



Membership Survey 2019

Overview Report

2019 Membership Survey

4520 survey forms were sent to 202 randomly selected U3As across the UK in October 2019. U3As were selected in proportion to the number of small (<300), medium (300 to 599) and large U3As (≥ 600) in each of the nine English Regions and three Countries based on the 2018 returns. The total numbers of members surveyed were approximately even across the three size bands.

No individual member or U3A can be identified in the returns. Returns can be grouped into the size category and by Region or Country

The overall response rate was 77%. The Breakdown of response by size and geography is shown in Appendix B. Appendix A contains a number of FAQs about the survey and how it was organised. The sample size was chosen to give a 95% Confidence of being representative of the whole membership with in a 3% error at a 75% response rate.

Analysis of returns

This report contains only the factual results, no attempt is made to interpret the data or assign significance. The interpretation and significance of the data is the responsibility of various decision making bodies within the Trust. This report contains only the top level analysis. The raw data can be cut and analysed in a number of different ways. Responses to the different questions can be analysed by Region / Country, U3A size, member's age or gender. In this report use of technology has been analysed by age as this is likely to be a determinate factor and is relevant to the development of the Trust's use of digital services.

This survey involved only closed questions. Respondents were asked to tick various boxes in answer to questions about them or their preferences. This has the advantage of making analysis of large amounts of data fairly routine but confines the respondent to a limited number of options. Respondents had the option of not answering. Non answered questions can mean different things in the context of the question. In some cases it can mean "I don't have an opinion on this" and in others it may be a reluctance to answer the question. In the analysis that follows different ways of interpreting non replies have been used. Small numbers of null responses to some questions have been ignored. In other cases, where the context is clear, null responses have been taken as a "don't know" or "don't care to comment". Where this occurs such a response is significant in itself.

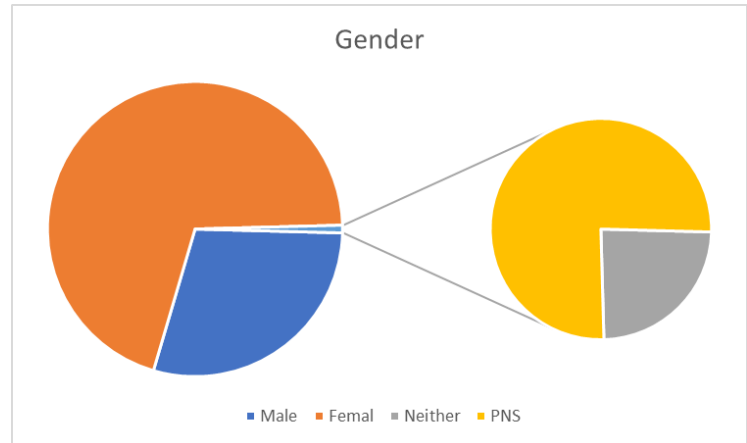
In a small number of cases ambiguous answers were given. For example where an Yes and No box have both been marked to the same question. Ambiguity has been ignored in all cases.

General Membership Demographic

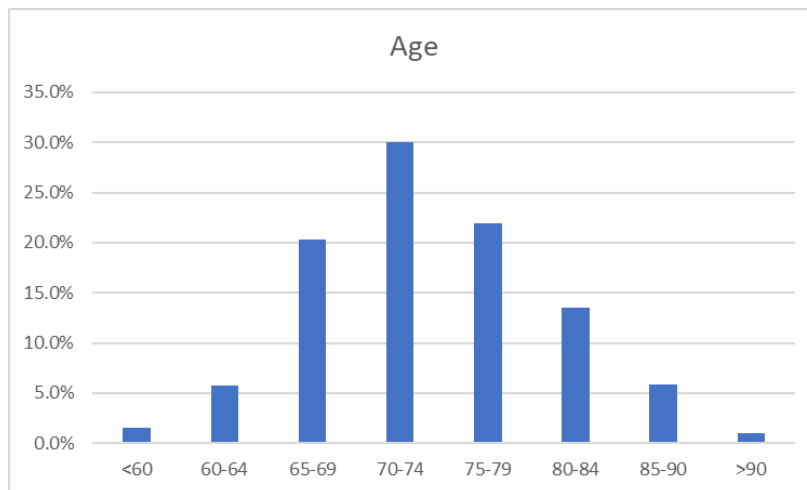
Q1 Gender

Male 29.1%
Female 70.0%
Neither 0.2%
PNS* 0.6%
 100.0%

*Prefer not to say



Age Profile 2019



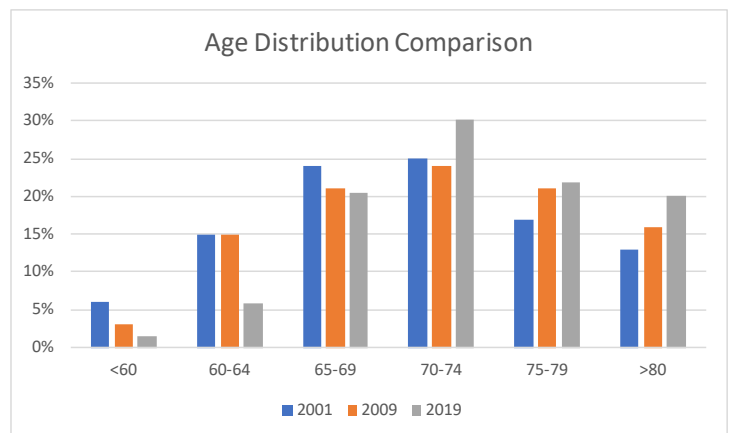
	Total	Men	Women
<60	1.5%	1.2%	1.7%
60-64	5.8%	4.2%	6.4%
65-69	20.4%	19.3%	20.8%
70-74	30.2%	31.3%	29.7%
75-79	21.8%	21.4%	22.0%
80-84	13.5%	14.9%	12.9%
85-90	5.8%	6.6%	5.5%
>90	1.0%	1.1%	0.9%
	100.0%	100.0%	100.0%

Average age 73.6 years



Age Distribution Comparison in previous surveys.

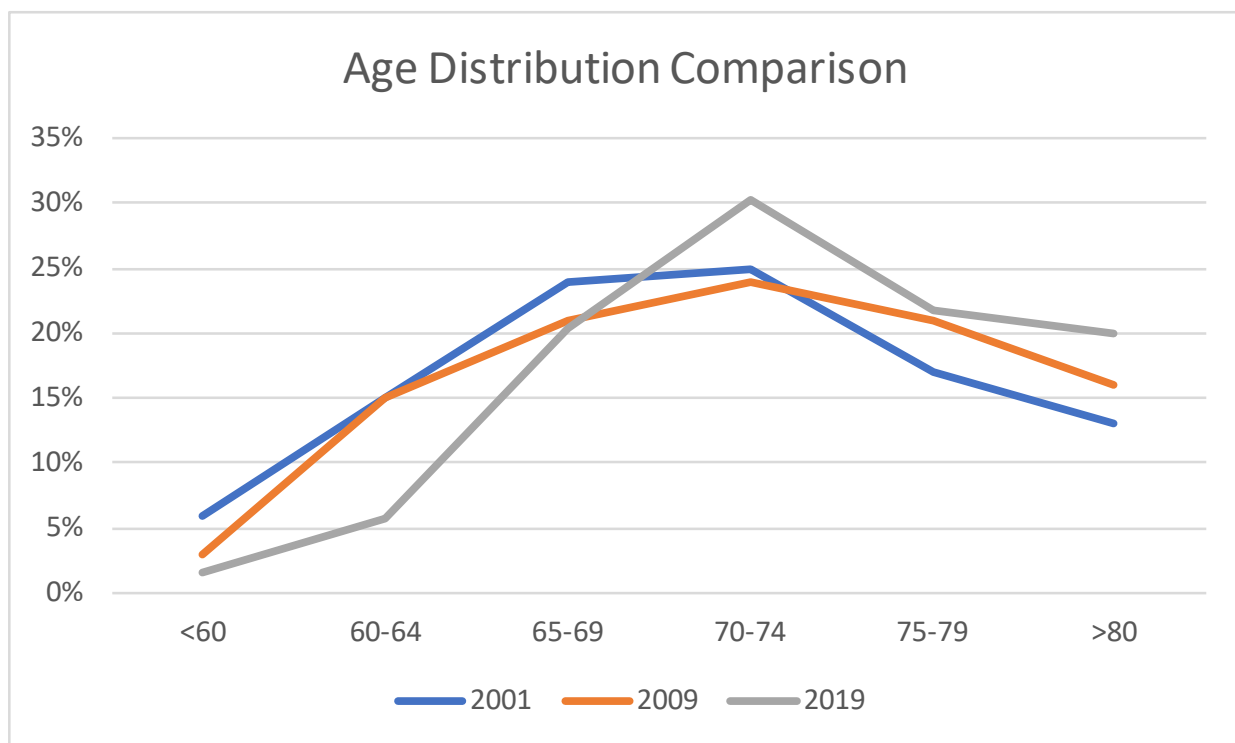
	2001	2009	2019
<60	6%	3%	2%
60-64	15%	15%	6%
65-69	24%	21%	20%
70-74	25%	24%	30%
75-79	17%	21%	22%
>80	13%	16%	20%



Average Age

2001	70.8,
2009	71.9
2019	73.6

The distribution of the members age can be seen in the following chart. Progressively less younger members and more older members.



The number of members has increased by approximately 2.5 times since 2001.



Use of Technology

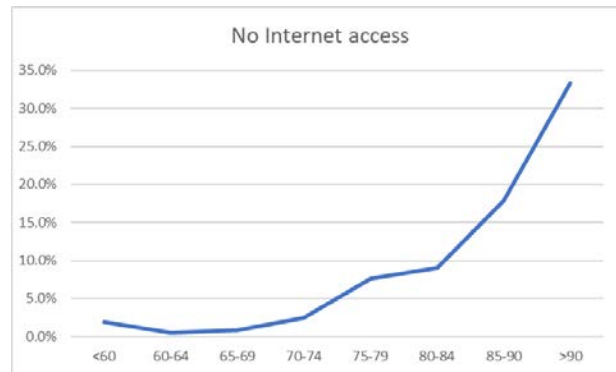
Q3 Does anyone in your household have access to the internet ?

Yes 95.0%
No 5.0%

*In 2009 47% accessed the internet on most days.
26% never used the internet.*

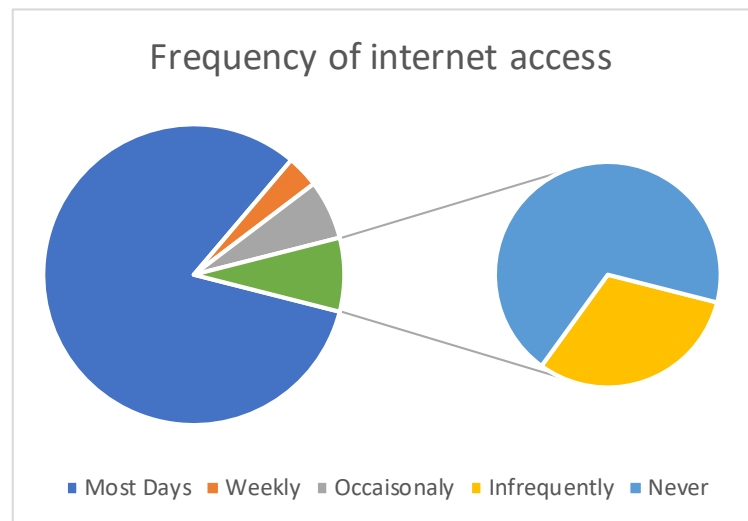
Internet access by age band.

	Yes	No
<60	98.1%	1.9%
60-64	99.5%	0.5%
65-69	99.1%	0.9%
70-74	97.6%	2.4%
75-79	92.3%	7.7%
80-84	91.0%	9.0%
85-90	82.1%	17.9%
>90	66.7%	33.3%
	95%	5%



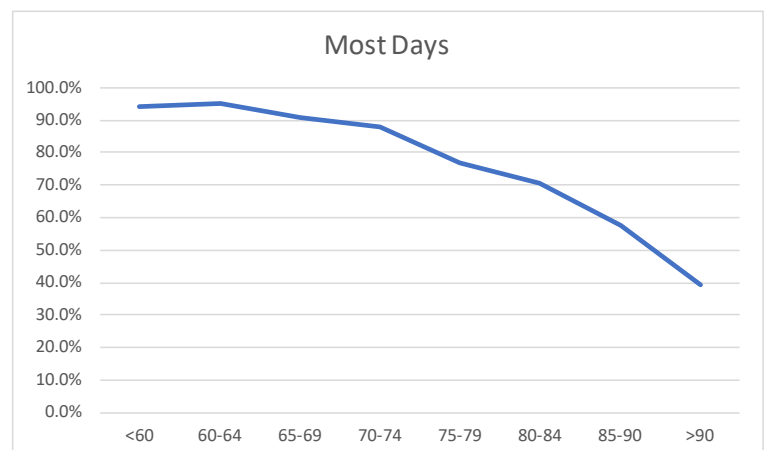
Q4 Do you personally access the internet?

Most Days 82.0%
Weekly 3.5%
Occasionally 6.3%
Infrequently 2.5%
Never 5.5%
Don't know 0.3%
100.0%



Internet Access by age band

	Most Days	Other
<60	94.3%	5.7%
60-64	95.0%	5.0%
65-69	90.8%	9.2%
70-74	88.1%	11.9%
75-79	76.6%	23.4%
80-84	70.7%	29.3%
85-90	57.7%	42.3%
>90	39.4%	60.6%



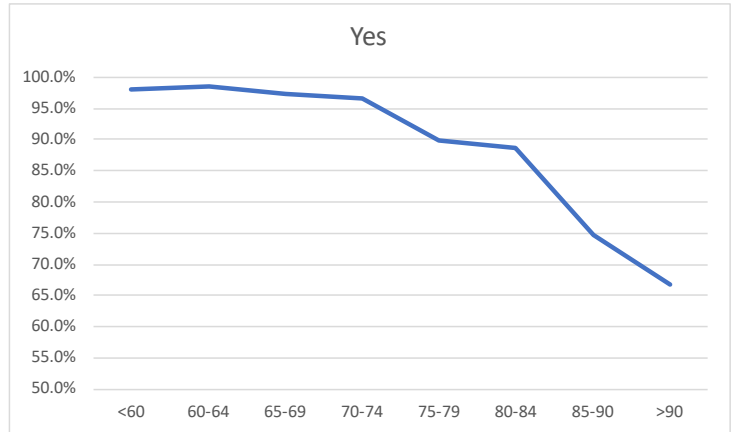
Q5 Can you be contacted by email?

Yes 93.0%
No 7.0%

In 2009 51% accessed emails on most days, 33% did not use email

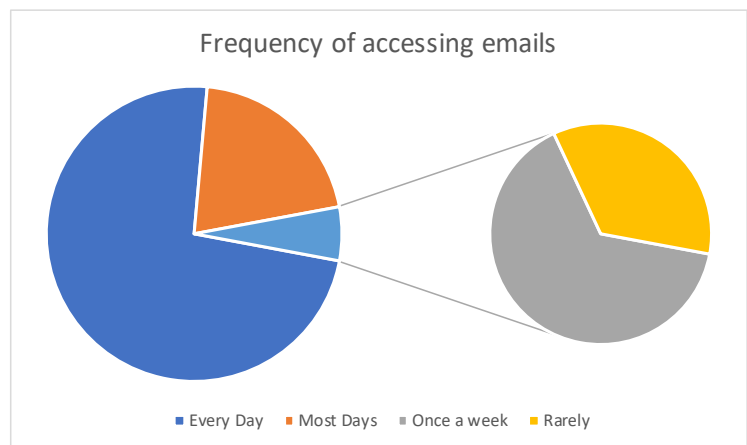
Email be age band

	Yes	No
<60	98.1%	1.9%
60-64	98.5%	1.5%
65-69	97.3%	2.7%
70-74	96.5%	3.5%
75-79	90.0%	10.0%
80-84	88.7%	11.3%
85-90	74.6%	25.4%
>90	66.7%	33.3%



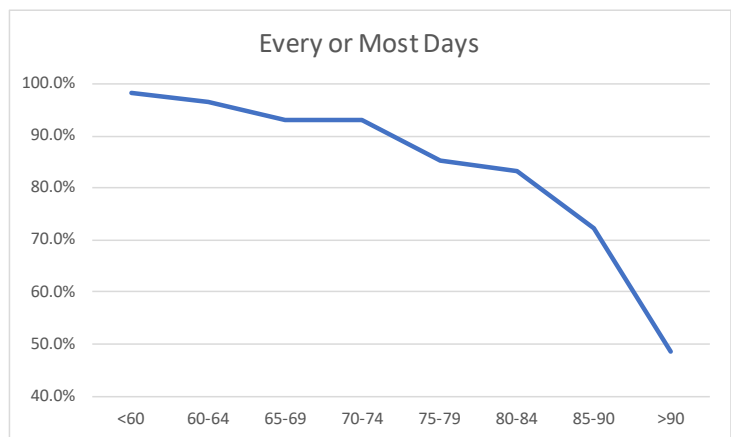
Q6 How often do you check email?

Every Day 73.5%
 Most Days 20.6%
 Once a week 3.8%
 Rarely 2.1%
 100.0%



Check email every day

	Yes
<60	79.2%
60-64	83.0%
65-69	76.3%
70-74	73.5%
75-79	65.0%
80-84	60.4%
85-90	49.8%
>90	24.2%



Check emails every or most days

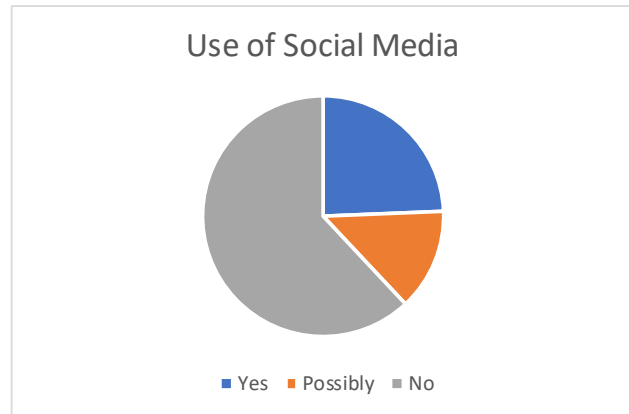
<60	98.1%
60-64	96.5%
65-69	93.0%
70-74	93.2%
75-79	85.2%
80-84	83.1%
85-90	72.1%
>90	48.5%



Use of Social Media

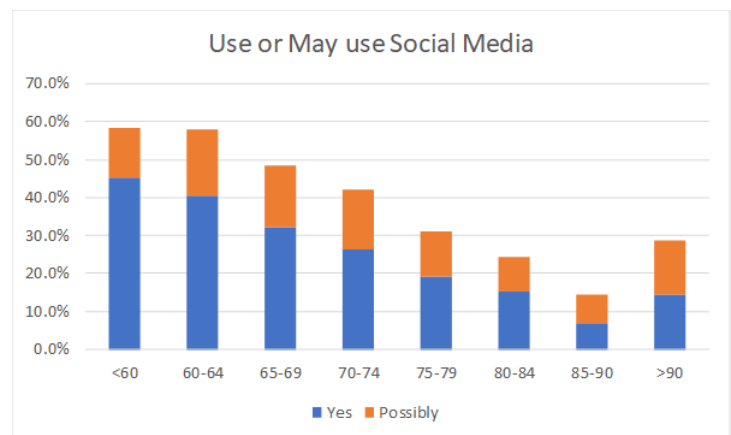
Q7 Do you use or would you consider using social media, e.g. Facebook, Twitter, LinkedIn etc, as a means of sharing U3A information

Yes	24.2%
No	61.6%
Possibly	13.6%
No answer	0.5%
	100.0%



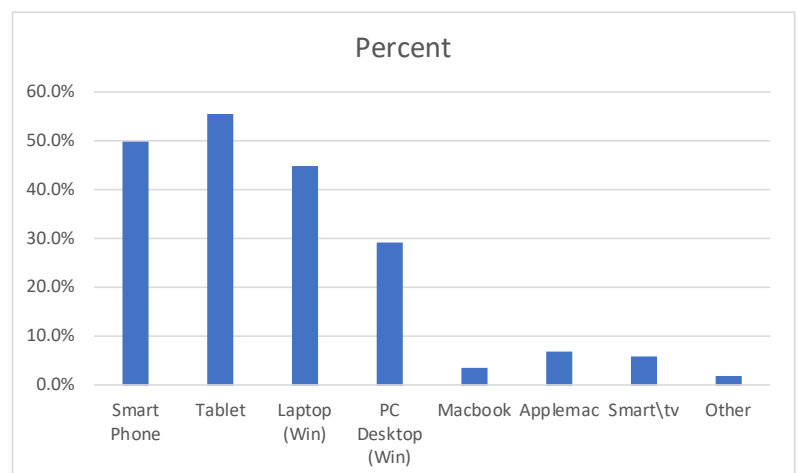
Attitude to social media by age band

	Yes	Possibly	No
<60	45.3%	13.2%	41.5%
60-64	40.7%	17.1%	42.2%
65-69	32.4%	15.9%	51.6%
70-74	26.3%	16.0%	57.7%
75-79	19.1%	11.9%	69.0%
80-84	15.3%	9.2%	75.5%
85-90	7.1%	7.6%	85.4%
>90	14.3%	14.3%	71.4%



Q8 If you use the internet, which of the following do you use to go on-line?

	Percent
Smart Phone	49.9%
Tablet	55.5%
Laptop (Win)	44.8%
PC Desktop (Win)	29.2%
Macbook	3.5%
Applemac	7.0%
Smart\tv	5.9%
Other	1.8%



Average no of devices per user 1.8



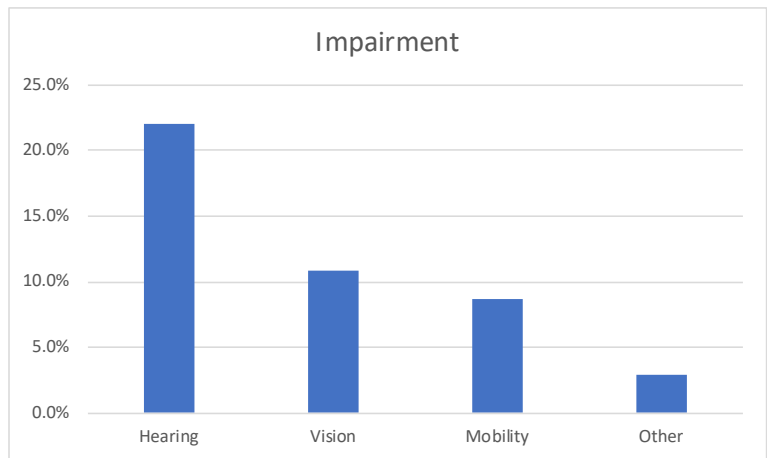
Accessibility

Q9 Do you have any impediments ?

Hearing	22.0%
Vision	10.9%
Mobility	8.7%
Other	2.9%

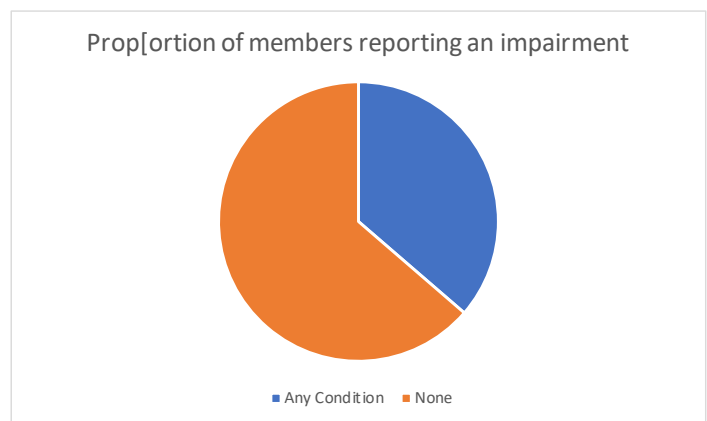
Percentage out of total population

In 2009 21% reported disability which impaired mobility, 11% reported disability which did not impair mobility and 68% reported no disability



Gender comparisons

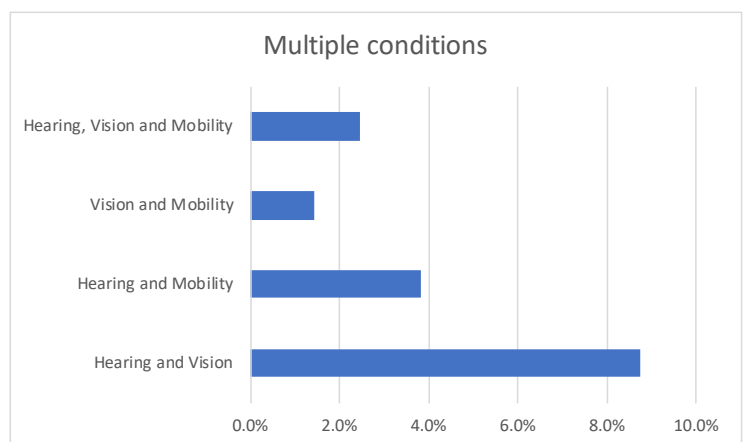
	Men	Women
Hearing	28.8%	19.2%
Vision	12.0%	10.4%
Mobility	7.5%	9.2%
Other	3.4%	2.7%



36.3% of respondents reported one or more conditions.

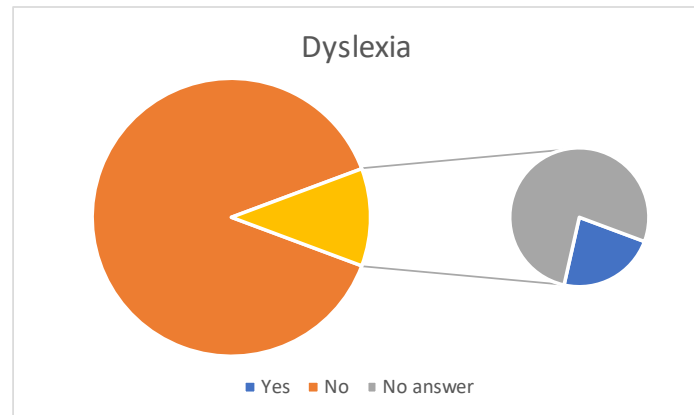
Respondents experiencing more than one of these conditions.

Hearing and Vision	8.7%
Hearing and Mobility	3.8%
Vision and Mobility	1.4%
Hearing, Vision and Mobility	2.5%



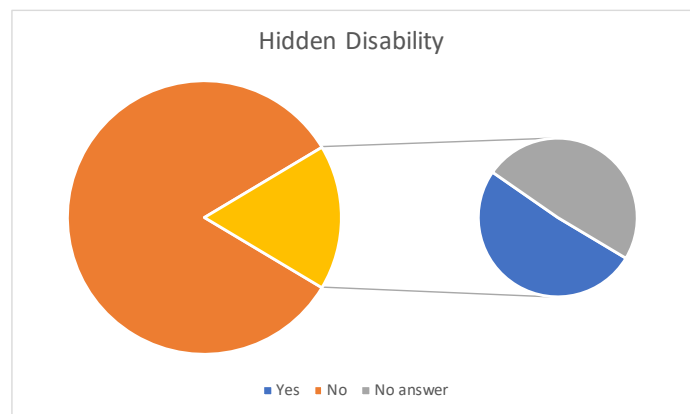
Q10 Are you one of the 6.3 million Dyslexic people in the UK ?

Yes	2.6%
No	88.6%
No answer	8.8%



Q11 Do you have a hidden disability

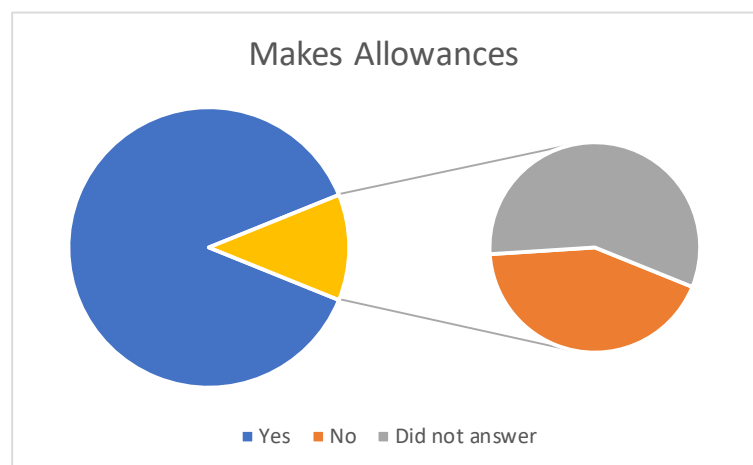
Yes	8.8%
No	82.8%
No answer	8.4%



Q12 Do you think your U3A makes adequate allowance for you?

These are percentages for people who reported at having at least one condition

Yes	87.6%
No	5.2%
No answer	7.0%

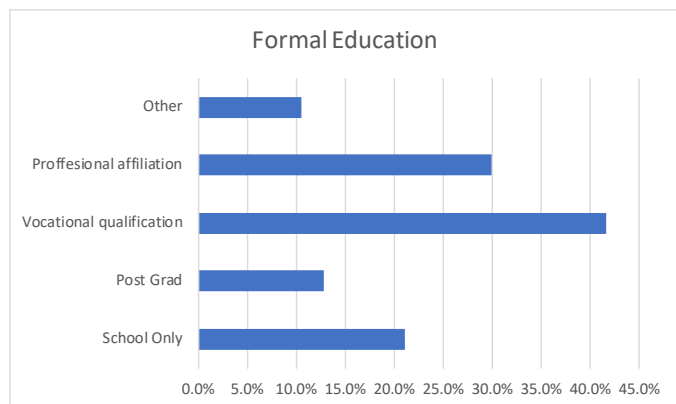




Formal Education

Q13 At which levels have you experienced formal education? (Mark all that apply)

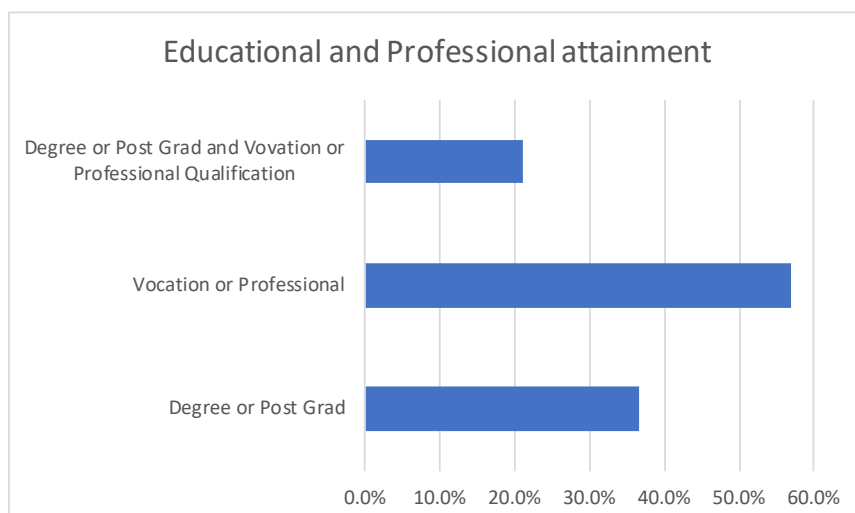
School (Only)	21.0%
Degree	33.2%
Post Grad	12.8%
Vocational qualification	41.6%
Professional affiliation	29.9%
Other	10.4%



Notes. It is assumed that the majority of people attend school. The percentage shown is for those respondents with no other qualifications beyond school.

In 2009 10% reported school only education, 7% school with some other further education, 46% had a degree or college education and 15% had a postgraduate qualification.

Degree or Post Graduate	36.5%
Vocation or Professional qualification	56.9%
Degree or Post Grad and Vocation or Professional Qualification	21.1%



Ethnicity

Q14 To which ethnic heritage group or nationality do you consider yourself as belonging to?

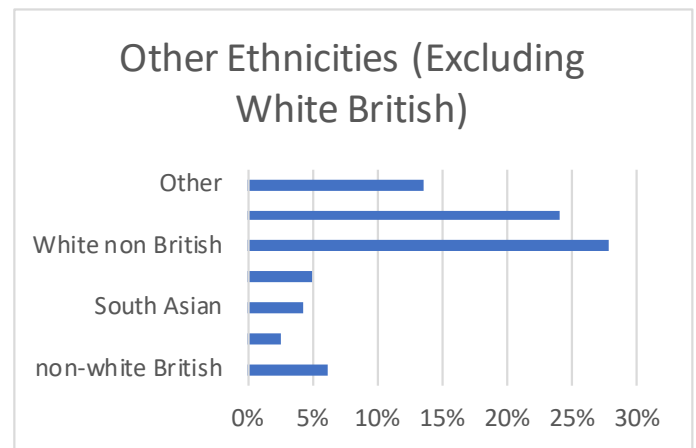
Ethnicity is a sensitive subject for the U3A movement. The number of categories offered as a choice may not have been ideal but were subject to a critical evaluation before releasing survey.

95.5% of those responding consider themselves White British. The next highest category is White Non – British which takes the ‘whiteness’ category up to nearly 97%

The reported numbers of categories other than White British are so small that the numbers almost drop off the scale. Hence the table below is listed for all non White British ethnicities. (Only 4.5% of the total).

Non-white British	6%
Black African or Caribbean	2%
South Asian	4%
Other Asian	5%
White non British	28%
PNTS *	24%
Other	14%

*PNTS Prefer not to say

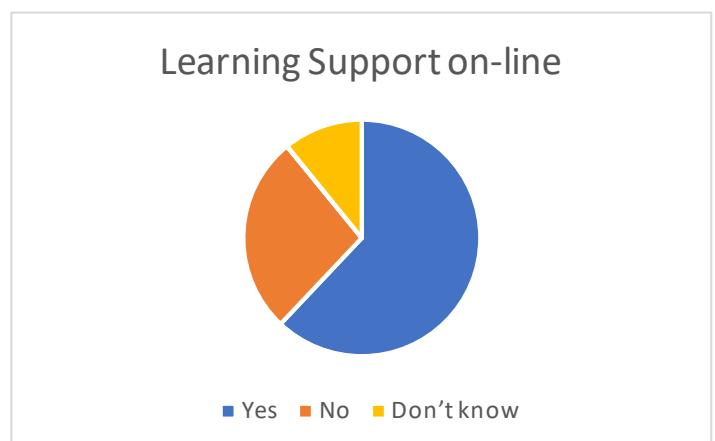


In 2009 only 0.8% where not white and 2001 only 0.3%

Learning Support

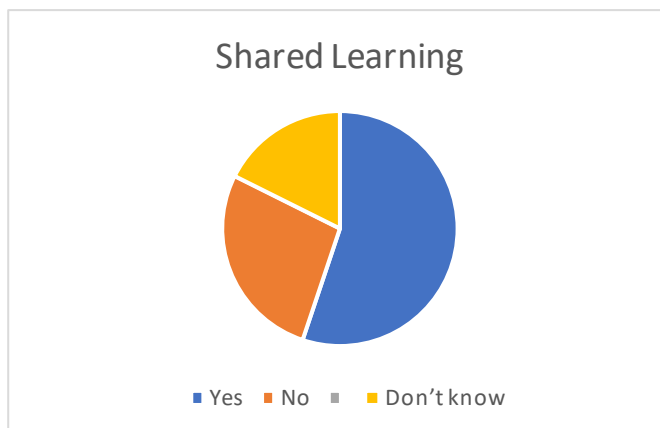
Q15 Would you like to see learning resources available on-line?

Yes	62.0%
No	27.1%
Don't know	10.8%



Q16 Would you like to share your U3A learning resources with other U3As?

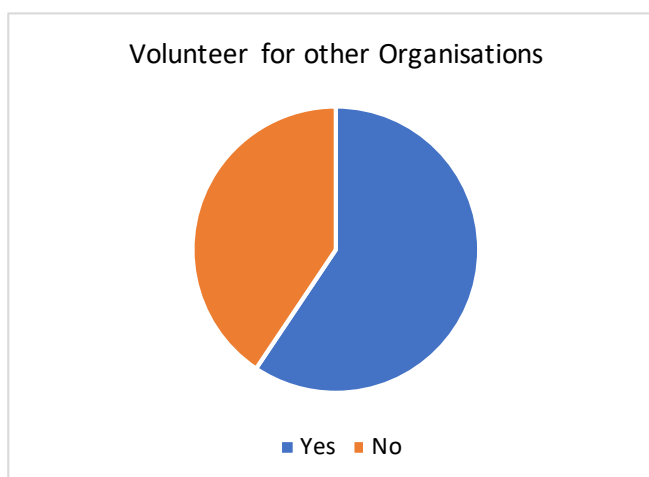
Yes	55.1%
No	27.2%
Don't know	17.6%



General

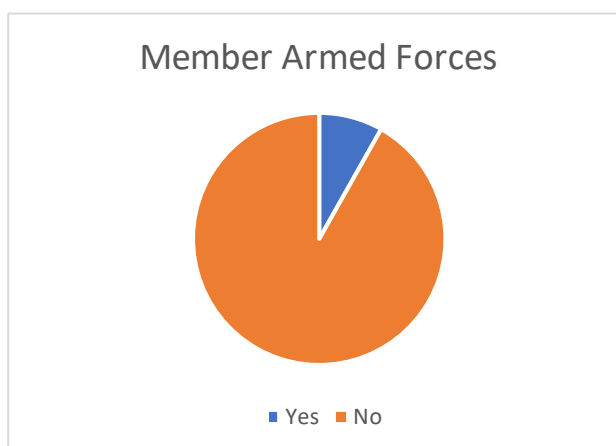
Q17 Do you volunteer for any other organisations ?

Yes	59.4%
No	40.6%



Q18 Have you ever been a member of the armed forces?

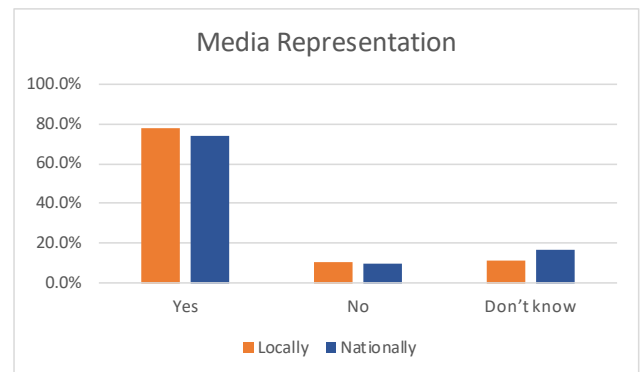
Yes	8.2%
No	91.8%





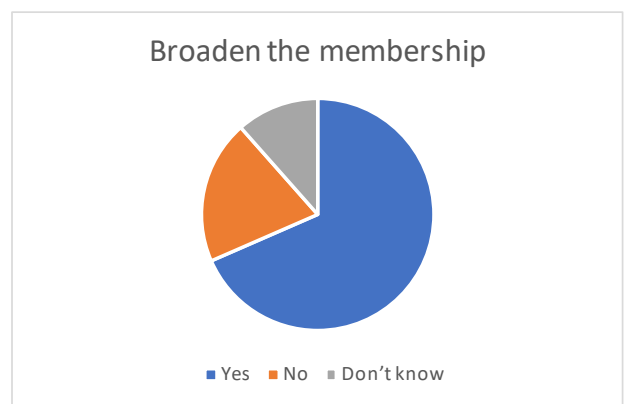
Q19 Would you like to see the U3A better represented in the media?

	Locally	Nationally
Yes	78.2%	73.7%
No	10.2%	9.7%
Don't know	11.7%	16.6%



Q20 Should the U3A do more to attract a broader range of members?

Yes	68.4%
No	20.0%
Don't know	11.5%

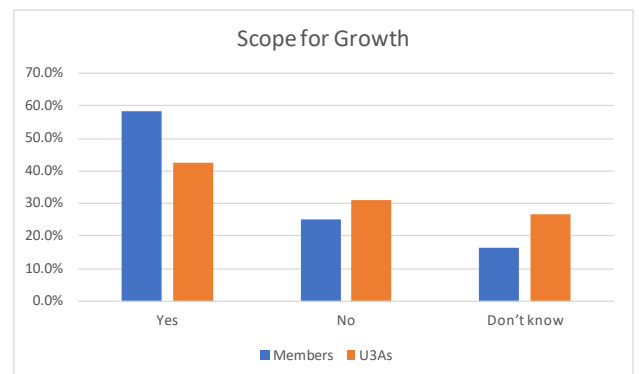


Q21 Is there scope for growth of the U3A in your area?

More members in your U3A?

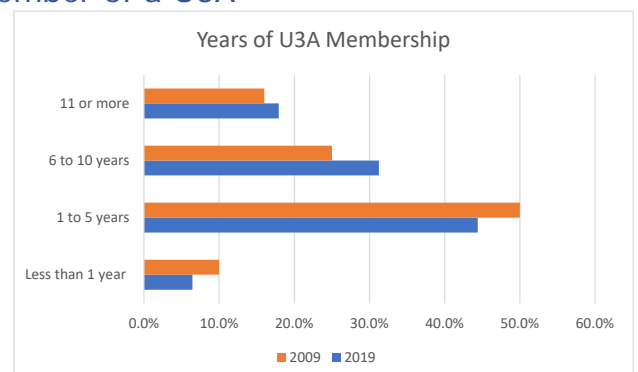
More U3As in your locality?

	Members	U3As
Yes	58.5%	42.4%
No	25.0%	31.0%
Don't know	16.5%	26.6%



Q22 For how many years have you been a member of a U3A

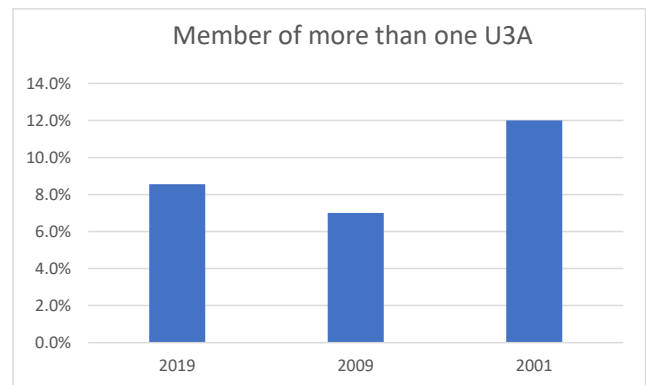
	2019	2009
Less than 1 year	6.5%	10%
1 to 5 years	44.4%	50%
6 to 10 years	31.2%	25%
11 or more	17.9%	16%





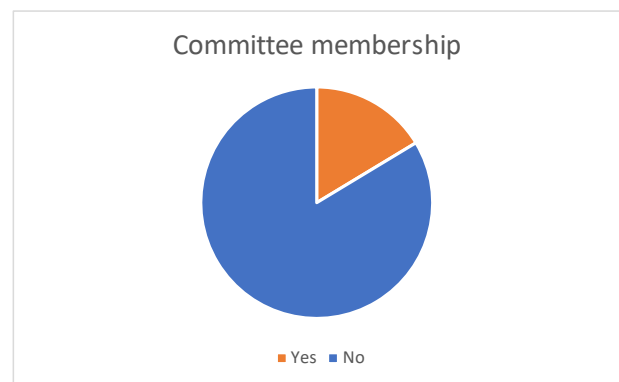
Q23 Are you a member of more than one U3A?

	2019	2009	2001
Yes	8.6%	7.0%	12.0%
No	91.4%	93.0%	88.0%



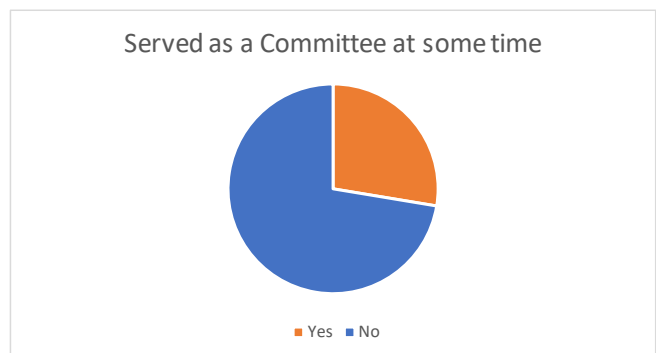
Q24 Are you currently a Committee member in any role?

Yes	16.3%
No	83.7%



Q25 Have you at any time served as a Committee Member?

Yes	27.6%
No	72.4%



Note. 47.5% of respondents who ticked yes are currently still committee members.

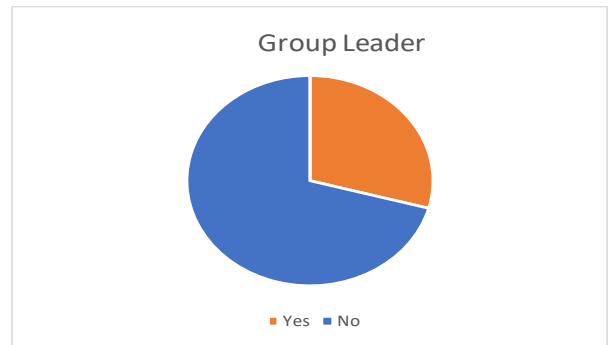
In both 2001 and 2009 16% of members had been or were still Committee Members.



Q26 Are you currently a group leader/ convener/facilitator of a U3A interest group?

Yes 29.2%
No 70.8%

In 2009 24% of members had been or were still Group Leaders. In 2001 only 11% had such experience



Q27 Would you consider leading an interest group if you had more support or information?

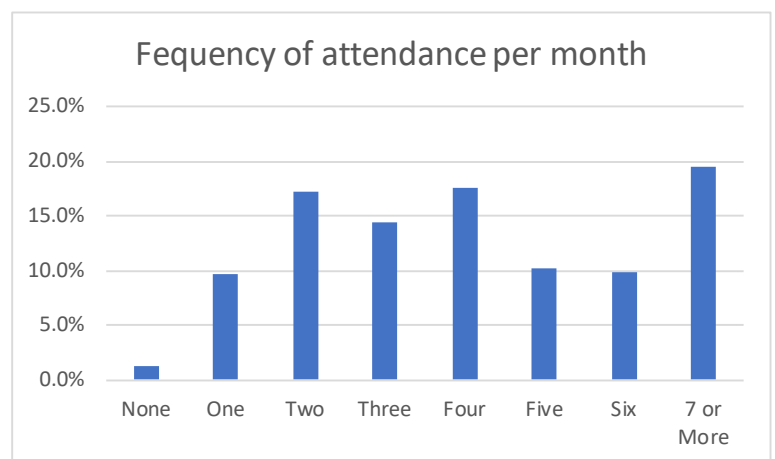
Yes 22%
No 65%
Don't know 13%

Note 43.5% of respondents who are already group leaders answered yes to this question



Q28 On average, how many U3A meetings or events, including general meetings, classes, study group meetings, or outings, do you attend in a month?

None 1.3%
One 9.7%
Two 17.3%
Three 14.3%
Four 17.6%
Five 10.3%
Six 9.9%
7 or More 19.5%

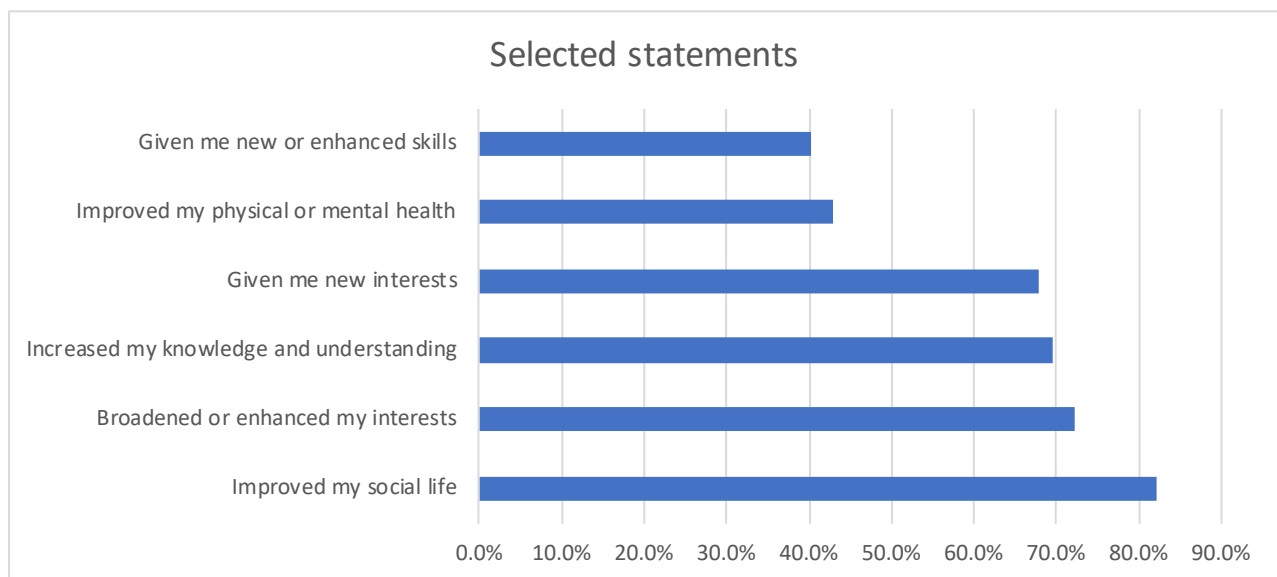


The average number of events members attend has not changed much over the years. 2001 4.3; 2009 4.6; 2019 4.1



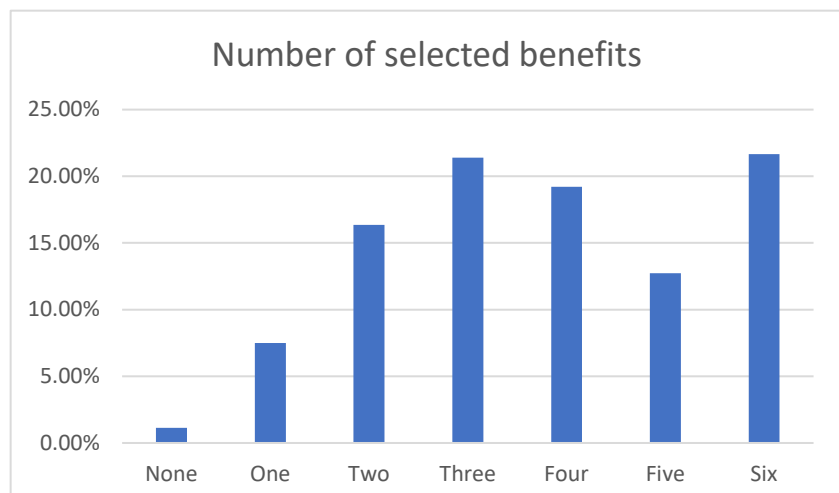
Q29 With which of the following statements do you agree? Mark all which apply.
 U3A membership has:

Improved my social life	82.2%
Broadened or enhanced my interests	72.3%
Increased my knowledge and understanding	69.5%
Given me new interests	67.8%
Improved my physical or mental health	42.9%
Given me new or enhanced skills	40.2%



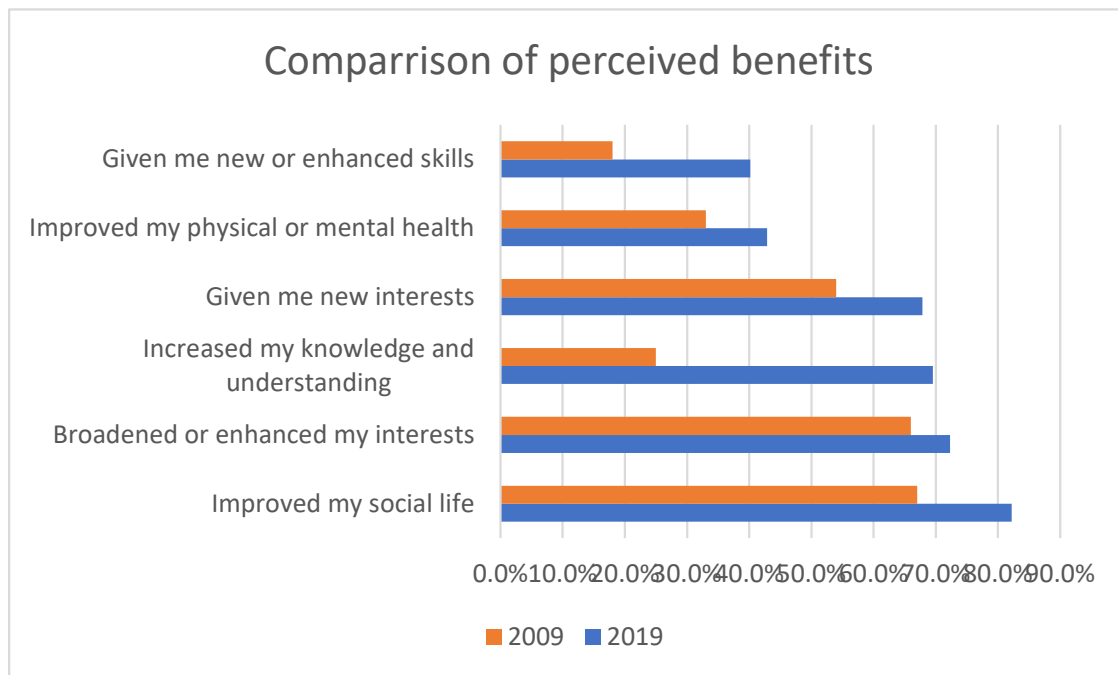
No negative statements were offered. Disagreement is noted by not selecting an option. A small number of respondents selected none of the above. Many more selected multiple statements in the following proportions.

None	1.12%
One	7.50%
Two	16.35%
Three	21.40%
Four	19.21%
Five	12.72%
All Six	21.66%





	2019	2009
Improved my social life	82.2%	67%
Broadened or enhanced my interests	72.3%	66%
Increased my knowledge and understanding	69.5%	25%
Given me new interests	67.8%	54%
Improved my physical or mental health	42.9%	33%
Given me new or enhanced skills	40.2%	18%





2019 U3A and Membership Survey

Frequently Asked Questions

1 Why is this Survey being undertaken?

It is ten years since the last statistical survey of members. This survey allows us to benchmark any changes in the membership mix, things like age, gender, disability and use of information technology. It also surveys members attitudes and involvement.

2 Who is being surveyed?

Over 4,500 individual members throughout the UK. Members are chosen at random as are the U3As asked to take part in the survey.

3 How have U3As and Members been chosen?

With 430,000 members it is not possible to survey everyone. Surveys of this kind are expensive to organise. Statistical methods are used to identify the smallest numbers of members to survey that will provide a representative sample. The sample size is based on a calculation that provides a 3% margin of error with 95% confidence and an estimated response rate based on previous experience. U3As have been categorised in terms of the number of members, Small, Medium and Large. A fixed number of survey forms has been sent to U3As depending on their size category. A number of U3As in each size categories across the 9 Regions and 3 Countries have been randomly selected. The numbers in each is proportional to the total numbers of Small, Medium and Large in each Region or Country. Each U3A survey has been asked to distribute the survey packs in as random manner as possible.

In total 202 U3As have been chosen with a total of 4520 individual survey forms.

4 Why is this survey a paper based survey?

For statistical reasons it is important to have distribution as random and representative as possible. Pushing the surveys to a random selection overcomes and bias introduced by self-selection. If this was an on-line survey it would exclude those people disinclined or unable to connect on-line.

A paper based survey also enables complete anonymity as there is no connection between respondent and the returned survey form.

5 How is the privacy of members being protected?

Once the survey is completed the member is asked to return the form in a prepaid addressed envelope. There is no traceable connection to the member or to the members U3A. Each form is marked with a Region/Country and U3A size code to enable analysis to that level.



6 How will this paper be processed?

The forms are returned to a scanning service supplier who will scan the forms to produce statistical results by U3A size and Region/Country. On completion of the process all paper returns will be destroyed.

7 Will the results be made available?

Yes. The data on its own will provide a wealth of information on the distribution of various social factors and members attitudes throughout the movement. In addition this data will be compared to the statistics gathered ten years ago and compared to data available for the general population.

Headline data will be made available as soon as possible but more detailed comparisons and reports may take longer.

8 Why is a third party being used to manage this survey.

Kendata Electronic Systems Ltd have a specialist department with expertise and equipment to manage these kind of paper based surveys. Outsourcing the operation of the survey to Kendata is a cost effective way of managing the volume of paper and producing the results in a convenient and timely manner. Kendata provide a GDPR compliant warranty to protect the data provided by the Trust. Only U3A contact details are provided. No individual members names or contact details are involved.

9 Why cant I participate in this survey.

The survey is entirely based on a random sample of members. Providing additional surveys on request risks introducing bias into the results.

10 My U3A has 750 members and I have only been given 35 survey forms. I know sampling statistics and this isn't a representative sample size.

That is correct. With a population of 750 to get the same level of accuracy we would have had to have had a survey size of 441. But we are not sampling by U3A we are sampling by members across all U3As of a certain size. There are approximately 200,000 members across the 200 large U3As. The sample size for 200,000 is 1,062. Allowing for a 75% return rate we are actually trying to survey 1,500. We could have asked all 200 U3As to sample 7 members each. But in order to reduce the amount of effort and cost a somewhat arbitrary number of 35 surveys per large U3A was chosen so only about 40 large U3As were chosen by random selection to be representative of the total pool of large U3As. A similar logic was used for medium and small U3As.

In order to be realistically accurate an accuracy of 3% was chosen. This means that if the average age is 70 say. Then, using the 95% test, there is a 95% chance that the average falls between 68 and 72. To narrow the margin of error to 2% we would have had to sample well over twice as many people. To get 1% error we would have had to sample over nine times as many members. That's the way statistics works. It is a trade off



between statistical accuracy and cost, governed largely by what the data is going to be used for.

Appendix B

Response rates by Region and Country and by U3A size is shown below.

Responses are for the mots part pretty evenly spread. It is reasonable safe therefore to assume that further analysis by geography and size will be statistically representative. However any differences may not be significant and may require further investigation.

	Small	Medium	Large	Response by Region	Total contribution to Survey
East Midlands	78%	71%	51%	69%	9%
East of England	74%	68%	76%	73%	13%
London	69%	85%	83%	81%	5%
North East	57%	78%	NA	64%	3%
North West	73%	78%	77%	76%	10%
Northern Ireland	82%	NA	86%	84%	2%
Scotland	70%	92%	86%	76%	4%
South East	83%	75%	83%	80%	21%
South West	76%	87%	72%	78%	13%
Wales	76%	85%	74%	79%	5%
West Midlands	90%	82%	50%	76%	7%
Yorkshire and the Humber	93%	92%	80%	88%	7%
Total	77%	78%	75%	77%	100%
Contribution by size	33%	33%	34%		