



## 2020 Survey Results

### Summary

The survey was made available to all residents of St. James through various media publications. The survey resulted in 628 responses, although some respondents chose to not answer all questions. Responses were anonymous unless the respondent chose to provide contact information. The results will guide our decision-making in the development of a three-year Strategic Plan.

From the survey we learned that the perception of the Service Club is very positive. As a “solid organization with a great mission”, respondents applauded our organization’s dedication to identifying and supporting the needs of Brunswick County through volunteerism and fundraising. However, the feedback also showed there is room for improvement.

Our General Membership meetings need to promote a more welcoming, interactive environment. We also need to vary the meeting content and stagger the meeting times to provide more flexibility for our members.

As a service organization, that calls on our community to raise funds for Brunswick County nonprofits, we recognize the need for transparency on how we distribute those funds. We will provide more financial information on our website, including tax filings and both current and historical grant distributions.

Our organization values volunteerism as important as fundraising. To promote hands-on volunteer opportunities, we will establish a Service Programs calendar on our website where people can sign-up for short term volunteer opportunities at nonprofits in our community.

On the fundraising side, we received many suggestions for future activities we hope the entire community can enjoy.

The St. James Service Club extends sincere thanks to everyone who took the time to share their thoughts and complete the survey.

The following pages provide the individual questions and responses, grouped by:

- Respondent Profile
- Membership
- Perception of the Service Club
- Volunteering
- Communication, Events and Activities

## Respondent Profile

Q. How long have you lived in St. James?

Less than one year	11.43%	71
1-5 years	41.22%	256
5-10 years	23.51%	146
More than 10 years	23.83%	148
		<b>621</b>

Q. Are you retired or still working?

Retired	87.60%	544
Working full-time	5.80%	36
Working part-Time	6.60%	41
		<b>621</b>

Q. What is your gender?

Male	22.89%	138
Female	77.11%	465
		<b>603</b>

Q. Are you familiar with the Service Club?

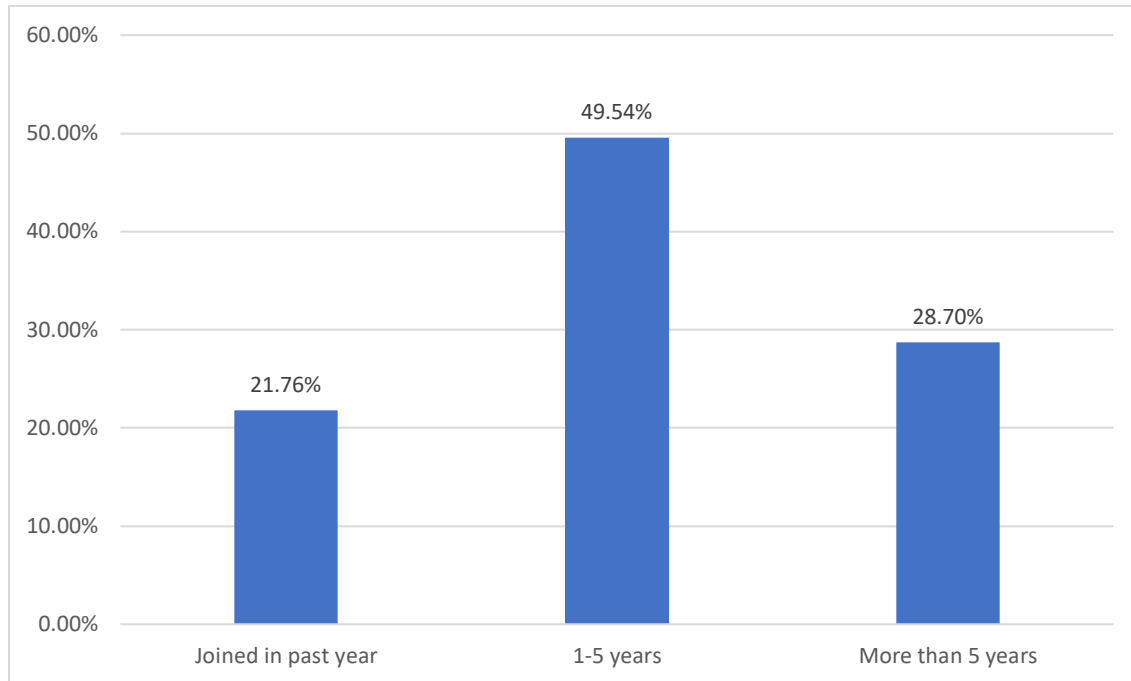
7.46% of the respondents, or 29 people, were not familiar with the Service Club. They were immediately directed to the end of the survey to see if they wanted more information about the Service Club.

Q. Are you a member of the Service Club (required answer)?

Yes	37.42%	235
No	62.58%	393
		<b>628</b>

## Membership

Q. How long have you been a member of the Service Club (216 responses)?



Q. Why did you join the Service Club?

To make social connections	61.75%	134
To become involved in the community	79.26%	172
To participate in volunteer opportunities	86.64%	188
To utilize my skills, knowledge and experience	36.87%	80

## Service Club Perception

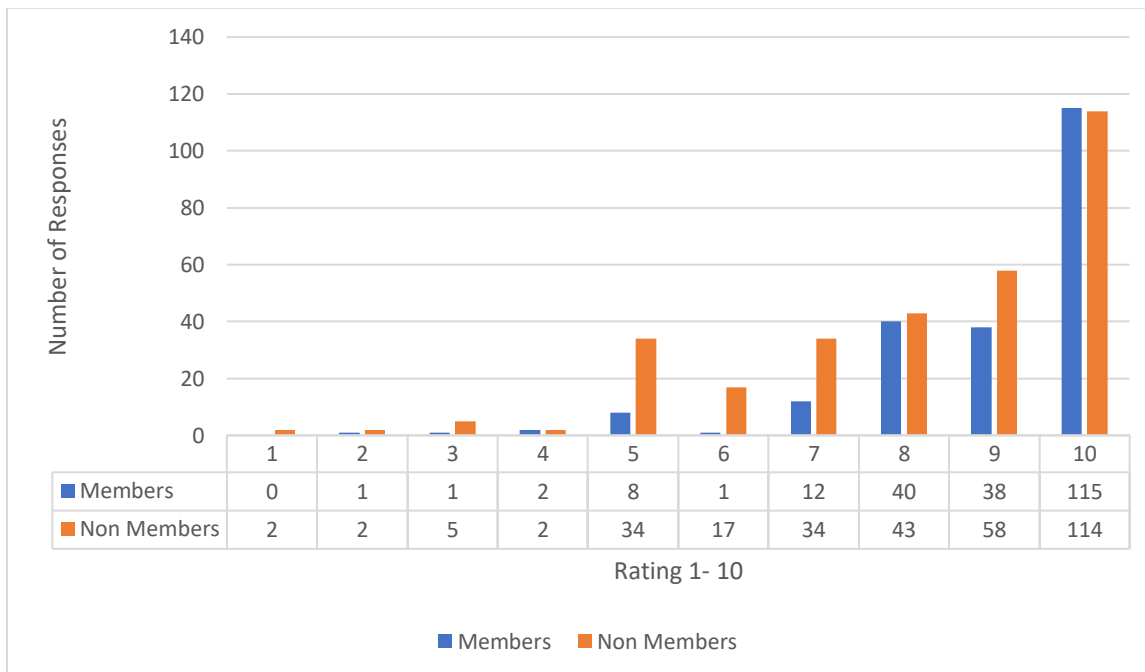
Q. I am aware that SJSC performs the following services:

Services	Member		Non-Member	
Fundraising events for non-profits in Brunswick County	100.00%	218	96.49%	302
Scholarships for Brunswick County students	96.33%	210	87.86%	275
Connecting residents with volunteer opportunities beyond St. James	93.58%	204	65.81%	206
Grants to non-profits in Brunswick County	92.20%	201	75.08%	235
I am not familiar with the services provided by the Service Club	1.38%	3	3.19%	10
		<b>218</b>		<b>313</b>

Q. What is your perception of the Service Club?

- Members – Rated SJSC an average of 9 (218 responses)
- Non-Members - Rated SJSC an average of 8.1 (314 responses)

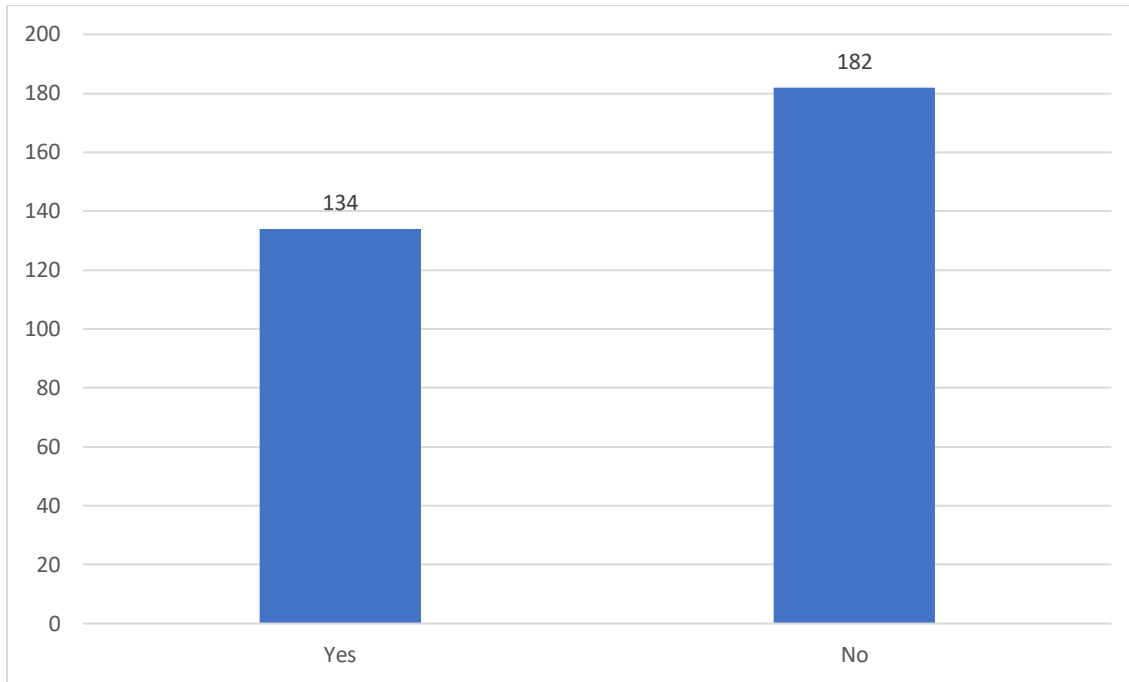
A breakdown of the ratings is shown below:



## Meeting Experience

Q. Have you ever attended a Service Club Meeting?

Note: This question was directed to non-members only as the assumption was made that all members had attended at least one meeting.



Q. Did you feel welcome and included?

Note: The meeting experience questions were given to all members and those non-members who responded yes to having attended a meeting.

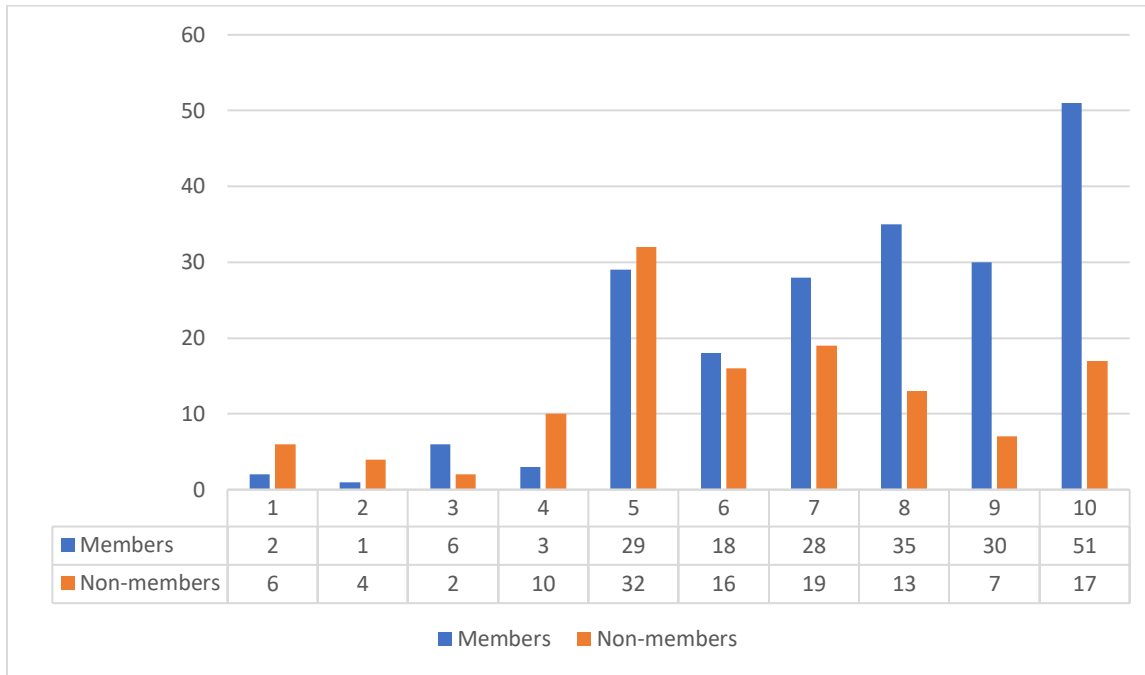
Response	Members and Non-Members	
Yes	83.23%	273
No	16.77%	55
		<b>328</b>

## Q. Please rate your meeting experience (scale of 1-10)

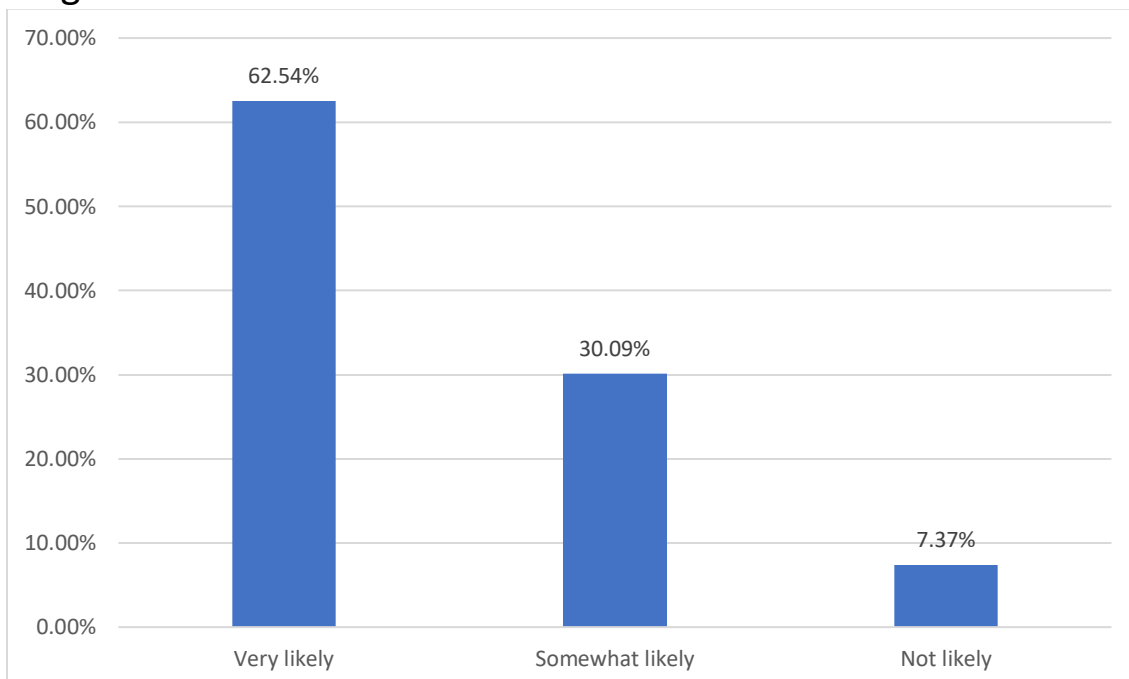
The mean average rating for the Service Club meeting experience is 7.1.

The median average was a 6.

The breakdown of the ratings is below:



## Q. How likely are you to recommend the Service Club to a friend or neighbor?

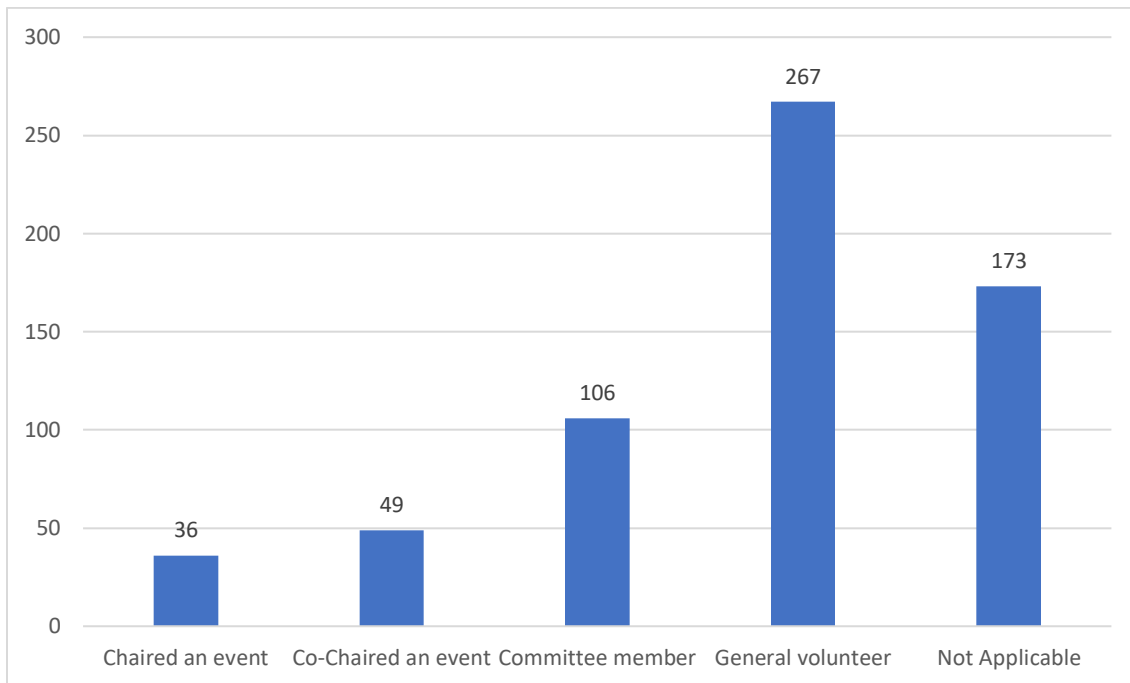


## Volunteering

Q. Have you volunteered to help in an event this past year?

	%	Members	Non-Members	Total
Yes	46.41%	179	60	239
No	53.59%	31	245	276
				<b>515</b>

Q. What volunteer roles have you held?



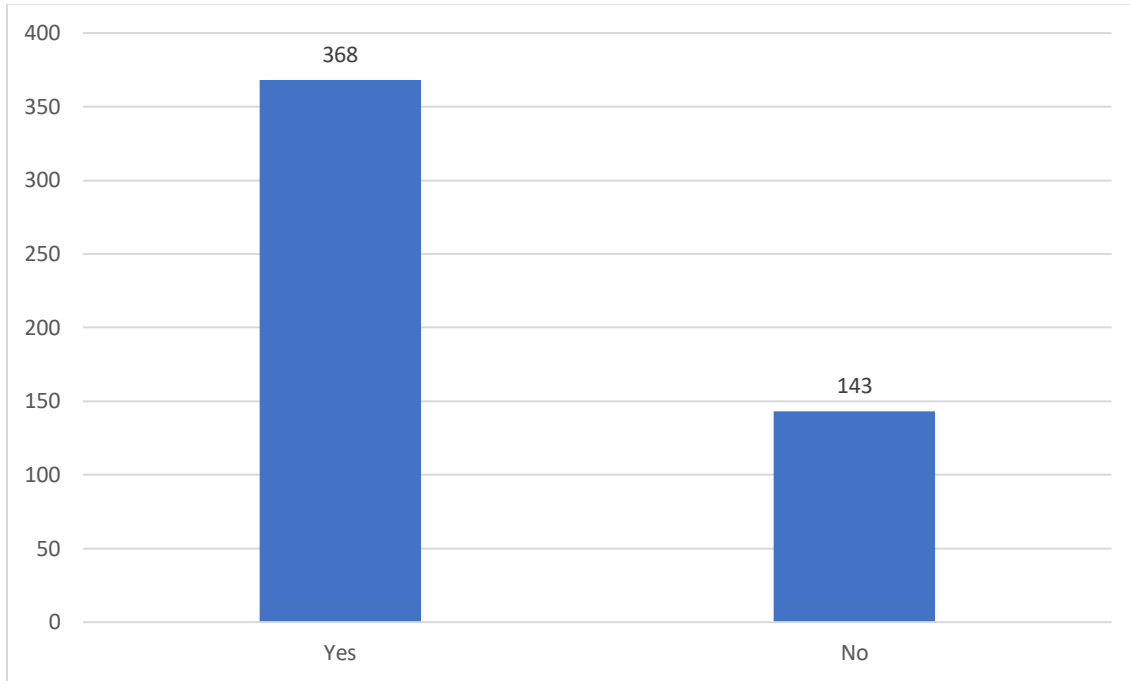
Q. Do you feel as though your volunteer efforts were recognized/appreciated?

	%	Members	Non-Members	Total
Yes	54.53%	175	90	265
No	5.35%	7	19	26
				<b>291</b>

Q. Will you volunteer again in the future?

	%	Members	Non-Members	Total
Yes	62.47%	201	107	308
No	14.00%	2	67	69
				<b>377</b>

Q. Did you know that the Service Club can connect you to a volunteer opportunity outside of St. James?



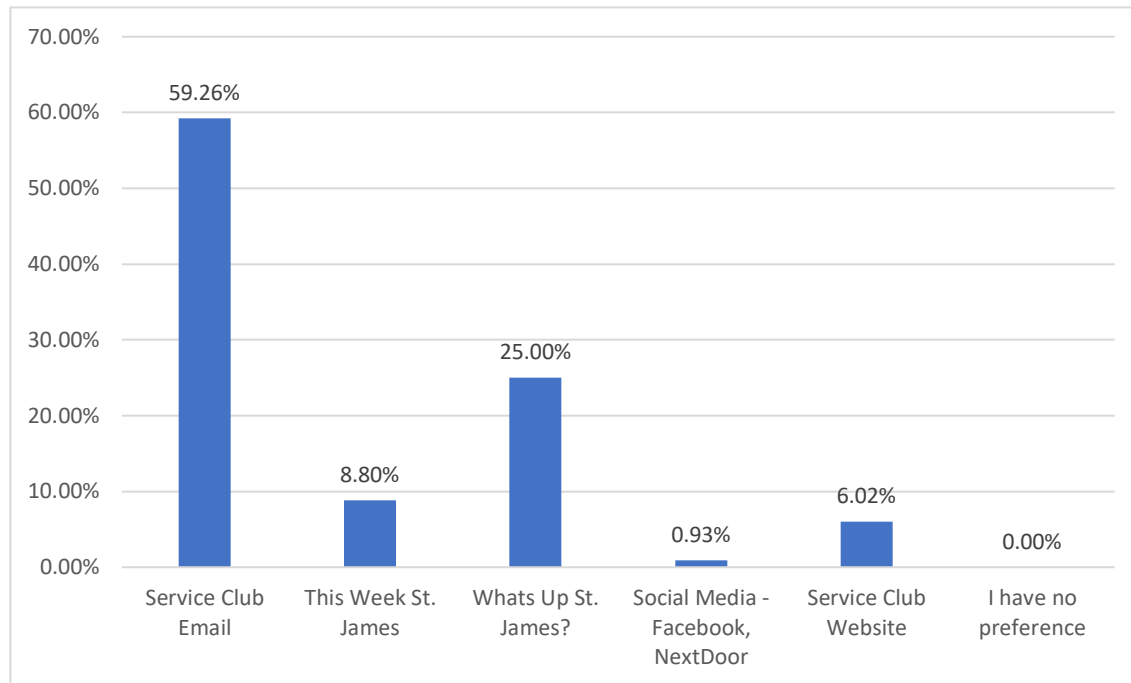
### Communication, Events and Activities

Q. Have you ever visited the Service Club Website?

Response	Members		Non-members	
Yes	78.44%	171	28.48%	90
No	21.56%	47	71.52%	226
		<b>218</b>		<b>316</b>



Q. What is your primary source for receiving information about the Service Club?



Q. Which events would you like to see repeated?

Events	Member		Non-Member	
	Percentage	Count	Percentage	Count
Celebrating the Holidays	87.68%	185	59.70%	157
Beauty Bash	25.12%	53	12.93%	34
Bridge Tournament	27.96%	59	11.03%	29
Flea Market	80.57%	170	73.76%	194
Another Woman's Treasure	52.13%	110	28.90%	76
Night on the Titanic	11.37%	24	5.70%	15
President's Fashion Show	31.28%	66	24.71%	65
Cinco de Mayo Scavenger Hunt	26.07%	55	13.69%	36
Play (i.e. Is There Life After High School?)	41.71%	88	23.95%	63
Jersey Mikes Night at Woodlands Pavilion	54.50%	115	54.37%	143
		<b>211</b>		<b>263</b>