



*The British
Guild of
Agricultural
Journalists*



Map of Ag

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September 2018 – Confidential

Who are you?

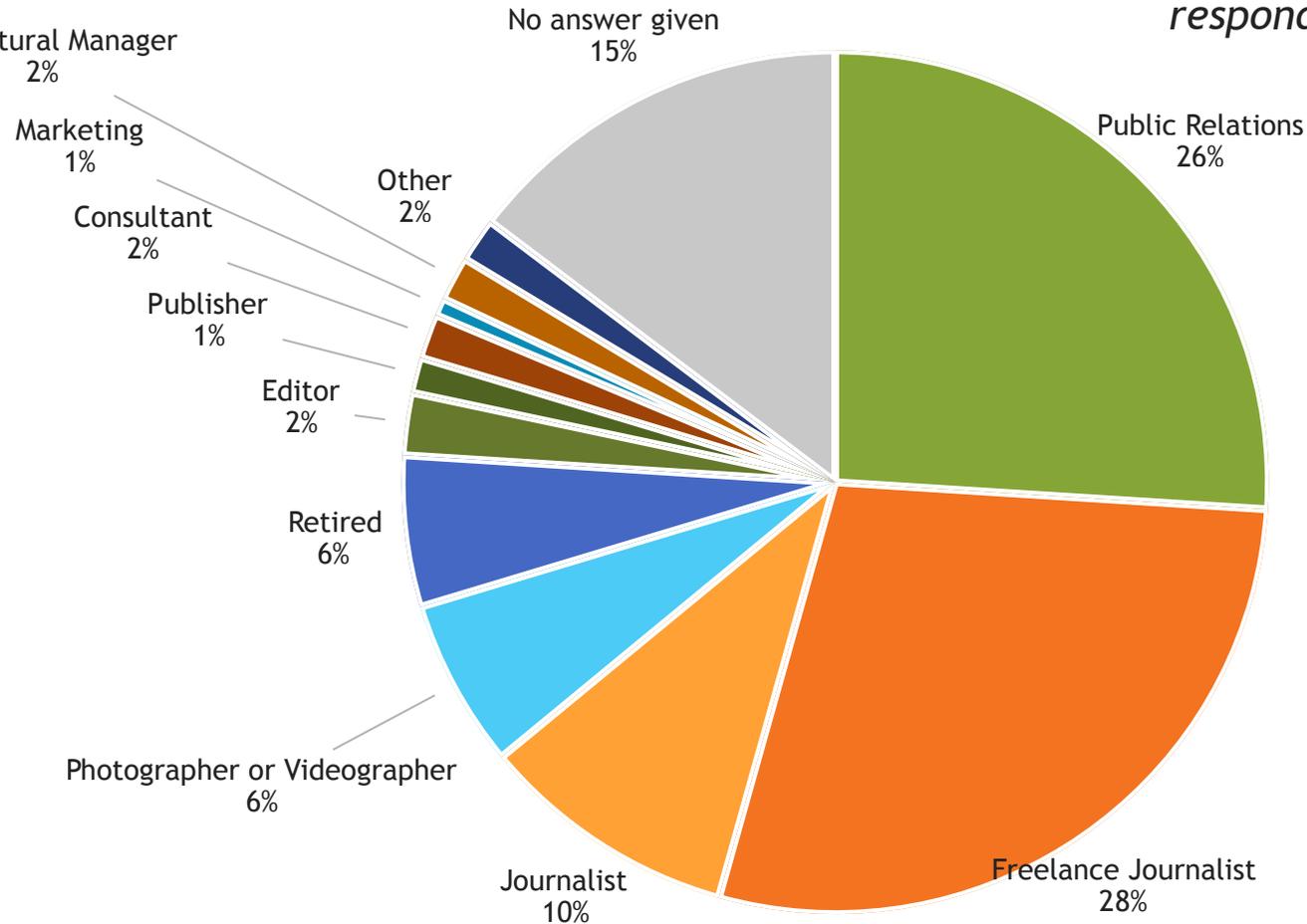
Membership Profile

Journalists (38%) and PR (29%) account for the majority of members

Other (1 respondent each)

Farmer
Media & Business Strategist
Business Advisor
Student

NB Total of 305 responses as some respondents gave multiple professions

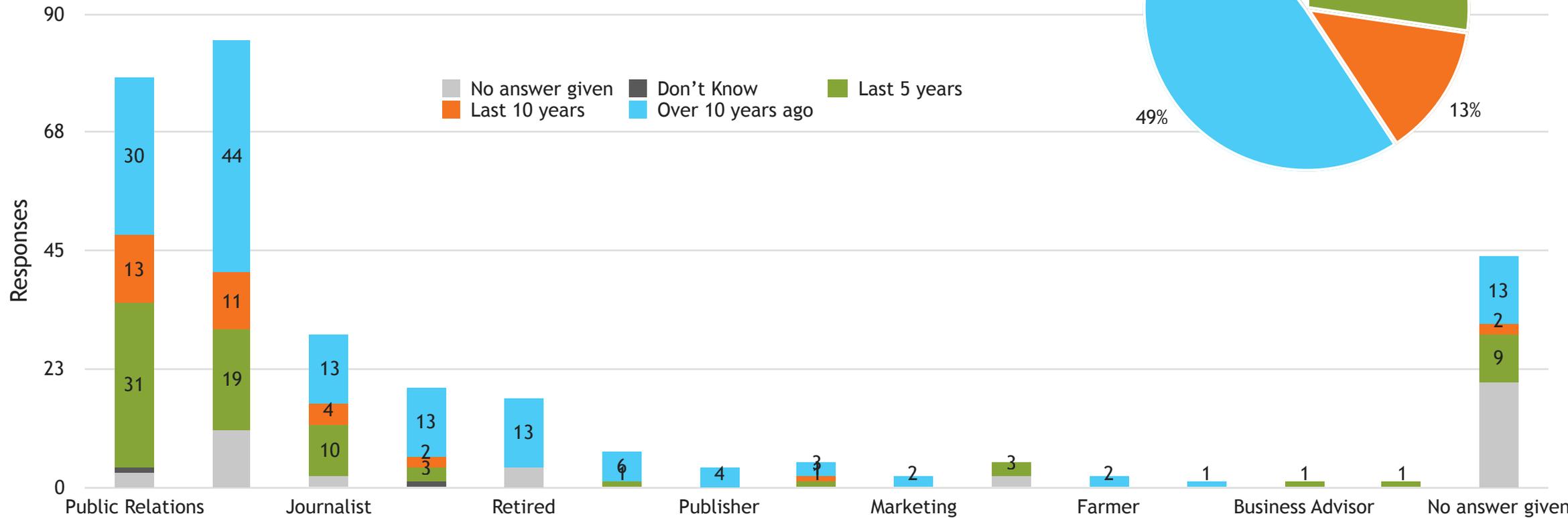
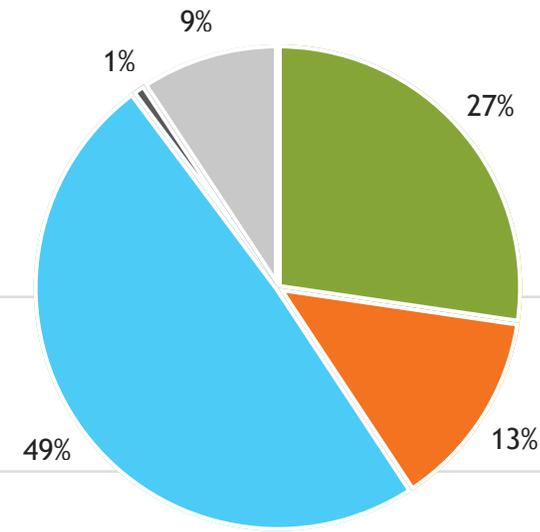


Q4 How would you describe your role (occupation)?

Base: 216 Respondents



41% of members joined in the last 10 years and 49% joined over 10 years ago

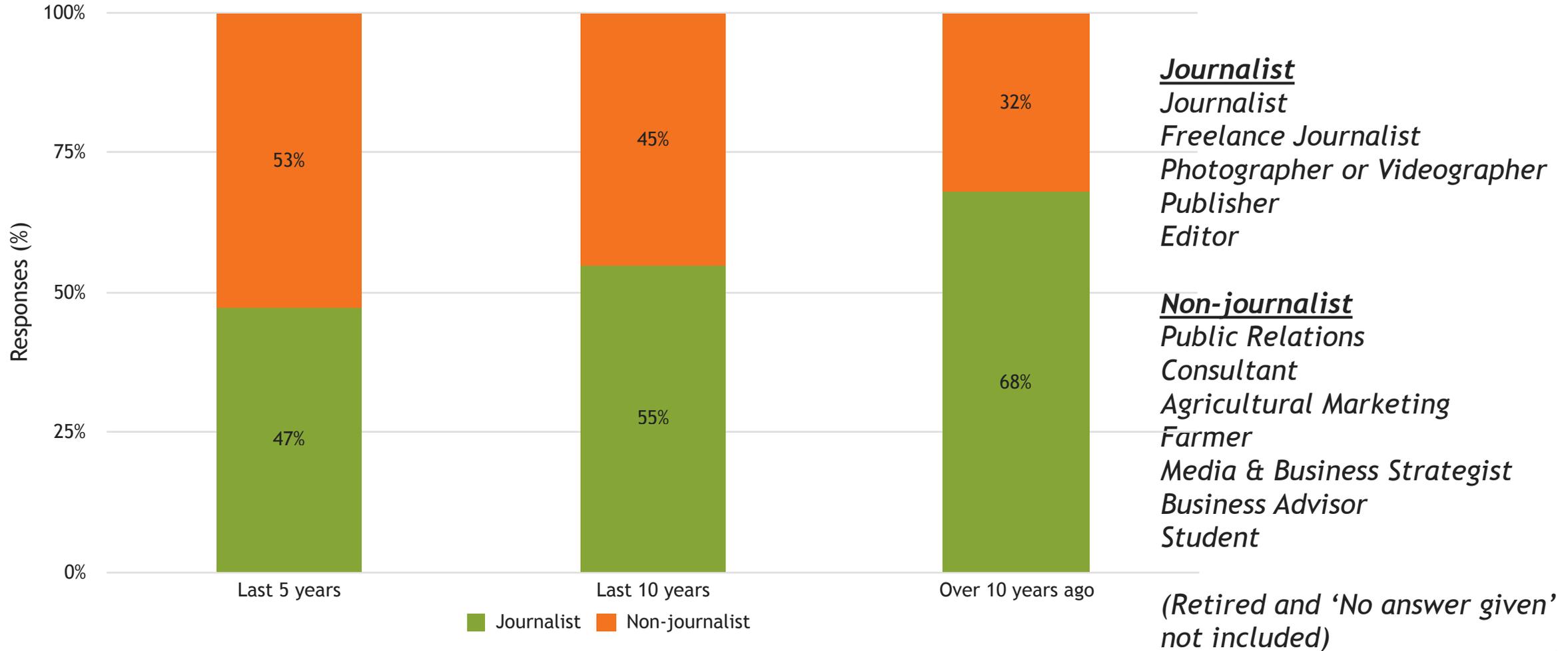


Q6 When did you first join British Guild of Agricultural Journalists (BGAJ)?

Base: 216 Respondents



Are journalists an endangered species? Or is “good journalism” migrating to other professions?



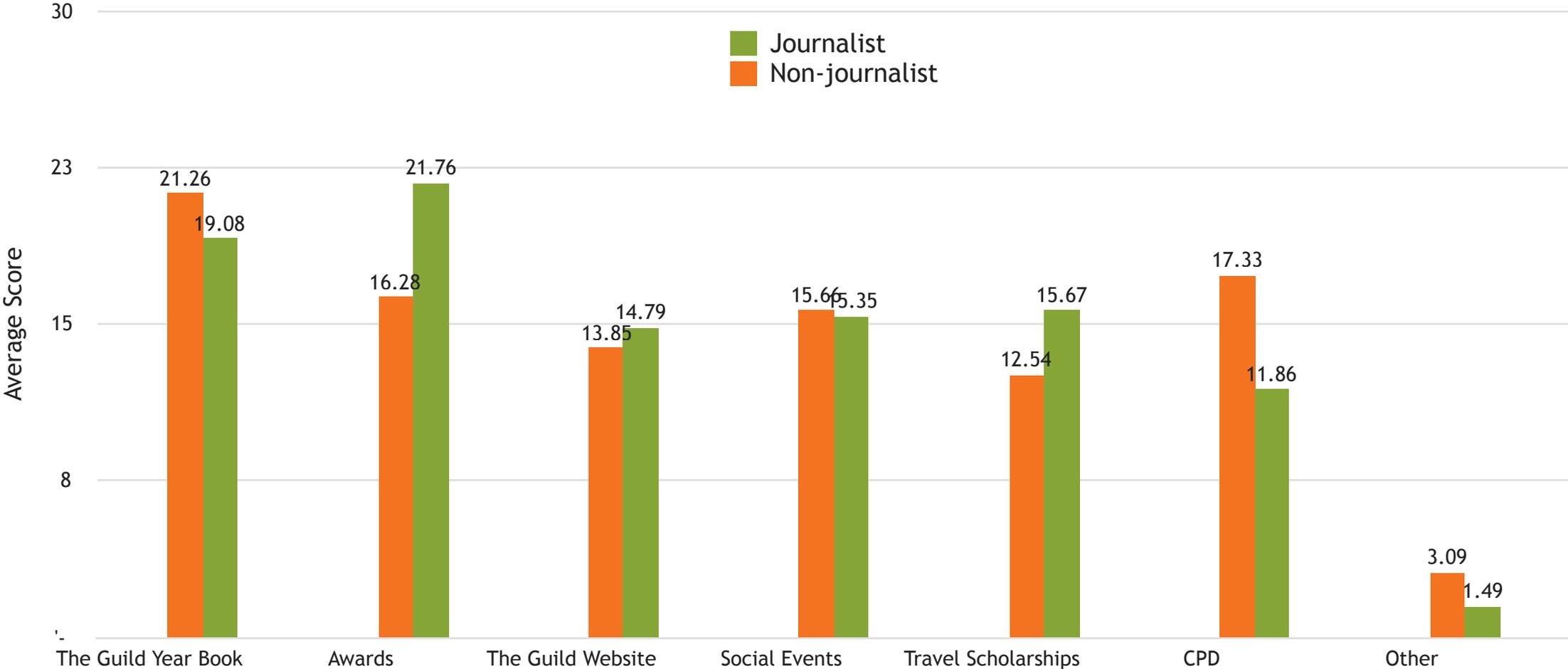
Q6 When did you first join British Guild of Agricultural Journalists (BGAJ)?

Base: 216 Respondents



What do you value about BGAJ?

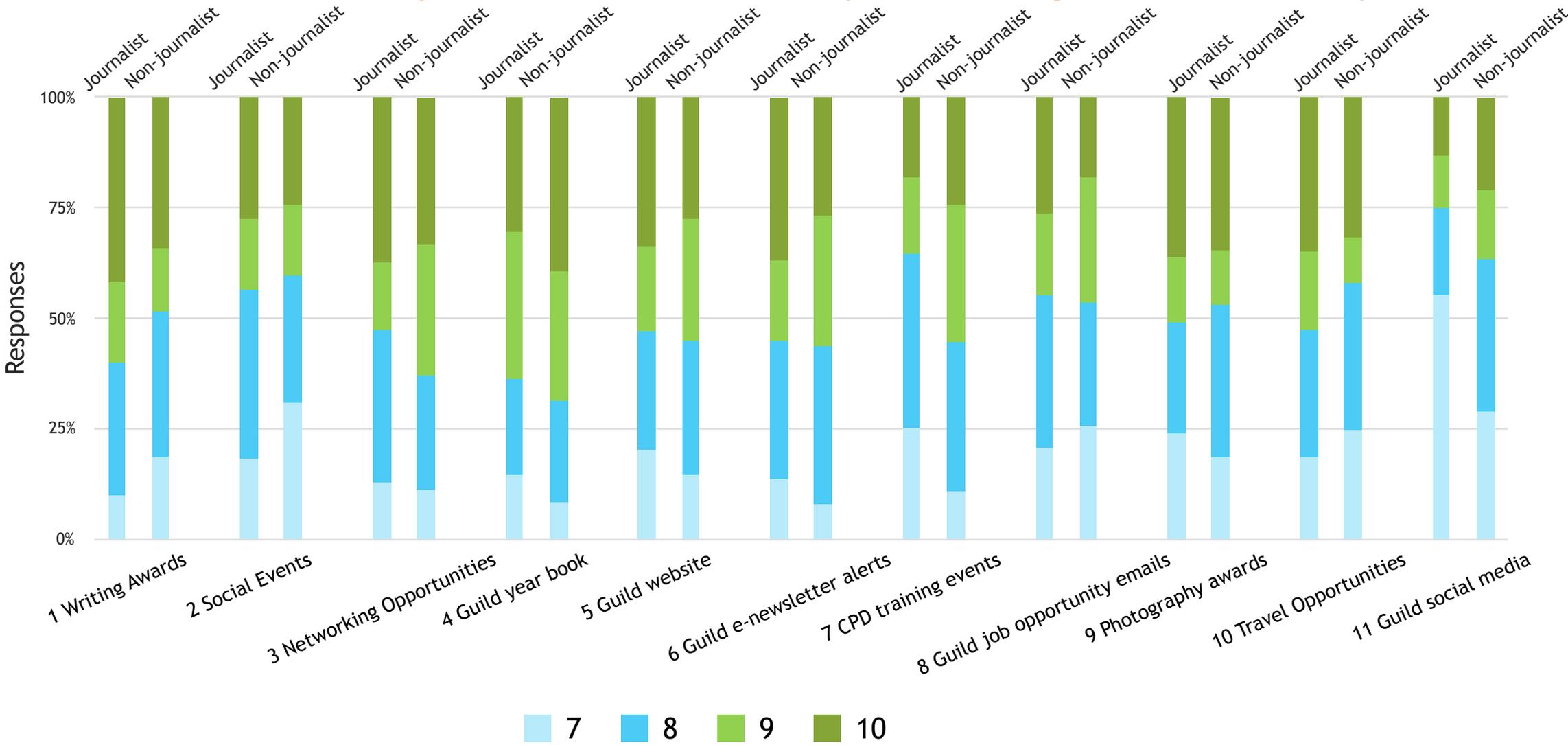
The Guild Year Book is the most important of The Guild's activities for members



Q26 Considering the balance of The Guild's activities, if you were asked to allocate 100 points according to their value and importance to you how would you distribute your points between the following activities?
Base: 216 Respondents



Journalist and non-journalists relatively well-aligned in activity valuation



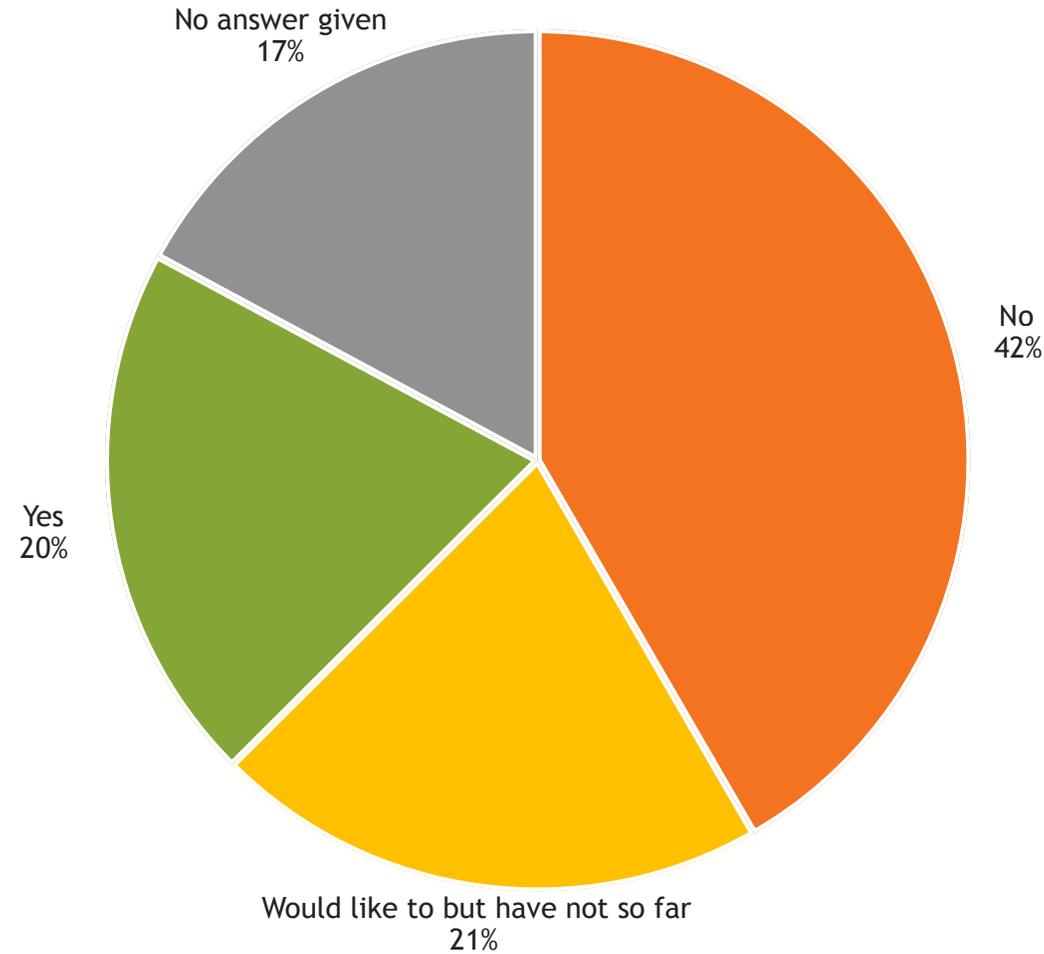
Q9 Please rate the following activities based on how important you feel they are for the Guild to offer? On a scale of 1 to 10, where 10 is “extremely valuable” and 1 is “Not at all valuable”

Base: 183 Respondents (scores of 7+ Q9)



How engaged are you?

41% have or would like to attend an international event

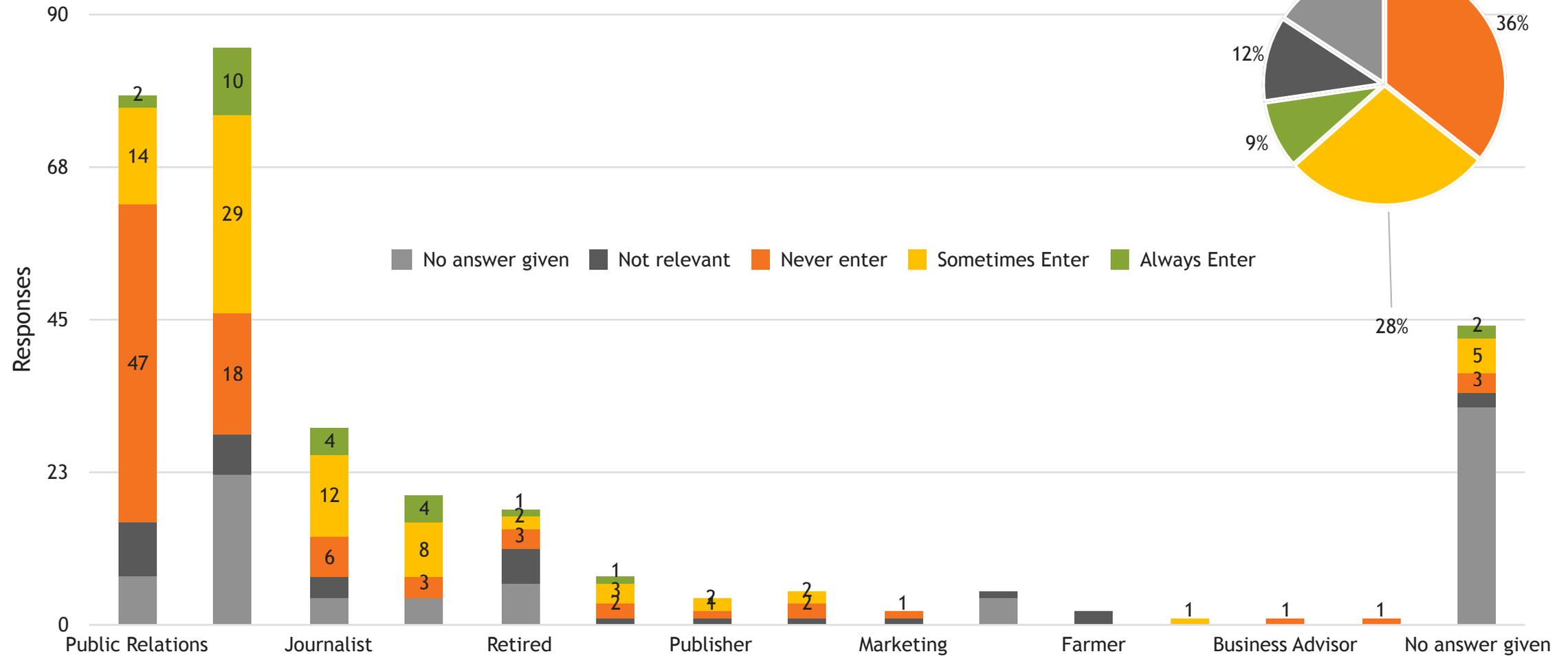


Q16 Have you ever attended and IFAJ or ENAJ Event?

Base: 216 Respondents



Around one third of members enter for awards

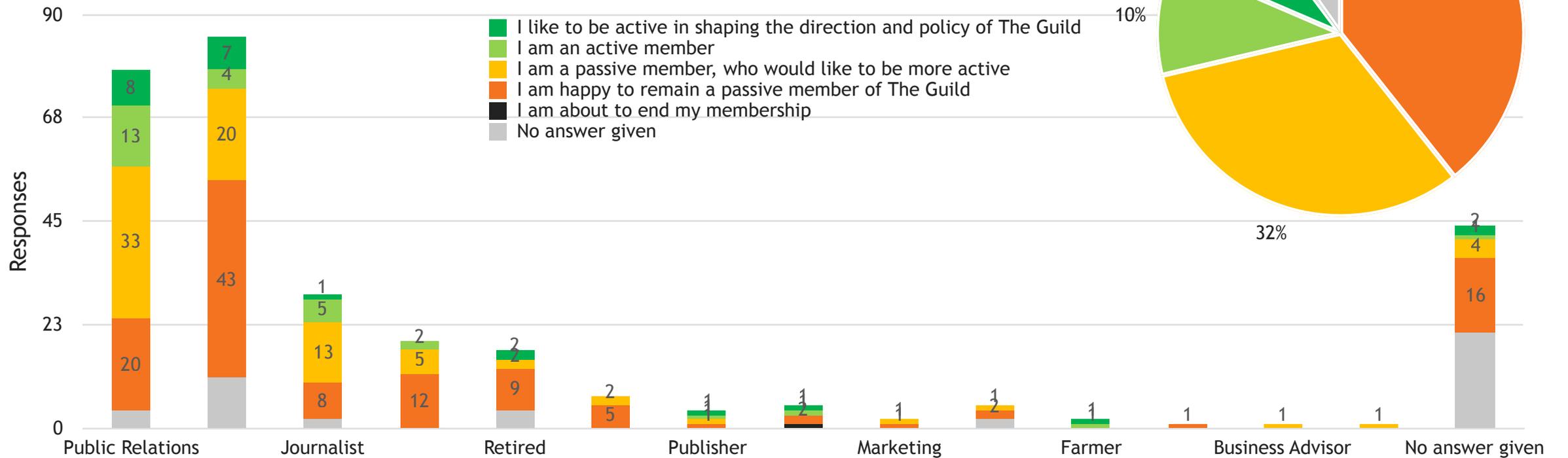


Q17.1. How frequently, if ever do you enter for any of The Guild Awards?

Base: 216 Respondents



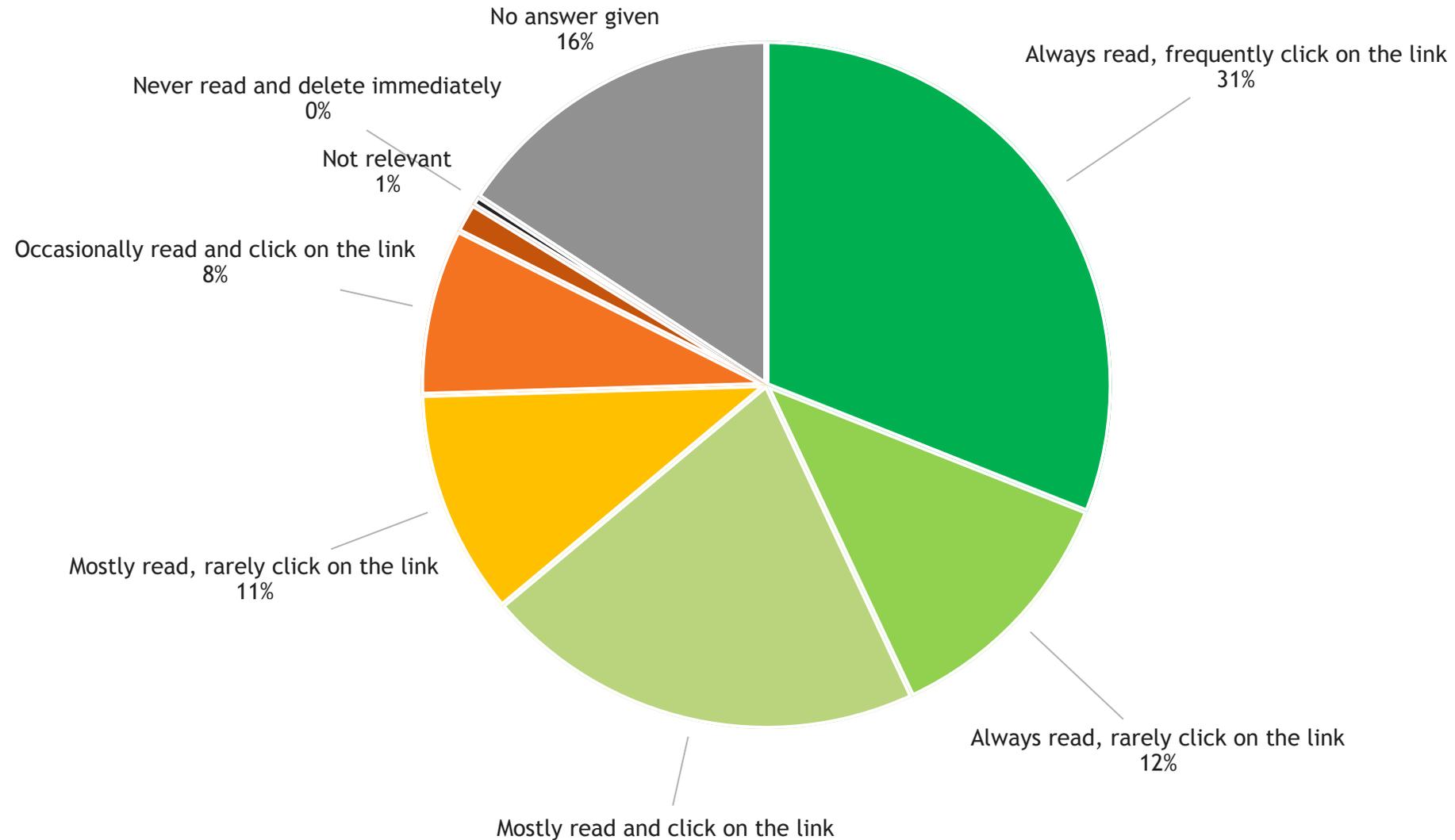
One third of members who are passive would like to be more active



Q8 Which of the following statements best characterises your participation with The *Base: 216 Respondents* Guild?



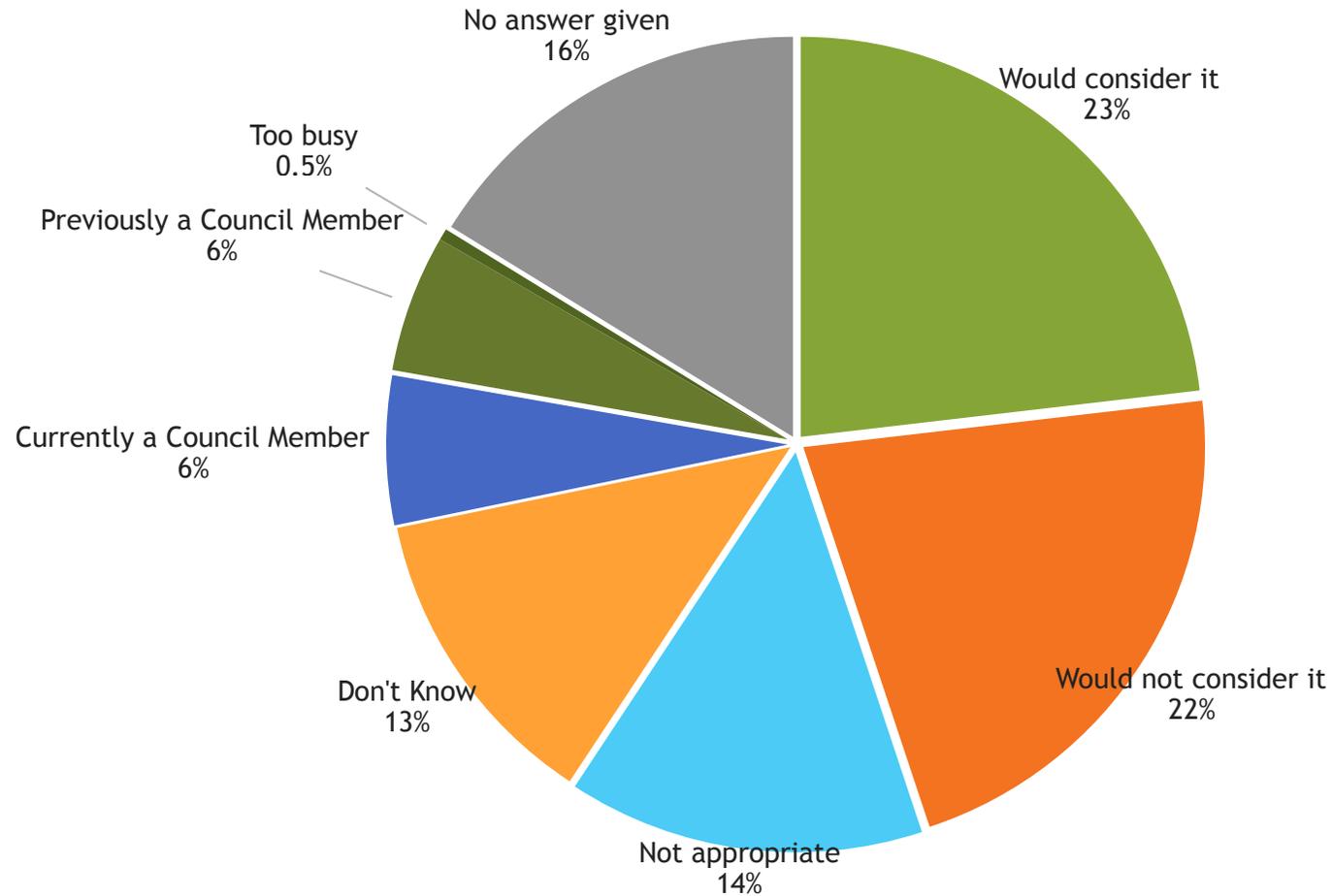
Almost three quarters actively read email alerts



Q21 What best describes your level of engagement with the Guild email alerts? *Base: 216 Respondents*



A quarter of members would consider applying to be on The Guild Council

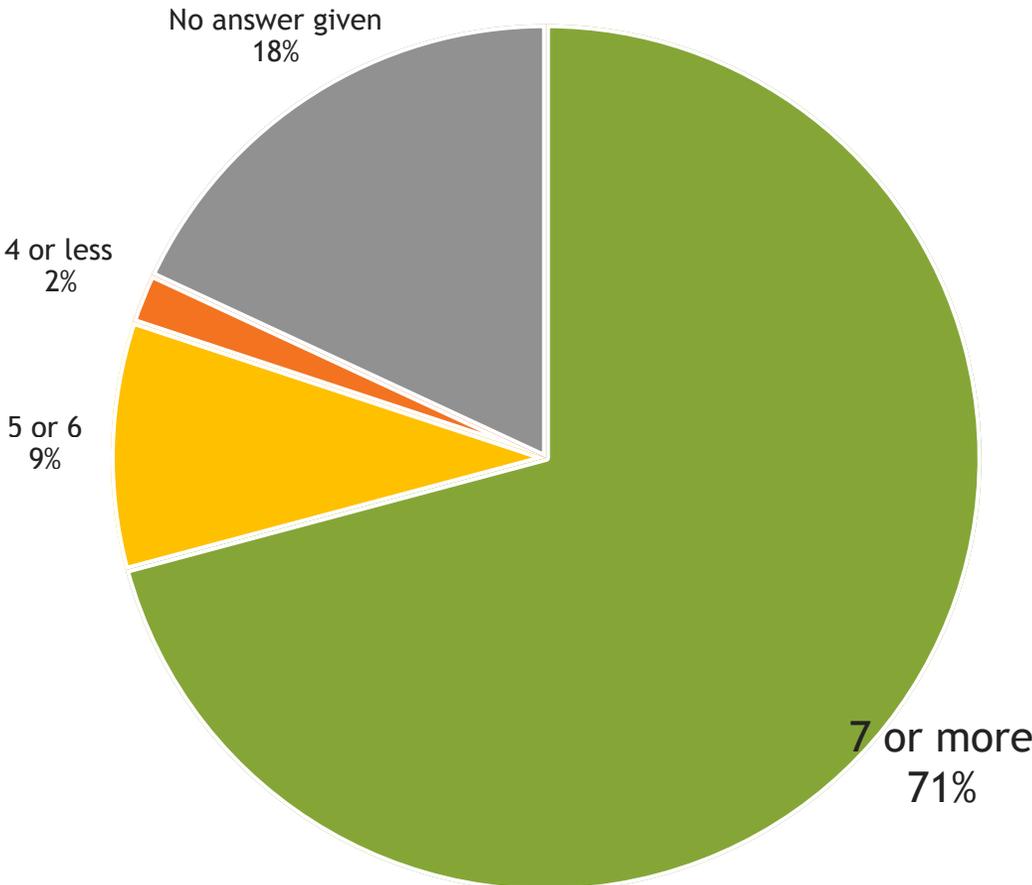


Q19 Have you ever considered putting yourself forward to be on The Council of The Guild, or on a Regional Council (E.g. Midlands or Scotland)?

Base: 216 Respondents



Almost three quarters would recommend the Guild to a colleague

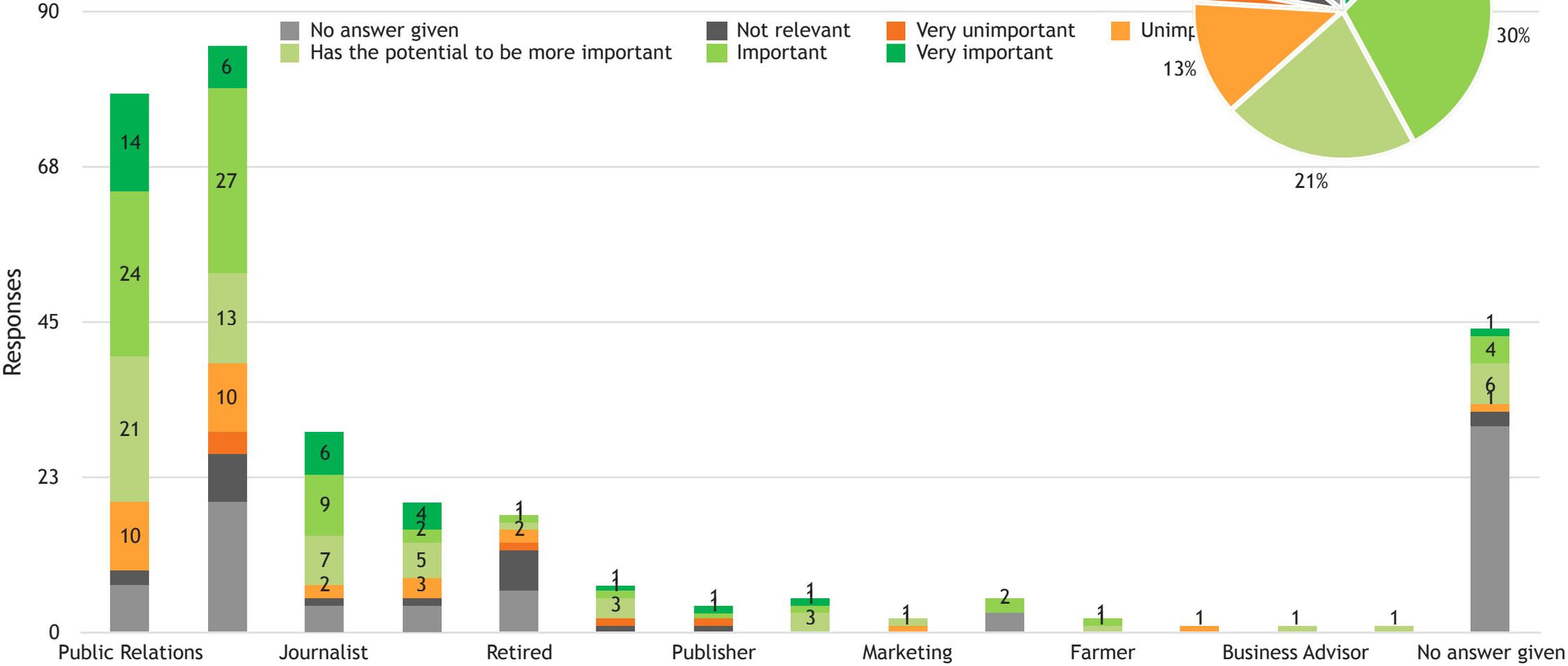


Q27 Overall how inclined would you be to recommend membership of The Guild (BGAJ) to a colleague? (On a scale of 0 to 10, where 10 is “Very strongly recommend” and 0 “Very definitely NOT”) 216 Respondents

What do you want more of?

How should The Guild develop its offering

63% consider Guild membership important to their personal professional development

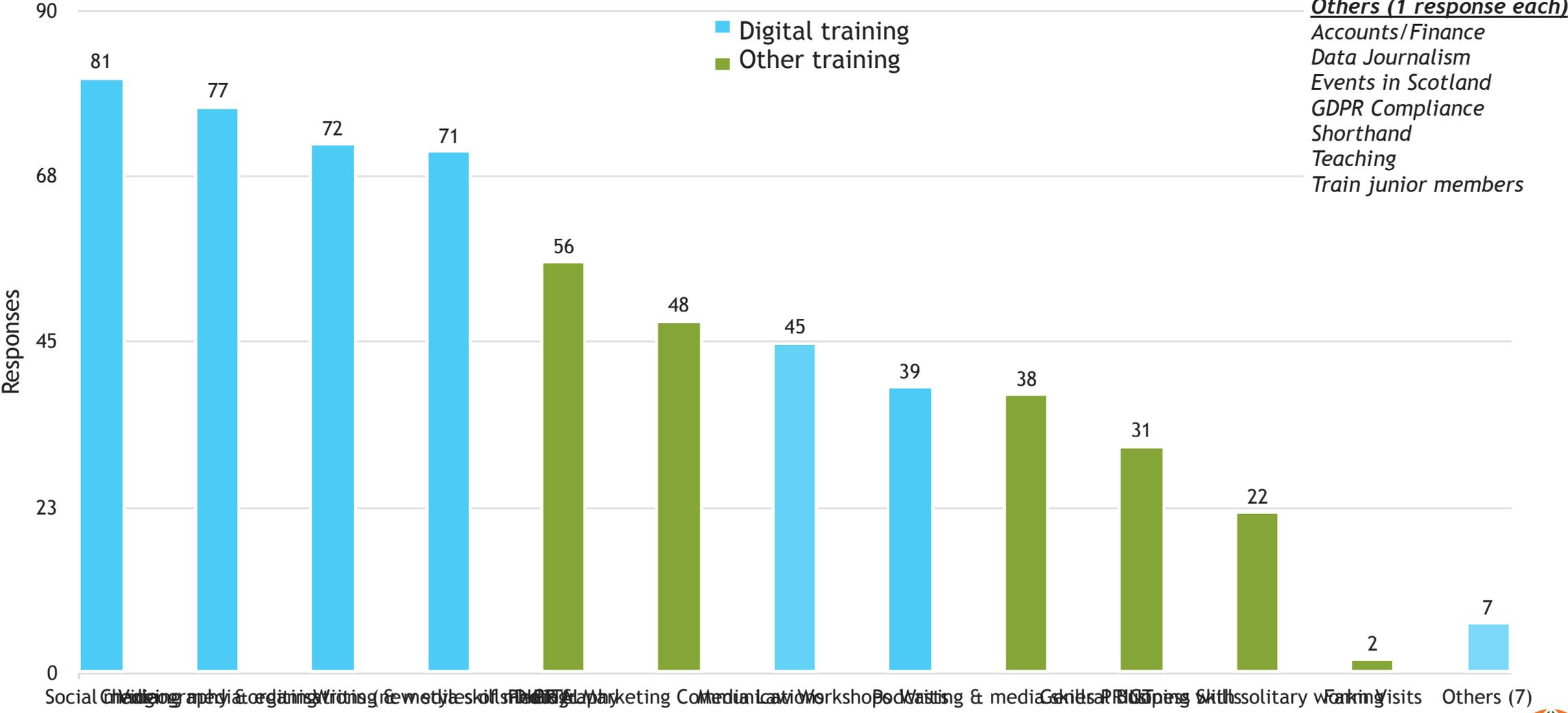


Q11 How important is Guild membership and the opportunities offered to your personal-professional development?

Base: 216 Respondents



62% of respondents are interested in digital training

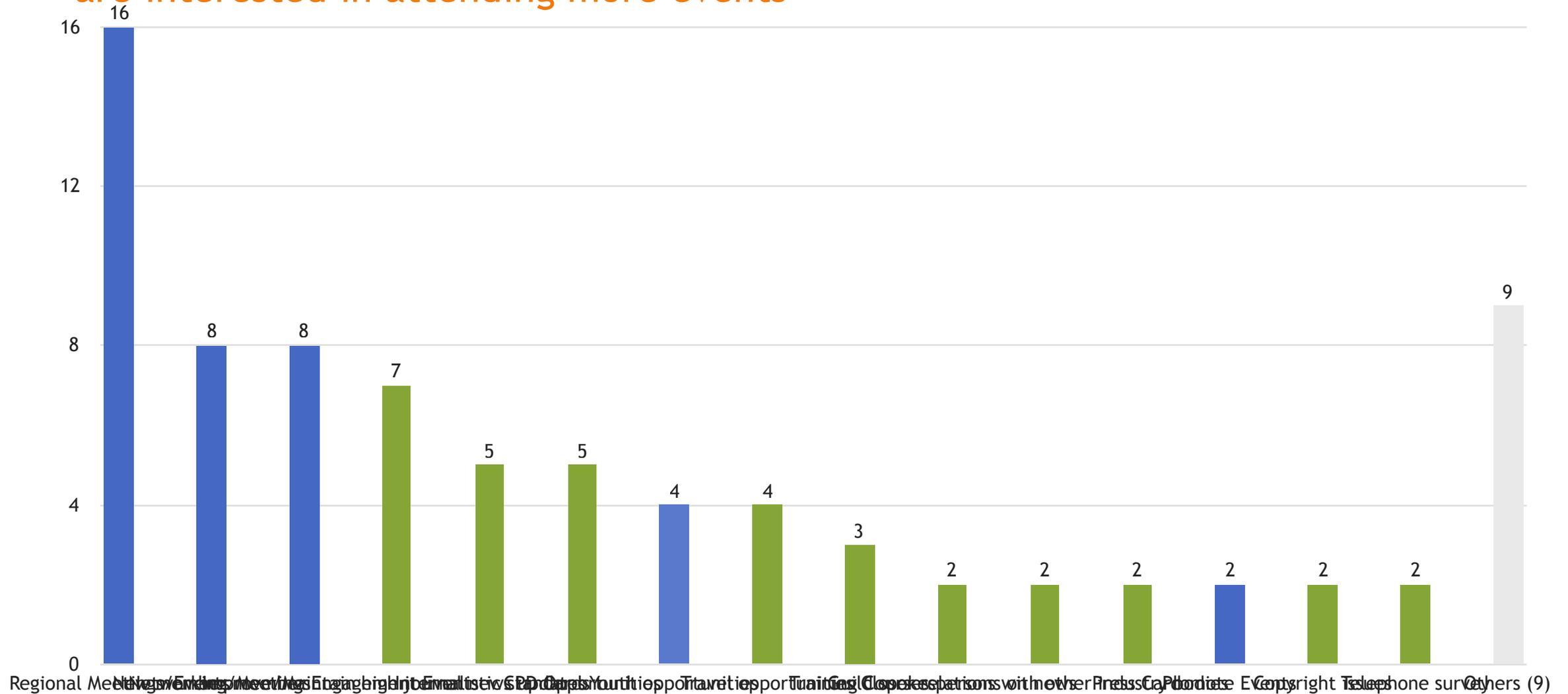


Q12 What type of training would you be interested in taking part in? [Answering 'YES']

Base: 216 Respondents



More events are in demand - 42% of those who responded are interested in attending more events

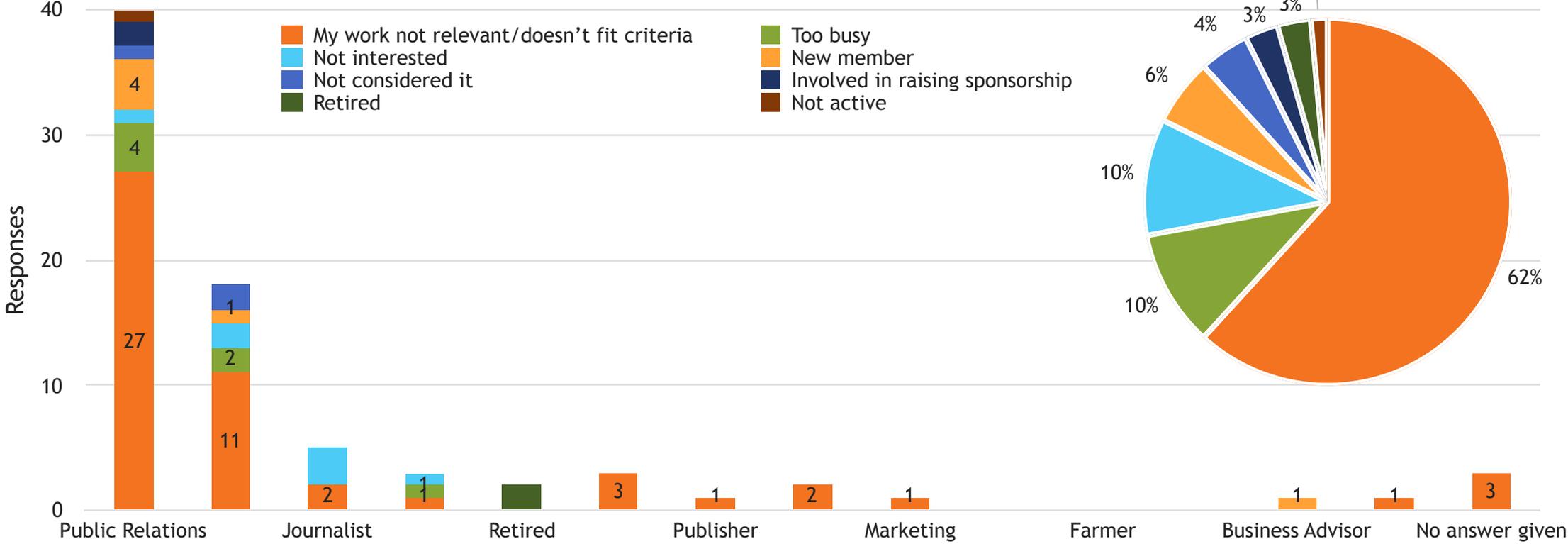


Q28 If you have any advice for The Council about how to advance the interests of BGAJ or improving our events or our communications with you, what would it be?

Base: 64 Respondents



62% of members feel there is no award suitable for their work

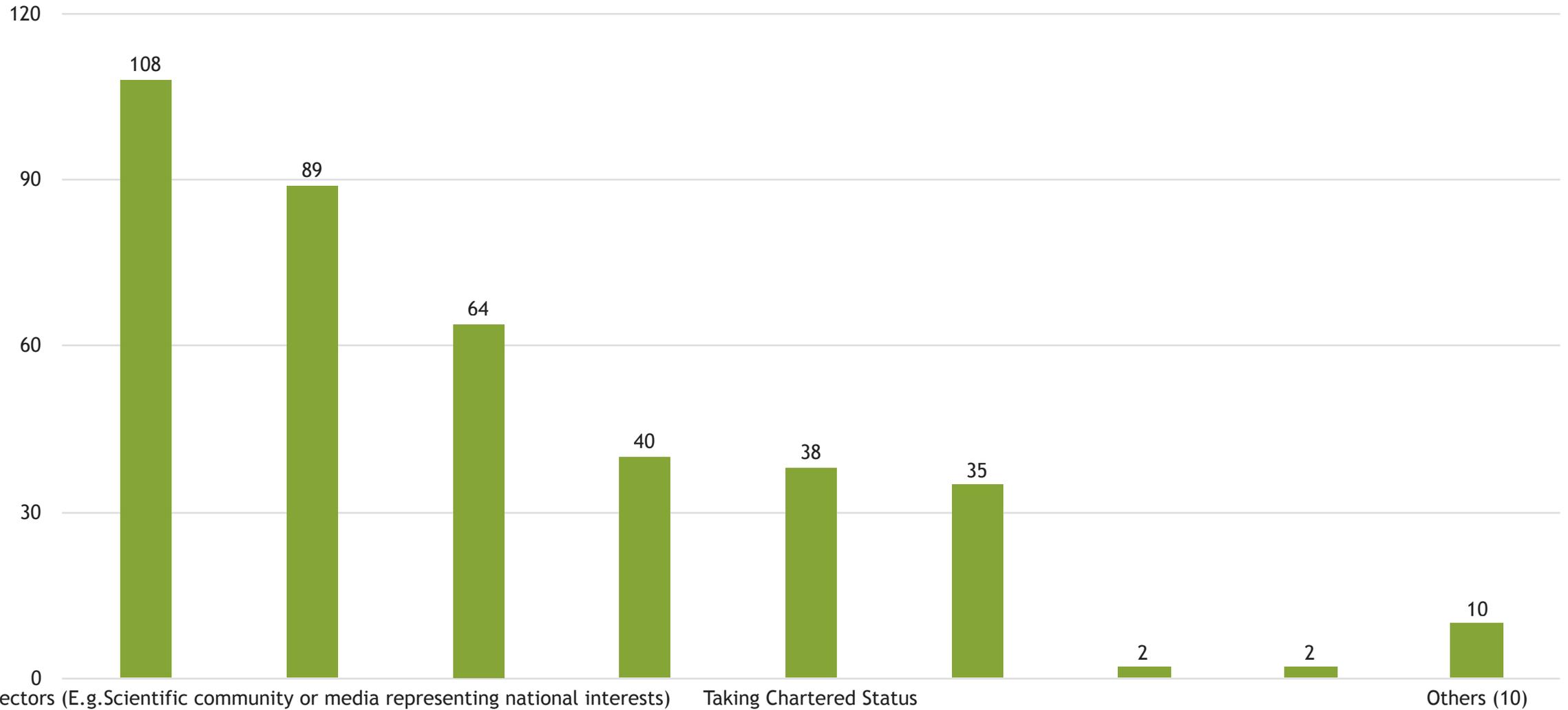


Q17.2 Can you explain why you have never entered for any of The Guild Awards?

Base: 68 Respondents



50% of members are interested in broadening horizons to beyond a purely agricultural focus



Q25 Which of the following would you encourage The Guild to develop on behalf of its members?

Base: 216 Respondents



Executive Summary

- You are a very vital and social organisation - levels of engagement with BGAJ are strong by the standards of any membership organisation
- In spite of healthy creative tension between Journalists and Non-Journalists your aspirations for BGAJ are remarkably well aligned
- You are very outward looking – interest in reaching out to wider international agricultural industry and other industries
- Many useful pointers from the survey for the future direction of The Guild; more local events, professional development and more awards

