

## Boxes and Charts of Responses to the Long-Range Planning Surveys

Page 1

### 1. If the AGO were to be started today, what groups should it primarily serve?

Members:

If the AGO were to be started today, what groups should it primarily serve? (check all that apply)		
Answer Options	Response Percent	Response Count
Church and synagogue organists	98.4%	2837
Organ students	91.7%	2645
Organ teachers	90.6%	2611
Organ builders	71.1%	2051
Theater and concert hall organists	60.4%	1741
Choral conductors	46.5%	1342
Other church and synagogue musicians	44.8%	1292
Other (please describe)		227
<i>answered question</i>		<b>2883</b>
<i>skipped question</i>		<b>65</b>

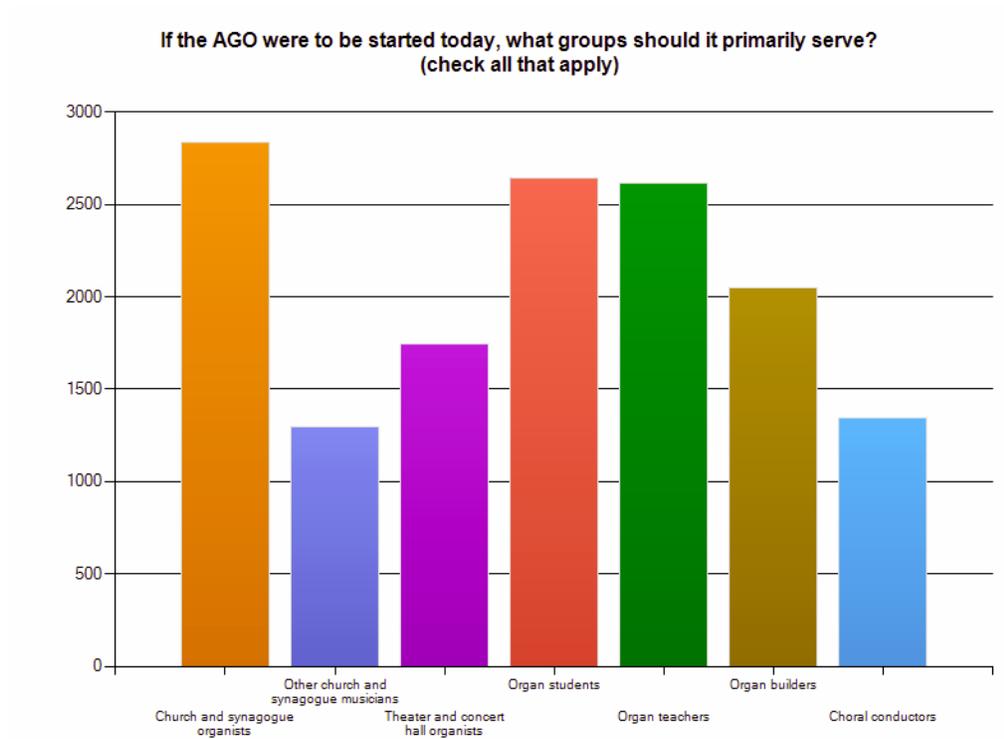
Lapsed Members:

If the AGO were to be started today, what groups should it primarily serve? (check all that apply)		
Answer Options	Response Percent	Response Count
Church and synagogue organists	96.5%	381
Organ students	90.1%	356
Organ teachers	87.3%	345
Organ builders	68.1%	269
Theater and concert hall organists	60.8%	240
Choral conductors	39.7%	157
Other church and synagogue musicians	38.2%	151
Other (please describe)		31
<i>answered question</i>		<b>395</b>
<i>skipped question</i>		<b>22</b>

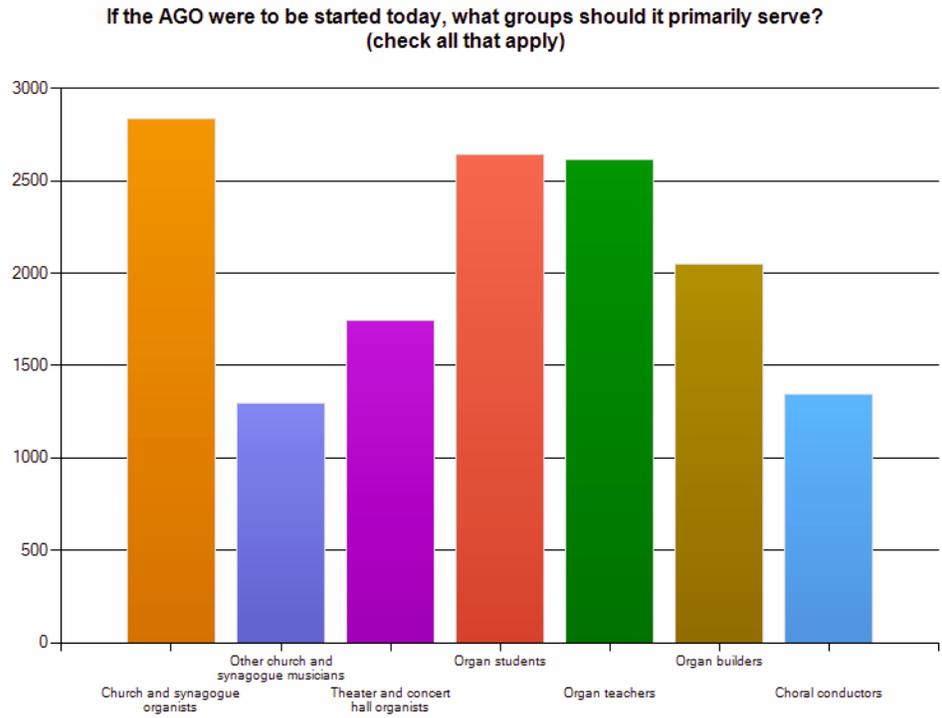
Leaders:

If the AGO were to be started today, what groups should it primarily serve? (check all that apply)		
Answer Options	Response Percent	Response Count
Church and synagogue organists	100.0%	81
Organ students	95.1%	77
Organ teachers	95.1%	77
Organ builders	72.8%	59
Theater or concert hall organists	66.7%	54
Choral conductors	50.6%	41
Other (please describe)	0%	12
<i>answered question</i>		<b>81</b>
<i>skipped question</i>		<b>0</b>

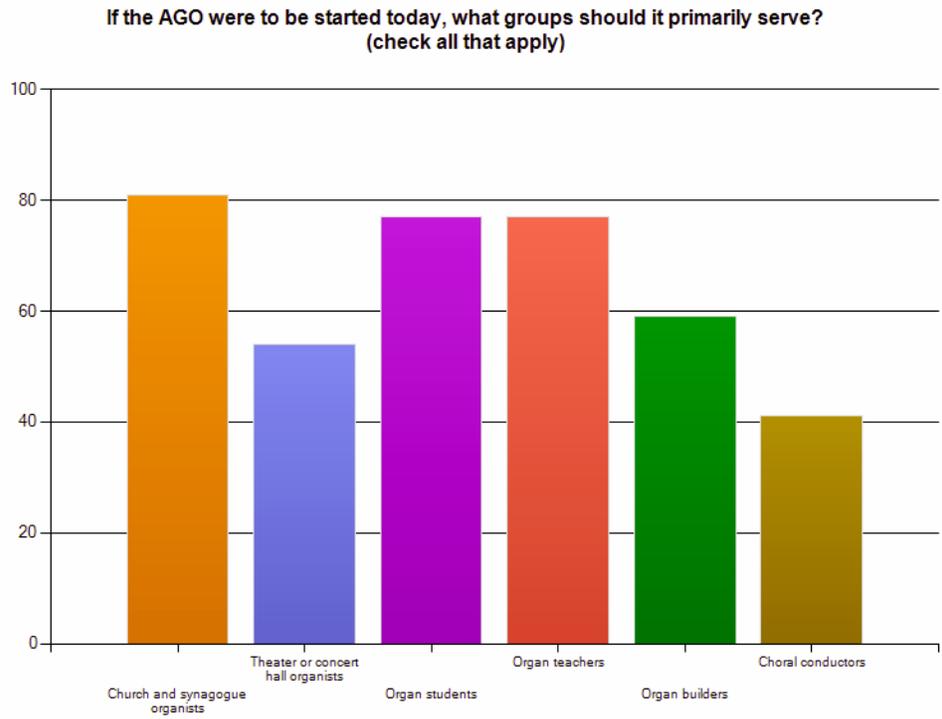
Members:



Lapsed Members:



Leaders:



**2. What groups of people not listed above should also be targeted for membership in the AGO?**

Members:

<b>What groups of people not listed above should also be targeted for membership in the AGO? (check all that apply)</b>		
<b>Answer Options</b>	<b>Response Percent</b>	<b>Response Count</b>
<b>Organ enthusiasts</b>	<b>91.0%</b>	<b>2501</b>
<b>Lovers of organ music</b>	<b>88.8%</b>	<b>2442</b>
<b>Lovers of classical music</b>	<b>39.6%</b>	<b>1088</b>
Church and synagogue choir members	37.9%	1043
Non-organist classical musicians	28.5%	783
Members of other music organizations	27.9%	766
Other members of churches and synagogues	20.0%	550
Other (please describe)		131
<i>answered question</i>		<b>2749</b>
<i>skipped question</i>		<b>199</b>

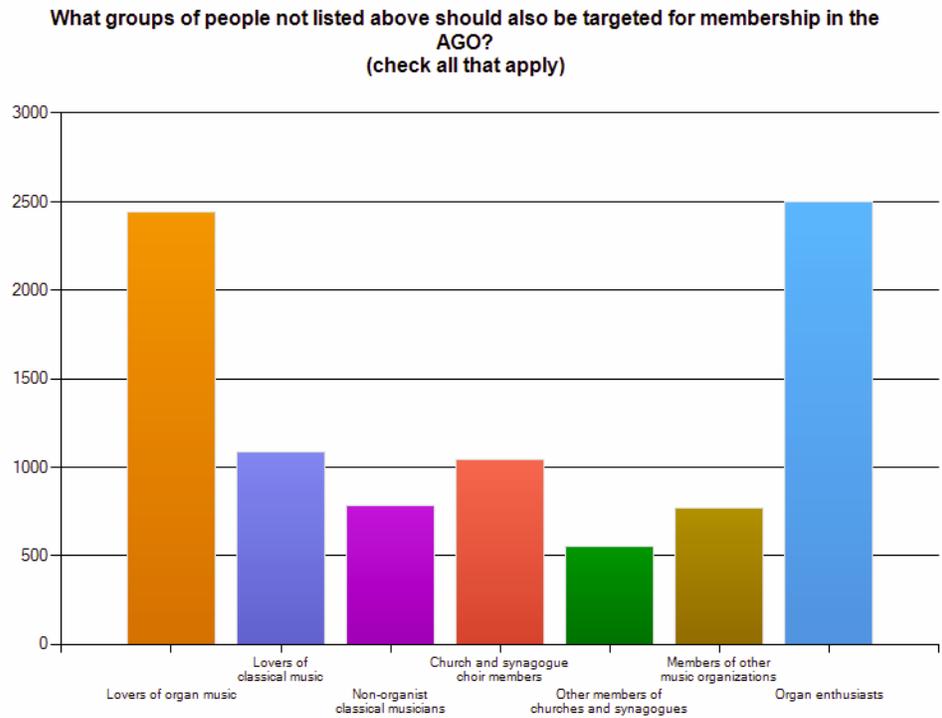
Lapsed Members:

<b>What groups of people not listed above should also be targeted for membership in the AGO? (check all that apply)</b>		
<b>Answer Options</b>	<b>Response Percent</b>	<b>Response Count</b>
<b>Organ enthusiasts</b>	<b>89.1%</b>	<b>327</b>
<b>Lovers of organ music</b>	<b>81.2%</b>	<b>298</b>
Lovers of classical music	33.0%	121
Church and synagogue choir members	30.5%	112
Non-organist classical musicians	25.3%	93
Members of other music organizations	22.1%	81
Other members of churches and synagogues	15.8%	58
Other (please describe)		21
<i>answered question</i>		<b>367</b>
<i>skipped question</i>		<b>50</b>

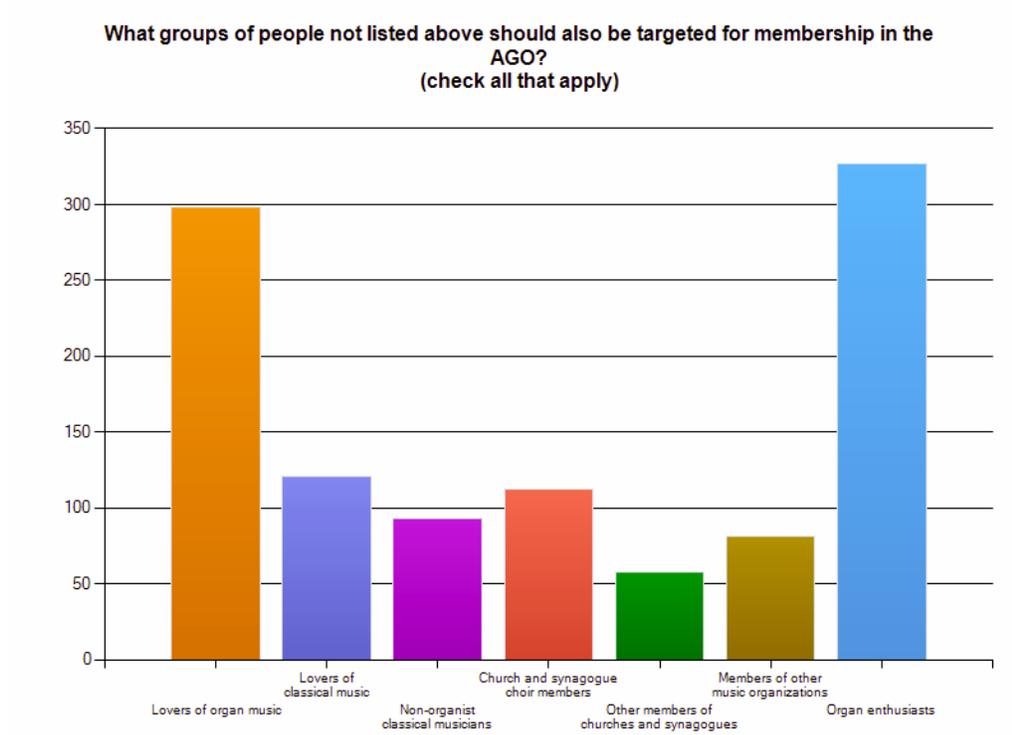
Leaders:

What groups of people not listed above should also be targeted for membership in the AGO? (check all that apply)		
Answer Options	Response Percent	Response Count
Lovers of organ music	98.7%	74
Church and synagogue choir members	46.7%	35
Lovers of classical music	42.7%	32
Members of other music organizations	38.7%	29
Non-organist classical musicians	37.3%	28
Other members of churches and synagogues	25.3%	19
Other (please describe)		9
<b>answered question</b>		<b>75</b>
<b>skipped question</b>		<b>6</b>

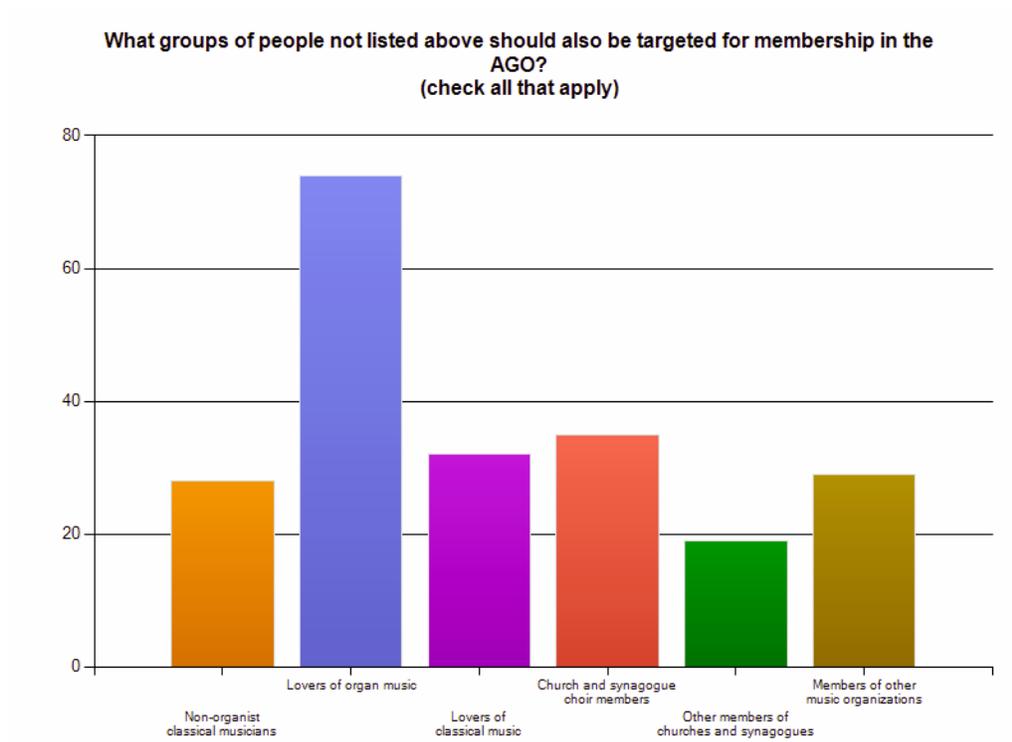
Members:



Lapsed Members:



Leaders:



### 3. How would you describe the importance to you of the following reasons for belonging to the AGO?

Members:

How would you describe the importance to you of the following reasons for belonging to the AGO? (check one category for each item, or leave blank if you have no opinion)				
Answer Options	Very Important	Somewhat Important	Not Important	Response Count
<b>Interest in organs and organ music</b>	<b>2409</b>	<b>443</b>	<b>20</b>	<b>2872</b>
<b>The American Organist magazine</b>	<b>1926</b>	<b>798</b>	<b>134</b>	<b>2858</b>
<b>Interaction with colleagues</b>	<b>1915</b>	<b>789</b>	<b>125</b>	<b>2829</b>
<b>Professional support</b>	<b>1858</b>	<b>774</b>	<b>196</b>	<b>2828</b>
Continuing education	1250	1108	358	2716
Conventions	1040	1272	438	2750
Certification program	708	1107	835	2650
Competitions	475	990	1075	2540
Other membership benefits	406	1452	700	2558
Other (please describe)	130			130
<i>answered question</i>				<b>2907</b>
<i>skipped question</i>				<b>41</b>

Lapsed Members:

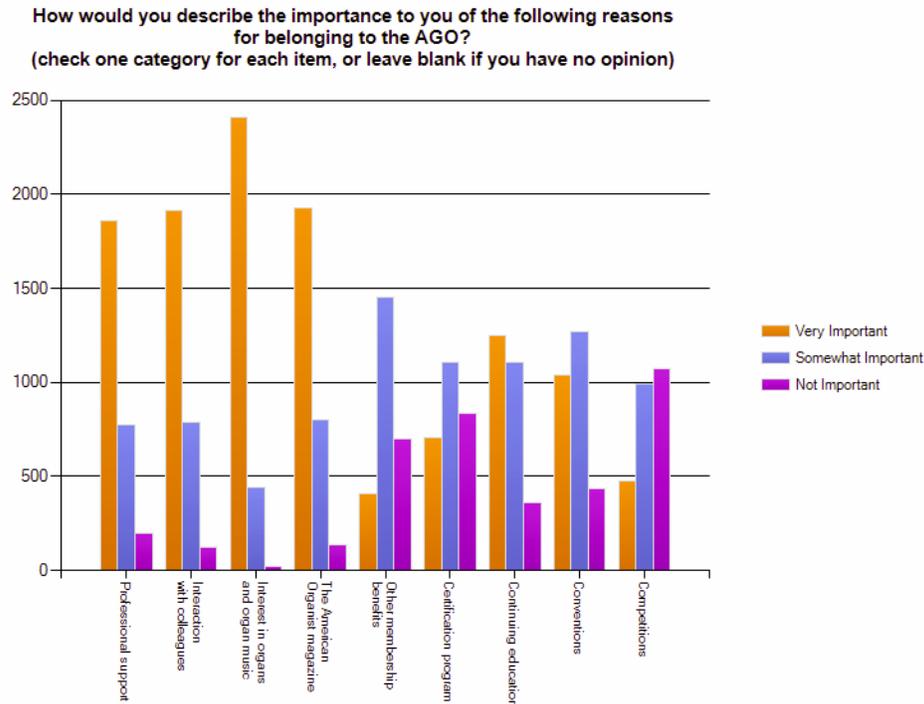
How would you rate the importance to you of the following reasons for joining the AGO? (check one category for each item, or leave blank if you have no opinion)				
Answer Options	Very Important	Somewhat Important	Not Important	Response Count
<b>Interest in organs and organ music</b>	<b>310</b>	<b>70</b>	<b>11</b>	<b>391</b>
<b>Professional support</b>	<b>237</b>	<b>104</b>	<b>37</b>	<b>378</b>
<b>Interaction with colleagues</b>	<b>205</b>	<b>146</b>	<b>34</b>	<b>385</b>
The American Organist magazine	203	130	53	386
Continuing education	139	147	82	368
Certification program	89	140	138	367
Conventions	87	176	98	361
Other membership benefits	61	162	117	340
Competitions	43	114	191	348
Other (please describe)	22	0	0	22
<i>answered question</i>				<b>396</b>
<i>skipped question</i>				<b>21</b>

Leaders:

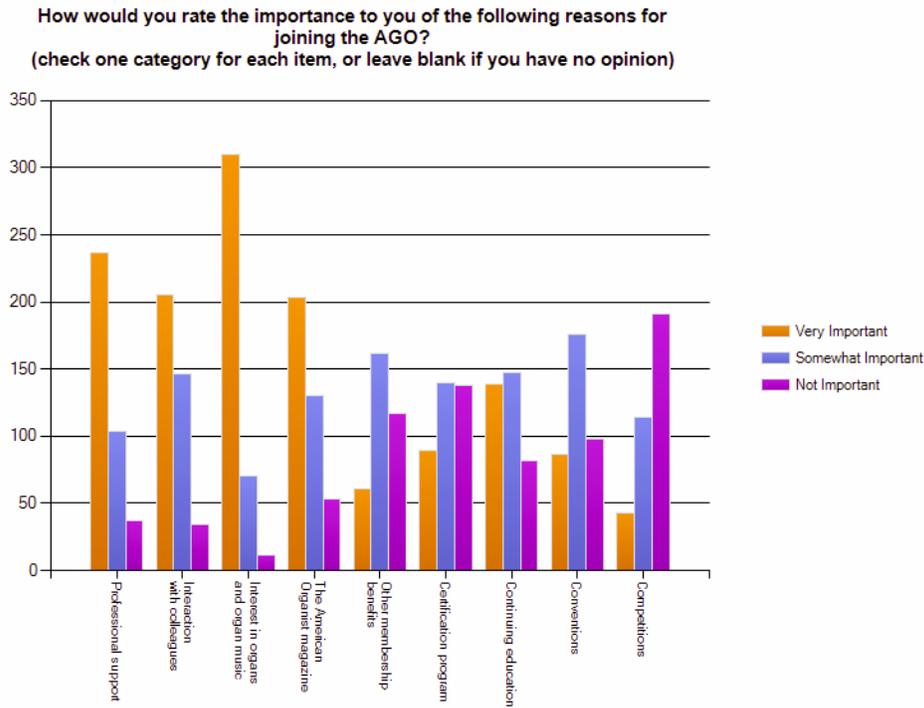
**If you are currently a member of the AGO, what is the most important reason? If you are not a member of the AGO, please skip to question 4. (check only one)**

Answer Options	Response Percent	Response Count
Interaction with colleagues	38.8%	31
Interest in organs and organ music	18.8%	15
The American Organist (TAO) magazine	13.8%	11
Professional support	11.3%	9
Conventions	7.5%	6
Certification program	6.3%	5
Other membership benefits	1.3%	1
Continuing education	1.3%	1
Competitions	1.3%	1
Other (please describe)		6
<i>answered question</i>		<b>80</b>
<i>skipped question</i>		<b>1</b>

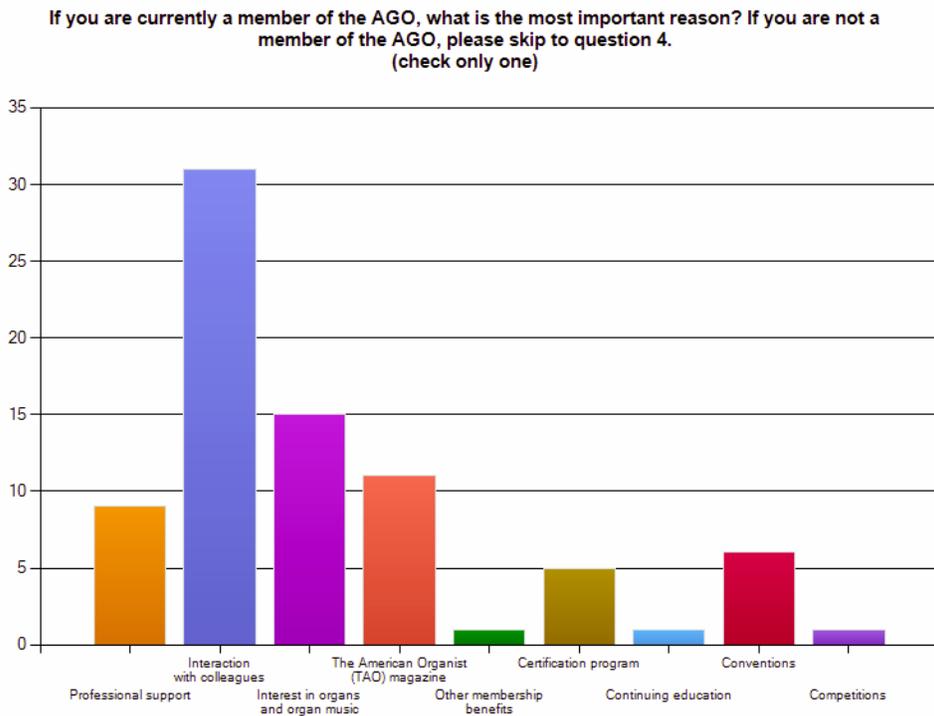
Members:



Lapsed Members:



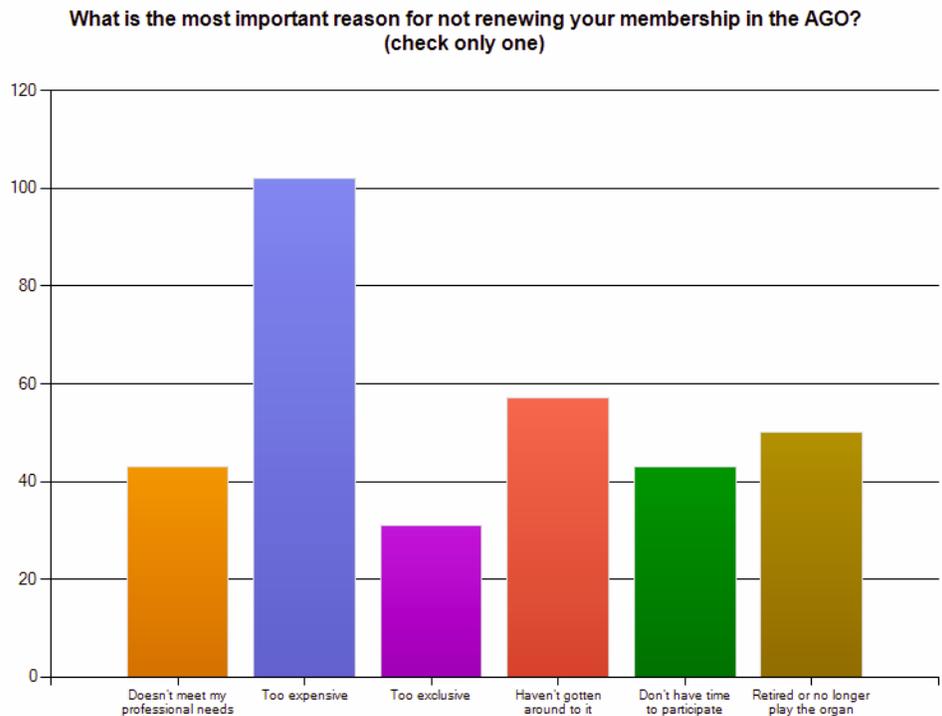
Leaders:



#### 4. What is the most important reason for not renewing your membership in the AGO?

Lapsed Members:

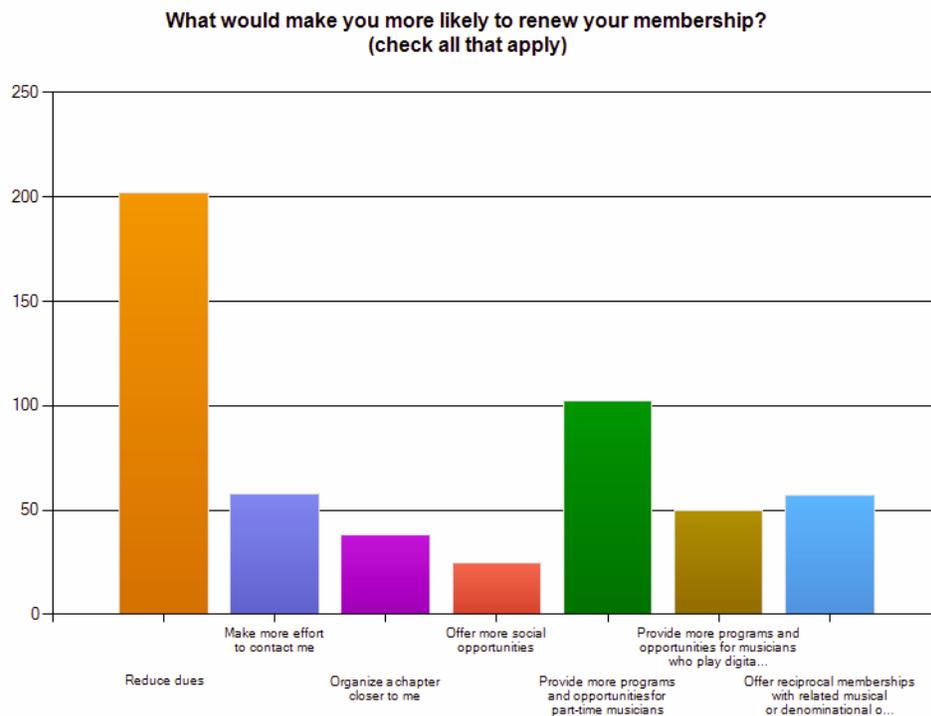
What is the most important reason for not renewing your membership in the AGO? (check only one)		
Answer Options	Response Percent	Response Count
Too expensive	31.3%	102
Haven't gotten around to it	17.5%	57
Retired or no longer play the organ	15.3%	50
Doesn't meet my professional needs	13.2%	43
Don't have time to participate	13.2%	43
Too exclusive	9.5%	31
Other (please describe)		117
<i>answered question</i>		<b>326</b>
<i>skipped question</i>		<b>91</b>



## 5. What would make you more likely to renew your membership?

Lapsed Members:

What would make you more likely to renew your membership? (check all that apply)		
Answer Options	Response Percent	Response Count
Reduce dues	70.1%	202
Provide more programs and opportunities for part-time musicians	35.4%	102
Make more effort to contact me	20.1%	58
Offer reciprocal memberships with related musical or denominational organizations	19.8%	57
Provide more programs and opportunities for musicians who play digital instruments	17.4%	50
Organize a chapter closer to me	13.2%	38
Offer more social opportunities	8.7%	25
<b>Other (please describe)</b>		<b>111</b>
<i>answered question</i>		<b>288</b>
<i>skipped question</i>		<b>129</b>



**1. How would you rate the following AGO programs, services, and member benefits in terms of their importance to you?**

Members:

<b>How would you rate the following AGO programs, services, and member benefits in terms of their importance to you? (check one category for each item, or leave blank if you have no opinion)</b>				
<b>Answer Options</b>	<b>Very Important</b>	<b>Somewhat Important</b>	<b>Not Important</b>	<b>Response Count</b>
<b>The American Organist</b>	<b>1900</b>	<b>689</b>	<b>112</b>	<b>2701</b>
<b>Chapter programming</b>	<b>1577</b>	<b>732</b>	<b>201</b>	<b>2510</b>
<b>Job listings</b>	<b>1435</b>	<b>774</b>	<b>328</b>	<b>2536</b>
<b>Educational resources</b>	<b>1358</b>	<b>956</b>	<b>195</b>	<b>2508</b>
<b>Professional education</b>	<b>1275</b>	<b>974</b>	<b>267</b>	<b>2515</b>
Pipe Organ Encounters	1239	902	371	2512
Professional networking	1207	1082	270	2559
Regional conventions	1185	1053	289	2527
National conventions	1110	1034	379	2523
AGO Web site	1070	1259	269	2598
Career development and support	1022	1096	403	2521
Membership development	799	1142	503	2444
Certification	628	1059	771	2458
New music commissions	608	1163	669	2440
Performance competitions	573	1065	766	2403
New music competitions	447	1097	846	2390
Denominational relations	414	1046	945	2405
Fund-raising and finances	390	1119	846	2355
Seminary relations	362	903	1103	2368
Member insurance	353	761	1254	2368
			<b><i>answered question</i></b>	<b>2729</b>
			<b><i>skipped question</i></b>	<b>219</b>

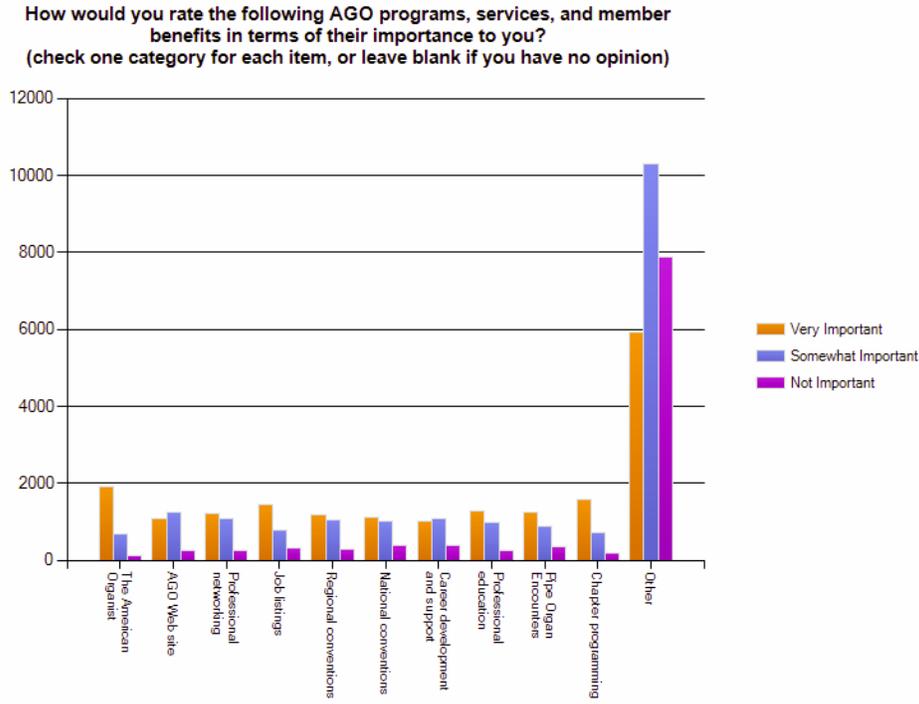
Lapsed Members:

<b>How would you rate the following AGO programs, services, and member benefits in terms of their importance to you? (check one category for each item, or leave blank if you have no opinion)</b>				
<b>Answer Options</b>	<b>Very Important</b>	<b>Somewhat Important</b>	<b>Not Important</b>	<b>Response Count</b>
<b>Job listings</b>	<b>190</b>	<b>89</b>	<b>63</b>	<b>342</b>
<b>The American Organist</b>	<b>182</b>	<b>125</b>	<b>52</b>	<b>359</b>
<b>Educational resources</b>	<b>157</b>	<b>133</b>	<b>46</b>	<b>336</b>
<b>Chapter programming</b>	<b>156</b>	<b>134</b>	<b>46</b>	<b>336</b>
<b>Professional education</b>	<b>137</b>	<b>135</b>	<b>63</b>	<b>335</b>
Career development and support	132	127	88	347
Professional networking	129	141	74	344
Pipe Organ Encounters	125	138	71	334
AGO Web site	121	161	68	350
Regional conventions	94	158	75	327
National conventions	77	145	104	326
Certification	74	122	140	336
Member insurance	68	90	166	324
New music commissions	67	137	123	327
Membership development	66	132	121	319
Performance competitions	49	111	160	320
New music competitions	48	113	158	319
Denominational relations	46	119	167	332
Fund-raising and finances	34	107	166	307
Seminary relations	30	103	194	327
<b><i>answered question</i></b>				<b>375</b>
<b><i>skipped question</i></b>				<b>42</b>

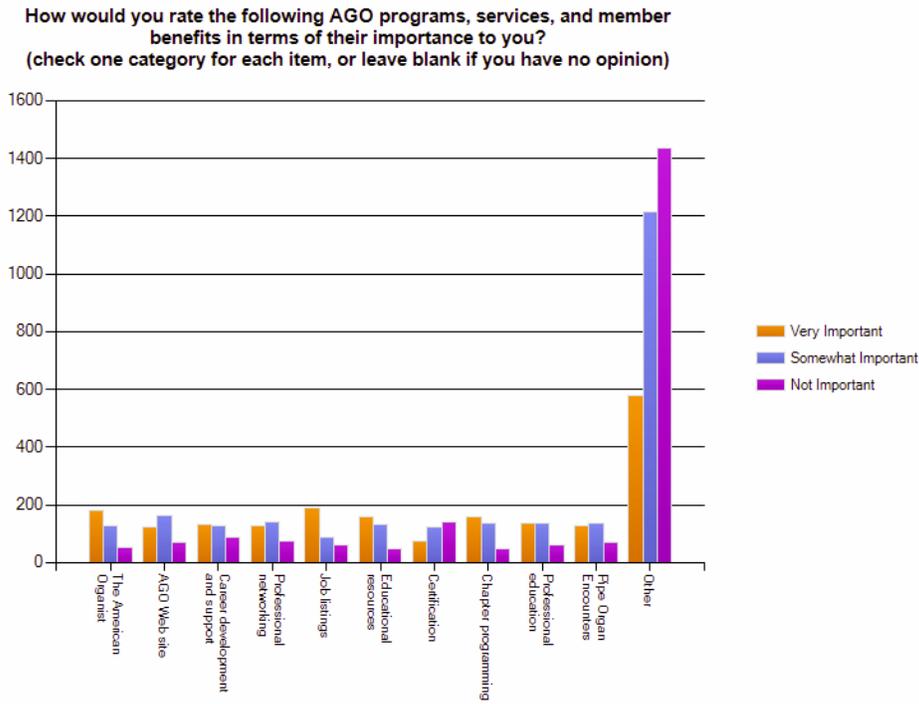
Leaders:

<b>How would you rate the following AGO programs, services, and member benefits in terms of their importance to you? (check one category for each item, or leave blank if you have no opinion)</b>				
<b>Answer Options</b>	<b>Very Important</b>	<b>Somewhat Important</b>	<b>Not Important</b>	<b>Response Count</b>
<b>The American Organist</b>	<b>72</b>	<b>9</b>	<b>0</b>	<b>81</b>
<b>Chapter programming</b>	<b>64</b>	<b>16</b>	<b>1</b>	<b>81</b>
<b>Professional networking</b>	<b>60</b>	<b>16</b>	<b>4</b>	<b>80</b>
<b>National conventions</b>	<b>59</b>	<b>20</b>	<b>2</b>	<b>81</b>
<b>Regional conventions</b>	<b>57</b>	<b>22</b>	<b>2</b>	<b>81</b>
<b>AGO Web site</b>	<b>54</b>	<b>24</b>	<b>3</b>	<b>81</b>
Pipe Organ Encounters	53	23	5	81
Educational resources	52	28	1	81
Professional education	49	30	2	81
Membership development	43	28	8	79
Job listings	42	29	10	81
Career development and support	37	35	8	80
Performance competitions	35	31	12	78
Certification	29	34	17	80
New music commissions	26	43	11	80
Seminary relations	24	34	20	78
Fund-raising and finances	21	42	15	78
Denominational relations	20	32	27	79
New music competitions	18	45	16	79
Member insurance	5	22	52	79
<b><i>answered question</i></b>				<b>81</b>
<b><i>skipped question</i></b>				<b>0</b>

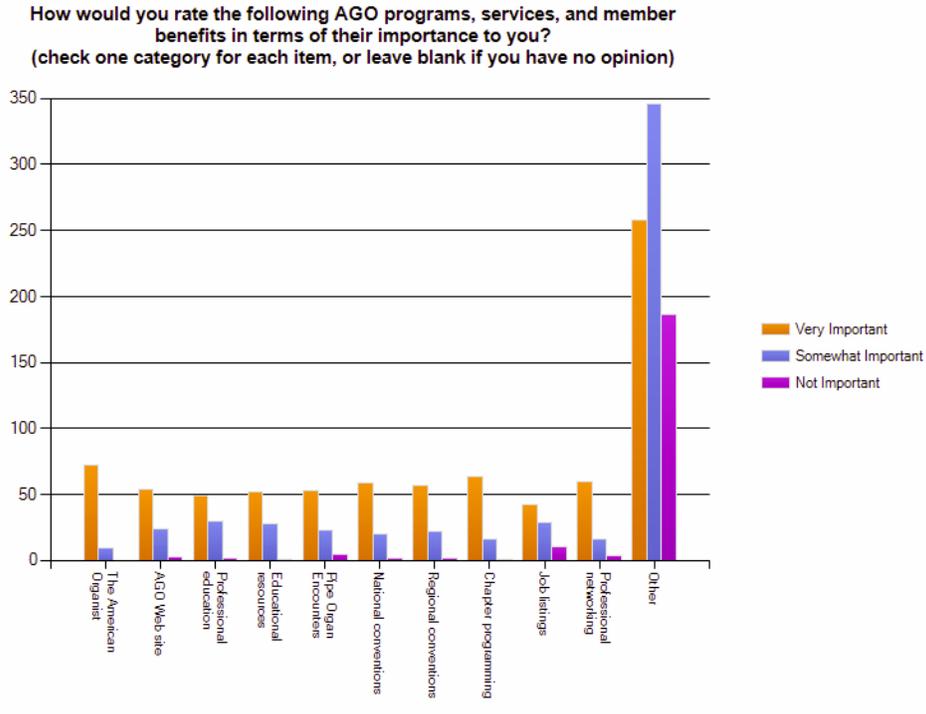
Members:



Lapsed Members:



Leaders:



**2. What programs, services, or member benefits not currently offered would you like to see the AGO implement?**

Members:

<b>What programs, services, or member benefits not currently offered would you like to see the AGO implement? (check all that apply)</b>		
<b>Answer Options</b>	<b>Response Percent</b>	<b>Response Count</b>
<b>Discounts on printed music and recordings</b>	<b>79.8%</b>	<b>2076</b>
<b>Summer conferences for part-time church musicians</b>	<b>55.2%</b>	<b>1436</b>
<b>Online interactive educational programs</b>	<b>54.1%</b>	<b>1407</b>
Scholarships for organ study	46.7%	1215
Clergy-musician conferences	44.5%	1158
Reciprocal memberships with related musical or denominational organizations	37.6%	979
National assistance with chapter programming	31.6%	822
Increased national assistance with chapter publicity	25.7%	669
Leadership conferences	22.9%	597
Other (please describe)		105
	<b><i>answered question</i></b>	<b>2603</b>
	<b><i>skipped question</i></b>	<b>345</b>

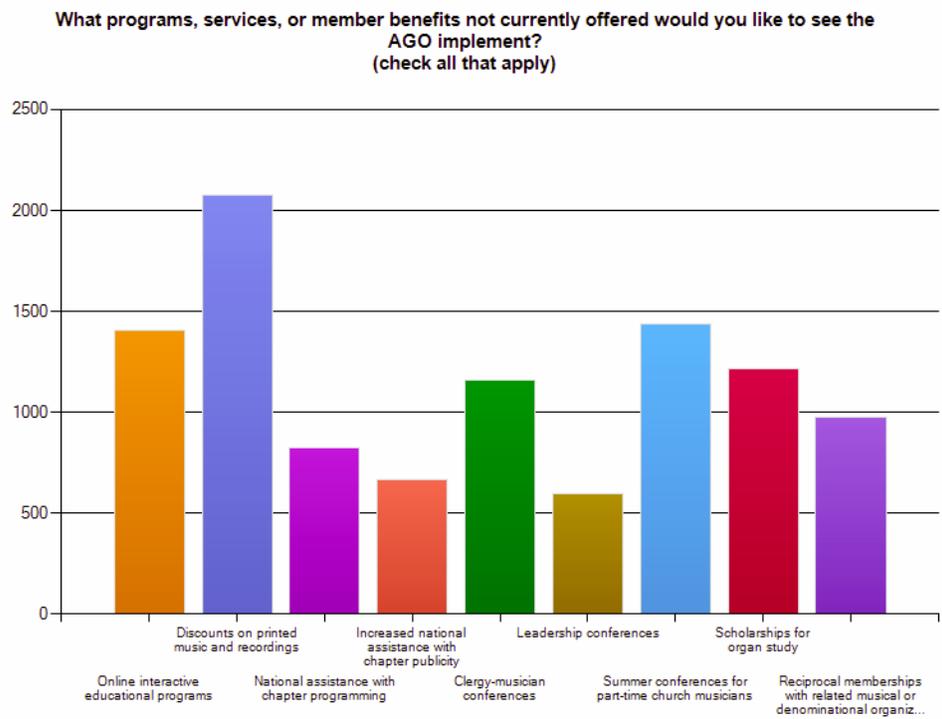
Lapsed Members:

<b>What programs, services, or member benefits not currently offered would you like to see the AGO implement? (check all that apply)</b>		
<b>Answer Options</b>	<b>Response Percent</b>	<b>Response Count</b>
<b>Discounts on printed music and recordings</b>	<b>79.6%</b>	<b>270</b>
<b>Online interactive educational programs</b>	<b>54.0%</b>	<b>183</b>
<b>Summer conferences for part-time church musicians</b>	<b>44.5%</b>	<b>151</b>
Clergy-musician conferences	37.8%	128
Scholarships for organ study	37.8%	128
Reciprocal memberships with related musical or denominational organizations	28.6%	97
National assistance with chapter programming	19.2%	65
Leadership conferences	16.5%	56
Increased national assistance with chapter publicity	13.6%	46
Other (please describe)	0%	22
	<b><i>answered question</i></b>	<b>339</b>
	<b><i>skipped question</i></b>	<b>78</b>

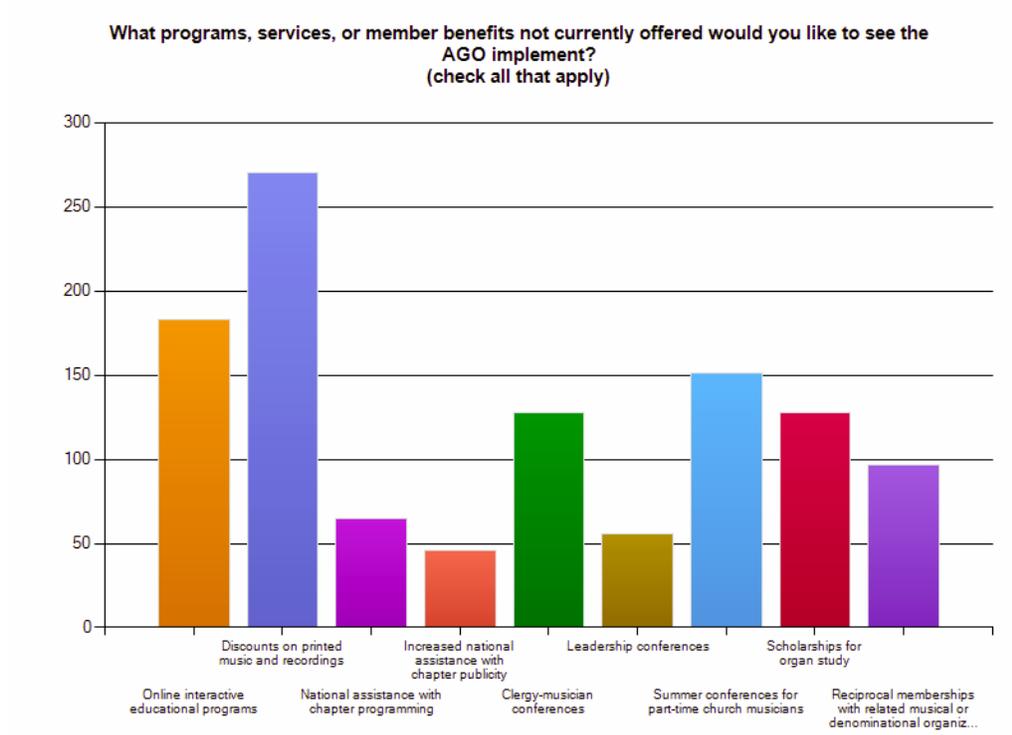
Leaders:

What programs, services, or member benefits not currently offered would you like to see the AGO implement? (check all that apply)		
Answer Options	Response Percent	Response Count
Discounts on printed music and recordings	71.4%	55
Online interactive educational programs	61.0%	47
National assistance with chapter programming	53.2%	41
Summer conferences for part-time church musicians	53.2%	41
Reciprocal memberships with related musical or denominational organizations	49.4%	38
National assistance with chapter publicity	46.8%	36
Scholarships for organ study	44.2%	34
Clergy-musician conferences	42.9%	33
Leadership conferences	35.1%	27
Other (please describe)		1
<b>answered question</b>		<b>77</b>
<b>skipped question</b>		<b>4</b>

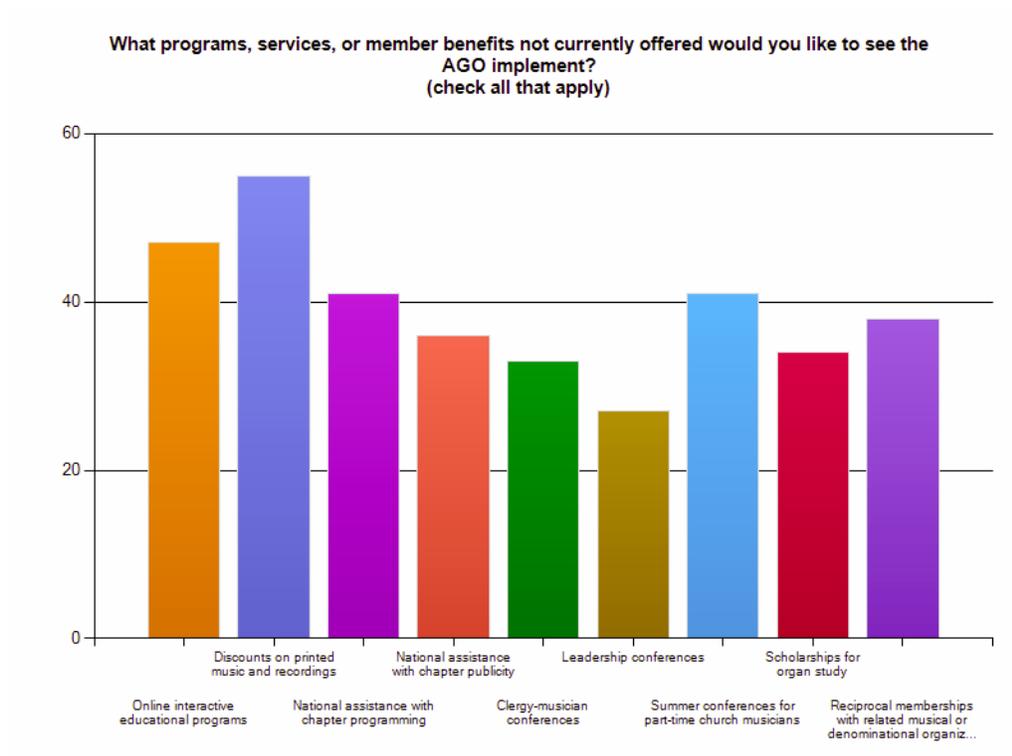
Members:



Lapsed Members:



Leaders:



**3. Should the AGO change the way dues are collected, so that Headquarters would receive dues from all members and remit the chapter portions electronically to each chapter, instead of the current practice whereby chapters collect the dues and remit a portion to the national organization?**

Members:

Answer Options	Response Percent	Response Count
<b>Not sure/no opinion</b>	<b>45.4%</b>	<b>1231</b>
No	34.5%	936
Yes	20.1%	545
<i>answered question</i>		<b>2711</b>
<i>skipped question</i>		<b>237</b>

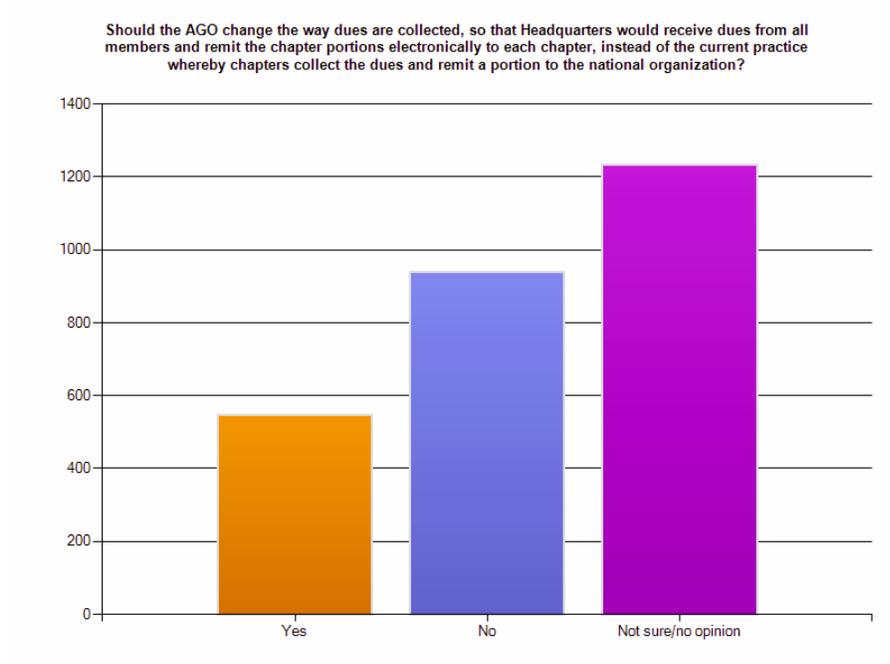
Lapsed Members:

Answer Options	Response Percent	Response Count
<b>Not sure/no opinion</b>	<b>55.1%</b>	<b>207</b>
Yes	29.8%	112
No	15.2%	57
<i>answered question</i>		<b>376</b>
<i>skipped question</i>		<b>41</b>

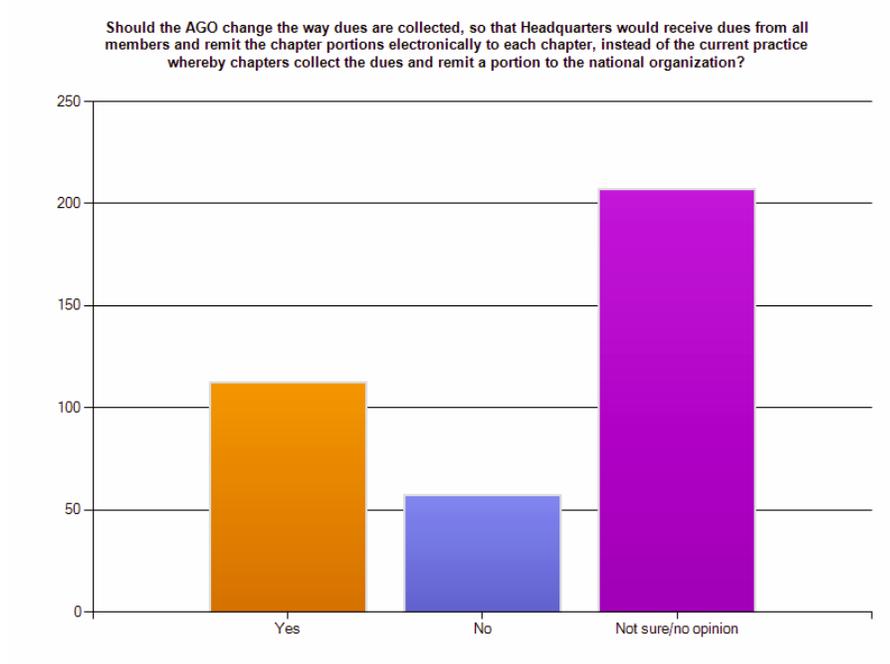
Leaders:

Answer Options	Response Percent	Response Count
No	37.5%	30
Not sure/no opinion	33.8%	27
Yes	28.8%	23
<i>answered question</i>		<b>80</b>
<i>skipped question</i>		<b>1</b>

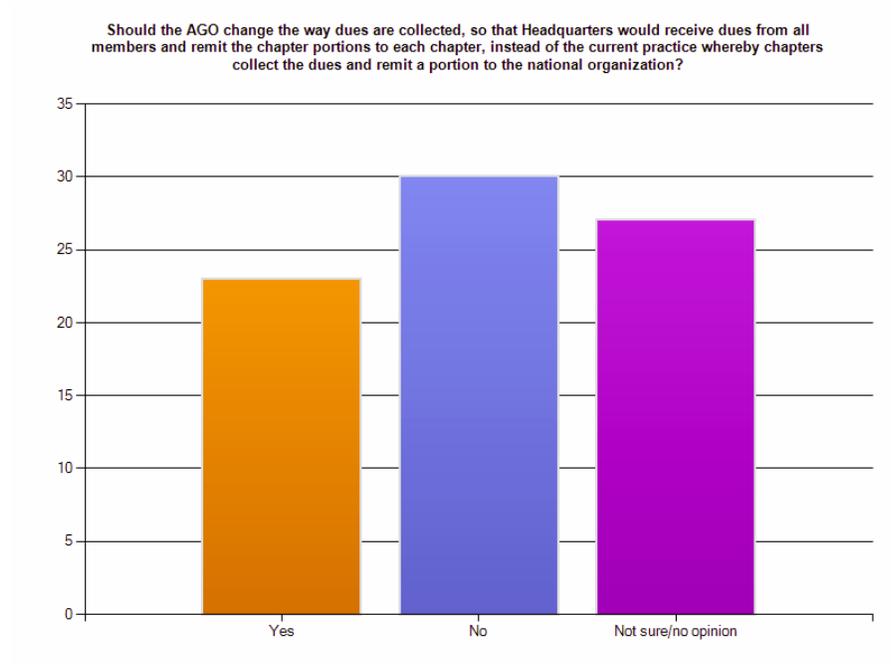
## Members:



## Lapsed Members:



## Leaders:



**4. Should the AGO articulate a policy on the types of instruments (keyboard or other) appropriate for worship?**

Members:

Answer Options	Response Percent	Response Count
<b>No</b>	<b>57.8%</b>	<b>1563</b>
Yes	26.8%	723
Not sure/no opinion	15.4%	417
<i>answered question</i>		<b>2702</b>
<i>skipped question</i>		<b>246</b>

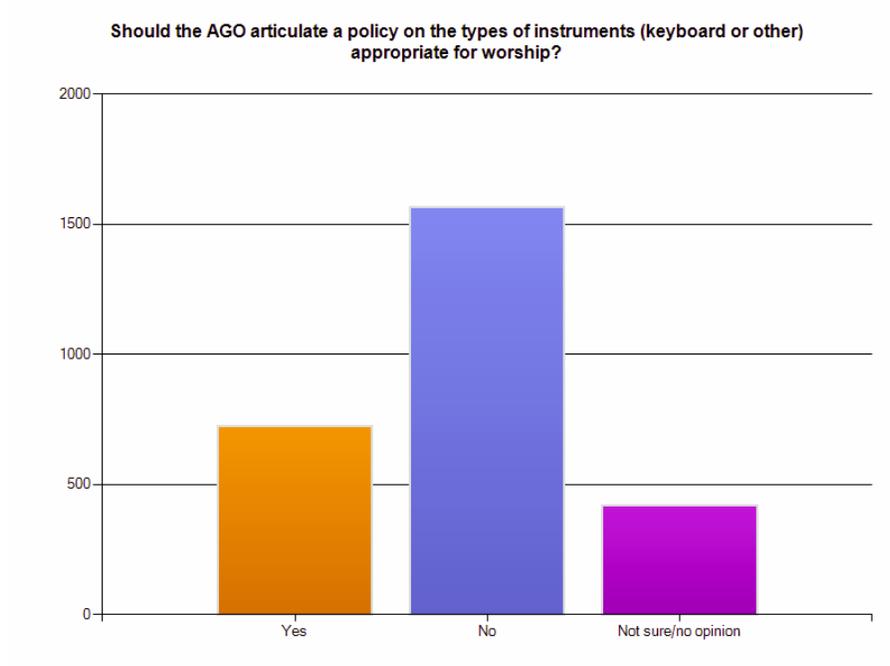
Lapsed Members:

Answer Options	Response Percent	Response Count
<b>No</b>	<b>61.8%</b>	<b>233</b>
Yes	23.6%	89
Not sure/no opinion	14.6%	55
<i>answered question</i>		<b>377</b>
<i>skipped question</i>		<b>40</b>

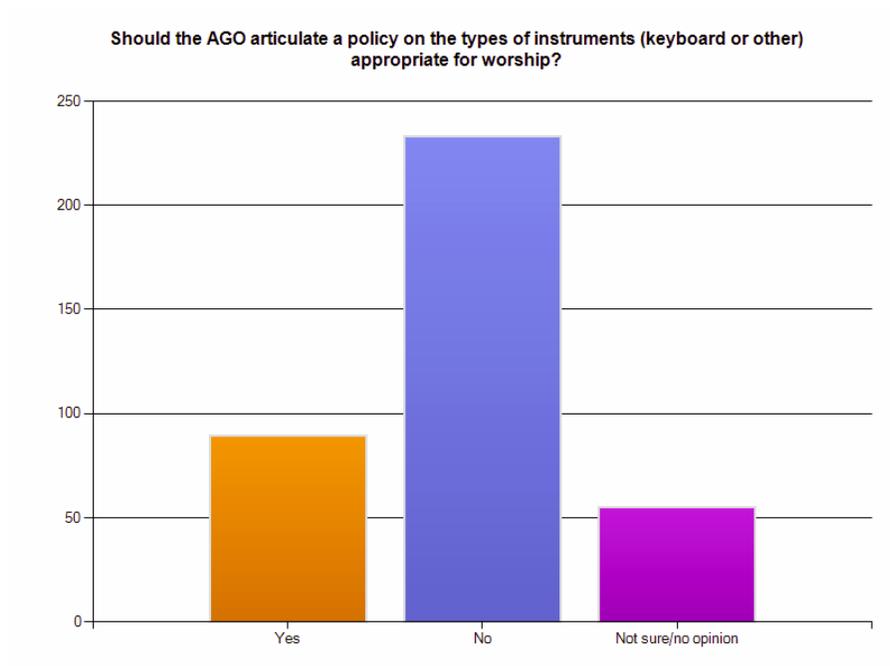
Leaders:

Answer Options	Response Percent	Response Count
<b>No</b>	<b>70.4%</b>	<b>57</b>
Yes	21.0%	17
Not sure/no opinion	8.6%	7
<i>answered question</i>		<b>81</b>
<i>skipped question</i>		<b>0</b>

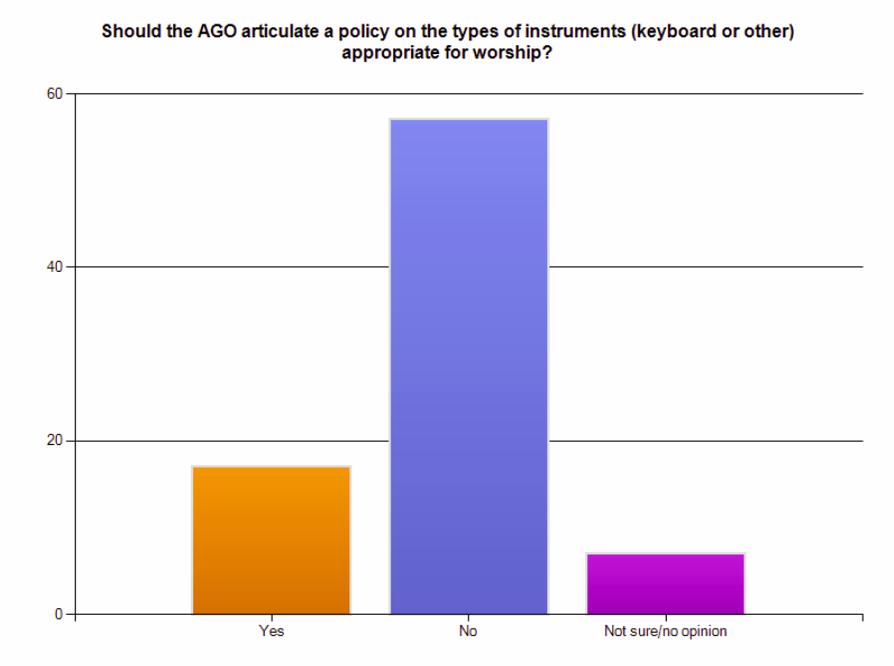
Members:



Lapsed Members:



Leaders:



**5. Should the AGO articulate a policy on styles of music appropriate for worship?**

Members:

Answer Options	Response Percent	Response Count
<b>No</b>	<b>57.9%</b>	<b>1570</b>
Yes	29.5%	801
Not sure/no opinion	12.6%	341
<i>answered question</i>		<b>2712</b>
<i>skipped question</i>		<b>236</b>

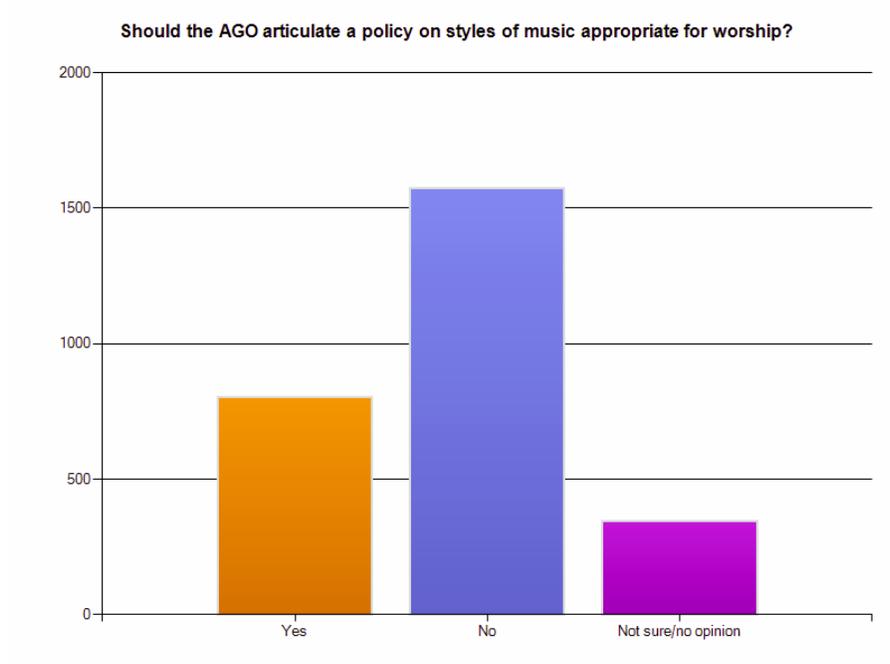
Lapsed Members:

Answer Options	Response Percent	Response Count
<b>No</b>	<b>63.1%</b>	<b>238</b>
Yes	26.5%	100
Not sure/no opinion	10.3%	39
<i>answered question</i>		<b>377</b>
<i>skipped question</i>		<b>40</b>

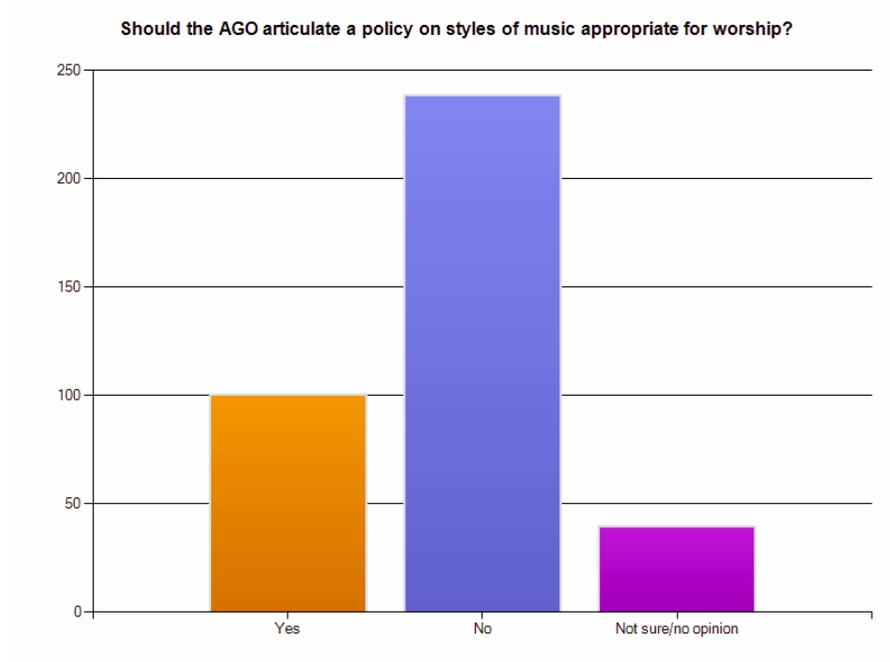
Leaders:

Answer Options	Response Percent	Response Count
<b>No</b>	<b>71.6%</b>	<b>58</b>
Yes	19.8%	16
Not sure/no opinion	8.6%	7
<i>answered question</i>		<b>81</b>
<i>skipped question</i>		<b>0</b>

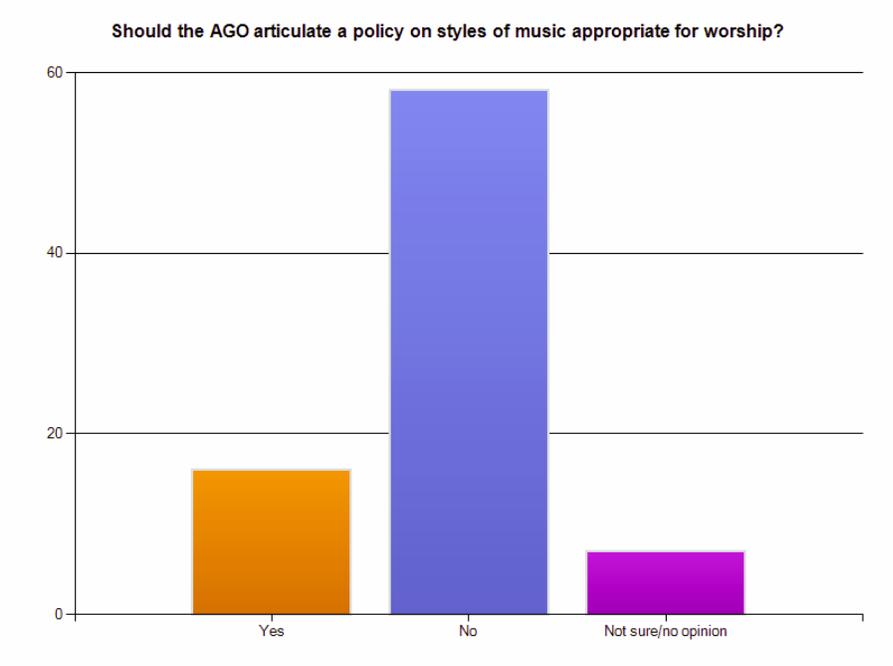
Members:



Lapsed Members:



Leaders:



## 6. What should be the relationship between the AGO and organized religion?

Members:

Answer Options	Response Percent	Response Count
<b>The AGO should work cordially with, but independently of, organized religion</b>	<b>61.4%</b>	<b>1660</b>
The AGO should work closely with organized religion on joint programs wherever possible	27.0%	730
The AGO should have no formal relationship with organized religion	7.8%	210
Not sure/no opinion	3.8%	104
Other (please describe)		86
<i>answered question</i>		<b>2704</b>
<i>skipped question</i>		<b>244</b>

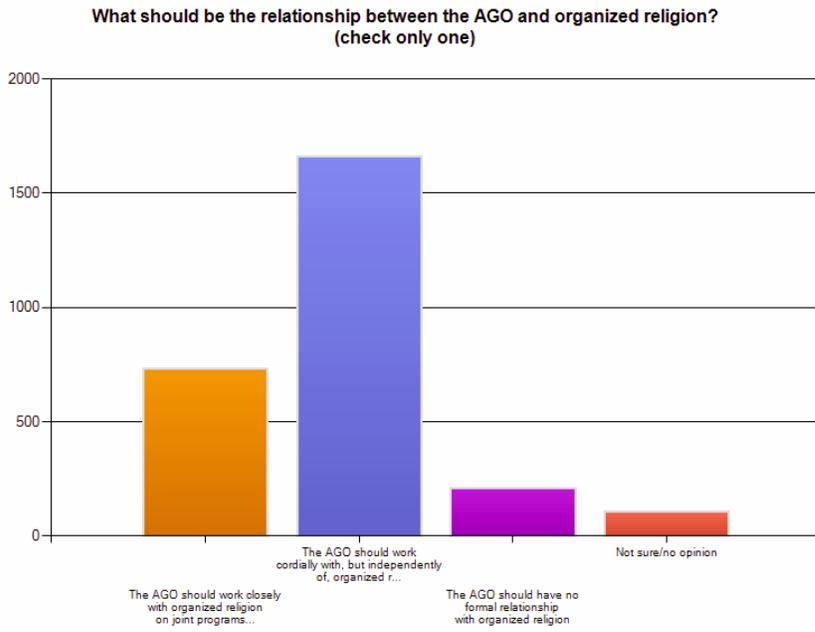
Lapsed Members:

Answer Options	Response Percent	Response Count
<b>The AGO should work cordially with, but independently of, organized religion</b>	<b>56.6%</b>	<b>214</b>
The AGO should work closely with organized religion on joint programs wherever possible	28.8%	109
The AGO should have no formal relationship with organized religion	8.7%	33
Not sure/no opinion	5.8%	22
Other (please describe)		23
<i>answered question</i>		<b>378</b>
<i>skipped question</i>		<b>39</b>

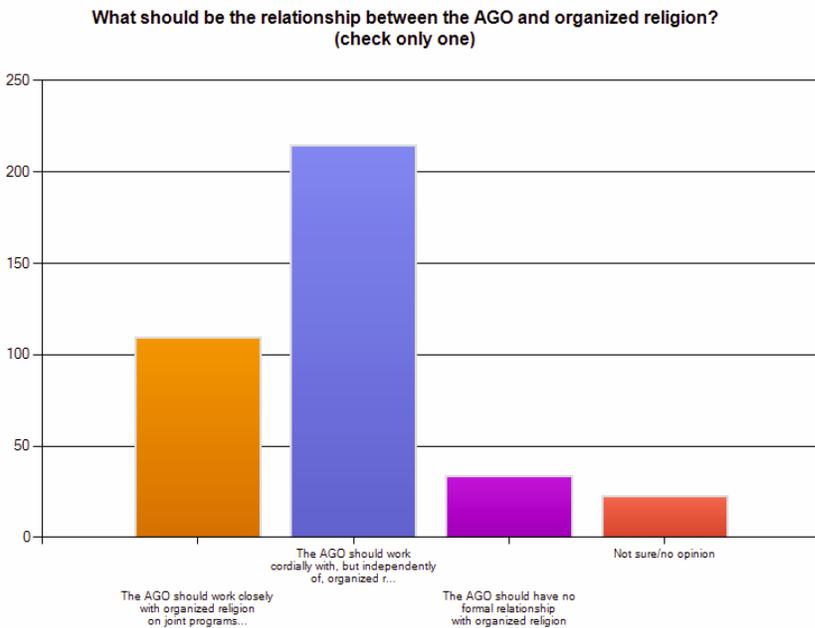
Leaders:

Answer Options	Response Percent	Response Count
<b>The AGO should work cordially with, but independently of, organized religion</b>	<b>70.4%</b>	<b>57</b>
The AGO should work closely with organized religion on joint programs wherever possible	18.5%	15
The AGO should have no formal relationship with organized religion	9.9%	8
Not sure/no opinion	1.2%	1
Other (please describe)	0	0
<i>answered question</i>		<b>81</b>
<i>skipped question</i>		<b>0</b>

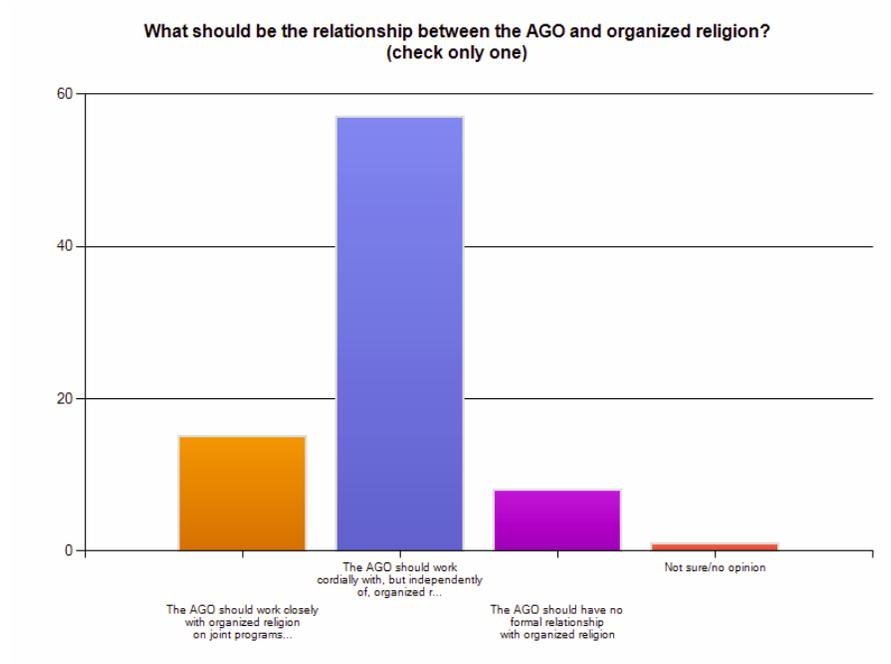
Members:



Lapsed Members:



Leaders:



**1. How should the AGO best inform and communicate with the general public?**

Members:

Answer Options	Response Percent	Response Count
<b>Use the AGO Web site</b>	<b>65.9%</b>	<b>1710</b>
<b>Publicize and support chapter programming</b>	<b>64.1%</b>	<b>1663</b>
<b>Place online videos on sites such as YouTube</b>	<b>64.0%</b>	<b>1661</b>
<b>Publicize national and regional conventions</b>	<b>63.7%</b>	<b>1652</b>
<b>Send out press releases from Headquarters</b>	<b>62.8%</b>	<b>1629</b>
Target public-relations efforts at coverage in local and national media	58.6%	1520
Program nationwide events such as Organ Spectacular	57.7%	1498
Use The American Organist	52.7%	1367
Use blogs and social-networking sites (Facebook, LinkedIn, Twitter, etc.)	50.1%	1299
Send out prerecorded public-service announcements	36.4%	944
Place paid advertising	25.0%	648

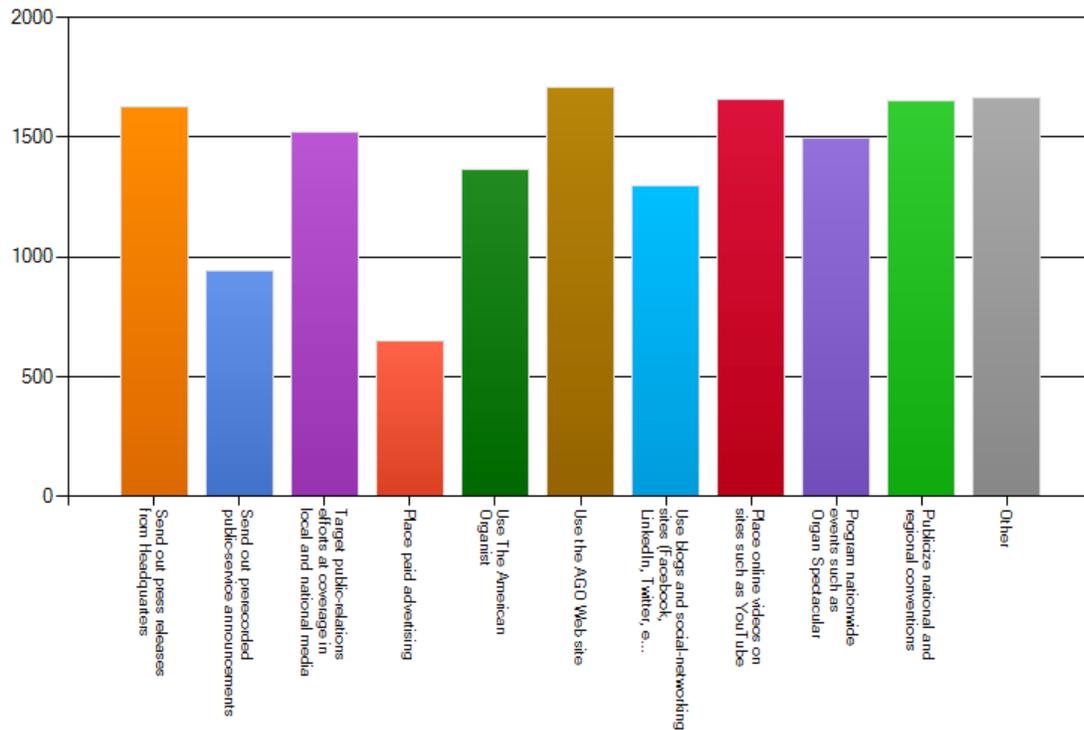
Lapsed Members:

Answer Options	Response Percent	Response Count
<b>Place online videos on sites such as YouTube</b>	<b>66.6%</b>	<b>229</b>
<b>Publicize and support chapter programming</b>	<b>57.8%</b>	<b>199</b>
<b>Use blogs and social-networking sites (Facebook, LinkedIn, Twitter, etc.)</b>	<b>55.5%</b>	<b>191</b>
<b>Use the AGO Web site</b>	<b>55.2%</b>	<b>190</b>
Send out press releases from Headquarters	49.4%	170
Publicize national and regional conventions	49.1%	169
Target public-relations efforts at coverage in local and national media	48.0%	165
Program nationwide events such as Organ Spectacular	42.4%	146
Use The American Organist	35.8%	123
Send out prerecorded public-service announcements	27.6%	95
Place paid advertising	19.5%	67

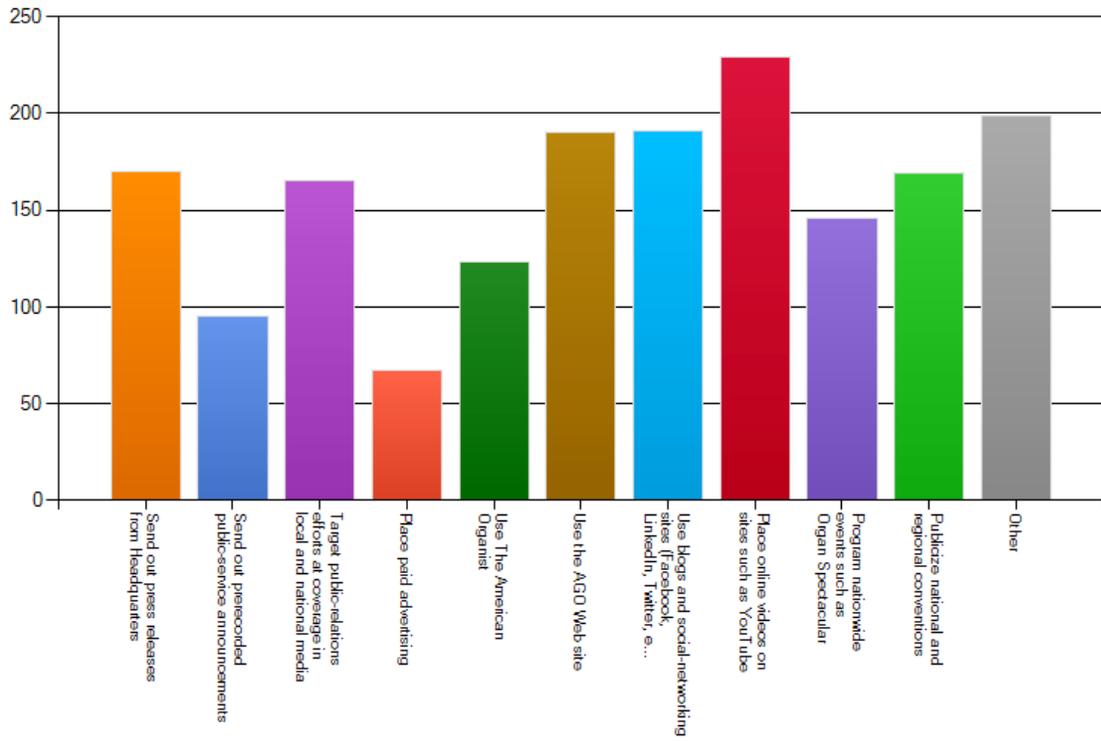
Leaders:

Answer Options	Response Percent	Response Count
<b>Publicize national and regional conventions</b>	<b>71.3%</b>	<b>57</b>
<b>Place online videos on sites such as YouTube</b>	<b>68.8%</b>	<b>55</b>
<b>Target public-relations efforts at coverage in local and national media</b>	<b>68.8%</b>	<b>55</b>
<b>Program nationwide events such as Organ Spectacular</b>	<b>67.5%</b>	<b>54</b>
Use the AGO Web site	63.8%	51
Send out press releases from Headquarters	62.5%	50
Use blogs and social-networking sites (Facebook, LinkedIn, Twitter, etc.)	61.3%	49
Use The American Organist	57.5%	46
Publicize and support chapter programming	56.3%	45
Send out prerecorded public-service announcements	37.5%	30
Place paid advertising	22.5%	18

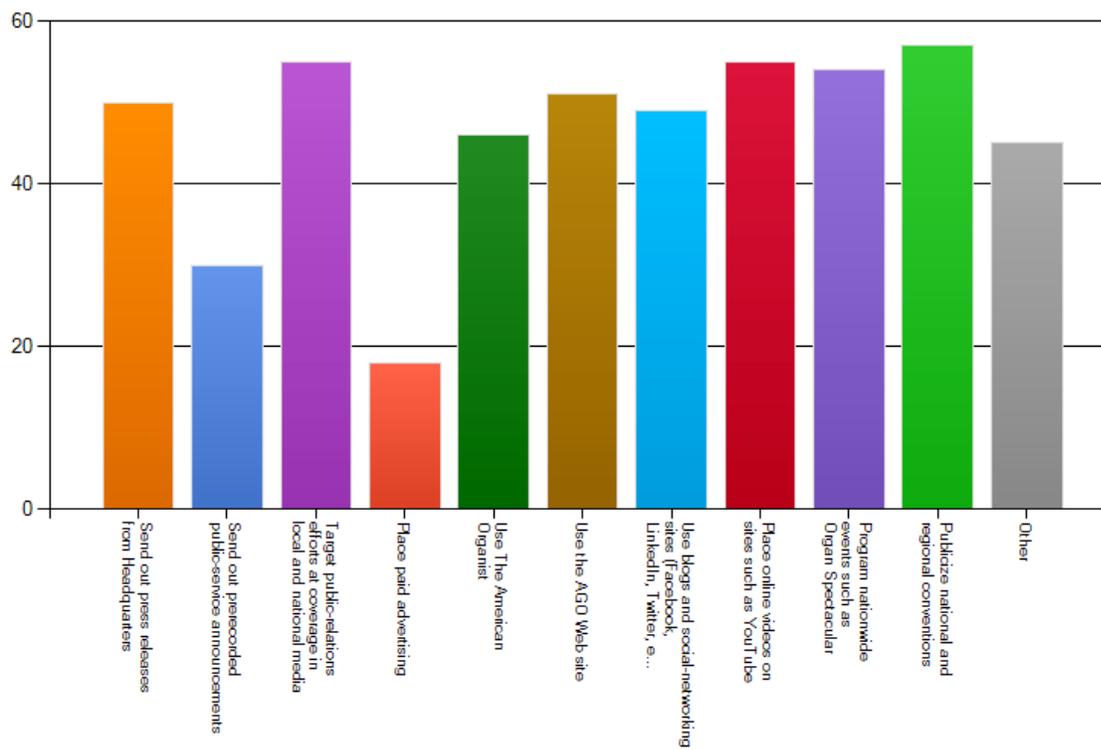
Members:



Lapsed Members:



Leaders:



## 2. How should the AGO best communicate and coordinate with other musical and denominational organizations?

Members:

Answer Options	Response Percent	Response Count
<b>Arrange joint programs, conventions, and other projects</b>	<b>71.9%</b>	<b>1813</b>
<b>Advertise in other organizations' journals</b>	<b>66.5%</b>	<b>1677</b>
<b>Add other organizations to the AGO mailing list for press releases</b>	<b>64.7%</b>	<b>1630</b>
<b>Exhibit at other organizations' trade shows</b>	<b>62.4%</b>	<b>1572</b>
Foster communication between staff leaders	48.5%	1222
Arrange for reciprocal memberships	45.9%	1156
Add other organizations to the AGO mailing list for TAO and other publications	41.0%	1033
Foster communication between volunteer leaders	37.5%	944

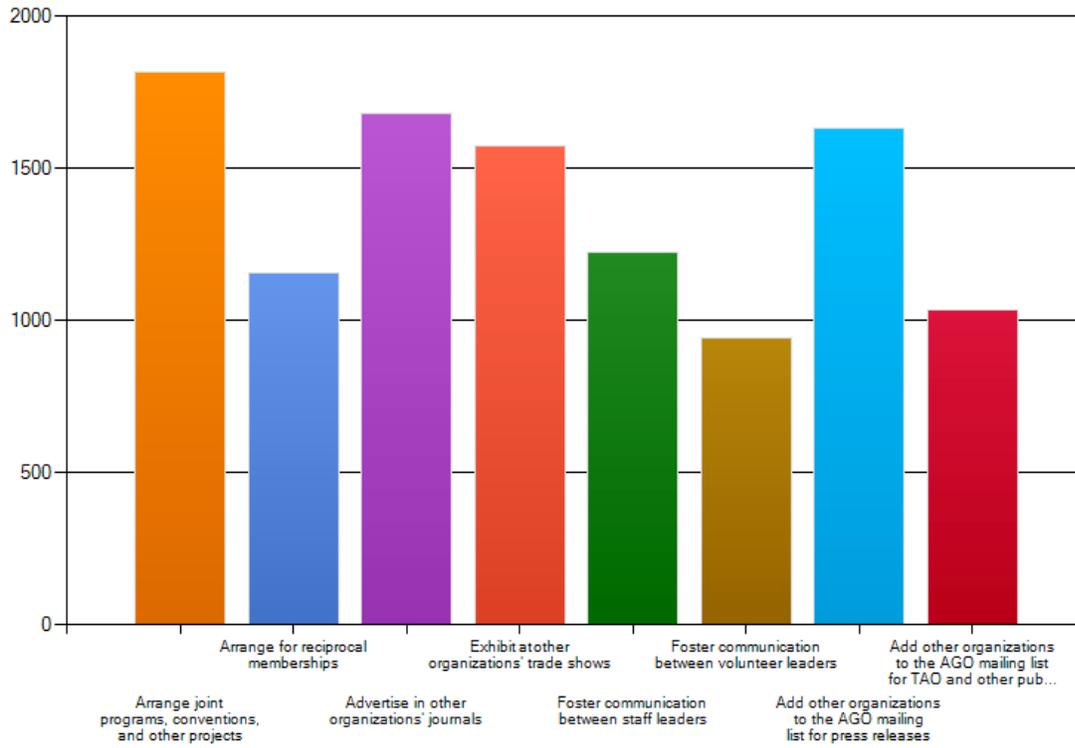
Lapsed Members:

Answer Options	Response Percent	Response Count
<b>Arrange joint programs, conventions, and other projects</b>	<b>69.6%</b>	<b>222</b>
<b>Exhibit at other organizations' trade shows</b>	<b>56.4%</b>	<b>180</b>
<b>Advertise in other organizations' journals</b>	<b>55.8%</b>	<b>178</b>
<b>Add other organizations to the AGO mailing list for press releases</b>	<b>54.5%</b>	<b>174</b>
Foster communication between staff leaders	37.6%	120
Arrange for reciprocal memberships	47.6%	152
Add other organizations to the AGO mailing list for TAO and other publications	33.9%	108
Foster communication between volunteer leaders	31.7%	101

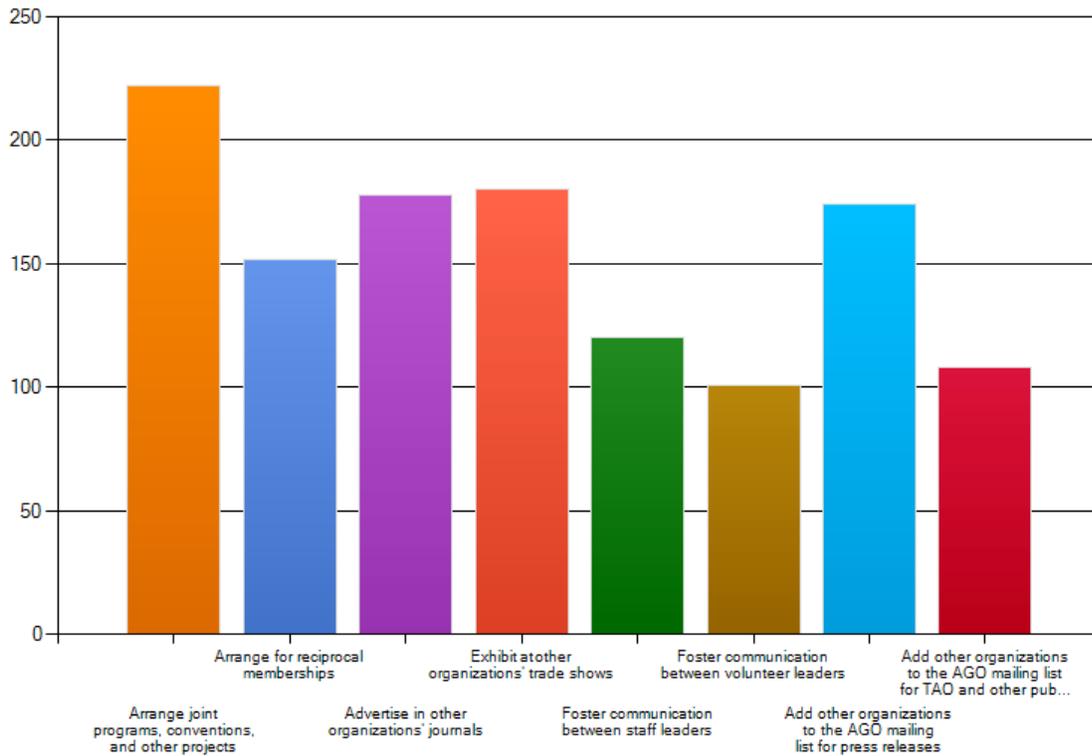
Leaders:

Answer Options	Response Percent	Response Count
<b>Arrange joint programs and projects</b>	<b>78.5%</b>	<b>62</b>
<b>Advertise in other organizations' journals</b>	<b>75.9%</b>	<b>60</b>
<b>Add other organizations to the AGO mailing list for press releases</b>	<b>73.4%</b>	<b>58</b>
Exhibit at other organizations' trade shows	59.5%	47
Add other organizations to the AGO mailing list for TAO and other publications	53.2%	42
Foster communication between staff leaders	50.6%	40
Foster communication between volunteer leaders	49.4%	39
Arrange for reciprocal memberships	49.4%	39

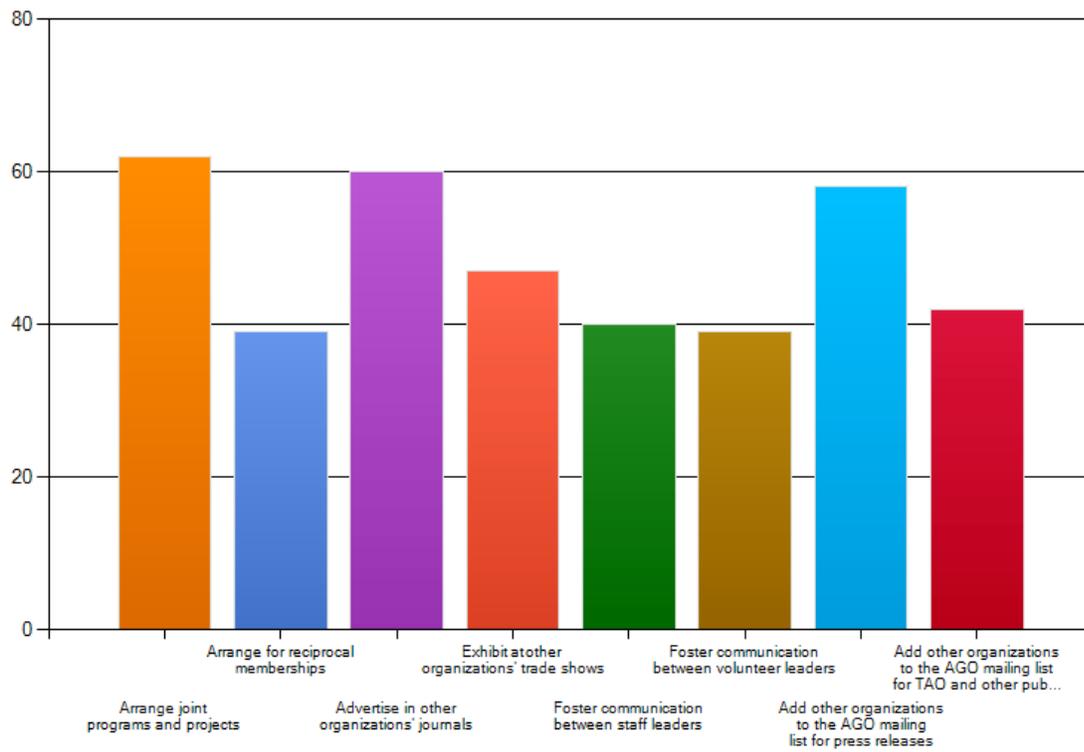
Members:



Lapsed Members:



Leaders:



### 3. What kinds of media should the AGO employ to communicate with its membership?

Members:

Answer Options	Response Percent	Response Count
<b>The American Organist in its current format and layout</b>	<b>66.8%</b>	<b>1731</b>
<b>Online content through the AGO Web site</b>	<b>66.0%</b>	<b>1709</b>
Regular e-mail blasts	45.6%	1181
Online E-zine (electronic magazine or newsletter)	42.3%	1096
Online member forums/support groups	38.9%	1008
TAO in a new, revised format and layout	29.3%	758
Online blogs and social-networking sites	28.9%	748
New AGO scholarly journal	25.7%	665
Postal mailings (newsletters, brochures, etc.)	21.4%	554

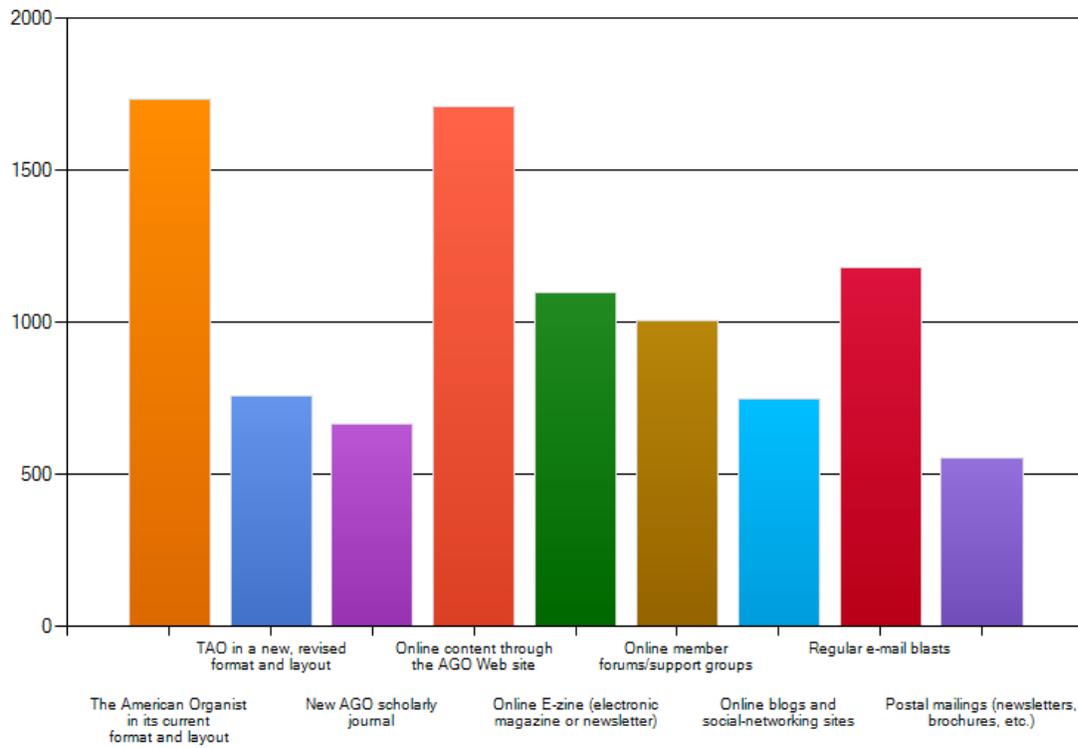
Lapsed Members:

Answer Options	Response Percent	Response Count
<b>Online content through the AGO Web site</b>	<b>64.3%</b>	<b>222</b>
<b>Online E-zine (electronic magazine or newsletter)</b>	<b>57.4%</b>	<b>198</b>
Regular e-mail blasts	48.1%	166
The American Organist in its current format and layout	46.1%	159
Online member forums/support groups	40.9%	141
Online blogs and social-networking sites	36.5%	126
TAO in a new, revised format and layout	35.9%	124
New AGO scholarly journal	24.6%	85
Postal mailings (newsletters, brochures, etc.)	20.0%	69

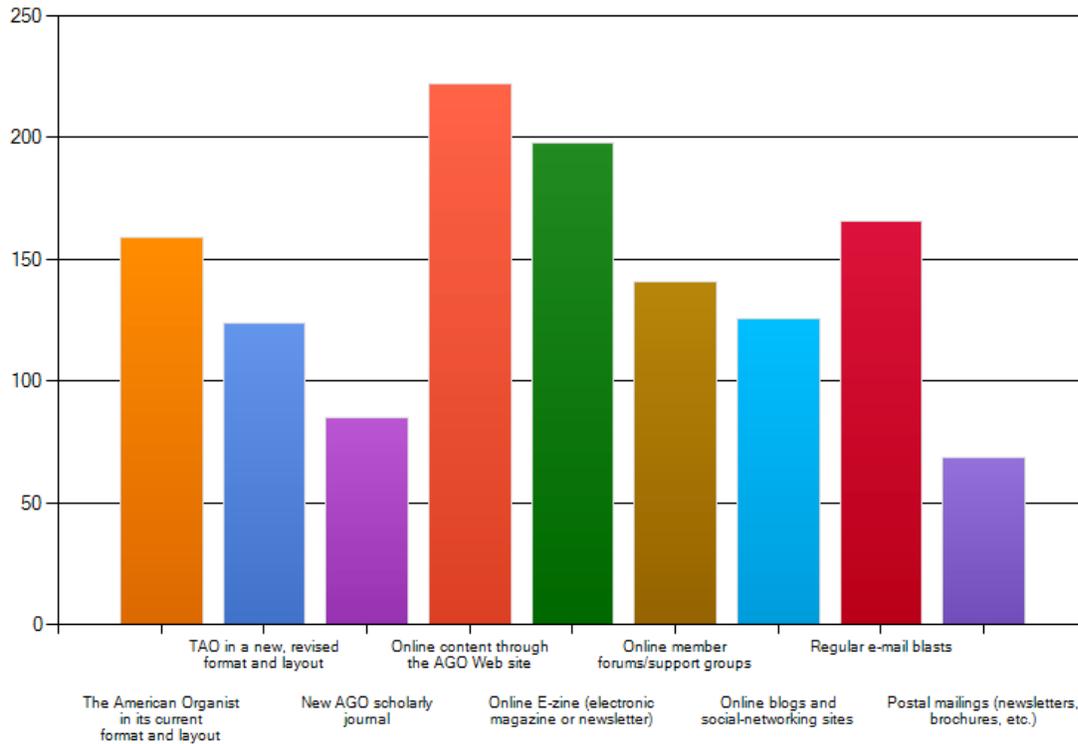
Leaders:

Answer Options	Response Percent	Response Count
<b>Online content through the AGO Web site</b>	<b>76.3%</b>	<b>61</b>
<b>The American Organist in its current format and layout</b>	<b>66.3%</b>	<b>53</b>
Regular e-mail blasts	52.5%	42
Online E-zine (electronic magazine or newsletter)	50.0%	40
Online member forums/support groups	45.0%	36
TAO in a new, revised format and layout	37.5%	30
Online blogs and social-networking sites	35.0%	28
New AGO scholarly journal	31.3%	25
Postal mailings (newsletters, brochures, etc.)	13.8%	11
Recorded telephone messages	2.5%	2

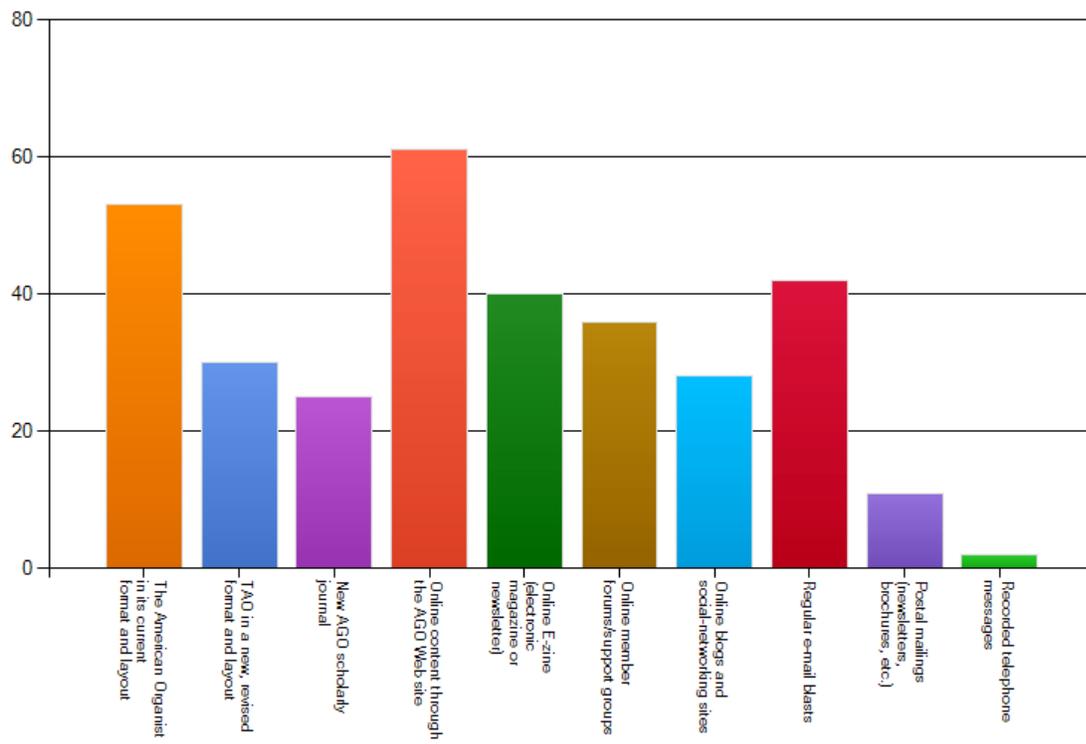
Members:



Lapsed Members:



Leaders:



**4. How important is it to you that you receive *The American Organist* monthly as opposed to less often?**

Members:

Answer Options	Response Percent	Response Count
<b>Very important</b>	<b>46.7%</b>	<b>1222</b>
Somewhat important	33.8%	884
Not important	19.5%	511

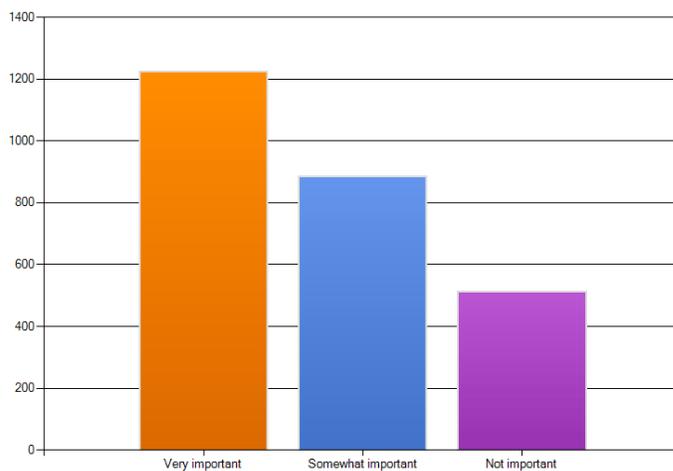
Lapsed Members:

Answer Options	Response Percent	Response Count
<b>Very important</b>	<b>34.4%</b>	<b>124</b>
<b>Somewhat important</b>	<b>32.5%</b>	<b>117</b>
<b>Not important</b>	<b>33.1%</b>	<b>119</b>

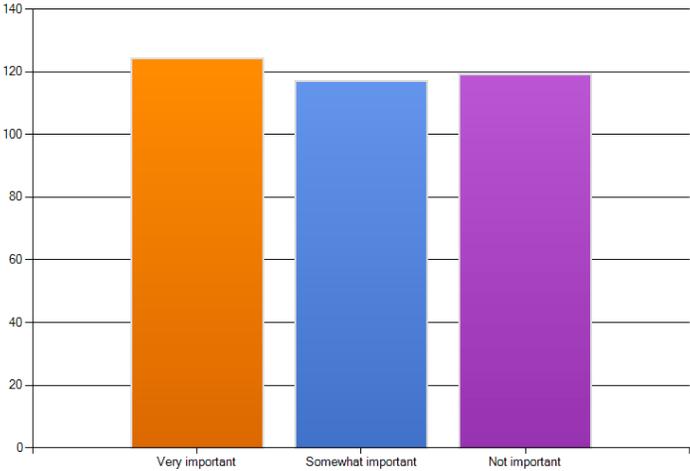
Leaders:

Answer Options	Response Percent	Response Count
<b>Very important</b>	<b>48.8%</b>	<b>39</b>
Somewhat important	37.5%	30
Not important	13.8%	11

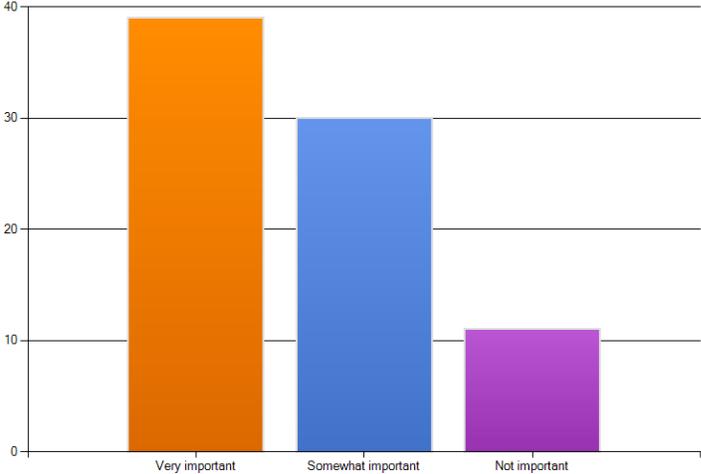
Members:



Lapsed Members:



Leaders:



**5. How important is it that you receive *The American Organist* in printed form rather than electronically?**

Members:

Answer Options	Response Percent	Response Count
<b>Very important</b>	<b>56.9%</b>	<b>1507</b>
Somewhat important	26.5%	703
Not important	16.5%	438

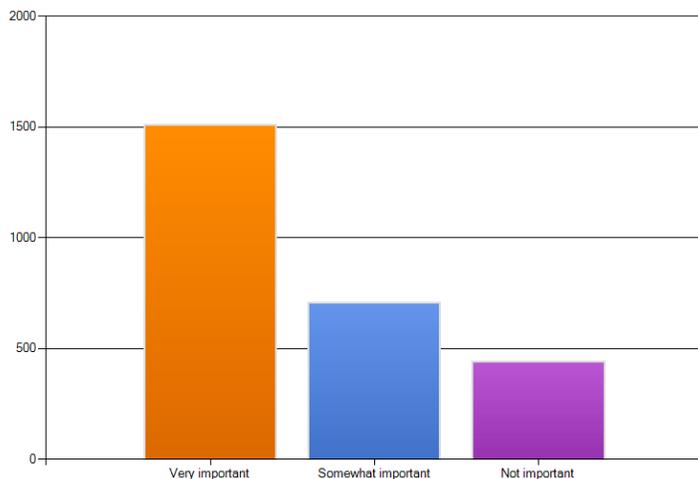
Lapsed Members:

Answer Options	Response Percent	Response Count
<b>Very important</b>	<b>41.1%</b>	<b>150</b>
Somewhat important	26.8%	98
Not important	32.1%	117

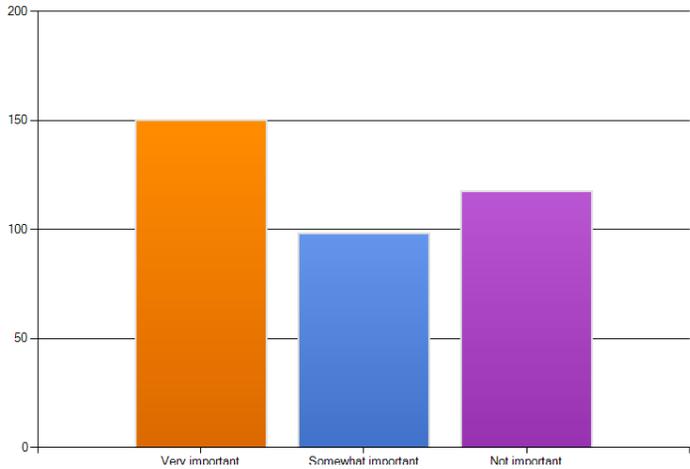
Leaders:

Answer Options	Response Percent	Response Count
Very important	63.0%	51
Somewhat important	22.2%	18
Not important	14.8%	12

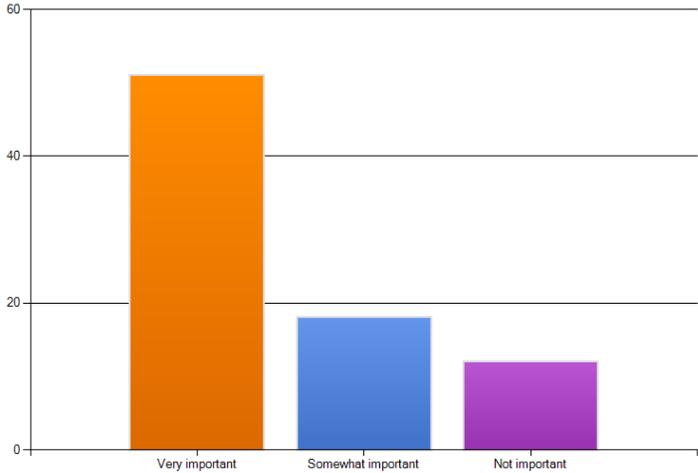
Members:



Lapsed Members:



Leaders:



**6. How would you rate the following departments of TAO in terms of their importance to you?**

Members:

Answer Options	Very Important	Somewhat Important	Not Important	Response Count
<b>Articles</b>	<b>1959</b>	<b>592</b>	<b>39</b>	2590
<b>New Organs</b>	<b>1546</b>	<b>841</b>	<b>127</b>	2490
Positions Available	1197	876	408	2478
AGO Chapter News	1184	1101	253	2458
Calendar	1100	1034	282	2464
Reviews	1067	1112	244	2455
Pipings	1038	1111	235	2538
Commentaries	952	1277	299	2403
The Organist's Bookshelf	812	1242	349	2384
Recitals	797	1211	419	2423
Letters to the Editor	796	1260	399	2427
The Last Page	767	1190	343	2514
Easy Service Music	707	1005	752	2416
Columns by AGO Officials	663	1353	462	2357
Classified Advertising	507	1261	589	2481
Advertisements	413	515	562	

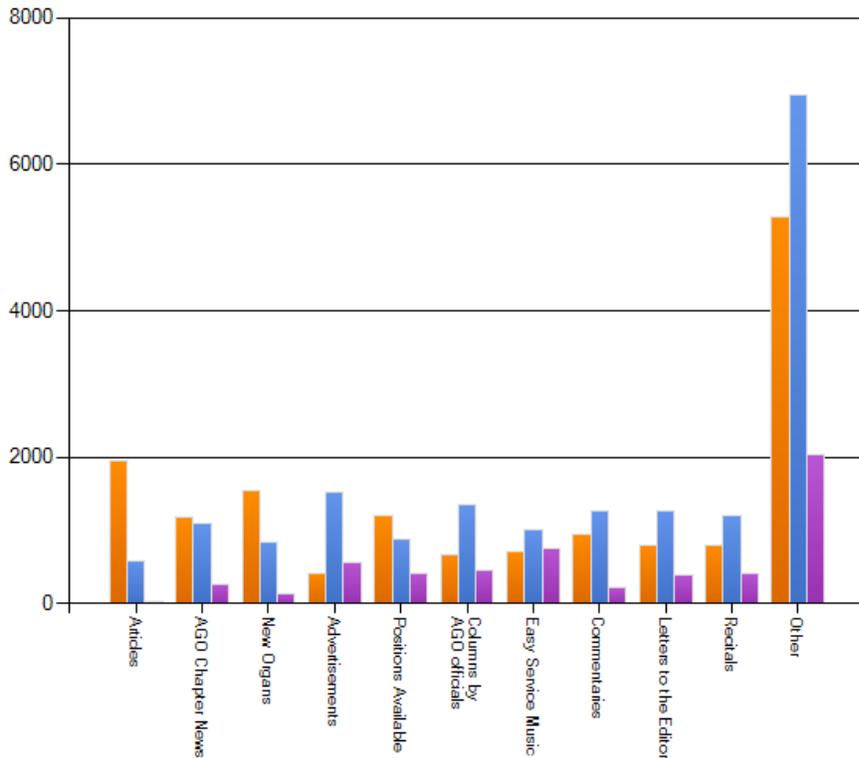
Lapsed Members:

Answer Options	Very Important	Somewhat Important	Not Important
<b>Articles</b>	<b>228</b>	<b>104</b>	<b>11</b>
<b>New Organs</b>	<b>181</b>	<b>124</b>	<b>33</b>
<b>Positions Available</b>	<b>172</b>	<b>109</b>	<b>53</b>
Easy Service Music	124	117	86
Calendar	120	145	53
Reviews	116	156	47
The Organist's Bookshelf	112	150	51
AGO Chapter News	109	152	62
Recitals	98	153	66
Pipings	96	151	59
Commentaries	88	183	47
The Last Page	79	145	74
Classified Advertising	78	143	89
Letters to the Editor	71	163	79
Columns by AGO officials	53	157	106
Advertisements	40	187	98

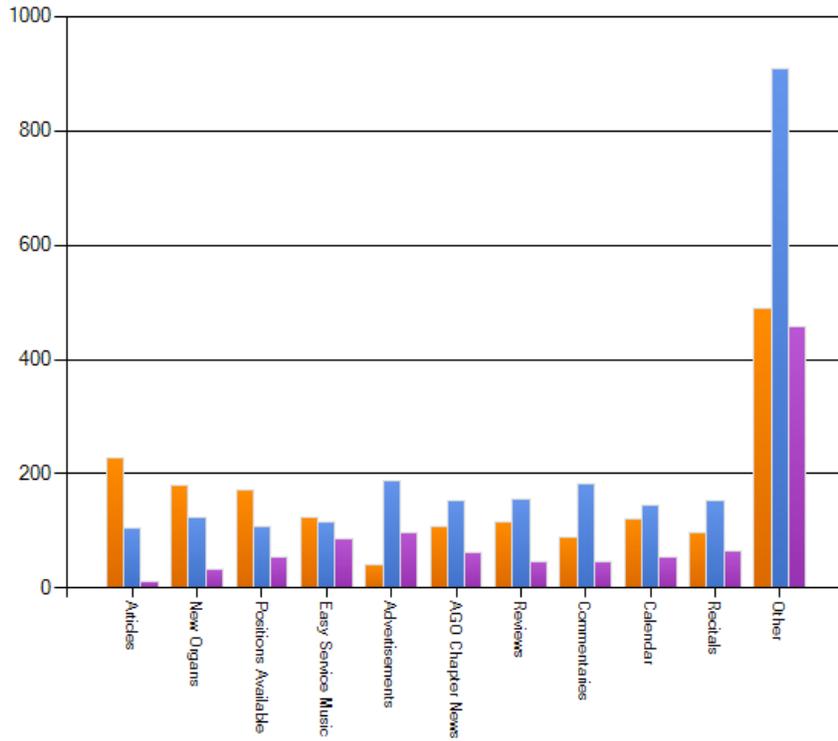
Leaders:

Answer Options	Very Important	Somewhat Important	Not Important
<b>Articles</b>	<b>63</b>	<b>18</b>	<b>0</b>
<b>New Organs</b>	<b>53</b>	<b>22</b>	<b>4</b>
Pipings	44	27	7
Positions Available	42	23	15
AGO Chapter News	39	36	5
Reviews	39	33	7
Calendar	37	29	13
Columns by AGO officials	32	36	12
The Organist's Bookshelf	26	40	12
Commentaries	22	45	9
Letters to the Editor	22	43	16
Recitals	22	41	15
Easy Service Music	15	28	35
Advertisements	13	52	15

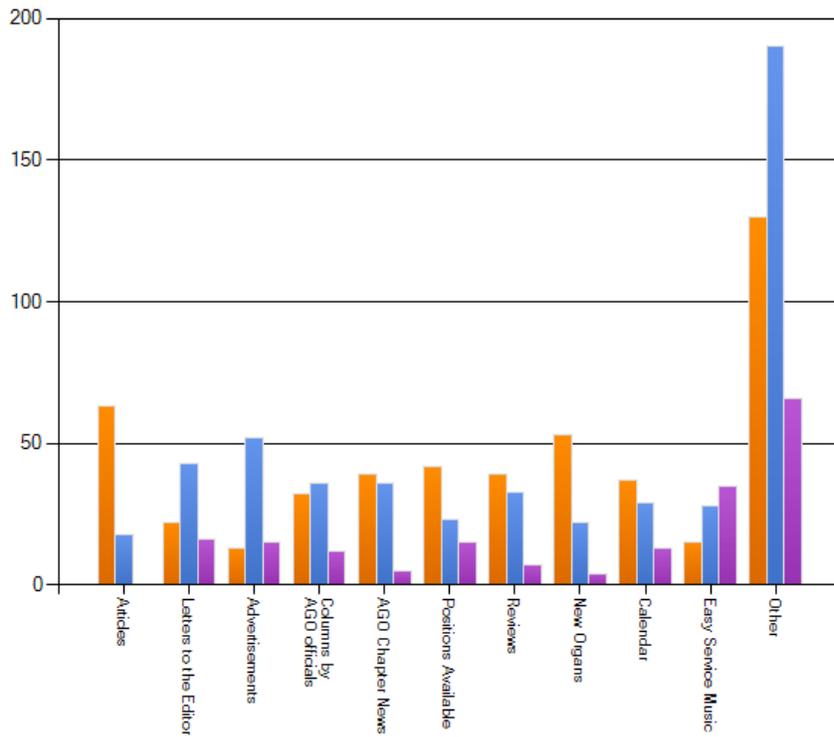
Members:



Lapsed Members:



Leaders:



1. How important to you is the location of Headquarters?

Members:

Answer Options	Response Percent	Response Count
<b>Not important</b>	<b>81.1%</b>	<b>2110</b>
Somewhat important	14.3%	373
Very important	4.6%	120

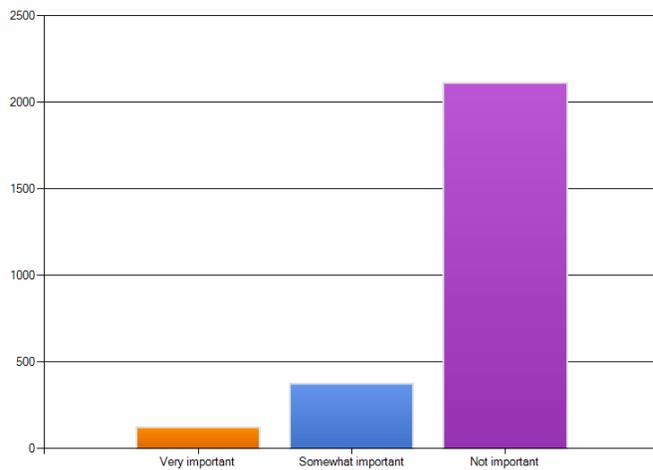
Lapsed Members:

Answer Options	Response Percent	Response Count
<b>Not important</b>	<b>87.7%</b>	<b>315</b>
Somewhat important	9.5%	34
Very important	2.8%	10

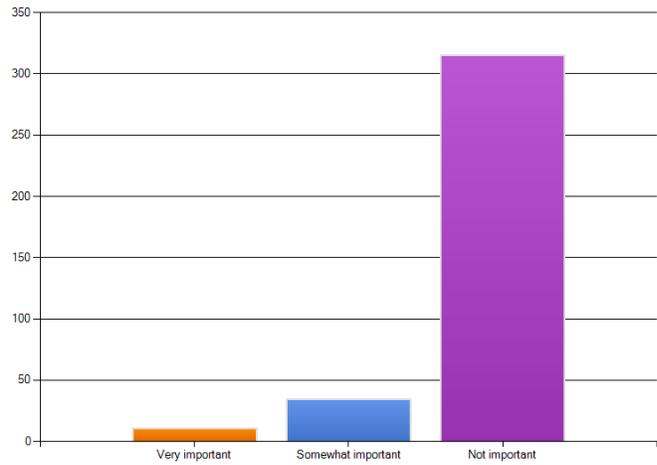
Leaders:

Answer Options	Response Percent	Response Count
<b>Not important</b>	<b>66.3%</b>	<b>53</b>
Somewhat important	21.3%	17
Very important	12.5%	10

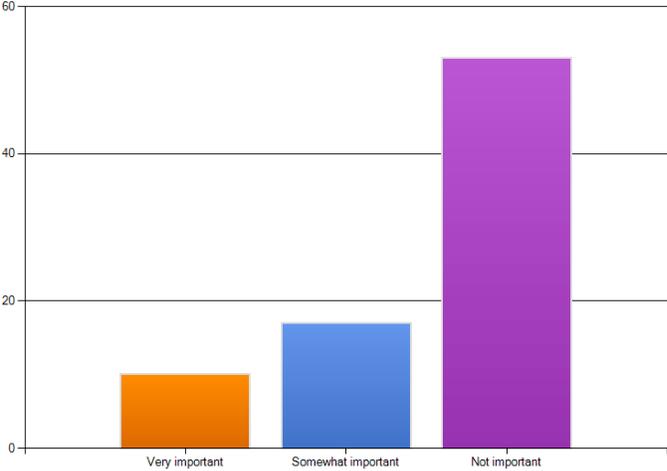
Members:



Lapsed Members:



Leaders:



## 2. Are your needs being well served by having a headquarters in New York City?

Members:

Answer Options	Response Percent	Response Count
<b>Not sure/no opinion</b>	<b>57.8%</b>	<b>1496</b>
Yes	31.8%	823
No	10.4%	268

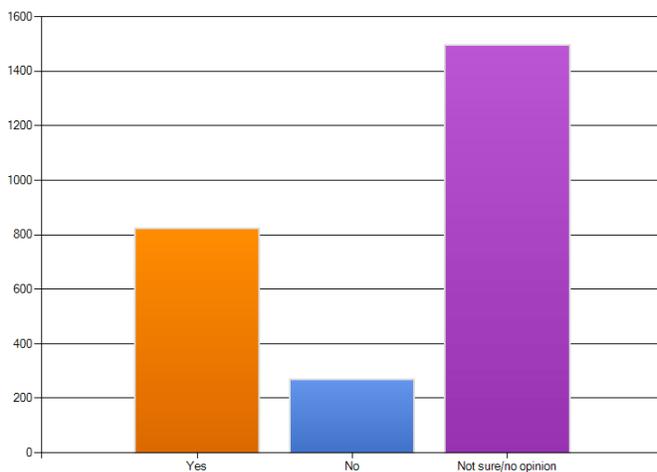
Lapsed Members:

Answer Options	Response Percent	Response Count
<b>Not sure/no opinion</b>	<b>65.9%</b>	<b>236</b>
No	17.0%	61
Yes	17.0%	61

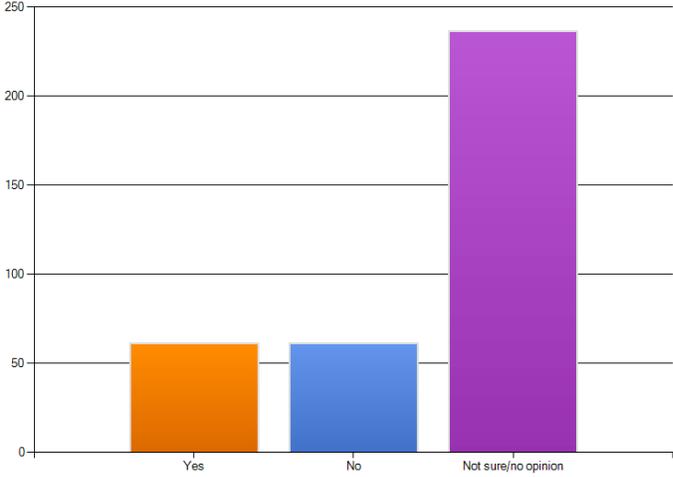
Leaders:

Answer Options	Response Percent	Response Count
<b>Not sure/no opinion</b>	<b>38.3%</b>	<b>31</b>
No	30.9%	25
Yes	30.9%	25

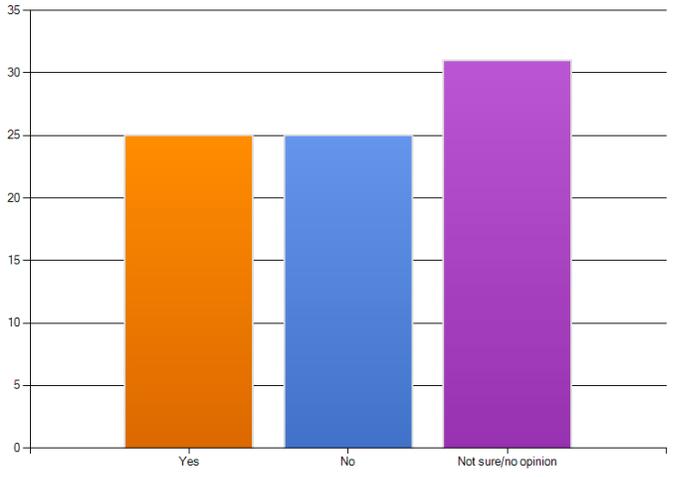
Members:



Lapsed Members:



Leaders:



### 3. Whether Headquarters remains in New York City or not, what criteria should govern the selection of the best location?

Members:

Answer Options	Response Percent	Response Count
<b>Cost of office space and equipment</b>	<b>83.5%</b>	<b>2113</b>
<b>Cost of staff salaries and benefits</b>	<b>72.1%</b>	<b>1825</b>
<b>Cost of living</b>	<b>67.3%</b>	<b>1704</b>
<b>Cost of transportation and housing for meetings</b>	<b>66.7%</b>	<b>1690</b>
Accessibility to professional and support staff	56.3%	1426
Space for expansion and storage	51.5%	1303
With telecommuting, specific location is unimportant	40.6%	1029
Accessibility to members	39.8%	1007
Proximity to center of organ study	34.5%	873
Proximity to center of entertainment and musical culture	22.7%	574
Prestigious address	3.8%	97

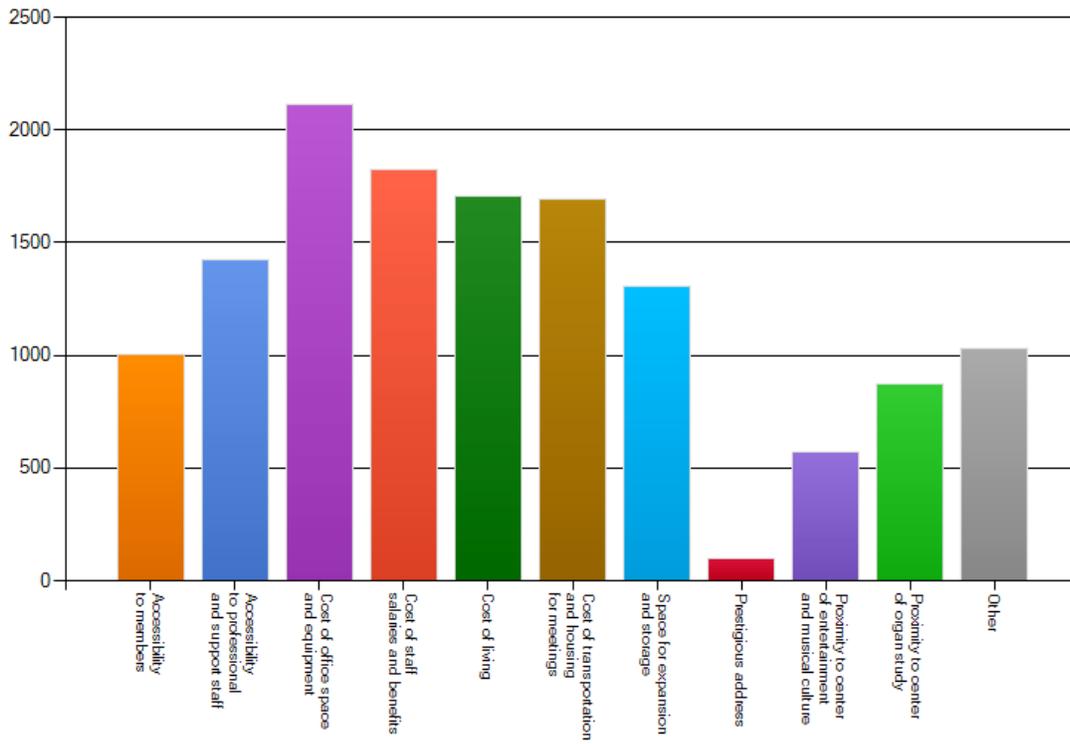
Lapsed Members:

Answer Options	Response Percent	Response Count
<b>Cost of office space and equipment</b>	<b>73.7%</b>	<b>250</b>
<b>Cost of staff salaries and benefits</b>	<b>64.3%</b>	<b>218</b>
<b>Cost of living</b>	<b>59.0%</b>	<b>200</b>
<b>Cost of transportation and housing for meetings</b>	<b>54.6%</b>	<b>185</b>
Accessibility to professional and support staff	44.8%	152
With telecommuting, specific location is unimportant	44.0%	149
Space for expansion and storage	39.2%	133
Accessibility to members	36.9%	125
Proximity to center of organ study	36.3%	123
Proximity to center of entertainment and musical culture	20.1%	68
Prestigious address	3.5%	12

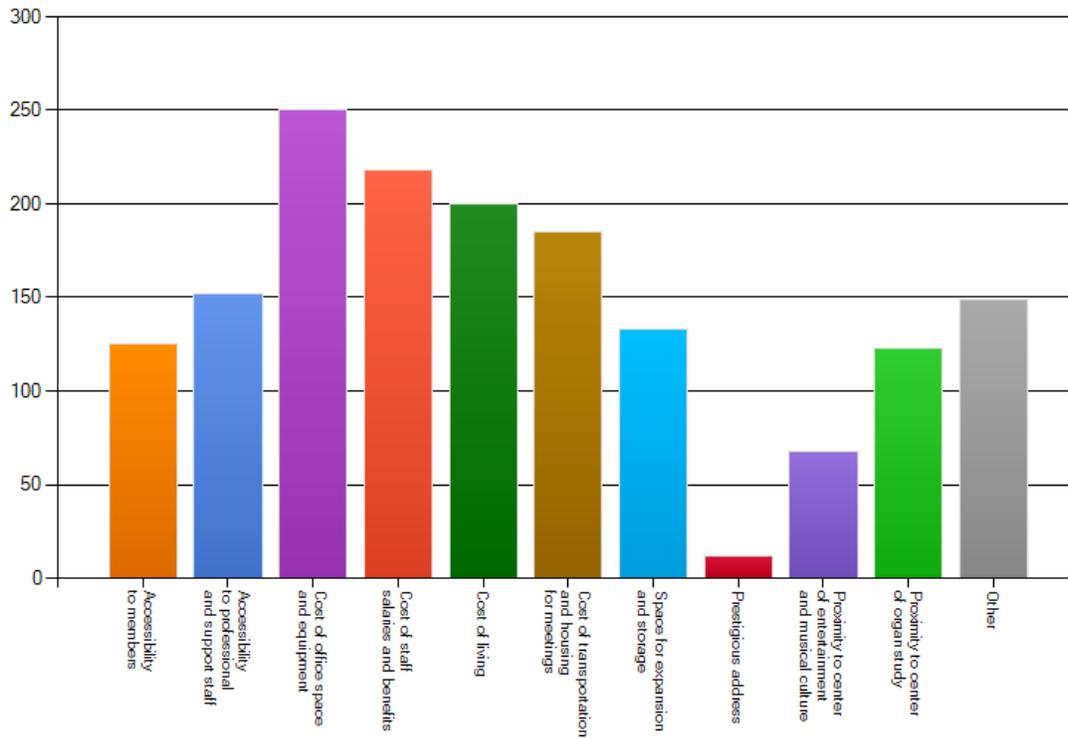
Leaders:

Answer Options	Response Percent	Response Count
<b>Cost of office space and equipment</b>	<b>91.3%</b>	<b>73</b>
<b>Cost of staff salaries and benefits</b>	<b>85.0%</b>	<b>68</b>
<b>Cost of transportation and housing for meetings</b>	<b>83.8%</b>	<b>67</b>
<b>Cost of living</b>	<b>76.3%</b>	<b>61</b>
Accessibility to professional and support staff	67.5%	54
Space for expansion and storage	66.3%	53
Accessibility to members	46.3%	37
With telecommuting, specific location is unimportant	45.0%	36
Proximity to center of organ study	25.0%	20
Proximity to center of entertainment and musical culture	16.3%	13
Prestigious address	3.8%	3
Proximity to major seminary	3.8%	3
Proximity to denominational headquarters	2.5%	2

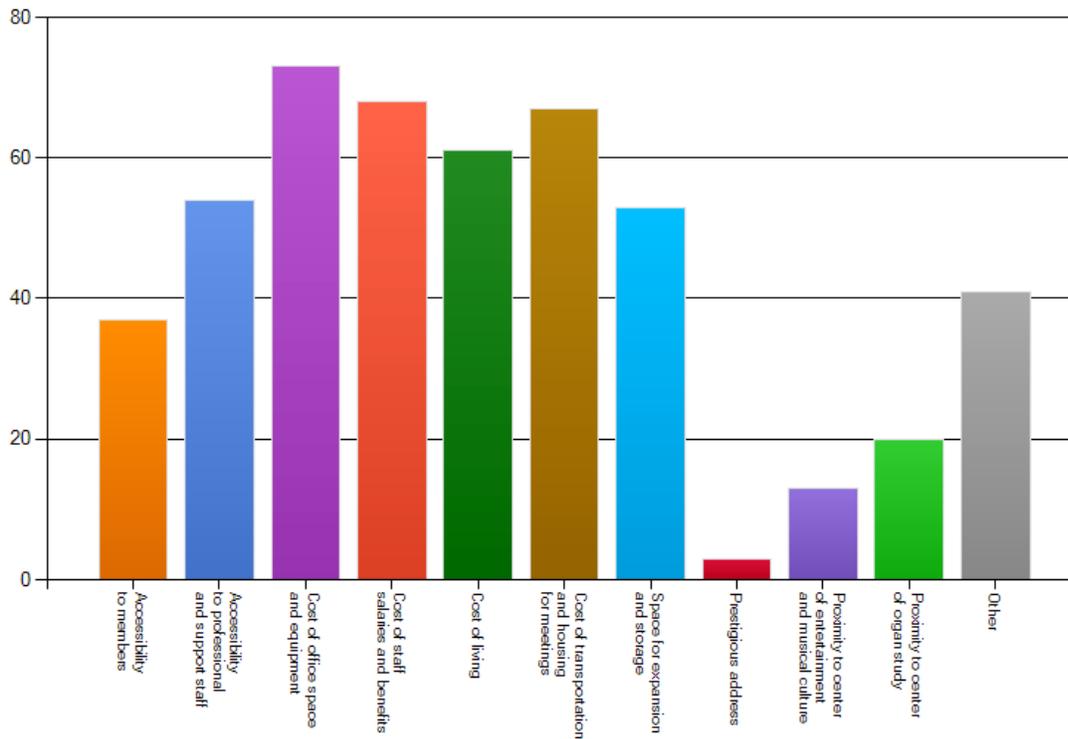
Members:



Lapsed Members:



Leaders:



#### 4. How often do you attend chapter meetings or events?

Members:

Answer Options	Response Percent	Response Count
<b>Six or more times a year</b>	<b>32.2%</b>	<b>833</b>
Three to five times a year	29.2%	756
Once or twice a year	21.7%	561
Rarely or never	17.0%	440

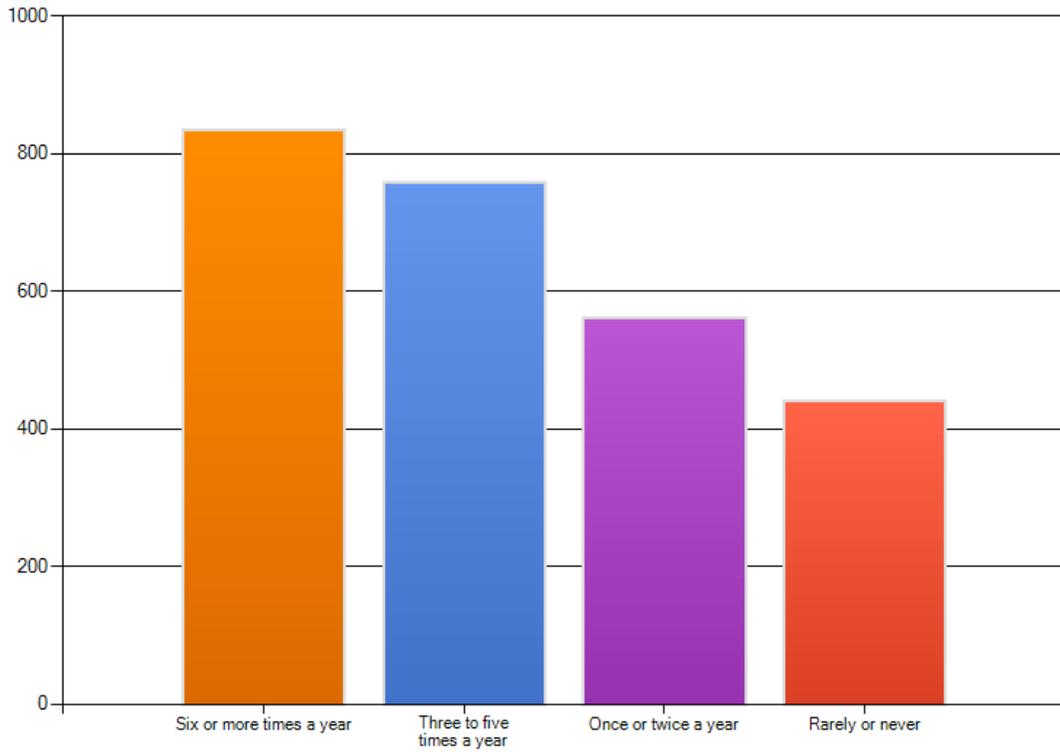
Lapsed Members:

Answer Options	Response Percent	Response Count
<b>Rarely or never</b>	<b>64.3%</b>	<b>229</b>
Once or twice a year	21.9%	78
Three to five times a year	9.6%	34
Six or more times a year	4.2%	15

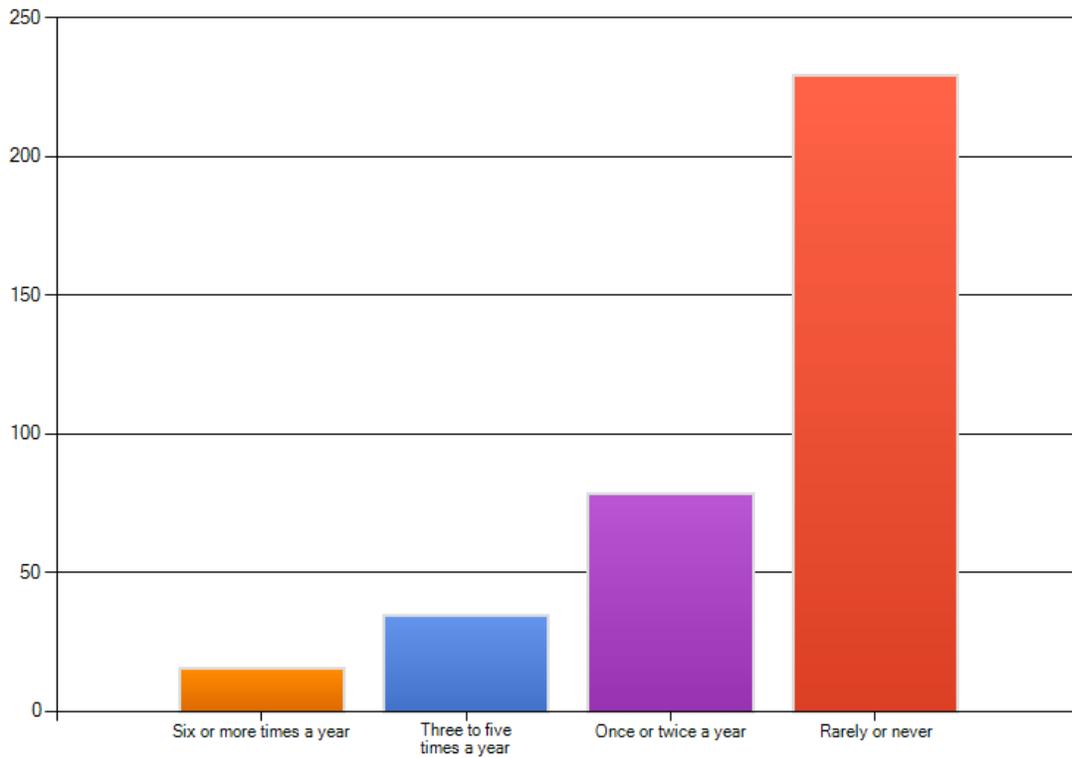
Leaders:

Answer Options	Response Percent	Response Count
<b>Six or more times a year</b>	<b>70.0%</b>	<b>56</b>
Three to five times a year	23.8%	19
Once or twice a year	6.3%	5
Rarely or never	0.0%	0

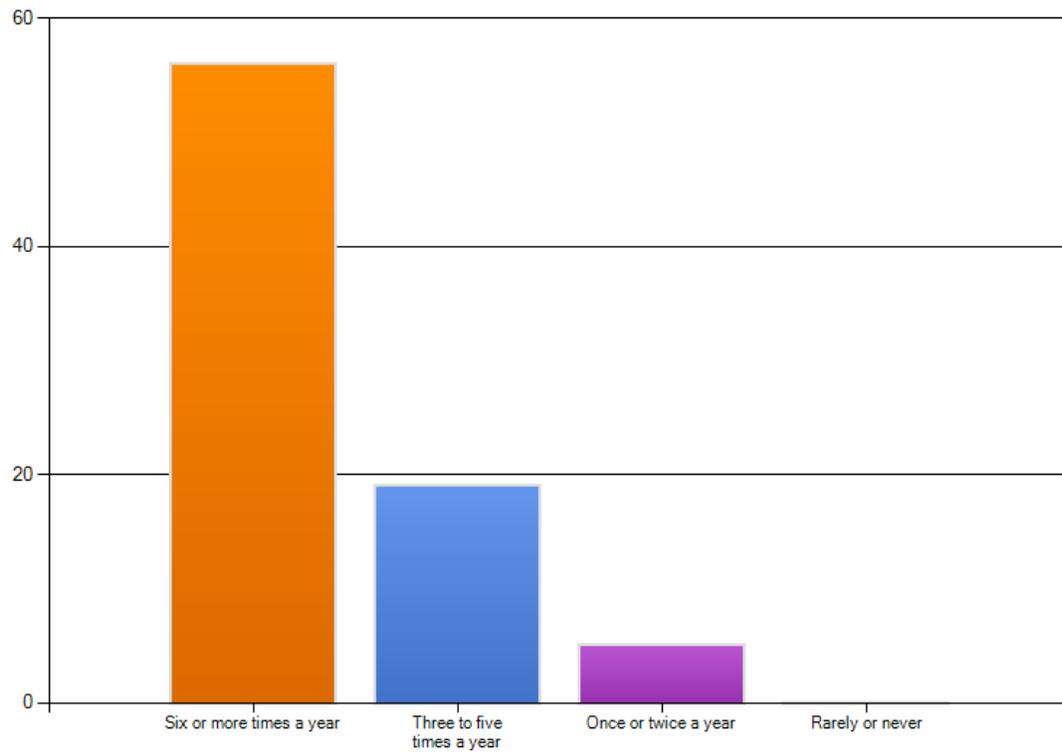
Members:



Lapsed Members:



Leaders:



**5. How can the AGO improve chapter vitality and the ability of chapters to engage the general public?**

Members:

<b>How can the AGO improve chapter vitality and the ability of chapters to engage the general public? (check all that apply)</b>		
<b>Answer Options</b>	<b>Response Percent</b>	<b>Response Count</b>
<b>More efforts and incentives to attract new members</b>	<b>67.9%</b>	<b>1555</b>
<b>More efforts and incentives to attract part-time musicians</b>	<b>67.6%</b>	<b>1547</b>
National project grants for chapters	43.8%	1003
More prepackaged programs for chapter use	40.8%	935
Increased national assistance with chapter publicity	34.7%	794
National advertising and public relations	29.2%	669
More leadership development programs	29.2%	669
Increased percentage of chapter revenue from membership dues	28.7%	658
More nationally directed programming	23.7%	543
Increased percentage of chapter revenue from non-dues sources	23.2%	532

Lapsed Members:

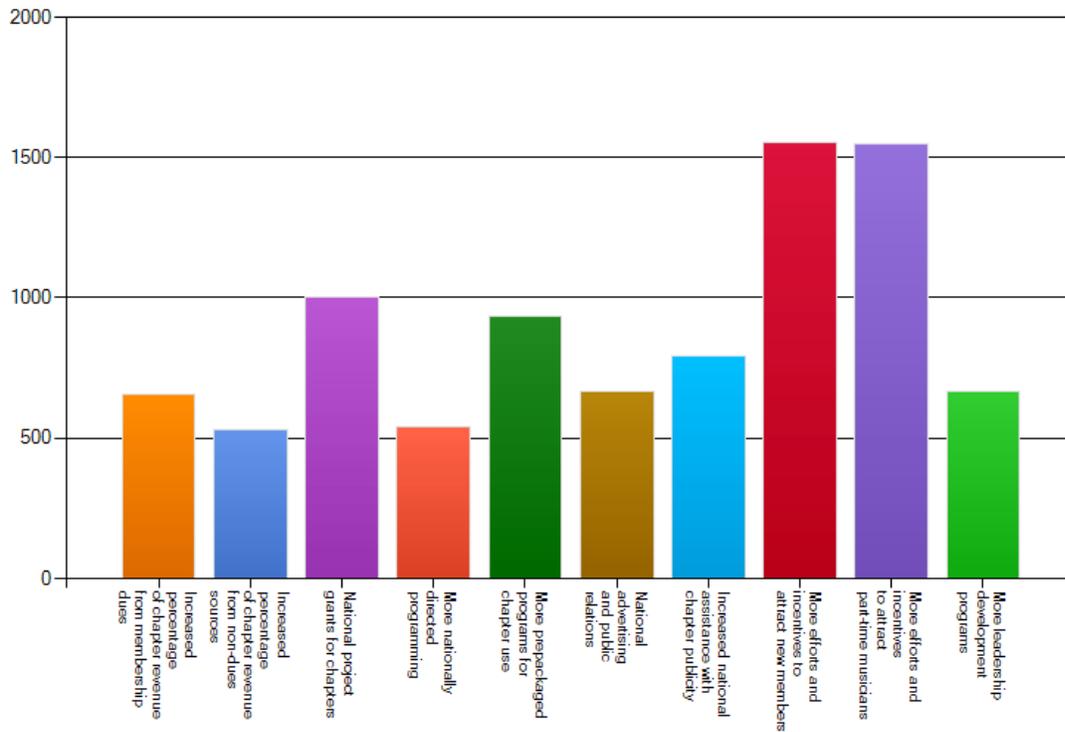
<b>Answer Options</b>	<b>Response Percent</b>	<b>Response Count</b>
<b>More efforts and incentives to attract part-time musicians</b>	<b>66.1%</b>	<b>191</b>
<b>More efforts and incentives to attract new members</b>	<b>64.4%</b>	<b>186</b>
National project grants for chapters	32.9%	95
More prepackaged programs for chapter use	31.1%	90
Increased national assistance with chapter publicity	27.0%	78
More leadership development programs	24.9%	72
National advertising and public relations	21.1%	61
Increased percentage of chapter revenue from non-dues sources	20.8%	60
Increased percentage of chapter revenue from membership dues	19.4%	56
More nationally directed programming	19.0%	55

Leaders:

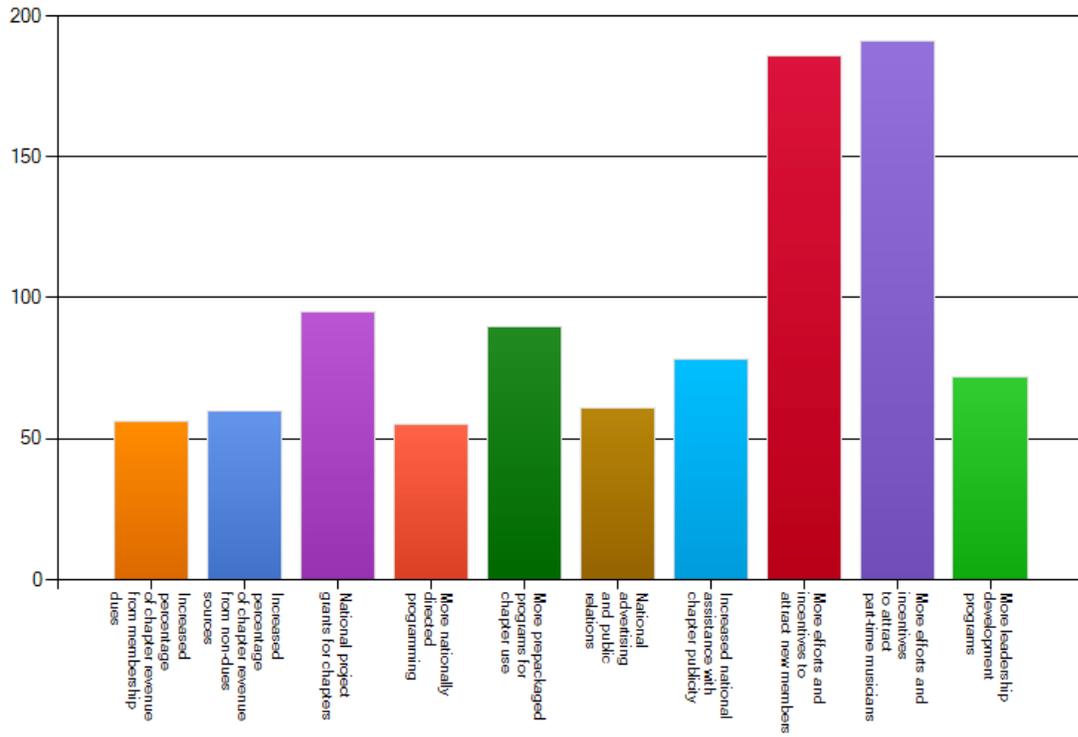
**How can the AGO energize chapter vitality and improve the ability of chapters to engage the general public? (check all that apply)**

Answer Options	Response Percent	Response Count
<b>More efforts and incentives to attract part-time musicians</b>	<b>69.6%</b>	<b>55</b>
<b>More efforts and incentives to attract new members</b>	<b>68.4%</b>	<b>54</b>
<b>National project grants for chapters</b>	<b>63.3%</b>	<b>50</b>
More prepackaged programs for chapter use	50.6%	40
National assistance with chapter publicity	46.8%	37
More leadership development programs	45.6%	37
National advertising and public relations	34.2%	27
More nationally directed programming	21.5%	17
Increase chapter dues revenue	13.9%	11

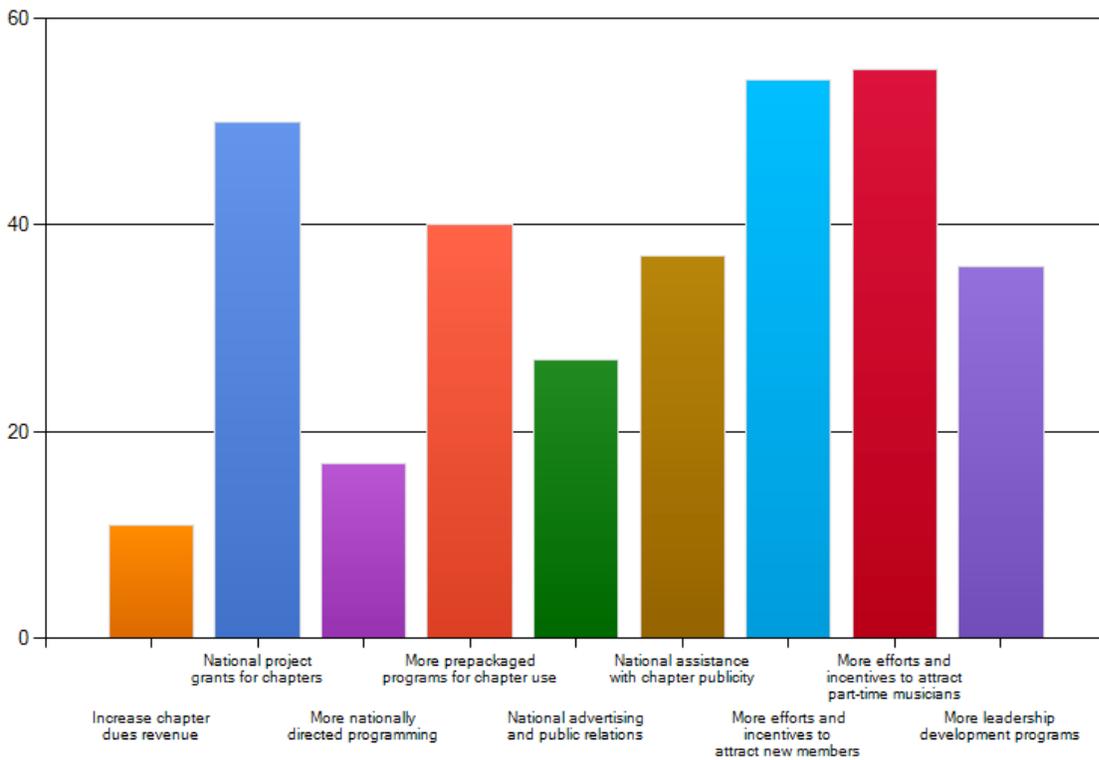
Members:



Lapsed Members:



Leaders:



**6. How can the AGO make membership more appealing (or irresistible) to people born *since* 1980?**

Members:

Answer Options	Response Percent	Response Count
<b>Scholarships for organ study</b>	<b>69.2%</b>	<b>1696</b>
<b>Discounts on printed music and recordings</b>	<b>67.1%</b>	<b>1644</b>
<b>Mentoring programs</b>	<b>65.8%</b>	<b>1611</b>
<b>Online interactive educational programs</b>	<b>64.5%</b>	<b>1581</b>
More affordable membership dues	52.5%	1286
Online social networking	52.2%	1279
More social opportunities	47.5%	1163
Reciprocal memberships with related musical or denominational organizations	39.4%	965

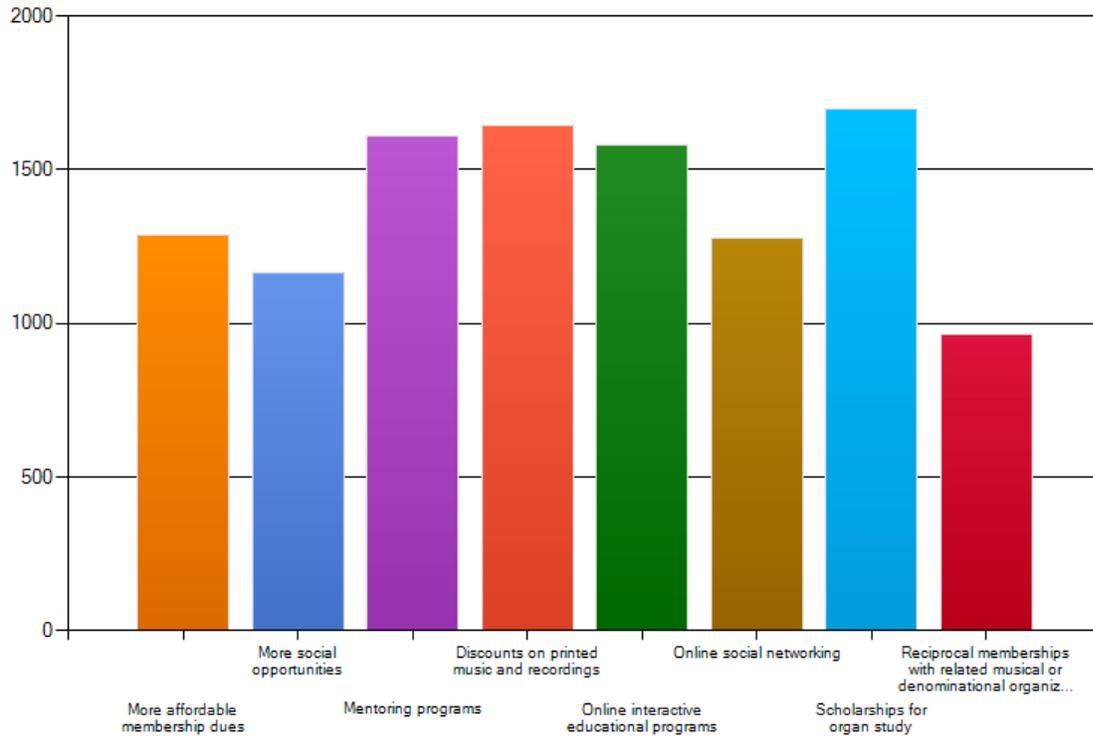
Lapsed Members:

Answer Options	Response Percent	Response Count
<b>Mentoring programs</b>	<b>63.3%</b>	<b>207</b>
<b>Discounts on printed music and recordings</b>	<b>61.8%</b>	<b>202</b>
<b>Online interactive educational programs</b>	<b>61.8%</b>	<b>202</b>
<b>Scholarships for organ study</b>	<b>61.5%</b>	<b>201</b>
<b>More affordable membership dues</b>	<b>61.2%</b>	<b>200</b>
Online social networking	57.8%	189
More social opportunities	42.5%	139
Reciprocal memberships with related musical or denominational organizations	35.5%	116

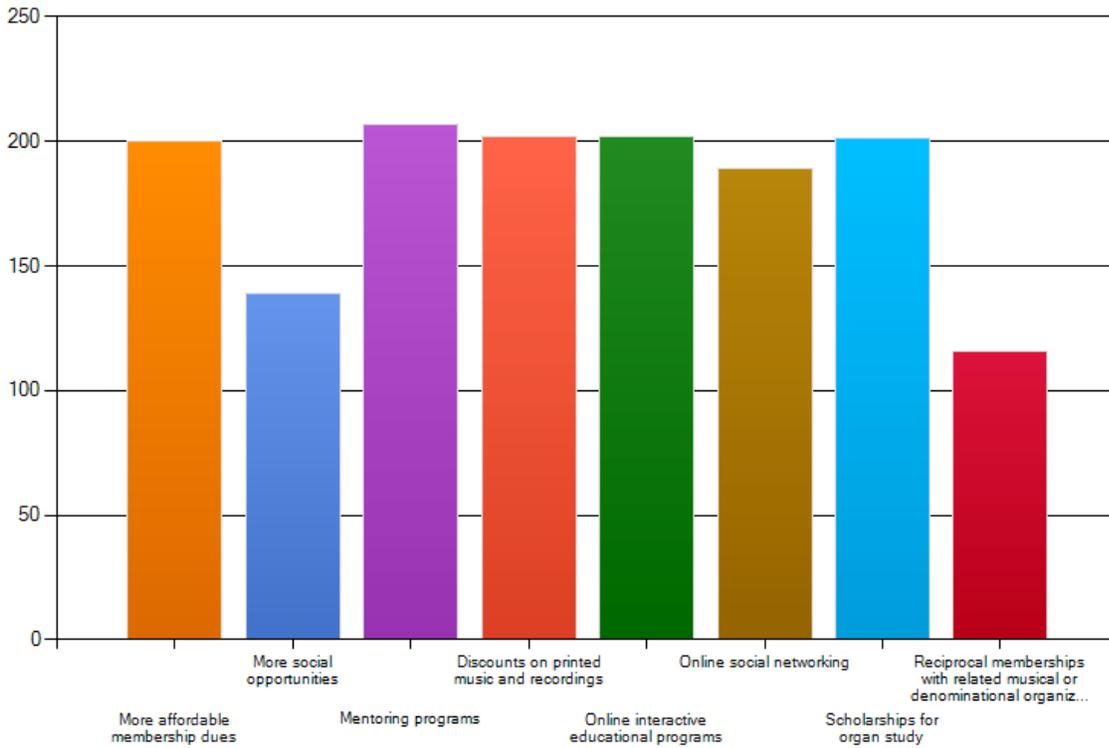
Leaders:

Answer Options	Response Percent	Response Count
<b>Online interactive educational programs</b>	<b>72.2%</b>	<b>57</b>
<b>Scholarships for organ study</b>	<b>68.4%</b>	<b>54</b>
<b>Mentoring programs</b>	<b>67.1%</b>	<b>53</b>
<b>Online social networking</b>	<b>67.1%</b>	<b>53</b>
Discounts on printed music and recordings	59.5%	47
More affordable membership dues	46.8%	37
Reciprocal memberships with related musical or denominational organizations	40.5%	32

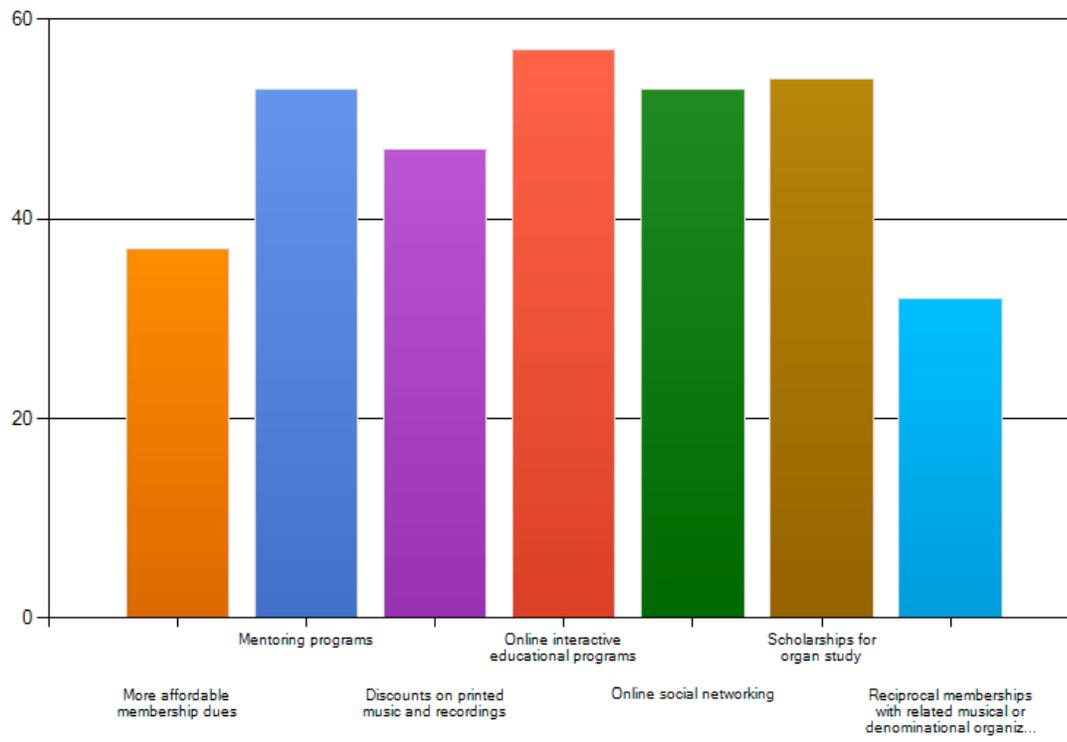
Members:



Lapsed Members:



Leaders:



**7. How can the AGO make membership more appealing (or irresistible) to people born in 1980 or before?**

Members:

Answer Options	Response Percent	Response Count
<b>Discounts on printed music and recordings</b>	<b>77.1%</b>	<b>1800</b>
<b>More affordable membership dues</b>	<b>58.9%</b>	<b>1375</b>
Online interactive educational programs	48.1%	1124
Reciprocal memberships with related musical or denominational organizations	46.7%	1090
More social opportunities	42.2%	986
Online social networking	28.0%	654
Mentoring programs	28.6%	669
Scholarships for organ study	26.3%	615

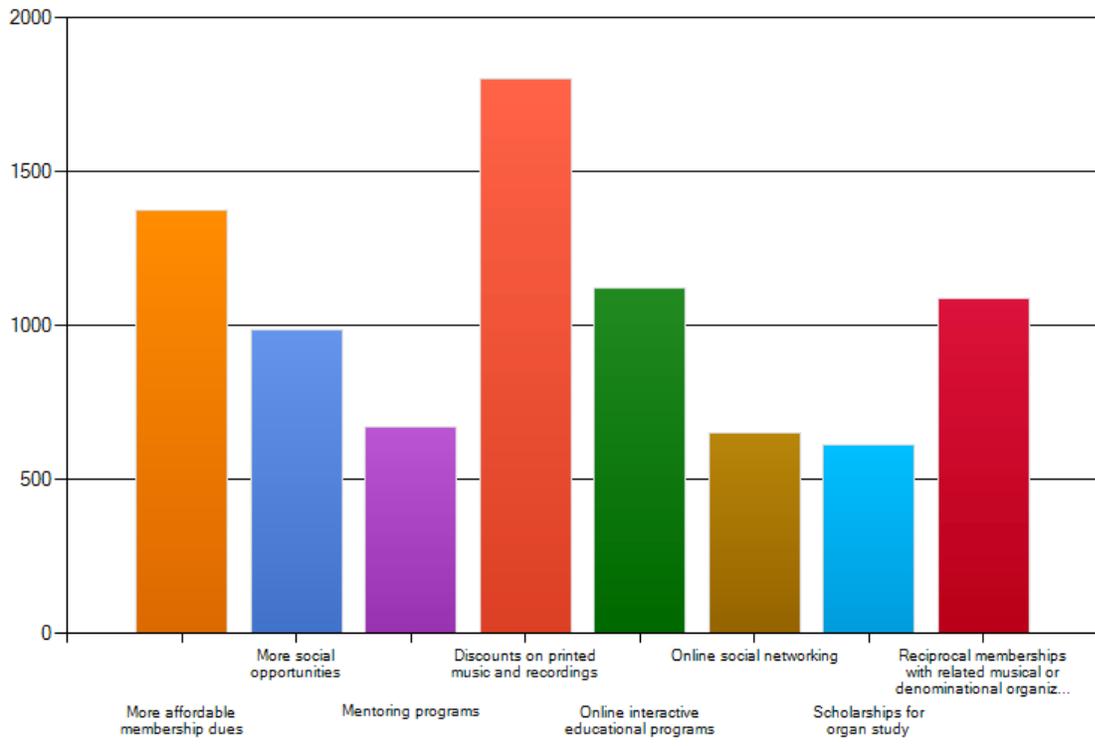
Lapsed Members:

Answer Options	Response Percent	Response Count
<b>More affordable membership dues</b>	<b>70.8%</b>	<b>223</b>
<b>Discounts on printed music and recordings</b>	<b>70.8%</b>	<b>223</b>
Online interactive educational programs	44.8%	141
Reciprocal memberships with related musical or denominational organizations	41.6%	131
More social opportunities	41.0%	129
Online social networking	31.7%	100
Mentoring programs	28.3%	89
Scholarships for organ study	26.0%	82

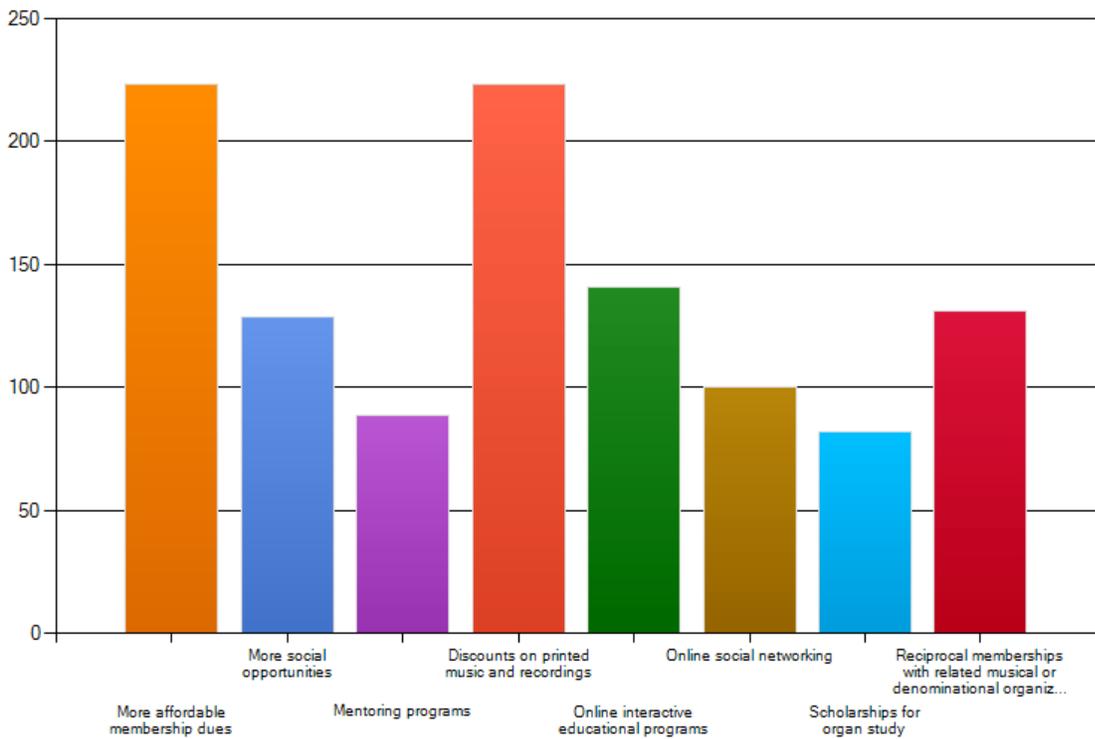
Leaders:

Answer Options	Response Percent	Response Count
<b>Discounts on printed music and recordings</b>	<b>79.5%</b>	<b>58</b>
Online interactive educational programs	54.8%	40
More affordable membership dues	52.1%	38
Reciprocal memberships with related organizations	52.1%	38
Online social networking	37.0%	27
Scholarships for organ study	27.4%	20
Mentoring programs	27.4%	20

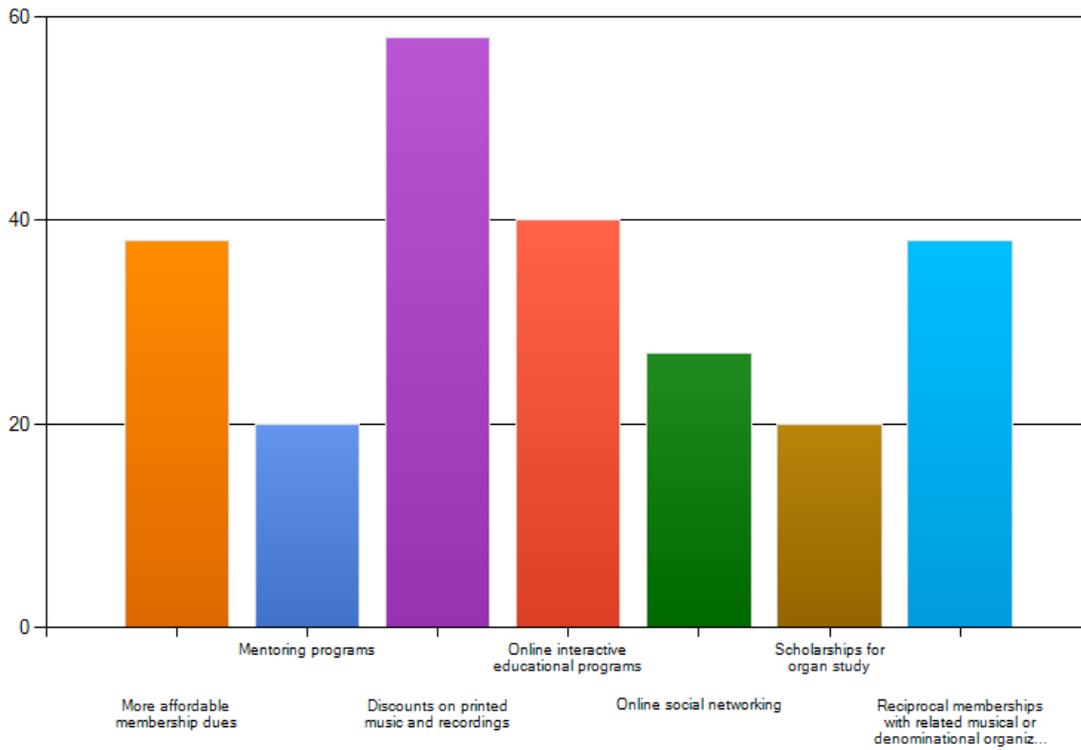
Members:



Lapsed Members:



Leaders:



## 8. How can the AGO more actively engage and serve church musicians in part-time employment?

Members:

Answer Options	Response Percent	Response Count
<b>Support of chapter programs focusing on skills and career needs of part-time musicians</b>	<b>77.9%</b>	<b>1921</b>
<b>TAO articles focusing on skills and career needs of part-time musicians</b>	<b>74.3%</b>	<b>1831</b>
Monthly TAO resource guide focusing on skills and career needs of part-time musicians	59.2%	1459
Local weekend conferences for part-time musicians	58.1%	1432
Online interactive educational programs	55.8%	1376
Discounts in convention registration for part-time musicians	46.9%	1157
Reciprocal arrangements with degree-granting institutions for part-time study or distance learning	42.2%	1039
Better hospitality at chapter meetings	40.1%	989
Increased advocacy for more equitable fees	38.9%	960
National summer conferences for part-time musicians	37.7%	929
Educational programs and materials specifically designed for musicians who play digital instruments	34.0%	839
Better hospitality at conventions	28.2%	696

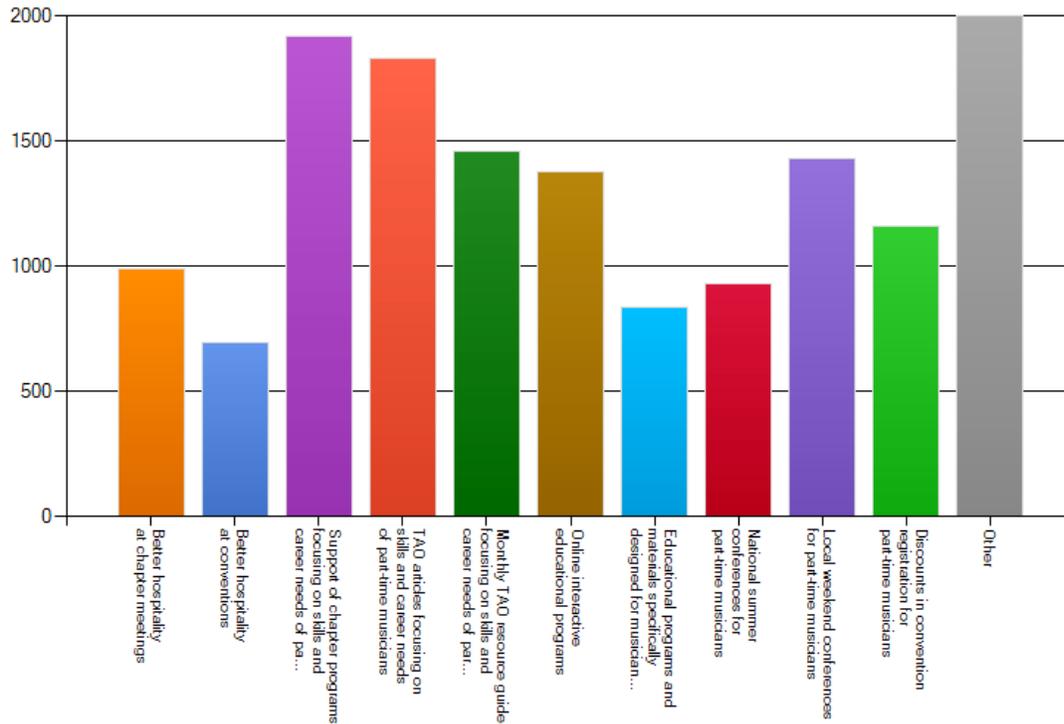
Lapsed Members:

Answer Options	Response Percent	Response Count
<b>Support of chapter programs focusing on skills and career needs of part-time musicians</b>	<b>74.4%</b>	<b>244</b>
TAO articles focusing on skills and career needs of part-time musicians	58.2%	191
Online interactive educational programs	58.2%	191
Local weekend conferences for part-time musicians	55.8%	183
Discounts in convention registration for part-time musicians	47.6%	156
Monthly TAO resource guide focusing on skills and career needs of part-time musicians	46.3%	152
Better hospitality at chapter meetings	44.5%	146
Increased advocacy for more equitable fees	39.3%	129
Reciprocal arrangements with degree-granting institutions for part-time study or distance learning	38.7%	127
Educational programs and materials specifically designed for musicians who play digital instruments	33.5%	110
National summer conferences for part-time musicians	32.6%	107
Better hospitality at conventions	29.9%	98

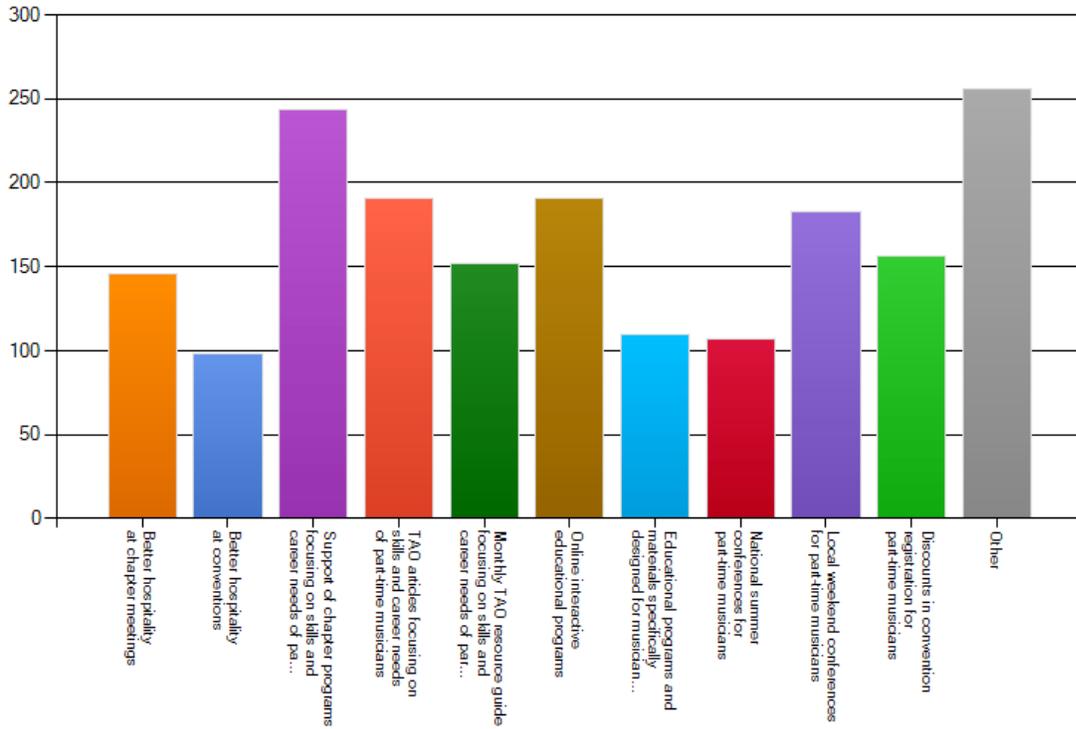
Leaders:

Answer Options	Response Percent	Response Count
Support of chapter programs focusing on skills and career needs of part-time musicians	90.1%	73
TAO articles focusing on skills and career needs of part-time musicians	81.5%	66
Monthly TAO resource guide focusing on skills and career needs of part-time musicians	66.7%	54
Local weekend conferences for part-time musicians	61.7%	50
Better hospitality at chapter meetings	61.7%	50
Online interactive educational programs	53.1%	43
Better hospitality at conventions	45.7%	37
Reciprocal arrangements with degree-granting institutions for part-time study or distance learning	40.7%	33
National summer conferences for part-time musicians	39.5%	32
Discounts in convention registration for part-time musicians	38.3%	31

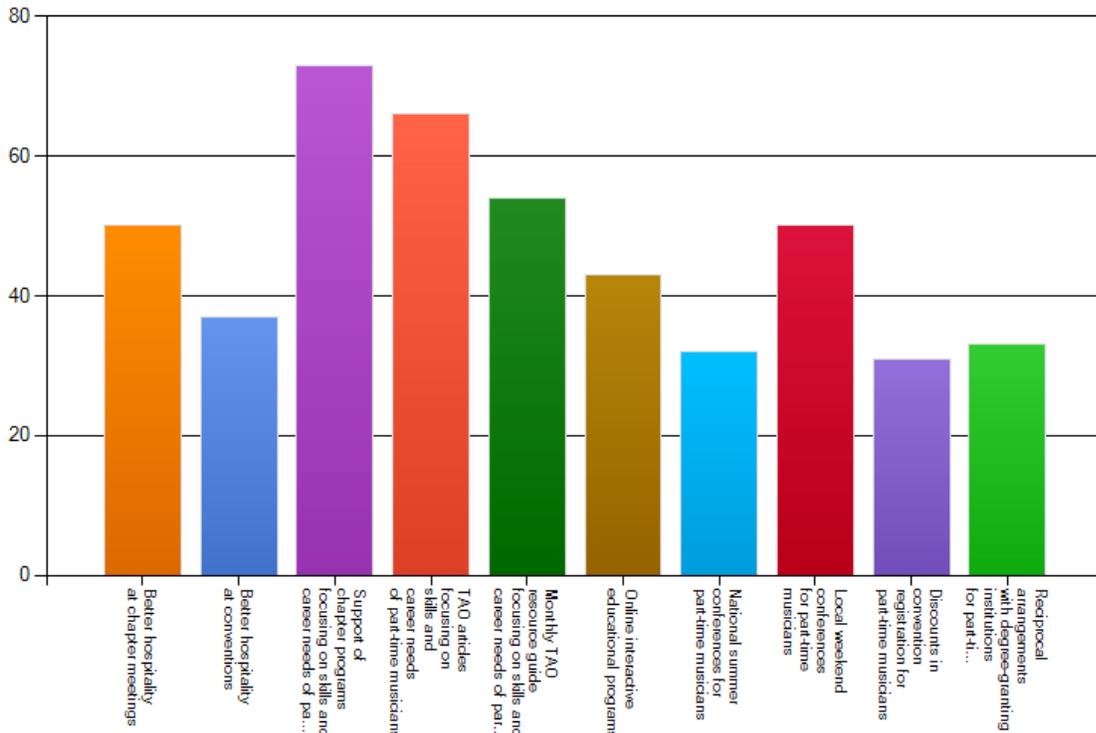
Members:



Lapsed Members:



Leaders:



**1. About how many AGO conventions have you attended?**

Members:

<b>About how many AGO conventions have you attended?</b>						
<b>Answer Options</b>	<b>None</b>	<b>1-5</b>	<b>6-10</b>	<b>11-15</b>	<b>16 or more</b>	<b>Response Count</b>
Regional Conventions	819	1294	252	71	33	2469
National Conventions	1072	981	212	85	41	2391
<i>answered question</i>						<b>2510</b>
<i>skipped question</i>						<b>438</b>

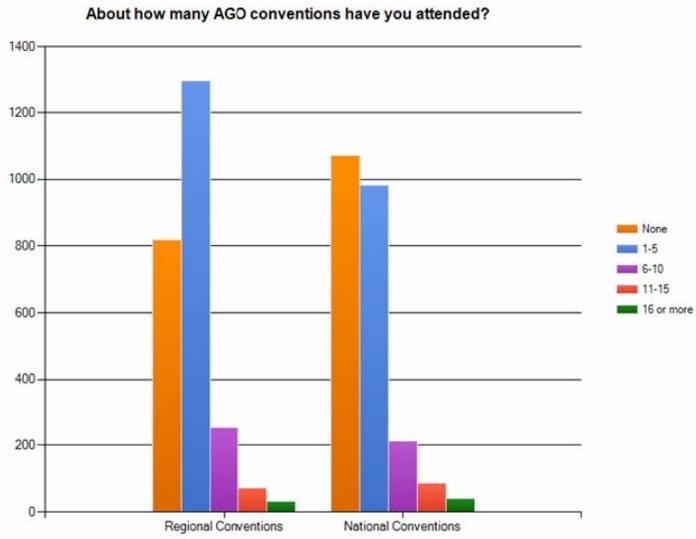
Lapsed Members:

<b>About how many AGO conventions have you attended?</b>						
<b>Answer Options</b>	<b>None</b>	<b>1-5</b>	<b>6-10</b>	<b>11-15</b>	<b>16 or more</b>	<b>Response Count</b>
Regional Conventions	188	131	16	5	3	343
National Conventions	215	99	12	3	1	330
<i>answered question</i>						<b>349</b>
<i>skipped question</i>						<b>68</b>

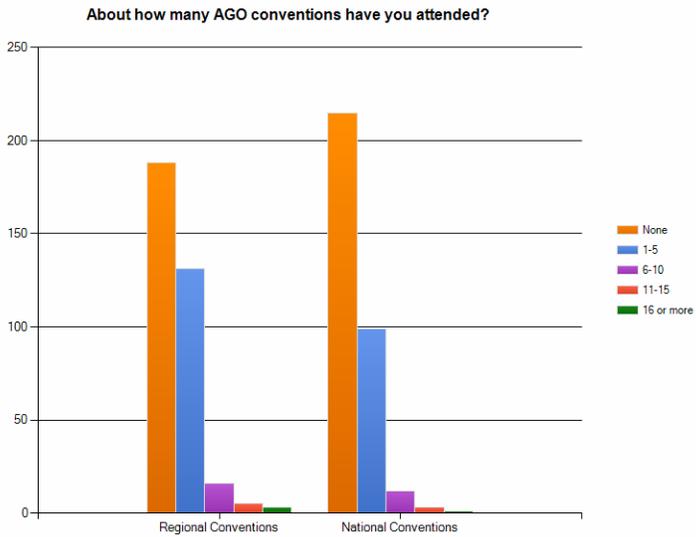
Leaders:

<b>About how many AGO conventions have you attended?</b>						
<b>Answer Options</b>	<b>None</b>	<b>1-5</b>	<b>6-10</b>	<b>11-15</b>	<b>16 or more</b>	<b>Response Count</b>
Regional Conventions	2	26	34	12	6	80
National Conventions	7	30	23	9	9	78
<i>answered question</i>						<b>80</b>
<i>skipped question</i>						<b>1</b>

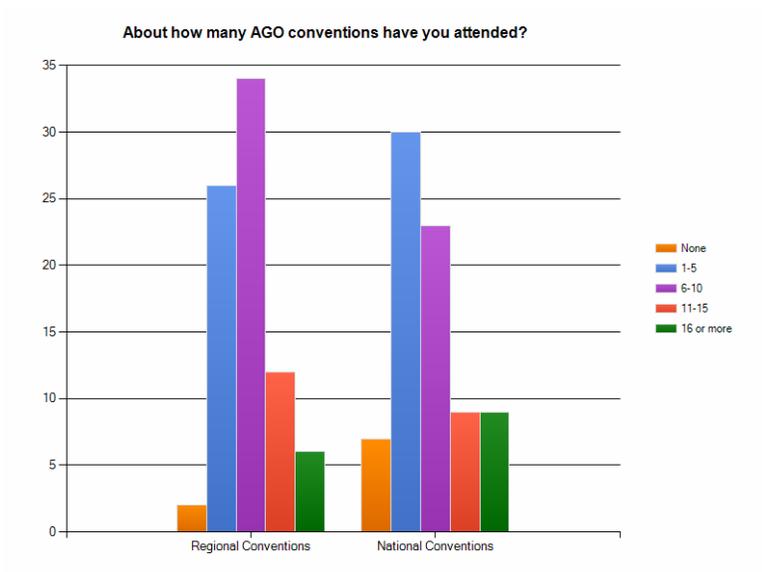
## Members:



## Lapsed Members:



Leaders:



## 2. How could AGO conventions be improved?

Members:

How could AGO conventions be improved? (check all that apply)		
Answer Options	Response Percent	Response Count
Offer more low-cost housing options	59.2%	1224
Reduce costs of registration and transportation	58.3%	1206
Focus more workshops on the skills and career needs of part-time musicians	52.8%	1092
Offer workshop tracks based on skill level	43.1%	891
Present more repertoire master classes	33.4%	690
Include more meals in registration fees	33.1%	685
Combine conventions with opportunities for tourism	31.7%	656
Coordinate with related musical and denominational conferences whenever possible	30.1%	622
Combine regional conventions whenever possible	28.7%	594
Build in more free time for meals and other activities	27.9%	578
Present more improvisation master classes	25.0%	518
Offer simultaneous, separate schedules for spouses and partners	24.1%	499
Give more opportunities to emerging performers	24.1%	499
Shorten conventions by at least one day	23.4%	483
Place more emphasis on choral skills and performances	22.5%	466
Offer more worship options	20.4%	421
Provide more social opportunities	19.3%	399
Present national conventions less frequently	16.3%	338
Schedule midwinter conventions/conclaves between Christmas and New Year's	13.3%	275
Present more well-known performers	12.6%	260
Present regional conventions less frequently	9.2%	190
Place more emphasis on the performance and improvisation competitions	7.8%	161
Offer fewer worship options	7.2%	148
Make conventions longer	3.2%	67
Other (please describe)		232
	<b>answered question</b>	<b>2068</b>
	<b>skipped question</b>	<b>880</b>

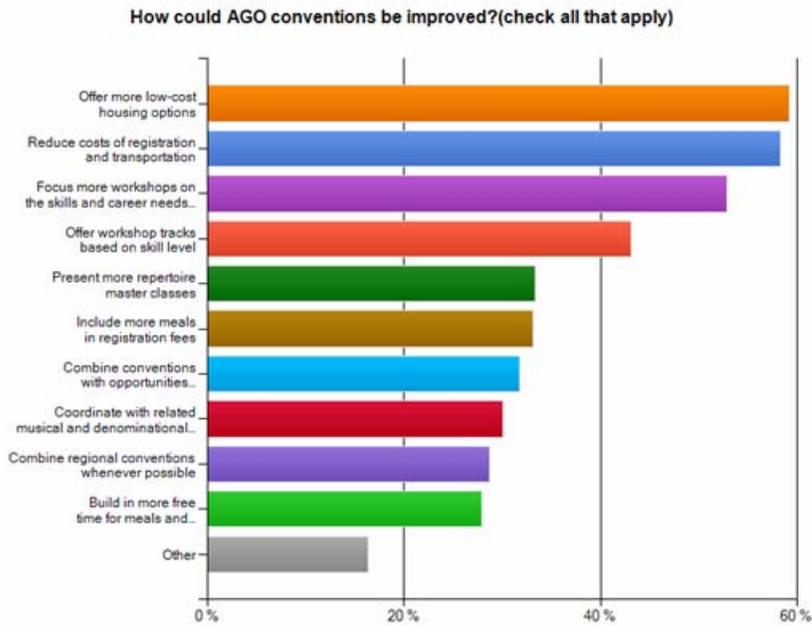
Lapsed Members:

<b>How could AGO conventions be improved? (check all that apply)</b>		
<b>Answer Options</b>	<b>Response Percent</b>	<b>Response Count</b>
<b>Offer more low-cost housing options</b>	<b>59.2%</b>	<b>1224</b>
<b>Reduce costs of registration and transportation</b>	<b>58.3%</b>	<b>1206</b>
<b>Focus more workshops on the skills and career needs of part-time musicians</b>	<b>52.8%</b>	<b>1092</b>
Offer workshop tracks based on skill level	43.1%	891
Present more repertoire master classes	33.4%	690
Include more meals in registration fees	33.1%	685
Combine conventions with opportunities for tourism	31.7%	656
Coordinate with related musical and denominational conferences whenever possible	30.1%	622
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Present regional conventions less frequently	9.2%	190
Place more emphasis on the performance and improvisation competitions	7.8%	161
Offer fewer worship options	7.2%	148
Make conventions longer	3.2%	67
Other (please describe)		232
	<b><i>answered question</i></b>	<b>2068</b>
	<b><i>skipped question</i></b>	<b>880</b>

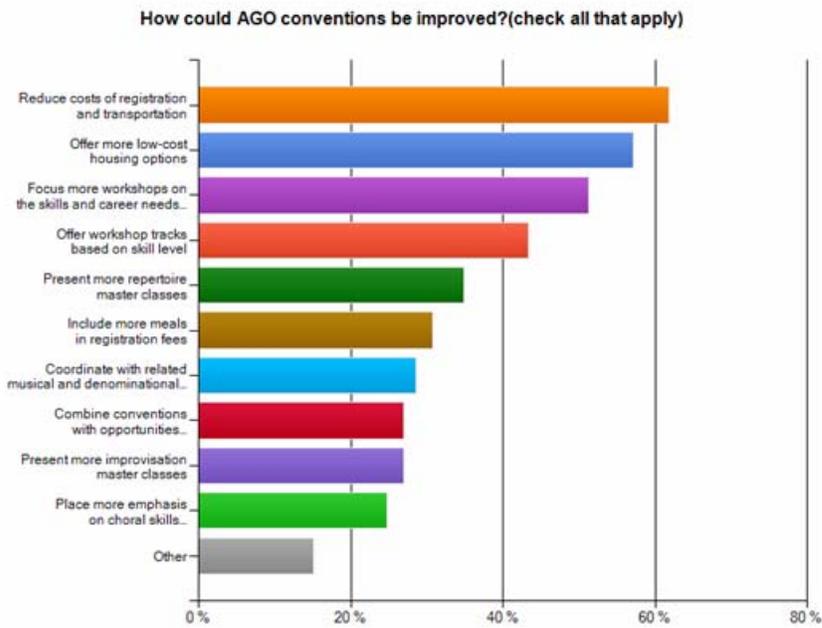
Leaders:

<b>How could AGO conventions be improved? (check all that apply)</b>		
<b>Answer Options</b>	<b>Response Percent</b>	<b>Response Count</b>
<b>Offer more low-cost housing options</b>	<b>62.0%</b>	<b>49</b>
<b>Reduce costs of registration and transportation</b>	<b>57.0%</b>	<b>45</b>
<b>Focus more workshops on the skills and career needs of part-time musicians</b>	<b>55.7%</b>	<b>44</b>
Build in more free time for meals and other activities	43.0%	34
Combine regional conventions whenever possible	40.5%	32
Combine conventions with opportunities for tourism	35.4%	28
Place more emphasis on choral skills and performances	35.4%	28
Coordinate with related musical and denominational conferences whenever possible	32.9%	26
Include more meals in registration fees	31.6%	25
Provide more social opportunities	27.8%	22
Offer simultaneous, separate schedules for spouses and partners	27.8%	22
Give more opportunities to emerging performers	27.8%	22
Present more repertoire master classes	25.3%	20
Present national conventions less frequently	22.8%	18
Schedule midwinter conventions/conclaves between Christmas and New Year's	22.8%	18
Shorten conventions by at least one day	20.3%	16
Present more improvisation master classes	20.3%	16
Present regional conventions less frequently	11.4%	9
Offer fewer worship options	10.1%	8
Offer more worship options	8.9%	7
Place more emphasis on the performance and improvisation competitions	8.9%	7
Present more well-known performers	7.6%	6
Make conventions longer	5.1%	4
Present national conventions annually instead of biennially	3.8%	3
Present regional conventions annually instead of biennially	1.3%	1
Other (please describe)	9	9
	<b><i>answered question</i></b>	<b><i>79</i></b>
	<b><i>skipped question</i></b>	<b><i>2</i></b>

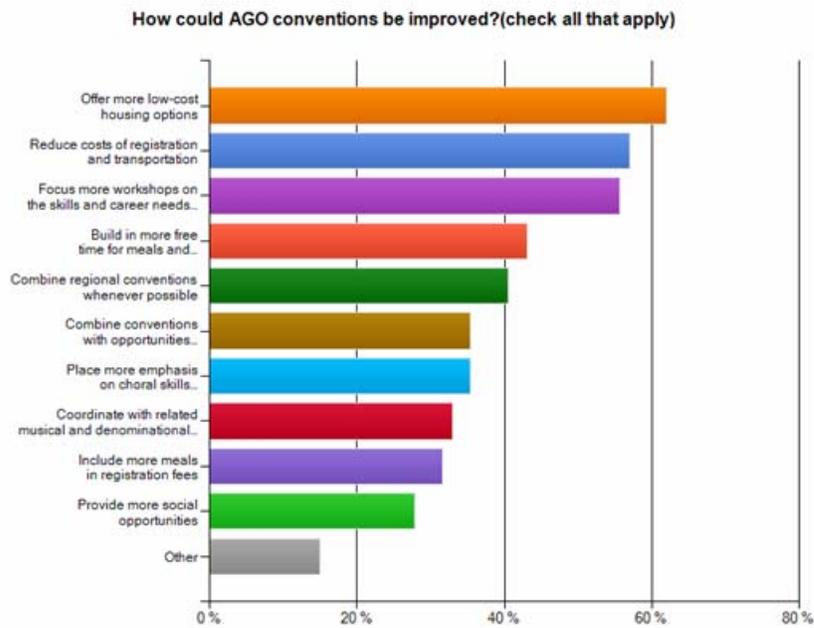
Members:



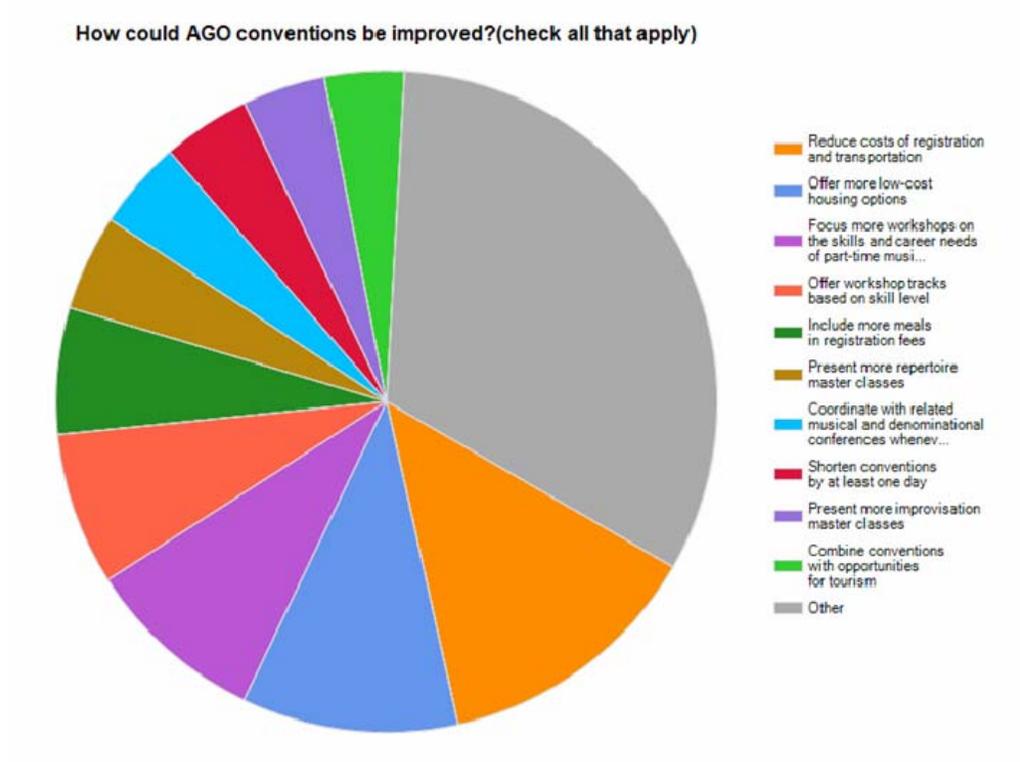
Lapsed Members:



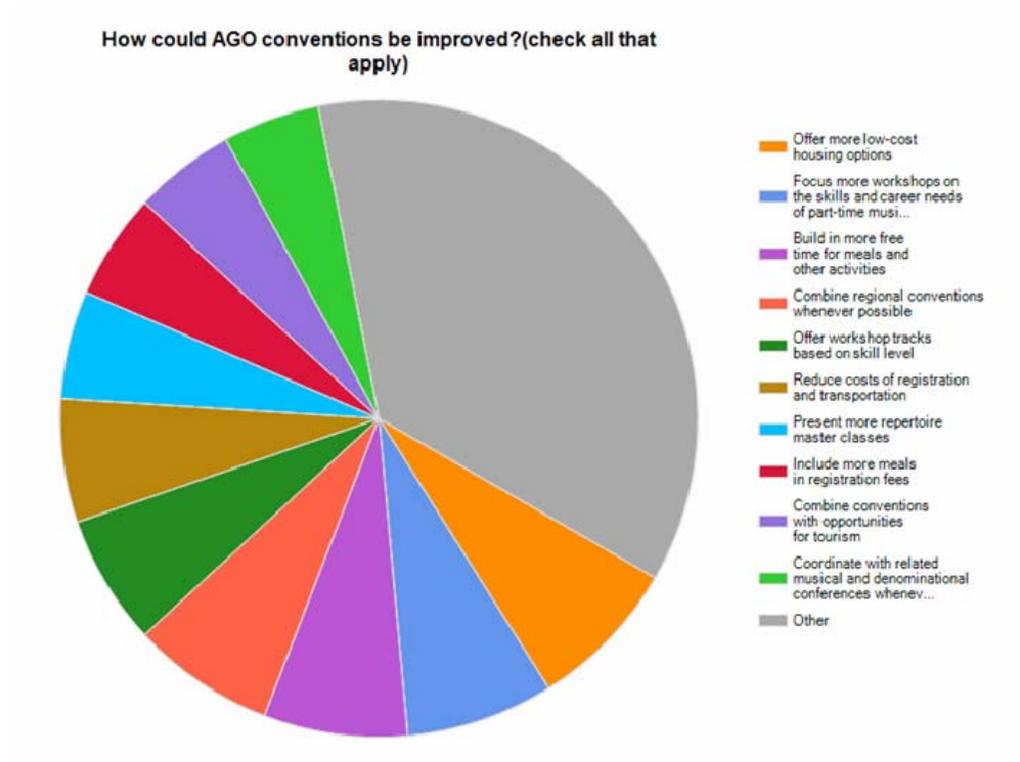
Leaders:



Convention Non-Attendees:



Frequent National Convention Attendees:



### 3. Which of the following AGO educational services have you personally used?

Members:

Which of the following AGO educational services have you personally used? (check all that apply)		
Answer Options	Response Percent	Response Count
<b>Regional or chapter educational programs</b>	<b>45.7%</b>	<b>1147</b>
National educational resources	28.1%	707
Pipe Organ Encounters or other programs for new organists	24.9%	626
Certification	21.7%	545
Pedagogy Conferences or other national events	10.9%	275
None of the above	31.6%	795
	<b><i>answered question</i></b>	<b>2512</b>
	<b><i>skipped question</i></b>	<b>436</b>

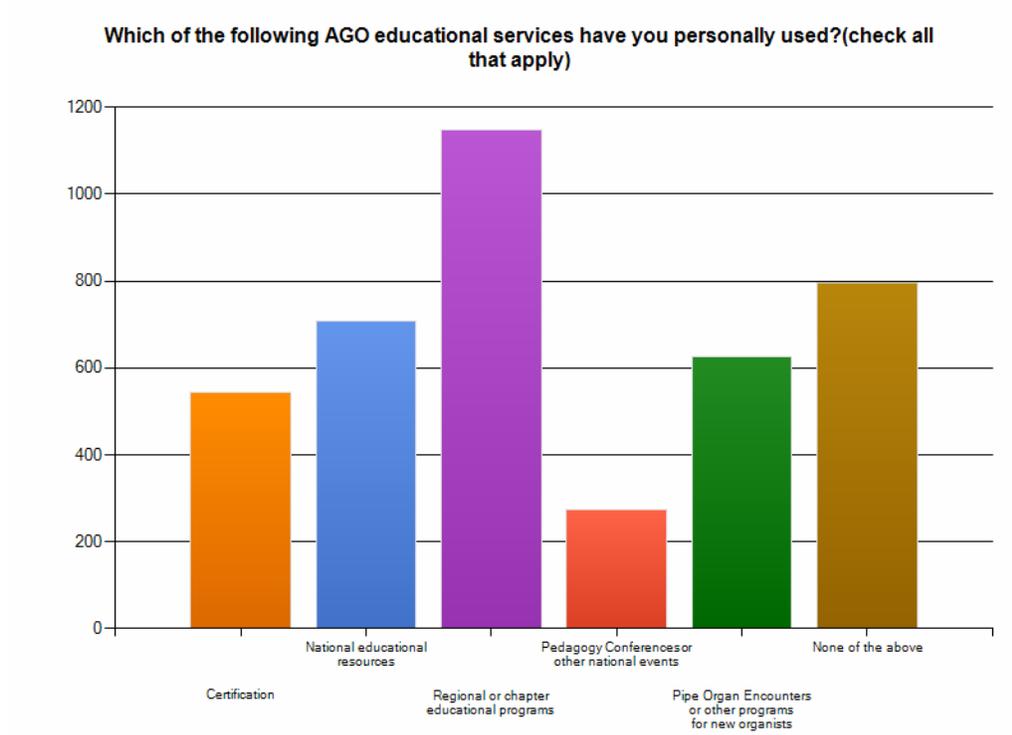
Lapsed Members:

Which of the following AGO educational services have you personally used? (check all that apply)		
Answer Options	Response Percent	Response Count
Regional or chapter educational programs	29.5%	101
Pipe Organ Encounters or other programs for new organists	19.6%	67
National educational resources	17.0%	58
Certification	14.9%	51
Pedagogy Conferences or other national events	3.8%	13
<b>None of the above</b>	<b>45.3%</b>	<b>155</b>
	<b><i>answered question</i></b>	<b>342</b>
	<b><i>skipped question</i></b>	<b>75</b>

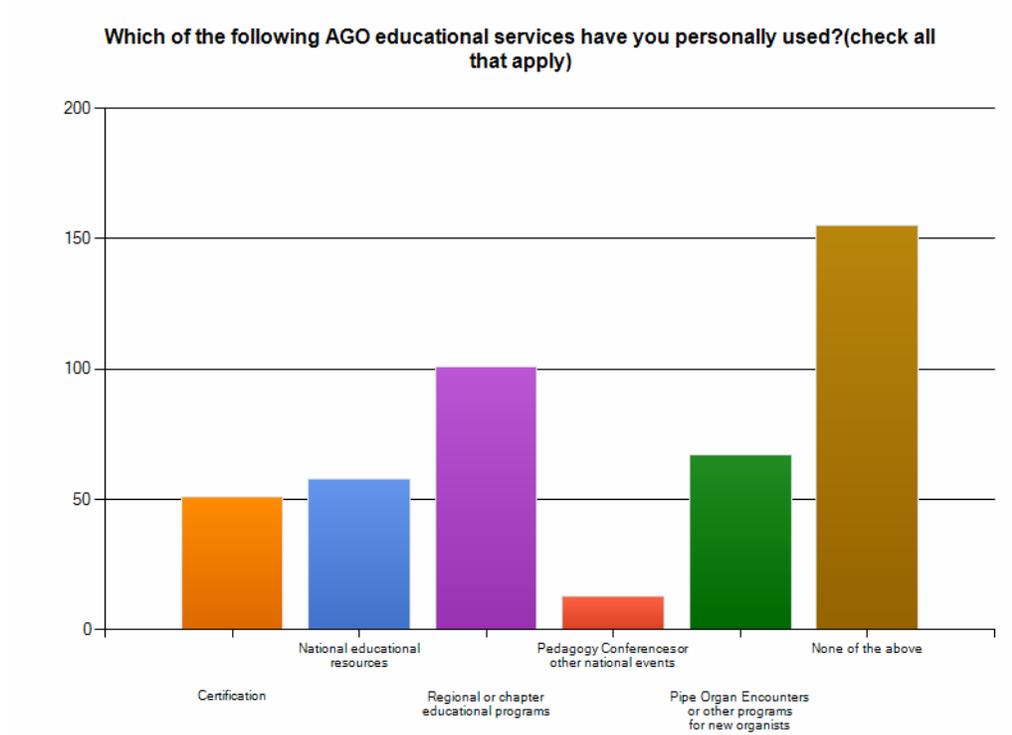
Leaders:

Which of the following AGO educational services have you personally used? (check all that apply)		
Answer Options	Response Percent	Response Count
<b>Regional or chapter educational programs</b>	<b>68.4%</b>	<b>52</b>
<b>National educational resources</b>	<b>61.8%</b>	<b>47</b>
<b>Certification</b>	<b>52.6%</b>	<b>40</b>
Pipe Organ Encounters or other programs for new organists	47.4%	36
Pedagogy Conferences or other national events	36.8%	28
	<b><i>answered question</i></b>	<b>76</b>
	<b><i>skipped question</i></b>	<b>5</b>

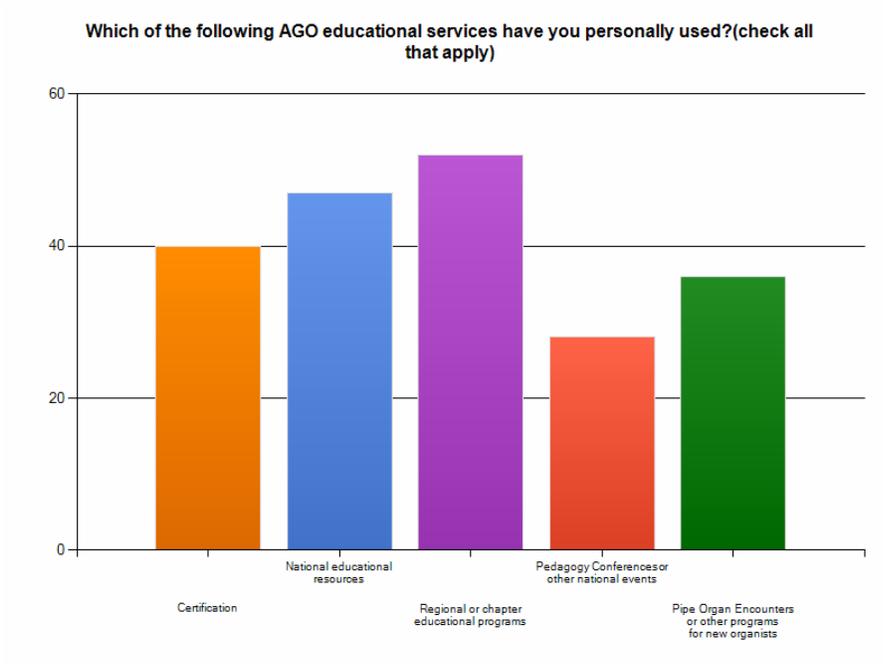
Members:



Lapsed Members:



Leaders:



#### 4. Which AGO certification examinations have you taken?

Members:

Which AGO certification examinations have you taken? (check all that apply)		
Answer Options	Response Percent	Response Count
Service Playing	10.8%	267
Colleague	9.1%	225
Choir Master	2.0%	50
Associate	6.2%	152
Fellow	2.0%	50
<b>None</b>	<b>80.1%</b>	<b>1979</b>
<i>answered question</i>		<b>2470</b>
<i>skipped question</i>		<b>478</b>

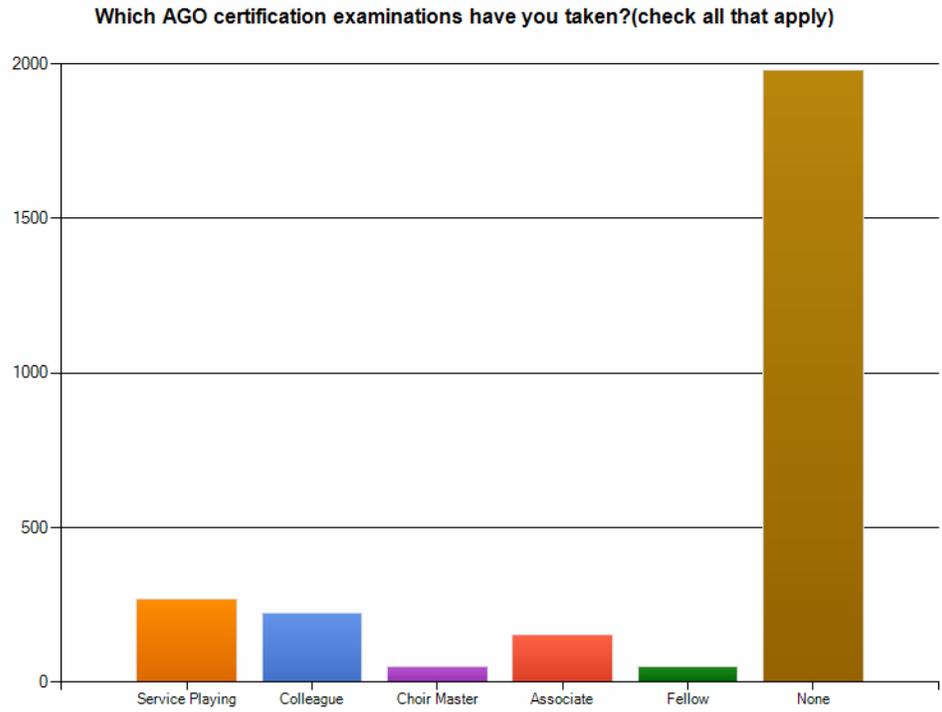
Lapsed Members:

Which AGO certification examinations have you taken? (check all that apply)		
Answer Options	Response Percent	Response Count
Service Playing	8.8%	30
Colleague	5.9%	20
Choir Master	2.3%	8
Associate	3.8%	13
Fellow	0.3%	1
<b>None</b>	<b>85.6%</b>	<b>292</b>
<i>answered question</i>		<b>341</b>
<i>skipped question</i>		<b>76</b>

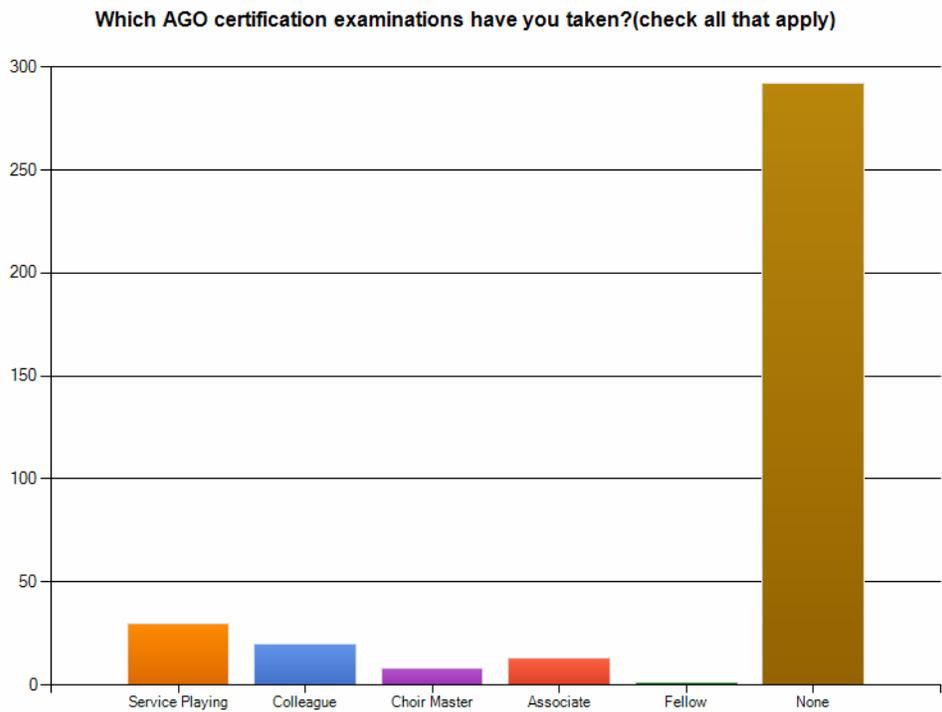
Leaders:

Which AGO certification examinations have you taken? (check all that apply)		
Answer Options	Response Percent	Response Count
Service Playing	17.1%	13
<b>Colleague</b>	<b>23.7%</b>	<b>18</b>
Choir Master	10.5%	8
<b>Associate</b>	<b>22.4%</b>	<b>17</b>
Fellow	14.5%	11
None	50.0%	38
<i>answered question</i>		<b>76</b>
<i>skipped question</i>		<b>5</b>

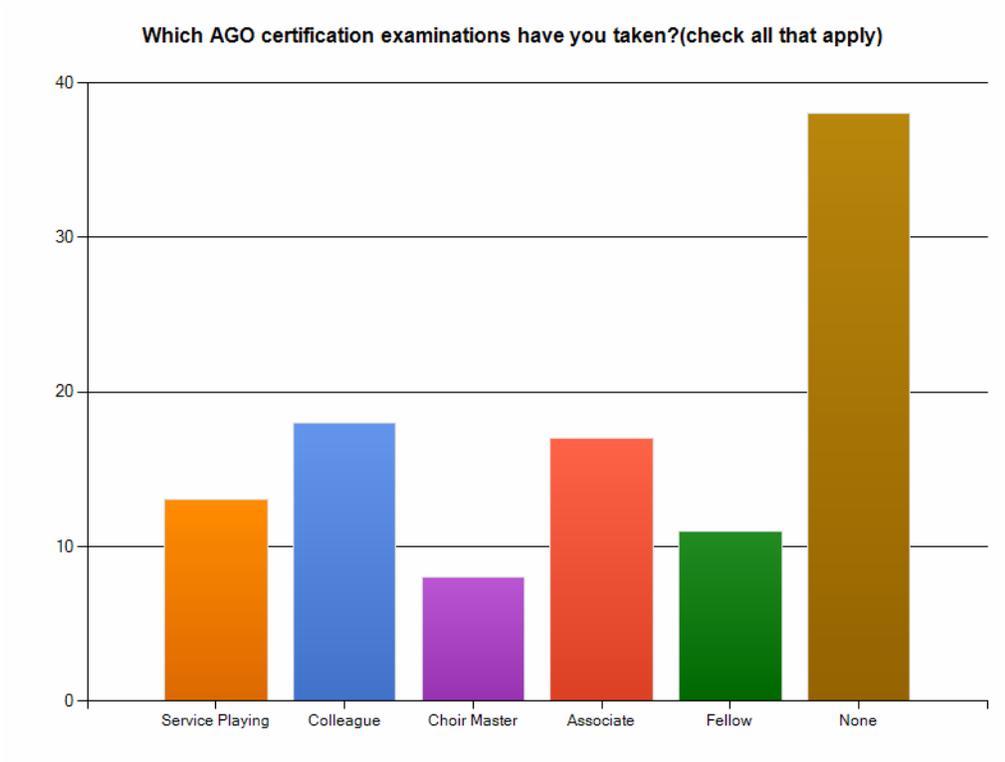
Members:



Lapsed Members:



Leaders:



## 5. Which AGO certificates do you hold?

Members:

Which AGO certificates do you hold? (check all that apply)		
Answer Options	Response Percent	Response Count
Service Playing	9.7%	236
Colleague	7.4%	181
Choir Master	1.8%	45
Associate	4.6%	113
Fellow	1.8%	44
<b>None</b>	<b>82.1%</b>	<b>2003</b>
<i>answered question</i>		<b>2440</b>
<i>skipped question</i>		<b>508</b>

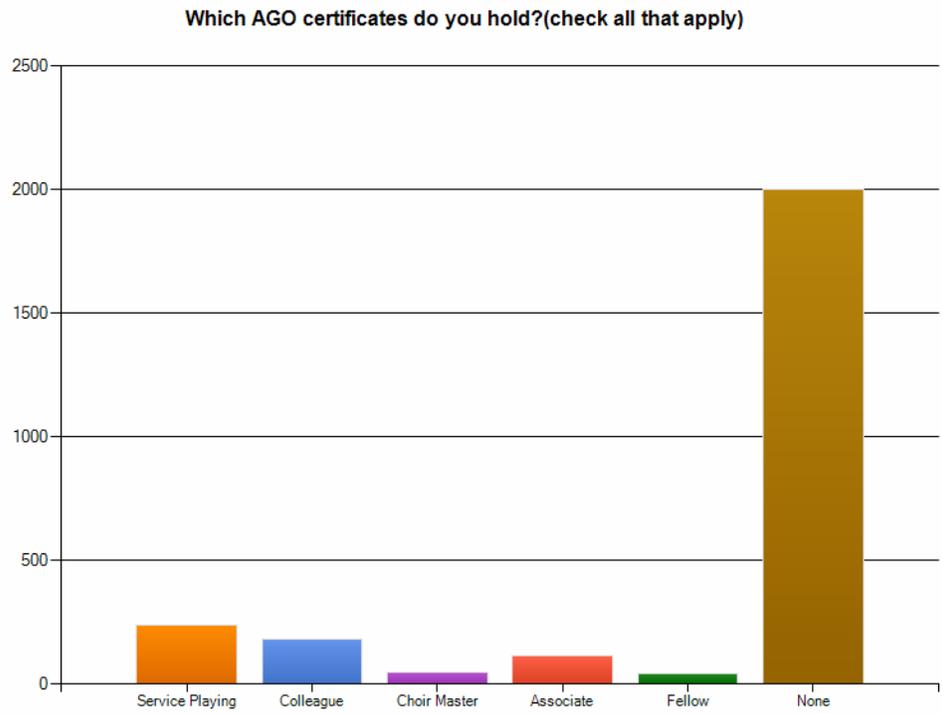
Lapsed Members:

Which AGO certificates do you hold? (check all that apply)		
Answer Options	Response Percent	Response Count
Service Playing	7.5%	25
Colleague	4.8%	16
Choir Master	1.8%	6
Associate	2.7%	9
Fellow	0.3%	1
<b>None</b>	<b>88.0%</b>	<b>292</b>
<i>answered question</i>		<b>332</b>
<i>skipped question</i>		<b>85</b>

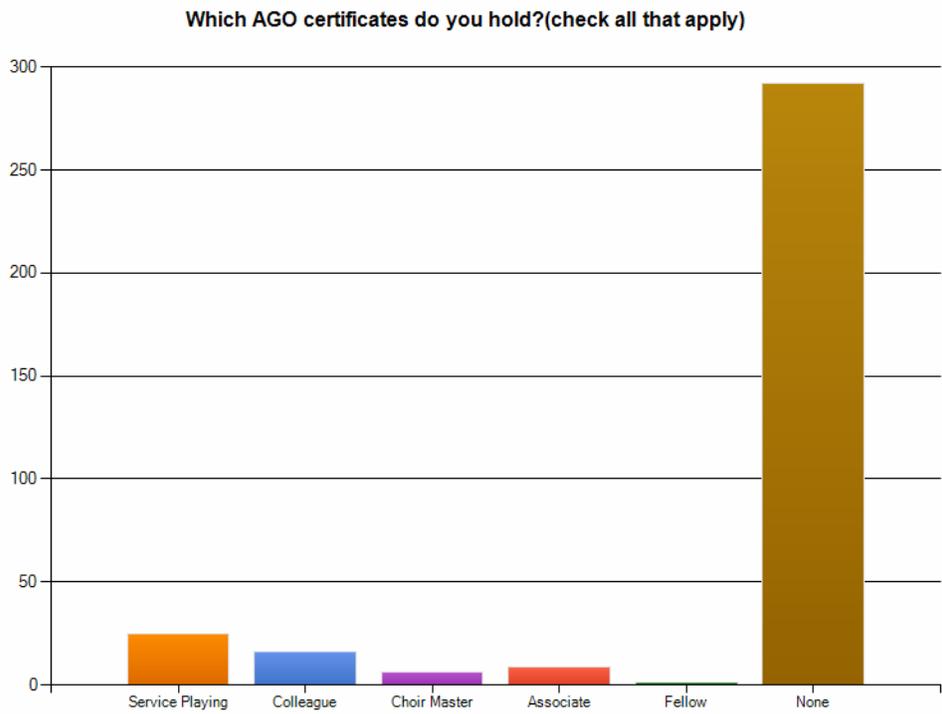
Leaders:

Which AGO certificates do you hold? (check all that apply)		
Answer Options	Response Percent	Response Count
Service Playing	17.6%	13
<b>Colleague</b>	<b>20.3%</b>	<b>15</b>
Choir Master	10.8%	8
<b>Associate</b>	<b>20.3%</b>	<b>15</b>
Fellow	13.5%	10
None	52.7%	39
<i>answered question</i>		<b>74</b>
<i>skipped question</i>		<b>7</b>

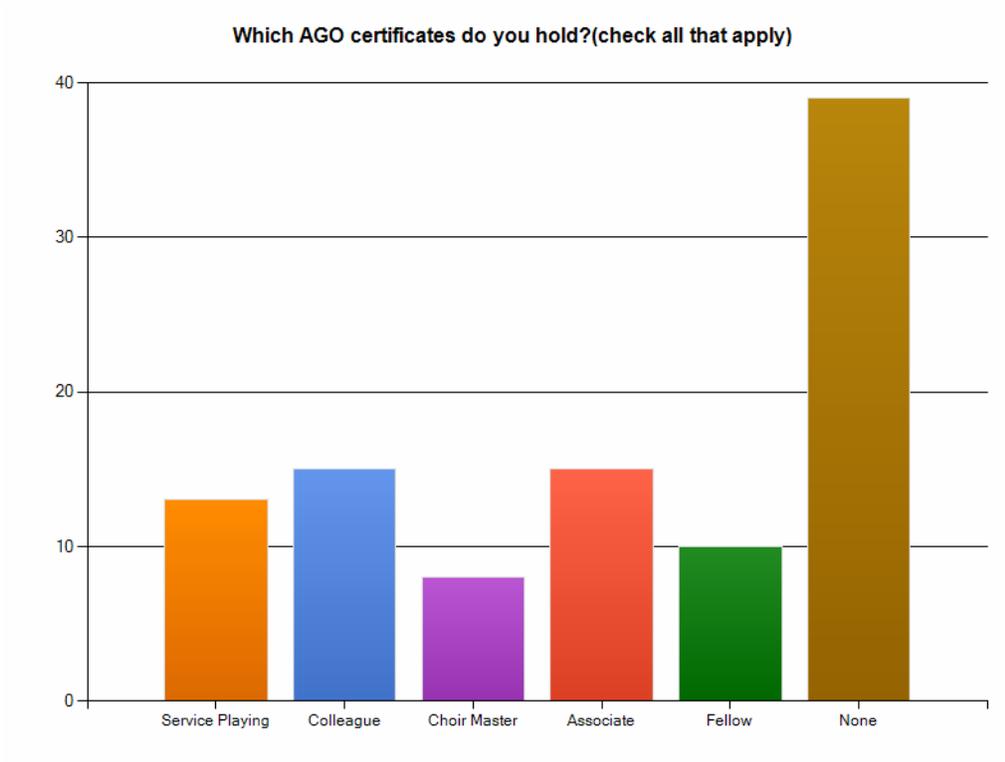
Members:



Lapsed Members:



Leaders:



**6. If you have not taken an AGO certification examination, what is your primary reason?**

Members:

<b>If you have not taken an AGO certification examination, what is your primary reason? (check only one)</b>		
<b>Answer Options</b>	<b>Response Percent</b>	<b>Response Count</b>
<b>My academic degree qualifications are adequate</b>	<b>36.4%</b>	<b>712</b>
Certification doesn't apply to my situation	17.2%	337
Certification has little or no relevance on the job market	17.2%	336
I haven't had time to prepare adequately	15.7%	308
I feel unqualified to pass an examination	9.6%	188
I have no mentoring or support group	2.6%	51
Examinations are too expensive	0.7%	14
The AGO doesn't adequately recognize certificated members	0.5%	10
Other (please describe)	278	278
	<b><i>answered question</i></b>	<b>1956</b>
	<b><i>skipped question</i></b>	<b>992</b>
		<b>1956</b>
		<b>992</b>

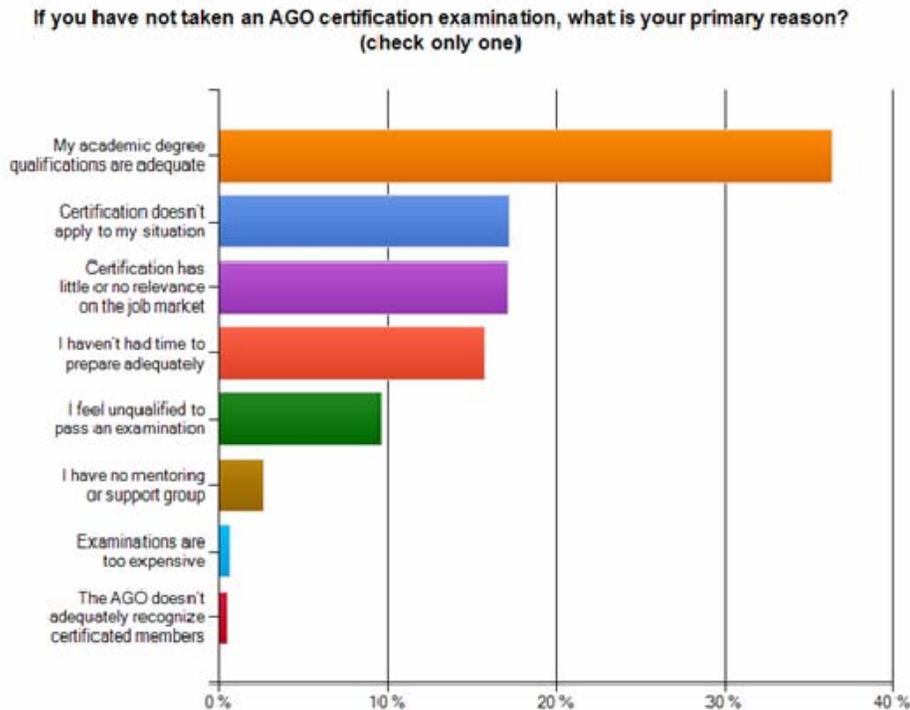
Lapsed Members:

<b>If you have not taken an AGO certification examination, what is your primary reason? (check only one)</b>		
<b>Answer Options</b>	<b>Response Percent</b>	<b>Response Count</b>
<b>My academic degree qualifications are adequate</b>	<b>30.6%</b>	<b>87</b>
Certification has little or no relevance on the job market	22.5%	64
Certification doesn't apply to my situation	18.3%	52
I feel unqualified to pass an examination	12.3%	35
I haven't had time to prepare adequately	10.2%	29
I have no mentoring or support group	3.5%	10
Examinations are too expensive	2.1%	6
The AGO doesn't adequately recognize certificated members	0.4%	1
Other (please describe)	29	29
	<b><i>answered question</i></b>	<b>284</b>
	<b><i>skipped question</i></b>	<b>133</b>
		<b>284</b>
		<b>133</b>

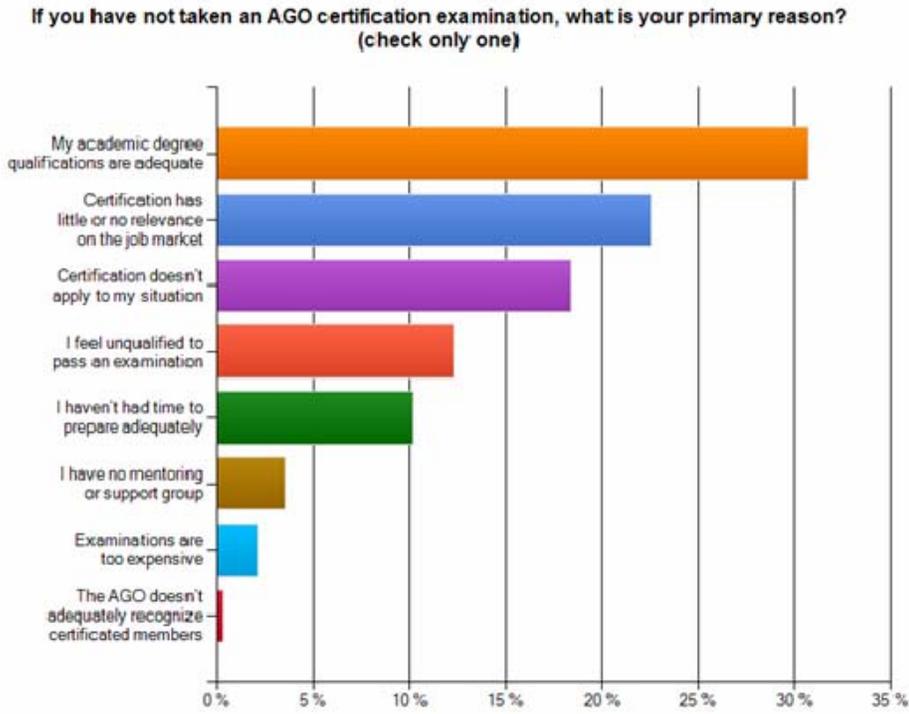
Leaders:

If you have not taken an AGO certification examination, what is your primary reason? (check only one)		
Answer Options	Response Percent	Response Count
<b>My academic degree qualifications are adequate</b>	<b>56.5%</b>	<b>26</b>
Certification has little or no relevance on the job market	17.4%	8
Certification doesn't apply to my musical employment	13.0%	6
I haven't had time to prepare adequately	6.5%	3
I feel unqualified to pass an examination	6.5%	3
I have no mentoring or support group	0.0%	0
Examinations are too expensive	0.0%	0
The AGO doesn't adequately recognize certificated members	0.0%	0
	<b><i>answered question</i></b>	<b>46</b>
	<b><i>skipped question</i></b>	<b>35</b>

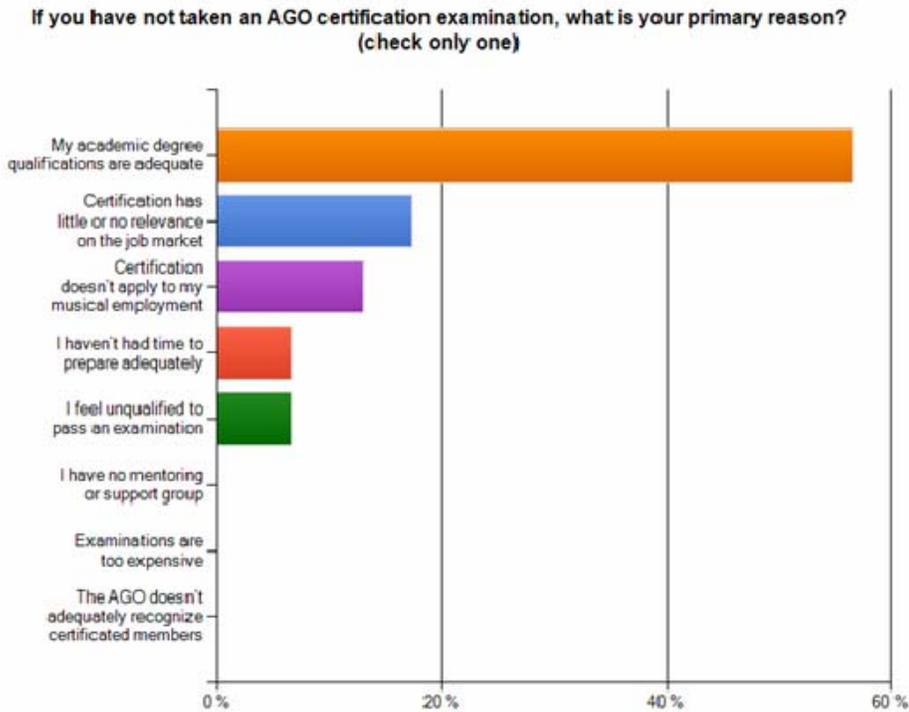
Members:



Lapsed Members:



Leaders:



## 7. How could the AGO education and certification programs be improved?

Members:

How could the AGO education and certification programs be improved? (check all that apply)		
Answer Options	Response Percent	Response Count
Increase the awareness of AGO certificates among clergy, congregations, and the general public	55.1%	1020
Offer online or printed certification study guides	50.5%	934
Offer more resource materials for part-time musicians	46.8%	867
Offer online interactive educational programs	45.7%	845
Make the certification examinations more relevant to today's church musician	40.7%	754
Allow the written portions of certification examinations to be taken online	38.2%	707
Offer more resource materials at the beginning level	38.0%	704
Offer more training materials and workshops on certification	36.3%	671
Offer more resource materials at the intermediate level	32.7%	605
Increase the prestige of AGO certification within the membership	31.4%	581
Offer discounts on printed examination repertoire	28.9%	535
Offer more resource materials on improvisation	28.8%	534
Allow more options for solo repertoire in the certification examinations	22.4%	414
Allow more options for anthem repertoire in the certification examinations	20.0%	370
Offer more resource materials in jazz, gospel, and world music	17.5%	324
Offer more resource materials at the advanced level	16.9%	313
Offer more resource materials for musicians serving non-traditional denominations	15.2%	281
Provide pins or medallions to certificated members	14.9%	275
Offer cash prizes for the highest scores on examinations	7.2%	133
Other (please describe)	191	191
<b><i>answered question</i></b>	<b>1851</b>	<b>1851</b>
<b><i>skipped question</i></b>	<b>1097</b>	<b>1097</b>

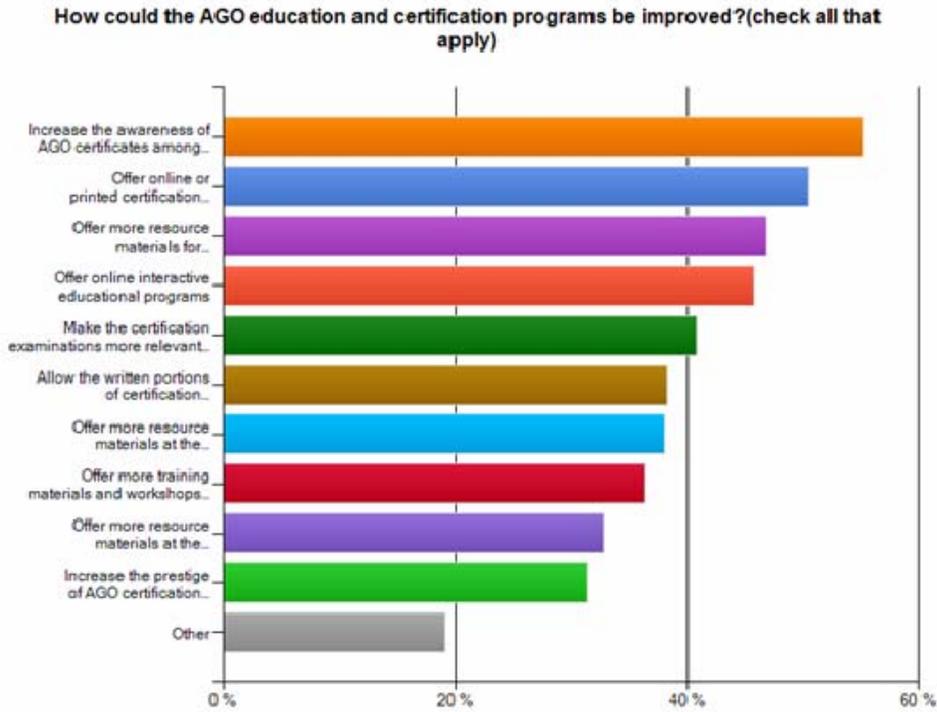
Lapsed Members:

<b>How could the AGO education and certification programs be improved? (check all that apply)</b>		
<b>Answer Options</b>	<b>Response Percent</b>	<b>Response Count</b>
<b>Offer online or printed certification study guides</b>	<b>53.8%</b>	<b>127</b>
<b>Increase the awareness of AGO certificates among clergy, congregations, and the general public</b>	<b>52.5%</b>	<b>124</b>
Offer more resource materials for part-time musicians	48.7%	115
Offer online interactive educational programs	47.5%	112
Allow the written portions of certification examinations to be taken online	45.3%	107
Make the certification examinations more relevant to today's church musician	43.2%	102
Offer more resource materials at the beginning level	38.6%	91
Offer more training materials and workshops on certification	33.9%	80
Offer more resource materials at the intermediate level	31.8%	75
Offer discounts on printed examination repertoire	30.1%	71
Offer more resource materials on improvisation	28.4%	67
Offer more resource materials in jazz, gospel, and world music	22.9%	54
Increase the prestige of AGO certification within the membership	21.2%	50
Allow more options for anthem repertoire in the certification examinations	20.8%	49
Allow more options for solo repertoire in the certification examinations	19.1%	45
Offer more resource materials for musicians serving non-traditional denominations	17.8%	42
Offer more resource materials at the advanced level	15.7%	37
Provide pins or medallions to certificated members	12.7%	30
Offer cash prizes for the highest scores on examinations	8.5%	20
Other (please describe)	33	33
	<b><i>answered question</i></b>	<b><i>236</i></b>
	<b><i>skipped question</i></b>	<b><i>181</i></b>

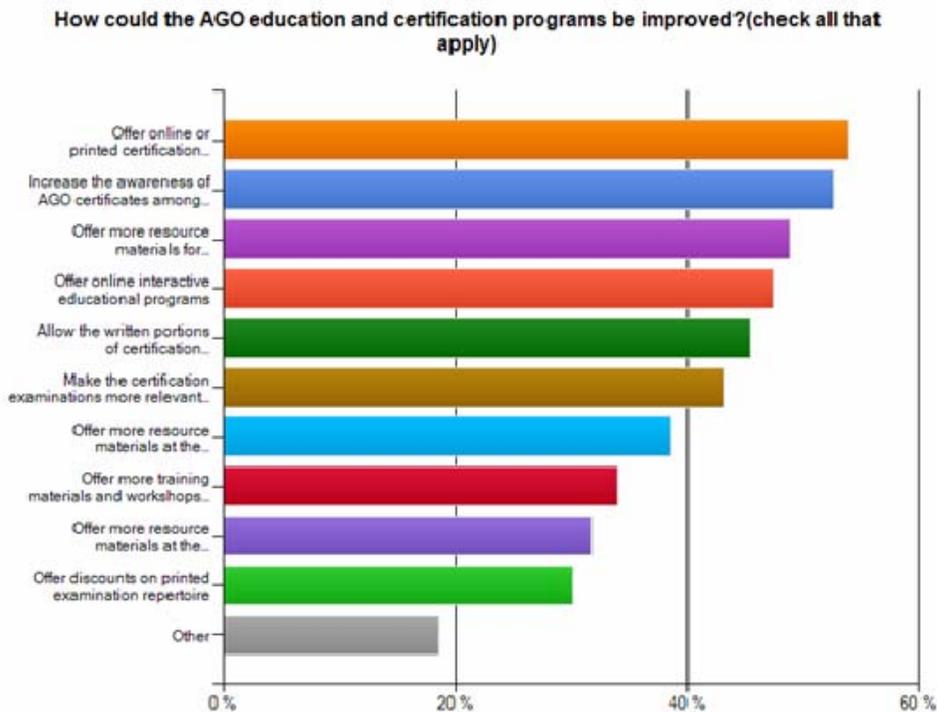
Leaders:

<b>How could the AGO education and certification programs be improved? (check all that apply)</b>		
<b>Answer Options</b>	<b>Response Percent</b>	<b>Response Count</b>
<b>Increase the awareness of AGO certificates among clergy, congregations, and the general public</b>	<b>70.4%</b>	<b>50</b>
<b>Offer online interactive educational programs</b>	<b>54.9%</b>	<b>39</b>
<b>Offer online or printed certification study guides</b>	<b>50.7%</b>	<b>36</b>
Make the certification examinations more relevant to today's church musician	43.7%	31
Offer more resource materials for part-time musicians	36.6%	26
Allow the written portions of certification examinations to be taken online	35.2%	25
Increase the prestige of AGO certification within the membership	35.2%	25
Offer more resource materials in jazz, gospel, and world music	32.4%	23
Offer more training materials and workshops on certification	29.6%	21
Offer more resource materials at the beginning level	26.8%	19
Offer more resource materials at the intermediate level	22.5%	16
Offer more resource materials on improvisation	22.5%	16
Offer more resource materials at the advanced level	16.9%	12
Allow more options for solo repertoire in the certification examinations	15.5%	11
Offer more resource materials for musicians serving non-traditional denominations	14.1%	10
Provide pins or medallions to certificated members	14.1%	10
Allow more options for anthem repertoire in the certification examinations	11.3%	8
Offer cash prizes for the highest scores on examinations	7.0%	5
Make the certification examinations less challenging	5.6%	4
Make the certification examinations more challenging	1.4%	1
Other (please describe)	11	11
<b><i>answered question</i></b>	<b>71</b>	<b>71</b>
<b><i>skipped question</i></b>	<b>10</b>	<b>10</b>

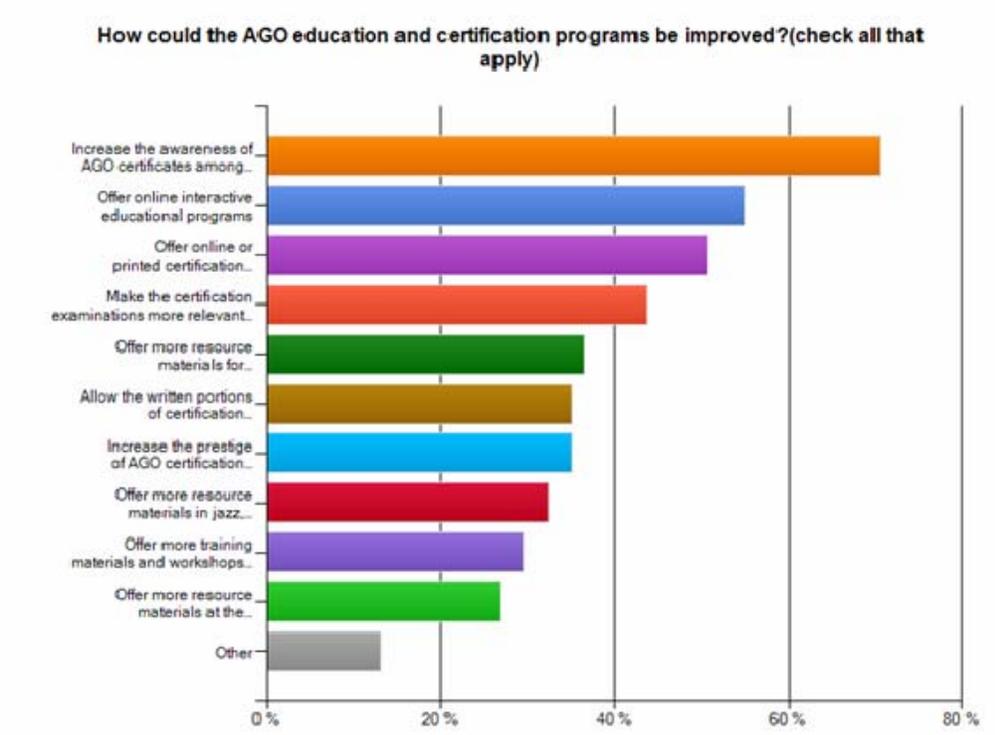
Members:



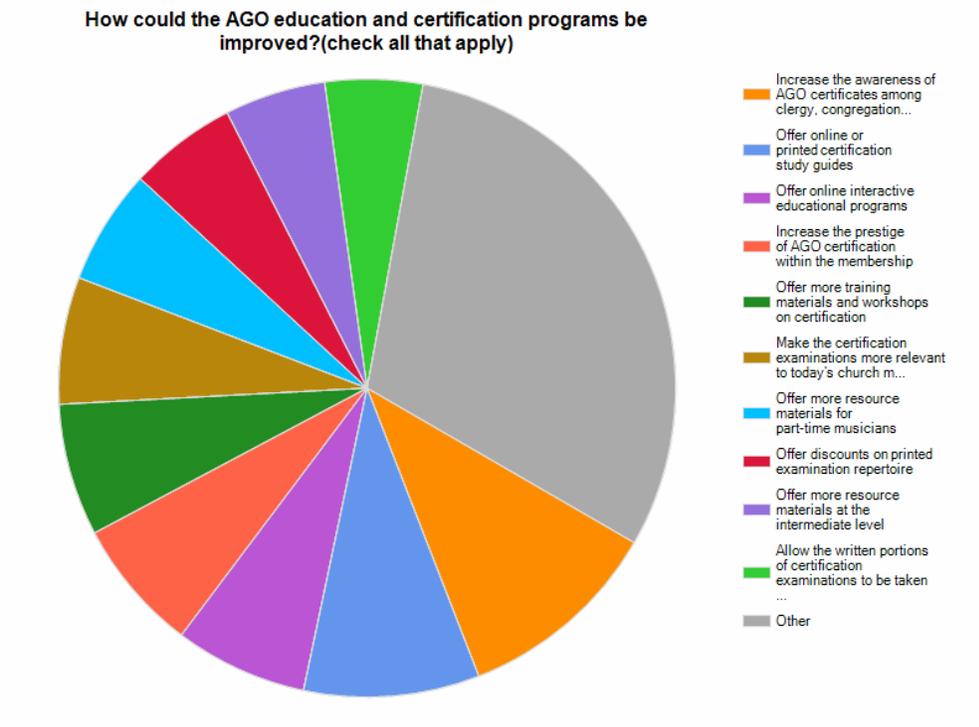
Lapsed Members:



Leaders:



Certification Exam Takers:



**1. In which of the following AGO competitions have you participated as a competitor, coordinator, or judge?**

Members:

<b>In which of the following AGO competitions have you participated as a competitor, coordinator, or judge? (check all that apply)</b>		
<b>Answer Options</b>	<b>Response Percent</b>	<b>Response Count</b>
Regional Competitions for Young Organists	17.0%	418
National Young Artists Competition in Organ Performance	4.4%	108
National Competition in Organ Improvisation	0.9%	23
AGO/ECS Publishing Award in Choral Composition	1.0%	25
AGO Award in Organ Composition	1.5%	37
<b>None of the above</b>	<b>80.7%</b>	<b>1984</b>
<i>answered question</i>		<b>2459</b>
<i>skipped question</i>		<b>489</b>

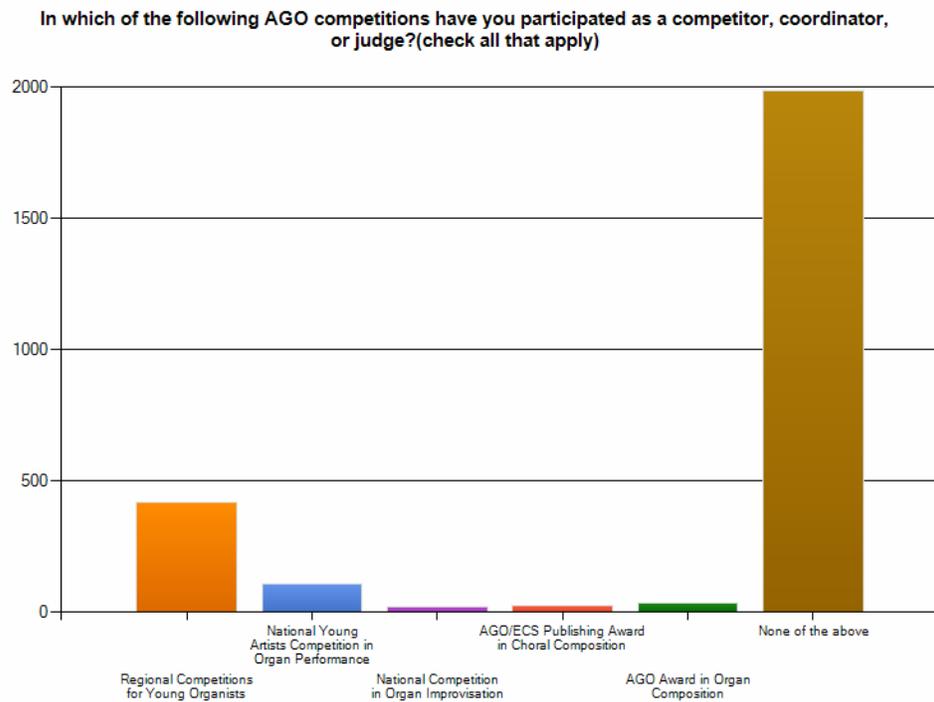
Lapsed Members:

<b>In which of the following AGO competitions have you participated as a competitor, coordinator, or judge? (check all that apply)</b>		
<b>Answer Options</b>	<b>Response Percent</b>	<b>Response Count</b>
Regional Competitions for Young Organists	8.2%	27
National Young Artists Competition in Organ Performance	1.8%	6
National Competition in Organ Improvisation	0.9%	3
AGO/ECS Publishing Award in Choral Composition	1.2%	4
AGO Award in Organ Composition	0.3%	1
<b>None of the above</b>	<b>89.6%</b>	<b>294</b>
<i>answered question</i>		<b>328</b>
<i>skipped question</i>		<b>89</b>

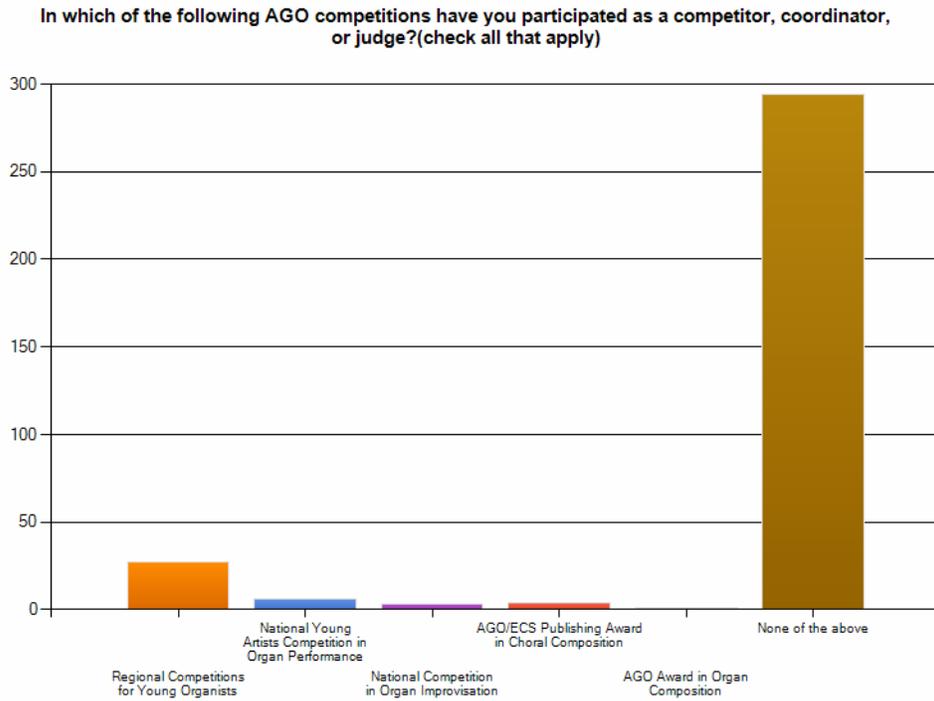
Leaders:

In which of the following AGO competitions have you participated as a competitor, coordinator, or judge? (check all that apply)		
Answer Options	Response Percent	Response Count
<b>Regional Competitions for Young Organists</b>	<b>84.1%</b>	<b>37</b>
National Young Artists Competition in Organ Performance	22.7%	10
National Competition in Organ Improvisation	11.4%	5
AGO/ECS Publishing Award in Choral Composition	9.1%	4
AGO Award in Organ Composition	9.1%	4
<i>answered question</i>	<b>44</b>	<b>44</b>
<i>skipped question</i>	<b>37</b>	<b>37</b>

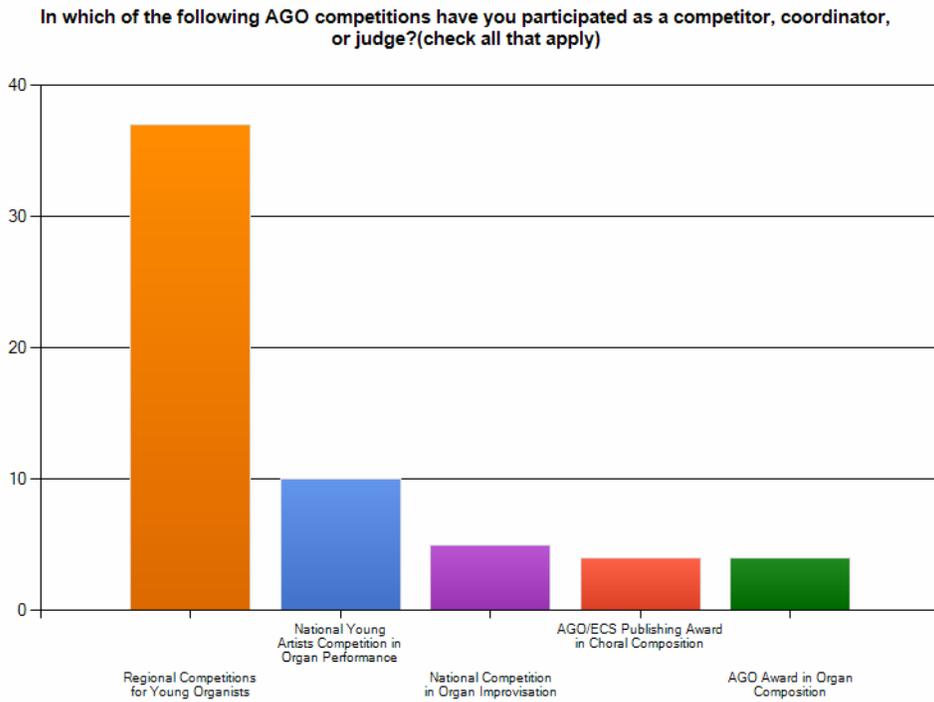
Members:



Lapsed Members:



Leaders:



## 2. How could AGO competitions be improved?

Members:

How could AGO competitions be improved? (check all that apply)		
Answer Options	Response Percent	Response Count
<b>Improve publicity for competitions</b>	<b>52.8%</b>	<b>588</b>
Present more performance competitions for new and young organists	37.0%	412
Make the repertoire requirements for performance competitions less restrictive	26.2%	292
Present more performance competitions for established organists	25.8%	287
Make performance competitions more significant at conventions	25.1%	279
Offer more composition competitions	21.5%	239
Offer larger prizes for performance competitions	21.0%	234
Offer larger prizes for composition competitions	18.0%	200
Make the requirements for composition competitions less restrictive	17.9%	199
Move performance competitions away from conventions	16.8%	187
Make the repertoire requirements for performance competitions more restrictive	3.6%	40
Make the requirements for composition competitions more restrictive	3.0%	33
Other (please describe)	187	187
<b><i>answered question</i></b>	<b>1113</b>	<b>1113</b>
<b><i>skipped question</i></b>	<b>1835</b>	<b>1835</b>

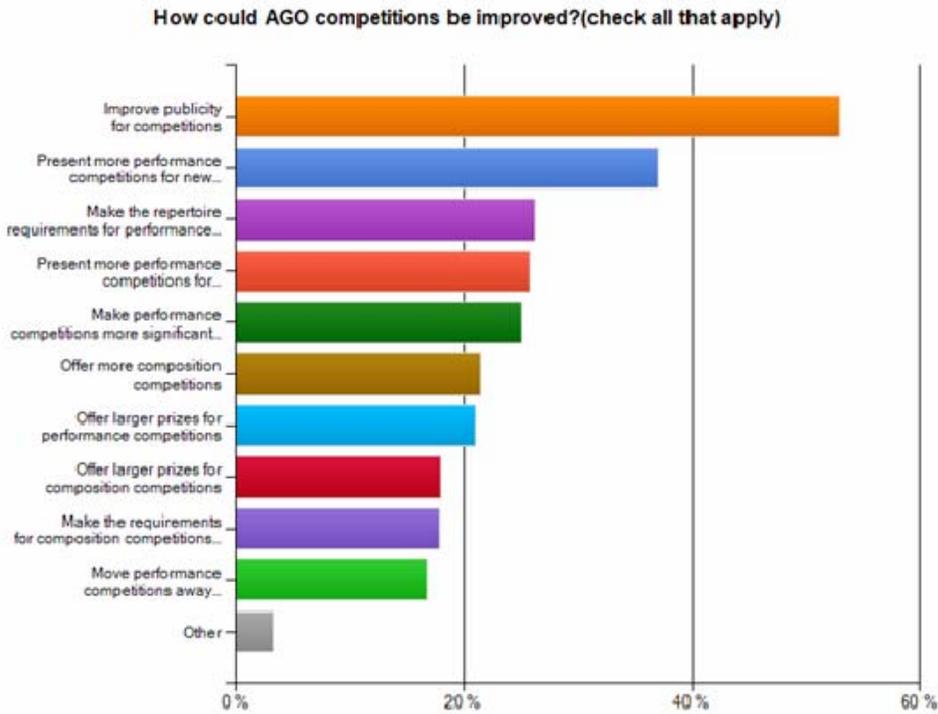
Lapsed Members:

<b>How could AGO competitions be improved? (check all that apply)</b>		
<b>Answer Options</b>	<b>Response Percent</b>	<b>Response Count</b>
<b>Improve publicity for competitions</b>	<b>54.0%</b>	<b>67</b>
Present more performance competitions for new and young organists	31.5%	39
Offer more composition competitions	26.6%	33
Make the repertoire requirements for performance competitions less restrictive	26.6%	33
Make the requirements for composition competitions less restrictive	25.0%	31
Present more performance competitions for established organists	22.6%	28
Move performance competitions away from conventions	20.2%	25
Offer larger prizes for composition competitions	18.5%	23
Offer larger prizes for performance competitions	18.5%	23
Make performance competitions more significant at conventions	12.1%	15
Make the repertoire requirements for performance competitions more restrictive	2.4%	3
Make the requirements for composition competitions more restrictive	1.6%	2
Other (please describe)	33	33
<b><i>answered question</i></b>	<b>124</b>	<b>124</b>
<b><i>skipped question</i></b>	<b>293</b>	<b>293</b>

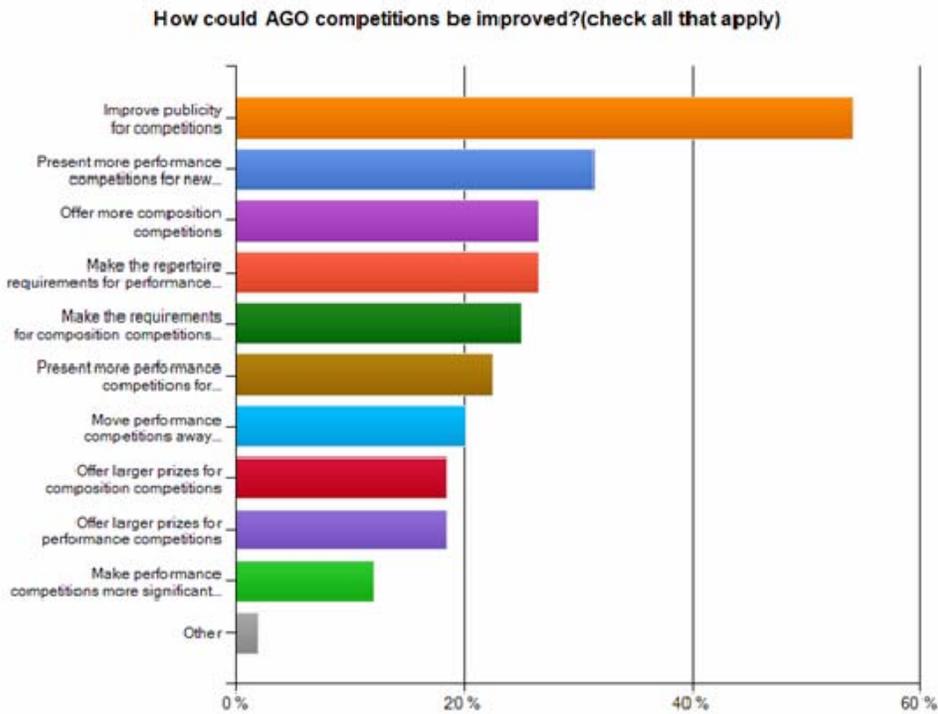
Leaders:

<b>How could AGO competitions be improved? (check all that apply)</b>		
<b>Answer Options</b>	<b>Response Percent</b>	<b>Response Count</b>
<b>Improve publicity for competitions</b>	<b>57.1%</b>	<b>28</b>
<b>Make performance competitions more significant at conventions</b>	<b>53.1%</b>	<b>26</b>
Present more performance competitions for new and young organists	44.9%	22
Present more performance competitions for established organists	32.7%	16
Offer larger prizes for performance competitions	28.6%	14
Offer larger prizes for composition competitions	24.5%	12
Offer more composition competitions	20.4%	10
Make the repertoire requirements for performance competitions less restrictive	14.3%	7
Move performance competitions away from conventions	14.3%	7
Present annual instead of biennial competitions	12.2%	6
Make the requirements for composition competitions less restrictive	6.1%	3
Present competitions less frequently	6.1%	3
Make the requirements for composition competitions more restrictive	4.1%	2
Make the repertoire requirements for performance competitions more restrictive	2.0%	1
Other (please describe)	9	9
<b><i>answered question</i></b>	<b><i>49</i></b>	<b><i>49</i></b>
<b><i>skipped question</i></b>	<b><i>32</i></b>	<b><i>32</i></b>

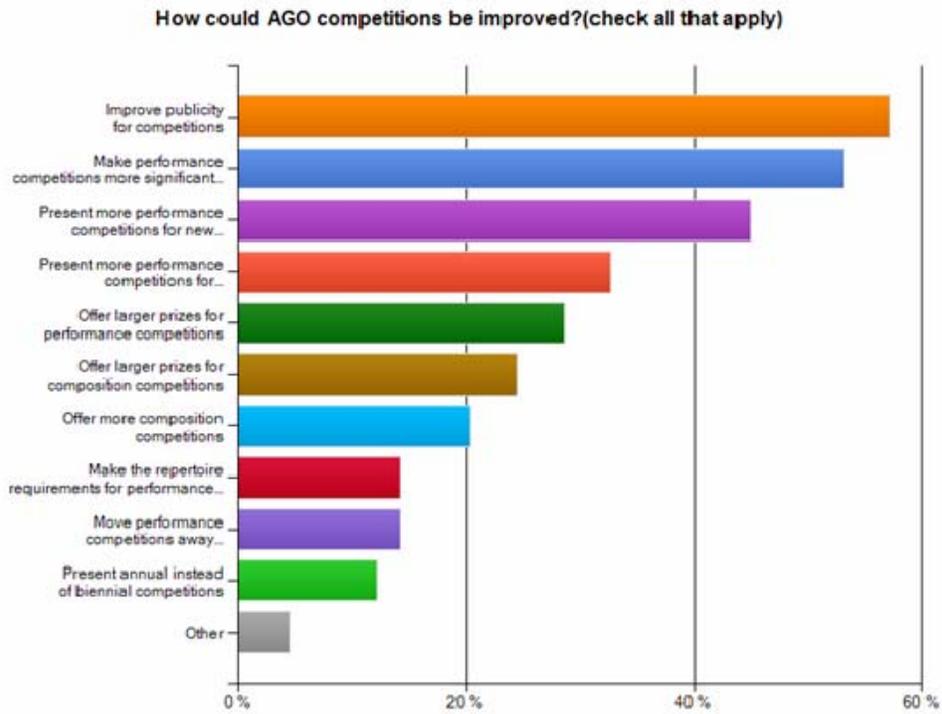
Members:



Lapsed Members:



Leaders:



### 3. How could the AGO improve its procedures for commissioning new music?

Members:

<b>How could the AGO improve its procedures for commissioning new music? (check all that apply)</b>		
<b>Answer Options</b>	<b>Response Percent</b>	<b>Response Count</b>
<b>Commission more music suitable for worship services</b>	<b>66.9%</b>	<b>1074</b>
Encourage subsequent performances of commissioned works	46.4%	744
Commission pieces for performance outside of conventions	39.1%	627
Commission more music suitable for beginning organists	37.9%	608
Improve publicity for performances of commissions and new music	35.6%	572
Commission more music for organ and other instruments	32.1%	516
Present more performances of commissions and new music	28.8%	463
Solicit proposals for commissions from the general membership	25.4%	408
Commission more choral music	23.1%	370
Commission more well-known composers	19.3%	310
Commission more pieces for conventions	17.5%	281
Commission more lesser-known composers	17.4%	280
Solicit proposals for commissions from other music organizations	15.0%	240
Commission more music suitable for concert performance	13.3%	213
Commission more women and minority composers	13.0%	208
Commission fewer pieces for conventions	11.3%	182
Other (please describe)	145	145
<b><i>answered question</i></b>	<b>1605</b>	<b>1605</b>
<b><i>skipped question</i></b>	<b>1343</b>	<b>1343</b>

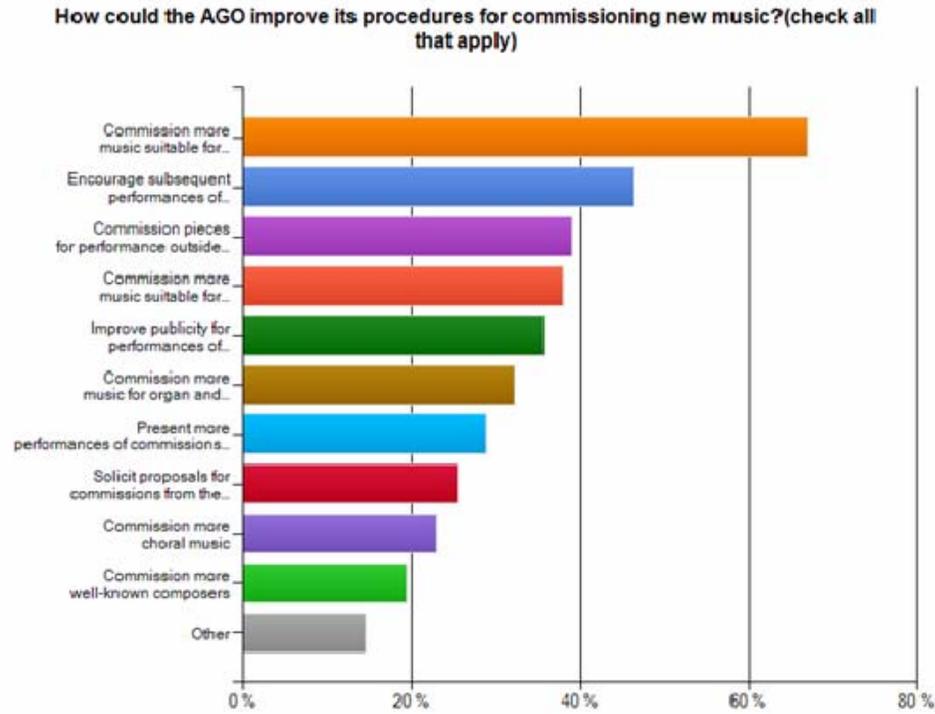
Lapsed Members:

<b>How could the AGO improve its procedures for commissioning new music? (check all that apply)</b>		
<b>Answer Options</b>	<b>Response Percent</b>	<b>Response Count</b>
<b>Commission more music suitable for worship services</b>	<b>62.6%</b>	<b>109</b>
Encourage subsequent performances of commissioned works	41.4%	72
Commission pieces for performance outside of conventions	39.1%	68
Commission more music suitable for beginning organists	35.6%	62
Present more performances of commissions and new music	33.3%	58
Improve publicity for performances of commissions and new music	31.6%	55
Commission more music for organ and other instruments	29.3%	51
Commission more choral music	28.2%	49
Solicit proposals for commissions from the general membership	25.3%	44
Commission more lesser-known composers	24.7%	43
Commission more pieces for conventions	21.3%	37
Solicit proposals for commissions from other music organizations	16.1%	28
Commission more well-known composers	12.1%	21
Commission more women and minority composers	10.3%	18
Commission more music suitable for concert performance	10.3%	18
Commission fewer pieces for conventions	6.9%	12
Other (please describe)	25	25
<b><i>answered question</i></b>	<b>174</b>	<b>174</b>
<b><i>skipped question</i></b>	<b>243</b>	<b>243</b>

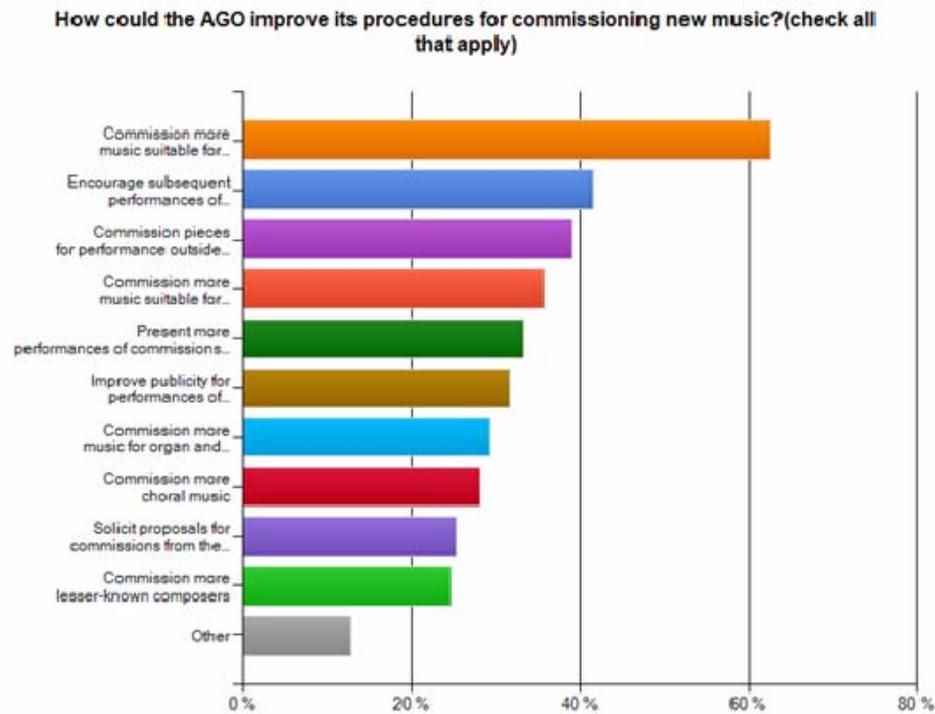
Leaders:

<b>How could the AGO improve its procedures for commissioning new music? (check all that apply)</b>		
<b>Answer Options</b>	<b>Response Percent</b>	<b>Response Count</b>
<b>Encourage subsequent performances of commissioned works</b>	<b>70.6%</b>	<b>48</b>
<b>Commission more music suitable for worship services</b>	<b>70.6%</b>	<b>48</b>
Commission pieces for performance outside of conventions	47.1%	32
Improve publicity for performances of commissions and new music	47.1%	32
Commission more music for organ and other instruments	41.2%	28
Commission more music suitable for beginning organists	36.8%	25
Solicit proposals for commissions from the general membership	29.4%	20
Present more performances of commissions and new music	26.5%	18
Commission more women and minority composers	20.6%	14
Commission more choral music	20.6%	14
Commission fewer pieces for conventions	17.6%	12
Commission more lesser-known composers	17.6%	12
Commission more well-known composers	16.2%	11
Commission more music suitable for concert performance	14.7%	10
Commission more pieces for conventions	8.8%	6
Solicit proposals for commissions from other music organizations	7.4%	5
Other (please describe)	5	5
	<b><i>answered question</i></b>	<b><i>68</i></b>
	<b><i>skipped question</i></b>	<b><i>13</i></b>

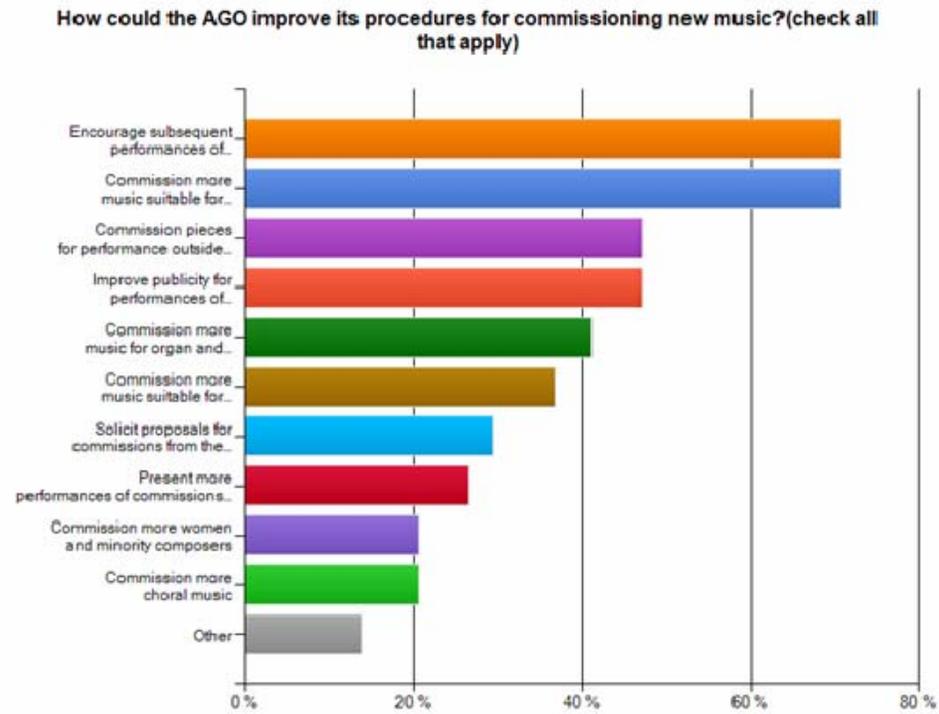
Members:



Lapsed Members:



Leaders:



#### 4. Which of the following social-networking utilities do you use?

Members:

Which of the following social-networking utilities do you use? (check all that apply)		
Answer Options	Response Percent	Response Count
<b>Facebook</b>	<b>47.5%</b>	<b>1173</b>
LinkedIn	11.4%	283
MySpace	4.7%	115
Twitter	4.6%	113
<b>None</b>	<b>49.4%</b>	<b>1222</b>
Other (please specify)	76	76
<i>answered question</i>		<b>2472</b>
<i>skipped question</i>		<b>476</b>

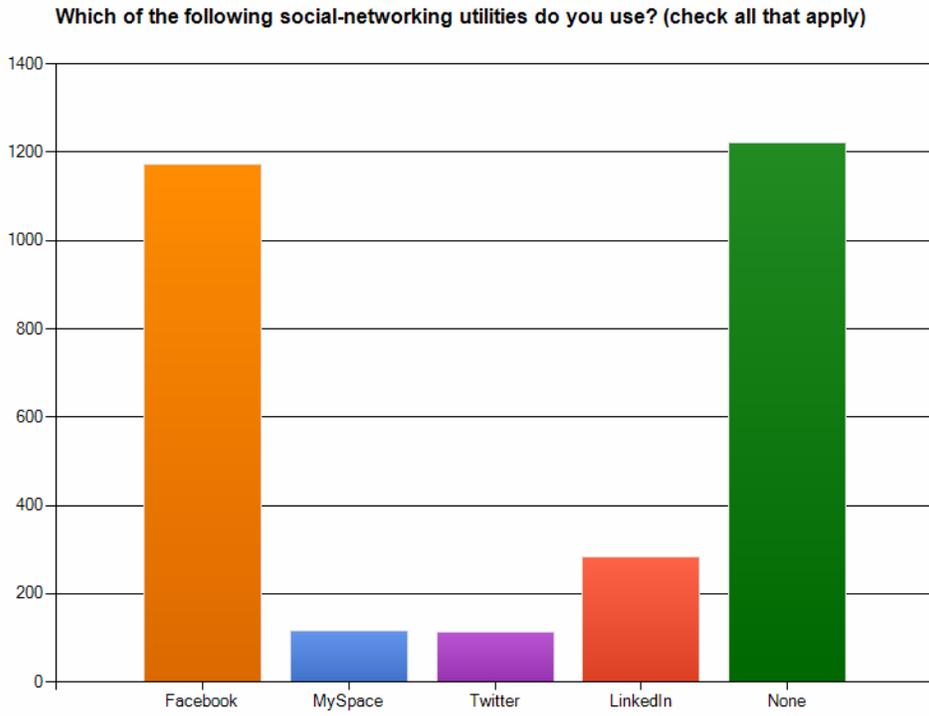
Lapsed Members:

Which of the following social-networking utilities do you use? (check all that apply)		
Answer Options	Response Percent	Response Count
<b>Facebook</b>	<b>57.2%</b>	<b>187</b>
LinkedIn	15.3%	50
Twitter	10.4%	34
MySpace	8.6%	28
None	37.0%	121
Other (please specify)	17	17
<i>answered question</i>		<b>327</b>
<i>skipped question</i>		<b>90</b>

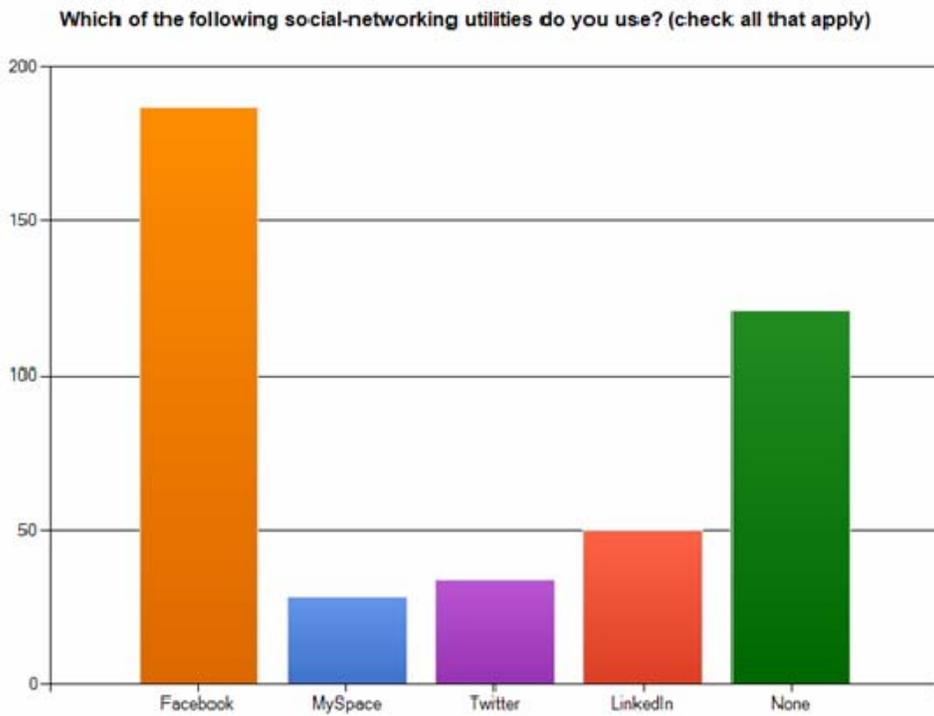
Leaders:

Which of the following social-networking utilities do you use? (check all that apply)		
Answer Options	Response Percent	Response Count
<b>Facebook</b>	<b>95.1%</b>	<b>39</b>
LinkedIn	17.1%	7
MySpace	7.3%	3
Twitter	4.9%	2
Other (please list)	9	9
<i>answered question</i>		<b>41</b>
<i>skipped question</i>		<b>40</b>

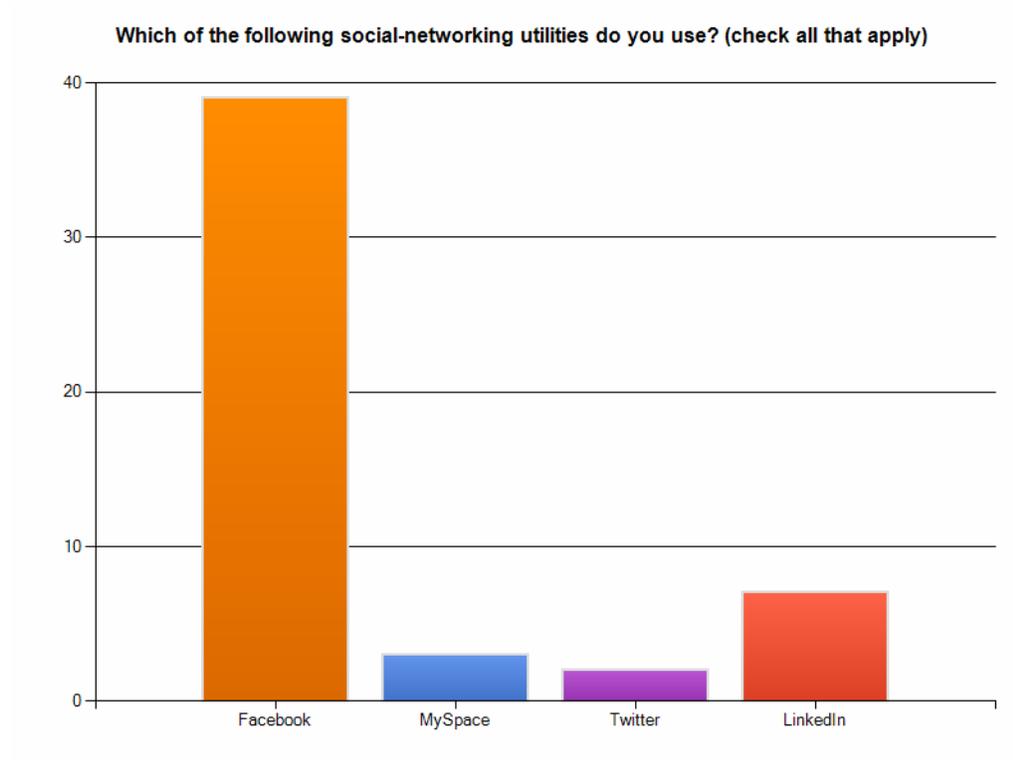
Members:



Lapsed Members:



Leaders:



**5. About how many hours per week do you spend online using these social utilities?**

Members:

<b>About how many hours per week do you spend online using these social utilities?</b>		
<b>Answer Options</b>	<b>Response Percent</b>	<b>Response Count</b>
<b>Less than 1 hour</b>	<b>55.7%</b>	<b>1015</b>
1-5 hours	31.8%	579
6-10 hours	8.6%	157
More than 10 hours	3.9%	72
<i>answered question</i>		<b>1823</b>
<i>skipped question</i>		<b>1125</b>

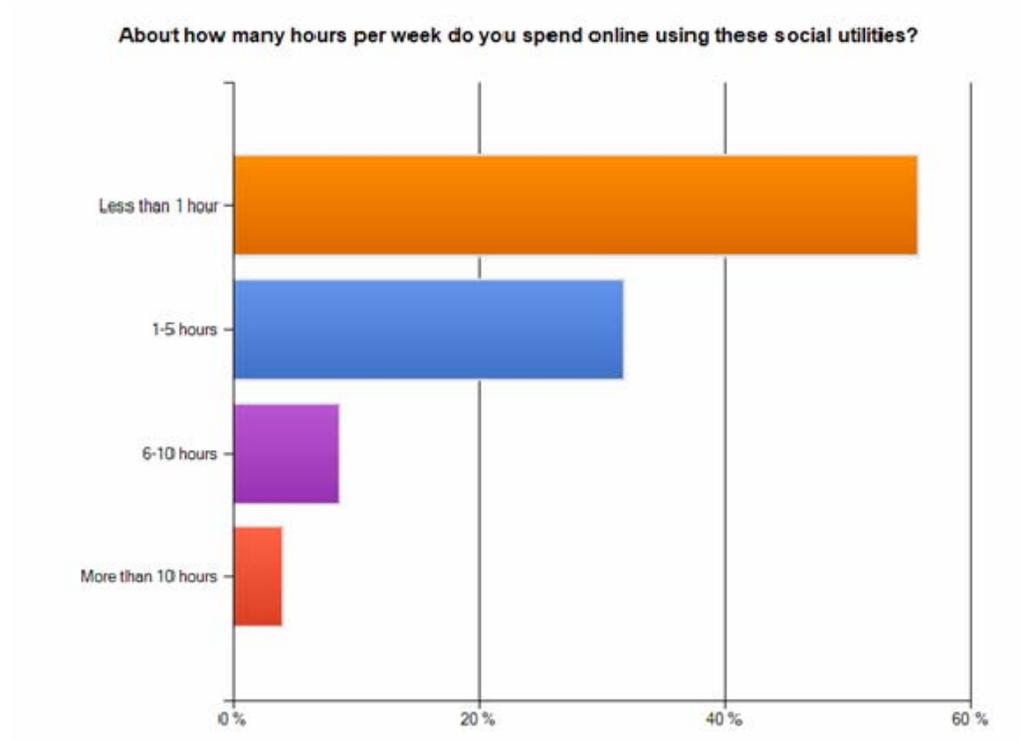
Lapsed Members:

<b>About how many hours per week do you spend online using these social utilities?</b>		
<b>Answer Options</b>	<b>Response Percent</b>	<b>Response Count</b>
<b>Less than 1 hour</b>	<b>43.5%</b>	<b>120</b>
1-5 hours	38.0%	105
6-10 hours	10.9%	30
More than 10 hours	7.6%	21
<i>answered question</i>		<b>276</b>
<i>skipped question</i>		<b>141</b>

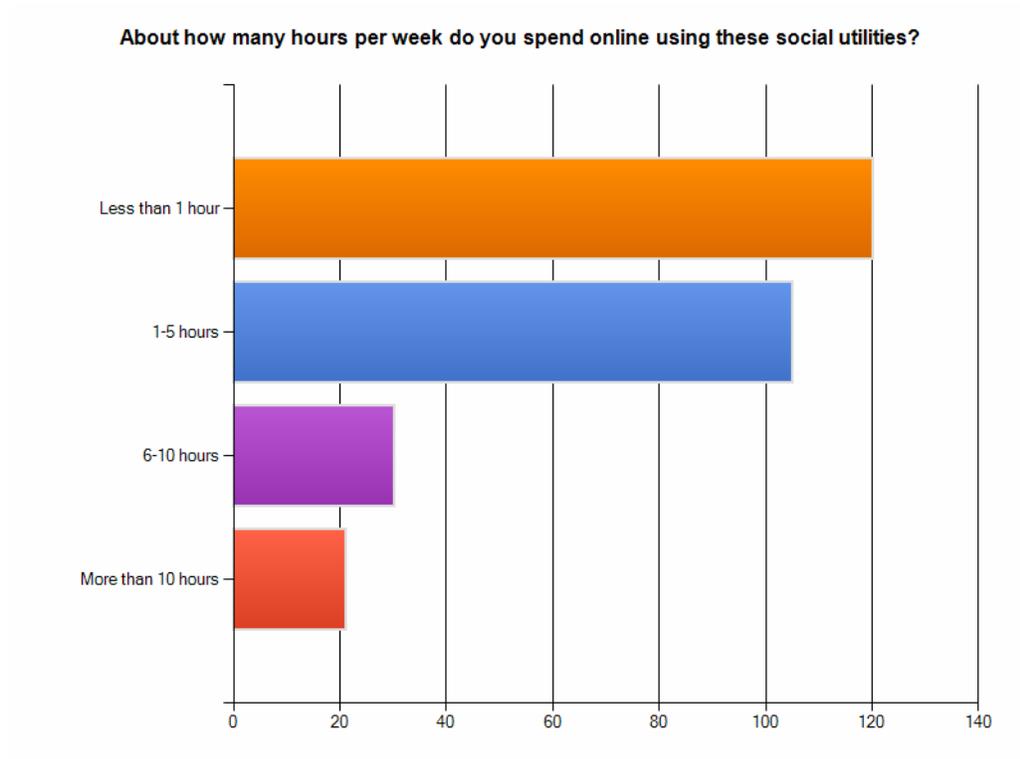
Leaders:

<b>About how many hours per week do you spend online using these social utilities?</b>		
<b>Answer Options</b>	<b>Response Percent</b>	<b>Response Count</b>
<b>Less than 1 hour</b>	<b>51.9%</b>	<b>27</b>
1-5 hours	32.7%	17
6-10 hours	9.6%	5
More than 10 hours	5.8%	3
<i>answered question</i>		<b>52</b>
<i>skipped question</i>		<b>29</b>

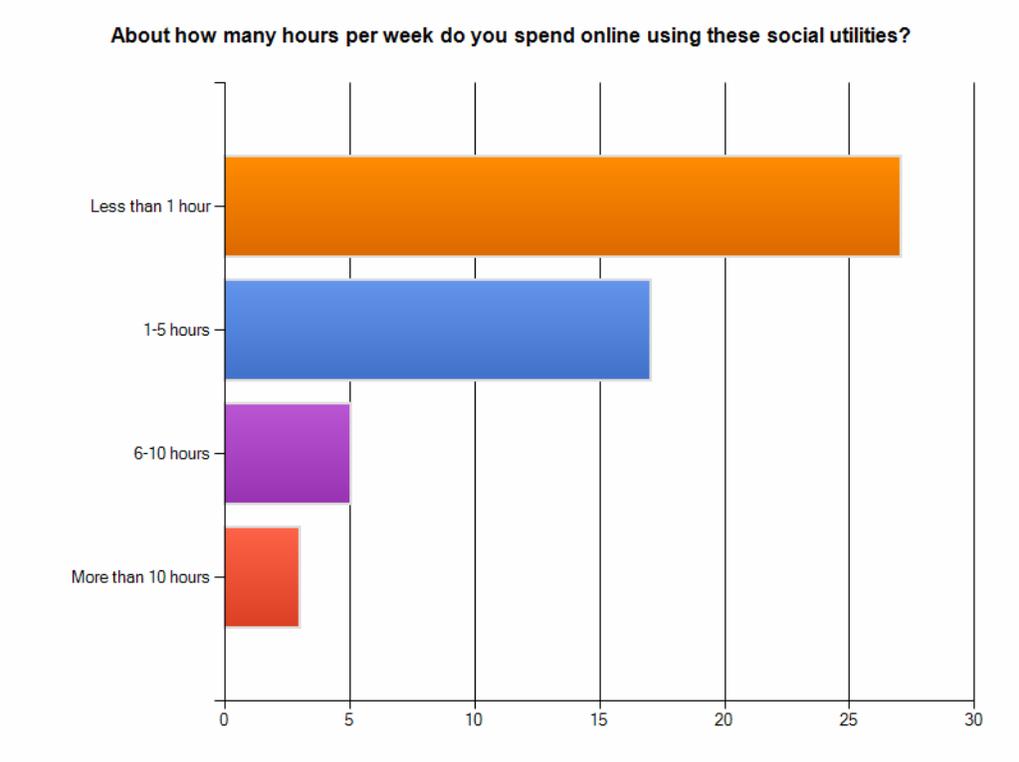
Members:



Lapsed Members:



Leaders:



**6. Would you be interested in joining a “virtual” AGO chapter in addition to your local chapter?**

Members:

Would you be interested in joining a “virtual” AGO chapter in addition to your local chapter?		
Answer Options	Response Percent	Response Count
Yes	34.2%	851
No	27.8%	690
<b>Not sure/no opinion</b>	<b>38.0%</b>	<b>944</b>
<i>answered question</i>		<b>2485</b>
<i>skipped question</i>		<b>463</b>

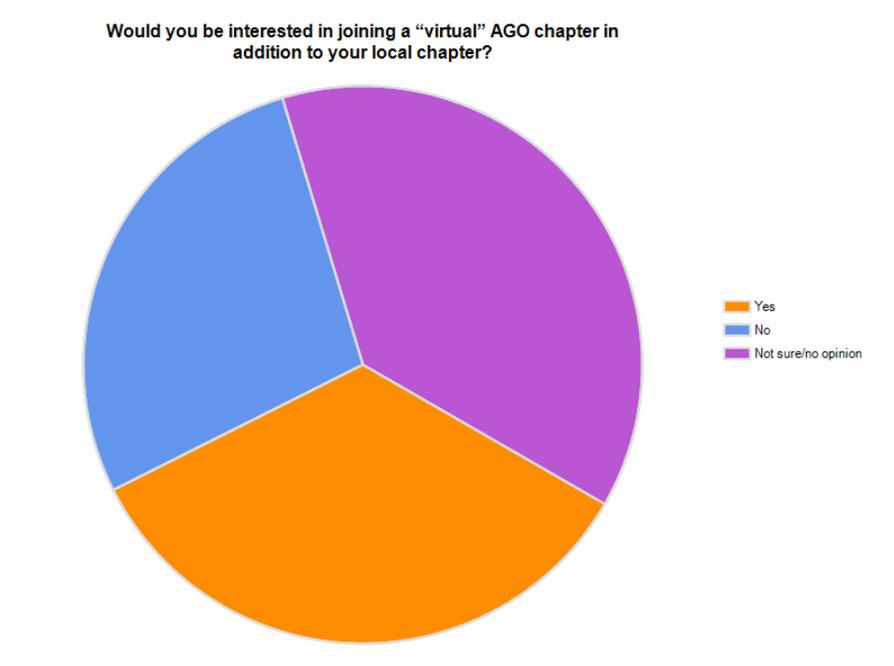
Lapsed Members:

Would you be interested in joining a “virtual” AGO chapter?		
Answer Options	Response Percent	Response Count
Yes	39.2%	133
No	21.2%	72
<b>Not sure/no opinion</b>	<b>39.5%</b>	<b>134</b>
<i>answered question</i>		<b>339</b>
<i>skipped question</i>		<b>78</b>

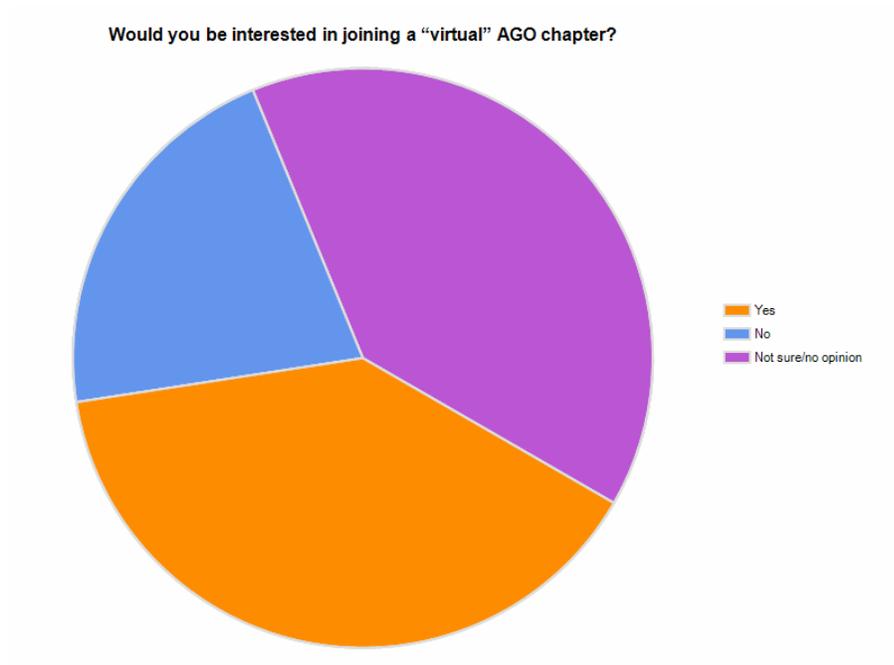
Leaders:

Would you be interested in joining a “virtual” AGO chapter in addition to your local chapter?		
Answer Options	Response Percent	Response Count
Yes	32.5%	25
<b>No</b>	<b>36.4%</b>	<b>28</b>
Not sure/no opinion	31.2%	24
<i>answered question</i>		<b>77</b>
<i>skipped question</i>		<b>4</b>

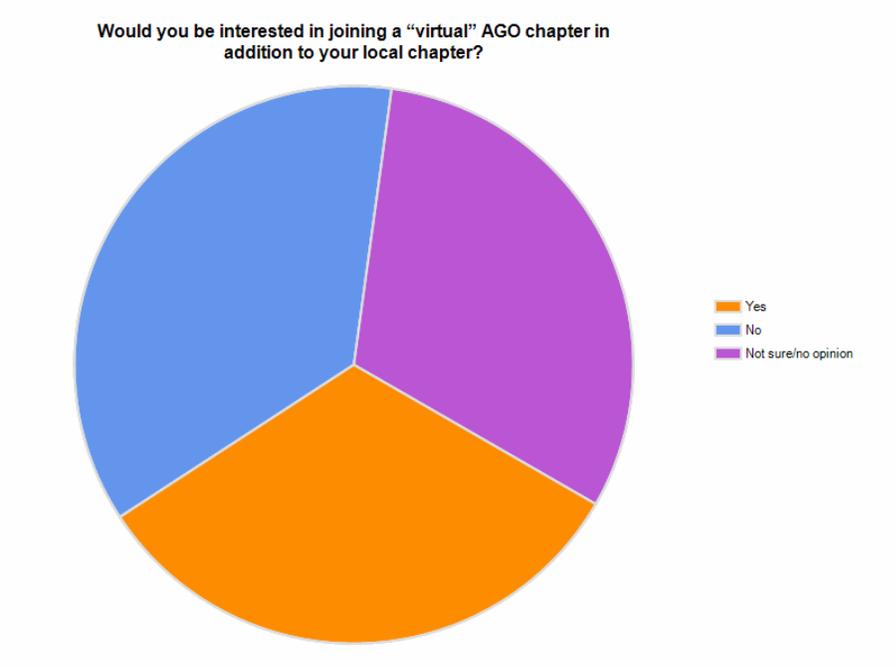
Members:



Lapsed Members:



Leaders:



## 7. What potential benefits of a virtual chapter would be important to you?

Members:

What potential benefits of a virtual chapter would be important to you? (check all that apply)		
Answer Options	Response Percent	Response Count
Access to printed music	70.6%	1240
Ability to associate with other organists without having to travel to meetings	59.8%	1051
Online workshops/courses	59.6%	1048
Discussion forums	58.4%	1026
Sharing of educational resources	54.7%	961
Networking opportunities	53.1%	933
Access to recorded concerts or programs	50.5%	887
Ability to link to other musical or denominational organizations	34.8%	612
Live chat rooms	22.0%	387
Other (please describe)	95	95
	<b>answered question</b>	<b>1757</b>
	<b>skipped question</b>	<b>1191</b>

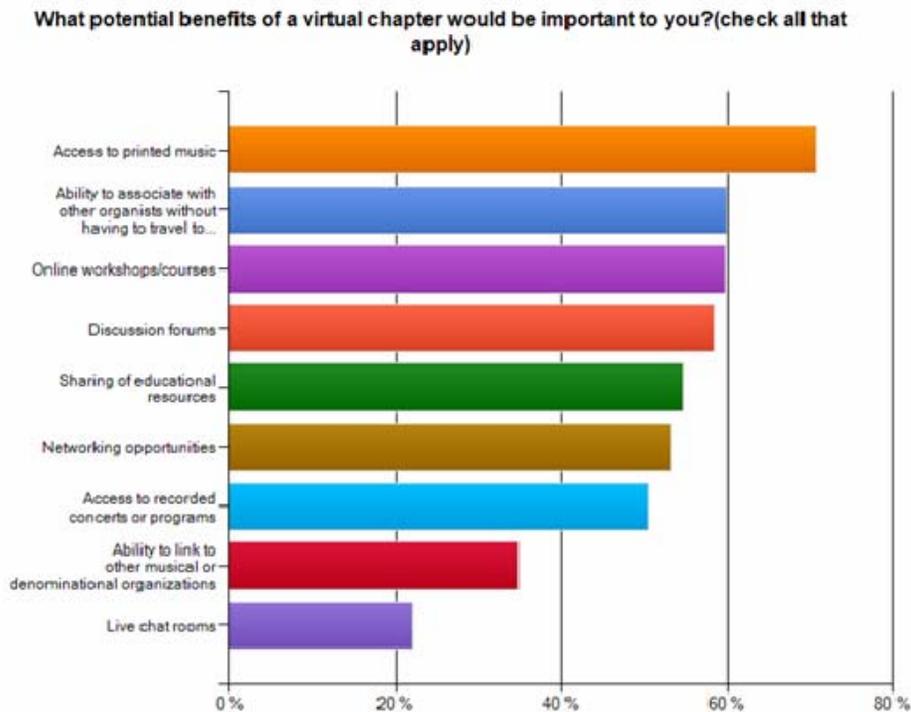
Lapsed Members:

What potential benefits of a virtual chapter would be important to you? (check all that apply)		
Answer Options	Response Percent	Response Count
Access to printed music	76.3%	196
Ability to associate with other organists without having to travel to meetings	68.1%	175
Online workshops/courses	64.2%	165
Discussion forums	58.0%	149
Sharing of educational resources	56.8%	146
Networking opportunities	56.0%	144
Access to recorded concerts or programs	48.2%	124
Ability to link to other musical or denominational organizations	38.5%	99
Live chat rooms	25.3%	65
Other (please describe)	13	13
	<b>answered question</b>	<b>257</b>
	<b>skipped question</b>	<b>160</b>

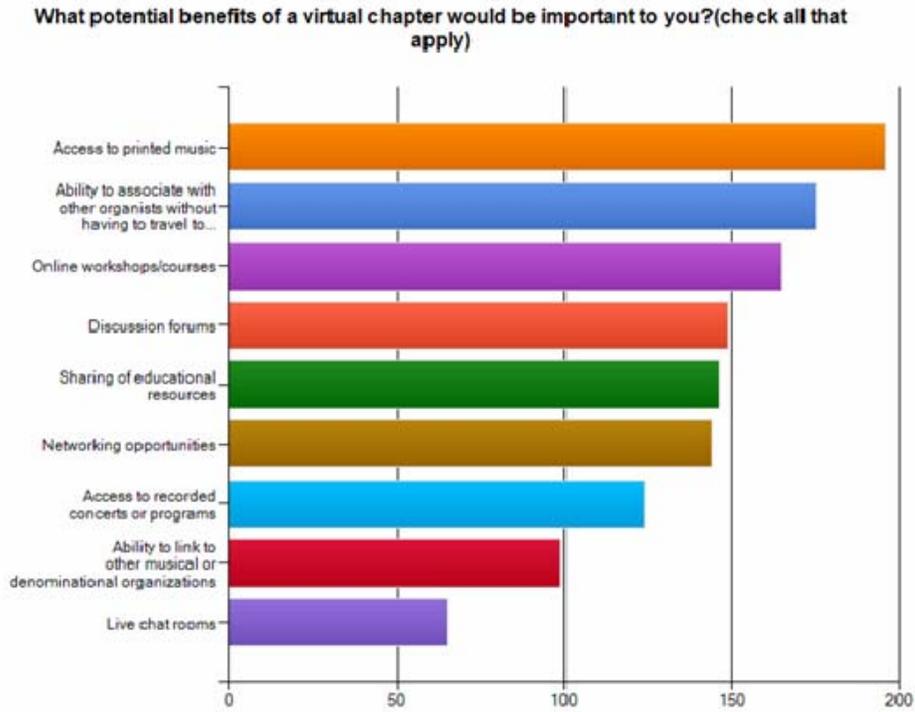
Leaders:

What potential benefits of a virtual chapter would be important to you? (check all that apply)		
Answer Options	Response Percent	Response Count
Sharing of educational resources	68.1%	32
Networking opportunities	66.0%	31
Discussion forums	61.7%	29
Online workshops/courses	59.6%	28
Ability to associate with other organists without having to travel to meetings	57.4%	27
Access to printed music	53.2%	25
Access to recorded concerts or programs	36.2%	17
Ability to link to other musical or denominational organizations	27.7%	13
Live chat rooms	25.5%	12
Other (please describe)	3	3
<i>answered question</i>		<b>47</b>
<i>skipped question</i>		<b>34</b>

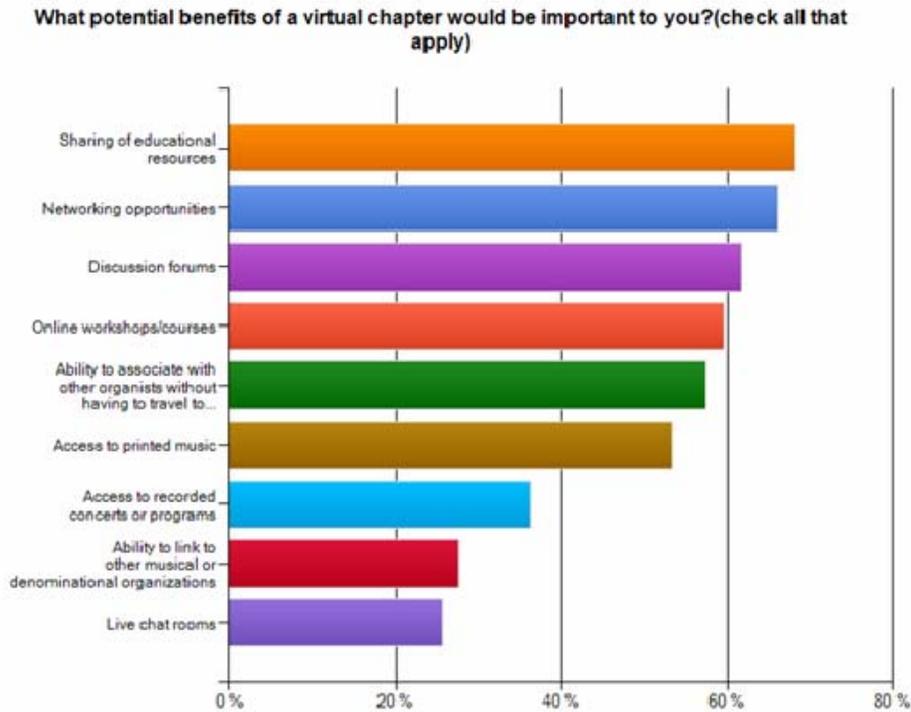
Members:



Lapsed Members:



Leaders:



1. What is your age?

Members:

Answer Options	Response Percent	Response Count
15 or younger	0.4%	10
16-20	1.7%	42
21-25	1.9%	48
26-30	2.2%	55
31-35	2.9%	72
36-40	3.1%	77
41-45	4.7%	117
46-50	7.9%	199
51-55	12.3%	310
56-60	15.7%	395
61-65	15.2%	381
66-70	15.1%	380
71-75	10.1%	255
76-80	4.9%	124
81-90	1.8%	46
91 or older	0.1%	2
<i>answered question</i>		<b>2513</b>
<i>skipped question</i>		<b>435</b>

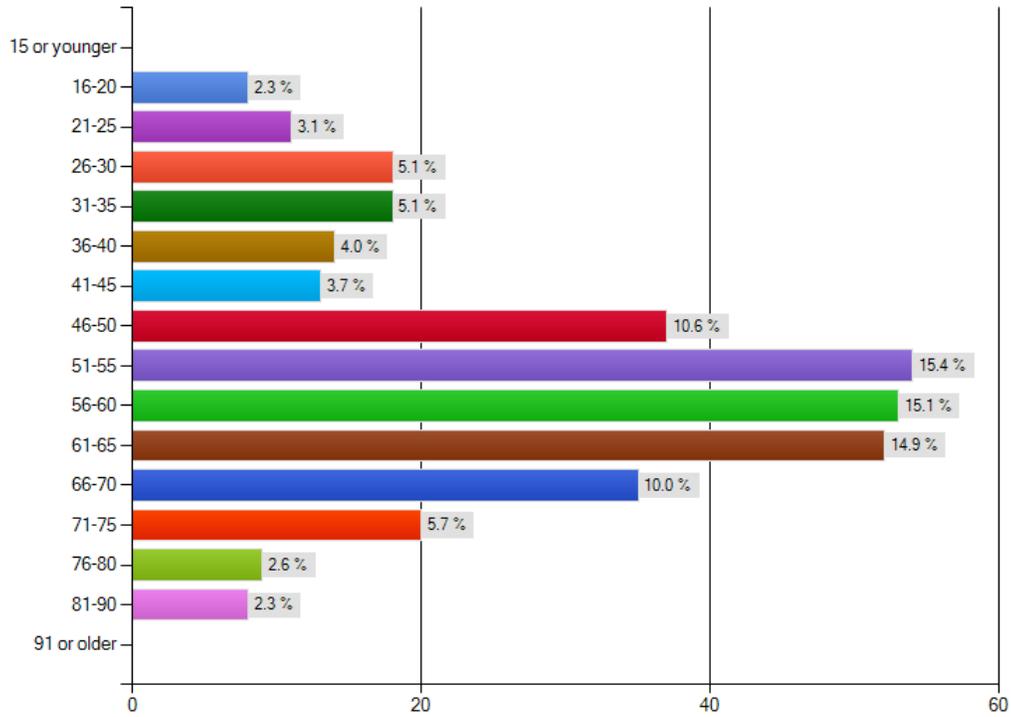
Lapsed Members:

Answer Options	Response Percent	Response Count
15 or younger	0.0%	0
16-20	2.3%	8
21-25	3.1%	11
26-30	5.1%	18
31-35	5.1%	18
36-40	4.0%	14
41-45	3.7%	13
46-50	10.6%	37
51-55	15.4%	54
56-60	15.1%	53
61-65	14.9%	52
66-70	10.0%	35
71-75	5.7%	20
76-80	2.6%	9
81-90	2.3%	8
91 or older	0.0%	0
<i>answered question</i>		<b>350</b>
<i>skipped question</i>		<b>67</b>

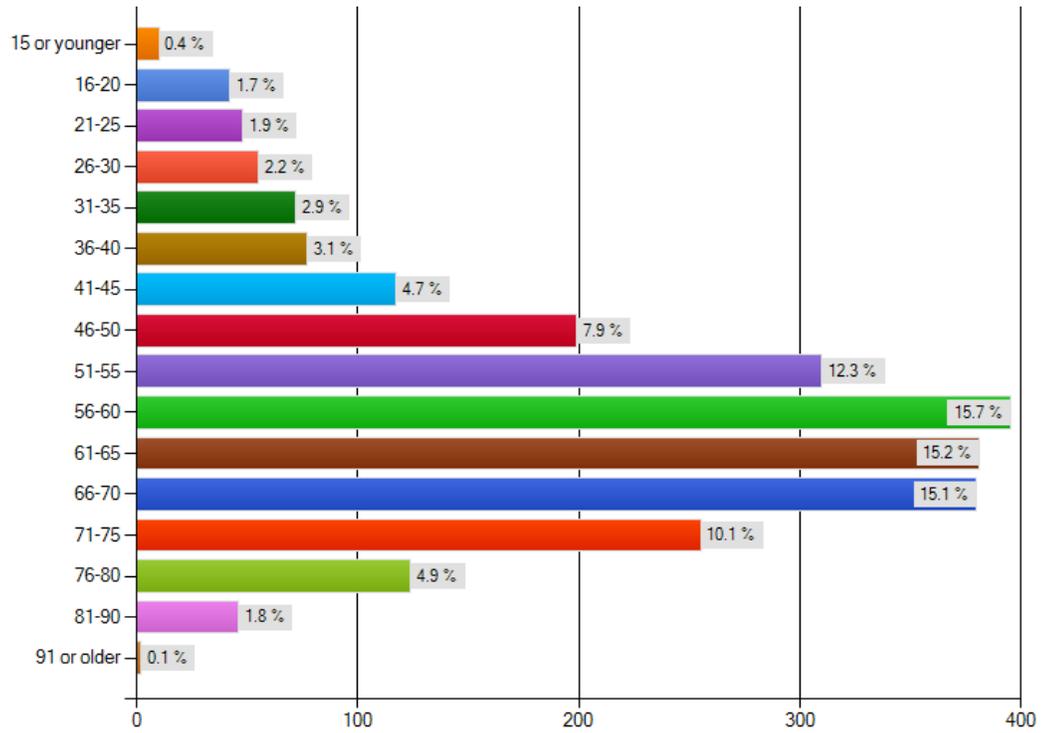
Leaders:

Answer Options	Response Percent	Response Count
15 or younger	0.0%	0
16-20	0.0%	0
21-25	0.0%	0
26-30	2.5%	2
31-35	0.0%	0
36-40	2.5%	2
41-45	4.9%	4
46-50	16.0%	13
51-55	14.8%	12
56-60	23.5%	19
61-65	9.9%	8
66-70	18.5%	15
71-75	7.4%	6
76-80	0.0%	0
81-90	0.0%	0
91 or older	0.0%	0
<i>answered question</i>		<b>81</b>
<i>skipped question</i>		<b>0</b>

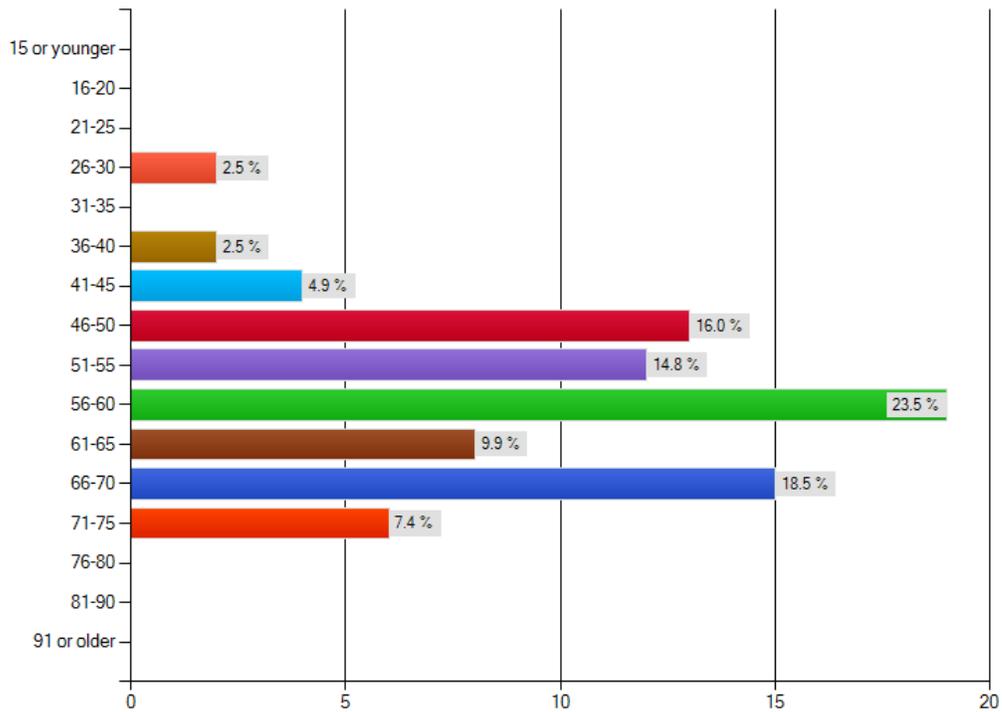
Members:



Lapsed Members:



Leaders:



## 2. What is your sex?

Members:

Answer Options	Response Percent	Response Count
Male	62.2%	1545
Female	37.8%	939
	<b><i>answered question</i></b>	<b>2484</b>
	<b><i>skipped question</i></b>	<b>464</b>

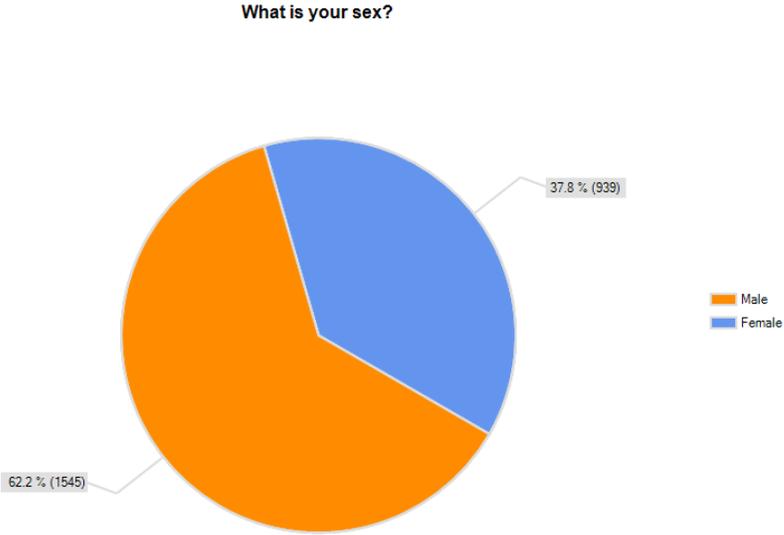
Lapsed Members:

Answer Options	Response Percent	Response Count
Male	63.1%	217
Female	36.9%	127
	<b><i>answered question</i></b>	<b>344</b>
	<b><i>skipped question</i></b>	<b>73</b>

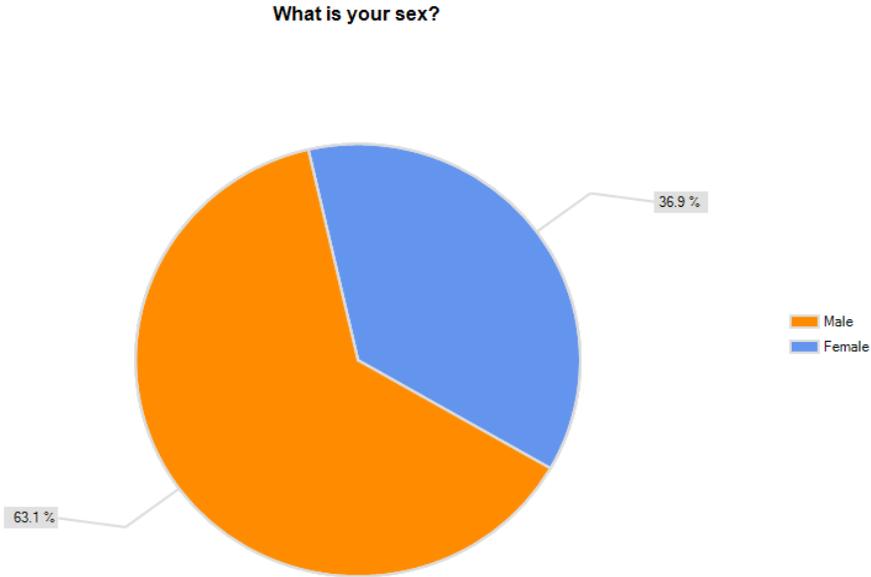
Leaders:

Answer Options	Response Percent	Response Count
Male	60.0%	48
Female	40.0%	32
	<b><i>answered question</i></b>	<b>80</b>
	<b><i>skipped question</i></b>	<b>1</b>

Members:

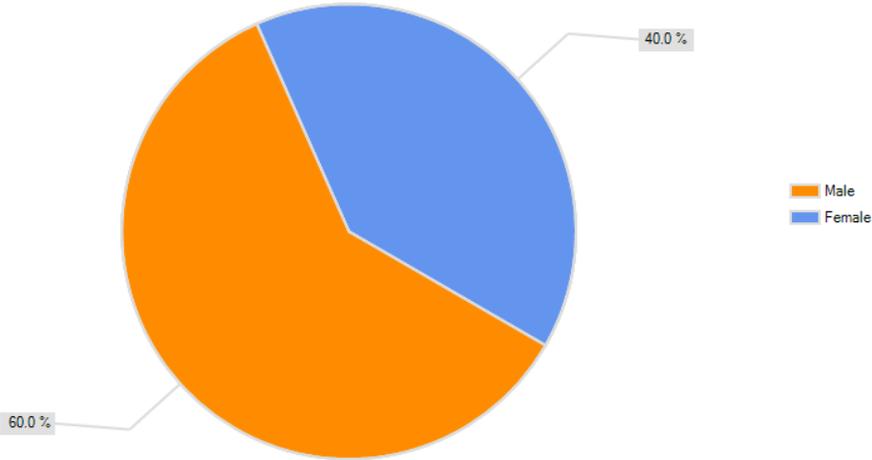


Lapsed Members:



Leaders:

What is your sex?



**3. Which of the following categories best describe your current employment as a musician?**

Members:

Answer Options	Response Percent	Response Count
<b>Church or synagogue organist</b>	<b>70.6%</b>	<b>1747</b>
Church or synagogue choir director	33.9%	839
Private music teacher	24.6%	609
Substitute or free-lancer	17.8%	440
University or school teacher	14.0%	347
Retired	12.1%	298
Organ student	8.7%	214
Not employed as a musician (Skip to next page)	7.6%	187
Theater or concert hall musician	4.0%	100
Organ builder or technician	3.8%	95
Other student	2.1%	51
Other (please describe)		234
<i>answered question</i>		<b>2473</b>
<i>skipped question</i>		<b>475</b>

Lapsed Members:

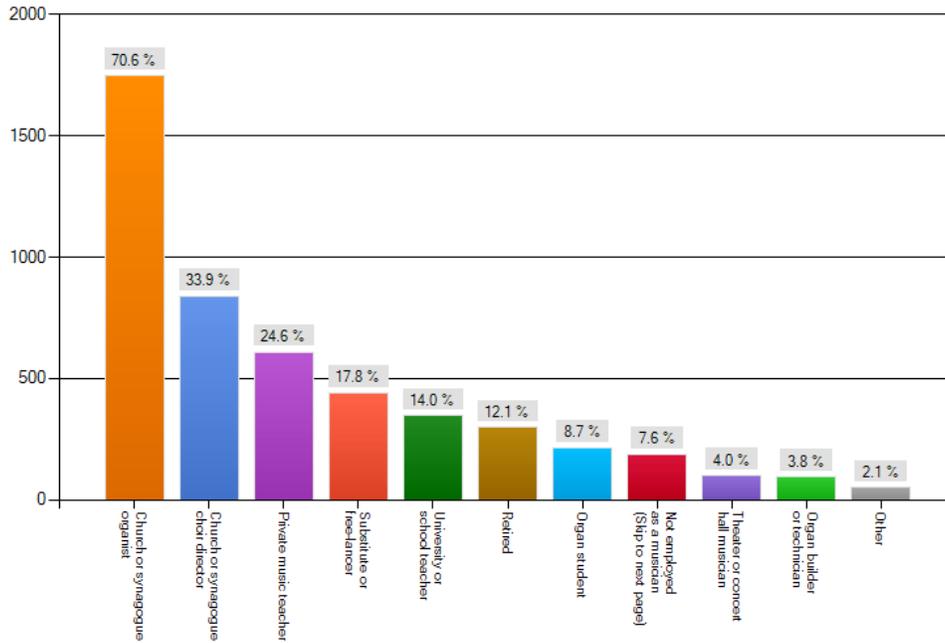
Answer Options	Response Percent	Response Count
<b>Church or synagogue organist</b>	<b>58.4%</b>	<b>198</b>
Church or synagogue choir director	28.3%	96
Private music teacher	24.5%	83
Substitute or free-lancer	19.5%	66
Not employed as a musician (Skip to next page)	16.2%	55
Retired	12.4%	42
University or school teacher	11.2%	38
Organ student	8.8%	30
Theater or concert hall musician	5.6%	19
Other student	3.8%	13
Organ builder or technician	2.9%	10
Other (please describe)	41	41
<i>answered question</i>		<b>339</b>
<i>skipped question</i>		<b>78</b>

Leaders:

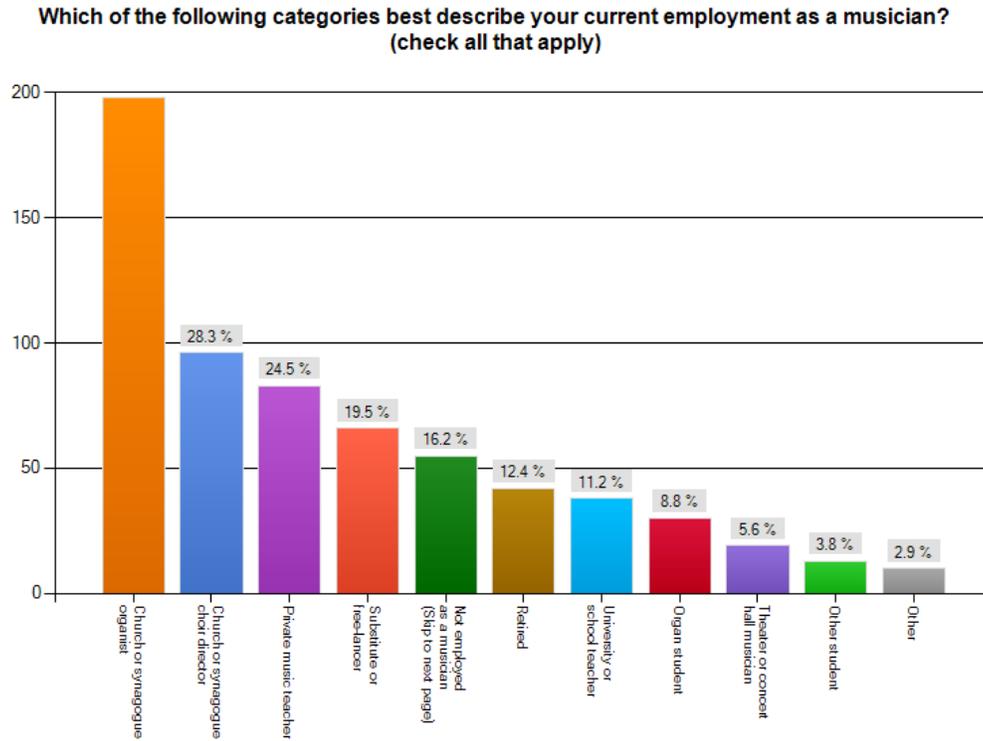
Answer Options	Response Percent	Response Count
<b>Church or synagogue organist</b>	<b>83.8%</b>	<b>67</b>
Church or synagogue choir director	50.0%	40
University or school teacher	36.3%	29
Private music teacher	36.3%	29
Substitute or free-lancer	17.5%	14
Retired	11.3%	9
Theater or concert hall musician	7.5%	6
Organ student	6.3%	5
Other student	2.5%	2
Not employed as a musician (Skip to next page)	1.3%	1
Other (please describe)	10	10
<i>answered question</i>		<b>80</b>
<i>skipped question</i>		<b>1</b>

Members:

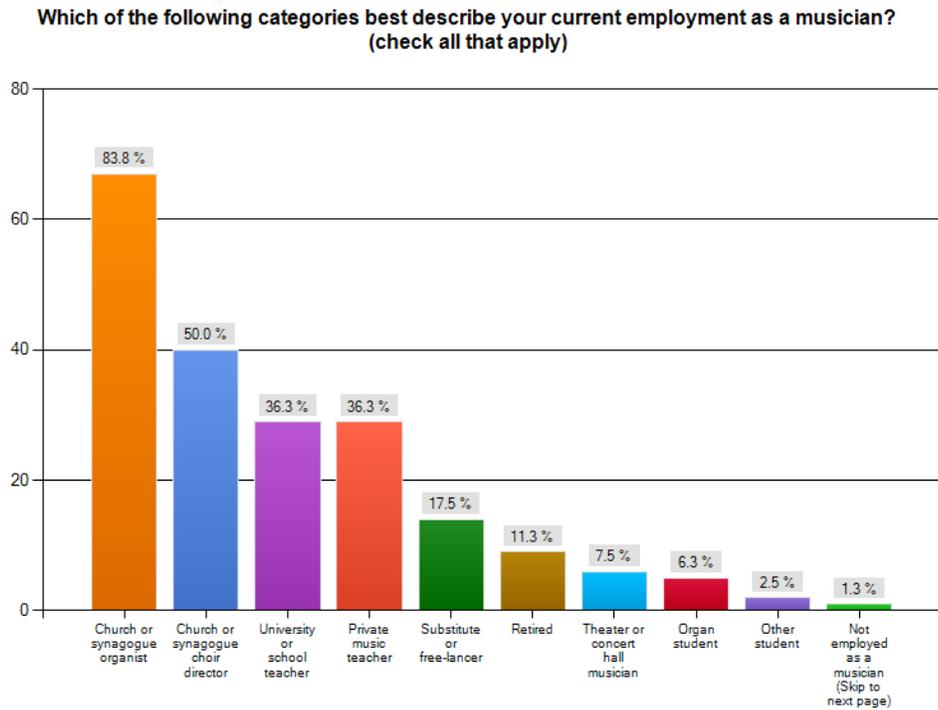
**Which of the following categories best describe your current employment as a musician?  
(check all that apply)**



Lapsed Members:



Leaders:



**4. Which of the following categories best describes the amount of time you spend per week in your current musical employment (total of all positions)?**

Members:

Answer Options	Response Percent	Response Count
Full-time (40 hours or more)	28.8%	641
¾ to full-time (30-39 hours)	6.3%	140
½ to ¾ time (20-29 hours)	14.6%	326
¼ to ½ time (10-19 hours)	24.8%	553
Less than ¼ time (9 hours or less)	25.5%	568
<i>answered question</i>		2228
<i>skipped question</i>		720

Lapsed Members:

Which of the following categories best describes the amount of time you spend per week in your current musical employment (total of all positions)? (check only one)

Answer Options	Response Percent	Response Count
Full-time (40 hours or more)	24.9%	70
¾ to full-time (30-39 hours)	5.7%	16
½ to ¾ time (20-29 hours)	13.2%	37
¼ to ½ time (10-19 hours)	22.4%	63
Less than ¼ time (9 hours or less)	33.8%	95
<i>answered question</i>		281
<i>skipped question</i>		136

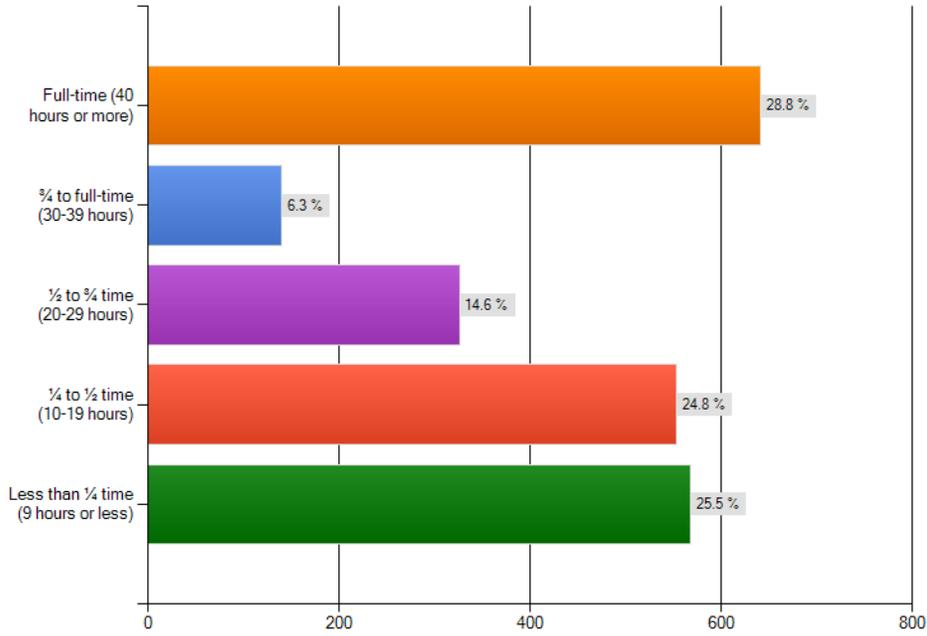
Leaders:

Which of the following categories best describes the amount of time you spend per week in your current musical employment (total of all positions)? (check only one)

Answer Options	Response Percent	Response Count
Full-time (40 hours or more)	55.0%	44
¾ to full-time (30-39 hours)	7.5%	6
½ to ¾ time (20-29 hours)	18.8%	15
¼ to ½ time (10-19 hours)	8.8%	7
Less than ¼ time (9 hours or less)	10.0%	8
<i>answered question</i>		80
<i>skipped question</i>		1

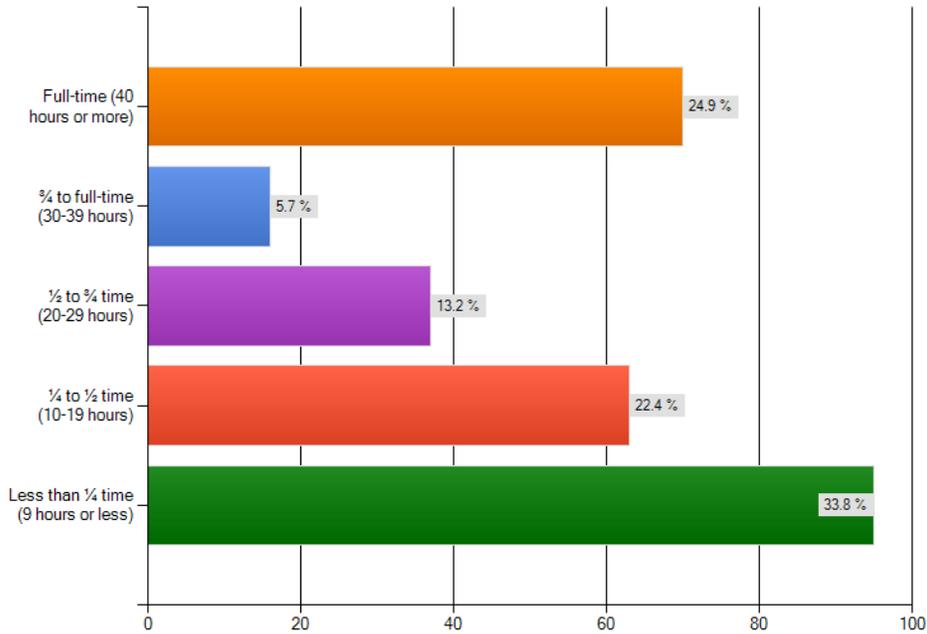
Members:

Which of the following categories best describes the amount of time you spend per week in your current musical employment (total of all positions)? (check only one)



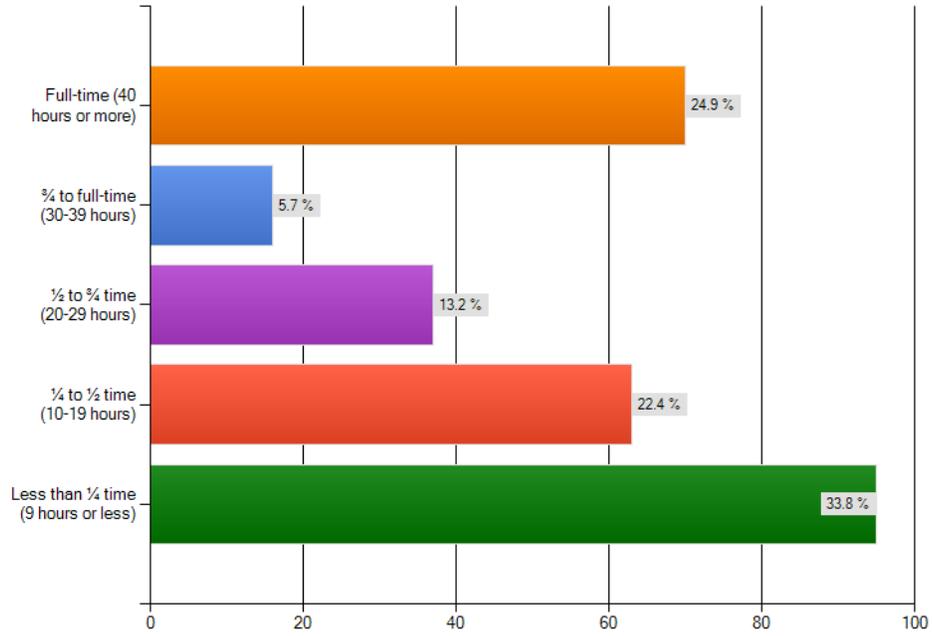
Lapsed Members:

Which of the following categories best describes the amount of time you spend per week in your current musical employment (total of all positions)? (check only one)



Leaders:

Which of the following categories best describes the amount of time you spend per week in your current musical employment (total of all positions)? (check only one)



**5. If you are currently employed in a church or synagogue, what denomination(s) do you currently serve?**

Members:

Answer Options	Response Percent	Response Count
<b>Episcopal</b>	<b>22.1%</b>	<b>478</b>
Lutheran	17.8%	385
Methodist	16.1%	348
Roman Catholic	16.0%	347
Presbyterian	15.9%	344
Not currently employed in a church or synagogue	11.2%	242
Congregational/United Church of Christ	6.8%	146
Baptist	4.9%	107
Disciples of Christ	2.3%	49
Christian Science	2.2%	47
Jewish	1.9%	42
Latter-Day Saints	1.9%	42
Non-Denominational	1.5%	32
Unitarian-Universalist	0.9%	20
Adventist	0.8%	18
Community of Christ	0.3%	7
Orthodox	0.2%	4
Other (please list)	134	134
		<b>2162</b>

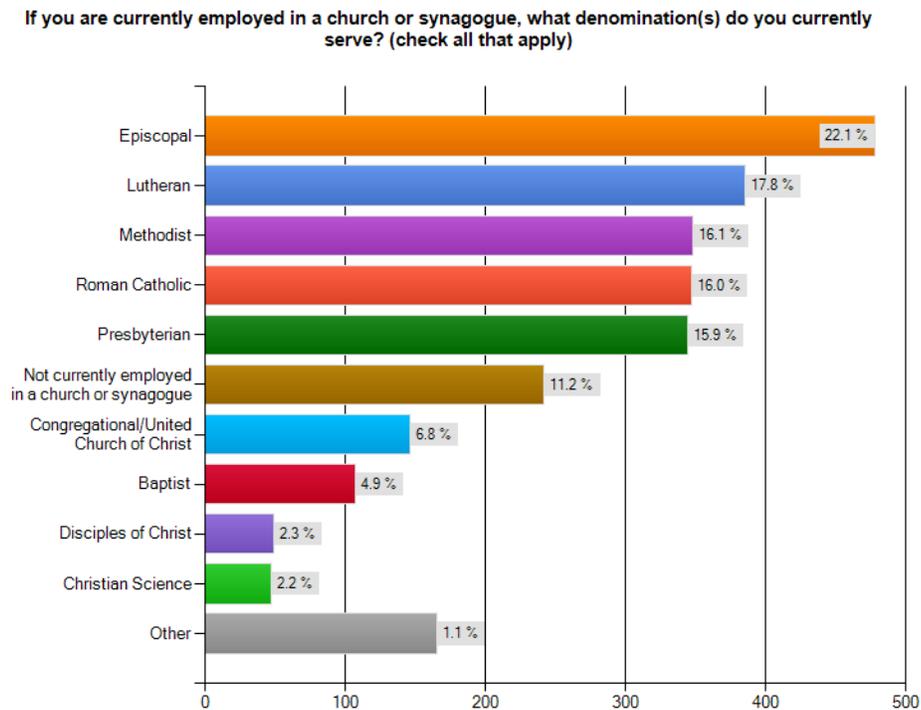
Lapsed Members:

Answer Options	Response Percent	Response Count
<b>Lutheran</b>	<b>23.9%</b>	<b>65</b>
Episcopal	18.8%	51
Roman Catholic	17.3%	47
Presbyterian	15.8%	43
Methodist	15.4%	42
Not currently employed in a church or synagogue	13.2%	36
Baptist	5.5%	15
Congregational/United Church of Christ	5.5%	15
Non-Denominational	2.9%	8
Christian Science	2.6%	7
Disciples of Christ	2.2%	6
Jewish	1.8%	5
Latter-Day Saints	1.5%	4
Community of Christ	0.7%	2
Unitarian-Universalist	0.7%	2
Adventist	0.4%	1
Orthodox	0.0%	0
Other (please list)	28	28
<i>answered question</i>		<b>272</b>
<i>skipped question</i>		<b>145</b>

Leaders:

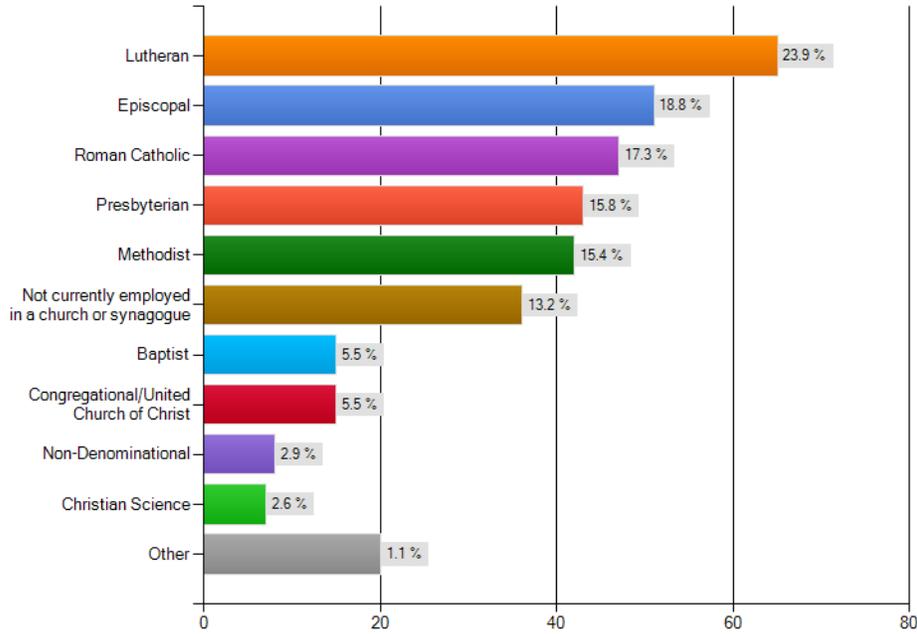
Answer Options	Response Percent	Response Count
<b>Episcopal</b>	<b>24.7%</b>	<b>18</b>
<b>Presbyterian</b>	<b>23.3%</b>	<b>17</b>
Lutheran	19.2%	14
Roman Catholic	16.4%	12
Methodist	9.6%	7
Not currently employed in a church or synagogue	8.2%	6
Congregational/United Church of Christ	4.1%	3
Christian Science	1.4%	1
Jewish	1.4%	1
Latter-Day Saints	1.4%	1
Non-Denominational	1.4%	1
Adventist	0.0%	0
Baptist	0.0%	0
Orthodox	0.0%	0
Unitarian-Universalist	0.0%	0
Other (please list)	0%	6
<i>answered question</i>		<b>73</b>
<i>skipped question</i>		<b>8</b>

Members:



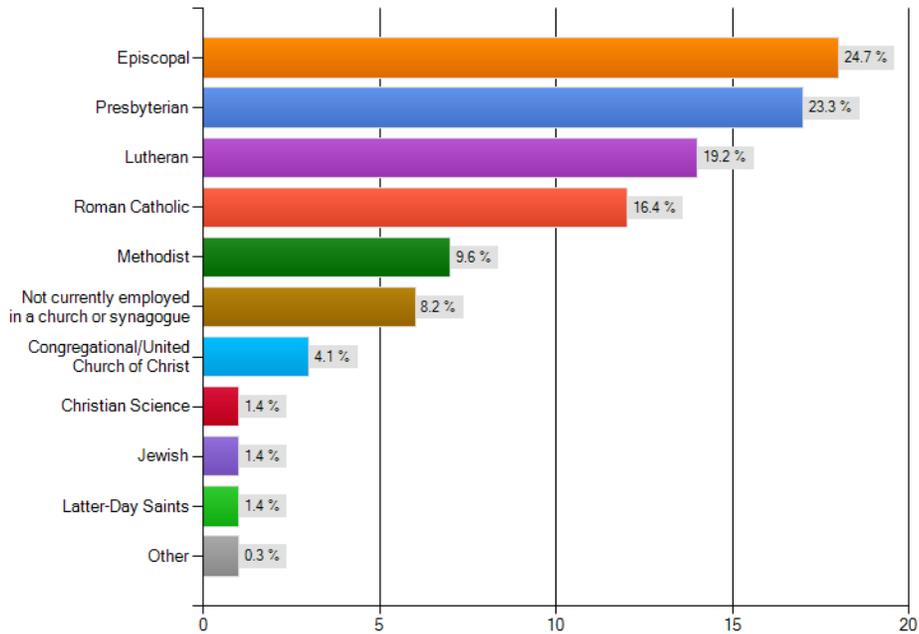
Lapsed Members:

If you are currently employed in a church or synagogue, what denomination(s) do you currently serve? (check all that apply)



Leaders:

If you are currently employed in a church or synagogue, what denomination(s) do you currently serve? (check all that apply)



1. In which AGO region do you reside?

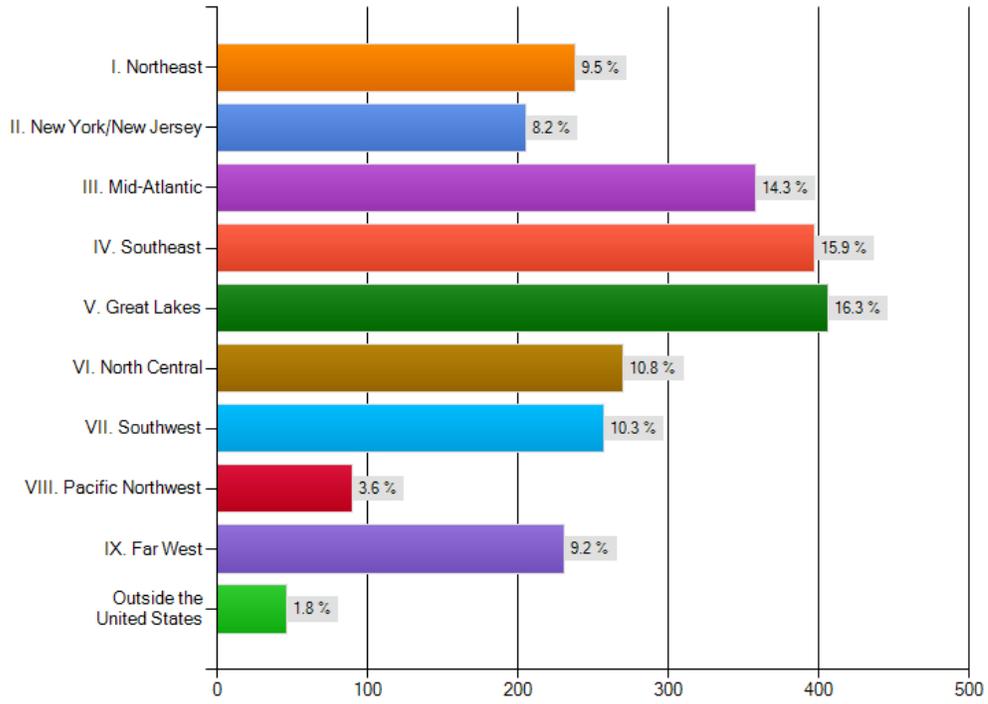
Members:

Answer Options	Response Percent	Response Count
I. Northeast	9.5%	238
II. New York/New Jersey	8.2%	205
III. Mid-Atlantic	14.3%	358
IV. Southeast	15.9%	397
V. Great Lakes	16.3%	406
VI. North Central	10.8%	270
VII. Southwest	10.3%	257
VIII. Pacific Northwest	3.6%	90
IX. Far West	9.2%	231
Outside the United States	1.8%	46
<i>answered question</i>		<b>2498</b>
<i>skipped question</i>		<b>450</b>

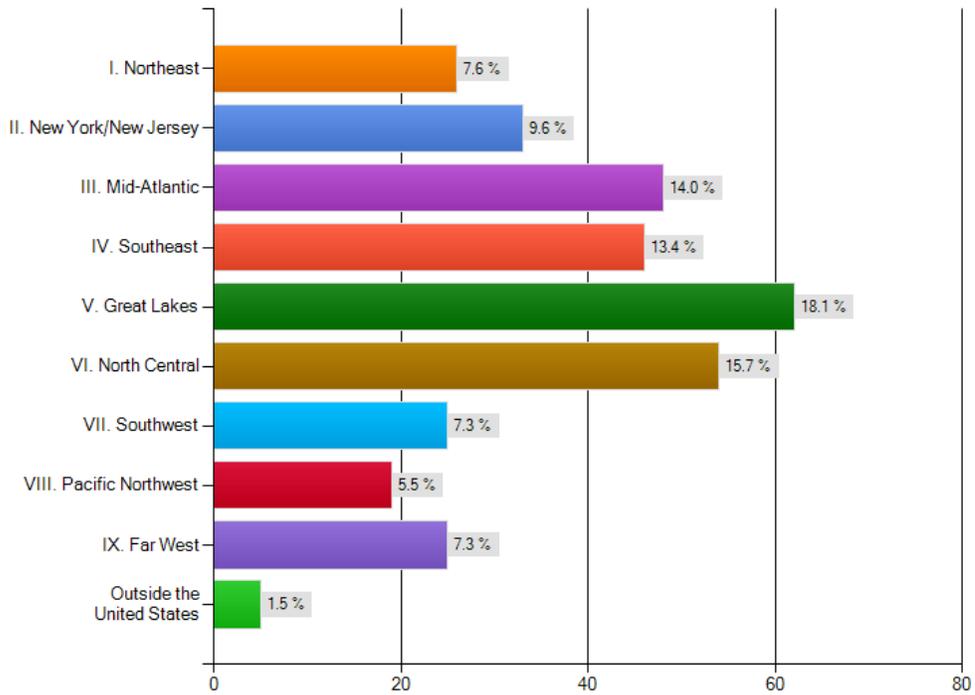
Lapsed Members:

Answer Options	Response Percent	Response Count
I. Northeast	7.6%	26
II. New York/New Jersey	9.6%	33
III. Mid-Atlantic	14.0%	48
IV. Southeast	13.4%	46
V. Great Lakes	18.1%	62
VI. North Central	15.7%	54
VII. Southwest	7.3%	25
VIII. Pacific Northwest	5.5%	19
IX. Far West	7.3%	25
Outside the United States	1.5%	5
<i>answered question</i>		<b>343</b>
<i>skipped question</i>		<b>74</b>

Members:



Lapsed Members:



**2. For how many years have you been a member (or were you a member) of the AGO?**

Members:

Answer Options	Response Percent	Response Count
Less than 2 years	5.5%	139
2-5 years	9.9%	248
6-10 years	12.7%	319
<b>11-20 years</b>	<b>17.9%</b>	<b>449</b>
<b>21-30 years</b>	<b>19.3%</b>	<b>483</b>
<b>31-40 years</b>	<b>19.4%</b>	<b>486</b>
41-50 years	10.5%	262
More than 50 years	4.8%	121
<i>answered question</i>		<b>2507</b>
<i>skipped question</i>		<b>441</b>

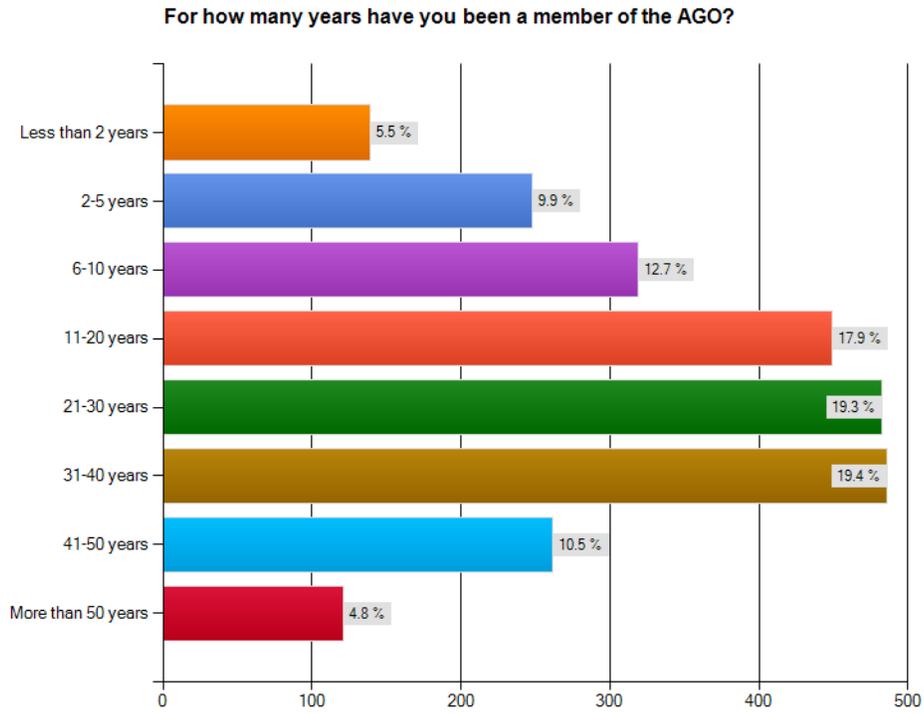
Lapsed Members:

Answer Options	Response Percent	Response Count
Less than 2 years	9.8%	34
<b>2-5 years</b>	<b>26.0%</b>	<b>90</b>
<b>6-10 years</b>	<b>22.5%</b>	<b>78</b>
<b>11-20 years</b>	<b>22.8%</b>	<b>79</b>
21-30 years	9.5%	33
31-40 years	4.9%	17
41-50 years	3.2%	11
More than 50 years	1.2%	4
<i>answered question</i>		<b>346</b>
<i>skipped question</i>		<b>71</b>

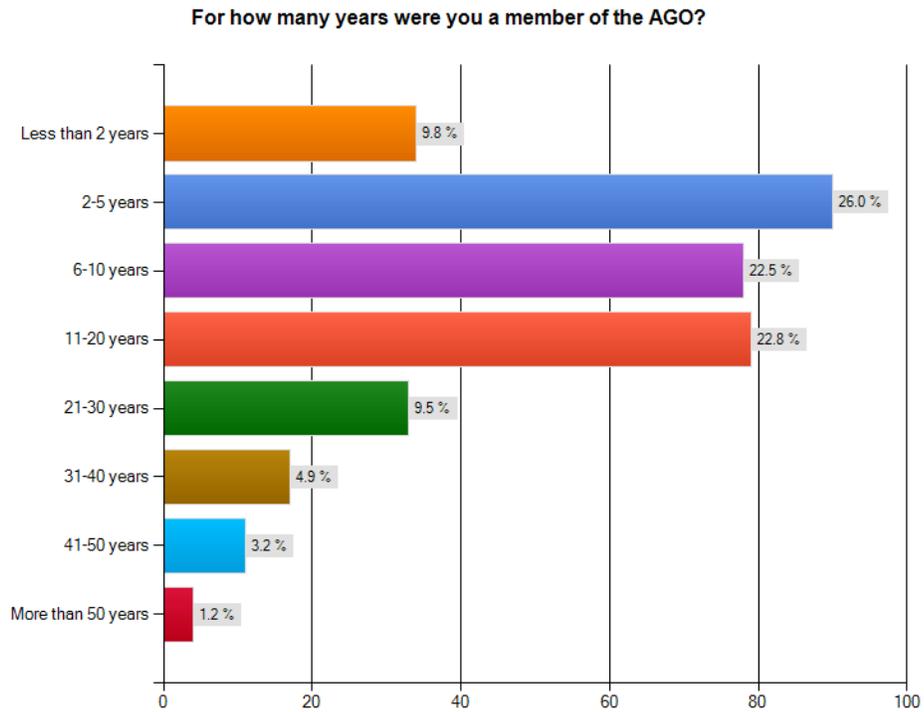
Leaders:

Answer Options	Response Percent	Response Count
Less than 1 year	0.0%	0
2-5 years	3.7%	3
6-10 years	2.5%	2
11-20 years	13.6%	11
<b>21-30 years</b>	<b>27.2%</b>	<b>22</b>
<b>31-40 years</b>	<b>33.3%</b>	<b>27</b>
41-50 years	14.8%	12
More than 50 years	4.9%	4
<i>answered question</i>		<b>81</b>
<i>skipped question</i>		<b>0</b>

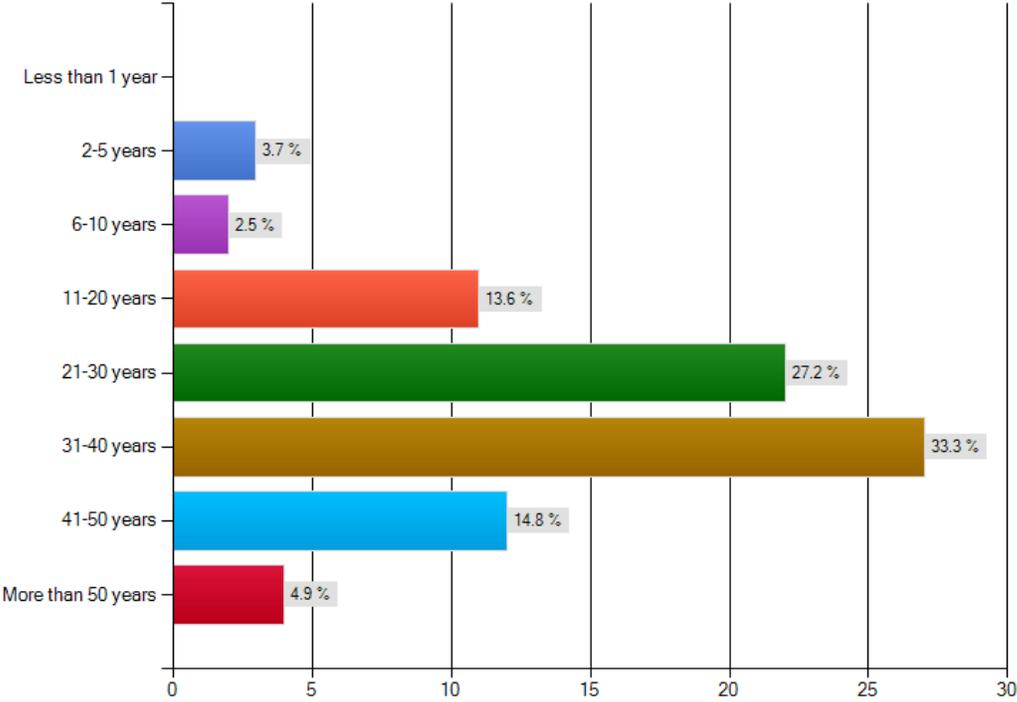
Members:



Lapsed Members:



Leaders:



### 3. What is your category of membership (or what was your most recent category of membership)?

Members:

Answer Options	Response Percent	Response Count
<b>Chapter Regular</b>	<b>71.0%</b>	<b>1784</b>
Chapter Special	12.0%	301
Chapter Student	3.2%	80
Chapter Partner	0.4%	9
Chapter Dual	4.6%	115
Independent Regular	2.3%	58
Independent Special	0.2%	4
Independent Student	0.3%	8
Independent Partner	0.0%	1
Lifetime Regular	0.2%	6
Lifetime Special	0.1%	2
Dual AGO/RCCO	0.7%	17
Non-Voting Member	0.8%	20
Chapter Friend	0.4%	11
National Subscribing	1.1%	27
Institutional Subscribing	0.0%	1
Not sure	2.7%	69
	<b>answered question</b>	<b>2513</b>
	<b>skipped question</b>	<b>435</b>

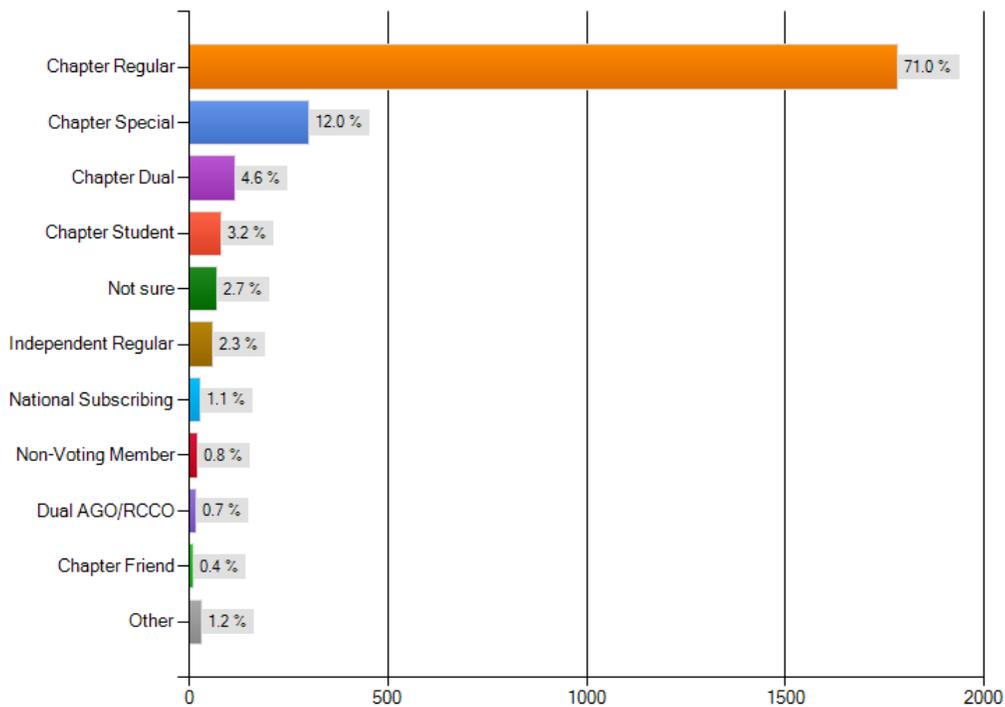
Lapsed Members:

Answer Options	Response Percent	Response Count
<b>Chapter Regular</b>	<b>71.7%</b>	<b>246</b>
Chapter Special	4.1%	14
Chapter Student	8.5%	29
Chapter Partner	0.3%	1
Chapter Dual	1.5%	5
Independent Regular	5.2%	18
Independent Special	0.0%	0
Independent Student	1.2%	4
Independent Partner	0.0%	0
Lifetime Regular	0.0%	0
Lifetime Special	0.0%	0
Dual AGO/RCCO	0.0%	0
Non-Voting Member	1.5%	5
Chapter Friend	0.6%	2
National Subscribing	0.0%	0
Institutional Subscribing	0.0%	0
Not sure	5.5%	19
	<b>answered question</b>	<b>343</b>
	<b>skipped question</b>	<b>74</b>

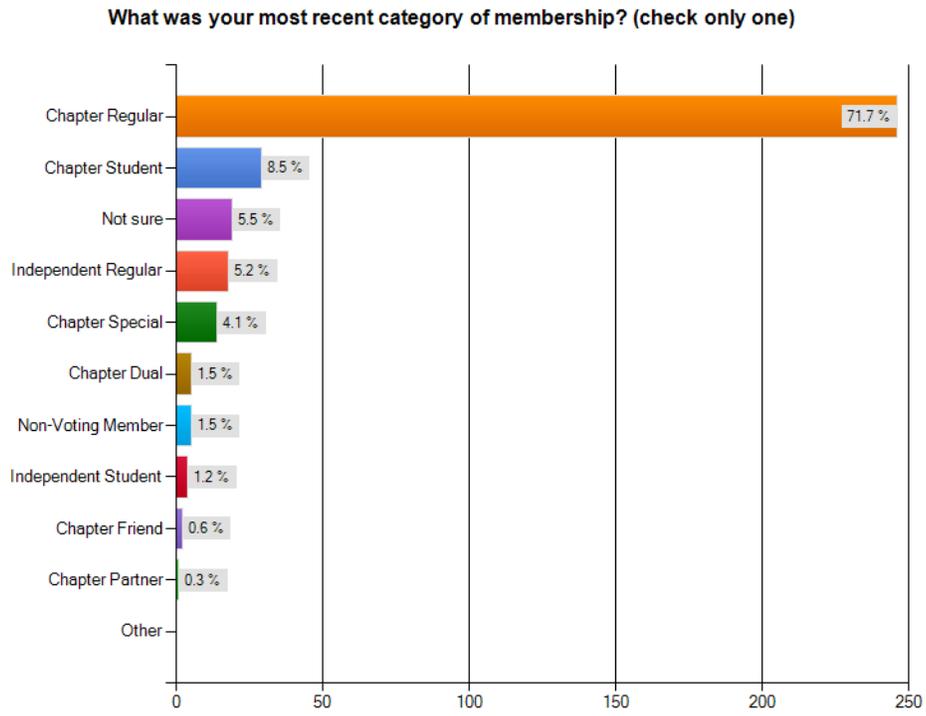
Leaders:

Answer Options	Response Percent	Response Count
<b>Chapter Regular</b>	<b>74.1%</b>	<b>60</b>
Chapter Special	17.3%	14
Chapter Student	0.0%	0
Chapter Partner	0.0%	0
Independent Regular	1.2%	1
Independent Special	0.0%	0
Independent Student	1.2%	1
Independent Partner	0.0%	0
Lifetime Regular	4.9%	4
Lifetime Special	0.0%	0
Dual AGO/RCCO	1.2%	1
Non-Voting Member	0.0%	0
Chapter Friend	0.0%	0
National Subscribing	0.0%	0
Institutional Subscribing	0.0%	0
Not sure	0.0%	0
<i>answered question</i>		<b>81</b>
<i>skipped question</i>		<b>0</b>

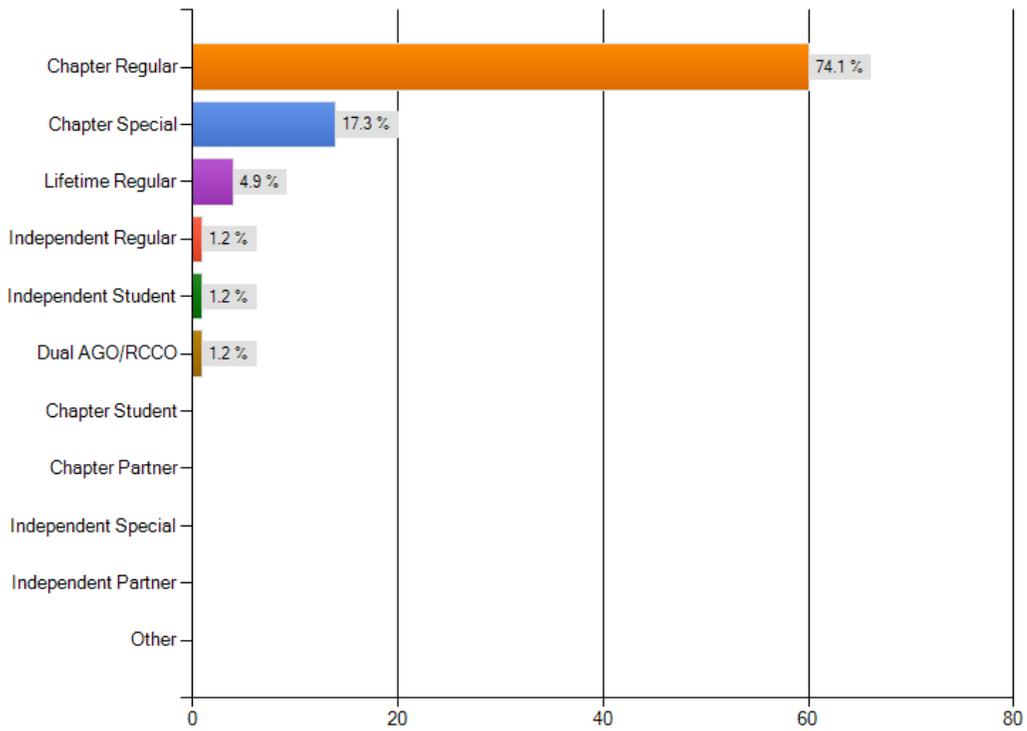
Members:



Lapsed Members:



Leaders:



## How long has it been since you belonged to the AGO?

Lapsed Members:

Answer Options	Response Percent	Response Count
Less than 2 years	52.2%	168
2-5 years	33.2%	107
6-10 years	10.9%	35
More than 10 years	3.7%	12
<i>answered question</i>		<b>322</b>
<i>skipped question</i>		<b>95</b>

