



Professional Organizers in Canada

Annual Membership Survey
2011

About This Survey



Background

During June 2011, POC members were asked to complete the annual member survey. There were a total of 215 members who responded to the survey. This corresponds to approximately 39% of the membership. This was a voluntary survey and while the results cannot be considered scientifically accurate, it does provide an indication of current trends in the industry and in the membership for the 2011 year.

Executive Summary

1. The majority of our members have college diplomas or university degrees. They work in major cities. The majority of our members live in Ontario.
2. Most of our members are either full-time organizers or casual organizers and the majority are sole proprietors offering residential services.
3. A large portion of the respondents charge an hourly rate for their services. The rates charged vary in accordance with the type of service offered (residential vs. corporate) and with location (high population density vs. low population density).
4. Most of the organizers are satisfied with the value of their POC membership and feel that the level of communication with the association is sufficient.
5. Many members have already taken the POC Trained Professional Organizer courses. Some members have already written the exam and more are planning on taking the exam.
6. About 75% of members attend chapter meetings. Of those that don't, many say that the location or time of the meetings is inconvenient.

How to Use these Statistics

The information in this report is used by the Board of Directors to improve and refine member benefits. Members may also use this information to assess and improve their businesses.

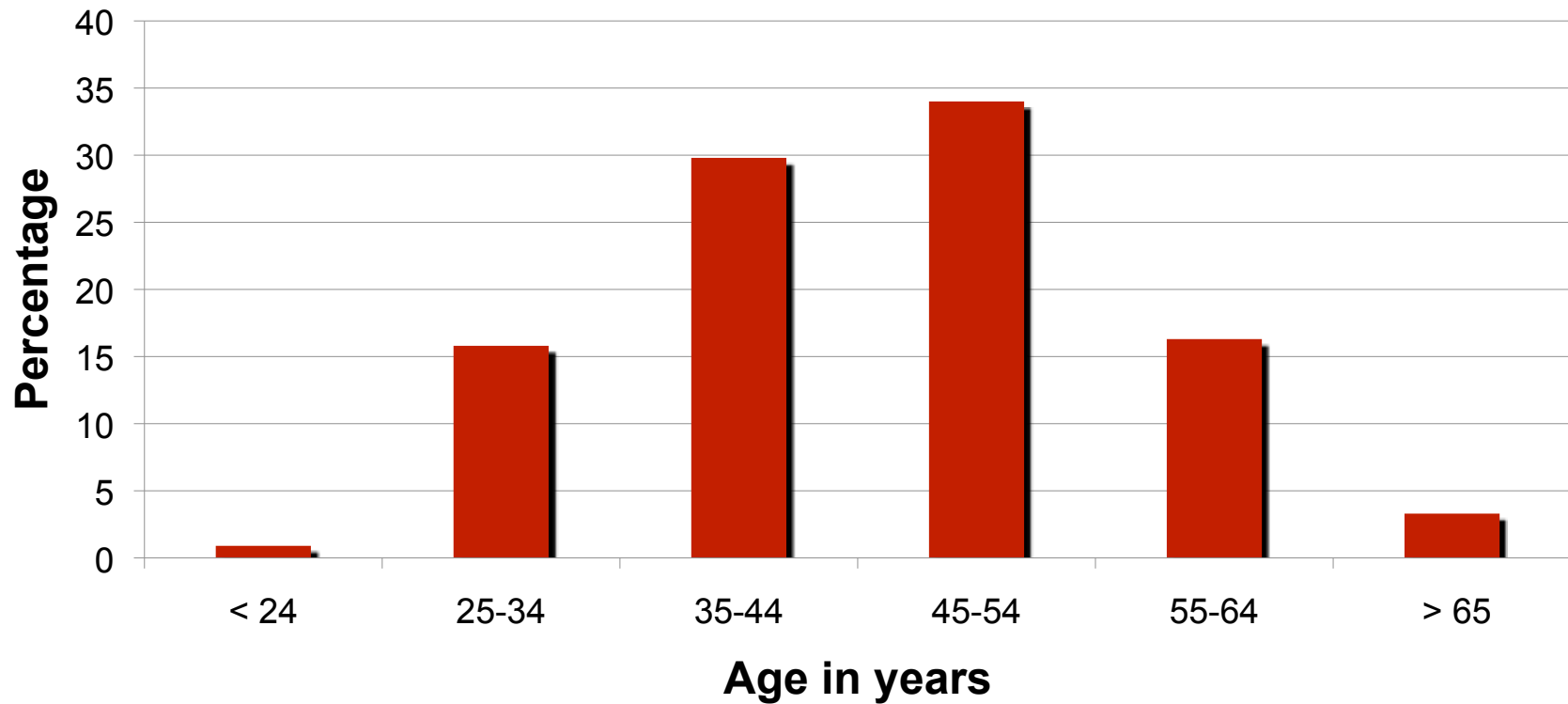


Demographic Information

Annual Membership Survey

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Age Group*

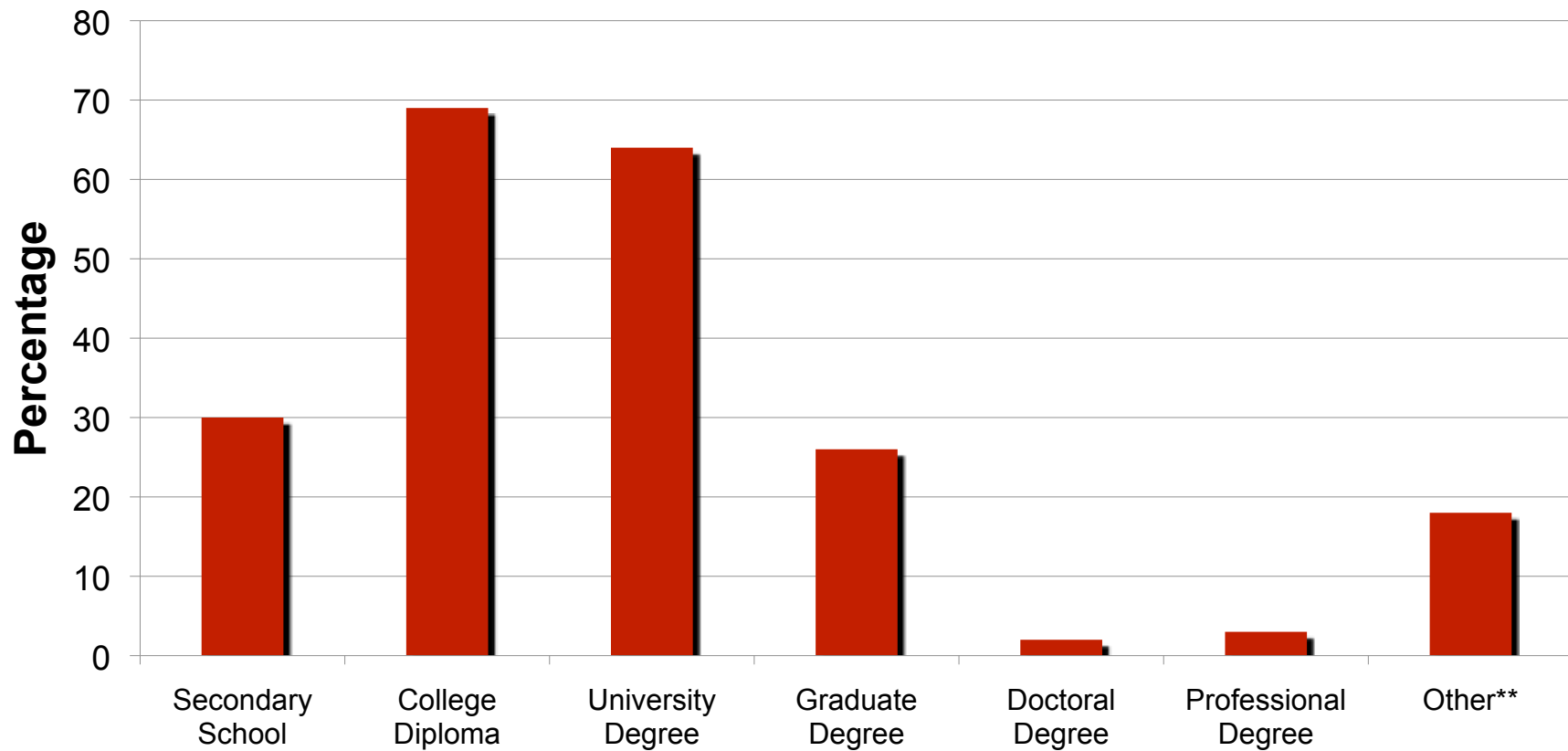


98% of the respondents indicated they were female.**

*215 respondents

**214 respondents

Level of Formal Education*



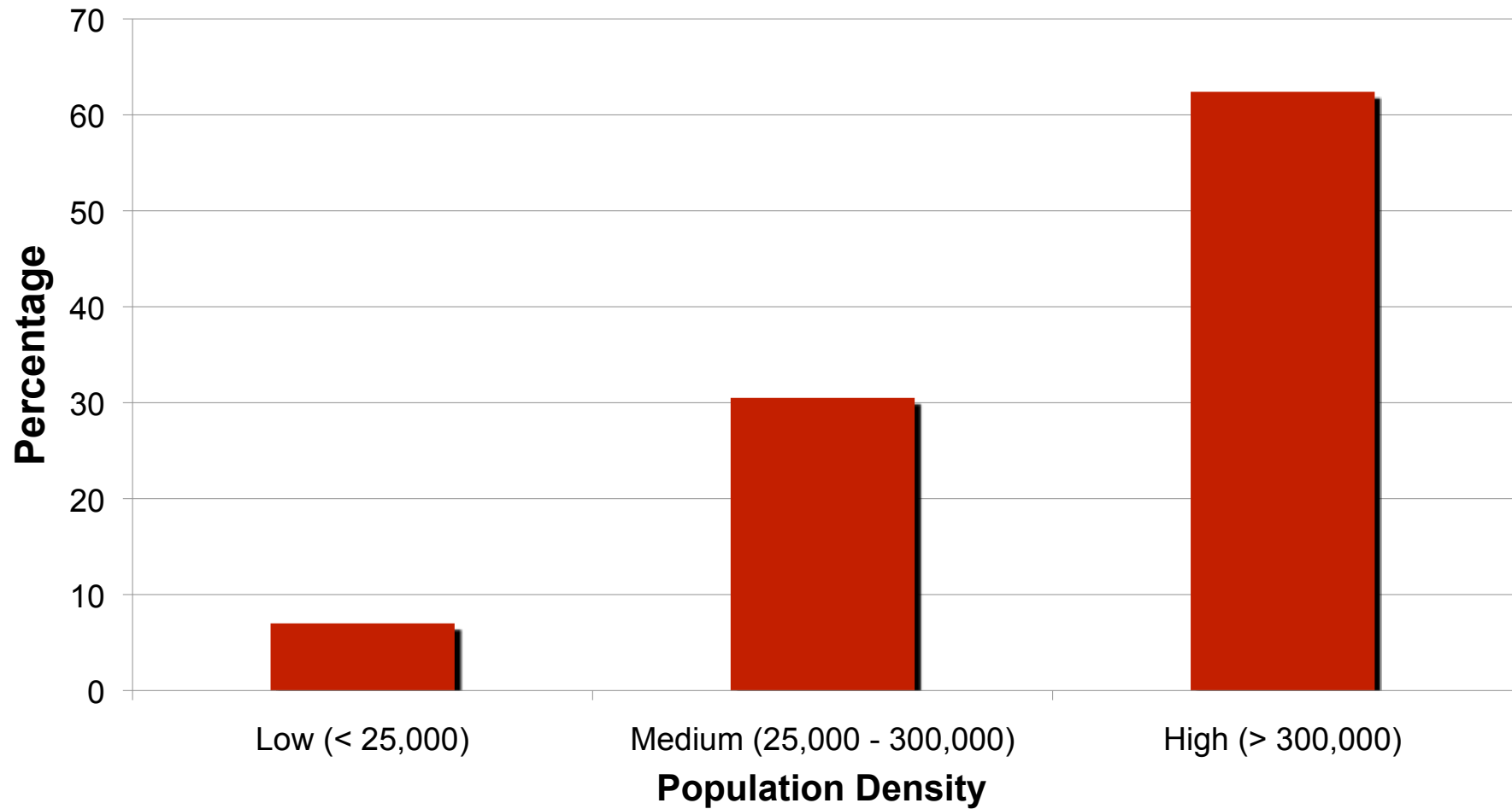
**Other education included skilled trades and specialized training programs.

Where Our Members Live

Province	Percentage of Members
British Columbia	16
Alberta	16
Saskatchewan	3
Manitoba	3
Ontario	51
Québec	8
New Brunswick	1
Nova Scotia	2
Prince Edward Island	< 1
Newfoundland & Labrador	< 1
Northwest & Yukon Territories, Nunavut	< 1

This information was obtained from our member database as of June 30, 2011

Respondents work in different population densities*



*213 respondents



Professional Organizing Businesses

Annual Membership Survey

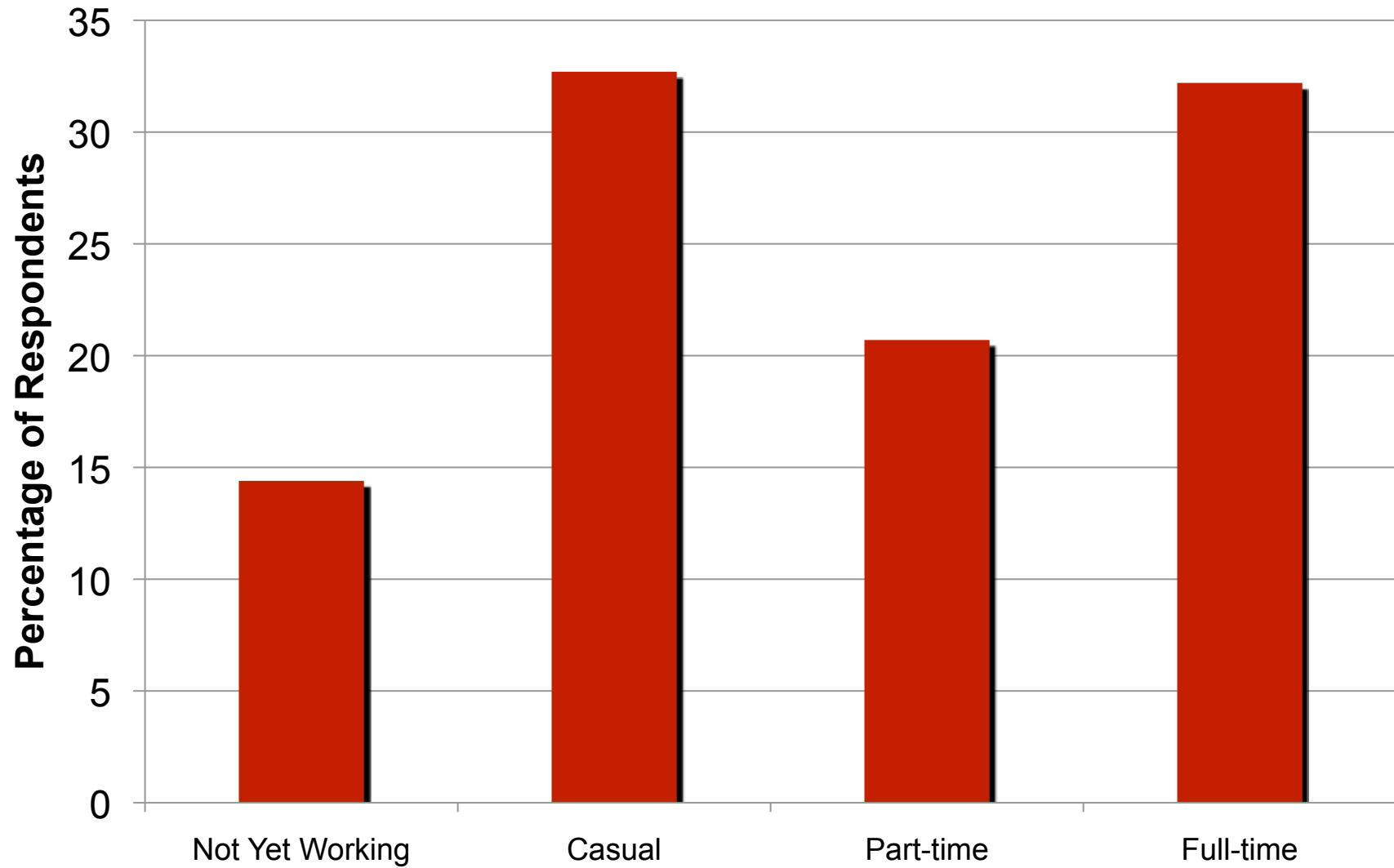
2011

Years Working as an Organizer



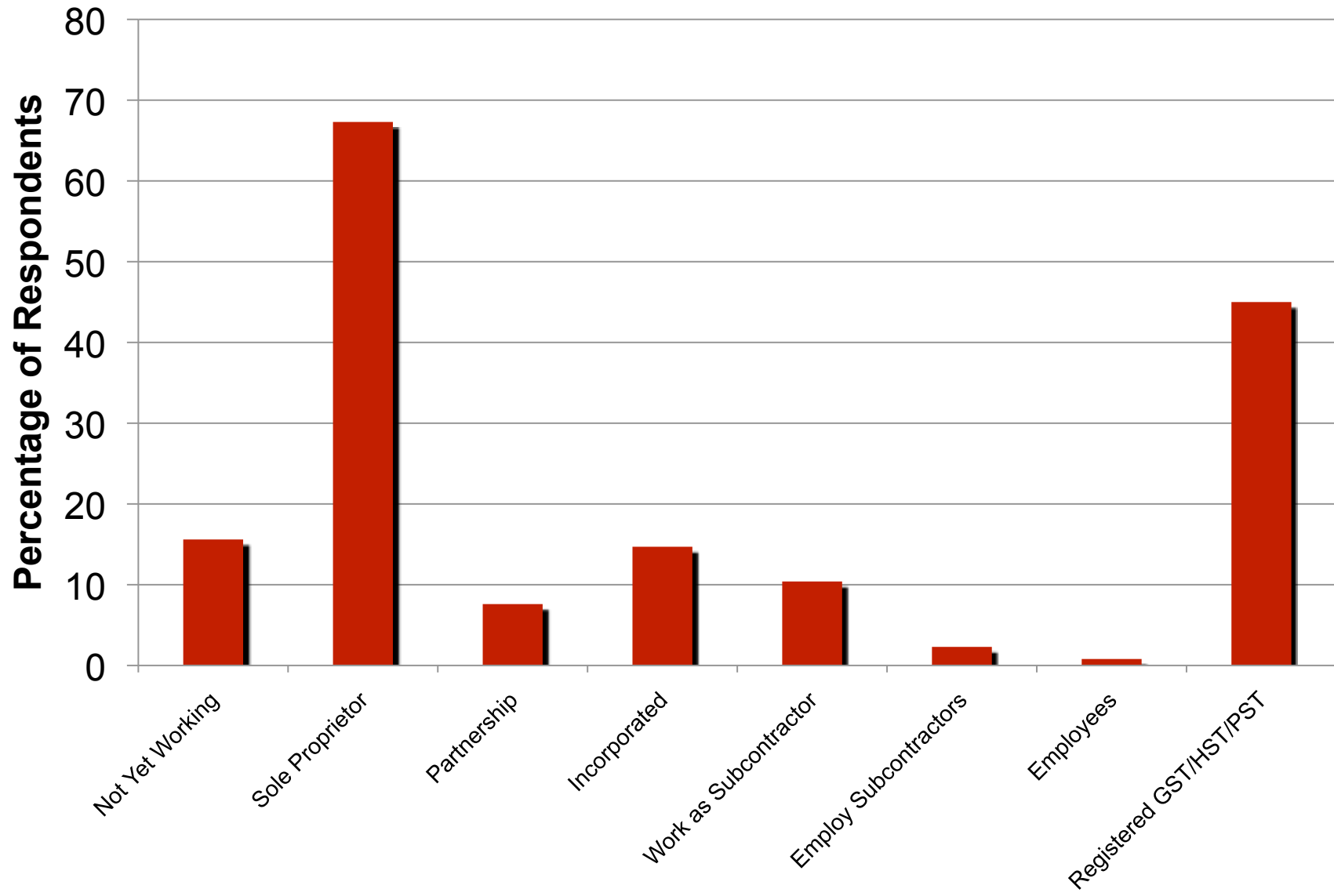
*212 respondents

Type of Employment*



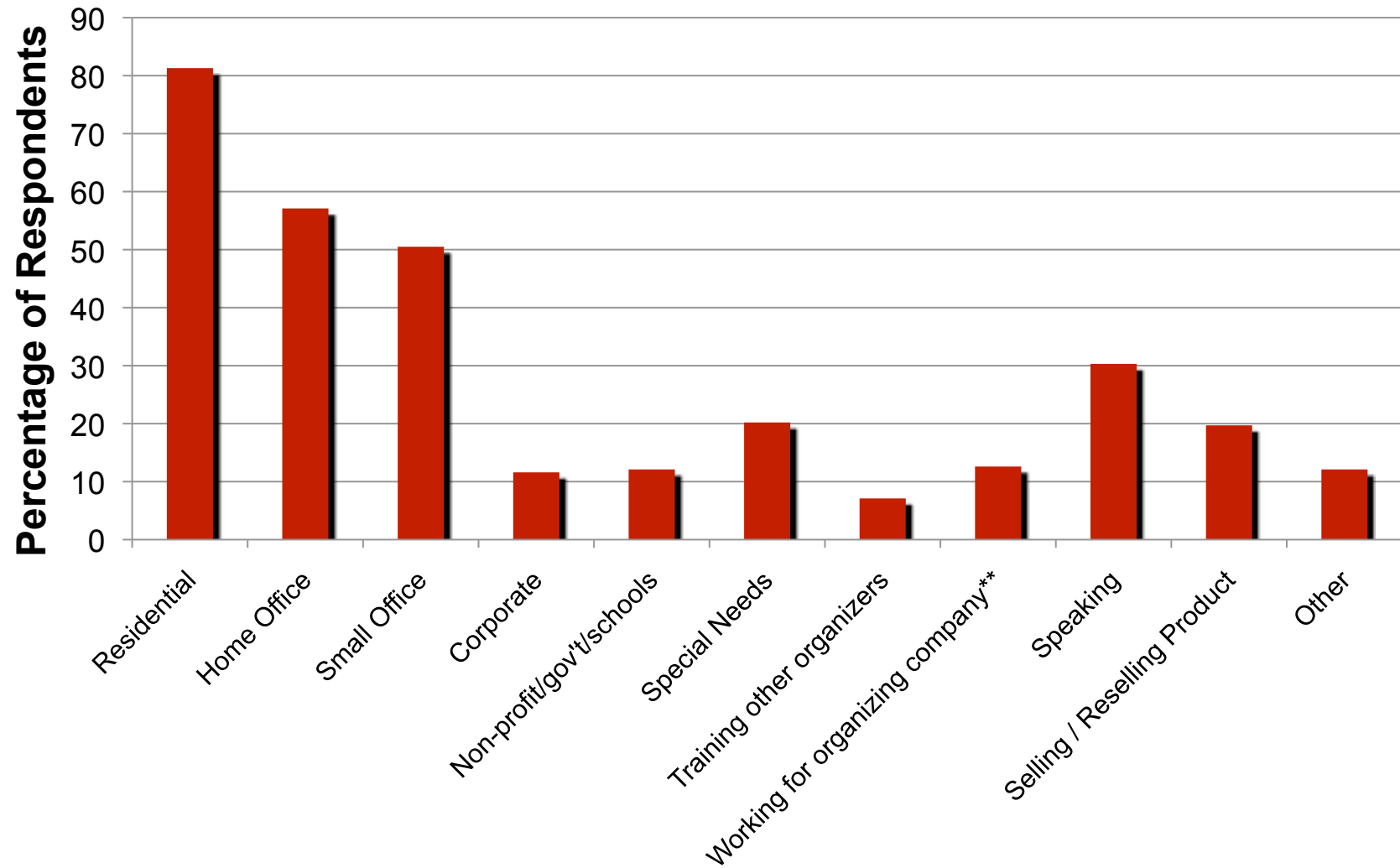
*208 respondents

Types of Organizing Businesses*



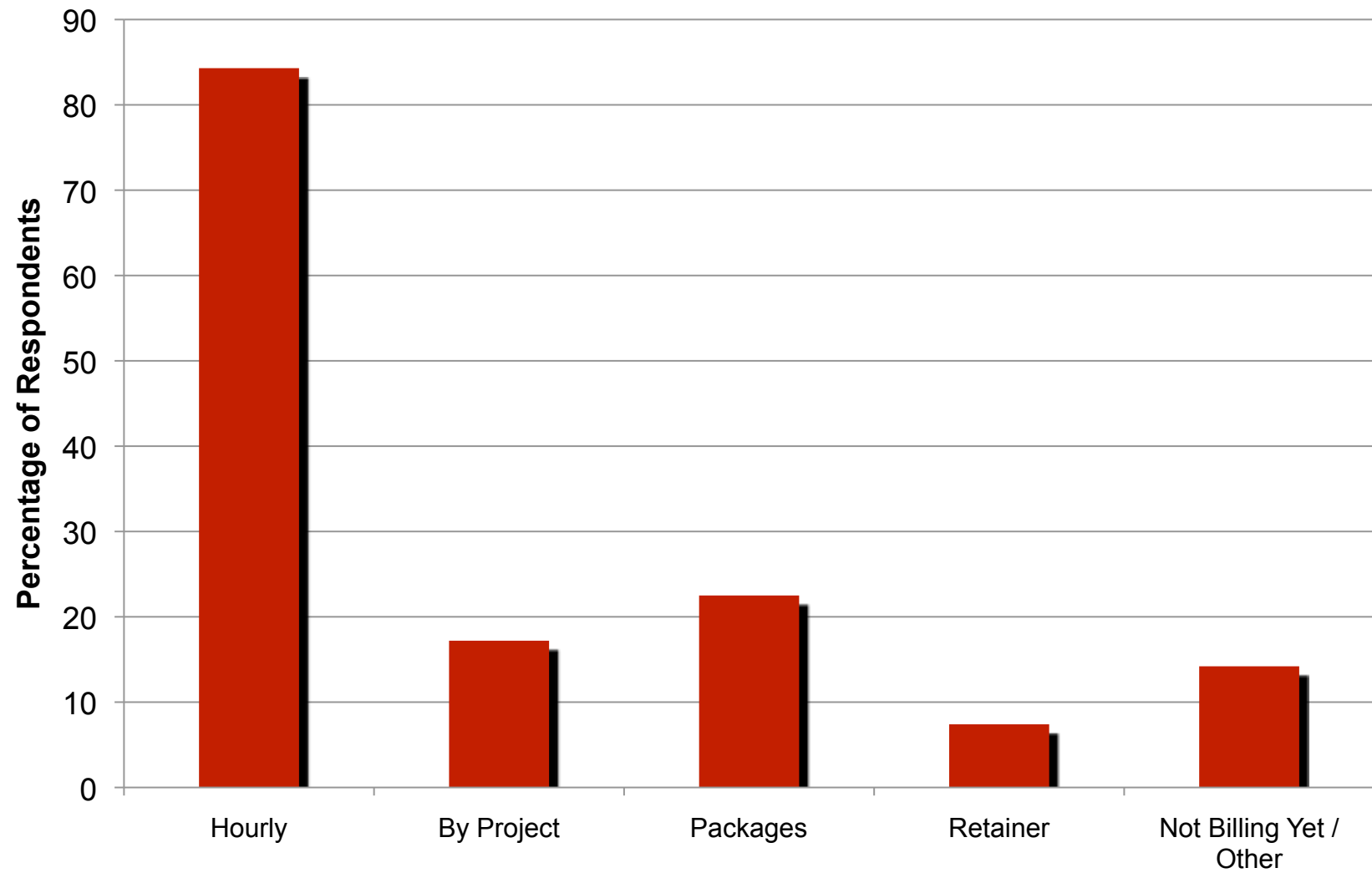
*211 respondents

Organizing Services Offered*



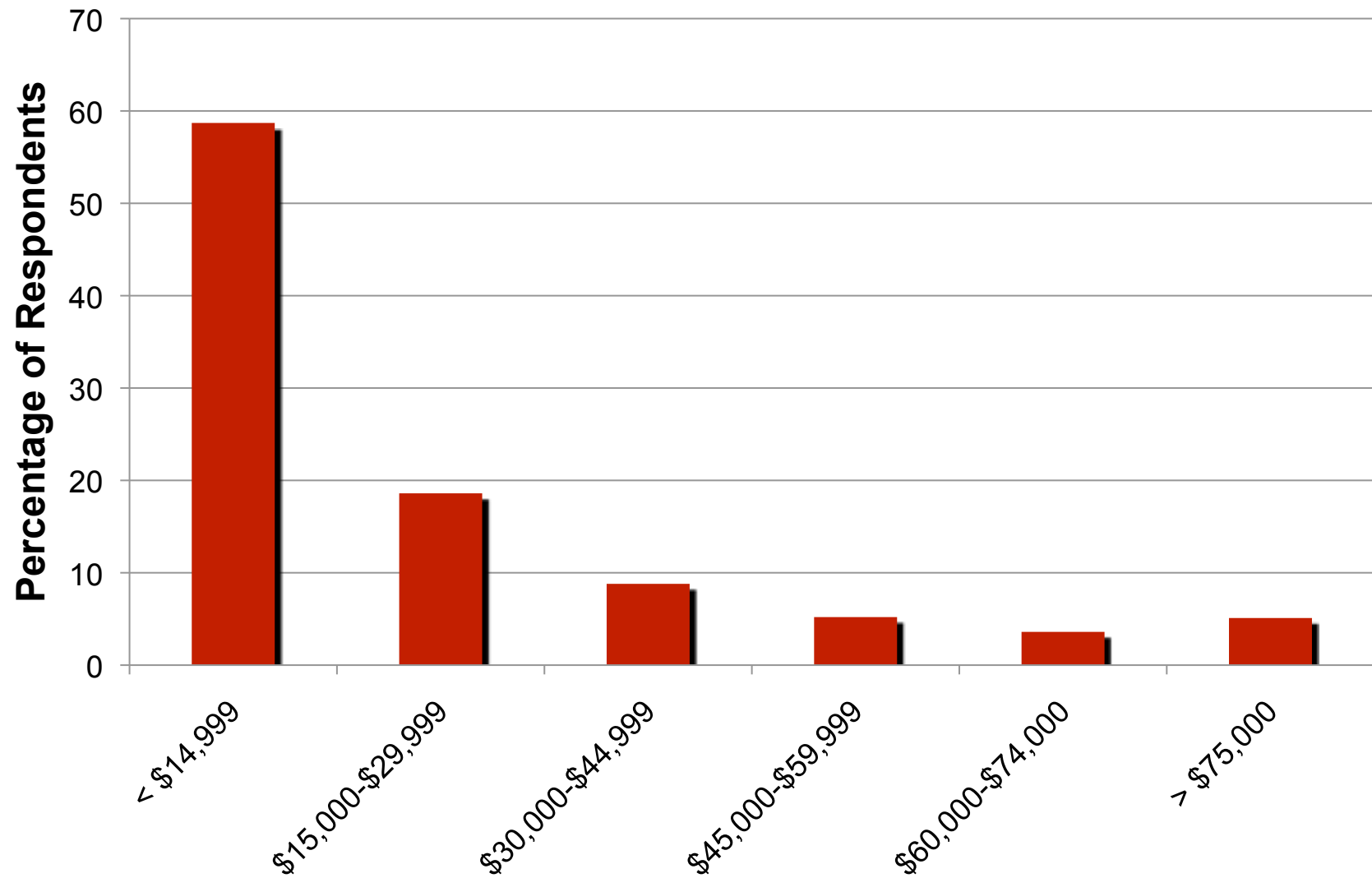
**Working for organizing company includes as a subcontractor or an employee.

Billing Style*



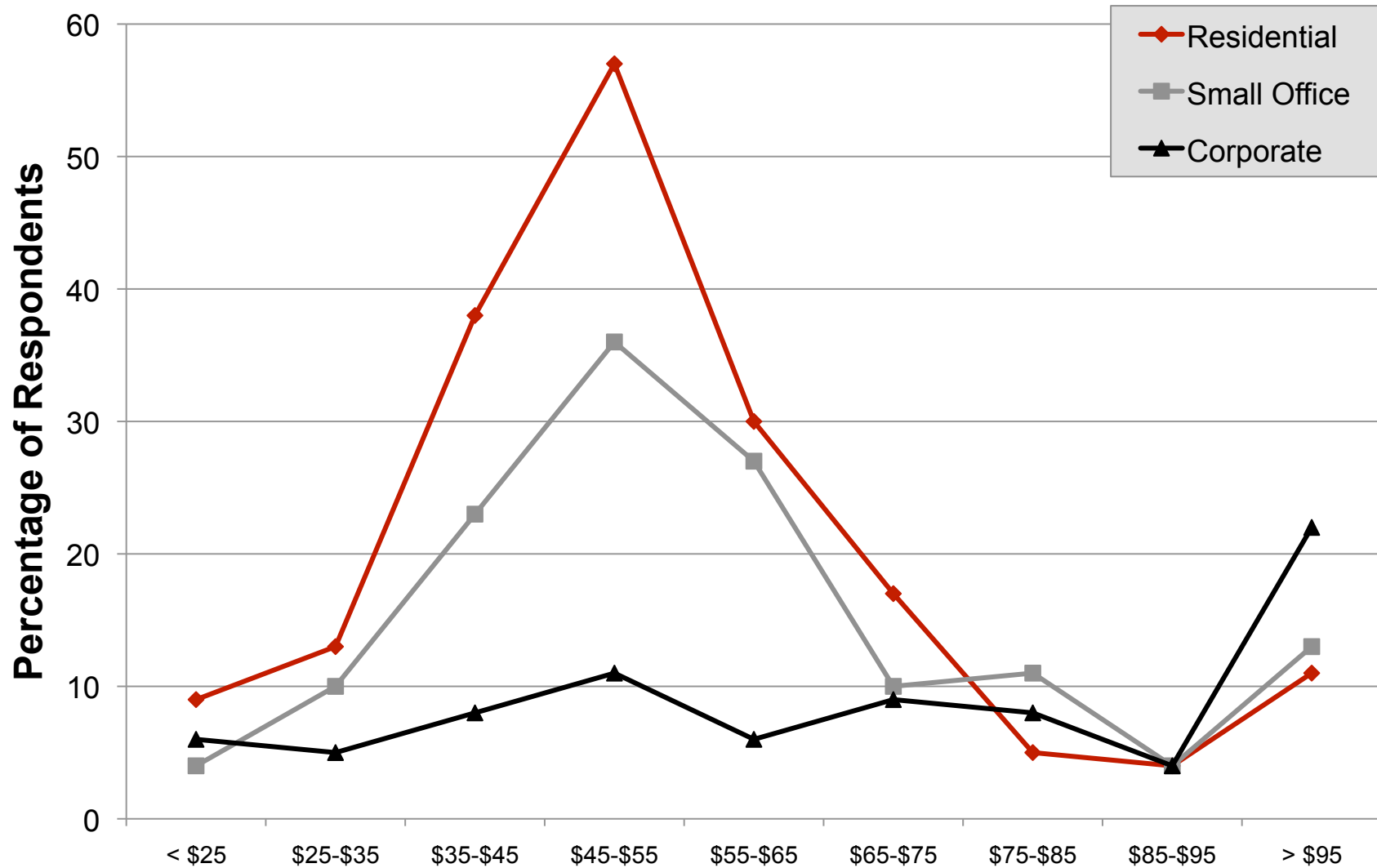
*204 respondents

Gross Income*



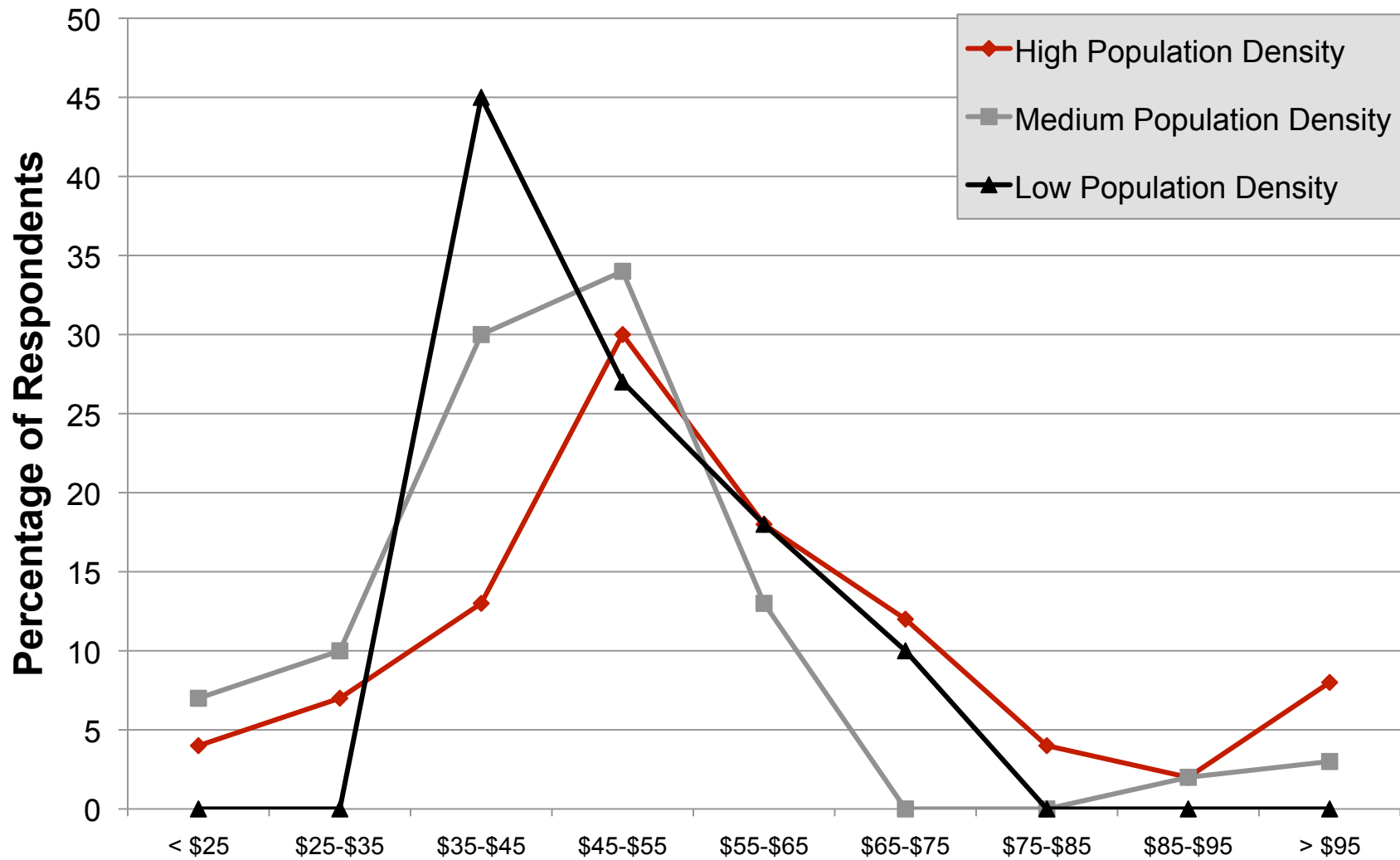
*194 respondents

Hourly Rates

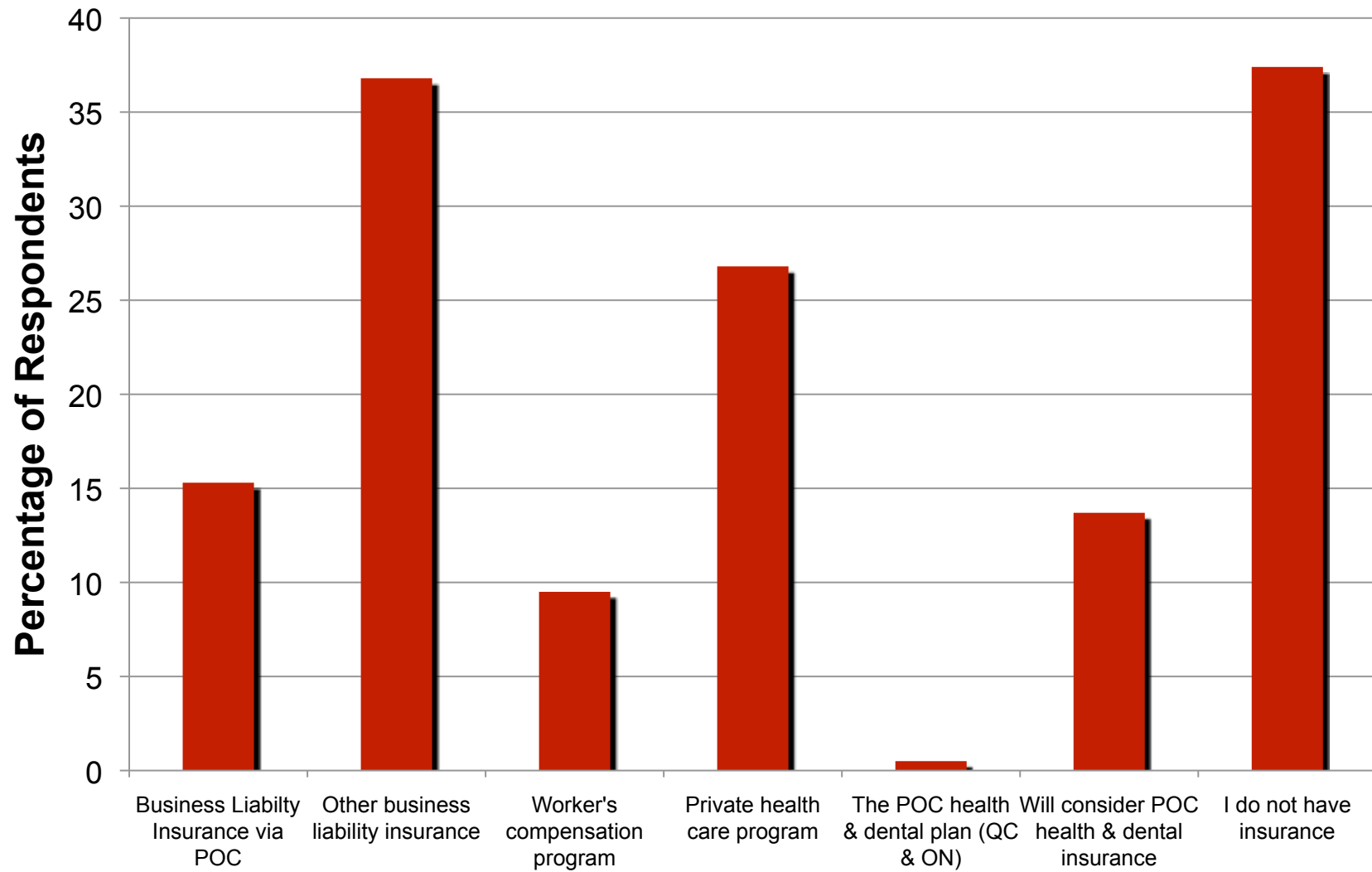


Residential = 184 respondents
Small Office = 138 respondents
Corporate = 79 respondents

Hourly Rate vs. Population Density

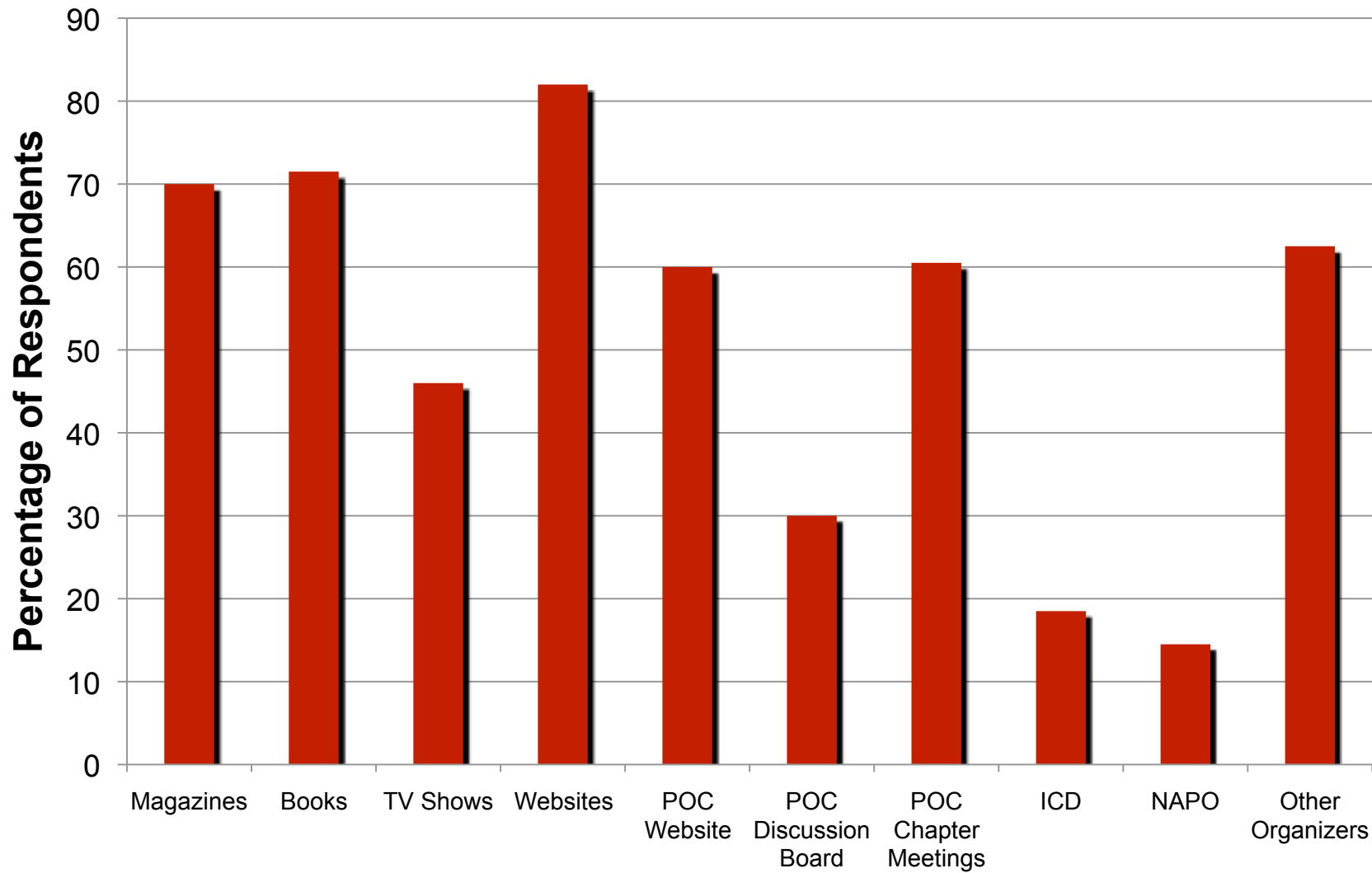


Types of Insurance*



*190 respondents

Where Respondents Find Organizing Information



*200 respondents



POC Membership

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Length of POC Membership

Join Year	Number of Members
1999	7
2000	2
2001	7
2002	9
2003	18
2004	33
2005	27
2006	36
2007	51
2008	54
2009	58
2010	142
2011	110

This information was obtained from our member database as of June 30, 2011

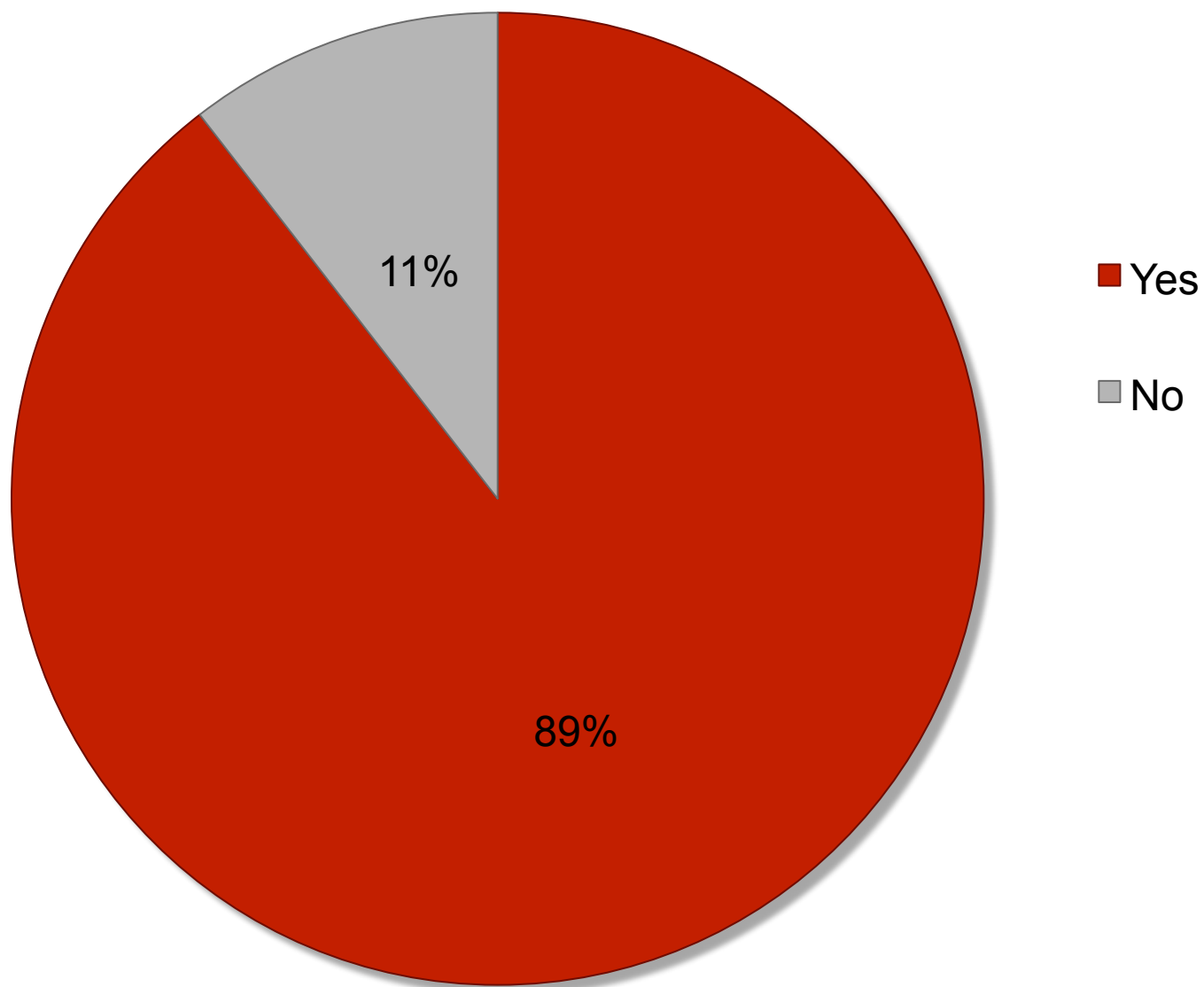
Reasons for Joining POC*

1. Credibility
2. Website listing for potential referrals
3. Networking
4. Discounts on education, conference, etc.
5. Attending chapter meetings at no charge.



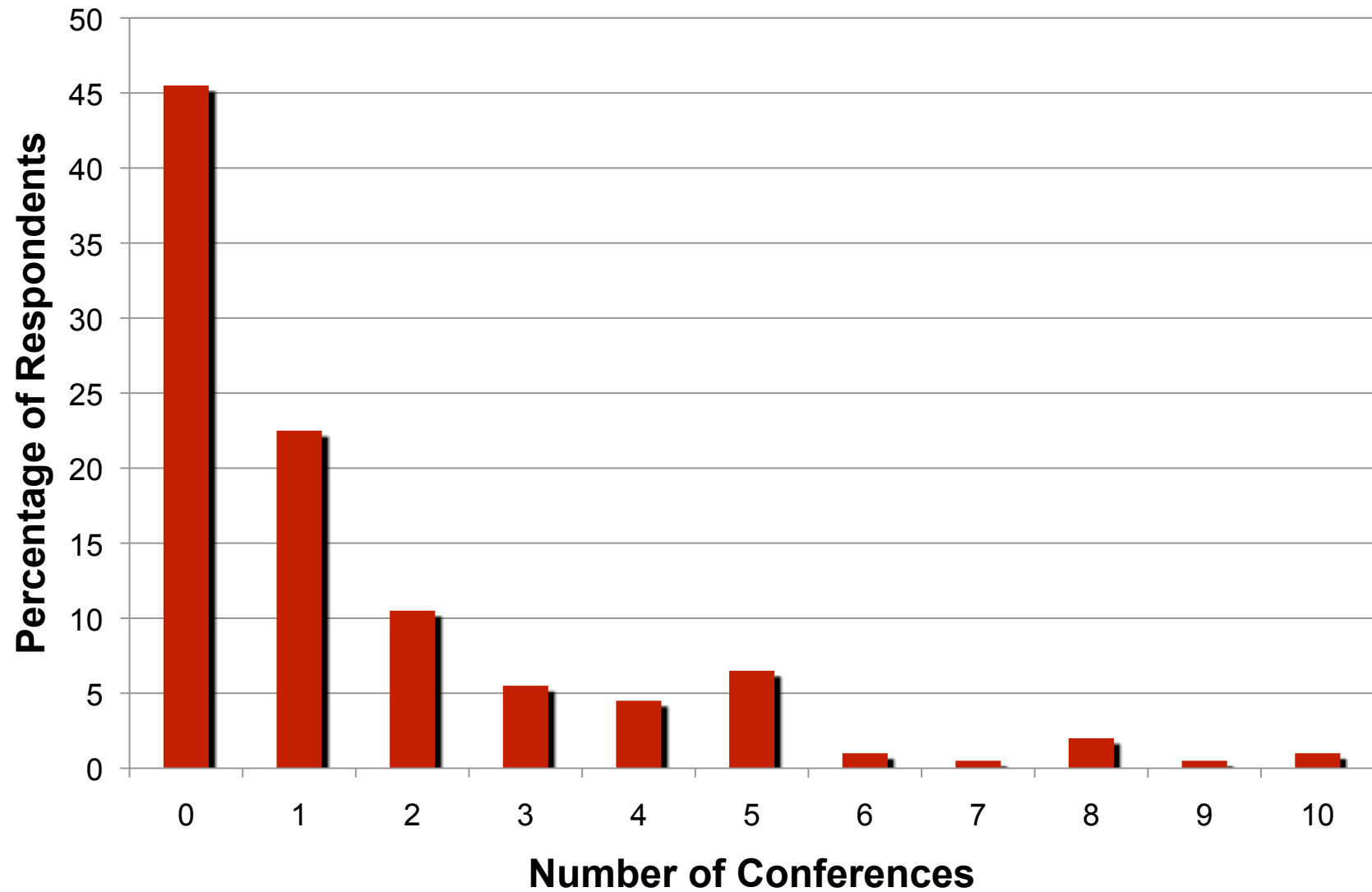
* in decreasing order of importance

Receive Value for POC Membership Fees



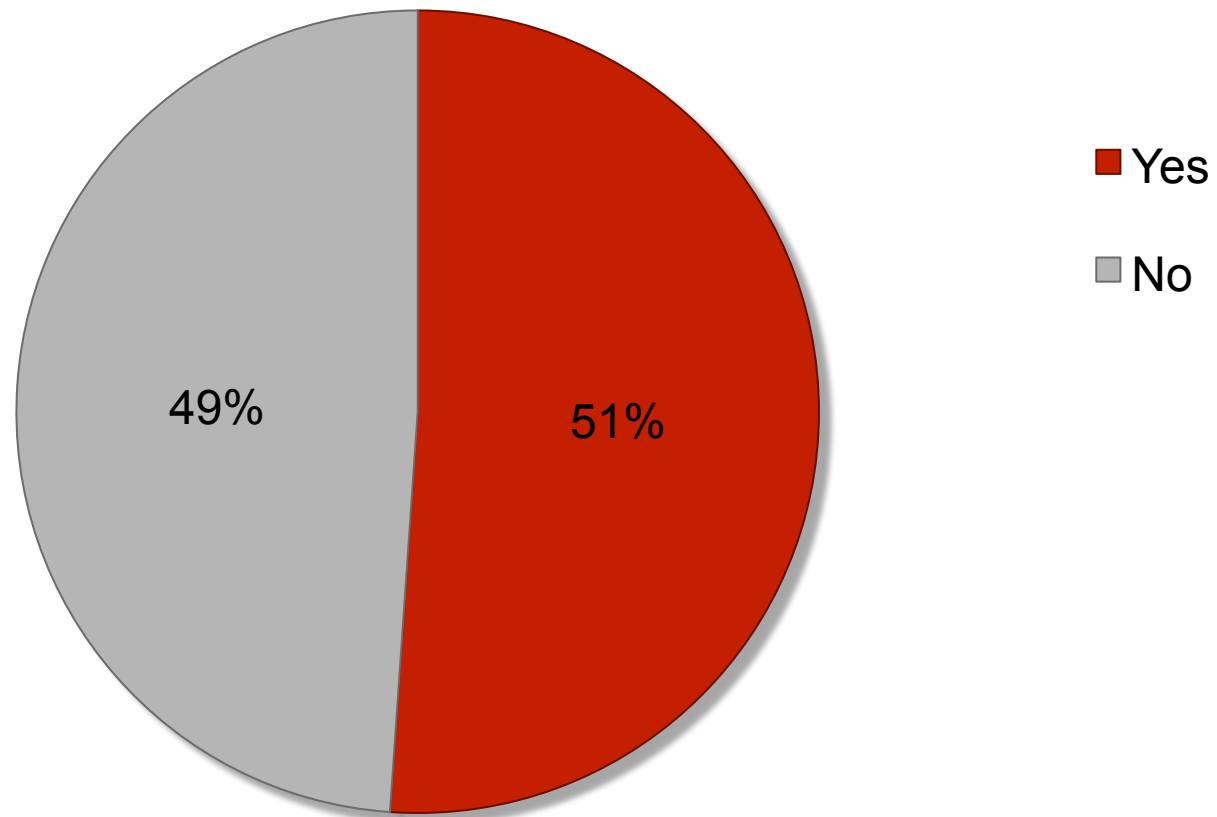
*190 respondents

POC Conferences Attended



*200 respondents

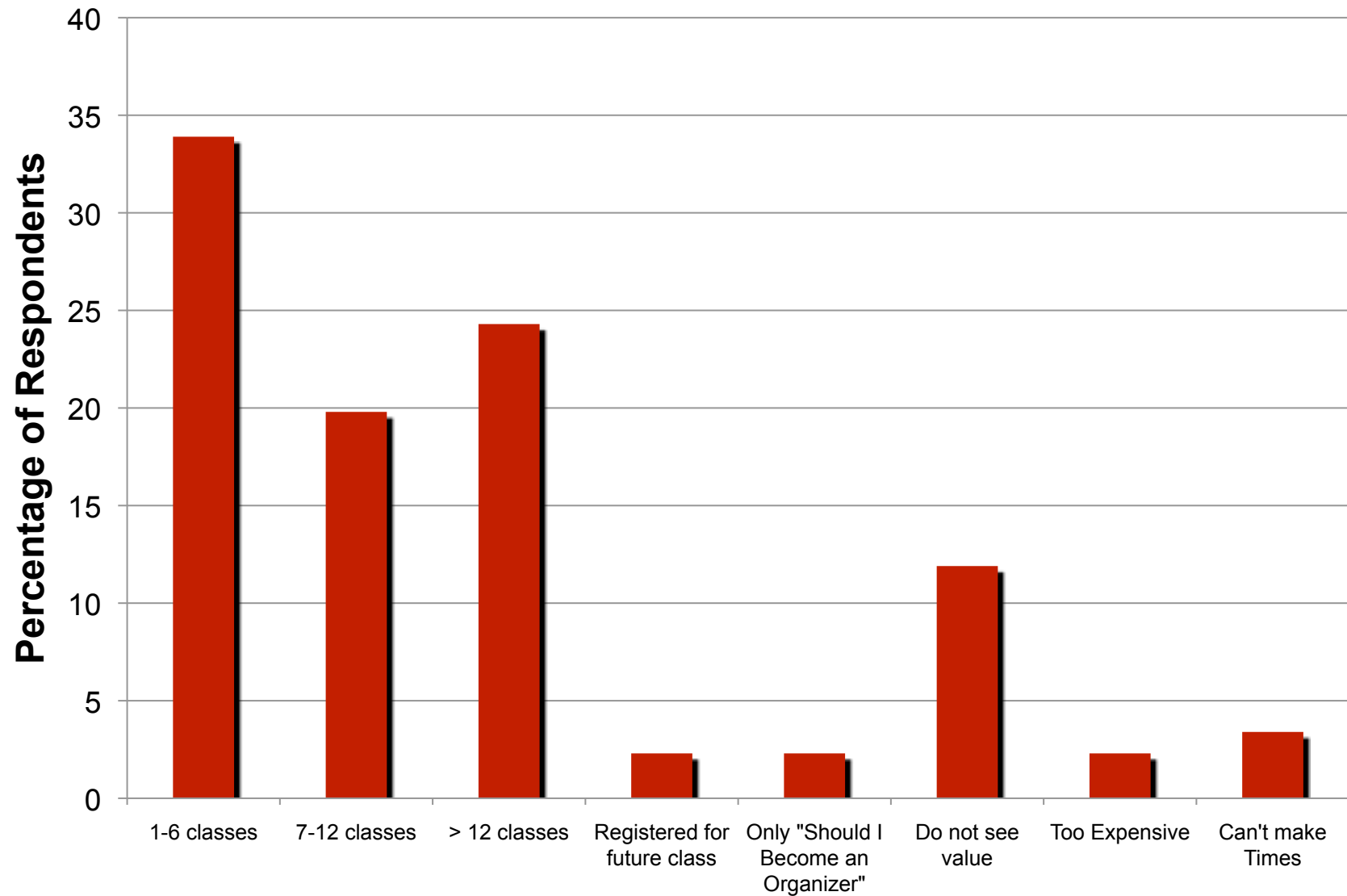
Percentage of Respondents Who Purchase from Associate Members



Members who do not purchase from Associates site the following reasons:

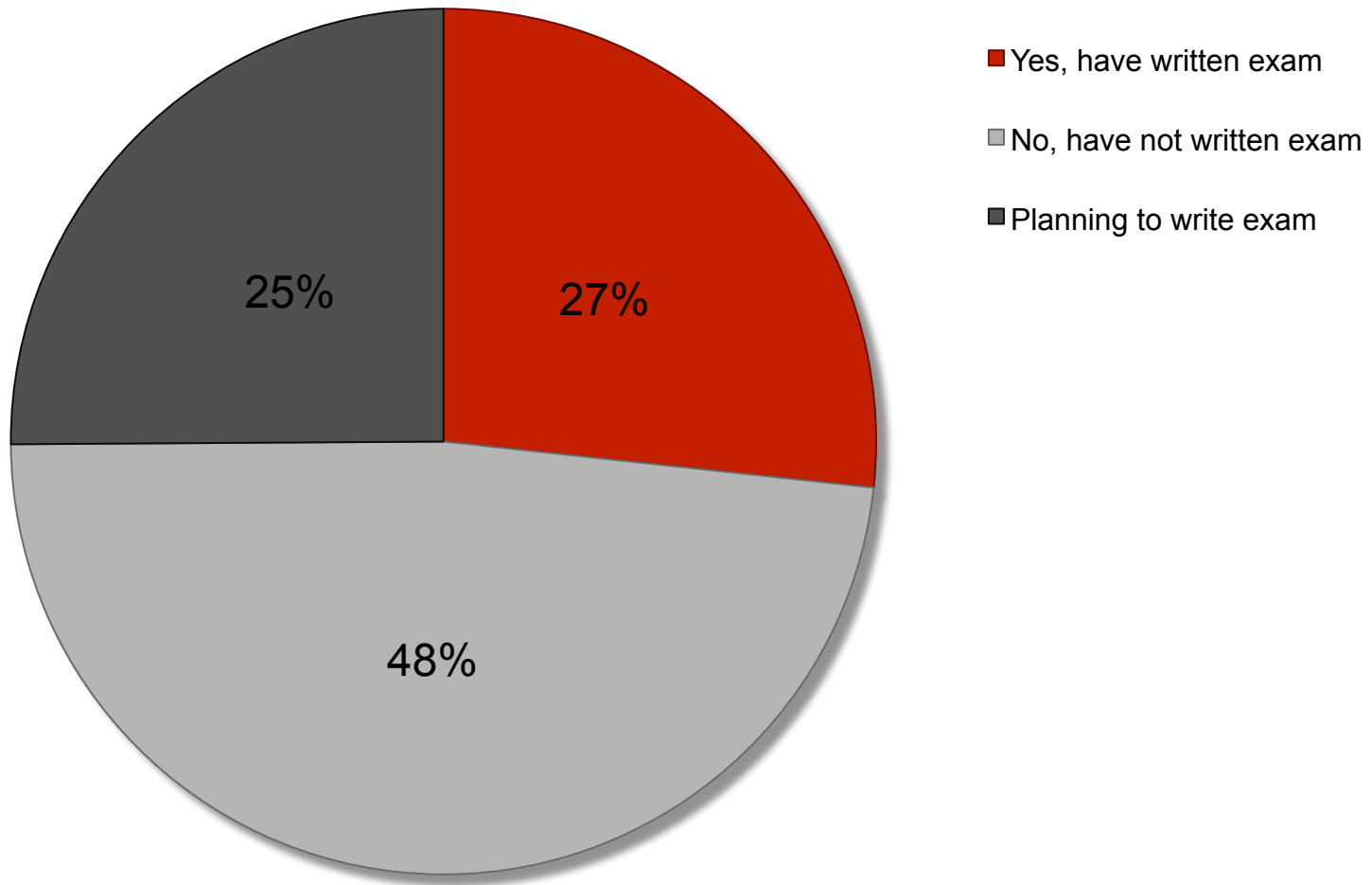
- They do not yet have clients.
- Their priority is to re-purpose items the client already owns.
- The Associate Members are not located in their region.

POC Trained Professional Organizer classes



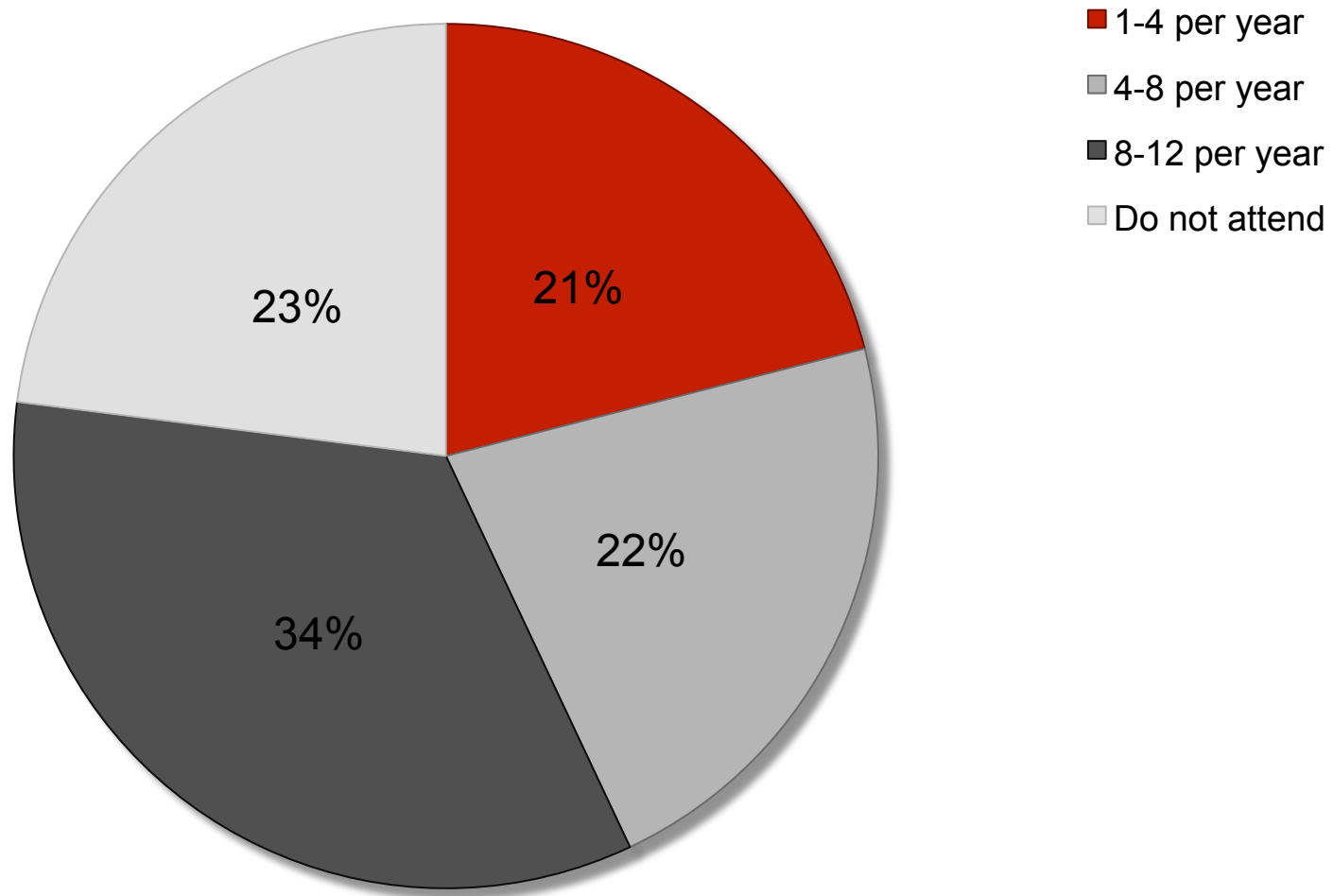
*177 respondents

Trained Professional Organizer Exam



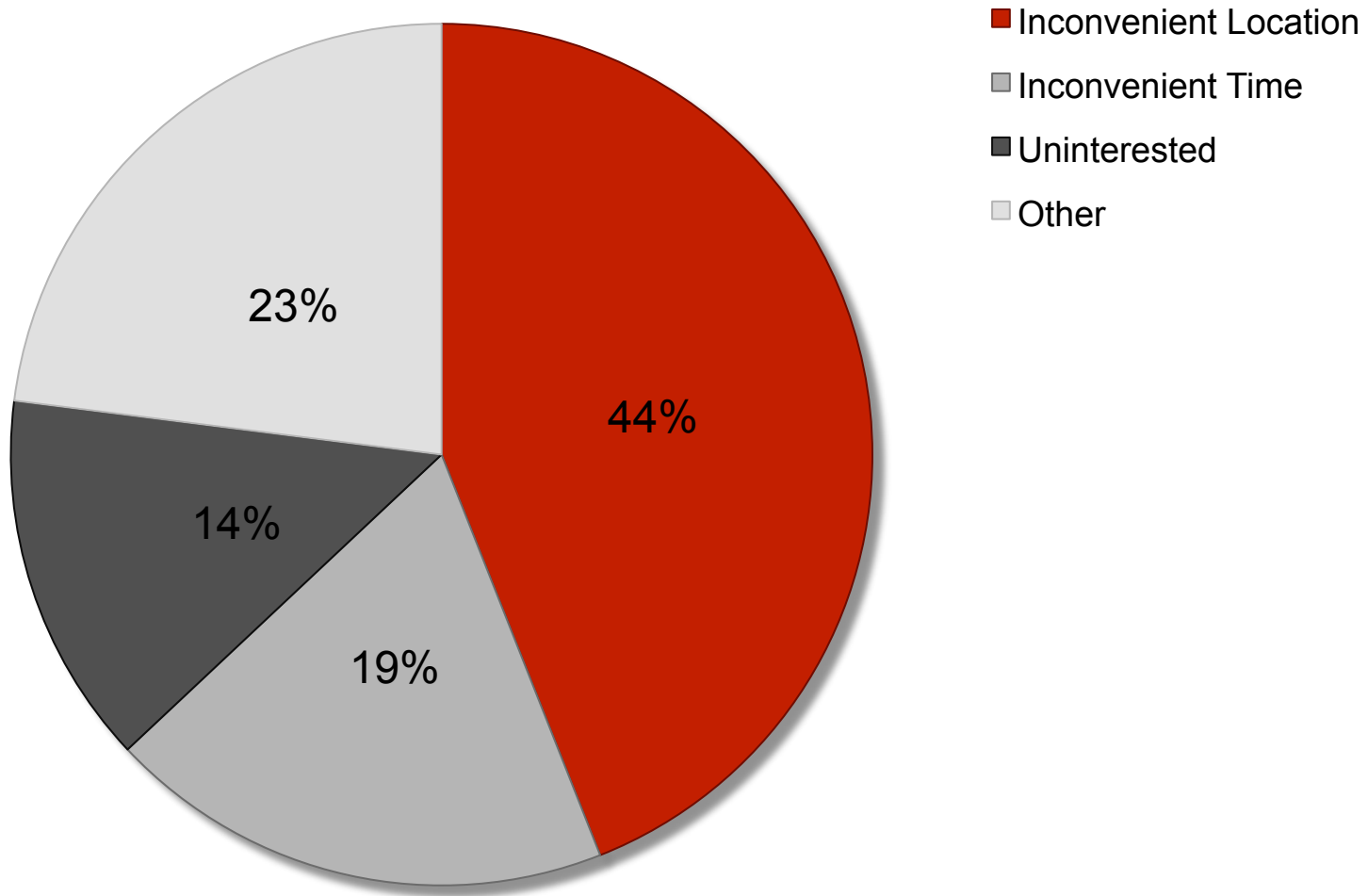
*188 respondents

Attendance at Chapter Meetings



*190 respondents

Reasons for Not Attending Chapter Meetings



*190 respondents

Chapter Membership

Chapter	Percentage of Members
BC Lower Mainland	12
Calgary	10
Cyber	12
Durham	3
Edmonton	5
Grand River, Ontario	5
Halton-Peel	6
London and Area	3
Montreal	7
New Brunswick (in formation)	1
North-GTA	5
Nova Scotia	2
Ottawa	7
Toronto	19
Vancouver Island	3

This information was obtained from our member database as of June 30, 2011



Professional Organizers in Canada

Question or concerns?

Contact [Director of Membership](#)