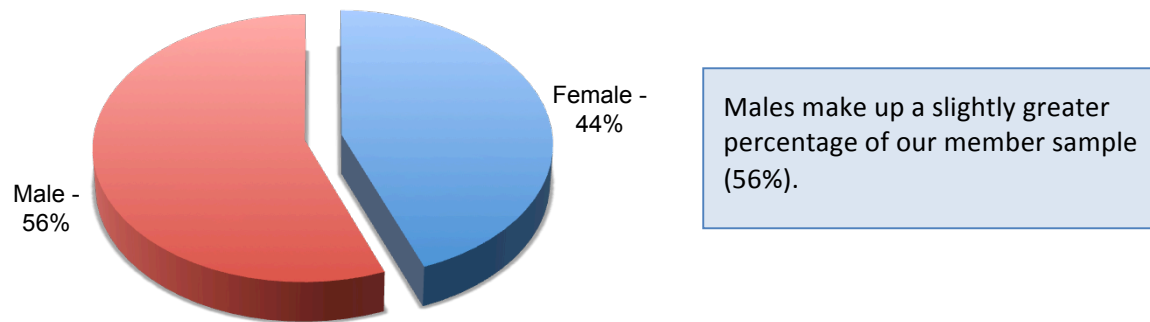
We see a wide age distribution in our sample of members with over half (52%) being under the age of 40.

The average member age is 42.

| | Total % | Total N | Professional status | | Alberta City | | |
|--------------------------------|-------------|------------|---------------------|-------------|--------------|-------------|-------------|
| | | | RPP % | Candidate % | Calgary % | Edmonton % | Other % |
| Total | 100 | 370 | 258 | 92 | 118 | 159 | 47 |
| 25 and under | 2 | 9 | 0 | 5 | 3 | 3 | 2 |
| 26 to 30 | 16 | 58 | 5 | 40 | 16 | 16 | 15 |
| 31 to 35 | 21 | 78 | 19 | 29 | 22 | 21 | 13 |
| 36 to 40 | 13 | 49 | 15 | 11 | 12 | 16 | 9 |
| 41 to 45 | 9 | 34 | 11 | 5 | 7 | 8 | 15 |
| 46 to 50 | 10 | 36 | 12 | 5 | 16 | 8 | 4 |
| 51 to 55 | 8 | 30 | 11 | 2 | 11 | 7 | 11 |
| 56 to 60 | 6 | 24 | 9 | 0 | 4 | 8 | 9 |
| 61 to 65 | 8 | 30 | 12 | 0 | 4 | 8 | 17 |
| 66 to 70 | 5 | 17 | 5 | 1 | 4 | 4 | 2 |
| Over 70 | 1 | 5 | 2 | 0 | 1 | 1 | 4 |
| Average Number of Years | 42.4 | - | 46.5 | 32.7 | 41.5 | 41.9 | 46.0 |

1.5 Gender

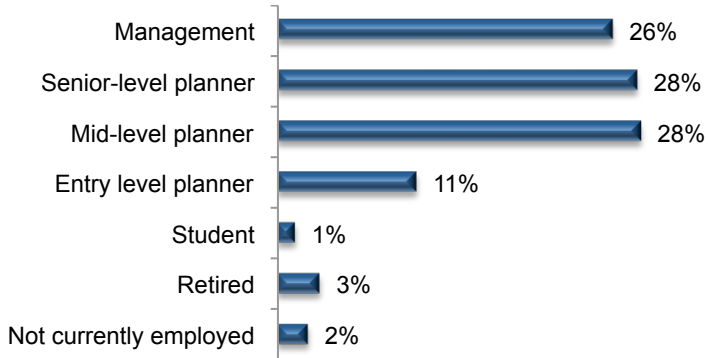
5. Please indicate your gender.



| | Total % | Total N | Professional status | | Alberta City | | |
|--------------|------------|------------|---------------------|-------------|--------------|------------|-----------|
| | | | RPP % | Candidate % | Calgary % | Edmonton % | Other % |
| Total | 100 | 367 | 256 | 91 | 117 | 157 | 47 |
| Female | 44 | 162 | 43 | 46 | 47 | 45 | 40 |
| Male | 56 | 205 | 57 | 54 | 53 | 55 | 60 |

1.6 Current Job

6. Please tell us which statement best describes your current job.



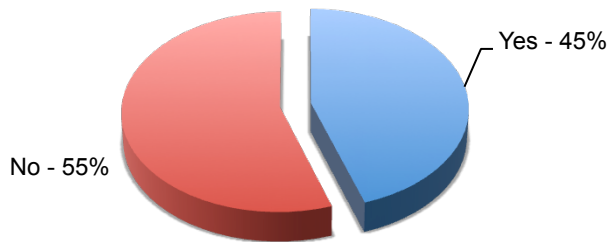
Our sample of members is composed of an equal percentage of management, senior-level planners and mid-level planners. The remainder is made up of entry level planners (11%), students, those who are retired or not currently employed in the field.

| | | | Professional status | | Alberta City | | |
|------------------------|------------|------------|---------------------|-------------|--------------|------------|-----------|
| | Total % | Total N | RPP % | Candidate % | Calgary % | Edmonton % | Other % |
| Total | 100 | 369 | 257 | 92 | 118 | 158 | 47 |
| Management | 26 | 96 | 35 | 8 | 24 | 25 | 32 |
| Senior-level planner | 28 | 103 | 36 | 11 | 33 | 24 | 30 |
| Mid-level planner | 28 | 104 | 22 | 47 | 25 | 33 | 17 |
| Entry level planner | 11 | 40 | 1 | 35 | 12 | 12 | 9 |
| Student | 1 | 5 | 0 | 0 | 1 | 1 | 4 |
| Retired | 3 | 12 | 4 | 0 | 2 | 3 | 6 |
| Not currently employed | 2 | 9 | 2 | 0 | 4 | 2 | 2 |

2. Volunteer Activities

2.1 Have Ever Volunteered

7. Have you ever volunteered with APPI?



Almost one-half (45%) of respondents have volunteered with APPI. This is more likely the case amongst RPP's versus Candidate members.

| | Total % | Total N | Professional status | | Alberta City | | |
|--------------|------------|------------|---------------------|-------------|--------------|------------|-----------|
| | | | RPP % | Candidate % | Calgary % | Edmonton % | Other % |
| Total | 100 | 368 | 256 | 92 | 118 | 157 | 47 |
| Yes | 45 | 165 | 54 | 27 | 42 | 46 | 53 |
| No | 55 | 203 | 46 | 73 | 58 | 54 | 47 |

2.2 Reasons For Not Volunteering

7.b) Why have you not volunteered with APPI?

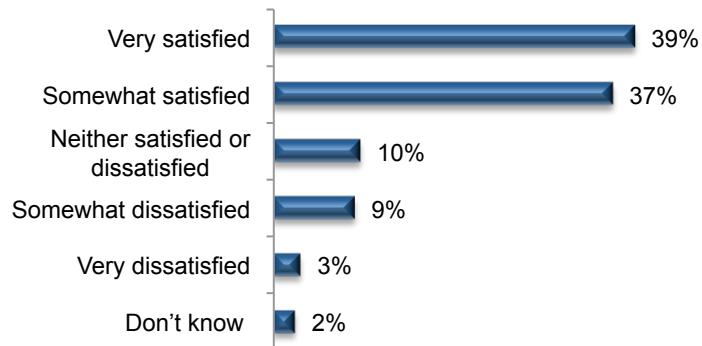
In the table below we have grouped the open-ended responses. Not surprisingly the primary response relates to time restrictions. (51%).

A relatively small percentage (7%) say that they are simply not interested. This would suggest that there is a large base of members, who under the right circumstances, would consider volunteering.

| | Total % | Total N | Professional status | | Alberta City | | |
|---|------------|------------|---------------------|-------------|--------------|------------|-----------|
| | | | RPP % | Candidate % | Calgary % | Edmonton % | Other % |
| Total Reporting | 100 | 160 | 96 | 53 | 53 | 69 | 38 |
| Not enough time/ too busy with work/ family/ other volunteer activities | 51 | 81 | 56 | 45 | 57 | 48 | 47 |
| Have not yet had a chance/ have not yet taken the opportunity/ have not yet seen an opportunity/ have not yet had the right opportunity/ unaware of opportunities | 18 | 29 | 15 | 19 | 13 | 23 | 16 |
| Don't live close enough to volunteer/ don't live in Calgary or Edmonton/ live in remote area | 14 | 22 | 13 | 19 | 17 | 7 | 21 |
| New member/ new to Alberta/ industry (but no mention of being interested) | 7 | 11 | 6 | 9 | 8 | 7 | 5 |
| Not interested | 7 | 11 | 7 | 6 | 4 | 7 | 11 |
| Have not volunteered yet, but am signed up to do so soon/ just new but plan to volunteer | 6 | 9 | 1 | 11 | 8 | 7 | 0 |
| All Other mentions | 8 | 12 | 10 | 4 | 8 | 7 | 8 |

2.3 Volunteer Satisfaction

8. Please rate your satisfaction with your APPI volunteer experience.



The majority of respondents (76%) are either very or somewhat satisfied with their volunteer experience.

RPP's are more likely to rate themselves as "very satisfied" with their volunteer experience.

| | | | Professional status | | Alberta City | | |
|------------------------------------|------------|------------|---------------------|-------------|--------------|------------|------------|
| | Total % | Total N | RPP % | Candidate % | Calgary % | Edmonton % | Other % |
| Total | 100 | 168 | 137 | 27 | 50 | 74 | 25 |
| Very satisfied | 39 | 66 | 42 | 22 | 42 | 39 | 40 |
| Somewhat satisfied | 37 | 62 | 35 | 44 | 42 | 30 | 48 |
| Neither satisfied or dissatisfied | 10 | 16 | 9 | 11 | 8 | 11 | 8 |
| Somewhat dissatisfied | 9 | 15 | 7 | 19 | 6 | 11 | 4 |
| Very dissatisfied | 3 | 5 | 4 | 0 | 0 | 5 | 0 |
| Don't know | 2 | 4 | 2 | 4 | 2 | 4 | 0 |
| Very/ somewhat satisfied | 76 | 128 | 77 | 67 | 84 | 69 | 88 |
| Very/ somewhat dissatisfied | 12 | 20 | 11 | 19 | 6 | 16 | 4 |
| Average rating | 4.0 | - | 4.1 | 3.7 | 4.2 | 3.9 | 4.2 |

2.4 Reasons for Satisfaction Rating

8.b) Why do you say that you were ... with your APPI volunteer experience?

In the following table we have grouped the responses to this open-ended question into three overall categories – positive mentions (found below) and areas of improvement and neutral mentions (found on the following page).

| | Total | Total | Very Satisfied | Somewhat Satisfied/ Neither | Very/ Somewhat Dissatisfied |
|------------------------|------------|------------|----------------|-----------------------------|-----------------------------|
| | % | N | % | % | % |
| Total Reporting | 100 | 143 | 64 | 59 | 20 |

Positive Mentions

| | | | | | |
|--|----|----|----|----|---|
| Camaraderie/ connecting/ networking/ working with others/ other APPI volunteers | 27 | 38 | 50 | 8 | 5 |
| Sense of accomplishment/ contribution/ very gratifying/ rewarding/ was meaningful to me/ gave back to my profession | 24 | 35 | 45 | 8 | 5 |
| Learning/ interesting/ better understanding of the institute/ association/ profession/ issues | 11 | 16 | 25 | 0 | 0 |
| Things went smoothly/ great communication between organizers and volunteers/ people were helpful/ APPI was helpful/ supportive/ made it easy | 11 | 16 | 22 | 3 | 0 |
| Interesting/ enjoyable/ excellent/ fun/ fine | 8 | 11 | 6 | 12 | 0 |
| Recognition/ appreciation/ felt my contributions were valued | 6 | 8 | 13 | 0 | 0 |
| Other positive mentions | 6 | 9 | 11 | 3 | 0 |

2.4 Reasons for Satisfaction Rating (Cont'd)

| | Total % | Total N | Very Satisfied % | Somewhat Satisfied/ Neither % | Very/ Somewhat Dissatisfied % |
|------------------------|------------|------------|------------------------|--|--|
| Total Reporting | 100 | 143 | 64 | 59 | 20 |

Areas of improvement/ suggestions

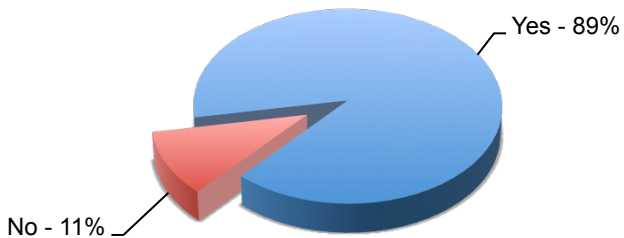
| | | | | | |
|--|----|----|---|----|----|
| Lack of support/ planning/ organization/ initiative from APPI/ leadership/ executive/ borderline interference by APPI | 10 | 15 | 0 | 14 | 35 |
| Lack of gratitude/ acknowledgement from/ previous efforts unappreciated by/ no thanks from APPI/ leadership/ executive | 6 | 9 | 0 | 5 | 30 |
| Insufficient opportunities because of my location/ don't live in Calgary or Edmonton/ live in remote area | 2 | 3 | 0 | 5 | 0 |
| Lack of support/ contribution/ local support/ participation by members | 2 | 3 | 0 | 5 | 0 |
| Tried to volunteer and no one got back to me | 1 | 1 | 0 | 2 | 0 |
| Other areas of improvement/ suggestions | 10 | 15 | 0 | 15 | 30 |

Neutral Mentions

| | | | | | |
|--|----|----|---|----|---|
| Might appreciate it more/ do more if I wasn't so busy/ if it wasn't so costly | 3 | 5 | 0 | 7 | 5 |
| Would like to do more but don't know how/ unaware of opportunities/ no one approaches me | 2 | 3 | 0 | 3 | 5 |
| All Other mentions | 10 | 14 | 0 | 22 | 5 |

2.5 Would Recommend Volunteering

9. Would you recommend volunteering with the APPI to your colleagues?

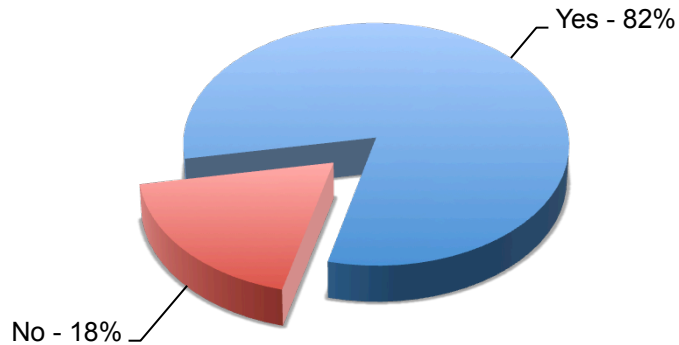


The majority (89%) would recommend volunteering with APPI to a colleague. Candidate members are somewhat less likely to make this recommendation (83%).

| | Total % | Total N | Professional status | | Alberta City | | |
|--------------|------------|------------|---------------------|-------------|--------------|------------|-----------|
| | | | RPP % | Candidate % | Calgary % | Edmonton % | Other % |
| Total | 100 | 161 | 134 | 24 | 49 | 68 | 25 |
| Yes | 89 | 144 | 90 | 83 | 94 | 84 | 96 |
| No | 11 | 17 | 10 | 17 | 6 | 16 | 4 |

2.6 Would Consider Volunteering Again

10. Would you consider volunteering again with APPI?



The majority of our sample (82%) would consider volunteering again. This is equally the case amongst RPP's and Candidate members.

| | Total % | Total N | Professional status | | Alberta City | | |
|--------------|------------|------------|---------------------|---------------------|--------------|--------------------|------------|
| | | | RPP % | Candi- date % | Calgary % | Edmon- ton % | Other % |
| Total | 100 | 164 | 137 | 24 | 49 | 71 | 25 |
| Yes | 82 | 134 | 82 | 83 | 90 | 82 | 76 |
| No | 18 | 30 | 18 | 17 | 10 | 18 | 24 |

2.6 Encouraging Members to Volunteer

Respondents were asked for suggestions on how to encourage members to volunteer. In the table below we have grouped the responses to this open-ended question. Although the base size for the Candidate members is relatively low (17) we do see some interesting differences between suggestions offered by the RPP's and Candidates. For example, Candidates are motivated by recognition for their efforts.

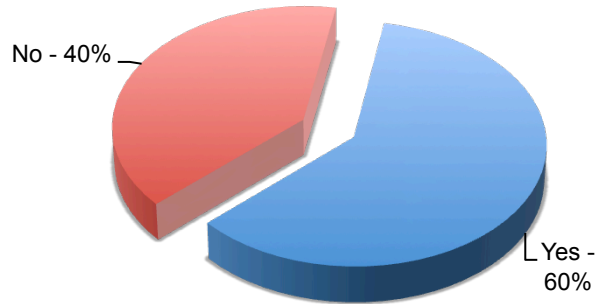
11. Based on your experience, what can APPI do to encourage members to volunteer?

| | Total % | Total N | Professional status | | Alberta City | | |
|--|------------|------------|---------------------|-------------|--------------|------------|-----------|
| | | | RPP % | Candidate % | Calgary % | Edmonton % | Other % |
| Total Reporting | 100 | 121 | 102 | 17 | 41 | 54 | 26 |
| Better general advertising/ raised awareness of opportunities/ post on social media/ provide options/ more choices for opportunities/ expectations/ time commitments | 34 | 41 | 32 | 41 | 37 | 35 | 27 |
| Explain the relevance/ benefits to potential volunteers/ the employers of volunteers | 26 | 31 | 26 | 12 | 29 | 19 | 35 |
| APPI should reach out personally/ recruiting face-to-face at events (instead of a generic "call")/ have volunteers recruit other volunteers/ candidates | 16 | 19 | 18 | 6 | 12 | 20 | 12 |
| More/ continued recognition/ thanks/ more organized/ systematic thanks | 12 | 14 | 9 | 24 | 15 | 6 | 19 |
| Apply volunteer time/ promote the application of volunteer time to learning units/ CPL points/ mandatory to volunteer for CPL/ membership | 9 | 11 | 11 | 0 | 2 | 11 | 15 |
| Perks/ incentives/ access deals for volunteers/ free access to luncheons/ pay some expenses/ mileage/ meals/ accommodation | 8 | 10 | 7 | 18 | 5 | 11 | 8 |
| Review processes/ constant refinement/ improve volunteer systems/ get feedback from volunteers and use their ideas | 3 | 4 | 4 | 0 | 0 | 6 | 4 |
| More mentoring/ more support/ find out how it's going while the volunteer is doing the work or preparing to do the work | 3 | 4 | 4 | 0 | 2 | 4 | 4 |
| All Other mentions | 21 | 25 | 21 | 24 | 24 | 20 | 15 |

3. Vision/Mission Statements

3.1 Appropriateness of Vision Statement

12. Do you think "Our members are the recognized leaders in community planning" is the appropriate vision statement for APPI?



While the majority (60%) believe that the current vision statement is appropriate, there is a substantial percentage who disagree (40%).

We note that Candidate members are more likely to agree that this vision statement is appropriate of APPI.

| | Total % | Total N | Professional status | | Alberta City | | |
|--------------|------------|------------|---------------------|---------------------|--------------|--------------------|------------|
| | | | RPP % | Candi- date % | Calgary % | Edmon- ton % | Other % |
| Total | 100 | 359 | 248 | 92 | 116 | 154 | 44 |
| Yes | 60 | 217 | 57 | 68 | 58 | 62 | 61 |
| No | 40 | 142 | 43 | 32 | 42 | 38 | 39 |

3.2 Reasons for Opinion Related to the Vision Statement

Members were asked to explain their opinion regarding the vision statement. We have grouped these opinions by those who support the statement (on this page) versus those who take the opposite viewpoint.

As will be seen on the following page, much of the dissent regarding the vision statement revolves around the use of specific words e.g. words such as “leaders”, “recognized” and “community planning”.

12.b) Why do you or do you not think that "Our members are the recognized leaders in community planning" is the appropriate vision statement for APPI?

| | Total % | Total N | Professional status | | Alberta City | | |
|------------------------|------------|------------|---------------------|-------------|--------------|------------|-----------|
| | | | RPP % | Candidate % | Calgary % | Edmonton % | Other % |
| Total Reporting | 100 | 231 | 177 | 44 | 79 | 90 | 62 |

Positive Mentions

| | | | | | | | |
|--|----|----|----|----|----|----|----|
| Leadership is important to convey/ a good planner is a leader/ we have the knowledge/ experience | 8 | 18 | 8 | 7 | 13 | 6 | 5 |
| Planners are key in community development/ we are planners of communities/ community planning broad enough to include all walks of planning/ unaware of any other profession taking the lead re: community planning. | 4 | 9 | 4 | 2 | 5 | 3 | 3 |
| APPI is well regarded/ like the phrase "recognized leaders"/ we are the recognized leaders | 3 | 6 | 3 | 0 | 4 | 3 | 0 |
| It sounds good/ sounds ok/ appropriate/ fine/ alright/ this sounds reasonable/ it sounds ok, but <improvement/ suggestion> | 13 | 31 | 15 | 11 | 13 | 10 | 19 |
| It says what we do/ it's true/ it sounds right/ that's the role/ short and to the point/ concise/ clear | 12 | 27 | 10 | 16 | 8 | 16 | 11 |
| Other positive mentions | 4 | 10 | 4 | 7 | 1 | 3 | 10 |

3.2 Reasons for Opinion Related to the Vision Statement (Cont'd)

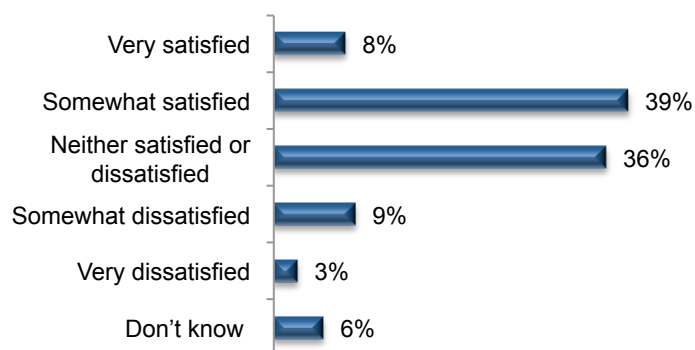
| | Total % | Total N | Professional status | | Alberta City | | |
|------------------------|------------|------------|---------------------|-------------|--------------|------------|-----------|
| | | | RPP % | Candidate % | Calgary % | Edmonton % | Other % |
| Total Reporting | 100 | 231 | 177 | 44 | 79 | 90 | 62 |

Areas of improvement/ suggestions

| | | | | | | | |
|--|----|----|----|----|----|----|----|
| Our members are not leaders/ professional planners are not always recognized as leaders/ politicians or elected officials are the actual leaders/ planners outside the APPI are leaders too/ developers have the clout, not planners/ lacks acknowledgement of collaboration with other key players/ we are facilitators/ authorities/ implementers/ policy followers/ educators/ informers/ advocates | 28 | 64 | 27 | 27 | 29 | 28 | 26 |
| Community planning is too exclusive/ is too narrow/ only part of planning/ a subset of planning | 16 | 37 | 15 | 18 | 15 | 19 | 13 |
| Vision statement is not particularly visionary/ should be more inspirational/ not exactly ambitious/ this doesn't look like a vision/ should be more to it/ doesn't explain who we are/ what we do/ what does this vision mean, in reality? | 15 | 35 | 16 | 16 | 16 | 18 | 10 |
| Our members are not recognized/ APPI is not a particularly well recognized association/ what is meant by "recognized"?/ people don't care about who the "recognized leaders" are/ planners are not recognized outside of the planning world | 11 | 26 | 12 | 9 | 9 | 11 | 15 |
| Community planning meaning issues: vernacular equates that with residential subdivision planning/ in Calgary, "community" means "neighbourhood"/ do non-planners know what it means? | 7 | 16 | 7 | 7 | 6 | 9 | 5 |
| Other areas of improvement/ suggestions | 12 | 28 | 14 | 7 | 13 | 9 | 16 |

3.3 APPI Progress vis-à-vis Vision Statement

13. How satisfied are you that APPI is making acceptable progress in fulfilling its vision statement?



Approximately one-half of our member sample (47%) are very or somewhat satisfied that acceptable progress is being made in fulfilling the vision statement.

Candidate members are somewhat more likely to express satisfaction with progress that is being made.

| | Total % | Total N | Professional status | | Alberta City | | |
|------------------------------------|------------|------------|---------------------|---------------------|--------------|--------------------|------------|
| | | | RPP % | Candi- date % | Calgary % | Edmon- ton % | Other % |
| Total | 100 | 365 | 254 | 91 | 117 | 157 | 45 |
| Very satisfied | 8 | 29 | 9 | 8 | 9 | 8 | 7 |
| Somewhat satisfied | 39 | 141 | 36 | 43 | 44 | 36 | 33 |
| Neither satisfied or dissatisfied | 36 | 132 | 37 | 33 | 37 | 36 | 40 |
| Somewhat dissatisfied | 9 | 33 | 10 | 9 | 7 | 9 | 9 |
| Very dissatisfied | 3 | 10 | 3 | 2 | 1 | 3 | 4 |
| Don't know | 5 | 20 | 5 | 5 | 3 | 8 | 7 |
| Very/ somewhat satisfied | 47 | 170 | 45 | 51 | 53 | 45 | 40 |
| Very/ somewhat dissatisfied | 12 | 43 | 13 | 11 | 8 | 11 | 13 |
| Average rating | 3.4 | - | 3.4 | 3.5 | 3.5 | 3.4 | 3.3 |

3.4 Appropriateness of Mission Statement

14. *Do you think “We develop professional planners, promote the planning profession and advocate for sustainable community planning” is the appropriate mission statement for APPI?*



In comparison to the vision statement, respondents show greater support for the mission statement. Seventy-seven percent agree that the statement is appropriate.

This level of agreement is shared by both RPP's and Candidate respondents.

| | Total % | Total N | Professional status | | Alberta City | | |
|--------------|------------|------------|---------------------|----------------|--------------|---------------|-----------|
| | | | RPP | Candi- date | Calgary | Edmon- ton | Other |
| | | | % | % | % | % | % |
| Total | 100 | 352 | 245 | 88 | 114 | 150 | 45 |
| Yes | 77 | 271 | 77 | 77 | 75 | 79 | 78 |
| No | 23 | 81 | 23 | 23 | 25 | 21 | 22 |

3.5 Reasons for Opinion Related to the Mission Statement

14.b) Why do you or do you not think that “We develop professional planners, promote the planning profession, and advocate for sustainable community planning” is the appropriate mission statement for APPI?

Respondents were asked to explain their opinion regarding the mission statement. Again, we have grouped their comments by those who agree that the mission statement is appropriate (shown on this page) versus those who disagree with the mission statement. (Shown on the following two pages).

| | Total % | Total N | Professional status | | Alberta City | | |
|------------------------|------------|------------|---------------------|-------------|--------------|------------|-----------|
| | | | RPP % | Candidate % | Calgary % | Edmonton % | Other % |
| Total Reporting | 100 | 171 | 132 | 33 | 59 | 69 | 43 |

Positive Mentions

| | | | | | | | |
|---|----|----|----|----|----|----|----|
| I like “We develop professional planners”/ it is good/ is a good goal/ APPI does have a continuous learning emphasis | 10 | 17 | 11 | 6 | 8 | 10 | 12 |
| I like "Promote the planning profession"/ it is good/ okay/ APPI does promote planning | 6 | 11 | 7 | 3 | 5 | 9 | 5 |
| I like "Advocate for sustainable community planning”/ it is good/ okay/ is a good aspiration/ APPI does do advocacy work | 5 | 8 | 4 | 3 | 3 | 7 | 2 |
| Generally agree, but <improvement/ suggestion> | 15 | 25 | 17 | 6 | 15 | 16 | 12 |
| It is exactly what APPI is/ this is what we are aiming for - that is a mission/ because it is/ accurate/ clear/ concise/ as far as I am aware, APPI is doing its best to perform this mission | 30 | 51 | 29 | 33 | 32 | 29 | 28 |
| Other positive mentions | 5 | 8 | 5 | 6 | 5 | 4 | 5 |

3.5 Reasons for Opinion Related to the Mission Statement (Cont'd)

| | Total % | Total N | Professional status | | Alberta City | | |
|------------------------|------------|------------|---------------------|-------------|--------------|------------|-----------|
| | | | RPP % | Candidate % | Calgary % | Edmonton % | Other % |
| Total Reporting | 100 | 171 | 132 | 33 | 59 | 69 | 43 |

Areas of Improvement/Suggestions

| | | | | | | | |
|--|----|----|----|----|----|----|----|
| Sustainable is too subjective/ over-used/ just a buzzword/ must be defined first before it should be part of a mission statement/ get rid of this word/ we all talk about sustainable community planning but when it comes to implementation, we fail/ achieving sustainability is difficult | 13 | 23 | 11 | 24 | 14 | 17 | 7 |
| Sustainable community planning/ "community planning" is too specific/ is too narrow/ only part of planning/ a subset of planning | 12 | 20 | 11 | 12 | 12 | 12 | 12 |
| Sustainable community planning/ "community planning" meaning issues/ possible misinterpretation/ is jargon/ what does it mean?/ need to specify things that are sustainable | 8 | 14 | 9 | 6 | 8 | 7 | 9 |
| APPI by itself does not develop planners/ we develop ourselves/ APPI only supports development | 8 | 13 | 8 | 6 | 7 | 10 | 5 |
| Unaware of how we promote the planning profession/ little promotion of the planning profession in the private sector/ promotion is almost non-existent outside the planning practice field itself | 5 | 9 | 7 | 0 | 5 | 4 | 7 |

3.5 Reasons for Opinion Related to the Mission Statement (Cont'd)

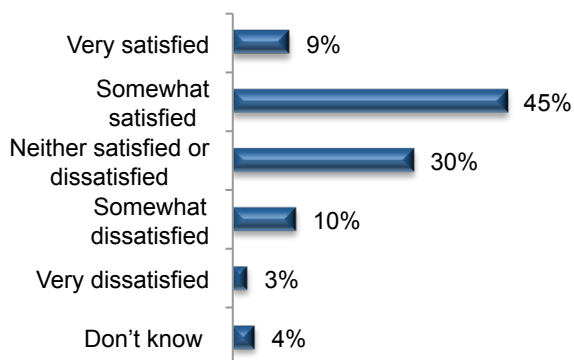
| | Total % | Total N | Professional status | | Alberta City | | |
|------------------------|------------|------------|---------------------|-------------|--------------|------------|-----------|
| | | | RPP % | Candidate % | Calgary % | Edmonton % | Other % |
| Total Reporting | 100 | 171 | 132 | 33 | 59 | 69 | 43 |

Areas of Improvement/Suggestions (Cont'd)

| | | | | | | | |
|---|---|----|----|---|---|---|----|
| Unsure where the association advocates/ could certainly take a higher profile in the advocacy role/ don't really advocate for sustainable community planning that I've seen/ could be more APPI does to take positions on specific issues. | 4 | 7 | 5 | 0 | 5 | 3 | 5 |
| Needs to include something about regulation/ self-regulation/ standards/ ensure suitable qualifications and standards for planning practice are maintained and to regulate the profession/ include something to the effect that we regulate the practices of professional planners | 4 | 7 | 5 | 3 | 2 | 6 | 5 |
| This mission is too limiting/ is too generic/ does not address the how we meet the need/ who we serve/ what makes the Institute unique/ too internally focused developing and promoting the profession/ there are no parameters or standards against which to measure success in those aims/ I don't see how we're doing any of that/ should be what APPI does, but it certainly doesn't seem to be doing that/ We do this through our every day work and not through what APPI provides us | 8 | 14 | 9 | 6 | 8 | 6 | 12 |
| Other areas of improvement/ suggestions | 9 | 15 | 11 | 3 | 8 | 7 | 12 |

3.6 APPI Progress vis-à-vis Mission Statement

15. How satisfied are you that APPI is making acceptable progress in fulfilling its mission statement?



Slightly more than one-half of respondents (54%) are satisfied/ somewhat satisfied with progress that APPI is making in fulfilling its mission statement.

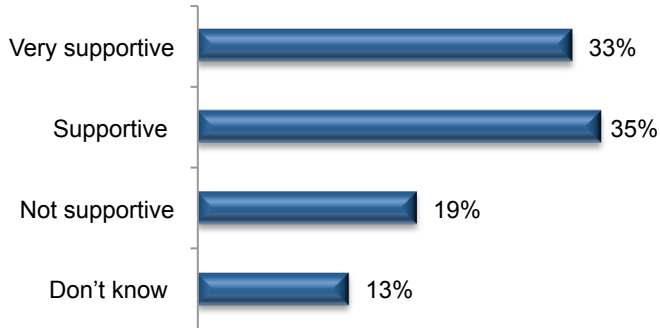
A large proportion (30%) appear to be sitting on the fence in so far as they say that they are neither satisfied or dissatisfied.

Relatively few (13%) say that they are dissatisfied with progress that is being made.

| | Total % | Total N | Professional status | | Alberta City | | |
|------------------------------------|------------|------------|---------------------|---------------------|--------------|--------------------|------------|
| | | | RPP % | Candi- date % | Calgary % | Edmon- ton % | Other % |
| Total | 100 | 356 | 247 | 89 | 115 | 152 | 46 |
| Very satisfied | 9 | 33 | 11 | 7 | 12 | 9 | 11 |
| Somewhat satisfied | 45 | 159 | 43 | 51 | 50 | 40 | 43 |
| Neither satisfied or dissatisfied | 30 | 105 | 32 | 25 | 29 | 28 | 35 |
| Somewhat dissatisfied | 10 | 37 | 10 | 11 | 5 | 16 | 2 |
| Very dissatisfied | 3 | 9 | 2 | 3 | 3 | 2 | 2 |
| Don't know | 4 | 13 | 3 | 3 | 1 | 5 | 7 |
| Very/ somewhat satisfied | 54 | 192 | 54 | 58 | 63 | 49 | 54 |
| Very/ somewhat dissatisfied | 13 | 46 | 12 | 15 | 8 | 18 | 4 |
| Average rating | 3.5 | - | 3.5 | 3.5 | 3.6 | 3.4 | 3.6 |

3.7 Support for APPI Exclusive Right to Practice

16. Recognizing that it is a long term goal, are you supportive in general of APPI pursuing exclusive right to practice for RPP's in Alberta?



Over two-thirds of the member sample (68%) support in general APPI pursuing exclusive right to practice. Nineteen percent are not in support of this goal.

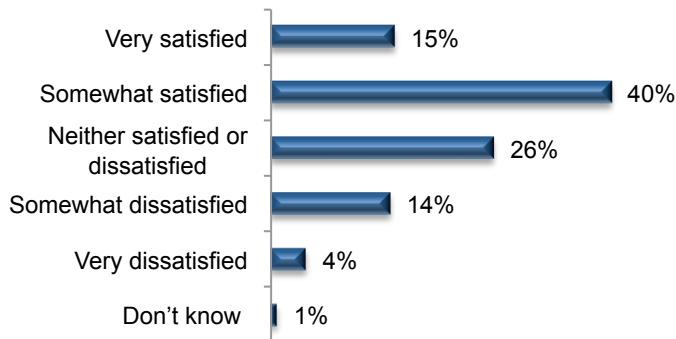
Overall, Candidate members are less supportive of this goal and more likely to say that they “don’t know” how they feel about this issue.

| | Total % | Total N | Professional status | | Alberta City | | |
|-----------------|------------|------------|---------------------|---------------------|--------------|--------------------|------------|
| | | | RPP % | Candi- date % | Calgary % | Edmon- ton % | Other % |
| Total | 100 | 356 | 248 | 88 | 114 | 152 | 46 |
| Very supportive | 33 | 116 | 37 | 26 | 30 | 36 | 26 |
| Supportive | 35 | 125 | 35 | 32 | 37 | 34 | 30 |
| Not supportive | 19 | 68 | 17 | 23 | 21 | 19 | 17 |
| Don't know | 13 | 47 | 10 | 19 | 12 | 11 | 26 |

4. Evaluating APPI

4.1 Satisfaction with APPI Membership

17. *When thinking about APPI in general, would you say that you are satisfied or dissatisfied with the level of member benefits and services that you receive?*



Fifty-five percent of respondents say that they are very or somewhat satisfied with the level of benefits and services that they receive from APPI.

There is marked difference between RPP's (61% satisfaction) and Candidate members (39% satisfaction) on this measure.

| | Total % | Total N | Professional status | | Alberta City | | |
|------------------------------------|------------|------------|---------------------|---------------------|--------------|--------------------|------------|
| | | | RPP % | Candi- date % | Calgary % | Edmon- ton % | Other % |
| Total | 100 | 355 | 248 | 87 | 114 | 151 | 46 |
| Very satisfied | 15 | 52 | 17 | 7 | 18 | 13 | 24 |
| Somewhat satisfied | 40 | 142 | 44 | 32 | 42 | 36 | 28 |
| Neither satisfied or dissatisfied | 26 | 93 | 22 | 34 | 23 | 30 | 28 |
| Somewhat dissatisfied | 14 | 50 | 13 | 17 | 15 | 15 | 13 |
| Very dissatisfied | 4 | 15 | 3 | 8 | 3 | 5 | 4 |
| Don't know | 1 | 3 | 1 | 1 | 0 | 1 | 2 |
| Very/ somewhat satisfied | 55 | 194 | 61 | 39 | 60 | 49 | 52 |
| Very/ somewhat dissatisfied | 18 | 65 | 16 | 25 | 18 | 20 | 17 |
| Average rating | 3.5 | - | 3.6 | 3.1 | 3.6 | 3.4 | 3.6 |

4.2 Reasons for Opinion Related to APPI Membership

17.b Why do you say that you are ... with the level of member benefits and services that you receive?

Respondents were asked to explain their opinion regarding their satisfaction with member benefits and services. Again, we have grouped these into positive comments (this page) versus areas for improvement and suggestions (following page).

| | Total % | Total N | Very Satisfied % | Somewhat Satisfied/ Neither Nor % | Very/ Somewhat Dissatisfied % |
|------------------------|------------|------------|------------------------|---|--|
| Total Reporting | 100 | 258 | 42 | 161 | 55 |

Positive Comments

| | | | | | |
|--|----|----|----|----|---|
| Professional development/ education/ publication/ newsletter/ journal/ staying current/ number of opportunities for learning/ interesting publications | 19 | 49 | 48 | 17 | 4 |
| Events (unspecified)/ conferences (unspecified)/ excellent conferences | 10 | 26 | 17 | 11 | 2 |
| APPI staff/ office support/ volunteers/ communications from APPI/ APPI outreach | 9 | 22 | 36 | 4 | 0 |
| Networking opportunities | 5 | 14 | 19 | 3 | 2 |
| Advocacy/ involves itself in issues/ professional registration process | 2 | 6 | 14 | 0 | 0 |
| Overall positive experience (unspecified)/ overall satisfied/ you get out what you put in | 7 | 18 | 12 | 7 | 2 |
| Other positive mentions | 6 | 16 | 12 | 7 | 0 |

4.2 Reasons for Opinion Related to APPI Membership (Cont'd)

| | Total % | Total N | Very Satisfied % | Somewhat Satisfied/ Neither Nor % | Very/ Somewhat Dissatisfied % |
|------------------------|------------|------------|------------------------|---|--|
| Total Reporting | 100 | 258 | 42 | 161 | 55 |

Areas of Improvement/Suggestions

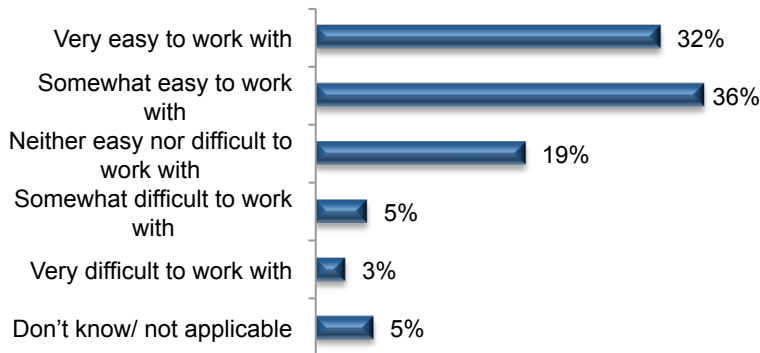
| | | | | | |
|---|----|----|---|----|----|
| Improve/ expand professional development course/ learning/ learning unit delivery/ online streaming/ content/ professional development not good enough in light of high fees | 14 | 35 | 0 | 19 | 9 |
| APPI should better explain benefits/ offerings available to members/ I don't know what benefits I have | 10 | 25 | 0 | 14 | 4 |
| Expand geographical scope of events/ conferences/ support | 7 | 18 | 0 | 9 | 7 |
| Improve events/ conferences/ variety of events/ not good enough in light of high fees | 3 | 8 | 0 | 5 | 0 |
| Events/ conference/ lunches are not discounted sufficiently in light of high annual fees | 3 | 8 | 0 | 1 | 13 |
| Insufficient value for annual dues/ not enough benefits (unspecified)/ benefits are limited/ more benefits required/ nothing to distinguish APPI benefits from other associations (negative tone) | 17 | 45 | 0 | 9 | 55 |
| Other areas of improvement/ suggestions | 21 | 54 | 0 | 22 | 33 |

Neutral Mentions

| | | | | | |
|---|---|---|---|---|---|
| Don't use many/ any of the benefits/ services | 3 | 8 | 0 | 5 | 0 |
| Too new to evaluate | 3 | 9 | 0 | 6 | 0 |
| Nothing specifically wrong but there is always room for improvement | 3 | 9 | 0 | 6 | 0 |
| All Other mentions | 3 | 9 | 2 | 4 | 2 |

4.3 Ease of interacting with APPI

18. How would you rate the ease of interacting with APPI? Would you say that APPI is...

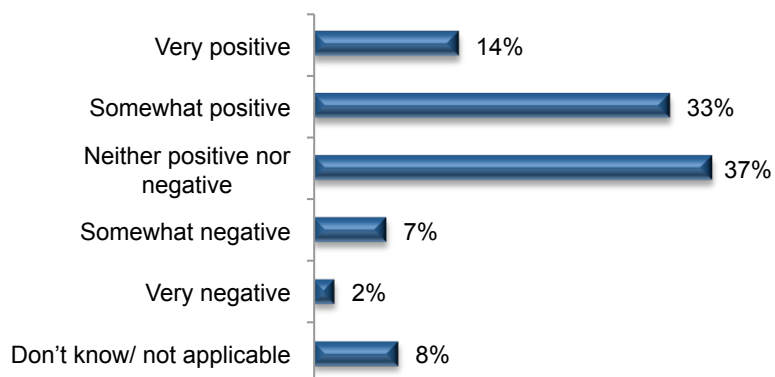


The majority (68%) believe that APPI is very or somewhat easy to work with. Very few (7%) rate the organization as difficult to work with.

| | Total % | Total N | Professional status | | Alberta City | | |
|--|------------|------------|---------------------|---------------------|--------------|--------------------|------------|
| | | | RPP % | Candi- date % | Calgary % | Edmon- ton % | Other % |
| Total | 100 | 355 | 247 | 88 | 114 | 151 | 46 |
| Very easy to work with | 32 | 113 | 35 | 26 | 31 | 32 | 35 |
| Somewhat easy to work with | 36 | 127 | 36 | 35 | 44 | 29 | 37 |
| Neither easy nor difficult to work with | 19 | 69 | 19 | 20 | 18 | 21 | 17 |
| Somewhat difficult to work with | 5 | 17 | 4 | 9 | 3 | 7 | 4 |
| Very difficult to work with | 3 | 10 | 3 | 2 | 0 | 5 | 2 |
| Don't know/ not applicable | 5 | 19 | 4 | 7 | 4 | 7 | 4 |
| Very/ somewhat easy to work with | 68 | 240 | 70 | 61 | 75 | 61 | 72 |
| Very/ somewhat difficult to work with | 8 | 27 | 6 | 11 | 3 | 12 | 7 |
| Average rating | 3.9 | - | 4.0 | 3.8 | 4.1 | 3.8 | 4.0 |

4.4 APPI's Image as a Professional Regulator

19. How would you rate APPI's image as a professional regulator within your industry or sector? Would you say that it is...



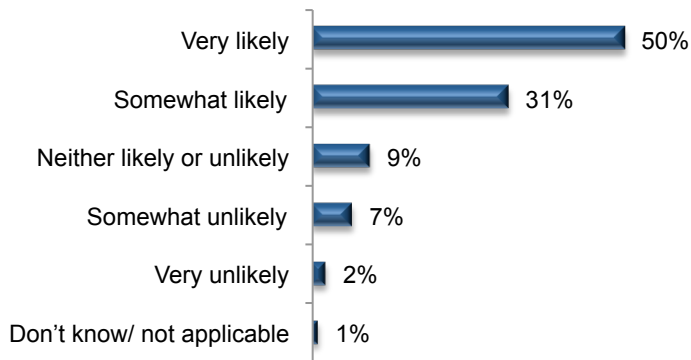
Forty-five percent of respondents rate APPI's image as a professional regulator within the industry as very or somewhat positive. This percentage is slightly higher amongst Candidate members versus RPP's.

A large proportion (37%) are neither positive nor negative.

| | | | Professional status | | Alberta City | | |
|--------------------------------|------------|------------|---------------------|------------|--------------|------------|------------|
| | Total | Total | RPP | Candi- | Calgary | Edmon- | Other |
| | % | N | % | date | % | ton | % |
| Total | 100 | 355 | 247 | 88 | 114 | 151 | 46 |
| Very positive | 14 | 48 | 14 | 13 | 16 | 14 | 13 |
| Somewhat positive | 33 | 117 | 30 | 39 | 37 | 31 | 35 |
| Neither positive nor negative | 37 | 131 | 40 | 30 | 37 | 34 | 41 |
| Somewhat negative | 7 | 24 | 7 | 6 | 3 | 10 | 4 |
| Very negative | 2 | 7 | 2 | 1 | 2 | 1 | 0 |
| Don't know/ not applicable | 8 | 28 | 6 | 13 | 6 | 10 | 7 |
| Very/ somewhat positive | 46 | 165 | 45 | 51 | 53 | 45 | 48 |
| Very/ somewhat negative | 9 | 31 | 10 | 7 | 4 | 11 | 4 |
| Average rating | 3.5 | - | 3.5 | 3.6 | 3.7 | 3.5 | 3.6 |

4.5 Would Recommend APPI

20. *If a peer in your profession asked you to recommend an association that would help them further their planning career, how likely is it that you would recommend applying to become certified with APPI? Would you say that it is...*



In total, 50% are “very likely” to recommend membership with APPI. This percentage is higher amongst RPP’s. In total, 81% are very likely or somewhat likely to recommend membership.

Relatively few, (9%) say that they would be unlikely to recommend membership.

| | Total % | Total N | Professional status | | Alberta City | | |
|--------------------------------|------------|------------|---------------------|---------------------|--------------|--------------------|------------|
| | | | RPP % | Candi- date % | Calgary % | Edmon- ton % | Other % |
| Total | 100 | 353 | 246 | 87 | 114 | 149 | 46 |
| Very likely | 50 | 175 | 56 | 37 | 54 | 46 | 57 |
| Somewhat likely | 31 | 110 | 27 | 38 | 30 | 32 | 17 |
| Neither likely or unlikely | 9 | 33 | 9 | 10 | 9 | 11 | 11 |
| Somewhat unlikely | 7 | 23 | 5 | 9 | 4 | 7 | 11 |
| Very unlikely | 2 | 8 | 2 | 5 | 3 | 2 | 0 |
| Don't know/ not applicable | 1 | 4 | 1 | 1 | 0 | 1 | 4 |
| Very/ somewhat likely | 81 | 285 | 83 | 75 | 84 | 78 | 74 |
| Very/ somewhat unlikely | 9 | 31 | 7 | 14 | 7 | 9 | 11 |
| Average rating | 4.2 | - | 4.3 | 3.9 | 4.3 | 4.1 | 4.2 |

4.6 Reasons for Opinion Related to Recommending Membership

20.b) Why do you say that you would be ... to recommend a peer in your profession to apply to become certified with APPI?

Respondents were asked to explain their opinion regarding recommending certification with APPI to a colleague. Their comments have been grouped in the following two pages. Amongst those who are unlikely to recommend certification with APPI we note a relatively large percentage who say “the APPI (or possession of RPP) does not provide enough value/ benefit(s)/ not sure the benefits are worth it.”

| | Total % | Total N | Very Likely % | Somewhat Likely/ Neither Nor % | Very/ Somewhat Unlikely % |
|------------------------|------------|------------|---------------------|--|------------------------------------|
| Total Reporting | 100 | 267 | 142 | 101 | 24 |

Positive Mentions

| | | | | | |
|--|----|----|----|----|---|
| APPI (or certification) fulfills need for regulation/ code of conduct/ you meet the criteria of the profession/ consistent professionalism/ professional credibility/ RPP/ Right to Title/ Right to Practice | 21 | 56 | 30 | 14 | 0 |
| Belonging to APPI (or being certified) provides value/ you need to belong to APPI/ it's required for hiring/ APPI certification is required for employment opportunities | 18 | 47 | 25 | 12 | 0 |
| Networking/ best network/ events are good for networking | 8 | 22 | 13 | 4 | 0 |
| Reputation or recognition - APPI is right choice/ clear choice/ gold standard/ well respected/ known/ recognized | 7 | 20 | 11 | 4 | 0 |
| Professional development/ continuous learning/ information/ materials/ support/ resources/ stay up-to-date/ learning-based events | 7 | 19 | 10 | 5 | 0 |
| Peer/ professional support/ community/ learning | 5 | 13 | 9 | 0 | 0 |
| Other positive mentions | 9 | 24 | 15 | 3 | 0 |

4.6 Reasons for Opinion Related to Recommending Membership (Cont'd)

| | Total % | Total N | Very Likely % | Somewhat Likely/ Neither Nor % | Very/ Somewhat Unlikely % |
|------------------------|------------|------------|---------------------|--|------------------------------------|
| Total Reporting | 100 | 267 | 142 | 101 | 24 |

Areas of improvement/suggestions

| | | | | | |
|---|---|----|---|----|----|
| APPI (or possession of RPP) does not provide enough value/ benefit(s)/ not sure the benefits are worth it | 9 | 23 | 0 | 14 | 38 |
| Certification process/ requirements too difficult | 4 | 11 | 0 | 8 | 13 |
| Benefits don't align well with my job or job of recommendee/ too specific for my job | 3 | 9 | 0 | 5 | 17 |
| Expense of fee | 3 | 9 | 0 | 6 | 13 |
| Would recommend another organization/ association/ educational path over joining APPI | 3 | 9 | 0 | 4 | 21 |
| Other areas of improvement/suggestions | 7 | 19 | 3 | 11 | 17 |

Neutral Mentions

| | | | | | |
|--|----|----|----|----|----|
| There is no other relevant organization at this level/ "only game in town"/ recognized as <i>the</i> professional association of planners for Alberta/ it is tied to CIP | 14 | 37 | 19 | 8 | 8 |
| Would recommend APPI, but not to everyone/ would recommend to specific types of planners but not to all/ it would depend on their career goals | 8 | 22 | 2 | 19 | 0 |
| You don't need certification to be a planner in Alberta/ some clients/ companies do not require it | 10 | 27 | 1 | 20 | 25 |
| All Other mentions | 4 | 12 | 1 | 10 | 0 |

5. Overall Satisfaction with APPI Member Services

5.1 Summary

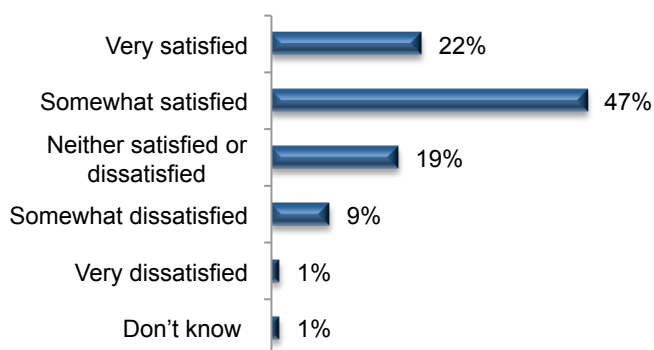
The table below summarizes the ratings given to five overall measures of satisfaction with member services. We have ranked ordered these based on the percentage who say that they are very/somewhat satisfied. We note that overall value for money and services provided allow you to be a leader in your field receive the lowest level of satisfaction and highest percentage of those who say that they are somewhat/very dissatisfied.

| | Very / Somewhat Satisfied | Neither Satisfied / Dissatisfied | Somewhat / Very Dissatisfied |
|---|--|---|---|
| | % | % | % |
| Overall quality of services received | 69 | 19 | 10 |
| Overall quality of information provided | 68 | 23 | 8 |
| Opportunities provided to build contacts / relationships | 67 | 21 | 8 |
| Overall value for money | 48 | 26 | 23 |
| Services provided that allow you to be a leader in your field | 43 | 33 | 19 |

5.2 Overall quality of services received

21. How satisfied are you with each of the following general aspects of member services as a member of APPI?

a) Overall quality of services received



Sixty-nine percent of respondents are satisfied or very satisfied with the quality of services received.

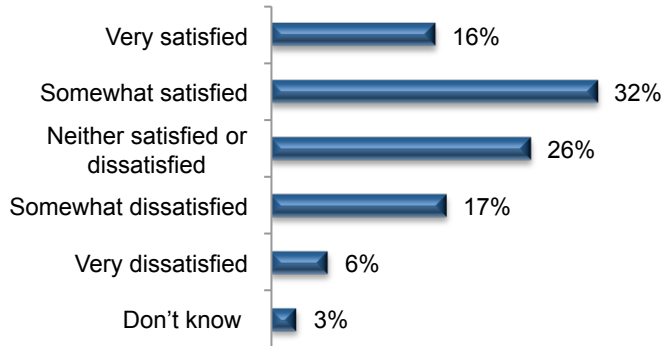
RPP's demonstrate a higher level of satisfaction with the overall quality of services that they receive.

| | Total % | Total N | Professional status | | Alberta City | | |
|------------------------------------|------------|------------|---------------------|----------------|--------------|---------------|------------|
| | | | RPP | Candi- date | Calgary | Edmon- ton | Other |
| | | | % | % | % | % | % |
| Total | 100 | 353 | 246 | 87 | 113 | 150 | 46 |
| Very satisfied | 22 | 79 | 25 | 17 | 26 | 17 | 33 |
| Somewhat satisfied | 47 | 166 | 47 | 45 | 48 | 46 | 52 |
| Neither satisfied or dissatisfied | 19 | 67 | 19 | 20 | 18 | 24 | 7 |
| Somewhat dissatisfied | 9 | 31 | 7 | 14 | 7 | 9 | 4 |
| Very dissatisfied | 1 | 5 | 2 | 1 | 0 | 3 | 2 |
| Don't know | 1 | 5 | 0 | 3 | 2 | 1 | 2 |
| Very/ somewhat satisfied | 69 | 245 | 72 | 62 | 73 | 63 | 85 |
| Very/ somewhat dissatisfied | 10 | 36 | 9 | 15 | 7 | 11 | 7 |
| Average rating | 3.8 | - | 3.9 | 3.7 | 3.9 | 3.7 | 4.1 |

5.3 Overall value for money

21. How satisfied are you with each of the following general aspects of member services as a member of APPI?

b) Overall value for money



In total, 48% of respondents are very or somewhat satisfied with the overall value of their membership.

We note that Candidate members express a much higher degree of dissatisfaction with the value of their membership.

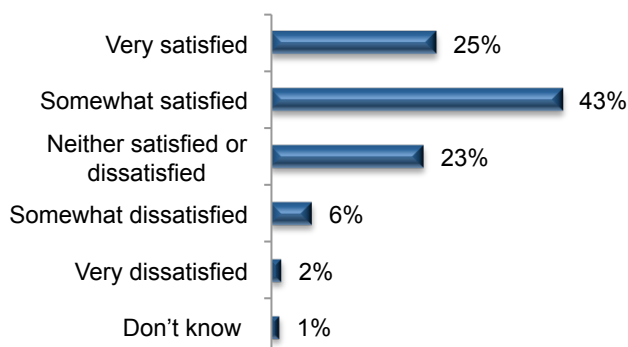
We also note a discrepancy in satisfaction between members in Calgary and Edmonton versus other locations.

| | Total % | Total N | Professional status | | Alberta City | | |
|------------------------------------|------------|------------|---------------------|---------------------|--------------|--------------------|------------|
| | | | RPP % | Candi- date % | Calgary % | Edmon- ton % | Other % |
| Total Reporting | 100 | 350 | 243 | 87 | 111 | 150 | 46 |
| Very satisfied | 16 | 57 | 20 | 9 | 18 | 17 | 13 |
| Somewhat satisfied | 32 | 113 | 36 | 22 | 35 | 31 | 26 |
| Neither satisfied or dissatisfied | 26 | 90 | 23 | 31 | 26 | 24 | 35 |
| Somewhat dissatisfied | 17 | 61 | 15 | 24 | 15 | 17 | 17 |
| Very dissatisfied | 6 | 20 | 5 | 10 | 2 | 9 | 7 |
| Don't know | 3 | 9 | 2 | 3 | 4 | 2 | 2 |
| Very/ somewhat satisfied | 48 | 170 | 56 | 31 | 53 | 48 | 39 |
| Very/ somewhat dissatisfied | 23 | 81 | 19 | 34 | 17 | 26 | 24 |
| Average rating | 3.4 | - | 3.5 | 3.0 | 3.5 | 3.3 | 3.2 |

5.4 Overall quality of information provided by APPI

21. *How satisfied are you with each of the following general aspects of member services as a member of APPI?*

c) Overall quality of information provided by APPI



Over two-thirds of respondents are satisfied with the quality of information provided.

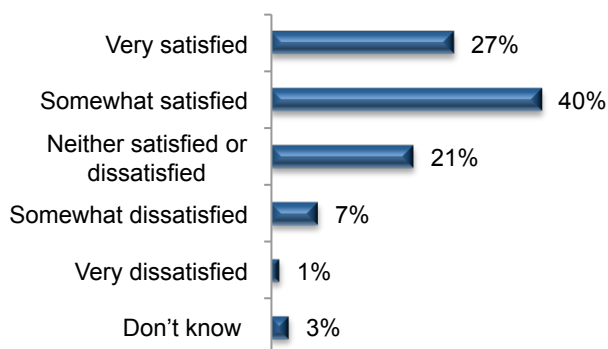
Again, we see RPP's demonstrating a higher level of satisfaction.

| | Total % | Total N | Professional status | | Alberta City | | |
|------------------------------------|------------|------------|---------------------|---------------------|--------------|--------------------|------------|
| | | | RPP % | Candi- date % | Calgary % | Edmon- ton % | Other % |
| Total Reporting | 100 | 353 | 246 | 87 | 113 | 150 | 46 |
| Very satisfied | 25 | 87 | 27 | 17 | 29 | 23 | 30 |
| Somewhat satisfied | 43 | 153 | 44 | 39 | 45 | 41 | 35 |
| Neither satisfied or dissatisfied | 23 | 80 | 22 | 26 | 19 | 23 | 30 |
| Somewhat dissatisfied | 6 | 22 | 5 | 9 | 4 | 9 | 2 |
| Very dissatisfied | 2 | 6 | 2 | 2 | 2 | 1 | 2 |
| Don't know | 1 | 5 | 0 | 6 | 1 | 2 | 0 |
| Very/ somewhat satisfied | 68 | 240 | 72 | 56 | 74 | 64 | 65 |
| Very/ somewhat dissatisfied | 8 | 28 | 7 | 12 | 5 | 11 | 4 |
| Average rating | 3.8 | - | 3.9 | 3.6 | 4.0 | 3.8 | 3.9 |

5.5 Opportunities provided to build contacts / relationships

21. *How satisfied are you with each of the following general aspects of member services as a member of APPI?*

d) Opportunities provided to build contacts / relationships



Over two-thirds (67%) are satisfied with opportunities provided by APPI to build contacts and relationships.

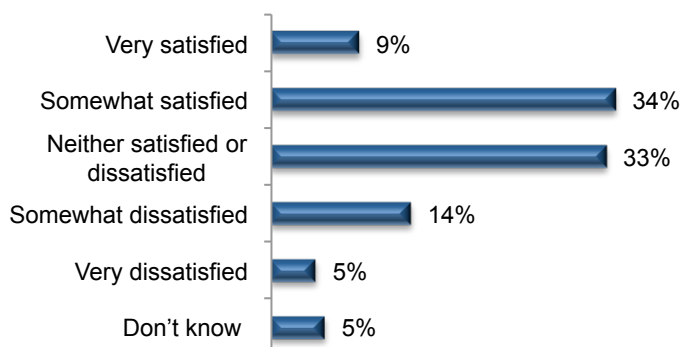
Candidate levels of dissatisfaction are somewhat higher when compared to RPP's. Also we note higher levels of dissatisfaction in Edmonton and other locations.

| | Total % | Total N | Professional status | | Alberta City | | |
|------------------------------------|------------|------------|---------------------|---------------------|--------------|--------------------|------------|
| | | | RPP % | Candi- date % | Calgary % | Edmon- ton % | Other % |
| Total Reporting | 100 | 353 | 246 | 87 | 113 | 150 | 46 |
| Very satisfied | 27 | 96 | 28 | 25 | 30 | 24 | 33 |
| Somewhat satisfied | 40 | 142 | 41 | 38 | 40 | 43 | 26 |
| Neither satisfied or dissatisfied | 21 | 75 | 23 | 18 | 22 | 21 | 26 |
| Somewhat dissatisfied | 7 | 25 | 5 | 11 | 4 | 9 | 11 |
| Very dissatisfied | 1 | 5 | 1 | 2 | 2 | 1 | 2 |
| Don't know | 3 | 10 | 2 | 5 | 3 | 3 | 2 |
| Very/ somewhat satisfied | 67 | 238 | 69 | 63 | 70 | 67 | 59 |
| Very/ somewhat dissatisfied | 9 | 30 | 6 | 14 | 5 | 10 | 13 |
| Average rating | 3.9 | - | 3.9 | 3.8 | 4.0 | 3.8 | 3.8 |

5.6 Services provided that allow you be a leader in your field

21. *How satisfied are you with each of the following general aspects of member services as a member of APPI?*

e) Services provided that allow you be a leader in your field



Satisfaction on this particular dimension is lower than other dimensions measured.

In total, 19% are dissatisfied in this area. This is somewhat more likely to be the case amongst RPP's.

| | Total % | Total N | Professional status | | Alberta City | | |
|------------------------------------|------------|------------|---------------------|---------------------|--------------|--------------------|------------|
| | | | RPP % | Candi- date % | Calgary % | Edmon- ton % | Other % |
| Total Reporting | 100 | 352 | 245 | 87 | 113 | 149 | 46 |
| Very satisfied | 9 | 31 | 11 | 5 | 7 | 11 | 11 |
| Somewhat satisfied | 34 | 120 | 33 | 36 | 41 | 28 | 33 |
| Neither satisfied or dissatisfied | 33 | 117 | 32 | 38 | 31 | 34 | 35 |
| Somewhat dissatisfied | 14 | 49 | 15 | 8 | 12 | 16 | 11 |
| Very dissatisfied | 5 | 16 | 4 | 8 | 4 | 5 | 7 |
| Don't know | 5 | 19 | 5 | 6 | 4 | 6 | 4 |
| Very/ somewhat satisfied | 43 | 151 | 43 | 40 | 48 | 39 | 43 |
| Very/ somewhat dissatisfied | 18 | 65 | 20 | 16 | 17 | 21 | 17 |
| Average rating | 3.3 | - | 3.3 | 3.2 | 3.4 | 3.3 | 3.3 |

6. Rating Specific APPI Benefits and Services

6.1 Summary

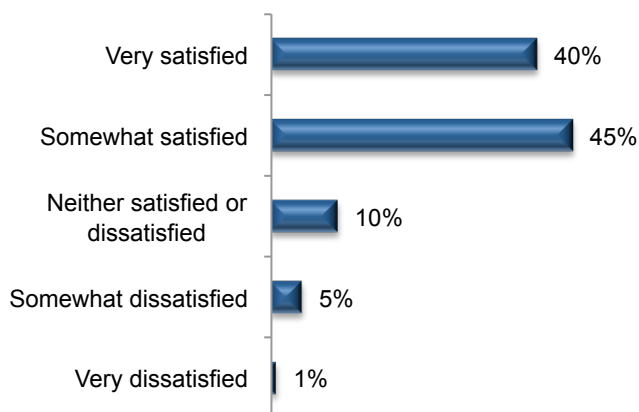
The table below summarizes the ratings given to twelve specific benefits and services offered by APPI. Again, we have ranked ordered these based on the percentage who say that they are very/somewhat satisfied.

| | Very / Somewhat Satisfied | Neither Satisfied / Dissatisfied | Somewhat / Very Dissatisfied |
|--|---------------------------------|--|------------------------------------|
| | % | % | % |
| Planning Journal | 85 | 10 | 6 |
| Event Notices | 81 | 17 | 2 |
| E Notices | 73 | 24 | 3 |
| Weekly E News | 72 | 25 | 3 |
| Job Opportunities | 72 | 22 | 5 |
| Website | 68 | 22 | 10 |
| Online Payment System | 68 | 29 | 4 |
| Consultant Directory | 56 | 39 | 5 |
| APPI RPP List | 56 | 40 | 4 |
| Posting of non APPI events | 39 | 45 | 16 |
| APPI Social Media Sites | 37 | 54 | 10 |
| Volunteer opportunities with Non APPI Entities | 31 | 54 | 16 |

6.2 APPI Planning Journal

23. Below is a list of benefits and services that APPI provides. Please indicate your satisfaction with these items:

a) APPI Planning Journal



We see a high level of satisfaction with the APPI Planning Journal. Ratings are similar for both RPP's and Candidate members.

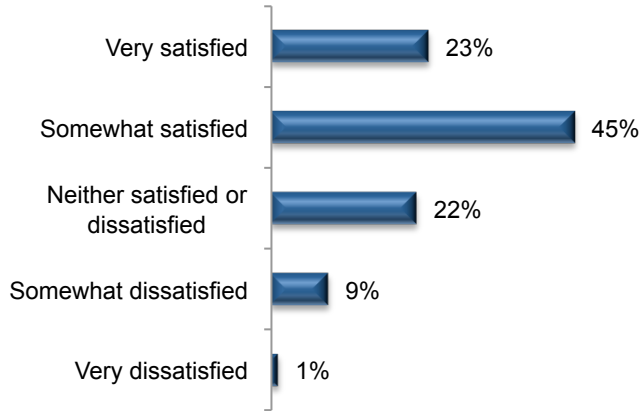
| | Total % | Total N | Professional status | | Alberta City | | |
|------------------------------------|------------|------------|---------------------|---------------------|--------------|--------------------|------------|
| | | | RPP % | Candi- date % | Calgary % | Edmon- ton % | Other % |
| Total Reporting | 100 | 339 | 239 | 83 | 109 | 148 | 43 |
| Very satisfied | 40 | 134 | 41 | 33 | 44 | 36 | 47 |
| Somewhat satisfied | 45 | 152 | 45 | 47 | 46 | 45 | 44 |
| Neither satisfied or dissatisfied | 10 | 34 | 9 | 12 | 7 | 12 | 7 |
| Somewhat dissatisfied | 5 | 16 | 5 | 6 | 3 | 5 | 2 |
| Very dissatisfied | 1 | 3 | 0 | 2 | 0 | 1 | 0 |
| Very/ somewhat satisfied | 84 | 286 | 86 | 80 | 90 | 82 | 91 |
| Very/ somewhat dissatisfied | 6 | 19 | 5 | 8 | 3 | 6 | 2 |
| Average rating | 4.2 | - | 4.2 | 4.0 | 4.3 | 4.1 | 4.3 |

*Percentages based on respondents who evaluated this statement (i.e. not including Don't know/ Not applicable)

6.3 APPI website

23. Below is a list of benefits and services that APPI provides. Please indicate your satisfaction with these items:

b) APPI website



Satisfaction related to the APPI website is relatively high. However, we note, that Candidate members are somewhat more likely to register their dissatisfaction. (16% versus 7% of RPP's).

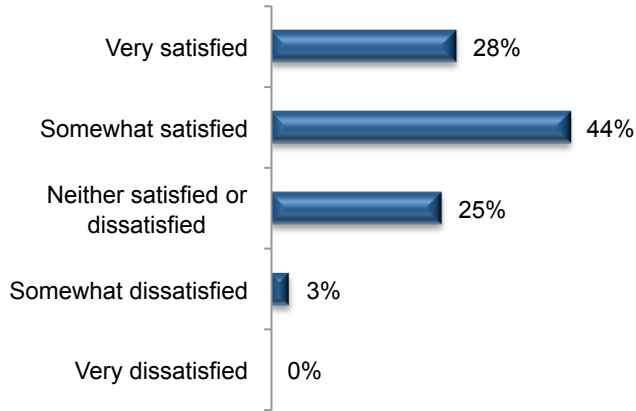
| | Total % | Total N | Professional status | | Alberta City | | |
|------------------------------------|------------|------------|---------------------|---------------------|--------------|--------------------|------------|
| | | | RPP % | Candi- date % | Calgary % | Edmon- ton % | Other % |
| Total Reporting | 100 | 337 | 233 | 85 | 111 | 143 | 44 |
| Very satisfied | 23 | 79 | 24 | 22 | 24 | 22 | 27 |
| Somewhat satisfied | 45 | 152 | 47 | 39 | 50 | 42 | 50 |
| Neither satisfied or dissatisfied | 22 | 73 | 21 | 22 | 21 | 24 | 16 |
| Somewhat dissatisfied | 9 | 29 | 6 | 14 | 5 | 10 | 7 |
| Very dissatisfied | 1 | 4 | 1 | 2 | 1 | 2 | 0 |
| Very/ somewhat satisfied | 69 | 231 | 72 | 61 | 74 | 64 | 77 |
| Very/ somewhat dissatisfied | 10 | 33 | 7 | 16 | 5 | 13 | 7 |
| Average rating | 3.8 | - | 3.9 | 3.6 | 3.9 | 3.7 | 4.0 |

*Percentages based on respondents who evaluated this statement (i.e. not including Don't know/ Not applicable)

6.4 APPI weekly E News

23. Below is a list of benefits and services that APPI provides. Please indicate your satisfaction with these items:

c) APPI weekly E News



Generally respondents are satisfied with the APPI weekly E News. A very small percentage note any dissatisfaction.

Candidate members are more likely to be neither satisfied or dissatisfied.

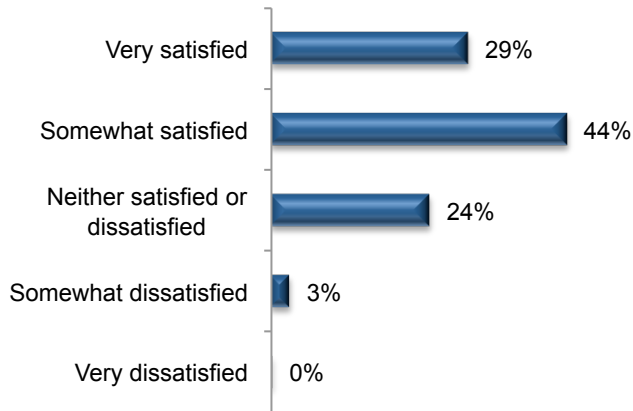
| | Total % | Total N | Professional status | | Alberta City | | |
|------------------------------------|------------|------------|---------------------|---------------------|--------------|--------------------|------------|
| | | | RPP % | Candi- date % | Calgary % | Edmon- ton % | Other % |
| Total Reporting | 100 | 320 | 224 | 79 | 106 | 137 | 42 |
| Very satisfied | 28 | 88 | 30 | 22 | 30 | 26 | 26 |
| Somewhat satisfied | 44 | 142 | 47 | 37 | 45 | 41 | 52 |
| Neither satisfied or dissatisfied | 25 | 81 | 20 | 38 | 22 | 30 | 19 |
| Somewhat dissatisfied | 3 | 9 | 3 | 4 | 3 | 3 | 2 |
| Very dissatisfied | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Very/ somewhat satisfied | 72 | 230 | 77 | 58 | 75 | 67 | 79 |
| Very/ somewhat dissatisfied | 3 | 9 | 3 | 4 | 3 | 3 | 2 |
| Average rating | 4.0 | - | 4.0 | 3.8 | 4.0 | 3.9 | 4.0 |

**Percentages based on respondents who evaluated this statement (i.e. not including Don't know/ Not applicable)*

6.5 APPI E Notices

23. Below is a list of benefits and services that APPI provides. Please indicate your satisfaction with these items:

d) APPI E Notices



We see mostly a satisfied respondents with regards to APPI E Notices. Once again, Candidate members are more likely to sit on the fence. Almost one-third (32%) are neither satisfied or dissatisfied.

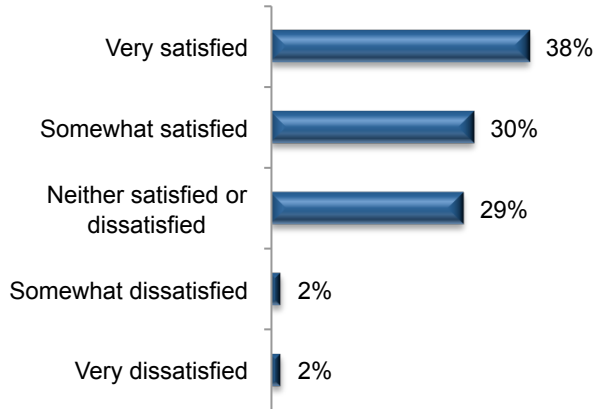
| | Total % | Total N | Professional status | | Alberta City | | |
|------------------------------------|------------|------------|---------------------|---------------------|--------------|--------------------|------------|
| | | | RPP % | Candi- date % | Calgary % | Edmon- ton % | Other % |
| Total Reporting | 100 | 314 | 222 | 77 | 104 | 133 | 41 |
| Very satisfied | 29 | 92 | 32 | 22 | 38 | 24 | 32 |
| Somewhat satisfied | 44 | 138 | 46 | 39 | 38 | 44 | 54 |
| Neither satisfied or dissatisfied | 24 | 74 | 20 | 32 | 21 | 29 | 12 |
| Somewhat dissatisfied | 3 | 9 | 2 | 5 | 3 | 2 | 2 |
| Very dissatisfied | 0 | 1 | 0 | 1 | 1 | 0 | 0 |
| Very/ somewhat satisfied | 73 | 230 | 78 | 61 | 75 | 68 | 85 |
| Very/ somewhat dissatisfied | 3 | 10 | 2 | 6 | 4 | 2 | 2 |
| Average rating | 4.0 | - | 4.1 | 3.8 | 4.1 | 3.9 | 4.1 |

*Percentages based on respondents who evaluated this statement (i.e. not including Don't know/ Not applicable)

6.6 APPI Online Payment System

23. Below is a list of benefits and services that APPI provides. Please indicate your satisfaction with these items:

e) APPI Online Payment System



Over two-thirds (68%) are satisfied with the online payment system.

Candidate members are less impressed with the system when compared to their RPP colleagues.

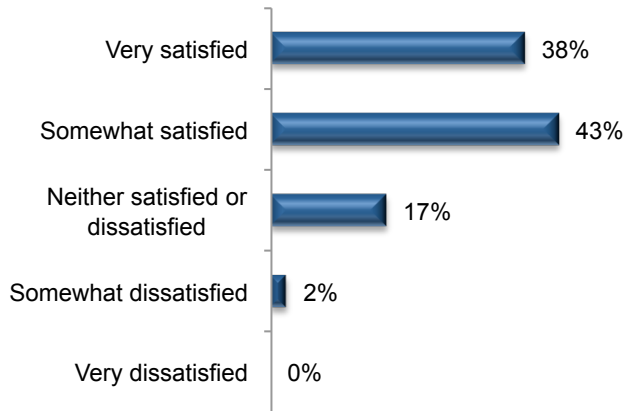
| | Total % | Total N | Professional status | | Alberta City | | |
|------------------------------------|------------|------------|---------------------|---------------------|--------------|--------------------|------------|
| | | | RPP % | Candi- date % | Calgary % | Edmon- ton % | Other % |
| Total Reporting | 100 | 256 | 188 | 58 | 88 | 100 | 35 |
| Very satisfied | 38 | 98 | 39 | 31 | 42 | 37 | 29 |
| Somewhat satisfied | 30 | 77 | 34 | 24 | 28 | 28 | 40 |
| Neither satisfied or dissatisfied | 29 | 73 | 26 | 36 | 26 | 32 | 31 |
| Somewhat dissatisfied | 2 | 4 | 1 | 3 | 2 | 2 | 0 |
| Very dissatisfied | 2 | 4 | 1 | 5 | 1 | 1 | 0 |
| Very/ somewhat satisfied | 68 | 175 | 73 | 55 | 70 | 65 | 69 |
| Very/ somewhat dissatisfied | 3 | 8 | 2 | 9 | 3 | 3 | 0 |
| Average rating | 4.0 | - | 4.1 | 3.7 | 4.1 | 4.0 | 4.0 |

*Percentages based on respondents who evaluated this statement (i.e. not including Don't know/ Not applicable)

6.7 APPI Event Notices

23. Below is a list of benefits and services that APPI provides. Please indicate your satisfaction with these items:

f) APPI Event Notices



There is a high degree of satisfaction with APPI event notices. This spans both member classifications. Although, having said that, RPP's are somewhat more likely to be "very satisfied"

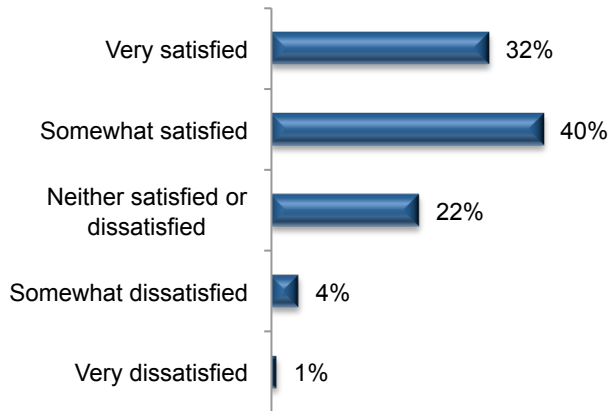
| | Total % | Total N | Professional status | | Alberta City | | |
|------------------------------------|------------|------------|---------------------|---------------------|--------------|--------------------|------------|
| | | | RPP % | Candi- date % | Calgary % | Edmon- ton % | Other % |
| Total Reporting | 100 | 337 | 237 | 82 | 109 | 146 | 44 |
| Very satisfied | 38 | 127 | 40 | 30 | 45 | 35 | 41 |
| Somewhat satisfied | 43 | 144 | 43 | 46 | 37 | 46 | 41 |
| Neither satisfied or dissatisfied | 17 | 58 | 16 | 18 | 17 | 17 | 16 |
| Somewhat dissatisfied | 2 | 8 | 1 | 5 | 2 | 2 | 2 |
| Very dissatisfied | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Very/ somewhat satisfied | 80 | 271 | 83 | 77 | 82 | 81 | 82 |
| Very/ somewhat dissatisfied | 2 | 8 | 1 | 5 | 2 | 2 | 2 |
| Average rating | 4.2 | - | 4.2 | 4.0 | 4.2 | 4.1 | 4.2 |

*Percentages based on respondents who evaluated this statement (i.e. not including Don't know/ Not applicable)

6.8 Job Opportunities

23. Below is a list of benefits and services that APPI provides. Please indicate your satisfaction with these items:

g) Job Opportunities



This feature also receives high levels of satisfaction.

We see that Candidate members have higher satisfaction ratings.

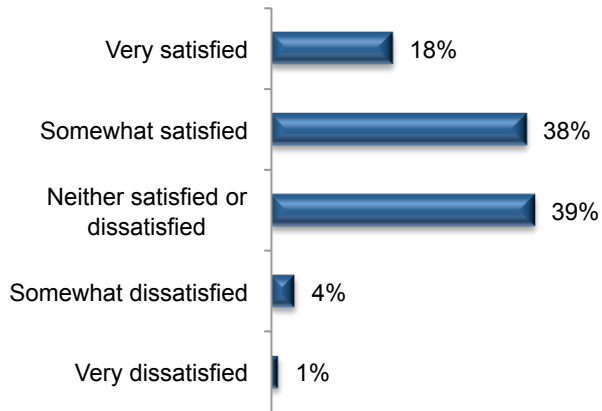
| | Total % | Total N | Professional status | | Alberta City | | |
|------------------------------------|------------|------------|---------------------|---------------------|--------------|--------------------|------------|
| | | | RPP % | Candi- date % | Calgary % | Edmon- ton % | Other % |
| Total Reporting | 100 | 309 | 214 | 78 | 105 | 129 | 40 |
| Very satisfied | 32 | 100 | 32 | 35 | 35 | 33 | 33 |
| Somewhat satisfied | 40 | 125 | 40 | 44 | 36 | 40 | 45 |
| Neither satisfied or dissatisfied | 22 | 68 | 24 | 15 | 22 | 24 | 18 |
| Somewhat dissatisfied | 4 | 13 | 3 | 5 | 6 | 3 | 2 |
| Very dissatisfied | 1 | 3 | 0 | 1 | 1 | 0 | 2 |
| Very/ somewhat satisfied | 73 | 225 | 72 | 78 | 71 | 73 | 78 |
| Very/ somewhat dissatisfied | 5 | 16 | 4 | 6 | 7 | 3 | 5 |
| Average rating | 4.0 | - | 4.0 | 4.1 | 4.0 | 4.0 | 4.0 |

*Percentages based on respondents who evaluated this statement (i.e. not including Don't know/ Not applicable)

6.9 Consultant Directory

23. Below is a list of benefits and services that APPI provides. Please indicate your satisfaction with these items:

h) Consultant Directory



Candidate members are somewhat more favourable in their ratings of the consultant directory.

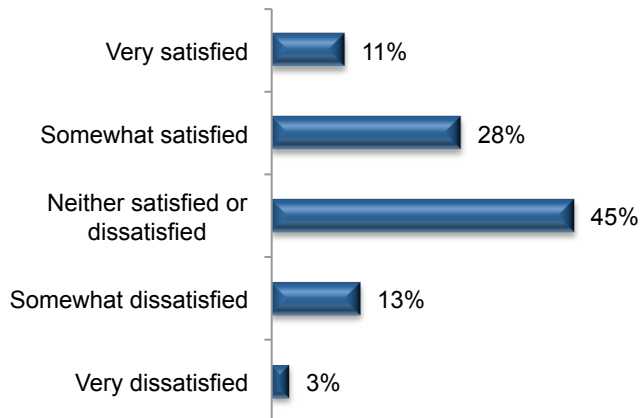
We note a relatively large percentage of responses that fall into the “neither satisfied or dissatisfied” category.

| | Total % | Total N | Professional status | | Alberta City | | |
|------------------------------------|------------|------------|---------------------|---------------------|--------------|--------------------|------------|
| | | | RPP % | Candi- date % | Calgary % | Edmon- ton % | Other % |
| Total Reporting | 100 | 248 | 179 | 55 | 84 | 98 | 36 |
| Very satisfied | 18 | 45 | 18 | 18 | 18 | 18 | 22 |
| Somewhat satisfied | 38 | 94 | 37 | 44 | 35 | 46 | 22 |
| Neither satisfied or dissatisfied | 39 | 97 | 42 | 29 | 44 | 33 | 50 |
| Somewhat dissatisfied | 4 | 9 | 2 | 5 | 2 | 2 | 6 |
| Very dissatisfied | 1 | 3 | 0 | 4 | 1 | 1 | 0 |
| Very/ somewhat satisfied | 56 | 139 | 55 | 62 | 52 | 64 | 44 |
| Very/ somewhat dissatisfied | 5 | 12 | 2 | 9 | 4 | 3 | 6 |
| Average rating | 3.7 | - | 3.7 | 3.7 | 3.7 | 3.8 | 3.6 |

*Percentages based on respondents who evaluated this statement (i.e. not including Don't know/ Not applicable)

6.10 Posting of non APPI events

23. Below is a list of benefits and services that APPI provides. Please indicate your satisfaction with these items:
i) Posting of non APPI events



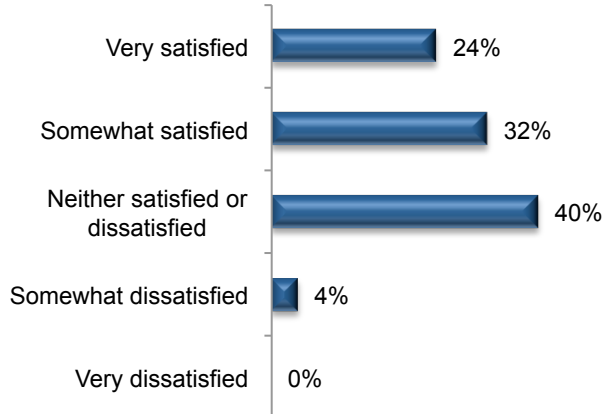
We note a relatively large percentage of respondents express dissatisfaction for this feature. This is most likely to be the case amongst members in Calgary.

| | Total % | Total N | Professional status | | Alberta City | | |
|------------------------------------|------------|------------|---------------------|----------------|--------------|---------------|------------|
| | | | RPP | Candi- date | Calgary | Edmon- ton | Other |
| | | | % | % | % | % | % |
| Total Reporting | 100 | 256 | 180 | 62 | 86 | 103 | 38 |
| Very satisfied | 11 | 28 | 12 | 10 | 10 | 14 | 13 |
| Somewhat satisfied | 28 | 72 | 28 | 26 | 33 | 26 | 18 |
| Neither satisfied or dissatisfied | 45 | 115 | 44 | 45 | 37 | 45 | 55 |
| Somewhat dissatisfied | 13 | 34 | 13 | 16 | 16 | 12 | 13 |
| Very dissatisfied | 3 | 7 | 3 | 3 | 3 | 4 | 0 |
| Very/ somewhat satisfied | 39 | 100 | 40 | 35 | 43 | 40 | 32 |
| Very/ somewhat dissatisfied | 16 | 41 | 16 | 19 | 20 | 16 | 13 |
| Average rating | 3.3 | - | 3.3 | 3.2 | 3.3 | 3.3 | 3.3 |

*Percentages based on respondents who evaluated this statement (i.e. not including Don't know/ Not applicable)

6.11 APPI RPP List

23. Below is a list of benefits and services that APPI provides. Please indicate your satisfaction with these items:
j) APPI RPP List



RPP's appear to be satisfied with this benefit. We suspect that Candidate members are less likely to be using this list and are therefore more inclined to say that they are neither satisfied or dissatisfied.

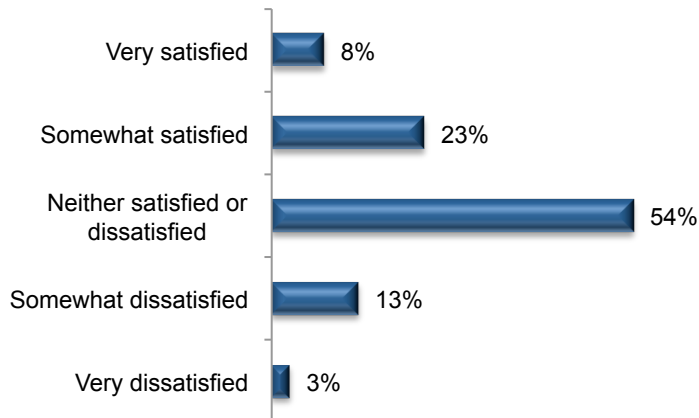
| | Total % | Total N | Professional status | | Alberta City | | |
|------------------------------------|------------|------------|---------------------|----------------|--------------|---------------|------------|
| | | | RPP | Candi- date | Calgary | Edmon- ton | Other |
| | | | % | % | % | % | % |
| Total Reporting | 100 | 225 | 162 | 49 | 74 | 93 | 35 |
| Very satisfied | 24 | 55 | 27 | 18 | 31 | 20 | 29 |
| Somewhat satisfied | 32 | 72 | 35 | 27 | 32 | 33 | 31 |
| Neither satisfied or dissatisfied | 40 | 89 | 36 | 49 | 34 | 41 | 37 |
| Somewhat dissatisfied | 4 | 9 | 2 | 6 | 3 | 5 | 3 |
| Very dissatisfied | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Very/ somewhat satisfied | 56 | 127 | 61 | 45 | 64 | 54 | 60 |
| Very/ somewhat dissatisfied | 4 | 9 | 2 | 6 | 3 | 5 | 3 |
| Average rating | 3.8 | - | 3.9 | 3.6 | 3.9 | 3.7 | 3.9 |

*Percentages based on respondents who evaluated this statement (i.e. not including Don't know/ Not applicable)

6.12 Volunteer Opportunities with Non APPI Entities

23. Below is a list of benefits and services that APPI provides. Please indicate your satisfaction with these items:

k) Volunteer Opportunities with Non APPI Entities



The majority of respondents (54%) are neither satisfied or dissatisfied with this item. We wonder if this tendency to take the mid-ground is based on unfamiliarity with this item.

Candidate members are more likely to express a level of dissatisfaction.

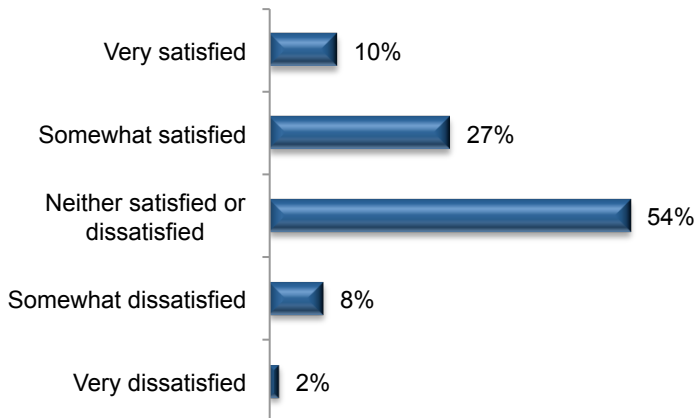
| | Total % | Total N | Professional status | | Alberta City | | |
|------------------------------------|------------|------------|---------------------|----------------|--------------|---------------|------------|
| | | | RPP | Candi- date | Calgary | Edmon- ton | Other |
| | | | % | % | % | % | % |
| Total Reporting | 100 | 216 | 152 | 53 | 68 | 87 | 34 |
| Very satisfied | 8 | 17 | 9 | 6 | 6 | 11 | 9 |
| Somewhat satisfied | 23 | 49 | 22 | 26 | 26 | 20 | 21 |
| Neither satisfied or dissatisfied | 54 | 116 | 56 | 47 | 49 | 55 | 59 |
| Somewhat dissatisfied | 13 | 28 | 11 | 15 | 16 | 9 | 12 |
| Very dissatisfied | 3 | 6 | 2 | 6 | 3 | 5 | 0 |
| Very/ somewhat satisfied | 31 | 66 | 31 | 32 | 32 | 31 | 29 |
| Very/ somewhat dissatisfied | 16 | 34 | 13 | 21 | 19 | 14 | 12 |
| Average rating | 3.2 | - | 3.2 | 3.1 | 3.2 | 3.2 | 3.3 |

*Percentages based on respondents who evaluated this statement (i.e. not including Don't know/ Not applicable)

6.13 APPI Social Media Sites (Facebook, LinkedIn, Twitter)

23. Below is a list of benefits and services that APPI provides. Please indicate your satisfaction with these items:

l) APPI Social Media Sites (Facebook, LinkedIn, Twitter)



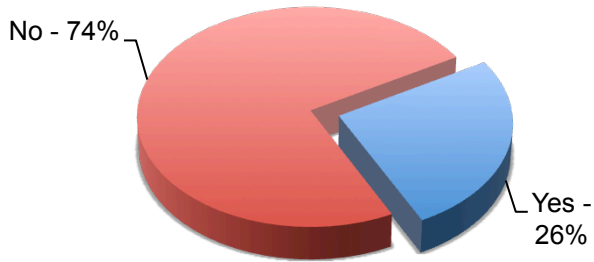
Over one-third are satisfied with APPI social media sites. Once again, however we see a over half of respondents are neither satisfied or dissatisfied. Does this suggest that a large proportion are not using or aware of these items?

| | Total % | Total N | Professional status | | Alberta City | | |
|------------------------------------|------------|------------|---------------------|----------------|--------------|---------------|------------|
| | | | RPP | Candi- date | Calgary | Edmon- ton | Other |
| | | | % | % | % | % | % |
| Total Reporting | 100 | 198 | 140 | 48 | 69 | 77 | 25 |
| Very satisfied | 10 | 20 | 11 | 8 | 12 | 12 | 8 |
| Somewhat satisfied | 27 | 53 | 25 | 29 | 33 | 19 | 28 |
| Neither satisfied or dissatisfied | 54 | 106 | 56 | 46 | 54 | 51 | 56 |
| Somewhat dissatisfied | 8 | 16 | 7 | 13 | 1 | 14 | 8 |
| Very dissatisfied | 2 | 3 | 1 | 4 | 0 | 4 | 0 |
| Very/ somewhat satisfied | 37 | 73 | 36 | 37 | 45 | 31 | 36 |
| Very/ somewhat dissatisfied | 10 | 19 | 8 | 17 | 1 | 18 | 8 |
| Average rating | 3.4 | - | 3.4 | 3.2 | 3.6 | 3.2 | 3.4 |

*Percentages based on respondents who evaluated this statement (i.e. not including Don't know/ Not applicable)

6.14 Other items that should be included on the APPI website

25. Are there other items that you think should be included on the APPI website?



A minority of members (26%) believe that there are other items that should be included on the APPI website.

RPP's are more likely to be suggesting the inclusion of additional items.

| | Total % | Total N | Professional status | | Alberta City | | |
|------------------------|------------|------------|---------------------|---------------------|--------------|--------------------|------------|
| | | | RPP % | Candi- date % | Calgary % | Edmon- ton % | Other % |
| Total Reporting | 100 | 273 | 194 | 66 | 90 | 115 | 35 |
| Yes | 26 | 71 | 29 | 18 | 27 | 30 | 14 |
| No | 74 | 202 | 71 | 82 | 73 | 70 | 86 |

7. APPI Learning Opportunities

7.1 Summary

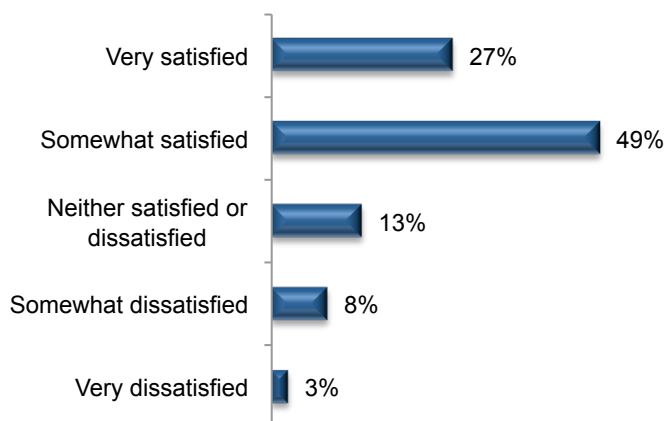
The table below summarizes the ratings given to four APPI learning opportunities. We have ranked these based on the percentage who are very/somewhat satisfied. We note that courses receive the lowest percent who are very/somewhat satisfied and highest percent who are somewhat/very dissatisfied.

| | Very/Somewhat Satisfied | Neither Satisfied / Dissatisfied | Somewhat / Very Dissatisfied |
|----------------------------|-------------------------|----------------------------------|------------------------------|
| | % | % | % |
| Regional events | 76 | 13 | 11 |
| Sessions at the conference | 69 | 22 | 9 |
| Workshops | 62 | 26 | 12 |
| Courses | 55 | 31 | 14 |

7.2 Regional events (presentations, tours, films)

26. Below is a list of activities that APPI provided in the last fiscal year. Please indicate whether you were satisfied or dissatisfied with those that you attended:

a) Regional events (presentations, tours, films)



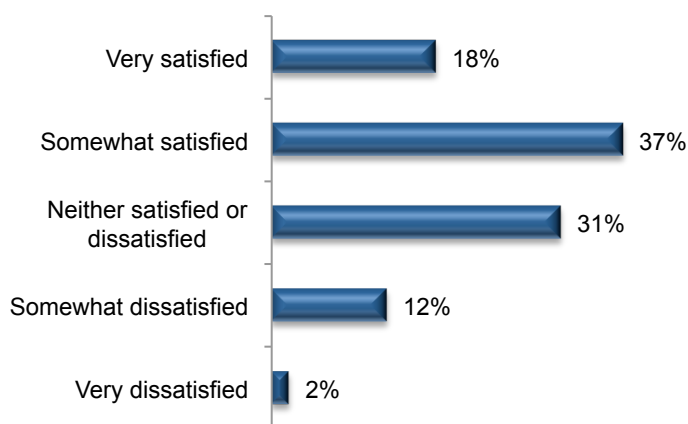
Seventy-six percent of respondents are very/somewhat satisfied with regional events. This level of satisfaction is consistent amongst RPP's and Candidate members.

| | Total % | Total N | Professional status | | Alberta City | | |
|------------------------------------|------------|------------|---------------------|-------------|--------------|------------|------------|
| | | | RPP % | Candidate % | Calgary % | Edmonton % | Other % |
| Total Reporting | 100 | 275 | 197 | 62 | 96 | 115 | 31 |
| Very satisfied | 27 | 74 | 26 | 24 | 32 | 23 | 29 |
| Somewhat satisfied | 49 | 134 | 49 | 55 | 46 | 56 | 42 |
| Neither satisfied or dissatisfied | 13 | 37 | 14 | 10 | 11 | 12 | 16 |
| Somewhat dissatisfied | 8 | 23 | 8 | 10 | 8 | 7 | 10 |
| Very dissatisfied | 3 | 7 | 3 | 2 | 2 | 3 | 3 |
| Very/ somewhat satisfied | 76 | 208 | 75 | 79 | 78 | 78 | 71 |
| Very/ somewhat dissatisfied | 11 | 30 | 11 | 11 | 10 | 10 | 13 |
| Average rating | 3.9 | - | 3.9 | 3.9 | 4.0 | 3.9 | 3.8 |

*Percentages based on respondents who evaluated this statement (i.e. not including Don't know/ Not applicable)

7.3 Satisfaction with APPI Learning Activities: Courses

26. Below is a list of activities that APPI provided in the last fiscal year. Please indicate whether you were satisfied or dissatisfied with those that you attended:
b) Courses



Of the four learning activities, courses received the lowest level of satisfaction. They also received the highest level of those saying they are neither satisfied or dissatisfied. Despite the fact that the question specifically asked respondents to rate activities they had attended, we speculate that some members are not aware or have not experienced this learning opportunity.

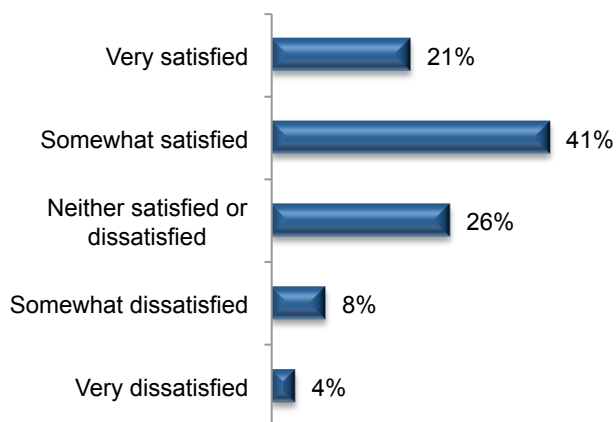
| | Total % | Total N | Professional status | | Alberta City | | |
|------------------------------------|------------|------------|---------------------|---------------------|--------------|--------------------|------------|
| | | | RPP % | Candi- date % | Calgary % | Edmon- ton % | Other % |
| Total Reporting | 100 | 211 | 160 | 41 | 78 | 79 | 28 |
| Very satisfied | 18 | 37 | 17 | 15 | 19 | 16 | 18 |
| Somewhat satisfied | 37 | 79 | 38 | 39 | 35 | 39 | 39 |
| Neither satisfied or dissatisfied | 31 | 65 | 29 | 34 | 36 | 28 | 29 |
| Somewhat dissatisfied | 12 | 26 | 13 | 12 | 10 | 13 | 14 |
| Very dissatisfied | 2 | 4 | 2 | 0 | 0 | 4 | 0 |
| Very/ somewhat satisfied | 55 | 116 | 56 | 54 | 54 | 56 | 57 |
| Very/ somewhat dissatisfied | 14 | 30 | 16 | 12 | 10 | 16 | 14 |
| Average rating | 3.6 | - | 3.5 | 3.6 | 3.6 | 3.5 | 3.6 |

*Percentages based on respondents who evaluated this statement (i.e. not including Don't know/ Not applicable)

7.4 Satisfaction with APPI Learning Activities: Workshops

26. Below is a list of activities that APPI provided in the last fiscal year. Please indicate whether you were satisfied or dissatisfied with those that you attended:

c) Workshops



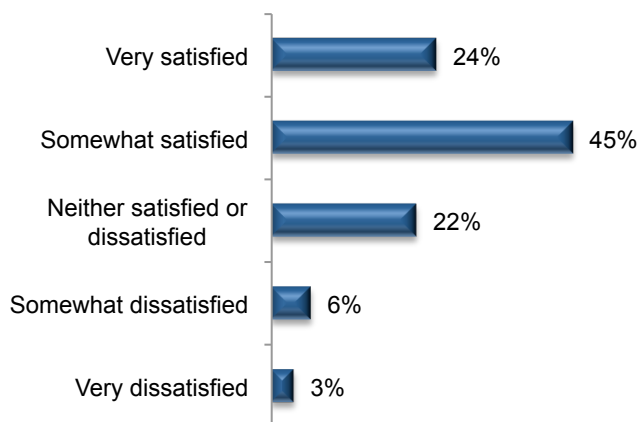
Approximately two-thirds (62%) of respondents are satisfied with workshops. This satisfaction level is slightly higher amongst RPP's.

| | Total | | Professional status | | Alberta City | | |
|------------------------------------|------------|------------|---------------------|-------------|--------------|------------|------------|
| | % | N | RPP % | Candidate % | Calgary % | Edmonton % | Other % |
| Total Reporting | 100 | 223 | 167 | 44 | 84 | 81 | 30 |
| Very satisfied | 21 | 46 | 20 | 18 | 23 | 19 | 27 |
| Somewhat satisfied | 41 | 92 | 43 | 39 | 45 | 40 | 40 |
| Neither satisfied or dissatisfied | 26 | 59 | 23 | 36 | 24 | 28 | 27 |
| Somewhat dissatisfied | 8 | 18 | 10 | 5 | 8 | 7 | 7 |
| Very dissatisfied | 4 | 8 | 4 | 2 | 0 | 6 | 0 |
| Very/ somewhat satisfied | 62 | 138 | 63 | 57 | 68 | 58 | 67 |
| Very/ somewhat dissatisfied | 12 | 26 | 14 | 7 | 8 | 14 | 7 |
| Average rating | 3.7 | - | 3.7 | 3.7 | 3.8 | 3.6 | 3.9 |

*Percentages based on respondents who evaluated this statement (i.e. not including Don't know/ Not applicable)

7.5 Satisfaction with APPI Learning Activities: Sessions at the conference

26. Below is a list of activities that APPI provided in the last fiscal year. Please indicate whether you were satisfied or dissatisfied with those that you attended:
d) Sessions at the conference



Slightly over two-thirds of our member sample (69%) are satisfied with the sessions at the conference.

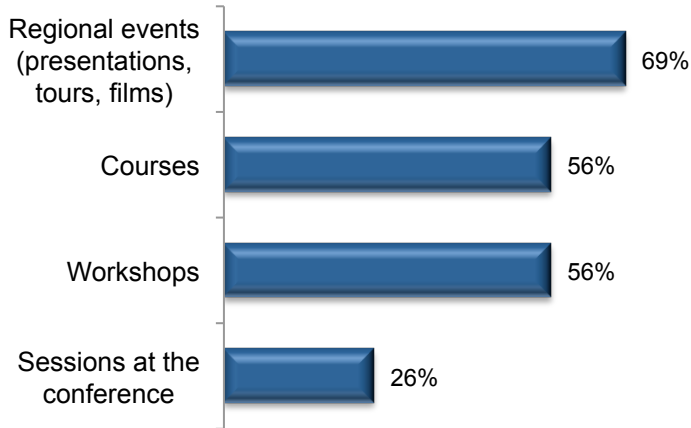
A higher percentage of Candidate members put themselves into the satisfied category.

| | | | Professional status | | Alberta City | | |
|------------------------------------|------------|------------|---------------------|------------|--------------|------------|------------|
| | Total | Total | RPP | Candi- | Calgary | Edmon- | Other |
| | % | N | % | date | % | ton | % |
| Total Reporting | 100 | 237 | 171 | 54 | 80 | 97 | 30 |
| Very satisfied | 24 | 58 | 23 | 24 | 25 | 27 | 23 |
| Somewhat satisfied | 45 | 106 | 44 | 54 | 46 | 43 | 47 |
| Neither satisfied or dissatisfied | 22 | 51 | 22 | 17 | 23 | 18 | 30 |
| Somewhat dissatisfied | 6 | 14 | 6 | 4 | 4 | 7 | 0 |
| Very dissatisfied | 3 | 8 | 4 | 2 | 3 | 5 | 0 |
| Very/ somewhat satisfied | 69 | 164 | 67 | 78 | 71 | 70 | 70 |
| Very/ somewhat dissatisfied | 9 | 22 | 11 | 6 | 6 | 12 | 0 |
| Average rating | 3.8 | - | 3.8 | 3.9 | 3.9 | 3.8 | 3.9 |

*Percentages based on respondents who evaluated this statement (i.e. not including Don't know/ Not applicable)

7.6 Learning Opportunities that Should be Offered more Frequently

28. *What types of activities/ events/ courses/ sessions/ tours/ other would you like to see offered more frequently?*



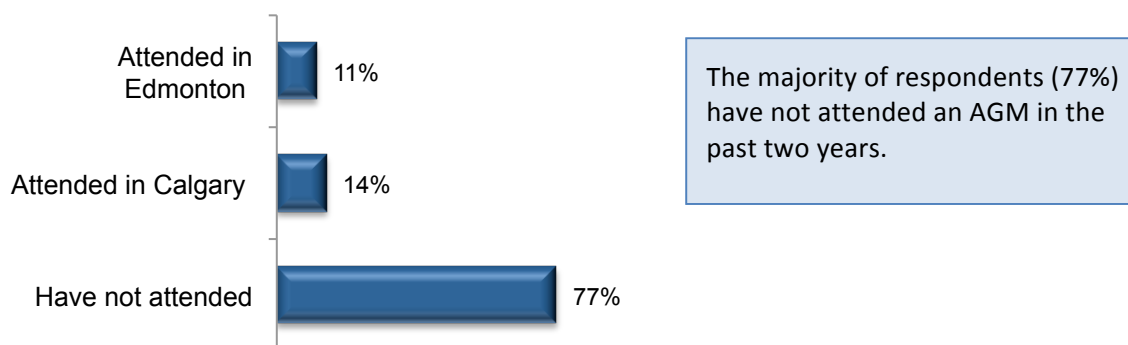
Respondents are most likely to indicate that they would like to see more regional events.

| | Total % | Total N | Professional status | | Alberta City | | |
|---|------------|------------|---------------------|---------------------|--------------|--------------------|------------|
| | | | RPP % | Candi- date % | Calgary % | Edmon- ton % | Other % |
| Total Reporting | 100 | 308 | 215 | 78 | 107 | 126 | 43 |
| Regional events (presentations, tours, films) | 69 | 211 | 67 | 71 | 67 | 75 | 70 |
| Courses | 56 | 172 | 55 | 62 | 58 | 52 | 63 |
| Workshops | 56 | 172 | 55 | 58 | 49 | 60 | 65 |
| Sessions at the conference | 26 | 79 | 28 | 18 | 22 | 26 | 26 |

8. APPI AGM

8.1 Attended AGM(s)

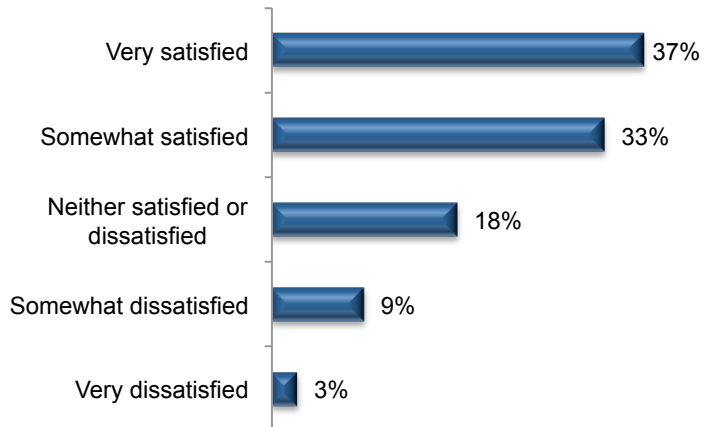
30. *Have you attended an AGM in either Edmonton or Calgary within the past two years?*



| | Total % | Total N | Professional status | | Alberta City | | |
|--|------------|------------|---------------------|---------------------|--------------|--------------------|------------|
| | | | RPP % | Candi- date % | Calgary % | Edmon- ton % | Other % |
| Total Reporting | 100 | 333 | 230 | 85 | 109 | 143 | 43 |
| Attended an AGM in Edmonton | 11 | 37 | 13 | 6 | 4 | 18 | 2 |
| Attended an AGM in Calgary | 14 | 46 | 17 | 8 | 28 | 6 | 14 |
| Have not attended an AGM in the past two years | 77 | 257 | 72 | 87 | 72 | 78 | 84 |

8.2 Satisfaction with the AGM(s)

31. What was your level of satisfaction with the AGM(s) that you attended?



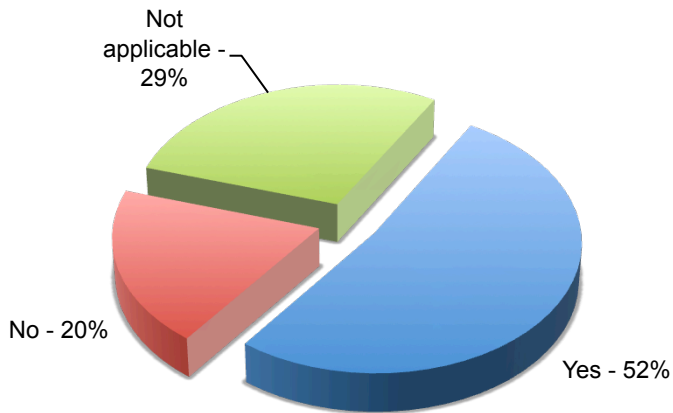
Seventy percent of respondents were satisfied with the AGM they attended.

Satisfaction with the Edmonton AGM was higher than the Calgary AGM.

| | | | Professional status | | Alberta City | | |
|------------------------------------|------------|-----------|---------------------|------------|--------------|------------|------------|
| | Total | Total | RPP | Candi- | Calgary | Edmon- | Other |
| | % | N | % | date | % | ton | % |
| Total Reporting | 100 | 76 | 64 | 11 | 30 | 31 | 7 |
| Very satisfied | 37 | 28 | 39 | 27 | 33 | 45 | 29 |
| Somewhat satisfied | 33 | 25 | 31 | 36 | 27 | 39 | 43 |
| Neither satisfied or dissatisfied | 18 | 14 | 17 | 27 | 20 | 13 | 29 |
| Somewhat dissatisfied | 9 | 7 | 9 | 9 | 13 | 3 | 0 |
| Very dissatisfied | 3 | 2 | 3 | 0 | 7 | 0 | 0 |
| Don't know | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Not applicable | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Very/ somewhat satisfied | 70 | 53 | 70 | 64 | 60 | 84 | 71 |
| Very/ somewhat dissatisfied | 12 | 9 | 13 | 9 | 20 | 3 | 0 |
| Average rating | 3.9 | - | 3.9 | 3.8 | 3.7 | 4.3 | 4.0 |

8.3 Support for AGM in Red Deer

32. Would you be in support of an AGM located in Red Deer?



Slightly over half (52%) of respondents support having an AGM located in Red Deer.

| | Total % | Total N | Professional status | | Alberta City | | |
|------------------------|------------|------------|---------------------|---------------------|--------------|--------------------|------------|
| | | | RPP % | Candi- date % | Calgary % | Edmon- ton % | Other % |
| Total Reporting | 100 | 339 | 235 | 86 | 112 | 145 | 43 |
| Yes | 52 | 176 | 57 | 37 | 48 | 52 | 58 |
| No | 19 | 66 | 19 | 23 | 20 | 21 | 14 |
| Not applicable | 29 | 97 | 24 | 40 | 32 | 26 | 28 |