

**Saskatchewan Writers' Guild
Member Survey
2024**

Summary Report

Background

The Saskatchewan Writers' Guild (SWG) has engaged its members, program participants and other stakeholders to:

- 1) better understand who its members are, and
- 2) evaluate and inform program and service offerings.

The survey took respondents approximately 10 to 15 minutes to complete and was confidential and anonymous. Respondents were encouraged to complete the survey on a desktop, laptop or tablet for a better experience. As an incentive to participate, respondents were encouraged to provide their name at the end of the survey to be entered in a draw for one of 10 prizes of \$50 gift cards (five for SWG members, and five for all others).

The survey ran from Tuesday, February 6 to Thursday, February 29. The survey indicated a summary of findings would be shared in April 2024.

The Saskatchewan Writers Guild received no questions about the survey. Technical issues with the survey were directed to the swg2024survey@gmail.com; no questions were received.

Summary

- Members join the Saskatchewan Writers' Guild to be a part of a writing community and access programs and networking opportunities.
- They get great value and support from membership; some cite cost as a barrier.
- Members see SWG taking some actions for accessibility of programs and events.
- Members see a need for more Indigenous presenters and content also the need greater diversity in the membership for example BIPOC, 2SLGBTQ+, people with disabilities. Greater diversity of genres was also a theme.
- There is an opportunity to attract former and new members by promoting: how to join; retail discounts; programs and publications; volunteering or jobs.
- Great value and supportive community are likely the competitive advantage.
- This may be an opportune time to review program and publications offerings and consider member feedback when deciding priorities.
- 369 people completed the survey. 20% of respondents are 40 or under; 50% are newer members (5 years or less). 63% live in large community 50,000 people+
- Respondents were happy to hear from SWG, participate in the survey and learn about the programs and services.
- Member testimonials could be included in marketing materials. Follow-up research with survey respondents can be used to help make decisions about programming.

Response Statistics

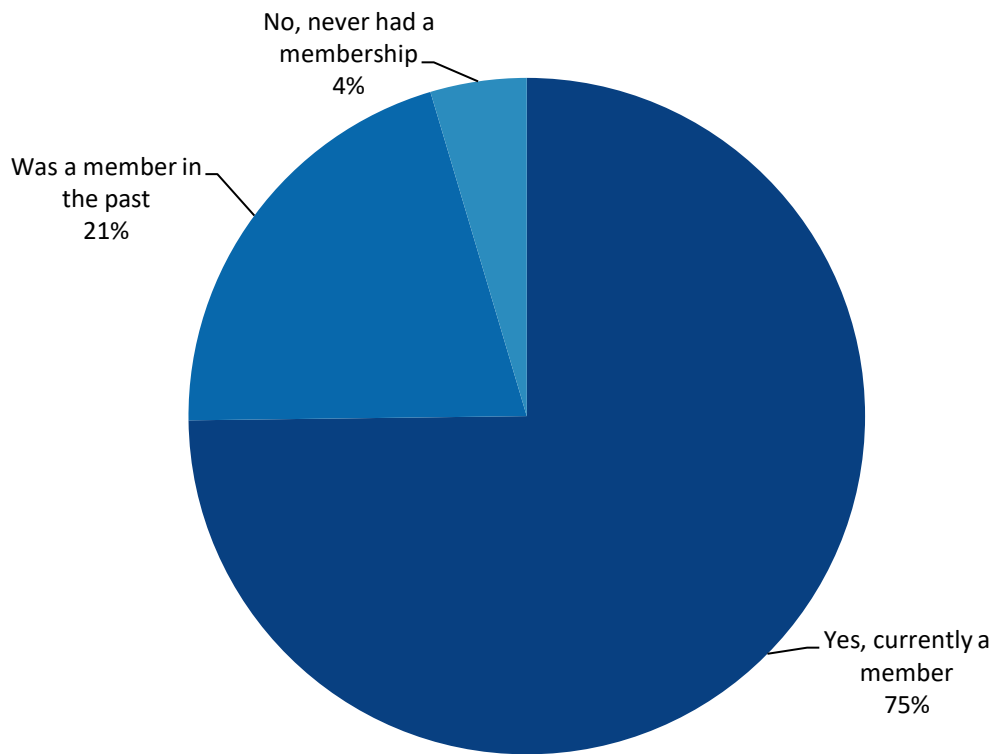
	Count	Percent
Complete	369	77
Partial	92	19
Disqualified	19	4
Totals	480	

Participation by Channel

	Count	Percent
Direct email	312	84.5
e-newsletter	33	8.9
Social media	12	3.2
Website	6	1.6
Other partners	6	1.6
Totals	369	100

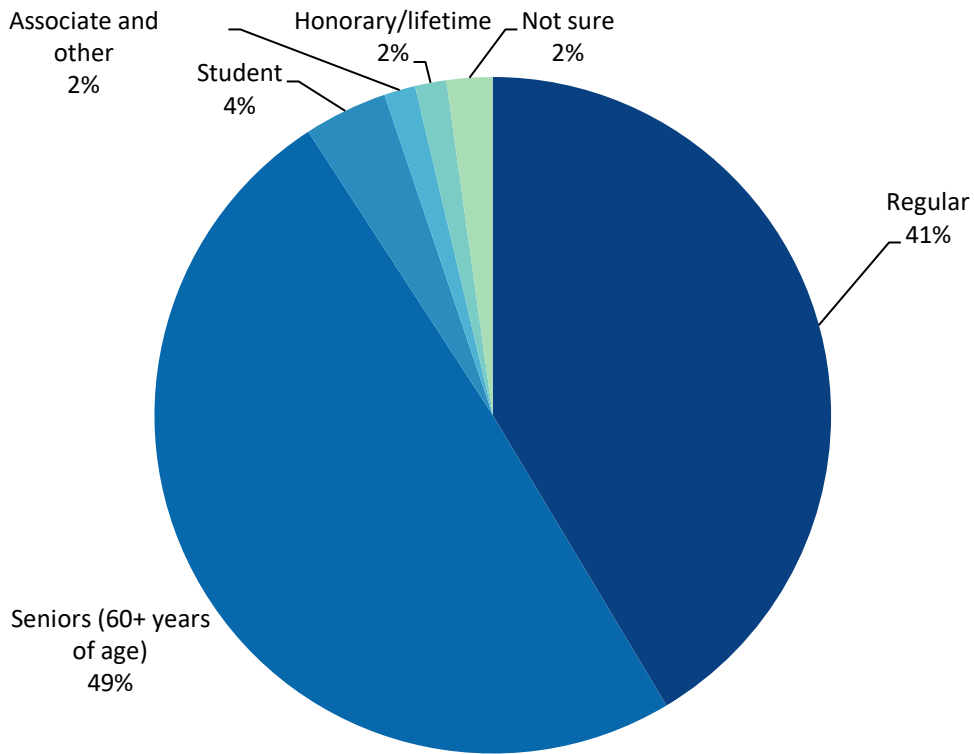
Membership Details

1. Are you a member of the Saskatchewan Writers' Guild? SELECT ONE



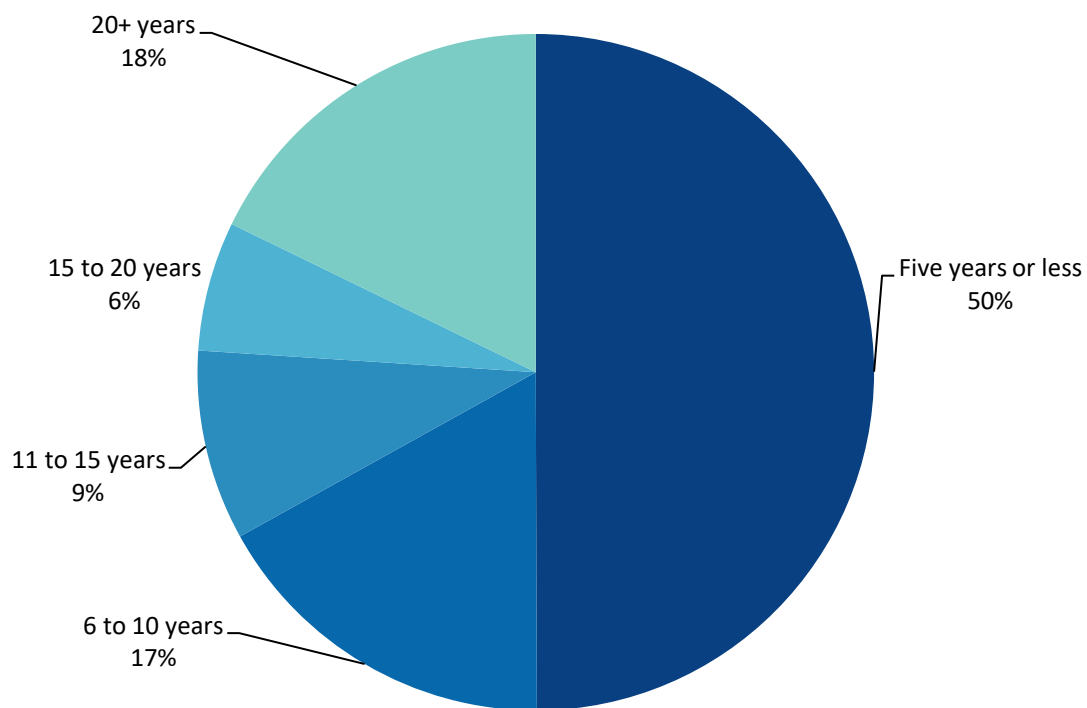
Value	Percent	Count
Yes, currently a member	74.8%	276
Was a member in the past	20.6%	76
No, never had a membership	4.6%	17
	Totals	369

2. What is your membership status SELECT ONE



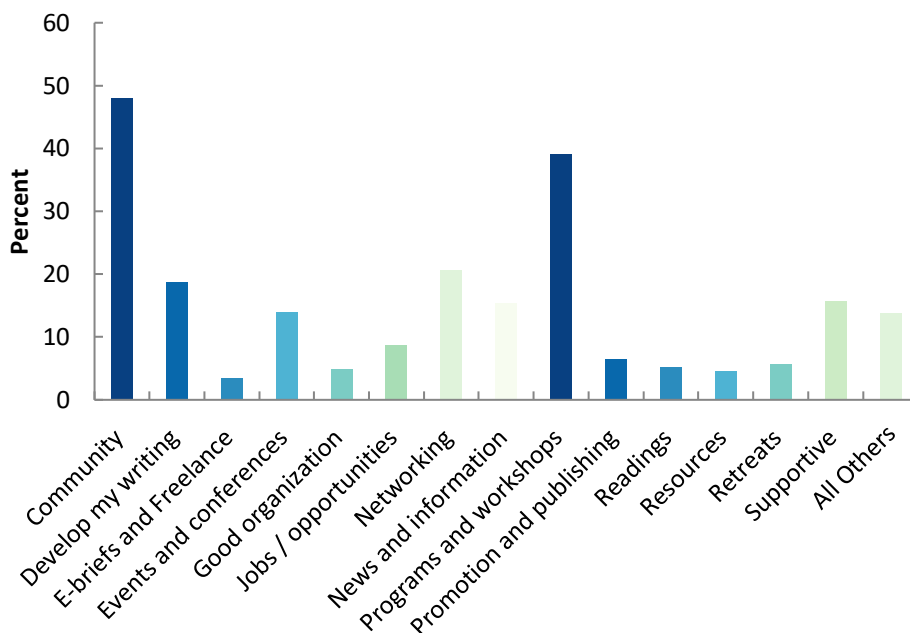
Value	Percent
Seniors (60+ years of age)	49.5%
Regular	41.5%
Student	4.0%
Not sure	2.2%
Associate and other	1.5%
Honorary/lifetime	1.5%

**3. How long have you been a member of the Saskatchewan Writers' Guild?
SELECT ONE**



Value	Percent	Count
Five years or less	50.0%	138
20+ years	17.8%	49
6 to 10 years	17.0%	47
11 to 15 years	9.1%	25
15 to 20 years	6.2%	17
Totals		276

4. Why have you chosen to be a member of the Saskatchewan Writers' Guild?



Value	Percent	Count
Community	47.9%	128
Programs and workshops	39.0%	104
Networking	20.6%	55
Develop my writing	18.7%	50
Supportive	15.7%	42
News and information	15.4%	41
Events and conferences	13.9%	37
Jobs/opportunities	8.6%	23
Promotion and publishing	6.4%	17
Retreats	5.6%	15
Readings	5.2%	14
Good organization	4.9%	13
Resources	4.5%	12
E-briefs and Freelance	3.4%	9
Grants	2.2%	6
Mentorship	2.2%	6
Presenter	2.2%	6
Variety	2.2%	6
Virtual Writer in Residence	1.9%	5
Discounts	1.5%	4
Manuscript evaluation	1.5%	4

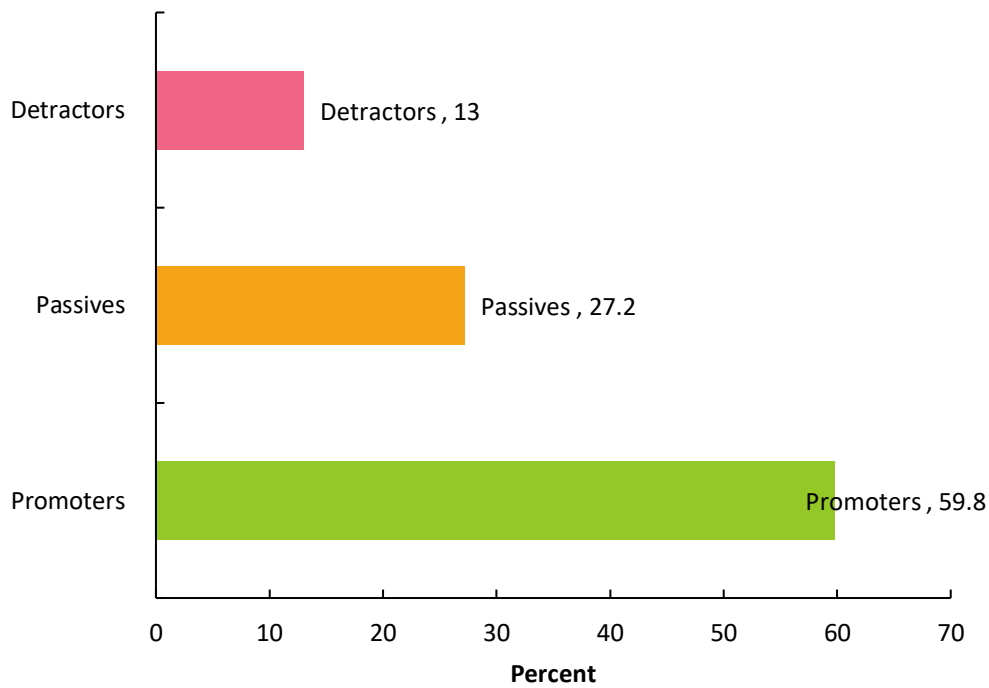
5. On a scale of 0 -10, how likely are you to recommend getting a SWG membership to other writers, friends or colleagues? SELECT ONE

NPS® Score: 46.8



Promoters		59.8%	156
Passives		27.2%	71
Detractors		13%	34

Totals: 261



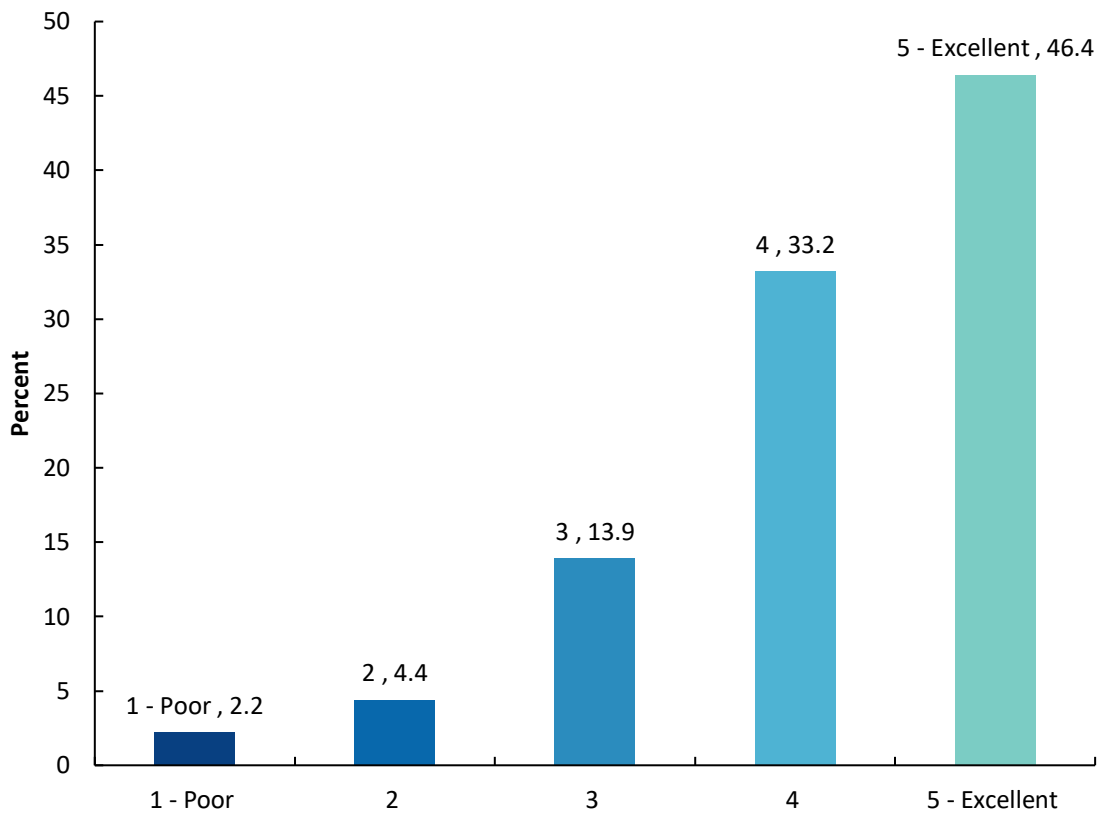
Value	Percent	Count
Promoters	59.8%	156
Passives	27.2%	71
Detractors	13.0%	34
	Totals	261

Member Benefits

6. What are the top 10 member benefits most valuable to you? CHECK 10 OR FEWER

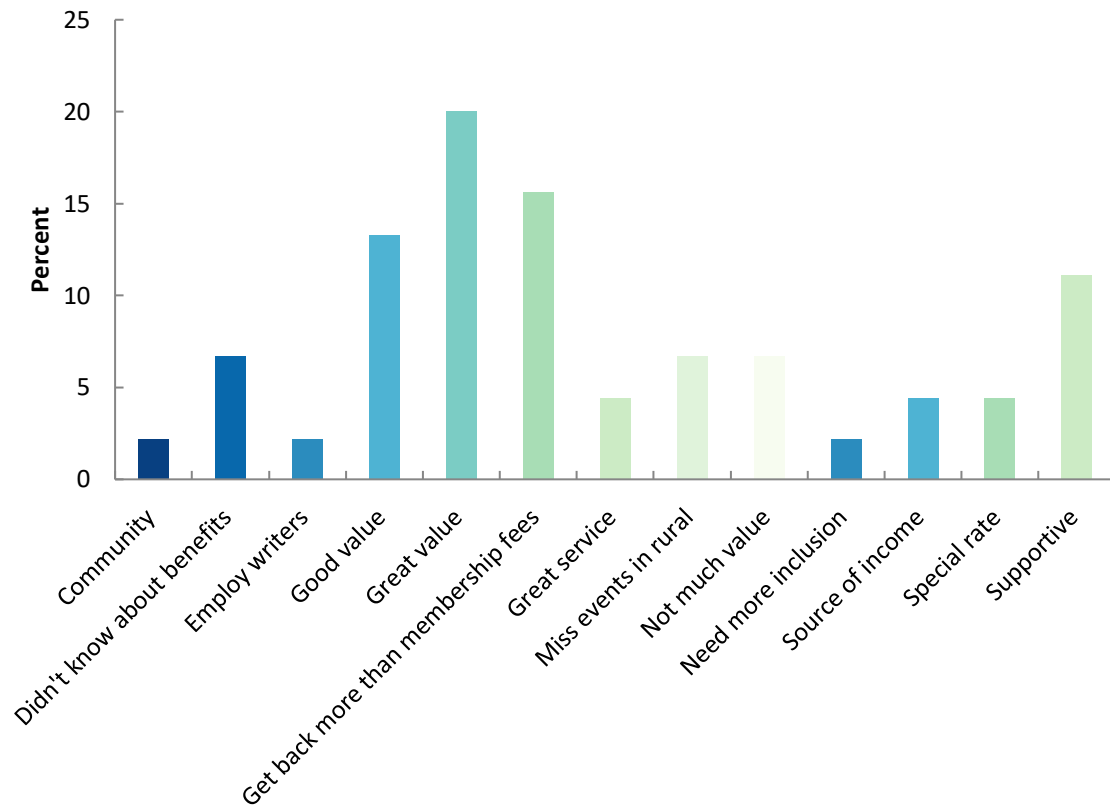
Value	Percent
Ebriefs, our weekly e-newsletter with SWG/industry news, events, calls of interest and professional development opportunities	80.2%
Connection to a wide-ranging community of Saskatchewan writers	70.3%
Member rates on workshops and writing events	60.1%
Member announcements for events on SWG website and in Ebriefs	59.3%
Freelance quarterly magazine subscription for news, craft and the business of writing	58.2%
Author Readings Program for reading events across Saskatchewan	50.9%
Member rates on Writers' and Artists' Retreats and Facilitated Retreats	41.8%
Eligibility for: paid opportunities, e.g. work as an evaluator for the Manuscript Evaluation Service or workshop facilitator	40.3%
Find Saskatchewan Writers, online database listing of SWG authors	39.6%
10% discount at McNally Robinson in Saskatoon - in-store and online	32.6%
Member rates on the annual Fall Conference and other events	32.2%
Access to the Virtual Writer-in-Residence program	31.5%
SWG Writers Group Grants	28.9%
Vote at the Annual General Meeting	8.8%
Access to the SWG Library (non-lending)	5.5%
Travel subsidy to the Annual General Meeting	4.0%

7. How would you rate the overall value you receive from SWG for your annual membership fee? SELECT ONE



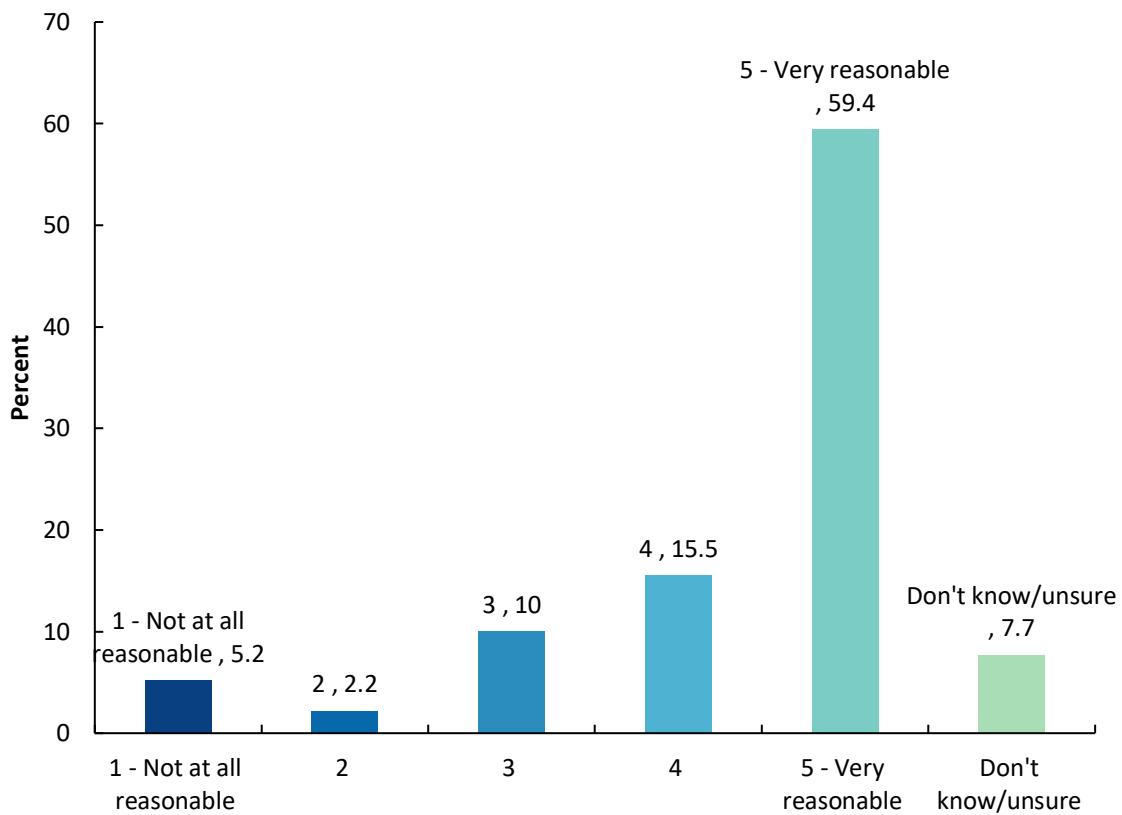
Value	Percent	Count
1 - Poor	2.2%	6
2	4.4%	12
3	13.9%	38
4	33.2%	91
5 - Excellent	46.4%	127
	Totals	274

8. Why did you rate it this way?



Value	Percent	Count
Great value	20.0%	9
Get back more than membership fees	15.6%	7
Good value	13.3%	6
Supportive	11.1%	5
Didn't know about benefits	6.7%	3
Miss events in rural	6.7%	3
Not much value	6.7%	3
Source of income	4.4%	2
Special rate	4.4%	2
Great service	4.4%	2
Community	2.2%	1
Employ writers	2.2%	1
Need more inclusion	2.2%	1
	Totals	45

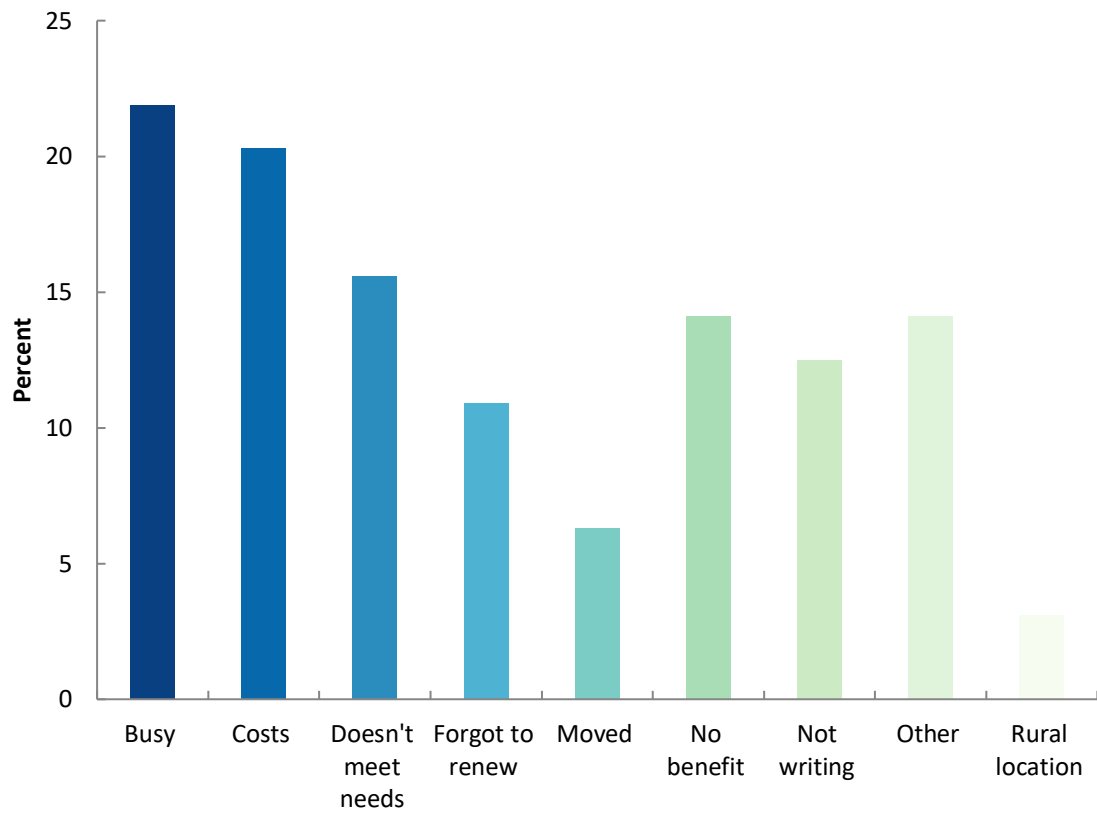
9. Saskatchewan Writers' Guild membership fees have not been adjusted since 2008. To continue to provide the breadth of programs, services, and publications we currently offer, we may need to increase membership fees or possibly face reductions in programming. Does a \$5.00 - \$10.00 increase to annual membership fees seem reasonable?



Value	Percent	Count
1 - Not at all reasonable	5.2%	14
2	2.2%	6
3	10.0%	27
4	15.5%	42
5 - Very reasonable	59.4%	161
Don't know/unsure	7.7%	21
	Totals	271

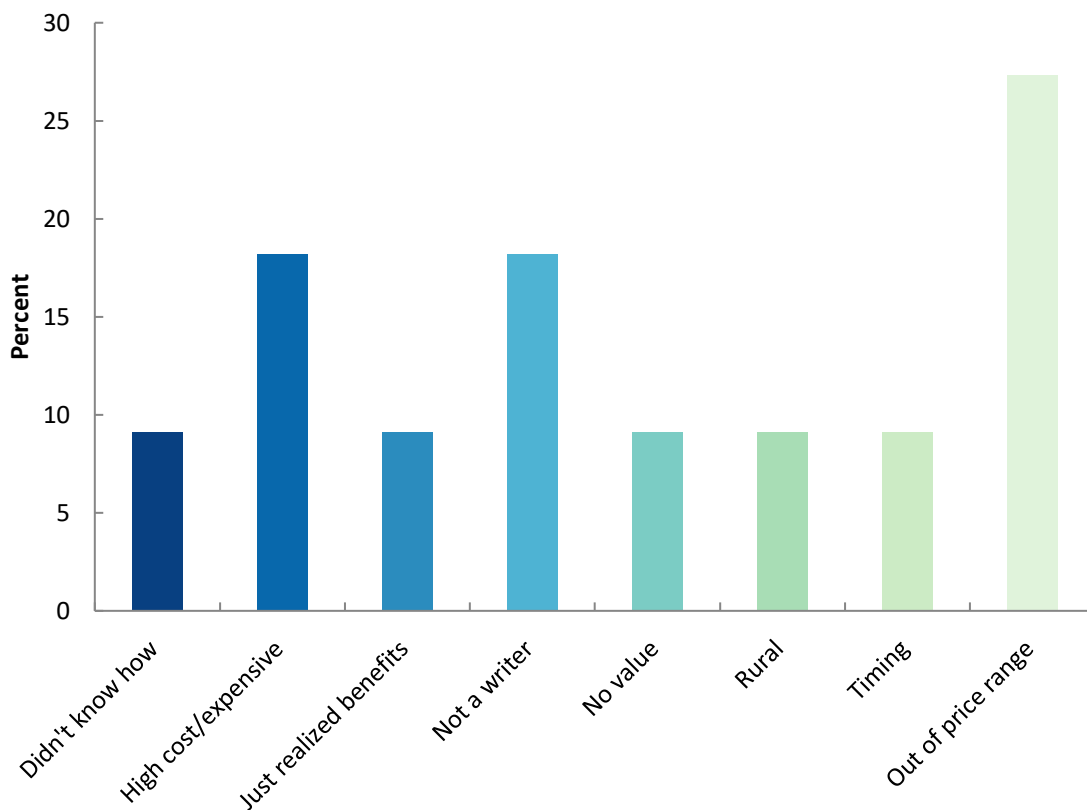
Non-members

10. Why haven't you renewed your membership?



Value	Percent	Count
Busy	21.9%	14
Costs	20.3%	13
Doesn't meet needs	15.6%	10
No benefit	14.1%	9
Other	14.1%	9
Not writing	12.5%	8
Forgot to renew	10.9%	7
Moved	6.3%	4
Rural location	3.1%	2

11. Why have you never purchased a membership?



Value	Percent	Count
Out of price range	27.3%	3
High cost/expensive	18.2%	2
Not a writer	18.2%	2
Didn't know how	9.1%	1
Just realized benefits	9.1%	1
No value	9.1%	1
Rural	9.1%	1
Timing	9.1%	1

Workshops and Events

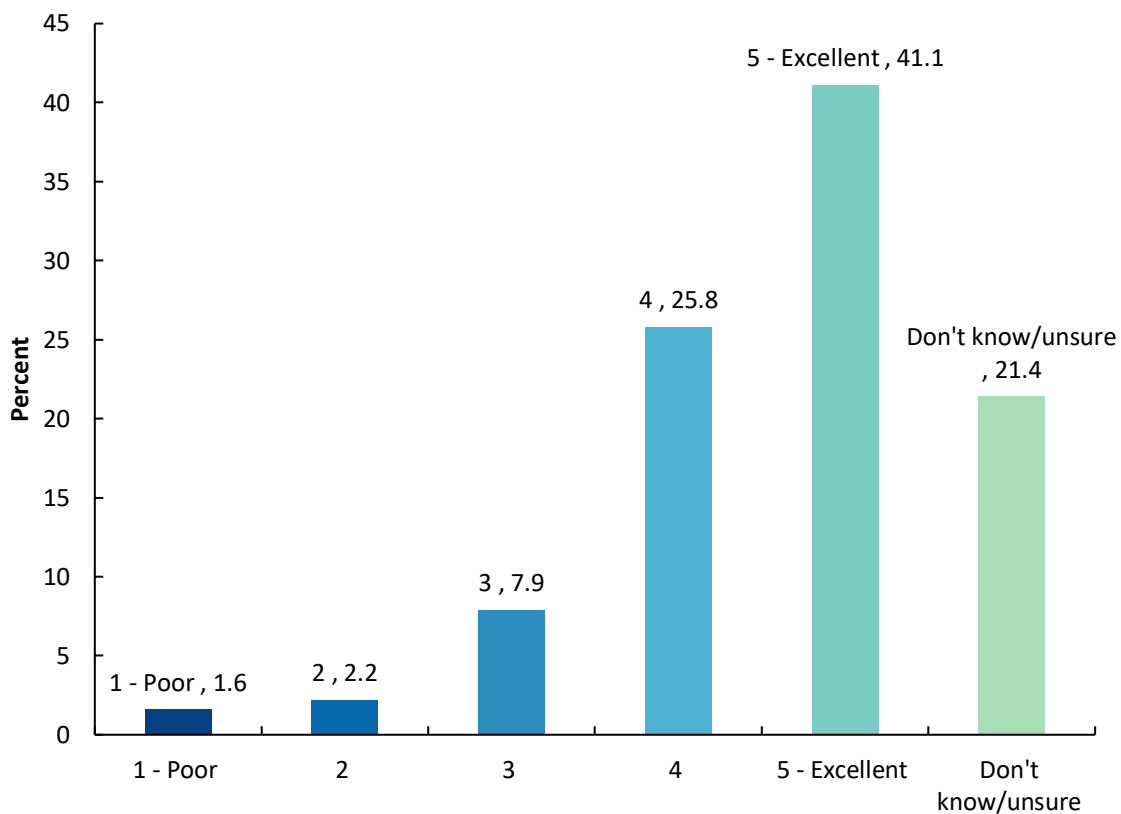
12. How many SWG workshops or events (virtual) did you attend last year (2023)? SELECT ONE

Value	Percent	Count
None	46.2%	169
1 to 3	42.9%	157
4 to 6	9.3%	34
7 to 10	1.6%	6
	Totals	366

13. How many SWG workshops or events (in-person) did you attend last year (2023)? SELECT ONE

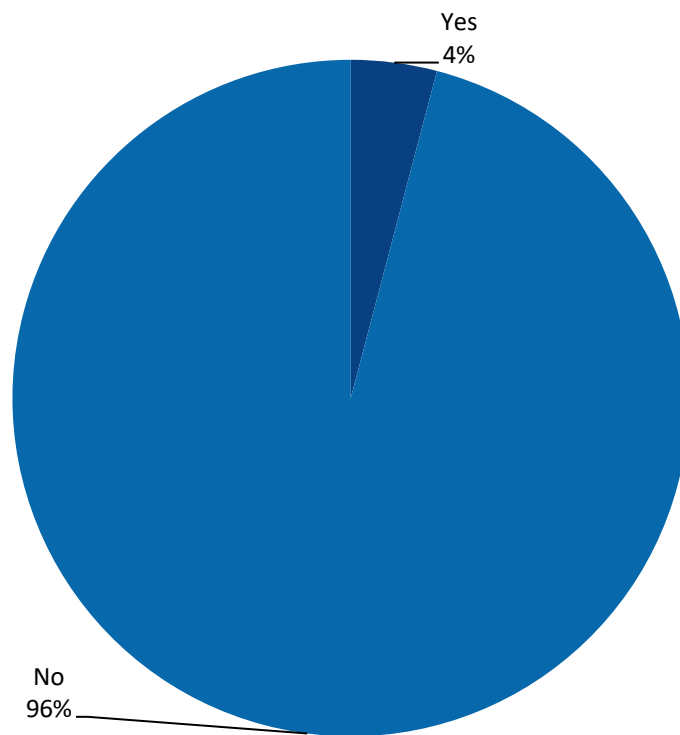
Value	Percent	Count
None	67.0%	244
1 to 3	29.1%	106
4 to 6	3.6%	13
7 to 10	0.3%	1
	Totals	364

14. How would you rate the overall quality of Saskatchewan Writers' Guild programs, services and events?



Value	Percent	Count
1 - Poor	1.6%	6
2	2.2%	8
3	7.9%	29
4	25.8%	94
5 - Excellent	41.1%	150
Don't know/unsure	21.4%	78
	Totals	365

15. Have you volunteered for the SWG in the past two years (i.e. event volunteer, board of directors, committee)? SELECT ONE

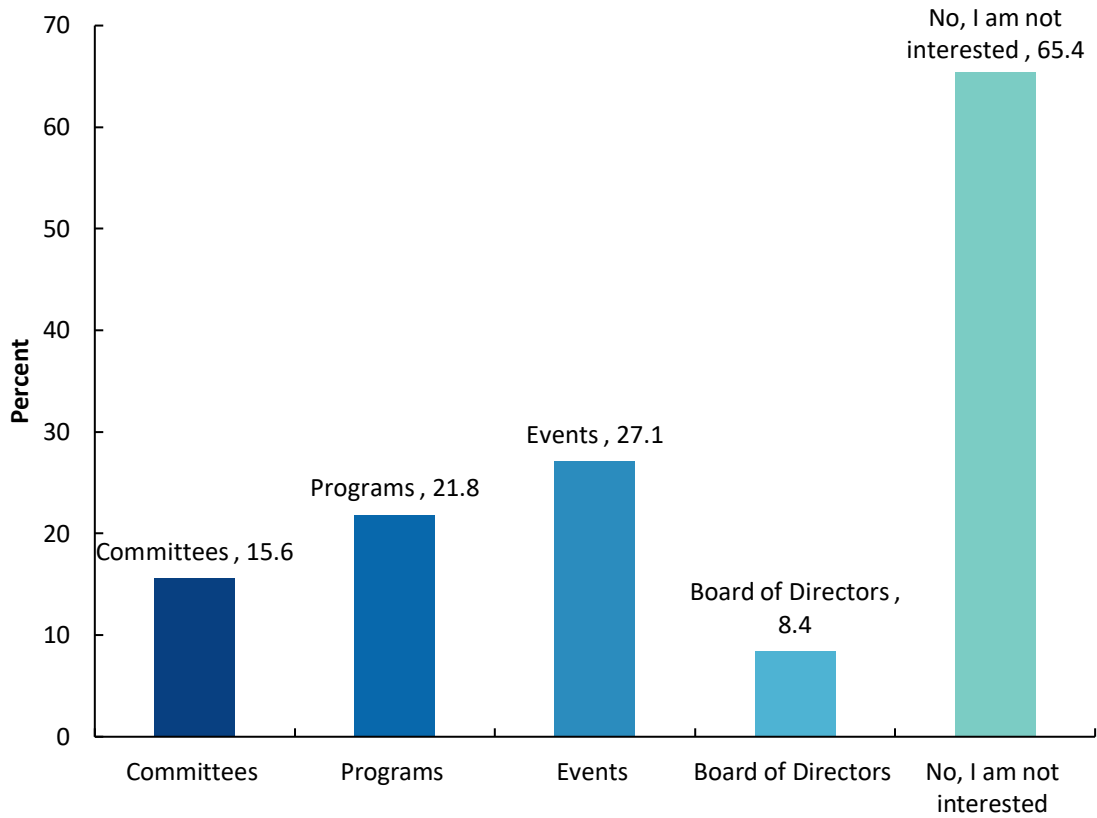


Value	Percent	Count
Yes	4.1%	15
No	95.9%	349
	Totals	364

16. For what activities did you volunteer?

Response ID	Response
35	Writing North
52	I was a member of the audit committee until last year.
81	Board of directors
88	I was a director until I found out I couldn't enter contests so I quit.
155	Writing North: Virtual Event Host for Omar El Akkad
156	BOD - couldn't muster up the energy though.
157	I was on the board of directors for 2 years.
192	Member of the Board. Currently serving as President.
242	Couple
304	Selling
316	Audit committee, Grain advisory committee
332	Book bytes
336	All activities
416	Board, Foundation, SWG rep to SK Book Awards

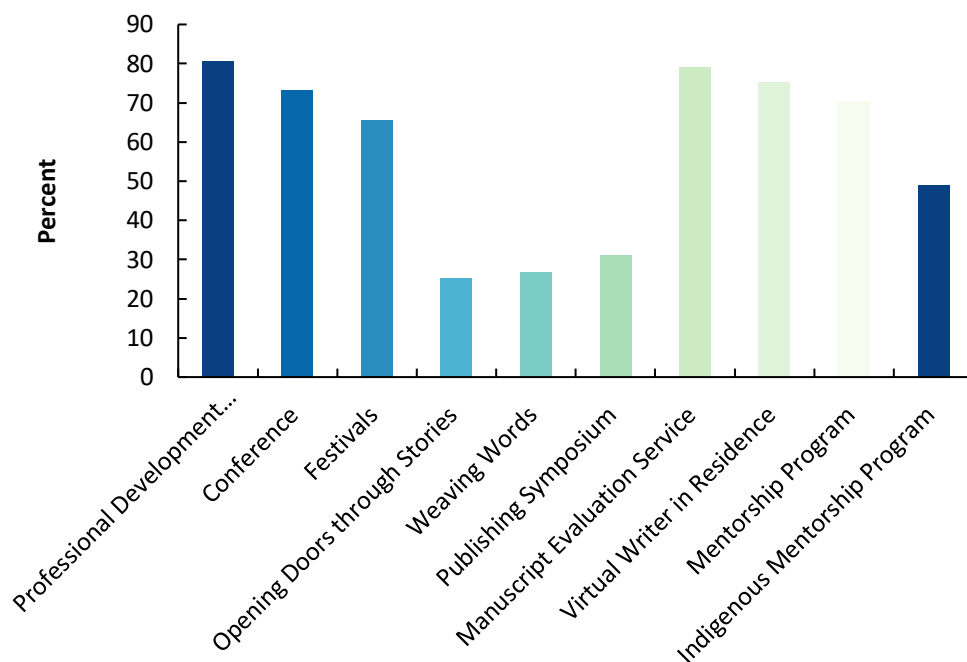
17. Are you interested in volunteering with the SWG? CHECK ALL THAT APPLY



Value	Percent	Count
No, I am not interested	65.4%	234
Events	27.1%	97
Programs	21.8%	78
Committees	15.6%	56
Board of Directors	8.4%	30

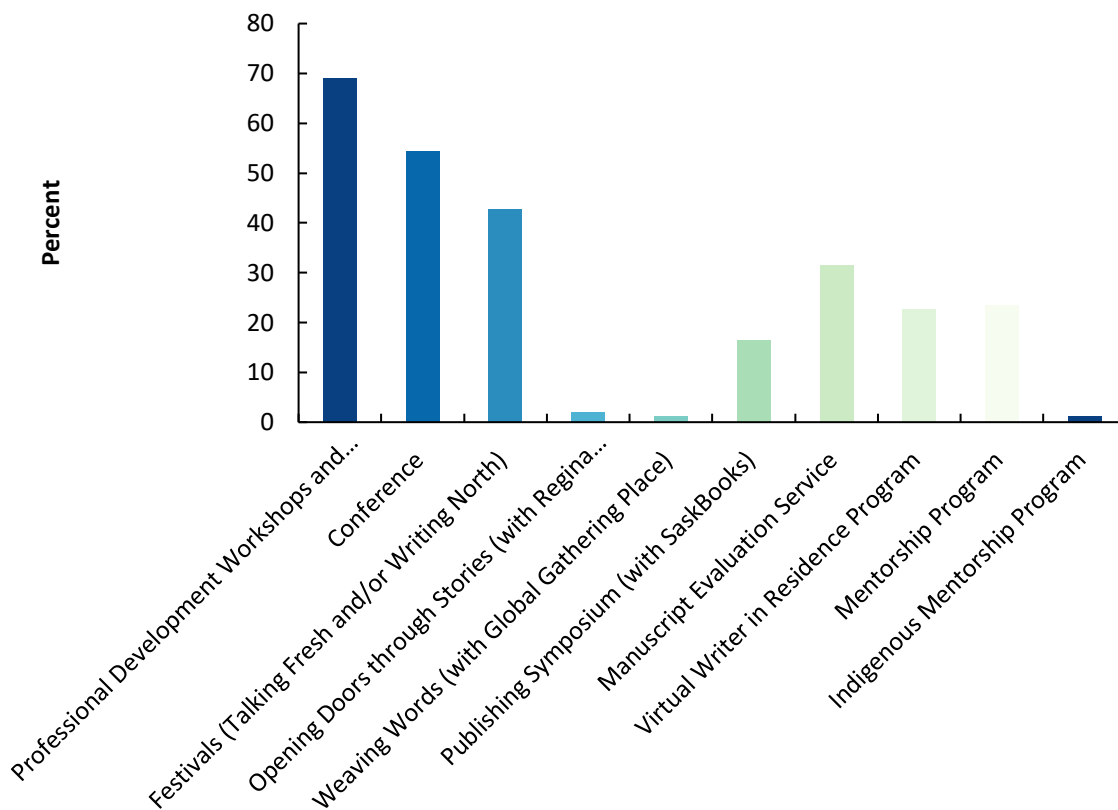
Professional Development

18. Are you aware of SWG Professional Development programming? CHECK ALL THAT APPLY. IF NONE SKIP TO NEXT QUESTION.



Value	Percent
Professional Development Workshops & Webinars	80.5%
Manuscript Evaluation Service	79.0%
Virtual Writer in Residence	75.1%
Conference	73.1%
Mentorship Program	70.4%
Festivals	65.4%
Indigenous Mentorship Program	48.8%
Publishing Symposium	31.1%
Weaving Words	26.6%
Opening Doors through Stories	25.1%

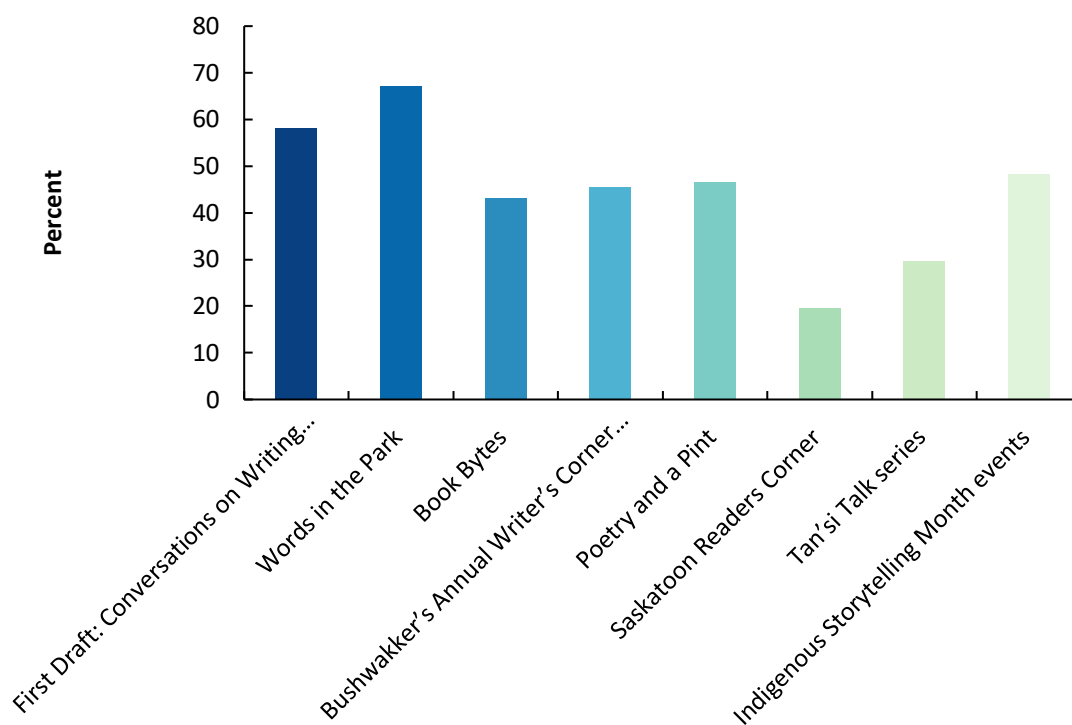
**19. Have you participated in any Professional Development programming?
CHECK ALL THAT APPLY. IF NONE SKIP TO NEXT QUESTION.**



Value	Percent	Count
Professional Development Workshops and Webinars	69.0%	171
Conference	54.4%	135
Festivals (Talking Fresh and/or Writing North)	42.7%	106
Manuscript Evaluation Service	31.5%	78
Mentorship Program	23.4%	58
Virtual Writer in Residence Program	22.6%	56
Publishing Symposium (with SaskBooks)	16.5%	41
Opening Doors through Stories (with Regina Open Doors Society)	2.0%	5
Weaving Words (with Global Gathering Place)	1.2%	3
Indigenous Mentorship Program	1.2%	3

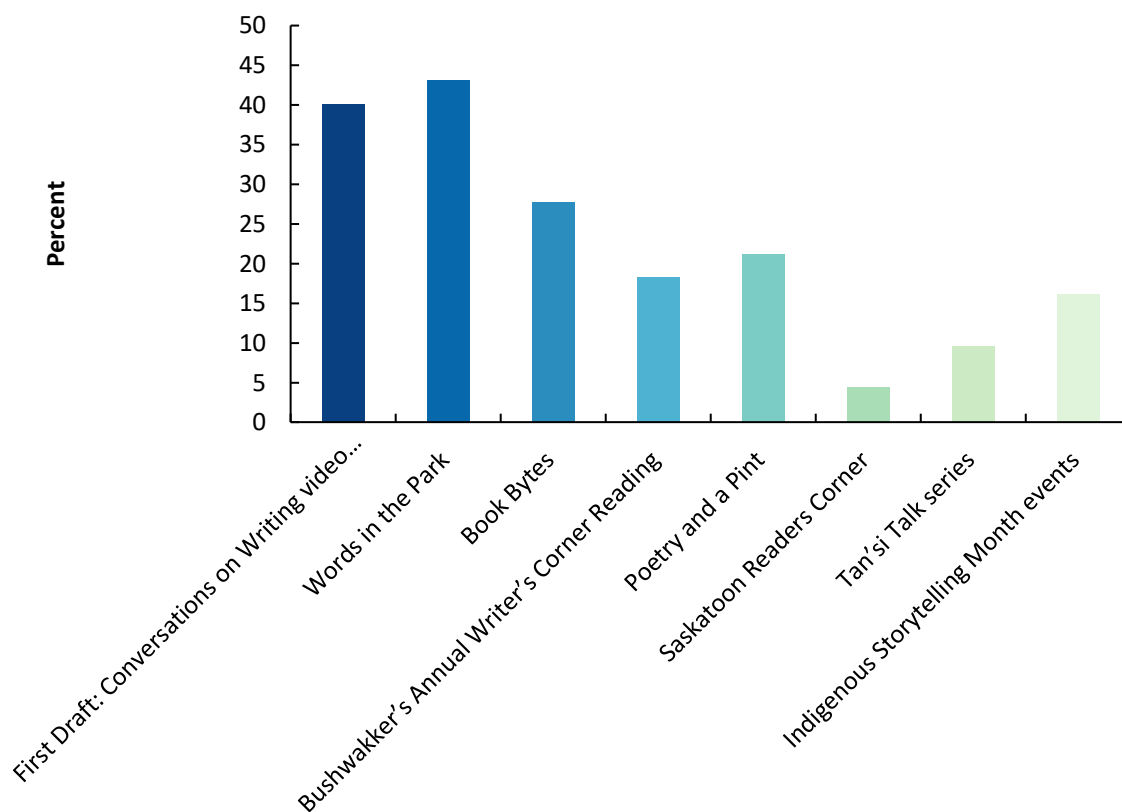
Readings

20. Have you heard of the following Readings programs? CHECK ALL THAT APPLY. IF NONE SKIP TO NEXT QUESTION.



Value	Percent	Count
Words in the Park	67.2%	193
First Draft: Conversations on Writing video series	58.2%	167
Indigenous Storytelling Month events	48.4%	139
Poetry and a Pint	46.7%	134
Bushwakker's Annual Writer's Corner Reading	45.6%	131
Book Bytes	43.2%	124
Tan'si Talk series	29.6%	85
Saskatoon Readers Corner	19.5%	56

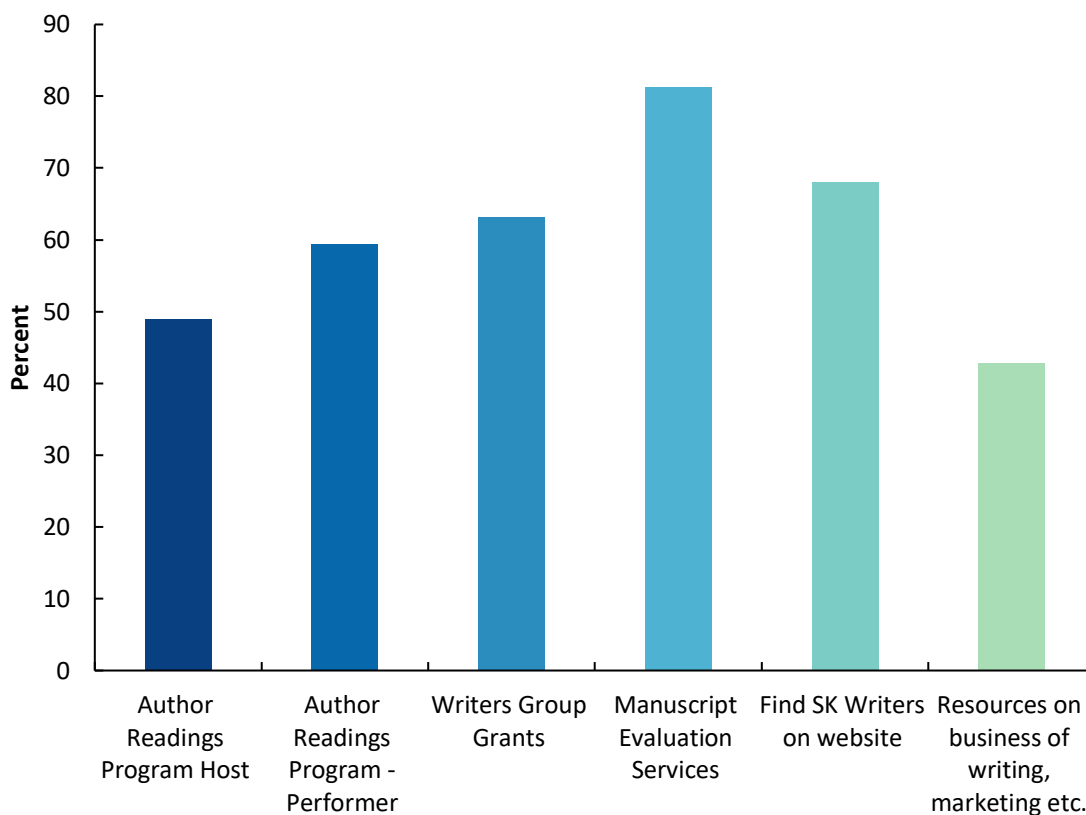
21. Have you participated in any Readings programs? CHECK ALL THAT APPLY. IF NONE SKIP TO NEXT QUESTION.



Value	Percent	Count
Words in the Park	43.1%	59
First Draft: Conversations on Writing video series	40.1%	55
Book Bytes	27.7%	38
Poetry and a Pint	21.2%	29
Bushwakker's Annual Writer's Corner Reading	18.2%	25
Indigenous Storytelling Month events	16.1%	22
Tan'si Talk series	9.5%	13
Saskatoon Readers Corner	4.4%	6

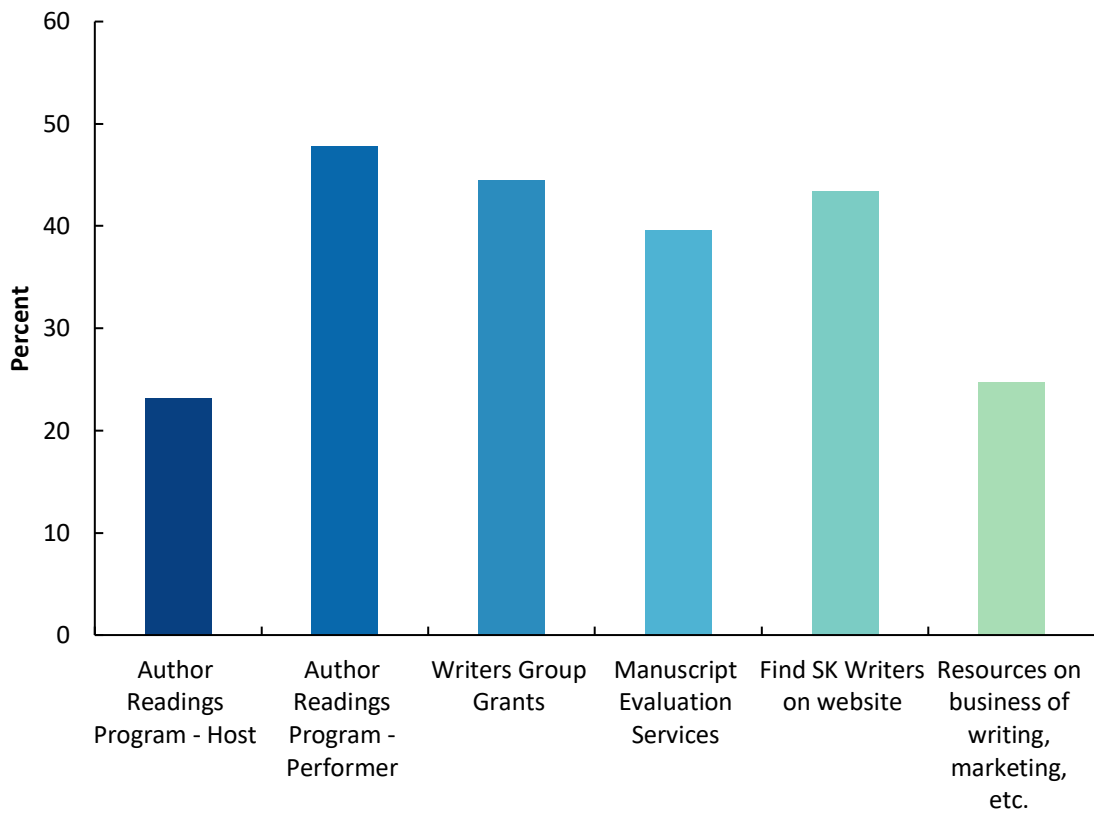
Funding and Other Services

22. Have you heard about Funding programs and other services offered by SWG? CHECK ALL THAT APPLY. IF NONE SKIP TO NEXT QUESTION.



Value	Percent
Manuscript Evaluation Services	81.3%
Find SK Writers on the website	68.1%
Writers Group Grants	63.2%
Author Readings Program - Performer	59.4%
Author Readings Program Host	49.0%
Resources on the business of writing, marketing etc.	42.9%

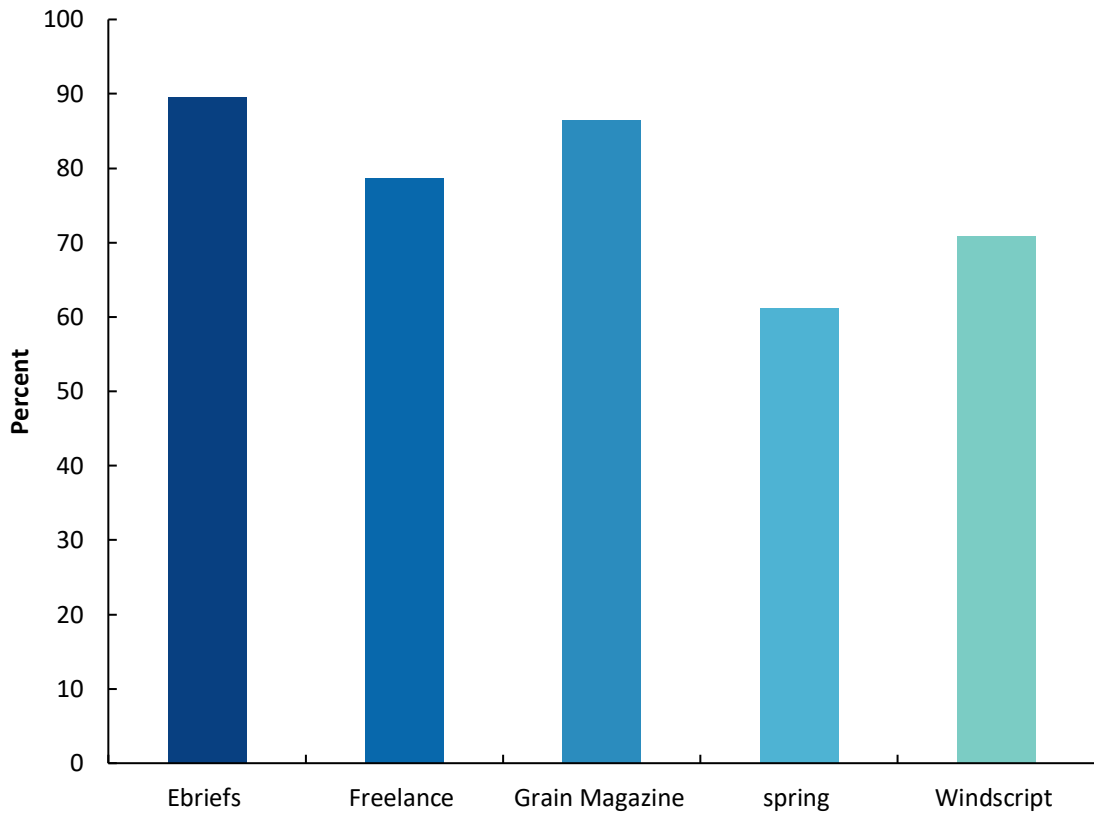
23. Have you accessed any Funding programs and other services? CHECK ALL THAT APPLY. IF NONE SKIP TO NEXT QUESTION.



Value	Percent
Author Readings Program - Performer	47.8%
Writers Group Grants	44.5%
Find SK Writers on website	43.4%
Manuscript Evaluation Services	39.6%
Resources on business of writing, marketing, etc.	24.7%
Author Readings Program - Host	23.1%

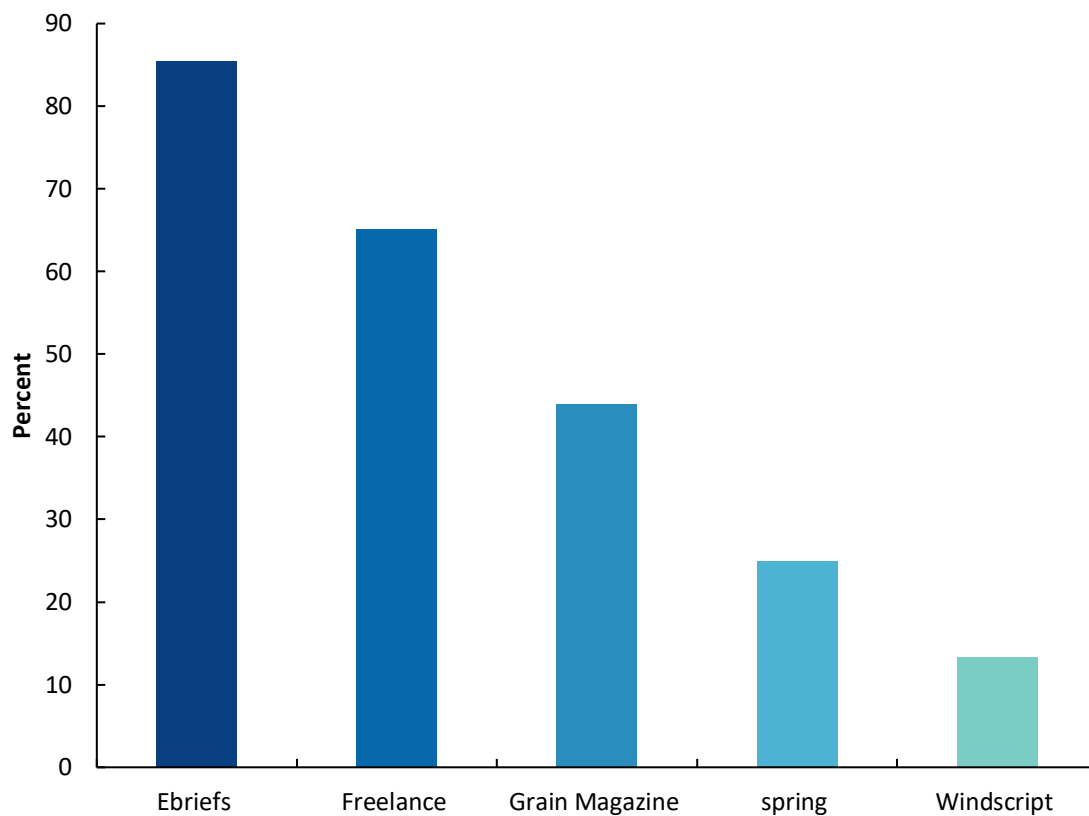
Publications

24. SWG has a number of Publications. What Publications are you aware of? CHECK ALL THAT APPLY. IF NONE SKIP TO NEXT QUESTION.



Value	Percent
Ebrieffs	89.5%
Grain Magazine	86.5%
Freelance	78.7%
Windscrip	70.8%
spring	61.1%

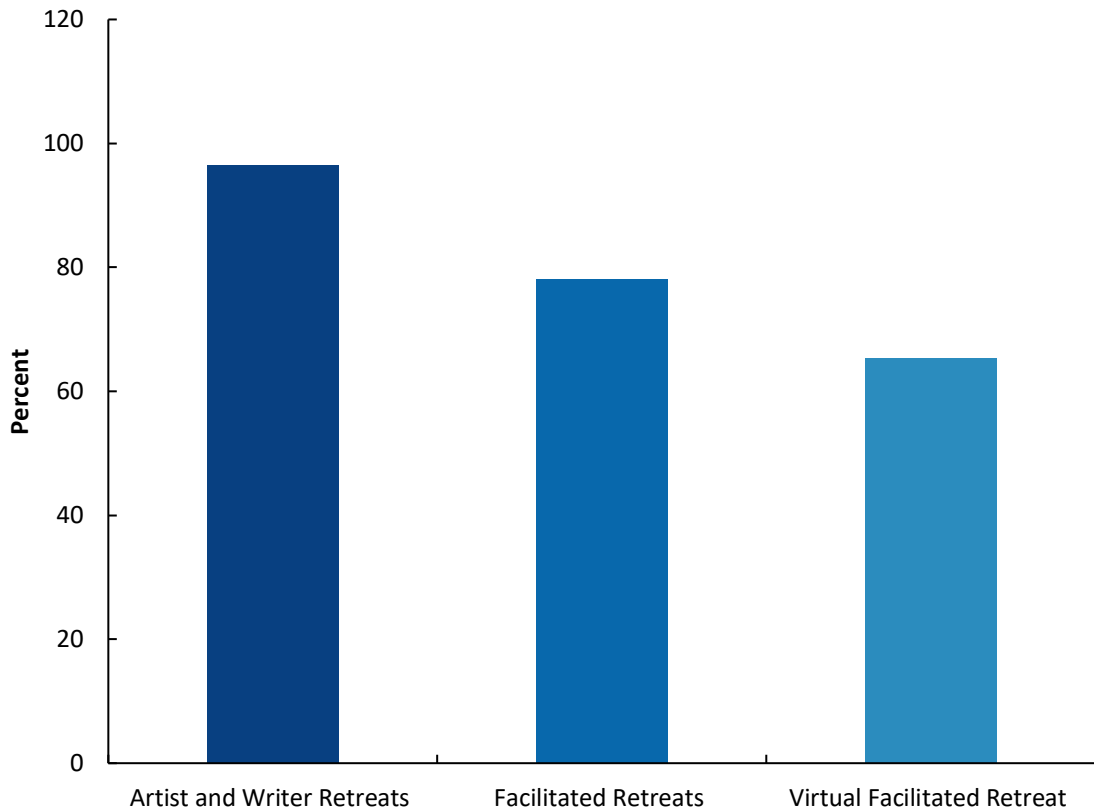
25. What Publications do you read? CHECK ALL THAT APPLY. IF NONE SKIP TO NEXT QUESTION.



Value	Percent
Ebrieffs	85.4%
Freelance	65.1%
Grain Magazine	43.9%
spring	24.9%
Windscrip	13.3%

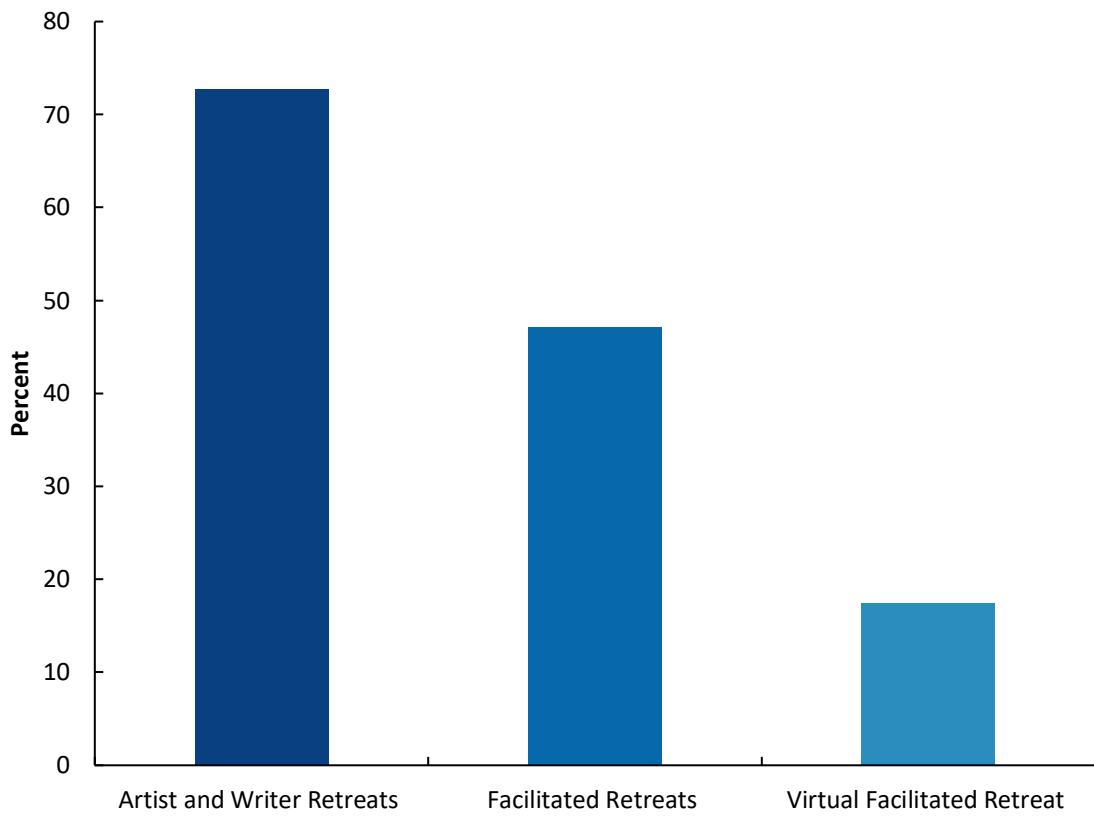
Retreats

26. Do you know SWG offers Retreats? CHECK ALL THAT APPLY. IF NONE SKIP TO NEXT QUESTION.



Value	Percent	Count
Artist and Writer Retreats	96.5%	304
Facilitated Retreats	78.1%	246
Virtual Facilitated Retreat	65.4%	206

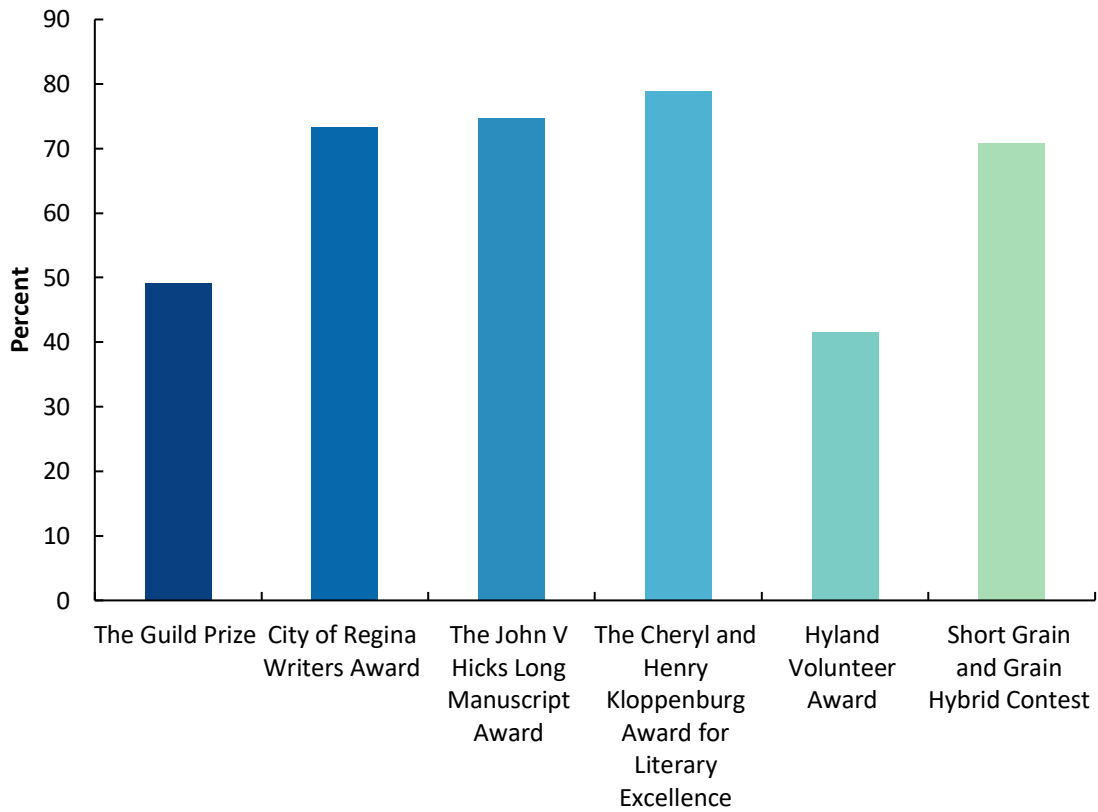
27. Have you participated in any Retreats? CHECK ALL THAT APPLY. IF NONE SKIP TO NEXT QUESTION.



Value	Percent	Count
Artist and Writer Retreats	72.7%	88
Facilitated Retreats	47.1%	57
Virtual Facilitated Retreat	17.4%	21

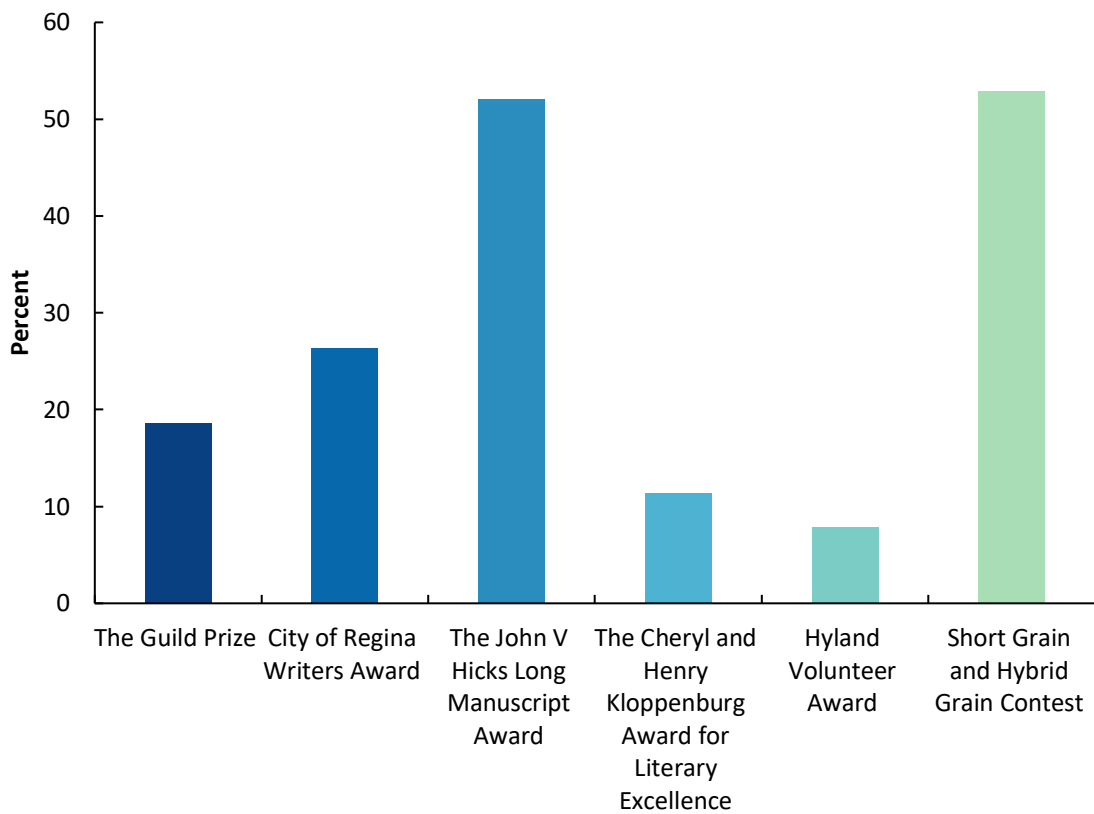
Awards and Prizes

28. Have you heard about our Awards and Prizes? CHECK ALL THAT APPLY. IF NONE SKIP TO NEXT QUESTION.



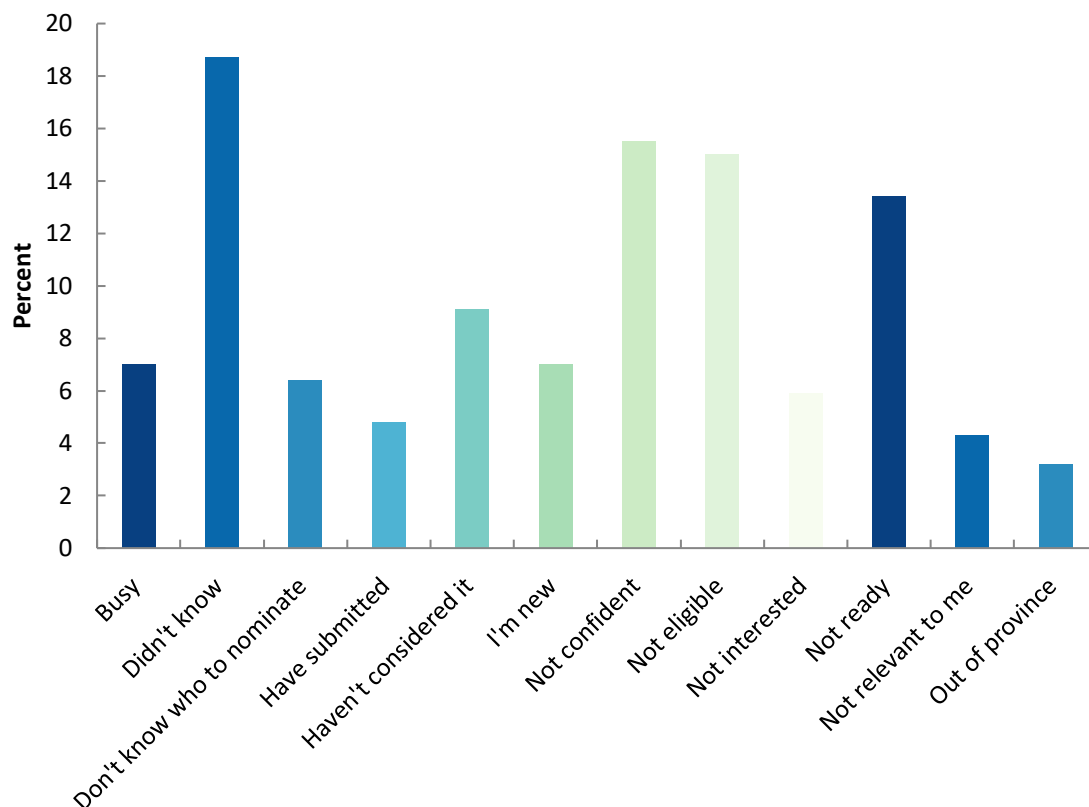
Value	Percent	Count
The Cheryl and Henry Kloppenburg Award for Literary Excellence	78.9%	228
The John V Hicks Long Manuscript Award	74.7%	216
City of Regina Writers Award	73.4%	212
Short Grain and Grain Hybrid Contest	70.9%	205
The Guild Prize	49.1%	142
Hyland Volunteer Award	41.5%	120

29. Have you ever submitted your writing or nominated someone for any SWG Awards and Prizes? CHECK ALL THAT APPLY. IF NONE SKIP TO NEXT QUESTION.



Value	Percent	Count
Short Grain and Hybrid Grain Contest	52.9%	74
The John V Hicks Long Manuscript Award	52.1%	73
City of Regina Writers Award	26.4%	37
The Guild Prize	18.6%	26
The Cheryl and Henry Kloppenburg Award for Literary Excellence	11.4%	16
Hyland Volunteer Award	7.9%	11

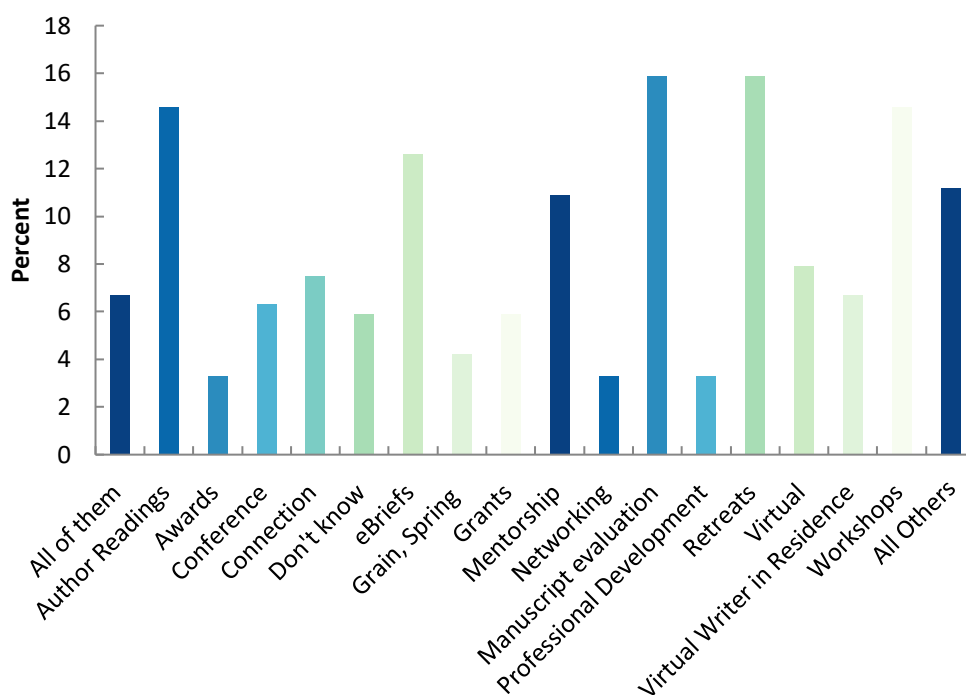
30. If you have never submitted work or nominated someone for an Award or Prize, why not?



Value	Percent	Count
Didn't know	18.7%	35
Not confident	15.5%	29
Not eligible	15.0%	28
Not ready	13.4%	25
Haven't considered it	9.1%	17
Busy	7.0%	13
I'm new	7.0%	13
Don't know who to nominate	6.4%	12
Not interested	5.9%	11
Have submitted	4.8%	9
Not relevant to me	4.3%	8
Out of province	3.2%	6

Programs and Services

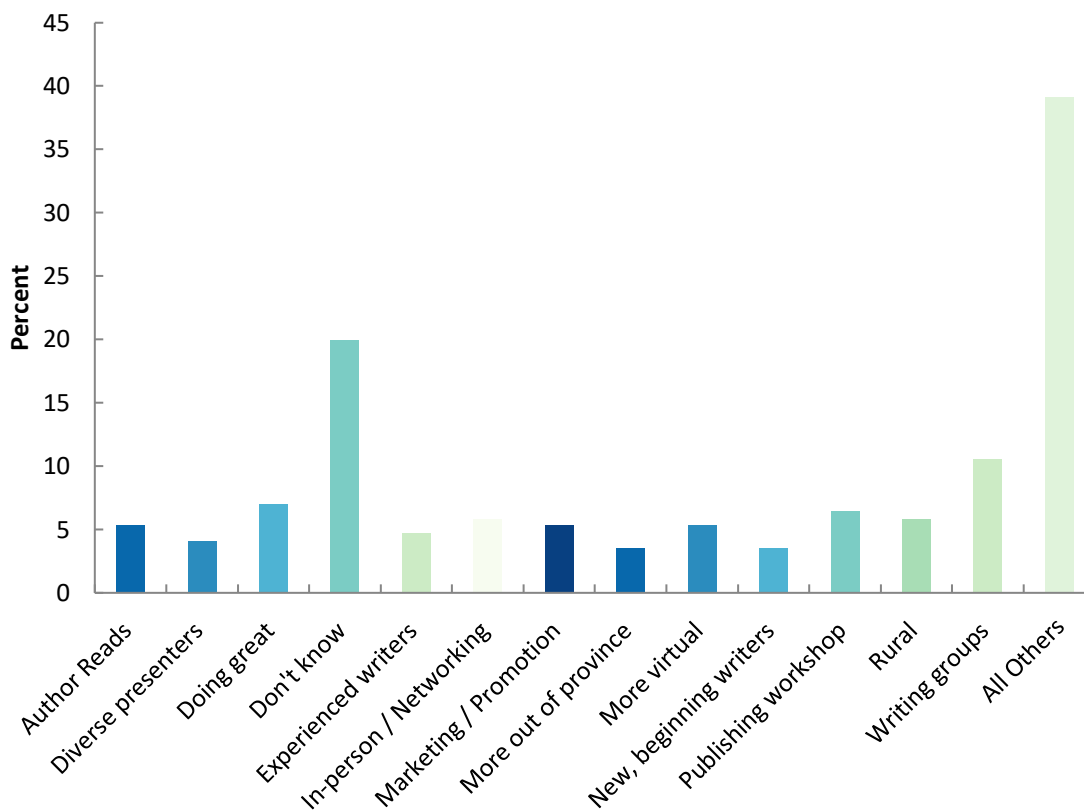
31. What do you think is the most beneficial program or service we offer?



Value	Percent	Count
Manuscript evaluation	15.9%	38
Retreats	15.9%	38
Author Readings	14.6%	35
Workshops	14.6%	35
eBriefs	12.6%	30
Mentorship	10.9%	26
Virtual	7.9%	19
Connection	7.5%	18
All of them	6.7%	16
Virtual Writer in Residence	6.7%	16
Conference	6.3%	15
Don't know	5.9%	14
Grants	5.9%	14
Grain, Spring	4.2%	10
Networking	3.3%	8
Professional Development	3.3%	8

Awards	3.3%	8
Events	2.5%	6
Festivals	2.5%	6
Jobs / opportunities	2.5%	6
Variety	2.1%	5
Freelance	0.8%	2
Engagement	0.4%	1
Rural	0.4%	1

32. What other programs or services do you think SWG could offer?

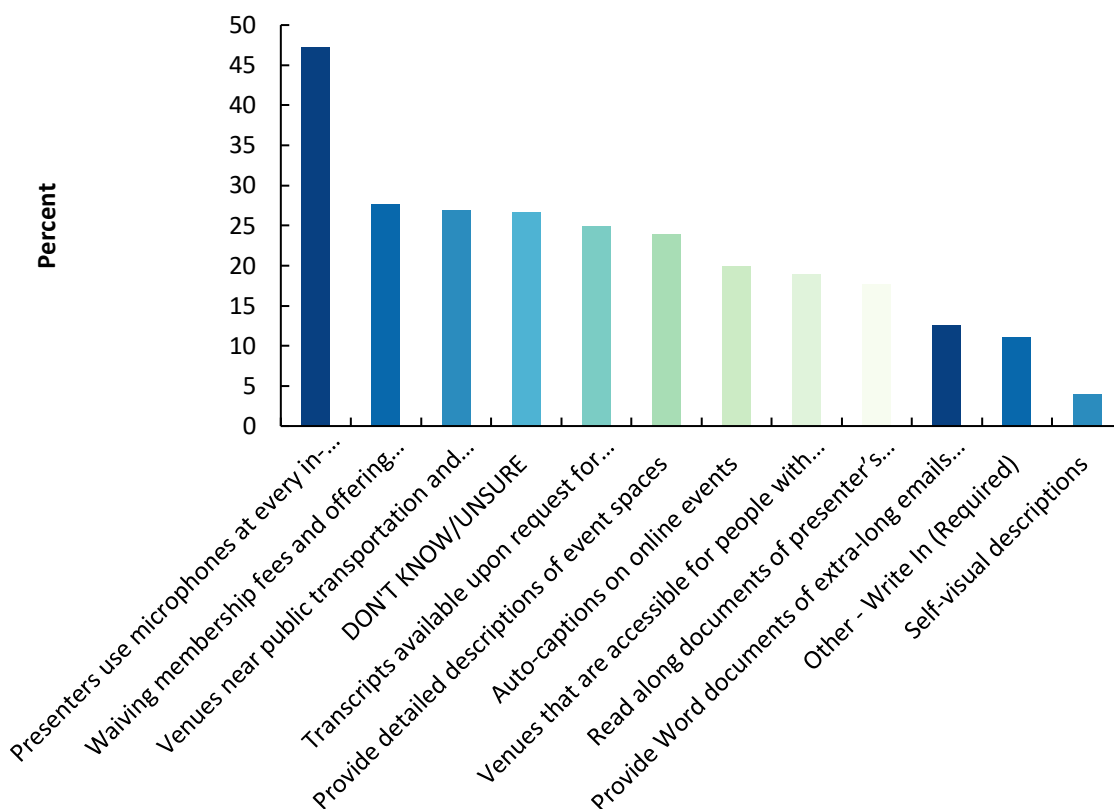


Value	Percent	Count
Don't know	19.9%	34
Writing groups	10.5%	18
Doing great	7.0%	12
Publishing workshop	6.4%	11
Rural	5.8%	10
In-person / Networking	5.8%	10
Author Reads	5.3%	9
More virtual	5.3%	9
Marketing / Promotion	5.3%	9
Experienced writers	4.7%	8
Diverse presenters	4.1%	7
More out of province	3.5%	6
New, beginning writers	3.5%	6
Agents	2.9%	5
Mentorship	2.9%	5
Promotion of authors	2.9%	5
Saskatoon	2.9%	5

Young, student writers	2.3%	4
Awareness of programs	1.8%	3
Editorial skills	1.8%	3
Free (events, content, etc)	1.8%	3
Grants	1.8%	3
Indigenous contents and writers	1.8%	3
Outreach	1.8%	3
Poetry reading	1.8%	3
Weekly class	1.8%	3
Welcome orientation	1.8%	3
Book launch coach	1.2%	2
Basics of writing and grammar	1.2%	2
More genres	1.2%	2
Writer in residence	1.2%	2
Book fair	0.6%	1
Connect illustrators	0.6%	1
Generations genre	0.6%	1
More genres	0.6%	1
More genres	0.6%	1
Social site/discussion forum	0.6%	1
Web skills	0.6%	1

Accessibility, Diversity, and Inclusion

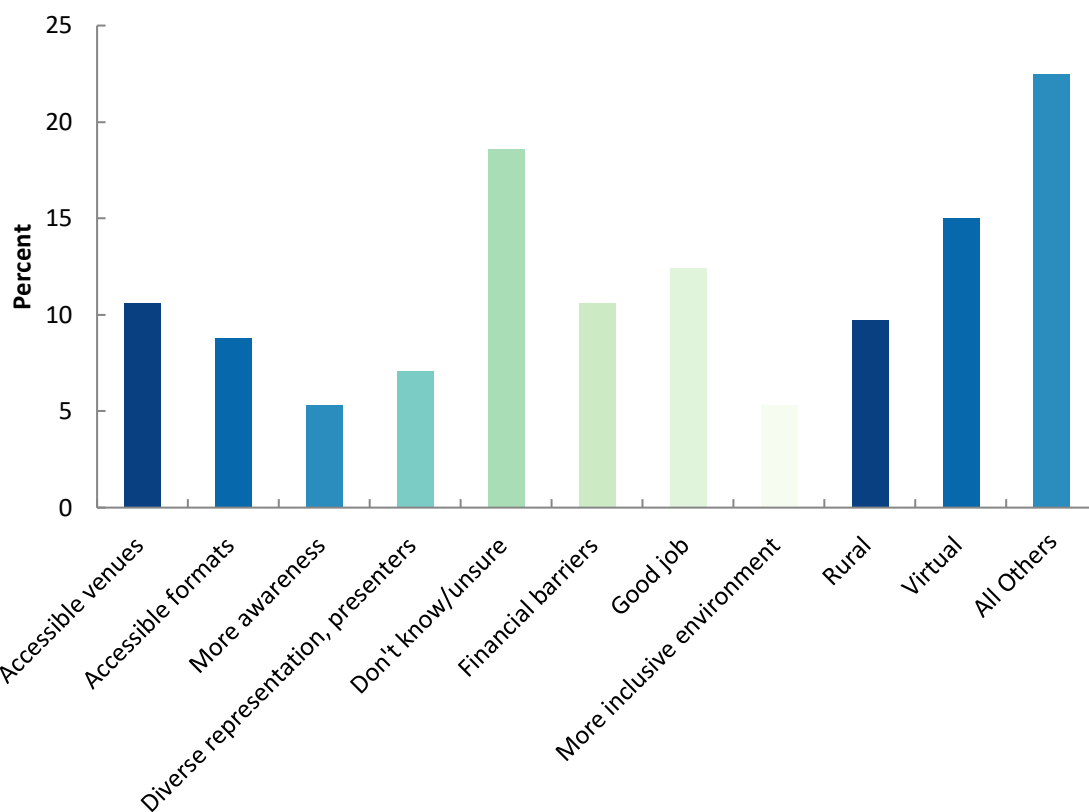
33. The Saskatchewan Writers' Guild is taking steps to improve inclusion and accessibility of our programming and events for our members and the public. Which of the following has been helpful for you? CHECK ALL THAT APPLY



Value	Percent
Presenters use microphones at every in-person event	47.2%
Waiving membership fees and offering scholarships to reduce financial barriers	27.6%
Venues near public transportation and parking for cars and bikes	26.9%
DON'T KNOW/UNSURE	26.6%
Transcripts available upon request for recorded event	24.9%
Provide detailed descriptions of event spaces	23.9%
Auto-captions on online events	19.9%
Venues that are accessible for people with wheelchairs or mobility aids	18.9%
Read along documents of presenter's talks/presentations at majority of our events	17.6%
Provide Word documents of extra-long emails for ease of reading (or reading aloud)	12.6%
Other - Write In (Required)	11.0%
Self-visual descriptions	4.0%

Other - Write In (Required)
A list of people who can share rides to retreats and conferences or billet our-of-towners.
Accessibility helps everyone! Thank you for your continued focus on accessible events and programming
All of these, although not applicable to me now, would be important to include for your guests and members.
As I'm not in Sask. I haven't had occasion to use these.
Be sure the mike works and is loud enough for the space.
Ensuring all publications are produced in digital formats accessible by print-disabled people
Good local advertising by event hosts.
I don't know what you mean with some of the above. I have 3 university degrees, but some of it is inside jargon. Stairs are tricky for me but I don't need a wheelchair.
I feel left out and unable to join the writing world since I don't come from the world of academia. We north-western Native Kokoms need a voice too
I find self-descriptions tedious since it doesn't matter what I look like or what sex I am to be a decent writer writer
I haven't required any but I appreciate all of them offered to others.
I live in Saskatoon, and most of your stuff is pretty Regina-centric.
In-person events
Info on your website has been the resource I've used the most
More online events! It is very difficult for members outside the major cities to participate
More virtual events
ON line options have provided me opportunity to participate as I live in the country
Offering virtual access to selected events/sections of events
On site staff to assist in event operation.
Online writing with other writers - facilitated time and space to write in as a group
Perhaps providing a number of free memberships for those limited financially. I would be willing to subsidize one membership from time to time.
Venues outside of the major centers
Webinars saved on Guild YouTube channel for a period of time after events.
Writing and formats that are easy to read with my declining eyesight
Zoom events are easy to access and well done.
hosting recordings of events
interprovincial event
variety of seating (cushions or mats for floor, comfortable chairs)
venues with comfortable seating for all sizes of bodies
virtual opportunities
virtual workshops
zoom option for events

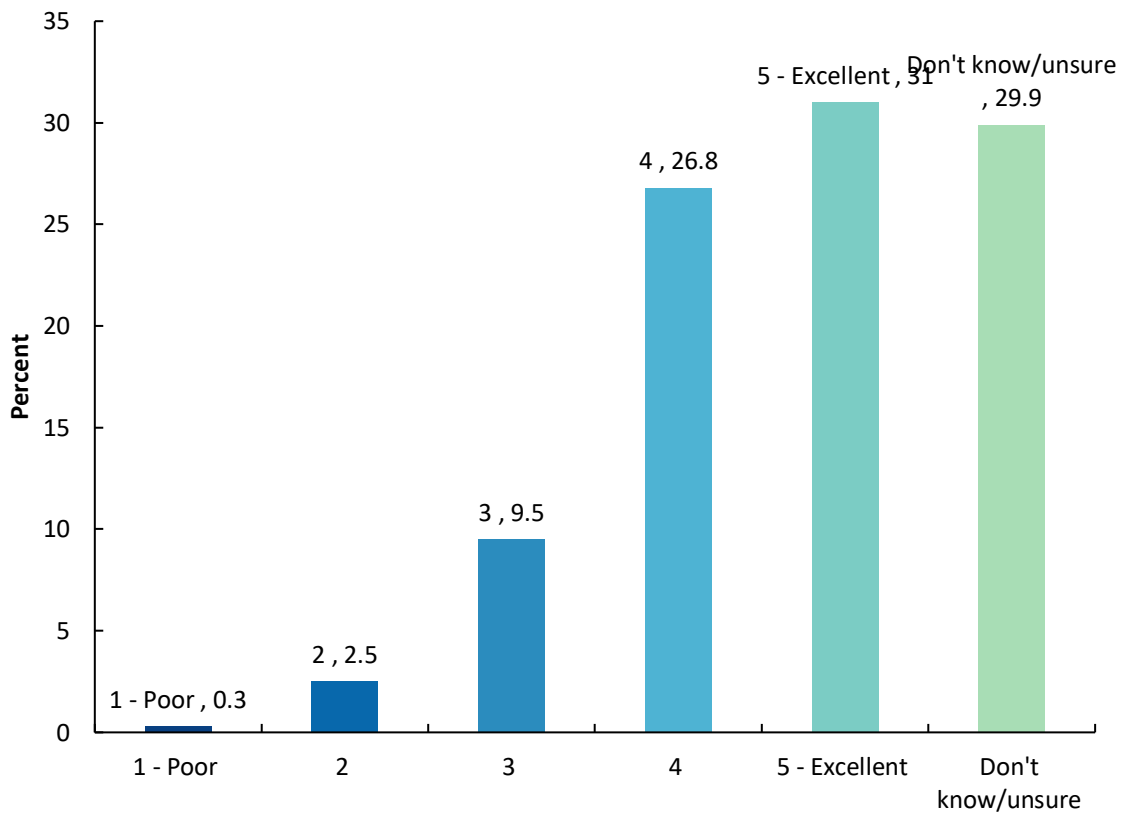
34. What else could the Saskatchewan Writers' Guild do to remove barriers to accessing our programming?



Value	Percent	Count
Don't know/unsure	18.6%	21
Virtual	15.0%	17
Good job	12.4%	14
Accessible venues	10.6%	12
Financial barriers	10.6%	12
Rural	9.7%	11
Accessible formats	8.8%	10
Diverse representation, presenters	7.1%	8
More awareness	5.3%	6
More inclusive environment	5.3%	6
Childcare	1.8%	2
Dedicated sessions	1.8%	2
Digital training	1.8%	2
Intellectual or Specific Learning Disabilities	1.8%	2
Mental health	1.8%	2

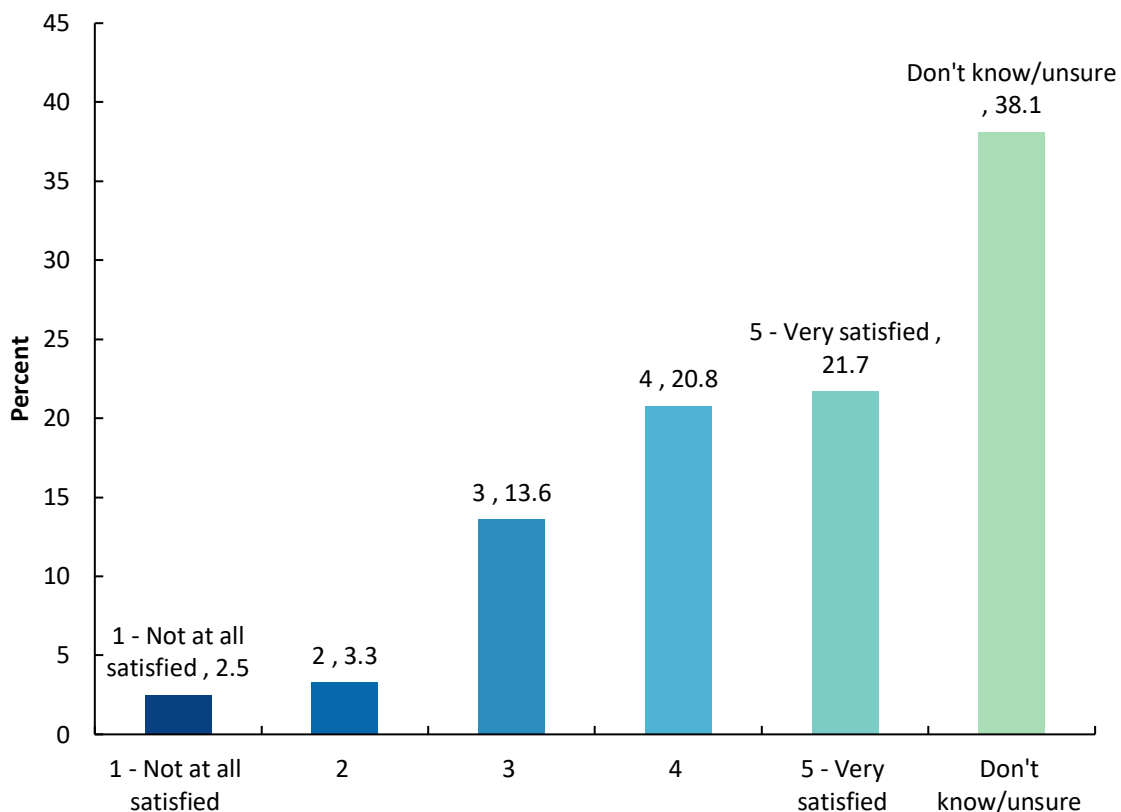
Outreach	1.8%	2
Partner with groups	1.8%	2
Simpler	1.8%	2
Seniors	1.8%	2
Youth	1.8%	2
ADHD	0.9%	1
Cree	0.9%	1
Disabilities	0.9%	1
Indigenous	0.9%	1
Submittable	0.9%	1

35. The Saskatchewan Writers' Guild champions diverse writers and writing to cultivate a vibrant literary community. SWG aims to be inclusive and open to all writers and writing. How would you rate SWG on the level of diversity of writing and presenters at our workshops and events? SELECT ONE



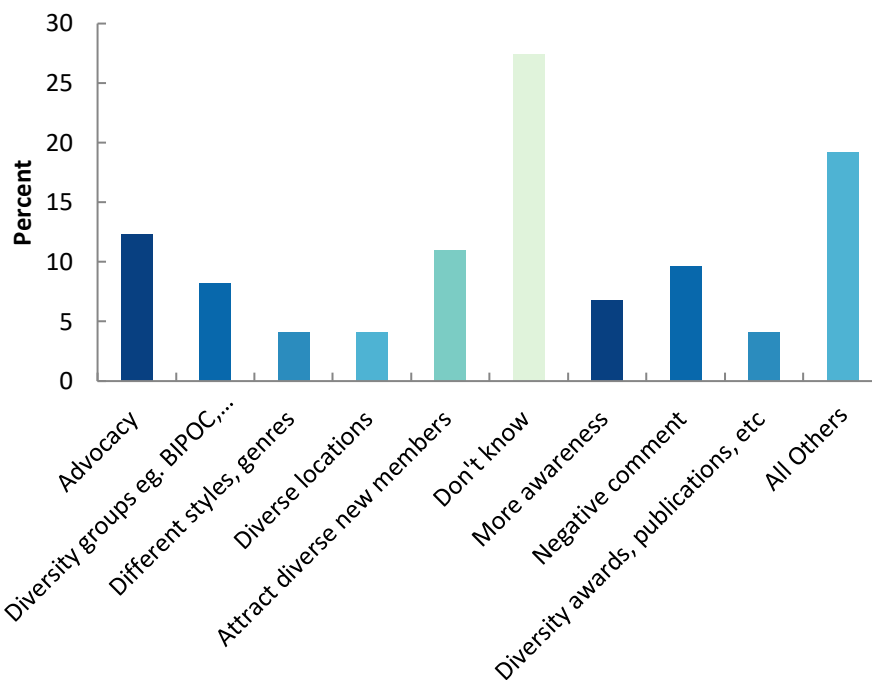
Value	Percent	Count
1 - Poor	0.3%	1
2	2.5%	9
3	9.5%	34
4	26.8%	96
5 - Excellent	31.0%	111
Don't know/unsure	29.9%	107
	Totals	358

36. Are you satisfied with SWG’s efforts to raise awareness about authors’ rights and provide you relevant information, for example Access Copyright, PEN Canada, Artificial Intelligence (AI) and government funding) SELECT ONE



Value	Percent	Count
1 - Not at all satisfied	2.5%	9
2	3.3%	12
3	13.6%	49
4	20.8%	75
5 - Very satisfied	21.7%	78
Don't know/unsure	38.1%	137
	Totals	360

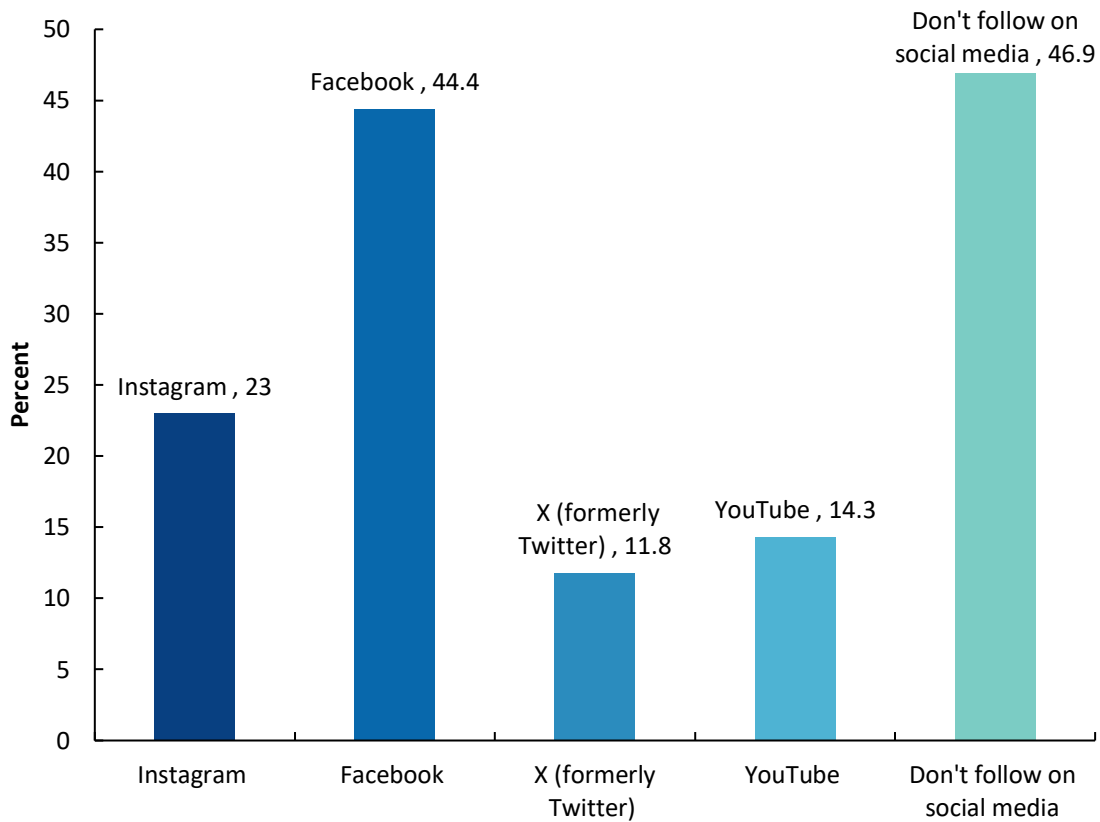
37. What else could SWG do to support the diversity of their membership and advocate for the broader writing community?



Value	Percent	Count
Don't know	27.4%	20
Advocacy	12.3%	9
Attract diverse new members	11.0%	8
Negative comment	9.6%	7
Diversity groups eg. BIPOC, 2SLGBTQ+, disabilities, Indigenous	8.2%	6
More awareness	6.8%	5
Different styles, genres	4.1%	3
Diverse locations	4.1%	3
Diversity awards, publications, etc	4.1%	3
Disability	2.7%	2
Indigenous programming, speakers	2.7%	2
Senior	2.7%	2
Waive fees	2.7%	2
Accessibility	1.4%	1
Neurodiversity	1.4%	1
Artificial Intelligence	1.4%	1
Free public forum	1.4%	1
Inclusive language	1.4%	1
Virtual	1.4%	1

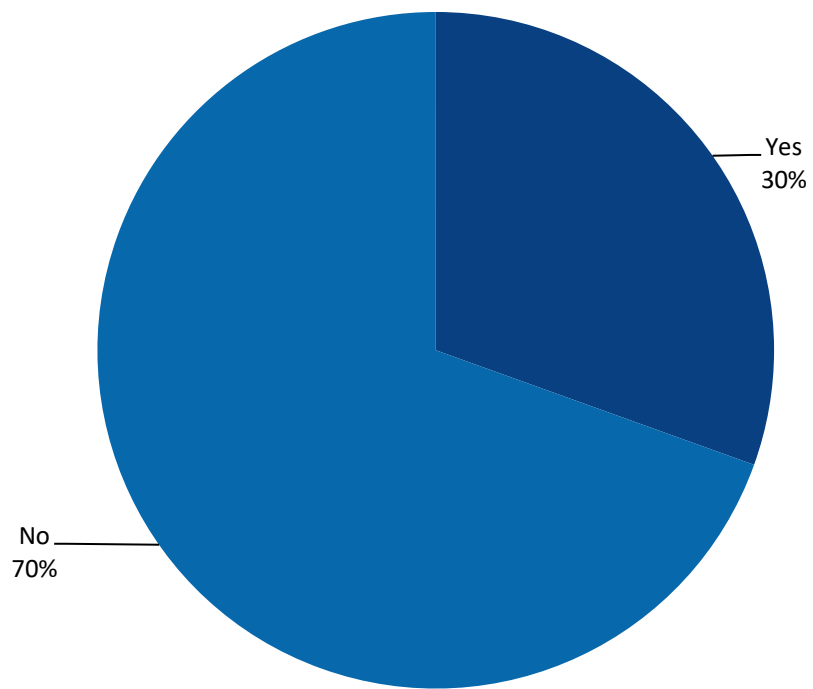
Communications

38. Do you follow us on social media? Which platforms? CHECK ALL THAT APPLY



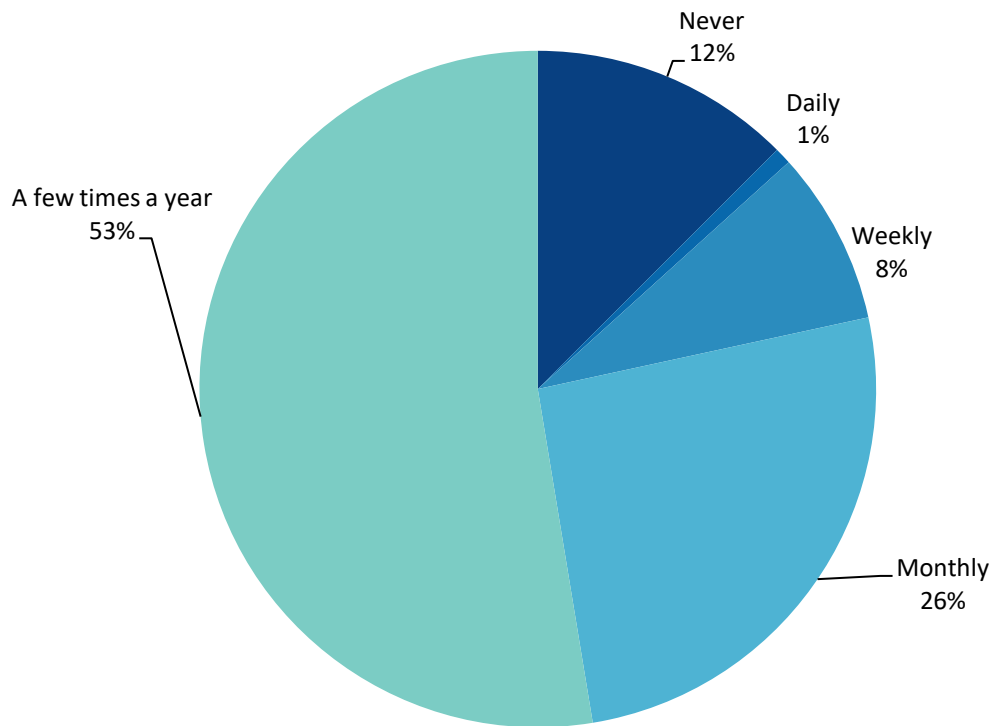
Value	Percent	Count
Don't follow on social media	46.9%	167
Facebook	44.4%	158
Instagram	23.0%	82
Facebook	44.4%	158
YouTube	14.3%	51
X (formerly Twitter)	11.8%	42

39. Do you engage with us on social media? SELECT ONE



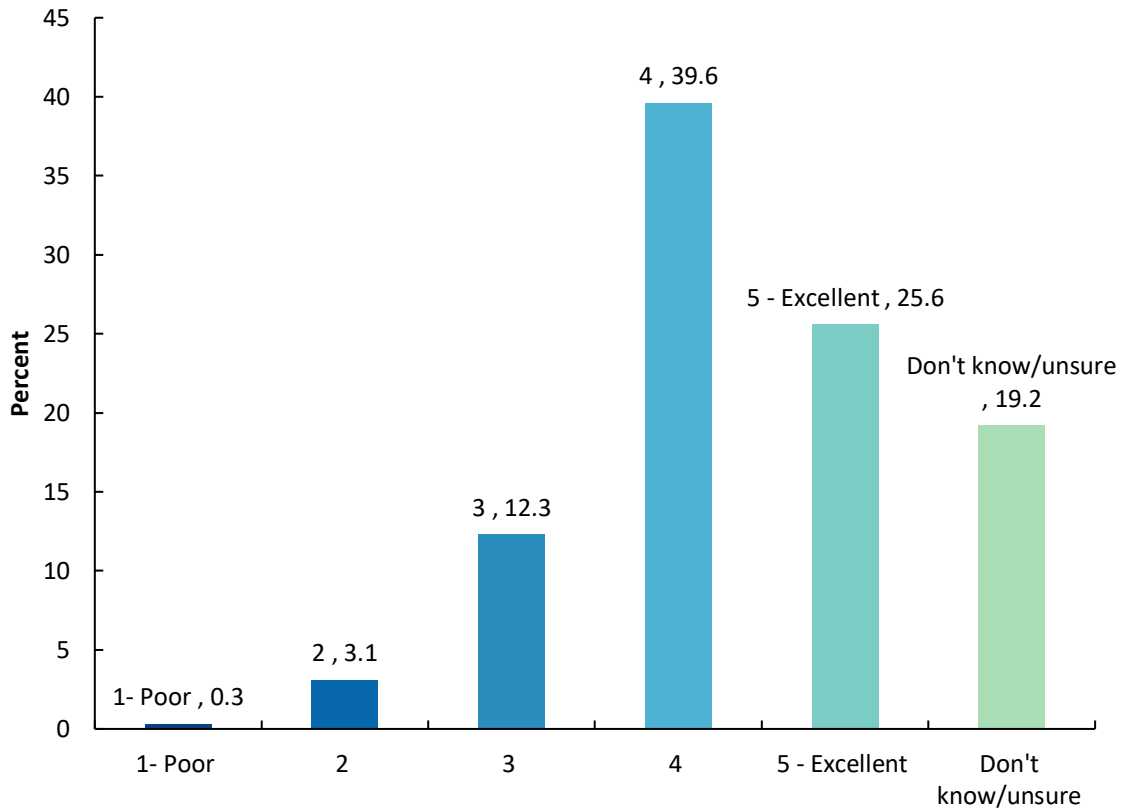
Value	Percent	Count
No	69.5%	248
Yes	30.5%	109
	Totals	357

40. How frequently do you visit our website (skwriter.com) to get information about our events and programs? SELECT ONE



Value	Percent	Count
A few times a year	52.6%	190
Monthly	25.8%	93
Never	12.5%	45
Weekly	8.3%	30
Daily	0.8%	3
	Totals	361

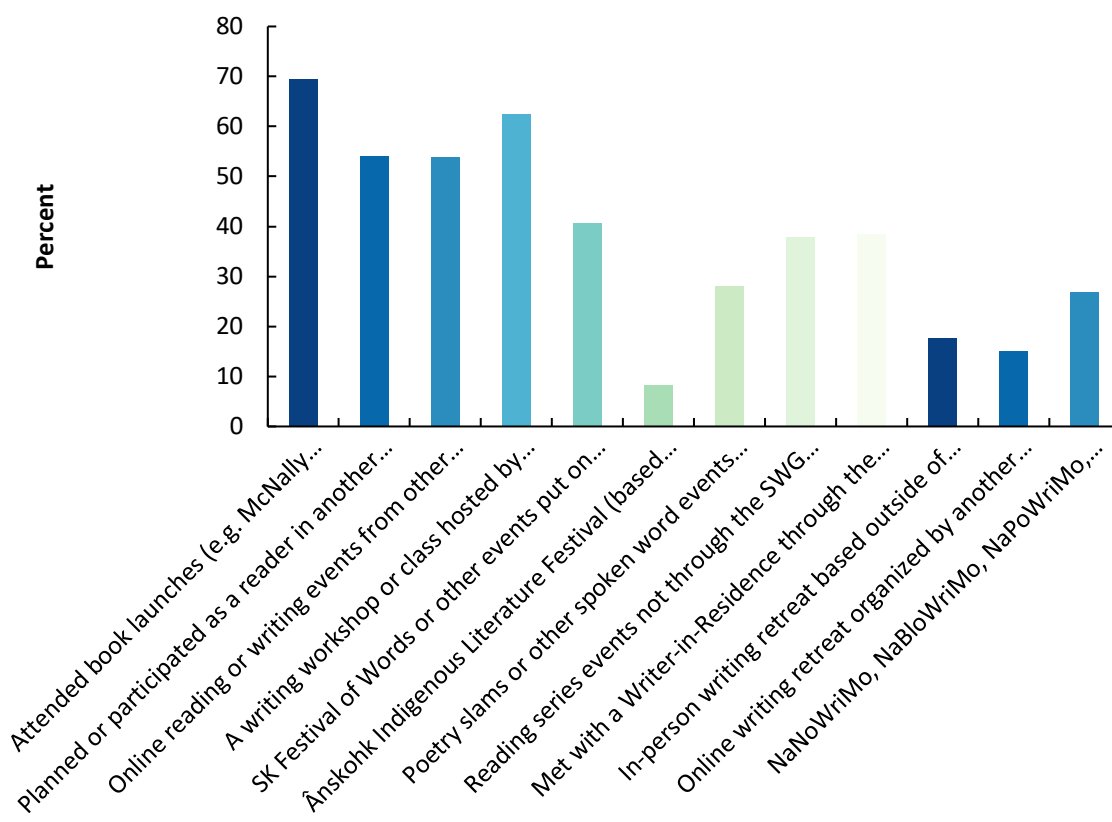
41. How would you rate our website (skwriter.com)? SELECT ONE



Value	Percent	Count
1- Poor	0.3%	1
2	3.1%	11
3	12.3%	44
4	39.6%	142
5 - Excellent	25.6%	92
Don't know/unsure	19.2%	69
	Totals	359

Other Writers' Organizations and Programs

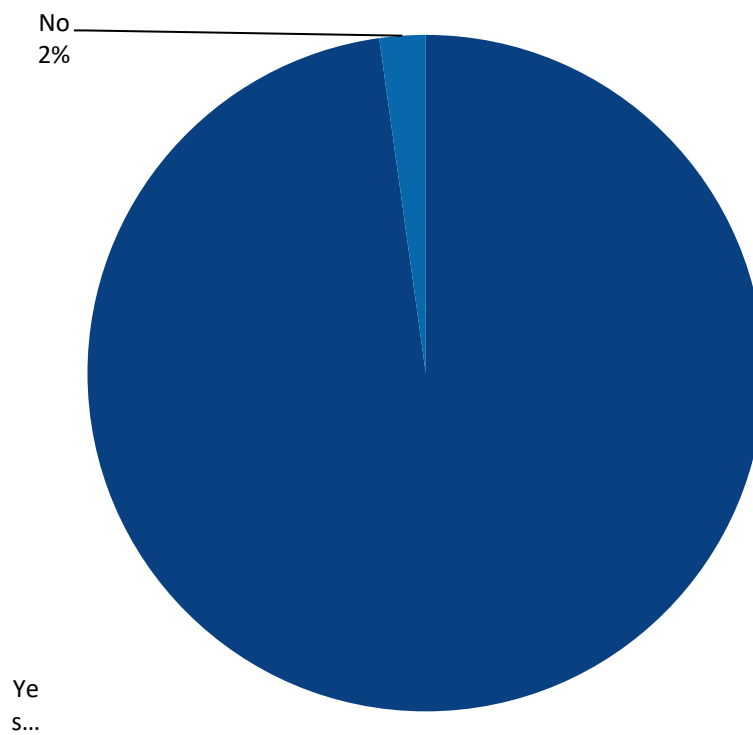
42. What other writing programs and events have you participated in or attended? CHECK ALL THAT APPLY



Value	Percent	Count
Attended book launches	69.4%	227
A writing workshop or class hosted by another organization, including an educational institution	62.4%	204
Planned or participated as a reader in another event	54.1%	177
Online reading or writing events from other organizations	53.8%	176
SK Festival of Words or other events put on by the SK Festival of Words	40.7%	133
Met with a Writer-in-Residence through the Saskatoon Public Library or Regina Public Library	38.5%	126
Reading series events not through the SWG (e.g. McNally Robinson in Saskatoon, The Penny University in Regina, events at local libraries, The Vertigo Series, River Volta, etc.)	37.9%	124
Poetry slams or other spoken word events (open mics, poetry slams, PD workshops, festivals, conferences, panels, online workshops, etc.)	28.1%	92
NaNoWriMo, NaBloWriMo, NaPoWriMo, Camp NaNo (or any other National Writing Month events through the National Novel Writing Month nonprofit)	26.9%	88
In-person writing retreat based outside of Saskatchewan	17.7%	58
Online writing retreat organized by another writing organization	15.0%	49
Ânskohk Indigenous Literature Festival (based in SK)	8.3%	27

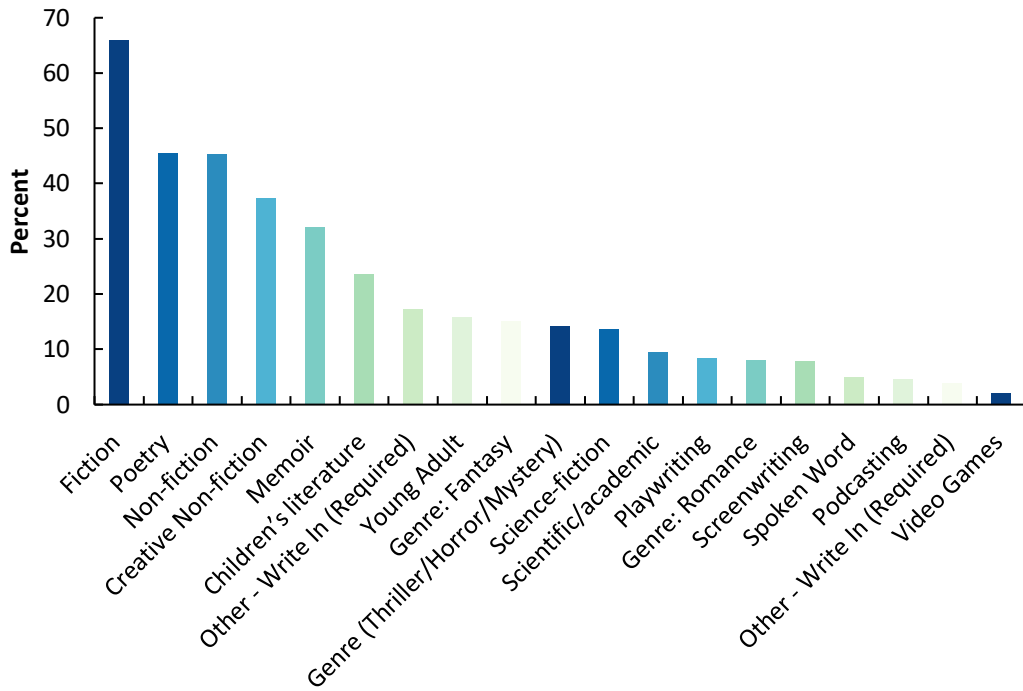
Writer Profile

43. Are you a writer?



Value	Percent	Count
Yes	97.8%	359
No	2.2%	8
	Totals	367

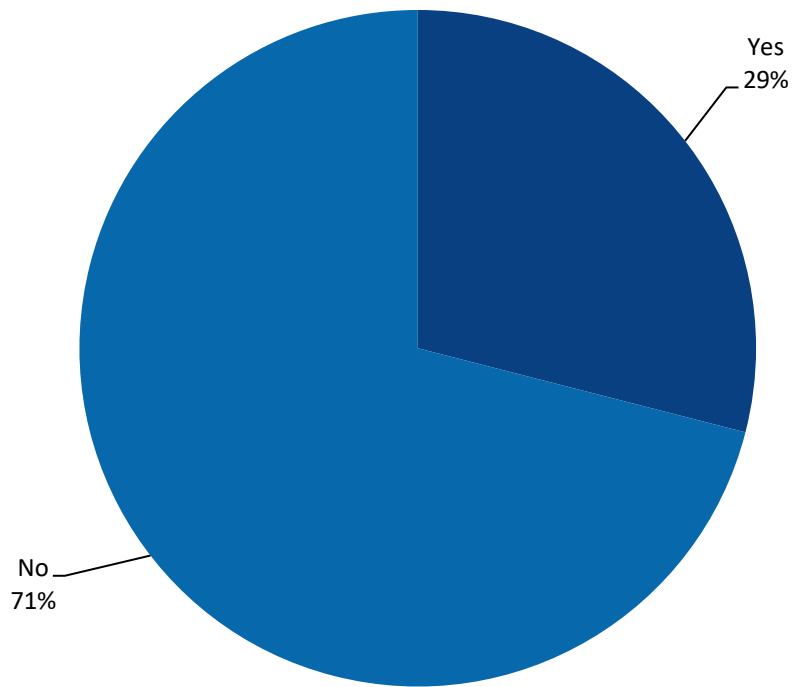
44. What genres do you write? CHECK ALL THAT APPLY



Value	Percent
Fiction	65.9%
Poetry	45.5%
Non-fiction	45.3%
Creative Non-fiction	37.4%
Memoir	32.1%
Children's literature	23.7%
Other - Write In (Required)	17.3%
Young Adult	15.9%
Genre: Fantasy	15.1%
Genre (Thriller/Horror/Mystery)	14.2%
Science-fiction	13.7%
Scientific/academic	9.5%
Playwriting	8.4%
Genre: Romance	8.1%
Screenwriting	7.8%
Spoken Word	5.0%
Podcasting	4.7%
Other - Write In (Required)	3.9%
Video Games	2.0%

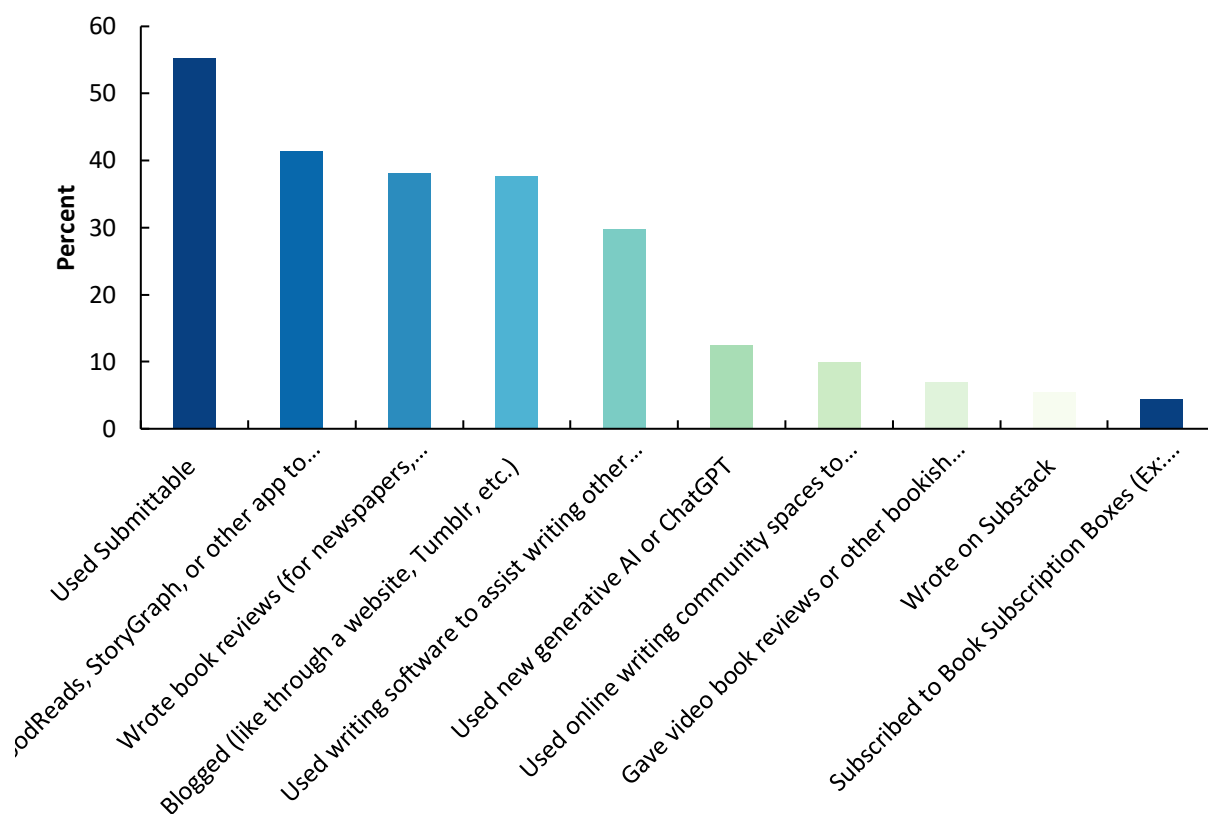
Other - Write In (Required)	
Fiction (biographical, fan fiction, flash, historical, literary, speculative)	12
Arts journalism/Journalism	8
Commercial/Business writing for industry magazines/Technical Writing	6
Blog/Facebook Author site/newsletter	5
Songwriting	4
Humour	4
Not sure	4
Children's Picture Books	
Clean Romance/Christian Fiction	2
Comic books/graphic Novels	2
Creative historical non-fiction/Creative flash non-fiction	2
Leadership Training/co-facilitator at CMHA Regina Writing for Your Life group	2
Essays	2
Alternate history	
Book Review	
Compare historical dynamics with modern political dynamics	
Educational program material	
Endorsements for books	
Erotica	
Food	
Handmade books with my writing included	
Horror	
Indigenous Writing Prose	
Inspirational	
Literary – Academic	
Mental Health	
Mentoring	
Monologist	
Paid articles for Organizations	
Radio Drama	
Social justice	
Socially relevant Material	
Stop-motion animation scripts and puppet scripts	

45. Is writing your primary occupation? SELECT ONE



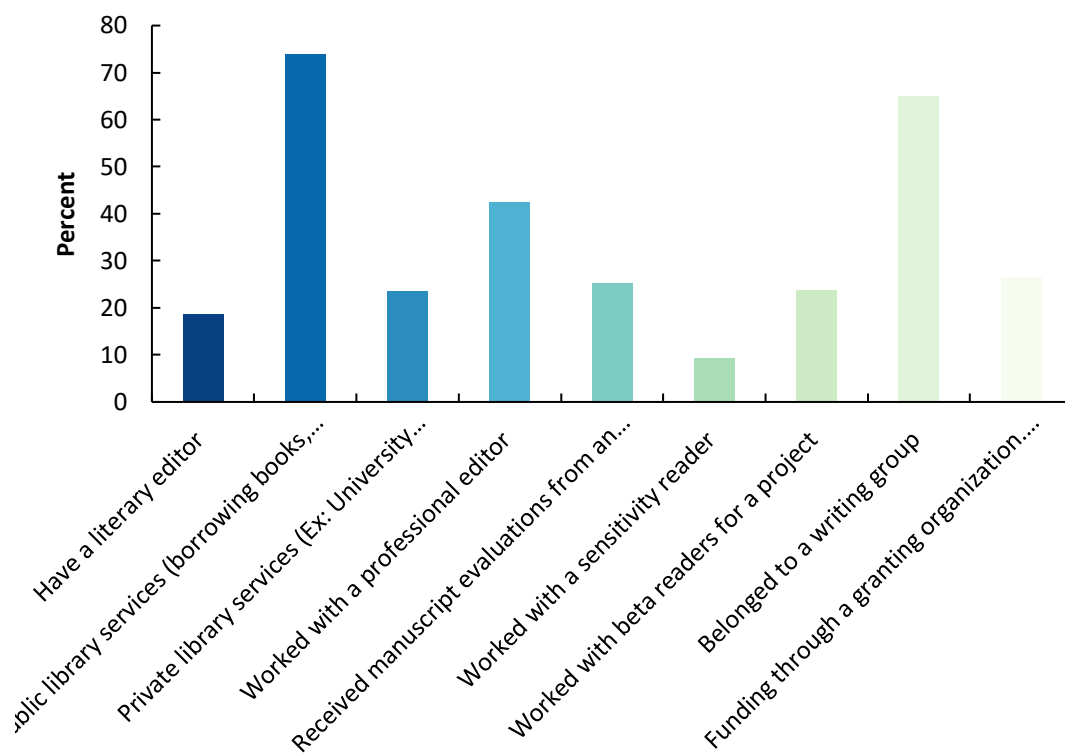
Value	Percent	Count
No	71.0%	252
Yes	29.0%	103
	Totals	355

46. Creators, including writers, are now using many online platforms and applications to improve their creative process. How are you using technology in your writing? CHECK ALL THAT APPLY



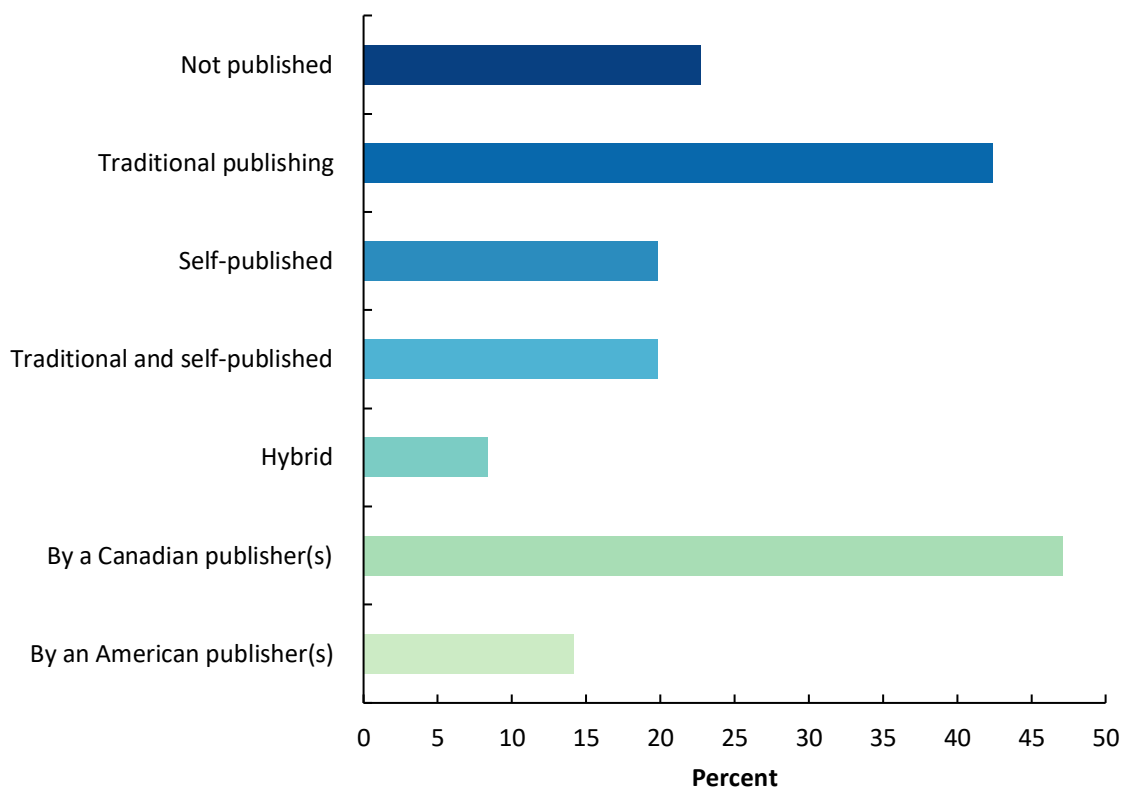
Value	Percent
Used Submittable	55.3%
Used GoodReads, StoryGraph, or other app to log reading, post reviews, etc.	41.4%
Wrote book reviews (for newspapers, magazines, website, or other means.)	38.1%
Blogged (like through a website, Tumblr, etc.)	37.7%
Used writing software to assist writing other than Microsoft Word or Google Docs (Scrivener, a timeline generator, etc.)	29.7%
Used new generative AI or ChatGPT	12.5%
Used online writing community spaces to receive feedback on writing (Ex: Scribophile, Reddit)	9.9%
Gave video book reviews or other bookish content (like through Instagram (Bookstagram) or TikTok (BookTok), etc.)	7.0%
Wrote on Substack	5.5%
Subscribed to Book Subscription Boxes (Ex: Raven Reads, etc.)	4.4%

47. What other resources do you use in your writing? CHECK ALL THAT APPLY



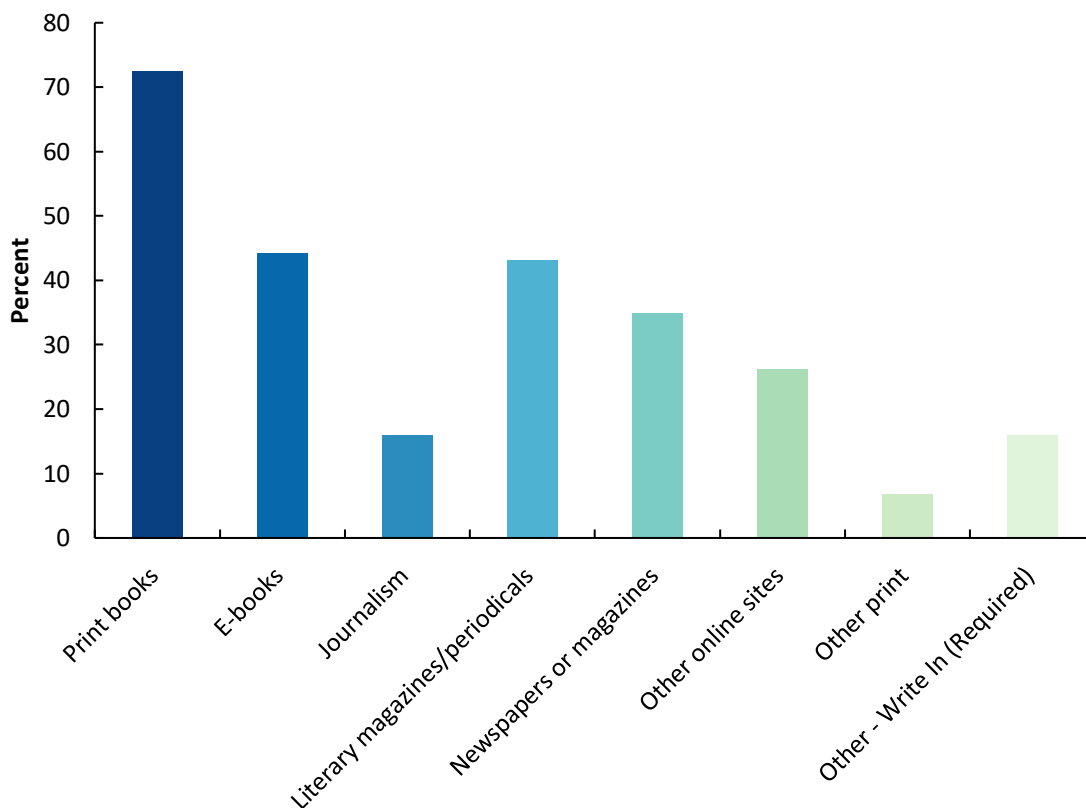
Value	Percent
Public library services (borrowing books, accessing programs, Libby, etc.)	73.8%
Belonged to a writing group	64.9%
Worked with a professional editor	42.5%
Funding through a granting organization. (Ex: SK Arts, Canada Council for the Arts, Creative Sask, etc.)	26.5%
Received manuscript evaluations from an organization other than the SWG	25.2%
Worked with beta readers for a project	23.7%
Private library services (Ex: University library, Legislative Library, etc.)	23.4%
Have a literary editor	18.5%
Worked with a sensitivity reader	9.2%

48.Has your work been published? CHECK THAT APPLY



Value	Percent
By a Canadian publisher(s)	47.1%
Traditional publishing	42.4%
Not published	22.7%
Self-published	19.8%
Traditional and self-published	19.8%
By an American publisher(s)	14.2%
Hybrid	8.4%

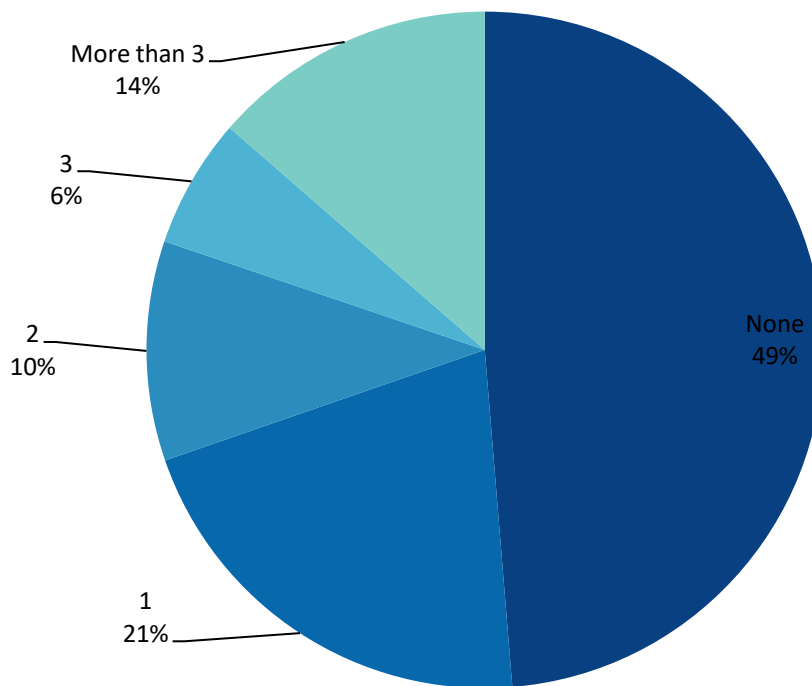
49. What format do you publish your work in? CHECK ALL THAT APPLY



Value	Percent	Count
Print books	72.5%	214
E-books	44.1%	130
Literary magazines/periodicals	43.1%	127
Newspapers or magazines	34.9%	103
Other online sites	26.1%	77
Journalism	15.9%	47
Other - Write In (Required)	15.9%	47
Other print	6.8%	20

Other - Write In (Required)	Count
Audiobook/Cassette/Soundcloud/Podcast/Video/Film	19
Academic journal articles, comms materials, special edition etc.	9
Anthology	5
Newsletter/Blog	4
Educational/research publication	2
Other	8
Totals	47

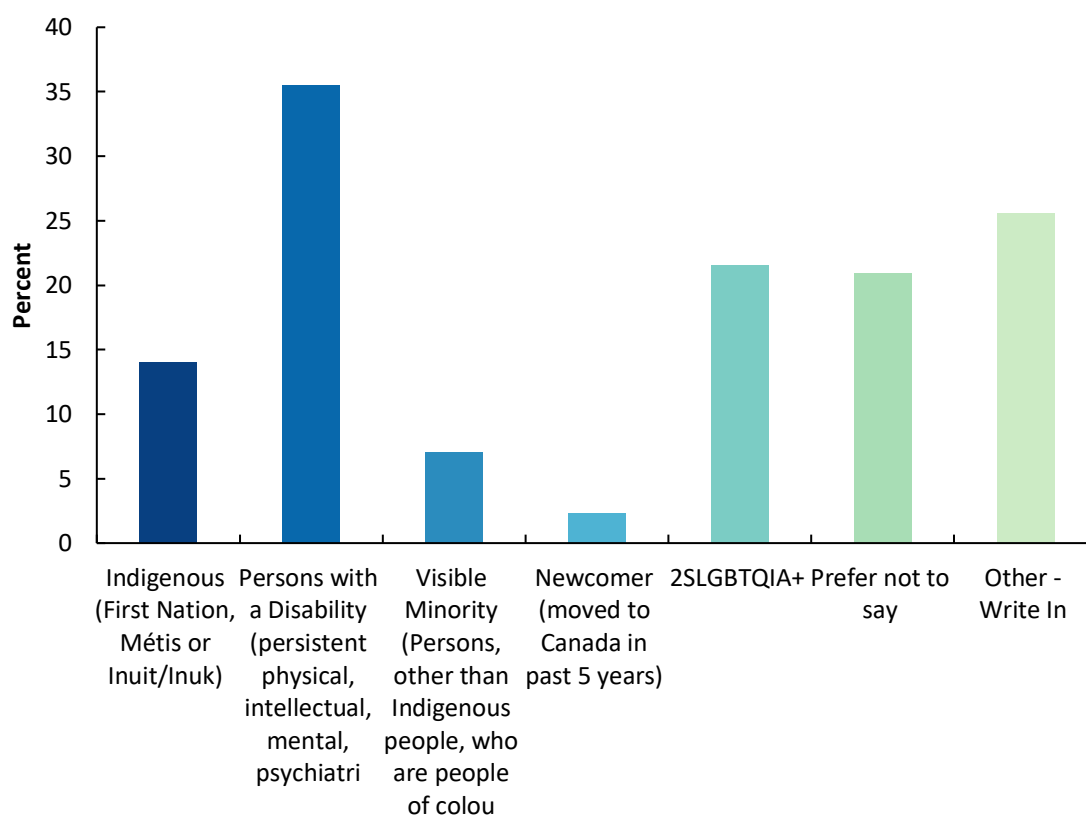
50. How many books (or comparable works) have you published in the last 5 years? SELECT ONE



Value	Percent	Count
None	48.7%	172
1	21.0%	74
2	10.5%	37
3	6.2%	22
More than 3	13.6%	48
	Totals	353

Demographic Information

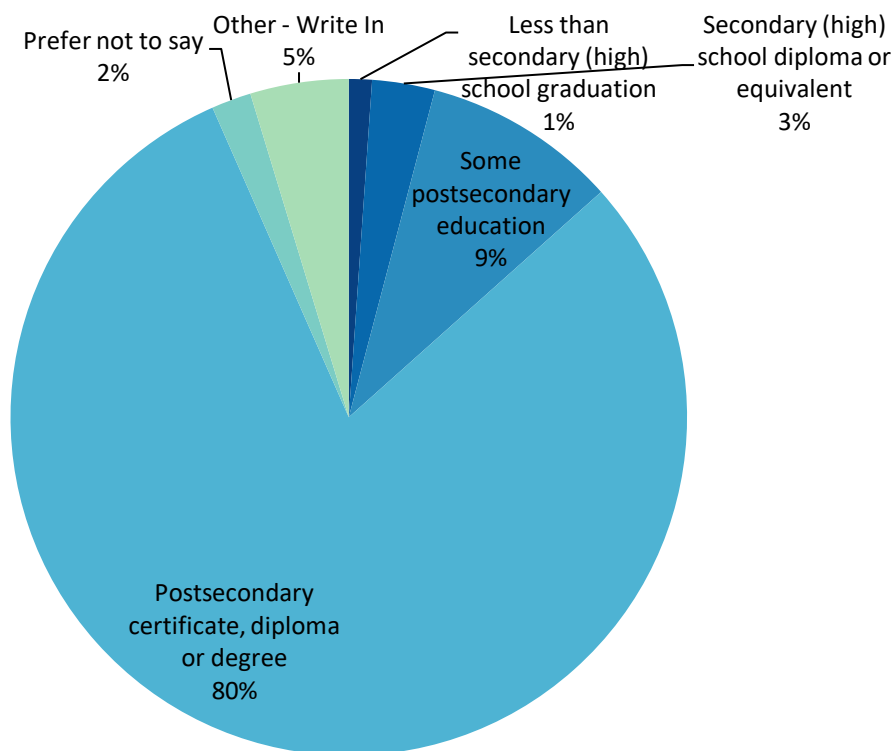
51. Telling us about yourself helps SWG understand and better meet the needs of our diverse membership and writing community. Do you identify as a member of any of the following groups? CHECK ALL THAT APPLY



Value	Percent	Count
Persons with a Disability (persistent physical, intellectual, mental, psychiatric, sensory or learning conditions)	35.5%	61
Other - Write In	25.6%	44
2SLGBTQIA+	21.5%	37
Prefer not to say	20.9%	36
Indigenous (First Nation, Métis or Inuit/Inuk)	14.0%	24
Visible Minority (Persons, other than Indigenous people, who are people of colour)	7.0%	12
Newcomer (moved to Canada in past 5 years)	2.3%	4

Other - Write In	Count
Senior	22
Bilingual writer (Fr & Eng)	2
Canadian	2
Elder	2
Caucasian	1
Deaf	1
Diaspora	1
Do not	1
Earthling	1
Female writer	1
Many of our publishers identify as members of many of these groups!	1
Mixed visible minority	1
Russian, Slavic, Russian Indigenous	1
Settler	1
This category encompasses a lot of options, doesn't it.	1
Tired	1
White-presenting POC	1
Working on getting my Metis paper	1
Totals	42

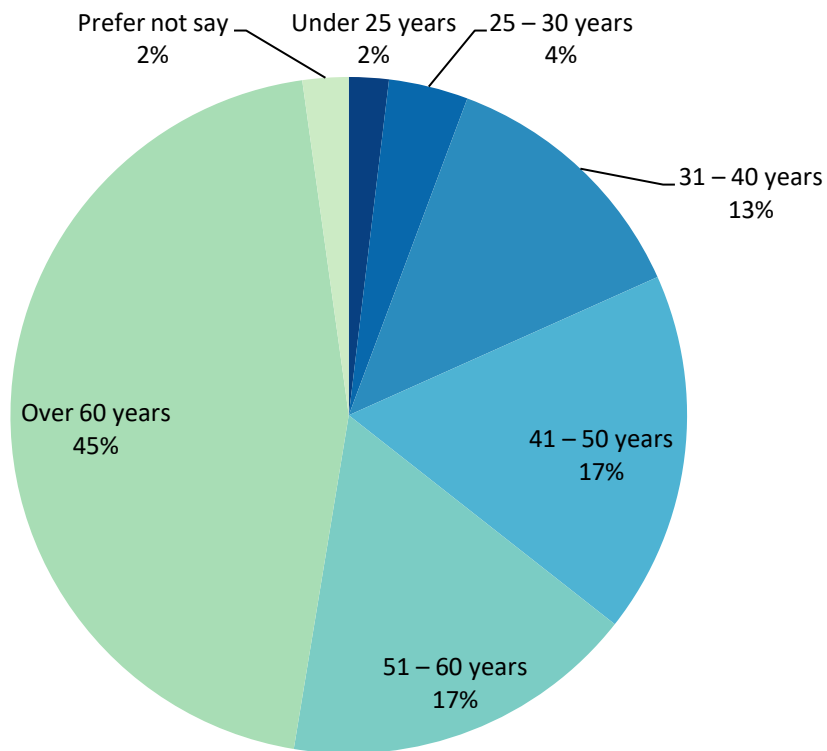
52. What level of education have you achieved? SELECT ONE



Value	Percent	Count
Postsecondary certificate, diploma or degree	80.0%	292
Some postsecondary education	9.3%	34
Other - Write In	4.7%	17
Secondary (high) school diploma or equivalent	3.0%	11
Prefer not to say	1.9%	7
Less than secondary (high) school graduation	1.1%	4
	Totals	365

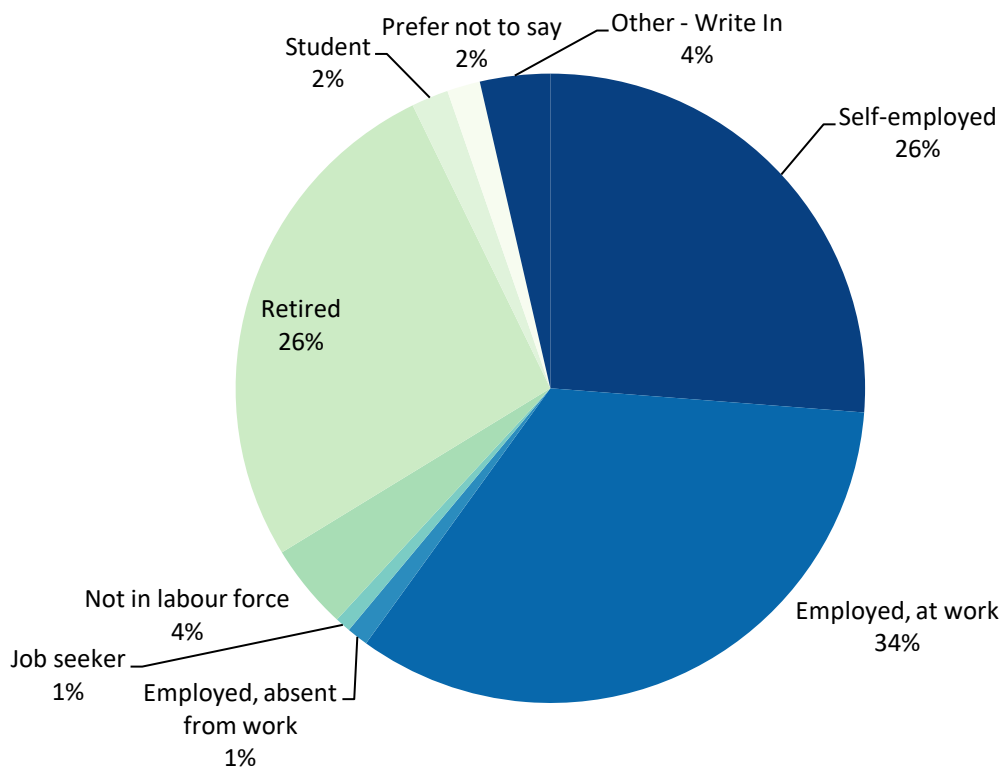
Other - Write In	Count
Several degrees	8
One degree	8
Our publishers have oodles of education at all different levels!	1
Totals	17

53. What age category are you in? SELECT ONE



Value	Percent	Count
Under 25 years	1.9%	7
25 – 30 years	3.8%	14
31 – 40 years	12.6%	46
41 – 50 years	17.3%	63
51 – 60 years	17.0%	62
Over 60 years	45.2%	165
Prefer not say	2.2%	8
	Totals	365

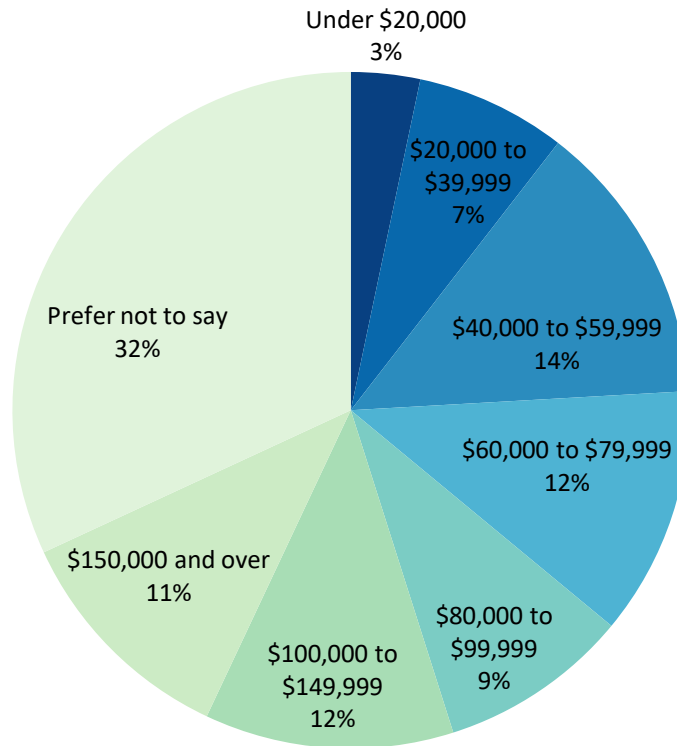
54. What is your employment status? SELECT ONE



Value	Percent	Count
Employed, at work	33.7%	122
Retired	26.5%	96
Self-employed	26.2%	95
Not in labour force	4.4%	16
Other - Write In	3.6%	13
Student	1.9%	7
Prefer not to say	1.7%	6
Employed, absent from work	1.1%	4
Job seeker	0.8%	3
	Totals	362

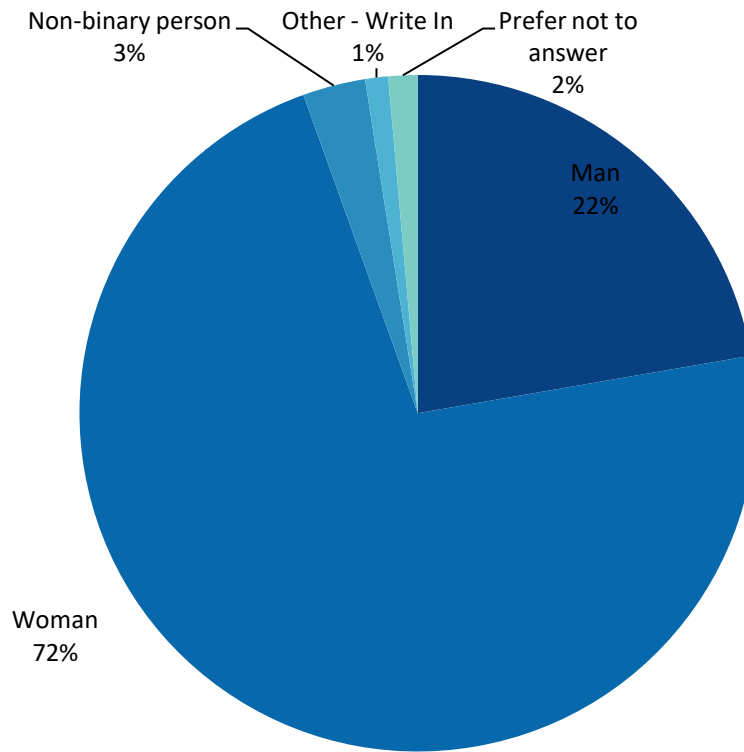
Other - Write In	Count
Other	5
Part-time/seasonal/part retired	5
Multiple employments (self/at work/contract)	3
Totals	13

55. What is your total income of household or family? SELECT ONE



Value	Percent	Count
Under \$20,000	3.3%	12
\$20,000 to \$39,999	7.2%	26
\$40,000 to \$59,999	13.6%	49
\$60,000 to \$79,999	11.9%	43
\$80,000 to \$99,999	9.1%	33
\$100,000 to \$149,999	11.9%	43
\$150,000 and over	11.1%	40
Prefer not to say	31.9%	115
	Totals	361

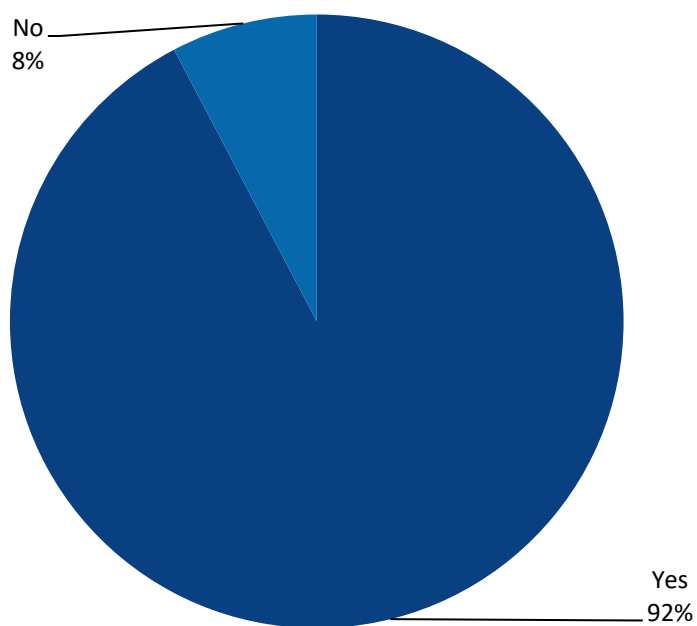
56. Please indicate if you identify with any of the following: SELECT ONE



Value	Percent	Count
Man	22.3%	81
Woman	72.3%	263
Non-binary person	3.0%	11
Prefer not to answer	1.4%	5
Other - Write In	1.1%	4
	Totals	364

Other - Write In	Count
Earthling	1
I do not identify as a woman, I am a woman.	1
Many of our publishers identify as many different genders!	1
Female	1
Totals	4

57. Do you live in Saskatchewan? SELECT ONE

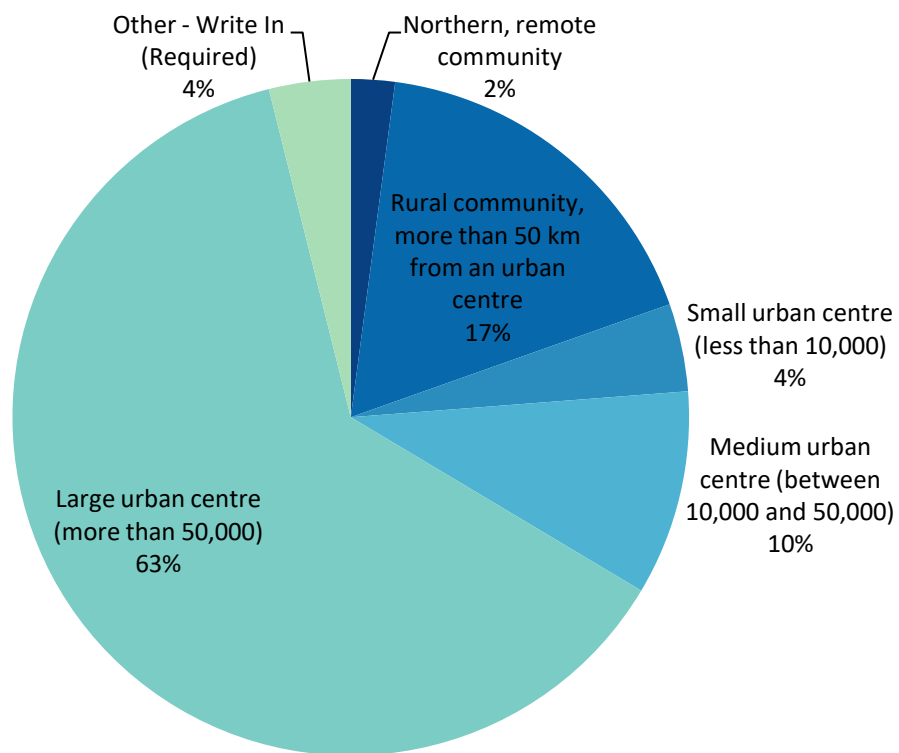


Value	Percent	Count
Yes	92.3%	337
No	7.7%	28
	Totals	365

58. If you reside outside of Saskatchewan, where do you live?

Response	Count
Alberta	13
Manitoba	4
British Columbia	4
Ontario	3
Prague, Czech Republic	1

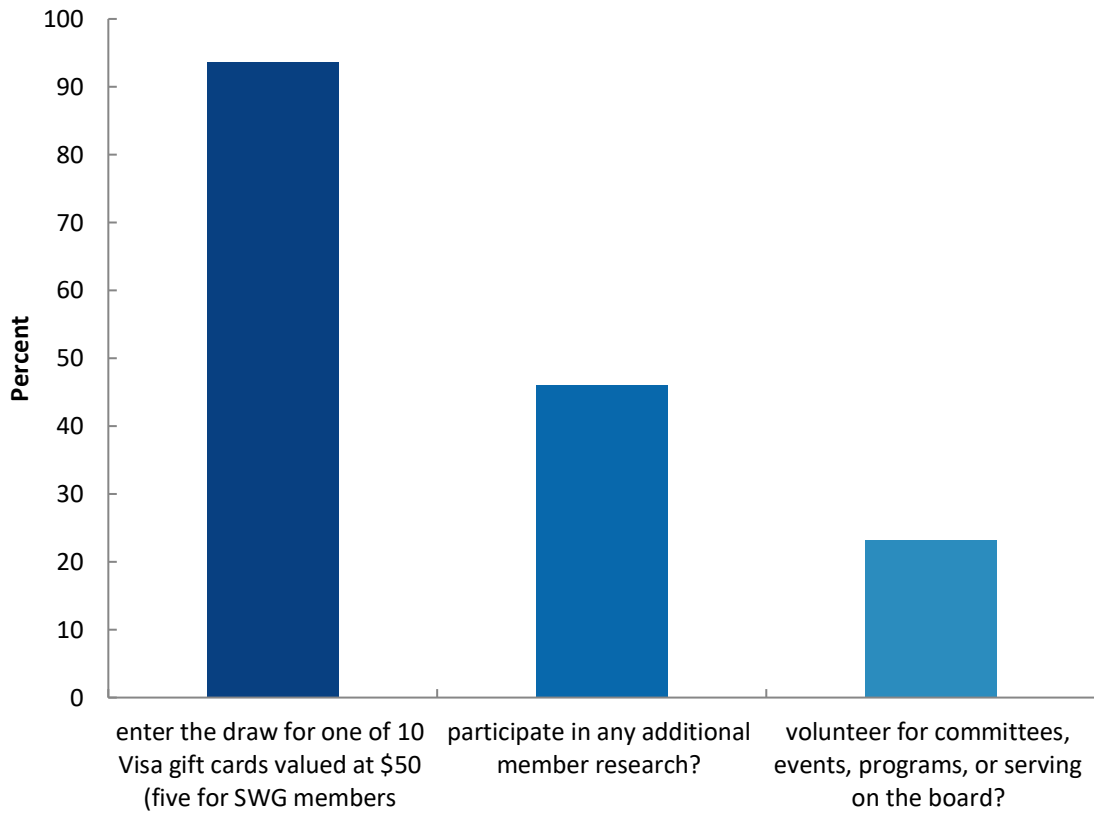
59. What type of Saskatchewan community do you live in? SELECT ONE



Value	Percent	Count
Large urban centre (more than 50,000)	62.6%	211
Rural community, more than 50 km from an urban centre	17.5%	59
Medium urban centre (between 10,000 and 50,000)	9.8%	33
Small urban centre (less than 10,000)	4.2%	14
Other - Write In (Required)	3.9%	13
Northern, remote community	2.1%	7
	Totals	337

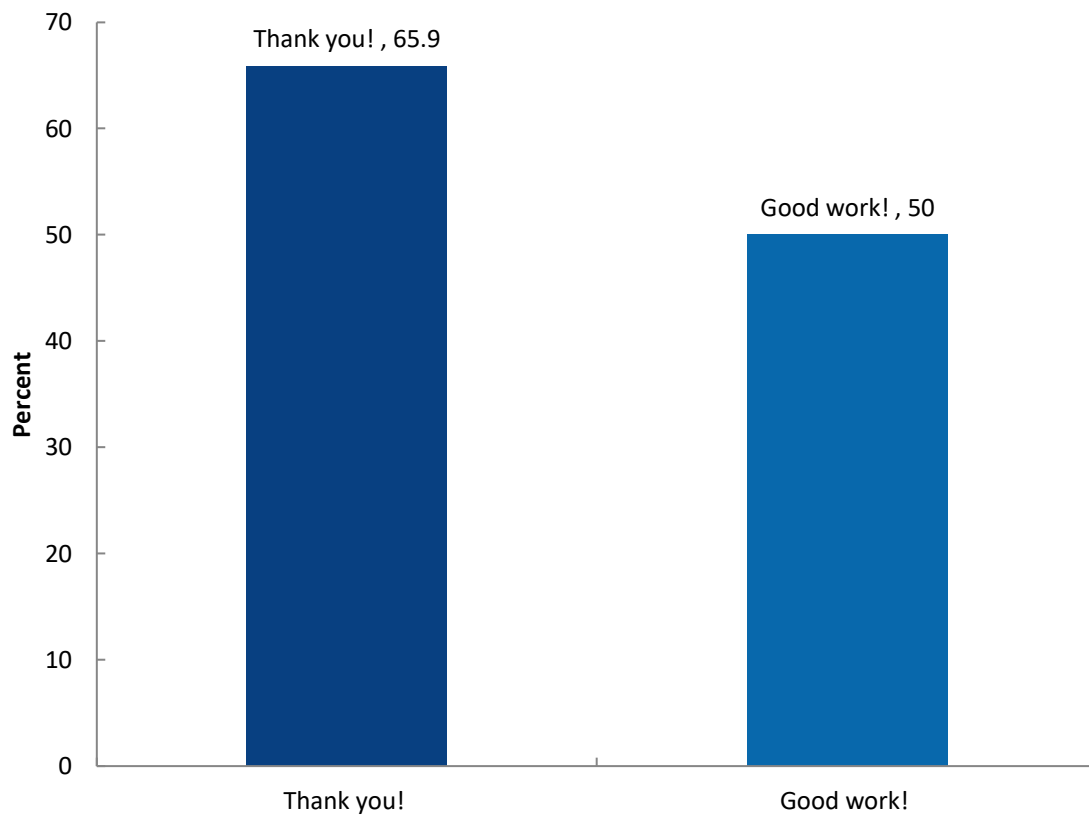
Other - Write In (Required)	Count
Acreage/Farm	5
Rural	7
We have publisher members across all kinds of communities!	1
Totals	13

60. Would you like to: CHECK ALL THAT APPLY



Value	Percent	Count
enter the draw for one of 10 Visa gift cards valued at \$50 (five for SWG members, and five for all other respondents)?	93.6%	279
participate in any additional member research?	46.0%	137
volunteer for committees, events, programs, or serving on the board?	23.2%	69

Do you have any additional comments you would like to share with us? - Text Analysis



Value	Percent	Count
Thank you!	65.9%	58
Good work!	50.0%	44