

CBI Membership Research 2012

YouGov[®] What the world thinks

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- **This report presents the findings from a programme of research carried out among CBI members in late 2012. It focused on defining the value of CBI membership and exploring perception of how the organisation communicates with its members.**
- **An additional aspect of the research assessed the state of the business nation, capturing their priorities for 2013 and asking what they believe the CBI should be focusing on.**
- **The elements of the research were:**
 - An online survey with responses from 625 CBI members;
 - 30 in-depth interviews with a range of members;
 - Two workshop discussions including 40 participants from a North West regional council meeting held in Liverpool and the Chairman's Committee in London.
- **A breakdown of the profile of the members surveyed and interviewed is provided in the annex.**
- **Throughout this report we have referred to CBI members by size (number of employees¹), industry sector and region. In addition we have used overall ratings of satisfaction as a baseline measure for comparisons against other aspects.**



Management summary



The state of the business nation

- **Increased business and consumer confidence are critical for the success of CBI members in 2013. Their key words for 2013 are: growth, sustainability, and profitability – with maintaining their position or holding steady being key.**
- **Large organisations tended to focus on business demand, recruitment, ‘predictable government policy’, improved infrastructure and pensions. SMEs on ‘availability of finance.’**
- **A third reported steady growth in 2013 and just 7% decline, with over half (53%) describing themselves as ‘holding steady.’**
- **But a quarter are not very confident about the next 12 months - a third of those in the manufacturing and production sectors.**
- **In their view the CBI should focus on the ‘state of the economy’ in 2013, but also ‘making the UK an attract place to invest’ and ‘international competitiveness.’**

The value of CBI membership

- **Two-thirds of members are satisfied with CBI membership but a third are neither satisfied or dissatisfied or 'passive'. There is very little dissatisfaction amongst the membership base.**
- **The 'passives' are similar to others in terms of region, size and sector, but vary in their attitudes. They are twice as likely to have never attended national events and even less likely to have attended regional ones. A third of them have never accessed survey / forecast or business trend data.**
- **The value of political / economic intelligence and perceptions of the 'wider importance of the CBI to the business community' are especially strongly correlated to satisfaction with membership. Of the services, using data and reports is more closely related to satisfaction than the value of lobbying or attending events.**
- **Members believe the CBI has credibility, it provides the 'voice of business', but some are unsure how they can influence its decisions and whether it always listens to them.**
- **Those who attend events and are in the regional structure feel engaged, those outside tend to be less satisfied.**

Communicating effectively

- **Perceptions are that the CBI is good at communicating at a high-level but this does not always translate into keeping members informed and engaged.**
- **A third feel that regional events could be improved – 42% of the ‘passives’ with comments focused on content, promotion, location and cost.**
- **A fifth attend 5 or more CBI events on average, but a similar proportion none. The ‘passives’ and SMEs have been reducing their attendance in the last 12 months.**
- **Policy updates are widely read, particularly by manufacturing / production businesses, but one or two e-mails per week is the maximum number tolerated.**
- **A third of members are using a tablet or smartphone as their main method of accessing CBI or other business e-mails, whilst there is a demand for engagement through LinkedIn and Twitter to a lesser extent.**
- **Communications should be targeted with strong summaries, half would welcome more sector specific events and short briefings. Others talked about opportunities to interact through forums and blogs.**

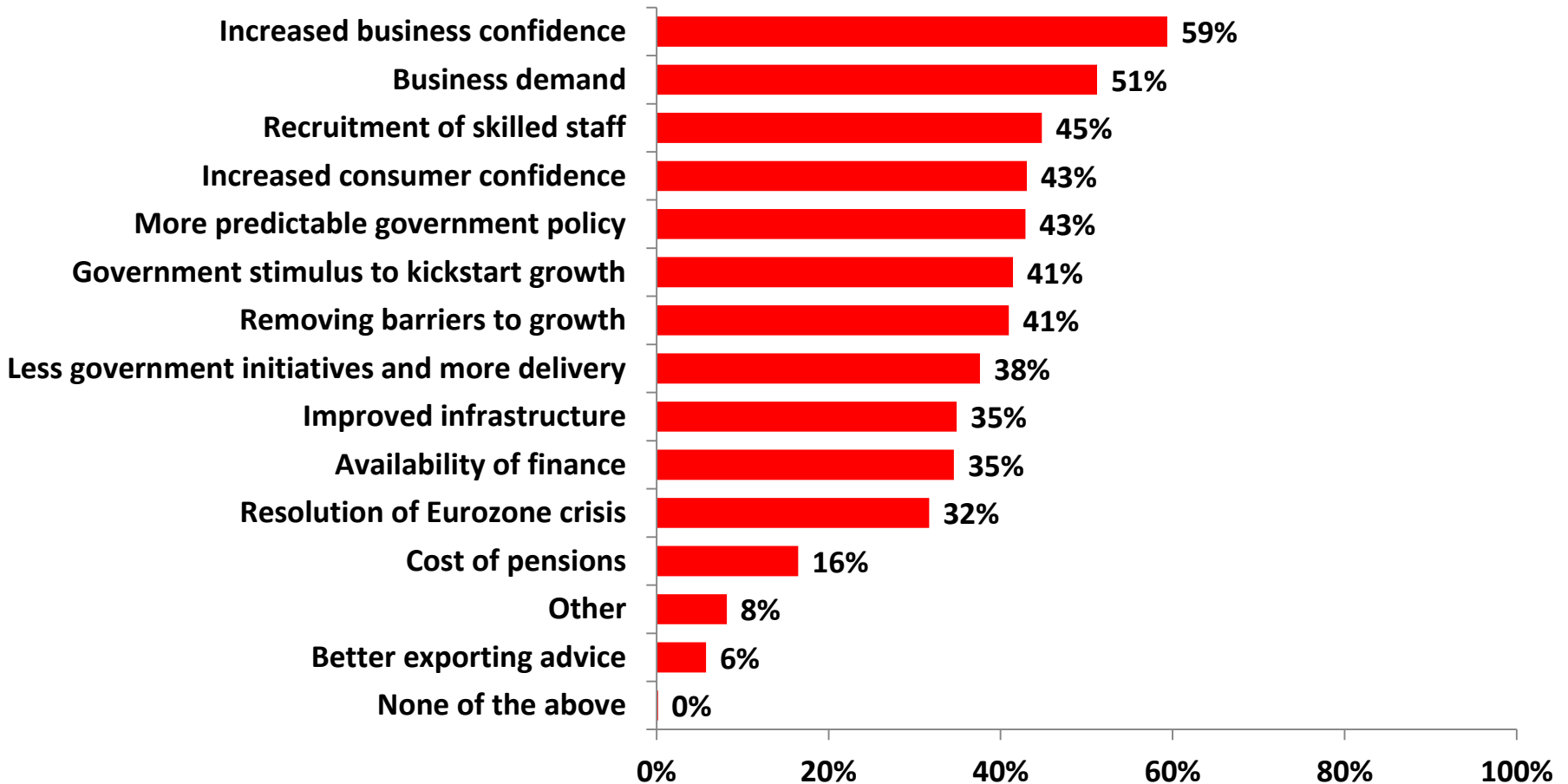


Section A: The economy and the state of UK business



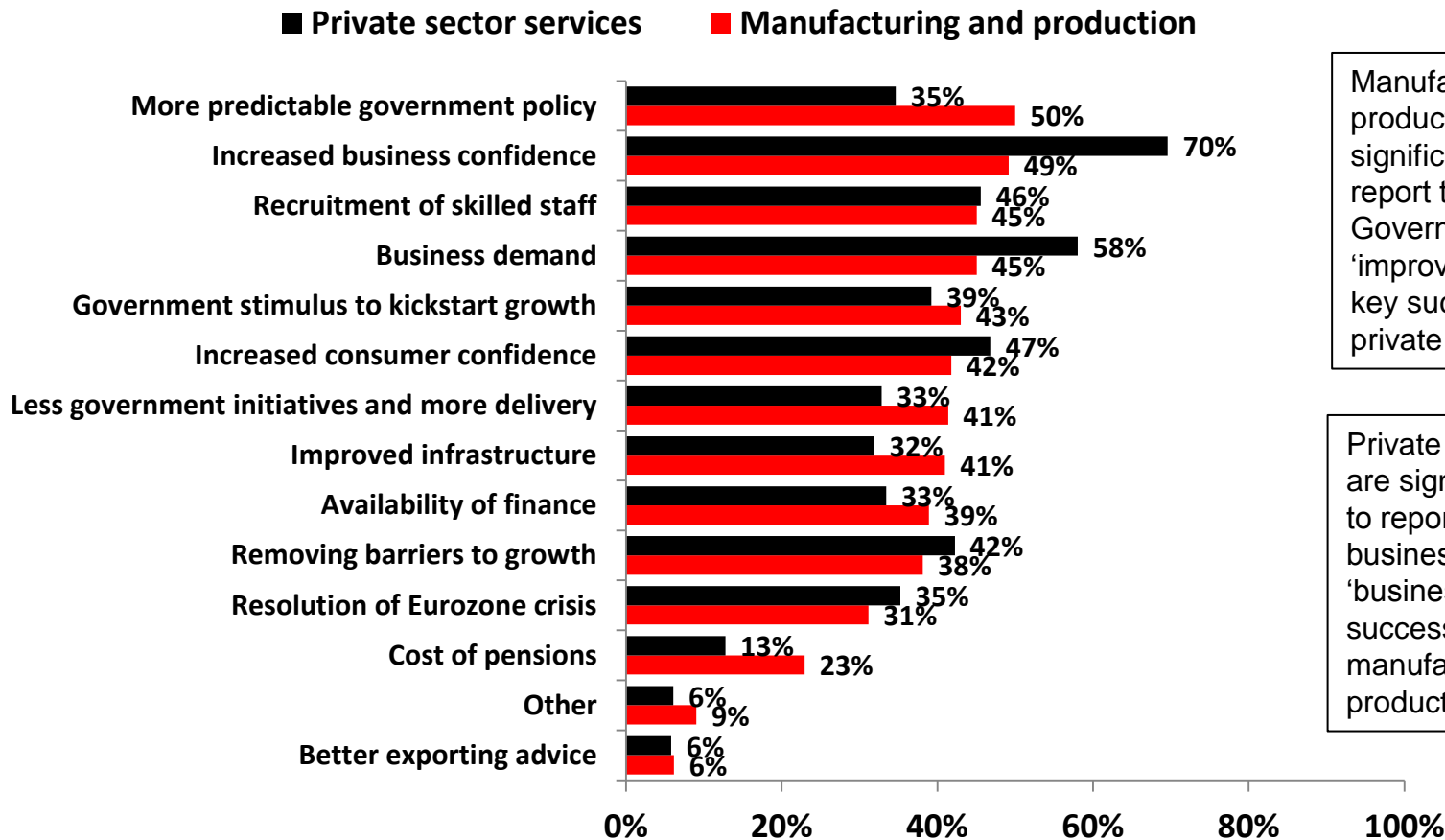
Increased business confidence is the key success factor for the majority of CBI members

Which of the following, if any, are key success factors for achieving your company's business objectives?



Manufacturing and production employers are significantly more likely to report that predictable Government policy is a key success factor.

Which of the following, if any, are key success factors for achieving your company's business objectives?



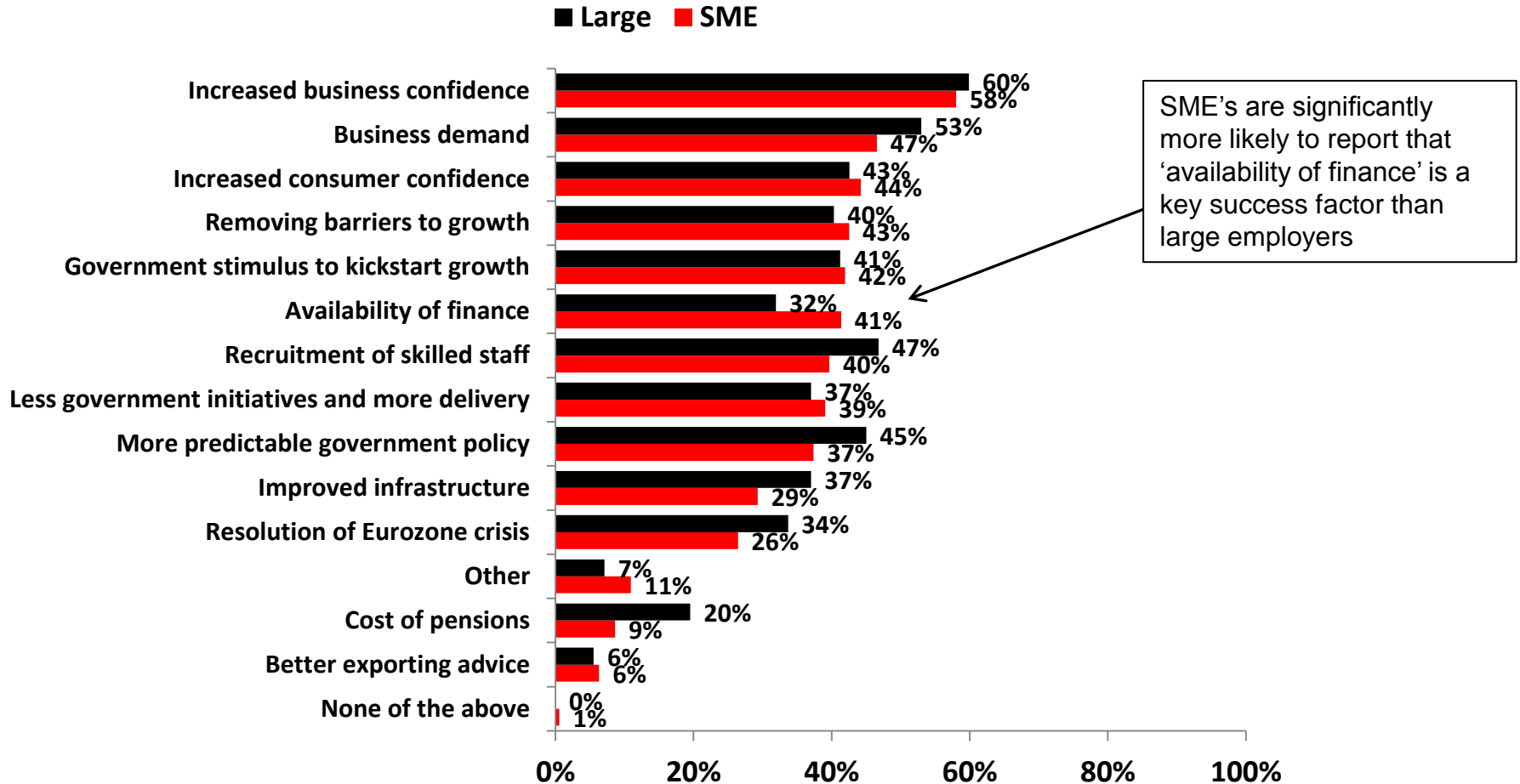
Manufacturing and production firms are significantly more likely to report that 'more predictable Government policy' and 'improved infrastructure' are key success factors than private sector services firms

Private sector services firms are significantly more likely to report that 'increased business confidence' and 'business demand' are key success factors than manufacturing and production firms

Base = Manufacturing and production (n=244), private sector services (n=329)

The availability of finance is the key success factor that distinguishes SMEs from large employers.

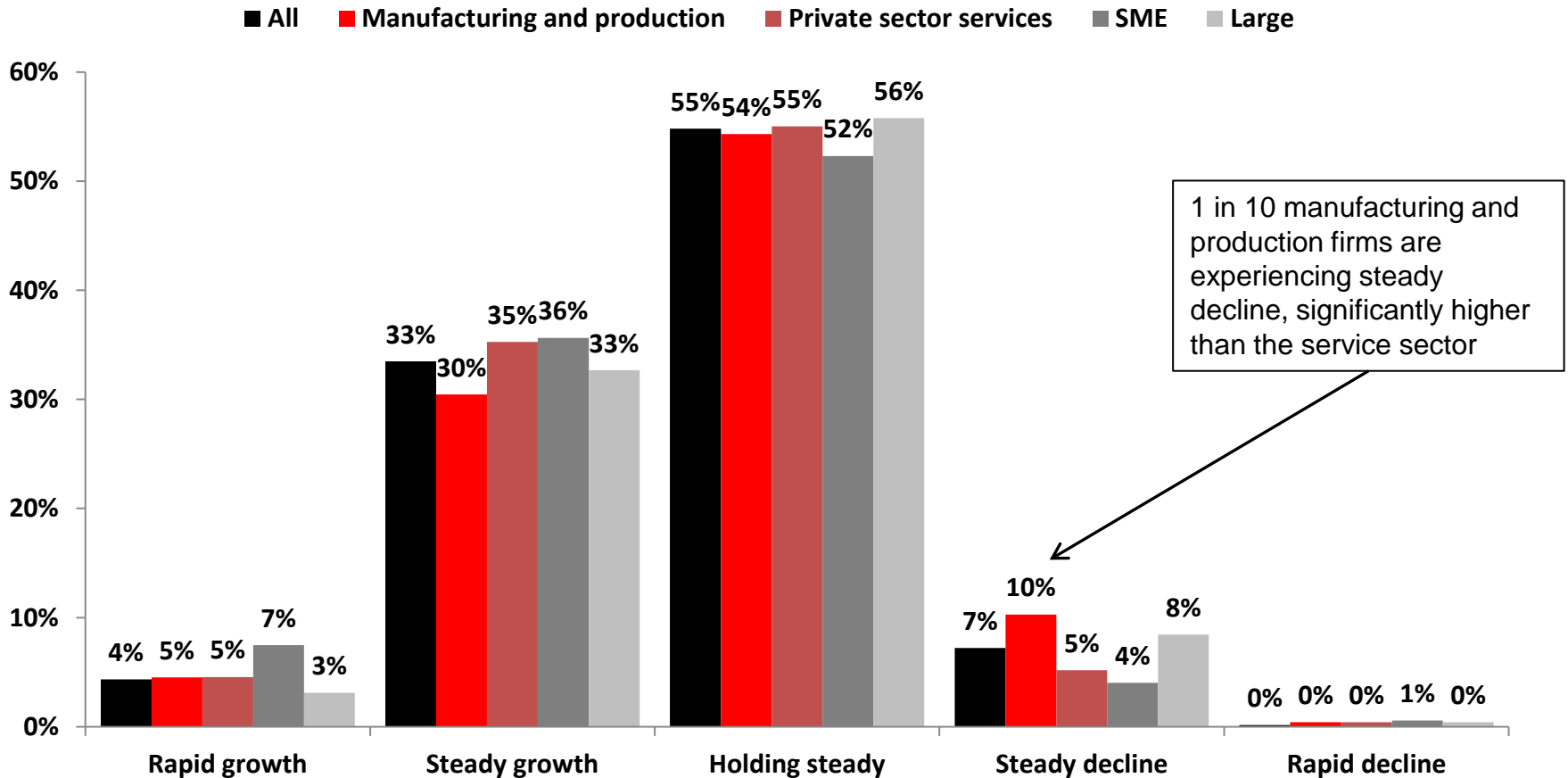
Which of the following, if any, are key success factors for achieving your company's business objectives?



Base = SMEs (n=174), Large (n=451)

It has been a challenging year but over half of organisations are holding steady and a third reported steady growth.

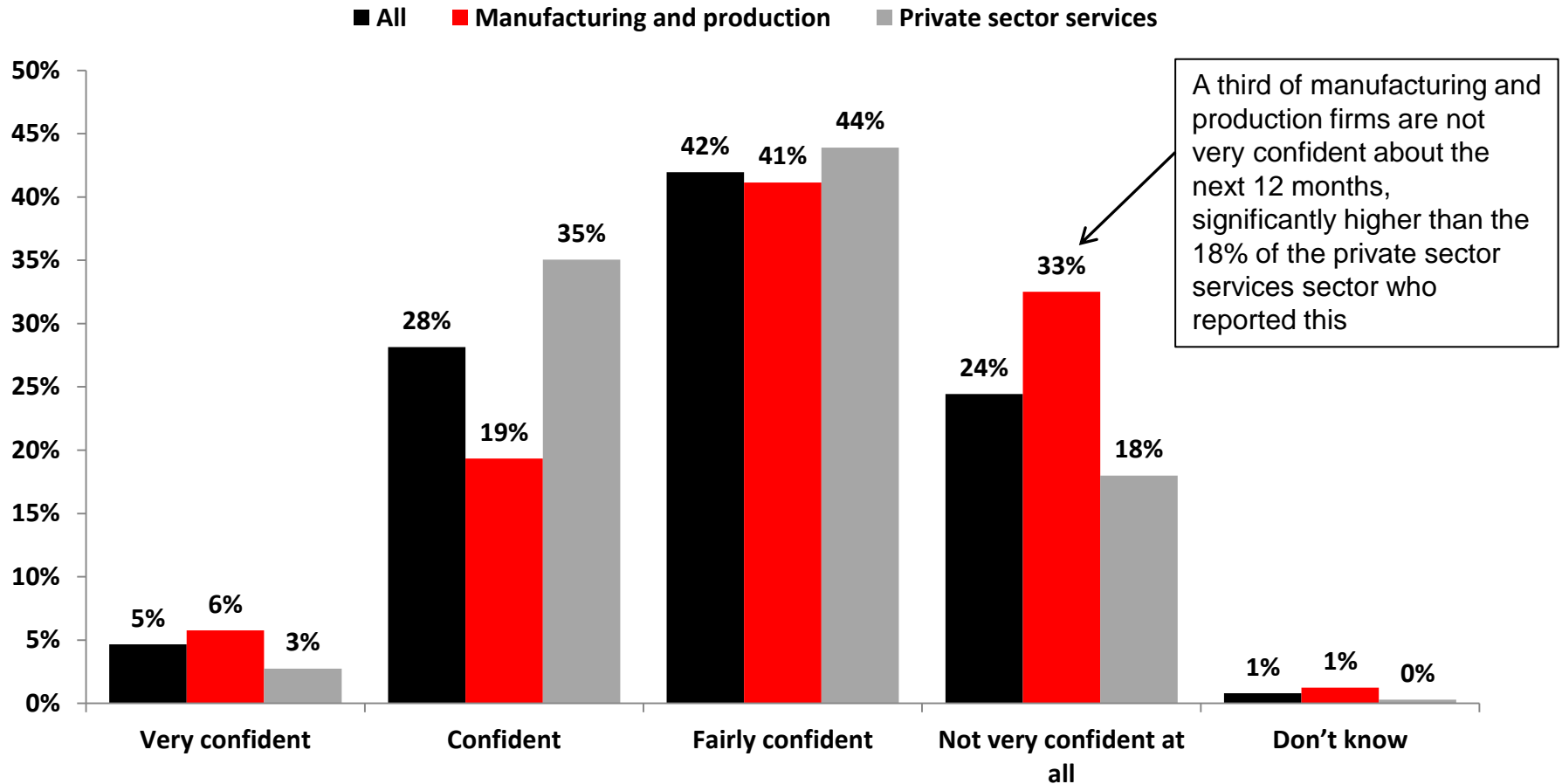
Which of the following best describes the growth of your business over the last 12 months?



Base = All (n=625), Manufacturing and production (n=244), private sector services (n=329), SME's (n=174), Large (n=451)

Future confidence is stronger with seven out 10 CBI members confident or fairly confident about their growth prospects.

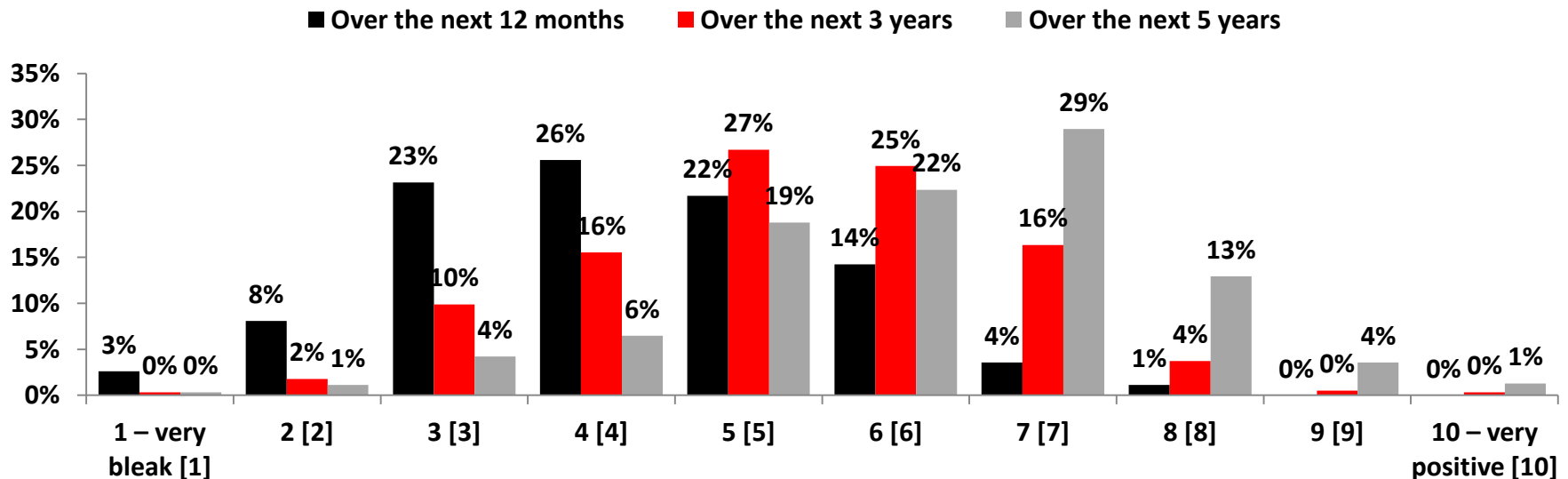
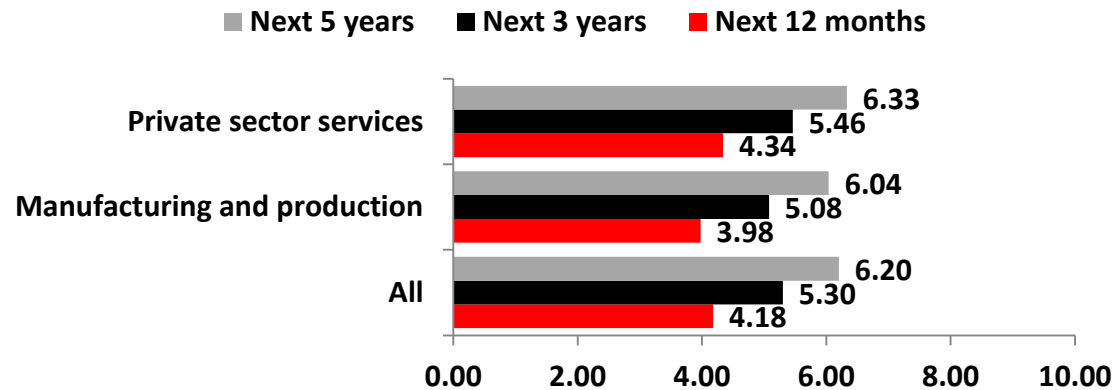
How confident do you feel about the growth prospects of your organisation in the next 12 months?



Base = All (n=625), Manufacturing and production (n=244), private sector services (n=329), SME's (n=174), Large (n=451)

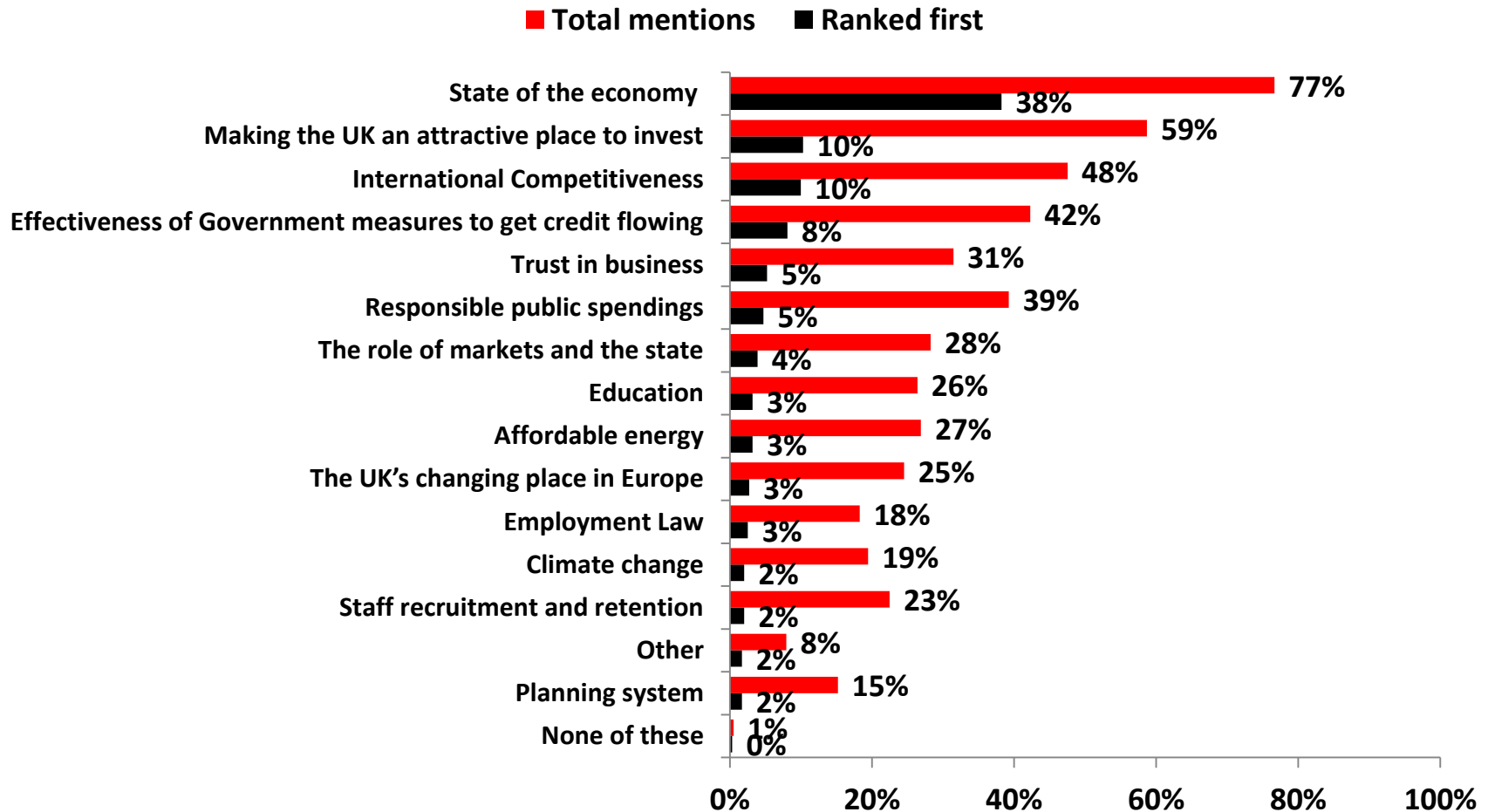
The outlook in the short term remains fairly bleak but there are signs of optimism over the next 5 years.

On a scale of 1-10, how do you feel about the outlook for UK business/economy?



The state of the economy is overwhelmingly the issue that CBI members would like the CBI to focus on in 2013.

Based on your own priorities, which of the following issues would you like CBI to focus on in 2013?

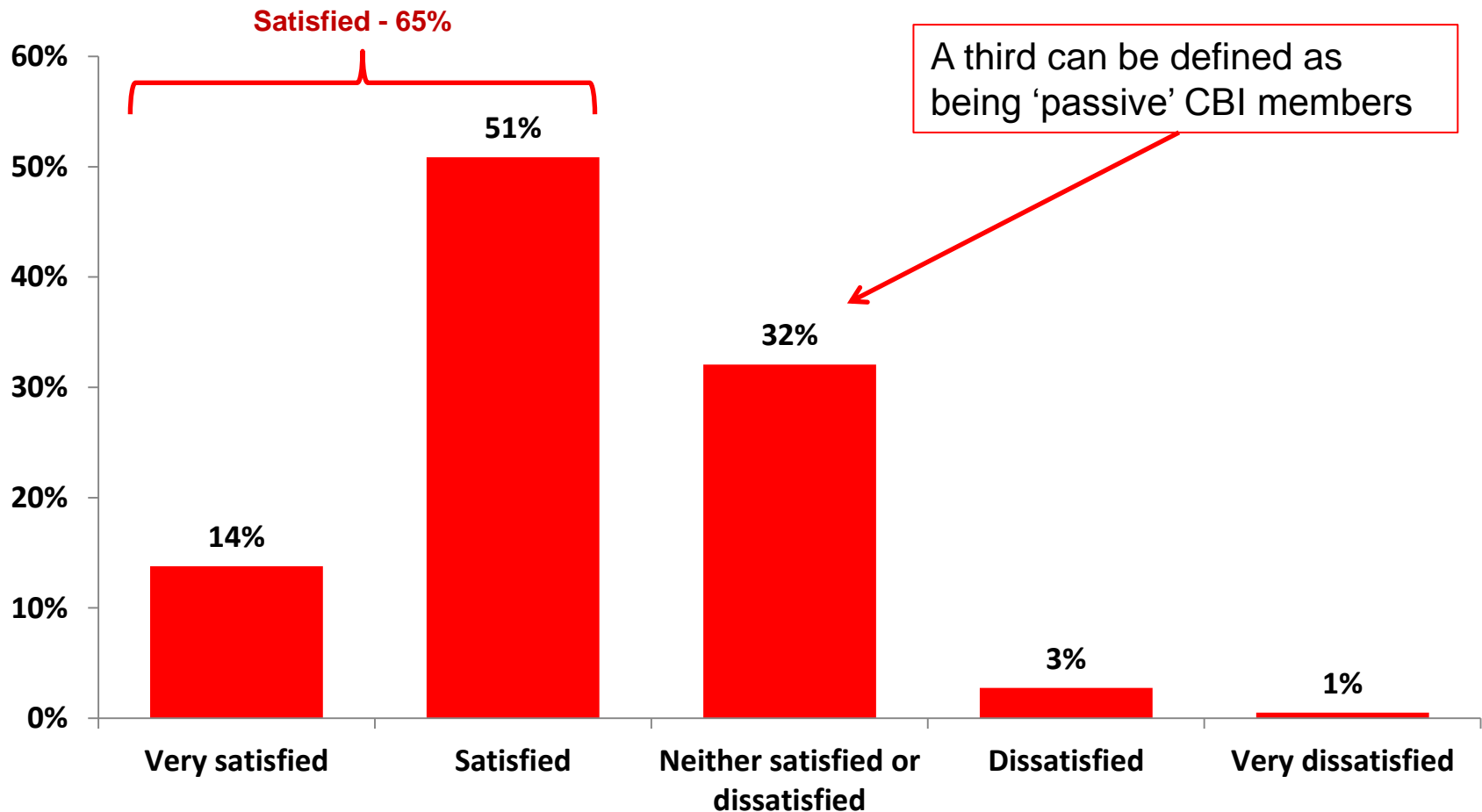




Section B: Assessing the value of CBI membership

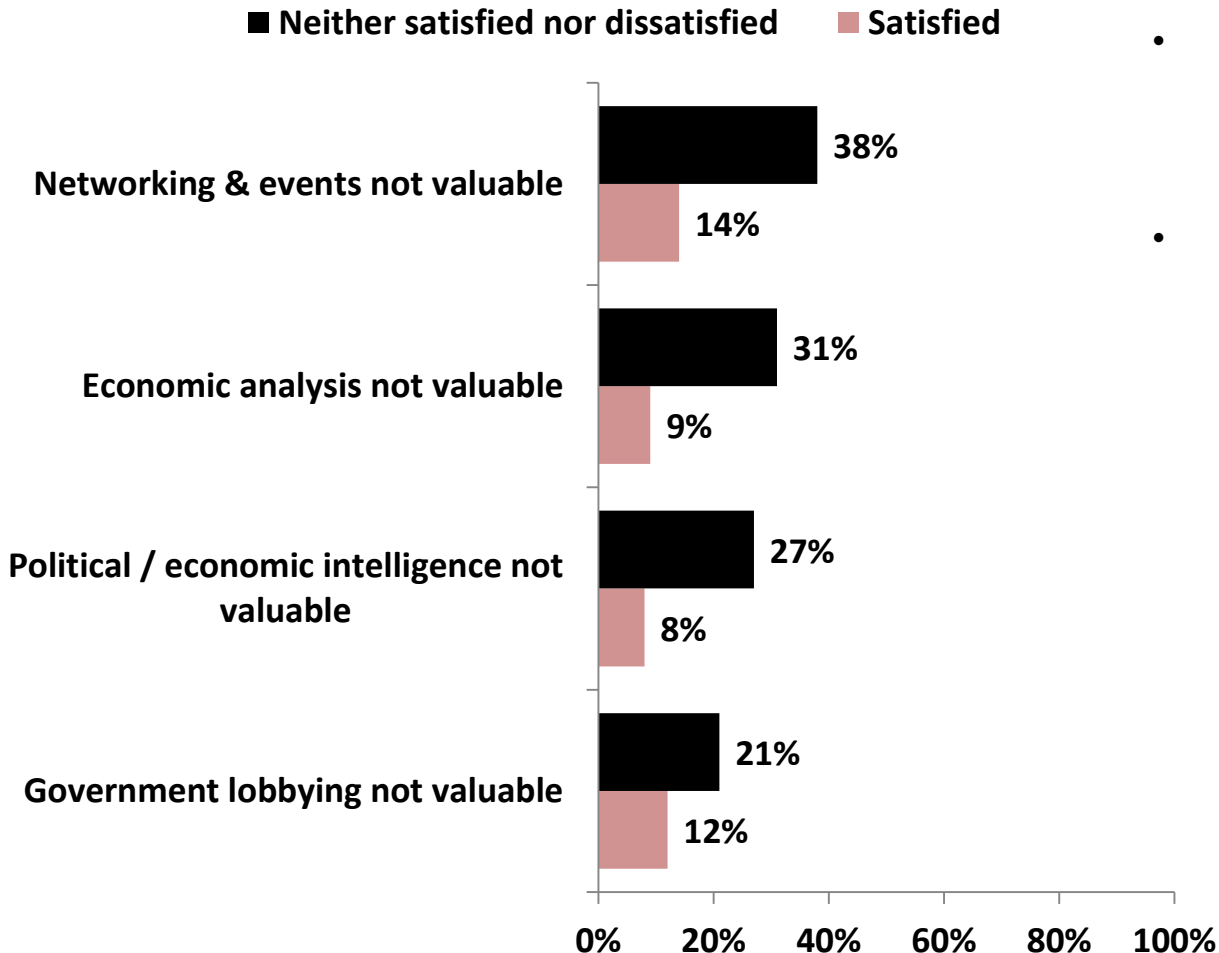


The majority of CBI members are satisfied with their membership but a third are currently neither satisfied or dissatisfied



Who are the passive CBI members? (1) Attitudes to services

Passive CBI members find less value in CBI services

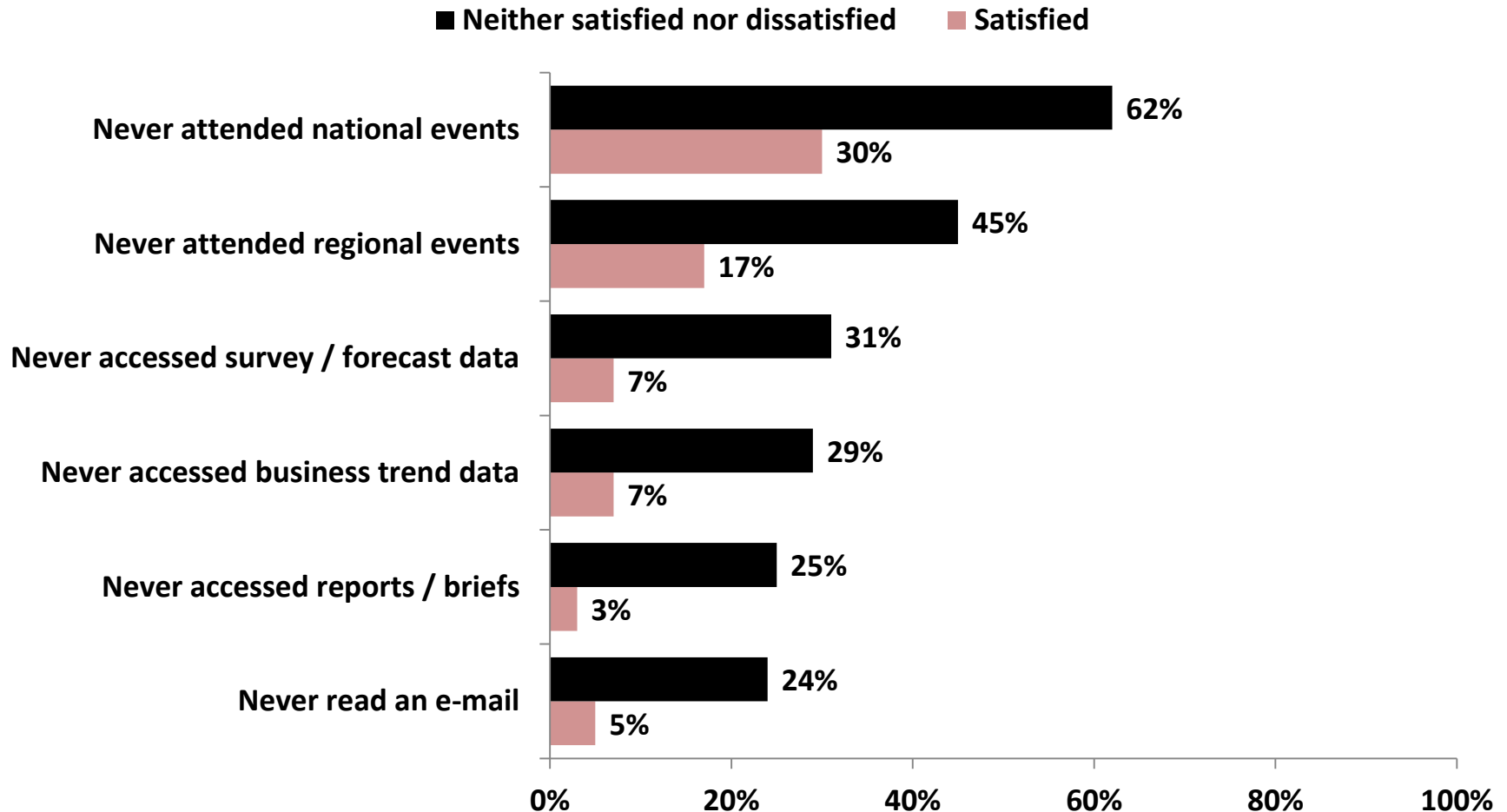


- There are no significant differences by employer size, sector or location.
- But they are:
 - Significantly more likely to be 'not very confident' about growth prospects over the next 12 months
 - Significantly less likely to think the CBI role is important or the CBI is effective

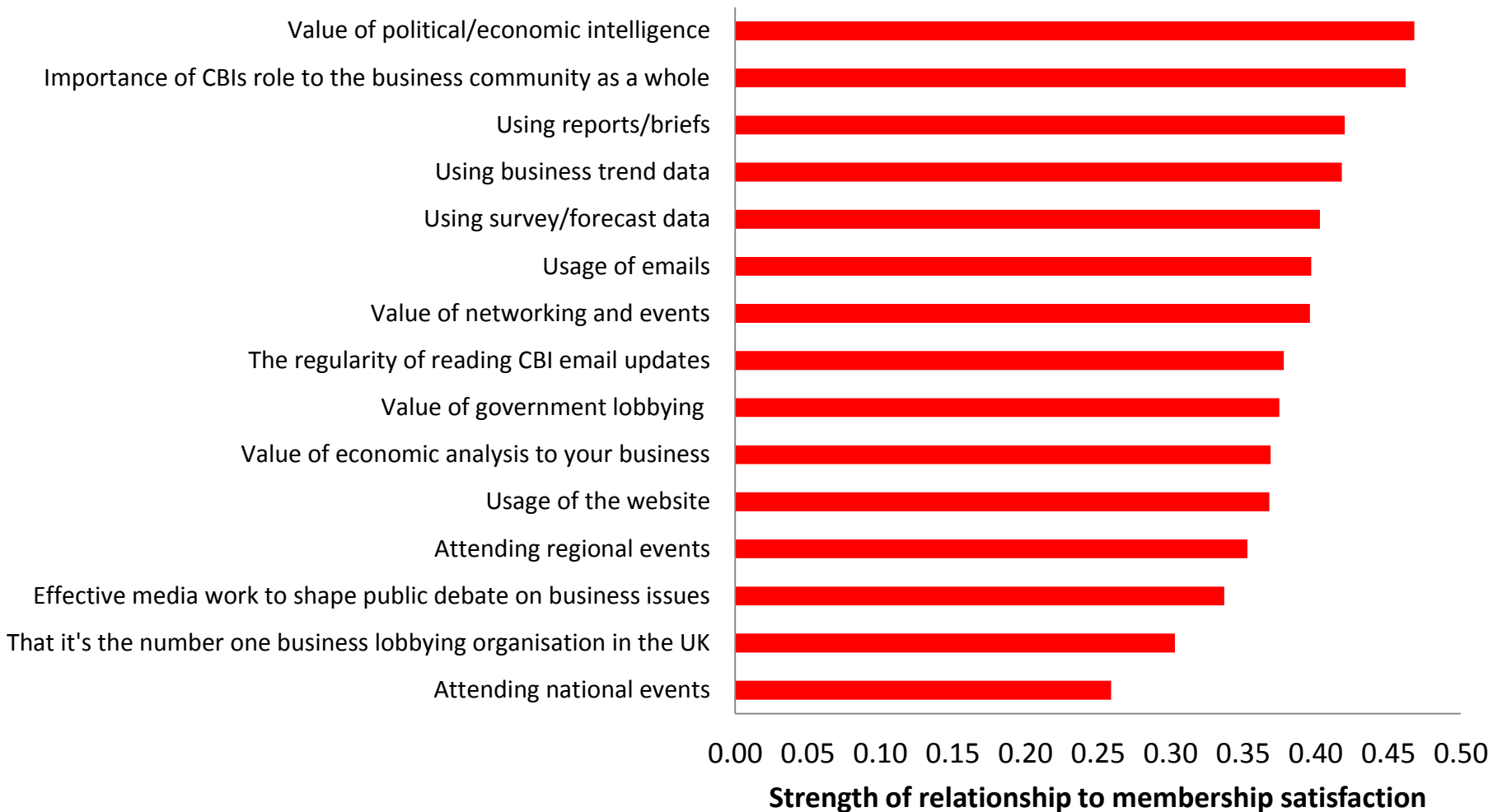
Who are the passive CBI members? (2)

Usage of services

Passive CBI members access fewer CBI services

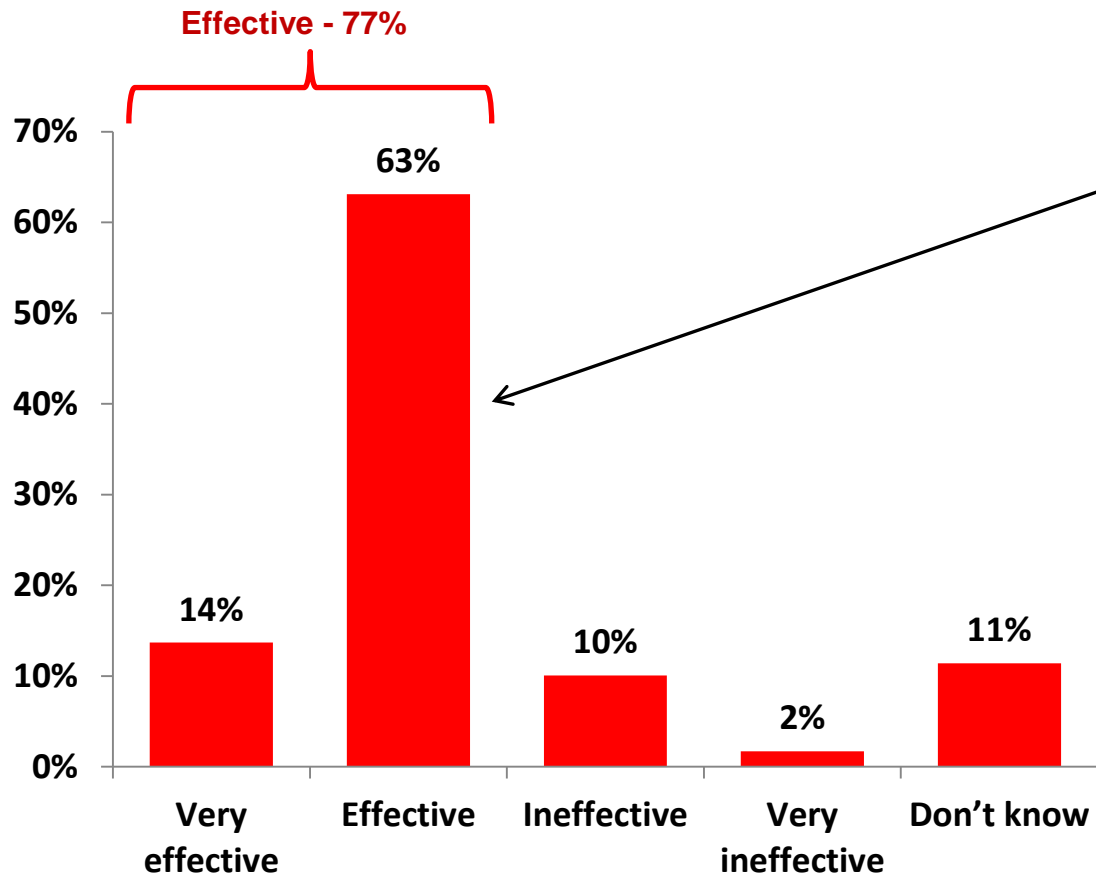


Many aspects of membership are significant, but the value of political / economic intelligence and the wider importance to business community are especially strong



The CBI's media work is perceived as effective by over three quarters of members

How effective or ineffective do you think the CBI's media work is in helping to shape the public debate on major business issues?

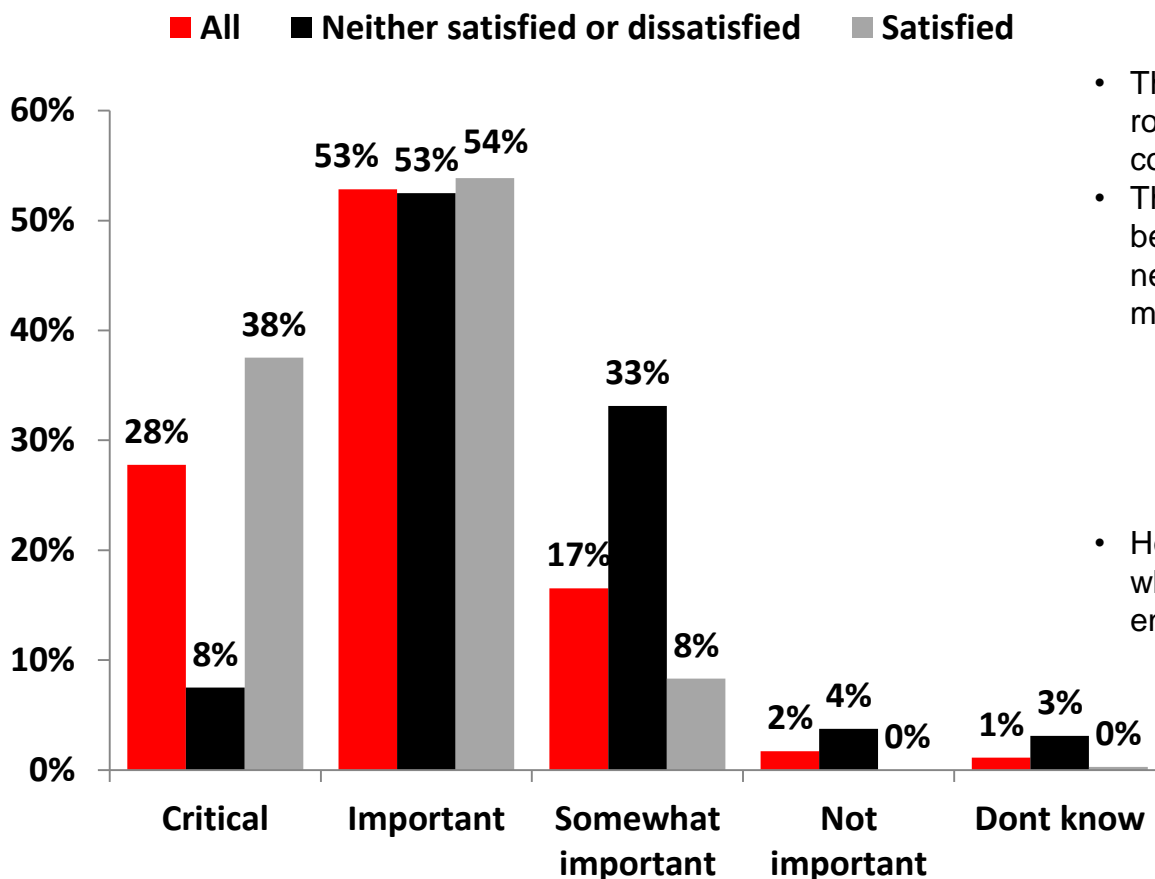


Manufacturing and production firms are more likely to feel that the CBI's media work is effective than the private sector services sector (81% of manufacturing and production compared with 74% of private sector services)

Base = All (n=526)

Over a quarter of CBI members feel that the CBIs role is critical to the business community

How important do you believe the CBIs role is to the business community as a whole?

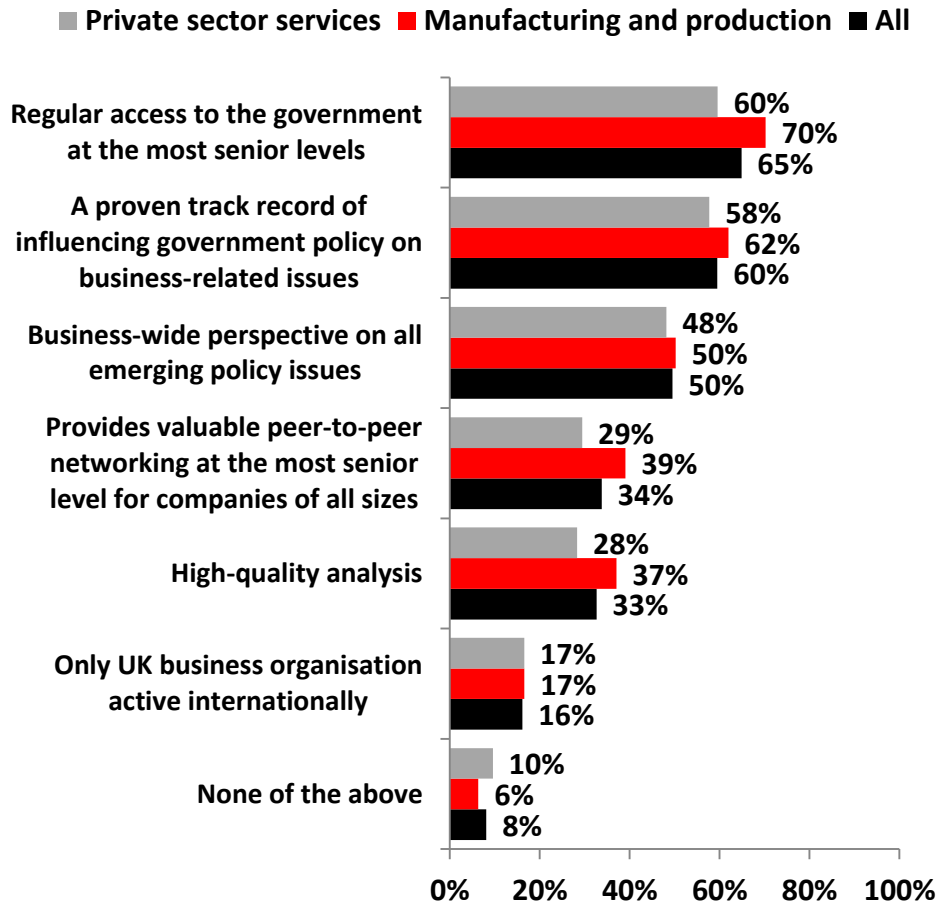


Base = All (n=526), neither satisfied or dissatisfied (n=160), satisfied (n=349)

- The broad consensus is that the CBIs role is important to the business community
- The difference in the strength of feeling between those satisfied and those neither satisfied or dissatisfied with their membership is clear:
 - 38% of those satisfied report the CBIs role is critical
 - Just 8% of those neither satisfied or dissatisfied feel the CBI has a critical role
- How do we energise the passive group who see the CBI role as important but engage less through their membership?

85% of CBI members are a member of another business representative group

In which of the following ways, if any, do you think the CBI is stronger than other business representative bodies?



- The CBI stands out as providing regular access to the Government at the most senior levels (65%) and in having a proven track record of influencing Government policy (60%)
- In comparison to other business representative groups, the CBI is considered to be less strong in providing Peer-to-peer networking (34%), high quality analysis (33%) and being the only UK business organisation active nationally (16%)
- The manufacturing and production sector is significantly more likely to report the CBI is stronger at peer-to-peer networking and high quality analysis than the private sector services sector

Base = All (n=521), Manufacturing and production (n=205), private sector services (n=272)

The unrivalled voice of the CBI representing business is the top of mind value for most members

BEST WAY OF LOBBYING WITH GOVERNMENT



"It allows us to put our views, in terms of what business needs, and the CBI portray those views to the government and a wider audience, a higher audience than we could achieve, based on the size of company we are.... the CBI's one that we feel has the biggest impact."
– Neither satisfied/nor dissatisfied member, Manufacturing (250 to 999 employees) - London

"I mean certainly the policy and the lobbying side is absolutely front and centre of what the CBI is there to do, to represent British business in its entirety" [...] "The impact on policy that the IOD or any other body have is a level down from what the CBI has." – Satisfied member, Energy, (250 to 999 employees) – North West

BEST WAY OF GETTING NOTICED



*both cartoons from the Chairman's Committee workshop

.. and is acknowledged as the nr. 1 lobbying organisation in the UK by most (satisfied and mixed respondents)

"It's certainly unique in its access to senior politicians" - Satisfied member, Manufacturing, 1000+ employees, London

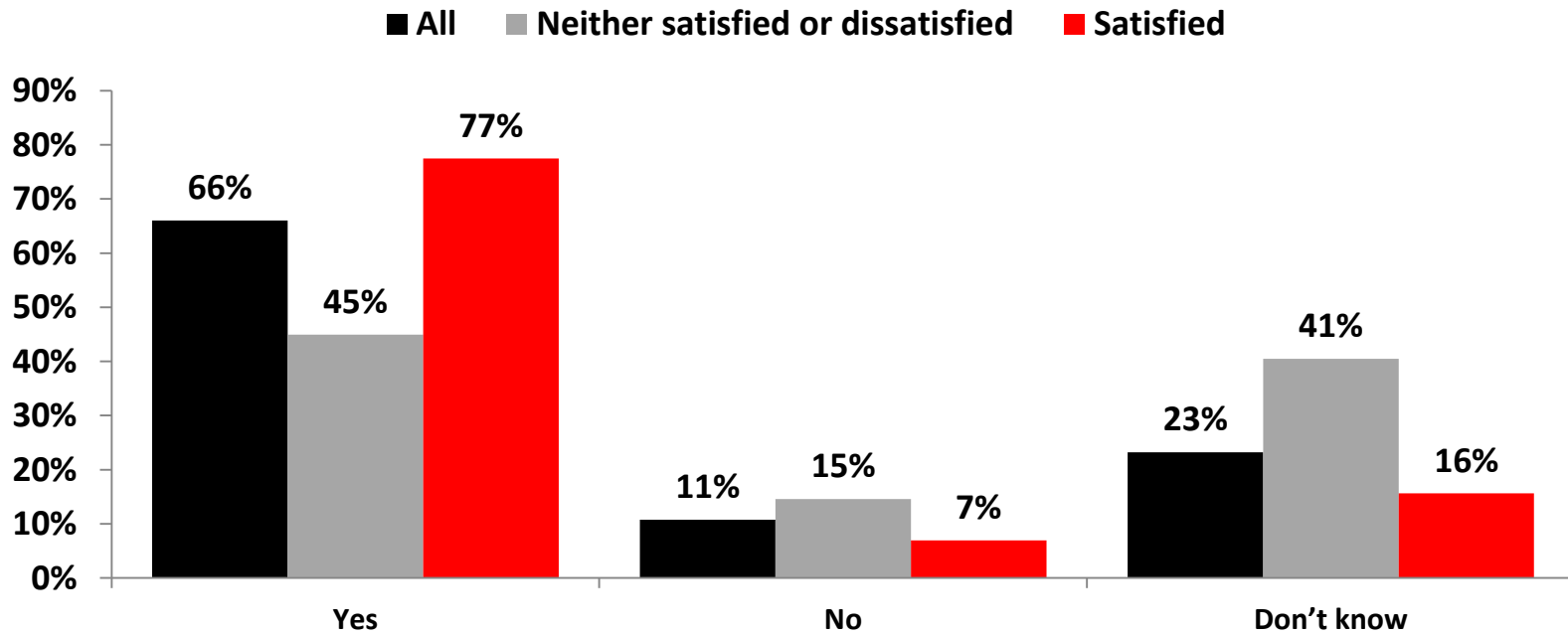


- **Lobbying is what most members associate CBI with – specifically lobbying for large business in the UK**
 - Some smaller organisations who have become members of the CBI recently have been surprised by the interest the CBI has shown to represent their business interests
 - CBI is seen as an ‘advocate of business’ and is seen to strengthen the ‘sector voice’
 - For international businesses [with head offices outside the UK) it is part of consolidating their position as part of the UK business community
- **The unrivalled access to senior politicians and the influence of senior members of the CBI were often quoted as setting the CBI apart from other organisations**
- **Beyond that, many feel that the CBI is better able to represent industry sectors to government than the industry groups are themselves**
 - CBI can contextualise its message to reflect the importance to the UK as a whole, which allows government to see beyond the motivations of the sector representing its narrower interests
 - CBI has also demonstrated its flexibility to adjust as and when policy issues emerge
 - Members value the opportunity to access debates on wider issues – education, climate change etc.

In fact two thirds of CBI members feel that the CBI is the number one business lobbying organisation in the UK

- A much higher proportion of those members who are satisfied with the CBI feel they are the number one business lobbying organisation in the UK
- Two fifths of those that are neither satisfied or dissatisfied with their membership don't know whether the CBI is the number one business lobbying organisation in the UK – are they not engaged enough to know the role and impact of the CBI?

In your opinion, is the CBI the number one business lobbying organisation in the UK?



Base = All (n=526, neither satisfied or dissatisfied n=160, satisfied n=349)

On the flip side, some are unsure how to influence policy decisions and whether the CBI is always listening to members' needs



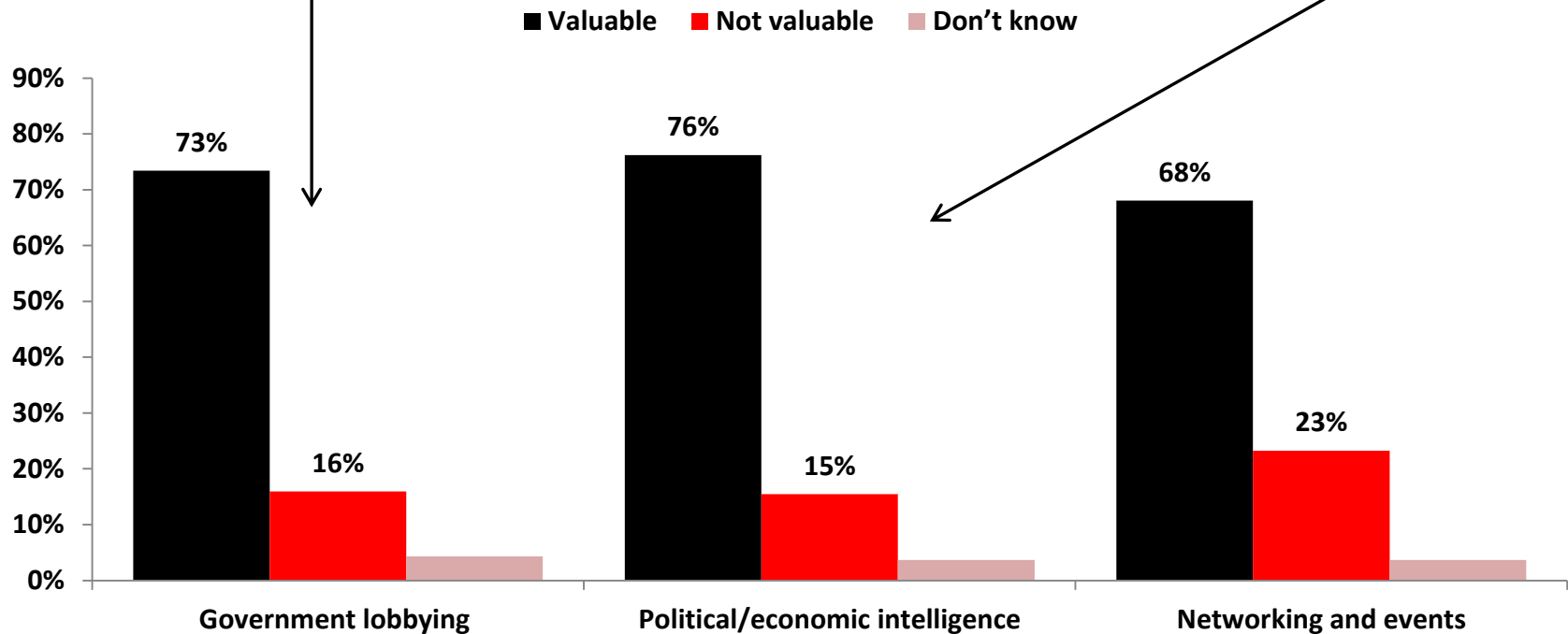
- **While for most the power and influence of the CBI into Whitehall is undisputed, this is not necessarily the most important element of the membership for all members.**
 - For big businesses whose interests are represented by multiple organisations, access to networking events and political/economic intelligence can be equally if not more important
 - Smaller businesses can feel removed from the 'macro' issues
- **Some acknowledge that lobbying was not a driver for membership initially – but have come to see the value and importance of the power of the CBI**
 - For some it has overcome a feeling of 'no-one listening to you'
- **The ability to contribute to government policy and in being the business groundswell the CBI is seen to have the power to affect change.**
 - However, while it is good that the CBI functions as a conduit for business voices, there is a concern that it needs to be more than that; a platform for debate
 - Some feel that not enough business opinion is fed bottom-up through the CBI and too much is coming top-down– it is not always evident where the debate is being driven from

While all services are considered valuable, government lobbying and political/ economic intelligence top the list.

How valuable are the following high-level CBI services to you personally?

- The Manufacturing and production sector (79%) are significantly more likely to find government lobbying valuable than the private sector services sector (67%)

- The Manufacturing and production sector (82%) are significantly more likely to find political/ economic intelligence valuable than the private sector services sector (71%)



Base = All (n=625), Manufacturing and production (n=244), private sector services (n=329), SME's (n=174), Large (n=451)

The CBI has credibility – this is as much to do with the trusted public profile as trust in the content of its political & economic analysis

"I just don't think there's anybody else who can walk into government at the same level as they can and get their points across. It really is quite astonishing when you just read down the list, somebody is seeing the Prime Minister, somebody is seeing the Chancellor, somebody is seeing a Secretary of State here, Secretary of State there, minister here, shadow minister there" – Satisfied member, Energy, (250 to 999 employees) – North West

"I certainly read the economic analyses very avidly as they come out, the weekly update on e-mail on, you know, economic background and major moves that the organisation is making-, are all extremely useful. The economic analysis is very good." – Satisfied member, manufacturing (10 - 20 employees), South West



"I do trust and read the CBI e-mails and supplements. I do read them because I believe that most of the members of CBI who fill out the surveys, do so with the genuine interest of reading them as well. So they are valid and useful and I do rely on them" - Satisfied member, manufacturing, 1000+ employees, South East



Highly satisfied participants value the political and economic analysis and the role it plays in their business

*Liverpool cartoon

International links are important for some members - the profile and infrastructure of the CBI globally exceeds expectations

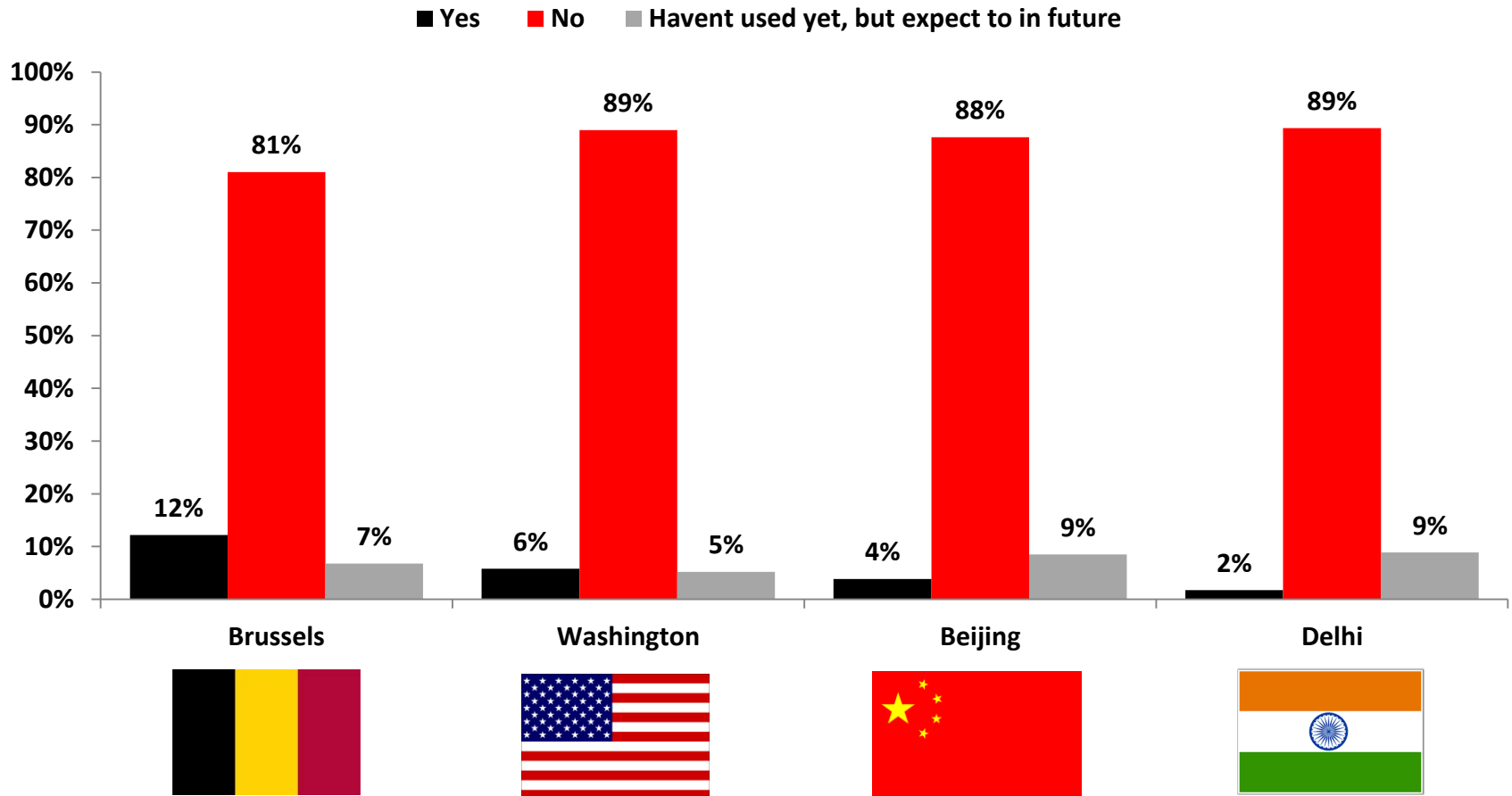
- **Members that have taken advantage of the international links, highly value this aspect of their membership**
 - Being able to pick up the phone to the regional director to get updated on changes in legislation or political events is valued highly
- **While the UKTI is a key competitor in the international realm to the CBI, the personal relationships and ability to give attention to individual members gives it a competitive advantage over the UKTI for some**
- **For those that operate in markets outside the UK, expansion into further markets is a key priority for where the CBI should focus its attention**
- **While the CBI takes a global view (e.g. breakfast briefings on US elections) some feel that the international perspective in terms of policy recommendations is not always addressed domestically.**

“We do major infrastructure and large ticket projects around the globe and often they have a political influencing nature...the CBI helps us to navigate the politics and to find allies” - Satisfied member , Manufacturing , 1000+ employees, London



There has been limited use of CBIs international offering, although one in ten expect to use the Beijing and Delhi locations

The CBI has offices in Brussels, Washington, Beijing and Delhi. Have you ever made use of the CBI's international offering in the following locations?



Engagements in events is the best way for businesses to feel included – regional council and briefing events being the main ones

“Other organisations such as IoD or Chambers don’t get the top level of business people. The local events are not at such a high level as the CBI.” Satisfied member, construction, 10 – 20 employees, London

- **While lobbying is what the CBI is most known for, networking opportunities is what the CBI is best valued for**
 - Those that are on the regional council speak highly of the value of networks – particularly smaller and medium sized organisations
- **Face-to-face interaction with relevant businesses and individuals is one of the key things CBI members value in their membership**
 - The quality of the speakers at events (regional/national/breakfast briefings) was quoted across interviews
 - The exception being the larger business who are not regionally focused (e.g. BMW/Tata Group) who are more focused on macro issues – for them the relationship with the account manager is key
- **The calibre of people that attend the events is very high – regional meetings are well attended and provide organisations with the opportunity to meet the people they want to do business with**
 - Selective nature of invitees is very powerful
 - Presence of head office CBI members at meetings is a strength
- **The importance attached to the regional director means that those that are on their radar feel highly valued but others can feel peripheral, particularly outside London**
 - Unless a member is part of a regional structure or committee, they can often feel left out

.. Those members that are not attending events tend to be less satisfied

No, because we're out on a limb in Lowestoft. We're too far away. This is the problem we do have, there's nothing much that's localised to Lowestoft – Neither satisfied, nor dissatisfied member, Manufacturing (50 to 249 employees) – East of England

- **While the focus of the events is not necessarily always on the sector that members operate in, they like to feel they are part of the bigger picture and enjoy engaging in discussions on other sectors**
 - State of business discussions are much liked
 - Members of the regional council in Liverpool enjoyed the discussion on the future of education they had had in the previous council meeting
- **However, it is often not clear how members' views are translated into policy – and what they can do to input into policy documents**
 - The members of the regional council were unsure how to feedback on their discussion on education - a formalised structure to feed back through is missing
- **Members who have not/had limited opportunities to attend events feel less engaged with the CBI**
 - Those members that are not involved in regional structures do not always understand their role, their opportunities to take part and lack the awareness about their ability to set the agenda
 - The CBI M-Club was quoted as a successful example of how to engage members who have not traditionally been as involved

Some members feel that the CBI is too London centric

"I think, to be part of a movement towards changing that so that power and spending capability and decision-making is delegated and dispersed more. I think that's a bit of a problem for the CBI at the moment because of the fact that we are such a London-centric organisation"
- Satisfied member, manufacturing, 10- 20 employees, South West



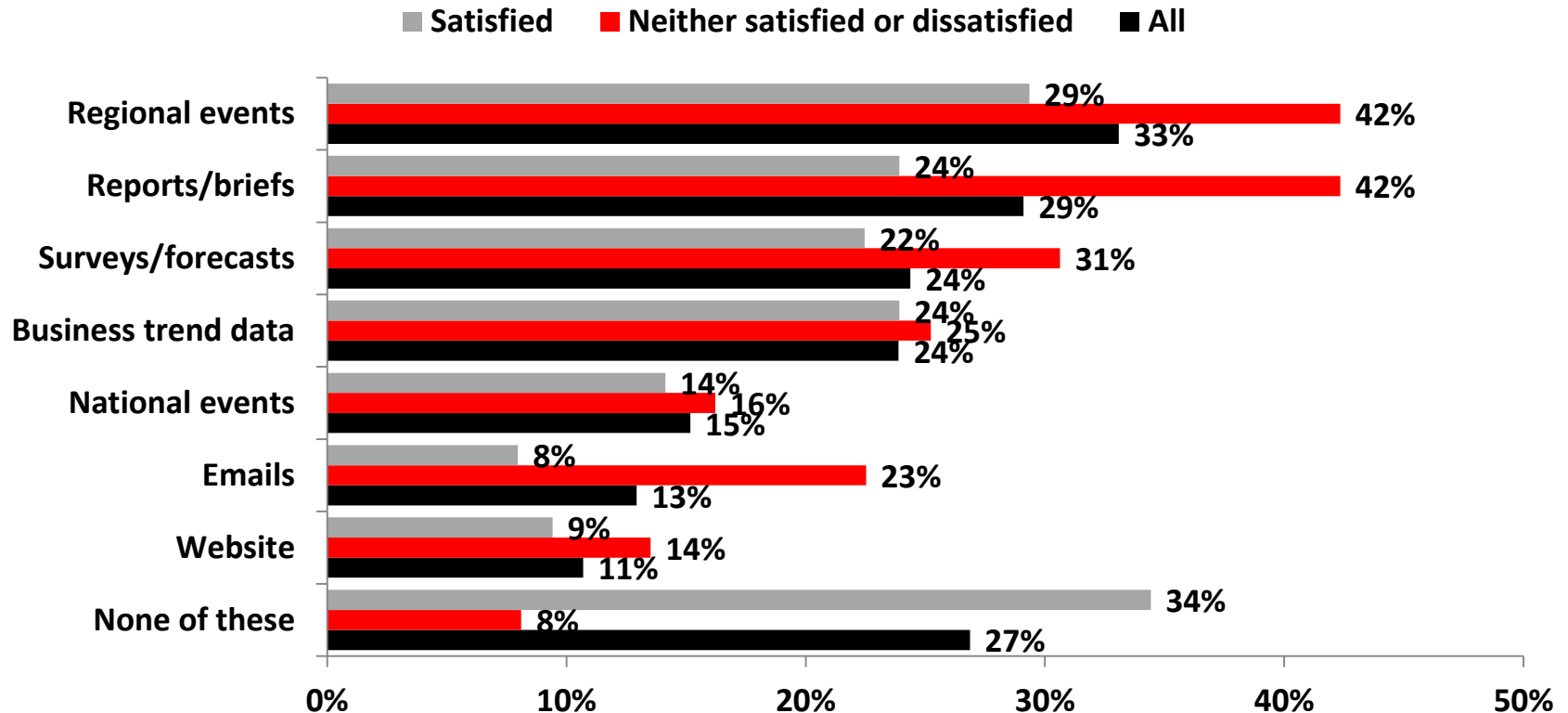
- **As the CBI is perceived to represent big business, SMEs do not always immediately see how policy works and how lobbying can help them**
 - They do not necessarily expect the CBI to focus on their issues
- **However, at the same time there is an awareness that CBIs focus on big business gives it a powerful negotiation position - and this is not something members feel the CBI should move away from**
 - Again, it's about striking a balance

"I think there is a role for the CBI to showcase and engage in policy discussions at a local level, which I think they are unequipped to be" - Satisfied member, consultancy services, 2 -9 employees, North East

Members listed the services that most need improving

- Four out of ten of those who are neither satisfied or dissatisfied with their membership feel that regional events and reports/ briefs most need to be improved
- A third (34%) of members who are satisfied don't feel any services need improving

Which services do we most need to improve?



Base = All (n=402), neither satisfied or dissatisfied (n=111), satisfied (n=276)
 Data rebased to exclude don't knows. A max of three options could be chosen

How can reports/ briefs be improved?

STYLE

Make them more interesting to read - too many times, I'm busy and ignore them.

More frequent but shorter briefing papers

More succinct and therefore quicker to read to get the headlines

More succinct reporting, possibly seeking interactive feedback from readers

More effective use of exec summaries

Shorter/more focussed/easier to read for busy people

PROMOTION/ COMMUNICATIONS

Greater information of when they are coming out and how, as members, we can get involved.

Better communicate regarding what reports/briefs you have available

Lack of visibility

Raise awareness

CONTENT

Depth and range of sectors

Make them more international

Need to be more targeted at the needs of businesses with practical information

Make them sector specific, for example Aerospace/Defence

Market intelligence information that is up to date and relevant for each industry sector tends to be costly. If this could be provided through your membership that could bring great value to your service.

More regional focus rather than national picture

I don't have a good sense of all the work streams and reports underway (despite being relatively close to the staff and being a former employee of CBI) - it changes so rapidly and I don't know about the overall priorities and direction unless I phone CBI staff.





Section C: Communicating



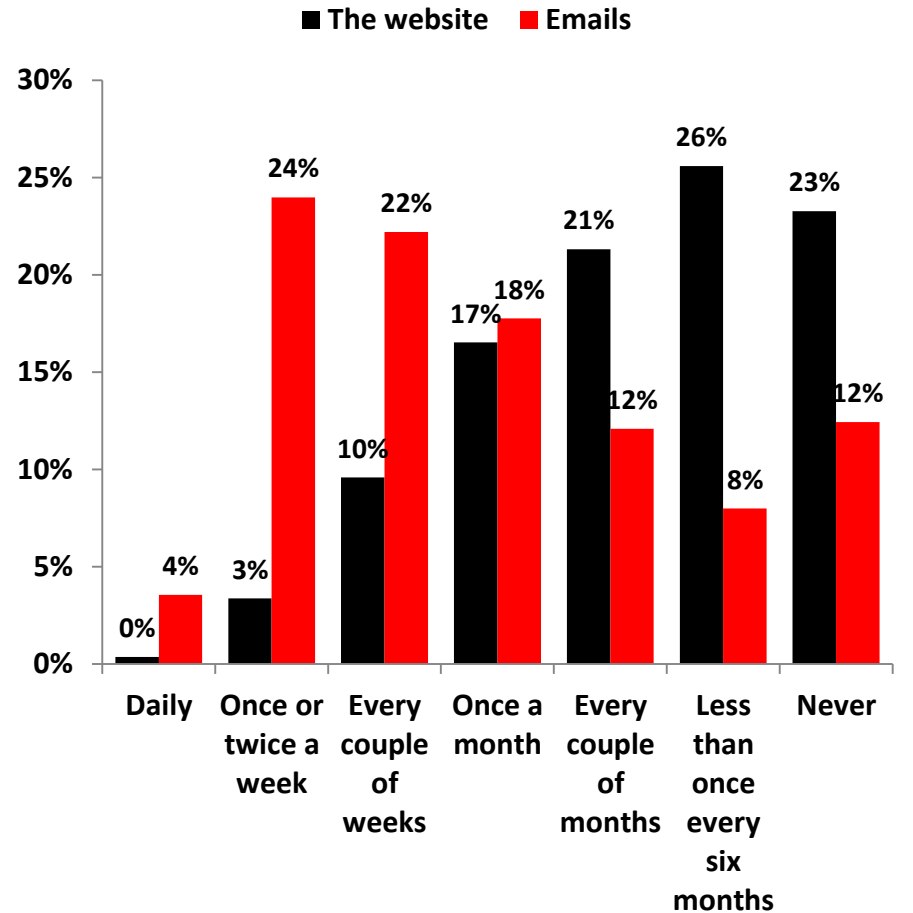
Frequency of use of website and emails

- Just 3% of CBI members visit the CBI website once or twice a week or more and one in ten visit the website every couple of weeks
- A quarter of CBI members access CBI email once or twice a week and a further 22% every couple of weeks
- Nearly half of CBI members reported that they never visit the CBI website or do so less than once every six months

Who is less likely to visit the CBI website?

- 38% of those neither satisfied or dissatisfied with their membership have never accessed the website
- 29% of those in the private sector services sector have never visited the website
- 30% of CBI members in London have never visited the CBI website

How often do you use/access the following CBI services?

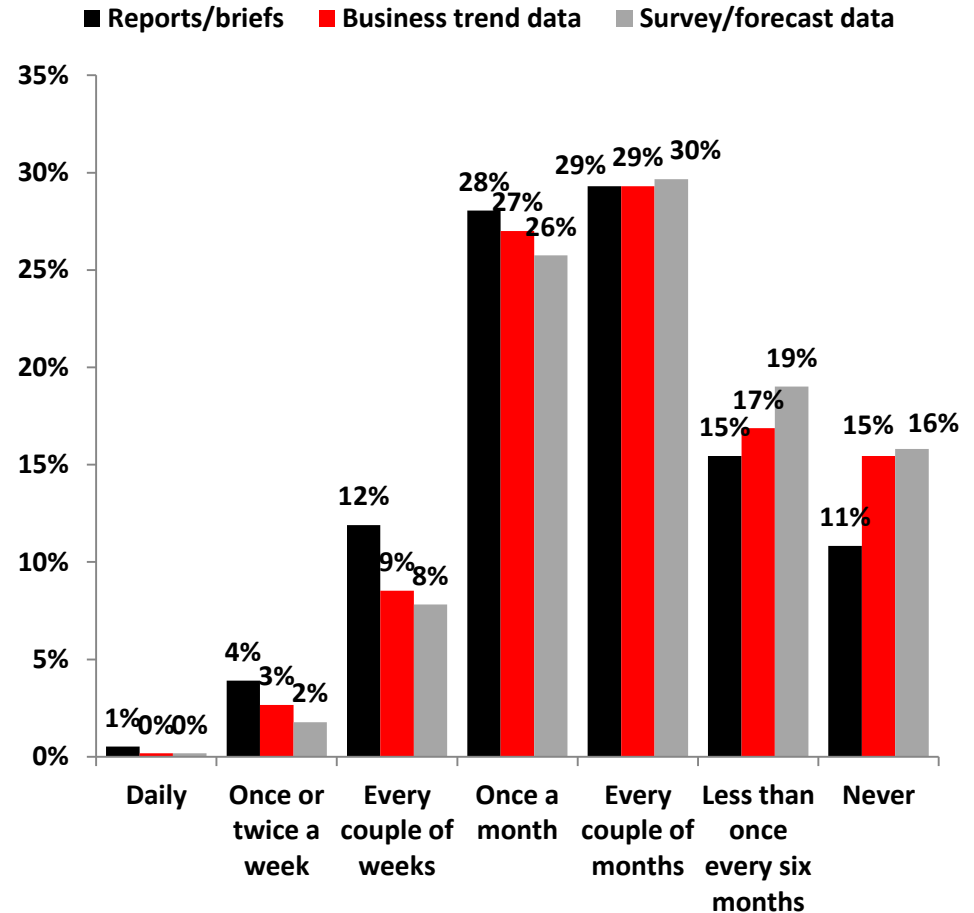


Base = All (n=563)

Frequency of use of reports/ briefs, business trend data and survey/ forecast data

- Reports and briefs are more used than business trend data and survey forecast data
 - 45% had accessed report/briefs once a month or more regularly
 - 39% had accessed report/briefs once a month or more regularly
 - 36% had accessed report/briefs once a month or more regularly
- 35% of CBI members have never accessed or accessed survey/ forecast data less than once a month
- Larger organisations (18%) and private sector service organisations (18%) are more likely than SMEs (10%) and the manufacturing and production sector (12%) to have never accessed business trend data

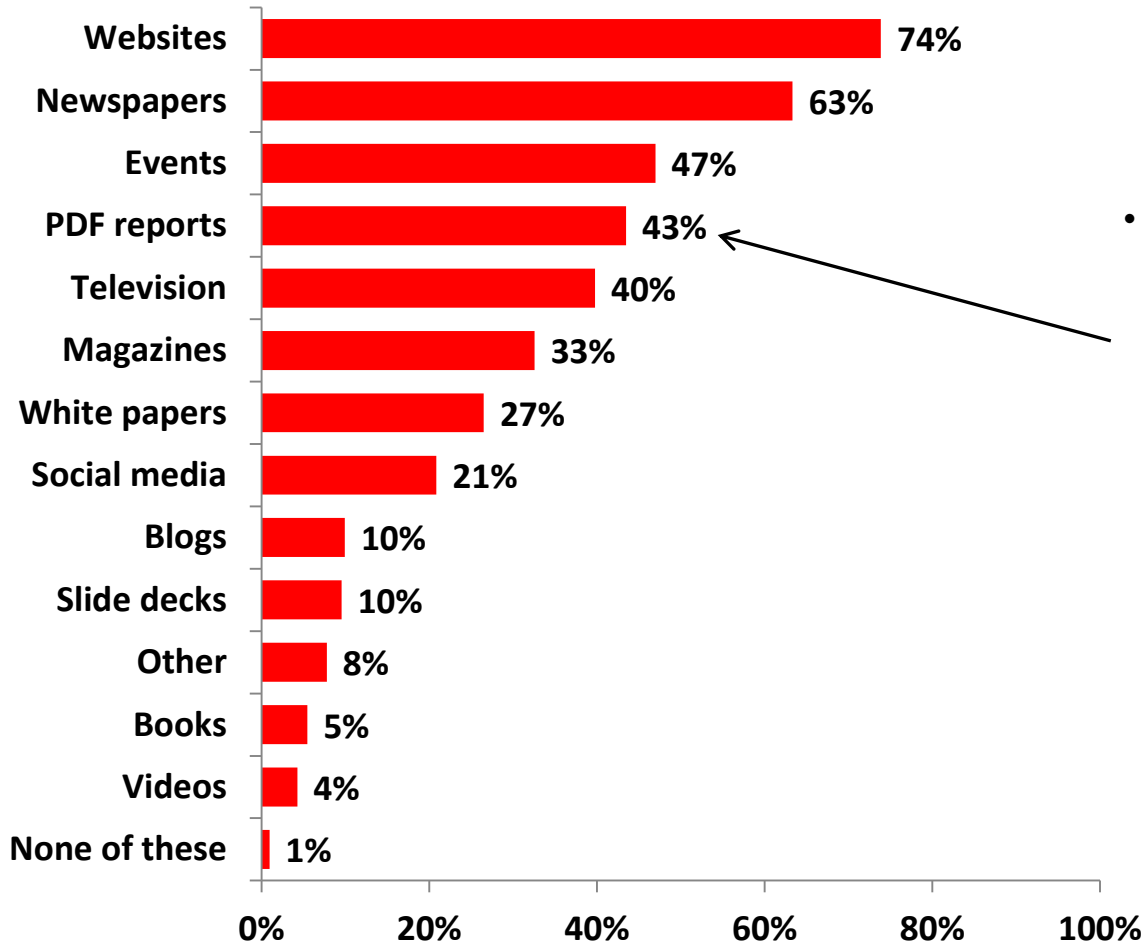
How often do you use/access the following CBI services?



Base = All (n=563)

Websites and print media remain the most important channels from which members gain business intelligence

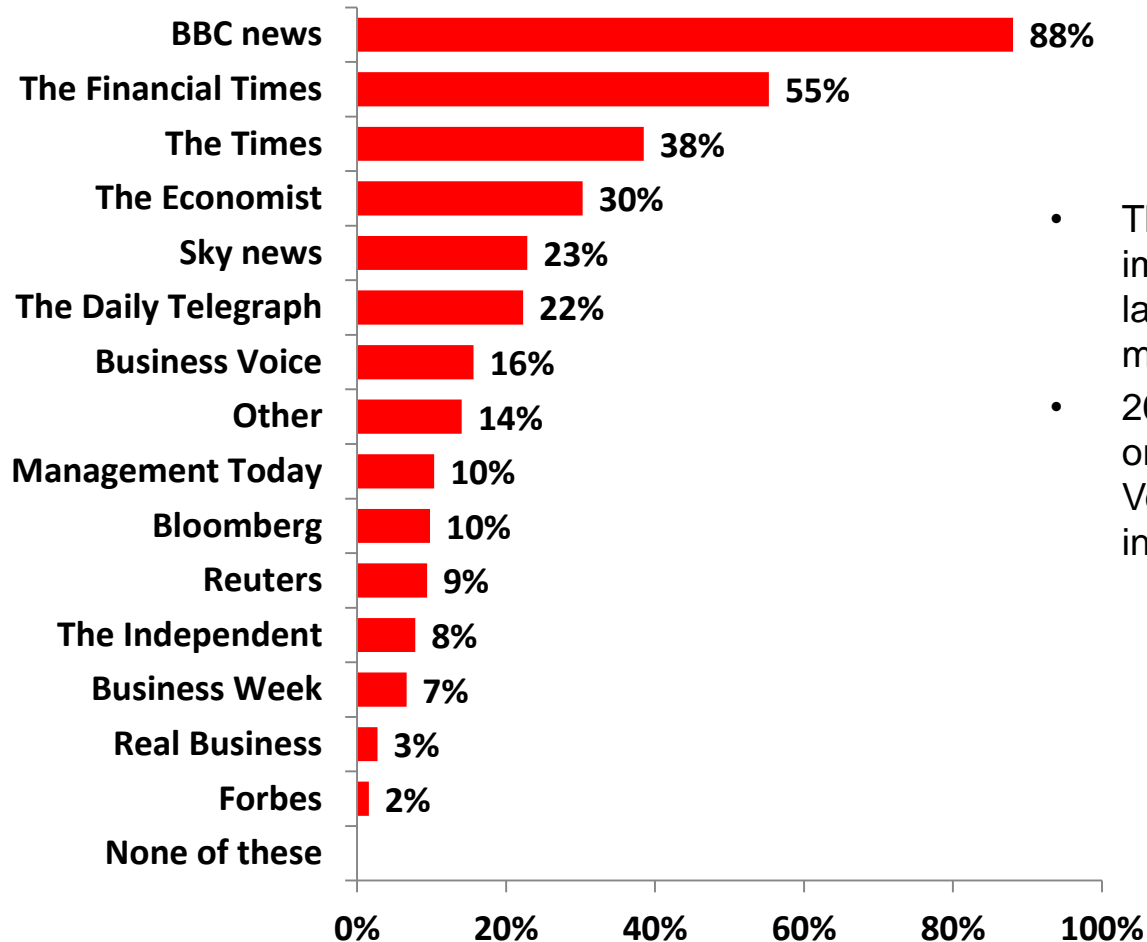
Thinking about your everyday business, which of the following business intelligence sources are most important to you?



- Members from the manufacturing and production sector (49%) and large organisations (47%) are significantly more likely to see PDF reports as an important source than the private sector service sector (39%) and SMEs (35%).

BBC news stands out as being the most important business intelligence source

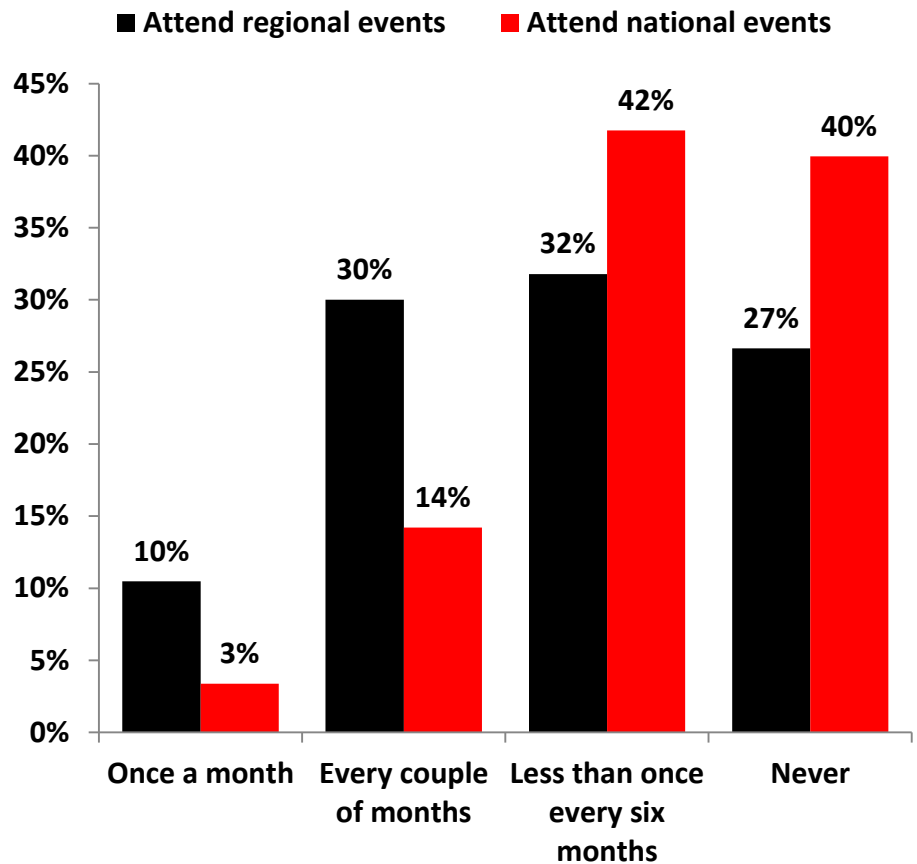
Thinking about your everyday business, which of the following business intelligence sources are most important to you?



- The Financial Times is a more important source for members from large organisations (59%) than members in SMEs (47%)
- 20% of SMEs and 14% of large organisations feel that Business Voice is an important business intelligence source

Frequency of attendance at CBI events

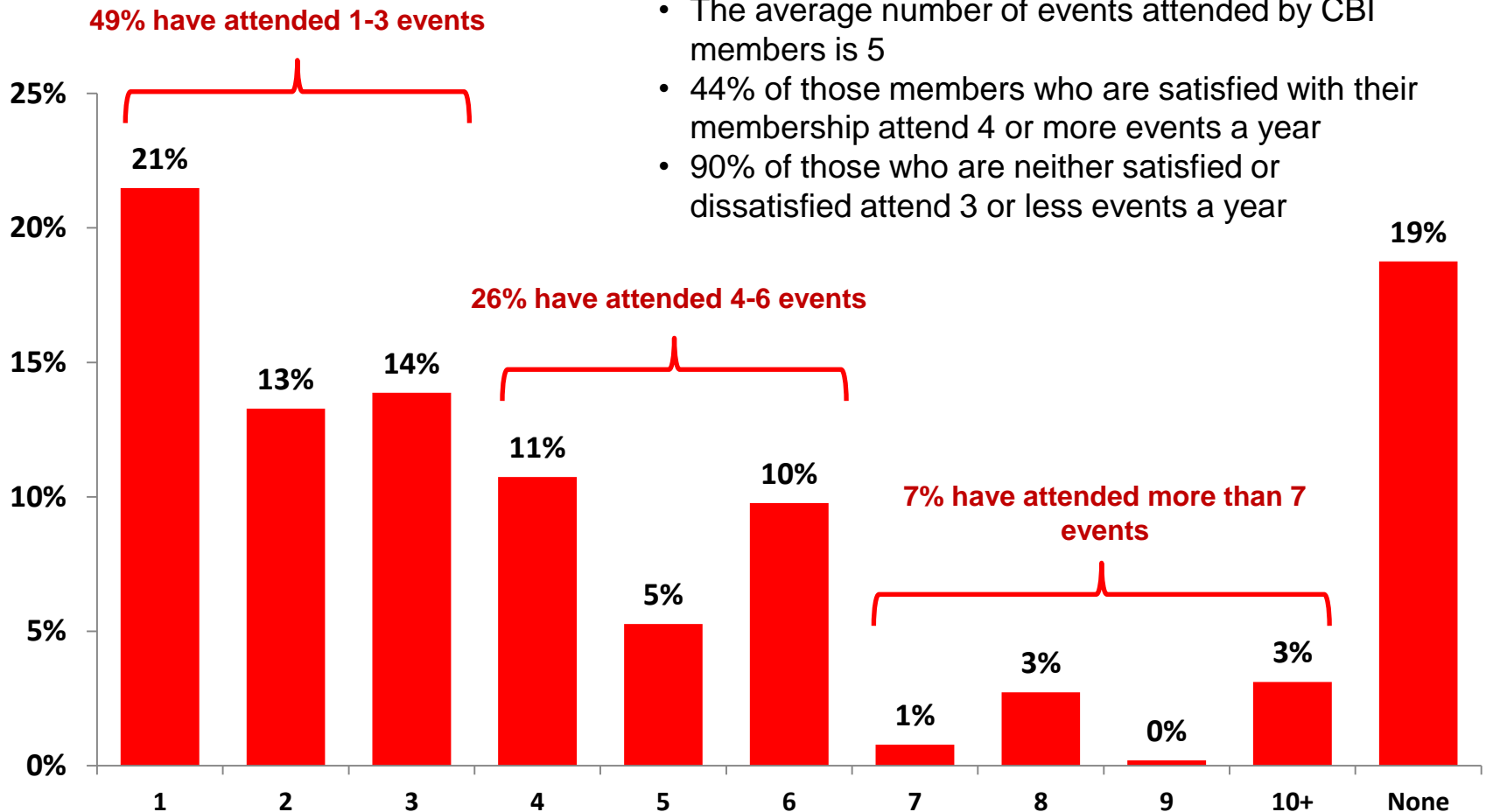
- Four out of ten CBI members attend a regional event every couple of months or more
- As may be expected, attendance at national events is less frequent, but 60% of CBI members have attended a national event
- Over half (54%) of CBI members based in the North of England have never attended a national event



Base = All (n=563)

Twenty two per cent of CBI members attend more than 5 events a year but a fifth don't attend any

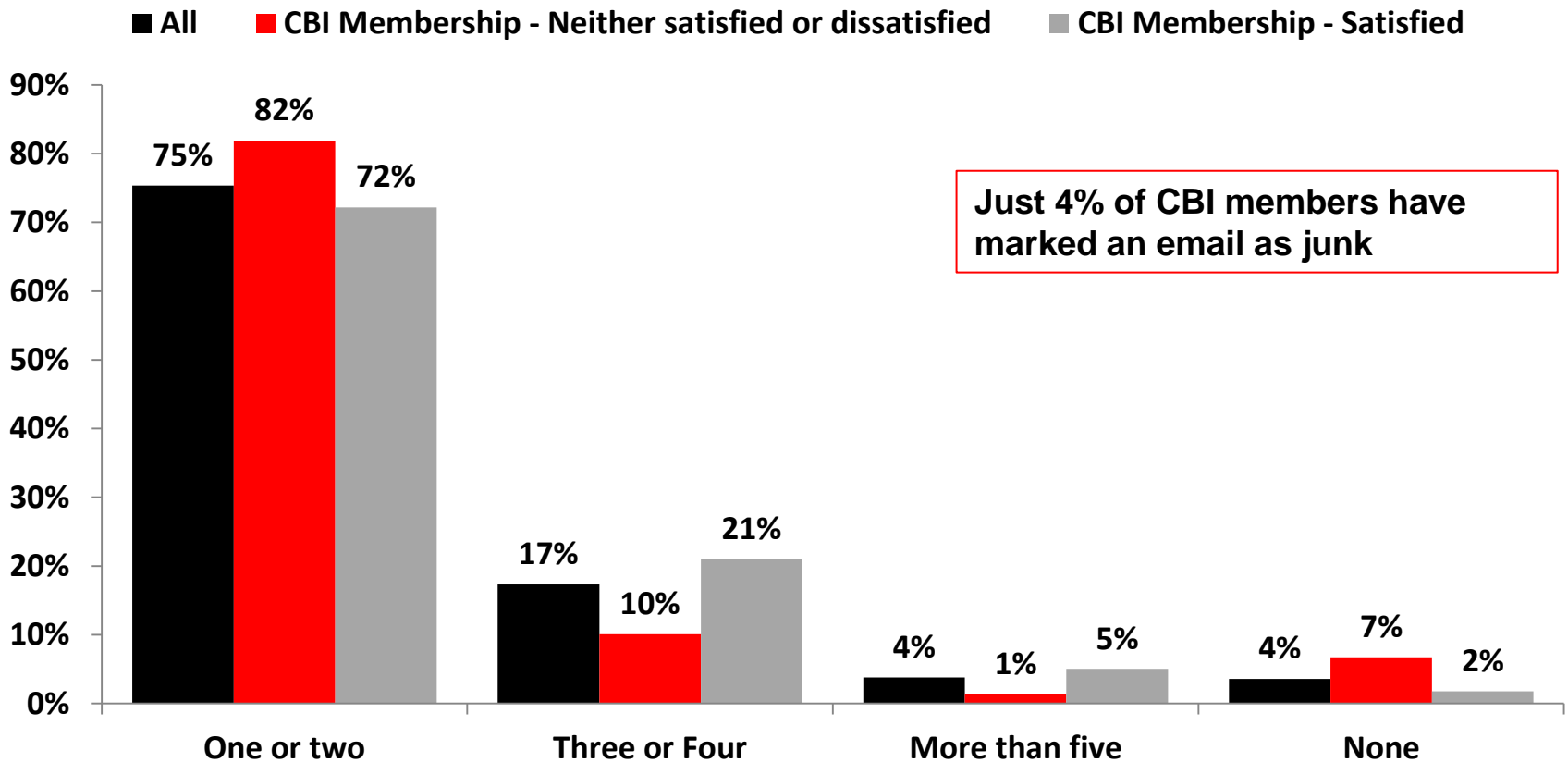
On average, how many CBI events do you attend per year?



- The average number of events attended by CBI members is 5
- 44% of those members who are satisfied with their membership attend 4 or more events a year
- 90% of those who are neither satisfied or dissatisfied attend 3 or less events a year

One or two emails a week is the optimum number that CBI members are prepared to read each week

Ideally and to have the most impact, how many CBI emails are you prepared to read per week?



Base = All (n=503), neither satisfied or dissatisfied (n=149), satisfied (n=338)

Digital communications/emails are most widely used as the primary source of information

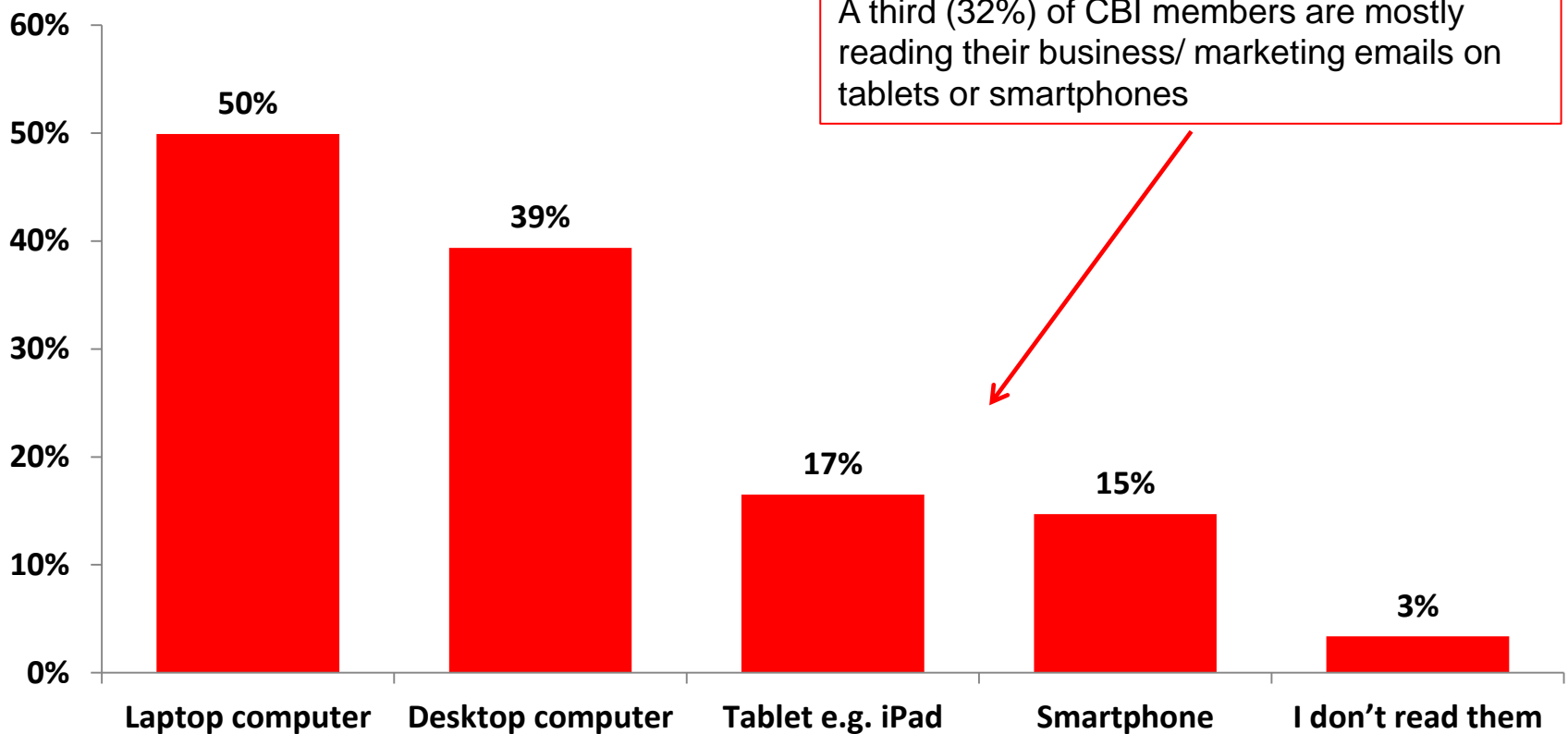
- **Emails are not always read but beyond face-to-face and phone interactions they are the preferred way to be kept up to date by the CBI**
 - Emails work because they can be read on the move from a variety of devices
 - However, not everyone reads their emails and some feel they are receiving too many emails – one email a week that is part tailored to members' needs and interests is seen as the optimum
- **Members are happy with the style and the quality of the writing but some admit they are not always tailored enough to their needs (= big picture + sector information for most)**
 - Tend to scan emails for information of interest – has to be short and concise – summary is important
- **Some members are not receiving any emails –others are only receiving some of the emails (and are worried they may be missing out on useful information)**
 - Members do not always know what information they can get access to – receiving an opt in/out email with all the available email subscriptions is seen as an easy solution to this

“Yes, to be honest, if I was to receive more emails from the CBI, that wouldn't add any value, because I struggle to read the emails that I get today anyway. It would be quite hard-, you may know what it's like, we all get dumped with a whole load of information, and there's only so much you can actually sit down and process” - Dissatisfied member, Agriculture, forestry and fishing, 250 to 999 employees – South East

“The main issue for me, is getting sector specific information, and if it could be more targeted in that respect, it could be very useful. So the mechanism for getting the message to me, is less important than the structure of the targeting of the message” - Neither satisfied or dissatisfied member, Manufacturing, 250 to 999 employees, London

Laptop and desktop computers remain the dominant device for accessing emails

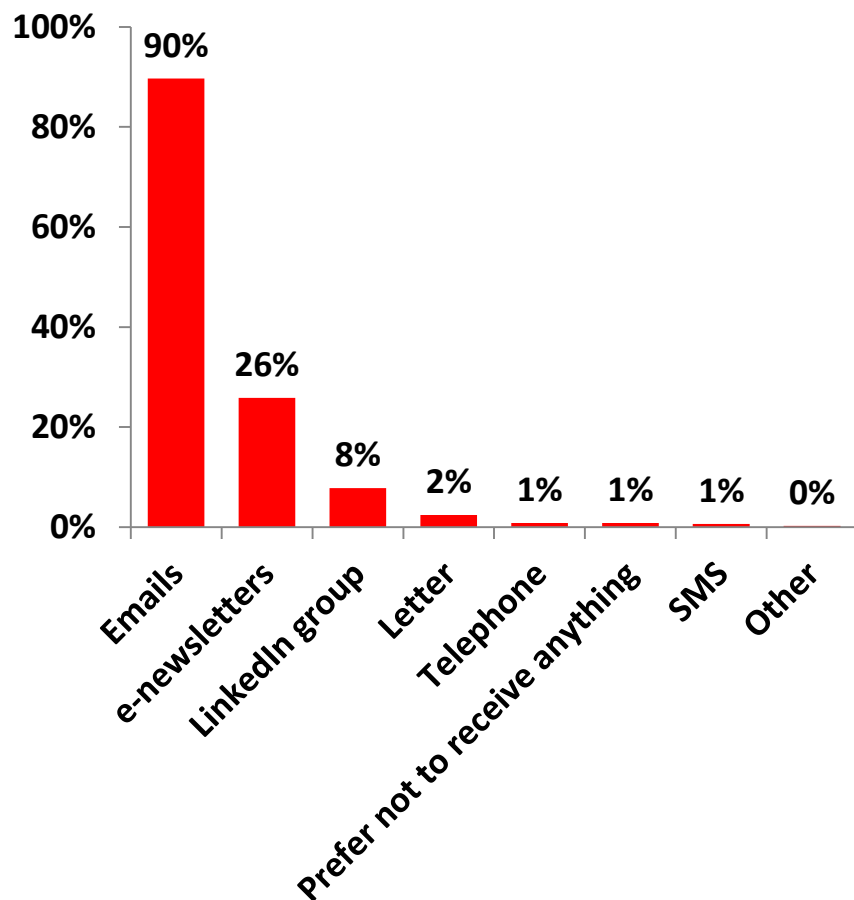
On which type of device do you mostly read CBI or other business/marketing emails?



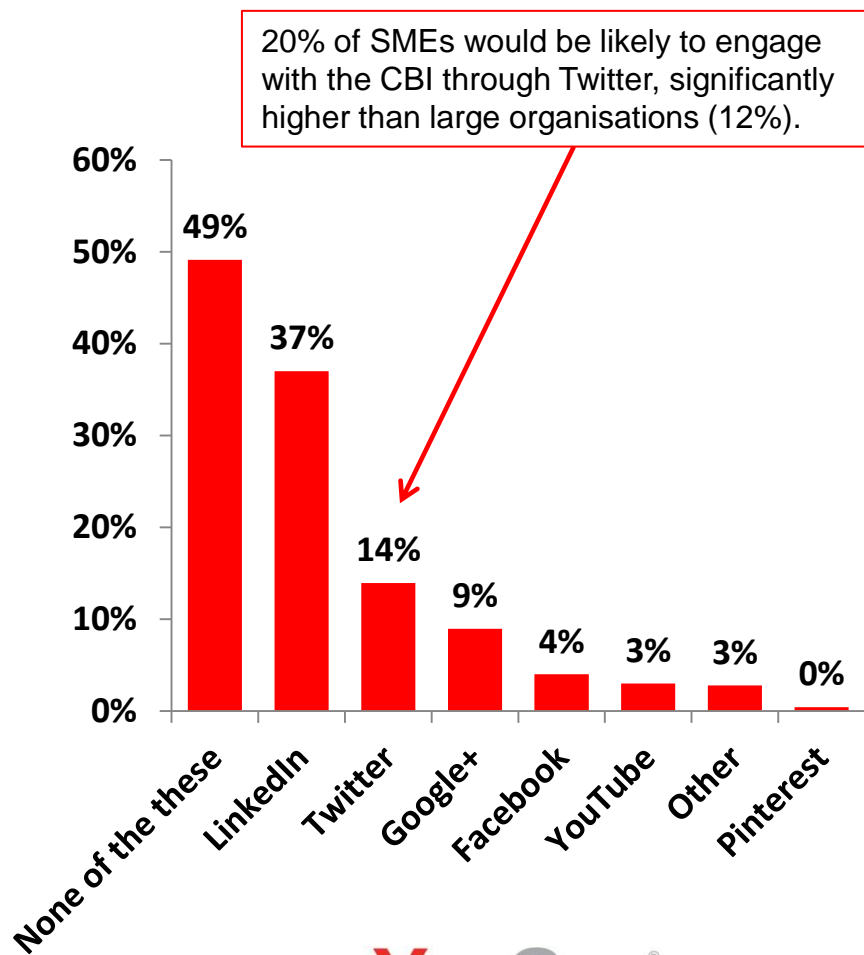
Base = All (n=503)

Emails overwhelmingly remain the preferred method of receiving CBI updates. LinkedIn could emerge as a more popular channel to engage with members

What is your preferred method of receiving CBI updates, invites and information?

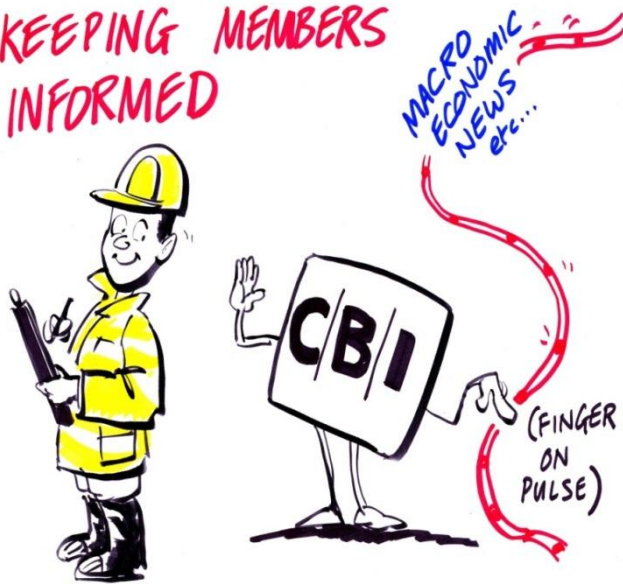


Which of the following, if any, would you be likely to use to engage with the CBI?



The CBI is great at communicating at a high level – but this does not always translate into keeping members included and informed

KEEPING MEMBERS INFORMED



- Particularly those not already attending regional meetings can feel they are missing out
- There is a sense that not all members can influence opinion
 - A need for a more bottom up approach – rather than top down

- Call for a two – way communication flow
- Social media might provide opportunities to engage on a more regular basis, facilitating discussions online.



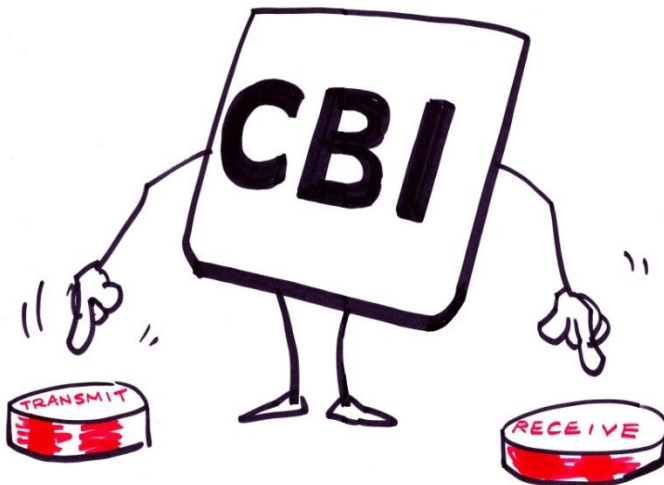
The main communication issue is the flow of information TO the CBI FROM members and more targeting in dispersal of information

"CBI folks can be very focused on the political side....I think sometimes they need to ask 'is this something we are interested in because we are the CBI or because it's something our members will be interested in?" - Satisfied member, manufacturing, 1000+ employees, London

•CBI is good at 'broadcasting' information but not receiving from members

•The M-Club report has been a revelation in terms of engaging those who traditionally have not been very involved

HAVE TO PRESS BOTH BUTTONS!



"I think they're absolutely right to think their real expertise is in influencing government policy and doing that rigorous thinking, but they need to do that not in an ivory tower, which is what they are in. They need to do that closer to their members, and they need to do bottom-up generation, both on the issues and on their policy thinking by engagement with members, rather than telling them." - Satisfied member, consultancy services, 2 -9 employees, North East

Improving communications

- **The CBI can send out a lot of information but it is not always targeted enough – granularity of information is key**
 - However for many, the CBI is about getting the information about ‘the bigger picture’
- **Podcasts are seen to be done well by the CBI’ and there is some interest in Webinars**
 - They have to be relevant, of high quality and well executed – e.g. podcasts by senior members of the CBI
- **Business briefing information – e.g. written in an executive summary style is the preferred format for members**
 - With limited time at their hands, having a one pager that sums up the key findings is what members are after
- **Other communications**
 - LinkedIn
 - More opportunities for members to interact – forums/blogs
 - Giving results back to members and sharing successes

“Yes I can, particularly for perhaps the executive-, with the breakfast briefings and the lunches, there’s always a speaker. Now, if I can’t get to that particular one because of date clashes, or other commitments, I would welcome an opportunity to be able to see that, whether it be a webinar or podcast, so yes” - Neither satisfied or dissatisfied, Manufacturing, 250 to 999 employees, London

“It’s really hard work, but it’s about targeting information to the right members, because if you give me stuff that’s not sector relevant to me, unless it’s a game-changer in the economy, I’m not really bothered about it. I don’t want to have my time wasted, you know, deleting stuff that’s not relevant, so it’s really about, making sure when you’re sending data, that it’s sector relevant to me as a member” - Dissatisfied member, Agriculture, forestry and fishing. 250 to 999 employees, South East



Annexes



Survey Sample Breakdown

Sector	Number
Agriculture, forestry and fishing	7
Manufacturing	132
Construction	60
Mining and extraction	6
Energy and water supply	39
Education	2
Primary and secondary schools	2
Further and higher education	27
Healthcare	2
NHS	2
Other private healthcare	5
Voluntary/ NFP	5
Voluntary and not-for-profit sectors	16
Private sector services	16
Hotels, catering and leisure	11
IT industry	31
Transport and logistics	41
Creative industries and media	13
Consultancy services	60
Finance, insurance and real estate	85
Wholesale and retail trade	13
Other business services	75
Education	29
Healthcare	7
Total: Private sector services	329
Total: Manufacturing and production	244

Size	Number
1	4
2 to 9	27
10 to 20	28
21 to 49	34
50 to 249	81
250 to 999	117
1,000 to 9,999	208
More than 10,000	126
Total: SME	174
Total: Large	451

Region	Number
North	96
East	26
London	168
Midlands	106
Scotland, Wales, Northern Ireland	103
South	117