



GRAND LODGE OF CANADA
A.F. & A.M. IN THE PROVINCE OF ONTARIO

The Survey Says...

*Report of the Long Range Planning Committee on
The 2011 Grand Lodge Member's Survey*

The Survey Says...

From the Grand Master

A little over a year ago your Grand Lodge, through the efforts of the Long Range Planning Committee, prepared an open survey to all Masons in Ontario. Our purpose was to better understand what matters to you, the current state of Masonry in Ontario, and your thoughts on the future of our Craft. In terms of the direction Freemasonry is taking in our jurisdiction, we recognize how important it is to understand the expectations of our members and utilize those to validate the goals in our Strategic Plan.

At the time of the survey, we promised to share the results with all members of the jurisdiction. Unfortunately it has taken us longer than expected to assemble the results, but finally, we are in a position to keep that promise.

Over five thousand members responded and the results have provided us with a tremendous amount of data. Using these results we can validate that the work our Grand Lodge Committees are doing now and the work we are planning for the future is aligned with what you have told us and is the 'right' work.

It is vitally important that the future direction of our craft, as perceived by your Grand Lodge Leadership, is in tune with the needs and expectations of you, our members. These survey results are ensuring that alignment takes place.

We would especially like to thank those who took the time to offer additional comments in their responses (over one hundred and thirty pages worth). These comments have provided a wealth of information in addition to the responses to the actual questions. It has taken us a great deal of time to sort and categorize these textual comments, but the results have certainly proven invaluable.

Naturally, the results of any survey are subjective and open to interpretation, even though the wording of questions attempts to remove as much subjectivity as possible. It is my personal opinion that the results of the survey are a valid representative sample of the Masons in this jurisdiction. The results include representation from across the province, across all Masonic ranks, and across the spectrum of Masonic experience.

Next Steps:

As the Chairman of Long Range Planning indicates below, we have already begun the process of mapping the responses to the questions to the six focus areas our Grand Lodge Strategic Plan. As a reminder, those six areas are:

- Craft Stewardship
- Membership
- Communications
- Operations
- Community Outreach
- Strategic Plan Execution



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Each of these six focus areas has one or more strategic goals associated with it. Therefore, the mapping will serve to validate those strategic goals or indicate where we may not be totally in sync. This valuable mapping will then be used as input to the current planning process that will determine our Tactical Plan for 2012-2013 and possibly indicate where adjustments are required to our strategic plan.

Our Thanks:

I trust you will take a genuine interest in the survey results. I encourage you to contact any member of the Long Range Planning Committee if you have questions or wish to offer your personal opinion.

Thank you again Brethren for your part in completing the survey, in providing us with you honest and frank comments and in the interest you have taken in the future of the craft in Ontario.

Sincerely and fraternally,
D. Garry Dowling
Grand Master

From the Chairman of Long Range Planning

At the 2011 Grand Lodge Communication the Long Range Planning Committee presented a brief summary of the results of the Member's Survey. Below is an updated summary of these results separated into two sections. First is the actual data and second is an Executive Summary. You will notice that some results have been omitted from the summary - which are those dealing with demographic information such as age, rank, district, etc.. Although the data can be interpreted by overlaying this demographic information, the results presented here are the overall results from the survey.

Comments were solicited in a number of areas of the survey. One hundred and thirty-one pages of comments were given and all of those comments have been reviewed by members of the Long Range Planning Committee and the Grand Master. The comments and all of the data collected are absolutely anonymous. It is impossible for anyone to link the comment to a particular person unless the respondent has self-identified in the text.

We have recently mapped the results of each question of the survey to one of the six key focus areas of the Grand Lodge Strategic Plan. These mappings will be key drivers in the creation of the 2012 – 2013 Annual Tactical Plan.

I take this opportunity to thank the Committee and all the Masons who shared their opinions. We are confident that this information will guide your Grand Lodge in the short term. We are also confident that the next time we do a survey, an equally valid, statistically reliable result will be obtained.

R.W. Bro. Steven E. Warren
Chairman
Long Range Planning Committee 2011-2012



The Survey Says...

Section 1 – Raw Survey Results

Survey Question 1

I joined the Craft because (select all that apply)

Answer Options	Response Percent
Achievement – progressing through the various offices in the Lodge to become Worshipful Master.	27.0%
Brotherhood – making new friends and acquaintances from all walks of life, every background and age group.	80.6%
Charity – being able to contribute to deserving causes, both Masonic and non-Masonic.	43.9%
Education – learning from peers and mentors by practising ritual and making short speeches.	38.5%
Knowledge – finding out about the history and mysteries of Freemasonry.	64.0%
Self-improvement – becoming a better person	71.5%
Community - making a contribution to your family and society.	50.5%

Survey Question 2

We would like to know how you were prepared when you first asked to be a Mason, applied for membership and during the first three degrees.

Answer Options	Yes	No
When you first asked to be a Mason, were you given any documents or other information explaining what Masonry was about?	47.1%	52.9%
When you applied to be a Mason, were you interviewed by senior Masons and given the opportunity to ask questions?	95.2%	4.8%
When you asked questions did you receive meaningful answers?	95.3%	7.7%
Were you invited to attend a Brother to Brother event?	16.8%	83.2%
At your initiation, were the ritual and any expectations of you fully and adequately explained to you?	71.2%	28.8%
Once initiated, were you invited to any educational sessions to have Masonry explained to you as a Mason?	45.4%	54.6%
Did your sponsor and other members of the Lodge or district prepare you for the second and third degree?	87.4%	12.6%
Once raised, were you invited to an information session that outlined the Craft in Ontario and all of the options available for membership in other Masonic groups?	28.0%	72.0%
Did you feel you were included in the Lodge activities (with the exception of a meeting in a higher degree) once you were initiated?	90.0%	10.0%



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Survey Question 6

Masons are at various stages in their journey. Are you a member of a Concordant Masonic group?

Answer Options	Response Percent
Scottish Rite	36.5%
York Rite	28.4%
Shrine	25.4%
No - not a member of another Masonic body	42.9%

Survey Question 8

How frequently do you attend Lodge meetings?

Answer Options	Response Percent
REGULARLY - I attend every Lodge meeting	52.3%
FREQUENTLY - I attend about 75% or more of my Lodge meetings	19.6%
AVERAGE - I attend about 50% of my Lodge meetings	6.9%
INFREQUENTLY - I attend about 25% of Lodge meetings	6.7%
SELDOM - I rarely attend my Lodge meetings	9.8%
NEVER - I pay my dues but don't attend	4.7%

Survey Question 9

Do you agree with the following statement: My Lodge creates many opportunities for the families of members to get involved and feel like they are part of an extended family.

Answer Options	Response Percent
STRONGLY AGREE - my lodge creates many opportunities for families to get involved	15.6%
AGREE - my lodge creates some opportunities for families to get involved	41.5%
NEUTRAL - I'm not sure if my lodge creates enough opportunities for member's families to get involved	21.5%
DISAGREE - my lodge could do more to get member's families involved	16.0%
STRONGLY DISAGREE - my lodge does not get member's families involved in lodge activities	5.4%



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Survey Question 10

Does your Lodge do enough to create a meaningful experience for newly initiated members (EA and FC)

Answer Options	Response Percent
Yes - my lodge is good at mentoring newly initiated members	57.3%
No - my Lodge could do a better job of mentoring newly initiated members	29.9%
Not sure	12.7%

Survey Question 11

How do you rate the quality of the Masonic ritual in your Lodge?

Answer Options	Response Percent
Excellent	40.0%
Good	38.9%
Average	14.2%
Marginal	2.7%
Poor	1.3%
Not sure	2.9%

Survey Question 12

How do you rate the building within which your Lodge meets?

Answer Options	Response Percent
Excellent	38.6%
Good	39.8%
Average	14.2%
Marginal	5.4%
Poor	2.1%



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Survey Question 13

Does your Lodge do enough to retain its current members?

Answer Options	Response Percent
Yes - my Lodge is doing enough to retain quality members	44.4%
No - I believe my Lodge could do more to retain quality members	40.3%
Not sure	15.2%

Survey Question 14

Please rate the following. 5 is highest, 1 is lowest. If you have no opinion, 0 (weighted average, respondents with no knowledge of the individual question were excluded in the calculation)

Answer Options	Response Percent
How do you rate your Lodge in terms of charitable activity both inside and outside the Lodge?	69.2%
How do you rate your Lodge's ability to provide deeper Masonic education to the brethren in your Lodge?	66.5%
How do you rate the level of genuine friendship and camaraderie within your Lodge?	81.7%
How do you rate your overall membership experience in your Lodge?	79.3%
Banquet (festive board) before or after Lodge?	76.2%
In general, how do you rate the content of your Lodge meetings?	74.4%
How do you rate the quality of communications you receive from your Lodge? (Summons, newsletter, email, telephone calls)	83.6%
How do you rate the frequency of communications you receive from your Lodge? (Summons, newsletter, email, telephone calls)	82.9%
How do you rate the level of Lodge involvement in the local community?	61.8%
Your Lodge website?	62.8%



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Survey Question 15

In your opinion, how serious is the issue of long-term viability and sustainability for YOUR Lodge

Answer Options	Response Percent
VERY SERIOUS - My Lodge will go dark unless we do something soon	8.1%
SOMEWHAT SERIOUS - My Lodge has been healthy in the past but I think we are going to be facing serious problems soon	20.9%
SERIOUS - My Lodge seems to be OK but I think we should be better prepared for the future	30.9%
NOT SERIOUS - This might be a concern in the future but does not need to be a priority for my Lodge right now	23.5%
NOT AN ISSUE - This is not now, nor will be in the foreseeable future, a problem for my Lodge	16.5%

Survey Question 16

Do you feel that your Lodge's financial resources are being properly managed?

Answer Options	Response Percent
Yes	83.4%
No	4.6%
Not Sure	12.0%

Survey Question 17

Are you familiar with the future plan for your Lodge?

Answer Options	Response Percent
Yes	40.3%
No	38.3%
I don't think my Lodge has a plan	21.5%



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Survey Question 18

Grand Lodge Communications - please evaluate the following based on their importance to you and the effectiveness of the current presentation
 (weighted average, respondents with no knowledge of the specific publication were excluded in the calculation)

Answer Options	Important	Effective	No Knowledge
Ontario Mason	79.7%	69.8%	14.3%
DDGM Communiqué	78.9%	70.5%	15.7%
Protocol and etiquette	85.9%	76.8%	14.1%
Reflections - Newsletter of the Committee on Masonic Education	75.3%	65.5%	34.4%
Proceedings of Grand Lodge	72.3%	62.8%	25.3%
Meeting the Challenge	79.4%	71.5%	29.8%
Masonic Manual	85.9%	77.7%	19.9%
Grand Lodge Website	82.0%	69.9%	14.7%

Survey Question 19

Did you receive the Fall 2010 issue of the Ontario Mason Magazine in the mail?

Answer Options	Response Percent
Yes	53.0%
No	38.7%
Not sure	8.3%



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Survey Question 20

Grand Lodge Programs - please evaluate the following based on their importance to you and the effectiveness of the current presentation
 (weighted average, respondents with no knowledge of the specific programme were excluded in the calculation)

Answer Options	Important	Effective	No Knowledge
Brother to Brother	38.0%	54.0%	16.8%
Friend to Friend/Mentor	37.2%	51.9%	17.8%
Officer Progression	36.6%	48.9%	26.8%
College of Freemasonry - DDGM Training course	41.6%	49.7%	48.5%
College of Freemasonry - Master Mason's Course	42.5%	53.1%	47.8%
Lodges of Instruction	33.8%	43.4%	20.9%

Survey Question 21

Do you believe that the ability to memorize the ritual should be a requirement to progression through the degrees and the chairs?

Answer Options	Response Percent
Yes	77.1%
No	15.1%
Not sure	7.8%

Survey Question 22

Some Lodges and other jurisdictions have programs of instruction prior to each degree, including the entered apprentice, to prepare the candidate to make it a meaningful experience. Should we do the same in this jurisdiction?

Answer Options	Response Percent
Yes	70.0%
No	12.0%
Not Sure	18.0%



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Survey Question 23

Please indicate your willingness to use the following on-line functions if provided by Grand Lodge.

Answer Options	Yes	No	Maybe
Volunteer to serve on District or Grand Lodge committees or project teams	40.4%	25.1%	34.5%
Manage personal information (name, address, phone, email etc., contact preferences) to ensure you are kept informed and involved	71.3%	13.8%	14.9%
Pay membership dues on-line	53.5%	33.0%	13.5%
Take part in secure on-line discussion forums with Brethren in Ontario, being notified when new postings occur	52.8%	20.7%	26.5%
Send and receive emails through a secure intranet portal to individuals or groups of Masons in Ontario	70.9%	12.8%	16.3%
Receive all summonses and other information on-line	85.7%	7.3%	7.0%
Receive on-line version of Ontario Mason and District/Grand Lodge newsletters	76.1%	14.0%	9.9%
Purchase Masonic manuals, books, constitution, pins, aprons, sashes, medals etc. on-line through suppliers	73.2%	11.2%	15.6%



Section 2 – Executive Summary of Results

After reviewing the complete set of survey results, the following summary has been prepared in order to provide an overview of what we believe to be the key factors identified in the responses.

Why I Joined Masons

Top three reasons for joining Masonry

1. Brotherhood – making new friends and acquaintances from all walks of life, every background and age group.
2. Self-improvement – becoming a better person.
3. Knowledge – finding out about the history and mysteries of Freemasonry.

Least selected reasons for joining Masonry.

1. Achievement – progressing through the offices.
2. Education – learning from peers and mentors by practicing ritual and making short speeches.
3. Charity – being able to contribute to deserving causes, both Masonic and non-Masonic.

The Ritual

78.9% of respondents rated the ritual in their lodges Excellent or good; only 4% rated the ritual poor or marginal.

Lodges

78.4% of respondents rated Lodge buildings Excellent or Good; 7.5% rated lodges poor or marginal

Member Retention

44.4% of respondents believe their lodge is doing enough to retain quality members; 40.3% believe they are not.

Lodge Viability and Sustainability

59.9% of respondents believe their lodge is at serious or very serious risk of going dark; only 16.5% believe it is not an issue for their lodge.

Attendance at Lodge Meetings

71.9% of respondents attend regularly or frequently; 9.8% seldom attend and 4.7% pay their dues but don't attend.

Future Planning at the Lodge Level

40.3% of respondents are familiar with the future plan for their Lodge; 21.5% don't think their Lodge has a plan.

Preparation of Candidates and the First Three Degrees

52.9% of candidates were not provided with documents or other information to explain Masonry

54.5% of initiates were not invited to an educational session that explained Masonry to them as Masons

83.2% were not invited to a brother to brother event before being made Master Masons



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71.9% were not invited to an information session that explained the Craft in Ontario or options for membership in other Masonic groups

The Masonic Journey

42.9% of respondents are not members of concordant or affiliated Masonic organizations

Respondents by Rank

Entered Apprentice 2.6%
Fellow Craft 3.3%
Master Mason 41.6%
Worshipful Master 33.6%
Very Worshipful 9.1%
Right Worshipful/Most Worshipful 9.8%

Participation in the Craft

46.0% of respondents have not been Masters of their lodge; 19.6% have been master of their lodges two or more times

Memorize the Ritual

77.1% of respondents believe the ability to memorize the ritual should be a requirement to progress.

Instruction for Candidates for EA, FC and MM

70% of respondents believe there should be a programme that instructs candidates for each degree to prepare them for the ritual.

Age of Masons

Of those who responded:

- 4.2% are under 30
- 12.4% are 31-40
- 15.7% are 41-50
- 21.8% are 51-60
- 26.1% are 61-70
- 19.2% are over 70
- 0.6% chose not to indicate their age

Membership in Masons

55% of Masons in Ontario have been members for 20 years or less; 26.2% have been members for more than 30 years

Electronic Masonry

Respondents were asked to indicate their willingness to use on-line functions if provided by Grand Lodge. The response was overwhelmingly positive.



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Appendix:

The responses from the following questions were not presented in the above results. The reasons for the omission have been included.

From the very beginning, we indicated that the survey responses were to be considered confidential. However, a number of the questions provided data that could have violated that confidentiality. Some Brethren answered these questions, while others did not.

Therefore responses to the following questions have been omitted because of the confidentiality concerns:

3. Please indicate your Masonic rank.
4. How many times have you been Worshipful Master in a Craft Lodge?
24. How young are you?
25. How old were you when you were first made a Mason?
26. How long have you been a Mason?
27. Please select your District
28. Your Lodge's number. If you belong to more than one Lodge, please separate the numbers with a comma and a space.
29. What is your home postal code (first three characters only)
30. How far do you travel to your craft lodge from home?

In hindsight, the two questions below provided input that we felt was either confusing or had no particular bearing on our goal of being able to validate the strategic plan from the survey results. Therefore, the following two questions were omitted from the results:

5. This question is intended to be answered by EA, FC and MM. If you are a current or past Master, please select Not Applicable. Are you now or have you been an officer other than Worshipful Master in a Masonic lodge?
7. If you are or have been a Mason in another Grand Lodge jurisdiction, please list in the box below. Please separate with a comma and a space.



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