

Membership Renewal Statistics
January to June 30, 2011

Renewal Statistical Reports available directly from CPS's Web Based Administration System (WBAS) can be misleading. Accurate Renewal Statistics can be used to evaluate initiatives to improve membership retention, including initiatives directed towards New Members. Therefore the attached statistical report is circulated twice annually; in August to cover the first half of each calendar year, and in February to cover the total calendar year. The statistics are generated by downloading WBAS data into Excel Spreadsheets, using formulas and filters to select, calculate, and format, the statistics. Statistics are shown for each Squadron in the District as well District and CPS National totals.

District Membership Officers are asked to share this report with other District officers and with each Squadron in the District.

Explanation

The set of yellow columns immediately to the right of the Squadron name shows statistics for CPS Associate Members. The set of Blue columns to the left of the page shows the statistics for Regular Members. The columns entitled "All Associate Members" and "All Regular Members" show the renewal statistics for all members in that category whose membership was due to expire in the period shown. The columns entitled "First Year Associates Only" and "First Year Regular Members Only" show the renewal statistics for only those members who had to renew after their first "complimentary" year.

The columns entitled "Jan-Jun30 2011" show the renewal statistics for memberships due to expire during the first six months of 2011. To aid in trend analysis we also include renewal stats for Jan-Dec 2010 for "All Members", and for both 2009 and 2010 for "First Year Members".

A note about accuracy

The source data used is taken from CPS's Web Based Administration System (WBAS), but due to the nature of WBAS the data must be manipulated extensively in Excel to produce meaningful statistics. If you should notice errors or have any questions or comments about the statistics please contact us at: spencegl@telus.net.

CPS National Membership Committee
Aug 2011

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Squadron	All Associate Members				First Year Associates Only					All Regular Members				First Year Regular Members Only				
	Retention Data For All Associates Who Had to Renew in The Period Shown				Retention Data For First Year Associates Who Had to Renew in The Period Shown					Retention Data For All Regular Members Who Had to Renew in The Period Shown				Retention Data For First Year Regular Members Who Had to Renew in The Period Shown				
	Jan-Dec 2010	Jan-Jun 30 2011			Jan-Dec 2009	Jan-Dec 2010	Jan 1 -Jun 30 2011			Jan-Dec 2010	Jan-Jun 2011			Jan-Dec 2009	Jan-Dec 2010	Jan-Jun 2011		
	% Assoc Renewd	Assoc to renew	Lost Assoc	% Assoc Renewed	% Renewd Assoc	% Renewd Assoc	Assoc	Associate Renewed	% Assoc. Renewed	% Regular Renewd	Regular Regular to Renew	Lost Reg.	% Regular Renewed	% Renewd Regular	% Renewd Regular	Reg.	Regular Renewed	% Reg. Renewed
Brant	20%	27	16	41%	20%	9%	15	1	7%	92%	135	18	87%	57%	40%	5	4	80%
Burlington	31%	29	22	24%	9%	26%	20	1	5%	85%	198	38	81%	69%	65%	23	7	30%
Cambridge	8%	9	5	44%	6%	2%	4	1	25%	79%	114	19	83%	66%	62%	7	2	29%
Fort Erie	10%	27	24	11%	8%	7%	22	1	5%	94%	102	19	81%	50%	57%	3	1	33%
Guelph	31%	28	23	18%	7%	14%	21	2	10%	97%	156	18	88%	44%	91%	9	6	67%
Hamilton	35%	18	8	56%	12%	19%	6	1	17%	86%	309	52	83%	63%	68%	12	7	58%
Kitchener-Waterloo	18%	49	36	27%	14%	9%	40	5	13%	91%	408	56	86%	61%	52%	17	6	35%
Port Colborne	13%	2	0	100%	100%	-	1	1	100%	89%	78	10	87%	-	100%	3	2	67%
Port Dalhousie	30%	18	13	28%	25%	19%	18	4	22%	87%	275	28	90%	70%	46%	19	12	63%
Port Dover	38%	11	4	64%	25%	12%	3	1	33%	85%	118	18	85%	69%	55%	15	8	53%
NIAGARA	20%	218	151	31%	12%	10%	150	18	12%	88%	1893	276	85%	64%	60%	113	55	49%
TOTAL CPS	14%	5945	4820	19%	11%	8%	4723	328	7%	85%	23127	3978	83%	51%	48%	1834	792	43%