

We surveyed 212 consumers in the UK to test a number of hypotheses on subscription services. Find out below whether we were right or wrong.

## SUBSCRIPTIONS SERVICES FACT PACK: ARE YOU A MEMBER OR A SUBSCRIBER?

5.

**HYPOTHESIS:** Using the term 'membership' or 'subscription' will affect the way people view the proposition

32% prefer  
'subscription'  
31% prefer  
'membership'

### WE WERE RIGHT...



Membership is like being part of a group or company and getting the benefits.



Membership seems more inclusive, like there's a community element involved.



It sounds more personal. A member is a part of the organisation.

**'MEMBERSHIP' MAKES PEOPLE FEEL AS IF THEY BELONG TO A GROUP OR COMMUNITY. IT HAS A MORE EMOTIONAL RESPONSE, AND PEOPLE FEEL THEY RECEIVE BENEFITS RATHER THAN A SERVICE.**



It is not a fixed thing and it feels like less pressure than a membership.



It sounds much more free and relaxed, reflects I have a choice.



It is a straightforward contract and doesn't sound like such a big commitment.

**'SUBSCRIPTION' IS STRAIGHTFORWARD, IT ALLOWS PEOPLE TO FEEL IN CONTROL AS YOU PAY FOR EXACTLY WHAT YOU GET, AND YOU CAN CANCEL AT ANY POINT.**



Which term would suit your brand better?  
Could you **re-shape consumer and category norms** by using different terminology?

The **majority** don't have a preference between subscription and membership