

What best describes what you do? (choose as many as apply)

1	Graphic Designer	126 / <b>61%</b>
2	Print Design	59 / <b>29%</b>
3	Brand & Identity Design	58 / <b>28%</b>
4	User Experience Designer	49 / <b>24%</b>
5	User Interface Designer	44 / <b>21%</b>
6	Art Director	41 / <b>20%</b>
7	Illustrator	35 / <b>17%</b>
8	Creative Director	32 / <b>16%</b>
9	Marketing	30 / <b>15%</b>
10	Design Researcher	26 / <b>13%</b>
11	Project Manager	20 / <b>10%</b>
12	Software Design	20 / <b>10%</b>
13	Information Architect	18 / <b>9%</b>
14	Web/App Dev (Front End)	18 / <b>9%</b>
...	Other	120 / <b>58%</b>

What type of organization do you work in? (choose as many as apply)

1	In-house Design Department	84 / <b>40%</b>
2	Freelance / Individual Consultant	60 / <b>29%</b>
3	Design Studio / Consultancy	49 / <b>24%</b>
4	Advertising Agency	31 / <b>15%</b>
5	Education	19 / <b>9%</b>
6	Marketing / Public Relations	19 / <b>9%</b>
7	Interactive / Multimedia Agency	18 / <b>9%</b>
8	Other	13 / <b>6%</b>
9	Publishing House / Media	5 / <b>2%</b>
10	Architectural Firm	1 / <b>0%</b>

What level are you? (choose as many as apply)

1	Mid-Level	61 / 29%
2	3-6 years experience	48 / 23%
3	Junior	30 / 14%
4	Owner / Partner / Principal	30 / 14%
5	Senior	28 / 13%
6	Art Director / Designer	27 / 13%
7	1-2 years experience	24 / 11%
8	12-20 years experience	24 / 11%
9	Creative Director / Design Director	24 / 11%
10	Manager	20 / 9%
11	6-12 years experience	19 / 9%
12	Senior Art Director / Senior Designer	18 / 9%
13	Student	13 / 6%
14	20+ experience	9 / 4%
...	Other	13 / 6%

Which AIGA Austin events have you attended in the past 18 months? (choose as many as apply)

1	Under The Radar	96 / 57%
2	Creative Mass	71 / 42%
3	Design Ranch	31 / 18%
4	Bassline Bowl	26 / 15%
5	Print Matters with Mama Sauce	26 / 15%
6	Portfolio Review	25 / 15%
7	Small Talks - UX Series	25 / 15%
8	Break Into UX with General Assembly	21 / 13%
9	Ken Barber from Industry Type (lecture or workshop)	20 / 12%
10	TypeFight	19 / 11%
11	Small Talks - In Context Series	18 / 11%
12	Texas Show	17 / 10%
13	Culture & Typography with Nikki Villagomez	15 / 9%
14	Type Is Plankton with Bruno Maag	15 / 9%
...	Other	52 / 31%

Why didn't you attend *more* AIGA Austin events? (choose as many as apply)

1	Busy with life	137 / 66%
2	Busy with work	108 / 52%
3	Didn't hear about event soon enough	76 / 36%
4	Not sure which events were right for me	45 / 22%
5	What was offered to me wasn't relevant	37 / 18%
6	Ticket prices too high	27 / 13%
7	Other	23 / 11%
8	Busy with other professional organizations	11 / 5%

Which local, non-AIGA design events/programming do you enjoy attending (choose as many as apply)

1	East/West Austin Studio Tours	93 / 51%
2	Creative Mornings	81 / 45%
3	Austin Initiative For Graphic Awesomeness	73 / 40%
4	Pecha Kucha	47 / 26%
5	Thinkery21	47 / 26%
6	General Assembly	42 / 23%
7	ATX Dribbble	35 / 19%
8	Refresh Austin	25 / 14%
9	Other	16 / 9%
10	AAF/AD2ATX	11 / 6%

What event *topics* would you like to see on the AIGA Austin calendar? (Please limit to 5 maximum)

1	Creative Inspiration	106 / 50%
2	Design for Good	100 / 48%
3	Business Skills for Designers (freelance operations, contracts, finances, time management, client relations, etc.)	92 / 44%
4	Branding	81 / 39%
5	"Big Name" Designers	80 / 38%
6	User Experience	78 / 37%
7	Career Growth for Emerging Designers	74 / 35%
8	Design Research	68 / 32%
9	Local designers	68 / 32%
10	Typography	68 / 32%
11	Women's Leadership	67 / 32%
12	Digital Design	51 / 24%
13	Illustration	49 / 23%
14	Collaboration & Team Building	47 / 22%
...	Other	330 / 157%

What event *formats* would you like to see on the AIGA Austin calendar? (Please limit to 5 maximum)

1	Hands-on Workshops	146 / <b>70%</b>
2	Lectures/Talks	130 / <b>63%</b>
3	Day-long Mini-Conference	109 / <b>52%</b>
4	Mentoring	105 / <b>50%</b>
5	Studio Tours	91 / <b>44%</b>
6	Happy Hours/Social Events	89 / <b>43%</b>
7	Gallery Exhibits/Shows	81 / <b>39%</b>
8	Weekend Conference	67 / <b>32%</b>
9	Film Series	60 / <b>29%</b>
10	Design Competitions	59 / <b>28%</b>
11	Monthly Course Series	57 / <b>27%</b>
12	Online Resources	52 / <b>25%</b>
13	Seminars/Roundtables	47 / <b>23%</b>
14	Portfolio Reviews	43 / <b>21%</b>
...	Other	78 / <b>38%</b>

Please tell us when the most convenient event times are for you. (choose as many as apply)

1	Evenings	175 / <b>85%</b>
2	Weekends	114 / <b>55%</b>
3	Wednesday	79 / <b>38%</b>
4	Thursday	77 / <b>37%</b>
5	Tuesday	55 / <b>27%</b>
6	Breakfast	53 / <b>26%</b>
7	Lunch	49 / <b>24%</b>
8	Friday	42 / <b>20%</b>
9	Monday	42 / <b>20%</b>
10	Saturday	38 / <b>18%</b>
11	Sunday	33 / <b>16%</b>
12	Other	4 / <b>2%</b>

Where do you *most* hear about AIGA Austin events? (choose as many as apply)

1	Email	137 / 65%
2	Facebook	113 / 54%
3	Friends/co-workers	62 / 29%
4	Website	49 / 23%
5	Board members	23 / 11%
6	Twitter	19 / 9%
7	Instagram	10 / 5%
8	Other	3 / 1%

Which AIGA membership level applies to you? (choose one)

1	Contributor (\$50/year)	81 / 39%
2	Non-member	46 / 22%
3	Lapsed member	32 / 15%
4	Supporter (\$150/year)	25 / 12%
5	Sustaining (\$250/year)	17 / 8%
6	I'm part of a group membership	5 / 2%
7	Leader (\$500/year)	3 / 1%
8	Trustee (\$2,500/year)	0 / 0%

If you are a lapsed member or nonmember, why have you allowed your membership to expire or never joined?  
(choose as many as apply)

1	I don't understand what the benefits of membership are	38 / 36%
2	I like to attend the events as a nonmember but I don't see the value in actually becoming a paying member	32 / 30%
3	I'm too busy to attend enough events to make it worth it	31 / 29%
4	Can't afford membership dues	25 / 24%
5	I've just never gotten around to joining	21 / 20%
6	I can afford it but I feel the cost is too high	19 / 18%
7	My particular discipline isn't represented strongly enough by AIGA	16 / 15%
8	There aren't enough events that interest me	16 / 15%
9	AIGA does not provide enough services to help me advance professionally	15 / 14%
10	Other	13 / 12%
11	I don't understand what the national AIGA organization does	10 / 9%
12	I am not satisfied with AIGA Austin's programs	9 / 8%
13	I already have a network, why do I need more connections?	5 / 5%
14	I am an established designer and it's not important to me at this stage in my career	5 / 5%
15	I am an emerging designer and it's not important to me at this stage in my career	4 / 4%

What value are you currently gaining through your AIGA experience? (choose as many as apply)

1	Networking opportunities with other designers in the community	135 / 70%
2	It provides me a creative outlet and/or creative inspiration	96 / 50%
3	Furthering my skills and knowledge of design	89 / 46%
4	A community to socialize with all my design besties	76 / 40%
5	Gaining business tips and leadership skills	46 / 24%
6	Other	15 / 8%

## What is the single-most important thing that we can do in 2015/2016 to make your AIGA Austin more valuable to you?

### Career / Network / Job

- Career Advancement Assistance like workshops and trainings
- Networking events/opportunities
- Job hunt assistance

### Social / Community

- Inclusive, comfortable events that make me feel welcome
- Continue to build a creative community
- I'm new to Austin, help me build community
- Events focused on giving back to the community

### Logistics

- Better communication of event information
- Consider offering events at other times/days (weekend, work hours, etc)

### Mentorship

- Mentorship program for students, young designers
- Portfolio reviews for various levels (student, young designers, etc)

### Cost of Events & Membership

- Recommendations for event and membership costs
- Software discounts

### Programming / Events

- Social good
- Focus on local designers
- UI/UX/Interactive events
- Hands on workshops
- Big name designers
- Events for young designers
- Educational events
- Networking & social events
- Portfolio reviews
- Meaningful events
- Mid-to-upper level designer events
- Professional development & career growth events
- Events to help me stay relevant
- Leadership-focused events
- Business focus events
- Freelance & business focused events



What value are you not currently getting, but would like to be given through your AIGA experience? (choose as many as apply)

1	Furthering my skills and knowledge of design	93 / <b>52%</b>
2	Gaining business tips and leadership skills	90 / <b>51%</b>
3	It provides me a creative outlet and/or creative inspiration	52 / <b>29%</b>
4	Networking opportunities with other designers in the community	51 / <b>29%</b>
5	A community to socialize with all my design besties	44 / <b>25%</b>
6	Other	11 / <b>6%</b>

Would you like have a greater hand in AIGA Austin's future? Please let us know if you would like to be notified about volunteer opportunities or open board positions:

1	Yes	119 / <b>61%</b>
2	No	76 / <b>39%</b>