

Member Insight Services

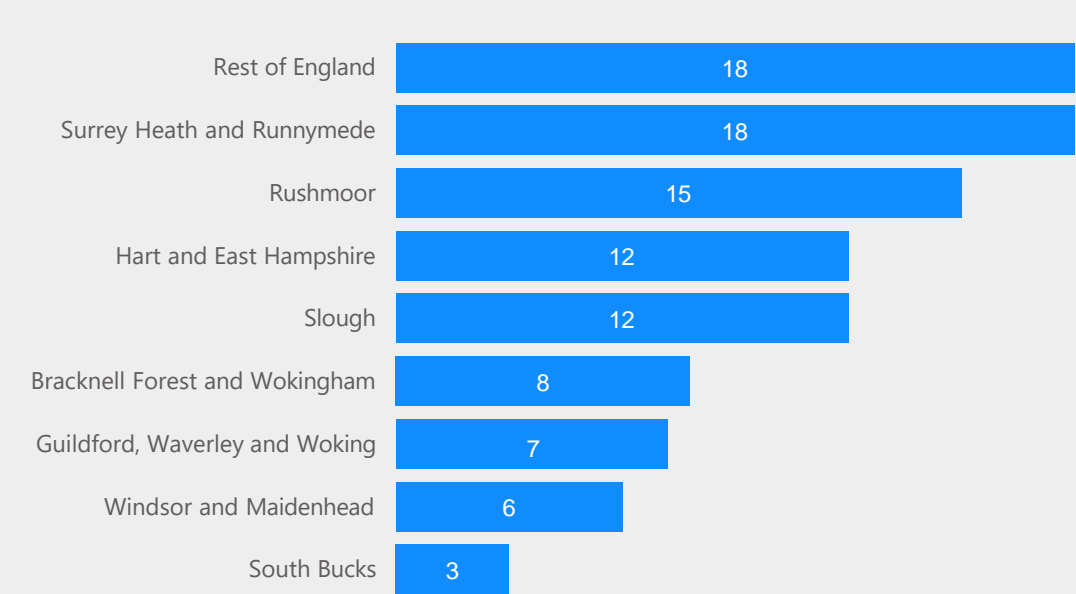
Civica Engagement Solutions

Why choose Member Insight services?

- Provides a comprehensive view of your membership data
- Save time creating quarterly and annual Council of Governors (COG) and Community Engagement Group (CEG) reports
- Data presented in visual and branded formats
- Trend analysis to help identify membership trends over time
- Insights to help address areas of churn, and how to retain and grow membership.

Member Insight services

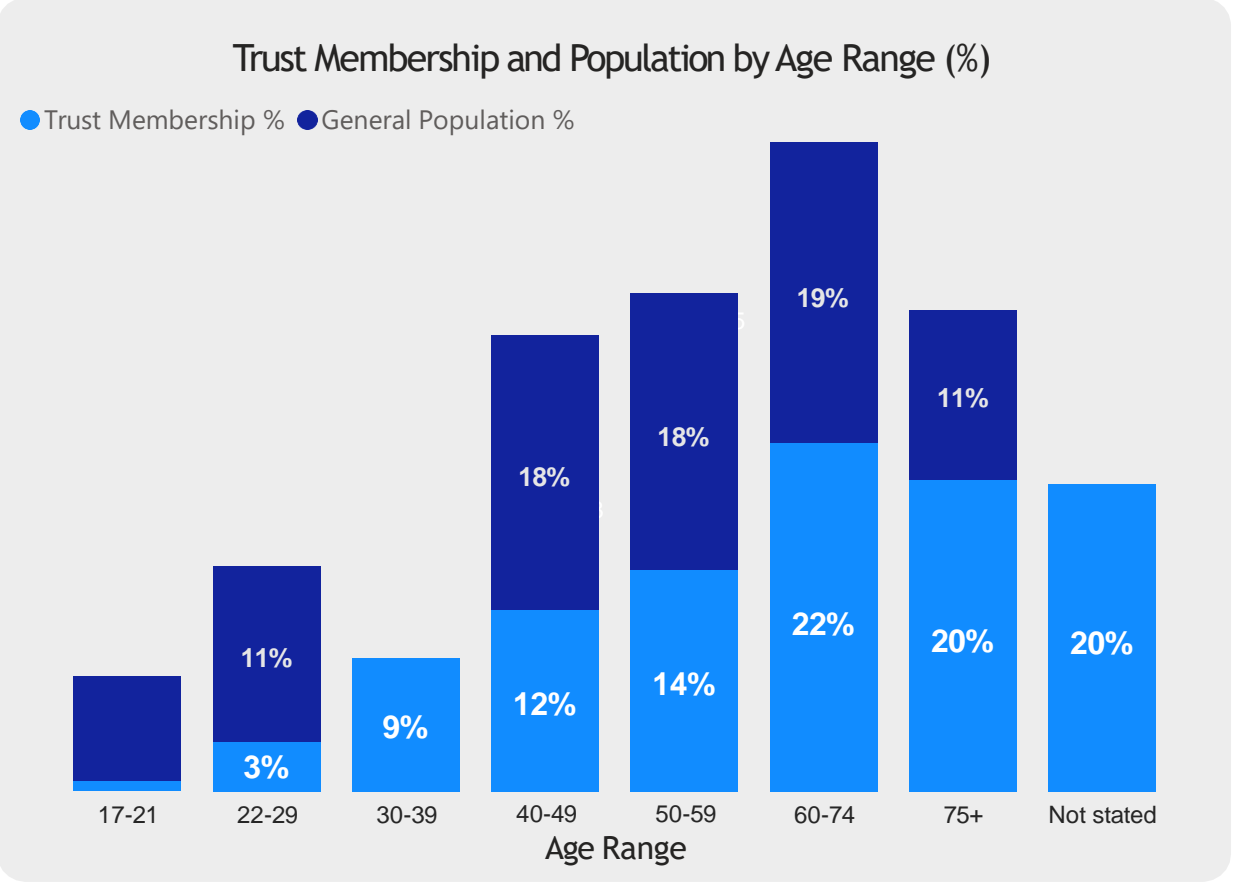
Membership by Constituency (%)



Constituency	Public Member	Sum of Base	% of Membership
Rest of England	3000	0	18.09
Surrey Heath and Runnymede	3000	109685	18.09
Rushmoor	2500	93942	15.08
Hart and East Hampshire	2000	129950	12.06
Slough	2000	150389	12.06
Bracknell Forest and Wokingham	1300	193343	7.84
Guildford, Waverley and Woking	1200	96526	7.24
Windsor and Maidenhead	1000	151993	6.03
South Bucks	500	71248	3.02
Total	16500	997076	99.52

Example data

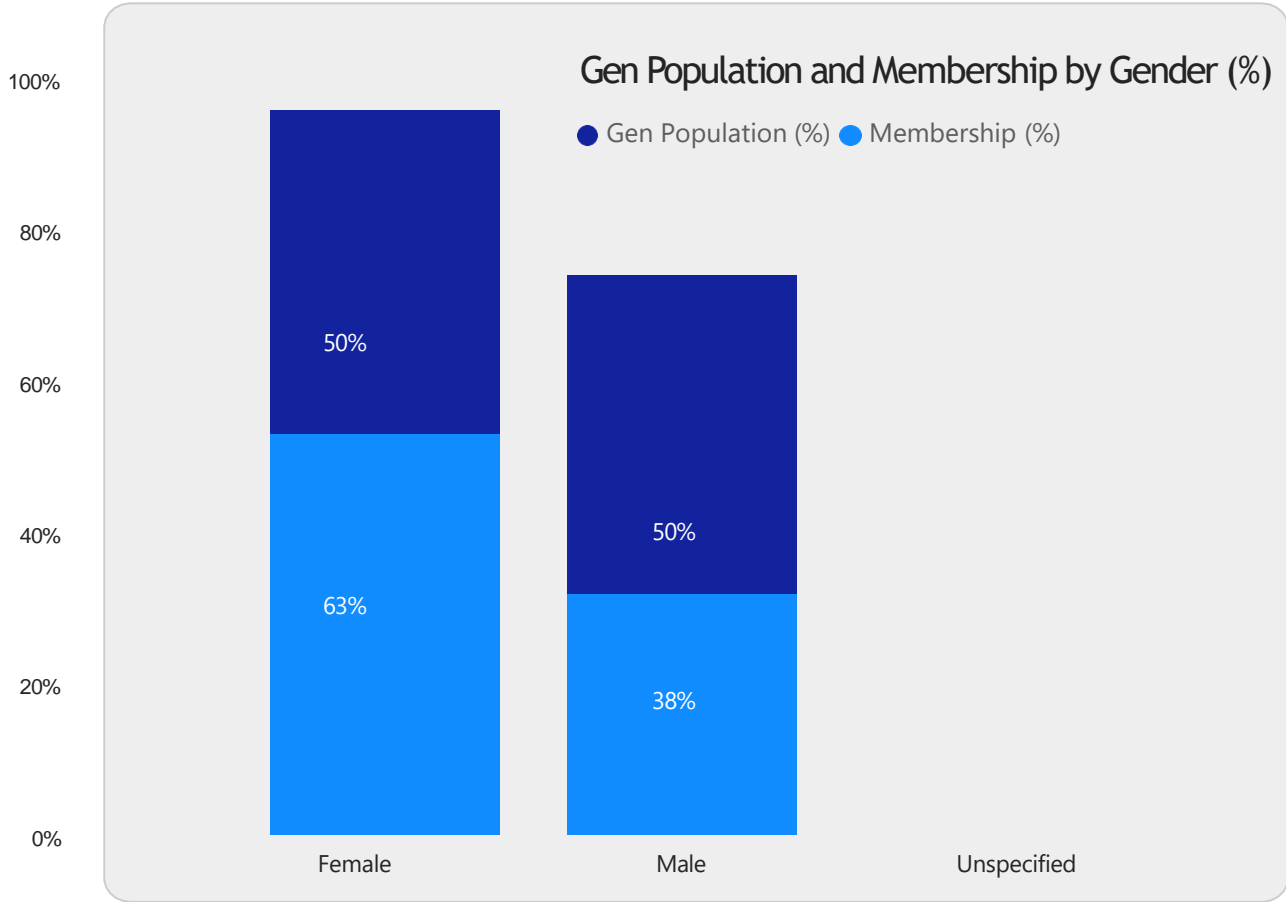
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Age Range	Membership Total	Membership %	Population	Population %
60-74	4000	22%	798,437	15%
75+	3500	20%	451,454	8%
Not stated	3500	20%		0%
50-59	3000	14%	735,113	14%
40-49	2000	12%	730,587	14%
30-39	1500	9%	706,074	13%
22-29	600	3%	465,051	9%
17-21	200	1%	276,731	5%
0-16	0	0%	1,162,298	22%

Example data

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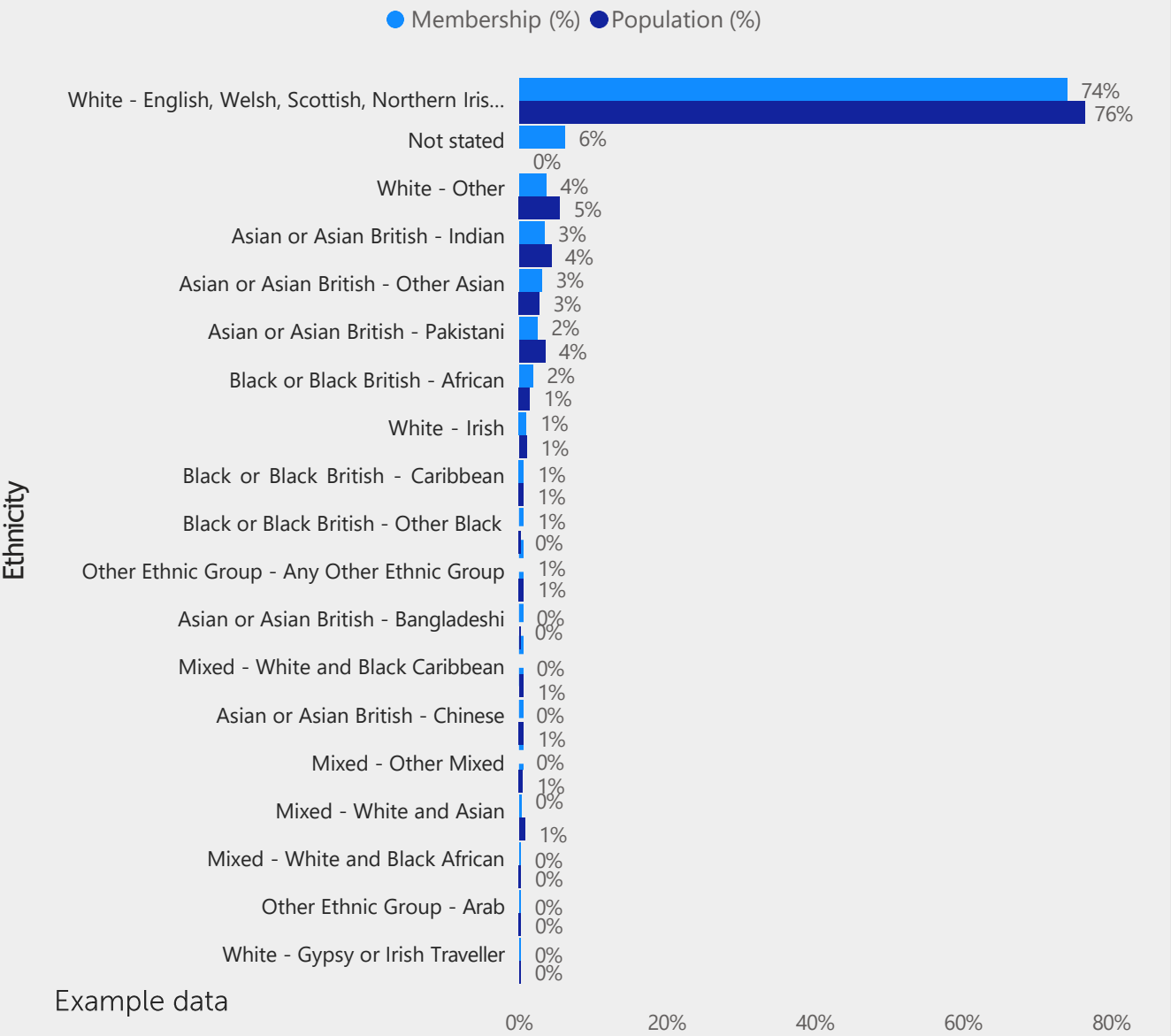


Gender	Members	Population
Female	10000	502476
Male	6000	494600
Unspecified	0	0
Total	16000	997076



Example data

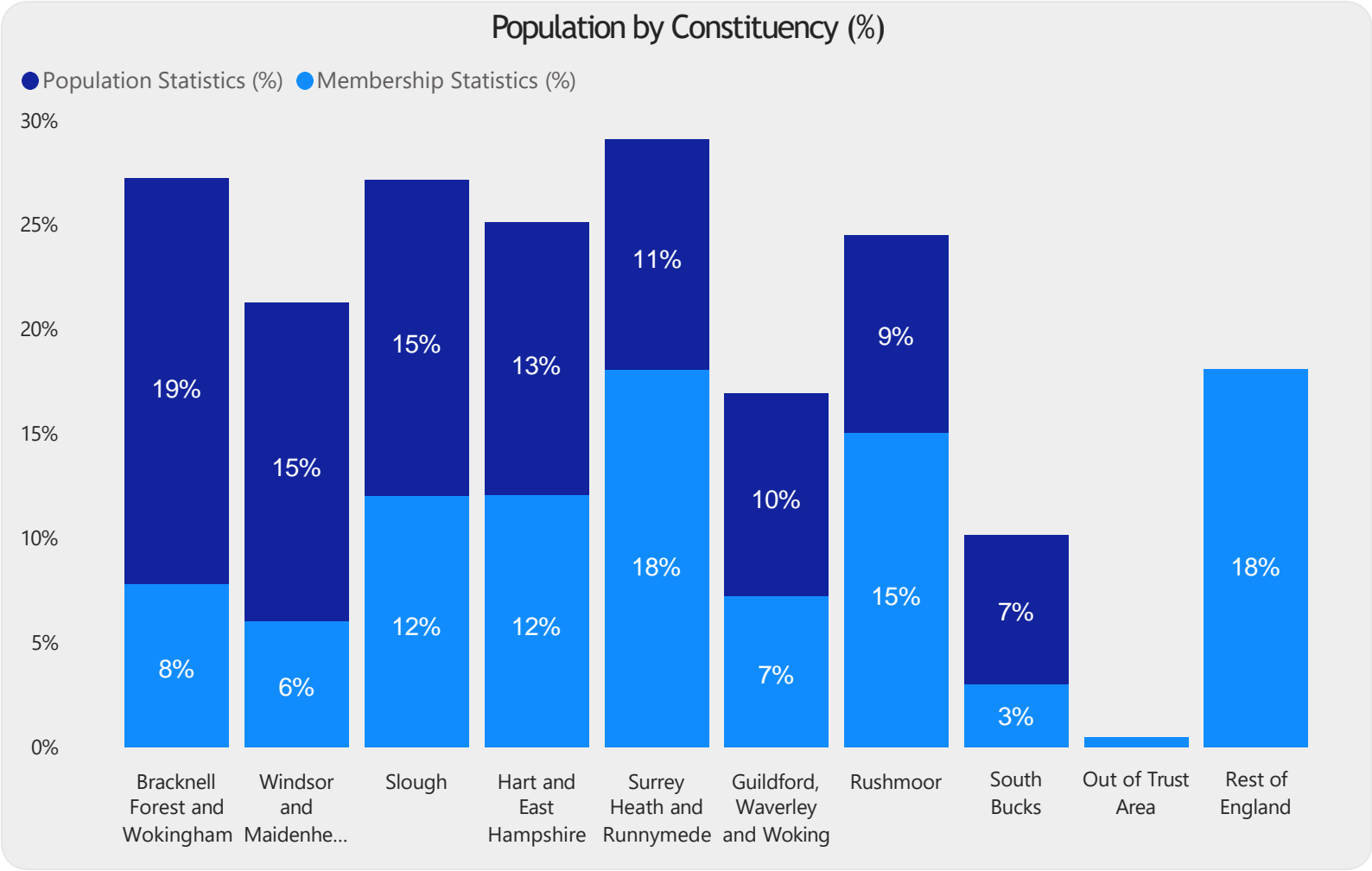
Ethnicity - Membership vs Population



Ethnicity	Membership	Population
White - English, Welsh, Scottish, Northern Irish, British	12000	713621
Not stated	1000	0
White - Other	600	51355
Asian or Asian British - Indian	550	40698
Asian or Asian British - Other Asian	500	25712
Asian or Asian British - Pakistani	400	32765
Black or Black British - African	300	13463
White - Irish	160	9622
Black or Black British - Caribbean	100	5614
Black or Black British - Other Black	100	2474
Other Ethnic Group - Any Other Ethnic Group	100	5935
Asian or Asian British - Bangladeshi	80	2181
Mixed - White and Black Caribbean	80	5500
Asian or Asian British - Chinese	70	5908
Mixed - Other Mixed	70	4692
Mixed - White and Asian	50	7687
Mixed - White and Black African	40	2410
Other Ethnic Group - Arab	10	2560
White - Gypsy or Irish Traveller	5	2002

Example data

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LP Membership Distribution	Membership	Population
Bracknell Forest and Wokingham	1300	193343
Guildford, Waverley and Woking	1200	96526
Hart and East Hampshire	2000	129950
Out of Trust Area	80	0
Rest of England	3000	0
Rushmoor	2500	93942
Slough	2000	150389
South Bucks	500	71248
Surrey Heath and Runnymede	3000	109685
Windsor and Maidenhead	1000	151993
Total	16580	997076

Example data

{ Continue the conversation

If you'd like to find out more about our Member Insight services,
please contact engagement@civica.co.uk

