Results from Rotary 7070 Survey

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Methodology

Designed survey to provide a quick pulsecheck of District 7070

Results will serve as a baseline measurement that can be used to judge if the actions of the strategic plan are moving opinions in the right direction

All Rotaractors, Interactors and Rotarians were invited to participate in the 10 question survey. All were sent a link to use. The survey was open from March 29 to April 26, 2020
Total of 695 Responses collected

- Amount of Rotarians plus Rotaractors and Interactors is around 2100
- Therefore, you heard from about \( \frac{1}{3} \) of all those who could have qualified to answer survey
- People on average spent just under 3 minutes answering the 10 question survey

Your nudges to complete survey worked:

- On March 29, 319 responded & on March 30, 105 more responded

You sent a second reminder on April 5. This resulted in:

- An additional 62 completing survey that day followed by another 57 the next day

The 3rd reminder went out April 25. This resulted in 88 more responses in 2 days.

In total, all but 64 responded within 2 days of a reminder being sent out! Impressive!
More about Our Survey Sample

In actual numbers, there were:

- 98 people from a small club
- 302 identified themselves in a medium size club
- 141 were from a large club
- 154 were from a very large club
More About our Respondents

- Of the 695 who completed the survey - 631 completed the comment question where we asked them to identify if they were in Interact, Rotaract or a Rotary Club:
  - 4 identified themselves as part of an Interact Club
  - 21 identified as Rotaract member
  - Over 600 of the respondents were from a Rotary Club
More about the Respondents

Q10 Finally, how long have you been a Rotarian and / or Rotaractor / Interactor?
The Results
How confident are you in answering the question - “What is Rotary?”

Average was 3.9/5 (78%)
More Analysis Revealed

- The mean lowers from 3.9 / 5 to 3.3 / 5 (68%) if you look at the responses of only those who have been in Rotary 2 years or less;

- There was no differences in responses when looking through the size of club lens - in other words, the confidence rating of those in a small club was not significantly different than those in a large club

While it is true that almost 15% of those who had been in Rotary for 2 years or less were not at all confident or only slightly confident, nearly 47% are very or extremely confident in answering “what is Rotary”

<table>
<thead>
<tr>
<th>Years in Rotary</th>
<th>Very or extremely confident to answer What is Rotary</th>
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<tbody>
<tr>
<td>Less than 2 years</td>
<td>46.8%</td>
</tr>
<tr>
<td>More than 2 but less than 5 years</td>
<td>65.1%</td>
</tr>
<tr>
<td>More than 5 but less than 10 years</td>
<td>72.0%</td>
</tr>
<tr>
<td>More than 10 years</td>
<td>76.8%</td>
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</tbody>
</table>
Q2 To what extent do you feel proud to be a Rotarian / Rotaractor / Interactor?

Average Mean = 4.26 / 5 (85%)
Almost 92% of those who have been in Rotary 10 years or more are very to extremely proud to be a Rotarian.

75% of those who have been in Rotary two years or less are also very or extremely proud to be a Rotarian.
The size of your club does not lead to any significant differences in the amount of pride you feel as a Rotarian.
60.6% of Rotarians who responded to survey feel very or extremely engaged in their own club.

For those who have only been in Rotary for two years or less, 52% feel very or extremely engaged.

For those who have been in Rotary between 2-5 years, 60% report being very or extremely engaged.

For those with more than 5 years but not 10 years, 64% report being very or extremely engaged. Similar result for those in Rotary 10 years or more - 62% report being very or extremely engaged.
Whether in a small or large club, there are no significant differences in the degree to which people reported feeling engaged. For example:

- 65% of those in a small club were very to extremely engaged
- 60% of those in a very large club were very or extremely engaged
The results did show that those in a very large club had the highest percentages of people not at all involved in district activities (40%). In a small club, this percentage drops to 25% who are not at all involved in district activities.
Q5 In this current Rotary year (since July 1 2019 till now), how often has your club actively collaborated with one or more clubs in the district? For example, had a joint meeting; worked on a project together; held a joint fundraising event, etc...

Size of club did not seem to affect the ratings. For example 52% of those in a small club reported collaborating 1-2 with another club. For those in medium size club, it was 55%; 49% in large club and 53% in very large club.
Examples of Collaboration

- Over 60 cited examples of working together in the community on common projects - such as Kids Against Hunger, hockey equipment drive, spelling bee, planting trees, organizing music festival etc...
- Over 48 mentioned joint club meetings (to share speaker, to just come together, District Governor visits)
- Over 46 mentioned joint fundraising - from Ribfest to online auction to Rotary Foundation Walk
- 19 mentioned an international project and 24 mentioned collaborating on district or global grant
More than 49% of those surveyed did not agree with the statement “that their club is reflective of the demographics of their community”

This percentage varied very little (range from 48% to 53%) when you took into account what size club the individual was in.

Mean was 3.3 / 5 or 66% average score
Q7 To what extent would you agree that your club communicates effectively to others, through your website and social media channels, what Rotary is and how people can get involved?

Over 61% of respondents saw their club as not effective to being only somewhat effective in using club website and social media channels to communicate what Rotary is and how to get involved.
Only 25% of the small club respondents describe their club’s communication as very or extremely effective.

47% of those in very large clubs and 46% of those in large clubs said the communication was either very or extremely effective.
Almost 63% of those surveyed answered “not”, “a little” or a “moderate amount” - suggesting there is room to help clubs showcase the impact of Rotary. Mean was 3.2 / 5 or 64%.

Results did not differ significantly when you explored the responses from those in the various sizes of clubs.