

SURVEY RESULTS - STATS

The Steering Committee undertook this survey because of concerns that the membership was unhappy with the direction the Guild was taking. This concern arose from comments of members at the Annual Meeting and after the meeting in individual conversations between committee members and Guild members.

We sought to gain a little more information about who are members are from a demographic point of view, what they liked and did not like about the guild, and whether or not they were satisfied with the guild.

First the committee would like to thank the membership for their enthusiastic participation in the survey. 204 members responded and that is over 40%. This is a high number for this kind of survey.

We can make no assumptions about the members who did not reply. For the engineers, all numbers are rounded so the totals may not equal 100%.

Demographics:

1) _____

First we wanted to know if it was our long term or new members who were responding. The respondents are from all groups.

Years of Membership

<1	12%
1-2	17%
3-5	35%
6-10	16%
>10	20%

2) _____

The Guild is solidly middle aged. We had only one response under the age of thirty. We have suspected this for some time and, while we would like more younger members, suspect that most candidates are starting families and employment and have too many other demands on their time. As we get older, we tend to have more time and are able to focus down on our interests.

Age

<30	0.5%
30-50	19%
50-65	53%
>65	27%

Out of curiosity, I looked the 30-50 age group to see how much shop time they put in and found that only 22% of them spent less than 4 hours a week in the shop while 43% spent 5 to 8, 16% spent 9 to 20 and 19% spent over 19%. These are committed people.

3) _____

The next category was time spent in the shop per week. We sought to find out if we were a group of dabblers or a group of heavy duty woodworkers. Of course, we were all things.

Hours	
<4	25%
5-8	29%
9-20	21%
>20	24%

4) _____

We also wanted to know what type of woodworking held their interest. We found that some were very focused with only one interest while others were across the board. This question was clearly biased as, with the exception of cabinetry, the topics represent the subgroups. There are a lot of areas of woodworking not listed and we really did not know how to list them all with out being overwhelmed. We did get a lot of responses to other. In this section, the percentages represent the percent of people choosing an item over the total number of people responding to the question, 197 of 204. (Not everyone responded to each question.)

Cabinetry	112	58%
Furniture	154	79%
Turning	132	68%
Carving	63	32%
Lutherie	24	12%
Tools	109	56%

The other category included:

Basket Making (2)
 Boat Building (4)
 Carving spoons
 Children's education
 Composite Sculpture
 Design
 Finishing (2)
 Furniture Repair
 General Knowledge (2)
 Home Projects Small Functional
 House projects
 Marquetry
 Materials and wood types
 Milling
 Scroll sawing
 Spiritual Design
 Timber Framing
 Toys (3)
 Windsor Chairs

As you can see, this represents a very wide range of interests and, I have no doubt, if these categories had been on the survey list, they would have attracted a much larger number of responses. This list should provide some help to program coordinators for some time to come and raises the possibilities of new sub groups.

5 & 6) _____

The Steering Committee has know for some time that we have a very large silent majority. Those who belong but who we never see at meetings. We hoped to find out more about them and hoped that they would respond. They did as you can see from the meetings attended data below.

Meetings Attended	Guild Meeting	SubGroup or Other Meetings
0	50%	47%
1	14%	17%
2	17%	12%
3	7%	9%
4 or More	12%	14%

Note — 43% did not attend either any subgroup or any guild meeting. 7% attended greater than 4 guild meetings and greater then 4 subgroup meetings.

That concludes the demographic part of our survey. We do have the ability to refine the data in any number of ways as it is all on a spreadsheet and if members have specific questions, we can try and answer them.

7, 8 & 9) _____

The strongest reason for doing the survey was to determine if members were happy with the Guild and, if possible to find out why or why not. We felt that people might join the guild for one reason but stay for another so we tried to get at this by asking for the reasons they joined and for the reasons they renewed. We did find some small differences.

We also tried to find out how the members felt that the Guild responded to their needs. This question was poorly worded and unsuccessful. For example, if someone joined the Guild to get a discount, then, since the Guild offers a discount from its advertisers, everyone should have responded positively. If getting a discount was of no interest, they still should have responded positively since we were still meeting their need. Instead people seemed to rank their needs. We have included the results but please do not put much faith in them. We may try this question in a different format at some time in the future.

We have ranked the choices by popularity. The numbers are the total of the responses divided by the number of persons responding to each item. Some people only responded to some of the items, some to all and some to none. We have not put in the other because they strongly tended to be comments and have included them in the comment section. Remember 5 represents the strongest feeling for an activity and 1 the most negative so anything over a 3 is a fairly strong to very strong reason for joining or staying, around 3 is take it or leave it and under 3 is not a reason for joining or staying.

Reasons for Joining 1-5	Average
To learn woodworking	4.06
Inspire my woodworking	3.83
To get the Old Saw	3.77
Fellowship	2.99
To get 10% discounts	2.83
To teach woodworking	1.97
Community Service	1.84

8)_____

Reasons for Renewing 1-5

To get the Old Saw	4.20
To learn woodworking	4.04
Inspire woodworking	3.88
To get 10% discounts	3.16
Fellowship	2.92
To teach woodworking	2.01
Community Service	1.85

9)_____

Level that Expectations Met

To get the Old Saw	4.57
To learn woodworking	4.20
To inspire woodworking	4.18
To get 10% discounts	4.15
Fellowship	3.90
Community Service	3.42
To teach woodworking	2.95

10)_____

The last question, whether or not you would recommend the Guild to someone else, was the most important. There is research which, we are told, says that, if someone will highly recommend an organization to someone else, they are happy with the organization. That made sense to us. We were pleased to see how strongly our members felt about the Guild.

	Ranking	
Likelihood to recommend the	1	0.52%
Guild to someone	2	1.03%
5 most likely -	3	4.64%
	4	7.73%
	5	86.08%

The Steering Committee is very much aware that it is not itself that makes these numbers what they are but rather the interaction among the members and the members willingness to teach each other through demonstrations, articles in the Old Saw (now the Journal) and volunteering to do all the little and big jobs that keep the Guild running smoothly. The committee does feel that the survey shows that we should continue on our current course without major alteration but that we should continue to attempt to fine tune things to make them even smoother.

There were approximately 400 comments covering 12+ pages when edited down. We will not reproduce them all here but we will write a summary in a separate article.

David Frechette for the Guild of New Hampshire Woodworkers Steering Committee