



**The Vertical Flight
Technical Society**

Survey on AHS Name

Thursday, September 28, 2017

623

Total Responses

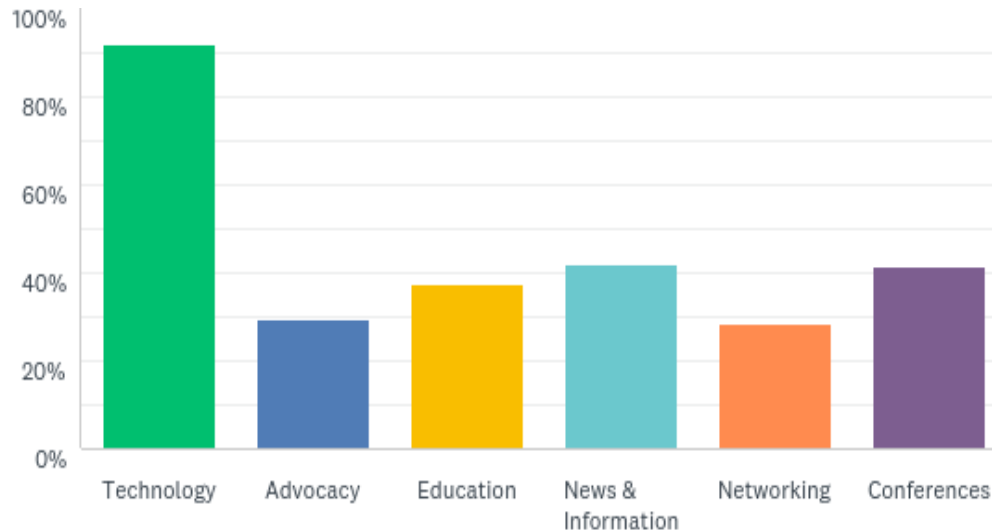
Date Created: Monday, September 11, 2017

Complete Responses: 623



Q1: What attributes are most important to you for AHS to emphasize? (Select 3)

Answered: 623 Skipped: 0

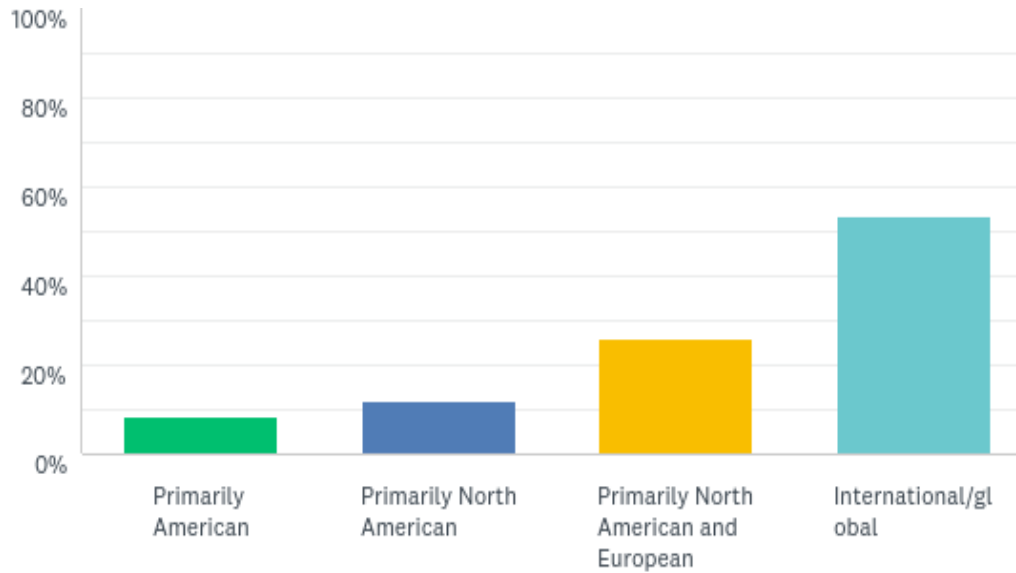


ANSWER CHOICES	RESPONSES	
Technology	91.81%	572
Advocacy	29.53%	184
Education	37.56%	234
News & Information	42.22%	263
Networking	28.57%	178
Conferences	41.57%	259
Total Respondents: 623		



Q2: Which best describes the Society's focus?

Answered: 617 Skipped: 6

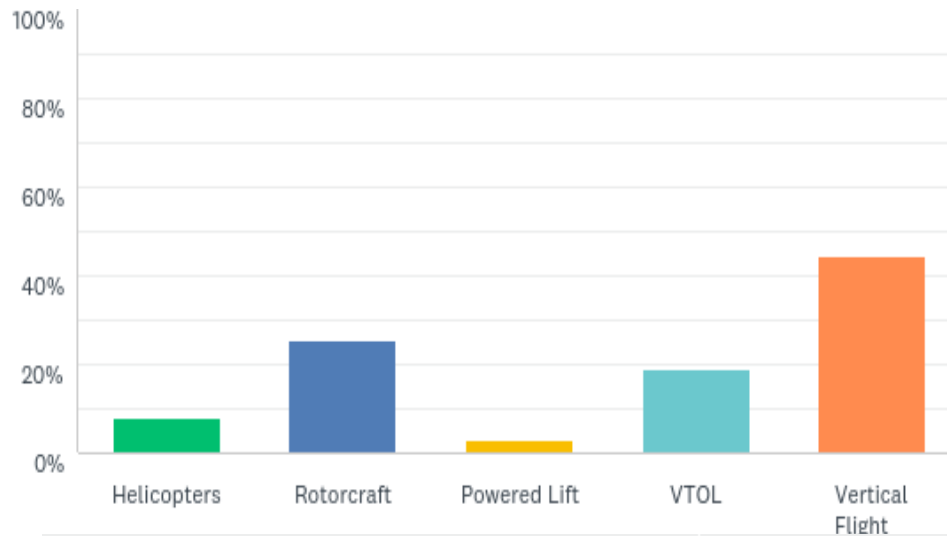


ANSWER CHOICES	RESPONSES	
Primarily American	8.27%	51
Primarily North American	11.99%	74
Primarily North American and European	26.09%	161
International/global	53.65%	331
TOTAL		617



Q3: Which word best describes the domain of the Society?

Answered: 623 Skipped: 0

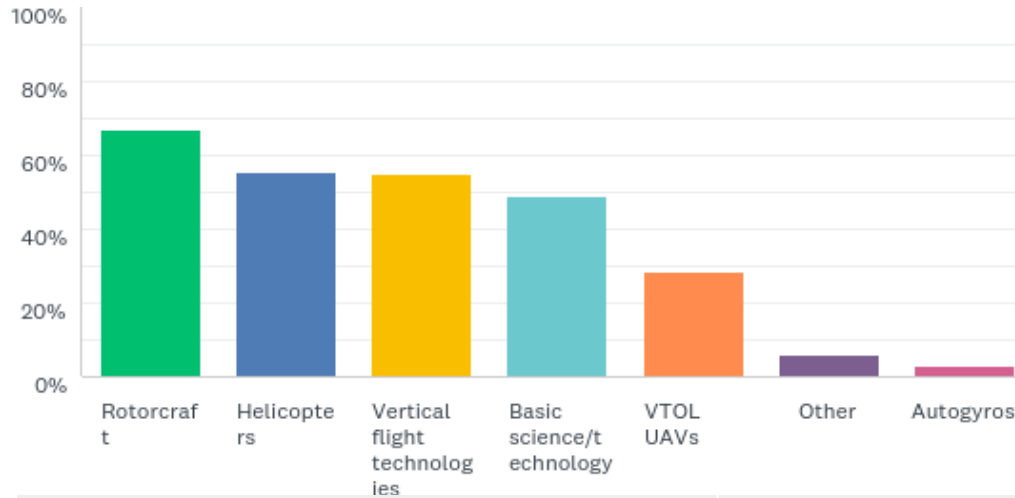


ANSWER CHOICES	RESPONSES	
Helicopters	8.19%	51
Rotorcraft	25.52%	159
Powered Lift	2.89%	18
VTOL	18.78%	117
Vertical Flight	44.62%	278
TOTAL		623



Q4: What are your primary interests? (Select 3)

Answered: 623 Skipped: 0

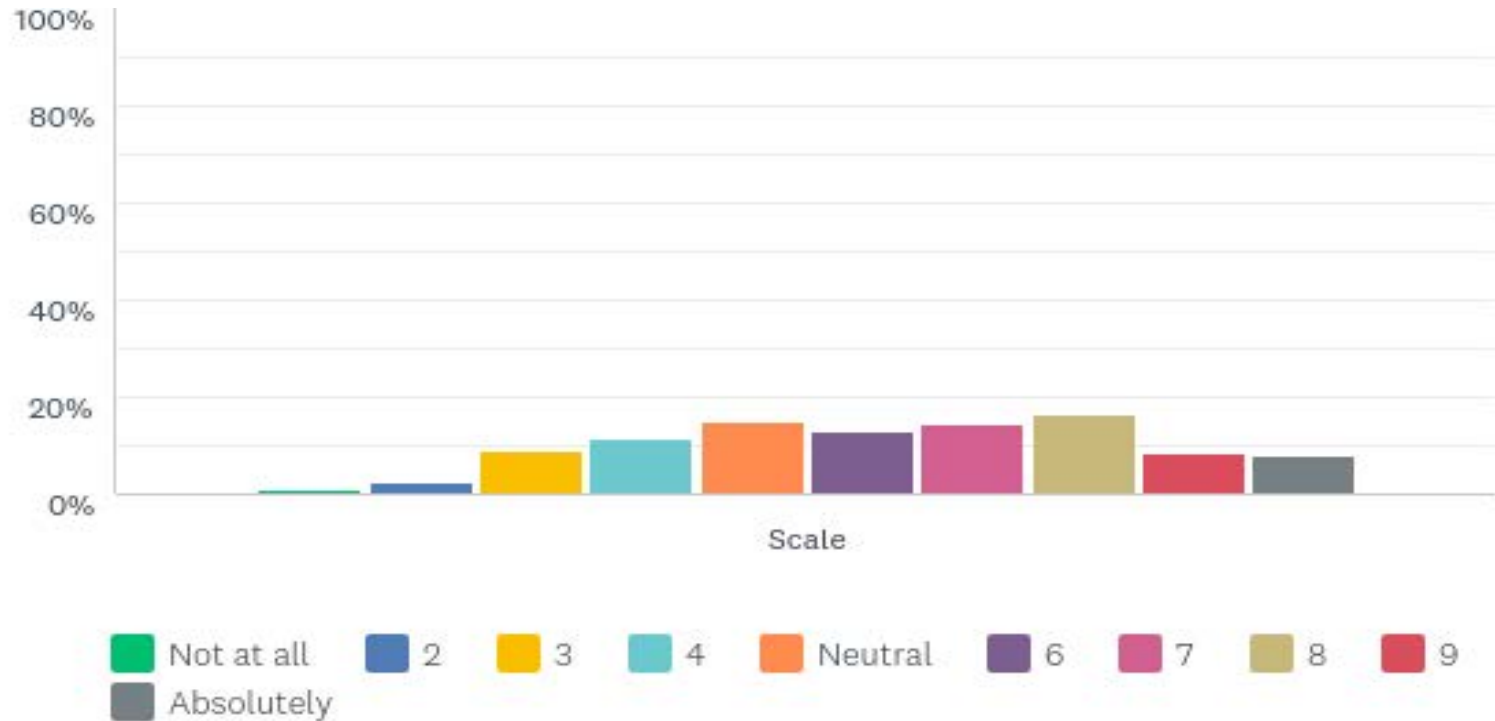


ANSWER CHOICES	RESPONSES	
Rotorcraft	66.77%	416
Helicopters	55.54%	346
Vertical flight technologies	55.06%	343
Basic science/technology	49.12%	306
VTOL UAVs	28.73%	179
Other	6.10%	38
Autogyros	3.05%	19
Total Respondents: 623		



Q5: How well do you think “American Helicopter Society International” describes AHS presently? (scale of 1 to 10)

Answered: 619 Skipped: 4

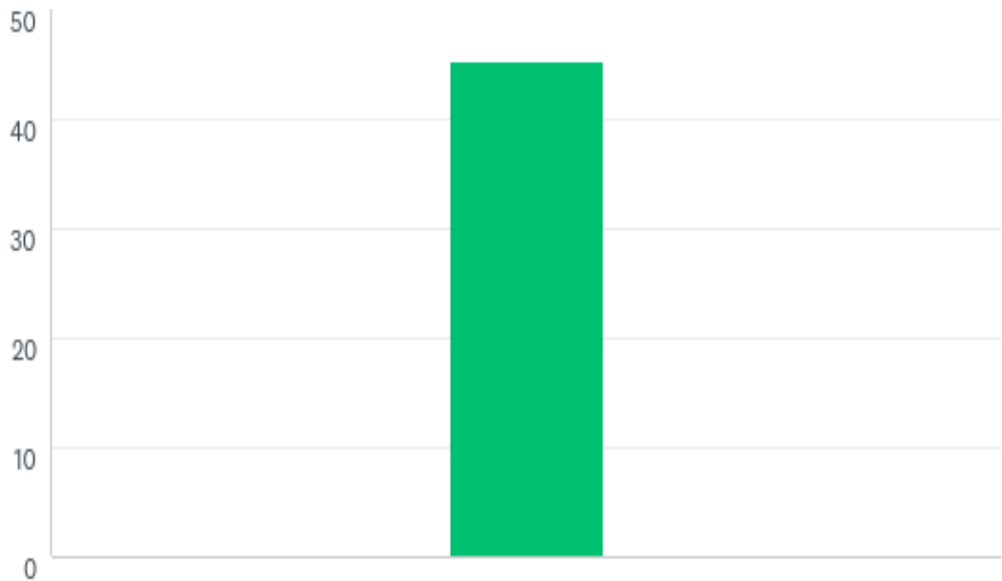


	NOT AT ALL	2	3	4	NEUTRAL	6	7	8	9	ABSOLUTELY	TOTAL
Scale	0.81%	2.75%	8.89%	11.63%	14.86%	13.09%	14.70%	16.48%	8.56%	8.24%	
	5	17	55	72	92	81	91	102	53	51	619



Q6: How well do you think “American Helicopter Society International” describes the vision for AHS? (scale of 1 to 100)

Answered: 614 Skipped: 9

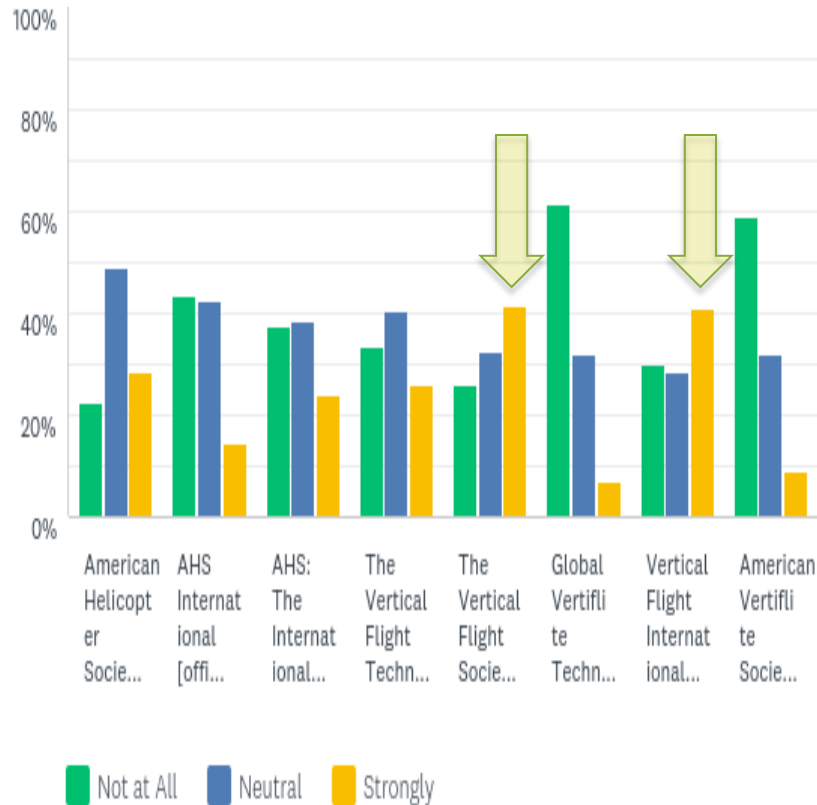


ANSWER CHOICES	AVERAGE NUMBER	TOTAL NUMBER	RESPONSES
	45	27,896	614
Total Respondents: 614			



Q7: How do you think that a name such as these would capture AHS and its mission, and position it for growth:

Answered: 619 Skipped: 4

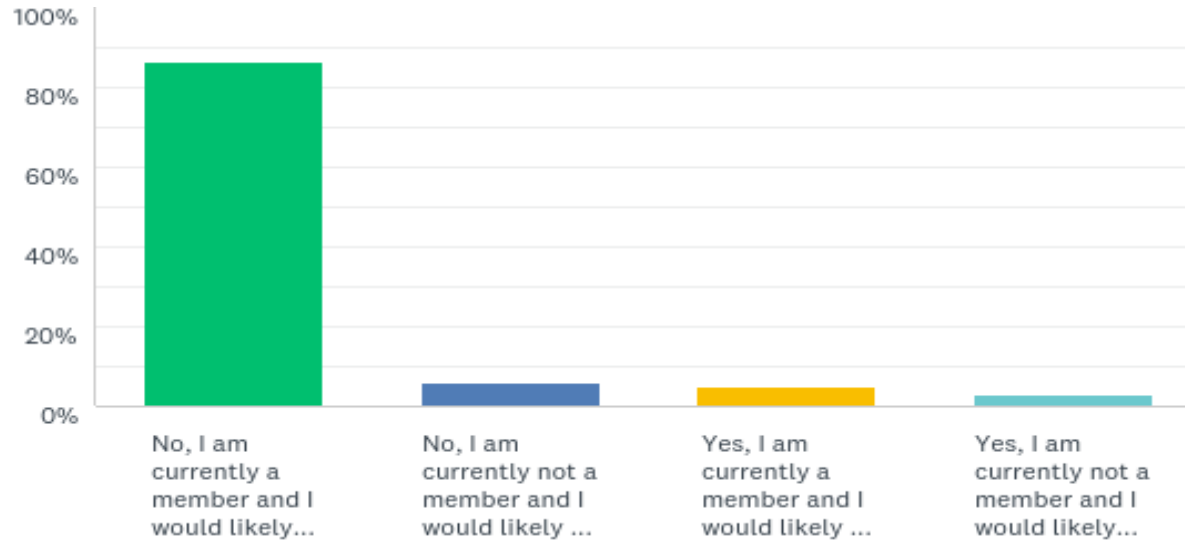


	NOT AT ALL	NEUTRAL	STRONGLY	TOTAL
American Helicopter Society International [no change]	22.58% 133	48.90% 288	28.52% 168	589
AHS International [officially dropping what "AHS" stands for]	43.25% 250	42.39% 245	14.36% 83	578
AHS: The International Vertical Flight Society [officially dropping what "AHS" stands for]	37.48% 217	38.51% 223	24.01% 139	579
The Vertical Flight Technical Society (VFTS)	33.45% 193	40.55% 234	26.00% 150	577
The Vertical Flight Society (VFS)	25.99% 151	32.36% 188	41.65% 242	581
Global Vertiflite Technology Organization (GVTO)	61.30% 350	31.87% 182	6.83% 39	571
Vertical Flight International (VLI)	30.24% 176	28.69% 167	41.07% 239	582
American Vertiflite Society International	58.89% 338	32.23% 185	8.89% 51	574



Q8: Would AHS International changing its name impact your membership?

Answered: 623 Skipped: 0

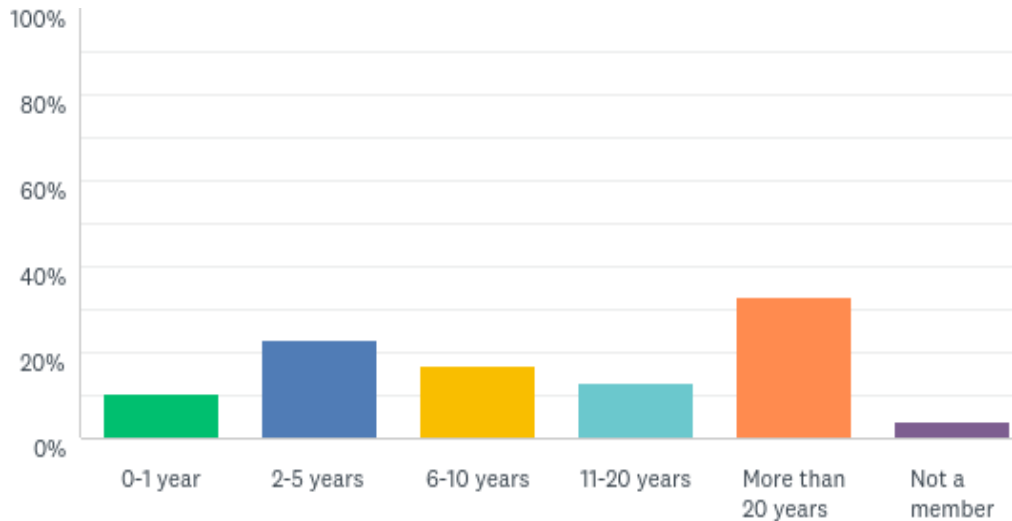


ANSWER CHOICES	RESPONSES	
No, I am currently a member and I would likely renew, with or without a name change.	86.36%	538
No, I am currently not a member and I would likely not join, with or without a name change.	5.94%	37
Yes, I am currently a member and I would likely not renew, with a name change.	4.82%	30
Yes, I am currently not a member and I would likely join, with a name change.	2.89%	18
TOTAL		623



Q9: How long have you been an AHS member?

Answered: 623 Skipped: 0

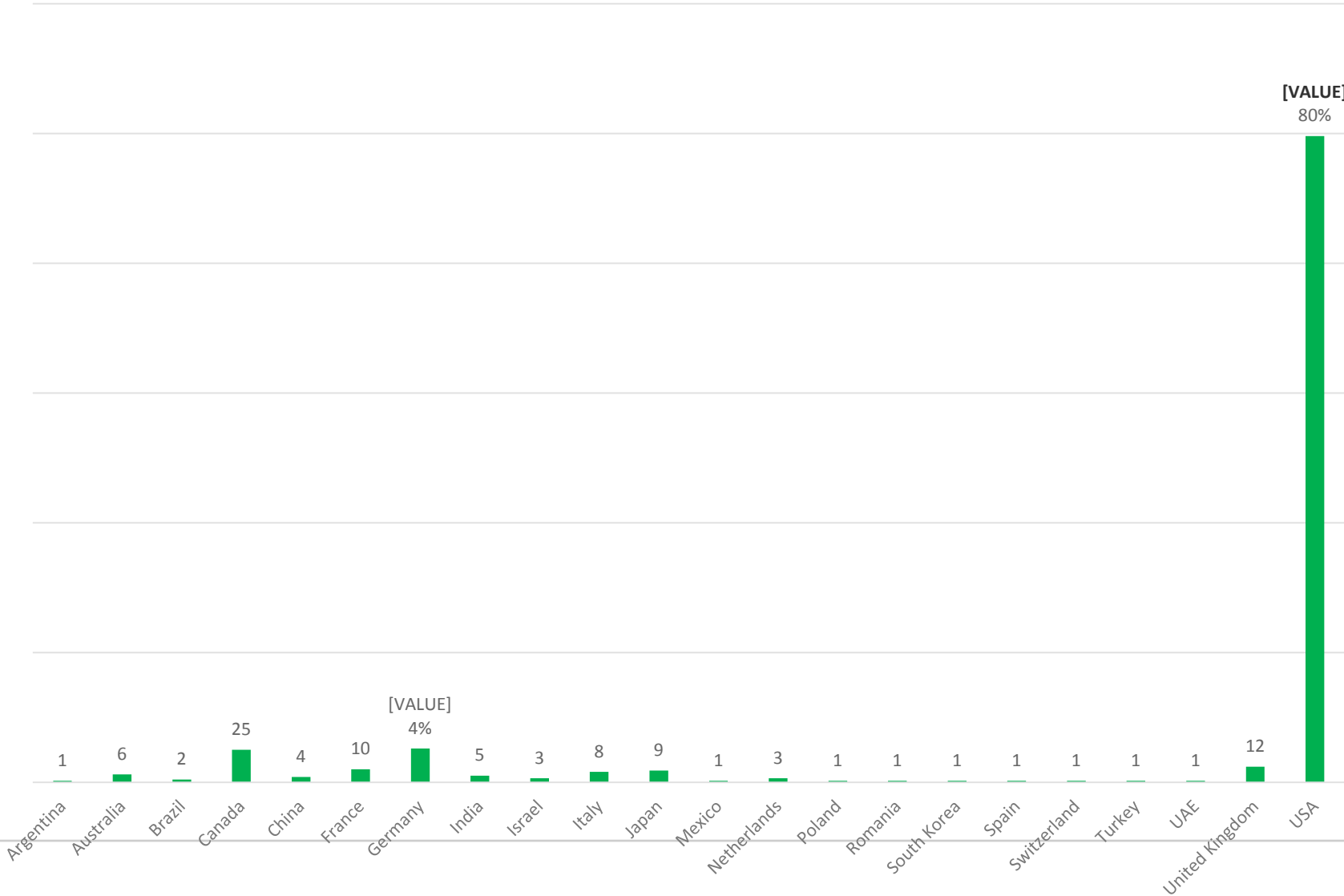


ANSWER CHOICES	RESPONSES	
0-1 year	10.43%	65
2-5 years	22.79%	142
6-10 years	17.01%	106
11-20 years	13.00%	81
More than 20 years	32.91%	205
Not a member	3.85%	24
TOTAL		623



Q10: What country do you live in?

Answered: 620 Skipped: 3





Survey Results

- Survey sent to 11,000 people on our email distribution list
 - About half current members and half past members/email subscribers
 - 623 respondents (~95% were members); 328 also left comments
- Results generally supportive of the name change
 - Only 29% felt strongly that keeping name “American Helicopter Society International” was the best option; 23% were against keeping it
 - Dropping what “AHS” stands for was unpopular
 - 42% felt “The Vertical Flight Society” was the best; it also had the least negative response (other than no change) at 26%
 - “Vertical Flight International” also scored favorably (41%) but had a higher unfavorable rating (30%)
- Impact on membership
 - 4.8% said they would not renew if the name changed
 - 2.9% of non-members said they would join if the name changed