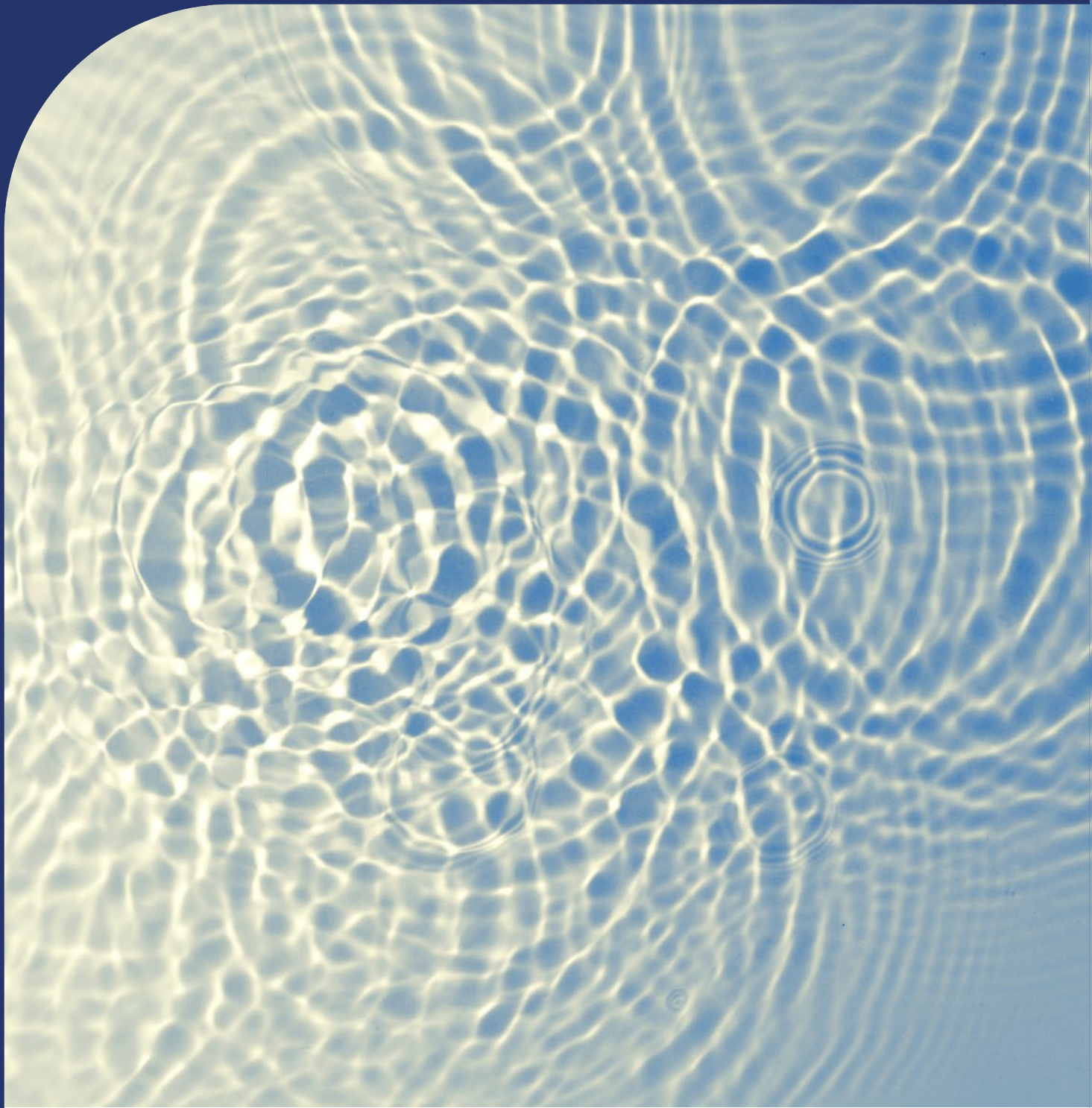




# AA Australia Membership Survey 2025

Insights into connection, recovery and service  
across the Fellowship in Australia



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## Introduction

The Alcoholics Anonymous Australia Membership Survey provides an important snapshot of the Fellowship in Australia—who we are, how we connect, and how we continue to carry the message of recovery. Conducted periodically since the early days of AA Australia, the survey helps inform planning and services by showing how the Fellowship is changing and where it continues to thrive.

The 2025 membership survey ran from April to July 2025 and received 1,203 responses. It was designed to capture a broad cross-section of the Fellowship, with participation open to all members. Questions were optional, meaning not every respondent answered each question. The survey was distributed widely through *AA Around Australia*, the AA website, QR codes on business cards and included with literature orders, and at the National Convention in April.

The results present a picture of a strong and steady Fellowship. More than half of respondents report over ten years of sobriety, gender balance has reached near parity, and online meetings—about one in ten of all meetings—have become a lasting part of AA life, improving accessibility for members across Australia.

The findings also highlight continued cooperation with the professional community, with referrals from doctors, counsellors, and treatment centres now accounting for more than a third of how people first come to AA. Together, these insights show a Fellowship grounded in its principles yet adaptable to change—committed to ensuring that the hand of AA is always within reach of anyone, anywhere, who seeks help with a drinking problem.



## Section I: About You

Understanding who makes up our Fellowship helps ensure that Alcoholics Anonymous in Australia continues to serve all who seek recovery.

The information in this section provides a demographic snapshot of our members – including age, gender, and geographic distribution.

Collecting this data allows the Fellowship to identify patterns and shifts over time, ensuring that our message remains accessible and inclusive to everyone who reaches out for help. It also assists in planning communication, new literature development, accessibility initiatives, and outreach efforts, particularly as new generations and diverse communities engage with AA.

### Please tell us your age

Age	Count	Percentage
18-20	1	0.1%
20-29	20	1.7%
30-39	107	8.9%
40-49	195	16.3%
50-59	320	26.7%
60-69	294	24.6%
70-79	212	17.7%
80+	48	4.0%

### What gender do you identify as?

Gender	Count	Percentage
Female	602	51.2%
Male	561	47.8%
Non-binary / third gender	12	1.0%

### Do you identify as Aboriginal or Torres Strait Islander?

Indigenous status	Count	Percentage
Yes	18	3.0%
No	583	97.0%



### What is your highest level of education

Level of education	Count	Percentage
Less than high school	18	3.0%
High school diploma or equivalent	82	13.9%
College / TAFE or alternative pathways certificate or diploma	219	37.1%
Bachelors degree or above	272	46.0%

### What is your employment status?

Employment Status	Count	Percentage
Employed	676	57.3%
Unemployed	46	3.9%
Student	19	1.6%
Retired	399	33.8%
Other	39	3.3%

### What type of area do you live in?

Area	Count	Percentage
City	850	71.1%
Rural Area	329	27.5%
Remote Area	17	1.4%

### Where are you located?

State	Count	Percentage
Australian Capital Territory	30	2.5%
New South Wales	555	46.6%
Northern Territory	8	0.7%
Queensland	249	20.9%
South Australia	43	3.6%
Tasmania	20	1.7%
Victoria	222	18.6%
Western Australia	64	5.4%



## Key Insights

The 2025 survey confirms that the AA Fellowship in Australia continues to reflect a broad cross-section of society. For the first time, gender parity has been achieved, with men and women now represented almost equally (around 50 % each). This marks a steady shift from earlier surveys – in 1996, men comprised nearly 68 % of members – suggesting that AA has become more accessible and welcoming to women seeking recovery.

The age profile shows that members aged 50 years and over now make up more than two-thirds of the Fellowship, compared with 47% in 2005. This indicates an increasingly mature membership, with many long-term members continuing to participate actively in meetings and service. At the same time, a small percentage of members are under 30, showing that AA continues to attract younger people who identify with the program.

A small but steady proportion – around 3% – identify as Aboriginal or Torres Strait Islander, aligning with the wider population and indicating consistent participation from Indigenous Australians.

Participation from rural and areas has increased since the 2022 survey, rising from 22.2% to 27.5% of respondents. This broader geographic representation provides a more complete picture of AA membership across Australia and reflects continued engagement from members outside major cities.

These findings provide a clearer picture of who we are today and help guide how AA plans and delivers services. By understanding the age, gender, and diversity within our membership, the Fellowship can better tailor communication, accessibility, and outreach to ensure that help remains available to anyone who reaches out.



## Section 2: About membership

This section explores how members participate in Alcoholics Anonymous and how that participation supports ongoing recovery.

Questions in this part of the survey focus on meeting attendance, sponsorship, service roles, and how members first came to AA. Understanding these patterns helps the Fellowship strengthen its core activities—carrying the message, welcoming newcomers, and sustaining opportunities for service and connection.

By understanding how people engage with meetings, sponsorship, professionals, community and service, AA can better understand what keeps members connected and what supports recovery over time.

### How long have you been sober?

Length of sobriety	Count	Percentage
Less than 6 months	44	3.7%
6 to 12 months	58	4.8%
1 to 2 years	87	7.3%
2 to 5 years	189	15.8%
5 to 10 years	191	15.9%
10 to 20 years	201	16.8%
20 to 30 years	161	13.4%
30 to 40 years	151	12.6%
40 to 50 years	107	8.9%
More than 50 years	10	0.8%

### How often do you attend meetings?

Frequency of attending	Count	Percentage
Daily or more often	85	7.1%
Several times a week	831	69.4%
Once a week	200	16.7%
Once or twice a month	41	3.4%
Less often than once per month	40	3.3%

### What types of meetings do you attend??

Meeting type	Count	Percentage
Open Meetings	888	17.1%
Closed Meetings	335	6.5%



Online Meetings	588	11.4%
In-person Meetings	920	17.8%
Speaker Meetings	538	10.4%
Discussion Meetings	489	9.4%
Step Meetings	662	12.8%
Big Book Meetings	657	12.7%
Don't attend meetings	14	0.3%
Other	89	1.7%

### If you have a home group, is it...?

Home group	Count	Percentage
In person	991	83.0%
Online	108	9.0%
Don't have a home group	95	8.0%

### If you attend online meetings what are the main reasons?

Reasons for attending online meetings	Count	Percentage
Ease of attending	466	26.5%
Accessibility issues making online easier to attend than in person	177	10.1%
The timing suits me better	269	15.3%
Health related issues	118	6.7%
Experience of attending with people not geographically connected	231	13.1%
I don't attend online meetings	397	22.6%
Other	102	5.8%

### Do you now, or have you ever had a sponsor?

Sponsorship	Count	Percentage
Yes, currently have a sponsor	799	66.6%
Yes, in the past had a sponsor but not now	333	27.8%



No 67 5.6%

### What AA Service positions have you held, either now or sometime in the past?

Service position	Count	Percentage
Have not held any service positions	91	3.9%
Local / Group (Chairperson, Secretary, Treasurer, GSR)	1056	45.4%
Responder on 1300 number or ChatNow service	261	11.2%
District (Chairperson, Secretary, Treasurer, District Committee Member)	303	13.0%
Area (Chairperson, Secretary, Treasurer)	193	8.3%
Area Delegate	129	5.5%
PIPA / Treatment & Corrections / Remote Communities roles (Local, District, Area, Regional or National)	163	7.0%
Trustee or World Service Delegate	38	1.6%
Other	92	4.0%

### How were you introduced to AA?

Service position	Count	Percentage
Self-motivated	316	26.4%
Counselling service or health professional	109	9.1%
Treatment Centre / Rehab	295	24.7%
Correctional facility	9	0.8%
Referred by an AA member	157	13.1%
Referred by an Al-Anon member	17	1.4%
Family or friend	199	16.6%
Court order	9	0.8%
Internet search	37	3.1%
Public information / news article	10	0.8%
Other	38	3.2%



### How did you initially make contact with AA?

Initial Contact	Count	Percentage
Called the 1300 or local help number	254	21.4%
Accessed ChatNow on the website	11	0.9%
Attended a meeting	825	69.4%
Other	99	8.3%

### Before coming to AA did you receive treatment or counselling related to your drinking?

Received Treatment or Counselling	Count	Percentage
Yes	617	51.8%
No	575	48.2%

### After joining AA did you receive treatment or counselling related to your drinking?

Received Treatment or Counselling	Count	Percentage
Yes	711	59.7%
No	480	40.3%

### What aspects of attending AA do you feel significantly help your recovery?

Aspects of AA	Count	Percentage
Attending regular meetings	811	13.3%
Working the 12 steps	762	12.5%
Having a sponsor	689	11.3%
Having a home group	757	12.4%
Helping other AA members	719	11.8%
Doing service in AA	701	11.5%
Having a spiritual connection	696	11.4%
All of the above	922	15.1%
Other	44	0.7%



## Key Insights

The 2025 survey paints a picture of a deeply engaged Fellowship. Meeting attendance remains high: around two-thirds of members attend several meetings each week, with many reporting daily participation. This consistent engagement mirrors earlier surveys, showing that regular meeting attendance continues to be the heartbeat of the Fellowship and a cornerstone of sustained sobriety.

The data also reveals a Fellowship rich in experience—more than half of respondents report over ten years of continuous sobriety. This depth of recovery reflects the enduring strength of AA's program and the value members place on staying connected through meetings and service. It also highlights the importance of continuing to support newcomers as they find their place within a mature and stable community.

Across time, the average length of sobriety has grown steadily—from around six years in 1996, to 9.6 years in 2005, 16 years in 2022, and now approximately 17 years in 2025. This long-term trend shows a Fellowship that not only helps people achieve sobriety but also supports members in maintaining it over decades.

The 2025 survey shows that nearly all respondents (94%) have had a sponsor at some point, with almost 67% currently having one—a marked rise from 57% in 2005. This steady increase suggests that sponsorship is now more widely encouraged and practiced, reinforcing one of the strongest traditions of recovery support within AA.

Service remains a defining feature of membership. More than nine in ten respondents have held at least one service role, from helping in their home group to serving at district, area, or national levels. This reflects AA's long-standing culture of service and shared responsibility—a feature that strengthens both the individual and the collective.

When asked how they first came to AA, most members reported finding the Fellowship through personal initiative, treatment services, or another member's introduction—a pattern consistent since 1996. While digital contact options such as ChatNow are still emerging, these findings highlight the enduring power of personal connection and word-of-mouth in carrying the message.

Online meetings have also become a lasting part of AA life. In 2022, most members were returning to face-to-face meetings after widespread online participation. By 2025, around 11% of meetings attended were online, and 9% of members reported an online home group. The main reasons cited were *ease of attendance, timing, and accessibility*, showing that online meetings are now an established and valued part of ongoing membership and service. Only 22% of members reported not attending online meetings.

Across nearly three decades of surveys, members' engagement with professional treatment and counselling has remained steady. Referrals from medical, treatment, counselling, and rehabilitation services continue to form a significant and growing pathway into AA. In 2005, these sources represented around 18% of new members, rising to 29% in 2022, and 33.8% in 2025. This steady growth highlights stronger awareness and cooperation between AA and the health sector, reinforcing that AA and professional services play distinct but mutually supportive roles in recovery.

Together, these findings help guide practical planning: prioritising meeting accessibility, strengthening sponsorship pathways, and maintaining engagement with medical and allied health partners to ensure people continue to find recovery through AA.

### Section 3: About accessibility

Accessibility remains central to AA’s purpose of ensuring that anyone, anywhere, who reaches out for help can find a meeting and connect with the Fellowship.

This section explores how members experience access to meetings and events, and what factors may limit participation. The findings highlight both the progress made in making meetings more inclusive and the areas where further attention—such as physical access, transport, and communication—can continue to improve participation for all members.

#### Overall how do you find meeting location accessibility?

Meeting Accessibility	Count	Percentage
Very poor accessibility	16	1.3%
Poor accessibility	31	2.6%
Average accessibility	114	9.6%
Good accessibility	230	19.3%
Very good accessibility	801	67.2%

#### Do you have any accessibility barriers that prevent you from participating in AA as much as you would like to?

Accessibility barriers	Count	Percentage
Physical barriers (eg: stairs, lack of ramps)	37	2.9%
Transportation issues - getting to and from venues	85	6.7%
Scheduling conflicts	150	11.8%
Access to child minding	50	3.9%
Communication barriers (eg: language, hearing or vision impairments)	14	1.1%
I don't have any accessibility barriers	885	69.5%
Other	52	4.1%

#### Do you have any suggestions on how to improve accessibility to meetings?

The top identified themes for accessibility improvements are:

- Physical accessibility: Includes requests for ramps, wheelchair access, and more physically accessible venues;
- Transport: Includes difficulty getting to meetings due to lack of transport, needing rides or long distances;
- Online access: Request for more online meetings and improving digital access;



- Scheduling and flexibility: Suggestions for more flexible meeting times such as evenings, weekend or around working hours; and
- Communication: Including language barriers, hearing or vision impairment, or requests for interpreters.

### How often do you attend local events organised by your District or Area? With 1 being never and 5 being always?

Event attendance	Count	Percentage
Never	277	23.2%
Infrequently	313	26.2%
Some of the time	335	28.0%
Frequently	182	15.2%
Always	89	7.4%

### What are some barriers to attending local events organised by your District or Area, if any?

Accessibility barriers	Count	Percentage
Location	172	11.4%
Cost	135	8.9%
Dates or time of events	354	23.5%
Accessibility difficulties	32	2.1%
No barriers to attending	491	32.5%
Not aware what events are on	210	13.9%
Other	115	7.6%

### How often do you attend the National Convention?

Meeting Accessibility	Count	Percentage
Every year	134	13.1%
Every second year	100	9.8%
Every third year or less often	791	77.2%

### How often would you like to attend the National Convention?

Meeting Accessibility	Count	Percentage
Every year	466	43.6%



Every second year	177	16.6%
Every third year or less often	426	39.9%

### What are some barriers to attending the National Convention, if any?

Accessibility barriers	Count	Percentage
Location	437	23.7%
Cost	559	30.3%
Event dates (eg: Usually held over the Easter long weekend)	361	19.5%
Accessibility difficulties	40	2.2%
No barriers to attending	303	16.4%
Not aware what events are on	59	3.2%
Other	88	4.8%

### Key Insights

The 2025 survey shows that AA remains broadly accessible, with close to 70% of members reporting no significant barriers to attending meetings or local events. Among those who did experience challenges, the main barriers were location and timing, followed by cost or accessibility difficulties. These findings suggest that logistical issues now play a greater role in limiting participation than physical or sensory barriers.

While the survey did not directly measure disability, responses over time indicate that accessibility has improved significantly. In 2022, 6.1% of members said a disability made it difficult to attend meetings. By 2025, this figure had dropped to around 3%, showing a steady decline in accessibility-related challenges. This improvement likely reflects better meeting access and the continued availability of online and hybrid formats, which help members with health, mobility, or distance limitations remain connected.

Members also provided constructive feedback on how accessibility could be further improved. The main themes included physical accessibility (such as ramps and wheelchair access), transport difficulties, and requests for more online options. Other suggestions included more flexible meeting times and better communication supports, including interpreters and language accessibility.

When asked about attending local District or Area events, members most often cited dates and timing, location, or lack of awareness as barriers, while 16% reported *no barriers at all*. These results suggest that communication and scheduling continue to be more influential than physical access in shaping attendance.

Members expressed strong interest in attending the AA National Convention, though attendance occurs less frequently than intended. Many members said they would like to attend every year or every few years, but practical factors such as cost, travel distance, and timing conflicts often prevent this. The high level of interest



suggests that enthusiasm for national gatherings remains strong, but accessibility and affordability are key to participation

Overall, the trend across surveys shows that AA in Australia has become increasingly accessible, supported by more flexible meeting options, improved awareness of member needs, and continued efforts to ensure that anyone seeking recovery can find a way to connect.



## Section 4: About Communication

AA's strength lies in connection—between members, groups, and the wider Fellowship. Effective communication helps ensure that anyone seeking information, service opportunities, or support can find it easily.

This section explores how members stay informed about AA activities and where they see opportunities to strengthen connection across the Fellowship.

### How do you typically receive information from AA?

Source of information	Count	Percentage
AA Australia official website (aa.org.au)	573	15.8%
AA Australia Emails	503	13.8%
AA Australia Newsletters	301	8.3%
Social media platforms	187	5.1%
Meeting announcements	825	22.7%
Whatsapp groups	419	11.5%
Word of mouth	777	21.4%
Other	47	1.3%

### What is your preferred method of receiving information from AA?

Preferred source of information	Count	Percentage
AA Australia official website (aa.org.au)	491	15.8%
AA Australia Emails	608	19.5%
AA Australia Newsletters	303	9.7%
Social media platforms	182	5.8%
Meeting announcements	670	21.5%
Whatsapp groups	309	9.9%
Word of mouth	517	16.6%
Other	35	1.1%

### How would you like to hear about decisions made at Conference?

Preferred source of information	Count	Percentage
AA Australia official website (aa.org.au)	511	20.5%



AA Australia Emails	649	26.0%
AA Australia Newsletters	343	13.8%
Social media platforms	104	4.2%
Meeting announcements	446	17.9%
Whatsapp groups	156	6.3%
Word of mouth	249	10.0%
Other	35	1.4%

### How often would you like to receive emails or newsletters from AA?

Frequency of emails	Count	Percentage
Monthly	691	59.6%
Quarterly	291	25.1%
6-monthly or less often	135	11.6%
Other	42	3.6%

### Do you feel you have access to the information you need from AA?

Adequate access to information	Count	Percentage
Yes	964	80.9%
No	172	14.4%
Sometimes	55	4.6%

### If you answered "No" or "Sometimes" above, what information do you feel is lacking or hard to access?

The top identified themes for types of information that is lacking are:

- Event Information: Respondents mentioned they don't hear about events like birthday meetings, local AA events, or when/where things are happening. They want more consistent and timely information about AA-related activities;
- Website or Navigation Issues: Frustration with using the AA website, finding it hard to locate relevant information, navigate between sections, or get clear answers online;
- Service Structure or Conference Details: Confusion or lack of awareness about how decisions are made Conference, what the service structure is, and how members can be involved;
- Meeting Information: Difficulty finding updated or clear information about meeting schedules, especially when traveling or trying to find a new group;



- Email or newsletter access: Not receiving updates via email or didn't know how to subscribe to newsletters, wanting better access to official communications;
- Support and help information: Some felt unsure about where to turn for help, especially early in sobriety. There's a desire for clearer guidance on who to talk to and how to get support through AA; and
- General Communication: General expressions of feeling out of the loop or lacking communication from the broader AA structure. Many felt they simply weren't informed unless they asked directly.

## Key Insights

The 2025 survey shows that meeting announcements and word of mouth together account for 44.1 % of how members receive information about AA, making them the most common sources of communication. These personal and group-based connections remain central to how members stay informed, while digital channels such as the AA website (15.8 %), emails (13.8 %), and WhatsApp groups (11.5 %) show that members are steadily embracing digital ways to stay connected.

When asked how they *would prefer* to receive information, many members indicated a desire for timely and direct digital communication—particularly through email newsletters and the official website. This suggests that while group announcements remain vital, members increasingly want updates they can access independently and on demand.

Members who felt information was lacking most often mentioned event details, website navigation, and uncertainty about service structure or Conference activity. Others wanted more frequent updates, clearer meeting information, or guidance on how to access support early in sobriety. These comments reinforce the importance of continuing to improve clarity, coordination, and visibility across all communication channels.

Around 16% of members identified the official website as one of their main sources of information, noting its role in providing national news, meeting details, and service updates; The official website's recent refresh to improve navigation and usability, clearly aligns with how members say they prefer to access information. Similarly, the national email system and digital collaboration tools now play a growing part in keeping information current and accessible.

Overall, the findings show that AA's communication is evolving in line with members' expectations—balancing personal connection with accessible, reliable, and inclusive digital communication that keeps the Fellowship informed and united.



## Conclusion

The 2025 Membership Survey offers a clear and encouraging picture of AA in Australia today: a Fellowship that continues to grow in experience, diversity, and connection. Members are maintaining long-term sobriety, engaging deeply in sponsorship and service, and adapting to new ways of staying connected through both in-person and digital channels.

The results show that AA's core principles remain strong—personal contact, shared experience, and service to others—while the tools and structures that support these principles continue to evolve. Greater accessibility, clearer communication, and ongoing cooperation with professionals all help ensure that the hand of AA is always within reach of those who seek it.

These insights not only inform planning and service decisions but also reaffirm the spirit of AA's unity: members across Australia, connected through a shared purpose, carrying the message in many forms but with one common aim—to help the next person find recovery.

The insights gathered through this survey will help guide AA's ongoing planning and service work—ensuring that decisions are informed by members' experiences and needs. As communication tools evolve, meeting formats diversify, and cooperation with professionals and communities grows, the goal remains unchanged: to make it as easy as possible for anyone seeking help to find AA.

The findings highlight where the Fellowship is thriving and where attention is still needed, reminding us that we should continue to strive for progress, not perfection. By continuing to listen, adapt, and work together, the Fellowship can remain both grounded in its principles and responsive to the world around it—carrying the message of recovery to all who need it.

**We thank the members who took part in this survey and the many groups and areas who helped share it across the Fellowship. Your participation helps us understand how AA continues to grow and serve its primary purpose.**