



Sierra Nevada Region Membership Survey

Trudy Mills, Membership Chair

Susan Wilcox, Analyst

The survey of Sierra Nevada Region members occurred between September 9th, 2018 and September 24th, 2018. In total 232 responded. However, one respondent reported that she was no longer a member so that person was removed from the analysis, 231. Unfortunately, some responders did not answer all questions. Thus, the number of answers on the tables in this report may vary to include only valid responses.

The survey has two major subjects Club Membership plus Club growth and Member Satisfaction. In addition member age and longevity in Soroptimism was asked. Many of the questions were asked by text response of 200 to 500 letter answers. These answers were grouped into subjects for analysis.

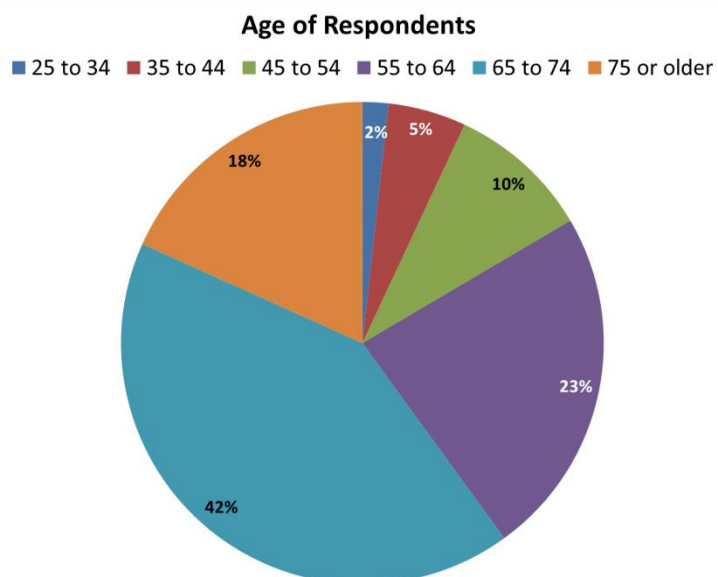
Survey Questions:

- How happy are you, as a club member, right now?
- With relation to growing your club's membership, what do you think is needed?
- How likely is it that you would recommend Soroptimist to a friend or colleague?
- What is your age?
- How long have you been a member of Soroptimist?
- What are the very best things you have experienced as a Soroptimist...on the club level and beyond the club level?
- Do you have a lead for starting a new club in your District?

Respondent Characteristics

The questions about age and longevity in SI were asked in order to understand the respondents and to see if there are variations in satisfaction and growth by the length of Soroptimist experience and age.

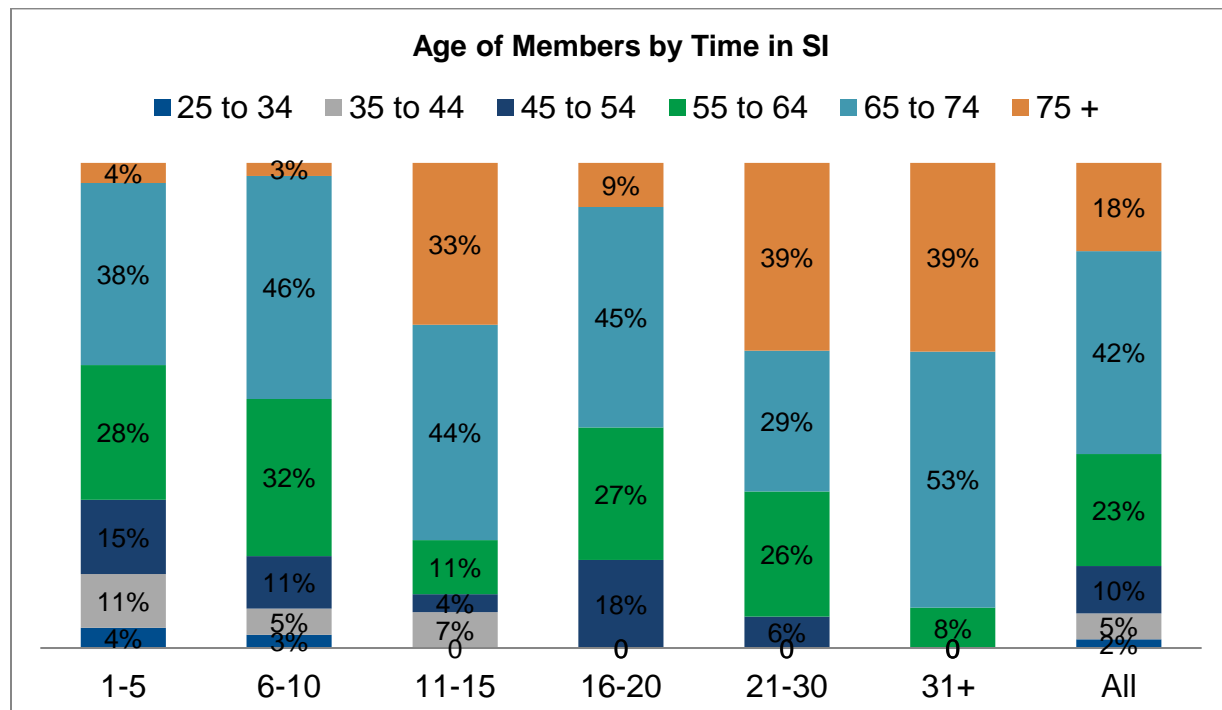
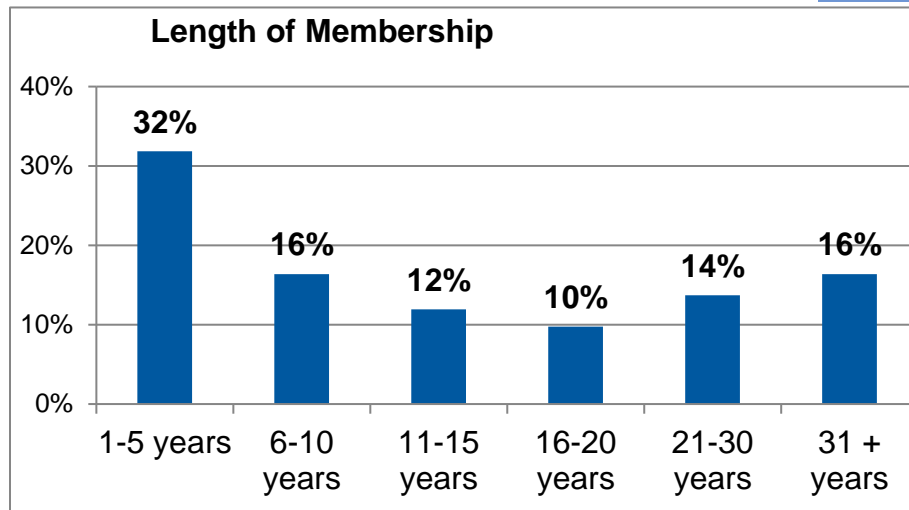
Age: 60% of the respondents are over 65 years of age. This is traditionally an age group of retired persons. Of the younger groupings, 7% are less than 45 years old and a third are between 45 and 64 years of age. They might be classified as empty nesters.





Membership

Years: Almost a third of the respondents have been members for five years or less. Another 16% of the members are 6-10 year members. Thus almost half of the Soroptimists responding to the survey have been Soroptimists for 10 years or less.



When considering membership length, it is reasonable that older members have been in their clubs for the longest time. This, however, is not the total truth. The far right hand column of the chart shows the age distribution of all members. 60% of the members are 65 years or older. When the age is shown by longevity in SI, 42% of the members with 1 to 5 years are 65+ years old and 49% of the 6-10 year members are 65+ years old. Only 30% of the newest members are age 54 and below. Of those in Soroptimist for 6 to 10 years only 19% of the respondents are 54 or less. Thus, the majority of new recruits are not the sought after younger members



Survey Questions

Happy as a Club Member

The very first question on the survey was a five point question with 5 = Very Happy and 1 = Very Unhappy. "How happy are you, as a club member, right now?" Happily, respondents are very satisfied with their clubs, 80% Happy or Very Happy

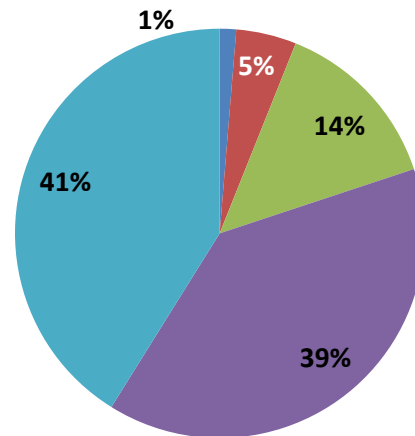
A follow up question was asked "Care to share the reason for your answer?" This was an open text response. In order to concisely report these responses the answers were read and summarized by the one word most representing the answer. Of the 11 respondents that are unhappy or very unhappy 4 mentioned organization problems in their club while 3 disliked the changes in focus of SIA and the support being received from SIA and SNR. Similar lists are available for the Neutral responders and the Happy/Very Happy responders in the Appendix. Note, organization problems were the most frequent comment for the neutral responders with 7 of the 23 responses, 30%.

Of the 89 Happy and Very Happy members the top 80% of the responses were positive comments. Only 4 members mentioned Organization problems within the club. Good club refers mostly to the clubs ability to function and get things done while Wonderful group refers to the ability of the women to work well together and get along. This is different from Friendship. Also New member refers to a new individual where New members refers to the respondent mentioning new members in the club as a reason for happiness with the club.

With such a large proportion of the members being happy or very happy it is very hard to compare their satisfaction with the 6% of the members that are

Happy with Club

■ Very Unhappy ■ Unhappy ■ Neutral ■ Happy ■ Very Happy



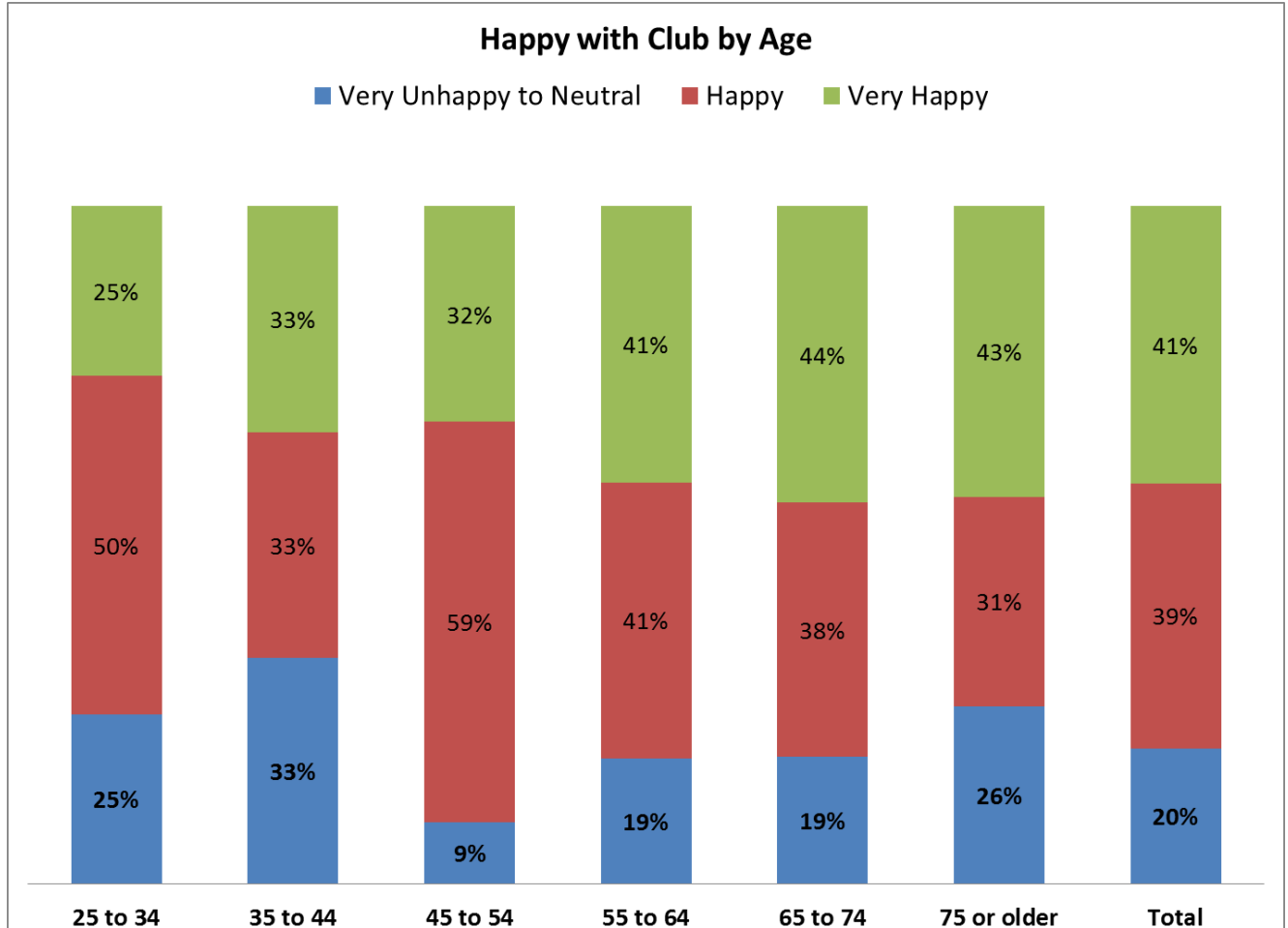
Very Unhappy & Unhappy Members		
	N	%
ORGANIZATION PROBS	4	36.4
MEETING TIME	2	18.2
NEG RE SNR & SIA	2	18.2
DIVERSITY	1	9.1
NEW CHANGES	1	9.1
TRAINING	1	9.1
Total	11	100.0

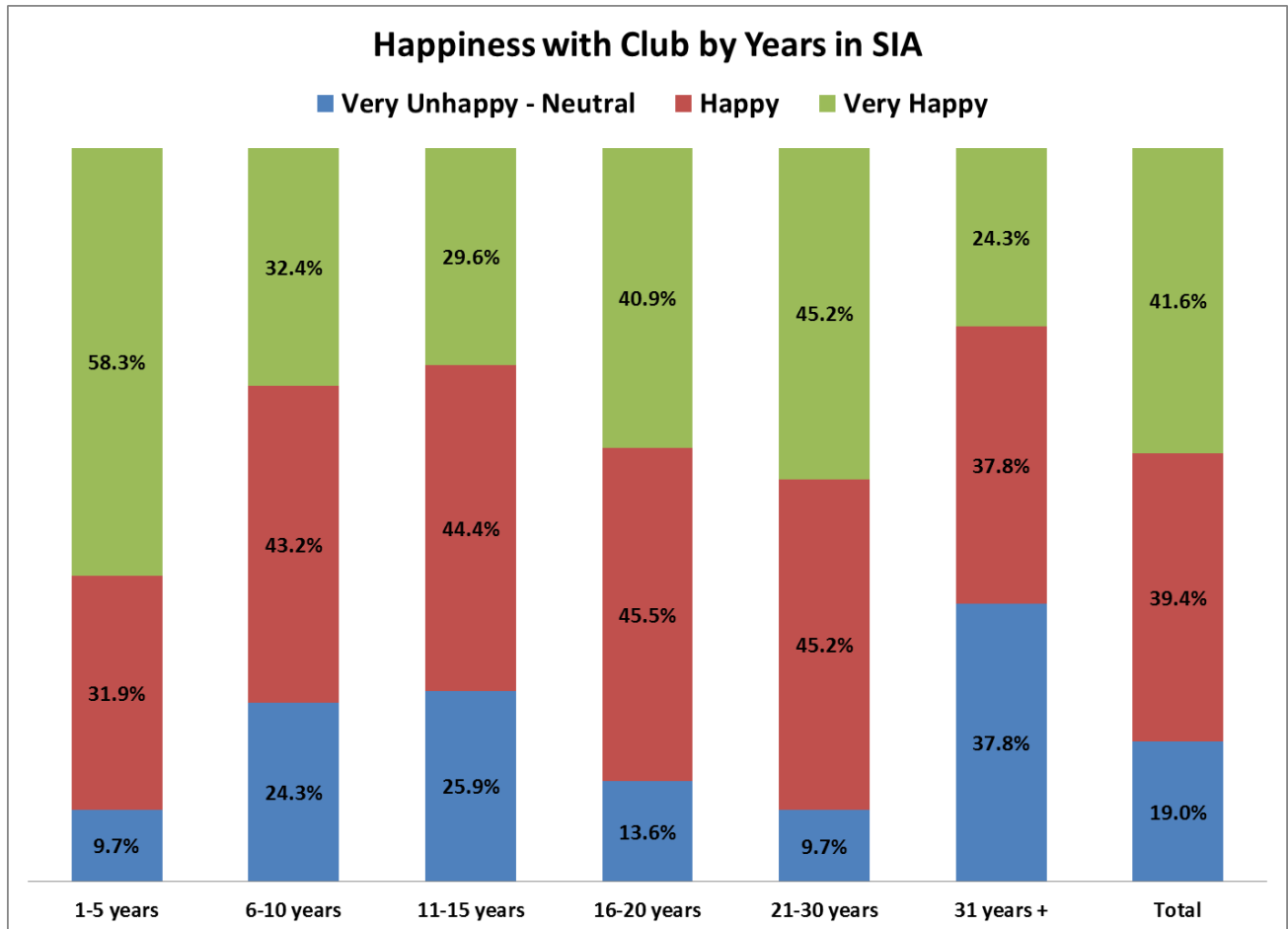
How happy are you, as a club member?		
Happy & Very Happy	N	%
GOOD CLUB	25	28.1
WONDERFUL GROUP	19	21.3
LIKE MISSION	10	11.2
NEW MEMBER	4	4.5
NEW MEMBERS	4	4.5
ORGANIZATION PROBS	4	4.5
COMMITTED	3	3.4
FRIENDSHIP	3	3.4



unhappy and the 14% neutral. Thus, these three categories are merged.

When the satisfaction ranking is compared by age it is shocking to see the percent unhappy and neutral be so high in the younger members! Overall 20% of the respondents marked Very Unhappy to Neutral in their club satisfaction. By comparison, 25% of the youngest members, 25-34 and 33% of the 35-44 year olds responded with negative satisfaction.





When Happiness with Club is considered by length of membership the newest members are the happiest with their club with 92.3% reporting being Happy and Very Happy and only 9.7% reporting Unhappy or Neutral. The percent Unhappy or Neutral increases to 24% & 26% with 6-10 and 11-15 years longevity. A quarter of the members having 6 to 15 years of membership with a negative assessment of their club is a concern for retention.



With relation to growing your club's membership, what do you think is needed?

With relation to growing your club's membership, what do you think is needed?			
	N	%	Cumulative %
YOUNGER MEMBERS	39	19.5	19.5
RECRUITMENT	36	18.0	37.5
VISIBILITY	16	8.0	45.5
MARKETING	11	5.5	51.0
RETENTION	9	4.5	55.5
ACTIVE MEMBERS	8	4.0	59.5
SOCIALIZE	8	4.0	63.5
COST	7	3.5	67.0
PUBLICITY	6	3.0	70.0
MENTORING	5	2.5	72.5
TIME COMMITMENTS	5	2.5	75.0
DOING GREAT	4	2.0	77.0
INCREASE MEMBERS	4	2.0	79.0
MEETING TIME	4	2.0	81.0
TECHNOLOGY	4	2.0	83.0
CIVILITY	3	1.5	84.5

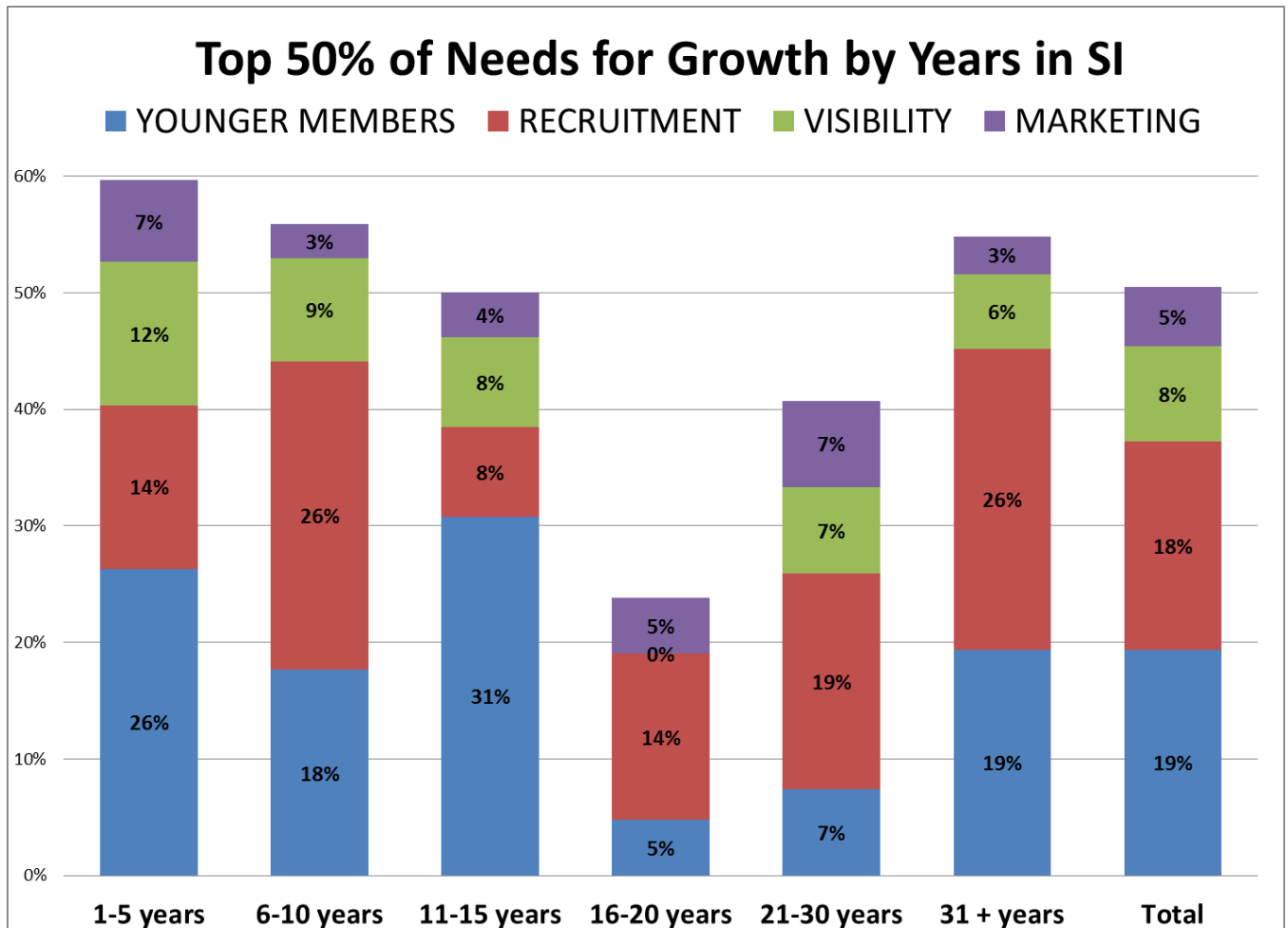
This is another text response where members could write a quite long message. 200 members responded to this question. The table shows the top 89% of the summarized responses. The most popular response is Younger Members, 19.5%, closely followed by Recruitment, 18%. Visibility and Marketing touch on the difficulty of getting Soroptimist known and recognized in the community. These four responses alone accounted for 56% of the answers. Currently there are extensive resources for marketing and recruitment available from SNR and SIA. Unfortunately, we do not know the size of club these responses represent. Are the differences and difficulties for clubs in large and small markets. Are the recruitment and marketing discussed in the resource materials? The entire list is in the Appendix.

With relation to growing your club's membership, what do you think is needed?							
	Age						Total
	25 to 34	35 to 44	45 to 54	55 to 64	65 to 74	75 or older	
YOUNGER MEMBERS	75%	36%	15%	13%	17%	22%	19%
RECRUITMENT		9%	15%	20%	20%	19%	18%
VISIBILITY		9%	5%	9%	9%	8%	8%
MARKETING		9%		4%	6%	8%	6%
RETENTION				7%	6%	3%	5%
SOCIALIZE			15%	2%	5%		4%
ACTIVE MEMBERS				9%	4%	3%	4%
COST	25%			4%	5%		4%
PUBLICITY			5%	2%	1%	8%	3%
TIME COMMITMENTS			5%		4%	3%	3%
MENTORING			5%		5%		3%
TECHNOLOGY		18%		2%	1%		2%
MEETING TIME				2%		8%	2%
INCREASE MEMBERS				2%	1%	5%	2%
DOING GREAT				2%	2%	3%	2%
OUTREACH				2%	2%		2%
FOLLOW-UP NEW				2%	2%		2%
DIVERSE MEMBERS				2%	2%		2%
CIVILITY		9%		2%	1%		2%

When the comments are divided by age there are again differences in the younger and older members. The younger members are very interested in increasing younger membership; however they



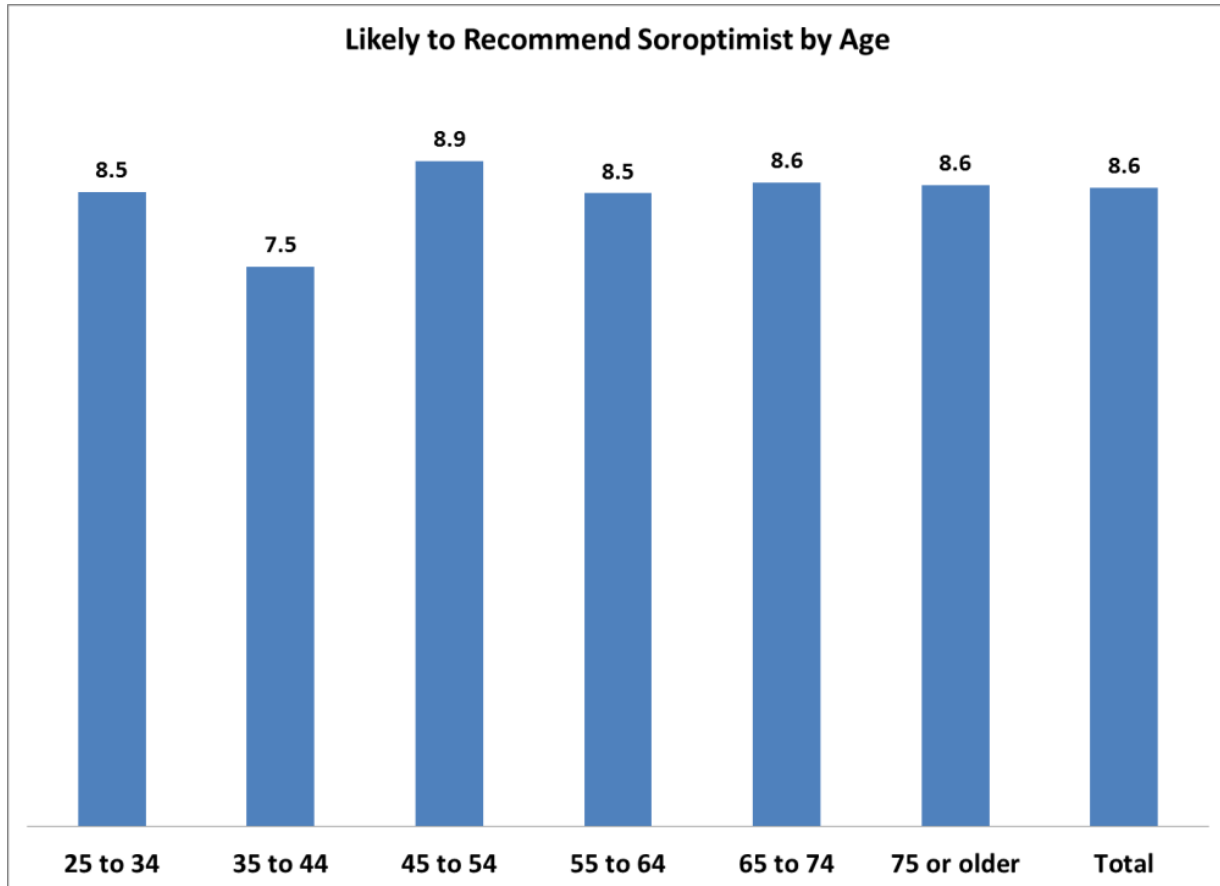
are less interested in recruitment and marketing. The youngest members are also very concerned with the cost of being a Soroptimist.



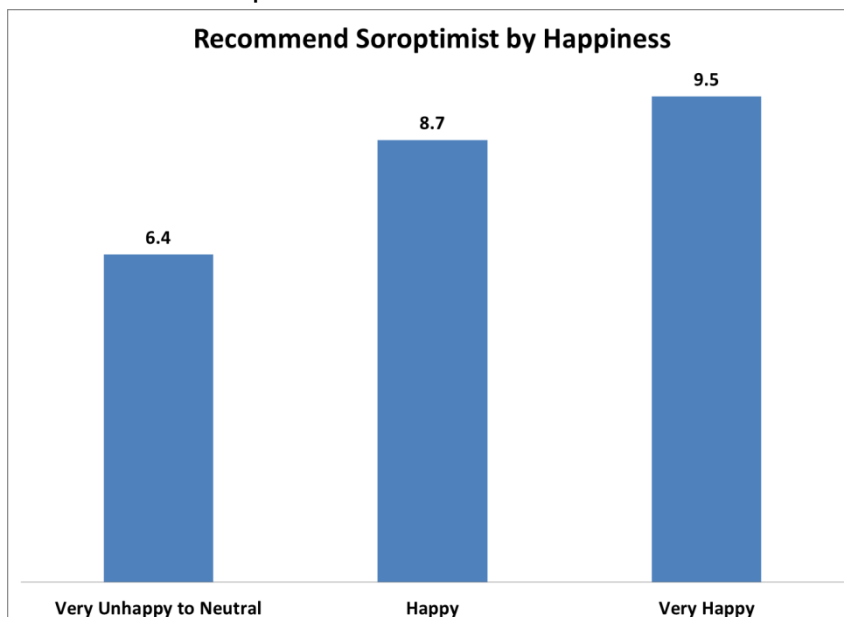
Four items make up 50% of the Needs for Growth statements: Younger Members, Recruitment, Visibility and Marketing. Overall, Younger Members was mentioned by 19% of the respondents. However, 26% of the 1-5 year members mentioned Younger Members. Also, 31% of the 11-15 year members mentioned Younger Members as the need for club growth. By contrast, younger members is not an important need to the 16 to 30 year members. The assumption that longer membership associates with older members it is interesting that they did not mention the Younger members; 5% for 16-20 years and 7% for 21-30 years.

Overall, Recruitment is almost equally mentioned as Younger Members. It is most important to 6-10 year and the most senior members, over 31 years. It is less important to newest members, 1-5 years and 11-15 year members.

How likely is it that you would recommend Soroptimist to a friend or colleague?



All of the respondents answered the 10 point scale question about willingness to recommend Soroptimist to a friend. Almost 50% of the members responded with a 10.

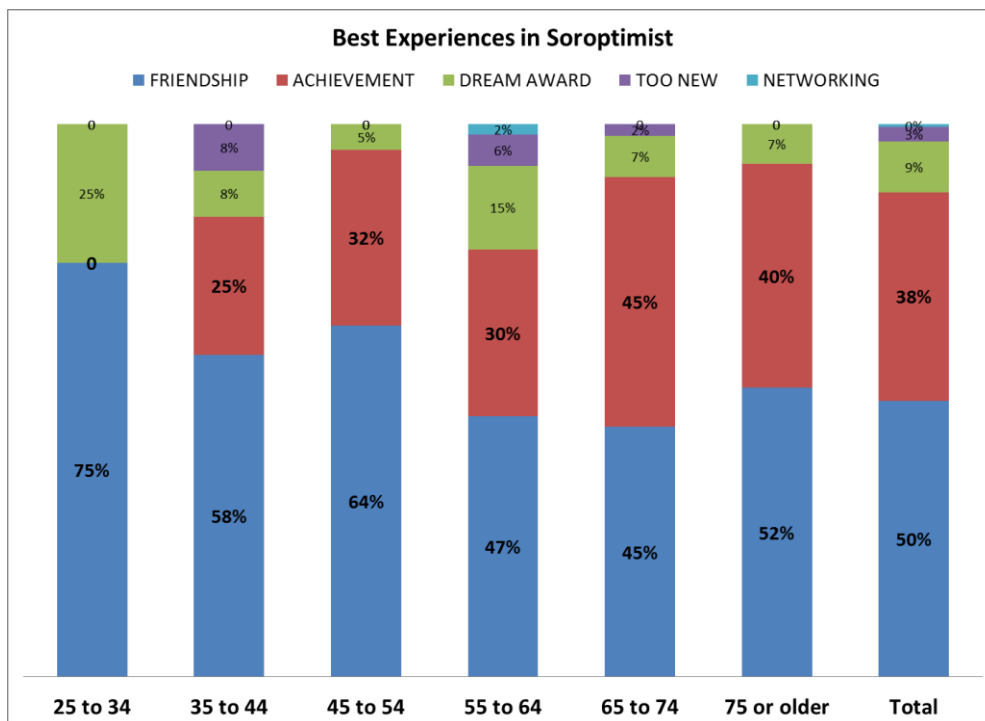


When the scores are averaged the overall average willingness is 8.6. The only age group that deviates any from this is the 35 – 44 year old group with a 7.5.

Not surprisingly, the members that are very unhappy to neutral in satisfaction averaged only 6.4 in their willingness to recommend SI.

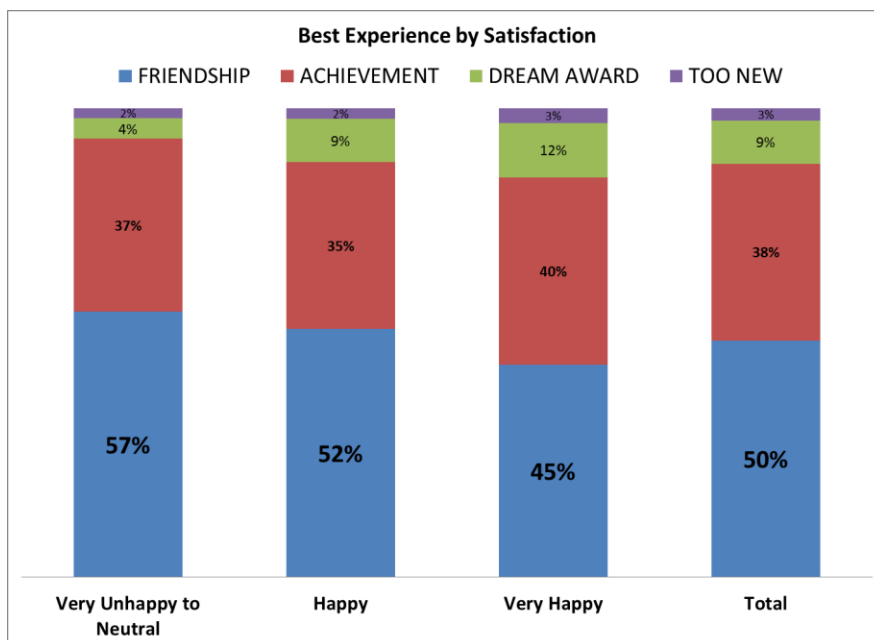


What are the very best things you have experienced as a Soroptimist...on the club level and beyond the club level?



The very last question was a text question asking for the very best things experienced as a Soroptimist. Again the responses were reviewed and summarized. Amazingly the responses fell into three meaningful categories. Friendship, Achievement

and program, Dream Awards. Achievement describes the job of the service. As the graph shows, Friendship is very important to the younger members while the older



members focus equally on the Soroptimist program.

By contrast, there is little difference in the Best Experiences when compared with the satisfaction of the respondent. In the very unhappy to neutral group friendship is highest, 57%, but the percent mentioning Soroptimist achievement is almost



equal to the overall total's mentioning of Achievement; 37% vs. 38%. For the very unhappy to neutral group 57% mentioned Friendship as the best experience in Soroptimist.

The branding with emphasis on the Dream programs is mentioned by only 9% as the best experience in Soroptimism. However, the classification is very muddled with the Dream programs not explicitly mentioned but an important part of Soroptimist.

Summary

The central points of the Soroptimist Pledge reflect much of the outcome of the Membership Survey.

I pledge allegiance to Soroptimist and to the ideals for which it stands:

The Sincerity of Friendship

The Joy of Achievement

The Dignity of Service

The Integrity of Profession

The Love of Country

I will put forth my greatest effort to promote, uphold and defend these ideals, for a larger fellowship – in home, in society, in business, for country and for God.

Both Friendship and Achievement were mentioned the most in the best experiences of membership. Regardless of member age or longevity in Soroptimist, the respondents reported being very happy as a member. Quality of the club function and the friendship are foremost in satisfaction. Only the 35-44 year old members have larger percent of unhappy and neutral members that other age groups

Younger Members and Recruitment are identified by 38% of the respondents as the club's need for growing membership. The emphasis on younger members is strongest in the under 45 year old members while recruitment is the focus of the over 55 years older members.

The members are overwhelmingly happy in their Soroptimist experience. The bond of friendship is strong in members regardless of their satisfaction with their club. They are willing to share about Soroptimism and are aware of what is needed for membership recruitment. One thing not asked is if they know the tools for recruitment and marketing.

Sierra Nevada Region Membership Survey

Appendix

Respondent Characteristics

Age				
		Frequency	Percent	Cumulative Percent
Valid	25 to 34	4	1.7	1.7
	35 to 44	12	5.2	7.0
	45 to 54	22	9.6	16.5
	55 to 64	54	23.5	40.0
	65 to 74	96	41.7	81.7
	75 or older	42	18.3	100.0
	Total	230	100.0	
Statistics				
Age				
Valid	230			
Missing	1			
Range	65.3			
Mean				
Median	65 to 74			
Mode	65 to 74			

Valid refers to the number of individuals answering the question. Thus, 230 of the 231 survey respondents answered the question on age.

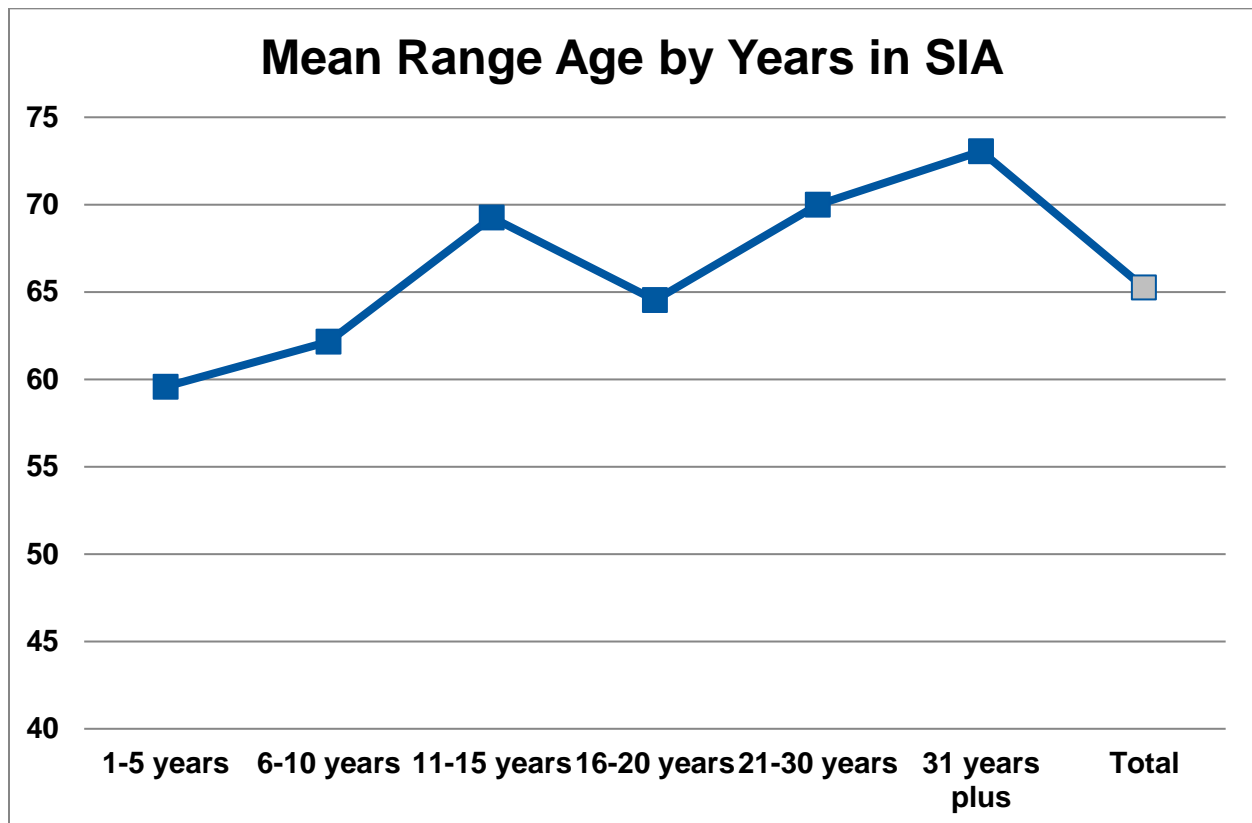
When questions have an answer range the mean or average is not possible without using the middle of the range as the number representing everyone in that range.

The Median is the point on the range of answers where half of the answers are below and half of the answers are above. This may differ from the mean as the mean is influenced by the power of high number.

The mode is the most frequently responded category.

Appendix

How long have you been a member of Soroptimist?			
	Frequency	Percent	Cumulative Percent
1-5 years	72	31.9	31.9
6-10 years	37	16.4	48.2
11-15 years	27	11.9	60.2
16-20 years	22	9.7	69.9
21-30 years	31	13.7	83.6
More than 30 years	37	16.4	100.0
Total	226	100.0	
Statistics			
Valid	226		
Missing	5		
Range mean	14.7		
Median	11-15 years		
Mode	1-5 years		





Appendix

How happy are you, as a club member, right now?			
	Frequency	Percent	Cumulative Percent
Very Unhappy	3	1.3	1.3
Unhappy	11	4.8	6.1
Neutral	32	13.9	19.9
Happy	90	39.0	58.9
Very Happy	95	41.1	100.0
Statistics			
Valid	231		
Missing	0	1=Very Unhappy	
Mean	4.1	5=Very Happy	
Median	4.0		
Mode	5		

Age and Happyness								
		Age						
		25 to 34	35 to 44	45 to 54	55 to 64	65 to 74	75 or older	Total
Club Member Happyness	Very Unhappy to Neutral	25%	33%	9%	19%	19%	26%	20%
	Happy	50%	33%	59%	41%	38%	31%	39%
	Very Happy	25%	33%	32%	41%	44%	43%	41%

Club Member Happiness by Years in SIA													
		Club Member Happyness											
		Very Unhappy to Neutral			Happy			Very Happy			Total		
		N	% Happy	% Years	N	% Happy	% Years	N	% Happy	% Years	N	% Happy	Years
How long have you been a member of Soroptimist?	1-5 years	7	16.3%	9.7%	23	25.8%	31.9%	42	44.7%	58.3%	72	31.9%	100%
	6-10 years	9	20.9%	24.3%	16	18.0%	43.2%	12	12.8%	32.4%	37	16.4%	100%
	11-15 years	7	16.3%	25.9%	12	13.5%	44.4%	8	8.5%	29.6%	27	11.9%	100%
	16-20 years	3	7.0%	13.6%	10	11.2%	45.5%	9	9.6%	40.9%	22	9.7%	100%
	21-30 years	3	7.0%	9.7%	14	15.7%	45.2%	14	14.9%	45.2%	31	13.7%	100%
	31 years +	14	32.6%	37.8%	14	15.7%	37.8%	9	9.6%	24.3%	37	16.4%	100%
Total		43	100.0%	19.0%	89	100.0%	39.4%	94	100.0%	41.6%	226	100.0%	100%



Appendix



Age and Needs							
	Age						Total
	25 to 34	35 to 44	45 to 54	55 to 64	65 to 74	75 or older	
YOUNGER MEMBERS	75%	36%	15%	13%	17%	22%	19%
RECRUITMENT		9%	15%	20%	20%	19%	18%
VISIBILITY		9%	5%	9%	9%	8%	8%
MARKETING		9%		4%	6%	8%	6%
RETENTION				7%	6%	3%	5%
SOCIALIZE			15%	2%	5%		4%
ACTIVE MEMBERS				9%	4%	3%	4%
COST	25%			4%	5%		4%
PUBLICITY			5%	2%	1%	8%	3%
TIME COMMITMENTS			5%		4%	3%	3%
MENTORING			5%		5%		3%
TECHNOLOGY		18%		2%	1%		2%
MEETING TIME				2%		8%	2%
INCREASE MEMBERS				2%	1%	5%	2%
DOING GREAT				2%	2%	3%	2%
OUTREACH				2%	2%		2%
FOLLOW-UP NEW				2%	2%		2%
DIVERSE MEMBERS				2%	2%		2%
CIVILITY		9%		2%	1%		2%
TOO NEW					1%	3%	1%
PROGRAMMING		9%		2%			1%
HANDS ON			10%				1%
UPDATING				2%			1%
TRAINING					1%		1%
TEAM BUILDING					1%		1%
SI ADS				2%			1%
NON POLITICAL			5%				1%
LEADERSHIP					1%		1%
INSPIRATION			5%				1%
INCLUCIVITY			5%				1%
IDENTITY					1%		1%
IDEAS				2%			1%
FUN						3%	1%
ENGANGEMENT				2%			1%
EMPLOYER SUPPORT			5%				1%
COMMUNICATION			5%				1%
CLASSIFICATIONS						3%	1%
ACTION						3%	1%
Total	100%	100%	100%	100%	100%	100%	100%



Appendix



With relation to growing your club's membership, what do you think is needed?			
	N	%	Cumulative %
YOUNGER MEMBERS	39	19.5	19.5
RECRUITMENT	36	18.0	37.5
VISIBILITY	16	8.0	45.5
MARKETING	11	5.5	51.0
RETENTION	9	4.5	55.5
ACTIVE MEMBERS	8	4.0	59.5
SOCIALIZE	8	4.0	63.5
COST	7	3.5	67.0
PUBLICITY	6	3.0	70.0
MENTORING	5	2.5	72.5
TIME COMMITMENTS	5	2.5	75.0
DOING GREAT	4	2.0	77.0
INCREASE MEMBERS	4	2.0	79.0
MEETING TIME	4	2.0	81.0
TECHNOLOGY	4	2.0	83.0
CIVILITY	3	1.5	84.5
DIVERSE MEMBERS	3	1.5	86.0
FOLLOW-UP NEW	3	1.5	87.5
OUTREACH	3	1.5	89.0
HANDS ON	2	1.0	90.0
PROGRAMMING	2	1.0	91.0
TOO NEW	2	1.0	92.0
ACTION	1	.5	92.5
CLASSIFICATIONS	1	.5	93.0
COMMUNICATION	1	.5	93.5
EMPLOYER SUPPORT	1	.5	94.0
ENGAGEMENT	1	.5	94.5
FUN	1	.5	95.0
IDEAS	1	.5	95.5
IDENTITY	1	.5	96.0
INCLUCIVICITY	1	.5	96.5
INSPIRATION	1	.5	97.0
LEADERSHIP	1	.5	97.5
NON POLITICAL	1	.5	98.0
SI ADS	1	.5	98.5
TEAM BUILDING	1	.5	99.0
TRAINING	1	.5	99.5
UPDATING	1	.5	100.0
Total Responses	200	100.0	
Missing	31		
Total Surveys	231		



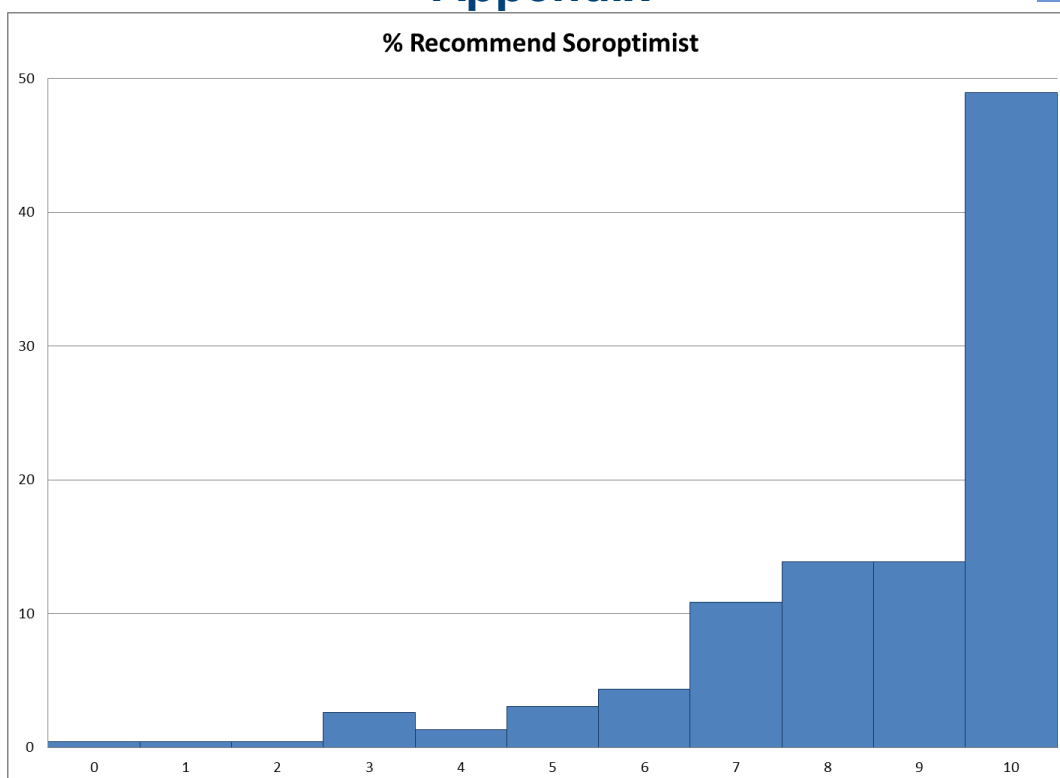
Appendix

Club Needs for Growth by Years SI															How long have you been a member of Soroptimist?																
	1-5 years			6-10 years			1-10 Years			11-15 years			16-20 years			21-30 years			More than 30 years			Total									
	N	%	Need	N	%	Need	N	%	Need	N	%	Need	N	%	Need	N	%	Need	N	%	Need	N	%								
YOUNGER MEMBERS	15	26%	39%	6	18%	16%	21	23%	55%	8	31%	21%	1	5%	3%	2	7%	5%	6	19%	16%	38	19%								
RECRUITMENT	8	14%	23%	9	26%	26%	17	19%	49%	2	8%	6%	3	14%	9%	5	19%	14%	8	26%	23%	35	18%								
VISIBILITY	7	12%	44%	3	9%	19%	10	11%	63%	2	8%	13%	0	0%	0%	2	7%	13%	2	6%	13%	16	8%								
MARKETING	4	7%	40%	1	3%	10%	5	5%	50%	1	4%	10%	1	5%	10%	2	7%	20%	1	3%	10%	10	5%								
RETENTION	0	0%	0%	2	6%	22%	2	2%	22%	1	4%	11%	2	10%	22%	2	7%	22%	2	6%	22%	9	5%								
SOCIALIZE	2	4%	25%	1	3%	13%	3	3%	38%	2	8%	25%	1	5%	13%	1	4%	13%	1	3%	13%	8	4%								
ACTIVE MEMBERS	2	4%	25%	1	3%	13%	3	3%	38%	3	12%	38%	1	5%	13%	1	4%	13%	0	0%	0%	8	4%								
COST	3	5%	43%	1	3%	14%	4	4%	57%	0	0%	0%	0	0%	0%	3	11%	43%	0	0%	0%	7	4%								
PUBLICITY	1	2%	17%	1	3%	17%	2	2%	33%	1	4%	17%	1	5%	17%	1	4%	17%	1	3%	17%	6	3%								
TIME COMMITMENTS	2	4%	40%	1	3%	20%	3	3%	60%	2	8%	40%	0	0%	0%	0	0%	0%	0	0%	0%	5	3%								
MENTORING	2	4%	40%	1	3%	20%	3	3%	60%	0	0%	0%	1	5%	20%	0	0%	0%	1	3%	20%	5	3%								
TECHNOLOGY	1	2%	25%	1	3%	25%	2	2%	50%	1	4%	25%	0	0%	0%	1	4%	25%	0	0%	0%	4	2%								
MEETING TIME	0	0%	0%	1	3%	25%	1	1%	25%	0	0%	0%	1	5%	25%	2	7%	50%	0	0%	0%	4	2%								
INCREASE MEMBERS	1	2%	25%	0	0%	0%	1	1%	25%	1	4%	25%	1	5%	25%	0	0%	0%	1	3%	25%	4	2%								
DOING GREAT	0	0%	0%	0	0%	0%	0	0%	0%	0	0%	0%	2	10%	50%	1	4%	25%	1	3%	25%	4	2%								
OUTREACH	0	0%	0%	1	3%	33%	1	1%	33%	0	0%	0%	0	0%	0%	0	0%	0%	2	6%	67%	3	2%								
FOLLOW-UP NEW	1	2%	33%	1	3%	33%	2	2%	67%	0	0%	0%	1	5%	33%	0	0%	0%	0	0%	0%	3	2%								
DIVERSE MEMBERS	1	2%	33%	1	3%	33%	2	2%	67%	0	0%	0%	1	5%	33%	0	0%	0%	0	0%	0%	3	2%								
CIVILITY	0	0%	0%	0	0%	0%	0	0%	0%	2	8%	67%	0	0%	0%	0	0%	0%	1	3%	33%	3	2%								
TOO NEW	1	2%	100%	0	0%	0%	1	1%	100%	0	0%	0%	0	0%	0%	0	0%	0%	0	0%	0%	1	1%								
PROGRAMMING	1	2%	50%	0	0%	0%	1	1%	50%	0	0%	0%	1	5%	50%	0	0%	0%	0	0%	0%	2	1%								
HANDS ON	2	4%	100%	0	0%	0%	2	2%	100%	0	0%	0%	0	0%	0%	0	0%	0%	0	0%	0%	2	1%								
UPDATING	0	0%	0%	0	0%	0%	0	0%	0%	0	0%	0%	0	0%	0%	1	4%	100%	0	0%	0%	1	1%								
TRAINING	0	0%	0%	0	0%	0%	0	0%	0%	0	0%	0%	0	0%	0%	0	0%	0%	1	3%	100%	1	1%								
TEAM BUILDING	0	0%	0%	1	3%	100%	1	1%	100%	0	0%	0%	0	0%	0%	0	0%	0%	0	0%	0%	1	1%								
SI ADS	0	0%	0%	0	0%	0%	0	0%	0%	0	0%	0%	0	0%	0%	1	4%	100%	0	0%	0%	1	1%								
NON POLITICAL	1	2%	100%	0	0%	0%	1	1%	100%	0	0%	0%	0	0%	0%	0	0%	0%	0	0%	0%	1	1%								
LEADERSHIP	0	0%	0%	0	0%	0%	0	0%	0%	0	0%	0%	0	0%	0%	0	0%	0%	1	3%	100%	1	1%								
INSPIRATION	1	2%	100%	0	0%	0%	1	1%	100%	0	0%	0%	0	0%	0%	0	0%	0%	0	0%	0%	1	1%								
INCLUSIVITY	0	0%	0%	0	0%	0%	0	0%	0%	0	0%	0%	1	5%	100%	0	0%	0%	0	0%	0%	1	1%								
IDENTITY	0	0%	0%	0	0%	0%	0	0%	0%	0	0%	0%	1	5%	100%	0	0%	0%	0	0%	0%	1	1%								
IDEAS	1	2%	100%	0	0%	0%	1	1%	100%	0	0%	0%	0	0%	0%	0	0%	0%	0	0%	0%	1	1%								
FUN	0	0%	0%	0	0%	0%	0	0%	0%	0	0%	0%	0	0%	0%	0	0%	0%	1	3%	100%	1	1%								
ENGAGEMENT	0	0%	0%	1	3%	100%	1	1%	100%	0	0%	0%	0	0%	0%	0	0%	0%	0	0%	0%	1	1%								
EMPLOYER SUPPORT	0	0%	0%	0	0%	0%	0	0%	0%	0	0%	0%	1	5%	100%	0	0%	0%	0	0%	0%	1	1%								
COMMUNICATION	0	0%	0%	0	0%	0%	0	0%	0%	0	0%	0%	0	0%	0%	1	4%	100%	0	0%	0%	1	1%								
CLASSIFICATIONS	0	0%	0%	0	0%	0%	0	0%	0%	0	0%	0%	0	0%	0%	0	0%	0%	1	3%	100%	1	1%								
ACTION	0	0%	0%	0	0%	0%	0	0%	0%	0	0%	0%	0	0%	0%	1	4%	100%	0	0%	0%	1	1%								
Total	57	100%	29%	34	100%	17%	91	100%	46%	26	100%	13%	21	100%	11%	27	100%	14%	31	100%	16%	196	100%								





Appendix



Age and Recommend							
How likely is it that you would recommend Soroptimist	Age						Total
	25 to 34	35 to 44	45 to 54	55 to 64	65 to 74	75 or older	
Mean	8.5	7.5	8.9	8.5	8.6	8.6	8.6
Median	9	8	10	9	10	9	9
Mode	7	10	10	10	10	10	10
Total N	<5	12	22	54	96	42	230

Satisfaction and Recommend			
How likely is it that you would recommend Soroptimist?	Club Member Happiness		
	Very Unhappy to Neutral	Happy	Very Happy
Mean	6.4	8.7	9.5
Median	7	9	10
Mode	6	10	10
Minimum	0	4	5
Total N	46	90	95



Appendix



What are the very best things you have experienced as a Soroptimist...club level and beyond? By Age														
	Age													
	25 to 34		35 to 44		45 to 54		55 to 64		65 to 74		75 or older		Total	
FRIENDSHIP	75%	3	58%	7	64%	14	47%	25	45%	43	52%	22	50%	114
ACHIEVEMENT			25%	3	32%	7	30%	16	45%	43	40%	17	38%	86
DREAM AWARD	25%	1	8%	1	5%	1	15%	8	7%	7	7%	3	9%	21
TOO NEW			8%	1			6%	3	2%	2			3%	6
NETWORKING							2%	1					0%	1
Total	100%	4	100%	12	100%	22	100%	53	100%	95	100%	42	100%	228

What are the very best things you have experienced as a Soroptimist...club level and beyond? By Happiness				
	Club Member Happiness			
	Very Unhappy to Neutral	Happy	Very Happy	Total
FRIENDSHIP	57%	52%	45%	50%
ACHIEVEMENT	37%	35%	40%	38%
DREAM AWARD	4%	9%	12%	9%
TOO NEW	2%	2%	3%	3%
NETWORKING		1%		0%
Total	100%	100%	100%	100%