



2021 EGA SURVEY DEMOGRAPHICS

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SUMMARY OVERVIEW

EGA

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



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.

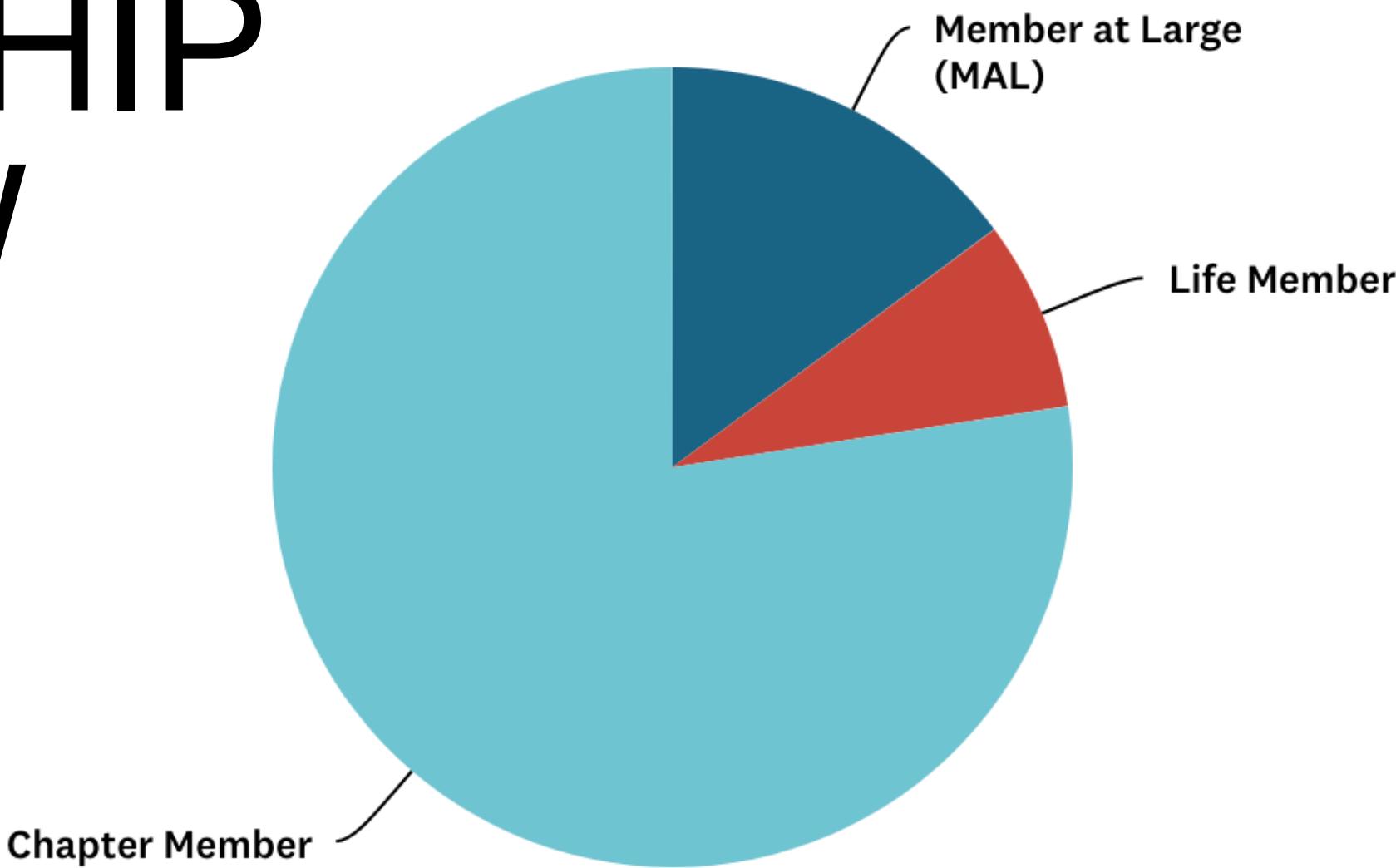
Learning and education.

Love of the craft.


Friendship and socializing.

To relax and meditate.

MEMBERSHIP OVERVIEW



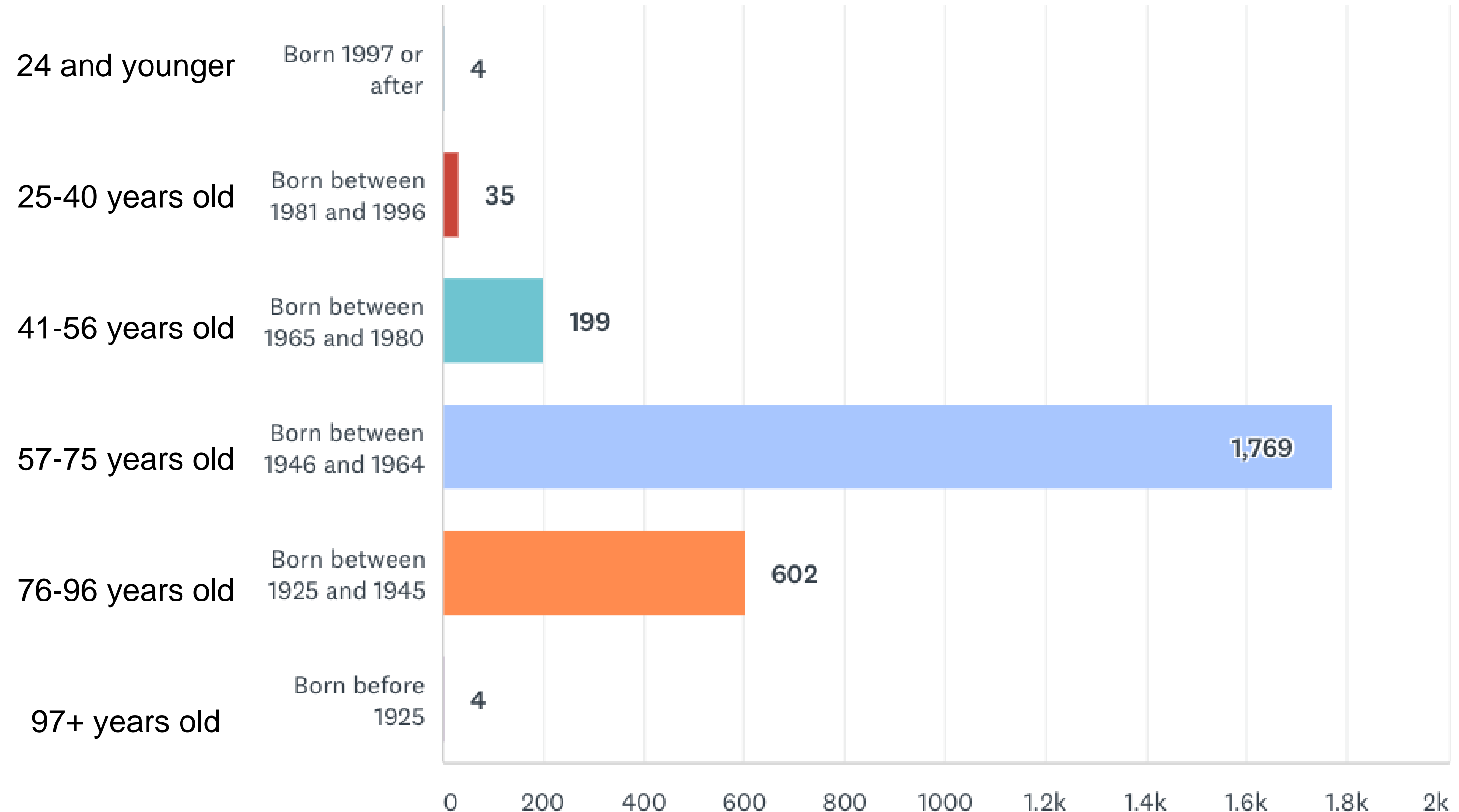
ANSWER CHOICES	RESPONSES	
Member at Large (MAL)	14.88%	492
Life Member	7.68%	254
Chapter Member	77.43%	2,560
TOTAL		3,306



Membership Demographics

Select your age group:

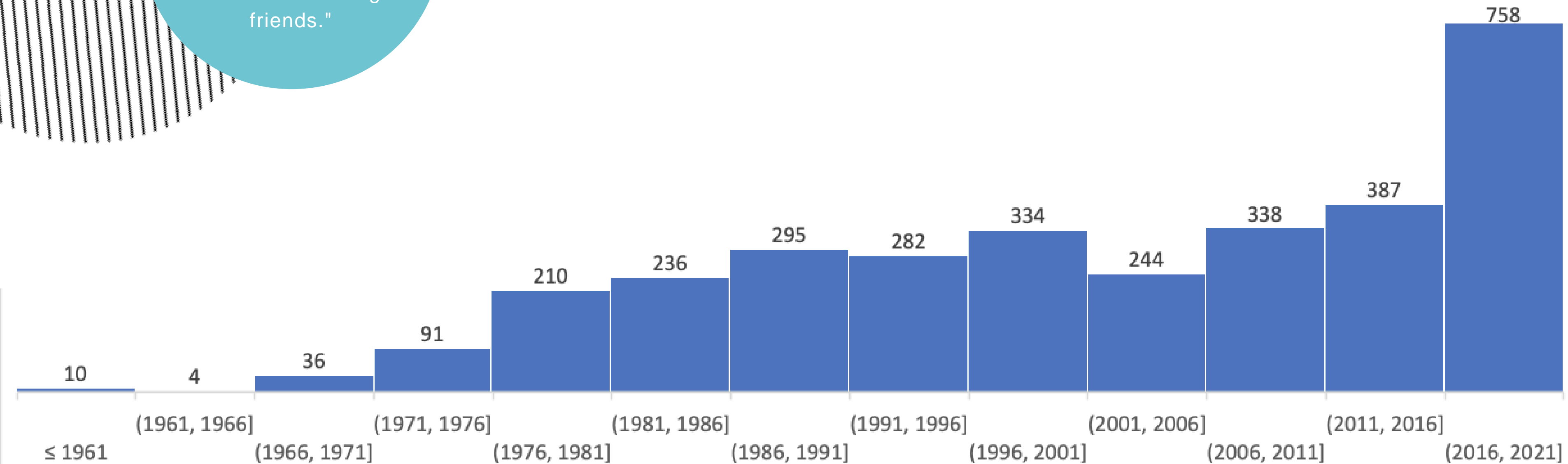
Answered: 2,613 Skipped: 725



Why I joined...

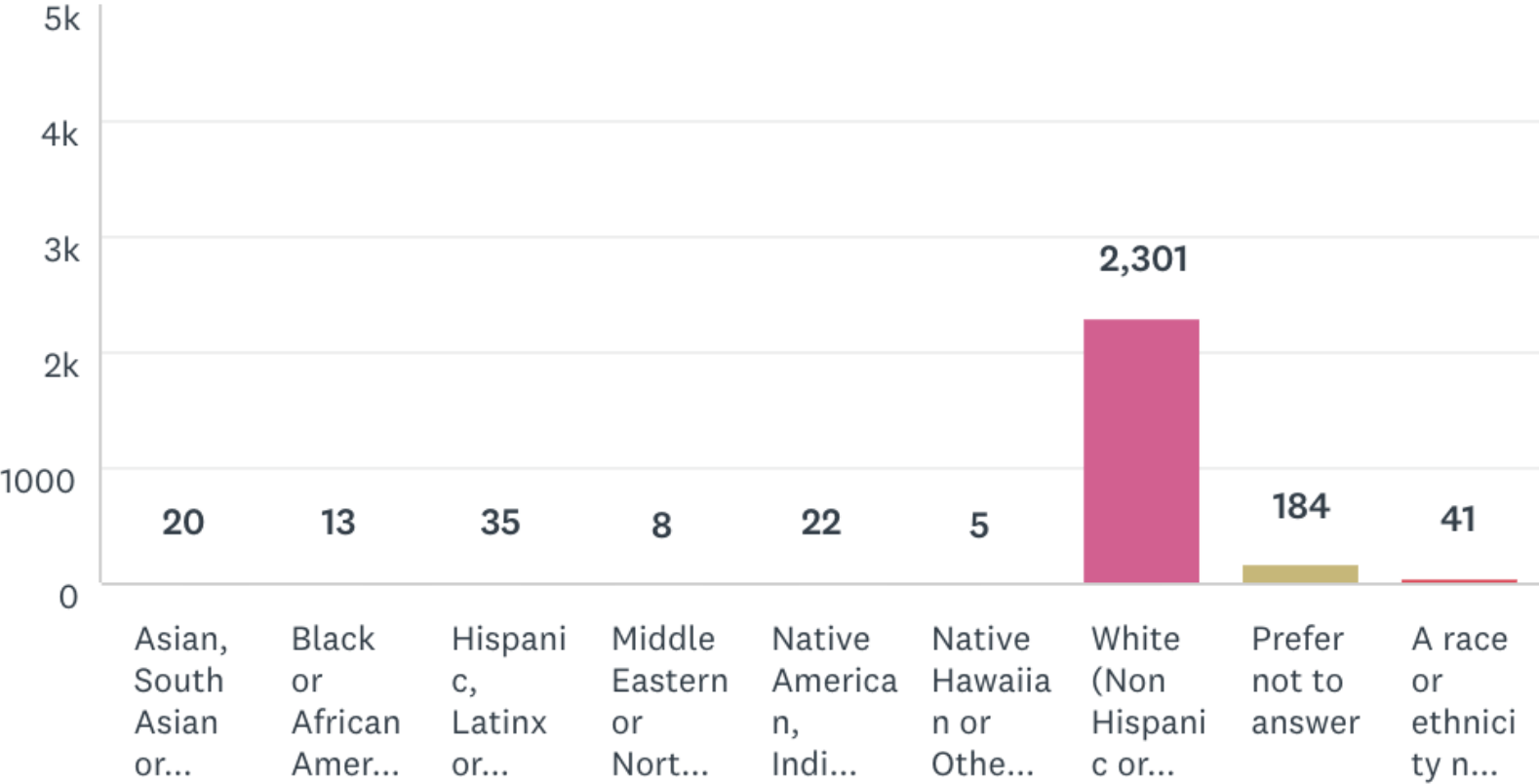
"To learn more about embroidery. I didn't realize that I would also make lifelong friends."

Year Joined EGA



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

Answered: 2,571 Skipped: 767



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):	Responses 1.59%	41
Total Respondents: 2,571		

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

The background of the image is a close-up of a knitted fabric, likely wool, in shades of grey and white. Overlaid on this are two large, semi-transparent circles: a red one on the left and a blue one on the right. The text "Stitching and Membership Feedback" is centered in white, with "Stitching and" on the first line, "Membership" on the second, and "Feedback" on the third. The text is positioned such that it overlaps both the red and blue circles.

Stitching and Membership Feedback

Why did you join EGA?



Number of Responses: 3,257

Response Summary: The overwhelming response from 1,200 people was that they joined EGA because they wanted to learn! Over 900 people talked about the social aspects of EGA with friends and new acquaintances, and over 390 talked about their love of stitching. Many responses referenced being invited to a meeting by a friend, others waited to join until after retirement, and some said that they were incorporating embroidery into another craft – like quilting.

Question: Why do you stitch?



Number of responses: 2,781

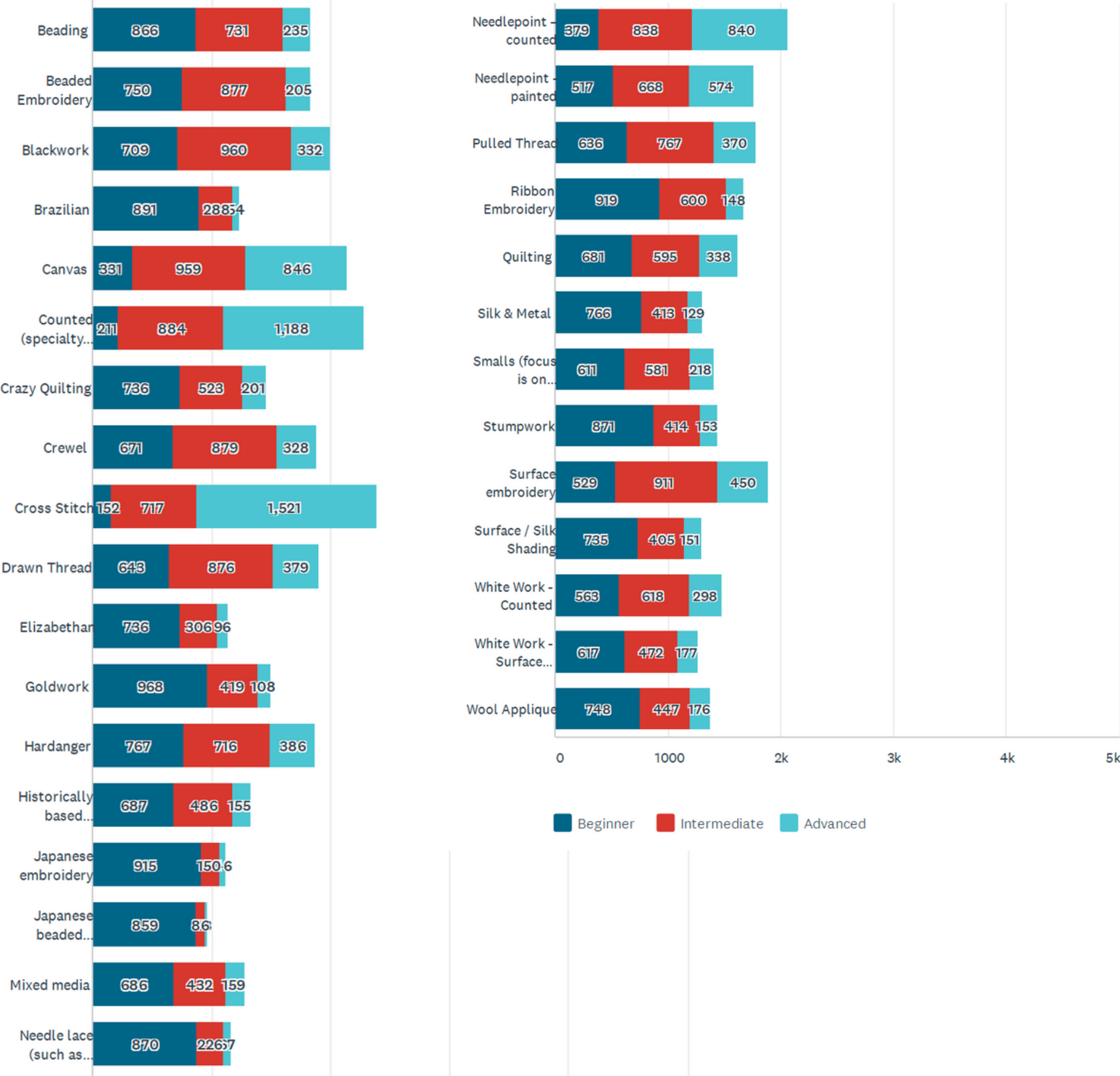
Response Summary: In response to the question, Why do you stitch? over 1,000 people said that it relaxes them and was meditative, 482 talked about their love of the craft, others noted feelings of accomplishment, being creative, having something to focus on (when at the doctor, to keep their hands busy, etc.), and pure enjoyment as reasons for stitching. Its impact on their mental health and stress, and ability to do it socially were also noted as valuable.



Needlework and EGA Involvement

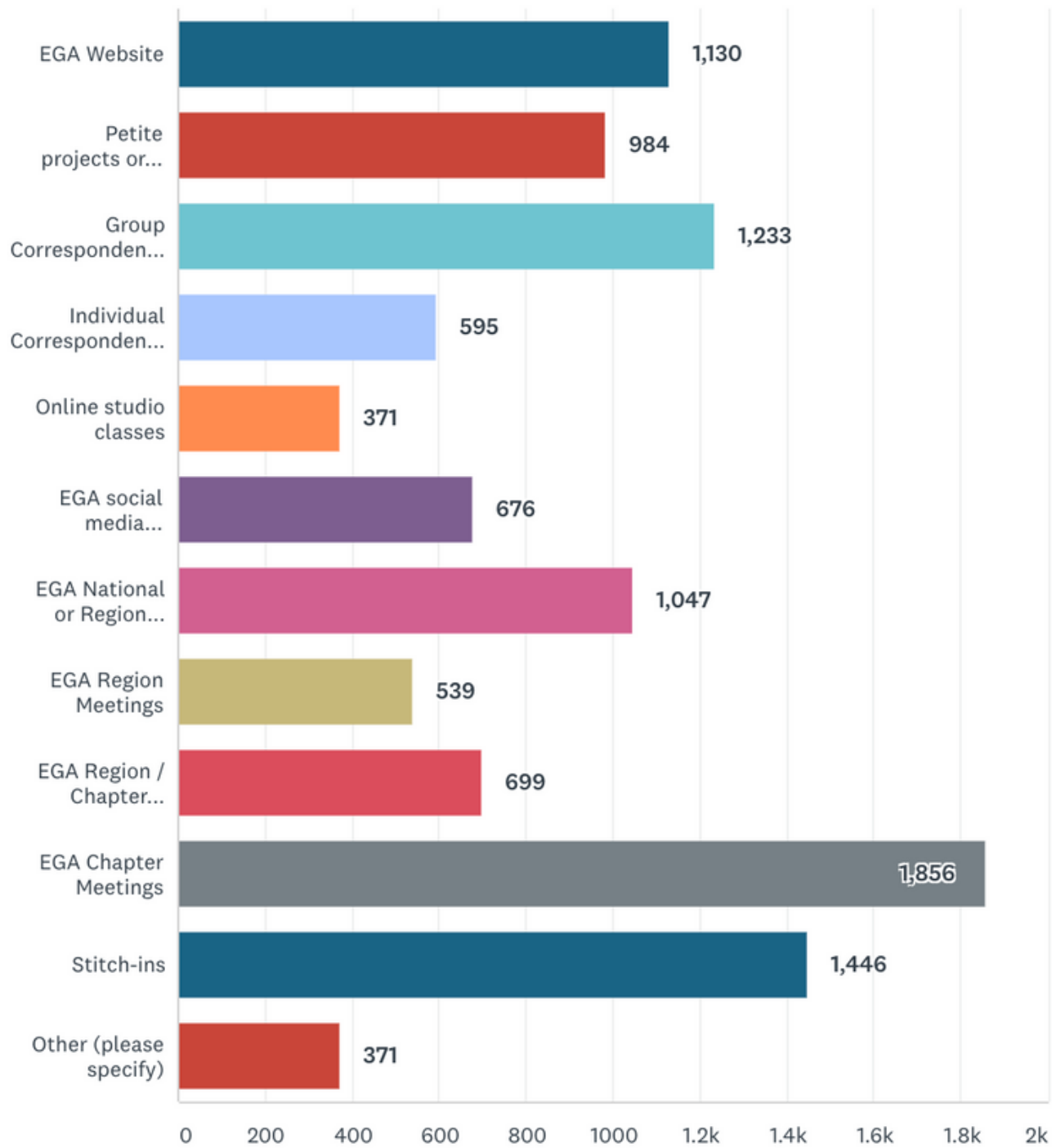
What type of needlework do you do? Select all that apply and indicate if you are a Beginner, Intermediate, or Advanced for each type.

Answered: 2,698 Skipped: 640



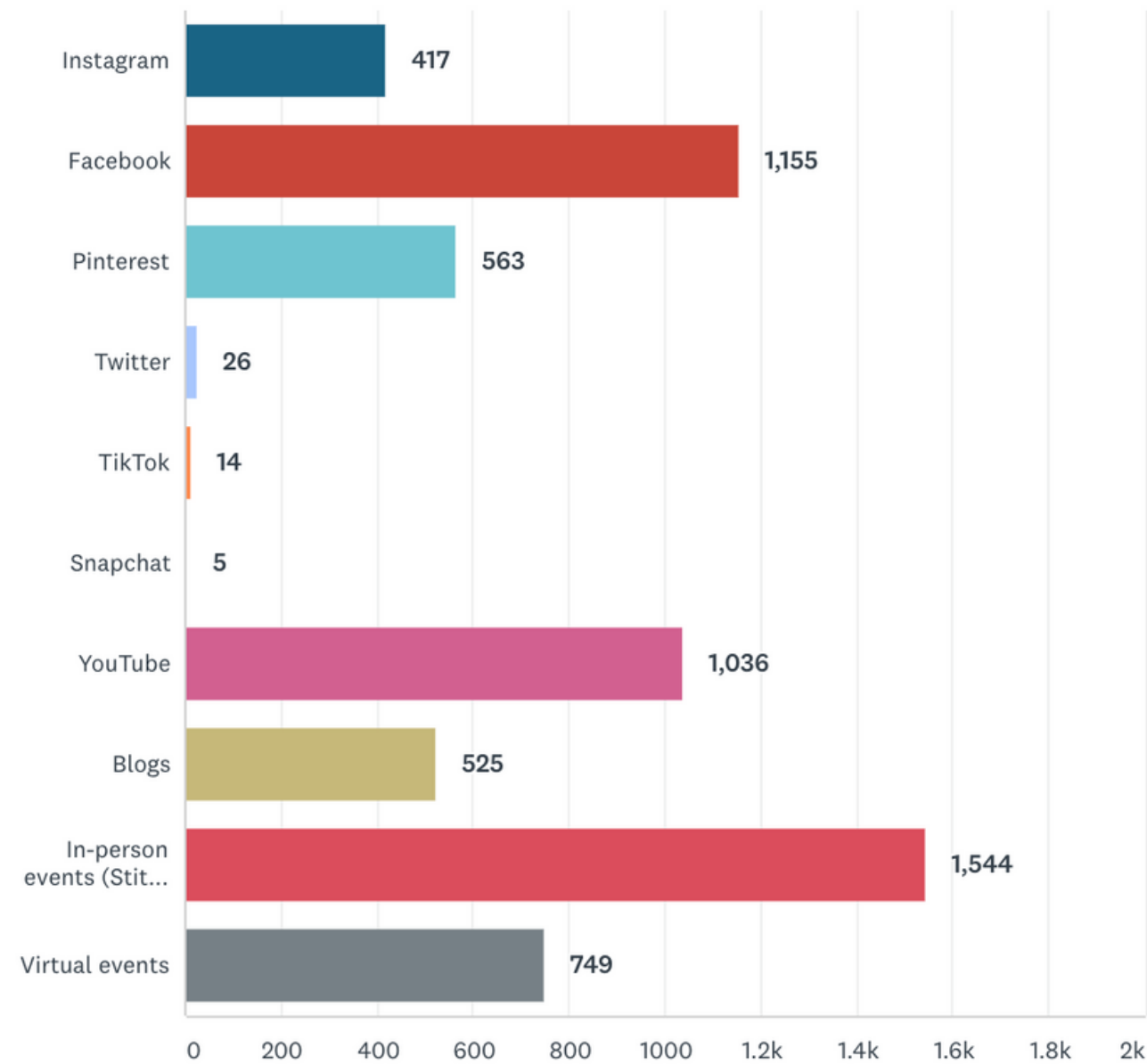
EGA platforms and events: Where do you engage with other embroiderers and pick up new techniques? Select all that apply.

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



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Visit egausa.org to learn
more about current offerings
and membership benefits.

Email dei@egausa.org with
questions or to get involved.

