



Individual Membership Survey Report 2010

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Contents

Section	Page
1. Introduction.....	3
2. Member Location.....	3
3. Member Status.....	3
4. Qualifications.....	3
5. Current Employment.....	3
6. Professional experience.....	4
7. Special Interest Groups (SIGs).....	4
8. Publications.....	4-5
9. Events.....	5-6
10. Sections.....	6-7
11. Other Services.....	7-8
12. Qualitative Questions to Members.....	8-9
13. Member Profiles.....	9-10
14. Key Findings.....	10
15. Recommendations.....	10
16. Survey Results by Question.....	11-19

1. Introduction

In May of 2010 an online survey was circulated to all individual members of The Textile Institute. The aim of this primary research project was to gather both qualitative and quantitative data on members views of all aspects of the current package offered.

In total the survey was fully completed by 391 members, out of a possible 2505 individual members at the time the survey was issued, giving it a response rate of 15.6%. This is a high response rate and it is important to note as most companies will only act on information gathered from primary research if the sample size is over 10%.

This report goes through each section of membership and explains the findings from the survey. It then goes on to identify member profiles, key findings and finally concludes with recommendations based on the findings of the survey.

2. Member location

At 46% most members live in the UK, the next most common area is Asia with 28% of members based there. Europe, Australasia, and North America each have around 7-8% of members.

3. Membership status

Members with a CText ATI were the most popular, accounting for nearly 50% of all members. CText FTI and LTI came in at around 20% and 7% respectively. Around 20% of members have no qualifications. Student membership accounts for only 7% and retired members account for around 6%.

4. Qualifications

As previously mentioned the most common qualification among members is CText ATI, with nearly 50% of all members currently holding this award. All in all around 80% of all members currently hold a qualification, and 30% of the rest said they would consider applying for a qualification in the future, meaning massive 86% of members either currently hold a professional qualification or plan to hold one in the future.

With over 86% of members either holding a qualification or planning to in the future, this shows that qualifications are an important part of the membership package. This is backed up by the fact that a large number of members cited qualifications as their main reason for joining as a member originally.

5. Current employment

- Members working in industry

The most popular area of employment for our members is within industry with around 37% working in this field. Members working in industry are almost exclusively based in either Asia or the UK with 43% and 37% respectively. An overwhelming 85% of members working in industry are male.

-Members working in academia

The next most popular area of employment among members is academia with around 20% working in this field. These members are again mostly based in the UK and Asia with 38% and 30% respectively. The gender split is much more equal compared to those in industry, with 56% of members working in academia being male and 44% female.

6. Professional experience

Half of our total members have over 30 years experience, and 25% have between 20 and 30 years experience. Members working in industry tend to have more experience with nearly 50% having over 30 years experience. Members working in academia mostly have 20-30 years experience at.

7. Special Interest Groups (SIGs)

The most popular first choice SIG was 'Apparel' with a 24% majority. Technical Textiles came in second, but was the most commonly chosen which shows that it is important to members in many different areas of textiles.

-SIG membership

SIG Membership was regarded as 'Important' by members with a 35% majority but nearly 30% felt 'Neutral' about SIG's which may mean that these 30% were unaware of SIG's and what they do. This is also backed up by members suggesting SIG areas that already exist when asked about what new SIG's they would like to see starting up.

The most common answer when asked about the importance of SIG events was 'Neutral', again suggesting that most members were unaware of these events.

With all SIG's currently only based in the UK, with the possible exception of the Sustainable SIG which is international, understandably UK members thought that SIG's were more important than overseas members as nearly 40% described them as 'Important'. Interestingly, 33% of overseas members still described SIG's as 'Important' even though currently SIG's are almost exclusively based in the UK.

8. Publications

- *textiles* Magazine

By far the most important aspect of membership according to members is *textiles* magazine with 43% of members rating this as 'Important' and 39% rating this as 'Very Important'. Student members found *textiles* magazine incredibly important with

over 48% rating it as 'Very Important' and over 33% rating it as 'Important'. Members based both in the UK and overseas mostly rated this service as 'Important' or 'Very Important'. Overseas members found this service more important compared to UK based members but only very slightly.

- Journal of The Textile Institute

For both hard copy and online versions the most common rating by members was 'Neutral', with a nearly exactly 33% majority for both versions. This suggests that most members have little or no knowledge of either the hard copy or the electronic versions. The online version was rated slightly higher as 15% of members rated it as 'Very Important' compared to 9% rating the hard copy version as 'Very Important'.

- Textile Progress

Similar to the results for the JTI, both versions of Textile Progress were most commonly rated as 'Neutral' by members with both versions receiving a near exact majority of 34%. Again, this suggests most members have little knowledge of this journal. The online version of Textile Progress came out slightly better with 10% citing it as 'Very Important' compared to only 6% for the hard copy version.

- TI news

TI news was unsurprisingly very popular among members with nearly 50% rating it as 'Important'. This is understandable as it goes to all members and informs them of coming events and happenings. All members found this service important.

- Discount on books

There was a mixed reception towards the book discount with a 32% majority rating it as 'Neutral', 20% rating it as 'Important' and the same percentage rating it as 'Not Important'. Student members found this more important with 51% rating it as 'Important'.

- International textile calendar

The overall majority of members found this 'Important' with 35%. However, 34% rated it 'Neutral', suggesting many members were unaware of this service. The results for overseas members mirrored the overall results as did the results for UK members. Student members found this service more important with a 48% majority rating it as 'Important'.

9. Events

-Seminars & conferences

Most members found Seminars & conferences 'Important' with a 42% majority. This was reflected equally in both the UK and overseas with results for both being remarkably similar.

- World conference

The results for the world conference were quite evenly split. Most members rated its importance as 'Neutral' with a 28% majority. However, 30% also rated it as 'Important'. Members outside the UK found it more important, with a 36% majority rating it as 'Important'.

- Study tours

The most common rating for study tours was 'Neutral' at around 36%, suggesting that members are in the most part not aware of study tours run by the TI. This is reflected equally over both UK and overseas members as their results were roughly the same as the overall results.

- Attending exhibitions

Overall results were that a near 40% majority found attending exhibitions 'Important', UK members found them slightly more important with a 42% majority and overseas members found exhibitions slightly less important with a 38% majority rating them as 'Important'. Students again found this service more important than other members with a 48% majority rating attending exhibitions as 'Important'.

- Attending training courses

With very similar overall results to 'Attending Exhibitions', a 36% majority of members rated attending training courses as 'Important'. Students found this service useful as 30% rated this as 'Very important' and 37% rating it as 'Important'. UK members found attending training courses less important than members overseas as a 40% majority of overseas members rated them as 'Important', compared to a 30% majority for UK members.

10. Sections

- Working with local sections

Members rated Working with Local Sections as 'Important' with a 36% majority. Nearly 20% also found this service 'Very Important'. Overseas members found working with local sections slightly more important than UK members but in the main the results for both mirrored the overall results. Perhaps surprisingly, Student members found working with local sections extremely important with a 37% majority rating this service as 'Very Important'.

- Attending local section events

Overall, members rated attending local section events 'Important' with a 36% majority. However, it is worth noting that 30% of members found this service 'Neutral', perhaps suggesting that a large majority of members are not aware of these events. The results for UK and overseas members came out very similar, UK members found this service slightly less important as both 'Important' and 'Neutral'

came out joint top with 33% each, while overseas members found this service 'Important' with a 34% majority. Student members found this service more important than other member groups as 40% rated this as 'Important' and 25% as 'Very Important'.

11. Other services

- Social networking (Facebook/Twitter)

Members found this service less important than others, with most rating it as 'Neutral'. A large proportion also rated this service as 'Not Important'. Student members found this service a lot more important with a 40% majority rating it as 'Important' and nearly 20% rating it as 'Very Important'. Overseas members found this service much more important than UK members with a majority rating it as 'Important'. Most UK members rated it as 'Not Important'. This could be down to UK members having over 30 years experience on average, suggesting they are of a certain age bracket which would not be as familiar with social networking sites as student members for example.

- Information enquiry service

The vast majority of members rated this service as 'Important' with a 48% majority. UK members found this service more important than overseas members with a 54% majority rating it as 'Important', compared to a 42% majority for overseas members. Most student members also found this service 'Important' with a 45% majority, and more student members found it 'Very Important' at 22%, slightly more than overseas and UK members. This shows that this is a key element of the membership package for all sections of membership.

- Lord Barnaby library

Most members rated the use of the Lord Barnaby library as 'Neutral', with a 36% majority. UK members found this service only slightly more important than overseas members but again both sets of members rated it as 'Neutral' perhaps suggesting that members are not aware what this is. Student members rated this service as 'Important' with a majority of 33%, this is understandable as students would obviously find having access to books and journals more useful.

- Online consultants register

Members rated the online consultants register as 'Important' with a 36% majority. The most common rating for UK and overseas members was again 'Important', a slightly higher percentage of UK members rated this as 'Important' but more overseas members rated it as 'Very Important', showing that this is a weighty element of the membership package.

- Online recruitment service

This was another key service according to members with a 33% majority rating it as 'Important', both UK and overseas members rated this service relatively similarly,

both finding it 'Important'. However, a quite high proportion of both UK and overseas members found this service 'Not important' at 26% of each member bracket. This perhaps suggests that this service is only useful to those who need it i.e. those looking for jobs & students. Student members backed this up as not one of the them rated this service as 'Not Important' and very high numbers rated it as 'Important'(41%) or 'Very Important'(26%).

- Online information links

A 46% majority of members rated this service as 'Important'. These results were roughly matched in both UK and overseas members. Student members also found this to be a key service with over 96% rating this as either 'Important' or 'Very Important'.

- Online Corporate Member information links

Most members found this service 'Important' (34%), but a large proportion also rated it as 'Neutral' possibly suggesting that some members may be unaware of this service, but those who are aware rate it highly. The results for UK, overseas and Student members were all very similar to the overall result.

- Information & Research for Business Projects

This service was seen as 'Important' by all member types, a majority of 41% overall was exactly matched by UK and overseas members. Student members found this service slightly more important as 26% rated it as 'Very Important', much more than any other members segment.

12. Qualitative Questions to Members

For this section members were given the opportunity to write their own answers rather than answering multiple choice questions.

- Why did you join the TI originally?

The most popular answer given was that they had originally joined the TI because of the internationally recognised qualifications offered. Another popular answer was that they joined for the networking opportunities. A large number of members also mentioned that they were introduced to the TI by a friend, implying word of mouth is still a valuable marketing tool for recruiting members.

- What is your main reason for continuing with your membership?

Again, the most popular answer by far was to maintain their professional qualifications. Other popular answers given were in order to network and to keep up to date with the industry.

The fact that applying for qualifications was the main reason for members joining, and maintaining their qualifications is the main reason for continuing with their

membership demonstrates the vast importance of qualifications to the continued success of the TI.

- How do you feel we could improve our service to you?

Perhaps surprisingly the most common answer was that members were satisfied with the service they are being provided. This is however due to fact that most members answered with very specific answers meaning there were not large amounts of common answers. However, other popular suggestions for improvement were that the online services should be improved and that members from outside the UK felt more could be done to keep them involved. This could be done as a few members suggested, by improving the website and online services.

13. Member Profiles

- Student members

Student members are mostly based in the UK or Asia. They have less than 5 years professional experience and plan to go for qualifications in the future. Students tended to rate most aspects of membership as important, perhaps suggesting that they utilise most of the membership package. The area they were most interested in was apparel and they found that *textiles* magazine was an extremely important aspect of membership, more important than any other.

- UK Members

UK members are mostly made up of people working in industry and consultants. Most UK members are male (70%) and have either a CText ATI or a CText FTI and over 30 experience. They are mainly interested in apparel and technical textiles and the most important aspects of the membership package to them are *textiles* magazine and attending seminars and conferences.

- Overseas Members (those not in the UK)

Members overseas mostly consist of people working in industry. They have a CText ATI and over 30 years experience and the vast majority are based in Asia and are male (80%). The area they are most interested in is apparel, and their most valued aspects of membership are *textiles* magazine and the online-information links service.

- Members working in industry

These members are based mostly in Asia and the UK and are male (84%). They have over 30 years experience and hold a CText ATI. They are mainly interested in apparel and Technical Textiles and they rated *textiles* magazine and attending exhibitions and training courses as their most important aspects of membership.

- Members working in academia

These members are again based mostly in Asia or the UK but are more equally split between male and female. They have 20-30 years experience and most of them hold a CText ATI but many also have no professional qualifications. They are interested in apparel but also have an interest in technical textiles and also fashion design & technology. Their most valued aspects of membership are *textiles* magazine, attending seminars and conferences and online versions of both JTI and Textile Progress.

14. Key findings

The survey found that *textiles* magazine is the most important aspect of membership for all members and especially Students. The results suggest that most members know little of about both journals, with the exception of members in academia, but The JTI was seen as more important than Textile progress, and members in academia especially, found the online versions of both journals more important than the hard copy versions.

Membership of Special Interest Groups was seen as relatively important by members but some members had little knowledge of SIG's. Most members were possibly unaware of SIG events but a few members did find these events important.

The members themselves stated that the professional qualifications were vitally important as this is the main reason why the majority of members take up membership and also why they continue their membership. Together with fact that 86% of members either currently hold a professional qualification or plan to hold one in the future this highlights the importance of qualifications to the TI.

15. Recommendations

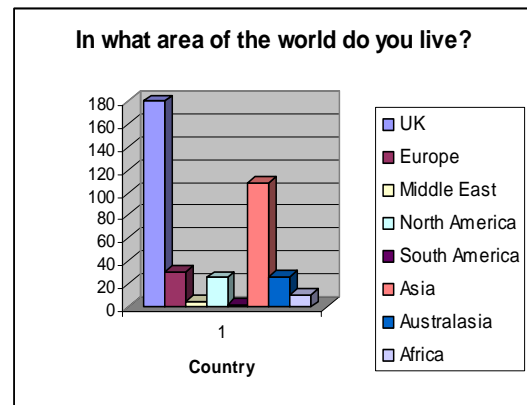
Membership of SIGs and working with local sections was seen as important by most members. However, there were large numbers of members who were possibly unaware of these services and the events they hold. This could be down to a lack of information available to members on what these groups are and how they operate. This is not helped by a lack of functioning dedicated pages on the website, especially in the case of SIG's. To improve member participation in these areas these pages must be properly set up and maintained. To do this properly will require regular information supplied to the TI by these groups once these pages are up and running.

When asked about which area of textiles they were most interested in the vast majority of members rated apparel as the top area. This may be an area that can be researched more thoroughly as it is quite a broad area. Once more information is found this could be a useful source for topics for seminars, exhibitions etc. and may be a good idea for a new SIG group.

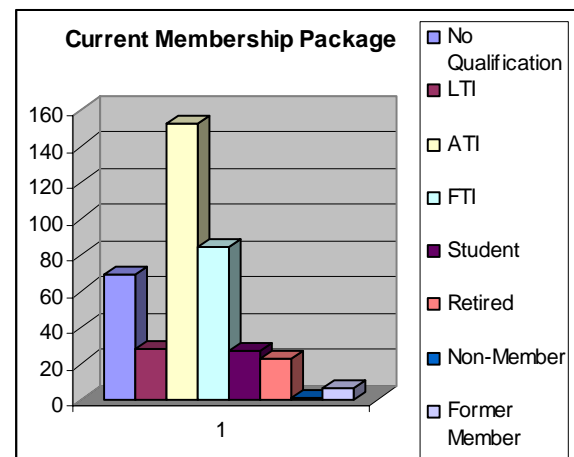
When asked to suggest improvements a number of members stated that the online services needed to be improved and made more user friendly. This is something that could be looked at in the future. In the meantime any online activities that it is possible to offer through the social networking sites will be made available.

16. Survey results by question

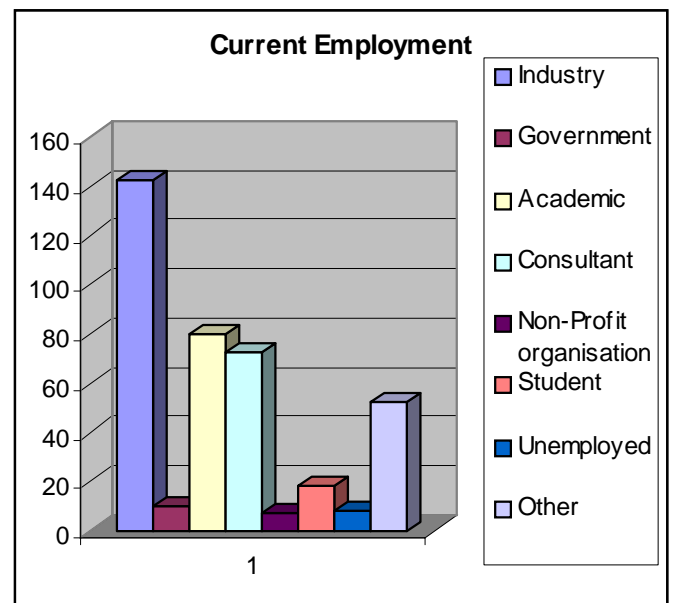
Country	No.	%
UK	180	46.04%
Europe	31	7.93%
Middle East	5	1.28%
North America	26	6.65%
South America	2	0.51%
Asia	109	27.88%
Australasia	27	6.91%
Africa	11	2.81%



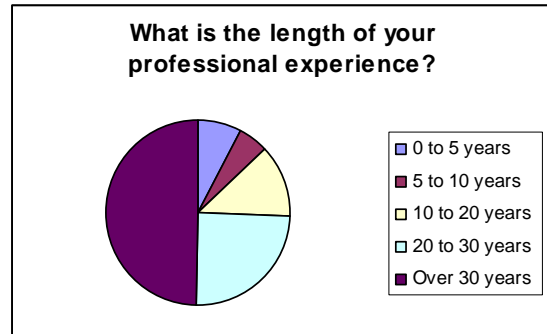
Membership Status	No.	%
No Quals	69	17.65%
LTI	28	7.16%
ATI	153	39.13%
FTI	84	21.48%
Student	27	6.91%
Retired	23	5.88%
Non-Member	1	0.26%
Former Member	6	1.53%



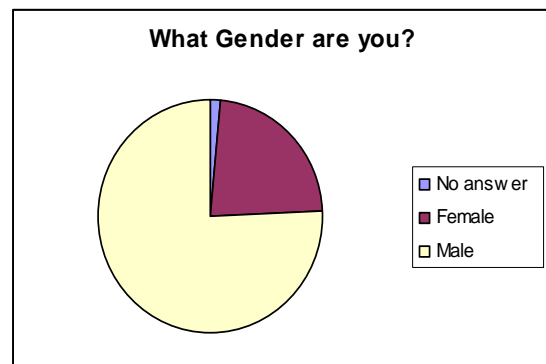
Current Employment	No.	%
Industry: creative, commercial, manufacturing	143	36.57%
Government: administration, management	10	2.56%
Academic: university, college, schools, training program	80	20.46%
Consultant	73	18.67%
Non-Profit organisation	7	1.79%
Student	18	4.60%
Unemployed	8	2.05%
Other	52	13.30%



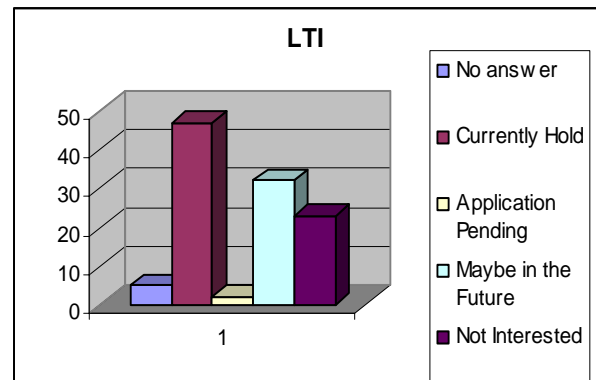
Experience	No.	%
0 to 5 years	29	7.42%
5 to 10 years	22	5.63%
10 to 20 years	49	12.53%
20 to 30 years	97	24.81%
Over 30 years	194	49.62%



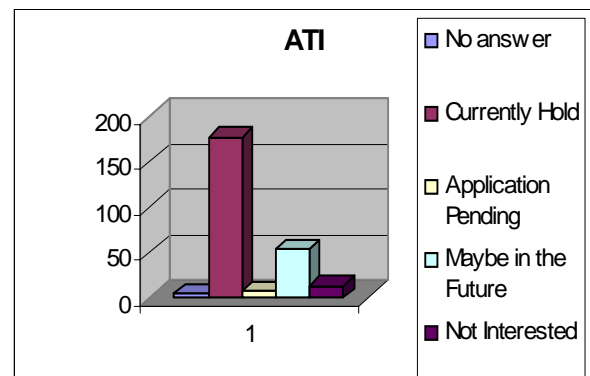
Gender	No.	%
No answer	5	1.28%
Female	90	23.02%
Male	296	75.70%



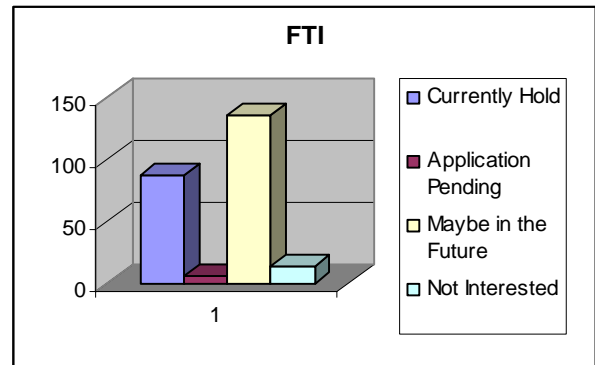
LTI	No.	%
No answer	5	1.28%
Currently Hold	47	12.02%
Application Pending	2	0.51%
Maybe in the Future	32	8.18%
Not Interested	23	5.88%



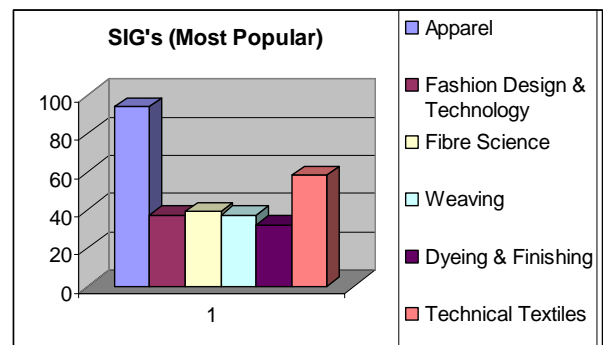
ATI	No.	%
Currently Hold	177	45.27%
Application Pending	8	2.05%
Maybe in the Future	54	13.81%
Not Interested	13	3.32%



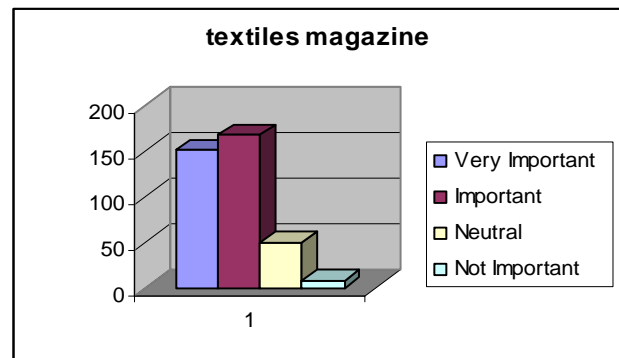
FTI	No.	%
Currently Hold	88	22.51%
Application Pending	6	1.53%
Maybe in the Future	136	34.78%
Not Interested	14	3.58%



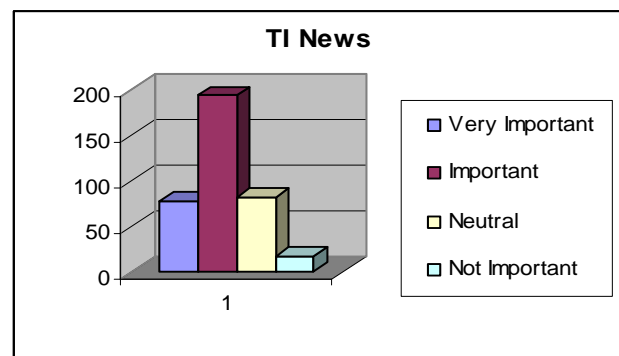
SIG (most popular)	No.
Apparel	94
Fashion Design & Technology	37
Fibre Science	39
Weaving	37
Dyeing & Finishing	32
Technical Textiles	58



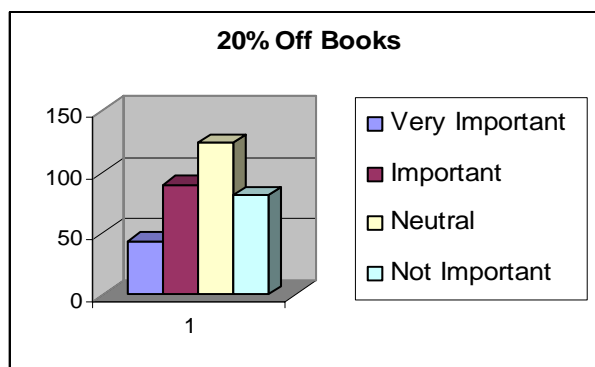
textiles magazine	No.	%
Very Important	151	38.62%
Important	168	42.97%
Neutral	50	12.79%
Not Important	9	2.30%



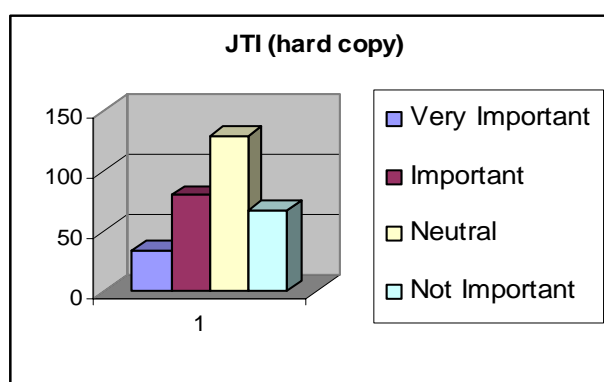
TI News	No.	%
Very Important	78	19.95%
Important	194	49.62%
Neutral	83	21.23%
Not Important	18	4.60%



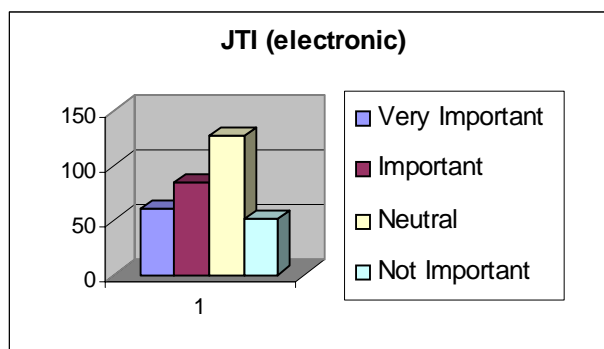
20% Off Books	No.	%
Very Important	44	11.25%
Important	90	23.02%
Neutral	124	31.71%
Not Important	81	20.72%



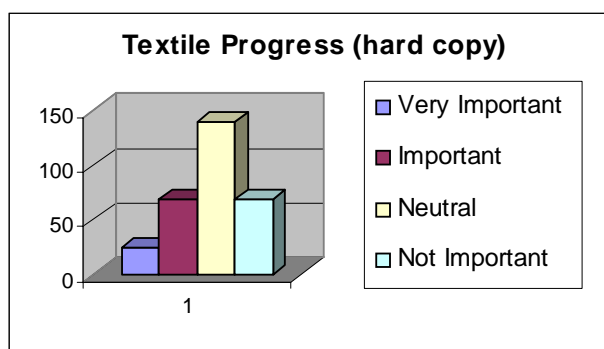
JTI (hard copy)	No.	%
Very Important	34	8.70%
Important	80	20.46%
Neutral	130	33.25%
Not Important	67	17.14%



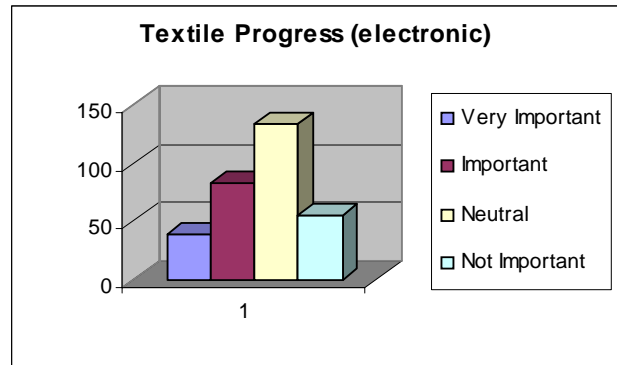
JTI (electronic)	No.	%
Very Important	60	15.35%
Important	84	21.48%
Neutral	127	32.48%
Not Important	51	13.04%



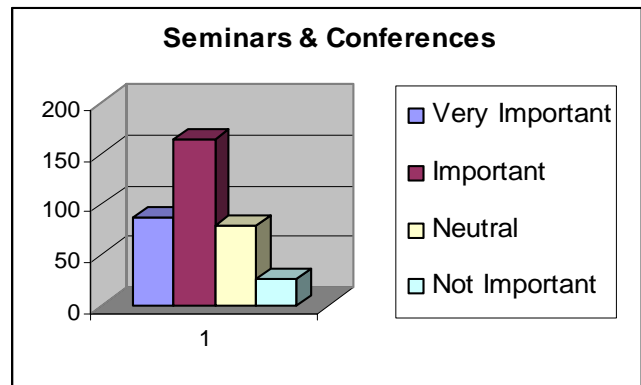
Textile Progress (hard copy)	No.	%
Very Important	24	6.14%
Important	68	17.39%
Neutral	139	35.55%
Not Important	68	17.39%



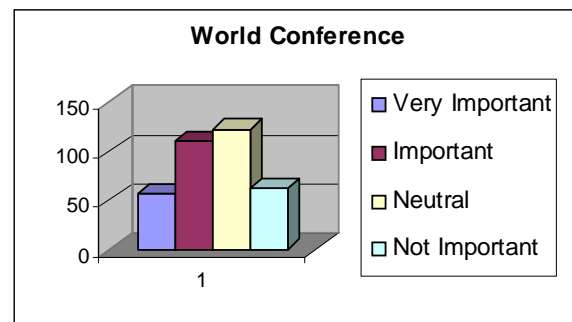
Textile Progress (electronic)	No.	%
Very Important	39	9.97%
Important	83	21.23%
Neutral	134	34.27%
Not Important	55	14.07%



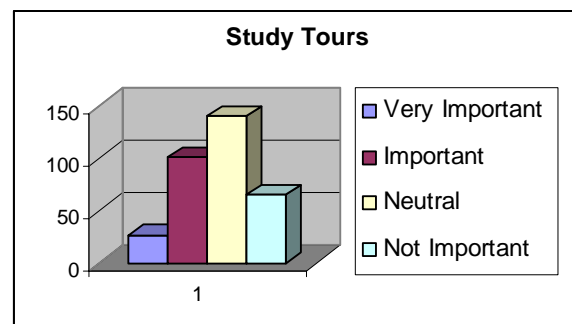
Seminars & Conferences	No.	%
Very Important	86	21.99%
Important	163	41.69%
Neutral	78	19.95%
Not Important	26	6.65%



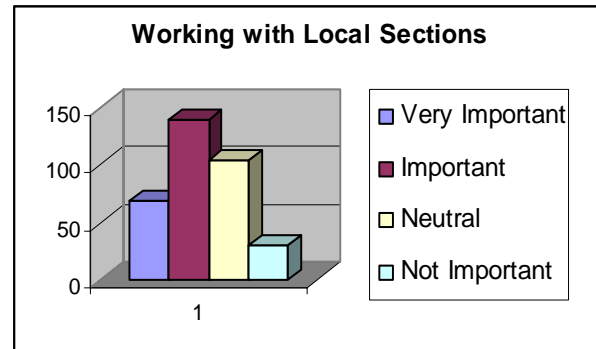
World Conference	No.	%
Very Important	56	14.32%
Important	111	28.39%
Neutral	123	31.46%
Not Important	62	15.86%



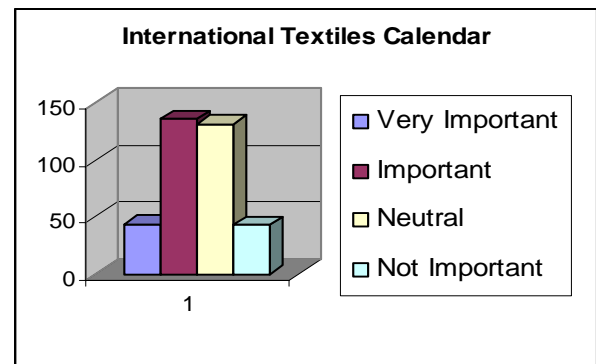
Study Tours	No.	%
Very Important	27	6.91%
Important	101	25.83%
Neutral	140	35.81%
Not Important	65	16.62%



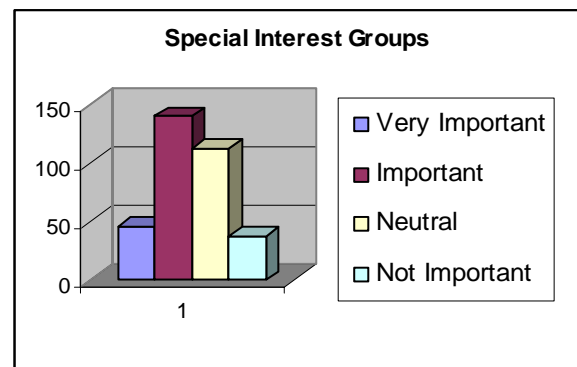
Working with Local Sections	No.	%
Very Important	69	17.65%
Important	139	35.55%
Neutral	104	26.60%
Not Important	30	7.67%



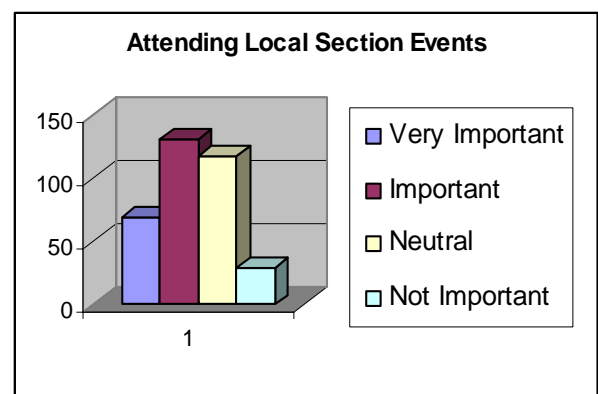
ITC	No.	%
Very Important	44	11.25%
Important	136	34.78%
Neutral	132	33.76%
Not Important	43	11.00%



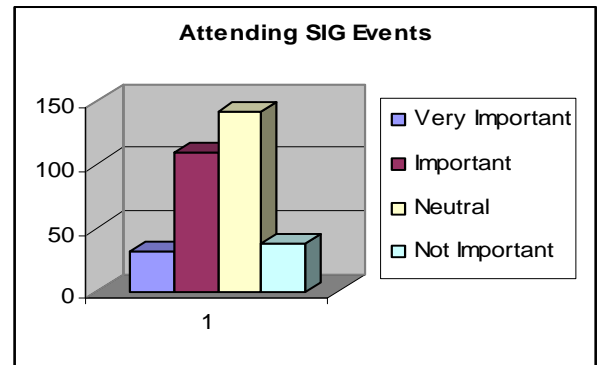
Membership of SIG's	No.	%
Very Important	46	11.76%
Important	140	35.81%
Neutral	113	28.90%
Not Important	38	9.72%



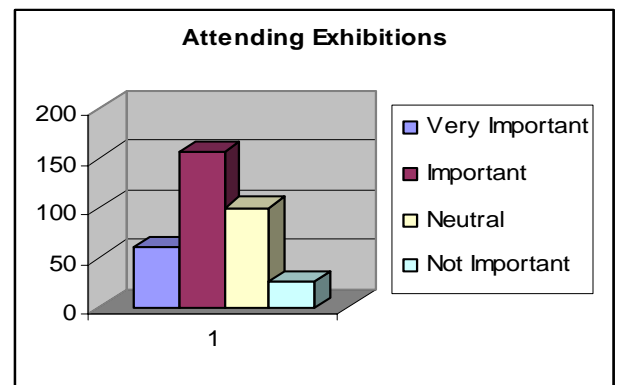
Attending Local Section Events	No.	%
Very Important	69	17.65%
Important	131	33.50%
Neutral	117	29.92%
Not Important	29	7.42%



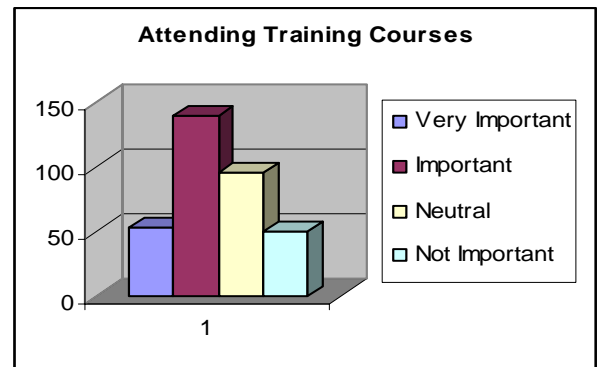
Attending SIG Events	No.	%
Very Important	32	8.18%
Important	109	27.88%
Neutral	141	36.06%
Not Important	38	9.72%



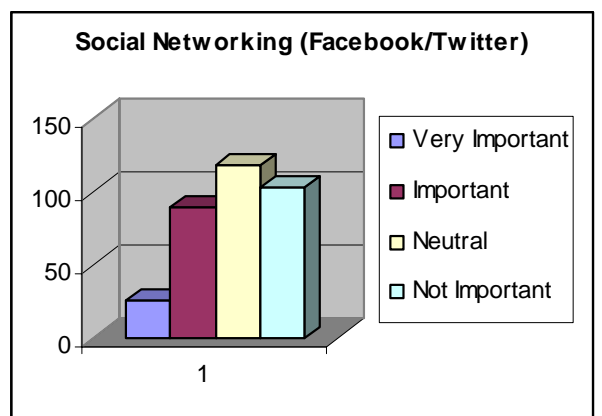
Attending Exhibitions	No.	%
Very Important	60	15.35%
Important	156	39.90%
Neutral	100	25.58%
Not Important	26	6.65%



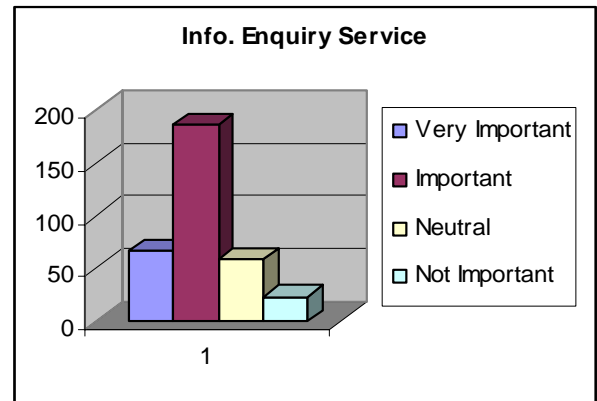
Attending Training Courses	No.	%
Very Important	53	13.55%
Important	140	35.81%
Neutral	95	24.30%
Not Important	50	12.79%



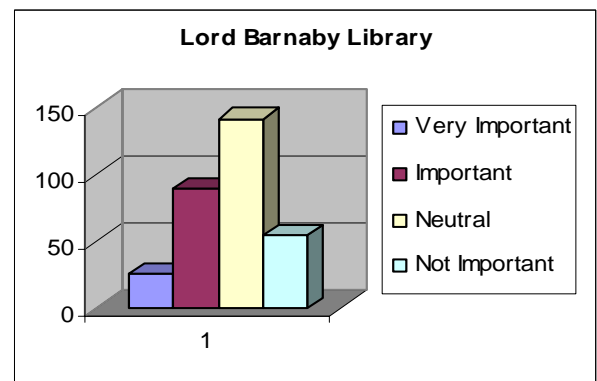
Social Networking	No.	%
Very Important	26	6.65%
Important	90	23.02%
Neutral	118	30.18%
Not Important	103	26.34%



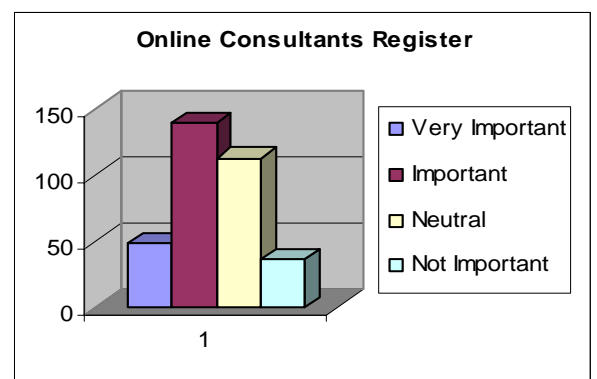
Info. Enquiry Service	No.	%
Very Important	67	17.14%
Important	186	47.57%
Neutral	59	15.09%
Not Important	23	5.88%



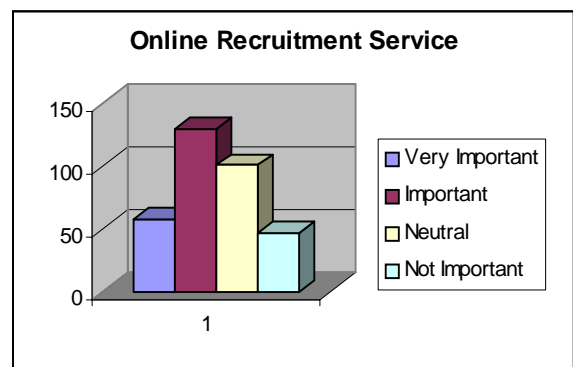
Lord Barnaby Library	No.	%
Very Important	25	6.39%
Important	90	23.02%
Neutral	142	36.32%
Not Important	54	13.81%



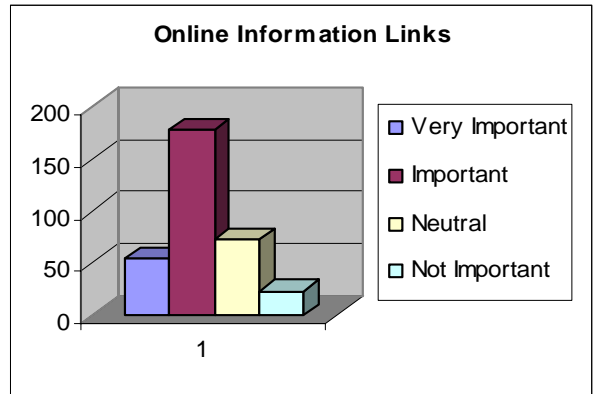
Online Consultants Register	No.	%
Very Important	48	12.28%
Important	140	35.81%
Neutral	113	28.90%
Not Important	36	9.21%



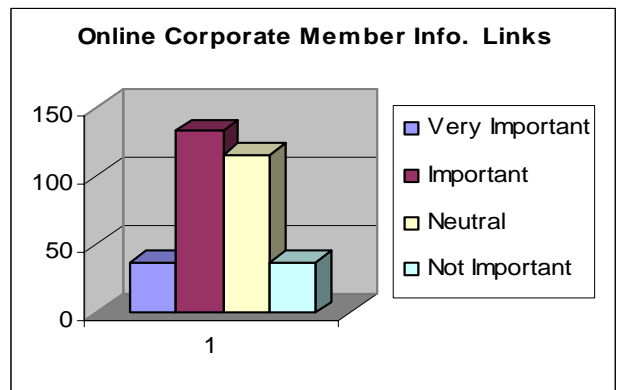
Online Recruitment Service	No.	%
Very Important	58	14.83%
Important	130	33.25%
Neutral	101	25.83%
Not Important	47	12.02%



Online Info. Links	No.	%
Very Important	55	14.07%
Important	178	45.52%
Neutral	72	18.41%
Not Important	23	5.88%



Online Corp. Member Info. Links	No.	%
Very Important	37	9.46%
Important	134	34.27%
Neutral	116	29.67%
Not Important	37	9.46%



Info. & Research	No.	%
Very Important	65	16.62%
Important	161	41.18%
Neutral	76	19.44%
Not Important	30	7.67%

