



Cochrane Membership Report 2020

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1.1 Overview

As of 1st January 2021, we had:

13,190
Members

87,517
Supporters

The 13,190 Members can be subdivided into:

- **11,200** standard members who have achieved members through contributions
- **1,982** role based members who have membership by virtue of their role
- **8** Emeritus Members who have been granted a special form of enduring membership

*Anyone can sign up to be a **Cochrane Supporter**, it just involves creating an account with Cochrane. From that point people earn points based on contributions, and once they have earned enough points, they become a **Cochrane Member** for a certain period of time based on what their contribution has been. More information on how membership works is available at <https://www.cochrane.org/join-cochrane/membership>*

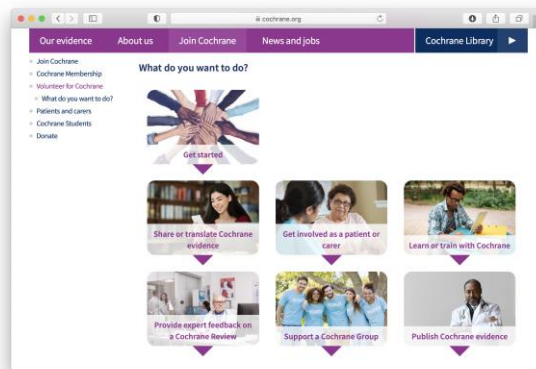
In 2020, we welcomed **1,132 new members** to the organization and approximately **20,000 new supporters**.

In 2020, we refreshed our membership web pages on [Join Cochrane](#). It is now significantly clearer for potential new members to see how they can be part of the organisation and to understand what membership is and what it offers.

Content is divided into three clear sections



And we are increasingly using the language of volunteering to engage people in ways to participate beyond traditional authorship roles.



We have also incorporated testimonials from members to give a more human face to membership.

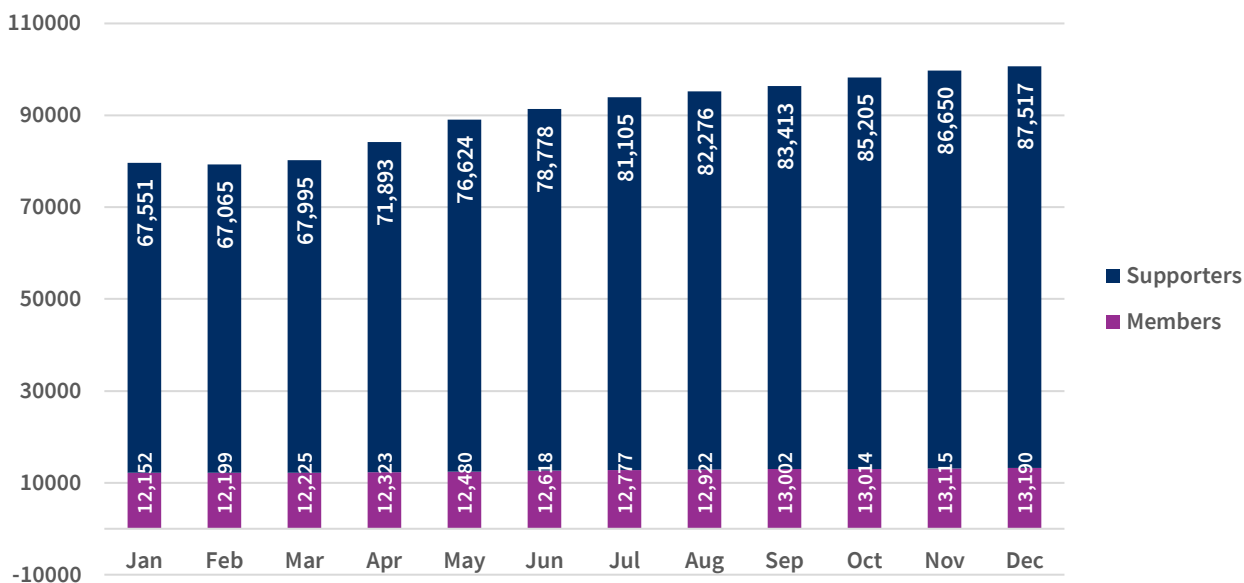


Visit cochrane.org and click on [Join Cochrane](#) to see more information



1.2 Total number of supporters and members¹

The total number of supporters and members has risen during 2020 with a sharp increase at the beginning of the COVID-19 pandemic.

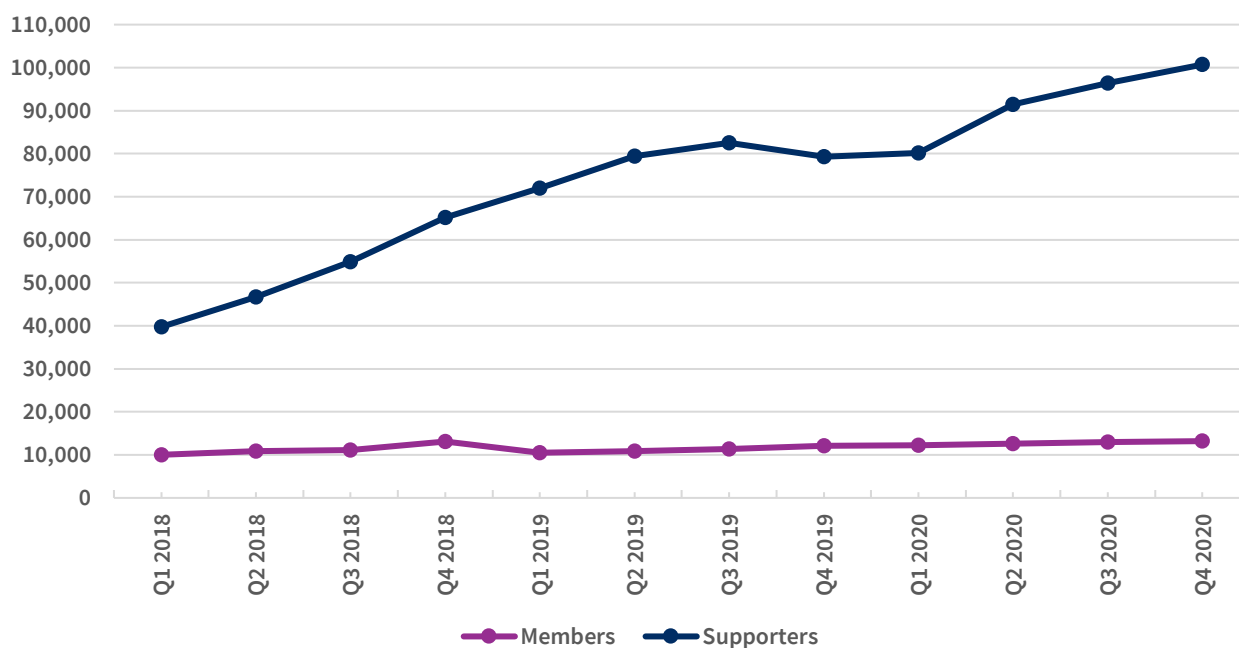


On 15th December 2020 the total number of Members and Supporters reached 100,000

¹ Supporters are those people who have created a Cochrane Account and have an engagement level of active or interested. Members are those people with an active Membership regardless of engagement level.

1.3 Growth over time for Member and Supporter figures

Number of Members and Supporters over time



Year	Quarter	Members	Supporters	Total
2018	Q1	10,023	29,726	39,749
	Q2	10,876	35,868	46,744
	Q3	11,096	43,783	54,879
	Q4	13,158	52,033	65,191
2019	Q1	10,523	61,418	71,941
	Q2	10,917	68,501	79,418
	Q3	11,318	71,221	82,539
	Q4	12,061	67,250	79,311
2020	Q1	12,225	67,995	80,220
	Q2	12,618	78,778	91,396
	Q3	13,002	83,413	96,415
	Q4	13,193	87,517	100,710

As of mid-January 2021, we now have more members than ever before: 13,253

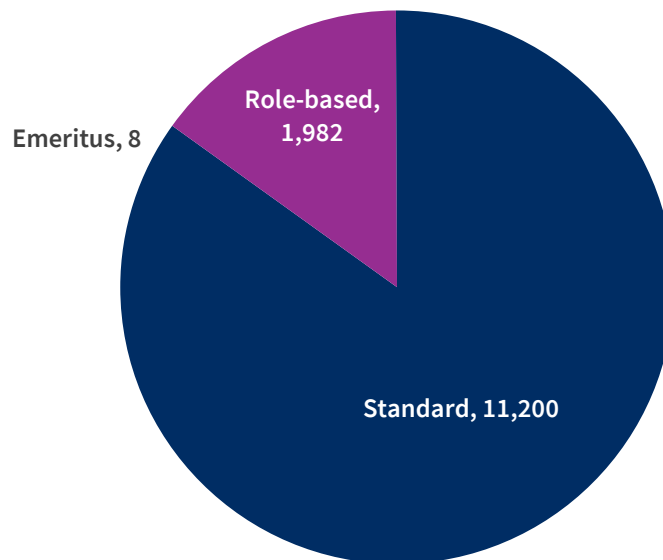
1.4 Memberships by type

Standard members gain membership through earning points for their contributions.

Role-based members are eligible for membership because of the role they hold within Cochrane.

At the AGM the first 7 Emeritus Co-ordinating Editors received the new Emeritus Membership, joining David Tovey who already had Emeritus Membership as Emeritus Editor-in-Chief.

Memberships by Type



1.5 Membership acceptance rate

20,267 new supporters joined Cochrane in 2020.

During 2020, there were 5,956 new Memberships created and 69% of these were accepted (memberships have to be accepted by the person, which involves signing up to the terms and conditions of membership).

The percentage of those who are eligible for Membership who accept the terms and conditions of Membership:



Type	2020:	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Standard	Created	262	241	239	300	282	296	340	314	292	332	292	294
	Activated	115	98	97	126	174	234	225	233	199	207	199	175
	Rate (%)	44	41	41	42	62	79	66	74	68	62	68	60
Role-based	Created					2203	80	55	14	23	47	26	17
	Activated					1809	73	48	10	17	39	20	13
	Rate (%)					82	91	87	71	74	83	77	76
Emeritus	Created												7
	Activated												7
	Rate (%)												100

Notes:

- Role-based Membership became reportable in May 2020.
- We started to send out automated reminders in May 2020 which improved the rate of acceptance.
- Emeritus Membership does not require acceptance as the individuals are already members, however they are included for completeness.

1.6 Membership renewal

When Membership expires, a person's Membership will be renewed if they have earned sufficient Membership points. The percentage of members whose continuing contributions meant their Membership was renewed are below:



Expiry date	Renewed	Expired	% Renewed	Total Expired
Jan	44	33	57%	77
Feb	51	35	59%	86
Mar	73	101	42%	174
Apr	55	34	62%	89
May	1929	14	99%	1943
Jun	240	4176	5%	4416
Jul	155	18	90%	173
Aug	131	25	84%	156
Sep	122	125	49%	247
Oct	142	70	67%	212
Nov	98	85	54%	183
Dec	98	109	47%	207

Notes:

In May, anyone who was eligible for role-based Membership (1,500 people) was asked to accept their new role-based Membership, which meant their standard Membership automatically expired. This has distorted the figures for May.

In June 2017, when the Membership project was launched, a large number of 1, 3 and 5 year Memberships were created. Many of the 3 year membership terms expired this year in June. Many of these people would have been authors of protocols who have failed to complete their review in the 3 year period and so they have not earned the additional points required to renew their membership.