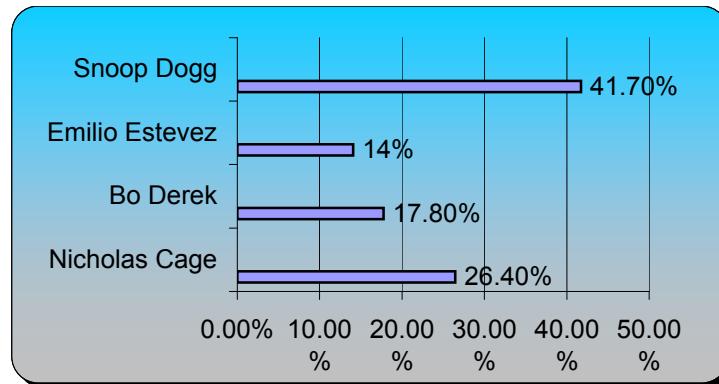


Let's Look in the Mirror and See What We See

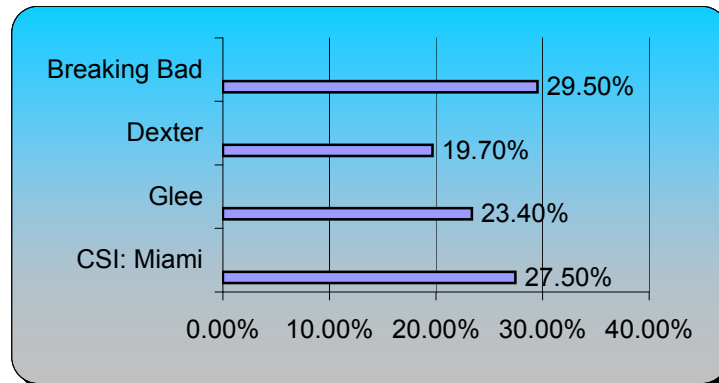
1.) Which actor did NOT grow up in Long Beach? Responses

Nicholas Cage	26.45%
Bo Derek	17.77%
Emilio Estevez	14.05%
Snoop Dogg	41.74%
Totals	100%



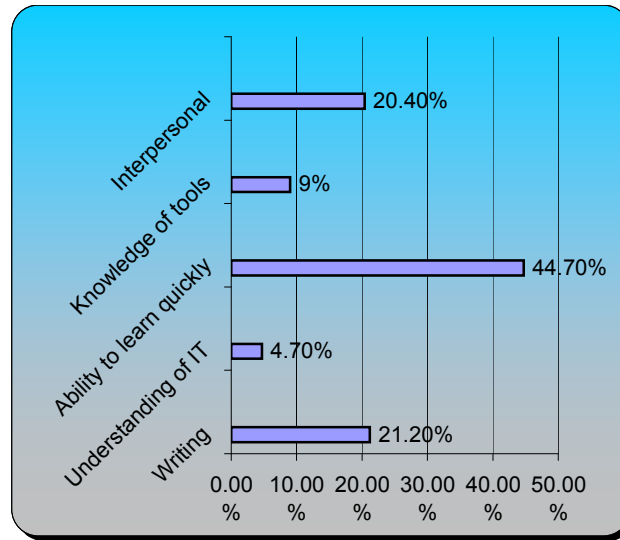
2.) Which TV show has NOT been filmed at some point in Long Beach? Responses

CSI: Miami	27.46%
Glee	23.36%
Dexter	19.67%
Breaking Bad	29.51%
Totals	100%



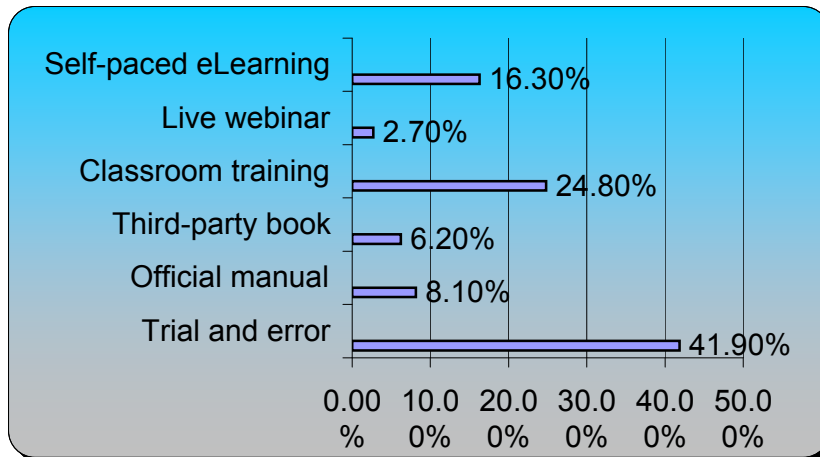
3.) Which skills are most important in your career? Responses

Writing	21.18%
Understanding of IT	4.71%
Ability to learn quickly	44.71%
Knowledge of tools	9.02%
Interpersonal	20.39%
Totals	100%



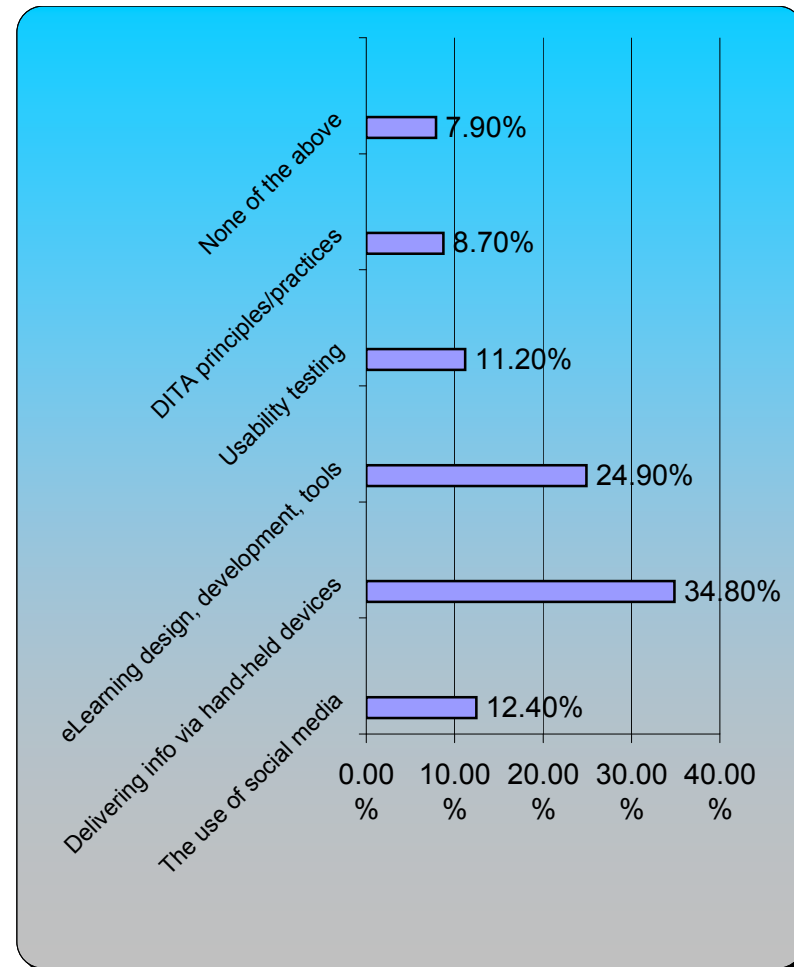
4.) What's your favorite way to learn to use a new authoring tool? Responses

Trial and error	41.86%
Official manual	8.14%
Third-party book	6.20%
Classroom training	24.81%
Live webinar	2.71%
Self-paced eLearning	16.28%
Totals	100%



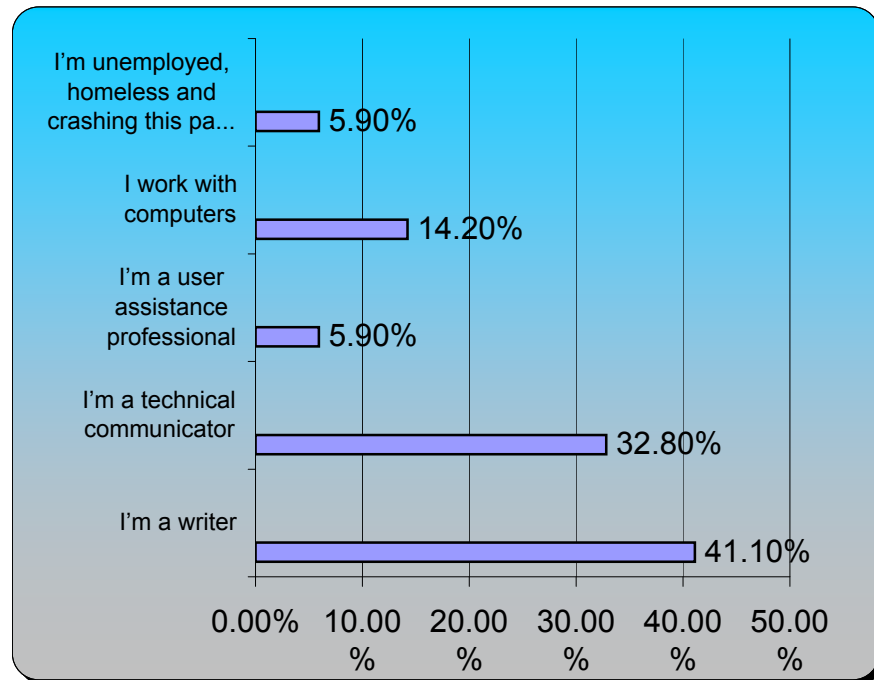
5.) Improving skills in which of the following might best prepare you for the future?

	Responses
The use of social media	12.45%
Delivering info via hand-held devices	34.85%
eLearning design, development, tools	24.90%
Usability testing	11.20%
DITA principles/practices	8.71%
None of the above	7.88%
Totals	100%



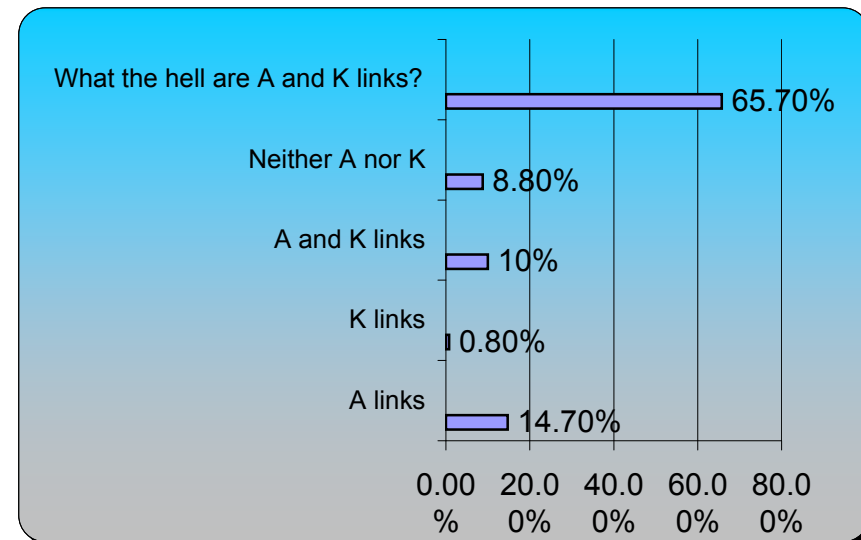
6.) When asked at a party what you do for a living, you respond:?

	Responses
I'm a writer	41.11%
I'm a technical communicator	32.81%
I'm a user assistance professional	5.93%
I work with computers	14.23%
I'm unemployed, homeless and crashing this pa...	5.93%
Totals	100%



7.) Which of the following Help controls do you use?

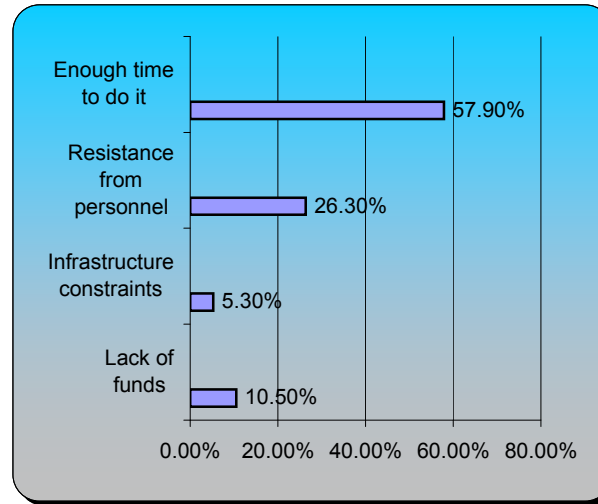
	Responses
A links	14.74%
K links	0.80%
A and K links	9.96%
Neither A nor K	8.76%
What the hell are A and K links?	65.74%
Totals	100%



8.) What's the biggest challenge to adopting a new tool or process?

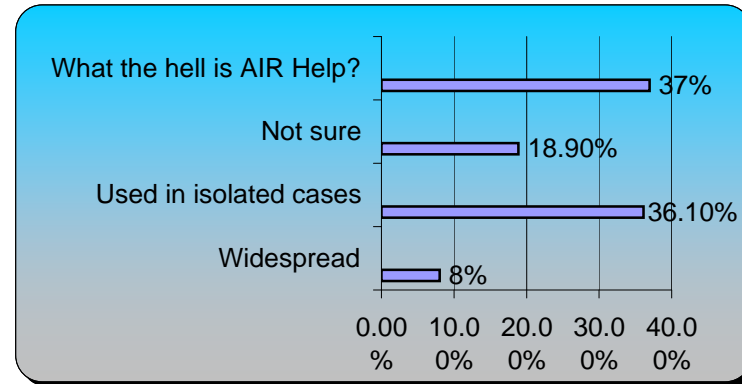
Responses

Lack of funds	10.53%
Infrastructure constraints	5.26%
Resistance from personnel	26.32%
Enough time to do it	57.89%
Totals	100%



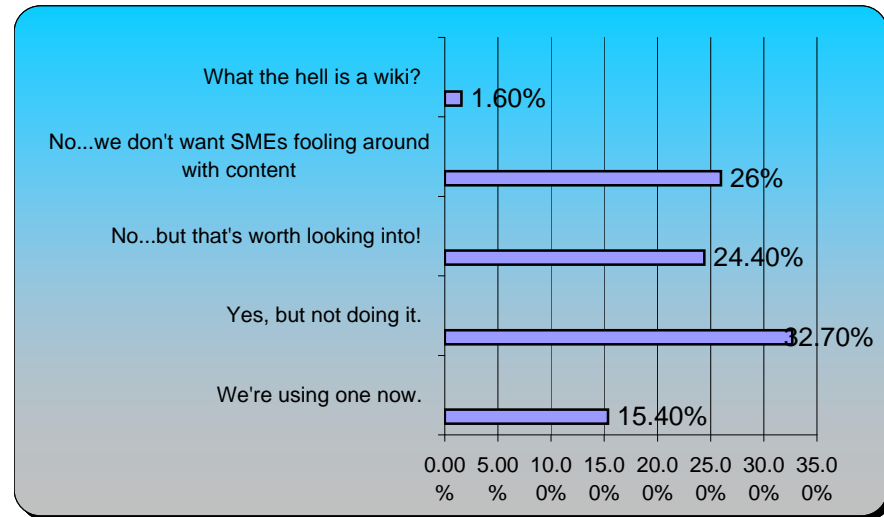
9.) Where do you think AIR Help will be 5 years from now?

	Responses
Widespread	8.03%
Used in isolated cases	36.14%
Not sure	18.88%
What the hell is AIR Help?	36.95%
Totals	100%



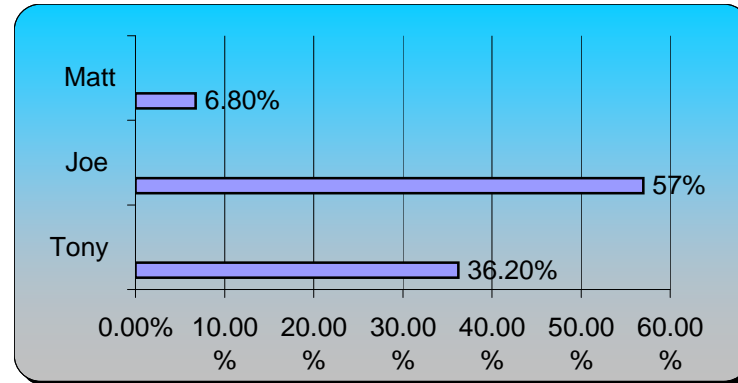
10.) Have you considered using a wiki for SMEs to review content?

	Responses
We're using one now.	15.35%
Yes, but not doing it.	32.68%
No...but that's worth looking into!	24.41%
No...we don't want SMEs fooling around with content	25.98%
What the hell is a wiki?	1.57%
Totals	100%



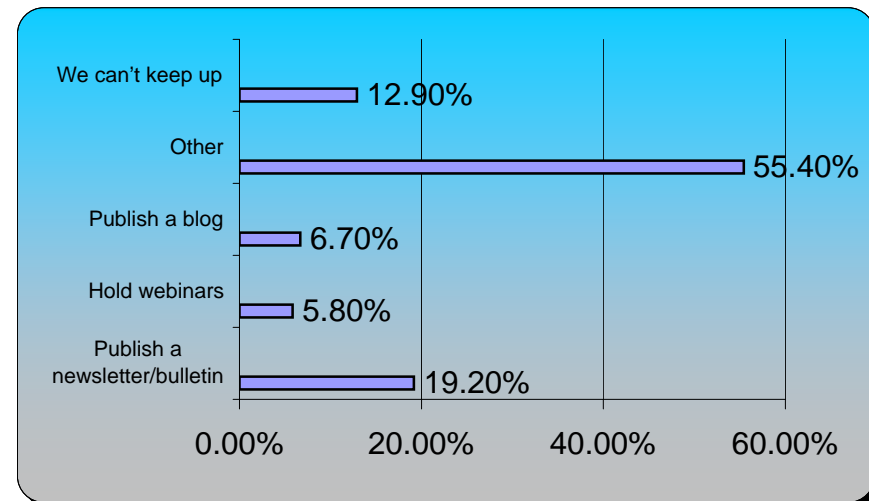
11.) Which of your hosts is known for being somewhat feeble-minded?

	Responses
Tony	36.23%
Joe	57%
Matt	6.76%
Totals	100%



12.) How do you keep your users up to date on software changes?

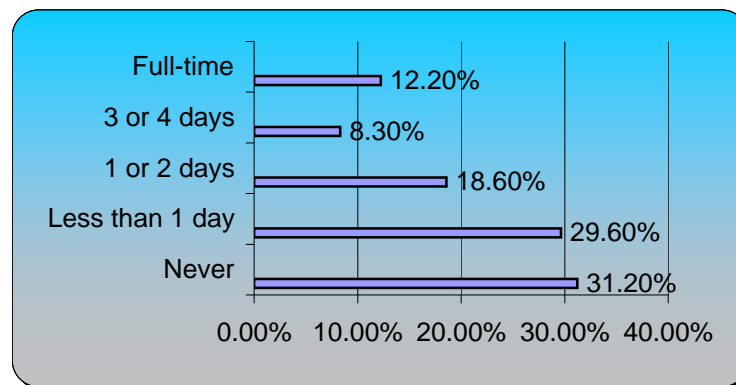
	Responses
Publish a newsletter/bulletin	19.17%
Hold webinars	5.83%
Publish a blog	6.67%
Other	55.42%
We can't keep up	12.92%
Totals	100%



13.) How often do you telecommute to work each week?

Responses

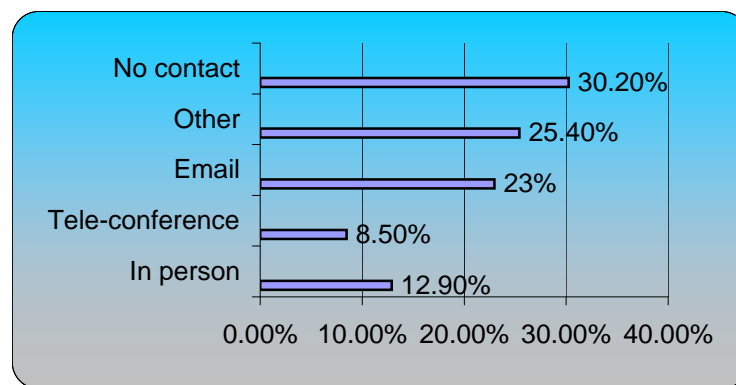
Never	31.23%
Less than 1 day	29.64%
1 or 2 days	18.58%
3 or 4 days	8.30%
Full-time	12.25%
Totals	100%



14.) In the past year, what has been your primary method of non-sales contact with users regarding their needs?

Responses

In person	12.90%
Tele-conference	8.47%
Email	22.98%
Other	25.40%
No contact	30.24%
Totals	100%



15.) What type of Smartphone do you have? Responses

Blackberry/RIM	13.04%
iPhone	23.32%
Windows Phone	3.16%
Android	15.81%
Nokia	0.40%
Other	4.35%
No Smartphone	39.92%
Totals	100%

