

Dear HCCC Members:

We are pleased to share the results of our membership survey conducted this summer (2017). Thank you for your participation and for your enlightening responses. We had a 45% response rate: 135 responses from the 299 members for whom we have email addresses. Here is a summary:

11% have been members for more than 20 years. 27% have been members for 11-20 years. 23% have been members for 6-10 years. This loyalty is impressive and gratifying to the HCCC Board.

About half of you attend at least 3 times a year: 15% of our members try to attend all the events. 8% attend 5-6 times, and 23% attend 3-4 times. We will work to improve these results and explore activities that will entice more of you to try to attend all the events, because 33% of you said you did not attend a particular luncheon due to lack of interest in the program. On the other hand, the upside might be limited, because over 50% of you also reported that, on occasion, you have higher priority demands on your time (e.g., work or social or family).

97% responded that speaker is the reason you attend, 36% like the social aspects, and 31% like special events like the canal cruise. We will continue to work hard to bring top-notch speakers, and we will continue to entertain new ideas about special events—especially in the summer.

88% hear about the events via email, 62% hear about the events via postal mail, and just 5% via other means like word of mouth.

The topics you wanted us to offer more often—most popular first—were: politics/government (76%), science/medicine (58%), economics/business (54%), music (44%), local Cape Cod topics (40%), art (36%), human behavior (33%), travel (22%), religion (16%), fiction (14%), and Harvard happenings (11%). Other topics suggested include humor, the environment, and other liberal arts and humanities.

Regarding the demographic profile of the responders, we can say:

- The geographic and age distribution mirrors that of the whole membership (based on zip code and degree-award date), so we are confident about the statistical significance of the survey results.
- 64% of you are completely retired and another 6% are working fewer than 10 hours per week.
- 76% of you live on Cape Cod all year round; 14% winter elsewhere; and 5% are here principally in the summer.

Your overall Satisfaction with the Events and Programs was high: 74% rated the HCCC at 7 or above (on a 10-point scale) and 31% rated the HCCC at 9 or 10. The Board appreciates your support, and we will work hard to keep your interest and approval.

Barbara W. Wellnitz
President

Peter R. Bono
VP, Membership