2015 Membership Survey Report for Local Groups
Region 10 Report



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Overview

- Methodology
- General Metrics
- Benefits and Events
- Behavior
- Volunteering & Leadership
- Final Thoughts

Region 10 Specific Call-outs in Purple

Where no substantial differences were seen vs. national data, only national data is shown.

Methodology

- Online survey sent to all current Mensa members who have opted to receive email (36,081 total members)
- 47 questions
- Approximately 15 minutes
- 4,626 responses
- Hosted on surveymonkey.com

This report also shows national data + Region 10 data:

R10 total: 198 completes

GENERAL METRICS

Not surprisingly…



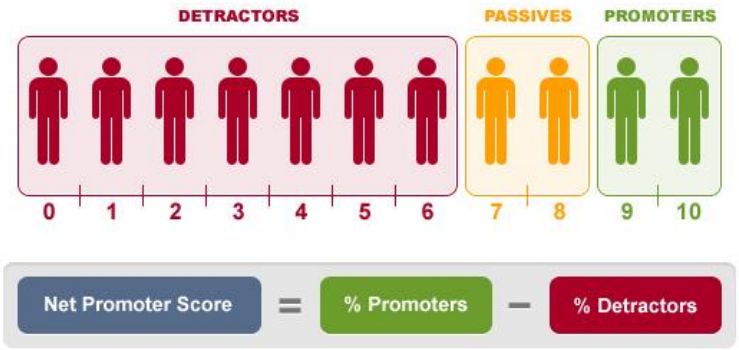
What are the first three words that come to mind when you think of Mensa?

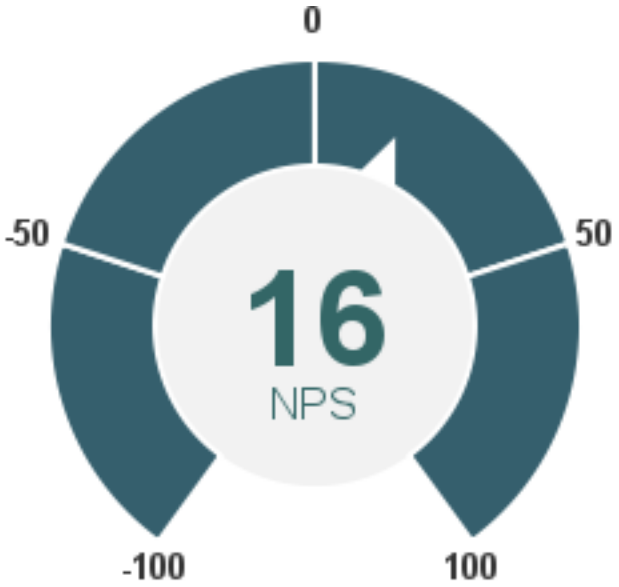
But when you peel back the layers…



What are the first three words that come to mind when you think of Mensa?

Net Promoter Score





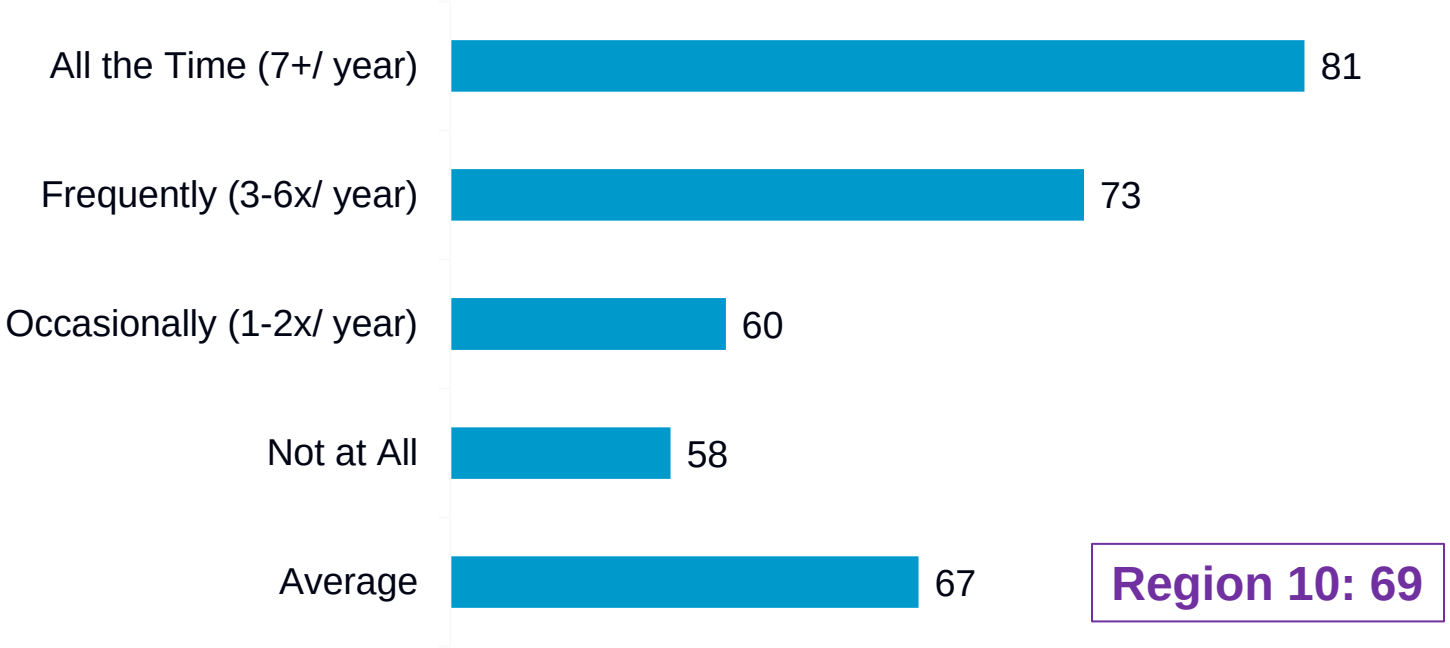
How likely is it that you would recommend Mensa to a friend who you knew would qualify?

Region 10: NPS =22

NPS is primarily used for year-over-year tracking. NPS > 0 is considered healthy. NPS = 23 for volunteers, and NPS= 44 for those who participate 7+ times/ year

Greater Satisfaction Among Participants

Overall Satisfaction by Participation Frequency



How often do you participate in events or activities sponsored by American Mensa? (Including local group activities.)
Overall, how satisfied are you with American Mensa? 5 point scale in 2015- % based on those with ratings above neutral.

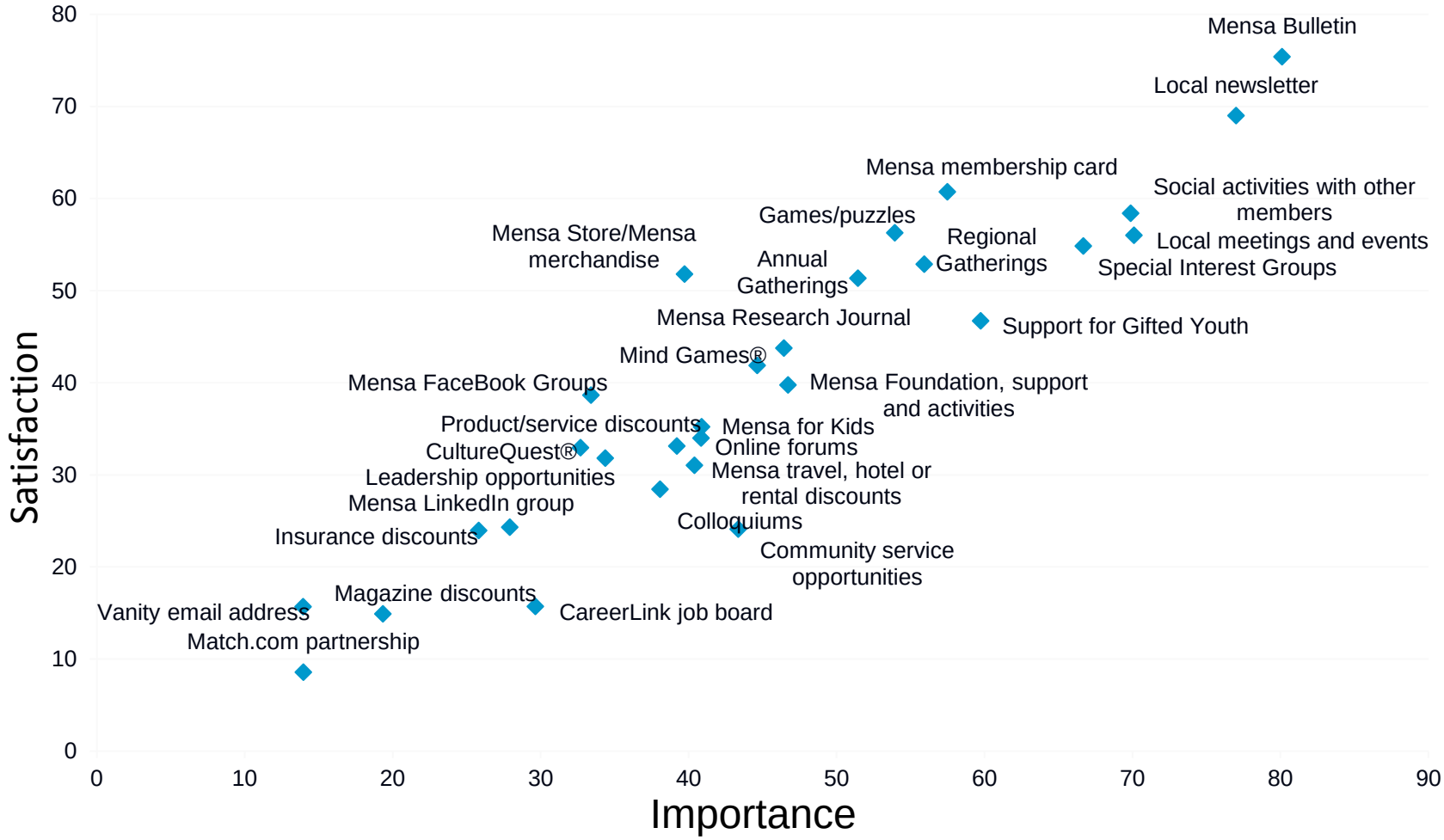
MENSA BENEFITS & EVENTS

New Members Join for Intellectual Stimulation and Connecting with Other People

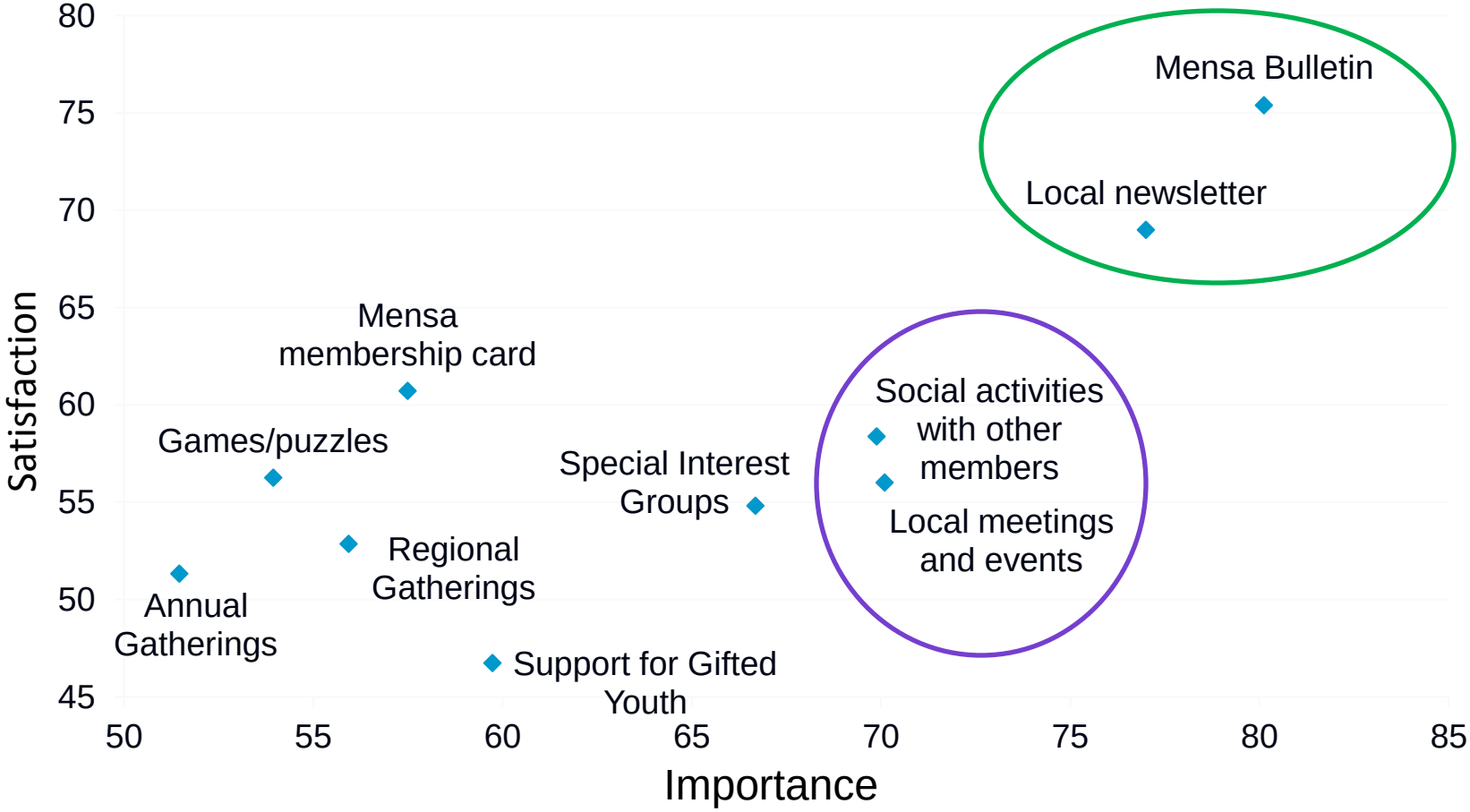
- Intellectual stimulation (60%) **Region 10: 71%: #1 Reason**
- Meet & socialize with like-minded people (57%) **Region 10: 59% #2**
- Intellectual validation (51%)
- Meet interesting people with a variety of backgrounds (49%)
- Pride in being a member (42%)
- Satiate my curiosity (36%)
- Prestige of the organization (34%)
- Try something new (32%) **Region 10: 53%- #3**
- Sense of “belonging” or feeling included (32%)

Caution- low base size: Region 10: n=17

Most Important Benefits also Most Satisfying

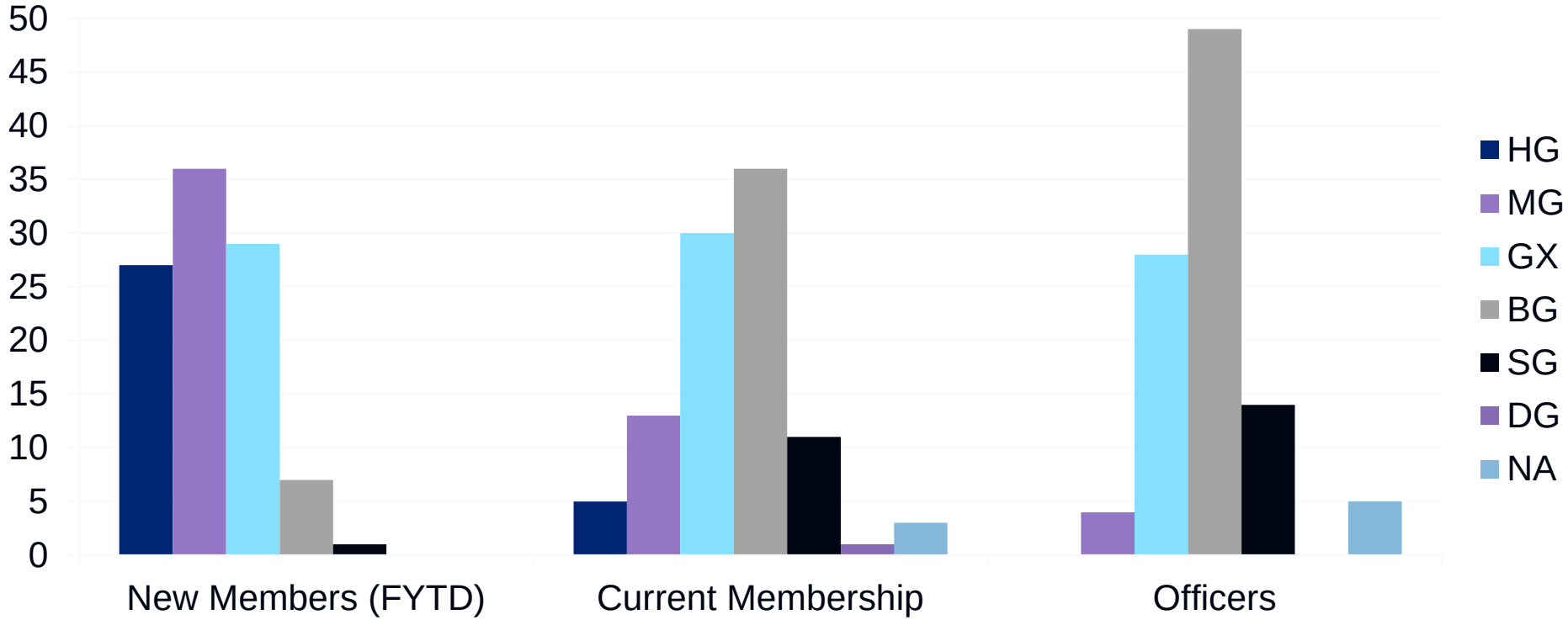


Most Important Benefits- Print & Interaction



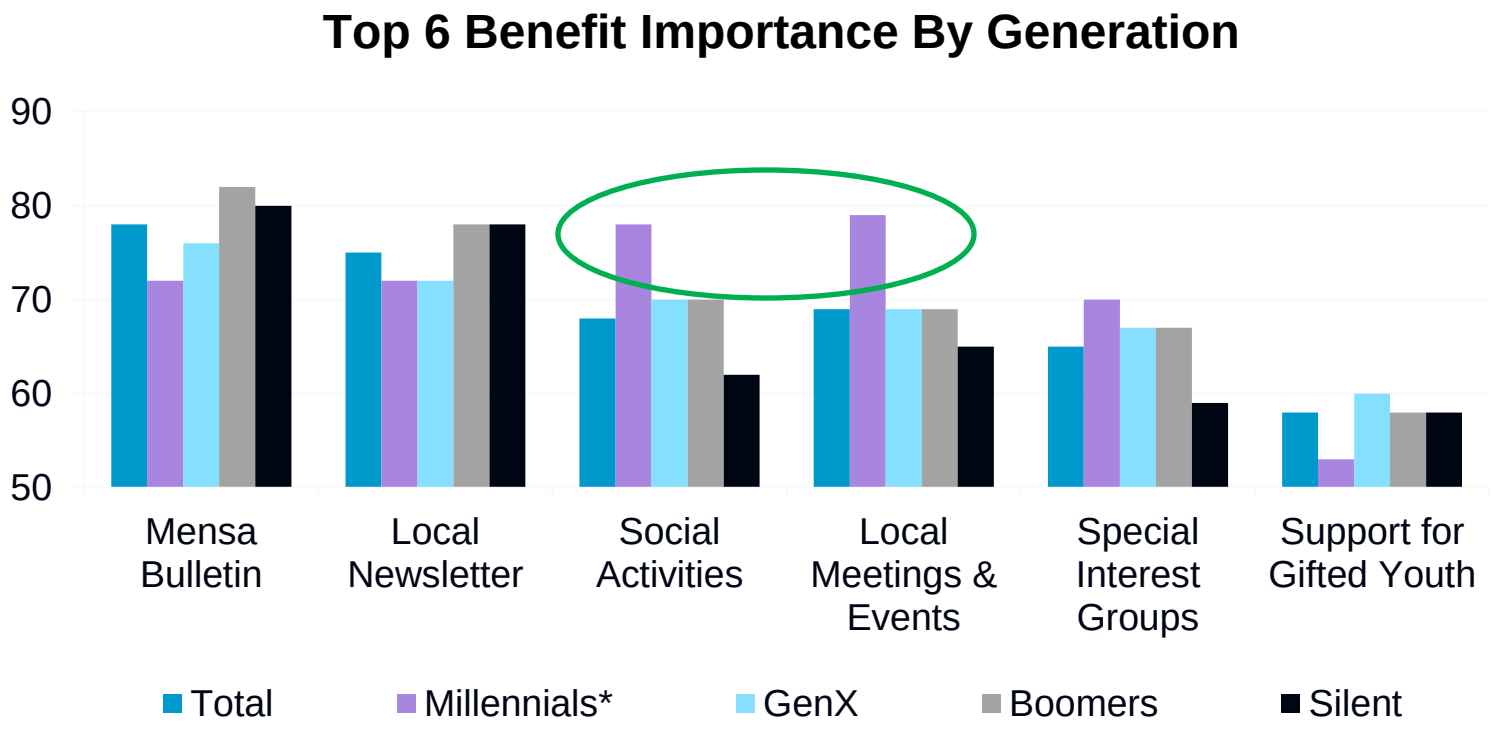
Below is a partial list of American Mensa benefits or reasons to belong. How important are these benefits to you? (moderately/ very/ extremely) How satisfied are you with each of the following benefits/reasons to belong? (somewhat satisfied/ very satisfied)

Reminder- demographics of Mensa leaders differs from those of new members



HG = Homeland Generation (2001 - 2020, Ages 0 - 13)
MG = Millennial Generation (1982 - 2000, Ages 14-32)
GX = Generation X (1961 - 1981, Ages 33-53)
BG = Baby Boom Generation (1943 - 1960, Ages 54-71)
SG = Silent Generation (1925 - 1942, Ages 72-89)
DG = Depression/GI Generation (1901 - 1924, Ages 90-113)

Social Interaction Most Important to Millennials

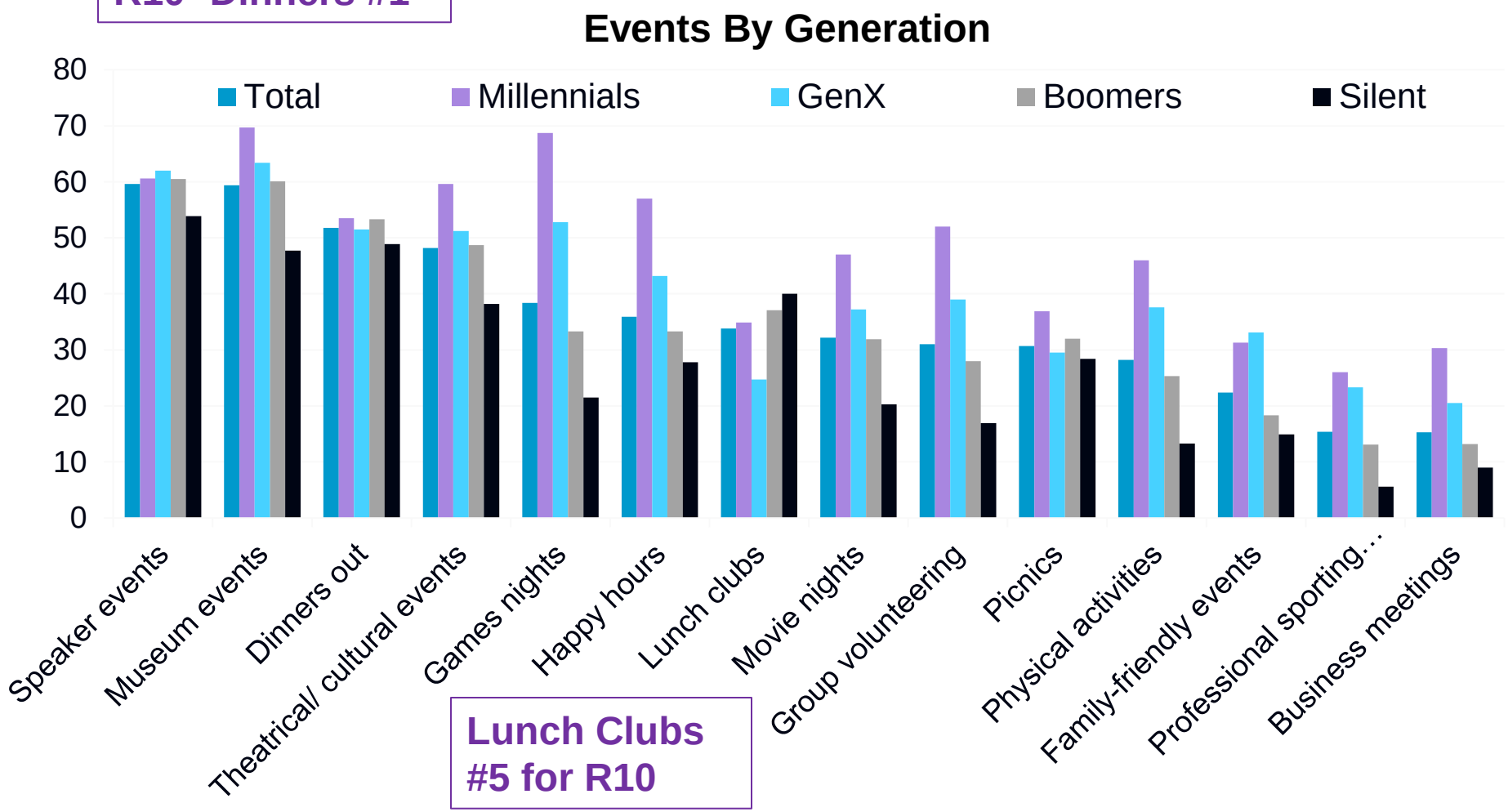


*All had the same top 6 with the exception of Millennials, where games/ puzzles, Mensa Membership Card, and Regional Gatherings all ranked higher than support for gifted youth.

Below is a partial list of American Mensa benefits or reasons to belong. How important are these benefits to you? Sum of moderately + very + extremely important

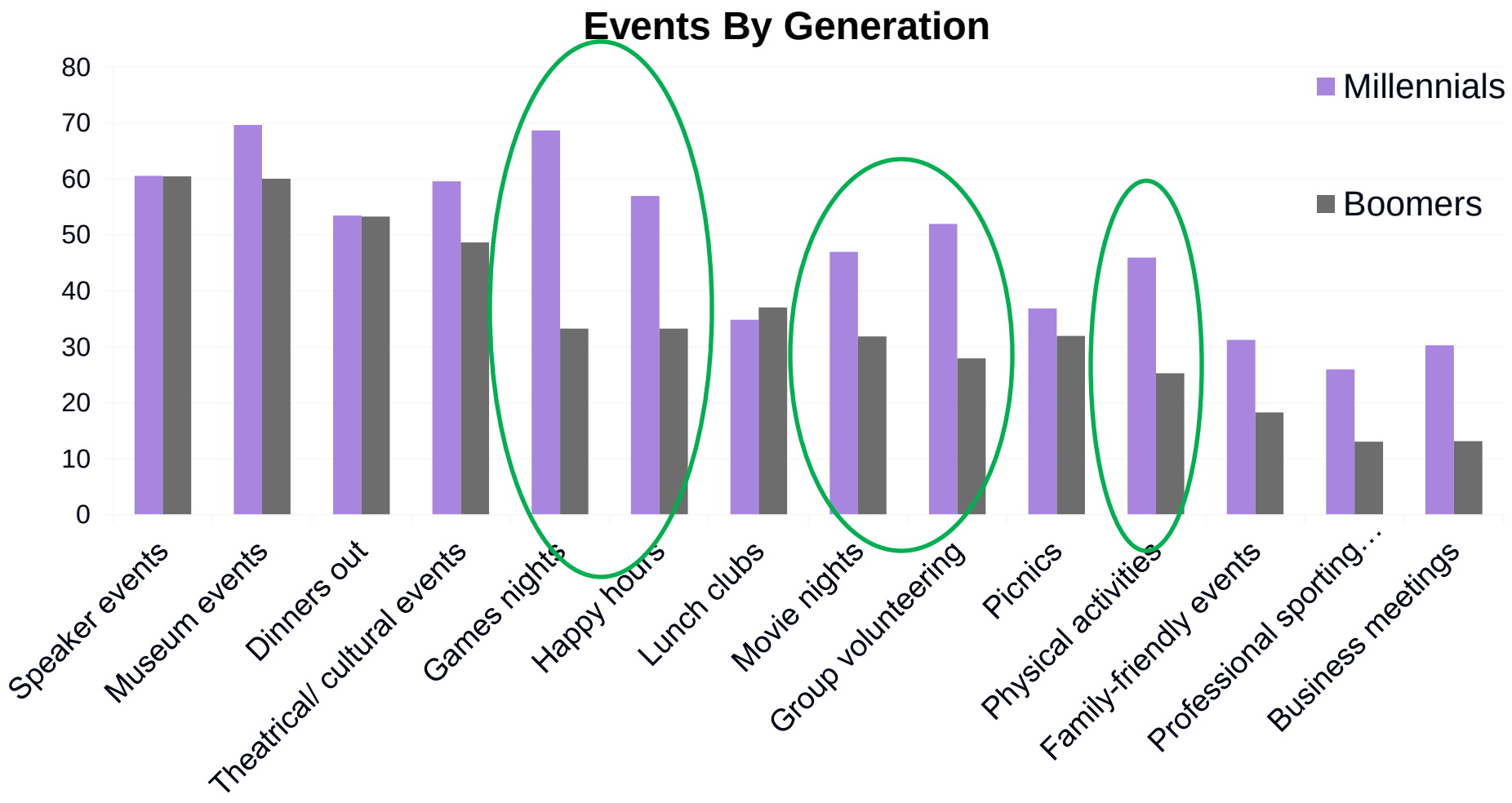
Speaker & Museum Events Most Appealing

R10- Dinners #1



Lunch Clubs #5 for R10

Millennials and Boomers Show Differences



Diversify Your Events!

- Dinners out are the most frequent local group events across our calendars.
- However, members want social events that aren't just with smart people, but are doing intellectually stimulating things! New members are especially looking for this out of Mensa.
- Though they require more effort, local groups should strive to diversify their events with more engaging activities that are not just food centered. Think speakers on interesting topics, museum visits, etc.

Public Venues Best for Events, but not Bars

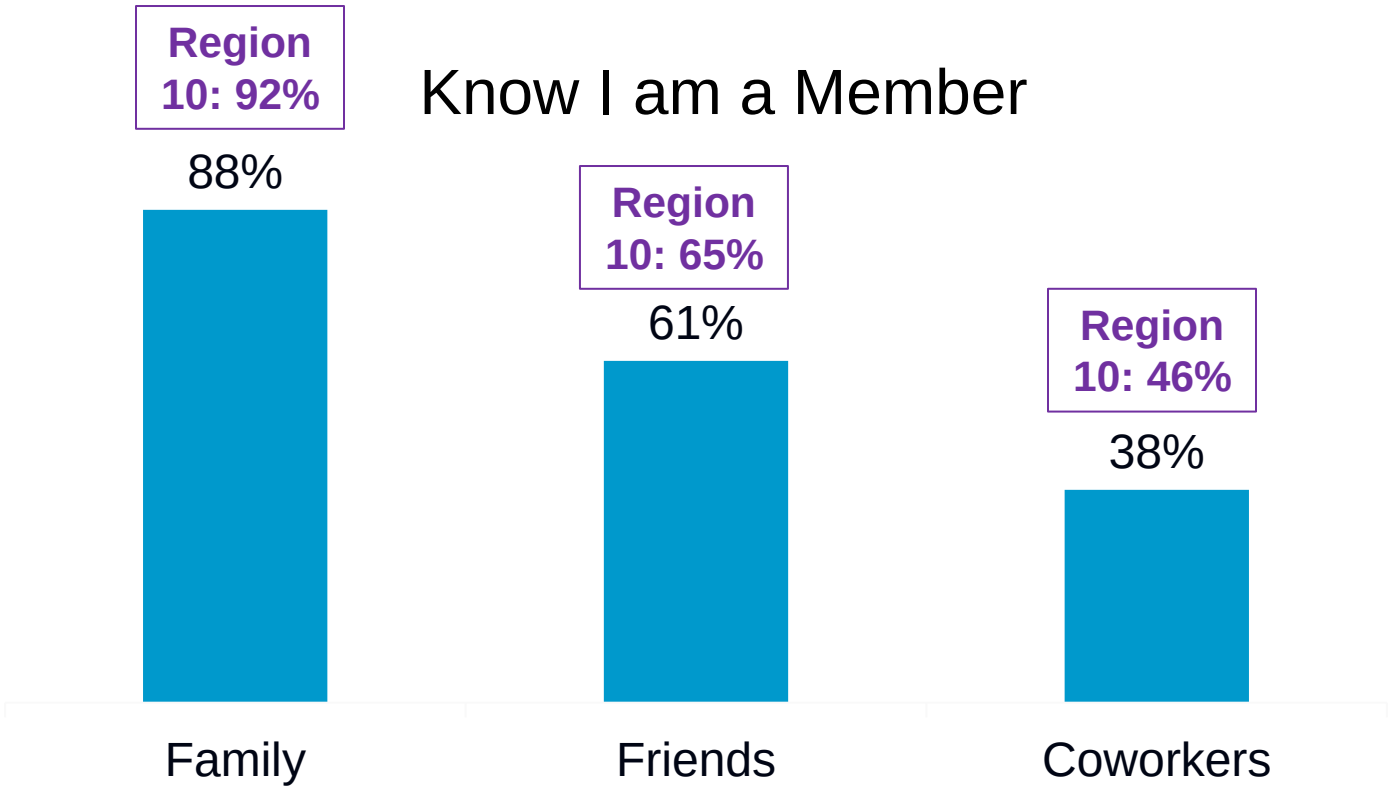
Event Location % Interest	Total	Millennials	New Members
Restaurant	75	86	75
Public Venue (museum/ ballpark)	70	82	75
Hotel Meeting Space	59	76	60
Outdoors	58	65	67
Private Homes	57	65	50
Bars	41	55	50
None of These	9	1	6

- Also, consider hosting new member events in restaurants or public venues, as only 50% of new members are interested in events in homes.

Q8: In which type(s) of venues would you be interested in attending local group events? Select all that apply

BEHAVIOR

Membership Kept From Coworkers, Shared with Family



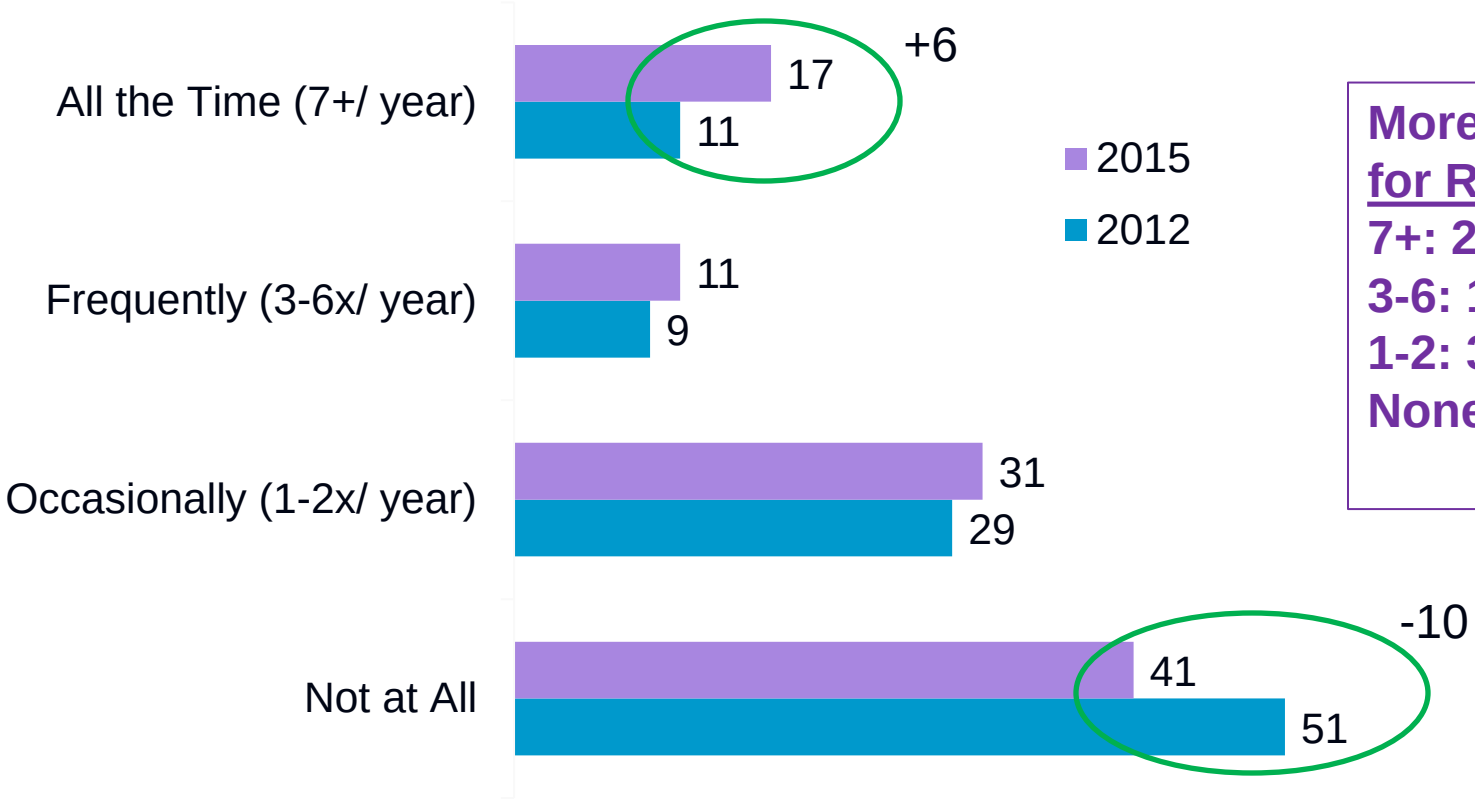
…but, 54% would list their Mensa membership on a resumé

Pride in Membership is Strong

- 84% report being PROUD to be members of Mensa
  - Only 3% disagree with this statement
- 64% of members carry their membership card with them.

More Mensans are Participating!

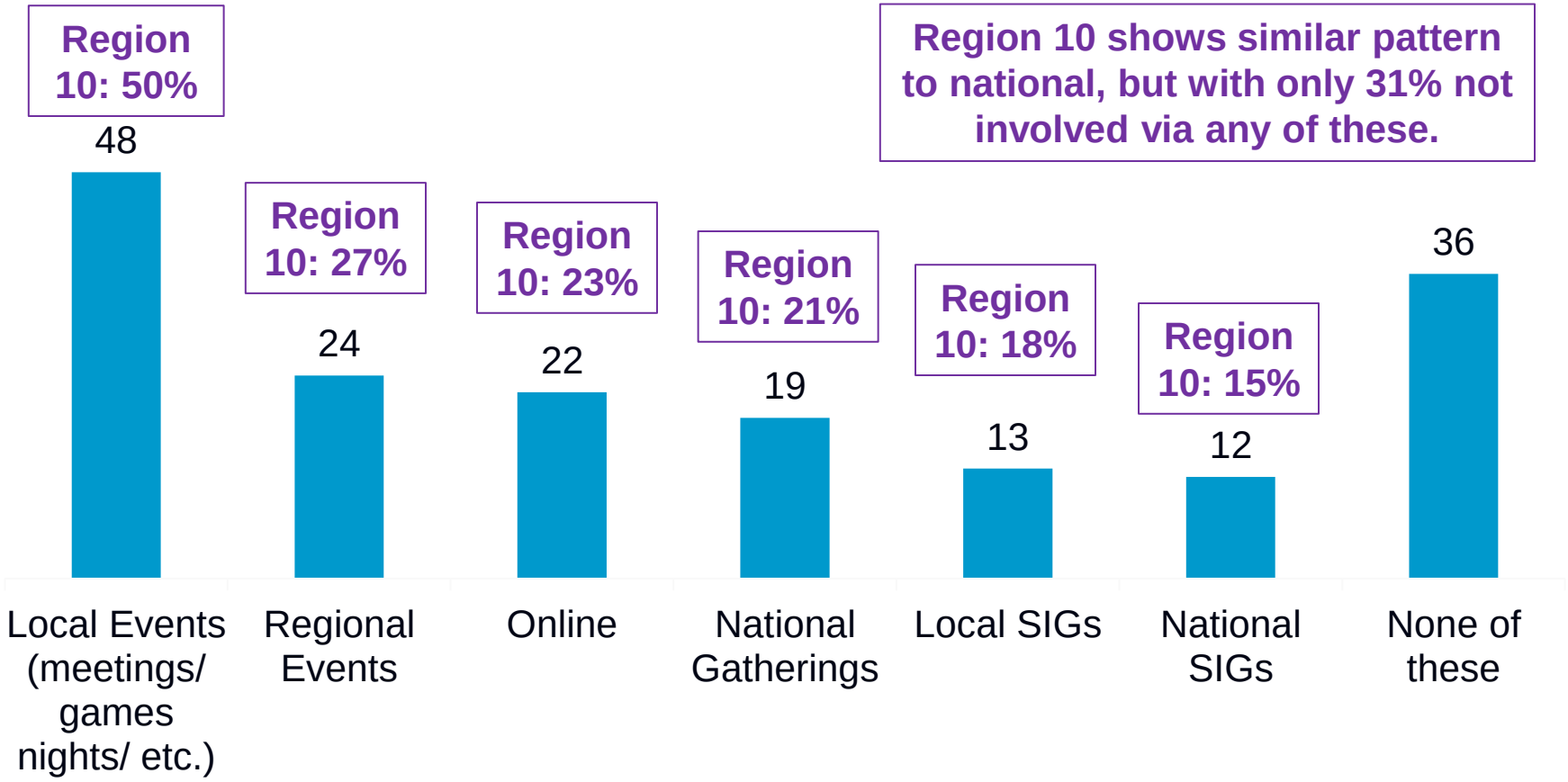
We can no longer say that most Mensans never get involved.



More frequent for Region 10
7+: 22%
3-6: 10%
1-2: 32%
None: 36%

How often do you participate in Mensa events or activities?

Local Events Lead, Followed by Regional and Online



In what types of events or activities sponsored by American Mensa do you participate? Please select all that apply.

Attending Events Important Only for Some

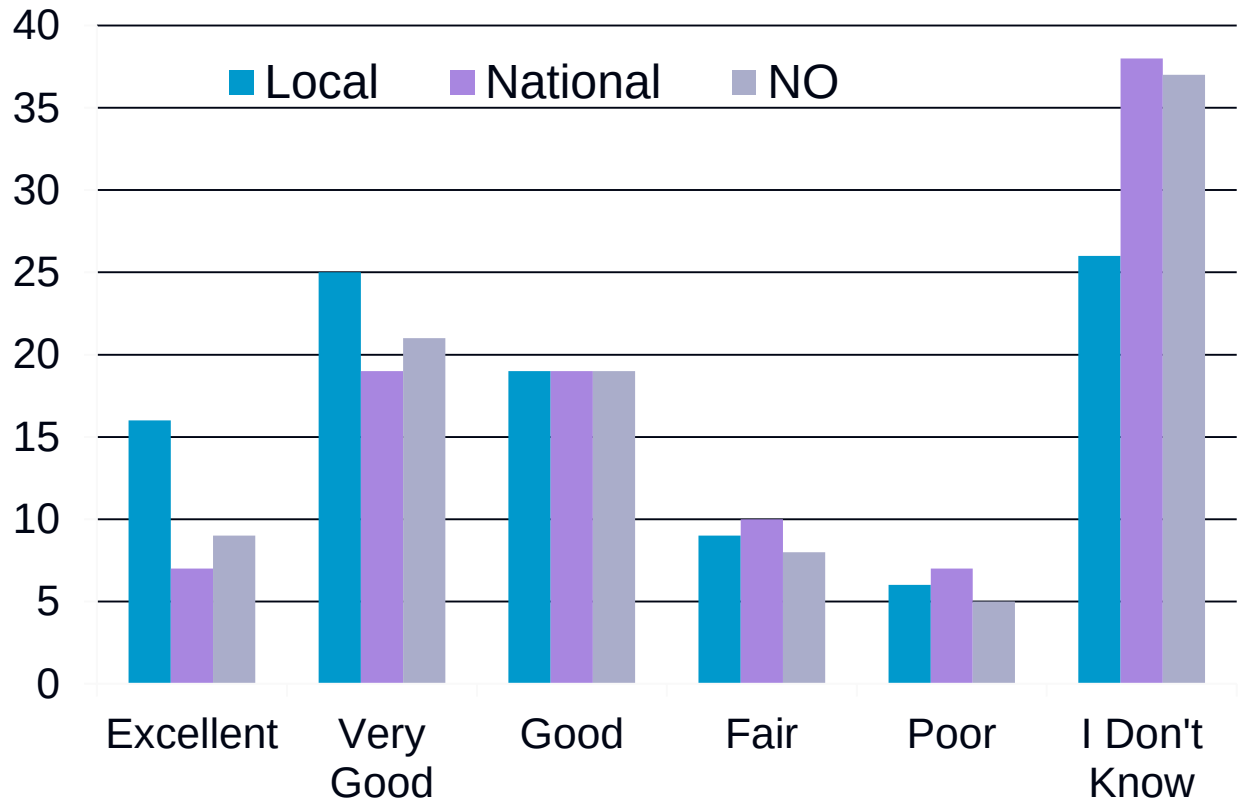
While 44% say attending events is an important part of their Mensa experience

27% are neutral.

And for 29% it is not important.

VOLUNTEERING & LEADERSHIP

Local Group Officers Rated Highest



R10	24	25	14	7	9	22

- Local group officers rated higher than National officers
- Lower awareness of national performance by members

Local Group Officer Rating- R10 more "excellent" ratings

Volunteering

40% report volunteering with Mensa in at least one way **Region 10: 47%**

- Most common:
  - Content for print or digital publications
  - Organizing local events/ activities
  - Served on ExCom – Region 10 (26%)
  - Volunteer shifts at RGs/ AGs

Volunteers more likely to see Mensa as…



NPS 23, 73% Satisfaction

Social Activities reported as most important, rather than publications

Volunteering Opportunities Not Clear

"Mensa makes it extremely difficult to volunteer, calls for help do not reach the general membership."

"Those few who volunteer are working hard with little help. There are not enough volunteers."

"I was not aware that there were opportunities to volunteer in Mensa"

Volunteer Opportunities Unknown to Many

- Are you reaching out to all membership with opportunities, or just those known to ExComm?
- Consider advertising opportunities to volunteer via website, newsletter or email updates.
  - Be specific about what the volunteer task entails
  - Promote planning local events as a way to volunteer
  - Encourage new volunteers to plan one-off or recurring local events
  - Advertise opportunities to help with RGs, newsletter, or other local board tasks.

Volunteer Recognition

- Being recognized in person is the most meaningful
- Consider a recognition reception/ event for volunteers
- Being featured in Bulletin also highly appealing. (Also consider featuring volunteers in local newsletter.)
- Plaque or pin most valued of physical items

FINAL THOUGHTS

Recap

- We need to work with local groups to better deliver what members are looking for, especially educating leaders on what new members are seeking.
- We also need to make it easier/ more transparent to get involved- people don’t know how to volunteer. As a local group, how can you make these opportunities easy & transparent for all members?

Next Steps

- Any other data requests- email to Stephanie
- Roll out decks to local group leadership on a region-by-region basis via RVCs
- Share information at AG Leadership Summit
- Lapsed member survey