



# **Member / CWI Satisfaction Study**

**November 15, 2007**



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**Sr. Vice President**

- **Study Overview**
- **Respondent Demographics**
- **Importance of General Membership Aspects**
- **Importance of Member Benefits**
- **Satisfaction with Member Benefits**
- **Interest in Additional Benefits**
- **AWS Headquarters Performance**
- **Value of Membership**
- **CWI Satisfaction/Value**
- **Recommendations**

# Study Overview

## **Research Approach**

- Study of AWS Individual members to assess:
  - Importance of general and specific membership benefits
  - Satisfaction with membership benefits
  - Quality of service provided by AWS Headquarters
  - Satisfaction with CWI Certification Program
  
- Online survey of representative sample of AWS Individual members
  
- Total number of respondents = 719

### *Industrial Sector Employed In*

Fabricated Metal Products	18.6%
Heavy Construction	17.1%
Education	7.5%
Petroleum & Coal	7.4%
Utilities	4.5%
Welding Distributor, Retail	3.6%
Engineering & Architectural Services	3.6%
Machinery Manufacturing	3.3%
Building Trades	3.1%
Repair Services, Welding Shops	2.8%
Electrical Equipment	2.8%
Aircraft/Aerospace	2.4%
Automotive	2.4%
Miscellaneous Business Services	2.4%
Chemicals & Allied Products	2.2%
Government	2.1%
Boats/Ships	1.4%
Railroad	1.4%
Primary Metal Industries	0.4%
Other	11.1%

% of all respondents (n = 719)

### *Primary Job Function*

Engineer	16.3%
Quality Control	16.1%
Inspector, Tester	12.5%
Manager, Director, Superintendent	9.6%
Educator	8.5%
President, Owner, Partner, Executive	6.0%
Welder, Operator	5.0%
Supervisor, Foreman	4.9%
Sales	4.6%
Consultant	2.6%
Metallurgist	2.4%
Student	2.4%
Technician	2.1%
R&D	2.1%
Retired	1.4%
Architect Designer	0.1%
Other	3.5%

% of all respondents (n = 719)

## *Geographic Distribution*

Region	% respondents
<b>United States</b>	<b>81.0%</b>
<b>Canada</b>	<b>3.0%</b>
<b>Latin America</b>	<b>1.8%</b>
<b>Europe</b>	<b>3.3%</b>
<b>Asia</b>	<b>6.6%</b>
<b>Middle East</b>	<b>3.3%</b>
<b>Africa</b>	<b>1.0%</b>

## *Educational Level*

Region	% respondents
<b>Some High School</b>	<b>1.1%</b>
<b>High School Diploma</b>	<b>15.2%</b>
<b>Vocational/Technical School</b>	<b>27.7%</b>
<b>Associate Degree</b>	<b>12.7%</b>
<b>Bachelors Degree</b>	<b>26.2%</b>
<b>Graduate Degree</b>	<b>17.2%</b>
<b>Some High School</b>	<b>1.1%</b>

% of all respondents (n = 719)

## Type of AWS Membership

Type of Membership	% respondents
<b>Individual</b>	<b>91.1%</b>
<b>Student</b>	<b>5.7%</b>
<b>Life</b>	<b>1.4%</b>
<b>Transitional</b>	<b>0.8%</b>
<b>Retired</b>	<b>0.7%</b>
<b>Honorary</b>	<b>0.3%</b>

## Years as AWS Member

Years as AWS Member	% respondents
<b>One or Less</b>	<b>15.9%</b>
<b>Two – Five Years</b>	<b>25.9%</b>
<b>Six – Ten Years</b>	<b>21.8%</b>
<b>Eleven – Fifteen Years</b>	<b>11.6%</b>
<b>Sixteen – Twenty Years</b>	<b>9.5%</b>
<b>Twenty-One – Twenty-Five Years</b>	<b>5.6%</b>
<b>Twenty-Six Years or More</b>	<b>9.8%</b>

**Median = 8 years**  
**Mean = 10.5 years**

% of all respondents (n = 719)

### *AWS Certifications Held*

Type of Membership	% respondents
Associate CWI	6.1%
CWI	37.0%
Senior CWI	1.7%
Certified Welding Educator	6.4%
Certified Welding Supervisor	1.3%
Certified Welding Engineer	0.7%
Certified Robotic Arc Welder	0.3%
Certified Radiographic Interpreter	1.8%
Certified Welder	12.5%

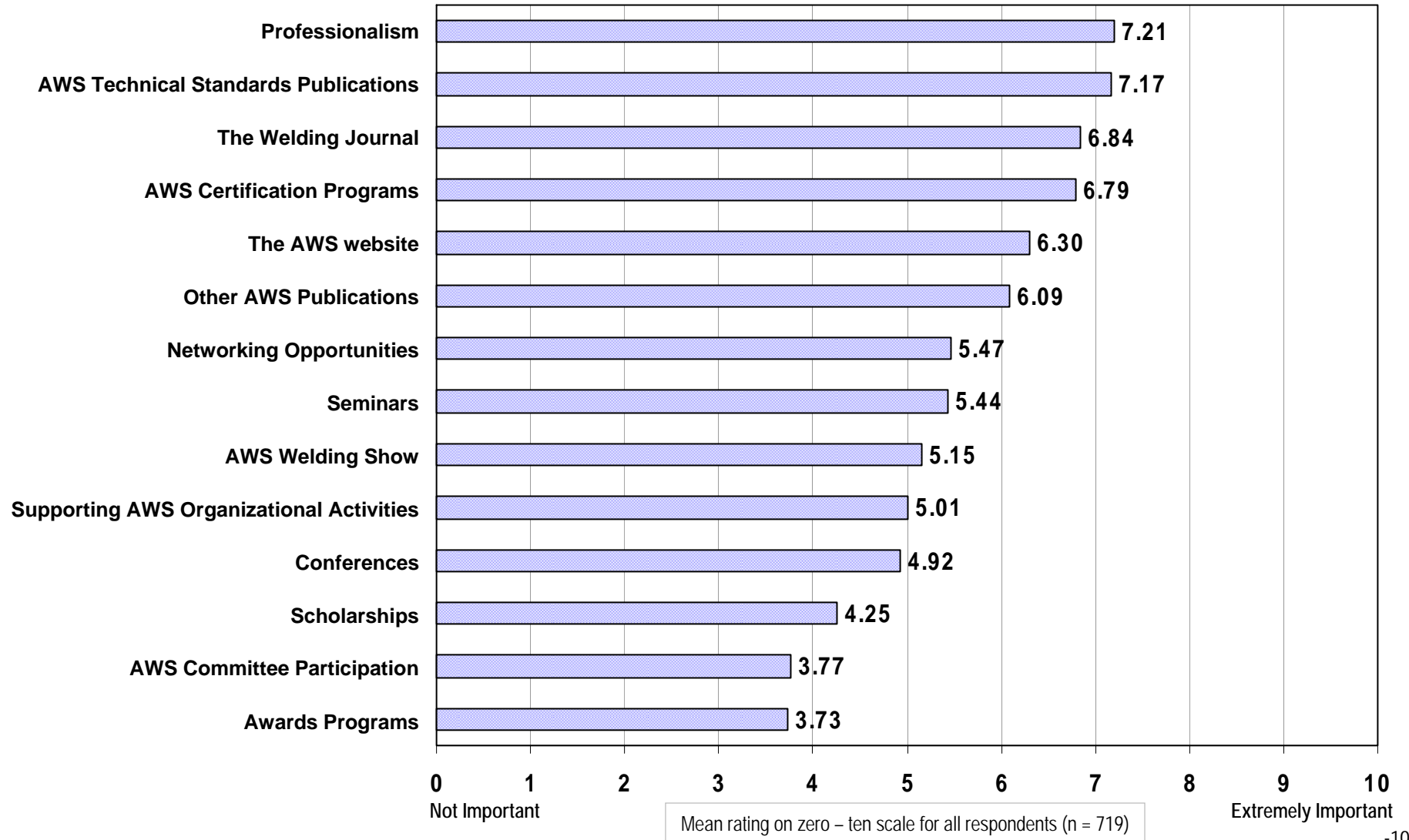
% of all respondents (n = 719)

# FINDINGS

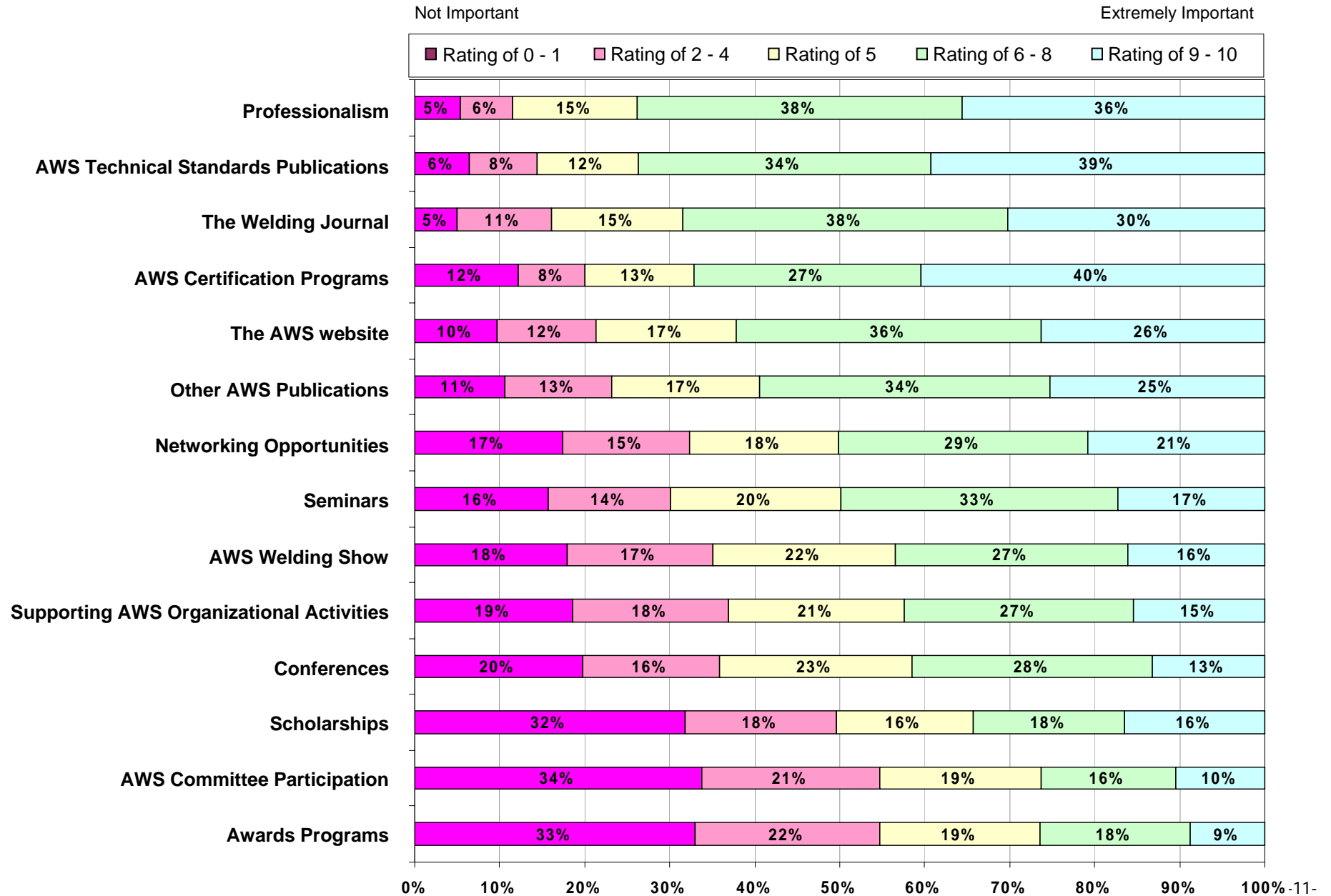
## IMPORTANCE OF GENERAL MEMBERSHIP ASPECTS

*Why did you choose to be a member of AWS?*

*Please rate how important each of the following aspects of AWS membership are to you.*

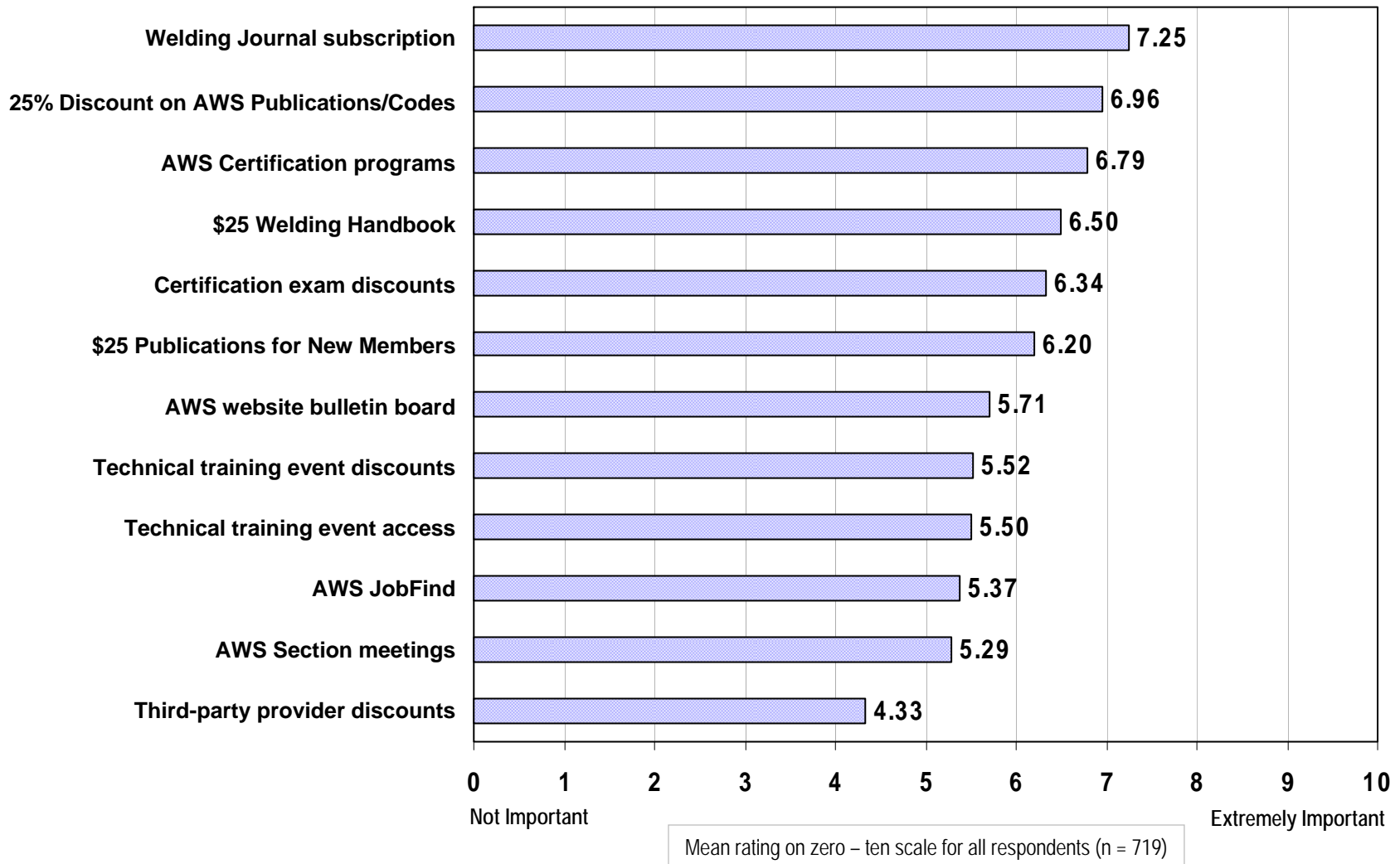


# IMPORTANCE OF GENERAL MEMBERSHIP ASPECTS



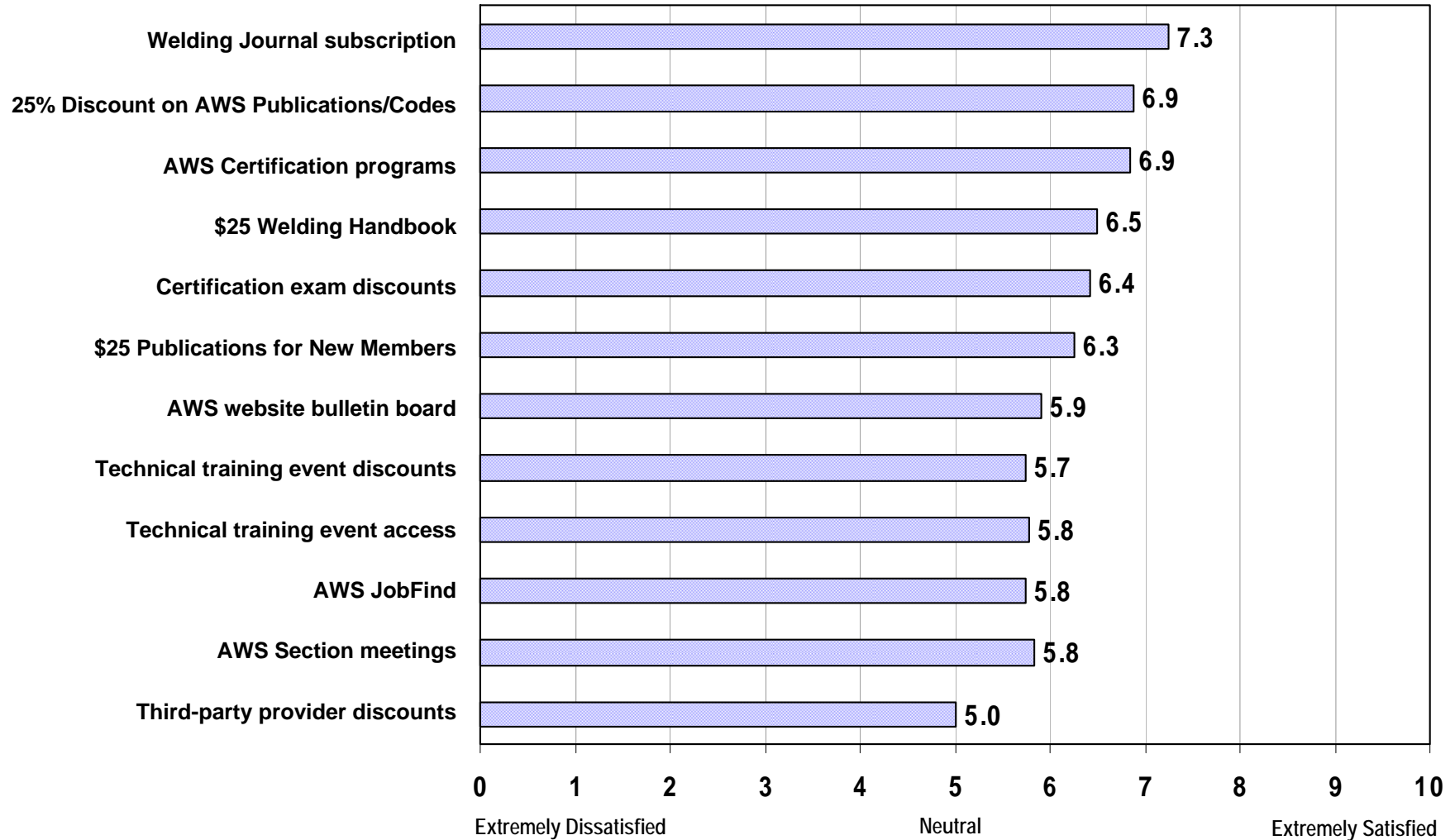
- **25% discount on AWS publications and industry codes.**
- **Subscription to the *Welding Journal***
- **Option for new Individual Members to obtain *AWS Welding Handbook, Jefferson's Welding Encyclopedia, Welding Metallurgy, or Design and Planning Manual for Cost-Effective Welding* for \$25 (90% savings of retail cost).**
- **Option for Individual Members to obtain newly released volumes of the *AWS Welding Handbook* for \$25 (90% savings of retail cost).**
- **Access to AWS JobFind, an online posting of job opportunities in the welding profession that are currently available.**
- **Opportunity to network with and learn from other welding professionals using bulletin board postings on the AWS website.**
- **Opportunities to network with your fellow welding professionals at local AWS Section meetings.**
- **Opportunity to be nationally certified through AWS's professional certification programs.**
- **Access to 120+ technical training events offered each year by AWS.**
- **Discounts on 120+ technical training events offered each year by AWS.**
- **Discounts on certification exams.**
- **Access to AWS member-only discount programs offered through third-party providers (i.e., home and auto insurance).**

Please rate how important each of the following specific AWS membership benefits are to you:



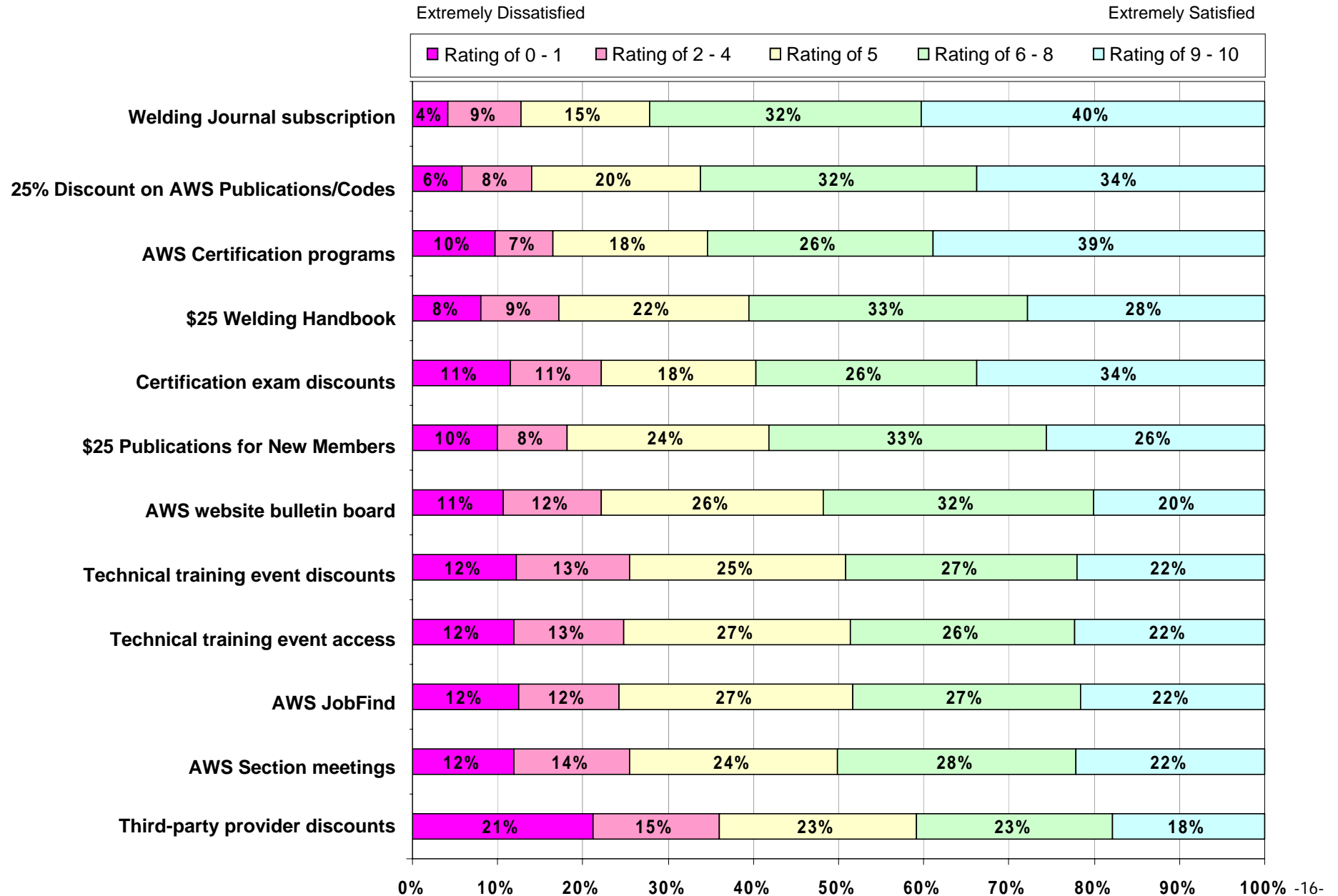


Please rate your satisfaction with the value provided by each of the following AWS member benefits:

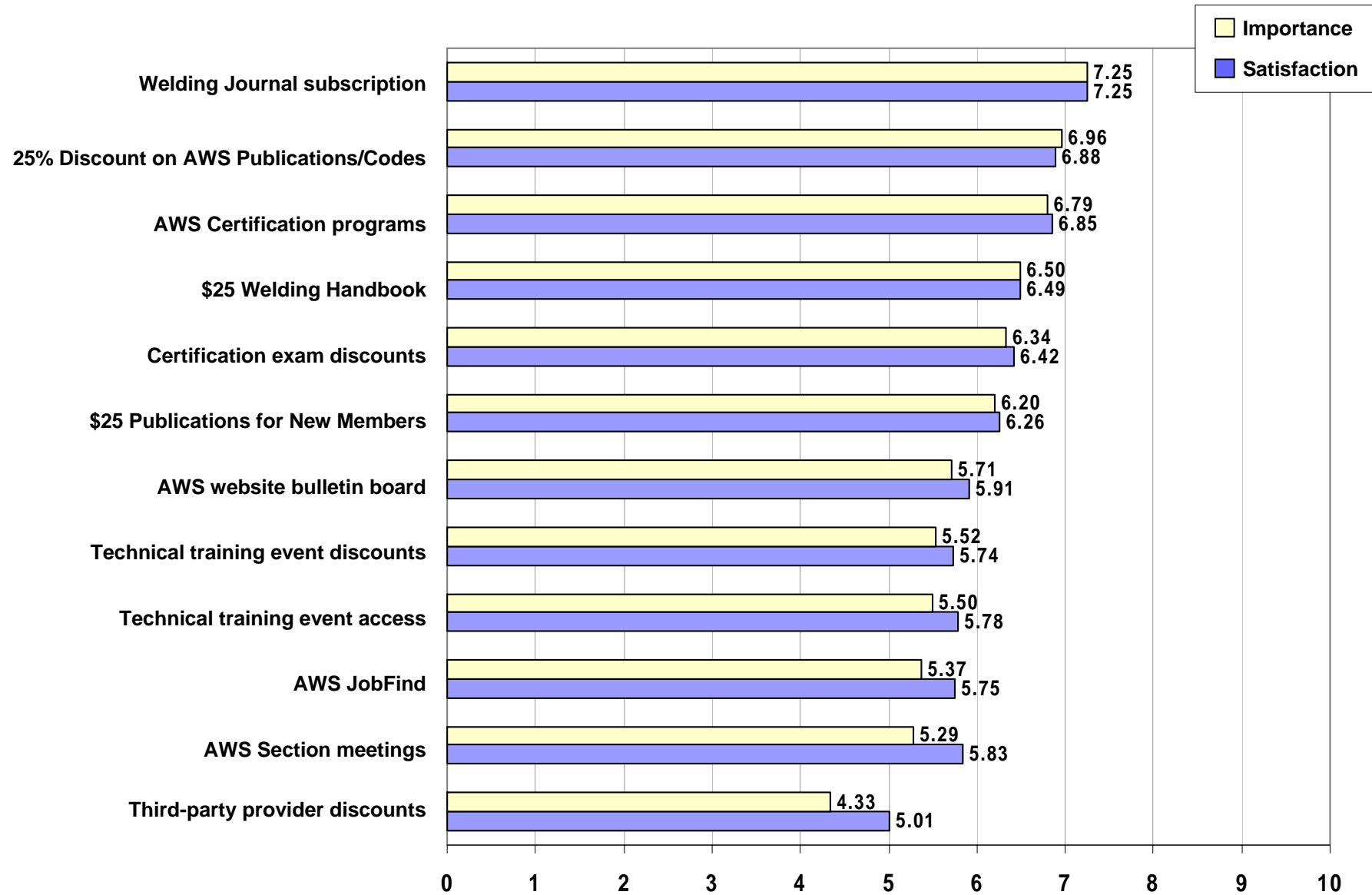


Mean rating on zero – ten scale for all respondents (n = 719)

# SATISFACTION WITH MEMBER BENEFITS

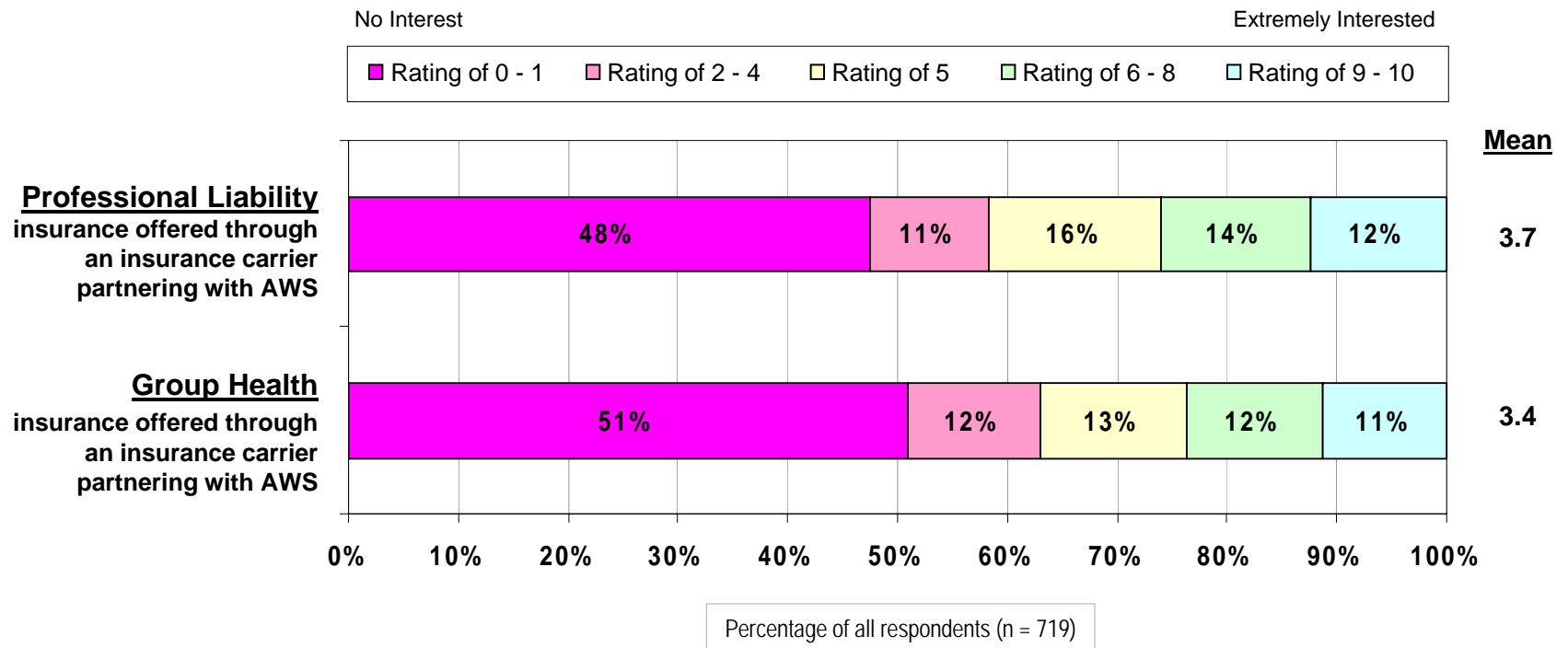


# BENEFIT IMPORTANCE v. SATISFACTION

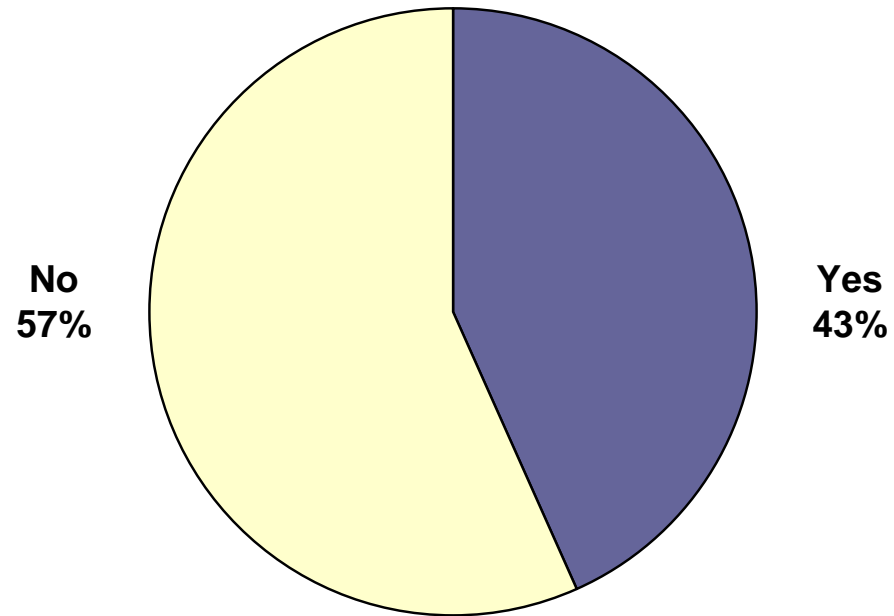


Mean rating on zero – ten scale by all respondents (n = 719)

*Please rate how interested you would be in the following:*

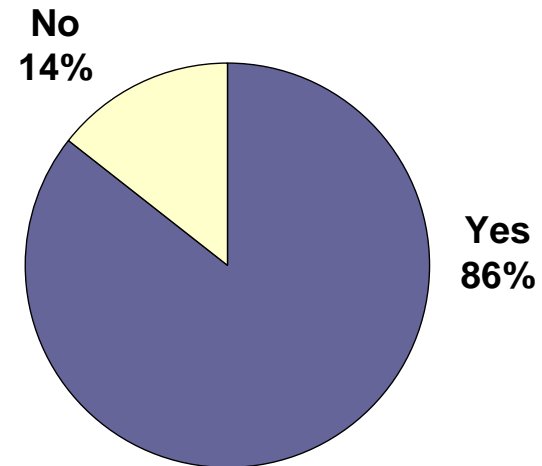


***Have you contacted the AWS headquarters in the past 12 months?***



Percentage of all respondents (n = 719)

*Did the AWS headquarters staff handle your request to your satisfaction?*

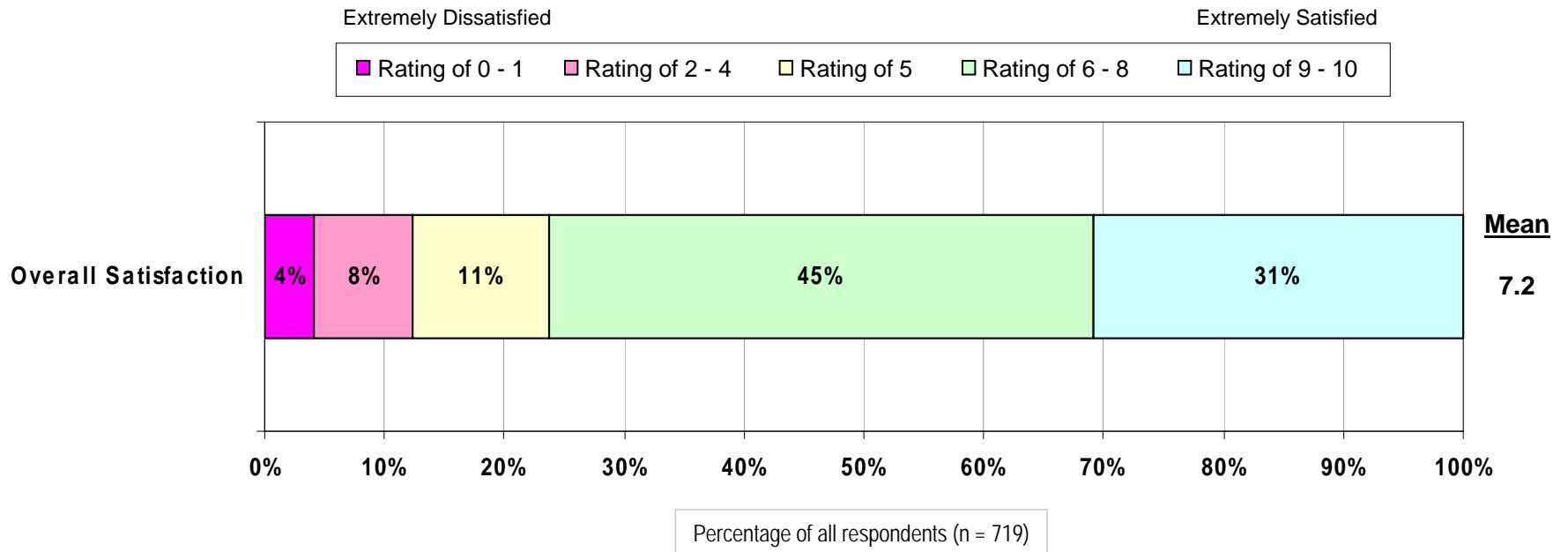


Percentage of Respondents Contacting AWS HQ  
(n = 309)

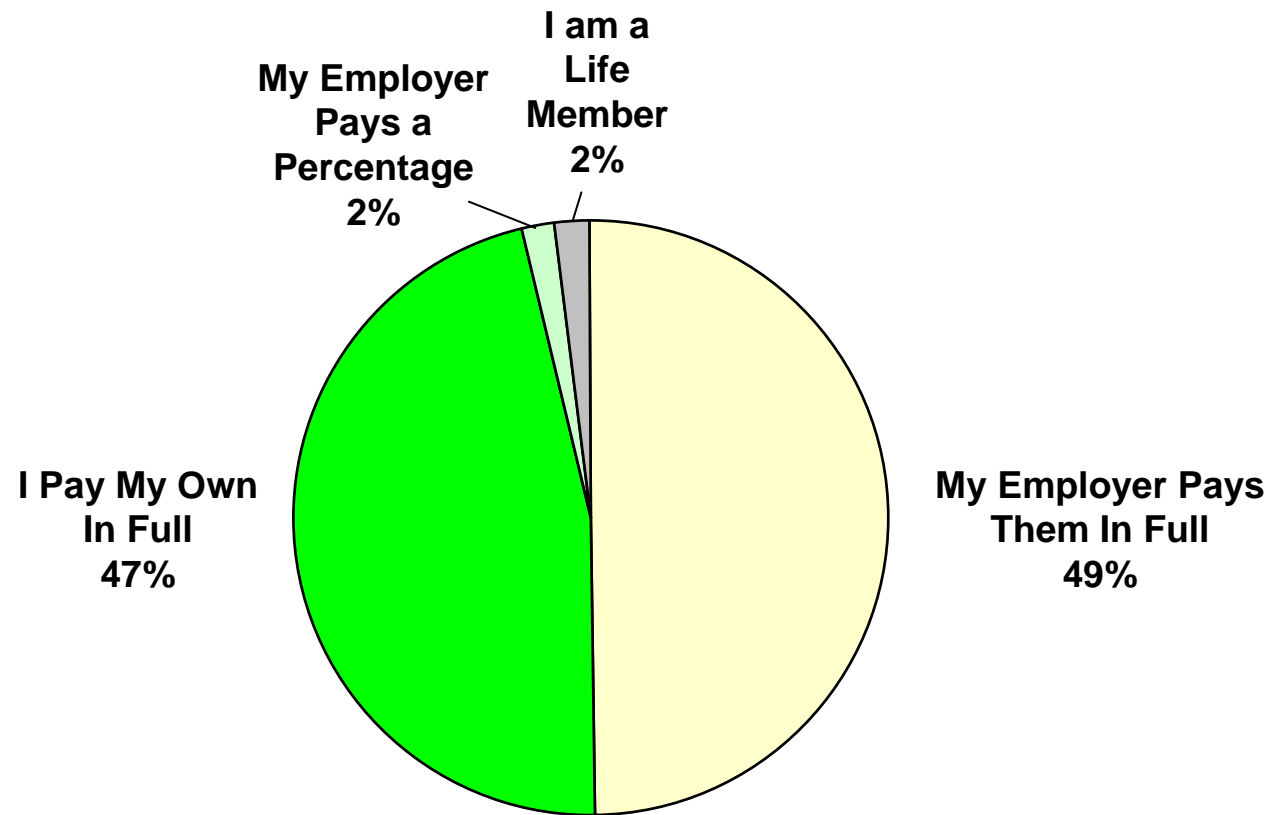
### Primary Reasons Expectations Not Met

- Responsiveness
- Lack of clear, accurate answers to questions
- Handling of 'atypical' issues – particularly concerning certifications

*Please rate your overall satisfaction with AWS:*

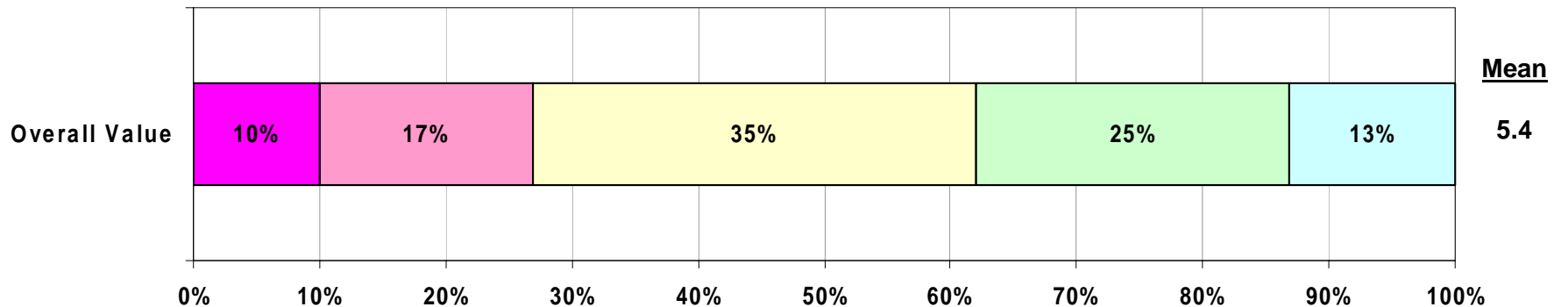
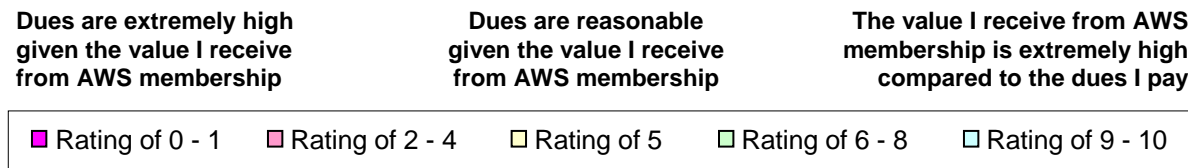


*Who pays your AWS dues?*



Percentage of all respondents (n = 719)

*How would you rate the value you receive from your AWS membership compared to the cost of your dues?*

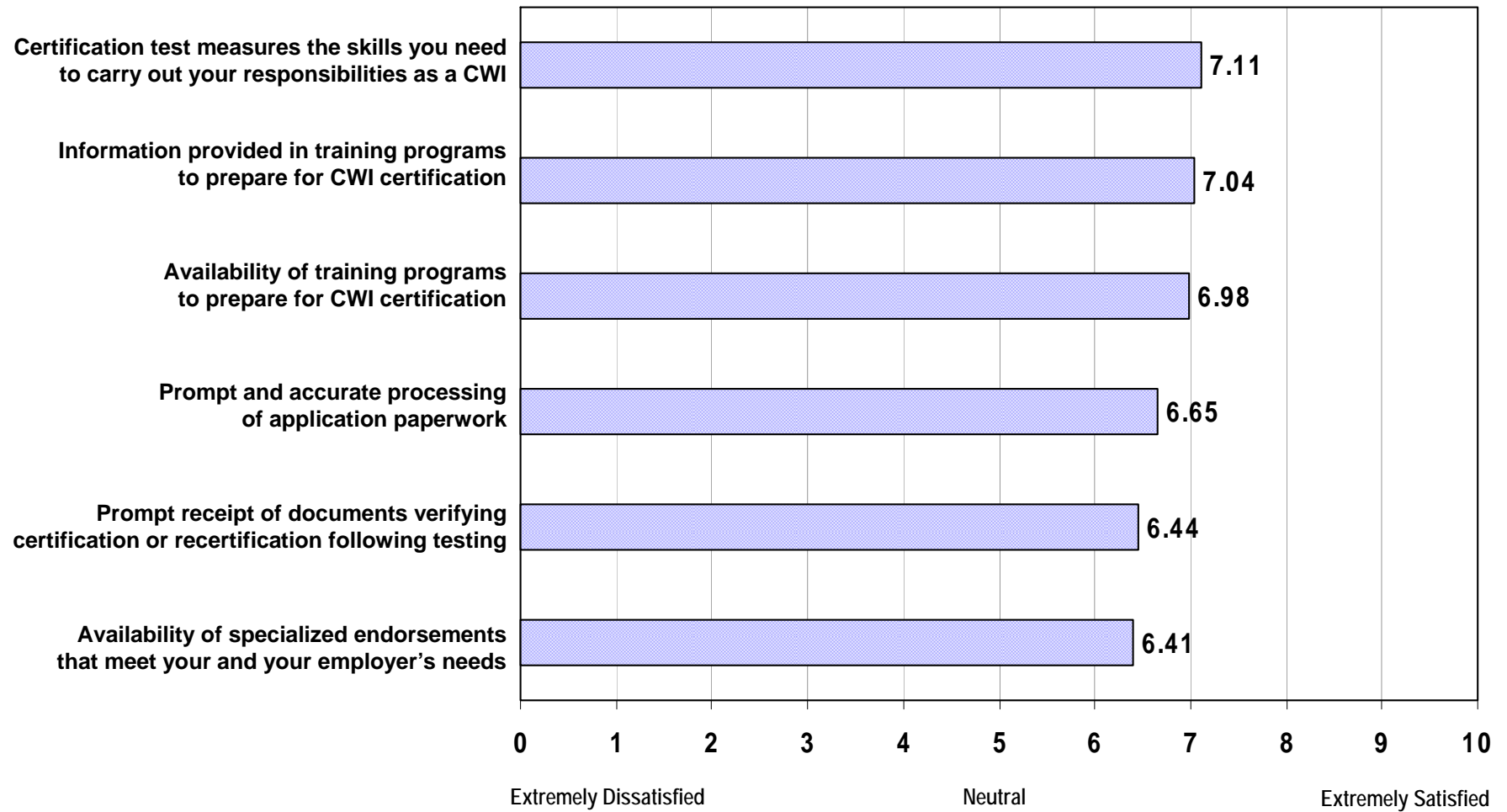


Percentage of Respondents Personally Paying All or Part of AWS Dues  
(n = 319)

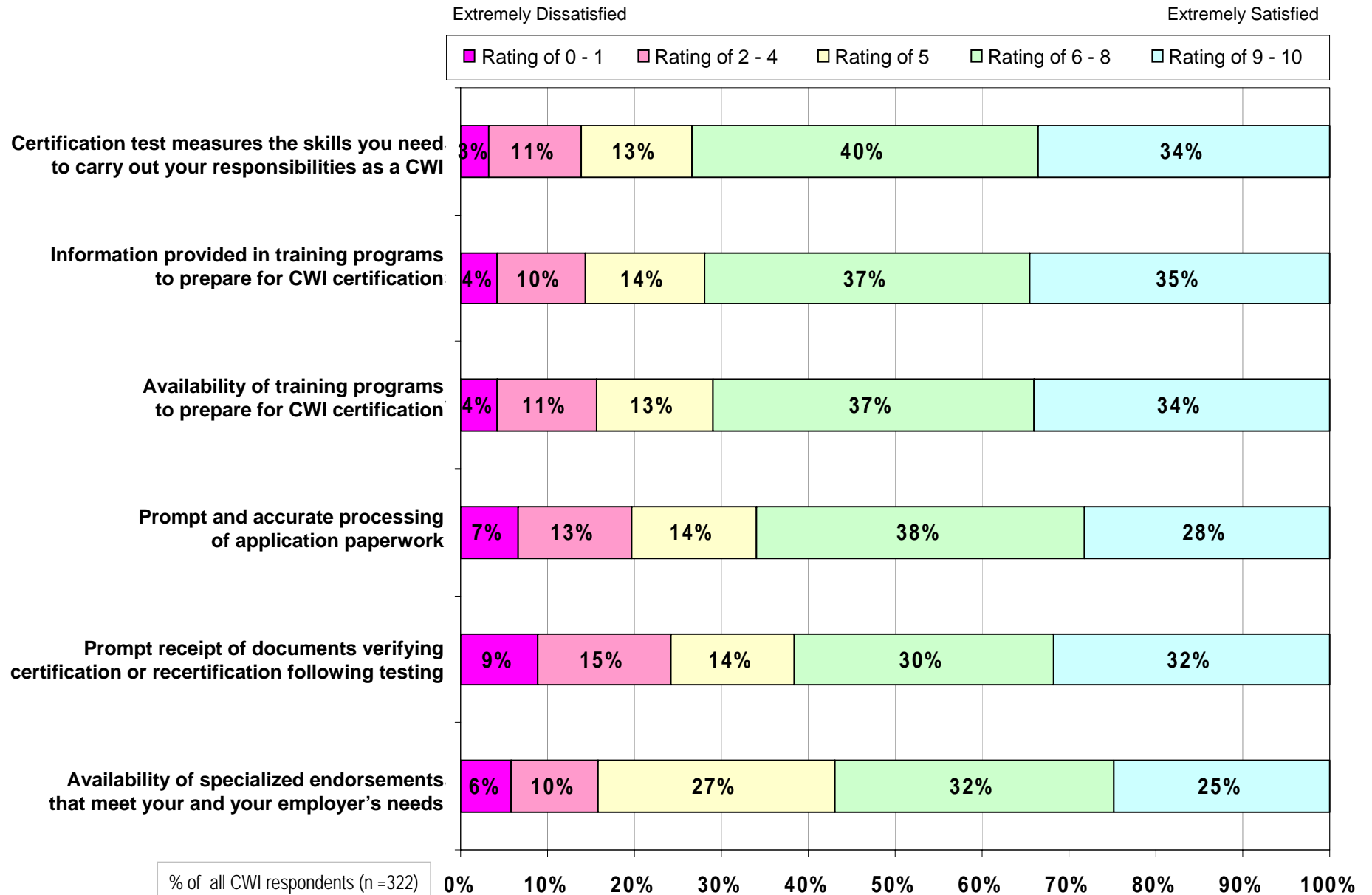
*Which of the following AWS certifications do you currently hold?*

<u>Certification</u>	<u>Respondents</u>
<b>Certified Associate Welding Inspector</b>	<b>44</b>
<b>Certified Welding Inspector</b>	<b>266</b>
<b>Senior Certified Welding Inspector</b>	<b><u>12</u></b>
<b><i>Total</i></b>	<b>322</b>

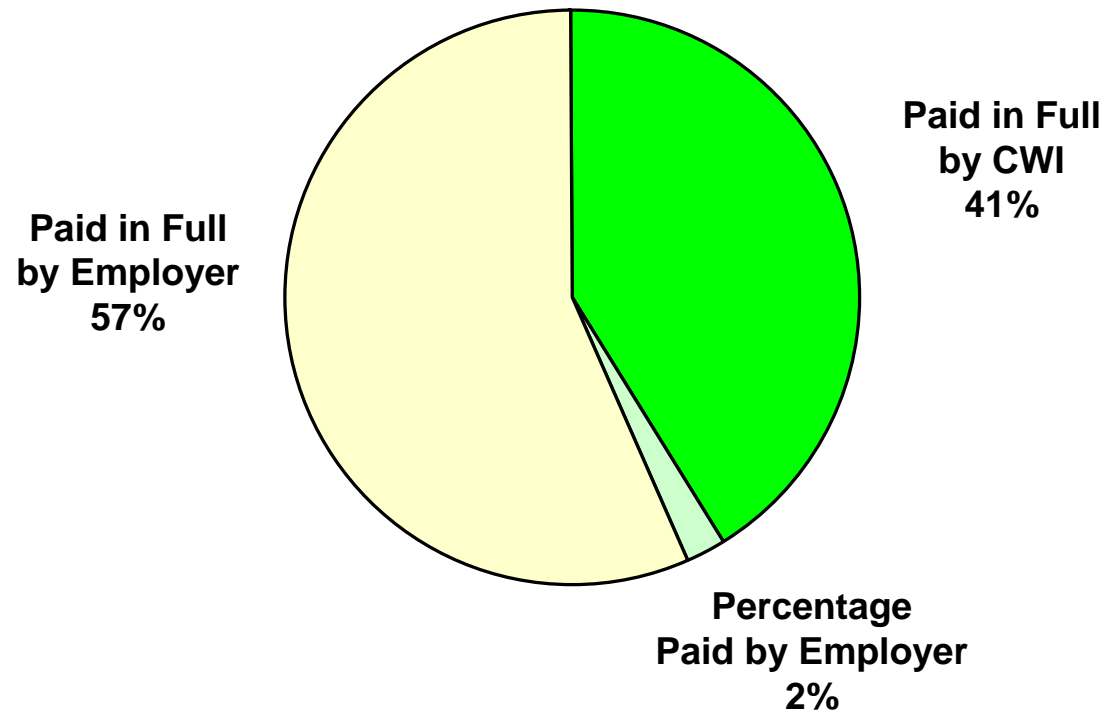
*Please rate your satisfaction with each of the following aspects of the CWI Certification Program:*



Mean rating on zero – ten scale by all CWI respondents (n =322)

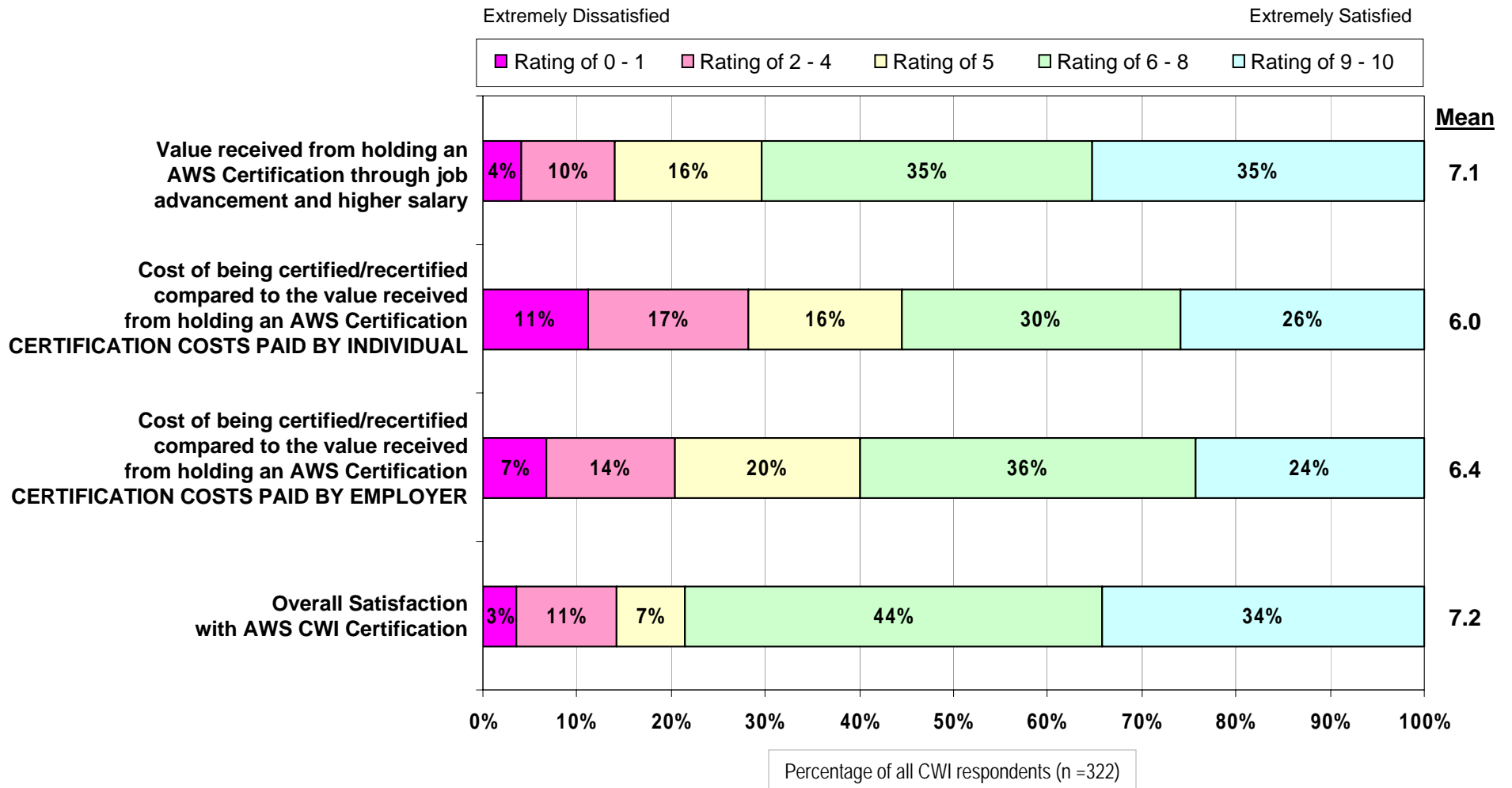


*The last time you were certified or recertified, who paid the certification fees?*



Percentage of all CWI respondents (n =322)

Please rate your satisfaction with each of the following aspects of the CWI Certification Program:



# RECOMMENDATIONS

- **Continue to evaluate opportunities to improve the value provided to individual members.**
- **Consider ways to systematically improve the quality of service provided by AWS.**
- **Continue to monitor satisfaction and perceived value of membership.**



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