



QUANTITATIVE SURVEY REPORT

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Methodology

On behalf of Zonta International, Association Laboratory sent an email for the survey to Zonta International's database, which included members, former members and non-members (those who were on Zonta's e-newsletter list or a USA Caucus subscriber).

- Data collection occurred between Oct. 31, 2022, and Nov. 27, 2022.
- Overall, 28,304 valid emails were sent, and a total of 3,847 responses were received for a response rate of 14%.
- Members: 21,234 valid emails were sent, 3,564 completed, 17% response rate
- Former Members: 175 valid emails were sent, 6 completed, 3% response rate (too small to analyze)
- Non-members: 7070 valid emails were sent, 283 completed, 4% response rate
 - Non-member emails came from e-newsletter subscriber list and USA Caucus subscriber list
- Three reminders were sent to those who had not yet responded, and Zonta International sent emails to leadership, publicized on social media channels and reached out to Governors and districts with low response rate.
- Significance tests were performed at the 95% confidence level
- Individuals could respond using a laptop/desktop computer, tablet or smartphone. 33% of respondents completed the survey using a mobile device.
- Respondents who completed the survey could enter for a drawing to win 5 Zonta water bottles. Association Laboratory needs to pull the list and send the names to Zonta International to fulfill

Analysis Notes

During analysis, data was broken down by various attributes and demographic groupings, including:

- Member Status
- Region (districts were grouped by continent with input from Zonta International staff)
 - North American: District 1-12, 15
 - South America: 19 (might also be called RSA)
 - Europe: District 13, 14, 20, 21, 27, 28, 29, 30
 - Australia/New Zealand: District 16, 22, 23, 24
 - Asia: Districts 17, 25, 26, 31, 32
 - Africa: District 18
- Age
- Years in Zonta

The bulk of this report focuses on differences by age and region (though RSA didn't receive enough responses to use for analysis).

Demographics

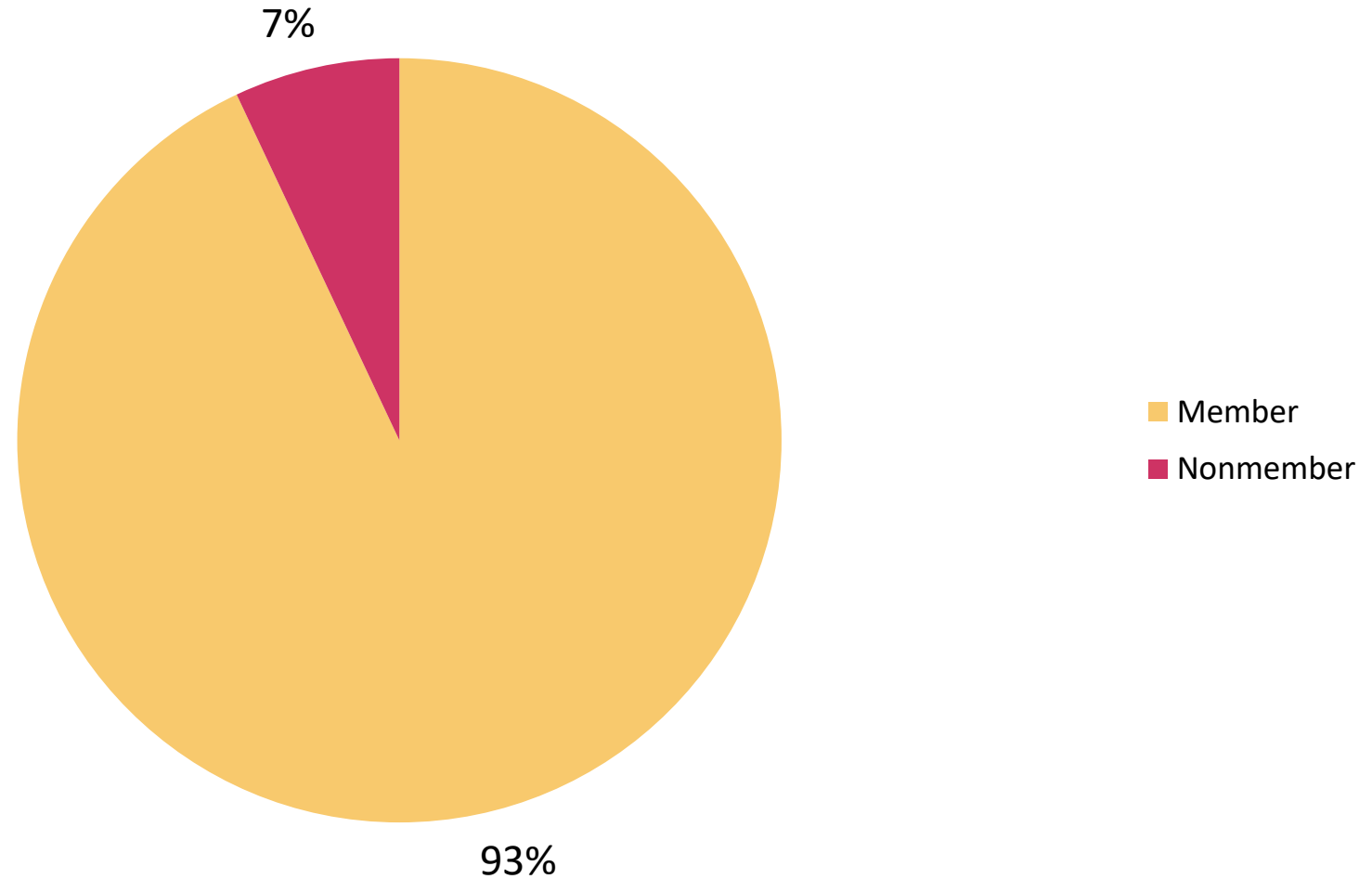
Who are Zontians: How long have they been members and where are they and how many have held leadership positions?

Who are Zontians?

Category	Respondents
Region	29% North America 35% Europe 18% Australia/New Zealand .07% Asia .01% Africa
Age	3% 35 and Under 10% 36-50 38% 51-65 49% 66+
Years as a Zontian	31% 5 years or less 29% 6 years to 15 years 22% 16-25 years 18% 26+

60% of Zontians have been members for less than 15 years.

93% of respondents are Zonta members.



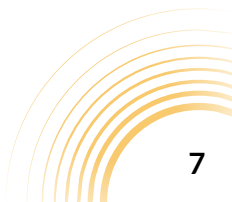
Of the non-members who responded:

- 2% were former members
- 80% were e-Newsletter subscribers
- 20% were USA Caucus Subscribers

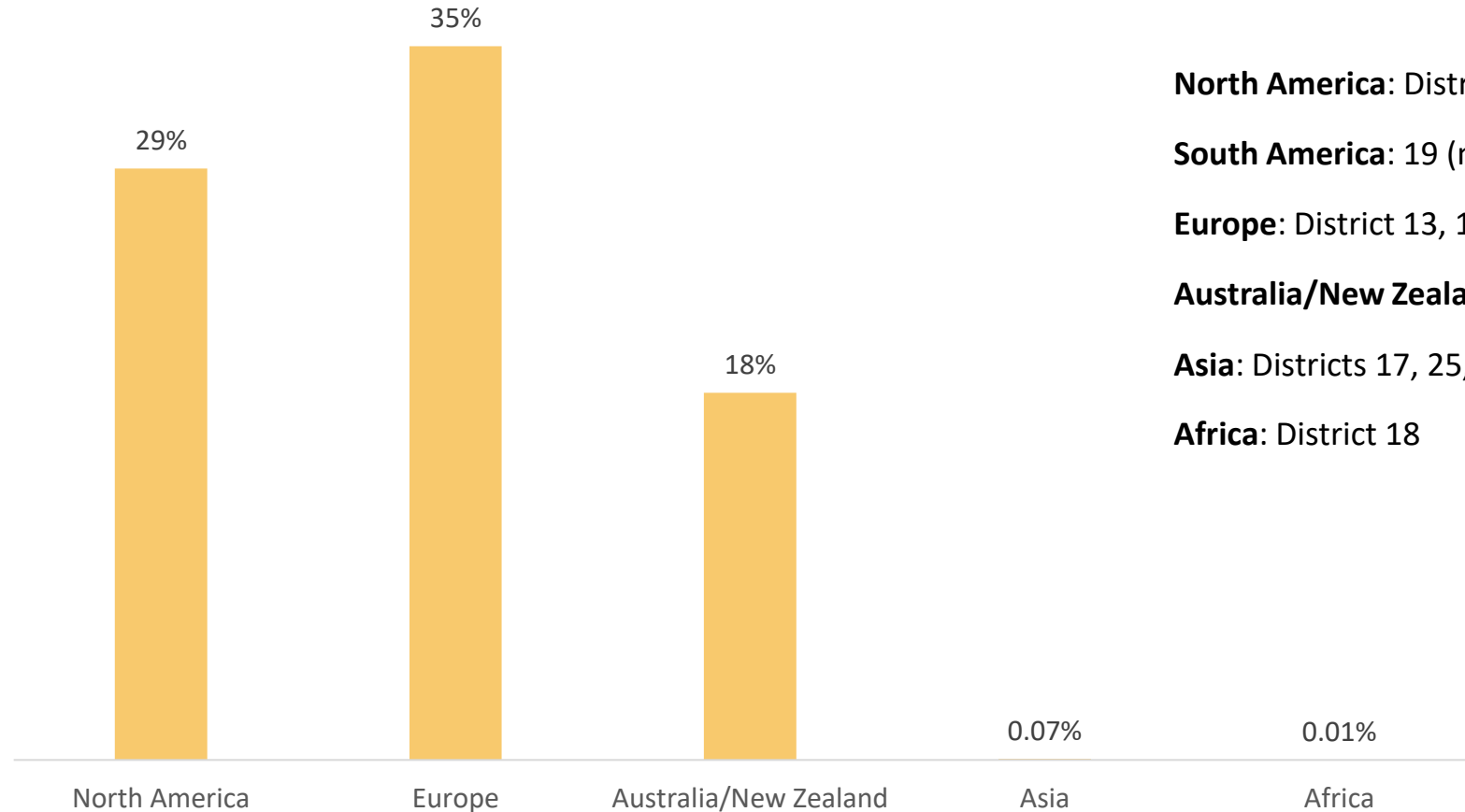
Data came from Zonta International's database and lists.

Member Status

n=3847



Europe had the highest response rate, at 35%



North America: District 1-12, 15

South America: 19 (might also be called RSA)

Europe: District 13, 14, 20, 21, 27, 28, 29, 30

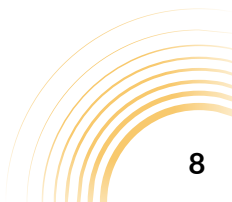
Australia/New Zealand: District 16, 22, 23, 24

Asia: Districts 17, 25, 26, 31, 32

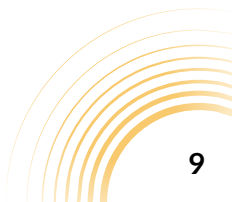
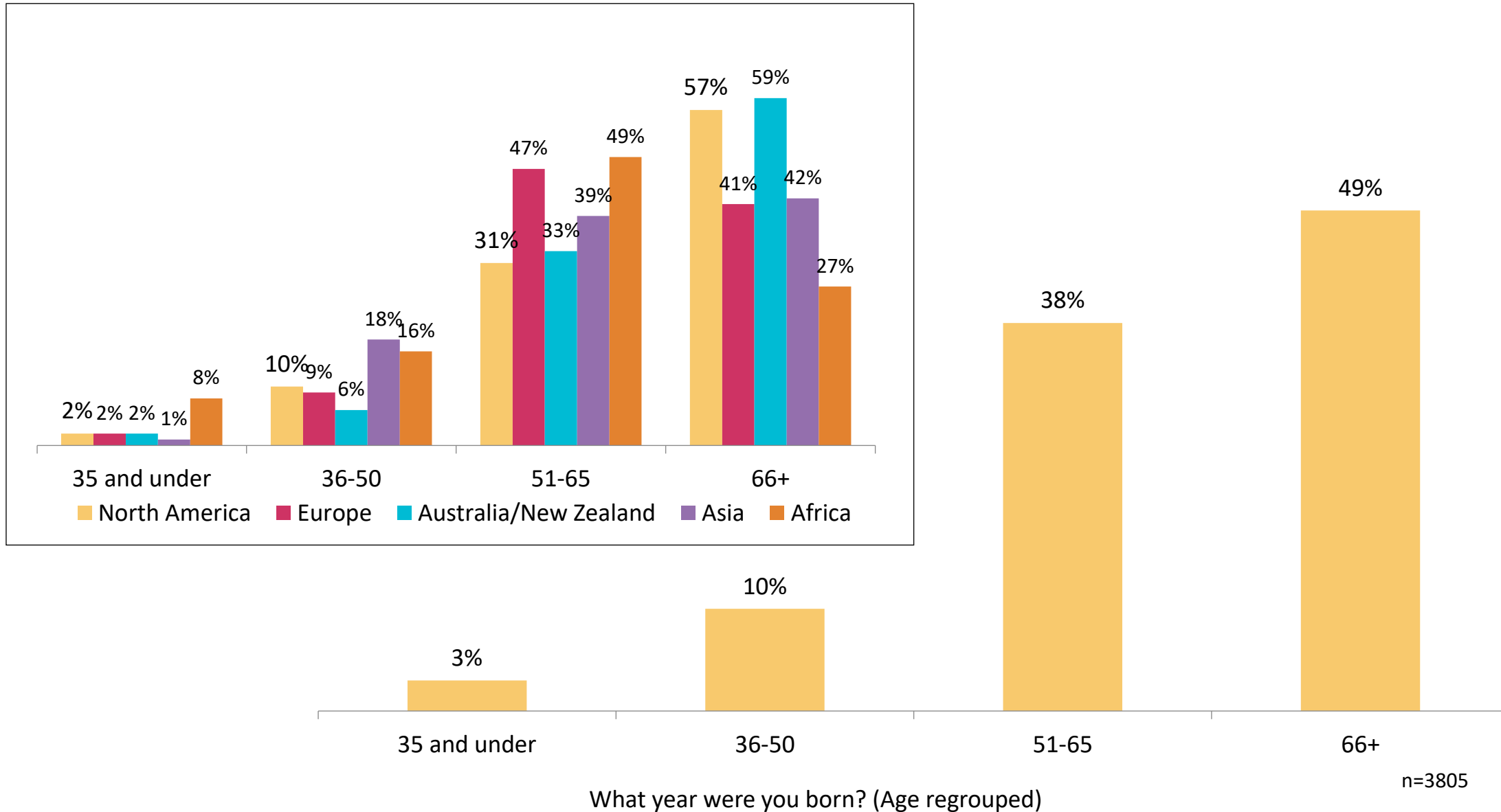
Africa: District 18

n=3850

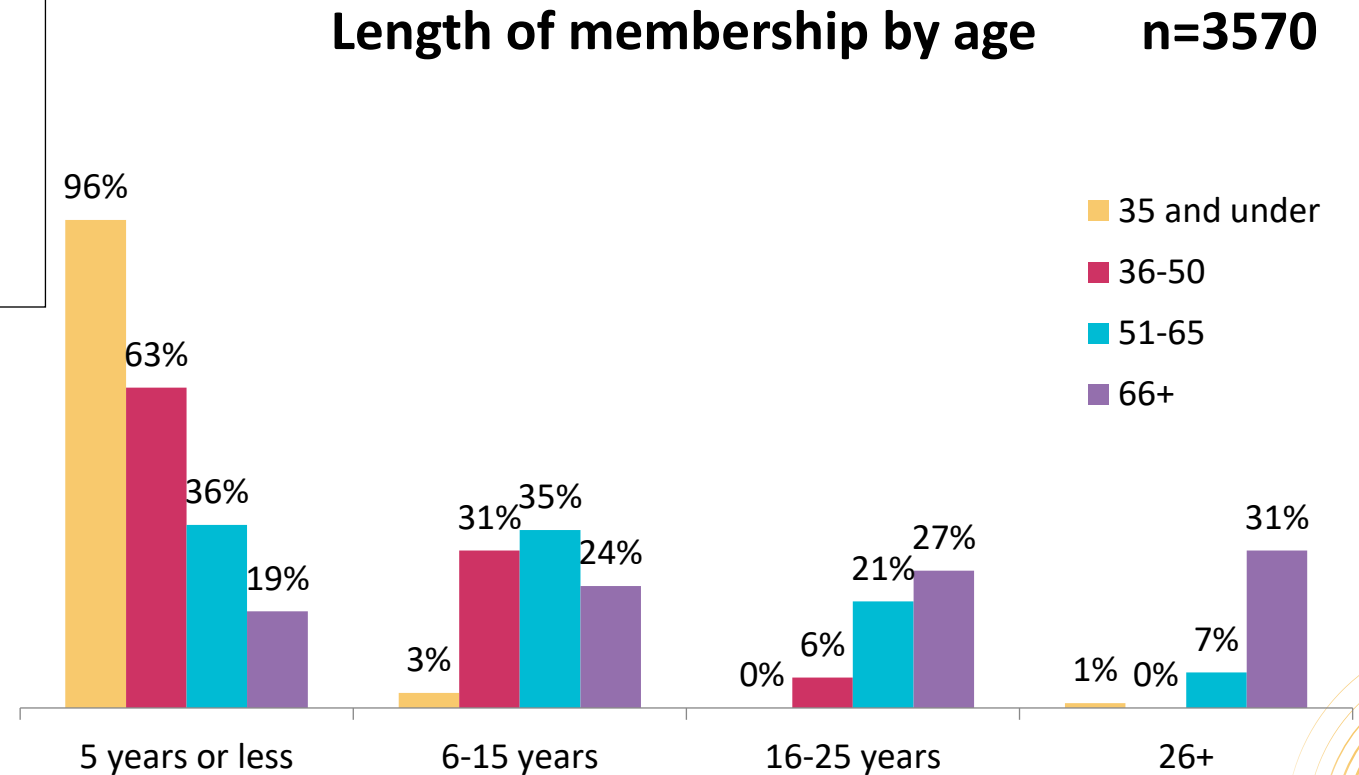
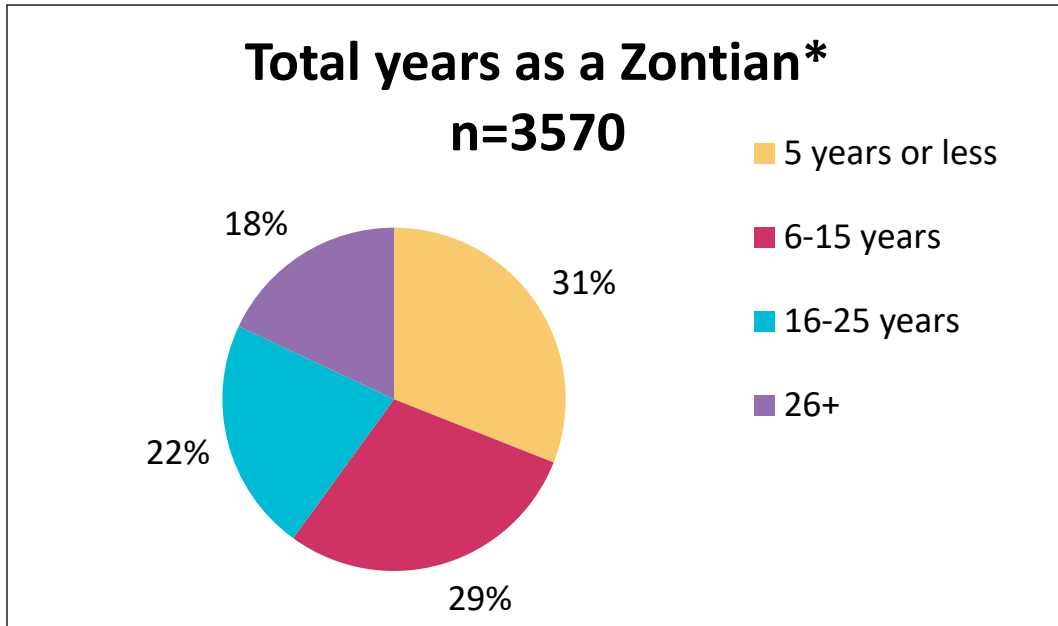
Districts, by continent



87% of Zontians are over the age of 51. Zontians in Africa skew the youngest, at 8% under 35, vs. Asia (1%), Australia/New Zealand, Europe and North American at 2%



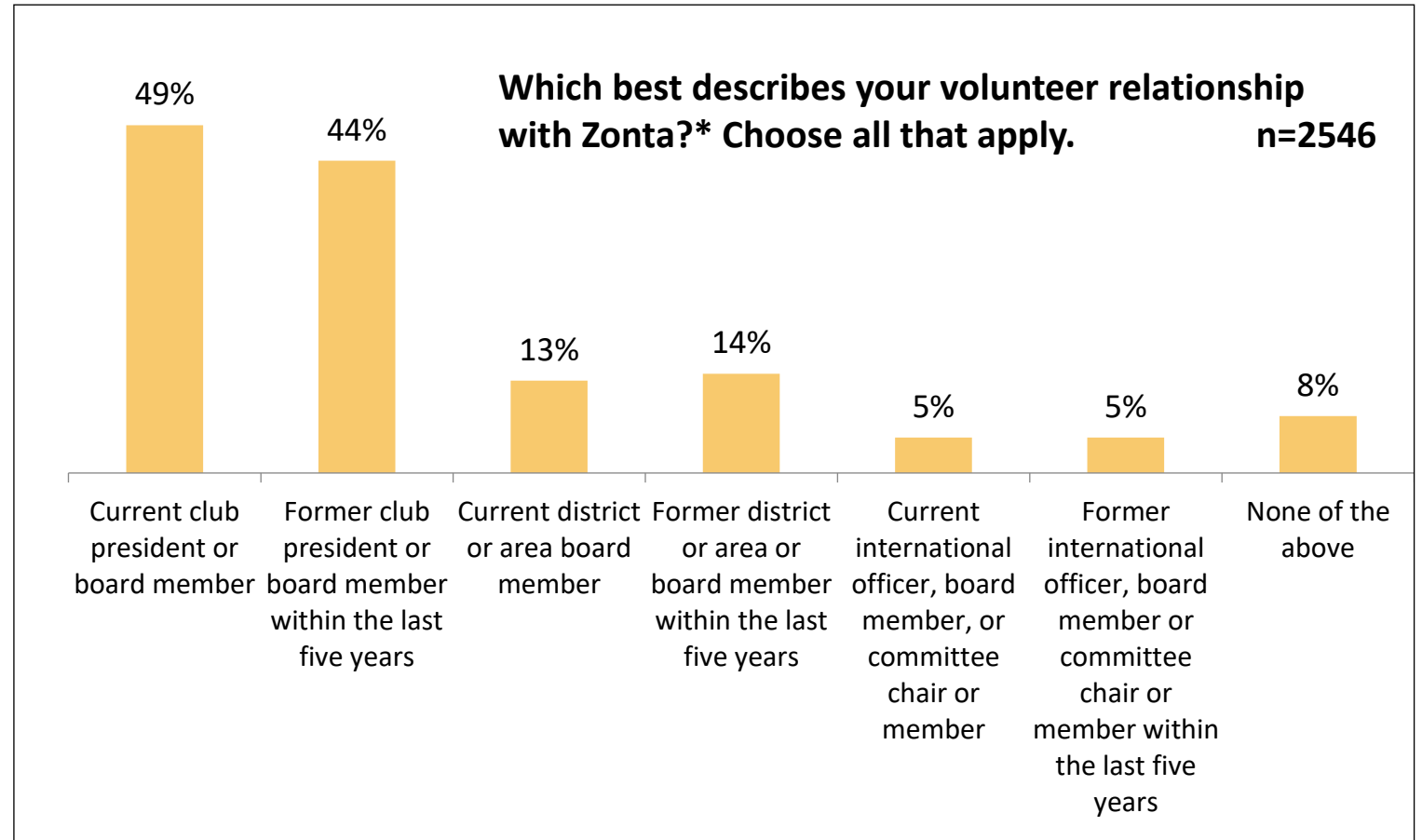
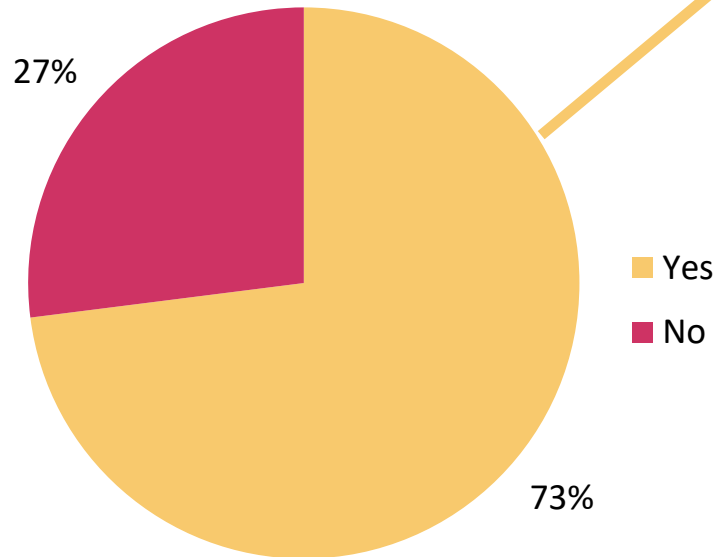
60% of members have been Zontians for less than 15 years. 96% of those aged 35 and under have been members less than 5 years.



* Data came from Zonta's database

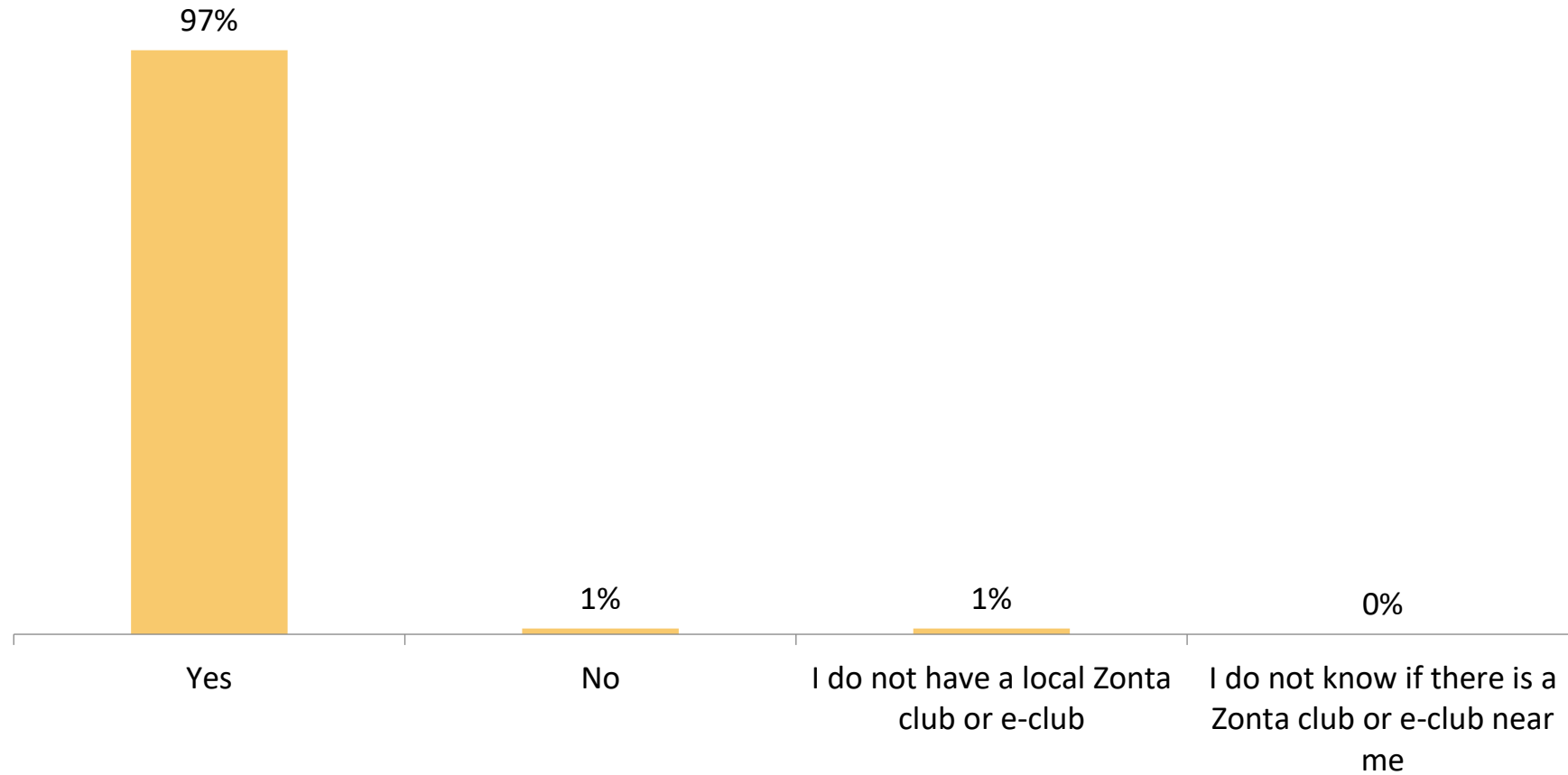
73% of respondents have held elected positions, with 49% currently a club president or Board member

Have you held an elected position within your club, district or Zonta International in the last five years? n=3540



* Those who responded they held an elected position within the last five years received a follow-up question.

97% of respondents participate in Zonta club or e-club activities



Do you participate in your local Zonta club or e-club activities?

n=3545



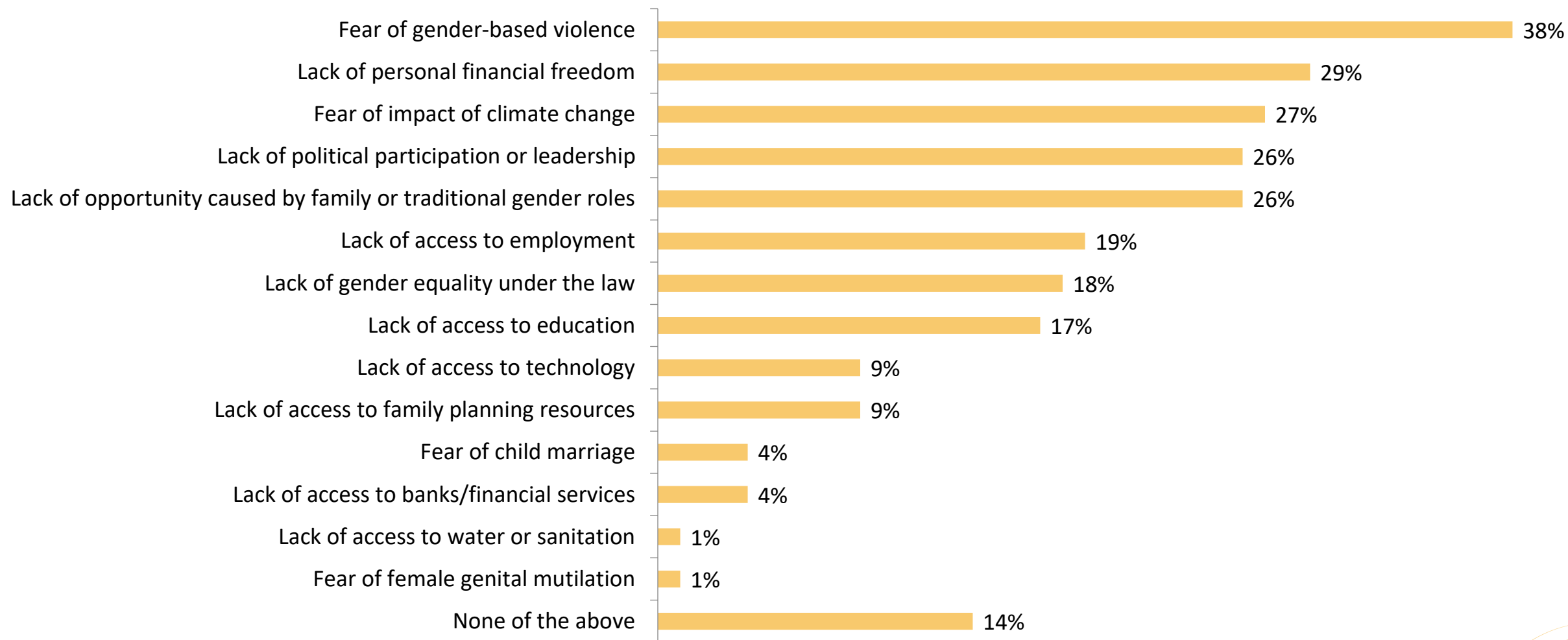
Questions?



Environmental Scan

What are the issues that will be impacting women and girls in the next three years, and what should Zonta prioritize to work on in its strategic plan?

Fear of gender-based violence (38%), lack of personal financial freedom (29%) and fear of impact of climate change (27%) are the top 3 issues impacting women locally, in the next 3 years

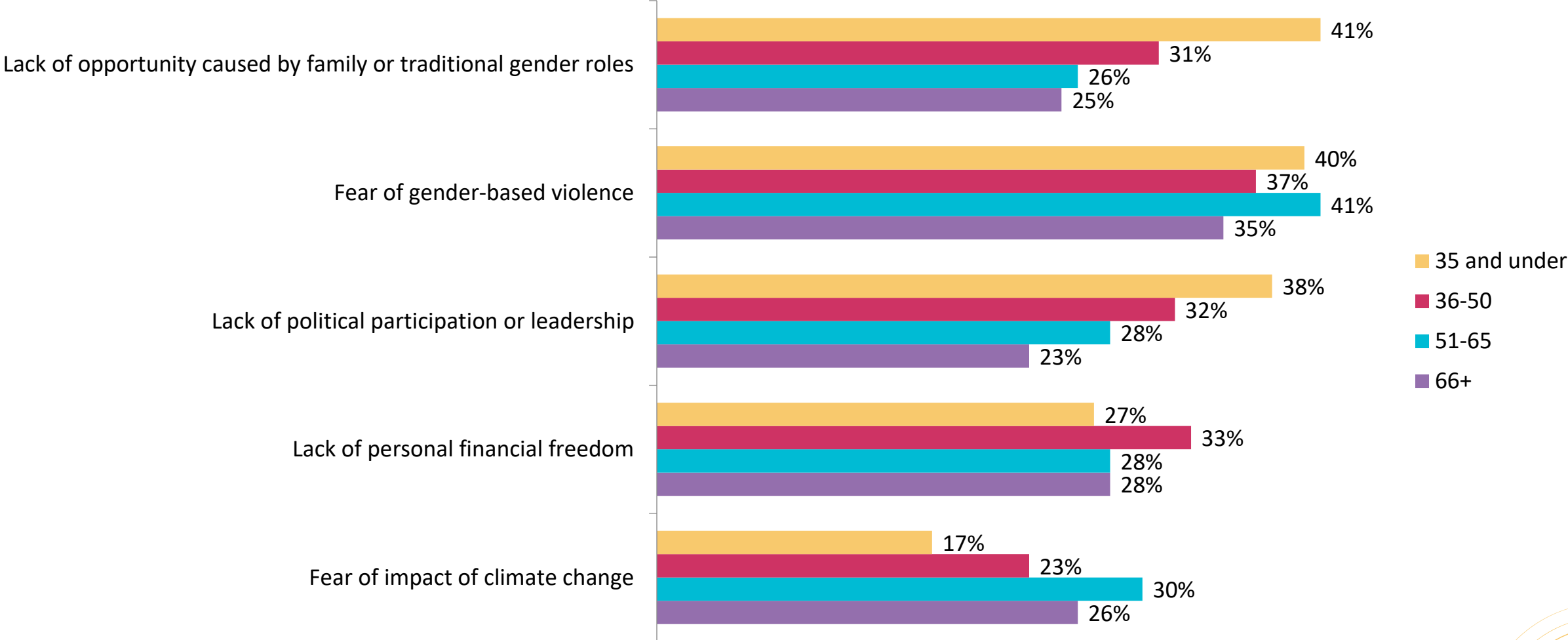


Select the top 3 issues facing women and girls over the next 3 years in your local area.

n=3751

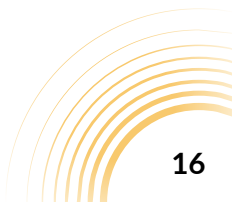


Although there is agreement on the top 5 issues facing women and girls, there are differences in the order of importance, when looked at by age. Primary for those aged 35 and under is the lack of opportunity caused by family or traditional gender roles (41%) while primary for women 51-65 and 66+ is gender-based violence (41% and 35%, respectively)

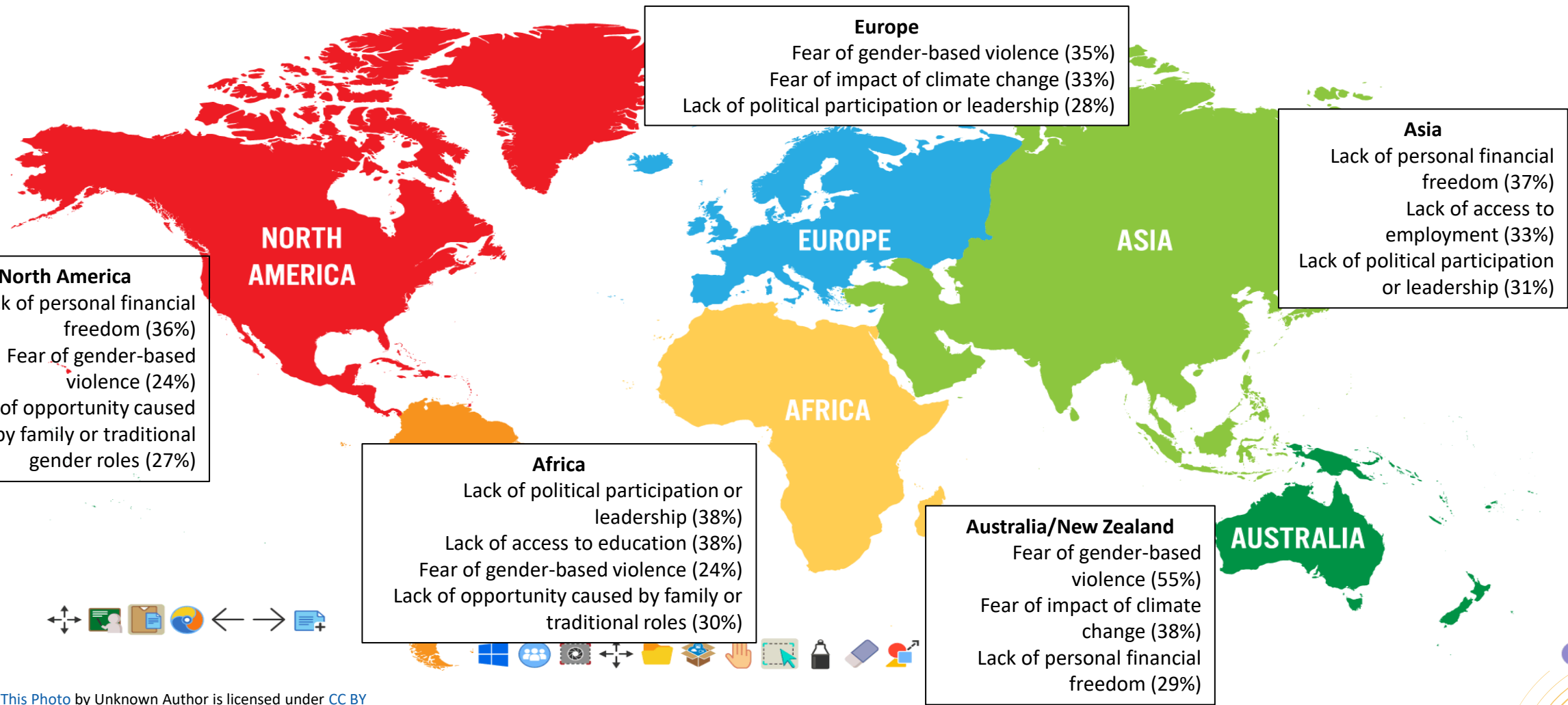


Select the top 3 issues facing women and girls over the next 3 years in your local area.

n=3751



Top issues facing women and girls differs by region

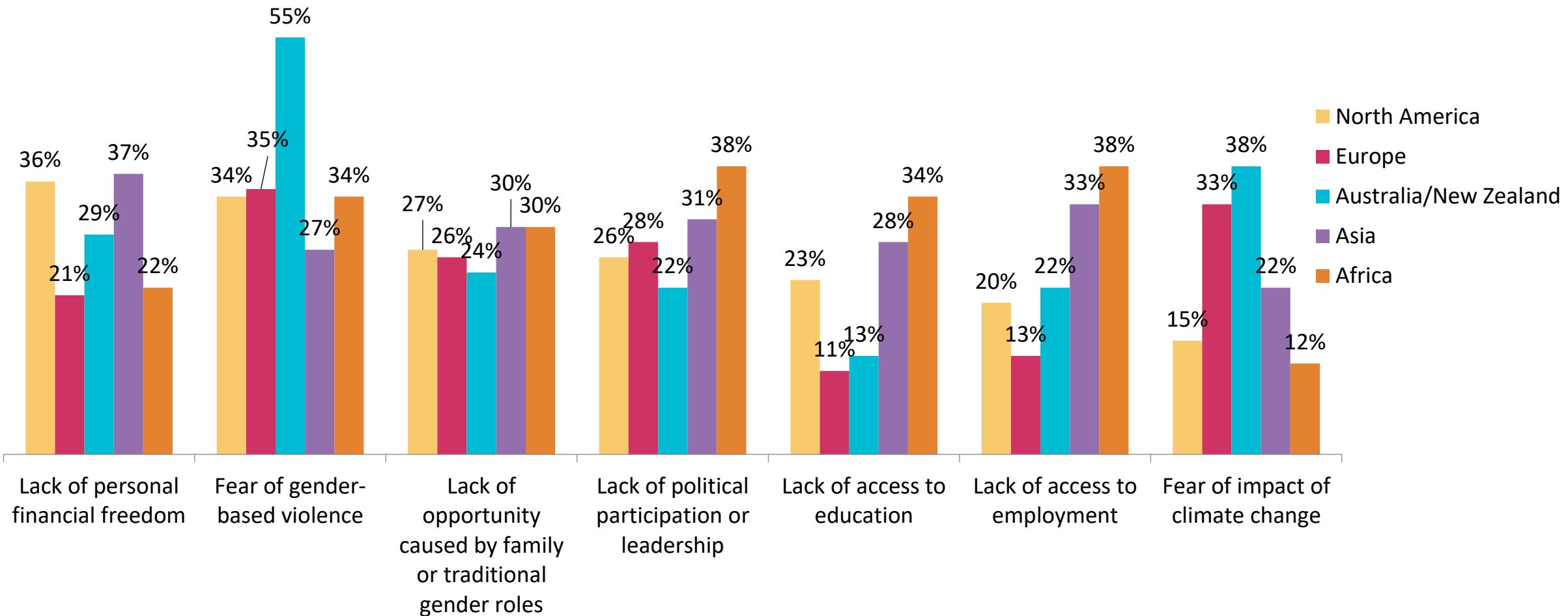


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Select the top 3 issues facing women and girls over the next 3 years in your local area.

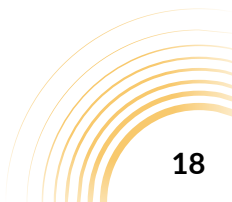
n=3751

The top 3 issues facing women and girls differs slightly by continent. Lack of personal financial freedom is the top issue for North America and Asia (36% and 37%, respectively), fear of gender-based violence is the top issue for Australia/New Zealand and Europe (55% and 35%, respectively) and lack of political participation or leadership and lack of access to employment tied for the top issue in Africa, at 38%.

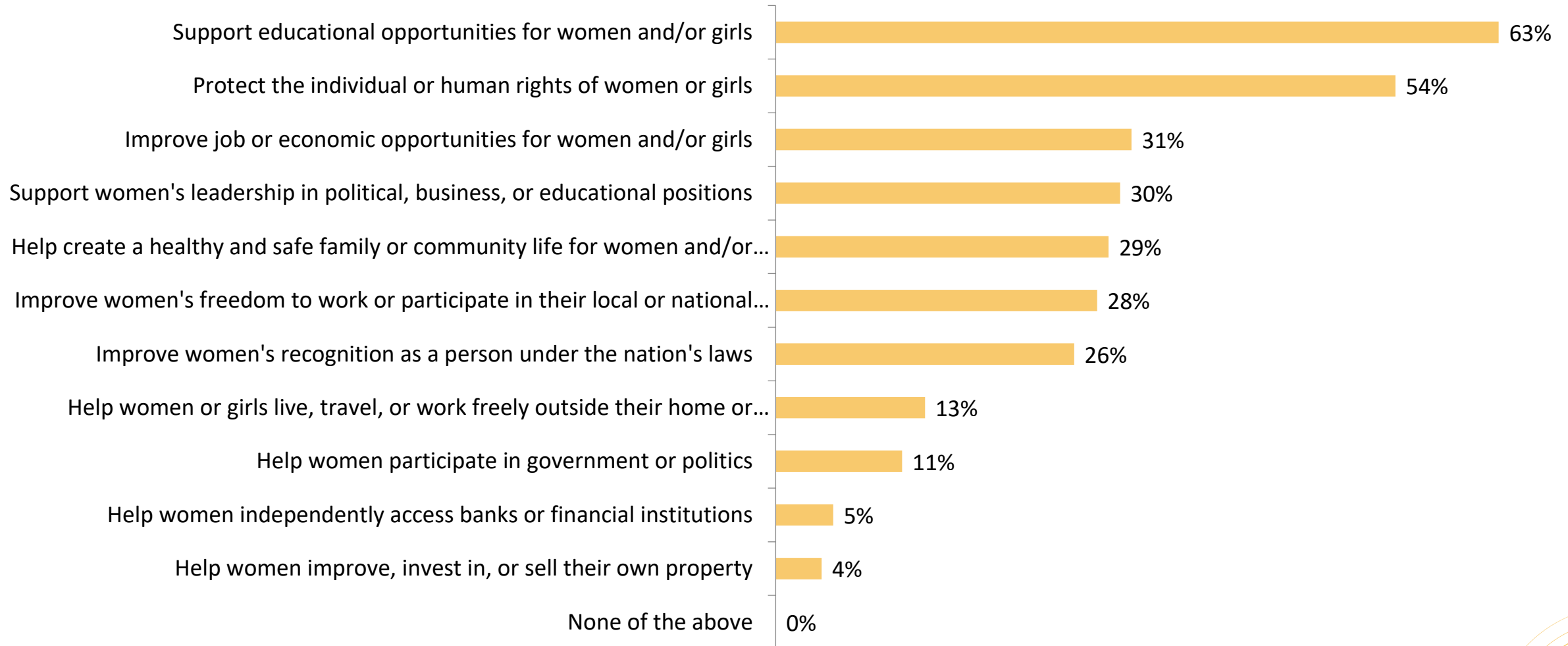


Select the top 3 issues facing women and girls over the next 3 years in your local area.

n=3751



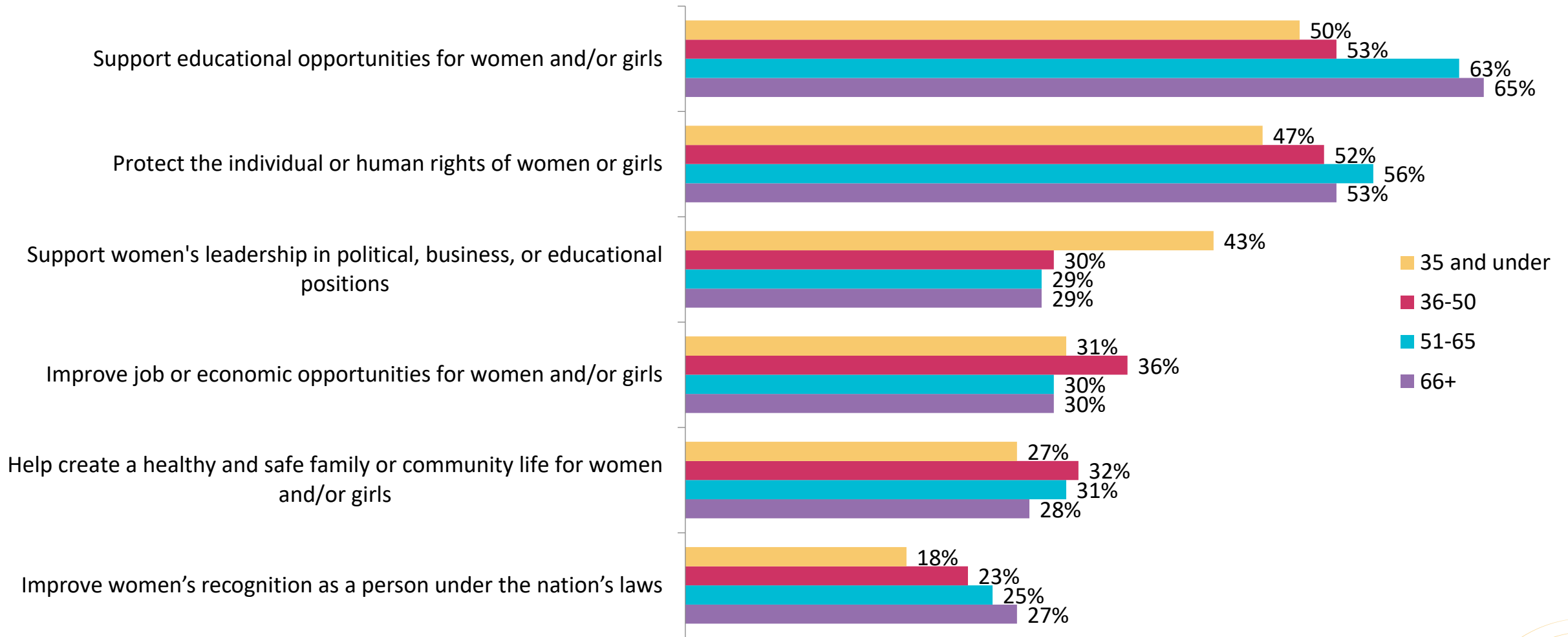
Supporting educational opportunities (63%), protecting the individual or human rights of women and girls (54%) and improving job or economic opportunities should be the top 3 priorities for Zonta International over the next 3 years



What are your top 3 priorities for Zonta International over the next 3 years? Select up to 3.

n=3753

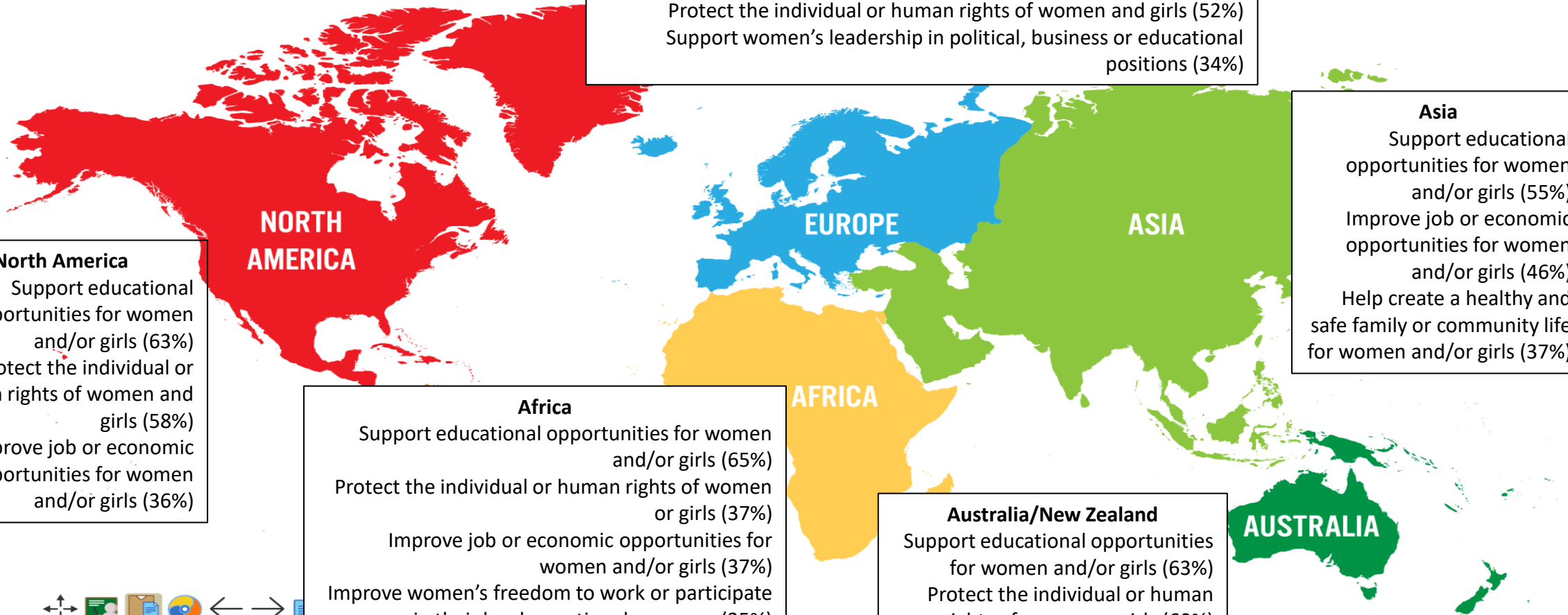
The top two priorities are the same by age; however, those 35 and under place a higher priority on supporting women's leadership in political, business or educational positions



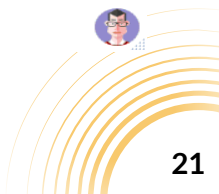
What are your top 3 priorities for Zonta International over the next 3 years? Select up to 3.

n=3753

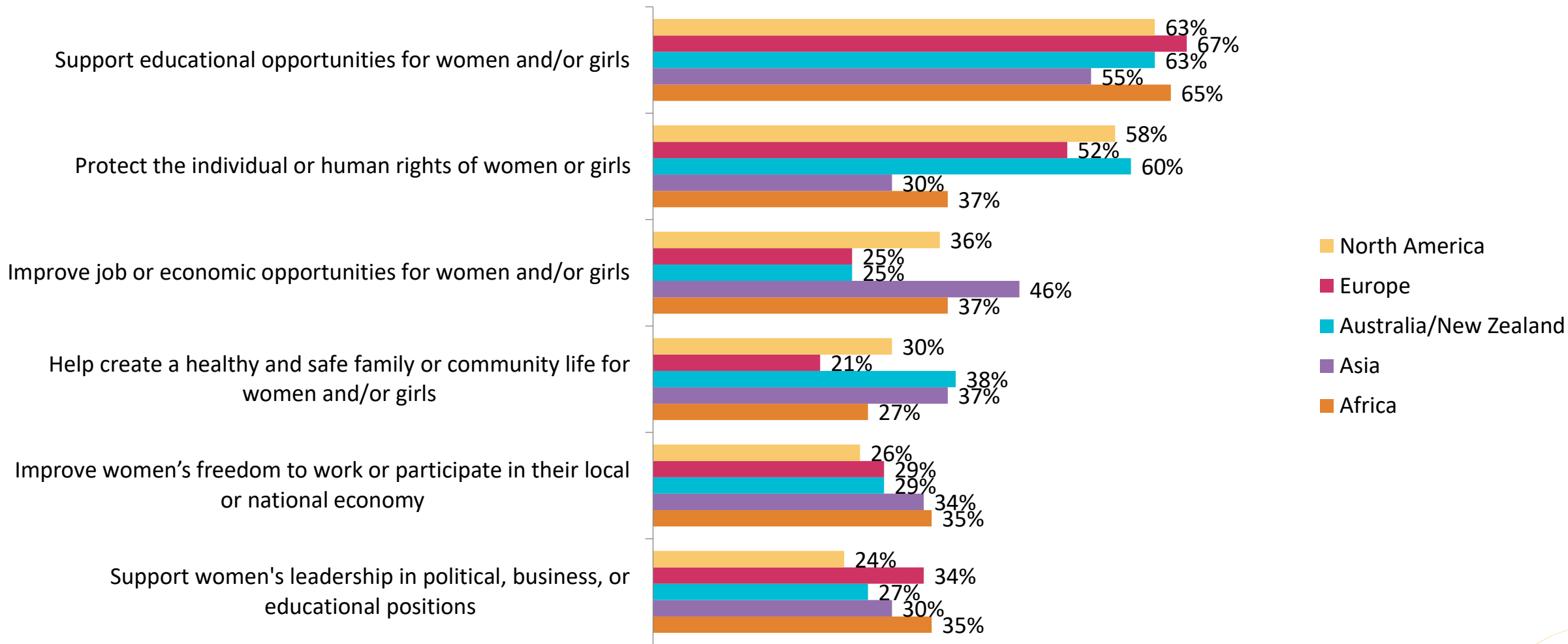
By region: Supporting educational opportunities for women and girls should be Zonta International's top priority



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All five geographic regions put supporting educational opportunities for women and girls as their top priority for Zonta International



What are your top 3 priorities for Zonta International over the next 3 years? Select up to 3.

n=3753





Questions?



Zonta International/Zonta club

The following were a series of questions designed to understand how respondents viewed both Zonta International in relation to its club, to allow Zonta International to focus its strategic plan where the relationship might need the most support and understand where people were choosing where to put their time and energy to participate.

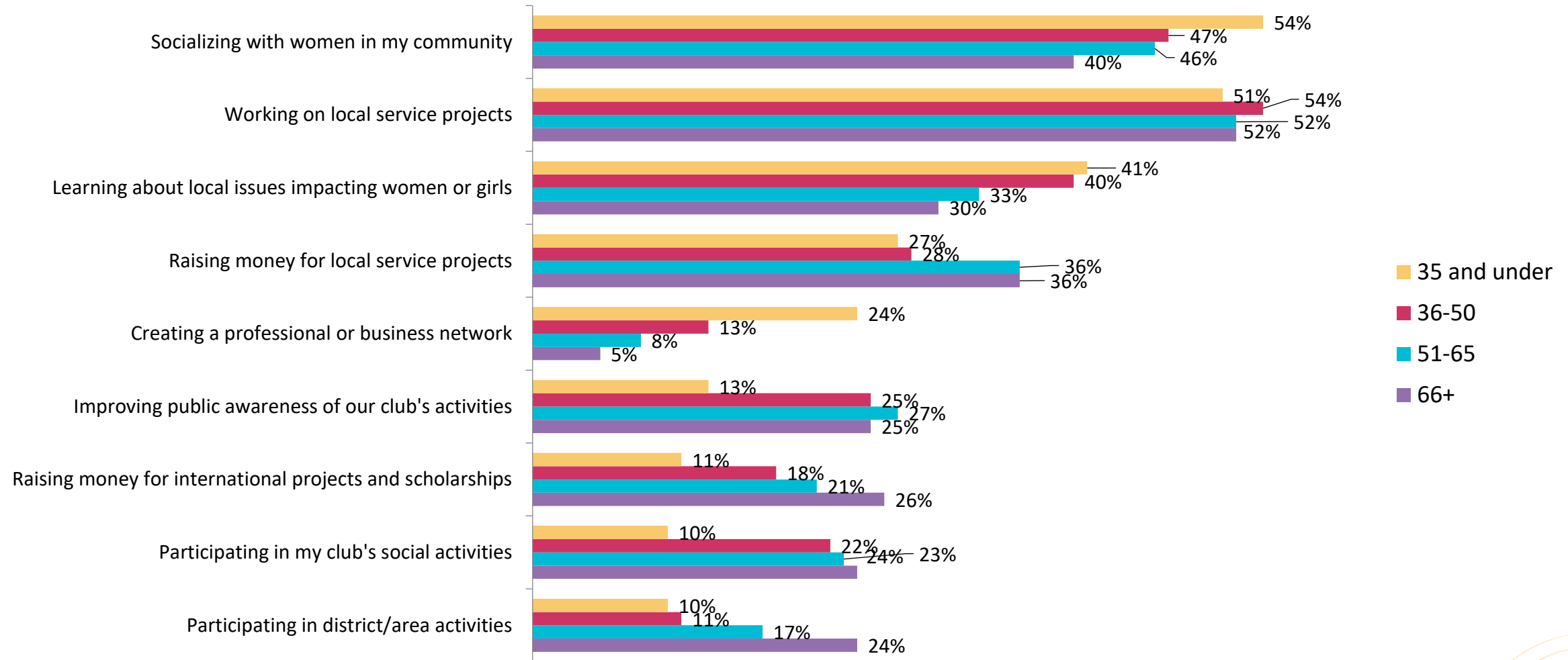
Working on local service projects is the most important reason for 52% of respondents to participate in their local club or e-club.



What are the 3 most important reasons for participating in your local Zonta club or e-club? Select up to 3.

n=3451

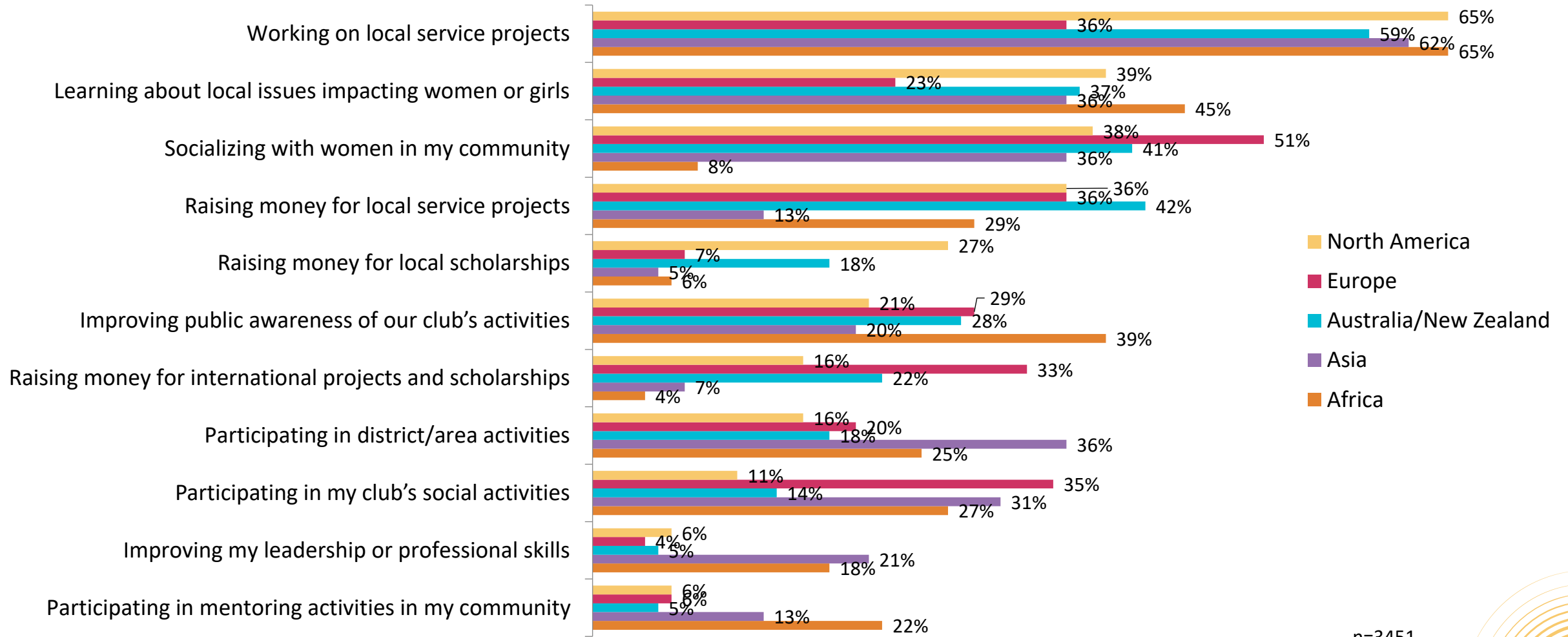
Those 35 and under place a higher importance on socializing (54%) and learning about local issues impacting women (41%) and creating a professional network (24%) and less interested in raising public awareness of club's activities, raising money for international projects and scholarships and participating in social activities



What are the 3 most important reasons for participating in your local Zonta club or e-club? Select up to 3.

n=3451

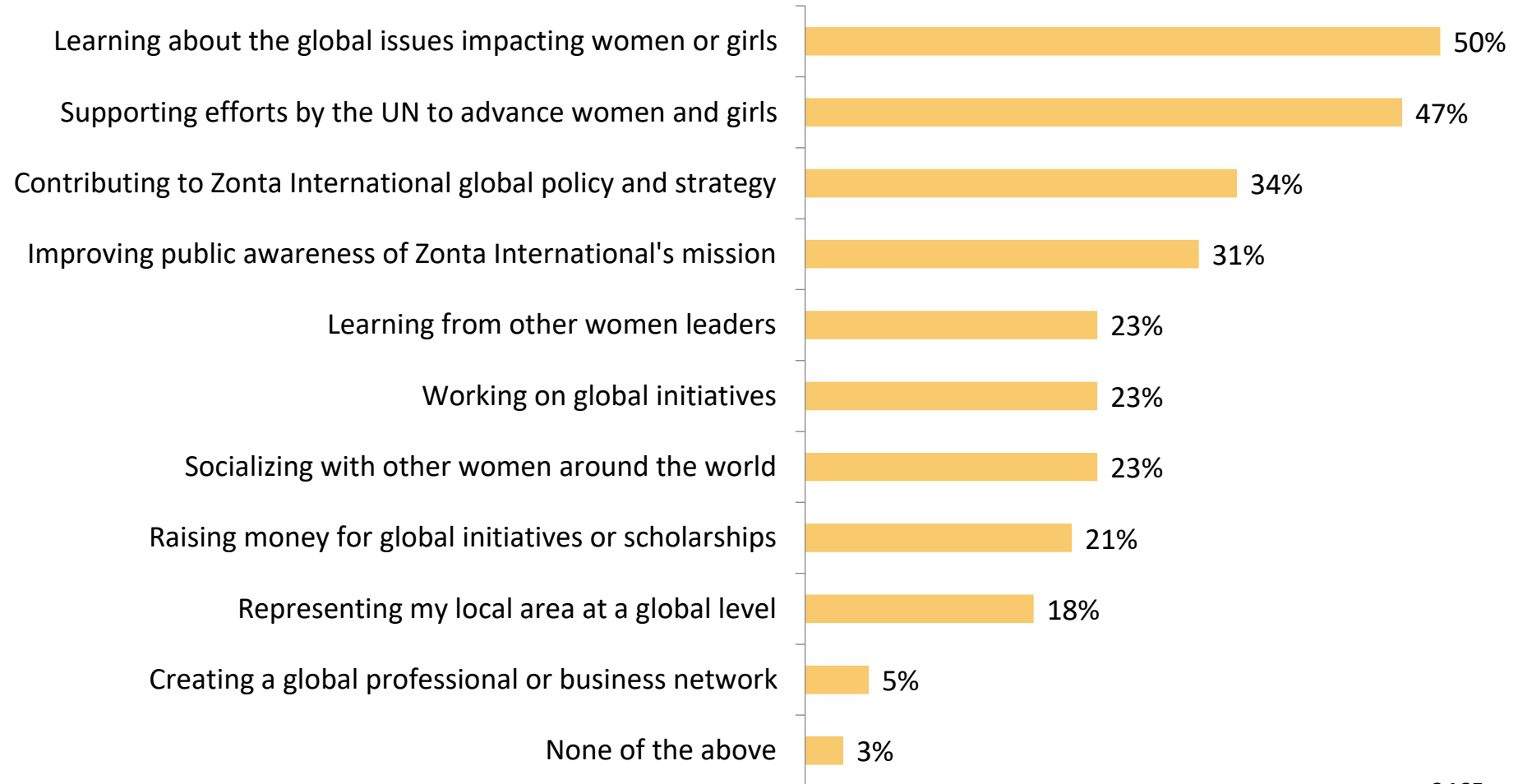
People in different parts of the world participate in their Zonta club for different reasons. European Zontians are most interested in socializing with women in my community (51%), raising money for local service projects, (36%) and participating in club activities, (35%). The top reasons for those who participate in North America, Australia/New Zealand, Asia and Africa is working on local service projects.



n=3451

What are the 3 most important reasons for participating in your local Zonta club or e-club? Select up to 3.

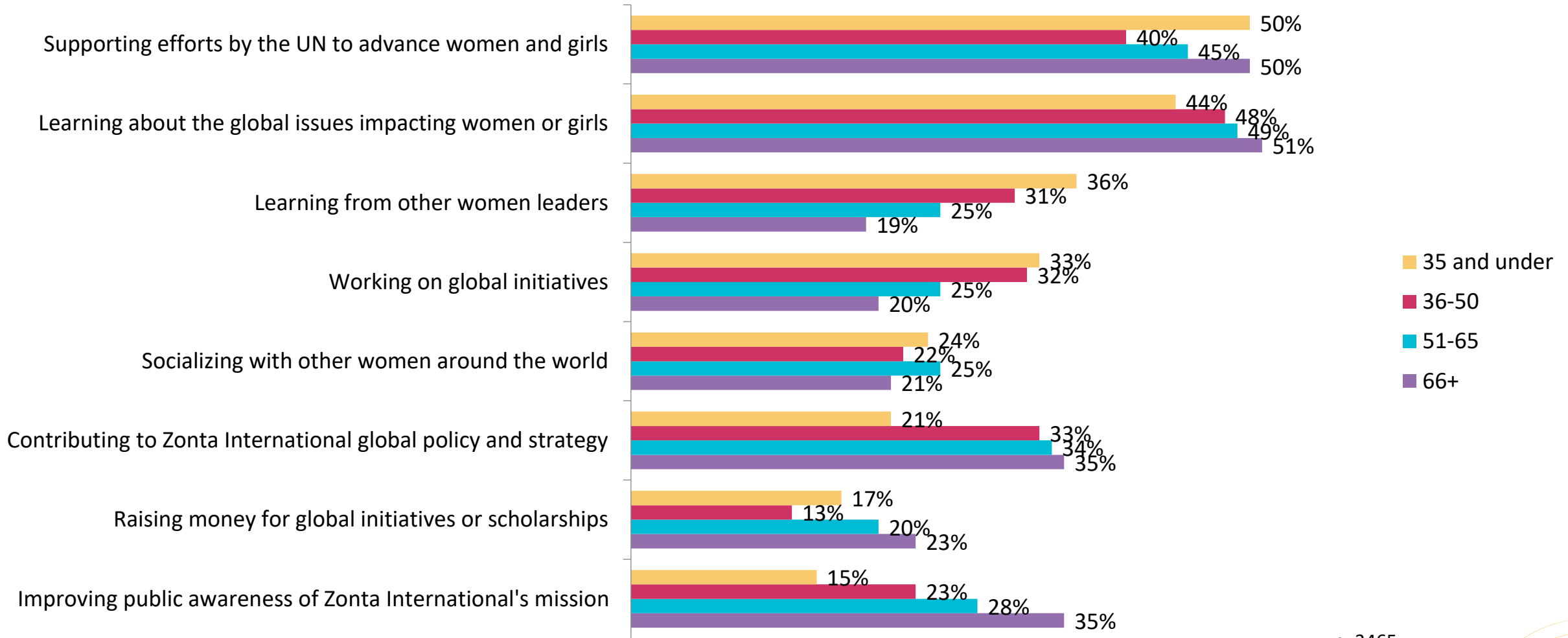
Learning about the global issues impacting women or girls (50%) and supporting efforts by the UN to advance women and girls are the top areas of participating in Zonta International



n=3465

What are the 3 most important reasons for participating at the worldwide level of Zonta International? Select up to 3.

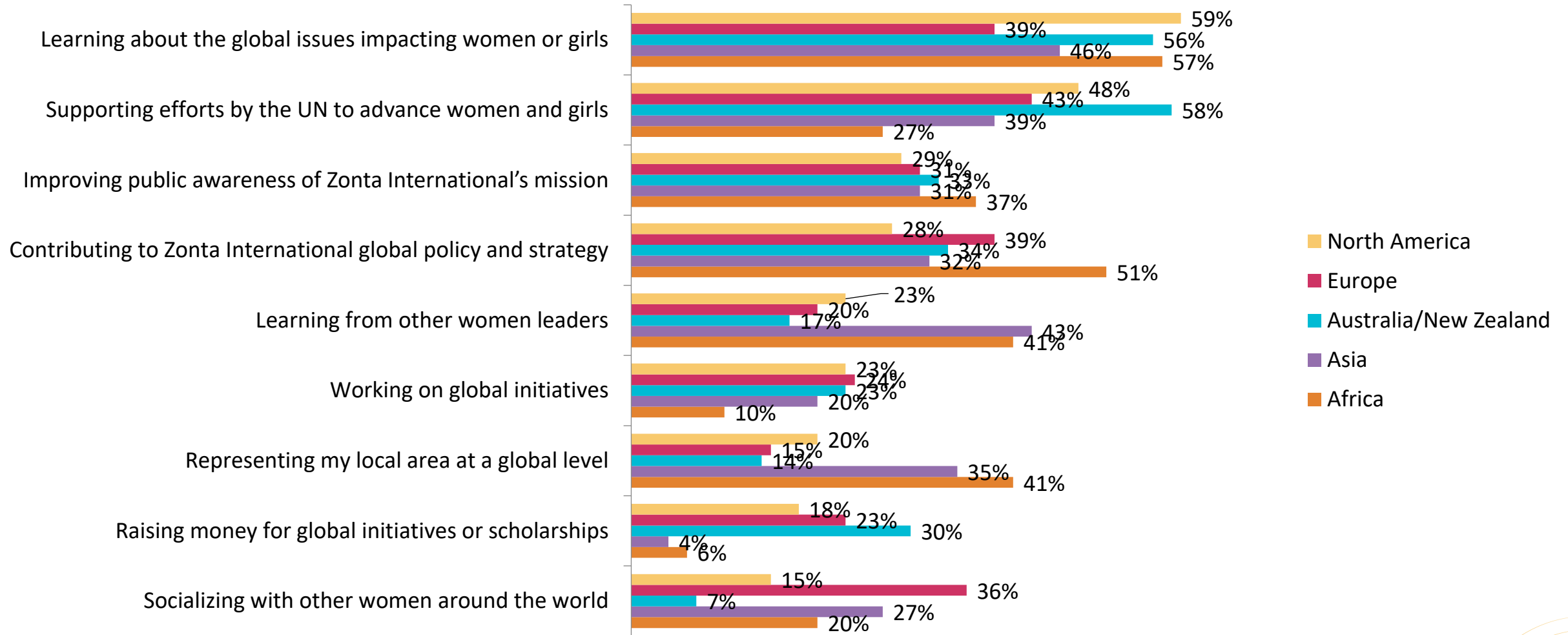
Working on global initiatives and learning from other women leaders is a more of a reason for participating in Zonta International for those under 50 than those 51+



n=3465

What are the 3 most important reasons for participating at the worldwide level of Zonta International? Select up to 3.

Learning about the global issues impacting women or girls is the most important for participating in Zonta International for those who are in North America, Asia and Africa, while supporting efforts by the UN to advance women and girls is the top reason for those in Europe and Australia/New Zealand



n=3465

What are the 3 most important reasons for participating at the worldwide level of Zonta International? Select up to 3.

Of those who don't participate in their local club or e-club, their primary reason is unclear as a plurality indicate none of the above (41%). The next top response for not participating is due to a club not being in their area (15%)



This question was only asked of those who answered no in Question 5 (Do you participate in your local club or e-club) and to non-members.

Those who were aged 35-50 were more likely to respond:

- My family responsibilities limit my time: 29%
- There is no Zonta club in my area: 24%
- I don't know how to get involved: 24%

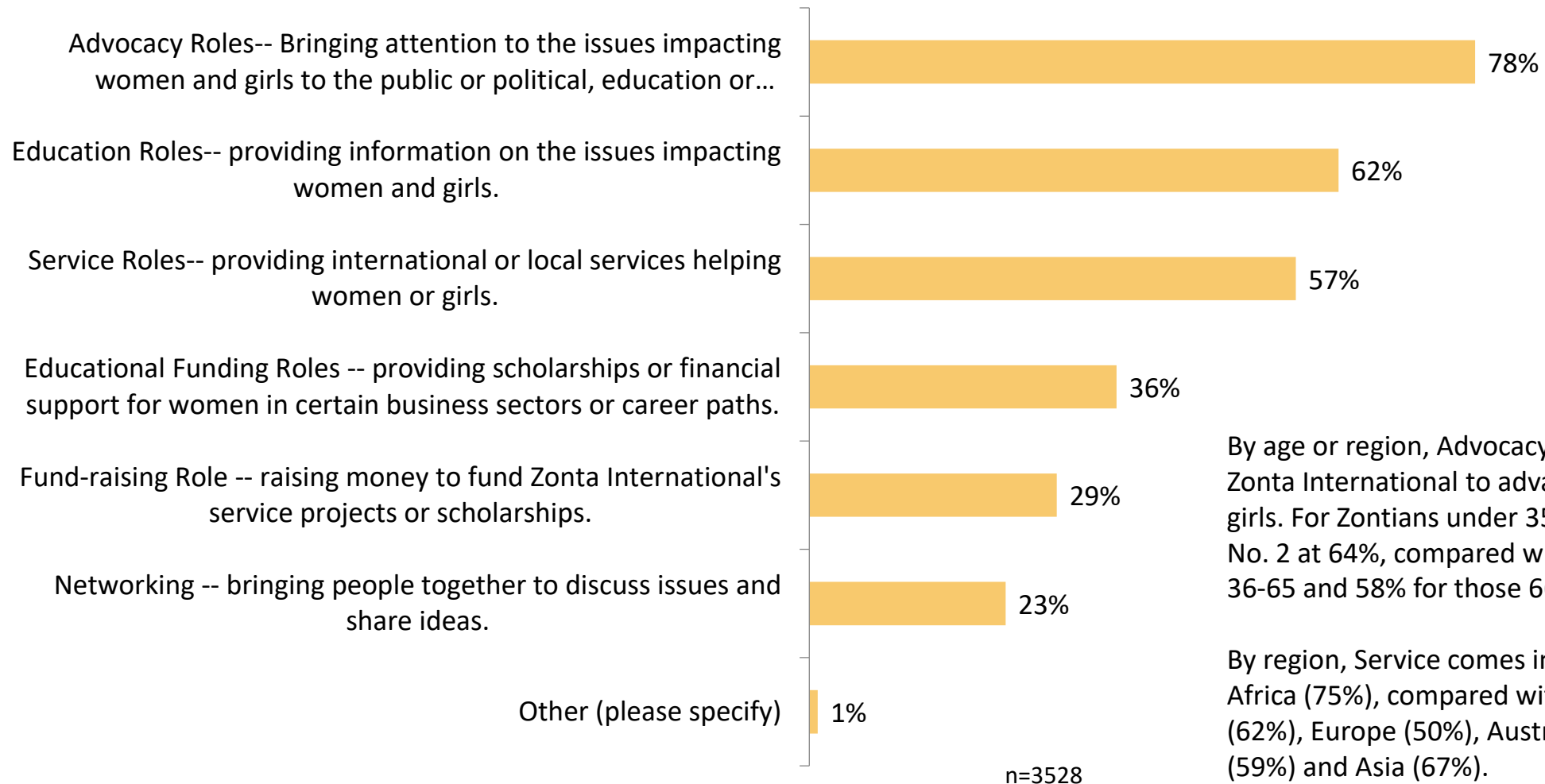
Those over age 51 were most likely to say "none of the above:"

- 51-65: 54%
- Over 66: 46%

n=298

Why do you not participate with Zonta?

78% of Zontians think Zonta's role in advocacy is the way to advance women or girls. Service is the second most important role for those 35 and Under (64%) and those in Africa (75%).

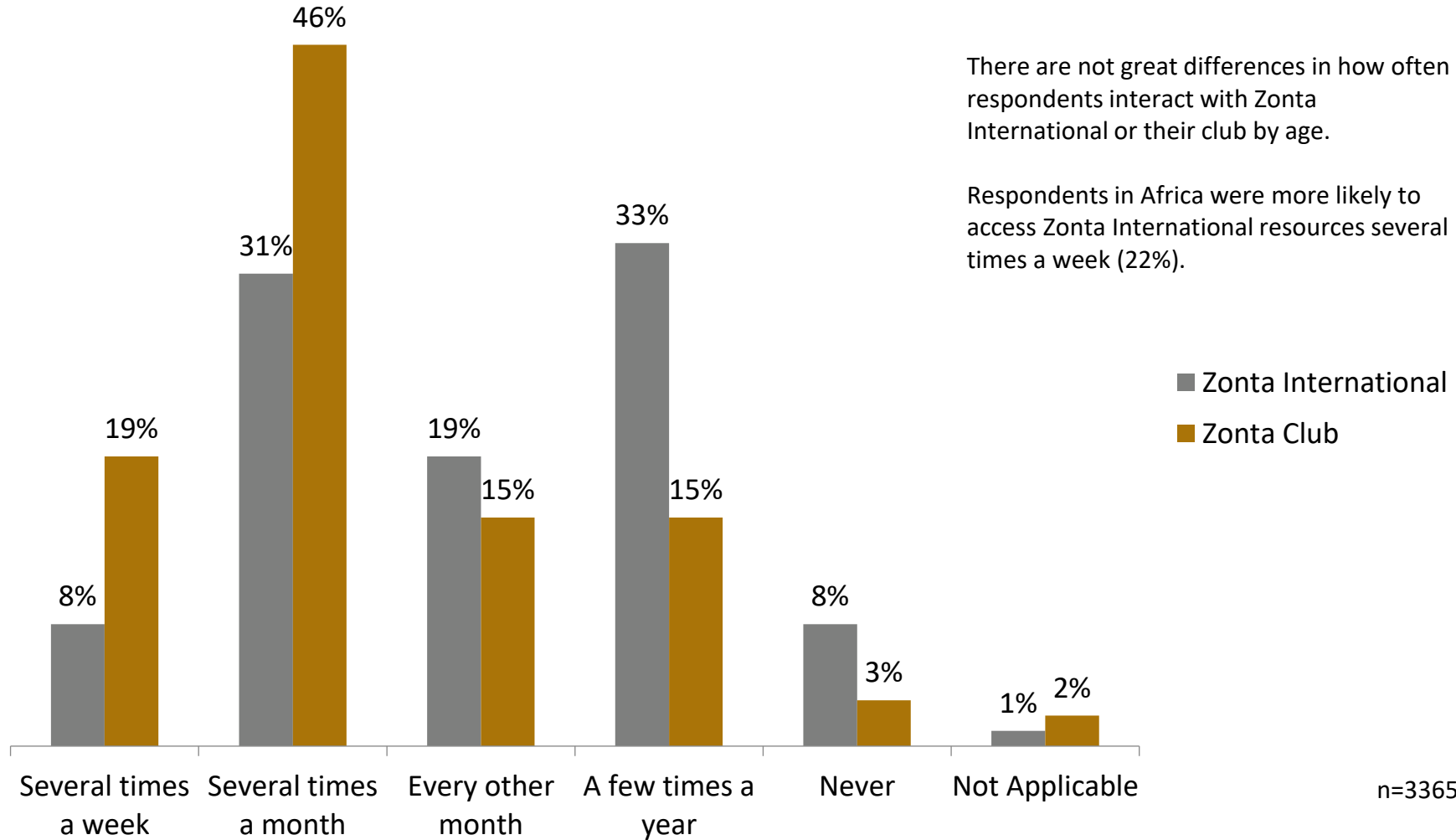


By age or region, Advocacy is the top way for Zonta International to advance women and girls. For Zontians under 35, service comes in No. 2 at 64%, compared with 56% for those 36-65 and 58% for those 66+.

By region, Service comes in No. 2 for those in Africa (75%), compared with North America (62%), Europe (50%), Australia/New Zealand (59%) and Asia (67%).

When you think what Zonta International might do to advance women or girls, what are the 3 most important areas? Select up to 3.

46% participate or access resources from its local club several times a month, compared to Zonta International at 31%



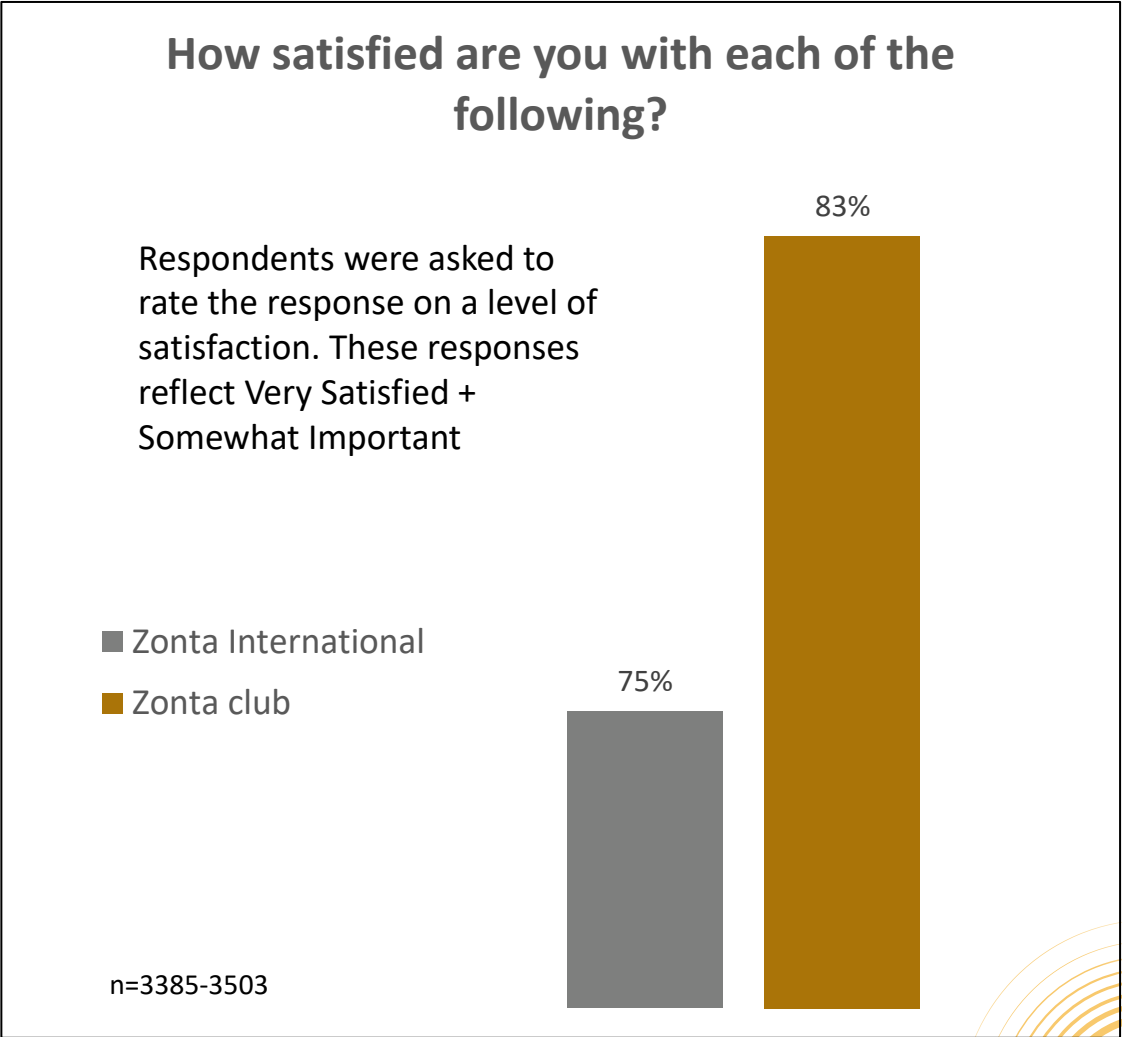
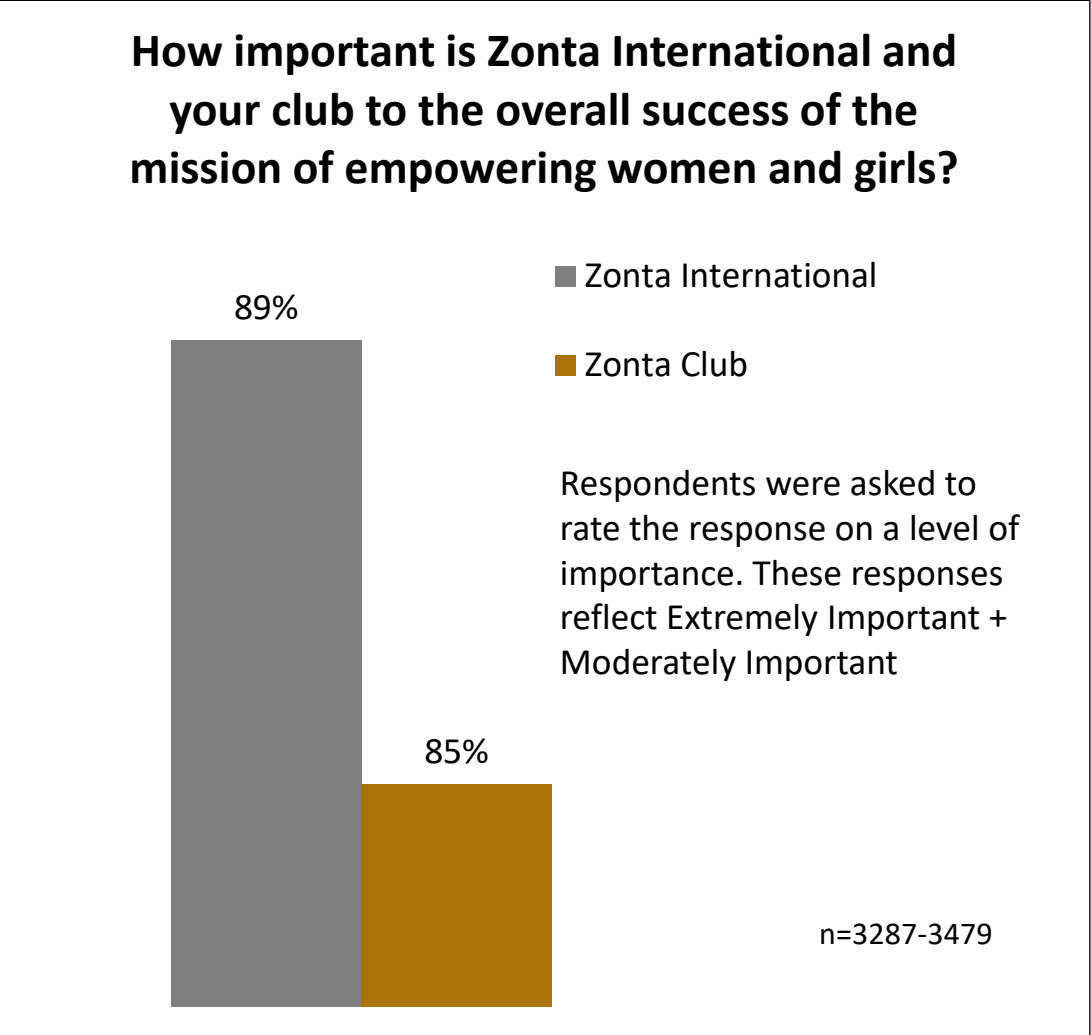
During the past 12 months, how often have you participated in or accessed resources provided by Zonta International (for example, the Zonta website, magazine, mobile app and Remarkable Women series) and your local club in any way?



Questions?

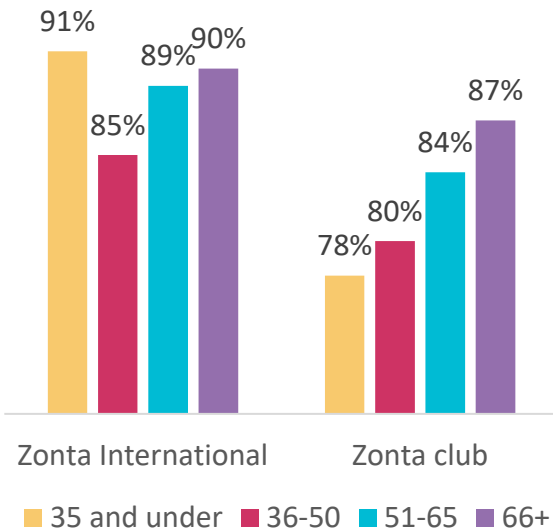


Although Zonta International plays a slightly more important role in the success of Zonta's mission, respondents are more satisfied with their clubs.

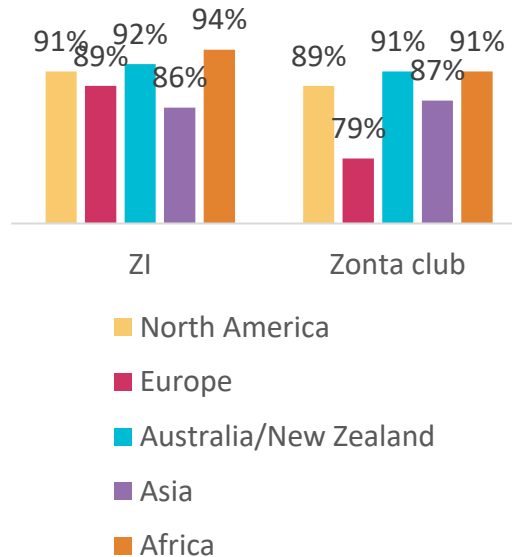


Those under age 35 place more importance on ZI than their club. By region, those in Europe place more importance on ZI than their club. The older a person is, the more satisfied they are by their Zonta club. Those in Africa are most satisfied by Zonta International and least satisfied with their club

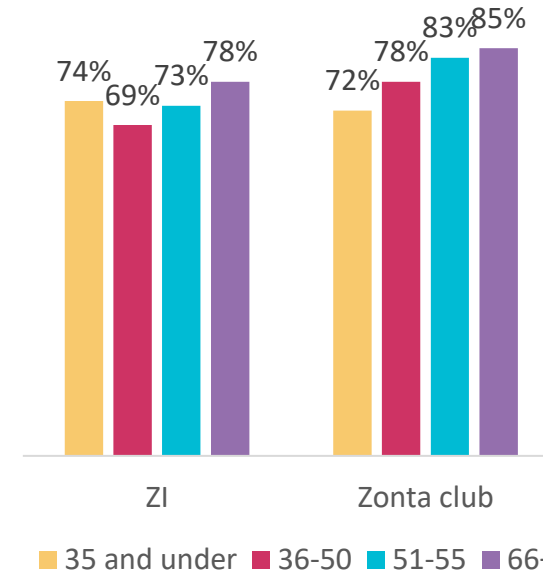
Importance by age



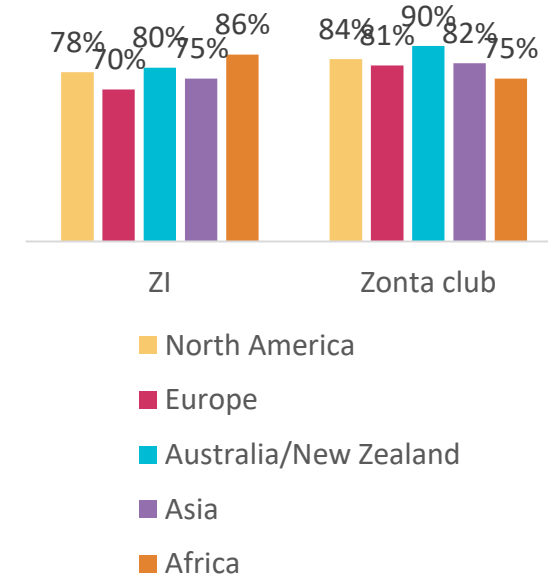
Importance by region



Satisfaction by age

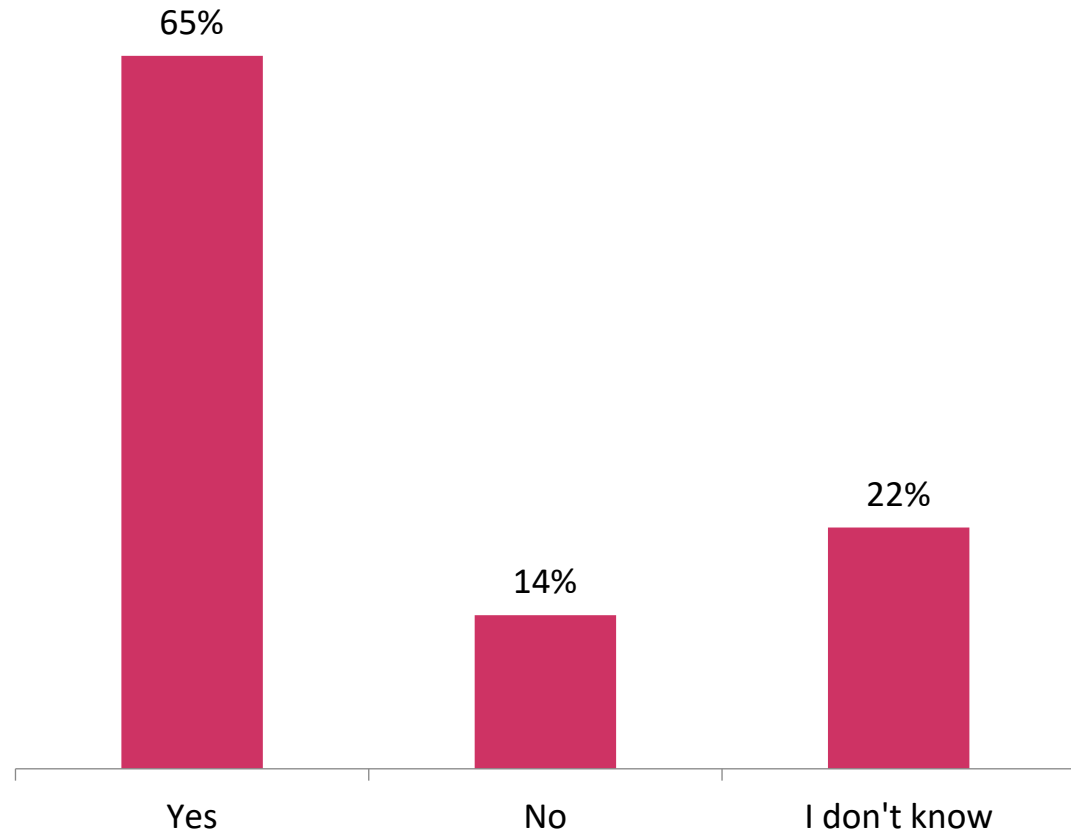


Satisfaction by region

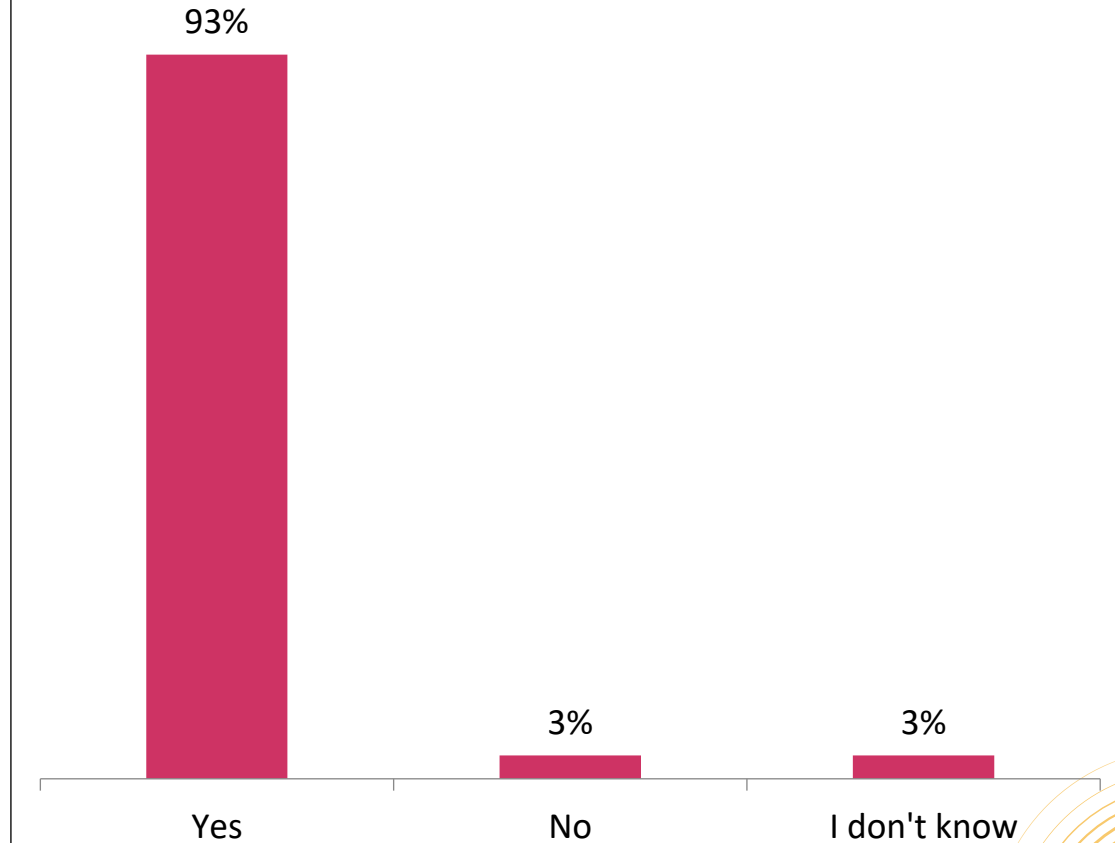


Although people feel welcomed to contribute positively to their Zonta club (93%), they have less confidence that their Zonta club will be successful in the next five years.

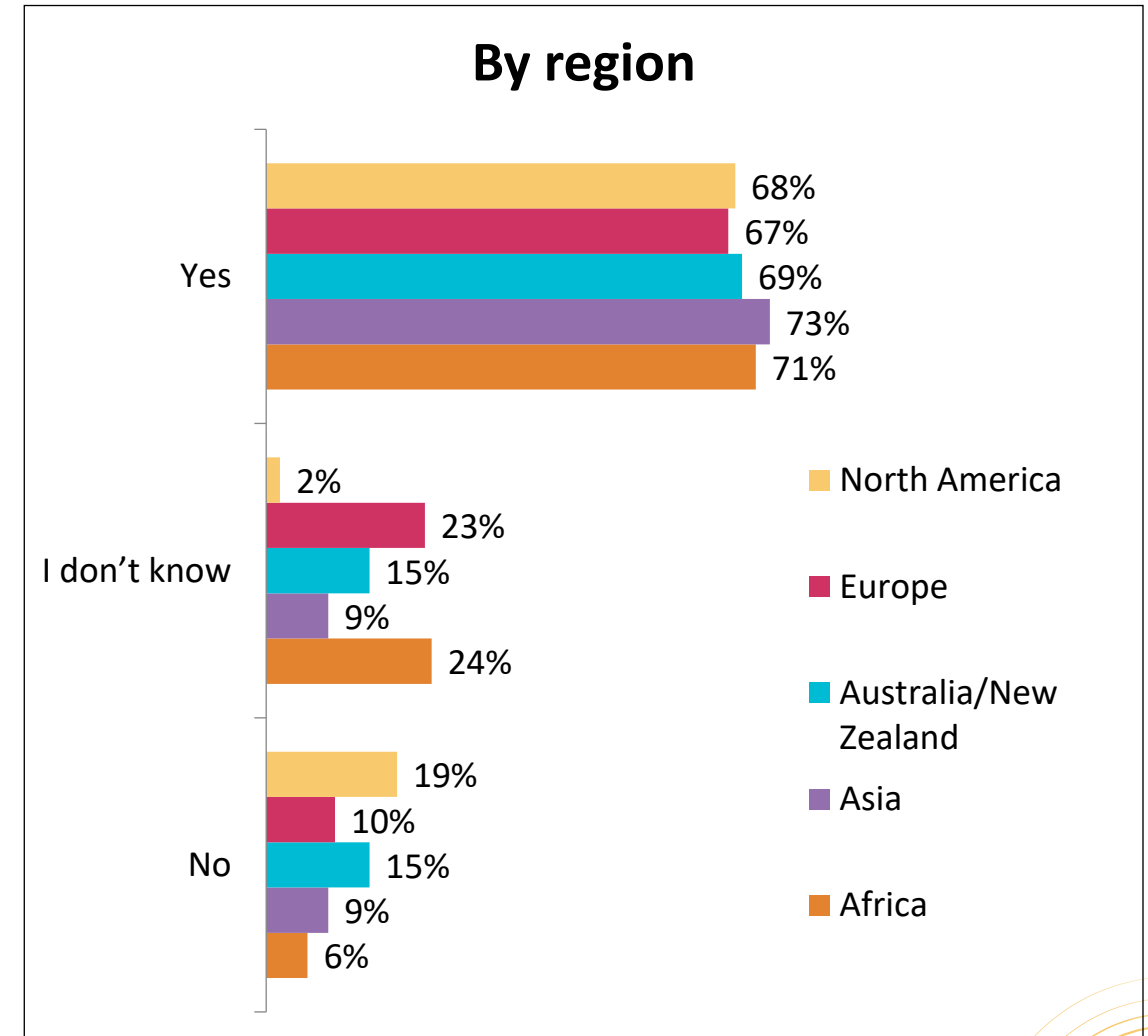
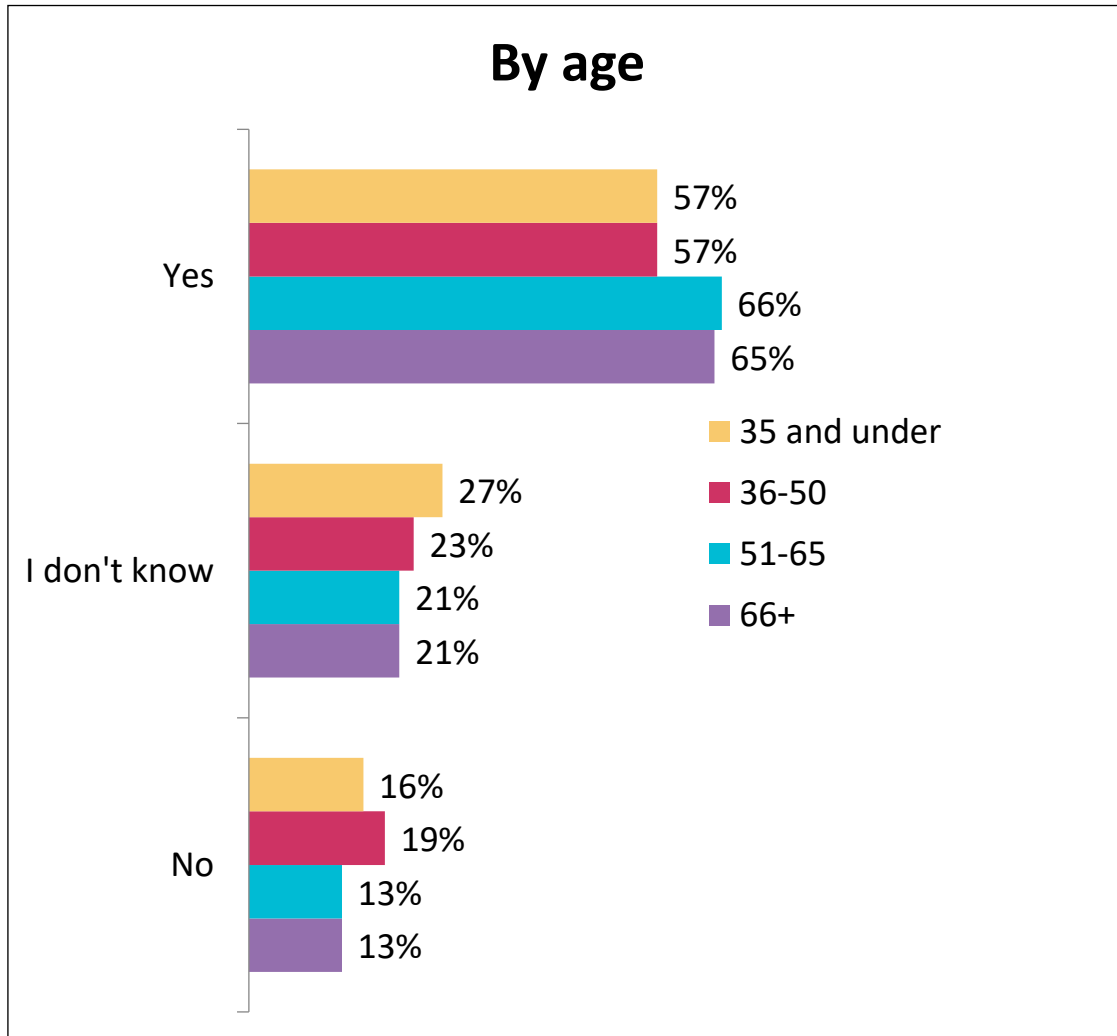
Do you feel your Zonta club is set up to be successful over the next 5 years? n=3550



Do you feel welcomed to contribute positively to your Zonta club? n=2516



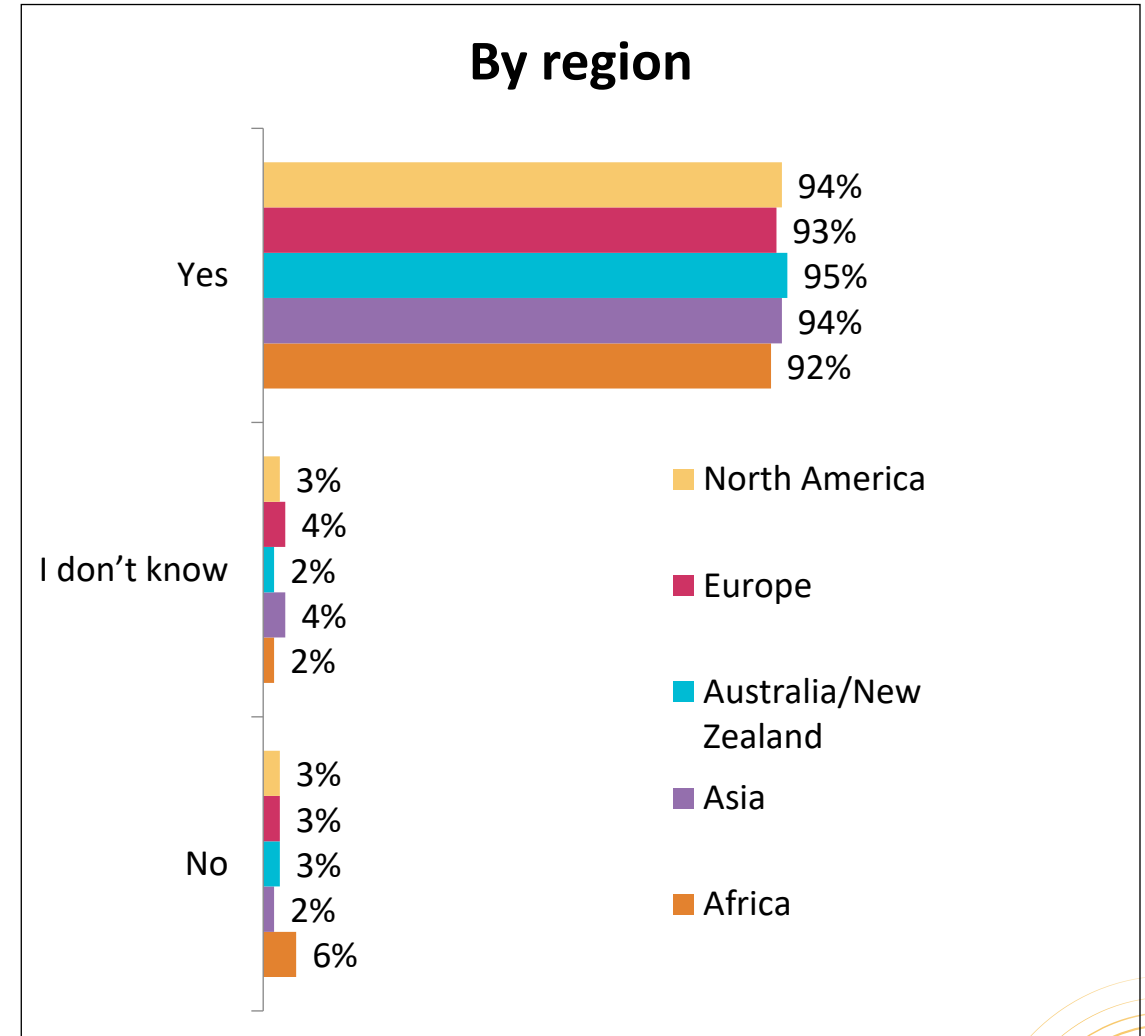
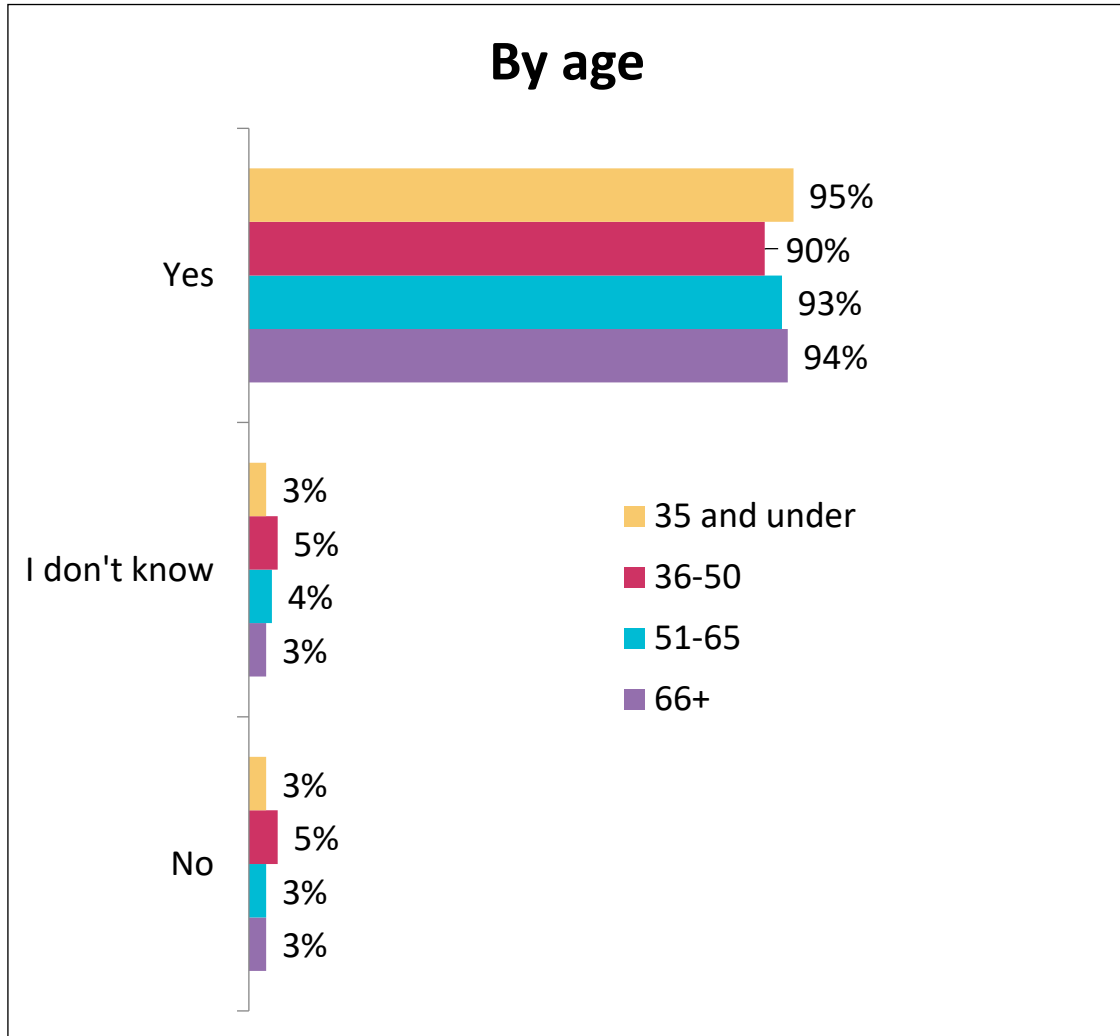
Younger members and those in Africa, Europe and North America are less certain that their clubs are set up for success



Do you feel your Zonta club is set up to be successful over the next 5 years?

n=3550

Those aged 36-50 and in Africa are slightly less likely to feel like they're welcome to positively contribute to their club's success



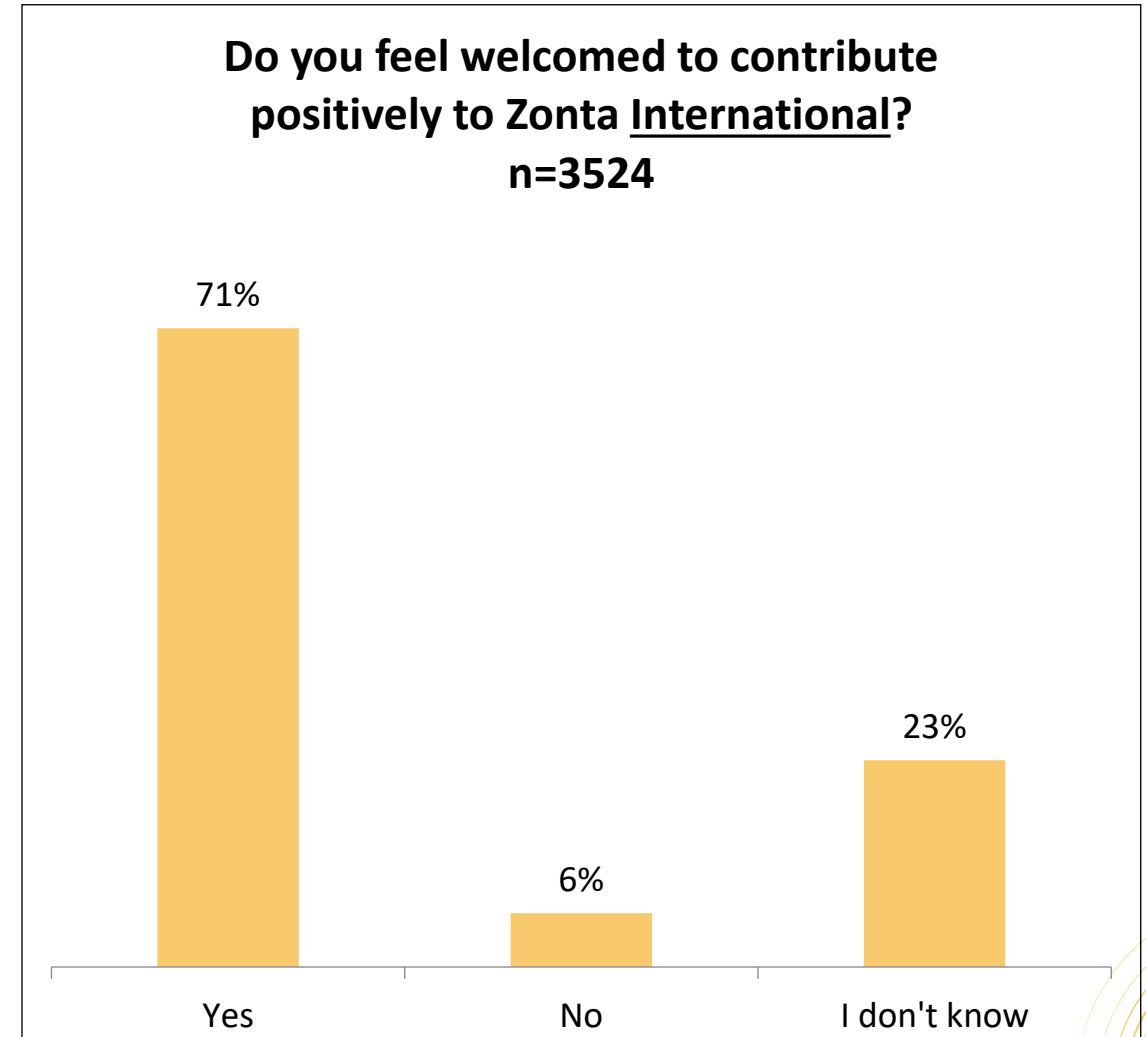
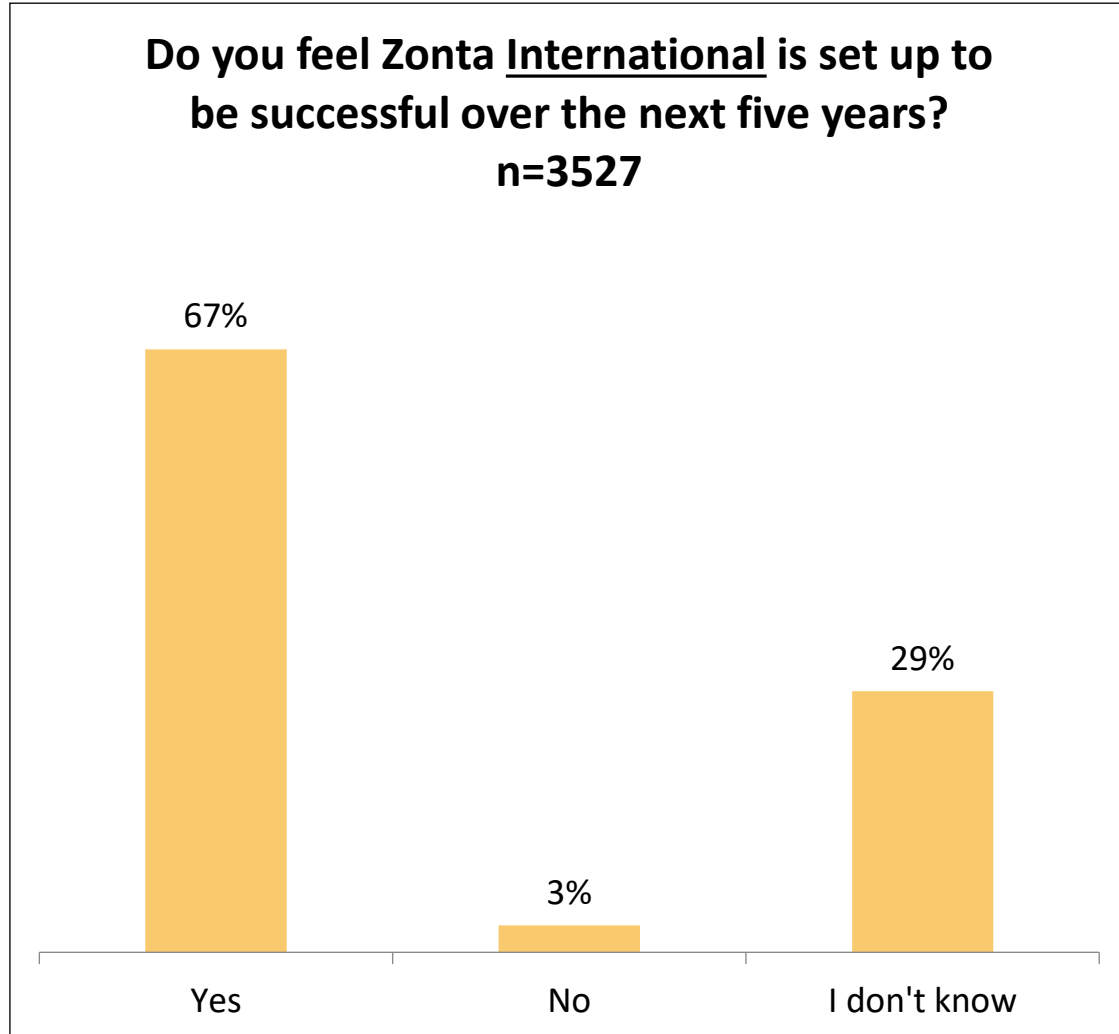
n=2516

Do you feel welcomed to contribute positively to your Zonta club ?

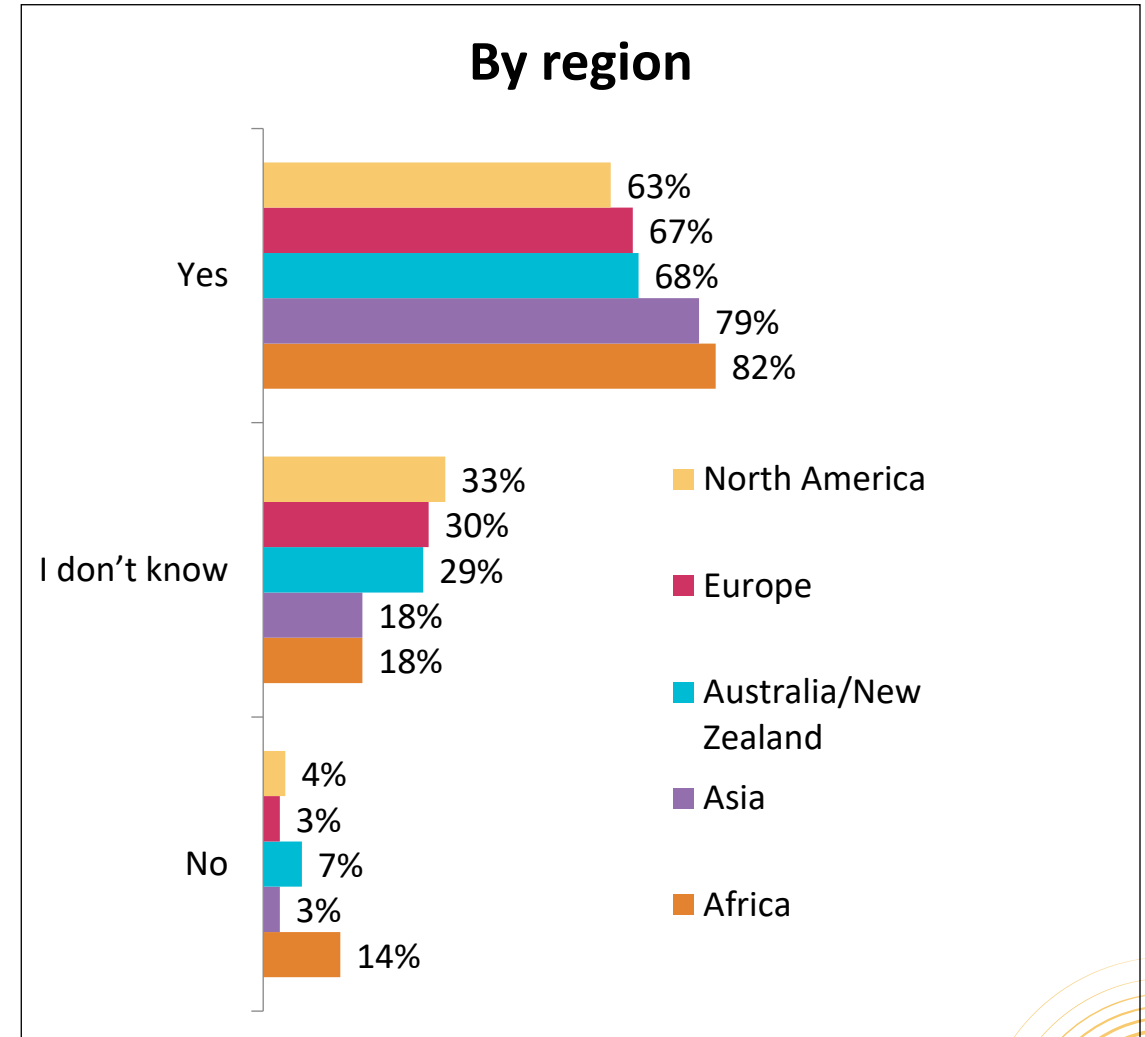
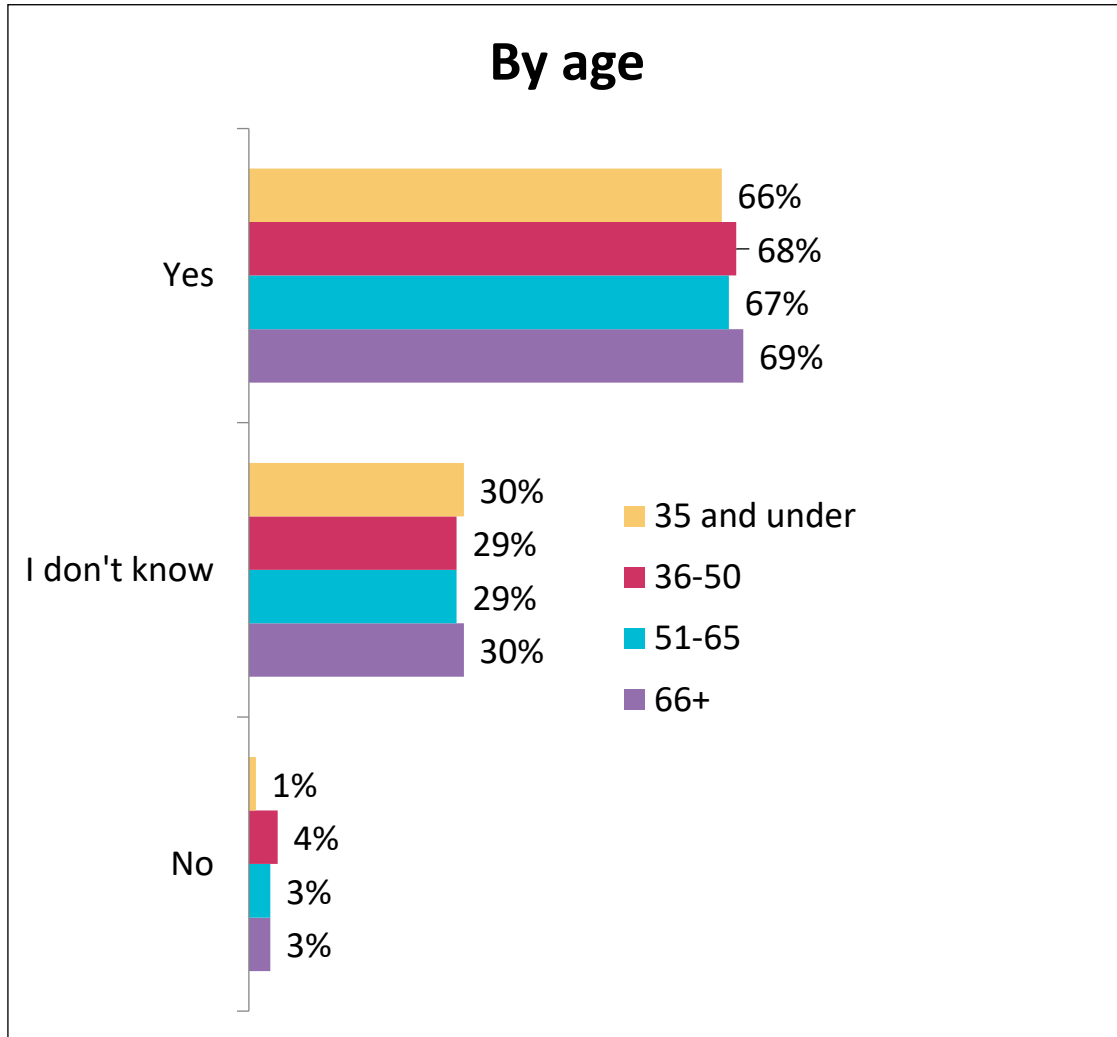
Zontians who are unsure or said no to feeling welcomed to positively contribute provided these reasons:

- Women are not supportive of each other in some clubs (bullying, inclusivity, small group make decisions for all)
- Older members not open to new ways of doing things or new viewpoints
- Club members interested in organizing activities that are outside of Zonta International's mission
- Small membership
- Lacks direction, strategy, focus
- Too rigid (too many protocols, complex structure, etc)
- New members unsure of how to become more involved (or feel their ideas not welcome)
- Individual ("supporting") members feel shunned because they're not part of a club
- Same people do all the work

Respondents feel less welcome to positively contribute to Zonta International (71%) compared to Zonta club (93% in former slide). 67% feel Zonta International is set up to be successful in the next five years



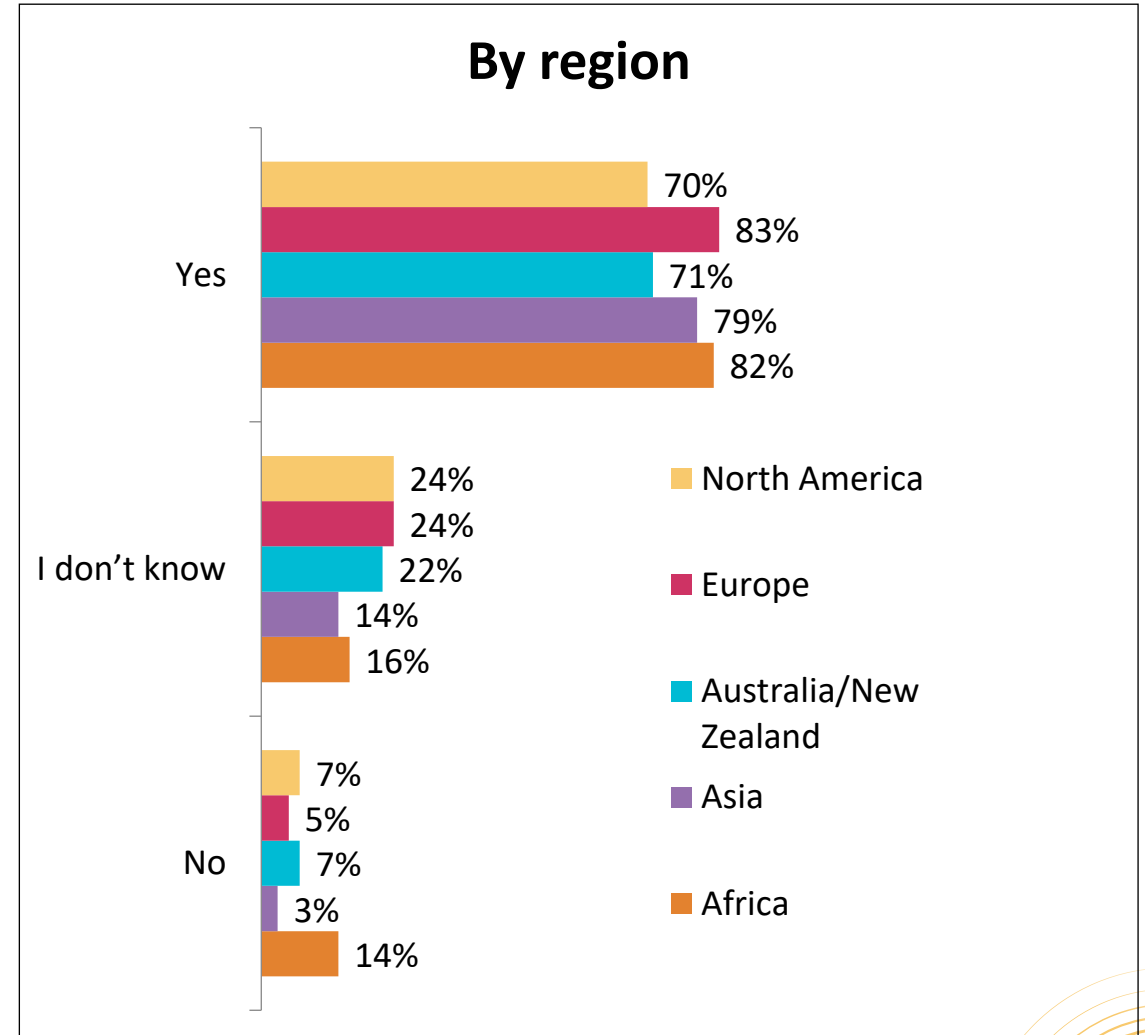
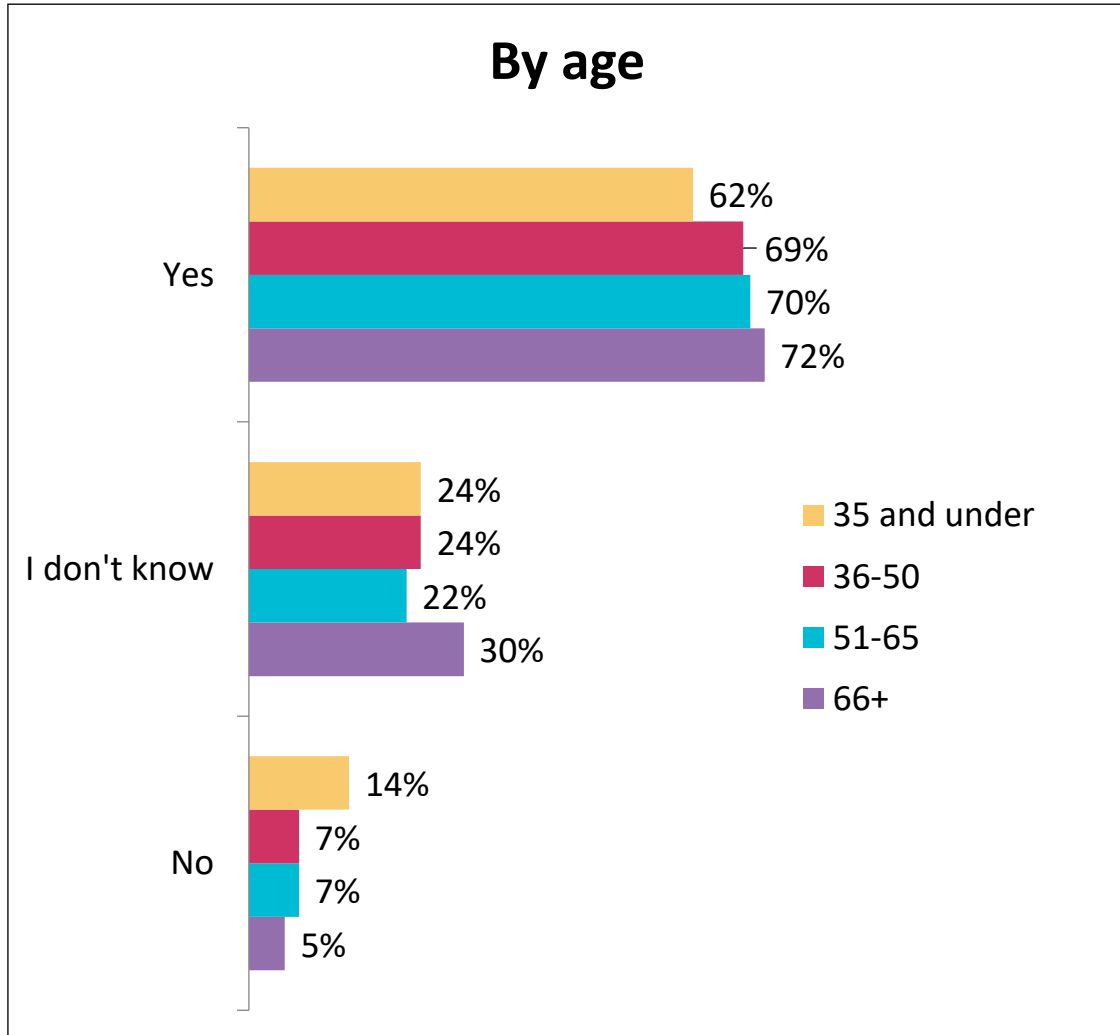
There isn't much difference in response by age or by region



Do you feel Zonta International is set up to be successful over the next five years?

n=3527

There is no significant difference by age or by region on whether they're able to contribute positively to Zonta International



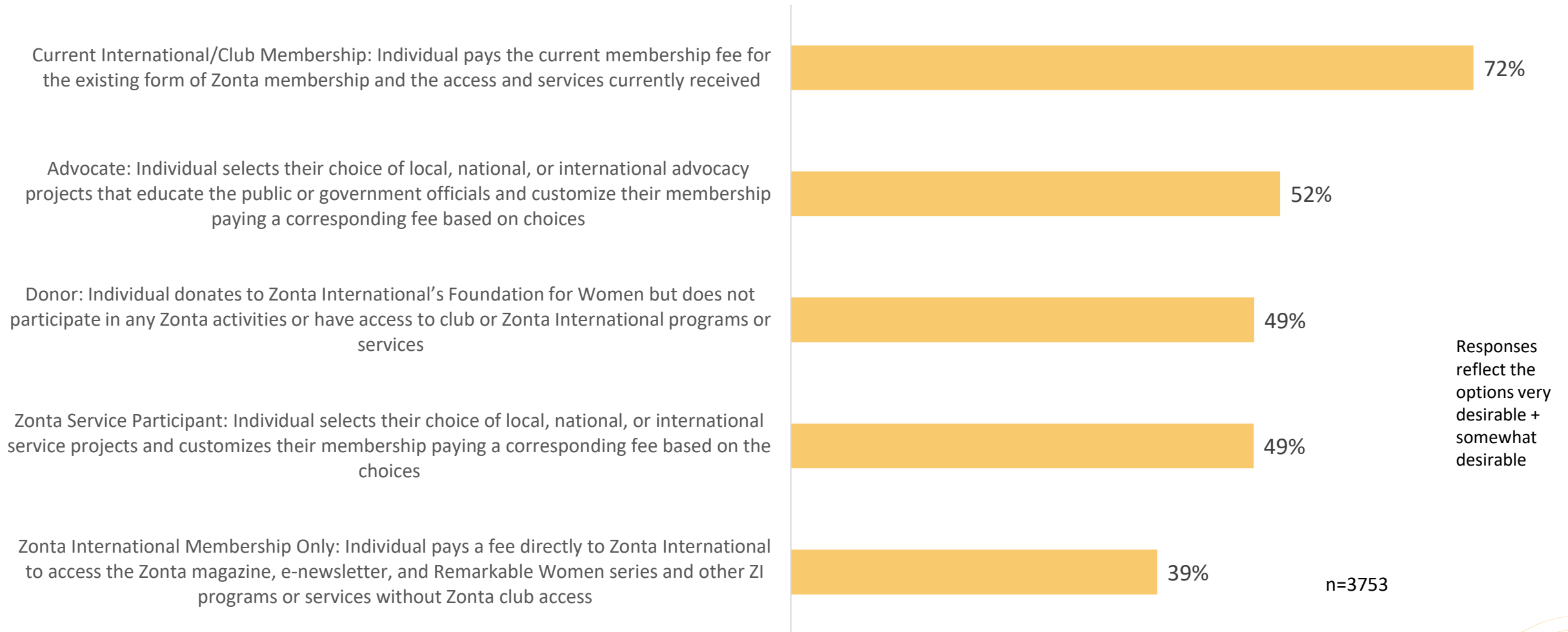
Do you feel welcomed to contribute positively to Zonta International?

n=3524

The reasons Zontians don't know or don't think they are welcome to contribute positively to Zonta International

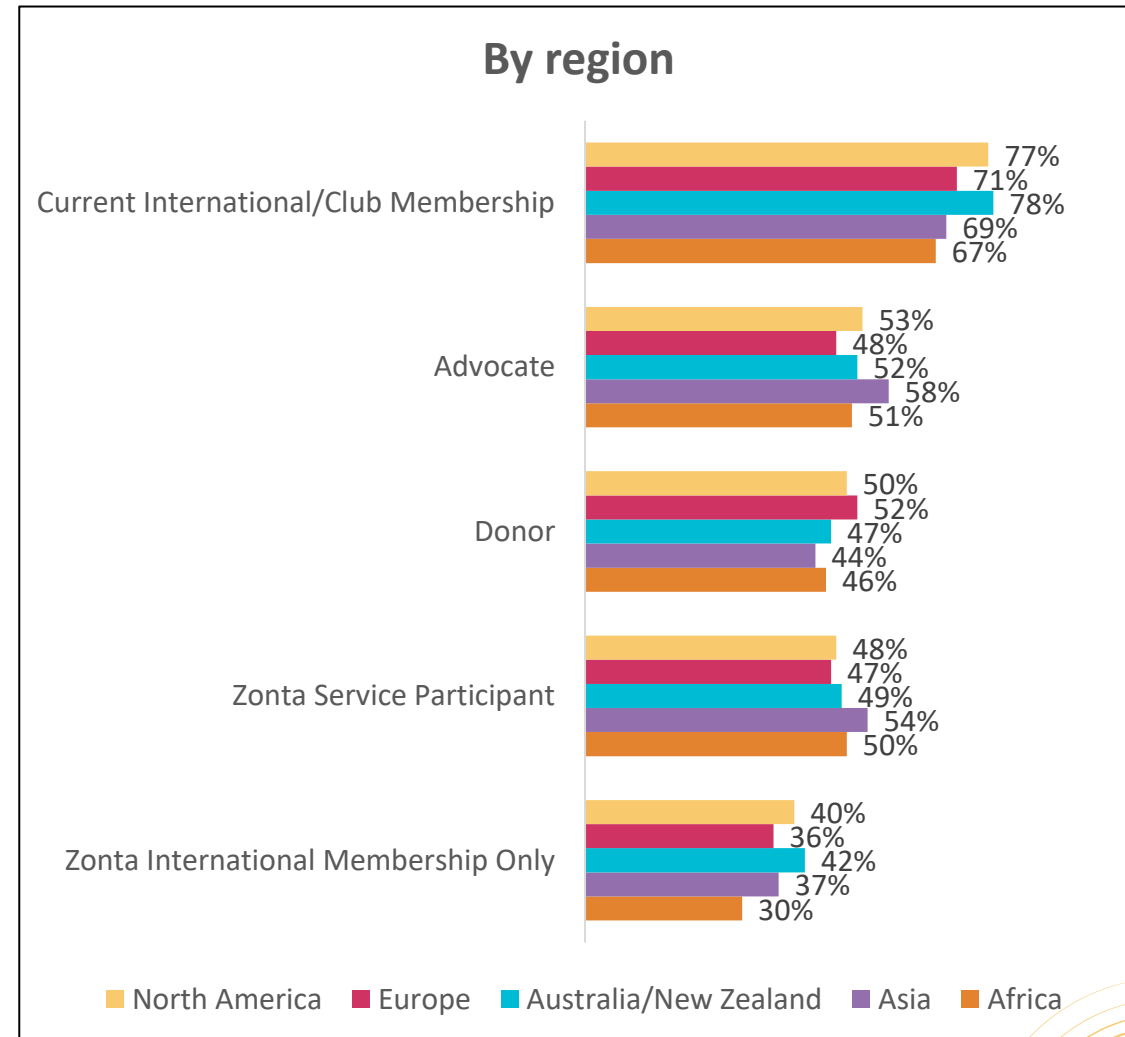
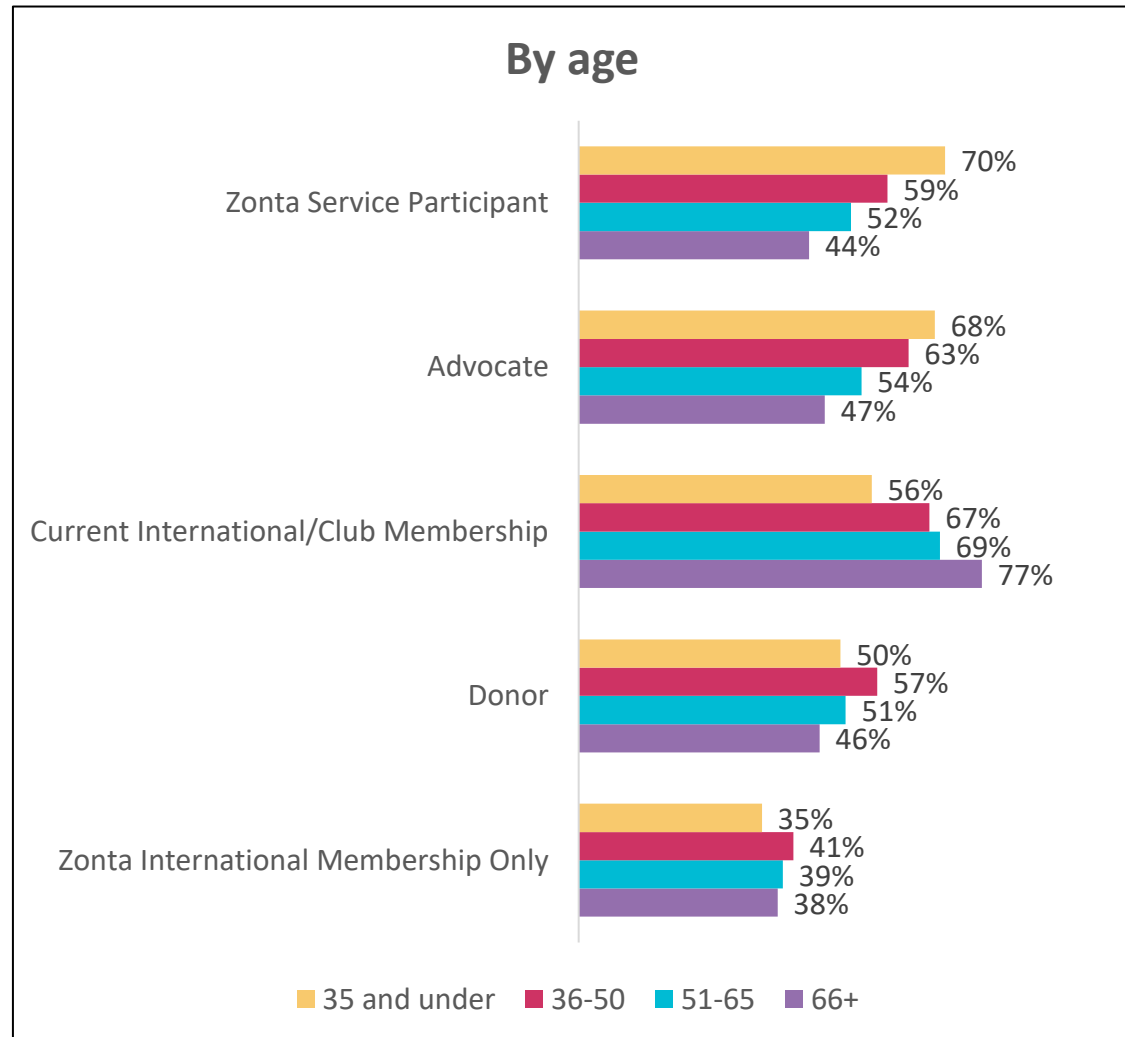
- Unsure of process/process too complex
- Lack of support from district level
- Time is limited and it seems time-consuming
- Too expensive
- Don't feel connected because everything is in English
- Communication issues (both don't know what's happening and too many communications)
- Don't feel there is connection with club to Zonta International
- Feel there is resistance to change
- Contribute already through fees and fund-raising
- Local region gets little in return
- New member/haven't explored getting more involved
- ZI doesn't collaborate well with districts

72% of respondents find the current club model very desirable/desirable, followed by 52% that find a model that allows participants to act as advocates to be very desirable/desirable



Zonta International is exploring alternate options of how people can participate with Zonta in the future. As you consider the variety of ways people might want to participate in the mission of empowering women and girls, how do you view the following engagement models?

Participating in service only is most desirable to those under 35. By region, the current club model is most desirable across continents, with participating as an advocate coming as next most desirable for North America, Australia/New Zealand, Asia and Africa



Zonta International is exploring alternate options of how people can participate with Zonta in the future. As you consider the variety of ways people might want to participate in the mission of empowering women and girls, how do you view the following engagement models?

n=3753



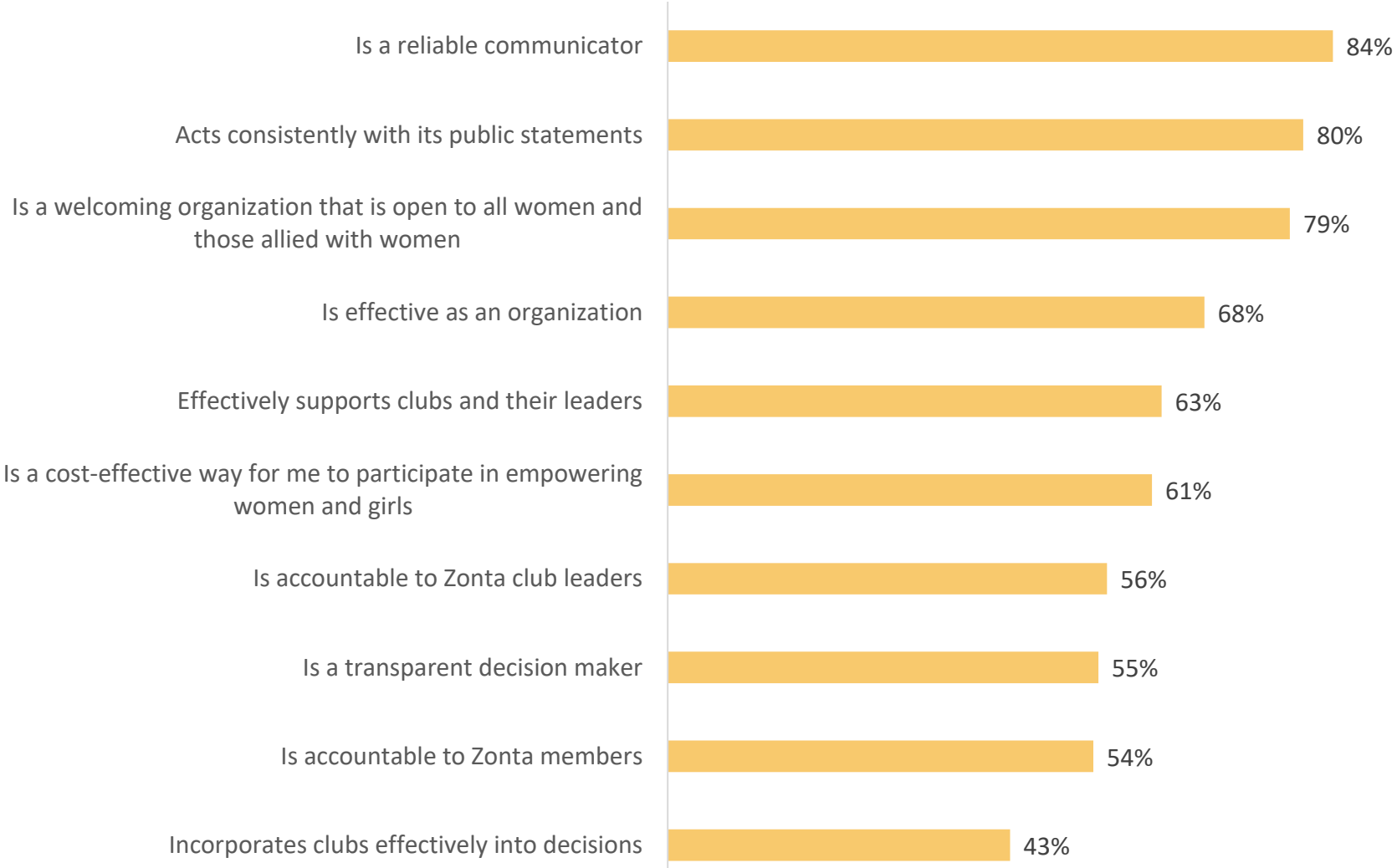
Questions?



What do club leaders think?

Those who responded that they were current club presidents or Board members saw a series of questions about Zonta International, its awards program, its fund-raising and its advocacy efforts.

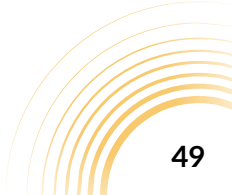
The majority of Zonta leaders think Zonta International is a reliable communicator (84%) that acts consistently with its public statements (80%)



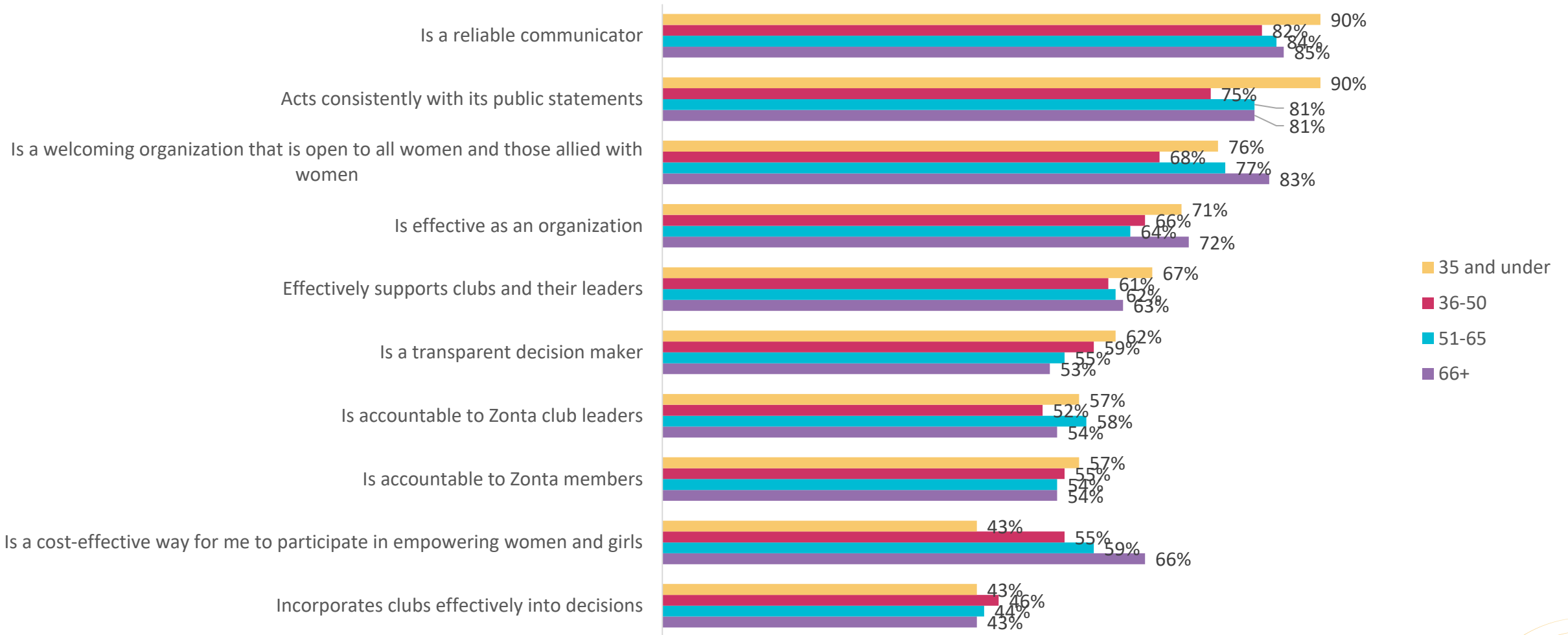
These questions were displayed individually, and respondents were asked on a 5-point scale whether they agreed with the statement. These percentages represent strongly agree + agree.

n=1243-1218

To what extent do you agree or disagree with each of the following statements regarding Zonta International? Zonta International is ...

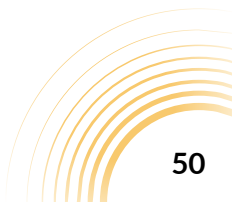


Those aged 35 and under are more likely to agree with the statement that Zonta “acts consistently with its public statements.”

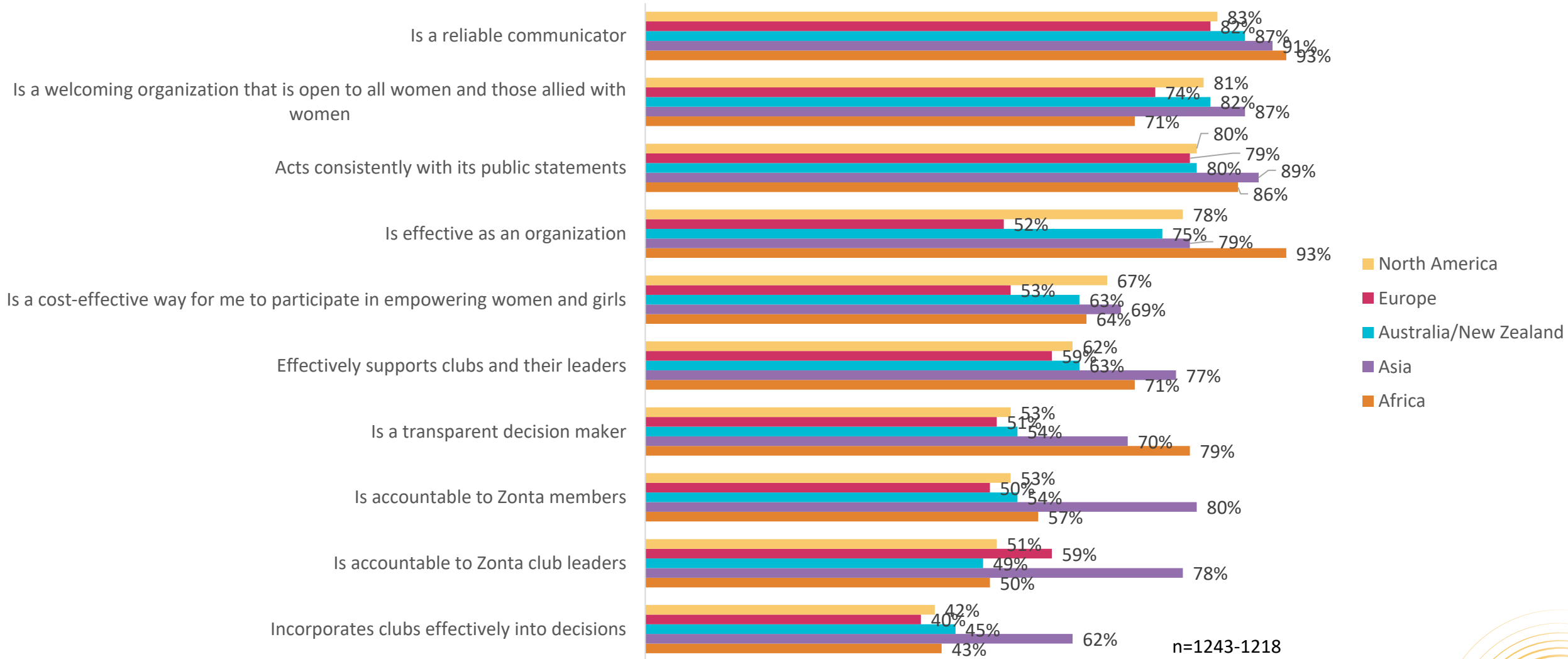


n=1243-1218

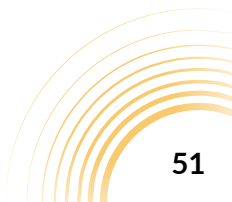
To what extent do you agree or disagree with each of the following statements regarding Zonta International? Zonta International is ...



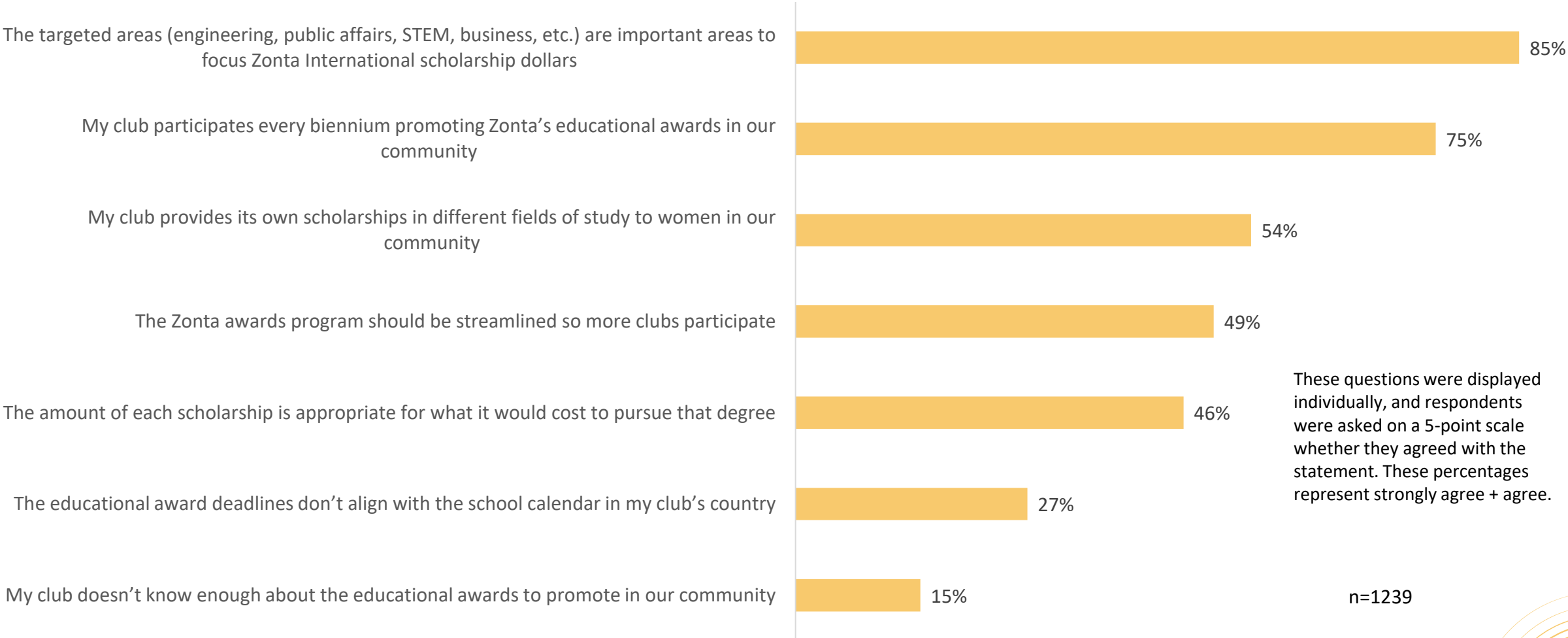
Zontian leaders in North America and Europe are less likely to think Zonta International is a reliable communicator. Zontian leaders in Africa are more likely to agree that Zonta is effective as an organization



To what extent do you agree or disagree with each of the following statements regarding Zonta International? Zonta International is ...

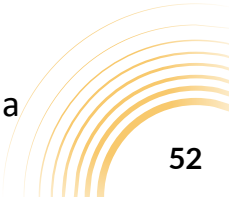


Engineering, public affairs, STEM and business are still important areas to focus Zonta International’s scholarship dollars (85%), according to club leaders

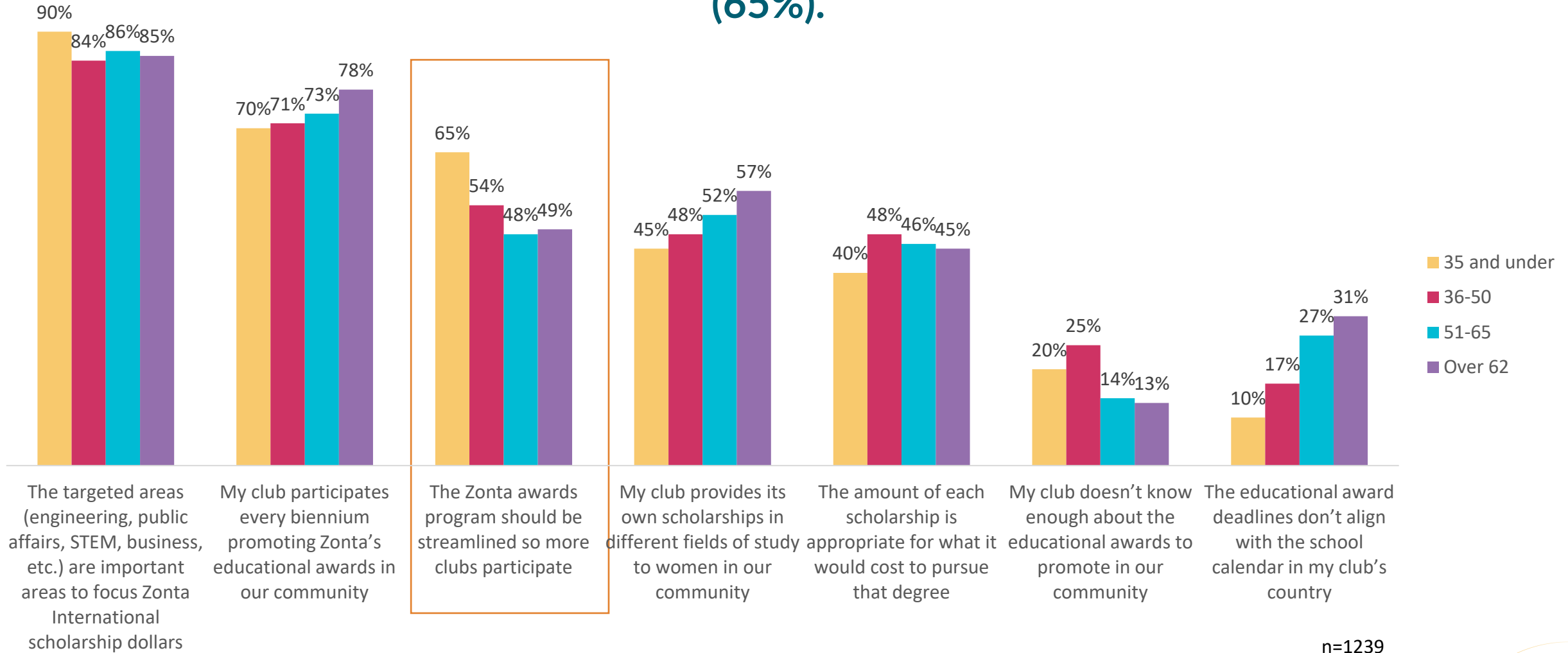


These questions were displayed individually, and respondents were asked on a 5-point scale whether they agreed with the statement. These percentages represent strongly agree + agree.

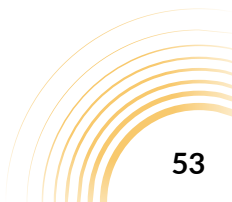
To what extent do you agree or disagree with each of the following statements regarding Zonta International’s education awards (Amelia Earhart Fellowship, Women in Business Scholarship, Women in STEM Scholarship, Young Women in Public Affairs Award)?



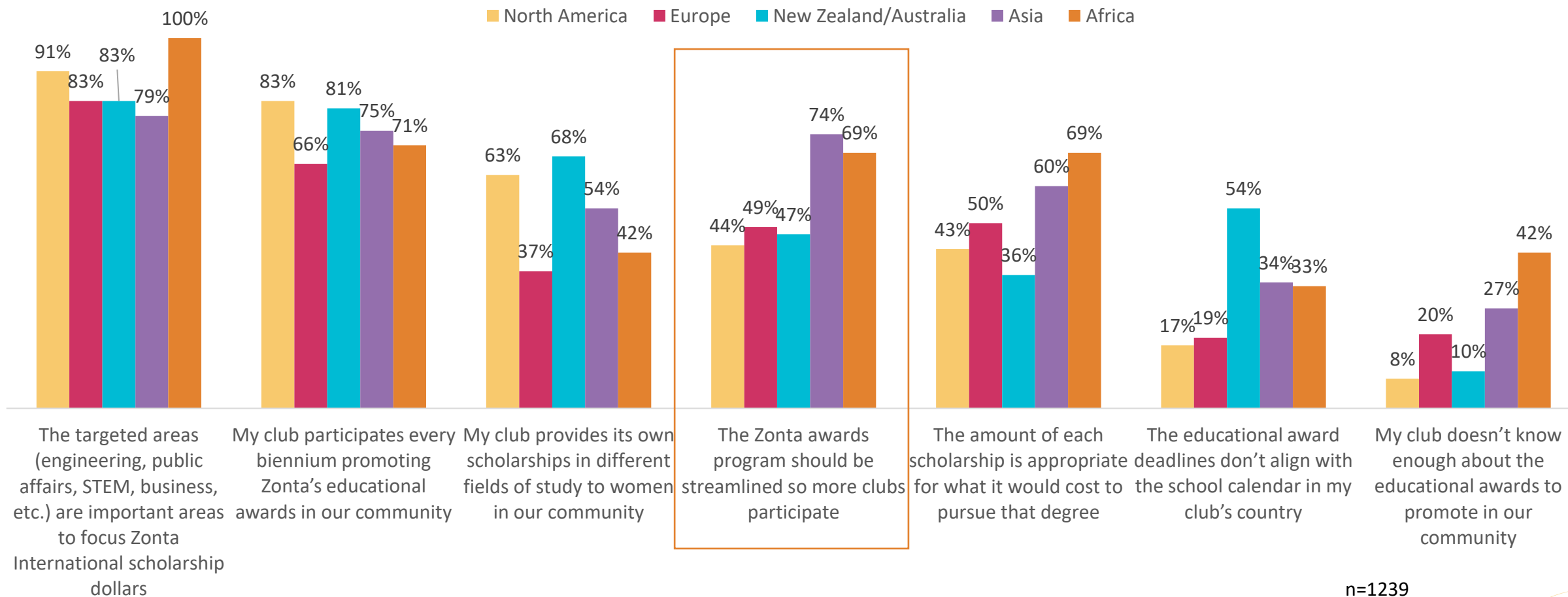
The most agreed with statement is that Zonta's current targeted areas are important. However, there are notable differences in other areas. For instance, those 35 and under are more interested in the awards program being streamlined (65%).



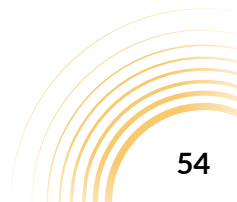
To what extent do you agree or disagree with each of the following statements regarding Zonta International's education awards (Amelia Earhart Fellowship, Women in Business Scholarship, Women in STEM Scholarship, Young Women in Public Affairs Award)?



By region, the most agreed with statement is that Zonta's current targeted areas are important. However, clubs in Asia and Africa are more open to streamlining the awards program (74% and 69%, respectively)



To what extent do you agree or disagree with each of the following statements regarding Zonta International's education awards (Amelia Earhart Fellowship, Women in Business Scholarship, Women in STEM Scholarship, Young Women in Public Affairs Award)?



What are the areas Zonta International should target with its scholarship dollars?

Unnecessary to give scholarships

- Better allocate to advocacy or service projects benefiting more rather than benefit a few scholars
- I do not think that these Scholarships are very necessary

Less structure to how money is spent

- Any area of education that helps women and girls getting a scholarship to help them reach a higher education
- Education
- Enabling educational participation for girls in countries where this is a challenge
- I think there could be scholarships also in "soft" areas like social studies, pedagogy, psychology - not only the male-dominated fields of education are to give recognition in gender issues

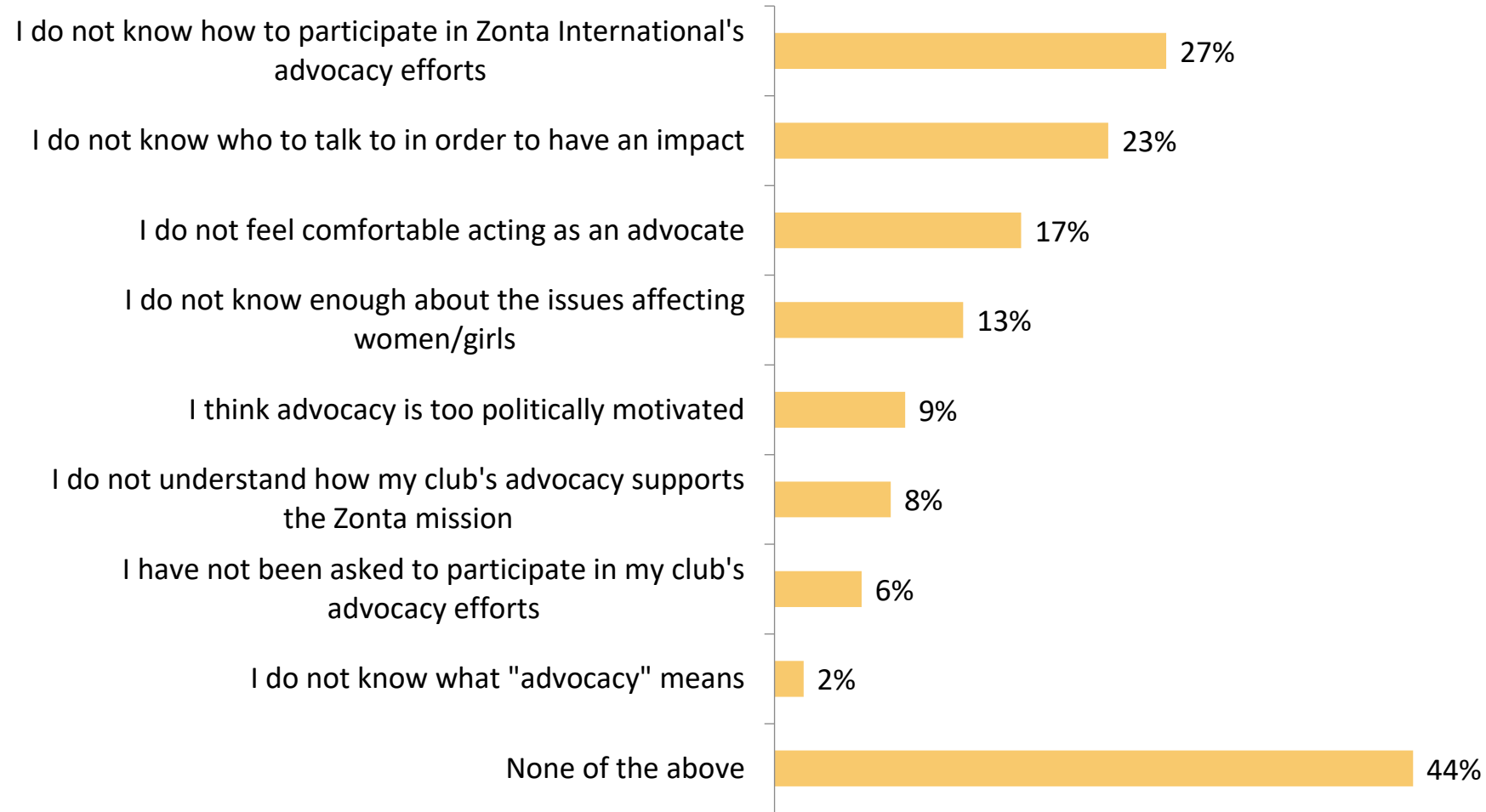
Media/public policy/health care

- Degrees in media to promote advocacy, medical
- Entrepreneurial efforts, big & small
- Health policy, medicine.
- Many young women are employed in the health sector so targeted scholarships in this area would help many women achieve their goals
- Medical field
- Medicine, entrepreneurship
- political education and empowerment of women; delivery of health care policy and education; legal education and policy; advocacy and community engagement.

Developing countries

- primary education in developing countries - scholarships in science and technology
- The poorest girls
- Women and girls in economic disadvantage. Rewarding excellence out of that context does not speak to me at all.

There isn't a clear reason about the challenges to participate as an advocate, as a plurality indicate none of the above (44%). The next top reason was that they don't know how to participate in Zonta International's advocacy efforts



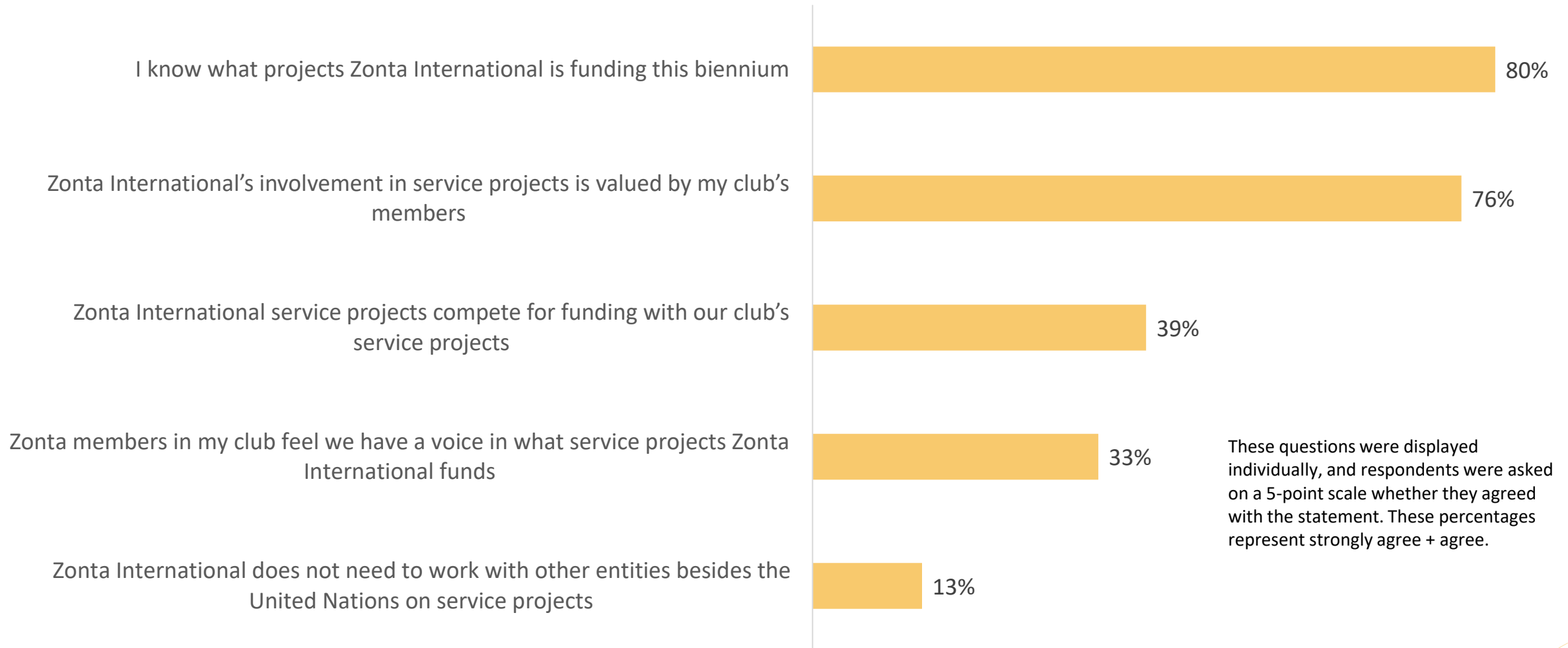
Those over 35 were most likely to say "none of the above":

Those under 35 were most likely to say I don't know how to participate in Zonta International's advocacy efforts or I do not know who to talk to in order to have an impact.

n=3475

What are the 3 biggest challenges to your participation as an advocate on behalf of Zonta International? Select up to 3.

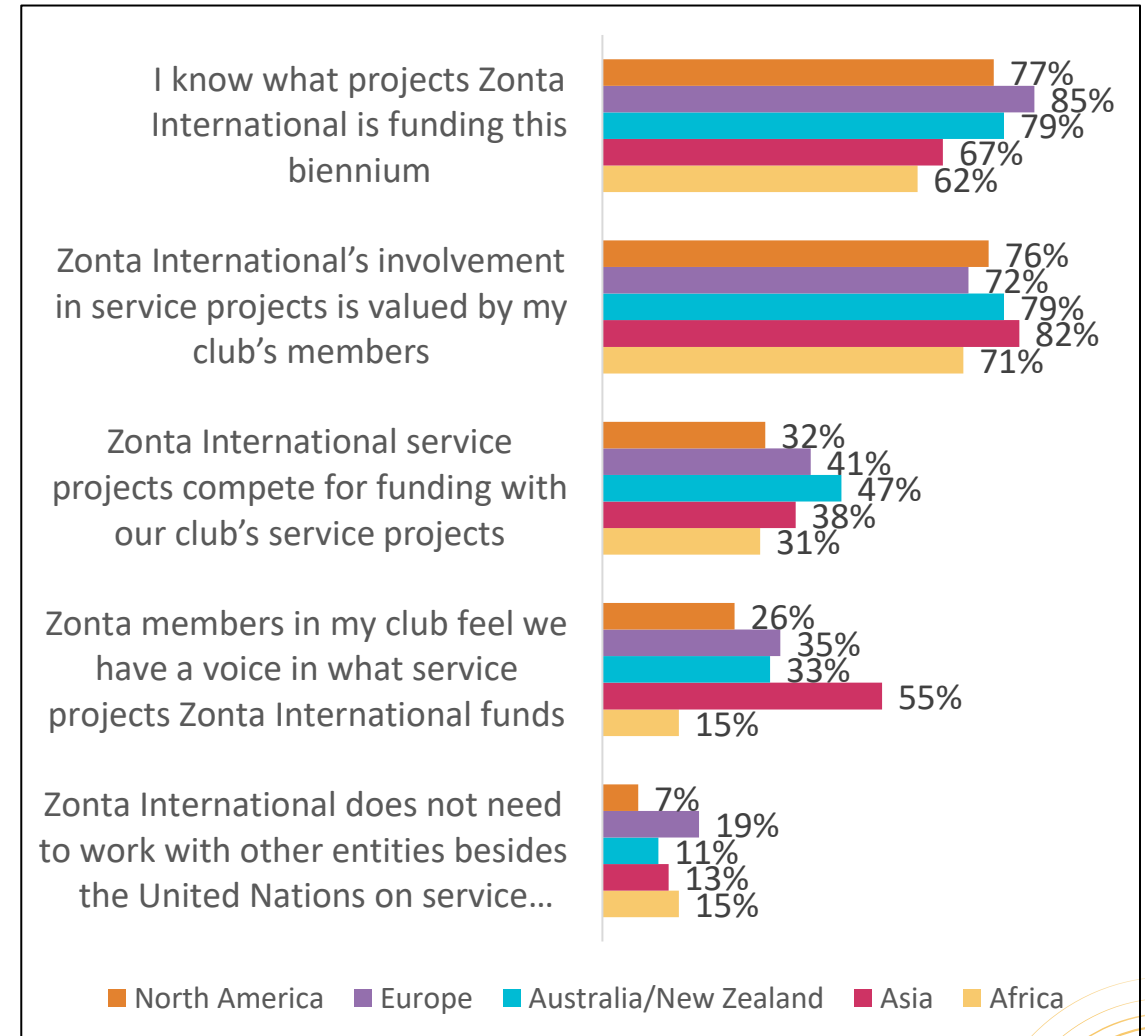
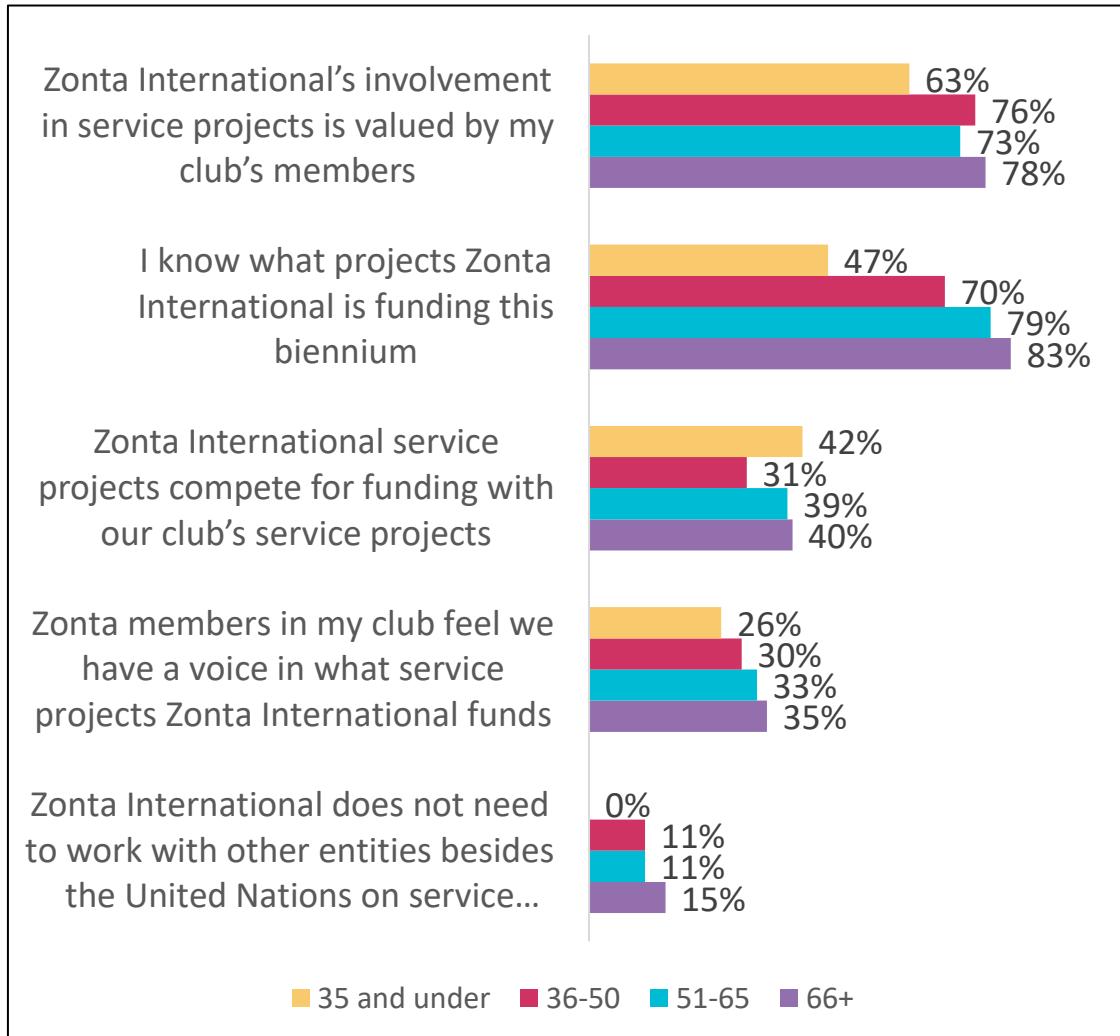
80% of club leaders know what projects Zonta International is involved in this biennium, and 76% believe the involvement in service projects is valued by Zonta club members



n=1221-1229

To what extent do you agree or disagree with each of the following statements regarding Zonta International's service projects?

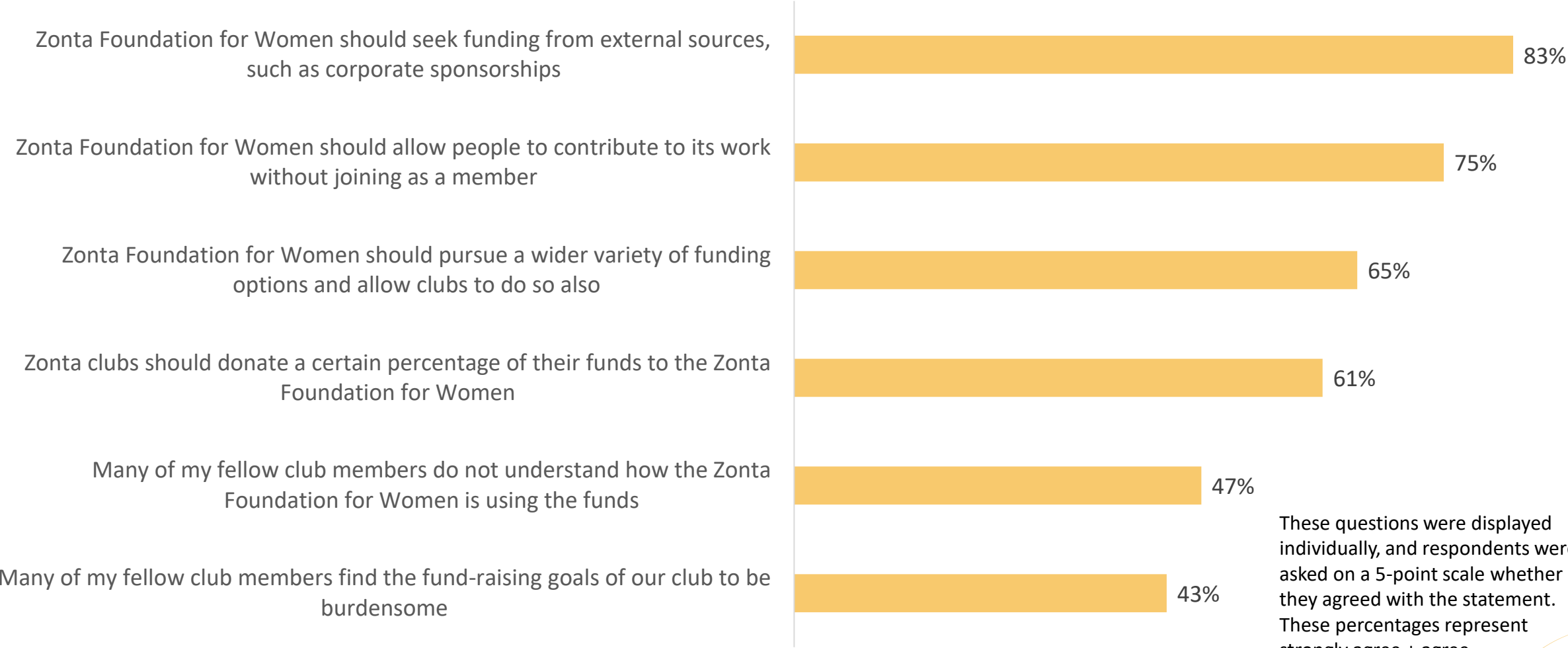
Regardless of age or region, Zontian leaders agree that Zonta International's involvement in service projects is valued by club members, and they know what projects Zonta International is funding this biennium



To what extent do you agree or disagree with each of the following statements regarding Zonta International's service projects?

n=1221-1229

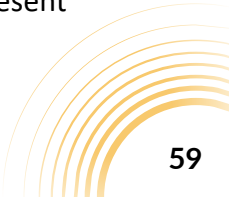
83% of club leaders think Zonta Foundation for Women should seek funding from external sources



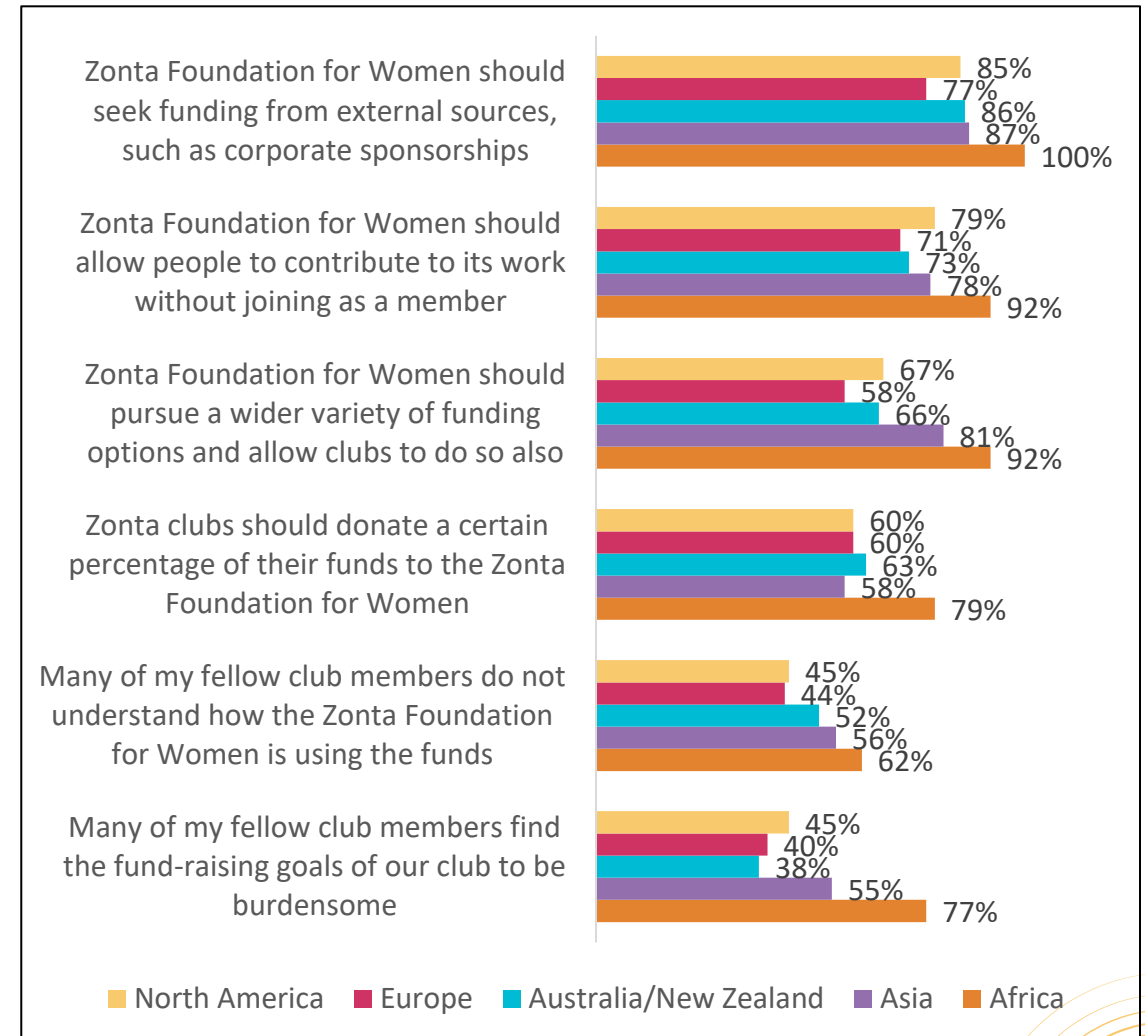
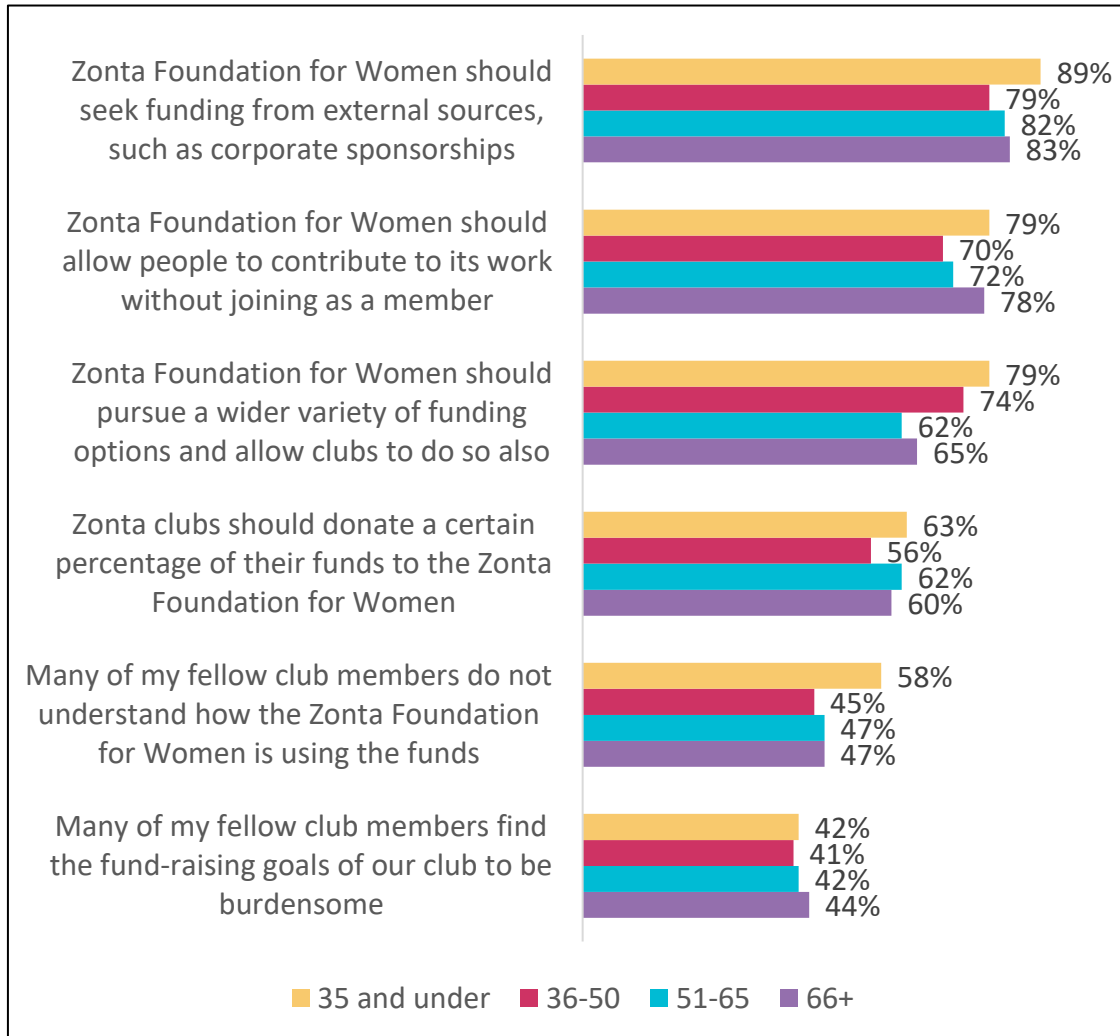
These questions were displayed individually, and respondents were asked on a 5-point scale whether they agreed with the statement. These percentages represent strongly agree + agree.

To what extent do you agree or disagree with each of the following statements regarding fund-raising for the Zonta Foundation for Women?

n=1207-1217



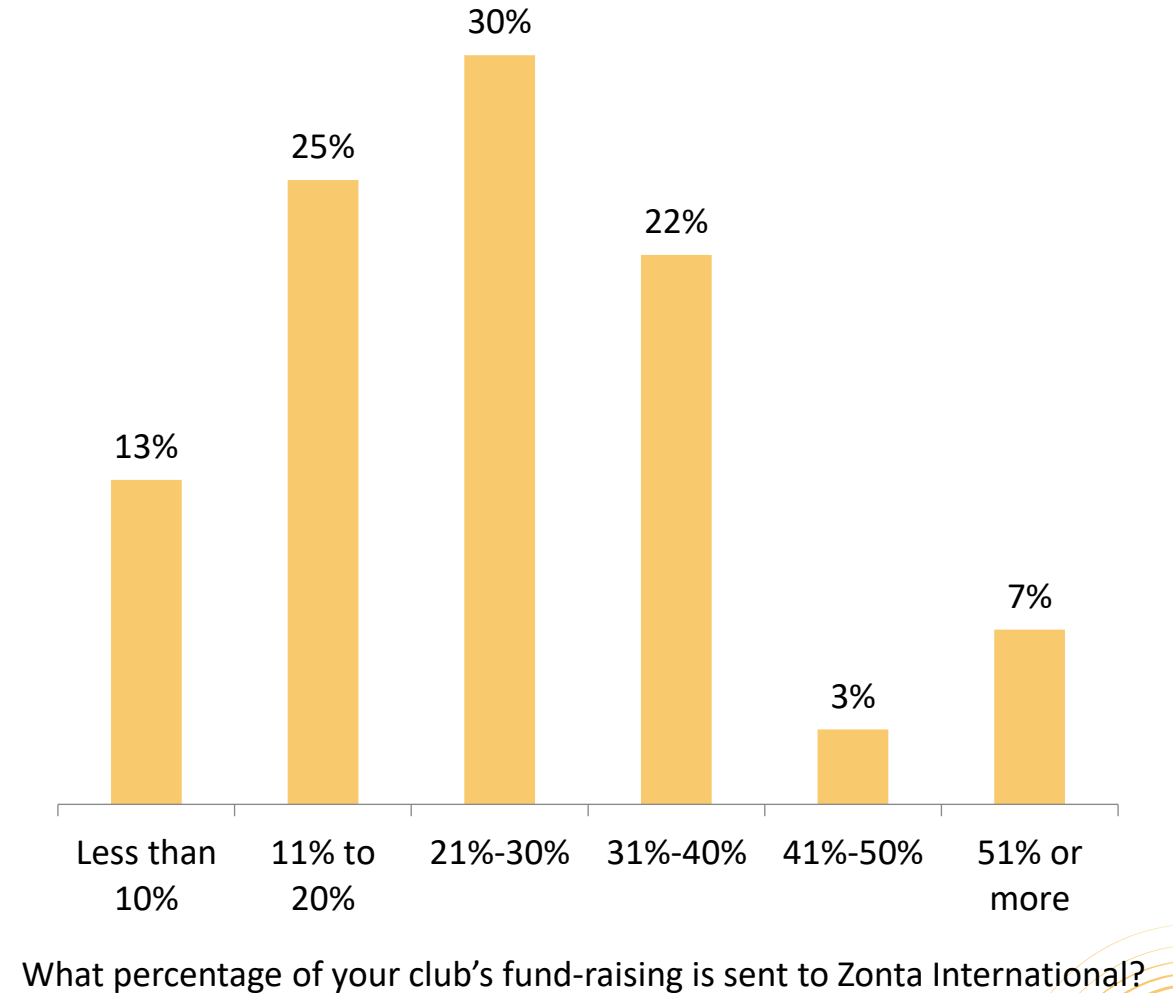
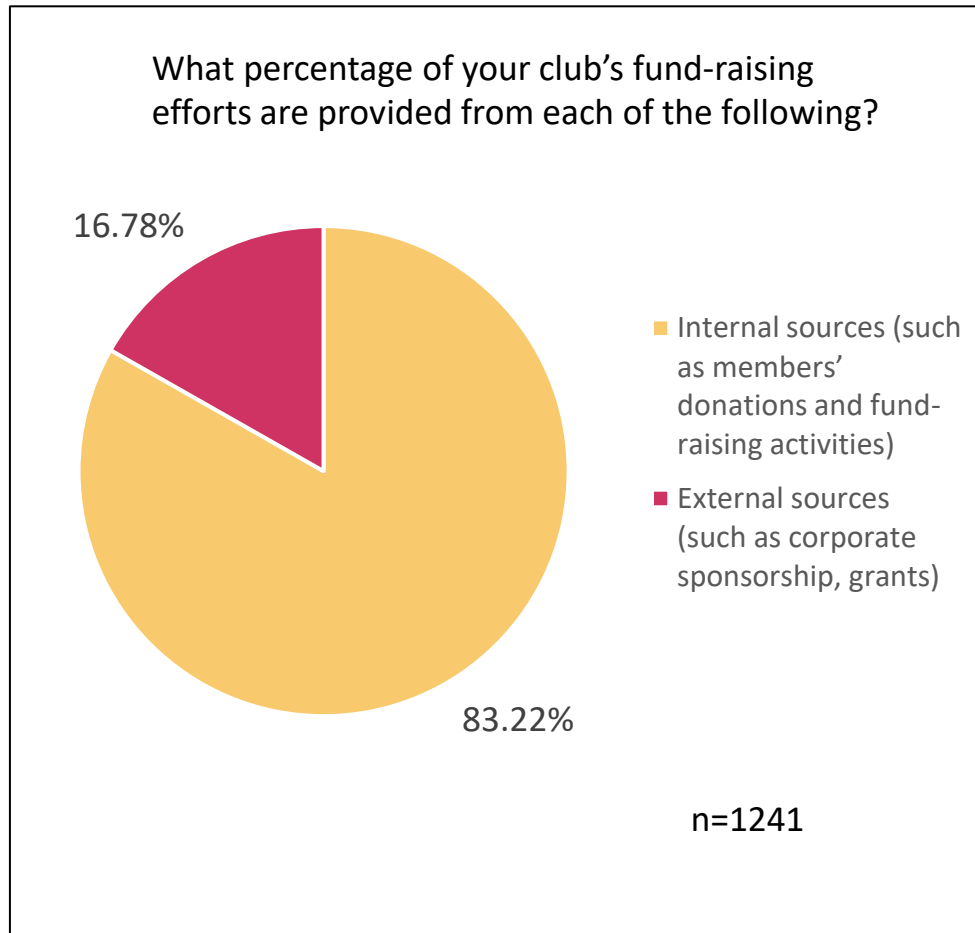
By age and by region, there is agreement about the responses to fund-raising for the Zonta Foundation for Women. However, those 35 and under are more likely to say their fellow members don't understand how the Zonta Foundation for Women is using the funds



To what extent do you agree or disagree with each of the following statements regarding fund-raising for the Zonta Foundation for Women?

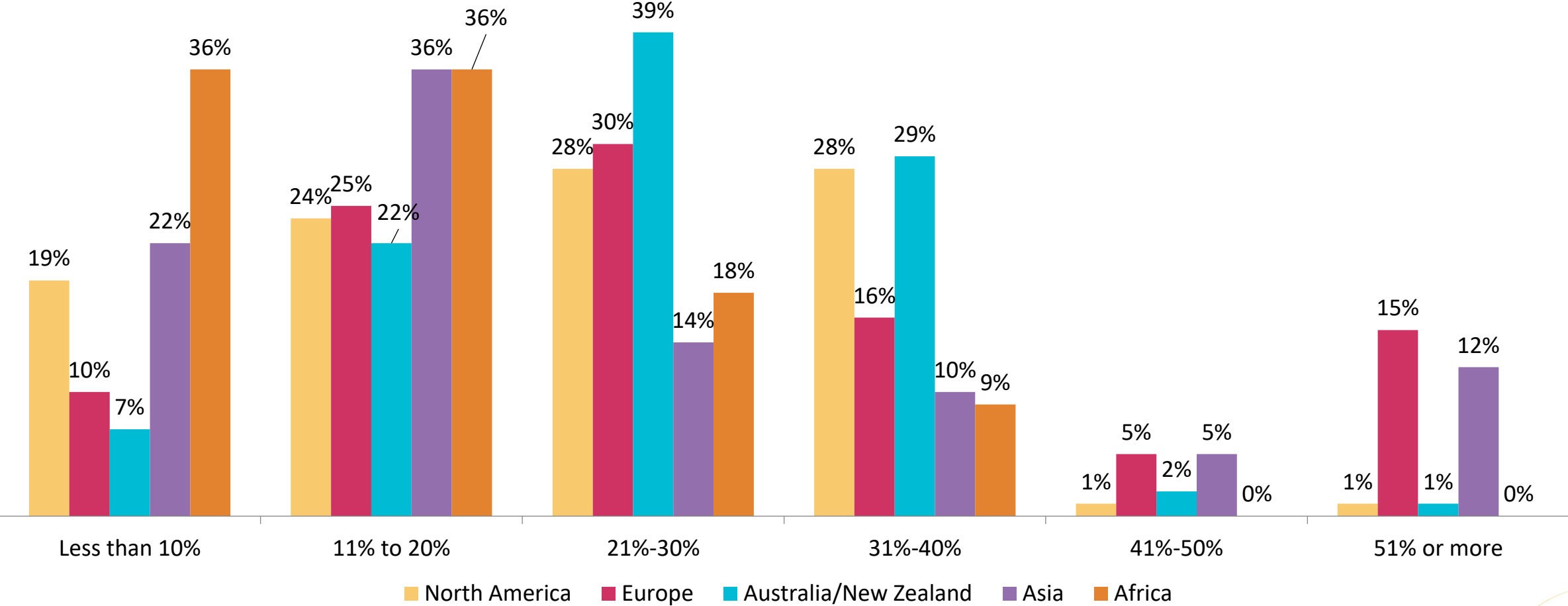
n=1207-1217

The majority of funds raised by clubs is from internal sources, such as members' donations. 30% of clubs are sending at least 21-30% of their donations to Zonta International



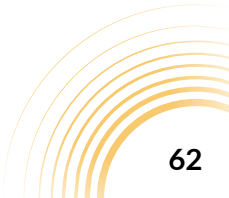
n=1164

Percentage of club fund-raising sent to Zonta International, by region

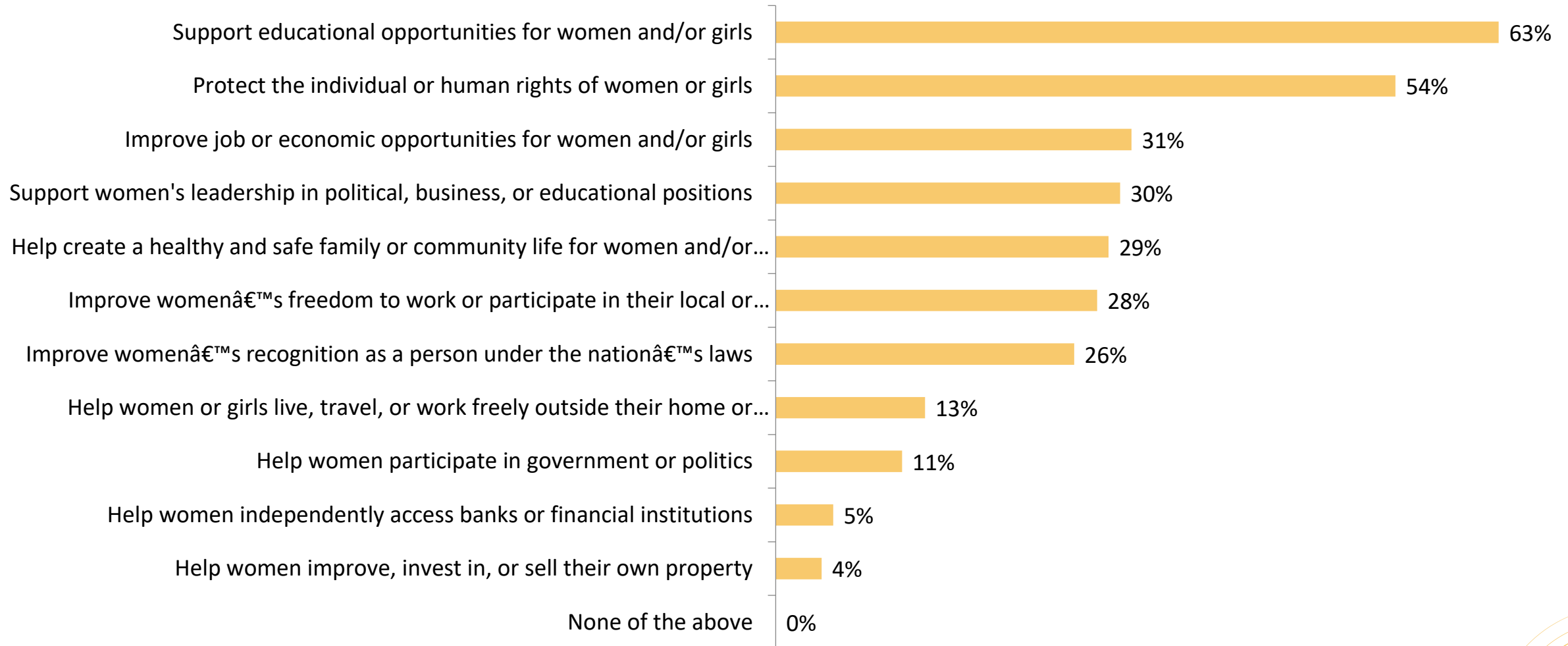


What percentage of your club's fund-raising is sent to Zonta International?

n=1164



Supporting educational opportunities (63%), protecting the individual or human rights of women and girls (54%) and improving job or economic opportunities should be the top 3 priorities for Zonta International over the next 3 years



What are your top 3 priorities for Zonta International over the next 3 years? Select up to 3.

n=3753

Appendix

About Association Laboratory

Association Laboratory Contributors

The following staff contributed to this Report



Nikki Golden, CAE
Strategist
Strategic Lead



Dean West, FASAE
President
Strategic Contributor

Association Laboratory's Strategic Focus

Association Laboratory is an award-winning company serving a global client base of trade and professional associations since 1999. Three key areas of support include:



1
**Research & Strategy
Consulting Services**

Helping identify and implement successful business strategy. Specific areas include:



2
**Sector Research &
Insights**

Producing and disseminating association sector research to hundreds of association leaders.



3
**Education &
Competency
Development**

Producing strategic educational content helping association leaders develop the competencies necessary for success.