2025 GLD Membership Survey Results

Introduction

As we began planning for 2025 and beyond, we (GLD Administrator Karen Leube and Assistant Administrator Robin Limmeroth) decided to survey our membership to better understand your needs and expectations for the future, with the aim of helping us plan relevant continuing education and social events, develop targeted networking opportunities, create resources that support your professional growth, and focus our efforts on what matters most to you.

The 10–15-minute survey was entitled:
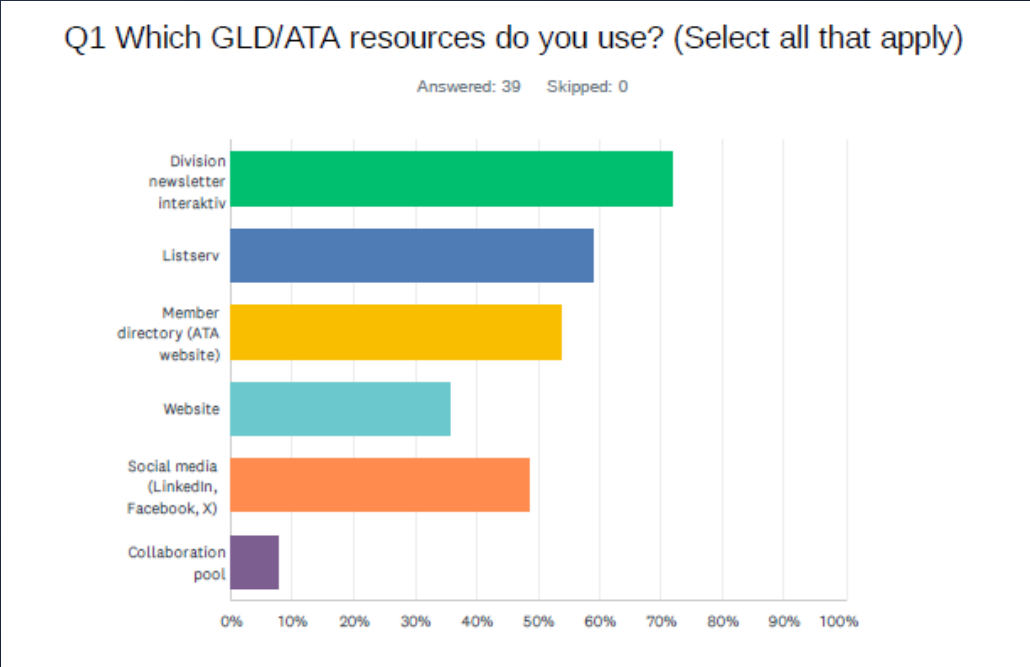**GLD member survey 2025: What would you like to see from the GLD in the coming year?**

All responses were anonymous, and no names or contact information were collected*. A total of 39 members completed the survey in two waves. The aggregated results of the survey on these slides are available on the GLD website for viewing and/or downloading.

unless the respondent waived anonymity by choosing to enter their name, for example when offering to hold/host an event

Survey results

Photo by Emily Morter on Unsplash

Q. 1. GLD/ATA resources used

Q1 Which GLD/ATA resources do you use? (Select all that apply)

Answered: 39   Skipped: 0

ANSWER CHOICES	RESPONSES	
Division newsletter interaktiv	71.79%	28
Listserv	58.97%	23
Member directory (ATA website)	53.85%	21
Website	35.90%	14
Social media (LinkedIn, Facebook, X)	48.72%	19
Collaboration pool	7.69%	3
Total Respondents: 39		

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Q. 2. Valuable professional development topics

Q2 Which professional development topics would be most valuable to you? (Select all that apply)
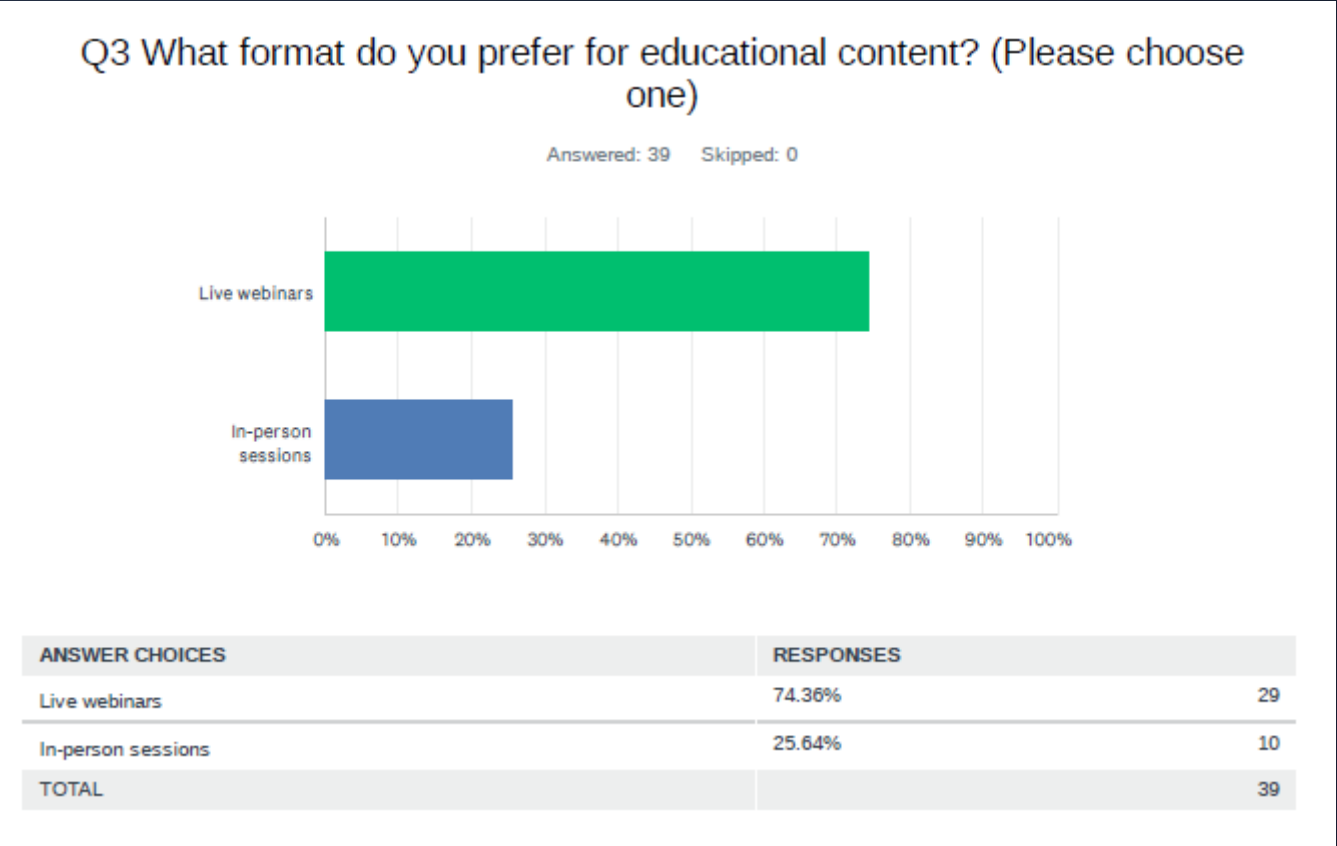
Answered: 38   Skipped: 1
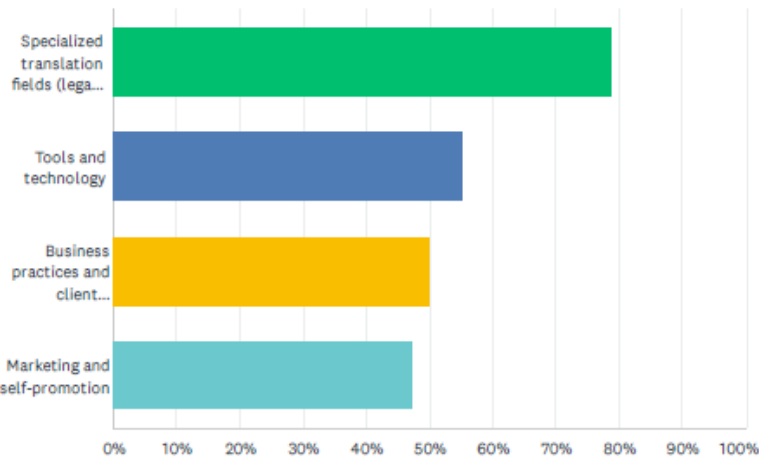
ANSWER CHOICES	RESPONSES	
Specialized translation fields (legal, medical, technical, ...)	78.95%	30
Tools and technology	55.26%	21
Business practices and client relations	50.00%	19
Marketing and self-promotion	47.37%	18
Total Respondents: 38		

Responses to category *Other*:

- Terminology
- Rules and Regulations
- Making the argument to clients that MTPE does not yield high-quality results for important texts
- Cookbooks, adaptations of measurements, food articles and culinary history
- How to navigate in the era of AI

Q. 3. Preferred format of educational content

Q. 4. GLD in-person event attendance (2024)

Q4 Did you attend any GLD in-person events in 2024?

Answered: 37   Skipped: 2

ANSWER CHOICES	RESPONSES	
Yes (please specify all events attended):	27.03%	10
No (please specify reason(s)):	72.97%	27

Events attended (aggregated answers):

• GLD members in Europe workshop in Leipzig (6)
• ATA conference in Portland (4)
• Stammtisch (2)

Reasons for not attending (verbatim answers):

• Advanced age and health
• Not in my area. Did not attend conference.
• Health
• Illness
• Time constraints
• Not convenient
• Disability makes travel extremely *difficult (admin note: "Disability makes travel extremely difficult" mentioned twice)*
• Too far away
• Couldn't travel
• I did not know about them, or they were not relevant.
• Couldn't afford to travel and weren't in my area
• No specific reason
• Time/cost/theme/attendees or location didn't justify the return (everything is so far away)
• None offered near me, attended only Zoom events
• I live in Canada
• No time
• Logistical issues
• Wanted to attend annual seminar in Vienna, but had a scheduling conflict
• Was unable to attend ATA Conference
• Usually too far away.
• Too far away
• Difficult for me to travel
• Nothing of interest or time constraints
• Was in Italy on a research project
• NA. I live very far from where the events were taking place
• Too far away

Q. 5. GLD online event attendance (2024)

Q5 Did you attend any online events in 2024?

Answered: 36   Skipped: 3

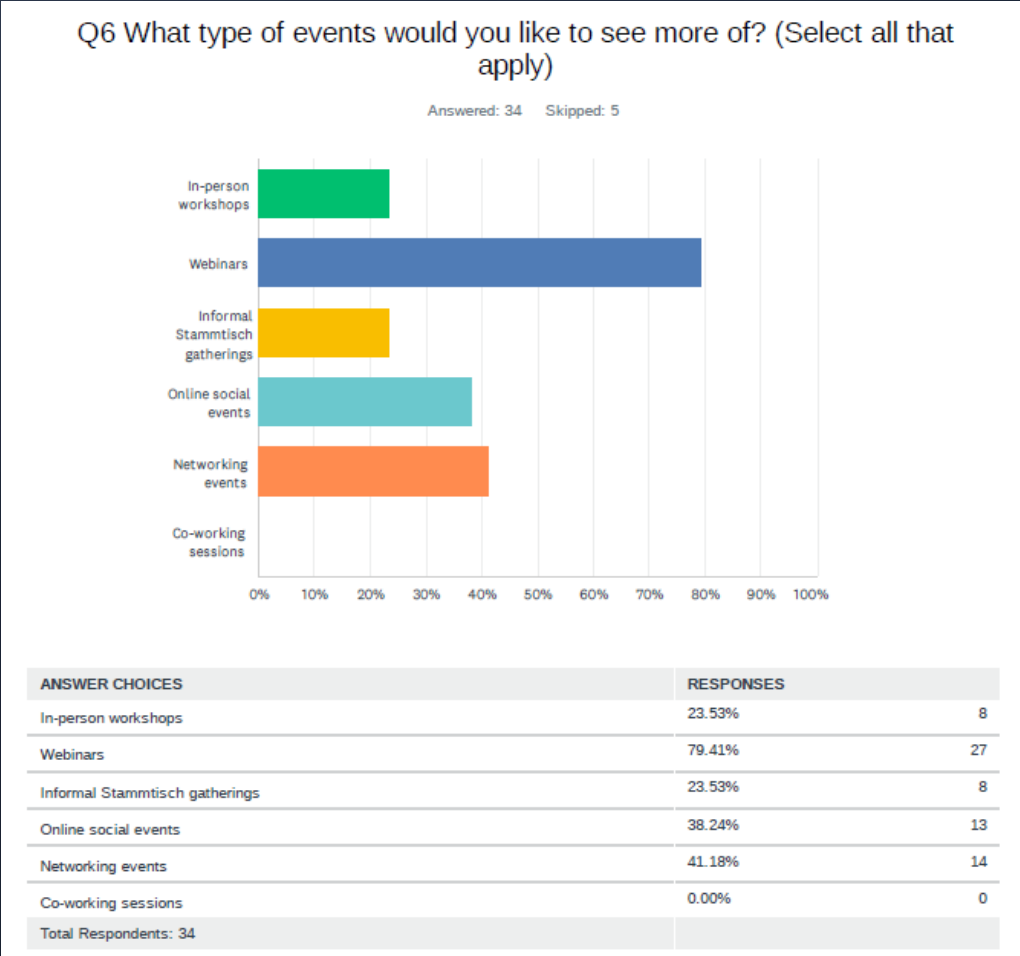| ANSWER CHOICES	RESPONSES	
Yes (please specify all events attended):	55.56%	20
No (please specify reason(s)):	44.44%	16

Events attended (verbatim answers):

• Yes, but can't remember the names
• Social 11/16
• One or two, I think, but I don't know that I can list them now...
• Regular meetings
• GLD Socials
• Webinar on AT/CH translation issues
• Several online webinars and meet-ups
• 2 but cannot remember the topics
• Digital social events in April and June
• Social, book discussion ... all worth attending
• AHK-Vortrag
• GLD Socials

Reasons for not attending (verbatim answers):

• Due to advanced age, am in process of closing out my business
• Too/so busy with personal issues
• Didn't hear of any
• Not convenient
• I did not know about them, or they were not relevant.
• I've attended webinars, but not specifically DL ones
• They were during night time hours in my time zone.
• Don't remember
• No time
• Dates did not fit well into my time schedule
• No relevant topics for me
• Unable to attend due to time zone (Pacific) and need to work during morning hours
• I am always quite busy.
• I either wasn't interested in the topic, or the time just didn't work.
• Time constraints
• Did not receive notice

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Q. 6. Preferred event types

Q6 What type of events would you like to see more of? (Select all that apply)

Answered: 34   Skipped: 5

ANSWER CHOICES	RESPONSES	
In-person workshops	23.53%	8
Webinars	79.41%	27
Informal Stammtisch gatherings	23.53%	8
Online social events	38.24%	13
Networking events	41.18%	14
Co-working sessions	0.00%	0
Total Respondents: 34		

Desired event types (verbatim answers):

- I would attend in-person workshops if they are nearby.
- local events (but they would need to be organized by members/me locally, I realized)
- I'd like Stammtisch gatherings also, but they're not likely to be near me
- Online study group for ATA certification

- Noah Alter: If possible, would we be able to coordinate something here in Pittsburgh area? If yes, I'd be happy to lead this discussion. Pittsburgh has an extensive German heritage/history, which could be used as a platform for group learning along with in-person collaboration, etc.

Q. 7. New event format suggestions

Q7 Which new event format(s) would you like to see introduced?

Answered: 4   Skipped: 35

Suggested new event formats (verbatim answers):

- See above :) *(admin note: answer 5 on slide 9)*
- Can't think of anything not already covered
- Hybrid - web and in-person

Q. 8. Topics/speakers for future events

Q8 What topics or speakers would you recommend for future events?

Answered: 15   Skipped: 24

Suggested future speakers/topics (verbatim answers):

- Artificial Intelligence, navigating the language services industry as a freelancer and as an agency in the age of technology - panel discussion?
- Dorothee Racette (medical translator) *(admin note: "Dorothee Racette (medical translator)" mentioned twice)*
- More on dialects, diving into specialty translation categories, group translation challenges
- More on translation specialties, for example medical/health
- Patent translations, literary translation, tricky translation problems
- At the workshop in Leipzig, I enjoyed the presentations about DE-EN translation tips/ideas/common mistakes and ways to improve your translations
- Plain language (in US ENG), legal info/steps (for website/apps/products for clients)
- Coping with changes in industry, adjusting
- Experts on sustainability topics, experience with customers using MT and AI, presentations by translators working at European Commission and CdT, presentation on experience by translators who have also trained in sustainability topics (e.g. Mandy Williams-Wendl http://www.nativacomm.net)
- MT, AI, etc.
- Steps to take to get into specialized fields (like medicine, law etc.)
- Technical innovations with German vocabulary
- Translation of cookbook, food history related events, culinary terms, agents for cookbook related topics

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Q. 9. Topics for interaktiv

Q9 What topics would you like to see covered by interaktiv? Please share any ideas you may have.

Answered: 10   Skipped: 29

Suggested future *interaktiv* topics (verbatim answers):

- Medical translation *(admin note: "Medical translation" mentioned twice)*
- I enjoy the personal profiles and how different people approach their businesses
- The magazine is almost all individual storytelling and navel contemplation, which is not helpful to me. I'd like to see serious content about language and technical issues.
- Successful collaboration between colleagues in various areas of business (marketing, translation, etc.)
- Same as above *(admin note: answer 10 on slide 11)*
- Making the argument to clients that there still is no cheap shortcut (MT, MTPE) to high-quality translation of important texts: legal/financial/marketing docs, etc.
- Culinary terms

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Q. 10. Blog topics

Q10 What topics would you like to see covered on the GLD blog
(https://ata-divisions.org/GLD/blog/)? Please share any ideas you may
have.

Answered: 9   Skipped: 30

Suggested future blog topics (verbatim answers):

- Same as #8 *(admin note: answer 1 on slide 11)*
- AI *(admin note: "AI" mentioned twice)*
- I would like to see practical topics covered, but right now the blog seems to be mostly administrative bla bla. It mostly consists of low-effort content.
- Unusual projects, client interaction tips: all about daily life in our businesses, small regular columns: legalese, accessibility, ai news, ...
- Have to try out the blog first
- Making the argument to clients that there still is no cheap shortcut (MT, MTPE) to high-quality translation of important texts: legal/financial/marketing docs, etc.
- Mostly emerging technology to keep up

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Q. 11. Translation resources

Q11 What additional resources would help support your work in German<>English translation and related language services?

Answered: 12   Skipped: 27

Suggested additional resources (verbatim answers):

- interaktiv and the blog would support my work very well, if they contained content that supported my work. Fix those up, and that would be plenty.
- I have been looking for information on doing official translations of documents as an ATA-certified translator (but not an official sworn translator in Germany)
- Market research websites, an evergrowing tools links library
- Networking
- Strategies and marketing for customers (not agencies) who also use DeepL and AI and reducing translation work
- I appreciate the resources that are being offered.
- Links to specialized dictionaries.
- List of agents and publishers focused on cookbook and recipe translations and adaptations

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Q. 12. Annual Conference attendance

Q12 Do you attend ATA Annual Conferences? What was the last ATA conference you attended?

Answered: 36   Skipped: 3
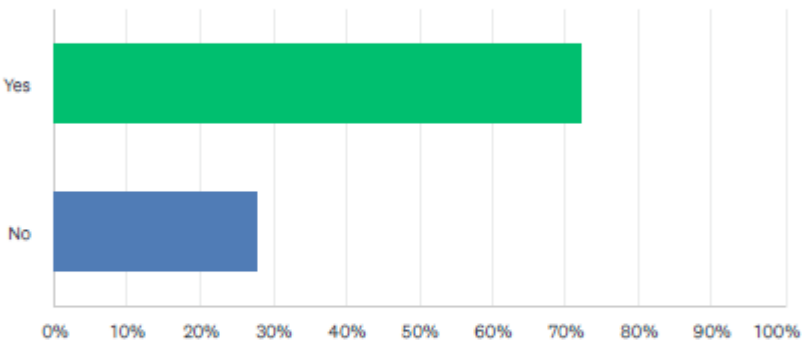
ANSWER CHOICES	RESPONSES	
Yes	72.22%	26
No	27.78%	10
TOTAL		36

Last conference attended (verbatim answers):

- 2010
- San Francisco 2016
- 2023
- Palm Springs
- Portland
- 2022
- SF 2016
- 2018 in New Orleans
- Don't remember, but it was before the pandemic.
- Miami
- 2018? Also attended virtually during pandemic.
- 20 years ago in San Francisco
- Don't remember
- 2023
- Long time ago in New York
- Portland
- 2001
- Portland, but now less often
- New Orleans
- Miami 2023
- 2024 (I've attended every conference since 1997!)
- 46th Annual Conference in Seattle, WA
- 2023
- 2014

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Q. 13. Reasons for not attending Annual Conference

Q13 If you do not attend, please specify your reason(s):

Answered: 27   Skipped: 12

Reasons for not attending (verbatim answers):

- Distance and price
- Age and health
- Pandemic, cost
- Health
- Private reasons
- Cost increases, decline in onsite recruiting opps
- They became less and less fruitful as I gained more experience. Plus, a member of my local chapter evidently did what she usually does and spread false gossip about me all through the GLD, as reported to me later by one younger member, and I was getting the stink eye from everyone without knowing why.
- I always enjoy the conference, but I can't justify the cost anymore
- too far to travel to the US
- I could not afford it (cost of taking off work, flying from Germany to Portland, hotel, conference fees, etc.)
- It's expensive and some are far away
- The cost of travel is too high.
- Travel post Covid is a habit to acquire!
- I hate flying
- In future, due to semi-retirement less income, less need.
- Too far away
- I used to live far away, Asia, Hawaii. And October is always my husband's vacation time.
- Can't afford
- I was often out of USA and the upcoming in Vienna is scheduled while I am in USA
- I live far from the place the events take place
- Too far away or at a time where I am too busy

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Q. 14. Suggestions to increase attendance

Q14 What would make you more likely to attend the ATA Annual Conference as a GLD member?

Answered: 27   Skipped: 12

Suggestions to increase attendance (verbatim answers):

• More serious German sessions.
• Improve my health
• I'm not going to Boston- hotel is way too expensive and political situation too uncertain (GLD can't do anything about that one)
• If I had the time
• More German-specific sessions, often they are limited in # or have cross-conflicts in scheduling
• My work would have to bounce back to the point where I could afford it again. The conference would have to be held in a city not destroyed by riots and lax on street crime.
• If it were nearby (San Francisco, Sacramento)
• I'd be more likely to attend if it were on the East Coast so the flights aren't quite as long and I could potentially stay with family
• Location
• Closer
• Location I'm interested in
• Location in Europe where I can get there by train :-)
• Guest speaker Ruth Martin (what year?) I still stay in touch!
• I'd love to go but the costs are enormous, especially for accommodation
• More sessions for experienced translators
• I attend every year to keep current.
• A different approach on how to treat presenters, as explained in detail to Ted Wozniak
• Either cheaper registration or conference closer to me (Midwest)
• I do, but more likely to be at S&TD events
• Conferences in Europe
• If the conference is held in Jan or Feb

Q. 15. GLD information sources used

Q15 How do you get GLD-related information? (Select all that apply)

Answered: 39   Skipped: 0
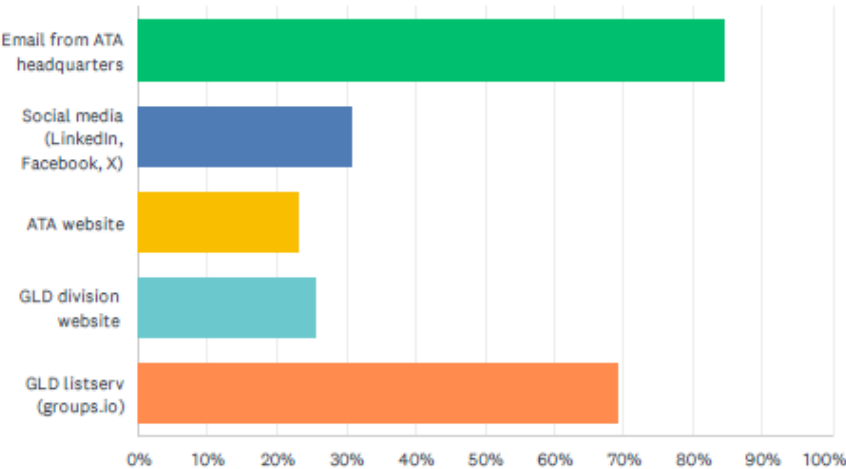
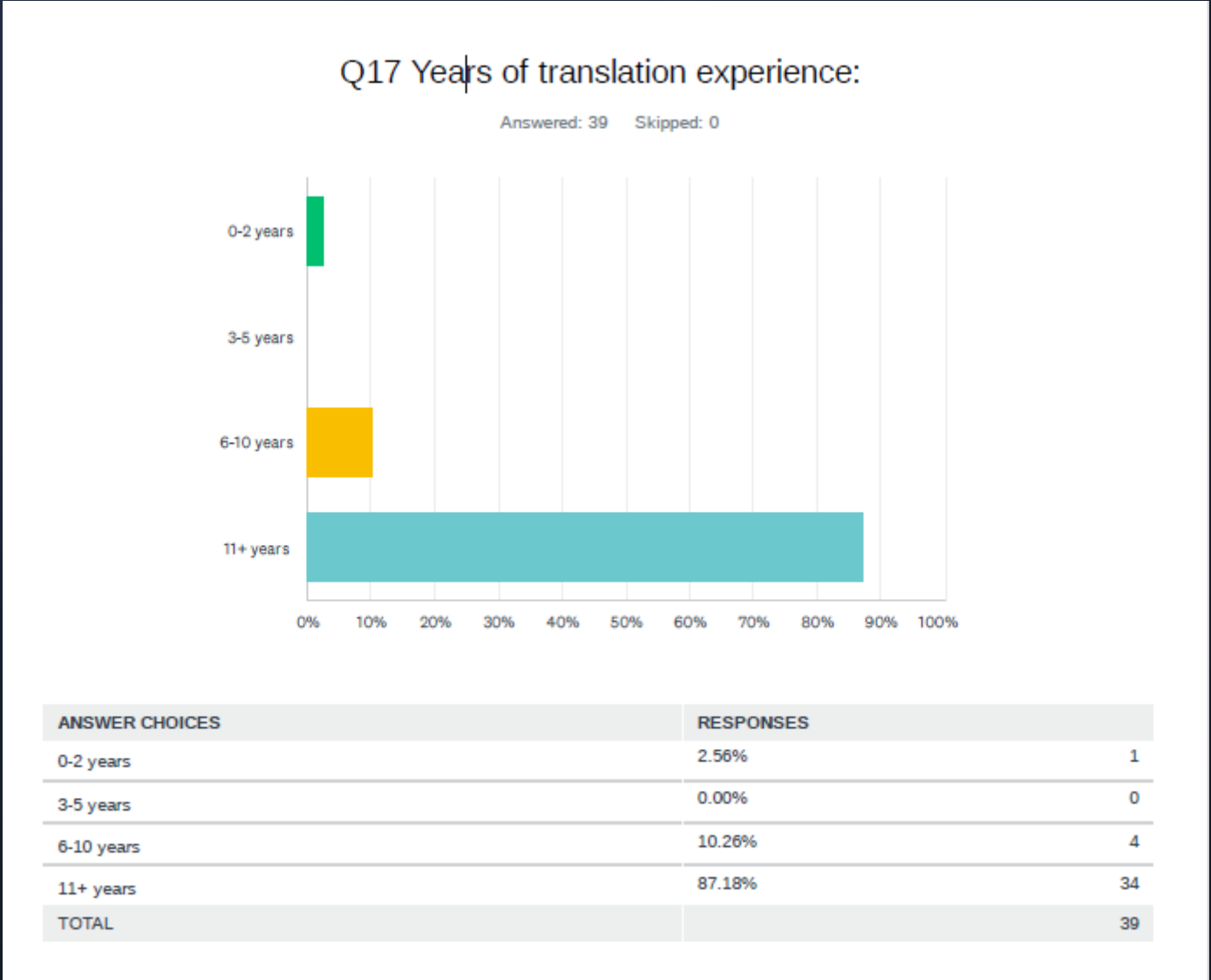| ANSWER CHOICES	RESPONSES	
Email from ATA headquarters	84.62%	33
Social media (LinkedIn, Facebook, X)	30.77%	12
ATA website	23.08%	9
GLD division website	25.64%	10
GLD listserv (groups.io)	69.23%	27
Total Respondents: 39		

Q. 16. Emerging trends/challenges

Q16 What emerging trends or challenges in German<>English translation and related language services would you like the division to address this year?

Answered: 15   Skipped: 24

Emerging trends/challenges to address (verbatim answers):

- AI
- Alternative fields of work for translators
- Coping with AI, ways to maintain business (not new)
- Reviving one's career in the wake of COVID lockdown and the crippled German economy.
- The challenges of A.I.
- Not sure how to answer
- Requests to review AI translations
- AI and MT disrupting our industry
- Making the argument to clients why MTPE does not deliver high-quality results
- MT, ChatGPT, AI

Q. 17. Translation experience

Q17 Years of translation experience:

Answered: 39   Skipped: 0

ANSWER CHOICES	RESPONSES	
0-2 years	2.56%	1
3-5 years	0.00%	0
6-10 years	10.26%	4
11+ years	87.18%	34
TOTAL		39

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Q. 18. Primary translation direction

Q18 Primary translation direction:

Answered: 39   Skipped: 0

ANSWER CHOICES	RESPONSES	
German to English	58.97%	23
English to German	20.51%	8
Both equally	20.51%	8
TOTAL		39

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Q. 19. Translation fields

Q19 Please tell us the field or fields you work in:

Answered: 38   Skipped: 1
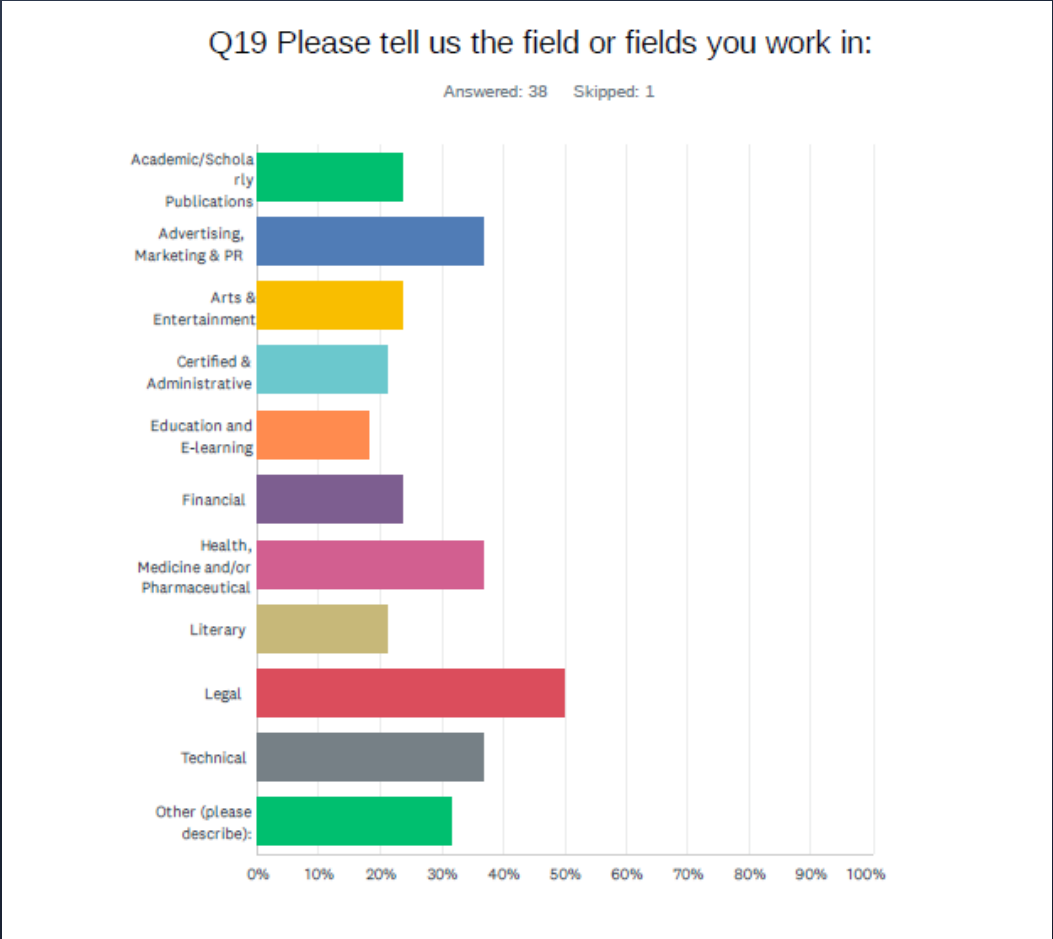
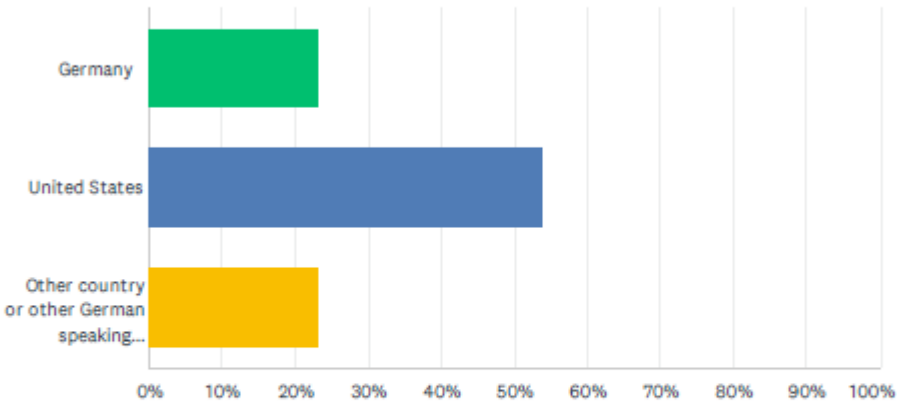| ANSWER CHOICES	RESPONSES	
Academic/Scholarly Publications	23.68%	9
Advertising, Marketing & PR	36.84%	14
Arts & Entertainment	23.68%	9
Certified & Administrative	21.05%	8
Education and E-learning	18.42%	7
Financial	23.68%	9
Health, Medicine and/or Pharmaceutical	36.84%	14
Literary	21.05%	8
Legal	50.00%	19
Technical	36.84%	14
Other (please describe):	31.58%	12
Total Respondents: 38		

Other (verbatim answers):

- Military *(admin note: "Military" mentioned twice)*
- Patents *(admin note: "Patents" mentioned four times)*
- Certified translations FR-GER/GER-FR
- Chemistry, food and beverages, automotive, studies and trials
- Architecture, business (general), reporting
- Children's literature specifically
- Logistics

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Q. 20. Location

Q20 Where are you based?

Answered: 39   Skipped: 0

ANSWER CHOICES	RESPONSES	
Germany	23.08%	9
United States	53.85%	21
Other country or other German speaking country (please specify)	23.08%	9
TOTAL		39

Other member locations (aggregated answers)
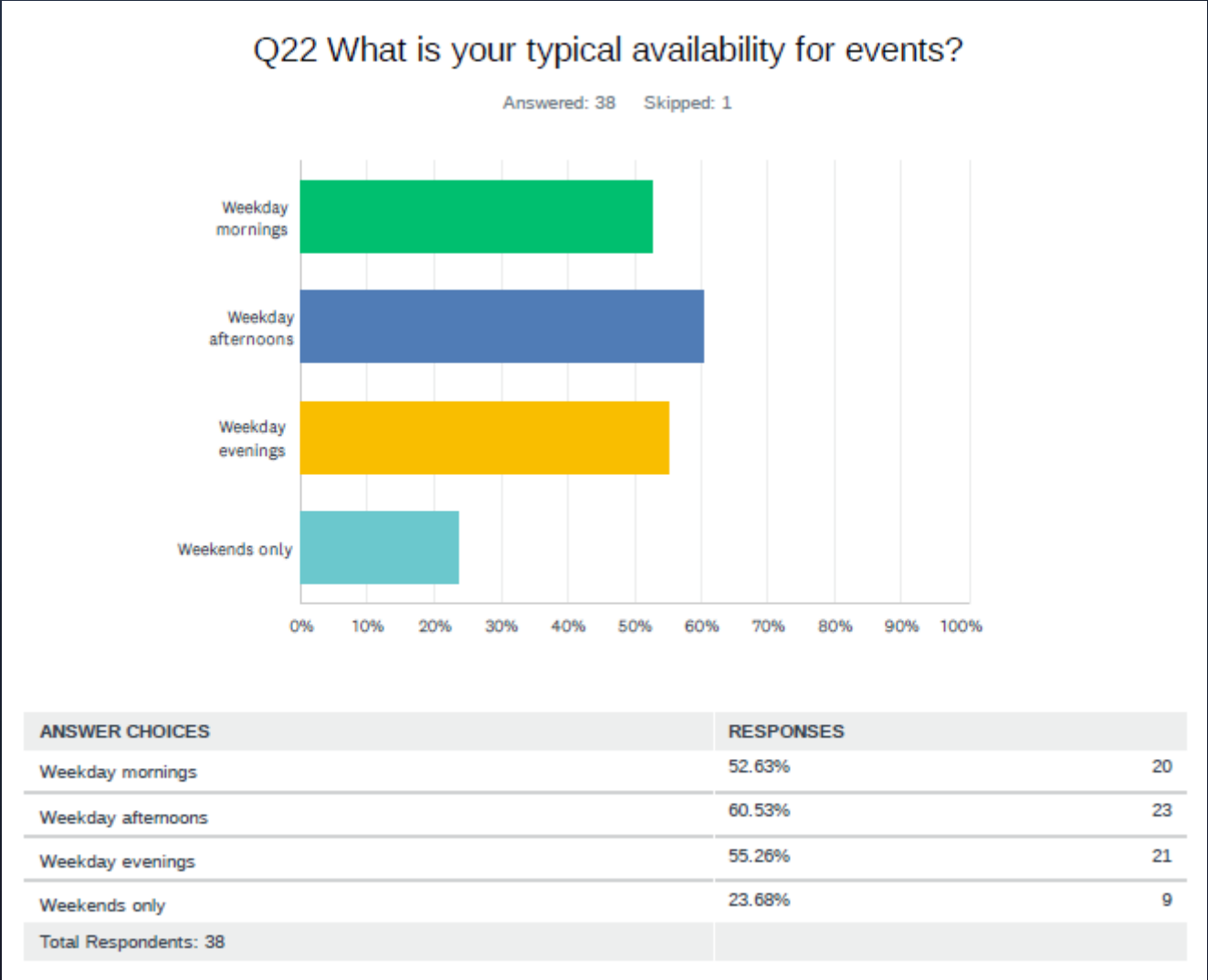
- Austria (2)
- Portugal
- Switzerland
- Canada (2)
- UK
- France
- Northern Italy - Suedtirol

Q. 21. Membership length

Q21 How long have you been a member of the GLD?

Answered: 39   Skipped: 0

ANSWER CHOICES	RESPONSES	
0-2 years	5.13%	2
3-5 years	12.82%	5
6-10 years	15.38%	6
11 + years	66.67%	26
TOTAL		39
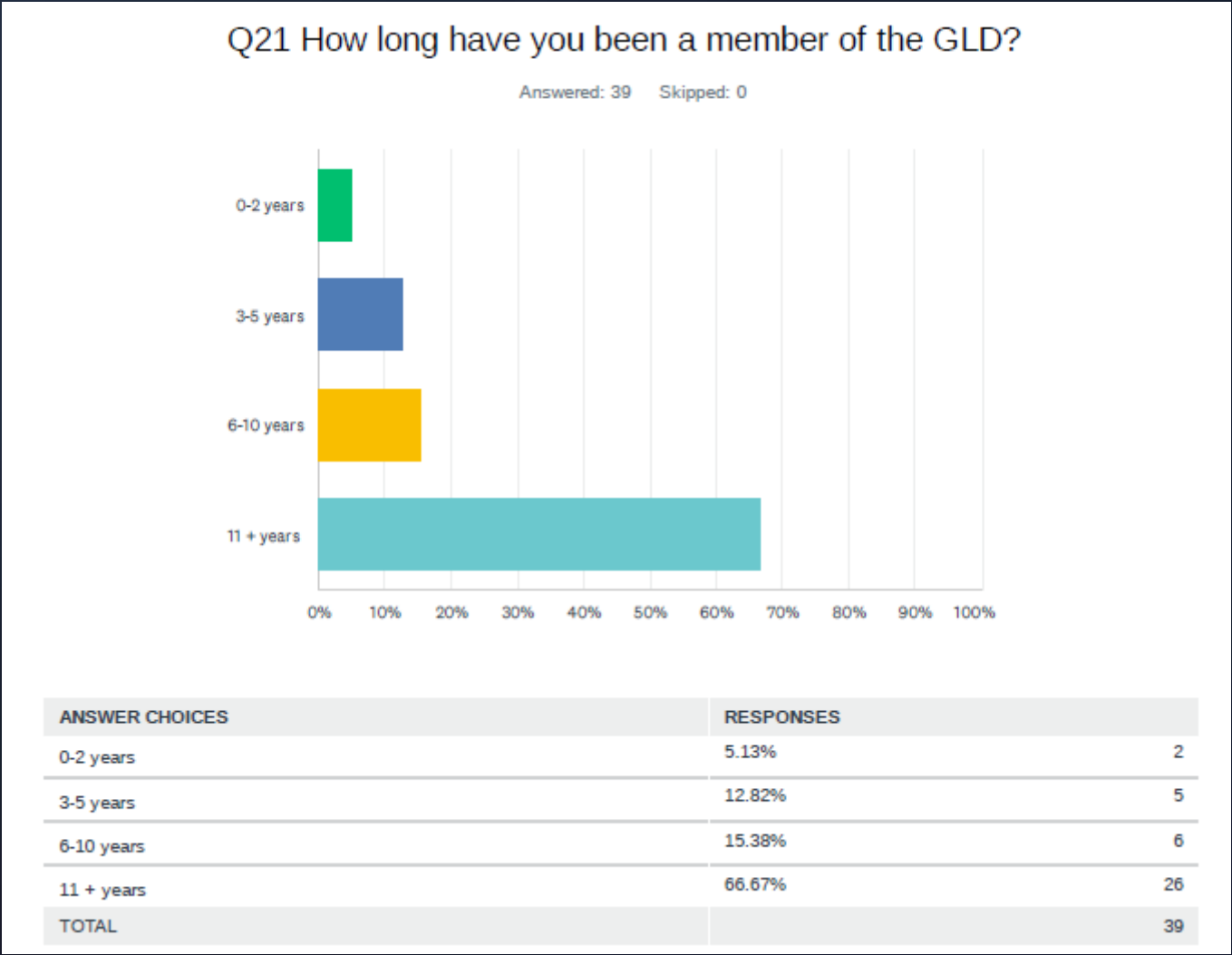
Q. 22. Event availability

Q22 What is your typical availability for events?

Answered: 38   Skipped: 1

ANSWER CHOICES	RESPONSES	
Weekday mornings	52.63%	20
Weekday afternoons	60.53%	23
Weekday evenings	55.26%	21
Weekends only	23.68%	9
Total Respondents: 38		

Q. 23. Time zone

Q23 What time zone do you live in?

Answered: 39   Skipped: 0

ANSWER CHOICES	RESPONSES	
Pacific Time (PT)	7.69%	3
Mountain Time (MT)	12.82%	5
Central Time (CT)	12.82%	5
Eastern Time (ET)	30.77%	12
Western European Time/GMT	10.26%	4
Central European Time	25.64%	10
TOTAL		39

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Q. 24. Comments and suggestions for GLD leadership

Q24 Is there anything else you would like the GLD leadership to know?

Answered: 15   Skipped: 24

Other member locations (aggregated answers)

- Don't make attending be contingent on being on google listserv or whatever it's called. I have been excluded from event because I needed to download another unwanted APP to attend. Use Zoom or Webinars that are not contingent on supporting Google's ability to track us. *(admin note: the GLD uses Zoom for our webinars)*
- I'm currently on my way out of the translation business, focusing now on teaching. However, I will remain an ATA member. And, I would like to attend the annual GLD-Meetings in the future to stay connected with my wonderful colleagues and not lose track of what is going on in the business. :-)
- I REALLY appreciate everybody's hard work! I know from personal experience how time-consuming it is. Please keep it up!
- This is the most proactive, engaged Division of ATA, you have been doing a fantastic job, thanks!
- You are doing a fantastic job! Thank you!!!
- Thank you for events provided in 2024!
- My ATA membership is valuable for both Canada and USA
- Sorry I can't be more helpful, but now more with ALTA and SCBWI
- You do GREAT work! We see it, and we appreciate it!
- The great work you are doing is much appreciated!
- A group rate for GLD or even all ATA members for Acolada, especially for the subscriptions to various dictionaries, would be quite beneficial.
- Non ATA members are in the ATA-GLD email group. Does anyone care about that?