Editors' Association of Canada | Association canadienne des réviseurs
2016 Membership Survey: Highlights

Overview

Between late May and early June 2016, the communications and marketing committee invited the Editors' Association of Canada (Editors Canada) members (N=1,278) to participate in an online membership survey administered through Survey Monkey.

The survey collected the following kinds of information from members:

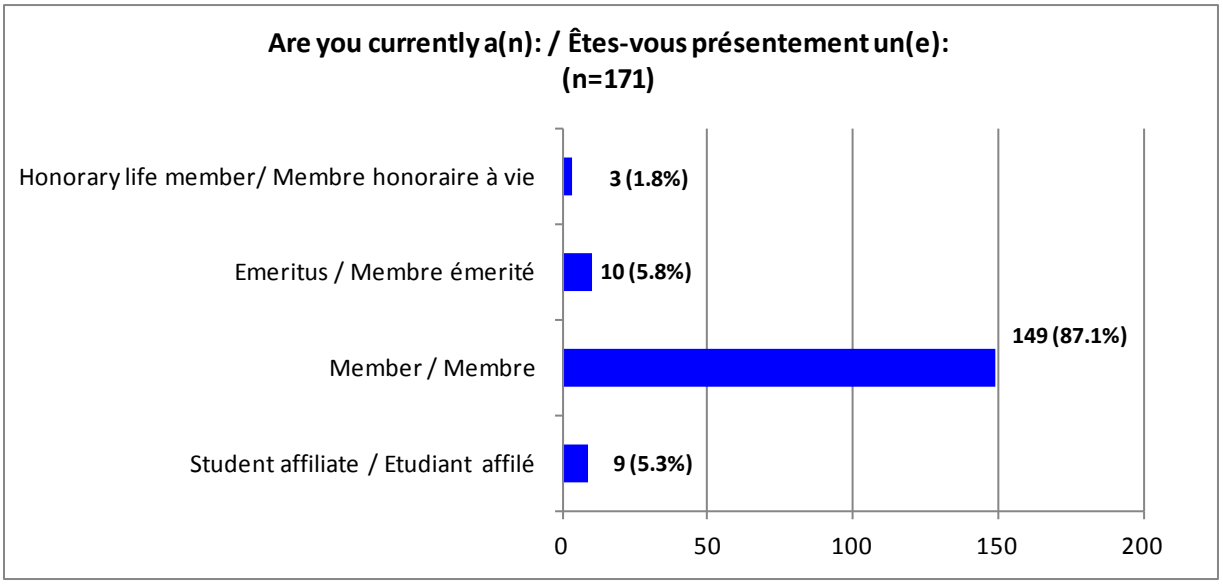
- demographic characteristics
- editing experience and professional training
- employment status and the type of editing work engaged in during the previous year
- self-employed/freelance editors' fee structures and rates
- Editors Canada membership (length of time as member, expectations of and satisfaction with organization and events attended in the previous 12 months)
- perceptions of how well Editors Canada communicates and engages with its members on key issues and initiatives
- communications vehicles and the email forums (i.e., "the list")
- volunteer activities

The survey also included several open-ended questions, including feedback on the types of benefits and services members would like to see and general comments about the organization and the survey. A summary of the main themes that emerged from these questions are explored in this report.

The survey was open for approximately three weeks (from May 25 to June 12, 2016); 162 members and nine student affiliates completed at least some portion of the survey for a total of 171 respondents, yielding a response rate of 13% of members[1] who would have received the invitation and survey link via a bulk email blast[2] (N=1,278). The breakout of respondents by type is depicted in the following chart:

[1] For the sake of brevity and in the interest of minimizing wordiness and awkward syntax, this report will use the terms "member" and "membership type" as short hand for "type of fee level" and, unless otherwise indicated, will also include student affiliates.
[2] Members and student affiliates have the option of choosing not to receive bulk emails (i.e., communications sent out as a mass email blast to all members); therefore, not all members would have received the link to the survey via email.

Chart 1: Membership "type"

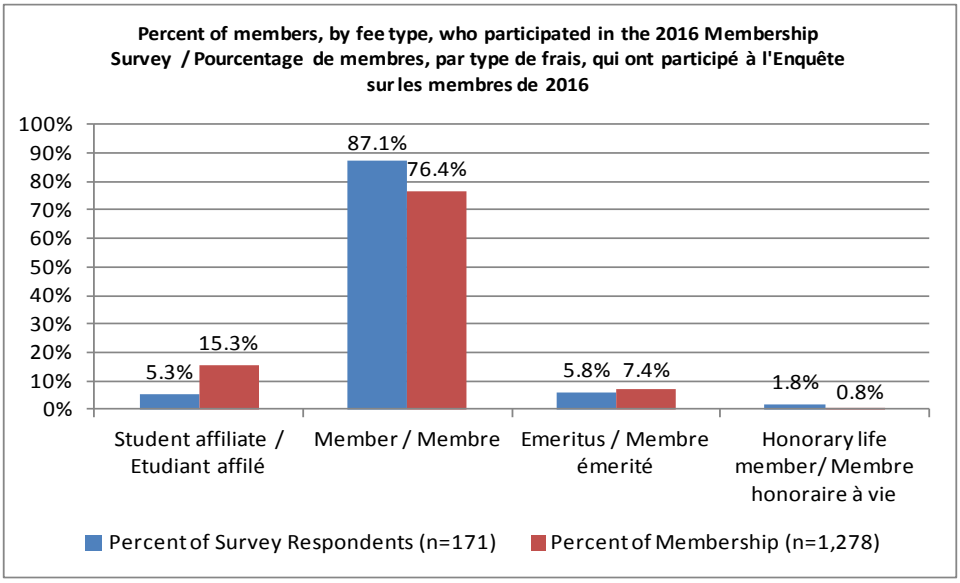


Compared to the 2012 membership survey, there was a decrease in both the overall number of members (from 1,474 in 2012 to 1,278 in 2016) and in the survey response rate[3] (from 20% in 2012 to 13% in 2016).

When analyzed by "membership type," student affiliates and emeritus members were underrepresented among survey respondents (student affiliates comprise approximately 15% of Editors Canada members but comprised only 5% of the survey respondents; emeritus members comprise 7% of Editors Canada members, but accounted for just under 6% of respondents); whereas both regular members (who comprise 87% of survey respondents but only 76% of Editors Canada members) and honorary life members (who comprise nearly 2% of survey respondents but less than 1% of Editors Canada members) were overrepresented in the sample of respondents, as seen in Chart 2:

[3] Given that the overall number of surveys conducted has increased between 2012 and 2016, it is possible that the decreased rate of participation is due to survey fatigue.

Chart 2: Participation rate in the 2016 membership survey by "type" of membership



Compared to the 2012 membership survey, the 2016 survey used the following combination of question formats:

- rating scales
- multiple response items (e.g., respondents could select more than one response category)
- open-ended questions

Because the survey included several skip patterns that would allow respondents to skip past questions not relevant to their circumstances, not all survey participants completed every question in the survey.

Some Explanatory Notes about the Numbers

Why totals sometimes exceed 100%

For **single choice items**, where respondents could select only one response from the choices available, the number of responses and respondents are identical, and the response percentage will never exceed 100%.

For **multiple response items,** where respondents could select more than one response, the number of responses may exceed the number of respondents. In these cases, the percent reported indicates the percentage of individuals who answered the question and selected a particular response category. The total will exceed 100%.

Why percentages are rounded in some cases and not others

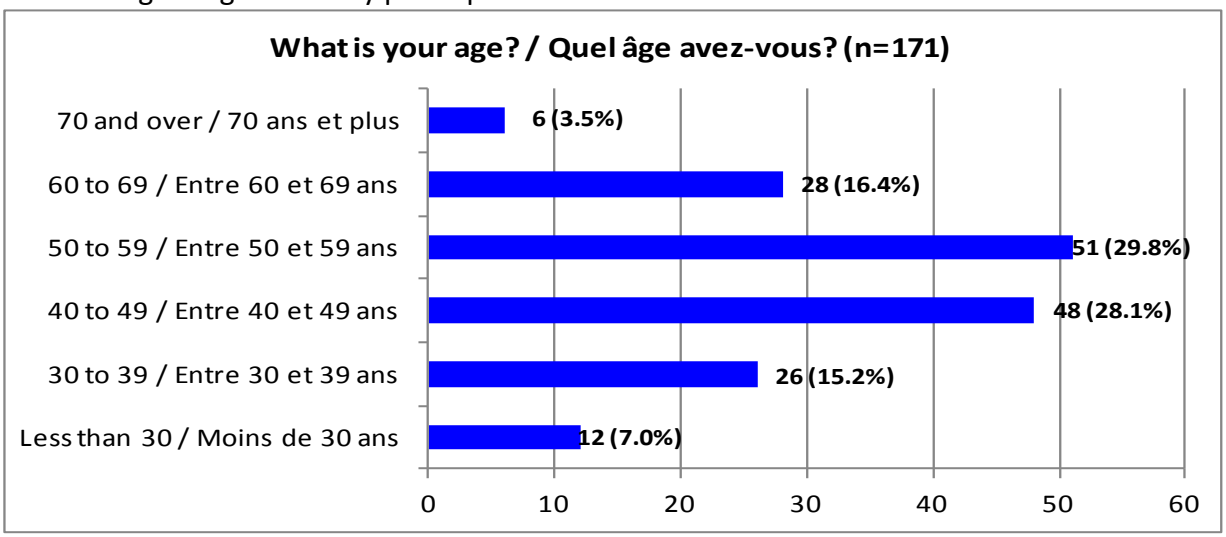
The online survey tool used to produce many of the charts in this report automatically displays percentages with one decimal place. To maintain consistency in style, all charts and tables show percentages with one decimal place, and all percentages reported in the text are rounded to the nearest whole number.

Demographic Information

Of the 171 respondents who provided information about their age,

- 22% were under 40 years of age (n=38);
- 58% were between 40 and 59 years of age (n=99); and
- 20% were 60 years of age or older (n=34).

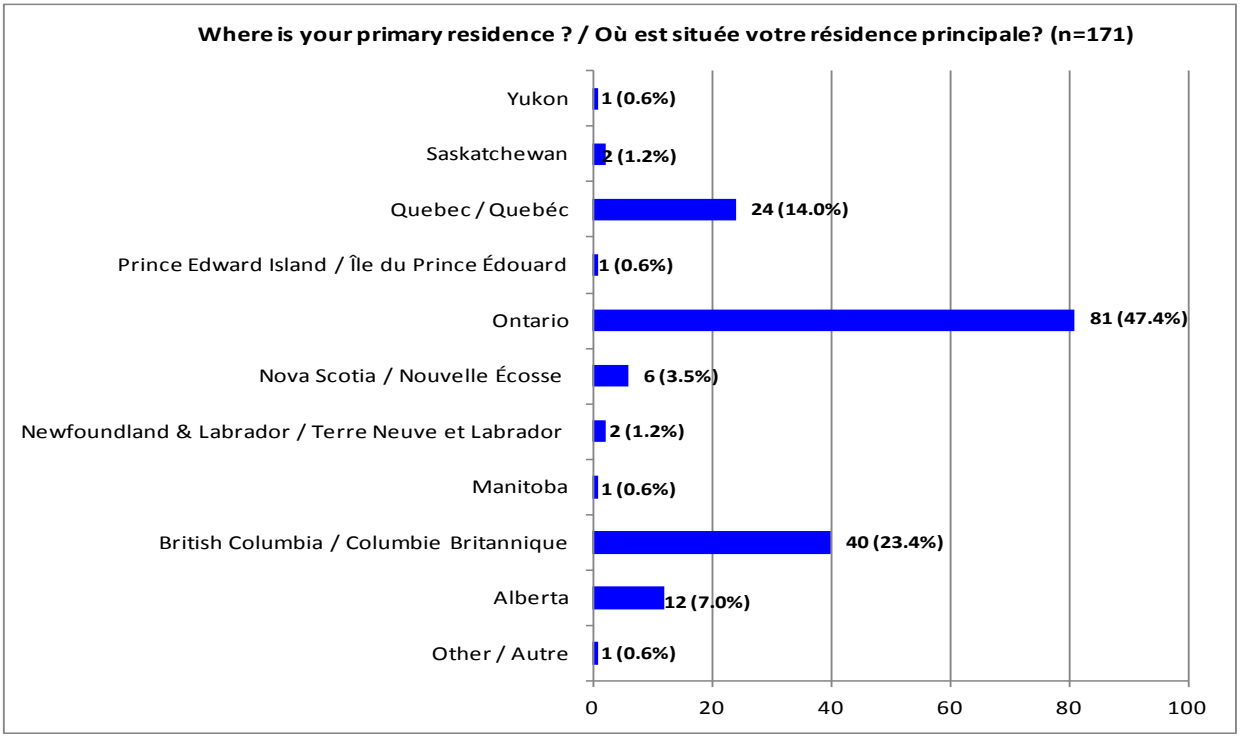
Chart 3: Age range of survey participants



Of the 171 individuals who responded to the question "Where is your primary residence?" (See Chart 4)

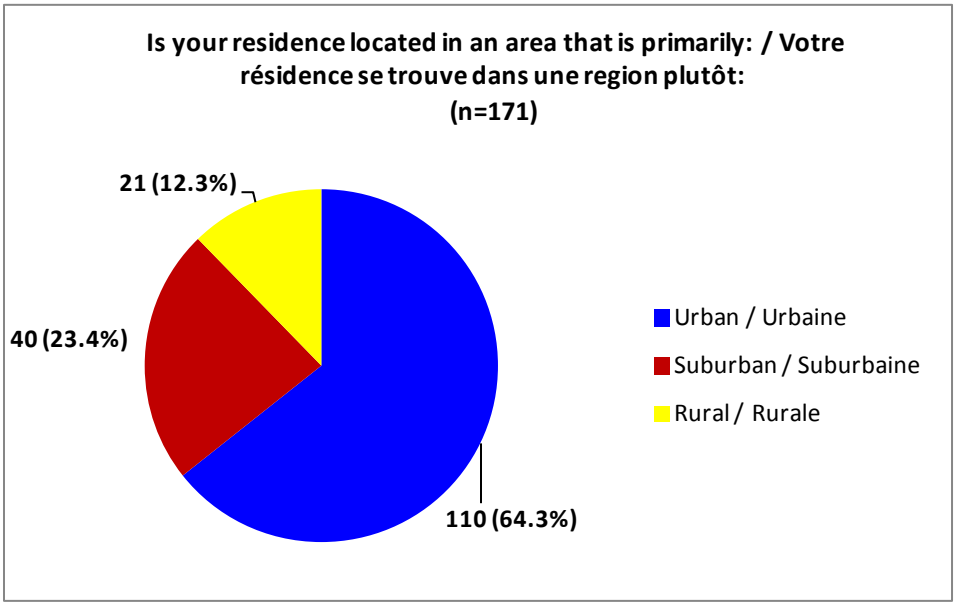
- 47% (n=81) indicated they live in Ontario;
- 24% (n=41) live in British Columbia and Yukon (40 in British Columbia, 1 in Yukon);
- 14% (n=24) live in Quebec;
- 9% (n=15) live in the prairie provinces (12, in Alberta, 2 in Saskatchewan, and 1 in Manitoba); and
- 5% (n=9) live in the Atlantic region (2 in Newfoundland and Labrador, 6 in Nova Scotia and 1 in Prince Edward Island).

Chart 4: Primary residence by province



Sixty-four percent of respondents (110/171) reported living in an urban area, 23% (n=40) live in a suburban area and 12% (n=21) live in a rural area.

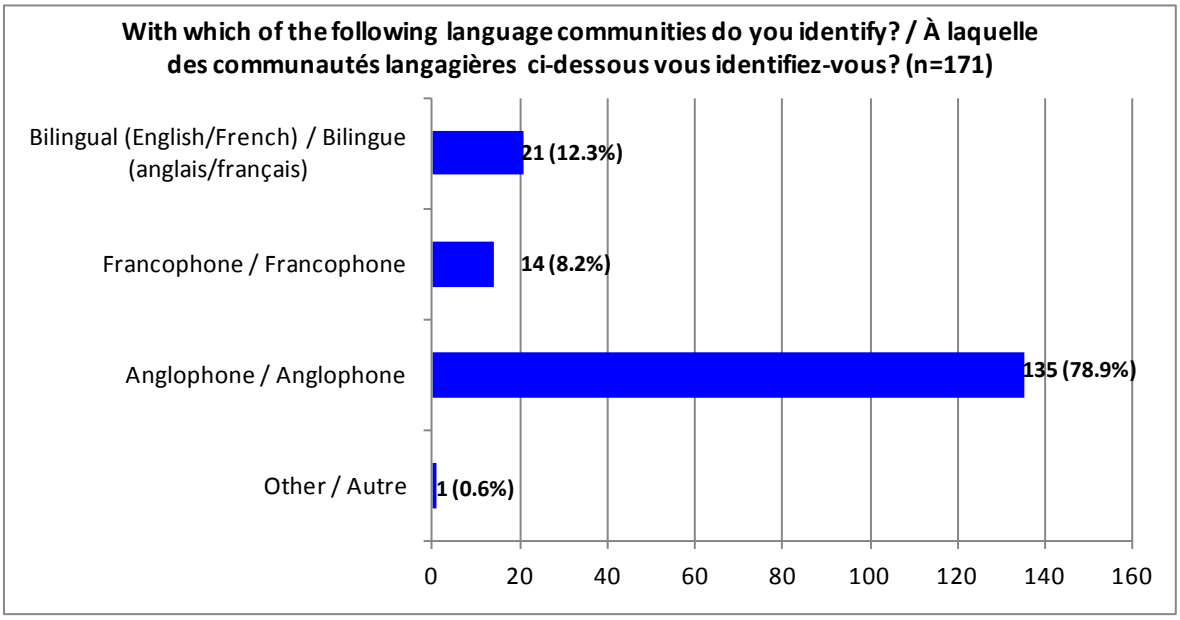
Chart 5: Residence by urban/suburban/rural locales



The majority of respondents (79%, n=135) identified themselves as Anglophones. In addition,

- 12% (n=21) of respondents identified themselves bilingual (English/French);
- 8% (n=14) identified themselves as Francophones; and
- 1% (n=1) identified with another language community but did not identify which community.

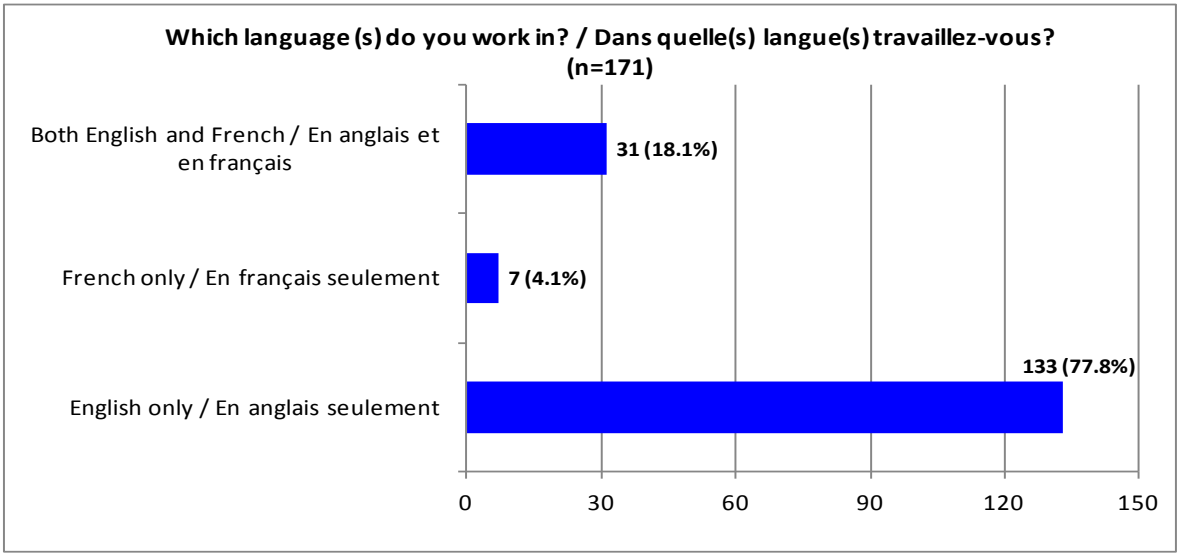
Chart 6: Primary language communities



When asked which language(s) survey participants worked in (English only, French only, both English and French, or Other), the 171 survey respondents replied as follows:

- 78% (n=133) worked in English only;
- 4% (n=7) worked in French only; and
- 18% (n=31) indicated they work in both English and French.

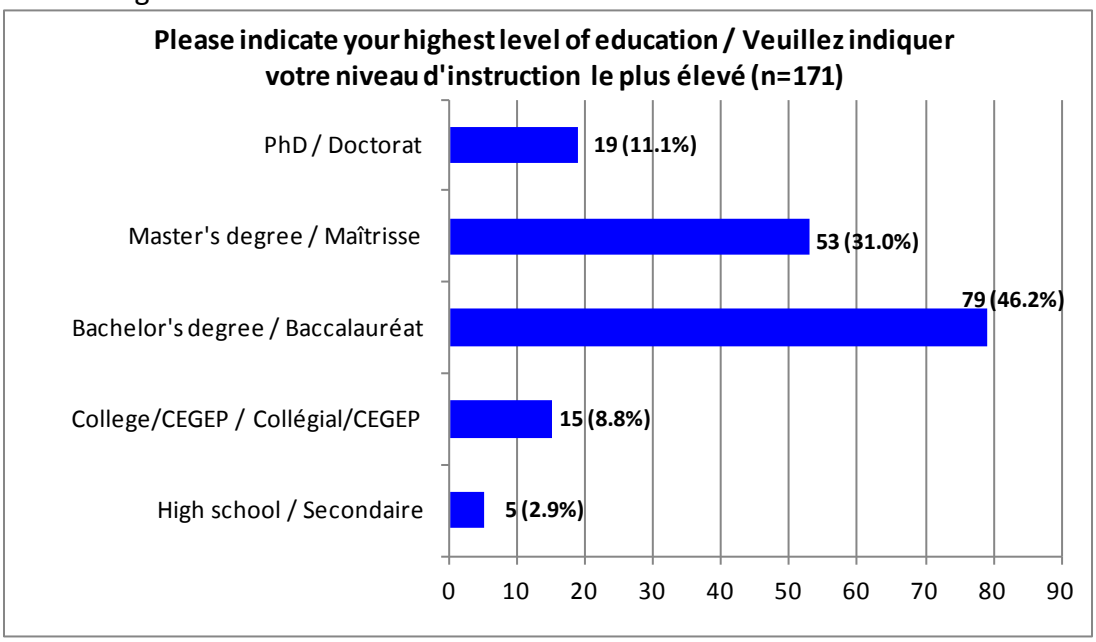
Chart 7: Language(s) in which survey participants work



Of the 171 respondents who provided information about their highest level of education,

- 12% (n=20) reported having a high school or college-level education;
- 46% (n=79) indicated they had a bachelor's degree; and
- 42% (n=72) reported they had attained a graduate degree (53 masters degrees and 19 PhDs).

Chart 8: Highest Level of Education

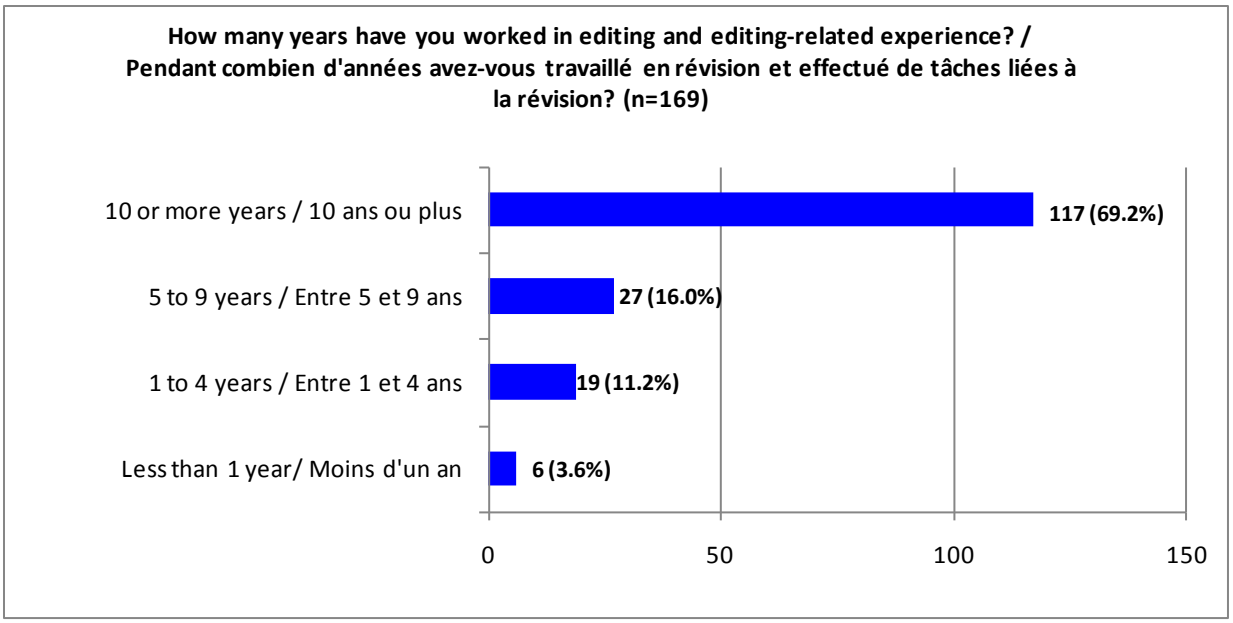


Editing Experience and Professional Training

Sixty-nine percent of the 169 survey respondents who provided information about their years of editing experience reported they had 10 or more years of experience (n=117). Of the remaining 31% of respondents who provided information about their years of experience,

- 16% (n=27) reported having between 5 and 9 years of experience; and
- 15% (n=25) had less than 5 years of experience.

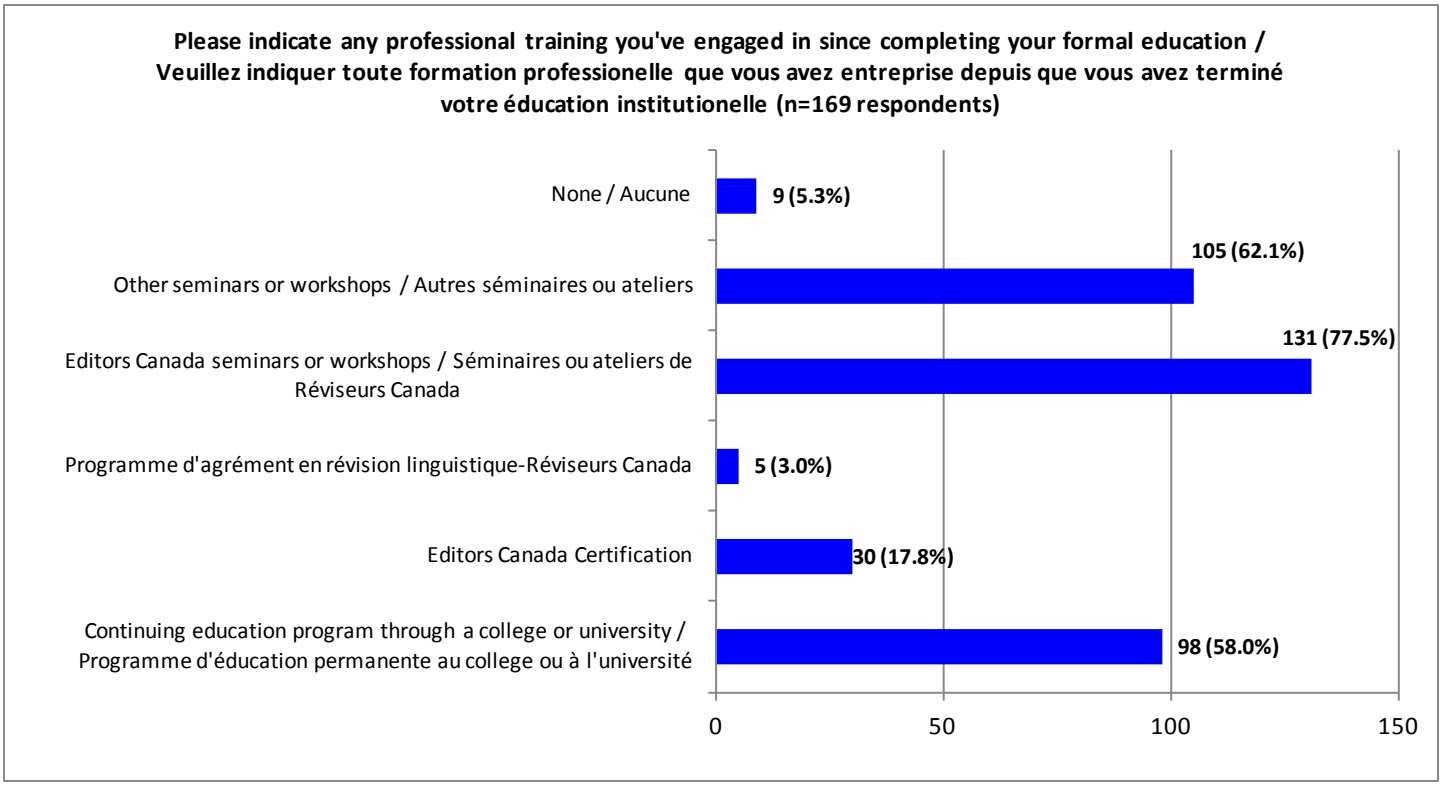
Chart 9: Years of editing-related experience



One hundred and sixty-nine respondents provided information about professional training they had engaged in since completing their formal education. Respondents were asked to select all response categories (listed in Chart 10) that applied to them; 132 respondents selected more than one option, for a total of 378 responses. (Note that for multiple response items, percentages are calculated using the number of respondents.) Of the 169 individuals who responded to the question,

- 58% (n=98) indicated they took a continuing education program through a post-secondary institution;
- 78% (n=131) reported they had taken Editors Canada seminars or workshops;
- 18% (n=30) indicated they had taken Editors Canada certification;
- 3% (n=5) had taken the programme d'agrément en révision linguistique; and
- 62% (n=105) reported they had taken other seminars or workshops.

Chart 10: Types of professional training taken since completing formal education



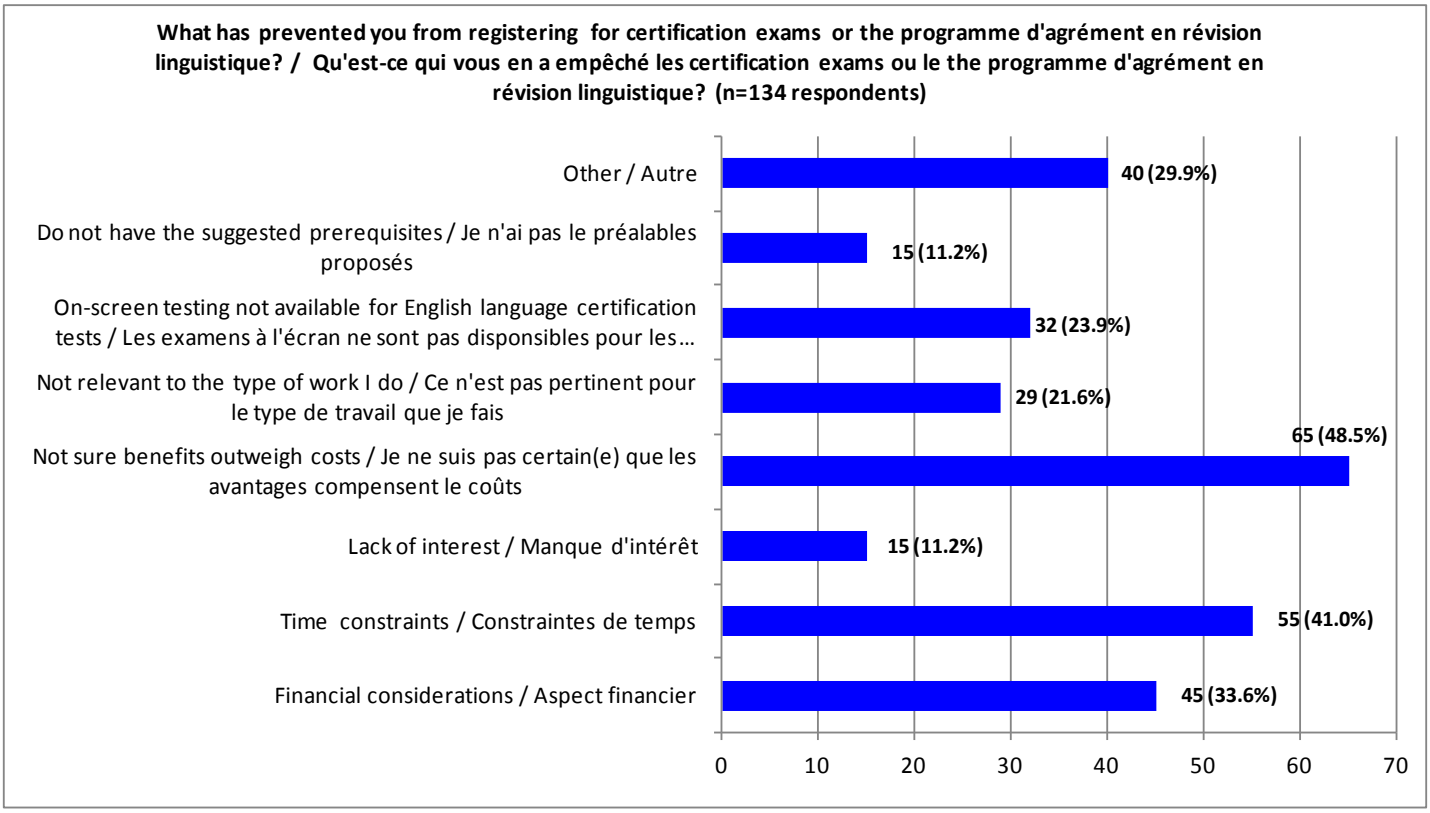
When the responses to this question were analyzed by "membership type,"[4] student affiliates, regular members and emeritus members were most likely to have taken some type of professional training after completing their formal studies. Student affiliates (67%) were slightly more likely than regular and emeritus members (58% and 60%, respectively) to report taking additional training through continuing education programs offered through post-secondary institutions. Student affiliates (33%) were also much less likely than regular and emeritus members (80% in each of these "membership types") to take seminars and workshops offered through Editors Canada. Roughly the same percentage of regular (19%) and emeritus (20%) members reported they had attained Editors Canada certification.

[4] Cross-tabulations for this question resulted in extremely small n's in some cases; to avoid the risk of identification, no chart is provided.

One hundred and thirty-four respondents indicated they had not taken either the certification exams or the programme d'agrément en révision linguistique. When asked what factors prevented them from taking either the certification exams or the programme d'agrément en révision linguistique, the respondents cited these top three reasons:

- not sure the benefits outweigh the costs: 49% (n=65)
- time constraints: 41% (n=55)
- financial considerations: 34% (n=45)

Chart 11: Reasons for not registering for certification exams or programme d'agrément en révision linguistique



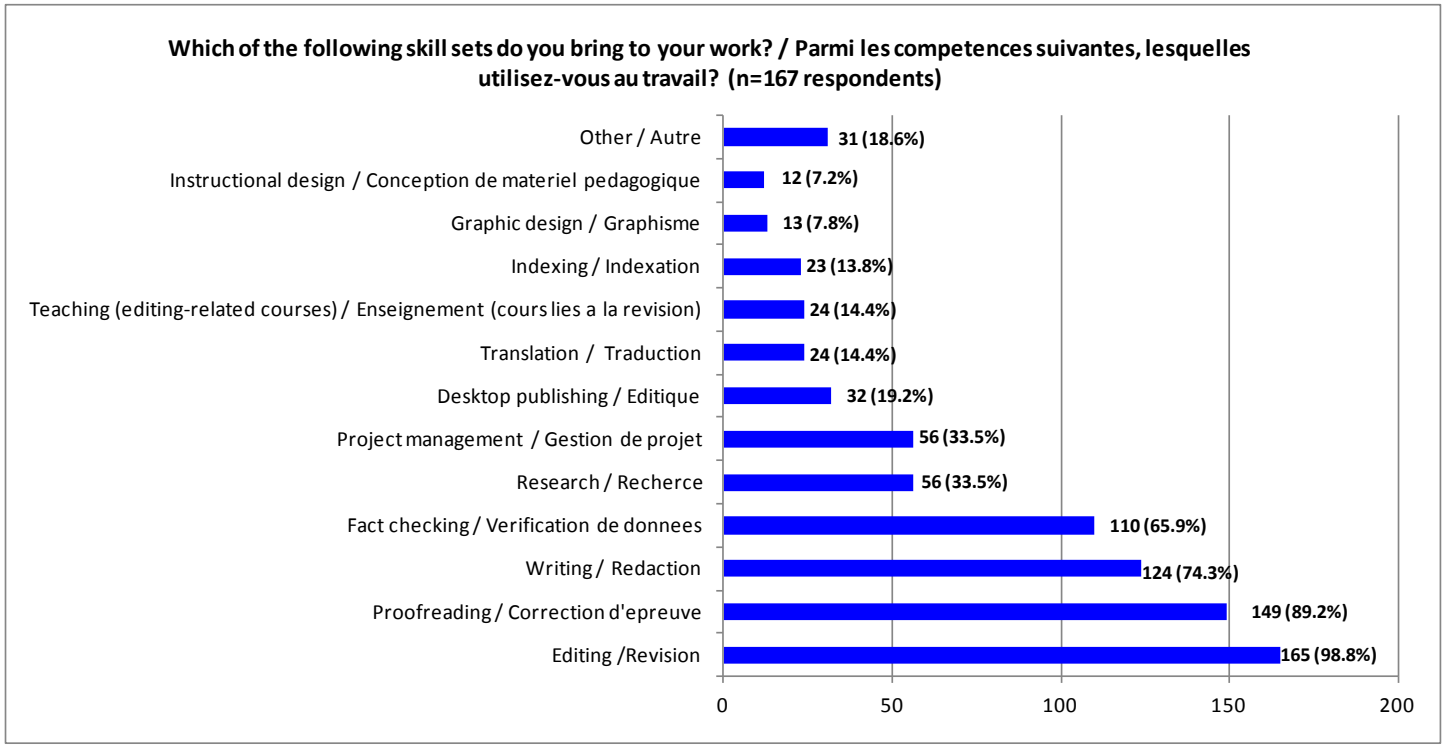
Note: This is a multiple response item (i.e., respondents could select more than one response category); therefore, the total number of responses is larger than the total number of respondents. Percents are based on the number of respondents, not the number of responses.

Most of the "other reasons" cited were elaborations on the existing response categories, with some respondents expressing doubt about the validity of the exams (i.e., the exams do not measure what they purport to measure), and others noting that they were either discouraged from writing the test or were not convinced that certification would add anything meaningful to their ability to get and keep clients.

Editors Canada members bring an expansive array of skills to their work in addition to their editing (99%, n=165) and proofreading (89%, n=149) skills. Of the 167 individuals who provided information about the skills they bring to their work, respondents most often cited one or more of the following skill sets (based on frequency distributions):

- 74% bring writing skills to their work (n=124);
- 66% bring fact checking skills to their work (n=110);
- 33% use research skills in their work (n=56);
- 33% incorporate project management skills into their work (n=56); and
- 19% incorporate traditional or desktop publishing skills into their work (n=32).

Chart 12: Distribution of skill sets



Note: This is a multiple response item (i.e., respondents could select more than one response category); therefore, the total number of responses is larger than the total number of respondents. Percents are based on the number of respondents, not the number of responses. For example, 124 of the 167 participants (or 74.3%) who responded to this question use writing skills in their work.

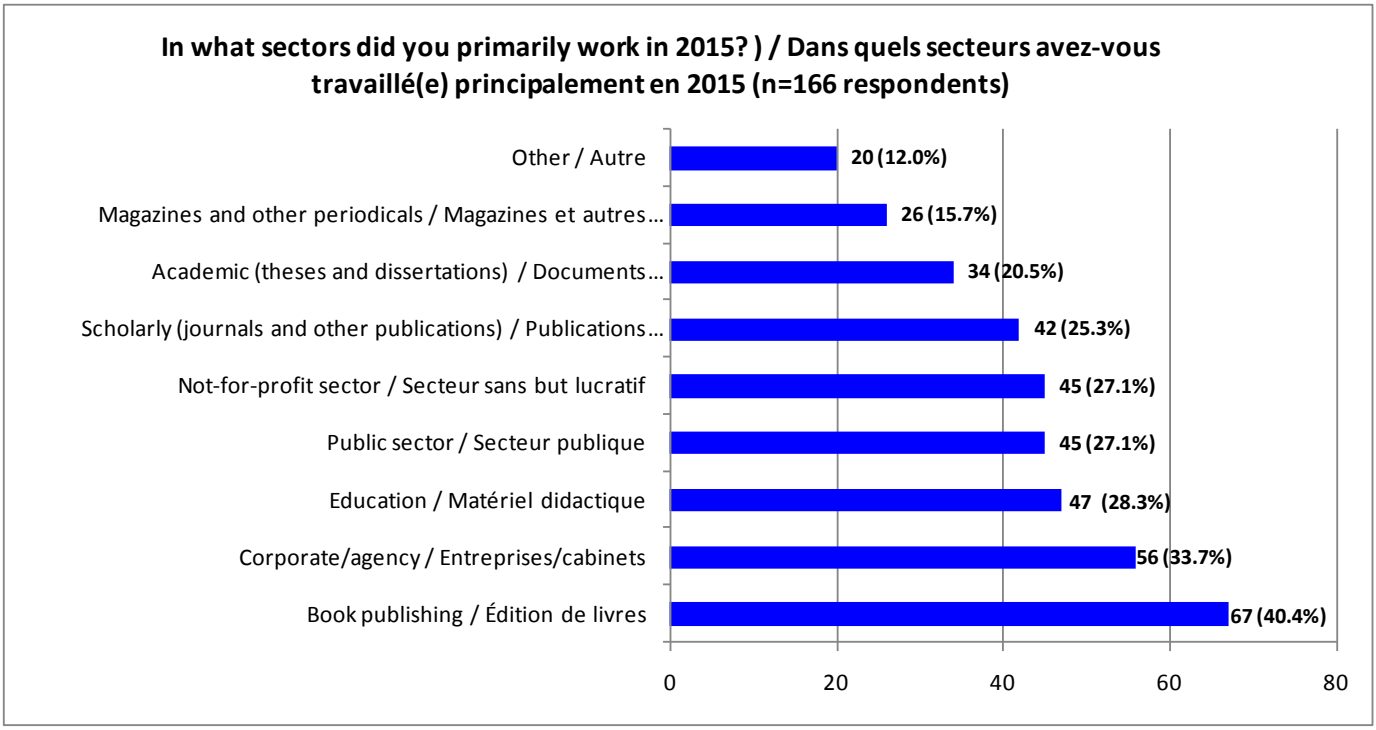
Type and Location of Work

One hundred and sixty-eight respondents provided information about their employment status.[5] Just under two-thirds (65%) of the survey participants who answered this question reported being self-employed on a full- or part-time basis. Eighteen percent of the 168 individuals who replied to this question reported working full time as a paid employee, 13% reported they were semi-retired or retired but continued to do some freelance work and less than 5% of respondents reported that they were either not working, were students or were fully retired.

One hundred and sixty-six respondents indicated which sectors they primarily worked in during 2015 (based on at least 25% of their work). The top five sectors, based on frequency distributions, included:

- book publishing (40%, n=67)
- corporate (34%, n=56)
- education (28%, n=47)
- public sector (27%, n=45)
- not-for-profit sector (27%, n=45)

Chart 13: Sectors primarily worked in during 2015



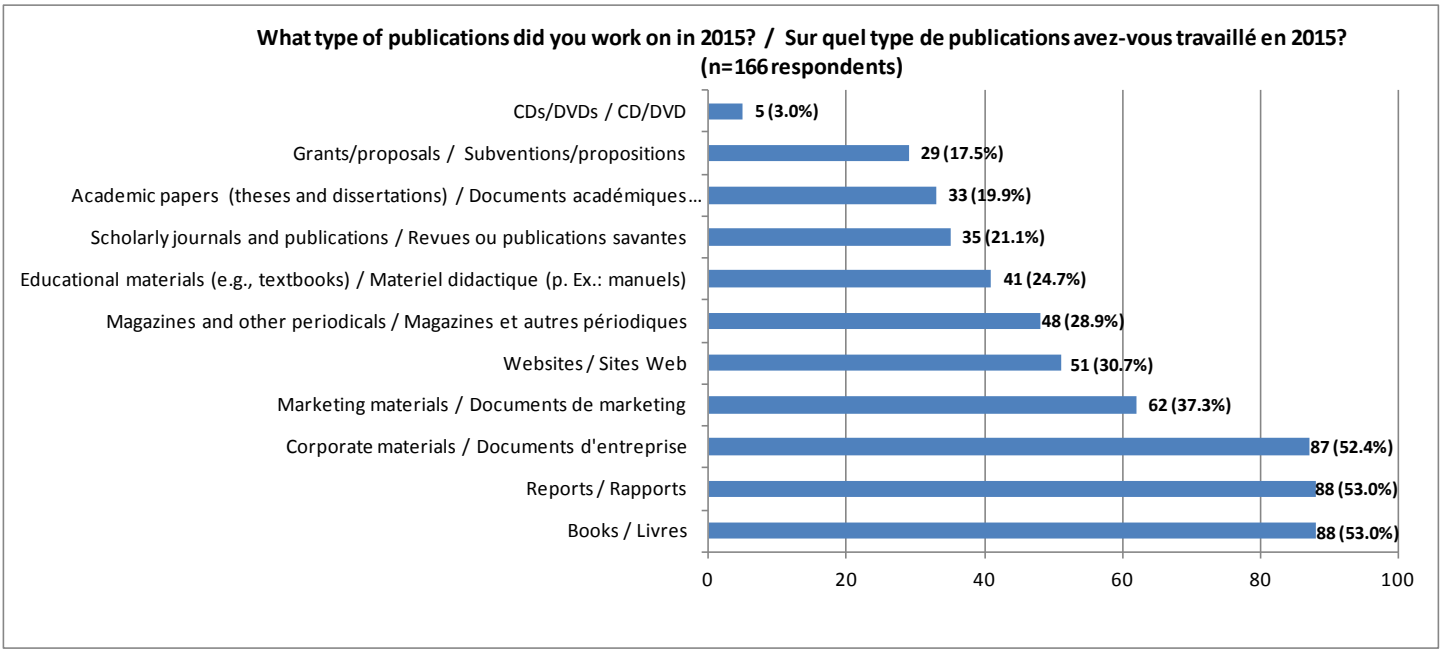
Note: This is a multiple response item (i.e., respondents could select more than one response category); therefore, the total percent will exceed 100%.

[5] To avoid potentially identifying members due to the small n's for response categories, no chart is provided for this information.

The Editors Canada members who responded to the survey reported working on a diverse array of publications in 2015. The 166 respondents who provided information about the types of publications they worked on most often reported working on one or more of the following types of publications:

- books (53%, n=88) and reports (53%, n=88)
- corporate materials (52%, n=87)
- marketing materials (37%, n=62)
- websites (31%, n=51)
- magazines and periodicals (29%, n=48)

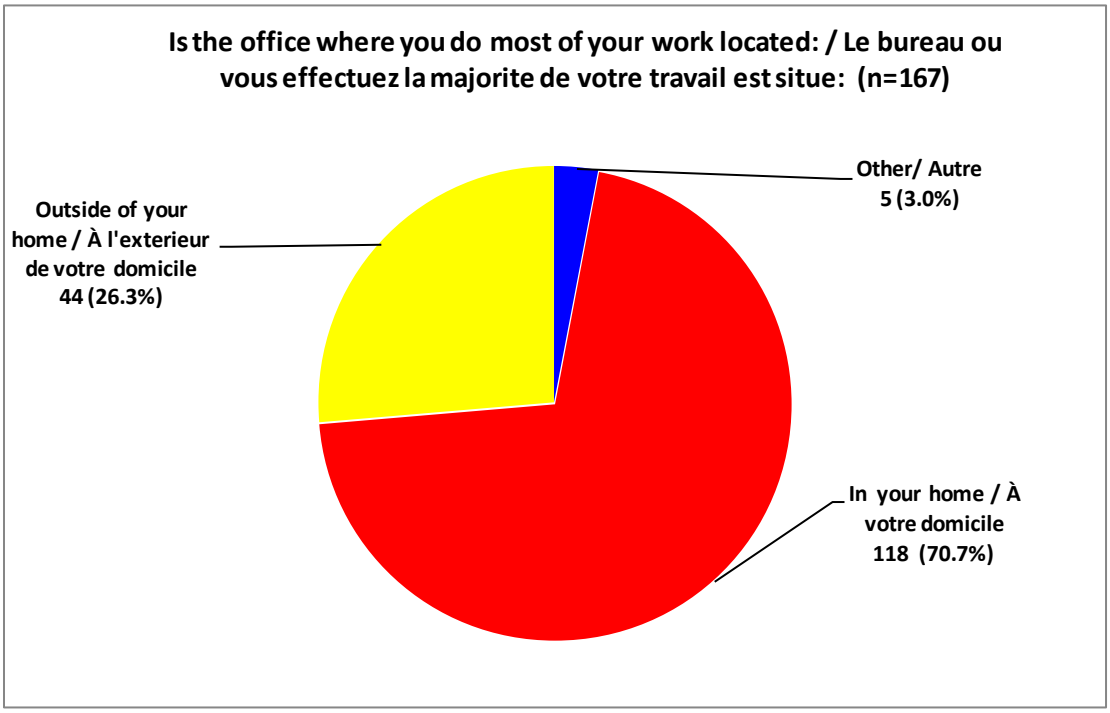
Chart 14: Type of publications worked on in 2015



Note: This is a multiple response item (i.e., respondents could select more than one response category); therefore, the total percent will exceed 100%.

One hundred and sixty-seven survey respondents provided information about the location of their office. Seventy-one percent of these respondents (n=118) reported working from an office in their home, and 26% (n=44) indicated their office is located outside of their homes—either at their clients' or employers' business premises. The small percent of respondents who had selected "other" as their response noted that they had offices both at an employer's location and at home.

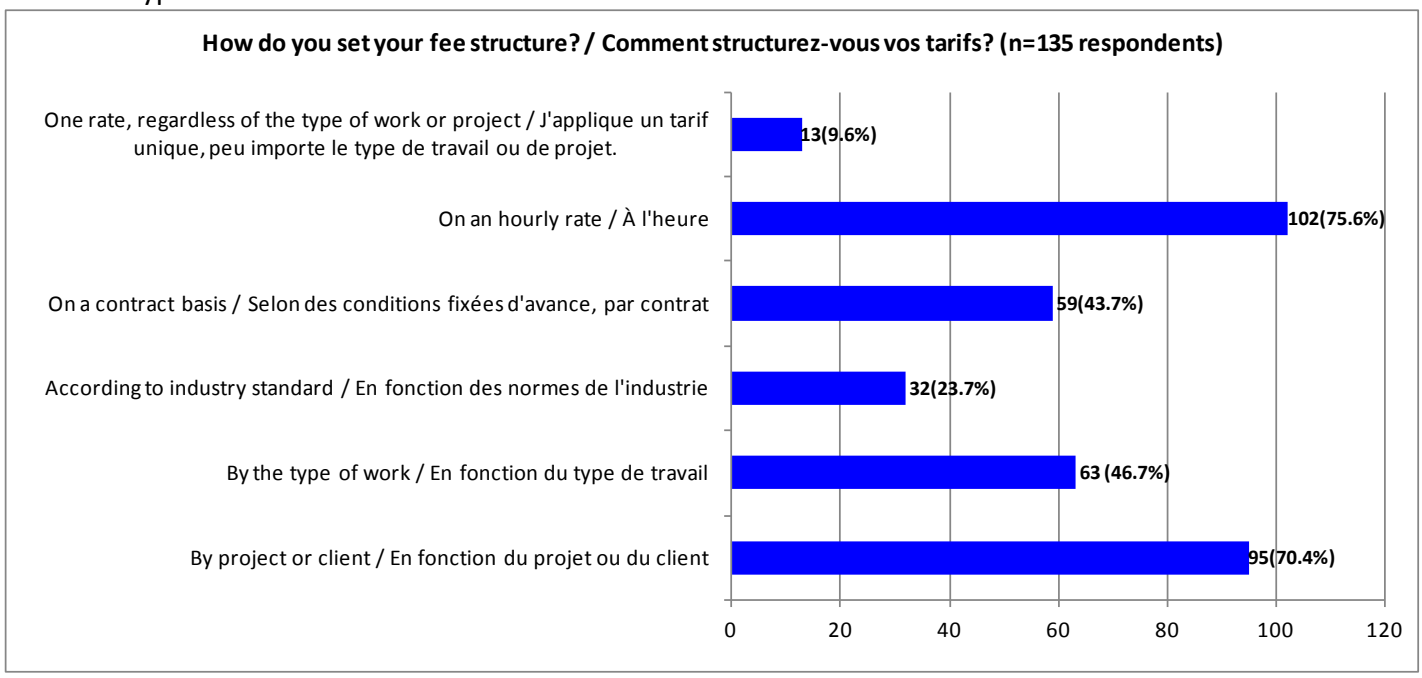
Chart 15: Main work location



Section 4: Freelance Work: Clients and Rates

Of the 135 respondents who provided information about their fee structures for freelance work, 76% of them (n=102) indicated they charged an hourly rate, and just under 10% (n=13) indicated they charged one rate, regardless of the type of work or sector. This was a multiple response item. The total number of responses suggests that self-employed editors often structure their fees in multiple ways, depending on the type of work and the client, as illustrated in the following chart.

Chart 16: Types of fee structures used for freelance work



One hundred and thirty-five respondents provided information about the hourly rates they charge for various kinds of work (See Table 1). The numbers and percents reported in the following list refer to the number of responses for each response category (e.g., proofreading, substantive editing, project management, etc.). While respondents were generally more likely to charge $60 or more per hour for work that was more labour intensive (e.g., substantive editing, development editing), required a greater level of responsibility for the project (e.g., project management) or required more specialized skills or knowledge (e.g., consulting), this pattern did not hold for other types of labour-intensive work:

- 42% of respondents charged $60 or more per hour for substantive (39/93) or developmental editing (28/66).
- 54% of respondents (32/59) charged $60 or more per hour for project management work.
- 57% of respondents (34/59) charged $60 or more per hour for consulting projects); yet
- 78% of respondents (29/37) charged less than $60 per hour for manuscript evaluation, with 27% charging less than $40 per hour.

By comparison, less than 20% of respondents for each of the following types of work reported charging less than $40 per hour:

- 6% of respondents (4/66) charged less than $40 per hour for developmental editing.
- 8% of respondents (7/93) charged less than $40 per hour for substantive editing.
- 10% of respondents (6/59) charged less than $40 per hour for consulting services.
- 15% of respondents (9/59) charged less than $40 per hour for project management services.

Some of the variation in rates may be due to the various sectors that respondents reported working in, as rates also varied by the sector that respondents worked in (see Table 2). Rates may also vary by years of experience. Cross-tabulations for rates by sector and rates by years of experience can be performed to assess whether rates are influenced by either of the aforementioned variables.

Generally, however, most respondents charged between $40 and $59 per hour for most types of work as seen in Table 1.

Table 1: Hourly rates by type of work

Type of Work / Type de travail	Less than $40 / Moins de 40$	$40 to $59 / De 40$ à 59$	$60 to $79 / De 60$ à 79$	$80 or more / 80$ ou plus	Grand Total
Project management / Gestion de projet (n=59)	15%	31%	**32%**	22%	100.0%
Proofreading/ Correction d'épreuve (n=119)	26%	**52%**	16%	6%	100.0%
Copy editing / Préparation de copie (n=127)	13%	**54%**	26%	7%	100.0%
Stylistic editing / Révision stylistique (n=106)	10%	**53%**	24%	13%	100.0%
Substantive editing / Révision de fond (n=93)	8%	**51%**	28%	14%	100.0%
Developmental editing / Révision conceptuelle (n=66)	6%	**52%**	27%	15%	100.0%
Fact checking / Vérification de données (n=74)	16%	**49%**	24%	11%	100.0%
Picture research / Recherche iconographique (n=21)	29%	**57%**	14%	0%	100.0%
Production / Production (n=24)	**29%**	**29%**	21%	21%	100.0%
Desktop publishing & layout / Éditique et mise en page (n=33)	24%	**42%**	24%	9%	100.0%
Manuscript evaluation / Évaluation de manuscrit (n=37)	27%	**51%**	19%	3%	100.0%
Indexing / Indexation (n=24)	21%	**67%**	8%	4%	100.0%
Consulting / Services conseils (n=59)	10%	**32%**	**32%**	25%	100.0%
Other / Autre (n=30)	20%	**33%**	20%	27%	100.0%

One hundred and thirty-two survey respondents provided information about the hourly rates they charge by sector. The numbers and percents reported in the following list refer to the number of responses per sector (e.g., corporate, public, etc.). Generally, most respondents charged between $40 and $59 per hour across sectors. However,

- 26% of respondents (20/77) charged less than $40 per hour for not-for-profit sector projects;
- 46% of respondents (31/68) charge $60 or more per hour for public sector projects; and
- 56% of respondents (45/80) charged $60 or more per hour for corporate sector projects.

In Table 2, the hourly rates are set out by sector in descending order, based on the number of responses per sector, and the frequency distributions are reported as percentages.

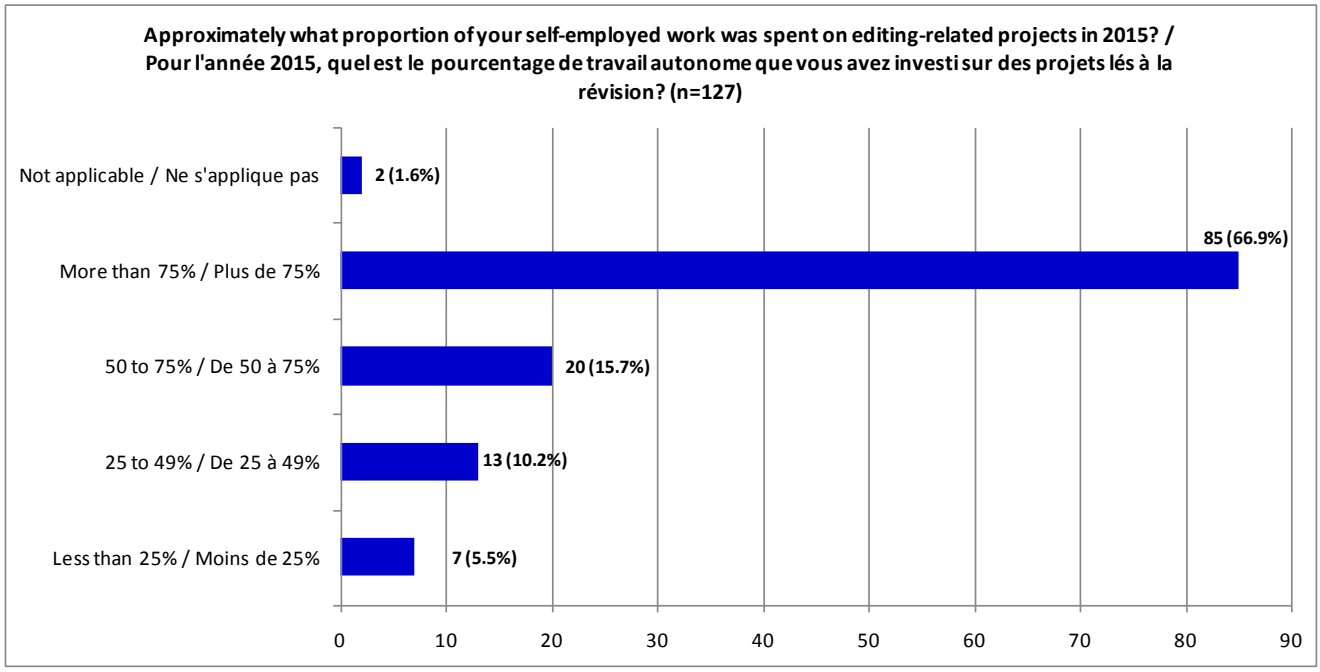
Table 2: Hourly rates by sector

Sector /Secteur	Less than $40 / Moins de 40$	$40 to $59 / De 40$ à 59$	$60 to $79 / De 60$ à 79$	$80 or more / 80$ ou plus	Grand Total
Books / Publication de livres (n=83)	23%	**54%**	19%	4%	100%
Corporate/agency / Entreprise/cabinet (n=80)	5%	**39%**	31%	25%	100%
Not for profit / Sans but lucratif (n=77)	26%	**53%**	14%	6%	100%
Scholarly publications / Publications érudities ou académiques (n=71)	10%	**63%**	21%	6%	100%
Public Sector / Secteur public (n=68)	7%	**47%**	28%	18%	100%
Education /Éducation (n=62)	13%	**65%**	18%	5%	100%
Magazines and periodicals / Magazines et périodiques (n=47)	17%	**57%**	17%	9%	100%
Trade / Commerce (n=40)	5%	**58%**	30%	8%	100%

Note: The bold print represents the highest percentage of editors who charge an hourly rate within the specified range for each sector.

Survey respondents who had indicated they worked freelance (either on a full- or part-time basis) were also asked what proportion of their self-employed work in 2015 was spent on editing-related work (See Chart 17). Of the 127 respondents who provided an answer to this question, two-thirds of them (67%) reported that more than 75% of their self-employed work was spent on editing-related projects, and just over 5% of respondents noted that less than 25% of their self-employed work was editing related.

Chart 17: Proportion of self-employed work spent on editing-related projects



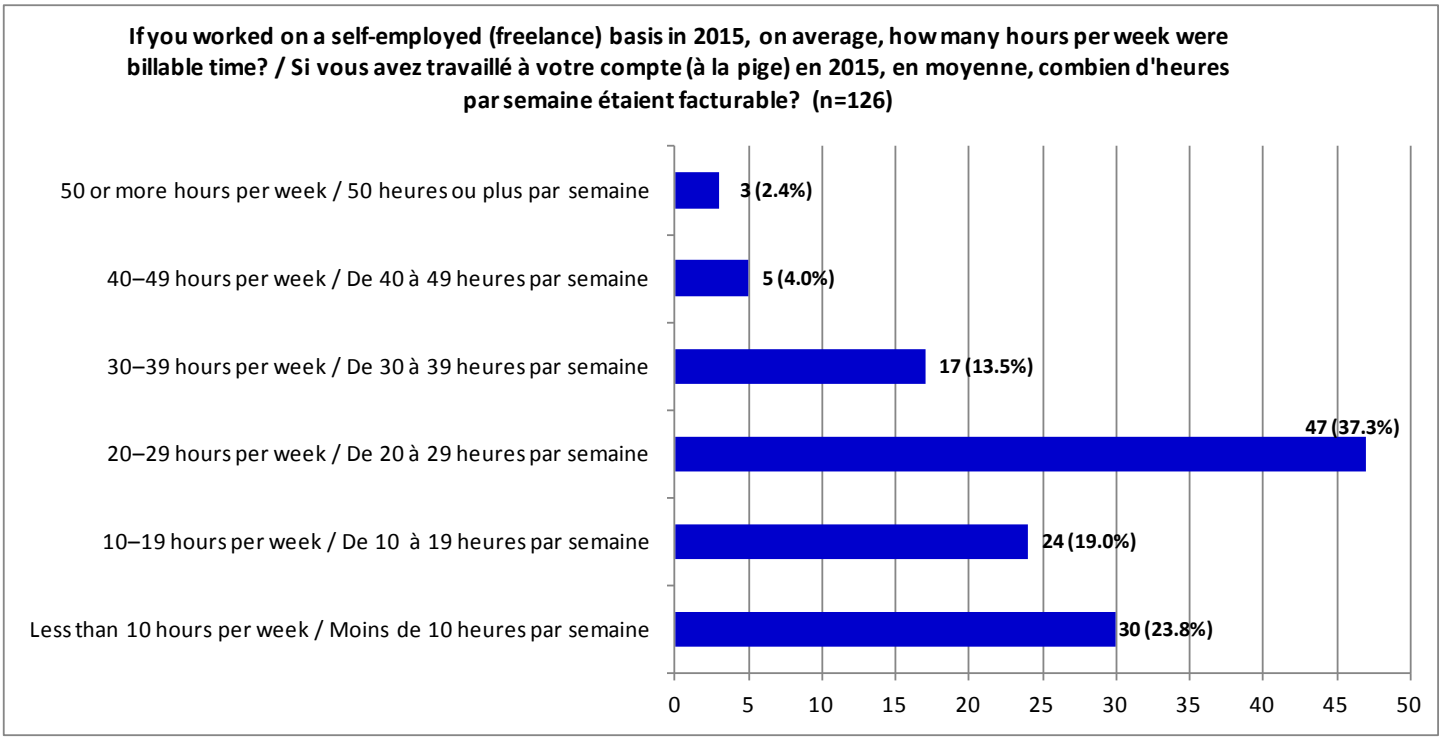
Hours Worked and Total Income

Freelance editors' billable hours per week

One hundred and twenty-six survey respondents who indicated they work on a freelance basis provided information on their average number of billable hours per week in 2015. Billable time is defined as activities that are directly related to a client's project, such as meetings and correspondence, in addition to time spent working on the actual project. The average billable hours per week ranged from less than 20 hours per week (43%; n=74) to 50 or more hours per week (2%; n=2). More precisely,

- approximately 24% of respondents (n=30) worked less than 10 billable hours per week;
- 19% of respondents (n=24) worked 10-19 billable hours per week;
- 37% of respondents (n=47) worked 20–29 billable hours per week;
- 14% of respondents (n=17) worked 30-39 billable hours per week; and
- 4% of respondents (n=5) worked 40-49 billable hours per week.

Chart 18: Average weekly billable hours worked by self-employed (freelance) survey participants

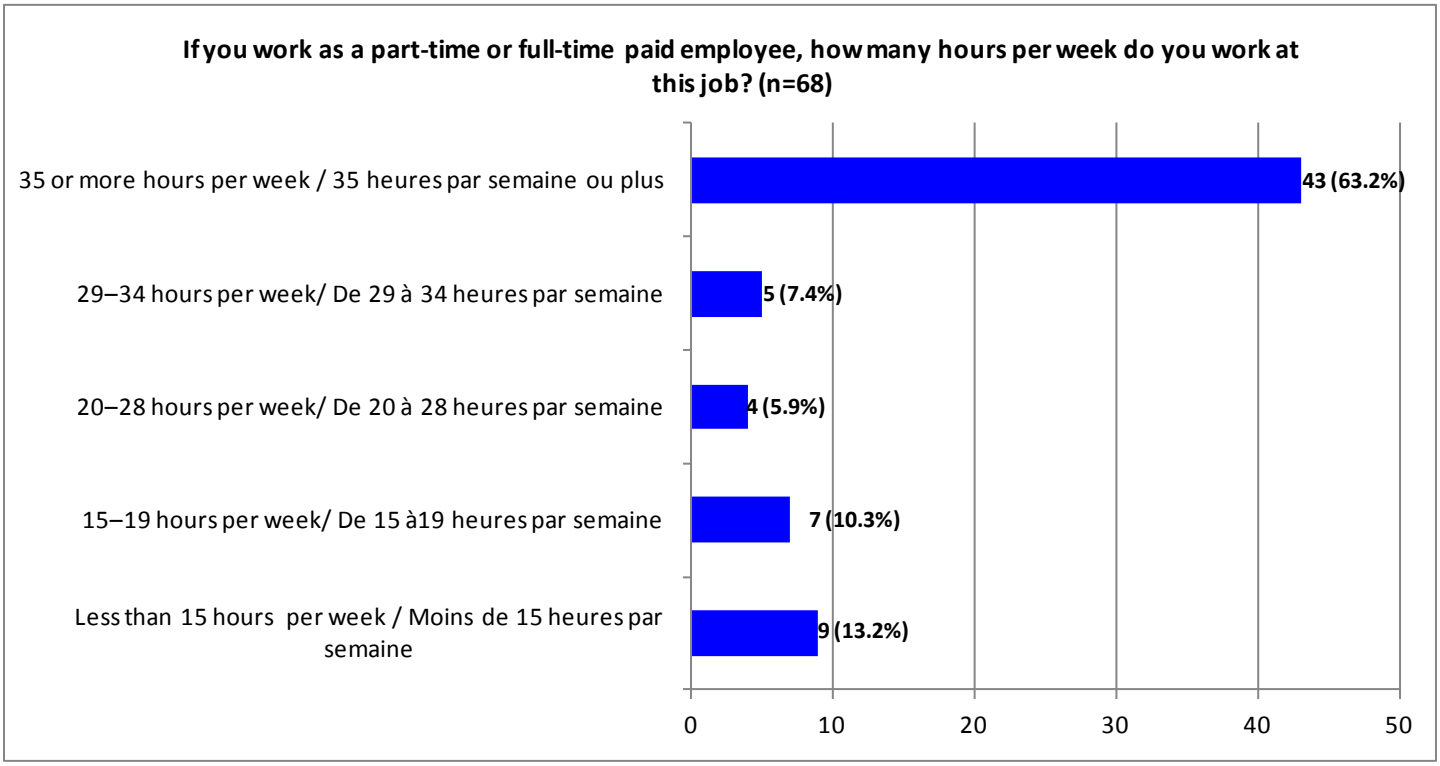


Number of hours per week worked by paid employees

Sixty-eight survey participants who reported they worked full or part time as a paid employee provided information about the number of hours per week they work at their jobs:

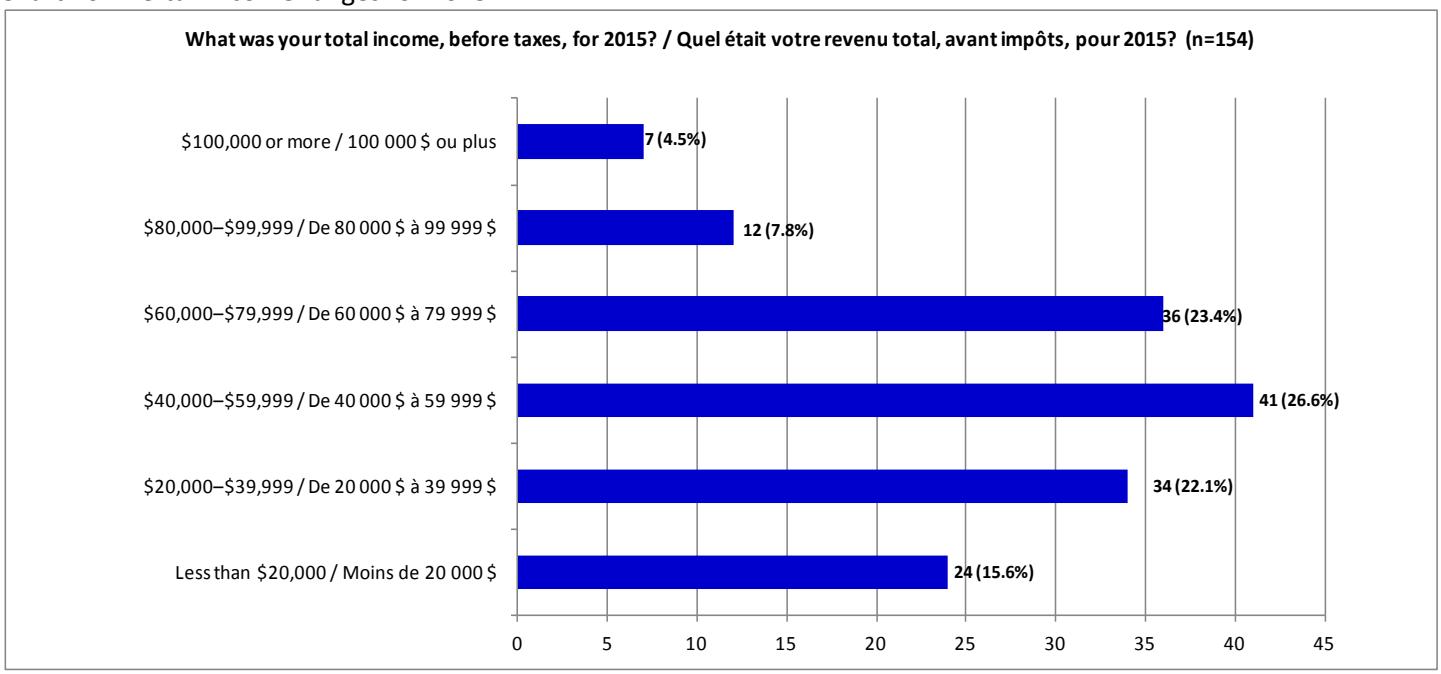
- Just under 24% of respondents (n=16) indicated they worked less than 20 hours per week.
- 13% of respondents (n=9) reported they work between 20 and 34 hours per week.
- 63% of respondents (n=43) reported working 35 hours or more per week.

Chart 19: Number of hours per week worked by paid employees



One hundred and fifty-four survey participants answered the survey question about pre-tax income for 2015. Half the respondents (n=77) reported earning between $40,000 and $59,999, just under 38% of respondents (n=58) indicated they made less than $40,000 per year, and approximately 12% (n=19) earned $80,000 or more per year.

Chart 20: Pre-tax income ranges for 2015



Selected employment status categories were cross-tabulated with pre-tax income groups (see Chart 21). The results show that

- less than 8% of respondents who worked only as a full-time paid employee earned less than $40,000 per year;
- 33% of respondents who combine freelance work with paid employment[6] reported earning less than $40,000 per year; and
- 37% of respondents who worked for themselves full time reported earning less than $40,000 per year.

Furthermore, whereas none of the respondents who identified themselves as a full-time paid employee reported earning less than $20,000 in 2015,

- 10% of respondents who worked for themselves full time reported earning less than $20,000 in 2015; and
- 17% of respondents who combined freelance work with paid employment reported earning less than $20,000 in 2015.

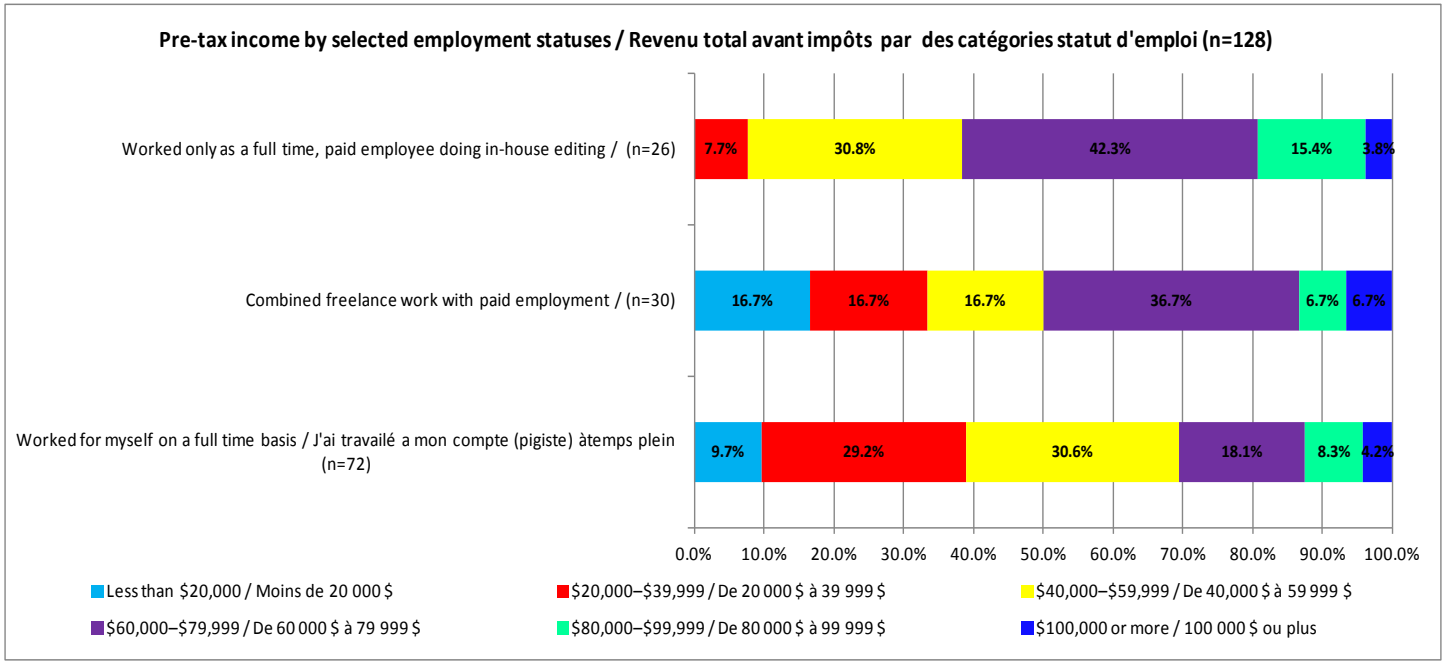
At the upper end of the income scale, the data show that a larger percentage of respondents who were full-time paid employees (62%) were more likely to report earning $60,000 or more per year than their counterparts who combined freelance work with paid employment (50%) or were self-employed on a full-time basis (31%).

[6] It is not clear whether these respondents were combining freelance work with full-time or part-time work.

A similar pattern is evident for respondents who indicate that their pre-tax income for 2015 was $80,000 or more. Specifically,

- 19% of full-time paid employees reported earning $80,000 a year or more;
- nearly 13% of respondents who combined freelance work with full-time employment reported earning $80,000 or more; and
- just under 13% of respondents worked for themselves full time reported earning $80,000 or more.

Chart 21: Pre-tax income by employment status

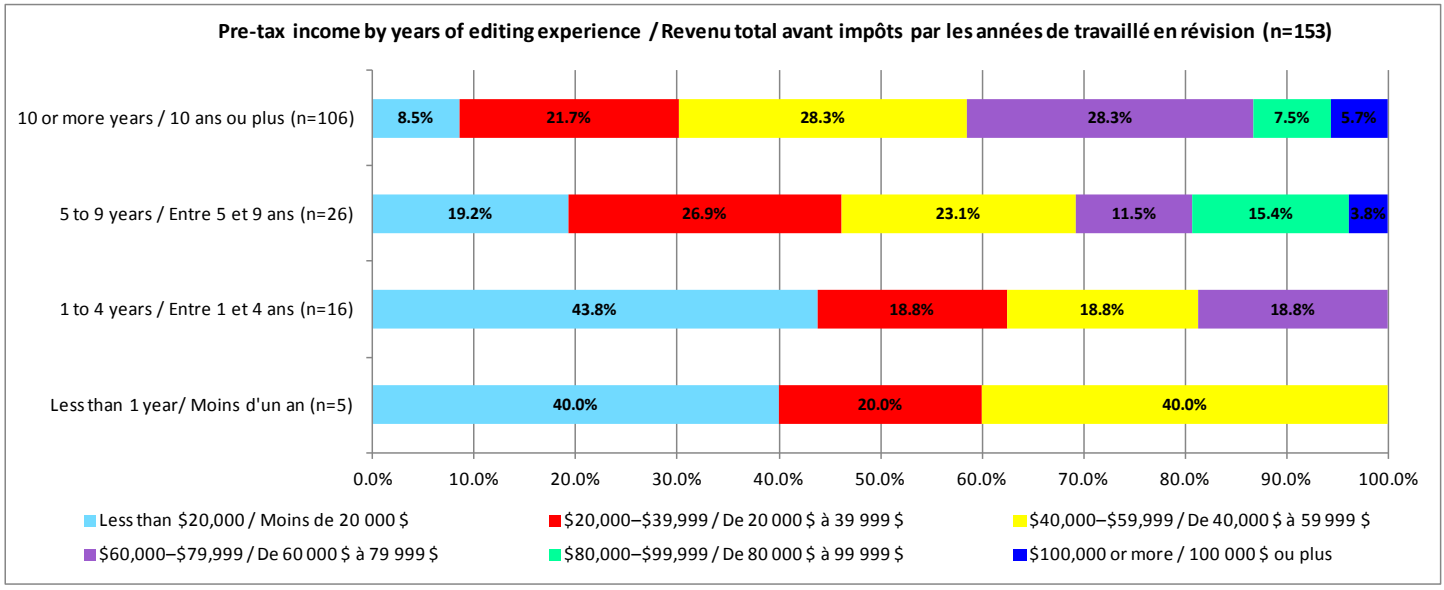


Note: Because the n's in some of the discrete income groups are quite small and could potentially identify individual respondents, only percentages are reported for this chart.

When pre-tax incomes were cross-tabulated by years of experience, none of the survey respondents with less than five years of experience reported a gross income for 2015 that was $80,000 or more. An unexpected finding was that while 19% of respondents with 1–4 years of experience reported a gross income between $60,000 and $79,000, only 12% of respondents with 5–9 years of experience reported earning between $60,000 and $79,000.

As would be expected, a smaller percentage of respondents with 10 or more years of editing experience (30%) reported gross incomes of less than $40,000 per year than their counterparts with less experience. However, a higher percentage of survey respondents with 5–9 years of editing experience reported earning a gross income of $80,000 or more than did survey respondents with 10 or more years of editing experience (19% versus 13%, respectively).

Chart 22: Pre-tax income by years of editing experience



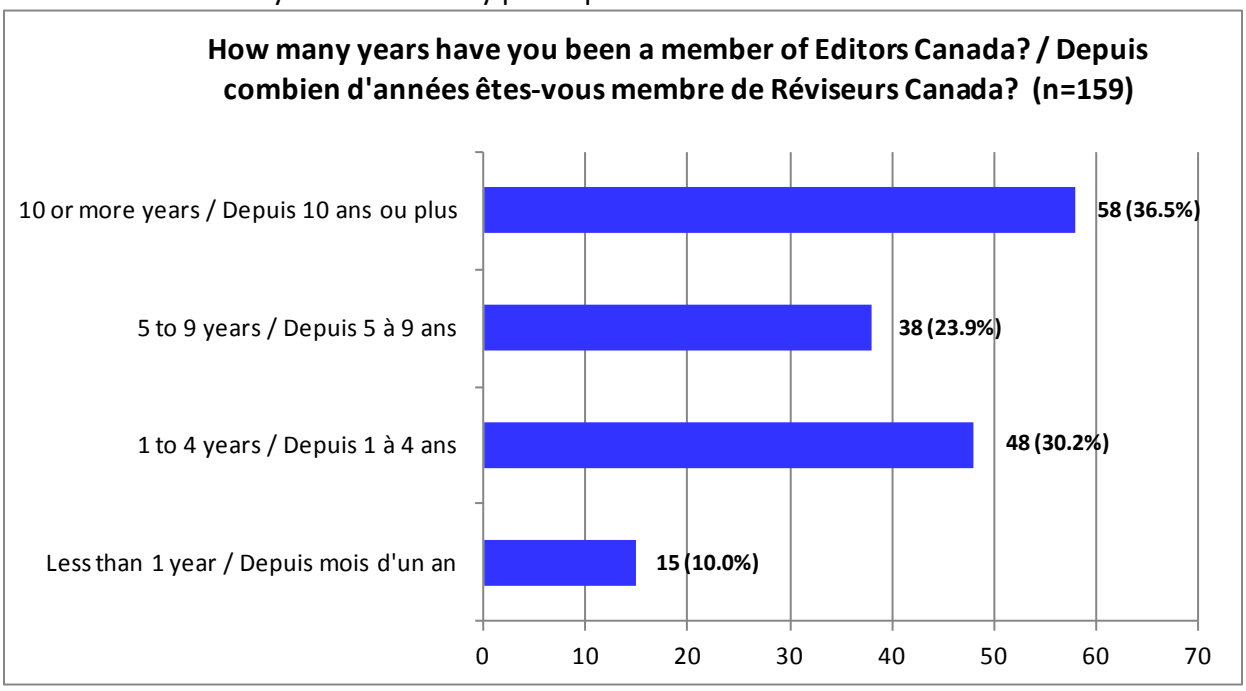
Editors Canada Membership and Satisfaction with Services, Products and Benefits

Both student affiliates and members responded to the questions in these sections of the survey as many of the questions are also relevant to student affiliates, including their feedback on how well their expectations have been met and how much value student affiliates place on the benefits that are relevant to them. Student affiliates' responses have been excluded from the analyses of questions that ask respondents to rate their Editors Canada branch/twig or the organization overall.

Of the 159 respondents who provided information about the length of time they have been a member of Editors Canada,

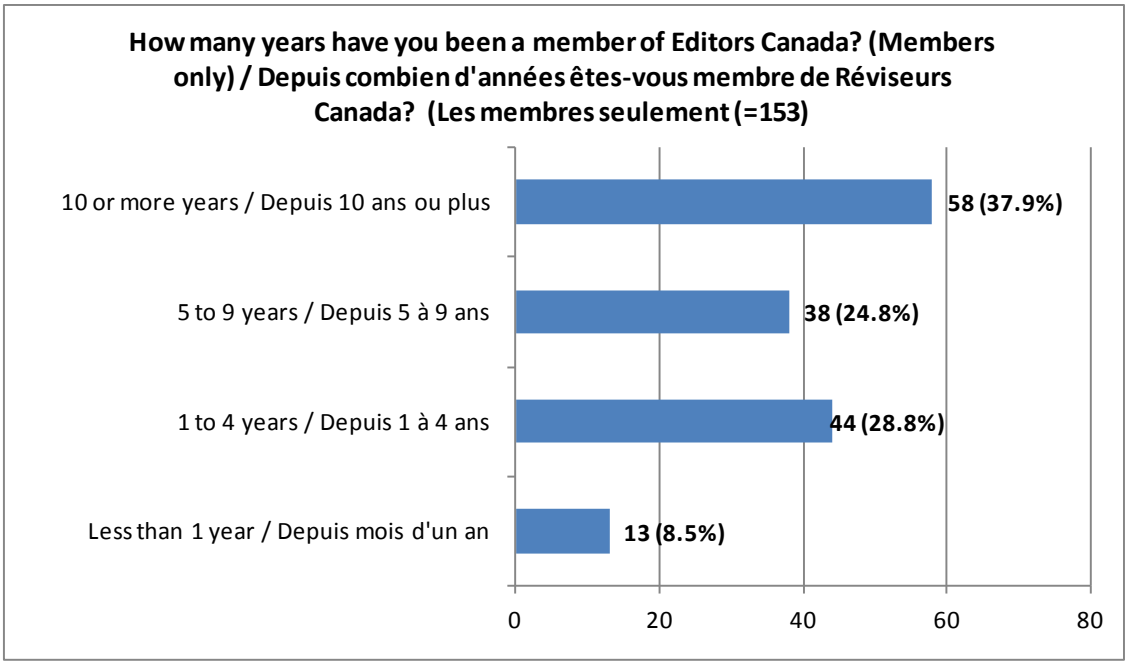
- 40% (n=63) have been members of Editors Canada for less than five years;
- 24% (n=38) have been members for 5-9 years; and
- 37% (n=58%) have been members for 10 or more years.

Chart 23: Number of years that survey participants have been members of Editors Canada



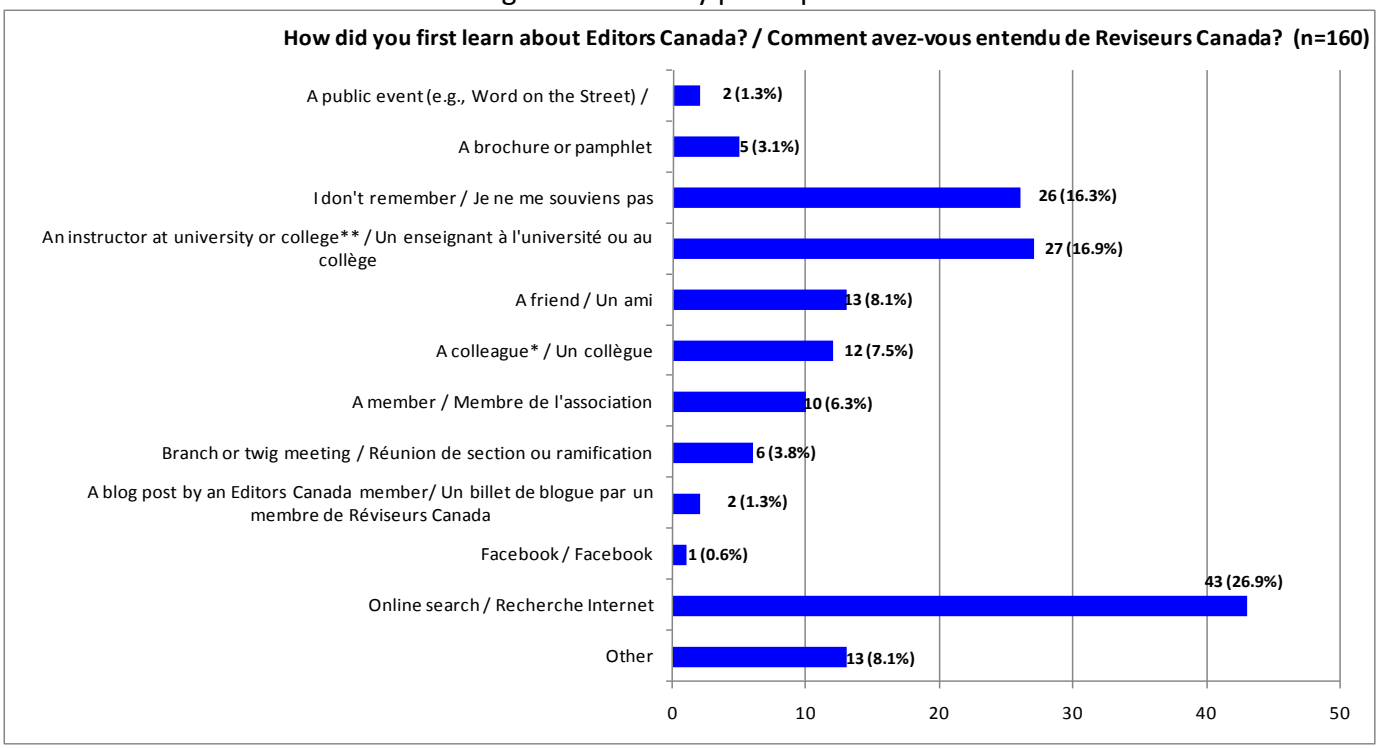
When the data were cross-tabulated by "membership type," the student affiliates who responded to this question (n=6) indicated they had been members of Editors Canada for less than five years. When responses for this questions were broken out by members only, the following chart (Chart 24) shows that of the 153 members who responded to this question, 37% (n=57) had been members for less than five years, and 38% (n=58) had been members for 10 or more years.

Chart 24: Number of years participants (excluding student affiliates) have belonged to Editors Canada



When asked how they first heard of Editors Canada, 160 respondents supplied answers ranging from learning about the organization from a public event (1%) or through Facebook (1%), to learning about it through an instructor or college program (17%) or through an online search (27%).

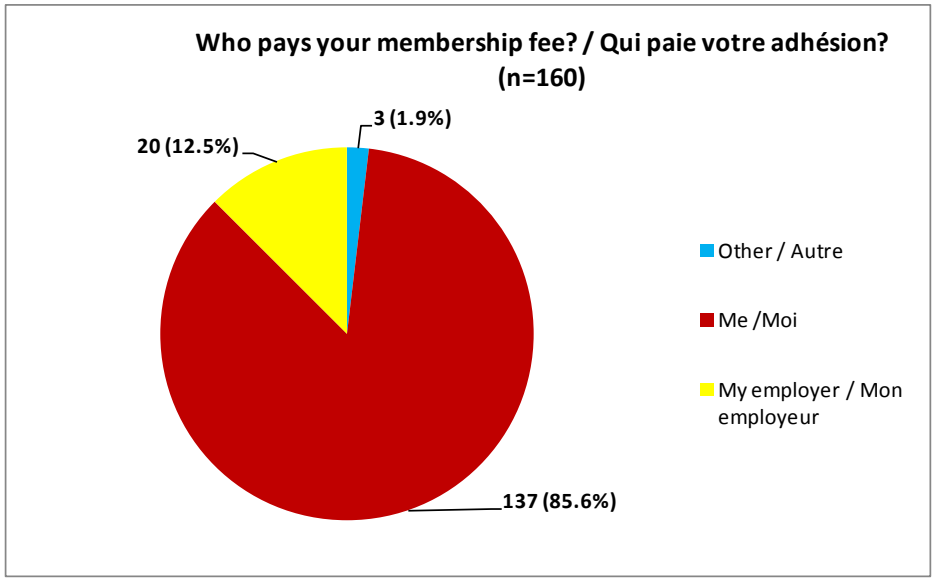
Chart 25: Sources of information through which survey participants first learned about Editors Canada



*Includes an employer; ** Includes "through a continuing education editing program"

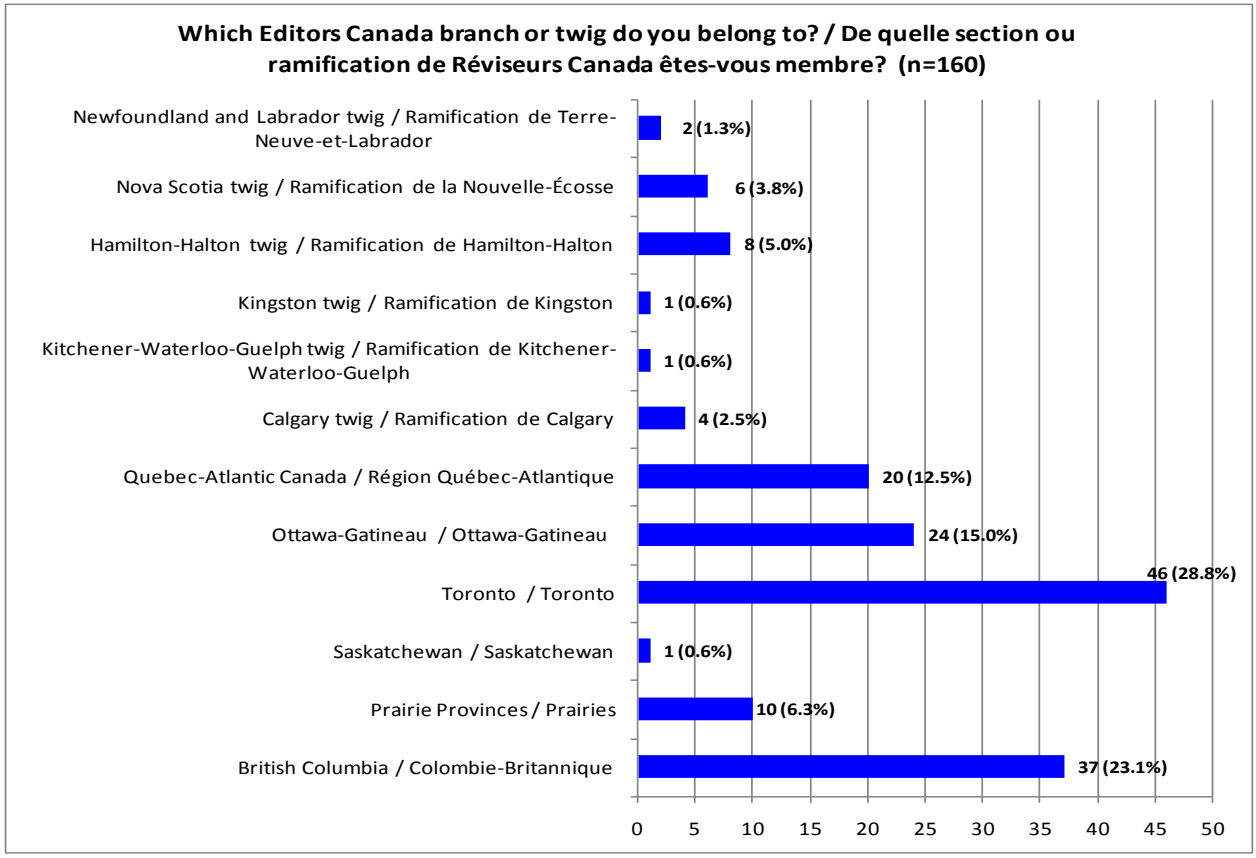
Of the 160 survey respondents who provided information about who pays their membership fees, 86% reported they paid their own membership fees and only 14% indicated that their employers pay for their membership fees.

Chart 26: Source of funding for membership fee



Of the 160 survey participants who told us which Editors Canada branch or twig they belong to, 50% (n=80) reported they belonged to a branch or twig located in Ontario. The distribution of members by branch or twig closely matches the distribution by primary residence.

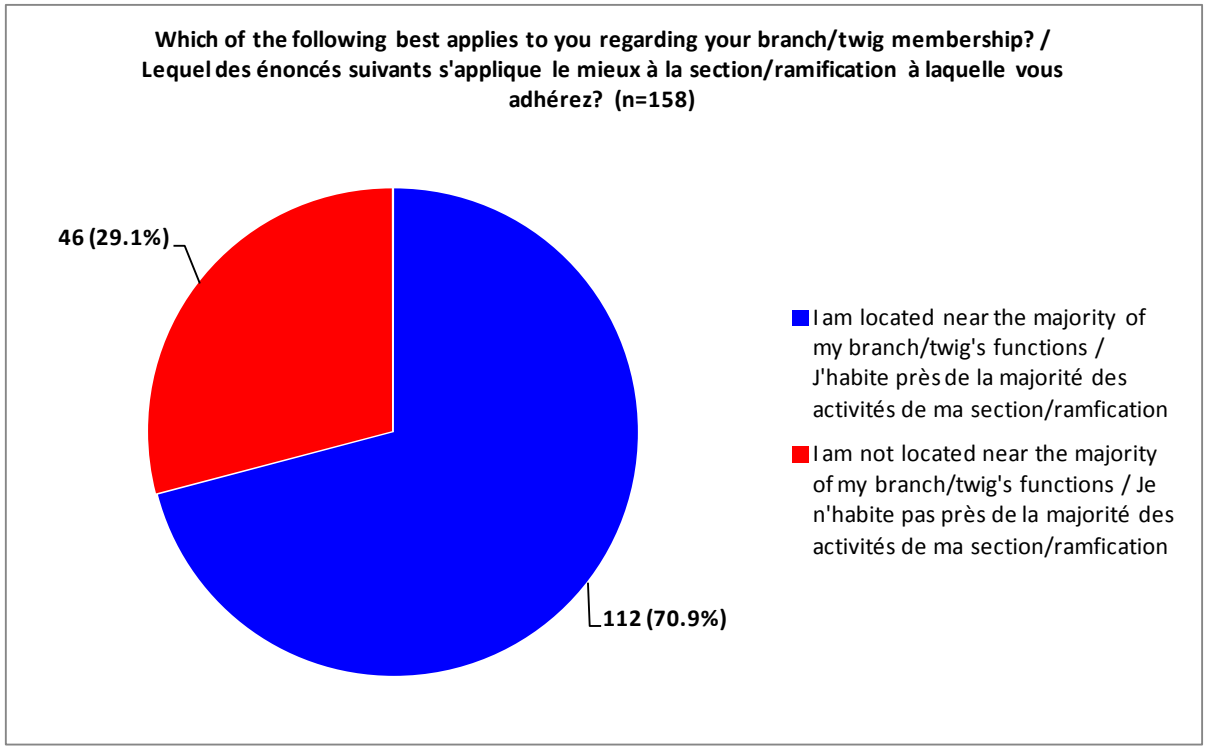
Chart 27: Distribution of survey participants by Editors Canada branch/twig



Note: Ottawa-Gatineau was formerly the National Capital Region; Prairie Provinces branch has since dissolved and become several smaller twigs.

One hundred and fifty-eight respondents indicated whether or not they are located near the majority of their branch/twig's functions. Almost 71% (n=112) reported they are located near the majority of their branch/twig's functions. It should be noted that no definition of "near" was provided (e.g., "near" means individuals live "x" distance away from where their branch/twig functions are held), so responses are based on respondents' subjective experiences of what constitutes a distance that is "near" or "far away."

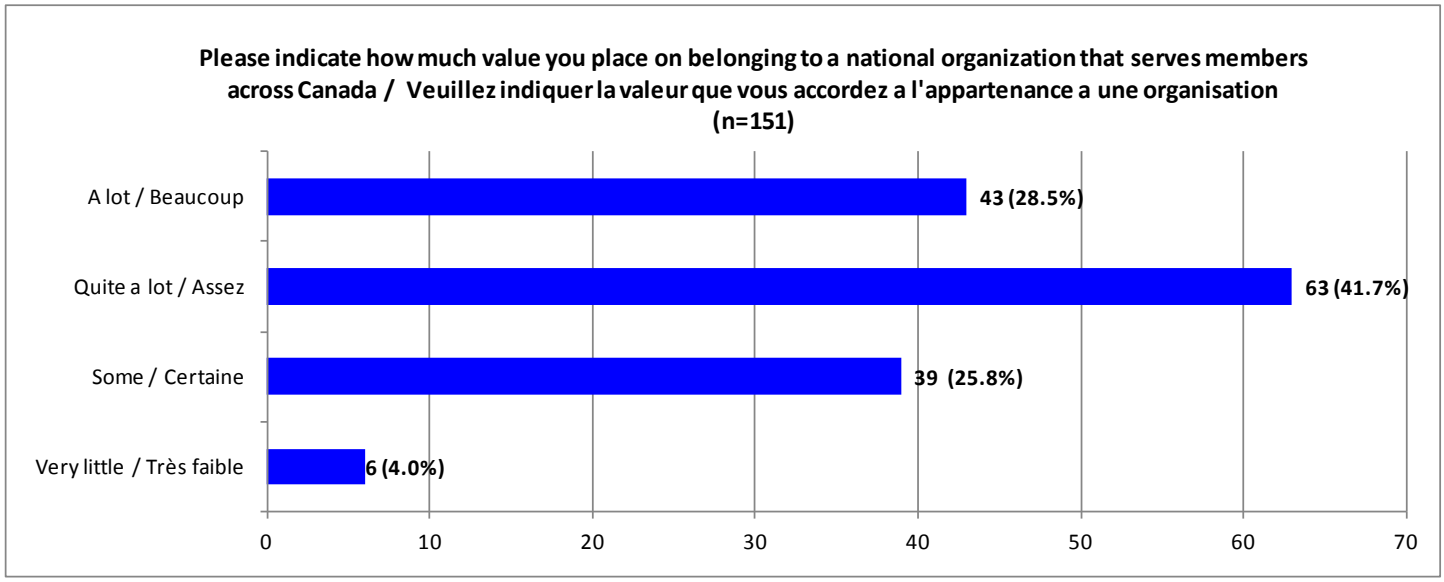
Chart 28: Proximity to branch/twig events—all survey participants



Value of Membership and Proximity to Branch/Twig Events

Of the 151 respondents (members only) who rated the value they placed on belonging to a national organization, 70% (n=106) indicated they placed "quite a lot" or "a lot" of value on belonging to a national organization.

Chart 29: Value of belonging to a national professional organization (Responses exclude student affiliates)



One hundred and forty-seven survey participants (members only) shared their views about the extent to which their branch or twig provided the value of belonging to Editors Canada (See Chart 30).

- 8% of respondents (n=12) indicated that their branch or twig provided all of the value of belonging to Editors Canada.
- 33% (n=48) reported their twig or branch provided them with most of the value of belonging to Editors Canada.
- 52% (n=77) of respondents to this question indicated that their branch or twig only provided some of the value of belonging to Editors Canada.
- 7% (n=10) of respondents reported that their branch or twig provided none of the value of belonging to Editors Canada.

Chart 30: Extent to branch/twig provides the value of belonging to Editors Canada (excludes student affiliate responses)

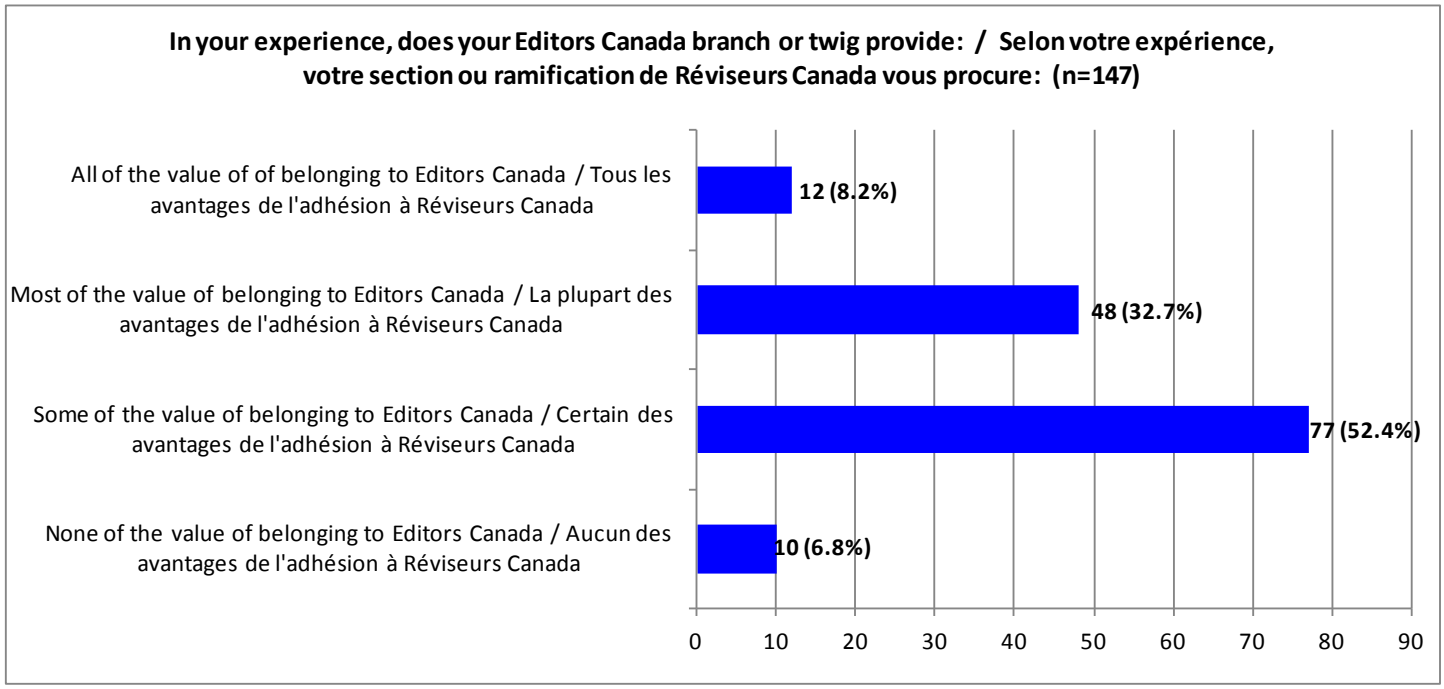
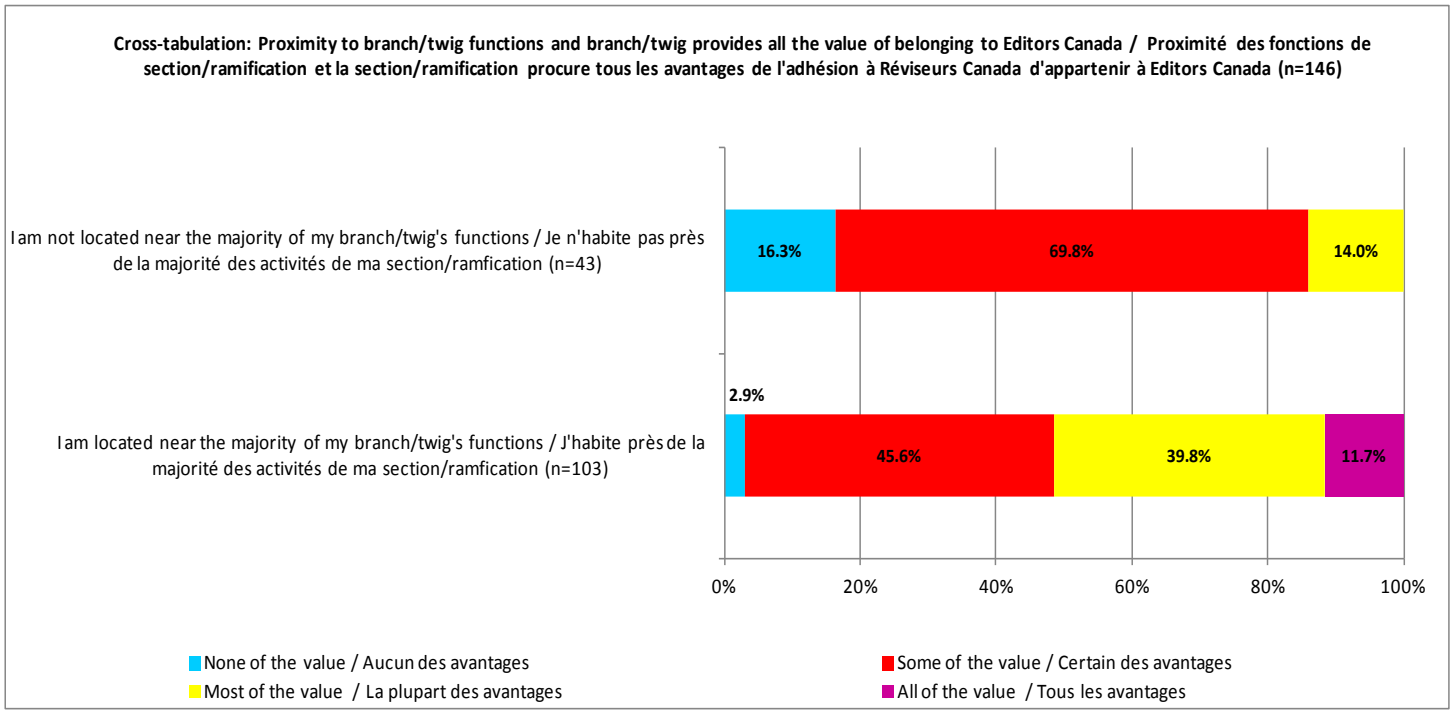


Chart 31 (following) shows the cross-tabulated results for proximity to branch/twig functions and members' perceptions of whether their branches/twigs provided all, some, most, or all of the value of belonging to Editors Canada. Just over half (52%) of the 103 survey respondents who reported they are located close to the majority of their branch/twig's functions indicated their branch or twig provided most or all of the value of belonging to Editors Canada, compared to 14% of those who reported they were not located close to the majority of their branch/twig's functions (n=43).

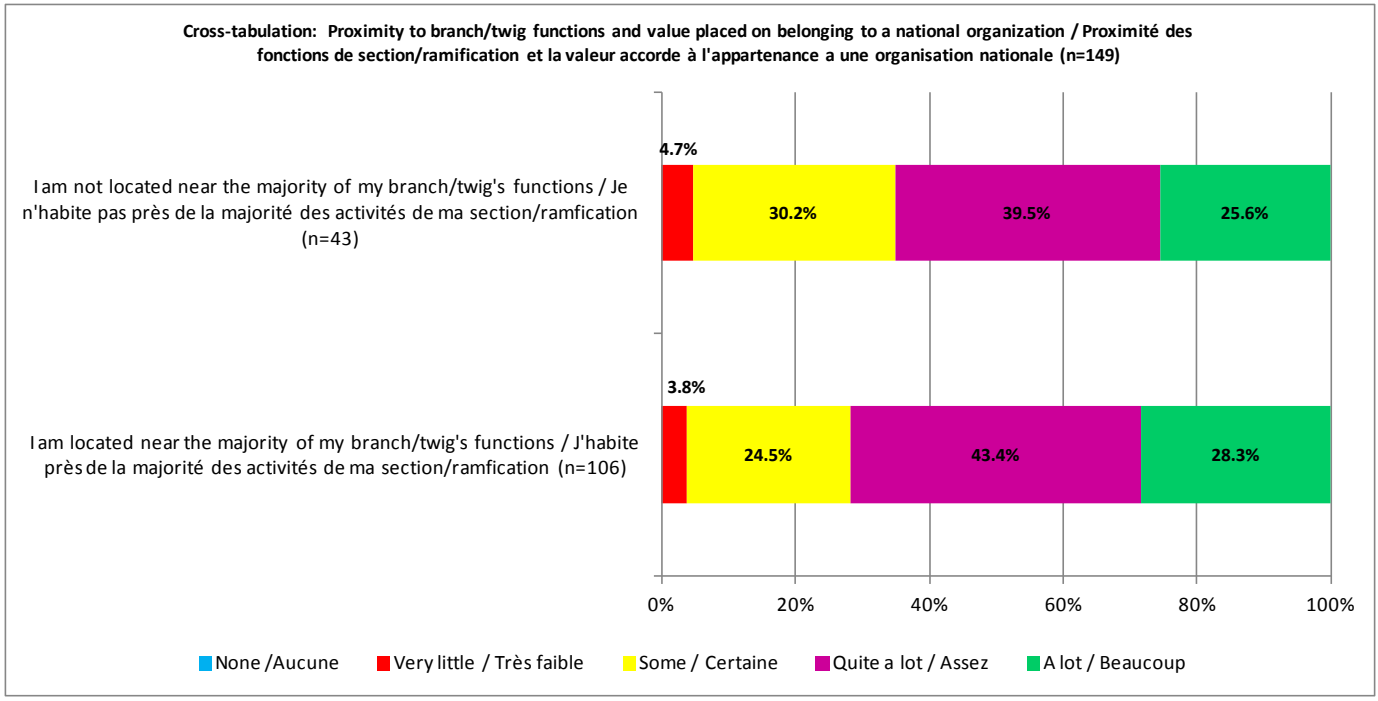
Chart 31[7]: Proximity to branch/twig and extent to which branch/twig provides value of belonging to Editors Canada



Respondents' proximity to the majority of their branch/twig's functions also influenced the overall value placed on belonging to Editors Canada (see Chart 32). Nearly 72% of survey participants who were located near the majority of branch/twig functions (n=106) reported they placed "quite a lot" or "a lot" of value on belonging to Editors Canada, whereas only 65% of respondents who were not located near the majority of their branch/twig's functions (n=43) reported they placed "quite a bit" or "a lot" of value on belonging to Editors Canada.

[7] Note: This chart includes only members' responses.

Chart 32[8]: Proximity to branch/twig functions and value placed on belonging to a national organization



Expectations and Benefits of Membership

Individuals often join professional associations with the expectation that the association will provide certain opportunities or benefits. Between 53 and 154 survey participants rated how well certain expectations were met for them, in relation to opportunities such as gaining skills to help them with their work, becoming more knowledgeable and establishing a professional network. Respondents were asked to rate how well each of these expectations were met on a scale of 1–5, where 1 = "Not at all," and 5 = "Completely." If an item was not applicable (either because it was not relevant to them or they had not held any expectations around the item), respondents had the option of selecting "N/A" (No expectations) as their answer.

- Of the 152 respondents who expected membership to demonstrate they were serious about their careers, 75% (n=114) reported that their expectations were mostly or completely met.
- Of the 153 respondents who expected to gain skills and techniques that would help them with their jobs, 54% (n=82) reported that their expectations were mostly or completely met.
- Of the 153 respondents who indicated they expected to build a professional network through their Editors Canada membership, 49% (n=74) reported that their expectations were mostly or completely met.

By comparison,

- Of the 151 respondents who expected to become more knowledgeable as an editor, only 28% (n=42) reported that their expectations were mostly or completely met.
- Of the 154 respondents who expected to make new friends through belonging to Editors Canada, only 33% (n=50) indicated that their expectations were mostly or completely met.
- Of the 154 respondents who expected to increase their client base through Editors Canada, only 27% (n=41) reported that their expectations were mostly or completely met.

[8] This chart includes only members' responses.

The following chart (Chart 33) shows the distribution of ratings (including the N/A category) for each of the items included in this question. The total number of responses for each item is provided, and the ratings are shown as a percentage of the total.

Chart 33: Extent to which expectations of membership in Editors Canada were met

Survey participants were also provided with a list of 27 membership benefits and were asked to indicate how highly they valued each benefit on a scale of 1–5, where 1 = “Least valued,” and 5 = “Most valued.” As with the previous rating question (i.e., expectations), an “N/A” category was also provided in the rating scale. Between 108 and 156 respondents rated each item. The following four benefits were rated as “somewhat valued” or “most valued” by more than 70% of participants who responded to these items:

- Editors Canada publications were identified as “somewhat” or “most” valued by slightly more than 76% of 156 respondents (n=119).
- Branch or twig seminars were identified as “somewhat” or “most” valued by just under 76% of 155 respondents (n=117).
- The national website was identified as “somewhat” or “most” valued by 73% of 156 respondents (n=114).
- The e-news update bulletin was identified as “somewhat” or “most” valued by 72% of 156 respondents (n=112).

Among the benefits that were rated as “least” or “minimally” valued by survey participants,

- the Editors Canada LinkedIn page was identified as “least” or “minimally” valued by 34% of 156 respondents (n=53); and
- the Editors Canada Twitter feed was identified as “least” or “minimally” valued by 29% of 156 respondents (n=45).

The following chart shows the distribution of ratings for each item, including the percent of respondents who selected “N/A.” The total number of responses for each item is provided.

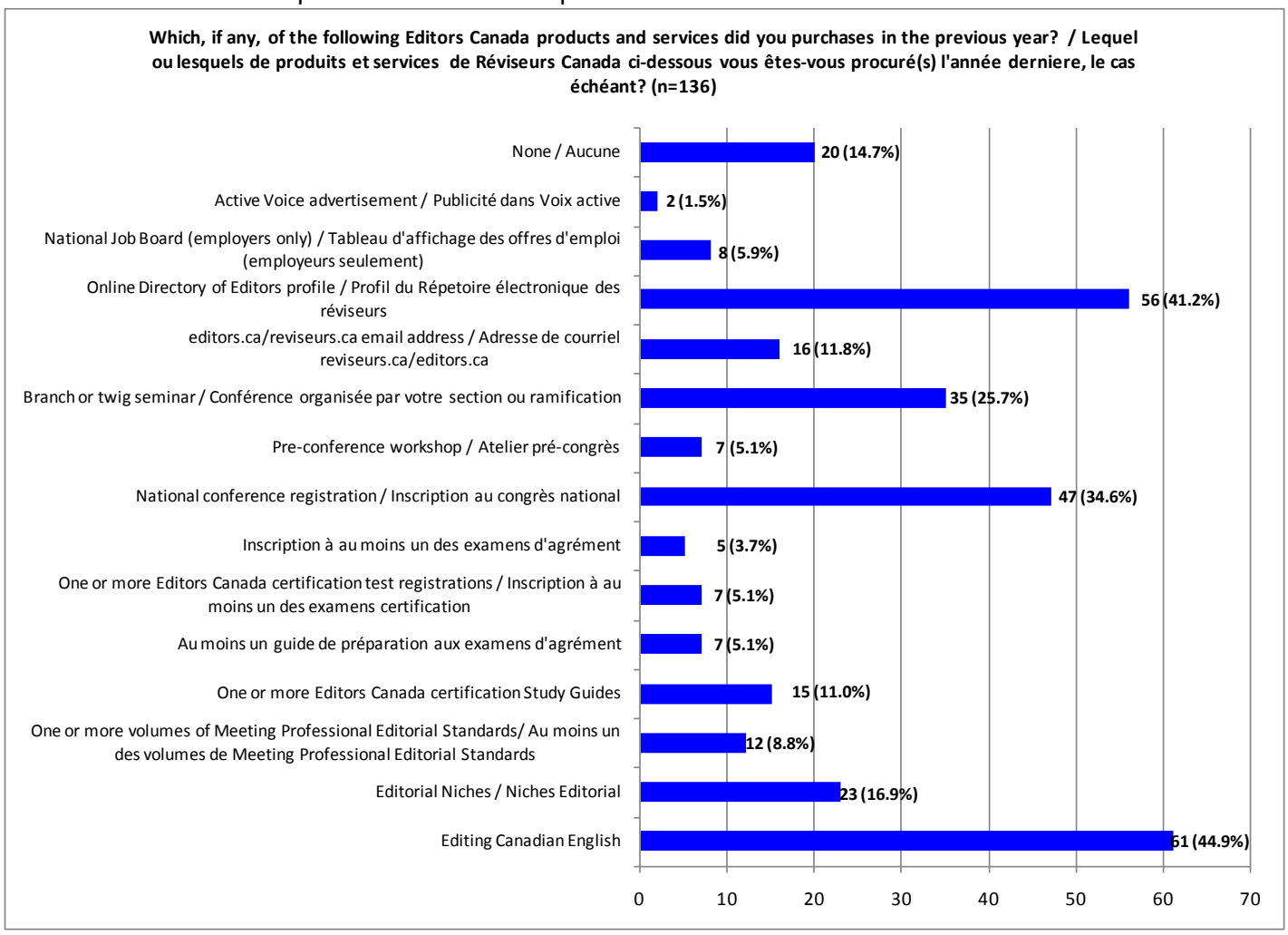
Chart 34: Value placed on Editors Canada membership benefits

Services and Products Purchased

One hundred and thirty-six survey participants provided information about one or more Editors Canada products or services that they purchased in the previous year (2015). Sixty-one respondents (45%) reported purchasing a copy of *Editing Canadian English*, 56 respondents (41%) purchased an Online Directory of Editors profile and 47 respondents (35%) purchased a national conference registration. Twenty-six percent of

respondents (n=35) reported purchasing a branch or twig seminar, whereas only 5% of respondents (n=7) reported purchasing a pre-conference workshop.

Chart 35: Editors Canada products and services purchased in 2015

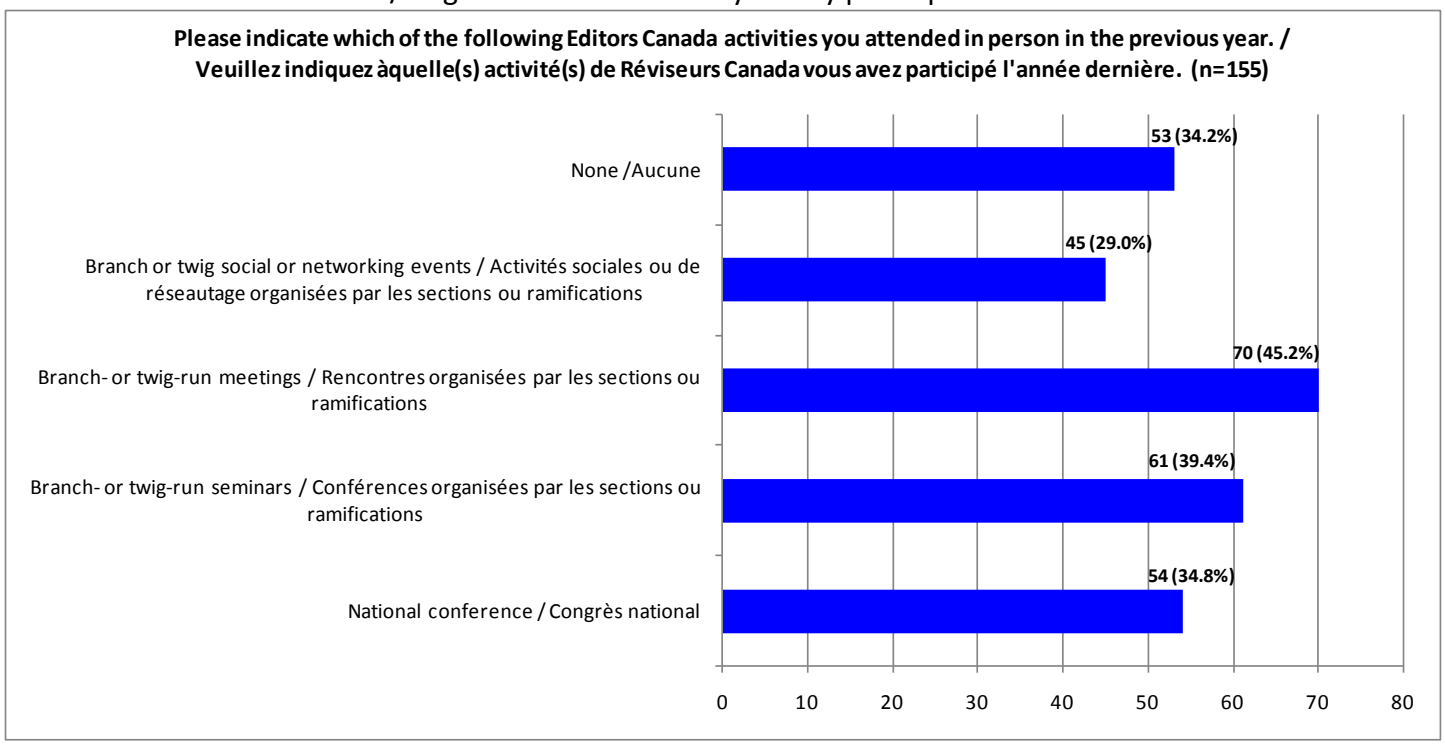


Note: This is a multiple response item, therefore percentages exceed 100%.

Editors Canada National and Branch/Twig Activities Attended in the Previous Year

A total of 155 respondents provided information about which, if any, of the Editors Canada activities they attended during 2015. The following chart illustrates that members were more likely to attend branch/twig-run meetings (45%, n=70) and seminars (39%, n=61) than the national conference (35%, n=54). Just over one-third of the members (34%, n=53) who answered this question reported that they had not attended any Editors Canada activities in 2015.

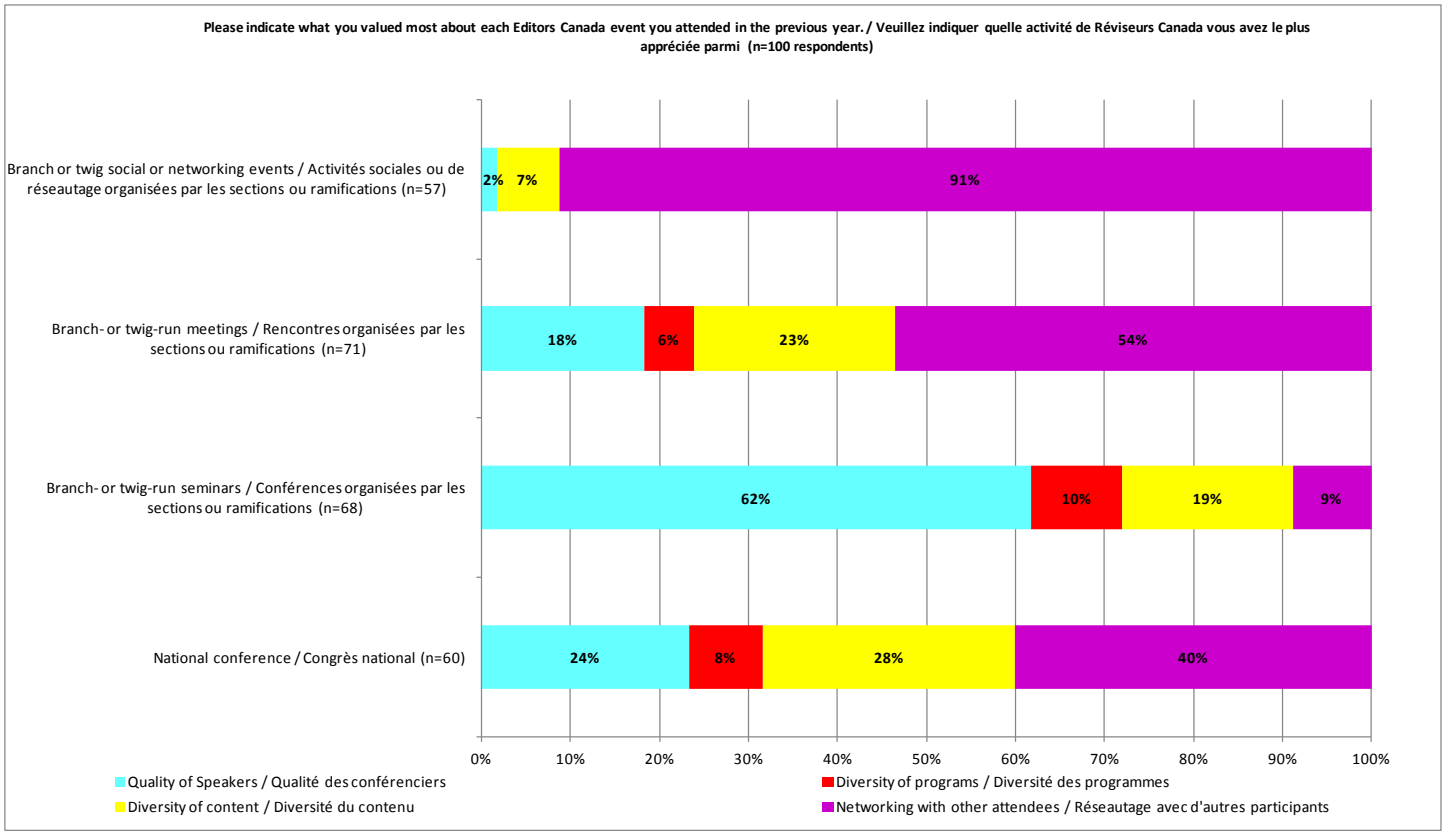
Chart 36: National and branch/twig activities attended by survey participants in 2015



Note: This item is a multiple response item; hence, the number of responses exceeds the number of survey participants who replied to this question.

One hundred survey respondents indicated what they valued most about each Editors Canada event they attended (see Chart 37). With the exception of branch-run seminars, respondents consistently indicated they most valued the opportunity to network with other attendees. Overall, respondents were more likely to most value the quality of speakers at branch- or twig-run seminars (62%) than at the national conference (24%). Conversely, diversity of content was most valued at the national conference (28%) and least valued at branch- or twig-run seminars (19%).

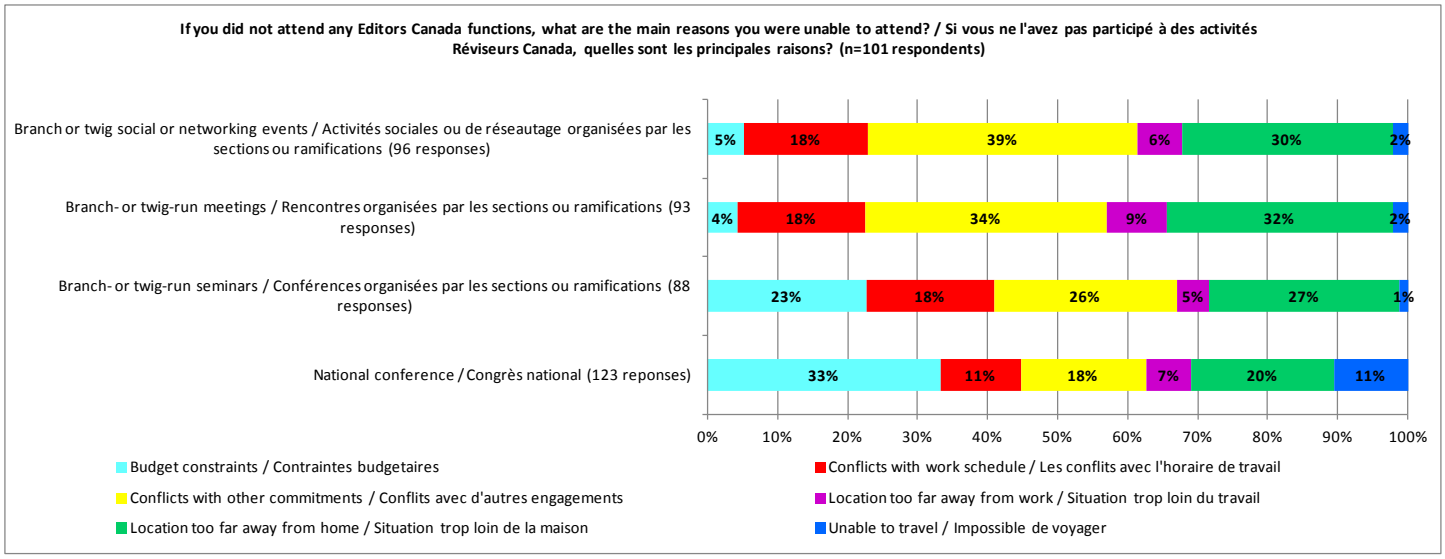
Chart 37: Elements of national and branch/twig activities most valued by survey participants



Note: Although a total of 100 individuals responded to this question, many had attended more than one function The n's indicate the total number of respondents who indicated they attended each of these events. To avoid potentially identifying participants, their responses for what they most valued about each event are reported as percentages.

One hundred and one survey respondents provided information about the reasons they were not able to attend any Editors Canada events over the previous year. The following chart (Chart 38) shows the total number of responses for each event; the reasons why survey participants could not attend these events are shown as a percentage of the total number of responses. The two reasons most frequently cited for not being able to attend the national conference were "budget constraints" (28%) and "location too far away from home" (21%). The reasons most often cited for being unable to attend various branch- or twig-level events were "location too far away from home"(35%) and "conflicts with other commitments" (33%).

Chart 38: Reasons for not attending any Editors Canada functions in 2015



Sixty-one survey respondents responded to an open-ended question about additional benefits or services that they would like to see made available through Editors Canada. Suggestions included:

- offering more web-based events such as webinars, particularly for individuals who live in rural areas that are a long distance from where their branch/twig functions are held;
- offering more seminars that are of interest to in-house editors;
- getting discounts for online style guides and other reference sources; and
- creating more training opportunities (e.g., seminars) for francophone members.

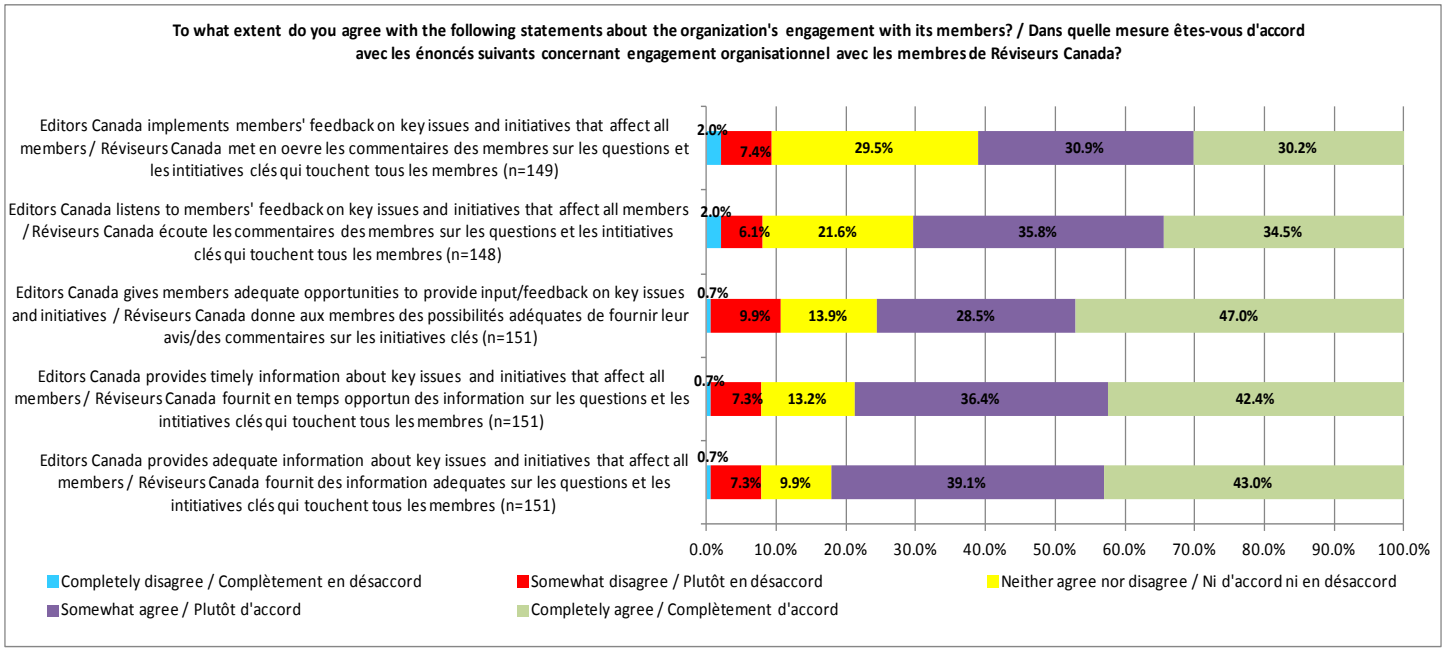
Many of the suggestions offered by survey respondents pertained to reducing the price of some services or including the services as part of the membership fees.

Editors Canada Engagement with Members

The 2016 membership survey included a new section of questions intended to canvass feedback on participants' (both members and student affiliates) perceptions of how well Editors Canada effectively engages with its members. Specifically, members were asked to what extent they agree with a series of statements about whether Editors Canada provides adequate and timely information about key issues and initiatives that affect all members; whether Editors Canada gives members adequate opportunities to provide feedback on key issues that affect all members; and whether Editors Canada both listens to and implements members' feedback on key issues and initiatives that affect all members. The number of survey participants who responded to each of these items ranged from 148 to 151. (See Chart 39 for specific details.)

Overall, the majority of survey participants who responded to this question somewhat or completely agreed with each of the statements in the following chart, with percentages ranging from 61% of respondents who somewhat or completely agreed with the statement that "Editors Canada implements members' feedback on key issues and initiatives…" to 82% of respondents who somewhat or completely agreed that "Editors Canada provides adequate information about key issues and initiatives…" The percentage of respondents who indicated they completely disagreed or somewhat disagreed with each of the statements in the following chart ranged from 8% to just under 11%.

Chart 39



While the percentage of respondents who indicated they neither agreed nor disagreed with the statements was less than 15% for three of the statements, nearly 30% of respondents selected the "neither agree nor disagree" option for the statement "Editors Canada implements members' feedback on key issues and initiatives…"; and nearly 22% of respondents selected the "neither agree nor disagree" option in response to the statement that " Editors Canada listens to members' feedback on key issues and initiatives…" It is not clear whether there are other factors contributing to this response pattern.

Communications Vehicles

The 2016 membership survey offered a revised version of the question "Which Editors Canada communications vehicles did you use in the previous year?" The question was restructured to not only capture information about *which* communications vehicles survey participants had used in the previous year (2015), but to also investigate whether survey participants used each communications platform to contact others and /or receive information about Editors Canada.

Overall, 142 survey participants responded to this question; between 112 and 120 respondents indicated they had used various communications platforms to communicate with others, and between 112 and 128 respondents provided information about which Editors Canada communications platforms they used to receive information about Editors Canada (see Charts 40 and 41).

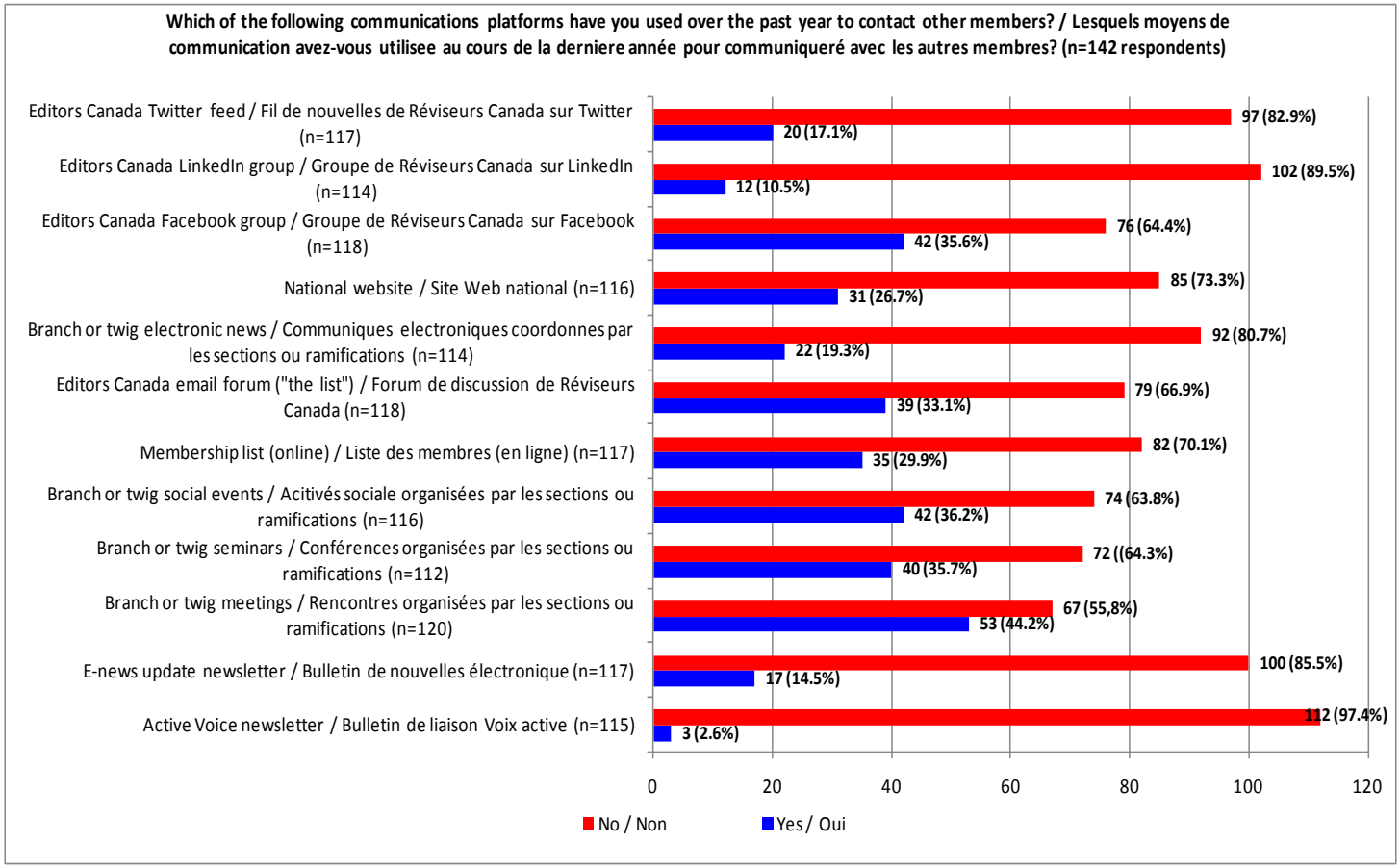
Survey respondents most frequently cited using the following communications platforms to contact other Editors Canada members:

- branch or twig meetings (53/120, 44%)
- branch or twig social events (42/116, 36%)
- branch or twig seminars (40/112, 36%)
- Editors Canada Facebook group (42/118, 36%)
- Editors Canada email forum (39/118, 33%)

Survey participants least often cited the following platforms to contact other members:

- *Active Voice* newsletter (3/115, 3%)
- Editors Canada LinkedIn group (12/114, 9%)
- E-news update newsletter (17/117, 15%)
- Editors Canada Twitter feed 20/117, 17%)

Chart 40: Communications platforms used in 2015 to contact other members



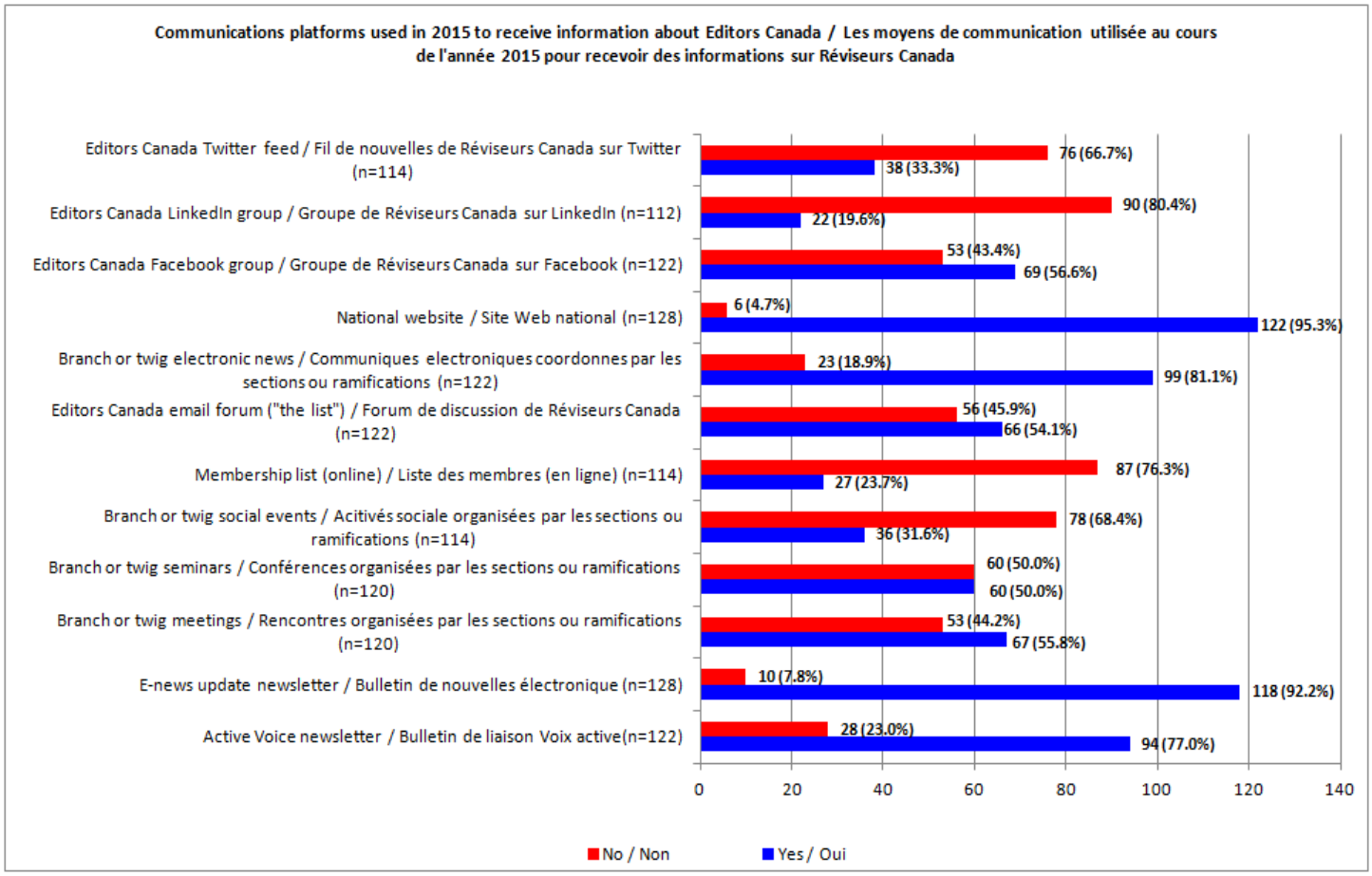
When asked which communications platforms survey participants had used to receive information about Editors Canada, they most often cited the following platforms:

- national website (122/128, 95%)
- e-news update newsletter (118/128, 93%)
- branch or twig electronic news (99/122, 81%)

Survey respondents were least likely to use the following communications platforms to receive information about Editors Canada:

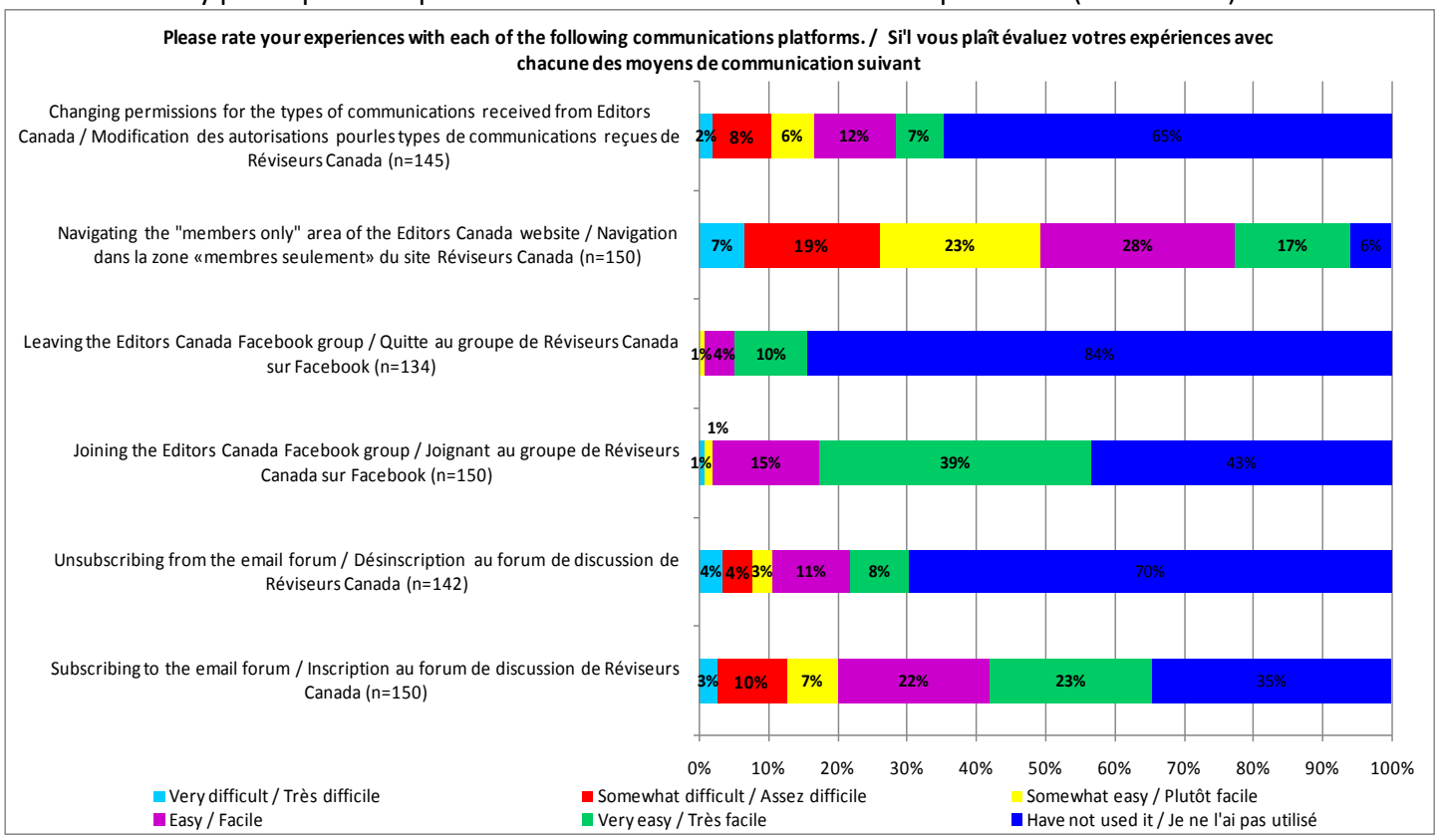
- Editors Canada LinkedIn group (22/112, 20%)
- online membership list (27/114, 24%)
- branch or twig social events (36/114, 32%)

Chart 41


Communications platforms used in 2015 to receive information about Editors Canada / Les moyens de communication utilisée au cours de l'année 2015 pour recevoir des informations sur Réviseurs Canada
Editors Canada Twitter feed / Fil de nouvelles de Réviseurs Canada sur Twitter (n=114)
76 (66.7%)
38 (33.3%)
Editors Canada LinkedIn group / Groupe de Réviseurs Canada sur LinkedIn (n=112)
90 (80.4%)
22 (19.6%)
Editors Canada Facebook group / Groupe de Réviseurs Canada sur Facebook (n=122)
53 (43.4%)
69 (56.6%)
National website / Site Web national (n=128)
6 (4.7%)
122 (95.3%)
Branch or twig electronic news / Communiques electroniques coordonnes par les sections ou ramifications (n=122)
23 (18.9%)
99 (81.1%)
Editors Canada email forum ("the list") / Forum de discussion de Réviseurs Canada (n=122)
56 (45.9%)
66 (54.1%)
Membership list (online) / Liste des membres (en ligne) (n=114)
87 (76.3%)
27 (23.7%)
Branch or twig social events / Acitivés sociale organisées par les sections ou ramifications (n=114)
78 (68.4%)
36 (31.6%)
Branch or twig seminars / Conférences organisées par les sections ou ramifications (n=120)
60 (50.0%)
60 (50.0%)
Branch or twig meetings / Rencontres organisées par les sections ou ramifications (n=120)
53 (44.2%)
67 (55.8%)
E-news update newsletter / Bulletin de nouvelles électronique (n=128)
10 (7.8%)
118 (92.2%)
Active Voice newsletter / Bulletin de liaison Voix active(n=122)
28 (23.0%)
94 (77.0%)
0
20
40
60
80
100
120
140
No / Non
Yes / Oui

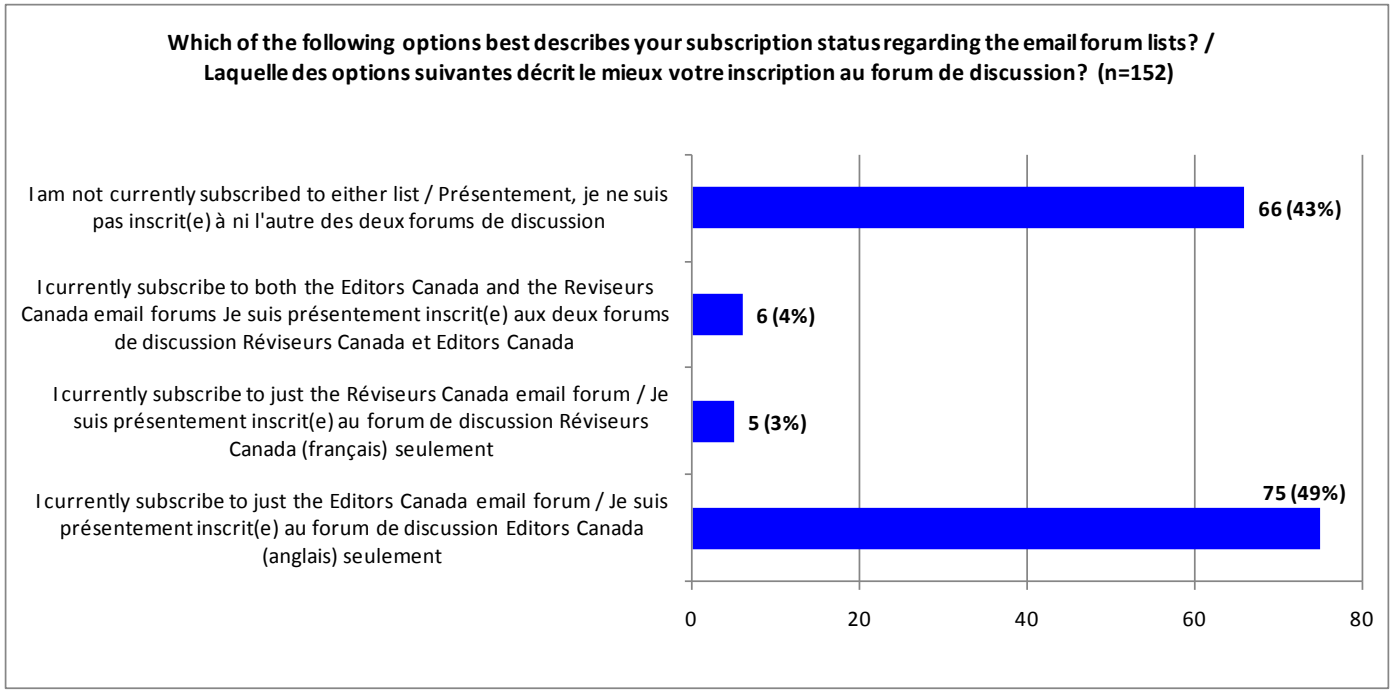
The 2016 membership survey added a new question that asked respondents to rate their experiences with several communications platforms, including subscribing and unsubscribing from the email forum, navigating the members only area of the website and changing permissions for the types of information received from Editors Canada. Overall, between 134 and 150 survey participants provided feedback on one or more of the communications platforms listed in Chart 42.

Chart 42: Survey participants' experiences with various communications platforms (ease of use)



One hundred and fifty-two respondents provided information about whether they subscribed to one or both of the email forum lists. Of those 152 individuals, 43% (n=66) indicated they were not currently subscribed to either email forum. Whereas 49% (n=75) of the respondents to this question reported they only subscribed to the English-language email forum, only 3% (n=5) indicated they were subscribed just to the French-language email forum.

Chart 43: Subscriptions to the email forum lists



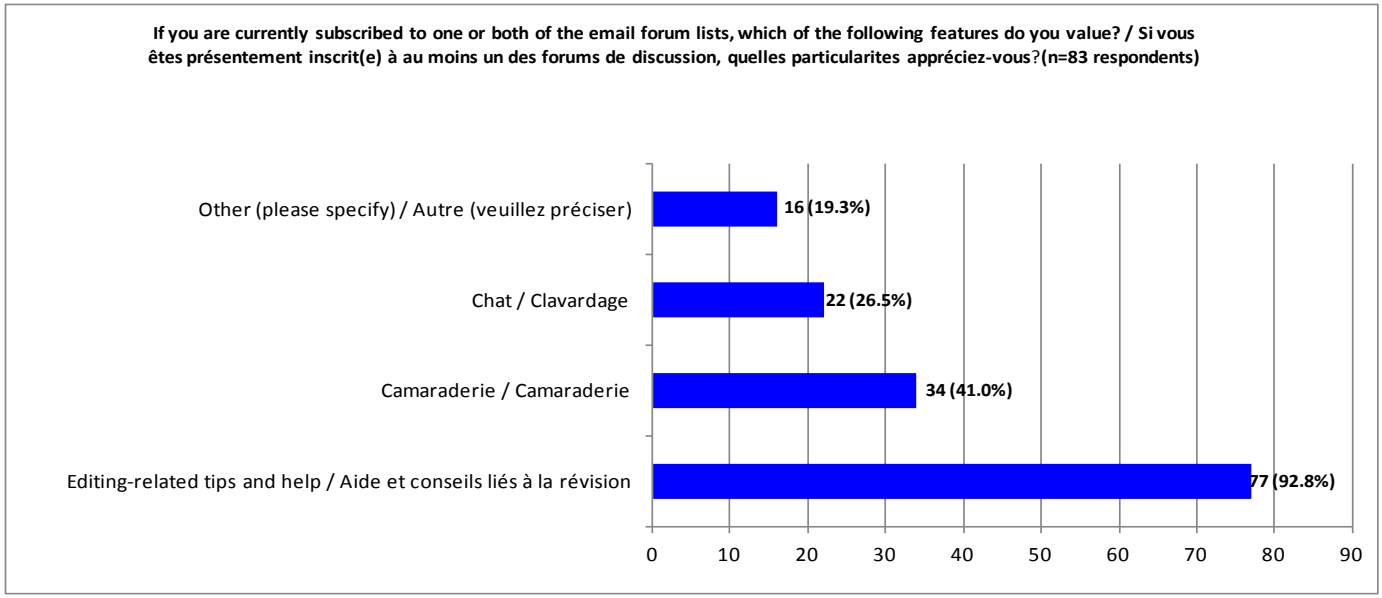
Eighty-three of the 86 survey respondents who had indicated in the previous question that they were subscribed to one or both email forums reported on which email forum features they valued. Respondents were invited to select all response categories that applied to them; therefore, the total number of responses exceeds the total number of respondents, and the total percent exceeds 100%. Overall, 93% (n=77) of the respondents indicated they valued the editing-related tips and help they found on the email forum and just over a quarter of the respondents (27%, n=22) reported they valued the chat.

Other features that respondents reported valuing included:

- getting advice on business operations;
- learning about jobs; and
- being warned about scam clients.

Several respondents who selected “other” noted that in their opinion, the email forums were no longer consequential and had been replaced by social media platforms such as Facebook. Other respondents indicated they rarely read the emails and would most likely unsubscribe if they knew how to successfully unsubscribe from the list.

Chart 44: Valuable features of the email forum lists

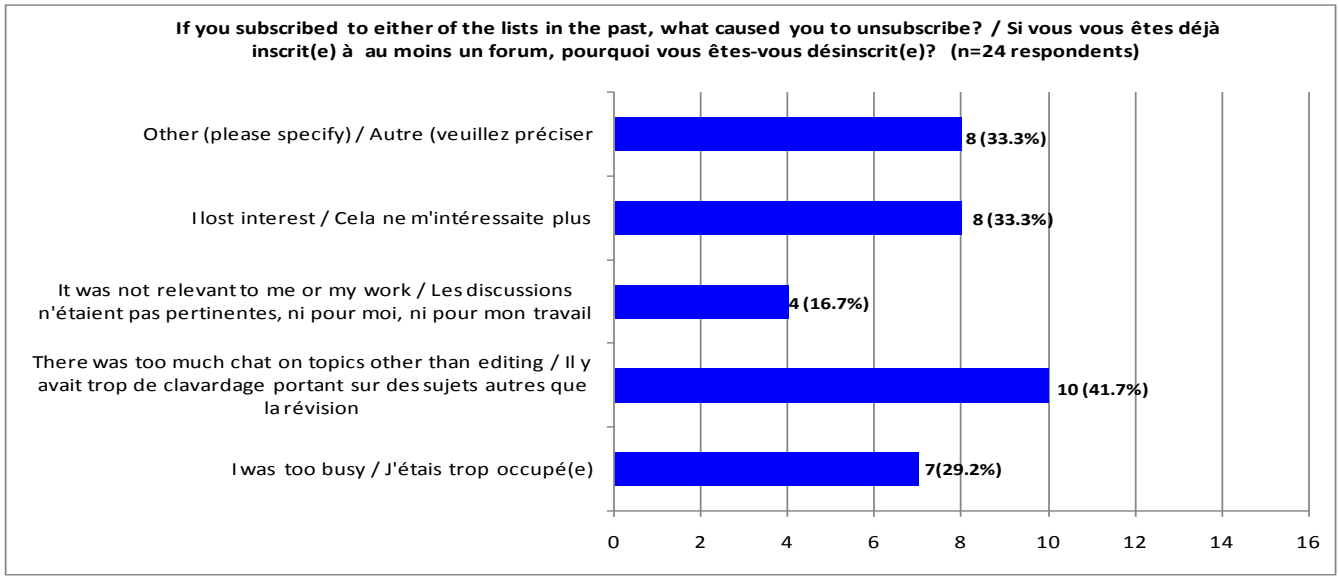


Of the 66 survey respondents who indicated they were not currently subscribed to any of the email forums, 36% of survey participants (n=24) reported they had subscribed to the email forum in the past.

When these 24 survey participants were asked why they had unsubscribed from the email forum,

- 42% indicated they left because there was too much chat about topics unrelated to editing (n=10);
- 33% reported they had lost interest (n=8);
- 29% indicated they were too busy (n=7);
- 18% reported the topics on the email forum were not relevant to their work (n=4); and
- 33% listed “other” as their reason for unsubscribing from the lists (n=8).

Chart 45: Reasons for unsubscribing from the email forum lists

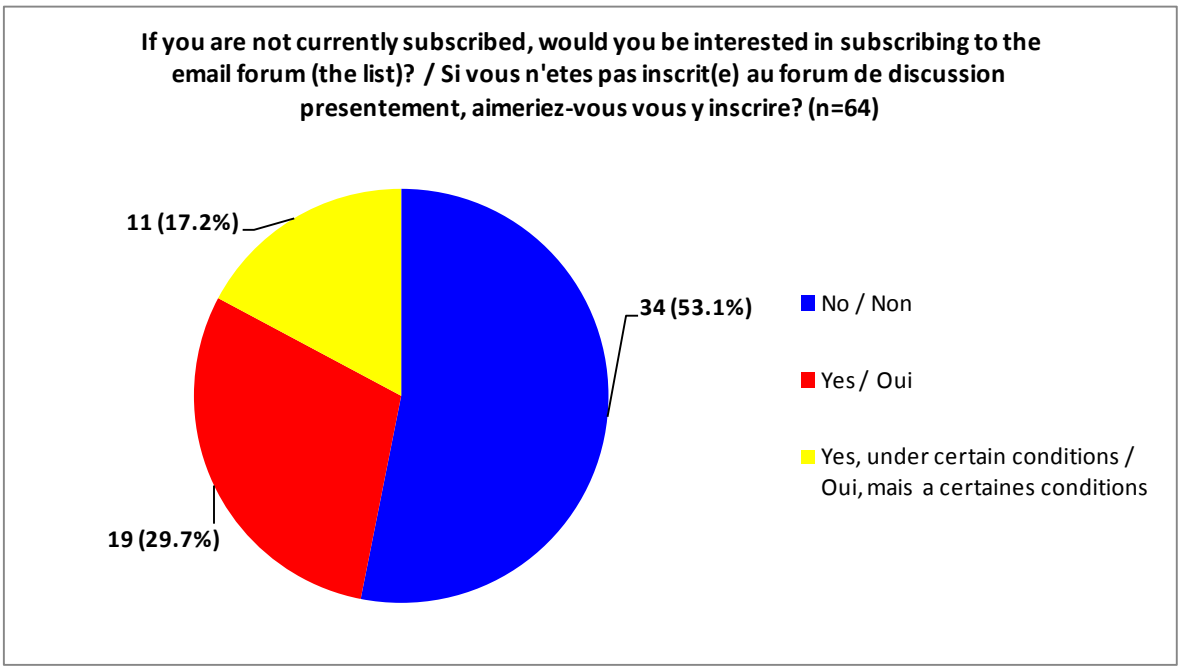


Note: This was a multiple response item; therefore, the number of responses exceeded the number of respondents.

"Other" responses provided by survey participants included (1) feeling unwelcome or excluded by "in-groups" that had developed among email forum users and (2) feeling overwhelmed by the volume of emails received as a result of subscribing to the email forum.

Sixty-four of the 66 respondents who are not currently subscribed to either email forum responded to the question about whether they would be interested in subscribing to the email forum. Just over half the respondents to this question (53%, n=34) replied "no." Seventeen percent of respondents (n=11) indicated they would subscribe under certain conditions such as sticking to editing-related topics, not being bombarded by emails and making the email forum a friendlier, more welcoming discussion group. Several respondents indicated they did not know what the email forum is.

Chart 46

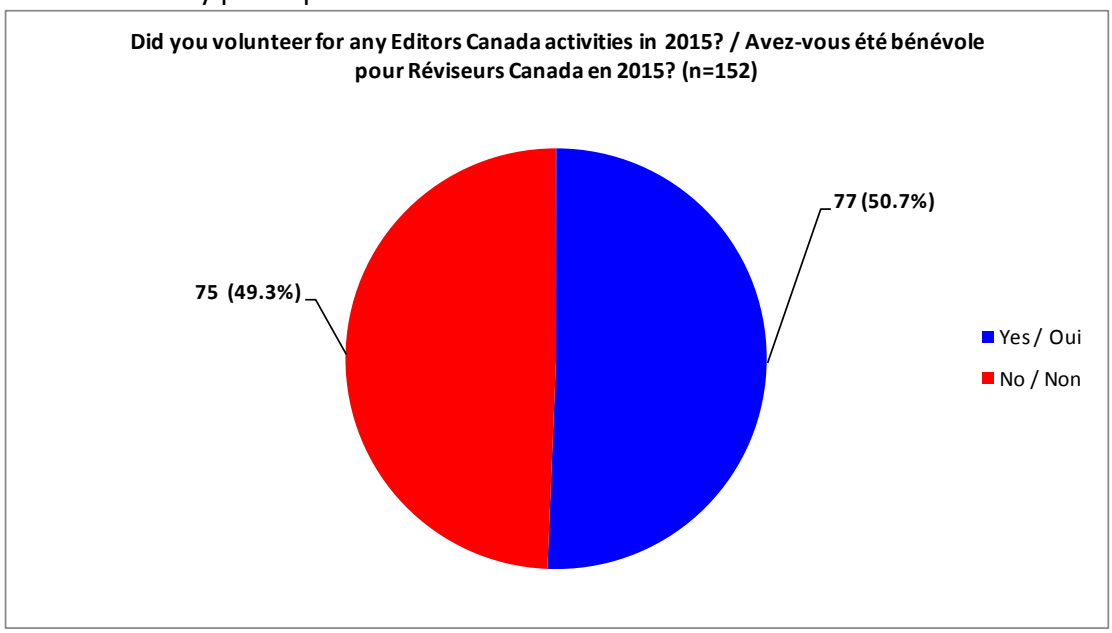


Volunteer Activities

Several of the questions related to volunteering were revised in the 2016 membership survey. Questions about volunteering activities that were not directly related to Editors Canada were dropped from the survey, and questions pertaining to the type of volunteering activities engaged in during the previous year and the reasons for volunteering with Editors Canada were added to the survey.

Of the 152 respondents who answered the question, "Did you volunteer for any Editors Canada activities in 2015," 51% replied "yes" (n=77) and 49% replied "no" (n=75).

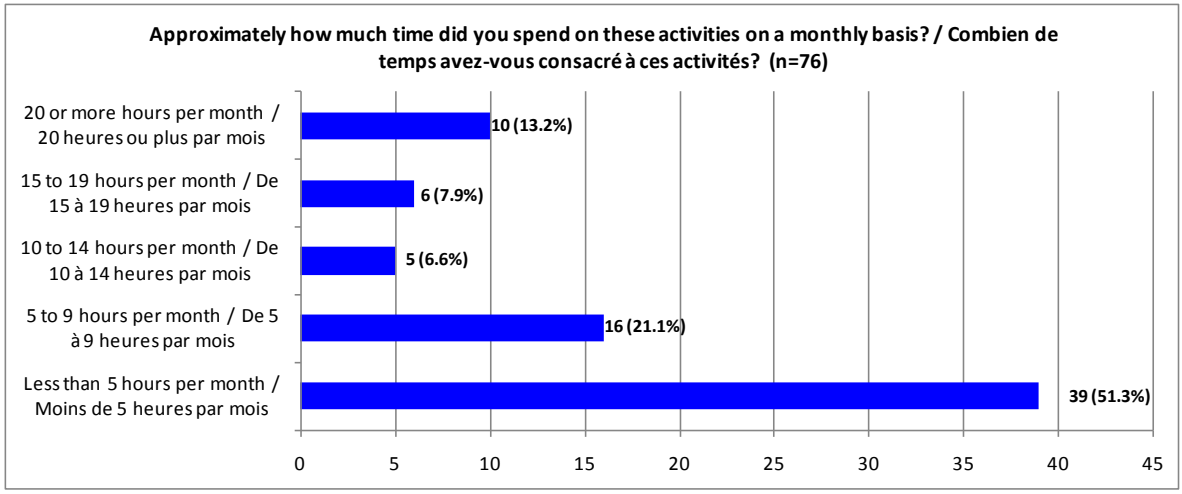
Chart 47: Survey participants who volunteered with Editors Canada in 2015



Of the 76 respondents who provided information about the amount of time, per month, they spent on Editors Canada-related volunteer activities,

- nearly three-quarters (72%) of respondents (n=55) indicated they spent less than 10 hours per month on volunteer activities;
- 51% (n=39) of the 76 respondents reported they spent less than five hours per month on volunteer activities;
- approximately 15% (n=11) of respondents indicated they spent between 10 and 19 hours per month on Editors Canada volunteer activities; and
- 13% of respondents noted they spent 20 or more hours per month on volunteer activities for Editors Canada.

Chart 48: Hours per month spent on Editors Canada volunteer activities

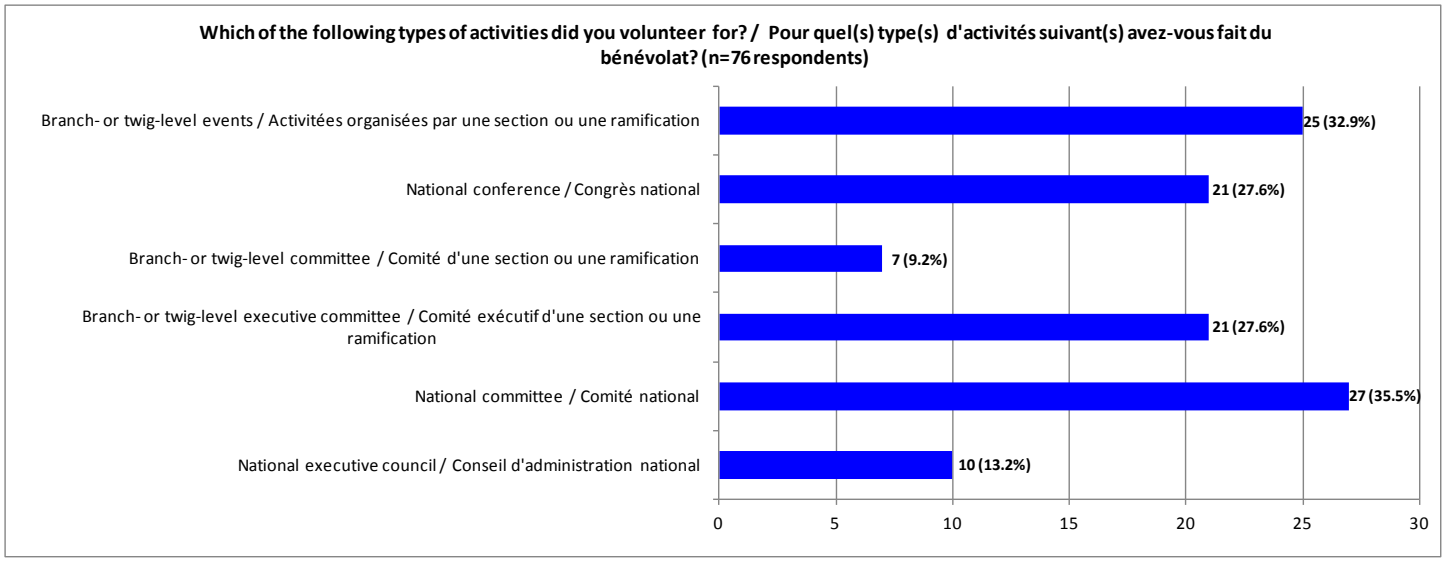


Seventy-six of the 77 survey participants who indicated they volunteered for Editors Canada in the previous year (2015) also provided information about the types of volunteer activities they engaged in. Respondents were invited to select all response categories that were applicable, and roughly one-third of the 76 respondents indicated they were engaged in more than one type volunteer activity.

Forty-nine percent of respondents to this question reported they either volunteered on the national executive council (13%, n=10) or on a national committee (36%, n=27), and 37% of respondents reported volunteering for either a branch- or twig-level committee (9%, n=7) or executive-level committee (28%, n=21).[9] Just over one-quarter of respondents (28%, n=21) reported their volunteer work related to the national conference, and 33% (n=25) reported they volunteered at branch- or twig-level events.

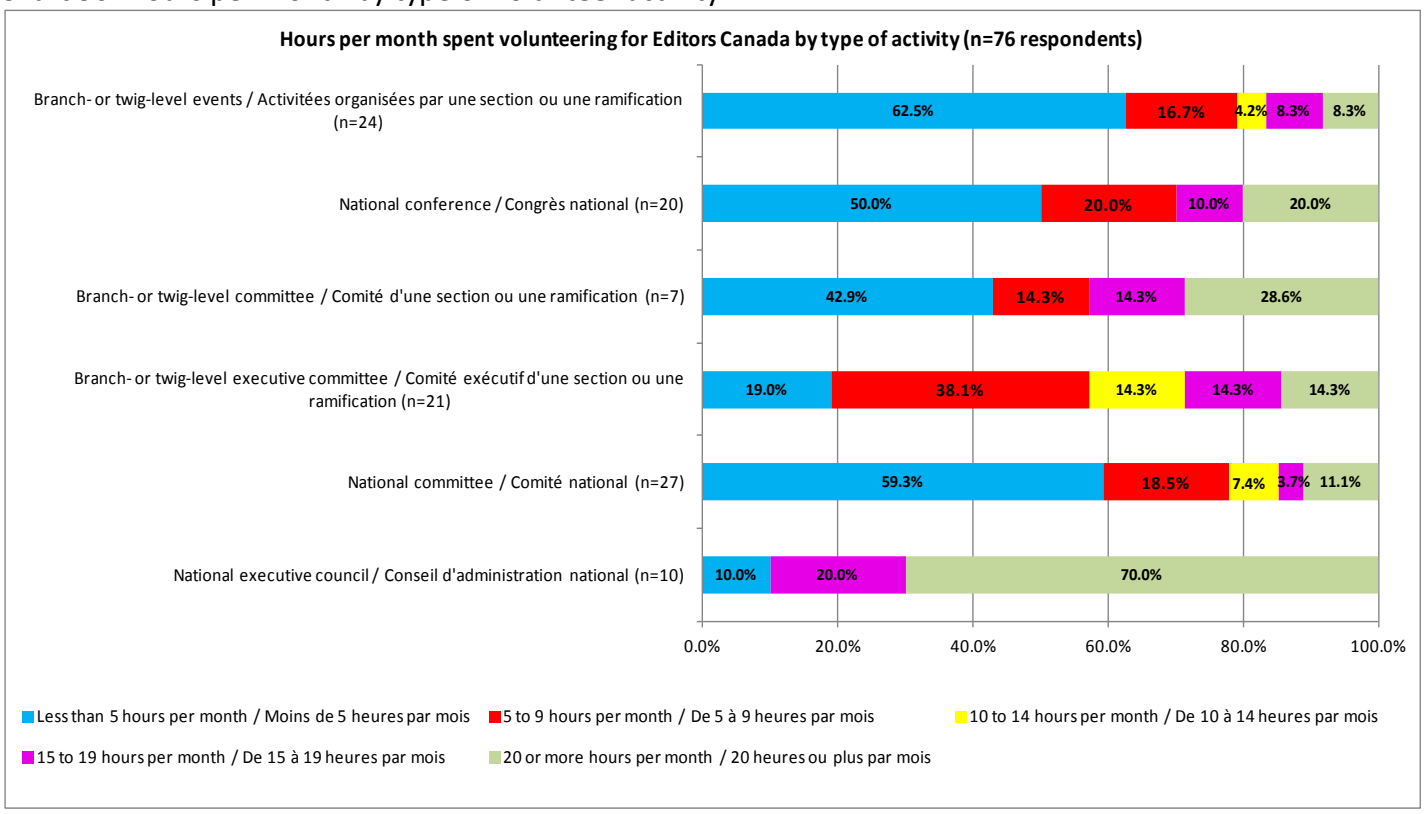
[9] Given that one would expect fewer volunteers at the executive level than at the committee level, this finding at the branch/twig level is unusual. It is not possible to tell from the data whether survey respondents confused the order of the response categories, or whether it actually is the case that three times as many branch/twig executive volunteers as committee-level volunteers responded to this survey question.

Chart 49: Types of volunteer activities



The hours per month spent on volunteer activities were cross-tabulated by the types of volunteer activities. Due to the low n's in some data cells, results for the cross-tabulation are reported as a percent only. Seventy percent of respondents who volunteered on the national executive council reported spending 20 or more hours per month on their volunteer activities.

Chart 50: Hours per month by type of volunteer activity



Among the respondents who indicated they volunteered on branch- or twig-level committees or executive committees,

- 29% of branch- or twig-level committee volunteers reported spending more than 20 hours per month on volunteer activities; and
- 14% of volunteers on branch- or twig-level executive committees reported spending 20 or more hours per month on volunteer activities.[10]

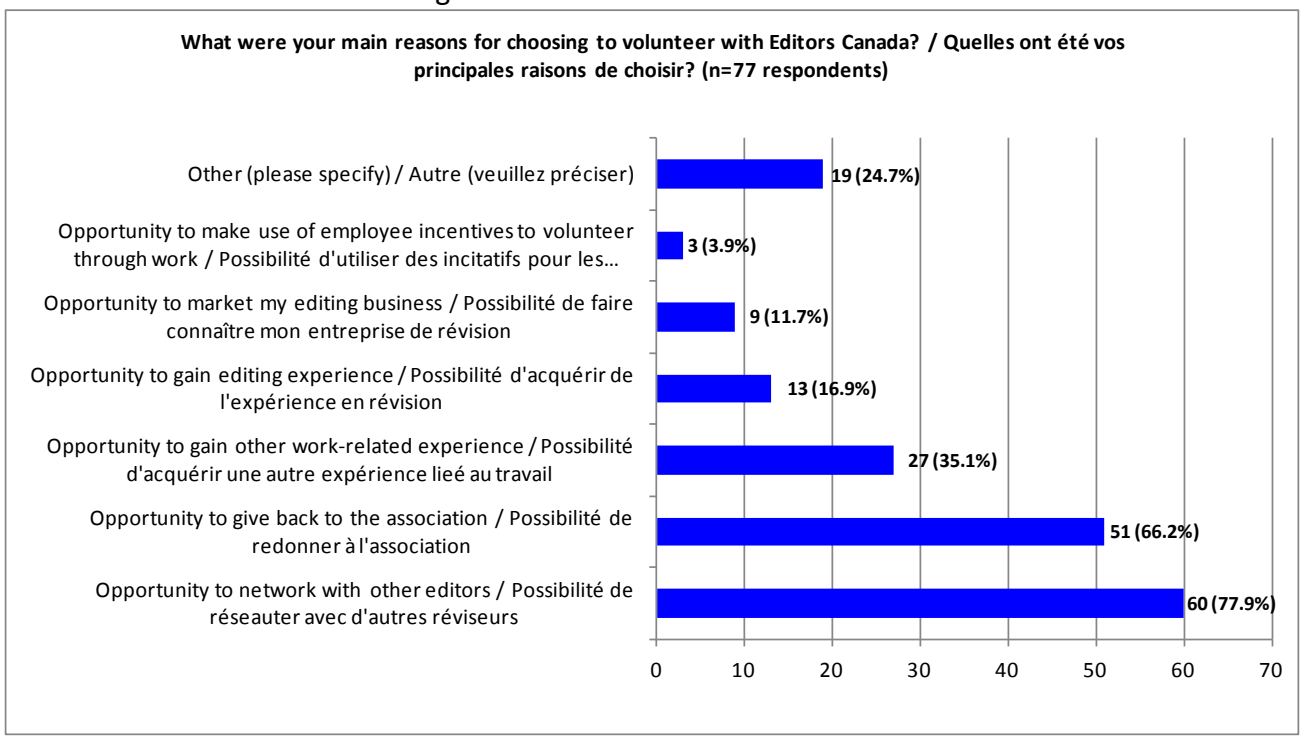
Reasons for volunteering with Editors Canada

All 77 of the survey participants who reported they had volunteered with Editors Canada in the previous year indicated their main reasons for volunteering. The two response categories most often cited as a main reason for choosing to volunteer were the "opportunity to network with other editors" (78%, n=60) and the "opportunity to give back to the association" (66%, n=51).

The least often cited reasons for choosing to volunteer were the "opportunity to make use of employee incentives" (4%, n=3) and the "opportunity to market my editing business" (12%, n=9).

Other reasons for choosing to volunteer with Editors Canada were the opportunity to advocate for rural and remote member services, the opportunity to influence decisions made by the executive and the opportunity to shape the organization and its offerings.

Chart 51: Reasons for volunteering with Editors Canada



Note: This is a multiple response item (i.e., respondents were invited to select all response categories that were applicable to them); therefore, the total number of responses exceeds the total number of respondents, and the total percent exceeds 100%.

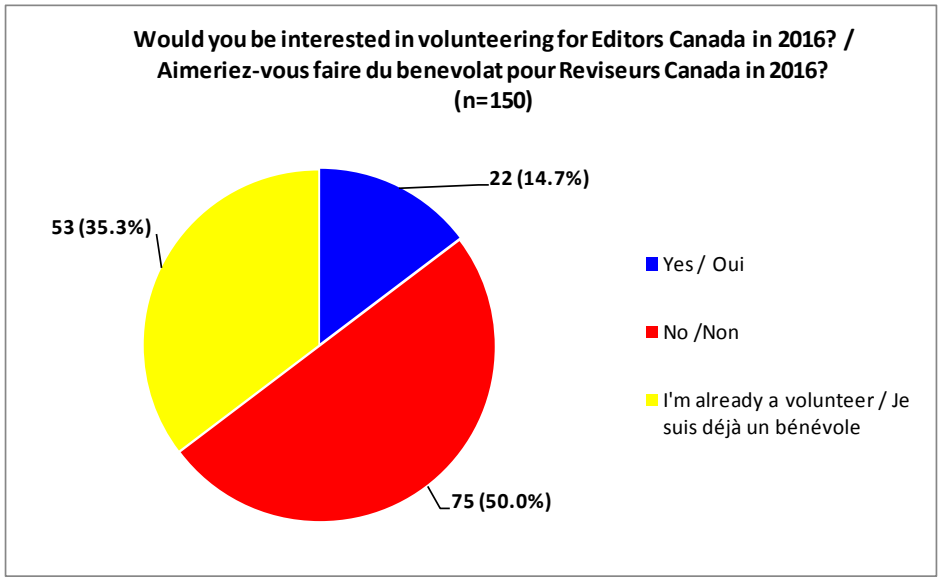
When asked if they would consider volunteering with Editors Canada in *2016*, survey participants (n=150) provided the following answers:

[10] See previous footnote for possible explanation as to why branch-/twig-level committee members seem to be spending more time per month on volunteer activities than their executive-level counterparts.

- 15% responded “yes”;
- 50% responded “no”; and
- 35% indicated they were already a volunteer.

These data seem to suggest that of the roughly 50% of survey participants who indicated they had volunteered in 2015, 35% were willing to continue volunteering in 2016.

Chart 52: Interest in volunteering for Editors Canada in 2016

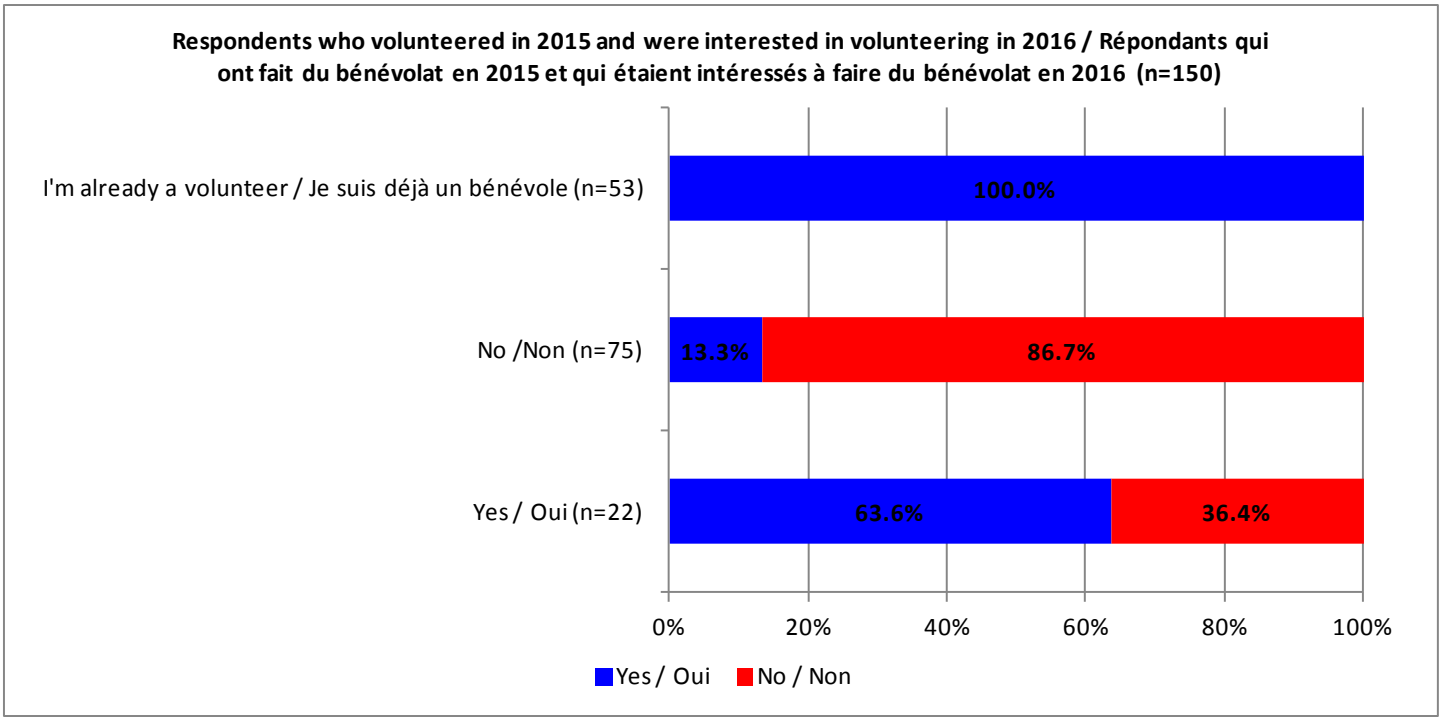


Responses to the question “Would you be interested in volunteering in 2016?” were cross-tabulated with the responses to the question “Did you volunteer for any Editors Canada functions in 2015?” In Chart 53 (following), the “yes” responses (shown in blue) represent survey respondents who reported they had volunteered for Editors Canada in 2015; the “no” responses (shown in red) refer to survey respondents who indicated they had *not* volunteered for any Editors Canada activities in 2015.

In response to the question “Would you be interested in volunteering for Editors Canada in 2016?” 53 respondents indicated they were already volunteers. Furthermore, of the 22 respondents who expressed an interest in volunteering with Editors Canada in 2016, 64% (n=14) had volunteered with Editors Canada the previous year.

However, among the 75 survey participants who indicated they were *not* interested in volunteering with Editors Canada in 2016, only 13% (n=10) indicated they had volunteered with the association in 2015, and 87% (n=65) indicated they had *not* volunteered for Editors Canada in 2015.

Chart 53: Interest in volunteering in 2016 and previous volunteer activity



Next Steps

This summary report has provided an overview of the major points covered in each section of the membership survey. While the data gives us some indication of the magnitude of responses to certain items, they do not give any indication about the kinds of factors that, for example, might have influenced how respondents rated the value of their Editors Canada branch or twig, or how much value they placed on various membership benefits. The data reported here are best used as a starting point for discussion and further exploration. Further analysis (through cross-tabulation of key survey items) may provide more insight into why some expectations were perceived as being better met than others, or why some membership benefits were valued more highly than others.

To avoid analysis paralysis, a good strategy would be to select a few key items that represent strategic priorities for the organization, such as member retention and acquisition, and then use the results of such analyses to better understand how to reach out to various groups of members within the organization to ensure they are getting the full value of their membership.

The data results could also be used to measure previously identified strategic goals and provide baseline data to track progress on such goals.

Additional data charts and analyses for survey items not included in this report will be made available to the national executive and national committee chairs on an “as needed” basis to support planning and decision-making processes.