#LibDemFightback Members

Who are they, where are they?

Firstly, how is this different to "CleggMania"?

At the time of writing the party has recruited 10,860 new members in just over five days. During the 2010 general election the party recruited approximately 7000 new members in the space of around ten days. However almost every single one of those members failed to renew their membership a year later. There were no doubt significant political factors behind those members leaving the party, but even setting those aside there are a range of reasons why we will not experience the same loss in 12 months.

- At the time of Cleggmania the only way to join online was to make a one off card payment. Now, members who join online either setup a direct debit or supply card details that are stored and can be re-billed when their renewal is due. This significantly increases member retention.
- Thanks to the systems we now have in place we were able to have over 10,000
 new members join us, take their payments, setup direct debits and send a
 programme of welcome emails and make sure local parties had access to data
 without any additional administrative work at all. That means staff time has been
 focused on engaging with new members and supporting local parties to engage
 with them.
- Our overall membership retention rate (at around 90%) is much better than it was in 2010.

Where do our new members live?

Devon and Cornwall	420
East Midlands	533
East of England	1220
Europe	90
London	2255
North East	204
North West	787
Scotland	607
South Central	941
South East	977

Wales	395
West Midlands	664
Western Counties	1033
Yorkshire and the Humber	687

Top 20 local parties

Sheffield	160
Bristol	157
Twickenham and Richmond	138
Cambridge	135
Battersea and Tooting	108
Islington Borough	106
Haringey Borough	101
Lewisham	97
Camden Borough	96
Cardiff and the Vale	94
Bermondsey and Old Southwark	93
Tower Hamlets Borough	91
Brighton and Hove	89
Bath and North East Somerset	86
Bromley Borough	83
Kingston Borough	83
York	82
Dulwich and West Norwood	81
Oxford East	81

How much are they paying?

- New members are paying, on average, £22.50 per year for their membership.
- 62% are paying by direct debit, the rest by recurring card payment
- For comparison, on average a new party member pays £13.10

What do our new members look like?

- Median age: 38.6 (51% are under 35)
- 57% identified as male, 38% as female, 5% would rather not say or did not identify with a binary gender (for comparison the current membership is 54% male)
- 82% have not been members of the Lib Dems before
- 72% have never participated in a political campaign before

Ethnicity

Ethnicity	Number of Members	%
Gypsy / Irish Traveller	2	0.02%
Bangladeshi	8	0.07%
Caribbean	13	0.12%
Arab	17	0.16%
African	19	0.17%
White and Black African	21	0.19%
Pakistani	23	0.21%
Chinese	32	0.29%
White and Black Caribbean	44	0.41%
Indian	62	0.57%
White and Asian	117	1.08%
Rather not say	145	1.34%
Other	569	5.24%
No data provided	793	7.30%
English / Scottish / Welsh / Irish	8994	82.83%
Grand Total	10859	100.00%

Why did they join?

As part of our new members survey we ask people to say, in their own words, why they joined. This data is stored on the membership database so is available to local parties, but there are too many responses to list them all here.

This word cloud was generated from the responses given by new members:

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coalition general wanted UK other
show government
values part results
people political
many about society felt work Libbems strong
really take parties see like last need stand
believe Way left over voted most joined lost
local seats future since being voice just joining all
right years vote minutes time needs much
result clegg decided thought Dem feel
Want help Labour electorate made now something
back ever strongly liberalism Nick Democrats

election more always because
important disappointed Conservatives after
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What issues are they interested in?

As part of the new member survey we gave our members the chance to tell us which issues they would like to campaign on nationally.

Keeping Britain in the EU		3880	84%
Protecting the human rights act		3494	76%
Blocking unfair welfare cuts		3126	68%
Protecting employees rights		2790	61%
Protecting the BBC		2693	59%
Blocking the snoopers charter		2484	54%
Other		2008	44%

We also gave them a range of things they could do in the party and asked which they would be interested in.

Helping make policy	3089	73%
Volunteering in your local area	2804	66%
Attending a party conference	2786	66%
Campaigning on national issues	2190	52%
Running a local campaign	1373	33%
Standing for your local council	1297	31%
Standing for Parliament	1035	25%
Helping to train other volunteers	921	22%
Other	408	10%