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# Live Longer, Live Happier, Join SIR

## Final Report – 2020 SIR All Member Survey August 22, 2020

By: Ed Benson, Public Image Task Force Chairman

### Executive Summary:

The survey was conducted during July, 2020, utilizing Constant Contact's survey architecture. 10,610 surveys were emailed to all SIRs who had an email address listed in the State database. Given that SIR has over 13,000 members, almost 2500 Sirs were unable to take the survey.

The survey effort and analysis was undertaken by President Ed Benson. He was significantly assisted in the survey effort by Rick Sale who handled all survey communications with members and provided key data summaries. Vice President Jim Johnson provided significant support in analyzing over 3000 written comments regarding why the respondents liked SIR. A summary of the response categories is included at the end of this report.

In reviewing and analyzing all the survey responses, they have been categorized into three key categories that SIR leadership must focus on and respond to:

1. SIR's Age Demographics
2. Recruiting
3. Member Relations

### 1. SIR's Age Demographics:

The survey highlighted three general areas of concern:

- Our median respondent's age is 76, and the median longevity of American Caucasian males is about 75
- Only ten percent of our respondents are under 67
- 75% are 81 or older
- Additionally, we believe the Pandemic will create membership losses which will be generally felt among our older members

#### Recommendations:

- Given our age demographics and the Pandemic we must not only recruit in greater numbers, but work to recruit members in their mid-70s and below

### 2. Recruiting:

- Activities are the number one reason for joining SIR, particularly for those under 70
- Golf is our key activity for both reasons respondents joined SIR and current member participation
- Those under 65 were drawn to SIR by our active activities and making friends
- The importance of luncheons decreases as prospects become younger
- Participation as a volunteer for a nonprofit or event is likely to bring SIRs in touch with prospects
- Women's organizations could be fertile grounds for recruiting
- Younger participants were more frequent users of Facebook and YouTube

### **Recommendations:**

- Golf is the key recruiting activity, and it is currently being played during the Pandemic. Focus on it to recruit prospects now and in the future
- Other active, outdoor activities such as walking, hiking, cycling, bocce, pickle ball, etc., could provide us with a flow of prospects now, and younger prospects in the future.
- When things return to some semblance of normal, focus on spreading the SIR word at non profits, community events and women's clubs (See the final report, Appendix A – Summary of Interviews with Sir Leaders for numerous suggestions)
- Improve our presence in Facebook and YouTube

### **3. Member Relations:**

- 77% of respondents rated their SIR experience as very enjoyable or higher, and they are likely to recommend their friends join SIR
- 23% rated the experience as "It's OK" with 3% rating it as "Take it or leave it"
- Of over 3000 written survey messages, over 52% of the respondents most liked SIR's fellowship, friendships, camaraderie and luncheons. Golf received 27% of the comments and activities 14%
- Participants are highly likely to attend Branch luncheons when COVID 19 restrictions end, likely to participate in outdoor activities and somewhat less likely to participate in indoor activities
- 20% of the participants are not aware of SIR's Member Expectations and almost 40% are unsure of what they are.
- Luncheons increase in importance as one grows older
- 36% of participants are willing to devote extra effort to increase SIR's membership

### **Recommendations:**

- We must offer opportunities at all SIR luncheons, activities and events for members to build friendships and connect with current friends
- We need to ensure that FUN is a major component in all we do
- Fun, informative and entertaining luncheons in attractive venues and good food value are key for many members – especially as they age
- Our members must understand and react to our four Member Expectations. Before the Pandemic, a video, "What Can a Member Do?" was to be shown to all members at a luncheon. If a member doesn't understand and buy in to our expectations, how can we expect their ongoing, active support?
- Members need to understand the issues SIR faces in the post-Pandemic world.

In conclusion, I believe the survey has provided SIR valuable information about our members' opinions and attitudes. Perhaps it does not provide any real surprises, but it does reaffirm areas SIR leaders have been talking about and working to focus on for the last few years. The key question our leadership faces is, how do we build these recommendations into the SIR culture as we move forward?"

Respectfully submitted,

Ed Benson, Chairman, Public Image and Marketing Task Force

## Survey Summary Statistics and Observations

### Survey Participation:

Action	Number	Percent of Mailed Surveys	Percent of SIR Members (~13,300)
<b>Emailed</b>	10,610	N/A	79.7
<b>Undeliverable</b>	446	3.9	N/A
<b>Opened</b>	6810	67.0	N/A
<b>Viewed Survey</b>	4871	47.4	36.6
<b>Completed Survey</b>	4212	41.4	31.2

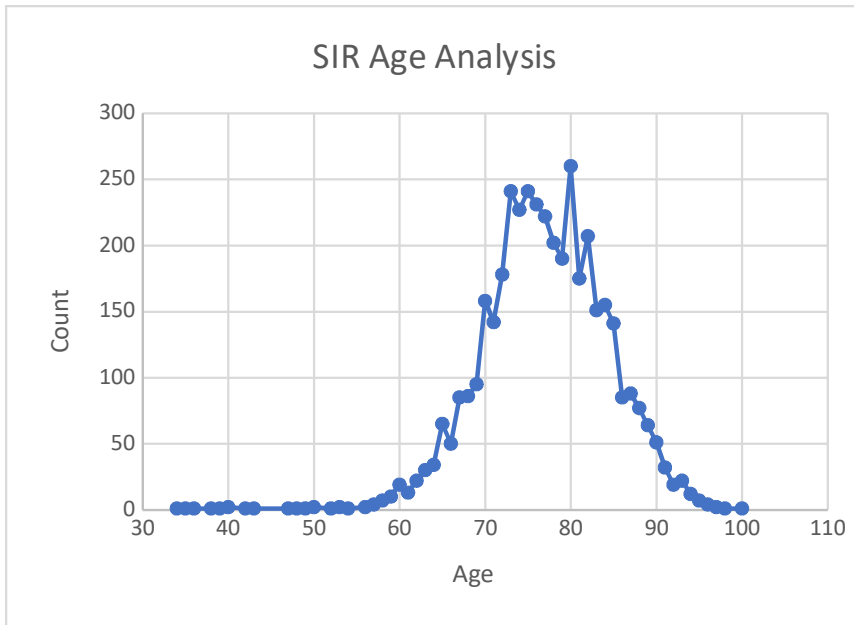
### Observations and Recommendations:

- A 41% response rate of those who received and completed the survey is excellent, especially for a first time survey effort
- We cannot validate that the respondents' demographics mirror SIR membership since SIR does not collect age data; however, for our purposes and with over 30% of our members responding it is a reasonable assumption the survey is representative of membership
- SIR needs to obtain more member email addresses

### Survey Respondents' Age Demographics:

#### SIR Age Analysis by Percentile

Lowest Age Reported	34
10th Percentile	67
25th Percentile	72
Median	76
75 Percentile	81
90th Percentile	85
Highest Age Reported	100



**Observations:**

- A hand full of respondents are 60 and below; only ten percent are 67 and below
- The respondents' median age was 76. The current life span of American Caucasian males is about 75
- Three quarters of the respondents were 81 or older
- Fifteen percent are between 81 and 85
- Ten percent of the respondents were 85 or older
- Over 250 (~6%) of the respondents will be 80 years old this year; applying that percentage to SIR's total membership would equal almost 800 members

**Note: Survey results were analyzed in total and by sub-groups of respondent age, Branch size and population in Branch market area. Any significant differences identified from the total survey are noted in the observations. If nothing is noted, the results were generally uniform across the three sub-groups.**

**1. How long have you been a member of SIR?**

Answer	0%	100%	Number of Response(s)	Response Ratio
Less than 5 years	[Bar]		1435	34.7 %
5 to 10 years	[Bar]		1213	29.3 %
11 to 15 years	[Bar]		737	17.8 %
16 to 20 years	[Bar]		418	10.1 %
21 years or more	[Bar]		275	6.6 %
No Response(s)	[Bar]		55	1.3 %
<b>Totals</b>			<b>4133</b>	<b>100%</b>

**Observations:**

- Even given respondents' age demographics, SIR tends to hold its members for a long time; about 36% have been with us for 11 years or more

**2. What made SIR membership of interest to you? Please rate the items from 1 (highest) to 7 (lowest) without using duplicate numbers. Your first three rankings are the most important.**

1 = Most Interest to You; 7 = Least Interest to You

Answer	1	2	3	4	5	6	7	Number of Response(s)	Ranking Score*
Variety of activities								3357	2.7
Attending interesting luncheons								3357	2.9
Keeping busy/active								3357	3.2
Getting out of the house								3357	4.4
I was lonely								3357	6.1
Meeting new friends								3357	3.2
Spouse/partner recommended something like it								3357	5.4

\*The Ranking Score is the weighted average calculated by dividing the sum of all weighted rankings by the number of total responses

**Observations: (Remember the lower the number the higher the ranking)**

- Overall, the variety of activities, interesting luncheons and keeping active/meeting new friends were the respondents' key reasons for joining SIR
- Respondents under 65 were looking for activities, staying active and finding new friends
- In the large Branches (181 or more members), the variety of activities was a more important reason for joining than interesting luncheons
- Respondents under 70 significantly found activities a higher reason for joining than luncheons
- As respondents age, lunches take on increasing importance

**3. Please rate the following activities according to how frequently you participate or would participate if your Branch offered them.**

1 = Never, 2 = Occasionally, 3 = Frequently

Answer	1	2	3	Number of Response(s)	Rating Score*
Golf				3718	2.0
Bowling				3718	1.4
Bocce				3718	1.5
Fishing				3718	1.4
Dining Out				3718	1.9
Wine Tasting				3718	1.6
Travel				3718	1.7
Computers				3718	1.6
Photography				3718	1.4
Card Games				3718	1.5

\*The Ranking Score is the weighted average calculated by dividing the sum of all weighted rankings by the number of total responses

**Observations:**

- Overall, golf is the activity most frequently mentioned, followed by dining out, travel, computers and wine tasting

- Respondents in small markets (under 50K population), generally participate in activities less frequently than those in larger markets
- Respondents under 75 play golf significantly more frequently than any other activity

**4. Other than SIR, have you ever belonged or participated in any of these types of groups or activities? Check all that apply.**

Answer	0%	100%	Number of Response(s)	Response Ratio
Fraternal organization			1140	28.1 %
Service club (such as Kiwanis, Rotary, Elks, or Lions)			1337	33.0 %
Volunteer for a nonprofit or event			2213	54.7 %
A club or committee connected to your religious organization			1104	27.2 %
Nonprofit board or event committee			1319	32.6 %
Business group (chamber, networking or trade group)			1014	25.0 %
None of the above			724	17.9 %
Other			541	13.3 %
		<b>Totals</b>	<b>4044</b>	<b>100%</b>

**Observations:**

- Respondents participate(ed) significantly more as nonprofit/event volunteers than any other outside group
- Currently belonging/having belonged to a service club or a nonprofit board/event committee were a virtual tie for second place, but they were significantly less than the top ranked activity
- About 80 percent of the respondents either had belonged or currently belong to an outside group or activity
- Respondents in larger Branches are/have been more likely to volunteer for a non profit or charitable event
- Respondents in small markets are significantly more likely to participate/have participated in outside groups and activities
- Respondents in smaller Branches are/have been more likely to be members of service clubs
- There were no outside group particularly frequented by respondents under 65

**5. Has your spouse/partner ever belonged to or participated in any of these types of groups or activities? Check all that apply.**

Answer	0%	100%	Number of Response(s)	Response Ratio
Women's organization			1588	41.5 %
Service club (such as Kiwanis, Rotary, Elks, or Lions)			441	11.5 %
Volunteer for a nonprofit or event			1952	51.0 %
A club or committee connected to your religious organization			1046	27.3 %
Nonprofit board or event committee			894	23.3 %
Business group (chamber, networking or trade group)			428	11.1 %
Not applicable			957	25.0 %
Other			293	7.6 %
		<b>Totals</b>	<b>3822</b>	<b>100%</b>

**Observations:**

- There is/was a high degree of participation by members' spouse/partners of all ages volunteering for a non profit or an event
  - Respondents' wives/spouses are/were significantly more likely to belong to a woman's organization than their partner was to a fraternal organization
  - Respondents' wives/spouses were less likely to participate in any of these types of groups than their partner
- Members in small markets are significantly more likely to participate/have participated in outside groups

**6. Do you participate in or use any of these online services?**

1 = Never, 2 = Monthly or Less, 3 = Weekly, 4 = Daily

Answer	1	2	3	4	Number of Response(s)	Rating Score*
Facebook					3186	2.2
Twitter					3186	1.2
NextDoor					3186	1.9
Pinterest					3186	1.2
YouTube					3186	2.2
Patch					3186	1.1
Other (Please see question 8.)					3186	1.2

\*The Rating Score is the weighted average calculated by dividing the sum of all weighted ratings by the number of total responses.

**Observations:**

- Respondents view Facebook and YouTube more than monthly but less than weekly followed by NextDoor
- Respondents under 70 are more likely to visit Facebook and YouTube than those older

**7. Does your spouse/partner participate in or use any of these online services?**

1 = Never, 2 = Monthly or Less, 3 = Weekly, 4 = Daily

Answer	1	2	3	4	Number of Response(s)	Rating Score*
Facebook					3589	2.5
Twitter					3263	1.2
NextDoor					3366	1.8
Pinterest					3242	1.3
YouTube					3337	1.9
Patch					3176	1.1
Other (Please see question 8.)					2054	1.2

\*The Rating Score is the weighted average\

**Observations:**

- Facebook is viewed most frequently by spouse/partners followed by NextDoor and YouTube
- Spouse/partners use Facebook more frequently than their partner

## 10. Overall, how do you rate you SIR experience?

1 = Take It or Leave It, 2 = It's OK, 3 = Very Enjoyable, 4 = Couldn't Live Without It

	1	2	3	4	Number of Response(s)	Rating Score*
					4073	2.8

\*The Rating Score is the weighted average calculated by dividing the sum of all weighted ratings by the number of total responses.

1 = Take It or Leave It, 2 = It's OK, 3 = Very Enjoyable, 4 = Couldn't Live Without It

Rating	1	2	3	4
Percent Response	3	20	73	4

### Observations:

- The respondents' weighted average rating score is just below Very Enjoyable
- Twenty-three percent of respondent indicated that there are significant Improvements that could be made.
- Almost 80% are very satisfied

## 12. When the applicable COVID 19 restrictions end, how likely are you to...

1 = Not Likely, 2 = Would Consider It, 3 = Likely, 4 = Highly Likely

Answer	1	2	3	4	Number of Response(s)	Rating Score*
Refer friends and acquaintances to SIR?					3916	2.9
Attend the Branch luncheons?					3916	3.5
Participate in Branch outdoor activities?					3916	3.0
Participate in Branch indoor activities?					3916	2.6

\*The Rating Score is the weighted average calculated by dividing the sum of all weighted ratings by the number of total responses.

### Observations:

- respondents are likely to recommend SIR to their friends and acquaintances
- When COVID 19 restrictions are ended, respondents are very likely to attend luncheons, likely to attend outside activities and somewhat less likely to attend inside activities.
- This finding is similar among all three sub-groups

## 13. Are you familiar with SIR's four expectations of its members?

Answer	0%	100%	Number of Response(s)	Response Ratio
Yes			1678	40.6 %
No			858	20.7 %
I am not sure			1532	37.0 %
No Response			65	1.5 %
<b>Totals</b>			<b>4133</b>	<b>100%</b>

### Observations:

- Forty percent of respondents are familiar with SIR's four member expectations, 60% are not



- Respondents in the smallest and largest Branches are less likely to be familiar with the four SIR Member Expectations
- Respondents in large and very large markets are more likely to be familiar with the four SIR Member Expectations

**14. A typical Branch gains 12 percent of its membership and loses 16 percent of its membership every year. Are you willing to devote extra effort to increase SIR's membership?**

Answer	0%	100%	Number of Response(s)	Response Ratio
Yes			1484	35.9 %
No			733	17.7 %
I am not sure			1846	44.6 %
No Response			70	1.6 %
<b>Totals</b>			<b>4133</b>	<b>100%</b>

**Observations:**

- Almost four out of ten of the respondents are willing to put forth extra effort to increase SIR's membership
- Forty-five percent are unsure, and about 20% are not willing
- Responses are similar to those for awareness of member expectations
- respondents under 65 are more unsure whether they would spend extra effort to increase SIR membership
- There is a correlation between age and unwillingness to provide extra effort
- Members in the large market Branches are more likely to expend extra effort to increase SIR membership

The table below provides a summary of the written responses to the question, "What do you like most about SIR's membership?"

Element	No. of Mentions	Pct. of Mentions
Fellowship, friends camaraderie, luncheons	1596	52.2
Golf	809	26.5
Activities in general	419	13.7
Bowling	61	2.0
Bocce	24	.8
Cards	24	.8
Other	124	4.1
Total	3057	100.0