

2012 Opinion Survey of the Tennessee Valley Woodworkers

This survey was conducted on April 17, 2012 at the regular monthly meeting of the Tennessee Valley Woodworkers Club. Its purpose was to determine the primary interests of the membership, their preference for programs, and to get feedback on the services of the Club.

There were 59 members present and 58 ballots were collected at the end of the meeting. Members were given time between Show & Tell and the break to complete the survey. The process required about 20 minutes for most members.

Of the 58 ballots turned in, some were answered fully and many were less than complete. The partial answers to questions in which we asked for bi-lateral responses (Question 2 on Skills and Question 8 on the Meeting place) were disappointing and limited to some extent our use of a weighting technique; however there was enough information to draw conclusions as seen in the data.

These data reflect with few exceptions (e.g., “Demand in Preferred Categories” in the analysis of question 2) the opinions of the all members present at the April 17, 2012 meeting which is felt is a fair representation of the general membership. However, it must be stated that some conclusions could be altered if a few members were to express a different Preference in the Skills categories. Case in point; if someone were to choose Furniture over Relief Carving because of the choices permitted, some data would force different conclusions.

There were some missteps in creating the survey form as well. One which may have contributed to confusion is the instruction to “check your favorites” on question 2 where the cell requiring the check mark was marked “Preference”. Another was in questions 9 and 10 where the instruction should have been “Check all that apply”.

Method of analysis:

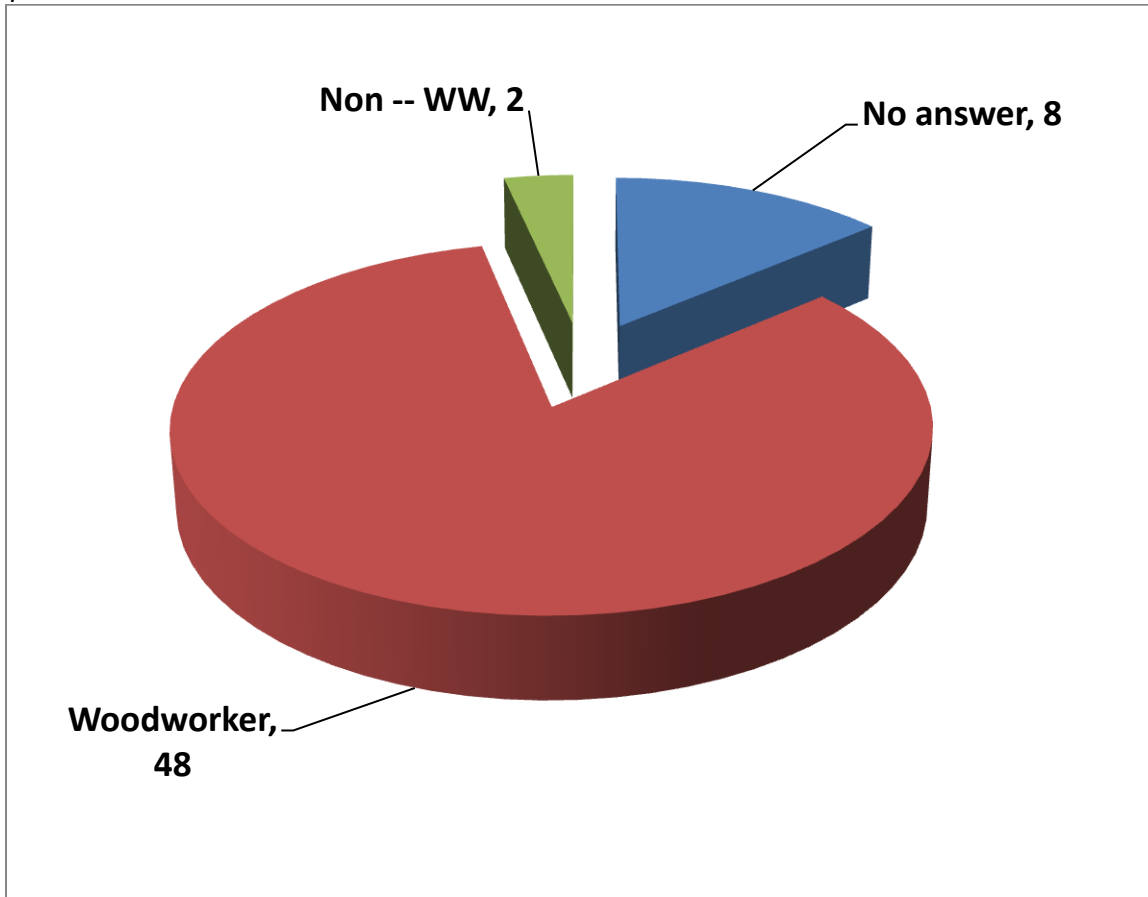
Each unique ballot was numbered and all responses were entered under that number. In some cases data was analyzed on an individual basis. For example: If ballot 32 entered a Skill and an Interest in a given category; then the difference between Skill and Interest was calculated for that individual. Another example: If ballot 32 selected a given category as a favorite, we calculated the difference in Skill and Interest for that category for ballot 32. The survey was completely anonymous.

The following analysis is of the data transcribed from the paper input to an Excel spreadsheet. The data analysis is presented in most cases in both tabular and graphic form to enable judgments without the need for in-depth analysis of raw data. Separation of the forms was made for a PowerPoint presentation to the Club on May 15, 2012.

The presentation following is in the form of Question, then Tabular or text data, then Graphic data.

1. Put a check in the appropriate space: Woodworker _____ Non-woodworking member _____

There were 48 Woodworkers, 2 non-woodworkers, and 8 ballots with no answer to this question.



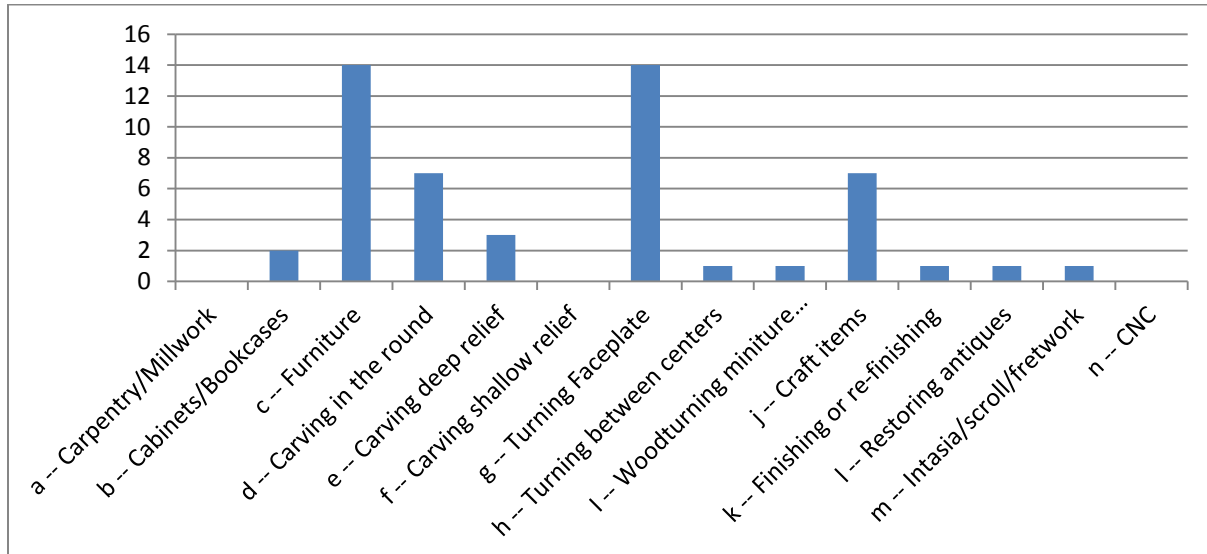
2. Mark your Interest and Skill Level in each category (1 is low, 5 is high); then check your favorite.

Mean & Count of all entries with count of preferences		Average	Count	
2 -- Skill Category	a -- Carpentry/Millwork	Interest	2.98	50
		Skill	2.87	46
		Preference	0	
	b -- Cabinets/Bookcases	Interest	3.08	48
		Skill	2.72	47
		Preference	2	
	c -- Furniture	Interest	3.57	46
		Skill	2.69	49
		Preference	14	
	d -- Carving in the round	Interest	2.62	47
		Skill	1.61	44
		Preference	7	
	e -- Carving deep relief	Interest	2.60	48
		Skill	1.65	46
		Preference	3	
	f -- Carving shallow relief	Interest	2.49	47
		Skill	1.76	45
		Preference	0	
	g -- Turning Faceplate	Interest	3.42	48
		Skill	2.47	51
		Preference	14	
	h -- Turning between centers	Interest	3.02	48
		Skill	2.24	51
		Preference	1	
	i -- Woodturning miniature items	Interest	2.59	49
		Skill	1.94	49
		Preference	1	
	j -- Craft items	Interest	2.02	46
		Skill	2.00	46
		Preference	1	
k -- Finishing or re-finishing	Interest	3.13	47	
	Skill	2.48	48	
	Preference	1		
l -- Restoring antiques	Interest	2.39	46	
	Skill	2.04	45	
	Preference	1		

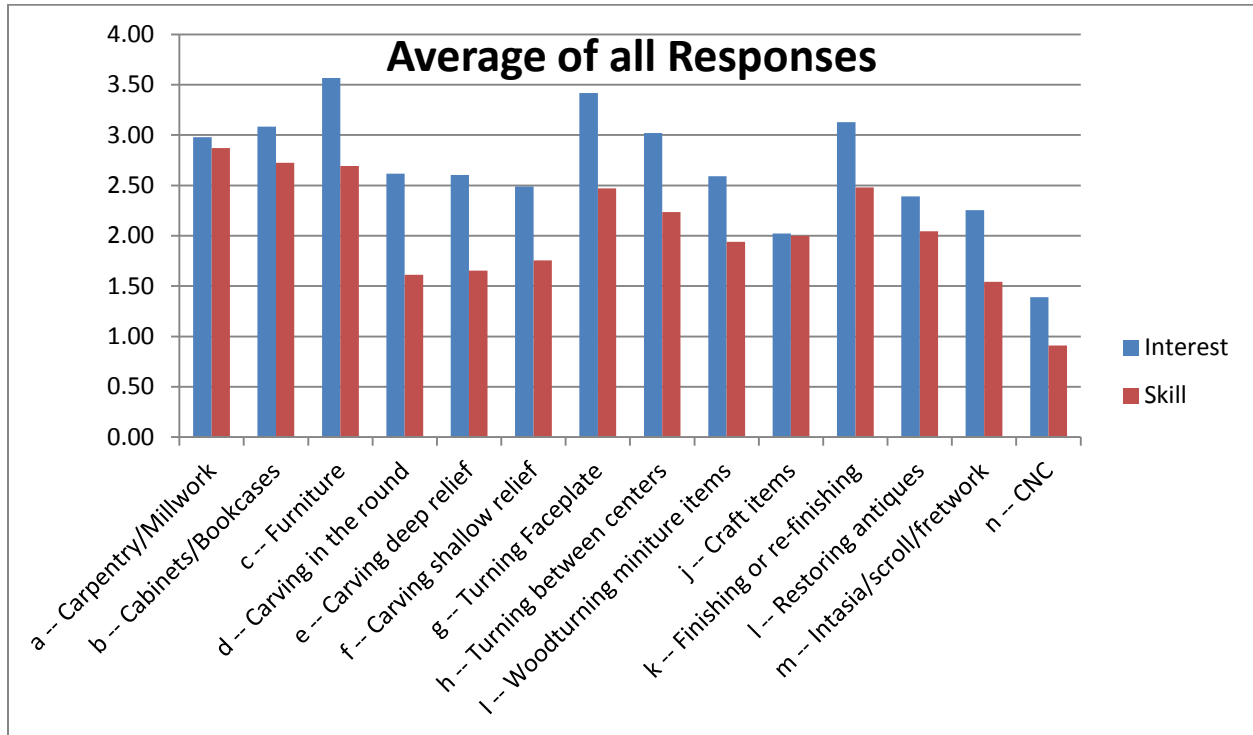
	m -- Intarsia/scroll/fretwork	Interest	2.26	47
		Skill	1.54	46
		Preference	1	
	n -- CNC	Interest	1.39	46
		Skill	0.91	45
		Preference	0	

Preference count of 52 who responded		
52 of 58 responded	Count	%
a -- Carpentry/Millwork	0	0.0%
b -- Cabinets/Bookcases	2	3.8%
c -- Furniture	14	26.9%
d -- Carving in the round	7	13.5%
e -- Carving deep relief	3	5.8%
f -- Carving shallow relief	0	0.0%
g -- Turning Faceplate	14	26.9%
h -- Turning between centers	1	1.9%
l -- Woodturning miniature items	1	1.9%
j -- Craft items	7	13.5%
k -- Finishing or re-finishing	1	1.9%
l -- Restoring antiques	1	1.9%
m -- Intarsia/scroll/fretwork	1	1.9%
n -- CNC	0	0.0%

Preferences of all responders to Skill Categories

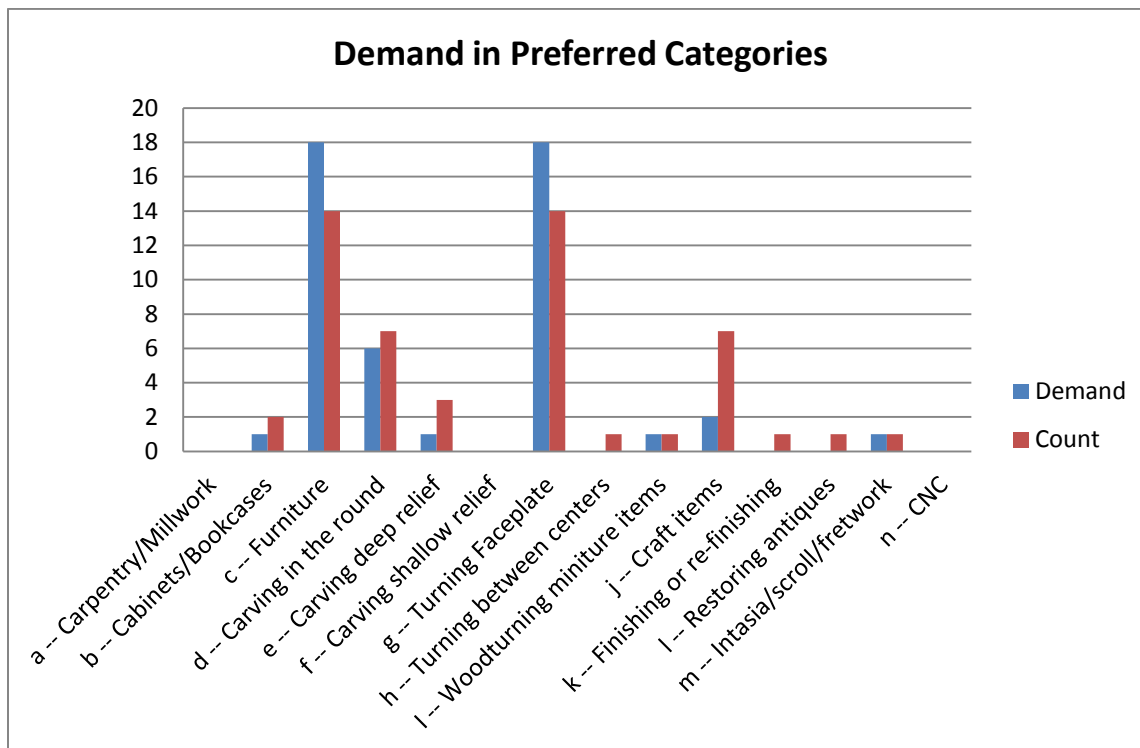


Averages of all responders to Skill Categories



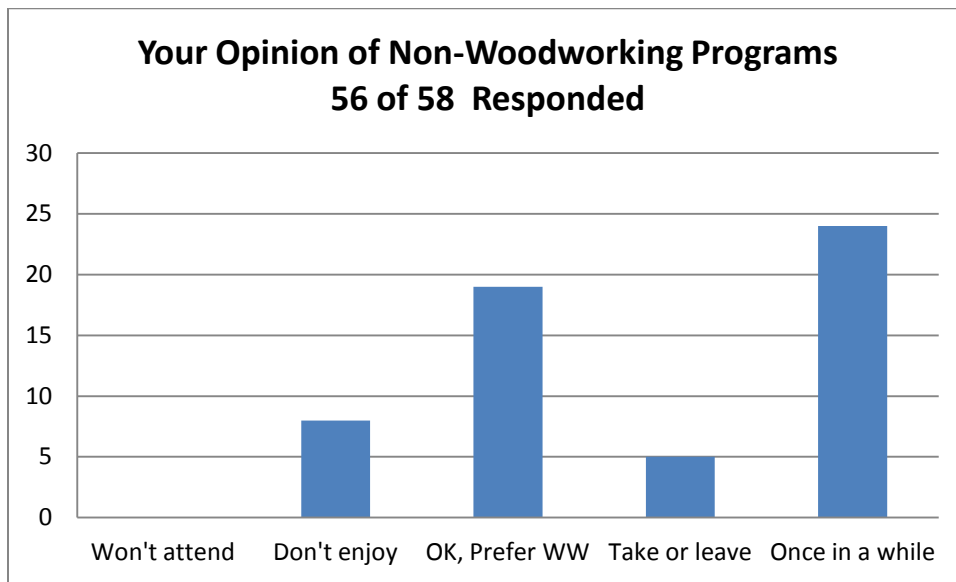
The following table results from adding the **positive difference** between Interest expressed and Skill claimed (i.e., if you're interested but not skilled) of the categories in which preference was shown. The column marked 'Demand' is the sum of the positive differences and the column marked 'Count' is the number of responders who claimed this as their preference. Be careful how you interpret this data. Low Demand could imply either that the Interest expressed is approximately equal to the Skill claimed or the number of respondents claiming it as their preference is low. Either way the data can be used to see where a need for attention may be targeted. Fifty two of 58 responded.

	Demand	Count	Remarks
a -- Carpentry/Millwork	0	0	no one expressed this as a preference
b -- Cabinets/Bookcases	1	2	
c -- Furniture	18	14	Interest expressed exceeds Skill claimed
d -- Carving in the round	6	7	Skill claimed exceeds Interest expressed
e -- Carving deep relief	1	3	
f -- Carving shallow relief	0	0	no one expressed this as a preference
g -- Turning Faceplate	18	14	Interest expressed exceeds Skill claimed
h -- Turning between centers	0	1	
i -- Woodturning miniature items	1	1	
j -- Craft items	2	7	Of the 7 who preferred Skill ~ Interest
k -- Finishing or re-finishing	0	1	
l -- Restoring antiques	0	1	
m -- Intarsia/scroll/fretwork	1	1	
n -- CNC	0	0	no one expressed this as a preference



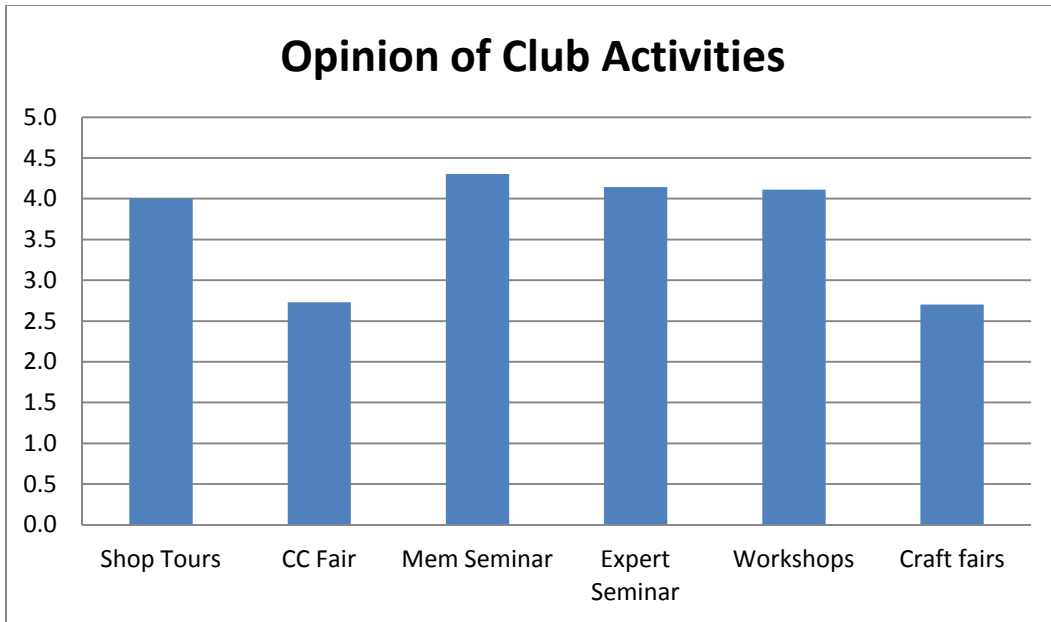
3. What is your opinion on meeting programs other than woodworking? (check one). Count of each answer.

3 Non-woodwork meetings	a	Won't attend	0
	b	Don't enjoy	8
	c	OK, Prefer WW	19
	d	Take or leave	5
	e	Once in a while	24
			56



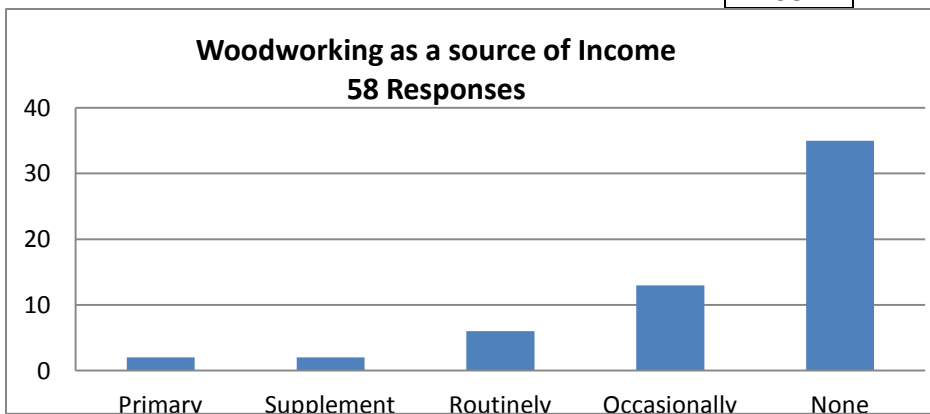
4. What is your opinion of these Club Activities (1 is low -- 5 is high). Mean of all answers.

4 -- Activities	a	Shop Tours	4.0
	b	CC Fair	2.7
	c	Mem Seminar	4.3
	d	Expert Seminar	4.1
	e	Workshops	4.1
	f	Craft fairs	2.7



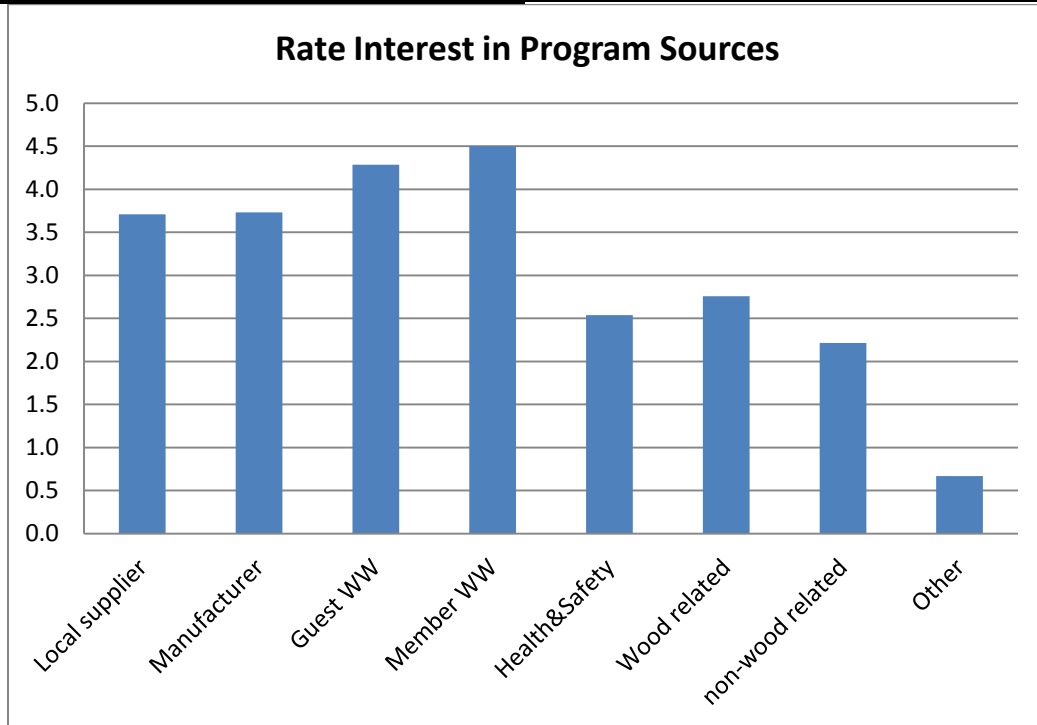
5. Woodworking Income category that fits you best (check one). Count of all answers.

5 -- Income (check one)	a	Primary	2
	b	Supplement	2
	c	Routinely	6
	d	Occasionally	13
	e	None	35
			58



6. Mark your interest in each of the following. (1 is low -- 5 is high). Average of all answers.

6 program preferences	a	Local supplier	3.7
	b	Manufacturer	3.7
	c	Guest WW	4.3
	d	Member WW	4.5
	e	Health&Safety	2.5
	f	Wood related	2.8
	g	non-wood related	2.2
	h	Other	0.7



7. Do you see a need in changing the Meeting Format? Yes _____ No _____

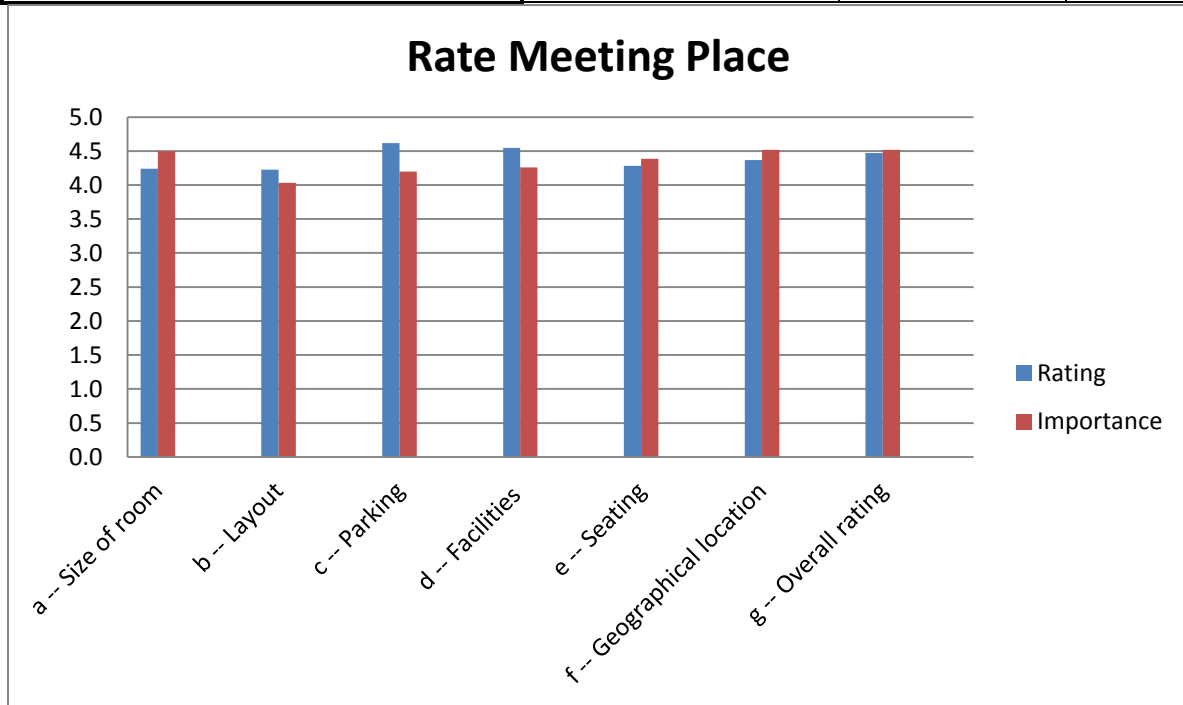
Currently: Business, Show & Tell, break, Program

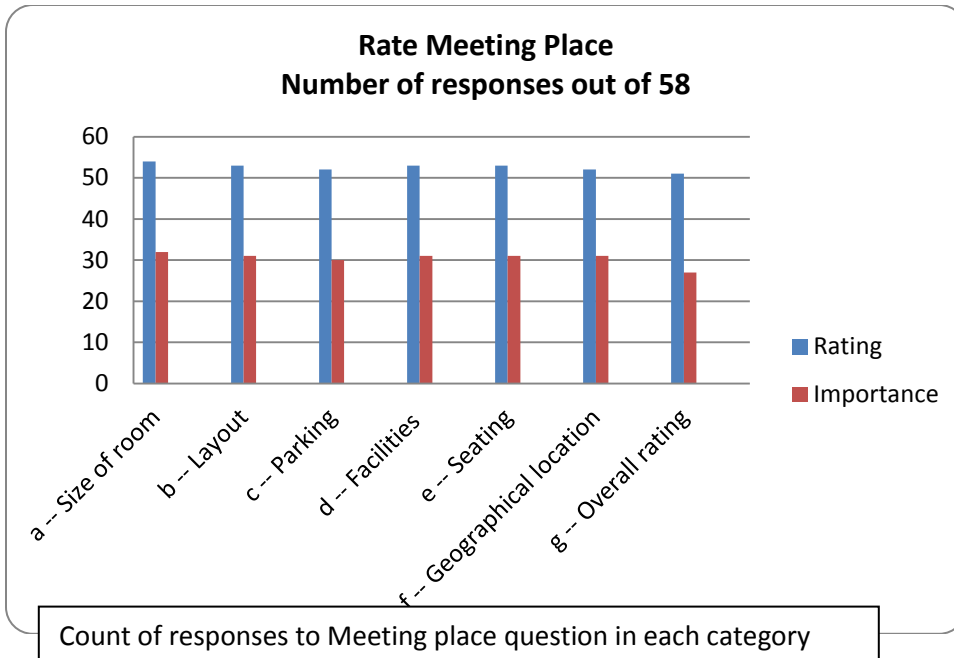
7 Mtg format	Yes	3
	No	52
	See Comments	55

1. Qst. 7 Business, Program, Break, S&T
2. takes 30 minutes to talk about plans, events, etc. Type it and hang in on the wall

8. What's your opinion of our current meeting place: (1 is low -- 5 is high) = Average of all responses.

8 -- Meeting place	a -- Size of room	Rating	4.2
		Importance	4.5
	b -- Layout	Rating	4.2
		Importance	4.0
	c -- Parking	Rating	4.6
		Importance	4.2
	d -- Facilities	Rating	4.5
		Importance	4.3
	e -- Seating	Rating	4.3
		Importance	4.4
	f -- Geographical location	Rating	4.4
		Importance	4.5
	g -- Overall rating	Rating	4.5
		Importance	4.5

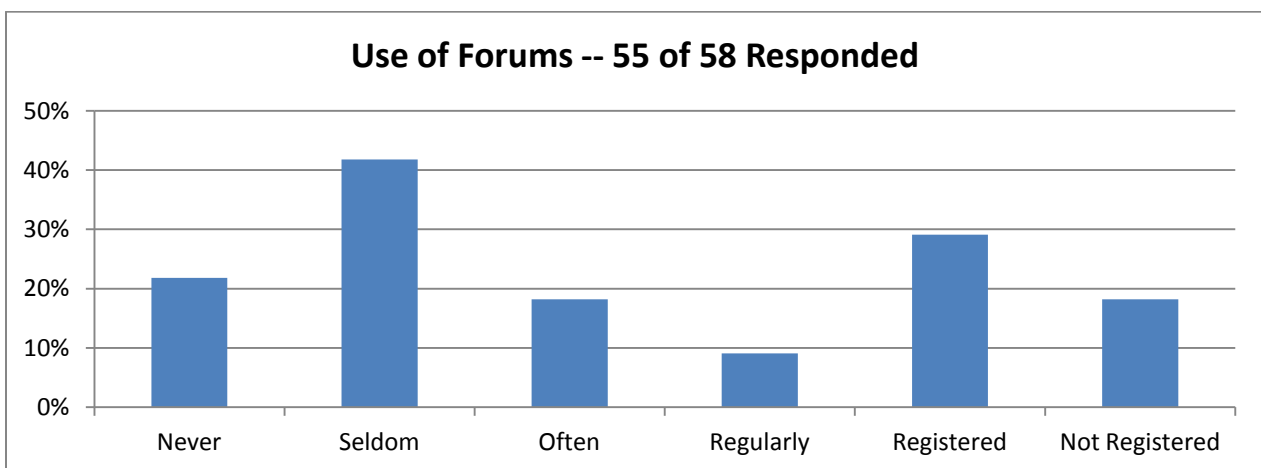


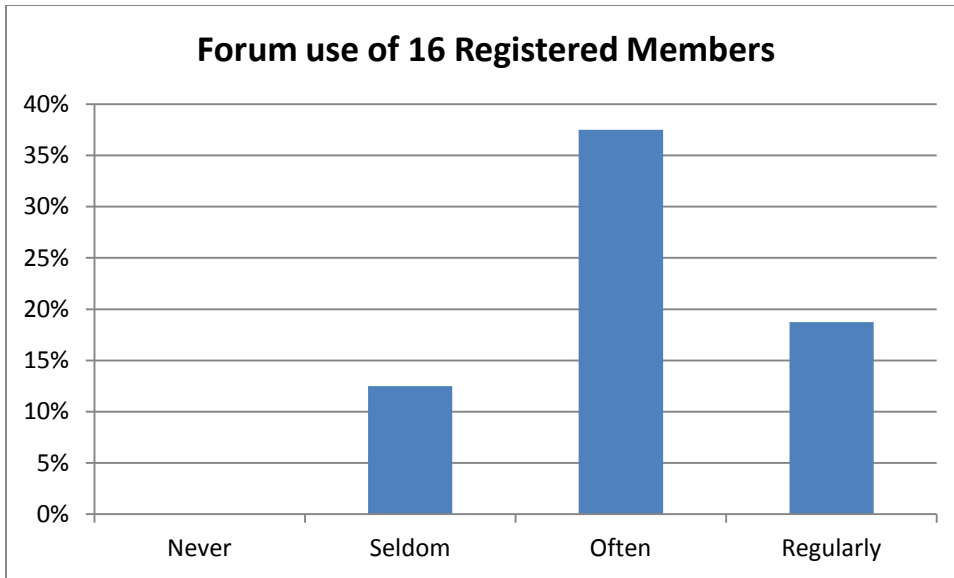


9. Use of Forums (Check your status)

Never	Seldom	Often	Regularly	You are Registered	You are not Registered
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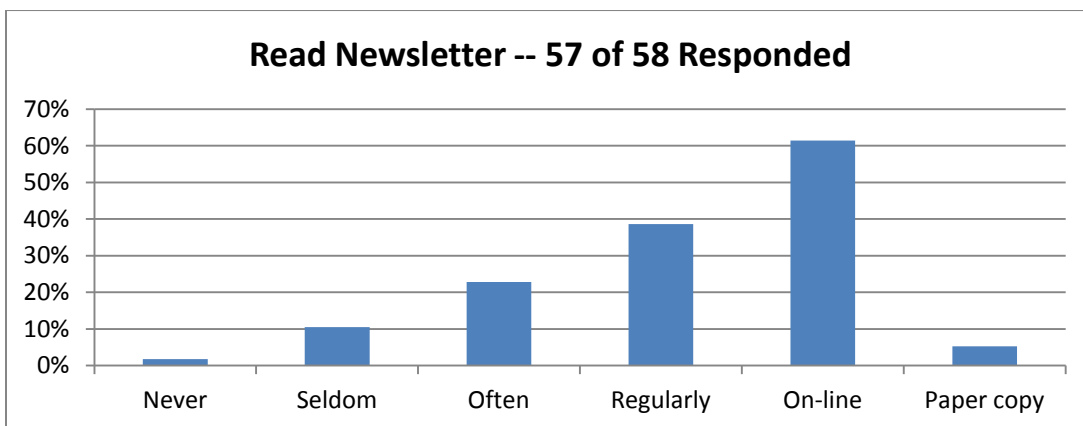
9 -- Use Forums (check appropriate)	Never	12
	Seldom	23
	Often	10
	Regularly	5
	Registered	16
	Not Registered	10





10. Read the Newsletter Splinters (Check one)

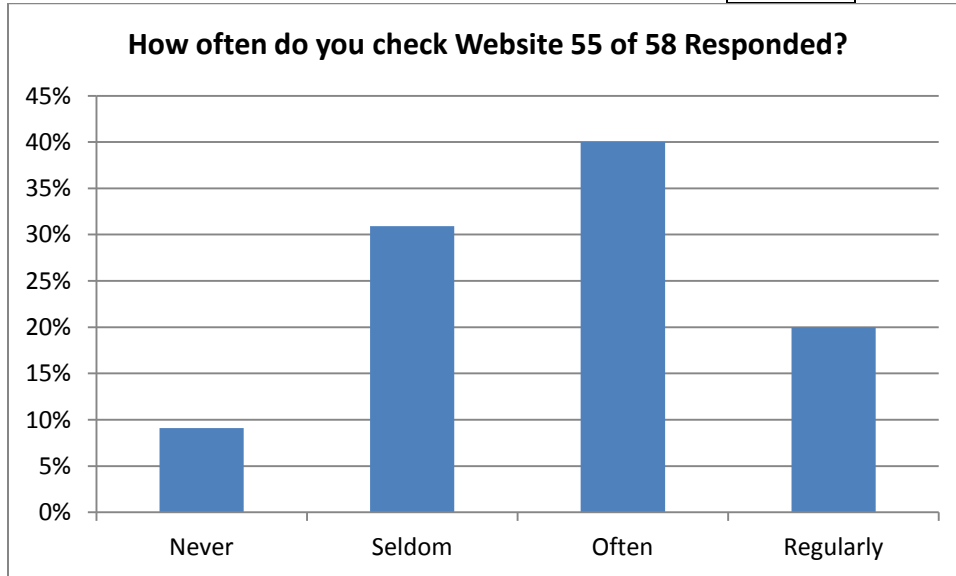
Never	Seldom	Often	Regularly	Read On-line	Receive Paper copy
10 -- Read Newsletter (check appropriate)				Never	1
				Seldom	6
				Often	13
				Regularly	22
				On-line	35
				Paper copy	3



11. Check the Website (Check your status)

Never	Seldom	Often	Regularly

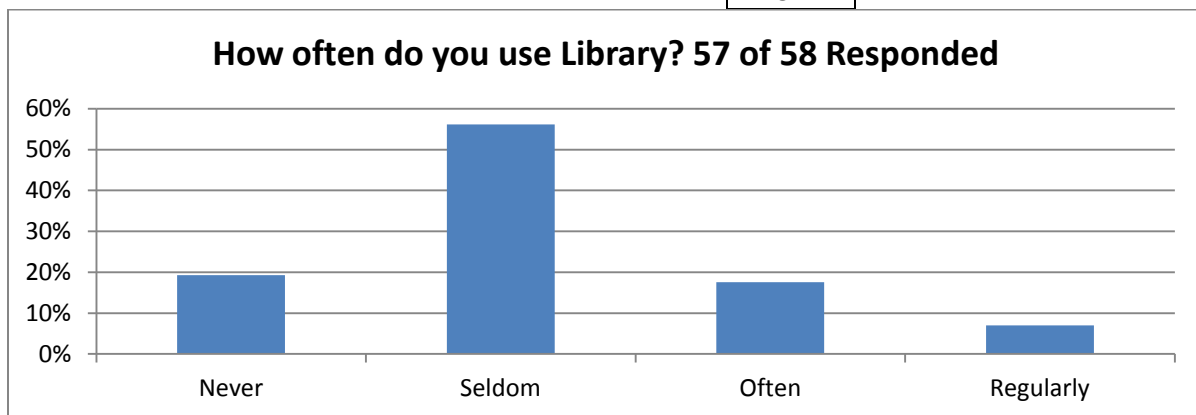
11 -- Check website (check appropriate)	Never	5
	Seldom	17
	Often	22
	Regularly	11
		55



12. Use the Library (Check one)

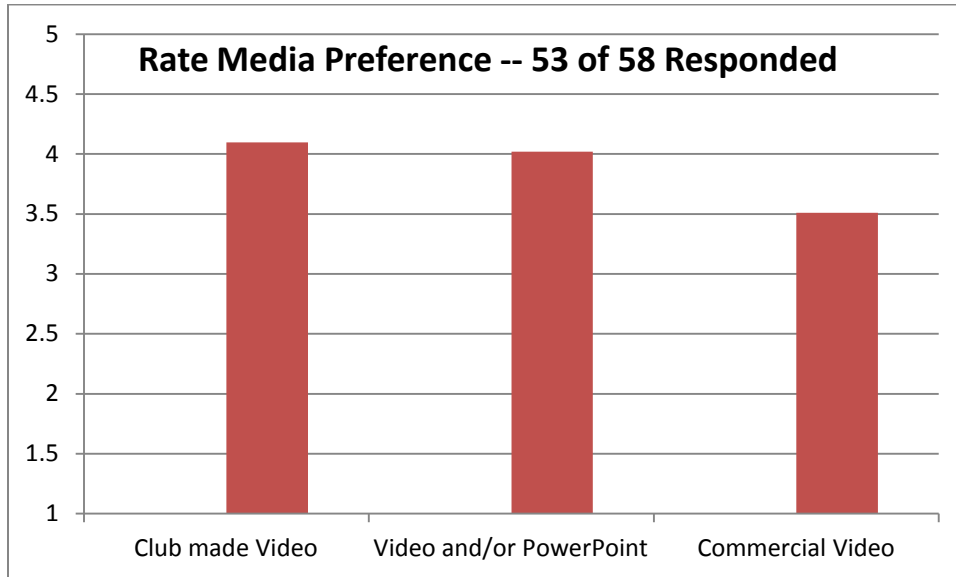
Never	Seldom	Often	Regularly

12 -- Use library (check appropriate)	Never	11
	Seldom	32
	Often	10
	Regularly	4
		57



13. Rate your preference for use of Media in Programs (1 is low, 5 is high)

13 -- Media preference	Club made Video	4.1
	Video and/or PowerPoint	4.0
	Commercial Video	3.5



Comments:

1. wood club is high point of the month
2. very good overall programs
3. Enjoy fellowship with a great bunch of people/
4. I am impressed with the talent in this club
5. Love show and tell. I enjoy that
6. "sell" for charitable donations

Summary:

- We've learned a lot about your preferences
- We have some more work to do
- Your questions and comments are welcome