

# Former Member Survey

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North Carolina Center for Creative Retirement

November 2008

# Introduction

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- This study was conducted online via Survey Monkey between November 14 and November 21, 2008.
- A link to the survey was contained in an email from Ron Manheimer that was sent to 963 former members (drawn from Banner) who the database indicated had lapsed their NCCCR membership in the '06-'07, and '07-'08 academic years.
- Of the 963 members receiving a request to participate, 228 (24%) completed the survey. Of those:
  - 158 (69%) said they were, indeed, lapsed members
  - 50 (22%) said they were still members\*
  - 20 (9%) were uncertain what their current membership status was\*
- Assuming 69% of the original 963 sent the email were indeed former members, it was actually sent to 664 (963 x .69) lapsed members. The 158 completed interviews, therefore, also resulted in a 24% (158/664) response rate.

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\*If this was determined in the first question, these email recipients were 'skipped' out of the survey

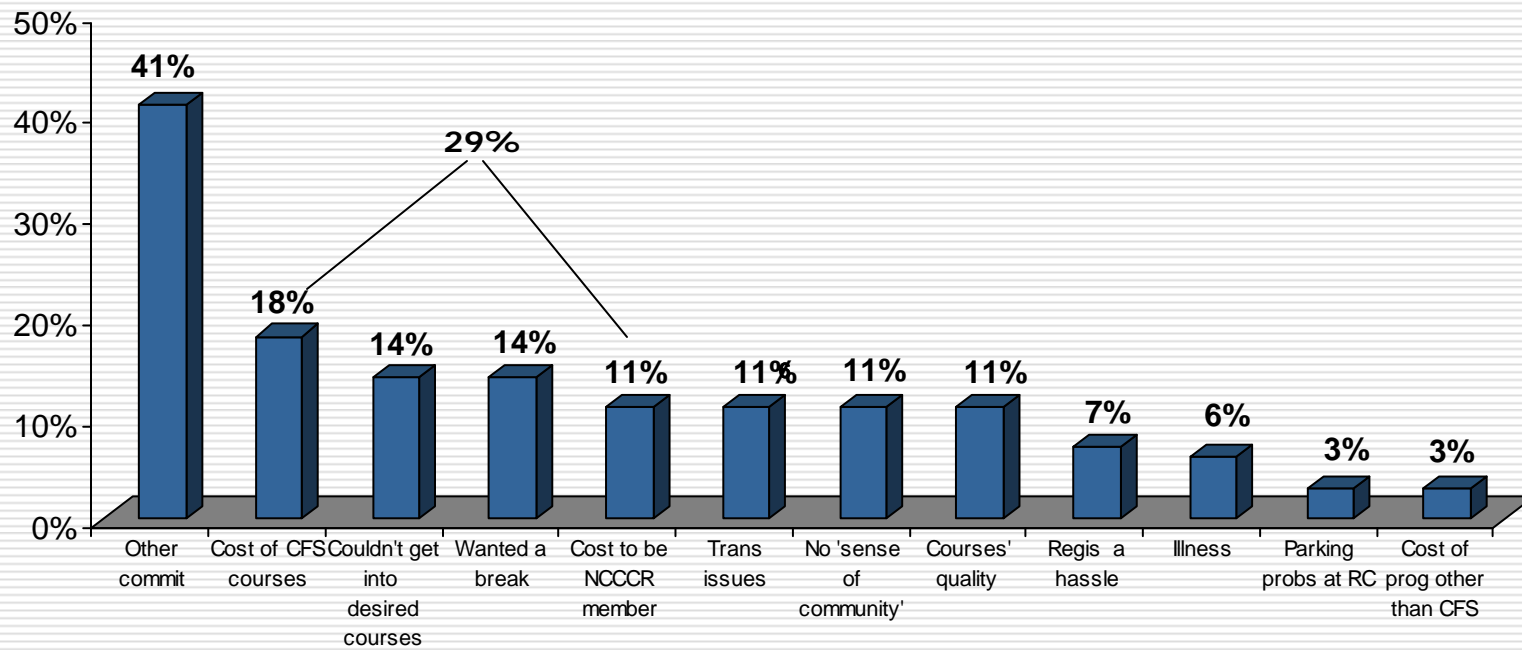
# Introduction [Cont'd]

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- Where there are comparable questions, former members' responses are compared with those of current members in our 2008 Annual Member Survey.

# Other commitments cause most to lapse, then cost (of CFS courses and membership)

Number answering: 140



Reasons for lapsing  
(% saying *most important*/*next most important reason*)

Question: Which of the following reasons was most important and next most important in explaining why you decided to let your NCCCR membership lapse?

# Reasons for lapsing by gender and age

○ = notably higher %

○ = notably lower %

	Total	Gender		Age			
		Males	Females	<60	60-64	65-69	70+
REASONS FOR LAPSING	%	%	%	%	%	%	%
Other commitments	41	37	46	50	42	46	37
Cost of CFS courses	18	9	23	15	18	21	17
Couldn't get into enough desired courses	14	15	12	20	24	5	11
Wanted a break	14	22	11	10	6	13	24
Cost to be NCCCR member	11	7	14	15	15	15	4
Transportation issues	11	11	10	1	12	8	13
Didn't find desired 'sense of community'	11	17	8	20	9	11	4
Courses' quality below expectations	11	15	9	1	15	13	9
Registration a hassle	7	7	8	0	6	8	9
Illness	6	9	6	1	0	8	13
Parking problems at Reuter Center	3	4	3	1	6	0	4
Cost of programs other than CFS	2	2	3	0	3	3	4

# Reasons for lapsing by years a member, likelihood of rejoining, feelings about NCCCR

○ = notably higher %

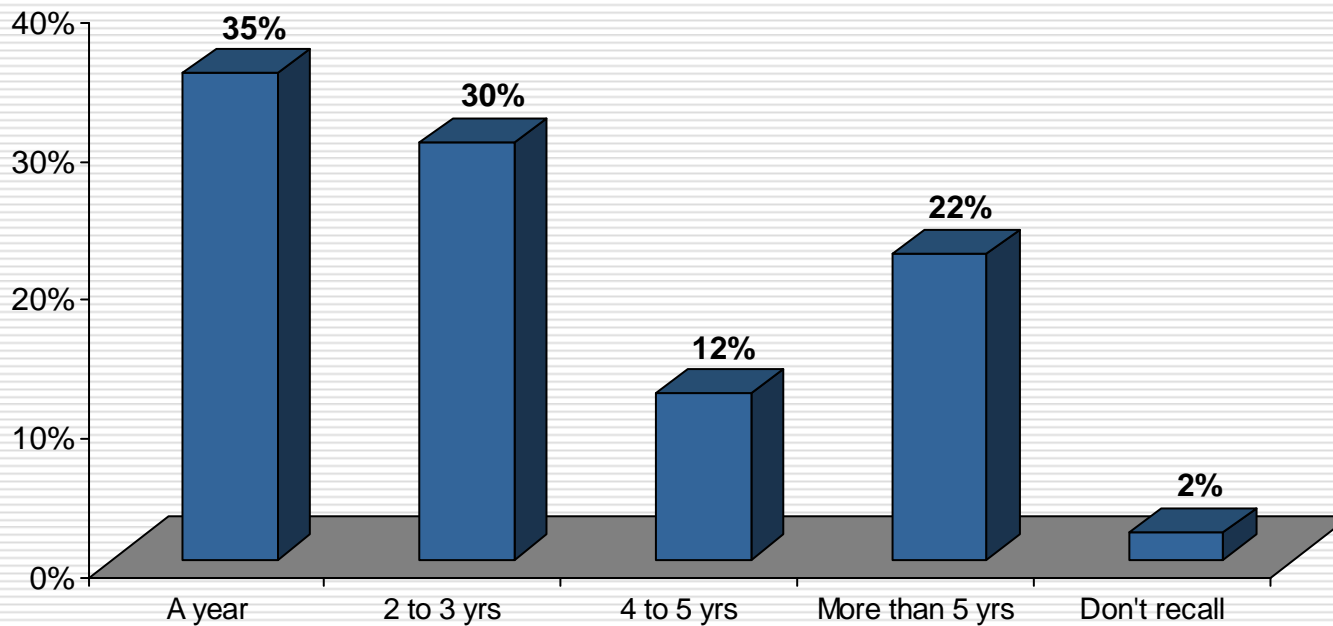
○ = notably lower %

	Total	Years an NCCCR Member			Likelihood of rejoining			Feelings about NCCCR		
		1	2-3	4+	Likely	Neutral	Unlikely	Fav	Neutral	Unfav*
REASONS FOR LAPSING	%	%	%	%	%	%	%	%	%	%
Other commitments	41	54	48	26	60	20	50	50	23	43
Cost of CFS courses	18	14	21	17	15	27	13	17	17	21
Couldn't get into enough desired courses	14	18	12	13	15	20	6	11	20	21
Wanted a break	14	4	10	28	23	9	6	17	11	0
Cost to be NCCCR member	11	16	10	9	8	16	13	11	14	7
Transportation issues	11	6	10	13	7	14	16	13	9	0
Didn't find desired 'sense of community'	11	12	14	9	10	11	16	7	25	14
Courses' quality below expectations	11	12	7	13	8	14	13	3	31	7
Registration a hassle	7	6	10	7	2	14	9	2	11	29
Illness	6	4	5	11	7	2	13	10	0	0
Parking problems at Reuter Center	3	2	2	7	2	4	0	3	3	7
Cost of programs other than CFS	2	2	5	2	2	7	0	4	0	0

\*Small sample size

# Most who left were not long-time members

Number answering: 139

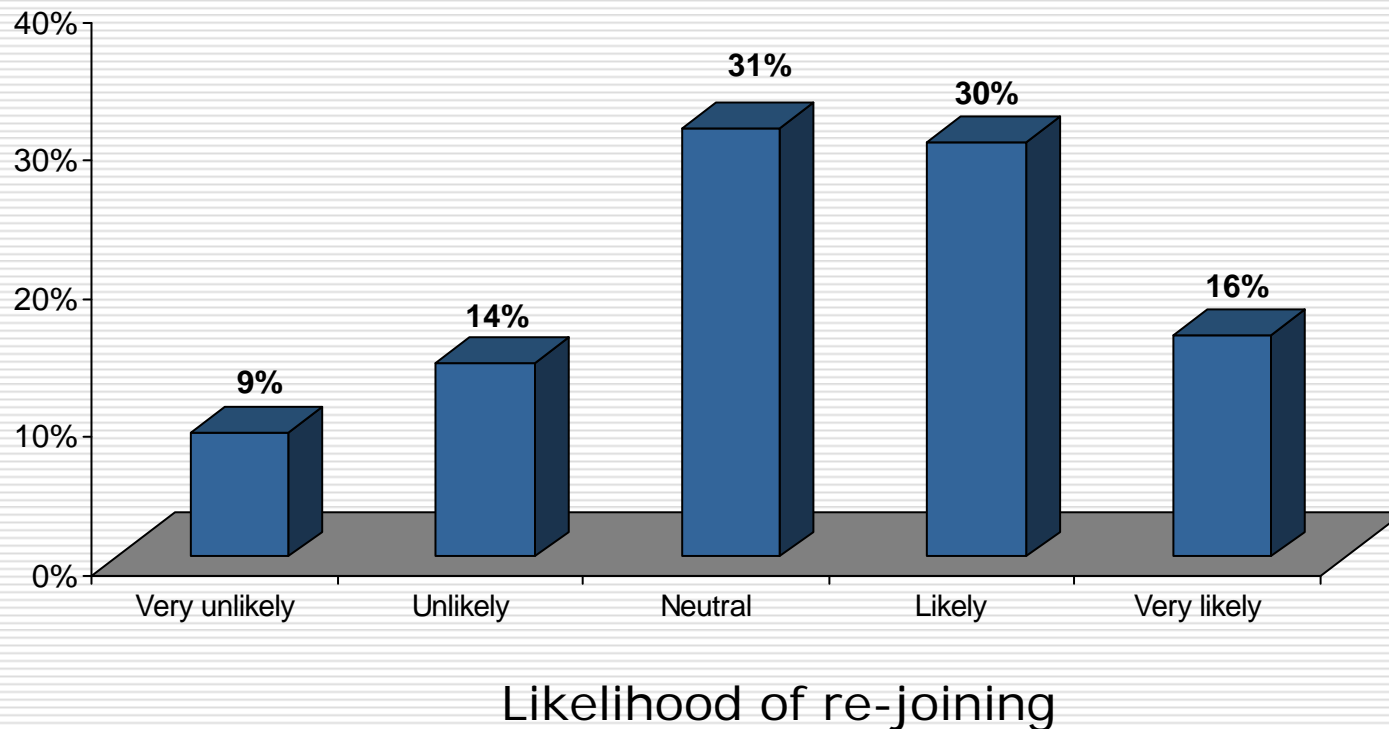


Years an NCCCR member before lapsing

Question: Before you lapsed, about how long had you been an NCCCR member?

# Nearly half (46%) say they are likely to rejoin the Center

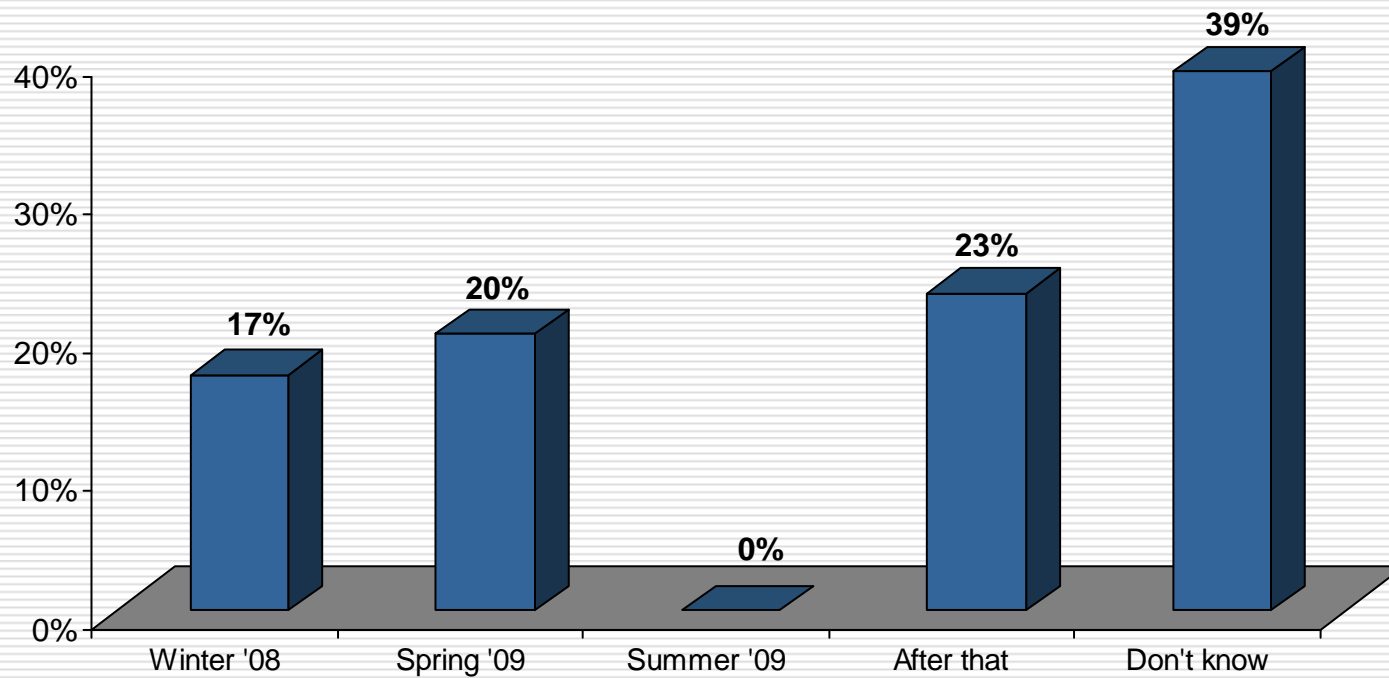
Number answering: 139



Question: How likely is it that you'll rejoin NCCCR at some point?

# Only 37% likely rejoiners are likely to do this by the Spring '09 term

Number answering: 64

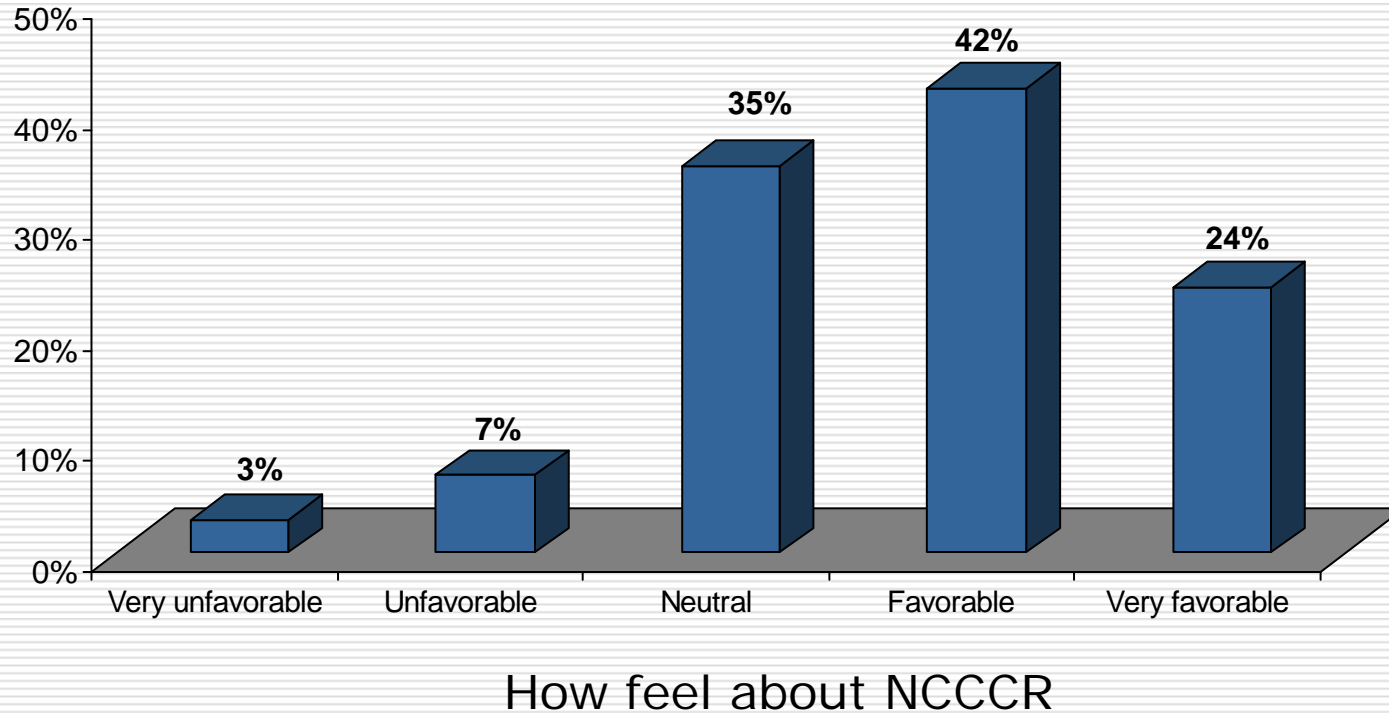


When likely to rejoin  
[If likely/very likely to do so]

Question: Based on how you feel today, when are you likely to rejoin NCCCR?

# Few lapsers harbor unfavorable attitudes NCCCR - but a third feel neutral

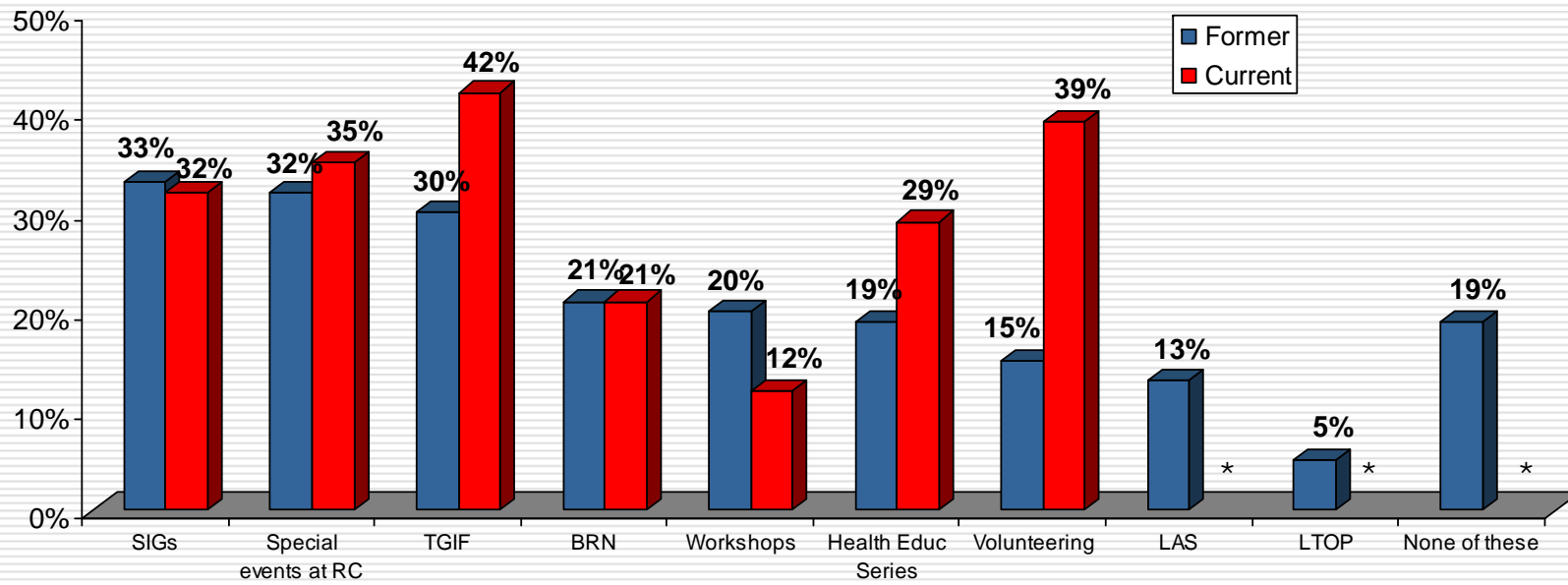
Number answering: 139



Question: How would you describe your current feelings about NCCCR?

# Versus current members, lapsers notably less often: volunteered, and attended TGIF lunches and the Health Education Series

Number answering: 139



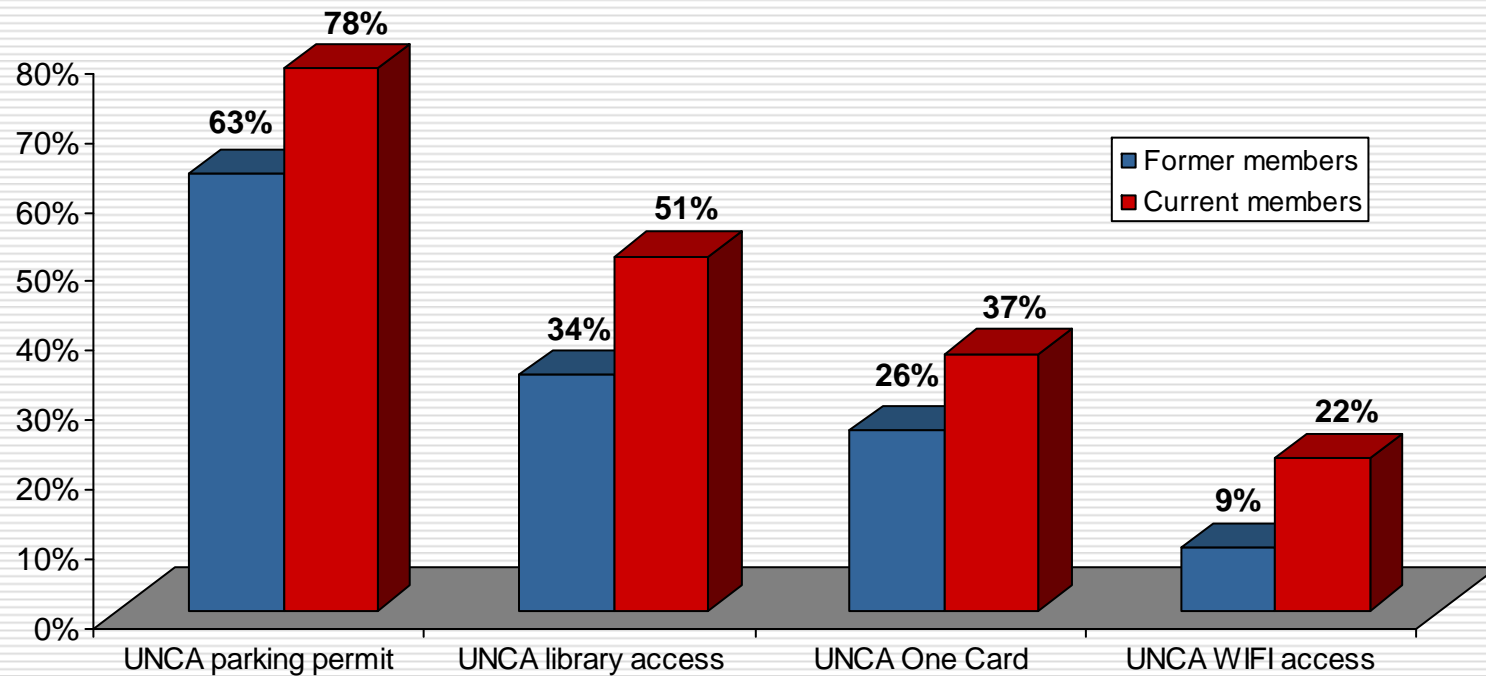
\*No comparable data

Activity/event/program participation

Question: When you were an NCCCR member, which of these activities/events/programs did you participate in?

# NCCCR benefits were less important to former than they are to current members

Number answering: 137

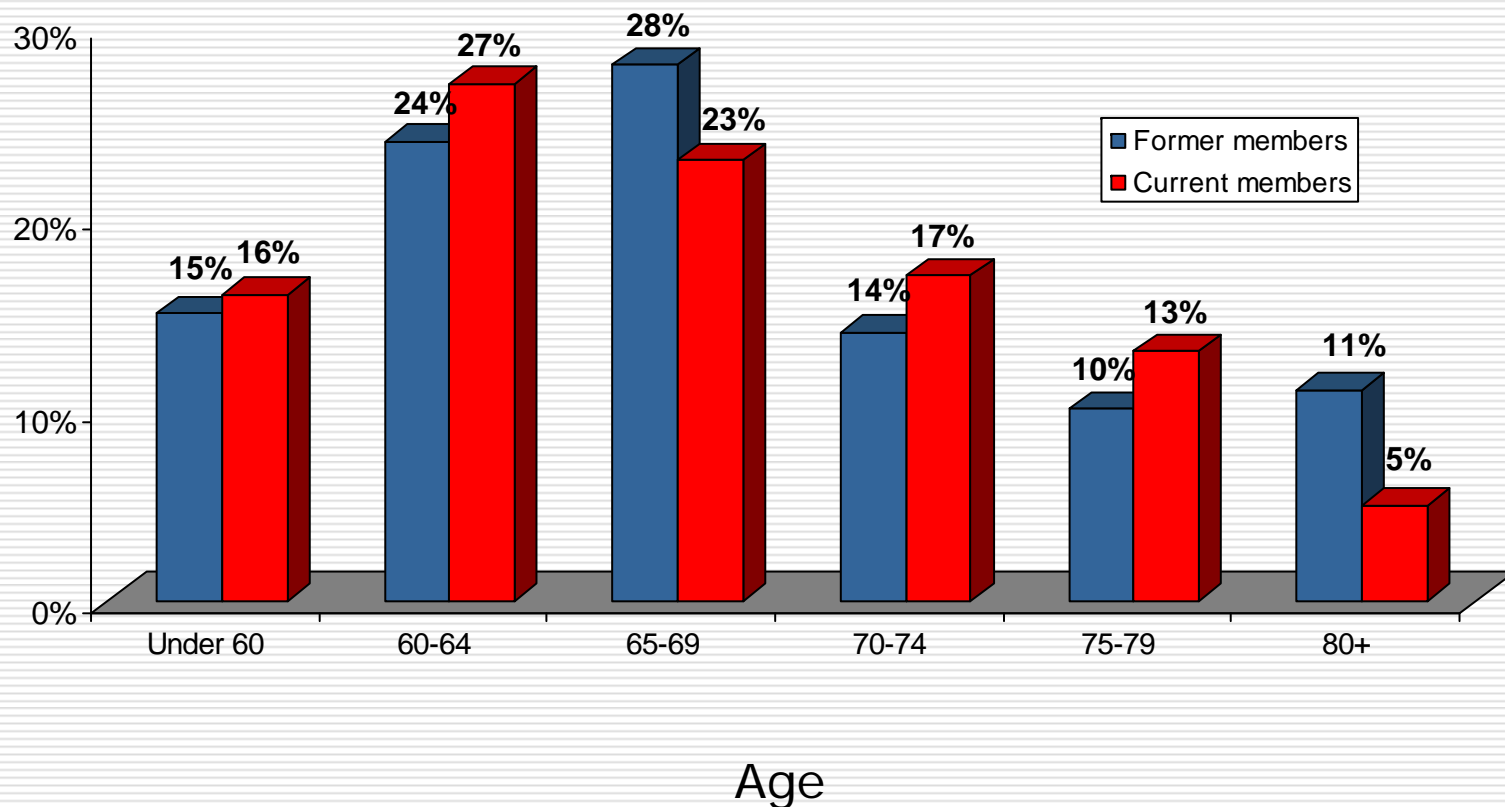


Importance of NCCCR benefits  
[% very important/important]

Question: When you were a member, how important was each of the following NCCCR benefits?

# Surprisingly, former and current members' ages are quite similar

Number answering: 137



Question: Into which of the following ranges does your age fall?

# The proportions of females/males among former and current members are similar

Number answering: 137

