

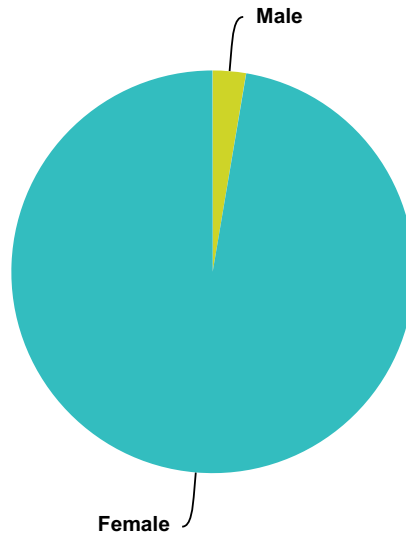
Q1 This is an opportunity for us to ensure your contact information is up to date, which is not only important for communication purposes but your correspondence address is also an essential prerequisite for the validity of your insurance. Compulsory fields are denoted by a *

Answered: 679 Skipped: 0

Answer Choices	Responses	
Name *	100.00%	679
Company *	100.00%	679
Address *	100.00%	679
Address 2	0.00%	0
City/Town *	100.00%	679
State/Province	0.00%	0
Postal Code *	100.00%	679
Country	0.00%	0
Email Address *	100.00%	679
Mobile Number	77.91%	529

Q2 What is your gender?

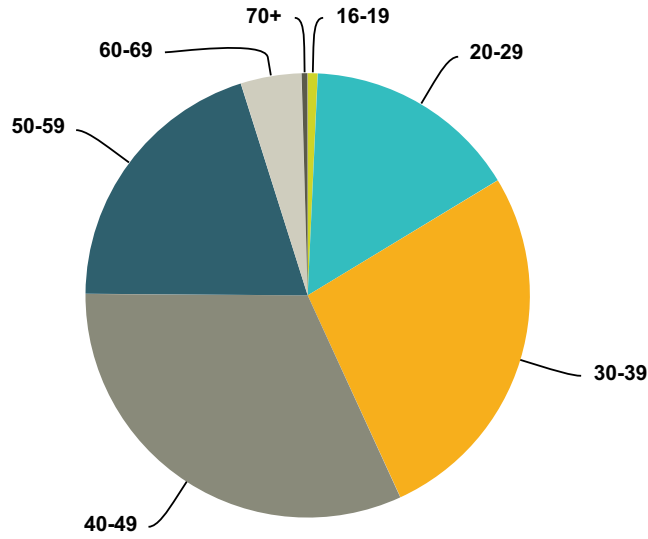
Answered: 673 Skipped: 6



Answer Choices	Responses	
Male	2.67%	18
Female	97.33%	655
Total		673

Q3 Please indicate your age group

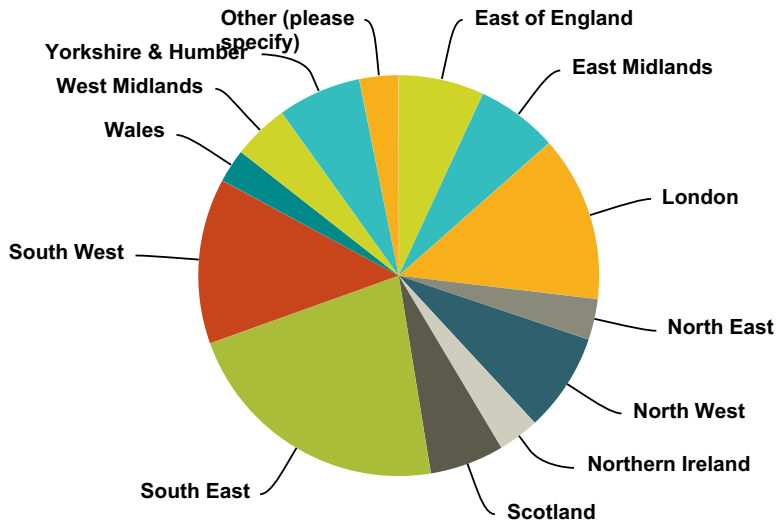
Answered: 679 Skipped: 0



Answer Choices	Responses	
16-19	0.74%	5
20-29	15.61%	106
30-39	26.80%	182
40-49	31.96%	217
50-59	20.03%	136
60-69	4.42%	30
70+	0.44%	3
Total		679

Q4 Which Region do you work in?

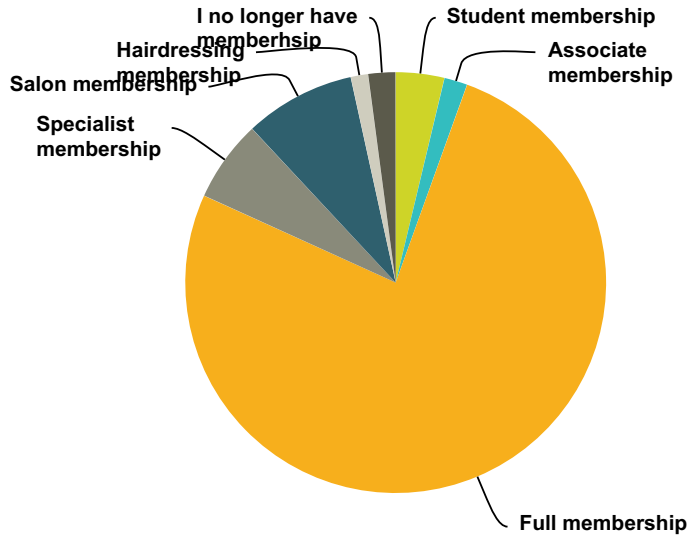
Answered: 666 Skipped: 13



Answer Choices	Responses	
East of England	6.91%	46
East Midlands	6.61%	44
London	13.36%	89
North East	3.30%	22
North West	7.96%	53
Northern Ireland	3.30%	22
Scotland	6.01%	40
South East	22.07%	147
South West	13.36%	89
Wales	2.70%	18
West Midlands	4.50%	30
Yorkshire & Humber	6.76%	45
Other (please specify)	3.15%	21
Total		666

Q5 Please indicate the type of membership you currently have.

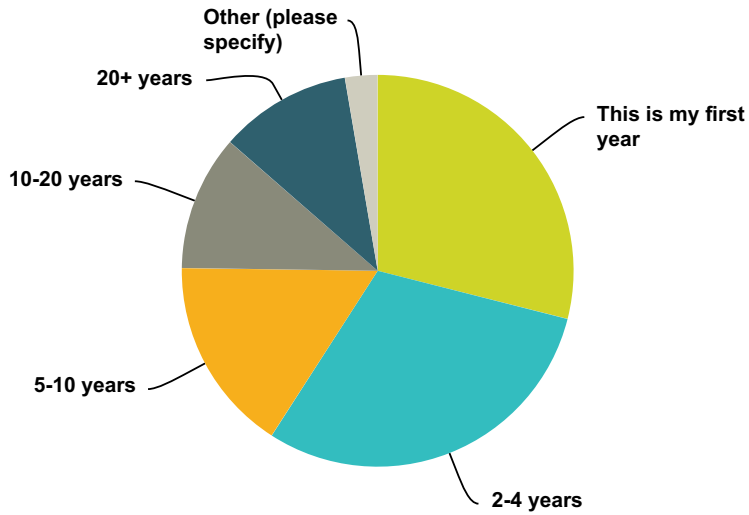
Answered: 670 Skipped: 9



Answer Choices	Responses	
Student membership	3.73%	25
Associate membership	1.79%	12
Full membership	76.27%	511
Specialist membership	6.27%	42
Salon membership	8.51%	57
Hairdressing membership	1.34%	9
I no longer have membership	2.09%	14
Total		670

Q6 Please indicate for how long you have been a member of BABTAC for.

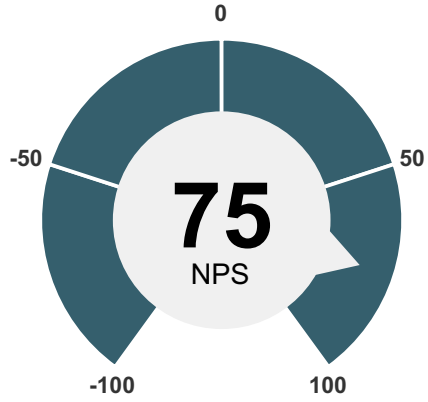
Answered: 670 Skipped: 9



Answer Choices	Responses	
This is my first year	28.96%	194
2-4 years	30.15%	202
5-10 years	16.12%	108
10-20 years	11.19%	75
20+ years	10.90%	73
Other (please specify)	2.69%	18
Total		670

Q7 How likely is it that you would recommend BABTAC to a friend or colleague?

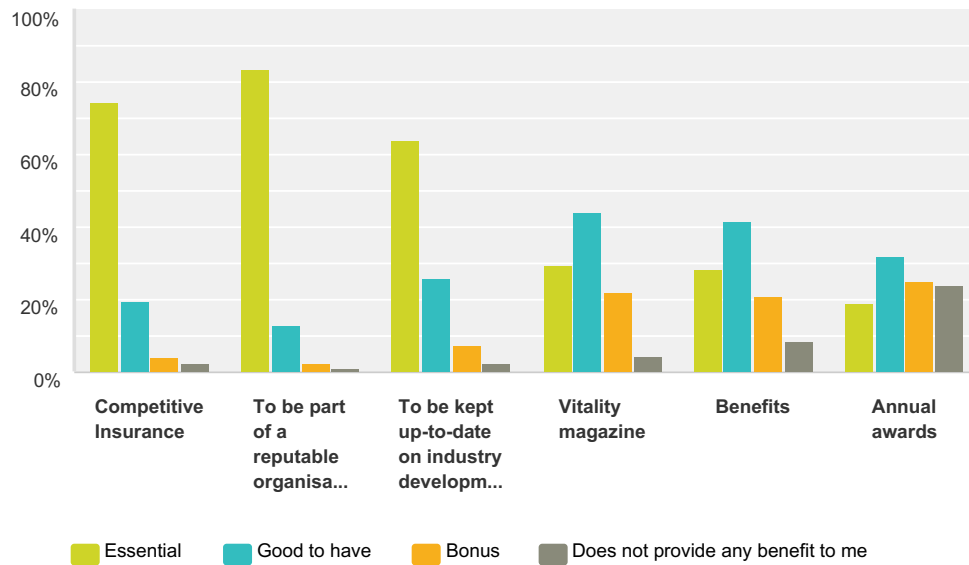
Answered: 670 Skipped: 9



Detractors (0-6)	Passives (7-8)	Promoters (9-10)	Net Promoter® Score
5% 34	15% 99	80% 537	75

Q8 Please indicate the main reasons you have a BABTAC membership

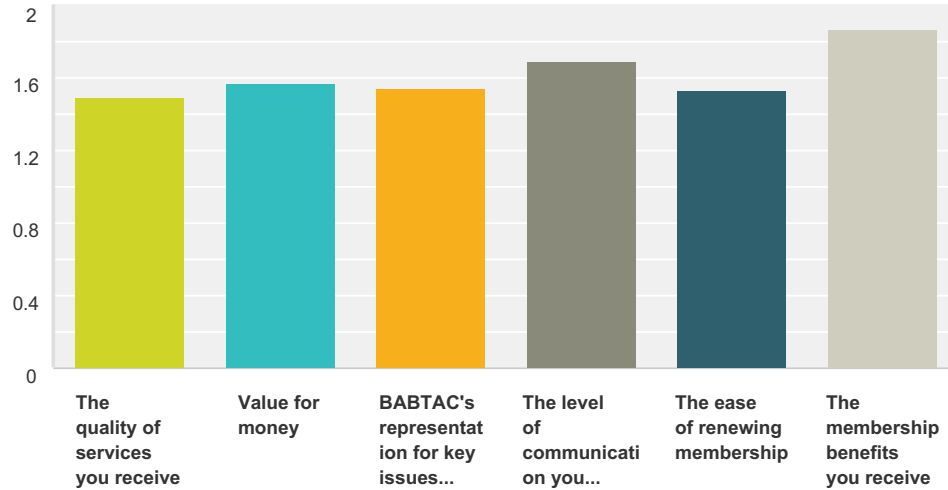
Answered: 670 Skipped: 9



	Essential	Good to have	Bonus	Does not provide any benefit to me	Total
Competitive Insurance	74.46% 487	19.42% 127	3.82% 25	2.29% 15	654
To be part of a reputable organisation	83.38% 557	12.87% 86	2.69% 18	1.05% 7	668
To be kept up-to-date on industry developments	63.99% 423	25.87% 171	7.41% 49	2.72% 18	661
Vitality magazine	29.57% 194	44.05% 289	21.95% 144	4.42% 29	656
Benefits	28.75% 184	41.41% 265	21.25% 136	8.59% 55	640
Annual awards	19.00% 122	31.78% 204	25.23% 162	23.99% 154	642

Q9 Please indicate as appropriate, satisfaction of your BABTAC membership below:

Answered: 665 Skipped: 14

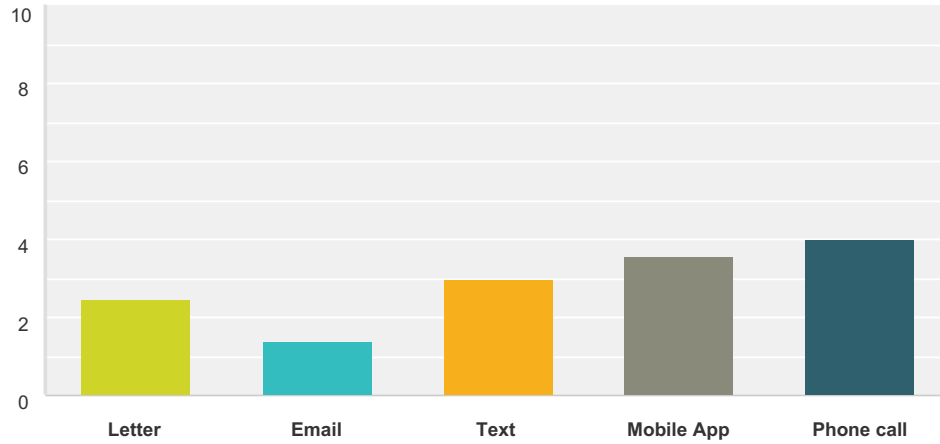


	Very Satisfied	Satisfied	Indifferent	Unsatisfied	Very Unsatisfied	Total	Weighted Average
The quality of services you receive	57.10% 378	38.67% 256	2.72% 18	0.91% 6	0.60% 4	662	1.49
Value for money	52.36% 344	39.73% 261	6.85% 45	0.30% 2	0.76% 5	657	1.57
BABTAC's representation for key issues facing the industry	54.46% 360	37.97% 251	6.81% 45	0.15% 1	0.61% 4	661	1.54
The level of communication you receive	46.53% 308	40.63% 269	11.03% 73	1.06% 7	0.76% 5	662	1.69
The ease of renewing membership	60.09% 396	29.44% 194	8.65% 57	1.06% 7	0.76% 5	659	1.53
The membership benefits you receive	37.23% 245	41.64% 274	19.00% 125	1.52% 10	0.61% 4	658	1.87

BABTAC

Q10 Please rank your preferences for general BABTAC communications options below

Answered: 662 Skipped: 17



	1 (most preferential)	2	3	4	5 (least preferential)	Total	Weighted Average
Letter	30.26% 141	29.40% 137	15.88% 74	12.66% 59	11.80% 55	466	2.46
Email	72.65% 417	19.16% 110	5.23% 30	1.74% 10	1.22% 7	574	1.40
Text	7.58% 32	23.22% 98	42.42% 179	18.96% 80	7.82% 33	422	2.96
Mobile App	5.83% 25	16.55% 71	20.05% 86	29.37% 126	28.21% 121	429	3.58
Phone call	5.87% 28	7.34% 35	13.00% 62	28.72% 137	45.07% 215	477	4.00

Q11 BABTAC are always looking at ways to improve the level and mix of services to customers. Please indicate or comment on any additional services/benefits you would like to see included with your membership.

Answered: 206 Skipped: 473