Exploring the Millennial Outlook on Club Membership

Millennials are transforming the world of club membership. Check out the surprising findings from our national study below.

41% of Millennials say personal recommendations are what would most cause them to consider club membership.

37% of Millennials do not view financial obligations as a barrier to membership.

Approximately 80% say that spreading out the initiation fee to 2-3 payments rather than one payment would make them more likely to join a club. For Millennials, this number is even higher at 85%.

41% of Millennials think club membership can advance your career.

31% of Millennials believe club membership will increase a person's prospects for marrying well.

A third of Millennials say that a lack of excellent service would be a deal breaker and absolutely prevent them from becoming a club member.

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This infographic is based on research results from a new national study by Club Managers Association of America (www.cmaa.org) and The Center for Generational Kinetics (www.GenHq.com). The study was conducted in July 2016 with 1,003 U.S. adults (ages 22-76) who are either currently club members or express interest in joining a private membership club in the next 5 years. The sample was weighted to the current census data and participants were screened to be U.S. citizens. The study has a margin of error of +/- 3.1% against the U.S. Population.