

SMPTE Membership Interest Survey

Last Fall, the Society's Membership Committee initiated a comprehensive survey of the membership's major professional and technical interests. About 6,500 members received questionnaires. Approximately 5,000 filled them out and returned them to Headquarters. Through the courtesy of DeLuxe Film Laboratories, Inc., a computer was pre-programmed and the returns were transferred to punch cards for electronic data processing.

The questionnaire itself was divided into two parts. The first was a *major interest* section and members were instructed to check only *one* of the disciplines which most closely paralleled their primary area of technical interest. These primary interest areas were: Motion Pictures, Television, Education, Photo-Science, and Instrumentation & High-Speed Photography.

The second part covered nineteen (19) other categories and members were requested to check off as many of these 19 categories as were most closely allied to their professional or technical specialty.

Approximately 4,300 members adhered to the survey instructions, selecting only one of the five primary interest categories. Part 1 results can be summarized as follows:

Category	Returns
Motion Pictures	2,211
Television	1,204
Education	315
Photo-Science	311
Instrumentation & High-Speed Photography	244

In addition to the above, some 500 other questionnaires were processed separately. These had checked off *more than one* primary interest area. An analysis of this group results in the following summary:

Category	Returns
Motion Pictures	428
Television	319
Education	154
Photo-Science	101
Instrumentation & High-Speed Photography	90

Appendix A is an analysis of the 4,300 returns along with each primary group's secondary interests specialty (Part 2). This *Appendix A* analysis summarizes the 4,300 instruction-followed-returns *only*.

Appendix B is an analysis of the approximately 500 returns selecting *more than one* primary interest.

APPENDIX A

Professional Specialty	Primary Interest				
	Motion Pictures (2,211)	Television (1,204)	Education (315)	Photo-Science (311)	Instrumentation & H-S Photog. (244)
Research & Development	541	294	82	228	151
Television Engineering	78	844	36	20	15
Motion-Picture Equipment	1,284	185	99	61	50
Television Production	291	432	80	7	1
Sound	976	352	97	29	23
Film	989	212	75	78	29
Maintenance	391	302	32	27	14
High-Speed Motion Pictures	163	10	17	32	116
Lighting	567	307	51	24	44
Design	387	264	45	96	57
Motion-Picture Production	1,306	117	133	17	23
Television Equipment	144	800	63	21	19
Tape-Video	190	639	68	23	16
Film Laboratory	769	97	36	84	20
Installation & Construction	334	276	32	29	18
Manufacturing	240	107	27	70	52
Medical	92	46	38	19	20
Consulting	231	148	71	53	46
Other	359	170	102	73	70

APPENDIX B

Professional Specialty	Primary Interest				
	Motion Pictures (428)	Television (319)	Education (154)	Photo-Science (101)	Instrumentation & H-S Photog. (90)
Research & Development	127	91	56	59	48
Television Engineering	103	115	37	18	19
Motion-Picture Equipment	287	190	91	56	51
Television Production	174	161	55	21	18
Sound	232	167	70	37	38
Film	247	176	75	53	45
Maintenance	110	74	33	27	23
High-Speed Motion Pictures	76	36	25	35	56
Lighting	176	126	48	41	40
Design	87	67	36	34	24
Motion-Picture Production	263	174	84	44	45
Television Equipment	155	159	56	25	23
Tape-Video	149	148	61	29	28
Film Laboratory	177	115	55	45	38
Installation & Construction	101	79	40	26	16
Manufacturing	66	46	29	26	20
Medical	32	19	24	16	14
Consulting	65	46	39	30	25
Other	80	68	34	26	17