

Preference for Receiving the Directory - Subgroups

Question 16: “Please indicate the manner in which you would prefer to receive the annual membership directory.” The choices were, “Hard copy mailing” vs. “On-line access through SoCRA homepage.”

Having the directory online would seem to have special appeal for non-members and more upscale clinical researchers (higher income, higher education, Research Managers, and Project Managers). A mailed, hard-copy directory would appeal to approximately half of the low-compensated (under \$35,000), the less educated (not college graduates), and Canadians.

Two subgroups diverge from the pattern of high compensation associated with preference for receiving the directory online:

- Clinical Research Associates have above-average compensation yet they are more likely than the total base to prefer receiving hard copy.
- Respondents employed in academia have below-average compensation but above-average preference for an online directory. Of course, academic settings presumably are more “wired” to begin with.

		Hard copy mailing	Online- SoCRA homepage
NOTE: row %s sum across to 100%			
Group	N	630	913
Total base	1543	40.8%	59.2%
SoCRA members	1419	41.8%	58.2%
Significantly more (than total base) prefer hard copy			
Annual compensation \$0 - \$35,000	278	44.6%	55.4%
Education: Not a college graduate	393	51.1%	48.9%
Canada resident	231	47.6%	52.4%
Title: Clinical Research Associate	191	50.8%	49.2%
Significantly more (than total base) prefer online			
Non-members	122	29.5%	70.5%
Annual compensation \$75,000+	179	34.6%	65.4%
Attended SoCRA annual conference 2+ times	159	33.3%	66.7%
Education: college graduate (including post graduate)	1053	36.1%	63.9%
Title: Research Manager	116	30.2%	69.8%
Title: Project Manager	82	26.8%	73.2%
Employer: Academic Research Center/Org.	411	30.7%	69.3%