2023 Membership survey

Members Digested Report

Members were surveyed in June.
An incentive was offered to complete the survey, but even with the opportunity to win a prize uptake was low. The survey had a 36% completion rate.
441 people looked at the survey but only 158 completed it, taking on average about 12 minutes to complete. Members accessing via laptop computers were more likely to take their time in comparison to those using smaller screens, with the average time for a computer user being around 20 minutes.
158 respondents is roughly 16% of the total membership of the ASD.

Respondent Data
Overwhelmingly respondents were male, with 74.51% (114) identifying as male and 20.92% (32) identifying as female. 3.27% (5) members preferred not to say and 1.31% (2) were non-binary. No other gender identity boxes were completed.
The majority age group was 25-34 with 30.32% of respondents falling into this category. 81.29% (126) of respondents identify as White British, 4 White Irish, 1 Black British and 3 Chinese. 20 members selected other or Prefer not to say. 80.25% (126) of respondents were Professional Level members, 10.83% (17) FP members, 5.1% (8) Associate Members, 3.18% (5) Corporate and 1 NCO member completed the form.

Overall the active ASD membership levels are as follows:
62.7% (572)   Professional
8.3%   (76)   Associate
11.51% (105) Corporate
11.73% (107) Future Professional
5.7%   (52)   NCO
The membership is fairly proportionately represented as a cross-section.

The majority of responding members identify as Freelance with 54.32% (88) being purely freelance, 25.31% (41) freelance and employed. 13.58% (22) members were employed and 6.79% (11) were Company Directors.

Breaking that data down into majority job titles was more complex. There is little agreement on job titles and so the data is hard to follow.
156 responses were recorded. Of these respondents the largest single group is the Sound Designers with 44 (28.2%) listing this as their main job title.
Engineer/Theatre Engineer/HOD or Designer/Engineer is chosen as a main job role by 35 (22.4%) respondents. Composer/Designers were the next largest group with 9 (5.7%) respondents listing Composer within their main job titles.

The majority of members responding were resident in the UK, with the most popular location geographically being London with 47 (30.1%) respondents listing it as their location.

The Name Change
Responding members were not concerned by the name of the Association.
When asked, members responded that the ASD has more important things to focus on with 135 (74%) of respondents say they're happy with the name, 13% say they would like it to change, with the other 13% giving their own responses which were generally apathetic towards any kind of change.
One member confused the name with Autistic Spectrum Disorder, which is a comment that has been raised previously in other surveys.

In general respondents were positive around the ASD and it's plans moving forward. Members had ideas on what sort of seminars should be featured in the future and were grateful for the work the ASD does currently.