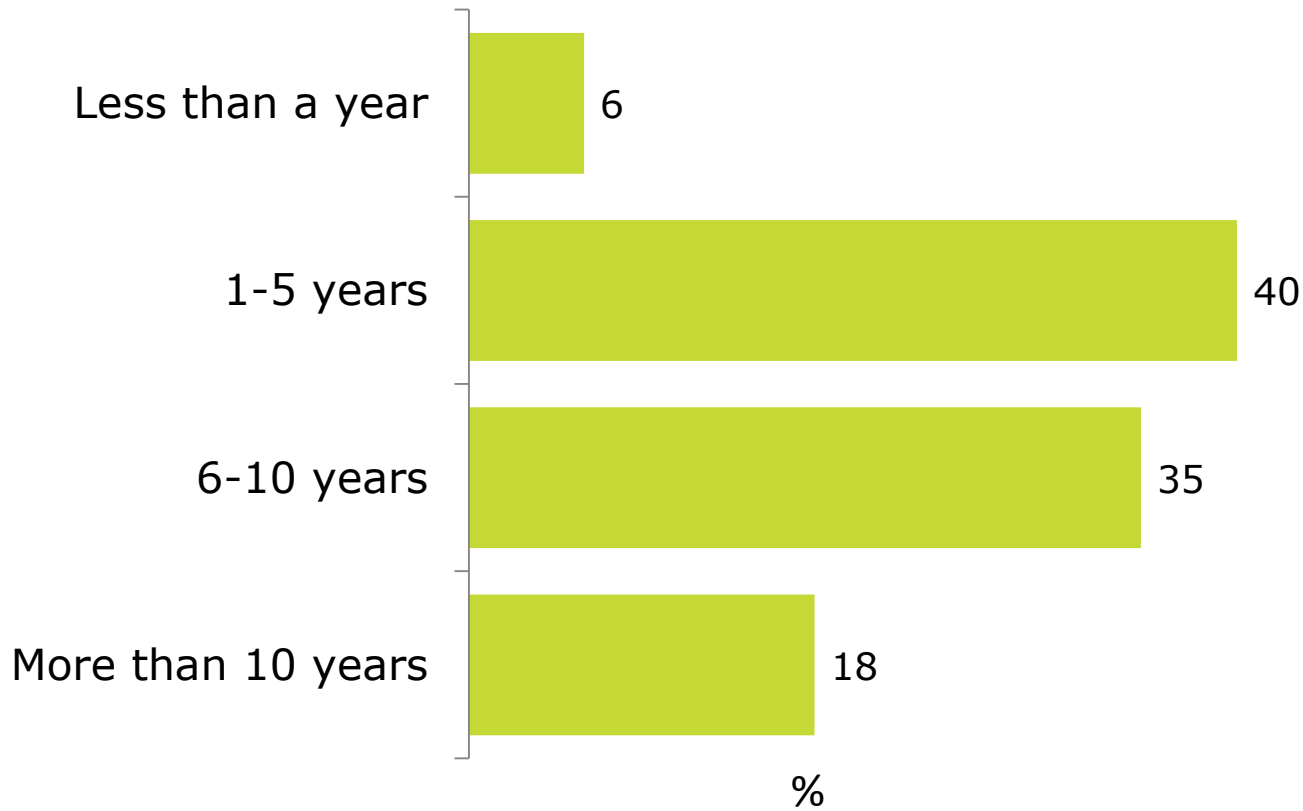




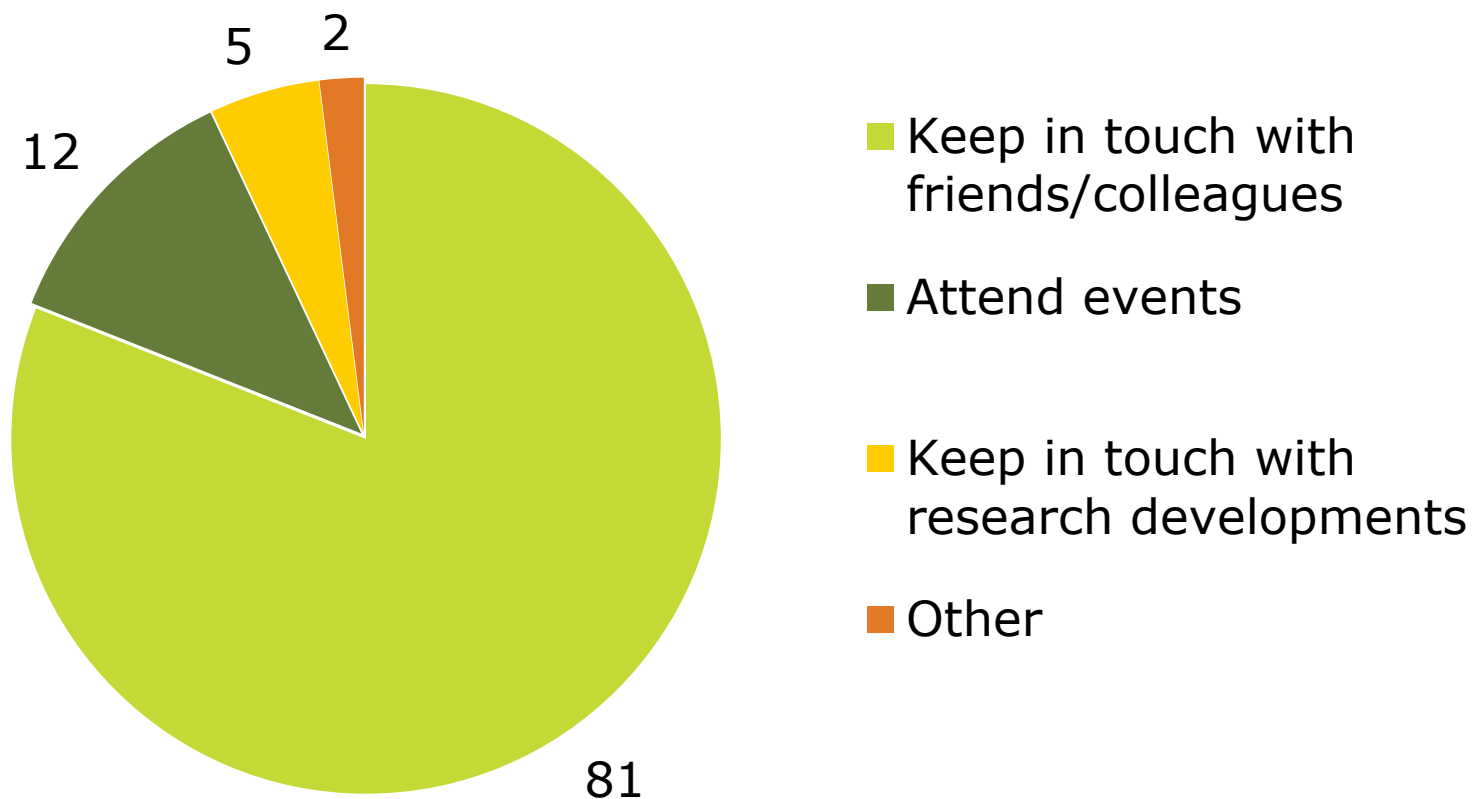
The Research Network
Membership survey
Summary
December 2016

- On-line survey among Research Network members in August 2016
- Fieldwork and data processing were conducted free of charge by Cobalt Sky
- Design and reporting Sue Nosworthy
- All members with a valid email address were contacted (218) - 156 interviews were achieved –response rate of 72%
- Respondents two thirds male, and heavily skewed towards London and South East England. With a median age of just over 70, the majority of respondents were retired. Only one in seven still works full-time.

The majority have been members more than 5 years: very few had joined in the past year

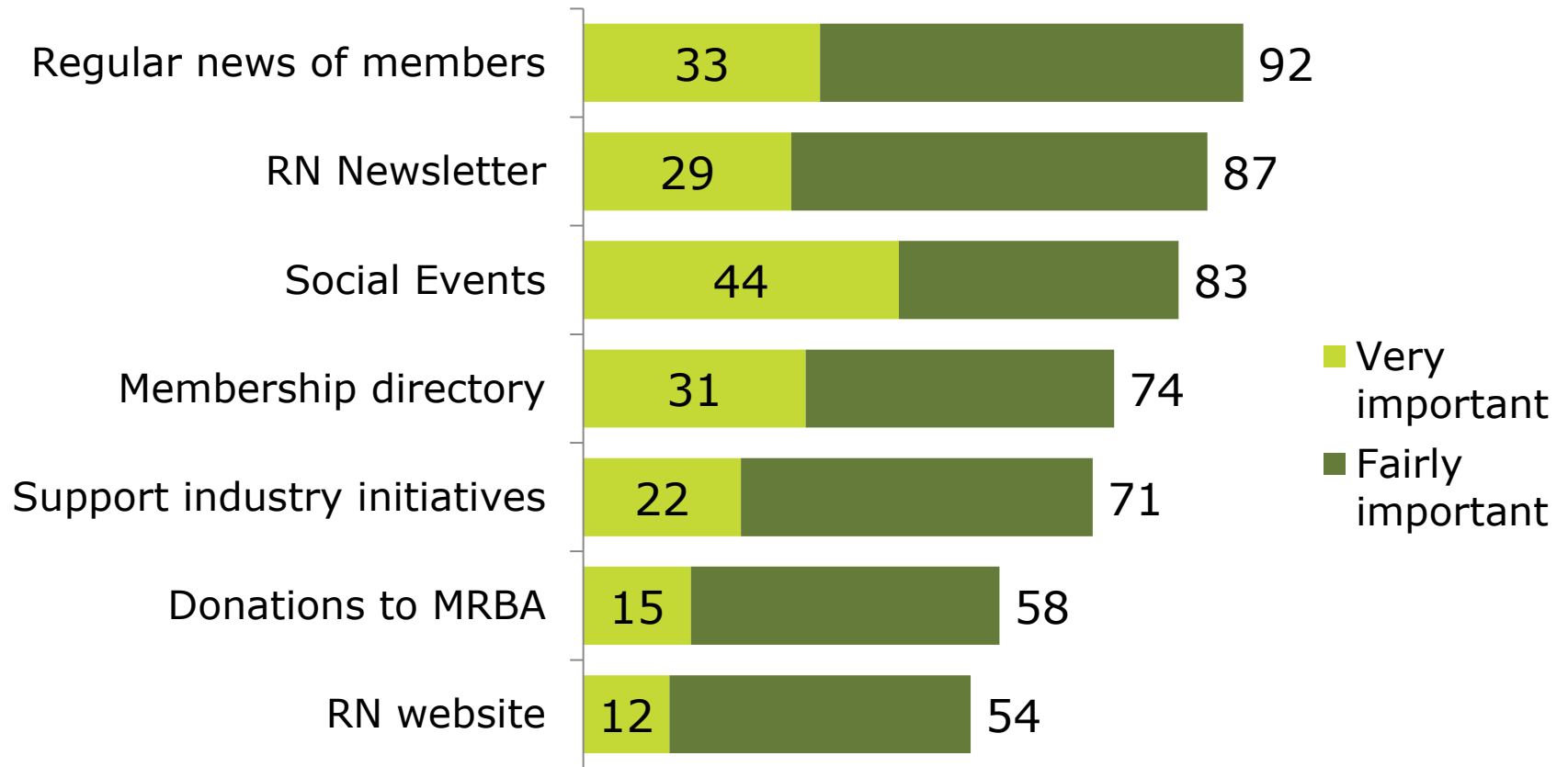


Overwhelmingly the main reason for joining is to keep in touch with people



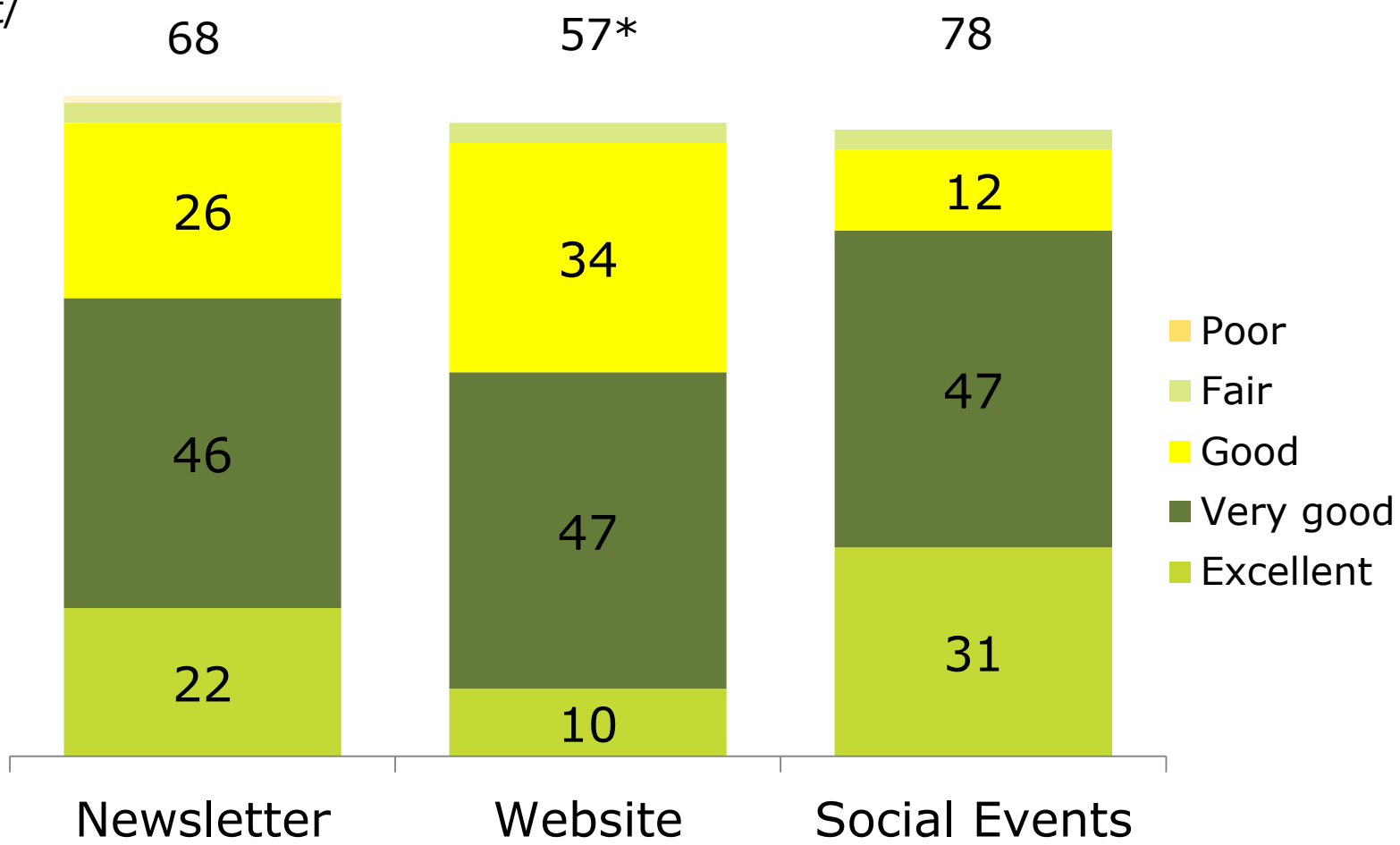
Although social events achieve the highest 'very important' rating, the newsletter and regular news of members rate higher overall

% Very/fairly important



All of the main communication channels are highly rated, particularly social events

% Excellent/
very good



Base: All respondents (156)

*Evaluation of the website is based only on visitors

Suggestions for Improvements - Newsletter

80% of respondents had no suggestions for changes

- Readership is very high, based on the last issue
- Main changes suggested were:
 - More news of members, and what they are doing now
 - More contributions from a wider group of members
 - Gossip
 - News and opinions about the research industry and recent developments
 - Shorter pieces or perhaps synopses of longer articles

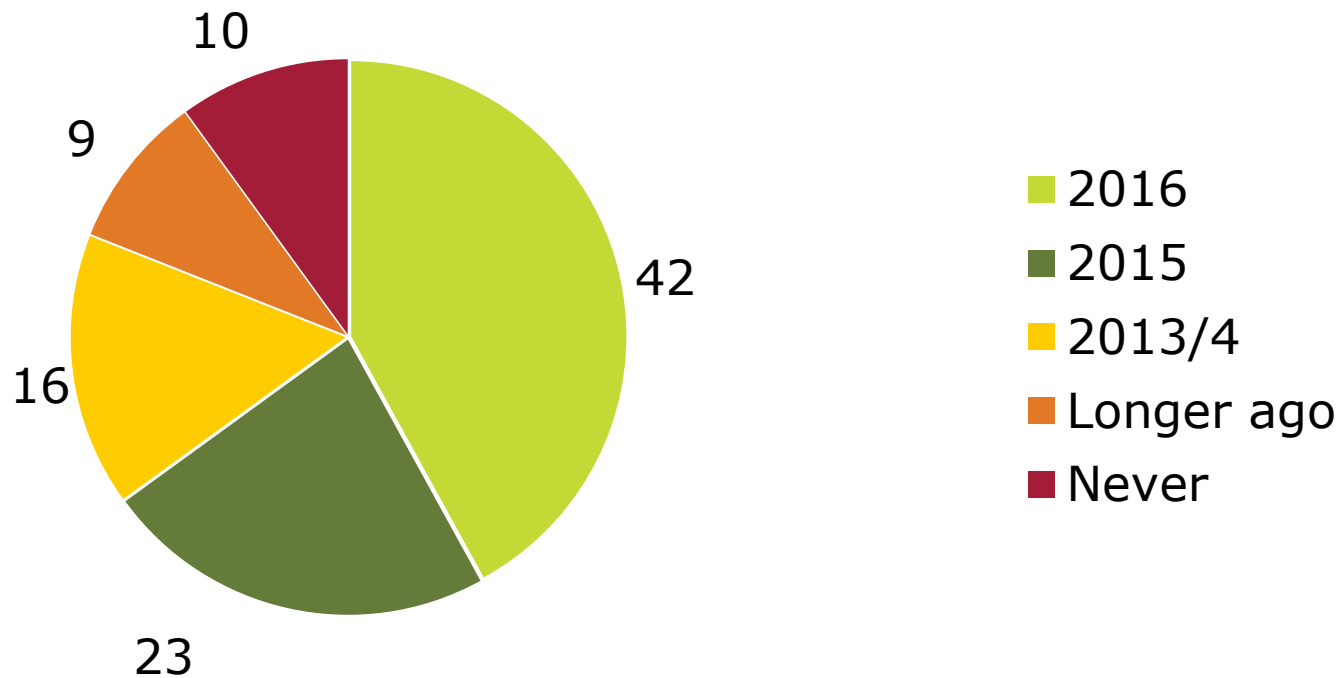


Suggestions for Improvements - Website

- Around seven in ten respondents had no suggestions for changes or improvements to the website.
- Almost the only changes suggested related to keeping it up to date with relevant news items, or links to other sites with news items of interest. This includes more “serious” industry news as well as news of members and “gossip”.
- Where it was noticed, the redesign was liked.

Only one in ten respondents had never attended an event, while around two thirds had attended at least one event in 2015/2016

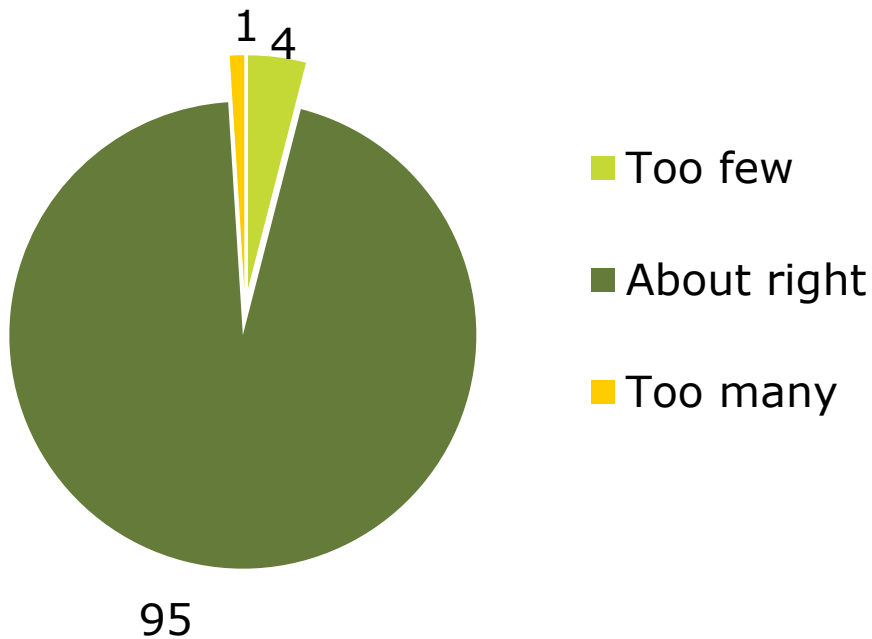
When last attended a Research Network Social Event



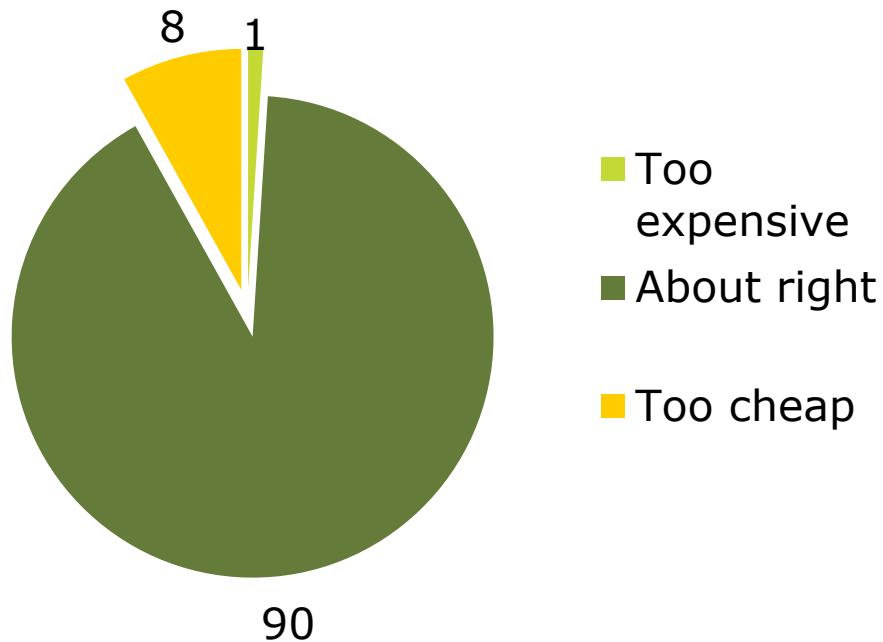
Non-attendance is most often related to the difficulty of attending or diary conflict, rather than any dislike of the actual events

The overwhelming majority of respondents are happy with both the number and the cost of events

Number of events



Cost of events



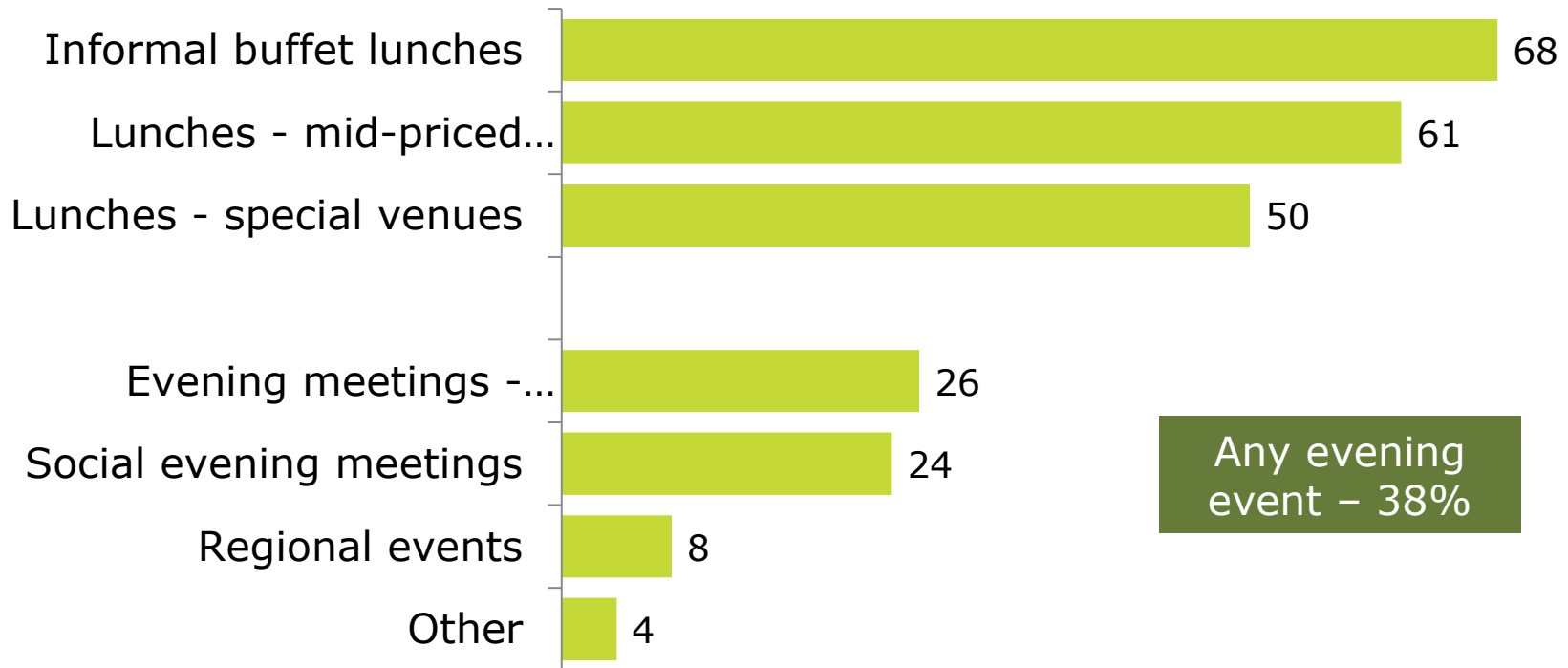
In terms of future events, informal buffets with opportunities to circulate are the most popular lunch option...

What type of events should be run in future?



...while there is some, albeit minority, interest in evening events, either with or without speakers

What type of events should be run in future?



Interest in evening meetings is greatest among under 70s and working respondents

