



# 2021 EGA SURVEY DEMOGRAPHICS

Survey and Summary Report created by Josh Miller and Hannah Drake of IDEAS  
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# SUMMARY OVERVIEW

## EGA

- 13 regions across the US and Canada
- 260+ chapters total
- Three online chapters

Learning and education.

Love of the craft.

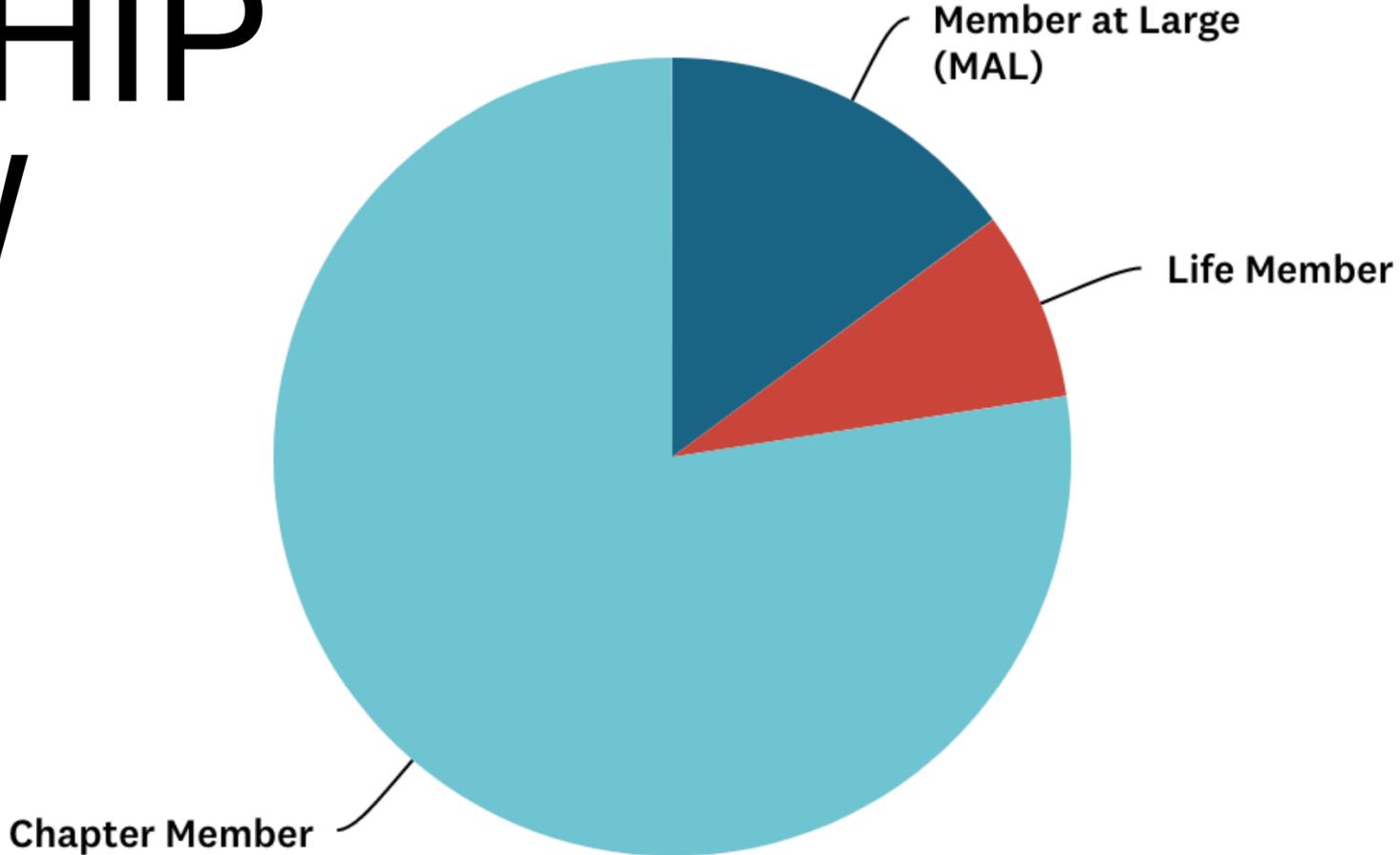
Friendship and socializing.

To relax and meditate.

The 2021 EGA National Membership Survey received responses from 3,338 (42.67%) of EGA's 7823 members across all 13 regions, and representing 98% of EGA Chapters.

- The sections, outlined in this Summary Report, provide a snapshot of the organization - from demographics outlining who EGA members are to why they stitch, their sense of belonging and overall experience with EGA, and what offerings they find most valuable.
- Quotes from the open-ended questions offer personal feedback about people's experience, what they envision for EGA's future, and insight into how individual Chapters, Regions and EGA National can consider adapting offerings and taking new approaches to membership attraction, retention, and satisfaction.
- At the end of the day, it was clear that EGA members across the nation are passionate about their craft! The question becomes, how does EGA evolve to ensure it is thriving in the years to come. That is what this Survey and the approach led by the Diversity, Equity & Inclusion Committee is seeking to identify with members.

# MEMBERSHIP OVERVIEW



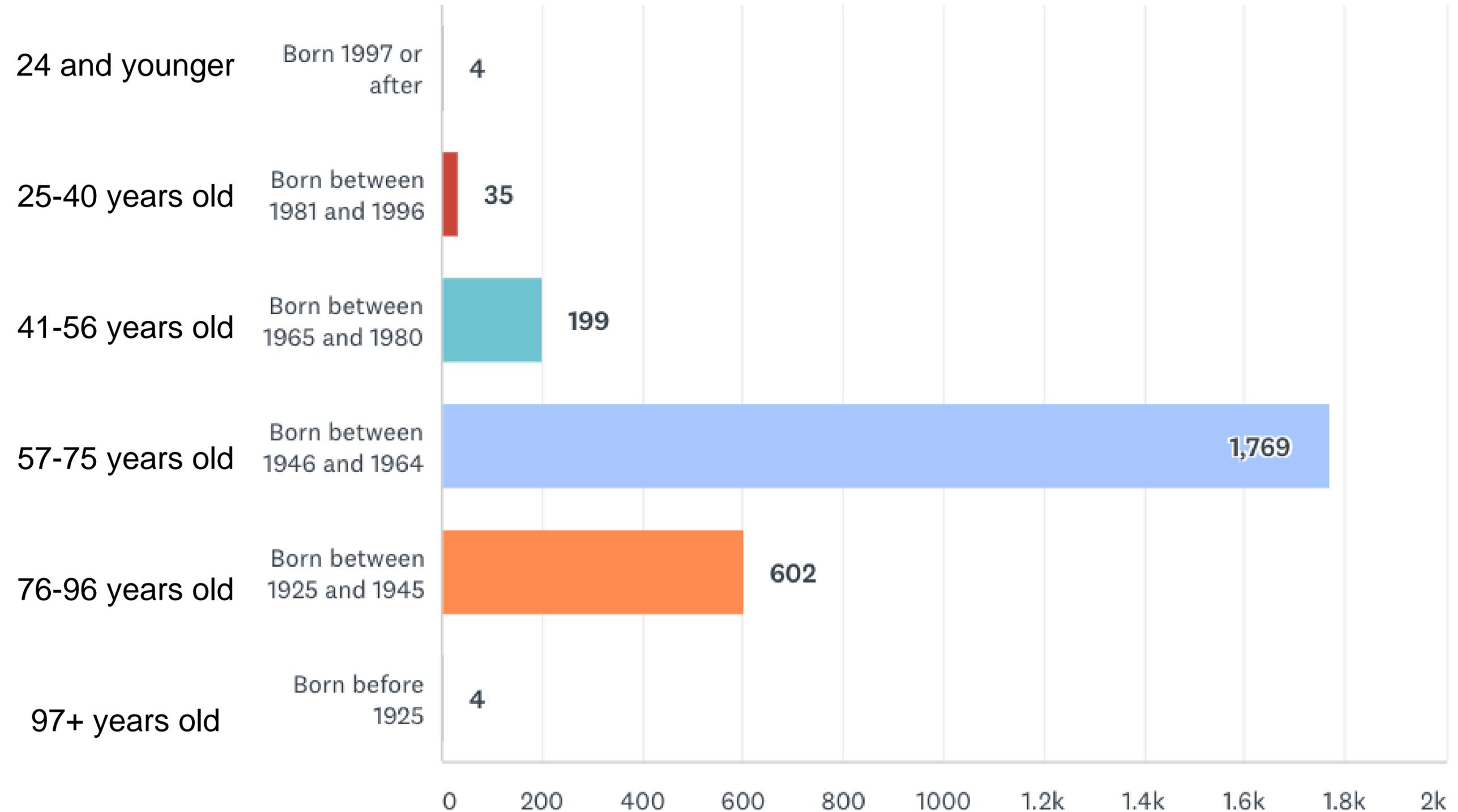
ANSWER CHOICES	RESPONSES
▼ Member at Large (MAL)	14.88% 492
▼ Life Member	7.68% 254
▼ Chapter Member	77.43% 2,560
<b>TOTAL</b>	<b>3,306</b>



# Membership Demographics

# Select your age group:

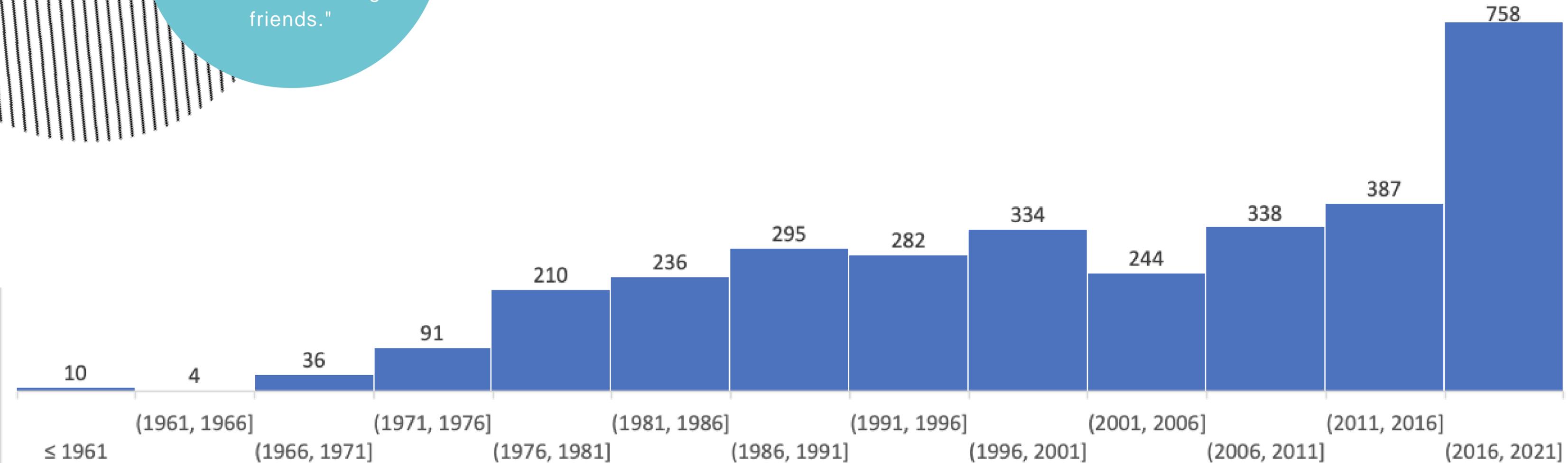
Answered: 2,613 Skipped: 725



## Why I joined...

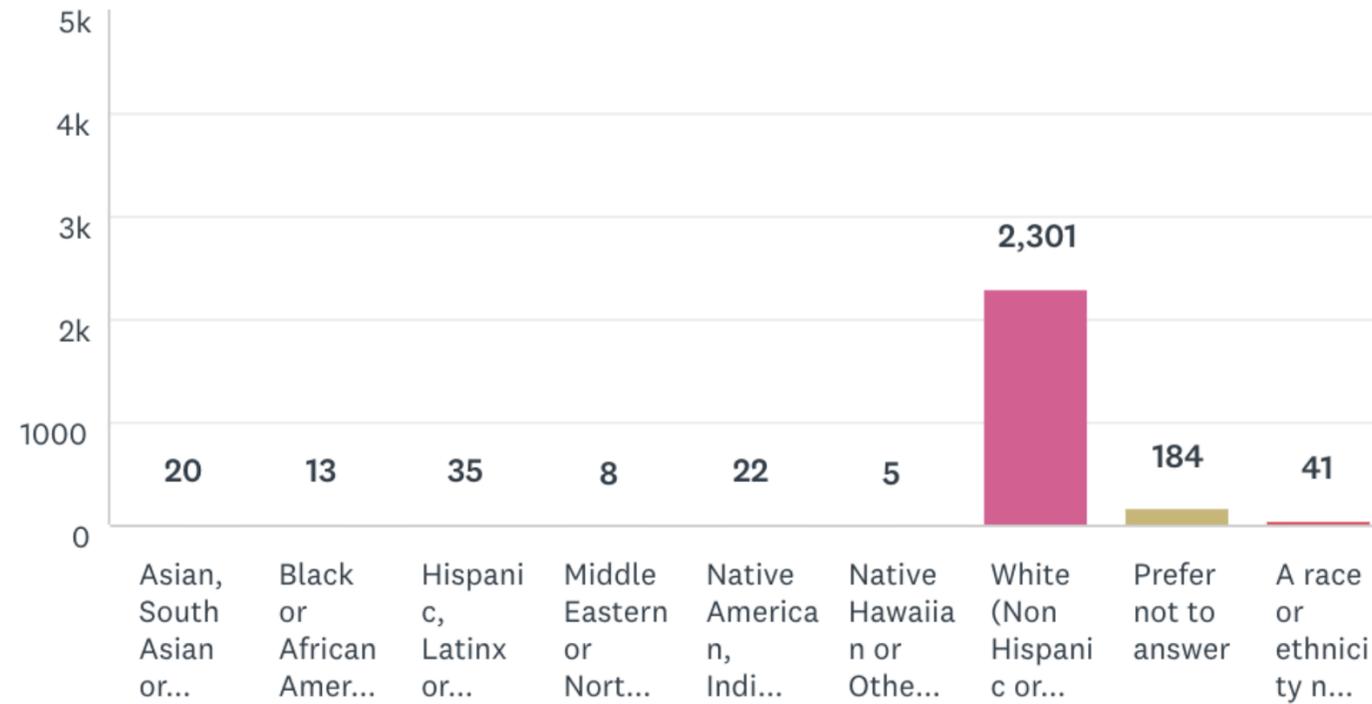
"To learn more about embroidery. I didn't realize that I would also make lifelong friends."

## Year Joined EGA



# Which categories describe you? Select all that apply to you.

Answered: 2,571 Skipped: 767



## Race or Ethnicity not listed:

- European American (English, Scottish, Irish, German)
- Southeast Asian and Dutch mixture
- Ashkenazi Jewish
- Australian
- French with my feet well planted in the Hispanic culture of Spain. And I am an American by choice and not default
- Human

ANSWER CHOICES	RESPONSES
Asian, South Asian or Southeast Asian	0.78% 20
Black or African American	0.51% 13
Hispanic, Latinx or Spanish Origin	1.36% 35
Middle Eastern or North African	0.31% 8
Native American, Indigenous or Alaskan Native	0.86% 22
Native Hawaiian or Other Pacific Islander	0.19% 5
White (Non Hispanic or Latino)	89.50% 2,301
Prefer not to answer	7.16% 184
A race or ethnicity not listed here (Please Specify):	<a href="#">Responses</a> 1.59% 41

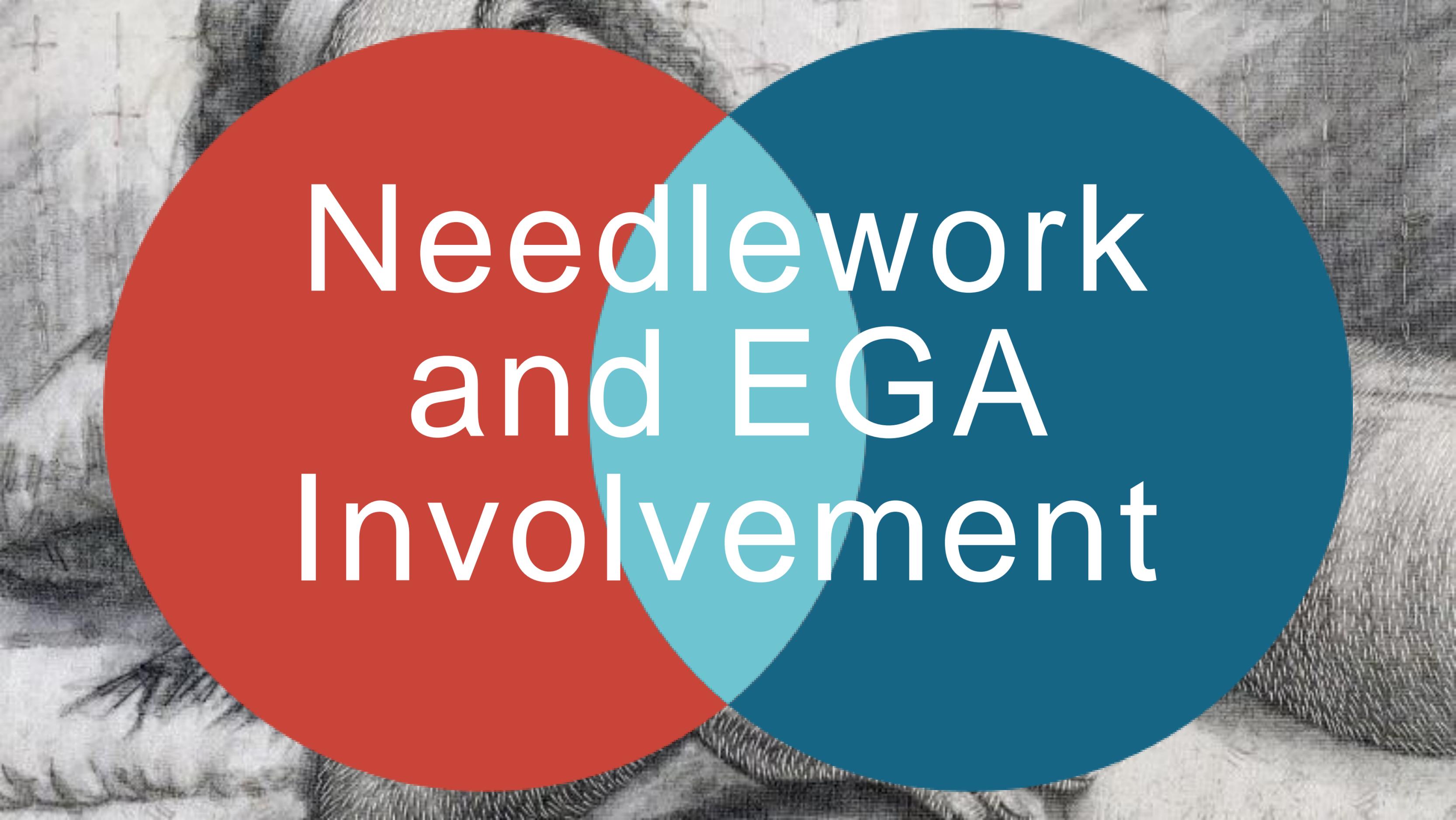
**Total Respondents: 2,571**

The image features a background of a light-colored, textured fabric, possibly a knitted sweater, with a prominent yellow and white floral or geometric pattern. Overlaid on this background are two large, overlapping circles: a red one on the left and a teal one on the right. The text "Stitching and Membership Feedback" is centered in white, sans-serif font across the intersection of these circles.

# Stitching and Membership Feedback



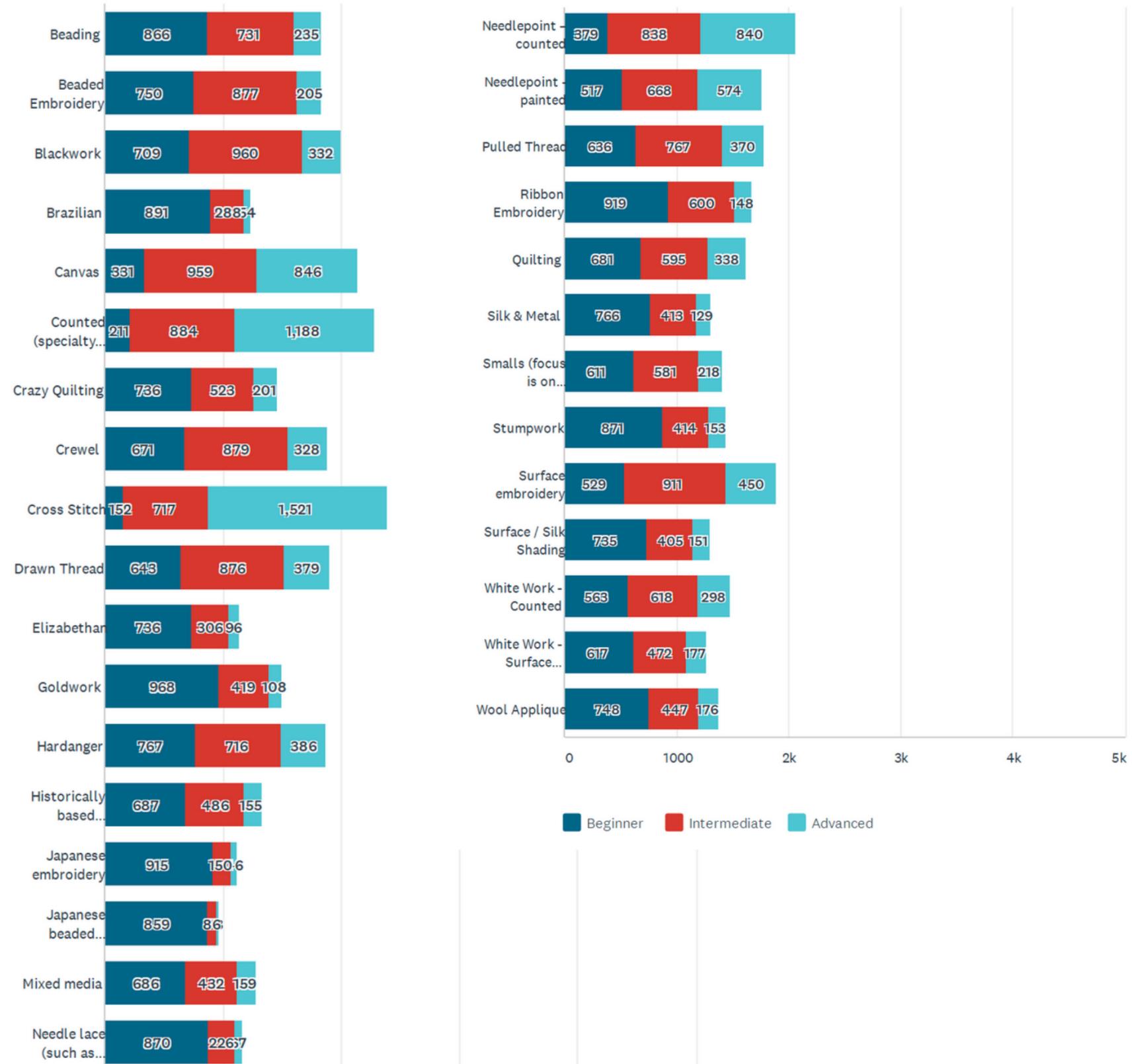


The image features a background of a detailed needlework piece, possibly a tapestry or embroidery, with intricate patterns and textures. Overlaid on this background are two large, overlapping circles. The left circle is a vibrant red, and the right circle is a deep teal. The text 'Needlework and EGA Involvement' is centered across both circles in a clean, white, sans-serif font. The word 'Needlework' is on the top line, 'and EGA' is on the middle line, and 'Involvement' is on the bottom line.

Needlework  
and EGA  
Involvement

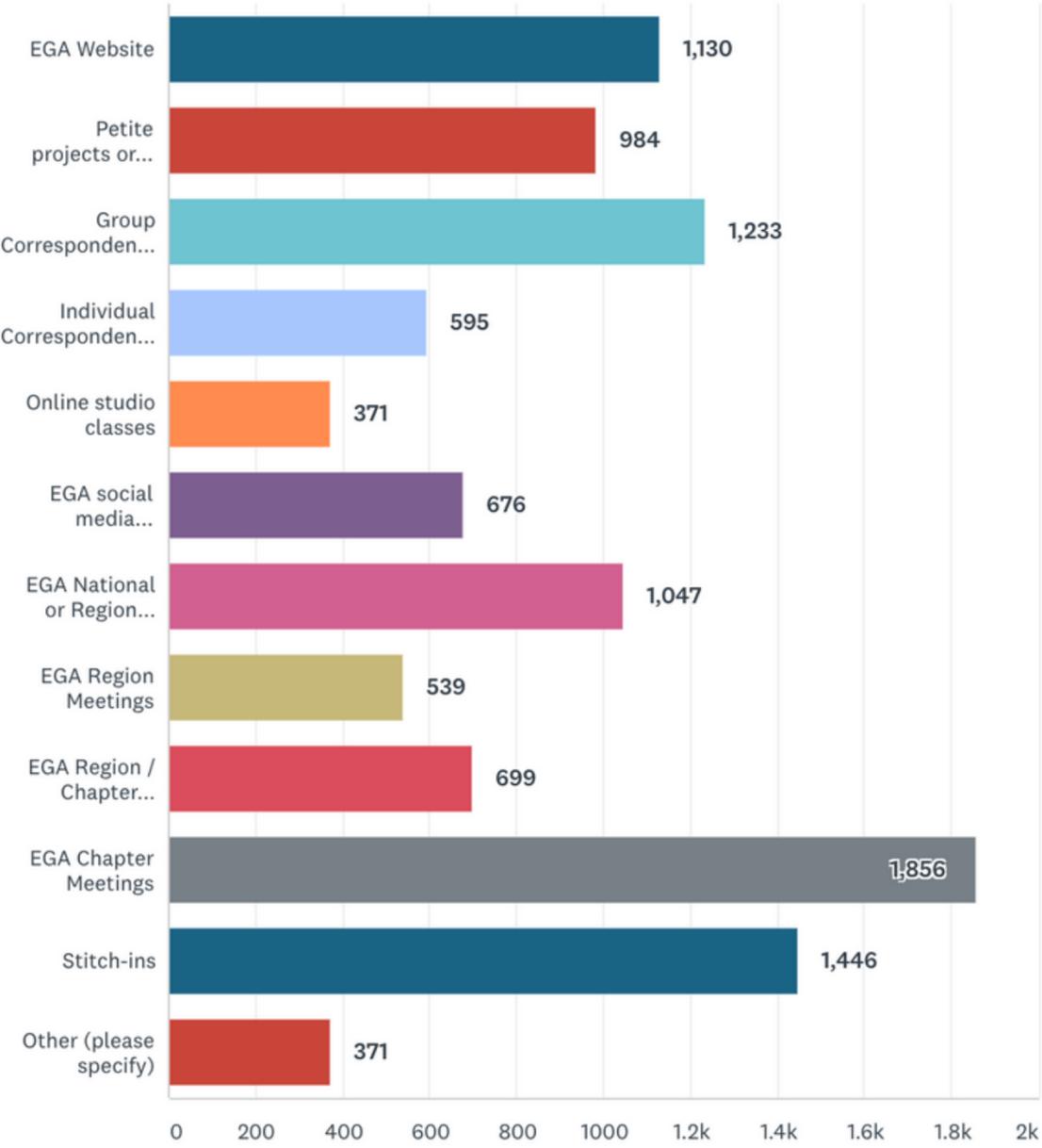
What type of needlework do you do? Select all that apply and indicate if you are a Beginner, Intermediate, or Advanced for each type.

Answered: 2,698 Skipped: 640



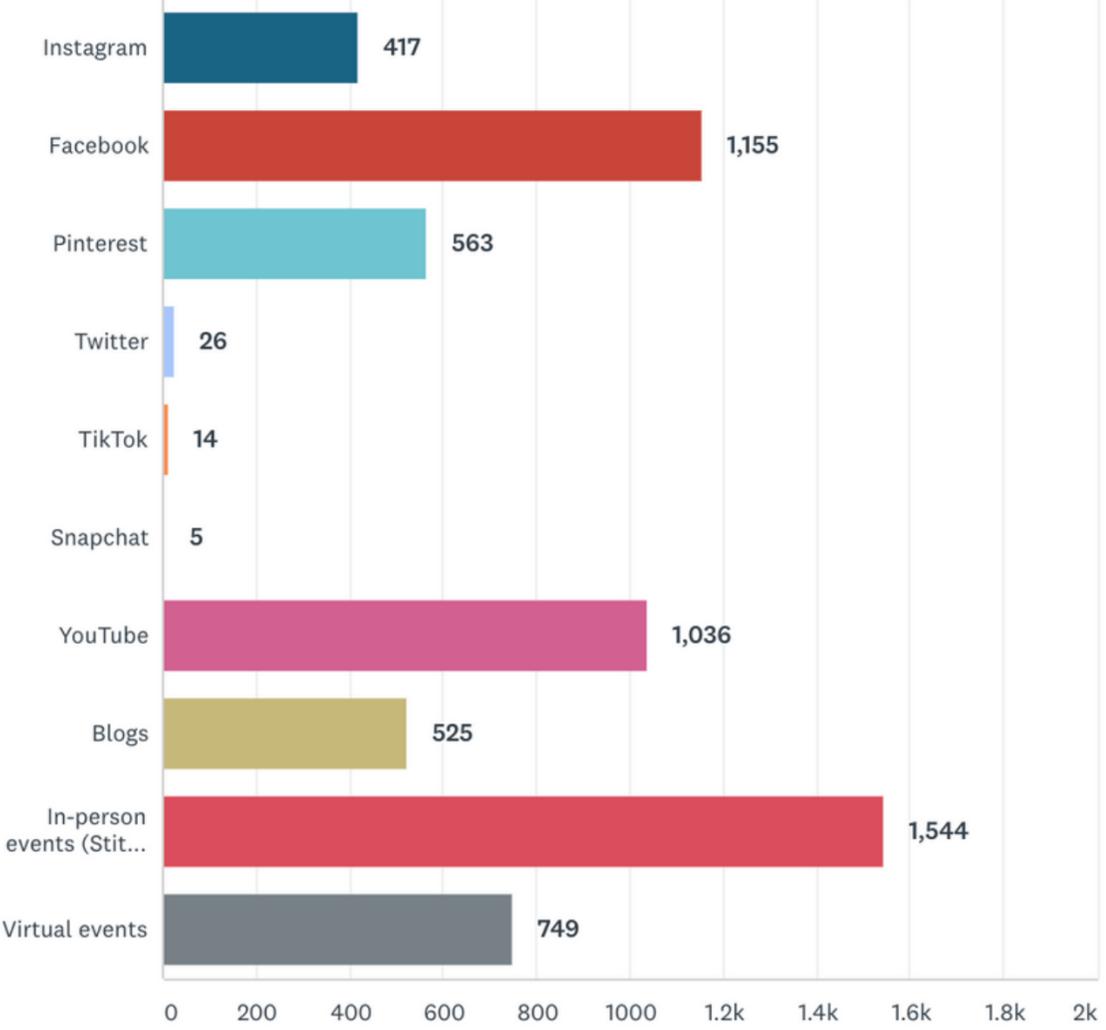
EGA platforms and events: Where do you engage with other embroiderers and pick up new techniques? Select all that apply.

Answered: 2,566 Skipped: 772



Non-EGA platforms and events: Where do you engage with other embroiderers and pick up new techniques? Select all that apply.

Answered: 2,296 Skipped: 1,042



# 2021 EGA NATIONAL MEMBERSHIP SURVEY SUMMARY REPORT

Visit [egausa.org](https://egausa.org) to learn more about current offerings and membership benefits.

Email [dei@egausa.org](mailto:dei@egausa.org) with questions or to get involved.

