

#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?

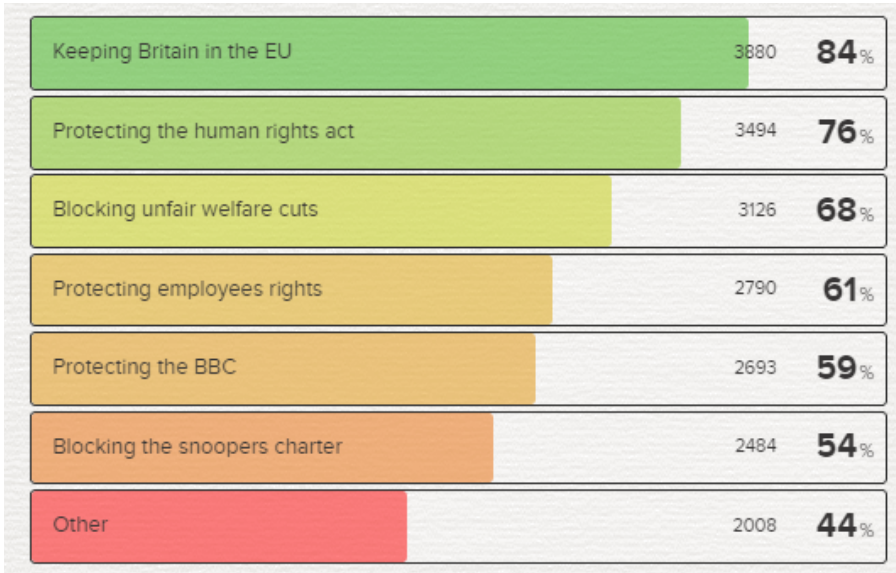
As part of our new members survey we ask people to say, in their own words, why they joined. This data is stored on the membership database so is available to local parties, but there are too many responses to list them all here.

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



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.



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

