

## Survey Answers the question: Why Do Members Leave?

Sweet Adelines International membership satisfaction is close to 89 percent. This figure was gleaned from a current online survey of hundreds of women, which includes existing and exiting members. You would think the exiting members might have a complaint or two, but surprisingly, they almost all say we are doing an "excellent" job and cannot suggest any ways we can improve our service.

The reasons some members are leaving the organization are, (in order of magnitude,) health/age concerns, lack of time, lack of disposable income, other commitment taking priority. So, health, time and the economy are areas that we can do little about. Plus we are competing with so many other choices people have in terms of hobbies and interests.

Our society has changed considerably over the last 20 or 30 years ...

- More women work full time outside of the home
- Women have so many more options to choose from
- Women don't have much time to dedicate to "hobbies"
- Women juggle careers, children, husbands, extra-curricular activities, household chores and their own personal needs
- People used to stay with jobs, and other commitments, long-term 20 or 30 years ago
- Now 3 or 4 years at any one job is considered a respectable term
- This is an instant gratification society, an impatient society
- This society wants instant results
- Learning to sing four-part-harmony and being a part of a Sweet Adelines group is a big commitment
- The economy is tough right now

Though we face economical and societal challenges, all hope is not lost. Our music can fill lives with instant satisfaction, evoke positive feelings that transcend into improved health and foster friendships that build loyalty and esteem.

What we can do is to get barbershop music in front of more people and heavily promote our musical product. Once we introduce our art form and obtain more members, we know that they will most likely be satisfied. This, in turn, will improve retention rates.