

PERCEPTION OF LIONS

**SUMMARY OF RESULTS OF
A NATIONAL SURVEY
CONDUCTED IN MARCH 2005**

SURVEY CONDUCTED BY: McNAIR INGENUITY RESEARCH

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The Survey:

- The survey was conducted on a national basis over 1300 homes and representative of the population aged between 18 and 90 years.
- Method of interview – by telephone
- In field mid March 2005 (after the Tsunami and before the Nias earthquake.
- Analysis by senior researchers.

Awareness of Service Clubs:

Question: Which of these Community Organisations have you heard of before?

- Awareness of Service Clubs is high within Australia
- The following are the % recognition factors for each service organization surveyed:-
 - **Lions 73%**
 - Rotary 79%
 - Apex 63%
 - Kiwanis 19%

The conclusion here is that there is scope for growth of some 27% of the population – a lot of this percentage could well be immigrant population.

This percentage of awareness is stronger in regions and lower population States as shown:-

- * **Metropolitan (major cities) 68%**
- * **Regional Areas 80%**

This is represented in the respective States as follows:-

- * **New South Wales 71%**
- * **Victoria 70%**
- * **Queensland 75%**
- * **South Aus/NT 81%**
- * **West `Australia 81%**
- * **Tasmania 74%**

Rotary is proportionately higher in all areas

The specified age groups of those aware of Service Clubs were:-

	18-39yrs	40-59yrs	60+ yrs
Aware of Lions	67%	81%	73%
“ “ Rotary	75%	86%	76%
“ “ Apex	53%	76%	65%
“ “ Kiwanis	10%	25%	26%

Experience and Membership:

Question: Are you a member of Lions, Rotary, Apex or Kiwanis?

Member of a Lions Club	1%
“ “ “ Rotary Club	1%

Question: Are you a former member of any of the listed Clubs?

Former Members of a Lions Club	2%
“ “ “ “ Rotary Club	1%
“ “ “ “ Apex Club	1%

Question: Have you attended a Service Club meeting?

Attended a Lions Club Meeting	4%
“ “ Rotary “ “	7%
“ “ Apex “ “	2%

15% know someone or have a relative involved with Lions while the figure for Rotary was 22%

Strategic implications are that:-

- 1 We can't rest on our laurels – can grow through extra awareness**
- 2 Strong competitors mean Lions needs more relevance/benefits as well as more awareness.**
- 3 Work in the strong areas – regional and the 40-59 age group.**

Image and strengths:

Question: Respondents were asked to grade on a scale of 1-5 the following:-

- (a) Lions help disadvantaged people in Australia**
- (b) Lions are very patriotic**
- (c) Lions help people overseas**
- (d) Lions collect money for good causes**
- (e) Lions are relevant to Australians today**
- (f) Lions are people just like me**
- (g) Lions have activities which are fun**
- (h) Lions are a bit exclusive**
- (i) Lions are more for men**
- (j) Lions are more for older people**
- (l) Lions requires committing a lot of time**
- (m) Lions is a good way to meet people and network**

Image Strengths	% of total population agreeing	% of those wishing to join agreeing
Collects for good causes	84%	89%
Helps disadvantaged in Aust.	77%	83%
People just like me	78%	82%
Good way to meet/network	75%	83%
Image – Lesser Attributes		
Relevant to Australians today	70%	75%
Very Patriotic	56%	59%
Requires a lot of time	44%	48%
Has activities which are fun	42%	58%
Image – Least Attributes		
More for older people	40%	39%
More for men	39%	33%
Helps people overseas	35%	44%
Is a bit exclusive	23%	29%

Implications of Image for recruitment:-

We need to undertake the following:-

- **Explain and show both local and world good causes.**
- **Emphasise fun.**
- **Reinforce networking – demonstrate connectedness.**
- **Target and show mixed groups 40-59 in all images – avoid images of old people and only men.**

Membership opportunity in Lions

Question: How interested would you be in joining a Lions Club?

Interest in joining:

Very Interested	2%	
Moderately interested	19%	
		Total showing interest 21%
Don't know enough	6%	
Not interested	73%	

Percentage of each age group is interested in joining Lions?

18 – 34 years	13.1%
35 – 49 years	18.0%
50 – 64 years	21.7%
65 years +	9.6%

(Note: The highest interest was in the 5yr age group 55-59years at 24%)

For the 21% interested in joining, what would encourage them to join?

A Club with more women	7%
An exclusive Club	6%
A Club with more for men	3%

Whose interested in joining?

- Top half of the income range : \$40,000 +.
- More single/divorced than married.
- Most interest 50 – 59, not retired.
- HOWEVER some interest in almost all age, profession and geographic groups.
- Potential to at least double current size by reaching those “very interested”.

Key Strategic Implications:

- **Build awareness (by reinforcing strengths).**
- **Target initially middle age rather than seniors or young.**
- **Rebalance genders in all images and experiences.**
- **Three part message: doing good here and world, extending networks and having fun.**
- **Confirm with workshops and qualitative research.**

EXECUTIVE SUMMARY

The results of this survey of 1,300 adults throughout Australia, conducted in March 2005 indicates that:-

- Slightly less than three quarters of adults throughout Australia have heard of Lions – more in regional areas and less in the major cities.
- One in seven people know a member of Lions.
- Lions are known for their good deeds, collecting money for good causes (mainly within Australia) and helping disadvantaged people.
- However slightly more people think of Lions as requiring a large commitment of time than think that the activities are fun. Those who know Lions members are more likely to think of the activities as fun.
- While there is a perception amongst everyone that involvement in Lions will require committing time, this does not appear to be a barrier. If people are prepared to get involved with a service club, then this appears to be expected.
- There is a gap in expectation relating to how much fun the activities are, with those who know less about Lions not expecting the activities to be fun – yet this is one of the most important attributes that makes getting involved in a service club appealing.
- The social side of club involvement is very important and could be a lever for getting younger people into Lions.
- Some perceptions of Lions club involvement were better amongst those who knew someone involved in Lions. For instance those most familiar with Lions, by virtue of knowing a Lions member, were more likely to think of the Club as male orientated.
- The results suggest that members should begin by influencing their friends and relatives – since even this group have some perceptions of Lions that do not match what they find appealing in joining a service club.
- Some perceptions do not need to be worked on – for instance it is accepted that a service club will require contributing time, and people who are apprehensive about this are unlikely to be worth marketing to.
- The opportunity to have fun and meet people while doing good deeds such as raising money for causes or helping disadvantaged people appears to be very appealing – partly for networking for business, but also for single people, and particularly separated and divorced people to meet other people.
- It is highly recommended to conduct qualitative research (or simply workshop) amongst younger members to explore ideas on how to create fun, social events etc. that continue the good works of Lions. It appears that this would need to be the starting point before commencing marketing to a broader audience.