

# American Association of Woodturners Member Survey - Fall 2009

The purpose of the American Association of Woodturners, as stated in its By-Laws, is to foster a wider understanding and appreciation of lathe-turning as a traditional and contemporary craft and a form of art among the general public, hobbyist turners, part-time turners, and professional turners. This is to be accomplished by providing education, information, organization, technical assistance, and publications related to woodturning.

This survey is being conducted to gauge the membership's opinion on the association's success at meeting these goals.

## 1. Are you currently a member of AAW?

Yes

No

## 2. If yes, how long have you been a member of AAW?

Less than a year

Between 1 and 2 years

3 to 5 years

6 to 10 years

More than 10 years

## 3. Overall, how satisfied are you with AAW?

	Very satisfied	Somewhat satisfied	Neutral	Somewhat dissatisfied	Very dissatisfied
Index	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Comments?

## 4. Would you recommend AAW membership to a friend or fellow woodturner?

	Definitely would recommend	Probably would recommend	Don't know	Probably would not recommend	Definitely would not recommend
Answer	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Comments?

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5. Do you plan to renew your current membership?

	Definitely will renew	Probably will renew	Don't know	Probably will not renew	Definitely will not renew
Answer	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

If you do not plan to renew, please indicate why you feel this way.

6. How do you feel about AAW's membership dues and value for your money?

- Dues are a bargain at any price.
- Dues are a good value.
- Dues are fair to moderately expensive.
- Dues are too expensive for the value I receive.

Optional comment.

7. Have you considered upgrading your General membership to Business/Professional level? To learn more [click here](#)

- I am already a Business/Professional level member.
- Yes, but I am not clear on what the benefits are, or if the extra \$25 per year is worth it.
- No, but I would like to learn more (see AAW website for additional information).
- Does not apply to me or I have no interest.

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8. Please select the main reasons why you are an AAW member. (Select up to three that apply.)

- To obtain information and resources on woodturning techniques
- To meet and interact with others who share my interests (networking)
- To obtain AAW publications (paper and/or electronic)
- To serve as a volunteer (e.g. serve on committees, speak at symposiums, demonstrate)
- To contribute to my hobby or profession
- To keep myself informed of advancements in the field of woodturning
- To attend local chapter activities
- To get access to woodturning educational opportunities
- To obtain information about professional turners and their styles
- To gain focused access to woodturners for promotion of turning machinery and supplies

9. Please indicate how well you feel AAW is providing opportunities in each of these areas.

	Very Well	Well	OK	Poorly	Very Poorly	No Opinion
Information and resources on woodturning techniques	jn	jn	jn	jn	jn	jn
Meeting and interacting with others who share my interests (networking)	jn	jn	jn	jn	jn	jn
AAW publications (paper and/or electronic)	jn	jn	jn	jn	jn	jn
Opportunities to volunteer	jn	jn	jn	jn	jn	jn
Ability to contribute to my hobby or profession	jn	jn	jn	jn	jn	jn
Informed of advancements in field of woodturning	jn	jn	jn	jn	jn	jn
Local chapter activities	jn	jn	jn	jn	jn	jn
Information about professional turners and their styles	jn	jn	jn	jn	jn	jn
Focused access to woodturners for promotion of turning machinery and supplies	jn	jn	jn	jn	jn	jn

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10. Have you participated in the AAW sponsored health insurance program?  
To learn more [click here](#)

Yes, I signed up and it has saved me money or provides a service that I did not have previously.

I signed up but did not like it.

Yes, I have inquired, but determined that it would not save me any money.

Yes, I have inquired but determined that the policy offerings are not right for me or my situation.

Yes, I inquired but was turned down.

No, but I would like to learn more (see AAW website to learn about this insurance offering)

No interest

Other (please specify)

11. Have you participated in the AAW sponsored woodturning business related insurance program? To learn more [click here](#)

Yes, I signed up and it has saved me money or provides a service that I did not have previously.

Yes, I have inquired, but determined that it would not save me any money.

Yes, I have inquired but determined that the policy offerings are not right for me or my situation.

Yes, I inquired but was turned down.

No, but I would like to learn more (see AAW website to learn about this insurance offering)

No interest

Other (please specify)

12. How often do you visit the following websites?

	Multiple times per day	Daily	2-3 times per week	Monthly	Never
AAW website	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
General search engines (e.g. Google, Yahoo, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tool and equipment Distributors websites	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other woodturning related websites	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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13. Indicate whether you agree or disagree with the following statements about the AAW web site.

	Strongly agree	Somewhat agree	Neutral	Somewhat disagree	Strongly disagree	No opinion
The site is visually attractive.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The site is easy to navigate.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The site is pleasurable to visit.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The site provides the information I need.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The "members only" section is useful.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Do you have any comments or suggestions?

14. Do you read the American Woodturner journal?

Yes, I read it cover to cover.

Yes, but only the articles that interest me.

I only look at the photos.

I just don't have the time or interest to read or look at the journal.

List other woodworking journals or magazines which you read:

15. How do you feel about the American Woodturner journal as a benefit of AAW membership? To learn about additional member benefits [click here](#)

The journal is the only reason that I am a member of AAW.

The journal is the main benefit, but there are additional reasons to be a member of AAW.

There are other benefits equal to or perhaps more important than the Journal.

Other (please specify)

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16. What aspects of the American Woodturner do you find most interesting? (Choose all that apply) Note: AAW By-Laws require American Woodturner to be "a chronicle of issues and events related to the traditional and contemporary art and craft of woodturning." To review AAW By-Laws [click here](#)

- Commentary on noted turners and the field of woodturning
- Reviews of woodturning exhibitions
- Association news and notes
- Discussions and reviews of woodturning techniques and tools
- Discussion of woodturning design methodology
- Woodturning project descriptions
- Chapter news
- Advertising related to woodturning machinery and supplies

17. Please indicate your level of satisfaction with the American Woodturner's reflection of its goals.

	Very satisfied	Somewhat satisfied	Neutral	Somewhat dissatisfied	Very dissatisfied
Commentary on noted turners and the field of woodturning	jn	jn	jn	jn	jn
Reviews of woodturning exhibitions	jn	jn	jn	jn	jn
Association news and notes	jn	jn	jn	jn	jn
Discussions and reviews of woodturning techniques and tools	jn	jn	jn	jn	jn
Discussion of woodturning design methodology	jn	jn	jn	jn	jn
Woodturning project descriptions	jn	jn	jn	jn	jn
Chapter news	jn	jn	jn	jn	jn
Advertising related to woodturning machinery and supplies	jn	jn	jn	jn	jn

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18. Please indicate your satisfaction with the following elements of American Woodturner:

	Very satisfied	Somewhat satisfied	Neutral	Somewhat dissatisfied	Very dissatisfied
Relevance of content to my woodturning needs	jñ	jñ	jñ	jñ	jñ
Skill level of content	jñ	jñ	jñ	jñ	jñ
Quality of articles	jñ	jñ	jñ	jñ	jñ
Breadth of topics covered	jñ	jñ	jñ	jñ	jñ
Authors of articles	jñ	jñ	jñ	jñ	jñ
Quality of design and layout	jñ	jñ	jñ	jñ	jñ

If you are dissatisfied with a particular area, please explain.

19. What amount of content about each of these topics, would you like to see in American Woodturner.

	Much more content than now in journal	More content than now	Same amount of content as now	Less content than now	No content at all
Commentary on noted turners and the field of woodturning	jñ	jñ	jñ	jñ	jñ
Reviews of woodturning exhibitions	jñ	jñ	jñ	jñ	jñ
Association news and notes	jñ	jñ	jñ	jñ	jñ
Discussions and reviews of woodturning techniques and tools	jñ	jñ	jñ	jñ	jñ
Discussion of woodturning design methodology	jñ	jñ	jñ	jñ	jñ
Woodturning project descriptions	jñ	jñ	jñ	jñ	jñ
Chapter news	jñ	jñ	jñ	jñ	jñ
Advertising related to woodturning machinery and supplies	jñ	jñ	jñ	jñ	jñ

Add content suggestions here or [Email Editor](#)

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20. If American Woodturner were to be provided in an electronic format, would you be interested in receiving it?

- Yes, instead of the print version
- Yes, in addition to the print version
- Not now, but maybe in the future
- No

21. Have you ever ordered a product from a vendor after being prompted by an advertisement in the journal?

- Yes, many times - I love the ads and see them as a useful resource.
- Yes, occasionally.
- No, I read the ads but have never placed an order prompted by what I read.
- I have no interest in the advertisements found in the journal.

Other (please specify)

22. The AAW publishes a printed Resource Directory. My principal uses of the directory are: (If you are unfamiliar with the Resource Directory [click here](#) )

	Frequently	Sometimes	Seldom	Never
Contact AAW leadership	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Review the member and chapter recognitions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Review and contact local chapters	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Review AAW by-laws and board committees	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Locate and contact other members	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Locate and contact demonstrators	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Locate annual mini-woodturning symposiums	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Find woodturning vendors, publishers, and wood sources	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Find woodturning related DVDs, books, and videos	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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23. I find the electronic copy of the Resource Directory, located on the AAW website just as useful as the printed hard copy. (To review an online copy of the Resource Directory [click here](#))

- Always
- Sometimes
- Never
- No opinion

24. Have you attended an AAW national Symposium? To learn more about the Annual Symposium [click here](#)

- Yes, but only once.
- Yes, 2 or 3 events.
- Yes, 3-5 events.
- Yes, 5 or more.
- No, but I plan on attending one in the future.
- No interest.

25. The national AAW Symposium is held in different locations each year. Is this a good thing?

- Yes, it is only way the AAW can adequately serve its membership.
- Yes, but a repeating 3-5 year cycle of repeating locations might be more efficient.
- No, it should be in the same place annually.
- No, but I offer constructive comments and suggestions.

Comment:)

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26. Have you attended a regional or local woodturning symposium? If so, how did it compare to the AAW national symposium?

Yes, I have been to a regional symposium, but feel that there is no comparison with the AAW symposium - apples and oranges.

Yes, I have been to a regional symposium and feel that the AAW symposium was a better value.

Yes, I have been to a regional symposium and feel that it was a better value than the AAW symposium.

No, I have not attended a regional or local woodturning symposium.

Which regional symposiums have you attended?

27. Indicate whether you agree or disagree with the following statements about the AAW Symposium.

	Strongly agree	Somewhat agree	Neutral	Somewhat disagree	Strongly disagree	No opinion
The symposium(s) I attended served my needs.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The symposium(s) I attended met my expectations.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The symposium(s) I attended provided a good value.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Comments:

28. Do you have any comments or suggestions relative to how the AAW Symposium can be improved, or better suit your needs?

29. Are you a member of a local AAW chapter?

Yes

No

If Yes, are you a member of one chapter or multiple chapters?

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30. Describe your level of activity in your local chapter. (Choose all that apply)

- Attend most meetings
- Attend few meetings
- Officer, past or present
- Demonstrator, past or present
- Participate in "show and tell"
- Participate in monthly challenge projects
- Attend professional demonstrations
- Utilize educational materials (books, DVDs, etc.)

31. How many years have you been interested in woodturning?

	2 or less	2-5	5-10	10 or more
Years	jo	jo	jo	jo

32. How would you describe your woodturning interests? (Select all that apply)

- Follower, collector, or seller of woodturning art
- Hollow form
- Spindle
- Segmented turning
- Open forms, bowls, platters, trays
- Utilitarian turnings (pepper mills, candle sticks)
- Pens
- Surface enhancement (painting, pyrography)
- Piercing, carving
- Ornamental turnings
- Sculptural forms
- Turning design
- Tool usage and maintenance
- Famous turners

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33. How would you assess the level or nature of your woodturning involvement? (Select all that apply)

- Collector
- Student
- Beginning hobbyist
- Intermediate hobbyist
- Advanced hobbyist
- Accomplished hobbyist
- Demonstrator
- Professional turner
- Master craftsman turner
- Machinery/Tool maker
- Gallery owner/worker
- Retailer

34. How old are you? (Optional)

	30 or under	31-40	41-50	51-60	61-70	over 70
Years	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

35. Please indicate the state and country of residence.

State/Province

Country:

36. Gender? (Optional)

- Male
- Female

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## 37. Contact information (optional)

Name:

Address:

Address 2:

City/Town:

State:

ZIP/Postal Code:

Country:

Email Address:

Phone Number:

## 38. Would you like to make any additional comments?

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Survey complete

Thank you for your time and valued input!