



Alcoholics Anonymous is a fellowship of men and women who share their experience, strength and hope with each other that they may solve their common problem and help others to recover from alcoholism.

The only requirement for membership is a desire to stop drinking. There are no dues or fees for AA membership; we are self-supporting through our own contributions.

AA is not allied with any sect, denomination, politics, organisation or institution; does not wish to engage in any controversy; neither endorses nor opposes any causes. Our primary purpose is to stay sober and help other alcoholics to achieve sobriety.

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Alcoholics Anonymous

2015

Membership Survey

Introduction

The Fellowship has been conducting surveys of the membership in AA GB approximately every five years since 1972. The main purpose is to ascertain whether the resources of the Fellowship are being used to the greatest benefit in carrying our message to the still suffering alcoholic.

All information received has been treated as highly confidential. All forms were destroyed on completion of the project.

- Phase 1, Group Survey questionnaires sent to Group Secretaries
- Phase 2, Membership Survey Forms completed by attendees at 250 groups who responded to Phase 1

The mailing list for both Phase 1 and 2 was based on the information provided by each Group, to the General Service Office (GSO), via the 'pink form'.

Replies were returned to GSO and then forwarded to an external survey company for analysis.

As in the past, this company calculated how many Groups needed to be sent the Phase 2 letter (membership survey) in order to ensure that at least 1,000 were received back from across all of AA's defined Regions within Great Britain. Bearing in mind the number of differences in Group size and response rate by Region, each Region's average Group size was calculated and the response rate calculated. Thus a random selection of 250 Groups were chosen, split proportionally by Region.

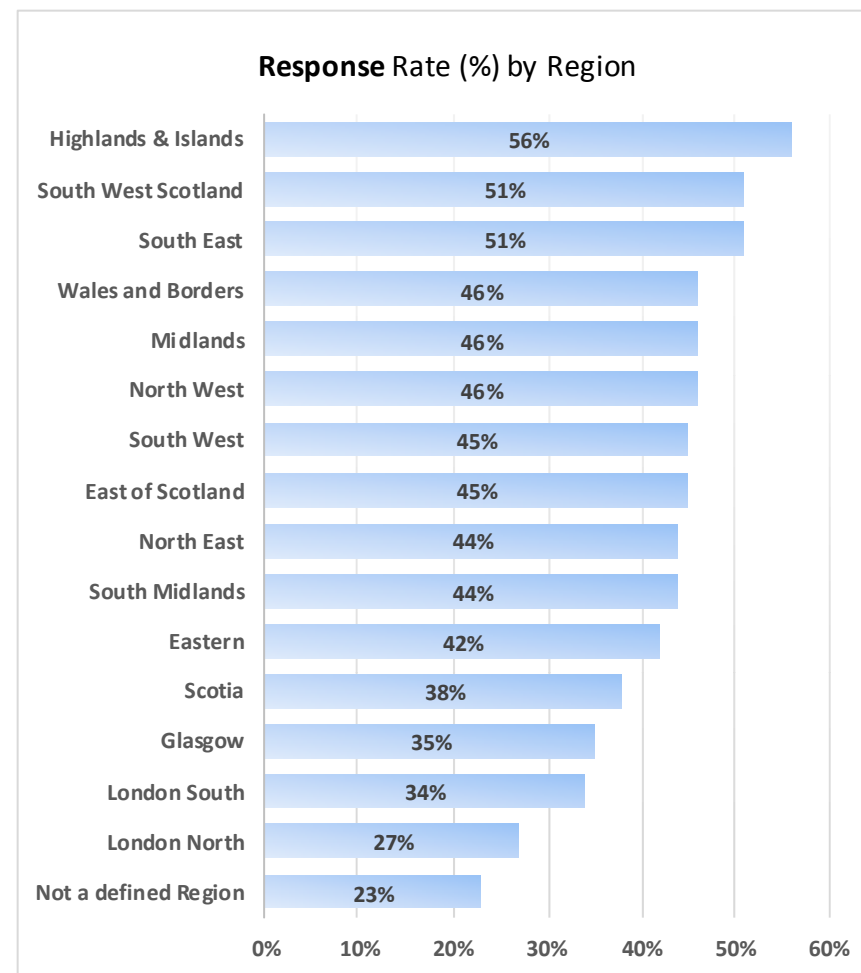
Response Rate

- Phase 1, 42% of all Group Secretaries returned completed questionnaires (1,531 groups from a possible 3,651).
- Phase 2, 74% of the groups invited to participate returned membership questionnaires (2,217 questionnaires were returned).

Both Phase 1 and Phase 2 have a 95% confidence interval of +/- 2%, meaning that any percentage result given could, in reality, be 2% higher or lower in the wider population of Groups and members.

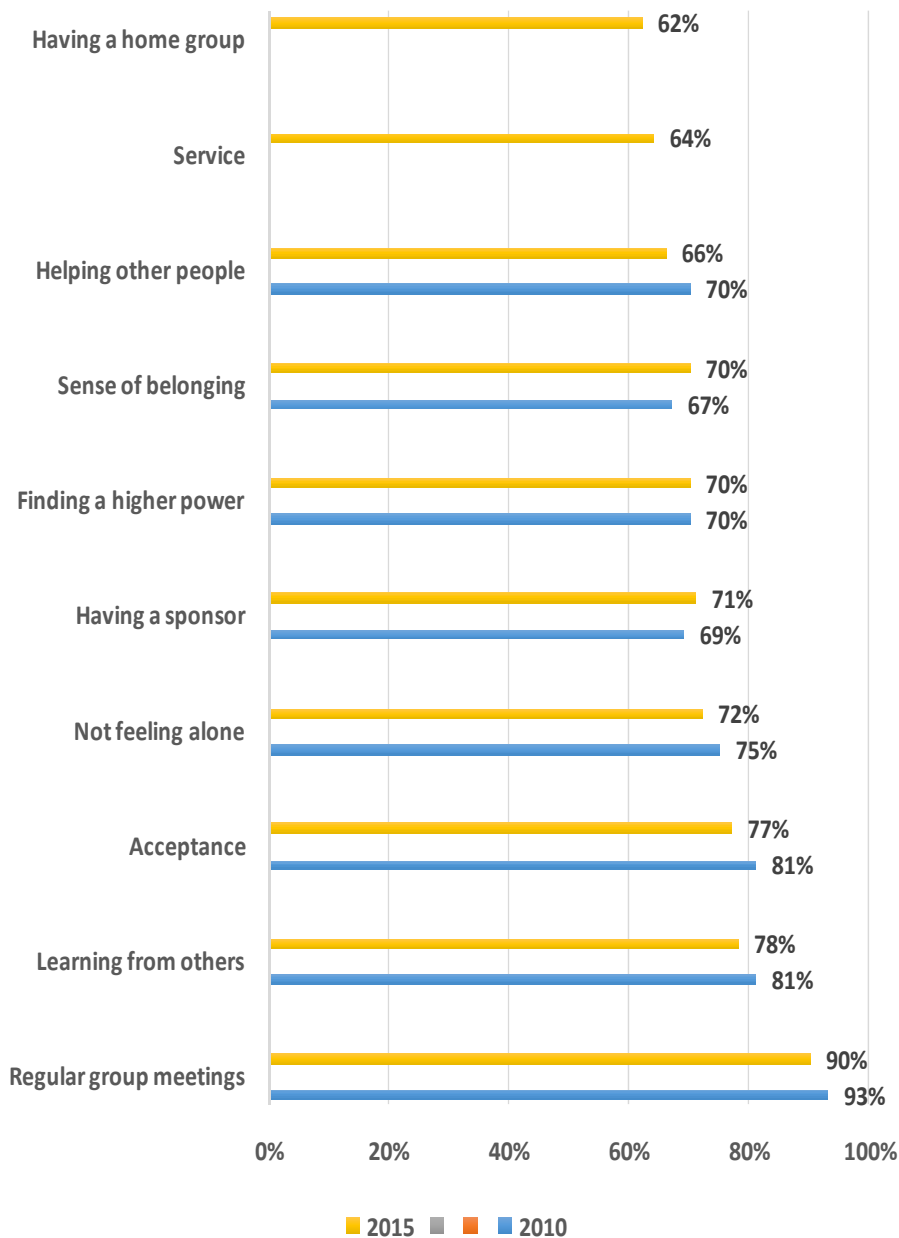
The Survey Team

The chart shows the response rates in graphic form, ordered from the highest response rate to the lowest.



Response varied widely by Region as it was in 2005 and 2010. The Highlands & Islands, South West Scotland and South East are to be congratulated with over 50% response rate.

What aspects of attending AA do you feel have significantly helped your recovery?



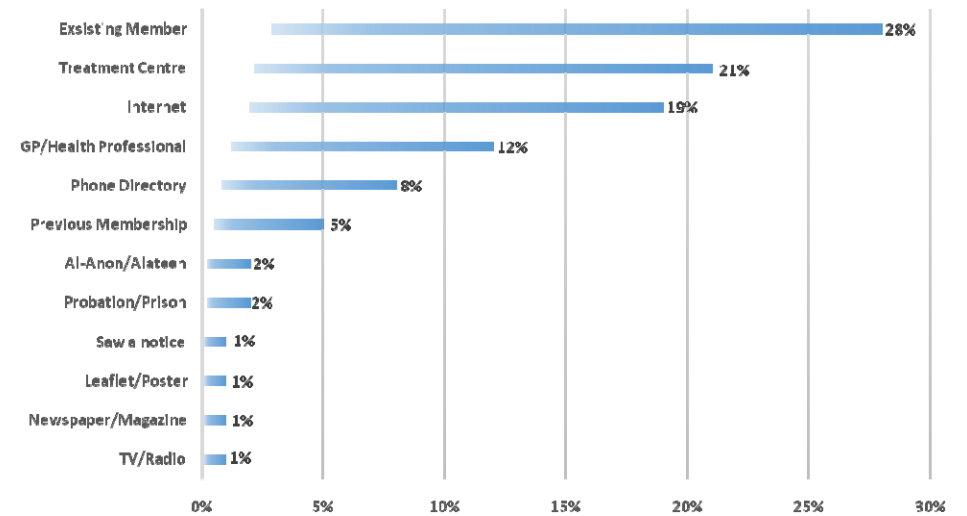
Key Information

- Over the past 5 years an increasing number of people make their first contact with AA via the website
- The ratio of 60% male and 40% female remains unchanged over the last 10 years
- The survey re-emphasised that regular attendance at meetings as well as having a home group is important in achieving and maintaining sobriety
- Membership is estimated to be somewhere between 33,000 and 40,000
- Over 3 million individual attendances at Alcoholics Anonymous meetings per annum

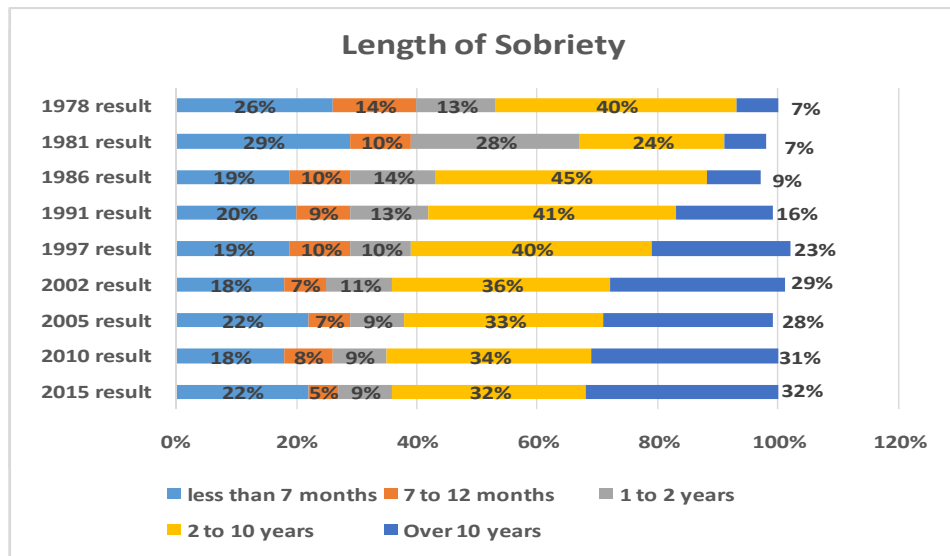


Information obtained from the Survey is important in guiding the General Service Board on how to use its resources. Contact through an existing group member still plays an important role.

INTRODUCTION TO AA

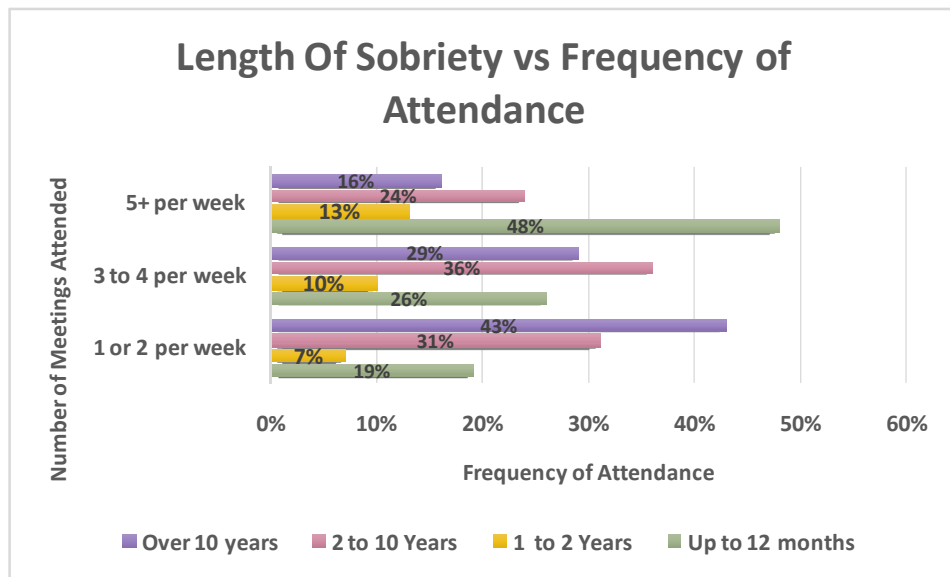


Looking at the above chart showing more recent members only (members of five years or less) indicates that the internet was significantly more likely to be mentioned as a route to AA (by the 'newer' members).

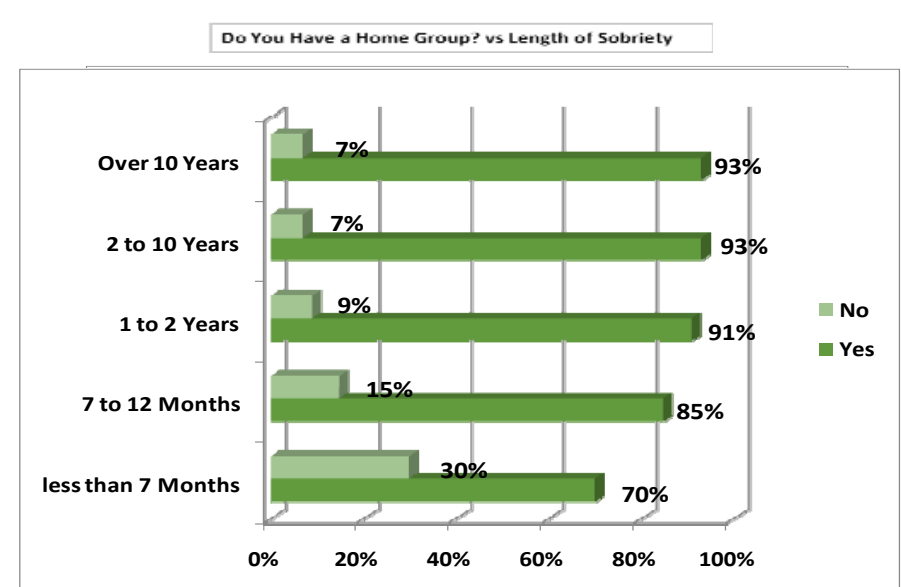


64% of members said they had been sober at least 2 years.

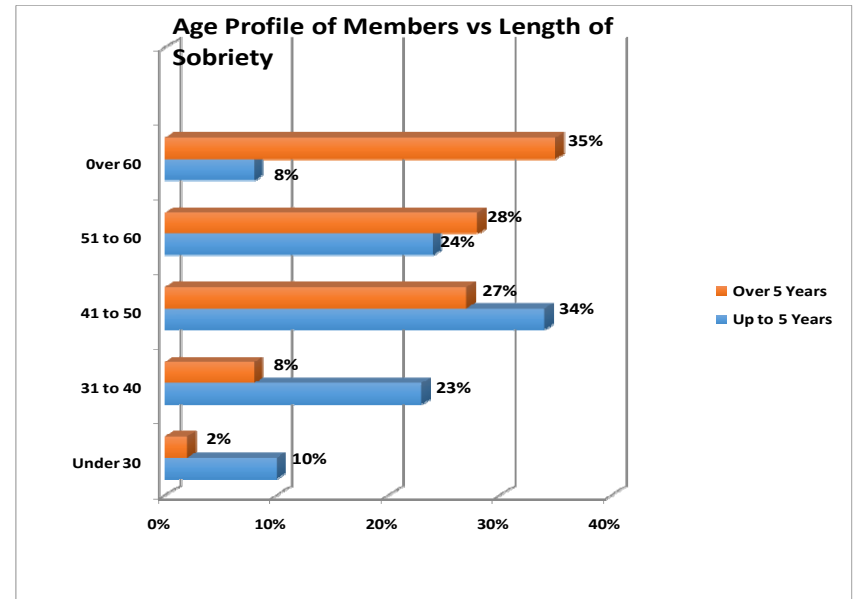
22% of members said they have been sober for less than 6 months.



The chart above illustrates the importance of frequent attendance at AA meetings especially in early recovery.



The above chart, illustrates the importance of having a home group to achieving and maintaining recovery.



The above chart illustrates that AA is attracting an increasingly younger membership. 33% of members with less than 5 years sobriety are under the age of 40 years