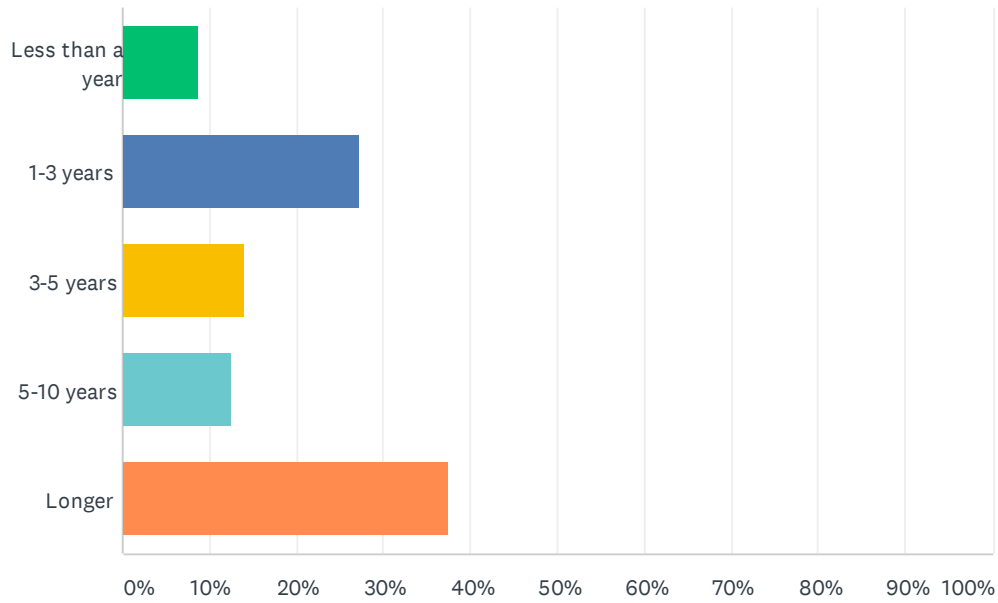


Q1 For how long have you been a member of the ASTW?

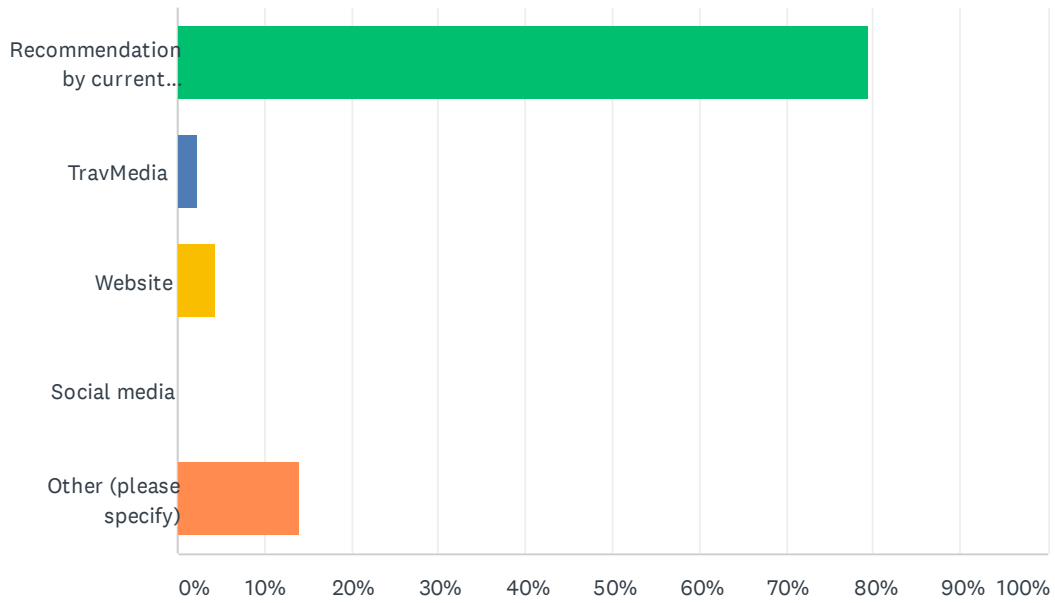
Answered: 136 Skipped: 0



| ANSWER CHOICES | RESPONSES | |
|------------------|-----------|------------|
| Less than a year | 8.82% | 12 |
| 1-3 years | 27.21% | 37 |
| 3-5 years | 13.97% | 19 |
| 5-10 years | 12.50% | 17 |
| Longer | 37.50% | 51 |
| TOTAL | | 136 |

Q2 How did you find out about the ASTW?

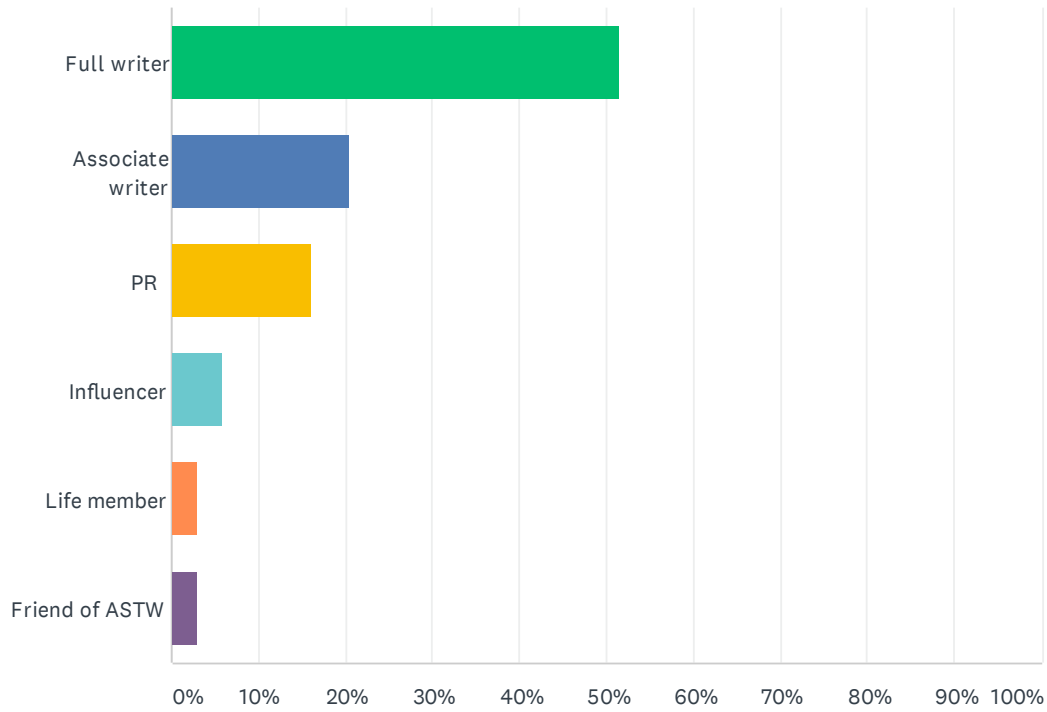
Answered: 136 Skipped: 0



| ANSWER CHOICES | RESPONSES | |
|----------------------------------|-----------|------------|
| Recommendation by current member | 79.41% | 108 |
| TravMedia | 2.21% | 3 |
| Website | 4.41% | 6 |
| Social media | 0.00% | 0 |
| Other (please specify) | 13.97% | 19 |
| TOTAL | | 136 |

Q3 What kind of membership do you hold?

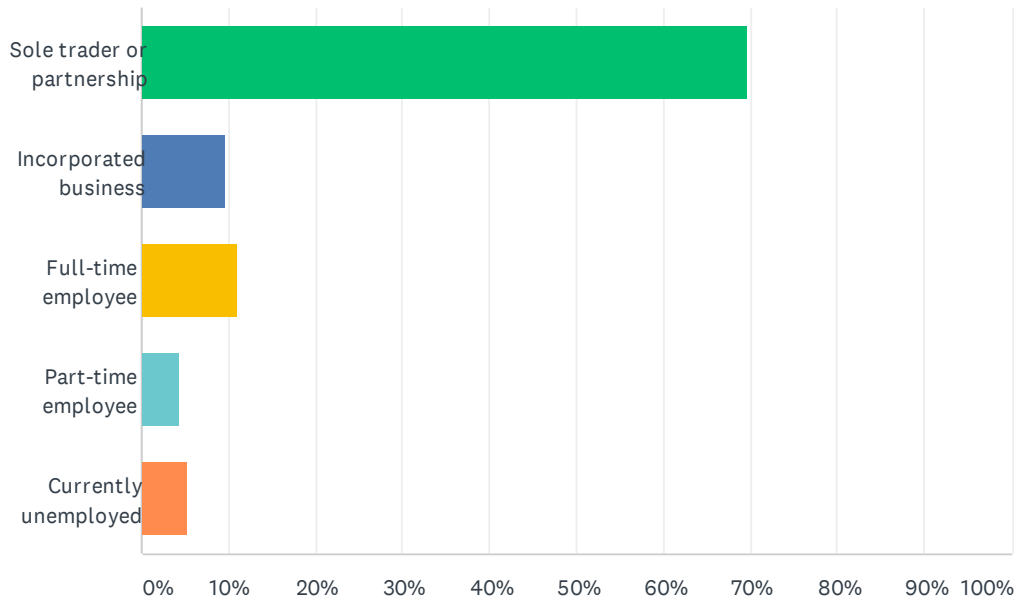
Answered: 136 Skipped: 0



| ANSWER CHOICES | RESPONSES | |
|------------------|-----------|------------|
| Full writer | 51.47% | 70 |
| Associate writer | 20.59% | 28 |
| PR | 16.18% | 22 |
| Influencer | 5.88% | 8 |
| Life member | 2.94% | 4 |
| Friend of ASTW | 2.94% | 4 |
| TOTAL | | 136 |

Q4 How is your main travel-related work performed?

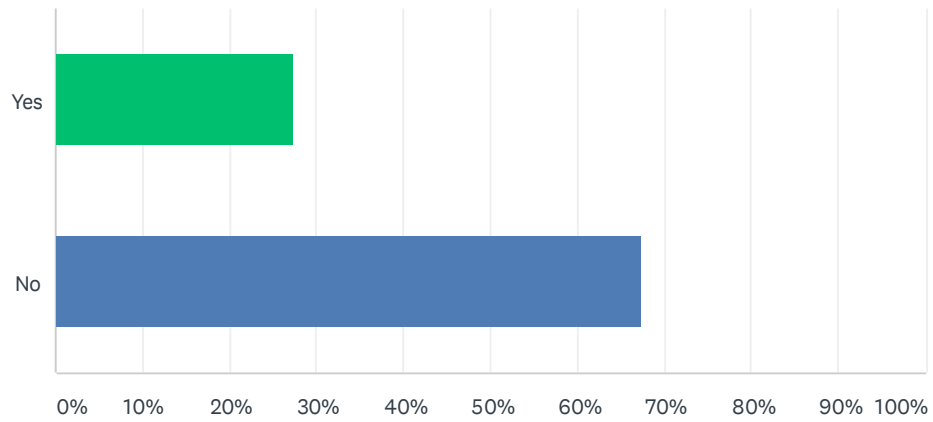
Answered: 135 Skipped: 1



| ANSWER CHOICES | RESPONSES | |
|----------------------------|-----------|------------|
| Sole trader or partnership | 69.63% | 94 |
| Incorporated business | 9.63% | 13 |
| Full-time employee | 11.11% | 15 |
| Part-time employee | 4.44% | 6 |
| Currently unemployed | 5.19% | 7 |
| TOTAL | | 135 |

Q5 Do you plan to shift away from travel-related work in the immediate future?

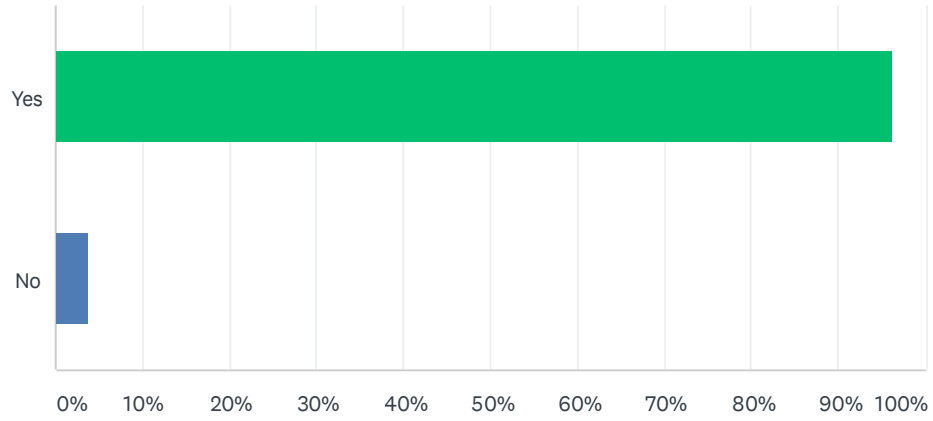
Answered: 135 Skipped: 1



| ANSWER CHOICES | RESPONSES | |
|----------------|-----------|-----|
| Yes | 27.41% | 37 |
| No | 67.41% | 91 |
| TOTAL | | 135 |

Q6 Do you think that staying connected to colleagues through the ASTW will be helpful once the industry rebounds?

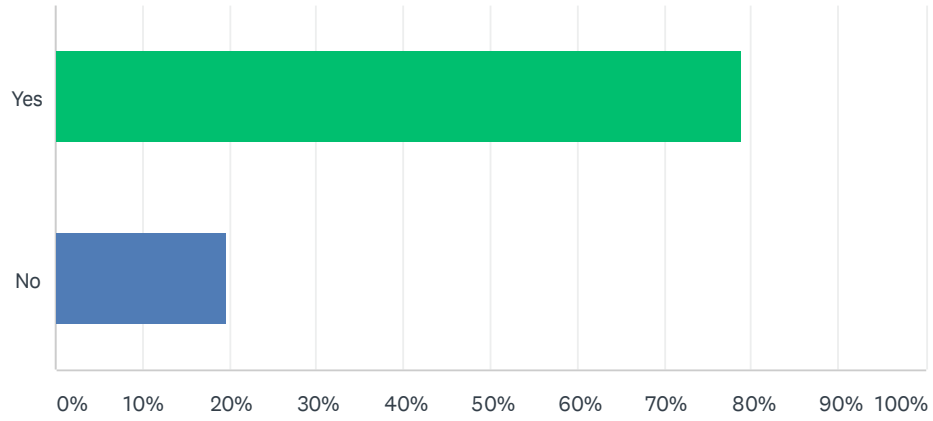
Answered: 136 Skipped: 0



| ANSWER CHOICES | RESPONSES | |
|----------------|-----------|-----|
| Yes | 96.32% | 131 |
| No | 3.68% | 5 |
| TOTAL | | 136 |

Q7 Do you as a writer/digital influencer/ PR member feel that you are adequately served by the ASTW's initiatives?"

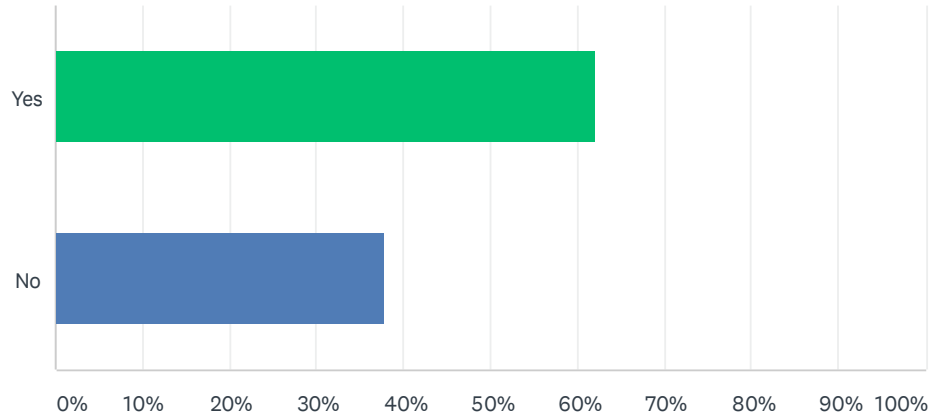
Answered: 132 Skipped: 4



| ANSWER CHOICES | RESPONSES | |
|----------------|-----------|-----|
| Yes | 78.79% | 104 |
| No | 19.70% | 26 |
| TOTAL | | 132 |

Q8 For writer/influencer members: Have you obtained paid work or press trips from your association with the ASTW or members?

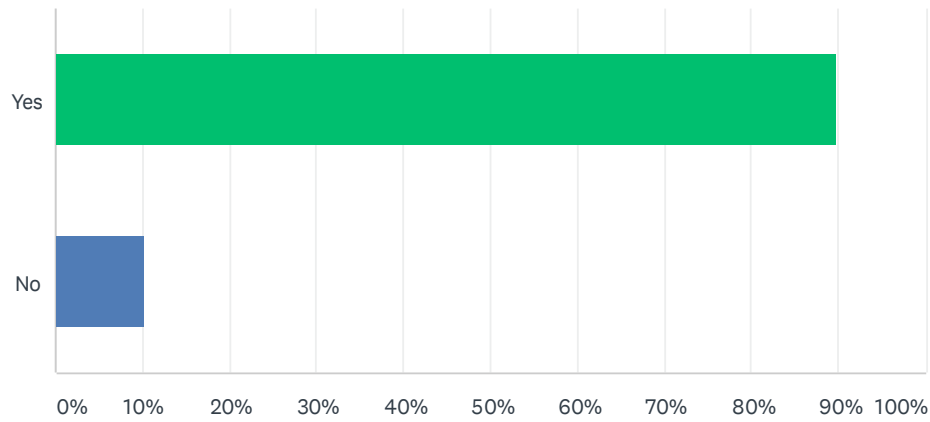
Answered: 108 Skipped: 28



| ANSWER CHOICES | RESPONSES | |
|----------------|-----------|-----|
| Yes | 62.04% | 67 |
| No | 37.96% | 41 |
| TOTAL | | 108 |

Q9 For PR members: Have you been able to generate publicity for your travel clients from your relationship with ASTW writer members?

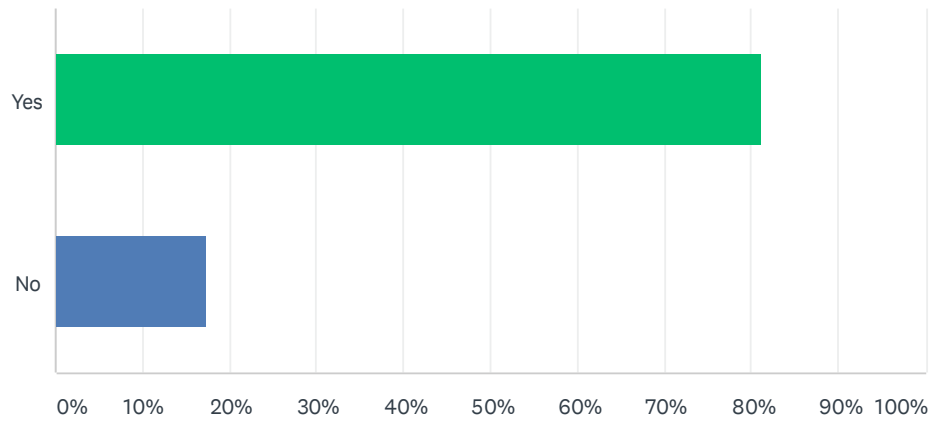
Answered: 29 Skipped: 107



| ANSWER CHOICES | RESPONSES | |
|----------------|-----------|----|
| Yes | 89.66% | 26 |
| No | 10.34% | 3 |
| TOTAL | | 29 |

Q10 Have you ever recommended ASTW membership to current non-members?

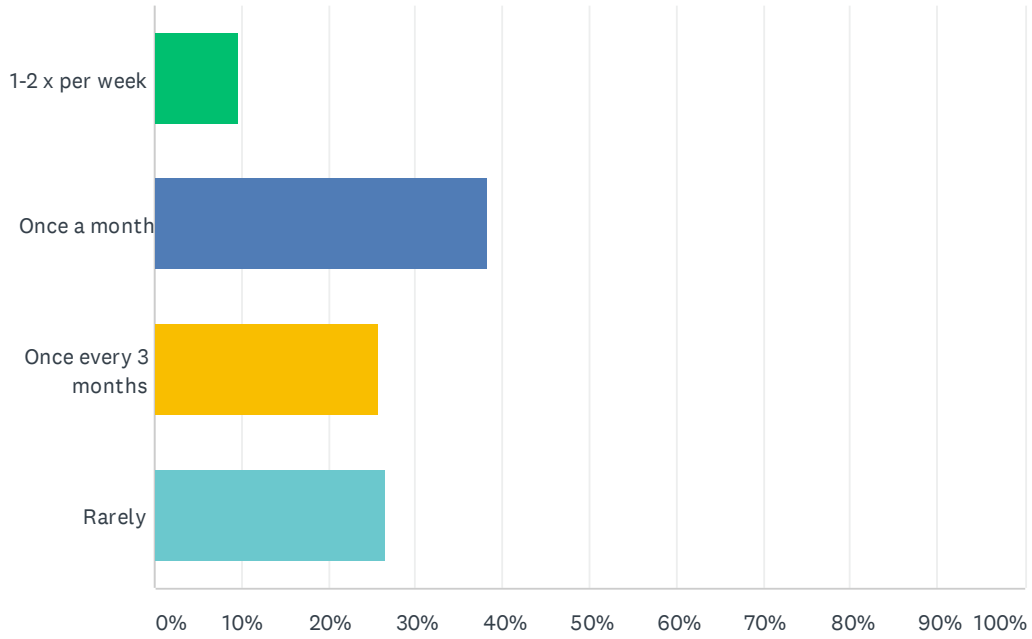
Answered: 133 Skipped: 3



| ANSWER CHOICES | RESPONSES | |
|----------------|-----------|-----|
| Yes | 81.20% | 108 |
| No | 17.29% | 23 |
| TOTAL | | 133 |

Q11 How often would you visit the ASTW website?

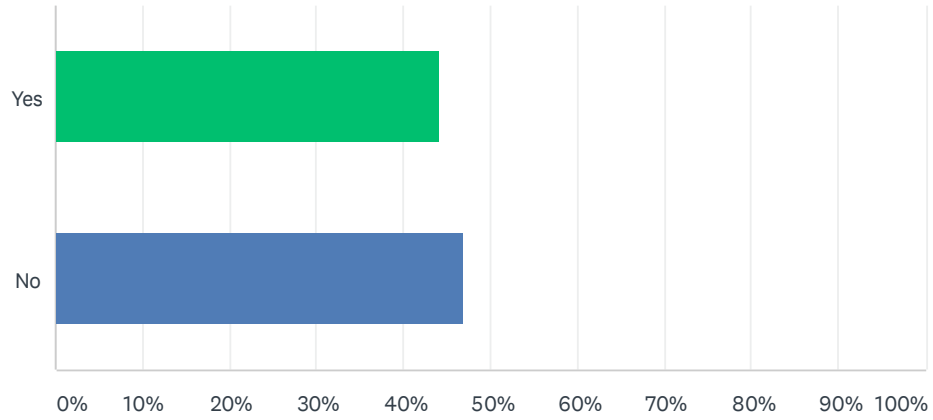
Answered: 136 Skipped: 0



| ANSWER CHOICES | RESPONSES | |
|---------------------|-----------|------------|
| 1-2 x per week | 9.56% | 13 |
| Once a month | 38.24% | 52 |
| Once every 3 months | 25.74% | 35 |
| Rarely | 26.47% | 36 |
| TOTAL | | 136 |

Q12 Are there any improvements we can make to the website?

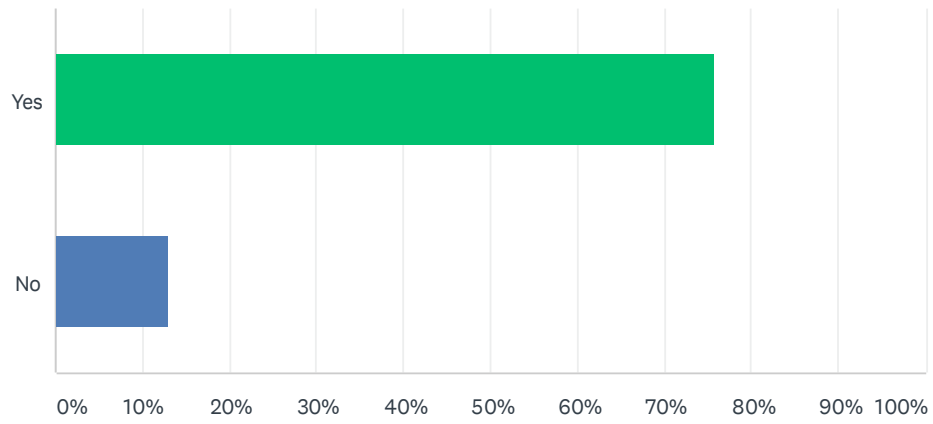
Answered: 111 Skipped: 25



| ANSWER CHOICES | RESPONSES | |
|----------------|-----------|-----|
| Yes | 44.14% | 49 |
| No | 46.85% | 52 |
| TOTAL | | 111 |

Q13 Are you happy with the way ASTW income is spent? (P&L statement available on website)

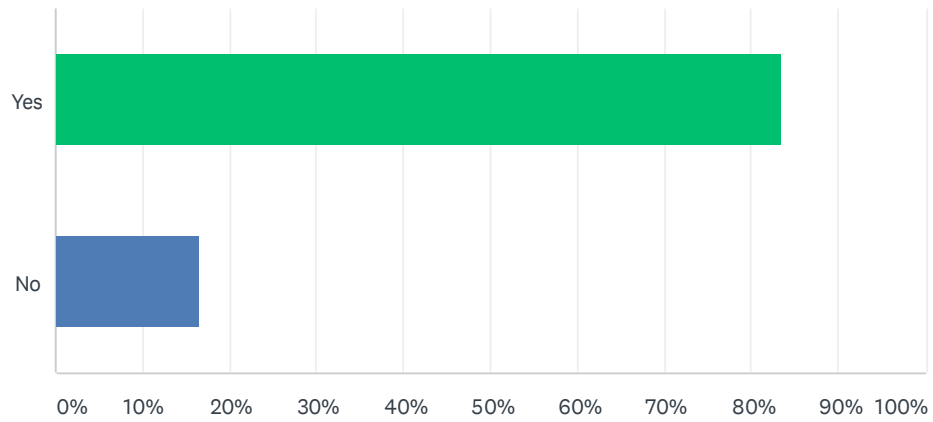
Answered: 115 Skipped: 21



| ANSWER CHOICES | RESPONSES | |
|----------------|-----------|-----|
| Yes | 75.65% | 87 |
| No | 13.04% | 15 |
| TOTAL | | 115 |

Q14 Are you acquainted with the ASTW's guide on ethical conduct of members?

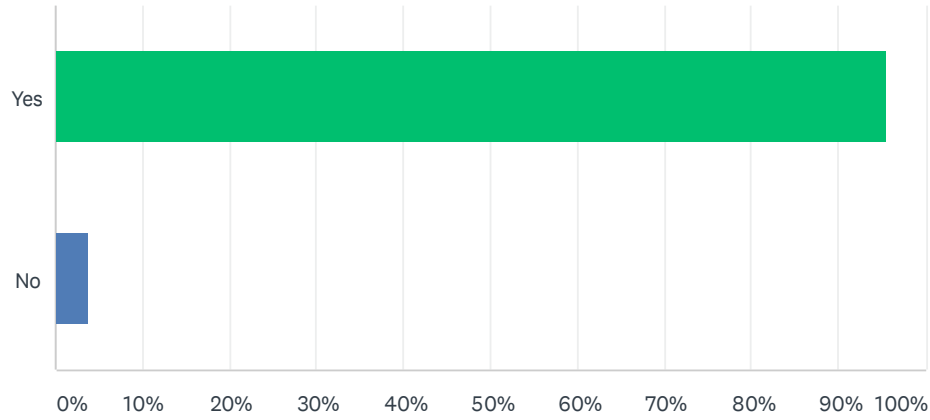
Answered: 133 Skipped: 3



| ANSWER CHOICES | RESPONSES | |
|----------------|-----------|-----|
| Yes | 83.46% | 111 |
| No | 16.54% | 22 |
| TOTAL | | 133 |

Q15 Do you usually read the monthly ASTW newsletter?

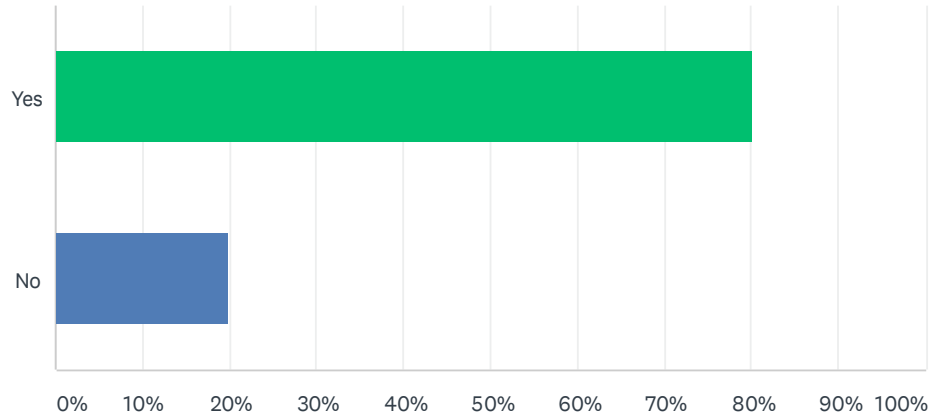
Answered: 135 Skipped: 1



| ANSWER CHOICES | RESPONSES | |
|----------------|-----------|-----|
| Yes | 95.56% | 129 |
| No | 3.70% | 5 |
| TOTAL | | 135 |

Q16 Do you visit/comment on the ASTW Facebook page?

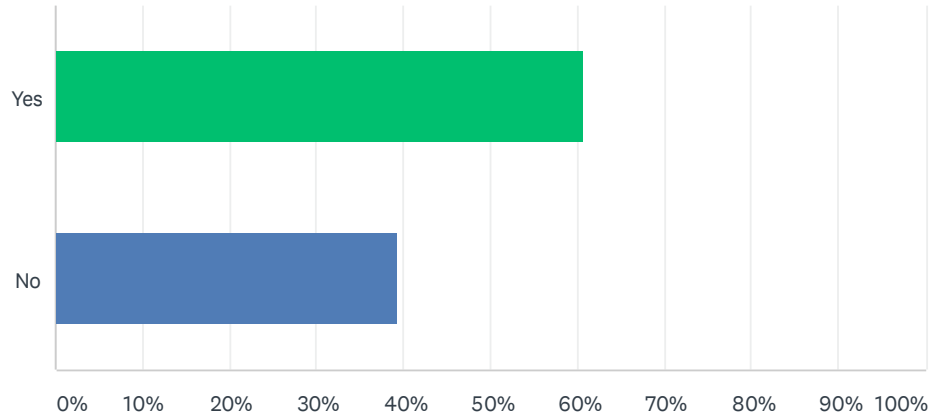
Answered: 136 Skipped: 0



| ANSWER CHOICES | RESPONSES | |
|----------------|-----------|-----|
| Yes | 80.15% | 109 |
| No | 19.85% | 27 |
| TOTAL | | 136 |

Q17 Do you follow the ASTW Instagram account (astw_inc)?

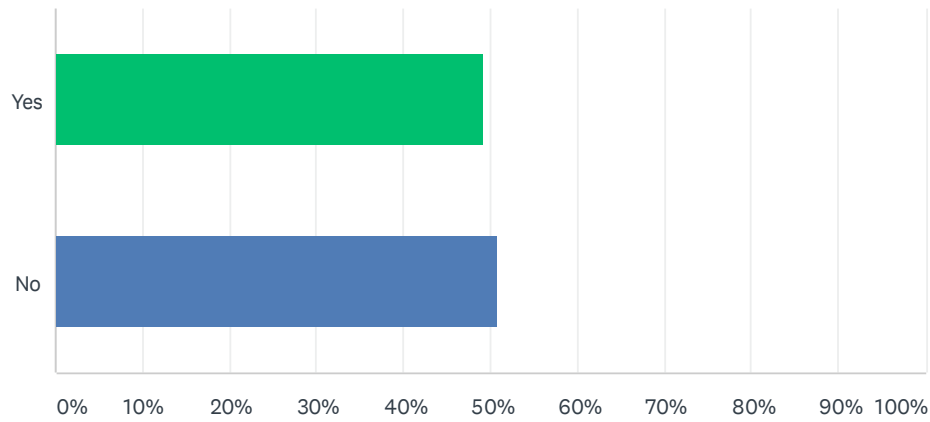
Answered: 135 Skipped: 1



| ANSWER CHOICES | RESPONSES | |
|----------------|-----------|-----|
| Yes | 60.74% | 82 |
| No | 39.26% | 53 |
| TOTAL | | 135 |

Q18 Do you tag your travel-related photos @astw or @astw_inc for re-tweeting or re-gramming?

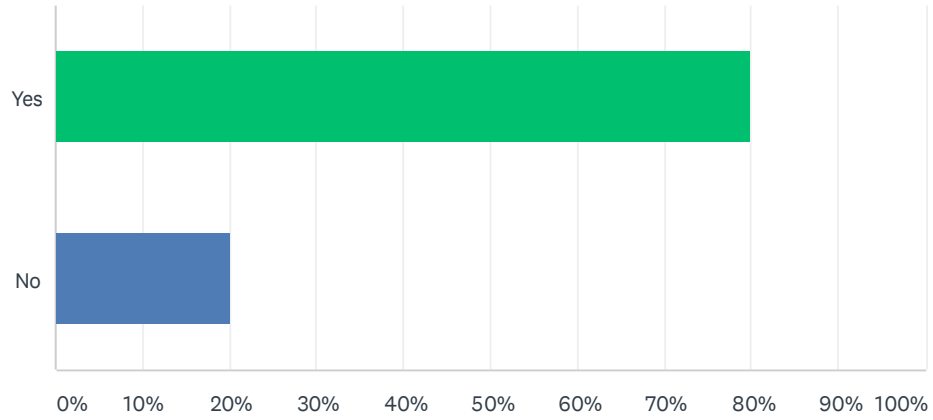
Answered: 130 Skipped: 6



| ANSWER CHOICES | RESPONSES | |
|----------------|-----------|-----|
| Yes | 49.23% | 64 |
| No | 50.77% | 66 |
| TOTAL | | 130 |

Q19 Have you attended ASTW Conventions/AGMs?

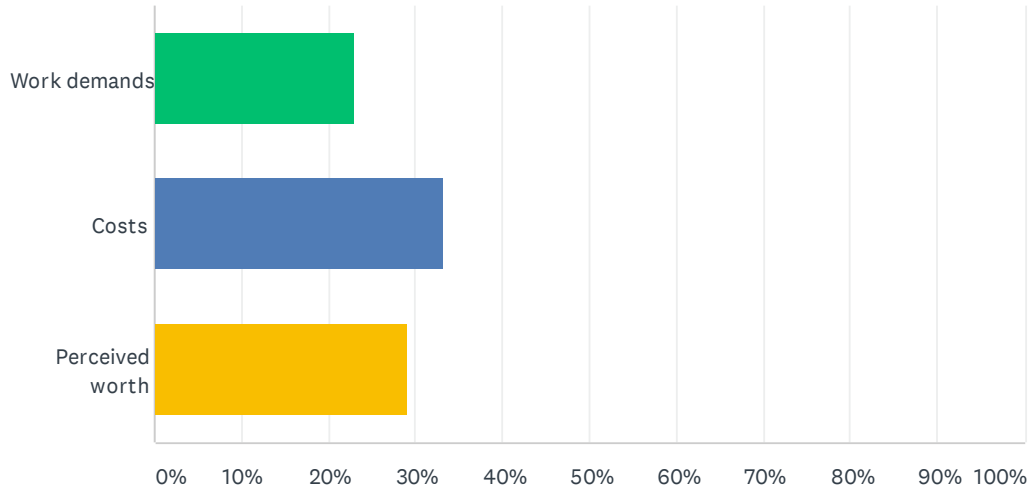
Answered: 135 Skipped: 1



| ANSWER CHOICES | RESPONSES | |
|----------------|-----------|-----|
| Yes | 80.00% | 108 |
| No | 20.00% | 27 |
| TOTAL | | 135 |

Q20 If you don't attend them is it because of:

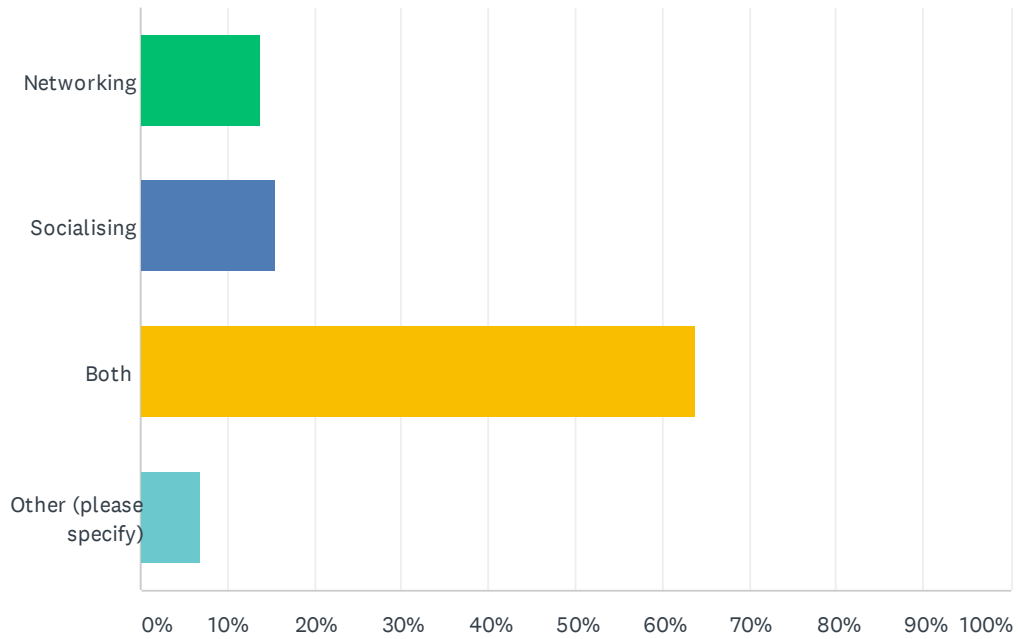
Answered: 48 Skipped: 88



| ANSWER CHOICES | RESPONSES | |
|-----------------|-----------|----|
| Work demands | 22.92% | 11 |
| Costs | 33.33% | 16 |
| Perceived worth | 29.17% | 14 |
| TOTAL | | 48 |

Q21 Do you find the ASTW lunches most useful for:

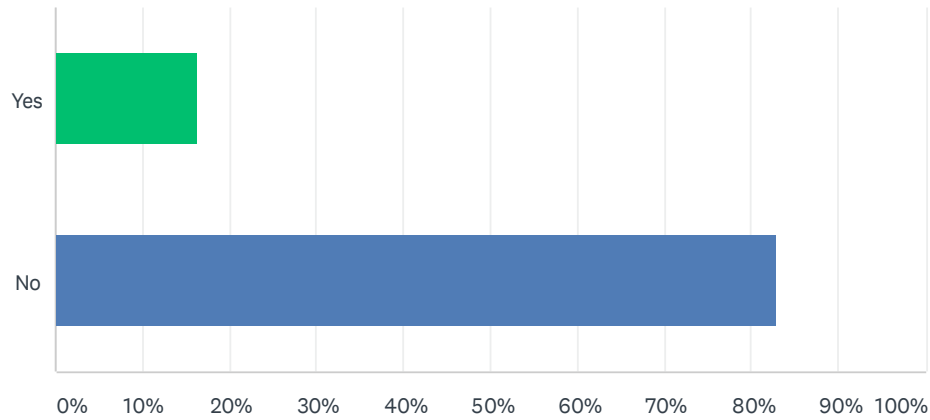
Answered: 130 Skipped: 6



| ANSWER CHOICES | RESPONSES | |
|------------------------|-----------|------------|
| Networking | 13.85% | 18 |
| Socialising | 15.38% | 20 |
| Both | 63.85% | 83 |
| Other (please specify) | 6.92% | 9 |
| TOTAL | | 130 |

Q22 Do you have a specialist travel subject that you would you be willing to talk about at an event organised for/on behalf of the ASTW or present in a webinar?

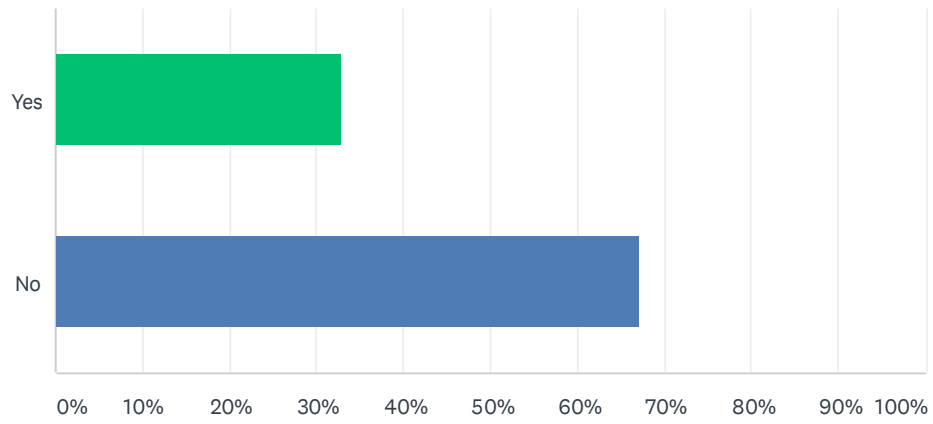
Answered: 117 Skipped: 19



| ANSWER CHOICES | RESPONSES | |
|----------------|-----------|-----|
| Yes | 16.24% | 19 |
| No | 82.91% | 97 |
| TOTAL | | 117 |

Q23 Would you be willing to nominate for a position on the committee in the future?

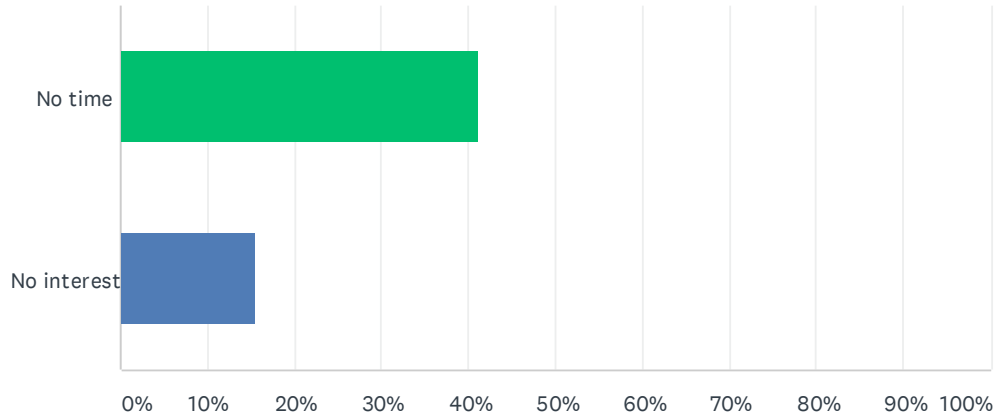
Answered: 131 Skipped: 5



| ANSWER CHOICES | RESPONSES | |
|----------------|-----------|-----|
| Yes | 32.82% | 43 |
| No | 67.18% | 88 |
| TOTAL | | 131 |

Q24 If not, why not?

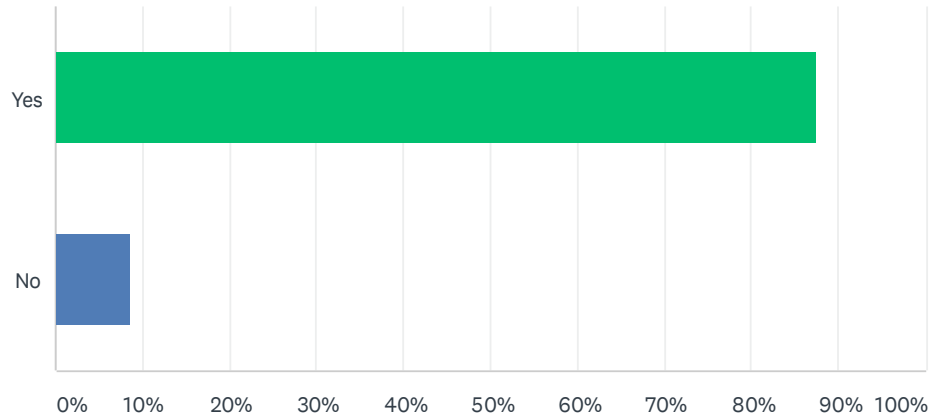
Answered: 90 Skipped: 46



| ANSWER CHOICES | RESPONSES |
|----------------|-----------|
| No time | 41.11% 37 |
| No interest | 15.56% 14 |
| TOTAL | 90 |

Q25 Are you aware that in order to substantiate, your published work must have been paid for by the publication that commissioned it and you may be asked for proof of payment? (This year is an exception as no substantiation will take place.)

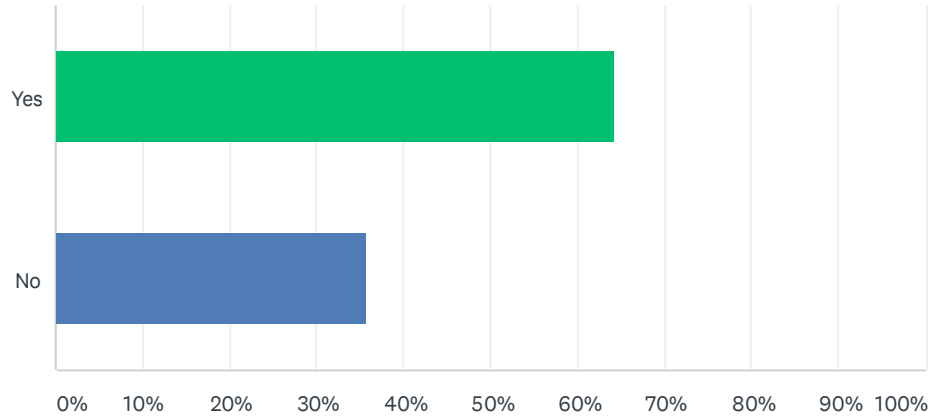
Answered: 128 Skipped: 8



| ANSWER CHOICES | RESPONSES | |
|----------------|-----------|-----|
| Yes | 87.50% | 112 |
| No | 8.59% | 11 |
| TOTAL | | 128 |

Q26 Have you ever entered the ASTW annual awards?

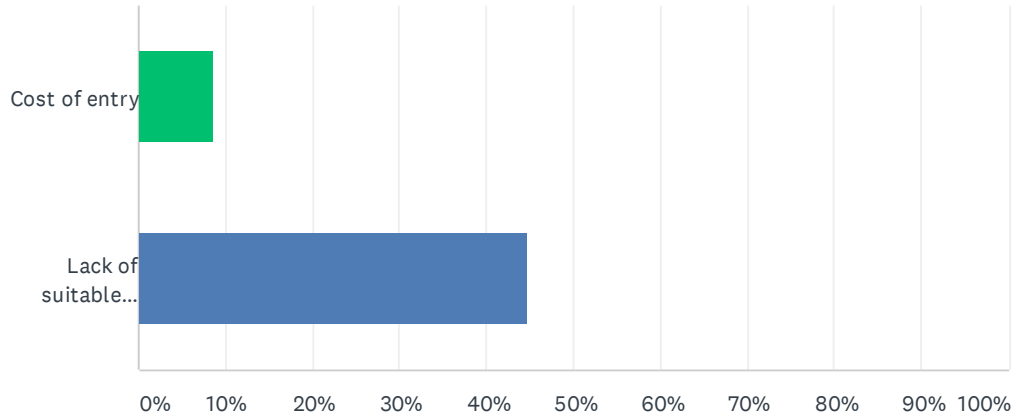
Answered: 134 Skipped: 2



| ANSWER CHOICES | RESPONSES | |
|----------------|-----------|-----|
| Yes | 64.18% | 86 |
| No | 35.82% | 48 |
| TOTAL | | 134 |

Q27 If not, why not?

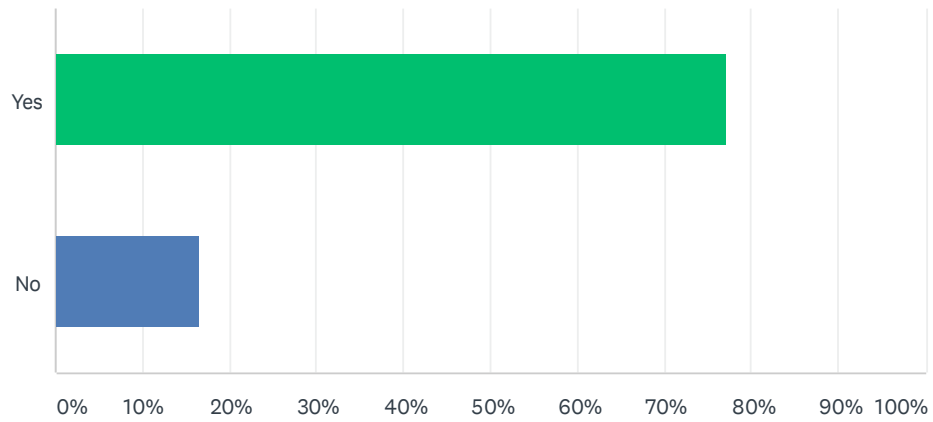
Answered: 47 Skipped: 89



| ANSWER CHOICES | RESPONSES |
|---------------------------|-----------|
| Cost of entry | 8.51% 4 |
| Lack of suitable material | 44.68% 21 |
| TOTAL | 47 |

Q28 Do you believe the award categories are relevant to the current climate?

Answered: 127 Skipped: 9



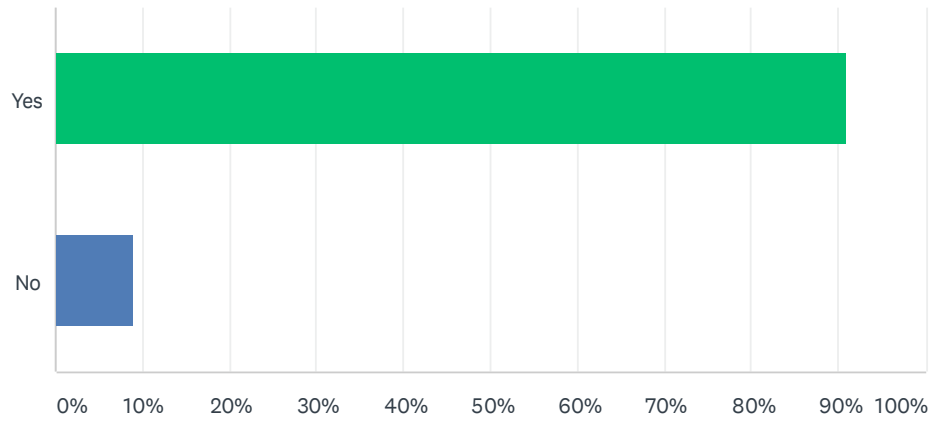
| ANSWER CHOICES | RESPONSES | |
|----------------|-----------|-----|
| Yes | 77.17% | 98 |
| No | 16.54% | 21 |
| TOTAL | | 127 |

Q29 Do you have any suggestions for award categories?

Answered: 33 Skipped: 103

Q30 Do you have a profile on Travmedia?

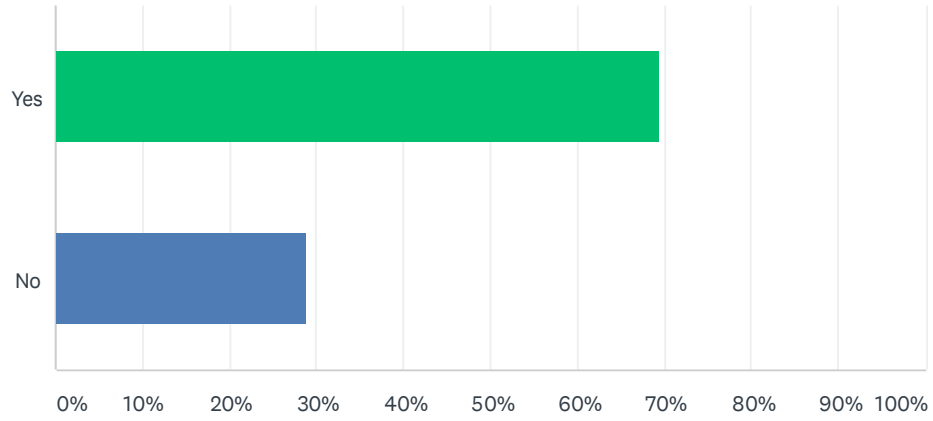
Answered: 132 Skipped: 4



| ANSWER CHOICES | RESPONSES | |
|----------------|-----------|-----|
| Yes | 90.91% | 120 |
| No | 9.09% | 12 |
| TOTAL | | 132 |

Q31 If so, do you post your stories/call outs/releases regularly on Travmedia?

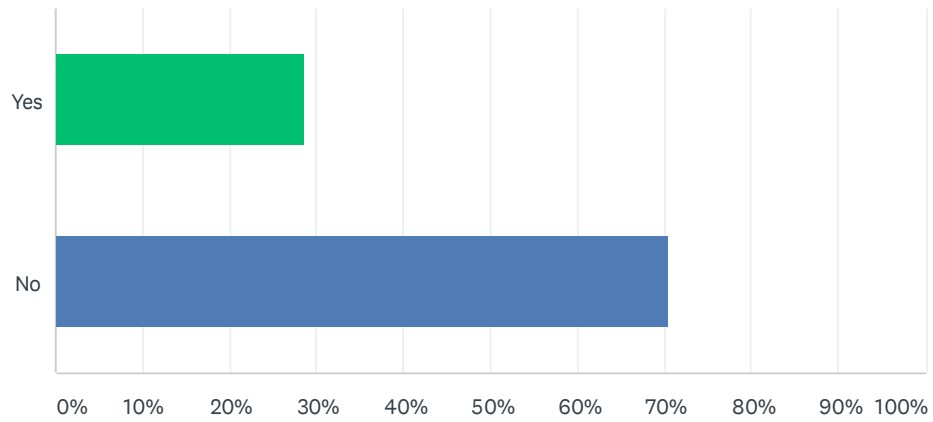
Answered: 128 Skipped: 8



| ANSWER CHOICES | RESPONSES | |
|----------------|-----------|-----|
| Yes | 69.53% | 89 |
| No | 28.91% | 37 |
| TOTAL | | 128 |

Q32 Do you take advantage of the discounts available to members for certain products/services?

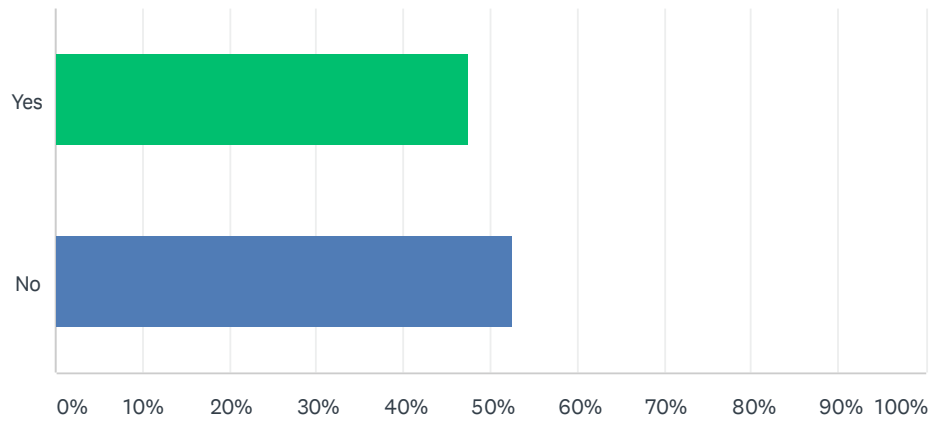
Answered: 136 Skipped: 0



| ANSWER CHOICES | RESPONSES | |
|----------------|-----------|-----|
| Yes | 28.68% | 39 |
| No | 70.59% | 96 |
| TOTAL | | 136 |

Q33 Have you watched one of the webinars presented by our members, either live or from the website?

Answered: 135 Skipped: 1



| ANSWER CHOICES | RESPONSES | |
|----------------|-----------|-----|
| Yes | 47.41% | 64 |
| No | 52.59% | 71 |
| TOTAL | | 135 |

Q34 Are there any subjects you'd like us to present in webinars?

Answered: 33 Skipped: 103

Q35 Is there anything else you'd like to comment on?

Answered: 44 Skipped: 92