

ANALYSIS OF MEMBERSHIP SURVEY

prepared by the
Department of Research
for the
International Board Committee on Membership

W. Eugene Wolcott, Chairman
Charles S. Donley
Fred G. McAlister

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PREFACE

The membership analysis survey was conducted by the International Board Committee on Membership composed of W. Eugene Wolcott, M.D., Chairman; Charles S. Donley; and Fred G. McAlister. Its purpose was to secure factual information regarding the status and attitudes of Kiwanians about Kiwanis as a basis for the future development and adjustment of the administrative and activity programs of the organization.

The tabulation and compilation of reactions to the questions and their interpretation were prepared by the Department of Research of Kiwanis International.

Method of Conducting Survey

Shewed sample!

A total of 303 clubs in Kiwanis International were included in the survey, comprising the home clubs of the International officers, the district governors and lieutenant governors, the district chairmen on classification and membership and the chairman of the International Committee on Classification and Membership. Each of these officers and chairmen was written by Chairman Wolcott of the Board Committee on Membership on April 15, soliciting his cooperation in conducting the survey and outlining the procedure to be followed in distributing questionnaires. A few days later each officer was sent a quantity of the printed questionnaires (a sample of which appears as Exhibit A at the end of this report) for distribution to the active, reserve and privileged members of his own club.

The officers were asked to announce the survey at their club meetings during the week of April 28, explaining that questionnaires would be distributed to the members before the next weekly meeting. Each officer was asked to urge the members of his club to study the questionnaire, fill it out completely and frankly, and return it to him sealed in an accompanying business reply envelope during the week of May 5. After return of the questionnaires by the members to the cooperating officers, the officers were asked to mail them to Chairman Wolcott at his office in Des Moines, Iowa, on or before May 15.

None sent to non-attendees

As the returned questionnaires were received by Chairman Wolcott, a record of receipts was kept and daily shipments of the returned questionnaires were made to the Department of Research at International Headquarters for tabulation.

On May 15 a second letter was sent by Chairman Wolcott to a majority of the officers cooperating in the survey, again urging them to secure as large a return as possible from the members of their clubs.

The method of distribution of the questionnaires made possible a double check on the response. First, the cooperating officers were able to check the returns of the members of their clubs and to encourage as large a response as possible. Second, the chairman of the Board Committee on Membership was enabled to check the response of the cooperating officers, urging them to secure a large return from their members.

The method of distribution possessed the added advantage of making possible greater reliability of response on the part of individual Kiwanians inasmuch as they were given questionnaires to be filled out at their leisure and not at a club meeting. This method permitted each Kiwanian to devote more time and thought to his answers than would have been possible if the questionnaires had been answered hastily at a regular club meeting.

Scope of Survey

As already stated, 303 selected Kiwanis clubs or 14.7% of the active clubs in Kiwanis International as of March 31, 1940, were included in the survey. A total of 21,304 active, reserve and privileged members or 20.2% of such membership in Kiwanis International were asked to fill out questionnaires. With this distribution and the widespread representation in the survey of clubs of all sizes, in all types of communities and in all sections of the organization, the survey can be said to be representative within certain limits of Kiwanis International.

A list of the clubs included in the survey appears at the end of the report as Exhibit B. Data concerning the number of questionnaires sent each club and the response are presented in connection with the list. Information is also included showing the bases used in distributing the clubs to various Population, Membership, etc., Classes.

In addition to completed reports received from clubs included in the survey, 292 questionnaires were received from 100 clubs not included in the survey. Also 14 questionnaires were received on which the club name was not written in and could not be deduced from the postmark. The following reasons for receipt of completed questionnaires from clubs not included in the survey are given:

1. A Kiwanian attended the meeting of a neighboring club, which was included in the survey, for attendance make-up credit. At the meeting questionnaires were distributed to all present regardless of club affiliation. Consequently, the Kiwanian received a questionnaire, filled it out and mailed it to Chairman Wolcott in Des Moines.
2. A club included in the survey held an inter-club meeting with another club. At the inter-club meeting all Kiwanians present regardless of club affiliation were given questionnaires to fill out and return.
3. A Kiwanis officer or chairman, misinterpreting instructions, distributed the questionnaires sent him to members of clubs other than his own. This is true of some lieutenant governors who distributed questionnaires to clubs throughout their divisions rather than to their own club membership. In several instances of this sort lieutenant governors were written personal letters and sent additional questionnaires for distribution to the membership of their own clubs.
4. Each cooperating officer and chairman was sent a few extra questionnaires to make certain that he would have a sufficient supply for distribution to the members of his club. In some instances following a complete distribution to his own club, an officer gave the remaining questionnaires to the members of a neighboring club to be filled out and returned. A variation of this procedure occurred in a few instances where officers distributed questionnaires to members of their own clubs who were present at a club meeting, while those who were absent received no questionnaires. Then the officer distributed both extra and undistributed questionnaires among the members of neighboring clubs.

Questionnaires received from clubs not included in the survey and with the club name unknown were grouped separately. They are included in the first section of the report which presents an analysis of Kiwanis International but are not included in other sections.

Report Sections

The report is divided into the following six sections, the page numbers of which appear in the Table of Contents:

1. Analysis of Kiwanis International.

This section analyzes all twenty-eight questions in the questionnaire and presents responses both from clubs included and not included in the survey.

2. Analysis of Clubs According to Population of the Community.

In this section a comparative analysis of responses from clubs included in the survey, allocated to various population classes, is presented in addition to a comparison with Kiwanis International.

3. Analysis of Clubs According to Size.

This section presents a comparative analysis of clubs included in the survey grouped according to size. A comparison with Kiwanis International is made.

4. Analysis of Clubs According to Length of Existence.

A comparative analysis of clubs included in the survey and with Kiwanis International, grouped according to length of existence since completion, is presented in this section.

5. Analysis of Clubs According to Attendance Averages.

In this section clubs are grouped according to their attendance averages and are compared with each other and with Kiwanis International.

6. Analysis of Districts.

Clubs included in the survey are grouped by districts and comparisons are made between them and with Kiwanis International.

Summaries of the high points of the foregoing sections appear at the end of each section.

The report presents analyses of Kiwanis International as a whole and the five major variables affecting club response. Thus, the attitudes of Kiwanians in large and small clubs, in old and new clubs, in various sections of the organization, etc., may be readily ascertained and utilized in future Kiwanis program development.

Timeliness of the Survey

The timing of the survey provokes three thoughts:

1. For several comparisons it was necessary to utilize figures based upon the United States Census for 1930 and the Canadian Census for 1931. There is no doubt but that significant population and other changes have taken place since the times those censuses were completed. The survey would have been more timely had it been conducted in 1941 or 1942 rather than during the current year. If conducted in 1941 comparisons could have been made with greater accuracy with the United States Census of 1940, and if conducted in 1942 more accurate comparisons with the Canadian Census of 1941 and the United States Census of 1940 would have been possible.

2. The survey is timely insofar as present trends and changes in thought on the part of business and professional men in the United States and Canada are concerned. Pressing world and domestic problems are reflected to some degree in the report, and the program of Kiwanis should benefit in the immediate future through the utilization of this timely information.

3. The season of the year in which the survey was conducted was ideal as Kiwanis clubs generally reach a peak of efficiency during the month of May with a second peak in the autumn. Unfortunately, however, a longer period of time was not possible between the distribution of the questionnaires and the development of this report. If additional time had been available more thought and study could have been devoted to the report and to the interpretation drawn.

Tabulation of Answers

Due to the shortness of time between the development of the report and the International convention, it was necessary to close the tabulating process so that only questionnaires received by Chairman Wolcott through May 25 are included in the report. A few questionnaires received by him after May 25 have not been included.

When the report was prepared the latest official membership and attendance figures for Kiwanis International were those of March 31, 1940. Consequently, this report is based upon the figures as of that date.

As will be noted in the report a statistical method of tabulating answers was developed. Although in most instances questions required only one answer, many Kiwanians gave more than one. In such cases to make the statistics arithmetically accurate, fractional values were assigned to each answer where more answers than one were given. These fractional values were later translated to the nearest whole number for the purpose of developing percentage comparisons.

Several of the questions required written comments, and in such instances the gist of significant comments was transcribed on the tabulation forms. Representative comments appear after the proper questions in the report.

Conclusion

The summaries and interpretations presented in the report attempt to set forth certain basic considerations for the guidance of Kiwanis officers in planning and adjusting the future program of Kiwanis International. It is felt that the chief value of this report does not lie in the specific interpretations of the topics discussed. Such interpretations that have been made are more by way of illustration and suggestion. In some instances it will be noted that the report factually supports trends concerning Kiwanis procedure that have been surmised previously. In such cases the value of the report lies in the indication of the degree and relative importance of such trends.

The hope is expressed that the report will prove of value to the Board Committee on Membership and to other officers and that it will serve as an instrument of direction whereby the future activity and administrative programs of Kiwanis may be planned more effectively and efficiently.

ANALYSIS OF KIWANIS INTERNATIONAL

This analysis is based upon 6,684 questionnaires returned on or before May 25, 1940. Of the questionnaires 6,378 were received from the 303 clubs included in the survey; 292 from 100 clubs not included in the survey; and 14 from Kiwanians the names of whose clubs could not be ascertained.

The following charts indicate the scope and adequacy of the survey based upon the membership of Kiwanis International as of March 31, 1940, as well as the response from both clubs and members.

Scope and Adequacy of Survey

	Kiwanis International (March 31, 1940)	Included in Survey	% Kiwanis International Included in Survey
Active Clubs	2,055	303	14.7%
Active, Reserve and Privileged Members	105,717	21,304	20.2%

Response From Clubs and Members Included in Survey

	Included in Survey	Questionnaires Returned	% Included in Survey
Active Clubs	303	253	83.5%
Active, Reserve and Privileged Members	21,304	6,378	29.9%

Response From Clubs and Members Included in Survey
Compared With Kiwanis International

	Kiwanis International (March 31, 1940)	Questionnaires Returned	% Kiwanis International
Active Clubs	2,055	253	12.3%
Active, Reserve and Privileged Members	105,177	6,378	6.1%

Response From Clubs and Members Not Included
in Survey and From Unknown Clubs

	Not Included in Survey	Club Name Unknown	Total	% Kiwanis International
Active Clubs	100	--	100	4.9%
Active, Reserve and Privileged Members	292	14	306	.3%

Total Response From Clubs and Members Compared with Kiwanis International

	Included in Survey	Not Included in Survey	Club Name Unknown	Total	% Kiwanis International
Active Clubs	253	100	-	353	17.2%
Active, Reserve and Privileged Members	6,378	292	14	6,684	6.4%

Of the 21,304 Kiwanians for whom questionnaires were provided for distribution, 6,378 or 29.9% returned completed questionnaires on or before May 25. The additional 306 questionnaires received from clubs not included in the survey and with club name unknown brought the total questionnaires returned to 6,684 or 31.4%. This response is fairly successful and is comparable to responses attained by similar types of direct mail surveys. In view of the pre-planned method of questionnaire distribution and of checking responses as explained in the preface it is regrettable that a larger return was not realized.

Based upon official figures for March 31, 1940, questionnaires were received from 17.2% of the total number of active clubs in Kiwanis International on that date, and from 6.4% of the total active, reserve and privileged membership. Considering the fact that the response came from all sections of Kiwanis International and therefore roughly includes an adequate cross-section of the organization, the survey can be said to be fairly representative although the response was somewhat small. The scope and adequacy of the survey are better measured as to club and membership representation in the discussions prefacing the other sections of this report.

Generally Kiwanians answered the questions frankly and sincerely. Only a small number of facetious or ridiculous answers were noted, and in all cases such answers were treated as "no answer." It can be stated with reasonable certainty that the responses satisfactorily reflected the opinions and attitudes of the Kiwanians who participated in the survey. Also the reactions of participating Kiwanians furnish a fairly reliable indication of the opinions and attitudes of the whole membership of Kiwanis International within certain limits which are discussed in the introductory paragraphs of the succeeding sections of this report.

1. Age of Members

Of the 6,684 members who returned questionnaires, 6,104 or 91.3% answered this question and 580 or 8.7% made no answer.

The following chart indicates the numbers and percentages of Kiwanians answering the question arranged according to five year age groups.

<u>Age Groups</u>	<u>Number Answering</u>	<u>% in Age Groups</u>
20 to 24 years	40	.7%
25 to 29 years	284	4.7
30 to 34 years	708	11.6
35 to 39 years	883	14.5
40 to 44 years	970	15.9
45 to 49 years	1,014	16.6
50 to 54 years	824	13.4
55 to 59 years	619	10.1
60 to 64 years	377	6.2
65 to 69 years	232	3.8
70 years and over	<u>153</u>	<u>2.5</u>
Total	6,104	100.0%

It will be noted that 16.6% of those answering the question are between 45 and 49 years of age inclusive. The chart indicates further that generally the ages between which most men become interested in Kiwanis and assume and retain membership lie between 30 and 60. Also the chart illustrates that a very low

percentage of members are between 20 and 30 years of age and that a rapid decline in membership sets in after 60 years of age.

The average age of the 6,104 members who answered this question was 46 years and their median age was also 46 years. Based upon these averages and upon the preceding chart, a man's desire and ability to assume Kiwanis membership and his interest in Kiwanis appear to increase steadily up to the age of 46 years. After that age a decline in both desire and interest seems to occur.

It may be of some interest to note that the oldest Kiwanians included in the survey was 85 years of age and the youngest was 20 years of age. This range of 65 years gives some indication of the maximum and minimum ages for which Kiwanis holds an appeal.

On page 9 will be found a chart which compares the number of United States Kiwanians answering the question with the urban and rural-nonfarm white male population of the United States. Generally Kiwanis membership in the United States is confined to urban and rural-nonfarm areas, since the number of Kiwanians living on farms is comparatively insignificant. The percentile differentials presented by the chart indicate the age groups in which Kiwanis membership is proportionally over or under the urban and rural non-farm white male population of the United States while the last column of the chart expresses the differentials in numbers of Kiwanians. For example, if the ages of the 5,461 United States Kiwanians answering the question were to be strictly in agreement with the age distribution of the white male population of the United States, there should be 693 more Kiwanians between the ages of 20 and 24 years. Also, for perfect agreement there should be 382 less Kiwanians in the 45 through 49 year group.

In addition the chart illustrates in which age groups of the urban and rural-nonfarm white male population of the United States the membership of Kiwanis is not proportional. For example, in the 45 through 49 year group Kiwanis has 16.6% of its membership while only 9.6% of the white male population lies in the same age group. Thus Kiwanis membership attracts a larger proportion of the male population of 45 through 49 years of age by a percentile differential of 7.0% than included in that age group in the population.

A chart similar to the one discussed above comparing the numbers and percentages of Canadian Kiwanians answering the question in various age groups with the urban white male population of the Dominion of Canada appears on page 10. Although the number of Canadian Kiwanians who answered the question is quite small and for that reason probably does not reflect as accurate a picture of the Canadian membership as the similar chart concerned with the United States membership, the Canadian comparison is presented for the interest it holds. It will be noted that among Canadian Kiwanians the largest age group answering the question is the one from 50 through 54 years whereas for the United States the largest age group is 45 through 49 years. Generally speaking, and within the limits imposed by the small number of Canadian Kiwanians who answered the question, it can be stated that the general age level of Canadian Kiwanians is slightly higher than that for United States Kiwanians. Also the number of younger members belonging to United States clubs is proportionately larger than for Canadian clubs.

These thoughts are further supported by the fact that the average age for the 5,461 United States Kiwanians answering the question is 46 years with a median age of 45 years while the average age for the 366 Canadian Kiwanians who answered the question is 48 years with a median age of 48 years. Thus the average age of United States Kiwanians is two years less than that for Canadian Kiwanians and is in agreement with the average age for all Kiwanians who answered the question. The median age of the United States Kiwanians is three years less than that for Canadian Kiwanians and is one year less than that for all Kiwanians answering the question.

COMPARISON BY AGE GROUPS OF UNITED STATES KIWANIANS WITH THE URBAN AND RURAL

NONFARM WHITE MALE POPULATION OF THE UNITED STATES

(Based on the United States Census, 1930)

Age Groups	Urban and Rural- Nonfarm White Male Population	United States Kiwanians		% Urban and Rural-Nonfarm White Male Population		% United States Kiwanians Answering		%	Differential	
		Answering	40	Answering	40	Answering	40		No. of Kiwanians	% Expressed in
20 to 24 yrs.	3,592,211	266	13.4%	12.9	4.9	12.7%	4.9	-12.7%	-693	-8.0
25 to 29 yrs.	3,475,306	653	12.4	12.4	12.0	-	12.0	-	-437	-
30 to 34 yrs.	3,549,117	803	12.7	12.7	14.7	2.0	14.7	2.0	22	2.0
35 to 39 yrs.	3,406,642	871	11.2	11.2	15.9	4.7	15.9	4.7	109	4.7
40 to 44 yrs.	3,000,419	904	9.6	9.6	16.6	7.0	16.6	7.0	257	7.0
45 to 49 yrs.	2,587,291	709	8.0	8.0	13.0	5.0	13.0	5.0	582	5.0
50 to 54 yrs.	2,161,018	532	6.2	6.2	9.7	3.5	9.7	3.5	273	3.5
55 to 59 yrs.	1,674,063	338	5.0	5.0	6.2	1.2	6.2	1.2	191	1.2
60 to 64 yrs.	1,338,887	209	3.7	3.7	3.8	.1	3.8	.1	66	.1
65 to 69 yrs.	982,131	136	4.9	4.9	2.5	-2.4	2.5	-2.4	5	-2.4
70 yrs. and over	1,321,800								-131	
Total	26,888,885	5,461	100.0%	100.0%	100.0%	00.0%	100.0%	00.0%	000	00.0%

Urban population, as defined by the United States Census Bureau, is in general that residing in cities and other incorporated places having 2,500 inhabitants or more.

The rural-nonfarm population is made up largely of persons living in small towns or villages, both incorporated and unincorporated and who do not reside on farms.

COMPARISON BY AGE GROUPS OF CANADIAN KIWIANS WITH THE URBAN

WHITE MALE POPULATION OF THE DOMINION OF CANADA

(Based on Canadian Census, 1931)

Age Groups	Urban White Male Population	Canadian KiwiANS Answering	% Urban White Male Population	% Canadian KiwiANS Answering	% Differential	% Differential Expressed in No. of KiwiANS
20 to 24 yrs.	235,730	0	13.8%	0.0%	-13.8%	-51
25 to 29 yrs.	221,471	5	13.0	1.4	-11.6	-42
30 to 34 yrs.	204,947	25	12.0	6.8	- 5.2	-19
35 to 39 yrs.	202,348	39	11.8	10.7	- 1.1	- 4
40 to 44 yrs.	195,948	58	11.5	15.8	4.3	16
45 to 49 yrs.	178,511	65	10.4	17.7	7.3	27
50 to 54 yrs.	146,082	80	8.5	21.9	13.4	49
55 to 59 yrs.	103,539	60	6.1	16.4	10.3	38
60 to 64 yrs.	79,226	19	4.6	5.2	.6	2
65 to 69 yrs.	59,090	9	3.5	2.5	- 1.0	- 4
70 yrs. and over	82,449	6	4.8	1.6	- 3.2	-12
Total	1,709,341	366	100.0%	100.0%	00.0%	00

The Dominion Bureau of Statistics defines urban population as that of incorporated places. Generally this involves places of 1,000 to 2,500 population and over.

For various reasons it will be very difficult for Kiwanis to increase its membership much among young business and professional men between the ages of 20 and 30 without lowering the membership requirement standards. Potential young members between the age of 20 and 30 are difficult to obtain because of the low income of that age group generally when compared with other age groups, because young men between the ages of 20 and 30 generally do not hold the executive positions required of Kiwanis members, and because of the current widespread unemployment which affects young men more than any other age group. If Kiwanis should attempt to attract men between the ages of 20 and 30 into membership very little success would attend the efforts expended because of the inability of such young men to meet membership requirements of the organization. An intensive drive to obtain such members would produce some results, of course, but the number obtained would hardly be significant in view of the effort necessary to attract them. *substantive*

Generally, Kiwanis membership expansion programs might better be aimed at men between the ages of 30 and 45 among whom there is undoubtedly a large number who could meet the requirements of membership and who could afford membership. Intensification of effort among potential members between these ages should produce results in keeping with the effort expended.

The preceding charts indicate that Kiwanis begins to lose members rather rapidly after the age of 60. Some of this loss is due to unavoidable reasons such as death and illness but an avoidable reason which no doubt is an important factor is that men over the age of 60 in many cases probably lose interest in the Kiwanis program. It is not possible through this survey to measure the importance of such a reason for loss of members, and consequently, the matter cannot be stated factually. Members who do remain in Kiwanis after the age of 60 probably exemplify the type of loyalty and devotion that can be created only through long experience and contact with the organization. Many such men, of course, are probably not as active in club work as younger men because of physical disability or for other reasons. No doubt many of them become only attenders at club meetings and do little in the way of active committee work. The suggestion is offered that perhaps one reason for the dropping out of membership of men over 60 is the lack of assignment to them of active committee responsibility or a lack of willingness on their part to assume such responsibility.

As time goes on it can be expected that the average age of the membership of Kiwanis will gradually increase regardless of any efforts to lower it. This statement is made advisedly inasmuch as the trend in the general population of the United States and of Canada is toward an aging population. The so-called industrial age in the United States (the age at which a man derives an income from employment sufficient to support a family) is also moving upward. The number and percentage of young men in the general white male population of the United States is becoming less and less, while the number and percentage of those over 60 years of age is increasing steadily. These trends are in keeping with changes in the economy of the United States, and to a lesser degree of Canada, from an agricultural to an industrial one.

Wrong!

The United States Census Bureau has estimated that if present trends continue the United States will reach a peak population by 1960 or 1965 of approximately 145,000,000. At that time, unless trends change, a gradual decline in population will occur with eventual stabilization at some lower figure. Other authoritative estimates indicate that in the future out of every six persons in the United States two will be under 20 years of age, three will be between 20 and 65 and one will be over 65 and retired. In view of such general population trends it cannot be expected that the average age or the general age levels of Kiwanis members will remain constant or become lower, but will gradually increase in direct proportion to increases in the age level of the general population.

Since both the age level of the general population and the industrial age are rising, it seems logical to assume that as time goes on Kiwanis will experience increasing difficulty in obtaining members under 35 years of age. Consequently the program of the organization in the future will require gradual adjustment in order to appeal more and more to men over the age of 60, the percentage of whom in the general population and in Kiwanis membership will increase regardless of efforts to the contrary.

In the future the privileged class of membership should prove to be an increasingly important factor in retaining the membership of men who retire from active business or professional life. The various pension plans introduced in recent years such as the Federal Social Security Program, the Townsend plan, etc., are merely symptoms of the advancing age levels of the general population. Regardless of the types of security programs evolved in the future, such programs will affect Kiwanis membership. Business men generally will retire at earlier ages than at present and the general trend will be for them to retire at increasingly earlier ages. Thus, the number of active members of Kiwanis to retire and become eligible for privileged membership will increase as time goes on.

Suggestions concerning methods of adjusting the program of Kiwanis to meet the desires of men beyond the age of 60 are not within the purpose of this report. Such adjustments need not cause concern nor be planned abruptly. Instead they will probably evolve very gradually through the years. The only apparent alternative to such an adjustment is to alter the requirements of membership in order to attract younger men who in the future will find it increasingly difficult to attain Kiwanis membership as now established.

2. Years of Membership

6,068 members or 90.8% of those returning questionnaires answered this question and 616 or 9.2% made no answer.

The following chart indicates the numbers and percentages of Kiwanians answering the question arranged according to the number of years they have held membership.

<u>Years of Membership</u>	<u>Number Answering</u>	<u>%</u>	<u>Accumulated % By Varying Year Groups</u>
1	737	12.1%	
2	562	9.1	
3	594	9.8	
4	446	7.4	
5	428	7.1	
6	696	11.5	57.0%
10	938	15.5	
15	848	14.0	
20	702	11.6	
25	<u>117</u>	<u>1.9</u>	<u>43.0</u>
Total	6,068	100.0%	100.0%

The question was framed in a manner to indicate the numbers and percentages of Kiwanians who have joined the organization since the low point of depression membership; the numbers and percentages who assumed membership just

prior to the onset of the depression; and the numbers and percentages who joined several years prior to the depression and who retained their membership all through it. The chart does not indicate exactly the number of years each Kiwanian has held membership as each member was asked to circle the figure on the questionnaire which most closely approximated his years of membership, excluding any years when he might have dropped out of Kiwanis and rejoined later on.

Kiwanis membership declined to its depression low point on January 1, 1934. Thus, it can be assumed with reasonable accuracy that Kiwanians who have been members for 1 through 6 years joined after the depression low point; between 6 and 8 years ago; or between 8 and 10 years ago, dropping out of membership for varying periods of time during the depression. The total, active, reserve and privileged membership of Kiwanis International on January 1, 1934 was 72,378 and on March 31, 1940, it was 105,177, indicating a gain in membership of 45.3% over the depression low point. The chart shows that 57.0% of those answering the question have been members for one through six years which compares favorably with the percentage gain in membership for Kiwanis International since the depression low point. The difference amounting to 12.3% is probably due to the fact that some members joining between 6 and 10 years ago, dropped out of Kiwanis because of the depression, and rejoined later during the upswing from the depression low point.

Of those answering the question 696 or 11.5% reported that they have been members of Kiwanis for 10 years. These members joined the organization just prior to or just after the start of the depression and have retained their memberships ever since.

The 2,605 members or 43.0% of those answering the question who have been members for 10 years or more exhibit great "staying power" as they assumed membership prior to the depression and retained their membership all through it. Those who have been members for 15 years joined Kiwanis during the prosperous twenties; those holding membership for 20 years joined in the post World War period which was marked by a depression in 1920-21; and those with 25 years of membership joined Kiwanis in the early days of the organization.

The chart indicates that the Kiwanis program possesses a favorable retaining power with members who have been in the organization between 10 and 20 years as the decreases in numbers and percentages of such members is quite gradual. The cause of the small number and percentage of those who have been members for 25 years is probably due to the fact that there were fewer members in the organization at the time they assumed membership. Rapid expansion of membership and club extension occurred after the time such members joined. Since the membership at that time was small it is logical that a small number and percentage of such members is reflected by the chart.

The number and percentage of those reporting six years of membership is larger than the one just preceding for two reasons: first, because this figure includes those who have actually been members of Kiwanis for both 6 and 7 years inasmuch as 6 years was the nearest figure to their actual membership which could be given as an answer to the question; second, it can be expected that as the depression began to lift somewhat, more business men were able to afford Kiwanis membership, and, consequently, assumed membership as general business conditions improved.

Generally it can be assumed that 5% (the difference between the percentages of those reporting 1 and 5 years of membership) of the members who join Kiwanis each year will probably drop out of membership within 5 years, regardless of the effect of economic conditions. Thus, the rate of loss per year is roughly 1% and of every 100 members who join Kiwanis during a given year, one will have dropped out by the end of the year, two by the end of the second year, etc. As the number of years continues, the rate, of course, will probably be accelerated due to death, illness, etc. Also the rate would be greatly accelerated by adverse business conditions, and might be decelerated to a small extent during periods of rising prosperity.

The problem of reducing this loss is one that should have the consideration of club committees on Kiwanis education who in cooperation with club committees on classification and membership should be able to do much to prevent loss of membership due to avoidable reasons.

3. Classification

Of the Kiwanians returning completed questionnaires 5,790 or 86.6% answered the question, and 894 or 13.4% made no answer.

As discussed in the preface the occupations given by members were classified into broad occupational divisions according to a method developed by the United States Bureau of Census. An explanation of this method and a list of occupations classified according to it appears as Exhibit C at the end of this report.

The Bureau of Census also makes use of an occupational division known as Clerical Occupations which includes office workers and others engaged in clerical types of employment. Since such persons do not usually possess the qualifications required for Kiwanis membership, the clerical division was not considered in allocating the classifications of Kiwanians to occupational divisions.

"Accountant" was the only occupation encountered through the survey that might have been considered a clerical occupation. Since the number of accountants was comparatively small, all were classified as Professional Service occupations. Justification for this procedure is warranted inasmuch as the Census Bureau classifies certified public accountants under Professional Service.

The occupational division dealing with Professional Service includes not only well-known professional pursuits such as physician, attorney, etc., but also various semi-professional pursuits such as chamber of commerce secretary, recreation supervisor, etc. Therefore Kiwanians reporting such semi-professional classifications were classified under the Professional Service division in accordance with Census Bureau procedure.

The chart at the top of page 15 indicates the numbers and percentages of Kiwanians answering the question grouped according to occupational divisions. The chart also presents answers other than occupations reported by Kiwanians.

Of the members answering the question 35 or .6% reported that they were privileged members or retired from active business; 22 or .4% reported the status of reserve membership; and 557 or 9.6% of those answering gave incomplete or irregular answers such as "member," "active," "secretary," "business man," "lieutenant governor," etc. Such inadequate answers indicate a lack of understanding of

the term "Kiwanis Classification" on the part of the members who made such responses. This should be of interest to the International Committees on Classification and Membership and on Kiwanis Education.

<u>Occupational Divisions</u>	<u>Number Answering</u>	<u>% in Occupational Divisions</u>	<u>% Answering</u>
Agriculture, Fishing & Forestry	78	1.5%	1.3%
Domestic and Personal Service	110	2.1	1.9
Extraction of Minerals	4	.1	.1
Manufacturing and Mechanical Industries	695	13.4	12.0
Professional Service	1,794	34.7	31.0
Public Service (not elsewhere classified)	141	2.7	2.4
Trade	2,122	41.0	36.7
Transportation & Communication	<u>232</u>	<u>4.5</u>	4.0
Total	5,176	100.0%	
<u>Other Answers</u>			
Privileged and Retired	35		.6
Reserve	22		.4
Incomplete and Irregular	<u>557</u>		<u>9.6</u>
Total	5,790		100.0%

The chart indicates that Kiwanis is preponderantly composed of men engaged in trade, professional service, and manufacturing and mechanical industries.

On Page 16 appears a chart comparing the numbers and percentages of United States Kiwanians answering the question, arranged by occupational divisions, with the numbers and percentages of gainful white male workers in the United States 10 years of age and over. This chart illustrates the occupational divisions in which Kiwanis membership in the United States is not representative when compared with the gainful white male workers in the United States. For example, if the occupational distribution of the 4,623 United States Kiwanians answering the question were to be perfectly proportionate to the white male workers engaged in agriculture, fishing and forestry, there should have been 1,096 more Kiwanians, and in professional service occupations, 1,391 Kiwanians less, etc.

On Page 17 appears another chart which presents a similar comparison in regard to Canadian Kiwanians. The number of Canadian Kiwanians answering the question is small and, consequently, can hardly be said to be adequately representative. However, the comparison is presented for the interest it may hold.

Proportionately more Canadian Kiwanians are engaged in occupations concerned with manufacturing and mechanical industries than United States Kiwanians. A larger proportion of United States Kiwanians are engaged in professional service occupations than Canadian Kiwanians, and the proportion of those engaged in trade in Canada is greater than that for the United States.

COMPARISON OF UNITED STATES KIWIANS BY GENERAL DIVISIONS OF
OCCUPATIONS WITH GAINFUL WHITE MALE WORKERS IN THE UNITED STATES, TEN YEARS OF AGE AND OVER

(Based on United States Census, 1930)

Occupational Divisions	White Male Workers in U.S.	U.S. Kiwanians Answering	% White Male Workers in U.S.	% U.S. Kiwanians Answering	% Differential	% Differential Expressed in No. of Kiwanians
Agriculture, Fishing & Forestry	8,010,260	71	25.2%	1.5%	-23.7%	-1,096
Domestic and Personal Service	1,279,245	98	4.0	2.1	- 1.9	- 88
Extraction of Minerals	899,696	4	2.8	.1	- 2.7	- 125
Manufacturing and Mechanical Industries	11,164,291	617	35.1	13.4	-21.7	-1,003
Professional Service	1,644,460	1,633	5.2	35.3	30.1	1,391
Public Service						
(not elsewhere classified)	782,769	119	2.5	2.6	.1	5
Trade	4,907,600	1,883	15.5	40.7	25.2	1,165
Transportation & Communication	3,086,449	198	9.7	4.3	- 5.4	- 250
Total	31,764,770	4,623	100.0%	100.0%	00.0%	0000

Information concerning the number of gainfully employed white males of twenty years of age and over was not immediately available at the time this chart was prepared. Consequently it was necessary to make the comparison with those ten years or over which is a common Census Bureau division.

The United States Census Bureau makes provision for one additional occupational division known as Clerical Workers in which, however, no Kiwanians were classified. This division generally does not include executive occupations but clerical and kindred workers such as office stenographers, office machine operators, etc.

COMPARISON OF CANADIAN KIWIANS BY GENERAL DIVISIONS
OF OCCUPATIONS WITH GAINFUL WHITE MALE WORKERS IN THE DOMINION
OF CANADA, TEN YEARS OF AGE AND OVER

(Based on Canadian Census, 1931)

<u>Occupational Divisions</u>	<u>White Male Workers in Canada</u>	<u>Canadian Kiwanians Answering</u>	<u>% White Male Workers in Canada</u>	<u>% Canadian Kiwanians Answering</u>	<u>% Differential</u>	<u>% Differential Expressed in No. of Kiwanians</u>
Agriculture, Fishing & Forestry	1,165,437	4	44.1%	1.2%	-42.9%	-142
Domestic and Personal Service	106,429	9	4.0	2.7	- 1.3	- 4
Extraction of Minerals	57,919	0	2.2	0.0	- 2.2	- 7
Manufacturing and Mechanical Industries	590,105	60	22.3	18.2	- 4.1	- 14
Professional Service	127,871	81	4.8	24.6	19.8	65
Public Service (not elsewhere classified)	31,197	9	1.2	2.7	1.5	5
Trade	292,458	143	11.0	43.3	32.3	107
Transportation & Communication	273,923	24	10.4	7.3	- 3.1	- 10
Total	2,645,339	330	100.0%	100.0%	00.0%	00

The Dominion of Canada Bureau of Statistics follows a more detailed subdivision of occupational groups than the United States Census Bureau. However, the occupational divisions used by the Dominion Bureau may be readily grouped into the occupational divisions followed by the United States Bureau, and such has been done in this chart.

These charts indicate that a major need exists among United States clubs to secure more members engaged in manufacturing and mechanical industries and in agriculture, while minor membership needs are evidenced in the occupational divisions concerned with domestic and personal service (which includes cleaning and dyeing services, laundries, hotels, etc.), mining, and transportation and communication. On the other hand United States clubs have a disproportionate overage of members engaged in professional service occupations and in trade.

Within the limits made necessary by the few Canadian Kiwanians who answered the question, among Canadian clubs there is a great need for the attraction of farmers into membership, and there is a disproportionate overage of members engaged in trade.

The Canadian and United States comparison charts are based upon the Canadian Census of 1931 and the United States Census of 1930 respectively. Since the dates of those censuses great changes in the occupational patterns of both countries have occurred which could not be taken into account because of lack of data. Unemployment, which has affected some occupational divisions more than others, has no doubt caused changes. Increase in the number of workers engaged in Public Service occupations has been evidenced in recent years, particularly in the United States, etc. Consequently, as mentioned in the preface the value of these comparisons is limited for lack of more current census information.

Kiwanis probably can never become entirely representative even of occupational divisions which would by common consent be regarded as falling into the general category of business and professional men. The classification system of Kiwanis places all occupations on a parity and permits two representatives from each without regard to the number of people engaged in a business or profession or to the commercial or financial significance of an occupation in the total business of a given community. Of course, many major Kiwanis classifications can be and have been subdivided and some multiple memberships have been granted, thereby achieving a more representative breakdown, but perfectly proportional representation is something that probably will never be achieved.

Therefore, occupational representation in Kiwanis should be considered as cross-sectional and not proportional. Representation of all important occupational interests in a community is as essential or more so to a community organization such as Kiwanis as proportional representation.

4. Reason for Joining

Of the members returning questionnaires 6,417 or 96.0% answered the question and 267 or 4.0% did not.

An analysis of the reasons why men join Kiwanis is fundamental to the programs of the International Committees on Kiwanis Education and Classification and Membership and also to all extension work carried on by the organization. Although the question asked only for the primary reason for joining, many Kiwanians stated more than one. In such cases fractional values of 1 were assigned multiple answers so that the analysis might be arithmetically correct and reflect properly the relative importance of each reason.

The following chart indicates the numbers and percentages of Kiwanians giving various reasons for joining the organization.

<u>Reason for Joining</u>	<u>Number Answering</u>	<u>% Number Answering</u>
To acquire friends	2,048	31.9%
To develop personality	842	13.1
To render service	3,027	47.2
To make contacts	317	4.9
Other	<u>183</u>	<u>2.9</u>
Total	6,417	100.0%

Almost one-half (47.2%) of those answering the question stated that their purpose in joining was to render a personal service through Kiwanis activities. Almost one-third (31.9%) gave the acquisition of new friends as their reason.

Only 317 members or 4.9% of those answering stated that their purpose in joining Kiwanis was to make profitable business and professional contacts. The transition in purpose from the early days of the organization when the emphasis was upon "We Trade" to the current emphasis upon "We Build" is thus clearly illustrated.

If a Kiwanis club wishes to secure new members it need not emphasize the value of profitable business or professional contacts as a reason for the assumption of membership but instead should stress that Kiwanis offers a man an opportunity to render personal service to his community, to acquire new friends, and to develop his own personality through fellowship and social contacts.

The 183 members who gave answers other than the four major ones presented in the chart could not be classified separately because of the great variations in their reasons. Since their number and percentage importance is relatively small, no analysis of their individual comments has been made. Following are examples of typical comments made in answer to the question involving reasons other than the four major ones expressed by the chart:

Rotary too much power in community - limited membership - so helped organize Kiwanis.

Business obligation.

Felt it duty to community.

Joined during World War - considered duty.

For pleasure only.

Felt obligated to become member although not interested.

My primary reason for joining Kiwanis was due to Rotary - Had attended Rotary as guest and sold on idea - and when privilege came in January, 1923, to become a charter member of Auburn, Nebraska, signed up without question and never regretted my decision.

Taken for granted - father member.

As a means of finding out how the older citizens thought and acted in regard to problems of civic interest and, of course, put in my dime's worth when the occasion should arise.

Predecessor belonged.

Forced to join.

Father requested.

Felt it was a pleasure and privilege to be associated with Kiwanis.

To break down resentment toward relief program (Relief Administrator).

Asked by right man.

Represent company in Kiwanis.

Each member on school staff belongs.

Dared not refuse.

More active than other service clubs.

To lunch with friends.

Forced to join through high pressure methods.

Took place of business partner.

Public relation between school and community.

Public relations service.

Joined to bowl - now know service that can be rendered.

To be connected with worthwhile social club.

To promote better urban-rural relations.

Talked into joining.

Close friends Kiwanians.

Felt new service club was needed.

To fill classification.

Replaced privileged member.

Friend belonged - Kiwanis is essential now.

5. Offices Held

Of those returning questionnaires, 4,828 or 72.2% answered the question and 1,856 or 27.8% made no answer.

Of those answering 4,725 or 97.9% indicated that they have held or hold club offices or chairmanships. The following chart indicates the numbers and percentages of those answering who have held particular club offices or chairmanships.

<u>Club Offices and Chairmanships</u>	<u>Number Answering</u>	<u>% Answering Holding Office</u>
President	1,566	32.4%
Vice-President	1,352	28.0
Secretary	449	9.3
Treasurer	310	6.4
Secretary-Treasurer	105	2.2
Director	3,117	64.6
Committee Chairman	3,931	81.4

It is evident that large majorities of those answering hold or have held club committee chairmanships or have rendered service as club directors.

Of those answering 791 or 16.4% reported that they have held or hold district offices or chairmanships. The chart immediately following indicates the numbers and percentages of those reporting who have held particular district offices or chairmanships.

<u>District Offices and Chairmanships</u>	<u>Number Answering</u>	<u>% Answering Holding Office</u>
Governor	77	1.6%
Lieutenant Governor	388	7.0
Secretary	41	.8
Treasurer	14	.3
Secretary-Treasurer	20	.4
Committee Chairman	520	10.8

Of those answering 50 or 1.0% indicated that they have held or hold International offices or International committee chairmanships. The following chart indicates the numbers and percentages who hold or have held particular International offices or chairmanships.

<u>International Offices and Chairmanships</u>	<u>Number Answering</u>	<u>% Answering Holding Office</u>
President	5	.1%
Vice-President	3	.1
Treasurer	3	.4
Trustee	17	.4
Committee Chairman	45	.9

No provision was made in the question to secure information concerning the number of Kiwanians who have held no club, district or International offices or chairmanships. However, there is no doubt but that a large percentage of those who did not answer the question did so because they have held no offices. Also no provision was made in the question for answers by those who have served as members of club, district or International committees, although the question did provide for responses from those who have held committee chairmanships.

As the charts point out and as the figures indicating the numbers of members answering and not answering the question illustrate, a great majority of those returning questionnaires have served their clubs, their districts or Kiwanis International as officers or committee chairmen. Experienced leadership as exemplified by the response to the question is a prime asset of the organization which contributes greatly to its activity and administrative efficiency, and which should be utilized at every opportunity in a service or counseling capacity.

6. Hours Per Month Given to Kiwanis

Of the Kiwanians returning questionnaires, 6,193 or 92.7% answered the question and 491 or 7.3% made no answer.

If members reported that they give over 10 hours per month to Kiwanis, their answers were tabulated to the nearest multiple of 5 hours. Very few members reporting over 10 hours per month gave answers that were not multiples of 5.

The following chart indicates the numbers of Kiwanians reporting the devotion of various number of hours per month to Kiwanis meetings and activities, the man-hours per month, and the average hours per month for different groups.

<u>Hours Per Month</u>	<u>Number Answering</u>	<u>% Answering</u>	<u>Man-Hours Per Month</u>	<u>Average Hours Per Month</u>
1 through 4	682	11.0%	2,195	3.2
5 through 9	3,132	50.6	19,477	6.2
10 through 15	1,805	29.1	20,025	11.1
20 through 45	493	8.5	12,735	25.8
50 and over	<u>81</u>	<u>.8</u>	<u>5,590</u>	<u>69.0</u>
Total	6,193	100.0%	60,022	9.7

A majority of those answering (50.6%) give 5 through 9 hours per month to Kiwanis activities and meetings. Those reporting less than 5 hours per month probably devote no time to committee work or to club activities but attend club meetings only.

Kiwanians who give over 10 hours per month are probably the ones who are responsible for the activities programs of their clubs or are serving as club, district or International officers or committee members.

The survey revealed that one member claims the devotion of 240 hours per month to Kiwanis. According to his questionnaire he is the professional secretary of a large club. Generally professional service to Kiwanis was not included in the chart as it was desired that the question serve as a measure of service on a voluntary basis.

It is evident from the chart that most members devote only a little time to Kiwanis outside of club meetings. If the manpower of such members could be harnessed to the activity program of the organization there is no doubt but that the volunteer service work of Kiwanis would be increased manifold.

7. Club Kiwanis Education Program

Of the Kiwanians returning questionnaires, 6,448 or 96.5% answered the question and 236 or 3.5% did not.

Of those answering 4,954 or 76.8% indicated the belief that their clubs do enough to acquaint the members with Kiwanis ideals while 1,494 or 23.2% expressed a contrary opinion. This response indicates that approximately three-fourths of the answering members are satisfied with the Kiwanis education programs of their clubs and that one-fourth are not. This reaction should be of interest to the International Committee on Kiwanis Education and to the International officers since full acquaintance with the ideals and purposes of Kiwanis is essential to membership stability and to the success of all activity and administrative programs of the organization. That one-fourth of the answering members are dissatisfied with the Kiwanis education programs of their clubs indicates a need for additional emphasis along educational lines.

Many comments and responses were received in answer to this question, some of which follow as an indication of the reactions of individual members.

Not enough time given on program for Kiwanis education.

Too much entertainment.

Too large turnover - new member given jobs of little interest.

Should be discussed at meetings.

Literature for new members.

Luncheon hour devoted to other interesting subjects.

District officer should visit club at least four times each year.

Dignified initiation on ritualistic basis.

Should have initiation portraying ideals.

Too much fellowship, not enough ideals and objects.

Subject is considered dry.

Formerly had classes for new members.

Too many use club for professional contacts and as a luncheon club.

Would International field secretaries be helpful here by visiting old clubs for this emphasis - helping cut down the "death rate" as well as increasing "birth rate?"

New members do not know about ideals. Too many ex-presidents in club with nothing to do.

Tendency to give Kiwanis booklets to new members and then let them educate themselves.

Kiwanis education speeches too dry - men do not read literature.

Initiated - given literature on ideals - and that is all.

Kiwanis education needed by older members.

Never attended a discussion on Kiwanis ideals.

It is difficult to secure an education committee who can and will acquaint new members, and reacquaint members of long standing, with ideals of International club and their interpretation to local ideals and possibilities. The officers of our club are able people and, as it is, spend considerable time away from their own homes and businesses on Kiwanis work. I question, in a club of this size, if enough volunteer workers can spend sufficient time to accomplish all of the things in an ideal program.

No bulletin; no educational work; no Kiwanis songs - antagonistic toward Kiwanis announcements - no fellowship.

Too much education at one time - smaller doses.

Do not care to follow Kiwanis ideals too closely.

Business men have selfish motive - will give money but not time.

Members should know more about activities.

Education plan explaining set-up of International should be prepared for new members.

Should have open forum at least once a month.

Failure of Education Committee to follow-up.

Turnover indicates new members are not impressed with ideals.

Too much repetition of "We're good fellows."

Too busy eating.

Ideals are shattered in convention meetings, etc.

Less horseplay.

Members do not read magazine. 18 out of 175 do.

90% join for business reasons - only a few do the work.

8. Reception Into Membership

Of those returning questionnaires 6,477 or 96.6% answered the question and 207 or 3.1% did not.

Of those answering 6,117 or 94.4% expressed satisfaction with their reception into Kiwanis membership and 360 or 5.6% expressed dissatisfaction. It is evident that an overwhelming majority of those answering were satisfied with their reception into membership. The comparatively few who were not should become the concern of the International Committee on Kiwanis Education whose responsibility it is to encourage and suggest proper and satisfactory methods of induction of new members.

A number of interesting comments were made in answer to this question, examples of which follow:

More Kiwanis literature to new members.

Did not realize what Kiwanis stood for.

New members should be instructed by Kiwanis Education Committee.

Not impressive enough.

Importance and duty of Kiwanis members not explained.

Impression that club was hungry for members.

Member more than a year before realizing Kiwanis was more than a social club.

Not made to feel at home.

Merely an announcement.

Tendency toward "horse-play."

First impression - luncheon club not service.

Members not sincere in congratulations.

Wasn't given a job soon enough.

Older members should act as advisers to new members.

Reception committee more active.

Club members forgotten after joining.

As a charter member in those days we just joined.

Not enough emphasis on work expected of Kiwanian.

Should be given more information as to aims, history, etc., of Kiwanis.

Induction should be effective - not horse-play.
Poor imitation of fraternity "rush."
Long delay between invitation and acceptance as member.
More fellowship between younger and old.
Left to drift by self.
Took year to get acquainted.
A method of acquainting members should be discovered.
Too much horseplay.
Was never formally inducted.
Reception "hit and miss."
Three years before asked to serve on committee.
Hard to get acquainted - too many cliques.
Member should have responsibility of new member for thirty days.
Older members not cordial.
Individual reception rather than group.
Was lacking in dignity and showmanship.
Too many cliques.
Installation unprepared.
Should have definite ritual.
Poorly done - no education in advance.
New members not sufficiently impressed with obligations.
Too little emphasis on idealism - too many social activities.
Many Kiwanians only promoting business.
Too long initiation speech.
Forgotten after introduction.
Never been to educational meeting - didn't meet enough members.
Too casual.

9. Personal Attendance Percentages

6,234 or 93.3% of the members returning questionnaires answered this question and 450 or 6.7% made no answer.

In tabulating responses to the question the attendance averages reported by Kiwanians were grouped in multiples of 20%.

Generally it can be expected that the personal attendance percentages since January 1, 1940, reported in answer to the question are higher than the averages for Kiwanis International since in some instances questionnaires were distributed at club meetings with the result that members who were absent did not receive them. Members who attend meetings regularly received and completed their questionnaires while those who do not attend regularly did not receive questionnaires to return.

The following chart indicates the numbers and percentages of members reporting their personal attendance percentages grouped in multiples of 20%:

<u>%</u> <u>Attendance</u>	<u>Number</u> <u>Answering</u>	<u>%</u> <u>Answering</u>
0 - 19	32	.5%
20 - 39	54	.9
40 - 59	158	2.5
60 - 79	573	9.2
80 - 100	<u>5,417</u>	<u>86.9</u>
	6,234	100.0%

The average official attendance percentages of the 303 clubs included in the survey as reported by club secretaries was 79% for the first three months of 1940. Generally club attendance averages are highest during the first three months of the year although a second peak often occurs during the autumn months.

It is interesting to note that only 244 or 3.9% of the Kiwanians answering the question reported personal attendance percentages of less than the required 60%, many of whom will probably be deleted for non-attendance by their clubs. Such members present a problem that can be met through the cooperative efforts of the club committees on Kiwanis education and attendance. A reason for non-attendance always exists and club committees on Kiwanis education should assume responsibility for making suitable adjustments with such members wherever possible.

10. Other Clubs Visited

Of the members returning questionnaires 6,337 or 94.8% answered the question and 347 or 5.2% did not.

The chart appearing on page 28 indicates the numbers and percentages of other clubs visited by those answering the question as well as the total clubs visited.

Slightly over one-half (52.4%) of those answering the question indicated that they had visited one or more other clubs between January 1, 1940, and the time they answered the question, and 3,016 Kiwanians or 47.6% indicated that they had visited no other clubs since the first of the year.

<u>Number of Other Clubs Visited</u>	<u>Number Answering</u>	<u>% Number Answering</u>	<u>Total Clubs Visited</u>
0 or None	3,016	47.6%	--
1	1,273	20.1	1,273
2	906	14.3	1,812
3	476	7.5	1,428
4	240	3.8	960
5	130	2.0	650
6	81	1.3	486
7	39	.6	273
8	27	.4	216
9	13	.2	117
10	32	.5	320
11 - 15	63	1.0	801
16 - 20	16	.3	285
21 and over	<u>25</u>	<u>.4</u>	<u>738</u>
Total	6,337	100.0%	9,359

The figures given in the chart indicate both inter-club visits and visits made to other clubs for attendance credit purposes. Consequently they should prove of equal interest to the International Committees on Attendance and Inter-Club Relations.

Those who have visited 4 or less other clubs since the first of the year have probably done so in connection with inter-club visits and for attendance credit purposes. Those reporting 5 or more other clubs visited are probably district and International officers, particularly governors and lieutenant governors, and Kiwanians who travel considerably in the normal course of their business responsibilities. One Kiwanian reported that he had visited 45 clubs other than his own between the first of the year and the time he filled out his questionnaire. Probably he is a governor or an International officer who followed a pre-planned itinerary of club visitation in connection with his Kiwanis responsibilities.

Generally the winter months of the year are not as productive of travel or of visits to other clubs as other seasons because of inclement weather in some parts of the United States and Canada. That section of this report which is devoted to an analysis of districts should, in all probability, show a higher average of visits to other clubs for districts located in the southern parts of the United States than for those in other sections since several winter months are included in the period of time covered by the question. On the other hand most district officers carry on the major part of their visitation work during the spring which should offset to some extent the effect of the inclement weather during the first months of the year.

The average number of other clubs visited by the 6,337 Kiwanians answering the question is 1.7. Considering that the period of time covered by the question is roughly four months this average should be approximately one-third that for the year. Thus it can be expected that over a year's time an approximate average of 5.1 other clubs will be visited by each Kiwanian in the organization.

Inter-club relations are of great importance in Kiwanis as through them any tendency toward provincialism is lessened. Members secure new ideas from and pass new ideas along to those whom they visit. Inter-club relations and visitation

work of all types should receive continued emphasis in order to further the understanding that Kiwanis International is not a local organization but an international organization that embraces many communities.

11. Kiwanis Demand on Time

Of the members returning questionnaires, 6,487 or 97.1% answered the question and 197 or 2.9% made no answer.

Of those answering 6,257 or 96.5% expressed the opinion that Kiwanis does not make too great a demand upon their time and 230 or 3.5% expressed a contrary opinion.

Since such an overwhelming number of members answering the question feel that Kiwanis does not consume too much of their time, the inference can be drawn that most clubs could expand their activity and service programs considerably before a majority of their members would feel overburdened. A point of diminishing returns would no doubt be reached eventually if clubs should follow such a procedure too enthusiastically, but in view of the response to the question it is doubtful if that point has been reached in many clubs.

12. Service on Committees

Of those returning questionnaires, 6,493 or 97.1% answered the question or 191 or 2.9% did not. Many Kiwanians indicated more than one answer to this question although only one was expected. In such cases proper fractional values of 1 were assigned multiple answers.

The following chart indicates the numbers and percentages of Kiwanians answering the question and expressing various attitudes toward service on committees.

<u>Attitude Toward Committee Work</u>	<u>Number Answering</u>	<u>% Number Answering</u>
As a duty	2,286	35.2%
As a privilege	3,968	61.1
Prefer to be excused	<u>239</u>	<u>3.7</u>
Total	6,493	100.0%

Only 239 or 3.7% of those answering look upon committee work as an activity from which they would prefer to be excused. It is evident from the chart that clubs need not feel reluctant about assigning committee responsibility to members, the majority of whom consider committee work as a privilege. Those who consider committee work as a duty are no doubt as active and interested in Kiwanis as those who consider it as a privilege.

13. Activities Participated in This Year

Of the members who returned questionnaires 5,988 or 89.6% answered the question and 696 or 10.4% did not.

Of those answering 5,819 or 97.2% indicated that they had participated in one or more club activities in 1940, and 169 or 2.8% reported that they had not.

The following chart indicates the numbers and percentages of answering members who have participated in various types of activities. If a member indicated that he had participated in more than one activity, each activity reported was allotted its proper fractional value of 1.

<u>Type of Activity</u>	<u>Number Participating</u>	<u>% Number Participating</u>
Agriculture	319	5.5%
Attendance	497	8.5
Boys and Girls Work	659	11.3
Business Standards	139	2.4
Classification and Membership	302	5.2
Finance	294	5.1
House-Reception	334	5.7
Inter-Club Relations	434	7.5
Kiwanis Education	262	4.5
Music	267	4.6
Program	560	9.6
Public Affairs	362	6.2
Publicity	206	3.5
Social Activity	111	1.9
Under-Privileged Child Work	636	10.9
Vocational Guidance	302	5.2
Other	<u>135</u>	<u>2.4</u>
Total.	5,819	100.0%

The chart shows that activities with children exemplified by the numbers and percentages of members participating in boys and girls and under-privileged child work is the major type of committee service engaged in by Kiwanians this year.

The percentages give an approximate indication of the average numbers of members appointed to various club committees throughout the organization. According to the chart in a club of 100 members approximately 6 members would be appointed to the committee on agriculture, 9 to the committee on attendance, 11 to the committee on boys and girls work, etc. Of course, this is only an approximation inasmuch as a Kiwanian may be a member of more than one club committee, particularly in smaller clubs.

The percentages also give some indication of the relative importance of the various club committees in the minds of the members. It is interesting to note that only one special committee appointed by clubs is significant, that concerned with social activities.

Members included in the figure classified as "Other" reported participation in the following types of activities:

Achievement Reports	Nominating Committee
Citizenship	Objectives
Community Service	Resolutions
Convention	Sick Committee
Extension	Support of Churches in
Good Will	Their Spiritual Aims
History	War Service
Laws and Regulations	Work with the Blind

The fact that only 169 or 2.8% of the members answering the question indicated that they had participated in no activities this year speaks well for the extent to which members are enlisted in club activity and administrative programs. Every effort should be made by clubs to secure complete participation of all members in one phase or another of club work.

14. Attendance at and Reactions to the
Leadership Training Program

Of those returning questionnaires 6,423 or 96.1% answered the question and 261 or 3.9% did not.

Of those answering 2,545 or 39.6% indicated that they have attended one or more leadership training schools while 3,878 or 60.4% have not.

Of those attending training schools 2,208 or 86.8% commented on their value, and 337 or 13.2% made no comment. Of those commenting 2,037 or 92.3% expressed favorable impressions of the leadership training schools which they had attended, and 171 or 7.7% expressed unfavorable impressions.

Since three-fifths (60.4%) of those answering the question indicated that they have never attended a club, district or International training school, it is evident that there is need for further emphasis of this feature particularly among the clubs. As the response to Question 5 (see page 21) pointed out large numbers of those returning questionnaires have served as club officers or committee chairmen. Since the leadership training procedure which was inaugurated in 1929 supposedly reaches all club committee chairmen there is evidence that clubs are not making use of it to the fullest extent.

The fact that an overwhelming majority of those commenting expressed favorable impressions of the schools which they have attended indicates that the value of the leadership training program is generally recognized by those who make use of it and that the procedure now followed is sound. No means of measuring the application of the leadership training procedure by districts, divisions or clubs is presented, but some comments received from members who expressed unfavorable impressions are based upon inadequate or improper application of the procedure by clubs, divisions, or districts.

Examples of typical comments made by members follow:

Was interesting but not particularly valuable.

Value depends on conducting officers.

Repeatedly I have made the statement that if all Kiwanians could and would attend these training courses we would have no dilatory acting or thinking in Kiwanis. Great is the good to the individual Kiwanian and it naturally follows that this condition manifests itself in the activities of the clubs.

Too academic - not explicit enough.

Poorly conducted.

Not thorough enough.

Not sufficient time. Needs more exchange of ideas than inspirational talks.

Sometimes overdone - too academic.

Much repetition but valuable for beginners.

The costs are high in a district so widely scattered as Utah-Idaho.

Program could be snappier and shorter, Talks too long.

Valuable to individual, not enough gained by club as a whole.

Not in proper sequence of time as training course usually comes after officers are seated.

Not enough new ideas from year to year.

Large districts should have two or more each year.

Time spent too limited and too many phases covered.

Gives confidence for responsibilities and creates greater interest in Kiwanis.

Believe this can take the place of Mid-Winter Conference.

Excellent for those attending the first time.

Probably necessary for most new officers but tedious after you have been through the mill.

More practical training and not so much "idealism."

Renewed feeling responsibility for job.

Too much talk and not enough actual work.

Too many subjects covered in too short a time.

Too much organization detracts from initiative of officers.

Too much to do in too short a time.

Every member should attend.

Not a real Kiwanian until one attends.

Fewer rambling so-called "inspirational" messages by old-timers, and more of the practical discussion groups directed by younger men with pep and enthusiasm, would result in substantial improvement in club operating programs. What these groups need is not to be told "This is the way we did it 20

years ago" by some shaky-voiced veteran (God bless 'em). What they do need is practical training in the mechanics of their jobs in Kiwanis, plus the stimulation of enthusiastic leadership by sound-thinking young men whose Kiwanis careers are now in the making. In other words, leadership by men who are on the way up. My impression is that the normal Divisional Training School is 75% dead and 25% worthwhile or constructive.

It is much easier to describe the problems which many speakers do instead of discussing the solution, which is equally important. What I would like to know is what shall we do about these problems. Nevertheless valuable.

It would be fine if momentum could be maintained throughout year.

District fine, divisional meeting - poor.

Should be enlarged and developed.

Panel - forum type more satisfying than speeches.

Too brief.

Impressed by sincerity, efficiency and ability to run on schedule.

If conscientiously carried out would make better Kiwanians.

Leaders unprepared - waste of time.

O. K. but hardly far-reaching enough.

Few suggestions ever brought back to clubs.

Helpful, unfortunately lacking in uniformity.

A more complete agenda printed and distributed personally would have expedited work and accomplished more.

Should be held twice a year.

Not much can be accomplished in one-half day.

Obviously valuable. Sometimes think the divisional might be dispensed with by providing the training for club officers at the district meetings - combining them in the one meeting. Then in lieu of divisional training school make this divisional meeting an inter-club meeting in each district - purely inspirational with governor attending where possible and perhaps an incentive of some kind - an attendance make-up credit for one absence any time for three months - every one attending.

Too many social activities - not enough definite planning.

Necessary if Kiwanis is to endure.

15. Greatest Program Interest

Of the members returning questionnaires 5,589 or 83.6% answered the question and 1,095 or 16.4% did not.

Many members indicated more than one program interest, and in such cases each answer was given its proper fractional value of 1.

The following chart indicates the numbers and percentages of members answering the question who expressed greatest interest in various program phases.

<u>Greatest Program Interest</u>	<u>Number Answering</u>	<u>% Number Answering</u>
Agriculture	108	1.9%
All Phases	399	7.1
Boys and Girls Work	782	14.0
Business Standards	23	.4
Citizenship	101	1.8
Club Luncheons, Meetings, Programs, etc.	905	16.2
Community Service	402	7.2
Fellowship	576	10.3
Inter-Club Relations	65	1.2
Kiwanis Education	27	.5
Music	112	2.0
Personal Education	198	3.5
Public Affairs	221	4.0
Social Activities	115	2.1
Under-Privileged Child Work	1,176	21.0
Vocational Guidance	193	3.5
Other	<u>186</u>	<u>3.3</u>
Total	5,589	100.0%

Again work with youth as represented by the numbers and percentages for boys and girls and under-privileged child work indicates a major interest of members in the Kiwanis program. Many of those answering (16.2%) expressed greatest interest in club meetings, programs, luncheons, etc., while a somewhat smaller group (10.3%) indicated greatest interest in the fellowship values of the organization.

It is significant that 7.1% of those answering expressed interest in all phases of the Kiwanis program. Such members would probably work constructively and effectively if assigned to any type of committee responsibility.

The percentages presented in the chart indicate accurately the degree of membership interest in various phases of the Kiwanis program. The interests represented in the chart are not only the product of personal interest on the part of the members, but the results of active promotion by International, district and club committees. Thus, when any particular phase of the Kiwanis program receives increased promotional emphasis it is logical that the number of members expressing greatest interest in that phase should increase.

Those members included in the chart under the heading "Other" expressed greatest interest in the following phases of the Kiwanis program:

Achievement Reports	Finances
Attendance	Indefinite Answers of Various Types
Canadian War Service	Leadership Training
Charity Activities	Publicity
Classification and Membership	Support of Churches in Their Spiritual Aims
Club Administration	Work with the Blind
Club History	
Extension	

Following are examples of typical comments made by members in answer to this question:

Kiwanis ideals in general. Our people are in need of a genuine spiritual awakening to offset the mad rush for wealth and power and the neglect of any thought for the welfare of the other fellow. A nation is as strong as its weakest link. Unemployment is a serious problem and the responsibility rests with every citizen to solve it.

Remember unfulfilled promises of service clubs in my childhood.

Community service of any kind - because it tends to cause each individual to forget self interest and work with others for a common cause - and sets a fine example of unselfish service which the younger generation will emulate.

Emphasis in international good will.

Re-awakening of dormant district committee functions. A sadly neglected field.

Should be an International Committee on Citizenship.

Boys and girls work perhaps most. All phases are interesting to me. Each in its place.

Inter-club relations because there is, I believe, too much sectionalism. An exchange of views makes for unification of efforts beneficial to larger areas though all sections do not benefit equally.

Nonsense. There is too much dignity, personal climbing and intrigue. More nonsense might submerge them.

Once fellowship is established, activities are wholeheartedly supported and accomplished.

Inter-club relations - This, I believe, should be one of the fundamental activities of Kiwanis - to develop friendships and common bonds of understanding between members - and between communities. This activity should be not simply local or sectional but should extend to all territories covered by Kiwanis.

Boys and girls work helps to build character in our future citizens.

No particular preference. The only thing I ask is that the party talking knows what he is talking about, and God only knows we suffer from too much talking by unqualified people.

Singing stimulates the club.

Good speakers give us food for thought.

Controversial civic, state and national public questions. The more controversial the better. In the atmosphere of mutual friendship the different angles of public questions should be discussed in the interest of developing leadership and spreading enlightenment.

Not very interested but enjoy contacts.

General business conditions - communistic activities and how far will we let them go.

To me and, I think, to most Kiwanians, the club is primarily a matter of fellowship, and needs no other justification for its existence. When a bunch of decent men get together, they will naturally use their organization strength for the advancement of decent purposes, but these purposes are secondary, and not primary. I don't think our club over-emphasizes these things, but I do think it would be a mistake if they did.

Boys and girls work. Work among under-privileged. Community welfare in general because I feel that the vast majority of under-privileged are victims of circumstances and not responsible for the plight they are in. Furthermore I feel very definitely that these under-privileged are not given anywhere near the consideration they are entitled to, because I feel that anyone of us who have health, happiness and the comforts of life might have the reverse through no fault of ours.

Public affairs and business standards because I feel that an organized body of executives could do a great deal more than we are doing to overcome the evils of politics and business and get representation by conscientious God-fearing people with the strength of their convictions.

Fellowship, because personally have worked too many years on committees of civic organizations and have noticed that very little is really ever completed which has been undertaken; consequently, after having spent time at office with serious problems, don't like to continue at meetings with more serious business. Like to relax a bit.

Vocational guidance - because I believe the extent to which we assist and guide the youth of today and assist them in preparation for the demands or requirements of the rapidly changing conditions of these times will accomplish much to create a stabilizing influence and obviate much unrest and misunderstanding in the future.

16. Least Program Interest

Of the Kiwanians returning questionnaires 3,301 or 49.4% answered the question and 3,383 or 50.6% made no answer.

Where multiple answers were given each answer was assigned its proper fractional value of 1. The following chart indicates the numbers and percentages of those answering who indicated least program interests.

<u>Least Program Interest</u>	<u>Number Answering</u>	<u>% Number Answering</u>
Agriculture	178	5.4%
Attendance	49	1.5
Boys and Girls Work	16	.5
Business Standards	160	4.8
Classification and Membership	25	.8
Club Luncheons, Meetings, Programs, etc.	376	11.4
Inter-Club Relations	131	4.0
Kiwanis Education	26	.9
Money-Raising Activities	60	1.8
Music	165	5.0
None	1,259	38.1
Public Affairs	77	2.3
Publicity	80	2.4
Rules and Regulations	272	8.2
Social Functions	265	8.0
Under-Privileged Child	25	.8
Vocational Guidance	82	2.5
Other	55	1.6
Total	3,301	100.0%

The fact that of those answering 1,259 or 38.1% indicated that no phase of the Kiwanis program holds least interest for them is significant and indicates perfect satisfaction with the program on the part of those members.

The rules and regulations of Kiwanis procedure hold the least interest for 8.2% of those answering the question and club social functions hold the least interest for 8.0%. A large number of members (376 or 11.4%) indicates least interest in club meetings, luncheons and speakers. This response may be due partly to inadequate planning of club meetings and programs. Also some of the members indicating this reaction may be more interested in Kiwanis activities than in club meetings.

The members included in the heading "Other" indicated least interest in the following program phases:

All	District Meetings
Charity Work	Fellowship
Citizenship	Kiwanis International
Club History	Kiwanis Magazine
Committee Activity and Service	Leadership Training
Conventions	Objectives
	Personal Promotion by Individual Members.

Following are examples of typical comments made by members in expressing least program interests:

Charity without proper investigation to see if deserving.

Eating.

District meetings too large and lack personal touch.

Propaganda of government agencies.

Singing too childish,

Fun programs waste time.

Songs need more peppy leaders.

Propaganda speeches.

Any tendencies toward "Babbitism."

Too much home talent on musical programs.

Too much reading matter received.

Inspirational addresses. Heard so many they could like "Kiwanis Flag Waving."

Food is poorly prepared.

Far too much singing. Gets tiresome.

Attendance feature being compulsory.

Too much horseplay.

Weak club meeting programs occasionally.

Too many objectives and committees.

Too much reading matter sent out by International.

Reports of committees required by International.

Mere eating club.

Tedious uninteresting programs of advertising for some commercial institution.

International good will too far fetched to be interesting.

Commercial propaganda. Also "whoopla" for doubtful local "uplifts."

Supposedly altruistic phase which is largely "hooey."

Speakers who are government alphabet men spreading propaganda.

Agriculture might be changed to city beautification.

Motion pictures, as in too many cases, they smack of advertising.

Emphasis on pins, posters and stickers.

Under-privileged children - because it is daily task.

High-sounding objectives of International. No meaning to individual Kiwanian. Too abstract.

Too much time lost due to foolishness.

Too many introductions of officers at district dinner meetings.

Vocational guidance too vague and complicated an activity for a service club.

Too much drinking and stags.

Forced artificial comradeship.

Too many activities suggested by Kiwanis International.

National office and district requirements.

Always tacking on extras in addition to dues with no voice in the matter.

International - because little can be done in a national way.

Constant dwelling on attendance records and other baby rules.

All district, division and International "overhead" activity.

Social event. Don't dance and wife objects to attending where cocktails, etc., seem to be main object.

So-called "Public Affairs." The passing of resolutions without the power to get action is a plain waste of time. In my opinion Kiwanis and politics do not mix well. The people get the government they want and deserve. Usually not very good.

Too much drinking at social affairs.

Programs showing a partisan direction.

Vocational guidance for the reason that our club (to my knowledge) does little in this field.

Speakers get worse as you go on.

17. Primary Value of Club Meetings

Of those returning questionnaires 6,447 or 96.5% answered the question and 237 or 3.5% made no answer.

Although only one answer was expected to the question many Kiwanians gave more than one. In such cases each answer was allotted its proper fractional value of 1. The following chart indicates the primary value of club meetings to those who answered the question.

<u>Primary Value of Club Meetings</u>	<u>Number Answering</u>	<u>% Number Answering</u>
Entertainment	266	4.1%
Educational Information	1,541	23.9
Fellowship	4,538	70.4
Attendance Credit	76	1.2
Other	<u>26</u>	<u>.4</u>
Total	6,447	100.0%

To a great majority of those answering the fellowship values of club meetings are of primary importance while educational information possesses most value to the second largest group of those answering.

The 76 Kiwanians who indicated that the primary value of club meetings is attendance credit are probably members who possess lengthy records of perfect attendance and to whom a continuation of their records is of prime importance.

The 25 Kiwanians who expressed primary values other than the four major ones given above indicated individual values that are difficult of classification. The following three comments indicate typical answers made by such members:

Relaxation from routine.

Speakers with information not found in newspapers.

Opportunity to render social service.

Study of the chart indicates that in planning club meeting programs fellowship values should be emphasized with educational values receiving a minor emphasis. This interpretation may be contrary to proper principles of adult education, but from their reactions it is evident that a majority of Kiwanians prefer fellowship to educational information. Club programs should be planned, however, so that a proportional balance between both of these important values is maintained.

18. More Time for Fellowship

Of the members returning questionnaires 6,066 or 90.8% answered the question and 618 or 9.2% did not.

Of those answering 3,759 or 62.0% indicated that they would be willing to devote more time to Kiwanis if greater fellowship opportunities were offered while 2,307 or 38.0% expressed a contrary opinion. From this division of interest it is

evident that the fellowship programs of clubs could be increased somewhat before a majority of members would feel overburdened for lack of time. Too enthusiastic development of fellowship features by clubs might, however, cause a reaction to set in with consequent sharp division of interest among their members.

Examples of comments made by Kiwanians in answering the question follow:

Plenty of other "fellowship" organizations. In a critical period like this something else is needed.

Our director's meetings are social gatherings of men. Committee meetings are the same. With these, and twelve meetings with granges each year and our regular meetings, are enough.

Particularly if I could again get into the spirit and even though a charter member not feel like a rank outsider.

Feel they have reached the peak of "fellowship."

Giving as much as possible.

Should give more night affairs - stags.

After being a member for 23 years I feel the younger members should do the work.

The larger clubs are more likely to develop cliques and this I cannot digest. Many members in my own club have expressed a desire to resign because of the bigness but what I think they feel is clique influence.

Fellowship is O.K. as far as it goes, but if all Kiwanians, 108,000 of them, centered on vocational guidance objective they could be greatest force in existence to bring about needed changes in high schools in United States and Canada and in united action they would find far greater fellowship than is now found in our hodge-podge of interest. Would prefer to do all community service work through the medium of Kiwanis, centering on one objective, doing one thing well.

19. More Time for Service

Of those returning questionnaires 5,748 or 86.0% answered the question and 936 or 14.0% did not.

Of those answering 3,957 or 68.8% expressed the opinion that they would be willing to devote more time to Kiwanis if greater opportunities for helpful service to the purposes of the organization were offered, and 1,791 members or 31.2% expressed a contrary opinion. This division of opinion indicates that clubs could expand their service programs somewhat before their members would feel overburdened from the point of view of time, although a point of diminishing returns would probably be reached through too energetic a response to such an interpretation.

It is interesting to note that the division of opinion expressed in Question 18 on page 40 regarding the devotion of more time for fellowship and the division expressed in this question regarding the devotion of time for service are approximately the same.

Following are examples of typical comments made by Kiwanians in answer to this question:

No! Because - first: business reasons (I manage a chain store) - second: because I believe most people are selfish and break their necks for any service club because of desire to have praise heaped on them and other personal gratification (that would be my reason). I'm selfish!

Would devote all my Kiwanis time available to any committee or club project that would mean a definite help in some civil project.

Satisfied.

Child welfare work.

Kiwanis is attempting too much now, in trying to assume the burdens of every phase of service.

Club was organized only three months ago. Naturally little service has been rendered. As demands become greater for more personal time, I would be willing to put into each opportunity the necessary time.

20. Other Community Service Appeal

Of those returning questionnaires 4,927 or 73.7% answered the question and 1,757 or 26.3% made no answer.

In some cases members indicated more than one type of community service work, other than Kiwanis, that hold appeal for them. In such instances each answer was assigned its proper fractional value of 1. Generally the answers given by members were grouped according to broad types of community work. The following classification indicates the manner in which all answers were grouped:

Agricultural

Farm Bureau
4-H Clubs
Grange, etc.

Charitable

Community Chest
Red Cross
Salvation Army
Unemployment Relief
Volunteers of America, etc.

Civic Beautification

Garden Clubs
Highway Improvement Associations, etc.

Commercial

Better Business Bureau
Board of Trade
Business Men's Associations
Chamber of Commerce
Trade Associations, etc.

Educational

Adult Education Associations
Parent-Teacher Associations
Vocational Guidance Organizations,
etc.

Fraternal

All lodges and fraternal
organizations, etc.

Health

Community Medical Associations
Community Dental Associations
Public Health Organizations
Social Hygiene Associations, etc.

Patriotic

American Legion
Citizenship Associations
Veterans of Foreign Wars, etc.

Recreational

Hobby Clubs
Park Associations
Playground Organizations, etc.

Safety

Safety Councils and Committees,
etc.

Youth

Boy and Girl Scouts
Camp Fire Girls
Y. M. C. A.
Y. W. C. A., etc.

The following chart indicates the numbers and percentages of Kiwanians answering grouped according to the types of community work other than Kiwanis which appeals to them.

<u>Other Community Service Appeal</u>	<u>Number Answering</u>	<u>% Number Answering</u>
Agricultural	87	1.8%
Charitable	744	15.1
Civic Beautification	24	.5
Commercial	712	14.5
Educational	220	4.5
Fraternal	71	1.4
Health	144	2.9
Patriotic	440	8.9
Recreational	190	3.9
Religious	780	15.7
Safety	60	1.2
Youth	990	20.1
Other	64	1.3
All	115	2.4
None	286	5.8
Total	4,927	100.0%

Again work with youth holds the greatest appeal for Kiwanians as evidenced by the large number and percentage of members engaged in this type of community service activity outside of Kiwanis. It is interesting to note that religious activity holds the second greatest appeal for Kiwanians, indicating the possibilities inherent in the Kiwanis program of support of churches in their spiritual aims through the greater enlistment of such members.

Among those answering 115 or 2.4% indicated interest in all types of community service work outside of Kiwanis while 236 or 5.8% indicated interest in no type of community service work other than Kiwanis.

Members classified as "Other" in the chart stated that the following types of community service work other than Kiwanis hold interest for them:

Anti-liquor	Politics
Aviation	Prison Work
Building Improvement	Race Relationships
Civic Improvement	Reform
Housing	Universal Fellowship
Music	War Service
	Wildlife Conservation

The response to the question indicates the types of community service programs in which Kiwanis is not enlisting the energies of its members to the maximum degree. Some of the types of community service work included in the chart such as commercial and fraternal are beyond the general intent of the Kiwanis program. However, the other types are included in the Kiwanis program in varying degrees. Not for the purpose of diverting the interests of Kiwanians from other types of community service nor to detract from the programs of organizations engaged in other fields, the Kiwanis program probably could be adjusted somewhat to make greater use of the potential abilities of Kiwanians interested in outside fields. Kiwanis should be of assistance to all its members in their outside community service work, and the ability developed by members through such services should be utilized to enrich the program of Kiwanis.

21. Activities Requiring Increased Emphasis

Of the members returning questionnaires 4,593 or 68.7% answered the question and 2,091 or 31.3% did not.

Although only one answer was expected to the question, many members gave more than one. In such instances each answer was allotted its proper fractional value of 1.

The chart at the top of page 45 indicates the various phases of the Kiwanis program which in the opinions of the answering members should receive increased emphasis.

Many members feel that youth work as exemplified by the numbers and percentages concerned with boys and girls and under-privileged child work should receive additional emphasis. Public affairs and citizenship, which are somewhat related, also should receive increased emphasis in the opinion of answering members.

As the chart points out, 138 or 3.0% of the answering members feel that all phases of the Kiwanis program should receive additional emphasis, while 381 or 8.3% expressed the opinion that no phase should receive increased emphasis.

<u>Activities Requiring Increased Emphasis</u>	<u>Number Answering</u>	<u>% Number Answering</u>
Agriculture	161	3.6%
Attendance	74	1.6
Boys and Girls Work	639	13.9
Business Standards	69	1.5
Citizenship	387	8.4
Civic Improvement	181	3.9
Club Program Improvement	116	2.5
Fellowship	222	4.8
Inter-Club Relations	105	2.2
Kiwanis Education	208	4.5
Membership Increase	36	.8
Music	31	.7
Public Affairs	508	11.1
Publicity	36	.8
Social Activities	73	1.6
Support of Churches in Their Spiritual Aims	78	1.7
Under-Privileged Child Work	687	15.0
Vocational Guidance	364	7.9
All	138	3.0
None	381	8.3
Other	99	2.2
Total	4,593	100.0%

The answers of some Kiwanians are included under the heading "Other" in the chart. Such members expressed the belief that increased emphasis should be given to the following:

Assistance to the Aged	Individual Responsibility
Classification and Membership	International Relationships
Cooperation Between Service Clubs	Leadership Training
Committee Activity	Less Extension
Community Service	More Extension
Greater Financial Strength	Objectives
Hospitals	Personal Education
Idealism and Enthusiasm	Safety
	War Service

Examples of typical comments made by members in answering the question are presented as follows:

Projects of moral value; and even more of the present type of projects. Why must Kiwanis print statements about promoting spiritual value but prove hostile to every attempt of the churches, etc., to eliminate glaring social evils in civic life?

Attendance. Make a standard fine for those leaving habitually early or coming in one hour late to write out a tag.

Should be willing to enter into any phase of work, controversial or not, which is for the good of the community. Now not allowed to touch any issue that may even border on the controversial. The present plight of our country is largely due to fact that men in business have no means of educating the public that basically all or most business men are honest. We sit idly and complacently by and allow the demagogues and the professional politicians to ruin us, our businesses, and the people of our country. Here's a chance for Kiwanis to do a real service to America.

International and I mean that for more than United States and Canada. We're a bit presumptuous in calling ourselves international when we take in only two countries. Because of the strong tie-up with the United States, Canadian clubs are not really international - they are becoming pro-American, which isn't international - too isolationist.

The advancement of good government - government that most nearly serves the needs of men.

There is a marked lack of activity to see that every member gets a break to know his brother members -- too much club politics -- where only a few get the breaks to use his potential abilities to do his bit, etc.

22. Greatest Need of Club

Of the members returning questionnaires 4,288 or 64.2% answered the question and 2,396 or 35.8% made no answer.

Although the question asked for the greatest need of each answering member's club, many members expressed more than one need. Consequently, each answer of this kind was given its proper fractional value of 1.

The chart at the top of page 47 indicates the numbers and percentages of answering members who expressed various needs that exist in their clubs.

Membership participation in activities appears to be the greatest need of Kiwanis clubs, with increased fellowship as the second greatest need.

Two membership problems are expressed in the chart with 7.7% of the answering members indicating that their clubs need more members and 2.3% indicating that their clubs need younger members. A need for better club programs is expressed by 6.4% of the members, and better attendance at club meetings is reported by 6.5%.

Of those answering 609 or 14.2% indicated that their clubs have no important needs. Consequently it can be assumed that such members are perfectly satisfied with the manners in which their clubs are functioning.

<u>Greatest Need of Club</u>	<u>Number Answering</u>	<u>% Number Answering</u>
Agriculture	20	.5%
Attendance	280	6.5
Better Meals and Meeting Place	63	1.5
Boys and Girls Work	33	.8
Citizenship	31	.7
Committee Activity	204	4.8
Enthusiasm	115	2.7
Fellowship	402	9.4
Financial Strength	164	3.8
Inter-Club Relations	50	1.2
Kiwanis Education	270	6.3
Kiwanis Interest	190	4.4
Leadership	178	4.2
Local Objective	198	4.6
Membership Participation	416	9.5
More Members	331	7.7
Music	54	1.3
Programs	275	6.4
Public Affairs	97	2.3
Under-Privileged Child Work	72	1.7
Younger Members	99	2.3
None	609	14.2
Other	<u>137</u>	<u>3.2</u>
Total	4,288	100.0%

The types of needs expressed by members included under the heading "Other" in the chart are as follows:

All Committee Activity	Less International and Dis-
All Phases	trict Expense
Appropriation for Conven-	Less Liquor
tion Delegates	Less Membership Turnover
Better Induction Procedure	Less Politics
Business Standards	Limited Membership
Courtesy to Guest Artists	Lower Dues
Extension	Permanent Secretary
Fewer International Bulletins	Presidential Age Limit
Freedom of Thought	Publicity
Idealism	Revised Election Procedure
Identification Buttons	Summer Vacation
Knowledge of Kiwanis Inter-	Vocational Guidance
national	War Service
	Weekly Bulletin

Following are examples of typical comments made by members answering this question:

A greater respect for the speaker or anyone who has the floor.

Have Lieutenant Governor replaced, enforce non-payment of dues, regulations, drop non-participating members.

More "he" men who are willing to stand up and fight for what they believe.

Need to exert more care in taking in new members. Too many members have been taken in because they are a relative of a member of the board or seem to have social standing with some member of the board of directors. Too many activities are decided entirely by board of directors. Result - lack of interest and poor attendance by such.

Members who lack qualifications for membership. Need more democratic elections. A nominating committee for several years has nominated and elected officers and directors, practically no chance for nominations from floor. Too many of the important activities decided by board of directors and the membership is not informed of club activities or club expenditures.

I don't know - but since Canada went to war I have lost enthusiasm for Kiwanis in spite of the fact that we are doing a good job with troops here.

Revision in election procedure so that some very worthwhile members of large clubs will feel they can be club officers without financial embarrassment.

To get away from the taboo on political discussion and encourage few and frank discussions of public issues to meet those issues boldly and not pursue a policy of pussyfooting for fear of wounding someone's feelings. Given good clean government, most Kiwanis ideals will follow naturally and be realized in greater measure.

To get the members more "personal service" minded, and get new members better acquainted and interested in service. (If I wrote the rules I would not act upon the proposal for membership of any person without first charging the one proposing such new members with the whole responsibility of getting the new member acquainted. This is one bug-a-boo in our club.)

Less turnover in members. Why do so many men join, attend a few weeks and drop out? Prospects should be scrutinized, if possible, as to probability of remaining in club.

To eliminate financial aid to outside organizations and use it in Kiwanis work.

An educational program concerning when to be attentive to "goings on" at weekly meeting and when to indulge in "horse-play."

More money - less dues to International - kill the magazine.

To spend more for service work and less for club secretary's salary.

Lower priced fellowship meetings such as parties, dances, etc. Cost of such meetings almost prohibitive for young members. Seems like Kiwanis gets gouged on everything it does.

Our club is 18 years old. We have definitely planned for the bringing in of young men as our original members now average 50-55. Our greatest need is some sort of social program for our members which will appeal to these diverse groups and bring about a social solidarity in our club. Suburban clubs are more dependent on the social-family activities than downtown clubs. We who have been in Kiwanis for years are inclined to take much for granted but the new members need a great deal of Kiwanis teaching. Why not have a page of the magazine just for "New Kiwanians?"

Some method whereby more members were "workers." It irritates me to see doctors, dentists, college presidents be members year after year enjoying membership privileges but never on hand for a street corner on apple day or on the "props" committee of a minstrel show. A good Kiwanian does more than attend 40 luncheons a year and pay dues. Yet how to maintain membership in a city of 17,000 with 5 service clubs is a problem. Kiwanis education is probably the solution. The non-workers are often the best fitted to serve because of natural ability and education. Why do they balk at even thanking the luncheon speaker? Prepare a booklet on the "drones" in the hive.

23. Weaknesses of Club

Of those returning questionnaires 3,771 or 56.4% answered the question and 2,913 or 43.6% did not.

Although each member was expected to give only one answer to the question, many gave more than one. In such cases the proper fractional value of 1 was assigned each answer.

The chart at the top of page 50 indicates club weaknesses as reported by answering members. "Inactive Members" accounts for the highest percentage of answering members except "None" which denotes the number and percentage of members answering who indicated the belief that their clubs possess no weaknesses. "Committee Inactivity," which also bears an important percentage among those responding, is akin to the weakness of "Inactive Members."

Low attendance appears as a major club weakness, although .5% of those answering feel that attendance is over-emphasized in their clubs.

"Lack of Fellowship, Enthusiasm and Cooperation," which might be considered somewhat alike in their implication, assume important parts when grouped together as club weaknesses.

An interesting but minor weakness reported is "Service Opportunity Not Given" which was stated by 66 or 1.7% of those answering. This weakness indicates that members of clubs are not given an opportunity to serve on committees and, consequently, their natural desire to be of assistance to the club and the community is not exercised.

"Kiwanis Education" accounts for 6.7% of the responses received illustrating that a need for additional Kiwanis education exists in some clubs.

<u>Weakness of Club</u>	<u>Number Answering</u>	<u>% Number Answering</u>
Attendance, Low	296	7.9%
Attendance, Over-Emphasis	20	.5
Committee Inactivity	207	5.5
Cooperation, Lack of	26	.7
Enthusiasm, Lack of	35	.9
Fellowship, Lack of	231	6.1
Inadequate Finances	68	1.8
Inter-Club Relations	33	.9
Interest, Lack of	170	4.6
Interest, Selfish	75	2.0
Kiwanis Education	251	6.7
Leadership	125	3.3
Local Objective, Lack of	81	2.2
Meeting Procedure	175	4.6
Members, Inactive	317	8.4
Members, Insufficient	44	1.2
Members, Old	43	1.2
Membership, Too Large	69	1.8
Membership, Unrepresentative	62	1.6
Music	46	1.2
Personal Grievance	41	1.1
Programs	125	3.3
Service Opportunity Not Given	66	1.7
Social Activities	42	1.1
None	955	25.3
Other	168	4.4
Total	3,771	100.0%

The members classified in the chart as "Personal Grievance" expressed weaknesses of their club that involved other members. Generally their responses to the questions did not deal with club functioning or administration but were concerned solely with personalities.

The members whose reactions to the question are grouped under "Other" expressed the following weaknesses of their clubs:

Activities, Too Many	Lieutenant Governors, Too
Agriculture	Domineering
Athletics, Over-Emphasized	Luncheon Club
Business Standards	Membership Turnover
Club Politics	Past President's Club
Committees, Too Many	Public Affairs
Conservatism	Publicity
Election Procedure	Rules, Not Enforced
Kiwanis International, Lack	Rules, Too Many
of Appreciation of	Under-Privileged Child
Kiwanis International, Over-	Vocational Guidance
Emphasis of	
Kiwanis Magazine	

Following are examples of typical comments made by Kiwanians in answering this question:

Too many political aspirants.

Poor publicity.

Jobs given members they aren't fit for.

Lack of local objective.

Poor publicity.

Membership not informed of accomplishments.

Poor public affairs.

Business Standards poor.

Too much International.

Lack of deep concern - Kiwanis is the least serious and concerned of any club, union, or Organization I attend.

Motivation - a vague altruism rather than a strong universal good will.

Lack of spiritual values.

Reception of new members poor.

Lack of culture.

Parochialism.

Money raising methods.

Lack of cooperation with International.

Religion - Too little emphasis.

Membership selection - poor quality.

Cost too much.

Too many activities.

Lack of agricultural programs.

Money raising - non-support.

Directors - too aggressive.

Secretary inconsistent.

Dictatorship by old members.

Luncheon club only.

Relationship with International poor.

Too much of a luncheon club.

Sports -- too much.

Past presidents club should be disbanded.

Lack of interest in International.

Cooperation with civic organizations poor.

Young members too active.

Undemocratic procedure.

Committee selection.

Membership unacquainted with activities.

Organization over-emphasized.

Lack of quality in new members.

Abolishment of intoxicating liquor served - in other room adjacent or near election nights and special affairs.

Too many cliques controlling activities and offices.

Too much money spent on Boy Scouts - Salvation Army.

Lack of girls work.

Dues to International too big.

Presidential duties too heavy.

Lacking (as are all clubs) in a full appreciation of the guest speaker. Those men who address the club are giving freely of their time and something more than a mere thank you should be given. I believe that the Kiwanis clubs could take the lead in a movement to present the guest speaker with some little token such as a key ring or purse, emblematic of the Kiwanis spirit which he could keep as a memento, and make him feel like his efforts were not entirely in vain. This could be presented by the President.

Spiritual and church interest poor.

Too many membership campaigns.

Too much music.

24. Improvement of International Organization

Of the Kiwanians returning questionnaires 2,785 or 41.7% answered the question and 3,899 or 58.3% made no answer.

When more than one suggestion was offered for the improvement of the International organization each was allotted its proper fractional value of 1.

Similar suggestions were grouped in order to obtain some indication of which parts of the International organization are of most interest to Kiwanis members and concerning which they offered the most suggestions. The following chart indicates the various types of improvements suggested and the numbers and percentages of Kiwanians offering them.

<u>Improvement Suggested</u>	<u>Number Answering</u>	<u>% Number Answering</u>
Americanism	24	.9%
Attendance Regulations	25	.9
Boys and Girls Work	4	.1
Closer Club Contacts	187	6.7
Committees	6	.2
Conventions	63	2.2
District Functioning	6	.2
Extension	32	1.2
Financial	79	2.9
International Relations	45	1.6
International Year	6	.2
Kiwanis Education	46	1.6
Kiwanis Magazine	42	1.5
Leadership Training	18	.6
Literature	65	2.3
Membership Increase	7	.2
More Democracy	14	.5
Objectives and Activities	31	1.2
Organization	102	3.6
Personal Grievance	29	1.0
Procedure	62	2.2
Publicity	11	.5
Public Affairs	10	.4
Support of Churches in Their Spiritual Aims	9	.4
Unfamiliar with International	149	5.4
Unqualified to Answer	23	.8
Other	51	1.8
None	<u>1,639</u>	<u>58.9</u>
Total	2,785	100.0%

It is significant that 1,639 or 58.9% of those answering the question stated that they had no suggestions to offer concerning the improvement of the International organization. Also 149 members or 5.4% felt that they were unfamiliar with the International organization and, therefore, could offer no constructive suggestion, and 23 members or .8% felt unqualified to do so. All of these answers and particularly the last two indicate a very fair attitude toward

the International organization. Also such answers indicate a need for education among members concerning the International organization. The attitudes and reactions of individual Kiwanians should be sought and respected, and it is regrettable that such a large percentage of them feel that they know so little about the International organization as to offer no comment concerning its improvement.

The chart indicates that of those offering suggestions the largest percentage (6.7%) felt that there should be closer contact between the International organization and individual clubs. This suggestion has a more or less direct bearing upon the discussion just offered concerning members who made no answer. If means could be developed whereby closer contact between the International organization and the clubs could be attained, individual Kiwanians would come to know more about the International organization.

Most Kiwanians whose suggestions are grouped under "Organization" offered particular suggestions concerning the district and International organization structures and International Headquarters. Those suggestions classified under "Finance" were mainly concerned with dues, Kiwanis Magazine subscriptions, and the cost of administering the International organization.

Suggestions concerned with "Extension" dealt with extension in the United States and Canada and to other countries. Suggestions concerned with extension are related partly to those under "International Relations" which had to do with relationships between the United States and Canada as well as relationships involved in foreign extension.

Many of the suggestions concerning the Kiwanis Magazine were concerned with its improvement while others dealt with reader interest and magazine costs.

Suggestions classified as "Personal Grievance" were concerned with personalities and not with organizational administration or activity programs. Those having to do with "Procedure" dealt mainly with the routine reports required of clubs, general record keeping, etc.

Suggestions classified as "Other" include the following points:

Auditing Committee for Clubs	Kiwanis International, Over-
Canadian Field Man	Emphasized
Canadian Representation, More	Less Activity Emphasis
Government, More Interest In	Less Politics
Home Rule	List of Secretaries
Indiana Representative on Board	Neutrality, Stress of
International Bowling Tournament	Song Books, New
Key Clubs, Adopt.	Speakers' Bureau
Kiwanis International, Greater	Under-Privileged Child Work, More
Emphasis of	Vocational Guidance
	Women's Auxiliary, Need for

Following are examples of typical suggestions offered by members in answer to this question.

Unqualified to answer.

More interest in government.

The organizer that came here was a heel and I mean a heel.

Unfamiliar with Kiwanis International.

To put out a new song book. (Weed out some of the songs and add some others, popular and familiarly tuned that have plenty of pep.)

Modernize song book.

Bigger and better conventions. More in attendance at conventions by reducing cost.

So many clubs fake their attendance records that there is no use competing with them. If any man attends 52 meetings per year he should have 100% attendance credit. All of International rules on attendance are a joke. If International will liberalize the attendance rules it will build strong clubs. Make the calendar year the attendance period. Present rules are breaking up clubs.

Less form letters from International officers.

Make the Kiwanis Magazine look like "Life."

Better control of finances - no sooner does International revenue begin to climb than up go the expenses in even greater degree with the resultant deficit. Too much money being spent on keeping records that have no value so far as making Kiwanis a vital force in our communities. Interesting statistics but of no value. Read Ford's "My Life and Work" for comment in similar connection - instance this questionnaire.

More democratic.

Members know too little about Kiwanis International.

Youth training.

Suggest decided political color of last International convention is decidedly dangerous to future of Kiwanis.

When lieutenant governor in 1935, I felt the official report of clubs taken in June and February was too soon after a new administration to get best results. Also found severe weather a handicap where clubs are far apart. I drove 1,000 miles to visit 9 clubs. Probably this has been changed or else lieutenant governors are not so prompt.

Establish speakers bureau.

Youth clubs.

Adopt Key clubs.

Convention registration fee too high.

Revise song book.

Kiwanis activity booklet.

Boys' Towns - sponsorship.

Tolerance.

Under-Privileged Child emphasized.

Membership quality needs stressing.

A more aggressive new club campaign - results not comparable to expenditure and manpower. A little more thought given to suggestions from the field. Believe we have one of the finest functioning organizations of all.

Membership not well enough acquainted with Kiwanis International.

Put your committee instructions in practical form. Too stereotyped and general.

I believe Kiwanis could lead in forming national service club committees to eliminate duplication of work and in the case of youth to advance some plan for strengthening their appreciation of representative government. Also to educate them to more actively protect their rights under the ideals of our constitution. Hitler started with youth. Why don't we before the wrong interests ruin our opportunity?

Consider the organizing and encouraging of geology and gem stone club work. I think it would be a big thing for boys and girls as well as men and women. An able leader in that field could do a world of good in broadening and filling a sometimes drab existence in people who could be made happy and busy, by getting out doors, and by contests and exhibitions and by getting closer to nature and the other fellows.

Time and space prohibit expression of my ideas but I assure you I could easily write a 1,000 word essay on it.

Needs more youth with more enthusiasm. Too idealistic and not practical enough. Too old in man power. Executive department heads as well as salaried administrative officers should be replaced with younger men.

Members know too little of Kiwanis International.

Organize Kiwanis Wives.

Have the clubs do the work, not Headquarters.

National convention too expensive, especially to district. Speakers are worthwhile but this is all. About 80% is bull and introductions of local and national chairmen, officers, mayors, etc., which is awful waste of time. Kiwanis should conserve time and be as snappy as a radio program.

More Canadian representatives.

Other service club cooperation.

Membership restricted.

Give more space in The Kiwanis Magazine to varied viewpoints on current questions. More liberals and even radicals among speakers, and officers. Somehow I feel that the reactionaries have captured the organization this year.

That more notice of suggested specific programs or activities be given.

Too much literature. Most of it goes in the wastebasket - where it belongs.

The organization seems O. K.

Unqualified to answer.

Try to curtail club expenses insofar as additional assessments are concerned, such as leadership training schools - conventions - Permit three month's charge back in deleted members where club has not collected.

International organization for boys and girls.

Develop and emphasize Kiwanis International to local club.

The vocational guidance bulletins are out of date. A lot of change has taken place in the last 8 years. A lot of material could be added because of surveys made by N.Y.A. and other government agencies. The bulletins should be regional in nature because of different opportunities in different parts of the U. S.

I think International calls upon its leaders and past officers for too much work. I think in the matter of extension viz building new clubs that it is asking too much of busy business men to go out and organize new clubs. I think this should be done by paid employees with old nearby clubs only cooperating. The immense amount of work called upon of leaders, that is past presidents, lieutenant governors and governors to perform, deters me from being ambitious to go further in Kiwanis.

Nationalist patriotic program.

Would suggest the development and operation of two types of supervision: 1 - More or less superficial supervision of those clubs that are striving to do worthwhile things on a scale in keeping with the particular community and have a high class, outstanding membership.

2 - Much more direct and detailed supervision of those clubs not up to standards from the standpoint of

- (a) number and especially quality of members.
- (b) local activities.
- (c) planned programs developing ideals and objectives of Kiwanis.
- (d) standing in the community as compared to other similar clubs.

Development for the weaker clubs of two types of programs:

- 1 - Activities that can be consummated during the administration.
- 2 - A long time continuous program of such character that it would attract the more substantial member and see to it that such programs are put into operation and continued until that particular club is up to par. When it reaches that stage, it will carry on its own, and headquarters can keep in touch, probably effectively enough by quarterly detailed reports of activities. In working out such a program, great care should be used in suggesting activities that appeal to the individual club and that will develop interest and enthusiasm. Don't make the Roosevelt mistake of blanket programs for conditions vary in different types of clubs and in different localities. A carefully planned and completed survey, with personal visits to some localities would be necessary for such supervision. Plenty of time should be allowed for working the plan so that it would fit into the ideas of the local club members, else club reaction might be adverse. It appears to me the main reason clubs in large cities are weak is because of the lack of proper leadership, which in the final analysis, means membership and a carefully planned long time program for activities.

Canadian field man.

Direct attention of all toward District Convention set-up. Extend scope of leadership training. Change method of election of district governors to prevent use of a large portion of the convention time for political promotion work, when the time should be used for discussion of district business affairs.

Unqualified to answer.

Better quality - less quantity.

Remove any barrier that may prevent guidance and information in club programs on current political subjects. I do not mean to discuss politics but to provide methods by which club membership can express itself individually, on important problems. Similar to what the Greensburg, Pennsylvania, Club is doing.

A Canadian Born field man.

More research.

To insist upon all clubs to enforce - the presidency of any club to be earned - step by step - through the directorship - etc - finally the president's office - providing the individual is capable and worthy of same not take a new member and make him president the first or second year.

Greater emphasis on training leadership among youth rather than overmuch emphasis on salvage work.

A Kiwanis International Bowling Tournament to be held annually. Provides vacation, fraternalism and competitive sport.

25. Greatest Personal Satisfaction

Of those returning questionnaires 4,496 or 77.3% answered the question and 2,188 or 22.7% made no answer.

In a number of instances Kiwanians indicated that more than one phase of Kiwanis activity gave them personal satisfaction. In such cases each answer was allotted its proper fractional value of 1.

The following chart indicates the numbers and percentages of answering members grouped according to general phases of Kiwanis activities which give them the greatest personal satisfaction.

<u>Activities</u> <u>Giving Satisfaction</u>	<u>Number</u> <u>Answering</u>	<u>% Number</u> <u>Answering</u>
Agriculture	53	1.2%
Boys and Girls Work	558	12.4
Charity	14	.3
Committee Activity	133	2.9
Fellowship	824	18.3
Inter-Club Relations	87	1.9
Music	77	1.7
Personal Education	63	1.4
Public Affairs	206	4.6
Publicity	9	.2
Safety	21	.5
Service to Others	214	4.8
Social	58	1.3
Sports	52	1.2
Under-Privileged Child Work	1,010	22.5
Vocational Guidance	94	2.1
Weekly Luncheon Meetings	531	11.8
All	313	7.0
None	51	1.1
Other	<u>128</u>	<u>2.8</u>
Total	4,496	100.0%

Once again youth activities represented by the numbers and percentages of Kiwanians who indicated boys and girls and under-privileged child work as the phases giving them greatest personal satisfaction are of greatest importance. Fellowship is the second most important single phase and "Weekly Luncheon Meetings," which in a sense is related to fellowship is also of considerable importance.

An interesting point is that 313 or 7.0% of those answering indicated that all phases of Kiwanis activity give them satisfaction while 51 or 1.1% stated that no phase of Kiwanis activity satisfies them.

The Kiwanians whose answers are grouped under "Other" in the chart reported the following activities as giving them the greatest personal satisfaction:

Achievements of Club
Business Standards
Citizenship

Civic Improvements
Community Service
Conventions

District Activity	Membership Increase
Extension	Money Raising Projects
Freedom of Speech	New Members
Health Activities	Personal Service
International Relationships	Public Speaking
Kiwanis Education	Support of Churches in
Leadership	Their Spiritual Aims
	War Service

The chart furnishes an indication of which Kiwanis activities possess the greatest personal appeal to members as well as the comparative popularity and interest in various activities among members. This response should be of interest to all International committees whose work is related to the different activities included in the chart.

Following are examples of typical comments made by members in answer to the question:

Kidding the boys on this and that - working up things. Suggested we should have a town host to call on people newly arrived to live in town - but no, the ruling group won't do anything about it.

Getting new members.	Safety.
Committee activity.	Keeping members interested and active.
Community activities.	Safety.
Agriculture and rural relations.	Money raising.
Building new clubs.	Directors meeting - holding office.
Membership increase.	Leadership.
Social.	Support of churches in their spiritual aims.
Conventions.	Personal education.
Charity.	International relations.
All.	All Kiwanis objectives.
Agriculture and rural relations.	War service.
Charity and benefit program.	Under-privileged child work.
Holding of secretarial duties.	Club elections.
Publicity.	Business Standards.
Citizenship.	Extension.
Agriculture.	
Weekly luncheon meetings.	

26. Descent

Of those returning questionnaires, 6,497 or 97.2% answered the question and 187 or 2.8% did not.

Following is a chart illustrating the nativity and parentage of answering Kiwanians grouped according to four major divisions.

<u>Nativity and Parentage Groups</u>	<u>Number Answering</u>	<u>% Number Answering</u>
Native-Born - Native-Born Parents	5,093	78.4%
Native-Born - Mixed Parents	501	7.7
Native-Born - Foreign-Born Parents	578	8.9
Foreign-Born	<u>325</u>	<u>5.0</u>
Total	6,497	100.0%

The chart points out that the membership of Kiwanis is overwhelmingly native-born, with those native-born of native-born parents forming the largest single group. It is interesting to note that the percentage of those who are native-born with foreign-born parents is slightly higher than that for those who are native-born with mixed-native and foreign parentage.

On page 62 will be found a chart which compares the nativity and parentage of United States Kiwanians answering the question with the urban and rural-nonfarm white male population of the United States, twenty years of age and over. This chart through percentile differentials and with differentials expressed in numbers of Kiwanians indicates the particular nativity and parentage groups in which Kiwanis membership is not proportional to the general white male population of the United States. For example, among the native-born United States Kiwanians with native-born parents answering the question, to be in strict accordance with the general white male population, there should have been 1,454 less than there were, while among foreign-born Kiwanians there should have been 1,105 more than there were. It is evident from the chart that United States clubs are highly selective in obtaining members who are native-born and in not attracting or seeking members who are foreign-born. The chart gives evidence that those born of immigrants to the United States prove more acceptable to Kiwanis membership than do the immigrants themselves. It is highly probable that the native-born descendants of immigrants will prove more acceptable to Kiwanis membership than do their parents.

On page 63 appears a chart that compares the nativity of Canadian Kiwanians with those of the urban male population of the Dominion of Canada, twenty years of age and over. Figures concerning the male population of Canada distributed to the various nativity and parentage groups used in the United States comparison chart were not immediately available at the time this report was prepared. However, information concerning the number of urban males in the Canadian population who are native-born and who are foreign-born was available and, consequently, the Canadian comparison is presented on the basis of those two divisions.

Only a few Canadian Kiwanians answered the question, and consequently the comparison is limited and cannot be said to be entirely representative of Canadian members as a whole. Thus the comparison is presented for the interest

COMPARISON OF NATIVITY AND PARENTAGE OF UNITED STATES KIWIANS WITH THOSE
OF THE URBAN AND RURAL-NONFARM WHITE MALE POPULATION OF THE
UNITED STATES, TWENTY YEARS OF AGE AND OVER

(Based on the United States Census, 1930)

Nativity and Parentage Groups	Urban & Rural- Nonfarm White Male Population	U.S. Kiwanians Reporting in Survey	% Urban & Rural- Nonfarm White Male Population	% U.S. Kiwanians Reporting in Survey	% Differential	
					Differential	No. of Kiwanians
Native Born-Native						
Born Parentage	14,454,594	4,577	53.7%	78.7%	25.0%	1,454
Native Born-Mixed						
Parentage	1,934,010	453	7.2	7.8	.6	35
Native Born-Foreign						
Parentage	4,271,503	539	15.9	9.3	- 6.6	384
Foreign Born	6,228,778	247	23.2	4.2	-19.0	-1,105
Total	26,888,885	5,816	100.0%	100.0%	00.0%	00

Urban population, as defined by the United States Census Bureau, is in general that residing in cities and other incorporated places having 2,500 inhabitants or more.

The rural-nonfarm population is made up largely of persons living in small towns or villages, both incorporated and unincorporated, and who do not reside on farms.

COMPARISON OF NATIVITY OF CANADIAN KIWIANS WITH THOSE OF THE URBAN MALE
POPULATION OF THE DOMINION OF CANADA, TWENTY YEARS OF AGE AND OVER

(Based on the Canadian Census, 1931)

<u>Nativity Groups</u>	<u>Urban Male Population</u>	<u>Canadian Kiwi Reporting in Survey</u>	<u>% Urban Male Population</u>	<u>% Canadian Kiwi Reporting in Survey</u>	<u>% Differential</u>	<u>% Differential Expressed in No. of Kiwi</u>
Native Born	1,030,771	312	60.3%	82.3%	12.0%	46
Foreign Born	678,570	67	39.7%	17.7%	-12.0%	-46
Total	1,709,341	379	100.0%	100.0%	00.0%	00

The term "Foreign Born" includes all immigrants to Canada from other countries. The Dominion Bureau of Statistics uses the terms "Immigrant Population" which bears the same connotation as "Foreign Born" as used in this chart; "British Born" which refers to persons born in the British Empire; and "Foreign Born" which includes all immigrants to Canada except those who are British born.

All Canadian Kiwi
born in the British Empire or elsewhere than Canada are classified in this chart as Foreign Born.

it may hold and should not be considered as accurately representative.

The term "Foreign-Born" as used in the chart includes all immigrants to Canada regardless of the countries from which they came. Thus the term "Foreign-Born" includes both British-born Kiwanians and those born in other countries, including the United States, who have immigrated to Canada.

As might be expected, the membership of Canadian clubs is more nearly proportional to the urban male foreign-born population of Canada than is that of United States clubs due to the great immigration to Canada from various countries in the British Empire and their greater acceptability as Kiwanis members. All Canadians who indicated on their questionnaires that they were British-born are classed in the chart as "Foreign-Born" for the sake of comparison.

Evidence exists that United States clubs possess a potential source of members from among those who are native-born of foreign-born parentage and to an even greater degree among those who are foreign-born. Canadian clubs, on the other hand, possess a potential source of members from among the foreign-born population, but to a lesser degree than do United States clubs.

27. District Convention Attendance

Of those who returned questionnaires 6,338 or 94.8% answered the question and 346 of 5.2% made no answer.

The following chart indicates the numbers and percentages of district conventions attended by answering Kiwanians.

<u>District Conventions Attended</u>	<u>Number Answering</u>	<u>% Number Answering</u>
1	1,184	18.7%
2	860	13.7
3	501	7.9
4	315	5.0
5	204	3.2
6	156	2.5
7	46	.7
8	84	1.3
9	25	.4
10	93	1.4
11	24	.4
12	39	.6
13	7	.1
14	19	.3
15	20	.3
16 or More	33	.5
Indefinite	108	1.7
0 or None	<u>2,620</u>	<u>41.3</u>
Total	6,338	100.0%

As will be noted a large percentage of Kiwanians (41.3%) indicated that they have attended no district conventions while 1.7% gave indefinite answers such as "several," "a few," "many," etc.

Those who have attended 16 or more district conventions are no doubt Kiwanians who have been in the organization for a great many years, or have served as International officers and have been assigned as official representatives to district conventions.

Allocating attendance at one convention to each of those who gave indefinite answers, the average number of district conventions attended by those answering the question is 1.9 indicating that if a Kiwanian attends one district convention he will probably attend others.

Of those who have attended one or more district conventions 2,195 or 59.1% commented upon their impressions of the conventions and 1,523 or 40.9% made no comment. Of those attending conventions and commenting 2,006 or 91.4% expressed favorable reactions and 189 or 8.6% expressed unfavorable reactions. Since an overwhelming majority of those commenting reported favorable impressions it can be stated with reasonable certainty that district conventions appeal to the average Kiwanian and that the district convention procedure is generally acceptable to most Kiwanians.

Of those who have attended no district conventions, 1,648 or 62.9% gave reasons for non-attendance and 972 or 37.1% did not. The following chart indicates the reasons for non-attendance given by commenting Kiwanians.

<u>Reason for Non-Attendance</u>	<u>Number Answering</u>	<u>% Number Answering</u>
Business Interference	971	58.8%
Distance	22	1.3
Expense	70	4.3
Illness	15	.9
Indifference	81	4.9
New Member	342	20.8
No Opportunity	133	8.1
Personal Grievance	<u>14</u>	<u>.9</u>
Total	1,648	100.0%

The chart points out that business interference is by far the most important reason for non-attendance at district conventions while lack of opportunity, which in a sense is related to business interference, is the second most important reason. The expense of a district convention is relatively insignificant as a reason for non-attendance, while indifference is only slightly more important. Those who commented that they were new members indicated that conventions have not been held in their districts since they became members.

The chart should be of interest to the Board Committee on District Conventions as well as to all district officers. Non-attendance seems to be due partly to the season of the year during which district conventions are held, therefore conflicting with heavy periods of work in the individual businesses of Kiwanians. On the whole it can be stated that district conventions are not too expensive but that some study of district convention timing and of the reasons given as "Indifference" and "No Opportunity" could be made.

Following are typical comments made by members who have attended no district conventions:

Held wrong time of year.

Time of year.

Wouldn't know how to go about making arrangements to attend.

Registration fee too high.

Kiwanis is so much everybody's business that it becomes nobody's.

Following are typical comments made by members who have attended one or more district conventions:

Over social.

Lack of definite program and purposes.

Too many decisions made behind closed doors and not out in the open.

Too much social - not enough real work accomplished.

Politics bad - too much rivalry between sections of Pennsylvania.

Problem is to get officers to attend before they take office.

Better than International convention.

Always the same - no variation.

Convention of today not as inspirational as of a few years ago.

Intoxication and vulgar entertainment.

Report of convention not required by club.

Very fine.. and inspiring to hear men like Franklin Kean, Fred Parker, George Kimball and others on the firing line of Kiwanis. Was very much disappointed in last year's convention at Charleston. Instead of lieutenant governor's reports on club activities and achievements the several lieutenant governors made speeches. They were not permitted to even touch on the activities of their divisions. My idea of a good convention is one where the activities of the various clubs are discussed and reported and the International representatives enter into these discussions with their ideas and advice just as Parker and Kimball do. Last year all of our lieutenant governors were school teachers and preachers except one business man, the reason for the speeches perhaps.

Schedule too crowded for good results.

Not enough emphasis on Kiwanis activities.

Let club dues suffice.

Disgusted with men's actions outside of meeting, including International officers.

Bewildered - didn't know what it was all about.

Do away with registration fee.

Serious convention business in background and attended by only a few.

More careful selection of speakers to improve conventions.

Cut out speeches at all business sessions except by members and delegates on the work to be accomplished. Confine speech-making by outsiders to dinner meetings. Install governor-elect at convention and save expense of installation in January.

Not much learned - no place to meet associates.

Too much Kiwanis machinery. Too little program stimulation.

Too much time devoted to election of officers and political scheming.

Could be improved by help from International.

Need more educational speakers.

No money or time recently. Too much politics.

Suggest having different clubs give their ideas of their success.

Rank and file of members only half interested.

Too many cliques.

Nothing new or attractive - boring - dead. Too much concentrated effort required.

Too much cost for the poor meals.

Group too hilarious to represent good Kiwanians at home.

As it is not possible for all members to attend a convention, think it would be a great benefit to Kiwanis if the inspired speeches there could be brought to the various clubs in some form other than printed as it is here the more serious side of Kiwanis is given prominence.

More money should go to district instead of International.

28. International Convention Attendance

Of those returning questionnaires, 6,153 or 92.1% answered the question and 531 or 7.9% made no answer.

The following chart indicates the numbers and percentages of International conventions attended by answering members.

<u>International Conventions Attended</u>	<u>Number Answering</u>	<u>% Number Answering</u>
1	971	15.7%
2	314	5.2
3	152	2.5
4	60	.9
5	44	.8
6	35	.6
7	9	.1
8	10	.2
9	7	.1
10 or more	25	.4
Indefinite	12	.2
0 or None	<u>4,514</u>	<u>73.3</u>
Total	6,153	100.0%

Of those answering 971 or 15.7% have attended one International convention while 314 or 5.2% have attended two such conventions. The difference between these numbers and percentages amounting to 657 or 10.5% indicates that many Kiwanians attend one International convention but for various reasons do not or have not attended a second.

Those who gave indefinite answers reported that they had attended "many," "a few," or "several" International conventions.

It is significant that 4,514 or 73.3% of those answering indicated that they have attended no International conventions. The similar percentage of those attending district conventions was 41.3%, indicating that many more Kiwanians attend district conventions than International conventions.

Considering those giving indefinite answers as having attended one International convention, the average number of International conventions attended by answering Kiwanians amounts to .5. It will be recalled that the average number of district conventions attended by those answering (page 65) was 1.9.

Of those who have attended International conventions, 1,101 or 67.2% reported their impressions and 538 or 32.8% made no comment. Of those attending and commenting, 987 or 89.7% expressed favorable reactions while 114 or 10.3% were unfavorable. Although the percentage of those expressing favorable impressions is slightly less than those responding favorably to district conventions, it is evident that a great majority of the members who have attended International conventions are satisfied with the programs and the administration of International conventions.

Of those who have not attended International conventions, 2,549 or 56.5% gave reasons for non-attendance while 1,965 or 43.5% did not. The following chart indicates the reasons given by answering Kiwanians for non-attendance.

<u>Reason for Non-Attendance</u>	<u>Number Answering</u>	<u>% Number Answering</u>
Business Interference	1,243	48.7%
Distance	224	9.0
Expense	447	17.5
Illness	12	.4
Indifference	82	3.2
New Member	332	13.0
No Opportunity	184	7.2
Personal Grievance	<u>25</u>	<u>1.0</u>
Total	2,549	100.0%

Both distance and expense are more important reasons for non-attendance at International conventions than they are for non-attendance at district conventions, although business interference is less important. Thus, it would seem that the time of the year during which International conventions are held is more suitable generally to Kiwanians than the time of district conventions, while both distance and expense as related to International conventions are more important deterrents to attendance.

Following are examples of typical comments made by members who have attended no International conventions:

None held in this area in a long time. Should be rotated in a geographical section of United States and Canada.

Nothing to justify the outlay of money to make such a trip.

Prefer district for selling Kiwanis.

Too big for laymen.

Registration fee too high.

Conventions held wrong time of year.

Didn't know there were International conventions.

Heard not worth the effort even if paid to go.

Cost too high.

Registration fee and hotel rates too high.

Not worth the time and expense.

Takes rich man to finance.

This money could be spent helping children in local communities.

Following are typical comments made by members who have attended one or more International conventions:

Wish registration and hotel fees were less. Hotel rates a racket.

Favorably impressed by presentation of both sides of questions of current interest. Unfavorably impressed by strong political references of certain speakers.

Getting too big - too expensive.

Every four years between annual district conventions.

Convention held wrong time of year.

Too much steam roller - politics. Held wrong time of year.

Too big to be as valuable as district convention.

Too big - except for good time.

Too much like a circus.

Programs too remote from average member's interest.

Registration too high.

Hotel reservations poor.

Senator Pepper's speech at Indianapolis killed whole convention.

Reminded of evangelical meeting.

Value not received for time and money expended. Unfavorably impressed with age and conduct of administrative salaried executives. No contact with them from fellowship standpoint. Can secure more inspiration for civic and community welfare work in club and district meetings. Without effort, work or contact on their part but through politics at the convention it appears the purpose is to retain those in salaried positions in office.

Fewer and more outstanding speakers.

Too machine like.

Necessary evil.

Too much politics.

Run by only a few.

Cost too high.

Too much ballyhoo.

Too much power in the past president's association.

Registration too high at \$10.00.

Too much time on general outside speeches. Good humorist only one desirable. Give members a chance to relax and tour locally. Business sessions should be strictly business interspersed with light entertainment. Laughter is a great tonic.

Too large a scale for good results. Too cut and dried before convention.

Three day circus.

Kept too busy except to get general impression.

Too much expense -- too elaborate.

Lack of financial understanding between International and host club.

Average report by delegates to home club poor from Kiwanis principles. Club should elect one representative and pay expenses as delegate and insist on adequate report of impressions.

Great!

Takes up too much time and benefits are not proportionate.

Not interested in bureau pay-roll problems.

Appeal insufficient after learning of politics used to elect officers; a trustee for instance.

Host clubs not strong enough.

Left second day - made to feel like a stranger. Lack of fellowship.

Too large - loss of time and money. Individual means nothing. Lack of personal contact kills individual spirit. Members report they were better Kiwanians before the national convention than after.

For money spent - results inadequate. Not democratic enough. Held wrong time of year.

Like most national political conventions.

Doubtful if results justify expense.

Good show for big and rich members.

Too much emphasis on work; not enough on fellowship.

Poor quarters and entertainment at Boston.

Too large to get the value.

SUMMARY

ANALYSIS OF KIWANIS INTERNATIONAL

Within the limits mentioned in the preceding discussion and based factually upon the findings of the survey, the following general interpretations are briefly presented:

1. Age of Members

- a. Most men become interested in Kiwanis and assume and retain membership between the ages of 30 and 60.
- b. Members drop out of Kiwanis with increasing rapidity after the age of 60.
- c. The average age of Kiwanis members is 46 years.
- d. The desire and interest of men in assuming Kiwanis membership steadily increases up to the age of 46. After that age a decline in interest and desire becomes evident.
- e. With an average age of 46 years, United States Kiwanians are generally younger than Canadian Kiwanians whose average age is 48.
- f. Although difficult now, as time goes on even greater difficulty will be experienced in attracting members of less than 30 years of age.
- g. The membership increase program of Kiwanis should be concentrated upon men between 30 and 45 years of age as in this age group the results attained will be most commensurate with efforts expended.
- h. The average age of Kiwanis members will increase directly as the average age of the population increases and in spite of any efforts to the contrary.
- i. In the future the importance of the privileged class of membership will become more and more evident.
- j. Gradual adjustments in the Kiwanis program must be evolved in the future to hold the interest of members over the age of 60. The only apparent alternative is to alter present membership requirements in order to attract young men more easily.

2. Years of Membership

- a. If a Kiwanian retains his membership for ten years, he will probably hold it for life.
- b. Normally, among every 100 members to join Kiwanis, one will drop out by the end of the first year, two by the end of the second year, etc., for at least the first five years of membership.
- c. The rate of loss will increase after five years because of higher mortality and illness rates.

d. The rate of loss will be accelerated greatly by adverse business conditions and decelerated slightly by increasingly prosperous conditions.

3. Classification

a. About 10% of all Kiwanians do not understand the meaning of the term "Kiwanis Classification."

b. Kiwanis is preponderately composed of men engaged in trade, professional service and in manufacturing and mechanical industries.

c. Major needs exist among United States clubs to secure more members engaged in farming and in manufacturing and mechanical industries. Minor needs exist among United States clubs to add members engaged in domestic and personal service occupations, in mining and in transportation and communication.

d. Canadian clubs possess a great need for the attraction of farmers into membership and minor needs for the addition of members engaged in manufacturing and mechanical industries, transportation and communication, mining and domestic and personal service occupations.

e. Occupational representation in Kiwanis should be considered as cross-sectional and not proportional. Perfectly proportional representation in all occupational divisions is an ideal that probably cannot and will not ever be attained.

4. Reason for Joining

a. Almost one-half of all Kiwanians join the organization to render personal service through Kiwanis activities. About one-third join to acquire new friends.

b. Very few Kiwanians join to secure profitable business and professional contacts.

c. In attracting new members clubs should stress that Kiwanis offers an opportunity to render personal service to the community, to acquire new friends and to develop one's personality through fellowship and social contacts.

5. Offices Held

a. Nearly all Kiwanians have held or hold club offices or committee chairmanships.

b. Almost one-sixth of all Kiwanians hold or have held district offices or committee chairmanships.

c. Only 1% hold or have held International offices or committee chairmanships.

d. Experienced leadership is a prime asset of Kiwanis which should be utilized at every opportunity in a service or counseling capacity.

6. Hours Per Month Given to Kiwanis

a. Most members devote only a little time to Kiwanis outside of club meetings.

b. The average time given monthly by each member to Kiwanis meetings and activities amounts to 9.7 hours.

7. Club Kiwanis Education Program

a. Approximately three-fourths of all Kiwanians believe that the Kiwanis education programs of their clubs are adequate and one-fourth do not.

b. Additional Kiwanis education emphasis should be provided for the 25% of all clubs whose programs are inadequate.

8. Reception Into Membership

a. Approximately 94% of all Kiwanians were satisfied with their receptions into membership and the remaining 6% were not.

b. Many members expressed dissatisfaction with their receptions because of horseplay and lack of dignity in the club induction procedure.

9. Personal Attendance Percentages

a. Approximately 4% of all Kiwanians have personal attendance percentages of less than the required 60%. Suitable adjustments of the reasons for non-attendance should be made in their cases to prevent need for deletion.

b. The average attendance percentages of clubs in Kiwanis International during the first quarter of the year was 79%.

10. Other Clubs Visited

a. About half of all Kiwanians visited no other Kiwanis clubs during the first three months of the year.

b. The average number of clubs visited by all Kiwanians both for attendance credit and for inter-club relations purposes amounts to approximately 5.1 per year.

c. Visitation of other clubs lessens provincialism and provides better understanding that Kiwanis is an international and not a local organization.

11. Kiwanis Demand on Time

a. Approximately 97% of all members feel that Kiwanis does not make too great a demand upon their time.

b. Most clubs could expand their activity and service programs considerably before a majority of their members would feel overburdened from the point of view of time.

12. Service on Committees

a. About 61% of all Kiwanians look upon committee service as a privilege and 35% look upon it as a duty. The remaining 4% would prefer to be excused from committee responsibility.

b. Clubs need not feel reluctant about assigning committee responsibility to their members.

13. Activities Participated in This Year

a. About 3% of all members have not engaged in club activities this year. Some of these may be club, district or International officers engaged in administrative work rather than activities.

b. More members have engaged in youth work than in any other activity and less have engaged in social activities than in any other.

c. In a club of 100 members the average numbers of members appointed to various committees would approximate the following:

<u>Committee</u>	<u>Number of Members</u>	<u>Committee</u>	<u>Number of Members</u>
Agriculture	6	Music	5
Attendance	8	Program	10
Boys and Girls Work	11	Public Affairs	6
Business Standards	2	Publicity	4
Classification and Membership	5	Social Activity	2
Finance	5	Under-Privileged Child	11
House-Reception	6	Vocational Guidance	5
Inter-Club Relations	7	Other	2
Kiwanis Education	5		

d. The above chart also gives some indication of the importance of various club committees in the minds of members.

14. Attendance at and Reactions to the Leadership Training Program

a. Approximately two-fifths of all Kiwanians have attended one or more leadership training schools and three-fifths have not.

b. About 92% of those who have attended leadership training schools are favorable to them while the remaining 8% are not.

c. Further emphasis should be given to the leadership training program, particularly among the clubs.

d. Evidence exists that the leadership training procedure is not properly applied by clubs and to a lesser extent by some districts and divisions.

15. Greatest Program Interest

a. Work with under-privileged children is of greatest interest to Kiwanians with club meetings second and fellowship third.

b. Slightly over 7% of all members are interested in all phases of the Kiwanis program.

c. The program interests of Kiwanians are both the cause and result of intensive promotion of particular program phases.

16. Least Program Interest

- a. Approximately 38% of all Kiwanians are perfectly satisfied with the program of Kiwanis.
- b. Club meetings are of least interest to approximately 11% of all members. This is probably due in part to poor program planning and inavailability of good programs.

17. Primary Value of Club Meetings

- a. Approximately 70% of all Kiwanians feel that fellowship is the primary value of club meetings to them while educational information gained through club meetings is of secondary importance.
- b. In planning club meeting programs a proportional balance between fellowship and educational information should be maintained.

18. More Time for Fellowship

- a. Most Kiwanians (approximately 62%) would be willing to devote more time to Kiwanis if greater fellowship opportunities were offered.
- b. The fellowship programs of clubs could be increased somewhat before a majority of members would feel overburdened because of lack of time.

19. More Time for Service

- a. About 69% of all Kiwanians would be willing to devote more time to Kiwanis if greater opportunities were given for community service.
- b. Clubs could increase their service programs to some extent before a majority of members would feel overburdened from the point of view of time.

20. Other Community Service Appeal

- a. Outside of Kiwanis, work with youth holds the greatest appeal for members while religious work is second in importance.
- b. Only 2% of all Kiwanians are interested in all types of community service other than Kiwanis while 6% are interested in no community service work outside of Kiwanis.
- c. Several general community service fields which are covered partially by Kiwanis could be expanded in the Kiwanis program so that the abilities of members could be utilized to a greater extent. One of the most important of these is the Kiwanis program of support of churches in their spiritual aims.

21. Activities Requiring Increased Emphasis

- a. Work with under-privileged children is the activity requiring greatest emphasis in the minds of members while boys and girls work should receive the next greatest emphasis.
- b. Only 3% of all Kiwanians believe that all Kiwanis activities should have additional emphasis while 8% believe that no activities should have increased emphasis.

22. Greatest Need of Club

a. More membership participation in activities is the greatest need of Kiwanis clubs while increased fellowship is the second greatest need.

b. Approximately 14% of all Kiwanians believe that their clubs have no important needs, indicating satisfaction with the activities, programs and administration of their clubs.

23. Weaknesses of Clubs

a. One-fourth of all Kiwanians believe that their clubs possess no weaknesses.

b. Inactive members present the greatest weakness of clubs in the minds of members.

c. About 2% of all Kiwanians believe a weakness of their clubs is the lack of an opportunity to serve on committees.

24. Improvement of International Organization

a. Approximately 59% of all Kiwanians offered no suggestions for the improvement of the International organization while 6% felt unqualified or not familiar enough with it to do so. This indicates substantial satisfaction with the International organization and a very fair attitude toward it on the part of members.

b. A need exists for increased education of more members concerning the International organization.

c. Approximately 7% of all Kiwanians believe that the greatest need of the International organization is closer contact between it and the clubs.

25. Greatest Personal Satisfaction

a. Youth activities provide Kiwanians with the greatest personal satisfaction while fellowship and club meetings are second and third in importance, respectively.

b. Seven per cent of all Kiwanians indicate that all Kiwanis activities give them personal satisfaction while 1% indicate that no activity satisfies them.

26. Descent

a. Kiwanis membership is overwhelmingly native born with those native born of native born parents forming the largest single group.

b. United States clubs are highly selective in obtaining members who are native born and in not attracting or seeking members who are foreign born.

c. Native born descendants of immigrants prove more acceptable to United States clubs than do the immigrants themselves. Native born descendants of immigrant parents are less acceptable than native born descendants of mixed and native parents.

d. The membership of Canadian clubs is more nearly proportional to the urban male foreign born population of Canada than are United States clubs. This is due to greater immigration to Canada from various countries in the British Empire and the generally greater acceptability of such immigrants as Kiwanis members.

e. United States clubs possess a potential source of members from among the native born with foreign born parents and to an even greater degree from among those who are foreign born.

f. Canadian clubs possess a potential source of members from among the foreign born population but to a lesser extent than do United States clubs.

27. District Convention Attendance

a. Approximately 41% of all Kiwanians have never attended a district convention.

b. An average of 1.9 district conventions have been attended by all Kiwanians indicating that if a member attends one district convention he will probably attend others.

c. About 91% of all Kiwanians who have attended district conventions are favorable to them and 9% are not.

d. Sixty per cent of all Kiwanians who have attended no district conventions state that business interference is the major reason for non-attendance.

e. The expense and distance of a district convention are relatively insignificant as causes of non-attendance.

f. Non-attendance at district conventions seems to be due partly to the season of the year when such conventions are held.

28. International Convention Attendance

a. About 73% of all Kiwanians have never attended an International convention.

b. The average number of International conventions attended by Kiwanians is .5.

c. Approximately 90% of all Kiwanians who have attended International conventions are favorable to them while 10% are not, indicating that most members who have attended International conventions are satisfied with their programs and administration.

d. Business interference accounts for about 49% of the non-attendance at International conventions, expense for approximately 18% and distance for 9%.

e. The season of year during which International conventions are held is more satisfactory to business men than the time when district conventions are held.

f. Both distance and expense are more important reasons for non-attendance at International conventions than for non-attendance at district conventions.

ANALYSIS OF CLUBS ACCORDING TO POPULATION OF THE COMMUNITY

Since Kiwanis clubs are located in communities of all sizes in the United States and Canada, the attitudes of their members should vary according to community population. The reactions and attitudes of Kiwanians in a small community, for example, should differ considerably from those of Kiwanians in metropolitan areas. This section of the report presents an analysis of the reactions of Kiwanians included in the survey according to the sizes of the communities in which their clubs are located.

As a basis for determining such reactions Population Classes have been assigned to all clubs included in the survey. Population Class A includes clubs located in communities in which the population is less than 1,000. Population Class B includes clubs located in communities in which the population is 1,000 through 2,999, etc. This method of distribution is followed through Population Class I which includes clubs located in communities of 500,000 population and over. The charts on the succeeding two pages indicate the distribution of clubs according to the Population Classes as well as the survey response from clubs in the various classes.

The first chart distributes the active clubs in Kiwanis International to the various Population Classes and compares their number with the clubs included in the survey. The chart indicates that two more clubs located in communities of less than 1,000 population should have been included for the survey to be perfectly representative. The survey should have included 23 more clubs located in communities of 1,000 through 2,999 population than it did. There should have been 23 less clubs in the survey located in communities of 100,000 through 499,999 population, etc. Thus the scope and adequacy of the survey as originally planned and as related to the variable dealing with the population of the community can be analyzed from the chart.

The second chart indicates the numbers and percentages of clubs in Kiwanis International distributed to the various Population Classes and for clubs included in the survey as well as the response from each class. For example, questionnaires were provided for distribution to 7 or 11.7% of the 60 active clubs in Kiwanis International on March 31, 1940, located in communities of less than 1,000 population and 57 questionnaires or 27.0% were returned.

1. Age of Members

The following chart compares the numbers and percentages of Kiwanians answering and not answering the question from the clubs in the 9 Population Classes.

<u>Population Class</u>	<u>Number Answering</u>	<u>% Number Answering</u>	<u>Number Not Answering</u>	<u>% Number Not Answering</u>
A	47	82.5%	10	17.5%
B	354	94.9	19	5.1
C	478	85.5	81	14.5
D	663	90.7	68	9.3
E	793	94.0	51	6.0
F	1,004	90.6	104	9.4
G	584	92.1	50	7.9
H	1,438	91.7	131	8.3
I	<u>466</u>	<u>92.6</u>	<u>37</u>	<u>7.4</u>
Total	5,827	91.4%	551	8.6%

DISTRIBUTION OF ACTIVE CLUBS ACCORDING TO POPULATION OF COMMUNITY

March 31, 1940

Population Class	Population	Clubs in Kiwanis International	Clubs Included in Survey	% of Clubs in Kiwanis Int'l Survey	% of Clubs Included in Survey	% Differential	% Differential Expressed in No. of Clubs
A	Less than 1,000	60	7	2.9%	2.3%	-.6%	- 2
B	1,000 thru 2,999	419	39	20.4	12.9	-7.5	-23
C	3,000 thru 4,999	276	37	13.4	12.2	-1.2	- 4
D	5,000 thru 9,999	377	45	18.4	14.9	-3.5	-11
E	10,000 thru 19,999	352	51	17.1	16.8	-.3	- 1
F	20,000 thru 49,999	245	41	11.9	13.5	1.6	5
G	50,000 thru 99,999	106	29	5.2	9.6	4.4	14
H	100,000 thru 499,999	117	40	5.7	13.2	7.5	23
I	500,000 and over	103	14	5.0	4.6	-.4	- 1
	Total	2,055	303	100.0%	100.0%	00.0%	00

The population figures used in distributing clubs in Kiwanis International to the various population classes were those followed by the Field Service Department at the time each club was built. No revisions have been made in the population figures in accordance with census changes.

United States census figures for 1930 were used in distributing United States clubs included in the survey, and Canadian census figures for 1931 were used in distributing Canadian clubs.

Neighborhood clubs in metropolitan areas were classified according to the population of the whole metropolitan area.

RESPONSE FROM ACTIVE CLUBS IN VARIOUS POPULATION CLASSES

March 31, 1940

Population Class	Population	Kiwanis Inter- national Clubs in Population Class	Clubs in- cluded in Survey	% Clubs in Population Class In- cluded in Survey	Question- naires Sent	Question- naires Returned	% Returned
A	Less than 1,000	60	7	11.7%	211	57	27.0%
B	1,000 through 2,999	419	39	9.3	1,344	373	27.8
C	3,000 through 4,999	276	37	13.4	1,589	559	35.2
D	5,000 through 9,999	377	45	11.9	2,266	731	32.6
E	10,000 through 19,999	352	51	14.5	2,950	844	28.6
F	20,000 through 49,999	245	41	16.7	3,156	1,108	35.1
G	50,000 through 99,999	106	29	27.4	2,548	634	24.9
H	100,000 through 499,999	117	40	34.2	5,495	1,569	28.6
I	500,000 and over	103	14	13.6	1,745	503	28.8
Total		2,055	303	14.7%	21,304	6,378	29.9%

The following chart distributes the percentages of answering members in the various Population Classes according to five year age-groups and compares them with the corresponding percentages for Kiwanis International.

Age Groups	Kiwanis Int'l.	Class A	Class B	Class C	Class D	Class E	Class F	Class G	Class H	Class I
20 to 24 years	.7%	- %	1.1%	1.5%	.9%	.8%	.7%	.7%	.3%	.4%
25 to 29 years	4.7	4.3	7.9	7.1	6.6	4.4	5.4	5.0	2.6	1.7
30 to 34 years	11.6	21.3	15.8	16.1	13.0	14.2	13.6	10.1	7.8	6.3
35 to 39 years	14.5	19.1	15.5	18.2	13.9	17.3	15.4	13.7	13.0	8.6
40 to 44 years	15.9	17.0	11.9	13.4	18.7	13.9	16.9	16.5	15.6	19.3
45 to 49 years	16.6	19.1	12.4	14.2	13.0	17.7	15.4	18.8	18.8	18.7
50 to 54 years	13.4	10.7	11.9	12.6	14.2	11.1	11.1	12.8	16.4	16.8
55 to 59 years	10.1	8.5	10.2	7.3	8.1	9.6	9.9	10.6	11.3	13.4
60 to 64 years	6.2	-	5.4	5.4	5.9	5.0	5.6	5.7	7.6	7.5
65 to 69 years	3.8	-	4.8	2.5	2.7	4.0	3.6	3.9	4.2	4.3
70 years and over	2.5	-	3.1	1.7	3.0	2.0	2.4	2.2	2.4	3.0
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Study of the chart indicates that the most important age groups in each class rise in point of years from 30 to 34 for very small clubs to 45 to 49 years for Class E and that for Classes F, G, H and I the most important age groups fluctuate between 40 to 44 years and 45 to 49 years. With a few variations this indicates that the ages of the members increase as the size of the community increases.

The chart shows that clubs in Attendance Class A have no members of less than 25 years of age or over 60 years. The reason for this is probably that in recent years an increasing number of Kiwanis clubs have been built in smaller and smaller communities. In those communities the types of men attracted to Kiwanis membership have largely been younger men.

An interesting point brought out by the chart is that the percentages of members between 25 and 29 years for clubs in Attendance Classes B, C and D are considerably above the similar percentage for Kiwanis International and that the same percentages are considerably below that for Kiwanis International in Attendance Classes H and I. Generally it can be assumed that young men between the ages of 25 and 29 in communities between 1,000 and 10,000 population are more able to meet the requirements of Kiwanis membership than in communities of other sizes. In very large communities, represented by Classes H and I, it appears that men between the ages of 25 and 29 are largely unable to meet the requirements of Kiwanis membership.

One reason for the general increase in age of preponderant age groups from clubs of small size to large size is probably that clubs in large communities were organized some years ago and, therefore, many of their original members have retained memberships since that time. On the other hand clubs organized in smaller communities have been organized more recently and their members are composed of young and middle aged men who have not yet grown old in Kiwanis.

Another reason advanced for the general increase in age levels as the size of the community increases is that in very large communities men between the ages of 30 and 45 are not as able to meet the requirements of membership as in small communities.

In small communities there is less opportunity for young men just starting out in business than there is in a larger community. This is reflected by the known fact that many large cities could not maintain their population except for migrations from small towns, villages and rural areas. Many young men migrate from small to large communities to establish themselves in business. Those young men who remain in the small communities and are able to find satisfactory employment more readily attain the economic status and executive positions necessary for assumption of membership, although they are fewer in number. The ones who migrate to large communities face heavier competition for jobs and, consequently, do not attain as high a standard of living or executive positions as rapidly as those in smaller communities.

The following chart compares the average and median ages of the clubs in the various Population Classes with each other and with Kiwanis International.

	Kiwanis Int'l.	Class A	Class B	Class C	Class D	Class E	Class F	Class G	Class H	Class I
Average Age	46	41	45	43	45	45	45	46	48	49
Median Age	46	41	44	42	43	44	43	45	47	48

The chart readily illustrates that the average age of clubs generally increases in direct proportion to the size of the community. Class A clubs which are located in communities of less than 1,000 population are 5 years under the median and average ages for Kiwanis International, while clubs located in communities of 500,000 population and over are 3 years over the average age of Kiwanis International and 2 years over the median age. This chart supports the thoughts expressed in the discussion preceding that the general age level of Kiwanis members increases as the size of the community increases.

2. Years of Membership

The following chart presents the numbers and percentages of Kiwanians answering and not answering the question from the clubs in the various Population Classes.

<u>Population Class</u>	<u>Number Answering</u>	<u>% Number Answering</u>	<u>Number Not Answering</u>	<u>% Number Not Answering</u>
A	52	91.2%	5	8.8%
B	348	93.3	25	6.7
C	476	85.2	83	14.8
D	648	88.6	83	11.4
E	781	92.5	63	7.5
F	990	89.4	118	10.6
G	610	96.2	24	3.8
H	1,423	90.7	146	9.3
I	<u>460</u>	<u>91.4</u>	<u>43</u>	<u>8.6</u>
Total	5,788	90.8%	590	9.2%

The chart on page 34 indicates the percentages of Kiwanians representing various years of membership in the 9 Population Classes, comparing them with each other and with Kiwanis International.

Years of Membership	Kiwanis Int'l.	Class A	Class B	Class C	Class D	Class E	Class F	Class G	Class H	Class I
1	12.1%	26.9%	13.2%	12.0%	14.4%	11.4%	12.9%	12.5%	9.9%	10.7%
2	9.1	3.9	10.1	13.9	10.8	7.5	9.5	7.5	8.6	8.9
3	9.8	9.6	10.9	13.6	10.0	10.9	11.1	5.6	9.1	10.2
4	7.4	7.7	8.9	7.1	7.4	7.4	7.7	5.7	7.1	6.9
5	7.1	9.6	6.0	7.3	7.1	8.1	7.1	6.9	6.0	9.4
6	11.5	5.8	9.2	11.1	10.8	11.1	9.2	21.3	10.9	10.2
10	15.5	36.5	20.4	13.0	13.8	17.0	14.4	13.4	17.0	10.2
15	14.0	-	14.4	15.1	15.6	16.3	14.7	11.6	12.9	12.4
20	11.6	-	6.9	6.7	9.9	9.5	12.6	13.9	14.1	15.4
25	1.9	-	-	.2	.2	.8	.8	1.6	4.4	5.7
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Clubs in communities of less than 1,000 population as represented by Population Class A indicate a larger percentage of members who have been in Kiwanis for one year than any other class. The cause of this is probably due to the fact that in recent years Kiwanis clubs have been completed in smaller and smaller communities. Thus the members in such clubs have been in Kiwanis for a shorter length of time than for communities of a larger size. This thought is further borne out by the overwhelming importance of the 10 year group in Population Class A when compared with Kiwanis International and the other Population Classes, as well as a total lack of members who have been in Kiwanis for more than 10 years in clubs in Population Class A.

The number of members who have been in Kiwanis for 25 years steadily increases as the size of the community increases. This trend follows a logical pattern inasmuch as Kiwanis clubs were first built in large communities. Consequently, more members of clubs in large communities have been Kiwanians longer than in smaller communities.

With only a few exceptions the rate of loss of members generally decreases as the size of the community increases, varying from 3.5 members per year in clubs in Population Class A to .3 member per year in clubs in Population Class I. Thus, it can generally be stated that the membership of large city clubs is more stable than that of clubs in small communities. This is probably due to population shifts which affect small communities more than large ones and which often react in favor of large communities. Another reason may be that a greater frequency of business personnel changes, particularly in chain stores, occurs in small communities. Also it is possible that clubs in small communities enforce the attendance rules more stringently than do large city clubs, making for greater loss of members through deletion for non-attendance.

With a few exceptions the percentages of those who have been members for 10 years decline as the size of the community increases. Since Kiwanians who have been members for ten years joined either just prior to or just after the start of the depression, it is evident that clubs in smaller sized communities are better able to weather depression than are clubs in larger communities. This ability is in inverse ratio to the size of the community and bears out the generally accepted principle that depressions start in metropolitan areas and spread to smaller communities.

The chart presents some evidence that in times of increasing prosperity the converse of this trend is true. With some exceptions the percentages of those who have been members for 6 years, who joined Kiwanis just after the worst part of the depression, increase as the size of the community increases, indicating that to a certain extent clubs in larger cities are better able to secure new members in times of rising prosperity than clubs in smaller communities.

From the chart it can be determined roughly that communities of 10,000 through 19,999, represented by Population Class E, are more or less ideal in size insofar as Kiwanis clubs are concerned. The rate of loss for clubs in Population Class E is an exception to the general trend already discussed inasmuch as Class E clubs exhibit a rate of loss of .7 member per year which is the second lowest rate of all classes. Also clubs in Population Class E exhibit the third highest retaining power over their members in the face of depression, being equal in percentage for those who have been members for 10 years with Class H. Clubs in Population Class E are exceptional in the addition of new members in periods of increasing prosperity inasmuch as for those possessing 6 years of membership Class E does not follow the general trend but is second high and is equal to Class C at 11.1%. This percentage should be lower to be in accordance with the trend.

3. Classification

The following chart indicates the numbers and percentages of Kiwanians answering and not answering the question in the various Population Classes.

<u>Population Class</u>	<u>Number Answering</u>	<u>% Number Answering</u>	<u>Number Not Answering</u>	<u>% Number Not Answering</u>
A	47	82.5%	10	17.5%
B	310	83.1	63	16.9
C	425	76.0	134	24.0
D	611	83.6	120	16.4
E	751	89.0	93	11.0
F	933	84.2	175	15.8
G	570	89.9	64	10.1
H	1,412	90.0	157	10.0
I	<u>469</u>	<u>93.2</u>	<u>34</u>	<u>6.8</u>
Total	5,528	86.7%	850	13.3%

The chart on page 86 illustrates the percentages of members of clubs in the various Population Classes distributed according to broad occupational divisions.

It is notable that clubs in Population Class A have no members in the first three occupational divisions given in the chart nor in public service although such clubs have a larger percentage of their members engaged in trade than any other class.

As might be expected clubs in Population Class I have a larger percentage of members engaged in manufacturing and mechanical industries than any other class. Also clubs in Class I have a larger percentage than any other engaged in domestic and personal service occupations.

Occupational Divisions	Kiwanis Int'l.	Class A	Class B	Class C	Class D	Class E	Class F	Class G	Class H	Class I
Agric., Fishing and Forestry	1.5%	- %	6.7%	2.2%	2.4%	2.5%	1.3%	.6%	.3%	.5%
Domestic and Personal Service	2.1	-	1.6	1.7	1.3	2.1	1.4	3.7	2.3	3.8
Extraction of Minerals	.1	-	-	-	.7	-	-	-	-	-
Manufacturing and Mechanical Ind.	13.4	12.2	9.5	7.8	9.4	12.3	13.2	12.1	17.5	20.4
Professional Service	34.7	31.7	38.5	45.7	37.6	38.7	37.2	33.3	29.6	23.6
Public Service (n.e.c.)	2.7	-	1.6	3.4	2.8	4.0	2.9	3.4	2.0	.3
Trade	41.0	46.3	33.8	35.8	40.8	37.6	39.8	40.9	44.5	46.1
Transportation and Communication	4.5	9.8	8.3	3.4	5.0	2.8	4.2	6.0	3.8	5.3
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Members engaged in agriculture, fishing and forestry are preponderant in clubs in Class B which includes communities of 1,000 through 2,999 population. Public service is represented most heavily in clubs in Class E which includes communities of 10,000 through 19,999 population. A larger percentage of members engaged in transportation and communication occupations appears in Population Class A than in any other class. The reason for this is probably that in very small communities station agents and similar railroad workers enjoy a larger share in the life of the community than similar workers do in larger communities.

That extraction of minerals accounts for only .1% of the members of Kiwanis International but accounts for .7% in Class D is not an inaccuracy. The lower percentage for Kiwanis International results from the considerably larger number of members in Kiwanis International of which those engaged in mining make up a smaller fraction.

4. Reason for Joining

The following chart indicates the number and percentages of those answering and not answering the question in the various Population Classes.

Population Class	Number Answering	% Number Answering	Number Not Answering	% Number Not Answering
A	54	94.7%	3	5.3%
B	372	99.7	1	.3
C	508	90.9	51	9.1
D	691	94.5	40	5.5
E	823	98.1	16	1.9
F	1,069	96.5	39	3.5
G	613	96.7	21	3.3
H	1,529	97.4	40	2.6
I	454	90.3	49	9.7
Total	6,118	95.9%	260	4.1%

The following chart indicates the percentages of members giving various reasons for joining distributed according to the Population Classes.

Reason for Joining	Kiwanis Int'l.	Class A	Class B	Class C	Class D	Class E	Class F	Class G	Class H	Class I
To acquire friends	31.9%	11.1%	21.0%	26.8%	26.5%	30.7%	34.3%	35.4%	37.5%	36.3%
To develop person- ality	13.1	7.4	12.6	13.8	13.3	14.2	14.2	12.9	12.5	11.7
To render service	47.2	77.8	61.8	53.7	54.3	49.2	44.7	44.0	39.8	36.8
To make contacts	4.9	3.7	3.0	4.1	3.9	3.7	4.4	4.3	6.5	9.5
Other	2.9	-	1.6	1.6	2.0	2.2	2.4	3.4	3.7	5.7
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Generally the acquisition of friends becomes increasingly important as a reason for joining Kiwanis as the size of the community increases while the rendering of service to the community increases as the size of the community declines. These trends are entirely logical inasmuch as in small communities the acquiring of friends is not as difficult as in large communities, while on the other hand it is probable that a sense of obligation to a community, represented by a desire to render service to it, is in inverse ratio to its size.

Kiwanians in small communities do not lay as much stress upon making profitable business or professional contacts as a reason for joining as do those in larger communities.

It is interesting to note that the reasons for joining other than the four major ones increase in importance as the size of the community increases.

From the above comparison it is obvious that in securing new members clubs in very large communities should emphasize the acquisition of new friends and the rendering of service to the community as major reasons for joining. In smaller communities, however, community service should be emphasized with only minor emphasis upon the acquisition of friends.

5. Offices Held

The following chart indicates the numbers and percentages of those answering and not answering in each Population Class.

Population Class	Number Answering	% Number Answering	Number Not Answering	% Number Not Answering
A	40	70.2%	17	29.8%
B	324	86.9	49	13.1
C	426	76.2	133	23.8
D	553	75.7	178	24.3
E	654	77.5	190	22.5
F	768	69.3	340	30.7
G	421	66.4	213	33.6
H	1,051	67.0	518	33.0
I	342	68.0	161	32.0
Total	4,579	71.8%	1,799	28.2%

The following chart indicates the percentages of those answering the question in the various Population Classes who hold or have held club offices and chairmanships.

	Kiwanis Int'l.	Class A	Class B	Class C	Class D	Class E	Class F	Class G	Class H	Class I
Club Offices and Chairmanships	97.9%	100.0%	98.5%	93.9%	96.7%	98.6%	98.6%	96.4%	99.1%	98.0%
President	32.4	40.0	47.5	37.1	38.3	33.3	32.6	26.8	23.3	23.7
Vice-President	28.0	25.0	30.9	25.8	29.5	28.1	27.4	30.4	26.9	25.4
Secretary	9.3	12.5	12.3	9.9	10.9	9.2	9.1	8.1	6.6	10.2
Treasurer	6.4	2.5	7.7	5.9	6.0	5.5	5.3	5.7	7.8	7.0
Secretary-Treasurer	2.2	2.5	2.5	4.2	1.8	2.3	2.1	4.0	.9	1.5
Director	64.6	75.0	61.7	62.2	64.2	67.6	67.8	66.3	60.9	59.4
Committee Chairman	81.4	77.5	75.0	76.5	81.4	83.5	79.8	81.0	83.7	88.6

Regardless of the population of the community most members hold or have held club offices or chairmanships since only slight variations are indicated between classes by the chart.

The opportunity of a member to become president of his club decreases as the size of the community increases since, with only a few exceptions, the percentages of members who are or have been club president become less as the size of the community increases. This same trend is evident for the office of secretary except for clubs in the very largest cities. Clubs in the largest cities usually elect a new secretary each year, employing assistant secretaries to carry on their business, while clubs in smaller communities often elect the same secretary year after year.

Members of clubs in larger communities more frequently serve as committee chairmen than Kiwanians in smaller communities. The reason for this is probably that clubs in small communities have fewer committees than do those in larger cities and consequently select fewer chairmen.

Following is a chart indicating the percentages of members in the various Population Classes who hold or have held district offices or chairmanships.

	Kiwanis Int'l.	Class A	Class B	Class C	Class D	Class E	Class F	Class G	Class H	Class I
District Offices and Chairmanships	16.4%	20.0%	17.0%	11.5%	16.8%	15.3%	15.1%	17.3%	19.2%	14.3%
Governor	1.5	2.5	.9	1.2	1.1	1.4	1.0	1.4	2.3	1.2
Lieutenant Governor	7.0	10.0	8.6	5.6	8.9	7.8	7.4	5.0	6.4	4.1
Secretary	.8	-	.3	9.4	.2	.4	.9	1.7	1.2	1.2
Treasurer	.3	-	-	.2	.4	.4	.4	.2	.3	-
Secretary-Treasurer	.4	-	-	-	.9	.4	.1	.7	.3	.6
Committee Chairman	10.8	12.5	7.7	5.6	10.3	10.1	10.2	14.0	12.4	11.7

Clubs in communities of less than 1,000 population hold or have held a larger percentage of district offices and chairmanships than clubs in any other Population Class.

Generally speaking, members of clubs in small communities have a greater opportunity to become lieutenant governor than have members of clubs in larger communities.

Generally the chart indicates that the larger the community the more time is given to Kiwanis activities and meetings by club members. There are several exceptions to this, notably in Population Class A which resembles Population Class I in many respects.

The following chart indicates the average hours per month devoted to Kiwanis meetings and activities by members of clubs in the various Population Classes.

Hours Per Month	Kiwanis Int'l.	Class A	Class B	Class C	Class D	Class E	Class F	Class G	Class H	Class I
1 through 4	3.2	3.2	3.3	3.3	3.4	3.1	3.1	3.1	3.3	3.4
5 through 9	6.2	7.1	6.5	6.7	6.7	6.7	6.7	6.6	6.7	7.1
10 through 15	11.1	11.4	11.0	11.2	11.1	11.1	10.9	11.0	10.5	11.3
20 through 45	25.8	27.5	25.0	25.2	24.2	26.6	26.4	25.4	25.2	27.0
50 and over	<u>69.0</u>	<u>70.0</u>	<u>150.0</u>	<u>57.5</u>	<u>63.0</u>	<u>80.0</u>	<u>81.5</u>	<u>70.0</u>	<u>70.0</u>	<u>56.3</u>
Average Hours Per Month	9.7	15.2	9.2	8.7	9.4	9.1	9.4	10.2	10.0	14.0

The chart bears out the thought already expressed that with some exceptions the larger the size of the community the more time devoted to Kiwanis by club members. Population Class A whose members devote the highest average of hours per month to Kiwanis, is most exceptional. The reason for this is probably that in very small communities Kiwanis clubs are the major source of community activity while as communities become larger, opportunities to serve the community through organized efforts increase in number. However, a probable counteracting trend as communities increase in size is that as the number of organizations increase, their members, including Kiwanians, must necessarily concentrate their interests in fewer organizations. Thus, in a very small community Kiwanis is the only organization of its kind and consequently it absorbs the full interest and time of its members. However, in larger communities the number of organizations increases, enabling Kiwanians to divide their interest and time between several of them but obviously not among all of them.

7. Club Kiwanis Education Program

The following chart indicates the numbers and percentages of those answering and not answering the question in each Population Class.

<u>Population Class</u>	<u>Number Answering</u>	<u>% Number Answering</u>	<u>Number Not Answering</u>	<u>% Number Not Answering</u>
A	55	96.5%	2	3.5%
B	371	99.5	2	.5
C	511	91.5	48	8.5
D	700	95.7	31	4.3
E	823	97.5	21	2.5
F	1,075	96.6	33	3.4
G	607	95.7	27	4.3
H	1,516	96.6	53	3.4
I	<u>491</u>	<u>97.6</u>	<u>12</u>	<u>2.4</u>
Total	6,149	96.4%	229	3.6%

The following chart indicates the percentages of those answering the question, expressing favorable or unfavorable opinions regarding the Kiwanis education programs of their clubs, distributed according to Population Class.

[illegible]

The chart indicates that the size of the community has very little bearing upon the satisfaction of members with the Kiwanis education programs of their clubs. It is interesting to note, however, that clubs located in communities of 500,000 and over (Class I) express the greatest satisfaction with the adequacy of their club Kiwanis education programs, while clubs in communities of less than 1,000 (Class A) express the second greatest satisfaction. Probably clubs in Population Class A are more satisfied with their Kiwanis education programs than most larger clubs because clubs in such communities have been built more recently than other clubs. Hence, the members have more recently been trained in the purposes of Kiwanis and the novelty of the program has not yet worn off.

8. Reception Into Membership

The following chart indicates the numbers and percentages of those answering and not answering the question distributed according to Population Class.

<u>Population Class</u>	<u>Number Answering</u>	<u>% Number Answering</u>	<u>Number Not Answering</u>	<u>% Number Not Answering</u>
A	55	96.5%	2	3.5%
B	360	96.5	13	3.5
C	515	92.1	44	7.9
D	710	97.1	21	2.9
E	830	98.3	14	1.7
F	1,087	98.1	21	1.9
G	612	96.5	22	3.5
H	1,528	97.4	41	2.6
I	<u>489</u>	<u>97.2</u>	<u>14</u>	<u>2.8</u>
Total	6,186	97.0%	192	3.0%

The following chart indicates the percentages of those in each Population Class who expressed satisfaction or dissatisfaction with their receptions into membership.

[illegible]

The size of the community has no bearing upon the quality of a club's induction procedure and the satisfaction derived from it by members. It is interesting to note that the members of clubs in Population Class D, which includes clubs between 5,000 and 9,999 population, expressed the greatest satisfaction with their receptions into membership while clubs in Population Class A, composed of communities of less than 1,000 population, expressed the least satisfaction.

9. Personal Attendance Percentages

The following chart indicates the numbers and percentages of those answering and not answering the question in each Population Class.

<u>Population Class</u>	<u>Number Answering</u>	<u>% Number Answering</u>	<u>Number Not Answering</u>	<u>% Number Not Answering</u>
A	57	100.0%	-	- %
B	359	97.2	14	3.8
C	497	88.9	62	11.1
D	675	92.3	56	7.7
E	828	98.1	16	1.9
F	1,025	92.5	83	7.5
G	579	91.3	55	8.7
H	1,458	96.2	111	3.8
I	466	92.6	37	7.4
Total	5,944	93.2%	434	6.8%

The following chart indicates the attendance percentages of answering members grouped in multiples of 20% and distributed according to Population Classes.

<u>% Attendance</u>	<u>Kiwanis Int'l.</u>	<u>Class A</u>	<u>Class B</u>	<u>Class C</u>	<u>Class D</u>	<u>Class E</u>	<u>Class F</u>	<u>Class G</u>	<u>Class H</u>	<u>Class I</u>
0 - 19	.5%	- %	- %	.6%	.1%	.2%	.9%	.9%	.4%	1.1%
20 - 39	.9	-	.8	.9	-	.2	.7	.7	1.4	2.6
40 - 59	2.5	-	1.1	2.0	.8	1.5	2.1	4.8	3.5	4.9
60 - 79	9.2	1.8	4.5	6.0	4.3	5.2	9.2	12.6	14.8	11.6
80 - 100	86.9	98.2	93.6	90.5	94.8	92.9	87.1	81.0	79.9	79.8
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

With a few exceptions the chart indicates a decline in the percentages of members having above 60% attendance as the size of the community increases. Also the chart indicates that with a few exceptions the percentage of members having less than 60% attendance increases as the size of the community increases. Thus, it can generally be assumed that members of clubs in large communities attend meetings with less regularity than members of clubs in small communities.

The following chart compares the average attendance percentages as reported by club secretaries of all clubs in Kiwanis International and of the clubs in the various Population Classes for the first three months of 1940.

<u>Average Attendance Percentages</u>	<u>Kiwanis Int'l.</u>	<u>Class A</u>	<u>Class B</u>	<u>Class C</u>	<u>Class D</u>	<u>Class E</u>	<u>Class F</u>	<u>Class G</u>	<u>Class H</u>	<u>Class I</u>
	79%	77%	81%	83%	82%	82%	78%	75%	75%	70%

This comparison bears out, with a few exceptions, the thought expressed that the attendance averages of clubs decline as the size of the community increases. The exceptions illustrated by clubs in Population Classes A and B are probably due to the greater business demands upon members in very small communities. In such communities it is often necessary for Kiwanians to devote more time to their businesses than elsewhere because of lack of other employees to handle responsibility while the individual owners or managers are away.

10. Other Clubs Visited.

The following chart indicates the number and percentages of members in each Population Class answering and not answering the question.

<u>Population Class</u>	<u>Number Answering</u>	<u>% Number Answering</u>	<u>Number Not Answering</u>	<u>% Number Not Answering</u>
A	54	94.7%	3	5.3%
B	368	98.7	5	1.3
C	493	88.2	66	11.8
D	691	94.5	40	5.5
E	843	99.9	1	.1
F	1,056	95.3	52	4.7
G	603	95.1	31	4.9
H	1,501	95.7	68	4.3
I	<u>436</u>	<u>86.7</u>	<u>67</u>	<u>13.3</u>
Total	6,045	94.8%	333	5.2%

The following chart indicates the percentages of members in each population Class who have visited different numbers of clubs since January 1, 1940.

<u>Number of Other Clubs Visited</u>	<u>Kiwanis Intl.</u>	<u>Class A</u>	<u>Class B</u>	<u>Class C</u>	<u>Class D</u>	<u>Class E</u>	<u>Class F</u>	<u>Class G</u>	<u>Class H</u>	<u>Class I</u>
0 or None	47.6%	18.5%	35.6%	47.7%	48.3%	47.2%	55.5%	57.5%	50.3%	26.8%
1	20.1	20.3	24.5	19.9	22.3	21.0	19.0	15.9	19.5	21.3
2	14.3	22.2	17.7	13.4	13.9	15.8	12.3	9.8	13.5	19.3
3	7.5	18.5	8.7	7.7	7.0	7.8	6.0	6.5	6.3	11.5
4	3.8	1.9	4.1	4.1	2.6	2.7	2.6	3.7	4.4	7.8
5	2.0	9.2	2.7	1.6	1.9	1.4	.9	2.8	2.0	4.6
6	1.3	-	1.4	1.2	.7	1.7	1.2	1.3	1.0	2.3
7	.6	-	1.1	1.0	.9	.3	.5	.2	.7	.5
8	.4	-	.8	.2	.3	.1	.4	.5	.6	.9
9	.2	3.7	.6	.2	.1	.3	.3	-	.1	-
10	.5	1.9	.3	.4	.9	.2	.3	.8	.3	.5
11 - 15	1.0	1.9	1.6	1.4	.4	1.1	.8	.8	.7	2.5
16 - 20	.3	1.9	.3	.4	-	-	.1	-	.4	1.1
21 and over	<u>.4</u>	<u>-</u>	<u>.6</u>	<u>.8</u>	<u>.7</u>	<u>.4</u>	<u>.1</u>	<u>.2</u>	<u>.2</u>	<u>.9</u>
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Except for clubs in the largest cities (Classes H and I) the percentages of members who have made no visits to other clubs since the first of the year steadily increase as the size of the community increases, indicating that the smaller the community the more visits to other clubs are made by members. The reason why clubs in the larger cities are exceptional to this trend is probably due to the

existence of multiple clubs in large metropolitan areas, making it possible for members in large cities to visit neighboring clubs more easily for both inter-club relations and attendance credit purposes.

The following chart indicates the average number of clubs visited by members of clubs in the various Population Classes.

	Kiwanis Int'l.	Class A	Class B	Class C	Class D	Class E	Class F	Class G	Class H	Class I
Average Number of Clubs Visited	1.7	2.8	1.9	1.7	1.4	1.4	1.1	1.2	1.4	2.6

This comparison emphasizes the trend pointed out previously that the smaller the size of the community the more visits to other clubs are made by members, with the exception of members of clubs in the largest cities.

The major reason that Kiwanians in small communities visit other clubs more frequently is probably that in such communities an inter-club visit is a more important event than in larger communities. Also, whenever a large inter-club, divisional or district meeting, such as a leadership training school, is held, only clubs in larger communities can accommodate the crowd. Hence, fewer such meetings are held in smaller communities, and instead the members of clubs in small communities must travel more to attend them. A third reason is probably that club meeting programs are less adequate in smaller communities and consequently the members of such clubs are attracted to the better programs of clubs in larger communities. Finally, when Kiwanians find it necessary to travel for business reasons, their business usually requires their presence in large communities rather than small ones.

11. Kiwanis Demand on Time

The following chart indicates the numbers and percentages of members in each Population Class who answered and did not answer the question.

<u>Population Class</u>	<u>Number Answering</u>	<u>% Number Answering</u>	<u>Number Not Answering</u>	<u>% Number Not Answering</u>
A	57	100.0%	-	- %
B	362	97.1	11	2.9
C	523	93.6	36	6.4
D	706	96.6	25	3.4
E	821	97.3	23	2.7
F	1,086	98.0	22	2.0
G	607	95.7	27	4.3
H	1,537	98.0	32	2.0
I	<u>487</u>	<u>96.8</u>	<u>16</u>	<u>3.2</u>
Total	6,186	97.0%	192	3.0%

The chart at the top of page 95 indicates the percentages of members in each Population Class who expressed the opinion that Kiwanis does or does not make too great a demand upon their time.

<u>Demand on Time</u>	<u>Kiwanis Int'l.</u>	<u>Class A</u>	<u>Class B</u>	<u>Class C</u>	<u>Class D</u>	<u>Class E</u>	<u>Class F</u>	<u>Class G</u>	<u>Class H</u>	<u>Class I</u>
Too Great	3.5%	1.8%	3.9%	3.1%	2.7%	4.0%	2.3%	2.1%	4.1%	7.6%
Not Too Great	96.5	98.2	96.1	96.9	97.3	96.0	97.7	97.9	95.9	92.4
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

With a few exceptions, notably in Classes B, D, F and G, the chart indicates that the percentage of members believing that Kiwanis does make too great a demand upon their time increases directly with the size of the community. This is logical inasmuch as Kiwanis plays a larger part in the lives of members in small communities than it does in cities where it is in competition with other things for membership interest.

12. Service on Committees

The following chart indicates the numbers and percentages of members answering and not answering the question distributed according to the Population Classes.

<u>Population Class</u>	<u>Number Answering</u>	<u>% Number Answering</u>	<u>Number Not Answering</u>	<u>% Number Not Answering</u>
A	56	98.2%	1	1.8%
B	365	97.9	8	2.1
C	513	91.8	46	8.2
D	708	96.9	23	3.1
E	842	99.8	2	.2
F	1,083	97.8	25	2.2
G	611	96.4	23	3.6
H	1,535	97.8	34	2.2
I	483	96.0	20	4.0
Total	6,196	97.1%	182	2.9%

The following chart indicates the attitudes of members in the various Population Classes toward committee work.

<u>Attitude Toward Committee Work</u>	<u>Kiwanis Int'l.</u>	<u>Class A</u>	<u>Class B</u>	<u>Class C</u>	<u>Class D</u>	<u>Class E</u>	<u>Class F</u>	<u>Class G</u>	<u>Class H</u>	<u>Class I</u>
As a duty	35.2%	32.1%	36.7%	35.7%	32.9%	39.1%	35.4%	33.6%	34.4%	34.8%
As a privilege	61.1	64.3	59.7	61.0	64.7	57.8	61.4	60.7	61.4	59.6
Prefer to be excused	3.7	3.6	3.6	3.3	2.4	3.1	3.2	5.7	4.2	5.6
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

It is evident that the size of the community has very little influence upon the attitude of Kiwanians toward committee responsibility. The only general trend exhibited is that in Classes A through D, as the size of the community increases to 10,000 population, smaller percentages of members look upon committee work as something from which they would prefer to be excused, while from Classes D through I, as the size of the community increases upward from 10,000 population, larger percentages of members would prefer to be excused from committee work.

Regardless of the size of the community clubs need not feel any reluctance about assigning committee responsibility to their members.

13. Activities Participated in This Year

The following chart indicates the numbers and percentages of those answering and not answering the question.

<u>Population Class</u>	<u>Number Answering</u>	<u>% Number Answering</u>	<u>Number Not Answering</u>	<u>% Number Not Answering</u>
A	55	96.5%	2	3.5%
B	356	95.4	17	4.6
C	472	84.4	87	15.6
D	656	89.7	75	10.3
E	790	93.6	54	6.4
F	975	88.0	133	12.0
G	555	87.5	79	12.5
H	1,389	88.5	180	11.5
I	<u>457</u>	<u>90.9</u>	<u>46</u>	<u>9.1</u>
Total	5,705	90.5%	673	9.5%

The following chart indicates the percentages of members in the various Population Classes who have engaged in particular types of activities this year.

<u>Type of Activity</u>	<u>Kiwanis Int'l.</u>	<u>Class A</u>	<u>Class B</u>	<u>Class C</u>	<u>Class D</u>	<u>Class E</u>	<u>Class F</u>	<u>Class G</u>	<u>Class H</u>	<u>Class I</u>
Agriculture	5.5%	1.8%	9.4%	9.3%	6.8%	6.3%	5.4%	3.8%	3.6%	3.4%
Attendance	8.5	12.7	8.3	9.0	7.9	8.2	7.9	7.1	9.7	8.3
Boys and Girls Work	11.3	12.7	9.4	10.8	14.6	10.4	10.2	11.8	12.5	9.0
Business Standards	2.4	-	2.6	1.5	2.5	2.5	2.3	1.0	2.9	4.1
Classification and Membership	5.2	5.5	4.6	5.8	4.5	5.4	5.0	4.6	5.5	5.4
Finance	5.1	5.5	5.1	5.3	5.6	5.2	5.3	4.2	4.4	5.1
House-Reception	5.7	9.1	3.7	4.1	5.1	5.7	5.9	5.5	6.6	7.2
Inter-Club Relations	7.5	9.1	7.4	9.0	7.3	6.4	7.7	6.9	7.5	8.6
Kiwanis Education	4.5	5.5	4.0	4.5	4.3	5.8	3.7	4.8	4.2	4.1
Music	4.6	3.6	6.6	3.6	3.9	4.3	4.9	6.9	4.6	3.4
Program	9.6	5.5	9.9	10.0	9.8	9.4	10.1	12.3	8.2	9.0
Public Affairs	6.2	10.8	7.1	5.5	5.3	8.4	5.6	7.1	5.1	6.5
Publicity	3.5	3.6	5.4	3.6	3.4	4.5	2.9	3.4	3.1	3.4
Social Activity	1.9	1.8	-	.4	1.6	1.8	2.1	1.7	3.1	2.9
Under-Privileged										
Child	10.9	7.3	9.1	10.7	10.7	9.4	13.2	12.2	10.1	11.7
Vocational Guidance	5.2	5.5	5.4	5.8	5.1	4.4	5.3	4.8	5.4	4.8
Other	<u>2.4</u>	<u>-</u>	<u>2.0</u>	<u>1.1</u>	<u>1.6</u>	<u>1.9</u>	<u>2.5</u>	<u>1.9</u>	<u>3.5</u>	<u>3.1</u>
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Generally the chart indicates that the size of the community has little bearing upon the types of activities participated in by Kiwanians.

As might be expected the percentages of members who have engaged in agriculture decline as the size of the community increases except for the interesting phenomenon that clubs in Population Class A exhibit a reverse trend. Probably

Kiwanis activities in agriculture are so close to the lives of members in communities of less than 1,000 population that they are not particularly interested in such work. Agriculture to them, in a sense, is like carrying coals to Newcastle.

Another interesting point is that the percentages of members who have engaged in house and reception committee work steadily increases as the size of the community increases, except for clubs in Population Class A. The exception indicates that fellowship values involved in the work of the reception committee in clubs located in communities of less than 1,000 population possess greater importance and significance than elsewhere.

Still another interesting point is that a larger percentage of members in Population Class A have engaged in public affairs activities this year than in any other class. The cause of this is probably that public affairs activities are more likely to be carried on by agencies other than Kiwanis in large communities while in very small communities Kiwanis is the only organization engaged in such a program.

14. Attendance at and Reactions to the Leadership Training Program

The following chart indicates the numbers and percentages of those who answered the question and those who did not.

<u>Population Class</u>	<u>Number Answering</u>	<u>% Number Answering</u>	<u>Number Not Answering</u>	<u>% Number Not Answering</u>
A	56	98.2%	1	1.8%
B	360	96.5	13	3.5
C	516	92.3	43	7.7
D	697	95.3	34	4.7
E	828	98.1	16	1.9
F	1,074	96.9	34	3.1
G	595	93.8	39	6.2
H	1,509	96.2	60	3.8
I	490	97.4	13	2.6
Total	6,125	96.1%	253	3.9%

The following chart indicates the percentages of members in each Population Class who have or have not attended one or more leadership training schools.

<u>Leadership Training School</u>	<u>Kiwanis Int'l.</u>	<u>Class A</u>	<u>Class B</u>	<u>Class C</u>	<u>Class D</u>	<u>Class E</u>	<u>Class F</u>	<u>Class G</u>	<u>Class H</u>	<u>Class I</u>
Attended	39.6%	37.5%	48.6%	42.6%	42.8%	44.7%	37.3%	32.3%	36.3%	34.3%
Not Attended	60.4	62.5	51.4	57.4	57.2	55.3	62.7	67.7	63.7	65.7
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

With certain exceptions the chart indicates that the percentages of members who have attended training schools decrease as the size of the community increases. This is logical inasmuch as (See Question 5) larger percentages of Kiwanians located in small communities have been club officers than of those located in larger communities.

On the other hand the tendency indicates a breakdown in club leadership training procedure, particularly as it affects committee chairmen. It will be recalled (see page 88) that larger percentages of members of large city clubs have served as committee chairmen than of those in smaller communities. Hence if the leadership training procedure were followed out to its fullest extent by all clubs, percentage differences between the different classes would not appear in the chart since more or less equal percentages of members, regardless of the size of the community, would have attended leadership training schools.

The following chart indicates the percentages of Kiwanians in each Population Class who expressed favorable or unfavorable impressions of the leadership training schools attended.

Impression of School Attended	Kiwanis Int'l.	Class A	Class B	Class C	Class D	Class E	Class F	Class G	Class H	Class I
Favorable	92.3%	94.7%	92.0%	92.9%	95.3%	90.9%	95.0%	90.1%	92.2%	89.6%
Unfavorable	7.7	5.3	8.0	7.1	4.7	9.1	5.0	9.9	7.8	10.4
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

The size of the community appears to have little bearing upon the impressions gained by Kiwanians of the value of the leadership training procedure. Clubs in very large cities (Class I) have the lowest percentage of members giving favorable comments concerning training schools attended while clubs in Class D (5,000 through 9,999 population) have the highest.

15. Greatest Program Interest

The following chart presents the numbers and percentages of members answering and not answering the question distributed according to the various Population Classes.

Population Class	Number Answering	% Number Answering	Number Not Answering	% Number Not Answering
A	33	57.9%	24	42.1%
B	334	89.5	39	10.5
C	444	79.4	115	20.6
D	623	85.2	108	14.8
E	721	85.4	123	14.6
F	915	82.6	193	17.4
G	509	80.3	125	19.7
H	1,304	83.1	265	16.9
I	448	89.0	55	11.0
Total	5,331	83.6%	1,047	16.4%

The chart at the top of page 98 indicates the percentages of members in each Population Class who expressed various program phases as being of greatest interest to them.

The chart indicates, with a few exceptions, an increase in interest in boys and girls work as the size of the community becomes smaller. Interest in club meetings and programs has a tendency to become more important as the size of the community increases.

Greatest Program Interest	Kiwanis Int'l.	Class A	Class B	Class C	Class D	Class E	Class F	Class G	Class H	Class I
Agriculture	1.9%	- %	2.9%	5.6%	1.9%	1.9%	1.4%	1.4%	1.1%	1.6%
All Phases	7.1	12.1	4.5	7.2	5.8	8.2	6.1	8.1	7.4	9.2
Boys and Girls Work	14.0	21.2	18.7	11.0	20.5	13.5	12.9	12.0	14.0	9.2
Business Standards	.4	-	.3	.5	.8	.3	.5	.2	.5	-
Citizenship	1.8	3.0	1.8	2.0	1.4	2.1	2.8	.8	1.3	2.2
Club Luncheon, Meetings, Programs, etc.	16.2	9.1	13.5	13.3	11.6	13.7	14.6	21.9	19.7	19.9
Community Service	7.2	9.1	8.7	9.9	9.5	7.6	7.7	5.3	5.8	4.7
Fellowship	10.3	6.1	8.7	10.1	9.6	10.7	9.5	9.4	12.4	9.8
Inter-Club Relations	1.2	6.1	1.2	.9	1.1	1.0	1.2	1.4	.9	1.6
Kiwanis Education	.5	3.0	.9	.9	.6	.7	.4	.2	.2	.4
Music	2.0	3.0	2.9	1.8	3.2	2.4	1.2	2.8	1.7	1.1
Personal Education	3.5	6.1	4.8	3.2	2.6	3.7	4.2	3.9	3.5	1.8
Public Affairs	4.0	6.1	2.4	3.8	4.5	4.2	3.1	4.1	3.5	6.3
Social Activities	2.1	-	1.2	2.9	1.6	1.9	2.3	1.4	2.3	2.2
Under-Privileged Child	21.0	3.0	20.1	21.4	20.2	21.1	24.1	19.1	19.6	22.4
Vocational Guidance	3.5	-	2.9	3.2	3.5	3.9	3.2	3.9	2.8	4.5
Other	3.3	12.1	4.5	2.3	1.6	3.1	4.8	4.1	3.3	3.1
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Community service as a program interest gives evidence of increasing as the size of the community decreases. Kiwanis education, excepting in the largest communities, increases in importance as the size of the community decreases.

Except for clubs in Population Class A, work with under-privileged children appears to be of universal interest.

16. Least Program Interest

The following chart indicates the numbers and percentages of members in each Population Class who answered or did not answer the question.

Population Class	Number Answering	% Number Answering	Number Not Answering	% Number Not Answering
A	21	36.8%	36	63.2%
B	189	50.7	184	49.3
C	245	43.8	314	56.2
D	391	53.5	340	46.5
E	425	50.4	419	49.6
F	502	45.3	606	54.7
G	322	50.8	312	49.2
H	780	49.7	789	50.3
I	271	53.9	232	46.1
Total	3,146	48.3%	3,232	51.7%

The chart at the top of page 100 indicates the percentages of members in each Population Class grouped according to least program interests.

Least Pro- gram Interest	Kiwanis Int'l.	Class A	Class B	Class C	Class D	Class E	Class F	Class G	Class H	Class I
Agriculture	5.4%	4.8%	4.2%	1.2%	3.8%	2.8%	7.2%	6.8%	6.5%	8.1%
Attendance	1.5	4.8	1.1	2.4	1.5	1.6	1.0	1.2	1.3	2.6
Boys and Girls Work	.5	-	1.1	.4	1.0	.5	.6	.6	.1	.4
Business Standards	4.8	4.8	7.4	8.2	4.3	5.2	4.0	7.5	2.4	4.1
Classification and Membership	.8	9.5	1.6	.8	1.0	.9	.4	.9	.1	.7
Club Luncheon, Meet- ings, Programs, etc.	11.4	9.4	10.6	11.1	10.5	12.9	12.3	11.8	12.6	8.1
Inter-Club Relations	4.0	-	3.7	5.7	3.6	4.5	3.8	1.9	4.6	3.3
Kiwanis Education	.9	-	1.1	.8	1.5	1.2	.8	.3	.4	.4
Money-raising Activities	1.8	-	1.1	.8	1.3	1.4	2.0	2.2	2.6	2.2
Music	5.0	9.4	5.3	3.3	4.3	6.4	4.2	4.7	5.8	4.4
None	38.1	42.9	35.4	42.1	43.8	36.5	36.2	37.0	37.8	37.7
Public Affairs	2.3	-	2.6	2.0	2.0	2.1	3.2	3.1	1.4	3.7
Publicity	2.4	-	2.6	2.4	3.1	3.5	1.6	3.4	1.9	-
Rules and Regula- tions	8.2	4.8	7.4	7.8	9.0	8.2	9.5	6.5	7.8	8.1
Social Functions	8.0	4.8	5.3	8.2	5.1	7.1	8.6	6.2	10.1	12.1
Under-Privileged Child	.8	-	1.1	-	.3	.7	1.0	.9	.9	1.1
Vocational Guidance	2.5	4.8	4.2	2.0	2.6	2.1	2.4	3.1	2.3	1.5
Other	1.6	-	4.2	.8	1.3	2.4	1.2	1.9	1.4	1.5
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

With certain exceptions activities for the purpose of raising money appear to become more important as a least program interest as the size of the community increases. It is probably more difficult for clubs located in large communities to raise funds from outside sources than it is for those in smaller communities.

Although exhibiting a few exceptions, social functions have a tendency to decline in importance as a least program interest as the size of the community decreases. Clubs in small communities probably find greater enjoyment in social functions staged by them than do members of clubs in larger communities.

Vocational guidance appears to become more important as a least program interest as the size of the community becomes smaller. The reason for this is probably that clubs in smaller communities do not feel as capable of staging vocational guidance programs as do members in larger communities. On the other hand, a greater need for vocational guidance work exists in smaller communities than in large ones.

Generally the size of the community appears to have little relation to the least program interests of members since many program phases exhibit only slight variations from class to class.

17. Primary Value of Club Meetings

The chart at the top of page 101 indicates the numbers and percentages of members answering and not answering the question distributed according to the Population Classes.

<u>Population Class</u>	<u>Number Answering</u>	<u>% Number Answering</u>	<u>Number Not Answering</u>	<u>% Number Not Answering</u>
A	53	93.0%	4	7.0%
B	367	98.4	6	1.6
C	509	91.1	50	8.9
D	700	95.8	31	4.2
E	826	97.9	18	2.1
F	1,073	96.8	35	3.2
G	608	95.9	26	4.1
H	1,523	97.1	46	2.9
I	<u>492</u>	<u>97.8</u>	<u>11</u>	<u>2.2</u>
Total	6,151	96.0%	227	4.0%

The following chart indicates the percentages of members in each Population Class who expressed various values derived from club meetings.

<u>Primary Value of Club Meetings</u>	<u>Kiwanis Int'l.</u>	<u>Class A</u>	<u>Class B</u>	<u>Class C</u>	<u>Class D</u>	<u>Class E</u>	<u>Class F</u>	<u>Class G</u>	<u>Class H</u>	<u>Class I</u>
Entertainment	4.1%	1.9%	5.2%	2.7%	3.6%	4.5%	4.5%	4.8%	4.2%	4.3%
Educational In-formation	23.9	22.6	22.3	26.0	23.6	24.5	23.9	24.8	23.2	24.4
Fellowship	70.4	73.6	70.8	70.1	71.3	68.8	70.3	68.4	71.2	69.5
Attendance Credit	1.2	-	1.4	.8	.9	1.9	1.1	1.3	.9	1.6
Other	<u>.4</u>	<u>1.9</u>	<u>.3</u>	<u>.4</u>	<u>.6</u>	<u>.3</u>	<u>.2</u>	<u>.7</u>	<u>.5</u>	<u>.2</u>
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Except for entertainment values it appears from the chart that the size of the community has little effect upon the importance to members of the various values of club meetings. With a few exceptions the percentages for entertainment values indicate an increase in importance as the size of the community increases.

18. More Time for Fellowship

The following chart indicates the numbers and percentages of answering and not answering members in each Population Class.

<u>Population Class</u>	<u>Number Answering</u>	<u>% Number Answering</u>	<u>Number Not Answering</u>	<u>% Number Not Answering</u>
A	48	84.2%	9	15.8%
B	350	93.8	23	6.2
C	480	85.9	79	14.1
D	664	90.8	67	9.2
E	787	93.2	57	6.8
F	1,013	91.4	95	8.6
G	570	89.9	64	10.1
H	1,429	91.1	140	8.9
I	<u>447</u>	<u>88.9</u>	<u>56</u>	<u>11.1</u>
Total	5,788	90.7%	590	9.3%

The following chart expresses the reactions of members regarding their willingness to give more time to Kiwanis for fellowship purposes.

<u>More Time for Fellowship</u>	<u>Kiwanis Int'l</u>	<u>Class A</u>	<u>Class B</u>	<u>Class C</u>	<u>Class D</u>	<u>Class E</u>	<u>Class F</u>	<u>Class G</u>	<u>Class H</u>	<u>Class I</u>
Willing to Give	62.0%	66.7%	63.7%	60.0%	64.8%	66.2%	64.1%	61.1%	59.9%	52.1%
Unwilling to Give	38.0	33.3	36.3	40.0	35.2	33.8	35.9	38.9	40.1	47.9
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

With certain exceptions it is evident that as the size of the community decreases members generally are more willing to give additional time to Kiwanis for fellowship purposes. This reaction is probably due to the greater demand of outside interests upon the time of members of large city clubs and the probable greater free time of members of clubs in smaller communities due to a lack of community interests outside of Kiwanis.

19. More Time for Service

The following chart indicates the numbers and percentages of those answering and not answering the question distributed according to Population Classes.

<u>Population Class</u>	<u>Number Answering</u>	<u>% Number Answering</u>	<u>Number Not Answering</u>	<u>% Number Not Answering</u>
A	44	77.2%	13	22.8%
B	336	90.1	37	9.9
C	449	80.3	110	19.7
D	631	86.3	100	13.7
E	741	87.8	103	12.2
F	968	87.4	140	12.6
G	529	83.4	105	16.6
H	1,358	86.6	211	13.4
I	425	84.5	78	15.5
Total	5,481	85.9%	897	14.1%

The following chart indicates the willingness of members in the various Population Classes to devote more time to Kiwanis provided greater opportunities for helpful service to the purposes of the organization are offered.

<u>More Time for Service</u>	<u>Kiwanis Int'l.</u>	<u>Class A</u>	<u>Class B</u>	<u>Class C</u>	<u>Class D</u>	<u>Class E</u>	<u>Class F</u>	<u>Class G</u>	<u>Class H</u>	<u>Class I</u>
Willing to Give	68.8%	79.5%	72.6%	70.6%	74.6%	73.0%	70.2%	68.1%	64.9%	55.8%
Unwilling to Give	31.2	20.5	27.4	29.4	25.4	27.0	29.8	31.9	35.1	44.2
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

As in Question 18 the chart indicates that the willingness to devote more time to Kiwanis for service purposes generally increases as the size of the community decreases. Again the suggestion is offered that members of large city clubs probably have more demands upon their time from outside interests than do members in smaller communities and consequently are reluctant to devote more time for service to the organization.

20. Other Community Service Appeal

The following chart indicates the numbers and percentages of members in each Population Class who answered and did not answer the question.

<u>Population Class</u>	<u>Number Answering</u>	<u>% Number Answering</u>	<u>Number Not Answering</u>	<u>% Number Not Answering</u>
A	36	63.2%	21	36.8%
B	281	75.3	92	24.7
C	384	68.7	175	31.3
D	563	77.0	168	23.0
E	626	74.2	218	25.8
F	812	73.3	296	26.7
G	459	72.4	175	27.6
H	1,159	73.9	410	26.1
I	<u>369</u>	<u>73.4</u>	<u>134</u>	<u>26.6</u>
Total	4,689	73.5%	1,689	26.5%

The following chart indicates the percentages of members in each Population Class grouped according to the types of community work other than Kiwanis which hold appeal for them.

<u>Other Community Service Appeal</u>	<u>Kiwanis Int'l.</u>	<u>Class A</u>	<u>Class B</u>	<u>Class C</u>	<u>Class D</u>	<u>Class E</u>	<u>Class F</u>	<u>Class G</u>	<u>Class H</u>	<u>Class I</u>
Agricultural	1.8%	- %	4.3%	4.2%	2.0%	1.8%	2.2%	.7%	.8%	.8%
Charitable	15.1	5.6	8.2	7.6	9.8	12.1	17.7	19.2	21.1	16.0
Civic Beautification	.5	-	1.1	.8	.4	1.3	-	1.1	-	.5
Commercial	14.5	19.4	14.9	16.7	21.7	19.5	12.9	10.0	11.6	9.8
Educational	4.5	5.6	8.2	4.7	5.3	3.7	4.6	3.5	3.5	4.9
Fraternal	1.4	2.8	1.8	1.3	2.0	1.6	1.6	1.5	1.0	.8
Health	2.9	5.6	1.1	1.8	2.7	3.0	2.2	2.8	3.3	5.1
Patriotic	8.9	11.1	9.6	6.0	9.1	7.2	9.6	9.8	8.2	10.8
Recreational	3.9	5.6	5.3	5.5	5.3	3.0	4.7	3.9	2.4	2.4
Religious	15.7	19.4	21.7	18.2	17.1	15.3	12.6	13.3	15.6	16.3
Safety	1.2	-	2.5	1.0	.9	1.1	.7	.9	1.7	.5
Youth	20.1	11.1	13.9	22.3	17.3	21.4	23.6	22.0	19.9	17.4
Other	1.3	8.2	.3	.8	1.4	1.8	.6	1.1	1.6	2.4
All	2.4	2.8	1.8	2.6	1.4	1.8	3.3	2.6	1.9	3.8
None	<u>5.8</u>	<u>2.8</u>	<u>5.3</u>	<u>6.5</u>	<u>3.6</u>	<u>5.4</u>	<u>3.7</u>	<u>7.6</u>	<u>7.5</u>	<u>8.5</u>
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Several interesting general trends are indicated in this comparison. Agriculture as an outside community service appeal shows a tendency to increase in importance as the size of the community decreases with the exception of clubs in Population Class A. Charitable work gives evidence of increasing in importance as the size of the community increases except in very large cities where such services are generally performed by professional and governmental agencies, permitting little opportunity for the average Kiwanian to participate.

As might be expected, commercial services generally assume greater importance in small communities than in large ones. A similar trend is exhibited to a certain extent for fraternal services which appear to assume greater importance as the size of the community decreases.

Recreational services increase in importance inversely to the size of the community, and evidence of a like trend appears among religious activities.

It is interesting to note that the percentages of members who state that they are interested in no activities outside of Kiwanis generally increase as the size of the community increases. This bears out the thought expressed earlier that in large communities opportunities for outside service are generally greater than in smaller communities but that members specialize in their interests by concentrating their time and energy upon one or at most only a few organizations.

21. Activities Requiring Increased Emphasis

The following chart presents the numbers and percentages of members in each Population Class who answered and who did not answer the question.

<u>Population Class</u>	<u>Number Answering</u>	<u>% Number Answering</u>	<u>Number Not Answering</u>	<u>% Number Not Answering</u>
A	29	50.9%	28	49.1%
B	263	70.5	110	29.5
C	354	63.3	205	36.7
D	530	72.5	201	27.5
E	597	70.7	247	29.3
F	734	66.2	374	33.8
G	424	66.9	210	33.1
H	1,073	68.4	496	31.6
I	<u>359</u>	<u>71.4</u>	<u>144</u>	<u>28.6</u>
Total	4,363	68.4%	2,015	31.6%

The chart at the top of page 105 indicates the various phases of the Kiwanis program which, in the opinions of answering members in each Population Class, should receive increased emphasis.

Boys and girls work gives evidence of increasing in importance as an activity requiring additional emphasis as the size of the community declines and a similar trend is evident for inter-club relations.

Except for clubs in the largest communities, Kiwanis education increases in importance inversely to the size of the community. Public affairs, on the other hand and except for Population Class A, appears to gain in importance as the size of the community increases.

The great need for vocational guidance programs that exists in smaller communities and which has already been expressed appears to be recognized by Kiwanians inasmuch as vocational guidance gives some evidence of increasing in importance as an activity requiring greater emphasis as the size of the community becomes smaller.

The percentages of members who stated that no Kiwanis activity requires additional emphasis generally increase directly with the size of the community.

Further study of the chart will indicate to various International committees the communities of particular sizes in which their programs should receive additional emphasis.

Activities Re- quiring Increased Emphasis	Kiwanis Int'l.	Class A	Class B	Class C	Class D	Class E	Class F	Class G	Class H	Class I
Agriculture	3.6%	- %	7.2%	6.5%	5.3%	4.4%	4.3%	1.9%	1.4%	.6%
Attendance	1.6	-	2.7	.3	2.7	1.2	1.8	1.7	1.4	1.4
Boys and Girls Work	13.9	17.3	18.5	14.6	16.1	15.4	13.8	11.6	13.1	11.6
Business Standards	1.5	-	2.3	2.4	1.5	1.0	.8	.9	1.9	1.4
Citizenship	8.4	17.3	5.7	8.5	6.4	8.9	7.9	8.3	8.9	10.9
Civic Improvement	3.9	3.4	4.2	3.1	5.1	3.4	3.4	4.5	4.1	2.8
Club Program Im- provement	2.5	-	1.1	2.0	1.3	2.0	3.8	2.6	3.4	2.5
Fellowship	4.8	6.9	4.6	2.8	2.7	3.0	5.6	5.7	6.6	6.7
Inter-Club Relations	2.2	-	3.8	2.8	2.8	2.5	1.8	2.1	2.0	1.7
Kiwanis Education	4.5	6.9	6.5	5.6	4.3	6.5	3.8	3.5	3.3	4.7
Membership Increase	.8	-	.8	.8	-	.7	1.1	.9	.7	.8
Music	.7	-	.8	.8	1.1	.7	1.1	-	.4	.3
Public Affairs	11.1	17.3	6.5	7.3	9.6	10.4	8.2	13.1	13.2	18.3
Publicity	.8	-	.4	.7	1.3	.5	.1	1.2	.8	1.1
Social Activities	1.6	-	.4	1.1	.8	1.3	1.8	2.1	1.9	2.5
Support of Churches In Their Spiritual Aims	1.7	-	3.0	2.5	1.1	1.7	2.2	2.6	1.1	.6
Under-Privileged Child Work	15.0	13.7	15.1	20.3	16.0	16.1	15.8	11.8	13.5	13.4
Vocational Guidance	7.9	10.3	7.2	7.6	10.8	10.2	8.6	6.4	6.2	5.0
All	3.0	-	2.7	1.4	3.2	2.5	3.8	5.7	2.5	1.7
None	8.3	6.9	4.2	6.5	6.0	6.4	8.3	10.8	11.2	9.2
Other	2.2	-	2.3	2.4	1.9	1.2	2.0	2.6	2.4	2.8
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

22. Greatest Need of Club

The following chart presents the numbers and percentages of answering and not answering members in each Population Class.

Population Class	Number Answering	% Number Answering	Number Not Answering	% Number Not Answering
A	37	64.9%	20	35.1%
B	259	69.4	114	30.6
C	334	59.7	225	40.3
D	474	64.8	257	35.2
E	566	67.1	278	32.9
F	661	59.7	447	40.3
G	393	62.0	241	38.0
H	998	63.6	571	36.4
I	335	66.6	168	33.4
Total	4,057	63.6%	2,321	36.4%

The chart at the top of page 106 indicates the percentages of members in each class who expressed various needs existing in their clubs.

Greatest Need of Club	Kiwanis Int'l.	Class A	Class B	Class C	Class D	Class E	Class F	Class G	Class H	Class I
Agriculture	.5%	- %	- %	.6%	.8%	1.1%	.3%	.5%	.3%	- %
Attendance	6.5	2.7	6.2	3.9	7.4	3.9	5.9	9.2	6.9	7.5
Better Meals and Meeting Places	1.5	5.4	3.1	2.1	2.5	1.2	2.4	.5	.3	1.8
Boys and Girls Work	.8	-	1.5	.3	1.1	1.2	1.1	.5	.5	.6
Citizenship	.7	-	.4	.9	.8	1.4	.3	.3	.6	1.2
Committee Activity	4.8	8.1	8.1	6.3	6.6	6.4	4.7	3.1	3.4	1.8
Enthusiasm	2.7	5.4	2.3	3.6	2.5	4.6	1.4	1.8	2.5	1.8
Fellowship	9.4	8.1	3.9	5.1	5.3	9.2	11.0	9.9	13.9	10.0
Financial Strength	3.8	13.6	5.4	7.2	6.1	3.5	3.0	2.3	2.7	2.4
Inter-Club Relations	1.2	-	.8	2.4	2.8	1.1	1.2	-	.7	.3
Kiwanis Education	6.3	5.4	11.6	9.2	5.7	4.9	5.7	6.4	4.9	4.8
Kiwanis Interest	4.4	2.7	5.8	6.0	4.2	5.1	2.9	4.8	3.8	4.5
Leadership	4.2	-	3.5	2.7	3.6	5.1	3.9	4.3	4.0	7.5
Local Objective	4.6	2.7	5.8	4.2	6.1	5.5	5.4	3.6	3.2	3.9
Membership Partici- pation	9.5	10.8	8.9	7.5	9.1	9.4	10.9	10.9	10.0	9.5
More Members	7.7	13.5	8.9	8.4	7.2	6.9	6.1	7.6	7.5	9.3
Music	1.3	-	1.2	2.1	1.1	2.7	1.1	1.0	.7	.9
Programs	6.4	5.4	7.3	5.7	6.3	6.2	6.8	7.1	6.8	6.3
Public Affairs	2.3	2.7	1.2	1.5	.8	1.8	3.0	2.6	2.9	2.4
Under-Privileged Child Work	1.7	-	1.5	2.7	1.5	2.5	2.1	1.5	1.3	.9
Younger Members	2.3	-	1.5	1.5	1.7	2.3	3.0	1.5	2.3	2.7
None	14.2	10.8	6.9	12.8	14.3	10.5	14.6	17.0	17.6	19.0
Other	3.2	2.7	4.2	3.3	2.5	3.5	3.2	3.6	3.2	.9
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

With certain exceptions better meals and meeting places are greater needs of clubs in small communities than in larger ones. A similar trend is even more clearly evident for committee activity as a club need. Fellowship appears to increase in importance as a club need as the size of the community increases, with the exception of clubs in Population Class A.

Financial strength as a club need gives evidence of increasing in importance inversely to the size of the community, and a similar trend is apparent for Kiwanis education.

An interesting point brought out by the chart is that leadership appears to gain in importance as a club need as the size of the community increases.

Lack of a local objective gives evidence of being a greater need of clubs in small communities than in larger ones, while public affairs generally increases in importance as a need as the size of the community increases.

The percentages of members who stated that their clubs have no particular needs give evidence of increasing in direct proportion to the size of the community.

23. Weaknesses of Clubs

The following chart indicates the numbers and percentages of members in each Population Class who answered or did not answer the question.

Population Class	Number Answering	% Number Answering	Number Not Answering	% Number Not Answering
A	31	54.4%	26	45.6%
B	244	65.4	129	34.6
C	278	49.7	281	50.3
D	405	55.4	326	44.6
E	472	55.9	372	44.1
F	588	53.1	520	46.9
G	347	54.7	287	45.3
H	898	57.2	671	42.8
I	<u>303</u>	<u>60.2</u>	<u>200</u>	<u>39.8</u>
Total	3,566	55.9%	2,812	44.1%

The following chart expresses club weaknesses as reported by answering members in each Population Class.

[illegible]

Except for clubs in the largest cities there appears to be greater over-emphasis of attendance as the size of the community declines. A similar trend for committee inactivity as a club weakness is evident, except for clubs in Population Class G.

Kiwanis education apparently increases in importance as a club weakness in inverse proportion to the size of the community. The percentages of members believing that the major weakness of their clubs is too large a membership generally increase as the size of the community becomes larger.

Although it is evident that major club weaknesses are not related strongly to the size of the community in which a club is located, the reactions of members in the various Population Classes should be of interest to district officers and to certain International committees whose programs are related to such weaknesses.

24. Improvement of International Organization

Following is a chart indicating the numbers and percentages of members in each Population Class who answered or did not answer the question.

<u>Population Class</u>	<u>Number Answering</u>	<u>% Number Answering</u>	<u>Number Not Answering</u>	<u>% Number Not Answering</u>
A	24	42.1%	33	57.9%
B	173	46.4	200	53.6
C	220	39.4	339	60.6
D	303	41.5	428	58.5
E	335	39.7	509	60.3
F	415	37.5	693	62.5
G	275	43.4	359	56.6
H	648	41.3	921	58.7
I	<u>244</u>	<u>48.5</u>	<u>259</u>	<u>51.5</u>
Total	2,637	41.3%	3,741	58.7%

The chart at the top of page 109 indicates the various types of improvement in the International organization suggested by members of clubs in each Population Class.

With certain exceptions, suggestions concerning extension appear to gain in frequency as the size of the community becomes smaller while the frequency of suggestions concerning the finances of the International organization appears to decrease generally as the size of the community increases above 3,000 population.

Suggestions concerning the International organizational set-up appear to gain in frequency as the size of the community increases.

It is interesting to note that the percentages of members indicating that they were unfamiliar with the International organization and therefore had no suggestions to offer generally increase in direct proportion to the size of the community. Some exceptions to this exist, but it can be stated with a fair degree of certainty that members of clubs in large cities know less about the International organization than members located in smaller communities.

Improvement Suggested	Kiwanis Int'l.	Class A	Class B	Class C	Class D	Class E	Class F	Class G	Class H	Class I
Americanism	.9%	- %	- %	.9%	1.0%	.9%	1.2%	.7%	.9%	1.2%
Attendance Regula- tion	.9	4.2	.6	.9	.7	1.2	.7	-	1.1	2.0
Boys and Girls Work	.1	-	-	-	1.0	-	-	.4	-	-
Closer Club Contacts	6.7	4.2	7.5	5.9	9.9	6.5	4.9	8.7	6.0	6.2
Committees	.2	-	.6	-	.3	.3	.2	-	-	.8
Conventions	2.2	-	3.5	3.6	1.7	1.2	3.1	1.8	2.2	2.9
District Functioning	.2	-	-	.5	.7	-	.5	-	.2	-
Extension	1.2	4.2	.6	2.3	2.1	.6	1.4	.4	.4	.4
Financial	2.9	-	1.1	8.6	2.3	3.0	2.2	4.4	1.9	.8
International Re- lations	1.6	-	-	.9	1.3	1.5	1.2	4.4	.9	3.3
International Year	.2	-	-	.5	-	-	-	.7	.2	.8
Kiwanis Iducation	1.6	-	1.1	1.8	.3	2.1	1.2	1.8	1.7	1.6
Kiwanis Magazine	1.5	4.1	1.1	.5	1.0	1.2	1.9	2.9	1.5	1.6
Leadership Training	.6	-	.6	.9	.3	1.2	.5	.4	.9	.4
Literature	2.3	4.2	1.7	2.7	3.0	3.3	2.4	2.5	1.9	.4
Membership Increase	.2	-	-	-	-	.3	.2	.4	.3	.8
More Democracy	.5	-	-	.5	-	-	-	.7	1.7	-
Objectives and Ac- tivities	1.2	-	-	1.8	1.0	.9	.5	2.2	1.2	1.6
Organization	3.6	-	2.9	2.3	3.6	2.4	2.2	4.7	5.1	4.5
Personal Grievance	1.0	-	.6	-	.3	1.8	1.4	1.1	1.4	1.2
Procedure	2.2	4.2	2.3	2.3	2.1	1.2	1.4	4.0	2.3	2.0
Publicity	.5	-	-	-	.7	-	-	1.1	.9	-
Public Affairs	.4	4.2	.6	-	.3	.6	.2	-	.6	-
Support of Churches in Their Spiritual Aims	.4	-	-	.9	1.0	.3	.5	-	.2	-
Unfamiliar with Inter- national	5.4	4.1	5.8	3.6	4.0	3.0	5.2	4.7	7.1	11.2
Unqualified to Answer	.8	4.1	-	.9	.7	-	-	.7	.4	-
Other	1.8	4.1	2.9	.9	1.0	.9	3.1	-	1.1	5.0
None	58.9	58.4	66.5	56.8	59.7	65.6	63.9	51.3	57.9	51.3

Total 100.0% 100.0%100.0%100.0%100.0%100.0%100.0%100.0%100.0%100.0%

25. Greatest Personal Satisfaction

The following chart indicates the numbers and percentages of members in each Population Class who answered or did not answer the question.

Population Class	Number Answering	%Number Answering	Number Not Answering	% Number Not Answering
A	37	64.9%	20	35.1%
B	281	75.3	92	24.7
C	342	61.2	217	38.8
D	495	67.8	236	32.2
E	562	66.6	282	33.4
F	714	64.4	394	35.6
G	413	65.1	221	34.9
H	1,056	67.3	513	32.7
I	365	72.6	138	27.4
Total	4,265	66.9%	2,113	33.1%

The following chart indicates the percentages of answering members in each Population Class grouped according to the general phases of Kiwanis activities which give them the greatest personal satisfaction.

Activities Giving Satisfaction	Kiwanis Int'l.	Class A	Class B	Class C	Class D	Class E	Class F	Class G	Class H	Class I
Agriculture	1.2%	-	2.1%	2.6%	1.0%	1.6%	1.0%	.5%	1.0%	.3%
Boys and Girls Work	12.4	10.8	11.0	14.0	16.2	11.6	14.0	14.5	10.8	9.3
Charity	.3	2.7	-	.9	.2	-	.1	.5	.4	.3
Committee Activity	2.9	2.7	5.3	2.6	2.0	1.6	2.5	3.9	3.0	3.6
Fellowship	18.3	13.5	17.4	18.7	16.2	17.8	17.9	17.0	20.6	18.0
Inter-Club Relations	1.9	5.4	3.2	2.3	2.6	2.0	1.5	.5	1.8	2.5
Music	1.7	-	2.8	2.3	2.0	2.1	1.8	1.9	.8	1.4
Personal Education	1.4	-	1.4	.9	1.6	2.1	.8	1.5	2.0	.3
Public Affairs	4.6	5.4	8.9	6.1	3.4	5.0	5.3	3.6	3.4	1.4
Publicity	.2	-	.4	-	.4	.4	.1	-	.1	.3
Safety	.5	-	-	-	.2	-	-	-	1.8	-
Service to Others	4.8	8.2	2.5	2.6	3.8	3.9	5.5	4.1	6.3	5.8
Social	1.3	-	1.1	.3	2.6	1.4	1.1	1.5	.9	1.4
Sports	1.2	-	-	.3	.4	-	1.1	.5	2.7	2.7
Under-Privileged										
Child Work	22.5	13.5	18.9	20.9	22.1	25.3	25.2	24.1	20.5	24.6
Vocational Guidance	2.1	-	1.1	1.5	3.0	2.1	2.8	2.2	1.5	1.6
Weekly Luncheon										
Meetings	11.8	13.5	13.9	13.5	12.0	10.5	11.6	7.5	13.0	13.4
All	7.0	10.8	6.1	7.6	6.1	8.2	4.4	10.1	6.5	9.6
None	1.1	-	-	.9	.2	1.4	1.3	2.2	1.3	1.9
Other	2.8	13.5	3.9	2.0	4.0	3.0	2.0	3.9	1.6	1.6
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Except for clubs located in the larger cities inter-club relations appears to give more satisfaction to members as the size of the community decreases. A similar trend is evident for music at club meetings. With certain exceptions, "Service to Others" appears to give greater satisfaction as the size of the community increases.

Generally it can be stated that the size of the community in which a club is located has little bearing upon the types of activities giving greatest personal satisfaction to members.

26. Descent

The following chart indicates the numbers and percentages of members answering and not answering the question distributed according to Population Class.

Population Class	Number Answering	% Number Answering	Number Not Answering	% Number Not Answering
A	57	100.0%	-	- %
B	366	98.1	7	1.9
C	520	93.0	39	7.0
D	702	96.0	29	4.0
E	831	98.5	13	1.5
F	1,092	98.5	16	1.5
G	616	97.2	18	2.8
H	1,544	98.4	25	1.6
I	467	92.8	36	7.2
Total	6,195	97.1%	183	2.9%

Following is a chart illustrating the nativity and parentage of answering members in each Population Class.

Nativity and Parentage Groups	Kiwanis Int'l.	Class A	Class B	Class C	Class D	Class E	Class F	Class G	Class H	Class I
Native Born -										
Native Born Parents	78.4%	86.0%	81.1%	78.0%	81.8%	79.6%	77.6%	80.7%	77.8%	69.6
Native Born -										
Mixed Parents	7.7	3.5	7.9	10.2	6.8	6.4	7.5	5.5	8.2	9.6
Native Born - For-										
eign Born Parents	8.9	3.5	7.4	8.3	6.4	10.1	10.1	7.1	9.0	12.0
Foreign Born	5.0	7.0	3.6	3.5	5.0	3.9	4.8	6.7	5.0	8.8
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Regardless of the size of a community the membership of clubs is preponderately native born with emphasis upon those native born of native born parents. It is interesting to note, however, that a general increase in the percentages of those who are native born of native born parents appears as the community becomes smaller.

The chart indicates that those who are foreign born as well as those who are native born of foreign born parents are more acceptable as members of large city clubs than of clubs located in smaller communities. This is probably due partly to the known fact that as the population of a community increases the proportions of those who are foreign born and of those who are native born descendants of foreign born parents generally increase. Thus, greater percentages of potential members who are foreign born or native born of foreign born parents exist in larger communities than in smaller ones.

27. District Convention Attendance

The following chart indicates the numbers and percentages of members in each Population Class who answered or did not answer the question.

<u>Population Class</u>	<u>Number Answering</u>	<u>% Number Answering</u>	<u>Number Not Answering</u>	<u>% Number Not Answering</u>
A	55	96.5%	2	3.5%
B	367	98.4	6	1.6
C	500	89.4	59	10.6
D	682	93.3	49	6.7
E	827	98.0	17	2.0
F	1,051	94.9	57	5.1
G	600	94.6	34	5.4
H	1,480	94.3	89	5.7
I	485	96.4	18	3.6
Total	6,047	94.8%	331	5.2%

The chart at the top of page 112 indicates the percentages of members who have attended various numbers of district conventions.

District Conventions Attended	Kiwanis Int'l.	Class A	Class B	Class C	Class D	Class E	Class F	Class G	Class H	Class I
1	18.7%	16.4%	20.4%	22.2%	17.9%	18.6%	20.3%	16.2%	19.0%	15.3%
2	13.7	12.8	13.9	14.0	15.3	13.4	14.7	16.0	11.3	11.0
3	7.9	10.9	7.1	7.4	9.7	7.5	7.1	9.5	7.8	7.8
4	5.0	1.8	5.4	4.2	4.1	5.3	4.9	4.7	5.3	7.0
5	3.2	1.8	3.3	2.2	4.0	3.6	2.9	2.7	3.4	3.5
6	2.5	1.8	1.1	1.2	2.6	2.5	2.6	2.3	2.4	4.1
7	.7	-	.3	.4	.6	.7	.7	.8	.9	1.0
8	1.3	-	1.1	.2	1.5	1.6	1.5	1.3	.9	2.1
9	.4	-	.5	.2	.3	.6	.1	.3	.6	.2
10	1.4	-	.8	.4	1.3	1.9	1.4	1.8	1.8	1.0
11	.4	1.8	.3	.4	.1	.1	-	-	.9	.6
12	.6	-	.5	.4	.1	.5	1.0	1.0	.7	.4
13	.1	-	.3	-	.3	-	.1	-	.1	.4
14	.3	-	.3	-	.1	.4	.1	.5	.5	.4
15	.3	-	-	-	.3	-	.4	.5	.6	.4
16 or more	.5	-	.6	-	.4	.1	.8	.4	.7	.6
Indefinite	1.7	-	1.1	1.0	1.5	1.9	.7	2.0	2.2	2.7
0 or None	41.3	52.7	43.0	45.8	39.9	41.3	40.7	40.0	40.9	41.5

Total 100.0% 100.0%100.0%100.0%100.0%100.0%100.0%100.0%100.0%100.0%

The size of the community has very little bearing upon the numbers of conventions attended except that since generally clubs in larger communities were completed earlier than those in smaller communities, their members have had a greater opportunity to attend more district conventions.

The following chart indicates average numbers of district conventions attended by answering members in the various Population Classes.

	Kiwanis Int'l.	Class A	Class B	Class C	Class D	Class E	Class F	Class G	Class H	Class I
Average District Conventions Attended	1.9	1.2	1.7	1.3	1.8	1.8	1.9	2.0	2.1	2.1

As a general trend the chart indicates that the larger the community the more district conventions have been attended by members. This bears out the thought previously expressed that members of large communities have had a greater opportunity to attend district conventions since many of them have been in Kiwanis longer.

The following chart indicates the reactions of members who have attended district conventions and who commented upon them, distributed according to Population Class.

Reaction to District Conventions	Kiwanis Int'l.	Class A	Class B	Class C	Class D	Class E	Class F	Class G	Class H	Class I
Favorable	91.4%	92.9%	94.7%	93.1%	92.5%	93.9%	91.4%	87.9%	89.4%	92.8%
Unfavorable	8.6	7.1	5.3	6.9	7.5	6.1	8.6	12.1	10.6	7.2

Total 100.0% 100.0%100.0%100.0%100.0%100.0%100.0%100.0%100.0%100.0%

The chart indicates that the impression gained by members who have attended district conventions is generally favorable and that the size of the community has little bearing upon the kind of impression gained. It is interesting to note, however, that Population Classes G and H are the only ones below the favorable percentages for Kiwanis International.

The following chart indicates the reasons for non-attendance at district conventions given by members of clubs in the various Population Classes.

Reason for Non-Attendance	Kiwanis Int'l.	Class A	Class B	Class C	Class D	Class E	Class F	Class G	Class H	Class I
Business Inter- ference	58.8%	50.0%	57.3%	57.3%	65.4%	56.2%	57.9%	53.8%	60.6%	63.1%
Distance	1.3	-	2.9	2.8	1.2	2.3	.4	.7	1.4	.7
Expense	4.3	-	8.7	3.4	4.2	5.4	2.4	4.8	3.6	3.9
Illness	.9	-	-	.7	.6	1.4	-	.7	1.1	2.0
Indifference	4.9	-	3.9	6.2	.6	6.8	5.6	4.1	7.8	2.0
New Member	20.8	50.0	19.4	19.3	16.1	19.3	23.8	26.2	17.2	23.7
No Opportunity	8.1	-	7.8	10.3	11.9	8.1	8.3	8.3	7.2	2.6
Personal Grievance	.9	-	-	-	-	.5	1.6	1.4	1.1	2.0
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

With certain variations it appears that distance is a greater cause of non-attendance on the part of members in small communities than for those in large communities. The reason for this is probably that district conventions are generally held in large communities since smaller ones are unable to accommodate them.

A lack of opportunity to attend a district convention (which generally represents a misunderstanding on the part of a member that only elected club delegates are supposed to attend district conventions) increases in importance as the size of the community decreases.

28. International Convention Attendance

The following chart indicates the numbers and percentages of members in each Population Class answering or not answering the question.

Population Class	Number Answering	% Number Answering	Number Not Answering	% Number Not Answering
A	49	86.0%	8	14.0%
B	353	94.6	20	5.4
C	489	87.5	70	12.5
D	669	91.5	62	8.5
E	802	95.0	42	5.0
F	1,012	91.3	96	8.7
G	576	90.9	58	9.1
H	1,449	92.4	120	7.6
I	477	94.8	26	5.2
Total	5,876	92.1%	502	7.9%

The following chart indicates the percentages of members who have attended various numbers of International conventions.

International Con- ventions Attended	Kiwanis Int'l.	Class A	Class B	Class C	Class D	Class E	Class F	Class G	Class H	Class I
1	15.7%	6.1%	11.6%	12.1%	14.8%	15.8%	18.2%	14.0%	18.5%	14.0%
2	5.2	4.1	3.4	2.9	5.8	6.2	3.6	4.0	5.9	7.8
3	2.5	2.0	.6	.6	1.3	2.5	2.6	2.8	2.7	5.7
4	.9	2.0	1.1	-	.2	1.2	.7	1.2	1.6	1.0
5	.8	-	-	.4	.4	.5	.5	.7	1.0	1.6
6	.6	-	.3	.2	.3	.1	.7	-	.8	1.7
7	.1	-	-	-	-	-	.3	.2	.2	.4
8	.2	-	-	.2	.2	-	.1	.2	.4	-
9	.1	-	-	.2	-	-	-	.2	.1	.4
10 or More	.4	-	-	-	-	.2	.5	.7	.8	-
Indefinite	.2	2.0	-	.2	-	.2	-	.2	-	1.6
0 or None	73.3	83.8	83.0	83.2	77.0	73.3	72.8	75.8	68.0	65.8
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

The percentages of those who have never attended an International convention generally decrease as the size of the community increases. The converse of this is, of course, true, that as the size of the community increases the percentages of members who have attended International conventions increase.

The following chart indicates the average numbers of International conventions attended by answering members in the various Population Classes.

	Kiwanis Int'l.	Class A	Class B	Class C	Class D	Class E	Class F	Class G	Class H	Class I
Average Interna- tional Conventions Attended	.5	.4	.3	.3	.4	.5	.6	.5	.7	.8

With certain exceptions the chart bears out the thought already expressed that the larger the size of the community the larger the percentage of members who have attended International conventions.

The following chart indicates the reactions of members in each Population Class who have attended International conventions and who have commented upon them.

Reactions to Int'l. Conventions	Kiwanis Int'l.	Class A	Class B	Class C	Class D	Class E	Class F	Class G	Class H	Class I
Favorable	89.7%	100.0%	95.4%	93.9%	95.6%	87.8%	90.4%	84.6%	89.6%	88.9%
Unfavorable	10.3	-	4.6	6.1	6.4	12.2	9.6	15.4	10.4	11.1
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Generally it appears that members of smaller communities have received more favorable impressions of International conventions than have members of clubs in larger communities.

The following chart indicates the reasons given by members for non-attendance at International conventions distributed according to Population Class.

Reason for Non-Attendance	Kiwanis Int'l.	Class A	Class B	Class C	Class D	Class E	Class F	Class G	Class H	Class I
Business Inter- ference	48.7%	34.7%	42.3%	34.2%	47.0%	49.2%	48.1%	47.8%	54.2%	64.5%
Distance	9.0	13.1	9.6	11.4	11.4	9.0	8.8	11.1	7.1	2.5
Expense	17.5	8.7	26.5	28.4	17.8	17.4	15.2	17.4	13.0	13.2
Illness	.4	-	-	.5	.6	.3	.5	.8	.5	.6
Indifference	3.2	-	2.4	2.7	1.6	3.8	4.5	2.0	4.6	3.0
New Member	13.0	26.1	12.0	13.7	10.5	12.8	15.4	14.6	12.1	11.2
No Opportunity	7.2	17.4	6.0	9.1	10.5	6.4	6.4	5.5	7.4	2.5
Personal Grievance	1.0	-	1.2	-	.6	1.1	1.1	.8	1.1	2.5
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Generally, business interference increases in importance as a cause of non-attendance as the size of the community increases. Also there is evidence that expense is a greater cause for non-attendance at International conventions among clubs in small communities than among clubs in larger ones.

The importance of the other reasons for non-attendance appear to vary only slightly with changes in community size.

SUMMARY

ANALYSIS OF CLUBS ACCORDING TO POPULATION OF THE COMMUNITY

Within the limits discussed in the preceding analysis and based factually upon the findings of the survey, the following general interpretations are briefly presented:

1. Age of Members

a. The average age of club members generally increases in direct proportion to the size of the community. One reason for this is that most clubs in large communities were organized some years ago and many of their original members have retained membership since that time while clubs in small communities have been organized more recently and their members have not yet grown old in Kiwanis.

b. Young men under 30 years of age living in communities between 1,000 and 10,000 population are more able to meet Kiwanis membership requirements than similar young men in communities of other sizes.

c. In large cities young men below the age of 30 are largely unable to meet Kiwanis membership requirements. Since fewer business opportunities generally exist in small communities, many young men migrate to larger communities where, because of greater competition, they do not attain as high a standard of living or executive positions as rapidly as those who find satisfactory employment in small communities. Consequently, those who migrate are not able to attain Kiwanis membership at as early an age as those who remain in small communities.

d. Since members of large city clubs are older on the average than members in smaller communities, the privileged class of membership should prove more advantageous as the size of the community increases.

2. Years of Membership

a. The proportions of members who have been in Kiwanis for 25 years steadily increase as the size of the community increases.

b. Generally the annual rate of loss for the first five years of membership decreases as the size of the community increases.

c. The membership of clubs in large communities is more stable in times of comparative normalcy than that of clubs in small communities. The reasons for this are probably population shifts which affect small communities more than large ones and which often react in favor of large communities; greater frequency of business personnel changes in small communities, particularly in chain stores; and a probable more stringent enforcement of attendance rules by clubs in small communities than in larger ones.

d. Generally the proportions of Kiwanians who have been members for 10 years become smaller as the size of the community increases.

e. Clubs in small communities are better able to weather depression periods than are clubs in large communities.

f. Generally clubs in large cities are better able to secure new members in times of normalcy and rising prosperity than clubs in small communities.

g. Communities between 10,000 and 20,000 in size appear to be the nearest to ideal insofar as membership stabilization and low membership turnover are concerned.

3. Classification

a. Generally the larger the community the larger are the percentages of club members engaged in trade, in manufacturing and in domestic and personal service occupations.

b. Except for communities of less than 1,000 population, the smaller the community the larger is the percentage of members engaged in agriculture, fishing and forestry.

4. Reason for Joining

a. As community size increases the acquisition of friends becomes increasingly important as a reason for Kiwanis affiliation.

b. The rendering of service to the community as a reason for joining increases in importance as community size decreases.

c. The smaller the community the less important becomes the making of profitable business or professional contacts as a reason for joining.

d. In securing new members clubs in very large cities should emphasize the acquisition of new friends and the rendering of service to the community as major reasons for affiliation.

e. Community service should be emphasized as a reason for joining and only minor emphasis should be given to acquisition of friends by clubs in smaller communities.

5. Offices Held

a. The size of the community has little bearing upon the percentages of members who have held or hold club offices and chairmanships of all kinds.

b. The opportunity of a member to become president of his club increases as community size decreases.

c. Members of clubs in larger communities more frequently serve as club committee chairmen than Kiwanians located in smaller communities.

d. Members of clubs in communities of less than 1,000 population hold or have held a larger proportion of district offices and chairmanships than club members located in communities of other sizes.

e. Generally a member of a club in a small community has a greater opportunity to become lieutenant governor than has a member of a club in a larger community.

f. The general tendency is for International leadership to be selected from clubs with greater frequency as the population of the community increases.

6. Hours Per Month Given to Kiwanis

a. The larger the community the more time members give to Kiwanis activities and meetings.

b. An exception to this trend exists in communities of less than 1,000 population. The reason for this is probably that in such communities Kiwanis clubs are the major source of community activity and consequently members devote more time to them.

c. As the size of the community becomes larger, opportunities to serve through organized efforts other than Kiwanis increase in number. However, as the number of organizations increases, although Kiwanians have the opportunity of dividing their interests among more of them, they tend to concentrate their time and interests upon fewer of them.

7. Club Kiwanis Education Program

a. The size of the community has very little bearing upon the satisfaction derived by members from the Kiwanis education programs of their clubs.

b. Members of clubs located in cities of over 500,000 population express greater satisfaction with the adequacy of their club Kiwanis education programs than members located in smaller communities.

8. Reception Into Membership

The size of the community has little bearing upon the quality of the induction procedures of clubs and the satisfaction derived from them by members.

9. Personal Attendance Percentages

a. As community size increases the proportions of members having less than the required 60% attendance average increase.

b. Members of clubs in large communities attend meetings with less regularity than members of clubs located in smaller communities.

c. Generally as community size increases, club attendance averages decrease.

10. Other Clubs Visited

a. Except for clubs located in the largest cities the proportions of members who do not visit other clubs generally increase as community population increases.

b. Members of clubs located in small communities visit other clubs more frequently for the following reasons:

1. An inter-club visit is a more important event in small communities than in larger ones.
2. Because of lack of accommodations fewer large inter-club meetings are held in small communities. Consequently the members of such clubs must travel more to attend them.
3. Since club meeting programs are generally less adequate in smaller communities, the members of such clubs are attracted to the better programs of clubs in larger communities.

11. Kiwanis Demand on Time

Generally the proportions of members believing that Kiwanis makes too great a demand upon their time increase directly with the size of the community.

12. Service on Committees

a. The size of the community has little influence upon the attitude of Kiwanians toward committee responsibility.

b. As community population increases toward 10,000, smaller proportions of members look upon committee work as something from which they would prefer to be excused. As community population increases upward from 10,000 larger proportions of members would prefer to be excused from committee work.

c. Regardless of the size of the community, clubs need not feel reluctant about assigning committee responsibility to their members.

13. Activities Participated in This Year

a. Generally the size of the community has little bearing upon the types of activities participated in by Kiwanians.

b. Clubs in communities of less than 1,000 population are not interested in agricultural activities, probably because they are too commonplace with them.

14. Attendance at and Reactions to the Leadership Training Program

a. Generally the proportions of members who have attended leadership training schools decrease as community population increases.

b. Evidence exists that a breakdown occurs in club leadership training procedure.

c. The size of the community appears to have little bearing upon the impressions gained by Kiwanians concerning the value of leadership training schools attended.

15. Greatest Program Interest

a. As a program interest boys and girls work increases in importance as community size becomes smaller.

b. Club meetings generally become more important as a program interest as community population increases.

c. Service to the community as a program interest assumes greater importance inversely to the size of the community.

d. Kiwanis education, except in the largest cities, increases in importance as a program interest as community size becomes smaller.

e. Except for clubs in communities of less than 1,000 population, work with under-privileged children appears to be of equally important interest regardless of community size.

16. Least Program Interest

a. Money raising activities assume greater importance as a least program interest as community size increases.

b. Generally social functions hold more interest for members of clubs in small communities than they do for members in large communities.

c. Vocational guidance is of less interest to members in small communities than to members in large communities.

d. Generally the size of a community appears to have only slight bearing upon the least program interests of members.

17. Primary Value of Club Meetings

- a. Generally entertainment, as a value derived from club meetings, increases in importance as the size of the community increases.
- b. The size of a community has little bearing upon other club meeting values.

18. More Time for Fellowship

As community populations increase Kiwanians are generally less willing to give additional time to the organization for fellowship purposes. This reaction is probably due to the increasingly greater demands upon the time of members in larger communities because of outside interests and the greater free time of members in smaller communities because of lack of outside interests.

19. More Time for Service

Willingness to devote more time to Kiwanis for service purposes generally increases as community size decreases.

20. Other Community Service Appeal

- a. As an outside service appeal agriculture shows a tendency to increase in importance as communities become smaller in size with the exception of communities of less than 1,000 population.
- b. Charitable work gives evidence of increasing in importance as community size increases except in large cities where such services are generally performed by agencies other than Kiwanis.
- c. Commercial services generally assume greater importance in small communities than in large ones, and a similar trend is exhibited for fraternal services.
- d. Recreational services outside of Kiwanis increase in importance as communities become smaller, and evidence of a similar trend exists among religious activities.
- e. The proportions of members who are interested in no activities outside of Kiwanis generally increase as community population increases.

21. Activities Requiring Increased Emphasis

- a. Boys and girls work and inter-club relations require greater emphasis as community size decreases.
- b. Kiwanis education generally requires more emphasis in small communities than in large ones.
- c. Public affairs should receive increased emphasis as community size becomes larger.
- d. Vocational guidance needs increased emphasis as community population becomes less.
- e. The proportions of members who believe that no Kiwanis activity requires additional emphasis generally increase directly with the size of the community.

22. Greatest Need of Club

a. Better meals and meeting places, committee activity, Kiwanis education and financial strength generally give evidence of being greater needs of clubs in small communities than in larger ones.

b. Fellowship, leadership and public affairs are generally more important needs of clubs in large communities than in small ones.

c. The proportions of members who believe that their clubs have no particular needs give evidence of increasing in direct proportion to the size of the community.

23. Weaknesses of Clubs

a. Except for clubs located in the largest cities, over-emphasis of attendance appears to become increasingly important as a club weakness as community size declines, and a similar trend is evident for committee inactivity.

b. Clubs located in small communities seem to have weaker Kiwanis education programs than clubs located in large communities.

24. Improvement of International Organization

a. Clubs located in small communities are more frequently concerned with suggestions regarding extension than clubs located in larger communities.

b. As community population increases above 3,000, the frequency of suggestions concerning the finances of the International organization decreases.

c. Members of clubs located in large cities appear to know less about the International organization than members of clubs in smaller communities.

25. Greatest Personal Satisfaction

a. Generally the size of the community in which a club is located has little bearing upon the types of activities giving the greatest personal satisfaction to members.

b. Except for clubs located in the largest cities, inter-club relations provide more satisfaction for members as community size decreases, and a similar trend is evident for music at club meetings.

26. Descent

a. Regardless of the size of the community the membership of clubs is preponderately native born with emphasis upon those native born of native born parents.

b. A general increase in the proportions of members who are native born of native born parents occurs as communities become smaller in size.

c. Those who are foreign born or native born of foreign born parents are more acceptable as members of large city clubs than of clubs located in smaller communities.

d. The greater acceptability of men who are foreign born or native born of foreign born parents is probably due to the known fact that generally the larger the community the larger are the proportions of such men in the community population.

27. District Convention Attendance

a. Members of clubs located in larger communities have generally attended more district conventions than have members in small communities. One reason for this is that members of large community clubs have generally been in Kiwanis longer and consequently have had an opportunity to attend more district conventions than members located in smaller communities.

b. The impressions gained by members who have attended district conventions is generally favorable and the size of the community has little bearing upon the kind of impression gained.

c. Distance is a greater cause of non-attendance at district conventions among members in small communities than among those in large communities. The probable reason for this is that district conventions are usually held in large communities since smaller ones are not able to accommodate them.

d. Misunderstanding that only elected club delegates should attend district conventions is generally a more important reason for non-attendance in small communities than in large ones.

28. International Convention Attendance

a. Members of clubs located in small communities have attended fewer International conventions on the average than members of clubs located in larger communities.

b. Members of clubs in smaller communities have received more favorable impressions of International conventions than have members of clubs located in larger communities.

c. As community size increases, business interference increases in importance as a cause of non-attendance at International conventions.

d. Expense is a greater cause of non-attendance among clubs in small communities than among clubs located in larger ones.

ANALYSIS OF CLUBS ACCORDING TO SIZE

Another variable that should affect the reactions and attitudes of Kiwanians is the size of their clubs. For example, Kiwanians belonging to clubs of over 100 members should react differently than Kiwanians in clubs of less than 25 members. For this analysis 4 Membership Classes have been devised which are explained by the charts on pages 124 and 125.

The chart on page 124 indicates the distribution of the active clubs in Kiwanis International to the various Membership Classes and compares them with the clubs included in the survey. Thus, in Membership Class A which includes clubs of less than 25 members, there were 199 clubs in Kiwanis International on March 31, 1940, of which 10 were included in the survey. The percentages and the differentials expressed in the chart indicate that 19 more clubs with less than 25 members should have been included in the survey if the survey were to be perfectly representative, etc.

The chart on page 125 presents the response from clubs in the various Membership Classes. For example, 127 clubs in Membership Class C were included in the survey. This number represents 21.0% of such clubs in Kiwanis International on March 31, 1940. The response from the 127 clubs amounted to 2,580 questionnaires or 31.4%.

1. Age of Members

The following chart compares the numbers and percentages of members answering and not answering the question from the clubs in the 4 Membership Classes.

<u>Membership Class</u>	<u>Number Answering</u>	<u>% Number Answering</u>	<u>Number Not Answering</u>	<u>% Number Not Answering</u>
A	31	93.9%	2	6.1%
B	1,146	92.1	98	7.9
C	2,432	90.7	248	9.3
D	<u>2,218</u>	<u>91.6</u>	<u>203</u>	<u>8.4</u>
Total	5,827	91.4%	551	8.6%

The following chart indicates the percentages of answering members in the various Membership Classes distributed according to five-year age groups.

<u>Age Groups</u>	<u>Kiwanis International</u>	<u>Class A</u>	<u>Class B</u>	<u>Class C</u>	<u>Class D</u>
20 to 24 years	.7%	- %	1.0%	.9%	.4%
25 to 29 years	4.7	9.7	7.2	5.6	2.3
30 to 34 years	11.6	12.9	16.2	12.2	8.6
35 to 39 years	14.5	19.3	16.0	15.7	12.2
40 to 44 years	15.9	6.5	15.0	16.7	15.6
45 to 49 years	16.6	16.1	14.0	16.1	18.5
50 to 54 years	13.4	9.7	11.9	12.5	15.6
55 to 59 years	10.1	6.5	7.8	9.2	12.5
60 to 64 years	6.2	12.9	4.9	5.5	7.4
65 to 69 years	3.8	3.2	3.7	3.4	4.1
70 years and over	<u>2.5</u>	<u>3.2</u>	<u>2.3</u>	<u>2.2</u>	<u>2.8</u>
Total	100.0%	100.0%	100.0%	100.0%	100.0%

DISTRIBUTION OF ACTIVE CLUBS ACCORDING TO MEMBERSHIP

March 31, 1940

Membership Class	Membership	Clubs in Kiwanis International in Survey	Clubs Included in Survey	% of Clubs in Kiwanis Int'l Survey	% of Clubs Included in Survey	% Differential in No. of Clubs	% Differential Expressed in
A	Less than 25	199	10	9.7%	3.3%	- 6.4%	-19
B	25 through 49	1,099	109	53.5	36.0	-17.5	-53
C	50 through 99	604	127	29.4	41.9	12.5	38
D	100 and over	153	57	7.4	18.8	11.4	34
	Total	2,055	303	100.0%	100.0%	00.0%	00

The membership ranges include only active, reserve and privileged members. Honorary and Canadian war service members were not included.

Official membership figures as of March 31, 1940, were used to distribute clubs to the various membership classes. In some instances where monthly reports for March had not been received, the latest available membership figures were used as a basis of distribution.

RESPONSE FROM ACTIVE CLUBS IN VARIOUS MEMBERSHIP CLASSES

March 31, 1940

Membership Class	Membership	Kiwanis International Clubs in Membership Class	Clubs included in Survey	% Clubs in Membership Class Included in Survey	Questionnaires Sent	Questionnaires Returned	% Returned
A	Less than 25	199	10	5.0%	206	33	16.0%
B	25 through 49	1,099	109	9.9	4,074	1,244	30.5
C	50 through 99	604	127	21.0	8,547	2,680	31.4
D	100 and over	153	57	37.3	8,477	2,421	28.6
Total		2,055	303	14.7%	21,304	6,378	29.9%

Preponderate age groups fluctuate between 30 to 34 years in Class B and 45 to 49 years in Class D. This indicates that generally the larger the club the older the members of the club.

Clubs with less than 25 members have no members under 25 years of age while in larger clubs the percentages of members under 25 years of age generally decrease as the size of the club increases.

Clubs with a membership of less than 25 have a larger percentage of members between 60 and 64 years of age than any of the others, but, except for Class A, the larger the club the larger is the percentage of members over 60 years of age.

The following chart presents a comparison of the average and median ages of the clubs in the various Membership Classes.

	<u>Kiwanis International</u>	<u>Class A</u>	<u>Class B</u>	<u>Class C</u>	<u>Class D</u>
Average Age	46	46	44	45	48
Median Age	46	45	42	44	47

Except for clubs with less than 25 members, the larger the club the higher the average and median ages of the members. This trend is logical as in many cases the oldest clubs are the largest clubs and, consequently, their members are older. The fact that clubs of less than 25 members do not follow the general trend is probably due to the completion of such clubs some years ago with charter memberships considerably larger than their current memberships. However, the memberships of such clubs, because of the depression and for other reasons, have declined until at present many of their members are charter members. Thus, clubs in Membership Class A were once larger clubs whose memberships have declined to a point where older original members are preponderant.

2. Years of Membership

The following chart indicates the numbers and percentages of Kiwanians answering and not answering the question from the clubs in the various Membership Classes.

<u>Membership Class</u>	<u>Number Answering</u>	<u>% Number Answering</u>	<u>Number Not Answering</u>	<u>% Number Not Answering</u>
A	28	84.8%	5	15.2%
B	1,119	90.0	125	10.0
C	2,484	92.7	196	7.3
D	<u>2,157</u>	<u>89.1</u>	<u>264</u>	<u>10.9</u>
Total	5,788	90.8%	590	9.2%

The chart at the top of page 127 presents the percentages of Kiwanians in each Membership Class who have been in the organization for various numbers of years.

Generally, the smaller the club the larger is the proportion of members who have been in Kiwanis for one year, indicating that small clubs are achieving larger percentages of membership gains at present than large clubs. On the other hand a simple computation from the chart indicates that the rate of membership

loss per year for the first 5 years of membership is considerably greater for small clubs than for large ones. The rate of loss for clubs of less than 25 members for the first 5 years of membership is 7 times that of clubs of over 100 members. Thus, it can be stated that the larger the club the more stable is its membership in times of normalcy and rising prosperity.

<u>Years of Membership</u>	<u>Kiwanis International</u>	<u>Class A</u>	<u>Class B</u>	<u>Class C</u>	<u>Class D</u>
1	12.1%	21.3%	15.6%	12.8%	9.1%
2	9.1	7.2	11.1	8.7	9.0
3	9.8	10.7	14.1	9.2	8.7
4	7.4	14.3	8.0	7.8	6.2
5	7.1	7.2	6.8	7.3	7.0
6	11.5	10.7	9.7	13.2	10.6
10	15.5	17.9	13.9	16.0	15.2
15	14.0	10.7	14.1	14.0	13.8
20	11.6	-	6.6	10.1	16.2
25	1.9	-	.1	.9	4.2
Total	100.0%	100.0%	100.0%	100.0%	100.0%

Clubs with less than 25 members possess a larger percentage of members who have been in Kiwanis for 10 years than clubs of any other size. This supports the thought already expressed that many clubs having less than 25 members were completed some years ago, but that during the depression more charter members and older members retained their affiliations than newer and younger members.

3. Classification

The following chart indicates the numbers and percentages of members answering and not answering the question in each Membership Class.

<u>Membership Class</u>	<u>Number Answering</u>	<u>% Number Answering</u>	<u>Number Not Answering</u>	<u>% Number Not Answering</u>
A	24	72.7%	9	27.3%
B	1,008	81.0	236	19.0
C	2,314	86.3	366	13.7
D	2,182	90.1	239	9.9
Total	5,528	86.7%	850	13.3%

The following chart indicates the percentages of members in the various Membership Classes distributed according to broad occupational divisions.

<u>Occupational Divisions</u>	<u>Kiwanis International</u>	<u>Class A</u>	<u>Class B</u>	<u>Class C</u>	<u>Class D</u>
Agriculture, Fishing & Forestry	1.5%	5.0%	3.5%	1.6%	.6%
Domestic & Personal Service	2.1	-	1.7	1.9	2.6
Extraction of Minerals	.1	-	-	.2	-
Manufacturing & Mech. Ind.	13.4	5.0	12.1	10.7	17.5
Professional Service	34.7	55.0	36.6	39.7	28.2
Public Service (n.e.c.)	2.7	-	2.8	2.8	2.3
Trade	41.0	25.0	37.4	39.2	44.4
Transportation & Communication	4.5	10.0	5.9	3.9	4.4
Total	100.0%	100.0%	100.0%	100.0%	100.0%

The smaller the club the larger is the proportion of members engaged in agriculture, fishing and forestry. On the other hand the larger the club the larger is the proportion of members engaged in domestic and personal service occupations, and, with one exception, the same trend is true of members engaged in manufacturing and mechanical industries.

Since such a few members of clubs with less than 25 members answered the question, trends concerning such clubs generally cannot be considered adequately representative. However, it is interesting to note that 55% of the membership of such clubs are engaged in professional service occupations.

The proportions of those engaged in trade steadily increase as club size increases while the percentages of those engaged in transportation and communication, with one exception, become less as the size of the club increases.

Needs exist in clubs with memberships of less than 25 to secure new members engaged in trade and other types of occupations than professional service. The preponderance of professional service men in small clubs is perhaps an indication of their great interest in Kiwanis since such members in many cases are undoubtedly charter members who stayed with their clubs regardless of the depression while others, perhaps more adversely affected by the depression, dropped out.

4. Reason for Joining

The following chart indicates the numbers and percentages of those answering and not answering the question in the various Membership Classes.

<u>Membership Class</u>	<u>Number Answering</u>	<u>% Number Answering</u>	<u>Number Not Answering</u>	<u>% Number Not Answering</u>
A	30	90.9%	3	9.1%
B	1,205	96.9	39	3.1
C	2,537	94.7	143	5.3
D	2,346	96.9	75	3.1
Total	6,118	95.9%	260	4.1%

The following chart indicates the percentages of members giving various reasons for joining Kiwanis, distributed according to Membership Class.

<u>Reason for Joining</u>	<u>Kiwanis International</u>	<u>Class A</u>	<u>Class B</u>	<u>Class C</u>	<u>Class D</u>
To acquire friends	31.9%	20.0%	24.1%	31.5%	37.7%
To develop personality	13.1	13.3	13.5	14.1	12.0
To render service	47.2	56.7	55.9	47.3	40.8
To make contacts	4.9	3.3	4.3	4.6	5.9
Other	2.9	6.7	2.2	2.5	3.6
Total	100.0%	100.0%	100.0%	100.0%	100.0%

The acquisition of friends becomes increasingly important as a reason for Kiwanis affiliation as the size of the club increases, and the same is true of profitable business and professional contacts. On the other hand the rendering of service to the community as a reason for joining steadily declines in importance as the size of the club increases.

Large clubs of over 100 members should emphasize the rendering of service to the community and the acquisition of friends as equally important reasons for Kiwanis affiliation, while in smaller clubs greater emphasis should be given to the rendering of service to the community and less to the acquisition of friends.

5. Offices Held

The following chart indicates the numbers and percentages of those answering and not answering the question in each Membership Class.

<u>Membership Class</u>	<u>Number Answering</u>	<u>% Number Answering</u>	<u>Number Not Answering</u>	<u>% Number Not Answering</u>
A	23	69.7%	10	30.3%
B	980	78.8	264	21.2
C	1,969	73.5	711	26.5
D	<u>1,607</u>	<u>66.4</u>	<u>814</u>	<u>33.6</u>
Total	4,579	71.8%	1,799	28.2%

The following chart indicates the percentages of answering members in the various Membership Classes who hold or have held club offices and chairmanships.

	<u>Kiwanis International</u>	<u>Class A</u>	<u>Class B</u>	<u>Class C</u>	<u>Class D</u>
Club Offices & Chairmanships	97.9%	100.0%	99.6%	97.1%	97.6%
President	32.4	56.5	42.8	32.5	23.3
Vice-President	28.0	21.7	32.0	28.4	24.8
Secretary	9.3	13.0	13.5	8.2	7.3
Treasurer	6.4	13.0	7.2	5.7	6.4
Secretary-Treasurer	2.2	8.7	4.0	2.3	.8
Director	64.6	65.2	68.5	65.5	59.7
Committee Chairman	81.4	56.5	80.0	81.3	83.1

The smaller the club the greater is the opportunity for a member to become president of his club, and with only two exceptions this same relationship is true of all elected club officerships except that of vice-president. To the contrary the opportunity for a member to render service to his club as committee chairman increases as the size of the club increases.

Following is a chart which indicates the percentages of members in the various Membership Classes who hold or have held district offices and chairmanships.

	<u>Kiwanis International</u>	<u>Class A</u>	<u>Class B</u>	<u>Class C</u>	<u>Class D</u>
District Offices and Chairmanships	16.4%	21.7%	16.2%	15.2%	17.5%
Governor	1.5	-	1.0	1.1	2.2
Lieutenant Governor	7.0	8.7	9.1	7.1	5.2
Secretary	.8	-	.3	.7	1.4
Treasurer	.3	-	.2	.3	.3
Secretary-Treasurer	.4	-	.1	.3	.6
Committee Chairman	10.8	13.0	8.7	9.3	13.1

Except for clubs with over 100 members, the chart presents evidence that the smaller the club the larger are the proportions of members who have been district officers or committee chairmen. An opposite tendency, however, appears for the offices of governor, secretary, treasurer, and secretary-treasurer.

Except for clubs with less than 25 members, the opportunity of a Kiwanian to become lieutenant governor appears to decrease as the size of the club increases. Evidence is presented that district committee chairmen have been selected in heavier proportions from clubs of less than 25 members than from clubs with between 25 and 100 members.

The following chart presents the percentages of members in the various Membership Classes who hold or have held International offices and chairmanships.

	<u>Kiwanis International</u>	<u>Class A</u>	<u>Class B</u>	<u>Class C</u>	<u>Class D</u>
International Offices and Chairmanships	1.0%	- %	.2%	.6%	2.1%
President	.1	-	-	.1	.2
Vice-President	.1	-	-	.1	.1
Treasurer	.4	-	-	-	.2
Trustee	.4	-	-	.2	.7
Committee Chairman	.9	-	.2	.5	1.8

The larger the club, the greater opportunity a member has of holding an International office or chairmanship. This trend appears for every officership and committee chairmanship indicated in the chart.

6. Hours Per Month Given to Kiwanis

The following chart indicates the numbers and percentages of those in each Membership Class answering and not answering the question.

<u>Membership Class</u>	<u>Number Answering</u>	<u>% Number Answering</u>	<u>Number Not Answering</u>	<u>% Number Not Answering</u>
A	26	78.8%	7	21.2%
B	1,181	94.9	63	5.1
C	2,508	93.6	172	6.4
D	<u>2,187</u>	<u>90.3</u>	<u>234</u>	<u>9.7</u>
Total	5,902	92.5%	476	7.5%

The following chart indicates the percentages of Kiwanians in each Membership Class reporting the devotion of various numbers of hours per month to Kiwanis meetings and activities.

<u>Hours Per Month</u>	<u>Kiwanis International</u>	<u>Class A</u>	<u>Class B</u>	<u>Class C</u>	<u>Class D</u>
1 through 4	11.0%	30.8%	11.2%	12.0%	9.8%
5 through 9	50.6	42.2	51.4	53.2	47.7
10 through 15	29.1	19.3	29.7	26.6	31.0
20 through 45	8.5	7.7	6.1	7.4	9.8
50 and over	<u>.8</u>	<u>-</u>	<u>1.6</u>	<u>.8</u>	<u>1.7</u>
Total	100.0%	100.0%	100.0%	100.0%	100.0%

Clubs with memberships of less than 25 have the largest percentage of members giving 1 through 4 hours per month to Kiwanis, perhaps indicating one reason why such clubs are small in membership. Devotion of more time to Kiwanis on the part of the members would probably produce results both in membership increase and in club activities.

Generally the chart indicates a trend that the larger the club the more time per month is devoted to Kiwanis.

The following chart indicates the average numbers of hours per month devoted to Kiwanis meetings and activities by members of clubs in the various Membership Classes.

Hours Per Month	Kiwanis International	Class A	Class B	Class C	Class D
1 through 4	3.2	3.0	3.2	3.3	3.2
5 through 9	6.2	7.2	6.7	6.6	6.7
10 through 15	11.1	11.0	11.2	11.0	11.2
20 through 45	25.8	20.0	26.3	25.2	26.3
50 and over	<u>39.0</u>	-	<u>76.9</u>	<u>64.0</u>	<u>69.7</u>
Average Hours Per Month	9.7	7.6	9.9	9.2	10.8

With the exception of clubs with between 50 and 100 members the chart indicates that the larger the club the more time per month on the average is devoted to Kiwanis by each member. Since part of this time is taken up by club meetings, one probable reason for the devotion of more hours per month by members of large clubs is that the weekly meetings of large clubs are longer in time than those of smaller clubs.

The average hours per month for the 10 through 15 group and above indicate the time spent by members on committee work and in club and district administration.

7. Club Kiwanis Education Program

The following chart indicates the numbers and percentages of those answering and not answering the question in each Membership Class.

Membership Class	Number Answering	% Number Answering	Number Not Answering	% Number Not Answering
A	26	78.8%	7	21.2%
B	1,208	97.1	36	2.9
C	2,568	95.8	112	4.2
D	<u>2,347</u>	<u>96.9</u>	<u>74</u>	<u>3.1</u>
Total	6,149	96.4%	229	3.6%

The following chart indicates the percentages of those in each Membership Class answering the question and expressing favorable or unfavorable opinions concerning the Kiwanis education programs of their clubs.

	Kiwanis International	Class A	Class B	Class C	Class D
Favorable	76.8%	73.1%	72.7%	77.2%	80.4%
Unfavorable	<u>23.2</u>	<u>26.9</u>	<u>27.3</u>	<u>22.8</u>	<u>19.6</u>
Total	100.0%	100.0%	100.0%	100.0%	100.0%

Regardless of the size of the club a majority of all members are satisfied with the adequacy of their club Kiwanis education programs. However, with the exception of clubs having between 25 and 50 members, the proportion of satisfied members increases as the size of the club increases.

8. Reception Into Membership

The following chart indicates the numbers and percentages of members in each Membership Class who answered or did not answer the question.

<u>Membership Class</u>	<u>Number Answering</u>	<u>% Number Answering</u>	<u>Number Not Answering</u>	<u>% Number Not Answering</u>
A	30	90.9%	3	9.1%
B	1,218	97.9	26	2.1
C	2,581	96.3	99	3.7
D	<u>2,357</u>	<u>97.4</u>	<u>64</u>	<u>2.6</u>
Total	6,186	97.0%	192	3.0%

The following chart indicates the percentages of those in each Membership Class who expressed satisfaction or dissatisfaction with their receptions into membership.

	<u>Kiwanis International</u>	<u>Class A</u>	<u>Class B</u>	<u>Class C</u>	<u>Class D</u>
Satisfied	94.4%	96.7%	94.3%	94.8%	94.2%
Dissatisfied	<u>5.6</u>	<u>3.3</u>	<u>5.7</u>	<u>5.2</u>	<u>5.8</u>
Total	100.0%	100.0%	100.0%	100.0%	100.0%

There is a great similarity between this chart and the one appearing in Question 7 concerning club Kiwanis education programs. Regardless of the size of the club an overwhelming majority of members are satisfied with their receptions into membership, although dissatisfaction appears to increase as the size of the club increases with the exception of clubs having between 25 and 50 members.

9. Personal Attendance Percentages

The following chart indicates the numbers and percentages of those answering and not answering the question in each Membership Class.

<u>Membership Class</u>	<u>Number Answering</u>	<u>% Number Answering</u>	<u>Number Not Answering</u>	<u>% Number Not Answering</u>
A	32	97.0%	1	3.0%
B	1,168	93.9	76	6.1
C	2,498	93.2	182	6.8
D	<u>2,246</u>	<u>92.8</u>	<u>175</u>	<u>7.2</u>
Total	5,944	93.2%	434	6.8%

The chart at the top of page 133 indicates the attendance percentages of answering members grouped in multiples of 20% and distributed according to Membership Class.

<u>% Attendance</u>	<u>Kiwanis International</u>	<u>Class A</u>	<u>Class B</u>	<u>Class C</u>	<u>Class D</u>
0 - 19	.5%	3.1%	.3%	.4%	.7%
20 - 39	.9	3.1	.3	.6	1.6
40 - 59	2.5	6.3	1.0	2.1	4.1
60 - 79	9.2	3.1	4.5	7.4	14.0
80 - 100	<u>86.9</u>	<u>84.4</u>	<u>93.9</u>	<u>89.5</u>	<u>79.6</u>
Total	100.0%	100.0%	100.0%	100.0%	100.0%

With the exception of clubs having less than 25 members the chart indicates a decline in the proportions of members with 60% attendance or above as the size of the club increases. Conversely, with the exception of clubs having less than 25 members, the percentages of members with less than the required 60% attendance steadily increase as the size of the club increases. The proportion of members having less than the required 60% attendance appears to be a greater problem in clubs of less than 25 members than in larger clubs. For example, the percentage of such members in Class A clubs is almost twice that of similar members in clubs with over 100 members.

The following chart compares the average attendance percentages of the clubs in each of the Membership Classes for the first three months of 1940.

	<u>Kiwanis International</u>	<u>Class A</u>	<u>Class B</u>	<u>Class C</u>	<u>Class D</u>
Average Attendance Percentages	79%	77%	82%	80%	73%

This chart bears out the thought already expressed that, with the exception of clubs having less than 25 members, the average attendance percentage declines as the size of the club increases. Lack of interest, represented by the exceptional low attendance of clubs in Class A, may be one reason why such clubs are small in membership.

10. Other Clubs Visited

The following chart indicates the numbers and percentages of Kiwanians in each Membership Class answering and not answering the question.

<u>Membership Class</u>	<u>Number Answering</u>	<u>% Number Answering</u>	<u>Number Not Answering</u>	<u>% Number Not Answering</u>
A	32	97.0%	1	3.0%
B	1,192	95.8	52	4.2
C	2,532	94.5	148	5.5
D	<u>2,289</u>	<u>94.5</u>	<u>132</u>	<u>5.5</u>
Total	6,045	94.8%	333	5.2%

The chart at the top of page 134 indicates the percentages of members in each Membership Class who have visited varying numbers of other clubs since the first of the year.

<u>Number of Other Clubs Visited</u>	<u>Kiwanis International</u>	<u>Class A</u>	<u>Class B</u>	<u>Class C</u>	<u>Class D</u>
0 or None	47.6%	40.5%	43.5%	46.4%	52.7%
1	20.1	18.8	19.6	21.6	18.5
2	14.3	18.8	15.9	13.8	13.2
3	7.5	6.3	8.2	8.1	5.9
4	3.8	6.3	3.7	3.4	4.2
5	2.0	3.1	2.6	2.2	1.8
6	1.3	-	1.1	1.5	1.1
7	.6	3.1	.7	.8	.3
8	.4	-	.8	.2	.5
9	.2	-	.4	.2	.1
10	.5	-	.8	.4	.3
11 - 15	1.0	-	1.5	.9	.9
16 - 20	.3	-	.3	.1	.4
21 and over	.4	3.1	.9	.4	.1
Total	100.0%	100.0%	100.0%	100.0%	100.0%

The percentages of members who have not visited other clubs since the first of the year steadily increases as the size of the club increases, indicating that the smaller the club the larger is the proportion of members who have visited other clubs.

The following chart indicates the average number of clubs visited by members in the various Membership Classes.

	<u>Kiwanis International</u>	<u>Class A</u>	<u>Class B</u>	<u>Class C</u>	<u>Class D</u>
Average Number of Clubs Visited	1.7	2.3	1.8	1.5	1.3

This comparison bears out the thought already expressed that the smaller the club the more visits are made to other clubs by the members.

11. Kiwanis Demand on Time

The following chart indicates the numbers and percentages of members in each Membership Class who answered and did not answer the question.

<u>Membership Class</u>	<u>Number Answering</u>	<u>% Number Answering</u>	<u>Number Not Answering</u>	<u>% Number Not Answering</u>
A	31	93.9%	2	6.1%
B	1,220	98.1	24	1.9
C	2,599	97.0	81	3.0
D	2,336	96.5	85	3.5
Total	6,186	97.0%	192	3.0%

The chart at the top of page 135 indicates the percentages of members in each Membership Class who expressed the opinion that Kiwanis does or does not make too great a demand upon their time.

<u>Demand on Time</u>	<u>Kiwanis International</u>	<u>Class A</u>	<u>Class B</u>	<u>Class C</u>	<u>Class D</u>
Too Great	3.5%	3.2%	3.7%	2.8%	4.4%
Not Too Great	<u>96.5</u>	<u>96.8</u>	<u>96.3</u>	<u>97.2</u>	<u>95.6</u>
Total	100.0%	100.0%	100.0%	100.0%	100.0%

Except for clubs in Membership Class C the percentages of members believing that Kiwanis makes too great a demand upon their time increases as the size of the club increases, and the converse of this is true with the exception of Class C.

12. Service on Committees

The following chart indicates the numbers and percentages of members answering and not answering the question distributed according to Membership Class.

<u>Membership Class</u>	<u>Number Answering</u>	<u>% Number Answering</u>	<u>Number Not Answering</u>	<u>% Number Not Answering</u>
A	32	97.0%	1	3.0%
B	1,224	98.4	20	1.6
C	2,586	96.5	94	3.5
D	<u>2,354</u>	<u>97.2</u>	<u>67</u>	<u>2.8</u>
Total	6,196	97.1%	182	2.9%

The following chart indicates the attitudes of members in the various Membership Classes toward committee work.

<u>Attitude Toward Committee Work</u>	<u>Kiwanis International</u>	<u>Class A</u>	<u>Class B</u>	<u>Class C</u>	<u>Class D</u>
As a duty	35.2%	21.9%	36.5%	36.1%	33.7%
As a privilege	61.1	78.1	59.8	60.4	62.0
Prefer to be excused	<u>3.7</u>	<u>-</u>	<u>3.7</u>	<u>3.5</u>	<u>4.3</u>
Total	100.0%	100.0%	100.0%	100.0%	100.0%

With the exception of clubs having less than 25 members the proportions of members who consider committee work as a duty steadily increase as clubs become smaller. Also, with the exception of clubs in Class A, the percentages of members who consider committee work as a privilege increases as the size of the club increases.

An interesting point is that no members of clubs in Membership Class A would prefer to be excused from committee work while clubs in Membership Class C appear to be an exception in that the proportion of members who would prefer to be excused from committee responsibility is smaller than the similar proportions for the Classes B and D.

Regardless of its size no club need have any hesitancy concerning the assignment of committee responsibility to members.

13. Activities Participated In This Year

The following chart indicates the numbers and percentages of those answering and not answering the question in each of the Membership Classes.

<u>Membership Class</u>	<u>Number Answering</u>	<u>% Number Answering</u>	<u>Number Not Answering</u>	<u>% Number Not Answering</u>
A	30	90.9%	3	9.1%
B	1,136	91.3	108	8.7
C	2,410	89.9	270	10.1
D	<u>2,129</u>	<u>87.9</u>	<u>292</u>	<u>12.1</u>
Total	5,705	90.5%	673	9.5%

The following chart indicates the percentages of members in each Membership Class who have engaged in particular types of activities this year.

<u>Type of Activity</u>	<u>Kiwanis International</u>	<u>Class A</u>	<u>Class B</u>	<u>Class C</u>	<u>Class D</u>
Agriculture	5.5%	6.7%	7.1%	5.7%	4.2%
Attendance	8.5	10.0	9.1	8.0	8.6
Boys and Girls Work	11.3	6.7	11.8	11.0	11.8
Business Standards	2.4	6.7	2.3	2.2	2.7
Classification and Membership	5.2	3.3	5.2	5.1	5.2
Finance	5.1	3.3	5.8	5.5	4.0
House-Reception	5.7	-	3.9	6.1	6.5
Inter-Club Relations	7.5	10.0	8.2	7.5	7.2
Kiwanis Education	4.5	6.7	4.8	4.2	4.4
Music	4.6	3.3	4.6	4.5	4.8
Program	9.6	13.3	10.1	10.0	8.8
Public Affairs	6.2	6.7	6.4	6.0	6.2
Publicity	3.5	10.0	4.1	3.6	3.2
Social Activity	1.9	-	.6	1.8	3.1
Under-Privileged					
Child Work	10.9	10.0	10.2	11.6	10.4
Vocational Guidance	5.2	3.3	4.7	5.3	5.1
Other	<u>2.4</u>	<u>-</u>	<u>1.1</u>	<u>1.9</u>	<u>3.8</u>
Total	100.0%	100.0%	100.0%	100.0%	100.0%

The chart shows that club size has a bearing upon membership participation in several types of activities.

Except for clubs in Membership Class A the proportions of members who have engaged in agriculture steadily decrease as the size of the club increases, and with exception of Class D clubs, a similar trend is evident for those having engaged in attendance.

An interesting point is that the proportion of members who have engaged in business standards this year is considerably greater in clubs having less than 25 members than in clubs of any other size. The reason for this is probably that in such small clubs full committees on business standards are appointed thereby accounting for a larger proportion of the total membership than would be the case in larger clubs.

Relatively, the larger the club the larger is the proportion of members who have participated in house and reception work while an exactly opposite tendency is noted for inter-club relations.

As the size of the club increases smaller percentages of members have engaged in public affairs this year and the same trend is exhibited among those who have engaged in publicity work.

Smaller proportions of members have engaged in vocational guidance activities in small clubs than in large ones while a similar tendency is noted for social activities.

14. Attendance at and Reactions to the Leadership Training Program

The following chart indicates the numbers and percentages of those answering and not answering the question in each of the Membership Classes.

<u>Membership Class</u>	<u>Number Answering</u>	<u>% Number Answering</u>	<u>Number Not Answering</u>	<u>% Number Not Answering</u>
A	32	97.0%	1	3.0%
B	1,209	97.2	35	2.8
C	2,564	95.7	116	4.3
D	<u>2,320</u>	<u>95.8</u>	<u>101</u>	<u>4.2</u>
Total	6,125	96.1%	253	3.9%

The following chart indicates the percentages of members in each Membership Class who have or have not attended one or more leadership training schools.

<u>Leadership Training School</u>	<u>Kiwanis International</u>	<u>Class A</u>	<u>Class B</u>	<u>Class C</u>	<u>Class D</u>
Attended	39.6%	46.9%	45.5%	39.4%	35.3%
Not Attended	<u>60.4</u>	<u>53.1</u>	<u>54.5</u>	<u>60.6</u>	<u>64.7</u>
Total	100.0%	100.0%	100.0%	100.0%	100.0%

As the size of clubs become smaller the percentages of members who have attended leadership training schools increase. The response to Question 5 (page 129) pointed out that club size has very little relation to percentages of members who hold or have held club offices and chairmanships of all kinds. However, the proportions of those who have held the office of president and other elective club offices generally decrease as the size of the club increases, while the proportions of members who have held committee chairmanships increase as the size of the club increases. Club presidents and secretaries are trained at divisional leadership training schools while club committee chairmen and other elected club officers are trained at club training schools. Thus evidence exists that generally the smaller the club, the more effective and far-reaching is the club leadership training program, since if the leadership training program were carried out completely by all clubs, the percentages of those who have attended such schools would exhibit only slight variation from club to club regardless of size. Since the above chart indicates considerable variation, it would appear that as the size of the club becomes larger less utilization is made of the leadership training procedure, particularly within the club itself.

The following chart indicates the percentage of Kiwanians in each Membership Class who expressed favorable or unfavorable impressions of leadership training schools which they have attended.

<u>Impression of School Attended</u>	<u>Kiwanis International</u>	<u>Class A</u>	<u>Class B</u>	<u>Class C</u>	<u>Class D</u>
Favorable	92.3%	92.3%	94.4%	92.3%	91.6%
Unfavorable	<u>7.7</u>	<u>7.7</u>	<u>5.6</u>	<u>7.7</u>	<u>8.4</u>
Total	100.0%	100.0%	100.0%	100.0%	100.0%

Regardless of club size most Kiwanians are favorably impressed with the leadership training procedure. With the exception of clubs having less than 25 members, it appears that as the size of the club becomes smaller larger percentages of members gain favorable impressions of the leadership training procedure.

15. Greatest Program Interest

The following chart presents the numbers and percentages of Kiwanians answering and not answering the question in each Membership Class.

<u>Membership Class</u>	<u>Number Answering</u>	<u>% Number Answering</u>	<u>Number Not Answering</u>	<u>% Number Not Answering</u>
A	25	75.8%	8	24.2%
B	1,043	83.8	201	16.2
C	2,249	83.9	431	16.1
D	<u>2,014</u>	<u>83.2</u>	<u>407</u>	<u>16.8</u>
Total	5,331	83.6%	1,047	16.4%

The following chart indicates the percentages of members in each Membership Class who expressed various program phases as being of greatest interest to them.

<u>Greatest Program Interest</u>	<u>Kiwanis International</u>	<u>Class A</u>	<u>Class B</u>	<u>Class C</u>	<u>Class D</u>
Agriculture	1.9%	4.0%	3.0%	2.0%	1.3%
All Phases	7.1	8.0	6.3	7.0	7.7
Boys and Girls Work	14.0	24.0	15.6	13.3	13.8
Business Standards	.4	-	.6	.4	.3
Citizenship	1.8	-	1.7	2.1	1.5
Club Luncheon, Meetings, Programs, etc.	16.2	8.0	12.3	15.4	19.6
Community Service	7.2	4.0	10.5	7.2	5.6
Fellowship	10.3	16.0	8.7	10.8	10.8
Inter-Club Relations	1.2	4.0	1.5	1.2	.9
Kiwanis Education	.5	-	1.0	.4	.4
Music	2.0	-	2.2	2.2	1.8
Personal Education	3.5	4.0	3.6	3.6	3.3
Public Affairs	4.0	-	3.3	4.1	4.0
Social Activities	2.1	-	1.7	1.8	2.5
Under-Privileged Child	21.0	20.0	20.6	22.5	19.2
Vocational Guidance	3.5	-	3.6	3.3	3.3
Other	<u>3.3</u>	<u>8.0</u>	<u>3.8</u>	<u>2.7</u>	<u>4.0</u>
Total	100.0%	100.0%	100.0%	100.0%	100.0%

Agriculture appears to decline in importance as a program interest as the size of the club becomes larger, and with the exception of clubs in Class D a similar tendency is evident for boys and girls work.

Business standards as a program interest seems to exhibit greater appeal as clubs become smaller in size with the exception of clubs having less than 25 members. Conversely, club luncheons, meetings, programs, etc. hold greater interest as the size of the club increases.

Both inter-club relations and Kiwanis education are of greater interest to small clubs than to large clubs while an opposite tendency is noted for club social activities.

16. Least Program Interest

The following chart indicates the numbers and percentages of members in each Membership Class who answered or did not answer the question.

<u>Membership Class</u>	<u>Number Answering</u>	<u>% Number Answering</u>	<u>Number Not Answering</u>	<u>% Number Not Answering</u>
A	15	45.5%	18	54.5%
B	618	50.0	626	50.0
C	1,318	49.2	1,362	50.8
D	<u>1,195</u>	<u>49.4</u>	<u>1,226</u>	<u>50.6</u>
Total	3,146	48.3%	3,232	51.7%

The following chart expresses the least program interests of those in each Membership Class who answered the question.

<u>Least Program Interest</u>	<u>Kiwanis International</u>	<u>Class A</u>	<u>Class B</u>	<u>Class C</u>	<u>Class D</u>
Agriculture	5.4%	- %	2.9%	6.6%	5.4%
Attendance	1.5	-	1.3	1.4	1.8
Boys and Girls Work	.5	-	.6	.4	.6
Business Standards	4.8	6.7	6.5	5.0	3.4
Classification and Membership	.8	-	1.1	.6	.7
Club Luncheon, Meetings, Programs, etc.	11.4	20.0	10.7	11.9	11.8
Inter-Club Relations	4.0	-	4.4	3.9	3.8
Kiwanis Education	.9	-	1.3	.8	.5
Money-Raising Activities	1.8	-	2.4	1.4	2.1
Music	5.0	6.7	4.9	4.6	5.4
None	38.1	46.7	41.5	38.9	35.6
Public Affairs	2.3	6.7	1.5	3.1	1.9
Publicity	2.4	-	2.1	2.6	2.1
Rules and Regulations	8.2	6.6	7.0	7.2	9.8
Social Functions	8.0	-	5.8	6.9	10.6
Under-Privileged Child	.8	6.6	.5	.8	.8
Vocational Guidance	2.5	-	3.6	2.6	1.8
Other	<u>1.6</u>	<u>-</u>	<u>1.9</u>	<u>1.3</u>	<u>1.9</u>
Total	100.0%	100.0%	100.0%	100.0%	100.0%

Generally, attendance and business standards are of less interest to members of large clubs than to members of small clubs.

With the exception of clubs in Class A, inter-club relations are of less interest as the size of the club becomes smaller, and the same tendency is true of Kiwanis education.

As the size of the club becomes smaller the percentages of members who reported that no particular program phases hold little interest for them increase, indicating that as clubs become smaller, larger proportions of members are apparently satisfied with the Kiwanis program. The rules and regulations of Kiwanis appear to be of less interest to members as the size of the club increases and the same trend is exhibited for club social functions.

Under-privileged child work is of much less interest in clubs of less than 25 members than in clubs of any other size while vocational guidance holds less interest as the size of the club becomes smaller, except in clubs having less than 25 members.

17. Primary Value of Club Meetings

The following chart indicates the numbers and percentages of members in each Membership Class who answered and did not answer the question.

<u>Membership Class</u>	<u>Number Answering</u>	<u>% Number Answering</u>	<u>Number Not Answering</u>	<u>% Number Not Answering</u>
A	32	97.0%	1	3.0%
B	1,229	98.8	15	1.2
C	2,557	95.4	123	4.6
D	<u>2,333</u>	<u>96.4</u>	<u>88</u>	<u>3.6</u>
Total	6,151	96.0%	227	4.0%

The following chart indicates the percentages of members in each Membership Class who reported various values derived from club meetings.

<u>Primary Value of Club Meetings</u>	<u>Kiwanis International</u>	<u>Class A</u>	<u>Class B</u>	<u>Class C</u>	<u>Class D</u>
Entertainment	4.1%	3.1%	3.5%	4.7%	4.0%
Educational Information	23.9	21.9	25.1	24.9	22.4
Fellowship	70.4	75.0	69.8	68.6	72.2
Attendance Credit	1.2	-	1.1	1.4	1.0
Other	<u>.4</u>	<u>-</u>	<u>.5</u>	<u>.4</u>	<u>.4</u>
Total	100.0%	100.0%	100.0%	100.0%	100.0%

Generally, the size of the club appears to have little bearing upon the relative importance of various values derived from club meetings as only minor differences are noted between the Membership Classes. Except for clubs having over 100 members entertainment appears to increase in importance as the size of the club increases, while fellowship, with the same exception, gives evidence of increasing in importance as the size of the club becomes smaller.

18. More Time for Fellowship

The following chart indicates the numbers and percentages of answering and not answering members in each Membership Class.

<u>Membership Class</u>	<u>Number Answering</u>	<u>% Number Answering</u>	<u>Number Not Answering</u>	<u>% Number Not Answering</u>
A	31	93.9%	2	6.1%
B	1,147	92.2	97	7.8
C	2,421	90.3	259	9.7
D	<u>2,189</u>	<u>90.4</u>	<u>232</u>	<u>9.6</u>
Total	5,788	90.7%	590	9.3%

The following chart expresses the reactions of members concerning their willingness to devote more time to Kiwanis for fellowship purposes.

<u>More Time for Fellowship</u>	<u>Kiwanis International</u>	<u>Class A</u>	<u>Class B</u>	<u>Class C</u>	<u>Class D</u>
Willing to Give	62.0%	64.5%	65.3%	61.5%	60.4%
Unwilling to Give	<u>38.0</u>	<u>35.5</u>	<u>34.7</u>	<u>38.5</u>	<u>39.6</u>
Total	100.0%	100.0%	100.0%	100.0%	100.0%

With the exception of members of clubs having less than 25 members the percentages of those willing to devote more time to Kiwanis fellowship purposes decrease as the size of the club increases. Regardless of their size most clubs could expand their fellowship programs somewhat before a majority of members would feel overburdened from the point of view of time.

19. More Time for Service

The following chart indicates the numbers and percentages of those answering and not answering the question distributed according to Membership Class.

<u>Membership Class</u>	<u>Number Answering</u>	<u>% Number Answering</u>	<u>Number Not Answering</u>	<u>% Number Not Answering</u>
A	28	84.8%	5	15.2%
B	1,081	86.9	163	13.1
C	2,315	86.4	365	13.6
D	<u>2,057</u>	<u>85.0</u>	<u>364</u>	<u>15.0</u>
Total	5,481	85.9%	897	14.1%

The following chart indicates the willingness of members of clubs in the various Membership Classes to devote more time to Kiwanis provided greater opportunities for helpful service to the purposes of the organization were offered.

<u>More Time for Service</u>	<u>Kiwanis International</u>	<u>Class A</u>	<u>Class B</u>	<u>Class C</u>	<u>Class D</u>
Willing to Give	68.8%	78.6%	73.6%	70.8%	63.7%
Unwilling to Give	<u>31.2</u>	<u>21.4</u>	<u>26.4</u>	<u>29.2</u>	<u>36.3</u>
Total	100.0%	100.0%	100.0%	100.0%	100.0%

The chart clearly indicates that as the size of the club becomes smaller, members are more willing to devote greater time to the organization for service purposes, and that regardless of their size clubs could expand their service programs considerably before a majority of their members would find such a procedure objectionable.

20. Other Community Service Appeal

The following chart indicates the numbers and percentages of members in each Membership Class who answered and did not answer the question.

<u>Membership Class</u>	<u>Number Answering</u>	<u>% Number Answering</u>	<u>Number Not Answering</u>	<u>% Number Not Answering</u>
A	24	72.7%	9	27.3%
B	921	74.0	323	26.0
C	1,984	74.0	696	26.0
D	<u>1,760</u>	<u>72.7</u>	<u>661</u>	<u>27.3</u>
Total	4,689	73.5%	1,689	26.5%

The following chart indicates the percentages of those answering the question in each Membership Class grouped according to broad types of community service work outside of Kiwanis which hold appeal for them.

<u>Other Community Service Appeal</u>	<u>Kiwanis International</u>	<u>Class A</u>	<u>Class B</u>	<u>Class C</u>	<u>Class D</u>
Agricultural	1.8%	8.3%	2.8%	1.5%	1.4%
Charitable	15.1	8.3	10.3	14.2	19.5
Civic Beautification	.5	-	.9	.6	.2
Commercial	14.5	8.3	16.9	16.1	11.4
Educational	4.5	16.8	5.0	5.1	3.2
Fraternal	1.4	8.3	1.8	1.6	1.0
Health	2.9	-	1.7	2.6	3.8
Patriotic	8.9	-	8.7	9.2	8.3
Recreational	3.9	8.3	5.1	3.9	3.0
Religious	15.7	8.3	17.9	13.8	16.7
Safety	1.2	-	1.1	1.2	1.3
Youth	20.1	12.5	20.8	21.3	18.6
Other	1.3	4.2	.4	1.3	1.9
All	2.4	12.5	1.7	2.1	2.8
None	<u>5.8</u>	<u>4.2</u>	<u>4.9</u>	<u>5.5</u>	<u>6.9</u>
Total	100.0%	100.0%	100.0%	100.0%	100.0%

This chart presents several interesting trends which are directly related to club size. As clubs become smaller the proportions of members interested in outside agricultural services increase while an opposite tendency is noted for charitable services.

With the exception of Class A clubs, both civic beautification and commercial services as outside appeals give evidence of increasing in importance as the size of the club becomes smaller. Fraternal interests appear to assume much greater importance among members of clubs having less than 25 members than among members in clubs of other sizes. Recreational services increase in importance as the size of the club becomes smaller.

Safety as an outside community service appeal gains slightly in importance as the size of the club increases. The percentages of members who are interested in no organized community service outside of Kiwanis steadily increase as the size of the club increases.

21. Activities Requiring Increased Emphasis

The following chart indicates the numbers and percentages of members answering and not answering the question in each Membership Class.

<u>Membership Class</u>	<u>Number Answering</u>	<u>% Number Answering</u>	<u>Number Not Answering</u>	<u>% Number Not Answering</u>
A	24	72.7%	9	27.3%
B	855	68.7	389	31.3
C	1,874	69.9	806	30.1
D	<u>1,610</u>	<u>66.5</u>	<u>811</u>	<u>33.5</u>
Total	4,363	68.4%	2,015	31.6

The following chart indicates the phases of the Kiwanis program which in the opinion of answering members in each Membership Class should receive increased emphasis.

<u>Activities Requiring Increased Emphasis</u>	<u>Kiwanis International</u>	<u>Class A</u>	<u>Class B</u>	<u>Class C</u>	<u>Class D</u>
Agriculture	3.6%	8.3%	5.5%	3.8%	2.1%
Attendance	1.6	4.2	2.2	1.6	1.2
Boys and Girls Work	13.9	4.2	16.7	13.8	13.0
Business Standards	1.5	4.2	1.6	1.3	1.4
Citizenship	8.4	4.2	7.7	8.2	8.9
Civic Improvement	3.9	8.3	4.0	4.2	3.4
Club Program Improvement	2.5	-	1.4	2.1	3.9
Fellowship	4.8	4.2	2.8	4.4	6.7
Inter-Club Relations	2.2	4.2	3.1	2.2	1.9
Kiwanis Education	4.5	12.5	6.9	4.1	3.5
Membership Increase	.8	-	.8	.6	.9
Music	.7	-	1.1	.5	.6
Public Affairs	11.1	8.3	9.4	9.9	13.5
Publicity	.8	-	.6	.8	.8
Social Activities	1.6	4.2	.5	1.8	1.9
Support of Churches in Their Spiritual Aims	1.7	4.2	2.0	1.8	1.4
Under-Privileged Child Work	15.0	8.3	16.3	16.3	13.0
Vocational Guidance	7.9	4.2	8.2	9.2	6.1
All	3.0	4.1	2.8	3.1	2.9
None	8.3	8.3	4.8	8.2	10.5
Other	<u>2.2</u>	<u>4.1</u>	<u>1.6</u>	<u>2.1</u>	<u>2.4</u>
Total	100.0%	100.0%	100.0%	100.0%	100.0%

Agriculture and attendance should receive increased emphasis as clubs become smaller in size, and a similar trend is presented for boys and girls work with the exception of clubs having less than 25 members.

Citizenship should receive greater emphasis as the size of the club increases, and a similar tendency is evidenced for club program improvement.

Inter-club relations and Kiwanis education should have more attention as the size of the club becomes smaller. As clubs increase in size public affairs should receive greater emphasis while an opposite trend is evident for support of churches in their spiritual aims.

22. Greatest Need of Club

The following chart presents the numbers and percentages of answering and not answering members in each Membership Class.

<u>Membership Class</u>	<u>Number Answering</u>	<u>% Number Answering</u>	<u>Number Not Answering</u>	<u>% Number Not Answering</u>
A	24	72.7%	9	27.3%
B	825	66.3	419	33.7
C	1,703	63.5	977	36.5
D	<u>1,505</u>	<u>62.2</u>	<u>916</u>	<u>37.8</u>
Total	4,057	63.6%	2,321	36.4%

The following chart indicates the percentages of members in each Membership Class who expressed various needs existing in their clubs.

<u>Greatest Need of Club</u>	<u>Kiwanis International</u>	<u>Class A</u>	<u>Class B</u>	<u>Class C</u>	<u>Class D</u>
Agriculture	.5%	- %	.1%	.8%	.3%
Attendance	6.5	8.3	6.1	5.7	7.1
Better Meals and Meeting Places	1.5	16.6	.8	2.4	.8
Boys and Girls Work	.8	-	1.1	.8	.7
Citizenship	.7	-	.6	.4	1.1
Committee Activity	4.8	4.2	6.4	5.6	3.0
Enthusiasm	2.7	-	4.1	2.4	2.0
Fellowship	9.4	4.2	4.8	7.7	14.6
Financial Strength	3.8	-	7.0	3.8	2.3
Inter-Club Relations	1.2	-	2.1	1.2	.5
Kiwanis Education	6.3	4.2	9.6	5.5	4.9
Kiwanis Interest	4.4	-	5.5	4.3	3.8
Leadership	4.2	-	3.3	4.5	4.5
Local Objective	4.6	-	5.0	5.9	2.9
Membership Participation	9.5	4.2	8.6	10.2	9.8
More Members	7.7	45.7	12.2	6.9	5.0
Music	1.3	-	1.3	1.4	1.1
Programs	6.4	4.2	4.8	6.7	7.4
Public Affairs	2.3	-	1.0	2.6	2.5
Under-Privileged Child Work	1.7	-	1.3	2.0	1.7
Younger Members	2.3	-	2.5	2.4	1.7
None	14.2	4.2	9.1	14.0	18.7
Other	<u>3.2</u>	<u>4.2</u>	<u>2.7</u>	<u>2.8</u>	<u>3.6</u>
Total	100.0%	100.0%	100.0%	100.0%	100.0%

With the exception of clubs having over 100 members attendance increases in importance as a club need as the size of the club diminishes. Better meals and meeting places are much greater needs of clubs having less than 25 members than of larger clubs.

With the exception of Class A clubs the need for increased boys and girls work activities becomes slightly greater as clubs become smaller in size. Enthusiasm is more marked as a need of small clubs than of large ones while fellowship is a greater need of large clubs than of small ones.

With the exception of clubs having less than 25 members, financial strength, inter-club relations, Kiwanis education and Kiwanis interest assume greater importance as needs of small clubs than of large ones.

Membership participation in club activities appears to be a greater need of large clubs than of small ones while the need for more members is readily evident as assuming greater importance as the size of the club becomes smaller. Better club meeting programs are greater needs of large clubs than of small ones while an opposite trend is evident for the addition of younger members.

The percentages of members who indicated that their clubs have no great needs steadily increase as the size of the club increases. This indicates that greater satisfaction with their club programs exist among members of large clubs than among smaller club members.

23. Weaknesses of Clubs

The following chart indicates the numbers and percentages of members in each Membership Class answering and not answering the question.

<u>Membership Class</u>	<u>Number Answering</u>	<u>% Number Answering</u>	<u>Number Not Answering</u>	<u>% Number Not Answering</u>
A	23	69.7%	10	30.3%
B	718	57.7	526	42.3
C	1,486	55.4	1,194	44.6
D	<u>1,339</u>	<u>55.3</u>	<u>1,082</u>	<u>44.7</u>
Total	3,566	55.9%	2,812	44.1%

The chart at the top of page 146 expresses club weaknesses as reported by members in the various Membership Classes.

An interesting point is that in the minds of answering members low attendance is a greater weakness of small clubs than of large ones while over-emphasis of attendance exhibits a similar tendency. Committee activity as a club weakness appears to be of greater importance as the size of the club becomes smaller, with the exception of clubs having less than 25 members. Lack of fellowship is a much greater weakness of large clubs than of small ones while inadequate finances appear to increase in importance as a club weakness as club size diminishes. Leadership gives evidence of being weaker in small clubs than in large ones.

Insufficient membership exhibits increased importance as a weakness as clubs become smaller and is tremendously more important in clubs of less than 25 members than in larger clubs, and, as might be expected, the weakness of too large

a membership presents an opposite trend. Music appears to increase in importance as a weakness as the size of the club becomes smaller. The percentages of members who believe that their clubs possess no outstanding weaknesses generally increase as the size of the club increases.

<u>Weakness of Club</u>	<u>Kiwanis International</u>	<u>Class A</u>	<u>Class B</u>	<u>Class C</u>	<u>Class D</u>
Attendance, Low	7.9%	17.4%	9.2%	7.4%	6.7%
Attendance, Over- emphasis	.5	4.3	1.1	.6	.1
Committee Inactivity	5.5	8.7	9.1	5.4	3.4
Cooperation, Lack of	.7	-	1.7	.6	.3
Enthusiasm, Lack of	.9	-	.8	1.2	.7
Fellowship, Lack of	6.1	-	4.5	5.3	8.6
Inadequate Finances	1.8	-	2.8	1.7	1.1
Inter-Club Relations	.9	-	1.5	1.0	.3
Interest, Lack of	4.6	-	4.2	4.6	3.5
Interest, Selfish	2.0	4.3	1.8	1.9	2.0
Kiwanis Education	6.7	4.3	9.4	6.1	5.6
Leadership	3.3	8.7	4.9	3.4	2.5
Local Objective, Lack of	2.2	-	2.8	2.4	1.6
Meeting Procedure	4.6	8.7	2.8	5.8	4.8
Members, Inactive	8.4	-	9.1	8.2	8.4
Members, Insufficient	1.2	21.7	2.5	.5	.3
Members, Old	1.2	-	.7	1.3	1.3
Membership, Too Large	1.8	-	.1	1.1	3.9
Membership, Unrepresentative	1.6	4.3	1.3	1.4	2.2
Music	1.2	4.4	1.5	1.5	.7
Personal Grievance	1.1	-	.1	.9	1.9
Programs	3.3	4.4	2.5	3.6	3.7
Service Opportunity, Not Given	1.7	-	1.8	2.2	1.4
Social Activities	1.1	-	.6	1.5	1.0
Other	4.4	4.4	4.0	4.5	4.6
None	<u>25.3</u>	<u>4.4</u>	<u>19.2</u>	<u>25.9</u>	<u>29.4</u>
Total	100.0%	100.0%	100.0%	100.0%	100.0%

24. Improvement of International Organization

The following chart indicates the numbers and percentages of members in each Membership Class who answered and did not answer the question.

<u>Membership Class</u>	<u>Number Answering</u>	<u>% Number Answering</u>	<u>Number Not Answering</u>	<u>% Number Not Answering</u>
A	12	36.4%	21	63.6%
B	525	42.2	719	57.8
C	1,112	41.5	1,568	58.5
D	<u>988</u>	<u>40.8</u>	<u>1,433</u>	<u>59.2</u>
Total	2,637	41.3%	3,741	58.7%

The chart at the top of page 147 presents the various types of improvements in the International organization suggested by those answering the question in each Membership Class.

<u>Improvement Suggested</u>	<u>Kiwanis International</u>	<u>Class A</u>	<u>Class B</u>	<u>Class C</u>	<u>Class D</u>
Americanism	.9%	8.3%	.4%	1.0%	1.0%
Attendance Regulations	.9	-	1.1	.9	.9
Boys and Girls Work	.1	-	.2	.3	-
Closer Club Contacts	6.7	-	8.4	6.3	6.4
Committees	.2	-	.6	.2	.1
Conventions	2.2	-	3.0	2.0	2.5
District Functioning	.2	-	.2	.3	.2
Extension	1.2	-	1.5	1.0	.7
Financial	2.9	16.8	3.6	3.2	1.6
International Relations	1.6	-	.4	1.4	2.5
International Year	.2	-	.2	.2	.3
Kiwanis Education	1.6	-	2.1	1.5	1.1
Kiwanis Magazine	1.5	-	.8	2.2	1.2
Leadership Training	.6	-	.8	.6	.7
Literature	2.3	-	3.0	2.8	1.3
Membership Increase	.2	-	-	.2	.5
More Democracy	.5	-	.2	.5	.7
Objectives and Activities	1.2	8.3	1.0	.9	1.4
Organization	3.6	8.3	2.7	3.1	4.6
Personal Grievance	1.0	-	.2	.9	1.8
Procedure	2.2	-	1.9	2.3	2.1
Publicity	.5	-	.4	.4	.5
Public Affairs	.4	-	-	.5	.4
Support of Churches in Their Spiritual Aims	.4	-	.6	.4	.1
Unfamiliar with International	5.4	-	2.5	5.5	7.7
Unqualified to Answer	.8	8.3	.6	.3	.3
Other	1.8	-	1.3	2.2	1.5
None	58.9	50.0	62.3	58.9	57.9
Total	100.0%	100.0%	100.0%	100.0%	100.0%

The percentage of members suggesting Americanism activities is much greater in clubs of less than 25 members than in larger clubs. This should be of interest to the International Committee on Public Affairs for the United States.

Except for clubs with less than 25 members, suggestions concerning extension give evidence of increasing in frequency as the size of the club diminishes, and the same trend appears for suggestions concerning the finances of the International organization. For the latter, however, a much greater proportion of members of Class A clubs offered suggestions concerning finances than did members of larger clubs.

Suggestions concerning International relations between Canada and the United States gain in frequency as the size of the club becomes larger, and the same trend is evident for suggestions concerning the International year.

Suggestions regarding Kiwanis education appear to increase in frequency as the size of the club becomes smaller with the exception of Class A clubs, and the same trend is evident for suggestions concerning literature.

Suggestions dealing with objectives and activities and the organizational set-up of Kiwanis International, including International Headquarters, were made with much greater frequency by members of clubs having less than 25 members than by members of larger clubs. In regard to the International organizational set-up, suggestions increase in frequency as the size of the club becomes larger, with the exception of Class A clubs.

The percentages of those in each Membership Class who indicated unfamiliarity with the International organization and therefore had no suggestions to offer generally increase in importance as the size of the club increases, indicating that members of small clubs are more familiar with the International organization than are members of larger clubs.

25. Greatest Personal Satisfaction

The following chart indicates the numbers and percentages of members in each Membership Class who answered and did not answer the question.

<u>Membership Class</u>	<u>Number Answering</u>	<u>% Number Answering</u>	<u>Number Not Answering</u>	<u>% Number Not Answering</u>
A	20	60.6%	13	39.4%
B	838	67.4	406	32.6
C	1,813	67.6	867	32.4
D	<u>1,594</u>	<u>65.8</u>	<u>827</u>	<u>34.2</u>
Total	4,265	66.9%	2,113	33.1%

The following chart indicates the percentages of answering members in each Membership Class grouped according to the general activity phases that give them the greatest personal satisfaction.

<u>Activities</u>	<u>Kiwanis International</u>	<u>Class A</u>	<u>Class B</u>	<u>Class C</u>	<u>Class D</u>
<u>Giving Satisfaction</u>					
Agriculture	1.2%	- %	1.7%	1.1%	1.0%
Boys and Girls Work	12.4	10.0	14.1	12.8	11.5
Charity	.3	-	.5	.2	.3
Committee Activity	2.9	5.0	3.7	1.9	3.5
Fellowship	18.3	20.0	16.2	18.3	19.2
Inter-Club Relations	1.9	10.0	3.2	1.9	1.4
Music	1.7	-	2.3	1.8	1.3
Personal Education	1.4	-	1.2	1.7	1.4
Public Affairs	4.6	-	6.3	4.2	3.5
Publicity	.2	-	.2	.2	.1
Safety	.5	-	-	.1	1.2
Service to Others	4.8	-	3.6	4.9	5.4
Social	1.3	-	1.4	1.5	.9
Sports	1.2	-	.1	.5	2.6
Under-Privileged Child Work	22.5	5.0	21.8	23.8	22.0
Vocational Guidance	2.1	-	1.7	2.2	2.0
Weekly Luncheon Meetings	11.8	25.0	10.0	12.0	12.7
All	7.0	10.0	7.0	6.7	7.3
None	1.1	5.0	.8	1.1	1.4
Other	<u>2.8</u>	<u>10.0</u>	<u>4.2</u>	<u>3.1</u>	<u>1.3</u>
Total	100.0%	100.0%	100.0%	100.0%	100.0%

With the exception of Class A clubs, it will be noted that agriculture increases in importance as an activity giving personal satisfaction as the size of the club becomes smaller. Fellowship appears to give greater satisfaction to members of Class A clubs than to members of clubs of other sizes, although a trend is evident that fellowship increases in importance as the size of the club increases. Inter-club relations generally increase in importance as the size of the club becomes smaller and is much greater for Class A clubs than for clubs in any other class.

With the exception of Class A clubs, public affairs increase in importance as the size of the club becomes smaller while an opposite trend is evident for Service to Others.

Under-privileged child work holds much less satisfaction for members of clubs having less than 25 members than for members of larger clubs, while weekly luncheon meetings are much more satisfying to members of very small clubs than to members of larger ones.

The percentages of those indicating that all and no Kiwanis activities give them satisfaction are much greater for clubs having less than 25 members than for any other class.

26. Descent

The following chart indicates the numbers and percentages of members answering and not answering the question in each Membership Class.

<u>Membership Class</u>	<u>Number Answering</u>	<u>% Number Answering</u>	<u>Number Not Answering</u>	<u>% Number Not Answering</u>
A	32	97.0%	1	3.0%
B	1,220	98.1	24	1.9
C	2,595	96.8	85	3.2
D	<u>2,348</u>	<u>97.0</u>	<u>73</u>	<u>3.0</u>
Total	6,195	97.1%	183	2.9%

The following chart illustrates the nativity and parentage of answering members in each Membership Class.

<u>Nativity and Parentage Groups</u>	<u>Kiwanis International</u>	<u>Class A</u>	<u>Class B</u>	<u>Class C</u>	<u>Class D</u>
Native Born -					
Native Born Parents	78.4%	71.8%	78.6%	77.9%	78.9%
Native Born -					
Mixed Parents	7.7	9.4	8.2	7.7	7.4
Native Born -					
Foreign Born Parents	8.9	9.4	8.4	9.6	8.3
Foreign Born	<u>5.0</u>	<u>9.4</u>	<u>4.8</u>	<u>4.8</u>	<u>5.4</u>
Total	100.0%	100.0%	100.0%	100.0%	100.0%

Regardless of their size, the membership of Kiwanis clubs are preponderately native born with those native born of native born parents being in the majority.

With the exception of Class C clubs, the proportions of those who are native born of native born parents steadily increase as the size of the club increases. On the other hand the percentages of those who are native born of mixed parents increase as the size of the club becomes smaller. The percentages of those who are foreign born and of those who are native born of foreign born parents show no particular trend although clubs having less than 25 members exhibit the largest percentages of such members.

27. District Convention Attendance

The following chart indicates the numbers and percentages of those answering and not answering the question in each Membership Class.

<u>Membership Class</u>	<u>Number Answering</u>	<u>% Number Answering</u>	<u>Number Not Answering</u>	<u>% Number Not Answering</u>
A	31	93.9%	2	6.1%
B	1,192	95.8	52	4.2
C	2,530	94.4	150	5.6
D	2,294	94.7	127	5.3
Total	6,047	94.8%	331	5.2%

The following chart indicates the percentages of members who have attended various numbers of district conventions.

<u>District Conventions Attended</u>	<u>Kiwanis International</u>	<u>Class A</u>	<u>Class B</u>	<u>Class C</u>	<u>Class D</u>
1	18.7%	25.8%	19.6%	19.6%	17.1%
2	13.7	9.7	13.8	13.8	13.0
3	7.9	3.2	8.6	7.7	8.1
4	5.0	6.5	4.4	5.5	4.9
5	3.2	3.2	2.6	3.7	2.9
6	2.5	3.2	2.4	2.3	2.5
7	.7	-	.3	.7	1.1
8	1.3	-	1.6	1.1	1.3
9	.4	-	.3	.3	.5
10	1.4	-	1.1	1.4	1.7
11	.4	-	.5	.3	.4
12	.6	-	.3	.5	1.0
13	.1	-	.2	.1	.1
14	.3	-	.2	.3	.4
15	.3	-	.2	.2	.6
16 or more	.5	-	.3	.3	.8
Indefinite	1.7	3.2	1.3	1.5	2.0
0 or none	41.3	45.2	42.3	40.7	41.6
Total	100.0%	100.0%	100.0%	100.0%	100.0%

Club size appears to have bearing upon the percentages of members who have attended various numbers of district conventions. As the size of the club becomes larger the proportions of those in each Membership Class who have attended one or more district conventions increase, with the exception of clubs having over 100 members.

With the exception of Class D clubs the percentages of those in each Membership Class who have attended no district conventions generally decrease as the size of the club becomes larger.

The following chart indicates the average number of district conventions attended by answering members in each Membership Class.

	<u>Kiwanis International</u>	<u>Class A</u>	<u>Class B</u>	<u>Class C</u>	<u>Class D</u>
Average District Conventions Attended	1.9	1.2	1.7	1.8	2.1

As a general trend the chart indicates that the larger the club the larger is the average number of district conventions attended by members. This may be due to some extent to the general longer existence of larger clubs, giving their members an opportunity to attend more district conventions through the years.

The following chart indicates the reactions of members who have attended district conventions and who commented upon them, distributed according to Membership Class.

<u>Reaction to District Conventions</u>	<u>Kiwanis International</u>	<u>Class A</u>	<u>Class B</u>	<u>Class C</u>	<u>Class D</u>
Favorable	91.4%	100.0%	93.0%	91.5%	90.5%
Unfavorable	8.6	-	7.0	8.5	9.5
Total	100.0%	100.0%	100.0%	100.0%	100.0%

The smaller the club the more favorable is the reaction of attending members. Membership Class D is the only class below the favorable percentage for Kiwanis International.

The following chart indicates the reasons given by members for non-attendance at district conventions grouped according to Membership Class.

<u>Reason for Non-Attendance</u>	<u>Kiwanis International</u>	<u>Class A</u>	<u>Class B</u>	<u>Class C</u>	<u>Class D</u>
Business Interference	58.8%	30.0%	57.3%	59.6%	59.9%
Distance	1.3	-	2.0	1.8	.6
Expense	4.3	10.0	5.2	3.4	4.3
Illness	.9	-	.3	.9	1.1
Indifference	4.9	10.0	2.9	5.1	6.3
New Member	20.8	40.0	21.8	19.6	20.9
No Opportunity	8.1	10.0	9.9	9.1	5.2
Personal Grievance	.9	-	.6	.5	1.7
Total	100.0%	100.0%	100.0%	100.0%	100.0%

Business interference appears to increase in importance as a reason for non-attendance at district conventions as the size of the club becomes larger. On the other hand, expense increases in importance as the size of the club becomes smaller with the exception of Class C clubs. Indifference as a reason for non-attendance generally increases in importance as the size of the club becomes larger, with the exception of clubs having less than 25 members which exhibits the highest percentage of all.

28. International Convention Attendance

The following chart indicates the numbers and percentages of members in each Membership Class who answered and did not answer the question.

<u>Membership Class</u>	<u>Number Answering</u>	<u>% Number Answering</u>	<u>Number Not Answering</u>	<u>% Number Not Answering</u>
A	29	87.9%	4	12.1%
B	1,154	92.8	90	7.2
C	2,470	92.2	210	7.8
D	<u>2,223</u>	<u>91.8</u>	<u>198</u>	<u>8.2</u>
Total	5,876	92.1%	502	7.9%

The following chart indicates the percentages of members who have attended various numbers of International conventions.

<u>International Conventions Attended</u>	<u>Kiwanis International</u>	<u>Class A</u>	<u>Class B</u>	<u>Class C</u>	<u>Class D</u>
1	15.7%	13.8%	12.8%	16.3%	16.8%
2	5.2	3.4	4.1	5.1	5.5
3	2.5	-	1.0	2.5	3.1
4	.9	-	.4	1.0	1.3
5	.8	-	.4	.4	1.2
6	.6	-	.3	.5	.7
7	.1	-	-	.1	.4
8	.2	-	.1	.1	.2
9	.1	-	.2	.1	.1
10 or more	.4	-	-	.3	.7
Indefinite	.2	-	.2	.1	.3
0 or none	<u>73.3</u>	<u>82.8</u>	<u>80.5</u>	<u>73.5</u>	<u>69.7</u>
Total	100.0%	100.0%	100.0%	100.0%	100.0%

Generally the larger the club the larger is the proportion of members who have attended one or more International conventions. Conversely, the smaller the club the larger is the percentage of members who have attended no International conventions.

The following chart indicates the average number of International conventions attended by answering members in the various Membership Classes.

	<u>Kiwanis International</u>	<u>Class A</u>	<u>Class B</u>	<u>Class C</u>	<u>Class D</u>
Average International Conventions Attended	.5	.2	.3	.5	.7

This chart bears out the thought already expressed that the larger the club the larger is the proportion of members who have attended one or more International conventions inasmuch as the average number of International conventions attended steadily increases as the size of the club increases.

The following chart indicates the reactions of members in each Membership Class who have attended International conventions.

<u>Reactions to International Conventions</u>	<u>Kiwanis International</u>	<u>Class A</u>	<u>Class B</u>	<u>Class C</u>	<u>Class D</u>
Favorable	89.7%	100.0%	92.1%	88.5%	90.1%
Unfavorable	<u>10.3</u>	<u>-</u>	<u>7.9</u>	<u>11.5</u>	<u>9.9</u>
Total	100.0%	100.0%	100.0%	100.0%	100.0%

With the exception of Class C clubs the percentages of those who received favorable impressions generally increase as the size of the club becomes smaller.

The following chart indicates the reasons given by members for non-attendance at International conventions distributed according to Membership Class.

<u>Reason for Non-Attendance</u>	<u>Kiwanis International</u>	<u>Class A</u>	<u>Class B</u>	<u>Class C</u>	<u>Class D</u>
Business Interference	48.7%	16.7%	41.2%	48.9%	54.7%
Distance	9.0	8.3	10.3	9.6	7.0
Expense	17.5	33.4	22.9	16.3	14.6
Illness	.4	-	.4	.7	.4
Indifference	3.2	8.3	1.6	3.3	4.3
New Member	13.0	16.7	14.6	12.6	12.2
No Opportunity	7.2	8.3	8.6	7.8	5.1
Personal Grievance	<u>1.0</u>	<u>8.3</u>	<u>.4</u>	<u>.8</u>	<u>1.7</u>
Total	100.0%	100.0%	100.0%	100.0%	100.0%

Business interference steadily increases in importance as a reason for non-attendance as the size of the club becomes larger and is much more important in large clubs than in clubs having less than 25 members. Expense on the other hand bears an exactly opposite tendency, being more important as a reason for non-attendance in small clubs than in larger ones. Indifference to International conventions is a more important reason for non-attendance among members of clubs having less than 25 members than among members of larger clubs.

SUMMARY

ANALYSIS OF CLUBS ACCORDING TO SIZE

Within the limits discussed in the preceding analysis and based factually upon the findings of the survey, the following general interpretations are briefly presented:

1. Age of Members

a. Except for clubs with less than 25 members the larger the club the higher are the average and median ages of the members.

b. That clubs with less than 25 members do not follow the general trend is probably due to the completion of such clubs some years ago with charter memberships considerably larger than their current memberships. The younger mem-

bers of such clubs, because of the depression and for other reasons, have dropped out in many instances until at present large proportions of their memberships are composed of older men who joined Kiwanis some years ago and who have retained their membership since that time.

2. Years of Membership

a. Generally the smaller the club the larger is the proportion of members who have been in Kiwanis for one year, indicating that smaller clubs are achieving larger percentages of membership gains at present than large clubs.

b. The rate of membership loss per year for the first five years of membership is considerably greater for small clubs than for large ones.

c. The larger the club the more stable is its membership in times of normalcy and rising prosperity.

d. Clubs with less than 25 members possess a larger percentage of members who have been in Kiwanis for 10 years than clubs of any other size. This supports the thought already expressed that many clubs having less than 25 members were completed some years ago, and that during the depression more charter and older members retained their Kiwanis affiliations than did newer and younger members.

3. Classification

a. The smaller the club the larger is the proportion of members engaged in agriculture, fishing and forestry.

b. The larger the club generally the larger are the proportions of members engaged in domestic and personal service occupations and in manufacturing and mechanical industries.

c. Although only a few Kiwanians in clubs having less than 25 members answered the question, their answers indicate that 55% of the memberships of such clubs are engaged in professional service occupations.

d. The proportions of those engaged in trade steadily increase as club size increases while generally the percentages of those engaged in transportation and communication become less as the size of the club increases.

e. Needs exist in clubs having memberships of less than 25 for the addition of new members engaged in trade and occupations other than professional service.

4. Reason for Joining

a. The acquisition of friends and the making of profitable business and professional contacts become increasingly important as reasons for Kiwanis affiliation as the size of the club increases.

b. The rendering of service to the community as a reason for joining declines in importance at the size of the club increases.

c. Clubs having over 100 members should emphasize the rendering of service to the community and the acquisition of friends as equally important reasons for Kiwanis affiliation while in smaller clubs greater emphasis should be given to the rendering of service to the community and less to the acquisition of friends.

5. Offices Held

a. The smaller the club the greater is the opportunity for a member to become president of his club.

b. The opportunity for a member to render service as a club committee chairman increases as the size of the club increases.

c. Except for clubs having over 100 members, the smaller the club the larger are the proportions of members who have held district officerships and district committee chairmanships. An opposite tendency, however, is evident for several specific offices including those of governor, secretary, treasurer and secretary-treasurer.

d. Except for clubs having less than 25 members, the opportunity for a Kiwanian to become a lieutenant governor appears to increase as the size of the club increases.

e. Evidence exists that larger proportions of the membership of clubs having less than 25 members have been district committee chairmen than of clubs having between 25 and 100 members.

f. Generally the larger the club the greater is the opportunity of a member to become an International officer or committee chairman.

6. Hours Per Month Given to Kiwanis

Generally the larger the club the more time each month is devoted to Kiwanis by the members.

7. Club Kiwanis Education Program

a. Regardless of the size of the club a majority of all members are satisfied with the adequacy of their club Kiwanis education programs.

b. With the exception of clubs having between 25 and 50 members the proportions of members satisfied with the Kiwanis education programs of their clubs increase as the size of the club increases.

8. Reception Into Membership

Regardless of the size of the club, an overwhelming majority of members are satisfied with their receptions into membership, although dissatisfaction appears to increase as the size of the club increases with the exception of clubs having between 25 and 50 members.

9. Personal Attendance Percentages

a. Generally as the size of the club increases a decline occurs in the proportions of members with 60% attendance and above.

b. With the exception of clubs having less than 25 members the percentages of members attaining less than the required 60% attendance increase as the size of the club increases.

c. The average attendance percentages of clubs decline as the size of the club increases, with the exception of clubs having less than 25 members.

10. Other Clubs Visited

a. The proportions of members who have not visited other clubs since the first of the year steadily increase as the size of the club increases.

b. The smaller the club the larger is the average number of visits made to other clubs by the members.

11. Kiwanis Demand on Time

Except for clubs having between 50 and 100 members, the percentages of those believing that Kiwanis makes too great a demand upon their time increase as the size of the club increases.

12. Service on Committees

a. Except in clubs having less than 25 members the proportions of members who consider committee work as a duty steadily increase as clubs become smaller.

b. The percentages of members who consider committee work as a privilege increase as the size of the club increases.

c. Regardless of its size no club need feel hesitant about assigning committee responsibility to its members.

13. Activities Participated in This Year

a. Except for clubs having less than 25 members, the proportions of members who have engaged in agriculture steadily decrease as the size of the club increases.

b. The proportions of members who have engaged in attendance promotion this year decrease as clubs become smaller, with the exception of clubs having over 100 members.

c. Relatively the larger the club the larger is the proportion of members who have participated in house and reception work.

d. The larger the club the smaller is the proportion of members who have engaged in inter-club relations.

e. As the size of the club increases smaller percentages of members have engaged in public affairs and in publicity.

f. Smaller proportions of members have engaged in social activities and vocational guidance in small clubs than in large ones.

14. Attendance at and Reactions to the
Leadership Training Program

a. As the size of the club becomes smaller the percentages of members who have attended leadership training schools increase.

b. Evidence exists that as the size of the club becomes larger less utilization is made of the club leadership training procedure.

c. Regardless of club size most Kiwanians are favorably impressed with the leadership training procedure.

d. With the exception of clubs having less than 25 members, as the size of the club becomes smaller larger percentages of members gain favorable impressions of the leadership training procedure.

15. Greatest Program Interest

a. Agriculture declines in importance as a program interest as the size of the club becomes larger, and with the exception of clubs having over 100 members, the same tendency is evident for boys and girls work.

b. Business standards exhibit greater appeal as a program interest as clubs become smaller in size with the exception of clubs having less than 25 members.

c. Club luncheons, meetings, programs, etc., hold greater interest as the size of the club increases.

d. Both inter-club relations and Kiwanis education are of greater interest to members of small clubs than to members of large ones while an opposite tendency is noted for club social activities.

16. Least Program Interest

a. Generally attendance and business standards are of less interest to members of large clubs than to members of small clubs.

b. With the exception of clubs having less than 25 members, inter-club relations are of less interest as the size of the club becomes smaller, and the same tendency is evident for Kiwanis education.

c. As clubs become smaller in size the percentages of members to whom no particular program phase is of little interest increase, indicating that as clubs become smaller larger proportions of members are apparently satisfied with the Kiwanis program.

d. The rules and regulations of Kiwanis and club social functions are of less interest as the size of the club increases.

e. Under-privileged child work is of much less interest to members of clubs having less than 25 members than to members of larger clubs.

f. Vocational guidance holds less interest as the size of the club becomes smaller, except in clubs having less than 25 members.

17. Primary Value of Club Meetings

a. Except for clubs having over 100 members, entertainment as a value derived from club meetings increases in importance as the size of the club increases.

b. With the exception of clubs having over 100 members, fellowship as a value derived from club meetings increases in importance as the size of the club becomes smaller.

18. More Time for Fellowship

a. With the exception of clubs having less than 25 members, the percentages of those willing to devote more time to Kiwanis for fellowship purposes decrease as the size of the club increases.

b. Regardless of their size most clubs could expand their fellowship programs somewhat before a majority of members would feel overburdened from point of view of time.

19. More Time for Service

a. As the size of the club becomes smaller, larger proportions of members are willing to devote more time to Kiwanis for service purposes.

b. Regardless of their size clubs could expand their service programs considerably before a majority of their members would find such a procedure objectionable.

20. Other Community Service Appeal

a. As clubs become smaller the proportions of members interested in outside agricultural services increase while an opposite tendency is noted for charitable services.

b. With the exception of clubs having less than 25 members, both civic beautification and commercial services as outside appeals give evidence of increasing in importance as the size of the club becomes smaller.

c. Fraternal interests hold greater appeal for members of clubs having less than 25 members than for members of larger clubs.

d. Outside recreational services increase in importance as the size of the club becomes smaller.

e. Safety as an outside community service appeal gains slightly in importance as the size of the club increases.

f. The percentages of members who are interested in no types of community service outside of Kiwanis increase as the size of the club increases.

21. Activities Requiring Increased Emphasis

a. Agriculture and attendance should receive increased emphasis as clubs become smaller in size and a similar trend is evident for boys and girls work with the exception of clubs having less than 25 members.

b. Citizenship and club program improvement should receive greater emphasis as the size of the club increases.

c. Inter-club relations and Kiwanis education should have more attention as the size of the club increases.

d. As clubs increase in size public affairs should receive greater emphasis while an opposite trend is evident for support of churches in their spiritual aims.

22. Greatest Need of Club

- a. With the exception of clubs having over 100 members, attendance increases in importance as a club need as the size of the club diminishes.
- b. Better meals and meeting places are much greater needs of clubs having less than 25 members than of larger clubs.
- c. With the exception of clubs having less than 25 members, the need of increased boys and girls work activities becomes greater as clubs become smaller in size.
- d. Enthusiasm is more marked as a need of small clubs than of large ones while fellowship is a greater need of large clubs than of small ones.
- e. With the exception of clubs having less than 25 members, financial strength, inter-club relations, Kiwanis education and Kiwanis interest assume greater importance as needs of small clubs than of large ones.
- f. Membership participation in club activities appears to be a more important need of large clubs than of small ones.
- g. As might be expected, the need for membership increase assumes greater importance as the size of the club becomes smaller.
- h. Better club meeting programs are greater needs of large clubs than of small ones while an opposite trend is evident for the addition of younger members.
- i. More satisfaction with their club programs exists among members of large clubs than among members of smaller ones.

23. Weaknesses of Clubs

- a. In the minds of answering members both low attendance and over-emphasis of attendance are greater weaknesses of small clubs than of large ones.
- b. Committee inactivity is a more important weakness of small clubs than of large ones, with the exception of clubs having less than 25 members.
- c. Lack of fellowship is a much greater weakness of large than of small clubs.
- d. Inadequate finances as a weakness increases in importance as clubs diminish in size.
- e. Poor leadership gives evidence of being a greater weakness of small clubs than of large ones.
- f. Insufficient membership exhibits increased importance as a weakness as clubs become smaller in size.
- g. Music increases in importance as a weakness as the size of the club becomes smaller.
- h. The proportions of members who believe that their clubs possess no outstanding weaknesses generally increase as the size of the club increases.

24. Improvement of International Organization

- a. Except for clubs having less than 25 members, suggestions concerning Kiwanis extension and the finances of the International organization give evidence of increasing in frequency as the size of the club becomes smaller.
- b. Suggestions concerning both the International year and International relations between Canada and the United States gain in frequency as the size of the club becomes larger.
- c. Suggestions regarding literature and Kiwanis education increase in frequency as the size of the club becomes smaller, with the exception of clubs having less than 25 members.
- d. Suggestions dealing with objectives and activities and the organizational set-up of Kiwanis International are made with much greater frequency by members of clubs having less than 25 members than by members of larger clubs.
- e. Members of small clubs are more familiar with the International organization than are members of larger clubs.

25. Greatest Personal Satisfaction

- a. As the size of the club becomes smaller agriculture increases in importance as an activity giving personal satisfaction, with the exception of clubs having less than 25 members.
- b. Inter-club relations generally increase in importance as the size of the club becomes smaller.
- c. With the exception of clubs having less than 25 members public affairs increase in importance as the size of the club becomes smaller.
- d. Under-privileged child work holds much less satisfaction for members of clubs having less than 25 members than for members of larger clubs.
- e. Weekly luncheon meetings are much more satisfying to members of very small clubs than to members of larger ones.

26. Descent

- a. Regardless of size Kiwanis clubs are preponderately composed of native born members with those native born of native born parents in the majority.
- b. With the exception of clubs having between 50 and 100 members the proportions of members who are native born of native born parents steadily increase as the size of the club increases.
- c. The percentages of members who are native born of mixed parents increase as the size of the club becomes smaller.
- d. Clubs having less than 25 members have larger proportions of both foreign born members and of members who are native born of foreign born parents than do larger clubs.

27. District Convention Attendance

a. As the size of the club becomes larger the proportions of those who have attended one or more district conventions increase with the exception of clubs having over 100 members.

b. With the exception of clubs having over 100 members the proportions of those who have attended no district conventions generally decrease as the size of the club becomes smaller.

c. The larger the club the larger is the average number of district conventions attended by members.

d. The smaller the club the more favorable is the reaction of attending members.

e. As the size of the club becomes larger business interference increases in importance as a cause of non-attendance at district conventions.

f. With the exception of clubs having between 50 and 100 members expense increases in importance as a reason for non-attendance as the size of the club becomes smaller.

28. International Convention Attendance

a. Generally the larger the club the larger is the proportion of members who have attended one or more International conventions.

b. The smaller the club the larger is the percentage of members who have attended no International conventions.

c. The average number of International conventions attended steadily increases as the size of the club increases.

d. With the exception of clubs having between 50 and 100 members the percentages of those who gained favorable impressions of International conventions attended generally increase as the size of the club becomes smaller.

e. Business interference increases in importance as a reason for non-attendance as the size of the club becomes larger and is much more important in large clubs than in clubs having less than 25 members.

f. Expense is a more important reason for non-attendance at International conventions among members of small clubs than among members of large ones.

ANALYSIS OF CLUBS ACCORDING TO LENGTH OF EXISTENCE

A third variable which should have effect upon the reactions of Kiwanians is the length of time their clubs have been in existence. Members of clubs that have been in existence for one year or for five years, for example, should react differently than members of clubs which have been in existence for over ten years. This section analyzes the reactions of Kiwanians in the light of such a variable.

Four Completion Classes have been established and these are expressed in the charts on pages 163 and 164. Completion Class A which includes clubs that have been in existence for less than one year was established in order to obtain the reactions of members of new clubs. Unfortunately, of the 55 members of the two Completion Class A clubs that were included in the survey, only 19 returned completed questionnaires. Consequently, the reaction of members of such new clubs is limited because of the few replies, and the analysis cannot be said to be adequately representative of clubs in the organization that have been in existence for less than one year.

Completion Class B includes clubs completed between one and five years ago. This class was established in order to determine the reactions of members of clubs that have been built since the worst part of the depression so that their reactions might be compared with older clubs and very new clubs as represented by the other classes. Completion Class C which includes clubs that have been in existence between 5 and 10 years is composed of 17 clubs built during the depths of the depression. The reactions of members of such clubs should prove interesting when compared with reactions of members of clubs built within the last year, built prior to the depression and built since the depression.

Completion Class D which includes 260 clubs that have been in existence for 10 years or more should present the reactions of members of clubs built prior to the depression. This class includes clubs built in the early years of the organization, during the twenties and up to the start of the depression in 1930.

The charts indicate that 9 more clubs in Completion Class A should have been included in the survey for perfect representation of that class, while the survey included 21 more clubs in Completion Class D than should have been included, etc. Response to the survey was highest from clubs that have been in existence for less than one year while response was lowest from clubs in Completion Class C which includes clubs built during the depression.

1. Age of Members

The following chart compares the numbers and percentages of members answering and not answering the question from the clubs in the 4 Completion Classes.

<u>Completion Class</u>	<u>Number Answering</u>	<u>% Number Answering</u>	<u>Number Not Answering</u>	<u>% Number Not Answering</u>
A	16	84.2%	3	15.8%
B	186	90.3	20	9.7
C	120	90.2	13	9.8
D	<u>5,505</u>	<u>91.4</u>	<u>515</u>	<u>8.6</u>
Total	5,827	91.4%	551	8.6%

DISTRIBUTION OF ACTIVE CLUBS ACCORDING TO YEARS OF EXISTENCE

March 31, 1940

Com- pletion Class	Years of Existence	Clubs in Kiwanis International	Clubs In- cluded in Survey	% Clubs in Kiwanis International	% Clubs In- cluded in Survey	% Dif- ferential	% Differential Expressed in Number of Clubs
A	Less than 1 year	73	2	3.6%	.7%	-2.9%	- 9
B	1 year to 5 years	261	24	12.7	7.9	-4.8	-14
C	5 years to 10 years	101	17	4.9	5.6	.7	2
D	10 years and over	<u>1,620</u>	<u>260</u>	<u>78.8</u>	<u>85.8</u>	<u>7.0</u>	<u>21</u>
	Total	2,055	303	100.0%	100.0%	00.0%	00

Years of existence includes the time between a club completion date and March 31, 1940. In a few instances where the completion date was not known, the charter date was used to compute the years of existence.

Charter revocations have been taken into account. In certain instances where a charter was revoked and a club was reorganized at a later date, the reorganization date was used in computing the club's years of existence.

In two instances where clubs had merged, the years of existence for the new combined club were computed by averaging the sum of the years of existence for the component clubs from the time of their completion dates to the time of the merger and the years of existence for the combined club since the date of the merger.

RESPONSE FROM ACTIVE CLUBS IN VARIOUS COMPLETION CLASSES

March 31, 1940

Completion Class	Years of Existence	Kiwanis International Clubs in Completion Class	Clubs Included in Survey	% Clubs in Completion Class Included in Survey	Questionnaires Sent	Questionnaires Returned	% Returned
A	Less than 1 year	73	2	2.7%	55	19	34.5%
B	1 year to 5 years	261	24	9.2	865	206	23.8
C	5 years to 10 years	101	17	16.8	680	133	19.6
D	10 years and over	1,620	260	16.0	19,704	6,020	30.6
Total		2,055	303	14.7%	21,304	6,378	29.9%

The following chart indicates the percentages of answering members in the various Completion Classes distributed according to five-year age groups.

<u>Age Groups</u>	<u>Kiwanis International</u>	<u>Class A</u>	<u>Class B</u>	<u>Class C</u>	<u>Class D</u>
20 to 24 years	.7%	- %	1.6%	.8%	.7%
25 to 29 years	4.7	6.2	9.7	9.2	4.4
30 to 34 years	11.6	31.3	15.6	14.3	11.4
35 to 39 years	14.5	18.8	18.8	11.7	14.3
40 to 44 years	15.9	18.8	18.3	18.3	15.8
45 to 49 years	16.6	12.5	13.4	10.0	16.8
50 to 54 years	13.4	6.2	9.7	13.3	13.7
55 to 59 years	10.1	6.2	7.5	13.3	10.2
60 to 64 years	6.2	-	3.8	3.3	6.3
65 to 69 years	3.8	-	1.6	5.0	3.8
70 years and over	2.5	-	-	.8	2.6
Total	100.0%	100.0%	100.0%	100.0%	100.0%

The largest single age group in the chart is that for 30 to 34 years in Completion Class A. Preponderate age groups fluctuate from 30 to 34 years in Class A to 45 to 49 years in Class D, indicating a steady increase in age as the length of club existence increases.

Clubs that have been in existence for less than one year have no members under 25 years or over 59 years of age, indicating that the personnel of very new clubs is largely drawn from among the younger business and professional men of a community.

The following chart presents a comparison of average and median ages of the clubs in the various Completion Classes.

	<u>Kiwanis International</u>	<u>Class A</u>	<u>Class B</u>	<u>Class C</u>	<u>Class D</u>
Average Age	46	39	42	43	46
Median Age	46	37	40	43	45

The chart readily indicates that the older the club the higher is the average age of the members. When Kiwanis clubs are built it is probable that many young men become charter members. As time goes on, the charter members grow older in Kiwanis service. Also older men are probably attracted into membership, thereby raising the age average of the clubs.

2. Years of Membership

The following chart indicates the numbers and percentages of Kiwanians answering and not answering the question in the various Completion Classes.

<u>Completion Class</u>	<u>Number Answering</u>	<u>% Number Answering</u>	<u>Number Not Answering</u>	<u>% Number Not Answering</u>
A	19	100.0%	-	- %
B	186	90.3	20	9.7
C	120	90.2	13	9.8
D	5,463	90.7	557	9.3
Total	5,788	90.8%	590	9.2%

The following chart indicates the percentages of Kiwanians in each Completion Class who have been in the organization for various numbers of years.

<u>Years of Membership</u>	<u>Kiwanis International</u>	<u>Class A</u>	<u>Class B</u>	<u>Class C</u>	<u>Class D</u>
1	12.1%	78.8%	21.5%	15.0%	11.4%
2	9.1	5.3	20.4	7.5	8.9
3	9.8	-	32.3	13.3	9.2
4	7.4	-	12.9	11.7	7.0
5	7.1	5.3	8.1	8.3	7.1
6	11.5	5.3	3.2	14.1	11.8
10	15.5	5.3	1.1	26.8	15.5
15	14.0	-	-	3.3	14.7
20	11.6	-	.5	-	12.3
25	<u>1.9</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>2.1</u>
Total	100.0%	100.0%	100.0%	100.0%	100.0%

As might be expected, the newer the club the larger is the proportion of members who have been in Kiwanis for one year. That clubs in Completion Class A do have some members who have been in Kiwanis for more than one year is probably due to the inclusion of former Kiwanians in new clubs. Thus, when a new club is built it is possible that in the community are several former Kiwanians who have been members elsewhere in the past.

Practically speaking it is impossible to calculate any comparable rates of loss for the clubs in the various Completion Classes. Consequently, no general conclusions can be drawn regarding this point.

3. Classification

The following chart indicates the numbers and percentages of the members answering and not answering the question in each Completion Class.

<u>Completion Class</u>	<u>Number Answering</u>	<u>% Number Answering</u>	<u>Number Not Answering</u>	<u>% Number Not Answering</u>
A	17	89.5%	2	10.5%
B	164	79.6	42	20.4
C	115	86.5	18	13.5
D	<u>5,232</u>	<u>86.9</u>	<u>788</u>	<u>13.1</u>
Total	5,528	86.7%	850	13.3%

The chart at the top of page 167 indicates the percentages of members in the various Completion Classes distributed according to broad occupational divisions.

The length of time that a club has been in existence appears to have only slight bearing upon the occupational pattern of its membership.

Among clubs that have been in existence for less than one year 26.7% of the answering members are engaged in manufacturing and mechanical industries, while considerably smaller percentages are indicated for similar occupations in older clubs. That older clubs have smaller percentages of members engaged in

manufacturing occupations may be due in part to a failure on the part of older clubs to appeal sufficiently to the interests of such members to hold them in membership.

<u>Occupational Divisions</u>	<u>Kiwanis International</u>	<u>Class A</u>	<u>Class B</u>	<u>Class C</u>	<u>Class D</u>
Agriculture, Fishing and Forestry	1.5%	- %	2.1%	- %	1.5%
Domestic and Personal Service	2.1	-	2.1	1.1	2.2
Extraction of Minerals	.1	-	-	-	.1
Manufacturing and Mechanical Industries	13.4	26.7	12.9	10.0	13.7
Professional Service	34.7	33.3	32.1	35.6	34.7
Public Service (n.e.c.)	2.7	-	4.3	3.3	2.5
Trade	41.0	40.0	40.8	45.6	40.8
Transportation and Communication	<u>4.5</u>	<u>-</u>	<u>5.7</u>	<u>4.4</u>	<u>4.5</u>
Total	100.0%	100.0%	100.0%	100.0%	100.0%

Except for clubs that have been in existence for less than one year larger proportions of members are engaged in public service occupations in new clubs than in older ones.

The occupational pattern of a new club is affected by several variables such as whether the community is large or small; industrial or rural; etc. Thus, when a new club is completed it may not always be possible to obtain as proportional a representation of all occupational divisions as might be desired. A proportional occupational pattern of a club is dependent upon the availability of members in diversified classifications. As already expressed, Kiwanis membership should not be considered as proportional but rather as cross-sectional.

4. Reason for Joining

The following chart indicates the numbers and percentages of those answering and not answering the question in the various Completion Classes.

<u>Completion Class</u>	<u>Number Answering</u>	<u>% Number Answering</u>	<u>Number Not Answering</u>	<u>% Number Not Answering</u>
A	19	100.0%	-	- %
B	197	95.6	9	4.4
C	127	95.5	6	4.5
D	<u>5,775</u>	<u>95.9</u>	<u>245</u>	<u>4.1</u>
Total	6,118	95.9%	260	4.1%

The chart at the top of page 168 indicates the percentages of members giving various reasons for joining Kiwanis distributed according to Completion Class.

Except for clubs that have been in existence between 5 and 10 years the acquisition of friends becomes increasingly important as a reason for joining as the club becomes older. The rendering of service to the community is much more important as a reason for joining among members of very new clubs than among members of older clubs.

<u>Reason for Joining</u>	<u>Kiwanis International</u>	<u>Class A</u>	<u>Class B</u>	<u>Class C</u>	<u>Class D</u>
To acquire friends	31.9%	5.3%	24.9%	21.2%	32.9%
To develop personality	13.1	5.3	13.7	8.7	13.3
To render service	47.2	89.4	58.4	61.4	45.7
To make contacts	4.9	-	1.0	5.5	5.2
Other	<u>2.9</u>	<u>-</u>	<u>2.0</u>	<u>3.2</u>	<u>2.9</u>
Total	100.0%	100.0%	100.0%	100.0%	100.0%

In sponsoring new clubs the rendering of service to the community should be emphasized as a major reason for affiliation. In the addition of new members in older clubs the rendering of service to the community becomes less important and increased emphasis should be given to the acquisition of friends.

Among newer clubs the making of profitable business and professional contacts is of much less importance as a reason for joining than in older clubs.

5. Offices Held

The following chart indicates the numbers and percentages of those answering and not answering the question in each Completion Class.

<u>Completion Class</u>	<u>Number Answering</u>	<u>% Number Answering</u>	<u>Number Not Answering</u>	<u>% Number Not Answering</u>
A	15	79.0%	4	21.0%
B	159	77.2	47	22.8
C	103	77.4	30	22.6
D	<u>4,302</u>	<u>71.5</u>	<u>1,718</u>	<u>28.5</u>
Total	4,579	71.8%	1,799	28.2%

The following chart indicates the percentages of answering members in each Completion Class who hold or have held club offices and committee chairmanships.

	<u>Kiwanis International</u>	<u>Class A</u>	<u>Class B</u>	<u>Class C</u>	<u>Class D</u>
Club Offices and Chairmanships	97.9%	100.0%	89.9%	98.0%	98.1%
President	32.4	20.0	25.8	39.8	31.7
Vice-President	28.0	6.7	13.8	31.2	28.4
Secretary	9.3	6.7	8.2	17.5	8.7
Treasurer	6.4	-	4.4	6.8	6.4
Secretary-Treasurer	2.2	-	3.8	2.9	2.1
Director	64.6	66.7	53.5	73.8	64.2
Committee Chairman	81.4	66.7	67.9	77.7	82.2

With the exception of clubs that have been in existence for less than one year, the older the club the larger is the percentage of members who have held all types of club offices and committee chairmanships. Such a trend is logical since in older clubs more members have had an opportunity to become officers or committee chairmen. In very new clubs the membership is sometimes small, and an effort is usually made to give every member either committee or office responsibility.

The chart indicates that with the exception of clubs which have been in existence for over 10 years, the older the club the larger is the proportion of members who have held the office of president. In clubs over 10 years of age death has probably reduced the proportion of members who have been club president. Moreover old clubs are usually large clubs and the number of members who have been president is consequently a smaller proportion of the whole membership. A trend similar to that for president is evident for the offices of vice-president and secretary.

The older the club the larger is the proportion of members who have been committee chairmen.

Following is a chart which indicates the percentages of members in the various Completion Classes who hold or have held district offices and chairmanships.

	<u>Kiwanis International</u>	<u>Class A</u>	<u>Class B</u>	<u>Class C</u>	<u>Class D</u>
District Offices and Chairmanships	16.4%	20.0%	11.3%	15.5%	16.5%
Governor	1.5	-	-	-	1.5
Lieutenant Governor	7.0	13.3	6.3	9.7	6.8
Secretary	.8	-	.6	-	.9
Treasurer	.3	-	.6	-	.3
Secretary-Treasurer	.4	-	-	-	.4
Committee Chairman	10.8	13.3	-	7.8	10.8

Except for clubs that have been in existence for less than one year, the older the club the larger is the proportion of members who have held all types of district offices and chairmanships. That clubs which are less than one year old exhibit a higher proportion than older clubs in this regard is probably due to the small number of members of such clubs who answered the question as well as the method of selection of clubs for inclusion in the survey. Consequently, it is doubtful if the large percentage for Class A clubs can be considered as accurately representative of all such new clubs as a group.

The following chart presents the percentages of members in the various Completion Classes who hold or have held various International offices and chairmanships.

	<u>Kiwanis International</u>	<u>Class A</u>	<u>Class B</u>	<u>Class C</u>	<u>Class D</u>
International Offices and Chairmanships	1.0%	- %	- %	- %	1.1%
President	.1	-	-	-	.1
Vice-President	.1	-	-	-	.1
Treasurer	.4	-	-	-	.1
Trustee	.4	-	-	-	.4
Committee Chairman	.9	-	-	-	1.0

The chart readily indicates that as a general rule a club must have been in existence for at least 10 years before its members have the opportunity of becoming International officers or committee chairmen.

6. Hours Per Month Given to Kiwanis

The following chart indicates the numbers and percentages of members answering and not answering the question in each Completion Class.

<u>Completion Class</u>	<u>Number Answering</u>	<u>% Number Answering</u>	<u>Number Not Answering</u>	<u>% Number Not Answering</u>
A	18	94.7%	1	5.3%
B	189	91.7	17	8.3
C	125	94.0	8	6.0
D	<u>5,570</u>	<u>92.5</u>	<u>450</u>	<u>7.5</u>
Total	5,902	92.5%	476	7.5%

The following chart indicates the percentages of Kiwanians in each Completion Class reporting the devotion of various numbers of hours per month to Kiwanis meetings and activities.

<u>Hours Per Month</u>	<u>Kiwanis International</u>	<u>Class A</u>	<u>Class B</u>	<u>Class C</u>	<u>Class D</u>
1 through 4	11.0%	5.6%	4.8%	8.0%	11.5%
5 through 9	50.6	33.3	47.1	44.0	51.1
10 through 15	29.1	33.3	33.3	36.0	28.5
20 through 45	8.5	16.7	12.2	12.0	7.7
50 and over	<u>.8</u>	<u>11.1</u>	<u>2.6</u>	<u>-</u>	<u>1.2</u>
Total	100.0%	100.0%	100.0%	100.0%	100.0%

Except for clubs that have been in existence for less than one year the older the club the larger is the percentage of members who devote 1 through 4 hours per month to Kiwanis. An opposite trend is apparent for the proportions of members who devote 20 through 45 hours per month. Generally the chart indicates that the older the club the more time per month is devoted to Kiwanis by the members.

The following chart indicates the average numbers of hours per month devoted to Kiwanis meetings and activities by members in the various Completion Classes.

<u>Hours Per Month</u>	<u>Kiwanis International</u>	<u>Class A</u>	<u>Class B</u>	<u>Class C</u>	<u>Class D</u>
1 through 4	3.2	4.0	2.7	3.0	3.2
5 through 9	6.2	7.3	7.1	6.5	6.7
10 through 15	11.1	10.8	11.6	11.3	11.0
20 through 45	25.8	23.3	28.7	26.7	25.6
50 and over	<u>69.0</u>	<u>80.0</u>	<u>52.0</u>	<u>-</u>	<u>70.9</u>
Average Hours Per Month	9.7	19.1	12.2	10.4	9.8

The chart bears out the thought already expressed that the older the club the less time on the average is devoted to Kiwanis by the members. Clubs which have been in existence for less than one year exhibit the highest averages for the 1 through 4, 5 through 9, and 50 and over hour groups.

In very new clubs each member receives intensified training from the field representative and the sponsoring club. Consequently the members of such new clubs are probably better educated in their responsibilities than members of older clubs but lack the experience of older club members. To set their clubs into operation and to initiate their programs it is probable that members of very new clubs must devote more time to Kiwanis than members of older clubs. Members of older clubs, because of greater experience, can probably do as much or more in a shorter period than can the relatively inexperienced members of newer clubs.

7. Club Kiwanis Education Program

The following chart indicates the percentages of those in each Completion Class who answered or did not answer the question.

<u>Completion Class</u>	<u>Number Answering</u>	<u>% Number Answering</u>	<u>Number Not Answering</u>	<u>% Number Not Answering</u>
A	19	100.0%	-	- %
B	194	94.2	12	5.8
C	127	95.5	6	4.5
D	<u>5,809</u>	<u>96.5</u>	<u>211</u>	<u>3.5</u>
Total	6,149	96.4%	229	3.6%

The following chart indicates the percentages of those in each Completion Class who answered the question and who expressed favorable or unfavorable opinions concerning the Kiwanis education programs of their clubs.

	<u>Kiwanis International</u>	<u>Class A</u>	<u>Class B</u>	<u>Class C</u>	<u>Class D</u>
Favorable	76.8%	94.7%	77.3%	74.8%	77.6%
Unfavorable	<u>23.2</u>	<u>5.3</u>	<u>22.7</u>	<u>25.2</u>	<u>22.4</u>
Total	100.0%	100.0%	100.0%	100.0%	100.0%

No particular trends are evident in the chart. The fact that clubs that have been in existence for less than one year exhibit a considerably larger proportion of favorable members than do older clubs may be due to their more recent training in Kiwanis and the enthusiasm they possess for their work. Such members remain in training for some period after the completion of their clubs. Consequently, it is logical to expect that with the intensified education received they should express greater satisfaction than older clubs with their Kiwanis education programs.

The chart indicates that some need exists in clubs completed between 5 and 10 years ago for increased Kiwanis education. Such clubs exhibit the lowest percentage of all in regard to the satisfaction of members with their club education programs.

8. Reception Into Membership

The chart at the top of page 172 indicates the numbers and percentages of those answering and not answering the question in each Completion Class.

<u>Completion Class</u>	<u>Number Answering</u>	<u>% Number Answering</u>	<u>Number Not Answering</u>	<u>% Number Not Answering</u>
A	19	100.0%	-	- %
B	198	96.1	8	3.9
C	128	97.0	5	3.0
D	<u>5,841</u>	<u>97.0</u>	<u>179</u>	<u>3.0</u>
Total	6,186	97.0%	192	3.0%

The following chart indicates the percentages of those in each Completion Class who expressed satisfaction or dissatisfaction with their receptions into membership.

	<u>Kiwanis International</u>	<u>Class A</u>	<u>Class B</u>	<u>Class C</u>	<u>Class D</u>
Satisfied	94.4%	84.2%	97.0%	95.3%	94.4%
Dissatisfied	<u>5.6</u>	<u>15.8</u>	<u>3.0</u>	<u>4.7</u>	<u>5.6</u>
Total	100.0%	100.0%	100.0%	100.0%	100.0%

With the exception of clubs that have been in existence for less than one year satisfaction of members with their reception into membership appears to decrease as clubs become older. Among clubs that have been in existence for less than one year the term "reception into membership" actually refers to club charter presentations. Since such clubs exhibit the lowest proportion of satisfied members evidence exists that some adjustments could be made in club charter night programs.

9. Personal Attendance Percentages

The following chart indicates the numbers and percentages of those answering and not answering the question in each Completion Class.

<u>Completion Class</u>	<u>Number Answering</u>	<u>% Number Answering</u>	<u>Number Not Answering</u>	<u>% Number Not Answering</u>
A	19	100.0%	-	- %
B	190	92.2	16	7.8
C	123	92.5	10	7.5
D	<u>5,612</u>	<u>93.2</u>	<u>408</u>	<u>6.8</u>
Total	5,944	93.2%	434	6.8%

The following chart indicates the attendance percentages of answering members grouped in multiples of 20% and distributed according to Completion Class.

<u>% Attendance</u>	<u>Kiwanis International</u>	<u>Class A</u>	<u>Class B</u>	<u>Class C</u>	<u>Class D</u>
0 - 19	.5%	- %	- %	.8%	.5%
20 - 39	.9	-	-	.8	1.1
40 - 59	2.5	-	2.1	-	2.7
60 - 79	9.2	-	6.3	4.1	9.5
80 - 100	<u>86.9</u>	<u>100.0</u>	<u>91.6</u>	<u>94.3</u>	<u>86.2</u>
Total	100.0%	100.0%	100.0%	100.0%	100.0%

With the exception of clubs completed between 1 and 5 years ago the proportions of members reporting personal attendance percentages of over the required 60% since the first of the year decline as the club becomes older, and with the same exception the converse of this is true that the proportions of members reporting less than the 60% attendance increase as the club becomes older.

All answering members in clubs which have been in existence for less than one year report attendance percentages of between 80% and 100%.

The following chart compares the average attendance percentages of clubs in each Completion Class for the first three months of 1940.

	<u>Kiwanis International</u>	<u>Class A</u>	<u>Class B</u>	<u>Class C</u>	<u>Class D</u>
Average Attendance Percentages	79%	88%	79%	85%	79%

The chart indicates that with the exception of clubs that have been in existence between 1 and 5 years the older the club the lower is the average attendance of the club.

10. Other Clubs Visited

The following chart indicates the numbers and percentages of Kiwanians in each Completion Class answering and not answering the question.

<u>Completion Class</u>	<u>Number Answering</u>	<u>% Number Answering</u>	<u>Number Not Answering</u>	<u>% Number Not Answering</u>
A	19	100.0%	-	- %
B	198	96.1	8	3.9
C	128	96.2	5	3.8
D	<u>5,700</u>	<u>94.7</u>	<u>320</u>	<u>5.3</u>
Total	6,045	94.8%	333	5.2%

The following chart indicates the percentages of members in each Completion Class who have visited varying numbers of other clubs since January 1, 1940.

<u>Number of Other Clubs Visited</u>	<u>Kiwanis International</u>	<u>Class A</u>	<u>Class B</u>	<u>Class C</u>	<u>Class D</u>
0 or None	47.6%	15.8%	34.8%	36.7%	49.0%
1	20.1	26.2	26.3	19.5	19.8
2	14.3	21.0	16.2	14.1	13.9
3	7.5	15.8	7.6	14.8	7.1
4	3.8	5.3	4.0	3.1	3.7
5	2.0	5.3	6.1	1.6	1.9
6	1.3	-	.5	.8	1.3
7	.6	-	-	-	.7
8	.4	-	1.0	3.1	.4
9	.2	5.3	.5	1.6	.2
10	.5	-	.5	.8	.4
11 - 15	1.0	5.3	1.0	2.3	1.0
16 - 20	.3	-	1.0	.8	.2
21 and over	<u>.4</u>	<u>-</u>	<u>.5</u>	<u>.8</u>	<u>.4</u>
Total	100.0%	100.0%	100.0%	100.0%	100.0%

The older the club the larger is the proportion of members who have visited no other clubs since the first of the year, and conversely the older the club the smaller is the proportion of members who have visited one or more clubs this year.

The following chart indicates the average number of clubs visited by members in the various Completion Classes.

	<u>Kiwanis International</u>	<u>Class A</u>	<u>Class B</u>	<u>Class C</u>	<u>Class D</u>
Average Number of Clubs Visited	1.7	2.7	1.9	2.3	1.4

With the exception of clubs that have been in existence between 1 and 5 years, the newer the club the more visits are made to other clubs by members.

11. Kiwanis Demand on Time

The following chart indicates the numbers and percentages of members in each Completion Class who answered and did not answer the question.

<u>Completion Class</u>	<u>Number Answering</u>	<u>% Number Answering</u>	<u>Number Not Answering</u>	<u>% Number Not Answering</u>
A	19	100.0%	-	- %
B	204	99.0	2	1.0
C	132	99.2	1	.8
D	<u>5,831</u>	<u>96.9</u>	<u>189</u>	<u>3.1</u>
Total	6,186	97.0%	192	3.0%

The following chart indicates the percentages of members in each Completion Class who expressed opinions that Kiwanis does or does not make too great a demand upon their time.

<u>Demand on Time</u>	<u>Kiwanis International</u>	<u>Class A</u>	<u>Class B</u>	<u>Class C</u>	<u>Class D</u>
Too Great	3.5%	5.3%	3.4%	3.8%	3.6%
Not Too Great	<u>96.5</u>	<u>94.7</u>	<u>96.6</u>	<u>96.2</u>	<u>96.4</u>
Total	100.0%	100.0%	100.0%	100.0%	100.0%

Very little relationship exists between the attitude of members concerning demand upon their time and the length of time their clubs have been in existence. Regardless of the length of time clubs have been in existence, a majority of members feel that Kiwanis does not make too great a demand upon their time. That clubs which have been in existence for less than one year exhibit the highest percentage of members who feel that Kiwanis makes too great a demand upon their time can be discounted to some extent because of the relatively few members of such clubs included in the survey. It is doubtful whether the large percentage presented in the chart for Class A clubs adequately reflects the opinions of members of all such clubs.

12. Service on Committees

The following chart indicates the numbers and percentages of members answering and not answering the question distributed according to Completion Class.

<u>Completion Class</u>	<u>Number Answering</u>	<u>% Number Answering</u>	<u>Number Not Answering</u>	<u>% Number Not Answering</u>
A	19	100.0%	-	- %
B	205	99.5	1	.5
C	132	99.2	1	.8
D	<u>5,840</u>	<u>97.0</u>	<u>180</u>	<u>3.0</u>
Total	6,196	97.1%	182	2.9%

The following chart indicates the attitudes of members in the various Completion Classes toward committee work.

<u>Attitude Toward Committee Work</u>	<u>Kiwanis International</u>	<u>Class A</u>	<u>Class B</u>	<u>Class C</u>	<u>Class D</u>
As a duty	35.2%	42.1%	32.2%	34.1%	35.3%
As a privilege	61.1	52.6	63.4	62.9	60.9
Prefer to be excused	<u>3.7</u>	<u>5.3</u>	<u>4.4</u>	<u>3.0</u>	<u>3.8</u>
Total	100.0%	100.0%	100.0%	100.0%	100.0%

Except for clubs that have been in existence for less than one year, the proportion of members who consider committee work as a duty increases as the club becomes older. Conversely, and with the same exception, the proportions of members who consider committee work as a privilege is larger in newer clubs than in older ones.

Clubs which have been in existence for less than one year exhibit the highest percentage of members who would prefer to be excused from committee work.

Regardless of the length of time a club has been in existence no hesitancy need be felt concerning the assigning of committee responsibility to members.

13. Activities Participated in This Year

The following chart indicates the numbers and percentages of members answering and not answering the question in each Completion Class.

<u>Completion Class</u>	<u>Number Answering</u>	<u>% Number Answering</u>	<u>Number Not Answering</u>	<u>% Number Not Answering</u>
A	19	100.0%	-	- %
B	187	90.8	19	9.2
C	121	91.0	12	9.0
D	<u>5,378</u>	<u>89.3</u>	<u>642</u>	<u>10.7</u>
Total	5,705	90.5%	673	9.5%

The chart at the top of page 176 indicates the percentages of members in each Completion Class who have engaged in particular types of activities this year.

Type of Activity	Kiwanis International	Class A	Class B	Class C	Class D
Agriculture	5.5%	- %	5.9%	7.5%	5.5%
Attendance	8.5	10.5	9.1	9.9	8.4
Boys and Girls Work	11.3	21.1	12.4	11.6	11.2
Business Standards	2.4	-	1.1	2.5	2.5
Classification and Membership	5.2	5.3	5.9	4.2	5.2
Finance	5.1	5.3	5.4	5.0	5.0
House-Reception	5.7	10.5	4.3	5.0	5.8
Inter-Club Relations	7.5	5.3	7.5	9.2	7.5
Kiwanis Education	4.5	5.3	5.9	4.2	4.4
Music	4.6	5.3	3.8	4.2	4.7
Program	9.6	5.3	7.0	7.5	9.7
Public Affairs	6.2	10.5	4.3	8.3	6.2
Publicity	3.5	-	6.5	4.2	3.5
Social Activity	1.9	-	.5	.8	2.1
Under-Privileged					
Child Work	10.9	5.2	14.5	6.7	10.8
Vocational Guidance	5.2	5.2	5.4	7.5	5.1
Other	<u>2.4</u>	<u>5.2</u>	<u>.5</u>	<u>1.7</u>	<u>2.4</u>
Total	100.0%	100.0%	100.0%	100.0%	100.0%

The types of activities engaged in by members of clubs that have been in existence for less than one year reflect not only community and club needs but the recent training of the field representative and sponsoring club. This should be borne in mind in studying the chart.

Generally, the newer the club the larger is the proportion of members who have engaged in boys and girls work activities this year. Conversely, the older the club the larger is the proportion of members who have engaged in business standards.

The newer the club the smaller is the proportion of members who have engaged in club meeting programs, and, with the exception of clubs that have been in existence for less than one year, the newer the club the larger is the proportion of members who have engaged in publicity work.

The older the club the larger is the proportion of members who have engaged in club social activities.

Clubs that have been in existence for less than one year exhibit several exceptions to trends that seem to have some relationship to club age. As already stated such exceptions may be the result of emphasis upon particular activities by field representatives or by sponsoring clubs at the time the new clubs were in process of completion.

14. Attendance at and Reactions to the Leadership Training Program

The chart at the top of page 177 indicates the numbers and percentages of those answering and not answering the question in each of the Completion Classes.

<u>Completion Class</u>	<u>Number Answering</u>	<u>% Number Answering</u>	<u>Number Not Answering</u>	<u>% Number Not Answering</u>
A	19	100.0%	-	- %
B	197	95.6	9	4.4
C	130	97.7	3	2.3
D	<u>5,779</u>	<u>96.0</u>	<u>241</u>	<u>4.0</u>
Total	6,125	96.1%	253	3.9%

The following chart indicates the percentages of members in each Completion Class who have or have not attended one or more leadership training schools.

<u>Leadership Training School</u>	<u>Kiwanis International</u>	<u>Class A</u>	<u>Class B</u>	<u>Class C</u>	<u>Class D</u>
Attended	39.6%	26.3%	31.5%	47.7%	39.2%
Not Attended	<u>60.4</u>	<u>73.7</u>	<u>68.5</u>	<u>52.3</u>	<u>60.8</u>
Total	100.0%	100.0%	100.0%	100.0%	100.0%

With the exception of clubs that have been in existence for more than 10 years, the proportions of members who have attended one or more leadership training schools increase as the club becomes older. It will be recalled that the leadership training procedure was adopted and placed into effect in 1929 with the result that the officers and committee chairmen of all clubs completed since that date have had full opportunity to participate in the leadership training procedure. The clubs included in the first three Completion Classes have all been completed since 1929. Therefore it is logical to expect that the older the club the greater is the opportunity of the officers and chairmen to participate in the leadership training program.

Among clubs in Completion Class D which were completed over 10 years ago, there are undoubtedly many members who are former officers or committee chairmen but who have never had an opportunity to attend a leadership training school. This accounts in part at least for the fact that clubs in Class D are an exception to the general trend.

The following chart indicates the percentages of Kiwanians in each Completion Class who expressed favorable or unfavorable impressions of leadership training schools which they have attended.

<u>Impression of School Attended</u>	<u>Kiwanis International</u>	<u>Class A</u>	<u>Class B</u>	<u>Class C</u>	<u>Class D</u>
Favorable	92.3%	75.0%	96.5%	93.1%	92.4%
Unfavorable	<u>7.7</u>	<u>25.0</u>	<u>3.5</u>	<u>6.9</u>	<u>7.6</u>
Total	100.0%	100.0%	100.0%	100.0%	100.0%

With the exception of clubs that have been in existence for less than one year the proportions of members who expressed favorable reactions to the leadership training procedure decrease as the club becomes older. That clubs which have been in existence for less than one year exhibit the lowest proportion of favorable members indicates dissatisfaction with the leadership training

procedure on the part of members of such clubs. It is possible that the leadership training procedure does not supply members of such new clubs what they desire in the way of Kiwanis education and training. The members of new clubs are anxious to learn about Kiwanis and concerning particular activities which can be adapted to their club programs. The chart presents some evidence that their desire for information is not met as completely as it might be through the leadership training procedure.

15. Greatest Program Interest

The following chart presents the numbers and percentages of members answering and not answering the question distributed according to the various Completion Classes.

<u>Completion Class</u>	<u>Number Answering</u>	<u>% Number Answering</u>	<u>Number Not Answering</u>	<u>% Number Not Answering</u>
A	13	68.4%	6	31.6%
B	173	84.0	33	16.0
C	126	94.7	7	5.3
D	<u>5,019</u>	<u>83.4</u>	<u>1,001</u>	<u>16.6</u>
Total	5,331	83.6%	1,047	16.4%

The following chart indicates the percentages of members in each Completion Class who expressed various program phases as being of greatest interest to them.

<u>Greatest Program Interest</u>	<u>Kiwanis International</u>	<u>Class A</u>	<u>Class B</u>	<u>Class C</u>	<u>Class D</u>
Agriculture	1.9%	- %	2.3%	2.4%	1.9%
All Phases	7.1	7.7	7.5	5.6	7.2
Boys and Girls Work	14.0	15.4	9.8	19.7	14.0
Business Standards	.4	-	-	-	.4
Citizenship	1.8	7.7	.6	1.6	1.9
Club Luncheon, Meetings, Programs, etc.	16.2	7.7	14.6	10.3	16.6
Community Service	7.2	7.7	11.6	12.7	6.9
Fellowship	10.3	7.7	9.2	9.5	10.5
Inter-Club Relations	1.2	-	.6	3.2	1.1
Kiwanis Education	.5	-	1.7	.8	.4
Music	2.0	7.7	1.7	4.0	2.0
Personal Education	3.5	15.4	2.9	2.4	3.5
Public Affairs	4.0	7.7	2.9	.8	4.0
Social Activities	2.1	-	1.7	1.6	2.1
Under-Privileged Child	21.0	-	28.9	17.4	20.7
Vocational Guidance	3.5	-	2.3	2.4	3.4
Other	<u>3.3</u>	<u>15.3</u>	<u>1.7</u>	<u>5.6</u>	<u>3.4</u>
Total	100.0%	100.0%	100.0%	100.0%	100.0%

Only slight relationships appear to exist between the greatest program interests of members and the length of time their clubs have been in existence.

Apparently business standards as a greatest program interest appeal only to members of clubs that have been in existence for more than ten years.

With the exception of clubs that have been in existence for less than one year, the proportions of members who indicate citizenship as their greatest program interest steadily increase as the club becomes older. Very new clubs exhibit a much higher proportion of members reporting citizenship as a greatest program interest than older clubs.

Fellowship appears to grow in importance as a program interest as a club becomes older while, with the exception of very new clubs, Kiwanis education decreases in importance as clubs become older.

The proportion of members in very new clubs indicating personal education as their greatest program interest is much larger than similar proportions in older clubs.

Apparently members of clubs that have been in existence for less than one year do not count under-privileged child work as an important program interest although work with under-privileged children is first in importance among Class B and D clubs and is second in importance among Class C clubs.

Vocational guidance as a program interest gives evidence of increasing in importance as clubs become older.

16. Least Program Interest

The following chart indicates the numbers and percentages of members in each Completion Class who answered and did not answer the question.

<u>Completion Class</u>	<u>Number Answering</u>	<u>% Number Answering</u>	<u>Number Not Answering</u>	<u>% Number Not Answering</u>
A	8	42.1%	11	57.9%
B	96	46.6	110	53.4
C	79	59.4	54	40.6
D	<u>2,963</u>	<u>49.2</u>	<u>3,057</u>	<u>50.8</u>
Total	3,146	48.3%	3,232	51.7%

The chart at the top of page 180 expresses the least program interests of those in each Completion Class who answered the question.

The length of time a club has been in existence appears to have only slight bearing upon the least program interest of members.

Clubs that have been in existence for less than one year are much less interested in attendance than are members of older clubs.

Work with boys and girls and under-privileged children as well as money-raising activities appear to hold little interest for small proportions of members of clubs that have been in existence for over 10 years. Such activities are apparently of interest to all answering members of clubs less than 10 years old.

Except for Class A clubs business standards appear to be of less interest in new clubs than in old ones.

Members of very new clubs appear to be much less interested in club luncheons, meetings, etc. than members of older clubs.

<u>Least Program Interest</u>	<u>Kiwanis International</u>	<u>Class A</u>	<u>Class B</u>	<u>Class C</u>	<u>Class D</u>
Agriculture	5.4%	- %	7.3%	5.1%	5.4%
Attendance	1.5	12.5	1.0	-	1.6
Boys and Girls Work	.5	-	-	-	.5
Business Standards	4.8	-	6.3	6.3	4.6
Classification and Membership	.8	-	-	1.3	.7
Club Luncheon, Meetings, Programs, etc.	11.4	25.0	7.3	12.7	11.7
Inter-Club Relations	4.0	-	5.2	5.1	3.9
Kiwanis Education	.9	-	5.2	-	.6
Money-Raising Activities	1.8	-	-	-	2.0
Music	5.0	12.5	4.2	5.1	5.0
None	38.1	37.5	41.6	39.2	38.0
Public Affairs	2.3	-	4.2	2.5	2.3
Publicity	2.4	-	3.1	2.5	2.3
Rules and Regulations	8.2	-	5.2	7.5	8.3
Social Functions	8.0	12.5	6.3	2.5	8.3
Under-Privileged Child	.8	-	-	-	.8
Vocational Guidance	2.5	-	2.1	5.1	2.4
Other	<u>1.6</u>	<u>-</u>	<u>1.0</u>	<u>5.1</u>	<u>1.6</u>
Total	100.0%	100.0%	100.0%	100.0%	100.0%

With the exception of clubs that have been in existence for less than one year, inter-club relations is of less interest in new clubs than in older ones.

Music is of much less interest to members of very new clubs than to members of older clubs.

With the exception of clubs that have been in existence for less than one year, the proportions of members indicating that they have no least program interests, and who apparently are interested in all program phases, decrease as the club becomes older.

Excepting very new clubs, as a club becomes older the proportion of members indicating lack of interest in public affairs becomes smaller, and a similar trend is evident for publicity.

Generally, the rules and regulations of Kiwanis are of less interest in older clubs than in newer ones.

17. Primary Value of Club Meetings

The following chart indicates the numbers and percentages of members in each Completion Class who answered and did not answer the question.

<u>Completion Class</u>	<u>Number Answering</u>	<u>% Number Answering</u>	<u>Number Not Answering</u>	<u>% Number Not Answering</u>
A	19	100.0%	-	- %
B	196	95.1	10	4.9
C	126	94.7	7	5.3
D	<u>5,810</u>	<u>96.5</u>	<u>210</u>	<u>3.5</u>
Total	6,151	96.0%	227	4.0%

The following chart indicates the percentages of members in each Completion Class who reported various values derived from club meetings.

<u>Primary Value of Club Meetings</u>	<u>Kiwanis International</u>	<u>Class A</u>	<u>Class B</u>	<u>Class C</u>	<u>Class D</u>
Entertainment	4.1%	- %	5.1%	7.1%	4.1%
Educational In- formation	23.9	21.1	30.1	22.2	23.8
Fellowship	70.4	73.6	63.3	69.1	70.5
Attendance Credit	1.2	-	1.5	.8	1.2
Other	<u>.4</u>	<u>5.3</u>	<u>-</u>	<u>.8</u>	<u>.4</u>
Total	100.0%	100.0%	100.0%	100.0%	100.0%

The relationship between the length of time a club has been in existence and the reactions of members concerning the primary values derived from club meetings is slight.

With the exception of clubs that have been in existence for less than one year the proportions of members indicating fellowship as a primary value of club meetings becomes larger as the club becomes older.

Regardless of club age, meetings and programs should be planned in such a manner that emphasis is placed upon fellowship values while a lesser but important emphasis should be given to educational information.

18. More Time for Fellowship

The following chart indicates the numbers and percentages of answering and not answering members in each Completion Class.

<u>Completion Class</u>	<u>Number Answering</u>	<u>% Number Answering</u>	<u>Number Not Answering</u>	<u>% Number Not Answering</u>
A	19	100.0%	-	- %
B	186	90.3	20	9.7
C	130	97.7	3	2.3
D	<u>5,453</u>	<u>90.6</u>	<u>567</u>	<u>9.4</u>
Total	5,788	90.7%	590	9.3%

The following chart expresses the reactions of members concerning their willingness to devote more time to Kiwanis for fellowship purposes.

<u>More Time for Fellowship</u>	<u>Kiwanis International</u>	<u>Class A</u>	<u>Class B</u>	<u>Class C</u>	<u>Class D</u>
Willing to Give	62.0%	57.9%	62.9%	63.1%	61.3%
Unwilling to Give	<u>38.0</u>	<u>42.1</u>	<u>37.1</u>	<u>36.9</u>	<u>38.2</u>
Total	100.0%	100.0%	100.0%	100.0%	100.0%

With the exception of clubs that have been in existence for over 10 years, the proportions of members willing to devote more time to Kiwanis for fellowship purposes increase as the club becomes older, and conversely the proportions of those not willing to devote additional time for fellowship decrease as the club becomes older.

Clubs that have been in existence for less than one year exhibit the highest percentage of members not willing to give more time to Kiwanis for fellowship purposes.

Regardless of their age, most clubs could expand their fellowship programs somewhat before members would feel overburdened from the point of view of time.

19. More Time for Service

The following chart indicates the numbers and percentages of those answering and not answering the question distributed according to Completion Class.

<u>Completion Class</u>	<u>Number Answering</u>	<u>% Number Answering</u>	<u>Number Not Answering</u>	<u>% Number Not Answering</u>
A	18	94.7%	1	5.3%
B	176	85.4	30	14.6
C	123	92.5	10	7.5
D	<u>5,164</u>	<u>85.8</u>	<u>856</u>	<u>14.2</u>
Total	5,481	85.9%	897	14.1%

The following chart indicates the willingness of members of clubs in the various Completion Classes to devote more time to Kiwanis provided greater opportunities for helpful service to the purposes of the organization were offered.

<u>More Time for Service</u>	<u>Kiwanis International</u>	<u>Class A</u>	<u>Class B</u>	<u>Class C</u>	<u>Class D</u>
Willing to Give	68.8%	83.3%	67.0%	74.8%	68.6%
Unwilling to Give	<u>31.2</u>	<u>16.7</u>	<u>33.0</u>	<u>25.2</u>	<u>31.4</u>
Total	100.0%	100.0%	100.0%	100.0%	100.0%

With the exception of clubs completed between 1 and 5 years ago, the proportions of members willing to devote more time for service purposes decrease as the club becomes older. New clubs exhibit a much higher proportion of members willing to give more time for service than do older clubs.

20. Other Community Service Appeal

The following chart indicates the numbers and percentages of members in each Completion Class who answered and did not answer the question.

<u>Completion Class</u>	<u>Number Answering</u>	<u>% Number Answering</u>	<u>Number Not Answering</u>	<u>% Number Not Answering</u>
A	10	52.6%	9	47.4%
B	152	73.8	54	26.2
C	112	84.2	21	15.8
D	<u>4,415</u>	<u>73.3</u>	<u>1,605</u>	<u>26.7</u>
Total	4,689	73.5%	1,689	26.5%

The following chart indicates the percentages of those answering the question in each Completion Class grouped according to broad types of community service work other than Kiwanis which hold appeal for them.

<u>Other Community Service Appeal</u>	<u>Kiwanis International</u>	<u>Class A</u>	<u>Class B</u>	<u>Class C</u>	<u>Class D</u>
Agricultural	1.8%	- %	1.3%	2.7%	1.8%
Charitable	15.1	10.0	13.2	5.4	15.7
Civic Beautification	.5	-	2.0	.9	.5
Commercial	14.5	10.0	17.0	15.1	14.4
Educational	4.5	-	4.6	5.4	4.4
Fraternal	1.4	-	3.3	2.7	1.3
Health	2.9	-	2.0	1.8	2.9
Patriotic	8.9	30.0	6.6	7.1	8.8
Recreational	3.9	-	5.3	5.4	3.8
Religious	15.7	30.0	12.5	22.3	15.5
Safety	1.2	-	.7	.9	1.2
Youth	20.1	20.0	23.6	16.0	20.1
Other	1.3	-	2.0	2.7	1.3
All	2.4	-	-	.9	2.5
None	<u>5.8</u>	<u>-</u>	<u>5.9</u>	<u>10.7</u>	<u>5.8</u>
Total	100.0%	100.0%	100.0%	100.0%	100.0%

With the exception of clubs that have been in existence between 5 and 10 years, the proportions of members interested in outside charitable services increase as the club becomes older.

Excepting very new clubs the proportions of those interested in civic beautification as an outside community service become smaller as clubs become older.

Both commercial and fraternal services give evidence of decreasing in importance as clubs become older, with the exception of very new clubs.

Members of clubs that have been in existence for less than one year exhibit a much greater interest in patriotic services than do members of older clubs. However, with the exception of Class A clubs, as clubs become older a larger proportion of members express an interest in patriotic services.

Very new clubs exhibit the highest proportion of members interested in religious services, and, with the exception of clubs completed between 1 and 5 years ago, the percentages of those interested in religious services decline as clubs become older.

Safety services appear to increase in importance as the club becomes older.

Outside activities with youth give evidence of attracting almost the same interest regardless of club age, although members of clubs completed between 5 and 10 years ago exhibit considerably less interest than do members of other clubs.

The proportions of members indicating an interest in all types of community service outside of Kiwanis increase as the club becomes older.

21. Activities Requiring Increased Emphasis

The following chart indicates the numbers and percentages of members answering and not answering the question in each Completion Class.

<u>Completion Class</u>	<u>Number Answering</u>	<u>% Number Answering</u>	<u>Number Not Answering</u>	<u>% Number Not Answering</u>
A	11	57.9%	8	42.1%
B	142	68.9	64	31.1
C	103	77.4	30	22.6
D	<u>4,107</u>	<u>68.2</u>	<u>1,913</u>	<u>31.8</u>
Total	4,363	68.4%	2,015	31.6%

The following chart indicates the phases of the Kiwanis program which in the opinions of answering members in each Completion Class should receive increased emphasis.

<u>Activities Requiring Increased Emphasis</u>	<u>Kiwanis International</u>	<u>Class A</u>	<u>Class B</u>	<u>Class C</u>	<u>Class D</u>
Agriculture	3.6%	- %	4.2%	2.9%	3.5%
Attendance	1.6	-	2.8	1.9	1.5
Boys and Girls Work	13.9	18.2	12.0	18.3	14.0
Business Standards	1.5	-	2.8	3.9	1.3
Citizenship	8.4	27.2	11.3	7.8	8.2
Civic Improvement	3.9	-	.7	6.8	3.9
Club Program Improvement	2.5	-	1.4	1.9	2.7
Fellowship	4.8	9.1	1.4	3.9	5.1
Inter-Club Relations	2.2	-	2.8	4.9	2.2
Kiwanis Education	4.5	-	10.6	6.8	4.3
Membership Increase	.8	-	.7	1.9	.7
Music	.7	-	.7	1.0	.6
Public Affairs	11.1	18.2	7.7	11.7	11.2
Publicity	.8	-	1.4	-	.8
Social Activities	1.6	-	1.4	-	1.6
Support of Churches in Their Spiritual Aims	1.7	-	1.4	1.0	1.7
Under-Privileged Child Work	15.0	9.1	16.3	11.7	15.1
Vocational Guidance	7.9	9.1	9.9	4.9	7.8
All	3.0	-	2.1	1.9	3.1
None	8.3	9.1	5.6	6.8	8.5
Other	<u>2.2</u>	<u>-</u>	<u>2.8</u>	<u>-</u>	<u>2.2</u>
Total	100.0%	100.0%	100.0%	100.0%	100.0%

Excepting clubs that have been in existence for less than one year, attendance requires more emphasis in new clubs than in older ones.

Citizenship requires increased emphasis in the minds of a large proportion of members of very new clubs, and with the exception of clubs that have been in existence between 5 and 10 years, the proportions of members who feel that citizenship should have additional emphasis appear to decline as the club becomes older.

Club program improvement gives evidence of requiring additional emphasis as the club becomes older and with the exception of clubs less than one year old, the same trend exists for fellowship.

Kiwanis education should receive more emphasis in new clubs than in old ones, with the exception of very new clubs.

The proportions of those indicating that no Kiwanis activities should receive added emphasis increase as clubs become older, with the exception of very new clubs which exhibit the highest proportion of all.

22. Greatest Need of Club

The following chart presents the numbers and percentages of answering and not answering members in each Completion Class.

<u>Completion Class</u>	<u>Number Answering</u>	<u>% Number Answering</u>	<u>Number Not Answering</u>	<u>% Number Not Answering</u>
A	17	89.5%	2	10.5%
B	135	65.5	71	34.5
C	98	73.7	35	26.3
D	<u>3,807</u>	<u>63.2</u>	<u>2,213</u>	<u>36.8</u>
Total	4,057	63.6%	2,321	36.4%

The chart at the top of page 186 indicates the percentages of members in each Completion Class who expressed various needs existing in their clubs.

With the exception of very new clubs, committee activity appears to be a greater need of new clubs than of old ones.

Enthusiasm gives evidence of being a greater need of new clubs than of old ones with the exception of clubs completed between 1 and 5 years ago.

Very new clubs exhibit the greatest need of all for increased financial strength. With the exception of clubs that have been in existence between 5 and 10 years, financial strength declines in importance as a need as clubs become older. It will be recalled that clubs completed between 5 and 10 years ago were built during the worst part of the depression period which may account for the greater importance of improved financial strength among them.

Excepting clubs completed within the past year, Kiwanis interest is a more important need in new clubs than in old ones.

Good leadership is a greater need of old clubs than of new ones.

Lack of a local objective gives evidence of being a more important need of new clubs than of older ones, with the exception of clubs completed over 10 years ago, and an identical trend is evidenced for membership participation.

Music increases in importance as a need as the club becomes older.

The need of younger members is greater in old clubs than in new ones.

<u>Greatest Need of Club</u>	<u>Kiwanis International</u>	<u>Class A</u>	<u>Class B</u>	<u>Class C</u>	<u>Class D</u>
Agriculture	.5%	- %	- %	1.0%	.5%
Attendance	6.5	-	8.9	4.1	6.3
Better Meals and Meeting Places	1.5	-	.7	4.1	1.5
Boys and Girls Work	.8	-	.7	3.1	.8
Citizenship	.7	-	.7	1.0	.7
Committee Activity	4.8	-	8.9	5.1	4.7
Enthusiasm	2.7	11.8	-	3.1	2.6
Fellowship	9.4	17.6	4.5	2.0	10.0
Financial Strength	3.8	23.4	5.2	9.2	3.6
Inter-Club Relations	1.2	-	1.5	-	1.1
Kiwanis Education	6.3	5.9	8.2	11.2	5.9
Kiwanis Interest	4.4	-	5.9	5.1	4.3
Leadership	4.2	-	3.7	4.1	4.3
Local Objective	4.6	5.9	3.7	2.0	4.6
Membership Participation	9.5	11.8	7.4	7.1	9.8
More Members	7.7	5.9	14.1	13.4	7.1
Music	1.3	-	.7	1.0	1.3
Programs	6.4	-	5.9	5.1	6.7
Public Affairs	2.3	5.9	1.5	1.0	2.3
Under-Privileged Child Work	1.7	-	1.5	1.0	1.8
Younger Members	2.3	-	-	1.0	2.3
None	14.2	11.8	10.4	10.2	14.9
Other	<u>3.2</u>	<u>-</u>	<u>5.9</u>	<u>5.1</u>	<u>2.9</u>
Total	100.0%	100.0%	100.0%	100.0%	100.0%

23. Weaknesses of Clubs

The following chart indicates the numbers and percentages of members in each Completion Class answering and not answering the question.

<u>Completion Class</u>	<u>Number Answering</u>	<u>% Number Answering</u>	<u>Number Not Answering</u>	<u>% Number Not Answering</u>
A	14	73.7%	5	26.3%
B	110	53.4	96	46.6
C	85	63.9	48	36.1
D	<u>3,357</u>	<u>55.8</u>	<u>2,663</u>	<u>44.2</u>
Total	3,566	55.9%	2,812	44.1%

The chart at the top of page 187 expresses club weaknesses as reported by answering members in each Completion Class.

<u>Weakness of Club</u>	<u>Kiwanis International</u>	<u>Class A</u>	<u>Class B</u>	<u>Class C</u>	<u>Class D</u>
Attendance, Low	7.9%	- %	10.9%	5.9%	7.5%
Attendance, Over-Emphasis	.5	7.1	-	-	.6
Committee Inactivity	5.5	7.1	12.7	10.5	5.0
Cooperation, Lack of	.7	7.1	11.7	-	.7
Enthusiasm, Lack of	.9	-	-	1.2	1.0
Fellowship, Lack of	6.1	14.3	6.4	5.9	6.3
Inadequate Finances	1.8	-	.9	3.5	1.7
Inter-club Relations	.9	-	1.8	3.5	.8
Interest, Lack of	4.6	7.2	2.7	3.5	4.2
Interest, Selfish	2.0	-	1.8	1.2	2.0
Kiwanis Education	6.7	7.1	10.9	8.2	6.4
Leadership	3.3	-	4.6	4.7	3.3
Local Objective,					
Lack of	2.2	-	-	1.2	2.3
Meeting Procedure	4.6	7.2	4.6	4.7	4.8
Members, Inactive	8.4	7.2	4.6	2.4	8.6
Members, Insufficient	1.2	-	2.7	5.9	.8
Members, Old	1.2	-	-	1.2	1.2
Membership, Too Large	1.8	-	-	-	2.1
Membership, Unrepre-					
sentative	1.6	-	-	4.7	1.7
Music	1.2	-	.9	-	1.3
Personal Grievance	1.1	-	.9	1.2	1.1
Programs	3.3	-	.9	2.4	3.5
Service Opportunity,					
Not Given	1.7	-	.9	2.4	1.8
Social Activities	1.1	-	.9	-	1.1
Other	4.4	14.3	3.6	7.0	4.3
None	<u>25.3</u>	<u>21.4</u>	<u>27.3</u>	<u>18.8</u>	<u>25.9</u>
Total	100.0%	100.0%	100.0%	100.0%	100.0%

With the exception of clubs that have been in existence for less than one year committee inactivity appears to be a greater weakness of new clubs than of old ones.

Lack of interest gives evidence of increasing in importance as a weakness as clubs become older, with the exception of very new clubs in which it is the most important of all.

The lack of a local objective appears to be a greater weakness of old clubs than of new ones.

Club meeting programs are a greater weakness of old clubs than of new ones.

Clubs in Class A which have been in existence for less than one year exhibit several interesting exceptions to general trends and in a few instances appear to possess weaknesses similar to those of the oldest clubs. Similarity occurs for weaknesses such as over-emphasis of attendance and lack of cooperation. Although no particular trends are indicated for lack of fellowship, in very new clubs this is an important weakness. Low attendance does not appear to be a weakness of very new clubs although it is a somewhat important weakness of older clubs.

24. Improvement of International Organization

The following chart indicates the numbers and percentages of members answering and not answering the question in each Completion Class.

<u>Completion Class</u>	<u>Number Answering</u>	<u>% Number Answering</u>	<u>Number Not Answering</u>	<u>% Number Not Answering</u>
A	11	57.9%	8	42.1%
B	83	40.3	123	59.7
C	73	54.9	60	45.1
D	<u>2,470</u>	<u>41.0</u>	<u>3,550</u>	<u>59.0</u>
Total	2,637	41.3%	3,741	58.7%

The following chart indicates the various types of improvements in the International organization suggested by clubs in each Completion Class.

<u>Improvement Suggested</u>	<u>Kiwanis International</u>	<u>Class A</u>	<u>Class B</u>	<u>Class C</u>	<u>Class D</u>
Americanism	.9%	- %	- %	1.4%	.9%
Attendance Regulation	.9	9.1	1.2	-	.9
Boys and Girls Work	.1	-	-	-	.2
Closer Club Contacts	6.7	-	10.9	6.8	6.6
Committees	.2	-	1.2	1.4	.2
Conventions	2.2	-	4.8	1.4	2.3
District Functioning	.2	-	-	-	.2
Extension	1.2	-	2.4	1.4	.9
Financial	2.9	-	1.2	6.8	2.7
International Relations	1.6	-	2.4	-	1.6
International Year	.2	-	-	-	.2
Kiwanis Education	1.6	-	1.2	5.5	1.4
Kiwanis Magazine	1.5	-	2.4	1.4	1.5
Leadership Training	.6	-	-	-	.7
Literature	2.3	-	2.4	1.4	2.3
Membership Increase	.2	-	-	-	.3
More Democracy	.5	-	-	-	.6
Objectives and Activities	1.2	-	-	-	1.2
Organization	3.6	-	1.2	1.4	3.8
Personal Grievance	1.0	-	-	-	1.2
Procedure	2.2	9.1	-	1.4	2.3
Publicity	.5	-	-	-	.5
Public Affairs	.4	9.1	-	-	.4
Support of Churches in Their Spiritual Aims	.4	9.1	-	-	.3
Unfamiliar with International	5.4	9.1	7.2	6.8	5.6
Unqualified to Answer	.8	-	-	-	.4
Other	1.8	-	1.2	2.7	1.7
None	<u>58.9</u>	<u>54.5</u>	<u>60.3</u>	<u>60.2</u>	<u>59.1</u>
Total	100.0%	100.0%	100.0%	100.0%	100.0%

Excepting clubs less than one year old suggestions regarding closer club contacts appear with greater frequency among new clubs than among old ones, and the same general trend is evidenced for suggestions concerning extension.

The frequency of suggestions concerning the organizational set-up of Kiwanis International appears to increase as clubs become older.

The proportions of members answering the question who indicated that they are unfamiliar with the International organization become smaller as clubs become older, indicating that as time goes on members become better acquainted with the International organization.

25. Greatest Personal Satisfaction

The following chart indicates the numbers and percentages of members in each Completion Class who answered or did not answer the question.

<u>Completion Class</u>	<u>Number Answering</u>	<u>% Number Answering</u>	<u>Number Not Answering</u>	<u>% Number Not Answering</u>
A	12	63.2%	7	36.8%
B	139	67.5	67	32.5
C	110	82.7	23	17.3
D	<u>4,004</u>	<u>66.5</u>	<u>2,016</u>	<u>33.5</u>
Total	4,265	66.9%	2,113	33.1%

The following chart indicates the percentages of answering members in each Completion Class grouped according to the general phases of Kiwanis activities which give them the greatest personal satisfaction.

<u>Activities</u>	<u>Kiwanis International</u>	<u>Class A</u>	<u>Class B</u>	<u>Class C</u>	<u>Class D</u>
<u>Giving Satisfaction</u>					
Agriculture	1.2%	- %	- %	1.8%	1.2%
Boys and Girls Work	12.4	8.3	12.9	15.5	12.5
Charity	.3	-	.7	-	.3
Committee Activity	2.9	-	2.9	6.4	2.8
Fellowship	18.3	25.0	11.5	23.7	18.3
Inter-Club Relations	1.9	-	4.3	6.4	1.8
Music	1.7	-	2.2	1.8	1.7
Personal Education	1.4	-	2.2	1.8	1.4
Public Affairs	4.6	16.7	2.2	3.6	4.4
Publicity	.2	-	2.2	-	.1
Safety	.5	-	-	-	.5
Service to Others	4.8	16.7	2.2	2.7	4.9
Social	1.3	-	.7	.9	1.3
Sports	1.2	-	-	-	1.3
Under-Privileged Child					
Work	22.5	-	34.5	14.5	22.5
Vocational Guidance	2.1	-	.7	.9	2.1
Weekly Luncheon					
Meetings	11.8	-	9.3	12.7	12.0
All	7.0	25.0	6.5	5.5	7.0
None	1.1	-	1.4	-	1.2
Other	<u>2.8</u>	<u>8.3</u>	<u>3.6</u>	<u>1.8</u>	<u>2.7</u>
Total	100.0%	100.0%	100.0%	100.0%	100.0%

Except in clubs which have been in existence for 10 or more years the proportions of members indicating boys and girls work as the activity giving them greatest personal satisfaction increase as clubs become older.

With the exception of very new clubs, music appears to decline in importance as an activity giving satisfaction as clubs become older, and the same trend is evident for personal education.

Social activities appear to increase in importance as clubs become older, and the same general trend occurs for vocational guidance.

Study of the chart indicates that very new clubs differ in several respects from older clubs. New clubs, for example, contribute the highest proportion of all for fellowship, public affairs, and service to others. Also, one-fourth of the members in Class A clubs who answered the question indicated that all types of Kiwanis activities give them personal satisfaction, and this proportion is several times greater than similar proportions for clubs in other Completion Classes.

26. Descent

The following chart indicates the numbers and percentages of members answering and not answering the question distributed according to Completion Class.

<u>Completion Class</u>	<u>Number Answering</u>	<u>% Number Answering</u>	<u>Number Not Answering</u>	<u>% Number Not Answering</u>
A	19	100.0%	-	- %
B	204	99.0	2	1.0
C	132	99.2	1	.8
D	<u>5,840</u>	<u>97.0</u>	<u>180</u>	<u>3.0</u>
Total	6,195	97.1%	183	2.9%

The following chart illustrates the nativity and parentage of answering members in each Completion Class.

<u>Nativity and Parentage Groups</u>	<u>Kiwanis International</u>	<u>Class A</u>	<u>Class B</u>	<u>Class C</u>	<u>Class D</u>
Native Born -					
Native Born Parents	78.4%	57.9%	83.8%	78.1%	78.3%
Native Born -					
Mixed Parents	7.7	10.5	6.4	9.8	7.6
Native Born -					
Foreign Born Parents	8.9	10.5	6.4	9.8	9.0
Foreign Born	<u>5.0</u>	<u>21.1</u>	<u>3.4</u>	<u>2.3</u>	<u>5.1</u>
Total	100.0%	100.0%	100.0%	100.0%	100.0%

Regardless of the length of time their clubs have been in existence a preponderance of all Kiwanians are native born with those native born of native born parents being in the majority.

No particular relationships are evident between the nativity and parentage of Kiwanians and the age of their clubs. However, very new clubs, represented by the figures for Completion Class A, exhibit several interesting

differences in respect to older clubs. Class A clubs possess the lowest proportion of native members with native born parents and the highest proportions for the other nativity and parentage groups indicated in the chart.

It would appear that clubs being built at the present time include more members who are foreign born or native born of foreign born and mixed parents than do older clubs. This cannot be stated positively, however, because of the relatively few members of new clubs who answered the question.

27. District Convention Attendance

The following chart indicates the numbers and percentages of members in each Completion Class who answered or did not answer the question.

<u>Completion Class</u>	<u>Number Answering</u>	<u>% Number Answering</u>	<u>Number Not Answering</u>	<u>% Number Not Answering</u>
A	19	100.0%	-	- %
B	196	95.1	10	4.9
C	126	94.7	7	5.3
D	<u>5,706</u>	<u>94.8</u>	<u>314</u>	<u>5.2</u>
Total	6,047	94.8%	331	5.2%

The following chart indicates the percentages of members who have attended various numbers of district conventions.

<u>District Conventions Attended</u>	<u>Kiwanis International</u>	<u>Class A</u>	<u>Class B</u>	<u>Class C</u>	<u>Class D</u>
1	18.7%	15.8%	24.5%	22.2%	18.5%
2	13.7	5.3	14.8	11.9	13.5
3	7.9	5.3	6.6	7.9	8.0
4	5.0	-	1.0	4.8	5.2
5	3.2	-	-	.8	3.4
6	2.5	-	.5	4.8	2.4
7	.7	-	-	-	.8
8	1.3	-	.5	-	1.3
9	.4	-	-	-	.4
10	1.4	-	-	.8	1.5
11	.4	-	.5	-	.4
12	.6	-	-	-	.7
13	.1	-	-	-	.1
14	.3	-	-	-	.3
15	.3	-	-	-	.4
16 or more	.5	-	-	.8	.5
Indefinite	1.7	-	-	.8	1.7
0 or none	<u>41.3</u>	<u>73.6</u>	<u>51.6</u>	<u>45.2</u>	<u>40.9</u>
Total	100.0%	100.0%	100.0%	100.0%	100.0%

As might be expected, the older the club the larger are the proportions of members who have attended one or more district conventions. This is probably due to the greater opportunity enjoyed by members of older clubs to attend conventions.

The following chart indicates the average numbers of district conventions attended by answering members in the various Completion Classes.

	<u>Kiwanis International</u>	<u>Class A</u>	<u>Class B</u>	<u>Class C</u>	<u>Class D</u>
Average District Conventions Attended	1.9	.4	.9	1.4	1.9

The chart supports the thought already expressed that the older the club the larger is the number of members who have attended district conventions. Also the chart indicates the degree of repeated attendance at district conventions by members of clubs that have been in existence for various lengths of time.

The following chart indicates the reactions of members attending district conventions and commenting upon them, distributed according to Completion Class.

<u>Reactions to District Conventions</u>	<u>Kiwanis International</u>	<u>Class A</u>	<u>Class B</u>	<u>Class C</u>	<u>Class D</u>
Favorable	91.4%	100.0%	94.1%	91.5%	91.4%
Unfavorable	<u>8.6</u>	<u>-</u>	<u>5.9</u>	<u>8.5</u>	<u>8.6</u>
Total	100.0%	100.0%	100.0%	100.0%	100.0%

The chart indicates clearly that the newer the club the larger is the proportion of members who received favorable impressions of district conventions attended.

The following chart indicates the reasons for non-attendance at district conventions given by members of clubs in the various Completion Classes.

<u>Reason for Non-Attendance</u>	<u>Kiwanis International</u>	<u>Class A</u>	<u>Class B</u>	<u>Class C</u>	<u>Class D</u>
Business Inter- ference	58.8%	25.0%	58.9%	60.5%	59.2%
Distance	1.3	-	2.9	-	1.4
Expense	4.3	-	4.4	7.0	4.1
Illness	.9	-	-	-	.9
Indifference	4.9	-	2.9	2.3	5.3
New Member	20.8	75.0	16.2	27.9	20.4
No Opportunity	8.1	-	13.2	2.3	7.8
Personal Grievance	<u>.9</u>	<u>-</u>	<u>1.5</u>	<u>-</u>	<u>.9</u>
Total	100.0%	100.0%	100.0%	100.0%	100.0%

The proportions expressed in the chart for Class A clubs cannot be considered as adequately representative since 75% of the members of such clubs indicated that they have not been members long enough to have attended a district convention while the remaining 25% gave business interference as the reason for non-attendance.

Not considering Class A clubs, business interference exhibits only slight differences between clubs as a reason for non-attendance.

Expense is a much more important reason for non-attendance in clubs completed between 5 and 10 years ago than among newer or older clubs.

"No Opportunity," which represents a misunderstanding that only official club delegates are supposed to attend district conventions, is an important reason for non-attendance among members of clubs completed between 1 and 5 years ago, and is of considerable importance in clubs completed over 10 years ago.

28. International Convention Attendance

The following chart indicates the numbers and percentages of members in each Completion Class answering or not answering the question.

<u>Completion Class</u>	<u>Number Answering</u>	<u>% Number Answering</u>	<u>Number Not Answering</u>	<u>% Number Not Answering</u>
A	19	100.0%	-	- %
B	190	92.2	16	7.8
C	123	92.5	10	7.5
D	<u>5,544</u>	<u>92.1</u>	<u>476</u>	<u>7.9</u>
Total	5,876	92.1%	502	7.9%

The following chart indicates the percentages of members who have attended various numbers of International conventions.

<u>International Conventions Attended</u>	<u>Kiwanis International</u>	<u>Class A</u>	<u>Class B</u>	<u>Class C</u>	<u>Class D</u>
1	15.7%	- %	7.4%	11.4%	16.2%
2	5.2	-	2.6	1.6	5.3
3	2.5	-	1.1	1.6	2.5
4	.9	-	-	.8	1.0
5	.8	-	-	.8	.7
6	.6	-	-	-	.6
7	.1	-	-	-	.2
8	.2	-	-	-	.2
9	.1	-	-	-	.1
10 or more	.4	-	-	-	.4
Indefinite	.2	-	-	.8	.2
0 or none	<u>73.3</u>	<u>100.0</u>	<u>88.9</u>	<u>83.0</u>	<u>72.6</u>
Total	100.0%	100.0%	100.0%	100.0%	100.0%

The proportions of members who have attended one or more International conventions steadily increase as the club becomes older. This is logical inasmuch as members of older clubs have had a greater opportunity to attend International conventions than have members of newer clubs.

The following chart indicates the average number of International conventions attended by answering members in the various Completion Classes.

	<u>Kiwanis International</u>	<u>Class A</u>	<u>Class B</u>	<u>Class C</u>	<u>Class D</u>
Average International Conventions Attended	.5	-	.2	.3	.5

As clubs become older the average number of International conventions attended becomes larger, bearing out the thought already expressed.

The following chart indicates the reactions of members to International conventions attended.

Reactions to International Conventions	Kiwanis International	Class A	Class B	Class C	Class D
Favorable	89.7%	- %	86.7%	75.0%	90.1%
Unfavorable	10.3	-	13.3	25.0	9.9
Total	100.0%	- %	100.0%	100.0%	100.0%

Clubs in Completion Class C which have been in existence between 5 and 10 years exhibit the lowest proportion of members expressing favorable impressions of International conventions.

With the exception of Class C clubs, some evidence appears that the older the club the more favorable are the impressions gained by members of International conventions.

The following chart indicates the reasons given by members in each Completion Class for non-attendance at International conventions.

Reason for Non-Attendance	Kiwanis International	Class A	Class B	Class C	Class D
Business Interference	48.7%	23.0%	45.6%	44.7%	49.4%
Distance	9.0	7.7	10.9	9.2	8.8
Expense	17.5	7.7	15.8	21.5	17.3
Illness	.4	-	2.0	-	.4
Indifference	3.2	-	-	1.5	3.5
New Member	13.0	30.8	15.8	16.9	12.6
No Opportunity	7.2	30.8	8.9	6.2	6.9
Personal Grievance	1.0	-	1.0	-	1.1
Total	100.0%	100.0%	100.0%	100.0%	100.0%

With the exception of Class C clubs, the proportions of members indicating business interference as a reason for non-attendance increase as the club becomes older.

Distance, as a reason for non-attendance, gives evidence of becoming less important as clubs become older, with the exception of very new clubs which exhibit the lowest proportion of all.

SUMMARY

ANALYSIS OF CLUBS ACCORDING TO LENGTH OF EXISTENCE

Within the limits discussed in the preceding analysis and based factually upon the findings of the survey, the following general interpretations are briefly presented:

1. Age of Members

a. Evidence exists that the personnel of very new clubs is almost exclusively drawn from among the younger business and professional men of the community.

b. The older the club the higher is the average age of the members.

2. Years of Membership

The length of time predominant membership groups in each Completion Class have been in Kiwanis is directly related to the length of time the club has been in existence. For example, the predominant group in clubs less than 1 year old has been in Kiwanis for 1 year; in clubs completed between 1 and 5 years ago, the predominant group has been in Kiwanis for 3 years, etc.

3. Classification

a. The length of time that a club has been in existence has only slight bearing upon the occupational pattern of its membership.

b. Very new clubs exhibit a higher proportion of members engaged in manufacturing and mechanical industries than do older clubs. That older clubs exhibit smaller proportions of such members may be due in part to a failure to appeal sufficiently to the interests of such members to hold them in membership.

c. Newer clubs have larger proportions of members engaged in public service occupations than have older clubs.

4. Reason for Joining

a. Except among clubs that have been in existence between 5 and 10 years the acquisition of friends becomes increasingly important as a reason for joining as clubs become older.

b. The rendering of service to the community is much more important as a reason for joining among members of very new clubs than among members of older clubs.

c. In sponsoring new clubs the rendering of service to the community should be emphasized as a major reason for affiliation.

d. In adding new members to old clubs the rendering of service to the community becomes of less importance as a reason for joining, while increased emphasis should be given to the acquisition of friends.

e. Among newer clubs the possibility of making profitable business and professional contacts is a much less important reason for joining than among older clubs.

5. Offices Held

a. With the exception of very new clubs, the older the club the larger is the proportion of members who have held all types of club offices and committee chairmanships. Such a trend is logical since in older clubs more members have had an opportunity to become officers or committee chairmen.

b. In very new clubs where the membership is sometimes small, an effort is usually made to give every member either committee or elective office responsibility. This undoubtedly accounts for the high proportion of the membership of very new clubs who have held all types of club offices and chairmanships.

c. With the exception of clubs that have been in existence for over 10 years, the older the club the larger are the proportions of members who have held the offices of president, vice-president and secretary. In clubs over 10 years of age the proportions of members who have held such offices have probably been reduced by death. Moreover old clubs are usually larger clubs and consequently the number of members who have held elective club offices is a smaller proportion of the whole membership.

d. The older the club the larger is the proportion of members who have been committee chairmen.

e. With the exception of clubs that have been in existence for less than one year, the older the club the larger is the proportion of members who have held all types of district offices and chairmanships.

f. As a general rule a club must have been in existence for at least 10 years before its members have the opportunity of becoming International officers or committee chairmen.

6. Hours Per Month Given to Kiwanis

a. The older the club the less is the average time per month devoted to Kiwanis by the members.

b. To set their programs into operation it is probable that members of very new clubs must necessarily devote more time to Kiwanis than members of older clubs. Because of their greater experience, members of older clubs can usually do as much or more in a shorter period than can the relatively inexperienced members of newer clubs.

7. Club Kiwanis Education Program

a. No particular relation exists between the length of time a club has been in existence and the satisfaction of its members regarding the club Kiwanis education program.

b. Very new clubs exhibit a considerably larger proportion of members satisfied with the club Kiwanis education program than do older clubs. This may be due to the more recent and intensive training in Kiwanis procedure given members of new clubs by field representatives and sponsoring clubs.

c. Clubs completed between 5 and 10 years ago exhibit the lowest proportion of all of members satisfied with their club Kiwanis education programs. This indicates a need in such clubs for improved and increased Kiwanis education.

8. Reception Into Membership

a. Generally the satisfaction of members with their reception into membership appears to decrease as clubs become older.

b. Some evidence exists that adjustments are needed in club charter night programs inasmuch as very new clubs exhibit the lowest proportion of members satisfied with their receptions into membership.

9. Personal Attendance Percentages

a. With the exception of clubs completed between 1 and 5 years ago, the proportions of members reporting personal attendance percentages of less than the required 60% increase as clubs become older.

b. Except in clubs that have been in existence between 1 and 5 years, the older the club the lower is the average attendance of the club.

10. Other Clubs Visited

a. The older the club the larger is the proportion of members who have visited no other clubs since the first of the year.

b. With the exception of clubs completed between 1 and 5 years ago the newer the club the more visits are made to other clubs on the average by members.

11. Kiwanis Demand on Time

a. Only slight relationships exist between the attitude of members concerning Kiwanis demands upon their time and the length of time their clubs have been in existence.

b. Regardless of the length of time their clubs have been in existence the majority of all members believe that Kiwanis does not make too great a demand on their time.

12. Service on Committees

a. Except for clubs that have been in existence for less than one year, the proportion of members who consider committee work as a duty increases as clubs become older.

b. Except in very new clubs the proportion of members who consider committee work as a privilege is larger in new clubs than in older ones.

c. Very new clubs exhibit the highest proportion of members who would prefer to be excused from committee work.

d. Regardless of the length of time a club has been in existence, no hesitancy need be felt concerning the assignment of committee responsibility to members.

13. Activities Participated in This Year

a. The types of activities engaged in by members of very new clubs reflect not only community and club needs but recent training received from the field representative and the sponsoring club.

b. Generally, the newer the club the larger is the proportion of members who have engaged in boys and girls work activities this year.

c. The older the club the larger is the proportion of members who have been engaged in business standards and club social activities.

d. The newer the club the smaller is the proportion of members who have engaged in club meeting programs.

e. With the exception of very new clubs, the newer the club the larger is the proportion of members who have engaged in publicity.

14. Attendance at and Reactions to the
Leadership Training Program

a. With the exception of clubs that have been in existence for more than 10 years, the proportions of members who have attended one or more leadership training schools increase as clubs become older.

b. The leadership training procedure was placed into effect in 1929. Consequently the officers and chairmen of all clubs completed since then have had full opportunity to participate in the leadership training program. Among clubs completed over 10 years ago there are undoubtedly many former club officers and chairmen who had never had an opportunity of attending a leadership training school. These thoughts support the trend expressed in (a).

c. Except in very new clubs, the proportions of members who expressed favorable reactions to the leadership training procedure decrease as clubs become older.

d. That members of very new clubs express the highest degree of dissatisfaction with the leadership training procedure, indicates some need for improved or special training for the officers and chairmen of such clubs.

15. Greatest Program Interest

a. As a greatest program interest business standards give evidence of appealing only to members of clubs that have been in existence over 10 years.

b. With the exception of very new clubs, the proportions of members who report citizenship as their greatest program interest steadily increase as clubs become older. Very new clubs exhibit a much larger proportion of members indicating citizenship as a greatest program interest than do older clubs.

c. Fellowship increases in importance as a program interest as clubs become older.

d. Excepting clubs completed within the past year, Kiwanis education increases in importance as clubs become older.

e. The proportion of members indicating personal education as their greatest program interest is much larger in very new clubs than in older ones.

f. Although work with under-privileged children is first in importance as a program interest among clubs completed between 1 and 10 years ago, such work apparently holds very little interest for members of clubs in existence less than one year.

g. Vocational guidance gives evidence of increasing in importance as a program interest as clubs become older.

16. Least Program Interest

a. Members of clubs that have been in existence for less than one year are much less interested in attendance than are members of older clubs.

b. Work with boys and girls and under-privileged children, as well as money raising activities, appears to be of interest to members of clubs completed within the past 10 years but of slight interest to small proportions of members in clubs over 10 years old.

c. Except for very new clubs business standards appear to be of less interest to members of new clubs than to members of old ones.

d. Members of very new clubs appear to be much less interested in club luncheons, meetings, etc. than members of older clubs.

e. With the exception of clubs that have been in existence for less than one year, inter-club relations are of less interest in new clubs than in older ones.

f. Music is of much less interest to members of very new clubs than to members of older clubs.

g. With the exception of clubs that have been in existence for less than one year, the proportions of members indicating that they have no least program interest, and who therefore are apparently interested in all program phases, decrease as clubs become older.

h. Excepting very new clubs, as clubs become older the proportion of members indicating lack of interest in public affairs becomes smaller, and a similar trend is evident for publicity.

i. Generally the rules and regulations of Kiwanis are of less interest to members of old clubs than to members of newer ones.

17. Primary Value of Club Meetings

a. With the exception of clubs that have been in existence for less than one year, the proportion of members indicating fellowship as a primary value of club meetings becomes larger as clubs become older.

b. Regardless of club age, meetings and programs should be planned in such a manner that major emphasis is placed upon fellowship values while a lesser but important emphasis should be given to educational information.

18. More Time for Fellowship

a. Excepting clubs that have been in existence for over 10 years, the proportions of members willing to devote more time to Kiwanis for fellowship purposes increase as clubs become older.

b. Clubs that have been in existence for less than one year exhibit the highest proportion of members not willing to give more time to Kiwanis for fellowship purposes.

c. Regardless of their age most clubs could expand their fellowship programs somewhat before members would feel overburdened from the point of view of time.

19. More Time for Service

a. Excepting clubs completed between 1 and 5 years ago, the proportions of members willing to devote more time for service purposes decrease as clubs become older.

b. Very new clubs exhibit a much greater proportion of members willing to give more time for service than do older clubs.

20. Other Community Service Appeal

a. With the exception of clubs that have been in existence between 5 and 10 years, the proportions of members interested in outside charitable services increase as clubs become older.

b. Excepting very new clubs, the proportions of those interested in civic beautification as an outside community service become smaller as clubs become older.

c. With the exception of very new clubs, both commercial and fraternal services give evidence of decreasing in importance as clubs become older.

d. Members of clubs that have been in existence for less than one year exhibit a much greater interest in patriotic services than do members of older clubs. With the exception of very new clubs, as clubs become older larger proportions of members express an interest in patriotic services.

e. Very new clubs have the highest proportion of members interested in religious services. With the exception of clubs completed between 1 and 5 years ago, the proportions of those interested in religious services decline as clubs become older.

f. Safety services appear to increase in importance as clubs become older.

g. Outside activities with youth give evidence of attracting considerable interest regardless of club age, although members of clubs completed between 5 and 10 years ago exhibit less interest than do members of other clubs.

h. The proportions of members indicating interest in all types of community service outside of Kiwanis increase as clubs become older.

21. Activities Requiring Increased Emphasis

a. Excepting clubs that have been in existence for less than one year, attendance requires greater emphasis in new clubs than in older ones.

b. In the minds of a large proportion of members of very new clubs citizenship requires increased emphasis. With the exception of clubs that have been in existence between 5 and 10 years, the proportions of members believing that citizenship should receive additional emphasis appear to decline as clubs become older.

c. Club program improvement gives evidence of requiring additional emphasis as clubs become older, and with the exception of very new clubs, the same general trend exists for fellowship.

d. With the exception of clubs completed within the past year, Kiwanis education should receive more emphasis in new clubs than in old ones.

e. The proportions of those who indicate that no Kiwanis activity should receive added emphasis increase as clubs become older, with the exception of very new clubs which exhibit the highest proportion of all.

22. Greatest Need of Club

a. Excepting very new clubs, committee activity appears to be a greater need of new clubs than of old ones.

b. Enthusiasm gives evidence of being a greater need of new clubs than of older ones, with the exception of clubs completed between 1 and 5 years ago.

c. Very new clubs exhibit the greatest need of all for increased financial strength. Excepting clubs that have been in existence between 5 and 10 years, increased financial strength declines in importance as a need as clubs become older.

d. With the exception of very new clubs, Kiwanis interest is a greater need of new clubs than of old ones.

e. Good leadership is a greater need of old clubs than of new ones.

f. Lack of a local objective gives evidence of being a more important need of new clubs than of older ones, with the exception of clubs completed over 10 years ago, and a similar trend is evidenced for greater membership participation.

g. Music increases in importance as a need as clubs become older.

23. Weaknesses of Clubs

a. Excepting clubs that have been in existence for less than one year, committee inactivity appears to be a greater weakness of new clubs than of old ones.

b. Lack of interest gives evidence of increasing in importance as a weakness as clubs become older, with the exception of very new clubs in which it is the most important of all.

c. Lack of a local objective and club meeting programs are greater weaknesses of old clubs than of new ones.

d. Clubs that have been in existence for less than one year exhibit several interesting exceptions to general trends and in several instances appear to possess weaknesses similar to those of the oldest clubs. Similarity occurs for weaknesses such as lack of cooperation and over-emphasis of attendance. Although no particular trends are noted for lack of fellowship, in very new clubs this is an important weakness. Low attendance does not appear to be a weakness of very new clubs although it is an important weakness of old clubs.

24. Improvement of International Organization

a. Excepting clubs less than one year old, suggestions concerning closer club contacts appear with greater frequency among new clubs than among old ones and the same general trend is evidenced for suggestions regarding extension.

b. The frequency of suggestions concerning the organizational set-up of Kiwanis International appears to increase as clubs become older.

c. Evidence exists that members of old clubs are better acquainted with the International organization than are members of new clubs.

25. Greatest Personal Satisfaction

a. Excepting clubs that have been in existence for 10 or more years, the proportions of members indicating boys and girls work as the activity giving them greatest personal satisfaction increase as clubs become older.

b. With the exception of very new clubs, both music and personal education appear to decline in importance as activities giving satisfaction as clubs become older.

c. As clubs become older both social activities and vocational guidance increase in importance as activities giving satisfaction.

26. Descent

a. Regardless of the length of time their clubs have been in existence most Kiwanians are native born with those native born of native born parents being in the majority.

b. Very new clubs exhibit the lowest proportion of native members with native born parents and the highest proportions of native born members with mixed or foreign born parents and of foreign born members.

c. Some evidence exists that clubs being built at the present time include larger proportions of members who are foreign born or native born of foreign born or mixed parents than do older clubs.

27. District Convention Attendance

a. As might be expected the older the club the larger are the proportions of members who have attended one or more district conventions. This is undoubtedly due to the greater opportunity enjoyed by members of older clubs to attend district conventions.

b. The older the club the larger is the average number of district conventions attended by members.

c. The newer the club the larger is the proportion of members who have received favorable impressions of district conventions attended.

d. Business interference, as a reason for non-attendance at district conventions, exhibits only slight differences between clubs that have been in existence for various lengths of time.

e. Expense is a much more important reason for non-attendance at conventions among members of clubs completed between 5 and 10 years ago than among members of newer or older clubs.

f. The misunderstanding that only official club delegates should attend district conventions is an important reason for non-attendance among members of clubs completed between 1 and 5 years ago and is of considerable importance in clubs completed over 10 years ago.

28. International Convention Attendance

a. The proportions of members who have attended one or more International conventions steadily increase as clubs become older.

b. As clubs become older the average number of International conventions attended becomes larger.

c. With the exception of clubs that have been in existence between 5 and 10 years, some evidence exists that the older the club the more favorable are the impressions gained of International conventions by attending members.

d. Excepting clubs completed between 5 and 10 years ago, the proportions of members indicating business interference as a reason for non-attendance increase as clubs become older.

e. Excepting very new clubs which exhibit the lowest proportion of all, distance, as a reason for non-attendance, gives evidence of becoming less important as clubs become older.

ANALYSIS OF CLUBS ACCORDING TO ATTENDANCE AVERAGES

Another variable which should have some effect upon the reactions of Kiwanians is the attendance average of their clubs. Attendance averages, however, are not as significant as the other variables presented in this report as high or low attendance usually is only a symptom or a result of other factors.

Five Attendance Classes have been established and all clubs in Kiwanis International and included in the survey have been distributed to them. A comparative distribution of clubs to the Attendance Classes and the response from each class are presented in the charts on the succeeding two pages.

Attendance Class A includes clubs whose average attendance percentages for the first three months of 1940 were less than 60%. Of the 16 surveyed clubs in this class, 6 meet bi-weekly. The other four Attendance Classes distribute surveyed clubs according to their average attendance percentages for the first quarter of 1940 by 10% groups from 60% to 100%.

The first chart indicates that 6 more clubs with attendance averages of less than 60% should have been included in the survey, etc. The second chart shows that the survey response was lowest from clubs in Attendance Class A. Probably in some cases officers cooperating in the survey distributed questionnaires to members of their clubs at a regular club meeting. Members who were absent may not in some cases have received questionnaires. Since the clubs in Attendance Class A exhibit the lowest attendance average, it is probably that fewer of their members were in attendance at the club meetings at which questionnaires were distributed, and consequently, fewer members of such clubs obtained questionnaires for completion and return.

1. Age of Members

The following chart compares the numbers and percentages of Kiwanians answering and not answering the question from the clubs in the five Attendance Classes.

<u>Attendance Class</u>	<u>Number Answering</u>	<u>% Number Answering</u>	<u>Number Not Answering</u>	<u>% Number Not Answering</u>
A	306	87.2%	45	12.8%
B	677	91.6	62	8.4
C	1,884	91.9	167	8.1
D	1,853	90.6	192	9.4
E	<u>1,107</u>	<u>92.9</u>	<u>85</u>	<u>7.1</u>
Total	5,827	91.4%	551	8.6%

The lowest percentage of answers came from clubs in Attendance Class A which includes clubs with less than 60% attendance. The highest percentage of answers came from clubs with the highest attendance percentage, those in Attendance Class E.

DISTRIBUTION OF ACTIVE CLUBS ACCORDING TO AVERAGE ATTENDANCE PERCENTAGES FOR THE FIRST QUARTER OF 1940

March 31, 1940

Attend- ance Class	Attendance Percentage	Clubs in Kiwanis International	Clubs In- cluded in Survey	% Clubs in Kiwanis International	% Clubs In- cluded in Survey	% Dif- ferential	% Differential Expressed in Number of Clubs
A	Less than 60%	142	15	6.8%	4.9%	-1.9%	-6
B	60% through 69%	269	33	13.1	10.9	-2.2	-7
C	70% through 79%	583	94	28.4	31.1	2.7	8
D	80% through 89%	666	97	32.4	32.0	-.4	-1
E	90% and above	395	64	19.3	21.1	1.8	6
Total		2,055	303	100.0%	100.0%	00.0%	00

Corrected attendance percentages as reported by club secretaries for January, February and March, 1940, were averaged as a basis for distribution of clubs to various attendance classes.

Three new clubs completed in March, 1940, submitted monthly reports for April as their first since completion. Their April attendance percentages were used to distribute them to the proper attendance classes.

March monthly reports had not been received from several clubs at the time this chart was prepared. The attendance percentages of such clubs for January and February were used to allocate them to the proper attendance classes.

When the chart was prepared both February and March monthly reports had not been received from a few clubs. Consequently their January attendance percentages were used to allocate them to the proper attendance classes.

No monthly reports had been received in 1940 from one club, making it necessary to allocate the club to its proper attendance class on the basis of its average attendance percentage during the first quarter of 1939.

Of the 142 clubs in Kiwanis International allocated to Attendance Class A, 39 meet bi-weekly, and of the 15 surveyed clubs allocated to Attendance Class A, 6 meet bi-weekly. The fact that a club meets bi-weekly approximately halves its attendance average.

RESPONSE FROM ACTIVE CLUBS IN VARIOUS ATTENDANCE CLASSES

March 31, 1940

Attendance Class	Attendance Percentage	Kiwanis International Clubs in Attendance Class	Clubs Included in Survey	% Clubs in Attendance Class Included in Survey	Questionnaires Sent	Questionnaires Returned	% Returned
A	Less than 60%	142	15	10.6%	1,536	351	22.9%
B	60% through 69%	269	33	12.3	2,964	739	24.9
C	70% through 79%	583	94	16.1	7,253	2,051	28.3
D	80% through 89%	666	97	14.6	6,206	2,045	33.0
E	90% and above	395	64	16.2	3,345	1,192	32.6
Total		2,055	303	14.7%	21,304	6,378	29.9%

The chart immediately following distributes the percentages of answering members in the various Attendance Classes according to five-year age groups and compares them with the corresponding percentages for Kiwanis International.

<u>Age Groups</u>	<u>Kiwanis International</u>	<u>Class A</u>	<u>Class B</u>	<u>Class C</u>	<u>Class D</u>	<u>Class E</u>
20 to 24 years	.7%	.7%	.7%	.5%	.8%	.8%
25 to 29 years	4.7	3.6	3.8	3.5	5.0	6.8
30 to 34 years	11.6	10.1	10.9	10.1	11.9	14.7
35 to 39 years	14.5	8.5	15.2	12.7	15.5	16.9
40 to 44 years	15.9	16.3	15.8	17.4	15.3	14.4
45 to 49 years	16.6	22.2	14.9	17.6	16.7	14.4
50 to 54 years	13.4	16.0	13.3	14.2	13.8	11.4
55 to 59 years	10.1	10.5	10.9	10.3	10.5	8.9
60 to 64 years	6.2	6.2	7.4	6.6	5.5	5.5
65 to 69 years	3.8	2.3	4.3	4.8	2.9	3.5
70 years and over	<u>2.5</u>	<u>3.6</u>	<u>2.8</u>	<u>2.3</u>	<u>2.1</u>	<u>2.7</u>
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Study of the chart indicates that Attendance Classes D and E, representing clubs with the highest attendance averages, have the largest proportions of members in the three age groups ranging from 25 through 39 years. Also with only one exception Attendance Class E generally has an equal or smaller percentage of members in all other age groups than Kiwanis International or the other Attendance Classes. Thus it can be stated with reasonable accuracy that younger members attend Kiwanis meetings more regularly than do older members. The reason for this is probably that younger men starting out in business in their communities have a greater need for contacts with other business men than do older members and contacts made through Kiwanis are more important to them than to older men.

Attendance Class A, which is composed of clubs with less than 60% attendance averages, possesses the highest percentage of members from 45 to 49 years of age whereas the percentages of members in Class A below 40 years of age is less than or equal to those for Kiwanis International and in most cases equal to or lower than the percentages for the other classes in similar age groups.

Generally speaking the chart indicates that Kiwanians possessing the highest attendance averages are those from 25 through 39 years of age and that Kiwanians with the lowest attendance averages are those from 40 to 49 years. Also it should be noted that clubs in Attendance Class A have a higher percentage of members 70 years of age and over than any other Attendance Class or Kiwanis International.

The following chart compares the average and median ages of clubs in the various Attendance Classes with each other and with Kiwanis International. Clubs in Attendance Class E, which includes clubs with the highest attendance averages, have the lowest average and median ages. Also the average ages of the first four Attendance Classes are one year higher than that for Kiwanis International.

	<u>Kiwanis International</u>	<u>Class A</u>	<u>Class B</u>	<u>Class C</u>	<u>Class D</u>	<u>Class E</u>
Average Age	46	47	47	47	47	45
Median Age	46	47	47	46	45	43

2. Years of Membership

The following chart indicates the numbers and percentages of Kiwanians answering and not answering the question in the various Attendance Classes.

<u>Attendance Class</u>	<u>Number Answering</u>	<u>% Number Answering</u>	<u>Number Not Answering</u>	<u>% Number Not Answering</u>
A	301	85.8%	50	14.2%
B	674	91.2	65	8.8
C	1,850	90.2	201	9.8
D	1,878	91.8	167	8.2
E	<u>1,085</u>	<u>91.0</u>	<u>107</u>	<u>9.0</u>
Total	5,788	90.8%	590	9.2%

The following chart indicates the percentages of Kiwanians in each Attendance Class who have been members of Kiwanis for various numbers of years.

<u>Years of Membership</u>	<u>Kiwanis International</u>	<u>Class A</u>	<u>Class B</u>	<u>Class C</u>	<u>Class D</u>	<u>Class E</u>
1	12.1%	11.0%	8.8%	12.1%	11.4%	15.2%
2	9.1	9.0	9.9	9.5	8.9	9.1
3	9.8	13.0	10.4	8.7	10.5	10.3
4	7.4	5.0	9.8	7.4	6.5	7.3
5	7.1	8.6	7.4	6.8	7.2	6.5
6	11.5	10.3	10.1	10.2	13.6	11.6
10	15.5	10.3	14.1	15.0	16.5	16.0
15	14.0	14.6	11.4	13.7	13.7	16.2
20	11.6	11.6	14.7	14.4	10.1	7.7
25	<u>1.9</u>	<u>6.6</u>	<u>3.4</u>	<u>2.2</u>	<u>1.6</u>	<u>.1</u>
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

The lower the attendance average of the club the greater is the proportion of members who have been in Kiwanis for 25 years. This would seem to indicate that Kiwanians who affiliated in the early days of the organization do not attend meetings as regularly as other members and that their non-attendance may be a rather important contributing factor to the low attendance records of their clubs. In all probability, however, a large proportion of members who have been in Kiwanis for 25 years have been accorded the privileged class of membership, and, consequently, are not subject to the attendance requirements.

No particular relationship appears to exist between the attendance average of a club and its rate of membership loss during the past five years. Clubs with the highest attendance percentages, however, exhibit the highest rate of loss while clubs in Attendance Class B with averages between 60% and 70% exhibit the lowest. The high rate of loss for clubs with the highest averages may be due to some extent to a more rigid enforcement of the attendance rules in such clubs and to the practice of deleting members for the sake of maintaining the club's high attendance average.

3. Classification

The chart at the top of page 209 indicates the numbers and percentages of members answering and not answering the question in each Attendance Class.

<u>Attendance Class</u>	<u>Number Answering</u>	<u>% Number Answering</u>	<u>Number Not Answering</u>	<u>% Number Not Answering</u>
A	284	80.9%	67	19.1%
B	637	86.1	102	13.9
C	1,740	84.8	311	15.2
D	1,819	88.9	226	11.1
E	<u>1,048</u>	<u>87.9</u>	<u>144</u>	<u>12.1</u>
Total	5,528	86.7%	850	13.3%

The following chart indicates the percentages of members in the various Attendance Classes distributed according to broad occupational divisions.

<u>Occupational Divisions</u>	<u>Kiwanis International</u>	<u>Class A</u>	<u>Class B</u>	<u>Class C</u>	<u>Class D</u>	<u>Class E</u>
Agriculture, Fishing and Forestry	1.5%	.8%	1.5%	1.1%	1.2%	3.1%
Domestic and Personal Service	2.1	2.3	3.3	2.1	2.2	1.5
Extraction of Minerals	.1	-	-	.2	-	-
Manufacturing and Mechanical Industries	13.4	18.0	13.8	14.5	14.1	10.2
Professional Service	34.7	29.3	32.9	32.8	36.2	37.3
Public Service (n.e.c.)	2.7	.4	1.8	3.1	2.4	3.2
Trade	41.0	43.3	40.8	40.9	40.5	41.1
Transportation and Communication	<u>4.5</u>	<u>5.9</u>	<u>5.9</u>	<u>5.3</u>	<u>3.4</u>	<u>3.6</u>
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

With the exception of Attendance Class C the proportions of members engaged in agriculture, fishing and forestry increase as club attendance averages increase, indicating that members in such classifications are good attenders at club meetings.

Except in Class B the proportions of members engaged in manufacturing and mechanical industries appear to decline as attendance averages increase. This seems to indicate that members engaged in manufacturing and mechanical industries do not attend meetings as frequently as do those in other classifications.

With only one small variation, the proportions of members engaged in professional service increase as attendance averages go up, and a similar trend is exhibited for members engaged in public service with the exception of Class D.

As occupational groups it would appear that members engaged in agriculture, fishing and forestry, professional service and public service are more frequent attenders than those engaged in manufacturing and mechanical industries and in transportation and communication.

4. Reason for Joining

The chart at the top of page 210 indicates the numbers and percentages of those answering and not answering the question in the various Attendance Classes.

<u>Attendance Class</u>	<u>Number Answering</u>	<u>% Number Answering</u>	<u>Number Not Answering</u>	<u>% Number Not Answering</u>
A	324	92.3%	27	7.7%
B	717	97.0	22	3.0
C	1,999	97.5	52	2.5
D	1,896	92.7	149	7.3
E	<u>1,182</u>	<u>99.2</u>	<u>10</u>	<u>.8</u>
Total	6,118	95.9%	260	4.1%

The following chart indicates the percentages of members giving various reasons for joining Kiwanis distributed according to Attendance Class.

<u>Reason for Joining</u>	<u>Kiwanis International</u>	<u>Class A</u>	<u>Class B</u>	<u>Class C</u>	<u>Class D</u>	<u>Class E</u>
To acquire friends	31.9%	36.4%	33.1%	34.5%	32.3%	27.3%
To develop personality	13.1	10.8	16.0	12.4	13.8	12.4
To render service	47.2	36.4	41.9	44.8	47.0	54.6
To make contacts	4.9	10.2	7.0	5.4	3.7	4.0
Other	<u>2.9</u>	<u>6.2</u>	<u>2.0</u>	<u>2.9</u>	<u>3.2</u>	<u>1.7</u>
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

With the exception of Class B the percentages of those who joined to acquire new friends increase as club attendance averages become lower, and the same trend is true of those who affiliated for the purpose of making profitable business and professional contacts.

On the other hand the proportions of those who joined Kiwanis to render service to their communities give evidence of increasing as the attendance average increases.

On the basis of the chart it would appear that members who joined Kiwanis to render service are the best attenders at club meetings while those who joined to acquire friends or to make profitable business contacts are more irregular in their attendance.

5. Offices Held

The following chart indicates the numbers and percentages of those answering and not answering the question in each Attendance Class.

<u>Attendance Class</u>	<u>Number Answering</u>	<u>% Number Answering</u>	<u>Number Not Answering</u>	<u>% Number Not Answering</u>
A	247	70.4%	104	29.6%
B	516	69.8	223	30.2
C	1,368	66.7	683	33.3
D	1,550	75.8	495	24.2
E	<u>898</u>	<u>75.4</u>	<u>294</u>	<u>24.6</u>
Total	4,579	71.8%	1,799	28.2%

The following chart indicates the percentages of answering members in each Attendance Class who hold or have held club offices and committee chairmanships.

	<u>Kiwanis International</u>	<u>Class A</u>	<u>Class B</u>	<u>Class C</u>	<u>Class D</u>	<u>Class E</u>
Club Offices and Chairmanships	97.9%	90.7%	99.2%	97.7%	97.3%	100.0%
President	32.4	23.9	31.0	30.8	31.5	35.4
Vice-President	28.0	23.5	25.6	29.6	26.3	30.5
Secretary	9.3	10.9	8.3	9.4	9.1	8.5
Treasurer	6.4	6.5	4.3	7.3	6.4	5.9
Secretary-Treasurer	2.2	.8	2.1	2.1	2.4	2.1
Director	64.6	55.1	61.0	65.6	63.5	67.0
Committee Chairman	81.4	76.9	80.2	80.4	80.8	86.6

No particular relationship appears to exist between the proportions of members who have held all types of club offices and committee chairmanships and the attendance averages of their clubs. Several relationships do exist, however, between club attendance averages and particular club offices or chairmanships held by members.

The membership of almost any Kiwanis club could probably be divided into two groups, one composed of those willing to assume active responsibility for club administration and activities and the other of those who are more interested in fellowship values. In all probability the first group is proportionately larger in clubs with high attendance averages than in clubs with low attendance averages. This thought is borne out by the chart which with a few exceptions indicates that the lower the attendance average of a club, the smaller is the proportion of members who have held the offices of president, vice-president, director and the position of committee chairman. Club elective offices and committee chairmanships are more frequently held by the same group of members in low attendance clubs than in high attendance clubs where responsibility is distributed among more members because a larger proportion of them is willing to accept such responsibility.

The following chart indicates the percentages of members in the various Attendance Classes who hold or have held district offices and chairmanships.

	<u>Kiwanis International</u>	<u>Class A</u>	<u>Class B</u>	<u>Class C</u>	<u>Class D</u>	<u>Class E</u>
District Offices and Chairmanships	16.4%	9.3%	15.7%	17.5%	17.6%	14.4%
Governor	1.5	.4	1.9	1.6	1.7	.7
Lieutenant Governor	7.0	2.4	7.0	7.0	7.0	7.6
Secretary	.8	.4	.8	1.1	1.0	.3
Treasurer	.3	-	.8	.1	.3	.2
Secretary-Treasurer	.4	-	.2	.8	.3	-
Committee Chairman	10.8	6.9	11.6	12.6	9.9	8.8

With the exception of clubs having the highest attendance percentages the proportion of members who have held all types of district offices and chairmanships steadily increases as the attendance averages increase. No particular relation-

ships appear to exist for individual offices and chairmanships with the exception of that of lieutenant governor in which the proportion of members holding the office increases as the club attendance average increases.

The following chart presents the percentages of members in the various Attendance Classes who hold or have held International offices and chairmanships.

	<u>Kiwanis International</u>	<u>Class A</u>	<u>Class B</u>	<u>Class C</u>	<u>Class D</u>	<u>Class E</u>
International Offices and Chairmanships	1.0%	.8%	1.7%	1.3%	1.0%	.1%
President	.1	.4	.4	.1	.1	-
Vice-President	.1	-	-	.1	.1	-
Treasurer	.4	-	.2	.1	-	-
Trustee	.4	.4	1.0	.6	.1	-
Committee Chairman	.9	.8	1.6	1.2	.9	.1

The chart indicates that with the exception of clubs having the lowest attendance averages, the proportion of members who have held all types and individual International offices and chairmanships appears to decrease as the attendance average goes up. The reason for this is probably that International leadership has largely been drawn from among the older and consequently the larger clubs. Among such clubs the attendance average is usually not as high as in other clubs.

6. Hours Per Month Given to Kiwanis

The following chart indicates the numbers and percentages of members answering and not answering the question in each Attendance Class.

<u>Attendance Class</u>	<u>Number Answering</u>	<u>% Number Answering</u>	<u>Number Not Answering</u>	<u>% Number Not Answering</u>
A	300	85.5%	51	14.5%
B	662	89.6	77	10.4
C	1,885	91.9	166	8.1
D	1,898	92.8	147	7.2
E	<u>1,157</u>	<u>97.1</u>	<u>35</u>	<u>2.9</u>
Total	5,902	92.5%	476	7.5%

The following chart indicates the percentages of Kiwanians in each Attendance Class reporting the devotion of various numbers of hours per month to Kiwanis meetings and activities.

<u>Hours Per Month</u>	<u>Kiwanis International</u>	<u>Class A</u>	<u>Class B</u>	<u>Class C</u>	<u>Class D</u>	<u>Class E</u>
1 through 4	11.0%	16.3%	13.5%	12.3%	9.7%	9.0%
5 through 9	50.6	42.3	53.8	49.9	50.8	52.6
10 through 15	29.1	28.3	26.3	28.8	29.5	29.3
20 through 45	8.5	10.4	5.6	7.6	8.7	8.0
50 and over	<u>.8</u>	<u>2.7</u>	<u>.8</u>	<u>1.4</u>	<u>1.3</u>	<u>1.1</u>
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

The chart shows that the lower the attendance average of the club the larger is the proportion of members giving 1 through 4 hours per month to Kiwanis meetings and activities. This is logical since in low attendance clubs it would be expected that the proportion of members not attending meetings regularly and therefore not participating fully in activities would be greater than in high attendance clubs.

Class A clubs exhibit the highest proportions of members devoting 20 through 45 hours and 50 and over hours per month, presenting evidence that small proportions of the memberships of such clubs (although such proportions are larger than in the other Attendance Classes) are carrying on a large part of the work of low-attendance clubs. In low attendance clubs a majority of the members appear to do little other than attend meetings, and some of them are very irregular in doing that.

The following chart indicates the average numbers of hours per month devoted to Kiwanis meetings and activities by members in the various Attendance Classes.

<u>Hours Per Month</u>	<u>Kiwanis International</u>	<u>Class A</u>	<u>Class B</u>	<u>Class C</u>	<u>Class D</u>	<u>Class E</u>
1 through 4	3.2	3.1	3.3	3.2	3.2	3.2
5 through 9	6.2	6.9	6.6	6.6	6.7	6.8
10 through 15	11.1	11.2	11.2	11.1	11.1	10.9
20 through 45	25.8	26.1	27.4	25.6	26.1	24.9
50 and over	<u>69.0</u>	<u>65.1</u>	<u>59.0</u>	<u>70.7</u>	<u>64.0</u>	<u>81.9</u>
Average Hours Per Month	9.7	11.0	9.0	9.8	10.1	10.0

Clubs with the lowest attendance percentages exhibit the highest average hours per month devoted to Kiwanis. This is probably due to the great amount of time devoted to Kiwanis on the part of a few members in such clubs which more than offsets the small amount of time devoted by a majority of the members of such clubs.

7. Club Kiwanis Education Program

The following chart indicates the numbers and percentages of those in each Attendance Class who answered or did not answer the question.

<u>Attendance Class</u>	<u>Number Answering</u>	<u>% Number Answering</u>	<u>Number Not Answering</u>	<u>% Number Not Answering</u>
A	321	91.5%	30	8.5%
B	707	95.6	32	4.4
C	1,975	96.3	76	3.7
D	1,973	96.5	72	3.5
E	<u>1,173</u>	<u>98.4</u>	<u>19</u>	<u>1.6</u>
Total	6,149	96.4%	229	3.6%

The chart at the top of page 214 indicates the percentages of those in each Attendance Class who answered the question and who expressed favorable or unfavorable opinions concerning the Kiwanis education programs of their clubs.

	<u>Kiwanis International</u>	<u>Class A</u>	<u>Class B</u>	<u>Class C</u>	<u>Class D</u>	<u>Class E</u>
Favorable	76.8%	71.3%	80.5%	77.9%	76.5%	78.6%
Unfavorable	<u>23.2</u>	<u>28.7</u>	<u>19.5</u>	<u>22.1</u>	<u>23.5</u>	<u>21.4</u>
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Although no particular trends are indicated in the chart, clubs with the lowest attendance percentages exhibit the lowest proportion of favorable members while clubs with attendance percentages between 60% and 70% exhibit the highest proportion. It is evident that a need exists among clubs with very low attendance averages for improved Kiwanis education programs.

8. Reception Into Membership

The following chart indicates the numbers and percentages of those answering and not answering the question in each Attendance Class.

<u>Attendance Class</u>	<u>Number Answering</u>	<u>% Number Answering</u>	<u>Number Not Answering</u>	<u>% Number Not Answering</u>
A	319	90.9%	32	9.1%
B	715	96.8	24	3.2
C	1,998	97.4	53	2.6
D	1,974	96.5	71	3.5
E	<u>1,180</u>	<u>99.0</u>	<u>12</u>	<u>1.0</u>
Total	6,186	97.0%	192	3.0%

The following chart indicates the percentages of those in each Attendance Class who expressed satisfaction or dissatisfaction with their receptions into membership.

	<u>Kiwanis International</u>	<u>Class A</u>	<u>Class B</u>	<u>Class C</u>	<u>Class D</u>	<u>Class E</u>
Satisfied	94.4%	92.5%	94.8%	94.3%	94.5%	95.0%
Dissatisfied	<u>5.6</u>	<u>7.5</u>	<u>5.2</u>	<u>5.7</u>	<u>5.5</u>	<u>5.0</u>
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Clubs with the lowest attendance percentages exhibit the smallest proportion of members expressing satisfaction with their receptions into membership while clubs with the highest attendance percentages exhibit the highest proportion of satisfied members. Except for Class B clubs which have attendance percentages between 60% and 70% the higher the attendance average of the club, the larger is the proportion of members expressing favorable reactions to their receptions into membership.

9. Personal Attendance Percentages

The chart at the top of page 215 indicates the numbers and percentages of those answering and not answering the question in each Attendance Class.

<u>Attendance Class</u>	<u>Number Answering</u>	<u>% Number Answering</u>	<u>Number Not Answering</u>	<u>% Number Not Answering</u>
A	313	89.2%	38	10.8%
B	674	91.2	65	8.8
C	1,898	92.5	153	7.5
D	1,914	93.6	131	6.4
E	<u>1,145</u>	<u>96.1</u>	<u>47</u>	<u>3.9</u>
Total	5,944	93.2%	434	6.8%

The following chart indicates the attendance percentages of answering members grouped in multiples of 20% and distributed according to Attendance Class.

<u>% Attendance</u>	<u>Kiwanis International</u>	<u>Class A</u>	<u>Class B</u>	<u>Class C</u>	<u>Class D</u>	<u>Class E</u>
0 - 19	.5%	.6%	.7%	.8%	.4%	.1%
20 - 39	.9	3.5	1.5	.8	.7	.3
40 - 59	2.5	5.8	5.8	3.5	1.6	.2
60 - 79	9.2	15.7	15.1	12.4	7.5	2.2
80 - 100	<u>86.9</u>	<u>74.4</u>	<u>76.9</u>	<u>82.5</u>	<u>89.8</u>	<u>97.2</u>
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

As might be expected the proportion of members reporting personal attendance percentages of less than the required 60% becomes larger as the attendance average of the club becomes lower, and conversely, the higher the attendance average of the club the larger is the proportion of members reporting personal attendance percentages greater than the required 60%. Among members reporting between 20% and 39% attendance, Class A clubs exhibit the highest proportion and such proportions generally decrease as the attendance average of the club rises. The same relationship is exhibited among those reporting between 40% and 59% and between 60% and 79% attendance.

The following chart compares the average attendance percentages of the clubs in each of the Attendance Classes for the first three months of 1940.

	<u>Kiwanis International</u>	<u>Class A</u>	<u>Class B</u>	<u>Class C</u>	<u>Class D</u>	<u>Class E</u>
Average Attendance Percentages	79%	45%	66%	75%	84%	94%

This chart bears out the relationship established between the clubs in the various Attendance Classes on the basis of distribution for analysis in this section.

10. Other Clubs Visited

The chart at the top of page 216 indicates the numbers and percentages of members answering and not answering the question in each Attendance Class.

<u>Attendance Class</u>	<u>Number Answering</u>	<u>% Number Answering</u>	<u>Number Not Answering</u>	<u>% Number Not Answering</u>
A	322	91.7%	29	8.3%
B	702	95.0	37	5.0
C	1,954	95.3	97	4.7
D	1,904	93.1	141	6.9
E	<u>1,163</u>	<u>97.6</u>	<u>29</u>	<u>2.4</u>
Total	6,045	94.8%	333	5.2%

The following chart indicates the percentages of members in each Attendance Class who have visited varying numbers of clubs since January 1, 1940.

<u>Number of Other Clubs Visited</u>	<u>Kiwanis International</u>	<u>Class A</u>	<u>Class B</u>	<u>Class C</u>	<u>Class D</u>	<u>Class E</u>
0 or None	47.6%	46.6%	59.4%	54.4%	47.1%	33.1%
1	20.1	16.1	14.3	18.3	22.3	23.0
2	14.3	14.3	10.7	12.1	14.6	18.2
3	7.5	6.2	6.0	5.7	7.4	10.8
4	3.8	5.6	3.4	3.2	3.2	5.2
5	2.0	3.4	1.6	1.8	1.6	3.0
6	1.3	2.2	1.1	1.2	.5	2.4
7	.6	.6	.9	.6	.3	1.0
8	.4	.9	.4	.5	.3	.5
9	.2	-	-	.2	.2	.6
10	.5	.6	.6	.4	.3	.6
11 - 15	1.0	1.9	.9	.7	1.2	.9
16 - 20	.3	1.3	.4	.1	.3	.3
21 and over	<u>.4</u>	<u>.3</u>	<u>.3</u>	<u>.3</u>	<u>.7</u>	<u>.4</u>
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Except for clubs with the lowest attendance averages, the proportion of members who have visited no other clubs this year becomes less as club attendance averages increase. Conversely, and with the same exception, the proportions of members who have visited other clubs increase as the attendance average increases. Evidently a very definite relationship exists between club attendance averages and other clubs visited by members. Members of high attendance clubs appear to be more willing to visit other clubs (probably for attendance credit purposes) than are members of low attendance clubs. The exception exhibited by Class A clubs can possibly be explained by the increased effort made by such members who attend other clubs for make-up purposes which, of course, is offset to a certain extent by a large amount of attendance irregularity at their own clubs.

Generally it can be assumed from the chart that inter-club relations are not a deterrent to good attendance but react in favor of better attendance.

The following chart indicates the average numbers of clubs visited by members in the various Attendance Classes.

	<u>Kiwanis International</u>	<u>Class A</u>	<u>Class B</u>	<u>Class C</u>	<u>Class D</u>	<u>Class E</u>
Average Number of Clubs Visited	1.7	1.9	1.2	1.2	1.5	1.9

Clubs with lowest and highest attendance averages exhibit the same high average number of visits to other clubs. With the exception of Class A clubs, the average number of clubs visited appears to increase as the attendance average increases. The reason why Class A clubs are an exception is probably best explained through the second chart on page 216 which indicates the percentages of members who have made varying numbers of visits to other clubs. In that chart it will be noted that Class A clubs exhibit very high proportions of members who have visited 4, 5, 6, 8, 11-15 and 16-20 other clubs this year. The large number of visits made by such members in Class A clubs have materially raised the average number of visits made by all members of Class A clubs.

11. Kiwanis Demand on Time

The following chart indicates the numbers and percentages of members in each Attendance Class who answered and did not answer the question.

<u>Attendance Class</u>	<u>Number Answering</u>	<u>% Number Answering</u>	<u>Number Not Answering</u>	<u>% Number Not Answering</u>
A	320	91.2%	31	8.8%
B	727	98.4	12	1.6
C	2,001	97.6	50	2.4
D	1,950	95.4	95	4.6
E	<u>1,188</u>	<u>99.7</u>	<u>4</u>	<u>.3</u>
Total	6,186	97.0%	192	3.0%

The following chart indicates the percentages of members in each Attendance Class who expressed opinions that Kiwanis does or does not make too great a demand upon their time.

<u>Demand on Time</u>	<u>Kiwanis International</u>	<u>Class A</u>	<u>Class B</u>	<u>Class C</u>	<u>Class D</u>	<u>Class E</u>
Too Great	3.5%	4.1%	1.9%	4.1%	3.4%	3.8%
Not too Great	<u>96.5</u>	<u>95.9</u>	<u>98.1</u>	<u>95.9</u>	<u>96.6</u>	<u>96.2</u>
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

No relationship appears to exist between the attendance percentages of clubs and the attitude of members concerning Kiwanis demand upon their time. However, clubs with the lowest attendance percentages and clubs in Class C, with attendance percentages between 70% and 80%, exhibit the highest proportion of members believing that Kiwanis makes too great a demand upon their time. On the other hand Class B clubs, with attendance averages between 60% and 70%, exhibit the lowest proportion of such members.

12. Service on Committees

The chart at the top of page 218 indicates the numbers and percentages of members answering and not answering the question distributed according to Attendance Class.

<u>Attendance Class</u>	<u>Number Answering</u>	<u>% Number Answering</u>	<u>Number Not Answering</u>	<u>% Number Not Answering</u>
A	323	92.0%	28	8.0%
B	722	97.7	17	2.3
C	2,008	97.9	43	2.1
D	1,956	95.6	89	4.4
E	<u>1,187</u>	<u>99.6</u>	<u>5</u>	<u>.4</u>
Total	6,196	97.1%	182	2.9%

The following chart indicates the attitudes of members in the various Attendance Classes toward committee work.

<u>Attitude Toward Committee Work</u>	<u>Kiwanis International</u>	<u>Class A</u>	<u>Class B</u>	<u>Class C</u>	<u>Class D</u>	<u>Class E</u>
As a duty	35.2%	32.2%	33.9%	34.8%	37.4%	34.0%
As a privilege	61.1	62.2	61.5	60.8	59.4	63.2
Prefer to be excused	<u>3.7</u>	<u>5.6</u>	<u>4.6</u>	<u>4.4</u>	<u>3.2</u>	<u>2.8</u>
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

With the exception of clubs exhibiting the highest attendance averages the proportion of members who regard committee work as a duty steadily increases as the attendance average increases. On the other hand, with the exception of Class E clubs, the proportion of those who consider committee work as a privilege decreases as the attendance average increases.

The proportions of those who would prefer to be excused from committee work become steadily greater as the attendance average of the club becomes lower. Regardless of its attendance average no club need feel hesitant concerning the assignment of committee responsibility to its members.

13. Activities Participated in This Year

The following chart indicates the numbers and percentages of members answering and not answering the question in each Attendance Class.

<u>Attendance Class</u>	<u>Number Answering</u>	<u>% Number Answering</u>	<u>Number Not Answering</u>	<u>% Number Not Answering</u>
A	288	82.1%	63	17.9%
B	644	87.1	95	12.9
C	1,801	87.8	250	12.2
D	1,869	91.4	176	8.6
E	<u>1,103</u>	<u>92.5</u>	<u>89</u>	<u>7.5</u>
Total	5,705	90.5%	673	9.5%

The chart at the top of page 219 indicates the percentages of members in each Attendance Class who have engaged in particular types of activities this year.

Type of Activity	Kiwanis International	Class A	Class B	Class C	Class D	Class E
Agriculture	5.5%	5.5%	4.8%	4.7%	6.2%	6.0%
Attendance	8.5	11.3	8.2	7.5	8.6	9.3
Boys and Girls Work	11.3	9.5	9.4	11.8	12.5	10.6
Business Standards	2.4	2.9	3.2	2.4	2.0	2.5
Classification and Membership	5.2	6.2	6.7	4.4	5.4	4.9
Finance	5.1	4.0	4.8	5.1	4.4	6.2
House-Reception	5.7	8.0	6.9	5.2	5.7	5.4
Inter-Club Relations	7.5	6.5	7.7	7.3	7.4	8.1
Kiwanis Education	4.5	2.9	4.5	4.4	4.5	4.7
Music	4.6	2.5	5.8	4.7	4.5	4.7
Program	9.6	8.7	10.6	9.9	9.9	8.2
Public Affairs	6.2	5.1	5.9	6.1	6.2	6.7
Publicity	3.5	4.7	3.5	3.4	3.6	3.5
Social Activity	1.9	4.0	1.1	2.2	2.0	1.6
Under-Privileged Child Work	10.9	9.1	10.2	12.4	10.7	9.7
Vocational Guidance	5.2	5.8	4.0	5.5	4.7	5.7
Other	<u>2.4</u>	<u>3.3</u>	<u>2.7</u>	<u>3.0</u>	<u>1.7</u>	<u>2.2</u>
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Although very few trends related to club attendance averages are presented through the chart, several interesting characteristics of low and high attendance clubs are revealed.

Larger proportions of members of Class A clubs have engaged in attendance stimulation, house and reception work and social activities this year than in other Attendance Classes. This would seem to indicate that low attendance clubs recognize and are attempting to overcome their weakness by enlisting more members in attendance stimulation and in club fellowship activities. On the other hand Class A clubs exhibit a small proportion of members engaged in arranging club meeting programs and are the only exception to a trend that the lower the attendance average of the club the larger is the proportion of members engaged in such work.

In addition Class A clubs have comparatively small proportions of members engaged in community service activities such as boys and girls work, public affairs, under-privileged child, etc. Furthermore, Class A clubs exhibit small proportions of members engaged in Kiwanis education and music. These observations might be considered to indicate that many members of low attendance clubs do not possess sufficient interest in Kiwanis, either in activities or fellowship, and that club leaders are attempting to solve the problem through emphasis upon fellowship.

In comparison with other clubs Class A clubs appear to be much interested in social activities but are not particularly interested in boys and girls or under-privileged child work. Moreover it would seem that Class A clubs are not providing the necessary manpower for the development of strong Kiwanis education programs, nor are they what might be termed "good singing clubs." It is interesting to note, however, that Class A clubs exhibit the largest proportion of members engaged in vocational guidance work this year.

Clubs with high attendance averages represented by Class E appear to have only relatively few members engaged in social activities while large proportions of members of such clubs have engaged in Kiwanis education and in various community service activities.

14. Attendance at and Reactions to the Leadership Training Program

The following chart indicates the numbers and percentages of those answering and not answering the question in each Attendance Class.

<u>Attendance Class</u>	<u>Number Answering</u>	<u>% Number Answering</u>	<u>Number Not Answering</u>	<u>% Number Not Answering</u>
A	320	91.2%	31	8.8%
B	723	97.8	16	2.2
C	1,982	96.6	69	3.4
D	1,921	93.9	124	6.1
E	1,179	98.9	13	1.1
Total	6,125	96.1%	253	3.9%

The following chart indicates the percentages of members in each Attendance Class who have or have not attended one or more leadership training schools.

<u>Leadership Training School</u>	<u>Kiwanis International</u>	<u>Class A</u>	<u>Class B</u>	<u>Class C</u>	<u>Class D</u>	<u>Class E</u>
Attended	39.6%	33.1%	38.0%	35.5%	39.9%	46.1%
Not Attended	60.4	66.9	62.0	64.5	60.1	53.9
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

With the exception of Class C clubs which have attendance averages between 70% and 80%, the proportions of members who have attended one or more leadership training schools increase as the attendance average increases indicating that some relationship may exist between membership interest in Kiwanis, which prompts good attendance at meetings, and interest in the leadership training program.

The following chart indicates the percentages of Kiwanians in each Attendance Class who expressed favorable or unfavorable impressions of leadership training schools which they have attended.

<u>Impression of School Attended</u>	<u>Kiwanis International</u>	<u>Class A</u>	<u>Class B</u>	<u>Class C</u>	<u>Class D</u>	<u>Class E</u>
Favorable	92.3%	88.5%	93.3%	90.8%	93.1%	94.4%
Unfavorable	7.7	11.5	6.7	9.2	6.9	5.6
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Although no particular relationships are presented by the chart, Class A clubs exhibit the lowest proportion of members expressing favorable reactions to the leadership training school attended and Class E clubs exhibit the highest

proportion. Again, there would appear to be a relationship between the attitudes expressed by members through high or low attendance and favorable or unfavorable impressions of the leadership training procedures.

15. Greatest Program Interest

The following chart indicates the numbers and percentages of members answering and not answering the question distributed according to the various Attendance Classes.

<u>Attendance Class</u>	<u>Number Answering</u>	<u>% Number Answering</u>	<u>Number Not Answering</u>	<u>% Number Not Answering</u>
A	285	81.2%	66	18.8%
B	615	83.2	124	16.8
C	1,637	79.8	414	20.2
D	1,784	87.2	261	12.8
E	<u>1,010</u>	<u>84.7</u>	<u>182</u>	<u>15.3</u>
Total	5,331	83.6%	1,047	16.4%

The following chart indicates the percentages of members in each Attendance Class who expressed various program phases as being of greatest interest to them.

<u>Greatest Program Interest</u>	<u>Kiwanis International</u>	<u>Class A</u>	<u>Class B</u>	<u>Class C</u>	<u>Class D</u>	<u>Class E</u>
Agriculture	1.9%	1.7%	1.0%	2.1%	2.2%	1.9%
All Phases	7.1	7.7	8.2	7.0	7.0	6.9
Boys and Girls Work	14.0	9.8	12.2	14.4	14.7	14.2
Business Standards	.4	.4	.3	.4	.6	.3
Citizenship	1.8	.7	1.5	1.5	1.7	3.0
Club Luncheon, Meetings, Programs, etc.	16.2	21.8	19.5	17.6	15.1	12.6
Community Service	7.2	5.3	5.5	7.8	7.6	7.2
Fellowship	10.3	10.5	10.1	11.5	9.9	9.7
Inter-Club Relations	1.2	1.1	1.1	1.1	1.1	1.3
Kiwanis Education	.5	.7	.3	.4	.3	.9
Music	2.0	1.7	1.5	2.0	1.8	2.9
Personal Education	3.5	3.9	3.3	3.7	3.5	3.3
Public Affairs	4.0	2.8	4.4	3.2	4.8	3.4
Social Activities	2.1	2.5	2.1	2.4	1.9	1.5
Under-Privileged Child	21.0	21.4	24.5	20.3	18.6	23.7
Vocational Guidance	3.5	3.5	2.4	3.7	3.3	3.6
Other	<u>3.3</u>	<u>4.5</u>	<u>2.1</u>	<u>.9</u>	<u>5.9</u>	<u>3.6</u>
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Several interesting relationships between the program interests of members and the attendance averages of their clubs are revealed through this chart. Generally, but with certain exceptions, it would appear that community service activities such as boys and girls work, citizenship, public affairs, etc., are of greater interest to members of high attendance clubs than to members of low attendance clubs. On the other hand members of low attendance clubs are more interested in club luncheon meetings than are members of high attendance clubs, and a similar,

although not as pronounced, relationship exists for fellowship. Also members of low attendance clubs appear to be more interested generally in social activities than are members of high attendance clubs.

16. Least Program Interest

The following chart indicates the numbers and percentages of members in each Attendance Class who answered or did not answer the question.

<u>Attendance Class</u>	<u>Number Answering</u>	<u>% Number Answering</u>	<u>Number Not Answering</u>	<u>% Number Not Answering</u>
A	168	47.9%	183	52.1%
B	342	46.3	397	53.7
C	995	48.5	1,056	51.5
D	1,042	51.0	1,003	49.0
E	<u>599</u>	<u>50.3</u>	<u>593</u>	<u>49.7</u>
Total	3,146	48.3%	3,232	51.7%

The following chart expresses the least program interests of those in each Attendance Class who answered the question.

<u>Least Program Interest</u>	<u>Kiwanis International</u>	<u>Class A</u>	<u>Class B</u>	<u>Class C</u>	<u>Class D</u>	<u>Class E</u>
Agriculture	5.4%	7.1%	4.7%	5.8%	4.7%	5.9%
Attendance	1.5	1.8	1.8	.9	1.7	2.0
Boys and Girls Work	.5	-	.3	.7	.5	.5
Business Standards	4.8	5.4	5.6	4.8	4.2	4.7
Classification and Membership	.8	.6	.3	1.0	.7	.7
Club Luncheon, Meetings, Programs, etc.	11.4	9.5	12.0	13.8	10.6	10.2
Inter-Club Relations	4.0	2.4	3.8	4.0	4.2	3.8
Kiwanis Education	.9	-	.9	.4	1.3	.5
Money-Raising Activities	1.8	1.8	2.9	2.2	1.3	1.6
Music	5.0	4.8	4.4	5.6	4.8	4.7
None	38.1	37.5	42.3	36.2	38.0	39.8
Public Affairs	2.3	3.0	1.2	1.9	2.9	2.7
Publicity	2.4	1.2	2.3	2.1	2.3	2.8
Rules and Regulations	8.2	8.3	6.1	7.4	9.7	7.9
Social Functions	8.0	13.6	7.3	9.1	7.9	6.0
Under-Privileged Child	.8	.6	-	.5	1.5	.3
Vocational Guidance	2.5	1.2	3.8	1.8	2.4	3.2
Other	<u>1.6</u>	<u>1.2</u>	<u>.3</u>	<u>1.8</u>	<u>1.3</u>	<u>2.7</u>
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

No particular relationships appear to exist between the attendance averages of clubs and the least program interests of members although some characteristics of low and high attendance clubs are revealed by the chart.

In discussing the activities participated in by members this year (page 219) the thought was expressed that leaders of low attendance clubs appear to be attempting to stimulate greater membership interest through emphasis upon social

functions and similar fellowship activities. In the second chart on page 222 it will be noted that 13.6% of the members of Class A clubs who answered the question indicated that club social functions are their least program interest while only 6.0% of the members of Class E clubs expressed a similar response. These percentages appear to be contrary to the procedure being followed by low attendance club leaders. Since a rather large percentage of members of low attendance clubs expressed little interest in social activities, it would seem that emphasis might more profitably be placed upon community service.

These thoughts give evidence of a condition which undoubtedly is a contributing factor to low attendance. Members who do not attend regularly are probably not greatly interested in either fellowship or community service. Club leaders are attempting to stimulate membership interest by emphasizing fellowship, but apparently are not attaining satisfactory results. Consequently, a shift in emphasis to community service might prove more worthwhile.

17. Primary Value of Club Meetings

The following chart indicates the numbers and percentages of members in each Attendance Class who answered and did not answer the question.

<u>Attendance Class</u>	<u>Number Answering</u>	<u>% Number Answering</u>	<u>Number Not Answering</u>	<u>% Number Not Answering</u>
A	323	92.07%	28	8.0%
B	714	96.6	25	3.4
C	1,984	96.7	67	3.3
D	1,970	96.3	75	3.7
E	<u>1,160</u>	<u>97.3</u>	<u>32</u>	<u>2.7</u>
Total	6,151	96.0%	227	4.0%

The following chart indicates the percentages of members in each Attendance Class who reported various values derived from club meetings.

<u>Primary Value of Club Meetings</u>	<u>Kiwanis International</u>	<u>Class A</u>	<u>Class B</u>	<u>Class C</u>	<u>Class D</u>	<u>Class E</u>
Entertainment	4.1%	5.3%	4.2%	5.1%	3.8%	3.1%
Educational Information	23.9	22.6	23.9	22.4	25.1	25.0
Fellowship	70.4	71.2	70.6	71.1	69.5	69.5
Attendance Credit	1.2	.6	.9	1.1	1.2	1.8
Other	<u>.4</u>	<u>.3</u>	<u>.4</u>	<u>.3</u>	<u>.4</u>	<u>.6</u>
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

With the exception of Class C clubs the proportions of those who indicated entertainment as a primary value derived from club meetings increase as the attendance average of the club decreases. This same trend is exhibited for fellowship with the exception of Class B clubs.

As might be expected the proportions of those who feel that attendance credit is a primary value of club meetings steadily increase as the attendance average of the club increases.

18. More Time for Fellowship

The following chart indicates the numbers and percentages of answering and not answering members in each Attendance Class.

<u>Attendance Class</u>	<u>Number Answering</u>	<u>% Number Answering</u>	<u>Number Not Answering</u>	<u>% Number Not Answering</u>
A	301	85.8%	50	14.2%
B	666	90.1	73	9.9
C	1,856	90.5	195	9.5
D	1,884	92.1	161	7.9
E	<u>1,081</u>	<u>90.6</u>	<u>111</u>	<u>9.4</u>
Total	5,788	90.7%	590	9.3%

The following chart expresses the reactions of members concerning their willingness to devote more time to Kiwanis for fellowship purposes.

<u>More Time for Fellowship</u>	<u>Kiwanis International</u>	<u>Class A</u>	<u>Class B</u>	<u>Class C</u>	<u>Class D</u>	<u>Class E</u>
Willing to Give	62.0%	59.8%	62.9%	61.9%	61.6%	62.2%
Unwilling to Give	<u>38.0</u>	<u>40.2</u>	<u>37.1</u>	<u>38.1</u>	<u>38.4</u>	<u>37.8</u>
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

No particular relationship appears to exist between the attendance average of clubs and the willingness or unwillingness of members to devote more time to Kiwanis for fellowship purposes. However, clubs with the lowest attendance percentages exhibit the smallest proportion of members willing to devote more time for fellowship while clubs with attendance percentages of between 60% and 70% exhibit the highest proportion. In all probability members of clubs having the lowest attendance percentages recognize to a certain extent the need for development of values other than fellowship, accounting for the relatively smaller proportion of them willing to devote more time for such a purpose.

19. More Time for Service

The following chart indicates the numbers and percentages of those answering and not answering the question distributed according to Attendance Class.

<u>Attendance Class</u>	<u>Number Answering</u>	<u>% Number Answering</u>	<u>Number Not Answering</u>	<u>% Number Not Answering</u>
A	287	81.8%	64	18.2%
B	636	86.1	103	13.9
C	1,749	85.3	302	14.7
D	1,776	86.8	269	13.2
E	<u>1,033</u>	<u>86.7</u>	<u>159</u>	<u>13.3</u>
Total	5,481	85.9%	897	14.1%

The chart at the top of page 225 indicates the willingness of members in the various Attendance Classes to devote more time to Kiwanis provided greater opportunities for helpful service to the purposes of the organization were offered.

<u>More Time for Service</u>	<u>Kiwanis International</u>	<u>Class A</u>	<u>Class B</u>	<u>Class C</u>	<u>Class D</u>	<u>Class E</u>
Willing to Give	68.8%	66.2%	69.2%	68.7%	68.9%	68.8%
Unwilling to Give	<u>31.2</u>	<u>33.8</u>	<u>30.8</u>	<u>31.3</u>	<u>31.1</u>	<u>31.2</u>
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Although no particular relationships are evidenced through the chart it is interesting to note that Class A exhibits the smallest proportion of members willing to devote more time for service while Class B exhibits the largest.

20. Other Community Service Appeal

The following chart indicates the numbers and percentages of members in each Attendance Class who answered and did not answer the question.

<u>Attendance Class</u>	<u>Number Answering</u>	<u>% Number Answering</u>	<u>Number Not Answering</u>	<u>% Number Not Answering</u>
A	257	73.2%	94	26.8%
B	545	73.7	194	26.3
C	1,483	72.3	568	27.7
D	1,541	75.4	504	24.6
E	<u>863</u>	<u>72.4</u>	<u>329</u>	<u>27.6</u>
Total	4,689	73.5%	1,689	26.5%

The following chart indicates the percentages of those answering the question in each Attendance Class grouped according to broad types of community service work other than Kiwanis which hold appeal for them.

<u>Other Community Service Appeal</u>	<u>Kiwanis International</u>	<u>Class A</u>	<u>Class B</u>	<u>Class C</u>	<u>Class D</u>	<u>Class E</u>
Agricultural	1.8%	.4%	1.8%	1.8%	1.7%	2.3%
Charitable	15.1	16.8	20.5	16.5	15.3	9.9
Civic Beautification	.5	-	.4	.5	.5	.7
Commercial	14.5	7.8	10.1	12.3	15.6	21.0
Educational	4.5	6.2	5.1	4.3	3.9	4.7
Fraternal	1.4	1.9	.9	1.7	1.4	1.3
Health	2.9	3.9	2.8	3.1	2.9	2.2
Patriotic	8.9	10.1	9.0	8.4	8.7	8.7
Recreational	3.9	1.9	2.8	3.6	4.6	4.1
Religious	15.7	20.6	14.5	15.3	14.8	17.0
Safety	1.2	1.2	.9	.9	1.6	1.0
Youth	20.1	19.1	21.0	21.9	18.6	19.8
Other	1.3	2.7	.2	1.6	1.5	1.0
All	2.4	3.1	2.8	2.6	2.7	.9
None	<u>5.8</u>	<u>4.3</u>	<u>7.2</u>	<u>5.5</u>	<u>6.2</u>	<u>5.4</u>
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Several relationships between outside community appeals of members and club attendance averages are exhibited in the chart. The proportions of those interested in outside commercial services give evidence of increasing as club

attendance averages increase, and the same relationship exists for outside recreational services.

A much larger proportion of members in Class A clubs appears to be interested in outside religious activities than in other classes. Also larger proportions of Class A members are interested in educational, health and patriotic services. On the other hand smaller proportions of Class A members are interested in outside agricultural and civic beautification services.

21. Activities Requiring Increased Emphasis

The following chart indicates the numbers and percentages of members answering and not answering the question in each Attendance Class.

<u>Attendance Class</u>	<u>Number Answering</u>	<u>% Number Answering</u>	<u>Number Not Answering</u>	<u>% Number Not Answering</u>
A	240	68.4%	111	31.6%
B	514	69.6	225	30.4
C	1,352	65.9	699	34.1
D	1,427	69.8	618	30.2
E	830	69.6	362	30.4
Total	4,363	68.4%	2,015	31.6%

The following chart indicates the phases of the Kiwanis program which in the opinions of answering members in each Attendance Class should receive increased emphasis.

<u>Activities Requiring Increased Emphasis</u>	<u>Kiwanis International</u>	<u>Class A</u>	<u>Class B</u>	<u>Class C</u>	<u>Class D</u>	<u>Class E</u>
Agriculture	3.6%	2.1%	2.5%	3.0%	4.4%	3.7%
Attendance	1.6	2.5	2.9	1.6	1.5	.6
Boys and Girls Work	13.9	12.5	10.5	13.5	14.4	17.2
Business Standards	1.5	1.3	1.6	2.0	.8	1.5
Citizenship	8.4	7.1	8.9	8.1	8.3	8.9
Civic Improvement	3.9	2.1	4.3	4.6	3.5	3.5
Club Program Improvement	2.5	3.3	2.1	3.3	2.5	1.8
Fellowship	4.8	6.6	6.4	6.0	3.9	3.6
Inter-Club Relations	2.2	2.1	3.1	1.6	2.7	2.0
Kiwanis Education	4.5	5.0	5.3	3.1	5.0	5.3
Membership Increase	.8	1.3	1.0	1.3	.2	.5
Music	.7	-	1.0	.9	.5	.5
Public Affairs	11.1	10.8	11.5	11.0	11.2	11.0
Publicity	.8	1.3	.8	.7	.6	1.0
Social Activities	1.6	2.1	1.9	2.2	1.0	1.1
Support of Churches in Their Spiritual Aims	1.7	1.6	1.6	1.7	1.4	2.3
Under-Privileged Child Work	15.0	17.9	14.7	13.6	15.8	15.3
Vocational Guidance	7.9	7.1	6.4	7.0	8.1	9.9
All	3.0	2.5	3.5	3.7	3.0	1.7
None	8.3	8.3	8.2	9.0	9.1	6.3
Other	2.2	2.5	1.8	2.1	2.1	2.3
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

With the exception of Class E clubs, agriculture increases in importance as an activity requiring greater emphasis as club attendance averages increase.

With the exception of Class B clubs, attendance should receive greater emphasis as club attendance averages decline.

Boys and girls work should receive greater emphasis as attendance averages increase, with the exception of Class A clubs.

In the minds of answering members fellowship should receive less emphasis as attendance averages increase.

22. Greatest Need of Club

The following chart presents the numbers and percentages of answering and not answering members in each Attendance Class.

<u>Attendance Class</u>	<u>Number Answering</u>	<u>% Number Answering</u>	<u>Number Not Answering</u>	<u>% Number Not Answering</u>
A	230	65.5%	121	34.5%
B	492	66.6	247	33.4
C	1,267	61.8	784	38.2
D	1,332	65.1	713	34.9
E	<u>736</u>	<u>61.7</u>	<u>456</u>	<u>38.3</u>
Total	4,057	63.6%	2,321	36.4%

The chart at the top of page 228 indicates the percentages of members in each Attendance Class who expressed various needs existing in their clubs.

As might be expected better attendance is a greater need of low attendance than of high attendance clubs, with the exception of Class B clubs. Except among Class E clubs increased committee activity is a greater need of high attendance clubs than of low attendance clubs, and the same relationship is true of improved financial strength.

Improved Kiwanis education appears to be a greater need of high attendance clubs than of low attendance clubs while, with the exception of Class B clubs greater Kiwanis interest increases in importance as a club need as attendance averages become smaller.

The need for additional members is much greater among low attendance clubs than among high attendance clubs.

With the exception of Class D clubs, better meals and meeting places are more important needs of low attendance than of high attendance clubs. A good club meeting environment and attractive meals are generally considered as conducive to good attendance. The relationship brought out by the chart generally supports this thought.

Excepting clubs with the lowest attendance averages, the proportions of members stating that their clubs possess no outstanding needs steadily increase as the attendance average increases.

<u>Greatest Need of Club</u>	<u>Kiwanis International</u>	<u>Class A</u>	<u>Class B</u>	<u>Class C</u>	<u>Class D</u>	<u>Class E</u>
Agriculture	.5%	.4%	.2%	.3%	.5%	.8%
Attendance	6.5	11.8	13.6	7.1	3.8	2.9
Better Meals and Meeting Places	1.5	2.6	1.6	.9	2.3	.9
Boys and Girls Work	.8	-	.4	.8	1.2	.7
Citizenship	.7	1.3	.6	.6	.8	.7
Committee Activity	4.8	3.0	3.9	4.3	5.6	5.3
Enthusiasm	2.7	1.3	3.7	2.4	2.2	3.3
Fellowship	9.4	11.7	9.6	11.6	8.9	7.1
Financial Strength	3.8	1.3	1.6	3.4	4.5	5.8
Inter-Club Relations	1.2	1.7	.2	.6	1.5	1.8
Kiwanis Education	6.3	3.0	4.9	4.9	7.2	7.7
Kiwanis Interest	4.4	6.1	4.6	4.8	3.9	3.5
Leadership	4.2	3.0	4.5	4.7	4.3	3.5
Local Objective	4.6	3.9	4.3	4.2	5.3	4.2
Membership Participation	9.5	7.4	8.9	10.3	10.2	9.0
More Members	7.7	12.2	7.7	7.7	7.1	6.5
Music	1.3	.9	.8	1.3	.9	2.2
Programs	6.4	6.1	6.1	7.6	5.7	6.9
Public Affairs	2.3	.9	2.9	2.1	2.3	2.3
Under-Privileged Child Work	1.7	1.3	1.8	1.2	2.0	2.3
Younger Members	2.3	2.2	2.0	2.4	2.0	2.3
None	14.2	15.7	13.2	13.7	14.7	16.9
Other	<u>3.2</u>	<u>2.2</u>	<u>2.9</u>	<u>3.1</u>	<u>3.1</u>	<u>3.4</u>
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

23. Weaknesses of Clubs

The following chart indicates the numbers and percentages of answering and not answering members distributed according to Attendance Class.

<u>Attendance Class</u>	<u>Number Answering</u>	<u>% Number Answering</u>	<u>Number Not Answering</u>	<u>% Number Not Answering</u>
A	207	59.0%	144	41.0%
B	408	55.2	331	44.8
C	1,112	54.2	939	45.8
D	1,191	58.2	854	41.8
E	<u>648</u>	<u>54.4</u>	<u>544</u>	<u>45.6</u>
Total	3,566	55.9%	2,812	44.1%

The chart at the top of page 229 expresses club weaknesses as reported by answering members in each Attendance Class.

Excepting Class B clubs, attendance is a greater weakness of low attendance clubs than of high attendance clubs in the minds of answering members, and with the same exception, the need for improved committee activity is greater among high attendance than among low attendance clubs.

<u>Weakness of Club</u>	<u>Kiwanis International</u>	<u>Class A</u>	<u>Class B</u>	<u>Class C</u>	<u>Class D</u>	<u>Class E</u>
Attendance, Low	7.9%	11.6%	13.2%	9.4%	5.2%	4.0%
Attendance, Over-Emphasis	.5	-	.5	.3	.3	1.9
Committee Inactivity	5.5	3.4	5.9	4.5	5.0	8.0
Cooperation, Lack of	.7	-	-	.6	1.1	.8
Enthusiasm, Lack of	.9	1.4	1.5	.8	1.2	.3
Fellowship, Lack of	6.1	5.3	5.4	6.9	7.1	4.7
Inadequate Finances	1.8	1.4	.7	1.3	2.2	2.0
Inter-Club Relations	.9	1.4	1.0	.3	.8	1.5
Interest, Lack of	4.6	2.9	3.9	4.5	4.6	2.9
Interest, Selfish	2.0	2.0	2.0	2.0	1.9	2.0
Kiwanis Education	6.7	4.8	7.8	5.5	8.0	5.7
Leadership	3.3	2.0	3.2	3.5	3.8	3.3
Local Objective, Lack of	2.2	.5	3.2	1.4	3.5	1.1
Meeting Procedure	4.6	5.8	3.9	5.1	3.1	7.7
Members, Inactive	8.4	9.7	7.3	8.8	9.1	6.3
Members, Insufficient	1.2	2.9	1.7	1.0	.5	.8
Members, Old	1.2	2.0	1.0	.9	1.3	1.1
Membership, Too Large	1.8	6.3	1.9	2.0	1.9	.5
Membership, Unrepresenta- tive	1.6	1.4	1.2	1.7	1.9	1.7
Music	1.2	-	.7	.8	1.3	2.5
Personal Grievance	1.1	1.4	2.4	1.2	.8	.8
Programs	3.3	2.9	2.4	4.7	2.5	3.7
Service Opportunity, Not Given	1.7	1.0	1.5	2.1	2.0	1.4
Social Activities	1.1	1.0	1.2	1.1	1.2	.9
Other	25.3	4.3	3.7	4.4	4.1	5.6
None	<u>4.4</u>	<u>24.6</u>	<u>22.8</u>	<u>25.2</u>	<u>25.6</u>	<u>28.8</u>
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

With the exception of Class E clubs, lack of fellowship gives evidence of increasing in importance as a weakness as attendance averages increase, and a similar relationship is exhibited for lack of interest as a club weakness. Insufficient membership appears to be a greater weakness of low attendance clubs than of high attendance clubs.

The proportions of those believing that their clubs possess no outstanding weaknesses give evidence of increasing as club attendance averages increase, with the exception of clubs in Class B.

24. Improvement of International Organization

The following chart indicates the numbers and percentages of members answering and not answering the question in each Attendance Class.

<u>Attendance Class</u>	<u>Number Answering</u>	<u>% Number Answering</u>	<u>Number Not Answering</u>	<u>% Number Not Answering</u>
A	139	39.6%	212	.4%
B	310	41.9	429	58.1
C	782	38.1	1,269	61.9
D	922	45.1	1,123	54.9
E	<u>484</u>	<u>40.6</u>	<u>708</u>	<u>59.4</u>
Total	2,637	41.3%	3,741	58.7%

The following chart indicates the various types of improvement in the International organization suggested by clubs in each Attendance Class.

<u>Improvement Suggested</u>	<u>Kiwanis International</u>	<u>Class A</u>	<u>Class B</u>	<u>Class C</u>	<u>Class D</u>	<u>Class E</u>
Americanism	.9%	.7%	.3%	.6%	1.6%	.4%
Attendance Regulation	.9	1.4	.6	.6	1.0	1.5
Boys and Girls Work	.1	-	-	.4	.1	-
Closer Club Contacts	6.7	5.8	4.9	6.7	7.5	6.8
Committees	.2	-	-	.1	.3	.4
Conventions	2.2	2.9	1.6	2.0	2.6	2.7
District Functioning	.2	-	.3	.4	.1	.2
Extension	1.2	-	1.0	.8	1.1	1.5
Financial	2.9	-	2.6	2.8	3.5	2.3
International Relations	1.6	-	1.6	2.4	1.6	.6
International Year	.2	.7	-	.4	.1	.2
Kiwanis Education	1.6	2.2	.3	2.3	1.1	1.5
Kiwanis Magazine	1.5	.7	.6	1.8	2.3	.6
Leadership Training	.6	.7	1.0	.9	.4	.6
Literature	2.3	-	1.6	2.3	2.7	2.5
Membership Increase	.2	.7	.3	.4	.2	-
More Democracy	.5	-	.6	1.3	-	.4
Objectives and Activities	1.2	1.4	1.0	1.0	1.4	.8
Organization	3.6	3.8	5.5	4.9	2.5	2.5
Personal Grievance	1.0	-	2.6	.8	1.1	1.0
Procedure	2.2	2.9	3.9	2.4	1.5	1.7
Publicity	.5	.7	.3	.6	.3	.2
Public Affairs	.4	.7	1.0	.4	.2	.2
Support of Churches in Their Spiritual Aims	.4	-	.3	.3	.2	.8
Unfamiliar with Inter- national	5.4	11.5	3.5	4.7	6.2	5.8
Unqualified to Answer	.8	-	-	1.2	-	.2
Other	1.8	6.4	1.0	2.3	1.2	1.0
None	<u>58.9</u>	<u>56.8</u>	<u>63.6</u>	<u>55.2</u>	<u>59.2</u>	<u>63.6</u>
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Very little relationship between club attendance averages and suggestions concerning improvement of the International organization are revealed through the chart.

A considerably larger proportion of members of Class A clubs than of clubs in other Attendance Classes stated that they were unfamiliar with Kiwanis International and therefore did not feel able to offer suggestions. This evidences the existence of a need among low attendance clubs for further education concerning the International organization.

Excepting Class A clubs, the proportions of those who offered suggestions concerning attendance regulations steadily increase as the attendance averages increase.

25. Greatest Personal Satisfaction

The following chart indicates the numbers and percentages of members in each Attendance Class who answered or did not answer the question.

<u>Attendance Class</u>	<u>Number Answering</u>	<u>% Number Answering</u>	<u>Number Not Answering</u>	<u>% Number Not Answering</u>
A	233	66.4%	118	33.6%
B	482	65.2	257	34.8
C	1,331	64.9	720	35.1
D	1,404	68.7	641	31.3
E	<u>815</u>	<u>68.4</u>	<u>377</u>	<u>31.6</u>
Total	4,265	66.9%	2,113	33.1%

The following chart indicates the percentages of answering members in each Attendance Class grouped according to the general phases of Kiwanis activities which give them the greatest personal satisfaction.

<u>Activities Giving Satisfaction</u>	<u>Kiwanis International</u>	<u>Class A</u>	<u>Class B</u>	<u>Class C</u>	<u>Class D</u>	<u>Class E</u>
Agriculture	1.2%	.9%	.2%	1.0%	1.9%	1.0%
Boys and Girls Work	12.4	9.4	10.0	12.5	13.3	13.9
Charity	.3	.4	.4	.2	.4	.2
Committee Activity	2.9	2.6	3.7	2.8	2.7	2.9
Fellowship	18.3	20.6	21.4	17.2	17.9	17.9
Inter-Club Relations	1.9	1.3	1.9	1.4	2.6	2.0
Music	1.7	.4	1.2	1.7	1.6	2.3
Personal Education	1.4	-	1.2	1.5	1.3	2.1
Public Affairs	4.6	2.6	4.4	5.3	3.3	5.3
Publicity	.2	-	-	.1	.5	-
Safety	.5	-	-	1.3	.2	-
Service to Others	4.8	3.9	4.6	5.8	4.8	3.4
Social	1.3	.4	2.5	1.1	1.1	1.3
Sports	1.2	2.6	1.5	1.7	1.1	.1
Under-Privileged Child Work	22.5	24.0	23.2	22.4	22.2	23.1
Vocational Guidance	2.1	2.1	1.5	2.8	1.5	2.0
Weekly Luncheon Meetings	11.8	17.2	11.6	11.5	11.9	11.2
All	7.0	7.7	8.2	6.8	6.1	8.1
None	1.1	1.3	1.9	1.4	1.0	.9
Other	<u>2.8</u>	<u>2.6</u>	<u>.6</u>	<u>1.5</u>	<u>4.6</u>	<u>2.3</u>
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

The proportions of members indicating that boys and girls work is the activity giving them the greatest personal satisfaction steadily increase as club attendance averages increase.

Although no definite trend is indicated, fellowship appears to satisfy larger proportions of members of low attendance clubs than of members of high attendance clubs.

With the exception of Class C clubs, music appears to be satisfying to larger proportions of members of high attendance clubs than to members of low attendance clubs, and the same relationship is true of personal education, with the exception of Class D clubs.

Clubs with the lowest attendance averages exhibit the smallest proportion of members indicating service to others as being productive of greatest personal satisfaction to them.

Weekly luncheon meetings are of personal satisfaction to a larger proportion of Class A club members than to members in other classes.

26. Descent

The following chart indicates the numbers and percentages of members answering and not answering the question distributed according to Attendance Class.

<u>Attendance Class</u>	<u>Number Answering</u>	<u>% Number Answering</u>	<u>Number Not Answering</u>	<u>% Number Not Answering</u>
A	344	98.0%	7	2.0%
B	723	97.8	16	2.2
C	2,022	98.6	29	1.4
D	1,925	94.1	120	5.9
E	<u>1,181</u>	<u>99.1</u>	<u>11</u>	<u>.9</u>
Total	6,195	97.1%	183	2.9%

The following chart illustrates the nativity and parentage of answering members in each Attendance Class.

<u>Nativity and Parentage Groups</u>	<u>Kiwanis International</u>	<u>Class A</u>	<u>Class B</u>	<u>Class C</u>	<u>Class D</u>	<u>Class E</u>
Native Born -						
Native Born Parents	78.4%	73.3%	82.6%	79.1%	77.1%	78.3%
Native Born -						
Mixed Parents	7.7	9.0	6.3	8.0	7.2	8.2
Native Born -						
Foreign Born Parents	8.9	14.2	8.3	8.3	9.3	8.1
Foreign Born	<u>5.0</u>	<u>3.5</u>	<u>2.8</u>	<u>4.6</u>	<u>6.4</u>	<u>5.4</u>
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Class A clubs exhibit the lowest proportion of members who are native born of native born parents and the highest proportions of members who are native born of mixed and foreign born parents.

With certain exceptions, the proportions of foreign born members give evidence of increasing slightly as club attendance averages increase.

Although the chart presents only slight evidence of it, native born members of native born and mixed parents apparently do not attend meetings as regularly as do native born members of native born parents and foreign born members.

27. District Convention Attendance

The following chart indicates the numbers and percentages of members in each Attendance Class who answered or did not answer the question.

<u>Attendance Class</u>	<u>Number Answering</u>	<u>% Number Answering</u>	<u>Number Not Answering</u>	<u>% Number Not Answering</u>
A	322	91.7%	29	8.3%
B	690	93.4	49	6.6
C	1,939	94.5	112	5.5
D	1,984	97.0	61	3.0
E	<u>1,112</u>	<u>93.3</u>	<u>80</u>	<u>6.7</u>
Total	6,047	94.8%	331	5.2%

The following chart indicates the percentages of members who have attended various numbers of district conventions.

<u>District Conventions Attended</u>	<u>Kiwanis International</u>	<u>Class A</u>	<u>Class B</u>	<u>Class C</u>	<u>Class D</u>	<u>Class E</u>
1	18.7%	16.5%	17.5%	20.0%	18.8%	17.8%
2	13.7	11.8	11.9	13.9	13.1	15.0
3	7.9	5.9	7.8	7.7	8.3	8.5
4	5.0	5.6	5.2	5.5	4.4	5.1
5	3.2	3.1	3.3	2.7	3.0	4.4
6	2.5	3.1	2.3	2.0	2.9	2.2
7	.7	-	1.0	.7	.6	.9
8	1.3	.6	1.2	.9	1.4	2.0
9	.4	-	.6	.4	.3	.6
10	1.4	1.3	1.6	1.4	1.6	1.3
11	.4	-	.2	.1	.8	.3
12	.6	.3	1.0	.8	.4	.5
13	.1	-	.2	.1	.1	.3
14	.3	.3	.6	.3	.2	.3
15	.3	.6	.4	.5	.2	.2
16 or more	.5	.6	.7	.3	.6	.4
Indefinite	1.7	2.2	2.2	2.0	1.3	1.3
0 or none	<u>41.3</u>	<u>48.1</u>	<u>42.3</u>	<u>40.7</u>	<u>42.0</u>	<u>38.9</u>
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Excepting Class C clubs, the proportions of members who have attended no district conventions become steadily smaller as club attendance averages increase. Conversely, and with the same exception the proportions of those who have attended one or more district conventions increase as the attendance average increases.

The following chart indicates the average numbers of district conventions attended by answering members in the various Attendance Classes.

	<u>Kiwanis International</u>	<u>Class A</u>	<u>Class B</u>	<u>Class C</u>	<u>Class D</u>	<u>Class E</u>
Average District Conventions Attended	1.9	1.6	2.3	1.8	1.9	1.9

With the exception of Class B clubs, the average number of district conventions attended steadily increases as club attendance averages increase. Class B is composed generally of older clubs whose members have had a greater opportunity than others to attend district conventions through the years.

The following chart indicates the reactions of members attending district conventions and commenting upon them distributed according to Attendance Class.

<u>Reactions to District Conventions</u>	<u>Kiwanis International</u>	<u>Class A</u>	<u>Class B</u>	<u>Class C</u>	<u>Class D</u>	<u>Class E</u>
Favorable	91.4%	94.6%	88.0%	89.7%	92.3%	94.3%
Unfavorable	<u>8.6</u>	<u>5.4</u>	<u>12.0</u>	<u>10.3</u>	<u>7.7</u>	<u>5.7</u>
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Excepting clubs with the lowest attendance percentages, the proportions of members expressing favorable reactions to district conventions attended increase as the club attendance average increases.

The following chart indicates the reasons for non-attendance at district conventions given by members of clubs in the various Attendance Classes.

<u>Reason for Non-Attendance</u>	<u>Kiwanis International</u>	<u>Class A</u>	<u>Class B</u>	<u>Class C</u>	<u>Class D</u>	<u>Class E</u>
Business Interference	58.8%	63.8%	59.8%	57.8%	60.1%	56.6%
Distance	1.3	-	1.1	1.4	1.0	3.0
Expense	4.3	4.3	4.9	2.9	4.4	5.0
Illness	.9	.9	1.6	.5	.8	1.0
Indifference	4.9	4.3	4.9	6.4	5.0	4.0
New Member	20.8	20.7	18.5	20.6	19.8	23.5
No Opportunity	8.1	3.4	8.7	8.8	8.4	6.9
Personal Grievance	<u>.9</u>	<u>2.6</u>	<u>.5</u>	<u>1.6</u>	<u>.5</u>	-
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Excepting Class D clubs which have attendance averages of between 80% and 90%, the proportions of members who indicates business interference as a reason for non-attendance steadily decline as club attendance averages increase, and with the exception of Class B clubs the same relationship exists for personal grievances as a cause for non-attendance.

23. International Convention Attendance

The following chart indicates the numbers and percentages of members in each Attendance Class answering or not answering the question.

<u>Attendance Class</u>	<u>Number Answering</u>	<u>% Number Answering</u>	<u>Number Not Answering</u>	<u>% Number Not Answering</u>
A	315	89.7%	36	10.3%
B	687	93.0	52	7.0
C	1,869	91.1	182	8.9
D	1,898	92.8	147	7.2
E	<u>1,107</u>	<u>92.9</u>	<u>85</u>	<u>7.1</u>
Total	5,876	92.1%	502	7.9%

The following chart indicates the percentages of members who have attended various numbers of International conventions.

<u>International Con- ventions Attended</u>	<u>Kiwanis International</u>	<u>Class A</u>	<u>Class B</u>	<u>Class C</u>	<u>Class D</u>	<u>Class E</u>
1	15.7%	12.4%	12.4%	17.1%	15.8%	16.7%
2	5.2	4.4	5.6	4.9	4.8	5.8
3	2.5	4.4	2.8	2.1	2.4	2.2
4	.9	.3	.9	1.2	.9	1.0
5	.8	1.0	.9	.6	.7	.5
6	.6	.3	.9	.4	.7	.4
7	.1	-	.1	.1	.3	.1
8	.2	-	.4	.2	.1	.1
9	.1	-	.1	.1	.1	.2
10 or more	.4	1.0	.7	.5	.2	.1
Indefinite	.2	.3	.1	.2	.3	.1
0 or none	<u>73.3</u>	<u>75.9</u>	<u>75.1</u>	<u>72.6</u>	<u>73.7</u>	<u>72.8</u>
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

With the exception of Class C clubs, the proportions of members who have attended no International conventions decrease as club attendance averages increase. To the contrary and with the same exception, the proportions of those who have attended one or more International conventions increase as club attendance averages increase.

The following chart indicates the average number of International conventions attended by answering members in the various Attendance Classes.

	<u>Kiwanis International</u>	<u>Class A</u>	<u>Class B</u>	<u>Class C</u>	<u>Class D</u>	<u>Class E</u>
Average International Conventions Attended	.5	.5	.6	.5	.5	.5

Very slight variations are indicated between attendance classes insofar as the average numbers of International conventions attended are concerned.

The following chart indicates the reactions of members to International convention attendance.

<u>Reactions to Inter- national Conventions</u>	<u>Kiwanis International</u>	<u>Class A</u>	<u>Class B</u>	<u>Class C</u>	<u>Class D</u>	<u>Class E</u>
Favorable	89.7%	93.2%	88.3%	88.0%	89.6%	93.0%
Unfavorable	<u>10.3</u>	<u>6.8</u>	<u>11.7</u>	<u>12.0</u>	<u>10.4</u>	<u>7.0</u>
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Class A clubs exhibit the highest proportion of members favorable to International conventions attended while Class C clubs, with attendance percentages of between 70% and 80%, exhibit the lowest favorable proportion.

The following chart indicates the reasons given by members in each Attendance Class for non-attendance at International conventions.

Reason for <u>Non-Attendance</u>	Kiwanis <u>International</u>	Class <u>A</u>	Class <u>B</u>	Class <u>C</u>	Class <u>D</u>	Class <u>E</u>
Business Interference	48.7%	53.9%	52.7%	48.7%	49.9%	44.1%
Distance	9.0	5.9	8.2	9.7	8.1	10.3
Expense	17.5	14.3	15.7	17.0	17.3	19.8
Illness	.4	.6	.4	.7	.4	.4
Indifference	3.2	4.5	2.5	3.5	3.6	2.5
New Member	13.0	11.7	12.5	12.8	12.5	14.7
No Opportunity	7.2	5.8	7.6	6.2	7.3	7.8
Personal Grievance	<u>1.0</u>	<u>3.3</u>	<u>.4</u>	<u>1.4</u>	<u>.9</u>	<u>.4</u>
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Excepting Class D clubs, the proportions of members who indicated business interference as the reason for non-attendance decrease as the attendance average increases.

With the same exception the proportions of those indicating distance as the reason for non-attendance increase as the attendance average increases.

Expense appears to be a greater factor in causing non-attendance at International conventions among high attendance clubs than among low attendance clubs.

SUMMARY

ANALYSIS OF CLUBS ACCORDING TO ATTENDANCE AVERAGES

Within the limits discussed in the preceding analysis and based factually upon the findings of the survey, the following general interpretations are briefly presented:

1. Age of Members

a. Evidence exists that younger members attend meetings more regularly than older members. The reason for this is probably that younger men starting out in business in their communities have a greater need for contacts with other business men than do older members, and contacts made through Kiwanis are more important to them than to older men.

b. Generally Kiwanians possessing the highest attendance averages are those from 25 through 39 years of age while those with the lowest attendance averages are between 40 and 49 years of age.

c. Members of clubs with the highest attendance averages exhibit comparatively low average and median ages.

2. Years of Membership

a. Generally the lower the attendance average of the club the larger is the proportion of members who have been Kiwanians for 25 years.

b. No particular relationship appears to exist between club attendance averages and rates of membership loss during the past 5 years. However, clubs with the highest attendance percentages exhibit the highest rate of loss while clubs with averages between 60% and 70% exhibit the lowest.

c. The higher rate of loss among clubs with the highest attendance averages may be due to some extent to a more rigid enforcement of attendance rules in such clubs.

3. Classification

a. With certain exceptions the proportions of members engaged in agriculture, fishing and forestry; professional service; and public service increase as club attendance averages increase, indicating that members in such occupational divisions are generally regular in their attendance at meetings.

b. With certain exceptions the proportions of members engaged in manufacturing and mechanical industries and in transportation and communication increase as attendance averages decline. Thus the inference can be drawn that members engaged in such occupations are somewhat irregular in their attendance.

4. Reasons for Joining

Members who join Kiwanis to render service to the community exhibit the best attendance at club meetings while those who join to acquire friends or to make profitable business or professional contacts are more or less irregular in their attendance.

5. Offices Held

a. With a few exceptions the lower the attendance average of a club the smaller is the proportion of members who have held the offices of president, vice-president, director and the position of committee chairman. Generally club elective offices and committee chairmanships are more frequently held by a comparatively small group of members in low attendance clubs while in high attendance clubs elective offices and chairmanships are distributed among a larger group since a greater proportion of members is willing to accept club responsibility.

b. With the exception of clubs having the highest attendance percentages, the proportion of members who have held all types of district offices and chairmanships steadily increase as the attendance average increases.

c. The proportion of members holding the office of lieutenant governor increases as club attendance averages increase.

d. With the exception of clubs having the lowest attendance averages, the proportions of members who have held all types as well as individual International offices and chairmanships appear to decrease as club attendance averages go up. The reason for this is probably that International leadership has largely been drawn from the older and consequently larger clubs among which the average attendance is usually not as high as in other clubs.

6. Hours Per Month Given to Kiwanis

a. In low attendance clubs a majority of the members appear to do little other than attend meetings and some of them are very irregular in doing that.

b. Among low attendance clubs a small proportion of members carries on most of the club work, devoting a considerable amount of time individually to Kiwanis meetings and activities.

c. Clubs with the lowest attendance percentages exhibit the highest average hours per month devoted to Kiwanis. This is due to the great amount of time devoted to club meetings and activities by a few members of such clubs which more than offsets the small amount of time devoted by a majority of the members.

7. Club Kiwanis Education Program

Clubs with the lowest attendance percentages exhibit the lowest proportion of members satisfied with their club Kiwanis education programs. It is evident that a need exists among low attendance clubs for improved and more extensive Kiwanis education.

8. Reception Into Membership

a. Clubs with the lowest attendance percentages exhibit the smallest proportion of members expressing satisfaction with their reception into membership while clubs with the highest attendance percentages exhibit the highest proportion of satisfied members.

b. Except among clubs with attendance averages of between 60% and 70%, the higher the attendance average of the club the larger is the proportion of members expressing satisfaction with their reception into membership.

9. Personal Attendance Percentages

As might be expected the proportion of members reporting personal attendance percentages of less than the required 60% becomes larger as club attendance averages become lower. Conversely the higher the attendance average of a club the larger is the proportion of members reporting personal attendance percentages greater than the required 60%.

10. Other Clubs Visited

a. Except for clubs with the lowest attendance averages, the proportions of members who have visited no other clubs this year become less as club attendance averages increase. Conversely, and with the same exception, the proportions of members who have visited other clubs increase as club attendance averages increase.

b. Members of high attendance clubs appear to be more willing to visit other clubs (probably for attendance credit purposes) than are members of low attendance clubs.

c. That members of clubs with the lowest attendance averages are an exception to the general rule is probably due to the increased effort made by such members to attend other clubs for make-up purposes. However, this effort is offset to a certain extent by a large amount of non-attendance at their own meetings among members of low attendance clubs.

d. Members of clubs with the lowest and highest attendance averages exhibit the same high average number of visits to other clubs.

e. Excepting the lowest attendance clubs, the average number of clubs visited appears to increase as club attendance averages increase. The reason why clubs with the lowest attendance averages are an exception is probably due to the large proportions of members of such clubs who have made multiple visits to other clubs this year. The large number of visits made by such members materially raise the average number of visits made by all members of low attendance clubs.

11. Kiwanis Demand on Time

a. Very little relationship exists between the attendance percentages of clubs and the attitudes of members concerning Kiwanis demands upon their time.

b. Clubs with the lowest attendance percentages and clubs with attendance percentages between 70% and 80% exhibit the highest proportion of members believing that Kiwanis makes too great a demand upon their time. Clubs with attendance averages between 60% and 70% exhibit the lowest proportion of such members.

12. Service on Committees

a. Except among clubs with the highest attendance averages the proportions of members who regard committee work as a duty steadily increase as club attendance averages increase. With the same exception the proportions of those who consider committee work as a privilege decrease as club attendance averages increase.

b. The proportions of members who would prefer to be excused from committee responsibility becomes steadily larger as club attendance averages become lower.

13. Activities Participated in This Year

a. Larger proportions of members of very low attendance clubs have engaged in attendance stimulation, house and reception work and social activities than have members of clubs with higher attendance averages. Apparently low attendance club leaders recognize the weakness of their clubs and are attempting to overcome it by enlisting more members in attendance stimulation and in fellowship activities.

b. Clubs with the lowest attendance averages exhibit a comparatively small proportion of members engaged in arranging club meeting programs and are the only exception to a trend that the lower the attendance average of a club the larger is the proportion of members engaged in program arrangement.

c. Very low attendance clubs have comparatively small proportions of members engaged in certain community service activities, in Kiwanis education and in music.

d. Many members of low attendance clubs do not appear to possess great interest either in Kiwanis activities or fellowship but leaders of such clubs are attempting to secure their interest through emphasis upon fellowship.

e. Comparatively, members of low attendance clubs appear to be much interested in social activities while only a small proportion of members of high attendance clubs appear to be engaged in such work.

f. Low attendance clubs do not seem to be providing the necessary manpower for the development of strong Kiwanis education programs, nor are they what might be termed "good singing clubs." High attendance clubs, on the other hand, have large proportions of members engaged in Kiwanis education and in the various community service activities.

14. Attendance at and Reactions to the
Leadership Training Program

a. Except among clubs with attendance averages between 70% and 80%, the proportions of members who have attended one or more leadership training schools increase as club attendance averages increase. This indicates that some relationship may exist between that type of membership interest in Kiwanis which prompts good attendance at meetings and interest in the leadership training program.

b. Clubs with the lowest attendance averages exhibit the smallest proportions of members expressing favorable reactions to leadership training schools attended while clubs with the highest attendance averages exhibit the largest proportions of favorable members.

15. Greatest Program Interest

a. Generally community service activities such as boys and girls work, citizenship, public affairs, etc., are of interest to larger proportions of members of high attendance than of low attendance clubs.

b. Larger proportions of members of low attendance clubs are interested in club luncheon meetings than of high attendance clubs, and a similar relationship exists for fellowship.

c. Members of low attendance clubs appear to be more interested in social activities than members of high attendance clubs.

16. Least Program Interest

Leaders of low attendance clubs appear to be attempting to stimulate greater membership interest through emphasis upon fellowship values. However, a rather large percentage of members of low attendance clubs express little interest in social functions, which in a sense are of a fellowship nature. In view of the apparent lack of interest in social functions among members of low attendance clubs it would seem that leaders of such clubs might more profitably emphasize community service in arousing greater membership interest.

17. Primary Value of Club Meetings

a. Generally the proportions of members who consider entertainment and fellowship as primary values derived from club meetings increase as club attendance averages increase.

b. Logically, the proportions of members who state that attendance credit is the primary value of club meetings to them steadily increase as club attendance averages rise.

18. More Time for Fellowship

a. Although no particular relationship appears to exist between club attendance averages and the willingness or unwillingness of members to devote more

time to Kiwanis for fellowship purposes, clubs with the lowest attendance percentages exhibit the smallest proportion of members willing to devote more time for fellowship.

b. In all probability members of clubs having the lowest attendance percentages recognize to a certain extent the need for developing values other than fellowship, accounting for the relatively smaller proportion of them willing to devote more time for such purposes.

19. More Time for Service

Although no particular relationship appears to exist between club attendance averages and willingness or unwillingness on the part of members to devote more time for service, clubs with the lowest attendance percentages exhibit the smallest proportion of members willing to devote more time for service purposes.

20. Other Community Service Appeal

a. The proportions of members interested in outside commercial and recreational services increase as club attendance averages increase.

b. Outside religious activities engage the interest of larger proportions of members of clubs with the lowest attendance averages than of members of clubs with higher averages.

c. Larger proportions of members of clubs with the lowest attendance averages are interested in outside educational, health and patriotic services than of members of clubs with higher averages, and smaller proportions of them are interested in outside agricultural and civic beautification services.

21. Activities Requiring Increased Emphasis

a. Agriculture increases in importance as an activity requiring additional emphasis as club attendance averages increase.

b. As might be expected, attendance should receive greater emphasis as club attendance averages decline.

c. Excepting clubs with the lowest attendance averages, boys and girls work should receive greater emphasis as club attendance averages increase.

d. Fellowship should receive less emphasis as attendance averages increase.

22. Greatest Need of Club

a. As might be expected, better attendance is a greater need of low attendance than of high attendance clubs.

b. Except among clubs with the highest attendance averages increased committee activity and improved financial strength are greater needs of high attendance than of low attendance clubs.

c. Improved Kiwanis education appears to be a greater need of high attendance clubs than of clubs with low attendance.

d. Kiwanis interest generally increases in importance as a club need as attendance averages become lower.

e. The need for additional members is of greater importance among low attendance than among high attendance clubs.

f. Generally, better meals and meeting places are more important needs of low attendance than of high attendance clubs. Attractive meals and a good club meeting environment are usually considered as conducive to high attendance.

g. Except among clubs with the lowest attendance averages, the proportions of members indicating that their clubs possess no outstanding needs steadily increase as club attendance averages increase.

23. Weaknesses of Clubs

a. Committee activity is a greater weakness of high attendance than of low attendance clubs in the minds of answering members.

b. Except among clubs with the highest attendance averages, lack of fellowship and lack of interest are more important weaknesses of high attendance than of low attendance clubs.

c. Insufficient membership is a greater weakness of low attendance clubs than of high attendance clubs.

d. The proportions of members believing that their clubs possess no outstanding weaknesses generally increase as club attendance averages rise.

24. Improvement of International Organization

a. Little relationship exists between club attendance averages and the frequency of suggestions concerning improvement of the International organization.

b. A considerably larger proportion of members of clubs with the lowest attendance averages is unfamiliar with Kiwanis International than of clubs with higher attendance averages. This evidences a need among low attendance clubs for further education concerning the International organization.

c. Except among clubs with the highest attendance averages, the proportions of members offering suggestions concerning attendance regulations increase as club attendance averages rise.

25. Greatest Personal Satisfaction

a. Boys and girls work gives evidence of providing greater satisfaction as club attendance averages increase.

b. Fellowship appears to satisfy larger proportions of members of low attendance clubs than of high attendance clubs.

c. Both music and personal education generally appear to provide greater satisfaction to members of high attendance clubs than of low attendance clubs.

d. A large proportion of members of low attendance clubs apparently does not derive much satisfaction from service to others.

e. Club meetings give personal satisfaction to larger proportions of members of clubs with the lowest attendance averages than of clubs with higher attendance averages.

26. Descent

a. Clubs with the lowest attendance averages have the lowest proportions of members who are native born of native born parents and the highest proportions of members who are native born of mixed and foreign born parents.

b. Generally the proportions of foreign born members increase slightly as club attendance averages increase.

c. Apparently native born members of native born and mixed parents do not attend meetings as regularly as do native born members of native born parents and foreign born members.

27. District Convention Attendance

a. Generally the proportions of members who have attended one or more district conventions increase as club attendance averages increase.

b. The average number of district conventions attended by members generally increases as club attendance averages increase.

c. Generally the proportions of members expressing favorable reactions to district conventions attended increase as club attendance averages increase.

d. Business interference as a reason for non-attendance at district conventions is of greater importance among low attendance clubs than among high attendance clubs.

28. International Convention Attendance

a. The proportions of members who have attended one or more International conventions increase as club attendance averages increase.

b. Club attendance averages appear to have only slight relationship to the average number of International conventions attended by members.

c. Clubs with the lowest attendance averages have the largest proportion of members favorable to International conventions attended while clubs with attendance percentages of between 70% and 80% exhibit the lowest favorable proportion.

d. Generally business interference is a more important reason for non-attendance at International conventions among low attendance clubs than among high attendance clubs.

e. Distance as a reason for non-attendance is more important among high attendance clubs than among low attendance clubs.

f. Expense is a greater cause of non-attendance at International conventions among high attendance than among low attendance clubs.

ANALYSIS OF DISTRICTS

This section of the report analyzes the reactions of clubs included in the survey according to a fifth variable, the section of the United States or Canada in which they are located. For example, members of clubs in the Alabama District should exhibit reactions differing from those of members in the Pacific-Northwest District, etc. The charts on pages 245 and 246 indicate the distribution of the active clubs in Kiwanis International and the clubs included in the survey according to district as well as the questionnaire response from the various districts.

The chart on page 245 indicates that five districts were perfectly represented in the survey. One more club from the Alabama District was included than should have been; five more clubs from the California-Nevada District should have been included; etc.

The charts presenting the numbers and percentages of members answering and not answering each question have been omitted from this section to conserve space. For adequate presentation of the reactions of members in each district, the charts presented are necessarily voluminous. By omitting the charts concerning the response to each question, considerable space has been saved and much difficulty in page make-up has been avoided. Information concerning question response for any district will be furnished upon request.

Since the charts presented in the section are clearly indicative of conditions in each district, and since trends from district to district located in various geographical sections of Kiwanis International are almost impossible to ascertain, discussion of the findings has been reduced in volume. It is believed that the figures brought out by the charts will in themselves provide adequate data for district comparisons.

1. Age of Members

The chart on page 247 indicates the percentages of answering members in the various districts distributed according to five-year age groups. By comparing the district percentages in each age group with those for Kiwanis International information concerning particular age groups in which each district is over or under the percentages for Kiwanis International may be obtained. Such a study will indicate in which age groups each district should concentrate its membership efforts in order to bring the age pattern of its members into line with that of the whole organization.

The chart on page 248 presents a comparison of the average and median ages of the members in the various districts.

The Southwest District exhibits the lowest average and median ages of all districts while the Western Canada District exhibits the highest average and median ages. Of the 29 districts, 13 exhibit average ages below that for Kiwanis International; 3 districts exhibit the same average age as that for Kiwanis International and 13 districts exhibit average ages above that for Kiwanis International.

This chart should prove of interest to district Committees on Classification and Membership, indicating in which districts a need exists for the addition of younger business and professional men as Kiwanis members.

DISTRIBUTION OF ACTIVE CLUBS BY DISTRICTS

March 31, 1940

<u>Dis- trict Number</u>	<u>Districts</u>	<u>Clubs in Kiwanis International</u>	<u>Clubs In- cluded in Survey</u>	<u>% Clubs in Kiwanis International</u>	<u>% Clubs In- cluded in Survey</u>	<u>% Dif- ferential</u>	<u>% Differential Expressed in Number of Clubs</u>
1	Alabama	30	5	1.5%	1.7%	.2%	1
2	California-Nevada	147	16	7.1	5.3	-1.8	-5
3	Capital	60	9	2.9	3.0	.1	--
4	Carolinas	74	11	3.6	3.6	0.0	--
5	Florida	62	10	3.0	3.3	.3	1
6	Georgia	58	13	2.8	4.3	1.5	5
7	Illinois-Eastern Iowa	127	16	6.2	5.3	-.9	-3
8	Indiana	76	14	3.7	4.6	.9	3
9	Kentucky-Tennessee	66	10	3.2	3.3	.1	--
10	Louisiana-Mississippi-West. Tennessee	33	6	1.6	2.0	.4	1
11	Michigan	68	12	3.3	3.9	.6	2
12	Minnesota-Dakotas	67	10	3.3	3.3	0.0	--
13	Missouri-Kansas-Arkansas	117	17	5.7	5.6	-.1	--
14	Montana	22	5	1.1	1.7	.6	2
15	Nebraska-Iowa	57	11	2.8	3.6	.8	2
16	New England	112	13	5.4	4.3	-1.1	-3
17	New Jersey	68	9	3.3	3.0	-.3	-1
18	New York	111	12	5.4	3.9	-1.5	-5
19	Ohio	121	13	5.9	4.3	-1.6	-5
20	Ontario-Quebec-Maritime	52	9	2.6	3.0	.4	1
21	Pacific-Northwest	99	12	4.8	3.9	-.9	-3
22	Pennsylvania	119	14	5.8	4.6	-1.2	-4
23	Rocky Mountain	25	7	1.2	2.3	1.1	4
24	Southwest	19	5	.9	1.7	.8	2
25	Texas-Oklahoma	119	11	5.8	3.6	-2.2	-7
26	Utah-Idaho	25	7	1.2	2.3	1.1	4
27	Western Canada	15	5	.7	1.7	1.0	3
28	West Virginia	33	7	1.6	2.3	.7	2
29	Wisconsin-Upper Michigan	73	14	3.6	4.6	1.0	3
<u>Total</u>		2,055	303	100.0%	100.0%	00.0%	00

RESPONSE FROM ACTIVE CLUBS IN VARIOUS DISTRICTS

March 31, 1940

District Number	District	Clubs in District	Clubs included in Survey	% Clubs in District included in Survey	Questionnaires Sent	Questionnaires Returned	% Returned
1	Alabama	30	5	16.7%	298	82	27.5%
2	California-Nevada	147	16	10.9	1,089	351	32.2
3	Capital	60	9	10.5	630	230	36.5
4	Carolinas	74	11	14.9	620	136	21.9
5	Florida	62	10	16.1	464	127	27.4
6	Georgia	58	13	22.4	822	219	26.6
7	Illinois-Eastern Iowa	127	16	12.6	954	323	33.9
8	Indiana	76	14	18.4	1,055	383	36.3
9	Kentucky-Tennessee	66	10	15.2	798	252	31.6
10	Louisiana-Mississippi-W. Tenn.	33	6	18.2	441	185	41.9
11	Michigan	68	12	17.6	760	328	43.2
12	Minnesota-Dakotas	67	10	14.9	522	147	28.2
13	Missouri-Kansas-Arkansas	117	17	14.5	1,254	454	36.2
14	Montana	22	5	22.7	353	58	16.4
15	Nebraska-Iowa	57	11	19.3	884	388	43.9
16	New England	112	13	11.6	889	149	16.8
17	New Jersey	68	9	13.2	633	137	21.6
18	New York	111	12	10.8	854	173	20.3
19	Ohio	121	13	10.7	1,291	290	22.5
20	Ontario-Quebec-Maritime	52	9	17.3	841	264	31.4
21	Pacific-Northwest	99	12	12.1	1,068	295	27.6
22	Pennsylvania	119	14	11.7	1,002	290	28.9
23	Rocky Mountain	25	7	28.0	618	168	27.2
24	Southwest	19	5	26.3	169	52	30.8
25	Texas-Oklahoma	119	11	9.2	847	234	27.6
26	Utah-Idaho	25	7	28.0	576	100	17.4
27	Western	15	5	33.3	459	127	27.7
28	West Virginia	33	7	21.2	387	136	18.7
29	Wisconsin-Upper Michigan	73	14	19.2	726	300	41.3
Total		2,055	303	14.7%	21,304	6,378	29.9%

1. Age of Members

	<u>20-24 Years</u>	<u>25-29 Years</u>	<u>30-34 Years</u>	<u>35-39 Years</u>	<u>40-44 Years</u>	<u>45-49 Years</u>	<u>50-54 Years</u>	<u>55-59 Years</u>	<u>60-64 Years</u>	<u>65-69 Years</u>	<u>70 Years and Over</u>	<u>Total</u>
Kiwanis Int'l.	.7%	4.7%	11.6%	14.5%	15.9%	16.6%	13.4%	10.1%	6.2%	3.8%	2.5%	100.0%
Alabama	-	11.1	18.1	16.7	11.1	18.1	6.9	8.3	4.2	-	5.5	100.0
Calif.-Nevada	-	3.2	10.0	16.6	14.9	15.8	10.9	12.0	9.7	4.3	2.6	100.0
Capital	1.0	4.3	7.5	11.3	18.9	15.1	12.7	11.3	8.0	6.6	3.3	100.0
Carolinas	-	6.3	12.7	18.3	20.6	16.7	9.5	8.7	4.0	3.2	-	100.0
Florida	.9	2.8	13.0	13.0	15.7	14.8	13.9	10.2	6.5	4.6	4.6	100.0
Georgia	1.1	6.2	12.8	14.0	19.0	16.2	8.9	12.3	6.2	2.2	1.1	100.0
Ill.-E. Iowa	1.0	6.4	13.1	12.8	14.4	17.4	11.1	11.1	5.0	3.0	4.7	100.0
Indiana	.6	1.5	9.0	15.0	14.7	16.4	17.9	12.9	6.6	3.9	1.5	100.0
Ky.-Tennessee	.4	4.3	11.2	15.1	12.9	17.7	16.8	11.2	6.9	.9	2.6	100.0
La.-Miss.-W. Tenn.	.6	6.4	8.9	22.3	19.8	15.9	10.8	5.1	6.4	1.9	1.9	100.0
Michigan	.7	3.1	15.7	15.4	13.3	18.0	12.3	7.8	7.2	3.1	3.4	100.0
Minn.-Dakotas	-	6.8	10.5	12.8	9.8	22.6	12.0	10.5	6.0	6.0	3.0	100.0
Mo.-Kan.-Ark.	1.4	7.4	17.3	13.7	19.7	13.7	12.0	7.9	3.1	1.9	1.9	100.0
Montana	1.5	10.8	9.2	15.4	16.9	13.9	12.3	4.6	9.2	6.2	-	100.0
Nebraska-Iowa	.9	3.5	13.0	11.5	15.8	14.4	13.0	10.4	8.6	6.3	2.6	100.0
New England	-	8.0	7.2	11.6	10.9	19.5	13.0	11.5	8.0	5.1	5.1	100.0
New Jersey	.8	4.1	15.6	23.8	15.6	9.8	9.8	9.8	3.3	5.8	1.6	100.0
New York	.6	1.2	8.8	8.8	13.5	26.5	14.7	11.8	5.9	3.5	4.7	100.0
Ohio	.4	3.9	5.4	11.8	17.1	17.9	16.4	10.0	9.3	5.7	2.1	100.0
Ont.-Que.-Mar.	-	1.2	9.1	12.6	16.1	18.8	16.9	15.4	6.3	2.4	1.2	100.0
Pacific-Northwest	1.1	4.6	9.8	12.1	14.0	17.4	18.2	11.4	4.2	4.6	2.6	100.0
Pennsylvania	.7	4.1	10.1	17.5	16.8	17.2	15.7	6.7	4.5	4.5	2.2	100.0
Rocky Mountain	.6	5.7	16.5	19.6	15.8	17.1	8.2	7.6	2.6	4.4	1.9	100.0
Southwest	-	11.4	20.4	18.2	18.2	6.8	13.6	6.8	2.3	-	2.3	100.0
Texas-Oklahoma	2.0	7.4	14.3	18.7	18.7	14.8	8.8	7.9	3.4	2.5	1.5	100.0
Utah-Idaho	1.1	2.2	12.9	10.8	17.2	13.9	18.2	7.5	8.6	6.5	1.1	100.0
Western Canada	-	.9	3.4	6.0	14.5	14.5	31.6	17.9	6.0	2.6	2.6	100.0
West Virginia	.8	4.8	15.1	15.1	18.2	16.7	13.5	6.3	6.3	1.6	1.6	100.0
Wis.-Upper Mich.	.4	6.0	13.1	15.6	16.4	17.1	11.2	10.1	5.2	3.4	1.5	100.0

1. Age of Members

	<u>Average Age</u>	<u>Median Age</u>
Kiwanis Int'l.	46	46
Alabama	43	45
Calif.-Nevada	47	49
Capital	48	50
Carolinas	44	45
Florida	47	49
Georgia	45	47
Ill.-Eastern Iowa	46	48
Indiana	47	49
Kentucky-Tennessee	46	48
La.-Miss.-W.Tenn.	44	45
Michigan	46	48
Minn.-Dakotas	47	48
Mo.-Kan.-Ark.	43	44
Montana	44	46
Nebraska-Iowa	47	49
New England	48	50
New Jersey	44	46
New York	48	49
Ohio	48	50
Ont.-Que.-Maritime	47	49
Pacific-Northwest	47	49
Pennsylvania	45	47
Rocky Mountain	44	45
Southwest	41	41
Texas-Oklahoma	43	44
Utah-Idaho	47	49
Western Canada	51	52
West Virginia	44	46
Wisconsin-Upper Mich.	45	47

2. Years of Membership

The chart on page 249 indicates the percentages of Kiwanians in each district who have been members of the organization for various numbers of years.

Comparison of the district percentages with the corresponding ones for Kiwanis International will give an approximate indication of district membership retention ability. Such a comparison will not be entirely accurate, however, as the district percentages, particularly in the first five year groups, will be affected somewhat by the amount of extension work carried on in the districts.

The Missouri-Kansas-Arkansas District exhibits the largest proportion of members who have been Kiwanians for one year while the New York District exhibits the lowest. Acknowledging that new club building has had some effect upon the relative sizes of these percentages, they do give some indication of the success attained in the various districts in membership increase during the past year.

The New York District has the largest proportion of members who have been Kiwanians for 25 years, indicating great retentive power in that district in holding the continued interest of original members.

2. Years of Membership

	1	2	3	4	5	6	10	15	20	25	Total
	Year	Years	Years	Years	Years	Years	Years	Years	Years	Years	Years
Kiwanis Int'l.	12.1%	9.1%	9.8%	7.4%	7.1%	11.5%	15.5%	14.0%	11.6%	1.9%	100.0%
Alabama	15.6	11.7	6.5	9.1	10.4	7.8	16.8	9.1	11.7	1.3	100.0
Calif.-Nevada	9.9	7.3	8.5	7.0	7.3	13.5	17.8	19.9	8.5	.3	100.0
Capital	8.5	11.3	9.4	8.5	9.4	9.9	11.8	10.9	16.5	3.8	100.0
Carolinas	13.2	8.3	9.1	9.1	5.0	14.8	9.1	12.4	19.0	-	100.0
Florida	12.1	7.5	15.0	8.4	6.5	10.3	16.8	12.2	8.4	2.8	100.0
Georgia	14.4	12.3	8.1	10.7	7.0	9.6	13.9	12.8	10.7	.5	100.0
Ill.-E. Iowa	15.6	9.0	10.0	9.0	4.8	13.2	14.5	12.1	9.7	2.1	100.0
Indiana	10.7	8.0	9.8	8.0	8.0	11.2	16.3	13.3	11.5	5.2	100.0
Ky.-Tennessee	9.6	8.7	12.2	6.6	8.3	10.9	14.0	13.5	11.4	4.8	100.0
La.-Miss.-W. Tenn.	16.9	15.0	13.1	3.1	6.2	13.8	15.0	5.6	11.3	-	100.0
Michigan	13.8	7.7	7.4	5.4	7.7	15.1	12.8	18.1	10.7	1.3	100.0
Minn.-Dakotas	14.4	7.2	6.5	7.2	7.9	15.8	13.7	17.3	9.3	.7	100.0
Mo.-Kan.-Ark.	18.4	12.9	11.2	6.8	7.3	15.0	9.2	9.0	8.7	1.5	100.0
Montana	14.5	8.1	8.1	8.1	4.8	8.1	14.5	16.1	17.7	-	100.0
Nebraska-Iowa	14.7	9.8	8.6	8.1	7.4	13.0	11.2	10.7	15.9	.6	100.0
New England	9.3	12.2	7.1	7.1	7.9	5.0	15.7	20.0	10.0	5.7	100.0
New Jersey	16.4	9.0	9.8	4.9	7.4	7.4	16.4	15.6	12.3	.8	100.0
New York	4.9	6.8	11.0	9.2	4.3	5.5	16.6	20.2	13.5	8.0	100.0
Ohio	6.8	8.6	9.7	8.6	5.4	12.6	20.9	10.8	11.9	4.7	100.0
Ont.-Que.-Mar.	9.6	7.5	8.4	5.0	5.9	12.1	14.7	14.6	17.6	4.6	100.0
Pacific-Northwest	11.2	10.0	7.8	6.7	5.2	11.9	21.6	17.1	7.8	.7	100.0
Pennsylvania	7.6	9.9	10.3	4.6	7.6	11.1	18.3	14.1	13.7	2.8	100.0
Rocky Mountain	12.3	8.4	16.9	9.8	10.4	5.2	20.1	10.4	6.5	-	100.0
Southwest	10.6	10.6	25.5	6.4	6.4	10.6	15.0	10.6	4.3	-	100.0
Texas-Oklahoma	7.8	9.3	10.7	10.2	5.9	9.8	19.0	16.5	9.8	1.0	100.0
Utah-Idaho	9.9	15.4	11.0	6.6	9.9	7.7	13.2	9.9	16.4	-	100.0
Western Canada	15.3	4.2	4.2	3.4	7.6	13.6	16.9	22.9	11.9	-	100.0
West Virginia	10.3	3.4	13.7	7.7	10.3	12.8	13.6	16.2	12.0	-	100.0
Wis.-Upper Mich.	13.3	8.0	12.5	6.1	6.1	9.9	17.1	14.0	12.2	.8	100.0

3. Classification

The chart on page 251 indicates the percentage distribution of members in the various districts according to broad occupational divisions.

This chart presents the occupational patterns of all district memberships and shows wherein each district deviates from the pattern for Kiwanis International. A comparison of the district percentages with those for Kiwanis International should be of help to district officers in their membership increase efforts, showing the particular occupational divisions on which emphasis should be placed in adding new members to club rosters. Of course, the possibilities for membership increase in all occupational divisions are limited by the occupational distribution of the white male population of each district.

Some districts exhibit no members in certain occupational divisions. This should not be taken to mean that actually there are no such members in those districts. Rather, in some occupational divisions where there appear to be no members, the members probably did not receive questionnaires to return, did not return questionnaires, or did not answer the question.

Where no members appear in an occupational division, the proportion of such members is probably negligible in the district. For example, in the Florida District there are probably some members whose Kiwanis classifications would place them in the agriculture, fishing and forestry division. However, the proportionate number of such Kiwanians is undoubtedly negligible in comparison with the other occupational divisions.

4. Reason for Joining

The chart on page 252 indicates the percentages of members giving various reasons for joining Kiwanis distributed according to districts.

The percentages given in this chart are the product not only of the personal feelings of individual members but of the reasons for affiliation that have been advanced through the Kiwanis education programs of the various districts in connection with both new club building and membership increase efforts. Thus, one district Kiwanis education program may generally emphasize the acquisition of friends as the major reason for joining Kiwanis with the result that new members in that district have been influenced in their reason for affiliation by the emphasis given to that point.

District Committees on Classification and Membership should be interested in the deviations of their district percentages from the norms expressed through the percentages for Kiwanis International as well as the comparison of their district percentages with those of other districts. In some districts it is evident that the rendering of service to the community should be highly emphasized in membership increase endeavors with only minor emphasis given to the acquisition of friends and the development of personality. In others an almost equal emphasis should be given to the rendering of service and the acquisition of friends, etc.

3. Classification

	Agric., Fishing and Forestry	Domestic and Per- sonal Service	Extrac- tion of Minerals	Mfg. and Mech. Ind.	Profes- sional Service	Public Service (n.e.c.)	Trade	Transp. and Comm.	Total
Kiwanis Int'l.	1.5%	2.1%	.1%	13.4%	34.7%	2.7%	41.0%	4.5%	100.0%
Alabama	2.8	5.7	-	8.6	38.6	8.6	34.3	1.4	100.0
Calif.-Nevada	2.4	1.8	-	12.2	40.3	2.1	37.9	3.3	100.0
Capital	1.6	1.6	-	14.2	25.7	1.1	49.8	6.0	100.0
Carolinas	1.9	-	-	13.2	36.8	1.9	43.4	2.8	100.0
Florida	-	2.0	-	13.3	30.6	5.1	43.9	5.1	100.0
Georgia	1.4	2.1	-	11.4	37.6	.7	41.1	5.7	100.0
Ill.-E. Iowa	2.3	2.3	-	15.8	34.2	1.3	39.2	4.9	100.0
Indiana	2.1	2.1	-	17.0	34.4	.3	39.9	4.2	100.0
Ky.-Tennessee	1.8	3.2	-	21.7	33.6	2.8	33.2	3.7	100.0
La.-Miss-W. Tenn.	.6	4.5	-	15.8	25.3	4.5	43.0	6.3	100.0
Michigan	.8	-	-	15.3	42.2	3.7	35.5	2.5	100.0
Minn.-Dakotas	-	.9	-	2.8	48.6	5.5	38.5	3.7	100.0
Mo.-Kan.-Ark.	.6	4.1	-	12.6	29.6	.9	44.0	8.2	100.0
Montana	1.7	1.7	-	5.2	34.5	-	50.0	6.9	100.0
Nebraska-Iowa	3.5	2.8	-	10.2	33.3	5.9	40.4	3.9	100.0
New England	-	1.7	-	21.7	38.3	2.6	33.1	2.6	100.0
New Jersey	-	2.1	-	9.3	36.1	3.1	48.4	1.0	100.0
New York	1.3	-	-	15.9	33.8	-	47.1	1.9	100.0
Ohio	.4	1.2	-	15.7	35.0	3.7	40.3	3.7	100.0
Ont.-Que.-Mar.	-	1.8	-	20.6	25.6	2.2	45.3	4.5	100.0
Pacific-Northwest	3.5	1.8	-	11.5	31.7	1.3	46.7	3.5	100.0
Pennsylvania	.9	3.1	-	12.0	37.3	1.8	40.9	4.0	100.0
Rocky Mountain	3.4	1.7	-	8.5	38.5	2.6	40.2	5.1	100.0
Southwest	-	4.7	-	9.3	30.2	4.7	41.8	9.3	100.0
Texas-Oklahoma	1.1	2.1	-	11.1	34.6	5.9	43.6	1.6	100.0
Utah-Idaho	2.6	1.3	-	11.9	42.1	1.3	35.5	5.3	100.0
Western Canada	3.8	4.7	-	14.2	22.6	3.8	39.6	11.3	100.0
West Virginia	-	1.8	3.6	10.6	38.0	1.8	38.0	6.2	100.0
Wis.-Upper Mich.	1.5	1.5	-	13.1	41.0	2.4	35.1	5.4	100.0

4. Reason for Joining

	<u>To acquire friends</u>	<u>To develop personality</u>	<u>To render service</u>	<u>To make contacts</u>	<u>Other</u>	<u>Total</u>
Kiwanis Int'l.	31.9%	13.1%	47.2%	4.9%	2.9%	100.0%
Alabama	30.8	9.0	48.7	9.0	2.5	100.0
Calif.-Nevada	36.8	16.9	38.5	4.2	3.6	100.0
Capital	29.2	9.4	52.0	6.3	3.1	100.0
Carolinas	29.7	14.1	52.3	3.1	.8	100.0
Florida	25.9	10.3	56.0	2.6	5.2	100.0
Georgia	22.1	9.2	57.9	7.2	3.6	100.0
Ill.-E. Iowa	30.3	13.0	49.5	3.9	3.3	100.0
Indiana	39.9	11.2	41.6	4.8	2.5	100.0
Ky.-Tennessee	32.2	11.7	49.0	5.4	1.7	100.0
La.-Miss.-W. Tenn.	32.0	9.7	46.9	8.6	2.8	100.0
Michigan	34.2	16.1	42.7	3.2	3.8	100.0
Minn.-Dakotas	35.0	16.4	45.7	2.2	.7	100.0
Mo.-Kan.-Ark.	34.9	13.9	40.4	7.6	3.2	100.0
Montana	41.5	6.2	47.7	4.6	-	100.0
Nebraska-Iowa	37.9	15.7	37.1	7.1	2.2	100.0
New England	31.7	9.0	46.9	6.2	6.2	100.0
New Jersey	25.6	12.0	58.6	1.5	2.3	100.0
New York	34.5	9.1	47.3	5.5	3.6	100.0
Ohio	34.6	18.9	39.2	4.5	2.8	100.0
Ont.-Que.-Mar.	26.2	8.8	55.0	5.4	4.6	100.0
Pacific-Northwest	31.6	14.4	44.6	5.6	3.8	100.0
Pennsylvania	34.9	10.8	45.7	4.7	3.9	100.0
Rocky Mountain	32.9	18.0	43.5	4.3	1.3	100.0
Southwest	30.6	10.2	55.1	4.1	-	100.0
Texas-Oklahoma	30.2	11.2	54.4	3.7	.5	100.0
Utah-Idaho	28.6	12.2	51.0	7.2	1.0	100.0
Western Canada	28.9	14.9	47.1	5.0	4.1	100.0
West Virginia	22.7	14.4	58.3	2.3	2.3	100.0
Wis.-Upper Mich.	30.1	17.0	48.4	3.5	1.0	100.0

5. Offices Held

The chart on page 254 indicates the percentages of answering members in each district who hold or have held club offices and committee chairmanships.

Study of the relationship between the proportions of members in each district who have held club offices and committee chairmanships and the response to the leadership training procedure discussed in Question 14 on page 268 should be revealing. The chart shows that clubs in some districts are drawing more heavily than in others upon the services of their members for certain offices such as director and for the position of committee chairman.

The chart appearing on page 255 indicates the percentages of members in the various districts who hold or have held district offices and chairmanships. One variable is represented in the percentages which should be taken into consideration in studying the chart. Generally speaking, the smaller the membership of a district the larger is the percentage of members holding various district offices and chairmanships. The total number of offices and chairmanships available in any district is more or less fixed. Thus, if a district is small in membership, a larger proportion of the whole membership will assume the fixed number of district offices and chairmanships than if the district membership is large.

No members reported that they hold or had held certain offices in some districts. In such instances it can be assumed that either members holding such offices did not receive questionnaires, did not return questionnaires although they had received them or did not answer the question.

The chart should also provide the district officers with knowledge regarding what proportions of their memberships have gained experience in district functioning and administration. Such experience should be capitalized upon by all districts and utilized to the fullest extent in both counseling and activity capacities.

The chart on page 256 presents the percentages of members in the various districts who hold or have held various International offices and committee chairmanships. This chart should be of interest in that it provides some indication of which districts are contributing the largest amount of leadership to the International organization.

6. Hours Per Month Given to Kiwanis

The chart on page 257 indicates the percentages of Kiwanians in each district reporting the devotion of various numbers of hours per month to Kiwanis meetings and activities. Information is presented through the chart concerning what percentages of the memberships of the various districts are devoting small, medium and large amounts of time to their Kiwanis work. A comparison can be made between the percentages for the districts and the ones for Kiwanis International, providing district officers with information concerning any needs existing in their districts for increased emphasis upon Kiwanis service.

The chart on page 258 indicates the average numbers of hours per month devoted to Kiwanis meetings and activities by members in the various districts. A comparison between districts and with Kiwanis International of the average hours per month given to Kiwanis by members is presented, indicating where needs exist for greater emphasis upon the devotion of additional time to Kiwanis work.

5. Offices Held

Club Offices and <u>Chairmanships</u>	<u>Pres.</u>	<u>Vice- Pres.</u>	<u>Secy.</u>	<u>Treas.</u>	<u>Secy.- Treas.</u>	<u>Director</u>	<u>Comm. Chr.</u>
Kiwanis Int'l.	97.9%	32.4%	28.0%	9.3%	6.4%	2.2%	81.4%
Alabama	100.0	47.1	31.4	13.7	9.8	7.8	80.4
Calif.-Nevada	100.0	29.9	29.6	6.9	4.1	2.7	89.0
Capital	100.0	36.1	27.8	5.7	7.0	2.5	69.6
Carolinas	97.0	33.3	38.4	14.1	6.1	5.1	83.8
Florida	97.8	31.5	28.3	9.8	3.3	-	83.7
Georgia	87.0	29.8	18.6	9.3	5.6	6.2	74.5
Ill.-E. Iowa	99.1	41.0	31.3	15.9	7.0	2.6	86.3
Indiana	93.8	26.5	20.4	8.5	8.1	1.5	76.9
Ky.-Tennessee	99.4	35.0	24.3	6.8	7.3	1.7	81.4
La.-Miss.-W.Tenn.	99.0	30.1	27.2	11.7	2.9	1.9	77.7
Michigan	97.9	25.2	18.6	7.0	5.8	1.7	79.3
Minn.-Dakotas	91.7	36.1	20.4	9.2	4.6	3.7	75.0
Mo.-Kan.-Ark.	93.7	27.2	26.5	9.3	5.6	2.0	83.1
Montana	100.0	24.0	22.0	8.0	10.0	2.0	82.0
Nebraska-Iowa	98.3	36.0	28.0	7.6	6.4	1.3	78.8
New England	90.8	30.0	35.0	13.3	5.0	.8	68.3
New Jersey	97.8	35.5	38.7	7.5	4.3	3.2	87.1
New York	96.4	29.2	23.4	11.7	6.6	1.5	81.8
Ohio	100.0	28.1	24.9	10.6	8.3	3.7	83.4
Ont.-Que.-Mar.	97.0	22.2	33.0	8.9	7.4	2.0	85.7
Pacific-Northwest	100.0	35.1	29.7	7.7	9.9	1.4	92.3
Pennsylvania	97.0	29.6	28.1	8.5	12.6	-	81.4
Rocky Mountain	98.3	26.5	23.1	14.5	2.6	-	76.9
Southwest	100.0	37.2	39.5	11.6	4.7	7.0	83.7
Texas-Oklahoma	99.4	34.3	33.7	5.1	6.2	1.1	87.1
Utah-Idaho	97.1	37.1	35.7	10.0	4.3	1.4	80.0
Western Canada	100.0	34.5	46.0	8.0	1.1	5.7	78.2
West Virginia	99.0	39.4	27.9	5.8	3.8	-	86.5
Wis.-Upper Mich.	100.0	33.6	28.4	7.3	5.2	.9	78.0

5. Offices Held

Dist. Offices and Chairmanships	Gov.	Lt. Gov.	Secy.	Treas.	Secy.-		Comm. Chrm.
					Treas.	Treas.	
Kiwanis Int'l.	16.4%						
Alabama	21.6	7.0%	.8%	.3%	.4%		10.8%
Calif.-Nevada	12.7	13.7	-	-	-		13.7
Capital	12.0	6.5	.7	-	.7		9.3
Carolinas	10.1	7.0	-	-	-		7.0
Florida	17.4	7.1	-	-	-		6.1
Georgia	15.5	8.7	-	-	1.1		9.8
Ill.-E. Iowa	15.9	8.7	2.5	1.9	.6		11.2
Indiana	14.2	7.5	.9	.9	-		10.1
Ky.-Tennessee	20.3	5.8	1.9	-	.4		8.8
La.-Miss.-W. Tenn.	18.4	7.3	.6	.6	-		12.4
Michigan	16.9	8.7	-	-	1.0		10.7
Minn.-Dakotas	13.9	7.9	-	-	-		11.6
Mo.-Kan.-Ark.	16.2	6.5	-	-	-		15.7
Montana	22.0	7.3	.7	1.0	-		9.6
Nebraska-Iowa	21.2	8.0	-	-	2.0		18.0
New England	17.5	7.2	.4	-	.4		14.4
New Jersey	19.4	7.5	3.3	-	-		11.7
New York	15.3	4.3	1.1	-	-		15.1
Ohio	14.3	5.1	.7	-	1.5		5.8
Ont.-Que.-Mar.	18.7	5.5	-	.5	-		10.6
Pacific-Northwest	14.9	5.9	-	-	1.5		12.8
Pennsylvania	15.6	8.1	-	-	-		9.5
Rocky Mountain	15.4	5.0	2.0	-	-		9.0
Southwest	25.6	4.3	2.6	-	-		11.1
Texas-Oklahoma	12.4	9.3	2.3	2.3	-		16.3
Utah-Idaho	18.6	6.7	.6	.6	-		5.1
Western Canada	26.4	4.3	1.4	-	1.4		12.9
West Virginia	20.2	5.7	3.4	-	2.3		21.8
Wis.-Upper Mich.	13.8	6.7	1.0	-	-		13.5
		7.3	.9	-	-		6.5

5. Offices Held

Int'l. Offices and Chairmanships	President	Vice- President	Treasurer	Trustee	Committee Chairman
Kiwanis Int'l.	1.0%	.1%	.4%	.4%	.9%
Alabama	-	-	-	-	-
Calif.-Nevada	.7	-	-	.3	.3
Capital	-	-	-	-	-
Carolinas	-	-	-	-	-
Florida	2.2	-	-	-	2.2
Georgia	4.3	1.2	.6	1.2	4.3
Ill.-E. Iowa	.4	.4	-	.4	-
Indiana	.8	-	-	-	.8
Ky.-Tennessee	1.1	-	-	.6	.6
La.-Miss.-W. Tenn.	-	-	-	-	-
Michigan	.4	-	-	.4	-
Minn.-Dakotas	1.9	.9	-	.9	1.9
Mo.-Kan.-Ark.	-	-	-	-	-
Montana	4.0	2.0	-	2.0	4.0
Nebraska-Iowa	1.3	.4	.8	1.3	1.7
New England	1.7	-	-	.8	1.7
New Jersey	3.2	-	-	1.1	3.2
New York	2.2	-	-	.7	1.5
Ohio	.9	-	-	-	.9
Ont.-Que.-Mar.	2.0	-	-	.5	1.5
Pacific-Northwest	.5	-	-	-	.5
Pennsylvania	-	-	-	-	-
Rocky Mountain	-	-	-	-	-
Southwest	-	-	-	-	-
Texas-Oklahoma	-	-	-	-	-
Utah-Idaho	2.9	-	-	-	2.9
Western Canada	3.4	1.1	-	1.1	3.4
West Virginia	-	-	-	-	-
Wis.-Upper Mich.	.9	-	-	-	.9

6. Hours Per Month Given to Kiwanis

	1 through 4 Hours	5 through 9 Hours	10 through 15 Hours	20 through 45 Hours	50 Hours and Over	Total
Kiwanis Int'l.	11.0%	50.6%	29.1%	8.5%	.8%	100.0%
Alabama	24.1	60.7	10.1	5.1	-	100.0
Calif.-Nevada	5.4	51.1	33.2	8.8	1.5	100.0
Capital	14.0	43.9	28.0	12.6	1.5	100.0
Carolinas	37.1	45.5	15.1	2.3	-	100.0
Florida	11.5	51.3	28.3	5.3	3.6	100.0
Georgia	19.6	47.0	27.4	6.0	-	100.0
Ill.-E. Iowa	8.1	47.1	32.7	10.9	1.2	100.0
Indiana	11.3	57.1	25.6	6.0	-	100.0
Ky.-Tennessee	13.1	57.6	23.3	4.7	1.3	100.0
La.-Miss.-W. Tenn.	12.3	48.9	26.5	11.1	1.2	100.0
Michigan	5.8	57.6	28.9	6.7	1.0	100.0
Minn.-Dakotas	12.4	64.2	16.8	5.1	1.5	100.0
Mo.-Kan.-Ark.	9.7	44.8	34.6	10.0	.9	100.0
Montana	7.9	49.2	33.4	9.5	-	100.0
Nebraska-Iowa	9.7	61.0	23.1	5.1	1.1	100.0
New England	7.4	48.5	32.4	8.8	2.9	100.0
New Jersey	5.3	35.9	44.3	10.7	3.8	100.0
New York	10.1	40.5	38.0	8.2	3.2	100.0
Ohio	14.1	57.0	23.5	5.0	.4	100.0
Ont.-Que.-Mar.	4.9	26.6	41.0	25.0	2.5	100.0
Pacific-Northwest	9.3	51.3	33.3	5.0	1.1	100.0
Pennsylvania	13.2	56.4	23.8	4.0	2.6	100.0
Rocky Mountain	11.0	58.1	25.8	4.5	.6	100.0
Southwest	9.6	61.6	25.0	1.9	1.9	100.0
Texas-Oklahoma	9.9	51.4	30.7	6.6	1.4	100.0
Utah-Idaho	11.2	57.1	24.6	6.1	1.0	100.0
Western Canada	9.9	28.8	37.9	20.7	2.7	100.0
West Virginia	13.8	54.6	23.1	6.2	2.3	100.0
Wis.-Upper Mich.	12.8	52.8	28.0	6.0	.4	100.0

6. Hours Per Month Given to Kiwanis

	1 through 4 Hours	5 through 9 Hours	10 through 15 Hours	20 through 45 Hours	50 Hours and Over	Average Hours
Kiwanis Int'l.	3.2	6.2	11.1	25.8	69.0	9.7
Alabama	3.6	6.4	11.2	25.0	-	7.2
Calif.-Nevada	2.7	7.2	11.0	24.1	57.0	10.4
Capital	3.5	6.7	10.9	27.7	113.3	11.6
Carolinas	3.6	5.9	11.7	25.0	-	6.3
Florida	3.3	6.6	11.1	29.2	67.5	10.8
Georgia	3.6	6.3	10.8	29.1	-	8.4
Ill.-E. Iowa	2.8	6.8	11.0	24.5	65.0	10.4
Indiana	3.1	6.7	11.4	24.2	-	8.5
Ky.-Tennessee	3.4	6.4	11.5	26.8	76.7	9.0
La.-Miss.-W. Tenn.	3.5	6.4	10.8	26.9	50.0	10.0
Michigan	2.8	6.9	11.0	24.8	70.0	9.4
Minn.-Dakotas	3.2	6.7	10.4	23.6	75.0	8.7
Mo.-Kan.-Ark.	3.2	6.8	11.1	27.1	55.0	10.4
Montana	2.8	7.1	11.6	24.2	-	10.0
Nebraska-Iowa	3.1	6.7	10.6	25.0	11.4	9.4
New England	3.1	6.8	11.7	29.5	55.0	11.5
New Jersey	3.3	7.0	10.9	20.7	70.0	12.4
New York	3.2	7.0	11.0	25.8	66.0	11.6
Ohio	3.6	6.5	11.5	23.9	80.0	8.7
Ont.-Que.-Mar.	3.0	7.0	11.2	26.6	60.8	14.8
Pacific-Northwest	3.1	6.5	11.5	24.6	55.0	9.1
Pennsylvania	3.2	6.7	10.5	28.6	65.0	9.6
Rocky Mountain	3.1	6.9	10.8	22.1	50.0	9.5
Southwest	3.0	6.4	10.4	20.0	50.0	8.3
Texas-Oklahoma	3.4	6.4	11.2	25.7	81.7	9.9
Utah-Idaho	3.0	6.6	11.3	26.7	60.0	9.1
Western Canada	2.8	6.7	11.4	25.4	93.3	14.3
West Virginia	3.3	6.6	10.8	25.6	68.3	9.7
Wis.-Upper Mich.	2.7	6.9	10.6	26.8	60.0	8.8

7. Club Kiwanis Education Program

The following chart indicates the percentages of those answering the question expressing favorable or unfavorable opinions regarding the Kiwanis education programs of their clubs, distributed according to district.

The chart should be of considerable interest to district Committees on Kiwanis Education, indicating as it does the effectiveness of club programs and membership response to them. In districts where the percentages of favorable members are considerably below that for Kiwanis International an intensified effort for more comprehensive Kiwanis education might well be initiated by the district committees.

	<u>Favorable</u>	<u>Unfavorable</u>	<u>Total</u>
Kiwanis Int'l.	76.8%	23.2%	100.0%
Alabama	75.3	24.7	100.0
Calif.-Nevada	76.3	23.7	100.0
Capital	80.3	19.7	100.0
Carolinas	71.0	29.0	100.0
Florida	68.3	31.7	100.0
Georgia	79.4	20.6	100.0
Ill.-E. Iowa	79.9	20.1	100.0
Indiana	74.9	25.1	100.0
Ky.-Tennessee	73.8	26.2	100.0
La.-Miss.-W. Tenn.	84.2	15.8	100.0
Michigan	86.4	13.6	100.0
Minn.-Dakotas	82.9	17.1	100.0
Mo.-Kan.-Ark.	80.5	19.5	100.0
Montana	75.9	24.1	100.0
Nebraska-Iowa	80.3	19.7	100.0
New England	75.4	24.6	100.0
New Jersey	77.9	22.1	100.0
New York	72.9	27.1	100.0
Ohio	80.7	19.3	100.0
Ont.-Que.-Mar.	77.4	22.6	100.0
Pacific-Northwest	72.2	27.8	100.0
Pennsylvania	76.2	23.8	100.0
Rocky Mountain	74.1	25.9	100.0
Southwest	59.6	40.4	100.0
Texas-Oklahoma	78.1	21.9	100.0
Utah-Idaho	82.8	17.2	100.0
Western Canada	79.2	20.8	100.0
West Virginia	68.7	31.3	100.0
Wisconsin-Upper Mich.	76.7	23.3	100.0

8. Reception Into Membership

The following chart indicates the percentages of those in each district who expressed satisfaction or dissatisfaction with their receptions into membership.

District Committees on Kiwanis Education and Classification and Membership should find the information presented in this chart of value inasmuch as it indicates where needs exist for improved club induction procedures. The response also provides some indication of how members of new clubs feel about club charter night procedures since charter nights represent their reception into membership.

	<u>Satisfied</u>	<u>Dissatisfied</u>	<u>Total</u>
Kiwanis Int'l.	94.4%	5.6%	100.0%
Alabama	97.5	2.5	100.0
Calif.-Nevada	94.0	6.0	100.0
Capital	97.3	2.7	100.0
Carolinas	94.7	5.3	100.0
Florida	95.9	4.1	100.0
Georgia	93.7	6.3	100.0
Ill.-E. Iowa	96.2	3.8	100.0
Indiana	92.0	8.0	100.0
Ky.-Tennessee	93.8	6.2	100.0
La.-Miss.-W.Tenn.	95.0	5.0	100.0
Michigan	94.7	5.3	100.0
Minn.-Dakotas	99.3	.7	100.0
Mo.-Kan.-Ark.	93.8	6.2	100.0
Montana	94.8	5.2	100.0
Nebraska-Iowa	93.8	6.2	100.0
New England	93.8	6.2	100.0
New Jersey	92.6	7.4	100.0
New York	92.9	7.1	100.0
Ohio	92.8	7.2	100.0
Ont.-Que.-Mar.	93.2	6.8	100.0
Pacific-Northwest	94.5	5.5	100.0
Pennsylvania	93.3	6.7	100.0
Rocky Mountain	93.3	6.7	100.0
Southwest	94.2	5.8	100.0
Texas-Oklahoma	96.8	3.2	100.0
Utah-Idaho	96.0	4.0	100.0
Western Canada	98.3	1.7	100.0
West Virginia	97.8	2.2	100.0
Wisconsin-Upper Mich.	93.8	6.2	100.0

9. Personal Attendance Percentages

The first chart on page 262 presents the attendance percentages of answering members in each district grouped in multiples of 20%.

District Committees on Attendance and district officers should find this chart of interest in that it indicates the proportions of members in their districts who have personal attendance percentages of above and below the required 60%. The degree of importance of the problem of attendance irregularity in each district is clearly shown through the chart which presents information concerning any existing need in each district for intensified attendance stimulation efforts.

The second chart on page 262 presents the average attendance percentages for the first three months of 1940 of the clubs in each district that were included in the survey.

10. Other Clubs Visited

The chart on page 263 indicates the percentages of members in each district who have visited various numbers of other clubs since the first of the year. Information is presented through the chart concerning the proportions of members in each district who have visited no clubs and who have visited one or more clubs this year. It should be recalled that responses to this question include not only inter-club relations but visits to other clubs by individual members for attendance credit purposes.

In addition to variables that affect the responses indicated in the chart such as the density of clubs in each district and the amount of promotion given to inter-club relations by district and club committees, the season of the year is reflected to a minor extent in the chart. During the winter and early spring months, inclement weather conditions in Canada and in the northern parts of the United States oftentimes react unfavorably against inter-club relations while during the same season the generally milder weather prevailing in the southern parts of the United States is less of a handicap to inter-club relations. Although it is not possible to show it, elimination of the density and promotional variables would probably indicate that districts located in the southern part of the United States exhibit a larger proportion of members engaged in inter-club relations during the winter and early spring months than in other areas.

The chart on page 264 presents information concerning the average number of clubs visited by members in the various districts. Giving consideration to the variables previously discussed this chart illustrates in which districts more intensified promotion of inter-club relations might be given. The chart should be of interest to district Committees on Inter-Club Relations and to district officers in planning comprehensive programs for club participation in this phase of the Kiwanis program.

9. Personal Attendance Percentages

	0-19	20-39	40-59	60-79	80-100	Total	Average Attendance Percentages
Kiwanis Int'l.	.5%	.9%	2.5%	9.2%	86.9%	100.0%	79%
Alabama	1.3	1.3	-	13.9	83.5	100.0	80
Calif.-Nevada	.3	-	.9	1.4	97.4	100.0	91
Capital	1.4	1.4	4.3	8.5	84.4	100.0	79
Carolinas	-	-	4.1	10.6	85.3	100.0	72
Florida	-	-	.9	2.7	96.4	100.0	84
Georgia	-	.5	2.2	8.8	88.5	100.0	73
Ill.-E.Iowa	.4	1.3	2.3	9.7	86.3	100.0	76
Indiana	.3	1.7	5.0	16.0	77.0	100.0	78
Ky.-Tennessee	.4	-	2.1	13.5	84.0	100.0	82
La.-Miss.-W.Tenn.	-	1.2	5.2	17.3	76.3	100.0	84
Michigan	.6	.3	1.6	5.2	92.3	100.0	85
Minn.-Dakotas	2.8	2.1	4.2	9.9	81.0	100.0	76
Mo.-Kan.-Ark.	.2	1.9	4.7	8.4	84.8	100.0	83
Montana	-	-	6.0	3.0	91.0	100.0	84
Nebraska-Iowa	.6	.6	1.7	10.7	86.4	100.0	80
New England	-	-	3.5	7.6	88.9	100.0	74
New Jersey	-	-	.8	3.8	95.4	100.0	85
New York	1.9	3.0	3.0	13.4	78.7	100.0	73
Ohio	.4	3.7	4.0	15.8	76.1	100.0	76
Ont.-Que.-Mar.	-	.4	1.2	12.7	85.7	100.0	76
Pacific-Northwest	-	.4	.8	5.6	93.2	100.0	85
Pennsylvania	.7	.7	4.0	12.4	82.2	100.0	73
Rocky Mountain	-	-	1.9	7.7	90.4	100.0	77
Southwest	-	-	-	3.9	96.1	100.0	86
Texas-Oklahoma	-	-	.9	3.2	95.9	100.0	87
Utah-Idaho	2.2	1.1	5.4	8.7	82.6	100.0	66
Western Canada	1.8	-	1.8	7.1	89.3	100.0	80
West Virginia	.8	.8	1.6	10.4	86.4	100.0	76
Wis.-Upper Mich.	1.1	.4	1.1	9.4	88.0	100.0	80

10. Other Clubs Visited

O or None	1	2	3	4	5	6	7	8	9	10	11-15	16-20	21 & Over	Total
Kiwanis Int'l.	20.1%	14.3%	7.5%	3.8%	2.0%	1.3%	.6%	.4%	.2%	.5%	1.0%	.3%	.4%	100.0%
Alabama	12.8	12.8	5.1	1.3	1.3	1.3	-	-	-	1.3	1.3	-	-	100.0
Calif.-Nevada	23.3	22.4	14.5	9.1	3.1	3.4	1.4	.6	.3	.3	1.1	.3	.3	100.0
Capital	23.9	14.7	8.7	6.4	4.1	1.8	.9	-	.5	.9	1.4	.5	.5	100.0
Carolinas	18.0	13.5	5.3	3.8	1.5	-	1.5	-	-	.8	.8	-	-	100.0
Florida	19.2	21.1	7.0	3.5	-	1.8	.9	-	-	.9	1.8	.9	-	100.0
Georgia	17.1	12.9	6.5	2.7	2.1	.5	.5	.5	-	-	.5	-	.5	100.0
Ill.-E.Iowa	18.8	16.5	8.2	2.6	2.3	1.3	.3	1.3	.3	.3	1.7	-	.7	100.0
Indiana	18.6	11.9	5.1	2.0	.8	1.4	.3	.6	.3	-	.6	-	.3	100.0
Ky.-Tenn.	23.9	16.0	5.2	3.9	2.6	.9	.9	.9	-	-	-	-	.4	100.0
La.-Miss.-West Tennessee	19.0	11.5	5.2	4.0	1.7	1.1	-	-	-	.6	1.1	-	.6	100.0
Michigan	20.6	17.4	8.5	2.8	1.6	-	1.0	.3	.3	1.3	1.3	-	-	100.0
Minn.-Dekotas	27.1	12.0	2.3	2.3	2.3	.7	.7	-	-	2.3	-	-	-	100.0
Mo.-Kan.-Ark.	19.0	10.9	9.7	4.2	2.6	1.6	.5	.7	.5	.5	1.6	.5	.7	100.0
Montana	33.9	12.3	4.6	1.5	-	1.5	-	-	-	-	6.2	-	-	100.0
Nebraska-Iowa	17.6	11.1	3.3	3.9	.8	1.4	.3	1.1	.8	.5	.5	-	.3	100.0
New England	15.4	15.4	11.2	7.0	7.0	1.4	-	-	-	1.4	.7	.7	2.1	100.0
New Jersey	18.1	22.7	12.8	9.1	3.0	3.8	3.0	.8	.8	.8	.8	.8	2.3	100.0
New York	14.2	16.6	6.0	3.6	2.4	2.4	1.2	-	.6	-	1.2	1.8	.6	100.0
Ohio	24.2	15.2	6.6	3.1	2.1	-	1.4	1.4	-	-	1.4	.3	-	100.0
Ont.-Que.-Mar. Pacific-	21.8	16.9	9.3	2.4	1.2	-	.8	-	-	-	-	.4	-	100.0
Northwest	24.8	13.3	8.5	4.8	3.3	1.5	-	.4	.4	.4	1.1	.4	-	100.0
Pennsylvania	14.8	7.9	6.5	5.4	1.8	2.2	.4	-	-	.4	1.8	-	1.1	100.0
Rocky Mountain	9.6	7.7	5.1	1.9	1.3	1.3	-	-	-	-	-	-	-	100.0
Southwest	13.7	13.7	5.9	-	2.0	3.9	2.0	-	-	-	2.0	-	-	100.0
Texas-Okla.	23.5	17.7	6.2	1.3	1.3	.5	-	.5	-	.5	1.3	.5	.5	100.0
Utah-Idaho	19.1	8.5	9.6	2.1	3.2	1.1	-	-	-	-	1.1	-	-	100.0
Western Canada	29.9	7.7	4.3	-	1.7	-	-	.8	-	-	-	-	-	100.0
West Virginia	21.2	7.6	4.5	1.5	1.5	.8	-	-	-	-	-	.8	-	100.0
Wis.-Upper Mich.	12.9	11.9	5.9	2.8	1.1	.4	.4	-	-	.4	.7	.4	.7	100.0

10. Other Clubs Visited

	Average No. of Clubs <u>Visited</u>		Average No. of Clubs <u>Visited</u>
Kiwanis Int'l.	1.7	Nebraska-Iowa	1.1
Alabama	1.0	New England	2.4
Calif.-Nevada	2.3	New Jersey	3.2
Capital	1.9	New York	1.8
Carolinas	1.1	Ohio	1.5
Florida	1.6	Ont.-Que.-Mar.	1.1
Georgia	1.2	Pacific-Northwest	1.5
Ill.-E.Iowa	1.7	Pennsylvania	1.5
Indiana	1.1	Rocky Mountain	.6
Ky.-Tennessee	1.3	Southwest	1.4
La.-Miss.-W.Tenn.	1.3	Texas-Oklahoma	1.4
Michigan	1.4	Utah-Idaho	1.1
Minn.-Dakotas	1.1	Western Canada	.7
Mo.-Kan.-Ark.	1.8	West Virginia	.8
Montana	1.8	Wis.-Upper Mich.	1.1

11. Kiwanis Demand on Time

The first chart on page 265 indicates the percentages of members in each district who expressed the opinion that Kiwanis does or does not make too great a demand upon their time.

This chart shows in which districts opportunities exist for increased membership participation in Kiwanis activities and programs before a point would be reached where members would feel overburdened from lack of time. Such opportunities, of course, exist in all districts, but in some the degree of possible intensification of effort is greater than in others.

12. Service on Committees

The second chart on page 265 indicates the attitudes of members in the various districts toward committee work.

Variations from district to district in membership attitudes toward committee work can be ascertained through this chart and compared with Kiwanis International as a whole. The chart should be of value to district Committees on Kiwanis Education in indicating any needs that may exist for the encouragement of proper attitudes toward committee work. Regardless of the district in which it is located it is clearly evident that no club need feel reluctant concerning the assignment of committee responsibility to its members.

11. Kiwanis Demand on Time

12. Service on Committees

#		Too Great	Not Too Great	Total	As a Duty	As a Privilege	Prefer to be Excused	Total	#
1	Kiwanis Int'l.	3.5%	96.5%	100.0%	35.2%	61.1%	3.7%	100.0%	1
2	Alabama	1.3	98.7	100.0	39.0	58.4	2.6	100.0	2
3	Calif.-Nevada	3.4	96.6	100.0	52.3	64.3	3.4	100.0	3
4	Capital	3.6	96.4	100.0	28.9	65.8	5.3	100.0	4
5	Carolinas	2.2	97.8	100.0	27.8	69.9	2.3	100.0	5
6	Florida	3.3	96.7	100.0	27.7	69.8	2.5	100.0	6
7	Georgia	.5	99.5	100.0	24.1	70.8	5.1	100.0	7
8	Ill.-E. Iowa	4.2	95.8	100.0	36.5	58.7	4.8	100.0	8
9	Indiana	4.1	95.9	100.0	36.6	58.4	5.0	100.0	9
10	Ky.-Tenn.	4.1	95.9	100.0	31.9	64.5	3.6	100.0	10
11	La.-Miss.-West Tennessee	5.6	94.4	100.0	27.5	67.6	4.9	100.0	11
12	Michigan	3.1	96.9	100.0	39.6	56.7	3.7	100.0	12
13	Minn.-Dakotas	1.4	98.6	100.0	36.4	60.0	3.6	100.0	13
14	Mo.-Kan.-Ark.	3.7	96.3	100.0	36.5	60.1	3.4	100.0	14
15	Montana	8.9	91.1	100.0	36.2	56.9	6.9	100.0	15
16	Nebraska-Iowa	2.9	97.1	100.0	34.3	59.8	5.9	100.0	16
17	New England	5.4	94.6	100.0	40.5	53.4	6.1	100.0	17
18	New Jersey	6.7	93.3	100.0	44.3	53.4	2.3	100.0	18
19	New York	1.8	98.2	100.0	31.7	62.3	6.0	100.0	19
20	Ohio	2.7	97.3	100.0	32.5	66.1	1.4	100.0	20
21	Ont.-Que.-Mar. Pacific-	8.7	91.3	100.0	46.4	49.0	4.6	100.0	21
22	Northwest	3.9	96.1	100.0	38.0	57.8	4.2	100.0	22
23	Pennsylvania	2.8	97.2	100.0	41.4	55.8	2.8	100.0	23
24	Rocky Mountain	1.8	98.2	100.0	32.3	63.4	4.3	100.0	24
25	Southwest	2.0	98.0	100.0	39.2	54.9	5.9	100.0	25
26	Texas-Okla.	3.1	96.9	100.0	29.1	70.9	-	100.0	26
27	Utah-Idaho	4.1	95.9	100.0	24.3	73.7	2.0	100.0	27
28	Western Canada	5.1	94.9	100.0	36.7	57.5	5.8	100.0	28
29	West Virginia	1.5	98.5	100.0	29.1	69.4	1.5	100.0	29
30	Wis.-Upper Mich.	2.7	97.3	100.0	45.2	52.7	2.1	100.0	30

13. Activities Participated in This Year

The following chart indicates the percentages of members in the various districts who have engaged in particular types of activities this year.

In one sense this chart indicates the relative importance of various Kiwanis activities in the minds of members in each district inasmuch as clubs usually appoint a larger personnel to committees whose work they believe is of greatest importance and requires the largest manpower for successful completion. In addition the chart gives some indication of the popularity of various activities in each district.

The chart should be of assistance to all district officers and district committees in pointing out where additional activity emphasis is needed. The

#		Agric.	Attend- ance	Boys & Girls Work	Busi- ness Stand- ards	Class. & Mbr. ship	Fi- nance	House- Recep- tion	Inter- Club Rel.
1	Kiwanis Int'l.	5.5%	8.5%	11.3%	2.4%	5.2%	5.1%	5.7%	7.5%
2	Alabama	5.7	9.9	8.5	-	4.2	7.0	1.4	7.0
3	Calif.-Nevada	3.4	9.0	12.3	1.5	5.2	6.2	6.2	9.0
4	Capital	3.5	8.6	9.1	4.0	6.1	8.6	3.5	10.1
5	Carolinas	9.7	9.7	7.0	2.6	2.6	6.1	7.9	9.7
6	Florida	5.6	6.5	8.3	3.7	2.8	4.6	6.5	5.6
7	Georgia	7.3	8.4	12.3	2.8	7.8	4.5	5.6	6.1
8	Ill.-E.Iowa	5.4	6.8	10.4	2.2	3.6	5.0	7.6	7.6
9	Indiana	5.3	9.0	9.6	3.3	4.7	4.7	5.0	8.0
10	Ky.-Tenn.	6.8	9.9	9.0	1.8	4.9	4.1	9.4	5.4
11	La.-Miss.-W.Tenn.	4.9	7.9	15.2	4.3	6.7	3.0	4.3	6.7
12	Michigan	3.2	8.4	11.9	1.8	4.6	5.2	5.9	8.0
13	Minn.-Dakotas	10.3	8.5	11.9	.9	3.4	2.6	6.0	8.5
14	Mo.-Kan.-Ark.	5.3	10.8	13.1	2.3	5.3	4.3	5.5	7.0
15	Montana	5.6	7.4	11.1	-	5.6	7.4	3.7	5.6
16	Nebraska-Iowa	7.7	9.0	13.2	3.5	5.1	3.5	4.8	8.7
17	New England	.8	14.3	9.0	1.5	3.8	6.0	6.8	6.0
18	New Jersey	.8	13.2	8.3	3.3	6.6	5.8	5.0	11.5
19	New York	4.9	11.2	11.2	2.1	8.4	4.2	6.3	6.3
20	Ohio	5.3	8.0	9.8	2.3	4.2	4.5	8.3	8.7
21	Ont.-Que.-Mar.	6.5	6.1	14.2	1.2	3.6	6.1	4.5	7.3
22	Pacific-Northwest	5.7	9.1	12.9	1.9	6.5	5.3	6.5	4.9
23	Pennsylvania	5.3	6.5	11.7	2.4	3.6	4.9	3.6	7.3
24	Rocky Mountain	6.8	6.8	15.7	.7	6.8	4.8	4.1	5.5
25	Southwest	4.1	10.2	8.2	4.1	8.2	4.1	8.2	6.1
26	Texas-Oklahoma	7.0	5.1	16.2	3.7	5.1	4.7	5.6	7.0
27	Utah-Idaho	7.4	8.4	8.4	3.2	7.4	7.4	7.3	3.2
28	Western Canada	3.9	6.8	8.7	1.0	2.9	3.9	2.9	11.7
29	West Virginia	2.5	7.6	11.0	1.7	4.2	4.2	7.6	6.7
30	Wis.-Upper Mich.	8.1	6.3	9.2	3.7	7.4	5.2	1.8	8.8

response is the result not only of the personal feelings of club members but also of any intensified promotional programs that might have been carried on by the districts. For example, if under-privileged child work has been stressed in one district it is only logical to assume that the proportion of members engaged in such work in that district would be larger than in the others.

By placing greater emphasis upon activities in which only relatively small proportions of members have engaged, district officers and committees should be able to develop more widespread membership participation in any activities which they believe should receive greater emphasis.

K. Edu- cation	Music	Pro- gram	Pub. Affrs.	Pub- licity	Social Activ- ity	U.P.C. Work	Voca- tional Guid- ance	Other	Total	#
4.5%	4.6%	9.6%	6.2%	3.5%	1.9%	10.9%	5.2%	2.4%	100.0%	1
4.2	8.5	16.9	7.0	4.2	1.4	8.5	2.8	2.8	100.0	2
5.6	4.6	10.8	6.5	2.8	1.5	8.6	4.6	2.2	100.0	3
3.1	4.0	7.1	7.1	3.5	1.5	14.2	4.0	2.0	100.0	4
2.6	.9	7.9	6.1	2.6	2.6	15.0	6.1	.9	100.0	5
5.6	2.8	11.0	6.5	3.7	1.9	17.5	4.6	2.8	100.0	6
2.8	5.6	8.9	5.6	3.9	-	10.6	3.9	3.9	100.0	7
2.9	6.5	9.7	7.6	2.9	2.5	14.3	3.9	1.1	100.0	8
6.0	4.7	8.0	4.0	3.0	2.3	13.0	6.7	2.7	100.0	9
3.6	5.4	8.5	6.8	7.2	2.3	6.8	5.4	2.7	100.0	10
3.7	2.4	7.9	5.5	3.7	1.2	7.9	10.4	4.3	100.0	11
4.9	5.9	10.1	8.4	2.8	3.2	7.7	5.9	2.1	100.0	12
4.3	4.3	11.9	11.9	2.6	.9	6.0	5.1	.9	100.0	13
4.5	3.5	9.8	6.0	4.0	2.0	7.5	6.3	2.8	100.0	14
5.6	3.7	9.2	9.2	5.6	-	12.9	5.6	1.8	100.0	15
3.2	4.5	8.0	5.1	4.2	.6	11.5	4.5	2.9	100.0	16
6.0	4.5	13.5	4.5	3.0	2.3	10.5	6.0	1.5	100.0	17
5.0	5.8	7.4	5.0	3.3	.8	14.0	2.5	1.7	100.0	18
5.6	1.4	6.3	7.6	3.5	4.2	8.4	4.2	4.2	100.0	19
2.3	5.3	10.6	4.2	3.8	4.2	11.7	4.5	2.3	100.0	20
2.8	4.9	7.7	7.3	2.0	1.2	15.7	2.8	6.1	100.0	21
7.6	4.6	9.5	4.9	2.3	3.1	8.0	6.1	1.1	100.0	22
4.4	4.0	13.3	6.1	2.8	2.8	15.7	4.4	1.2	100.0	23
5.5	5.5	9.6	4.8	4.1	1.4	9.6	6.2	2.1	100.0	24
2.0	6.1	14.2	8.2	4.1	-	4.1	6.1	2.0	100.0	25
4.7	4.2	8.3	4.2	3.3	.5	13.9	5.1	1.4	100.0	26
4.2	5.3	9.4	5.3	3.2	2.1	9.4	4.2	4.2	100.0	27
1.9	9.7	12.6	7.8	2.9	1.9	14.6	3.9	2.9	100.0	28
5.0	5.0	10.1	6.7	5.0	5.0	7.6	8.4	1.7	100.0	29
6.3	4.4	8.8	6.3	5.2	.7	9.6	4.1	1.1	100.0	30

14. Attendance at and Reactions to the Leadership Training Program

The charts on page 269 indicate the percentages of members in each district who have or have not attended one or more leadership training schools and the percentages who expressed favorable or unfavorable impressions of leadership training schools attended.

District officers responsible for the arrangement of district and divisional leadership training schools should find these charts of considerable value inasmuch as they indicate the proportions of members in each district who have received the benefit of club, district or International leadership training procedures and present the reactions of members to them. It will be recalled that the chart appearing on page 254 in Question 5 presents information concerning the proportions of members in each district who hold or have held club offices and committee chairmanships. According to plan all club officers and committee chairmen who have held office since 1929 have had an opportunity to participate in the leadership training procedures. A comparison of the percentages given in the chart on page 254 with those included in the chart on page 269 showing the proportions of members who have attended leadership training schools in the various districts should be of interest. Such a comparison will provide information regarding which district memberships have more generally participated in the leadership training procedures.

The second chart on page 269 will give the district officers knowledge of the general acceptability of the leadership training procedures among their members. Where the proportions of favorable members are comparatively small, needs may exist for revision in the methods of applying the procedures in order to obtain greater value and acceptability from them among participating members.

15. Greatest Program Interest

The chart on page 270 and 271 indicates the percentages of members in each district who expressed various program phases as being of greatest interest to them.

Where the district percentages are below those for Kiwanis International, study might well be given by district officers and committees to an intensification of their promotional efforts so that particular phases of the Kiwanis program may command greater interest and be more generally in keeping with the averages for the entire organization. The percentages should also prove helpful to district officers in pointing out which popular program phases might receive less promotional emphasis in favor of creating greater interest in less popular phases. For example, in the Alabama District boys and girls and under-privileged child work hold great interest for large proportions of members. However, the proportion of members interested in under-privileged child activities is less than that for Kiwanis International. Hence, increased emphasis might well be given to under-privileged child work in that district. On the other hand, less emphasis might well be given to boys and girls work, which is above the proportion for Kiwanis International, in favor of business standards or Kiwanis education which are considerably below the proportions for Kiwanis International.

14. Attendance at and Reactions to the Leadership Training Program

#	Attended	Not Attended	Total	Favorable	Unfavorable	Total	#
1	39.6%	60.4%	100.0%	92.3%	7.7%	100.0%	1
2	39.5	60.5	100.0	96.6	3.4	100.0	2
3	46.7	53.3	100.0	95.3	4.7	100.0	3
4	28.3	71.7	100.0	96.2	3.8	100.0	4
5	53.6	66.4	100.0	87.9	12.1	100.0	5
6	46.7	53.3	100.0	95.9	4.1	100.0	6
7	43.5	56.5	100.0	95.7	4.3	100.0	7
8	45.8	54.2	100.0	96.8	3.2	100.0	8
9	35.6	64.4	100.0	86.4	13.6	100.0	9
10	37.9	62.1	100.0	89.6	10.4	100.0	10
11	29.8	70.2	100.0	90.5	9.5	100.0	11
12	44.6	55.4	100.0	94.3	5.7	100.0	12
13	35.0	65.0	100.0	93.2	6.8	100.0	13
14	42.5	57.5	100.0	92.5	7.5	100.0	14
15	53.4	46.6	100.0	82.8	17.2	100.0	15
16	38.5	61.5	100.0	96.5	3.5	100.0	16
17	39.9	60.1	100.0	82.0	18.0	100.0	17
18	35.1	64.9	100.0	93.3	6.7	100.0	18
19	30.2	69.8	100.0	92.9	7.1	100.0	19
20	44.3	55.7	100.0	91.9	8.1	100.0	20
21	31.8	68.2	100.0	93.4	6.6	100.0	21
22	48.4	51.6	100.0	90.4	9.6	100.0	22
23	35.5	64.5	100.0	79.8	20.2	100.0	23
24	25.6	74.4	100.0	97.4	2.6	100.0	24
25	40.4	59.6	100.0	95.0	5.0	100.0	25
26	42.6	57.4	100.0	96.5	3.5	100.0	26
27	40.2	59.8	100.0	97.0	3.0	100.0	27
28	27.3	72.7	100.0	93.5	6.5	100.0	28
29	42.2	57.8	100.0	92.0	8.0	100.0	29
30	36.5	63.5	100.0	94.5	5.5	100.0	30

1 Kiwanis Int'l.

2 Alabama

3 Calif.-Nevada

4 Capital

5 Carolinas

6 Florida

7 Georgia

8 Ill.-E. Iowa

9 Indiana

10 Ky.-Tennessee

11 La.-Miss.-W. Tenn.

12 Michigan

13 Minn.-Dakotas

14 Mo.-Kan.-Ark.

15 Montana

16 Nebraska-Iowa

17 New England

18 New Jersey

19 New York

20 Ohio

21 Ont.-Que.-Mar.

22 Pacific-Northwest

23 Pennsylvania

24 Rocky Mountain

25 Southwest

26 Texas-Oklahoma

27 Utah-Idaho

28 Western Canada

29 West Virginia

30 Wis.-Upper Mich.

15. Greatest

#		<u>Agric.</u>	<u>All Phases</u>	<u>Boys & Girls Work</u>	<u>Busi-ness Stand-ards</u>	<u>Cit-izen ship</u>	<u>Club Lunch., Mtgs., Progs. etc.</u>	<u>Com-munity Serv.</u>	<u>Fel-low-ship</u>
1	Kiwanis Int'l.	1.9%	7.1%	14.0%	.4%	1.8%	16.2%	7.2%	10.3%
2	Alabama	4.4	1.4	17.4	-	1.4	10.1	7.3	10.1
3	Calif.-Nevada	-	8.0	13.5	.6	2.6	17.6	6.1	13.2
4	Capital	-	8.3	9.4	-	2.8	15.9	6.6	11.5
5	Carolinas	3.5	8.0	8.8	-	1.8	14.1	8.0	13.3
6	Florida	2.1	7.4	12.7	1.1	4.3	8.5	5.3	8.5
7	Georgia	1.8	9.6	13.7	-	.6	10.8	9.0	12.0
8	Ill.-E.Iowa	.7	8.5	12.1	-	2.2	14.0	9.6	9.9
9	Indiana	3.2	6.4	13.8	-	2.5	17.0	4.9	5.3
10	Ky.-Tenn.	1.7	6.1	18.8	.9	1.7	10.1	6.6	12.2
11	La.-Miss.-W.Tenn.	4.8	7.5	27.4	.7	.7	11.6	7.5	8.2
12	Michigan	-	7.6	15.2	.4	1.4	18.1	5.4	11.2
13	Minn.-Dakotas	2.6	6.8	21.6	.9	4.3	12.9	6.8	22.4
14	Mo.-Kan.-Ark.	2.0	4.5	14.5	.2	1.5	16.7	6.5	10.0
15	Montana	1.7	6.9	19.0	-	5.2	10.4	8.6	12.1
16	Nebraska-Iowa	2.5	6.9	12.9	.6	1.6	21.0	6.3	11.6
17	New England	-	14.7	11.4	-	2.4	17.9	8.2	16.3
18	New Jersey	-	9.2	8.3	.8	.8	17.5	3.3	4.2
19	New York	2.1	5.5	13.8	.7	.7	20.6	9.7	11.0
20	Ohio	.4	9.4	11.0	.4	1.2	23.5	7.8	9.8
21	Ont.-Que.-Mar.	2.6	6.9	15.4	.4	2.1	14.6	6.9	8.2
22	Pacific-Northwest	2.8	4.8	16.4	.4	1.2	20.4	6.0	12.4
23	Pennsylvania	3.0	7.8	8.7	.9	.9	20.9	7.8	7.8
24	Rocky Mountain	2.9	5.0	15.8	-	-	16.6	7.9	7.2
25	Southwest	-	9.1	9.1	2.3	2.3	6.8	11.4	13.6
26	Texas-Oklahoma	4.5	7.6	18.1	-	2.0	5.0	5.0	9.6
27	Utah-Idaho	2.3	8.1	10.5	-	1.2	23.2	10.5	5.8
28	Western Canada	2.7	5.3	10.6	-	.9	18.5	3.5	14.2
29	West Virginia	-	3.5	16.5	.9	1.7	13.9	12.2	11.3
30	Wis.-Upper Mich.	2.9	7.8	10.7	.8	3.3	19.4	11.5	6.6

Program Interest

Inter- Club Rel.	K. Edu- cation	Music	Pers. Edu- cation	Pub. Affrs.	Social Activ- ities	U.P.C. Work	Voca- tional Guid- ance	Other	Total	#
1.2%	.5%	2.0%	3.5%	4.0%	2.1%	21.0%	3.5%	3.3%	100.0%	1
4.4	-	1.4	4.4	5.8	2.9	17.4	7.2	4.4	100.0	2
2.2	1.0	1.9	3.8	8.3	3.2	11.9	2.9	3.2	100.0	3
2.2	1.1	1.6	1.6	4.9	3.3	26.9	1.1	2.8	100.0	4
-	-	2.7	3.5	1.8	.9	21.2	7.1	5.3	100.0	5
1.1	2.1	1.1	1.1	6.4	-	32.9	4.3	1.1	100.0	6
-	-	1.8	1.8	2.4	1.2	31.1	3.0	1.2	100.0	7
1.5	.7	2.2	5.2	4.0	3.7	18.4	2.9	4.4	100.0	8
.4	.4	.7	4.2	3.9	4.2	20.8	8.1	4.2	100.0	9
1.3	-	1.3	1.3	3.5	1.3	27.1	2.2	3.9	100.0	10
1.4	-	1.4	3.4	2.1	.7	17.8	1.4	3.4	100.0	11
.7	.4	2.5	4.4	4.4	1.8	17.4	4.0	5.1	100.0	12
.9	.9	.9	.9	4.3	-	10.3	.9	2.6	100.0	13
.8	.2	1.3	3.7	3.2	1.3	25.4	4.2	4.0	100.0	14
-	1.7	3.4	1.7	3.4	1.7	19.0	3.5	1.7	100.0	15
.9	.3	2.5	6.3	1.9	1.3	17.2	3.1	3.1	100.0	16
.8	-	2.4	1.6	2.4	2.4	16.3	.8	2.4	100.0	17
1.7	-	2.5	.8	5.0	1.7	36.7	3.3	4.2	100.0	18
2.1	1.4	2.8	4.1	2.1	1.4	16.5	3.4	2.1	100.0	19
.4	.4	.8	3.9	2.7	4.3	20.8	.8	2.4	100.0	20
1.3	-	1.3	.4	6.0	.9	25.3	4.3	3.4	100.0	21
2.0	.4	2.8	4.0	3.2	2.0	13.6	4.8	2.8	100.0	22
.9	.9	1.3	3.9	6.1	2.6	22.6	2.2	1.7	100.0	23
.7	.7	3.6	2.2	3.6	2.2	27.3	2.9	1.4	100.0	24
2.3	2.3	4.5	4.5	-	4.5	13.7	4.5	9.1	100.0	25
1.0	-	2.5	6.1	1.5	2.0	25.1	5.5	4.5	100.0	26
-	-	5.8	2.3	4.7	1.2	17.4	4.7	2.3	100.0	27
.9	-	5.3	1.8	2.7	.9	26.5	.9	5.3	100.0	28
1.7	.9	.9	4.3	8.7	1.7	18.3	2.3	.9	100.0	29
1.2	.8	2.5	5.8	2.1	1.2	16.5	1.2	5.7	100.0	30

16. Least Program Interest

The following chart expresses the least program interests of the members in each district who answered the question.

In studying the chart it should be borne in mind that where the percentages are comparatively high, activities are of little interest to somewhat larger proportions of members. Where no members or only small percentages appear, particular activities are of little interest to small groups of members. On this basis, agriculture is of considerable interest to all members of the Alabama District but of little interest to 12.7% of the members of the West Virginia District.

#		<u>Agric.</u>	<u>Attend-</u>	<u>Boys</u>	<u>Busi-</u>	<u>Class.</u>	<u>Club</u>	<u>Inter-</u>	<u>K.</u>
			<u>ance</u>	<u>Work</u>	<u>ness</u>	<u>&</u>	<u>Mtgs.,</u>	<u>Club</u>	<u>Edu-</u>
					<u>Stand-</u>	<u>Mbr.-</u>	<u>Progs.,</u>	<u>Rel.</u>	<u>cation</u>
					<u>ards</u>	<u>ship</u>	<u>etc.</u>		
1	Kiwanis Int'l.	5.4%	1.5%	.5%	4.8%	.8%	11.4%	4.0%	.9%
2	Alabama	-	-	-	6.7	4.4	6.7	2.2	-
3	Calif.-Nevada	9.2	3.4	-	5.2	-	5.2	3.4	.6
4	Capital	7.0	4.0	-	3.0	1.0	11.0	7.0	1.0
5	Carolinas	2.9	-	-	2.9	-	24.2	-	-
6	Florida	3.6	-	3.6	3.6	-	16.4	5.5	1.8
7	Georgia	3.6	.9	-	8.1	.9	10.8	1.8	-
8	Ill.-E. Iowa	5.8	.6	1.3	5.2	.6	7.1	5.2	.6
9	Indiana	3.6	1.0	-	5.7	.5	14.1	5.7	.5
10	Ky.-Tenn.	3.6	.7	-	3.6	-	14.3	5.0	.7
11	La.-Miss.-W. Tenn.	7.5	-	-	4.3	2.2	6.5	1.1	1.1
12	Michigan	9.6	4.2	.6	3.6	-	12.6	1.8	-
13	Minn.-Dakotas	1.6	1.6	-	6.6	4.9	18.0	4.9	-
14	Mo.-Kan.-Ark.	7.0	1.7	1.3	3.8	.4	9.6	2.9	.8
15	Montana	2.9	-	-	2.9	-	22.8	2.9	2.9
16	Nebraska-Iowa	.6	1.8	.6	3.0	-	10.9	6.6	1.8
17	New England	9.7	1.4	1.4	2.8	1.4	15.2	4.2	1.4
18	New Jersey	10.4	5.9	-	5.9	1.5	7.5	3.0	3.0
19	New York	9.6	-	-	3.2	-	6.5	4.3	-
20	Ohio	6.5	1.4	.7	4.4	-	18.8	3.6	-
21	Ont.-Que.-Mar.	4.0	1.4	.7	4.7	-	7.4	1.4	-
22	Pacific-Northwest	3.0	1.5	.7	8.2	.7	12.6	5.2	.7
23	Pennsylvania	6.0	1.5	-	3.0	2.3	12.7	2.3	.8
24	Rocky Mountain	3.6	1.2	1.2	10.7	2.4	10.7	7.1	1.2
25	Southwest	-	-	-	5.4	-	-	2.7	2.7
26	Texas-Oklahoma	5.0	.8	-	5.0	1.7	10.0	6.7	.8
27	Utah-Idaho	5.3	-	-	3.6	-	10.7	1.8	1.8
28	Western Canada	1.6	1.6	1.6	3.2	-	15.9	3.2	1.6
29	West Virginia	12.7	1.4	-	2.8	1.4	7.1	1.4	-
30	Wis.-Upper Mich.	2.4	.8	.8	5.6	-	19.4	6.5	.8

The information expressed through the chart should prove of value to district committees and officers in planning activity and administrative programs in their districts. If an activity is of little interest to relatively large proportions of answering members, study should be given to better methods of promoting the activity in order to increase its popularity. Comparison of the district percentages with those for Kiwanis International will indicate the least program interests in which each district is above or below the corresponding percentages for Kiwanis International.

Money- Rais- ing Act.	Music	None	Pub. Affrs.	Pub- licity	Rules & Reg.	Social Func.	U.P.C. Work	Voca- tional Guid- ance	Other	Total	#
1.8%	5.0%	38.1%	2.3%	2.4%	8.2%	8.0%	.8%	2.5%	1.6%	100.0%	1
-	2.2	46.7	-	4.4	6.7	15.6	-	2.2	2.2	100.0	2
1.7	5.7	35.1	2.9	4.6	11.5	6.9	.6	2.9	1.1	100.0	3
1.0	7.0	42.0	1.0	2.0	4.0	6.0	1.0	1.0	1.0	100.0	4
4.3	8.5	35.7	4.3	2.9	4.3	4.3	1.4	1.4	2.9	100.0	5
-	1.8	45.5	-	3.6	3.6	7.3	-	3.7	-	100.0	6
.9	6.3	46.9	.9	.9	6.3	3.6	.9	5.4	1.8	100.0	7
.6	1.3	40.7	3.3	-	11.6	7.8	.6	7.1	.6	100.0	8
-	5.2	34.4	2.1	1.6	7.8	13.6	1.6	1.6	1.0	100.0	9
5.7	9.3	32.2	2.1	2.9	7.1	6.4	.7	2.1	3.6	100.0	10
5.4	10.7	37.6	4.3	1.1	7.5	10.7	-	-	-	100.0	11
5.4	5.4	28.1	1.2	1.8	15.5	6.6	.6	1.8	1.2	100.0	12
-	8.3	29.6	1.6	4.9	9.9	4.9	-	1.6	1.6	100.0	13
.4	5.4	47.5	2.1	1.3	5.0	6.7	.8	2.5	.8	100.0	14
-	-	31.4	-	8.5	11.4	11.4	-	-	2.9	100.0	15
-	7.8	38.0	5.4	3.0	7.2	8.5	.6	2.4	1.8	100.0	16
6.9	5.6	36.1	-	-	9.7	1.4	-	1.4	1.4	100.0	17
-	1.5	32.8	7.5	-	7.5	7.5	1.5	3.0	1.5	100.0	18
1.1	4.3	39.7	-	2.2	6.5	16.1	1.1	3.2	2.2	100.0	19
.7	2.9	30.4	1.4	4.4	13.2	8.0	-	2.9	.7	100.0	20
8.7	4.7	38.9	5.4	4.0	6.7	6.7	2.0	2.0	1.3	100.0	21
-	3.7	37.8	1.5	-	10.4	8.9	.7	2.2	2.2	100.0	22
2.3	4.5	41.3	1.5	-	8.2	9.0	.8	1.5	2.3	100.0	23
1.2	3.6	35.7	2.4	1.2	4.7	11.9	1.2	-	-	100.0	24
-	2.7	56.8	2.7	-	16.2	2.7	-	8.1	-	100.0	25
-	1.7	40.0	3.3	4.2	5.8	10.0	-	1.7	3.3	100.0	26
-	5.3	42.9	1.8	3.6	5.3	10.7	1.8	3.6	1.8	100.0	27
1.6	3.2	46.0	-	3.2	4.7	6.3	1.6	-	4.7	100.0	28
-	7.1	35.2	2.8	5.6	5.6	9.9	-	4.2	2.8	100.0	29
.8	2.4	37.1	1.6	1.6	7.3	7.3	.8	1.6	3.2	100.0	30

17. Primary Value of Club Meetings

The chart on page 275 indicates the percentages of members in each district who reported various values derived from club meetings.

District Committees on Kiwanis Education and lieutenant governors should find the information presented in this chart of interest. By assisting club Committees on Program in the development of weekly meetings with appeal for all members a real service would be provided in maintaining and developing that type of membership interest which results in improved attendance, reduced membership turnover, etc.

The chart should also prove of value to district officers in developing the programs for their district conventions. The percentages indicated for each district could be applied in arranging district convention programs as well as to club meeting programs.

18. More Time for Fellowship

The first chart on page 276 expresses the reactions of members in each district concerning their willingness to devote more time to Kiwanis for fellowship purposes.

Study of the chart indicates that in all districts but two a majority of the members are willing to give more time to Kiwanis for fellowship purposes. District officers should find the percentages presented in the chart helpful in counseling with club leaders in encouraging or discouraging a more extensive use of fellowship values in planning club meeting programs and club activities.

19. More Time for Service

The second chart on page 276 indicates the willingness of members of clubs in the various districts to devote more time to Kiwanis provided greater opportunities for helpful service to the purposes of the organization were offered.

This chart indicates that in all districts a majority of the members are willing to devote more time to Kiwanis for service purposes, implying that the activity programs of the clubs and the promotional efforts of the district committees could be increased somewhat before a majority of members would feel overburdened from point of view of time.

The chart also gives some indication of the comparative attitudes of members of each district regarding Kiwanis service. It is evident that members of some districts are comparatively more willing to devote additional time for service than are members of other districts. These differences are due in part to the personal attitudes of individual members and to a certain extent to the amount of promotion which community service activities have received in the districts.

17. Primary Value of Club Meetings

	<u>Enter- tainment</u>	<u>Educational Information</u>	<u>Fellow- ship</u>	<u>Attendance Credit</u>	<u>Other</u>	<u>Total</u>
Kiwanis Int'l.	4.1%	23.9%	70.4%	1.2%	.4%	100.0%
Alabama	7.7	25.7	62.8	3.8	-	100.0
Calif.-Nevada	2.3	25.4	70.9	1.4	-	100.0
Capital	4.0	20.6	73.2	2.2	-	100.0
Carolinas	5.4	16.9	76.9	-	.8	100.0
Florida	4.1	19.5	75.6	.8	-	100.0
Georgia	3.6	18.7	75.7	1.0	1.0	100.0
Ill.-E.Iowa	6.4	30.1	61.6	1.6	.3	100.0
Indiana	4.8	22.1	71.9	.6	.6	100.0
Ky.-Tennessee	4.5	16.3	77.6	1.2	.4	100.0
La.-Miss.-W.Tenn.	3.4	13.6	81.3	.6	1.1	100.0
Michigan	4.1	27.3	67.4	.9	.3	100.0
Minn.-Dakotas	5.9	25.0	68.4	.7	-	100.0
Mo.-Kan.-Ark.	4.3	24.9	68.5	1.6	.7	100.0
Montana	5.2	12.1	82.7	-	-	100.0
Nebraska-Iowa	3.7	30.7	64.0	1.6	-	100.0
New England	4.8	19.7	68.7	4.1	2.7	100.0
New Jersey	2.2	25.9	70.4	1.5	-	100.0
New York	4.7	26.7	67.4	.6	.6	100.0
Ohio	4.6	25.9	68.4	.7	.4	100.0
Ont.-Que.-Mar.	3.9	18.5	75.3	2.3	-	100.0
Pacific-Northwest	4.9	28.1	65.2	1.1	.7	100.0
Pennsylvania	2.9	30.5	65.9	.7	-	100.0
Rocky Mountain	7.4	23.3	68.7	.6	-	100.0
Southwest	3.9	19.6	74.5	2.0	-	100.0
Texas-Oklahoma	2.2	17.9	78.5	.5	.9	100.0
Utah-Idaho	5.1	27.3	66.6	1.0	-	100.0
Western Canada	6.0	23.9	68.3	.9	.9	100.0
West Virginia	2.3	20.3	77.4	-	-	100.0
Wis.-Upper Mich.	2.7	28.2	67.7	1.0	.4	100.0

18. More Time for Fellowship

#	Willing to Give More Time for Fellowship	Unwilling to Give More Time for Fellowship	Total
1	Kiwanis Int'l.	62.0%	38.0%
2	Alabama	64.2	35.8
3	Calif.-Nevada	58.6	41.4
4	Capital	61.7	38.3
5	Carolinas	78.3	21.7
6	Florida	69.0	31.0
7	Georgia	66.9	33.1
8	Ill.-E. Iowa	61.4	38.6
9	Indiana	61.1	38.9
10	Ky.-Tennessee	72.0	28.0
11	La.-Miss.-W. Tenn.	67.5	32.5
12.	Michigan	58.5	41.5
13	Minn.-Dakotas	58.8	41.2
14	Mo.-Kan.-Ark.	64.2	35.8
15	Montana	56.9	43.1
16	Nebraska-Iowa	60.9	39.1
17	New England	55.0	45.0
18	New Jersey	65.4	34.6
19	New York	58.6	41.4
20	Ohio	66.2	33.8
21	Ont.-Que.-Mar.	45.9	54.1
22	Pacific-Northwest	52.2	47.8
23	Pennsylvania	63.8	36.2
24	Rocky Mountain	56.9	43.1
25	Southwest	67.3	32.7
26	Texas-Oklahoma	67.8	32.2
27	Utah-Idaho	60.6	39.4
28	Western Canada	48.3	51.7
29	West Virginia	74.0	26.0
30	Wis.-Upper Mich.	63.0	37.0

19. More Time for Service

Willing to Give More Time for Service		Unwilling to Give More Time for Service		Total	#
68.8%	31.2%	100.0%	1		
83.6	16.4	100.0	2		
66.2	33.8	100.0	3		
68.1	31.9	100.0	4		
81.7	18.3	100.0	5		
70.2	29.8	100.0	6		
75.6	24.4	100.0	7		
68.6	31.4	100.0	8		
68.3	31.7	100.0	9		
75.6	24.4	100.0	10		
75.0	25.0	100.0	11		
61.8	38.2	100.0	12		
71.8	28.2	100.0	13		
68.9	31.1	100.0	14		
55.2	44.8	100.0	15		
69.8	30.2	100.0	16		
61.6	38.4	100.0	17		
69.2	30.8	100.0	18		
68.2	31.8	100.0	19		
71.1	28.9	100.0	20		
52.3	47.7	100.0	21		
59.3	40.7	100.0	22		
71.1	28.9	100.0	23		
65.7	34.3	100.0	24		
71.1	28.9	100.0	25		
76.0	24.0	100.0	26		
65.5	34.5	100.0	27		
55.1	44.9	100.0	28		
83.7	16.3	100.0	29		
72.8	27.2	100.0	30		

20. Other Community Service Appeal

The chart on pages 278 and 279 indicates the percentages of those answering the question in each district grouped according to broad types of community service work outside of Kiwanis which hold appeal for them.

In developing their activity programs district committees should have knowledge of the types of community service work other than Kiwanis that are of interest to members of their districts. By harnessing the outside interests of our members more closely to the Kiwanis program, a higher degree of efficiency and better results will be attained in the Kiwanis program. Moreover, Kiwanians who exhibit leadership in service fields other than Kiwanis possess specialized knowledge that should be utilized by Kiwanis. For example, if a Kiwanian is interested in working with the Boy Scouts in a non-Kiwanis capacity, his interest in such work should be utilized by his club and district in promoting Kiwanis sponsored programs with the Boy Scouts.

The chart also provides an indication to the district officers and committee chairmen of the relative popularity of various types of community service work among our members. This information should prove helpful in developing activity programs that will appeal to the major interests of Kiwanians in any district.

21. Activities Requiring Increased Emphasis

The chart on pages 280 and 281 indicates the phases of the Kiwanis program which in the opinions of answering members in each district should receive increased emphasis.

Comparisons between districts and with the percentages for Kiwanis International should prove most helpful to the district officers and district committees in ascertaining just which Kiwanis programs should be stressed in each district. It should be remembered that the reactions expressed through the chart represent the personal opinions of answering members, and although some district officers may not agree personally with the opinions expressed, the data should receive consideration in formulating district activity and administrative programs. For example, in the minds of answering members agriculture should be stressed in the Alabama and Minnesota-Dakotas Districts. Attendance requires greater emphasis in the Capital and Rocky Mountain Districts. Boys and girls work should be promoted more extensively in the Louisiana-Mississippi-West Tennessee and Pacific-Northwest Districts, etc.

20. Other Community

#		<u>Agric.</u>	<u>Char- itable</u>	<u>Civic Beau- tifi- cation</u>	<u>Com- mer- cial</u>	<u>Educa- tional</u>	<u>Fra- ternal</u>	<u>Health</u>	<u>Patri- otic</u>
1	Kiwanis Int'l	1.8%	15.1%	.5%	14.5%	4.5%	1.4%	2.9%	8.9%
2	Alabama	3.2	23.8	-	6.3	7.9	1.6	1.6	9.5
3	Calif.-Nevada	1.1	10.8	1.5	19.0	4.9	1.1	2.6	14.6
4	Capital	2.0	13.3	.7	9.9	4.0	2.6	7.3	5.3
5	Carolinas	-	25.8	-	11.3	6.2	-	1.0	12.4
6	Florida	1.0	15.6	1.0	21.9	5.2	-	2.1	8.4
7	Georgia	2.6	13.0	-	15.6	5.2	-	2.0	4.6
8	Ill.-E. Iowa	1.3	14.8	-	8.9	6.3	1.7	3.0	5.5
9	Indiana	1.8	19.2	.4	9.1	3.3	1.1	3.3	5.1
10	Ky.-Tenn.	1.6	23.8	-	10.4	4.7	.5	1.6	8.3
11	La.-Miss.-W. Tenn.	3.2	16.8	-	14.4	1.6	-	3.2	8.8
12	Michigan	.9	17.1	.9	11.5	6.5	.5	3.2	10.6
13	Minn.-Dakotas	7.3	6.3	-	18.8	5.2	3.1	2.1	6.3
14	Mo.-Kan.-Ark.	.9	16.0	-	16.6	4.1	1.8	2.9	9.4
15	Montana	2.1	10.4	-	22.9	2.1	4.2	4.2	18.7
16	Nebraska-Iowa	2.7	13.2	-	15.6	3.9	1.6	2.0	7.0
17	New England	.9	19.6	-	12.5	4.5	-	3.6	10.7
18	New Jersey	.9	21.7	.9	9.0	2.7	1.8	1.8	9.9
19	New York	.7	21.3	-	11.8	1.5	2.2	3.7	8.8
20	Ohio	.4	21.7	-	15.2	4.8	1.3	4.3	4.3
21	Ont.-Que.-Mar.	.9	17.3	1.4	6.1	3.3	2.3	2.3	14.9
22	Pacific-Northwest	1.8	11.2	.9	31.5	2.3	1.4	2.3	6.7
23	Pennsylvania	1.5	14.7	-	9.7	6.1	1.5	2.5	6.6
24	Rocky Mountain	2.5	6.6	.8	17.5	2.5	1.7	4.2	10.0
25	Southwest	2.5	5.0	2.5	25.0	2.5	2.5	2.5	10.0
26	Texas-Oklahoma	2.7	8.7	-	19.0	3.8	.6	3.3	7.6
27	Utah-Idaho	3.6	10.9	-	22.9	4.8	1.2	4.8	8.4
28	Western Canada	2.0	10.1	3.0	10.1	4.0	3.0	3.0	9.1
29	West Virginia	-	17.1	2.7	14.4	8.1	.9	.9	10.8
30	Wis.-Upper Mich.	3.8	11.9	.5	14.8	6.2	3.3	1.9	11.5

Service Appeal

<u>Recre-</u> <u>ation-</u> <u>al</u>	<u>Reli-</u> <u>gious</u>	<u>Safety</u>	<u>Youth</u>	<u>Other</u>	<u>All</u>	<u>None</u>	<u>Total</u>	<u>#</u>
3.9%	15.7%	1.2%	20.1%	1.3%	2.4%	5.8%	100.0%	1
1.6	11.1	-	28.6	-	1.6	3.2	100.0	2
3.7	14.6	.7	19.4	-	.4	5.6	100.0	3
3.3	14.5	.7	19.8	7.3	2.0	7.3	100.0	4
5.2	19.6	3.1	12.4	-	1.0	2.0	100.0	5
7.3	15.6	2.1	10.4	-	6.3	3.1	100.0	6
2.6	22.7	.6	21.4	-	3.2	6.5	100.0	7
5.9	13.5	.4	27.8	.8	4.6	5.5	100.0	8
3.6	15.9	1.4	23.6	4.3	5.1	2.8	100.0	9
6.2	22.7	1.0	14.0	.5	-	4.7	100.0	10
3.2	19.2	1.6	23.2	1.6	-	3.2	100.0	11
3.2	14.7	1.4	21.2	1.4	2.3	4.6	100.0	12
7.3	13.5	1.0	14.5	5.2	1.0	8.4	100.0	13
3.2	17.2	.3	19.3	1.8	1.2	5.3	100.0	14
8.3	4.2	2.1	8.3	2.1	2.1	8.3	100.0	15
2.3	21.4	3.1	18.3	.8	2.3	5.8	100.0	16
5.4	9.8	.9	18.7	.9	2.7	9.8	100.0	17
1.8	9.9	1.8	26.1	-	2.7	9.0	100.0	18
1.5	11.8	1.5	28.6	.7	2.2	3.7	100.0	19
3.5	18.3	.9	14.4	1.7	2.2	7.0	100.0	20
1.9	13.6	.5	17.3	-	4.2	14.0	100.0	21
4.1	9.9	2.3	18.4	-	.9	6.3	100.0	22
2.5	16.8	1.0	20.3	2.5	4.1	10.2	100.0	23
4.2	10.0	.8	27.5	1.7	1.7	8.3	100.0	24
5.0	5.0	2.5	22.5	-	2.5	10.0	100.0	25
2.7	21.2	-	26.1	-	1.6	2.7	100.0	26
2.4	14.5	2.4	15.7	-	3.6	4.8	100.0	27
8.1	17.2	1.0	16.2	5.1	2.0	6.1	100.0	28
5.4	16.2	-	22.6	-	-	.9	100.0	29
4.3	13.3	1.4	20.0	-	3.3	3.8	100.0	30

21. Activities Requiring

#	Agric.	Attend- ance	Boys & Girls Work	Busi- ness Stand- ards	Citi- zen- ship	Club		
						Civic Im- prove- ment	Prog. Im- prove- ment	Fel- low- ship
1 Kiwanis Int'l.	3.6%	1.6%	13.9%	1.5%	8.4%	3.9%	2.5%	4.8%
2 Alabama	13.6	-	16.9	-	6.8	3.4	6.8	3.4
3 Calif.-Nevada	.4	1.6	14.5	1.2	10.6	5.1	2.0	3.9
4 Capital	2.1	4.9	9.9	1.4	12.0	3.5	.7	7.1
5 Carolinas	-	1.1	9.6	2.1	6.4	5.3	1.1	5.3
6 Florida	2.3	1.2	13.9	3.5	7.0	4.7	-	5.8
7 Georgia	7.3	2.0	14.5	2.6	5.9	3.3	-	3.9
8 Ill.-E.Iowa	3.4	1.5	14.6	1.0	10.2	2.9	2.9	3.4
9 Indiana	2.1	2.5	11.8	1.7	11.8	2.1	4.6	5.5
10 Ky.-Tenn.	.5	.5	13.5	2.2	8.7	5.4	3.8	6.5
11 La.-Miss.-W.Tenn.	5.2	2.6	22.4	3.4	3.4	4.3	.9	5.2
12 Michigan	1.4	1.4	14.2	.5	10.9	3.3	3.3	8.0
13 Minn.-Dakotas	18.8	1.2	18.8	2.4	9.4	2.4	-	5.8
14 Mo.-Kan.-Ark.	2.2	1.9	13.7	1.9	8.0	1.9	2.2	5.4
15 Montana	3.6	1.8	7.1	-	21.4	3.6	1.8	3.6
16 Nebraska-Iowa	5.1	.9	16.7	.9	9.0	3.4	2.1	7.7
17 New England	1.0	1.9	11.5	-	10.6	2.9	3.8	8.7
18 New Jersey	.9	.9	17.2	1.8	6.3	1.8	2.7	2.7
19 New York	2.3	2.3	18.2	-	5.3	6.8	2.3	2.3
20 Ohio	1.0	2.5	9.4	.5	5.4	6.4	3.9	6.9
21 Ont.-Que.-Mar.	2.9	-	15.9	1.0	6.3	1.0	1.4	3.8
22 Pacific-Northwest	1.5	-	19.3	1.0	8.4	6.4	2.5	3.5
23 Pennsylvania	2.8	2.3	10.1	.6	9.6	4.0	4.0	4.0
24 Rocky Mountain	5.3	4.5	13.4	.9	8.0	3.6	4.5	1.8
25 Southwest	-	-	13.6	-	4.5	6.8	2.3	2.3
26 Texas-Oklahoma	8.4	2.4	14.4	1.8	4.8	1.8	4.8	2.4
27 Utah-Idaho	6.8	-	11.0	2.7	8.2	4.1	4.1	8.2
28 Western Canada	4.4	1.1	9.9	1.1	5.5	3.3	1.1	9.9
29 West Virginia	1.8	1.0	17.2	1.8	8.2	4.5	-	1.8
30 Wis.-Upper Mich.	8.6	.5	12.2	3.6	8.1	6.6	3.6	3.0

Increased Emphasis

Inter-Club Rel.	K. Education	Membership Increase	Music	Pub. Affrs.	Pub. Activity	Social Activ.	Suppt. of Chrchs.	U.P.C. Work	Vocational Guidance	All	None	Other	Total	#
2.2%	4.5%	.8%	.7%	11.1%	.8%	1.6%	1.7%	15.0%	7.9%	3.0%	8.3%	2.2%	100.0%	1
1.6	6.8	1.6	-	11.9	-	-	-	15.3	3.4	-	5.1	3.4	100.0	2
2.0	2.7	-	.4	13.3	.8	2.7	2.0	14.1	8.2	3.9	8.2	2.4	100.0	3
1.4	7.8	.7	.7	15.5	1.4	1.4	1.4	12.0	4.9	3.5	6.3	1.4	100.0	4
3.2	6.4	-	-	5.3	-	1.1	3.2	21.2	14.9	7.4	4.3	2.1	100.0	5
-	3.5	-	-	4.7	3.5	-	1.2	17.3	18.6	7.0	2.3	3.5	100.0	6
2.0	5.3	1.3	.7	5.9	-	.7	3.9	17.1	9.2	2.6	10.5	1.3	100.0	7
2.9	5.3	1.9	.5	11.7	.5	2.4	1.0	12.3	4.9	2.9	6.8	1.9	100.0	8
2.1	4.6	.4	1.3	10.6	1.3	3.0	.4	14.6	6.8	2.5	10.1	2.5	100.0	9
1.6	3.8	.5	1.1	9.7	.5	1.6	1.6	12.1	8.6	.9	8.7	.9	100.0	10
-	4.3	1.7	-	6.0	1.7	.9	.9	13.2	7.1	2.4	14.6	1.9	100.0	11
2.4	2.4	.5	.5	9.5	-	1.4	2.4	11.7	2.4	3.5	4.7	1.1	100.0	12
2.2	3.5	-	2.4	4.7	-	2.4	1.9	13.7	8.6	1.6	6.7	.9	100.0	13
-	8.3	1.0	-	13.0	1.6	1.3	1.8	14.2	7.1	1.8	5.4	1.8	100.0	14
2.1	3.6	-	1.8	19.6	-	1.3	2.1	16.6	7.3	3.0	9.0	.9	100.0	15
4.8	2.1	-	.4	8.5	.9	1.0	-	13.4	7.7	-	9.6	3.8	100.0	16
.9	2.7	1.0	-	14.4	1.0	1.8	2.7	20.7	12.6	3.6	6.3	2.7	100.0	17
1.5	5.3	.9	-	10.8	-	1.5	1.5	17.4	4.5	2.3	10.6	3.0	100.0	18
2.5	3.4	1.5	.5	11.4	.5	1.5	1.5	16.7	6.9	3.4	11.8	1.5	100.0	19
2.9	1.4	.5	.5	19.2	.5	1.4	.5	13.9	9.6	1.0	9.6	1.7	100.0	20
1.0	7.9	1.0	2.5	11.4	1.0	.5	1.5	11.8	6.9	6.8	7.9	3.6	100.0	21
1.1	4.5	-	-	10.7	1.7	4.5	3.4	15.2	5.1	2.7	7.1	2.3	100.0	22
6.2	5.3	2.7	.9	6.2	-	-	-	22.7	11.4	2.3	4.5	.6	100.0	23
4.5	6.8	-	2.3	11.4	.6	-	2.4	15.5	6.9	4.1	8.4	1.4	100.0	24
3.0	6.0	.6	1.2	6.0	-	-	1.4	16.4	11.0	-	8.2	2.2	100.0	25
-	1.4	1.4	1.4	12.3	-	-	4.4	13.2	8.1	4.5	5.5	1.0	100.0	26
1.1	2.2	1.1	-	19.7	1.8	2.7	1.8	17.2	5.6	2.5	7.6	1.0	100.0	27
1.0	5.5	-	.5	11.2	.5	2.0	.5	13.2	5.6	2.5	5.5	1.0	100.0	28
4.6	3.6	1.0	.5	11.2	.5	2.0	.5	13.2	5.6	2.5	5.5	1.0	100.0	29

22. Greatest Need of Club

The chart below indicates the percentages of members in each district who expressed various needs existing in their clubs.

This chart will be of interest to district officers and district committees concerned both with administration and activities inasmuch as the relative importance of club needs in each district is clearly expressed and a comparison is made with the corresponding percentages for Kiwanis International.

#		Agric.	Attend- ance	Better Meals & Mt看. Places	Boys & Girls Work	Citi- zen- ship	Comm. Activ- ity	En- thusi- asm	Fel- low- ship
1	Kiwanis Int'l.	.5%	6.5%	1.5%	.8%	.7%	4.8%	2.7%	9.4%
2	Alabama	-	7.4	1.9	-	-	5.6	3.7	9.3
3	Calif.-Nevada	.4	1.7	-	1.3	-	3.4	3.0	9.5
4	Capital	-	8.4	1.4	1.4	1.4	5.6	3.5	7.0
5	Carolinas	-	4.7	1.2	1.2	-	3.5	1.2	10.5
6	Florida	-	3.3	3.3	-	-	8.9	3.3	16.7
7	Georgia	.7	4.4	1.5	-	-	7.2	5.1	10.1
8	Ill.-E.Iowa	.5	8.1	2.0	-	1.5	2.5	.5	10.7
9	Indiana	.4	8.5	1.2	-	.8	5.7	2.8	10.2
10	Ky.-Tenn.	-	8.9	-	-	1.1	5.0	1.7	13.9
11	La.-Miss.-W.Tenn.	6.5	6.5	-	1.1	2.1	1.1	3.2	11.8
12	Michigan	-	5.8	1.9	1.9	1.4	2.4	2.9	15.3
13	Minn.-Dakotas	1.3	6.5	6.5	2.6	1.3	11.6	2.6	2.6
14	Mo.-Kan.-Ark.	.4	9.1	3.1	.4	.4	5.1	1.7	8.2
15	Montana	-	2.6	-	-	5.3	5.3	-	5.3
16	Nebraska-Iowa	.5	5.1	2.3	.5	-	5.1	2.8	18.0
17	New England	-	11.3	-	-	1.0	3.8	3.8	8.5
18	New Jersey	-	2.9	1.0	-	-	5.9	2.9	9.8
19	New York	.8	8.0	-	.8	-	3.2	4.0	8.8
20	Ohio	-	9.4	3.0	1.2	.6	5.3	1.2	8.3
21	Ont.-Que.-Mar.	-	1.5	.5	1.0	.5	2.6	3.6	9.1
22	Pacific-Northwest	-	2.3	.6	1.1	2.3	7.4	2.9	8.0
23	Pennsylvania	.6	8.3	.6	1.1	.6	5.0	3.3	5.0
24	Rocky Mountain	1.0	4.9	1.0	2.9	1.0	9.8	2.0	5.9
25	Southwest	-	7.5	-	-	2.5	5.0	2.5	7.5
26	Texas-Oklahoma	1.5	3.8	3.1	.8	-	6.1	3.1	6.1
27	Utah-Idaho	-	8.9	4.5	3.0	-	3.0	1.5	7.5
28	Western Canada	1.2	3.6	1.2	-	-	1.2	1.2	5.9
29	West Virginia	-	9.1	1.0	1.0	-	7.1	3.1	8.2
30	Wis.-Upper Mich.	-	7.4	2.6	1.1	.5	2.1	1.6	8.4

It is evident, for example, that a need exists among clubs in the Louisiana-Mississippi-West Tennessee District for increased agricultural activities. Attendance should receive additional emphasis among New England District clubs, etc.

In planning their programs, the districts would do well to make use of the facts presented through this chart so that emphasis might be given to particular phases of the Kiwanis program which in the minds of answering members are important needs of their clubs.

Finan- cial Strength	Inter- Club Rel.	K. Mar- cation	K. Inter- est	Idr. ship	Local Obj.	Ship Part.	Mbr.- Mbrs.	More Mbrs.	Music	Progs.	Pub. Affrs.	U.P.C. Work	Yngr. Mbrs.	None	Other	Total	#
3.8%	1.2%	6.3%	4.4%	4.2%	4.6%	9.5%	7.7%	1.3%	6.4%	2.3%	2.3%	1.7%	2.3%	14.2%	3.2%	100.0%	1
-	1.9	7.4	1.8	5.6	1.8	9.3	3.7	1.8	1.8	7.4	7.4	-	1.8	24.1	3.7	100.0	2
.9	.9	5.6	3.4	8.2	8.2	10.8	4.3	4.3	7.3	2.6	2.6	2.6	3.0	16.0	2.6	100.0	3
2.1	.7	10.5	4.2	7.7	7.0	6.3	2.8	4.3	7.0	2.1	2.1	.7	3.5	13.9	2.8	100.0	4
-	-	2.4	11.7	7.0	10.5	16.5	2.4	2.4	2.4	2.4	2.4	1.2	2.4	12.9	2.4	100.0	5
3.3	1.1	7.2	3.3	6.7	10.0	4.5	3.3	2.4	1.1	2.2	2.2	4.5	-	11.1	5.6	100.0	6
2.2	-	7.2	7.2	2.9	-	10.1	2.9	.7	2.9	3.6	3.6	3.6	2.9	20.4	4.4	100.0	7
6.2	2.0	2.5	1.5	2.5	5.1	10.2	14.8	.5	7.6	2.5	2.5	.5	2.0	15.3	1.0	100.0	8
2.8	.8	5.7	3.3	4.3	2.0	9.4	7.7	3.3	8.5	3.7	3.7	1.6	1.2	12.6	3.7	100.0	9
2.4	-	7.2	4.4	3.3	3.9	11.7	5.0	3.3	9.5	1.1	1.1	1.1	1.1	15.0	3.3	100.0	10
1.1	-	2.1	4.3	2.1	1.1	11.8	1.4	1.9	4.6	1.1	1.1	1.9	-	20.6	4.3	100.0	11
6.2	1.4	4.8	2.9	1.4	4.8	11.5	9.1	1.3	9.1	1.3	1.3	2.4	1.3	10.4	2.6	100.0	12
10.4	1.3	2.6	2.6	4.1	1.3	7.5	12.5	1.0	7.1	.7	.7	2.4	2.4	15.9	2.7	100.0	13
2.7	1.4	5.4	3.4	3.2	2.4	7.9	10.5	1.0	7.1	2.6	2.6	-	2.6	18.4	2.6	100.0	14
2.6	.9	7.4	3.7	3.2	3.7	6.5	7.4	2.3	9.3	.9	.9	-	2.3	11.6	2.8	100.0	15
2.8	1.9	3.8	3.8	1.9	7.5	7.5	10.3	1.0	4.7	2.8	2.8	2.8	3.8	11.3	4.7	100.0	16
3.8	1.9	7.9	3.9	3.9	4.9	14.7	10.8	2.9	2.9	4.9	4.9	1.0	1.0	15.2	2.9	100.0	17
7.9	1.6	4.8	4.8	4.0	3.2	6.4	12.8	2.4	6.4	4.0	4.0	-	3.2	13.0	.8	100.0	18
4.1	1.2	8.3	4.1	3.6	2.4	7.7	5.3	-	10.0	1.8	1.8	-	4.7	13.0	2.4	100.0	19
3.6	-	3.6	4.6	9.1	5.6	13.3	10.2	1.0	3.1	4.6	4.6	2.6	3.1	13.7	3.1	100.0	20
3.1	4.0	8.6	4.0	4.0	8.6	12.5	4.0	1.1	5.7	.6	.6	2.6	2.9	11.8	3.1	100.0	21
4.4	2.2	4.4	8.9	2.2	5.0	8.9	10.0	1.1	8.3	1.7	1.7	1.7	2.9	10.2	2.9	100.0	22
3.9	-	10.8	5.9	6.8	2.0	8.8	8.8	1.0	7.8	1.0	1.0	3.9	1.1	6.9	3.9	100.0	23
2.5	-	10.0	2.5	3.5	2.5	5.0	15.0	1.5	7.5	2.5	2.5	2.5	-	20.0	2.5	100.0	24
4.6	.8	9.2	6.8	3.8	.8	13.0	1.5	1.5	6.8	1.5	1.5	1.5	1.5	17.6	4.6	100.0	25
3.0	-	1.5	1.5	6.0	8.9	6.0	7.5	-	10.4	-	-	3.0	1.5	20.8	1.5	100.0	26
14.2	1.2	7.1	9.5	5.9	3.6	10.7	4.8	-	2.4	4.2	4.2	2.4	1.2	22.6	4.8	100.0	27
5.3	3.1	7.1	5.1	5.1	3.1	14.3	4.1	-	8.2	1.1	1.1	1.0	3.1	11.2	5.1	100.0	28
1.0	1.1	7.4	2.1	3.1	6.9	6.3	14.2	1.1	4.2	2.6	2.6	2.1	3.1	14.7	2.1	100.0	29
3.0	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	100.0	30

23. Weaknesses of Clubs

The following chart expresses club weaknesses as reported by answering members in each district. The data presented should be of assistance to district officers and particularly to lieutenant governors in overcoming the weaknesses of clubs in their districts. District and divisional leadership training schools might well be developed in such a manner that the particular weaknesses of clubs in each district could be treated thoroughly through the offering of practical suggestions and recommendations for their solution.

#		Att., Low	Att., Over- Emph.	Comm. In- Activ.	Coop., Lack of	Enthus., Lack of	Fel- low- ship, Lack of	Inade- quate Finan.	Inter- Club Rel.
1	Kiwanis Int'l.	7.9%	.5%	5.5%	.7%	.9%	6.1%	1.8%	.9%
2	Alabama	15.6	-	13.4	-	-	4.5	-	2.2
3	Calif.-Nevada	4.9	.5	4.4	2.0	1.5	3.9	1.0	1.5
4	Capital	7.9	3.4	7.9	-	-	7.9	.9	1.8
5	Carolinas	7.8	-	5.3	5.3	1.3	9.2	-	1.3
6	Florida	5.5	-	8.2	-	-	10.9	2.7	-
7	Georgia	6.1	-	13.0	-	1.7	3.5	-	-
8	Ill.-E. Iowa	9.1	.6	5.7	1.1	.6	7.3	1.7	-
9	Indiana	8.6	-	6.6	1.0	-	7.6	2.6	.5
10	Ky.-Tenn.	6.9	1.3	6.9	-	.6	9.5	3.1	-
11	Ia.-Miss.-W.Tenn.	8.7	-	1.1	-	-	7.6	-	-
12	Michigan	7.0	2.3	3.5	.6	.6	9.9	1.2	1.2
13	Minn.-Dakotas	8.1	-	5.4	1.3	1.3	8.1	5.4	-
14	Mo.-Kan.-Ark.	10.2	.4	7.1	.4	1.9	4.2	2.7	1.1
15	Montana	3.0	-	3.0	-	3.0	6.1	-	-
16	Nebraska-Iowa	6.2	1.0	8.6	.5	.5	8.6	3.4	.5
17	New England	10.7	-	4.7	1.2	1.2	8.3	-	-
18	New Jersey	4.3	-	8.6	-	-	3.2	2.2	1.1
19	New York	7.1	-	2.7	-	1.7	6.3	.9	.9
20	Ohio	8.2	-	3.8	-	1.3	6.9	1.3	1.9
21	Ont.-Que.-Mar.	1.1	-	2.8	.6	.6	7.8	1.1	-
22	Pacific-Northwest	4.5	1.3	5.7	1.3	1.3	2.6	2.6	.6
23	Pennsylvania	12.5	-	1.8	2.5	2.5	5.6	.6	1.8
24	Rocky Mountain	7.5	-	1.1	-	1.1	5.4	3.2	1.1
25	Southwest	13.2	5.3	2.6	-	2.6	-	2.6	-
26	Texas-Oklahoma	4.3	-	2.6	.9	.9	2.6	.9	-
27	Utah-Idaho	12.3	1.7	3.5	-	-	5.3	-	-
28	Western Canada	-	-	8.3	-	-	5.6	4.2	-
29	West Virginia	10.4	-	4.6	-	1.1	4.6	-	3.4
30	Wis.-Upper Mich.	12.8	-	3.8	-	.6	5.7	1.3	1.9

It should be borne in mind that the percentages represent club weaknesses according to the opinions of answering members. Some district officers may possibly hold opinions differing from those expressed concerning the actual weaknesses of clubs in their districts. However, the percentages accurately indicate what average members believe to be the weaknesses of their club and should receive careful consideration regardless of any opinion to the contrary.

Int., Self- Ins.	Int., K. Edu- cation	Local Object., lack of	Object., Mtg. Proc.	Mrs., Inac- tive	Mrs., Insur.	Mrs., Old	Mbr., ship, Too	Mbr., ship, Un- re.	Music	Pers. Griev.	PROG.	Serv. Opport., Not	Other	None	Total
2.0%	6.7%	3.3%	4.6%	8.4%	1.2%	1.2%	1.8%	1.6%	1.2%	1.1%	3.3%	1.7%	4.4%	25.3%	100.0%
2.2	2.2	2.2	11.1	8.9	-	2.9	-	4.5	2.2	2.2	2.2	-	2.2	22.2	100.0
3.5	4.9	5.9	6.4	9.3	1.0	2.9	5	2.9	2.9	-	2.9	2.0	4.4	23.9	100.0
3.4	9.7	6.1	5.3	2.6	-	2.6	9	1.8	9	4.4	2.6	1.8	3.4	21.1	100.0
4.0	9.7	4.0	10.5	17.1	4.0	-	-	1.3	1.3	1.3	4.0	2.6	2.6	7.8	100.0
1.3	4.0	4.1	5.5	4.1	-	-	-	-	-	-	-	-	4.1	13.9	100.0
5.5	16.4	5.5	4.4	7.9	-	9	6.1	1.7	1.7	1.7	-	9	2.7	27.9	100.0
4.4	10.4	1.7	3.4	5.7	4.5	6	-	6	-	-	1.7	9	2.6	27.9	100.0
2.3	3.4	5.7	3.4	5.7	4.5	6	-	6	-	-	1.7	9	2.6	27.9	100.0
4.6	7.1	1.3	3.0	8.1	5	1.0	3.6	2.0	2.6	1.0	4.5	1.1	5.1	34.0	100.0
1.5	6.9	3.8	4.4	8.8	1.9	1.9	6	1.9	2.6	1.3	5.1	2.0	5.1	34.0	100.0
1.3	7.1	1.3	3.8	8.8	1.1	-	1.1	3.2	2.2	1.3	3.1	2.5	3.8	28.3	100.0
1.1	8.7	3.2	3.2	5.4	1.1	-	4.7	6	2.2	1.1	6.6	3.5	3.2	37.0	100.0
4.1	3.5	1.8	8.8	5.8	6	1.3	4.1	6	2.7	2.7	1.4	2.7	5.8	25.1	100.0
1.3	4.1	1.3	4.1	14.9	1.3	1.3	4.1	1.4	2.7	2.7	1.4	1.5	1.4	26.5	100.0
4.9	5.7	4.2	4.5	4.9	1.9	1.1	5.7	1.5	4	4	12.1	12.1	3.0	27.4	100.0
3.0	9.1	3.0	3.4	6.1	-	5	5	1.9	3.8	1.4	5.3	-	4.7	23.4	100.0
3.8	8.1	2.9	3.6	9.5	-	-	2.4	-	-	1.2	3.6	-	10.7	22.6	100.0
3.6	8.3	1.2	3.2	7.5	-	-	-	-	-	1.1	1.1	-	10.7	22.6	100.0
4.3	9.6	3.2	3.6	8.9	9	3.6	1.7	2.7	-	3.6	4.4	-	17	34.8	100.0
2.7	6.3	2.7	5.1	6.9	6	1.9	3.8	1.9	6	3.2	4.4	6	1.7	34.8	100.0
1.9	4.4	1.9	3.4	11.2	3.9	3.9	2.2	6	6	3.2	4.4	6	1.3	26.0	100.0
6	5.0	2.8	3.2	12.7	1.9	6	1.3	6	-	-	2.2	2.6	8.5	30.7	100.0
1.9	7.0	7.6	3.2	12.7	1.9	6	1.3	6	-	-	2.2	2.6	8.5	30.7	100.0
1.9	3.8	2.5	6.9	13.9	2.2	1.9	1.8	1.8	-	1.3	3.8	2.6	5.7	22.5	100.0
1.3	3.8	1.1	8.6	13.9	2.2	-	4.3	-	-	1.3	3.8	1.3	3.1	22.5	100.0
1.1	13.2	2.6	5.3	5.3	2.6	9	2.2	-	5.2	2.6	7.9	1.7	3.2	20.4	100.0
2.6	13.2	2.6	5.3	9.5	2.6	-	4.3	-	5.2	2.6	7.9	1.7	3.2	20.4	100.0
1.7	12.0	4.3	5.2	5.3	2.6	-	4.3	-	5.2	2.6	7.9	1.7	3.2	20.4	100.0
1.7	12.0	4.3	5.2	5.3	2.6	-	4.3	-	5.2	2.6	7.9	1.7	3.2	20.4	100.0
6.9	5.3	7.0	5.3	5.3	-	-	-	1.7	1.7	1.7	5.3	2.8	3.5	33.4	100.0
3.2	5.3	3.2	5.3	5.3	1.4	-	-	1.4	2.8	1.4	4.2	8.0	4.2	26.5	100.0
1.1	5.8	6.9	4.6	5.8	1.3	1.1	6	2.3	1.1	1.1	5.8	1.9	5.8	17.3	100.0
1.9	9.6	1.9	1.9	7.6	1.3	1.9	1.9	3.8	1.3	1.3	1.3	1.9	5.7	24.9	100.0

24. Improvement of International Organization

The chart below presents the various types of improvements in the International organization suggested by those answering the question in each district.

The reactions expressed in this chart should be of interest and value to district and International officers and committee chairmen, both in a counseling and an administrative capacity. International officers who serve as district counselors should find the information presented in the chart of considerable value in providing sound assistance and counsel to the districts.

#		Ameri- canism	Att. Regu.	Boys & Girls Work	Closer Club Con- tacts	Com- mittee	Convs.	Dist. Func.	Ex- ten- sion
1	Kiwanis Int'l.	.9%	.9%	.1%	6.7%	.2%	2.2%	.2%	1.2%
2	Alabama	-	-	-	5.7	-	-	-	2.9
3	Calif.-Nevada	3.2	.6	-	4.5	-	1.3	-	.6
4	Capital	-	2.5	-	7.6	-	-	-	-
5	Carolinas	-	-	-	7.1	-	1.8	-	-
6	Florida	2.0	-	2.0	6.1	2.0	4.1	-	2.0
7	Georgia	-	-	-	5.3	1.1	2.2	-	1.1
8	Ill.-E.Iowa	2.1	-	-	5.5	-	2.1	-	-
9	Indiana	-	1.3	-	4.0	-	.7	.7	2.0
10	Ky.-Tenn.	-	.9	-	6.9	-	2.6	-	-
11	La.-Miss.-W.Tenn.	-	-	1.5	6.2	-	3.0	1.5	-
12	Michigan	2.5	3.3	-	3.3	-	2.5	-	-
13	Minn.-Dakotas	1.7	-	-	5.0	-	3.3	-	5.0
14	Mo.-Kan.-Ark.	-	1.0	-	11.1	1.0	1.6	-	.5
15	Montana	-	-	-	8.7	-	8.7	-	-
16	Nebraska-Iowa	.8	-	-	3.8	-	3.8	-	.8
17	New England	-	-	-	7.1	-	2.9	-	-
18	New Jersey	1.4	2.8	-	6.9	-	1.4	1.4	-
19	New York	3.5	2.3	-	15.1	-	1.2	-	1.2
20	Ohio	-	1.6	-	6.5	.8	.8	-	-
21	Ont.-Que.-Mar.	-	1.6	-	4.8	-	1.6	-	1.6
22	Pacific-Northwest	-	1.8	-	8.0	-	2.7	-	1.8
23	Pennsylvania	2.7	.9	.9	8.8	-	2.7	-	-
24	Rocky Mountain	1.5	-	-	13.4	-	-	-	-
25	Southwest	-	-	-	3.2	-	-	-	3.2
26	Texas-Oklahoma	-	-	-	3.4	-	1.1	1.1	4.5
27	Utah-Idaho	2.0	2.0	2.0	10.2	-	-	2.0	4.1
28	Western Canada	-	1.8	-	13.0	-	5.6	-	-
29	West Virginia	1.8	-	-	7.1	-	3.6	-	1.8
30	Wis.-Upper Mich.	-	-	-	3.5	.9	10.4	.9	.9

As examples of the value inherent in the chart it is evident that members in the New York, Rocky Mountain and Western Canada Districts are much concerned with closer contacts between the International organization and the individual clubs; one-fourth of the financing members in the Minnesota-Dakotas District are concerned with the finances of the International organization; Kiwanis education concerning the International organization is one of the major interests of members of the Montana District, etc.

25. Greatest Personal Satisfaction

The following chart indicates the percentages of answering members in each district distributed according to the general phases of Kiwanis activities which give them the greatest personal satisfaction.

The reactions of members to this question are the result not only of their personal feelings concerning particular activities but of the promotion or lack of promotion of particular activities in each district. For example, in some districts under-privileged child work or vocational guidance may have been promoted more aggressively than other activities. Consequently, it would

#		Boys & Girls		Char-ity	Comm. Activ-ity	Fel-low-ship	Inter-Club Rel.	Music	Pers. Edu-cation
		Agric.	Work						
1	Kiwanis Int'l.	1.2%	12.4%	.3%	2.9%	18.3%	1.9%	1.7%	1.4%
2	Alabama	5.7	13.2	1.9	1.9	18.8	-	1.9	-
3	Calif.-Nevada	.4	16.4	.4	2.4	25.1	3.5	2.4	1.6
4	Capital	.6	9.5	-	3.2	19.6	2.5	.6	2.5
5	Carolinas	2.4	10.7	-	1.2	22.6	1.2	1.2	-
6	Florida	1.2	11.7	1.2	3.5	9.4	-	1.2	1.2
7	Georgia	-	13.2	-	3.9	16.3	1.5	1.5	-
8	Ill.-E. Iowa	-	12.2	.5	2.7	19.9	1.8	2.7	1.4
9	Indiana	1.2	8.9	-	1.9	22.4	1.6	.4	2.3
10	Ky.-Tenn.	1.1	15.7	1.1	2.2	19.0	3.3	2.2	-
11	La.-Miss.-W. Tenn.	2.6	15.5	-	5.2	18.1	1.7	.9	1.7
12	Michigan	-	11.9	-	3.0	21.2	.5	1.5	.5
13	Minn.-Dakotas	3.2	18.2	-	5.4	20.4	3.2	-	1.1
14	Mo.-Kan.-Ark.	.9	15.6	.3	2.5	16.0	1.6	.3	.6
15	Montana	4.5	11.4	-	11.4	13.6	-	2.3	2.3
16	Nebraska-Iowa	1.4	10.6	-	.9	19.3	1.4	1.8	1.8
17	New England	-	9.3	-	2.8	13.8	1.9	-	2.8
18	New Jersey	1.0	11.7	1.0	4.9	6.8	1.9	1.9	2.8
19	New York	1.7	15.7	-	3.3	14.8	2.5	2.5	.8
20	Ohio	.5	5.5	-	4.0	19.1	2.5	2.0	1.5
21	Ont.-Que.-Mar.	.5	13.4	.5	6.3	9.6	1.0	1.0	1.4
22	Pacific-Northwest	2.3	15.4	-	1.8	17.2	5.3	2.3	3.0
23	Pennsylvania	1.2	9.7	1.2	-	17.1	1.2	.6	1.7
24	Rocky Mountain	2.6	17.5	-	1.8	23.6	1.8	1.8	2.6
25	Southwest	-	7.9	-	2.6	29.0	7.9	5.3	-
26	Texas-Oklahoma	2.4	14.3	.6	1.8	16.6	1.2	1.8	.6
27	Utah-Idaho	1.5	14.7	-	1.5	19.1	1.5	2.9	-
28	Western Canada	1.1	8.5	-	2.1	14.9	1.1	4.3	2.1
29	West Virginia	-	13.3	-	4.1	16.3	1.0	2.0	1.0
30	Wis.-Upper Mich.	1.6	10.4	.6	3.3	22.0	2.8	4.4	2.2

be only logical to assume that the reactions of members concerning such activities would be influenced to a certain extent by such aggressive promotion.

The chart should prove of value to the district committees in formulating their programs for club work. Likewise, response to the question should prove of interest to the various International committees, indicating in which districts their programs have the greatest appeal and where they require additional emphasis.

Pub. Affrs.	Pub- licity	Serv. to Safety	Serv. to Others	Social	Sports	U.P.C. Work	Voca- tional Guid- ance	Weekly Lunch. Meas.	All	None	Other	Total	#
4.6%	.2%	.5%	4.8%	1.3%	1.2%	22.5%	2.1%	11.8%	7.0%	1.1%	2.8%	100.0%	1
7.5	-	-	1.9	1.9	1.9	18.8	3.8	9.4	5.7	3.8	1.9	100.0	2
6.2	-	-	3.1	1.2	.4	14.1	1.6	13.3	5.1	.4	2.4	100.0	3
3.8	1.3	-	3.8	1.3	3.8	27.3	.6	10.1	8.2	1.3	-	100.0	4
3.6	-	-	15.5	-	-	14.2	3.6	8.3	13.1	1.2	1.2	100.0	5
4.7	-	-	10.6	-	1.2	29.4	3.5	8.2	7.1	1.2	4.7	100.0	6
4.7	-	-	8.5	-	.8	27.1	1.5	11.6	7.8	.8	.8	100.0	7
2.7	-	-	7.2	.9	.9	23.1	2.3	13.6	4.5	1.8	1.8	100.0	8
3.5	-	-	6.6	2.3	6.2	17.8	3.5	13.2	4.3	1.6	2.3	100.0	9
3.3	-	-	1.6	1.1	1.1	25.0	1.6	12.5	4.9	-	4.3	100.0	10
3.4	-	9.5	1.7	1.7	-	17.3	2.6	8.6	7.8	-	1.7	100.0	11
6.4	1.0	1.0	3.5	4.5	.5	20.7	1.5	10.9	6.4	3.0	2.0	100.0	12
5.4	-	-	2.2	-	-	9.6	1.1	20.4	2.2	2.2	5.4	100.0	13
3.1	.3	-	4.1	.6	1.6	22.8	1.9	12.8	9.7	2.5	2.8	100.0	14
2.3	2.3	-	2.3	-	2.3	20.4	6.8	13.6	4.5	-	-	100.0	15
7.3	-	-	6.9	-	.5	23.3	1.4	15.6	5.5	.5	1.8	100.0	16
4.6	-	-	6.5	.9	-	28.7	-	10.1	14.8	1.9	1.9	100.0	17
2.8	-	-	7.8	1.9	-	31.1	-	11.7	7.8	-	4.9	100.0	18
5.0	-	-	.8	-	-	28.1	1.7	14.8	5.0	.8	2.5	100.0	19
3.0	-	-	5.5	3.0	5.0	24.2	2.0	12.6	6.1	1.0	2.5	100.0	20
3.4	-	-	6.7	1.4	-	33.6	2.4	6.3	9.6	.5	2.4	100.0	21
3.6	-	-	2.3	.6	-	16.0	1.8	15.4	5.3	3.0	4.7	100.0	22
3.4	-	-	4.0	2.3	-	29.7	1.7	15.4	6.2	1.2	3.4	100.0	23
4.4	-	-	3.5	-	.9	21.1	2.6	9.6	4.4	.9	.9	100.0	24
10.5	-	-	-	-	-	13.2	2.6	10.5	7.9	-	2.6	100.0	25
3.0	-	4.2	3.0	-	-	29.1	1.2	7.7	10.1	1.2	1.2	100.0	26
7.4	-	-	1.5	2.9	-	20.5	2.9	14.7	7.4	-	1.5	100.0	27
3.2	1.1	-	4.3	2.1	1.1	29.7	-	7.4	8.5	1.1	7.4	100.0	28
6.1	-	-	7.2	1.0	1.0	20.4	7.2	7.2	6.1	-	6.1	100.0	29
6.1	.6	-	3.8	1.6	-	13.2	1.6	11.5	10.4	.6	3.3	100.0	30

26. Descent

The following chart illustrates the nativity and parentage of answering members in each district.

The percentages should be of value to district Committees on Classification and Membership in emphasizing the possibilities that lie in each district concerning the addition of new members from the various nativity and parentage groups. Such possibilities are, of course, limited by the nativity patterns of the general population in each district.

It is interesting to note that the two districts which lie wholly in Canada exhibit the highest proportions of foreign born members due to the generally greater acceptability of British born men as Kiwanis members.

	Nat. Born - Nat. Born Parents	Nat. Born - Mixed Parents	Nat. Born - Foreign Born Parents	Foreign Born	Total
Kiwanis Int'l.	78.4%	7.7%	8.9%	5.0%	100.0%
Alabama	92.3	3.8	2.6	1.3	100.0
Calif.-Nevada	72.9	8.2	11.0	7.9	100.0
Capital	90.7	4.0	3.1	2.2	100.0
Carolinas	93.2	1.5	3.0	2.3	100.0
Florida	84.5	8.1	3.3	4.1	100.0
Georgia	95.3	3.1	.5	1.1	100.0
Ill.-E. Iowa	67.8	10.3	16.1	5.8	100.0
Indiana	84.7	6.1	5.8	3.4	100.0
Ky.-Tennessee	89.0	4.1	4.5	2.4	100.0
La.-Miss.-West Tennessee	89.8	5.7	3.4	1.1	100.0
Michigan	74.2	6.0	13.5	6.3	100.0
Minn.-Dakotas	57.0	15.5	16.9	10.6	100.0
Mo.-Kan.-Ark.	83.0	6.1	7.7	3.2	100.0
Montana	71.6	7.5	16.4	4.5	100.0
Nebraska-Iowa	74.8	9.5	11.7	4.0	100.0
New England	68.8	7.6	13.2	10.4	100.0
New Jersey	59.7	16.4	20.2	3.7	100.0
New York	71.9	7.6	15.8	4.7	100.0
Ohio	83.7	8.8	6.5	1.0	100.0
Ont.-Que.-Mar.	76.1	6.3	2.0	15.6	100.0
Pacific-					
Northwest	70.3	10.1	10.5	9.1	100.0
Pennsylvania	82.8	6.8	7.5	2.9	100.0
Rocky Mountain	81.4	11.2	4.3	3.1	100.0
Southwest	80.0	6.0	4.0	10.0	100.0
Texas-Okla.	92.0	4.5	1.3	2.2	100.0
Utah-Idaho	72.4	10.2	13.3	4.1	100.0
Western Canada	69.2	3.3	5.8	21.7	100.0
West Virginia	85.2	3.7	7.4	3.7	100.0
Wis.-Upper Mich.	61.1	15.3	20.5	3.1	100.0

27. District Convention Attendance

The chart on pages 292 and 293 indicates the percentages of members in each district who have attended various numbers of district conventions. This chart provides information concerning the proportions of members in each district who have attended no district conventions and who have attended one or more district conventions. It should prove of value to district officers in developing promotional plans for district convention attendance.

The charts on page 294 present the average numbers of district conventions attended by answering members in each district as well as the reactions of members who commented upon the district conventions which they have attended. Both charts give some indication as to which district conventions possess the greatest appeal and are of greatest popularity among the members. For example, members of the Texas-Oklahoma and West Virginia Districts appear to enjoy their district conventions since they exhibit high average numbers of district conventions attended. Favorable or unfavorable reactions of members to their district conventions should indicate where any needs exist for improvement in district convention programs.

The chart on page 295 indicates the reasons for non-attendance at district conventions given by answering members in the various districts. In developing their promotional programs for attendance at district conventions the district officers should find this chart to be of considerable value. Business interference plays an important part in non-attendance at district conventions in the Missouri-Kansas-Arkansas District while distance is an important reason for non-attendance in the Louisiana-Mississippi-West Tennessee District, etc.

28. International Convention Attendance

The chart on page 296 indicates the proportions of members in each district who have attended various numbers of International conventions. The information presented in this chart should prove of assistance to district and International committees concerned with the promotion of International convention attendance. The chart indicates in which districts increased promotional effort should be expended in encouraging attendance at International conventions.

The charts on page 297 indicate the average number of International conventions attended by answering members in the various districts as well as the reactions of members to International conventions attended. The International committees concerned with the promotion of convention attendance should find these charts valuable in that they indicate where increased emphasis on convention attendance is needed as well as which district memberships have been most favorably impressed with International conventions attended.

The chart on page 298 indicates the reasons given by members in each district for non-attendance at International conventions. The information presented in this chart should prove helpful to both district and International committees concerned with International convention attendance, enabling them to develop promotional efforts designed to offset the causes for non-attendance reported by members.

27. District

#		<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>	<u>8</u>
1	Kiwanis Int'l.	18.7%	13.7%	7.9%	5.0%	3.2%	2.5%	.7%	1.3%
2	Alabama	15.0	11.2	7.5	5.0	1.3	5.0	2.5	3.8
3	Calif.-Nevada	17.0	17.5	11.1	5.6	4.2	1.9	1.4	2.5
4	Capital	16.7	10.6	6.5	8.8	1.9	3.2	1.4	1.4
5	Carolinas	19.8	15.9	7.1	8.7	4.8	3.2	-	.8
6	Florida	24.7	18.8	10.2	3.4	4.2	.9	-	2.6
7	Georgia	14.5	11.4	6.7	5.2	4.2	2.1	-	.5
8	Ill.-E.Iowa	21.9	13.8	6.4	8.1	4.2	3.5	.3	1.9
9	Indiana	15.0	13.3	7.1	5.0	3.3	3.0	-	.3
10	Ky.-Tenn.	16.9	12.4	11.2	5.4	2.5	1.7	.8	1.2
11	La.-Miss.-W.Tenn.	15.4	12.3	7.4	4.9	.6	.6	-	1.2
12	Michigan	17.0	14.1	9.9	1.9	5.8	3.9	.6	2.2
13	Minn.-Dakotas	24.6	11.9	6.7	5.9	1.5	1.5	.8	-
14	Mo.-Kan.-Ark.	22.2	11.3	7.4	3.2	2.6	2.3	.7	1.9
15	Montana	13.9	15.4	13.9	6.2	4.6	1.5	-	-
16	Nebraska-Iowa	20.1	10.7	6.1	6.1	1.9	.8	-	.6
17	New England	22.2	17.9	7.9	4.3	2.1	2.9	1.4	-
18	New Jersey	19.7	6.8	6.1	6.1	7.6	3.8	1.5	2.3
19	New York	16.6	9.5	5.9	4.8	3.6	4.8	-	1.2
20	Ohio	17.0	12.1	8.5	3.6	2.8	.7	1.4	.7
21	Ont.-Que.-Mar.	18.6	15.2	7.8	5.4	2.3	3.9	.8	1.6
22	Pacific-Northwest	27.5	13.4	8.7	4.0	4.3	3.3	1.1	1.4
23	Pennsylvania	16.5	12.5	5.4	6.1	1.4	1.8	.7	.4
24	Rocky Mountain	25.7	9.6	7.1	3.9	2.6	.6	.6	.6
25	Southwest	35.4	12.5	10.4	2.1	4.2	2.1	-	2.1
26	Texas-Oklahoma	14.3	16.6	10.1	4.6	3.2	.9	.5	.9
27	Utah-Idaho	26.5	18.4	7.2	4.1	5.1	2.0	3.1	1.0
28	Western Canada	9.0	14.6	7.3	4.9	3.3	.8	1.6	1.6
29	West Virginia	14.9	20.2	10.5	6.0	3.0	4.5	.7	1.5
30	Wis.-Upper Mich.	16.4	15.7	7.7	4.2	2.8	3.1	.4	.7

Convention Attendance

<u>9</u>	<u>10</u>	<u>11</u>	<u>12</u>	<u>13</u>	<u>14</u>	<u>15</u>	<u>16 or More</u>	<u>Indef- inite</u>	<u>0 or None</u>	<u>Total</u>	<u>#</u>
.4%	1.4%	.4%	.6%	.1%	.3%	.3%	.5%	1.7%	41.3%	100.0%	1
-	-	-	-	-	-	-	-	-	48.7	100.0	2
.8	1.4	.6	-	.3	-	.6	1.1	1.7	32.3	100.0	3
.5	.9	.9	.9	.9	.9	-	.5	1.9	42.1	100.0	4
.8	3.2	-	.8	-	-	-	-	1.6	33.3	100.0	5
-	.9	1.7	.9	-	-	-	.9	2.6	28.2	100.0	6
1.0	1.0	1.0	1.6	-	-	1.0	1.0	1.6	47.2	100.0	7
.3	2.3	-	1.0	.3	.3	.3	1.3	1.9	32.2	100.0	8
.6	1.8	-	.3	-	.9	-	.9	2.7	45.8	100.0	9
.4	1.2	-	.4	-	.4	-	.4	2.5	42.6	100.0	10
.6	1.2	-	-	-	-	-	-	1.2	54.6	100.0	11
.6	1.9	.6	1.3	-	.3	.3	.3	1.9	37.4	100.0	12
-	.8	-	.8	-	-	-	-	-	45.5	100.0	13
.2	.5	-	.5	.2	.2	.2	.2	.9	45.5	100.0	14
-	1.5	-	1.5	-	-	-	1.5	3.1	36.9	100.0	15
.3	1.4	-	.6	-	-	.8	.3	1.9	48.4	100.0	16
.7	2.1	1.4	-	-	.7	-	-	.7	35.7	100.0	17
-	4.5	1.5	-	-	.8	1.5	-	4.5	33.3	100.0	18
-	1.2	-	.6	-	.6	1.2	-	2.4	47.6	100.0	19
-	2.1	-	.4	.4	.4	.4	.4	3.6	45.5	100.0	20
.4	1.6	.8	.8	-	.4	-	-	3.1	37.3	100.0	21
1.1	1.4	-	1.1	-	.4	-	.4	-	31.9	100.0	22
-	-	1.1	1.1	-	.4	-	.7	1.8	50.1	100.0	23
-	.6	-	.6	-	-	.6	-	-	47.5	100.0	24
-	2.1	-	-	-	-	-	-	-	29.1	100.0	25
-	.5	-	.9	-	.5	.5	-	.9	45.6	100.0	26
-	2.0	-	2.0	-	-	-	-	-	28.6	100.0	27
1.6	3.3	1.6	-	-	-	1.6	.8	.8	47.2	100.0	28
-	1.5	-	-	.7	-	.7	2.2	1.5	32.1	100.0	29
-	1.8	.4	.4	-	.4	-	.4	.7	44.9	100.0	30

27. District Convention Attendance

	Average District Conventions Attended	Favorable	Unfavorable	Total
Kiwanis Int'l.	1.9	91.4%	8.6%	100.0%
Alabama	1.6	92.0	8.0	100.0
Calif.-Nevada	2.3	94.2	5.8	100.0
Capital	2.2	92.8	7.2	100.0
Carolinas	2.1	94.9	5.1	100.0
Florida	2.1	94.1	5.9	100.0
Georgia	2.1	95.5	6.5	100.0
Ill.-E. Iowa	2.4	90.8	9.2	100.0
Indiana	1.8	85.3	14.7	100.0
Ky.-Tennessee	1.7	94.0	6.0	100.0
La.-Miss.-West Tennessee	1.2	88.4	11.6	100.0
Michigan	2.2	91.0	9.0	100.0
Minn.-Dakotas	1.3	99.7	10.3	100.0
Mo.-Kan.-Ark.	1.5	89.9	10.1	100.0
Montana	2.1	93.8	6.2	100.0
Nebraska-Iowa	1.5	96.7	3.3	100.0
New England	1.9	80.6	19.4	100.0
New Jersey	2.4	93.4	6.6	100.0
New York	1.8	97.9	2.1	100.0
Ohio	1.7	89.7	10.3	100.0
Ont.-Que.-Mar. Pacific-	1.9	87.2	12.8	100.0
Northwest	2.1	93.4	6.6	100.0
Pennsylvania	1.5	91.8	8.2	100.0
Rocky Mountain	1.3	89.5	10.5	100.0
Southwest	1.7	96.3	3.7	100.0
Texas-Okla.	2.5	97.2	2.8	100.0
Utah-Idaho	2.1	95.0	5.0	100.0
Western Canada	2.3	89.7	10.3	100.0
West Virginia	2.5	88.9	11.1	100.0
Wis.-Upper Mich.	1.7	90.9	9.1	100.0

27. District Convention Attendance

Business Inter- ference	Distance	Expense	Illness	Indif- ference	New Member	No Oppor- tunity	Personal Grievance	Total
Kiwanis Int'l.	1.3%	4.3%	.9%	4.9%	20.8%	8.1%	.9%	100.0%
Alabama	4.0	-	-	4.0	28.0	8.0	4.0	100.0
Calif.-Nevada	2.3	6.8	1.1	4.5	25.0	2.3	-	100.0
Capital	3.5	3.5	5.3	1.8	17.5	12.3	-	100.0
Carolinas	5.9	-	-	5.9	11.8	23.5	-	100.0
Florida	-	5.6	-	5.6	27.7	11.1	-	100.0
Georgia	1.6	1.6	-	3.1	23.4	12.5	-	100.0
Ill.-E. Iowa	-	6.5	1.6	4.8	27.4	9.7	3.2	100.0
Indiana	3.3	1.1	-	9.8	21.7	6.5	1.1	100.0
Ky.-Tennessee	-	4.7	-	6.3	17.1	6.3	-	100.0
La.-Miss.-West Tennessee	6.1	2.1	2.1	2.0	26.5	6.1	-	100.0
Michigan	-	2.8	1.4	7.1	29.6	5.6	1.4	100.0
Minn.-Dakotas	3.2	3.2	-	12.9	16.1	12.9	-	100.0
Mo.-Kan.-Ark.	.7	2.2	-	2.9	18.4	7.4	-	100.0
Montana	-	-	-	18.2	27.3	9.1	-	100.0
Nebraska-Iowa	-	5.9	-	-	17.6	8.2	2.4	100.0
New England	-	8.3	-	8.3	8.3	5.6	2.8	100.0
New Jersey	-	5.9	2.9	14.7	17.7	5.9	-	100.0
New York	-	7.5	1.9	9.4	11.3	3.8	1.9	100.0
Ohio	-	1.3	2.6	6.4	12.8	11.5	1.3	100.0
Ont.-Que.-Mar. Pacific-	2.6	7.9	1.3	4.0	17.1	5.3	-	100.0
Northwest	-	3.6	-	10.7	19.7	7.1	-	100.0
Pennsylvania	1.2	4.7	-	8.1	20.9	2.3	2.3	100.0
Rocky Mountain	1.8	1.8	-	1.8	23.2	8.9	3.6	100.0
Southwest	-	9.1	-	-	45.4	9.1	-	100.0
Texas-Okla.	1.7	3.4	-	1.7	15.3	8.5	-	100.0
Utah-Idaho	5.9	5.9	-	5.9	29.4	-	-	100.0
Western Canada	-	10.0	2.5	-	17.5	25.0	-	100.0
West Virginia	4.2	4.2	-	-	20.8	8.3	-	100.0
Wis.-Upper Mich.	-	4.2	-	1.4	30.6	8.3	-	100.0

28. International Convention Attendance

	1	2	3	4	5	6	7	8	9	10 or More	Indefinite	0 or None	Total
Kiwanis Int'l.	15.7%	5.2%	2.5%	.9%	.8%	.6%	.1%	.2%	.1%	.4%	.2%	73.3%	100.0%
Alabama	15.2	5.1	1.3	-	-	-	-	-	-	-	-	78.4	100.0
Calif.-Nevada	24.4	10.0	4.5	1.7	1.7	.3	-	-	.3	-	-	57.1	100.0
Capital	14.8	4.9	4.4	3.0	.5	1.5	-	-	-	.5	1.0	69.4	100.0
Carolinas	12.3	1.6	4.1	-	1.6	-	-	-	-	-	-	80.4	100.0
Florida	13.8	6.4	.9	-	-	.9	.9	-	-	-	.9	76.2	100.0
Georgia	14.5	4.8	2.1	-	.5	.5	.5	1.1	-	1.1	-	74.9	100.0
Ill.-E. Iowa	17.3	6.4	1.0	.7	.7	.3	-	-	.3	1.0	.5	72.0	100.0
Indiana	27.5	6.5	3.8	.6	.9	.9	-	-	-	-	-	59.8	100.0
Ky.-Tennessee	16.7	2.6	1.3	1.3	1.3	.4	.4	-	.4	.4	-	75.2	100.0
La.-Miss.-West Tennessee	13.8	5.7	3.8	3.8	.6	.6	-	.6	-	-	-	71.1	100.0
Michigan	14.9	5.8	2.6	.7	.3	1.0	-	.3	-	.3	-	74.1	100.0
Minn.-Dakotas	11.9	5.2	1.5	1.5	-	-	-	-	-	.7	-	79.2	100.0
Mo.-Kan.-Ark.	10.0	2.1	1.4	-	.5	.5	-	-	.2	.5	-	84.8	100.0
Montana	9.5	4.8	1.6	3.2	-	1.6	-	-	-	-	1.6	77.7	100.0
Nebraska-Iowa	15.8	3.4	1.7	1.1	.6	.3	-	-	.3	.6	.5	75.9	100.0
New England	23.4	5.7	3.6	2.1	-	-	-	.7	-	-	-	64.5	100.0
New Jersey	10.2	7.1	3.1	1.6	.8	1.6	-	.8	-	1.6	-	73.2	100.0
New York	12.0	6.0	4.2	1.2	.6	.6	-	-	-	2.4	-	73.0	100.0
Ohio	13.4	6.6	.4	1.8	.8	.8	.4	-	-	.4	-	75.4	100.0
Ont.-Que.-Mar. Pacific-	13.4	7.7	4.9	1.6	2.0	1.6	.8	-	-	-	2.5	65.5	100.0
Northwest	18.5	4.4	1.1	.4	-	-	.4	-	-	-	-	75.2	100.0
Pennsylvania	12.9	4.6	1.5	.4	1.1	.4	-	-	-	.4	-	73.3	100.0
Rocky Mountain	11.8	2.6	2.0	.7	.7	-	-	-	.4	.7	-	81.5	100.0
Southwest	12.3	2.0	2.0	-	-	-	-	-	-	-	-	83.7	100.0
Texas-Okla.	19.9	4.3	1.4	-	.5	-	-	.5	-	-	-	73.4	100.0
Utah-Idaho	13.6	5.2	2.1	-	-	-	-	-	-	-	-	78.1	100.0
Western Canada	12.1	1.7	1.7	.9	-	-	1.0	-	-	-	-	81.8	100.0
West Virginia	11.6	9.3	3.1	1.6	-	.8	.9	.9	-	-	-	73.6	100.0
Wis.-Upper Mich.	16.0	2.2	2.9	.4	.7	.4	-	.4	-	-	-	77.0	100.0

28. International Convention Attendance

	<u>Average International Conventions Attended</u>	<u>Favorable</u>	<u>Unfavorable</u>	<u>Total</u>
Kiwanis Int'l.	.5	89.7%	10.3%	100.0%
Alabama	.3	100.0	-	100.0
Calif.-Nevada	.8	92.1	7.9	100.0
Capital	.7	94.6	5.4	100.0
Carolinas	.4	100.0	-	100.0
Florida	.4	100.0	-	100.0
Georgia	.7	78.6	21.4	100.0
Ill.-E. Iowa	.6	90.0	10.0	100.0
Indiana	.6	92.1	7.9	100.0
Ky.-Tennessee	.5	93.0	7.0	100.0
La.-Miss.-West Tennessee	.6	91.7	8.3	100.0
Michigan	.5	91.1	8.9	100.0
Minn.-Dakotas	.4	95.5	4.5	100.0
Mo.-Kan.-Ark.	.3	90.4	9.6	100.0
Montana	.5	66.7	33.3	100.0
Nebraska-Iowa	.5	93.3	6.7	100.0
New England	.6	94.3	5.7	100.0
New Jersey	.8	88.5	11.5	100.0
New York	.8	100.0	-	100.0
Ohio	.5	87.2	12.8	100.0
Ont.-Que.-Mar. Pacific-	.8	78.3	21.7	100.0
Northwest	.3	72.7	27.3	100.0
Pennsylvania	.4	80.4	19.6	100.0
Rocky Mountain	.4	94.4	5.6	100.0
Southwest	.2	100.0	-	100.0
Texas-Okla.	.4	97.0	3.0	100.0
Utah-Idaho	.4	100.0	-	100.0
Western Canada	.4	83.3	16.7	100.0
West Virginia	.5	88.5	11.5	100.0
Wis.-Upper Mich.	.4	87.8	12.2	100.0

28. International Convention Attendance

	Business Inter- ference	Distance	Expense	Illness	Indif- ference	New Member	No Oppor- tunity	Personal Grievance	Total
Kiwanis Int'l.	43.7%	9.0%	17.5%	.4%	3.2%	13.0%	7.2%	1.0%	100.0%
Alabama	45.0	15.0	12.5	-	2.5	12.5	10.0	2.5	100.0
Calif.-Nevada	49.2	5.8	21.7	.8	4.2	13.3	4.2	.8	100.0
Capital	53.4	3.2	13.7	1.4	1.4	13.7	8.2	-	100.0
Carolinas	26.1	26.1	23.9	2.1	-	10.9	10.9	-	100.0
Florida	41.2	11.8	23.5	-	2.0	7.8	13.7	-	100.0
Georgia	42.3	5.4	20.7	-	2.2	17.4	12.0	-	100.0
Ill.-E. Iowa	43.7	8.6	15.6	.8	3.1	17.2	6.3	4.7	100.0
Indiana	56.4	4.5	9.1	-	3.6	16.4	7.3	2.7	100.0
Ky.-Tennessee	53.3	6.3	14.6	-	4.9	9.7	10.7	-	100.0
La.-Miss.-West Tennessee	40.0	5.5	16.4	-	3.6	25.4	9.1	-	100.0
Michigan	52.7	6.9	13.7	-	5.3	14.5	6.1	.8	100.0
Minn.-Dakotas	36.7	16.3	32.7	-	2.0	8.2	4.1	-	100.0
Mo.-Kan.-Ark.	53.3	6.3	13.9	.5	2.4	14.9	8.2	.5	100.0
Montana	40.0	24.0	12.0	-	4.0	8.0	4.0	8.0	100.0
Nebraska-Iowa	55.1	7.3	16.5	.9	.9	14.7	4.6	-	100.0
New England	50.8	6.6	16.3	1.6	9.9	9.9	3.3	1.6	100.0
New Jersey	50.0	4.2	22.2	-	4.2	16.6	2.8	-	100.0
New York	60.3	2.7	13.7	-	5.5	9.6	5.5	2.7	100.0
Ohio	56.6	4.4	13.3	1.8	6.2	6.2	9.7	1.8	100.0
Ont.-Que.-Mar. Pacific-	59.3	7.8	17.4	-	3.5	7.8	4.3	.9	100.0
Northwest	45.4	14.3	21.8	-	1.7	10.9	5.0	.9	100.0
Pennsylvania	50.4	6.7	16.1	1.0	8.6	12.4	3.8	1.0	100.0
Rocky Mountain	50.7	9.9	12.7	-	1.4	15.5	7.0	2.8	100.0
Southwest	26.6	20.0	20.0	-	-	16.7	16.7	-	100.0
Texas-Okla.	53.8	8.7	20.0	-	2.5	8.7	6.3	-	100.0
Utah-Idaho	43.5	10.3	17.9	2.6	2.6	10.3	12.8	-	100.0
Western Canada	28.8	16.9	32.2	1.7	-	11.9	8.5	-	100.0
West Virginia	55.8	11.5	17.3	-	-	5.8	9.6	-	100.0
Wis.-Upper Mich.	59.6	15.8	19.8	-	1.0	18.8	5.0	-	100.0

SUMMARY

ANALYSIS OF DISTRICTS

Since no attempt has been made to analyze each question completely, a summary similar to those following other sections of this report cannot be presented. As already stated it is believed that the charts presented in this section are clearly indicative of conditions in each district and, therefore, will in themselves provide adequate data for district comparisons.

Responses from the various districts to each question should be of value to members of the International Board of Trustees who serve as district counselors and to International and district committees and district officers in planning programs among the clubs in the various districts which will insure maximum results with a minimum of effort expended. The responses clearly indicate both the weaknesses and strong points of all districts in relation to the topics included in the survey. Thus, it should be possible to concentrate corrective and promotional efforts upon the points in particular districts which appear to be weakest and at the same time to expend less effort in promoting activity and administrative matters in which some districts exhibit strength.

The district officers for 1941 should be thoroughly informed concerning the weaknesses and strong points of their districts, and practical plans for action should be developed by them and for their use by the International committees so that the findings of the survey may be immediately translated into more efficient district administration.

Through careful study of all sections of the report by the members of the International Board of Trustees and by others, practical suggestions should be forthcoming which will prove of value to Kiwanis in the years to come. By study of the complete survey Kiwanis leaders will become better informed concerning Kiwanis itself and will be better able to exercise that type of enlightened leadership necessary for continued success and achievement.

{ WHAT DO YOU THINK } ABOUT KIWANIS? {

Dear Kiwanian:

The International Board of Trustees is undertaking a survey of Kiwanis International to secure factual information regarding the opinions and attitudes of the members of Kiwanis. The only way to obtain accurate information is to ask what individual Kiwanians like you think about Kiwanis. From your answers and those of others conclusions can be drawn which will point the way in developing our Kiwanis programs in the future.

The interesting questionnaire that follows asks several questions that will help the Board in making this study. Will you please go through them and answer them as completely as possible? You need not sign your name to the questionnaire, as no record will be kept of individual replies and each answer will remain anonymous. *The completed questionnaire should be sealed in the attached envelope and returned on or before May 11 to the member of your club who is assisting in the survey.*

Answering the questions will take only a few minutes of your time. Since the purpose of the survey is neither praise nor criticism, but the compilation of factual data that can be used to increase the service opportunities of Kiwanis to its members and to the community, it is asked that the questions be answered as fully and frankly as possible.

Your cooperation will help greatly in conducting this survey, so we send in advance our appreciation and thanks for your help.

Cordially yours,

INTERNATIONAL BOARD OF TRUSTEES
COMMITTEE ON MEMBERSHIP.

W. Eugene Wolcott, M.D., *Treasurer, CHAIRMAN.*
Charles S. Donley, *Vice-President for U. S.*
Fred G. McAlister, *Trustee.*

I belong to the Kiwanis Club of

.....
.....
(Name of your club)

Explanatory Note

Please answer each question fully and frankly. Do not sign your name to the questionnaire. Return the completed questionnaire on or before May 11 to the member of your club who is assisting in the survey.

Questionnaire

1. As of your last birthday what was your age?.....

2. Circle the figure which most closely approximates the number of years of your membership in Kiwanis. (Do not include any period when you may have dropped out of membership and then rejoined later on.)

1 2 3 4 5 6 10 15 20 25

3. What is your Kiwanis classification?.....

4. What was your primary reason for joining Kiwanis? (Check one)

- ☐ To acquire new friends
- ☐ To develop your own personality through social contacts
- ☐ To render a personal service through Kiwanis activities
- ☐ To make profitable business or professional contacts

Note: (If not covered by above, indicate your reason here with any comments you may care to make.)

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5. Check the club, district or International offices or chairmanships which you have held during your Kiwanis membership.

Club Offices

- ☐ President
- ☐ Vice-President
- ☐ Secretary
- ☐ Treasurer
- ☐ Secy.-Treas.
- ☐ Director
- ☐ Committee Chmn.

District Offices

- ☐ Governor
- ☐ Lt. Governor
- ☐ Dist. Secretary
- ☐ Dist. Treasurer
- ☐ Dist. Secy.-Treas.
- ☐ Committee Chairman

International Offices

- ☐ President
- ☐ Vice-President
- ☐ Treasurer
- ☐ Trustee
- ☐ Committee Chairman

6. How many hours per month do you give to Kiwanis meetings and activities?

.....hours.

7. Do you feel that your Kiwanis club does enough to acquaint its members with Kiwanis ideals? Yes ☐; No ☐. If not, please explain.

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8. Were you satisfied with your reception into Kiwanis when you became a member?

Yes ☐; No ☐. If not, please explain.

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9. What is your personal attendance percentage since January 1, 1940?.....%

10. How many other Kiwanis clubs have you visited since January 1, 1940?.....

11. Do you feel that Kiwanis makes too many demands on your time? Yes ☐; No ☐

12. How do you look upon service on committees? (Check one)

☐ As a duty

☐ As a privilege

☐ As an activity which you would prefer to be excused from

13. What types of Kiwanis activities have you participated in this year? (Check as many of the following as necessary.)

☐ Agriculture or Urban- ☐ Inter-Club Relations
Rural Relations ☐ Kiwanis Education

☐ Attendance ☐ Music

☐ Boys and Girls Work ☐ Club Meeting Programs

☐ Business Standards ☐ Public Affairs

☐ Classification and Membership ☐ Publicity

☐ Club Finances ☐ Under-Privileged Child Work

☐ House or Reception ☐ Vocational Guidance

Note: List any others not included in the above classifications.

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14. Have you ever attended a district, divisional or club leadership training school? Yes ☐; No ☐. What were your impressions of its value?

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15. What phase of the Kiwanis program interests you most, and why?

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16. What phase of the Kiwanis program interests you least, and why?

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17. What is the primary value of club meetings to you? (Check one)

- ☐ Entertainment
☐ Educational information
☐ Fellowship
☐ Attendance credit
☐ Other (please specify below)

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18. Would you be willing to devote more time to Kiwanis if greater fellowship opportunities were offered? Yes ☐; No ☐. Please explain:

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19. Would you be willing to devote more time to Kiwanis if greater opportunities for helpful service to the purposes of Kiwanis were offered? Yes ☐; No ☐. Please explain:

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20. Outside of Kiwanis what type of community service work appeals to you most?

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21. What Kiwanis activity in your opinion should have increased emphasis?

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22. What do you believe is the greatest need of your club?

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23. What do you believe is the weakness, if any, of your club?

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24. What suggestions, if any, have you for the improvement of the International organization?

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25. What phase of Kiwanis activity gives you the greatest personal satisfaction?

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26. Are you: (Check one)

- ☐ Native-born of native-born parents?
- ☐ Native-born of one native-born parent and one foreign-born parent?
- ☐ Native-born of foreign-born parents?
- ☐ Foreign-born?

27. How many district conventions have you attended?..... If none, why? If so what were your impressions?

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28. How many International conventions have you attended?..... If none, why? If so what were your impressions?

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CLUBS INCLUDED IN SURVEY

This chart presents basic information concerning the 303 clubs included in the survey and the way such information was used in determining the Population, Membership, Completion and Attendance Classes for each club.

The total active, reserve and privileged membership of each club as of March 31, 1940, was equal to the figure given under "Questionnaires Sent." This figure was used in determining the Membership Class for each club.

Example: On March 31, 1940, the Akron, Ohio, club had 132 active, reserve and privileged members of whom 32 or 24.2% returned questionnaires. According to the United States Census of 1930, the city of Akron had a population of 255,040, placing the club in Population Class H which includes communities between 100,000 and 499,999 population. Since the active, reserve and privileged membership of the Akron club was 132, the club was placed in Membership Class D, reserved for clubs of 100 members and over. The Akron club was completed on August 28, 1916. Thus, it was placed in Completion Class D which includes clubs that have been in existence for 10 years and over. The average attendance percentage of the club for the first quarter of 1940 was 77%, placing it in Attendance Class C, to which clubs having 70% through 79% attendance average were allocated. Akron is in the Ohio District which is District Number 19.

Name of Club	Question- naires		Question- naires Returned	-% Ques- tionnaires Returned		Popula- tion Class	Popula- tion		Mbrship Class	Comple- tion		Attend- ance Class	Dis- trict No.
	Sent	Returned		Returned	%		Class	Popula- tion		Class	Date		
Akron, Ohio	132	32		24.2%		H		255,040	D	D	8-28-16	C	19
Albert Lea, Minn.	84	33		39.3		E		10,169	C	D	8-19-22	D	12
Allen Park, Mich.	32	19		59.4		A		944	B	A	8-8-39	E	11
Allentown, Pa.	123	62		50.4		G		92,563	D	D	3-23-18	C	22
Ambler, Pa.	43	6		14.0		C		3,944	B	D	4-9-26	E	22
Anaconda, Mont.	50	0		0.0		E		12,494	C	D	4-5-22	D	14
Arkansas City, Kan.	52	17		32.7		E		12,897	C	D	3-23-23	E	13
Arlington, Va.	55	16		29.1		A		475	C	C	6-5-31	E	3
Atlanta, Ga.	213	65		30.5		H		270,366	D	D	5-27-18	B	6
Atlantic City, N.J.	147	0		0.0		G		66,198	D	D	11-4-20	C	17
Auburn, Ala.	50	16		32.0		B		2,713	C	D	1-12-28	C	1
Auburn, N.Y.	78	0		0.0		F		36,652	C	D	11-13-19	B	18
Augusta, Ga.	73	0		0.0		G		60,342	C	D	2-23-20	B	6
Aurora, Ill.	72	33		45.8		F		46,589	C	D	9-20-16	C	7
Baden, St. Louis, Mo.	37	1		2.7		I		821,960	B	B	6-18-35	A	13
Baltimore, Md.	195	101		51.8		I		804,874	D	D	11-22-17	B	3

Name of Club	Question- naires		% Ques- tionnaires		Popula- tion		Mbrship		Comple- tion		Attend- ance		Dis- trict
	Sent	Returned	Returned	%	Class	Popula- tion	Class	Popula- tion	Class	Comple- tion	Attend- ance	%	
Bartlesville, Okla.	74	33	44.6%		E	14,763	C	D	D	2-18-20	D	87%	25
Batavia, N.Y.	47	3	6.4		E	17,375	B	D	D	2-22-23	D	84	18
Battle Creek, Mich.	139	61	43.9		F	43,573	D	D	D	10-x-19*	D	84	11
Beacon, N.Y.	43	13	30.2		E	11,933	B	D	D	2-6-33	D	85	18
Beaver Dam, Wis.	49	16	32.7		D	9,867	B	D	D	3-30-26	E	90	29
Bedford, Ind.	51	10	19.6		E	13,208	C	D	D	6-29-20	D	82	8
Bellefontaine, Ohio	52	23	44.2		D	9,543	C	D	D	11-8-26	D	88	19
Bellefonte, Pa.	50	22	44.0		C	44,804	C	D	D	2-25-24	D	81	22
Berkeley, Calif.	72	20	27.8		G	82,109	C	D	D	2-27-23	D	88	2
Beverly Hills, Calif.	66	27	40.9		E	17,429	C	D	D	2-24-25	E	90	2
Billings, Mont.	113	22	19.5		F	16,380	D	D	D	10-18-20	C	74	14
Binghamton, N.Y.	96	26	27.1		C	76,662	C	D	D	6-3-18	C	71	18
Blairsville, Pa.	40	8	20.0		D	5,296	B	D	D	12-10-23	A	43	22
Bloomsburg, Pa.	60	17	28.3		D	9,093	C	D	D	5-17-23	A	39	22
Bowling Green, Ohio	92	33	35.9		D	6,688	C	D	D	12-23-20	D	86	19
Bremerton, Wash.	64	9	14.1		E	10,170	C	D	D	11-9-21	D	81	21
Bridgeport, Conn.	95	30	31.6		H	146,716	C	D	D	5-8-17	B	61	16
Brockton, Mass.	93	0	0.0		G	62,407	C	D	D	11-8-22	C	71	16
Brookings, S.D.	79	65	82.3		C	4,723	C	D	D	5-10-22	D	80	12
Brooklyn, N.Y.	100	28	28.0		I	2,560,401	D	D	D	5-26-22	A	54	18
Brookville, Pa.	31	14	45.2		C	4,387	B	D	D	8-5-22	C	76	22
Butte, Mont.	81	19	23.5		F	39,532	C	D	D	12-19-21	D	81	14
Cairo, Ga.	26	11	42.3		C	3,169	B	B	B	7-1-35	E	92	6
Caldwell, Ida.	53	11	20.8		C	4,974	C	D	D	7-14-21	D	89	26
Camas-Washougal, Wash.	49	17	34.7		D	5,445	B	D	D	6-8-23	D	80	21
Cambridge City, Ind.	30	22	73.3		B	2,113	B	D	D	11-22-27	E	94	8
Carrington, N.D.	35	14	40.0		B	1,717	B	D	D	5-23-23	E	90	12
Cedarburg, Wis.	33	0	0.0		B	2,055	B	B	B	5-20-36	C	73	29
Charleston, S.C.	78	0	0.0		G	62,265	C	D	D	4-13-21	C	70	4
Charleston, W.Va.	95	46	48.4		G	60,408	C	D	D	8-7-18	B	68	28
Chatham, N.J.	34	0	0.0		C	3,869	B	C	C	8-7-30	D	88	17
Chattanooga, Tenn.	135	91	67.4		H	119,798	D	D	D	3-9-18	D	84	9
Cheyenne, Wyo.	80	24	30.0		E	17,361	C	D	D	1-27-22	C	78	23
Chicago, Ill.	209	28	13.4		I	3,376,438	D	D	D	4-20-16	A	48	7
Chicago Heights, Ill.	71	24	33.8		F	22,321	C	D	D	5-31-22	E	91	7

* Exact date not known. Completed between Oct. 1 and Oct. 15, 1919.

Name of Club	Question- naires		Question- naires		% Ques- tionnaires		Popula- tion		Mbrship		Comple- tion		Attend- ance		Dis- trict No.
	Sent	Returned	Returned	%	Returned	Class	Popula- tion	Class	Class	Class	Date	Class	Attendance	Class	
Chillicothe, Mo.	77	45	58.4%	D	8,177	C	D	D	D	D	11-17-21	E	95%	E	13
Clarksburg, W. Va.	107	16	15.0	F	28,866	D	F	D	D	D	8-5-20	B	63	B	28
Cleveland, Ohio	204	0	0.0	I	902,471	D	I	D	D	D	10-19-15	B	65	B	19
Colorado Springs, Colo.	109	40	36.7	F	33,237	D	F	D	D	D	12-22-20	C	72	C	23
Columbiana, Ohio	35	2	5.7	B	2,485	B	B	C	D	C	2-15-32	D	86	D	19
Columbus, Ind.	82	14	17.1	D	9,935	C	D	D	D	D	11-21-20	D	80	D	8
Columbus, Ohio	241	101	41.9	H	290,564	D	H	D	D	D	3-14-16	D	81	D	19
Colville, Wash.	42	14	33.3	B	1,803	B	B	C	D	C	4-1-30	D	83	D	21
Cordell, Okla.	35	0	0.0	B	2,936	B	B	D	D	D	1-21-28	E	95	E	25
Council Bluffs, Ia.	68	30	44.1	F	42,048	C	F	C	D	D	9-7-20	C	71	C	15
Crestview, Fla.	22	0	0.0	B	1,078	A	B	A	B	B	6-14-35	C	78	C	5
Dayton, Ohio	145	8	5.5	H	200,982	D	H	D	D	D	6-2-16	B	60	B	19
Dayton, Wash.	41	25	61.0	B	2,528	B	B	D	D	D	11-2-22	D	88	D	21
DeKalb, Ill.	42	25	59.5	D	8,545	B	D	D	D	D	1-25-21	E	94	E	7
Denton, Tex.	93	30	32.3	D	9,587	C	D	D	D	D	12-6-21	D	83	D	25
Denver, Colo.	191	0	0.0	H	287,861	D	H	D	D	D	2-9-18	A	58	A	23
Des Moines, Ia.	168	90	53.6	H	142,559	D	H	D	D	D	6-30-19	C	71	C	15
Detroit Lakes, Minn.	22	11	50.0	C	3,675	A	C	D	D	D	10-18-23	C	73	C	12
Dexter, Mo.	37	0	0.0	B	2,714	B	B	B	B	B	10-26-36	C	77	C	13
Douglas, Ariz.	51	21	41.2	D	9,828	C	D	D	D	D	3-29-23	E	94	E	24
Douglas, Ga.	36	16	44.4	C	4,206	B	C	D	D	D	1-20-22	C	70	C	6
Dover, Ohio	34	6	17.6	D	9,716	B	D	D	D	D	2-2-21	C	72	C	19
Eagle Rock, Calif.	62	50	80.6	I	1,238,048	C	I	D	D	D	12-7-23	E	92	E	2
East Orange, N.J.	64	0	0.0	G	68,020	C	G	D	D	D	8-12-21	E	91	E	17
East St. Louis, Ill.	48	21	43.8	G	74,347	B	G	D	D	D	6-23-27	C	70	C	7
Eaton, Ga.	29	8	27.6	B	1,876	B	B	D	D	D	3-27-25	D	86	D	6
Edmonton, Alta.	113	76	67.3	G	85,774	D	G	D	D	D	8-27-19	C	76	C	27
Erie, Pa.	103	40	38.8	H	115,967	D	H	D	D	D	8-26-16	D	85	D	22
Eufaula, Ala.	40	9	22.5	D	5,208	B	D	D	D	D	9-23-21	D	86	D	1
Fayetteville, N.C.	57	24	42.1	E	13,049	C	E	D	D	D	12-1-20	D	81	D	4
Flagstaff, Ariz.	33	14	42.4	C	3,891	B	C	D	D	D	3-12-28	D	83	D	24
Flushing, N.Y.	35	0	0.0	I	1,079,129	B	I	D	D	D	2-25-27	B	66	B	18
Fort Lauderdale, Fla.	68	25	36.8	D	9,222	C	D	D	D	D	9-15-23	C	79	C	5
Fort Smith, Ark.	45	32	71.1	F	31,429	B	F	D	D	D	7-30-25	D	86	D	13
Fort Valley, Ga.	35	0	0.0	C	4,560	B	C	D	D	D	8-30-22	D	80	D	6
Fort Wayne, Ind.	101	34	33.7	H	114,946	D	H	D	D	D	7-10-17	C	76	C	8

Name of Club	Question- naires		% Ques- tionnaires		Popula- tion		Popula- Mbrship		Comple- tion		Attend- ance		Dis- trict
	Sent	Returned	Returned	%	Class	Popula- tion	Class	Popula- Mbrship	Class	Comple- tion	Class	Attend- ance	
Frankfort, Ind.	43	16	37.2%		E	12,196	B		D		D	84%	8
Fremont, Nebr.	78	50	64.1		E	11,407	C		D		D	95	15
Fulton, Ill.	32	20	62.5		B	2,656	B		D		D	78	7
Gadsden, Ala.	41	22	53.7		F	24,042	B		D		D	86	1
Gary, Ind.	100	40	40.0		H	100,426	D		D		D	69	8
Gastonia, N.C.	64	36	56.3		E	17,093	C		D		D	75	4
Glens Falls, N.Y.	60	0	0.0		E	18,531	C		D		D	81	18
Grand Junction, Colo.	48	19	39.6		E	10,247	B		B		B	77	23
Grand Rapids, Mich.	128	61	47.7		H	168,592	D		D		D	81	11
Grayling, Mich.	31	5	16.1		B	1,973	B		C		C	74	11
Greeley, Colo.	61	39	63.9		E	12,203	C		D		D	88	23
Greencastle, Ind.	51	12	23.5		C	4,613	C		D		D	84	8
Greensboro, N.C.	86	45	52.3		G	53,569	C		D		D	72	4
Greenville, Ky.	32	0	0.0		B	2,451	B		D		D	91	9
Grinnell, Ia.	46	35	76.1		C	4,949	B		D		D	74	15
Hamilton, Ohio	50	15	30.0		G	52,176	C		D		D	67	19
Hamilton, Ont.	115	0	0.0		H	155,547	D		D		D	77	20
Hanford, Calif.	74	0	0.0		D	7,028	C		D		D	89	2
Harrisburg, Ill.	44	13	29.5		E	11,625	B		D		D	80	7
Hattiesburg, Miss.	60	18	30.0		E	18,601	C		D		D	92	10
Hazleton, Pa.	69	24	34.8		F	36,765	C		D		D	71	22
Hibbing, Minn.	60	0	0.0		E	15,666	C		D		D	70	12
Hinton, W. Va.	29	14	48.3		D	6,654	B		D		D	93	28
Hoisington, Kan.	39	6	15.4		C	3,136	B		C		C	96	13
Huntsville, Tex.	56	24	42.9		D	5,028	C		D		D	85	25
Hynes-Clearwater-Holly- dale, Calif.	38	16	42.1		C	4,000	B		D		D	97	2
Indianapolis, Ind.	255	138	54.1		H	364,161	D		D		D	75	8
Iola, Kan.	46	28	60.9		D	6,910	B		B		B	85	13
Ironwood, Mich.	36	22	61.1		E	14,299	B		D		D	81	29
Jackson, Ky.	25	16	64.0		B	2,109	B		D		D	98	9
Jamestown, N.D.	25	8	32.0		D	8,187	B		D		D	82	12
Jefferson City, Mo.	54	31	57.4		F	21,596	C		D		D	96	13
Jennings, La.	38	8	21.1		C	4,036	B		B		B	93	10
Jersey City, N.J.	147	34	23.1		H	316,715	D		D		D	77	17
Johnson City, Tenn.	61	23	37.7		F	25,080	C		D		D	92	9
Johnstown, Pa.	70	20	28.6		G	66,993	C		D		D	71	22

Name of Club	Question- naires		Question- naires		Question- naires		Popula- tion		Mbrship		Comple- tion		Attend- ance		Dis- trict	
	Sent	Returned	%	Returned	Class	Popula- tion	Class	Popula- tion	Class	Class	Date	Class	%	Class	Tract	No.
Joliet, Ill.	97	35	36.1%		F	42,993	C		D		3-22-20	D	80%		7	
Kansas City, Kan.	125	21	16.8		H	122,565	D		D		10-3-21	D	85		13	
Kansas City, Mo.	83	41	49.4		H	399,746	C		D		8-24-18	B	67		13	
Kearney, Nebr.	32	27	84.4		D	8,575	B		D		10-5-20	D	85		15	
Keyport, N.J.	43	24	55.8		C	4,940	B		D		7-25-23	C	76		17	
Kirkland Lake, Ont.	52	20	38.5		E	12,000	C		D		3-16-28	C	74		20	
Kirkville, Mo.	73	29	39.7		D	8,293	C		D		11-9-20	E	92		13	
Knoxville, Tenn.	80	16	20.0		H	105,802	C		D		4-7-19	C	73		9	
LaCrosse, Wis.	48	24	50.0		F	39,614	B		D		10-27-19	C	79		29	
Lancaster, N.H.	17	0	0.0		B	2,200	A		D		6-27-29	A	50		16	
Layton, Utah	31	0	0.0		A	597	B		D		11-20-36	A	32		26	
Lethbridge, Alta.	45	1	2.2		E	13,523	B		D		5-7-29	D	87		27	
Lewistown, Mont.	60	17	28.3		D	5,358	C		D		9-9-21	E	94		14	
Lexington, Ky.	122	57	46.7		F	45,736	D		D		1-8-20	D	81		9	
Little Rock, Ark.	111	54	48.6		G	81,679	D		D		7-29-21	B	67		13	
Logansport, Ind.	72	15	20.8		E	18,508	C		D		11-7-19	C	70		8	
London, Ont.	114	47	41.2		G	71,148	D		D		11-30-20	C	75		20	
Louisville, Ky.	145	32	22.1		H	307,745	D		D		11-1-16	B	63		9	
Lubbock, Tex.	128	30	23.4		F	20,520	D		D		2-23-22	C	79		25	
Luling, Tex.	21	0	0.0		D	5,970	A		B		8-9-37	D	89		25	
Lynn, Mass.	47	0	0.0		H	100,909	B		D		6-2-21	B	68		16	
Macon, Ga.	106	0	0.0		G	53,829	D		D		3-22-20	B	68		6	
Madison, Ind.	45	0	0.0		D	6,530	B		D		3-4-26	E	95		8	
Madison, Minn.	36	1	2.8		B	1,916	B		D		4-22-29	C	73		12	
Madison, Wis.	124	18	14.5		G	57,899	D		D		2-5-17	B	68		29	
Malden, Mass.	67	0	0.0		G	57,277	C		D		2-28-24	C	72		16	
Manitowoc, Wis.	59	33	55.9		F	22,963	C		D		2-4-22	D	84		29	
Mansfield, Ohio	77	14	18.2		F	33,525	C		D		6-4-20	C	74		19	
Marietta, Ga.	45	0	0.0		D	7,638	B		D		3-3-30	D	85		6	
Marietta, Ohio	50	7	14.0		E	14,285	C		D		3-21-22	D	80		19	
Marinette, Wis.	51	15	29.4		E	13,734	C		D		4-20-20	D	83		29	
Martinsville, Va.	58	0	0.0		D	7,705	C		D		3-14-21	A	36		3	
Marysville, Kan.	32	16	50.0		C	4,064	B		B		2-8-38	E	95		13	
Mattoon, Ill.	49	0	0.0		E	14,631	B		D		9-23-29	C	79		7	
McKeesport, Pa.	79	20	25.3		G	54,632	C		D		6-15-21	D	84		22	

Name of Club	Question- naires Sent	Question- naires Returned	% Ques- tionnaires Returned	Popula- tion Class	Popula- tion	Mbrship Class	Comple- tion Class	Comple- tion Date	Attend- ance Class	% Attend- ance	Dis- trict No.
Medicine Hat, Alta.	55	28	50.9%	D	9,592	C	D	12-5-24	D	80%	27
Memphis, Tenn.	171	115	67.3	H	253,143	D	D	6-20-18	C	75	10
Mendota, Ill.	37	16	43.2	C	4,008	B	D	11-19-23	B	69	7
Middlesboro, Ky.	57	0	0.0	E	10,350	C	D	2-25-21	E	93	9
Mishawaka, Ind.	78	35	44.9	F	28,630	C	B	12-9-36	B	64	8
Mitchell, S.D.	52	0	0.0	E	12,834	C	D	3-31-21	C	77	12
Monroe, Ga.	50	35	70.0	C	3,706	C	D	9-27-22	A	28	6
Monrovia, Calif.	56	2	3.6	E	10,890	C	D	7-13-22	E	91	2
Monte Vista, Colo.	65	19	29.2	B	2,610	C	D	10-31-29	C	75	23
Montgomery, Ala.	115	35	30.4	G	66,079	D	D	10-31-19	C	73	1
Montreal, Que.	209	93	44.5	I	818,578	D	D	2-7-18	D	80	20
Morristown, N.J.	73	19	26.0	E	15,197	C	D	11-30-28	E	91	17
Mountain Grove, Mo.	30	11	36.7	B	2,200	B	D	3-7-24	E	95	13
Mount Pleasant, Ia.	52	0	0.0	C	3,743	C	C	12-15-30	E	90	7
Muncie, Ind.	76	29	38.2	F	46,548	C	D	8-19-20	B	65	8
Muskegon, Mich.	64	18	28.1	F	41,390	C	D	12-13-16	D	80	11
Narrows, Va.	49	11	22.4	B	1,345	B	B	1-5-38	D	83	3
Nashville, Tenn.	122	14	11.5	H	153,866	D	D	2-28-17	B	68	9
National City, Calif.	60	9	15.0	D	7,301	C	D	6-16-25	E	98	2
New Castle, Pa.	51	9	17.6	F	48,674	C	D	1-3-20	C	78	22
Newnan, Ga.	37	18	48.6	D	6,386	B	D	9-17-25	E	90	6
Newport News, Va.	83	17	20.5	F	34,417	C	D	1-11-21	C	78	3
Newton, Mass.	54	1	1.9	G	66,144	C	D	3-1-26	B	69	16
Newton, N.C.	40	2	5.0	C	4,394	B	D	8-12-21	E	93	4
North Baltimore, Md.	60	16	26.7	I	804,874	C	B	1-30-36	C	75	3
North Hudson, N.J.	64	45	70.3	H	110,573	C	D	3-1-22	E	96	17
Northwest Detroit, Mich.	79	19	24.1	I	1,568,662	C	D	9-22-25	E	99	11
Oak Cliff, Dallas, Tex.	128	32	25.0	H	260,475	D	D	12-8-27	E	90	25
Oakland, Calif.	116	28	24.1	H	284,063	D	D	5-15-20	D	86	2
Oak Park, Ill.	27	12	44.4	G	63,982	B	C	3-25-31	C	78	7
Oconomowoc, Wis.	32	24	75.0	C	4,190	B	B	2-18-37	D	87	29
Ogden, Utah	125	43	34.4	F	40,272	D	D	12-24-20	C	75	26
Oklahoma City, Okla.	202	44	21.8	H	185,389	D	D	4-9-18	C	78	25
Omaha, Nebr.	137	35	25.5	H	214,006	D	D	12-21-18	C	74	15
Ottawa, Ont.	111	31	27.9	H	126,872	D	D	12-22-17	C	76	20
Ottumwa, Ia.	92	33	35.9	F	28,075	C	D	11-16-20	D	83	15

Name of Club	Question- naires		Question- naires		% Ques- tionnaires		Popula- tion		Mbrship		Comple- tion		Attend- ance		Dis- trict	
	Sent	Returned	Returned	%	Class	Popula- tion	Class	Popula- tion	Class	Class	Date	Class	%	Class	No.	No.
Oxford, N.C.	50	1	2.0%		C	4,101	C	4,101	C		7-28-31	D	85%	D	4	4
Painesville, Ohio	86	23	26.7		E	10,944	C	10,944	C		3-28-23	C	75	C	19	19
Palatka, Fla.	39	9	23.1		D	6,543	B	6,543	B		6-17-21	C	72	C	5	5
Parsons, W. Va.	30	0	0.0		B	2,012	B	2,012	B		2-25-37	C	71	C	28	28
Pauls Valley, Okla.	43	16	37.2		C	4,235	B	4,235	B		3-23-25	E	99	E	25	25
Peterborough, Ont.	44	21	47.7		F	22,327	B	22,327	B		11-2-21	C	77	C	20	20
Petersburg, Ind.	23	7	30.4		B	2,609	A	2,609	A		6-29-28	C	79	C	8	8
Petersburg, W. Va.	37	3	8.1		B	1,410	B	1,410	B		6-23-37	D	89	D	28	28
Pharr, Tex.	38	20	52.6		C	3,225	B	3,225	B		2-21-27	E	97	E	25	25
Pittsburgh, Pa.	128	36	28.1		I	669,817	D	669,817	D		1-31-16	A	53	A	22	22
Plant City, Fla.	29	7	24.1		D	7,094	B	7,094	B		7-6-21	D	86	D	5	5
Platteville, Wis.	47	18	38.3		C	4,047	B	4,047	B		7-6-22	C	79	C	29	29
Portage, Wis.	25	10	40.0		D	6,308	B	6,308	B		11-15-21	B	63	B	29	29
Portland, Me.	119	21	17.6		G	70,810	D	70,810	D		12-13-17	C	73	C	16	16
Portland, Ore.	166	25	15.1		H	301,815	D	301,815	D		9-10-18	D	81	D	21	21
Portsmouth, N.H.	29	12	41.4		E	14,495	B	14,495	B		8-31-26	D	81	D	16	16
Putnam County, N.Y.	23	0	0.0		B	2,821	A	2,821	A		9-18-39	C	77	C	18	18
Quebec, Que.	59	29	49.2		H	130,588	C	130,588	C		7-5-21	C	79	C	20	20
Raton, N.M.	32	1	3.1		D	6,090	B	6,090	B		6-2-21	E	91	E	24	24
Raymond, Wash.	41	26	63.4		C	3,828	B	3,828	B		3-18-25	E	99	E	21	21
Rayville, La.	34	6	17.6		B	2,076	B	2,076	B		3-30-34	C	73	C	10	10
Redwood City, Calif.	57	0	0.0		D	8,962	C	8,962	C		4-29-24	E	90	E	2	2
Rochester, Minn.	71	15	21.1		F	20,621	C	20,621	C		2-21-21	C	70	C	12	12
Rock Hill, S.C.	73	10	13.7		E	11,322	C	11,322	C		10-22-20	A	33	A	4	4
Rock Island, Ill.	78	68	87.2		F	37,953	C	37,953	C		12-15-19	C	71	C	7	7
Rockland, Me.	32	9	28.1		D	9,075	B	9,075	B		1-6-36	D	89	D	16	16
Rockville Centre, N.Y.	41	0	0.0		E	13,718	B	13,718	B		9-29-36	C	71	C	18	18
Rogers City, Mich.	30	0	0.0		C	3,278	B	3,278	B		11-21-34	C	73	C	11	11
Rogers Park, Chgo., Ill.	49	16	32.7		I	3,376,438	B	3,376,438	B		5-5-21	D	85	D	7	7
Roseburg, Ore.	46	15	32.6		C	4,362	B	4,362	B		10-15-23	D	89	D	21	21
Roswell, N.M.	37	12	32.4		E	11,173	B	11,173	B		1-11-21	D	87	D	24	24
Royal Oak, Mich.	56	30	53.6		F	22,904	C	22,904	C		5-19-27	D	89	D	11	11
Sac City, Ia.	33	22	66.7		B	2,854	B	2,854	B		6-22-22	D	89	D	15	15
Sacramento, Calif.	74	32	43.2		G	93,750	C	93,750	C		11-29-21	E	90	E	2	2
St. Clair Shores, Mich.	33	6	18.2		D	6,745	B	6,745	B		3-22-26	E	99	E	11	11
St. Cloud, Minn.	58	0	0.0		F	21,000	C	21,000	C		1-27-21	C	71	C	12	12
St. John, N.R.	57	6	10.5		F	47,514	C	47,514	C		12-21-26	B	68	B	20	20

Name of Club	Question- naires		Question- naires		% Ques- tionnaires		Popula- tion		Mbrship		Comple- tion		Attend- ance		Dis- trict	
	Sent	Returned	Returned	%	Class	Popula- tion	Class	Popula- tion	Class	Comple- tion	Class	Date	Attend- ance	Class	Dis- trict	No.
St. Joseph, Mich.	40	24	60.0		D	8,349	B	D	D	6-17-21	B	69		B	11	11
St. Louis, Mo.	321	107	33.3		I	821,960	D	I	D	7-19-17	A	50		A	13	13
St. Petersburg, Fla.	102	57	55.9		F	40,856	D	F	D	3-13-22	D	84		D	5	5
Salisbury, N.C.	58	0	0.0		E	16,951	C	E	D	11-29-20	C	77		C	4	4
Salt Lake City, Utah	183	9	4.9		H	140,267	D	H	D	10-10-18	B	62		B	26	26
Salersville, Ky.	19	3	15.8		A	446	A	A	B	3-22-37	D	82		D	9	9
San Bernardino, Calif.	79	31	39.2		F	37,481	C	F	D	8-30-22	D	81		D	2	2
Sanford, Fla.	59	7	11.9		E	10,903	C	E	D	12-5-21	E	91		E	5	5
Santa Maria, Calif.	54	27	50.0		D	7,057	C	D	D	5-19-23	D	87		D	2	2
Schenectady, N.Y.	86	13	15.1		G	95,692	C	G	D	5-15-19	C	76		C	18	18
Scotland Neck, N.C.	28	11	39.3		B	2,339	B	B	D	6-27-24	A	43		A	4	4
Scottsbluff, Nebr.	64	27	42.2		D	8,465	C	D	C	4-24-30	D	89		D	23	23
Seaford, Del.	38	32	84.2		B	2,468	B	B	D	5-21-23	E	98		E	3	3
Shelby, N.C.	51	7	13.7		E	10,789	C	E	D	6-6-22	C	71		C	4	4
Shelbyville, Ind.	48	11	22.9		E	10,618	B	E	D	10-26-25	D	81		D	8	8
Shreveport, La.	83	33	39.8		G	76,655	C	G	D	11-12-21	C	79		C	10	10
Sidney, Mont.	49	0	0.0		B	2,010	B	B	D	12-22-24	E	90		E	14	14
Sikeston, Mo.	35	7	20.0		D	5,676	B	D	B	10-18-35	D	88		D	13	13
Somerville, Mass.	74	28	37.8		H	100,773	C	H	D	3-16-25	D	85		D	16	16
Springer, N.M.	16	4	25.0		A	957	A	A	D	8-23-23	C	76		C	24	24
Springfield, Mass.	190	38	20.0		H	149,642	D	H	D	8-9-16	C	79		C	16	16
Springville, Utah	48	2	4.2		C	3,748	B	C	D	12-21-21	C	72		C	26	26
State College, Pa.	54	12	22.2		C	4,450	C	C	D	4-8-25	D	88		D	22	22
Staunton, Va.	55	17	30.9		E	11,990	C	E	D	6-7-22	E	92		E	3	3
Stockton, Calif.	93	17	18.3		F	47,963	C	F	D	3-22-22	E	94		E	2	2
Storm Lake, Ia.	65	24	36.9		C	4,157	C	C	D	5-10-21	E	95		E	15	15
Sullivan, Ill.	20	8	40.0		B	2,339	A	B	D	5-3-29	B	66		B	7	7
Summit, N.J.	33	7	21.2		E	14,556	B	E	D	1-8-24	D	87		D	17	17
Superior, Wis.	64	47	73.4		F	36,113	C	F	D	3-22-20	B	69		B	29	29
Swedesboro, N.J.	28	8	28.6		B	2,123	B	B	D	7-28-26	D	82		D	17	17
Swift Current, Sask.	47	19	40.4		D	5,074	B	D	B	6-7-21	D	83		D	27	27
Syracuse, N.Y.	193	70	36.3		H	209,326	D	H	D	7-15-16	A	58		A	18	18
Tacoma, Wash.	146	45	30.8		H	106,817	D	H	D	10-8-18	C	79		C	21	21
Tallahassee, Fla.	65	11	16.9		E	11,725	C	E	D	4-24-23	C	75		C	5	5
Tecumseh, Nebr.	40	14	35.0		B	1,829	B	B	D	12-29-22	B	63		B	15	15
Thomaston, Ga.	96	51	53.1		C	4,922	C	C	D	4-4-24	B	66		B	6	6
Tillamook, Ore.	48	26	54.2		B	2,549	B	B	D	12-15-22	E	91		E	21	21
Tonkawa, Okla.	29	5	17.2		C	3,311	B	C	D	12-22-24	C	72		C	25	25

Name of Club	Question- naires Sent	Question- naires Returned	% Ques- tionnaires Returned	Popula- tion Class	Popula- tion	Mbrship Class	Comple- tion Class	Comple- tion Date	Attend- ance Class	% Attend- ance	Dis- trict No.
Tuscaloosa, Ala.	52	0	0.0%	F	20,659	C	D	4-9-21	C	79%	1
Twin Falls, Ida.	81	29	35.8	D	8,787	C	D	1-31-21	C	70	26
Umatilla, Fla.	31	11	35.5	A	953	B	B	12-5-35	D	89	5
University, Seattle, Wn.	80	58	72.5	H	365,583	C	D	3-7-27	D	80	21
Valdosta, Ga.	37	10	27.0	E	13,482	B	D	1-24-22	D	83	6
Vallejo, Calif.	55	0	0.0	E	14,476	C	D	8-31-23	E	92	2
Vancouver, B.C.	260	0	0.0	H	246,593	D	D	1-21-19	D	82	21
Vermont, Ill.	27	4	14.8	A	948	B	B	9-23-35	B	69	7
Vero Beach, Fla.	23	0	0.0	C	3,056	A	B	5-17-35	E	95	5
Vicksburg, Miss.	55	5	9.1	F	22,943	C	C	12-17-34	D	84	10
Vidalia, Ge.	39	5	12.8	C	3,585	B	D	1-5-21	B	65	6
Viroqua, Wis.	31	22	71.0	B	2,792	B	C	6-16-30	E	94	29
Waterloo, Ia.	125	28	22.4	F	46,191	D	D	6-4-20	C	75	15
Watsonville, Calif.	59	18	30.5	D	8,344	C	D	1-20-26	E	97	2
Wauchula, Fla.	26	0	0.0	B	2,705	B	D	3-2-26	E	94	5
Wausau, Wis.	62	35	56.5	F	23,758	C	D	1-3-21	D	82	29
Wauwatosa, Wis.	65	16	24.6	F	21,194	C	D	4-20-26	D	81	29
Weirton-Cove, W. Va.	37	16	43.2	E	14,138	B	D	5-28-28	C	76	28
Weiser, Ida.	55	6	10.9	B	2,724	C	D	9-21-22	C	72	26
Wenatchee, Wash.	85	35	41.2	E	11,627	C	D	4-17-25	E	91	21
West Branch, Mich.	28	0	0.0	B	1,164	B	C	2-5-35	D	87	11
West End, St. Louis, Mo.	57	8	14.0	I	821,960	C	D	4-30-26	D	84	13
West Point, Va.	37	20	54.1	B	1,844	B	D	9-26-22	E	91	3
Whitinsville, Mass.	42	6	14.3	D	7,000	B	D	11-26-29	C	77	16
Whittier, Calif.	74	74	100.0	E	14,822	C	D	12-6-23	E	96	2
Williamson, W. Va.	52	41	78.8	D	9,410	C	D	11-12-20	C	75	28
Wilson, N.C.	35	0	0.0	E	12,613	B	D	5-25-20	D	88	4
Windham, Me.	30	4	13.3	B	2,073	B	C	11-20-30	D	85	16
Windsor, Ont.	80	17	21.3	G	63,108	C	D	1-13-19	D	82	20
Winnipeg, Man.	199	3	1.5	H	215,814	D	D	5-15-17	C	74	27
Yonkers, N.Y.	52	20	38.5	H	134,646	C	D	11-11-29	D	83	18
York, Pa.	101	0	0.0	G	55,254	D	D	6-8-17	C	78	22
Youngstown, Ohio	93	26	28.0	H	170,002	C	D	7-29-16	C	74	19
Ypsilanti, Mich.	100	85	85.0	E	10,143	D	D	4-13-21	E	90	11
Total	21,304	6,378	29.9%				Average Attendance				79%
Questionnaires Received with-											
out Club Name and from Clubs											
Not Included in Survey											
Total	21,304	6,684	31.4%								

Following is an abbreviated list of typical occupations classified according to broad occupational divisions. This list is presented so that the method of grouping Kiwanis classifications for analysis might be more readily understood.

Source: Alphabetical Index of Occupations,
U. S. Dept. of Commerce, Washington, D. C., 1937.

Industrial Outline of the Occupation Classification

Agriculture, Fishing, and Forestry

Agriculture

Fishing

Forestry

Extraction of Minerals

Coal Mines

Copper mines

Gold and silver mines

Iron mines

Lead and zinc mines

Other specified mines

Not specified mines

Quarries

Oil wells and gas wells

Salt wells and works

Manufacturing and Mechanical Industries

Building and construction industry

Chemical and allied industries:

Charcoal and coke works

Explosives, ammunition, and
fireworks factories

Fertilizer factories

Gas works

Paint and varnish factories

Petroleum refineries

Rayon factories

Soap factories

Other chemical factories

Cigar and tobacco factories

Clay, glass, and stone industries:

Brick, tile, and terra-cotta
factories

Glass factories

Lime, cement, and artificial
stone factories

Marble and stone yards

Potteries

Clothing industries:

Corset factories

Glove factories

Hat factories (felt)

Shirt, collar, and cuff factories

Suit, coat, and overall factories

Other clothing factories

Manufacturing and Mechanical Industries

(Continued)

Food and allied industries:

Bakeries

Butter, cheese, and condensed
milk factories

Candy factories

Fish curing and packing

Flour and grain mills

Fruit and vegetable canning, etc.

Slaughter and packing houses

Sugar factories and refineries

Other food factories

Liquor and beverage industries

Iron and steel, machinery, and
vehicle industries:

Agricultural implement factories

Automobile factories

Automobile repair shops

Blast furnaces and steel rolling
mills

Car and railroad shops

Ship and boat building

Wagon and carriage factories

Other iron and steel and machinery
factories

Not specified metal industries

Metal industries, except iron and
steel:

Brass mills

Clock and watch factories

Copper factories

Gold and silver factories

Jewelry factories

Lead and zinc factories

Tinware, enamelware, etc., factories

Other metal factories

Leather industries:

Harness and saddle factories

Leather belt, leather goods, etc.,
factories

Shoe factories

Tanneries

Trunk, suitcase, and bag factories

Lumber and furniture industries:

Furniture factories

Manufacturing and Mechanical Industries
(Continued)

Lumber and furniture industries:
(Continued)

Piano and organ factories
Saw and planing mills
Other woodworking factories
Paper, printing, and allied industries:
Blank book, envelope, tag, paper bag, etc., factories
Paper and pulp mills
Paper box factories
Printing, publishing, and engraving

Textile industries:

Cotton mills
Knitting mills
Silk mills
Textile dyeing, finishing, and printing mills
Woolen and worsted mills
Other textile mills:
Carpet mills
Hemp, jute, and linen mills
Lace and embroidery mills
Rope and cordage factories
Sail, awning, and tent factories
Other and not specified textile mills

Miscellaneous manufacturing industries:

Broom and brush factories
Button factories
Electric light and power plants
Electrical machinery and supply factories
Independent hand trades
Rubber factories
Straw factories
Turpentine farms and distilleries
Other miscellaneous industries
Other not specified industries

Transportation and Communication

Air transportation
Construction and maintenance of streets, roads, sewers, bridges
Express companies
Garages, automobile laundries, greasing stations
Livery stables
Pipe lines
Postal service

Transportation and Communication
(Continued)

Radio broadcasting and transmitting
Steam railroads
Street railroads
Telegraph and telephone
Truck, transfer, and cab companies
Water transportation
Other and not specified transportation and communication

Trade

Advertising agencies
Banking and brokerage
Grain elevators
Insurance
Real estate
Stockyards
Warehouses and cold storage plants
Wholesale and retail trade:
Automobile agencies, stores, filling stations
Wholesale and retail trade (except automobile):
Wholesale and retail trade (except dealers and except laborers in coal and lumber yards)
Wholesale and retail dealers, and laborers in coal and lumber yards
Other and not specified trade

Public Service (not elsewhere classified)
Public service (not elsewhere classified)

Professional Service

Recreation and amusement
Professional and pursuits
Semiprofessional pursuits and attendants and helpers

Domestic and Personal Service

Hotels, restaurants, boarding houses, etc.
Domestic and personal service (n.e.c.)
Laundries
Cleaning, dyeing, and pressing shops