




Results from Rotary 7070 Survey

April 27, 2020
Prepared by Anne Bermingham
2WA Consulting Inc.



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



Response Rate and Other Insights

- **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

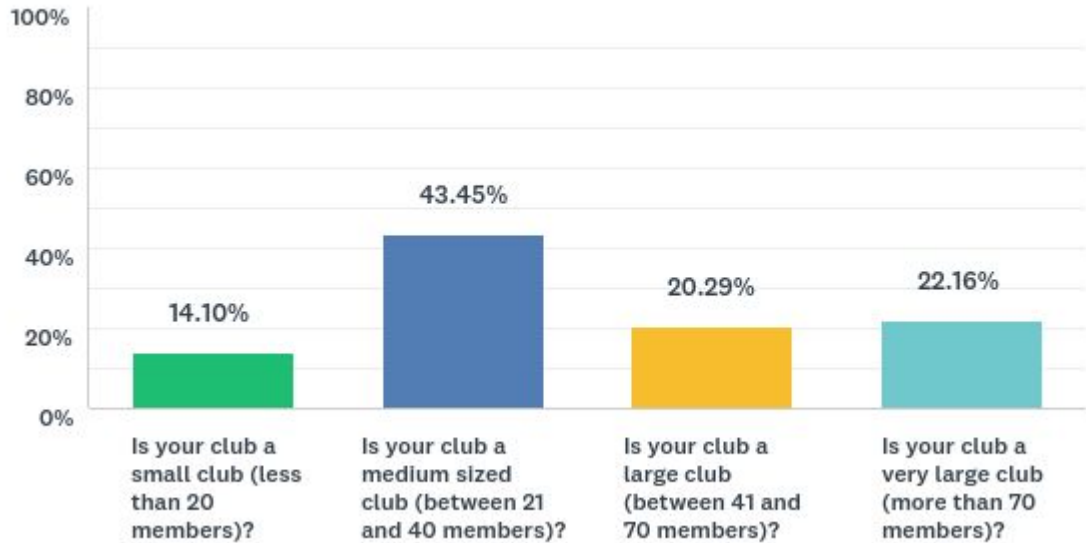
You sent a second reminder on April 5. This resulted in:

- 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:

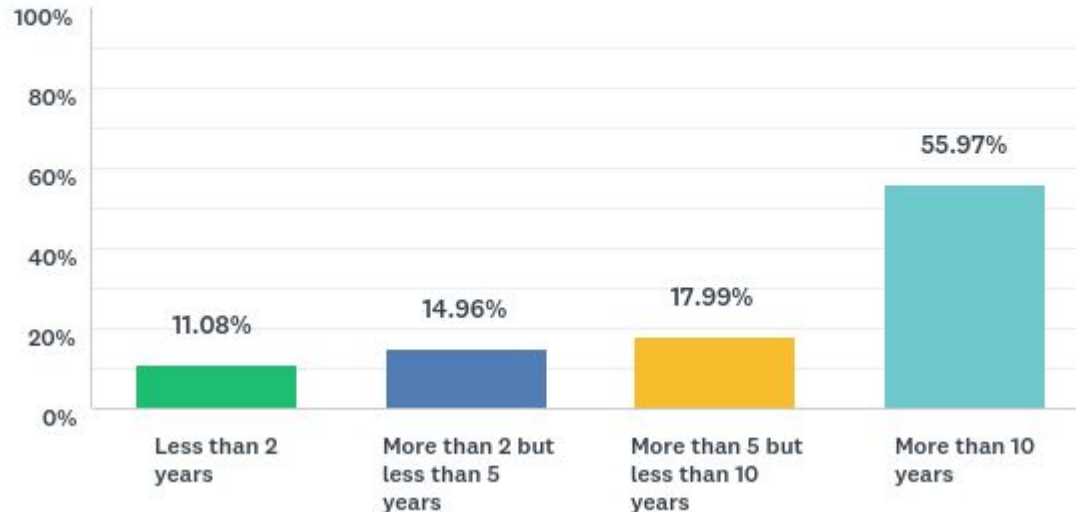
- 98 people from a small club
- 302 identified themselves in a medium size club
- 141 were from a large club
- 154 were from a very large club

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

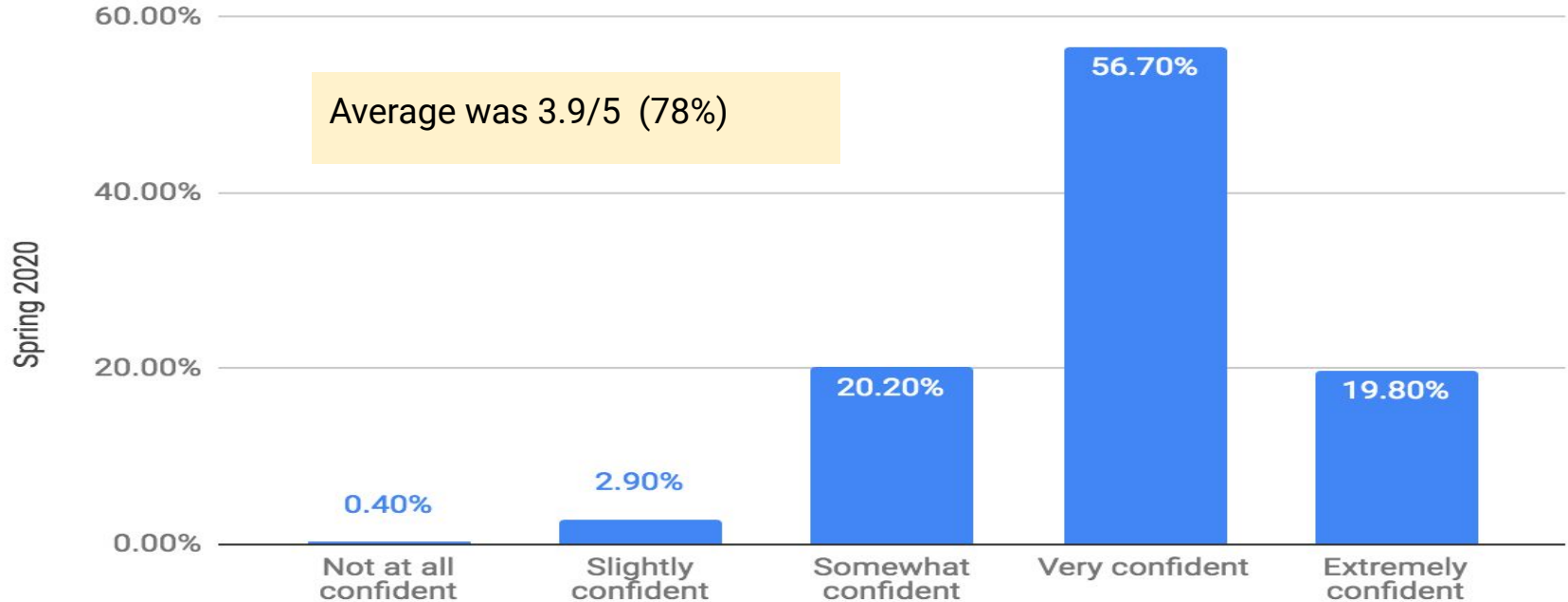
Q10 Finally, how long have you been a Rotarian and / or Rotaractor / Interactor?



The Results

How confident are you in answering the question - "What is Rotary?"

Spring 2020 Results



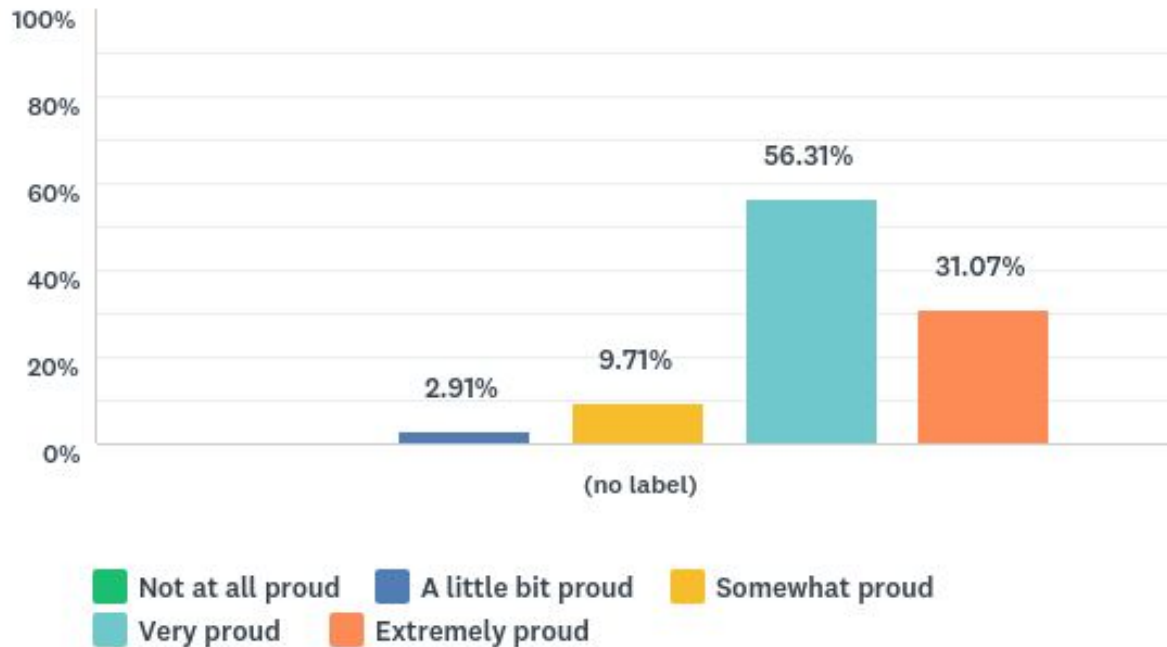
More Analysis Revealed

- 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”

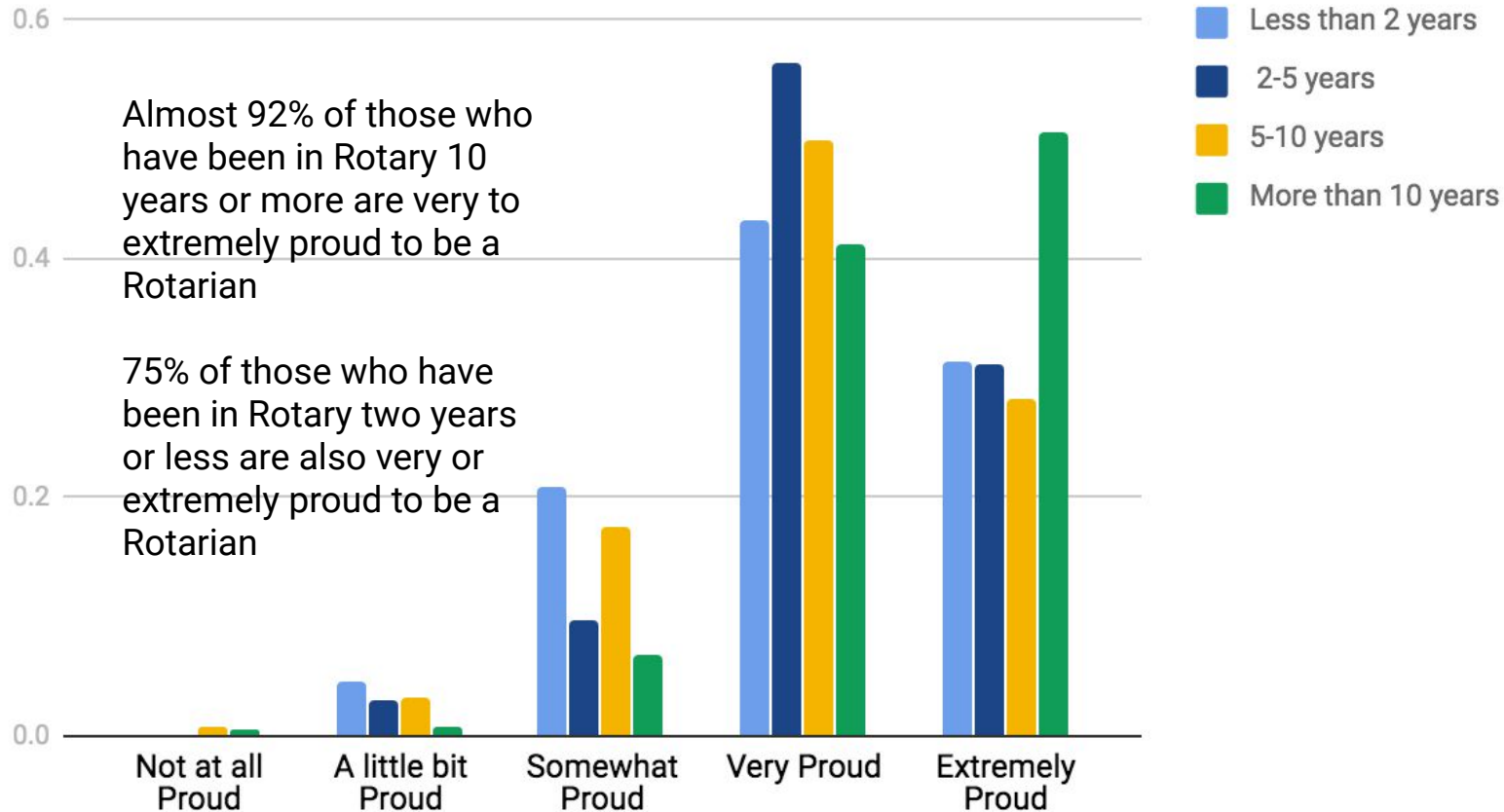
Years in Rotary	Very or extremely confident to answer What is Rotary
Less than 2 years	46.8%
More than 2 but less than 5 years	65.1%
More than 5 but less than 10 years	72.0%
More than 10 years	76.8%

Q2 To what extent do you feel proud to be a Rotarian / Rotaractor / Interactor?

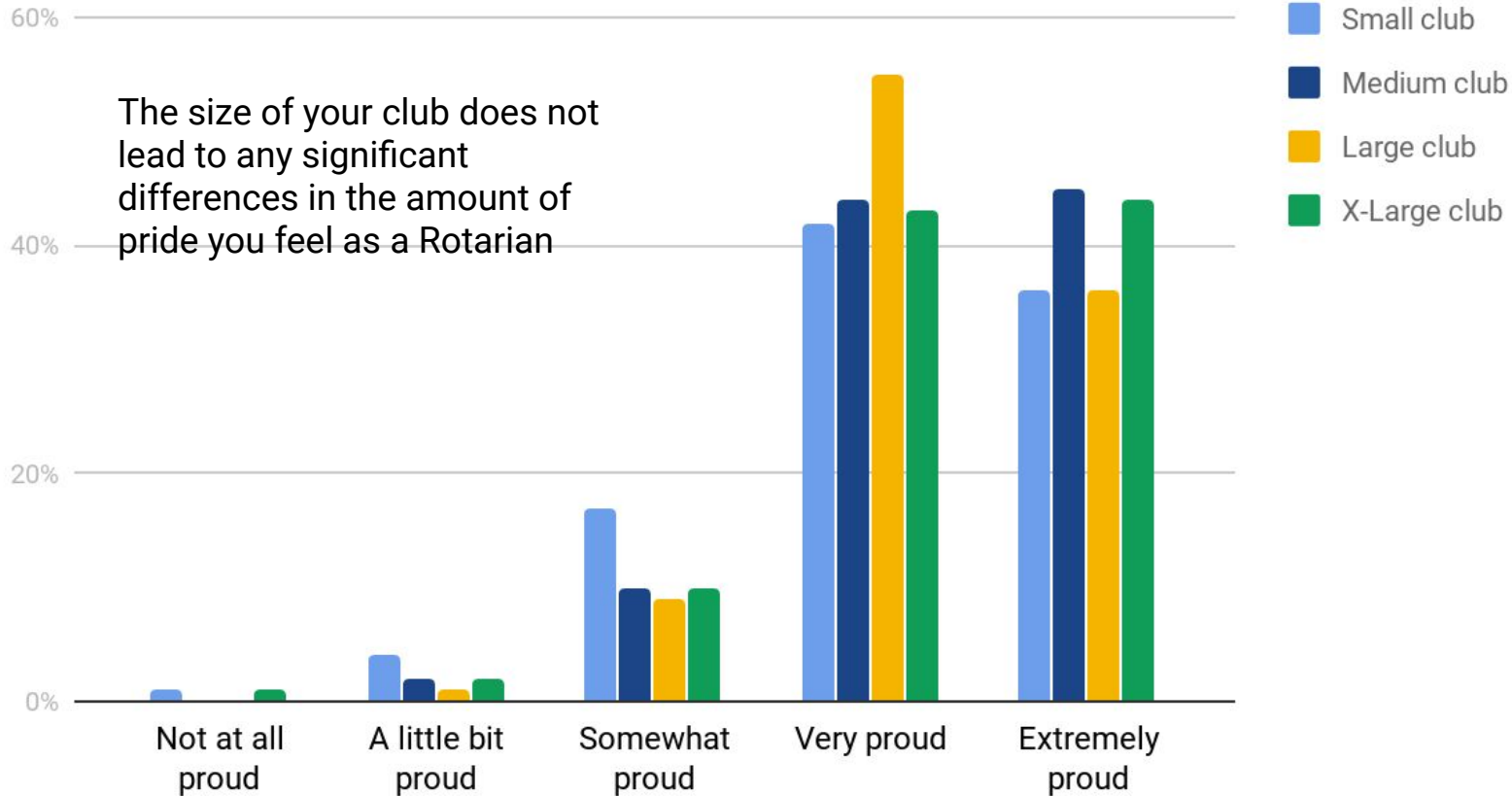


Average Mean = 4.26 / 5 (85%)

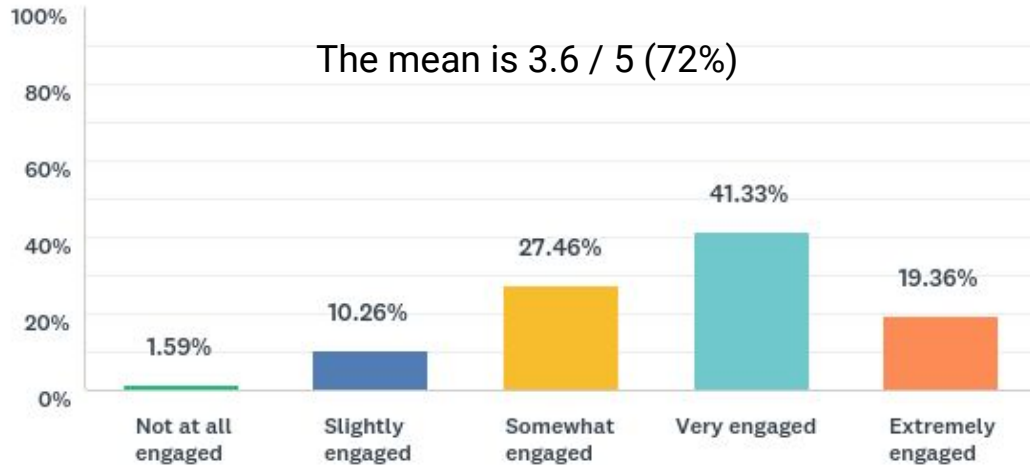
Proud explored by Years in Rotary



Proud explored by size of club



Q3 How engaged do you feel in your own club today?



Note:

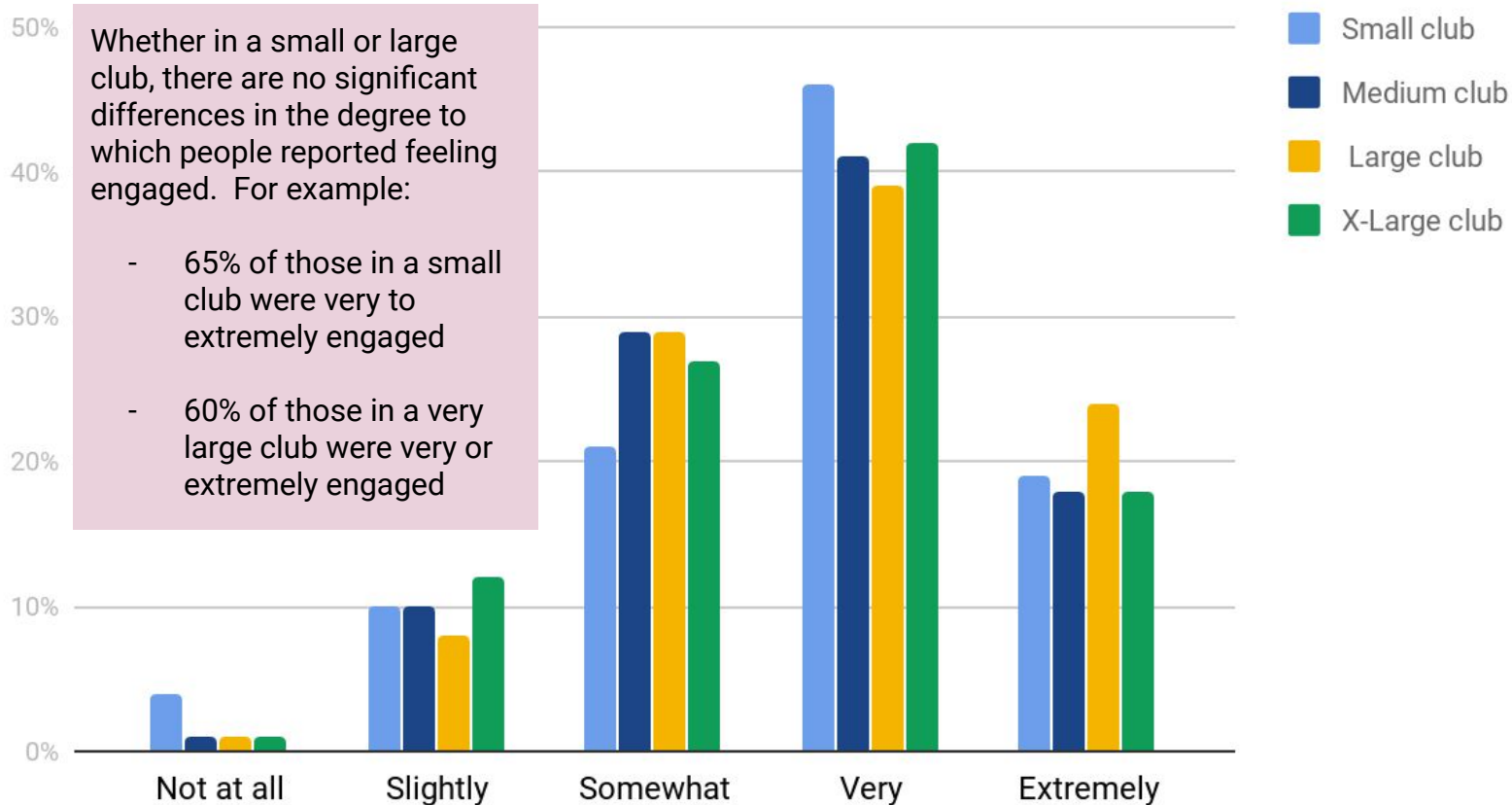
60.6% of Rotarians who responded to survey feel very or extremely engaged in their own club.

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

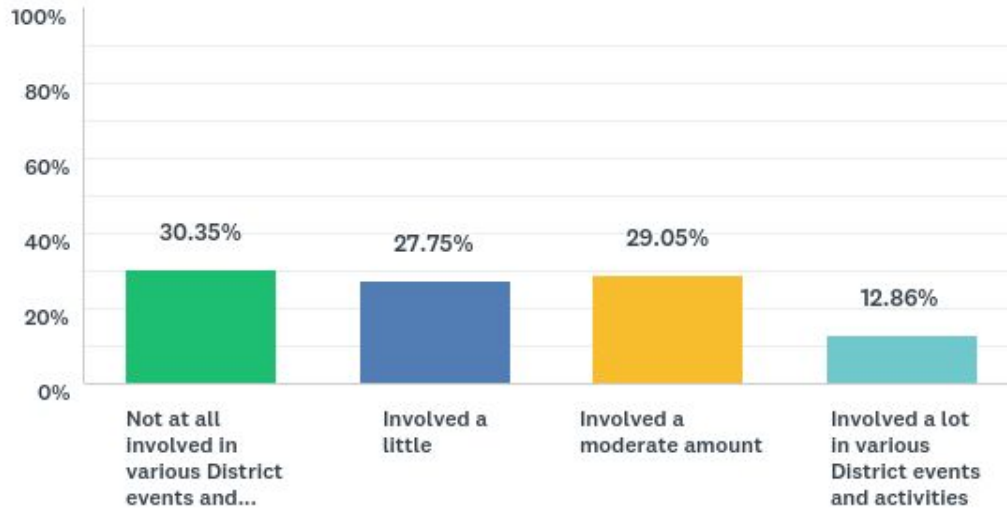
For those who have been in Rotary between 2-5 years, 60% report being very or extremely engaged

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.

Engaged explored by size of club

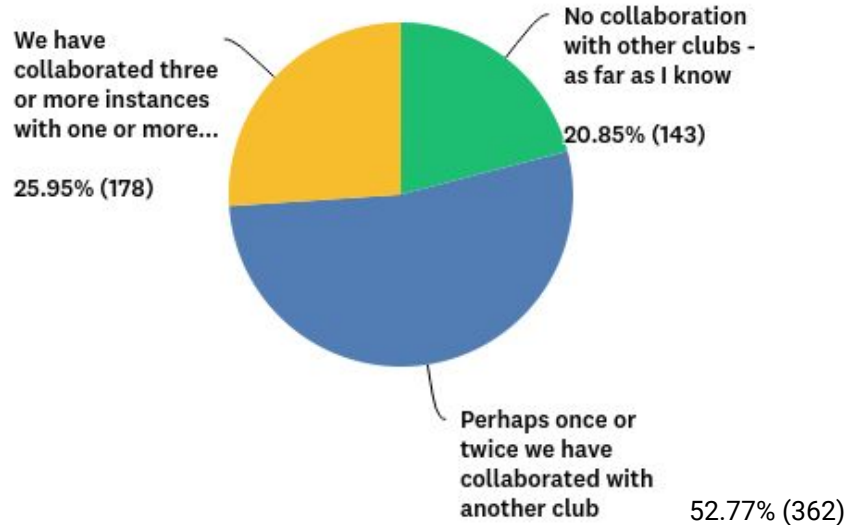


Q4 How involved have you been in this past Rotary year (since July 2019) in Rotary 7070 District Events and Activities (e.g., Rotary Foundation Walk, Regional club meetings, Youth Exchange, District Conference, District training activities)?



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...

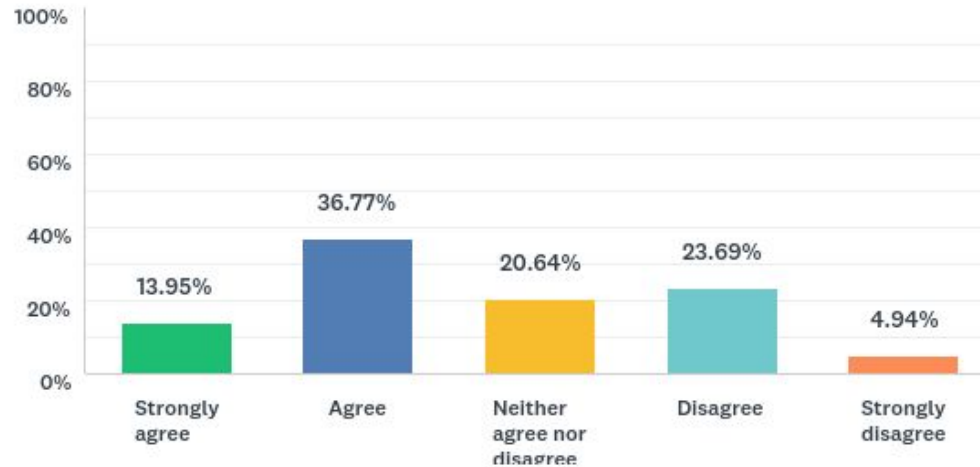


Size of club did not seem to affect the ratings. For example 52% of those in a small club reported collaborating 1-2 with another club. For those in medium size club, it was 55%; 49% in large club and 53% in very large club.

Examples of Collaboration

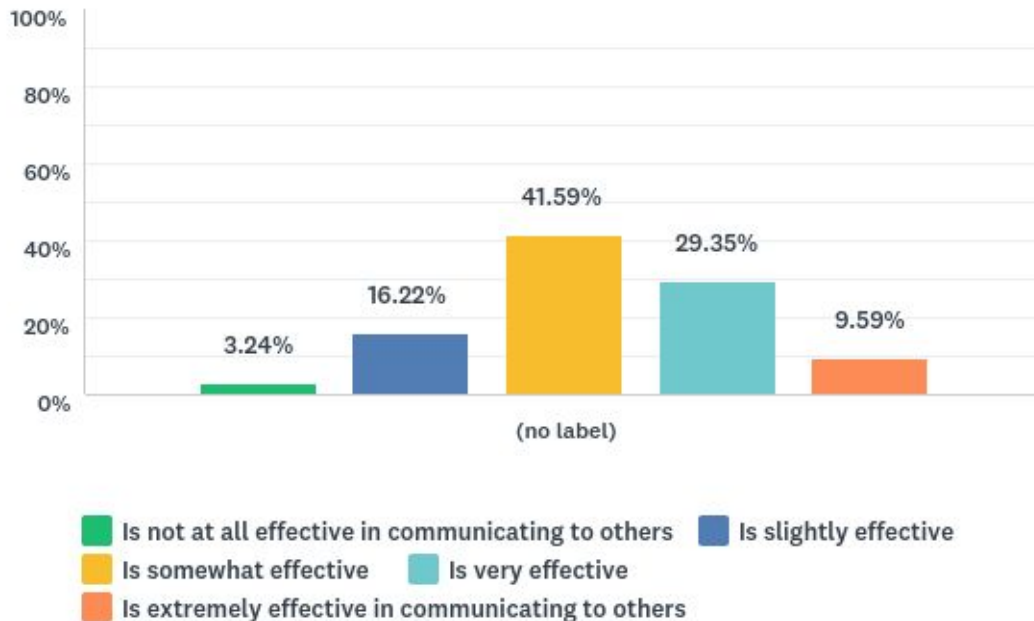
- ❑ Over 60 cited examples of working together in the community on common projects - such as Kids Against Hunger, hockey equipment drive, spelling bee, planting trees, organizing music festival etc...
- ❑ Over 48 mentioned joint club meetings (to share speaker, to just come together, District Governor 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

Q6 Take a moment to reflect on the demographics of the members in your club. To what extent would you agree that your club is reflective of the demographics of your community?



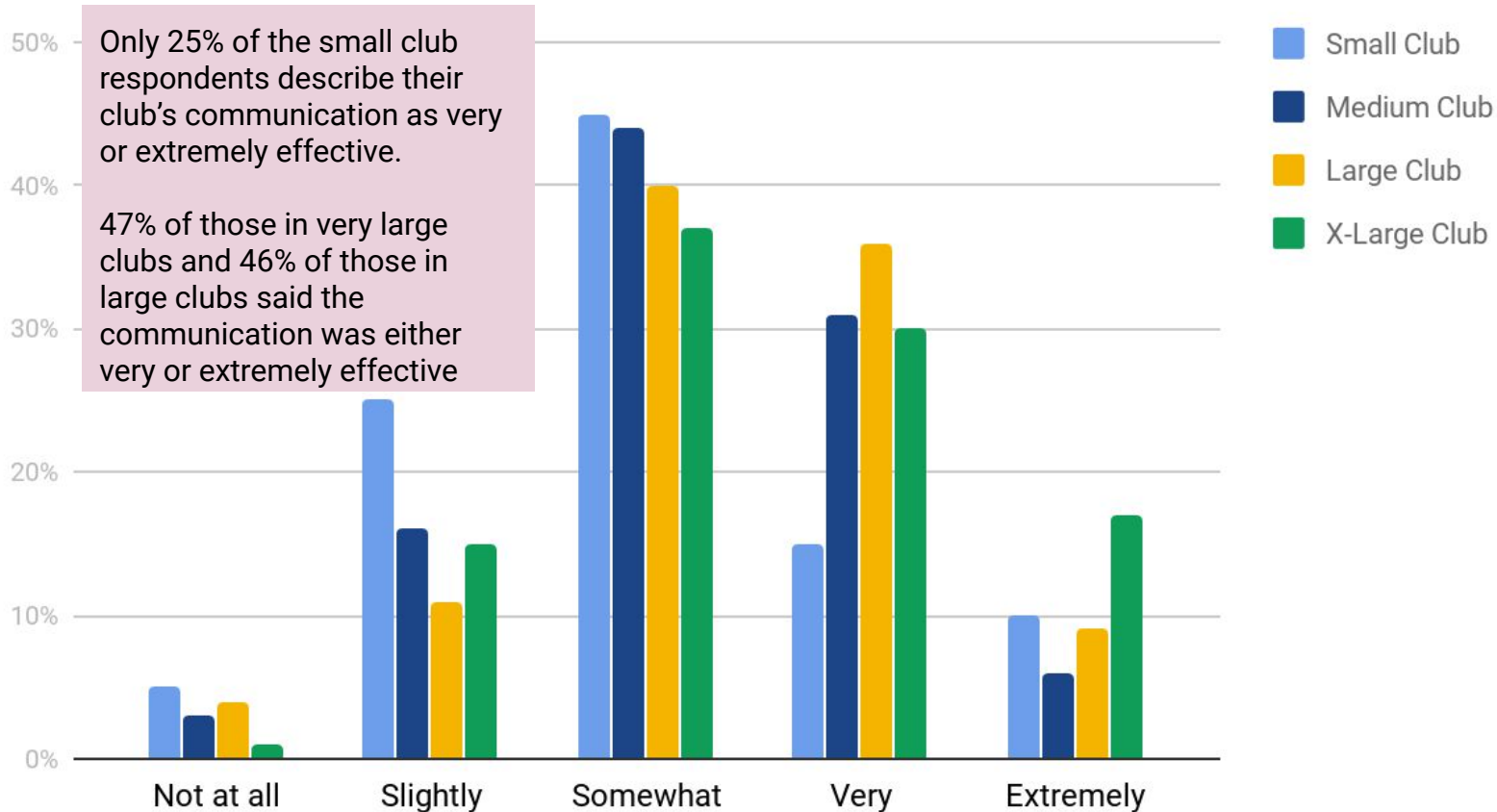
- More than 49% of those surveyed did not agree with the statement “that their club is reflective of the demographics of their community”
- This percentage varied very little (range from 48% to 53%) when you took into account what size club the individual was in.
- Mean was 3.3 / 5 or 66% average score

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?

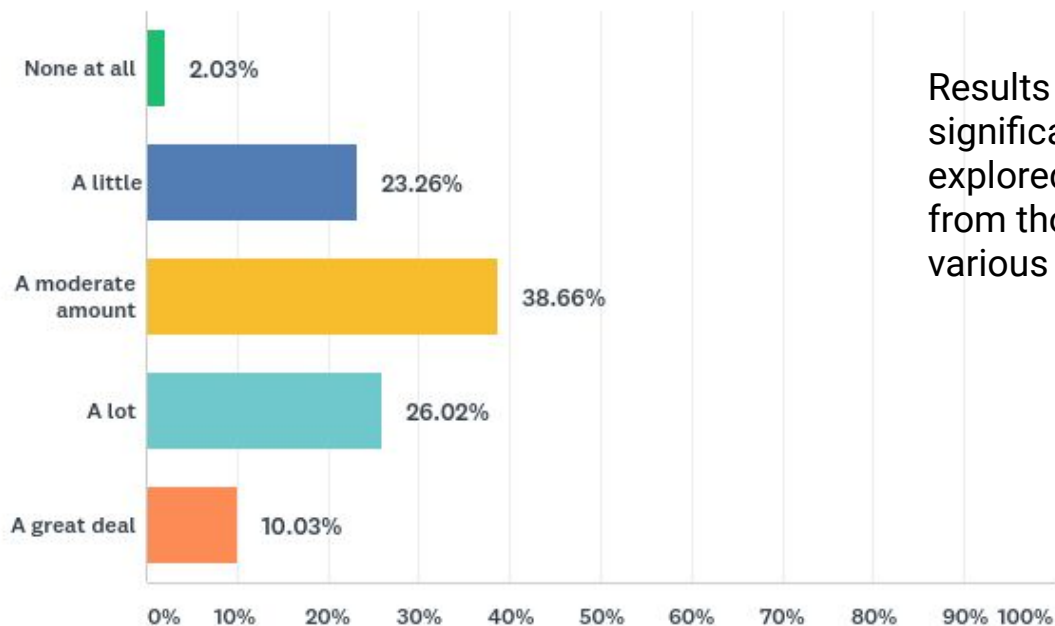


Over 61% of respondents saw their club as not effective to being only somewhat effective in using club website and social media channels to communicate what Rotary is and how to get involved

Communication Effectiveness by Size of Club



Q8 To what extent does your club showcase to you and others the many ways that Rotary clubs in our district are impacting the world - locally and globally?



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

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%.