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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
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?

<table>
<thead>
<tr>
<th>Category</th>
<th>Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Region</strong></td>
<td></td>
</tr>
<tr>
<td>North America</td>
<td>29%</td>
</tr>
<tr>
<td>Europe</td>
<td>35%</td>
</tr>
<tr>
<td>Australia/New Zealand</td>
<td>18%</td>
</tr>
<tr>
<td>Asia</td>
<td>0.07%</td>
</tr>
<tr>
<td>Africa</td>
<td>0.01%</td>
</tr>
<tr>
<td><strong>Age</strong></td>
<td></td>
</tr>
<tr>
<td>35 and Under</td>
<td>3%</td>
</tr>
<tr>
<td>36-50</td>
<td>10%</td>
</tr>
<tr>
<td>51-65</td>
<td>38%</td>
</tr>
<tr>
<td>66+</td>
<td>49%</td>
</tr>
<tr>
<td><strong>Years as a Zontian</strong></td>
<td></td>
</tr>
<tr>
<td>5 years or less</td>
<td>31%</td>
</tr>
<tr>
<td>6 years to 15 years</td>
<td>29%</td>
</tr>
<tr>
<td>16-25 years</td>
<td>22%</td>
</tr>
<tr>
<td>26+</td>
<td>18%</td>
</tr>
</tbody>
</table>

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.
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
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%

What year were you born? (Age regrouped)

n=3805
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

- Yes: 73%
- No: 27%

Which best describes your volunteer relationship with Zonta?* Choose all that apply. n=2546

- Current club president or board member: 49%
- Former club president or board member within the last five years: 44%
- Current district or area board member: 13%
- Former district or area board member within the last five years: 14%
- Current international officer, board member, or committee chair or member: 5%
- Former international officer, board member or committee chair or member within the last five years: 5%
- None of the above: 8%

* 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?

- Yes: 97%
- No: 1%
- I do not have a local Zonta club or e-club: 1%
- I do not know if there is a Zonta club or e-club near me: 0%

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

North America
- Lack of personal financial freedom (36%)
- Fear of gender-based violence (24%)
- Lack of opportunity caused by family or traditional gender roles (27%)

Europe
- Fear of gender-based violence (35%)
- Fear of impact of climate change (33%)
- Lack of political participation or leadership (28%)

Asia
- Lack of personal financial freedom (37%)
- Lack of access to employment (33%)
- Lack of political participation or leadership (31%)

Africa
- Lack of political participation or leadership (38%)
- Lack of access to education (38%)
- Fear of gender-based violence (24%)
- Lack of opportunity caused by family or traditional roles (30%)

Australia/New Zealand
- Fear of gender-based violence (55%)
- Fear of impact of climate change (33%)
- Lack of personal financial freedom (29%)

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

Support educational opportunities for women and/or girls
Protect the individual or human rights of women or girls
Support women’s leadership in political, business, or educational positions
Improve job or economic opportunities for women and/or girls
Help create a healthy and safe family or community life for women and/or girls
Improve women’s recognition as a person under the nation’s laws

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

North America
- Support educational opportunities for women and girls (63%)
- Protect the individual or human rights of women and girls (58%)
- Improve job or economic opportunities for women and girls (36%)

Africa
- Support educational opportunities for women and girls (65%)
- Protect the individual or human rights of women and girls (37%)
- Improve job or economic opportunities for women and girls (37%)
- Improve women’s freedom to work or participate in their local or national economy (35%)
- Support women’s leadership in political, business or educational positions (35%)

Europe
- Support educational opportunities for women and girls (67%)
- Protect the individual or human rights of women and girls (52%)
- Support women’s leadership in political, business or educational positions (34%)

Asia
- Support educational opportunities for women and girls (55%)
- Improve job or economic opportunities for women and girls (46%)
- Help create a healthy and safe family or community life for women and girls (37%)

Australia/New Zealand
- Support educational opportunities for women and girls (63%)
- Protect the individual or human rights of women or girls (60%)
- Help create a healthy and safe family or community life for women and girls (38%)
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.

- Support educational opportunities for women and/or girls
- Protect the individual or human rights of women or girls
- Improve job or economic opportunities for women and/or girls
- Help create a healthy and safe family or community life for women and/or girls
- Improve women's freedom to work or participate in their local or national economy
- Support women's leadership in political, business, or educational positions

North America
Europe
Australia/New Zealand
Asia
Africa

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.

- Working on local service projects: 52%
- Socializing with women in my community: 43%
- Raising money for local service projects: 35%
- Learning about local issues impacting women or girls: 33%
- Improving public awareness of our club’s activities: 25%
- Raising money for international projects and scholarships: 23%
- Participating in my club’s social activities: 23%
- Participating in district/area activities: 20%
- Raising money for local scholarships: 16%
- Creating a professional or business network: 7%
- Participating in mentoring activities in my community: 7%
- Improving my leadership or professional skills: 6%
- Recognition within my local community: 2%
- None of the above: 1%

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.

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.

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+

**Table of Reasons for Participating at the Worldwide Level of Zonta International**

<table>
<thead>
<tr>
<th>Reason</th>
<th>35 and under</th>
<th>36-50</th>
<th>51-65</th>
<th>66+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Supporting efforts by the UN to advance women and girls</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Learning about the global issues impacting women or girls</td>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Learning from other women leaders</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Working on global initiatives</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Socializing with other women around the world</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Contributing to Zonta International global policy and strategy</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Raising money for global initiatives or scholarships</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Improving public awareness of Zonta International's mission</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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.

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%).

- There is not a Zonta club in my area: 15%
- My family responsibilities limit my time: 12%
- I do not know how to get involved: 11%
- I participate with other local groups: 10%
- I do not have the money to participate: 9%
- I do not know any person involved in Zonta: 7%
- I participate with other national or international groups: 5%
- I do not understand what Zonta is trying to accomplish: 5%
- I prefer to donate money instead of my time: 4%
- The local service projects do not interest me: 3%
- I do not feel welcome at Zonta meetings: 3%
- Participation requires too much travel: 3%
- None of the above: 41%

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%
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%).

Advocacy Roles-- Bringing attention to the issues impacting women and girls to the public or political, education or… 78%

Education Roles-- providing information on the issues impacting women and girls. 62%

Service Roles-- providing international or local services helping women or girls. 57%

Educational Funding Roles -- providing scholarships or financial support for women in certain business sectors or career paths. 36%

Fund-raising Role -- raising money to fund Zonta International's service projects or scholarships. 29%

Networking -- bringing people together to discuss issues and share ideas. 23%

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.
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?

There are not great differences in how often respondents interact with Zonta International or their club by age. Respondents in Africa were more likely to access Zonta International resources several times a week (22%).

46% participate or access resources from its local club several times a month, compared to Zonta International at 31%.
Questions?
Although Zonta International plays a slightly more important role in the success of Zonta’s mission, respondents are more satisfied with their clubs.

How important is Zonta International and your club to the overall success of the mission of empowering women and girls?

- Zonta International: 89%
- Zonta Club: 85%

Respondents were asked to rate the response on a level of importance. These responses reflect Extremely Important + Moderately Important.

How satisfied are you with each of the following?

- Zonta International: 83%
- Zonta Club: 75%

Respondents were asked to rate the response on a level of satisfaction. These responses reflect Very Satisfied + Somewhat Important.
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.
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

- Yes: 65%
- No: 14%
- I don't know: 22%

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

- Yes: 93%
- No: 3%
- I don't know: 3%
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?  

**By age**
- Yes: 57%, 57%, 66%, 65%
- No: 16%, 19%, 13%, 13%
- I don't know: 27%, 23%, 21%, 21%

**By region**
- Yes: 68%, 67%, 69%, 73%, 71%
- No: 2%, 15%, 19%, 10%, 6%
- I don't know: 2%, 15%, 9%, 15%, 23%
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

By age

- **Yes**
  - 35 and under: 95%
  - 36-50: 90%
  - 51-65: 93%
  - 66+: 94%

- **I don’t know**
  - 35 and under: 3%
  - 36-50: 5%
  - 51-65: 4%
  - 66+: 3%

- **No**
  - 35 and under: 3%
  - 36-50: 5%
  - 51-65: 3%
  - 66+: 3%

By region

- **Yes**
  - North America: 94%
  - Europe: 93%
  - Australia/New Zealand: 95%
  - Asia: 94%
  - Africa: 92%

- **I don’t know**
  - North America: 3%
  - Europe: 4%
  - Australia/New Zealand: 4%
  - Asia: 2%
  - Africa: 6%

- **No**
  - North America: 3%
  - Europe: 3%
  - Australia/New Zealand: 3%
  - Asia: 3%
  - Africa: 2%

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.

By age:

- Yes:
  - 35 and under: 66%
  - 36-50: 67%
  - 51-65: 69%
  - 66+: 68%

- I don’t know:
  - 35 and under: 30%
  - 36-50: 29%
  - 51-65: 29%
  - 66+: 30%

- No:
  - 35 and under: 1%
  - 36-50: 4%
  - 51-65: 3%
  - 66+: 3%

By region:

- Yes:
  - North America: 63%
  - Europe: 67%
  - Australia/New Zealand: 68%
  - Asia: 79%

- I don’t know:
  - North America: 33%
  - Europe: 30%
  - Australia/New Zealand: 18%

- No:
  - North America: 4%
  - Europe: 3%
  - Australia/New Zealand: 7%

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.

**By age**
- Yes:
  - 35 and under: 62%
  - 36-50: 69%
  - 51-65: 70%
  - 66+: 72%
- I don't know:
  - 35 and under: 24%
  - 36-50: 24%
  - 51-65: 22%
  - 66+: 30%
- No:
  - 35 and under: 14%
  - 36-50: 7%
  - 51-65: 7%
  - 66+: 5%

**By region**
- Yes:
  - North America: 70%
  - Europe: 83%
  - Australia/New Zealand: 71%
  - Asia: 79%
  - Africa: 82%
- I don't know:
  - North America: 24%
  - Europe: 24%
  - Australia/New Zealand: 14%
  - Asia: 16%
- No:
  - North America: 7%
  - Europe: 5%
  - Australia/New Zealand: 7%
  - Asia: 3%
  - Africa: 14%

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

Current International/Club Membership: Individual pays the current membership fee for the existing form of Zonta membership and the access and services currently received - 72%

Advocate: Individual selects their choice of local, national, or international advocacy projects that educate the public or government officials and customize their membership paying a corresponding fee based on choices - 52%

Donor: Individual donates to Zonta International’s Foundation for Women but does not participate in any Zonta activities or have access to club or Zonta International programs or services - 49%

Zonta Service Participant: Individual selects their choice of local, national, or international service projects and customizes their membership paying a corresponding fee based on the choices - 49%

Zonta International Membership Only: Individual pays a fee directly to Zonta International to access the Zonta magazine, e-newsletter, and Remarkable Women series and other ZI programs or services without Zonta club access - 39%

Responses reflect the options very desirable + somewhat desirable

n=3753

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?

**By age**
- **Zonta Service Participant**: 70% (35 and under), 44% (36-50), 52% (51-65), 59% (66+)
- **Advocate**: 68% (35 and under), 63% (36-50), 54% (51-65), 47% (66+)
- **Current International/Club Membership**: 56% (35 and under), 67% (36-50), 69% (51-65), 77% (66+)
- **Donor**: 50% (35 and under), 57% (36-50), 51% (51-65), 46% (66+)
- **Zonta International Membership Only**: 35% (35 and under), 41% (36-50), 39% (51-65), 38% (66+)

**By region**
- **Current International/Club Membership**: 77% (North America), 71% (Europe), 69% (Australia/New Zealand), 67% (Asia), 67% (Africa)
- **Advocate**: 53% (North America), 48% (Europe), 48% (Australia/New Zealand), 51% (Asia), 51% (Africa)
- **Donor**: 50% (North America), 52% (Europe), 47% (Australia/New Zealand), 44% (Asia), 46% (Africa)
- **Zonta Service Participant**: 48% (North America), 47% (Europe), 49% (Australia/New Zealand), 54% (Asia), 50% (Africa)
- **Zonta International Membership Only**: 40% (North America), 36% (Europe), 42% (Australia/New Zealand), 37% (Asia), 30% (Africa)

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%).

- Is a reliable communicator: 84%
- Acts consistently with its public statements: 80%
- Is a welcoming organization that is open to all women and those allied with women: 79%
- Is effective as an organization: 68%
- Effectively supports clubs and their leaders: 63%
- Is a cost-effective way for me to participate in empowering women and girls: 61%
- Is accountable to Zonta club leaders: 56%
- Is a transparent decision maker: 55%
- Is accountable to Zonta members: 54%
- Incorporates clubs effectively into decisions: 43%

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

- Is a reliable communicator: 90% (35 and under), 85% (36-50), 81% (51-65), 85% (66+), 82% (overall)
- Acts consistently with its public statements: 90% (35 and under), 81% (36-50), 81% (51-65), 83% (66+), 81% (overall)
- Is a welcoming organization that is open to all women and those allied with women: 77% (35 and under), 76% (36-50), 75% (51-65), 83% (66+), 77% (overall)
- Is effective as an organization: 83% (35 and under), 82% (36-50), 81% (51-65), 83% (66+), 82% (overall)
- Effectively supports clubs and their leaders: 72% (35 and under), 67% (36-50), 67% (51-65), 69% (66+), 68% (overall)
- Is a transparent decision maker: 69% (35 and under), 62% (36-50), 59% (51-65), 62% (66+), 62% (overall)
- Is accountable to Zonta club leaders: 58% (35 and under), 57% (36-50), 57% (51-65), 58% (66+), 58% (overall)
- Is accountable to Zonta members: 58% (35 and under), 57% (36-50), 57% (51-65), 58% (66+), 58% (overall)
- Is a cost-effective way for me to participate in empowering women and girls: 66% (35 and under), 56% (36-50), 55% (51-65), 59% (66+), 58% (overall)
- Incorporates clubs effectively into decisions: 43% (35 and under), 43% (36-50), 45% (51-65), 44% (66+), 44% (overall)

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.

<table>
<thead>
<tr>
<th>Statement</th>
<th>North America</th>
<th>Europe</th>
<th>Australia/New Zealand</th>
<th>Asia</th>
<th>Africa</th>
</tr>
</thead>
<tbody>
<tr>
<td>Is a reliable communicator</td>
<td>81%</td>
<td>87%</td>
<td>93%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Is a welcoming organization that is open to all women and those allied with women</td>
<td>74%</td>
<td>81%</td>
<td>82%</td>
<td>87%</td>
<td></td>
</tr>
<tr>
<td>Acts consistently with its public statements</td>
<td>71%</td>
<td>80%</td>
<td>89%</td>
<td>86%</td>
<td></td>
</tr>
<tr>
<td>Is effective as an organization</td>
<td>52%</td>
<td>78%</td>
<td>75%</td>
<td>93%</td>
<td></td>
</tr>
<tr>
<td>Is a cost-effective way for me to participate in empowering women and girls</td>
<td>53%</td>
<td>67%</td>
<td>69%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Effectively supports clubs and their leaders</td>
<td>59%</td>
<td>71%</td>
<td>77%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Is a transparent decision maker</td>
<td>53%</td>
<td>63%</td>
<td>64%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Is accountable to Zonta members</td>
<td>53%</td>
<td>63%</td>
<td>64%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Is accountable to Zonta club leaders</td>
<td>50%</td>
<td>70%</td>
<td>77%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Incorporates clubs effectively into decisions</td>
<td>42%</td>
<td>62%</td>
<td>64%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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

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)?

<table>
<thead>
<tr>
<th>Statement</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>The targeted areas (engineering, public affairs, STEM, business, etc.) are important areas to focus Zonta International scholarship dollars</td>
<td>85%</td>
</tr>
<tr>
<td>My club participates every biennium promoting Zonta’s educational awards in our community</td>
<td>75%</td>
</tr>
<tr>
<td>My club provides its own scholarships in different fields of study to women in our community</td>
<td>54%</td>
</tr>
<tr>
<td>The Zonta awards program should be streamlined so more clubs participate</td>
<td>49%</td>
</tr>
<tr>
<td>The amount of each scholarship is appropriate for what it would cost to pursue that degree</td>
<td>46%</td>
</tr>
<tr>
<td>The educational award deadlines don’t align with the school calendar in my club’s country</td>
<td>27%</td>
</tr>
<tr>
<td>My club doesn’t know enough about the educational awards to promote in our community</td>
<td>15%</td>
</tr>
</tbody>
</table>

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=1239
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%).

The targeted areas (engineering, public affairs, STEM, business, etc.) are important areas to focus Zonta International scholarship dollars

My club participates every biennium promoting Zonta’s educational awards in our community

The Zonta awards program should be streamlined so more clubs participate

My club provides its own scholarships in different fields of study to women in our community

The amount of each scholarship is appropriate for what it would cost to pursue that degree

My club doesn’t know enough about the educational awards to promote in our community

The educational award deadlines don’t align with the school calendar in my club’s country

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)?

n=1239
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).

- **The targeted areas** (engineering, public affairs, STEM, business, etc.) are important areas to focus Zonta International scholarship dollars.
- **My club participates every biennium promoting Zonta’s educational awards in our community**.
- **My club provides its own scholarships in different fields of study to women in our community**.
- **The Zonta awards program should be streamlined so more clubs participate**.
- **The amount of each scholarship is appropriate for what it would cost to pursue that degree**.
- **The educational award deadlines don’t align with the school calendar in my club’s country**.
- **My club doesn’t know enough about the educational awards to promote in our community**.

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)?

- **North America**: 91%, 83%, 100%
- **Europe**: 83%, 81%, 71%
- **New Zealand/Australia**: 66%, 68%, 54%
- **Asia**: 44%, 49%, 74%
- **Africa**: 43%, 50%, 69%

n=1239
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.

- I do not know how to participate in Zonta International’s advocacy efforts (27%)
- I do not know who to talk to in order to have an impact (23%)
- I do not feel comfortable acting as an advocate (17%)
- I do not know enough about the issues affecting women/girls (13%)
- I think advocacy is too politically motivated (9%)
- I do not understand how my club’s advocacy supports the Zonta mission (8%)
- I have not been asked to participate in my club’s advocacy efforts (6%)
- I do not know what “advocacy” means (2%)
- None of the above (44%)

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.

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.

- I know what projects Zonta International is funding this biennium: 80%
- Zonta International’s involvement in service projects is valued by my club’s members: 76%
- Zonta International service projects compete for funding with our club’s service projects: 39%
- Zonta members in my club feel we have a voice in what service projects Zonta International funds: 33%
- Zonta International does not need to work with other entities besides the United Nations on service projects: 13%

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 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?

- Zonta International’s involvement in service projects is valued by my club’s members
- I know what projects Zonta International is funding this biennium
- Zonta International service projects compete for funding with our club’s service projects
- Zonta members in my club feel we have a voice in what service projects Zonta International funds
- Zonta International does not need to work with other entities besides the United Nations on service projects

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

- Zonta International’s involvement in service projects is valued by my club’s members
- I know what projects Zonta International is funding this biennium
- Zonta International service projects compete for funding with our club’s service projects
- Zonta members in my club feel we have a voice in what service projects Zonta International funds
- Zonta International does not need to work with other entities besides the United Nations on service projects

North America | Europe | Australia/New Zealand | Asia | Africa
---|---|---|---|---
53% | 31% | 39% | 62% | 19%
51% | 33% | 39% | 67% | 14%
49% | 35% | 33% | 71% | 11%
47% | 32% | 33% | 69% | 9%
45% | 30% | 32% | 73% | 7%
Many of my fellow club members find the fund-raising goals of our club to be burdensome.

Many of my fellow club members do not understand how the Zonta Foundation for Women is using the funds.

Zonta clubs should donate a certain percentage of their funds to the Zonta Foundation for Women.

Zonta Foundation for Women should pursue a wider variety of funding options and allow clubs to do so also.

Zonta Foundation for Women should seek funding from external sources, such as corporate sponsorships.

Zonta Foundation for Women should allow people to contribute to its work without joining as a member.

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

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

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.
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.

<table>
<thead>
<tr>
<th>Statement</th>
<th>35 and under</th>
<th>36-50</th>
<th>51-65</th>
<th>66+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Zonta Foundation for Women should seek funding from external sources, such as corporate sponsorships</td>
<td>89%</td>
<td>79%</td>
<td>82%</td>
<td>83%</td>
</tr>
<tr>
<td>Zonta Foundation for Women should allow people to contribute to its work without joining as a member</td>
<td>79%</td>
<td>70%</td>
<td>72%</td>
<td>78%</td>
</tr>
<tr>
<td>Zonta Foundation for Women should pursue a wider variety of funding options and allow clubs to do so also</td>
<td>79%</td>
<td>62%</td>
<td>65%</td>
<td></td>
</tr>
<tr>
<td>Zonta clubs should donate a certain percentage of their funds to the Zonta Foundation for Women</td>
<td>63%</td>
<td>56%</td>
<td>62%</td>
<td>60%</td>
</tr>
<tr>
<td>Many of my fellow club members do not understand how the Zonta Foundation for Women is using the funds</td>
<td>58%</td>
<td>45%</td>
<td>47%</td>
<td>47%</td>
</tr>
<tr>
<td>Many of my fellow club members find the fund-raising goals of our club to be burdensome</td>
<td>42%</td>
<td>41%</td>
<td>42%</td>
<td>44%</td>
</tr>
</tbody>
</table>

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.

What percentage of your club’s fund-raising efforts are provided from each of the following?

- Internal sources (such as members’ donations and fund-raising activities) - 83.22%
- External sources (such as corporate sponsorship, grants) - 16.78%

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

- Less than 10% - 13%
- 11% to 20% - 25%
- 21%-30% - 30%
- 31%-40% - 22%
- 41%-50% - 3%
- 51% or more - 7%

n=1241
n=1164
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.

- Support educational opportunities for women and/or girls: 63%
- Protect the individual or human rights of women or girls: 54%
- Improve job or economic opportunities for women and/or girls: 31%
- Support women’s leadership in political, business, or educational positions: 30%
- Help create a healthy and safe family or community life for women and/or girls: 29%
- Improve women’s freedom to work or participate in their local or national economy: 28%
- Improve women’s recognition as a person under the nation’s laws: 26%
- Help women or girls live, travel, or work freely outside their home or community: 13%
- Help women participate in government or politics: 11%
- Help women independently access banks or financial institutions: 5%
- Help women improve, invest in, or sell their own property: 4%
- None of the above: 0%

n=3753
Appendix

About Association Laboratory
The following staff contributed to this Report

Nikki Golden, CAE
Strategist
Strategic Lead

Dean West, FASAE
President
Strategic Contributor
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.