U.S. Masters Swimming
Membership Survey 2011
Comparison of current and past members

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- Understand current and past members' satisfaction with USMS services and benefits
- Reveal factors that lead to member retention
- Compare and contrast findings between groups

Purpose

- Metropolitan State College Marketing Chair Dr. Clay Daughtery, and Dr. Greg Black and Dr. Nicole Vowles are retained by USMS to develop, administer, analyze and present conclusions from the surveys

- Survey #1 was sent electronically in early 2011 to 38,775 renewing USMS members

  ◦ 8,397 responded to the survey

- Survey #2 was sent electronically in early 2011 to 34,729 individuals who were registered members in 2009 and 2010 but had not renewed for 2011 USMS membership

  ◦ 2,567 responded to the survey

- *Because respondents self-selected, the samples are not truly random and cannot be assumed to represent the population of USMS members. For example, the proportion of competitive swimmer respondents was greater than the USMS population.*

- *All reported results reflect statistical significance at the 99% confidence level; the differences, though, can still be slight.*

Method

Current Members	**Non-Renewing Members**
• 6.9 average years of membership	• 4.2 average years of membership
• 86% join every year	• 41% joined every year
• More likely to be a competitive swimmer	• More likely to swim for fitness
• Average age 49.0	• Average age 45.1
• 63% have no kids at home	• 62% have no kids at home
• Of the kids at home, more are elementary or older	• Of the kids at home, more are elementary and younger
• Have a slightly higher average household income	• Have a slightly lower average household income
• Tend to be involved in fewer non-swimming activities	• Tend to be involved in more non-swimming activities

	Current Members	**Non-Renewing Members**
Fitness	26.0%	39.0%
Competition - pool	59.2%	40.1%
Open water	34.0%	23.6%
Triathlon	23.7%	28.9%
Other	5.6%	6.1%

Self Identified Market Segment

- Competitive swimmers are most satisfied and feel the strongest affinity to USMS

- Fitness swimmers would appreciate more support and program services – and many of the things they are looking for USMS already provides but needs to do a better job of promoting and finding the services

- Current USMS members are geographically closer to their clubs' pools, more engaged with their clubs' social activities, and more positive about coaches

Key Findings: Current Members

- Non-renewing members feel a lower affiliation with USMS

- Non-renewing Fitness Swimmers does not understand the typical swimming language (i.e. repeat 100s, go on the next bottom, etc.) and can easily feel intimidated

- If the non-renewing Fitness Swimmer does not feel we (we being his/her coach, LMSC, USMS, etc.) are helping reach their fitness goals, they will likely leave the Masters program within two years

Key Findings: Non-Renewing Members

- The triathlete non-renewing segment does not want to feel disrespected because they are not the fastest swimmers or not a competitive swimmer or only swims freestyle or only comes to practice a couple days a week

- The non-renewing member has a lower perceived increase in both fitness and swimming ability as a result of membership

- Non-renewing members are more likely to swim alone (21% compared to 14%) and are more price sensitive for both practices and membership

- Non-renewing members have a less positive overall attitude toward swimming

Key Findings: Non-Renewing Members

- Focus on segmentation and opportunities for each market, recognizing different needs and some overlap between groups
  - Examples could include tiered membership programs and loyalty rewards
- Educate coaches on the different market segments
- Make it easier to find information via club, LMSC and usms.org websites by segmentation
- More effectively communicate current programs and member benefits

Opportunities (1 of 3)

- Create achievement opportunities that are not competitive based for the Fitness Swimmer
- Continue to improve existing tools
  - Add functionality and access to the Fitness Log
  - Increase/promote accessibility to online workouts
- Connect those who swim alone or are unattached with a club whether that club is virtual or real

Opportunities (2 of 3)

- Create some new tools
  - Online "virtual clubs" with coaches, workouts, and networking for members – replicate the team experience for those who are further from teams or who prefer to swim independently
  - Training programs, i.e., working up to a 5K Postal
- Make membership easy and reward loyalty
  - Focus on retention of first-year members
  - Acknowledge membership milestones (i.e., "10 year member" caps)

Opportunities (3 of 3)