



iMember

Organisation and Service Benefits

METHODOLOGY NOTE

ComRes interviewed 2,017 GB adults online between 15th and 16th May 2013. Data were weighted to be representative of all GB adults aged 18+. ComRes is a member of the British Polling Council and abides by its rules.

All press releases or other publications must be checked with ComRes before use. ComRes requires 48 hours to check a press release unless otherwise agreed.

Organisational Benefits Survey

ONLINE Fieldwork : 15th - 16th May 2013

Absolutes/col percents

Table 1
Q.1 How many organisations do you belong to and are a member of? By organisations, we mean any club, society, trade union, professional body, and so on. If you are unsure, please give your best estimate.
Base: All respondents

	Gender			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	2017	1019	998	206	330	421	360	318	382	740	564	281	432	533	527	522	282	153
Weighted base	2017	988	1029	242	323	383	343	302	423	544	585	423	464	513	532	506	291	175
None	711 35%	287 29%	424 41%	37 15%	100 31%	141 37%	149 44%	124 41%	161 38%	161 30%	170 29%	170 40%	210 45%	155 30%	200 37%	182 36%	104 36%	71 40%
1	338 17%	172 17%	166 16%	17 7%	37 12%	63 17%	74 22%	66 22%	80 19%	106 19%	96 16%	71 17%	66 14%	80 16%	82 15%	96 19%	59 20%	22 12%
2	220 11%	122 12%	98 10%	11 5%	39 12%	34 9%	29 9%	43 14%	64 15%	79 15%	59 10%	43 10%	39 8%	57 11%	54 10%	58 11%	33 11%	19 11%
3	102 5%	57 6%	45 4%	12 5%	12 4%	13 3%	19 5%	19 6%	27 6%	38 7%	33 6%	12 3%	20 4%	31 6%	21 4%	27 5%	14 5%	10 5%
4	41 2%	20 2%	21 2%	5 2%	4 1%	7 2%	2 1%	10 3%	12 3%	17 3%	13 2%	7 2%	3 1%	11 2%	6 1%	16 3%	5 2%	2 1%
5+	82 4%	49 5%	33 3%	7 3%	11 4%	16 4%	8 2%	14 5%	26 6%	41 7%	16 3%	9 2%	16 3%	28 6%	21 4%	20 4%	5 2%	8 5%
Don't know	523 26%	281 28%	242 24%	153 63%	120 37%	109 28%	62 18%	26 9%	54 13%	102 19%	198 34%	112 26%	111 24%	150 29%	149 28%	108 21%	72 25%	44 25%
Mean	1.29	1.50	1.10	1.51	1.27	1.53	0.87	1.24	1.41	1.89	1.22	0.96	0.90	1.63	1.11	1.28	1.07	1.24
Standard deviation	2.92	2.55	3.21	1.89	2.24	5.54	1.32	1.74	2.09	4.62	1.73	1.81	1.59	4.53	1.93	2.45	1.86	2.30
Standard error	0.08	0.09	0.12	0.24	0.15	0.32	0.08	0.10	0.11	0.19	0.09	0.13	0.09	0.23	0.10	0.12	0.13	0.21

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Table 2

Q.2 How many services do you pay a regular subscription or payment to? By this, we mean companies that provide you with a service for your individual needs, such as banks, breakdown cover, insurance companies, newspapers, TV companies, mobile phone providers, telephone or internet providers, and so on. If you are unsure, please give your best estimate.

Base: All respondents

	Gender			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	2017	1019	998	206	330	421	360	318	382	740	564	281	432	533	527	522	282	153
Weighted base	2017	988	1029	242	323	383	343	302	423	544	585	423	464	513	532	506	291	175
None	80 4%	30 3%	51 5%	16 7%	5 2%	10 3%	20 6%	17 6%	11 3%	13 2%	25 4%	21 5%	21 5%	17 3%	26 5%	18 4%	9 3%	11 6%
1	100 5%	51 5%	50 5%	16 6%	28 9%	16 4%	12 4%	13 4%	15 3%	22 4%	26 4%	22 5%	30 7%	24 5%	22 4%	33 7%	13 4%	7 4%
2	147 7%	78 8%	68 7%	28 12%	24 8%	43 11%	20 6%	16 5%	15 4%	43 8%	40 7%	29 7%	34 7%	35 7%	34 6%	43 9%	20 7%	15 8%
3	191 9%	89 9%	102 10%	19 8%	21 6%	39 10%	29 8%	31 10%	53 12%	47 9%	38 6%	34 8%	72 16%	39 8%	59 11%	46 9%	24 8%	24 13%
4	213 11%	89 9%	124 12%	7 3%	42 13%	40 11%	32 9%	32 11%	59 14%	60 11%	60 10%	35 8%	58 13%	49 10%	56 10%	52 10%	30 10%	27 16%
5+	880 44%	400 40%	481 47%	33 14%	113 35%	158 41%	183 53%	156 51%	237 56%	279 51%	231 39%	204 48%	167 36%	216 42%	234 44%	230 45%	142 49%	58 33%
Don't know	405 20%	251 25%	154 15%	124 51%	89 28%	77 20%	47 14%	36 12%	33 8%	80 15%	165 28%	77 18%	82 18%	132 26%	102 19%	84 17%	54 19%	33 19%
Mean	5.38	5.35	5.41	3.02	5.77	5.82	5.42	5.35	5.51	5.82	5.64	5.28	4.67	5.54	5.11	5.09	5.84	5.88
Standard deviation	5.38	5.11	5.61	2.34	9.45	6.83	3.36	3.56	3.03	4.12	7.29	3.50	5.62	3.99	3.39	3.37	7.08	11.59
Standard error	0.13	0.19	0.19	0.25	0.61	0.38	0.19	0.21	0.16	0.17	0.36	0.23	0.30	0.20	0.17	0.16	0.47	1.03

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Table 3
Q.3 Many membership organisations and services provide additional rewards and benefits to their members and subscribers or payees, such as discounts or special offers. How often, if at all, do you make use of benefits from membership organisations or services ?
Base: All who are members of organisations or pay for services

	Gender			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1570	752	818	78	238	324	303	276	351	624	390	224	332	397	397	431	225	120
Weighted base	1581	732	849	107	231	303	285	262	392	464	410	336	370	381	414	416	237	134
Daily	(365) 3%	20 3%	20 2%	7 7%	4 2%	8 3%	5 2%	5 2%	12 3%	11 2%	8 2%	12 3%	10 3%	8 2%	4 1%	13 3%	10 4%	5 4%
Weekly	(52) 6%	59 8%	31 4%	8 7%	26 11%	16 5%	11 4%	13 5%	16 4%	28 6%	20 5%	16 5%	25 7%	23 6%	19 5%	33 8%	12 5%	2 2%
Fortnightly	(26) 2%	14 2%	17 2%	6 5%	9 4%	4 1%	3 1%	4 2%	5 1%	12 3%	10 2%	2 1%	7 2%	7 2%	7 2%	11 3%	1 1%	5 3%
Monthly	(12) 12%	101 14%	88 10%	20 19%	42 18%	46 15%	24 8%	26 10%	30 8%	62 13%	52 13%	42 13%	33 9%	51 13%	51 12%	40 10%	36 15%	11 8%
Every six months	(2) 8%	63 9%	71 8%	4 4%	26 11%	32 10%	25 9%	17 6%	30 8%	41 9%	42 10%	34 10%	16 4%	36 10%	36 9%	38 9%	15 6%	9 7%
Yearly	(1) 8%	58 8%	68 8%	13 12%	11 5%	25 8%	19 7%	18 7%	40 10%	41 9%	37 9%	24 7%	24 6%	25 7%	33 8%	30 7%	22 9%	16 12%
Less than yearly	(0.5) 10%	75 10%	80 9%	5 5%	13 6%	31 10%	41 14%	29 11%	36 9%	54 12%	42 10%	31 9%	27 7%	30 8%	40 10%	50 12%	25 10%	11 8%
Never	(0) 30%	218 30%	258 30%	27 25%	51 22%	72 24%	91 32%	93 36%	141 36%	122 26%	123 30%	93 28%	138 37%	113 30%	121 29%	122 29%	73 31%	47 35%
Don't know	341 22%	124 17%	217 26%	17 16%	47 20%	69 23%	68 24%	59 22%	82 21%	93 20%	78 19%	81 24%	89 24%	87 23%	102 25%	80 19%	44 19%	28 21%
Mean	18.38	20.14	16.69	37.78	19.85	19.02	12.44	14.06	18.37	17.56	14.42	22.53	20.40	17.71	10.63	21.58	24.09	22.52
Standard deviation	64.81	65.92	63.74	97.17	54.47	66.04	53.71	55.53	69.74	61.15	55.00	76.10	69.06	61.67	41.58	70.10	79.15	80.30
Standard error	1.84	2.65	2.57	12.05	3.91	4.14	3.51	3.82	4.18	2.74	3.12	5.79	4.32	3.49	2.40	3.76	5.93	8.15

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Table 4

Q.4 For which of the following reasons, if any, do you not make use of benefits from membership organisations or services more?

Base: All who are members of organisations or pay for services

	Gender		Age							Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1570	752	818	78	238	324	303	276	351	624	390	224	332	397	397	431	225	120
Weighted base	1581	732	849	107	231	303	285	262	392	464	410	336	370	381	414	416	237	134
Net: I don't know/ forget what is available	816 52%	334 46%	482 57%	67 62%	127 55%	180 59%	145 51%	120 46%	177 45%	234 50%	226 55%	164 49%	192 52%	221 58%	203 49%	213 51%	108 46%	70 53%
I don't know what is available	535 34%	220 30%	315 37%	48 44%	85 37%	118 39%	93 33%	74 28%	117 30%	141 30%	142 35%	108 32%	143 39%	141 37%	131 32%	137 33%	73 31%	53 39%
I forget what is available	403 26%	168 23%	235 28%	32 30%	70 31%	99 33%	75 26%	58 22%	69 18%	134 29%	128 31%	78 23%	63 17%	109 29%	99 24%	108 26%	58 25%	29 22%
None of them are relevant to my needs	678 43%	324 44%	354 42%	48 45%	95 41%	136 45%	108 38%	117 44%	175 45%	212 46%	179 44%	138 41%	150 40%	147 39%	174 42%	176 42%	112 47%	69 52%
I cannot be bothered	246 16%	135 18%	111 13%	26 24%	38 16%	44 15%	45 16%	39 15%	54 14%	69 15%	71 17%	62 19%	43 12%	61 16%	70 17%	73 18%	31 13%	11 8%
I don't have the time to make use of them	136 9%	66 9%	70 8%	6 5%	31 13%	33 11%	29 10%	19 7%	19 5%	44 10%	39 9%	32 10%	21 6%	44 12%	32 8%	33 8%	14 6%	13 9%
I don't trust special offers	90 6%	52 7%	37 4%	3 3%	10 4%	14 5%	14 5%	25 9%	23 6%	22 5%	25 6%	16 5%	26 7%	21 5%	25 6%	31 8%	7 3%	5 4%
Other	74 5%	43 6%	31 4%	2 2%	8 3%	5 2%	17 6%	16 6%	26 7%	29 6%	13 3%	12 4%	20 5%	17 4%	21 5%	18 4%	10 4%	8 6%