

AMERICAN PHILATELIC SOCIETY SURVEY RESULTS

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INTRODUCTION & OBJECTIVES

In November and December, 2016, APS sent a questionnaire using Survey Monkey to members, former members and non-members they had in their database. It is assumed that the non-members have expressed interest in stamp collecting.

Over 3,000 members and 800 non-members responded to the survey.

Avidix Research's David Paddock, Director of Research, tabulated and analyzed the results and authored the report.

Because there are different levels of collectors, APS faces the difficult challenge of being all things to all groups with limited resources. This report may help target the different groups with products and services that appeal to them with limited impact on resources.

The objectives were to:

Explore some new concepts to grow membership in APS, and

To provide updated data from a previous survey of members collecting methods and preferences as well as measuring the degree of participation in APS services.



NUMBER OF RESPONDENTS

Number of Respondents by Collecting Experience and Group

	Members	Former Members	Never Members
Advanced Collectors	1728	250	86
Intermediate Collectors	1334	268	104
Beginning Collectors	119	49	47

Note that the number of beginning collectors in the former member group and never member group are thin, and results for these groups must be used with caution.



CONCLUSIONS AND RECOMMENDATIONS

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These data seem to indicate that a more rigorous education program may enhance APS membership. However, the program cannot be one size fits all, and must be designed around collector level. (See pages 23-30 and 41-42)

Exhibits seem to be a major attraction and may benefit from more pre-show publicity. (See page 14)

Likewise, socialization rated strongly, and these aspects may benefit the organization as APS may want to include more social events in their program. (See pages 9-12)

People will drive up to 200 miles but generally not fly to an APS show suggesting that locations of events must be selected with this in mind. It will also be beneficial to select locations with a high concentration of APS members within 200 miles of the selected location. (See pages 17-19)

A premium membership is an idea worth exploring in more detail, especially if a premium membership can keep regular membership costs at existing levels. (See pages 44-51)

APS should look into ways to enhance and better publicize the StampStore. However, the circuit program needs serious re-evaluation as to how it functions. (See pages 52, 81)



CONCLUSIONS AND RECOMMENDATIONS

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A specialized journal also is an idea worth investigating further, especially targeted to advanced collectors. APS may want to consider folding the *Philatelic Literature Review* into an advanced journal. Perhaps a specialized journal could be a profit center not unlike the *Philatelic Literature Review* independent of membership. (See pages 56-58)

APS may want to better publicize the World Series of Philately with the objective of clearly stating that they are national shows that attract a large number of dealers and high quality exhibits. (See page 16)

Online editions of *The American Philatelist*, while popular, may lead to discontent when the membership cost is not reduced as much as expected (if reduced at all.) To avoid the an online edition from backfiring and costing membership, managing expectations will be paramount in introducing an online edition. (See page 58-59)

Offering new and re-joining members a discounted on-demand course on buying and selling may attract new members. (See page 29)

More than one-half of the collectors start before age 10 which emphasized the importance of youth philately, and then resume collecting between the ages of 30-59. This suggests that APS would benefit by targeting collectors in their 30s rather than waiting until they are older. (See page 91-95)



SWOT ANALYSIS

Strengths

Shows with exhibits

Social interactions

StampStore

APRL and opportunity for research

The American Philatelist

Opportunities

Enhance educational programs at all levels

Promote exhibits and display better exhibits on website or provide link to same

Explore premium membership in more detail

Market philately to people in their mid-30s to late 40s

Strengthen local affiliate clubs such as providing guidance on newsletters, promotion, exhibits, etc.

Weaknesses

Shows in remote locations

Circuit sales

Appealing to advanced/specialized collectors

Promoting the World Series of Philately

Philatelic Literature Review

Threats

Escalating dues and fees

Not involving youth in collecting

Discontent with dealers

FINDINGS

The following sections provides the findings of the survey.

Generally the percentages are calculated from the number of respondents who answered the question rather than the total number of respondents

Some questions had many blank responses.

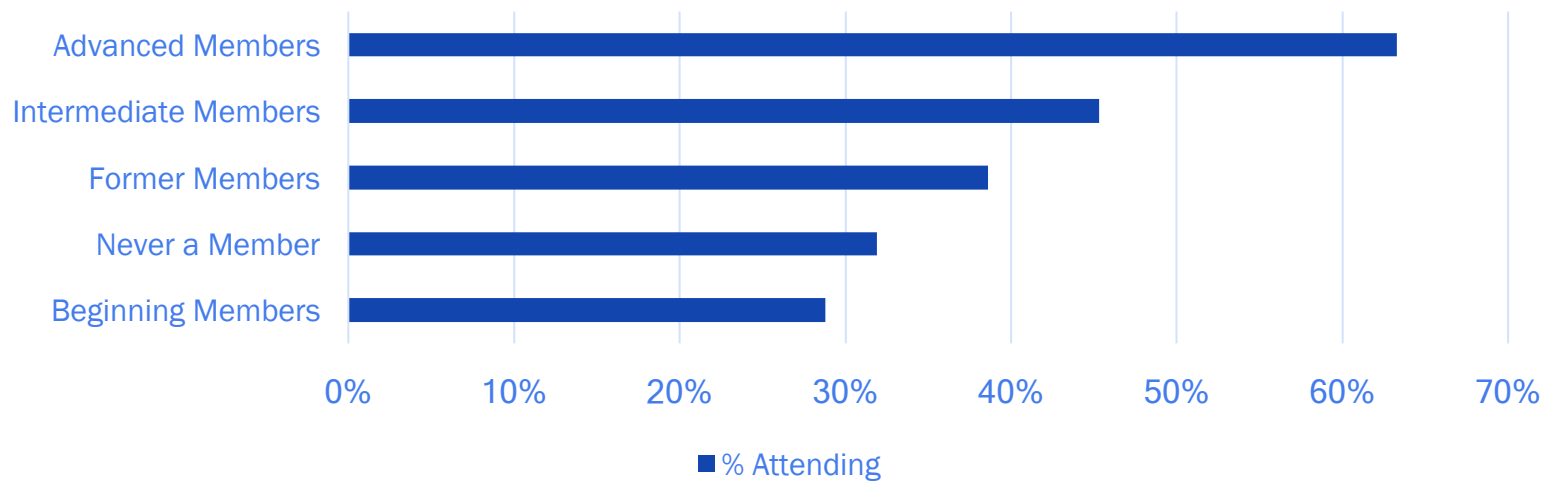
The groups “Former member” and “Never a member” may be combined into a group labeled “Non-Members” when the results between the two groups are similar.

Data pertaining to the collector level, advanced, intermediate and beginner will be presented separately for most questions as they will need to be targeted somewhat differently for promotion purposes.



Q 4. UP TO 63% OF ADVANCED MEMBERS HAVE ATTENDED AN APS SHOW IN THE PAST 10 YEARS

Percent of respondents attending an APS show in the past 10 years by Membership Status



Q 5. BUYING FROM DEALERS IS THE PRIMARY REASON TO ATTEND A NATIONAL SHOW

All groups cited buying from dealers as the primary reason to attend a national show. The percentages were about 2/3 of the respondents for all groups except the beginners, which were lower.

Percentage of Participants Who Purchased Material from Dealers at APS Show

	Advanced	Intermediate	Beginner
Members	63.5%	65.2%	43.8%
Non Members	64.9%	64.7%	34.6%

These results suggest that buying and selling for beginners might be an appropriate topic for an educational session.

It may benefit the APS to inform the dealers of these results. See also Slide 15 for data on the percent of attendees who purchase material from dealers.



Q 6. MEMBERS: OTHER REASONS CITED TO ATTEND AN APS SHOW

Members	Advanced	Intermediate	Beginner
Sell to dealers	26.6%	9.9%	7.9%
View exhibits	22.6%	22.0%	21.3%
Socialization	16.8%	11.0%	11.2%
Access to dealers	12.4%	9.9%	7.9%
Attend 1 st Day Ceremony	5.4%	10.3%	9.0%
Visit USPS	4.9%	3.3%	4.5%
Attend Society Meeting	4.0%	6.9%	5.6%
Visit Foreign Agencies	3.9%	6.3%	9.0%
Bid at Auction	2.8%	1.4%	3.4%
Buy APS Materials	2.5%	4.7%	6.7%

Collectors at different levels attend shows for different reasons, thus presenting a challenge for the APS to appeal to all levels of collectors.



Q 6. NON-MEMBERS: OTHER REASONS CITED TO ATTEND AN APS SHOW

Non-Members	Advanced	Intermediate	Beginner
Sell to dealers	2.2%	1.9%	1.4%
View exhibits	23.8%	20.7%	18.6%
Socialization	14.6%	10.7%	17.1%
Access to dealers	25.2%	23.6%	18.6%
Attend 1 st Day Ceremony	4.2%	10.0%	7.1%
Visit USPS	7.7%	10.7%	17.1%
Attend Society Meeting	7.7%	6.1%	5.7%
Visit Foreign Agencies	5.4%	7.4%	5.7%
Bid at Auction	7.4%	3.2%	1.4%
Buy APS Materials	1.7%	5.5%	7.7%



Q 6. RANK ORDER OF OTHER REASONS BY GROUP

	Member Group			Non-Member Group		
	Advance	Interm.	Begin.	Advance	Interm.	Begin.
Sell to dealers	1	1	1	9	10	9 (tie)
View exhibits	2	2	2	2	2	1 (tie)
Socialization	3	3	3	3	3 (tie)	3 (tie)
Access to dealers	4	5	6	1	1	1 (tie)
Attend 1 st Day Ceremony	5	4	4	8	5	5 (tie)
Visit USPS	6	9	9	4	3 (tie)	3 (tie)
Attend Society Meeting	7	6	8	5	7	7 (tie)
Visit Foreign Postal Administrations	8	7	5	7	6	7 (tie)
Bid at Auction	9	10	10	6	9	9 (tie)
Buy APS Materials	10	8	7	10	8	5 (tie)



INTERPRETATION OF QUESTION 6 (PREVIOUS SLIDE)

Members, especially advanced members are more likely to want to sell to dealers while non-members liked having access to dealers from around the country.

A relatively high percentage of all collectors cited socialization as a reason to attend shows. The APS may want to emphasize the socialization and networking aspect more in their promotional materials.

A higher percentage of intermediate and beginning collectors were more likely to attend the first day ceremony and to visit foreign agencies than other collectors.

A higher percentage of non-members also wanted to visit the USPS booth than did members.

Non-member reasons seemed to be more consistent with respect to collector level. I am unaware of how many non-members join APS at shows, but APS may want to consider a first-time promotional show rate at a discounted level to new and rejoining members.



Q 4. MORE MEMBERS HAVE ATTENDED AN APS SHOW THAN NON-MEMBERS IN THE PAST 10 YEARS

As expected, the more advanced the collector, the higher the probability of attending an APS show in the past 10 years.

Percentage of Participants Who Have Attended an APS Show in the Past 10 Years

	Advanced	Intermediate	Beginner
Members	63.3%	43.3%	28.8%
Non Members	45.4%	32.2%	26.0%

Fewer non-members have attended than members, which may be a function of not knowing about the show through *The American Philatelist*. APS may want to look into alternate methods of publicity to reach non-members.



Q 7. ALMOST ALL ATTENDEES VIEW THE EXHIBITS

Viewing the exhibits was the second most cited primary reason to attend an APS show.

Approximately 90% of all the collecting groups said they spent time in the exhibits.

Percentage of Participants Who Viewed the Exhibits (of those who attended a show)

	Advanced	Intermediate	Beginner
Members	92.9%	93.6%	96.9%
Non Members	90.4%	91.7%	88.5%

APS may want to consider promoting some of the more unique exhibits and coordinate exhibit promotion with dealer participations. For example, if a Scandinavian dealer will be at the show, promote the Scandinavian exhibits, etc. This may benefit the dealer, who will continue to support the APS shows, and attract members and non-members who have an interest in these collecting areas.



Q 8. MOST ATTENDEES PURCHASED MATERIAL FROM DEALERS

Over 90% of member and non-member intermediate and advanced collectors, purchased material from dealers at the show. Fewer beginning collectors purchased material.

Percentage of Participants Who Purchased Material from Dealers

	Advanced	Intermediate	Beginner
Members	95.5%	94.1%	75.0%
Non Members	94.6%	90.7%	65.4%

There was no difference between former members (91.9%) and never members (89.9%). Dealers should be informed of these results. APS may want to talk with some dealers to see why not as many beginning collectors are purchasing material, and conduct a session on how to buy from dealers starting with having a want list and proceeding through price negotiation of higher-priced items.



Q 12. MORE MEMBERS HAVE ATTENDED AN APS SHOW THAN NON-MEMBERS IN THE PAST 10 YEARS

As with the APS shows, the more advanced the collector, the higher the probability of ever attending an World Series of Philately show.

Percentage of Participants Who Have Attended an APS Show in the Past 10 Years

	Advanced	Intermediate	Beginner
Members	47.7%	27.6%	16.5%
Non Members	30.4%	15.6%	8.3%

Members and non-members may benefit from knowing more about the World Series of Philately shows and what it offers to the collecting community. Some may think these are not national shows that attract a large number of dealers and high quality exhibits, and thus be less inclined to attend.



Q 9, 11 & 15. MORE THAN ONE-HALF OF THE MEMBERS WILL DRIVE UP TO 200 MILES TO ATTEND AN APS SHOW

Up to 78% of some members will drive up to 200 miles to attend a specific show

Percentage of Participants Who Will Drive up to 200 Miles

Members	Advanced	Intermediate	Beginner
APS Stamp Show	55.5%	70.3%	68.8%
AmeriStamp Expo	66.6%	77.3%	78.1%
World Series	56.7%	70.1%	55.6%

These results suggest that APS should select sites with a large concentration of APS members within 200 miles of the potential location.

Note: Approximately 25% of the beginners, 45% of the intermediates and 65% of the advanced collectors answered this question, suggesting many may not be willing to drive this far.



Q 9, 11 & 15. SIMILAR RESULTS WERE OBSERVED FOR THE NON-MEMBERS

Up to 90% of some non-members will drive up to 200 miles to attend a specific show

Percentage of Participants Who Will Drive up to 200 Miles

Non-Members	Advanced	Intermediate	Beginner
APS Stamp Show	74.0%	84.6%	80.8%
AmeriStamp Expo	82.0%	90.4%	80.0%
World Series	66.7%	81.1%	*

Note: Approximately 25% of the beginners, 30% of the intermediates and 44% of the advanced collectors answered this question.

Use these results with extreme caution. The percentage of respondents who answered this question is low. This suggests most of the respondents are not sure how far they will drive, or were not willing to commit to a number.

* Only one respondent answered.



Q. 10, 12 & 15 RELATIVELY FEW MEMBERS OR NON-MEMBERS WILL FLY TO AN APS SHOW

Fewer than a third of the advanced collectors respondents will fly to a show and even fewer intermediate and beginner collectors will fly.

Members	Advanced	Intermediate	Beginner
APS StampShow	29.1%	13.4%	9.4%
AmeriStamp Expo	22.2%	10.1%	6.3%
World Series event	31.6%	16.4%	5.3%

Non-Members	Advanced	Intermediate	Beginner
APS StampShow	17.3%	6.7%	15.4%
AmeriStamp Expo	1.6%	0.0%	9.1%
World Series event	30.6%	7.0%	16.7%



Q. 16 MANY MEMBERS HAVE ATTENDED A BOURSE IN THE PAST YEAR; BEGINNERS LESS OFTEN THAN OTHERS

Fewer than half of the beginning collectors have attended a bourse. Usually collectors attended one or two bourses a year. Almost 7% of advanced collectors have attended 10 or more times in the past year, however, these may be dealers.

Percent of Collectors Who Attended a Bourse in the Past Year

Members	Advanced	Intermediate	Beginner
Have attended at least once	69.6%	57.6%	43.5%
1-2 times	33.1%	37.4%	29.6%
Ten plus times	6.9%	2.1%	0.9%
Zero times	30.4%	42.4%	56.5%

A session on buying for beginners could include what to expect at a bourse, and another session could address how a local club could organize a bourse if there were none in their area.



Q 16. FEWER NON-MEMBERS THAN MEMBERS HAVE ATTENDED A BOURSE IN THE PAST YEAR

Fewer than half of intermediate and beginner non-members have attended a bourse in the past year. Almost 9% of advanced have attended 6 or more times, but these may be dealers.

Percent of Collectors Who Attended a Bourse in the Past Year

Non-Members	Advanced	Intermediate	Beginner
Have attended at least once	58.0%	37.8%	35.1%
1-2 times	30.9%	28.0%	29.7%
Six plus times	8.8%	2.3%	0.0%
Zero times	41.9%	62.1%	64.8%

Bourses may be instrumental in keeping collectors committed to the hobby, and could be an effective recruitment tool for APS by making membership brochures available.



Q 18. MORE THAN ONE-HALF OF RESPONDENTS WILL DRIVE UP TO 50 MILES TO ATTEND A BOURSE

Percent of respondents who will drive up to 50 miles to a local bourse.

	Advanced	Intermediate	Beginner
Members	52.1%	60.9%	53.1%
Non-Members	59.6%	72.2%	64.3%

Non-Member Type	Percent
Former Member	67.8%
Never a Member	62.0%

Bourses may provide an inexpensive way to promote APS to non-members. Offering incentives to dealers to promote APS may be an option worth investigating, if it is not currently in place.



Q 19. MEMBERS STRONGLY PREFERRED ON-DEMAND EDUCATIONAL COURSES OVER INTERACTIVE COURSES

Average Rating of Course Type Offerings

Members	Advanced	Intermediate	Beginner
On Demand Program	4.46	4.74	5.23
Interactive Program	3.12	3.09	3.12

Note: The rating scale ranged from 1 to 7, where 1 is not at all interested and 7 is very interested.

APS initially may want to put more resources in on-demand educational programs for beginners, followed by more advanced on-demand courses. No group rated interactive programs at the midpoint of the scale or higher, while the midpoint was exceeded for on-demand programs among all groups.



Q 20 & 23. BEGINNING COLLECTORS ARE WILLING TO PAY MORE FOR AN EDUCATIONAL COURSES THAN OTHER GROUPS

However, for advanced courses the price differences were minimal but higher.

Average Price Members Would Pay for Educational Courses

Members	Advanced	Intermediate	Beginner
Beginner Course	\$29.27	\$32.55	\$40.07
Advanced Course	\$55.33	\$53.14	\$53.95

This finding supports the suggestion that APS initially may want to put more resources in on-demand educational programs for beginners, followed by more advanced on-demand courses at higher prices.



Q 20 & 23. NON-MEMBERS INDICATED THEY WILL NOT PAY AS MUCH FOR EDUCATIONAL COURSES AS MEMBERS

Non-member indicated they will pay between \$5- \$6 less than members for beginner courses and \$8 (beginners) to \$12 (advanced and intermediate) for advanced courses.

Average Price Non-Members Would Pay for Educational Courses

Non-Members	Advanced	Intermediate	Beginner
Beginner Course	\$24.58	\$28.14	\$31.83
Advanced Course	\$43.46	\$40.41	\$44.92

	Former Member	Never a Member
Beginner Course	\$27.53	\$26.16
Advanced Course	\$43.00	\$38.85



Q 20 & 23. ADVANCED COURSES WILL HAVE MORE POTENTIAL FOR REVENUE THAN WILL BEGINNER COURSES

Percent of Collectors Who Would Pay More than \$25 for Educational Courses

Members	Advanced	Intermediate	Beginner
Beginner Course	42.9%	55.4%	59.7%
Advanced Course	71.0%	71.3%	70.8%

Non-Members	Advanced	Intermediate	Beginner
Beginner Course	33.4%	41.8%	49.4%
Advanced Course	62.7%	63.2%	51.9%

Beginner courses should not be neglected, however since more than 60% of all beginning collectors will pay more than \$25 or a beginning course.



Q 20 & 23. ABOUT ONE-HALF OF THE ALL MEMBERS WILL PAY MORE THAN \$50 FOR ADVANCED COURSES

Percent of Collectors Who Would Pay More than \$50 for Educational Courses

Members	Advanced	Intermediate	Beginner
Beginner Course	16.0%	16.9%	29.9%
Advanced Course	50.0%	49.9%	50.0%

Non-Members	Advanced	Intermediate	Beginner
Beginner Course	11.4%	13.5%	16.9%
Advanced Course	34.1%	29.5%	40.4%

By comparing these data with the data on the previous page, it is clear that members are willing to pay more for educational courses than non-members, which defeats the idea of charging non-members a higher fee.



Q 21. ADVANCED MEMBERS SHOWED MORE INTEREST IN EXPERTIZING IN AN ADVANCED COURSE; BEGINNERS MORE INTEREST IN EFO'S

Percent of Respondents Showing Interest in Advanced Course Offerings

Members	Advanced	Intermediate	Beginner
Spotting Fakes & Forgeries	23.1%	23.6%	22.2%
Expertizing	19.4%	15.7%	7.6%
Analytical Philately	17.2%	14.3%	18.2%
Buying & Selling Online	15.7%	21.7%	25.5%
Stamp Production Techniques	9.4%	11.5%	10.9%
Advanced Exhibiting	7.9%	3.9%	3.3%
Errors, Freaks & Oddities (EFO's)	7.2%	9.4%	12.4%

Over 1 in 5 beginning and intermediate members mentioned buying and selling online. Expanding the course to include buying and selling at shows and bourses would benefit APS by directing more sales to their programs.



Q 21. NON-MEMBERS INDICATED LITTLE DIFFERENCE FROM MEMBERS ON WHAT THEY WOULD LIKE IN AN ADVANCED COURSE

Percent of Non-Members Showing Interest in Advanced Course Offerings

Non-Members	Advanced	Intermediate	Beginner
Spotting Fakes & Forgeries	23.4%	21.8%	22.2%
Expertizing	18.7%	11.5%	6.1%
Analytical Philately	16.3%	15.2%	19.4%
Buying & Selling Online	18.5%	23.8%	25.6%
Stamp Production Techniques	5.7%	9.6%	9.4%
Advanced Exhibiting	6.4%	4.7%	3.9%
Errors, Freaks & Oddities	11.0%	13.4%	13.3%

Note that buying and selling online ranks number one among intermediate and beginning collectors, suggesting a need for this type of educational program among non-members.



Q 21. THE RANK ORDER OF ADVANCED COURSE TOPICS INTERESTS SHOWED DIFFERENCES BETWEEN THE GROUPS

	Member Group			Non-Member Group		
	Advance	Interm.	Begin.	Advance	Interm.	Begin.
Spotting Fakes & Forgeries	1	1	2	1	2	2
Expertizing	2	3	6	2	5	6
Analytical Philately	3	4	3	4	3	3
Buying & Selling Online	4	2	1	3	1	1
Stamp Production Techniques	5	5	5	7	6	5
Advanced Exhibiting	6	7	7	6	7	7
Errors, Freaks & Oddities	7	6	4	5	4	4

OPEN ENDED COURSE SUGGESTIONS, COLLECTING & COLLECTIONS

The course suggestions are organized by category, with subject matter beneath the category. They are not tabulated, but several respondents cited each of these courses.

Collecting and Collections

- Collecting on a budget
- Organizing and managing collections
- Appraising for resale or disposal
- Modern tools used in collecting
- Inventory management
- Market trends
- Collecting trends
- Archival storage
- Album design and layout
- Collecting vs. accumulating
- Finding dealers that sell “Hard to find” stamps
- Understanding the terminology and better definitions of things like engraved vs lithograph
- How to become a specialized collector
- Methods of organizing and mounting different types of collections and material
- Identifying material not in Scott catalogs

OPEN ENDED COURSE SUGGESTIONS, STAMP SPECIFIC

Stamp Specific

- History of stamps
- Country analytics
- Identifying obscure stamps
- Dealing with overprints
- Identifying re-issues and reprints
- Artistry and production of stamps
- Stamp grading
- What are considered flaws and which are considered most detrimental
- Understanding the grades of stamps
- Restoration of stamps
- Scientific analysis of stamps

OPEN ENDED COURSE SUGGESTIONS, IDENTIFICATION & DETECTION

Identification and Detecting

- Washington-Franklins (mentioned by many)
- Other difficult series such as Hermes heads, Machins or Canadian Centennials
- Color (likely the most frequently mentioned ID item), related, What affects colors
- Regumming
- Phosphor papers and the related tagging
- Watermarks
- Measuring perforations accurately
- Paper types (thickness, manufacturing, coloring, mesh, etc.)
- Grills
- Forgeries
- Repairs
- Reperforations
- Fake cancels

OPEN ENDED COURSE SUGGESTIONS, COMPUTERS IN PHILATELY & EXHIBITING

Computer Use in Philately

General use in philately

Buying and selling on eBay

Sources of philatelic information on the Internet, related, Computer and Web Research

Cataloging collections, related, Organizing collections

Making albums, related, Designing exhibit layouts

Technology for scanning, displaying and uploading stamp images

Website management for promoting philately (blogs)

Website management for selling material

Exhibiting

Exhibiting for beginners

How to write up an exhibit

Factors in judging

How to become a judge

Giving and benefiting from feedback

OPEN ENDED COURSE SUGGESTIONS, BUYING & SELLING AND DEALER RELATIONS

Buying and Selling

- Problems when purchasing online and how to avoid them
- Determining value of purchases and auction lots
- Collecting for the investor
- Successful investing strategies
- Negotiating prices with dealers
- Buying and selling on the Internet
- Buying and selling in general
- Selling duplicates and excess inventory
- Buying and selling at auctions
- Giving and benefiting from feedback

Dealer Related

- How to become a dealer
- Issues dealers face
- Advice for dealers at small shows
- Dealing with difficult dealers
- How to spot unscrupulous dealers

OPEN ENDED COURSE SUGGESTIONS, SHOWS & CLUBS AND APS SPECIFIC

Clubs and Shows

- Organizing and financing local shows
- Organizing non-competitive exhibits
- Responsibilities of being an officer in a club
- Managing local clubs
- Getting the most out of a stamp show
- Preparing a club newsletter
- Giving presentations to groups about stamps
- Reviews of exhibits that have won prizes with explanations

APS Specific

- Products and services offered by APS
- How to get the most out of membership
- How to do circuits
- Using APRL remotely
- Offering tours of facility
- Intermediate and advanced APRL research techniques

OPEN ENDED COURSE SUGGESTIONS, EXHIBITING, EXPERTIZING AND ADVANCED COLLECTING

Exhibiting

- Exhibiting for beginners
- How to write up an exhibit
- Factors in judging
- How to become a judge
- Giving and benefiting from feedback

Expertizing

- How to become an expert recognized by philatelic organizations

Advanced Collecting (vs. general or basic)

- Acquisitions
- Exhibiting
- Identification
- Research methods
- Postal history

OPEN ENDED COURSE SUGGESTIONS, SPECIFIC TOPICS: POSTAL HISTORY AND TOPICAL ISSUES

Specific Topics

Postal History

- Getting started in postal history
- Where to find information (research)
- US Postal history
- US from stampless through Prexies
- Routes
- Markings
- Rates
- Including all of the above for foreign countries

Topical Issues

- How to start topical collecting
- International mail in WW II
- Censorship
- Transatlantic mail
- Airmail
- Zeppelin issues
- Civil war era stamps and covers
- Tying it all together

OPEN ENDED COURSE SUGGESTIONS, SPECIFIC TOPICS: COUNTRIES AND OTHER TOPICS

Country Specific

In depth study of many countries,
Countries often mentioned:

- Classic Great Britain
- German states
- German inflation cancels
- Italian states
- Ukraine tridents
- Mexico
- Canal Zone
- China
- Russia
- Canada
- France

Other specialized topics for a course

- Back of the book issues in general
- Revenues
- Booklet panes
- Cachets, cachet making and first day covers
- Cancellations and fancy cancels
- Plate blocks
- Plating classic stamps

OPEN ENDED COURSE SUGGESTIONS, FUTURE OF PHILATELY AND OTHER TOPICS

Future of Philately

How to teach young people to get interested in philately

The future of postage stamps

Resources to get younger people started in philately including where to buy, who to trust, where to find free supplies and material

Other

When is insurance needed

Preparing collection for heirs

Best way to use catalogs

How to choose the right album

History of philately

Greatest collectors

Developing and sustaining interest for the next generation

Financing aspects such as tax implications, record keeping and estate issues

Q 26. ADVANCED AND INTERMEDIATE MEMBERS PREFER TWO FREE EXPERTIZING; BEGINNERS A DISCOUNT ON EDUCATIONAL COURSES

Percent of Members Ranking Each Product or Service a One (1) or (2)

Members	Advanced	Intermediate	Beginner
Two Free Expertizing Certificates	59.5%	56.1%	35.2%
Commission Free on \$1,000 of sales	39.3%	34.6%	27.9%
Five Quick IDs	26.2%	32.9%	36.3%
25 Free APRL Scanned pages	22.7%	25.0%	20.8%
10% Educational Course Discount	21.4%	33.4%	45.2%
Membership in Society Group	23.7%	30.1%	45.2%

Beginning collectors wanted a 10% discount or courses while these discounts appealed less to advanced collectors. Least desirable overall were 25 free APRL scanned pages, perhaps because they are not yet advanced enough to be doing research.



Q 26. NON-MEMBERS PREFERENCES PARALLELED THOSE OF MEMBERS

Percent of Non-Members Ranking Each Product or Service a One (1) or (2)

Non-Members	Advanced	Intermediate	Beginner
Two Free Expertizing Certificates	66.9%	51.1%	31.1%
Commission Free on \$1,000 of sales	43.9%	39.0%	27.9%
Five Quick IDs	31.5%	28.9%	26.9%
25 Free APRL Scanned pages	25.5%	25.9%	23.3%
10% Educational Course Discount	18.9%	39.2%	53.2%
Membership in Society Group	31.2%	40.9%	44.0%

Interestingly, the percent of advanced non-members showed a higher percent of respondents interested in every category except the discount for courses. This suggests targeting this group with these services.



Q 26. RANK ORDER SHOWED LITTLE DIFFERENCE IN PREFERENCE RANK BETWEEN THE TWO GROUPS

	Member Group			Non-Member Group		
	Advance	Interm.	Begin.	Advance	Interm.	Begin.
Two Free Expertizing Certificates	1	1	4	1	1	3 (tie)
Commission Free on \$1,000 of sales	2	2	6	2	2	5 (tie)
Five Quick IDs	3	5	3	4	3	3 (tie)
25 Free APRL Scanned pages	5	6	6	5	5	5 (tie)
10% Educational Course Discount	6	3	1	6	6	1
Membership in Society Group	4	4	2	3	4	2

The rank order showed little difference in the preferences between the two groups. The 10% discount on educational courses was the largest difference, and that only among the intermediate collectors.



Q 27. MEMBERS PREFERRED A SEMINAR OR COURSE OVER A JOINT MEMBERSHIP WITH A PREMIUM MEMBERSHIP

On a scale of 1 to 7, each of the free seminar or course options exceeded the midpoint of the scale while two of the three groups failed to rate a joint membership at or above the midpoint.

Average Rating of Premium Membership Benefit

Members	Advanced	Intermediate	Beginner
Free seminar or course	3.88	3.83	4.10
Joint Membership	3.11	3.26	3.60

The rating scale ranged from 1 to 7, where 1 is not at all interested and 7 is very interested. Beginners liked both options better than the other two groups. Beginners appear to be more interested in the benefits of a free course and joint membership than the others, suggesting targeting beginners with educational programs geared to their level should be considered.



Q 27. NON-MEMBERS ALSO PREFERRED A SEMINAR OR COURSE OVER A JOINT MEMBERSHIP WITH A PREMIUM MEMBERSHIP, BUT NOT AS STRONGLY

On a scale of 1 to 7, none of the options by any group exceeded the midpoint of the scale

Average Rating of Premium Membership Benefit

Non-Members	Advanced	Intermediate	Beginner
Free seminar or course	2.95	3.33	3.42
Joint Membership	2.74	3.00	3.20

The rating scale ranged from 1 to 7, where 1 is not at all interested and 7 is very interested. Beginners liked both options better than the other two groups. Advanced collectors especially disliked the idea. This may be because relatively few members or non-members participate in seminars and courses and maybe unaware of the benefits. Former members tended to rate a free seminar or course higher than never members and higher than a joint membership, but lower than beginners.



Q 29. A PREMIUM MEMBERSHIP WOULD BE WORTH ABOUT \$16 ADDITIONAL TO MEMBERS AND \$13 TO \$15 TO NON-MEMBERS

Average Price Respondents Would Pay for a Premium Membership

	Advanced	Intermediate	Beginner
Members	\$16.54	\$16.40	\$16.37
Non-Members	\$14.96	\$13.28	\$13.66

Percent of Respondents Who Would Pay \$25 or More for Premium Membership

	Advanced	Intermediate	Beginner
Members	37.1%	26.9%	25.3%
Non-Members	14.6%	10.1%	4.8%

Perhaps as many as 25% of existing members would pay \$25 for a premium membership with the right incentives. Because the incentives offered may not appeal to all members, the number who may pay is likely less than 25%.



INTRODUCTION TO SUGGESTIONS FOR PREMIUM MEMBERSHIP BENEFITS

The other suggestions are organized by major category with subcategories within.

There were several comments that were not relevant, and many expressed that a premium membership is not needed or not a good idea.

All references to discounts include those who stated they wanted the product or service to be free.

APS may want to consider, if they decide to implement a premium membership, to offer those products and services that do not significantly affect cash flow, but are part of a fixed cost.

Items in italics were mentioned by 10 or more respondents. Items in bold italics were mentioned by 20 or more. Discounts on expertizing and education opportunities were mentioned by 65 and 50 respondents, respectively.

The specific suggestions are on the next four pages.

SUGGESTIONS FOR PREMIUM MEMBERSHIP BENEFITS

PAGE 1 OF 4

Services

Expertizing

Educational opportunities (courses, webinars)

Access to experts

Sales

Stamp store discount

Discount on books and merchandise

Circuit book sales discount

Preferred circuit book access

Selective circuits or solo recipient

Custom approval service

Discount on advertising in *The American Philatelist*

SUGGESTIONS FOR PREMIUM MEMBERSHIP BENEFITS

PAGE 2 OF 4

APRL

Better access to library

Discounted services (photocopying, research, shipping costs, etc.)

Digital access (reference materials, research tools)

APRL membership

Shows and WSP Events

Recognition (special nametag, etc.)

Special event (social, dinner, etc.)

Token of appreciation (mug, show cover, etc.)

VIP area with access to experts

Early access to the floor (usually mentioned by dealers)

Preferred hotel bookings

SUGGESTIONS FOR PREMIUM MEMBERSHIP BENEFITS

PAGE 3 OF 4

Other items not frequently mentioned but worthy of consideration to premium members only

Online study groups or meeting groups

Section of website for premium members only

Amos discounts

Discount on insurance

Designation with a special member number (preferably low according to respondent)

Booth discount for dealers

Help selling a collection

Joint membership to affiliate

SUGGESTIONS FOR PREMIUM MEMBERSHIP BENEFITS

PAGE 4 OF 4

Other items not frequently mentioned but worthy of consideration, either as a premium membership or available to all members.

Online “How-to” demos

Discount on tours to Smithsonian National Postal Museum

Translation services (Already provide, promote more)

Discount on purchases from participating dealers

Lapel pins for 10, 15, 20, etc. years of membership

Several mentioned more personal or better communications with APS leadership.

Several mentioned discounted or free admission to shows. These may be dealers who have booths since shows are generally free anyway.

And my favorite:

Free beer when visiting Bellefonte

Q 30. OVER ONE-HALF OF THE MEMBERS PURCHASE THEIR STAMPS FROM ONE OF THREE SOURCES

Percent of Members Sources for Stamps

Members	Advanced	Intermediate	Beginner
Dealer Mail Order	11.9%	19.6%	23.6%
Dealers at shows	22.7%	21.1%	15.4%
eBay	24.6%	20.2%	18.7%
APS StampStore	5.6%	8.4%	12.1%
Public Auctions	15.3%	7.9%	4.4%
Society Auctions	1.7%	1.8%	2.2%
Local Clubs	5.3%	6.2%	11.0%
APS Circuits	5.1%	6.9%	5.5%
Other web sites	7.8%	8.1%	7.1%

More publicity such as buying successes by members may benefit the StampStore. These data suggest a buy and sell course should expand beyond online aspects.



Q 30. A HIGHER PERCENTAGE OF NON-MEMBERS THAN MEMBERS PURCHASE THEIR STAMPS FROM ONE OF THE TOP THREE SOURCES

Percent of Non-Members Sources for Stamps

Non-Members	Advanced	Intermediate	Beginner
Dealer Mail Order	15.7%	22.0%	19.2%
Dealers at shows	22.0%	18.2%	19.2%
eBay	28.6%	25.8%	26.2%
APS StampStore	1.4%	4.9%	5.4%
Public Auctions	13.5%	6.4%	4.6%
Society Auctions	2.2%	2.7%	3.1%
Local Clubs	6.1%	7.2%	10.8%
APS Circuits	0.6%	1.3%	2.3%
Other web sites	10.0%	11.6%	9.2%

Promoting the StampStore in a general membership brochure to distribute at bourses and local clubs may boost APS membership.



Q 31. GOOGLE WOULD BE THE BEST PLACE TO DISPLAY ADS TO MEMBERS, FOLLOWED BY LINN'S ONLINE AND FACEBOOK

Percent of Members Likely to See APS Ads by Website

Members	Advanced	Intermediate	Beginner
Google	46.0%	45.1%	43.2%
Linn's Online	26.9%	25.2%	23.0%
Facebook	23.3%	24.5%	25.0%
Pinterest	2.0%	2.6%	4.7%
Twitter	1.8%	2.6%	4.1%

Linn's Online and Facebook are essentially tied for preference among all groups. The final choice of where to display ads would depend on a cost basis.



Q 31. GOOGLE WOULD BE THE BEST PLACE TO DISPLAY ADS TO NON-MEMBERS, FOLLOWED BY FACEBOOK AND LINN'S ONLINE

Percent of Non-Members Likely to See APS Ads by Website

Non-Members	Advanced	Intermediate	Beginner
Google	48.4%	48.1%	46.1%
Facebook	22.5%	26.3%	29.4%
Linn's Online	23.2%	18.5%	11.8%
Pinterest	2.6%	3.5%	7.8%
Twitter	3.3%	3.5%	4.9%

Non-Members seem top prefer Facebook over Linn's Online. APS will need to develop different ads for different venues to appeal to different market segments.



Q 32 & 34. ADVANCED MEMBERS PREFERRED A SPECIALIZED JOURNAL WHILE BEGINNERS PREFERRED AN ONLINE BLOG

Advanced members strongly preferred a specialized journal; beginners strongly preferred an online blog. Intermediate members showed no strong preference.

Average Rating of Premium Membership Benefit Among Members

Members	Advanced	Intermediate	Beginner
Specialized Journal	4.52	3.54	3.46
Online Blog	3.67	3.75	4.23

The rating scale ranged from 1 to 7, where 1 is not at all interested and 7 is very interested. Both of these products exceeded the midpoint on the rating scale except for the specialized journal among beginning collectors.



Q 32 & 34. ADVANCED NON-MEMBERS PREFERRED A SPECIALIZED JOURNAL WHILE BEGINNERS AND INTERMEDIATE NON-MEMBERS PREFERRED AN ONLINE BLOG

Average Rating of Premium Membership Benefit Among Members

Non-Members	Advanced	Intermediate	Beginner
Specialized Journal	3.90	3.13	3.18
Online Blog	3.64	3.70	3.97

The rating scale ranged from 1 to 7, where 1 is not at all interested and 7 is very interested.

Advanced non-members also preferred a specialized journal but not as strongly. Beginning non-members still strongly preferred an online blog, and intermediate non-members also tended to prefer an online blog.



Q 35. AN ONLINE EDITION APPEALED TO ALL NON-MEMBER GROUPS; A SPECIALIZED JOURNAL ALSO APPEALED TO ADVANCED NON-MEMBERS

Percent of Members Preferring Each Concept

Members	Advanced	Intermediate	Beginner
Online Edition	33.9%	45.7%	53.9%
Premium Membership	16.4%	13.7%	9.2%
Joint Membership	3.4%	2.8%	2.8%
Online Blog	10.1%	12.6%	17.0%
Specialized Journal	36.2%	25.1%	17.0%

Respondents could select one or two of the options. It appears a specialized journal is a viable option among advanced collectors. Members may believe (erroneously) that the cost of membership may decrease with an online edition, and managing expectations will be required.



Q 35. AN ONLINE EDITION APPEALED TO ALL NON-MEMBER GROUPS; A SPECIALIZED JOURNAL ALSO APPEALED TO ADVANCED NON-MEMBERS

Percent of Non-Members Preferring Each Concept

Non-Members	Advanced	Intermediate	Beginner
Online Edition	31.4%	39.5%	47.3%
Premium Membership	8.5%	9.7%	5.5%
Joint Membership	10.4%	11.4%	8.8%
Online Blog	14.8%	15.6%	20.9%
Specialized Journal	34.9%	23.9%	17.6%

Respondents could select one or two of the options. It would be interesting to find out if advanced collectors would pay for a specialized journal without becoming a member since previous studies have identified cost as a major deterrent to persons on fixed incomes such as retirees.



Q 36. SLIGHTLY LESS THAN HALF OF THE RESPONDENTS MAY REJOIN OR JOIN WITH THESE NEW PRODUCT CONCEPTS

This question was asked only of non-members.

Percent of Non-Members Who May Consider Rejoining or Joining

Non-Members	Advanced	Intermediate	Beginner
Yes	45.0%	43.4%	43.1%
No	55.0%	56.6%	56.9%

Non-Members	Former Member	Never a Member
Yes	43.5%	45.7%
No	56.5%	54.3%

It is interesting that slightly more who have never been a member had slightly more respondents indicating they may join that did former members.



Q 36. RELATIVELY FEW MEMBERS HAVE ASKED SOMEONE TO JOIN OR REJOIN THE APS

This question was asked only of members.

Percent of Members Who Have Asked Someone to Rejoin or Join

Members	Advanced	Intermediate	Beginner
Yes	22.3%	14.2%	6.5%
No	77.7%	85.8%	93.5%

Over 80% of the members have asked less than 6 people to join or rejoin. About 80% of the intermediate and 100% of the beginners recruited only 1 member. The percentage for advanced members who recruited one or two members is 85.6%. Based on the weighted average of the responses, we estimate about 380 people have become members based on members asking them to join or rejoin.



Q 38. AWARENESS AND USE OF APS BENEFITS – ADVANCED MEMBERS

Percent of Advanced Members Aware of APS Products & Services

Product/Service	Aware and Used	Aware, Not Used	Unaware
Circuit Sales	45.3%	52.5%	2.3%
StampStore	49.1%	48.8%	2.1%
APRL (Research Library)	35.9%	62.5%	1.5%
Expertizing	33.0%	64.7%	2.3%
National Shows	61.9%	37.4%	0.7%
Insurance	38.0%	58.5%	3.5%
Seminars/Education	13.7%	81.2%	5.1%
Stamps.org Website	63.8%	31.2%	5.1%
<i>The American Philatelist</i>	95.7%	4.0%	0.3%



Q 38. AWARENESS AND USE OF APS BENEFITS – INTERMEDIATE MEMBERS

Percent of Intermediate Members Aware of APS Products & Services

Product/Service	Aware and Used	Aware, Not Used	Unaware
Circuit Sales	35.9%	58.0%	6.1%
StampStore	41.8%	55.3%	2.9%
APRL (Research Library)	15.3%	82.0%	2.7%
Expertizing	15.8%	79.2%	5.0%
National Shows	40.9%	57.2%	1.9%
Insurance	22.3%	69.0%	8.7%
Seminars/Education	8.1%	83.6%	8.2%
Stamps.org Website	57.7%	34.6%	7.7%
<i>The American Philatelist</i>	94.0%	5.5%	0.5%



Q 38. AWARENESS AND USE OF APS BENEFITS – BEGINNING MEMBERS

Percent of Beginning Members Aware of APS Products & Services

Product/Service	Aware and Used	Aware, Not Used	Unaware
Circuit Sales	20.4%	61.2%	18.4%
StampStore	35.3%	58.8%	5.9%
APRL (Research Library)	9.9%	80.2%	9.9%
Expertizing	5.0%	76.2%	18.8%
National Shows	19.8%	72.3%	7.9%
Insurance	8.9%	79.2%	11.9%
Seminars/Education	8.0%	72.0%	20.0%
Stamps.org Website	51.0%	33.0%	16.0%
<i>The American Philatelist</i>	90.2%	6.9%	2.9%



Q 38. AWARENESS AND USE OF APS BENEFITS – ADVANCED NON-MEMBERS

Percent of Advanced Non-Members Aware of APS Products & Services

Product/Service	Aware and Used	Aware, Not Used	Unaware
Circuit Sales	25.5%	52.6%	21.9%
StampStore	23.5%	59.4%	17.1%
APRL (Research Library)	15.9%	70.5%	13.5%
Expertizing	17.1%	69.7%	13.1%
National Shows	40.2%	47.8%	12.0%
Insurance	12.4%	66.9%	20.7%
Seminars/Education	5.6%	72.0%	22.4%
Stamps.org Website	35.3%	45.2%	19.4%
<i>The American Philatelist</i>	67.6%	25.7%	6.7%



Q 38. AWARENESS AND USE OF APS BENEFITS – INTERMEDIATE NON-MEMBERS

Percent of Intermediate Non-Members Aware of APS Products & Services

Product/Service	Aware and Used	Aware, Not Used	Unaware
Circuit Sales	26.5%	45.8%	27.7%
StampStore	23.8%	53.2%	23.0%
APRL (Research Library)	11.1%	70.9%	18.1%
Expertizing	10.1%	66.7%	23.3%
National Shows	27.1%	60.7%	12.2%
Insurance	8.7%	64.4%	26.9%
Seminars/Education	2.7%	70.1%	27.2%
Stamps.org Website	32.8%	42.3%	24.9%
<i>The American Philatelist</i>	61.9%	28.7%	9.3%



Q 38. AWARENESS AND USE OF APS BENEFITS – BEGINNING NON-MEMBERS

Percent of Beginning Non-Members Aware of APS Products & Services

Product/Service	Aware and Used	Aware, Not Used	Unaware
Circuit Sales	15.9%	46.0%	38.1%
StampStore	23.9%	47.8%	28.4%
APRL (Research Library)	12.1%	60.6%	27.3%
Expertizing	4.5%	63.6%	31.8%
National Shows	19.7%	62.1%	18.2%
Insurance	3.1%	53.1%	42.4%
Seminars/Education	4.5%	53.0%	42.4%
Stamps.org Website	30.3%	47.0%	22.7%
<i>The American Philatelist</i>	54.3%	30.3%	15.2%



Q 38. AWARENESS AND USE OF APS BENEFITS – FORMER MEMBERS

Percent of Former Members Aware of APS Products & Services

Product/Service	Aware and Used	Aware, Not Used	Unaware
Circuit Sales	31.4%	53.5%	15.1%
StampStore	28.7%	57.7%	13.6%
APRL (Research Library)	15.7%	73.4%	10.9%
Expertizing	16.2%	72.0%	11.9%
National Shows	35.4%	57.3%	7.3%
Insurance	12.6%	72.6%	14.8%
Seminars/Education	4.3%	76.8%	19.0%
Stamps.org Website	39.4%	44.1%	16.4%
<i>The American Philatelist</i>	77.0%	20.0%	3.0%



Q 38. AWARENESS AND USE OF APS BENEFITS – NEVER A MEMBER

Percent of Never Members Aware of APS Products & Services

Product/Service	Aware and Used	Aware, Not Used	Unaware
Circuit Sales	7.1%	35.7%	57.1%
StampStore	10.0%	48.8%	41.3%
APRL (Research Library)	7.0%	59.2%	33.8%
Expertizing	2.6%	55.8%	41.6%
National Shows	21.8%	50.6%	27.6%
Insurance	1.3%	41.9%	56.8%
Seminars/Education	3.8%	48.7%	47.5%
Stamps.org Website	18.1%	43.8%	38.1%
<i>The American Philatelist</i>	28.1%	47.5%	24.4%



APS NEEDS TO BETTER MARKET THEIR PRODUCTS AND SERVICES TO GAIN AND RETAIN MEMBERS

Among advanced members, awareness and use of APS products and services is relatively good. This group reported a low level of use of seminars and education, which may seem inconsistent with some of the other findings of this report (see page 23-30) but advanced members may think education is needed for others, but not for them.

The percentage of intermediate members who are unaware of APS products and services increases to 5% to 8% for most services while the percentage for beginning members increases dramatically with up to 18% to 20% being unaware of some products and services.

Non-member unawareness levels are relatively high, which would be expected.

Better marketing of the benefits of membership may bring in more memberships. This statement is supported by the level of unawareness of former members. Unawareness levels among this group exceeded 10% for most products and services, suggesting that APS is not getting the word out that the organization offers a lot of benefit to the collector.

Engaging more members to use more services of which they are aware will provide an incentive to renew.

Educational programs, the StampStore and an enhanced website offer products and services that could enhance the member experience without committing a significant amount of additional resources.

Support for enhancement of these items is on the next 8 pages that consistently list them as important.



Q 39. THE EIGHT VERY & SEVEN LEAST IMPORTANT PROGRAMS AND SERVICES—ADVANCED MEMBERS

Percent of Advanced Members

Most Important	% Responses	Least Important	% Responses
<i>The American Philatelist</i>	73.1%	Estate Advisory Serv.	50.9%
APRL (Research Library)	47.4%	Mentor Programs	49.9%
Stamps.org Website	46.9%	<i>Philatelic Lit. Review</i>	11.7%
APS Shows	45.2%	APS Circuits	40.8%
Expertizing	41.2%	Book Sales	35.5%
Insurance	40.4%	Quick ID	35.5%
Youth Programs	37.5%	Youth Programs	33.2%
APS Stamp Store	37.2%		



Q 39. THE EIGHT VERY & SEVEN LEAST IMPORTANT PROGRAMS AND SERVICES– INTERMEDIATE MEMBERS

Percent of Intermediate Members

Most Important	% Responses	Least Important	% Responses
<i>The American Philatelist</i>	76.7%	<i>Philatelic Lit. Review</i>	52.0%
Stamps.org Website	51.5%	Estate Advisory Serv.	51.2%
APS StampStore	42.7%	Mentor Program	47.2%
Youth Programs	34.6%	APS Circuits	33.9%
APRL (Research Library)	32.9%	Insurance	33.5%
APS Shows	32.8%	Book Sales	31.7%
Expertizing	32.2%	Quick ID	29.3%
APS Circuits	27.5%		



Q 39. THE EIGHT VERY & SEVEN LEAST IMPORTANT PROGRAMS AND SERVICES—BEGINNING MEMBERS

Percent of Beginning Members

Most Important	% Responses	Least Important	% Responses
<i>The American Philatelist</i>	84.3%	Estate Advisory Serv.	58.6%
Stamps.org Website	56.1%	Insurance	49.0%
APS StampStore	47.4%	<i>Philatelic Lit. Review</i>	43.9%
Educational Offerings	46.4%	Mentor Program	35.7%
APRL (Research Library)	36.4%	APS Circuits	34.7%
Youth Programs	34.7%	Book Sales	30.9%
Quick ID	28.3%	Expertizing	27.6%
APS Shows	28.3%		



Q 39. THE EIGHT VERY & SEVEN LEAST IMPORTANT PROGRAMS AND SERVICES—ADVANCED NON-MEMBERS

Percent of Advanced Non-Members

Most Important	% Responses	Least Important	% Responses
<i>The American Philatelist</i>	37.3%	Mentor Programs	59.1%
APS Shows	34.3%	Estate Advisory Serv.	54.8%
Expertizing	32.4%	APS Circuit Books	52.3%
Stamps.org Website	31.8%	Youth Programs	47.6%
APRL (Research Library)	30.0%	<i>Philatelic Lit. Review</i>	46.0%
APS StampStore	29.4%	Insurance	42.3%
Youth Programs	26.9%	Book Sales	40.7%
Quick ID	25.8%		

Note that this group was much more definitive on their least important choices than their very important programs and services. Also note that youth programs appeared in both columns.



Q 39. THE EIGHT VERY & SEVEN LEAST IMPORTANT PROGRAMS AND SERVICES– INTERMEDIATE NON-MEMBERS

Percent of Intermediate Non-Members

Most Important	% Responses	Least Important	% Responses
<i>The American Philatelist</i>	37.7%	Estate Advisory Serv.	54.5% (tie)
Stamps.org Website	36.7%	Mentor Programs	54.5% (tie)
APS StampStore	34.2%	<i>Philatelic Lit. Review</i>	45.3%
Youth Programs	26.0%	Circuit Books	44.9%
Quick ID	24.7%	Youth Programs	44.7%
APS Shows	23.2%	Insurance	42.6%
Educational Programs	22.1%	Book Sales	38.1%
Expertizing	21.7%		

As in the previous group, youth programs appeared in both columns. This group also was more consistent with their least important choices than very important programs.



Q 39. THE EIGHT VERY & SEVEN LEAST IMPORTANT PROGRAMS AND SERVICES—BEGINNING NON-MEMBERS

Percent of Beginning Non-Members

Most Important	% Responses	Least Important	% Responses
Stamps.org Website	42.4%	Insurance	56.4%
<i>The American Philatelist</i>	37.1%	Mentor Programs	48.2%
APS StampStore	29.8% (tie)	<i>Philatelic Lit. Review</i>	45.5%
Educational Programs	29.8% (tie)	Expertizing	44.6% (tie)
APRL (Research Library)	26.8%	Circuit Books	44.6% (tie)
Estate Advisory Serv.	22.6%	Book Sales	42.9%
Quick ID	21.2%	Youth Programs	37.5%
Mentor Programs	17.9%		

This group placed Mentor programs in both columns. Being beginners, perhaps they think programs such as insurance and expertizing are not applicable to them while educational programs and mentor programs are.



Q 39. 8 VERY & 7 THE EIGHT VERY & SEVEN LEAST IMPORTANT PROGRAMS AND SERVICES–FORMER MEMBERS

Percent of Former Members

Most Important	% Responses	Least Important	% Responses
<i>The American Philatelist</i>	39.1%	Mentor Programs	58.8%
Stamps.org Website	34.7%	Estate Advisory Serv.	57.8%
APS StampStore	32.0%	Youth Programs	48.0%
Expertizing	26.8%	<i>Philatelic Lit. Review</i>	47.4%
APS Shows	26.4%	APS Circuit Books	46.8%
Quick ID	23.9% (tie)	Insurance	45.5%
Youth Programs	23.9% (tie)	Book Sales	39.3%
APRL (Research Library)	23.8%		



Q 39. 8 VERY & 7 LEAST IMPORTANT PROGRAMS AND SERVICES–NEVER A MEMBER

Percent of Never a Member

Most Important	% Responses	Least Important	% Responses
Stamps.org Website	34.3%	APS Circuit Books	50.8%
<i>The American Philatelist</i>	34.3%	Mentor Programs	46.9%
Educational Programs	31.3%	Estate Advisory Serv.	46.5%
APS StampStore	31.1%	Book Sales	41.2%
APS Shows	30.0%	<i>Philatelic Lit. Review</i>	40.3%
APRL (Research Library)	29.5%	Insurance	40.6%
Youth Programs	29.0%	Expertizing	38.3%
Quick ID	28.7%		



METHODOLOGY TO DETERMINE “QUALITY POINTS” OF APS PRODUCTS & SERVICES

The previous slides listed those products and services that collectors considered most and least important to them.

Those products and services were listed in order by percent of respondents.

The product or service that ranked highest was assigned 20 quality points. Next was 18, etc. through the least important product or service that received a negative value of 7 (-7). This scale is weighted so that the most important products and services receive more points and those rated low are not penalized as strongly.

The scale used was as follows:

Rated most important: 20 points, next 18, then 16, 14, 12, 11, 10, and 9 points for the product or service that ranked eighth in preference.

Rated least important: -7 points, next -6, then -5, -4, -3, -2, and -1 for the product or service that had the lowest percentage of the 7 least important products or services.



“QUALITY POINTS” OF APS PRODUCTS & SERVICES

Members		Non Members		Total	
<i>The Amer Philatelist</i>	60	<i>The Amer Philatelist</i>	58	<i>The Amer Philatelist</i>	118
Stamps.org	52	Stamps.org	52	Stamps.org	104
Library	42	StampStore	43	StampStore	84
StampStore	41	Quick ID	31	Library	66
APS Shows	34	APS Shows	29	APS Shows	63
Youth Programs	34	Educational Programs	25	Youth Programs	50
Expertizing	21	Library	24	Expertizing	42.5
Educational Programs	14	Expertizing	21.5	Educational Programs	39
Quick ID	7	Youth Programs	16	Quick ID	38
Insurance	2	Estate Serv	-1.5	Insurance	-9
Circuit Books	-2	Book Sales	-4	Book Sales	-11
Book Sales	-7	Mentoring	-10.5	Circuit Books	-14.5
Mentoring	-15	Insurance	-11	Estate Services	-21.5
<i>Philatelic Lit. Review</i>	-17	Circuit Books	-12.5	Mentoring	-25.5
Estate Services	-20	<i>Philatelic Lit Rev</i>	-13	<i>Philatelic Lit. Review</i>	-30



ANALYSIS OF THE OF APS PRODUCTS & SERVICES RATING EXERCISE

Among the eight groups analyzed (three levels for members and three levels for non-members, plus former members and never members) the following products or services were cited by all eight:

The American Philatelist, APS StampStore, and Stamps.org website.

The following products and services fell into one of the seven least important products or services by all eight groups:

APS Circuit books, Mentor programs, Book sales, and *Philatelic Literature Review*.

Among differences between members and non-members, the importance of the APRL (Research Library) rated three levels higher for members while Quick ID, estate services rated three levels higher among non-members.

Those with two levels of difference between members and non-members were:

Youth programs, Insurance, and circuit books, all rating higher among members.

These findings are summarized on the next slide.

These data can provide which products and services to emphasize when targeting different groups.



RATING DIFFERENCES BETWEEN MEMBERS AND NON-MEMBERS

Overall rank order of importance of the ratings of the eight most important and seven least important APS products and services. Yellow highlight means there was more than three levels of difference and orange highlight means three levels.

Members		Non Members	
1	<i>The Amer Philatelist</i>	1	<i>The Amer Philatelist</i>
2	Stamps.org	2	Stamps.org
3	Library	3	StampStore
4	StampStore	4	Quick ID
5	APS Shows	5	APS Shows
6	Youth Programs	6	Educational Prog
7	Expertizing	7	Library
8	Educational Programs	8	Expertizing
9	Quick ID	9	Youth Programs
10	Insurance	10	Estate Services
11	Circuit Books	11	Book Sales
12	Book Sales	12	Mentoring
13	Mentoring	13	Insurance
14	<i>Philatelic Lit. Review</i>	14	Circuit Books
15	Estate Services	15	<i>Philatelic Lit. Review</i>
	>3 places = yellow tag		=3 places = orange tag



Q 40. STAMP RELATED ACTIVITIES– ADVANCED MEMBERS

Percent of Advanced Members Mentioning Activity

Activity	Percent	Activity	Percent
Purchase Material	86.5%	Sold Material	43.7%
Read about Stamps	83.8%	Attend Club Meeting	40.6%
Talked with Others	62.8%	Had Material Expertized	23.6%
Communicated with Others	57.7%	Wrote an Article	18.0%
Attend Bourse	56.1%	Mentored Someone	15.5%
Showed Stamps to Others	48.6%	Exhibited at Show	12.0%
Attend National Show	44.4%	Had Stamps Graded	6.3%



Q 40. STAMP RELATED ACTIVITIES– INTERMEDIATE MEMBERS

Percent of Intermediate Members Mentioning Activity

Activity	Percent	Activity	Percent
Read about Stamps	80.4%	Attend National Show	22.3%
Purchase Material	77.1%	Sold Material	19.8%
Attend Bourse	43.5%	Had Material Expertized	8.5%
Talked with Others	41.2%	Mentored Someone	6.7%
Showed Stamps to Others	38.7%	Wrote an Article	4.3%
Communicated with Others	30.4%	Exhibited at Show	3.1%
Attend Club Meeting	26.4%	Had Stamps Graded	2.5%



Q 40. STAMP RELATED ACTIVITIES– BEGINNING MEMBERS

Percent of Beginning Members Mentioning Activity

Activity	Percent	Activity	Percent
Read about Stamps	77.3%	Attend National Show	20.2%
Purchase Material	65.5%	Sold Material	13.4%
Talked with Others	36.1%	Mentored Someone	8.4%
Showed Stamps to Others	30.3%	Had Material Expertized	5.0%
Attend Club Meeting	29.4%	Wrote an Article	3.4%
Attend Bourse	27.7%	Exhibited at Show	1.7%
Communicated with Others	26.1%	Had Stamps Graded	0.8%



Q 40. STAMP RELATED ACTIVITIES– ADVANCED NON-MEMBERS

Percent of Advanced Non-Members Mentioning Activity

Activity	Percent	Activity	Percent
Purchase Material	64.3%	Attend Club Meeting	28.9%
Read about Stamps	54.2%	Attend National Show	20.1%
Talked with Others	42.0%	Mentored Someone	11.0%
Communicated with Others	38.1%	Wrote an Article	10.1%
Sold Material	32.2% (tie)	Had Material Expertized	8.3%
Attend Bourse	32.2% (tie)	Exhibited at Show	6.3%
Showed Stamps to Others	31.3%	Had Stamps Graded	3.3%



Q 40. STAMP RELATED ACTIVITIES– INTERMEDIATE NON-MEMBERS

Percent of Intermediate Non-Members Mentioning Activity

Activity	Percent	Activity	Percent
Purchase Material	53.5%	Sold Material	12.9%
Read about Stamps	51.9%	Attend National Show	7.0%
Showed Stamps to Others	26.3%	Mentored Someone	5.6%
Talked with Others	25.0%	Wrote an Article	1.9%
Communicated with Others	21.2%	Had Stamps Graded	1.3%
Attend Bourse	18.8%	Had Material Expertized	1.1%
Attend Club Meeting	16.7%	Exhibited at Show	0.8%



Q 40. STAMP RELATED ACTIVITIES– BEGINNING NON-MEMBERS

Percent of Beginning Non-Members Mentioning Activity

Activity	Percent	Activity	Percent
Read about Stamps	44.8%	Attend National Show	8.3%
Purchase Material	37.5%	Sold Material	6.3%
Talked with Others	28.1%	Mentored Someone	5.2%
Communicated with Others	26.0%	Wrote an Article	2.1%
Showed Stamps to Others	24.0%	Had Stamps Graded	0.0%
Attend Club Meeting	20.8%	Had Material Expertized	0.0%
Attend Bourse	19.8%	Exhibited at Show	0.0%



Q 40. STAMP RELATED ACTIVITIES– FORMER MEMBERS

Percent of Former Members Mentioning Activity

Activity	Percent	Activity	Percent
Purchase Material	55.9%	Attend Club Meeting	17.8%
Read about Stamps	51.7%	Attend National Show	13.1%
Talked with Others	29.8%	Mentored Someone	7.4%
Communicated with Others	27.5%	Wrote an Article	6.2%
Attend Bourse	23.6%	Had Material Expertized	5.1%
Sold Material	22.9% (tie)	Exhibited at Show	2.5%
Showed Stamps to Others	22.9% (tie)	Had Stamps Graded	1.9%



Q 40. STAMP RELATED ACTIVITIES– NEVER MEMBERS

Percent of Never Members Mentioning Activity

Activity	Percent	Activity	Percent
Purchase Material	56.5%	Sold Material	16.5%
Read about Stamps	52.7%	Attend National Show	12.7%
Talked with Others	38.8%	Mentored Someone	8.9%
Attend Club Meeting	32.9%	Wrote an Article	3.4%
Showed Stamps to Others	32.1% (tie)	Exhibited at Show	2.5%
Communicated with Others	32.1% (tie)	Had Stamps Graded	2.1%
Attend Bourse	29.5%	Had Material Expertized	1.3%



Q 41. MORE THAN HALF OF THE MEMBERS STARTED COLLECTING BEFORE THE AGE OF 10

Percent of Members Stating at What Age They Started Collecting

Age Group	Advanced	Intermediate	Beginner
Less than 7 years	20.6%	10.2%	4.9%
8-10 Years	44.5%	43.7%	19.4%
11-12 Years	17.3%	20.1%	17.5%
13-15 Years	7.5%	8.7%	11.7%
16-29 Years	4.2%	5.9%	3.8%
30s	1.7%	3.1%	5.8%
40s	1.3%	3.0%	14.6%
50s	0.8%	2.0%	13.6%
60s & 70s	2.0%	3.2%	8.7%

Programs designed to introduce collecting to young people should be geared to the 8-12 age groups, and shows the significance of supporting youth philately.



Q 41. MORE THAN HALF OF THE NON-MEMBERS ALSO STARTED COLLECTING BEFORE THE AGE OF 10

Percent of Non-Members Stating at What Age They Started Collecting

Age Group	Advanced	Intermediate	Beginner
Less than 7 years	20.5%	13.3%	14.7%
8-10 Years	43.3%	39.2%	26.5%
11-12 Years	16.7%	18.0%	11.8%
13-15 Years	8.4%	7.6%	11.8%
16-29 Years	3.1%	8.3%	4.4%
30s	2.7%	3.6%	11.8%
40s	1.1%	5.4%	5.9%
50s	1.5%	1.4%	5.9%
60s & 70s	2.0%	3.2%	7.4%

There is no difference in the results between members and non-members.



Q 42. BETWEEN TWO-THIRDS AND THREE-FOURTHS OF COLLECTORS TOOK A BREAK FROM COLLECTING

Percent of Respondents Who Collected Continuously vs. Taking a Break

Members	Advanced	Intermediate	Beginner
Continuous Collector	37.1%	23.3	33.3
Took a Break	66.7%	76.7%	66.7%

Non-Members	Advanced	Intermediate	Beginner
Continuous Collector	38.2%	24.3%	26.2%
Took a Break	61.8%	75.7%	73.8%

More beginning members have collected continuously, perhaps because more beginning collectors started collecting at a later age (see slides 91 and 92.)



Q 43. MOST MEMBERS RESUME COLLECTING IN THEIR 30S

Percent of Members Stating at What Age They Resumed Collecting

Age Group	Advanced	Intermediate	Beginner
19 or Less	1.7%	0.9%	1.6%
20s	27.7%	13.6%	1.6%
30s	28.3%	31.3%	4.9%
40s	21.0%	20.9%	26.2%
50s	15.0%	17.3%	34.4%
60s	6.1%	14.6%	27.6%
70 or more	0.2%	1.4%	3.3%

More than one-half of the members resume between the ages of 30-59. APS would benefit from targeting collectors in their 30s rather than waiting until later. Beginning collectors resume collecting at a later age possibly because they started later, as mentioned on the previous slide.



Q 43. NON-MEMBERS ALSO RESUME COLLECTING, STARTING IN THEIR 30S

Percent of Members Stating at What Age They Resumed Collecting

Age Group	Advanced	Intermediate	Beginner
19 or Less	3.5%	2.9%	10.5%
20s	17.5%	8.5%	2.6%
30s	25.2%	21.0%	7.9%
40s	25.9%	23.3%	18.4%
50s	14.3%	27.8%	23.7%
60s	10.9%	13.6%	28.9%
70 or more	2.7%	2.8%	7.9%

The results between the members and on-members are similar. Note also how the beginning collectors resume at a later age.



Q 44. RELATIVES, DEALERS AND MAGAZINES OR FRIENDS INTRODUCED MOST MEMBERS TO COLLECTING

Percent of Members Stating Who Introduced Them to Collecting

	Advanced	Intermediate	Beginner
Relatives	37.8%	37.1%	31.1%
Dealers	13.3%	11.2%	10.2%
Friends of Similar Age	13.1%	12.7%	6.6%
Magazine or Book	8.3%	9.5%	13.2%
Adult Friend	7.9%	6.8%	6.0%
Group Leader	6.2%	6.2%	6.6%
Local Club	4.6%	4.8%	6.0%
Stamp Show	3.9%	3.9%	6.6%
No One	3.6%	5.4%	7.8%
Other (Web Site or Ben Fr.)	1.2%	2.3%	6.0%



Q 44. NON-MEMBER RESULTS DID NOT DIFFER CONSIDERABLY FROM THAT OF MEMBERS EXCEPT FOR BEGINNERS

Percent of Non-Members Stating Who Introduced Them to Collecting

	Advanced	Intermediate	Beginner
Relatives	35.3%	34.1%	40.8%
Dealers	13.1%	13.1%	7.1%
Friends of Similar Age	10.7%	10.5%	8.2%
Magazine or Book	8.8%	8.7%	10.2%
Adult Friend	9.2%	9.4%	3.1%
Group Leader	5.4%	5.9%	3.1%
Local Club	6.0%	4.4%	6.1%
Stamp Show	5.4%	4.1%	5.1%
No One	3.9%	7.6%	9.2%
Other (Web Site or Ben Fr.)	2.3%	2.2%	7.1%



Q 45. THE AMERICAN PHILATELIST AND LINN'S DOMINATE THE MEMBER'S READING MATERIAL

Percent of Members Stating Which Publications They Read Regularly

Publication	Advanced	Intermediate	Beginner
<i>The American Philatelist</i>	37.6%	43.7%	56.7%
<i>Linn's Print Edition</i>	17.3%	18.4%	14.0%
<i>Linn's Online</i>	11.7%	11.7%	10.5%
<i>Amer. Stamp Dealer & Coll.</i>	9.6%	6.6%	3.5%
<i>USA Philatelic</i>	8.5%	10.7%	8.2%
<i>Kelleher's</i>	8.3%	4.2%	2.3%
<i>Philatelic Literature Review</i>	4.1%	2.3%	2.3%
<i>US Stamp News</i>	1.8%	1.7%	2.3%
<i>Meekels</i>	1.3%	0.7%	0.0%



Q 45. NON-MEMBERS TEND TO READ LINN'S ALTHOUGH MANY HAVE ACCESS AND READ *THE AMERICAN PHILATELIST*

Percent of Non-Members Stating Which Publications They Read Regularly

Publication	Advanced	Intermediate	Beginner
<i>The American Philatelist</i>	16.3%	17.7%	27.5%
<i>Linn's Print Edition</i>	24.9%	37.8%	7.5%
<i>Linn's Online</i>	25.3%	19.7%	32.5%
<i>Amer. Stamp Dealer & Coll.</i>	5.7%	3.1%	5.0%
<i>USA Philatelic</i>	12.7%	11.4%	20.0%
<i>Kelleher's</i>	8.6%	2.4%	2.5%
<i>Philatelic Literature Review</i>	0.8%	0.8%	2.5%
<i>US Stamp News</i>	4.5%	6.3%	2.5%
<i>Meekels</i>	1.2%	0.8%	0.0%



OTHER JOURNALS READ CITED BY FIVE OR MORE BY MEMBERS IN ALPHABETICAL ORDER, PAGE 1 OF 5

If the journal also was cited by non-members, the journal is in italics

Journal	Number of Member Citations
<i>AAPE Philatelic Exhibitor</i>	57
<i>AFDCS First Day Society</i>	13
<i>Airpost Journal</i>	16
American Revenue Related	10
AMG	5
ARA Journal (Revenues)	6
<i>ATA Topical Time</i>	76
<i>Australia Post Stamp News</i>	9
<i>Austria Philatelic Society</i>	5

OTHER JOURNALS READ CITED BY FIVE OR MORE BY MEMBERS

PAGE 2 OF 5

If the journal also was cited by non-members, the journal is in italics

Journal	Number of Member Citations
<i>BNA Topics/BNAPS</i>	27
British Caribbean Society	5
<i>Canada Post Details</i>	6
Canadian "Maple Leaves"	6
<i>Canadian Philatelic Society</i>	39
<i>Canadian Stamp News</i>	24
Canal Zone	5
China Clipper	10
Collector Club of New York	13
<i>Confederate Philately</i>	8

OTHER JOURNALS READ CITED BY FIVE OR MORE BY MEMBERS

PAGE 3 OF 5

If the journal also was cited by non-members, the journal is in italics

Journal	Number of Member Citations
Cuban Philatelic Magazine	5
Czech Specialist	5
<i>German Postal Specialist</i>	30
<i>Gibbons Stamp Monthly</i>	36
Great Britain Collector	9
<i>Great Britain Philatelic Society</i>	8
India Post	5
<i>Irish Publications, i.e. Revealer</i>	5
Israel Philatelic	7
<i>Japanese Philately</i>	10

OTHER JOURNALS READ CITED BY FIVE OR MORE BY MEMBERS PAGE 4 OF 5

If the journal also was cited by non-members, the journal is in italics

Journal	Number of Member Citations
<i>La Posta</i>	7
Machine Cancel Society	6
<i>Military Postal History</i>	5
<i>Mystic</i>	7
Netherlands Philatelic Society	5
<i>Perfins</i>	7
<i>PNC3</i>	9
Polonus	7
<i>Posthorn</i>	14

OTHER JOURNALS READ CITED BY FIVE OR MORE BY MEMBERS PAGE 5 OF 5

If the journal also was cited by non-members, the journal is in italics

Journal	Number of Member Citations
<i>Royal Philatelic Society of London</i>	35
Society Journals not specified	115
<i>Stamp Magazine (UK)</i>	15
<i>UPSS</i>	18
<i>USCS Classics Society</i>	21
<i>USPCS Precancels</i>	29
<i>USSS Specialist</i>	68

Q 46. MEMBERS USE THE INTERNET TO BUY, DO RESEARCH, BUT ALSO ARE LESS INCLINED TO SELL STAMPS VIA THE INTERNET

Percent of Members Mentioning For What Stamp Related Activities They Use the Internet

Internet Activity	Advanced	Intermediate	Beginner
Buy Stamps	21.2%	24.4%	21.8%
Research	17.4%	16.8%	19.6%
Find Dealers	13.2%	14.0%	10.7%
Philatelic News	12.6%	13.2%	13.6%
Communicate with Others	11.3%	5.9%	5.4%
Sell Stamps	7.8%	5.0%	5.0%
Ideas & Inspiration	5.4%	5.5%	8.5%
Album Pages	4.1%	5.7%	5.7%
Other	6.8%	7.6%	6.6%

Other uses included Keeping Inventory (most cited reason), Maintain a Want List, and Display Collection



Q 46. NON-MEMBER USE OF THE INTERNET IS SIMILAR TO THAT OF MEMBERS

Percent of Non-Members Mentioning For What Stamp Related Activities They Use the Internet

Internet Activity	Advanced	Intermediate	Beginner
Buy Stamps	21.8%	24.9%	20.5%
Research	16.5%	15.6%	20.5%
Find Dealers	13.2%	12.5%	11.7%
Philatelic News	10.8%	10.2%	8.8%
Communicate with Others	9.8%	7.2%	7.6%
Sell Stamps	10.1%	6.8%	5.8%
Ideas & Inspiration	4.1%	6.9%	8.8%
Album Pages	4.4%	5.4%	7.0%
Other	8.1%	7.7%	5.7%

Other includes Keeping an inventory (most cited reason), Maintaining a want list, and Displaying the collection.



Q 47 MOST MEMBERS BELONG TO A “SPECIALIZED” PHILATELIC SOCIETY

Percent of Members Who Belong to Specialized Societies

Number of Societies	Advanced	Intermediate	Beginner
One	40.6%	60.7%	67.6%
Two	19.0%	18.4%	9.8%
Three	12.1%	8.3%	2.9%
Four or More	24.1%	6.2%	3.9%
None	4.2%	6.4%	15.7%

Given the difference in the responses of the member group vs. the non-member group, I am inclined to believe the members included the APS as a specialized society in their responses. I say this by comparing the n-1 number of societies to the n number for non-members. Thus two member societies would be comparable to one non-member society, three member to two non-member, etc.



Q 47. RELATIVELY FEW NON-MEMBERS BELONG TO A “SPECIALIZED” PHILATELIC SOCIETY

Percent of Non-Members Who Belong to Specialized Societies

Number of Societies	Advanced	Intermediate	Beginner
One	15.1%	10.2%	10.6%
Two	9.7%	2.9%	3.0%
Three	3.9%	1.5%	0.0%
Four or More	3.9%	0.7%	0.0%
None	67.6%	84.7%	86.4%

See additional comments on previous page.

It appears that publicizing the benefits of a belonging to a specialized society might increase membership, but because members may have included the APS as a specialized society, the results are not comparable.



Q 48. LESS THAN ONE-HALF OF THE MEMBERS AND NON-MEMBERS BELONG TO A LOCAL STAMP CLUB

Percent of Respondents Who Belong to a Local Stamp Club

Members	Advanced	Intermediate	Beginner
Yes	41.7%	28.0%	26.9%
No	58.3%	72.0%	73.1%

Non-Members	Advanced	Intermediate	Beginner
Yes	34.0%	17.6%	25.0%
No	66.0%	82.5%	75.0%

Note: Not all sums may add to 100% due to rounding.

Interestingly almost twice as many respondents who have never been a member belong to a local stamp club (38.8%) vs. those who were former members (20.0%) This suggests that former members have lost interest in collecting thus discontinuing their membership in APS.



Q 49. OVER 50% OF THE MEMBERS ATTEND EVERY MEETING

Percent of Members: How Often They Attend Meetings

Meeting Frequency	Advanced	Intermediate	Beginner
Every Meeting	52.7%	51.2%	58.6%
One-Half the Meetings	17.9%	15.5%	17.2%
One-Fourth of the Meetings	7.7%	7.6%	3.4%
1-2 Meetings/Year	12.6%	13.6%	6.9%
Never	9.1%	12.1%	13.8%

Note: Not all sums may add to 100% due to rounding.



Q 49. NON-MEMBERS DO NOT ATTEND THE LOCAL MEETINGS AS OFTEN

Percent of Non-Members: How Often They Attend Meetings

Meeting Frequency	Advanced	Intermediate	Beginner
Every Meeting	44.9%	40.8%	38.9%
One-Half the Meetings	19.1%	22.4%	22.2%
One-Fourth of the Meetings	13.5%	12.2%	5.6%
1-2 Meetings/Year	15.7%	14.3%	22.2%
Never	6.7%	10.2%	11.1%

Comment on Never Members vs. Former Members:

Never members of APS tend to attend meetings more often than former members, again supporting the idea that former members have lost interest in collecting. About one-half of the never members (49.3%) attend every meeting vs. 38.2% of the former members. Additionally, about almost twice as many of the former members (30.3%) attend 1-2 meetings per year or never attend a meeting vs. 16.4% for never members.



Q 50. APS MEMBERSHIP IS MENTIONED AT LOCAL CLUB MEETINGS ABOUT FOUR TIMES PER YEAR

Number of Times Members Said APS Is Mentioned at Local Club Meetings

Frequency of Mention	Advanced	Intermediate	Beginner
Once/Year	36	73	4
Twice/Year	32	108	5
Three times/Year	55	52	3
Four Times/Year	29	41	3
Five plus times per year	96	177	8
Never	51	138	4

We recommend analyzing these data by calculating a weighted average. If we assign a value of 8.5 times for 5 plus times per year, the weighted average of APS being mentioned at a club meeting is approximately 4 times per year.



Q 51. NON-MEMBERS REPORT SLIGHTLY FEWER APS MENTIONS AT THEIR LOCAL CLUB MEETINGS

Number of Times Non-Members Said APS Is Mentioned at Local Club Meetings

Frequency of Mention	Advanced	Intermediate	Beginner
Once/Year	9	4	2
Twice/Year	10	6	2
Three times/Year	6	4	1
Four Times/Year	4	2	1
Five plus times per year	21	15	5
Never	27	14	2

Using the same methodology, the weighted average of APS mentions is less than for members, and this group showed greater variability in their responses. This may be because of the particularly low number of non-members who responded to the question. The weighted average by group is as follows:

Advanced = 3.1 times/yr.; Intermediate = 3.6 times/yr.; Beginner = 4.3 times/yr.

A difference also was found between never members, who reported a weighted average of 4.1 APS mentions per year vs. former members who reported a weighted average of 2.9 mentions/year.



Q 51. ALTHOUGH MOST MEMBERS HAVE NOT USED AN EXPERTIZING SERVICE, APEX IS USED MOST OFTEN BY THOSE WHO DO

Percentage of Members Using Specific Expertizing Service Most Often

Expertizing Service	Advanced	Intermediate	Beginner
APEX	16.9%	9.7%	3.0%
PF	6.4%	2.4%	1.0%
PSE	5.4%	2.3%	0.0%
PSAG	1.2%	0.4%	0.0%
Sismondo	1.5%	0.3%	1.0%
None	59.1%	82.5%	93.1%
Other	9.7%	2.2%	2.0%

The “Other” mentions usually were foreign, such as BPA, Weiss, Greene Foundation, RPSL, and local societies. Relative to the competition, APEX fares rather well among members. The article in the December issue of *The American Philatelist* and more like it should help improve the expertizing service of APEX.



Q 51. THE DATA FOR NON-MEMBERS IS THIN, BUT APEX AND PSE WERE MENTIONED MOST OFTEN

Percentage of Non-Members Using Specific Expertizing Service Most Often

Expertizing Service	Advanced	Intermediate	Beginner
APEX	5.5%	3.0%	0.0%
PF	2.3%	1.1%	0.0%
PSE	5.5%	1.9%	0.0%
PSAG	0.4%	0.4%	0.0%
Sismondo	0.8%	0.0%	0.0%
None	77.3%	91.4%	96.8%
Other	8.2%	2.2%	3.2%

Non-members use expertizing services less often than members. Former members tended to use expertizing services more than never members, with APEX being mentioned most often by former members, and PSE by never members.



Q 52. APEX OFFERS THE BEST COMBINATION OF REPUTATION AND PRICE

REASONS BY MEMBERS SELECT AN EXPERTIZING SERVICE

Attribute	N=	Grading	Price	Reputation	Turn Around	Other
APEX	378	1.6%	22.5%	57.9%	1.9%	15.3%
PF	128	0.8%	7.0%	82.8%	3.9%	5.5%
PSE	111	23.4%	8.1%	46.8%	11.7%	9.0%
PSAG	23	13.0%	8.7%	34.8%	30.4%	8.7%
Sismondo	28	0.0%	7.1%	53.6%	10.7%	25.0%

APEX has the second highest percent of members selecting it for reputation, second only to PF, and have the highest percent of members selecting APEX for price. They had the lowest percent of members choosing it for turnaround time. Improving turnaround time should be a priority for APS. Not enough non-members responded to make analysis meaningful.



Q 53. APEX AND PF ARE THE OTHER EXPERTIZING SERVICES USED BY MEMBERS IN THE PAST THREE YEARS

Percentage of Members Using Other Expertizing Services

Expertizing Service	Advanced	Intermediate
APEX	15.7%	5.6%
PF	11.8%	3.3%
PSE	9.6%	4.6%
PSAG	3.9%	1.1%
Sismondo	4.4%	1.1%
None	54.5%	84.4%

Note: The number of responses for non-members and beginning members is too small for meaningful analysis.



Q 54-56. ABOUT 30-60% OF ADVANCED MEMBERS HAVE ATTENDED A SHOW IN THE PAST 10 YEARS

Percent of Advanced Members Reporting the Number of Shows Attended in Past 10 Years

Frequency	APS Stamp Show	AmeriStamp Expo	Other Nat'l Show
1 time	18.7%	14.1%	12.6%
2 times	15.0%	7.1%	4.9%
3 times	8.9%	3.8%	4.9%
4 times	4.9%	2.1%	3.6%
5 times	3.2%	1.2%	4.8%
6 times	2.2%	0.7%	1.6%
7 or more times	5.8%	1.8%	21.6%
None	41.2%	69.1%	42.3%

The next slide will present non-member advanced collectors. Beginning collectors will not be presented due to a low number of responses (only 25 beginning members reported attending a show compared with 7 non-members).



Q 54-56. ABOUT 20-40% OF ADVANCED NON-MEMBERS HAVE ATTENDED A SHOW IN THE PAST 10 YEARS

Percent of Advanced Non-Members Reporting the Number of Shows Attended in Past 10 Years

Frequency	APS Stamp Show	AmeriStamp Expo	Other Nat'l Show
1 time	16.5%	12.5%	12.0%
2 times	12.0%	4.8%	9.2%
3 times	6.8%	0.8%	2.4%
4 times	2.4%	0.8%	1.6%
5 times	1.6%	0.8%	2.8%
6 times	0.4%	0.4%	0.8%
7 or more times	1.6%	0.8%	10.8%
None	58.6%	79.0%	60.2%

The non-members appear to attend one or two shows with about the same frequency as members, but do not attend as many over a 10 year period. They also have a higher frequency of not attending any shows in the past 10 years.



Q 54-56. MANY INTERMEDIATE MEMBERS HAVE ATTENDED 1 TO 3 SHOWS IN THE PAST 10 YEARS

Percent of Intermediate Members Reporting the Number of Shows Attended in Past 10 Years

Frequency	APS Stamp Show	AmeriStamp Expo	Other Nat'l Show
1 time	18.7%	14.1%	12.6%
2 times	15.0%	7.1%	4.9%
3 times	8.9%	3.8%	4.9%
4 times	4.9%	2.1%	3.6%
5 times	3.2%	1.2%	4.8%
6 times	2.2%	0.7%	1.6%
7 or more times	5.8%	1.8%	21.6%
None	41.2%	69.1%	42.3%



Q 54-56. ABOUT ONE-FOURTH OF THE INTERMEDIATE NON-MEMBERS HAVE ATTENDED 1 OR 2 SHOWS IN THE PAST 10 YEARS

Percent of Intermediate Non-Members Reporting the Number of Shows Attended in Past 10 Years

Frequency	APS Stamp Show	AmeriStamp Expo	Other Nat'l Show
1 time	16.5%	12.5%	12.0%
2 times	12.0%	4.8%	9.2%
3 times	6.8%	0.8%	2.4%
4 times	2.4%	0.8%	1.6%
5 times	1.6%	0.8%	2.8%
6 times	0.4%	0.4%	0.8%
7 or more times	1.6%	0.8%	10.8%
None	58.6%	79.0%	60.2%



Q 57. MEMBERS APPEAR TO GO TO MANY BOURSES OR LOCAL EVENTS PER YEAR

Percent of Members Attending Bourses or Local Shows Per Year

Frequency	Advanced	Intermediate	Beginner
1 time	5.8%	6.4%	12.9%
2 times	7.5%	9.6%	8.9%
3 times	4.2%	6.3%	4.0%
4 times	3.8%	4.3%	4.0%
5 times	5.9%	4.9%	3.0%
6 times	3.9%	2.5%	3.0%
7 times	2.1%	30.0%	2.0%
8 or more times	48.4%	24.8%	16.8%
None	18.4%	11.3%	45.5%



Q 57. NON-MEMBERS ALSO APPEAR TO GO TO MANY BOURSES OR LOCAL EVENTS PER YEAR

Percent of Non-Members Attending Bourses or Local Shows Per Year

Frequency	Advanced	Intermediate	Beginning
1 time	7.2%	11.2%	13.4%
2 times	8.0%	16.0%	11.9%
3 times	4.8%	13.3%	6.0%
4 times	2.4%	5.3%	3.0%
5 times	6.0%	9.0%	3.0%
6 times	2.4%	3.7%	1.5%
7 times	2.0%	2.1%	4.5%
8 or more times	41.2%	25.0%	10.4%
None	26.0%	14.4%	46.3%

Given the frequency at which non-members attend local shows and bourses, APS should make available membership brochures that focus on features and benefits identified as important to them.



Q 60. OLDER MALES STILL DOMINATE THE HOBBY BUT THE TREND MAY INCLUDE MORE FEMALES

Gender and Age: Percent of Members

Gender and Age	Advanced	Intermediate	Beginner
Males	96.8%	90.8%	78.2%
Females	3.2%	9.2%	21.8%
49 or younger	3.1%	4.2%	9.9%
50s	21.8%	18.6%	23.8%
60s	42.0%	45.7%	45.5%
70s	32.8%	31.2%	20.8%
80s*	0.2%	0.3%	0.0%

Beginning members show more younger female members. While this may be an artifact of the methodology, it is a trend that should be encouraged by the APS.

* I think the methodology attempted to screen out those over 79.



Q 60. THE NON-MEMBER GROUPS INCLUDE YOUNGER PEOPLE AND MORE FEMALES

Gender and Age: Percent of Non-Members

Gender or Age	Advanced	Intermediate	Beginner
Males	92.7%	88.3%	76.5%
Females	7.3%	11.7%	23.5%
49 or younger	6.2%	8.6%	17.1%
50s	20.5%	23.1%	22.9%
60s	35.5%	37.5%	32.9%
70s	35.5%	28.9%	21.4%
80s	2.3%	1.8%	5.7%

Many members started collecting through dealers and relatives, who also were collectors. They probably learned about APS through these same people. Today there are few retail dealers remaining to promote APS. Therefore, the organization needs to develop marketing and outreach programs that target the younger of both genders.



Q 61. ALMOST ONE-HALF OF THE MEMBERS ARE RETIRED

Percentage of Members Describing Their Employment Status

Employment Status	Advanced	Intermediate	Beginner
Retired	49.4%	53.9%	46.5%
Working Full Time	26.0%	27.2%	33.7%
Self Employed	16.7%	10.0%	8.9%
Working Part Time	3.3%	4.8%	5.9%
Disabled	1.4%	1.2%	3.0%
Other	3.2%	2.9%	2.0%



Q 61. ALMOST ONE-HALF OF THE NON-MEMBERS ALSO ARE RETIRED

Percentage of Non-Members Describing Their Employment Status

Employment Status	Advanced	Intermediate	Beginner
Retired	48.4%	49.6%	41.2%
Working Full Time	24.0%	25.9%	33.8%
Self Employed	18.0%	11.7%	8.8%
Working Part Time	2.4%	6.2%	1.5%
Disabled	0.8%	4.4%	5.9%
Other	6.4%	2.2%	8.8%*

The “Other” group among beginners included unemployed (2.9%), homemaker and student (1.5% each).



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