

# THE RESULTS ARE IN!



We recently surveyed NENA members to get their feedback on our media. Here's what we found out:

## — The Call Magazine

- 36.0%** of respondents say that they pass along *The Call* magazine to others after they are finished reading.
- 28.6%** of respondents say that they save *The Call* magazine for reference after they are finished reading.
- 53.7%** of respondents find *The Call* magazine the most useful industry publication in their work.

## — Dispatch eNewsletter

- 96.1%** of respondents say that the eNewsletter's content is relevant to their job.
- 57.0%** of respondents have referenced past issues of the eNewsletter in the Archive.

## — NENA 9-1-1 Product and Service Guide

- 100%** of respondents refer others to NENA's product and service guide for their purchasing needs.

## — Advertising Effectiveness



**42.8%** of respondents say that they have visited an advertiser's website on an advertisement featured in NENA communications, **33.6%** of respondents have discussed an ad with others, and **25.3%** have saved an ad for reference.



**53.2%** of respondents say that they are more likely to consider purchasing products/services from companies who advertise their products in NENA's publication or media outlets.

## — Demographics



**94.9%** of respondents say that they are a part of the purchasing process within their organization/company.

## What Our Members Are Saying:

"NENA keeps our industry informed in many ways. If you are looking for the latest product, research, course, or idea to better yourself or your center; NENA is a must have communication piece to have on hand."

— Nicole Hinsley

"NENA publications help me keep current on education, legal requirements, industry standards and let me know what new products are available to improve responder and community safety while freeing up my telecommunications."

— Alex Kent

"NENA is an industry leader. NENA provides up to date information in regard to technology, standards, and best practices to its members."

— Jennifer Schwendimann

"Staying abreast of NENA's communications is absolutely essential to keeping up with the technology and direction of the industry."

— Rick Ingle

"NENA has provided me with tools and resources beyond what I anticipated. It has also created meaningful relationships with peers and mentors alike!"

— Samantha Sturgis

